



Mesa Verde National Park Visitor Study

Summer 2012

Natural Resource Report NPS/NRSS/EQD/NRR—2013/664



ON THE COVER

Long House, on Wetherill Mesa

Photograph courtesy of Mesa Verde National Park

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Executive Summary

This visitor study report profiles a systematic random sample of Mesa Verde National Park (NP) visitors during July 27-August 2, 2012. A total of 676 questionnaires were distributed to visitor groups. Of those, 477 questionnaires were returned, resulting in a 70.5% response rate.

Group size and type	Fifty-three percent of visitor groups consisted of two or three people and 44% were in groups of four or more. Eighty-two percent of visitor groups consisted of family groups.
State or country of residence	United States visitors comprised 81% of total visitation during the survey period. Of these, 17% were from Colorado, 10% were from Texas, 45 other states and Washington DC. International visitors comprised 19% of total visitation during the survey period. Of these, 21% were from France, 20% were from Germany and 21 other countries.
Frequency of visits	During the past 3 years, most visitors (92%) visited the park only once. For many visitors (74%), this was their first visit in their lifetime. Twenty-one percent had visited two or three times in their lifetime.
Age, ethnicity, and race	The most common age groups included 28% aged 41-55, 23% aged 15 years or younger, and 22% aged 56-70 years. Six percent were Hispanic or Latino. Ninety-four percent of visitors were White and 4% were Asian.
Language for speaking and reading	Most visitor groups (81%) preferred English for speaking and 82% preferred English for reading. Twenty-two percent of visitor groups felt there were services in the park that need to be provided in languages other than English.
Physical conditions	Sixteen percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Household income and household size	The most common household income levels reported by respondents included 17% with an income of \$100,000-\$149,999, 16% had an income of \$50,000-\$74,999 and 15% had an income of \$75,000 to \$99,999. Nineteen percent did not want to answer the household income question. Forty-two percent of respondents had two people in their household, and 34% had four or more.
Information sources	Most visitor groups (92%) obtained information about the park prior to their visit. The most commonly used sources were the park website (51%), friends/relatives/word of mouth (51%), and maps/brochures (37%). Most visitor groups (89%) received the information they needed. Many visitor groups (75%) found the information they needed on the park website. Seventy-five percent of visitor groups would prefer to use the park website to obtain information for a future visit.
Park as destination	In the on-site interview, 81% of visitor groups said the park was one of several destinations. The park was the primary destination for 15% of visitor groups.

Executive Summary (continued)

Timing of visit and primary reason for visiting the area	Forty-five percent of visitor groups made the decision to visit Mesa Verde NP one to six months before the visit. Five percent of visitor groups were residents of the area (within 50 miles of the park). Fifty-three percent of visitor groups indicated that visiting the park was the primary reason nonresident members came to the area.
Services used in nearby communities	Eighty-two percent of visitor groups obtained support services in nearby communities. The communities most commonly used to obtain support services were Durango (56%) and Cortez (53%). Most visitor groups (97%) were able to obtain all the services they needed in nearby communities.
Transportation	Fifty-six percent of non-resident visitor groups used a car to travel most of the distance from their home to the park area and 15% used an airplane. Most visitor groups (93%) used one vehicle to arrive at the park.
Number of park entries	Eighty-five percent of visitor groups entered the park once and 12% entered twice.
Overnight stays	Many visitor groups (67%) stayed overnight either inside the park or in the area within 50 miles of the park. Of those, 46% stayed one night inside the park. Forty percent stayed one night outside the park. Inside the park, 44% of visitor groups stayed in the lodge, while 29% RV/trailer camped and 28% tent camped in a developed campground. Outside the park, 78% of visitor groups stayed in a lodge, hotel, motel, vacation rental, B&B, etc.
Length of stay	Of the visitor groups that spent less than 24 hours in the park (74%), the average length of stay was 5.6 hours. Of the visitor groups that spent 24 hours or more (24%), the average length of stay was 2.1 days. The average length of stay for all visitor groups was 17.2 hours, or 0.7 days.
Local attractions visited	Fifty-seven percent of visitor groups visited other local attractions on this visit. Forty-four percent of visitor groups visited other archeological sites in the Four Corners Region.
Sites visited and trails hiked	The most common places visited in the park were Far View Visitor Center (69%), Spruce Tree House (66%), and Cliff Palace (62%). Forty-four percent of visitor groups hiked trails in the park. The most common trails hiked were Spruce Canyon Trail (64%), Petroglyph Point Trail (24%), and Soda Canyon Overlook Trail (22%).
Activities on this visit	The most common activities were taking a self-guided cliff dwelling tour (69%), visiting Far View Visitor Center (67%), and walking/hiking (55%). Fifty-eight percent of visitor groups took a ranger-guided cliff dwelling tour. The most common activities that were the primary reason for visiting the park were taking a self-guided cliff dwelling tour (45%) and visiting mesa top archeological sites (14%). The most common activities in which visitor groups would prefer to participate on future visits were taking a self-guided cliff dwelling tour (71%) and walking/hiking (67%).
Information services and facilities	The information services and facilities most commonly used by visitor groups were the park brochure/map or newspaper (76%), ranger-guided cliff dwelling tours (58%), assistance from park staff in purchasing tour tickets (58%), and assistance from park staff (53%).

Executive Summary (continued)

Importance and quality of information services and facilities	The most important information service was ranger-guided cliff dwelling tours, which 94% rated as “extremely important” or “very important.” The highest quality service was assistance from park staff, which 94% rated as “very good” or “good.”
Protecting park attributes, resources, and experiences	The highest combined proportions of “extremely important” and “very important” ratings of protecting park attributes, resources, and experiences included preservation of cliff dwellings (98%), historic sites and buildings (93%), clear water (93%), and clean air (visibility) (91%).
Expenditures	The average visitor group expenditure (combined inside and outside the park within 50 miles of the park) was \$484. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$247, and the average total expenditure per person (per capita) was \$171.
Overall quality	Most visitor groups (94%) rated the overall quality of facilities, services, and recreational opportunities at Mesa Verde NP as “very good” or “good.” No visitor groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Ally Begly for compiling the report, Gail Vander Stoep for overseeing the fieldwork, Carol Sperling and the staff and volunteers of Mesa Verde NP for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

About the Authors

Ally Begly is a research assistant for the Visitor Services Project. Gail Vander Stoep, Ph.D., is an Associate Professor at Michigan State University. Yen Le, Ph.D., is Director of the Visitor Services Project at the University of Idaho, and Steven Hollenhorst, Ph.D., was the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho.

Introduction

This report describes the results of a visitor study at Mesa Verde National Park (NP) in Mesa Verde, CO, conducted July 27-August 2, 2012 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Mesa Verde NP, “Mesa Verde, Spanish for green table, offers a spectacular look into the lives of the Ancestral Pueblo people who made it their home for over 700 years, from A.D. 600 to 1300. Today the park protects nearly 5,000 known archeological sites, including 600 cliff dwellings. These sites are some of the most notable and best preserved in the United States.” (www.nps.gov/meve, retrieved January 2013).

Organization of the Report

This report is organized into three sections.

Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results

This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

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

Appendix 2. *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision rules for Checking Non-response Bias*. An explanation of how the non-response bias was determined.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

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 the total percentages do not equal 100 due to rounding.

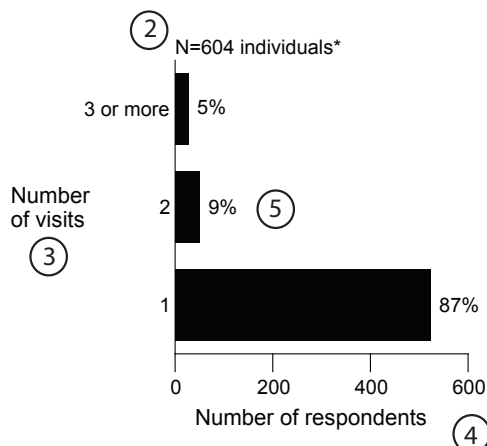
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

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

5. In most graphs, percentages provide additional information.

Example 1



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

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 method, 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 five sites along the main park road (moved due to road construction) during July 27-August 2, 2012. Visitors were surveyed between the hours of 8 a.m. and 7 p.m. Table 1 shows the five locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 719 visitor groups were contacted and 676 of these groups (94%) accepted questionnaires. (The average acceptance rate for 277 VSP visitor studies conducted from 1988 through 2012 is 91.3%.) Questionnaires were completed and returned by 477 respondents, resulting in a 70.5% response rate for this study. (The average response rate for the 277 VSP visitor studies is 71.6%.)

Table 1. Questionnaire distribution, summer 2012

Sampling site	Distributed		Returned		Returned % of total
	N	%	N	% by site	
Bottom pull off	10	1	4	40	1
Highway entrance	72	11	49	56	10
Montezuma Valley Overlook	508	75	362	71	76
Park entrance station	31	5	23	74	5
Rock slide area	55	8	39	71	8
Total	676	100	477		100

Questionnaire design

The Mesa Verde NP questionnaire was developed at a workshop held with park staff to design and prioritize questions (through conference calls between the park and the VSP staff. Some of the questions were comparable to those of other VSP studies conducted at other parks while others were customized for Mesa Verde NP. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Mesa Verde NP questionnaire. However, all questions followed Office 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, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

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 participants who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	August 17, 2012	522	124	646
1 st replacement	August 31, 2012	271	63	334
2 nd replacement	September 21, 2012	218	0	218

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and descriptive statistics were calculated using Statistical Analysis Software® (SAS).

Limitations

As with 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 their 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 the selected sites during the study period of July 27-August 2, 2012. 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. When 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 varied from cool and breezy, stormy and cloudy, and very hot and sunny. During the survey period, there was extensive road construction on the highway leading to the park and in the park. Due to this construction, the distribution site had to be moved multiple times during the survey period, which may have had an impact on both the distribution and acceptance rates, as well as the visitor experience.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and participant travel distance to the park. Respondents and non-respondents were not significantly different from each other in all variables except for group type (see Table 3 – Table 6). The results indicated that visitors who traveled alone were not as responsive to the survey as visitors who traveled with other group types. However, since this is a small portion of the visitor profile, non-response bias is judged to be insignificant. See Appendix 3 for more details on the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	47.09 (N=477)	44.87 (N=198)	0.116
Group size	3.42 (N=476)	3.15 (N=199)	0.070

Table 4. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	13 (3%)	21 (11%)	<0.001
Family	391 (82%)	146 (74%)	
Friends	47 (10%)	18 (9%)	
Family and friends	24 (5%)	12 (6%)	

Table 5. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	70 (15%)	32 (16%)	0.902
Park as one of several destinations	389 (82%)	160 (80%)	
Unplanned visit	17 (4%)	7 (4%)	

Table 6. Comparison of respondents and non-respondents by distance from home to park

Distance	Respondents	Non-respondents	p-value (chi-square)
Within 200 miles	14 (4%)	8 (5%)	0.549
201-400 miles	67 (17%)	29 (17%)	
401-600 miles	25 (6%)	7 (4%)	
601 miles or more	205 (51%)	83 (48%)	
International visitors	88 (22%)	47 (27%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 20b

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

Results

- 53% of visitor groups consisted of two or three people (see Figure 1).
- 44% were in groups of four or more.

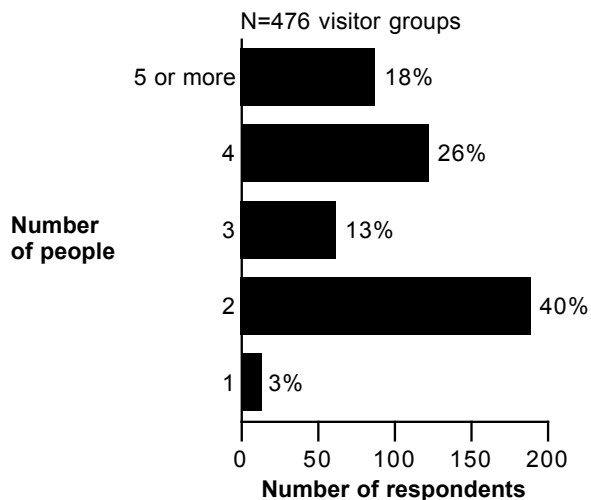


Figure 1. Visitor group size

Visitor group type

Question 20a

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

Results

- 82% of visitor groups consisted of family groups (see Figure 2).
- 10% consisted of friends.

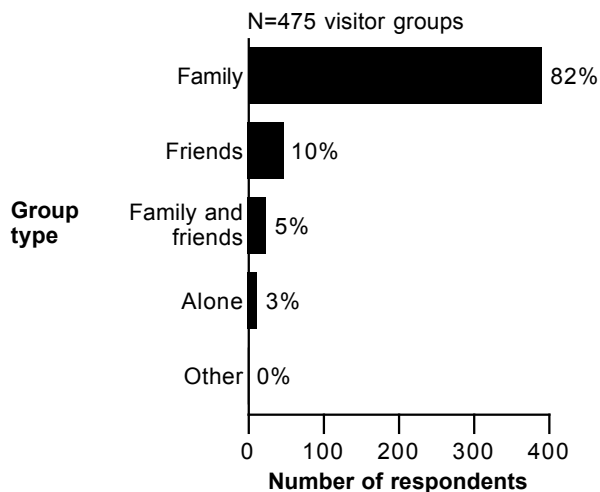


Figure 2. Visitor group type

*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, was your personal group with a commercial guided tour group?

Results

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

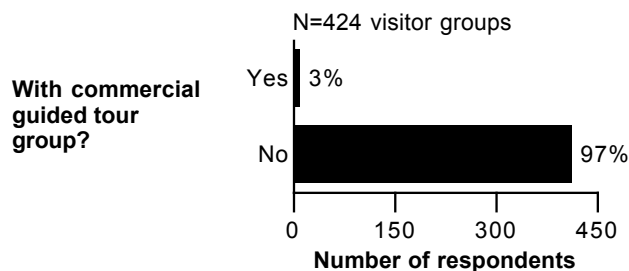


Figure 3. Visitors with a commercial guided tour group

Question 19b

On this visit, was your personal group with a school/educational group?

Results

- No visitor groups were with a school/educational group (see Figure 4).

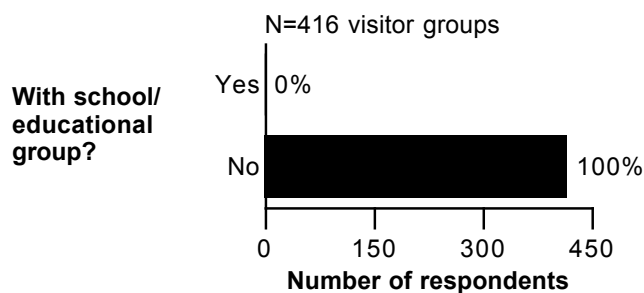


Figure 4. Visitors with a school/educational group

Question 19c

On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

Results

- 4% of visitor groups were with an “other” organized group (see Figure 5).

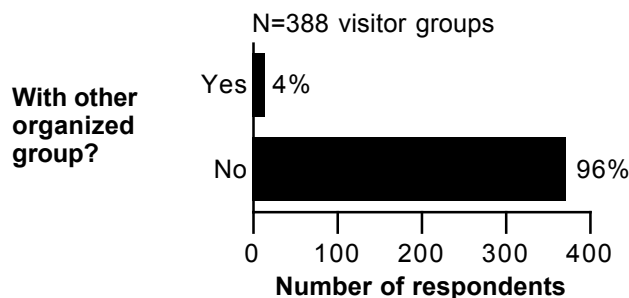


Figure 5. Visitors with an “other” organized group

*total percentages do not equal 100 due to rounding

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

Question 19d

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

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

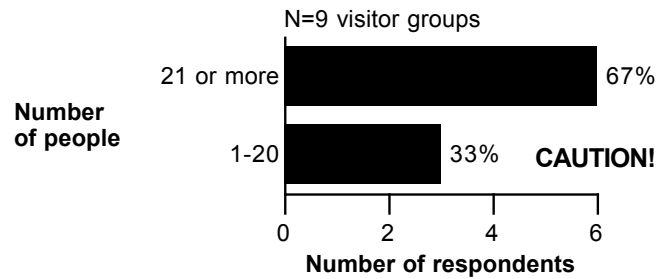


Figure 6. Organized group size

*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 22b

For 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 47 states and Washington, DC, and comprised 81% of total visitation to the park during the survey period.
- 17% of U.S. visitors came from Colorado (see Table 7 and Figure 7).
- 10% came from Texas and 8% were from California.
- Smaller proportions came from 44 other states and Washington, DC.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=1197 individuals*	Percent of total visitors N=1470 individuals
Colorado	205	17	14
Texas	120	10	8
California	98	8	7
Illinois	75	6	5
Arizona	53	4	4
New York	49	4	3
Kansas	41	3	3
New Mexico	39	3	3
Missouri	36	3	2
Oklahoma	34	3	2
Florida	33	3	2
Wisconsin	33	3	2
Iowa	31	3	2
Utah	28	2	2
Pennsylvania	27	2	2
Washington	26	2	2
Virginia	23	2	2
Ohio	19	2	1
29 other states and Washington, DC	227	19	15

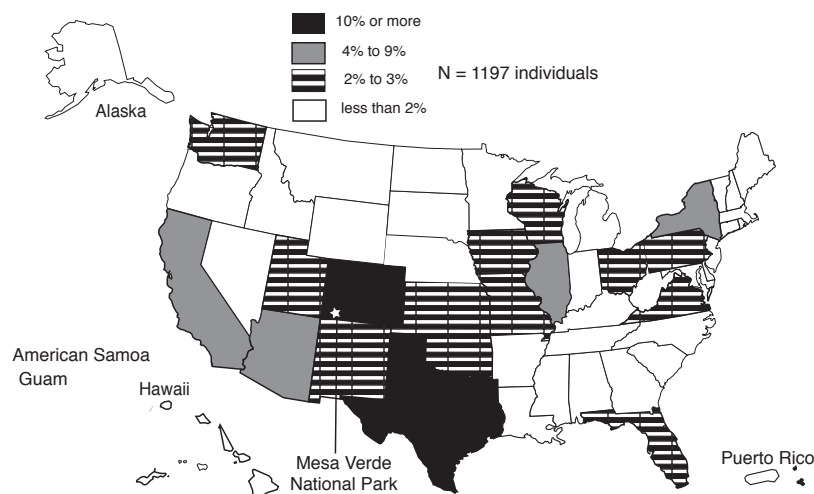


Figure 7. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

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

Visitors from Colorado and adjacent states by county of residence

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

Table 8. Visitors from Colorado and adjacent states by county of residence

County, State	Number of visitors N=419 individuals		Percent*
El Paso, CO	39		9
Maricopa, AZ	30		7
Jefferson, CO	26		6
Boulder, CO	24		6
Tulsa, OK	17		4
Douglas, CO	16		4
San Juan, NM	15		4
Denver, CO	14		3
Montezuma, CO	14		3
Pueblo, CO	14		3
Weld, CO	10		2
Adams, CO	9		2
Coconino, AZ	9		2
Johnson, KA	9		2
Larimer, CO	9		2
La Plata, CO	8		2
Oklahoma, OK	8		2
Sedgwick, KS	8		2
Yuma, AZ	8		2
46 other counties	132		32

Results

- Visitors from Colorado and adjacent states were from 65 counties and comprised 29% of the total U.S. visitation to the park during the survey period.
- 9% came from El Paso County, CO (see Table 8).
- 7% came from Maricopa County, AZ.
- 6% came from Jefferson County, CO and Boulder County, CO.
- Small proportions of visitors came from 61 other counties in Colorado and adjacent states.

Resident of the area

Question 2a

Was every member in your personal group a resident of the Mesa Verde NP area (within 50 miles of the park)?

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

Results

- 5% of visitor groups indicated that every member of their personal group was a resident of the area (see Figure 8).

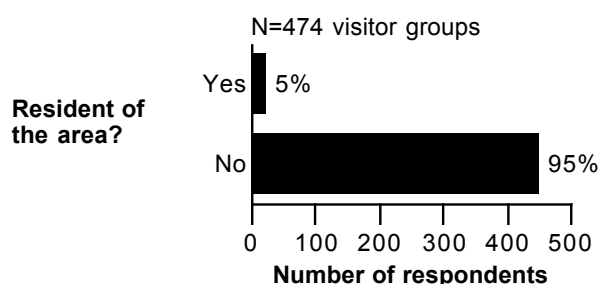


Figure 8. Residents of the area (within 50 miles of the park)

*total percentages do not equal 100 due to rounding

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

International visitors by country of residence

Question 22b

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

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

Results

- International visitors were from 23 countries and comprised 19% of total visitation to the park during the survey period.
- 21% of international visitors came from France (see Table 9).
- 20% came from Germany.
- 11% came from Switzerland.
- Smaller proportions of international visitors came from 20 other countries.

Table 9. International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=273 individuals*	Percent of total visitors N=1470 individuals
France	56	21	4
Germany	54	20	4
Switzerland	30	11	2
Netherlands	28	10	2
Canada	21	8	1
Italy	16	6	1
Austria	10	4	1
United Kingdom	10	4	1
Belgium	9	3	1
Japan	9	3	1
Australia	6	2	<1
Denmark	4	1	<1
Hungary	3	1	<1
Uruguay	3	1	<1
Hong Kong	2	1	<1
Ireland	2	1	<1
Sweden	2	1	<1
Tahiti	2	1	<1
Yemen	2	1	<1
China	1	<1	<1
Czech Republic	1	<1	<1
Kazakhstan	1	<1	<1
Mexico	1	<1	<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 visits to park in past 3 years

Question 22c

For your personal group on this visit, how many times have you visited Mesa Verde NP in the past 3 years (including this visit)?

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

Results

- 92% of visitors visited the park once in the past three years (see Figure 9).
- 8% visited two or more times.

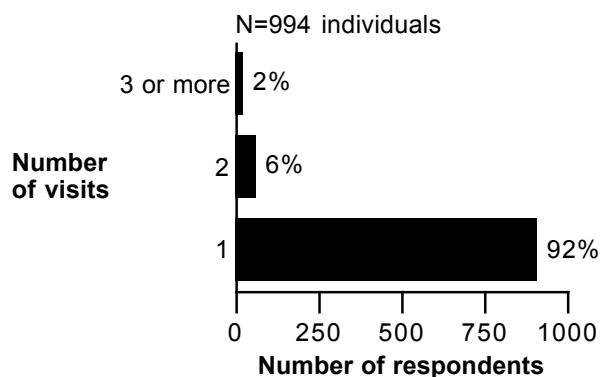


Figure 9. Number of visits to park in past 3 years

Number of visits to park in lifetime

Question 22d

For your personal group on this visit, how many times have you visited Mesa Verde NP in your lifetime (including this visit)?

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

Results

- 74% of visitors were visiting the park for the first time (see Figure 10).
- 21% visited two or three times.

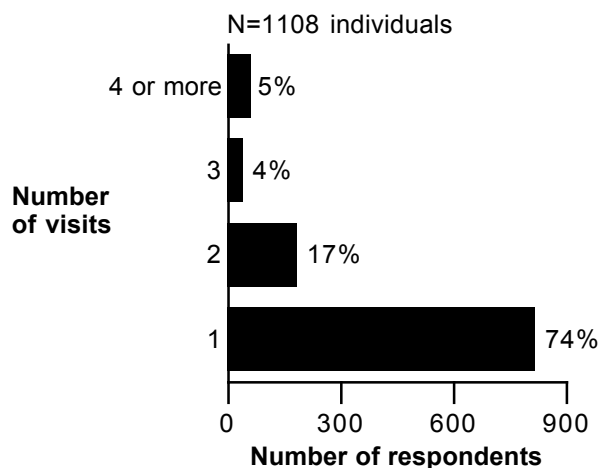


Figure 10. Number of visits to park in lifetime

*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 22a

For 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.
- 36% of visitors were 41 to 60 years old (see Figure 11).
- 23% were 15 years or younger.
- 9% were 66 years or older.

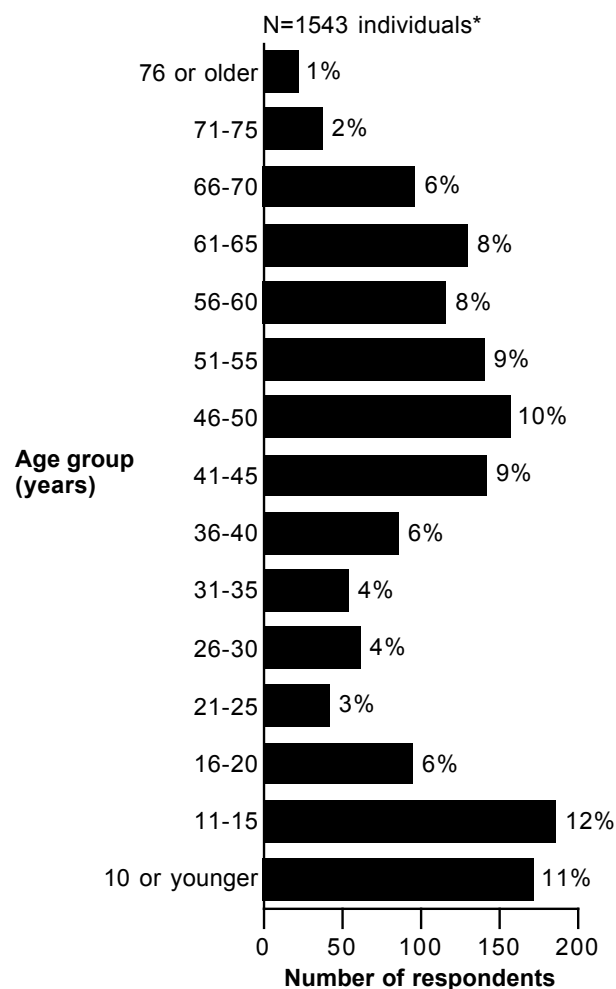


Figure 11. Visitor age

*total percentages do not equal 100 due to rounding

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

Visitor ethnicity

Question 25a

Are members of your personal group
Hispanic or Latino?

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

Results

- 6% of visitors were Hispanic or Latino
(see Figure 12).

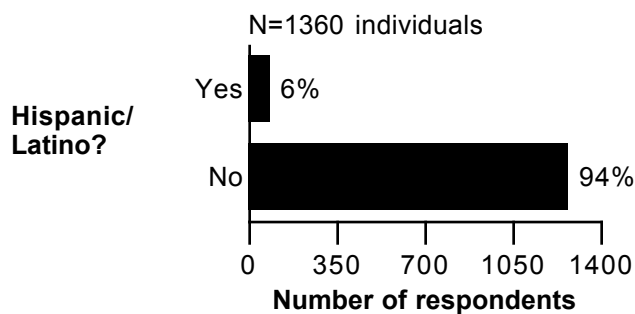


Figure 12. Visitors who were Hispanic or Latino

Visitor race

Question 25b

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

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

Results

- 94% of visitors were White (see
Figure 13).
- 4% were Asian.

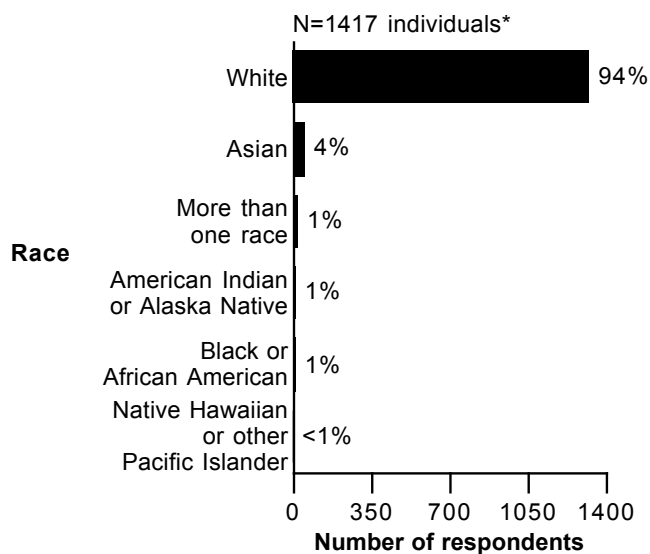


Figure 13. Visitor race

*total percentages do not equal 100 due to rounding

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

Language used for speaking and reading

Question 14a

When visiting an area such as Mesa Verde NP, which language(s) do most members of your personal group prefer to use for speaking?

Results

- 81% of visitor groups preferred English for speaking (see Figure 14).
- “Other” languages (14%) are listed in Table 10.

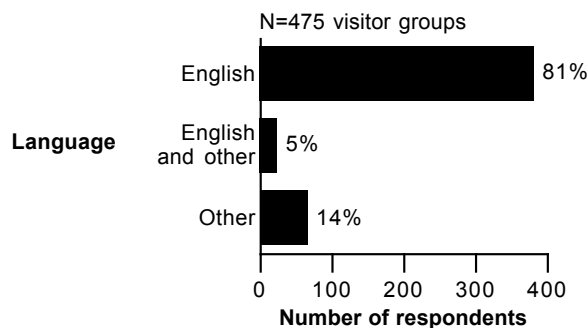


Figure 14. Language preferred for speaking

Question 14b

When visiting an area such as Mesa Verde NP, which language(s) do most members of your personal group prefer to use for reading?

Results

- 82% of visitor groups preferred English for reading (see Figure 15).
- “Other” languages (13%) are listed in Table 11.

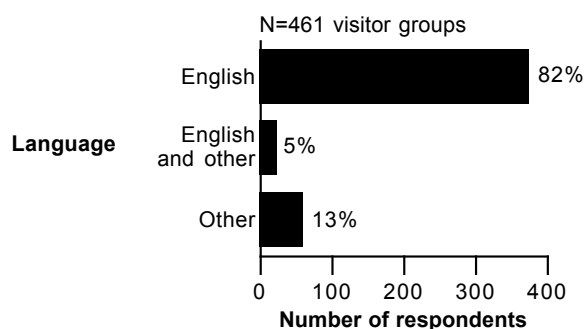


Figure 15. Language preferred for reading

Table 10. Other languages preferred for speaking (N=54 comments)

Language	Number of times mentioned
German	20
French	15
Dutch	5
Spanish	5
Chinese	2
Japanese	2
Hungarian	1
Indonesian	1
Mandarin	1
Polish	1
Russian	1

Table 11. Other languages preferred for reading (N=43 comments)

Language	Number of times mentioned
German	18
French	11
Dutch	5
Spanish	5
Japanese	2
Indonesian	1
Mandarin	1

*total percentages do not equal 100 due to rounding

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

Question 14c

What services in the park need to be provided in languages other than English?

Results

- 22% of visitor groups felt there were services that need to be provided in languages other than English (see Figure 16).
- Services that need to be provided in languages other than English are listed in Table 12.

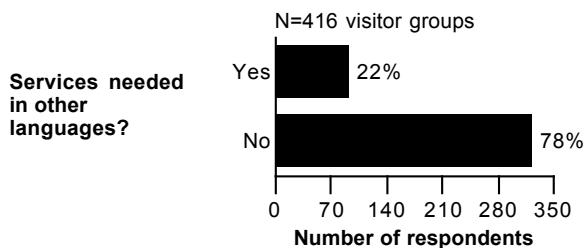


Figure 16. Visitor groups that felt services needed to be provided in languages other than English

Table 12. Services needed in languages other than English (N=108 comments; some visitor groups made more than one comment)

Service	Number of times mentioned
Guided tours	17
Brochures	15
Ranger tours	6
Signage	6
Maps	5
All services	4
Directions	4
Self-guided tours	4
General information	3
Restrooms	3
Safety information	3
Visitor center information	3
Audio guides	2
Cliff dwelling tours	2
Descriptions of sites	2
Don't know	2
Emergency services	2
Food services	2
Rules	2
Trail signage	2
Other	19

Some visitors listed languages instead of services:

Chinese
European languages
French
German
Russian
Spanish

*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 affecting access/participation

Question 21a

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

Results

- 16% of visitor groups had members with physical conditions (see Figure 17).

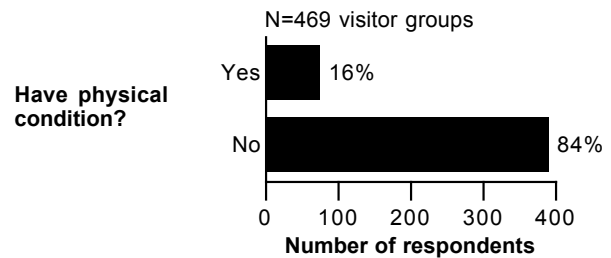


Figure 17. Visitor groups that had members with physical conditions affecting access or participation in park activities or services

Question 21b

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

Results

- 74 visitor groups listed services or activities in which they had difficulty accessing or participating (see Table 13).

Table 13. Services/activities that were difficult to access/participate in (N=81 comments; some visitor groups made more than one comment)

Service/activity	Number of times mentioned
Cliff dwelling tours	24
Walking	14
Hiking	13
Climbing	12
Ladders	9
Stairs	3
Trails	3
All areas not wheelchair accessible	1
Driving up and down	1
Elevation	1

Some visitors listed limitations instead of services/activities:

Age
Back problems
Bad knees
Breathing
Children
Chronic Obstructive Pulmonary Disease (COPD)
Fear of heights
Food poisoning
Mobility limitations
Shoulder
Weight

*total percentages do not equal 100 due to rounding

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

Respondent household income

Question 23a

For you only, which category best represents your annual household income?

Results

- 17% of respondents reported a household income of \$100,000-\$149,999 (see Figure 18).
- 16% had an income of \$50,000-\$74,999.

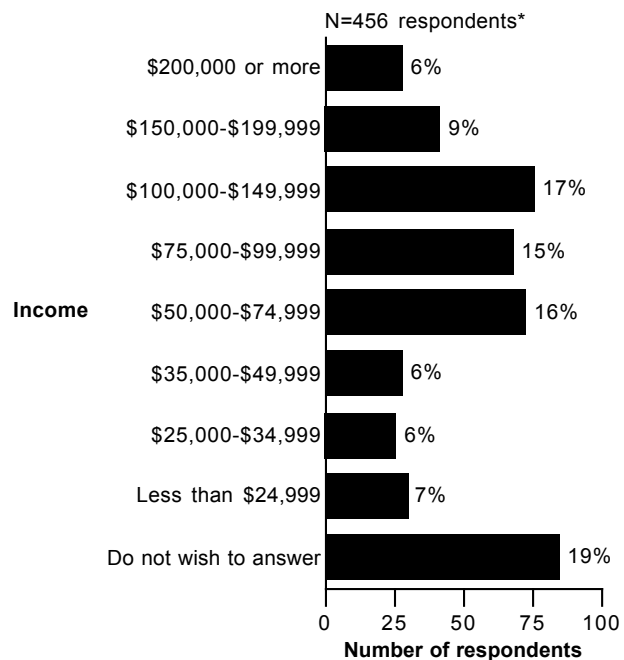


Figure 18. Respondent household income

Respondent household size

Question 23b

How many people are in your household?

Results

- 42% of respondents had two people in their household (see Figure 19).
- 34% had four or more people.

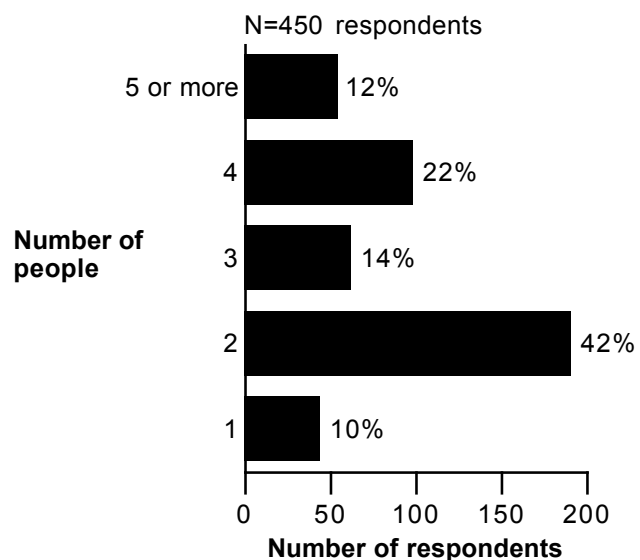


Figure 19. Number of people in respondent household

*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 your personal group obtain information about Mesa Verde NP?

Results

- 92% of visitor groups obtained information about Mesa Verde NP prior to their visit (see Figure 20).

- As shown in Figure 21, among those visitor groups that obtained information about Mesa Verde NP prior to their visit, the most common sources used were:

51% Mesa Verde NP website
51% Friends/relatives/word of mouth
37% Maps/brochures

- “Other” sources (3%) were:

Belgian travel agency
Book on Southwest
Library books
List of national parks
Local
Mesa Verde Association
National parks books
Postcard at Ouray
Readers digest book
Studied and read about the area for years
Trafalgar Tours
We volunteer

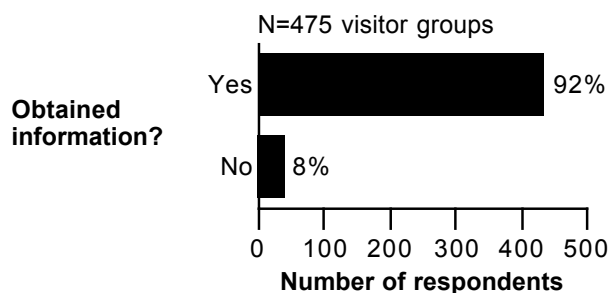


Figure 20. Visitor groups that obtained information prior to visit

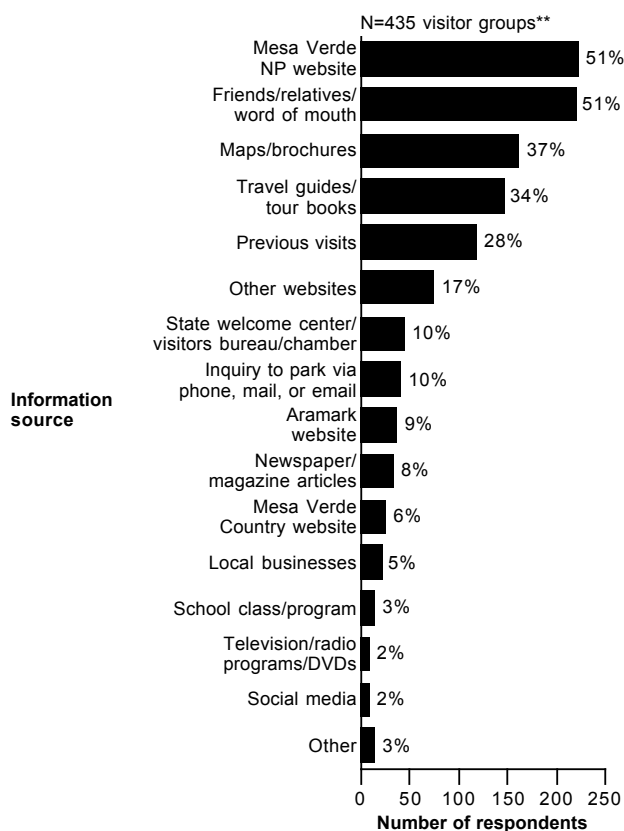


Figure 21. Sources of information used by visitor groups prior to visit

*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 your personal group receive the type of information about the park that you needed?

Results

- 89% of visitor groups received the type of information about the park they needed (see Figure 22).

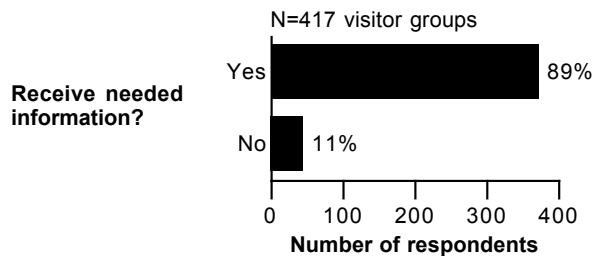


Figure 22. Visitor groups that received needed information prior to their visit

Question 1d

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

Results

- 37 visitor groups listed information they needed but was not available (see Table 14).

Table 14. Needed information that was not available (N=44 comments; some visitor groups made more than one comment)

Needed information	Number of times mentioned
Best strategy for buying tickets and planning visit	5
Schedule of tours	5
Fees	3
Winding roads	3
Closing time of Wetherill Mesa	2
Distance to each site	2
Operating hours	2
Approximate hours for the visit	1
Can't tow trailer on road	1
Drive time in park	1
Driving directions	1
Durango	1
Elevation and percent grade to be expected	1
Existence of accommodations inside the park	1
Existence of ladders that are inaccessible to handicapped people	1
Four Corners	1
Handicap provisions (such as elevations)	1
Information about accessibility to some sites	1
Limited tours and tickets	1
Location of Wetherill Mesa Road	1
Lodging	1
Maps/brochures	1
Million Dollar Highway	1
More information on what to do	1
Park proximity to Arches, Grand Canyon, and Gunnison NPs	1
Services available	1
That there were scheduled guides	1
Time needed to appreciate the park	1
Time to drive up mountain	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 Mesa Verde NP in the future, how would your personal group prefer to obtain information about the park?

Results

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

75% Mesa Verde NP website
39% Previous visits
37% Maps/brochures

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

Informative books
Many sources; we are locals
Visitor center
Volunteer opportunities
Worked here in 2001 summer

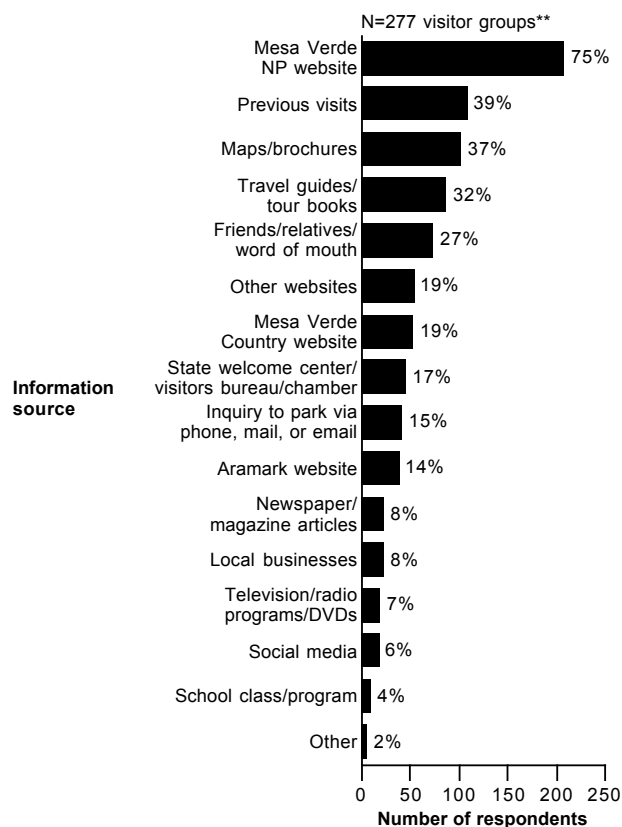


Figure 23. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

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

Park website

Question 17d

If you used the park website: www.nps.gov/meve, did your personal group find the information that you needed on the park website?

Results

- 75% of visitor groups found the information they needed on the park website (see Figure 24).

Found needed information on park website?

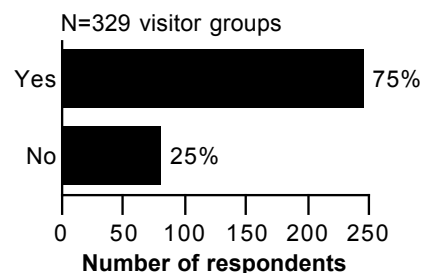


Figure 24. Visitor groups that found needed information on the park website

Question 17e

If NO, what type of information did your personal group need that was not available on the park website?
(Open-ended)

Results – Interpret with **CAUTION!**

- 24 visitor groups listed needed services that were not available (see Table 15).

Table 15. Website information needed but not available
(N=25 comments; one visitor group made more than one comment) – **CAUTION!**

Needed information	Number of times mentioned
Booking a ranger-guided tour	4
Lodging information	2
Opening times	2
Ticket prices	2
Tour space is limited	2
Site needs to be easier to navigate	2
Age requirement for ranger-guided tours	1
Better directions	1
Better maps	1
Camping information	1
Correct entrance price (website said \$10, it was \$15)	1
Guide books	1
Language	1
Menu and prices at restaurants	1
Rename park “Cliff Dwellings”; had no idea Mesa Verde meant cliff dwellings	1
Site accessibility information	1
Videos	1

*total percentages do not equal 100 due to rounding

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

Park as destination

Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to Mesa Verde NP fit into your personal group’s travel plans?”

Results

- 81% of visitor groups said the park was one of several destinations (see Figure 25).
- 15% said the park was their primary destination.

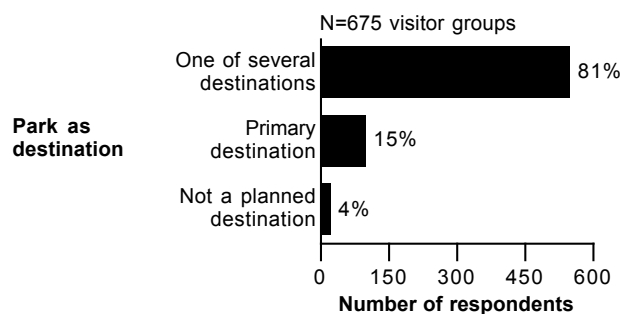


Figure 25. How visit to park fit into visitor groups' travel plans

Primary destination

Question 4

What was your personal group’s primary destination on this trip?

Results

- 28% of visitor groups indicated that Mesa Verde NP was their primary destination (see Figure 26).
- “Other” primary destinations are listed in Table 16.

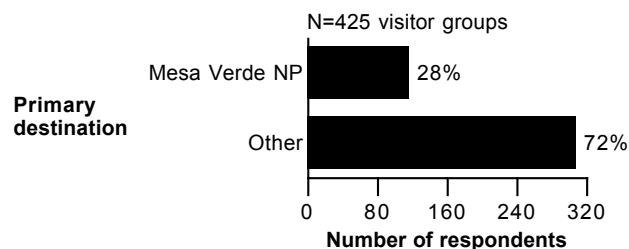


Figure 26. Primary destination

*total percentages do not equal 100 due to rounding

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

Table 16. “Other” primary destinations
(N=309 comments)

Destination	Number of times mentioned
Durango, CO	55
Grand Canyon National Park	28
Colorado	19
Pagosa Springs, CO	12
Denver, CO	10
Yellowstone National Park	9
Arches National Park	7
Rocky Mountain National Park	7
San Francisco, CA	6
Cortez, CO	5
Los Angeles, CA	5
Utah	5
California	4
Mancos, CO	4
Salt Lake City, UT	4
Telluride, CO	4
Zion National Park	4
Crested Butte, CO	3
Dolores, CO	3
Lake Vallecito	3
Las Vegas, NV	3
Mount Rushmore National Memorial	3
Ouray, CO	3
Santa Fe, NM	3
Albuquerque, NM	2
Atlanta, GA	2
Creede, CO	2
Durango and Silverton Narrow Gauge Railroad	2
Glenwood Springs, CO	2
Kanab, UT	2
Lake Powell	2
Moab, UT	2
Montrose, CO	2
Monument Valley	2
Philmont Scout Ranch, Cimmaron, NM	2
Pueblo, CO	2
Reno, NV	2
San Diego, CA	2
Taos, NM	2
Other	70

*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 3

When did your personal group make the decision to visit Mesa Verde NP?

Results

- 45% of visitor groups made the decision to visit Mesa Verde NP 1-6 months before the visit (see Figure 27).
- 15% made the decision to visit 3-7 days before the visit.
- 14% made the decision 8-30 days before the visit.

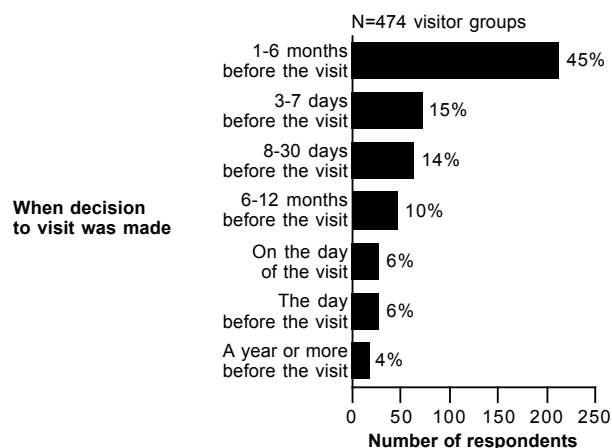


Figure 27. Timing of decision to visit

Primary reason for visiting the park

Question 2b

Was visiting Mesa Verde NP the primary reason nonresident members of your personal group came to the area (within 50 miles of the park)?

Results

- 53% of visitor groups indicated that visiting Mesa Verde NP was the primary reason nonresident members came to the area (see Figure 28).

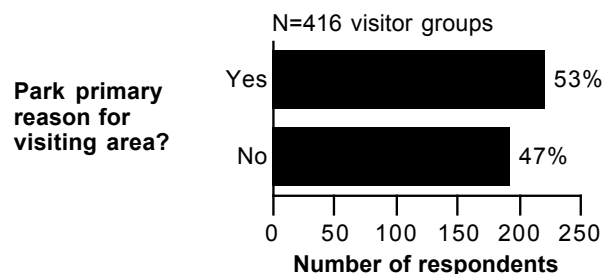


Figure 28. Park as primary reason for visiting the Mesa Verde NP area (within 50 miles of the park)

*total percentages do not equal 100 due to rounding

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

Alternative plans to visiting Mesa Verde NP

Question 5a

For you only, if you had been unable to visit Mesa Verde NP on this trip, would you have visited at another time?

Results

- 76% of respondents would have likely visited Mesa Verde NP at another time if unable to visit on this trip (see Figure 29).

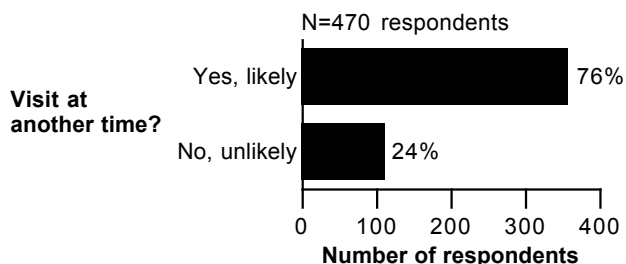


Figure 29. Visitor groups that would have visited Mesa Verde NP at another time

Question 5b

If NO, what would you have done with the time spent on this trip?

Results

- 50% of respondents were not sure or indicated they would not choose any of the options (see Figure 30).
- 43% would have gone somewhere else.

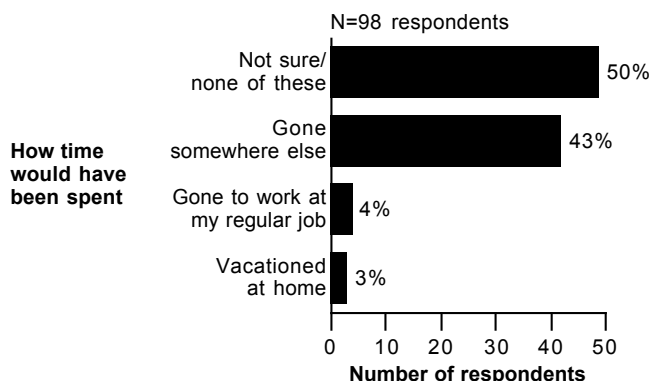


Figure 30. What visitor groups would have done with time spent on this trip

Question 5b

What is the distance from home to the alternate site?

Results – Interpret results with **CAUTION!**

- Not enough visitors responded to this question to provide reliable results (see Figure 31).

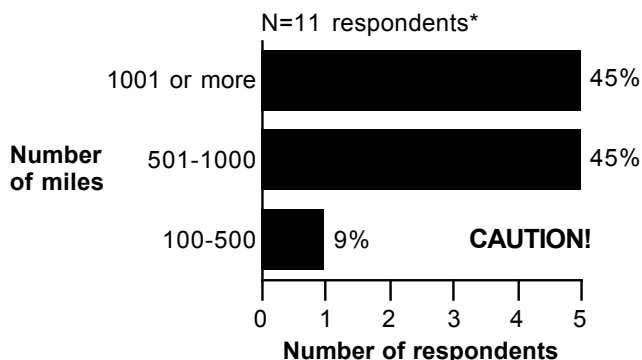


Figure 31. Distance of alternate site from home

*total percentages do not equal 100 due to rounding

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

Services used in nearby communities

Question 12a

In which communities did your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Mesa Verde NP?

Results

- 82% of visitor groups obtained support services in nearby communities on this visit (see Figure 32).
- As shown in Figure 33, the communities most commonly used to obtain support services were:

56% Durango
53% Cortez
10% Mancos

“Other” communities (6%) are listed in

- Table 17.

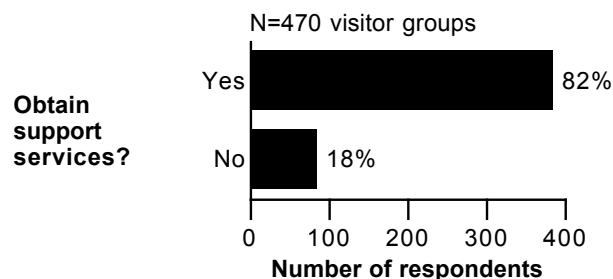


Figure 32. Visitor groups that obtained support services in nearby communities on this visit

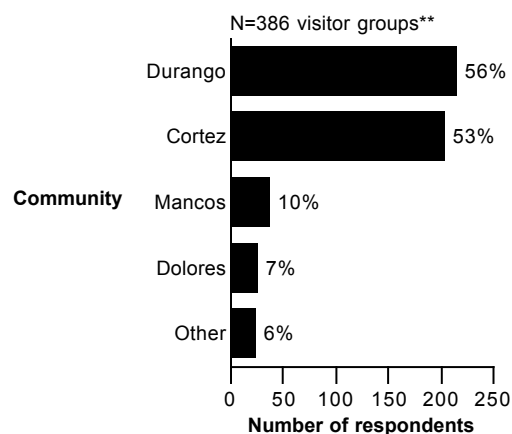


Figure 33. Nearby communities in which visitor groups obtained support services

Table 17. “Other” communities in which visitor groups obtained support services – **CAUTION!** (N=24 comments; some visitor groups made more than one comment)

Community	Number of times mentioned
Blanding, UT	3
Farmington, NM	3
Pagosa Springs, CO	3
Ouray, CO	2
Silverton, CO	2
Telluride, CO	2
Alamosa, CO	1
Gallup, NM	1
Kayenta, AZ	1
Moab, UT	1
Monte Vista, CO	1
Monticello, UT	1
Santa Fe, NM	1
Vallecito, CA	1
Yellow Jacket, CO	1

*total percentages do not equal 100 due to rounding

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

Question 12b

Was your personal group able to obtain all the services that you needed in these communities?

Results

- 97% of visitor groups were able to obtain all the services they needed in nearby communities (see Figure 34).

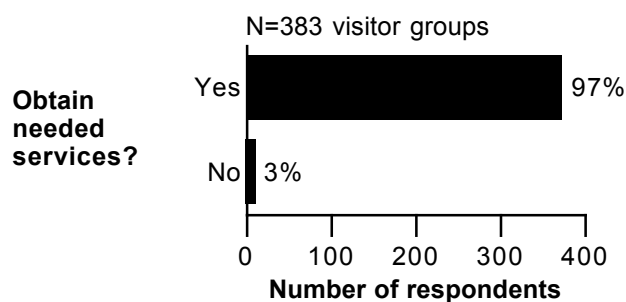


Figure 34. Visitor groups that were able to obtain needed services

Question 12c

If NO, what needed services were not available? (Open-ended)

Results – Interpret with CAUTION!

- 13 visitor groups listed needed services that were not available (see Table 18).

Table 18. Needed services that were not available – **CAUTION!**
(N=13 comments)

Needed service	Comment
Booking of guided tour	Not available on the Internet
Coffee shop in Cortez	All were closed at 7pm on Saturday
Food	Need orange juice, ice cream bars at camp store. Three coolers for beer and sparse cold food provision seemed unbalanced.
Food	Restaurants close early— inconvenient for travelers
Guided tour bus up and around	Being older the drive up was a little much for us
Hotel	
Hot tub	
Ice cream	
Internet access	
Restaurant	Bad quality of food (not fresh)
Shopping	
Swimming pool	
Vegetables	We went to buy vegetables and couldn't find enough for 9

*total percentages do not equal 100 due to rounding

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

Method of transportation

Question 2c

For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Mesa Verde NP area (within 50 miles of the park)?

Results

- 56% of nonresident visitor group members used a car to travel most of the distance from home to the Mesa Verde NP area (see Figure 35).
- 15% used an airplane.
- 14% used a SUV/truck/van.
- “Other” methods of transportation (2%) were:

Bus
Camper
RV
Trailer
Train

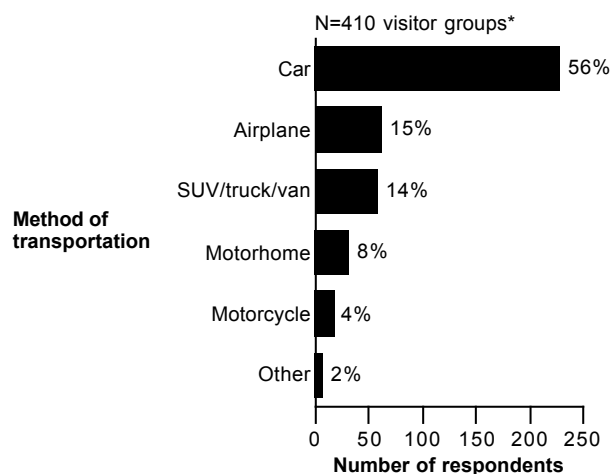


Figure 35. Method of transportation

Number of vehicles

Question 20c

On this visit, how many vehicles did your personal group use to arrive at Mesa Verde NP?

Results

- 93% of visitor groups used one vehicle to arrive at the park (see Figure 36).

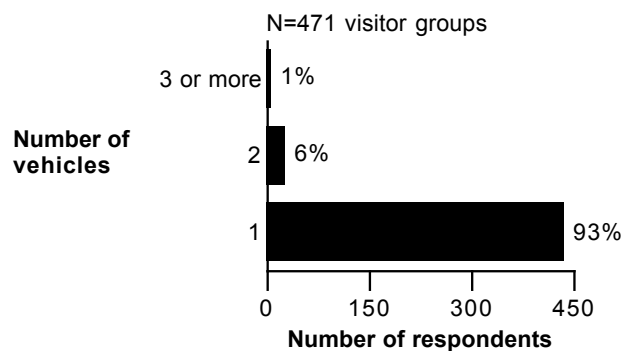


Figure 36. Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

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

Number of park entries

Question 20d

On this visit, how many times did your personal group enter Mesa Verde NP during your stay in the area (within 50 miles of the park)?

Results

- 85% of visitor groups entered the park one time (see Figure 37).
- 12% entered twice.

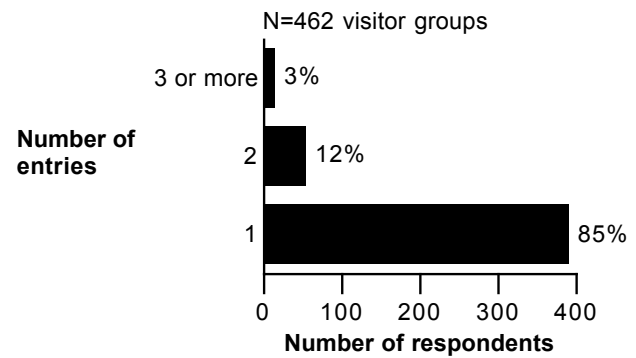


Figure 37. Number of park entries

*total percentages do not equal 100 due to rounding

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

Overnight stays

Question 11a

On this trip, did anyone in your personal group stay overnight away from their permanent residence either inside Mesa Verde NP or in the area (within 50 miles of the park)?

Results

- 67% of visitor groups stayed overnight away from their permanent residence either inside Mesa Verde NP or in the area (see Figure 38).

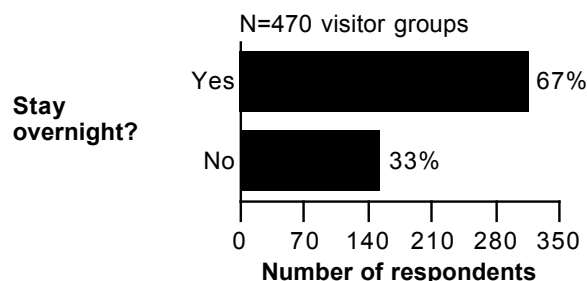


Figure 38. Visitor groups that stayed overnight inside the park or in the area (within 50 miles of the park)

Question 11b

If YES, please list the number of nights your personal group stayed inside Mesa Verde NP.

Results

- 46% of visitor groups stayed one night inside the park (see Figure 39).
- 38% stayed two nights.

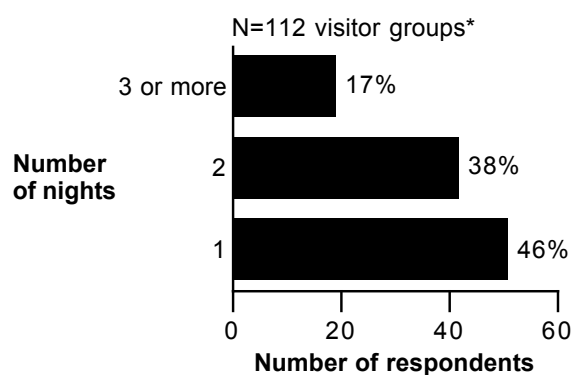


Figure 39. Number of nights spent inside the park

Question 11b

If YES, please list the number of nights your personal group stayed outside the park in the area (within 50 miles of the park).

Results

- 69% of visitor groups stayed one or two nights outside the park in the area (see Figure 40).
- 19% stayed four or more nights.

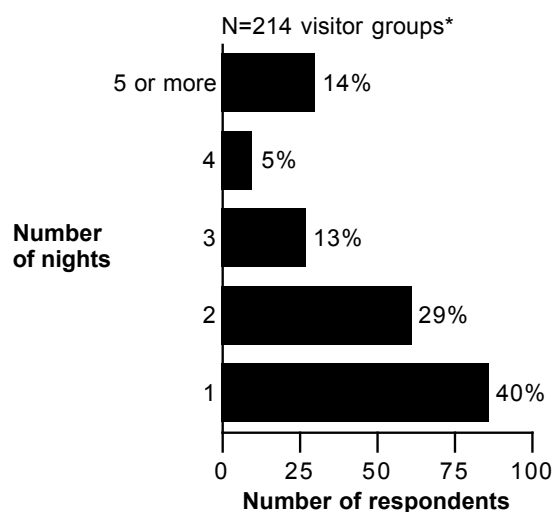


Figure 40. Number of nights spent in the area outside the park (within 50 miles of the park)

*total percentages do not equal 100 due to rounding

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

Accommodations used inside the park

Question 11c

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

Results

- As shown in Figure 41, among those visitor groups that stayed overnight inside the park, the most common types of accommodations used were:

44% Lodge, hotel, motel, vacation rental, B&B, etc.
29% RV/trailer camping

- No “other” types (2%) of accommodations were specified.

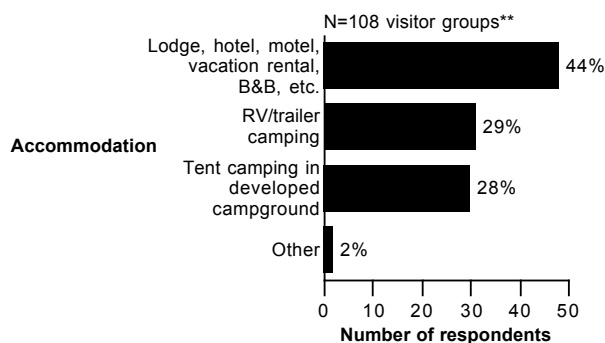


Figure 41. Accommodations used inside the park

Accommodations used outside the park

Question 11d

In which types of accommodations did your personal group spend the night(s) outside park within 50 miles?

Results

- As shown in Figure 42, among those visitor groups that stayed overnight in the area outside the park, the most common types of accommodations were:

78% Lodge, hotel, motel, vacation rental, B&B, etc.
14% RV/trailer camping

- No “other” types (<1%) of accommodations were specified.

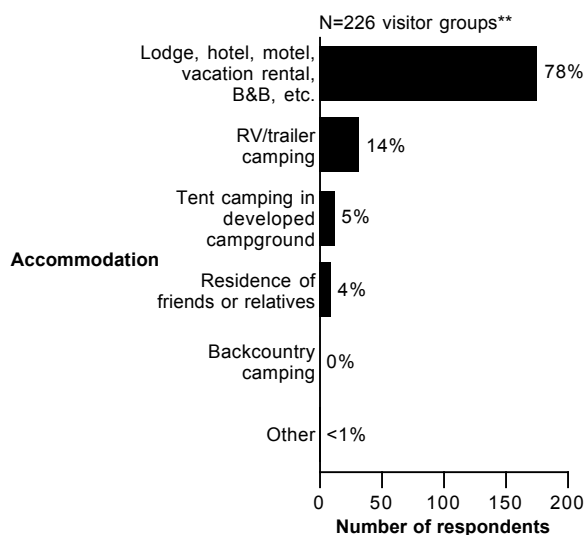


Figure 42. Accommodations used outside the park within 50 miles

*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 9

On this trip, how long did your personal group spend visiting Mesa Verde NP?

Results

Number of hours if less than 24 (74%)

- 53% of visitor groups spent five or more hours (see Figure 43).
- 36% spent three or four hours.
- The average length of stay for visitor groups who spent less than 24 hours was 5.6 hours.

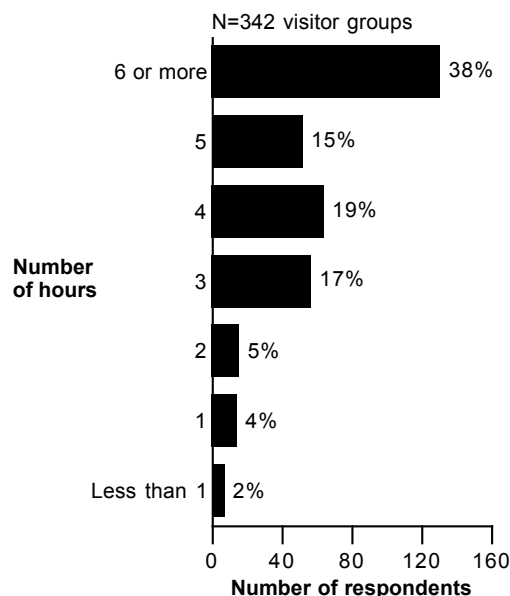


Figure 43. Number of hours spent in the park

Number of days if 24 hours or more (26%)

- 75% of visitor groups spent one or two days (see Figure 44).
- 14% spent three days.
- The average length of stay for visitor groups who spent 24 hours or more was 2.1 days.

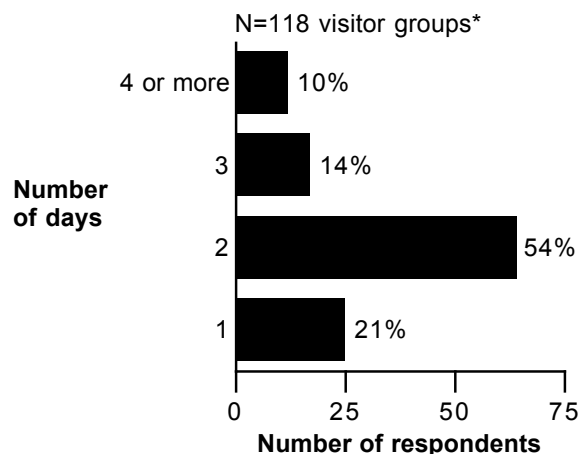


Figure 44. Number of days spent in the park

Average length of stay for all visitors

- The average length of stay for all visitor groups was 17.2 hours or 0.7 days.

*total percentages do not equal 100 due to rounding

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

Question 10

What were the reasons that prevented your personal group from spending more time visiting Mesa Verde NP on this visit?
(Open-ended)

Results

- 442 visitor groups listed reasons that prevented their personal group from spending more time visiting Mesa Verde NP on this visit (see Table 19).

Table 19. Reasons that prevented visitor groups from spending more time visiting Mesa Verde NP (N=502 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Had a travel schedule to stick to	204
General time limitations	62
Had other place to be	25
Saw everything we wanted to	19
Children	18
Arrived at park late in day	13
Tired	13
Schedule	12
Heat	11
Had to go back to work	8
Did not plan enough	6
None	6
Weather	6
Had to care for dog(s)	5
Had to get to lodging	5
Hungry	5
Someone in group was sick	5
Getting late	4
Have visited Mesa Verde before	4
Limited money	4
Car problems	3
Did not know more time would be needed	3
Just passing through	3
Limited vacation time	3
Not interested	3
Park was closing	3
Age	2
Altitude	2
Expensive camping	2
Frightening roads	2
Had to find lodging	2
Last-minute stop	2
Physical disability	2
Road work	2
Too crowded	2
Other comments	31

*total percentages do not equal 100 due to rounding

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

Local attractions visited

Question 2d

Which other attractions in the local area (within 50 miles of the park) did your personal group visit?

Results

- 57% of visitor groups visited other attractions in the local area on this visit (see Figure 45).
- Table 20 lists the other attractions.

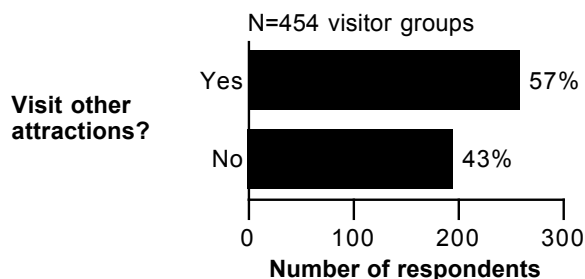


Figure 45. Visitor groups that visited attractions in the local area (within 50 miles of the park)

Table 20. Other attractions visited in the local area (within 50 miles of the park) (N=383 comments; some visitor groups made more than one comment)

Attraction	Number of times mentioned
Durango, CO	85
Durango and Silverton Narrow Gauge Railroad	40
Four Corners	39
Silverton, CO	13
Ouray, CO	12
Monument Valley	11
Telluride, CO	11
Arches National Park	9
Cortez, CO	8
Anasazi Heritage Center	7
Great Sand Dunes National Park	7
Pagosa Springs, CO	7
Aztec Ruins National Monument	6
Black Canyon of the Gunnison National Park	6
Grand Canyon National Park	6
Four Corners Monument	5
Canyons of the Ancients National Monument	4
Million Dollar Highway	4
Fishing	3
Hiking	3
Hovenweep National Monument	3
Lake Vallecito	3
Mancos Days, Mancos, CO	3
Canyonlands National Park	2
Carson National Forest	2
Chimney Rock	2
Horseback riding	2
Mancos, CO	2
Moab, UT	2
Rocky Mountain National Park	2
Sand dunes	2
White water rafting	2
Other	70

*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 in the park

Question 16a

On this visit to Mesa Verde NP, please indicate all the sites within the park that your personal group visited.

- As shown in Figure 46, the sites most commonly visited at Mesa Verde NP were:

69% Far View Visitor Center
66% Spruce Tree House
62% Cliff Palace

- The least visited site was:

4% Half-day guided bus tour provided by the park concessionaire, ARAMARK

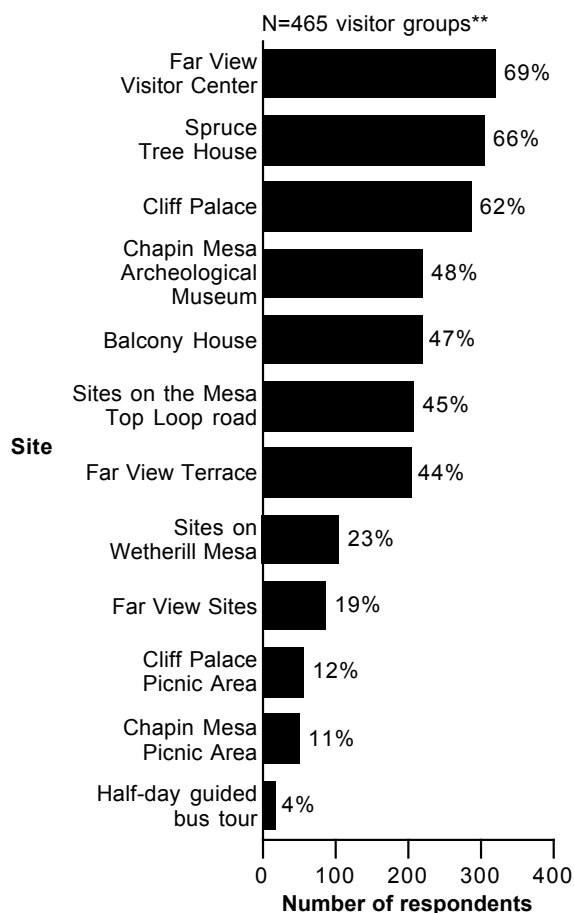


Figure 46. Sites visited in the park

*total percentages do not equal 100 due to rounding

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

Trails hiked in the park

Question 16b

On this visit, which trails did you personal group hike?

Results

- 44% of visitor groups hiked trails in the park (see Figure 47).
- As shown Figure 48, the most commonly hiked trails were:

65% Spruce Canyon Trail
24% Petroglyph Point Trail
22% Soda Canyon Overlook Trail

- “Other” trails hiked (6%) were:

Badger
Farming terrace
Guided hikes and driving tour on Mesa Loop Road
La Plata
Short "hike" around the top of Spruce Tree House.
Step House Trail

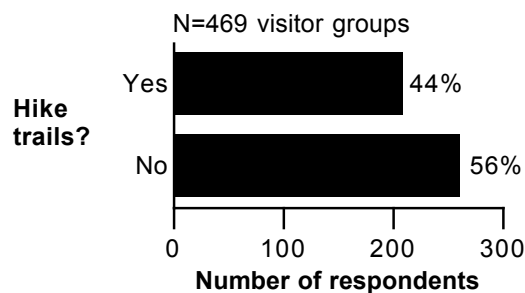


Figure 47. Visitor groups that hiked trails

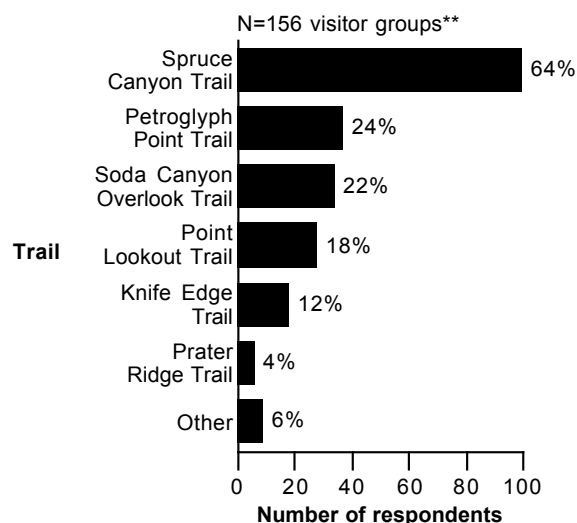


Figure 48. Trails hiked in the park

Other archeological sites visited in the Four Corners region

Question 15

Please list any other archeological sites that your personal group has visited in the Four Corners Region (Colorado, Utah, Arizona, and New Mexico).

Results

- 44% of visitor groups visited other archeological sites in the Four Corners Region (see Figure 49).
- Table 21 lists the other archeological sites visited in the region.

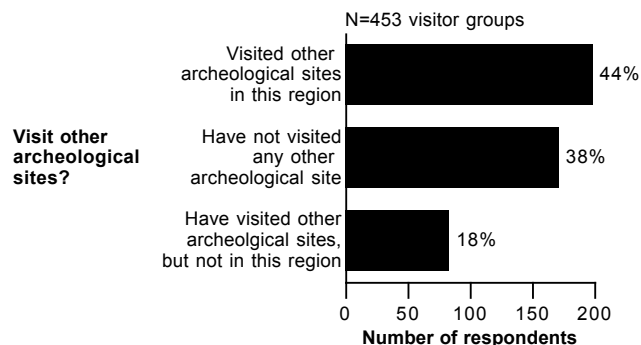


Figure 49. Archeological site visitation in the Four Corners Region

*total percentages do not equal 100 due to rounding

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

Table 21. Other archeological sites visited in the Four Corners region
(N=534 comments; some visitors made more than one comment)

Site	Number of times mentioned
Grand Canyon National Park	45
Arches National Park	39
Monument Valley	30
Chaco Culture National Historical Park	28
Canyonlands National Park	25
Bryce Canyon National Park	23
Aztec Ruins National Monument	22
Canyon de Chelly National Monument	21
Zion National Park	21
Hovenweep National Monument	16
Petrified Forest National Park	15
Bandelier National Monument	12
Four Corners	11
Capitol Reef National Park	10
Black Canyon of the Gunnison National Park	8
Anasazi Heritage Center	7
Dinosaur National Monument	7
Chimney Rock	6
Colorado National Monument	6
Wupatki National Monument	6
Canyons of the Ancients National Monument	5
Great Sand Dunes National Park	5
Antelope Canyon	4
Arizona	4
Natural Bridges National Monument	4
Pueblo villages	4
Taos Pueblo	4
Walnut Canyon National Monument	4
Carlsbad Caverns National Park	3
Florissant Fossil Beds	3
Garden of the Gods	3
Lake Powell	3
Lowry Pueblo	3
Moab, UT	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 21. Other archeological sites visited in the Four Corners region (continued)

Site	Number of times mentioned
Montezuma Castle National Monument	3
Navajo National Monument	3
Painted Desert	3
Rocky Mountain National Park	3
Tuzigoot National Monument	3
Yellowstone National Park	3
Cedar Mesa	2
Death Valley National Park	2
El Morro National Monument	2
Glen Canyon National Recreation Area	2
Mexican Hat, UT	2
Pecos National Historic Park	2
Red Rocks	2
Salmon Ruins	2
Sedona, AZ	2
Ute Reservation	2
Other	86

*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 6a

On this visit, in which activities did your personal group participate within Mesa Verde NP?

Results

- As shown in Figure 50, the most common activities in which visitor groups participated on this visit were:

69% Taking a self-guided cliff dwelling tour

67% Visiting Far View Visitor Center

55% Walking/hiking

- “Other” activities (16%) are listed in Table 22.

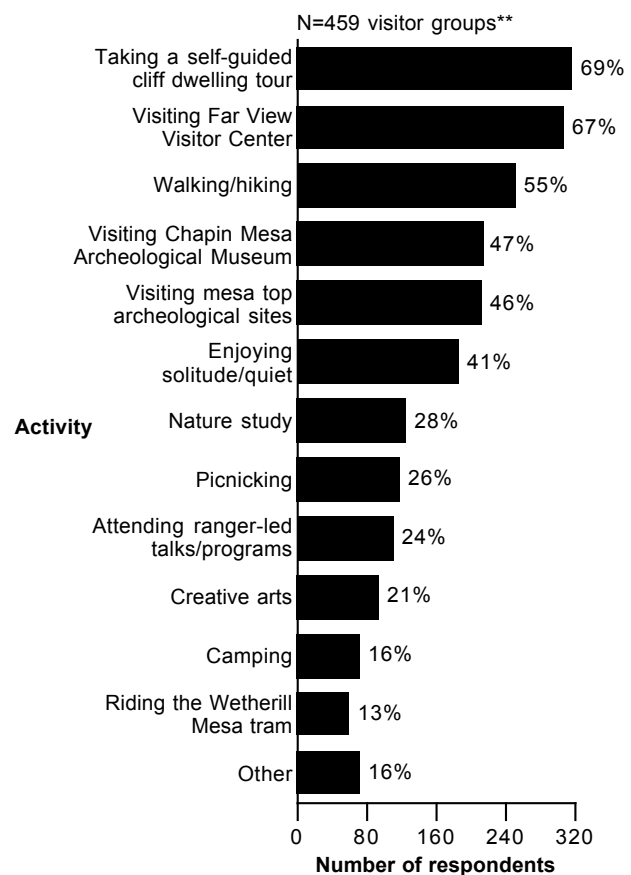


Figure 50. Activities on this visit

*total percentages do not equal 100 due to rounding

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

Table 22. “Other” activities on this visit
(N=55 comments)

Activity	Number of times mentioned
Visiting cliff dwellings	15
Cliff Palace tour	5
Balcony House tour	3
Cliff dwelling tour	3
Seeing park history	3
Tours	2
700 Years Pueblo tour	1
Aramark	1
Aramark bus tour	1
Bicycling	1
Bought food	1
Cliff House tour	1
Enjoying	1
Enjoying scenery	1
Family	1
For the life of ancient Indians	1
Good memories from a prior visit and I wanted to see what he was talking about	1
Have studied about the Pueblo People	1
Indian houses	1
Just to see it	1
Mug House tour	1
Overlooks	1
Paid tour guide	1
See the old buildings	1
Spruce Tree House	1
Take dogs for a walk	1
View Native American crafts for sale	1
Visiting park in general	1
White Palace tour	1

*total percentages do not equal 100 due to rounding

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

Activity that was primary reason for visit

Question 6c

Which one of the above activities was the primary reason your personal group visited Mesa Verde NP on this visit?

Results

- As shown in Figure 51, the most common activities that were the primary reason for the visiting the park were
 - 45% Taking a self-guided cliff dwelling tour
 - 14% Visiting mesa top archeological sites
 - 6% Attending ranger-led talks/programs
- “Other” activities (23%) that were the primary reason for visiting the park are listed in Table 23.

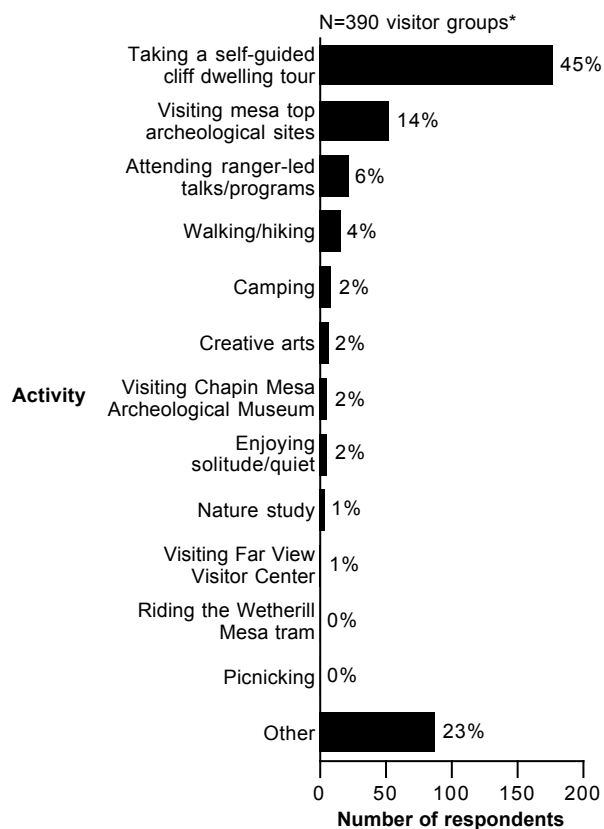


Figure 51. Activity that was primary reason for visiting the park

*total percentages do not equal 100 due to rounding

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

Table 23. “Other” primary reasons for visit
(N=88 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Visit cliff dwellings	26
Ranger-led cliff dwelling tour	17
Cliff Palace tour	4
History	4
Tours	3
Visit Cliff Palace	3
See archeological sites	3
Balcony House tour	2
Cliff dwelling tour	2
Balcony House	1
Bicycling	1
Dining in Metate Room	1
Discovery	1
Do we need a reason?	1
Enjoying	1
Family	1
For the life of ancient Indians	1
Goal: to see all National Parks	1
Good memories from a prior visit and I wanted to see what he was talking about	1
Have studied about the Pueblo People	1
Junior Ranger program	1
Just to look	1
Long House tour	1
Mug House tour	1
My daughter and granddaughter had never been there	1
Spruce Tree House	1
To view and photograph American history	1
Vacation	1
View Native American crafts for sale	1
Visiting	1
Visiting park in general	1
Visitor center	1
White Palace	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 future visits

Question 6b

If you were to visit Mesa Verde NP in the future, in which activities would your personal group prefer to participate?

Results

- As shown in Figure 52, the most common activities in which visitor groups would prefer to participate on future visits were:

71% Taking a self-guided cliff dwelling tour
67% Walking/hiking
57% Visiting mesa top archeological sites

- “Other” activities (4%) were:

Cliff dwelling tour
Bus tour
Night tour
Other specialty tours
Ranger-led cliff dwelling tour
Stay in park lodging
Trail running
Visiting what we did not get to see this time

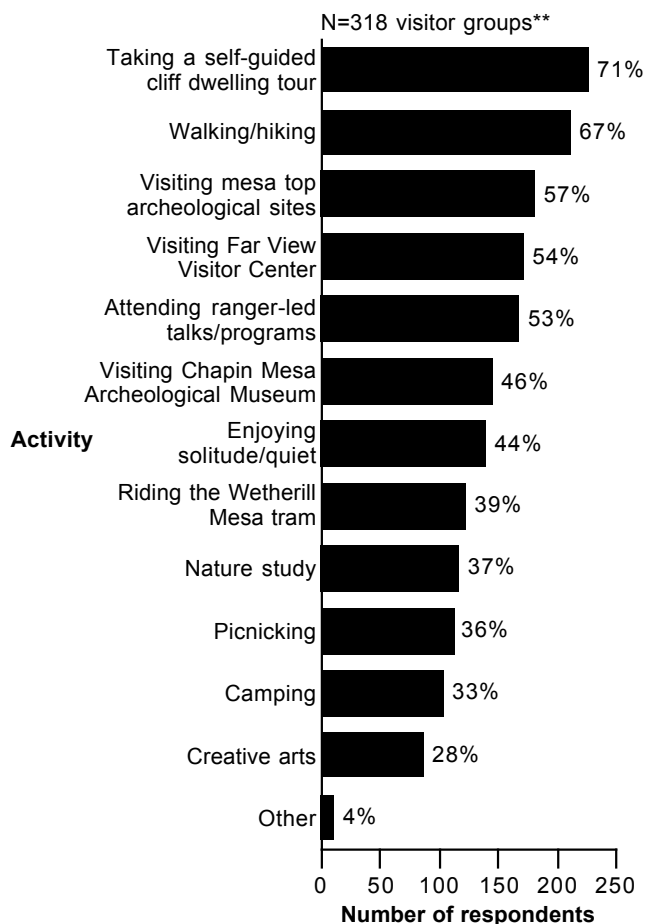


Figure 52. Activities on future visits

Ranger-led programs/talks

Question 7a

On this visit, did any member of your personal group take a ranger-guided tour of a cliff dwelling(s)?

Results

- 58% of visitor groups took a ranger-guided tour of a cliff dwelling(s) (see Figure 53).

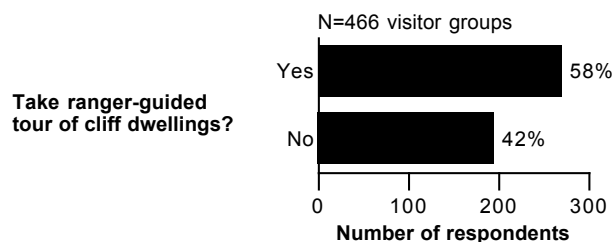


Figure 53. Visitor groups that took a ranger-guided tour of a cliff dwelling(s)

*total percentages do not equal 100 due to rounding

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

Question 7b

If NO, what prevented you from participating in a ranger-guided tour of a cliff dwelling?

Results

- 177 visitor groups listed reasons that prevented them from participating in a ranger-guided tour of a cliff dwelling (see Table 24).

Table 24. Reasons for not attending a ranger-guided tour of a cliff dwelling (N=209 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Not enough time	101
Physically unable	23
Cost	11
Tickets unavailable	11
Children	8
Age	5
Heat	5
Wait time	4
Weather	4
Language	3
Long line	3
Not interested	3
Did not know tickets were required	2
Fear of climbing ladders	2
Felt unsafe doing tour with children	2
Too crowded	2
Climbing	1
Did not go there for group activities	1
Ease of access	1
Fear of heights	1
Group size on tour	1
Late in the day	1
Missed the guide time	1
No reason	1
Not handicapped accessible	1
Not pet friendly	1
Pace of tour	1
Ticket allocation too restrictive	1
Time-table	1
Took ranger guided tour on previous visit	1
Tour director on coach gave tour	1
Unaware of tours	1
Wanted to do on our own this time	1
We came specifically to hike Prater Ridge	1
We had friends showing us the park	1
Wife	1

*total percentages do not equal 100 due to rounding

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

Topics learned on this visit

Question 8a

Please indicate all of the topics that your personal group learned about on this visit to Mesa Verde NP after viewing exhibits, movies, talking to rangers, etc.

Results

- 93% of visitor groups learned about selected park topics on this visit (see Figure 54).

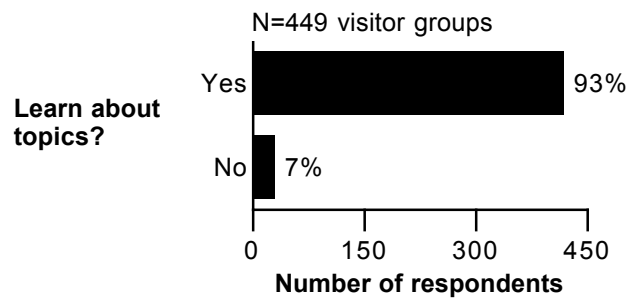


Figure 54. Visitor groups that learned about selected park topics on this visit

*total percentages do not equal 100 due to rounding

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

Question 8b

Please indicate how much your level of understanding of each topic improved during your visit.

Question 8c

Please indicate the topics your personal group would be interested in learning (or learning more) about on a future visit.

Culture of the Ancestral Pueblo people

Learned about topic

- 98% of visitor groups learned about the culture of the Ancestral Pueblo people on this visit (see Figure 55).

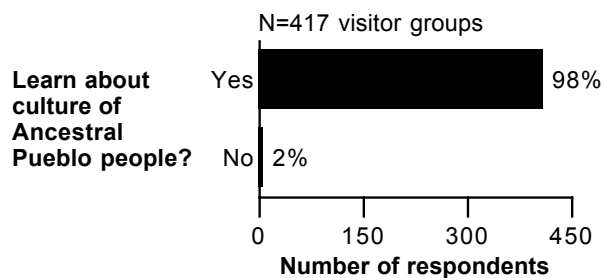


Figure 55. Visitor groups that learned about the culture of the Ancestral Pueblo people on this visit

Level of understanding improved

- 59% of visitor groups felt their level of understanding about the culture of the Ancestral Pueblo people improved "a lot" during their visit (see Figure 56).

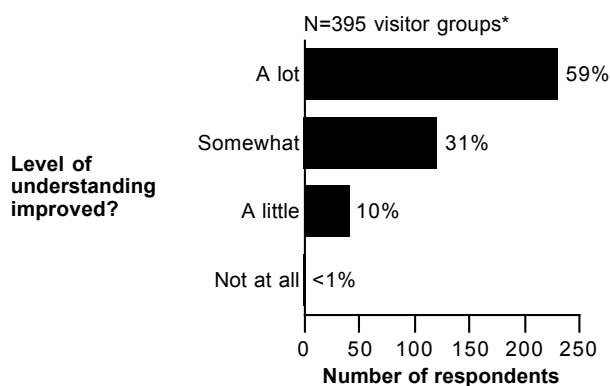


Figure 56. Level of understanding improved

Interested on future visit

- 89% of visitor groups were interested in learning (or learning more) about the culture of the Ancestral Pueblo people on a future visit (see Figure 57).

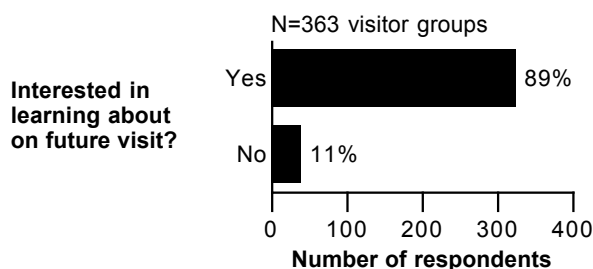


Figure 57. Interest in learning (or learning more) about the culture of the Ancestral Pueblo people on a future visit

*total percentages do not equal 100 due to rounding

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

Contemporary American Indian connections to Mesa Verde

Learned about topic

- 75% of visitor groups learned about contemporary American Indian connections to Mesa Verde on this visit (see Figure 58).

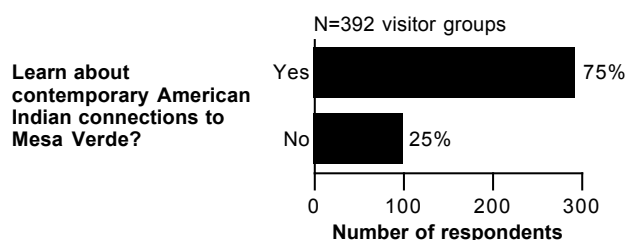


Figure 58. Visitor groups that learned about contemporary American Indian connections to Mesa Verde on this visit

Level of understanding improved

- 32% of visitor groups felt their level of understanding about contemporary American Indian connections to Mesa Verde improved “a lot” during their visit (see Figure 59).

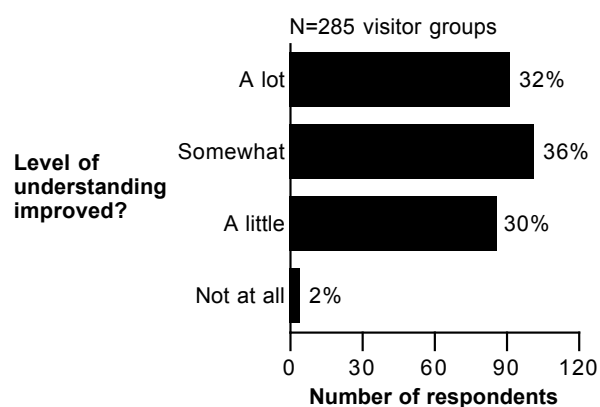


Figure 59. Level of understanding improved

Interested on future visit

- 82% of visitor groups were interested in learning (or learning more) about contemporary American Indian connections to Mesa Verde on a future visit (see Figure 60).

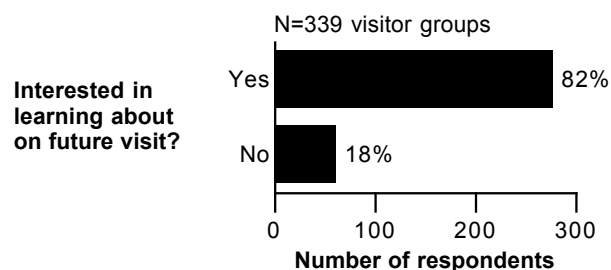


Figure 60. Interest in learning (or learning more) about contemporary American Indian connections to Mesa Verde on a future visit

*total percentages do not equal 100 due to rounding

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

Topics about the environment (plants, animals, etc.)

Learned about topic

- 83% of visitor groups learned about topics about the environment (plants, animals, etc.) on this visit (see Figure 61).

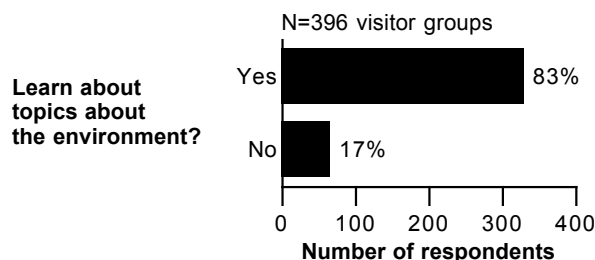


Figure 61. Visitor groups that learned about topics about the environment on this visit

Level of understanding improved

- 29% of visitor groups felt their level of understanding about topics about the environment improved “a lot” during their visit (see Figure 62).

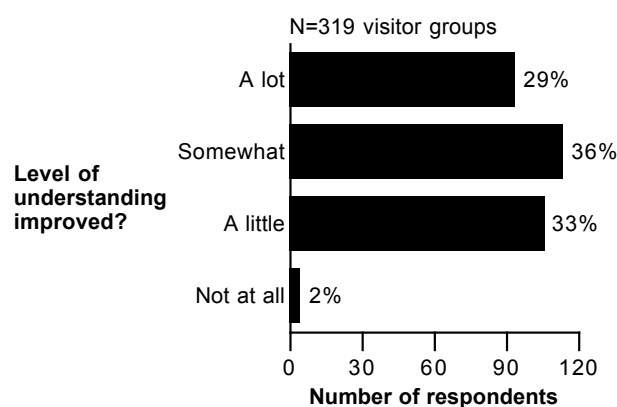


Figure 62. Level of understanding improved

Interested on future visit

- 86% of visitor groups were interested in learning (or learning more) about topics about the environment on a future visit (see Figure 63).

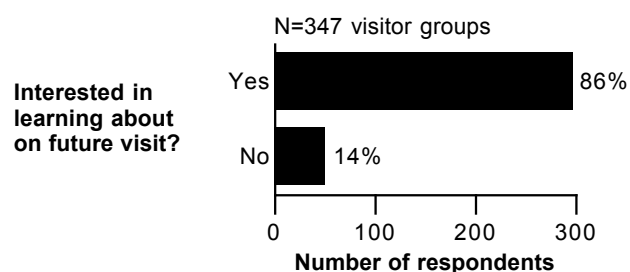


Figure 63. Interest in learning (or learning more) about topics about the environment on a future visit

*total percentages do not equal 100 due to rounding

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

Preservation and study of archeological sites at Mesa Verde

Learned about topic

- 90% of visitor groups learned about preservation and study of archeological sites at Mesa Verde on this visit (see Figure 64).

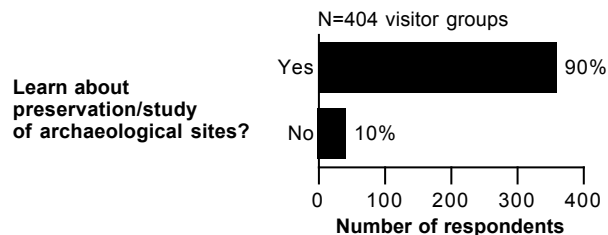


Figure 64. Visitor groups that learned about preservation and study of archeological sites at Mesa Verde on this visit

Level of understanding improved

- 41% of visitor groups felt their level of understanding about preservation and study of archeological sites at Mesa Verde improved “a lot” during their visit (see Figure 65).

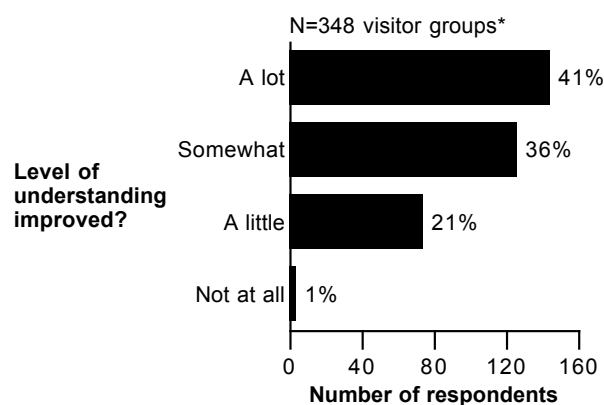


Figure 65. Level of understanding improved

Interested on future visit

- 88% of visitor groups were interested in learning (or learning more) about preservation and study of archeological sites at Mesa Verde on a future visit (see Figure 66).

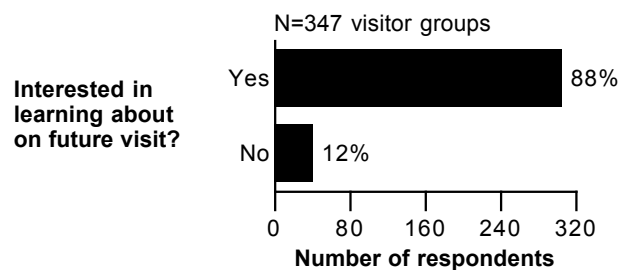


Figure 66. Interest in learning (or learning more) about preservation and study of archeological sites at Mesa Verde on a future visit

*total percentages do not equal 100 due to rounding

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

Items available for purchase in park stores

Question 18a

Would your personal group like to have additional items available for purchase in park stores?

Results

- 14% of visitor groups would like to have additional items available for purchase in park stores (see Figure 67).

Want additional items available for purchase?

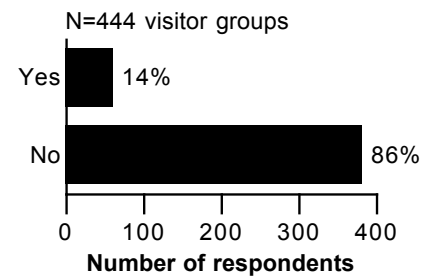


Figure 67. Visitor groups that would like additional items available for purchase in park stores

Question 18b

If YES, please list the items that you would like to have available for purchase. (Open-ended)

Results

- 59 visitor groups listed items that they would like available for purchase in park stores (see Table 25).

Table 25. Items that visitor groups would like available for purchase in park stores (N=84 comments; some visitor groups made more than one comment)

Item	Number of times mentioned
Wider selection of food and drink	12
Better selection of clothing items	10
Native American items	5
Locally/American made items	4
More books	3
Pottery	3
Water	3
Bumper stickers	2
Pictures	2
Pins	2
Sunscreen	2
Ticket sales	2
T-shirts for girls	2
Other	32

*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 Services, Facilities, Attributes, Resources, and Elements

Information services and facilities used

Question 17a

Please indicate all the information services and facilities that your personal group used at Mesa Verde NP during this visit.

Results

- As shown in Figure 68, the most common information services and facilities used by visitor groups were:

76% Park brochure/map or newspaper

58% Ranger-guided cliff dwelling tours

58% Assistance from park staff in purchasing tour tickets

53% Assistance from park staff

- The least used service/facility was:

4% Other ranger-guided programs

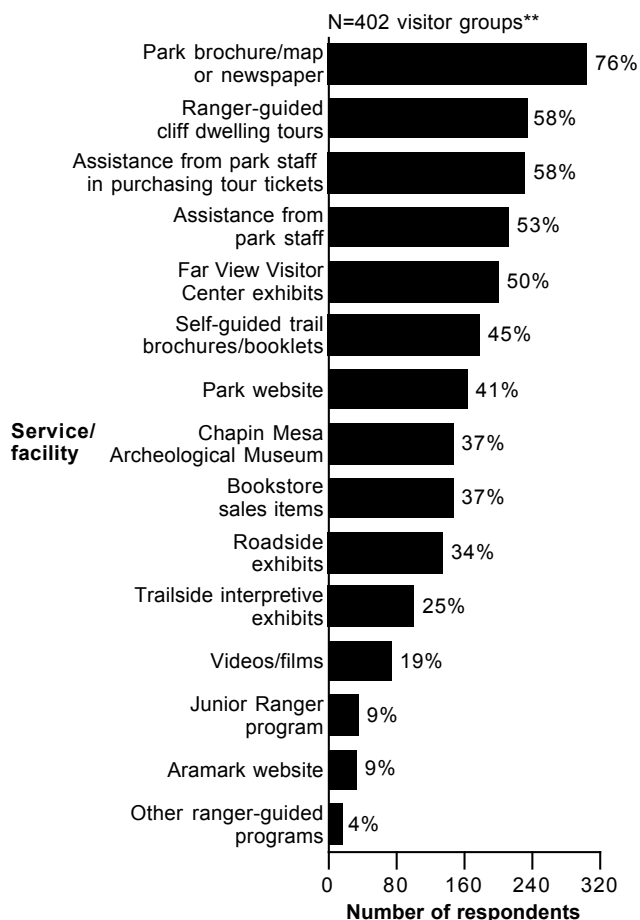


Figure 68. Information services and facilities used

*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

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

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 69 shows the combined proportions of “extremely important” and “very important” ratings of information services and facilities that were rated by 30 or more visitor groups.
- Table 26 shows the importance ratings of each service and facility.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 94% Ranger-guided cliff dwelling tours
- 91% Park website
- 91% Park brochure/map or newspaper
- 86% Self-guided trail brochures/booklets

- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:

- 2% Bookstore sales items

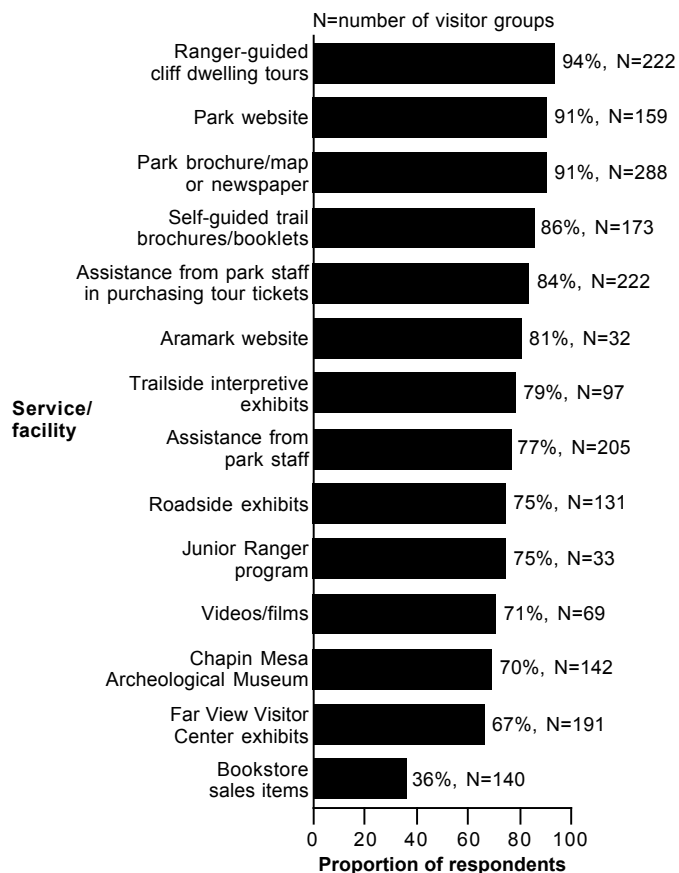


Figure 69. Combined proportions of “extremely important” and “very important” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

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

Table 26. Importance ratings of information services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Assistance from park staff	205	1	5	17	37	40
Assistance from park staff in purchasing tickets	222	1	4	10	32	52
Bookstore sales items	140	2	11	50	22	14
Chapin Mesa Archeological Museum	142	1	1	29	37	33
Junior Ranger program	33	0	6	18	36	39
Roadside exhibits	131	1	2	23	41	34
Trailside interpretive exhibits	97	1	1	19	43	36
Park brochure/map or newspaper	288	1	1	8	31	60
Park website	159	0	0	9	28	63
Aramark website	32	0	3	16	25	56
Ranger-guided cliff dwelling tours	222	0	1	5	15	79
Other ranger-guided programs – CAUTION!	16	0	13	19	13	56
Self-guided trail brochures/booklets	173	1	2	12	39	47
Videos/films	69	0	4	25	42	29
Far View Visitor Center exhibits	191	0	8	25	36	31

*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

For only those services and facilities that 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 70 shows the combined proportions of “very good” and “good” ratings of information services and facilities that were rated by 30 or more visitor groups.

- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:

94% Assistance from park staff
 93% Assistance from park staff in purchasing tour tickets
 92% Park brochure/map or newspaper

- Table 27 shows the quality ratings of each service and facility.

- The services/facilities receiving the highest “very poor” rating that were rated by 30 or more visitor groups were:

1% Ranger-guided cliff dwelling tours
 1% Roadside exhibits
 1% Trailside interpretive exhibits
 1% Videos/films

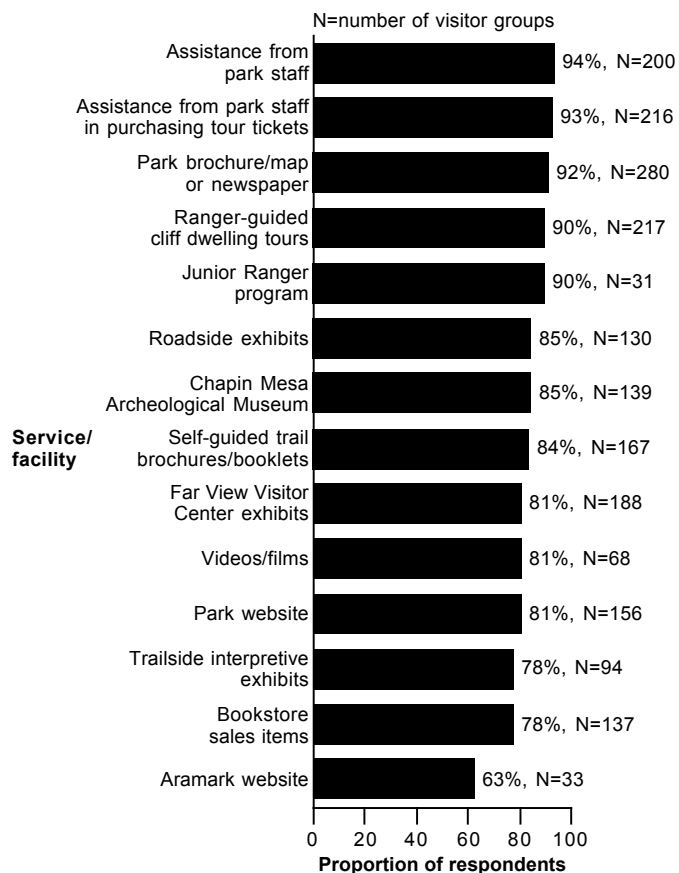


Figure 70. Combined proportions of “very good” and “good” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

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

Table 27. Quality ratings of information services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Assistance from park staff	200	1	1	6	26	68
Assistance from park staff in purchasing tickets	216	1	<1	6	27	66
Bookstore sales items	137	0	4	18	41	37
Chapin Mesa Archeological Museum	139	0	1	13	43	42
Junior Ranger program	31	0	10	0	32	58
Roadside exhibits	130	1	1	13	42	43
Trailside interpretive exhibits	94	1	0	20	40	38
Park brochure/map or newspaper	280	<1	1	7	38	54
Park website	156	0	2	17	35	46
Aramark website	33	0	3	33	33	30
Ranger-guided cliff dwelling tours	217	1	3	6	17	73
Other ranger-guided programs – CAUTION!	14	7	0	0	14	79
Self-guided trail brochures/booklets	167	0	2	14	36	48
Videos/films	68	1	1	16	40	41
Far View Visitor Center exhibits	188	0	1	18	41	40

*total percentages do not equal 100 due to rounding

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

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

- Figure 71 and Figure 72 show the mean scores of importance and quality ratings of information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average in importance and quality.

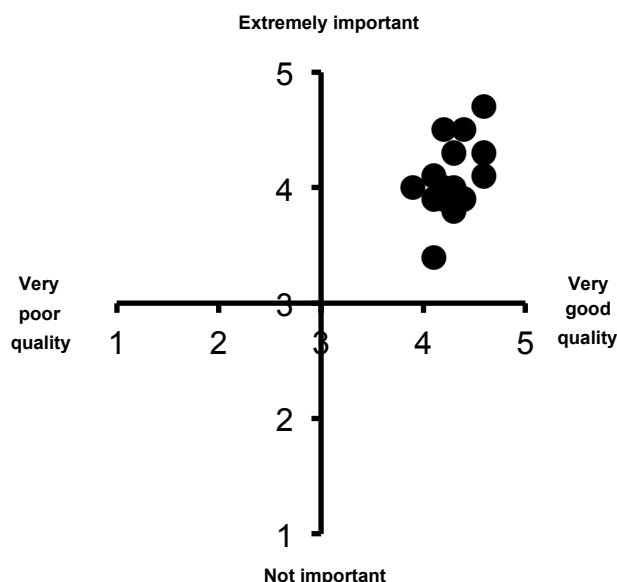


Figure 71. Mean scores of importance and quality ratings of information services and facilities

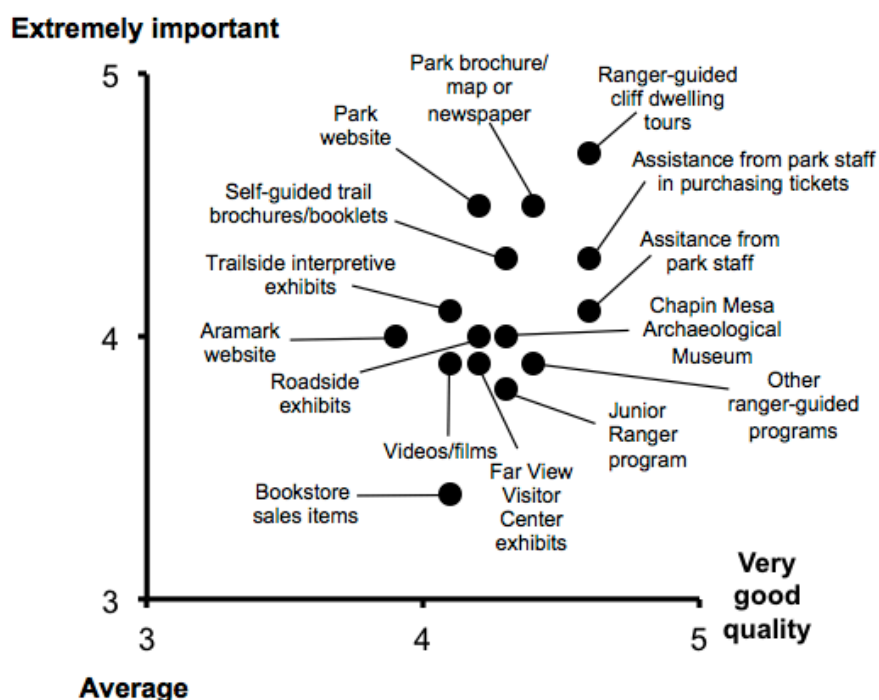


Figure 72. Detail of Figure 71

*total percentages do not equal 100 due to rounding

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

Importance of protecting park attributes, resources, and experiences

Question 13

It is the National Park Service's responsibility to protect Mesa Verde NP's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to your personal group?

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- As shown in Figure 73, the highest combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes included:

98% Preservation of cliff dwellings
 93% Historic sites and buildings
 93% Clean water
 91% Clean air (visibility)

- The resource/attribute receiving the highest "not at all important" rating was:

5% Recreational opportunities

- Table 28 shows the importance ratings of park resources and attributes.

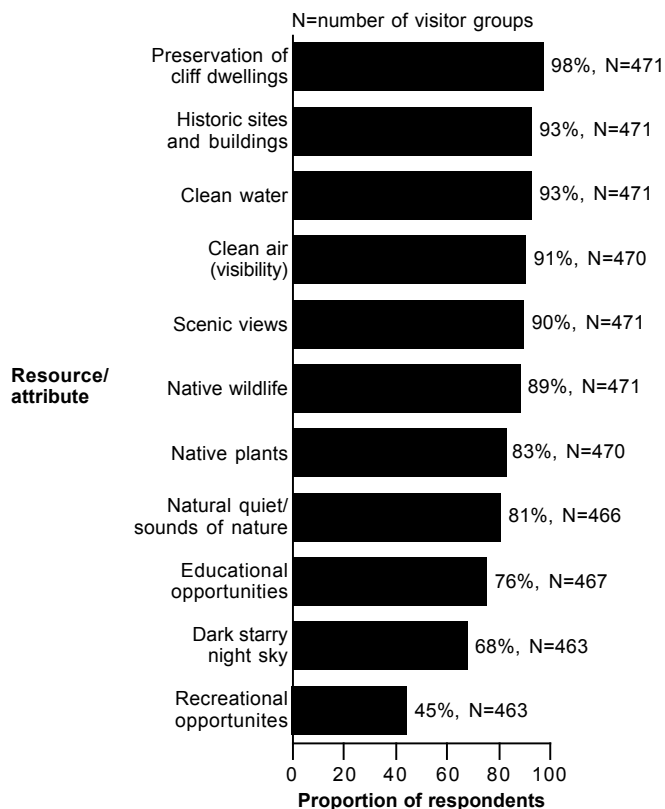


Figure 73. Combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes

*total percentages do not equal 100 due to rounding

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

Table 28. Visitor rating of importance of protecting park resources and attributes
(N=number of visitors groups)

Resource/attribute	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	470	1	1	7	35	56
Clean water	471	<1	1	6	32	61
Dark starry night sky	463	4	7	21	30	38
Educational opportunities	467	1	4	19	40	36
Historic sites and buildings	471	<1	1	5	24	69
Native plants	470	1	3	13	34	49
Native wildlife	471	1	2	9	35	54
Natural quiet/sounds of nature	466	1	2	16	34	47
Preservation of cliff dwellings	471	<1	0	1	13	85
Recreational opportunities	463	5	14	36	29	16
Scenic views	471	<1	1	8	33	57

*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 24

For your personal group, please estimate expenditures for the items listed below for this visit to Mesa Verde NP and the surrounding area (within 50 miles of the park).

Results

- 32% of visitor groups spent \$1-\$200 (see Figure 74).
- 24% spent \$601 or more.
- The average visitor group expenditure was \$484.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$247.
- The average total expenditure per person (per capita) was \$171.
- As shown in Figure 75, the largest proportions of total expenditures inside and outside the park were:

33% Lodge, hotel, motel, cabin, B&B, etc.
17% Restaurants and bars
13% Gas and oil

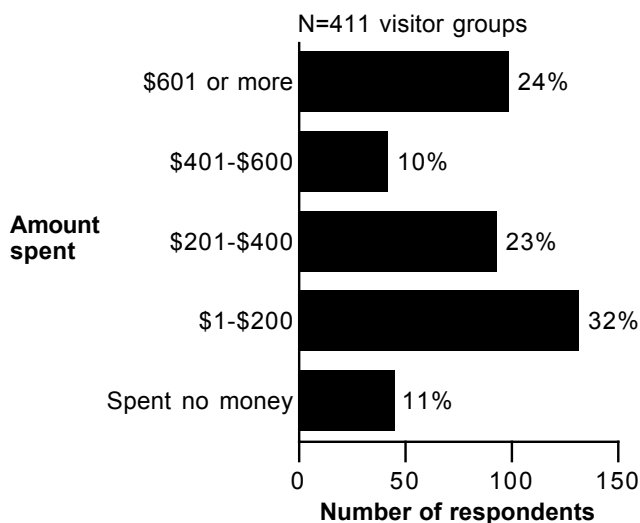


Figure 74. Total expenditures inside and outside the park

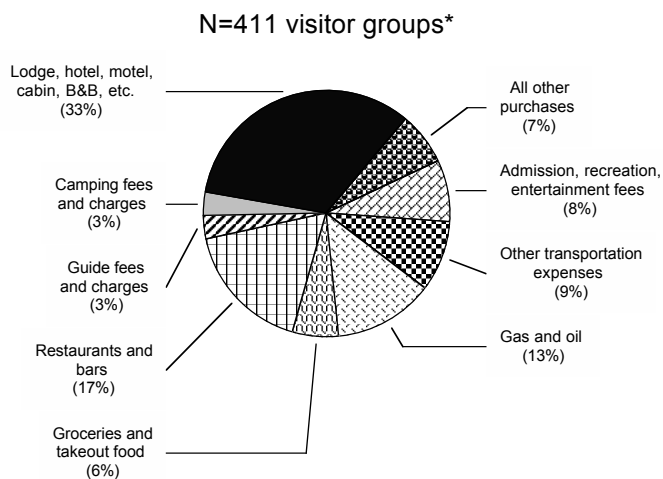


Figure 75. Proportions of total expenditures inside and outside the park

*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 24c

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

Results

- 65% of visitor groups had two adults covered by expenditures (see Figure 76).
- 26% had three or more adults covered by expenditures.

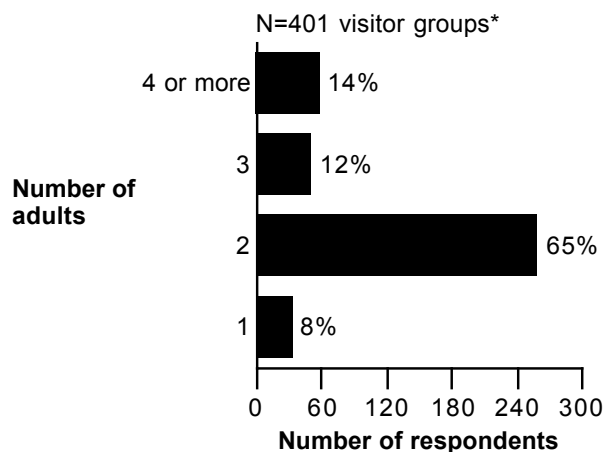


Figure 76. Number of adults covered by expenditures

Number of children covered by expenditures

Question 24c

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

Results

- 56% of visitor groups had no children covered by expenditures (see Figure 77).
- 31% had one or two children covered by expenditures.

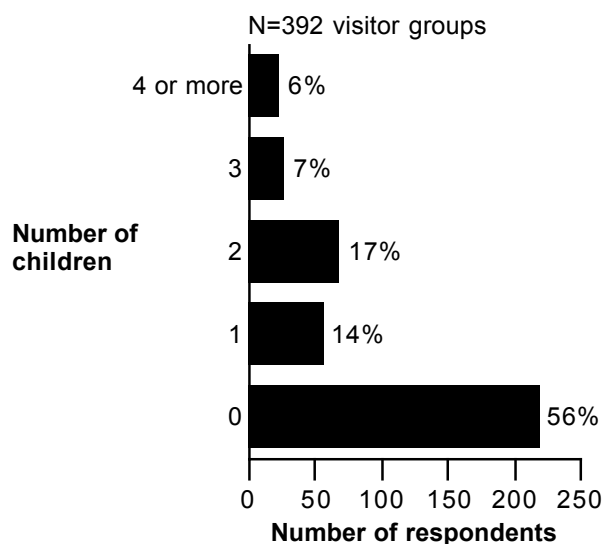


Figure 77. Number of children covered by expenditures

*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 24a

Please list your personal group's total expenditures inside Mesa Verde NP.

Results

- 51% of visitor groups spent \$1-\$100 (see Figure 78).
- 21% spent no money.
- The average visitor group expenditure inside the park was \$118.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$47.
- The average total expenditure per person (per capita) was \$52.
- As shown in Figure 79, the largest proportions of total expenditures inside the park were:

23% Lodge, hotel, motel, cabin, B&B, etc.
21% Restaurants and bars
17% All other purchases

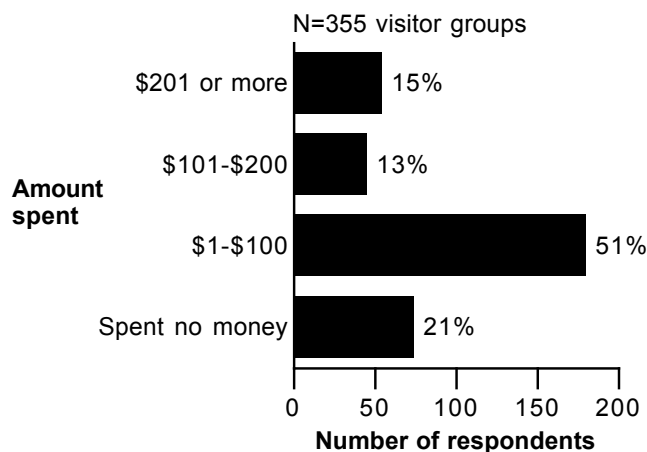


Figure 78. Total expenditures inside the park

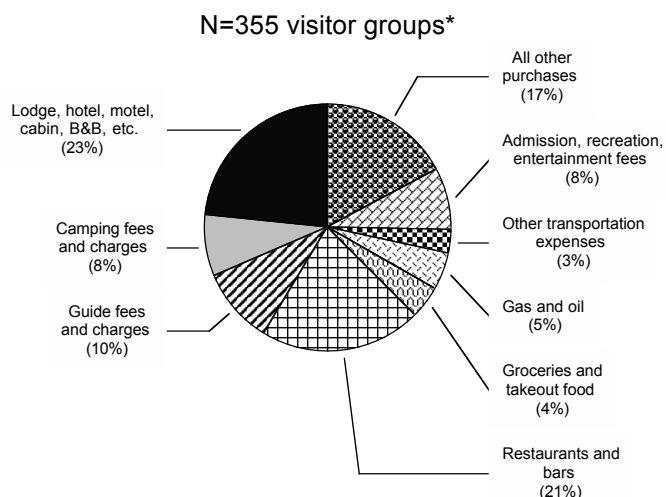


Figure 79. Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Lodge, hotel, motel, cabin, B&B, etc.

- 81% of visitor groups spent no money on lodging inside the park (see Figure 80).
- 18% spent \$101 or more.

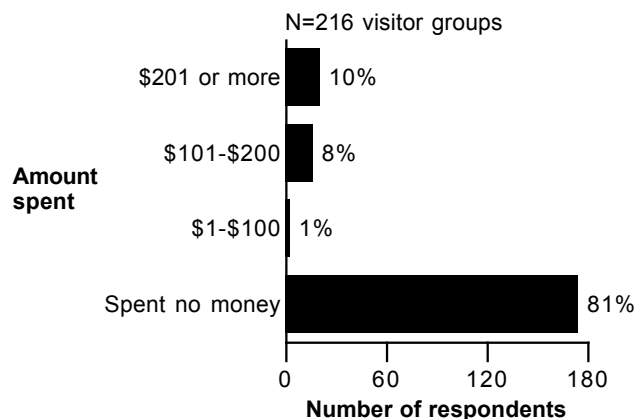


Figure 80. Expenditures for lodging inside the park

Camping fees and charges

- 74% of visitor groups spent no money on camping fees and charges inside the park (see Figure 81).
- 21% spent \$21 or more.

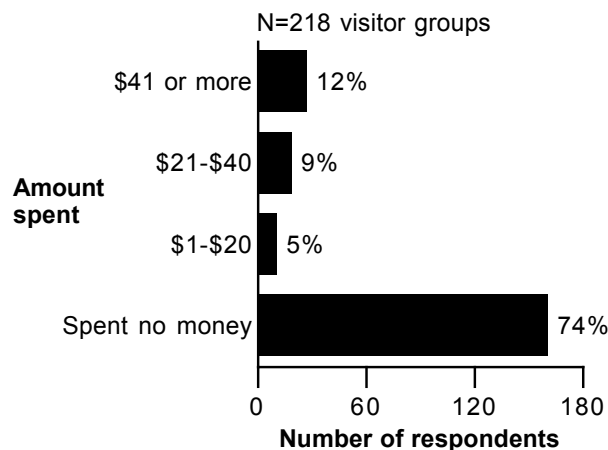


Figure 81. Expenditures for camping fees and charges inside the park

Guide fees and charges

- 49% of visitor groups spent \$1-\$40 on guide fees and charges inside the park (see Figure 82).
- 44% spent no money.

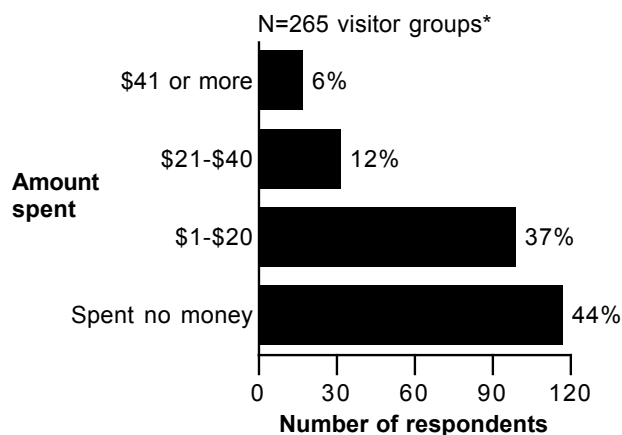


Figure 82. Expenditures for guide fees and charges inside the park

*total percentages do not equal 100 due to rounding

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

Restaurants and bars

- 54% of visitor groups spent no money on restaurants and bars inside the park (see Figure 83).
- 36% spent \$21 or more.

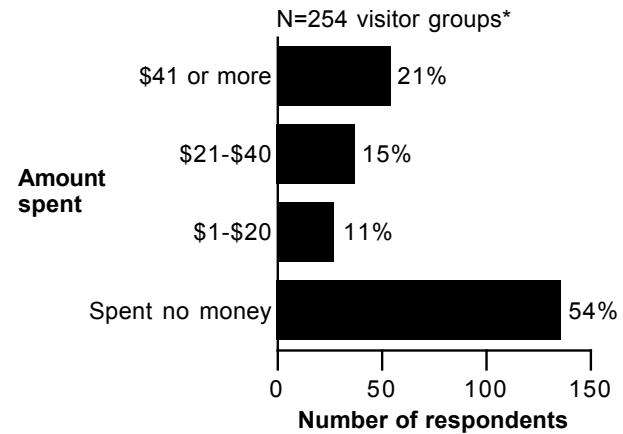


Figure 83. Expenditures for restaurants and bars inside the park

Groceries and takeout food

- 76% of visitor groups spent no money on groceries and takeout food inside the park (see Figure 84).
- 12% spent \$21 or more.

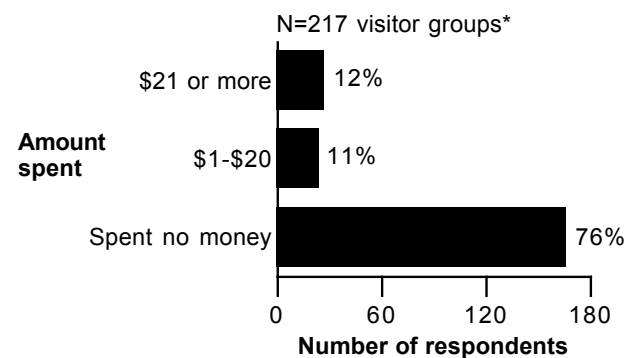


Figure 84. Expenditures for groceries and takeout food inside the park

*total percentages do not equal 100 due to rounding

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

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

- 82% of visitor groups spent no money on gas and oil inside the park (see Figure 85).
- 13% spent \$21 or more.

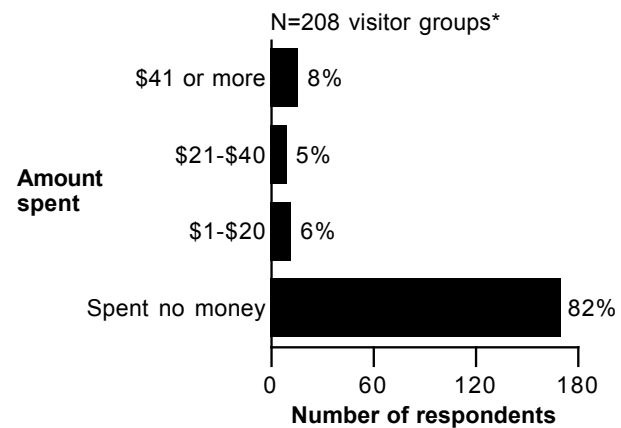


Figure 85. Expenditures for gas and oil inside the park

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

- 96% of visitor groups spent no money on other transportation expenses inside the park (see Figure 86).

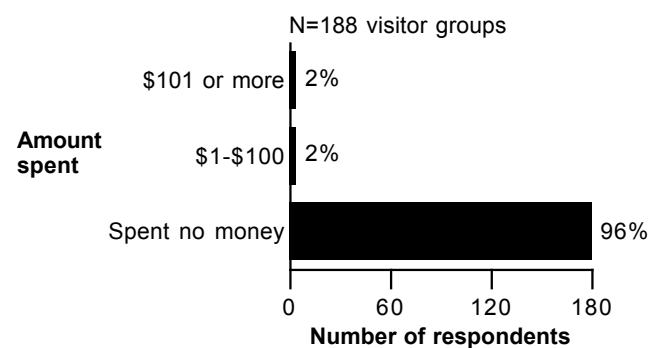


Figure 86. Expenditures for other transportation expenses inside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, and entertainment fees

- 52% of visitor groups spent no money on admission, recreation, and entertainment fees inside the park (see Figure 87).
- 32% spent \$1-\$20.

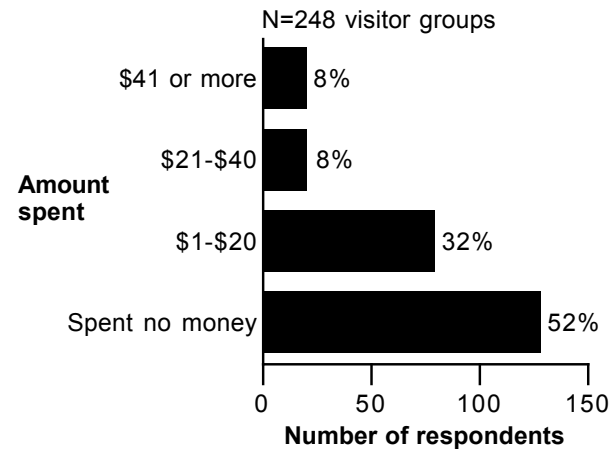


Figure 87. Expenditures for admission, recreation, and entertainment fees inside the park

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

- 39% of visitor groups spent no money on all other purchases inside the park (see Figure 88).
- 39% spent \$1-\$40.

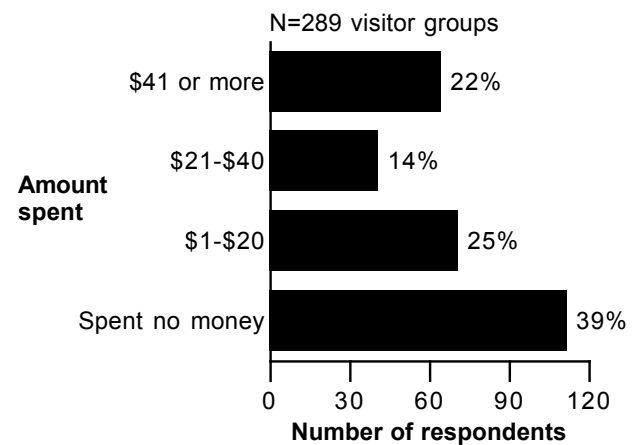


Figure 88. Expenditures for all other purchases inside the park

*total percentages do not equal 100 due to rounding

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

Expenditures outside the park

Question 24b

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

Results

- 40% of visitor groups spent \$301 or more (see Figure 89).
- 33% spent \$1-\$200.
- The average visitor group expenditure outside the park was \$459.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$208.
- The average total expenditure per person (per capita) was \$184.
- As shown in Figure 90, the largest proportions of total expenditures outside the park were:

35% Lodge, hotel, motel, cabin, B&B, etc.
16% Restaurants and bars
15% Gas and oil

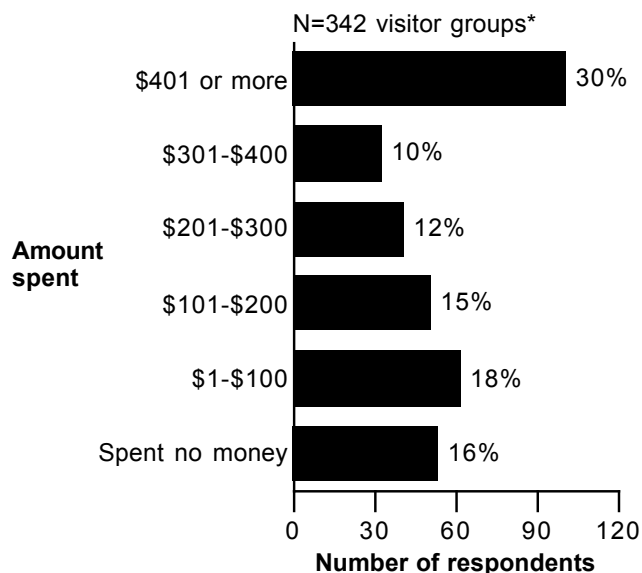


Figure 89. Total expenditures outside the park

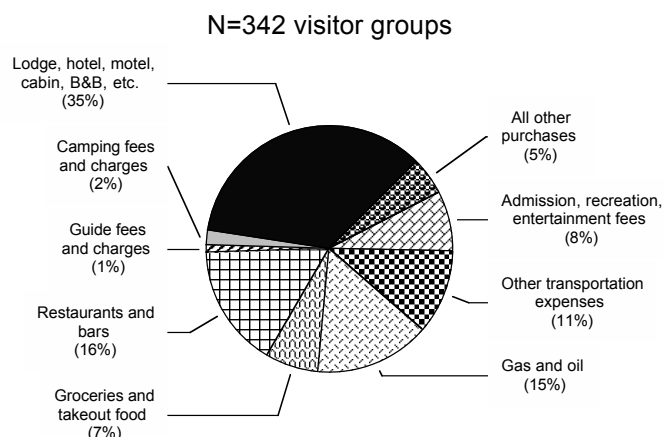


Figure 90. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

Lodge, hotel, motel, cabin, B&B, etc.

- 38% of visitor groups spent no money on lodging outside the park (see Figure 91).
- 36% spent \$1-\$200.

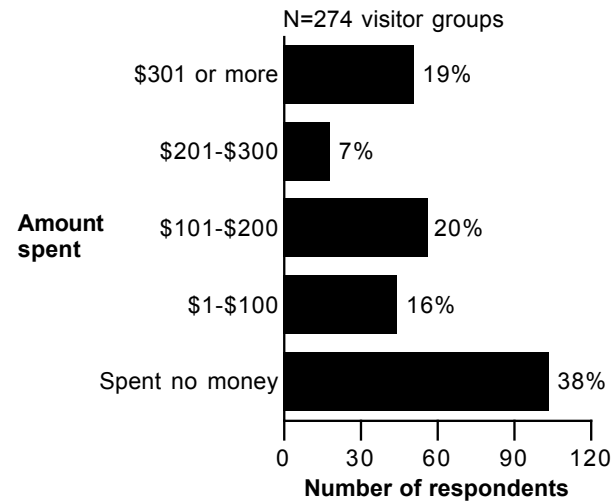


Figure 91. Expenditures for lodging outside the park

Camping fees and charges

- 81% of visitor groups spent no money on camping fees and charges outside the park (see Figure 92).
- 14% spent \$41 or more.

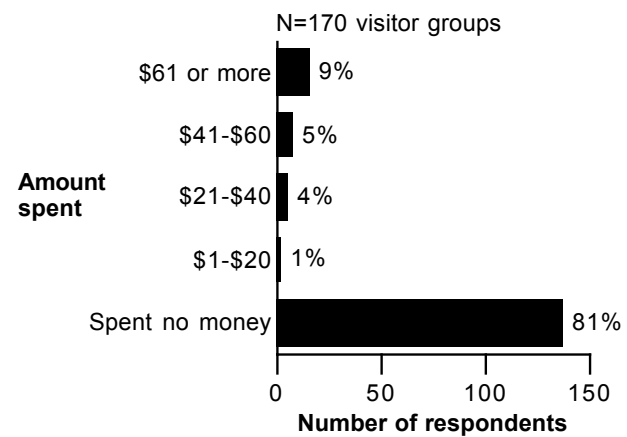


Figure 92. Expenditures for camping fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

Guide fees and charges

- 90% of visitor groups spent no money on guide fees and charges outside the park (see Figure 93).
- 7% spent \$21 or more.

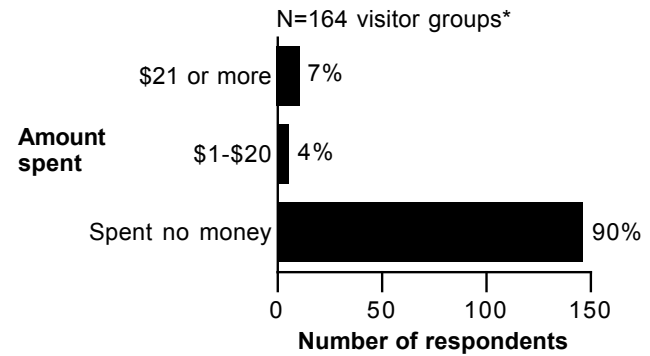


Figure 93. Expenditures for guide fees and charges outside the park

Restaurants and bars

- 50% of visitor groups spent \$1-\$100 on restaurants and bars outside the park (see Figure 94).
- 28% spent no money.

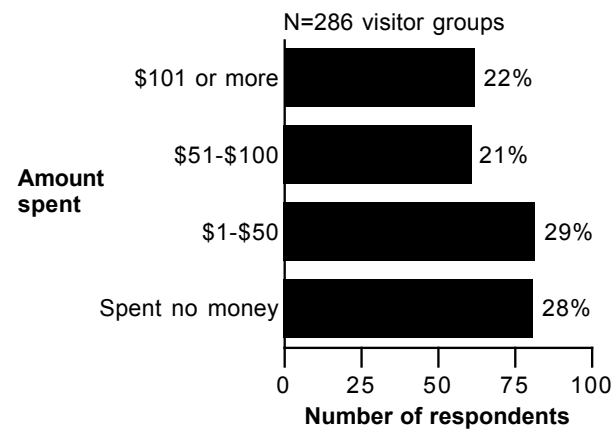


Figure 94. Expenditures for restaurants and bars outside the park

*total percentages do not equal 100 due to rounding

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

Groceries and takeout food

- 40% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 95).
- 45% spent \$21 or more.

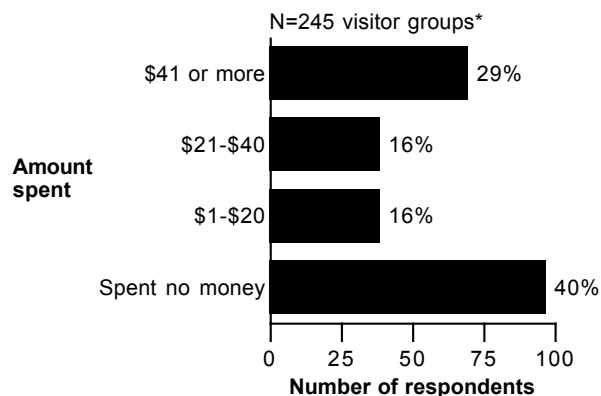


Figure 95. Expenditures for groceries and takeout food outside the park

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

- 60% of visitor groups spent \$1-\$100 on gas and oil outside the park (see Figure 96).
- 23% spent no money.

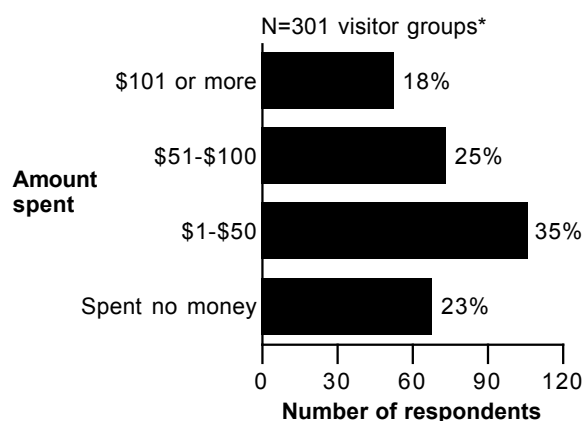


Figure 96. Expenditures for gas and oil outside the park

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

- 74% of visitor groups spent no money on other transportation outside the park (see Figure 97).
- 20% spent \$51 or more.

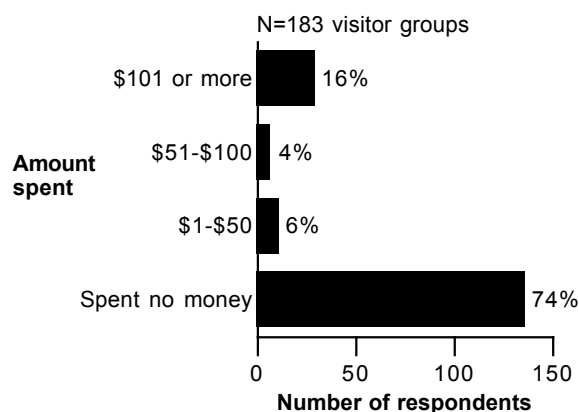


Figure 97. Expenditures for other transportation outside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, and entertainment fees

- 65% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 98).
- 22% spent \$1-\$100.

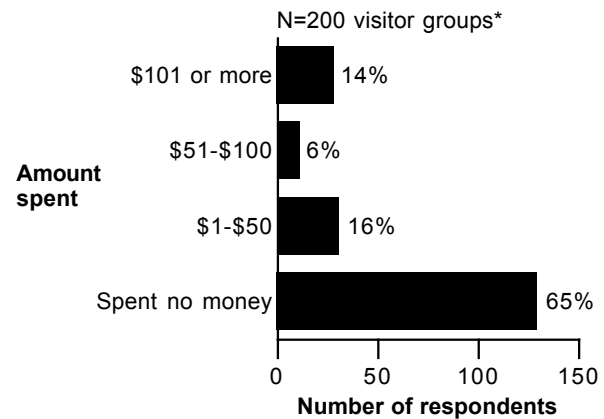


Figure 98. Expenditures for admission, recreation, and entertainment fees outside the park

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

- 58% of visitor groups spent no money on all other purchases outside the park (see Figure 99).
- 33% spent \$21 or more.

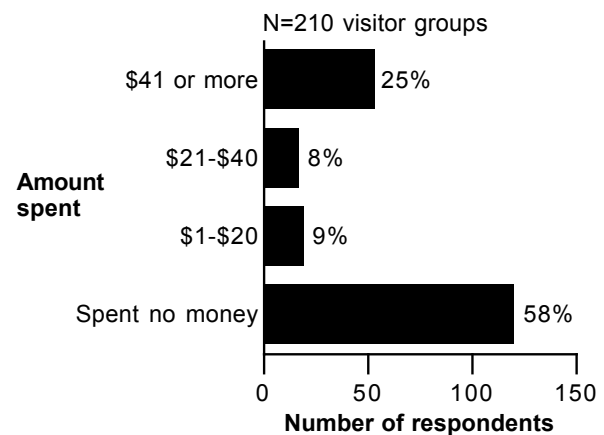


Figure 99. Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

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

Income forgone to make this trip

Question 23c

How much income did your household forego to make this trip (due to taking unpaid time off from work)?

Results

- 17% of respondents had forgone income to make this trip (see Figure 100).
- Of the respondents who had forgone income, 53% had forgone \$1001 or more (see Figure 101).
- 26% had forgone \$501-\$1000.

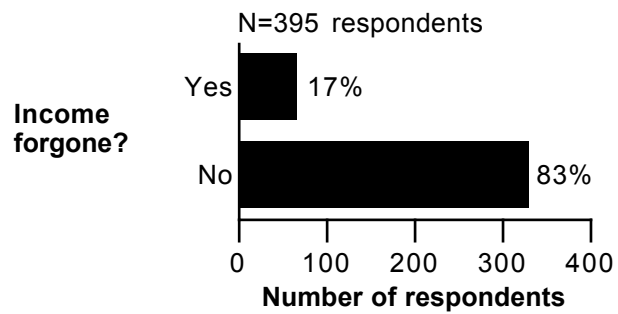


Figure 100. Respondents that had forgone income to make this trip

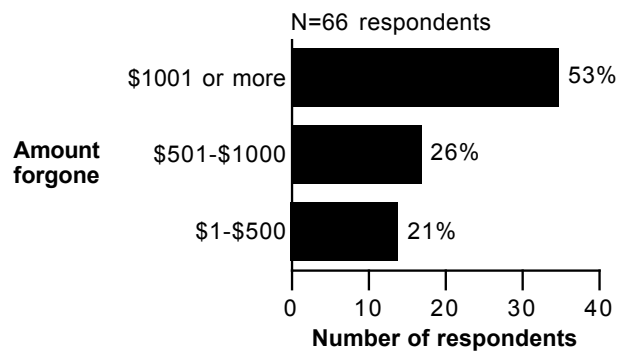


Figure 101. Income forgone to make this trip

*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 28

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your group at Mesa Verde NP during this visit?

Results

- 94% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 102).
- No visitor groups rated the quality as “very poor” or “poor.”

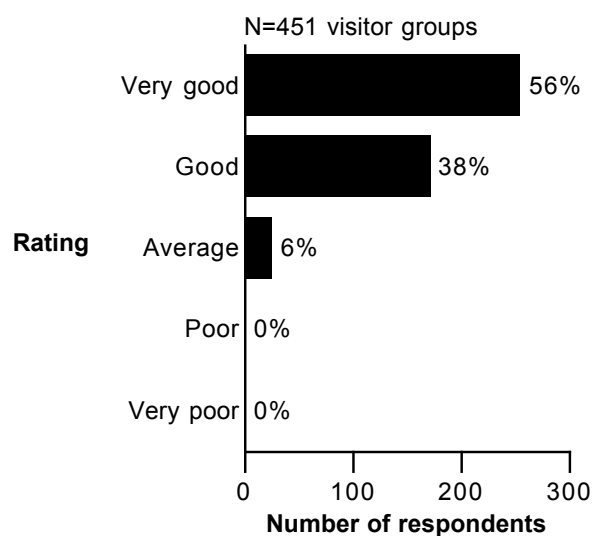


Figure 102. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comment Summaries

What visitors liked most

Question 26a

What did your personal group like most about your visit to Mesa Verde NP?
(Open-ended)

Results

- 91% of visitor groups (N=433) responded to this question.
- Table 29 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 29. What visitors liked most
(N=567 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (4%)	
Tour guide	12
Rangers	4
Other comments	4
INTERPRETIVE SERVICES (19%)	
Cliff dwelling tour	56
Balcony House tour	14
Cliff Palace tour	13
Self-guided tour	10
Long House tour	3
Other comments	10
FACILITIES/MAINTENANCE (5%)	
Museum	7
Campground	4
Trails	4
Park well-organized	3
Historic sites	2
Petroglyph Point Trail	2
Showers	2
Other comments	5
POLICY/MANAGEMENT (<1%)	
Comment	1

Table 29. What visitors liked most (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT (1%)	
Preservation	5
Lack of development	2
CONCESSION SERVICES (1%)	
Food	2
Lodging	2
Other comment	1
GENERAL (70%)	
Cliff dwellings	131
Views	40
History	23
Cliff Palace	19
Scenery	19
Spruce Tree House	16
Everything	15
Archeological sites	14
Beauty	14
Balcony House	10
Learning	8
Quiet	6
Ruins	6
Solitude	6
Sites	5
Ease of access	4
Exploring	4
Hiking	4
Landscape	4
Camping	3
Peace	3
Wildlife	3
Archaeology	2
Clean air	2
Culture	2
Indian ruins	2
Other comments	34

What visitors liked least

Question 26b

What did your personal group like least about your visit to Mesa Verde NP?
(Open-ended)

Results

- 67% of visitor groups (N=320) responded to this question.
- Table 30 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 30. What visitors liked least
(N=346 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
INTERPRETIVE SERVICES (10%)	
Tours full	6
Guided tour	3
Mandatory ranger guides	3
Ranger-guided tour	3
Too much talking/detail in tour	3
Tickets unavailable	2
Waiting for tour	2
Other comments	14
FACILITIES/MAINTENANCE (22%)	
Road construction	29
Restrooms	6
Dirty restrooms	3
Road conditions	3
Road signage	3
Slick tar	3
Campground	2
Campground was not level	2
Lack of restrooms	2
Lack of wheelchair access	2
Showers	2
Signage	2
Other comments	16
POLICY/MANAGEMENT (6%)	
Camping fee	3
Closed too early	2
Not pet friendly	2
Other comments	15
CONCESSIONS (6%)	
Hotel room	5
Food	4
Expensive lodging	2
Far View Terrace restaurant	2
Lodging	2
Other comments	5

Table 30. What visitors liked least (continued)

Comment	Number of times mentioned
GENERAL (56%)	
Nothing	41
Heat	18
Drive from park entrance	17
Driving distance	13
Not enough time	10
Crowded	9
Burned areas	7
Lack of available water	5
Walking	5
Noisy people	3
Climbing	2
Crowded tour	2
Getting pulled over	2
Other motorists	2
Rain	2
Rushed	2
Sites far away within park	2
Waiting in line for tickets	2
Weather	2
Wetherill Mesa closing early	2
Windy roads	2
Other comments	43

Additional comments

Question 27

Is there anything else your personal group would like to tell us about your visit to Mesa Verde NP? (Open-ended)

Results

- 44% of visitor groups (N=210) responded to this question.
- Table 31 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 31. Additional comments
(N=309 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (16%)	
Park staff was friendly	8
Park staff was knowledgeable	8
Tour guide was great	7
Park staff was great	6
Park staff was helpful	6
Tour guide was knowledgeable	3
Other comments	10
INTERPRETIVE SERVICES (14%)	
Did not like ranger-guided cliff dwelling tour	3
Enjoyed tour	3
Presentation skills of ranger were not good	3
Would have liked to have more tours available during visit	3
Junior Ranger program was great	2
Tour was not good for foreign language speakers	2
Update museum	2
Other comments	25
FACILITIES/MAINTENANCE (10%)	
Update rooms at lodge	4
Park was clean	4
Campsite was great	2
Improve signage	2
Thank you for improving roads	2
Other comments	19
POLICY/MANAGEMENT (11%)	
Improve process for obtaining tour tickets	4
Advertise more	2
Did not appreciate being stopped for survey	2
Don't do road construction	2
Park should be more pet friendly	2
Other comments	22
RESOURCE MANAGEMENT (1%)	
Park was well preserved	3

Table 31. Additional comments (continued)

Comment	Number of times mentioned
CONCESSIONS (4%)	
Add food service facilities	2
Inadequate/poor food at Far View Terrace	2
Other comments	8
GENERAL (44%)	
Enjoyed visit	46
Educational	7
Great park	7
Will return	5
Keep up the good work	4
Nothing	4
Thank you	4
Great job	3
Interesting	3
Beautiful	2
Enjoyed unplanned stop	2
More than expected	2
Other comments	47

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn 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?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, we used five variables: group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and visitor's place of residence proximity to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor's place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and non-respondent's average age and group size. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

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

1. Respondents from different group types are equally represented.
2. Respondents and non-respondents are not significantly different in terms of proximity of their home to the park.
3. Respondents and non-respondents are not significantly different in terms of reasons for visiting the park.
4. Average age of respondents – average age of non-respondents = 0.
5. Average group size of respondents – average group size of non-respondents = 0.

As shown in Tables 3 through 6, the p-values for respondent/non-respondent comparisons for all variables except for group type are more than 0.05, indicating insignificant differences between respondents and non-respondents. Visitors who traveled alone appear to be less responsive to the survey than visitors who traveled in groups. However, because this is a small proportion of the visitors, the effect of nonresponse bias is minimal.

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