



VIRGIN ISLANDS
NATIONAL PARK

Virgin Islands National Park

Visitor Study

Spring 1997

Report 93

Visitor Services Project
Cooperative Park Studies Unit



University of Idaho



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November 1997

Margaret Littlejohn is VSP Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Chris Wall, Mark Patterson, the Friends of Virgin Islands National Park and the staff and volunteers of Virgin Islands National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Virgin Islands National Park Report Summary

- This report describes the results of a visitor study at Virgin Islands National Park during March 1-9, 1997. A total of 1,328 questionnaires were distributed. Visitors returned 1039 questionnaires for a 78% response rate.
- This report profiles Virgin Islands NP visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Forty-nine percent of the visitors were in family groups. Forty percent of Virgin Islands NP visitors were in groups of two; 30% were in groups of three or four; 22% were in groups of six or more. Fourteen percent of visitors were in guided tour groups; 19% had arrived on a cruise ship. Many visitors (92%) were born in the continental U.S.; 3% were born in the U.S. Virgin Islands. Many visitors (59%) were aged 31-55 and 7% were aged 15 years or younger.
- Among Virgin Islands NP visitors, 5% were international visitors. They were from Canada (40%), Germany (14%), Norway (11%), United Kingdom (7%), Denmark (6%) and 17 other countries. United States visitors were from New York (10%), Massachusetts (10%), Puerto Rico (7%), Pennsylvania (6%) and 40 other states, Washington, D.C. and the Virgin Islands.
- Over one-half of the visitors (52%) were visiting Virgin Islands NP for the first time. On St. John, 38% of the visitors stayed less than one day; 44% stayed 7 or more days. In Virgin Islands NP, 48% stayed less than one day; 29% stayed 7 or more days. Common activities at Virgin Islands NP were snorkeling (81%), sunbathing (80%), swimming (76%), photography (60%), hiking/walking (52%) and visiting ruins (49%).
- Prior to visiting, many visitors used friends/relatives, previous visits and travel guides and tour books as sources of information about the park. Many visitors (60%) said St. John was their primary destination on this trip; 26% came primarily to visit Virgin Islands NP.
- The most visited places in Virgin Islands NP were Trunk Bay (69%), Cinnamon Bay (56%), Annaberg Sugar Mill (51%) and Maho Bay (48%). The most often listed reasons for visiting were to enjoy recreation, view scenery and seek quiet/solitude. Rental vehicles, taxis and boats were the most used forms of transportation to get around in the park.
- For the use, importance and quality of services and facilities, it is important to note the number of visitor groups who responded to each question. The most used services or facilities by 835 respondents were the park brochure/map (62%), Trunk Bay restroom/change area (47%) and trails (46%). According to visitors, the most important services were the Cinnamon Bay Campground (88% of 174 respondents), mooring buoys (88% of 82 respondents) and trails (87% of 364 respondents). The best quality services were ranger-led programs (87% of 115 respondents), the park brochure/map (86% of 475 respondents), uniformed park staff (83% of 132 respondents) and the Trunk Bay restroom and change area (77% of 367 respondents).
- On St. John, the average visitor group expenditure was \$1506. The average per capita expenditure was \$495. The median visitor group expenditure (50% of groups spent more; 50% spent less) was \$400.
- On a future visit, many visitors (75%) would prefer printed materials to learn about the park. The top subjects visitors are interested in are marine ecology (77%) and island history (74%).
- Most visitors (87%) rated the overall quality of services in the park as "good" or "very good." Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the
University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863

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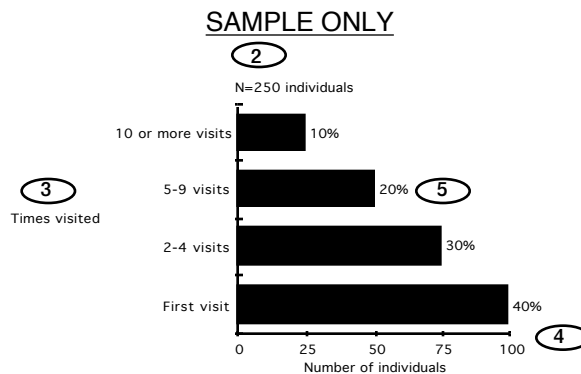
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INTRODUCTION

This report describes the results of a study of visitors to Virgin Islands National Park (referred to as "Virgin Islands NP"). This visitor study was conducted March 1-9, 1997 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

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

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



1 Figure 4: Number of visits

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

METHODS

Questionnaire design and administration

The questionnaire design used the standard format of previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with and questionnaires distributed to a sample of selected visitors visiting Virgin Islands NP National Park during March 1-9, 1997. Visitors completed the questionnaire after their visit and then returned it by mail. Visitors were sampled as they stopped at Hawksnest Bay, Trunk Bay, Annaberg Sugar Mill, Maho Bay, Cruz Bay Visitor Center, Cinnamon Bay, Saltpond Bay, and on their boats anchored in the bays (see Table 1).

Table 1: Questionnaire distribution locations

Location:	Questionnaires distributed	
	Number	%
Trunk Bay	402	30
Annaberg Sugar Mill	190	14
Hawksnest Bay	179	14
Cinnamon Bay	155	12
Anchored boats in bays	131	10
Cruz Bay Visitor Center	129	10
Maho Bay	72	5
Saltpond Bay	70	5
GRAND TOTAL	1328	100

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, a second replacement questionnaire was sent to a sample of visitors who had not returned their questionnaires.

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

Data analysis

This study collected information on both visitor groups and individual group members. Thus, the sample size ('N'), varies from figure to figure. For example, while Figure 1 shows information for 1,025 groups, Figure 6 presents data for 3,231 individuals. A note above each figure's graph specifies the information illustrated.

Sample size, missing data and reporting errors

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 1,039 questionnaires were returned by visitors, Figure 1 shows data for only 1,025 respondents.

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

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

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of March 1-9, 1997. The results do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. If the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

During the study week, weather conditions at the survey locations in Virgin Islands NP were fairly typical of March with temperatures in the 70's and occasional rain showers during the week.

Special Conditions

VISITOR RESULTS

Visitors contacted

At Virgin Islands NP, 1,444 visitor groups were contacted; 92% (1,328) accepted questionnaires. A total of 1,039 visitor groups completed and returned their questionnaires, a 78% response rate.

Table 2 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias is slightly significant. Visitors who returned their questionnaires were slightly older and reported larger groups sizes in their questionnaires than they did in their initial interview.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	1,302	43.7	1,024	46.1
Group size	1,295	3.9	1,025	6.9

Demographics

Figure 1 shows group sizes, which varied from one person to 520 people. Forty percent of visitors came in groups of two; 30% came in groups of three or four. Forty-nine percent were families (see Figure 2). "Other" groups included yacht charter, business, tour, cruise ship, spouse and groups. Fourteen percent of the visitors were traveling with an organized tour group (see Figure 3). Nineteen percent of the visitors arrived on a cruise ship (see Figure 4).

Most visitors (92%) were born in the continental U.S.; 3% were born in the U.S. Virgin Islands (see Figure 5). Of those visitors born outside the continental U.S. and the Caribbean Islands, most were born in Canada, the United Kingdom or Germany (see Table 3). The most common visitor ages were 31-55 years (59%), as shown in Figure 6. Seven percent of visitors were aged 15 years or younger. Over one-half of the visitors (52%) said they were first-time visitors (see Figure 7).

International visitors comprised 5% of Virgin Islands NP visitors. They were from Canada (40%), Germany (14%), Norway (11%), United Kingdom (7%), Denmark (6%) and 17 other countries, as shown in Table

4. United States visitors were from New York (10%), Massachusetts (10%), Puerto Rico (7%), Pennsylvania (6%) and 40 other states, as shown in Map 1 and Table 5.

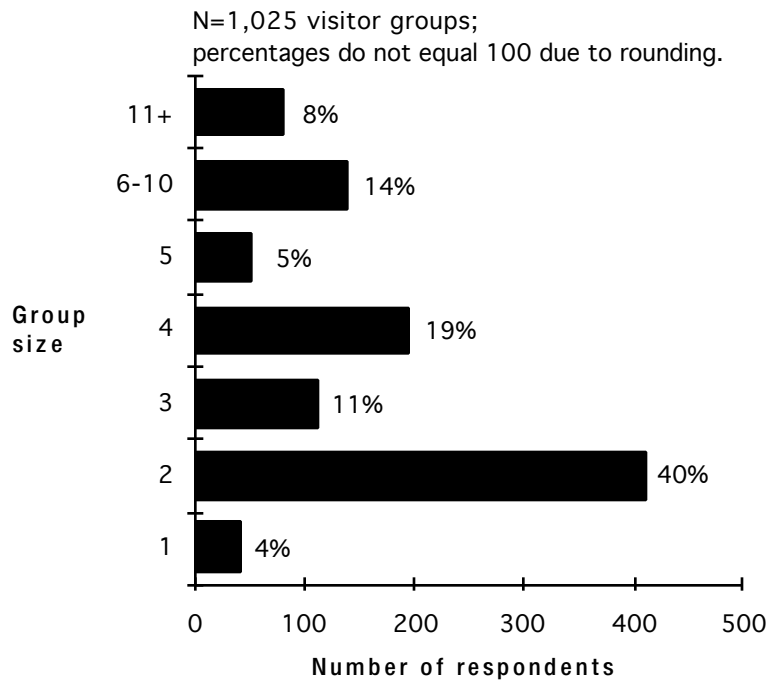


Figure 1: Visitor group sizes

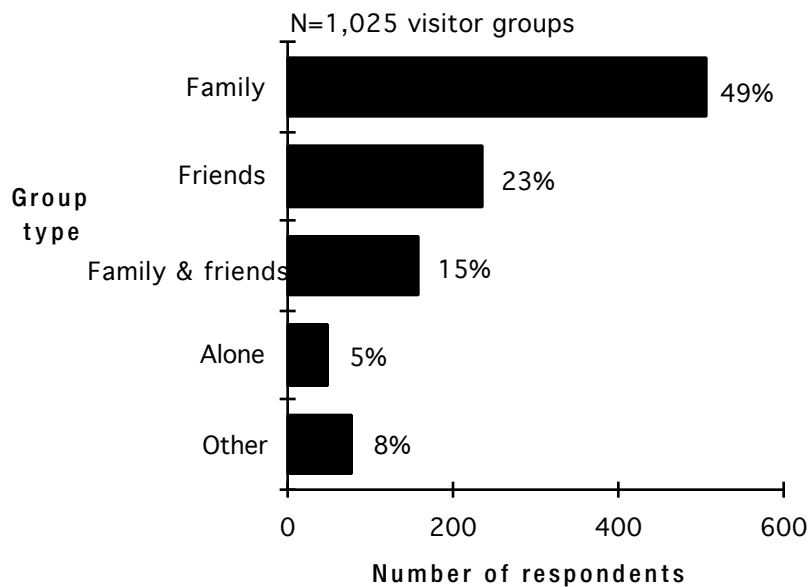


Figure 2: Visitor group types

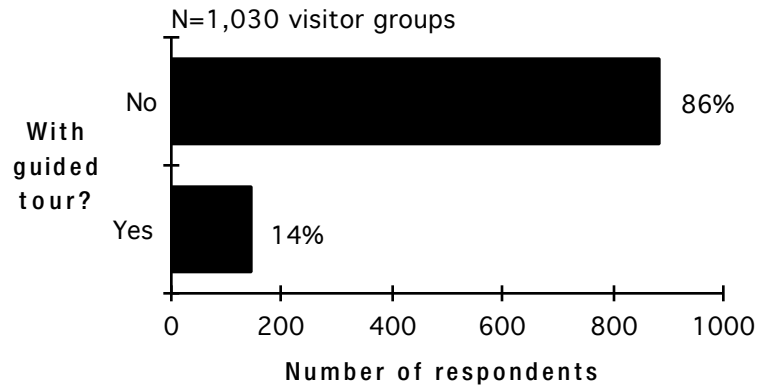


Figure 3: Visitors traveling with an organized tour group

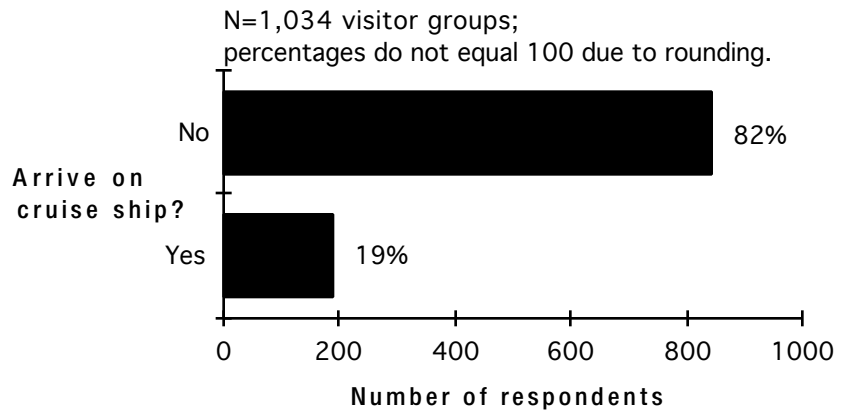


Figure 4: Visitors arriving on cruise ship

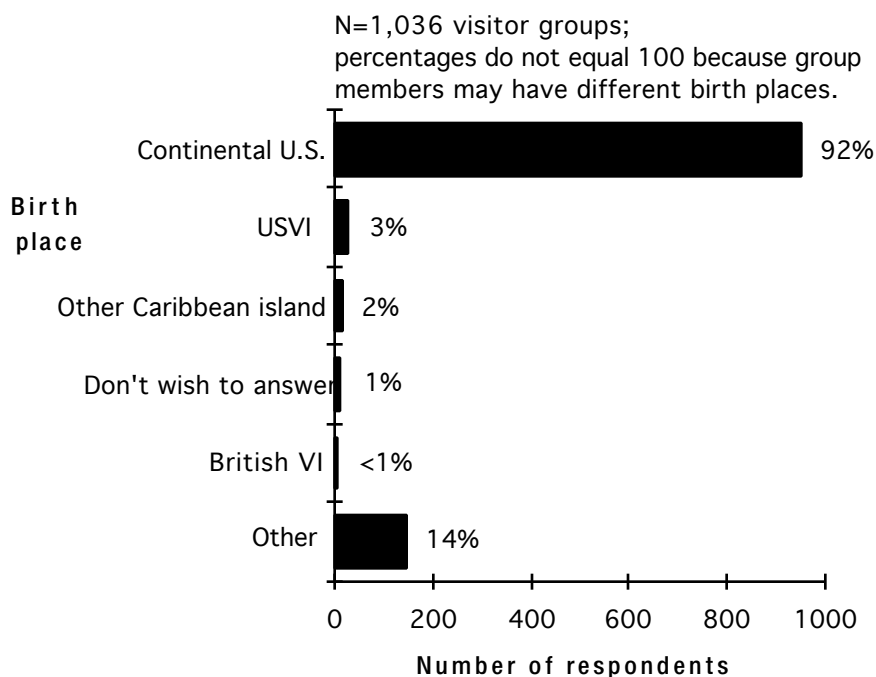


Figure 5: Visitors' place of birth

Table 3: Birthplaces of visitors born in "other" places (see Figure 5)

N=136 individuals

Country	Number of individuals	% born outside continental U.S. & Caribbean
Canada	26	19
United Kingdom	19	14
Germany	16	12
France	5	4
India	5	4
Norway	5	4
Argentina	4	3
Denmark	4	3
Japan	4	3
Israel	3	2
Netherlands	3	2
Peru	3	2
Puerto Rico	3	2
South Africa	3	2
Switzerland	3	2
Other countries (25)	30	22

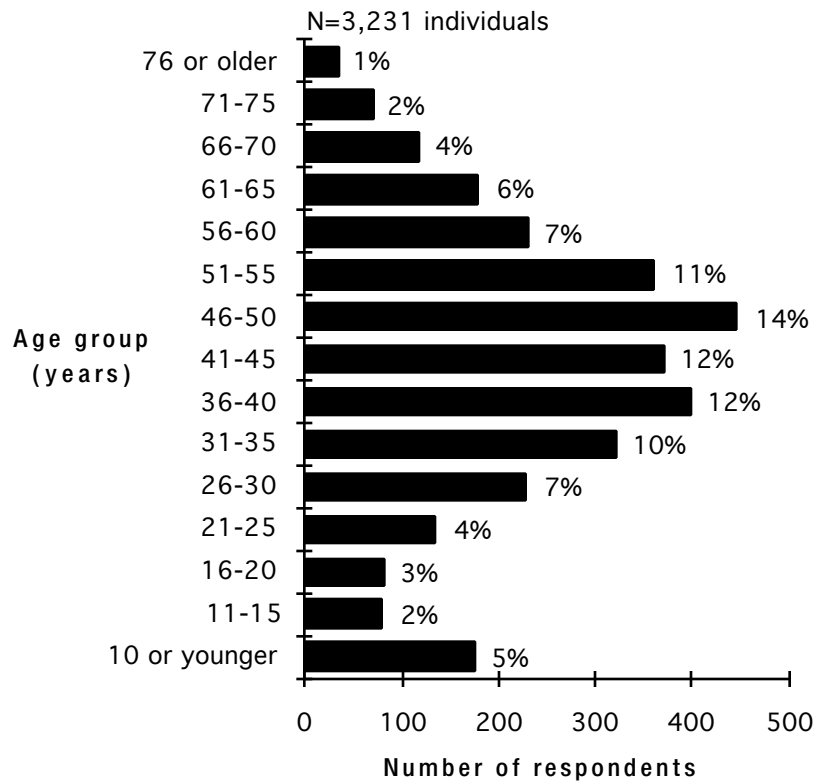


Figure 6: Visitor ages

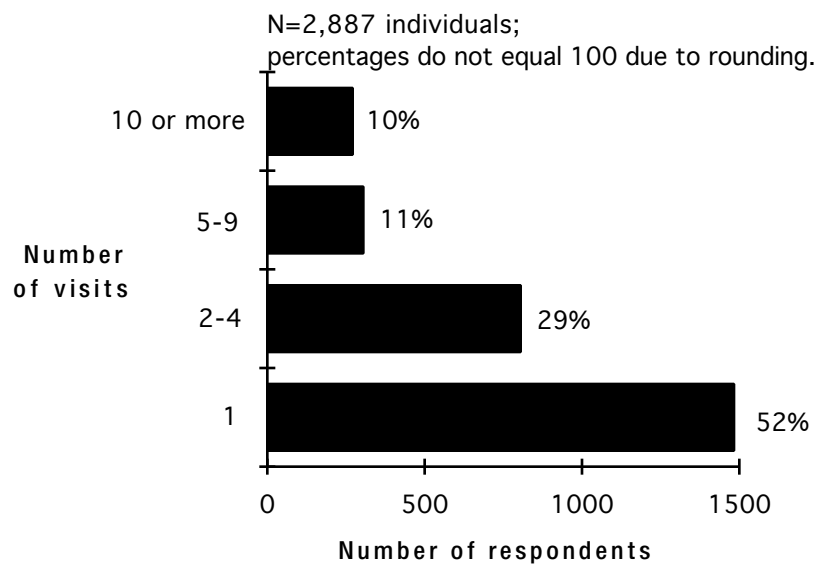
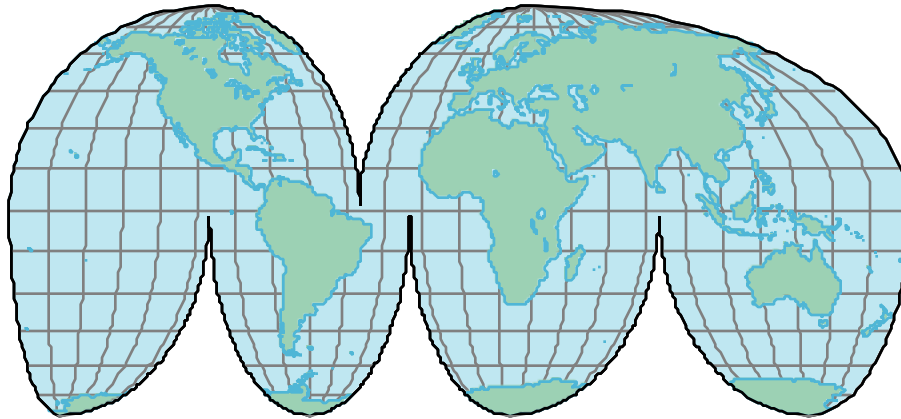


Figure 7: Number of visits

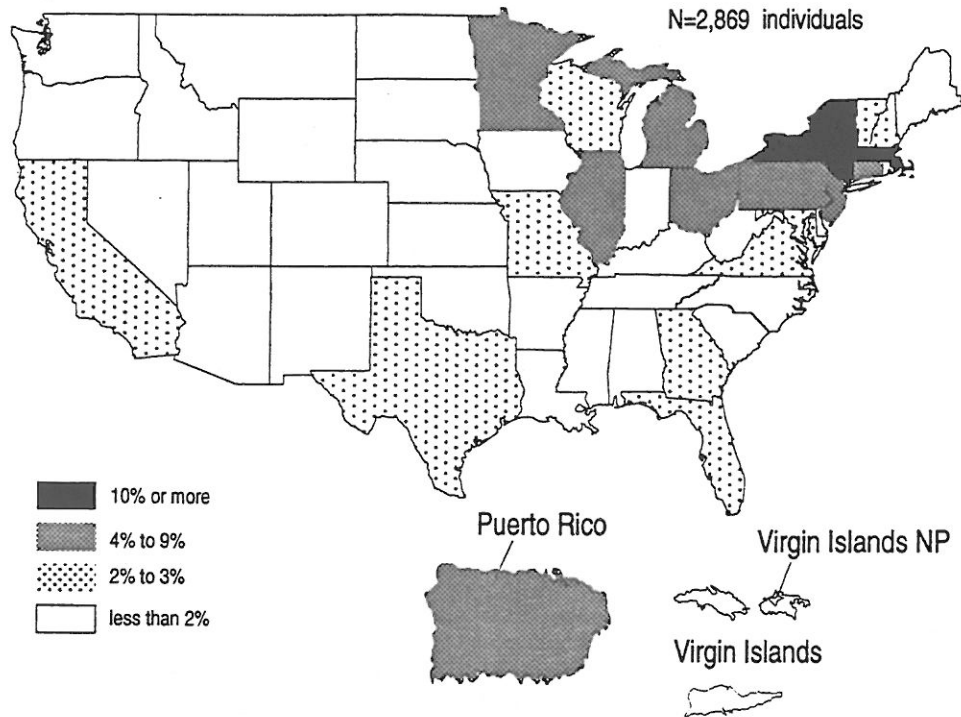


The world

Table 4: Proportion of visitors from each foreign country

N=162 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of international visitors	% of total visitors
Canada	65	40	2
Germany	22	14	1
Norway	17	11	1
United Kingdom	12	7	<1%
Denmark	10	6	↓
Sweden	8	5	
Argentina	5	3	
Holland	3	2	
Italy	3	2	
France	2	1	
Spain	2	1	
Venezuela	2	1	
Zimbabwe	2	1	
Australia	1	1	
Belgium	1	1	
Iceland	1	1	
Israel	1	1	
New Zealand	1	1	
Singapore	1	1	
South Africa	1	1	
Switzerland	1	1	
Turkey	1	1	



Map 1: Proportion of United States visitors from each state/territory

Table 5: Proportion of United States visitors from each state/territory

N=2,869 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of U.S. visitors	% of total visitors
New York	289	10	10
Massachusetts	285	10	9
Puerto Rico	204	7	7
Pennsylvania	183	6	6
Connecticut	137	5	5
New Jersey	131	5	4
Michigan	124	4	4
Ohio	117	4	4
Minnesota	110	4	4
Illinois	107	4	4
Virginia	82	3	3
Wisconsin	82	3	3
Florida	76	3	3
Maryland	67	2	2
Georgia	53	2	2
California	52	2	2
New Hampshire	48	2	2
Missouri	47	2	2
Vermont	46	2	2
Texas	45	2	2
Virgin Islands	38	1	1
Other states (24) + Washington, D.C.	546	19	18

Visitors were asked how long they stayed on St. John and in Virgin Islands NP. Over one-third of the visitors (38%) stayed less than one day on St. John (see Figure 8). Forty-four percent of visitors stayed seven or more days. Of those visitors groups who spent less than a day on St. John, 36% of the visitor groups stayed seven hours or more (see Figure 9). About one-third (32%) stayed three to four hours.

Length of stay on St. John and in the park

In Virgin Islands NP, almost half of the visitors (48%) stayed less than one day (see Figure 10). Over one-fourth (29%) stayed seven days or more. Of those visitor groups who spent less than one day in the park, 50% stayed two to four hours (see Figure 11). Another 26% stayed 7 hours or more.

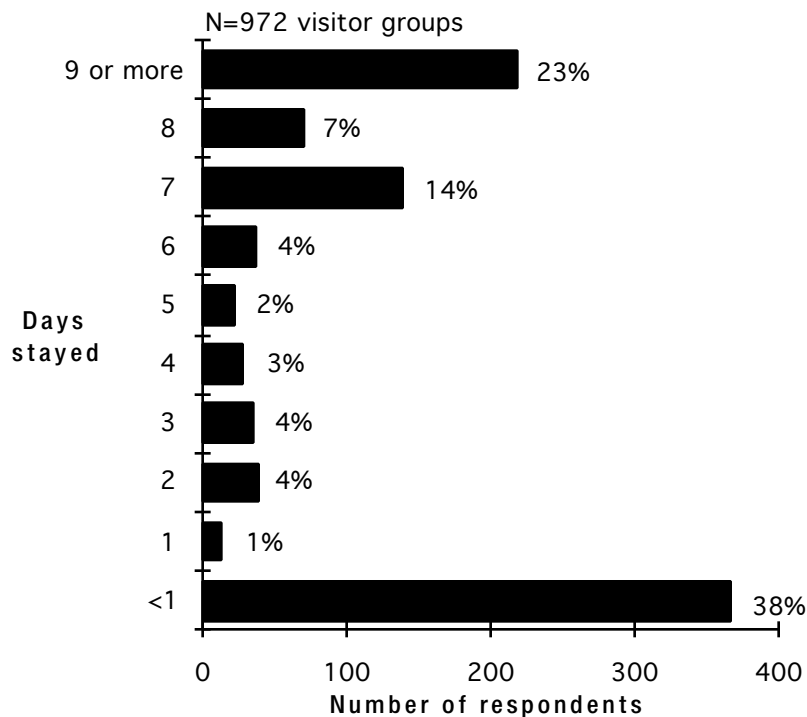


Figure 8: Length of stay on St. John (days)

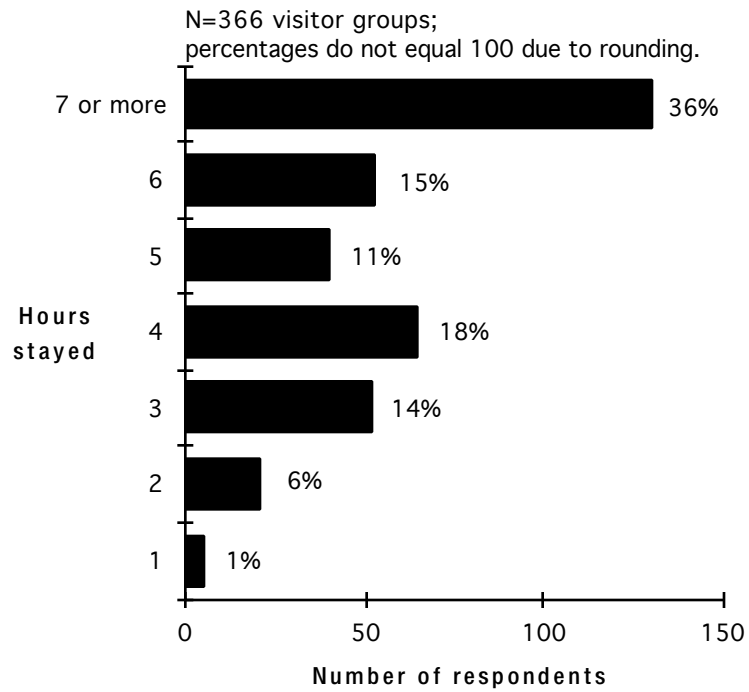


Figure 9: Length of stay on St. John (hours)

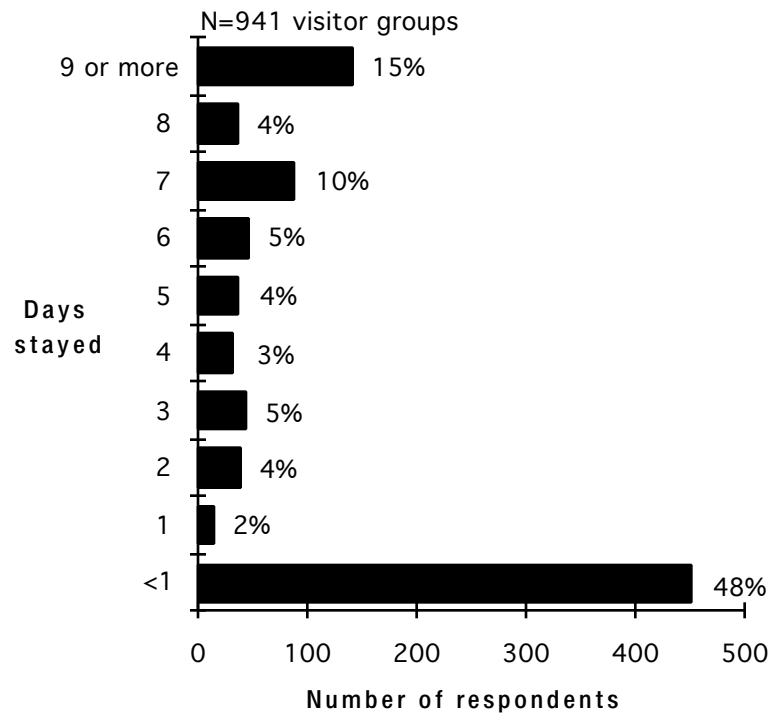


Figure 10: Length of stay in the park (days)

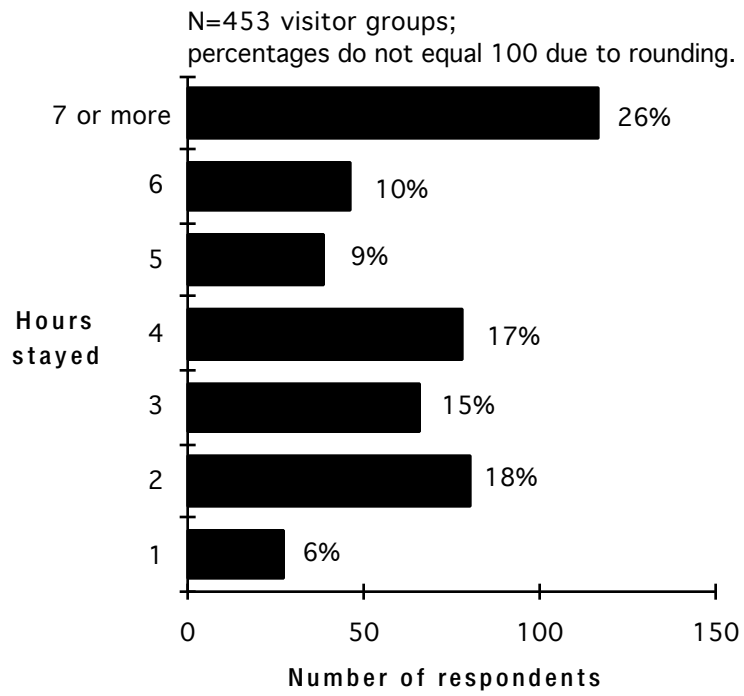


Figure 11: Length of stay in the park (hours)

Activities

Common visitor activities included snorkeling (81%), sunbathing (80%), swimming (76%), photography (60%), and hiking/walking (52%), as shown in Figure 12. The least common activity was fishing (4%). On this visit, visitors identified "other" activities they did including sightseeing, touring the island, sea kayaking, dining out, shopping and bird watching.

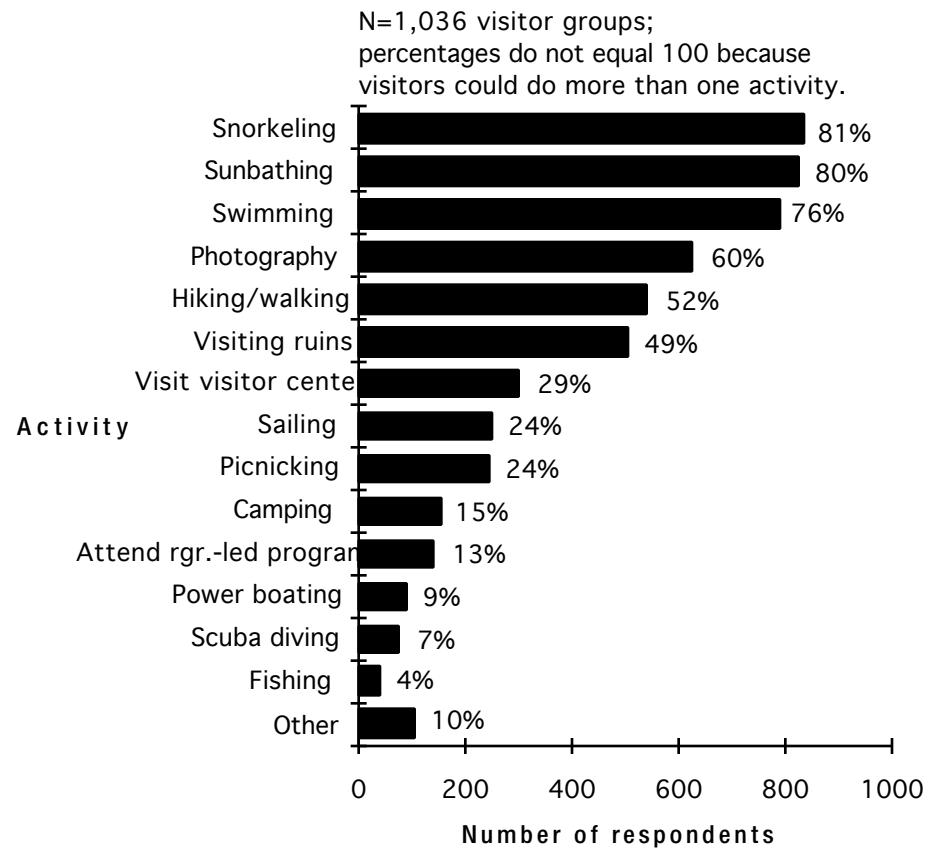


Figure 12: Visitor activities

Visitors were asked to identify the sources they used to get information about the park prior to their visit. The most used sources were friends/relatives (38%), previous visits (35%), travel guides/tour books (32%) and maps/brochures (19%), as shown in Figure 13. Fourteen percent of the visitors received no information about the park prior to their visit. The least used source of information was TV/radio (<1%). Other sources which visitors identified included residing on the island at least part of the year, cruise ship guide, National Park Service, travel agents, previous visits and Maho Bay Camp.

Sources of information

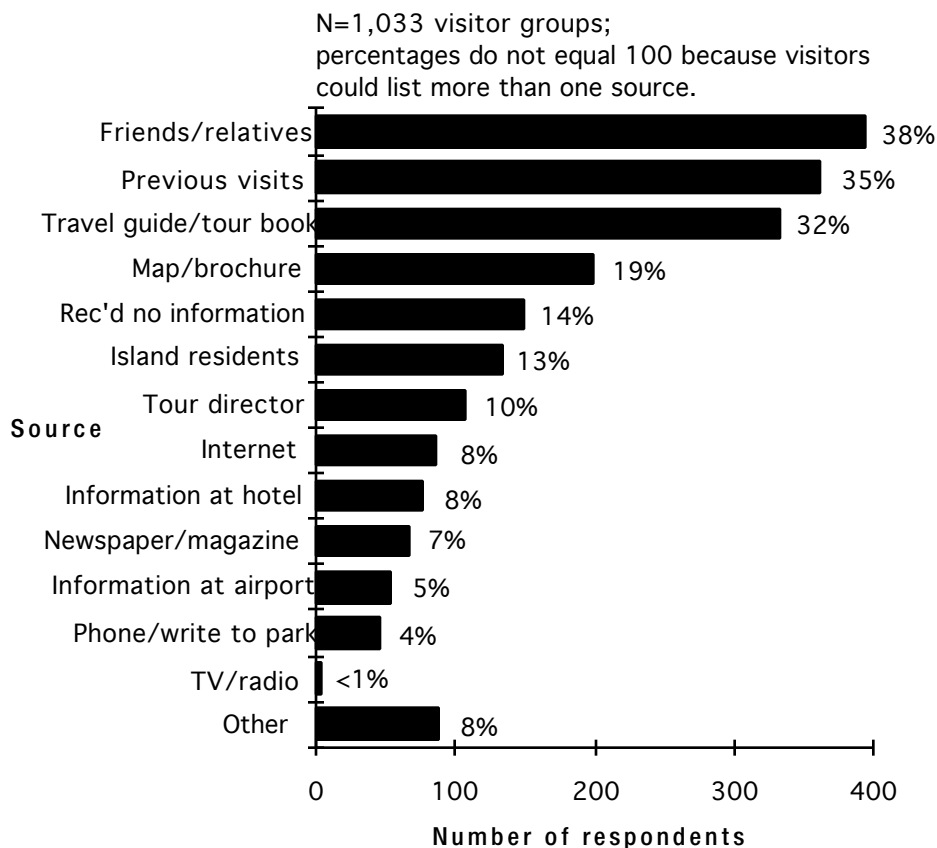


Figure 13: Source of information

Reasons for visiting

Visitors were asked to list their reasons for visiting the park. The most frequently listed reason was to enjoy recreation (85%), as shown in Figure 14. Other reasons included viewing the scenery (73%), seeking solitude and quiet (55%), and visiting a national park (31%). The reason least often identified was to visit a biosphere reserve (6%). "Other" reasons that visitors came were to visit friends/relatives, go to the beaches, snorkel, escape winter/get some sun, relax, see natural flora and fauna, and anchor in a safe place.

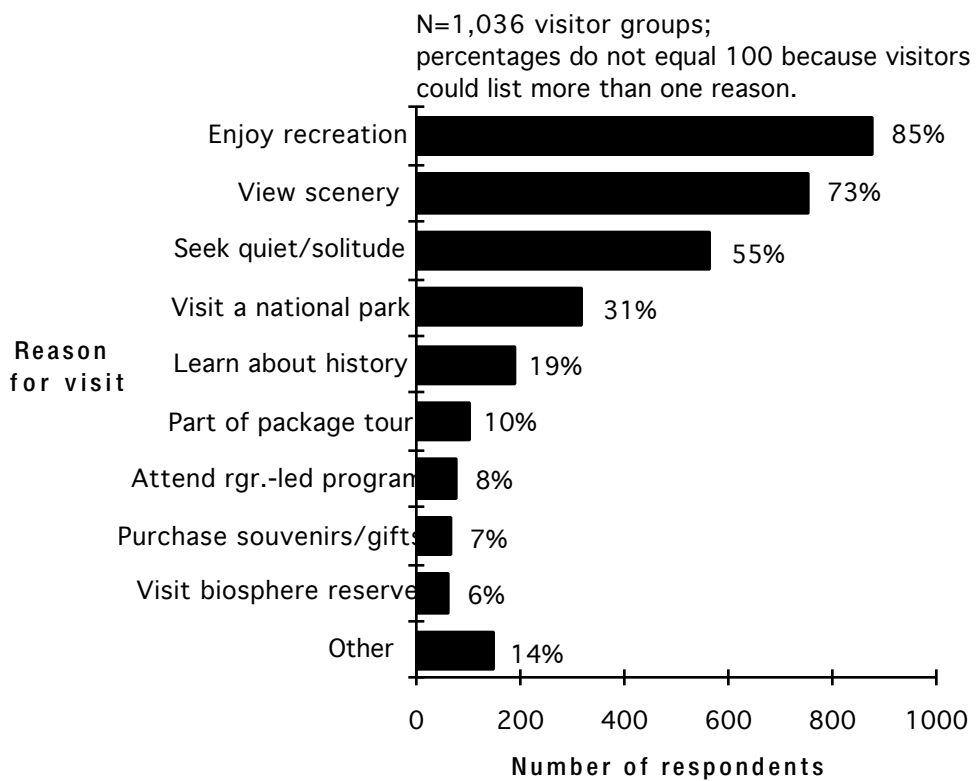


Figure 14: Reasons for visiting

Visitors were asked their primary destination on this trip. Over half of the visitors (60%) identified St. John as their primary destination (see Figure 15). Over one-fourth of the visitors (26%) came primarily to visit Virgin Islands NP. Fourteen percent of the visitors said that neither St. John nor Virgin Islands NP was their primary destination.

Primary destination

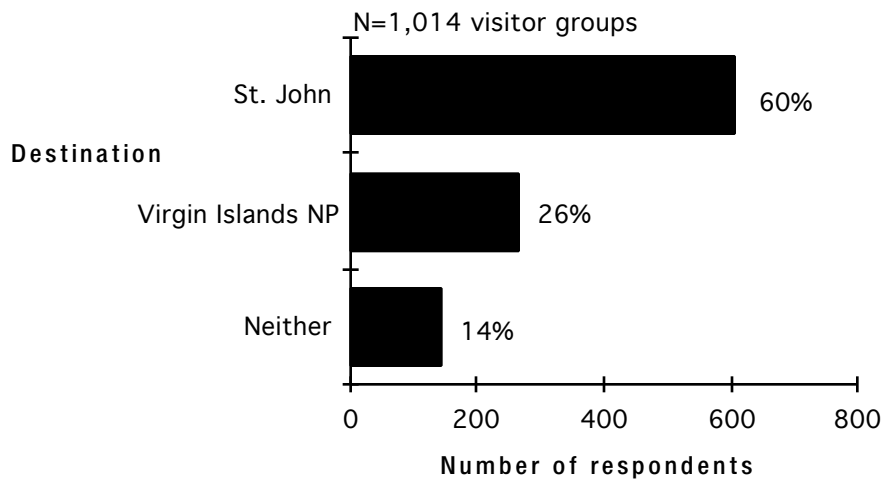


Figure 15: Primary destination

Forms of transportation used

Visitors were asked to list the forms of transportation they used to get around in Virgin Islands National Park. The most often used forms of transportation were rental vehicles (39%), taxi (35%), and boat (32%), as shown in Figure 16. Less than one-fourth of the visitors (21%) used the open air safari buses. The least used type of transportation was personal vehicles (11%). Other methods of transportation used included walking/hiking, hitchhiking, sea kayaking, riding a bus provided by the tour group and using a friend's car.

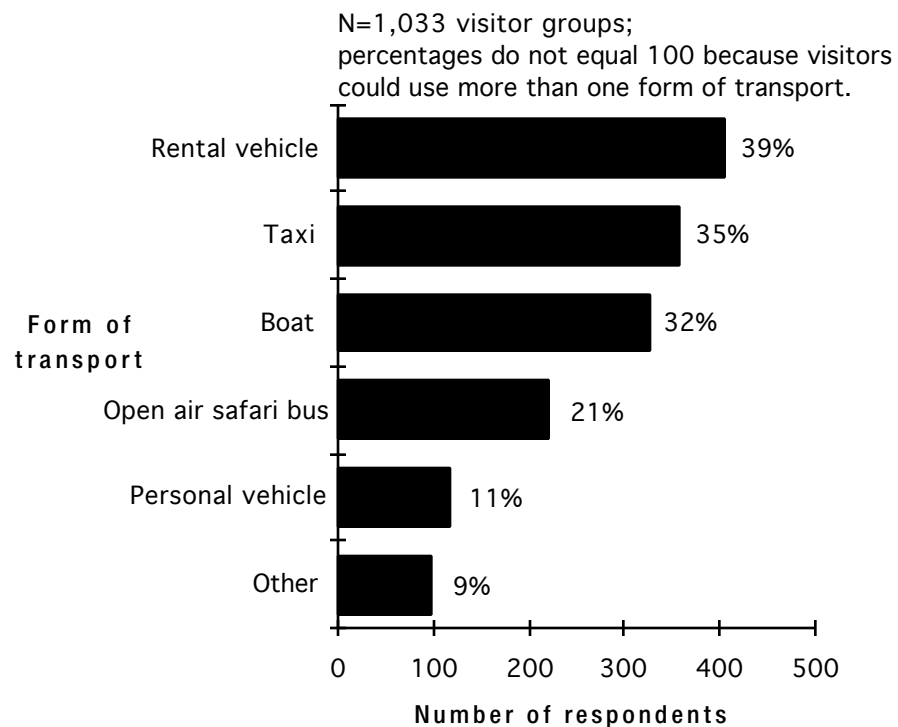


Figure 16: Forms of transportation used

Visitors were asked to list the places they visited in Virgin Islands National Park on this trip. The most visited places were Trunk Bay (69%), Cinnamon Bay (56%), Annaberg Sugar Mill (51%), Maho Bay (48%), Red Hook - NPS Dock (47%) and Cruz Bay Visitor Center (46%), as shown in Figure 17. The least visited sites were Catherineberg Sugar Mill (11%) and the south shore boating zone (12%)

Places visited

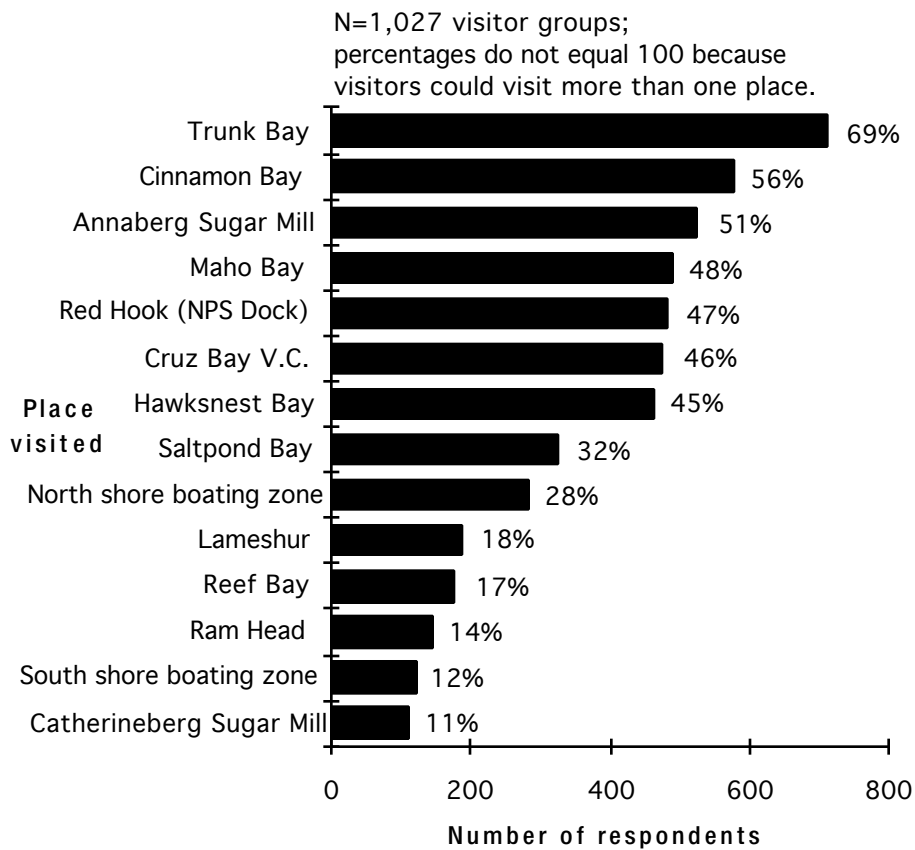


Figure 17: Places visited

Visitor services and facilities: use, importance and quality

The most commonly used visitor services and facilities at Virgin Islands NP were the park brochure/map (62%), Trunk Bay restroom/change area (47%), trails (46%), Trunk Bay concession (42%) and visitor center information desk (35%), as shown in Figure 18. The least used service was the mooring buoys (10%).

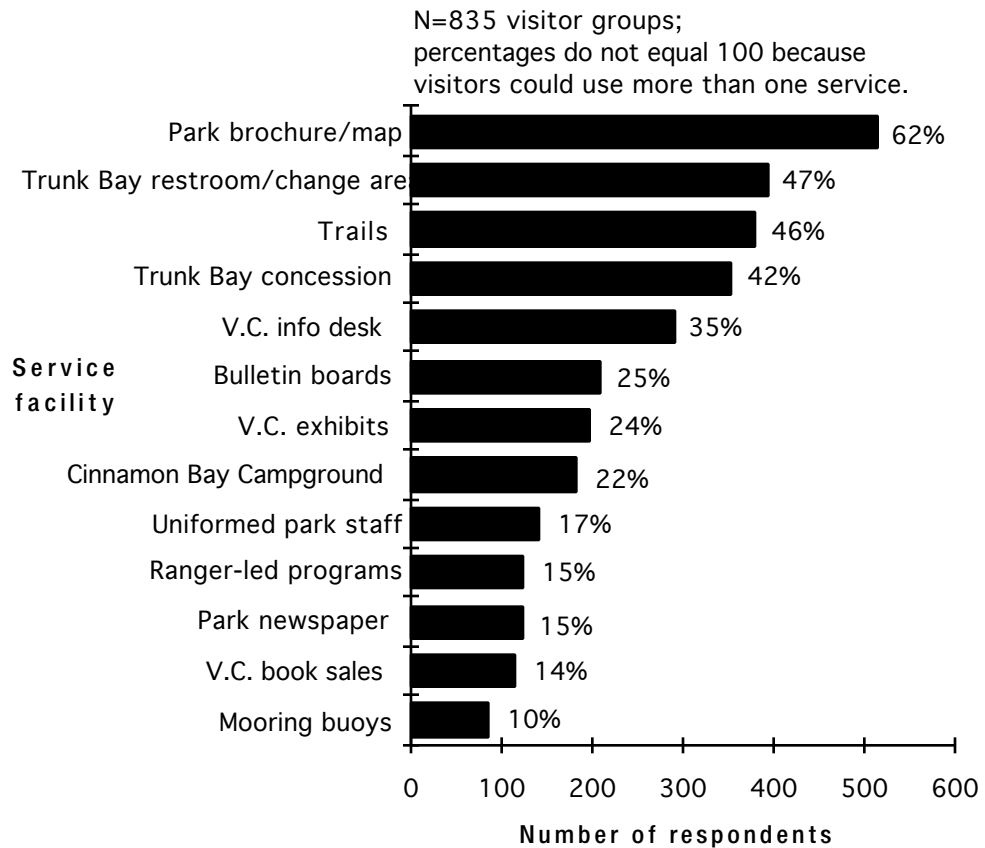


Figure 18: Use of visitor services and facilities

Visitors rated the importance and quality of each of the visitor services and facilities they used. They used the five point scales shown below.

IMPORTANCE
1=extremely important
2=very important
3=moderately important
4=somewhat important
5=not important

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

Figure 19 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 19. All services were rated above average in importance and quality.

Figures 20-32 show that several services received the highest "very important" to "extremely important" ratings: Cinnamon Bay Campground (88%), mooring buoys (88%), and trails (87%). The highest "not important" rating was for the visitor center book sales area (9%).

Figures 33-45 show that several services were given high "good" to "very good" quality ratings: ranger-led programs (87%), park brochure/map (86%), uniformed park staff (83%), Trunk Bay restroom/change area (77%) and Cinnamon Bay Campground (76%). The service which received the highest "very poor" quality rating was the mooring buoys (6%).

Figure 46 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.

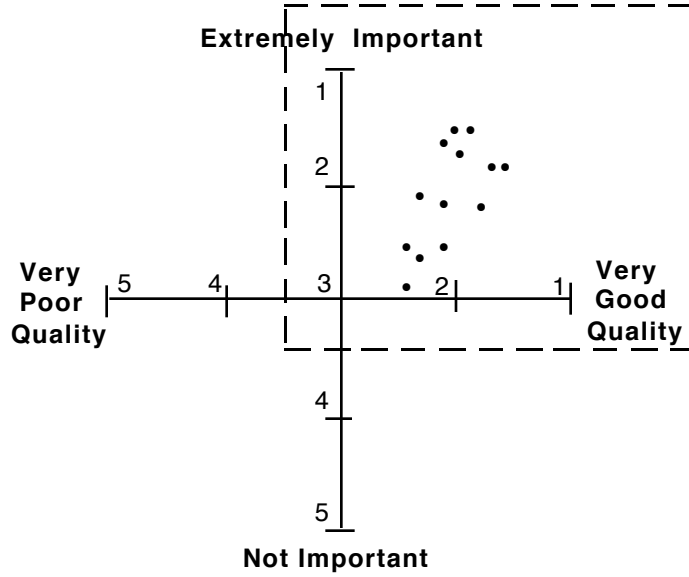
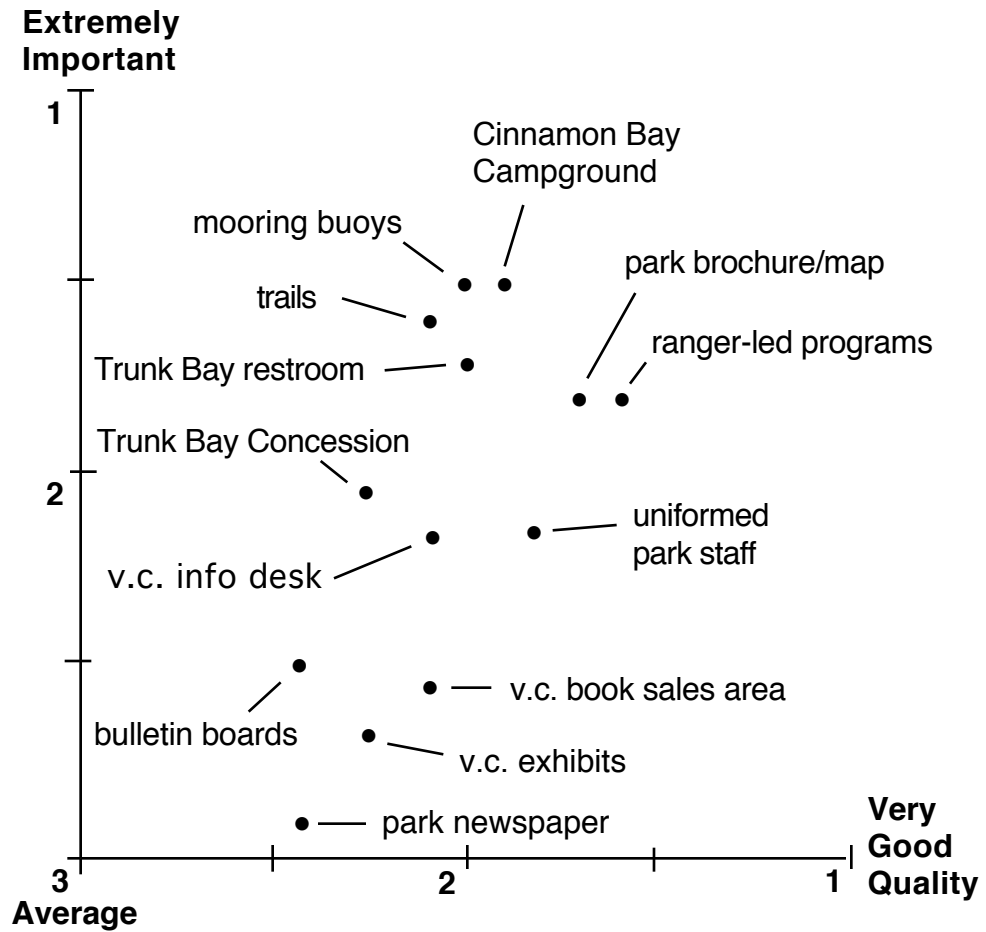


Figure 19: Average ratings of visitor service and facility importance and quality



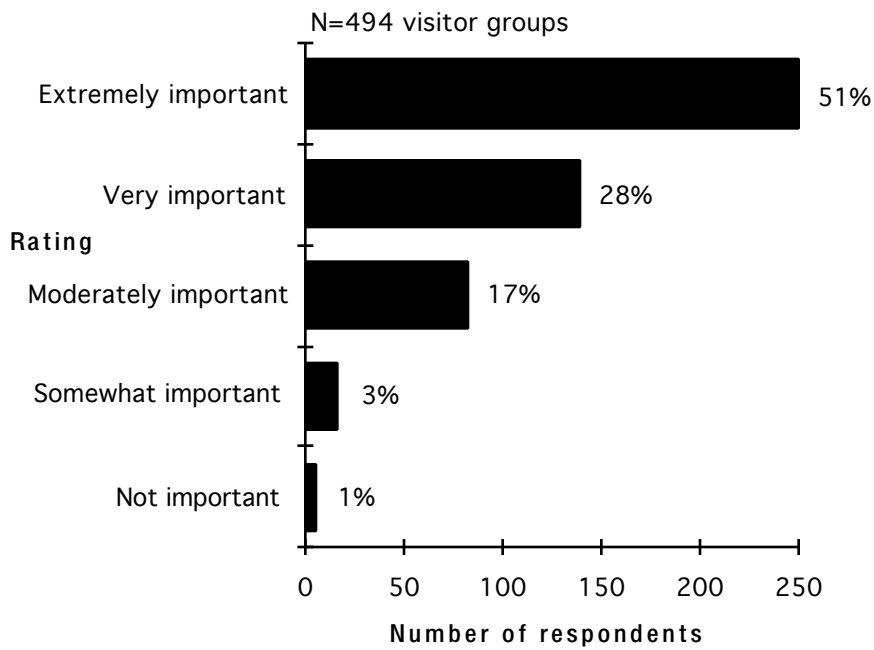
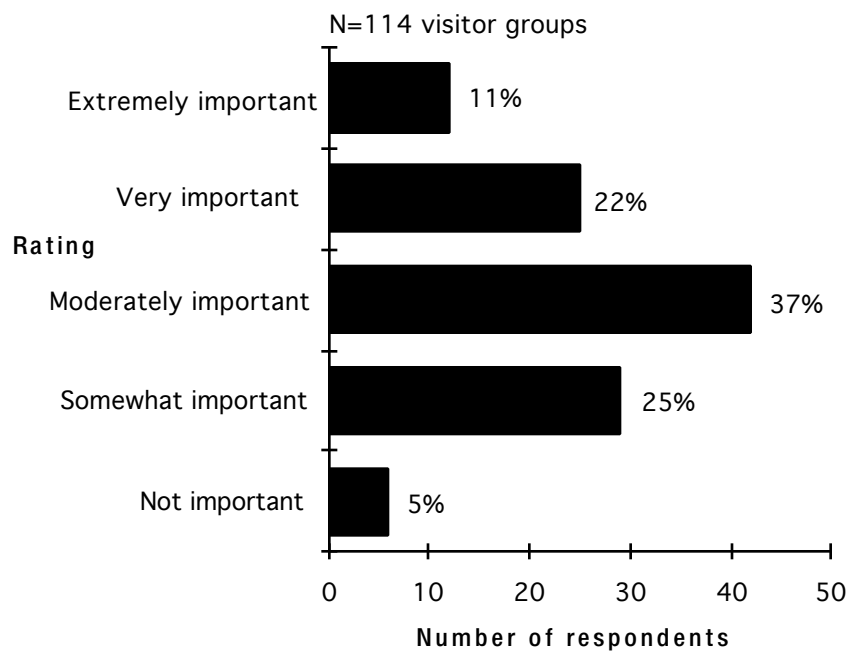


Figure 20: Importance of park brochure/map



**Figure 21: Importance of park newspaper
(*Virgin Islands NP News*)**

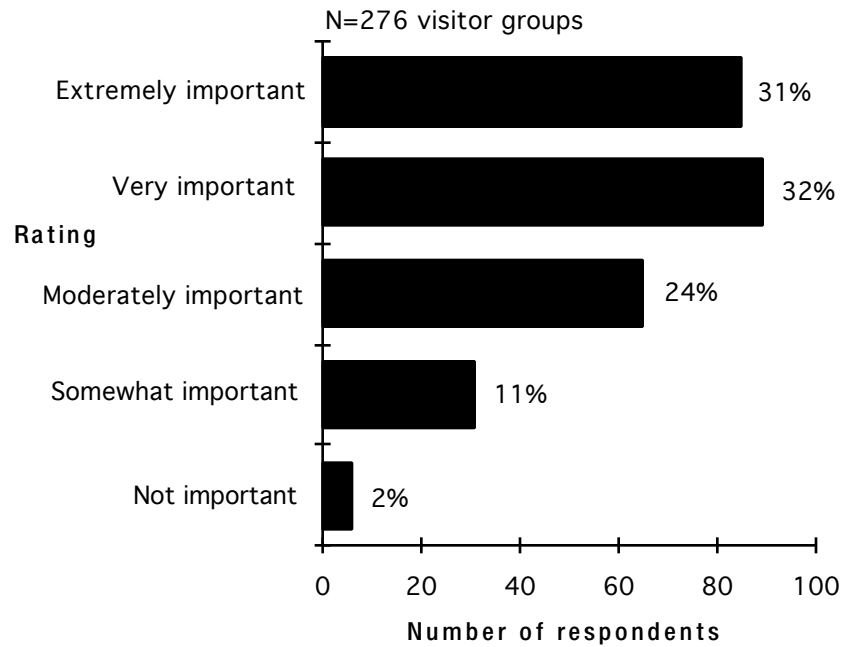


Figure 22: Importance of visitor center information desk

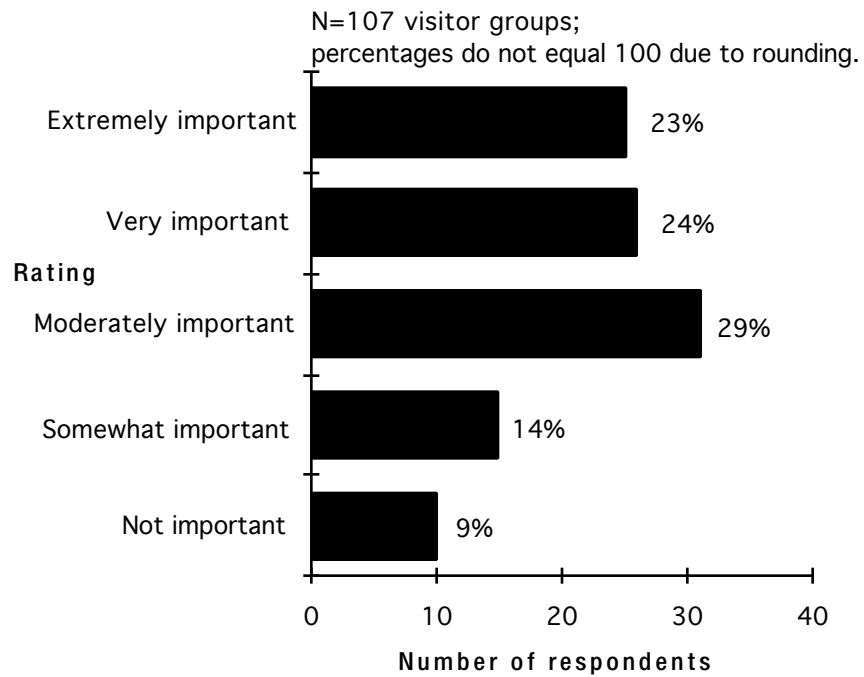


Figure 23: Importance of visitor center book sales area

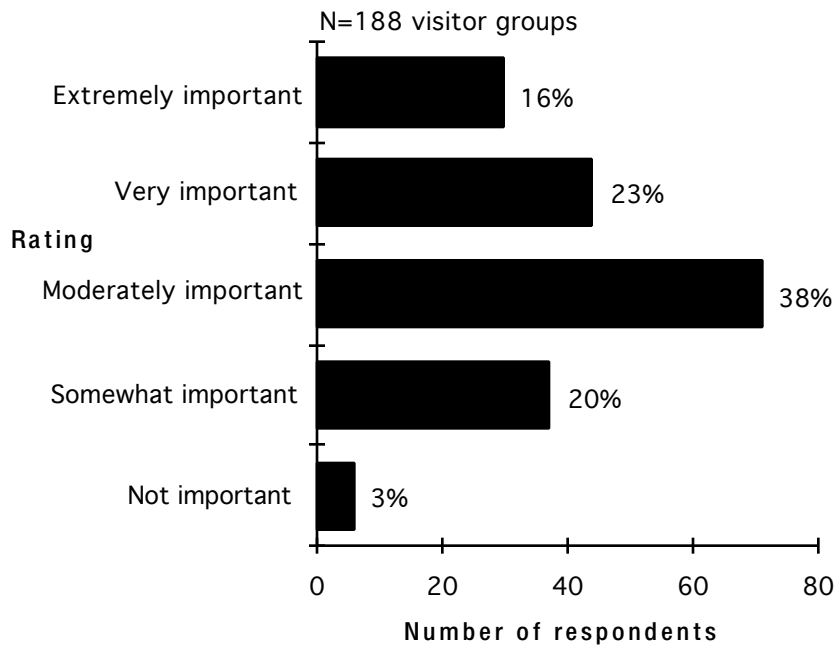


Figure 24: Importance of visitor center exhibits

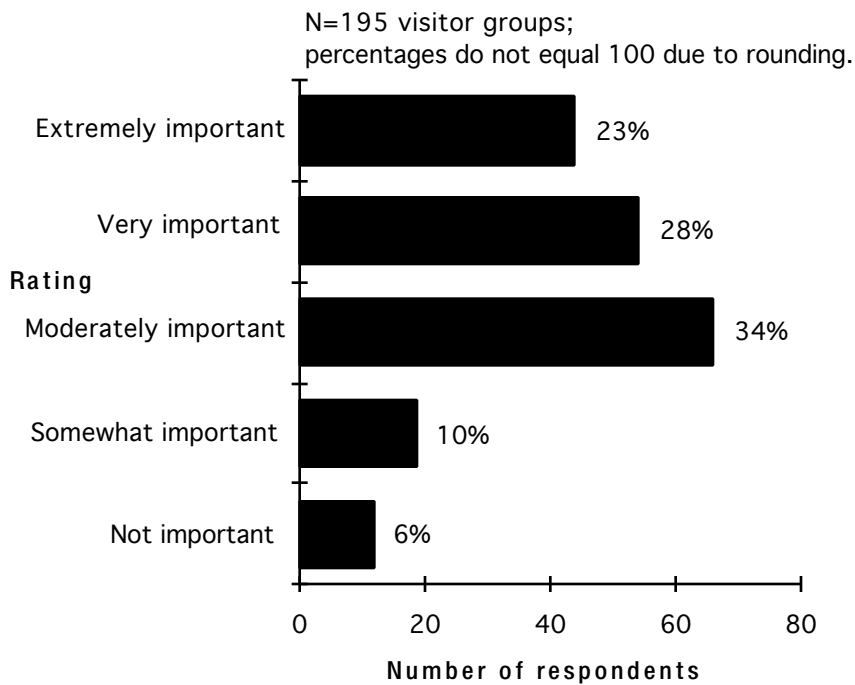


Figure 25: Importance of bulletin boards

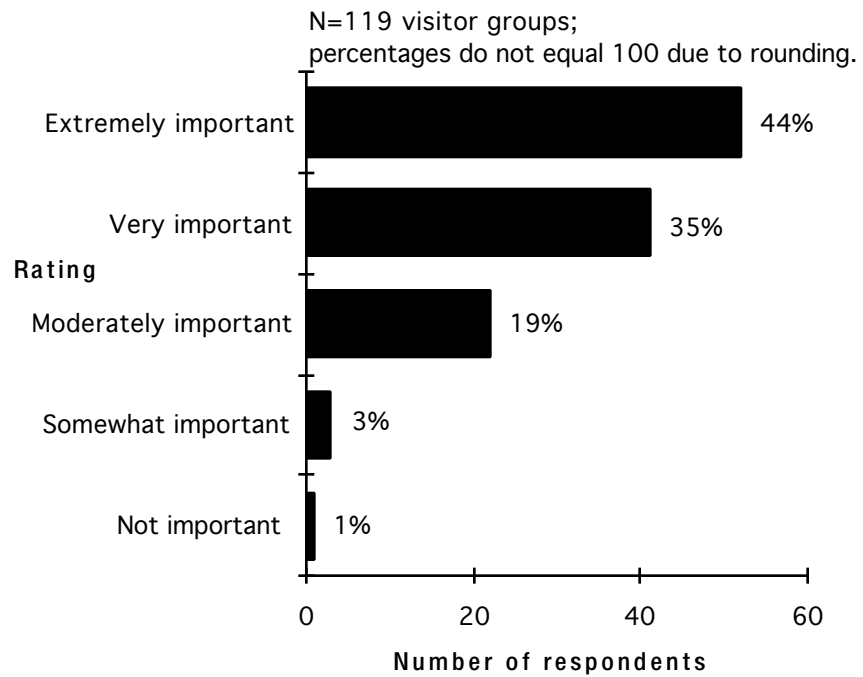


Figure 26: Importance of ranger-led programs

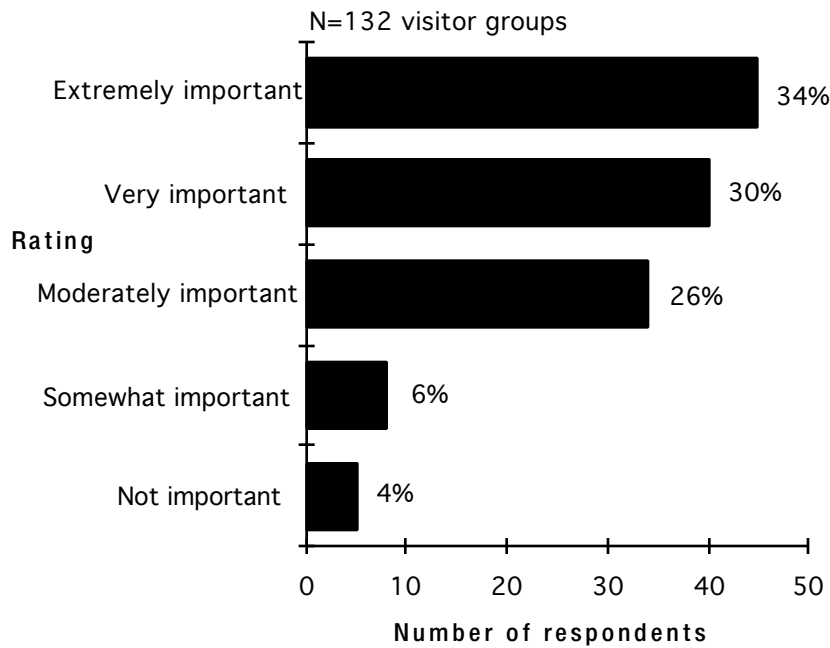


Figure 27: Importance of uniformed park staff

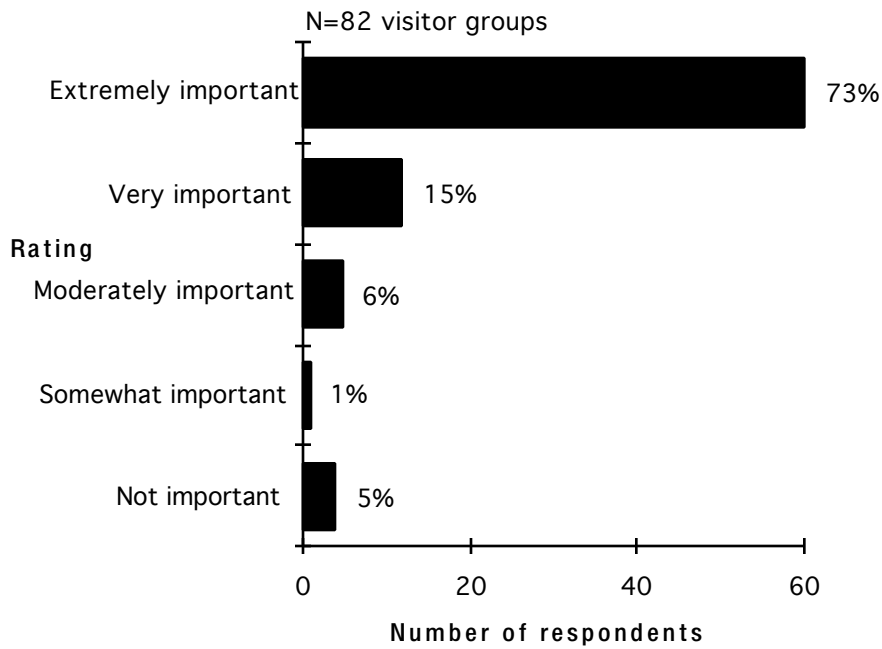


Figure 28: Importance of mooring buoys

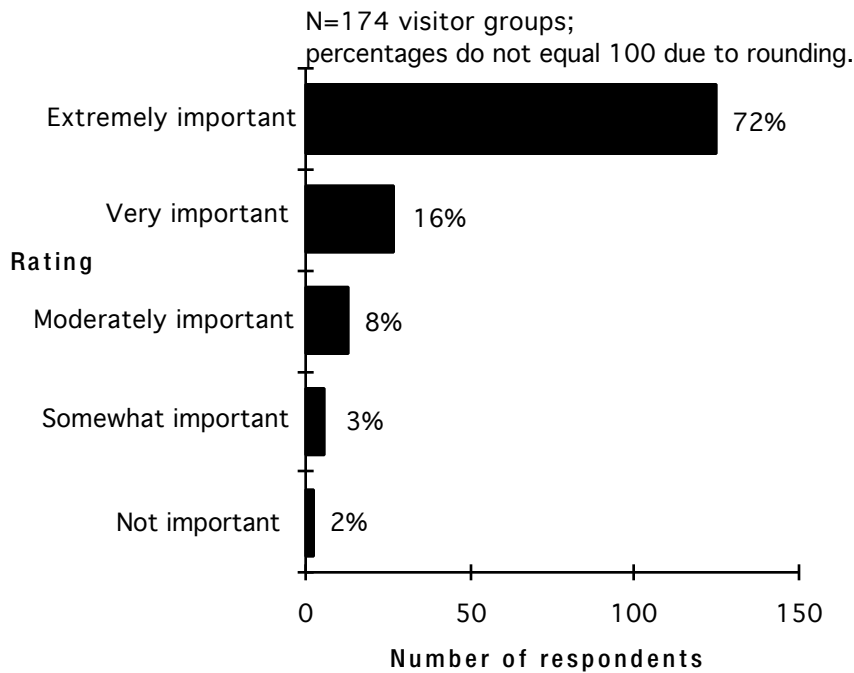


Figure 29: Importance of Cinnamon Bay Campground

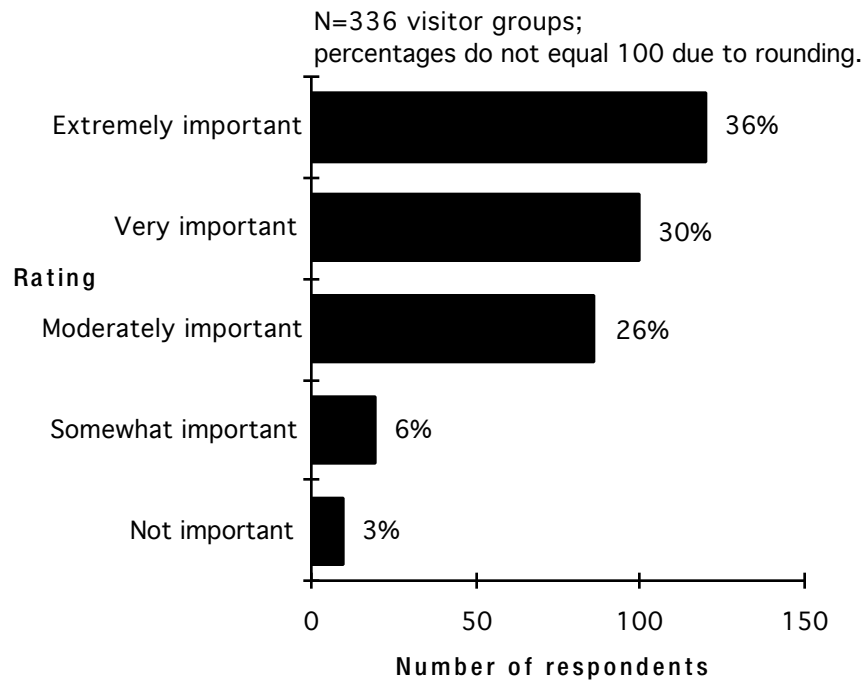


Figure 30: Importance of Trunk Bay concession

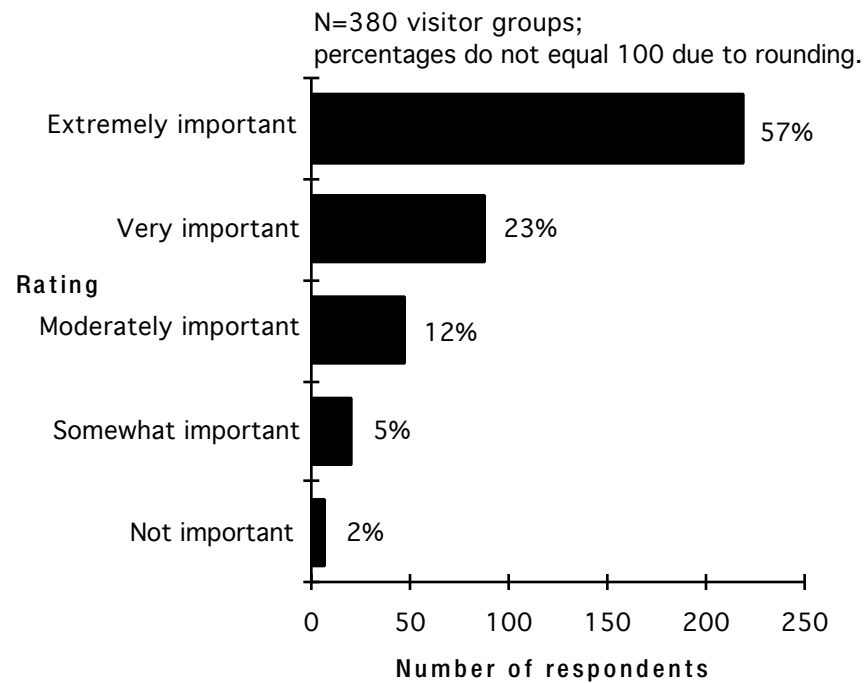


Figure 31: Importance of Trunk Bay restroom/change area

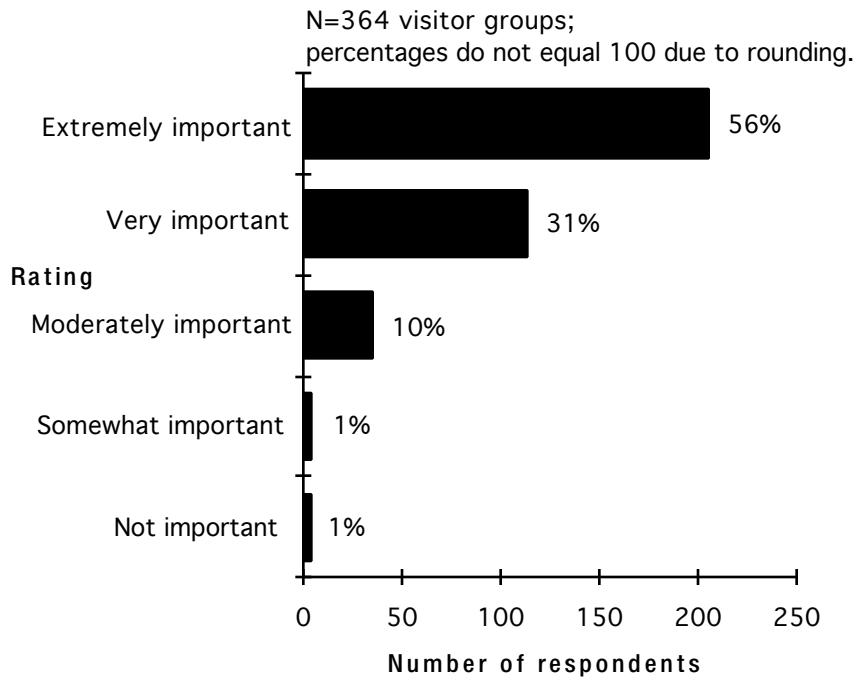


Figure 32: Importance of trails

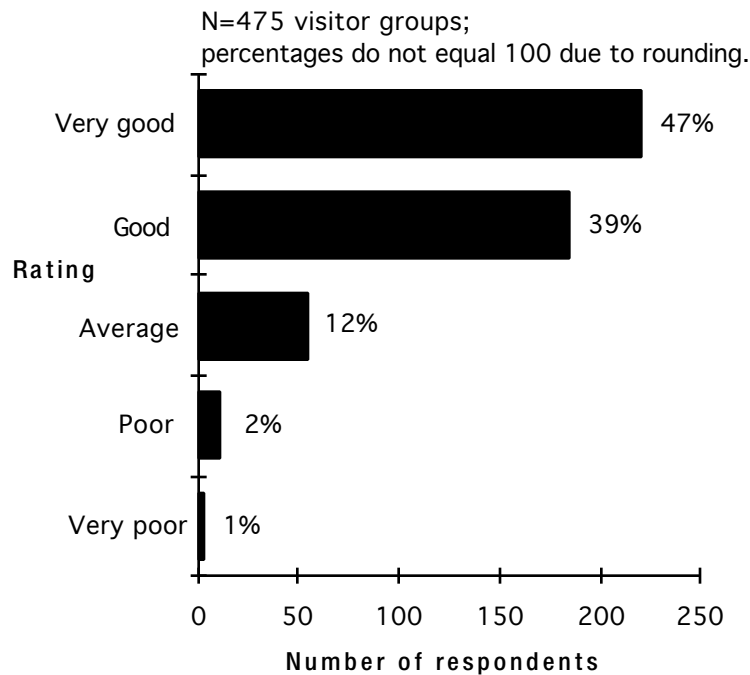


Figure 33: Quality of park brochure/map

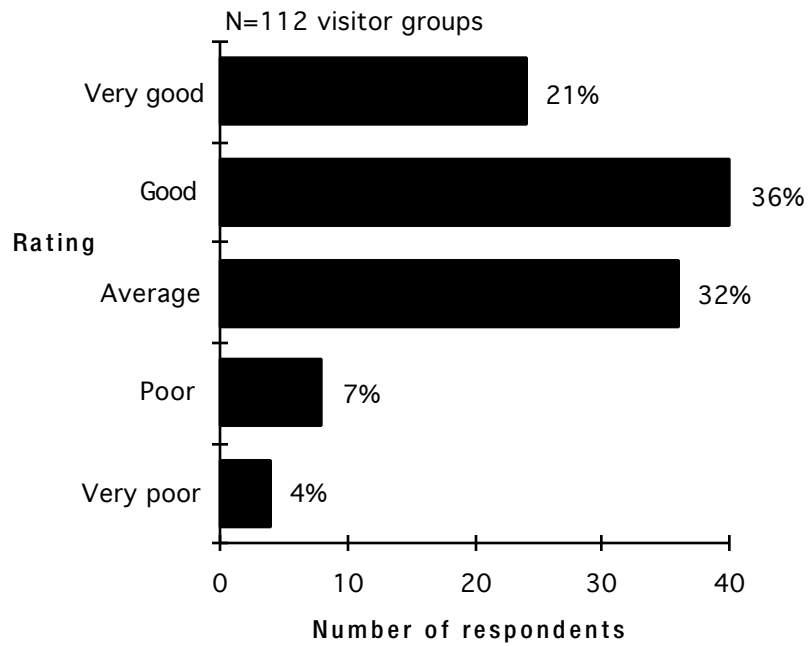


Figure 34: Quality of park newspaper (*Virgin Islands NP News*)

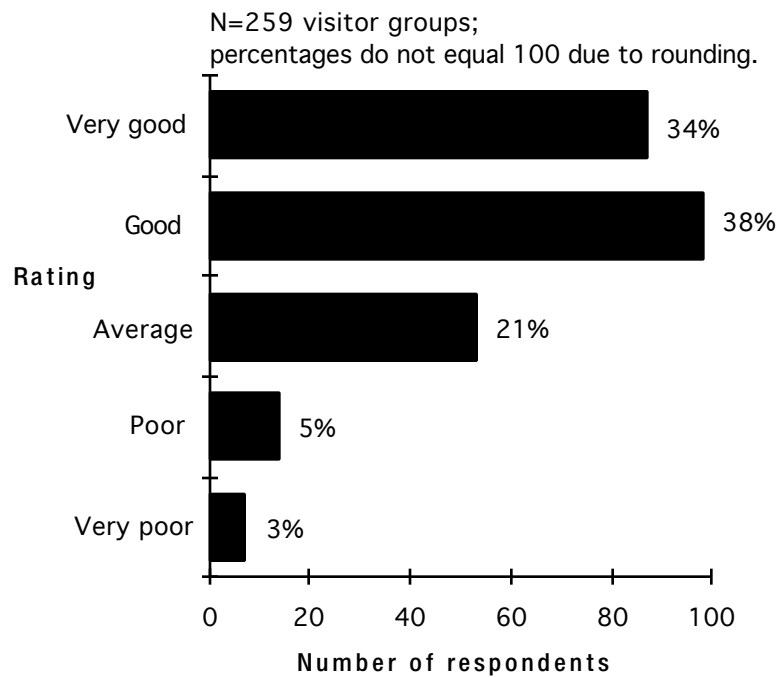


Figure 35: Quality of visitor center information desk

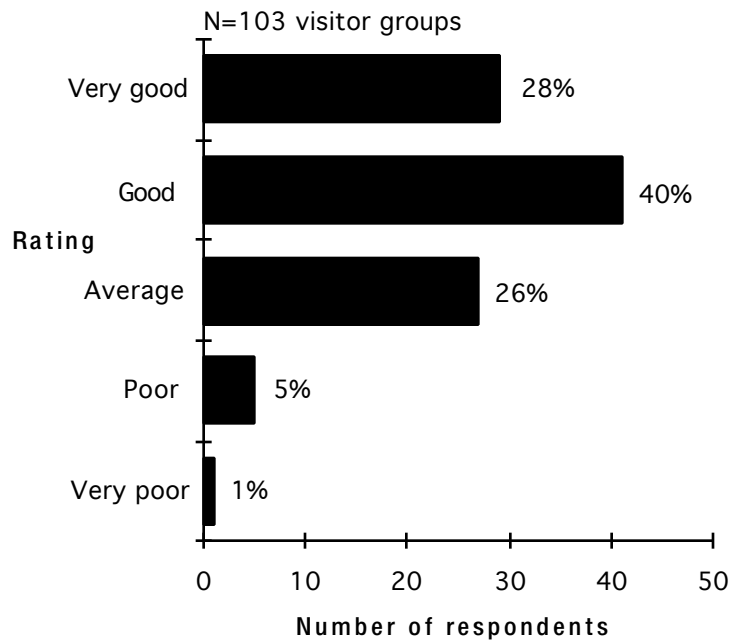


Figure 36: Quality of visitor center book sales area

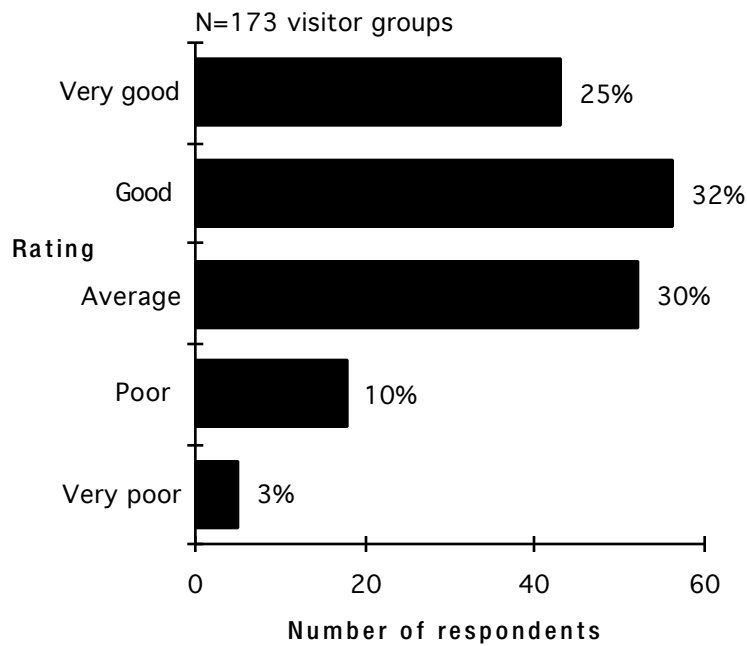


Figure 37: Quality of visitor center exhibits

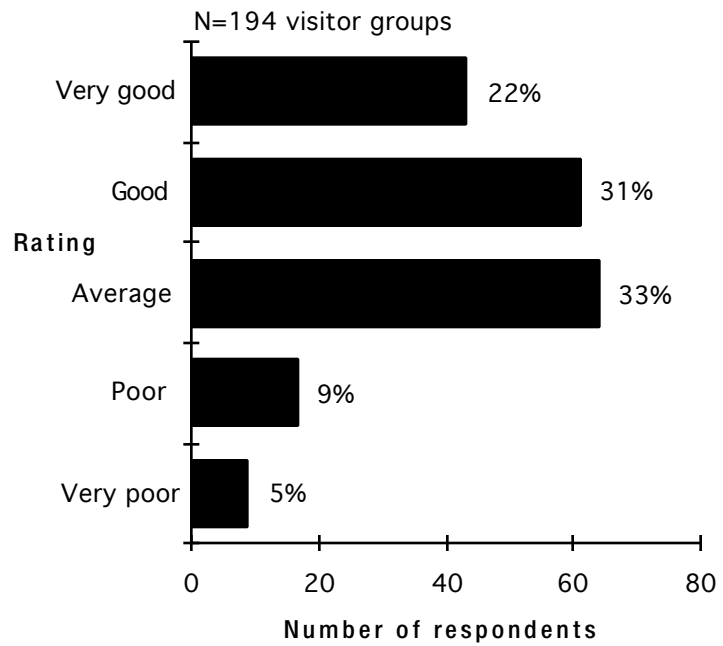


Figure 38: Quality of bulletin boards

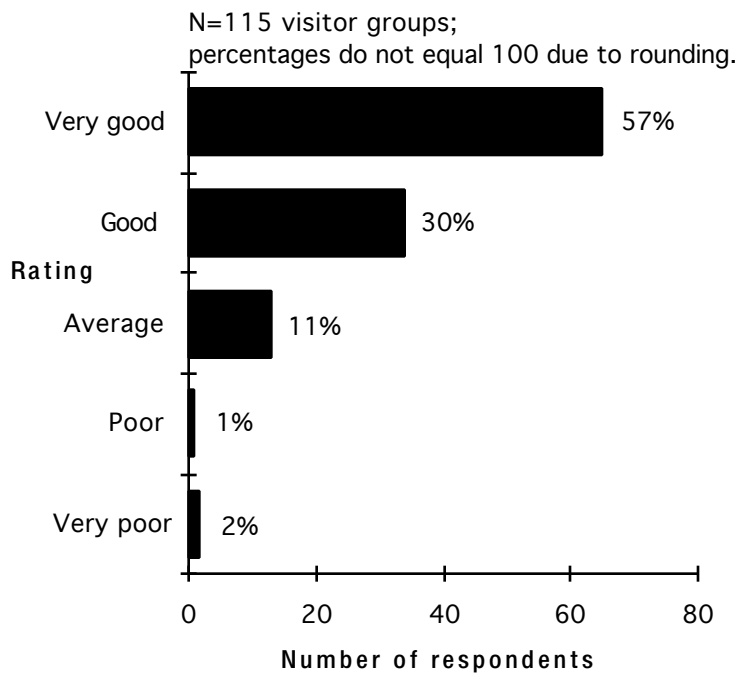


Figure 39: Quality of ranger-led programs

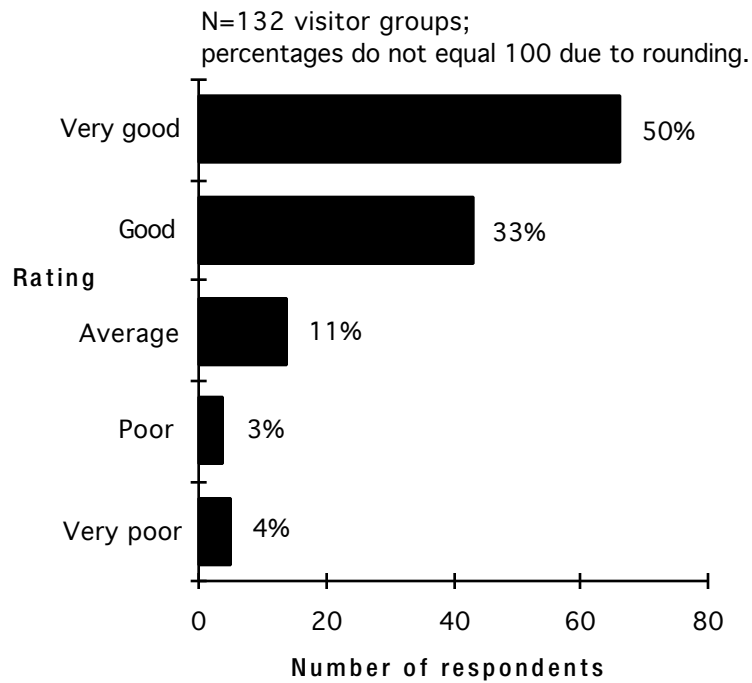


Figure 40: Quality of uniformed park staff

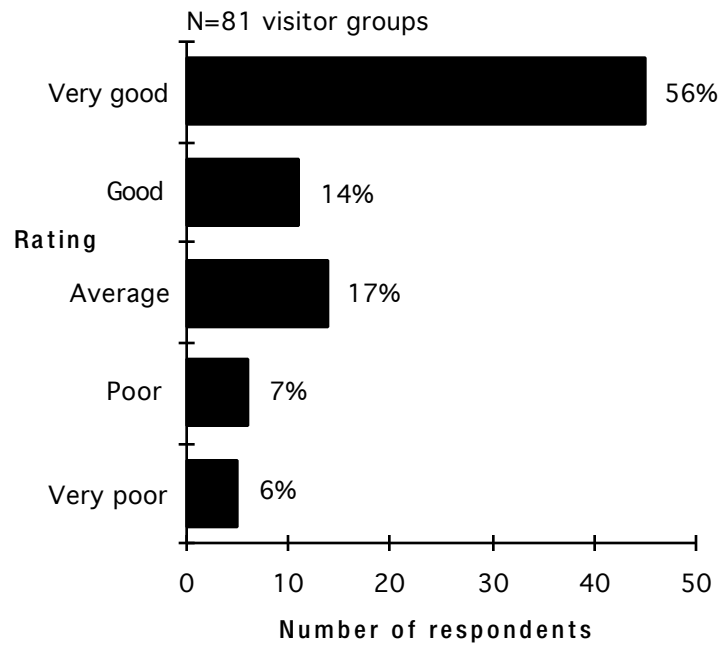


Figure 41: Quality of mooring buoys

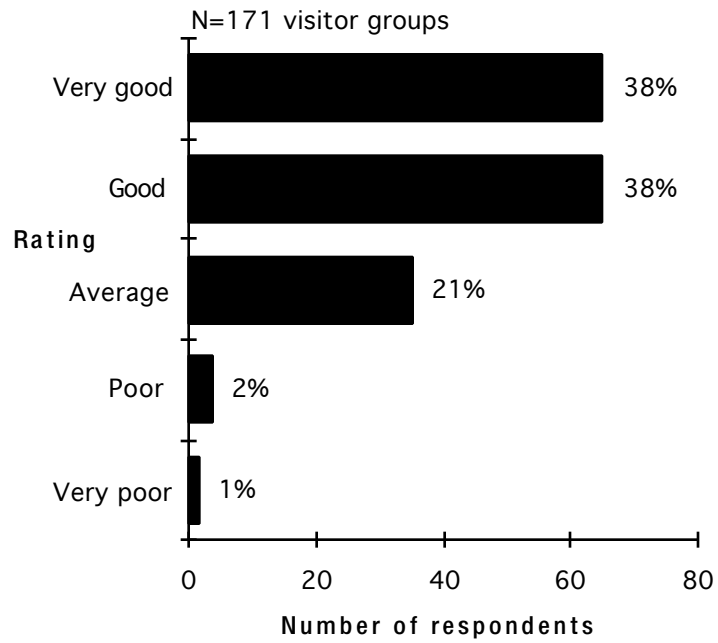


Figure 42: Quality of Cinnamon Bay Campground

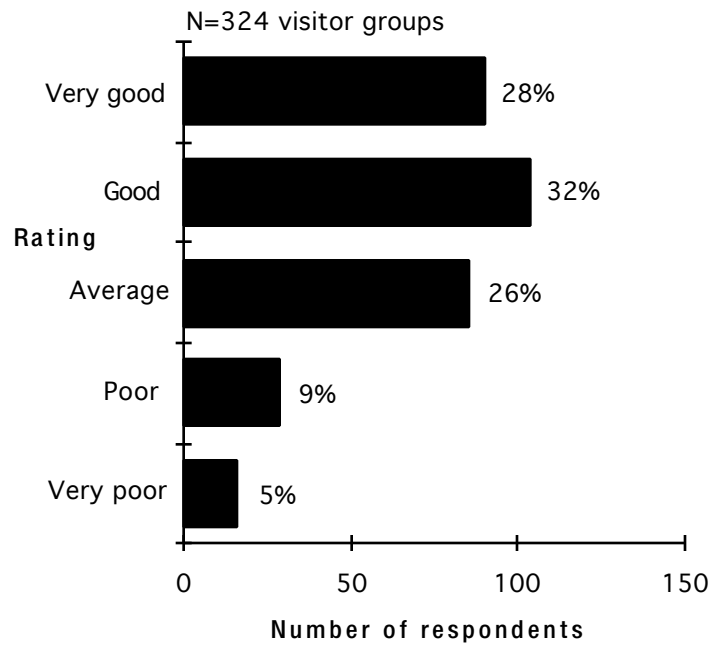


Figure 43: Quality of Trunk Bay concession

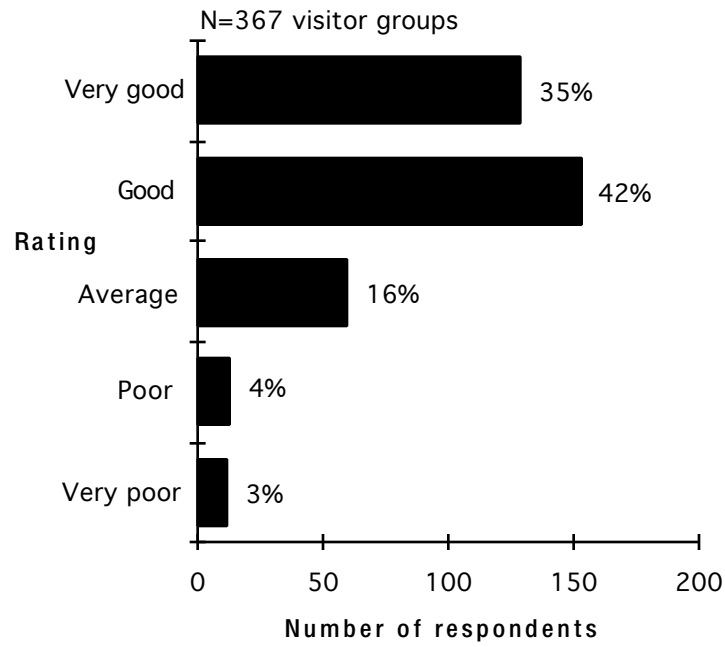


Figure 44: Quality of Trunk Bay restroom/change area

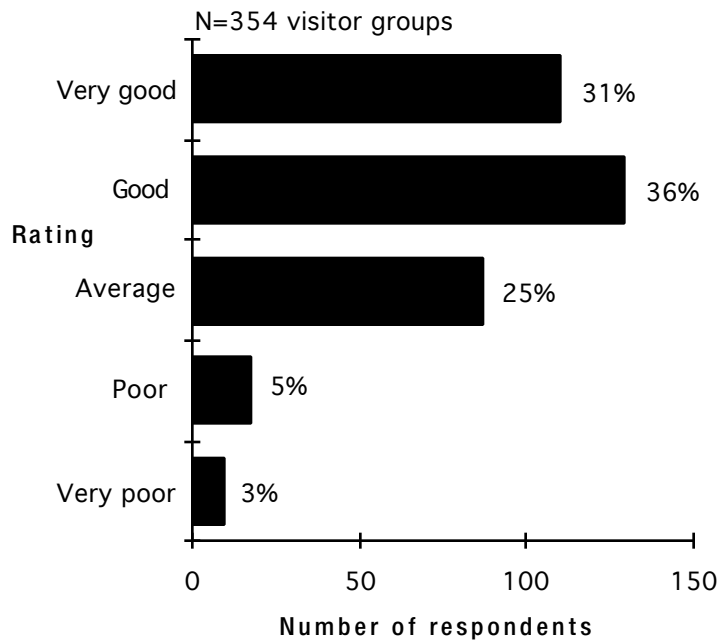


Figure 45: Quality of trails

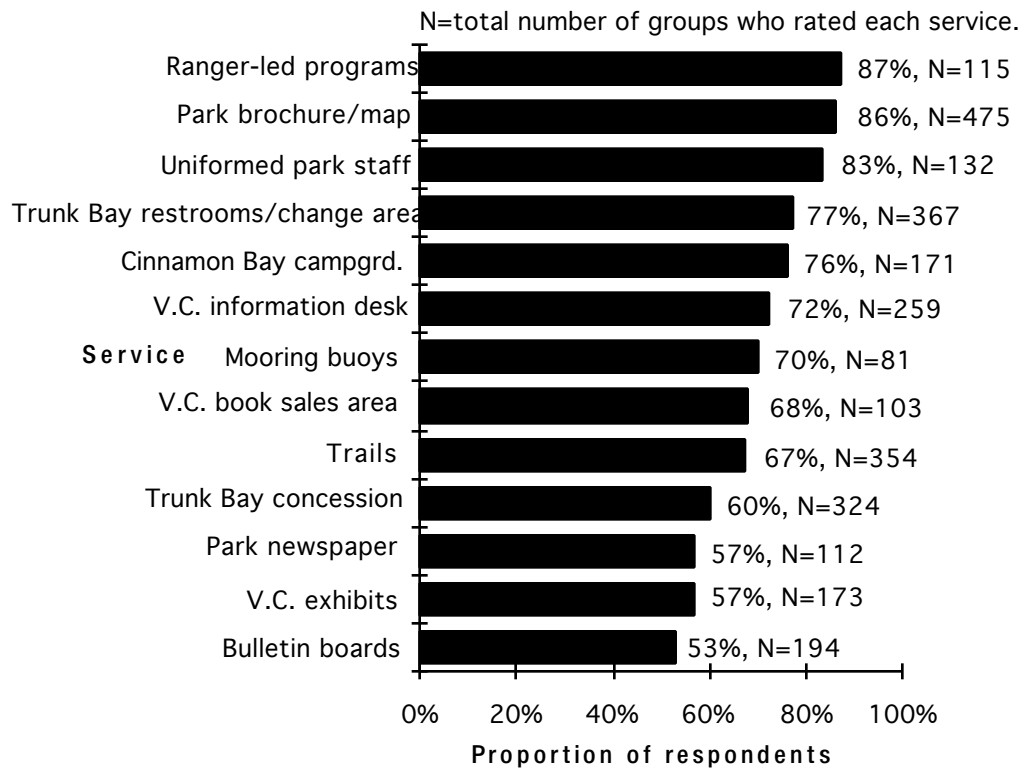


Figure 46: Combined proportions of "very good" and "good" quality ratings for services used by visitors

Visitors were asked to list their expenditures on St. John during their visit. They were asked how much money they spent for lodging (motel, camping, etc.), travel (gas, bus fare, etc.), food (restaurant, groceries, etc.), and "other" items (recreation, film, gifts, etc.).

Expenditures

Total expenditures on St. John: About one-third of the visitor groups (33%) spent \$1401 or more in total expenditures on St. John during this visit (see Figure 47). Another 32% spent up to \$200 on this visit.

On St. John, the largest proportion of visitors' money was spent for lodging (51%) and food (23%), as shown in Figure 48.

Lodging: On St. John, 47% of visitors spent no money for lodging on this visit (see Figure 49). Twenty percent spent \$1401 or more for lodging on St. John during this visit.

Travel: For travel on St. John, 44% of the groups spent up to \$100 (see Figure 50). Twenty-two percent spent \$351 or more.

Food: For food on St. John, 33% of the groups spent \$351 or more (see Figure 51). Thirty-one percent of visitor groups spent up to \$100 for food.

"Other" items: Thirty-six percent of the groups spent up to \$100 for "other" items (see Figure 52). Another 18% spent \$351 or more.

On St. John, the average visitor group expenditure during this visit was \$1506. The average per capita expenditure was \$495. The median visitor group expenditure (50% of groups spent more; 50% spent less) was \$400.

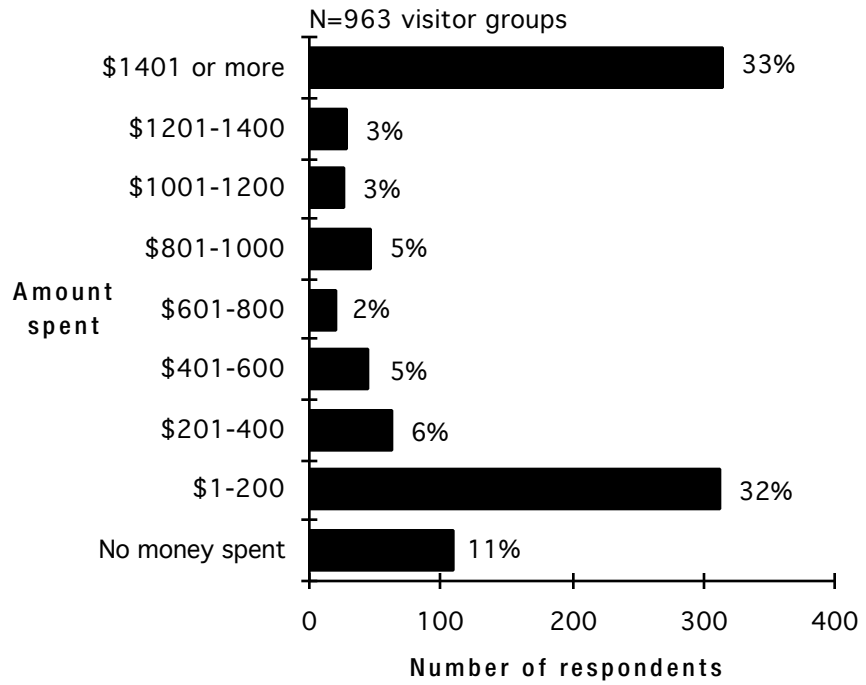


Figure 47: Total expenditures on St. John

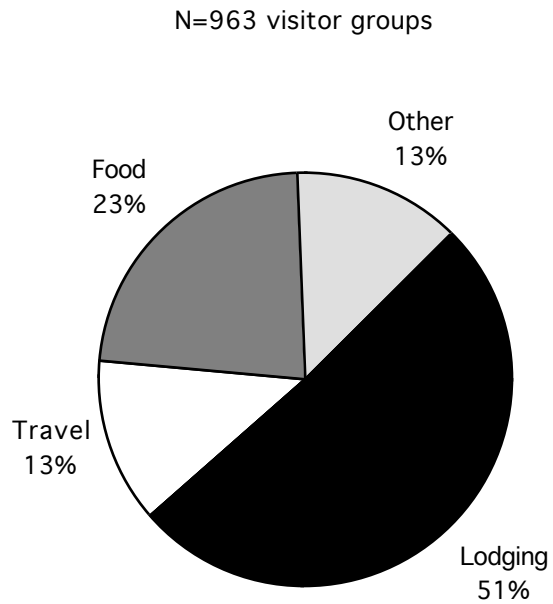


Figure 48: Proportion of expenditures

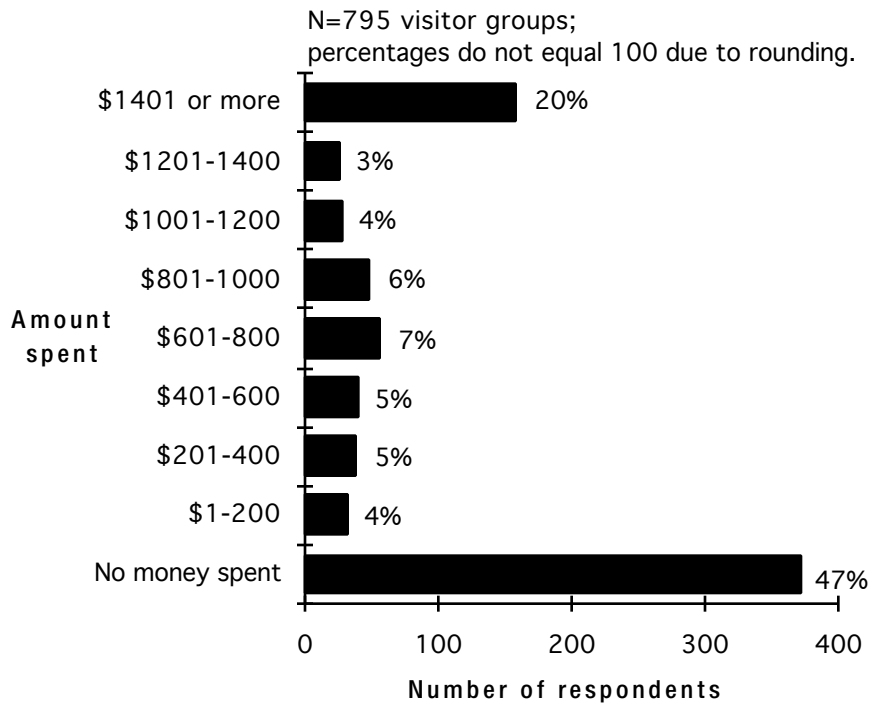


Figure 49: Expenditures for lodging on St. John

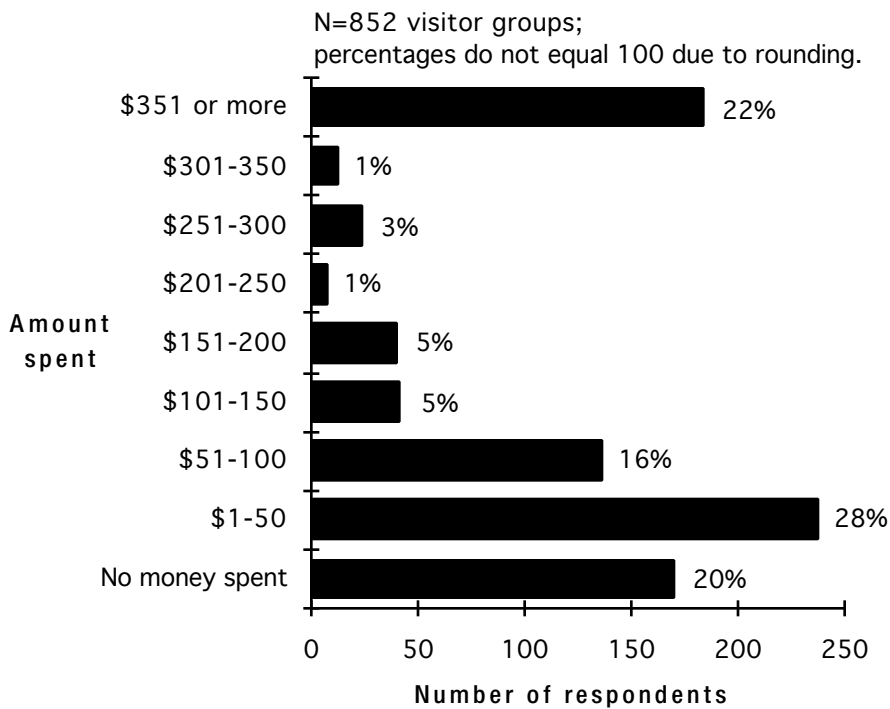


Figure 50: Expenditures for travel on St. John

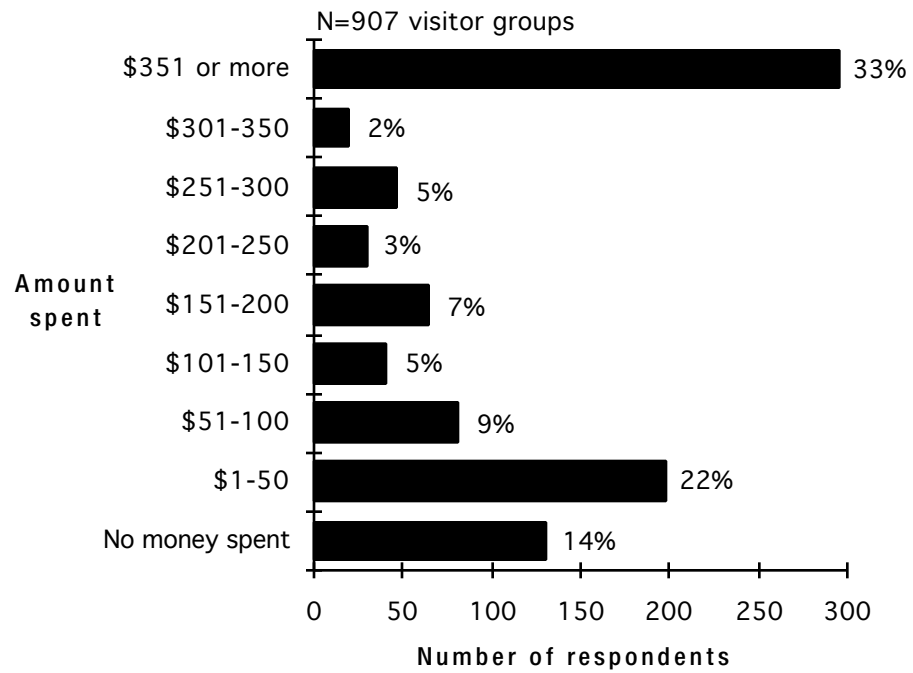


Figure 51: Expenditures for food on St. John

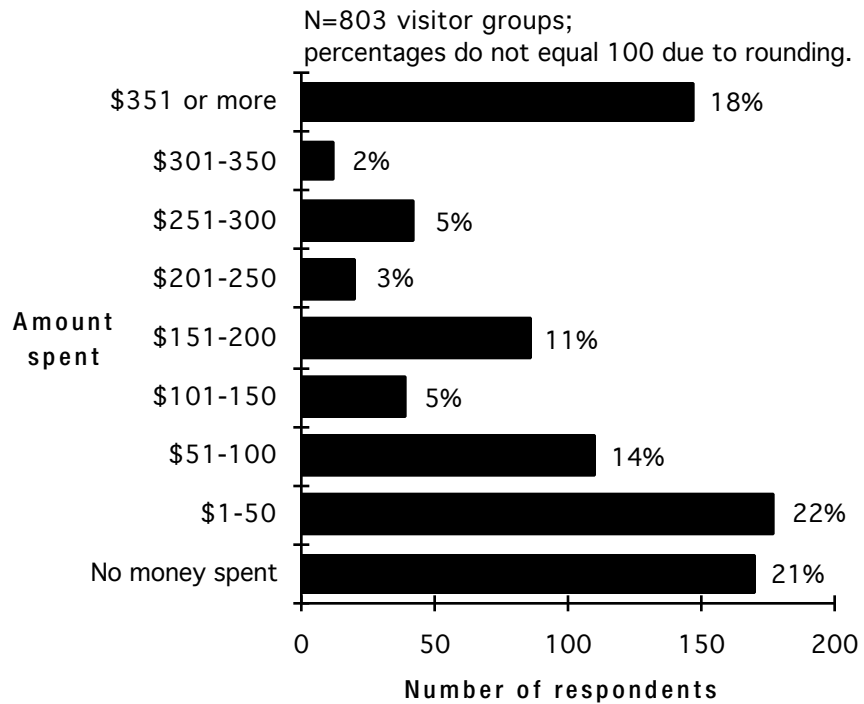


Figure 52: Expenditures for "other" items on St. John

Visitors were asked to rate the overall quality of the visitor services provided at Virgin Islands NP during this visit. Most visitors (87%) rated the services as "good" or "very good," (see Figure 53). One percent of the visitors said the overall quality of services was "very poor."

Overall rating of service quality

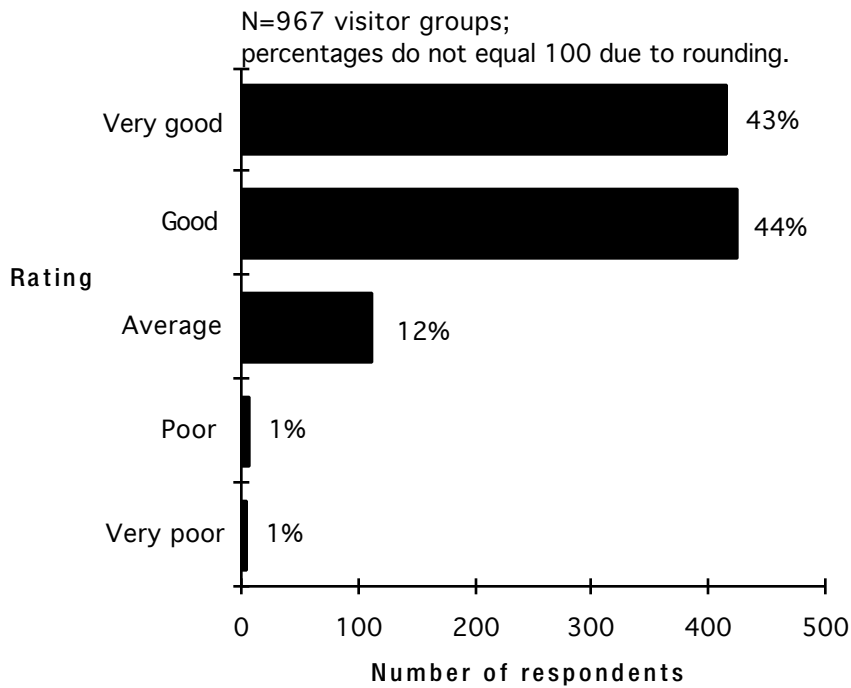


Figure 53: Overall rating of service quality

Preferred future methods of learning

Visitors were asked how they would prefer to learn about the cultural and natural history of Virgin Islands NP on a future visit. The most preferred methods of learning included printed materials such as books, brochures, maps, etc. (75%), trailside exhibits (52%), ranger-guided walks/tours (48%) and roving rangers available to answer questions (35%), as shown in Figure 54. The least preferred method was ranger-led evening programs at the campground (21%). "Other" methods which visitors requested included through the Internet, descriptive trail signs/maps, clearer trail maps, the local people, rangers roving or giving talks and self-guided information.

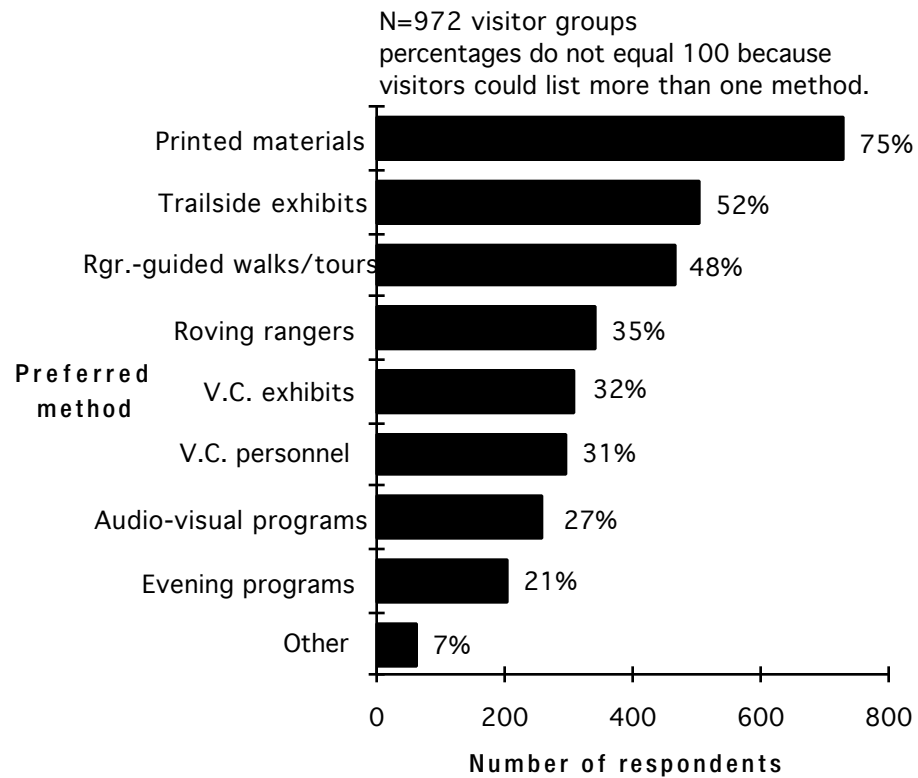


Figure 54: Future methods of learning

Visitors were asked "On a future visit to Virgin Islands National Park, what subjects would you be most interested in learning about?" The subjects most visitor groups wanted to learn more about were marine ecology (77%), island history (74%), island culture (64%), and terrestrial ecology (59%). The least requested subject was fishing (17%), as shown in Figure 55. Other subjects visitors listed included astronomy, birds, snorkeling/seeing fish and history/folklore.

**Preferred
future
subjects of
interest**

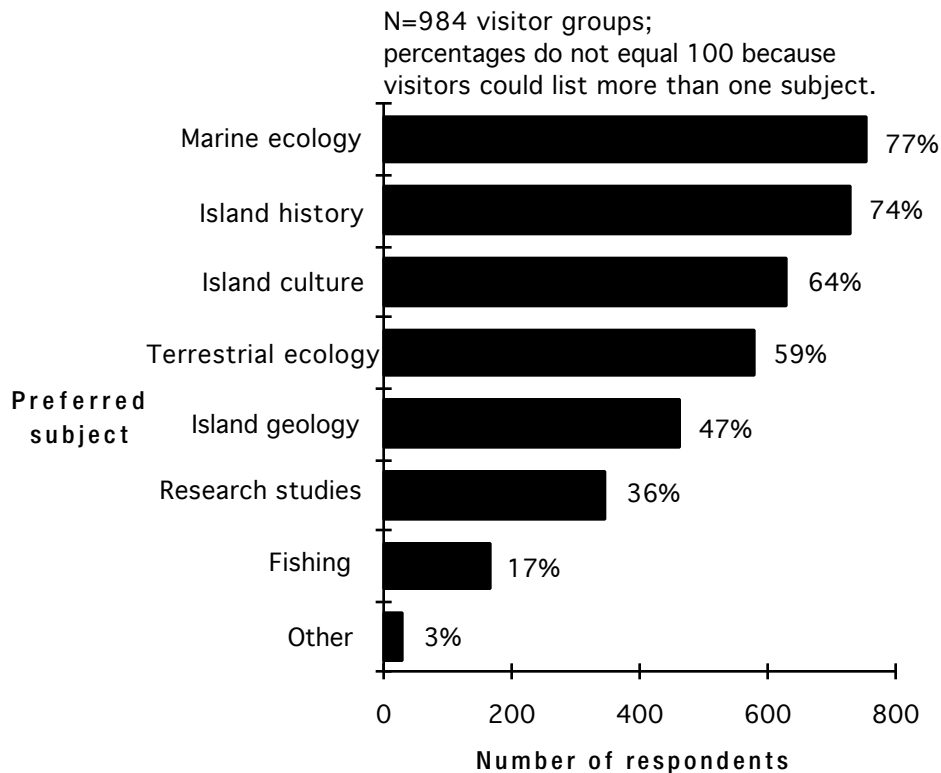


Figure 55: Future subjects of interest

Planning for the future Visitors were asked "If you were a manager planning for the future of Virgin Islands National Park, what would you propose? Please be specific." A summary of the responses from 667 groups is listed in Table 6 below and in the appendix.

Table 6: Planning for the future

N=1291 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff park with friendly people	11
Need more personnel to improve services	6
Rangers should be more visible/interact with public	4
Use more volunteers	3
Rangers shouldn't harass nudes	2
Provide roving rangers at beaches	2
Concession employees rude	2
Other comments	11
INTERPRETIVE SERVICES	
Provide more ranger-led walks/tours	31
Advertise park more (improve information provided currently)	24
Provide more interpretive signs at beaches/ruins	18
Replace self-guided trail signs (missing/quality deteriorating)	17
Provide self-guided trails	16
Let visitors know where to find park information	13
Provide more information about island history	13
Educate all visitors about area fragility/ecological issues	12
Provide maps of trails	7
Provide more information on flora/fauna	7
Label plants/trees	6
Increase education about underwater resources/snorkeling	5
Provide more information on board cruise ships, at airport, ferry terminal	5
Inform all visitors before they swim/snorkel about coral protection	5
Offer more children's programs	5
Provide interpretive signs/pamphlet for Annaberg	4
Provide more information on political/cultural lives of natives	4
Provide donation boxes	4
Provide information about all visitor services (food, lodging, gas, etc.)	4
At Cinnamon Bay, provide more information about park activities	3
Do programs at schools	3
Educate park naturalists about resources/research--provide to public	3
Provide park information/programs for boaters	3
Provide more information on park and island	3
Need exhibits about the biosphere reserve	2
Provide maps of the island	2
Update the visitor center	2
Post signs about leaving nature undisturbed	2

Comment	Number of times mentioned
Need transportation to interpretive programs	2
Advertise park activities/sightseeing options	2
Provide more detailed maps	2
Provide cultural demonstrations (e.g. cooking)	2
Improve park newspaper	2
Provide information/guide to sea life	2
Other comments	9
FACILITIES AND MAINTENANCE	
Provide more mooring buoys	42
Maintain/clear/improve trails	25
Maintain/keep park clean	23
Provide better signs to mark trails	22
Keep restrooms cleaner/better maintained	19
Add hiking trails	13
Provide recycling	12
Add more facilities at some beaches	11
Provide more parking	10
Improve restrooms	10
Add foot/bike path parallel to north shore road/connect to Cruz Bay	10
Improve road directional signs	10
Add more restrooms	8
Provide more trash cans	8
Improve mooring buoys (e.g. larger boats)	7
Provide more dinghy docks/floating lines	7
Provide showers at more beaches	6
Improve roads	5
Fix Trunk Bay changing room doors/showers	4
Maintain/clear around ruins	4
Maintain picnic tables	4
Provide more picnic tables	3
Maintain everything to keep its current condition	3
Improve changing rooms/showers	3
Increase maintenance budget	3
Improve beach maintenance/litter cleanup	3
Provide waste disposal for boats	2
Upgrade visitor center	2
Trail signs should have mileage information	2
Provide more parking at trailheads	2
Provide pay phones	2
Provide beach shelters	2
Add bike trails	2
Improve trail safety	2
Other comments	30

Comment	Number of times mentioned
CONCESSIONS/PRIVATE BUSINESSES	
Add more campgrounds/campsites	9
Improve tent sites--add amenities	6
Provide small hotel/cottages for rent	5
Camping/lodging too expensive--keep affordable	5
Add more bare site tent campsites	4
Cinnamon Bay food poor quality	4
Put in hot showers at Cinnamon Bay Campground	4
Improve taxi tour	4
Improve concession quality	4
Keep concession buildings back off the beaches	3
Expand concessions	3
Provide additional services at beaches (chairs, umbrellas, towels)	3
Cinnamon Bay food too expensive	3
Provide more campgrounds like Maho Bay	2
Limit number of campgrounds	2
Provide larger lockers	2
Provide lockers at beaches	2
Improve food at snack bar	2
Offer more menu items at Cinnamon Bay	2
Eliminate paper plates at Cinnamon Bay	2
Disliked loud taxi music	2
Regulate taxis--cause parking problems	2
Other comments	19
POLICIES	
Charge entrance fee or other user fee	31
Keep park visitors safe	5
Do not allow cruise ships	5
Keep restrooms/facilities open later	5
Do not allow jet skis	4
Charge cruise ship passengers a fee--they don't contribute to economy	4
Do not allow power boats	3
Residents should enter free	3
Charge mooring fee	3
Do not allow boats in swimming areas	3
Limit number of boats in bays	3
Enforce fishing laws	3
Enforce/fine when park resources are damaged	2
Do not allow smoking on beach	2
Keep beaches open later	2
Need stricter enforcement of boating regulations	2
Let nude beach exist quietly	2
Provide more clothing optional beaches	2
Protect the coral--saw visitors damaging it	2
Protect air space--prohibit helicopters/airplanes	2
Do not allow ferry boats/cruise ships in park waters	2
Park should contact anchored/moored boats	2
Return fee money to park	2
Other comments	25

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Keep park natural/preserve it	83
Keep park undeveloped/no more commercialism	80
Protect the coral/reefs	23
Limit number of visitors	23
Sterilize/control/sell feral animals	15
Buy adjoining private property/in-holdings to limit development	15
Limit size of cruise ship groups	14
Find balance between access/preservation	9
Work with St. John to limit growth outside park	8
Limit park construction	6
Preserve historical ruins/sites	5
Do not allow building adjacent to park boundaries	5
Maintain silence/quiet	4
Keep Trunk Bay for cruise ship passengers, so other beaches less used	4
Research water pollution and diminishing fish/coral	3
Limit number of people per beach	3
Liked efforts to minimize crowding at some beaches (hike)	3
Limit number of people at Trunk Bay	3
Limit number of motorized vehicles in park	2
Get coral to grow back in Trunk Bay	2
Limit number of snorkelers on Trunk Bay underwater trail	2
Limit fishing in park waters	2
Add life guards at more beaches	2
Maintain solitude	2
Other comments	7
GENERAL IMPRESSIONS	
Keep managing as you are	61
Improve transportation (shuttle?) to get around park	12
Park and communities should work together	6
Limit number of rental cars	6
Enjoyed Trunk Bay snorkeling trail as it is	4
Keep it simple/low key	4
Keep island clean	4
Provide youth trips to park	2
Request increased funding	2
Reduce air pollution from all vehicles--use alternative fuels	2
Improve Cruz Bay dock area	2
Provide more tourist attractions	2
Prohibit loud bar music in Cruz Bay after midnight	2
Control crime	2
People friendly--keep it that way	2
Locals rude	2
Only anchored--did not land	2
Do not allow begging/soliciting at ferry dock	2
Keep island as it is--no more development	2
Native culture more important than commercialism	2
Other comments	24

Comment summary Many visitors wrote additional comments, which are included in the separate appendix of this report. The comments made by 591 groups are summarized in Table 7 below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 7: Visitor comment summary

N=1207 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff knowledgeable/helpful	21
Staff rude, lacking enthusiasm	16
Taxi drivers friendly/knowledgeable	5
Some camp personnel rude/lazy	5
Trunk Bay concession staff should be more friendly/courteous	5
Interpretive staff energetic/informative	4
Camp concession staff friendly/helpful	4
Camp staff need more training	4
Concession employees rude	3
Appreciate volunteer's information	3
Provide more roving rangers (e.g. at beaches)	3
Would not return because of concession employee poor attitudes	3
Staff should be well groomed	2
Tour guide good	2
Would like more ranger patrols (beaches/trails)	2
Trunk Bay concession employees fighting among themselves	2
Other comments	11
INTERPRETIVE SERVICES	
Replace missing interpretive signs on self-guided trail	8
Enjoyed ranger-led programs	8
Provide more ranger-led activities	6
Provide maps/more information about all visitor services on island	5
Let visitors know how to find park information (e.g. at ferry terminal)	4
Educate visitors about park resources	4
Provide more information on plants and animals	3
Need trail maps and information	3
Provide park information/activities for boaters (e.g. sailing guide)	3
Emphasize biosphere reserve aspect of park	2
Advertise ranger-led activities more widely	2
Provide plant/tree guide	2
Have interpretive brochure or signs at Annaberg Sugar Mill	2
Provide more information/signs about history	2
Improve visitor center exhibits--include resource issues	2
Loading passengers from NPS dinghy to boat is unsafe	2
Good guide to reef life	2
Other comments	10

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE	
Park clean, well maintained	34
Clear/maintain trails	15
Improve trail signing	12
Beaches clean	10
Provide more moorings	7
Improve restrooms	7
Restrooms should be cleaner	5
Improve park cleanliness	5
Provide more trash cans	4
Improve overall maintenance	4
Keep facilities/restrooms open later	4
Good roads	3
Add bare site campsites	3
Provide more restrooms	2
Provide more hiking trails	2
Restrooms clean	2
Improve beach maintenance/cleanliness	2
Add large boat marina	2
Improve road signs	2
Correct sewage smell at Trunk Bay restroom area	2
Current moorings good	2
Improve roads	2
Other comments	20
CONCESSIONS/PRIVATE BUSINESSES	
Provide additional provisions at Cinnamon Bay Campground	11
Enjoyed Maho Bay Camp	5
Enjoyed Cinnamon Bay facilities/operation	5
Taxi parking takes too much space in parking lots	5
Needed additional information about Cinnamon Bay Campground	3
Improve food quality at Cinnamon Bay	3
Enjoyed Cinnamon Bay/keep facilities--keep them simple	3
Food too expensive at Cinnamon Bay	2
Enjoyed jeep tour	2
Don't use plastic plates	2
Food quality poor	2
Improve water craft rentals operation	2
Other comments	22
POLICIES	
Charge entrance fee	2
Glad of free entry	2
Let arriving visitors know park rules and regulations	2
Drive on right--driving left causes accidents	2
Other comments	14
RESOURCE MANAGEMENT	
Preserve park/keep it natural	23
Enjoyed lack of development/commercialization	16
Do not let it get overcrowded	9
Control/remove feral animals humanely	8
Preserve fragile underwater resources	6

Comment	Number of times mentioned
Warn about donkeys getting into food/provide donkey proof storage	5
Concerned about fish/coral decline	4
Limit cruise ship passengers	4
Enjoyed uncrowded beaches	2
Other comments	5

GENERAL IMPRESSIONS

Enjoyed visit	171
Beautiful	119
Plan to return	74
Keep up the good work	55
Have visited before	29
Not enough time	26
Thank you	19
Glad it is here/national treasure	18
Peaceful/relaxing	17
Favorite place/highlight of trip	13
People friendly	12
Enjoyed snorkeling	11
Enjoyed beaches	10
Appreciate park facilities/services	9
Enjoyed hiking	9
Enjoyed solitude	7
Anchored in bay	6
New Trunk Bay facilities great	6
Thanks for keeping St. John pristine	6
Enjoyed quiet	5
Provide regularly scheduled shuttles to all points	5
Glad you are doing this survey	5
Will camp next time	4
Locals unfriendly	4
Enjoyed Trunk Bay	4
Trunk Bay underwater trail/snorkeling great	4
Enjoyed swimming	4
Enjoyed sailing	3
Enjoyed locals	3
Groceries/food too expensive	3
Clean up island, improve infrastructure	3
Island has too much litter	3
Follow example of British Virgin Islands dive/day/overnight system	2
Limit additional construction on island	2
Support/involve the natives	2
Enjoyed mooring in bay	2
Amazing water color	2
Enjoyed Annaberg Sugar Mill	2
Daily arrival of noisy cruise ship groups is disruptive	2
Island clean	2
Clean up Cruz Bay	2
Community/park interaction improving, should interact more	2
Felt safe	2
Car rental information needs improvement	2
Do not make park sites too easy for people to access	2
Music/band too loud	2
Other comments	27

**Virgin Islands National Park
Additional Analysis
VSP Report 93**

The Visitor Services Project (VSP) staff offer the opportunity to learn more from VSP visitor study data.

Additional Analysis:

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.

- Primary destination
- Source of information
- Length of stay - St. John
- Length of stay - VIIS NP
- Sites visited
- Activity
- Form of transportation used
- Group size
- Arrive on cruise ship?
- With organized tour group?
- Group type
- Age
- Zip code
- Country of residence
- Number of visits
- Birth place(s) of group members
- Reasons for visit
- Total expenditures
- Lodging expenditures
- Travel expenditures
- Food expenditures
- Other expenditures
- Services/facilities used
- Service/facility importance
- Service/facility quality
- Overall quality of services
- Preferred method to learn
- Preferred subjects

Database

A database, which became operational in April 1996, contains all the VSP visitor studies results from 1988 through the present. To use the database it is necessary to have a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:Mail, e:mail or fax and the same forms of media can be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those across the nation, or within a specific region, with other natural areas, or sorted in many other ways.

Phone/send database requests to:

**Visitor Services Project, CPSU
College of Forestry, Wildlife and Range
Sciences
University of Idaho
Moscow, Idaho 83844-1133**

**Phone: 208-885-2819
FAX: 208-885-4261
cc:Mail: VSP Database
e:mail: vspdatabase@uidaho.edu**

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted.

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
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

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

1989

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

1990

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

1991

38. Jean Lafitte National Historical Park
39. Joshua Tree National Monument
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway
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
46. Frederick Douglass National Historic Site
47. Glen Echo Park
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve
 55. Santa Monica Mountains National Recreation Area
 56. Whitman Mission National Historic Site
 57. Sitka National Historical Park
 58. Indiana Dunes National Lakeshore (summer)
 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
-

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

64. Death Valley National Monument Backcountry
65. San Antonio Missions National Historical Park
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

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

1997

93. Virgin Islands National Park
94. Mojave National Preserve
95. Martin Luther King, Jr. National Historical Park
96. Lincoln Boyhood Home National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

For more information about the Visitor Services Project, please contact
the University of Idaho Cooperative Park Studies Unit;
phone (208) 885-7863.

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Virgin Islands National Park

Visitor Study

Appendix

Spring 1997

Margaret Littlejohn

Visitor Services Project
Report 93

November 1997

This volume contains summaries of visitors' comments for Questions 19 and 20.
Each summary is followed by their unedited comments.

Margaret Littlejohn is VSP Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Chris Wall, Mark Patterson, the Friends of Virgin Islands National Park and the staff and volunteers of Virgin Islands National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Planning for the future

N=1291 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff park with friendly people	11
Need more personnel to improve services	6
Rangers should be more visible/interact with public	4
Use more volunteers	3
Rangers shouldn't harass nudes	2
Provide roving rangers at beaches	2
Concession employees rude	2
Other comments	11
 INTERPRETIVE SERVICES	
Provide more ranger-led walks/tours	31
Advertise park more (improve information provided currently)	24
Provide more interpretive signs at beaches/ruins	18
Replace self-guided trail signs (missing/quality deteriorating)	17
Provide self-guided trails	16
Let visitors know where to find park information	13
Provide more information about island history	13
Educate all visitors about area fragility/ecological issues	12
Provide maps of trails	7
Provide more information on flora/fauna	7
Label plants/trees	6
Increase education about underwater resources/snorkeling	5
Provide more information on board cruise ships, at airport, ferry terminal	5
Inform all visitors before they swim/snorkel about coral protection	5
Offer more children's programs	5
Provide interpretive signs/pamphlet for Annaberg	4
Provide more information on political/cultural lives of natives	4
Provide donation boxes	4
Provide information about all visitor services (food, lodging, gas, etc.)	4
At Cinnamon Bay, provide more information about park activities	3
Do programs at schools	3
Educate park naturalists about resources/research--provide to public	3
Provide park information/programs for boaters	3
Provide more information on park and island	3
Need exhibits about the biosphere reserve	2
Provide maps of the island	2
Update the visitor center	2
Post signs about leaving nature undisturbed	2
Need transportation to interpretive programs	2
Advertise park activities/sightseeing options	2
Provide more detailed maps	2
Provide cultural demonstrations (e.g. cooking)	2
Improve park newspaper	2
Provide information/guide to sea life	2
Other comments	9

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE	
Provide more mooring buoys	42
Maintain/clear/improve trails	25
Maintain/keep park clean	23
Provide better signs to mark trails	22
Keep restrooms cleaner/better maintained	19
Add hiking trails	13
Provide recycling	12
Add more facilities at some beaches	11
Provide more parking	10
Improve restrooms	10
Add foot/bike path parallel to north shore road/connect to Cruz Bay	10
Improve road directional signs	10
Add more restrooms	8
Provide more trash cans	8
Improve mooring buoys (e.g. larger boats)	7
Provide more dinghy docks/floating lines	7
Provide showers at more beaches	6
Improve roads	5
Fix Trunk Bay changing room doors/showers	4
Maintain/clear around ruins	4
Maintain picnic tables	4
Provide more picnic tables	3
Maintain everything to keep its current condition	3
Improve changing rooms/showers	3
Increase maintenance budget	3
Improve beach maintenance/litter cleanup	3
Provide waste disposal for boats	2
Upgrade visitor center	2
Trail signs should have mileage information	2
Provide more parking at trailheads	2
Provide pay phones	2
Provide beach shelters	2
Add bike trails	2
Improve trail safety	2
Other comments	30
CONCESSIONS/PRIVATE BUSINESSES	
Add more campgrounds/campsites	9
Improve tent sites--add amenities	6
Provide small hotel/cottages for rent	5
Camping/lodging too expensive--keep affordable	5
Add more bare site tent campsites	4
Cinnamon Bay food poor quality	4
Put in hot showers at Cinnamon Bay Campground	4
Improve taxi tour	4
Improve concession quality	4
Keep concession buildings back off the beaches	3
Expand concessions	3
Provide additional services at beaches (chairs, umbrellas, towels)	3
Cinnamon Bay food too expensive	3
Provide more campgrounds like Maho Bay	2
Limit number of campgrounds	2
Provide larger lockers	2
Provide lockers at beaches	2

Comment	Number of times mentioned
CONCESSIONS/PRIVATE BUSINESSES (continued)	
Improve food at snack bar	2
Offer more menu items at Cinnamon Bay	2
Eliminate paper plates at Cinnamon Bay	2
Disliked loud taxi music	2
Regulate taxis--cause parking problems	2
Other comments	19
POLICIES	
Charge entrance fee or other user fee	31
Keep park visitors safe	5
Do not allow cruise ships	5
Keep restrooms/facilities open later	5
Do not allow jet skis	4
Charge cruise ship passengers a fee--they don't contribute to economy	4
Do not allow power boats	3
Residents should enter free	3
Charge mooring fee	3
Do not allow boats in swimming areas	3
Limit number of boats in bays	3
Enforce fishing laws	3
Enforce/fine when park resources are damaged	2
Do not allow smoking on beach	2
Keep beaches open later	2
Need stricter enforcement of boating regulations	2
Let nude beach exist quietly	2
Provide more clothing optional beaches	2
Protect the coral--saw visitors damaging it	2
Protect air space--prohibit helicopters/airplanes	2
Do not allow ferry boats/cruise ships in park waters	2
Park should contact anchored/moored boats	2
Return fee money to park	2
Other comments	25
RESOURCE MANAGEMENT	
Keep park natural/preserve it	83
Keep park undeveloped/no more commercialism	80
Protect the coral/reefs	23
Limit number of visitors	23
Sterilize/control/sell feral animals	15
Buy adjoining private property/in-holdings to limit development	15
Limit size of cruise ship groups	14
Find balance between access/preservation	9
Work with St. John to limit growth outside park	8
Limit park construction	6
Preserve historical ruins/sites	5
Do not allow building adjacent to park boundaries	5
Maintain silence/quiet	4
Keep Trunk Bay for cruise ship passengers, so other beaches less used	4
Research water pollution and diminishing fish/coral	3
Limit number of people per beach	3
Liked efforts to minimize crowding at some beaches (hike)	3
Limit number of people at Trunk Bay	3

Comment	Number of times mentioned
RESOURCE MANAGEMENT (continued)	
Limit number of motorized vehicles in park	2
Get coral to grow back in Trunk Bay	2
Limit number of snorkelers on Trunk Bay underwater trail	2
Limit fishing in park waters	2
Add life guards at more beaches	2
Maintain solitude	2
Other comments	7
GENERAL IMPRESSIONS	
Keep managing as you are	61
Improve transportation (shuttle?) to get around park	12
Park and communities should work together	6
Limit number of rental cars	6
Enjoyed Trunk Bay snorkeling trail as it is	4
Keep it simple/low key	4
Keep island clean	4
Provide youth trips to park	2
Request increased funding	2
Reduce air pollution from all vehicles--use alternative fuels	2
Improve Cruz Bay dock area	2
Provide more tourist attractions	2
Prohibit loud bar music in Cruz Bay after midnight	2
Control crime	2
People friendly--keep it that way	2
Locals rude	2
Only anchored--did not land	2
Do not allow begging/soliciting at ferry dock	2
Keep island as it is--no more development	2
Native culture more important than commercialism	2
Other comments	24

Visitor comment summary

N=1207 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff knowledgeable/helpful	21
Staff rude, lacking enthusiasm	16
Taxi drivers friendly/knowledgeable	5
Some camp personnel rude/lazy	5
Trunk Bay concession staff should be more friendly/courteous	5
Interpretive staff energetic/informative	4
Camp concession staff friendly/helpful	4
Camp staff need more training	4
Concession employees rude	3
Appreciate volunteer's information	3
Provide more roving rangers (e.g. at beaches)	3
Would not return because of concession employee poor attitudes	3
Staff should be well groomed	2
Tour guide good	2
Would like more ranger patrols (beaches/trails)	2
Trunk Bay concession employees fighting among themselves	2
Other comments	11
INTERPRETIVE SERVICES	
Replace missing interpretive signs on self-guided trail	8
Enjoyed ranger-led programs	8
Provide more ranger-led activities	6
Provide maps/more information about all visitor services on island	5
Let visitors know how to find park information (e.g. at ferry terminal)	4
Educate visitors about park resources	4
Provide more information on plants and animals	3
Need trail maps and information	3
Provide park information/activities for boaters (e.g. sailing guide)	3
Emphasize biosphere reserve aspect of park	2
Advertise ranger-led activities more widely	2
Provide plant/tree guide	2
Have interpretive brochure or signs at Annaberg Sugar Mill	2
Provide more information/signs about history	2
Improve visitor center exhibits--include resource issues	2
Loading passengers from NPS dinghy to boat is unsafe	2
Good guide to reef life	2
Other comments	10
FACILITIES AND MAINTENANCE	
Park clean, well maintained	34
Clear/maintain trails	15
Improve trail signing	12
Beaches clean	10
Provide more moorings	7
Improve restrooms	7
Restrooms should be cleaner	5
Improve park cleanliness	5

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE (continued)	
Provide more trash cans	4
Improve overall maintenance	4
Keep facilities/restrooms open later	4
Good roads	3
Add bare site campsites	3
Provide more restrooms	2
Provide more hiking trails	2
Restrooms clean	2
Improve beach maintenance/cleanliness	2
Add large boat marina	2
Improve road signs	2
Correct sewage smell at Trunk Bay restroom area	2
Current moorings good	2
Improve roads	2
Other comments	20
CONCESSIONS/PRIVATE BUSINESSES	
Provide additional provisions at Cinnamon Bay Campground	11
Enjoyed Maho Bay Camp	5
Enjoyed Cinnamon Bay facilities/operation	5
Taxi parking takes too much space in parking lots	5
Needed additional information about Cinnamon Bay Campground	3
Improve food quality at Cinnamon Bay	3
Enjoyed Cinnamon Bay/keep facilities--keep them simple	3
Food too expensive at Cinnamon Bay	2
Enjoyed jeep tour	2
Don't use plastic plates	2
Food quality poor	2
Improve water craft rentals operation	2
Other comments	22
POLICIES	
Charge entrance fee	2
Glad of free entry	2
Let arriving visitors know park rules and regulations	2
Drive on right--driving left causes accidents	2
Other comments	14
RESOURCE MANAGEMENT	
Preserve park/keep it natural	23
Enjoyed lack of development/commercialization	16
Do not let it get overcrowded	9
Control/remove feral animals humanely	8
Preserve fragile underwater resources	6
Warn about donkeys getting into food/provide donkey proof storage	5
Concerned about fish/coral decline	4
Limit cruise ship passengers	4
Enjoyed uncrowded beaches	2
Other comments	5

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Enjoyed visit	171
Beautiful	119
Plan to return	74
Keep up the good work	55
Have visited before	29
Not enough time	26
Thank you	19
Glad it is here/national treasure	18
Peaceful/relaxing	17
Favorite place/highlight of trip	13
People friendly	12
Enjoyed snorkeling	11
Enjoyed beaches	10
Appreciate park facilities/services	9
Enjoyed hiking	9
Enjoyed solitude	7
Anchored in bay	6
New Trunk Bay facilities great	6
Thanks for keeping St. John pristine	6
Enjoyed quiet	5
Provide regularly scheduled shuttles to all points	5
Glad you are doing this survey	5
Will camp next time	4
Locals unfriendly	4
Enjoyed Trunk Bay	4
Trunk Bay underwater trail/snorkeling great	4
Enjoyed swimming	4
Enjoyed sailing	3
Enjoyed locals	3
Groceries/food too expensive	3
Clean up island, improve infrastructure	3
Island has too much litter	3
Follow example of British Virgin Islands dive/day/overnight system	2
Limit additional construction on island	2
Support/involve the natives	2
Enjoyed mooring in bay	2
Amazing water color	2
Enjoyed Annaberg Sugar Mill	2
Daily arrival of noisy cruise ship groups is disruptive	2
Island clean	2
Clean up Cruz Bay	2
Community/park interaction improving, should interact more	2
Felt safe	2
Car rental information needs improvement	2
Do not make park sites too easy for people to access	2
Music/band too loud	2
Other comments	27
