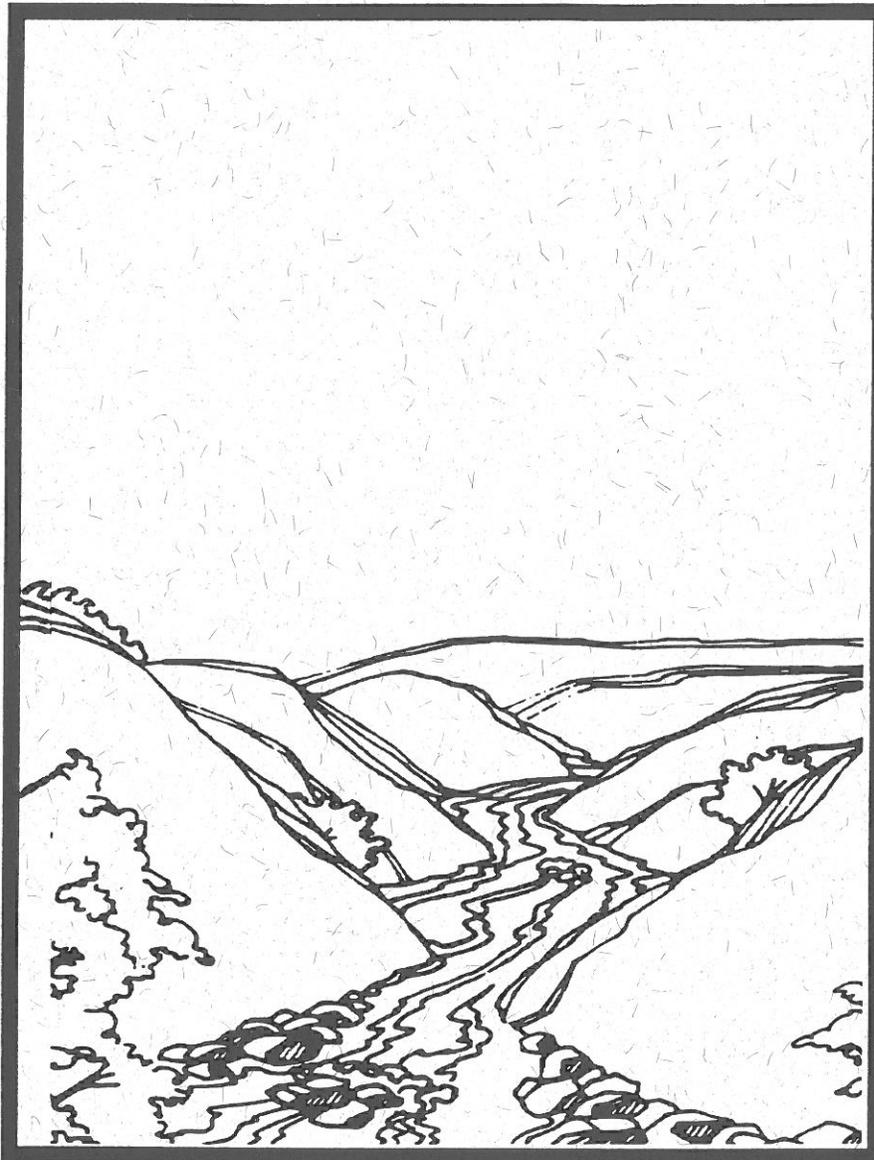

Visitor Services Project New River Gorge National River



Visitor Services Project Report 51
Cooperative Park Studies Unit



Visitor Services Project New River Gorge National River

Dwight L. Madison

Report 51

March 1993

Dwight Madison is VSP Eastern Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at New River Gorge National River for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project New River Gorge National River

Report Summary

- This report describes the results of a visitor study at New River Gorge National River during July 23-29, 1992. A total of 460 questionnaires were distributed and 379 returned, an 82% response rate.
 - This report profiles New River Gorge National River visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
 - Visitors were often in family groups (75%). Forty-four percent of visitors were 36-60 years old; 16% were aged 15 or younger. Most (55%) were first time visitors to New River Gorge National River.
 - Visitors from foreign countries comprised 2% of the visitation and all of them were from Canada. Twenty-eight percent of U.S. citizens came from West Virginia, with smaller proportions from many other states.
 - Fifty-three percent of the visitors spent two hours or less at New River Gorge. Of the visitors who spent more than one day at New River Gorge National River, 84% spent three days or less.
 - Visitors most often used previous visits (43%), advice from friends and relatives (38%) and highway signs (27%) as sources of information about the park. Thirty-nine percent of visitors chose sightseeing and 32% chose seeing the gorge bridge as their primary reason for visiting the park.
 - Sightseeing (91%), hiking (28%) and visiting historic sites (26%) were the most common activities visitors mentioned they participated in at New River Gorge National River.
 - On the day of their visit, visitors started their trips most often from Beckley, Charleston, and Fayetteville, West Virginia. Beckley, Charleston and Princeton West Virginia were the destinations most often mentioned by visitors.
 - Sixty-two percent of visitors did not spend the night in the area during their visit to New River Gorge National River. Sixty percent of the visitors who did spend the night in the area stayed in a motel/hotel.
 - The most used visitor services were the visitor center exhibits (68%), park folder/map (37%) and bulletin boards (34%). The park newspaper, park/folder map, visitor center exhibits and ranger led walk/talk received the highest quality ratings.
 - White water activities, coal mining and nature study were mentioned by visitors as the brochures they used most. Nature study and coal mining brochures were rated by visitors as the most useful.
 - Visitors made many additional comments.
-

For more information about the Visitor Services Project, please contact
Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park
Studies Unit, College of Forestry, Wildlife and Range Sciences,
Moscow, Idaho 83843 or call (208)885-7129.

TABLE OF CONTENTS

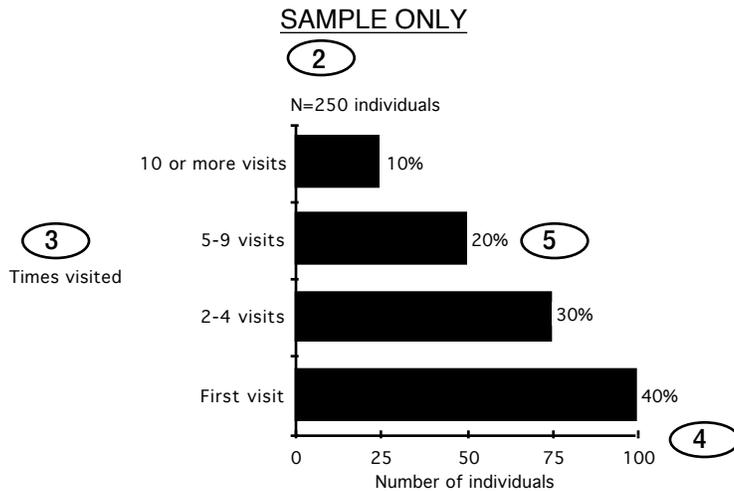
	Page
INTRODUCTION	1
METHODS	2
RESULTS	4
Visitors contacted	4
Demographics	4
Length of stay	9
Activities	10
Sources of park information	11
Primary reason for visiting	12
Arrival day origin	13
Destination on day of visit	14
Overnight accommodations	15
Interpretive services: use and quality	16
Information/interpretive services: use and usefulness	23
Visitors taking boating or rafting trip	28
Comment summary	30
MENU FOR FURTHER ANALYSIS	32
QUESTIONNAIRE	33

INTRODUCTION

This report describes the results of a study of visitors at New River Gorge National River (referred to as "NRG"). This visitor study was conducted July 23-29, 1992 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) Figure 4: Number of visits

- 1: The figure title describes the graph's information.
 - 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
 - 3: Vertical information describes categories.
 - 4: Horizontal information shows the number or proportions in each category.
 - 5: In most graphs, percentages provide additional information.
-

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting New River Gorge National River during July 23-29, 1992. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design and administration

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they entered the park at the entrances to the Canyon Rim visitor center, Grandview overlook area and Sandstone Falls. Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four and six weeks after the survey.

Data analysis

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 359 groups, Figure 3 presents data for 1179 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,
missing data
and reporting
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 379 questionnaires were returned, Figure 1 shows data for only 359 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

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

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 23-29, 1992. The results do not necessarily apply to visitors during other times of the year.

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

RESULTS

Visitors contacted

Four hundred eighty-five visitor groups were contacted; 95% accepted questionnaires. Three hundred seventy-nine visitor groups completed and returned their questionnaires, an 82% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias was insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	460	48.2	369	49.2
Group size	460	4.5	359	4.6

Demographics

Figure 1 shows group sizes, which varied from one person to 75 people. Seventy-five percent of NRG visitors came in groups of two to four people. Seventy-five percent of visitors came in groups identified as family, as shown in Figure 2.

Figure 3 shows varied age groups; the most common were visitors aged 36-60 (44%). Most visitors (55%) were first-time visitors (see Figure 4).

Visitors from foreign countries comprised 2% of all visitation and all of them were from Canada. Map 2 and Table 3 show that many of the U.S. visitors came from West Virginia.

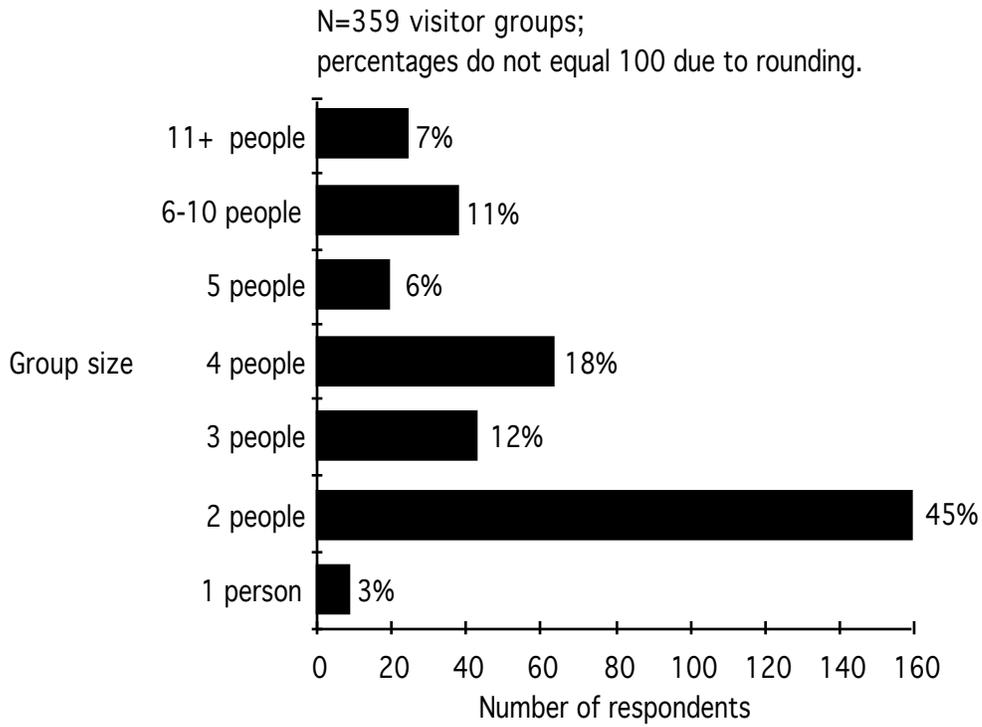


Figure 1: Visitor group sizes

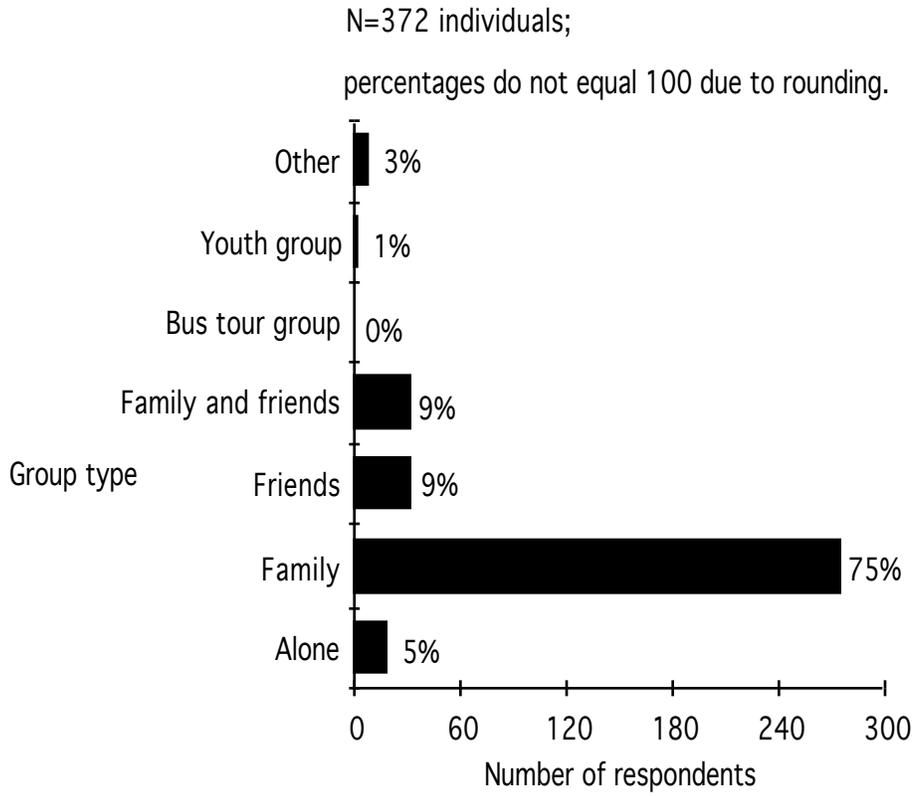


Figure 2: Visitor group types



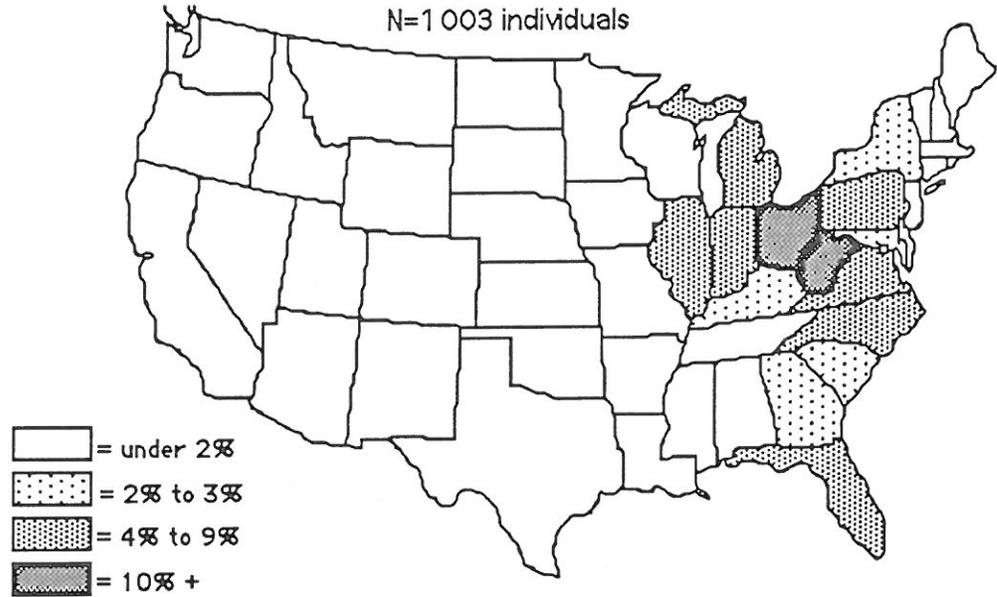
Map 1: Proportion of international visitors by country

Table 2: Foreign visitors by country of residence

N=6 individuals

CAUTION!

Country	Number of individuals	%of international visitors
Canada	6	100



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=1003 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
West Virginia	284	28
Ohio	109	11
Pennsylvania	87	9
Virginia	79	8
Florida	62	6
North Carolina	60	6
Indiana	50	5
Illinois	39	4
Michigan	37	4
Georgia	29	3
South Carolina	25	3
Kentucky	20	2
Maryland	20	2
New York	18	2
Other states (18)	84	8

Figure 5 shows of those visitor groups who spent less than one day 53% spent two hours or less at New River Gorge National River. Of the visitors who spent more than one day, 84% spent three days or less as shown in Figure 6.

Length of stay

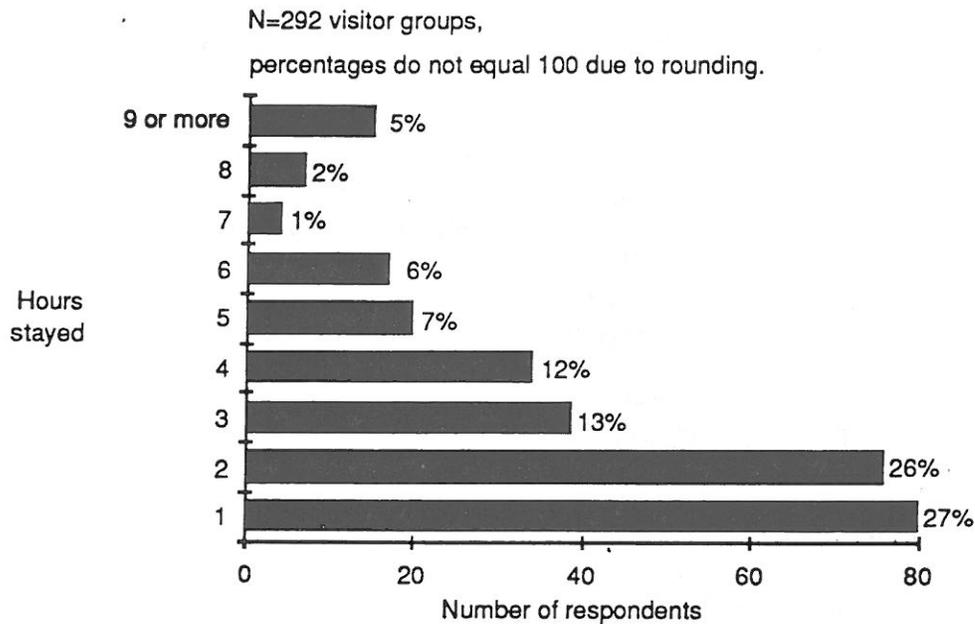


Figure 5: Number of hours spent

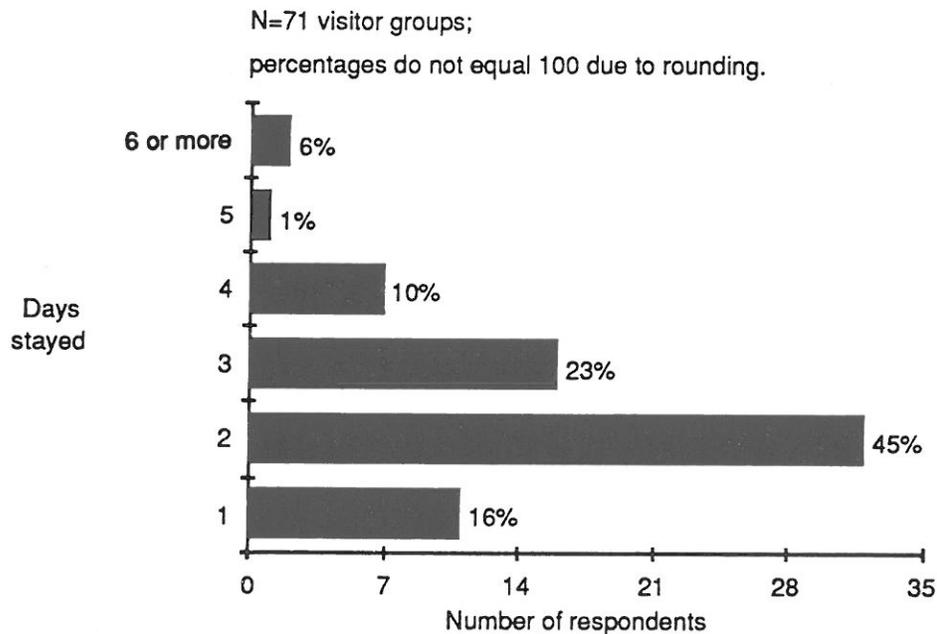


Figure 6: Number of days spent

Activities

Figure 7 shows the proportion of visitor groups who participated in various activities during their visit. Common activities were sightseeing (91%), hiking (28%), and visiting historic sites (26%). Twelve percent of the visitors described "other" activities they pursued as white water rafting, shopping for gifts and watching a commercial being made.

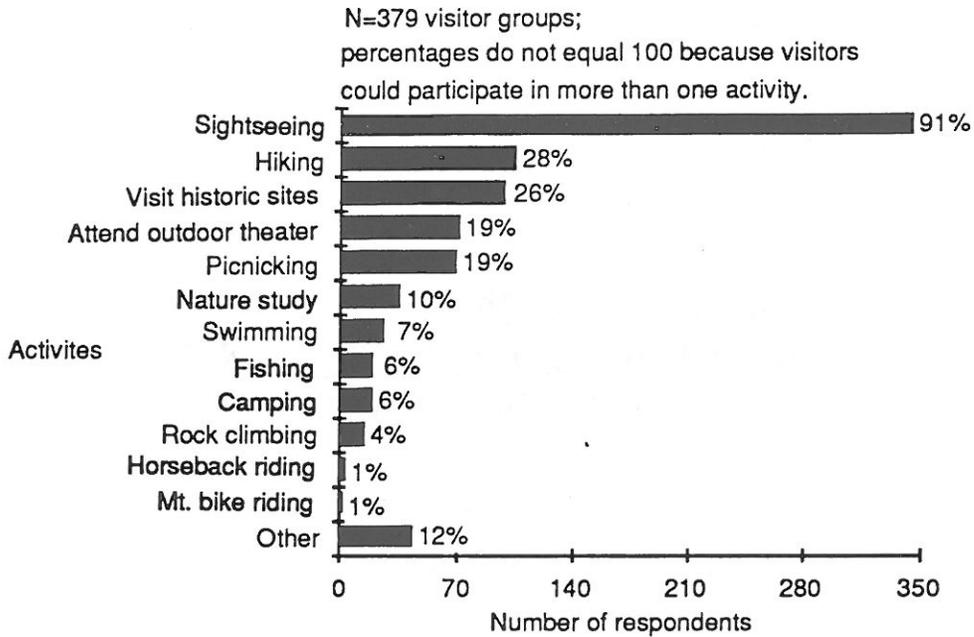


Figure 7: Proportion of visitor groups participating in each activity

The most often used sources of information about the park were previous visits (43%), advice from friends and relatives (38%), and highway signs (30%), as shown in Figure 8. "Other" sources included AAA tour book, former residents, visitors already living in the area, and visitors passing by on the way to another destination.

Sources of park information

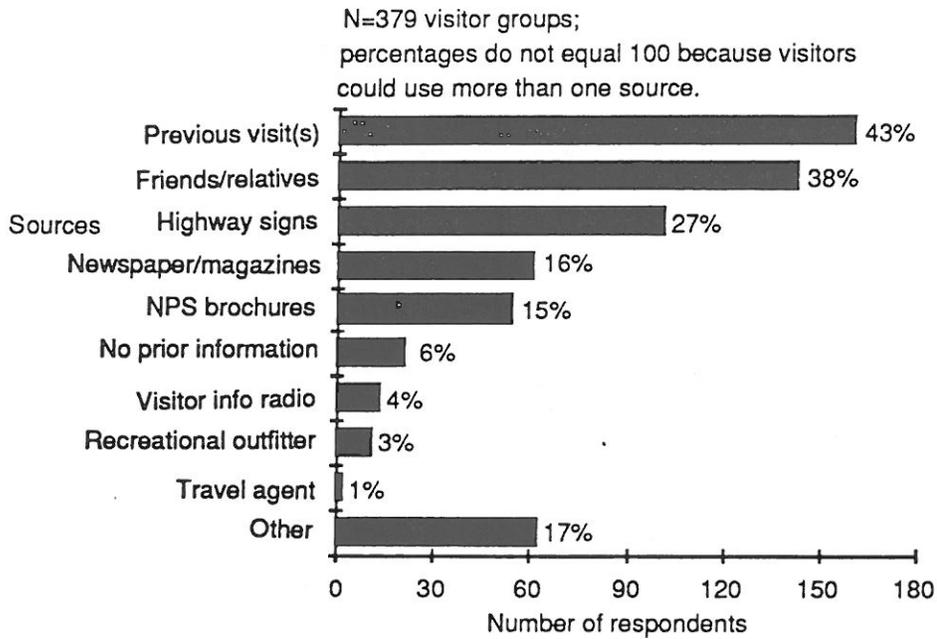


Figure 8: Sources of park information

Primary reason for visiting

Thirty-nine percent of visitors to New River Gorge National River said sightseeing (39%), and seeing the gorge bridge (32%) were the primary reasons for visiting, as shown in Figure 9. "Other" was identified by visitors as the theater, visiting friends and relatives and to get information about the area.

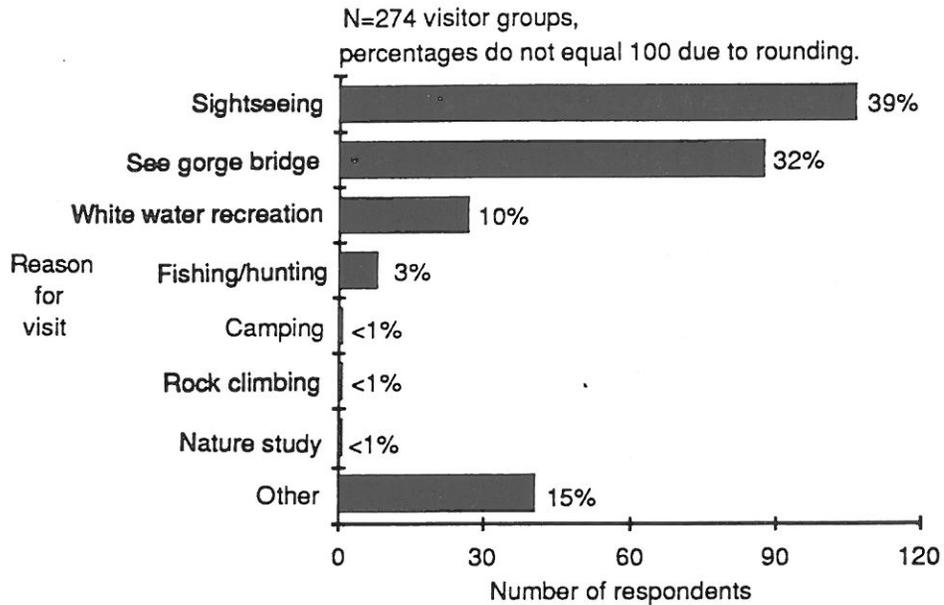


Figure 9: Primary Reason for visiting

Visitors were asked to identify where they began their trip on the day they visited New River Gorge National River. The most common starting points were Beckley (13%), Charleston (4%), and Fayetteville (4%), as Table 4 shows.

**Arrival day
origin**

Table 4: Trip start location on day of visit

N=343 comments
percentages do not equal 100 due to rounding.

Nearest town/state	Number of respondents	% of respondents
Beckley, West Virginia	45	13
Charleston, West Virginia	14	4
Fayetteville, West Virginia	12	4
Hinton, West Virginia	9	3
Oak Hill, West Virginia	9	3
Princeton, West Virginia	7	2
Myrtle Beach, South Carolina	6	2
Summersville, West Virginia	6	2
Pittsburgh, Pennsylvania	6	2
Beaver, West Virginia	5	2
Fairmont, West Virginia	5	2
Elkins, West Virginia	4	1
Hunington, West Virginia	4	1
Lexington, Kentucky	4	1
Mellens, West Virginia	4	1
Parkersburg, West Virginia	4	1
Shady Spring, West Virginia	4	1
Other locations (each listed <4 times)	195	57

**Destination
on day of
visit**

Visitors were asked to identify their planned destination on the day they left New River Gorge National River. The most common destinations were Beckley (8%), Charleston (4%) and Princeton (3%) West Virginia, as Table 5 shows.

Table 5: Trip start location on day of visit

N=330 comments
percentages do not equal 100 due to rounding.

Nearest town/state	Number of respondents	% of respondents
Beckley, West Virginia	26	8
Charleston, West Virginia	13	4
Princeton, West Virginia	9	3
Oak Hill, West Virginia	7	2
Pittsburgh, West Virginia	7	2
Fayetteville, West Virginia	6	2
Asheville, North Carolina	4	1
Atlanta, Georgia	4	1
Clarksburg, West Virginia	4	1
Fairmont, West Virginia	4	1
Wytheville, Virginia	4	1
Other locations (each listed <4 times)	242	76

Visitors were asked, "During this visit to New River Gorge National River, **Over** did you spend the night in the area?" Sixty-two percent of the visitors said no, as **night** shown in Figure 10. Of those visitors who answered yes, 60% stayed in a **accommo-** motel/hotel overnight, as shown in Figure 11. "Other" was identified by visitors **dations** as family and relatives or already living in the area.

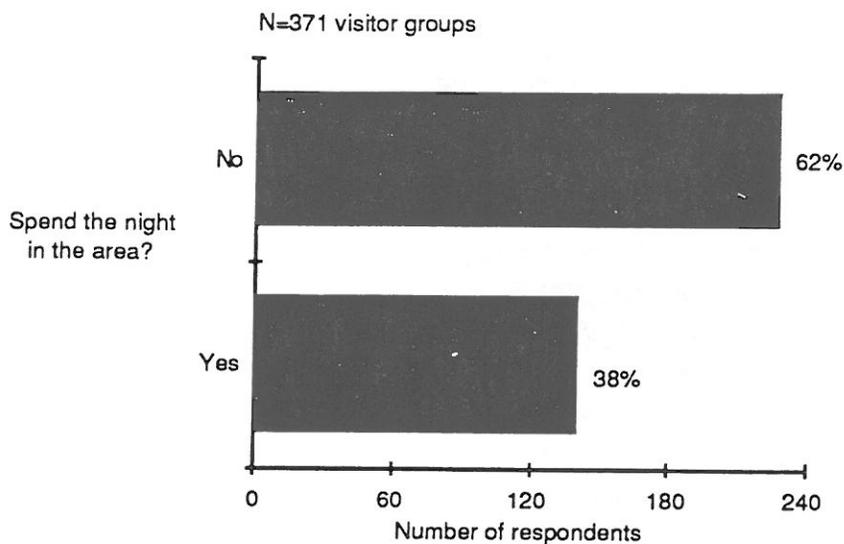


Figure 10: Spend the night in the area

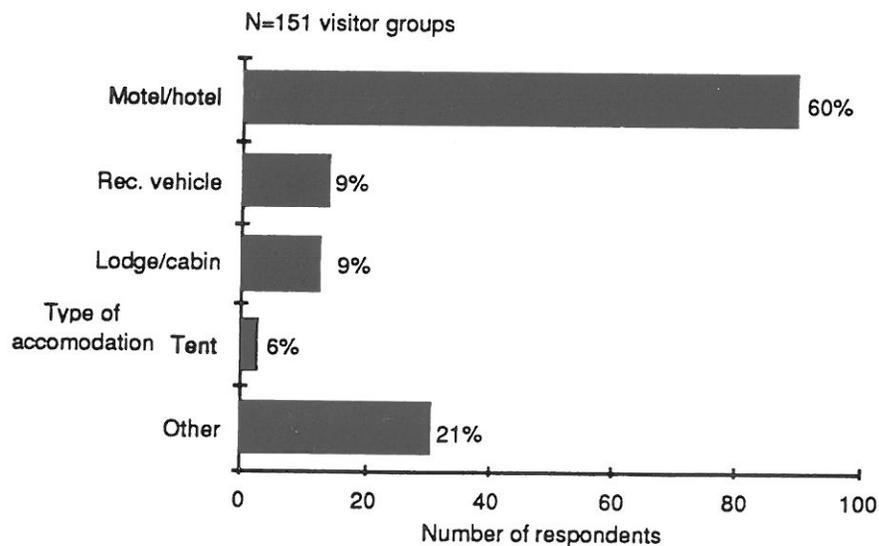


Figure 11: Type of overnight accommodations

**Interpretive
services:
use and
quality**

The most commonly used interpretive services were the visitor center exhibits (68%), park folder/map (37%), and the bulletin boards (38%) as shown in Figure 12. The least common activity was the use of sales publications (8%). "Other" was identified by visitors as "used no services", restrooms and the overlook.

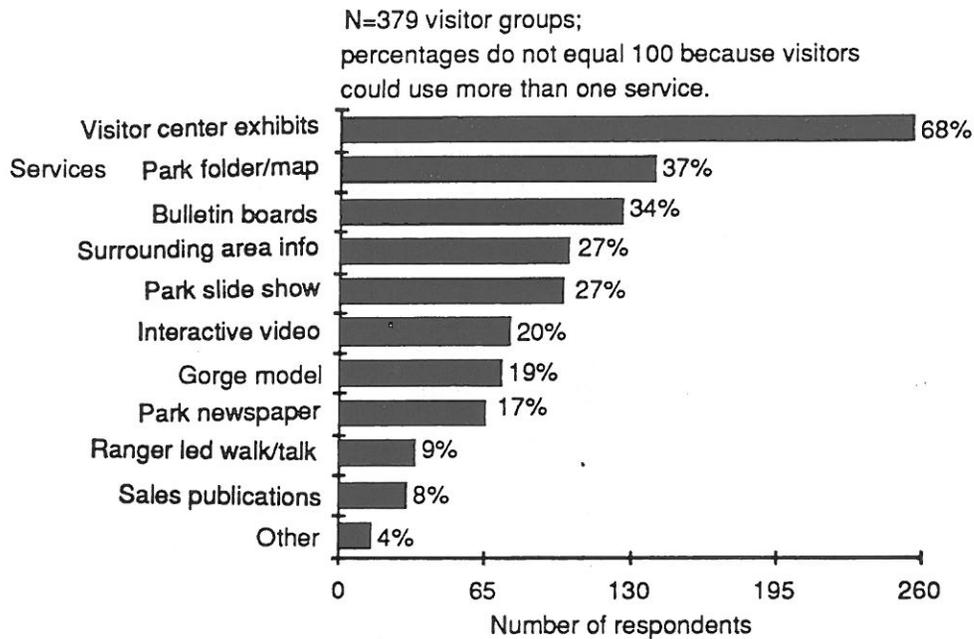


Figure 12: Use of interpretive services

Visitors rated the quality of visitor services they used. They used a five point scale (see the box below).

QUALITY	
1	=very good
2	=good
3	=average
4	=poor
5	=very poor

Figures 13-23 show that several interpretive services were given high "good" to "very good" quality ratings: The park newspaper (92%), park folder/map (90%), visitor center exhibits (89%), and the park slide show (86%). The service receiving the highest "poor" to "very poor" ratings was the interactive video (11%) and the gorge model (11%).

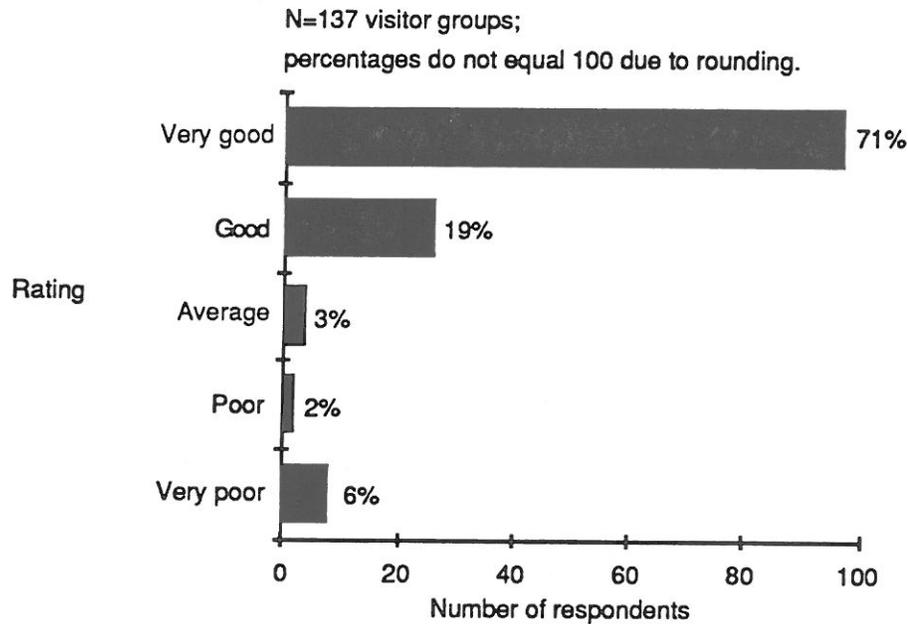


Figure 13: Quality of park folder/map

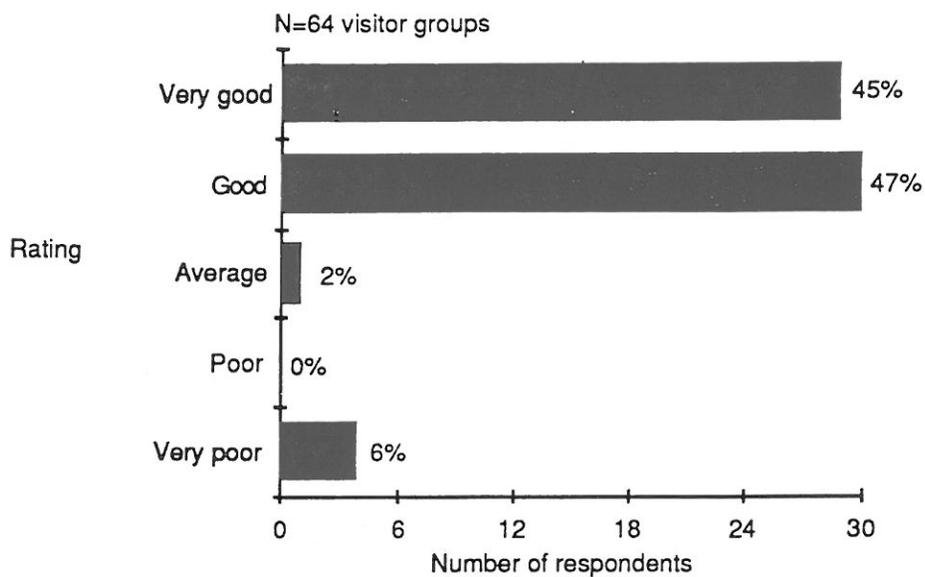


Figure 14: Quality of park newspaper

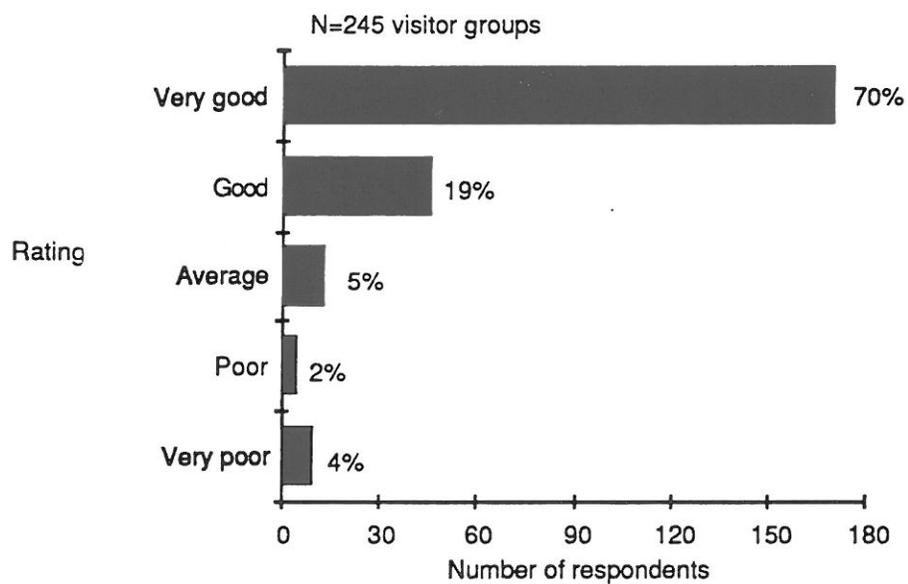


Figure 15: Quality of visitor center exhibits

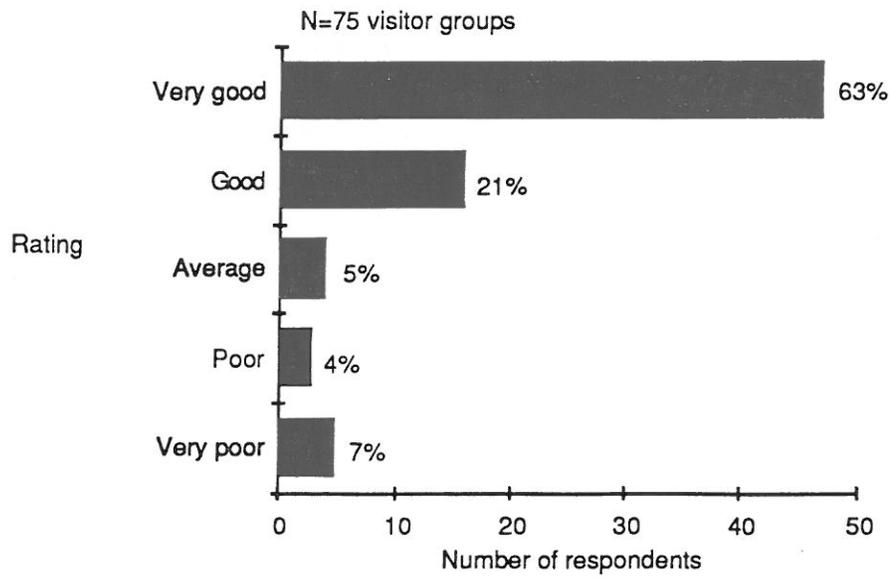


Figure 16: Quality of interactive video

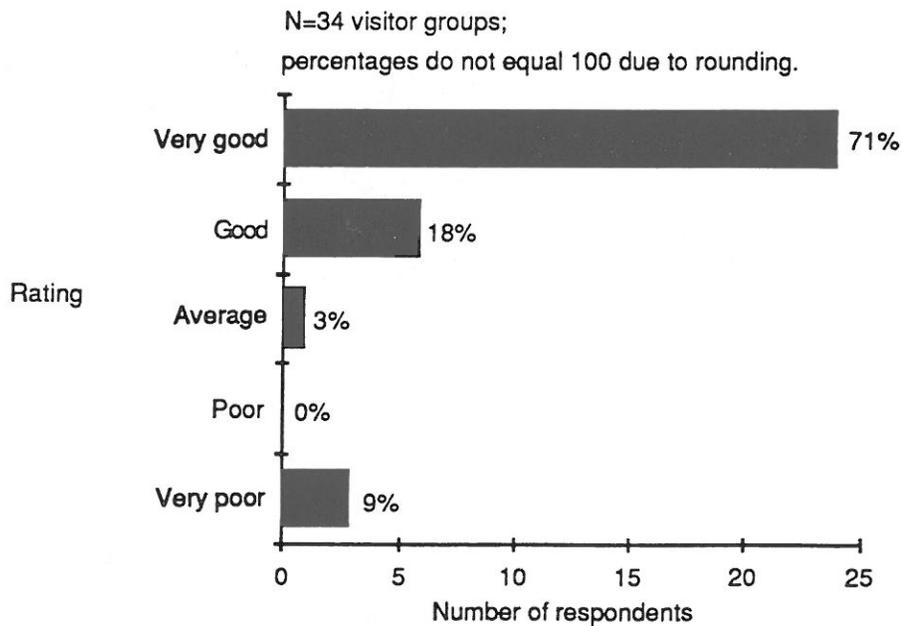


Figure 17: Quality of ranger led walk/talk

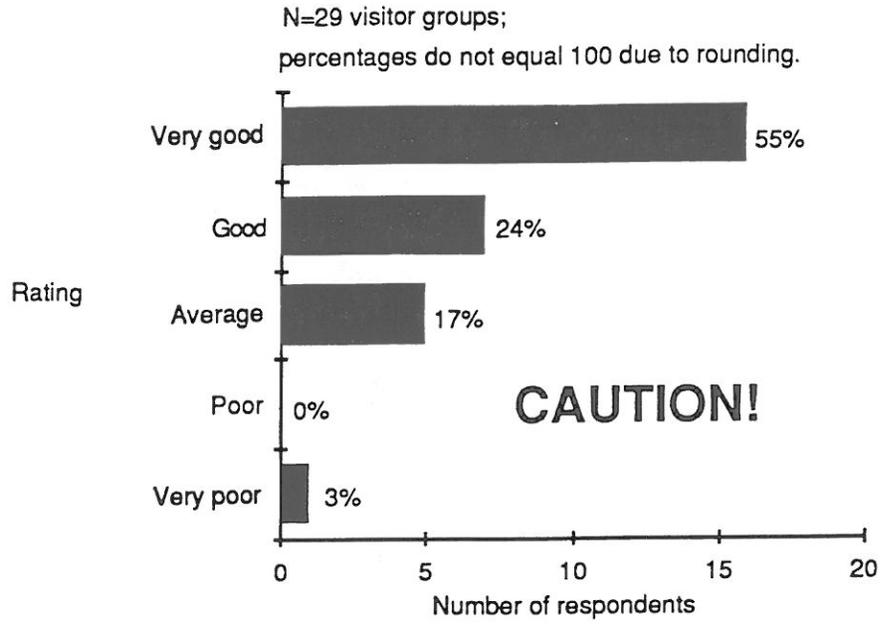


Figure 18: Quality of sales publications

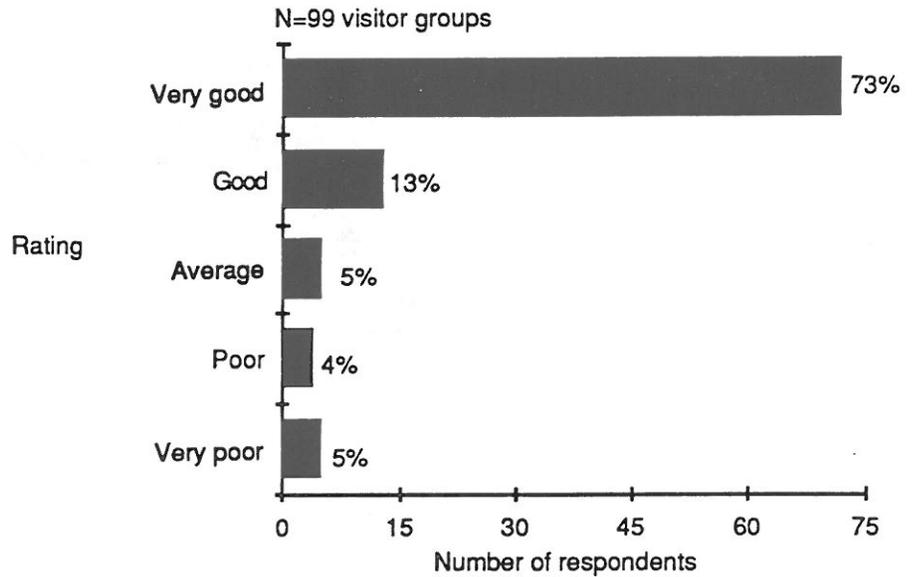


Figure 19: Quality of park slide show

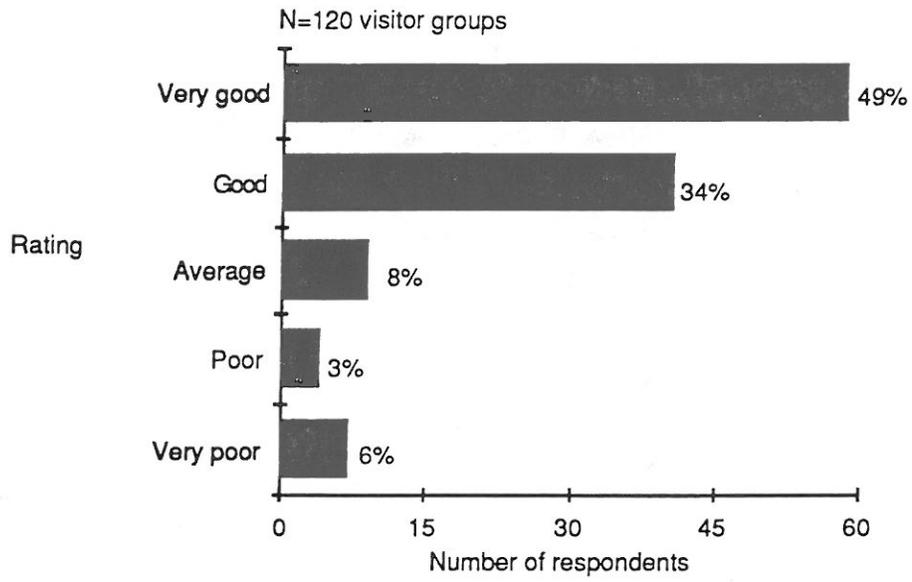


Figure 20: Quality of bulletin boards

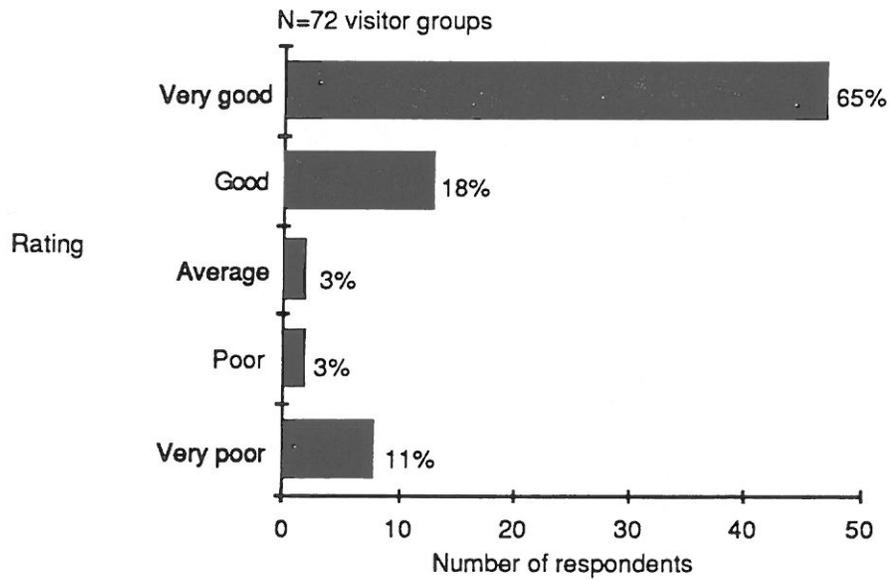


Figure 21: Quality of gorge model

Visitors rated the usefulness of information/interpretive brochures they used. They used a five point scale (see the box below).

Useful
1=extremely useful
2=very useful
3=moderately useful
4=somewhat useful
5=not useful

Figures 25-31 show that several information/interpretive brochures were given high "good" to "very good" ratings: the nature study brochures (82%), coal mining brochures (82%), and white water activities site brochures (76%). The brochures receiving the highest "poor" to "very poor" ratings was the white water activities site brochures (12%).

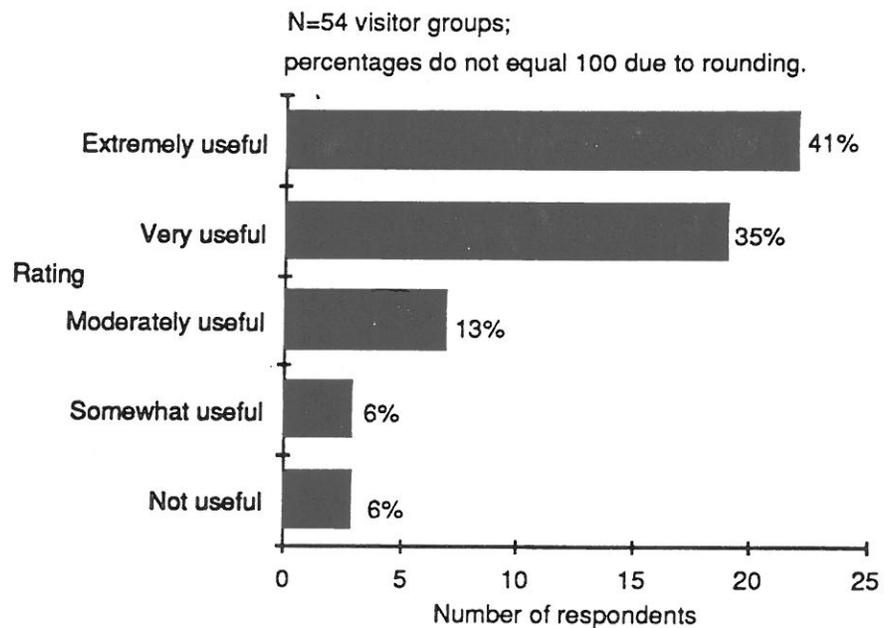


Figure 25: Usefulness of white water activities site brochures

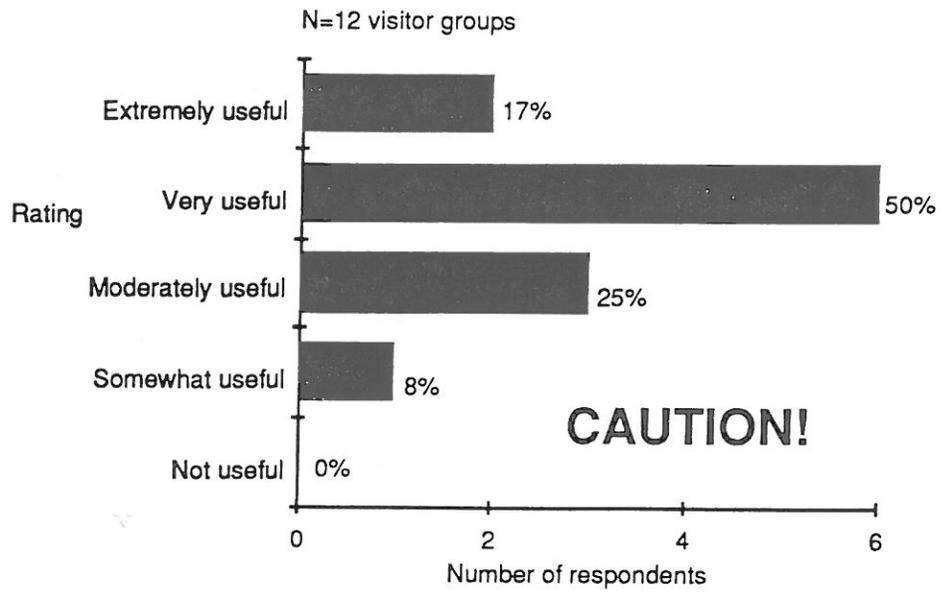


Figure 26: Usefulness of fishing brochures

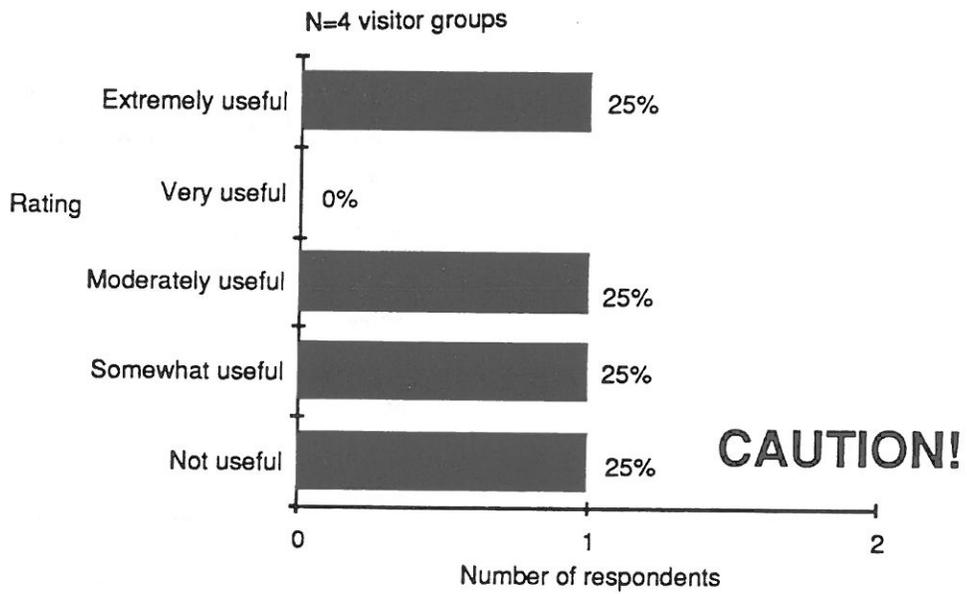


Figure 27: Usefulness of hunting brochures

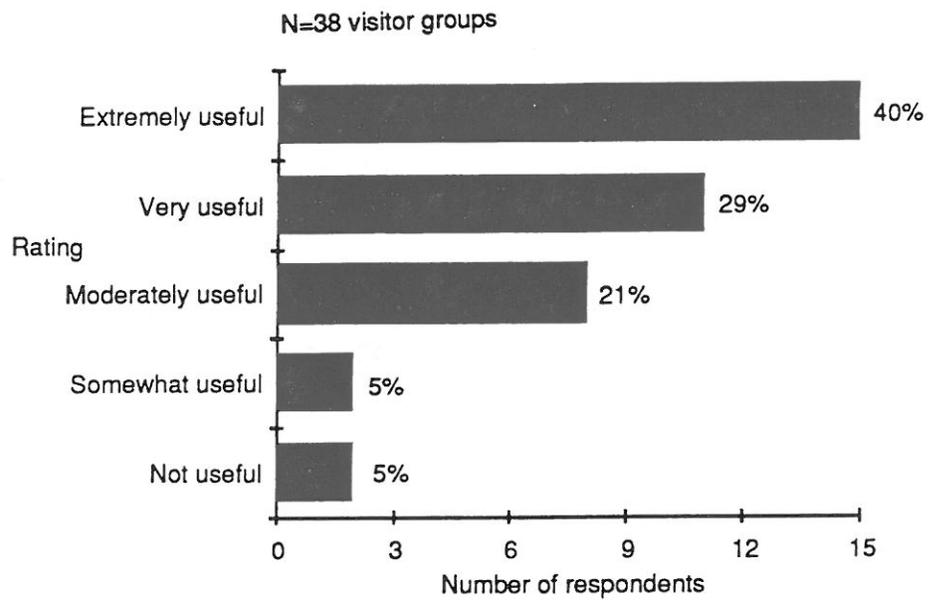


Figure 28: Usefulness of hiking brochures

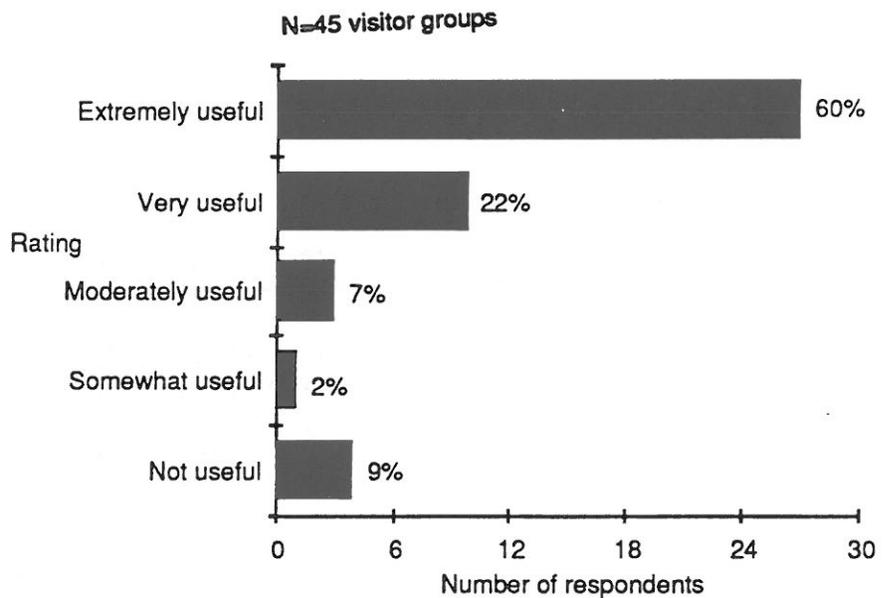


Figure 29: Usefulness of nature study brochures

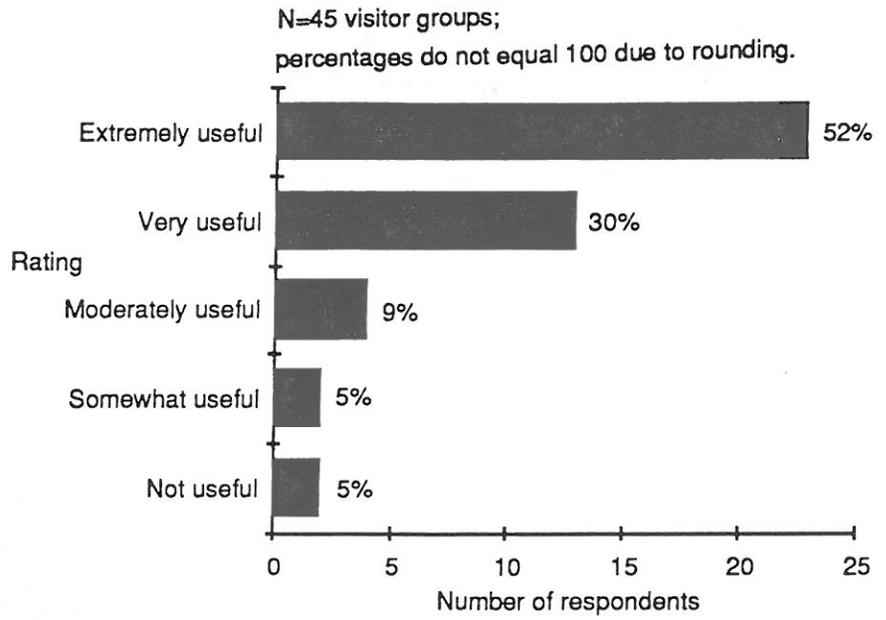


Figure 30: Usefulness of coal mining brochures

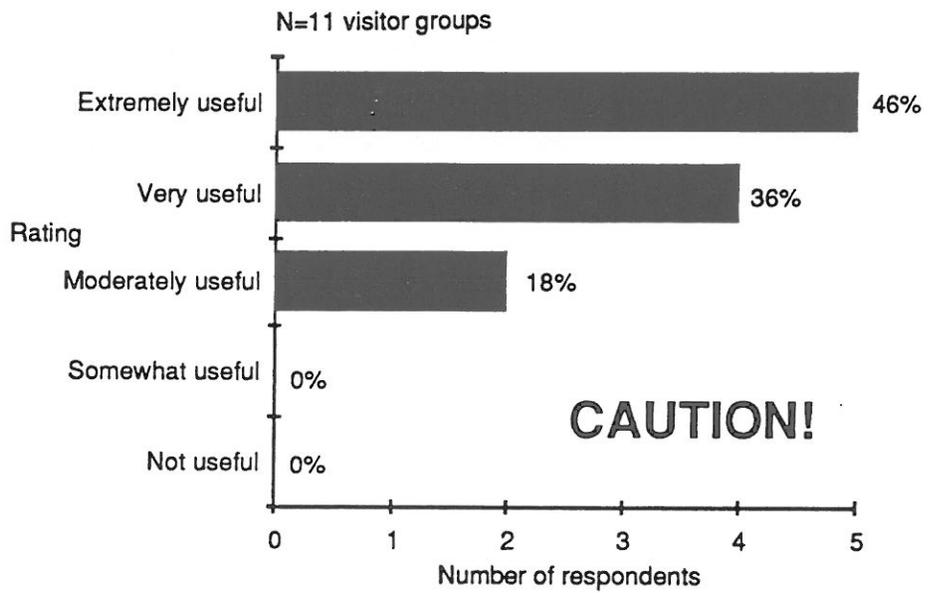


Figure 31: Usefulness of other brochures

**Comment
Summary**

Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

Visitor comment summary

N=454 comments;
many visitors made more than one comment.

<u>Comment</u>	<u>Number of times mentioned</u>
National Park Service	
Staff friendly/helpful	21
Rangers helpful/friendly	3
Other comments	2
INTERPRETIVE SERVICES	
Enjoyed v.c. at gorge	18
Park should advertise better	4
Enjoyed coal mining exhibit	3
Sandstone Falls area trails need signs	2
Enjoyed slide presentation	2
Other comments	10
FACILITIES AND MAINTENANCE	
Appreciate wooden walk way at bridge	12
Park/facilities well maintained	19
Clean up debris along river at Sandstone Falls	5
More camping facilities needed	4
Appreciate park improvements	4
Clean up trails at Sandstone Falls area	3
Need more signs about park on highway	3
Better access for handicapped needed at picnic tables	2
Pathway to gorge observation deck needs to be paved	2
Provide a tram ride to old bridge at Fayette Station	2
Trim the trees on lower overlook at gorge	2
More picnic areas needed	2
Other comments	20
POLICY	
Stop releasing garbage into the river	1
Park needs a Junior Ranger program	1
Keep road to Sandstone Falls safe for biking	1
Get rid of geese introduced to Sandstone Falls area	1
Children need to be supervised at Sandstone Falls	1
Too many rules and regulations	1
Enforce littering laws	1
NPS should encourage tourism in the area	1

CONCESSIONS

Enjoyed theater/play	12
Enjoyed boat/rafting trip	4
Other comments	7

Visitor Services Project

VSP volunteer/ranger friendly/helpful	4
Other comments	2

GENERAL IMPRESSIONS

Enjoyed visit	61
Enjoyed area beauty/scenery	56
Will return	53
Have visited before	30
Came to see bridge	9
Not enough time	8
Will recommend park to others	7
Grew up in the area	7
Came to see play	6
Glad NPS is running New River Gorge	6
Visiting relatives	5
Weather cut visit short	4
Keep up the good work	3
Thinking about buying a place in the area	3
Saw truck commercial being filmed	3
Enjoyed visiting Hawks Nest State Park	2
First time visit	2
Enjoyed fishing	2
Other comments	5

MENU FC FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics. For example, to learn about which information sources a particular age group consulted, request a comparison of information sources by age group; to learn about how the use of information sources varied among group types, request a comparison of information sources by group type.

- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about what interpretive/information services were used by different visitor group types and sizes, request a comparison of interpretive/information services used by group type by group size; to learn about what interpretive/information services were used by different age groups by group type, request a comparison of interpretive/information services by age groups by group type.

Consult the list of characteristics for New River Gorge National River visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

**Visitor Services Project
Analysis Order Form
New River Gorge National River
Report 51**

Date of request: _____

Person requesting analysis: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible— you may select a single program/service/facility instead of all that were listed in the questionnaire.

<ul style="list-style-type: none"> • Group size • Group type • Age • State residence • County residence • Start trip location • Destination 	<ul style="list-style-type: none"> • Information sources • Interpretive services used • Interpretive services quality • Brochures used • Brochures usefulness • Reasons for a visit • Activities 	<ul style="list-style-type: none"> • Number times visited • Spend night in area • Accomodations • Length of stay • Boat/raft trip • Personal boat/raft trip • Comm. boat/raft trip
--	---	---

Two-way comparisons (write in the appropriate variables from the above list)

INFORMATION SOURCES by AGE GROUP

_____ by _____

_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

INTERP/INFO SERVICES by GROUP TYPE by GROUP SIZE

_____ by _____ by _____

_____ by _____ by _____

Special instructions (it may be helpful to know what format you need, the purpose of the information, and so forth.)

The information, and so forth.

Mail to:
Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843-4199

**Visitor Services Project
Analysis Order Form
New River Gorge National River
Report 51**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible-- you may select a single program/service/facility instead of all that were listed in the questionnaire.

- Group size
- Group type
- Age
- State residence
- County residence
- Start trip location
- Destination
- Information sources
- Interpretive services used
- Interpretive services quality
- Brochures used
- Brochures usefulness
- Reasons for a visit
- Activities
- Number times visited
- Spend night in area
- Accommodations
- Length of stay
- Boat/raft trip
- Personal boat/raft trip
- Comm. boat/raft trip

Two-way comparisons (write in the appropriate variables from the above list)

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions _____

Mail to:
**Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843-4199**

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

1985

5. North Cascades National Park Service Complex

For more information about the Visitor Services Project, contact
Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho
Park Studies Unit, College of Forestry, Wildlife and Conservation
Moscow, Idaho 83843-4199 or call (208) 885-4300

1986

6. Crater Lake National Park

1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

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

1989

21. Everglades National Park
 22. Statue of Liberty National Monument
 23. The White House Tours, President's Park
 24. Lincoln Home National Historical Site
 25. Yellowstone National Park
 26. Delaware Water Gap National Recreation Area
 27. Muir Woods National Monument
-

1990

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

1991

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

1992

45. Big Bend National Park
 46. Frederick Douglass National Historic Site
 47. Glen Echo Park
 48. Bent's Old Fort National Historic Site
 49. Jefferson National Expansion Memorial
 50. Zion National Park
 51. New River Gorge National River
-

Visitor Services Project
New River Gorge National River

Appendix

Visitor Services Project
New River Gorge National River
Appendix

Dwight L. Madison

Report 51

March 1993

Dwight Madison is VSP Eastern Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at New River Gorge

National River for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor comment summary

N=454 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
National Park Service	
Staff friendly/helpful	21
Rangers helpful/friendly	3
Other comments	2
 INTERPRETIVE SERVICES	
Enjoyed v.c. at gorge	18
Park should advertise better	4
Enjoyed coal mining exhibit	3
Sandstone Falls area trails need signs	2
Enjoyed slide presentation	2
Other comments	10
 FACILITIES AND MAINTENANCE	
Appreciate wooden walk way at bridge	12
Park/facilities well maintained	19
Clean up debris along river at Sandstone Falls	5
More camping facilities needed	4
Appreciate park improvements	4
Clean up trails at Sandstone Falls area	3
Need more signs about park on highway	3
Better access for handicapped needed at picnic tables	2
Pathway to gorge observation deck needs to be paved	2
Provide a tram ride to old bridge at Fayette Station	2
Trim the trees on lower overlook at gorge	2
More picnic areas needed	2
Other comments	20
 POLICY	
Stop releasing garbage into the river	1
Park needs a Junior Ranger program	1
Keep road to Sandstone Falls safe for biking	1
Get rid of geese introduced to Sandstone Falls area	1
Children need to be supervised at Sandstone Falls	1
Too many rules and regulations	1
Enforce littering laws	1
NPS should encourage tourism in the area	1
 CONCESSIONS	
Enjoyed theater/play	12
Enjoyed boat/rafting trip	4
Other comments	7

Visitor Services Project

VSP volunteer/ranger friendly/helpful	4
Other comments	2

GENERAL IMPRESSIONS

Enjoyed visit	61
Enjoyed area beauty/scenery	56
Will return	53
Have visited before	30
Came to see bridge	9
Not enough time	8
Will recommend park to others	7
Grew up in the area	7
Came to see play	6
Glad NPS is running New River Gorge	6
Visiting relatives	5
Weather cut visit short	4
Keep up the good work	3
Thinking about buying a place in the area	3
Saw truck commercial being filmed	3
Enjoyed visiting Hawks Nest State Park	2
First time visit	2
Enjoyed fishing	2
Other comments	5



Warren Snyder
Chief of Interpretation
New River Gorge National River
104 Main Street,
P.O. Box 246
Glen Jean, West Virginia 25846



155K-158
Dwight L. Madison
University of Idaho CPSU
College of Forestry
Moscow, Idaho 83843

155K-158
Dwight L. Madison
University of Idaho CPSU
College of Forestry
Moscow, Idaho 83843

**New River Gorge National River
(DRAFT)**

New River Gorge National River Report Volume I

I need 2 bound copies

Both copies should have a gray front & back cover

Inside Title page should be xeroxed on white paper (single page).

Report Summary page should be xeroxed on blue paper (single page).

Table of contents page should be xeroxed on white paper (single page).

Pages 1-32 should be duplexed on white paper.

Analysis order form should be xeroxed on white paper (single page)

Page 33 (Questionnaire title page) should be xeroxed on white paper (single page).

Questionnaire section duplex on white paper

Visitor Services Project Publications is the back cover page. The list of publications is the inside of the back cover.

United States Department of the Interior
National Park Service
Visitor Services Project
University of Idaho CPSU
College of Forestry
Moscow, Idaho 83843

(208) 885-7863

February 17, 1993

Warren Snyder
Chief of Interpretation
New River Gorge National River
104 Main Street,
P.O. Box 246
Glen Jean, West Virginia 25846

Dear Warren

I am pleased to submit the draft report of New River Gorge National River visitor study to you and your staff. Enclosed is a draft copy of Volume 1. Please feel free to circulate as many photocopies of this draft as you wish among the appropriate park personnel and then compile all the comments directly into one master copy. I would appreciate receiving this master copy back by March 12, 1993 so that I may then revise accordingly and prepare the final report.

Currently, the Appendix is being prepared; it will include photocopies of the visitors' comments and the revised Comment Summary.

The greater the care and attention given to reviewing this draft report by you and all the appropriate park staff, the better the quality of the final report. Please review this draft for the following:

- 1) accuracy of content (e.g. does the text match the data in the graphs?),
- 2) comprehension and completeness (is everything explained thoroughly enough?; has something been omitted?);

We need to schedule the final workshop; please contact me at your earliest convenience so that arrangements can be made.

Do not hesitate to contact me if you have particular questions about this draft.

Sincerely,

Dwight Madison
Eastern Coordinator
Visitor Services Project

National Park Service

**Printing Instructions for New River Gorge NR
Report & Appendix**

New River Gorge Report

I need 27 copies : 26 bound copies and 1 copy unbound.
All copies should have a **gray front & back cover**

Inside Title page should be on white paper (single page).
Report Summary page should be Xeroxed on blue paper (single page).
Table of contents page should be Xeroxed on white paper (single page).

Pages 1-32 should be duplexed on white paper.

Analysis order forms should be on white paper (single page)

Page 33(Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

**** NPS D 80 March 1993 page** should be facing back cover page
(the one that has the publications listed)

New River Gorge Appendix Section

I need 9 copies : 8 bound copies and 1 copy unbound.
All copies should have a **gray front & back cover .**

Inside Title page should be Xeroxed on white paper (single page).

Pages 1-2 (comment summary) duplex on blue paper.

Visitor comment pages duplex on white paper.

