



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

Visitor Services Project



Golden Spike National Historic Site

Summer 2006



Park Studies Unit
Visitor Services Project
Report 181



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

Visitor Services Project

Golden Spike National Historic Site

Summer 2006

**Park Studies Unit
Visitor Services Project
Report 181**

July 2007

Jessica Evans
Michael A. Schuett
Steven J. Hollenhorst

Jessica Evans is a Research Assistant, Dr Michael A. Schuett is an Associate Professor in the Department of Recreation, Park and Tourism Sciences, Texas A&M University, Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Bret Meldrum, the staff and volunteers of Golden Spike National Historic Site for assisting the survey fieldwork, and David Vollmer for his technical assistance. This study was partially funded by Recreation Demonstration Fee Program.

**Visitor Services Project
Golden Spike National Historic Site
Report Summary**

- This report describes the results of a visitor study at Golden Spike National Historic Site (NHS) during August 10-19, 2006. A total of 340 questionnaires were distributed to visitor groups. Of those, 264 questionnaires were returned resulting in a 78% response rate.
- This report profiles a systematic random sample of Golden Spike National Historic Site. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-two percent of visitor groups were in groups of two, and 35% were groups of four or more. Seventy-one percent of visitor groups were in family groups.
- Forty-nine percent of visitors were ages 41-70 years and 23% were ages 15 years or younger.
- Thirty-two percent of individuals had some college, 30% held a Bachelor's degree, and 21% held a graduate degree.
- United States visitors were from Utah (35%), California (12%), Washington (6%), Idaho (5%), New York (4%), Colorado (4%), and 32 other states and Washington, D.C. There were too few international visitors to provide reliable data.
- Ninety-three percent of visitors visited the park for the first time in twelve months. Eighty percent of visitors visited the park once in their lifetime. Visiting Golden Spike NHS was the primary reason that brought 45% of visitor groups to the area (within a one-hour drive of the park).
- Prior to this visit, visitor groups most often obtained information about Golden Spike NHS through travel guides/tour books (35%), friends/relatives/word of mouth (34%), and previous visits (23%). Nineteen percent of visitor groups did not obtain any information about the park before their visit.
- Seventy-six percent of visitor groups stayed up to two hours, and average length of stay was 3.6 hours.
- The most common sites visited in the park included the Visitor center (98%) and the Last Spike site (87%). The most common activities in the park were viewing locomotive trains (91%) and viewing exhibits in Visitor center (89%). Learning about history (75%) was the primary reason for visiting the park.
- Regarding use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities included the Visitor center exhibits (91%), Visitor center restrooms (84%), and Visitor center parking (76%). The services/activities that received the highest combined proportions of "extremely important" and "very important" ratings included locomotive/steam demonstration (86%, N=166) and Visitor center restrooms (83%, N=205). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were Railroader's Festival activities (100%, N=32) and locomotive/steam demonstration (94% N=165).
- Average group expenditure was \$164, with a median (50% paid more and 50% paid less) of \$60. Average total expenditure per person was \$67.
- Most visitor groups (90%) rated the overall quality of services, facilities, and recreational opportunities at Golden Spike NHS as "very good" or "good." Less than 2% of visitor groups rated the overall quality as "very poor" or "poor."

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

TABLE OF CONTENTS

INTRODUCTION	1
Organization of the report	1
Presentation of the results	2
METHODS	3
Survey Design	3
Sample size and sampling plan	3
Questionnaire design	3
Survey procedure	3
Data Analysis	4
Limitations	4
Special Conditions	4
Checking Non-response Bias	5
RESULTS	6
Demographics	6
Visitor group size	6
Visitor group type	6
Visitors with organized groups	7
United States visitors by state of residence	9
International visitors by country of residence	10
Number of visits to the park in past 12 months	11
Number of visits to the park in lifetime	11
Visitor gender	12
Visitor age	12
Visitors with disabilities/impairments	13
Highest level of education	14
Trip/Visit Characteristics and Preferences	15
Information sources prior to visit	15
Information sources for future visit	17
Places stayed on night before arrival at Golden Spike NHS.....	18
Places stayed on night after departure at Golden Spike NHS	20
Primary reason for visit to Golden Spike NHS area	24
Reasons for visiting Golden Spike NHS.....	25
Length of visit	25
Number of vehicles.....	27
Number of park entries.....	27
Overnight stay	27
Overnight accommodations.....	28
Railroader’s Festival.....	29
Railroader’s Festival activities	29
Sites visited	31
Reenactment attendance	32
Crowding	32
Expected activities.....	33
Participated activities.....	34
Visitor center videos/movies	35
Most important activity.....	36
Topics learned this visit.....	37
Topics for a future visit	38
Preferred methods of learning on a future visit	39
Ratings of Visitor Services, Facilities, Elements, Attributes and Resources	40
Visitor services and facilities used	40
Importance ratings of visitor services and facilities	41
Quality ratings of visitor services and facilities	46
Mean scores of importance and quality ratings	51
Elements’ effect on visitor experience.....	52

Importance of protection of park attributes/resources.....	53
Value for fee paid	55
Expenditures	57
Total expenditures inside and outside of the park	57
Number of adults covered by expenditures.....	58
Number of children covered by expenditures.....	58
Expenditures inside the park.....	59
Expenditures outside the park.....	61
Overall Quality	66
Visitor Comments.....	67
What visitors liked most.....	67
What visitors liked least.....	69
Planning for the future.....	71
Additional comments.....	73
APPENDICES	75
Appendix 1: The Questionnaire	75
Appendix 2: Additional Analysis	77
Appendix 3: Decision Rules for Checking Non-response Bias.....	78
Appendix 4: Visitor Services Project Publications	80
Visitor Comments Appendix	83

INTRODUCTION

This report describes the results of a visitor study at Golden Spike National Historic Site during August 10-19, 2006 by the National Park Service (NPS) Visitor Services Project (VSP), as part of the Park Studies Unit (PSU) at the University of Idaho.

Organization of the report

The report is organized into three sections.

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

Section 2: Results. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire.

Section 3: Appendices

Appendix 1: The *Questionnaire* contains a copy of the original questionnaire distributed to groups.

Appendix 2: *Additional Analysis* contains a list of options for cross-references and cross comparisons.

These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias*

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the PSU.

Copies of these reports can be obtained by visiting the website:

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

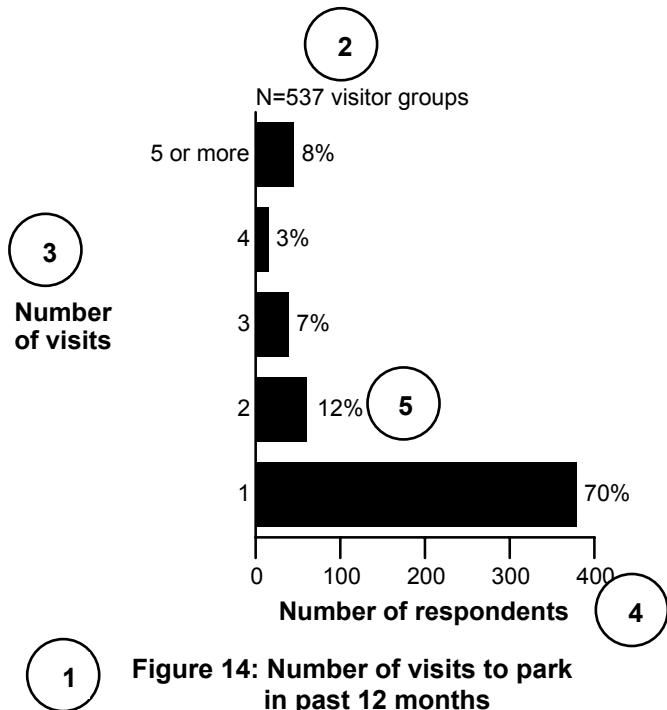
Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

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

SAMPLE ONLY

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



METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, 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 Golden Spike NHS during August 10-19, 2006. Three hundred fifty visitor groups were contacted and 340 of these groups (97%) accepted questionnaires. Questionnaires were completed and returned by 264 visitor groups resulting in a 78% response rate for this study.

Questionnaire design

The Golden Spike NHS questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Golden Spike NHS. 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 Golden Spike NHS questionnaire. However, all questions followed 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 of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The data was entered twice—by two independent data entry staff—and validated by a third staff member.

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of August 10-19, 2006. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The survey dates were chosen to include the annual “Railroaders Festival” event that is traditionally held during the second week of August. The weather was mostly hot and sunny. The temperatures during the survey period ranged from the 80’s to 90’s.

Checking Non-response Bias

At Golden Spike NHS, 350 visitor groups were contacted and 340 of these groups (97%) accepted the questionnaire. Questionnaires were completed and returned by 264 visitor groups, resulting in a 78% response rate for this study. The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire and group size.

Table 1 shows insignificant differences between group types. There are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes (see Table 2). See Appendix 3 for more details of the non-response bias checking procedure.

**Table 1: Comparison of respondents and non-respondents
Group type**

Group type	Actual responded	Total distributed	Expected value
Alone	37	48	36.95
Family	180	226	173.95
Friends	20	29	22.32
Family and friends	13	17	13.08
Other	4	10	7.70
Total	254	330	

Chi-square = 2.23 df = 4 p-value = 0.69

**Table 2: Comparison of respondents and non-respondents
age and group size**

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Age	251	52.0	76	43.0	<0.001
Group size	259	3.8	76	4.5	0.108

Two out of three tests show insignificant differences between respondents and non-respondents. In addition, a five-year difference in average age in most mail surveys is an expected trend (see Appendix 3). Therefore, the response bias is judged to be insignificant. The data is a good representation of a larger Golden Spike NHS visitor population.

RESULTS

Demographics

Visitor group size

Question 15a

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

Results

- 42% of visitors were in groups of two (see Figure 1).
- 30% were in groups of three or four.
- 18% were in groups of five or more.

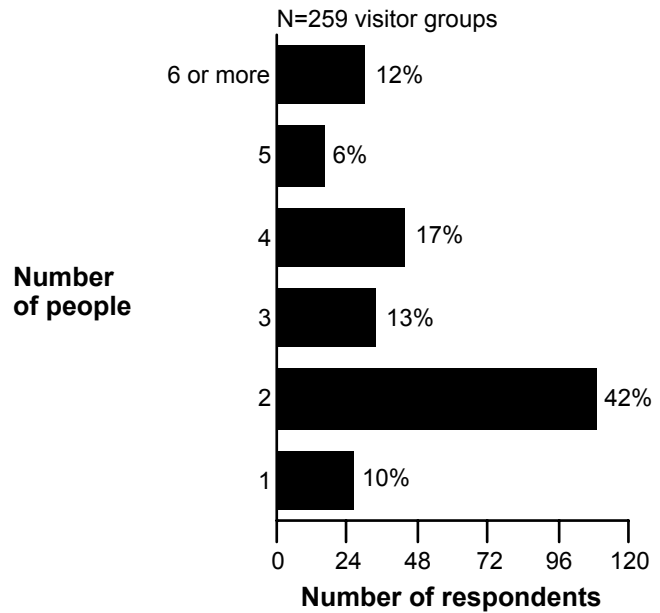


Figure 1: Visitor group size

Visitor group type

Question 17

On this visit, what kind of personal group (not guided tour, school group, etc.) were you with?

Results

- 71% of visitor groups were made up of family members (see Figure 2).
- 15% were alone.
- 8% were with friends.
- “Other” groups (2%) included:
 - Boy scout troop
 - Co-workers
 - Senior citizens

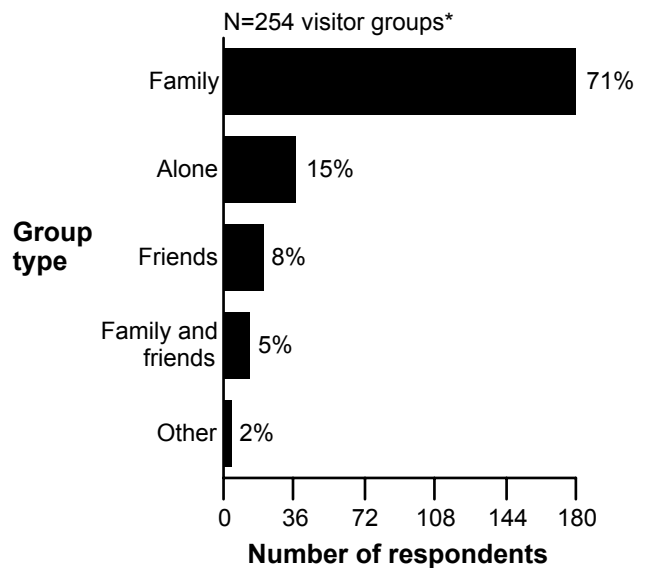


Figure 2: Visitor group type

*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 16a

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

Results

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

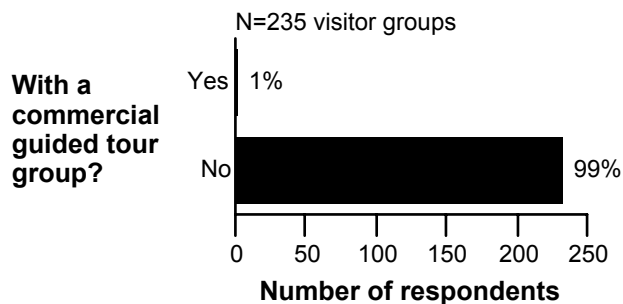


Figure 3: Visitors traveling with a commercial guided tour group

Question 16b

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

Results

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

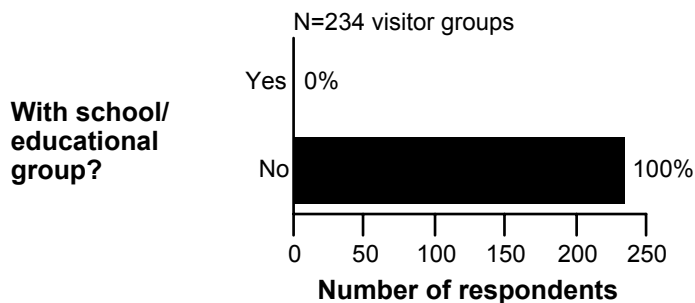


Figure 4: Visitors traveling with a school/ educational group

*total percentages do not equal 100 due to rounding

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

Question 16c

On this visit, were you and your personal group with a railroad enthusiast group?

Results

- 6% of visitor groups were traveling with a railroad enthusiast group (see Figure 5).

With railroad enthusiast group?

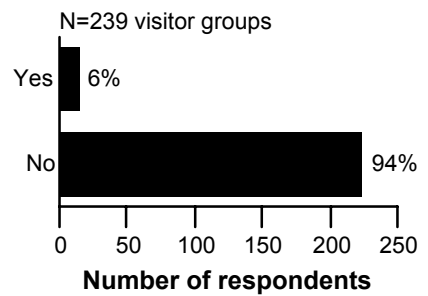


Figure 5: Visitors traveling with a railroad enthusiast group

Question 16d

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

Results

- 3% of visitor groups were traveling with an other organized group (see Figure 6).

With other organized group?

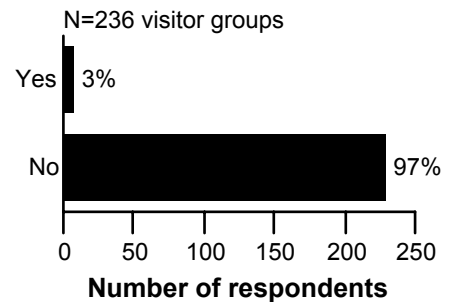


Figure 6: Visitors traveling with an other organized group (business, scout group, etc.)

*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 18c

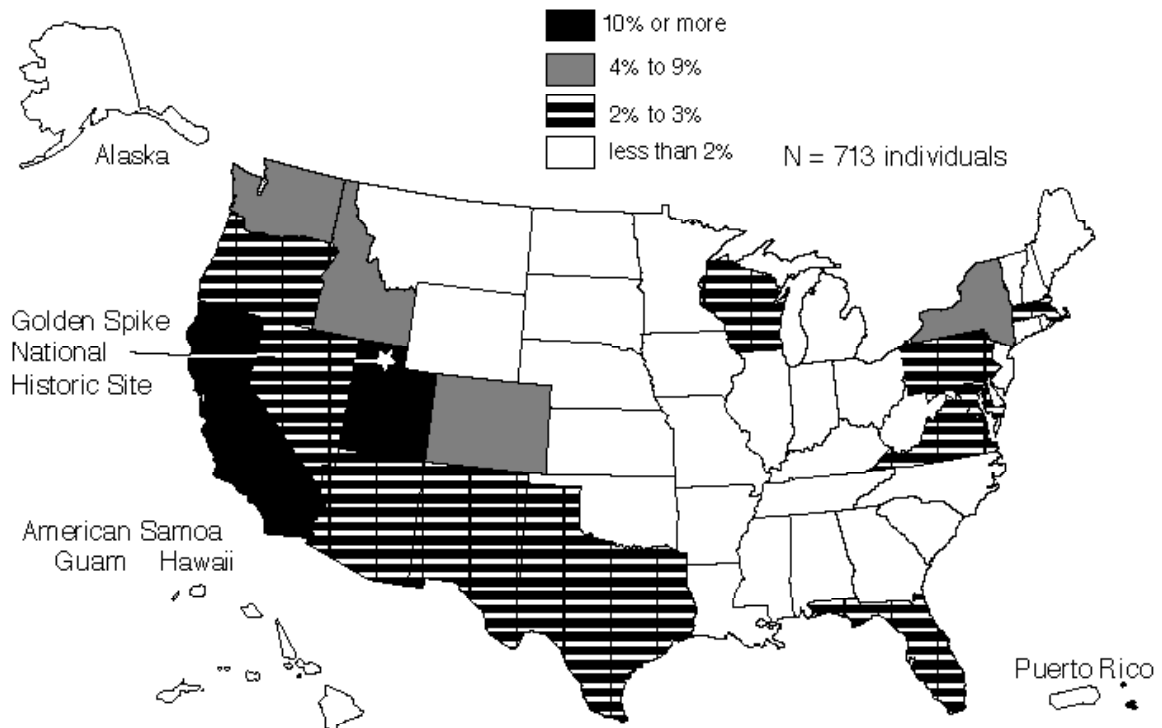
Table 3: United States visitors by state of residence*

What is your U.S. zip code?
 Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors comprised 97% of total visitation to the park.
- 35% of U.S. visitors came from Utah (see Table 3 and Map 1).
- 12% came from California.
- Smaller proportions came from 36 other states and Washington, D.C.

State	Number of visitors	Percent of U.S. visitors N=713 individuals	Percent of total visitors N=730 individuals
Utah	248	35	34
California	87	12	12
Washington	44	6	6
Idaho	39	5	5
New York	29	4	4
Colorado	25	4	3
Arizona	22	3	3
Pennsylvania	17	2	2
Oregon	16	2	2
Virginia	15	2	2
Florida	14	2	2
Massachusetts	13	2	2
Wisconsin	13	2	2
Maryland	12	2	2
Nevada	11	2	2
Texas	11	2	2
22 other states and Washington, D.C.	19	3	14



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

*total percentages do not equal 100 due to rounding

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

International visitors by country of residence

Question 18c

What is your country of residence?

Table 4: International visitors by country of residence *

CAUTION!

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

Results – Interpret with CAUTION!

- International visitors comprised 3% of total visitation to the park.
- 35% of international visitors came from the United Kingdom (see Table 4).
- 24% came from Canada.
- 24% came from Germany.
- 18% came from France.

Country	Number of visitors	Percent of international visitors N=17 individuals	Percent of total visitors N=730 individuals
United Kingdom	6	35	1
Canada	4	24	1
Germany	4	24	1
France	3	18	<1

*total percentages do not equal 100 due to rounding

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

Number of visits to the park in past 12 months

Question 18d

How many times have you visited the park in the past 12 months (including this visit)?

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

Results

- 93% of visitors visited the park once in the past 12 months (see Figure 7).
- 7% visited two or more times.

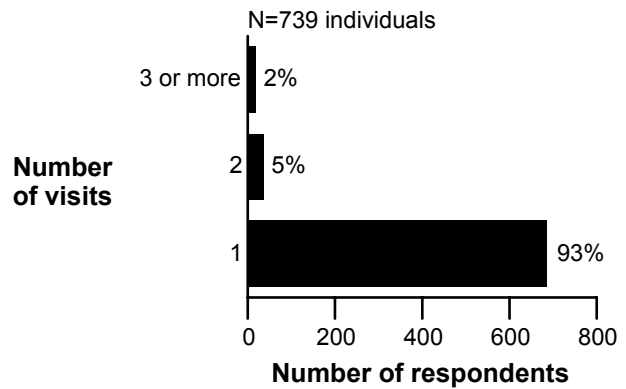


Figure 7: Number of visits to park in the past 12 months

Number of visits to the park in lifetime

Question 18e

How many times have you visited the park in your lifetime (including this visit)?

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

Results

- 80% of visitors visited the park once in their lifetime (see Figure 8).
- 20% visited two or more times.

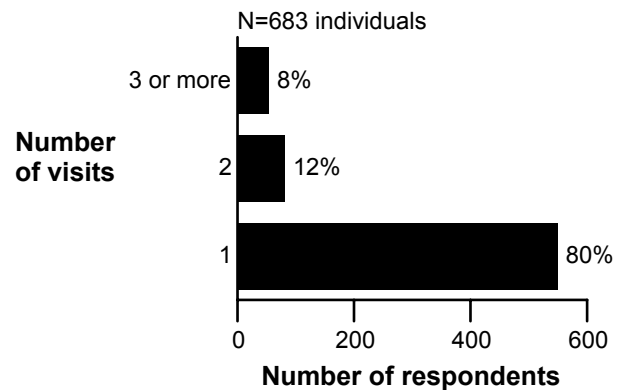


Figure 8: Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

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

Visitor gender

Question 18a

For you and your personal group, what is your gender?

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

Results

- 54% of visitors were male (see Figure 9).
- 46% were female.

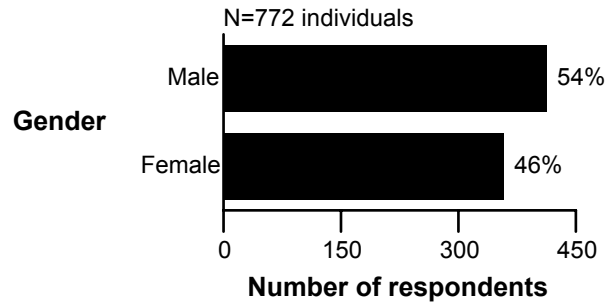


Figure 9: Visitor gender

Visitor age

Question 18b

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

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

Results

- Visitor ages ranged from 1 to 92 years old.
- 43% of visitors were in the 41-65 years age group (see Figure 10).
- 23% were 15 years or younger.

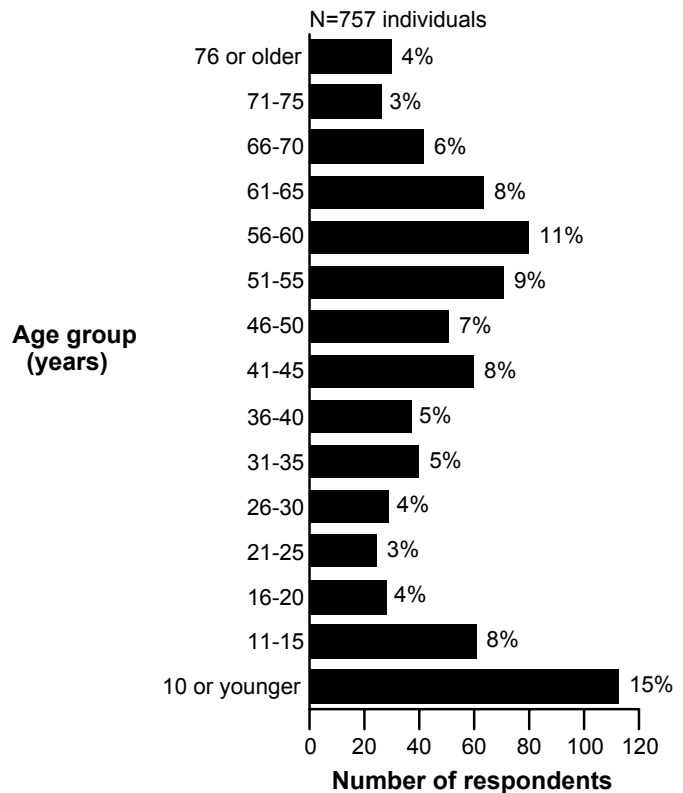


Figure 10: Visitor age

*total percentages do not equal 100 due to rounding

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

Visitors with disabilities/impairments

Question 19a

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

Results

- 7% of visitor groups had members with disabilities/impairments that affected their park experience (see Figure 11).

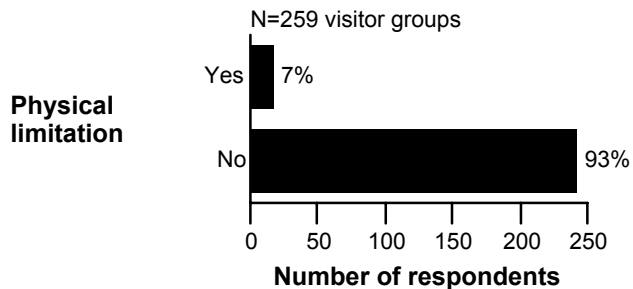


Figure 11: Visitors with disabilities/impairments

Question 19b

If YES on this visit, what activities or services did the person have difficulty accessing or participating in?

Results – Interpret with CAUTION

- Not enough visitor groups responded to this question to provide reliable data (see Figure 12).
- “Other” types of activities/services (24%) included:

Boarding the engines
Visitor center walk to sites

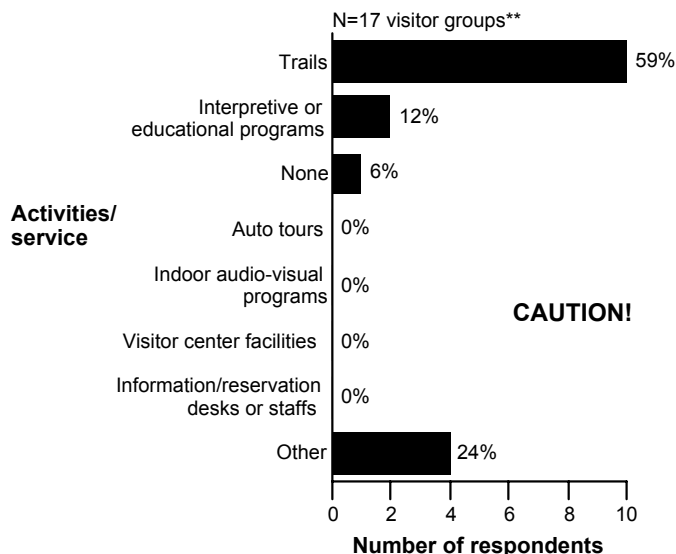


Figure 12: Activities/services difficult to participate in/access

*total percentages do not equal 100 due to rounding

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

Question 19c

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

Results – **Interpret with CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 13).
- “Other” disabilities/impairments (29%) included:

Emphysema
 Step too high
 Needed more shade
 Heat and walking

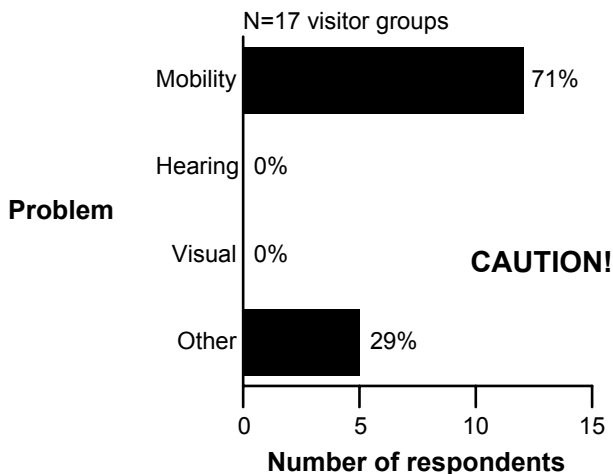


Figure 13: Type of disability/impairment

Highest level of education

Question 20

For you and each member (age 16 or over) in your personal group on this visit, please indicate the highest level of education completed.

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

Results

- 32% of visitors had some college (see Figure 14).
- 30% held a Bachelor’s degree.
- 21% held a graduate degree.

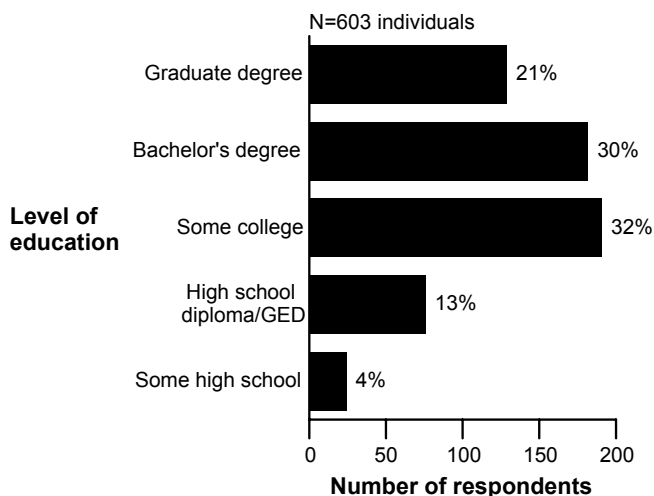


Figure 14: Highest level of education

*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 your visit, did you and your group obtain information about Golden Spike NHS?

Results

- 81% of visitor groups obtained information about the park prior to their visit (see Figure 15).

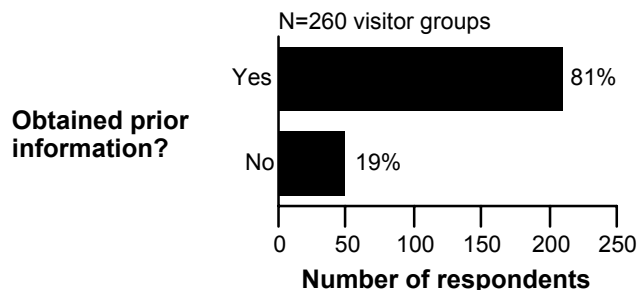


Figure 15: Visitors who obtained information about Golden Spike NHS prior to this visit

Question 1a

If YES, prior to your visit, how did you and your group obtain information about Golden Spike NHS?

Results

- As shown in Figure 16, the most common source of information was travel guides/tour books (35%).
- 34% of visitor groups obtained information from friends/relatives/word of mouth.
- “Other” sources of information (21%) included:

- Previous knowledge
- Saw on sign
- Book by Stephen Ambrose
- History books
- Children learned about in school
- Saw on map

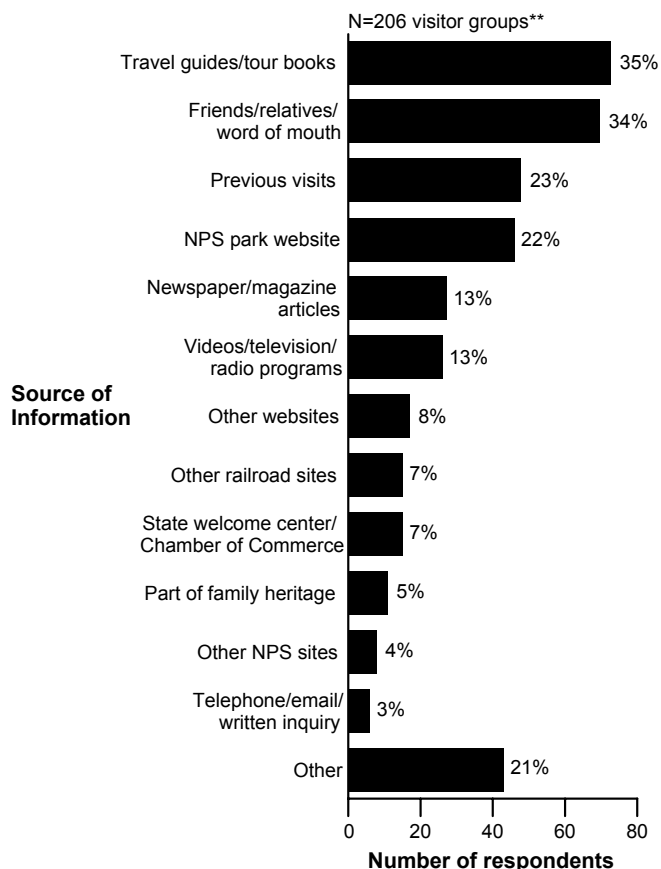


Figure 16: Sources of information used by visitor groups prior to this visit

*total percentages do not equal 100 due to rounding

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

Question 1c

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

Results

- 86% of visitor groups obtained the information they needed for this trip to Golden Spike NHS (see Figure 17).

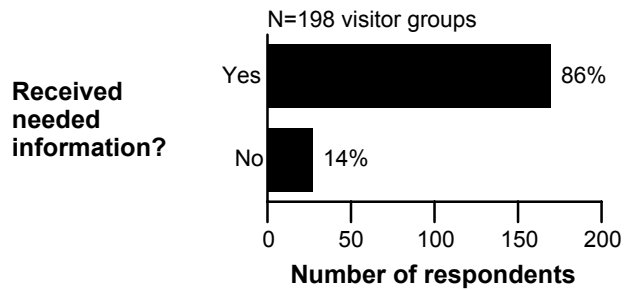


Figure 17: Visitor groups who obtained needed information prior to this visit

Question 1d

If NO, what additional information did you need?

Results

- Additional information that visitor groups (N=20) needed included:

- Directions
- How to plan time management
- Schedule of events
- Price of admission
- What there is to see
- Food services

*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

On future visits to Golden Spike NHS, what sources of information would you and your group prefer to use to obtain information in planning your visit?

Results

- As shown in Figure 18, the most common source of information preferred for a future visit was the NPS website (55%).
- 45% of visitor groups preferred to obtain information from previous visits.
- 39% of visitor groups preferred to obtain information from travel guides/tour books.
- “Other” sources of information (6%) included:

- Golden Spike booklet
- Information on map
- Mall
- National Park brochure/map
- Highway signs

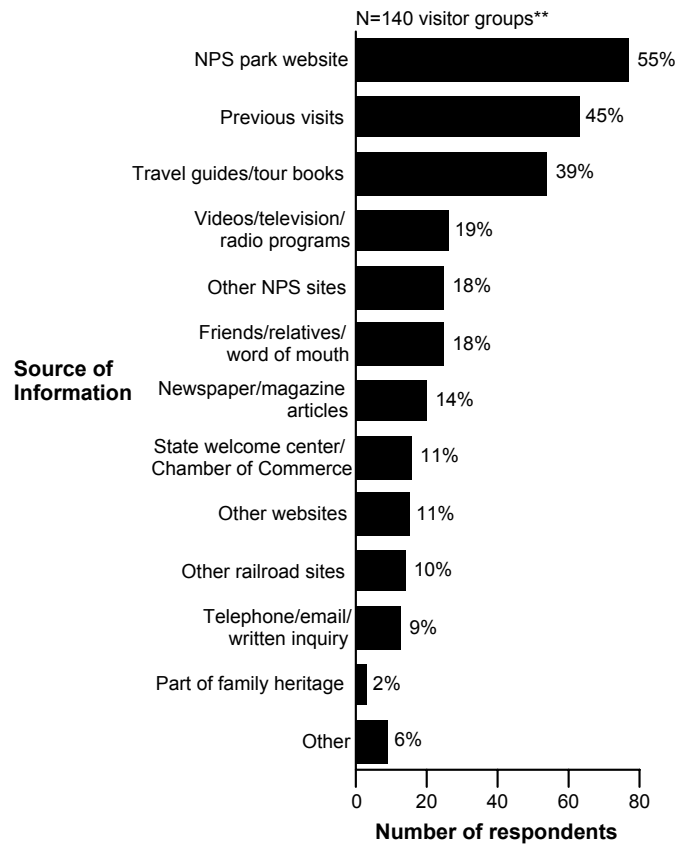


Figure 18: Sources of information preferred for a future visit

*total percentages do not equal 100 due to rounding

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

Places stayed on night before arrival at Golden Spike NHS

Question 2a

In what town/city did you and your group stay on the night before your arrival at Golden Spike NHS?

Table 5: Places stayed on night before arrival at Golden Spike NHS

N=209 visitor groups

	City/Town and State	Number of times mentioned
Results	Salt Lake City, UT	35
	Ogden, UT	28
	Brigham City, UT	15
	Twin Falls, ID	10
	Logan, UT	9
	Park City, UT	7
	Tremonton, UT	7
	Jackson, WY	6
	Idaho Falls, ID	5
	Lava Hot Springs, ID	4
	Layton, UT	4
	Pocatello, ID	4
	Boise, ID	3
	Sandy, UT	3
	Vernal, UT	3
	Eden, UT	2
	Heber City, UT	2
	Honeyville, UT	2
	Orem, UT	2
	Provo, UT	2
Riverdale, UT	2	
Riverton, UT	2	
West Yellowstone, MT	2	
Alpine, UT	1	
Antelope Island, UT	1	
Burley, ID	1	
Butte, MT	1	
Centerville, UT	1	
City of Rocks, ID	1	
Corrine, UT	1	
Custer, SD	1	
Deer Valley, UT	1	
Draper, UT	1	
Evanston, WY	1	
Fruit Heights, UT	1	
Garden City, UT	1	
Hatch, UT	1	
Highland, UT	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 5: Places stayed on night before arrival at Golden Spike NHS (continued)

City/Town and State	Number of times mentioned
Hill Air Force Base, UT	1
Hooper, UT	1
Huntsville, UT	1
Hyrum, UT	1
Idaho City, ID	1
Kanab, UT	1
Ketchum, ID	1
La Grande, OR	1
Laketown, UT	1
Lehman Caves, Great Basin NP, NV	1
Little America, WY	1
Macks Inn, ID	1
McAllister, MT	1
Midway, UT	1
Murray, UT	1
Nephi, UT	1
Olympia, WA	1
Perry, UT	1
Plain City, UT	1
Rock Springs, WY	1
Roy, UT	1
Salina, UT	1
Silverfork, UT	1
Smithfield, UT	1
South Jordan, UT	1
St. George, UT	1
Tooele, UT	1
Unknown, WY	1
Vale, OR	1
Wendover, UT	1
West Hartford, CT	1
West Wendover, NV	1
Winnemucca, NV	1

*total percentages do not equal 100 due to rounding

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

Places stayed on night after departure at Golden Spike NHS

Question 2b

In what town/city did you and your group stay on the night after your departure from Golden Spike NHS?

Table 6: Places stayed on night after departure at Golden Spike NHS

N=199 visitor groups

	City/Town and State	Number of times mentioned
Results	Salt Lake City, UT	41
	Ogden, UT	22
	Brigham City, UT	12
	Logan, UT	10
	Park City, UT	7
	Elko, NV	6
	Idaho Falls, ID	5
	Boise, ID	4
	Pocatello, ID	4
	Tremonton, UT	4
	Jackson, WY	3
	Orem, UT	3
	Sandy, UT	3
	Twin Falls, ID	3
	Unknown, ID	3
	Bountiful, UT	2
	Eden, UT	2
	Heber City, UT	2
	Las Vegas, NV	2
	Riverdale, UT	2
	Roy, UT	2
West Jordan, UT	2	
Winnemucca, NV	2	
Arco, ID	1	
Bear Lake	1	
Blackfoot, ID	1	
Burley, ID	1	
Carlin, NV	1	
Centerville, UT	1	
Cheyenne, WY	1	
Declo, ID	1	
Deer Valley, UT	1	
Delta, ID	1	
Dillon, MT	1	
Evanston, WY	1	
Garden City, UT	1	
Hayward, CA	1	
Highland, UT	1	
Hill Air Force Base, UT	1	

- As shown in Table 6, the most common cities/towns that visitor groups spent the night after their visit were:

21% Salt Lake City, UT

11% Ogden, UT

6% Brigham City, UT

*total percentages do not equal 100 due to rounding

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

Table 6: Places stayed on night after departure of Golden Spike NHS (continued)

City/Town and State	Number of Times Mentioned
Honeyville, UT	1
Hooper, UT	1
Hyrum, UT	1
Kennewick, WA	1
Klamath Falls, OR	1
Lava Hot Springs, ID	1
Layton, UT	1
Lehi, UT	1
Lima, MT	1
Mantua, UT	1
Nampa, ID	1
Nephi, UT	1
Norco, CA	1
Ontario, OR	1
Page, AZ	1
Pendleton, OR	1
Plain City, UT	1
Provo, UT	1
Rawlins, WY	1
Reno, NV	1
Rexburg, ID	1
Richfield, UT	1
Riverton, UT	1
Rock Springs, WY	1
Silverfork, UT	1
Smithfield, UT	1
St. George, UT	1
Thayne, WY	1
Tooele, UT	1
Torrey, UT	1
Unknown, IDT	1
Vernal, UT	1
Washougal, WA	1
West Valley, UT	1
West Wendover, NV	1
Willard, UT	1
Woods Cross, UT	1

*total percentages do not equal 100 due to rounding

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

Question 2c

In what community did you obtain support services (e.g. information, gas, food, or lodging) for this visit to Golden Spike NHS?

Results

- 31% of visitor groups obtained support services in Brigham City (see Figure 19).
- 23% obtained support services in Ogden.
- “Other” communities (33%) included:

Salt Lake City, UT
 Logan, UT
 Idaho Falls, ID
 Layton, UT
 Orem, UT
 Perry, UT

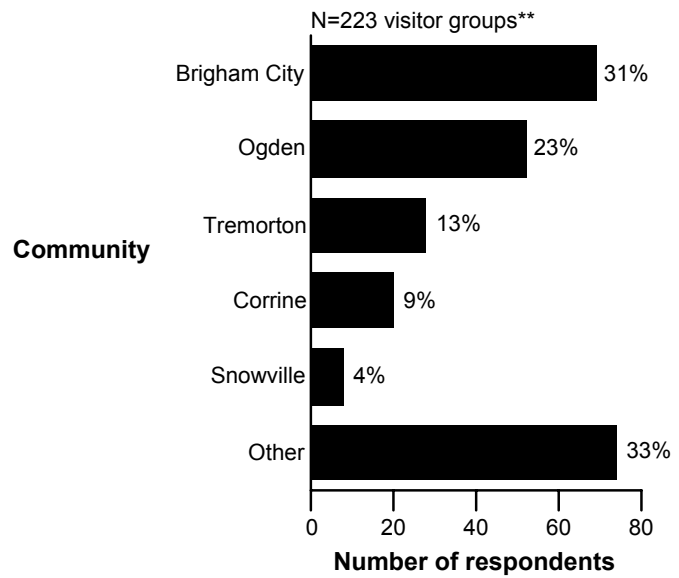


Figure 19: Communities where support services were obtained

*total percentages do not equal 100 due to rounding

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

Question 2d

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

Results

- 96% of visitor groups obtained all needed services in these communities (see Figure 20).

Able to obtain needed services?

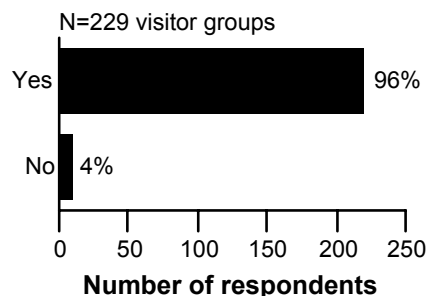


Figure 20: Ability to obtain needed services

Question 2e

If NO, what needed services were not available?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable data.
- Visitor responses are shown in Table 7.

Table 7: Needed services that were not available

N=11 comments;

some visitor groups made more than one comment.

CAUTION!

Service	Comment
Billboard signage	Along Hwy 15
Dining	Diabetic and no place for lunch
Bigger signs	Hard to get a hotel room in city of Heber
Adequate information to get to the NHS is not available.	How to get to NHS distribute maps to businesses
TV	Motel had rotten service
Phone #s	Needed for driving directions.
Fast food	Only food available was at gas station.
Hotel	Rooms not available
Coffee shop	
Paper towels	
Sodas	

*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 visit to Golden Spike NHS area

Question 3

On this trip, what was the primary reason that you and your group visited the Golden Spike NHS area (within 1-hour drive of the park)?

Results

- 11% of visitor groups were residents of the local area (see Figure 21).
- As shown in Figure 22, the most common reasons for visiting the Golden Spike NHS area for non-residents were:

- 45% Visit Golden Spike NHS
- 22% Traveling through to another destination
- 15% Visit friends/relatives in the area

- “Other” primary reasons (4%) for visiting included:

- See historical site
- Children were interested
- Showing visitors
- Recommended by relatives
- Teachers
- Had extra time
- Part of Bird Tour package
- On vacation trip

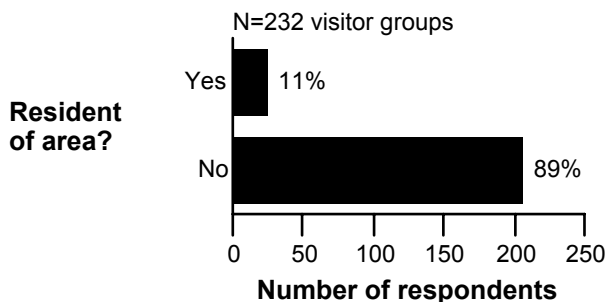


Figure 21: Resident of the Golden Spike NHS area (within 1 hour drive)

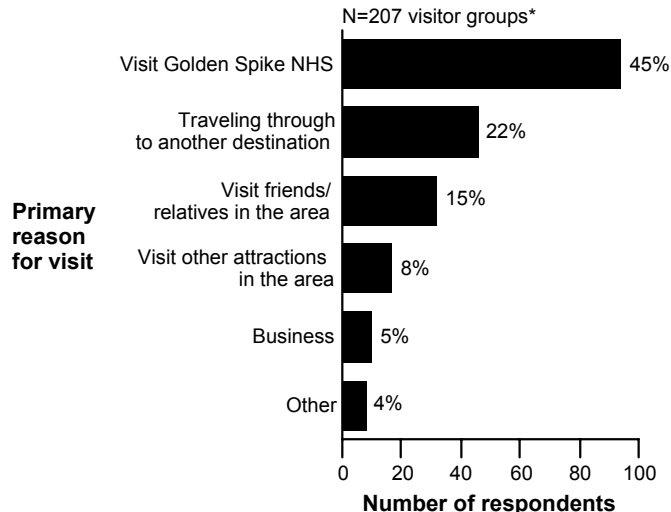


Figure 22: Reason for visiting the Golden Spike NHS area (within 1-hour drive)

*total percentages do not equal 100 due to rounding

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

Reasons for visiting Golden Spike NHS

Question 5

On this trip, what were the reasons that you and your group visited Golden Spike NHS?

Results

- 75% of visitor groups visited Golden Spike NHS to learn about history (see Figure 23).
- 26% visited to visit a National Park Service site.
- “Other” reasons (18%) included:
 - Interested in Railroads
 - Children wanted to see it
 - Always wanted to see it
 - Site has historical significance
 - Railroader’s Festival
 - Visit Spiral Jetty
 - Get a National Park Passport stamp
 - Interesting picnic area
 - Place to camp

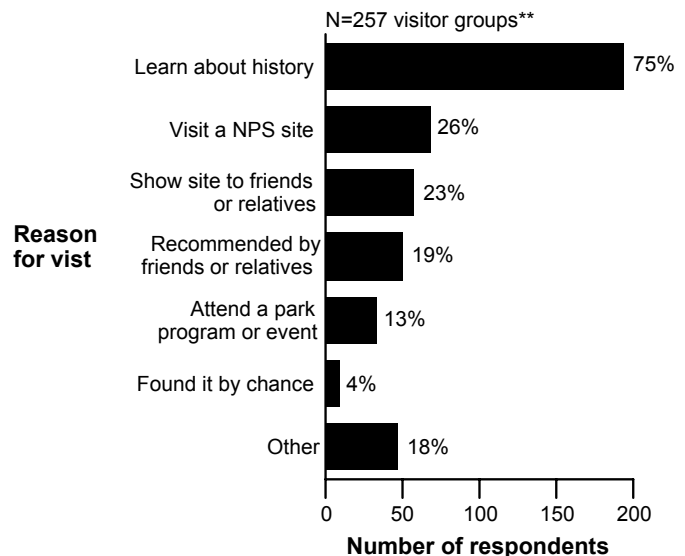


Figure 23: Reasons for visiting Golden Spike NHS

Length of visit

Question 4a

On this visit, how long did you and your group spend visiting Golden Spike NHS?

Results

- 76% of visitor groups spent up to two hours at the park (see Figure 24).
- 24% spent three or more hours.
- The average length of stay among visitor groups was 3.6 hours.

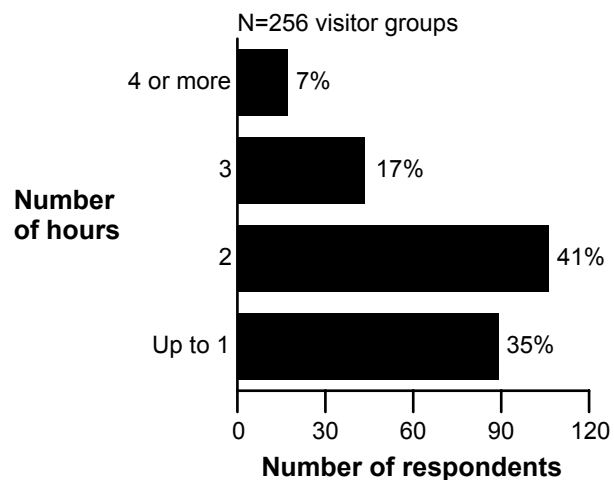


Figure 24: Number of hours visiting the park

*total percentages do not equal 100 due to rounding

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

Question 4b

On this visit how long did you and your group stay in the Golden Spike NHS area (within a 1-hour drive of the park)?

Number of hours if less than 24

Results

- 45% of visitor groups spent up to two hours in the Golden Spike NHS area (see Figure 25).
- 38% spent three or four hours.
- 17% spent five or more hours.

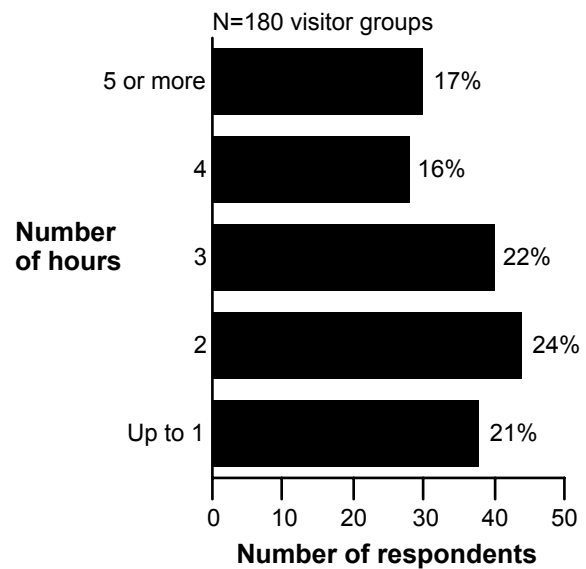


Figure 25: Number of hours spent visiting the area

Question 4b

On this visit how long did you and your group stay in the Golden Spike NHS area (within a 1-hour drive of the park)?

Number of days if more than 24 hours

Results

- 50% of visitor groups spent up to two days in the Golden Spike area (see Figure 26).
- 33% spent three or four days.
- 17% spent five or more days.

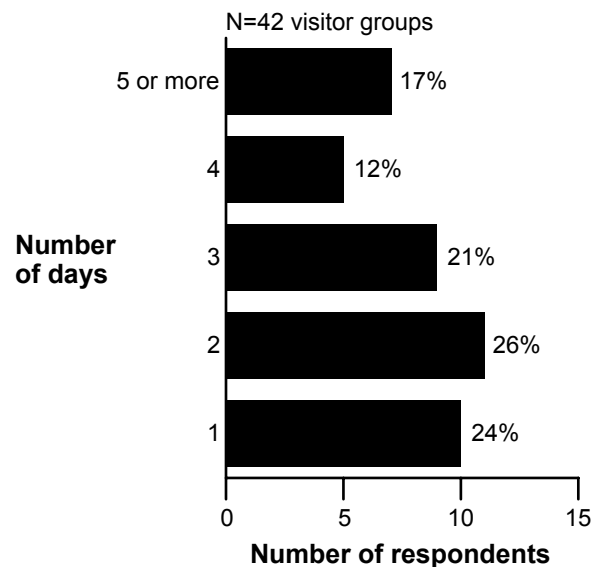


Figure 26: Number of days spent visiting the area

*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 15b

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

Results

- 94% of visitor groups used one vehicle to travel to the park (see Figure 27).

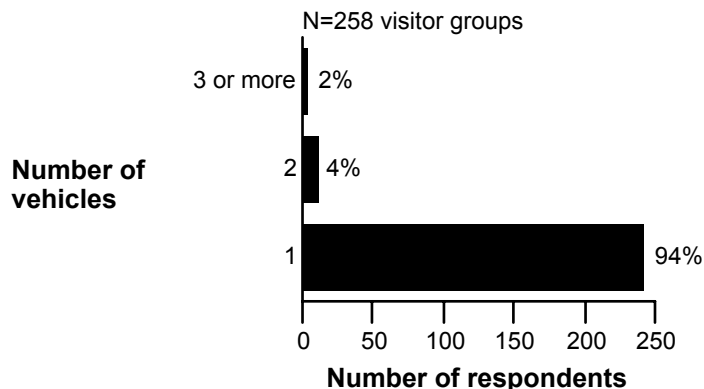


Figure 27: Number of vehicles used to travel to park

Number of park entries

Question 6a

During your stay in the area (within a 1-hour drive of the park), how many times did you and your group enter the park?

Results

- 98% of visitor groups entered the park once (see Figure 28).

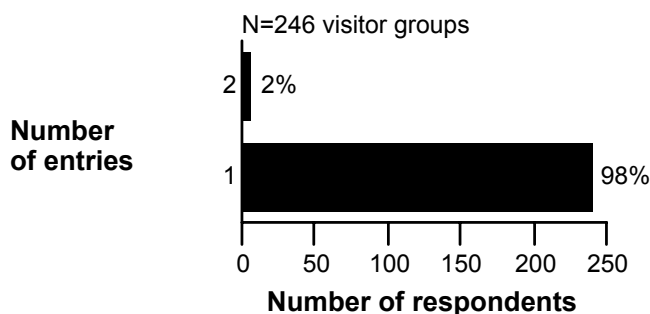


Figure 28: Number of times entered the park

Overnight stay

Question 6b

On this trip, did you and your group stay overnight away from home in the Golden Spike NHS area (within a 1-hour drive of the park)?

Results

- 31% of visitor groups stayed overnight away from home in the Golden Spike NHS area (see Figure 29).

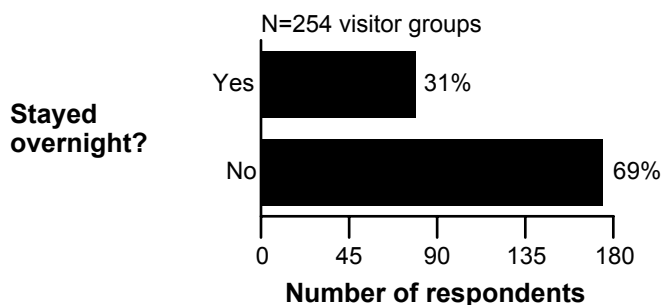


Figure 29: Overnight stays away from home in the Golden Spike NHS area

*total percentages do not equal 100 due to rounding

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

Question 6c

If YES, please list the number of nights you and your group stayed within a 1-hour drive of the park.

Results

- 45% of visitor groups stayed one night away from home in the Golden Spike NHS area (see Figure 30).
- 41% spent two or three nights.
- 14% spent four or more nights.

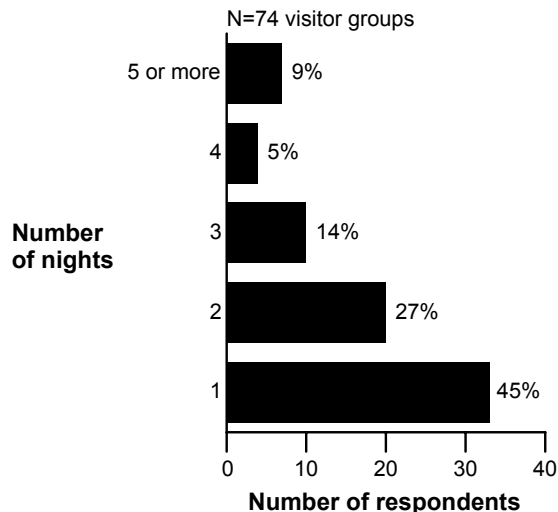


Figure 30: Number of nights stayed in the Golden Spike NHS area

Overnight accommodations

Question 6d

In what type of lodging did you and your group spend the nights?

Results

- 54% of visitor groups stayed in lodges, motels/hotels, cabins, rented condos, etc. (see Figure 31).
- 23% stayed at a campground/RV park.
- “Other” types of lodging (8%) included:

Personal homes
Wal-Mart parking lot
Semi truck

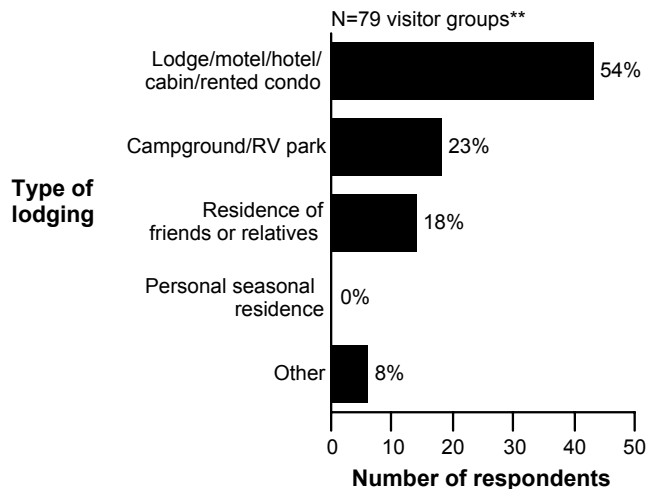


Figure 31: Type of lodging

*total percentages do not equal 100 due to rounding

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

Railroader's Festival

Question 7

On this trip, did you and your group visit the park for the Railroader's Festival?

Results

- 12% of visitor groups visited the park for the Railroader's Festival.

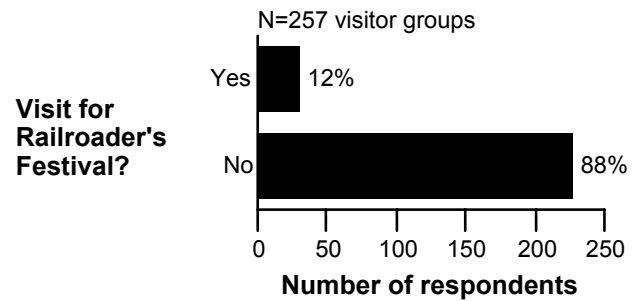


Figure 32: Visiting for the Railroader's Festival

Railroader's Festival activities

Question 8a

During your visit to the park, did you and your group participate in any Railroader's Festival activities?

Results

- 16% of visitor groups participated in Railroader's Festival activities (see Figure 33).

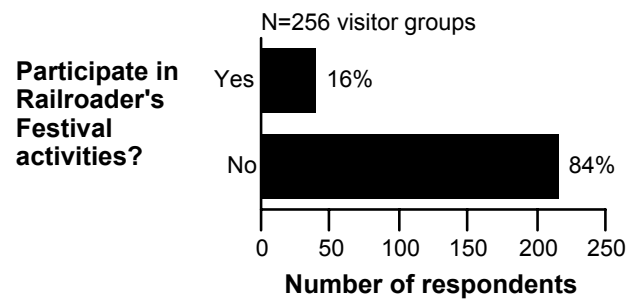


Figure 33: Participation in Railroader's Festival activities

*total percentages do not equal 100 due to rounding

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

Question 8b

If YES, which Railroader's Festival activities did you or your group participate in?

Results

- Visitor responses are shown in Table 8.

Table 8: Railroader's Festival activities

N=95 comments;
some visitor groups made more than one comment.

Activity	Number of times mentioned
Reenactment	19
Motor car rides	14
Handcar rides	13
Children's games	8
Locomotive tour	6
Watched movie	6
All of them	4
Chop throw	3
Safety talk	3
Trolley ride	3
Attended pageant	2
Buffalo chips	2
Children's coloring	2
Driving of spikes	2
Watched trains	2
Eating	1
Firestroking	1
Gift shop	1
Golden Spike Ceremony	1
Hoop tossing	1
Ranger program	1

*total percentages do not equal 100 due to rounding

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

Sites visited

Question 9

On this visit to Golden Spike NHS, which of the following sites did you and your group visit?

Results

- As shown in Figure 34, the most commonly visited sites were:

98% Visitor Center
 87% Last Spike site
 19% East Auto Tour
 15% West Auto Tour

- “Other” sites visited (3%) included:

Spiral jetty
 ATK rockets
 Trains departing at 3 p.m.

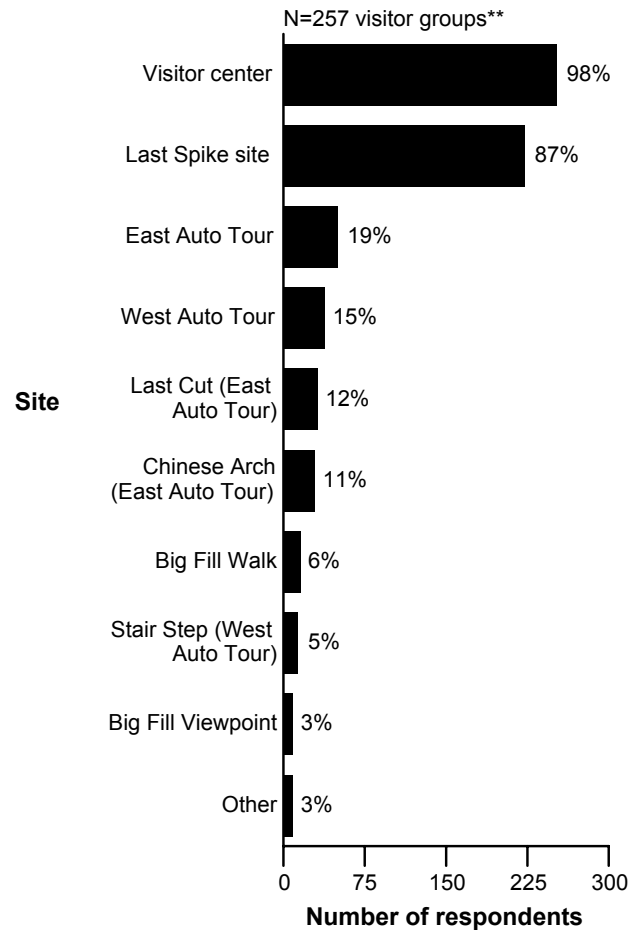


Figure 34: Sites visited

*total percentages do not equal 100 due to rounding

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

Reenactment attendance

Question 12

How important is being able to attend a reenactment program to your visit to Golden Spike NHS?

Results

- 37% of visitors rated being able to attend a reenactment program “very important” or “extremely important” (see Figure 35).
- 19% rated it as “not important.”

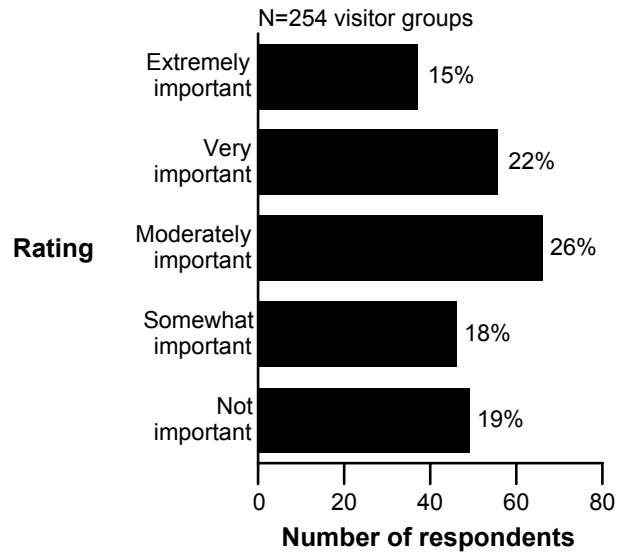


Figure 35: Importance of attending a reenactment program

Crowding

Question 11

On this visit to Golden Spike NHS, compared to what you expected, how crowded did you and your group feel?

Results

- 54% of visitor felt less crowded than expected (see Figure 36).
- 41% felt about as crowded as expected.

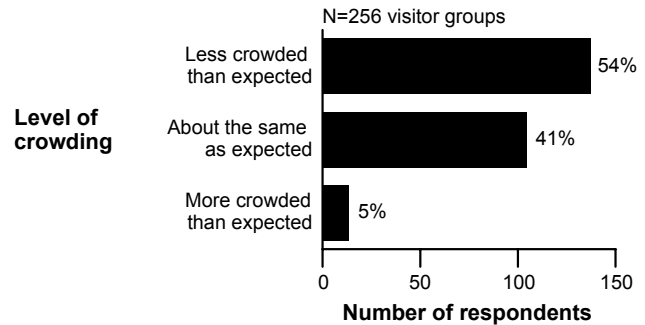


Figure 36: Level of crowding

*total percentages do not equal 100 due to rounding

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

Expected activities

Question 13a

As you were planning your trip, what activities did you and your group expect to include on this visit?

Results

- As shown in Figure 37, the most common activities visitor groups expected to participate in were:
 - 93% Viewing exhibits in visitor center
 - 81% Viewing locomotive trains
 - 58% Shopping at the visitor center bookstore
 - 56% Watching visitor center videos/ movies
- “Other” activities (6%) included:
 - Auto Tour
 - Seeing the actual Golden Spike site
 - Viewing the actual spike
 - Viewing trains
 - Eating
 - Swimming
 - Spiral Jetty

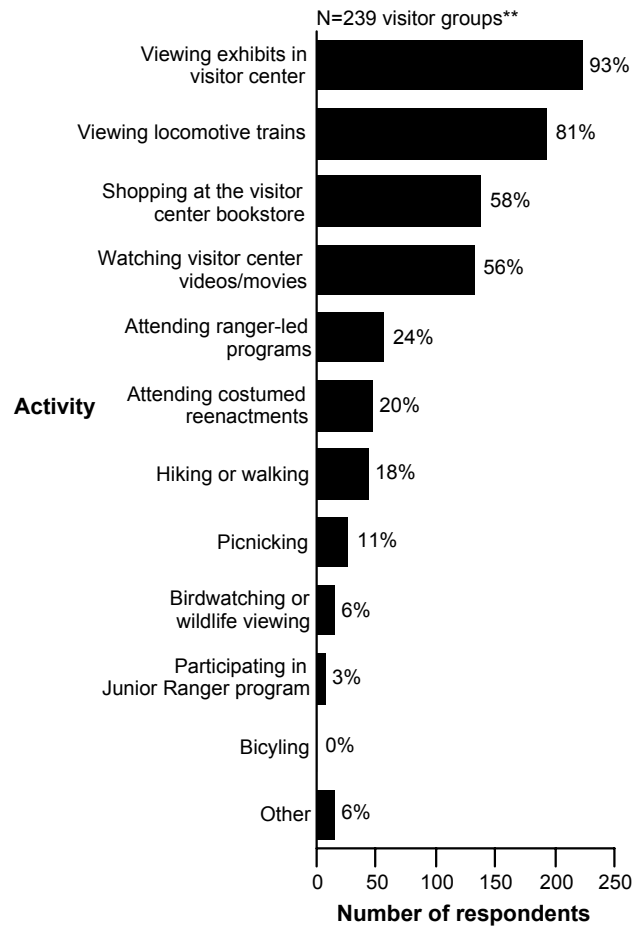


Figure 37: Activities expected to participate in

*total percentages do not equal 100 due to rounding

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

Participated activities

Question 13b

On this visit, what activities did you and your group participate in?

Results

- As shown in Figure 38, the most common activities visitor groups participated in were:

- 91% Viewing locomotive trains
- 89% Viewing exhibits in visitor center
- 67% Shopping at the visitor center bookstore
- 65% Watching visitor center videos/ movies

- “Other” activities (9%) included:

- Auto Tours
- Games
- Watched train demonstration
- Purchased video
- Spiral Jetty
- Viewing the area of the last spike

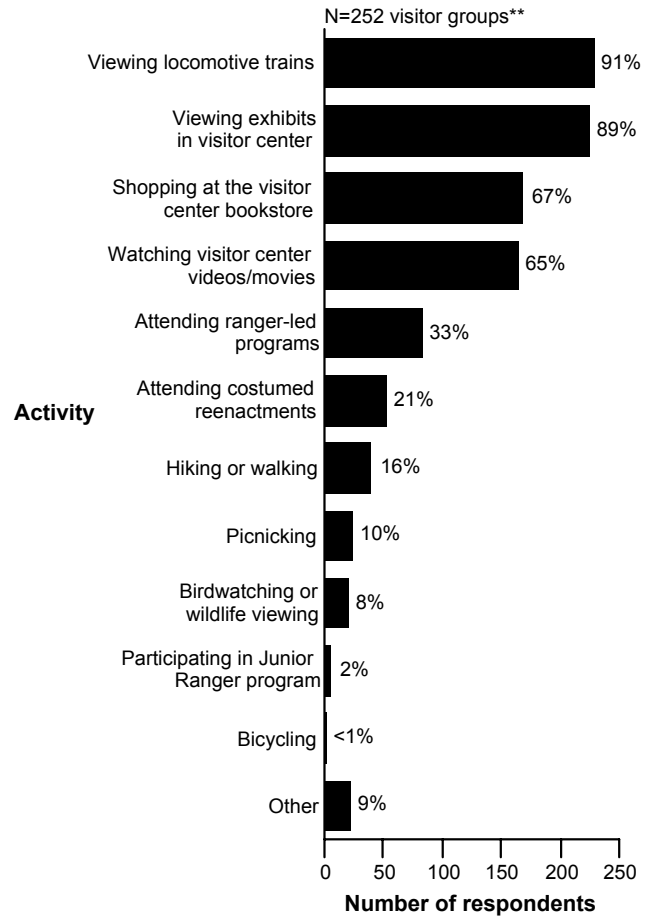


Figure 38: Activities participated in

*total percentages do not equal 100 due to rounding

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

Visitor center videos/movies

Question 13b

If you or your group watched a video or movie, how many did you watch?

Results

- Of the visitor groups who watched videos, 94% watched only one (see Figure 39).
- Of the visitor groups who watched movies, 93% watched only one (see Figure 40).

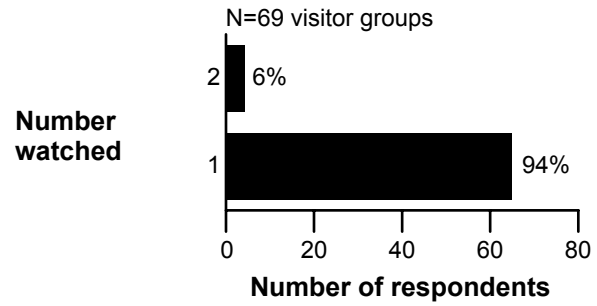


Figure 39: Number of videos watched

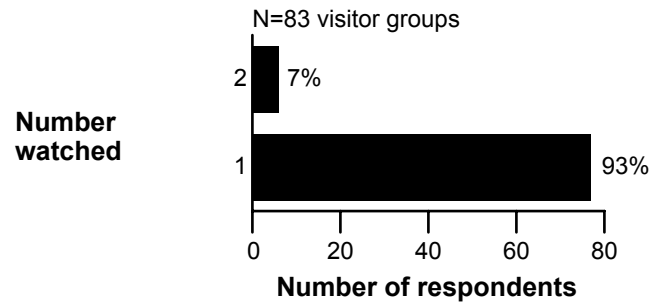


Figure 40: Number of movies watched

*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 13c

Which one activity that you or your group participated in was the most important to your visit to Golden Spike NHS?

Results

- Table 9 includes activities that were most important to visitor groups' visit.

Table 9: Activities that were most important to park visit*
N=242 visitor groups

Comment	Number of times mentioned	Percent
Viewing locomotive trains	133	55
Attending costumed reenactments	32	13
Viewing Visitor center exhibits	31	13
Seeing the actual site of the Last Spike	9	4
Attending ranger-led program	7	3
Visiting visitor center	6	2
Watching visitor center videos/movies	6	2
Seeing the two trains face-to-face	3	1
Auto tour	2	<1
East Auto tour	2	<1
Shopping	2	<1
Spiral Jetty	2	<1
Driving on the rail bed	1	<1
Golden Spike Ceremony	1	<1
Picnicking	1	<1
Talking to engineer	1	<1
Visitor center bookstore	1	<1
Walking the Big Fill Trail	1	<1
Wildlife viewing	1	<1

*total percentages do not equal 100 due to rounding

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

Topics learned this visit

Question 23a

During this visit to Golden Spike NHS, did you and your group learn about the following topics?

Results

- As shown in Figure 41, the most common topics visitor groups learned about on this visit were:

- 90% Joining of railroads and Last Spike Ceremony
- 86% Building and engineering the transcontinental railroad
- 72% People who built the transcontinental railroad

- “Other” topics (4%) included:

- Conflicts with Native Americans
- Could relate to TV programs

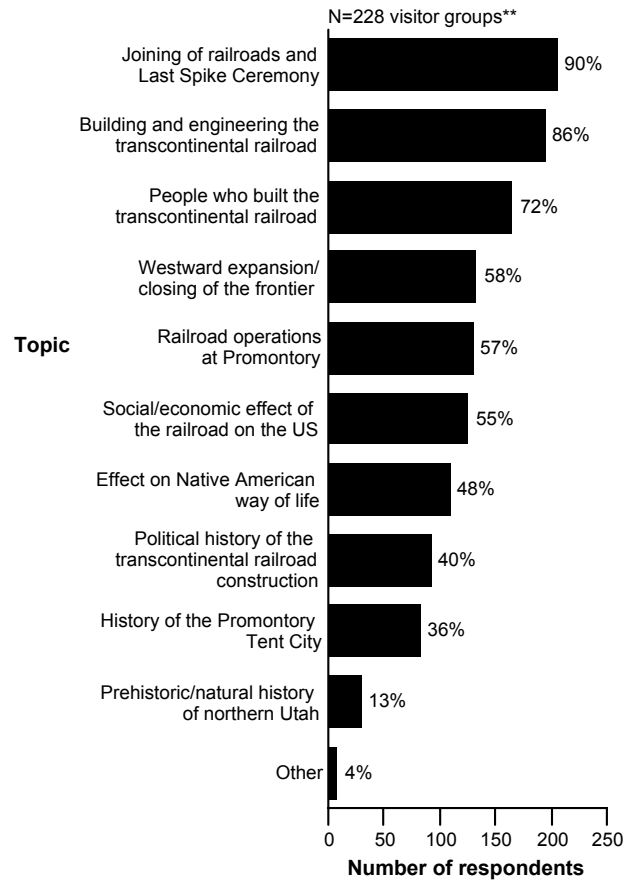


Figure 41: Topics learned this visit

*total percentages do not equal 100 due to rounding

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

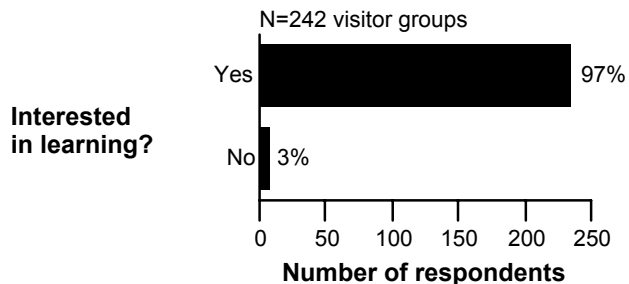
Topics for a future visit

Question 23b

On a future visit, what topics would you and your group prefer to learn more about?

Results

- 3% were not interested in learning about the park on a future visit (see Figure 42).



- As shown in Figure 43, of those who were interested in learning about the park (97%), the most common topics preferred to learn more about on a future visit were:

- 61% Effect on Native American way of life
- 61% People who built the transcontinental railroad
- 60% Political history of the transcontinental railroad construction
- 60% History of the Promontory Tent City
- 60% Building and engineering the transcontinental railroad

- “Other” topics (5%) included:

- Chinese contribution
- Role of women
- Information on the city and how it was affected by the shut down of 1938

Figure 42: Interested in learning on future visit

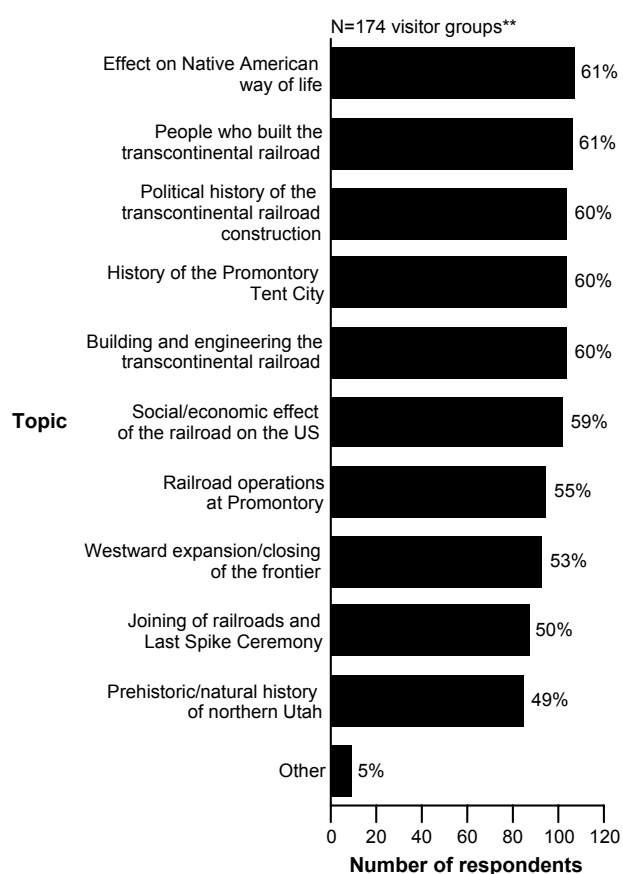


Figure 43: Topics to learn on a future visit

*total percentages do not equal 100 due to rounding

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

Preferred methods of learning on a future visit

Question 25

On a future visit how would you and your group prefer to learn about the history and resources of Golden Spike NHS?

Results

- 6% of visitor groups are not interested in learning about the history/resources (see Figure 44).

- As shown in Figure 45, of those who are interested in learning (94%), the most common methods of learning by visitor groups were:

- 64% Living history
- 62% Self-guided activities
- 59% Scale model railroad exhibits

- “Other” methods (2%) included:

- Train rides
- Wildlife displays/exhibits

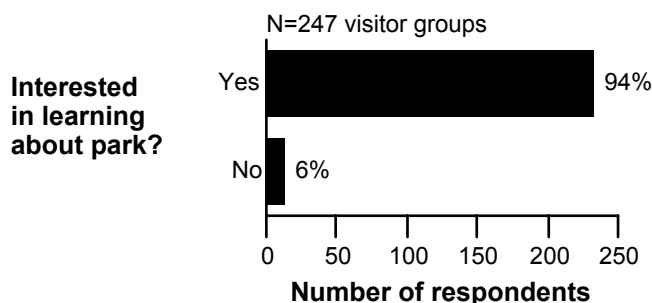


Figure 44: Visitor groups who were interested in learning about history and resources of the park on a future visit

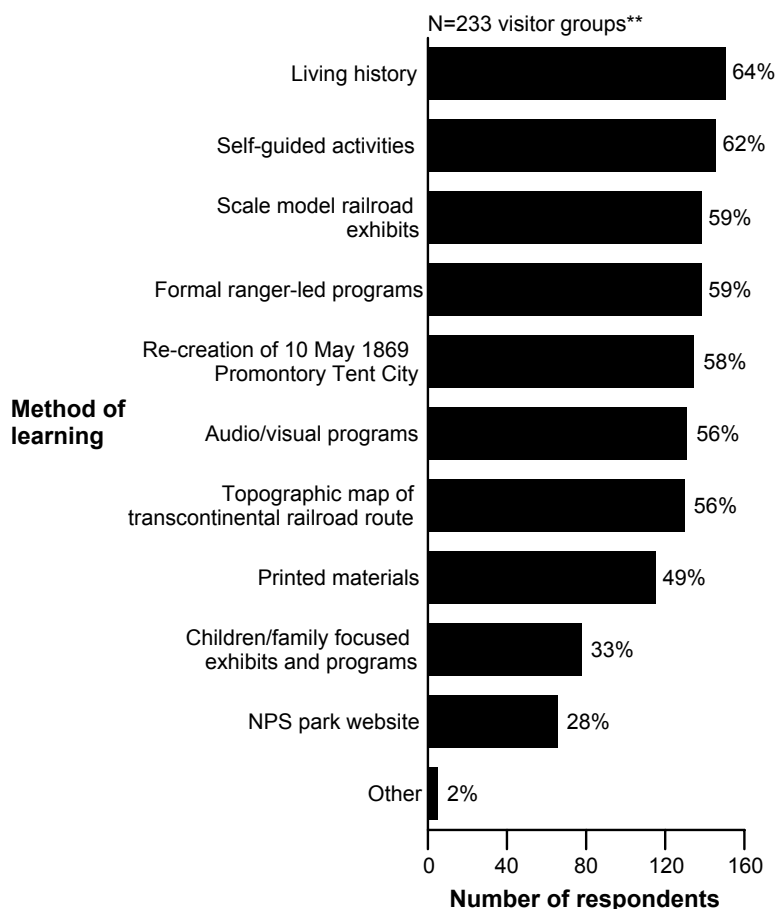


Figure 45: Preferred methods of learning on a future visit

*total percentages do not equal 100 due to rounding

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

Ratings of Visitor Services, Facilities, Elements, Attributes and Resources

Visitor services and facilities used

Question 14a

Please indicate all of the visitor services and facilities that you and your group used during this trip to Golden Spike NHS.

Results

- As shown in Figure 46, the most commonly used visitor services and facilities included:

- 91% Visitor center exhibits
- 84% Visitor center restrooms
- 76% Visitor center parking
- 72% Park brochure/map

- The least used service and facility was:

- 3% Big Fill picnic area

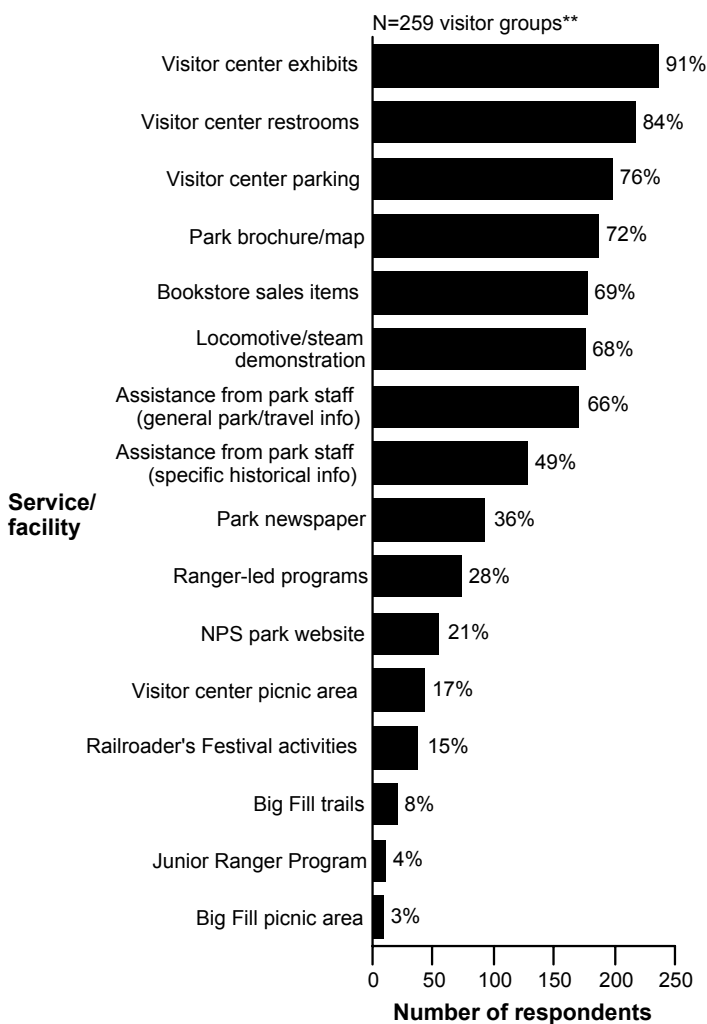


Figure 46: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

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

Importance ratings of visitor services and facilities

Question 14b

For only those services that you or your group used, please rate their importance from 1 to 5.

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

Results

- Figure 47 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.

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

- 86% Locomotive/steam demonstration
- 83% Visitor center restrooms
- 83% Assistance from Park staff (specific historical information)
- 83% Visitor center restrooms

- Figures 48 to 62 show the importance ratings for each service/facility.

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

- 9% Railroader’s Festival activities

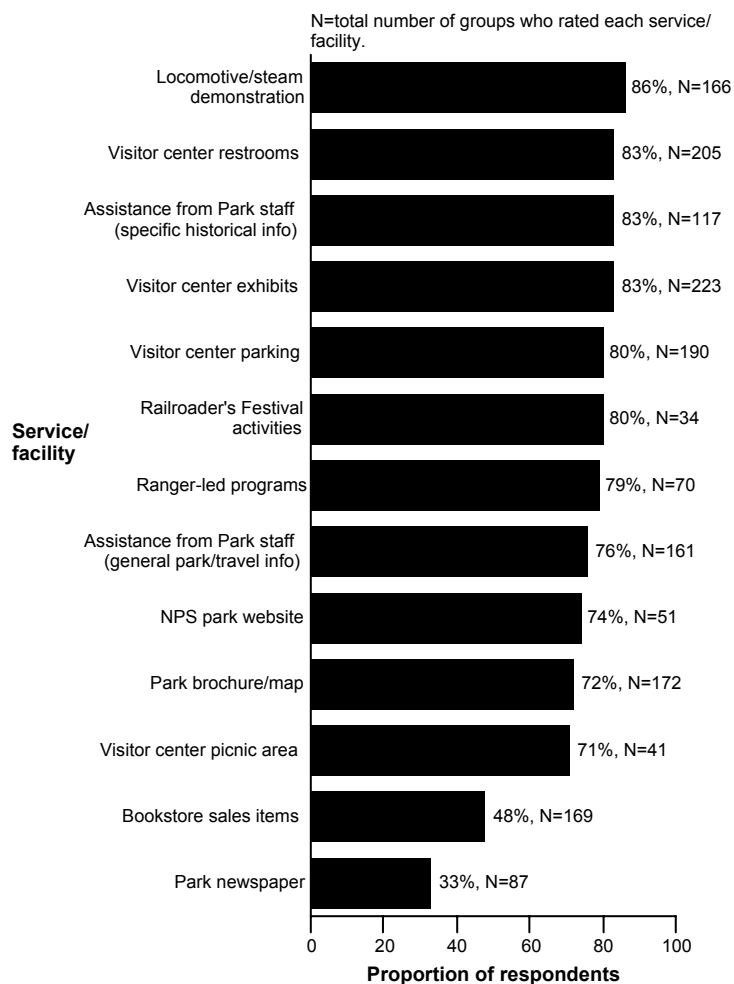


Figure 47: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding

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

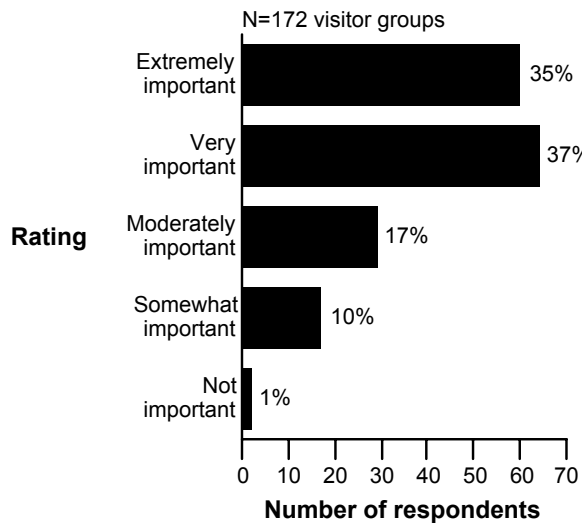


Figure 48: Importance of park brochure/ map

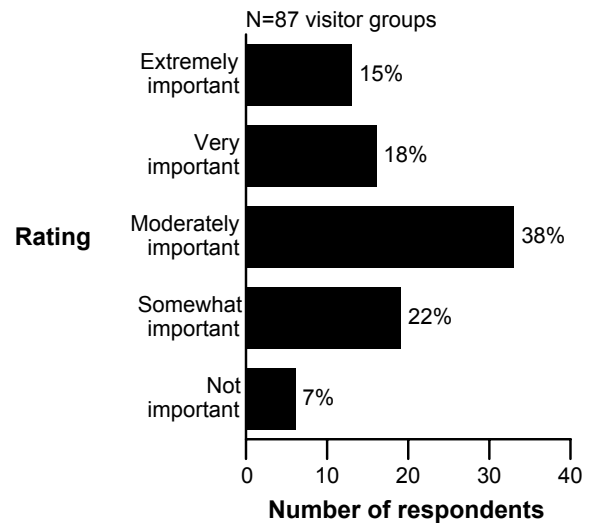


Figure 49: Importance of park newspaper

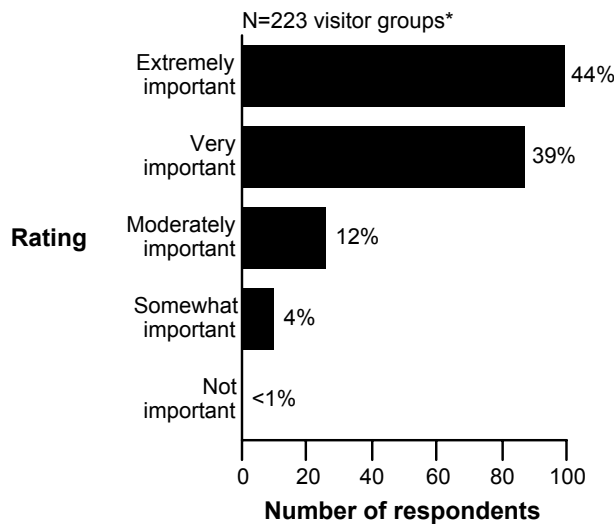


Figure 50: Importance of visitor center exhibits

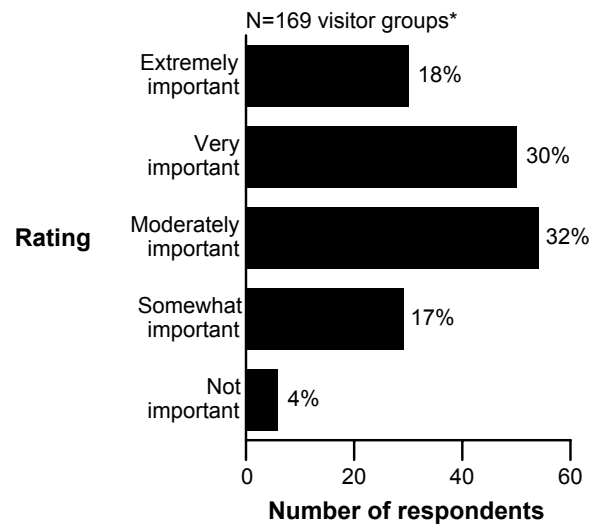


Figure 51: Importance of bookstore sales items

*total percentages do not equal 100 due to rounding

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

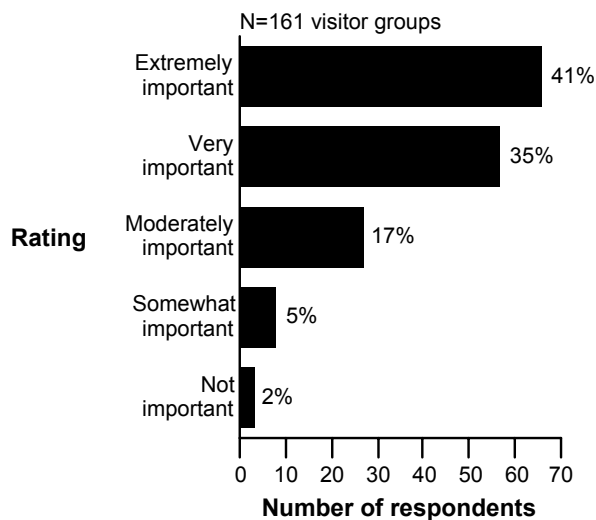


Figure 52: Importance of assistance from park staff (general park or travel information)

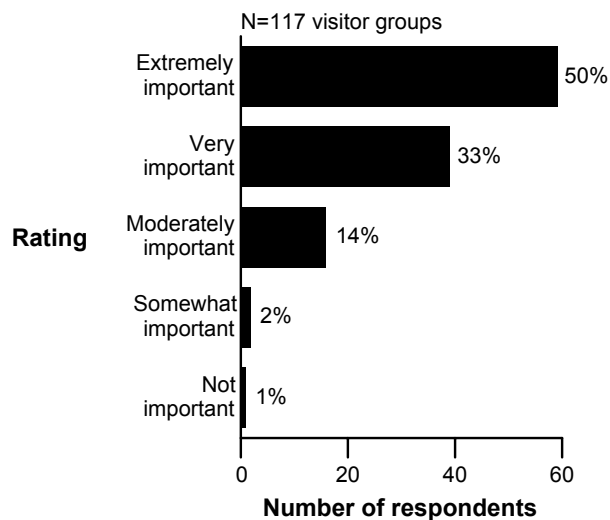


Figure 53: Importance of assistance from park staff (specific historical information)

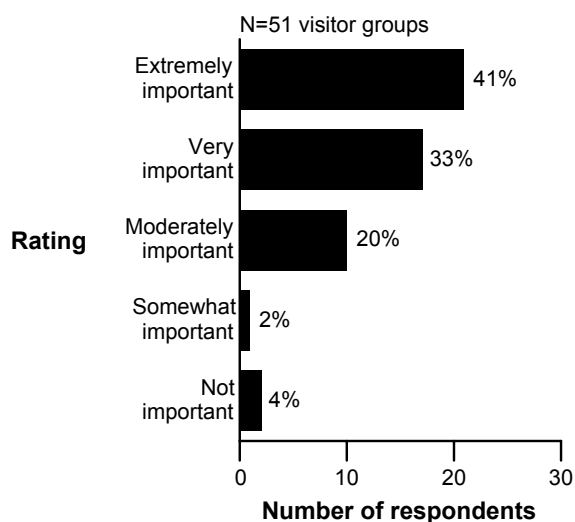


Figure 54: Importance of NPS park website

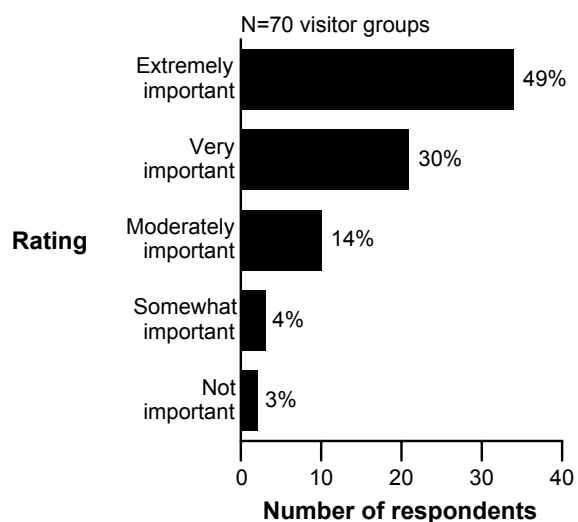


Figure 55: Importance of ranger-led programs

*total percentages do not equal 100 due to rounding

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

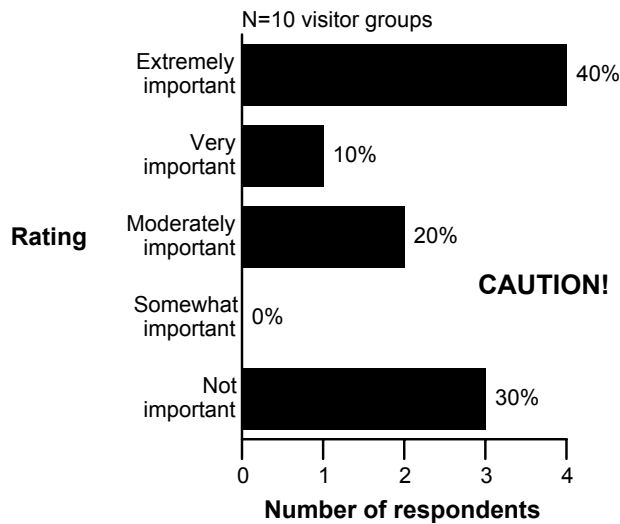


Figure 56: Importance of Junior Ranger/Engineer brochure

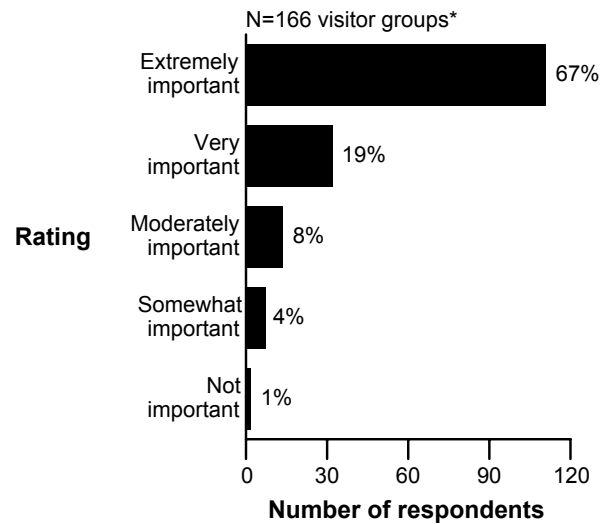


Figure 57: Importance of locomotive steam demonstration

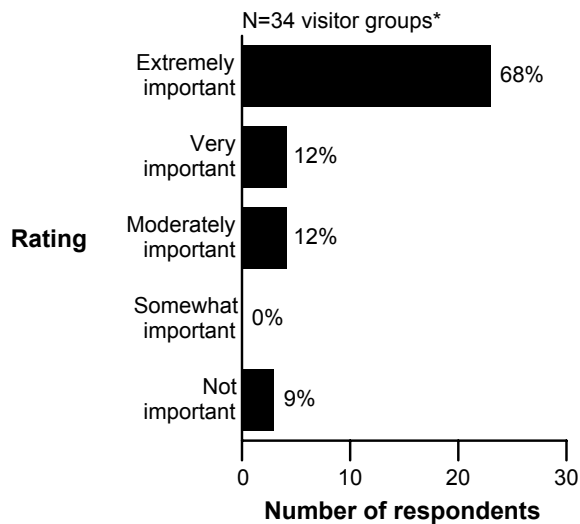


Figure 58: Importance of Railroader's Festival activities

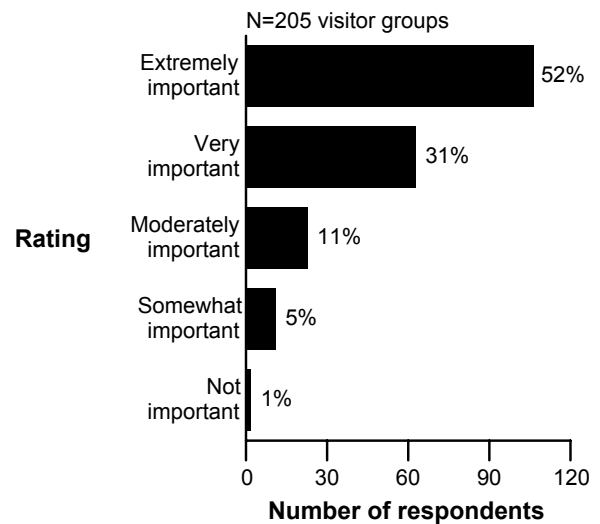


Figure 59: Importance of visitor center restrooms

*total percentages do not equal 100 due to rounding

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

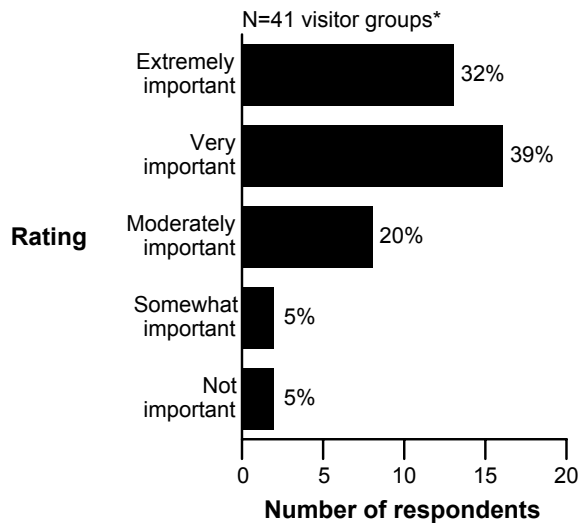


Figure 60: Importance of visitor center picnic area

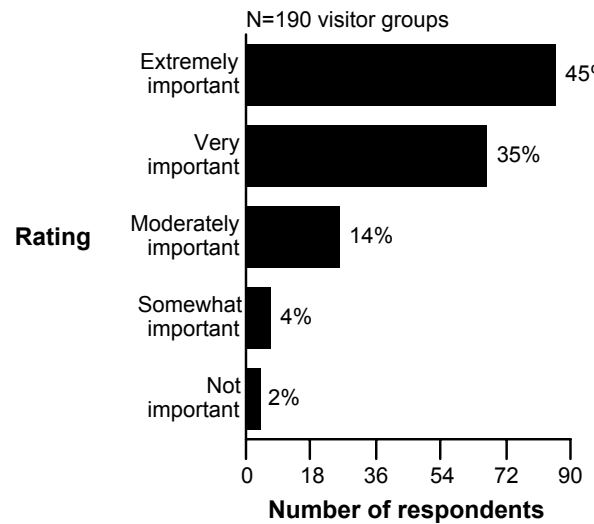


Figure 61: Importance of visitor center parking

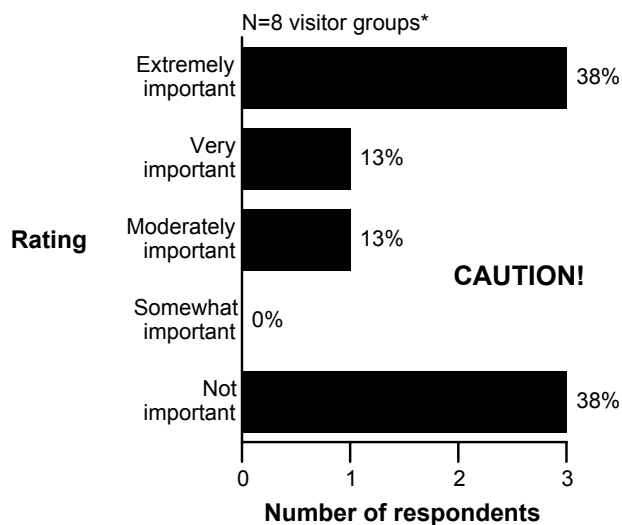


Figure 62: Importance of Big Fill picnic area

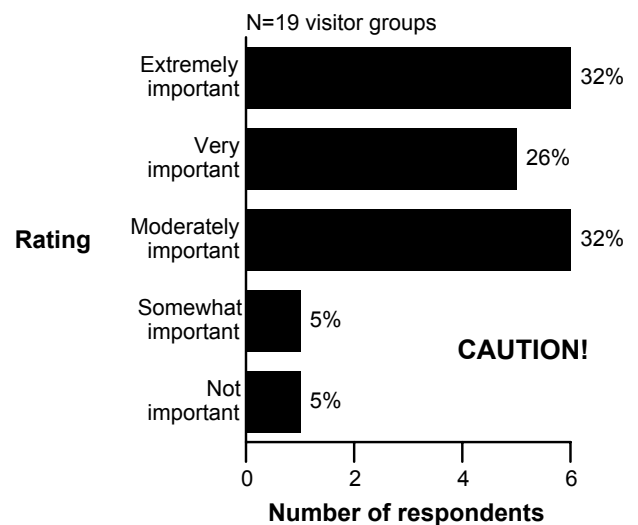


Figure 63: Importance of Big Fill trail

*total percentages do not equal 100 due to rounding

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

Quality ratings of visitor services and facilities

Question 14c

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

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

Results

- Figure 64 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 100% Railroader’s Festival activities
 - 94% Locomotive/steam demonstrations
 - 94% Assistance from park staff (specific historical info)
- Figures 65 to 80 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality rating was:
 - 2% NPS park website

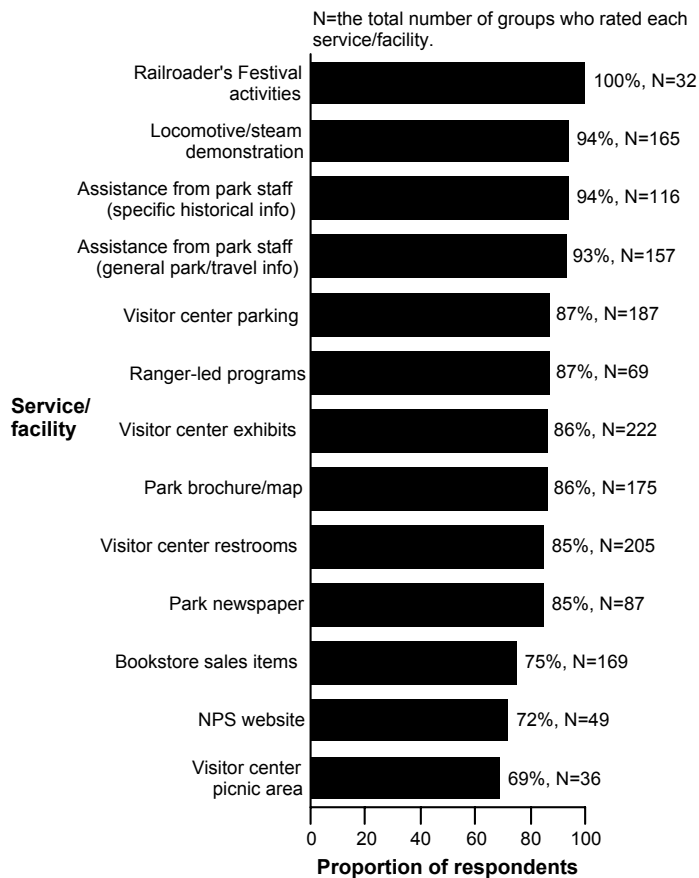


Figure 64: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding

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

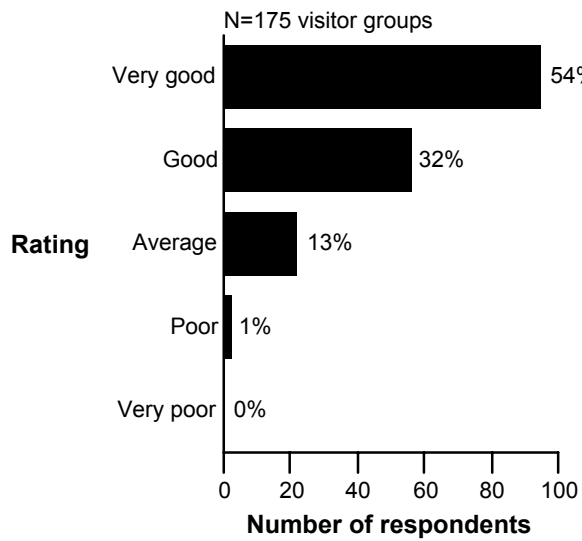


Figure 65: Quality of park brochure/map

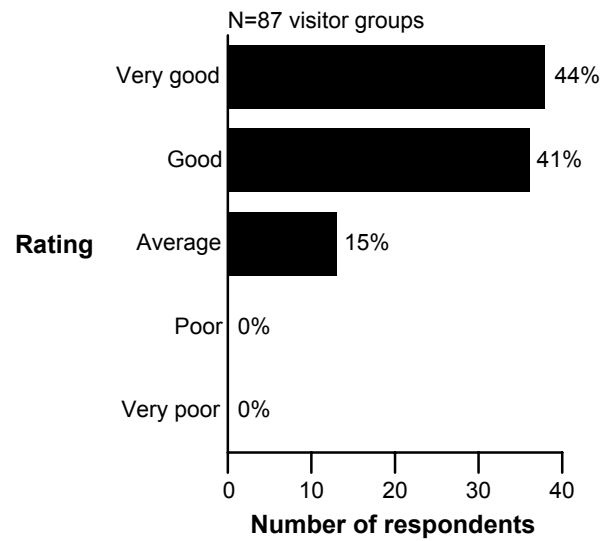


Figure 66: Quality of park newspaper

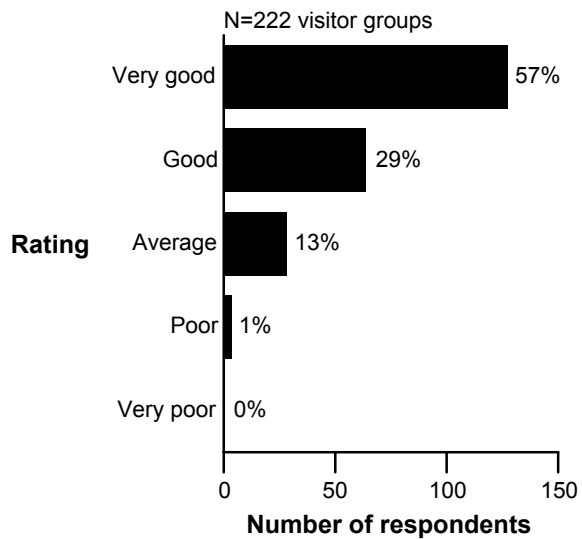


Figure 67: Quality of visitor center exhibits

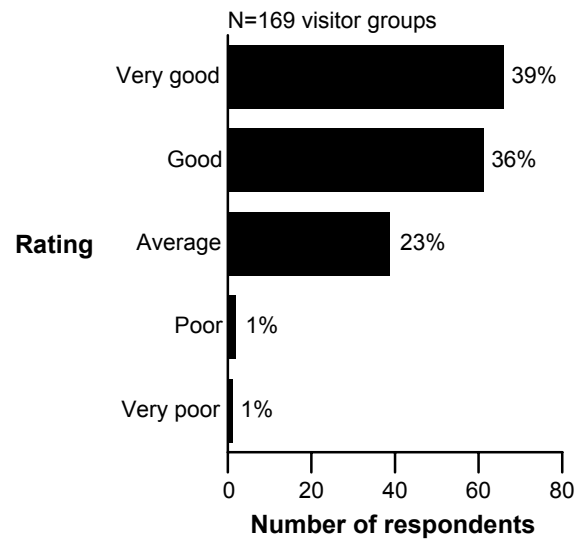


Figure 68: Quality of bookstore sales items

*total percentages do not equal 100 due to rounding

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

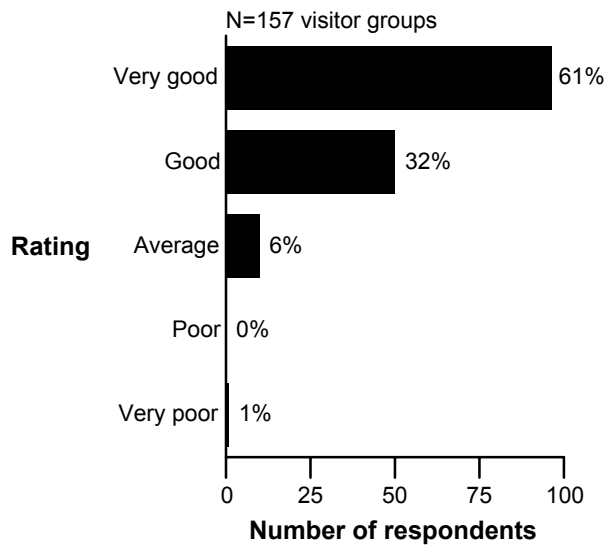


Figure 69: Quality of assistance from park staff (general park or travel information)

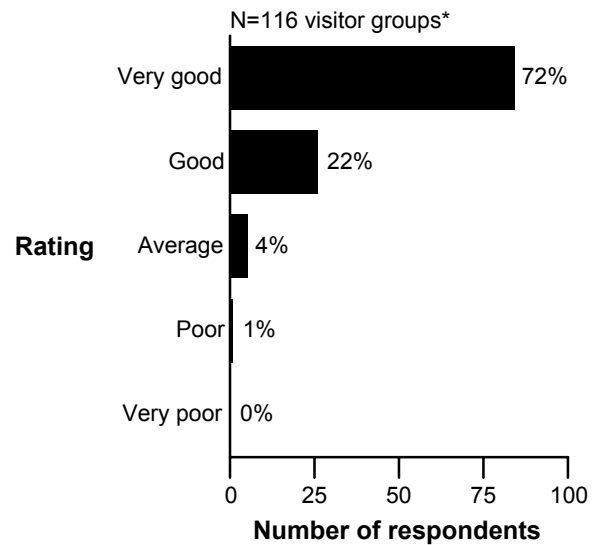


Figure 70: Quality of assistance from park staff (specific historic information)

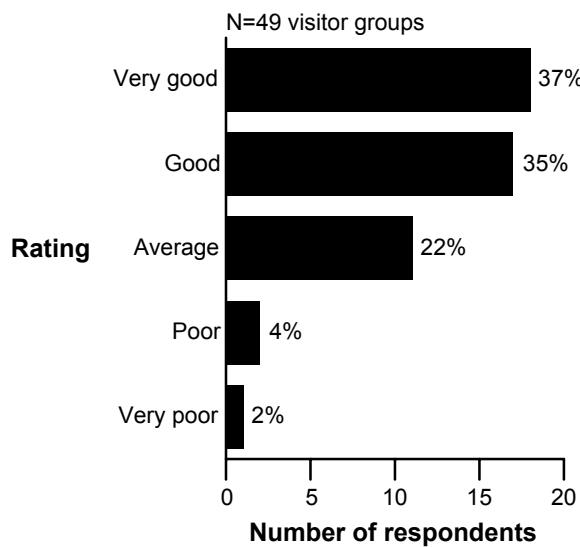


Figure 71: Quality of NPS park website

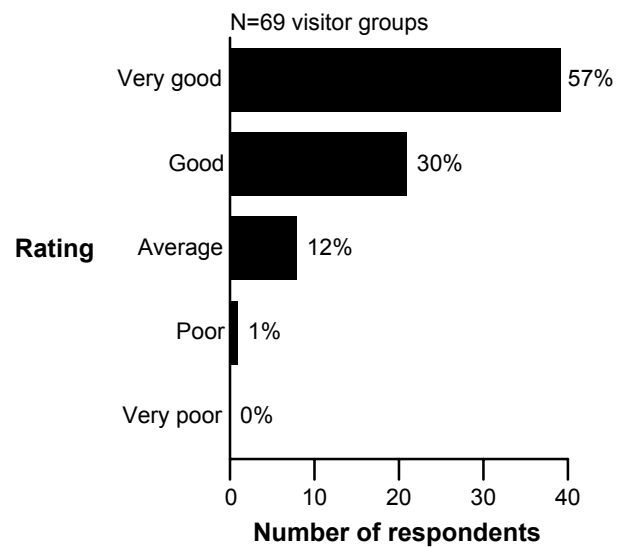


Figure 72: Quality of ranger-led programs

*total percentages do not equal 100 due to rounding

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

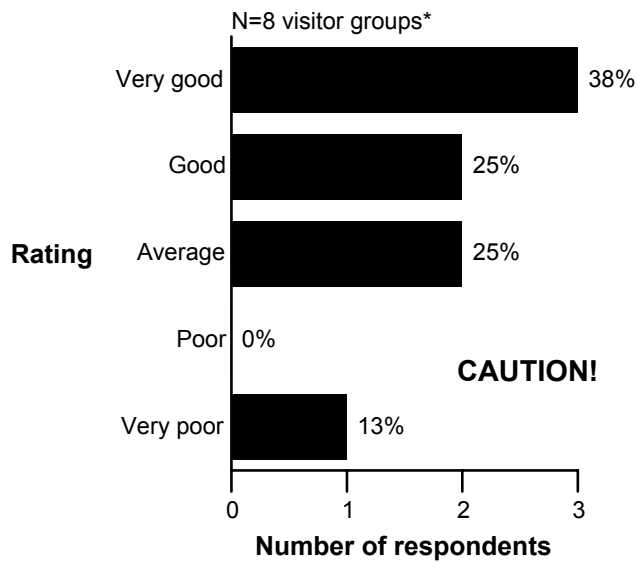


Figure 73: Quality of Junior Ranger/Engineer brochure

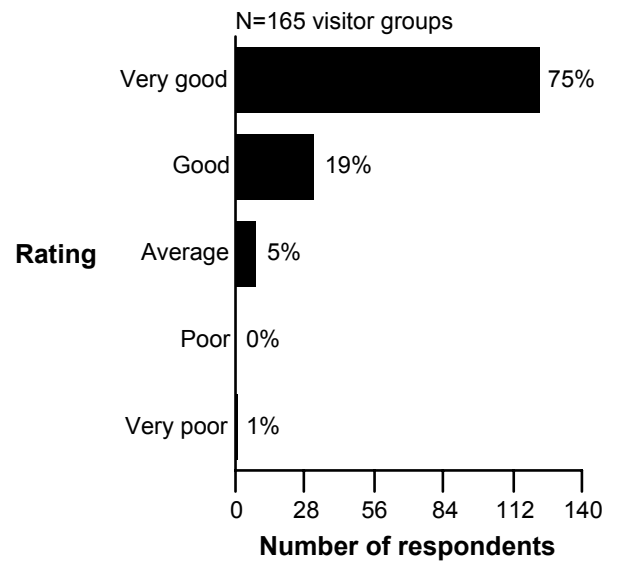


Figure 74: Quality of locomotive steam demonstration

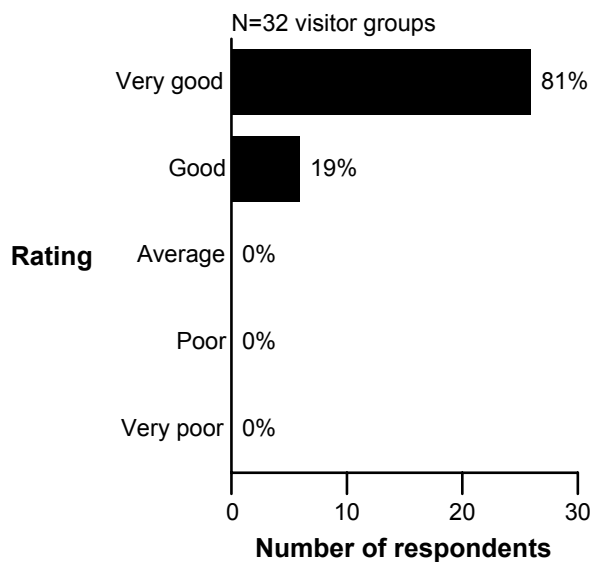


Figure 75: Quality of Railroader's Festival activities

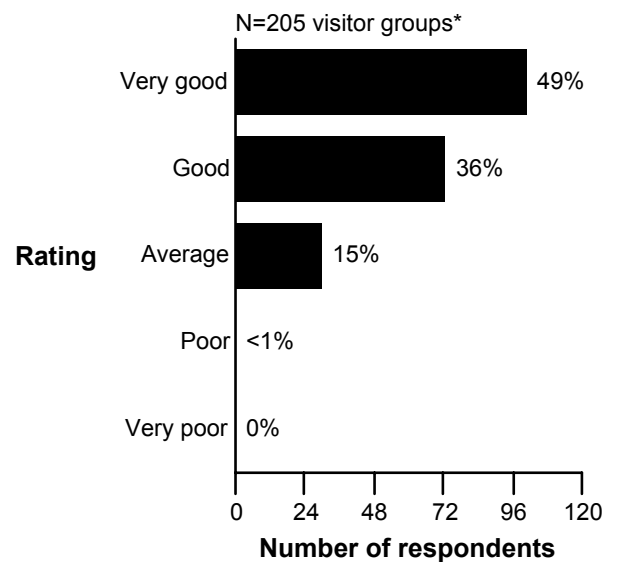


Figure 76: Quality of visitor center restrooms

*total percentages do not equal 100 due to rounding

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

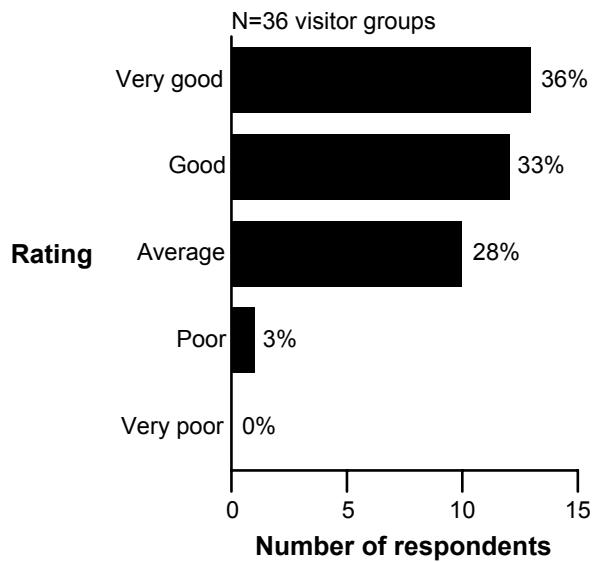


Figure 77: Quality of visitor center picnic area

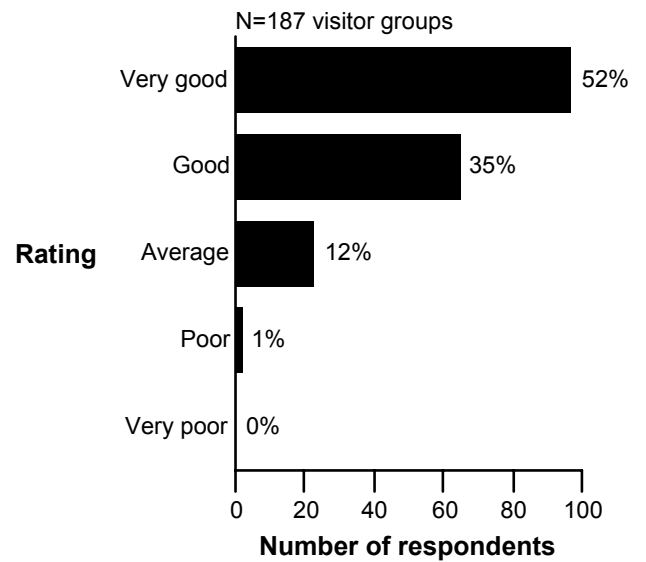


Figure 78: Quality of visitor center parking

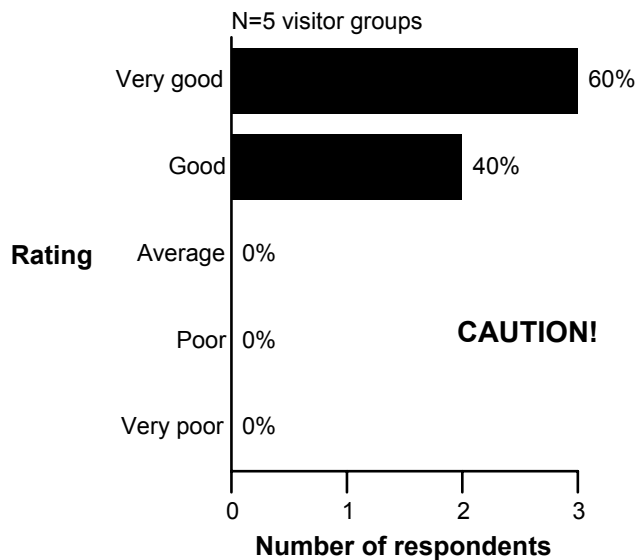


Figure 79: Quality of Big Fill picnic area

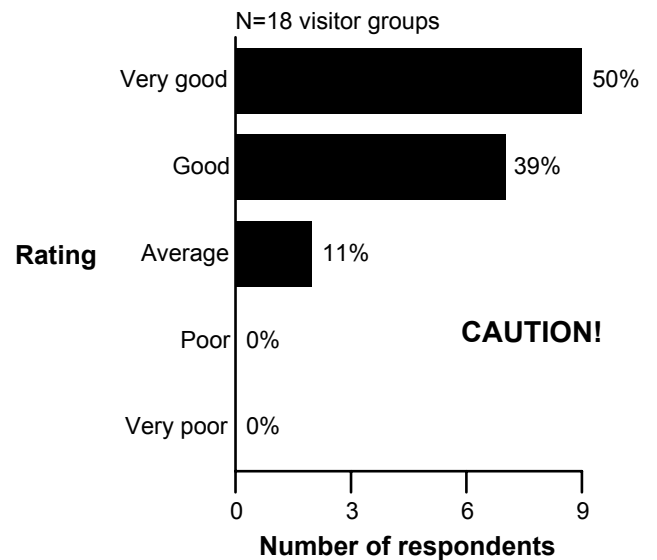


Figure 80: Quality of Big Fill trails

*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

- Figures 81 and 82 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average in importance and quality.

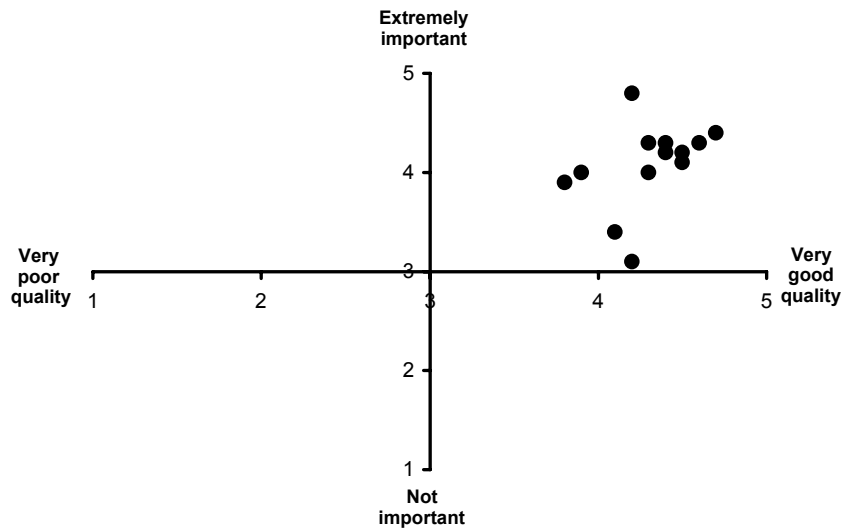


Figure 81: Mean scores of importance and quality ratings for visitor services and facilities

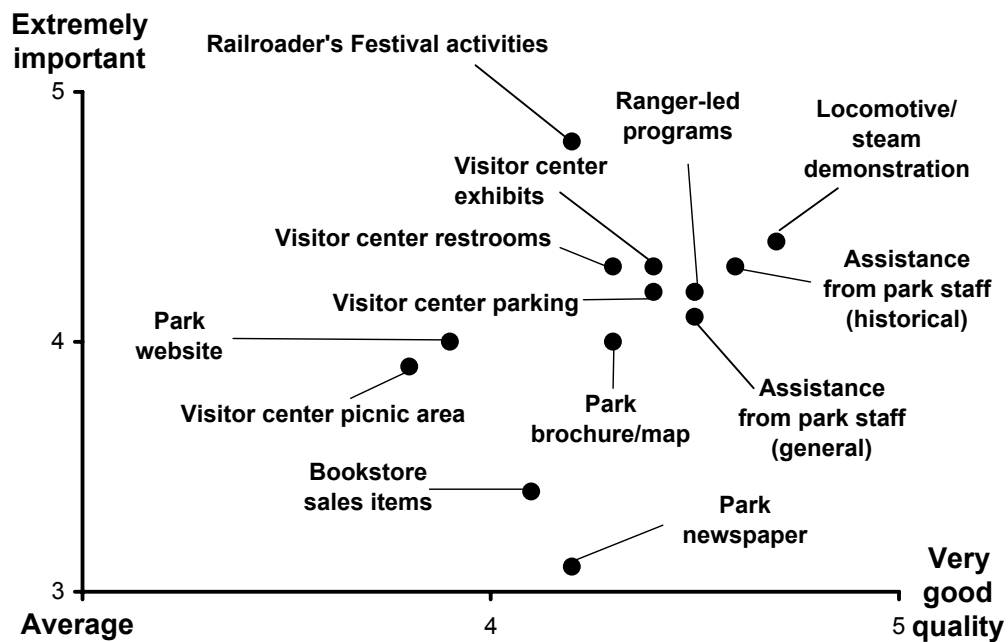


Figure 82: Detail of Figure 81

*total percentages do not equal 100 due to rounding

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

Elements' effect on visitor experience

Question 10

On this visit to Golden Spike NHS, please indicate how the following elements affected your park experience.

Results

- As shown in Table 10, the elements that most "added to" visitors' experience included:
 - 71% Availability of restrooms
 - 29% Availability of shade
- The element that most "detracted from" visitors' experience was the availability of shade (14%).

Table 10: Elements' effect on visitor experience *

N=number of visitor groups who rated each element;

Element	N	Rating (%)			
		Detracted from	No effect	Added to	Did not experience
Availability of restrooms	252	0	22	71	8
Availability of RV parking	238	2	32	9	57
Availability of shade	244	14	38	29	19
Availability of picnic areas	239	3	34	16	47
Litter	236	0	33	14	52

Note: Visitors may incorrectly select the answer choice for "litter" due to misunderstanding the question.

*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 protection of park attributes/resources

Question 24

It is the National Park Service's responsibility to protect natural, scenic, and cultural resources at Golden Spike NHS, while providing for public enjoyment. Choose five items from the list below that were the most important to you and your group during your visit to Golden Spike NHS, and rank them from 1-5 (1=Most important and 5=Fifth in importance).

NOTE: The results showed that 63 out of 237 respondents (27%) used the scale incorrectly, despite the instructions. Mistakes were made in three ways:

- 1) respondents selected more than 5 items to rank;
- 2) respondents repeated rankings (e.g., 1, 1, 2, 2, 3) instead of rank-ordering; and
- 3) respondents put a check mark instead of a number in respective boxes. Some respondents also made a combination of the above mistakes.

Results:

- As shown in Figure 83 and Table 11, the park attributes and resources that were rated “most important” included:

51% Re-created historic scenes
 17% Commemoration of historic events
 17% Historic views

- Figure 84 shows the median (50% of groups rated more and 50% rated less) of the importance of the park attributes and resources. The attributes/resources with the highest medians were:

4 Recreational opportunities
 4 Scenic views
 4 Clean air

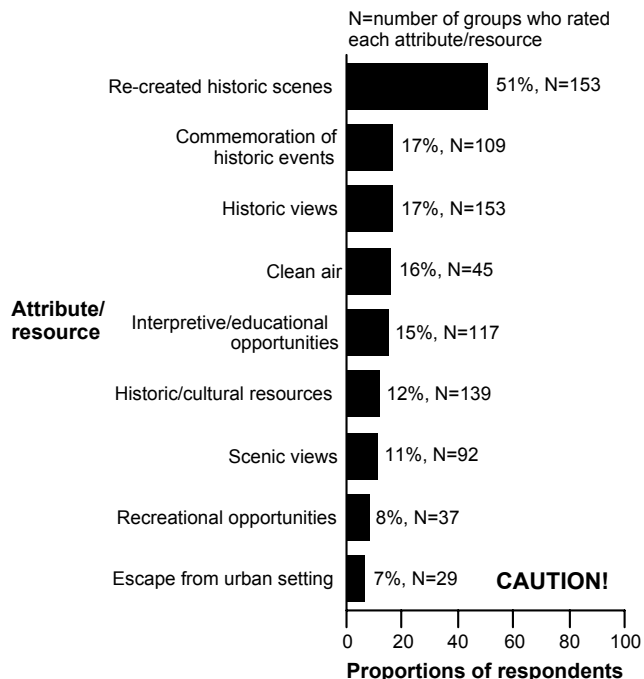


Figure 83: Proportions of visitors who rated park attributes/resources as “most important”

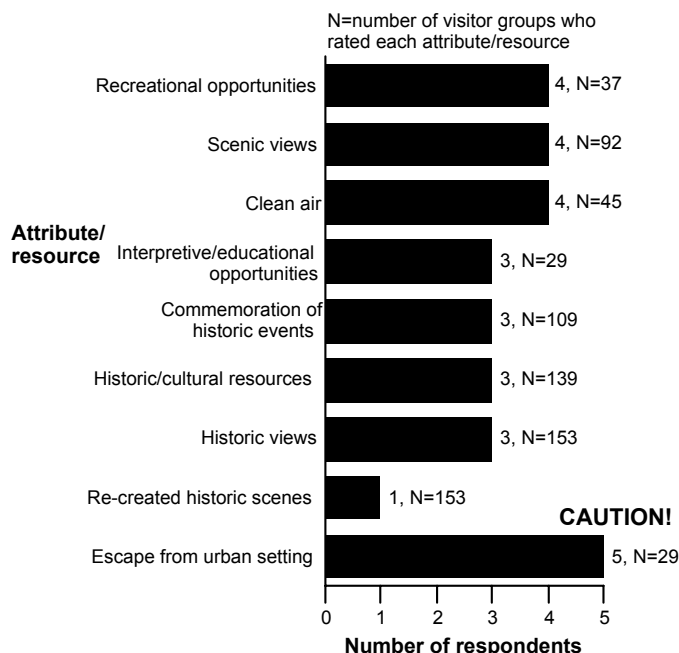


Figure 84: Medians of importance of park attributes/resources

*total percentages do not equal 100 due to rounding

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

Table 11: Importance of protection of monument attributes/resources*

N=number of visitor groups who rated each attribute/resource.

Attribute/resource	N	Not rated	Median	Rating (%)				
				Most important	2nd	3rd	4th	5th in importance
Clean air	45	129	4	16	4	13	20	47
Scenic views	92	82	4	11	11	13	30	35
Historic views	153	21	3	17	14	20	29	19
Escape from urban setting	29	145	5	7	14	14	10	55
Historical/cultural resources	139	35	3	12	32	25	22	9
Re-created historic scenes	153	21	1	51	20	14	7	8
Commemoration of historic events	109	65	3	17	28	28	15	13
Interpretive/educational opportunities	117	57	3	15	21	28	17	17
Recreational opportunities	37	137	4	8	14	11	24	43

*total percentages do not equal 100 due to rounding

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

Value for fee paid

Question 22a

Currently, Golden Spike NHS charges an entrance fee (\$7/vehicle). In your opinion, how appropriate is this amount?

Results

- 84% of visitor groups rated the entrance fee “about right” (see Figure 85).
- 11% of visitor groups rated the entrance fee “too high”.

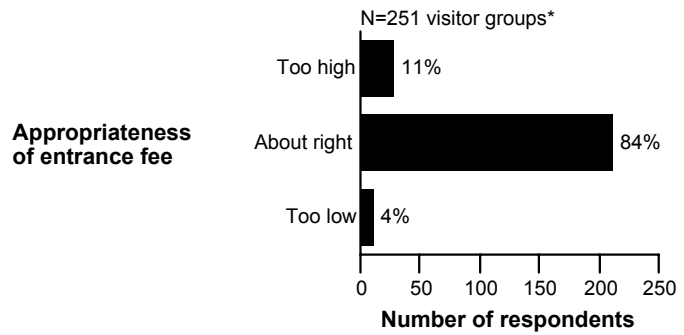


Figure 85: Appropriateness of current entrance fee

Question 22b

On this visit, how would you and your group rate the value for the entrance fee you paid?

Results

- 72% of visitor groups rated the value of the entrance fee “good” or “very good” (see Figure 86).

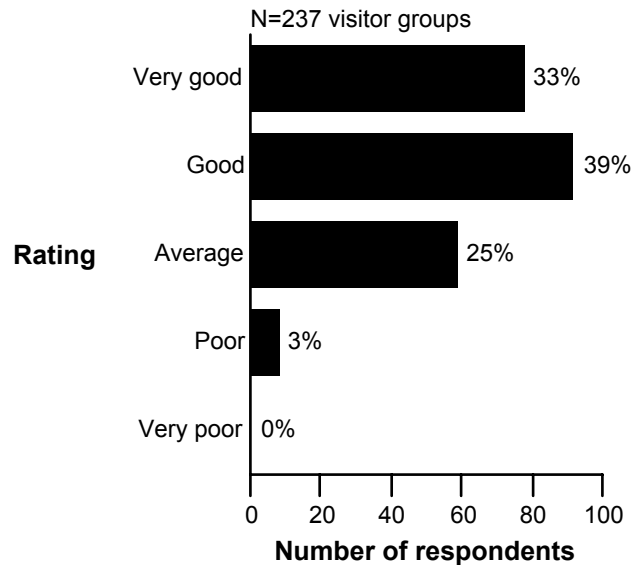


Figure 86: Value for entrance fee paid

*total percentages do not equal 100 due to rounding

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

Question 22c

On a future visit, if the entrance fee were charged at 5/adult (16 years and under free) and the services remained the same, how appropriate is this amount?

Appropriateness of entrance fee**Results**

- 56% of visitor groups rated the proposed entrance fee “about right” (see Figure 87).
- 34% of visitor groups rated the proposed entrance fee “too high.”

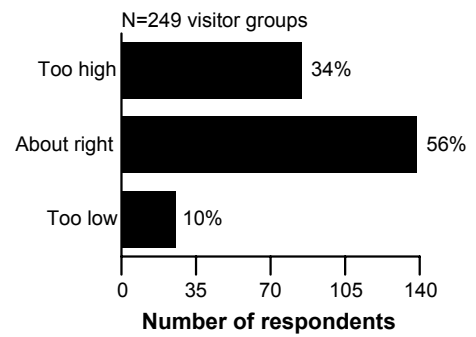


Figure 87: Appropriateness of proposed entrance fee

*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 of the park

Question 21

For you and your group, please estimate your expenditures for the items listed below for this visit to Golden Spike NHS and the surrounding area (within a 1-hour drive of the park). Please write "0" if no money was spent in a particular category.

Note: Surrounding area residents should only include expenditures that were directly related to this visit to Golden Spike NHS.

Results:

- 60% of visitor groups spent up to \$101 or more (see Figure 88).
- 20% spent \$201 or more.
- The average visitor group expenditure was \$164.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$60.
- Average total expenditure per person (per capita) was \$67.
- As shown in Figure 89, the largest proportions of total expenditures in and outside the park were:

- 29% Lodge/hotels/motels/ cabins/B&B, etc.
- 18% Restaurants and bars
- 16% Gas and oil

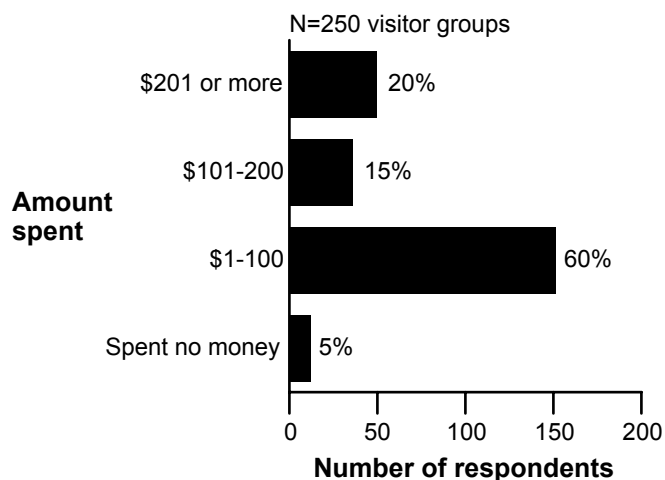


Figure 88: Total expenditures in and outside of the park

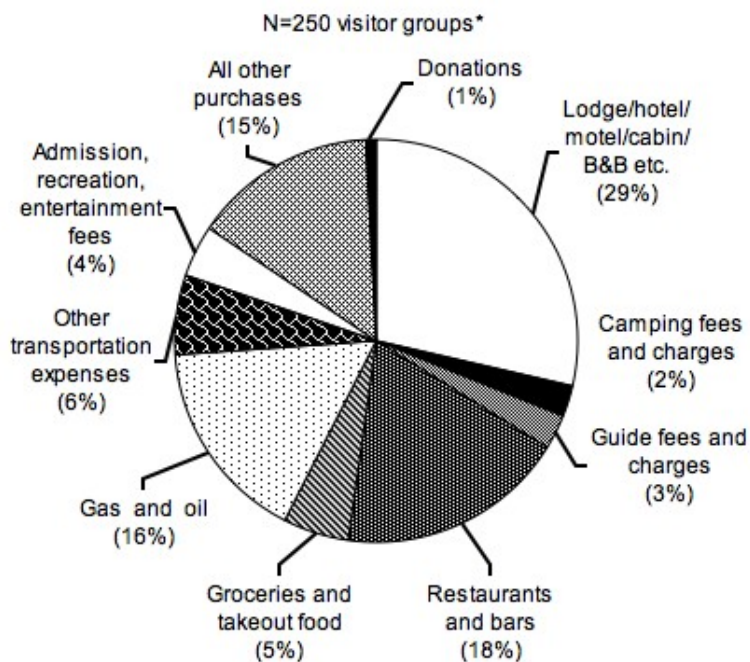


Figure 89: Proportions of total expenditures in and outside of the park

*total percentages do not equal 100 due to rounding

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

Number of adults covered by expenditures

Question 21c
How many adults (18 years or older) do these expenses cover?

Results

- 58% of visitor groups had two adults covered by expenditures (see Figure 90).
- 18% of groups had one adult.
- 24% of groups had three or more adults covered by expenditures.

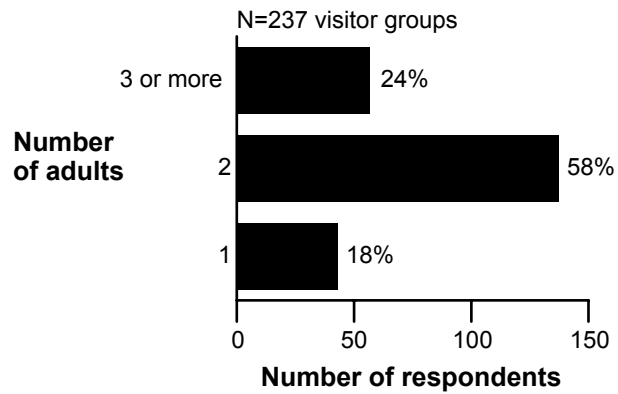


Figure 90: Number of adults covered by expenditures

Number of children covered by expenditures

Question 21c
How many children (under 18 years) do these expenses cover?

Results

- 63% of visitor groups had no children covered by expenditures (see Figure 91).
- 25% of visitor groups had one or two children covered by expenditures.
- 12% of groups had three or more children covered by expenditures.

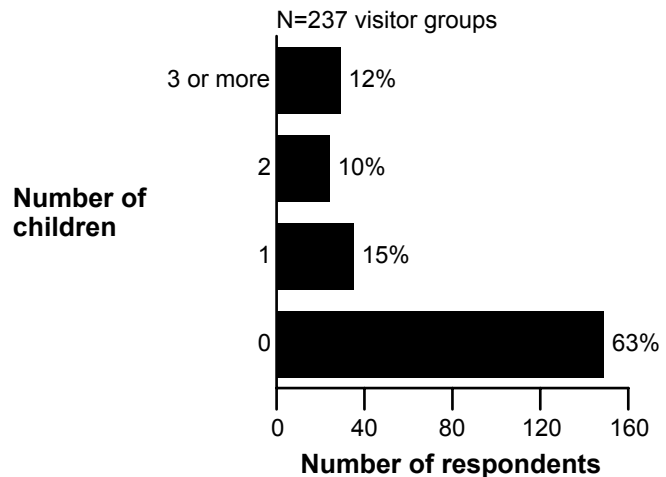


Figure 91: Number of children covered by expenditures

*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 21a

Please list your group's total expenditures inside Golden Spike NHS.

Note: Surrounding area residents should only include expenditures that were directly related to this visit to Golden Spike NHS.

Results

- 57% of visitor groups spent up to \$25 inside the park (see Figure 92).
- 16% spent between \$26 and \$50.
- The average visitor group expenditure inside the park was \$29.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$14.
- Average total expenditure per person (per capita) was \$12.
- As shown in Figure 93, the largest proportion of total expenditures inside the park was:

78% All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

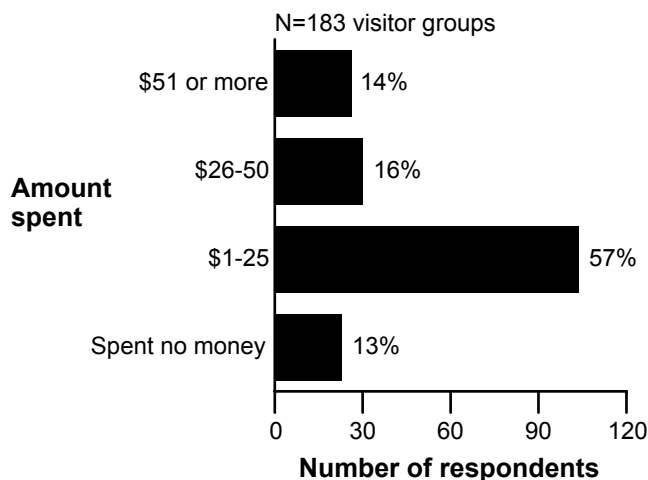


Figure 92: Total expenditures inside the park

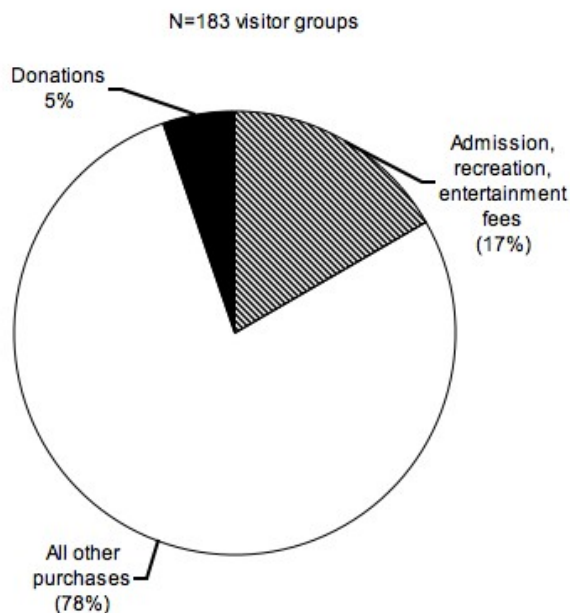


Figure 93: Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, entertainment fees

- 49% spent up to \$10 (see Figure 94).
- 44% of visitor groups did not spend any money.

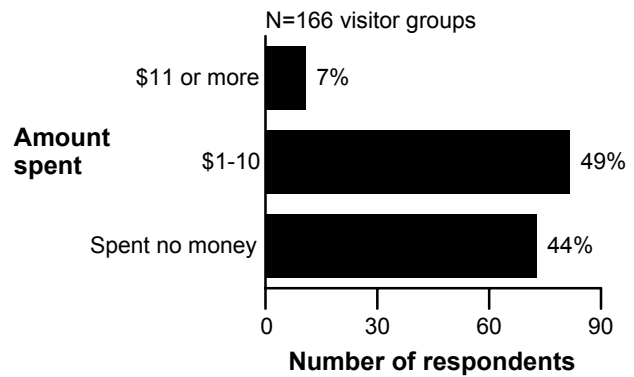


Figure 94: Expenditures for admission, recreation, and entertainment inside the park

All other purchases

- 47% spent up to \$25 (see Figure 95).
- 30% of visitor groups did not spend any money.

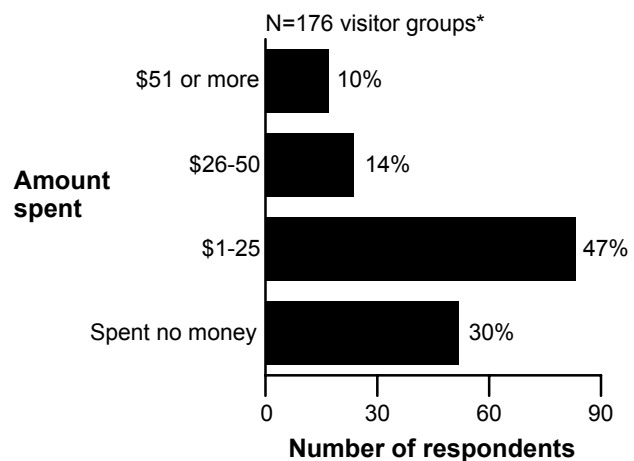


Figure 95: Expenditures for all other purchases inside the park

Donations

- 79% of visitor groups did not spend any money (see Figure 96).
- 19% spent up to \$10.

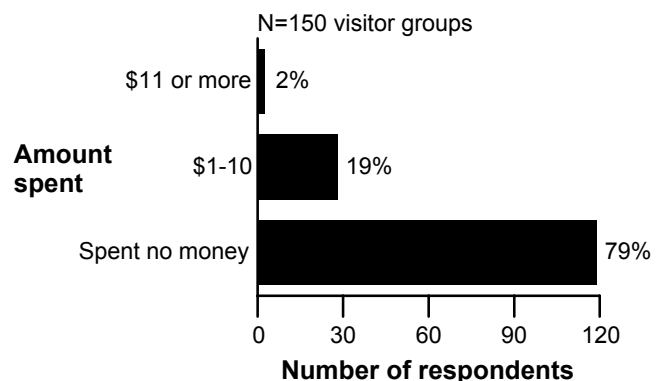


Figure 96: Expenditures for donations inside the park

*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 21b

Please list your group's total expenditures in the surrounding area within a 1-hour drive of the park.

Note: Surrounding area residents should only include expenditures that were directly related to this visit to Golden Spike NHS.

Results

- 51% spent up to \$100 outside the park (see Figure 97).
- 18% did not spend any money.
- The average visitor group expenditure outside the park was \$147.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$47.
- Average total expenditure per person (per capita) was \$18.
- As shown in Figure 98, the largest proportions of total expenditures outside the park were:

33% Lodges/hotels/motels/cabins/B&B etc.
 21% Restaurants and bars
 19% Gas and oil

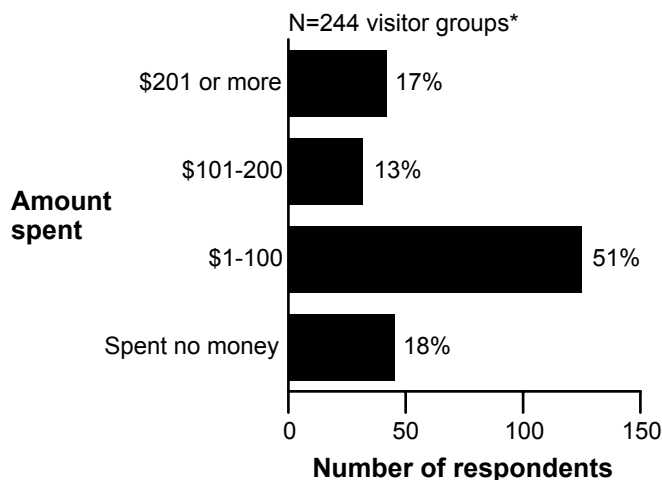


Figure 97: Total expenditures outside the park

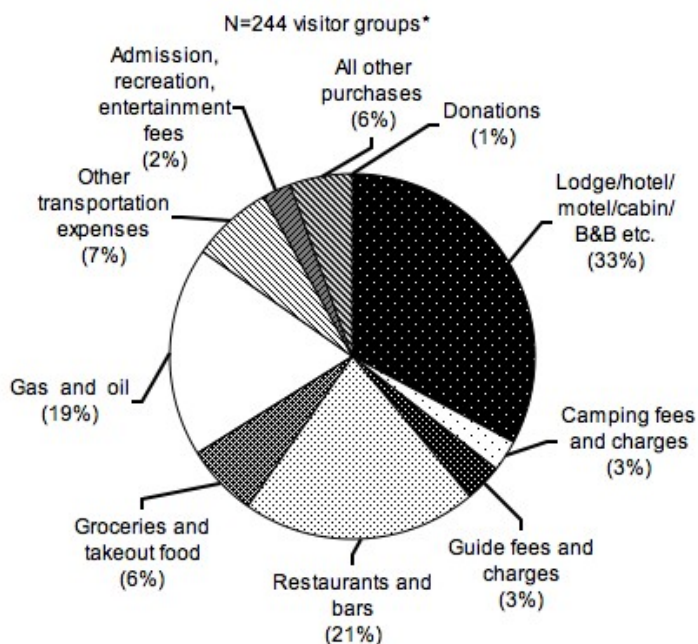


Figure 98: Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

Lodges, hotels, motels, cabins, B&B, etc.

- 76% of visitor groups did not spend any money (see Figure 99).
- 13% spent \$101 or more.

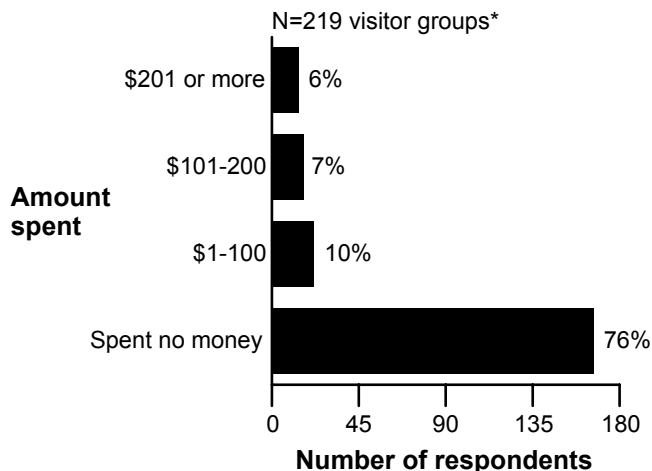


Figure 99: Expenditures for lodges, hotels, motels, cabins, B&B, etc. outside the park

Camping fees and charges

- 93% of visitor groups did not spend any money (see Figure 100).
- 4% spent up to \$50.

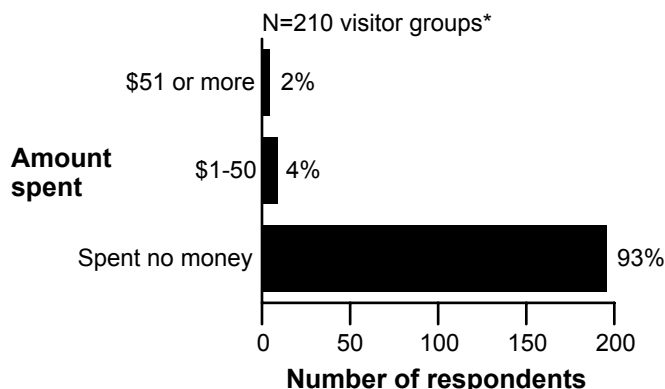


Figure 100: Expenditures for camping fees and charges outside the park

Guide fees and charges

- 96% of visitor groups did not spend any money (see Figure 101).
- 3% spent up to \$25

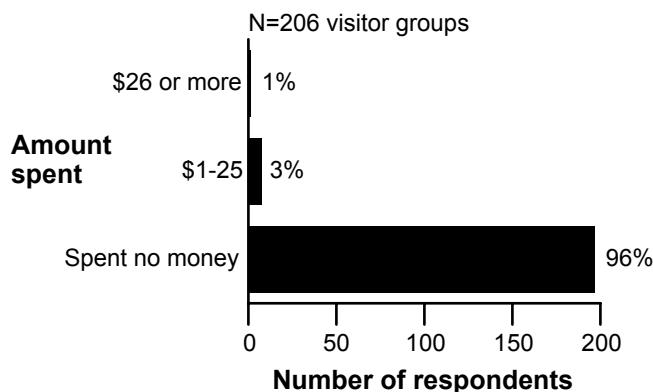


Figure 101: Expenditures for guide fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

Restaurants and bars

- 52% of visitor groups did not spend any money (see Figure 102).
- 33% spent up to \$50.

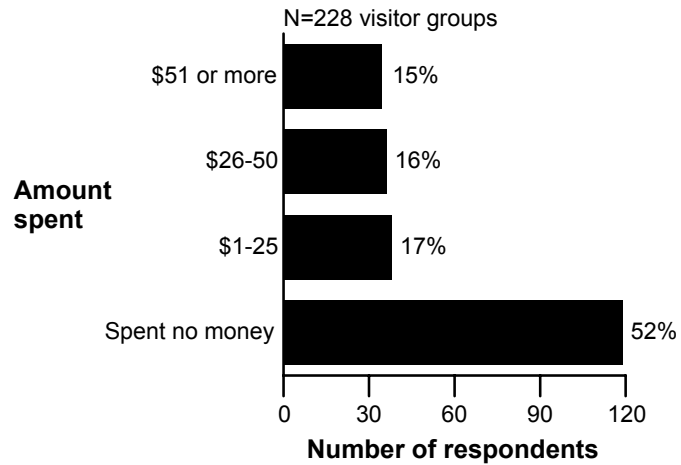


Figure 102: Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 71% of visitor groups did not spend any money (see Figure 103).
- 19% spent up to \$25.

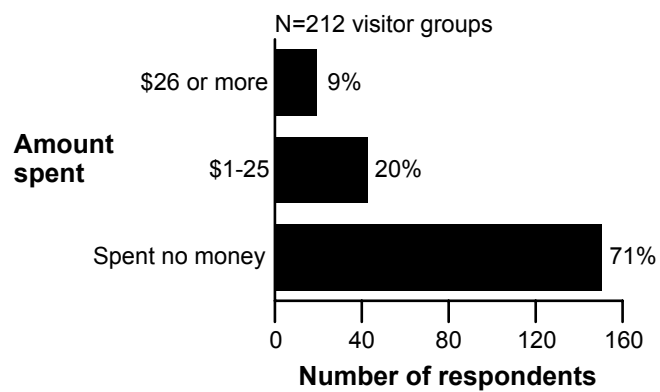


Figure 103: Expenditures for groceries and takeout food outside the park

*total percentages do not equal 100 due to rounding

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

Gas and oil

- 37% of visitor groups did not spend any money (see Figure 104).
- 49% spent up to \$50.

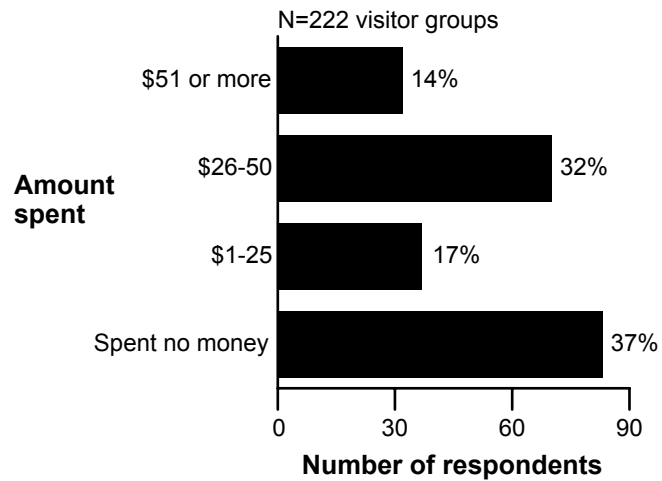


Figure 104: Expenditures for gas and oil outside the park

Other transportation expenses

- 91% of visitor groups did not spend any money (see Figure 105).
- 8% spent \$26 or more.

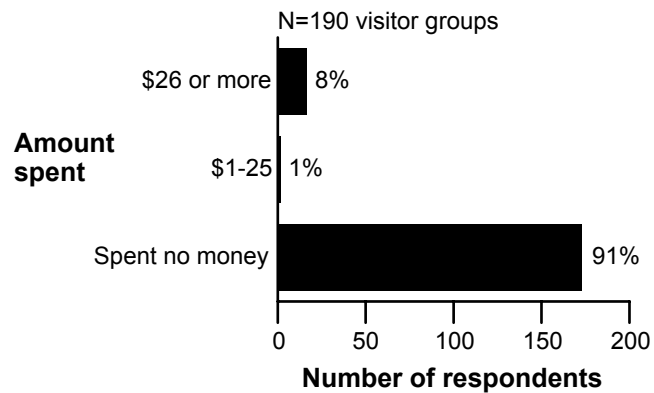


Figure 105: Expenditures for other transportation expenses outside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, and entertainment fees

- 87% of visitor groups did not spend any money (see Figure 106).
- 10% spent up to \$25.

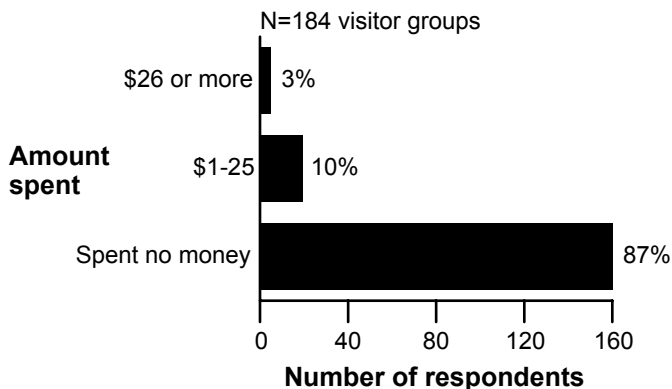


Figure 106: Expenditures for admission, recreation, and entertainment fees outside the park

All other purchases

- 73% of visitor groups did not spend any money (see Figure 107).
- 15% spent up to \$25.

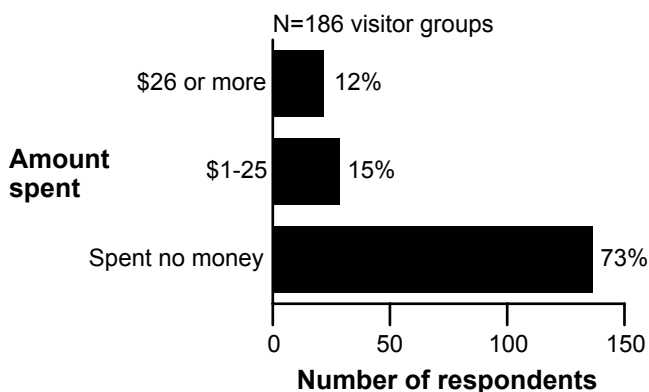


Figure 107: Expenditures for all other purchases outside the park

Donations

- 95% of visitor groups did not spend any money (see Figure 108).
- 4% spent up to \$10.

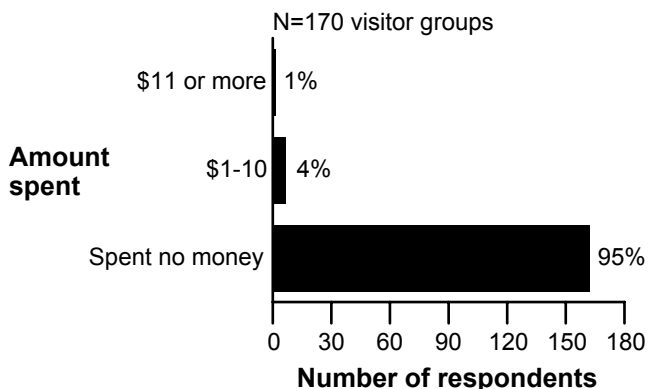


Figure 108: Expenditures for donations outside the park

*total percentages do not equal 100 due to rounding

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

Overall Quality

Question 29

Overall, how would you and your group rate the quality of services, facilities, and recreational opportunities at Golden Spike NHS during this visit?

Results

- 90% of visitor groups rated the overall quality as “very good” or “good” (see Figure 109).
- Less than 2% rated the overall quality as “very poor” or “poor.”

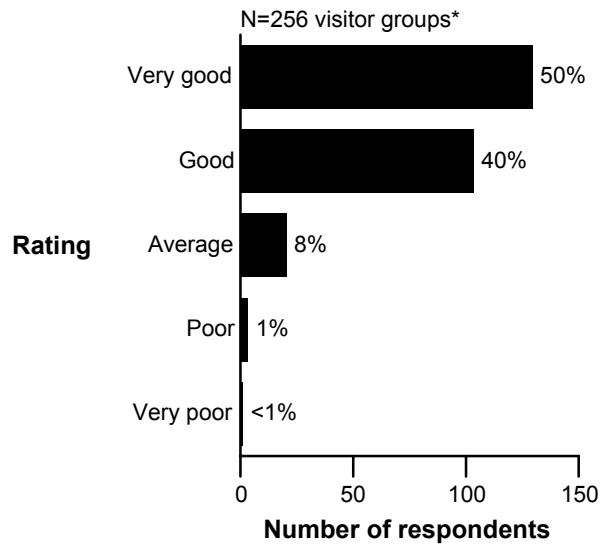


Figure 109: Overall quality of visitor facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comments

What visitors liked most

Question 26a

What did you and your group like most about this visit to Golden Spike NHS?

Results

- 90% of visitor groups (N=238) responded to this question.
- Table 12 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 12: What visitors liked most about Golden Spike NHS

N=322 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Enjoyed talking to rangers	6
Rangers were knowledgeable	4
Staff is friendly	4
Rangers were helpful	3
INTERPRETIVE SERVICES	
Locomotive demonstrations	31
Reenactment	28
Interpretive exhibits	17
Information learned	12
Video/movie in Visitor center	11
Various activities	10
Auto tours	8
Ranger-led program	5
Museum	2
Visitor center	2
Other comments	2
FACILITIES/MAINTENANCE	
Book/gift store	5
Site is clean and well-maintained	4
Big Fill trail	2
Other comments	3

**Table 12: What visitors liked most
(continued)**

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Preservation of the site	6
GENERAL COMMENTS	
Locomotives	91
Historical significance of the site	31
Viewing the actual site location	6
Everything	5
Seeing the trains being put away for the evening	5
Setting	5
Being with family	3
Visiting the site	3
Not overcrowded	2
Other comments	6

What visitors liked least

Question 26b

What did you and your group like least about this visit to Golden Spike NHS?

Results

- 70% of visitor groups (N=185) responded to this question.
- Table 13 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 13: What visitors liked least
N=191 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comments	2
INTERPRETIVE SERVICES	
Lack of exhibits	6
Would like more information	6
Not enough reenactments	4
Only replicas available	4
Presentations too long	2
Other comments	8
FACILITIES/MAINTENANCE	
Few directional signs	8
Unpaved roads	8
Lack of shaded areas	7
Lack of RV parking	2
Other comments	3
POLICIES/MANAGEMENT	
Entrance fee	5
Wasn't able to get on the train	3
Need longer hours	2
Other comment	1

**Table 13: What visitors liked least
(continued)**

Comment	Number of times mentioned
GENERAL COMMENTS	
Nothing to dislike	30
The remote location/long drive to site	22
Lack of snacks or dining	11
The heat	10
That the Golden Spike was not the original	9
Didn't have enough time to spend	8
Lack of things to see and do	6
Missed programs	4
The flies	4
Second train wasn't there	4
Behavior of other visitors	3
Price of gifts/food	2
Other comments	7

Planning for the future

Question 27

If you were a manager planning for the future of Golden Spike NHS, what would you propose?

Results

- 64% of visitor groups (N=168) responded to this question.
- Table 14 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 14: Planning for the future
N=230 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comments	2
INTERPRETIVE SERVICES	
Have more exhibits and artifacts	10
More frequent reenactments	8
More demonstrations of trains	7
Visual illustration of rail lines	6
Information about the time period	5
More activities for children	5
Rangers in costume	4
More historical information	3
More interpretive information	3
A self-guided audio tour	2
Better promotion of auto tours and trails	2
Information on Mormon influence	2
Information on natural science of the area	2
Locomotive information	2
Making visitor center a part of living history	2
Model train exhibit	2
More hands-on activities	2
More movies	2
More ranger programs	2
More to see and do	2
Update website	2
Other comments	10

**Table 14: Planning for the future
(continued)**

Comment	Number of times mentioned
FACILITIES/MAINTENANCE	
Build shaded areas	8
Better directional signs	6
Pave roads	5
Build rest area	3
Better seating	2
Have better quality audio/video equipment	2
Other comments	10
POLICIES/MANAGEMENT	
More/better promotion of site	16
Longer summer hours	2
Other comments	7
GENERAL COMMENTS	
Give train rides	19
Have food court	13
Create tent city	11
Nothing/stay the same	11
Get real Golden Spike for display	9
Add cars to the locomotives	4
Better selection of gifts	2
Have better layout to visitor center	2
Have bike rentals available	2
Other comments	9

Additional comments

Question 26

Is there anything else you and your group would like to tell us about your visit to Golden Spike NHS?

Results

- 45% of visitor groups (N=115) responded to this question.
- Table 15 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 15: Additional comments
N=157 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	10
Friendly rangers and staff	4
Staff is very helpful	4
Rangers are knowledgeable	2
Staff is to be commended	2
Other comments	3
INTERPRETIVE SERVICES	
Trip was educational	11
Enjoyed auto tours	3
Would like more information about rocket facility	2
Promote the auto tours	2
Ranger talks informative	2
Reenactments were great	2
Other comments	9
FACILITIES/MAINTENANCE	
Park is well-kept	3
Could use more directional signs	2
Other comments	4

**Table 15: Additional comments
(continued)**

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Comments	4
GENERAL COMMENTS	
Enjoyed visit	30
Thank you	14
Will return	11
Had a good experience	7
Would have liked to spend more time	6
Long drive to get to site	5
Site is historically significant	4
Site is interesting	4
Site is great overall	3
Didn't like this survey	2
NPS is doing a good job	2
Surroundings are beautiful	2
Other comments	11

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Communities where support services were obtained
- Ability to obtain needed services in communities
- Primary reason for visiting the park area (within 1-hour drive)
- How long spent visiting park
- Number of hours spent in the area
- Number of days spent in the area
- Reasons for visiting the park
- Number of park entries
- Stay overnight away from home?
- Number of nights stayed in the area
- Type of lodging used
- Visit park for the Railroader's Festival?
- Participate in Railroader's Festival activities?
- Park sites visited
- Elements affect park experience
- Feeling of crowdedness
- Importance of attending a reenactment program
- Activities expected
- Activities participated in
- Services/facilities used
- Importance of service/facility
- Quality of service/facility
- Group size
- Number of vehicles used to enter park
- Commercial guided tour group?
- School/educational group
- Railroad enthusiast group
- Other organized group
- Group type
- Visitor gender
- Visitor age
- U.S. zip code
- Country of residence
- Number of visits in past 12 months
- Number of visits in lifetime
- Group members with disabilities/impairments?
- Activities/services unable to participate in due to disability
- Types of disabilities/impairments
- Highest level of education
- Expenditures inside and outside the park
- Number of adults/children included in expenditures
- Appropriateness of entrance fee
- Value for fee paid
- Appropriateness of proposed \$5/adult fee
- Topics learned on this visit
- Topics to learn about on future
- Importance of park attributes/resources
- Preferred method of learning on a future visit
- Overall quality of visitor facilities, services, and recreational opportunities

For more information please contact:
 Visitor Services Project, PSU
 College of Natural Resources
 P.O. Box 441139
 University of Idaho
 Moscow, ID 83844-1139

Phone: 208-885-7863
 Fax: 208-885-4261
 Email: littlej@uidaho.edu
 Website: <http://www.psu.uidaho.edu>

Appendix 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 2000; 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 not 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 1 shows no significant difference in group type.

As shown in Table 2, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification. Therefore, non-response bias is judged to be insignificant.

References

- Filion F. L. (Winter 1975-Winter 1976) Estimating Bias due to Non-response in Mail Surveys. *Public Opinion Quarterly*, Vol 39 (4): 482-492.
- Dey, E.L. (1997) Working with Low Survey Response Rates: The Efficacy of Weighting Adjustment. *Research in Higher Education*, 38(2): 215-227.
- Dillman D. A. (2000) *Mail and Internet Surveys: The Tailored Design Method*, 2nd Edition, New York: John Wiley and Sons, Inc.
- Dillman D. A. and Carley-Baxter L. R. (2000) *Structural determinants of survey response rate over a 12-year period*, 1988-1999, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.
- Goudy, W. J. (1976) Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
- Mayer C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967) A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
- Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

1982

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

1983

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

1985

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

1986

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

1987

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

1988

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

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument

23. The White House Tours, President's Park

1989 (continued)

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

1990

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

1991

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

1992

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

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

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

1994

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

1995

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

1996

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

1999

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

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

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

2001

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

2002

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

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

2003 (continued)

- 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
- 164. San Francisco Maritime National Historical Park
- 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

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

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

