

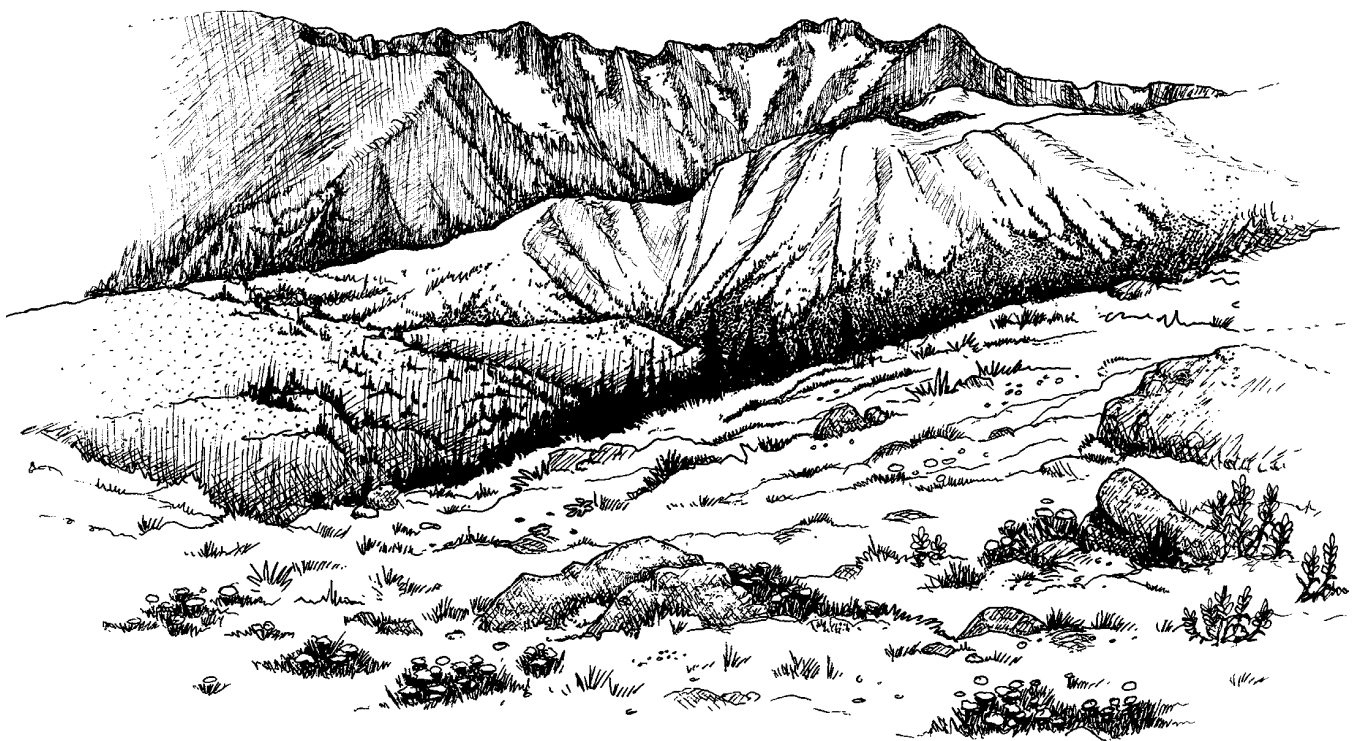
National Park Service
U.S. Department of the Interior



Natural Resource Stewardship and Science

Rocky Mountain National Park Visitor Study

Winter 2011



ON THE COVER

Tundra at Rocky Mountain National Park

Pen and ink courtesy of Rocky Mountain National Park

Rocky Mountain National Park Visitor Study

Winter 2011

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Visitor Services Project
Park Studies Unit
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Moscow, ID 83844-1139

October 2011

U.S. Department of the Interior
National Park Service
Natural Resource Stewardship and Science
Fort Collins, Colorado

The National Park Service Natural Resource Stewardship and Science publishes a range of reports that address natural resource topics and applicability to a broad audience in the National Park Service and others in natural resource management, including scientists, conservation and environmental constituencies, and the public.

Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

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Please cite this publication as:

Papadogiannaki, E., Y. Le, S.J. Hollenhorst. 2011. Rocky Mountain National Park: Winter 2011. National Park Service, Fort Collins, Colorado.

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Executive Summary

This visitor study report profiles a systematic random sample of Rocky Mountain National Park (NP) visitors during February 19-27, 2011. A total of 792 questionnaires were distributed to visitor groups. Of those, 579 questionnaires were returned, resulting in a 73.1% response rate.

Group size and type	Fifty-six percent of visitor groups consisted of two people and 24% were in groups of three or four. Fifty-eight percent of visitor groups consisted of family groups. (p.7)
State or country of residence	United States visitors were from 40 states and Washington, D.C. and comprised 97% of total visitation during the survey period, with 77% from Colorado and smaller portions from 39 other states and Washington, D.C. International visitors were from 9 countries and comprised <1% of total visitation. (p.10-12)
Frequency of visits	Thirty-nine percent of visitors visited the park five or more times in the past 12 months; and 37% had visited 21 or more times in their lifetime. (p. 13)
Age, gender, ethnicity, race, and education level	Thirty-five percent of visitors were ages 51-65 years, 11% were ages 15 years or younger, and 10% were ages 66 or older. Fifty-three percent of respondents were male and 47% were female. Four percent were of Hispanic or Latino ethnicity. Ninety-four percent of visitors were White and 3% were Asian. Thirty-eight percent had completed a graduate degree. (p. 14-15, 18)
Physical conditions	Five percent of visitor groups had members with physical conditions. Hiking and walking were the services/activities most commonly listed as difficult to access or participate in. (p. 17)
Information sources	Most visitor groups (80%) obtained information about the park prior to their visit through previous visits (72%), friends/relatives/word of mouth (40%), and the park website (34%). Most (95%) received the information they needed. To obtain information for a future visit, 64% of visitor groups would use the park website. (p. 19-21)
Primary reason for visiting park area	For 73% of non-resident visitor groups, the primary reason for visiting the area (within 20 miles) of Rocky Mountain NP was to visit the park. (p. 22)
Overnight stays	Thirty-five percent of visitor groups stayed overnight in the area within 20 miles of the park, of which 38% percent stayed two nights outside the park. (p. 26)
Accommodations	Of those visitor groups that stayed outside the park, 82% stayed in a lodge, hotel, motel, rented condo/home, or bed and breakfast. (p. 28)
Length of stay	The average length of stay in the park was 6.2 hours and the average length of stay within 20 miles of the park was 1.6 days. (p. 29-30)
Sites visited in the park	The most commonly visited sites in the park were Bear Lake (44%), followed by the Beaver Meadows Visitor Center (28%), and Fall River Visitor Center (23%). (p. 32)

Executive Summary (continued)

Activities	The most common activities on this visit were viewing scenery (66%), followed by wildlife viewing/bird watching (45%), and snowshoeing (42%). Snowshoeing was the most important activity for 34% of visitor groups. On a future visit, 84% of visitor groups would like to day hike, and 76% would like to view scenery. (p. 35-37)
Ranger-led programs/activities	Of those visitor groups that did not participate in a ranger-led program/activity, 48% did not because they did not have time, while 34% were not interested. (p. 38) However, 47% of visitor groups were interested in attending ranger-led programs on a future visit to the park, of which 54% would prefer a program length of 1/2-1 hour. The most commonly preferred topic to learn about was wildlife (81%). (p. 83, 85)
Information services and facilities	The information services/facilities most commonly used by visitor groups were directional signs in the park (72%), followed by trailhead signs (56%), and the park brochure/map (56%). (p. 39) The information service/facility receiving the highest importance rating was the self-guided tour/trail booklets (84%). (p. 40) The information service/facility receiving the highest quality rating was assistance from park staff (94%) (p. 46)
Visitor services and facilities	The visitor services/facilities most commonly used by visitor groups were the park roads (88%), followed by parking areas (76%) and restrooms/toilets (65%). (p. 53) The visitor service/facility receiving the highest importance rating was trails (97%). The visitor service/facility receiving the highest quality rating was trails (93%) (p. 59)
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 natural scenery/undeveloped vistas (97%), clean water (95%), clean air (94%) and native wildlife (92%). (p. 65)
Expenditures	The average visitor group expenditure (inside and outside the park within 20 miles) was \$267. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$74, and the average total expenditure per person (per capita) was \$109. (p. 69)
Methods of learning about the park	Eighty-nine percent of visitor groups were interested in learning about the park through trailside exhibits (57%), printed materials (52%), and self-guided tours (49%). (p. 86)
Overall quality	Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Rocky Mountain NP as “very good” or “good.” Less than 1% of groups rated the overall quality as “very poor” or “poor.” (p. 87)

Acknowledgements

We thank Margaret Littlejohn for overseeing the fieldwork, the staff and volunteers of Rocky Mountain NP for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

About the Authors

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Introduction

This report describes the results of a visitor study at Rocky Mountain National Park (NP) in Estes Park, CO, conducted February 19-27, 2011 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 Rocky Mountain NP, “This living showcase of the grandeur of the Rocky Mountains, with elevation ranging from 8,000 feet in the wet, grassy valleys to 14,259 feet at the weather-ravaged tops of Longs Peak, provides visitors with opportunities for countless breathtaking experiences and adventures” (www.nps.gov/romo, retrieved August 2011).

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 of 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.

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

Presentation of the Results

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

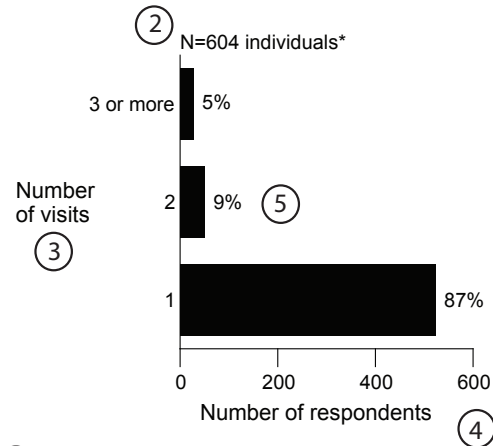
SAMPLE

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 proportions of responses in each category.
5. In most graphs, percentages provide additional information.



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 park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at four sites during February 19- 27, 2011. The survey was conducted over two weekends, four normal weekdays (Tuesday - Friday) and one federal holiday (Monday). Since weekend and holiday visitation is greatest it was felt that this would assure an adequate sample size. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. Table 1 shows the four locations, the number of questionnaires distributed at each location, and the response rate for each location. During this survey, 832 visitor groups were contacted and 792 of these groups (95%) accepted questionnaires. (The average acceptance rate for 228 VSP visitor studies conducted from 1988 through 2010 is 91.5%.) Questionnaires were completed and returned by 579 visitor groups, resulting in a 73.1% response rate for this study. (The average response rate for the 228 VSP visitor studies is 72.6%)

Table 1. Questionnaire distribution, winter 2011

Sampling site	Distributed		Returned	
	N	%	N	%
Beaver Meadows entrance	407	51	309	53
Fall River entrance	262	33	179	31
Grand Lake entrance	104	13	76	13
Kawuneeche Visitor Center	19	2	15	3
Total	792	99*	579	100

* total percentages do not equal 100 due to rounding

Questionnaire design

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

No pilot study was conducted to test the Rocky Mountain 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, and the age of the member completing the questionnaire. These individuals were asked their names and addresses, and telephone numbers or email addresses in order to mail a reminder/thank-you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first-class postage stamp.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires (see Table 2).

Table 2. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	14 March 2011	762	8	770
1 st Replacement	28 March 2011	322	5	327
2 nd Replacement	15 April 2011	277	0	277

Data analysis

Returned questionnaires were coded and the visitor responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data; responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of February 19-27, 2011. 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 or response of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word “**CAUTION!**” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and “N” (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period was typical for the time of year: snow flurries, cold winds and blizzards interspersed with sunny days. On 25 February, the road on the east side of the park was closed and non-essential park employees were sent home at 3:00 pm. On 26 February the road on the park’s west side was closed due to heavy snow and a broken down snow plow. During that period the survey was conducted from within the Kawauneeche Visitor Center. These closures did not impact the number of questionnaires distributed. There were no other significant events that could have affected the type and amount of visitation to the park at this time of year.

Checking non-response bias

Three variables were used to check non-response bias: respondents' age, group size, and group type. Participants at higher age ranges may be more responsive to the survey but there was no significant difference in group sizes (see Table 3) or group types (Table 4). The survey results may have a potential bias toward visitors in older age ranges. See Appendix 3 for more details on the non-response bias checking procedures.

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

Variable	Respondents	Nonrespondents	p-value (t-test)
Age (years)	49.35 (N=579)	40.63 (N=223)	<0.001
Group size	2.66 (N=571)	2.77 (N=222)	0.357

Table 4. Comparison of respondents and nonrespondents by group type

Group type	Respondents	Nonrespondents	p-value (chi-square)
Alone	61 (11%)	25 (11%)	0.109
Family	332 (58%)	107 (48%)	
Friends	118 (21%)	59 (27%)	
Family and friends	54 (10%)	29 (13%)	
Other	4 (1%)	1 (<1%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 21b

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

Results

- 56% of visitor groups consisted of two people (see Figure 1).
- 24% were in groups of three or four.
- The average group size was 2.7 people.

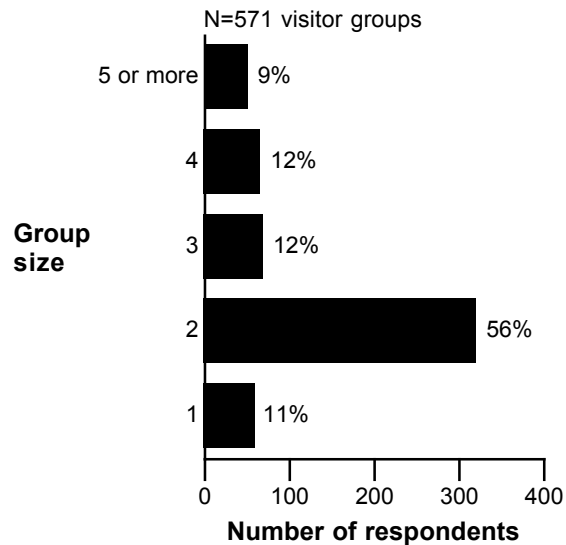


Figure 1. Visitor group size

Visitor group type

Question 21a

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

Results

- 58% of visitor groups consisted of family members (see Figure 2).
- 21% were with friends.
- “Other” group types (1%) were:

Caregiver
Co-worker

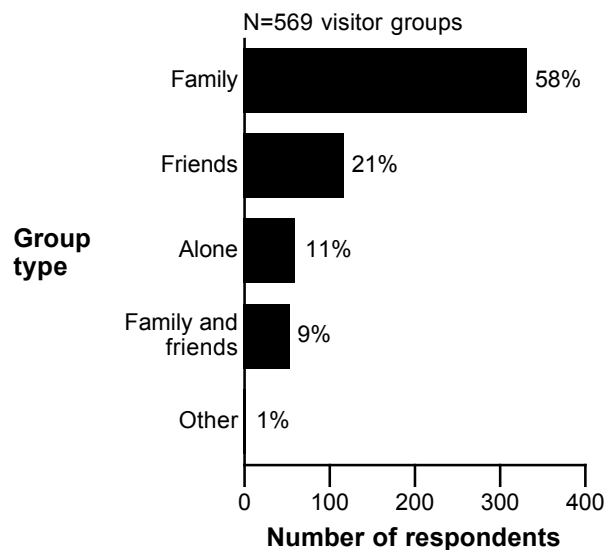


Figure 2. Visitor group type

*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 20a

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

Results

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

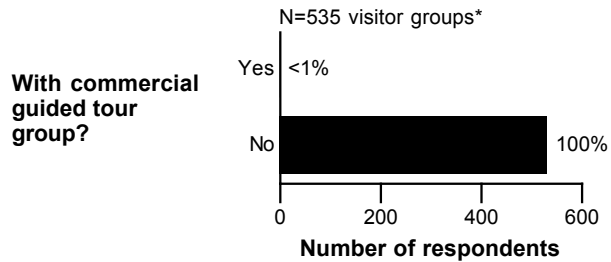


Figure 3. Visitors with a commercial guided tour group

Question 20b

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

Results

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

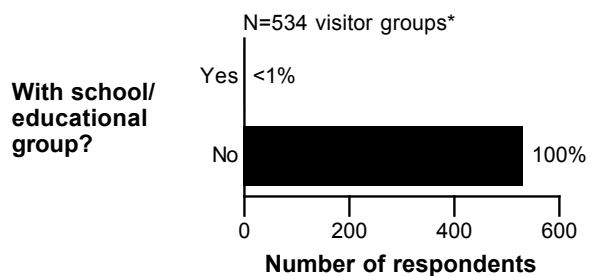


Figure 4. Visitors with a school/educational group

Question 20c

On this visit, were you and your personal group with an “other” organized group (business, church, scout, club, etc.)?

Results

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

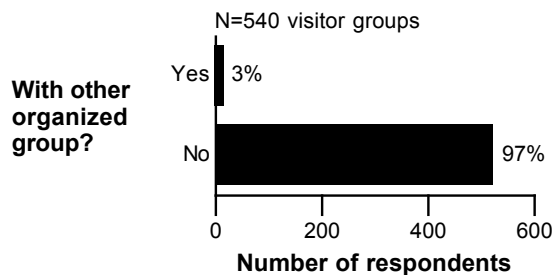


Figure 5. Visitors with an “other” organized group

- Specified groups were:

- 4-H
- Boy Scouts
- Church group
- Colorado Mountain Club
- Co-workers
- Local hiking group
- Meet-up Group
- University of Colorado Hiking Club
- Weekly hiking 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 20d

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).

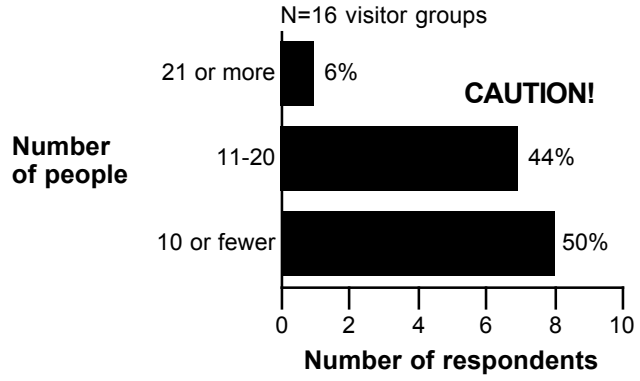


Figure 6. Organized group size

*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 25b

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

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

Results

- U.S. visitors were from 40 states and Washington, D.C. and comprised 97% of total visitation to the park during the survey period.
- 77% of U.S. visitors came from Colorado (see Table 5 and Figure 7).
- 3% came from Texas and 2% were from California.
- Smaller proportions came from 37 other states and Washington, D.C.

Table 5. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=1349 individuals*	Percent of total visitors N=1368 individuals
Colorado	1044	77	76
Texas	34	3	3
California	30	2	2
Nebraska	16	1	1
Missouri	15	1	1
Florida	14	1	1
Ohio	14	1	1
Wyoming	14	1	1
Massachusetts	13	1	1
Georgia	12	1	1
Illinois	12	1	1
Pennsylvania	11	1	1
Kansas	10	1	1
Michigan	10	1	1
Minnesota	9	1	1
Tennessee	9	1	1
Oklahoma	8	1	1
Wisconsin	8	1	1
New York	7	1	1
Virginia	7	1	1
20 other states and Washington, D.C.	52	4	4

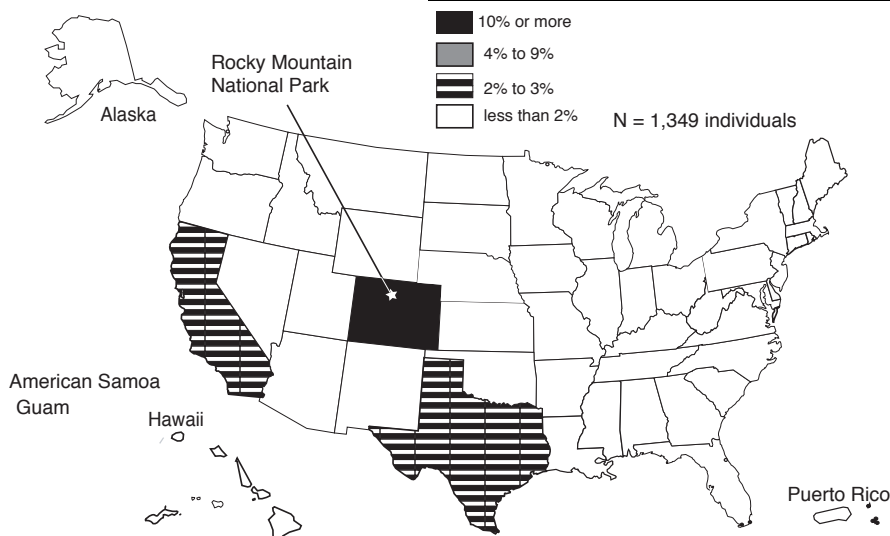


Figure 7. United States visitors by state of residence

*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 by county of residence

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

Table 6. Visitors from Colorado by county of residence

	Number of visitors		
	County	N=1044 individuals	Percent*
Results	Larimer	309	30
• Visitors from Colorado were from 20 counties and comprised 77% of the total U.S. visitation to the park during the survey period.	Boulder	181	17
	Denver	162	16
	Weld	71	7
	Arapahoe	66	6
	El Paso	49	5
	Jefferson	46	4
• 30% came from Larimer County, (see Table 6).	Grand	44	4
	Adams	38	4
• 17% came from Boulder County.	Broomfield	28	3
	Douglas	19	2
	Elbert	7	1
• Smaller proportions came from 18 other counties in Colorado.	Pueblo	5	<1
	Teller	5	<1
	Logan	3	<1
	Summit	3	<1
	Jackson	2	<1
	Lincoln	2	<1
	Moffat	2	<1
	Morgan	2	<1

*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 25b**

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

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 7).

Table 7. International visitors by country of residence**CAUTION!**

Country	Number of visitors	Percent of international visitors N=19 individuals*	Percent of total visitors N=1368 individuals
Japan	5	26	<1
Australia	3	16	<1
Costa Rica	2	11	<1
Germany	2	11	<1
New Zealand	2	11	<1
United Kingdom	2	11	<1
Cameroon	1	5	<1
Canada	1	5	<1
France	1	5	<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 in past 12 months

Question 25c

For you and your personal group, how many times have you visited Rocky Mountain NP in the past 12 months (including this visit)?

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

Results

- 39% of visitors visited the park five times or more in the past 12 months (see Figure 8).
- For 27% of visitors, this was their first visit in the past 12 months.
- The average number of visits in the past 12 months was 11.5.

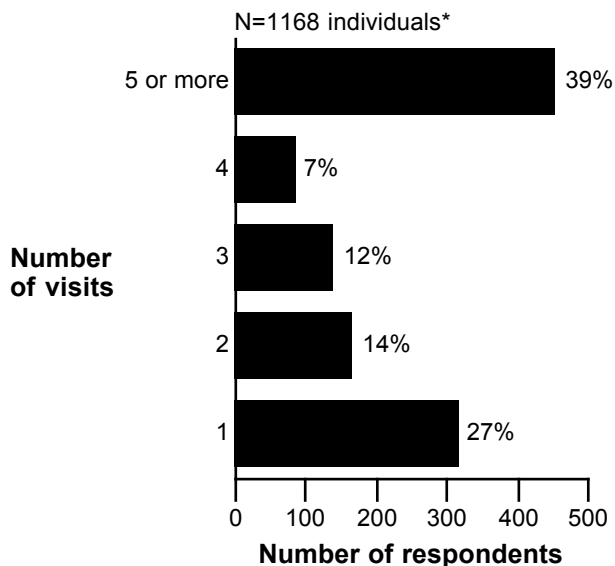


Figure 8. Number of visits to park in past 12 months

Number of lifetime visits

Question 25d

For you and your personal group, how many times have you visited Rocky Mountain NP in your lifetime (including this visit)?

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

Results

- 37% of visitors had visited the park 21 or more times in their lifetime (see Figure 9).
- 34% had visited 5 or fewer times.
- The average number of lifetime visits was 75.3.

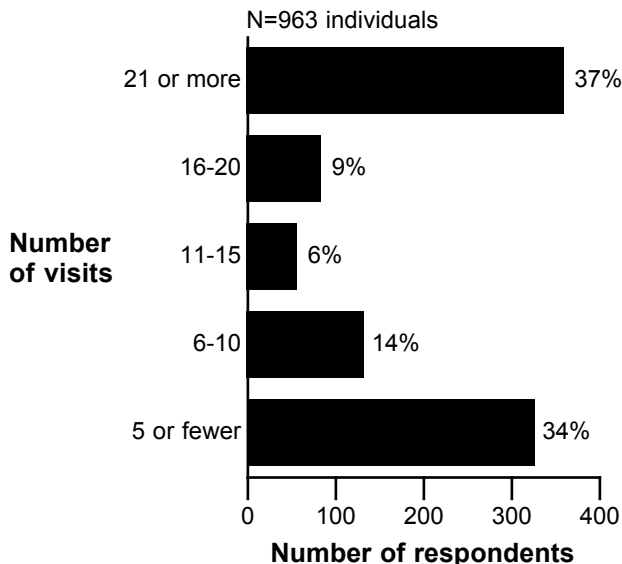


Figure 9. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

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

*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 25a

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

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

Results

- Visitor ages ranged from 1 to 93 years.
- 35% of visitors were 51 to 65 years old (see Figure 10).
- 11% of visitors were in the 15 years or younger age group.
- 10% were 66 years or older.

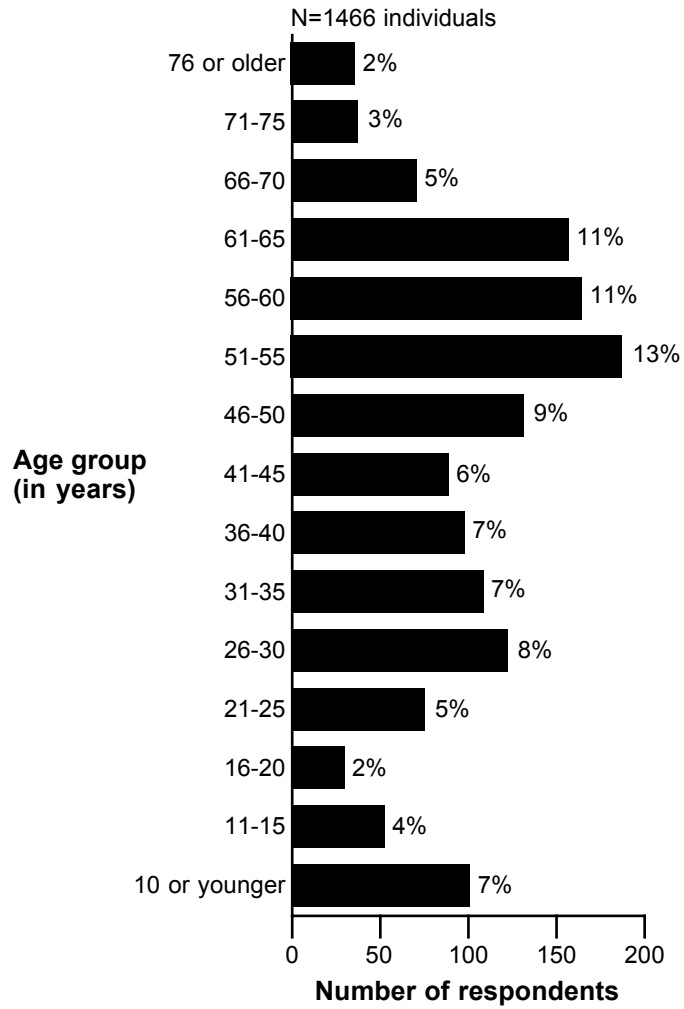


Figure 10. Visitor age

*total percentages do not equal 100 due to rounding

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

Visitor gender

Question 22

For you only, what is your gender?

Results

- 53% of respondents were male (see Figure 11).

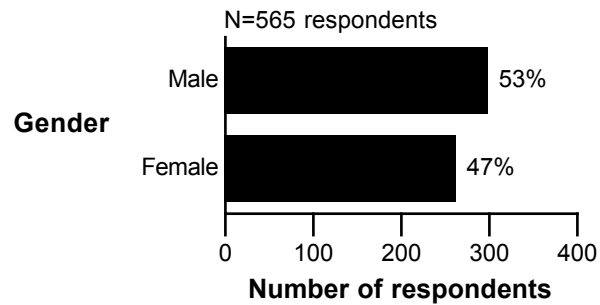


Figure 11. Respondent gender

Visitor ethnicity

Question 24a

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

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

Results

- 4% of visitors were Hispanic or Latino (see Figure 12).

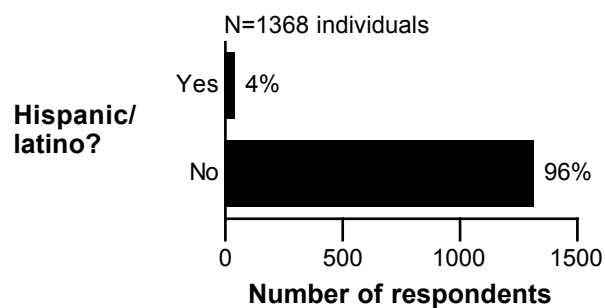


Figure 12. Visitors who were Hispanic or Latino

Visitor race

Question 24b

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

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

Results

- 94% of visitors were White (see Figure 13).
- 3% were Asian.

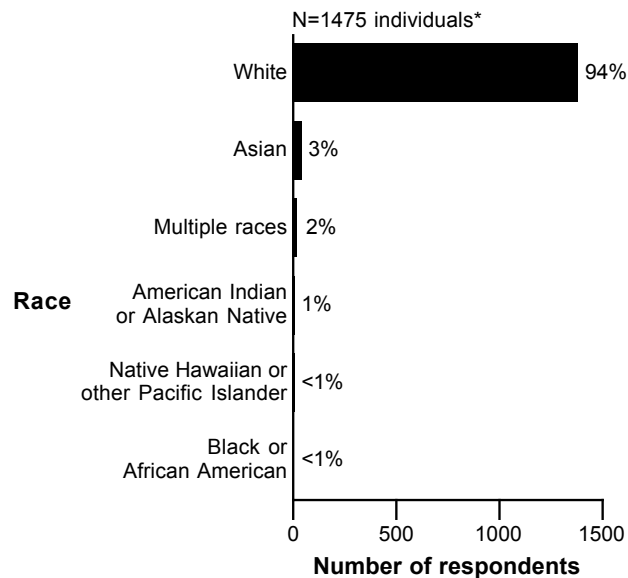


Figure 13. Visitor race

*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 19a

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

Results

- 97% of visitor groups preferred English for speaking (see Figure 14).
- “Other” languages (3%) are listed in Table 8.

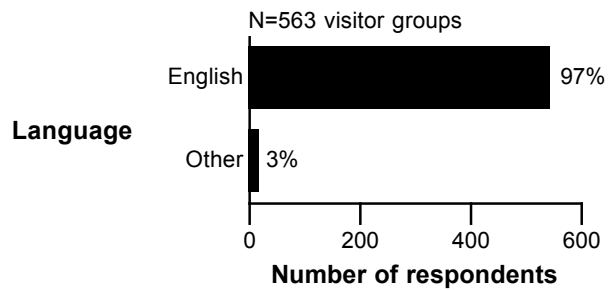


Figure 14. Language preferred for speaking

Question 19b

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

Results

- 97% of visitor groups preferred English for reading (see Figure 15).
- “Other” languages (3%) are listed in Table 9.

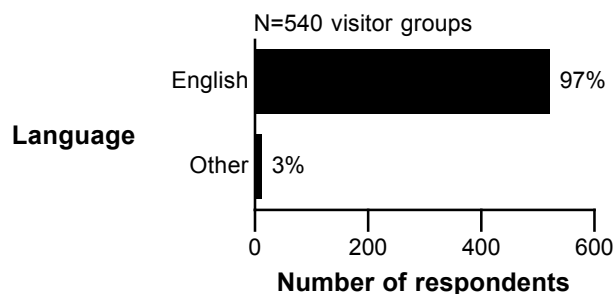


Figure 15. Language preferred for reading

Table 8. Other languages preferred for speaking (N=9 comments) – **CAUTION!**

Language	Number of times mentioned
French	2
German	2
Spanish	2
Japanese	1
Polish	1
Russian	1

Table 9. Other languages preferred for reading (N=6 comments) – **CAUTION!**

Language	Number of times mentioned
German	2
Spanish	2
Japanese	1
Thai	1

*total percentages do not equal 100 due to rounding

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

Visitors with physical conditions

Question 23a

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

Results

- 5% of visitor groups had members with physical conditions (see Figure 16).

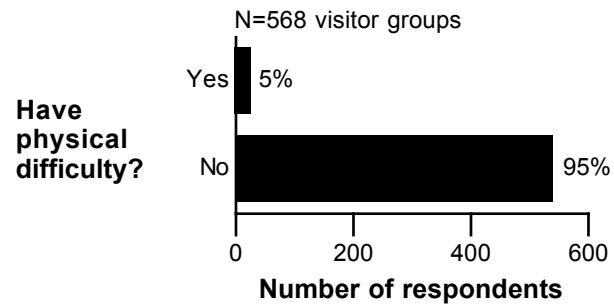


Figure 16. Visitor groups that had members with physical conditions

Question 23b

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

Results

- 16 visitor groups found services or activities that were difficult to access or participate in (see Table 10).

Table 10. Services/activities that were difficult to access/participate in (N=16 comments) – **CAUTION!**

Service/activity	Number of times mentioned
Hiking/walking	10
Mobility	2
Snowshoeing	2
Anything but driving	1
Sledding	1

*total percentages do not equal 100 due to rounding

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

Respondent level of education

Question 18

For you only, what is the highest level of education you have completed?

Results

- 38% of respondents had a graduate degree (see Figure 17).
- 37% had a bachelor's degree.

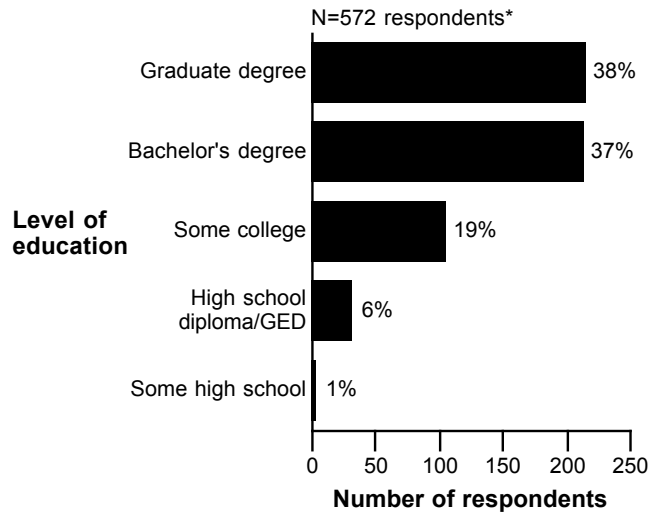


Figure 17. Respondent level of education

*total percentages do not equal 100 due to rounding

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

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did you and your personal group obtain information about Rocky Mountain NP?

Results

- 80% of visitor groups obtained information about Rocky Mountain NP prior to their visit (see Figure 18).

- As shown in Figure 19, among those visitor groups that obtained information about Rocky Mountain NP prior to their visit, the most common sources were:

72% Previous visits
 40% Friends/relatives/
 word of mouth
 34% Rocky Mountain NP
 website
 33% Maps/brochures

- “Other” sources (5%) were:

Colorado Mountain Club
 Live in the area
 Other painters
 Park ranger

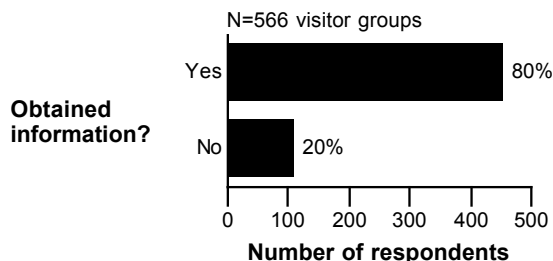


Figure 18. Visitor groups that obtained information prior to visit

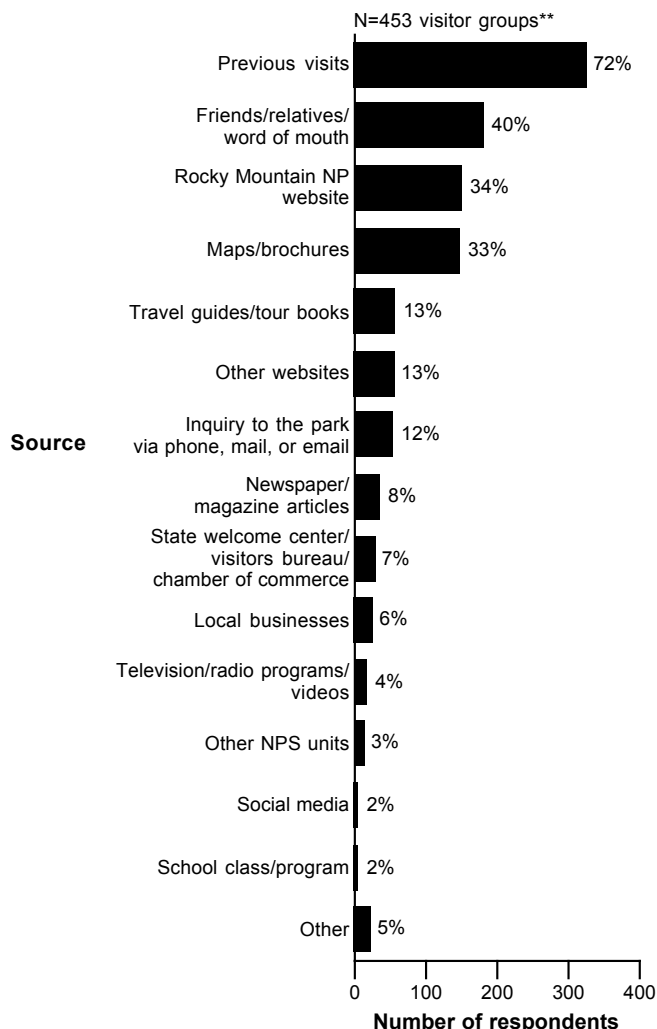


Figure 19. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

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

Question 1c

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

Results

- 95% of visitor groups received needed information prior to their visit (see Figure 20).

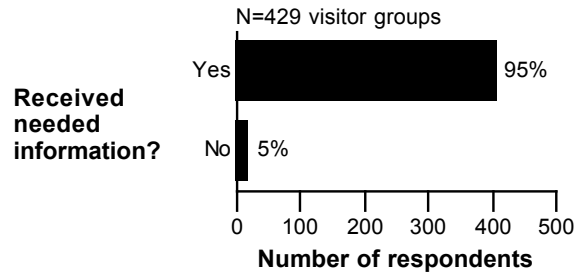


Figure 20. Visitor groups that received needed information prior to their visit

Question 1d

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

Results – Interpret results with CAUTION!

- 21 visitor groups listed information they needed but was not available (see Table 11).

Table 11. Needed information that was not available (N=21 comments) - **CAUTION!**

Service/activity	Number of times mentioned
Current snow pack conditions	2
Route conditions	2
Best wildlife viewing times and areas	1
Current snow conditions for snowshoeing	1
Detail map	1
Dog access on closed roads (winter)	1
Map	1
More detailed map for Fall River Road area	1
Parking information in winter	1
Pet information	1
Road closure information	1
Sledding hill activities	1
Snow conditions on trails	1
Trail conditions in Moraine Park and Bear Lake areas	1
Trail specific details	1
Updated information on backcountry skiing at Hidden Valley	1
Weather	1
Winter activities in the park	1
Winter trail updates	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 Rocky Mountain NP in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 21, visitor groups' more preferred sources of information for a future visit were:

64% Park website
 47% Maps/brochures
 46% Previous visits

- "Other" sources of information (1%) were:

Live in the area
 Park rangers
 Rocky Mountain NP visitor center

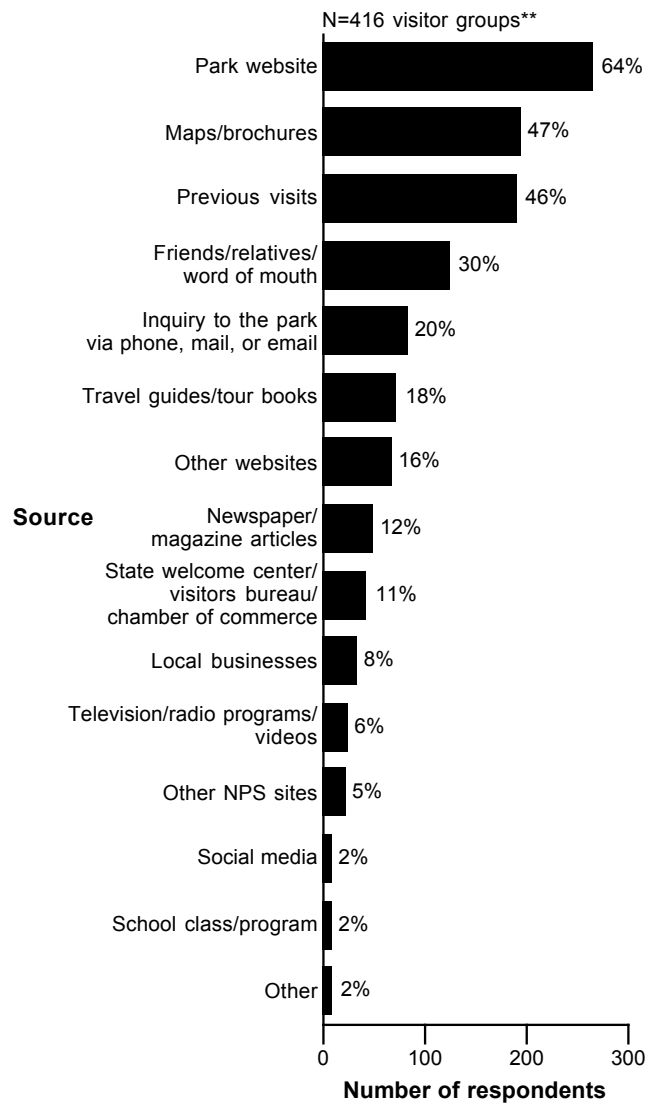


Figure 21. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

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

Primary reason for visiting the area

Question 2

On this trip, what was the primary reason that you and your personal group came to the Rocky Mountain NP area (within 20 miles of the park)?

Results

- 22% of visitor groups were residents of the area (see Figure 22).

- As shown in Figure 23, the primary reason for visiting the area (within 20 miles) of Rocky Mountain NP among non-resident visitor groups was:

73% Visit the park

- “Other” primary reasons (6%) were:

- Anniversary
- Avalanche awareness class
- Family weekend in Grand Lake
- Get park pass
- Great restaurants
- Honeymoon
- Plein air painting
- Research for school paper
- Resident further away - Firestone
- Resident within 30 miles of park
- Resident within 37 miles of park
- Resident within 50 miles
- Road trip - live 27 miles away
- Romantic getaway
- Second home in area
- Stayed at YMCA
- Stayed in Estes for five months
- Vacation home in area
- Vacation in Estes Park
- Volunteering Snow Mountain YMCA Ranch
- Wedding

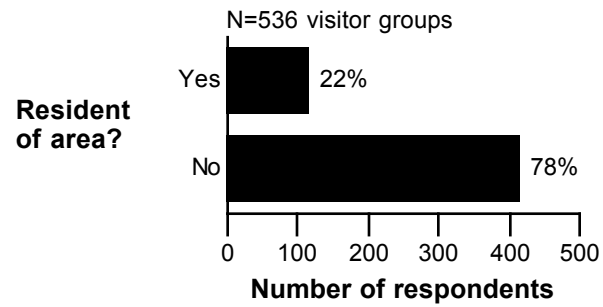


Figure 22. Residents of the area (within 20 miles of Rocky Mountain NP)

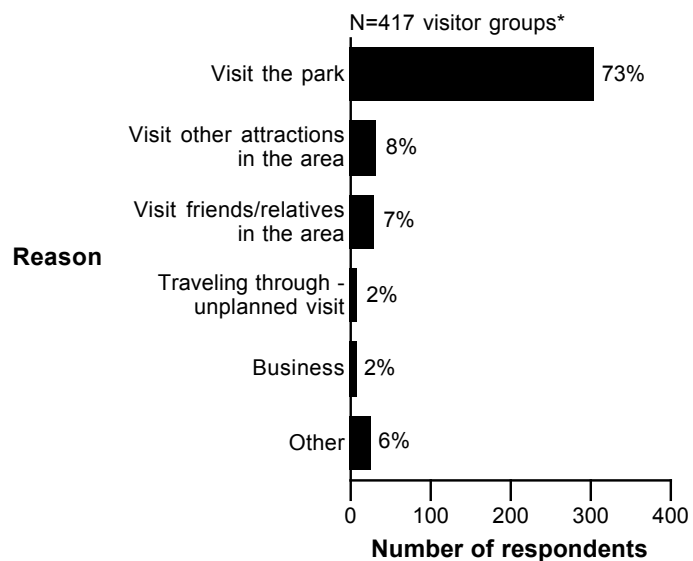


Figure 23. Primary reason for visiting the Rocky Mountain NP area (within 20 miles of the park)

*total percentages do not equal 100 due to rounding

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

Services used in nearby communities

Question 5a

In which communities did you and your personal group obtain or attempt to obtain support services (e.g. information, gas, food, lodging) for this visit to Rocky Mountain NP?

Results

- 72% of visitor groups obtained support services in nearby communities on this visit (see Figure 24).
- As shown in Figure 25, the communities most commonly used to obtain support services were:
 - 74% Estes Park
 - 14% Grand Lake
 - 11% Loveland
- Table 12 shows other communities (11%) in which support services were obtained.

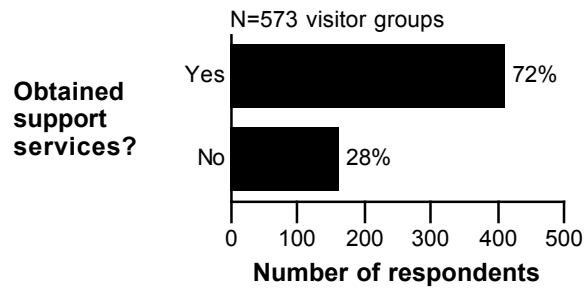


Figure 24. Visitor groups that obtained support services in nearby communities on this visit

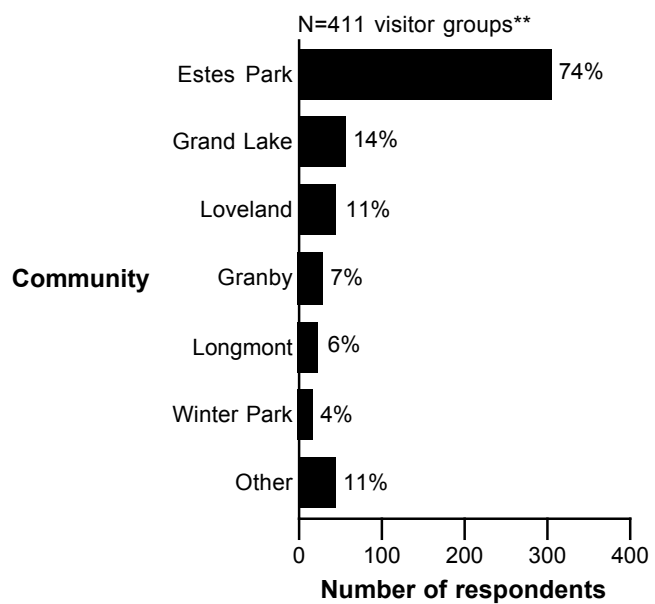


Figure 25. Nearby communities in which visitor groups obtained support services

*total percentages do not equal 100 due to rounding

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

Table 12. “Other” communities used to obtain support services (in Colorado)
(N=39 comments)

Community	Number of times mentioned
Boulder	10
Lyons	8
Fort Collins	7
Fraser	4
Greeley	2
Allenspark	1
Columbine Lake	1
Denver	1
Evergreen	1
Lafayette	1
Silverthorne	1
Tabernash	1
Windsor	1

Question 5b

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

Results

- 98% of visitor groups were able to obtain needed support services in nearby communities (see Figure 26).

Obtained needed services?

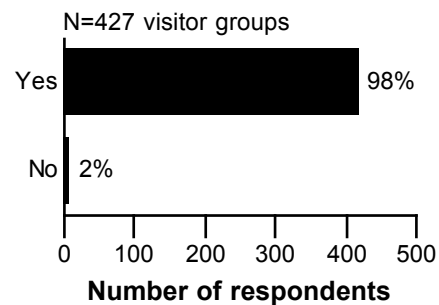


Figure 26. Visitor groups that were able to obtain needed services

Question 5c

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

Results – Interpret with CAUTION!

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

Table 13. Needed services that were not available
(N=7 comments) – **CAUTION!**

Service	Comment
Health food store	No comment
Map of park	Hotel had no maps or information on snowshoe trails
Massage	Not available as advertised - tried two places
Restaurants	No comment
Ski repair	Needed to repair old fashioned "Norwegian" wood skis with broken tip
Snowshoes	Warming house
Gift shops	No comment

*total percentages do not equal 100 due to rounding

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

Number of vehicles

Question 4a

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

Results

- 94% of visitor groups used one vehicle to arrive at the park (see Figure 27).
- 6% used two or more vehicles.

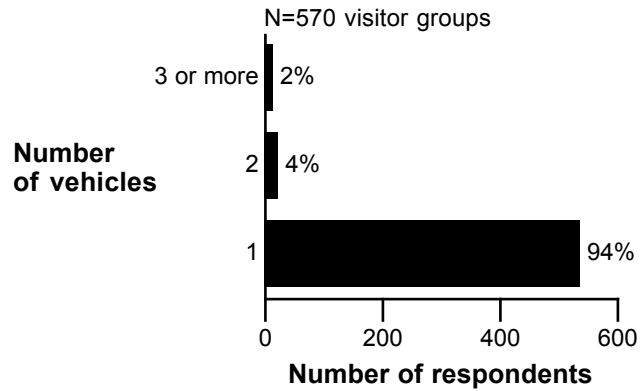


Figure 27. Number of vehicles used to arrive at the park

Number of park entries

Question 4b

On this visit, how many times did you and your personal group enter Rocky Mountain NP?

Results

- 73% of visitor groups entered the park one time (see Figure 28).
- 19% entered twice.

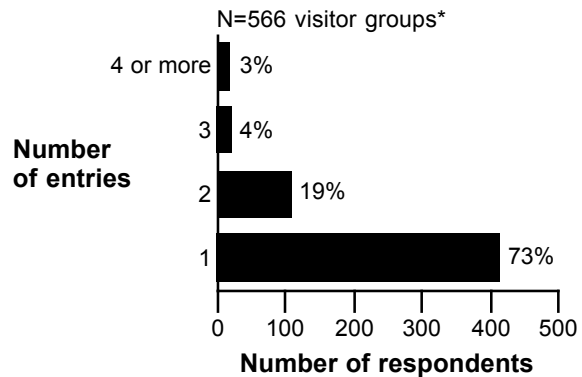


Figure 28. Number of park entries

*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 3a

On this trip, did you and your personal group stay overnight away from home in the area within 20 miles of the park?

Results

- 35% of visitor groups stayed overnight away from home in the area within 20 miles of the park (see Figure 29).

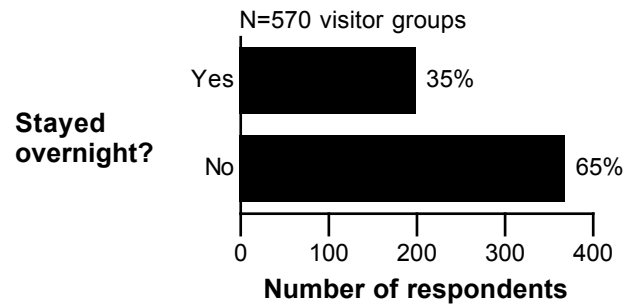


Figure 29. Visitor groups that stayed overnight within 20 miles of the park

Question 3b

If YES, how many nights did you and your personal group stay inside the park?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 30).

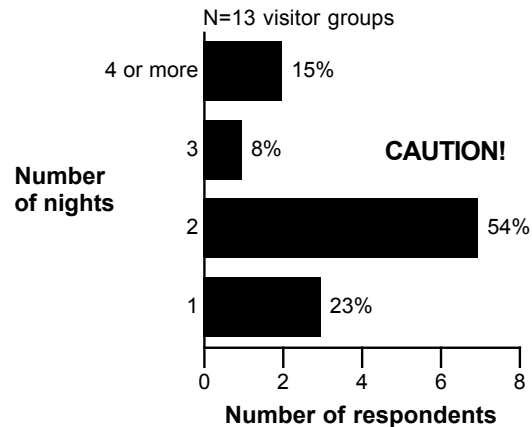


Figure 30. Number of nights spent inside the park

Question 3c

If YES, how many nights did you and your personal group stay outside the park within 20 miles?

Results

- 38% stayed two nights outside the park within 20 miles (see Figure 31).
- 24% of visitor groups stayed one night.
- The average number of nights stayed outside the park was 3.5.

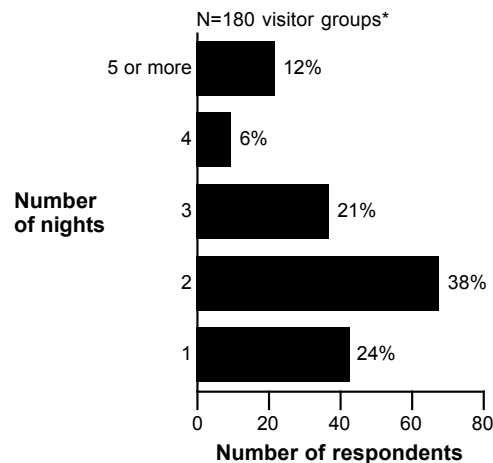


Figure 31. Number of nights spent in the area outside the park within 20 miles

*total percentages do not equal 100 due to rounding

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

Accommodations used inside the park

Question 3b

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 32).
- Campground locations inside the park were:
Moraine Park

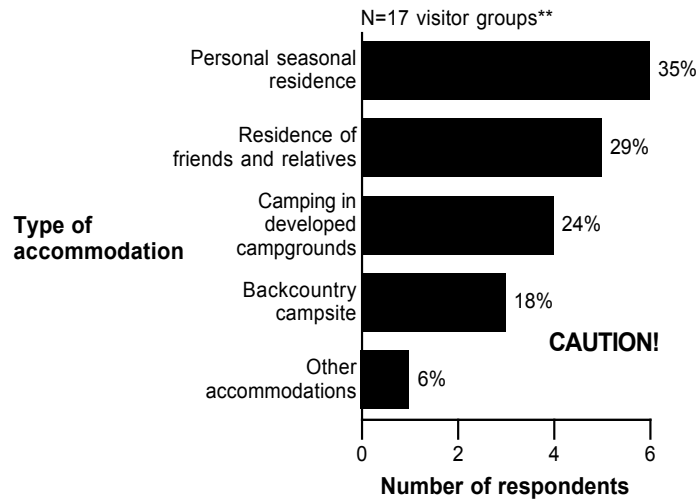


Figure 32. Accommodations used inside the park

Question 3b

How many nights did you and your personal group spend in the following accommodations inside the park?

Results

- Table 14 shows the number of nights spent at accommodations inside the park.

Table 14. Number of nights spent at accommodations inside the park (N=number of visitor groups that specified the number of nights in each type of accommodation)

Type of accommodation	N	Number of nights (%)			
		1	2	3	4 or more
Camping in a developed campground – CAUTION!	3	33	33	0	33
Backcountry campsite – CAUTION!	2	50	0	50	0
Personal seasonal residence – CAUTION!	4	0	100	0	0
Residence of friends or relatives – CAUTION!	3	0	67	0	33
Other – CAUTION!	1	100	0	0	0

*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 outside the park

Question 3c

In which types of accommodations did you and your personal group spend the night(s) outside park within 20 miles?

Results

- 82% of visitor groups stayed in a lodge, hotel, motel, rented condo/home, or bed & breakfast (see Figure 33).
- 11% stayed in a personal seasonal residence.
- “Other” types of accommodations (3%) were:

- Della Terra
- Evergreen, Estes Park
- Pop-up camper
- YMCA

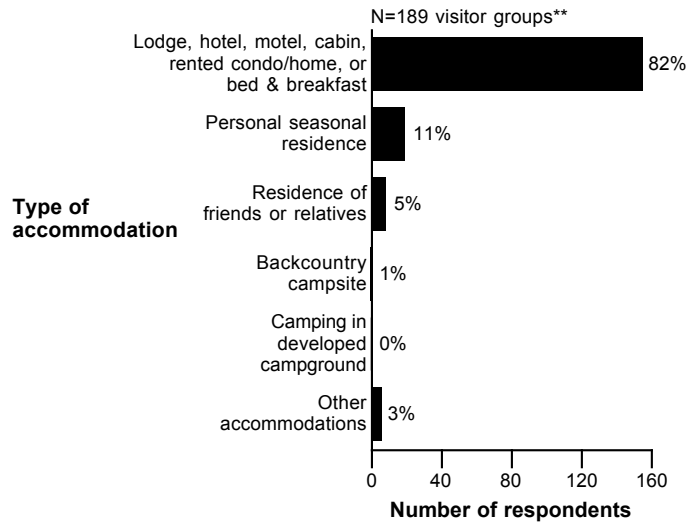


Figure 33. Accommodations used outside the park within 20 miles

Question 3c

How many nights did you and your personal group spend in the following accommodations outside the park?

Results

- Table 15 shows the number of nights spent at accommodations outside the park.

Table 15. Number of nights spent at accommodations outside the park within 20 miles (N=number of visitor groups that specified the number of nights spent in each type of accommodation)

Type of accommodation	N	Number of nights (%)*			
		1	2	3	4 or more
Lodge, hotel, motel, cabin, rented condo/home, B&B	147	26	37	20	18
Camping in a developed campground – CAUTION!	0	0	0	0	0
Backcountry campsite – CAUTION!	1	100	0	0	0
Personal seasonal residence – CAUTION!	20	10	45	30	15
Residence of friends or relatives – CAUTION!	9	33	22	11	33
Other – CAUTION!	5	20	20	20	40

*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 area

Question 6b

How long did you and your personal group stay in the Rocky Mountain NP area (within 20 miles of the park)?

Results

- 24% of visitor groups were residents of the area within 20 miles of the park (see Figure 34).

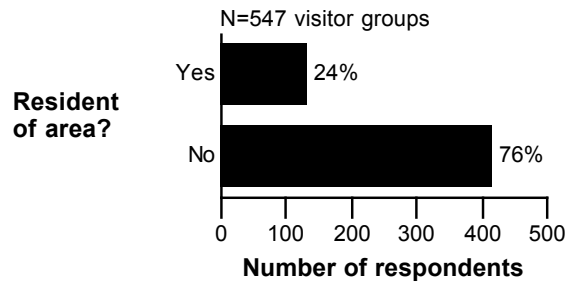


Figure 34. Visitor groups that were residents of the area (within 20 miles of the park)

Number of hours if less than 24

- 30% of visitor groups spent three to four hours in the park area (see Figure 35).
- 29% spent five to six hours.
- The average length of stay for visitor groups who spent less than 24 hours in the park area was 4.8 hours.

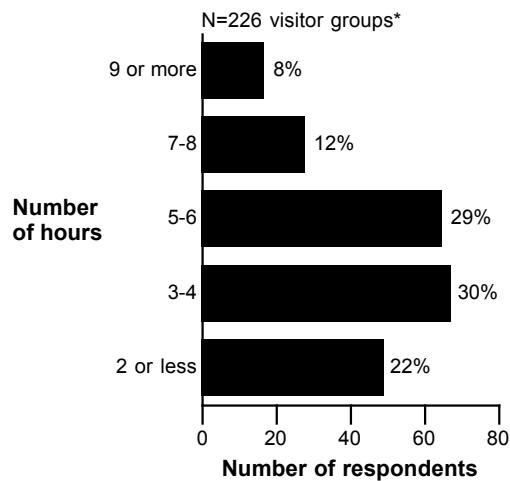


Figure 35. Number of hours spent in the park area

Number of days if 24 hours or more

- 39% of visitor groups spent two days in the park area (see Figure 36).
- 29% spent three days.
- The average length of stay for visitor groups who spent 24 hours or more in the park area was 3.3 days.

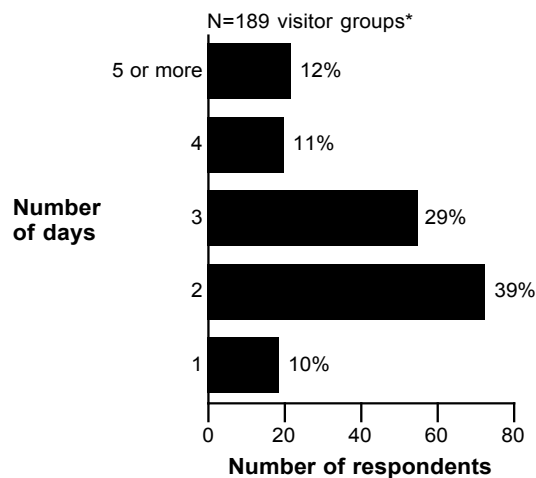


Figure 36. Number of days spent in the park area

Average length of stay

- The average length of stay in the park area for all visitor groups was 38.2 hours or 1.6 days.

*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 6a

On this trip, how long did you and your personal group spend visiting Rocky Mountain NP?

Results

Number of hours if less than 24

- 38% of visitor groups spent three to four hours in the park (see Figure 37).
- 27% spent two hours or less.
- The average length of stay for visitor groups who spent less than 24 hours in the park was 4.2 hours.

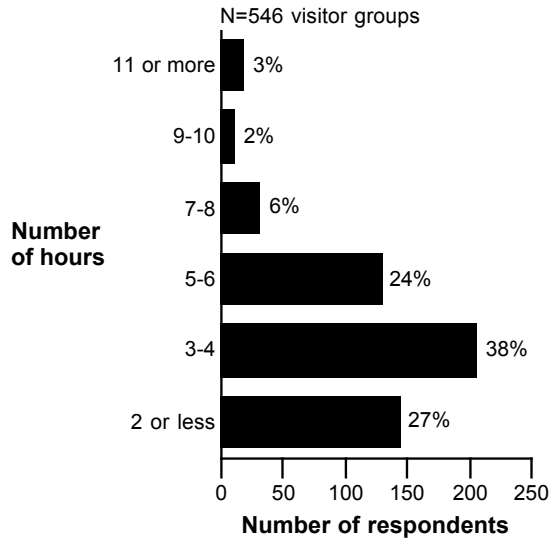


Figure 37. Number of hours spent in the park

Number of days if 24 hours or more

Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 38).

Average length of stay

- The average length of stay in the park for all visitor groups was 6.2 hours.

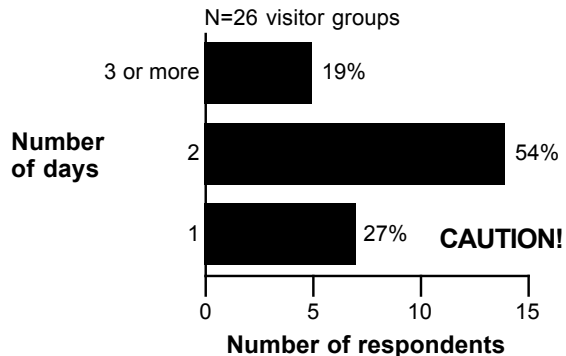


Figure 38. Number of days spent in the park

*total percentages do not equal 100 due to rounding

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

Order of sites visited in the park**Question 7**

For this visit, please list the order in which you and your personal group visited the following sites at Rocky Mountain NP by writing the number 1, 2, 3, etc. on the line next to the site. If you did not visit the site, please leave that line blank.

Results

- The order in which the sites were visited is shown in Table 16.
- See Table 17 for a listing of “other” sites visited.

Table 16. Order of sites visited
(N=number of visitor groups that visited each site)

Site	N	Order visited (%)*				
		1 st	2 nd	3 rd	4 th	5 th and up
Fall River Visitor Center	120	73	8	5	7	7
Old Fall River Road	74	31	49	7	11	2
Beaver Meadows Visitor Center	146	55	16	14	6	10
Colorado River Trailhead	45	36	38	18	2	6
Sprague Lake	109	27	41	25	5	3
Bear Lake	226	44	33	15	6	2
Adam Falls – CAUTION!	12	25	17	42	0	17
Trail Ridge Road	67	25	31	28	7	7
Hidden Valley (Snowplay)	86	43	33	13	6	5
Holzwarth Historic Site – CAUTION!	23	9	74	9	4	4
Kawuneeche Visitor Center	56	80	9	2	4	6
Lily Lake – CAUTION!	21	14	24	29	24	10
Longs Peak Trailhead – CAUTION!	10	10	30	0	10	50
Wild Basin – CAUTION!	12	33	0	8	25	33
Other	116	38	34	21	5	3

*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

- As shown in Figure 39, the most commonly visited sites by visitor groups at Rocky Mountain NP were:

44% Bear Lake
 28% Beaver Meadows Visitor Center
 23% Fall River Visitor Center

- The least visited sites were:

2% Longs Peak Trailhead
 2% Adams Falls

- “Other” sites (30%) that were visited are shown in Table 17.

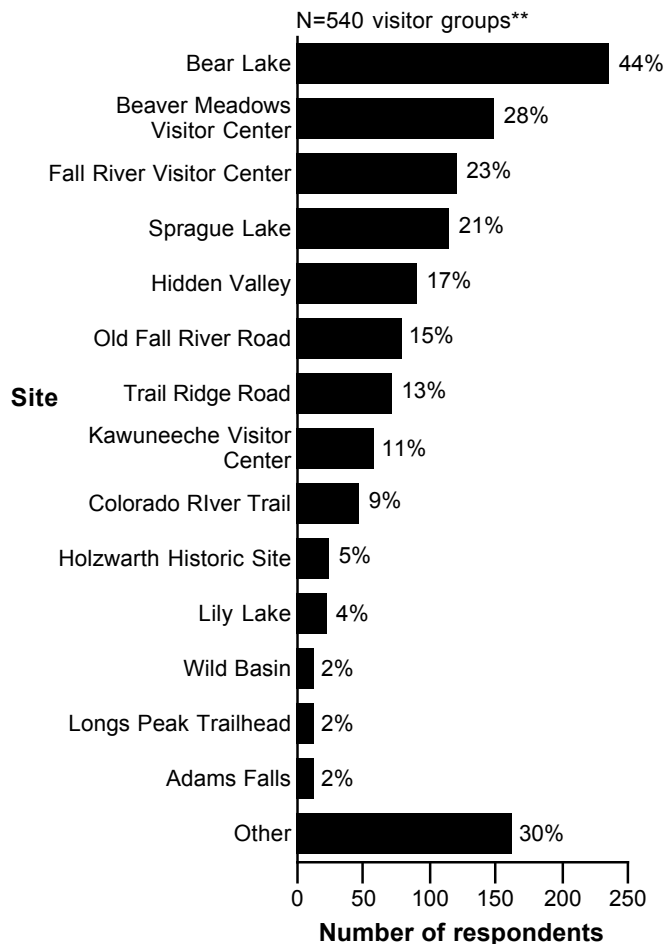


Figure 39. Sites visited in the park

*total percentages do not equal 100 due to rounding

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

Table 17. “Other” sites visited in the park
(N=203 comments)

Site	Number of times mentioned
Moraine Park	42
Horseshoe Park	15
Alluvial Fan	12
Hollowell Park/Trailhead	8
Cub Lake Trailhead	7
Bierstadt Lake	6
Cub Lake	6
Glacier Gorge	6
Green Mountain Trail	6
Glacier Basin	5
Loch Vale	5
Bowen Baker	4
Glacier Gorge Trailhead	4
Lawn Lake Trail	4
Nymph Lake	4
Deer Ridge Junction	3
Dream Lake	3
Emerald Lake	3
Endo Valley	3
Fern Lake	3
Mills Lake	3
Alberta Falls	2
Chasm Falls	2
Fern Lake Trail	2
Green Mountain	2
Harbison Meadows	2
Many Parks Curve	2
Onahu trails	2
The Loch	2
Tonahutu trails	2
Upper Beaver Meadows	2
Andrews Glacier	1
Bowen Gulch Trail	1
Chapin Trailhead	1
Deer Creek Trailhead	1
East Inlet	1
East Shore Trail	1
Estes Park	1
Gem Lake	1
Glacier Meadows Trailhead	1
Grand Lake	1
Green River Trail	1

*total percentages do not equal 100 due to rounding

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

Table 17. Other¹ sites visited in the park (continued)

Site	Number of times mentioned
Jewel Lake	1
Lawn Falls	1
Loch Vale Gorge	1
Lulu City	1
Maize Lake	1
Moraine Park Valley	1
Moraine Park Visitor Center Amphitheater	1
North Inlet	1
North Inlet trails	1
Onahu	1
Park gate	1
Picnic area	1
Shadow Mountain Lake	1
Ski Hidden Valley	1
Storm Pass Trail	1
Sun Valley Trail	1
Timber Creek	1
Timber Lake trailhead	1
Trail between Sun Valley and Coyote Valley	1
Trail Ridge Road	1

*total percentages do not equal 100 due to rounding

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

Activities on this visit

Question 8a

On this visit, in which activities did you and your personal group participate within Rocky Mountain NP?

Results

- As shown in Figure 40, the most common activities in which visitor groups participated on this visit were:

- 66% Viewing scenery
- 45% Wildlife viewing/ bird watching
- 42% Snowshoeing

- “Other” activities (5%) were:

- Alpine Tour skiing
- Avalanche class
- Backcountry skiing
- Buy senior pass
- Fishing
- Ice climbing
- Looking for summer campground
- Looking for wedding site
- Movie at Kawuneeche Visitor Center
- Relaxing
- Shopping
- Snowboarding
- Solitude

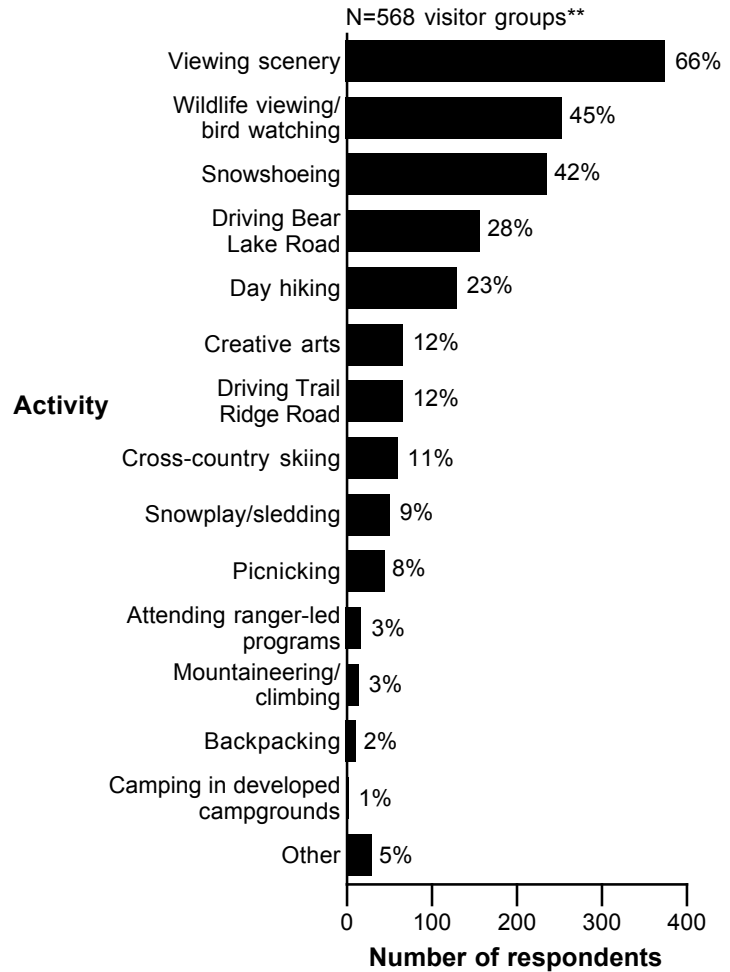


Figure 40. Activities on this visit

*total percentages do not equal 100 due to rounding

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

Most important activity

Question 8c

Which one of the above activities was most important to you and your personal group on this visit to Rocky Mountain NP?

Results

- As shown in Figure 41, The “most important activity” most commonly listed by visitor groups were:

34% Snowshoeing
 19% Viewing scenery
 15% Wildlife viewing/ bird watching

- Other “most important activities” (3%) were:

Avalanche class
 Alpine Tour skiing
 Backcountry skiing

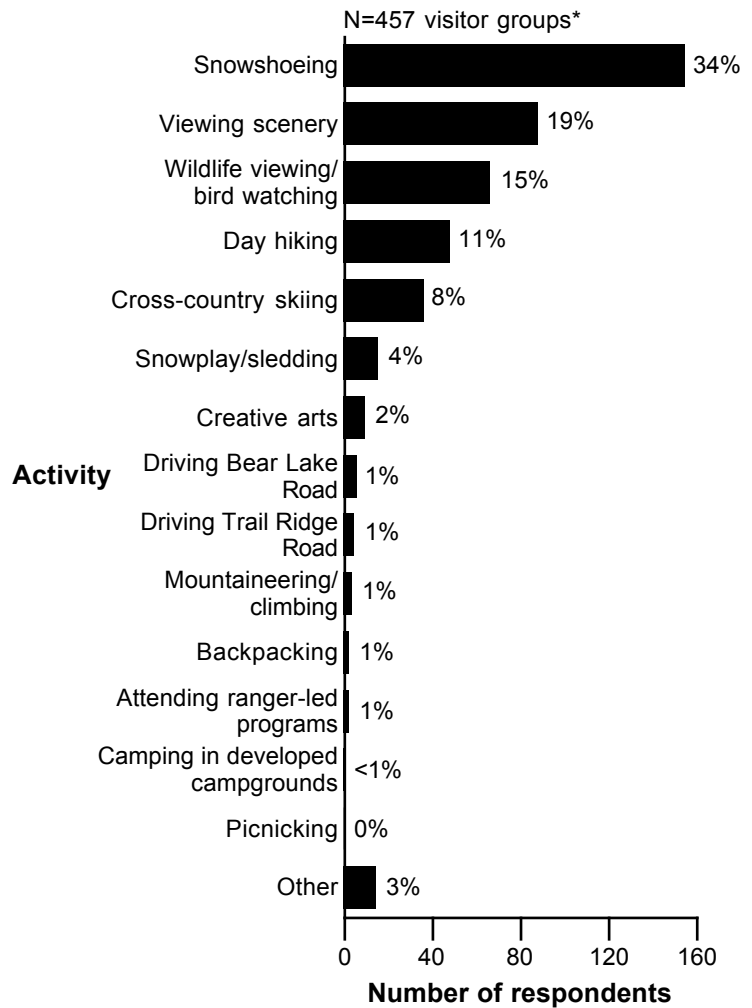


Figure 41. Most important activity at Rocky Mountain NP

*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 visit

Question 8b

If you were to visit Rocky Mountain NP in the future, in which activities would you and your personal group expect to participate?

Results

- As shown in Figure 42, the most common activities in which visitor groups expected to participate on a future visit were:

- 84% Day hiking
- 76% Viewing scenery
- 65% Wildlife viewing/bird watching
- 65% Driving Trail Ridge Road

- “Other” activities (10%) were:

- Alpine tour/telemark skiing
- Backcountry sites
- Backcountry skiing
- Biking
- Biking Fall River Road
- Biking Trail Ridge
- Cycling
- Drive Fall River Road
- Elk season
- Exploring off-trail
- Fall River Road
- Fishing
- Fly fishing
- Horse packing
- Horseback riding
- Ice skating
- Mountain golf driving range
- Napping
- Relaxing
- See waterfalls in summer
- Participate in seminars
- Snowboarding
- Stargazing with telescope
- Study botany of area
- Visitor center programs
- Wildflower hikes

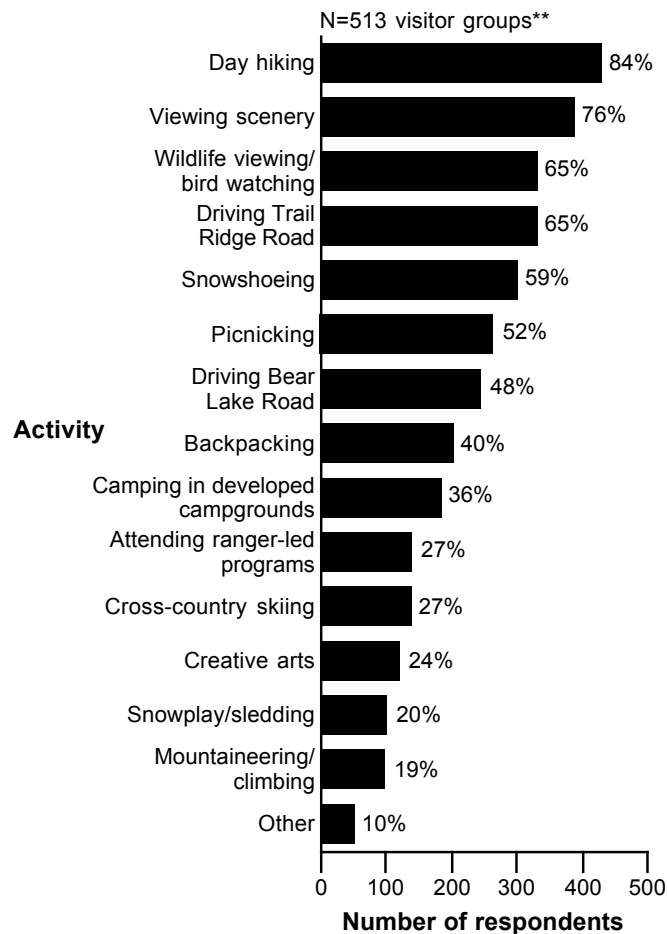


Figure 42. Activities on future visit

*total percentages do not equal 100 due to rounding

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

Ranger-led programs/activities

Question 8d

If you and your personal group did not attend any ranger-led programs/activities on this visit, why not?

Results

- As shown in Figure 43, the most common reasons that visitor groups did not attend ranger-led programs/activities were:

48% Did not have time
34% Not interested

- “Other” reasons (10%) are listed in Table 18.

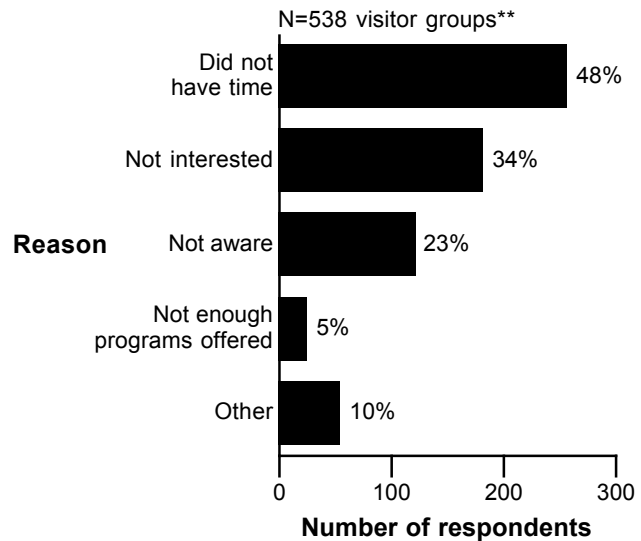


Figure 43. Reasons why visitor groups did not attend ranger-led programs/activities

Table 18. “Other” reasons for not attending ranger-led programs/activities (N=41 comments)

Reason	Number of times mentioned
Had other plans	9
Weather conditions	6
Came to snowshoe	4
Wintertime	4
Park closed due to snow	3
Already familiar with park	2
Physical limitations	2
Program cancelled	2
Came to day hike	1
Did not have children along	1
Expenses	1
Have attended programs in the past	1
Icy conditions	1
Programs are geared toward novices	1
Too tired	1
Visit was unplanned	1
Visited in February	1

*total percentages do not equal 100 due to rounding

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

Ratings of Services, Facilities, Attributes, Resources and Elements

Information services and facilities used

Question 11a

Please indicate all the information services and facilities that you or your personal group used during this visit to Rocky Mountain NP.

Results

- As shown in Figure 44, the most common information services and facilities used by visitor groups were:

72% Directional signs in park
 56% Trailhead signs
 56% Park brochure/map

- The least used services/facilities were:

1% Junior Ranger program
 1% Evening programs

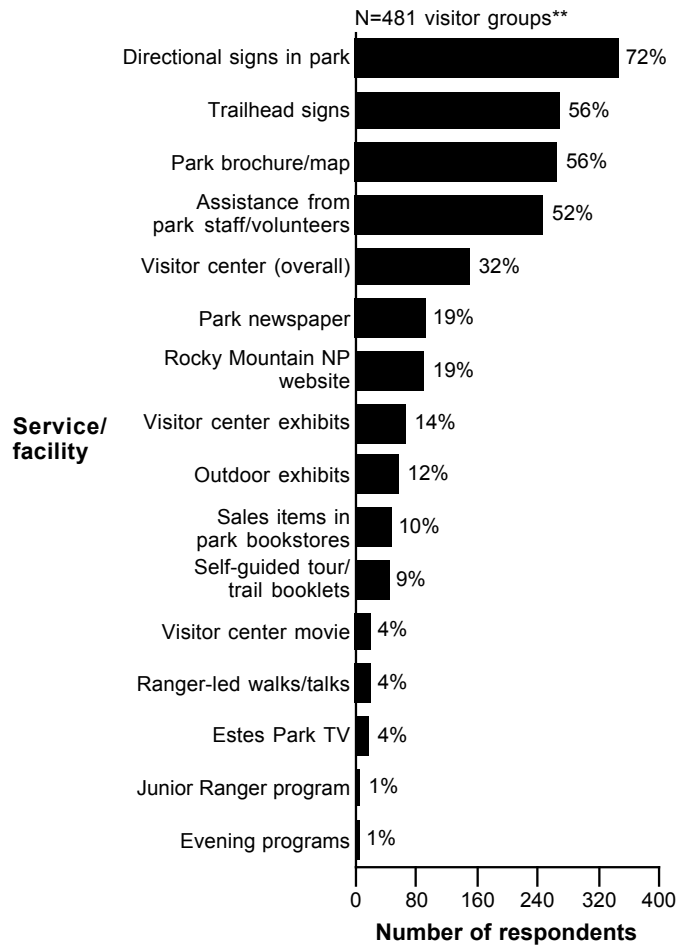


Figure 44. Information services and facilities used

*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 11b

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

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

Results

- Figure 45 shows the combined proportions of “extremely important” and “very important” ratings of information services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 84% Self-guided tour/trail booklets
- 83% Trailhead signs
- 82% Park brochure/map

- Table 19 shows the importance ratings of each service and facility.
- Figures 46 – 61 show how visitor groups rated the importance of each information service or facility.
- The services/facilities receiving the highest “not important” rating that were rated by 30 or more visitor groups were:

- 3% Park website
- 3% Visitor center exhibits

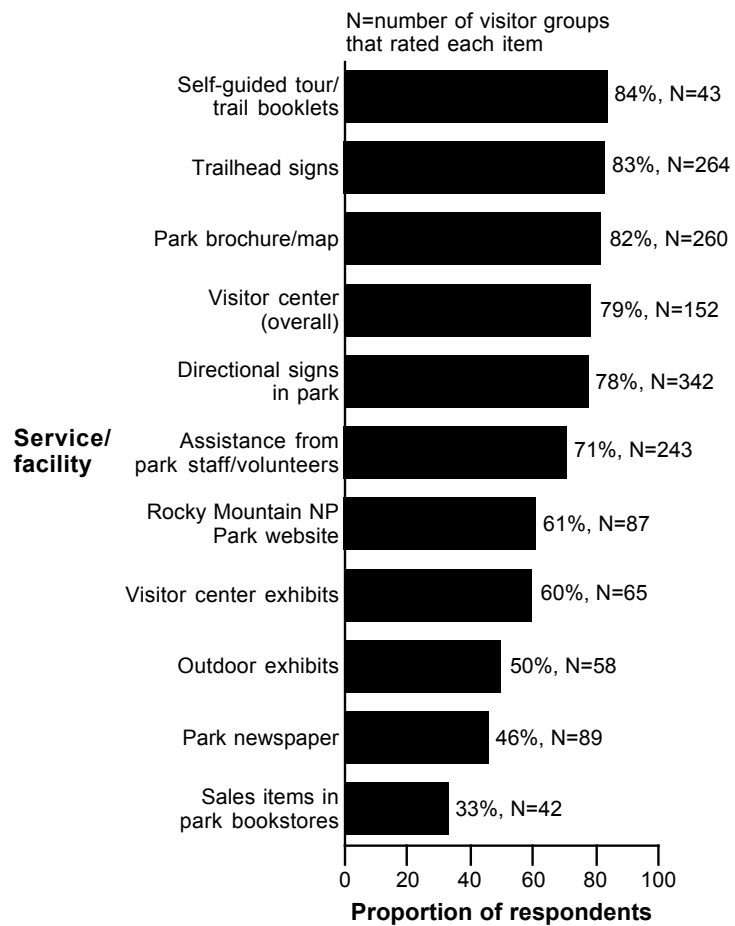


Figure 45. Combined proportions of “extremely important” and “very important” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

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

Table 19. Importance ratings of information services and facilities
(N=number of visitor groups that rated each service and facility)

Service/facility	N	Rating (%)*				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Assistance from park staff/volunteers	243	2	6	21	35	36
Directional signs in park	342	1	6	15	34	44
Estes Park TV (videos on park resources) – CAUTION!	17	6	35	29	12	18
Evening programs – CAUTION!	4	0	25	25	25	25
Junior Ranger program – CAUTION!	7	14	14	14	29	29
Outdoor exhibits (roadside/trailsides)	58	0	10	40	31	19
Park brochure/map	260	<1	4	13	33	49
Park newspaper	89	2	17	35	33	13
Ranger-led walks/talks – CAUTION!	17	0	6	6	41	47
Park website: www.nps.gov/romo (used before or during visit)	87	3	9	26	32	29
Sales items in park bookstores (selection, price, etc.)	42	2	17	48	19	14
Self-guided tour/trail booklets	43	2	5	9	51	33
Trailhead signs	264	2	4	11	29	54
Visitor center exhibits	65	3	8	29	42	18
Visitor center movie – CAUTION!	19	0	11	37	32	21
Visitor center (overall)	152	1	5	14	39	40

*total percentages do not equal 100 due to rounding

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

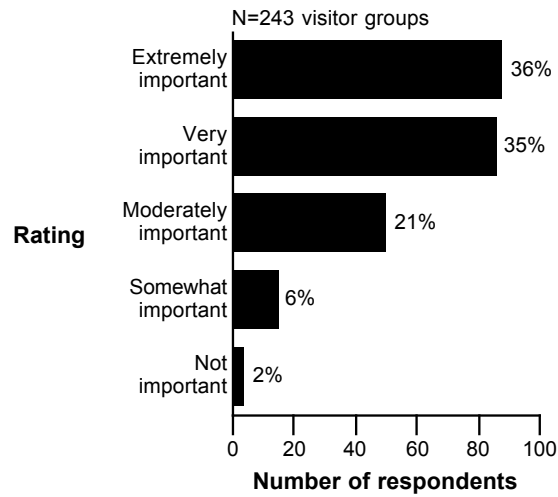


Figure 46. Importance of assistance from park staff/volunteers

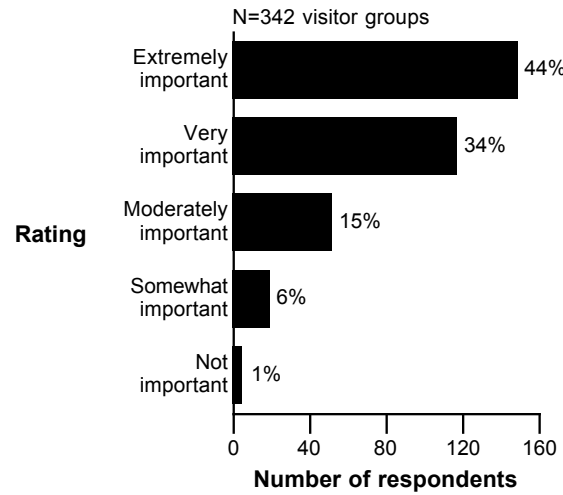


Figure 47. Importance of directional signs in park

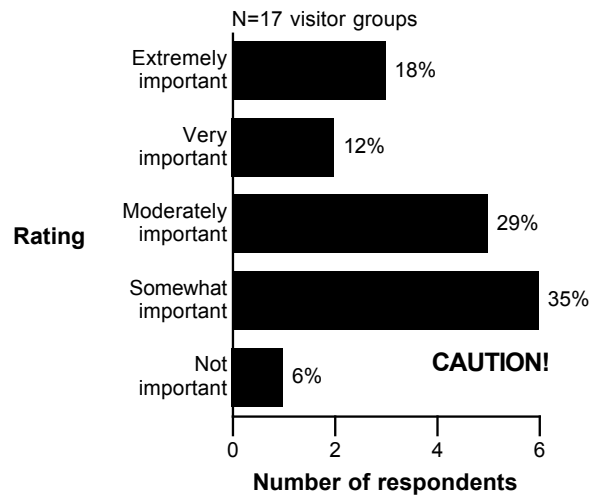


Figure 48. Importance of Estes Park TV (videos on park resources)

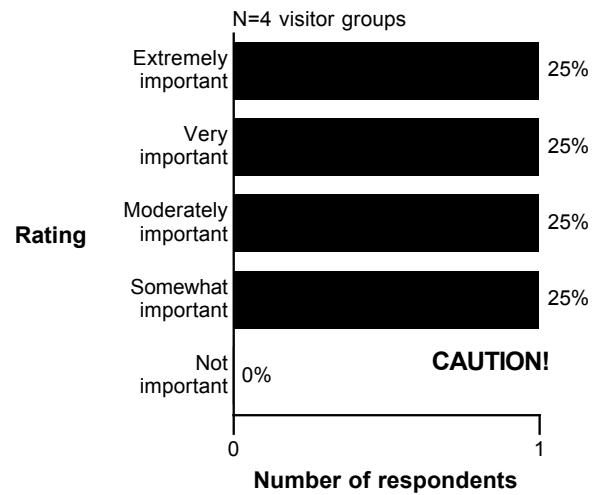


Figure 49. Importance of evening programs

*total percentages do not equal 100 due to rounding

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

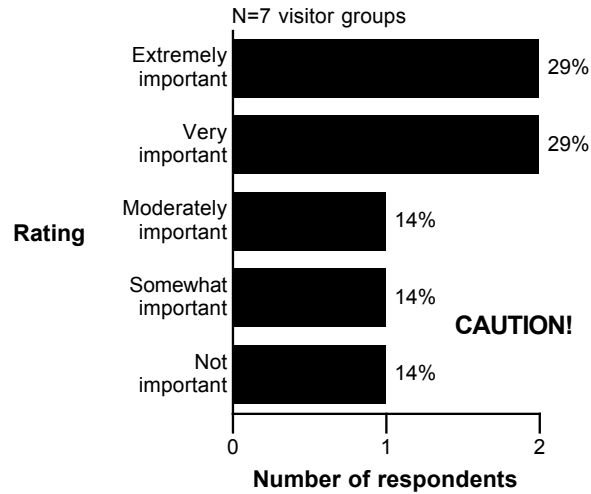


Figure 50. Importance of Junior Ranger program

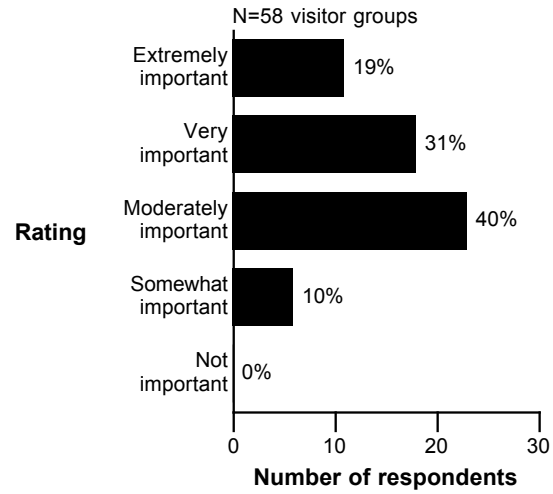


Figure 51. Importance of outdoor exhibits (roadside/trailside)

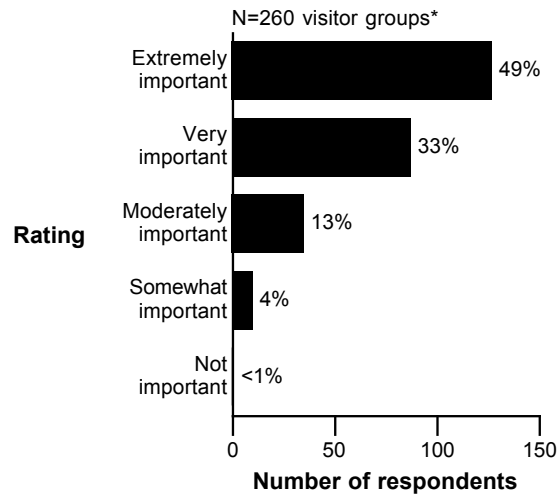


Figure 52. Importance of park brochure/map

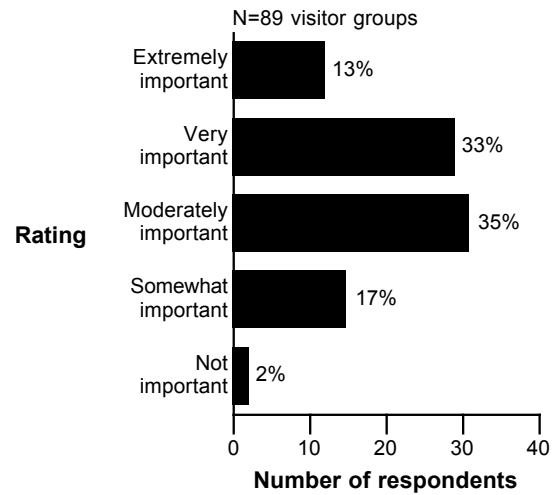


Figure 53. Importance of park newspaper

*total percentages do not equal 100 due to rounding

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

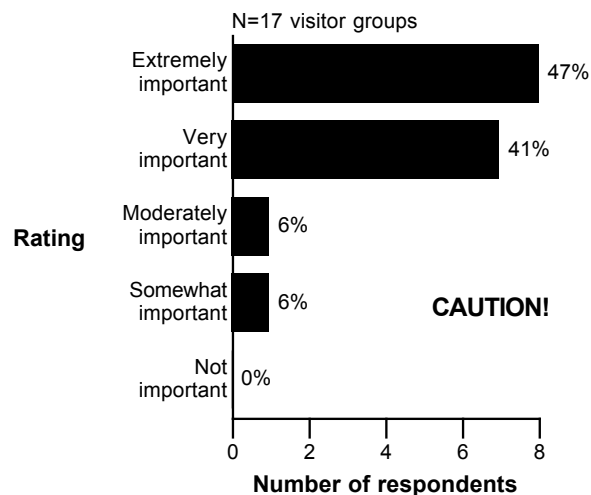


Figure 54. Importance of ranger-led walks/talks

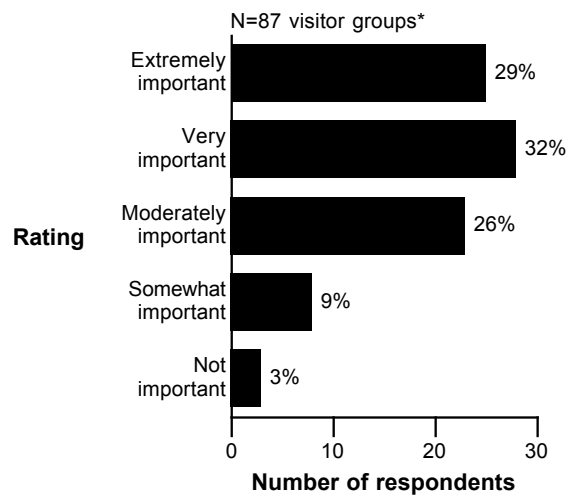


Figure 55. Importance of Rocky Mountain NP website: www.nps.gov/romo (used before or during visit)

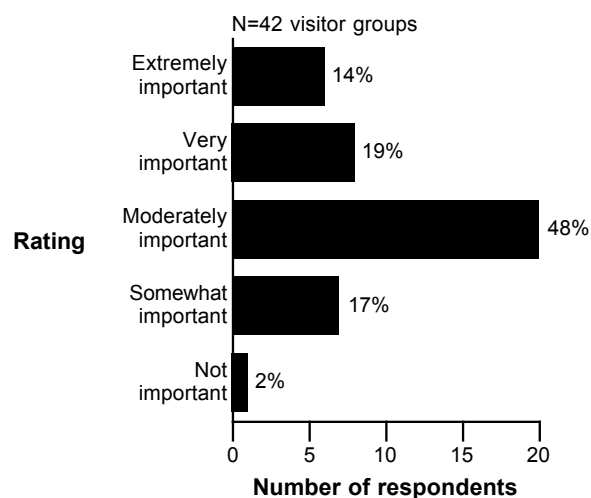


Figure 56. Importance of sales items in park bookstores (selection, price, etc.)

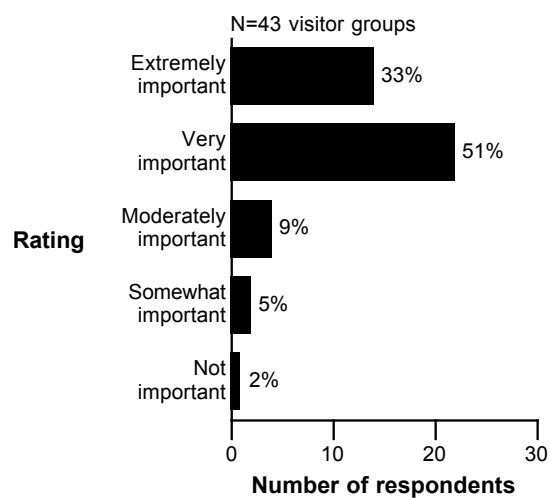


Figure 57. Importance of self-guided tour/trail booklets

*total percentages do not equal 100 due to rounding

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

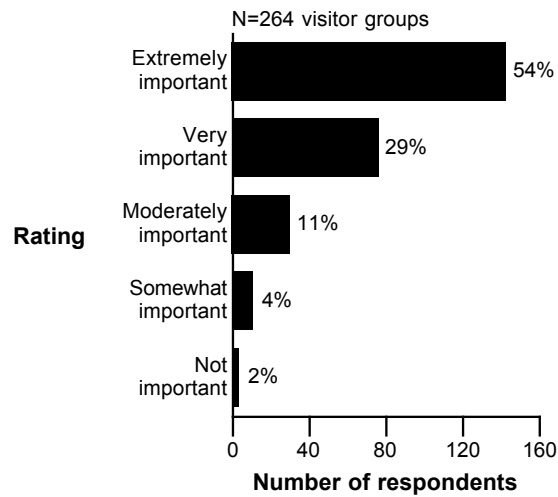


Figure 58. Importance of trailhead signs

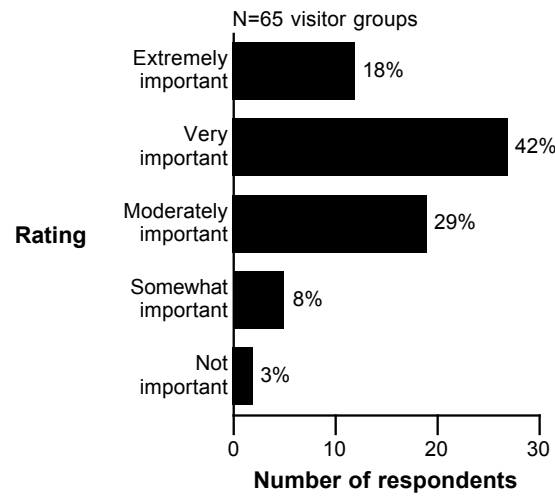


Figure 59. Importance of visitor center exhibits

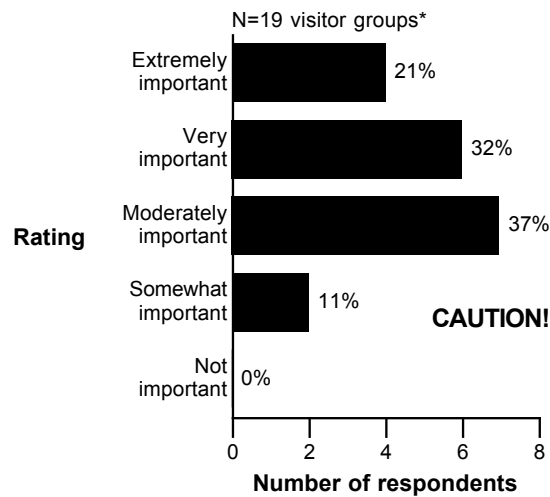


Figure 60. Importance of visitor center movie

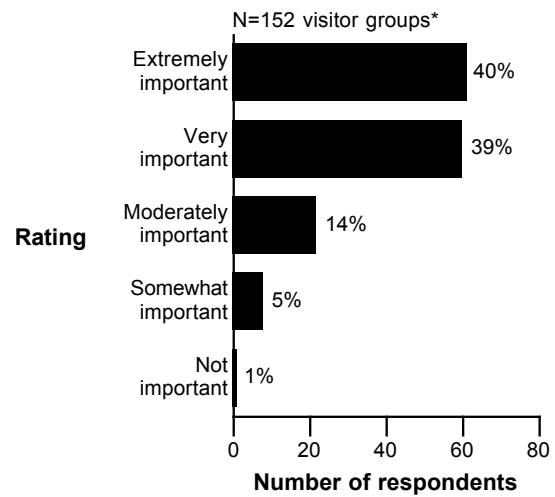


Figure 61. Importance of visitor center (overall)

*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 11c

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

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

Results

- Figure 62 shows the combined proportions of “very good” and “good” quality ratings of information services and facilities that were rated by 30 or more visitor groups.

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

- 94% Assistance from park staff/volunteers
- 92% Park brochure/map
- 90% Self-guided tour/trail booklets
- 90% Park brochure/map

- Table 20 shows the quality ratings of each service and facility.

- Figures 63 – 78 show how visitor groups rated the quality of each information service or facility.

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

- 1% Park newspaper
- 1% Trailhead signs
- 1% Visitor center (overall)

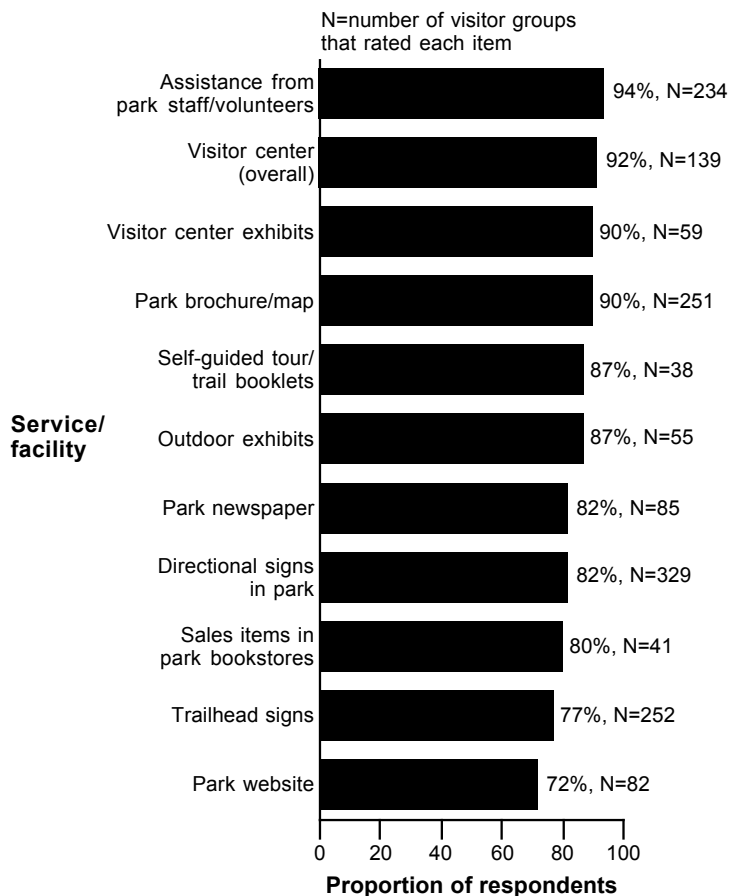


Figure 62. Combined proportions of “very good” and “good” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

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

Table 20. Quality ratings of information services and facilities
(N=number of visitor groups that rated each service and facility)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Assistance from park staff/ volunteers	234	<1	<1	5	23	71
Directional signs in park	329	<1	3	14	39	43
Estes Park TV (videos on park resources) – CAUTION!	15	0	0	27	40	33
Evening programs – CAUTION!	3	0	0	0	67	33
Junior Ranger program – CAUTION!	4	0	0	25	0	75
Outdoor exhibits (roadside/trailside)	55	0	0	13	47	40
Park brochure/map	251	0	1	9	40	50
Park newspaper	85	1	2	14	40	42
Ranger-led walks/talks – CAUTION!	15	0	0	0	13	87
Park website: www.nps.gov/romo (used before or during visit)	82	0	6	22	51	21
Sales items in park bookstores (selection, price, etc.)	41	0	2	17	51	29
Self-guided tour/trail booklets	38	0	3	11	53	34
Trailhead signs	252	1	5	17	42	35
Visitor center exhibits	59	0	0	10	46	44
Visitor center movie – CAUTION!	17	0	6	6	29	59
Visitor center (overall)	139	1	0	6	32	60

*total percentages do not equal 100 due to rounding

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

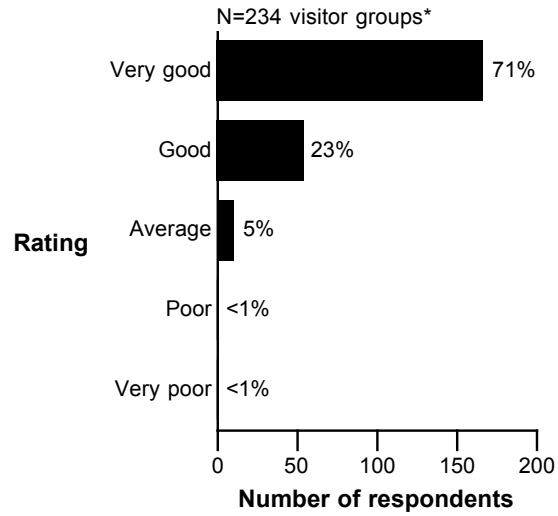


Figure 63. Quality of assistance from park staff/volunteers

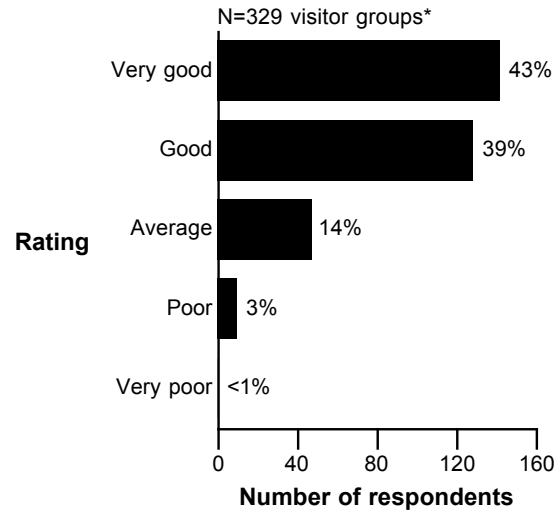


Figure 64. Quality of directional signs in park

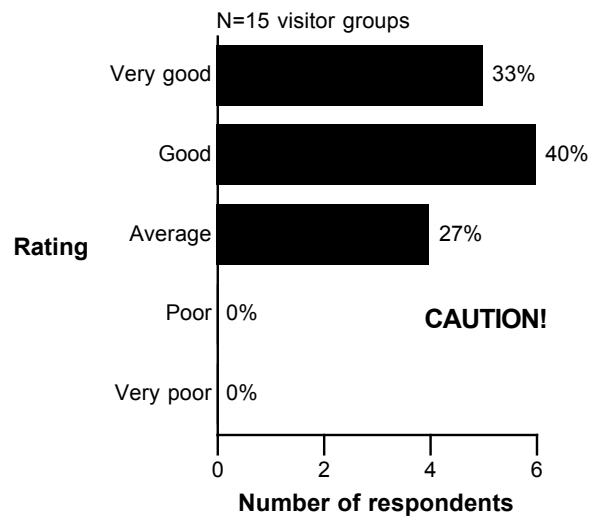


Figure 65. Quality of Estes Park TV (videos on park resources)

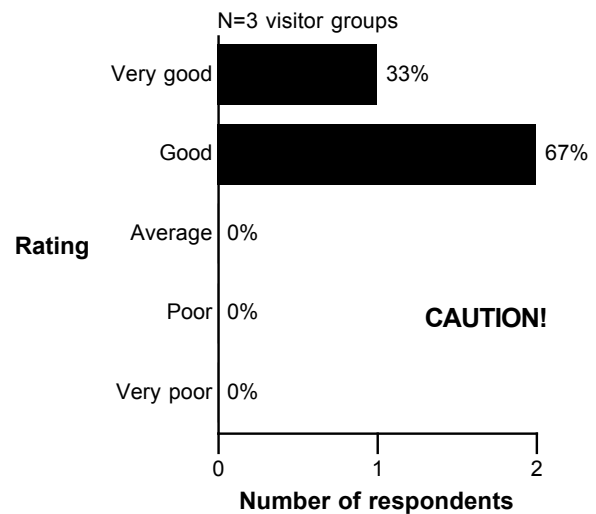


Figure 66. Quality of evening programs

*total percentages do not equal 100 due to rounding

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

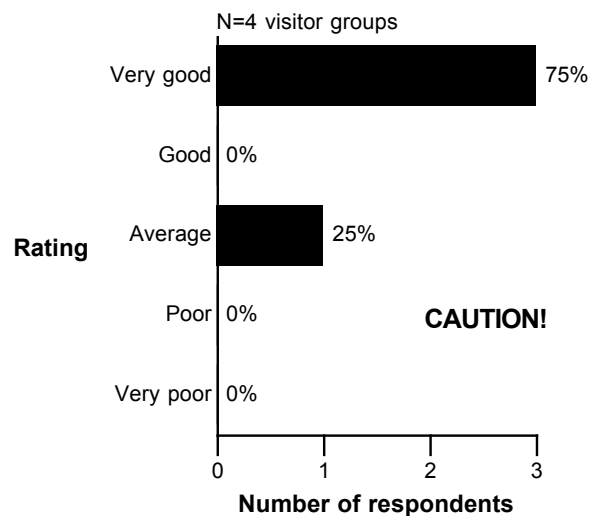


Figure 67. Quality of Junior Ranger program

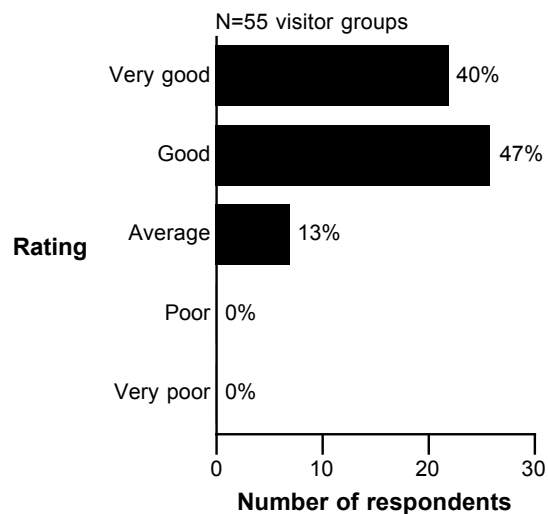


Figure 68. Quality of outdoor exhibits (roadside/trailside)

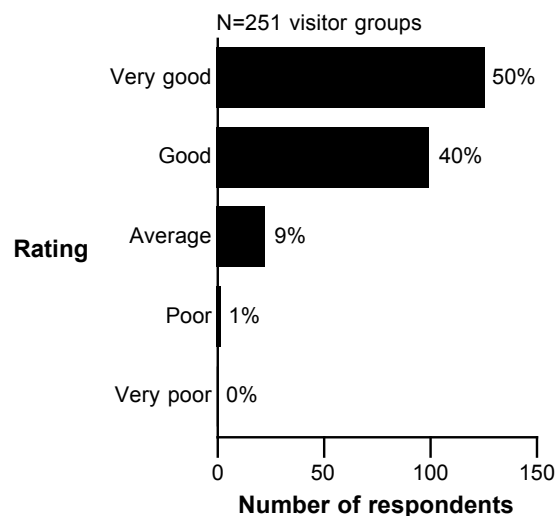


Figure 69. Quality of park brochure/map

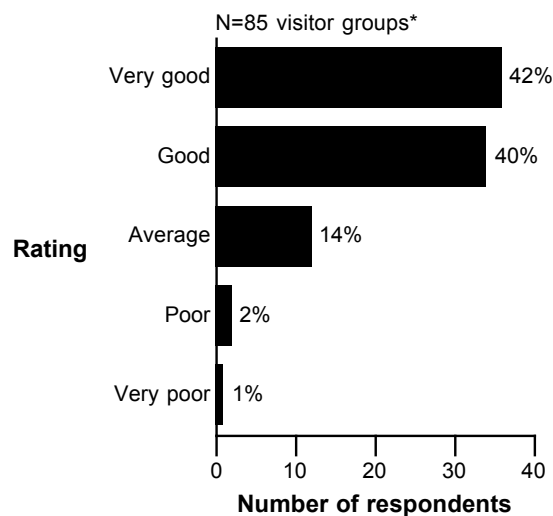


Figure 70. Quality of park newspaper

*total percentages do not equal 100 due to rounding

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

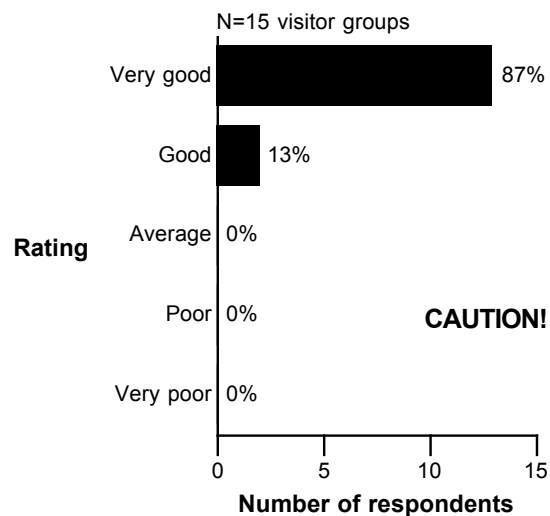


Figure 71. Quality of ranger-led walks/talks

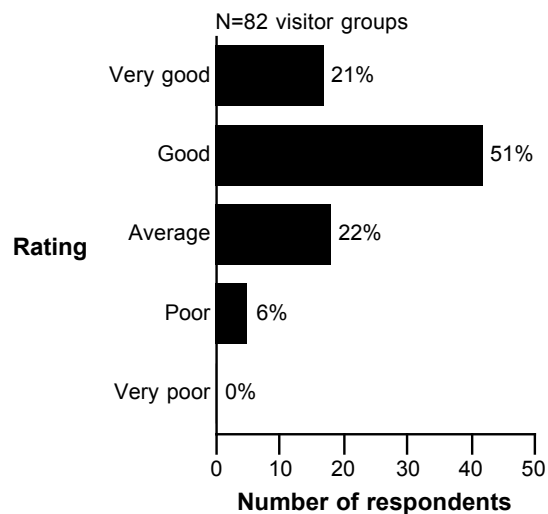


Figure 72. Quality of Rocky Mountain NP website: www.nps.gov/romo (used before or during visit)

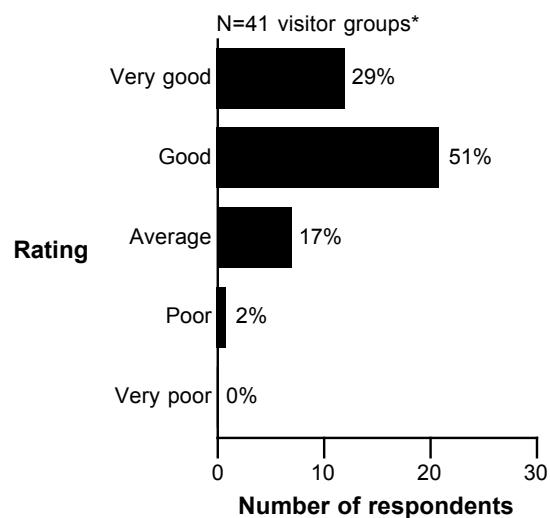


Figure 73. Quality of sales items in park bookstores (selection, price, etc.)

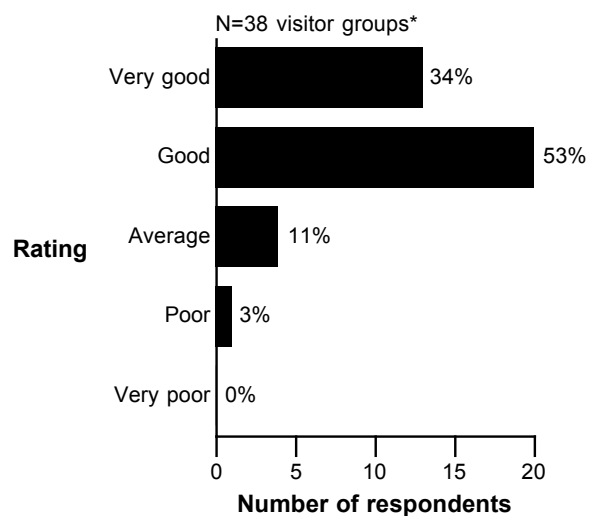


Figure 74. Quality of self-guided tour/trail booklets

*total percentages do not equal 100 due to rounding

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

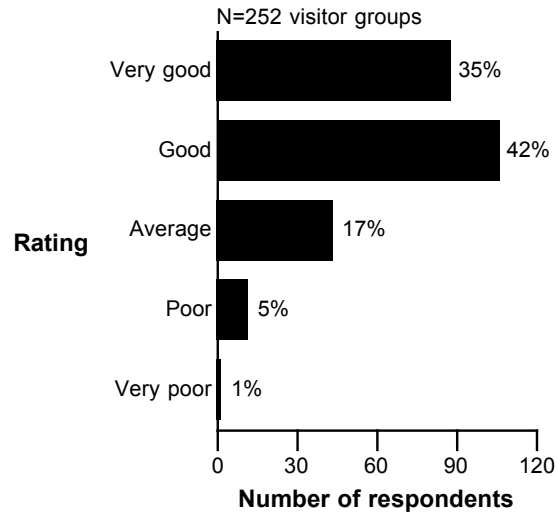


Figure 75. Quality of trailhead signs

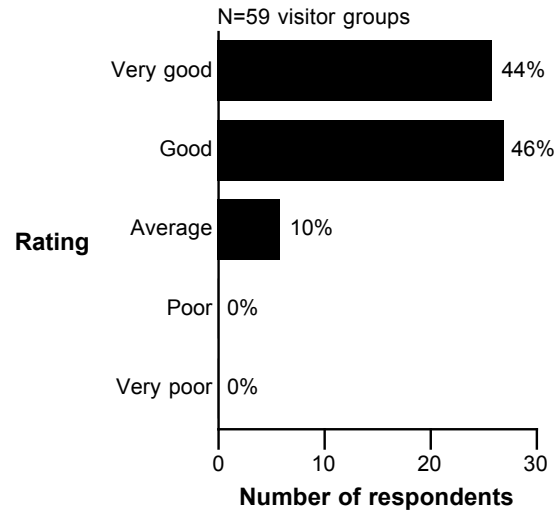


Figure 76. Quality of visitor center exhibits

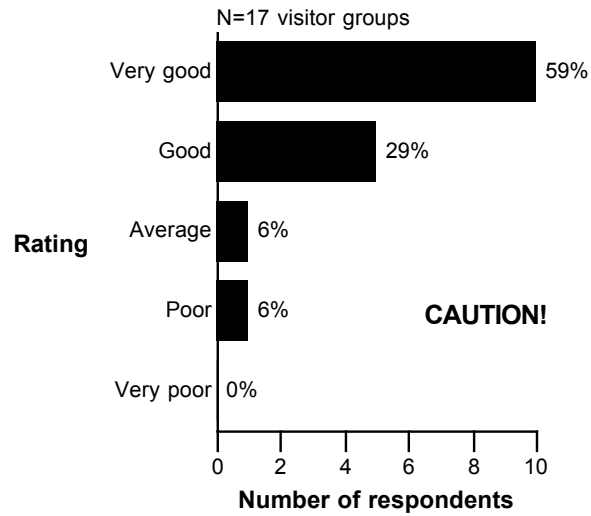


Figure 77. Quality of visitor center movie

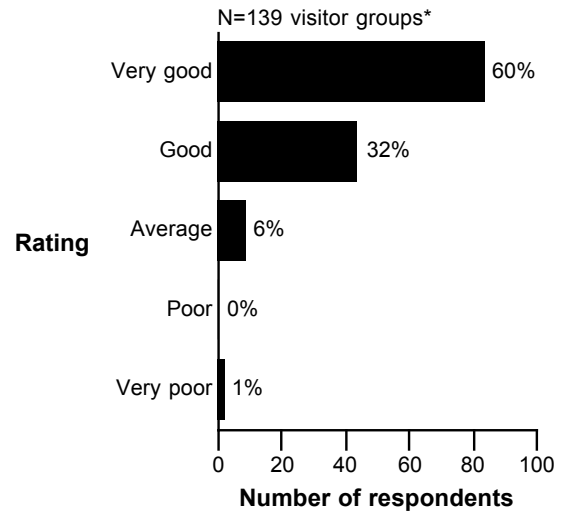


Figure 78. Quality of visitor center (overall)

*total percentages do not equal 100 due to rounding

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

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

- Figures 79 and 80 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.

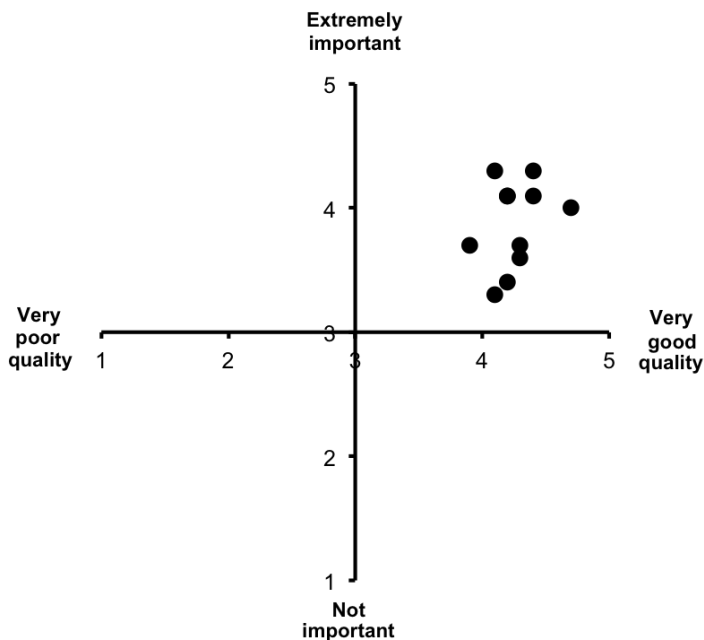


Figure 79. Mean scores of importance and quality of information services and facilities

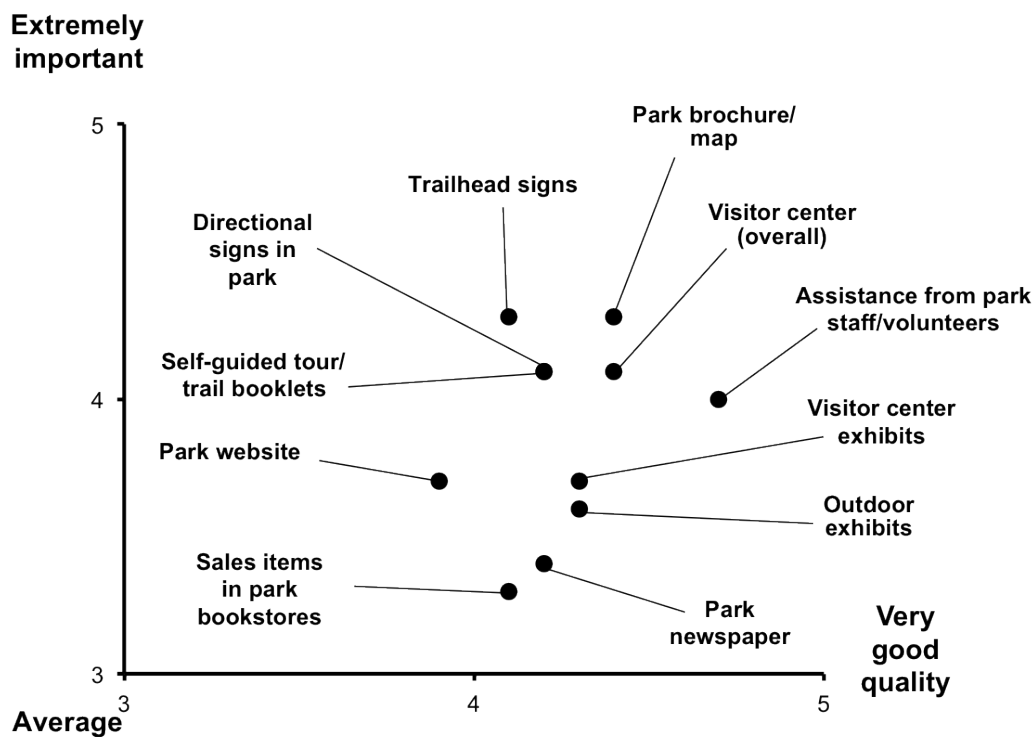


Figure 80. Detail of Figure 79

*total percentages do not equal 100 due to rounding

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

Visitor services and facilities used

Question 15a

Please indicate all the visitor services and facilities that you or your personal group used during this visit to Rocky Mountain NP.

Results

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

88% Roads
 76% Parking areas
 65% Restrooms/toilets

- The least used services/facilities were:

1% Campgrounds
 1% Backcountry camping

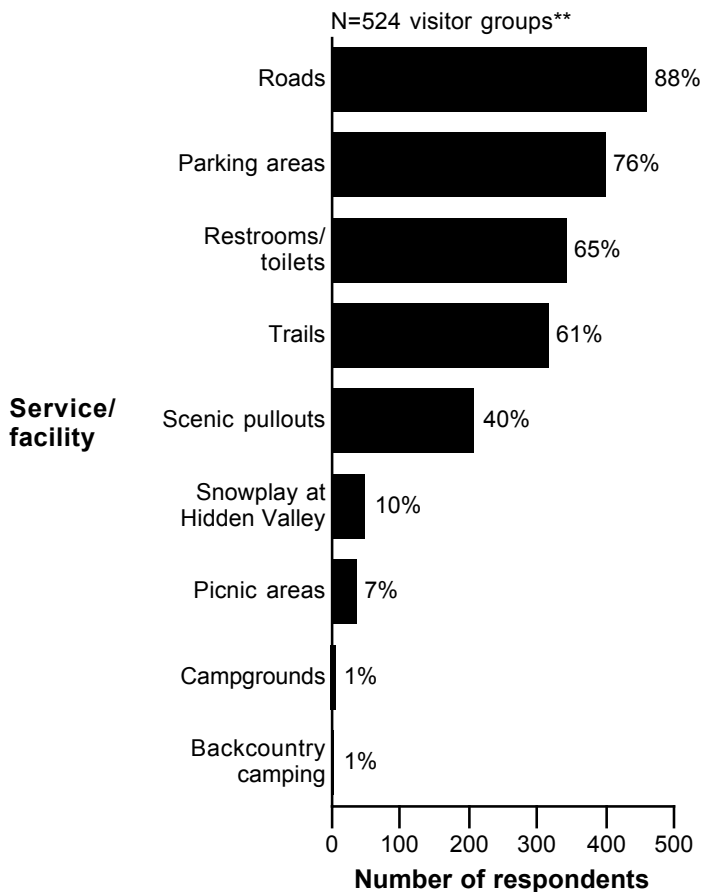


Figure 81. Visitor services and facilities used

*total percentages do not equal 100 due to rounding

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

Importance ratings of visitor services and facilities

Question 15b

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

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

Results

- Figure 82 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 97% Trails
- 94% Roads
- 89% Scenic pullouts

- Table 21 shows the importance ratings of each service and facility.
- Figures 83 – 91 show how visitor groups rated the importance of each visitor service or facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

- 6% Snowplay at Hidden Valley

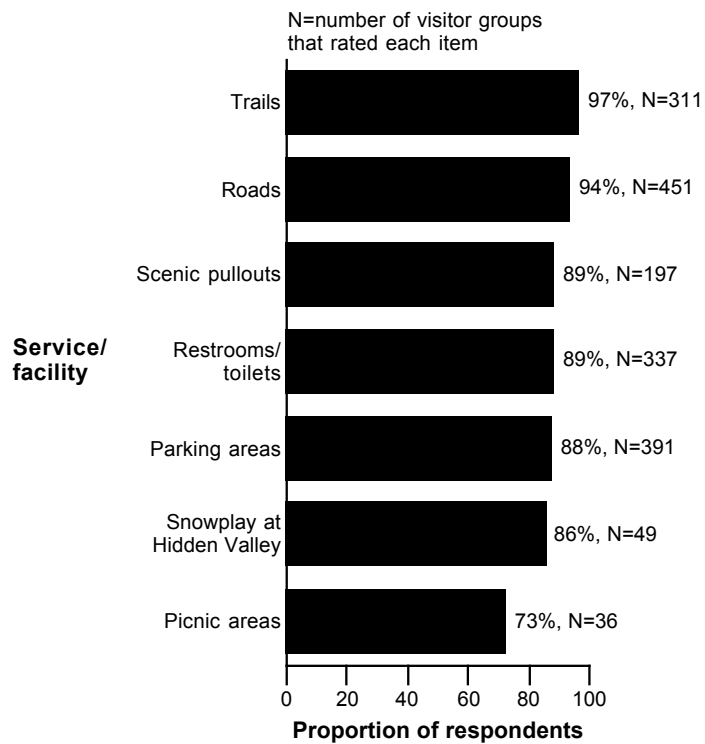


Figure 82. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

Table 21. Importance ratings of visitor services and facilities
(N=number of visitor groups that rated each service and facility)

Service/facility	N	Rating (%)*				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Backcountry camping – CAUTION!	5	0	0	0	40	60
Campgrounds – CAUTION!	6	0	0	0	33	67
Parking areas	391	0	1	11	36	52
Picnic areas	36	0	6	22	31	42
Restrooms/toilets	337	1	2	8	29	60
Roads	451	<1	1	5	28	66
Scenic pullouts	197	1	4	7	43	46
Snowplay at Hidden Valley	49	6	2	6	37	49
Trails	311	<1	2	2	19	77

*total percentages do not equal 100 due to rounding

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

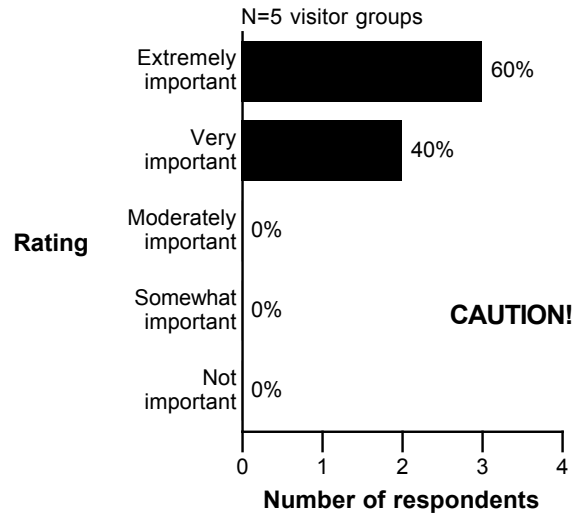


Figure 83. Importance of backcountry camping

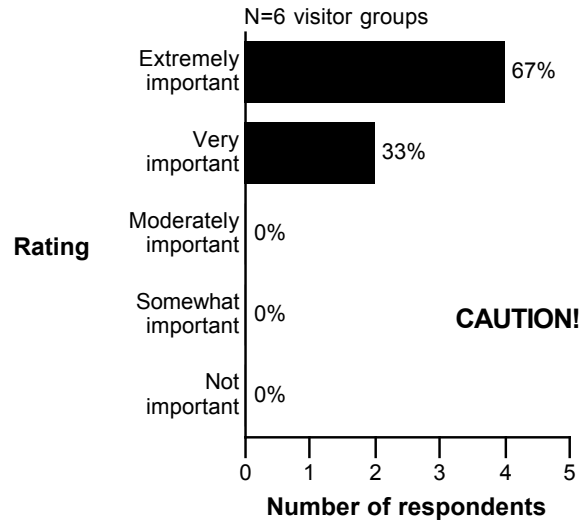


Figure 84. Importance of campgrounds

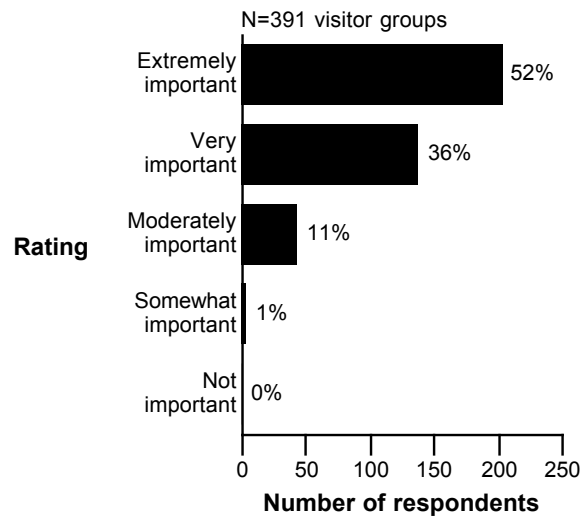


Figure 85. Importance of parking areas

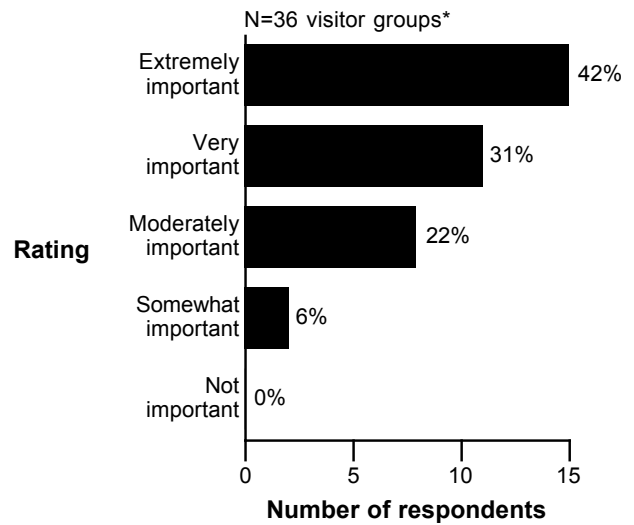


Figure 86. Importance of picnic areas

*total percentages do not equal 100 due to rounding

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

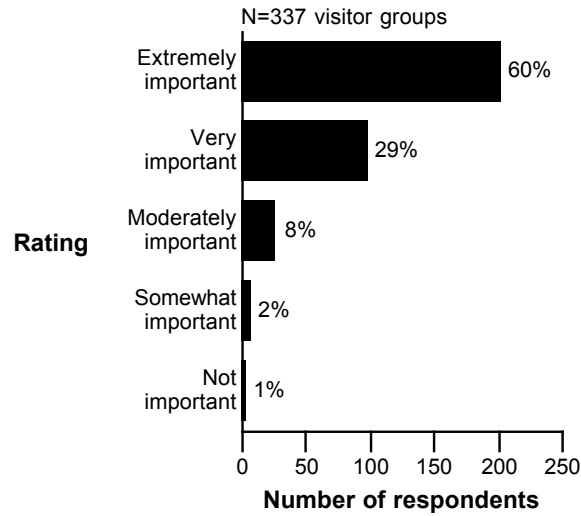


Figure 87. Importance of restrooms/toilets

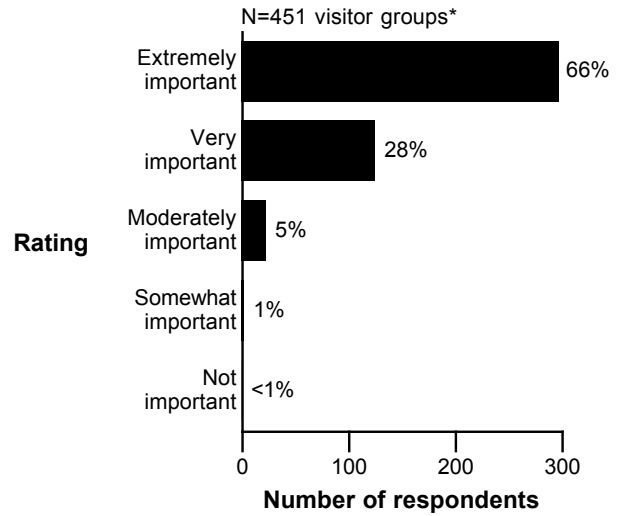


Figure 88. Importance of roads

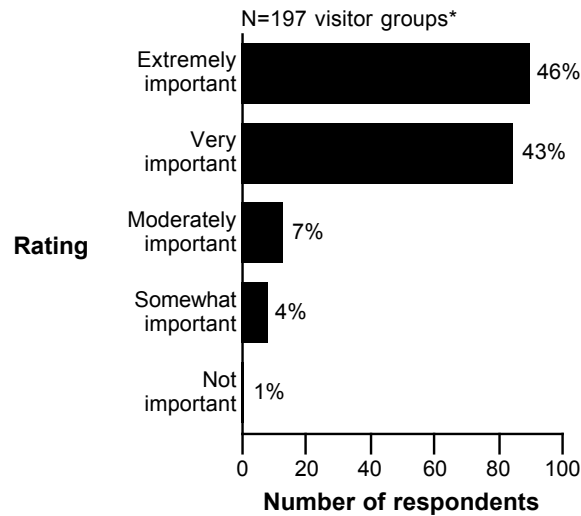


Figure 89. Importance of scenic pullouts

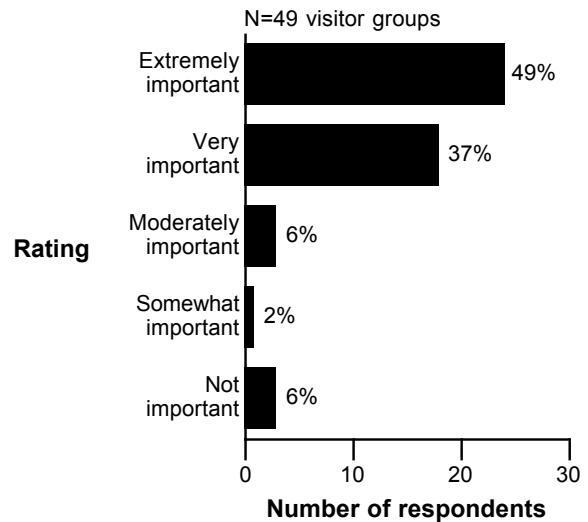


Figure 90. Importance of snowplay at Hidden Valley

*total percentages do not equal 100 due to rounding

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

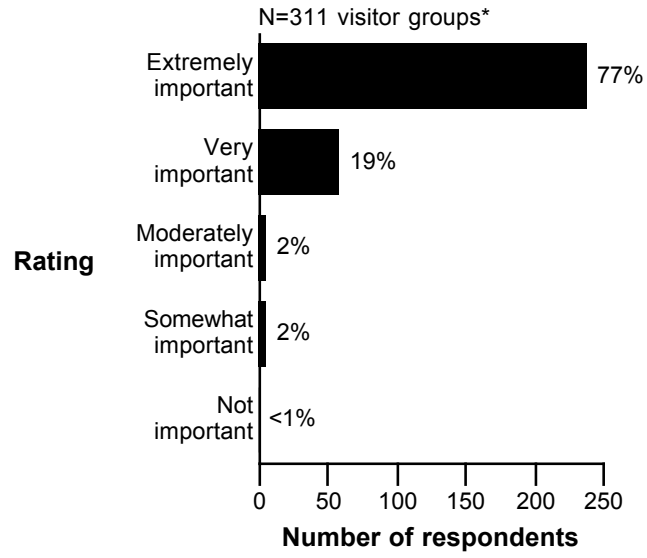


Figure 91. Importance of trails

*total percentages do not equal 100 due to rounding

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

Quality ratings of visitor services and facilities

Question 15c

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

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

Results

- Figure 92 shows the combined proportions of “very good” and “good” ratings of visitor 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:

- 93% Trails
- 88% Scenic pullouts
- 88% Picnic areas

- Table 22 shows the quality ratings of each service and facility.
- Figures 93 – 101 show how visitor groups rated the quality of each service or facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:

- 2% Restrooms/toilets

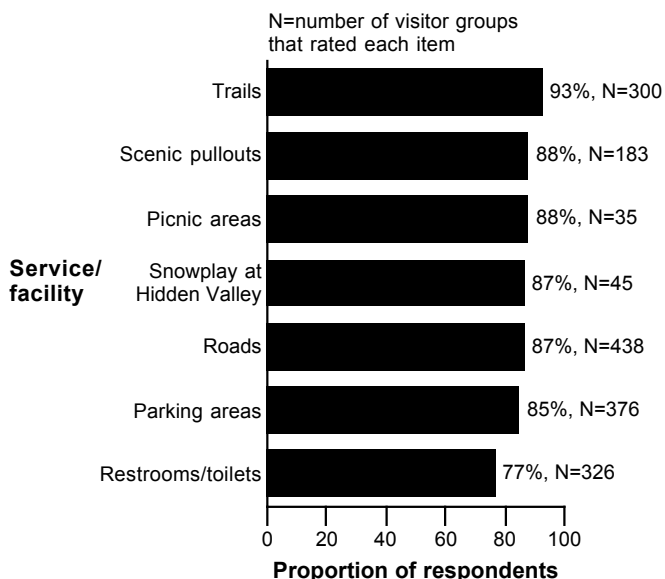


Figure 92. Combined proportions of “very good” and “good” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

Table 22. Quality ratings of visitor services and facilities
(N=number of visitor groups that rated each service and facility)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Backcountry camping – CAUTION!	4	0	0	0	0	100
Campgrounds – CAUTION!	5	0	0	0	20	80
Parking areas	376	0	2	13	38	47
Picnic areas	35	0	0	11	34	54
Restrooms/toilets	326	2	2	19	37	40
Roads	438	<1	2	11	42	45
Scenic pullouts	183	0	1	12	38	50
Snowplay at Hidden Valley	45	0	0	13	38	49
Trails	300	0	1	6	35	58

*total percentages do not equal 100 due to rounding

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

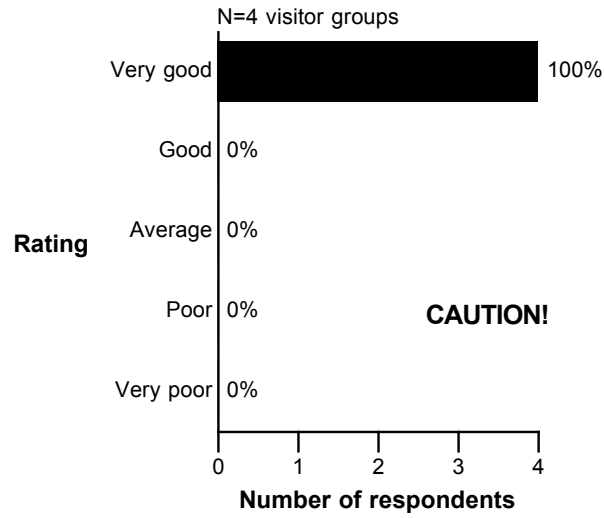


Figure 93. Quality of backcountry camping

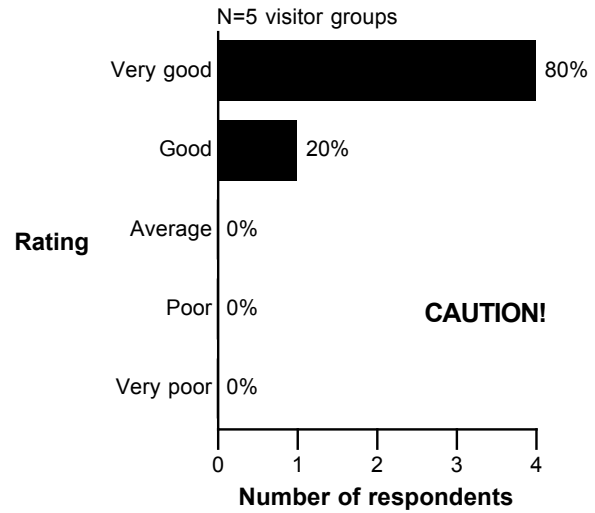


Figure 94. Quality of campgrounds

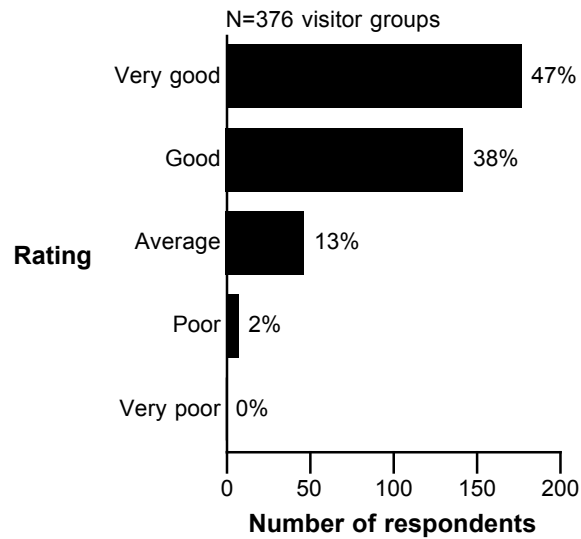


Figure 95. Quality of parking areas

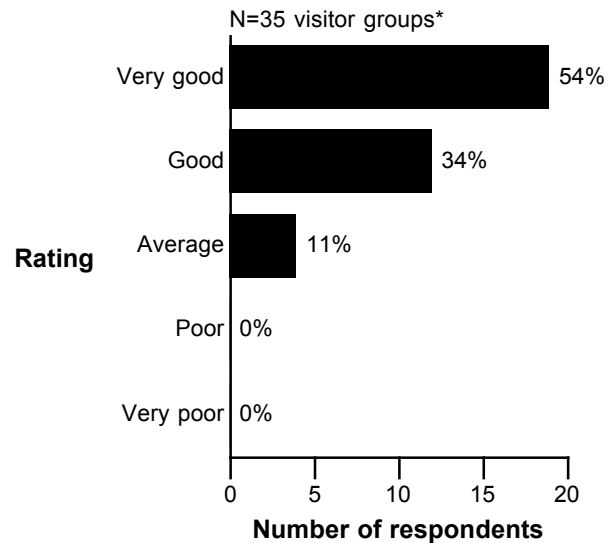


Figure 96. Quality of picnic areas

*total percentages do not equal 100 due to rounding

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

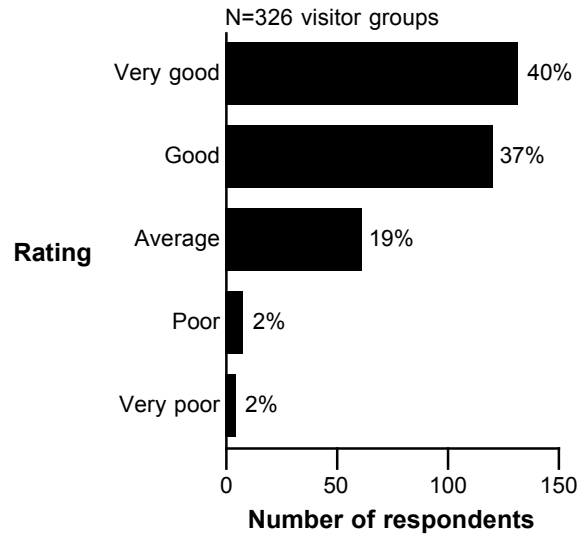


Figure 97. Quality of restrooms/toilets

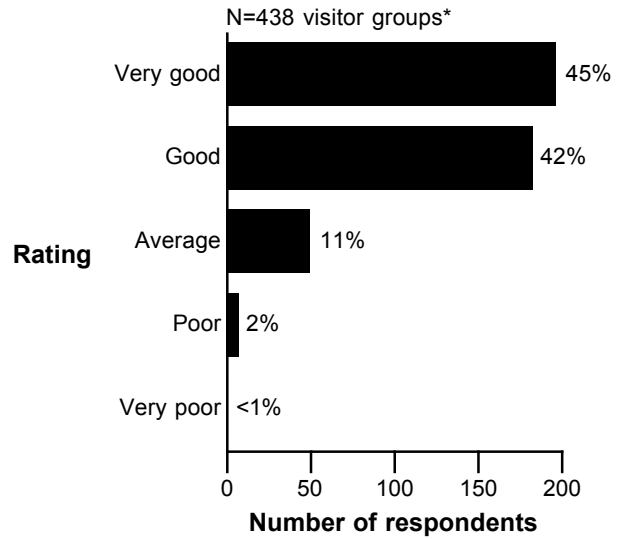


Figure 98. Quality of roads

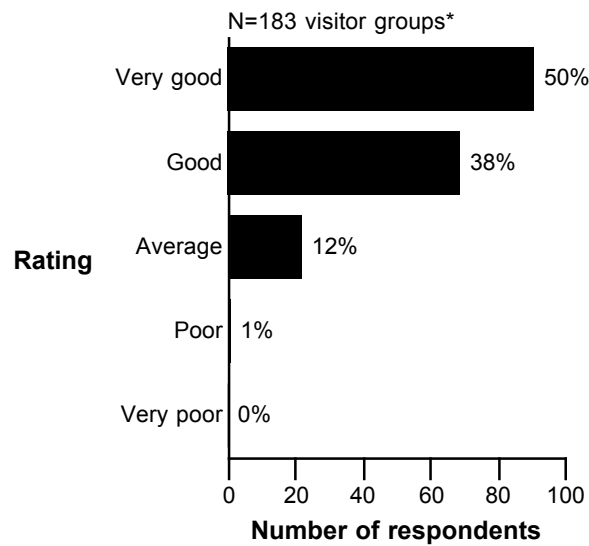


Figure 99. Quality of scenic pullouts

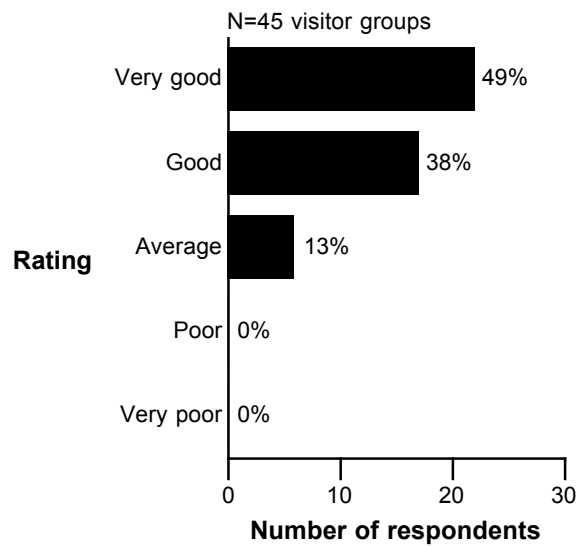


Figure 100. Quality of snowplay at Hidden Valley

*total percentages do not equal 100 due to rounding

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

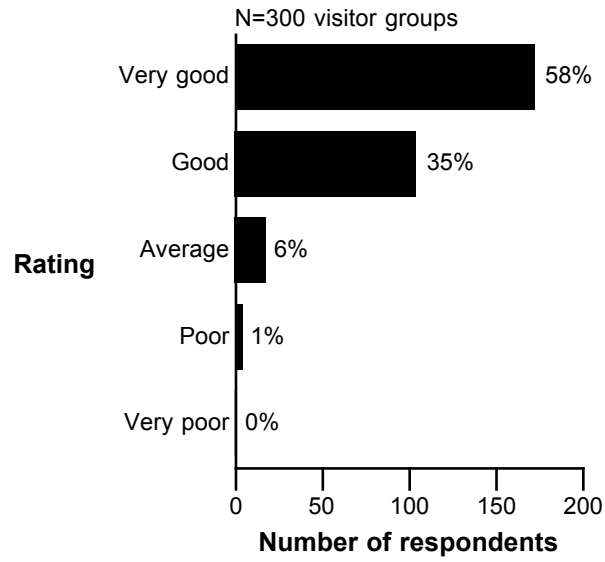


Figure 101. Quality of trails

*total percentages do not equal 100 due to rounding

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

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

- Figures 102 and 103 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.

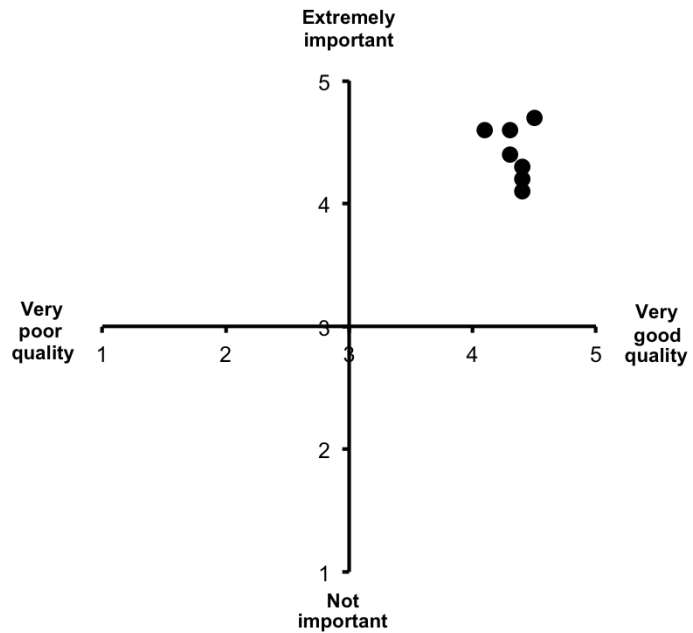


Figure 102. Mean scores of importance and quality of visitor services and facilities

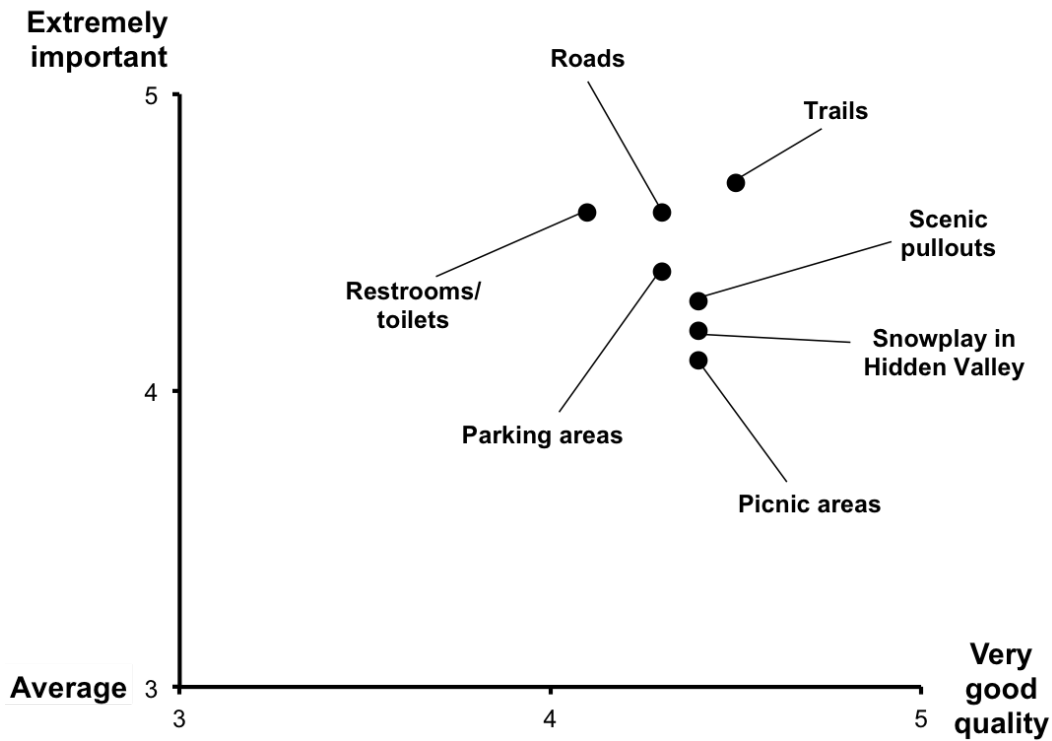


Figure 103. Detail of Figure 102

*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 10

It is the National Park Service’s responsibility to protect Rocky Mountain NP’s natural, scenic, and cultural resources and visitor experiences that depend on these. How important is protection of the following to you and your personal group?

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

Results

- As shown in Figure 104, the highest combined proportions of “extremely important” and “very important” ratings of protecting park attributes, resources, and experiences included:

- 97% Natural scenery/undeveloped vistas
- 95% Clean water
- 94% Clean air (visibility)

- The attribute/resource/ experience receiving the highest “not important” rating was:

5% Dark, starry night sky

- Table 23 shows the importance ratings of protecting park attributes, resources, and experiences.

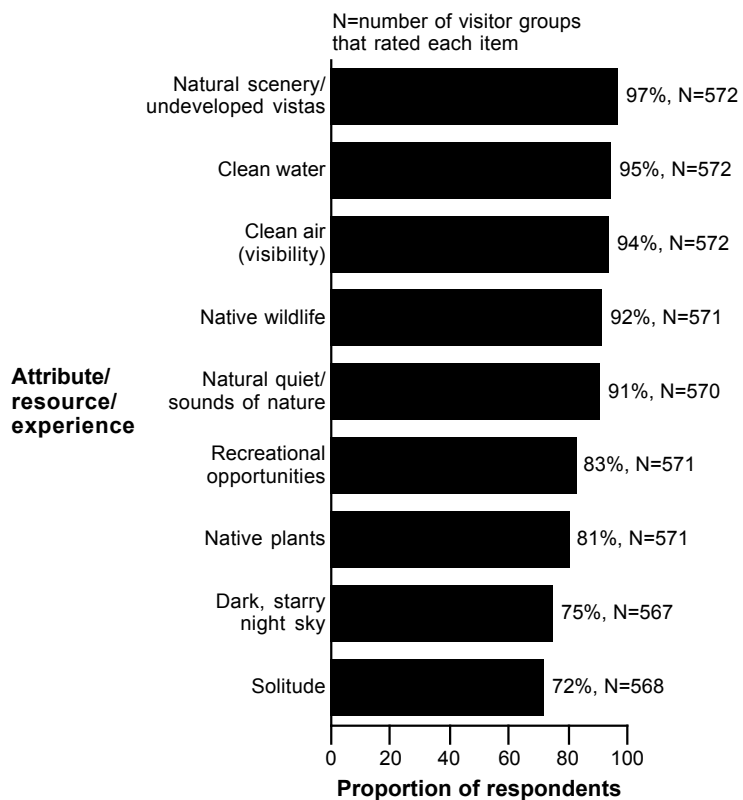


Figure 104. Combined proportions of “extremely important” and “very important” ratings of protecting park attributes, resources, and experiences

*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. Visitor ratings of importance of protecting park attributes, resources, and experiences (N=number of visitors that rated each attribute, resource, and experience)

Attribute/resource/ experience	N	Rating (%)*				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	572	1	1	4	35	59
Clean water	572	1	2	2	33	62
Dark, starry night sky	567	5	4	15	32	43
Natural quiet/sounds of nature	570	<1	2	8	34	57
Natural scenery/ undeveloped vistas	572	0	1	2	31	66
Native plants	571	1	4	13	34	47
Native wildlife	571	<1	1	6	30	62
Recreational opportunities (hiking, camping, climbing, etc.)	571	1	3	12	31	52
Solitude	568	3	6	19	34	39

*total percentages do not equal 100 due to rounding

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

Elements affecting experience

Question 9

How did the following elements affect your personal group's experience during this visit to Rocky Mountain NP?

Results

- Table 24 shows how different elements detracted from, had no effect on, or added to visitor groups' experiences.
- Table 25 lists the "other" elements that affected visitor groups' experiences.

Table 24. How elements affected visitor groups' park experience (N=number of visitors that rated each element; n=number of visitor groups that did not experience each element)

Element	N	Rating (%)*			Did not experience	
		Detracted from	No effect	Added to	n	% of total
Crowding	223	23	75	<1	337	60
Fencing of fragile areas	342	12	82	5	211	38
Helicopters	129	5	95	0	425	77
High elevation aircraft	176	12	88	0	379	68
Noise from vehicles/trucks/motorcycles	247	15	83	1	307	55
Snowshoer and skier conflicts	211	5	93	2	346	62
Other	39	35	n/a	4	n/a	n/a

*total percentages do not equal 100 due to rounding

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

Table 25. “Other” elements that affected visitor groups’ experiences
(N=46 comments)

Element	Number of times mentioned
Weather	8
Snowy/icy roads	4
Road closure	3
Dogs/pets on trail	2
Lack of trail signage	2
Snow	2
Snowmobile noise	2
Unable to bring dog on trails	2
Discarded steel pipes in Big Thompson River	1
Entrance fees - already pay taxes	1
Entrance gate not functioning	1
Family issues	1
Friendly natives	1
Herbicide application	1
Horse/hiker conflicts	1
Inexperience with snowshoeing	1
Lack of crowds	1
Lack of options for difficult trails	1
Lack of snow on sledding hill	1
Logging	1
Need larger sledding hill	1
Other drivers	1
Parking problems	1
Poor road conditions	1
Road conditions	1
Road construction	1
Trail signage	1
Tree removal	1
Trees down on Bowen Trail	1

*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 13

For you and your personal group, please report all expenditures for this visit to Rocky Mountain NP and the surrounding area (within 20 miles of any park entrance point).

Results

- 56% of visitor groups spent \$1-\$200 (see Figure 105).
- 14% spent \$201-\$400.
- The average visitor group expenditure was \$267.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was \$74.
- The average total expenditure per person (per capita) was \$109.
- As shown in Figure 106, the largest proportions of total expenditures inside and outside the park were:

- 42% Hotels, motels, cabins, B&B, etc.
- 21% Restaurants and bars
- 9% All other purchases

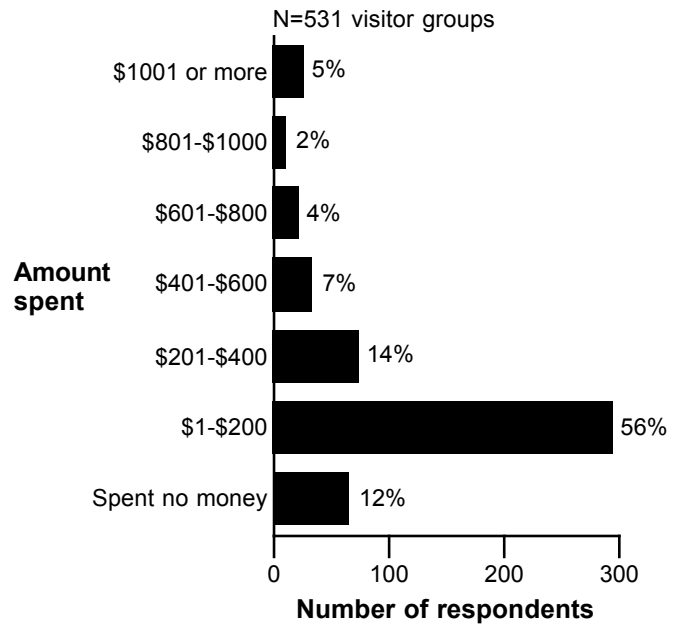


Figure 105. Total expenditures inside and outside the park

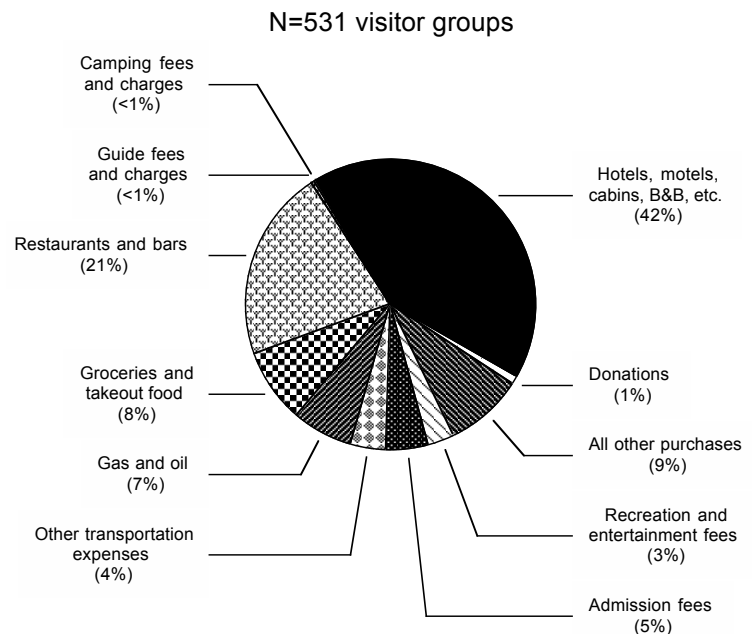


Figure 106. Proportions of total expenditures inside and outside the park

*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 13c

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

Results

- 64% of visitor groups had two adults covered by expenditures (see Figure 107).

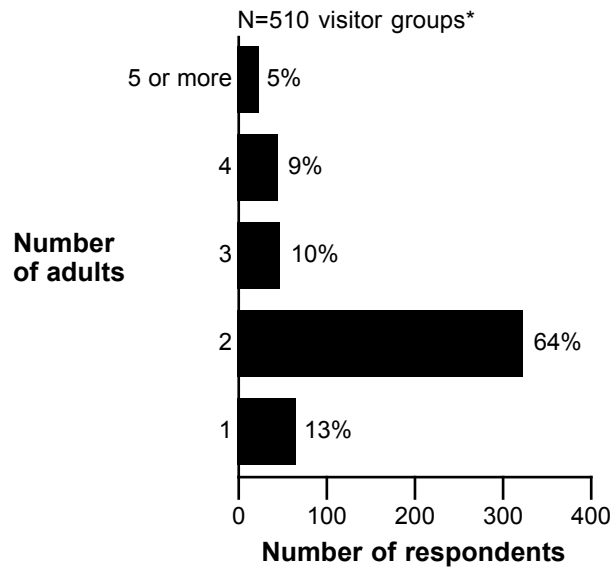


Figure 107. Number of adults covered by expenditures

Number of children covered by expenditures

Question 13c

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

Results

- 79% of visitor groups had no children covered by expenditures (see Figure 108).
- 8% had two children.
- 8% had one child.

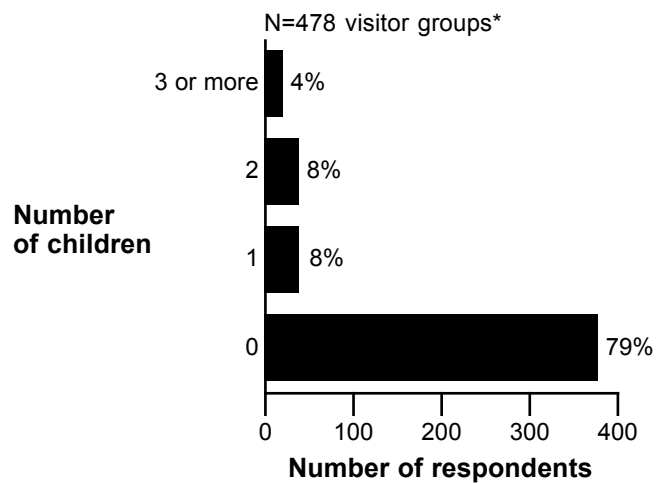


Figure 108. Number of children covered by expenditures

*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 13a

Please list your group's total expenditures inside Rocky Mountain NP.

Results

- 48% of visitor groups spent no money inside the park (see Figure 109).
- 42% spent \$1-\$50.
- The average visitor group expenditure inside the park was \$23.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was \$8.
- The average total expenditure per person (per capita) was \$18.
- As shown in Figure 110, the largest proportions of total expenditures inside the park were:

64% Admission fees
24% All other purchases

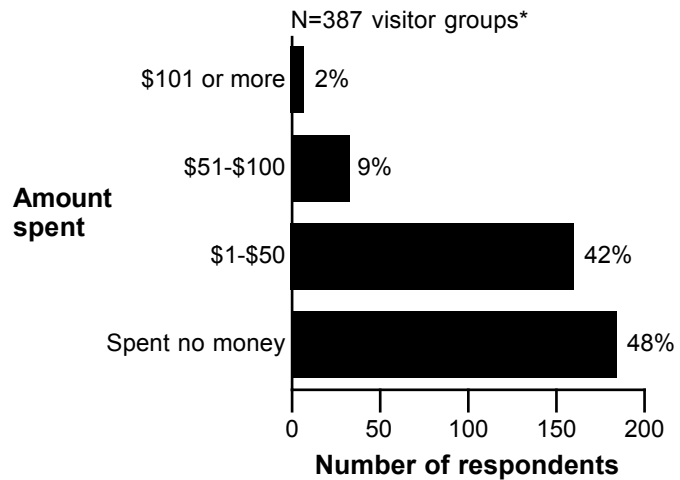


Figure 109. Total expenditures inside the park

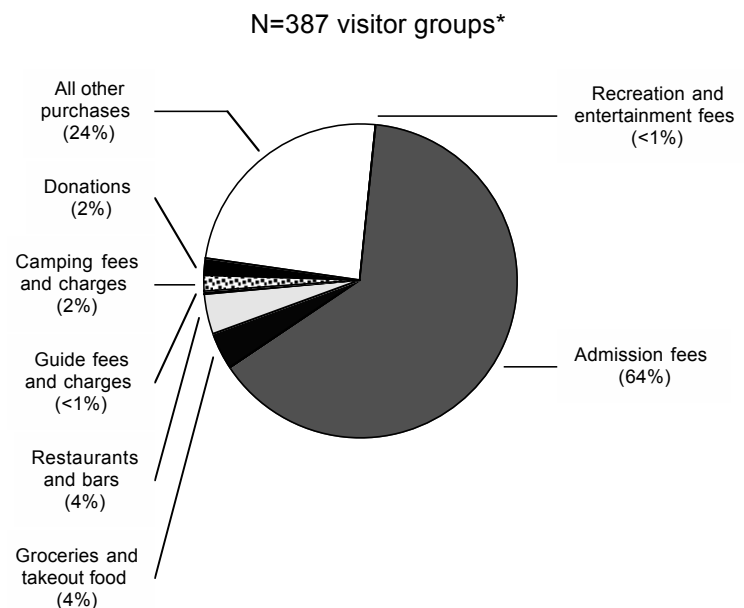


Figure 110. Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Camping fees and charges

- 98% of visitor groups spent no money on camping fees and charges inside the park (see Figure 111).

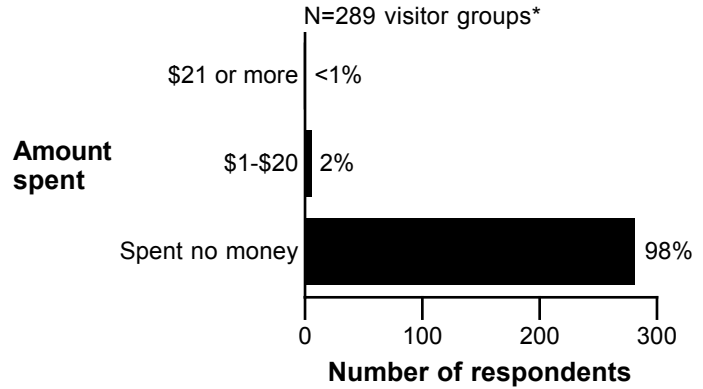


Figure 111. Expenditures for camping fees and charges inside the park

Guide fees and charges

- Nearly all visitor groups spent no money on guide fees and charges inside the park (see Figure 112).

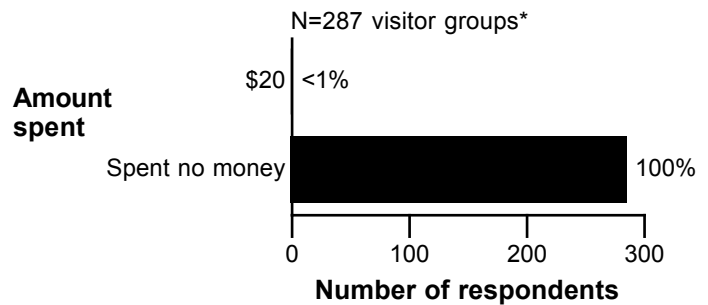


Figure 112. Expenditures for guide fees and charges inside the park

*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

- 96% of visitor groups spent no money on restaurants and bars inside the park (see Figure 113).

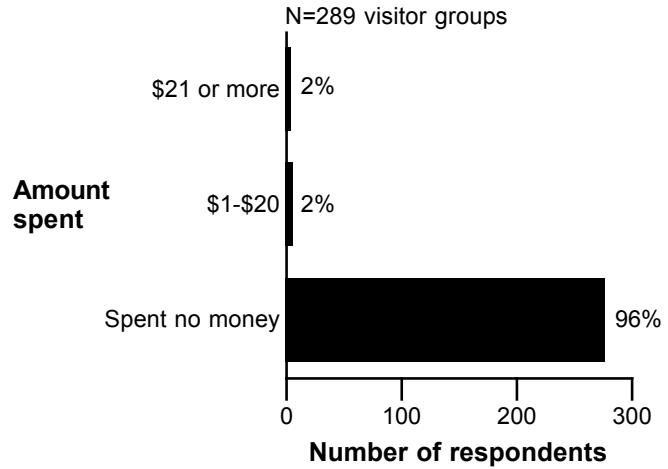


Figure 113. Expenditures for restaurants and bars inside the park

Groceries and takeout food

- 97% of visitor groups spent no money on groceries and takeout food inside the park (see Figure 114).

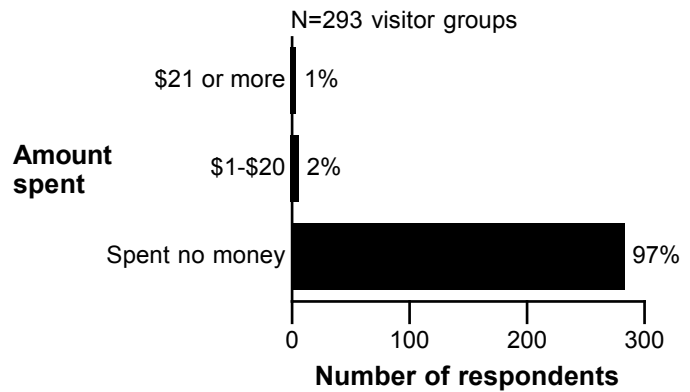


Figure 114. Expenditures for groceries and takeout food inside the park

*total percentages do not equal 100 due to rounding

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

Admission fees

- 50% of visitor groups spent no money on admission fees inside the park (see Figure 115).
- 27% spent \$1-\$20.

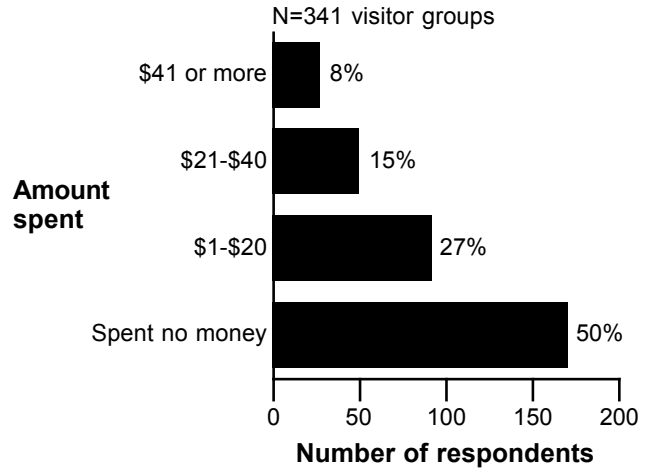


Figure 115. Expenditures for admission fees inside the park

Recreation and entertainment fees
(including equipment rental)

- Almost all visitor groups spent no money on recreation and entertainment fees inside the park (see Figure 116).

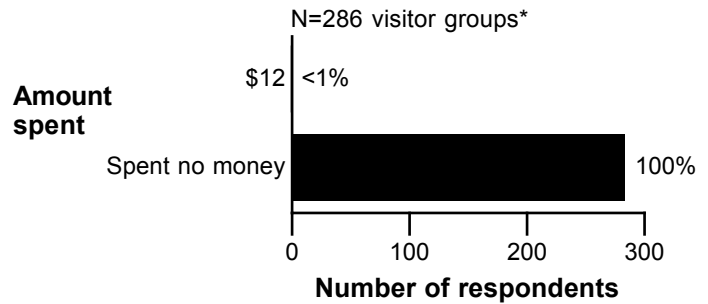


Figure 116. Expenditures for recreation and entertainment fees inside the park

*total percentages do not equal 100 due to rounding

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

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

- 86% of visitor groups spent no money on all other purchases inside the park (see Figure 117).
- 8% spent \$1-\$20.

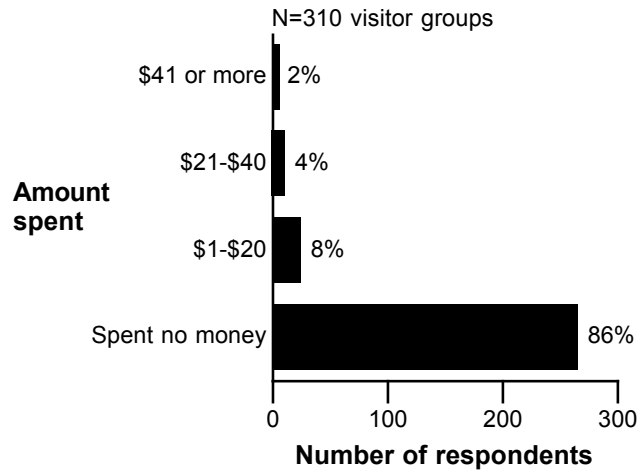


Figure 117. Expenditures for all other purchases inside the park

Donations

- 97% of visitor groups spent no money on donations inside the park (see Figure 118).

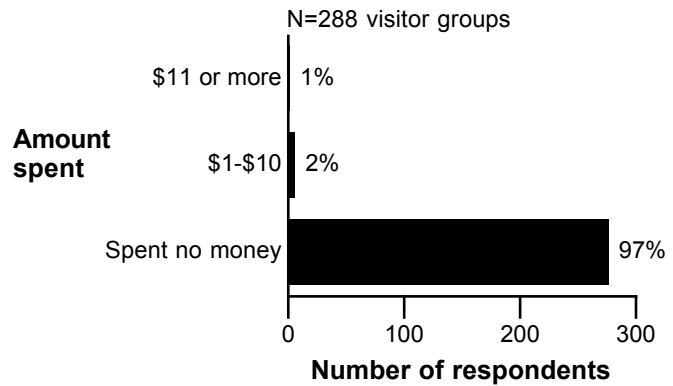


Figure 118. Expenditures for donations inside the park

*total percentages do not equal 100 due to rounding

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

Expenditures outside the park

Question 13b

Please list your group's total expenditures in the surrounding area outside the park (within 20 miles of any park entrance).

Results

- 51% of visitor groups spent \$1-\$200 (see Figure 119).
- 17% spent no money.
- The average visitor group expenditure outside the park was \$259.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was \$55.
- The average total expenditure per person (per capita) was \$123.
- As shown in Figure 120, the largest proportions of total expenditures outside the park were:

- 45% Hotels, motels, cabins, B&B, etc.
- 23% Restaurants and bars

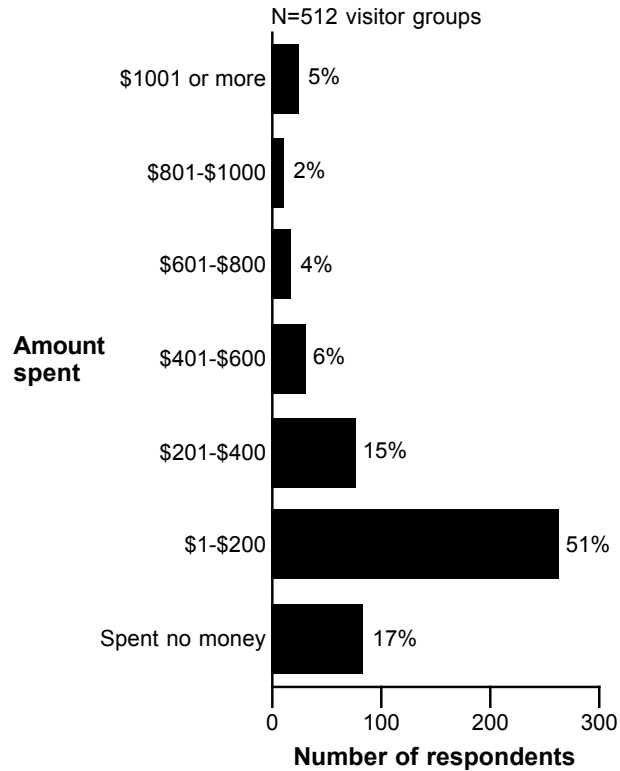


Figure 119. Total expenditures outside the park

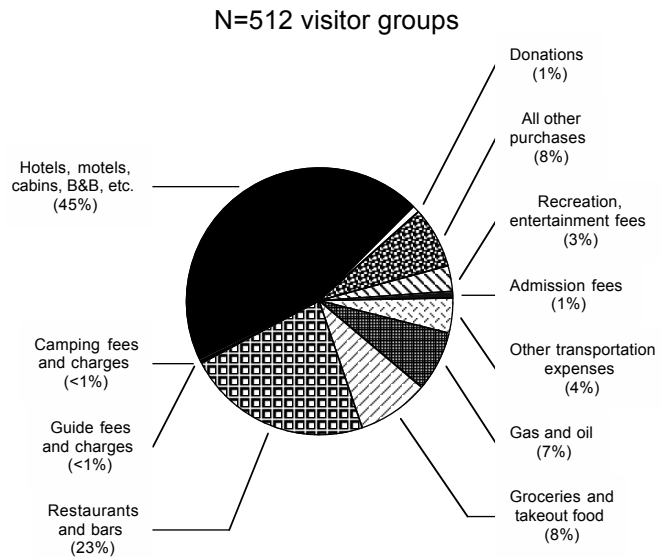


Figure 120. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

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

- 61% of visitor groups spent no money on lodging outside the park (see Figure 121).
- 16% spent \$1-\$200.

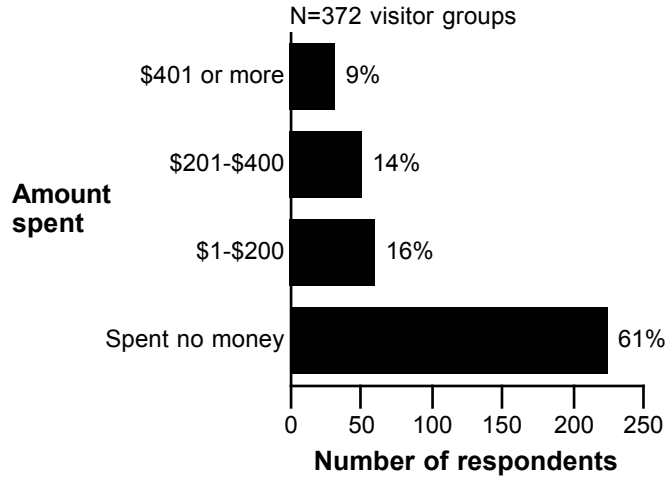


Figure 121. Expenditures for lodging outside the park

Camping fees and charges

- Nearly all visitor groups spent no money on camping fees and charges outside the park (see Figure 122).

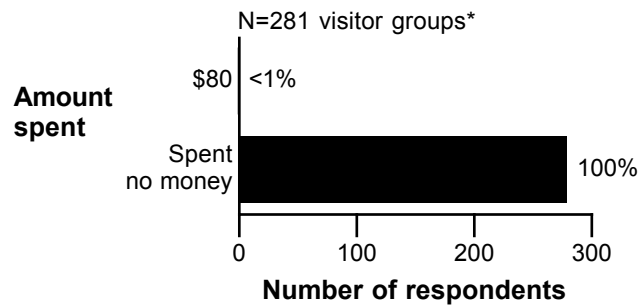


Figure 122. Expenditures for camping fees and charges outside the park

*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

- 98% of visitor groups spent no money on guide fees and charges outside the park (see Figure 123).

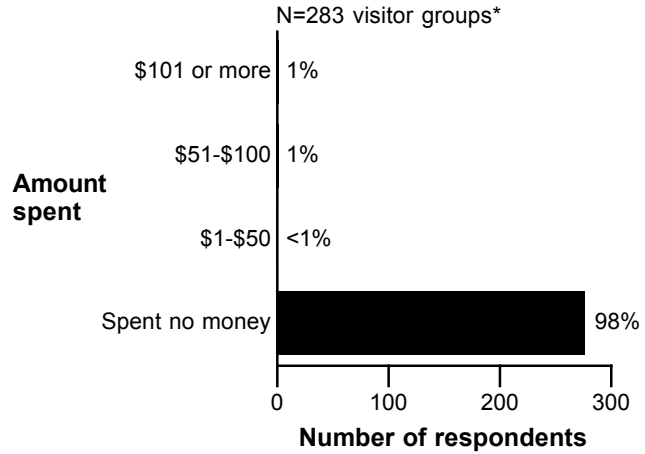


Figure 123. Expenditures for guide fees and charges outside the park

Restaurants and bars

- 38% of visitor groups spent \$1-\$50 on restaurants and bars outside the park (see Figure 124).
- 29% spent no money.

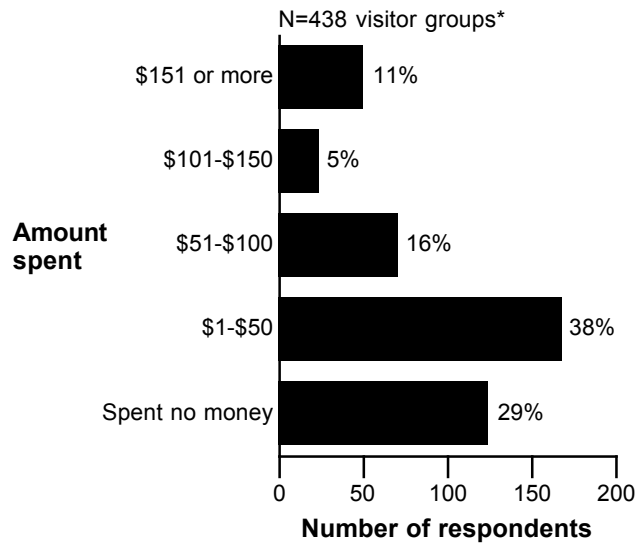


Figure 124. Expenditures for restaurants and bars outside the park

*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

- 53% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 125).
- 18% spent \$1-\$20.

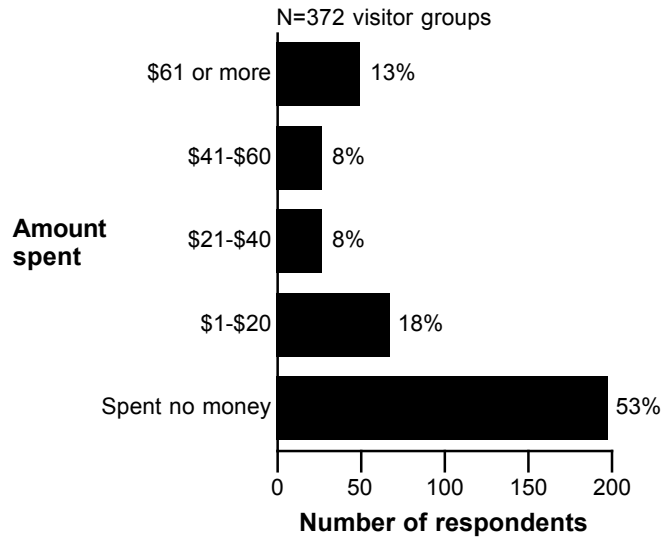


Figure 125. Expenditures for groceries and takeout food outside the park

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

- 52% of visitor groups spent no money on gas and oil outside the park (see Figure 126).
- 39% spent \$1-\$50.

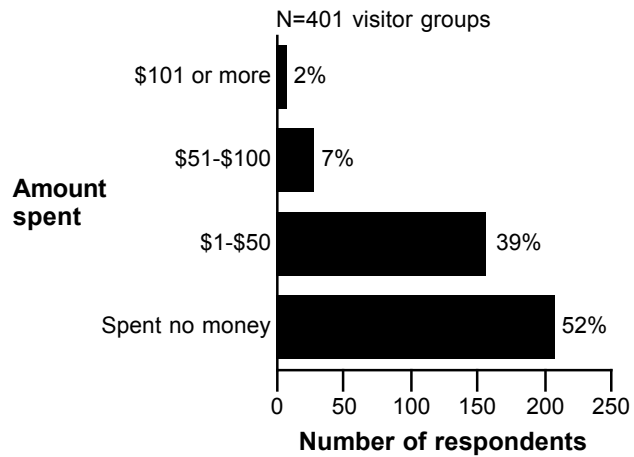


Figure 126. Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding

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

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

- 93% of visitor groups spent no money on other transportation outside the park (see Figure 127).
- 3% spent \$1-\$100.
- 3% spent \$201 or more.

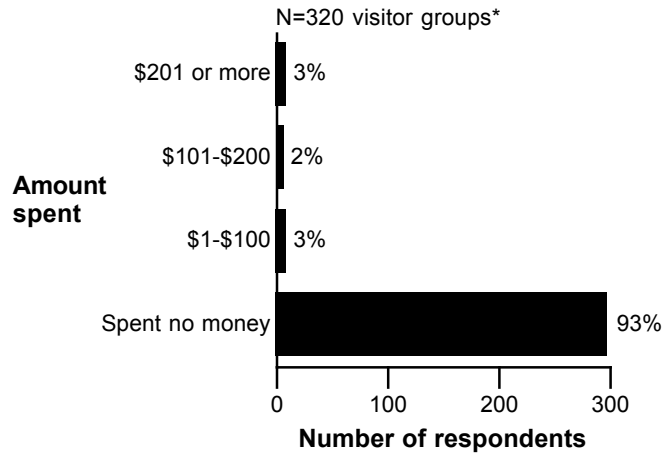


Figure 127. Expenditures for other transportation outside the park

Admission fees

- 86% of visitor groups spent no money on admission fees outside the park (see Figure 128).
- 7% spent \$1-\$20.

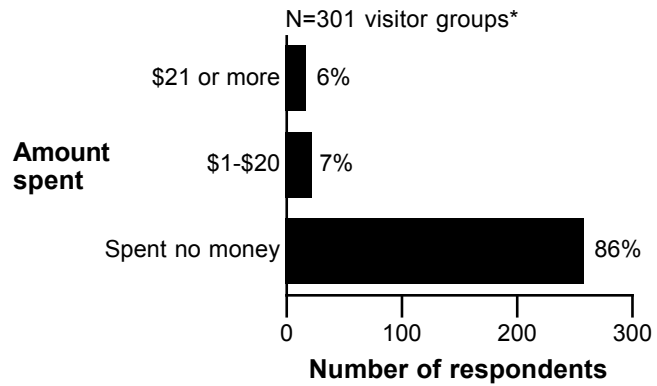


Figure 128. Expenditures for admission fees outside the park

*total percentages do not equal 100 due to rounding

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

Recreation and entertainment fees
(including equipment rentals)

- 82% of visitor groups spent no money on recreation and entertainment fees outside the park (see Figure 129).
- 6% spent \$1-\$20.

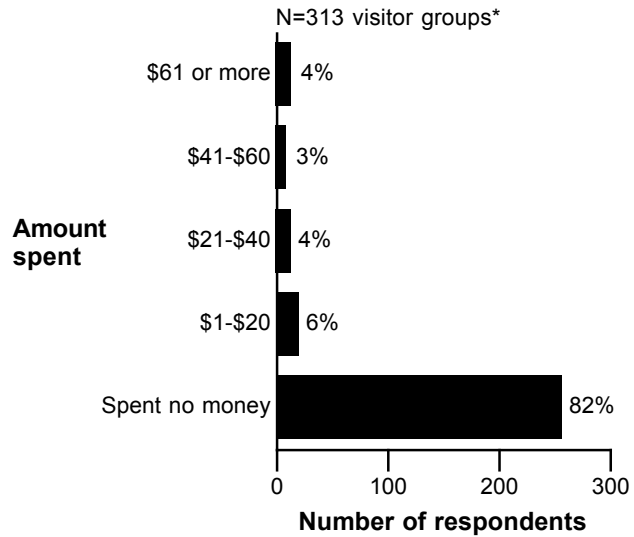


Figure 129. Expenditures for recreation and entertainment fees outside the park

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

- 70% of visitor groups spent no money on all other purchases outside the park (see Figure 130).
- 18% spent \$1-\$50.

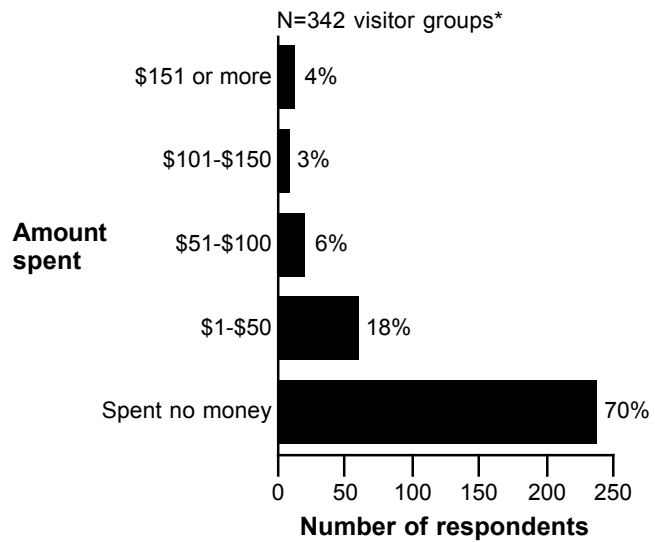


Figure 130. Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

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

Donations

- 97% of visitor groups spent no money on donations inside the park (see Figure 131).

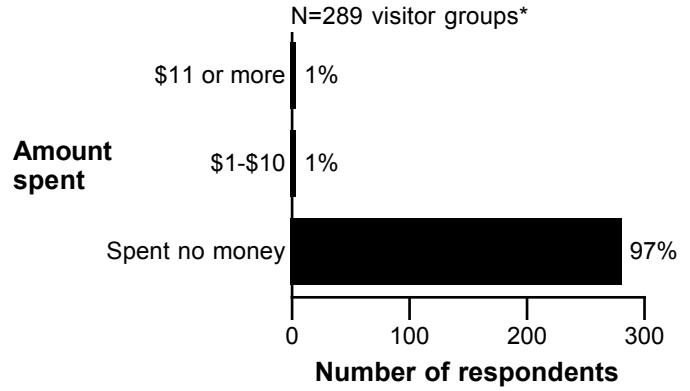


Figure 131. Expenditures for donations outside the park

*total percentages do not equal 100 due to rounding

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

Preferences for Future Visits

Ranger-led programs for future visit

Question 14a

If you were to visit Rocky Mountain NP in the future, would you and your personal group be interested in attending ranger-led programs in the park?

Results

- 47% of visitor groups were interested in attending ranger-led programs on a future visit to the park (see Figure 132).

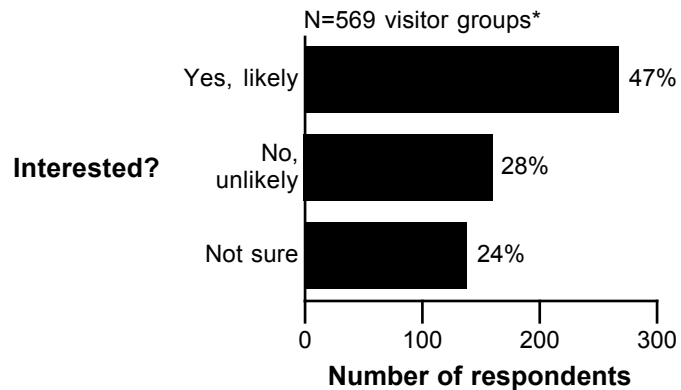


Figure 132. Visitor groups that were interested in participating in ranger-led programs on a future visit

Preferred length of ranger-led programs

Question 14b

If YES, what length of program would you and your personal group like to attend?

Results

- 54% of visitor groups preferred a program length of 1/2-1 hour (see Figure 133).
- 33% were interested in programs lasting 1-2 hours.
- “Other” preferred program lengths (3%) were:

- Depends on program
- 1/2-2 hours
- Half-day
- All day seminar
- Any length

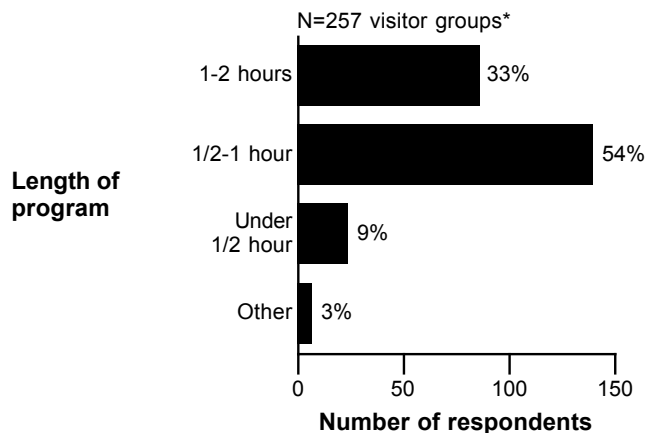


Figure 133. Preferred length of ranger-led programs

*total percentages do not equal 100 due to rounding

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

Preferred start and end times for ranger-led programs

Question 14c

Please indicate your preferred times to attend such programs at Rocky Mountain NP.

Results

- Table 26 shows visitor groups' preferred start and end times for ranger-led programs, for times listed by at least 3% of visitor groups.

Table 26. Visitor groups' preferred start and end times for ranger-led programs (N=235 comments)

Start and end times	Number of times mentioned	Percent
10am-12pm	37	9
10am-11am	24	6
9am-11am	24	6
2pm-4pm	22	5
9am-10am	22	5
1pm-3pm	21	5
1pm-2pm	19	5
7pm-8pm	17	4
11am-12pm	14	3
3pm-4pm	12	3
7pm-9pm	12	3
8am-10am	11	3

*total percentages do not equal 100 due to rounding

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

Preferred topics to learn on future visit

Question 16

If you were to visit Rocky Mountain NP in the future, which topics would you and your personal group like to learn more about?

Results

- 93% of visitor groups were interested in learning about the park (see Figure 134).
- As shown in Figure 135, of those visitor groups that were interested in interpretive, the most common topics were:

- 81% Wildlife
- 59% Hiking
- 58% Plants/tundra/forests
- 58% History

“Other” topics (4%) were:

- Accidents
- Astronomy
- Avalanches
- Backcountry safety
- Compass skills
- Conservation
- Enos Mills' life in the area
- Erosion issues
- First ascents/unusual adventures
- Fishing
- Fly fishing
- Folklore
- Healthy ecosystems
- Human impact
- Mysteries
- Photography
- Pine beetle problems
- Survival
- To see the old park buildings
- Winter activities

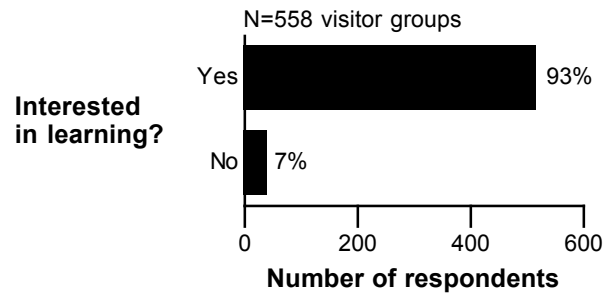


Figure 134. Visitor groups that were interested in learning about the park

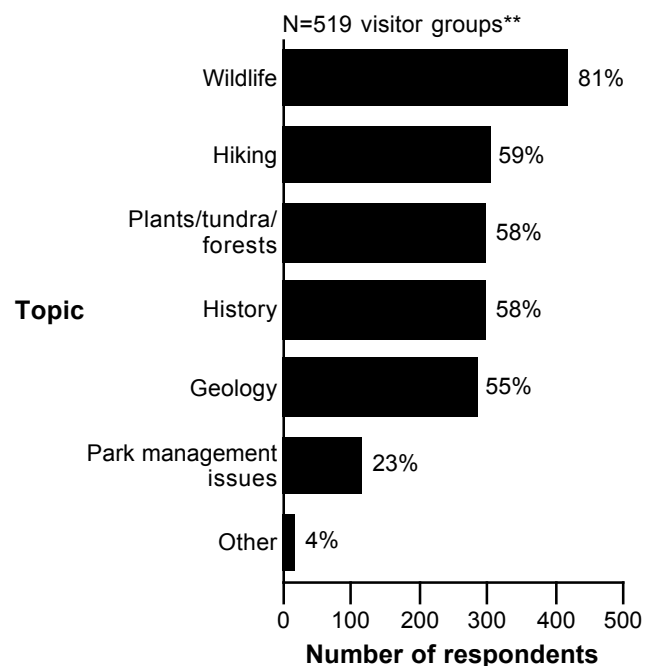


Figure 135. Topics to learn on future visit

*total percentages do not equal 100 due to rounding

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

Preferred methods to learn about the park

Question 17

If you were to visit Rocky Mountain NP in the future, how would you and your personal group prefer to learn about the park’s cultural and natural history?

Results

- 89% of visitor groups were interested in interpretive activities/programs on a future visit (see Figure 136).
- As shown in Figure 137, among those visitor groups that were interested in interpretive activities/programs, the most common methods to learn were:

- 57% Trailside exhibits
- 52% Printed materials
- 49% Self-guided
- 48% Roadside exhibits

- “Other” methods (1%) were:
 Email newsletter
 Half-day day seminars
 Seminars

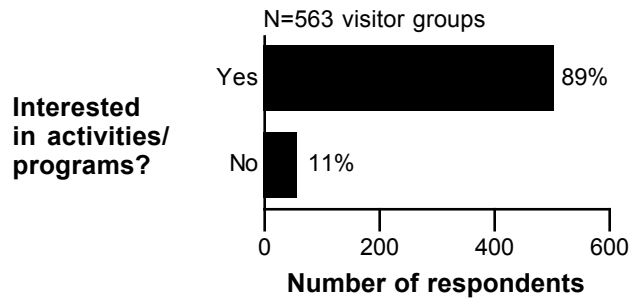


Figure 136. Visitor groups that were interested in interpretive activities/programs on a future visit

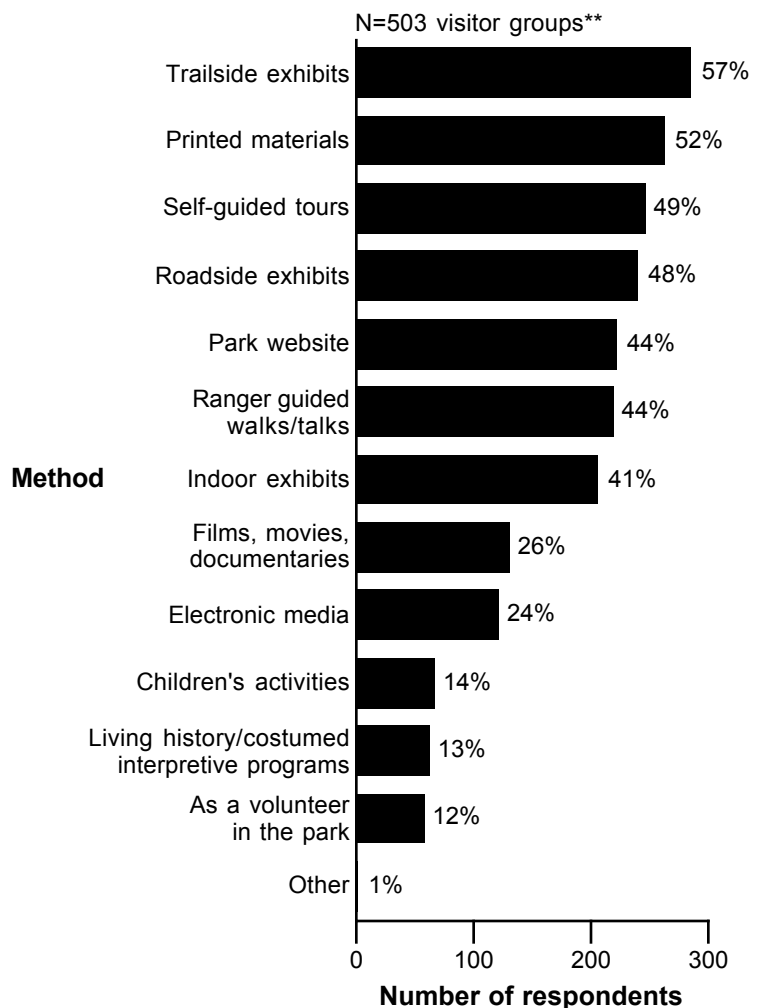


Figure 137. Preferred methods for learning

*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 12

Overall, how would you and your personal group rate the quality of facilities, services, and recreational opportunities at Rocky Mountain NP during this visit?

Results

- 95% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 138).
- Less than 1% of visitor groups rated the overall quality as “very poor” or “poor”.

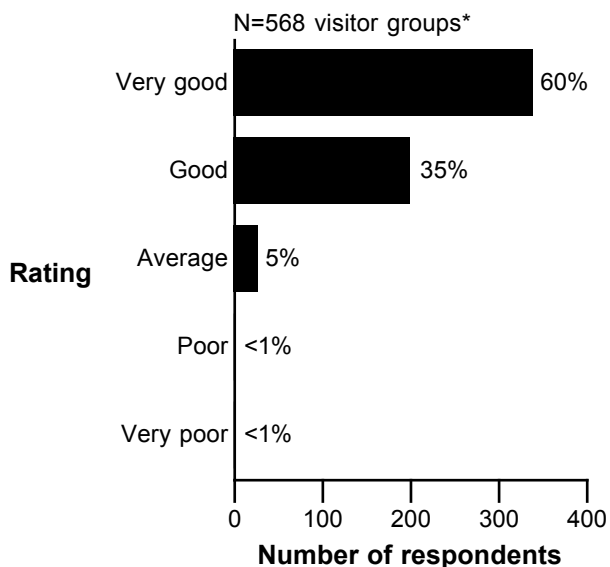


Figure 138. Overall quality rating of facilities, services, and recreational opportunities

*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

Additional comments

Question 26

Is there anything else you and your personal group would like to tell us about your visit to Rocky Mountain NP? (Open-ended)

Results

- 47% of visitor groups (N=274) responded to this question.
- Table 27 shows a summary of visitor comments. A copy of hand-written comments can be found in the Visitor Comments section.

Table 27. Additional comments

(N=433 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (6%)	
Rangers/staff were friendly	10
Rangers/staff were helpful	6
Appreciate park staff	4
Other comments	6
INTERPRETIVE SERVICES (4%)	
Need more information on winter activities	2
Website needs current weather information	2
Other comments	13
FACILITIES/MAINTENANCE (12%)	
Increase trail signage/markers in winter	11
Appreciate plowed roads	6
Roads are well maintained	4
Park/facilities well maintained	3
Keep the roads open/plowed	2
More distance information on trail signs	2
More picnic tables	2
Parking is limited	2
Trails need maintenance	2
Other comments	19

Table 27. Additional comments (continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (15%)	
Allow dogs on some trails	7
Preserve/protect the park	5
More enforcement of wildlife regulations	3
Park is well managed	3
Appreciate dog-free trails	2
Do not allow firearms in the park	2
More flexibility on annual pass regulations	2
Reduce fees during winter	2
Survey is a waste of time/tax money	2
Too much weekend traffic	2
Other comments	37
RESOURCES MANAGEMENT (9%)	
Fences are obtrusive	9
Enjoyed seeing wildlife	5
Saw wildlife	3
Allow hunting to help control elk	2
Beetle damage is unfortunate/distressing	2
Beetle damage should be mitigated	2
Reintroduce wolves	2
Reintroduce wolves and grizzlies	2
Saw elk herd	2
Other comments	10
CONCESSION SERVICES (<1%)	
Comments	3
GENERAL COMMENTS (52%)	
Enjoyed visit	60
Love the park	39
Beautiful park/place	25
Great park/place	17
Keep up the good work	13
Visit park frequently	13
Will return	12
Thank you	7
Enjoyed park in winter	6
Favorite park/place	6
Would like to volunteer	5
Best park	4
Weather prevented activities	4
Enjoyed snowshoeing	3
Cold and windy	2
Enjoyed skiing	2
Other comments	7

Visitor Comments

This section contains visitor responses to open-ended questions.

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 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, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83843-1139

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidho.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, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

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

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

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

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

Table 3 and 4 show no significant difference in group size or group type. However, respondents and nonrespondents were significantly different in average age (Table 3) There was a potential bias toward visitors at higher age ranges.

References

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- Dillman, D. A. and Carley-Baxter, L. R. (2000). *Structural determinants of survey response rate over a 12-year period, 1988-1999*, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.
- Filion, F. L. (Winter 1975-Winter 1976). Estimating Bias due to Non-response in Mail Surveys. *Public Opinion Quarterly*, Vol 39 (4): 482-492.
- Goudy, W. J. (1976). Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
- Mayer, C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967). A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
- Salant, P. and Dillman, D. A. (1994). *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004). Surveying Non-respondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

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

1982

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

1983

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

1985

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

1986

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

1987

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

1988

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

1989

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

1990

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

1991

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

1992

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

1993

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

Visitor Services Project Publications (continued)**1994**

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

1995

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

1996

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

1997

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

1998

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

1999

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

2000

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

2001

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

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)

Visitor Services Project Publications (continued)**2002 (continued)**

- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoclin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield (fall)

2003

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

2004

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

2005

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

2006

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

2007

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

2008

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

Visitor Services Project Publications (continued)**2009**

- 209. Fort Larned National Historic Site
- 210. Homestead National Monument of America
- 211. Minuteman Missile National Historic Site
- 212. Perry's Victory & International Peace Memorial
- 213. Women's Rights National Historical Park
- 214. Klondike Gold Rush National Historical Park
Unit-Seattle
- 215. Yosemite National Park
- 216. Sleeping Bear Dunes National Lakeshore
- 217. James A. Garfield National Historic Site
- 218. Boston National Historical Park
- 219. Bryce Canyon National Park
- 220. Indiana Dunes National Lakeshore
- 221. Acadia National Park
- 222. Laurance S. Rockefeller Preserve
- 223. Martin Van Buren National Historic Site

2010

- 224.1 Death Valley National Park (fall)
- 224.2 Death Valley National Park (spring)
- 225. San Juan National Historic Site (spring)
- 226. Ninety Six National Historic Site (spring)
- 227. Kalaupapa National Historical Park (winter)
- 228. Little River Canyon National Preserve
- 229. George Washington Carver National
Monument
- 230. Chattahoochee River National Recreation Area
- 231. Black Canyon of the Gunnison National Park
- 232. Fort Union National Monument
- 233. Curecanti National Recreation Area
- 234. Richmond National Battlefield Park
- 235.1 Rocky Mountain National Park (summer)
- 235.2 Rocky Mountain National Park (winter)
- 236. New Bedford Whaling National Historical Park
- 237. Wind Cave National Park
- 238. Niobrara National Scenic River
- 239. Delaware Water Gap National Recreation Area
- 240. Fossil Butte National Monument
- 241.1 Joshua Tree National Park (fall)
- 242. Chiricahua National Monument
- 243. Fort Bowie National Historic Site

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

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 121/111373 October 2011

**National Park Service
U.S. Department of the Interior**



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