

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

- This report describes the results of a visitor study at Yosemite National Park during February 2-10, 2008. A total of 938 questionnaires were distributed to visitor groups. Of those, 563 questionnaires were returned, resulting in a 60% response rate.
- This report profiles a systematic random sample of Yosemite National Park. 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.
- Fifty percent of visitor groups were in groups of two and 25% were in groups of three or four. Sixty percent of visitor groups were in family groups.
- United States visitors comprised 91% of total visitors, with 89% from California, and smaller proportions from 32 other states. International visitors were from 24 countries and comprised 9% of total visitation, with 9% each from Germany, Korea, Taiwan, United Kingdom. Smaller proportions came from 20 other countries.
- Fifty-nine percent of visitors were ages 31-65 years, 8% were over 65 years, and 17% were ages 15 years or younger. Five percent of visitor groups reported physical conditions that made it difficult to access or participate in park activities or services.
- Sixteen percent of visitors were of Hispanic or Latino ethnicity. Ten percent were Asian and 3% were American Indian or Alaska Native. Among the visitor groups of Asian ethnicity, the most common backgrounds were Chinese (39%), Japanese (21%) and Korean (18%).
- Twenty-six percent of visitors had visited the park once in their lifetime, and 55% had visited four or more times. For 53% of visitors, this was their first visit in the past 12 months, while 20% had visited twice in the past 12 months.
- Thirty percent of visitors made the decision to visit the park between 8 and 30 days before their visit, while 27% made the decision two to seven days prior to their visit.
- For 67% of visitors, interest in seeing Yosemite scenery in wintertime was the most common factor affecting their decision to visit the park.
- Prior to this visit, visitor groups most often obtained information about Yosemite National Park through previous visits (74%) and the Yosemite NP website (52%). Most visitor groups (93%) did obtain information about the park prior to their visit. Sixty-eight percent indicated they would prefer to obtain information for a future visit from the park website.
- The most common visitor activities were viewing scenery/taking a scenic drive (84%), taking photographs/painting/drawing (73%), and day hiking (35%).
- Of those visitors who stayed overnight in the park or in the area (65%), forty percent stayed two nights. Among the park's day visitors, 50% spent six or more hours. The average time spent in the park (including hours and days) was 1.3 days.
- The average group expenditure in the park and the surrounding area (within 50 miles of any entrance point) was \$579, with a median (50% spent more and 50% spent less) of \$315. The average total expenditure per person was \$194.
- Most visitor groups (85%) rated the overall quality of services, facilities, and recreational opportunities at Yosemite National Park 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>.