
Visitor Services Project
Grand Teton National Park
Report Summary

- This report describes the results of a visitor study at Grand Teton National Park during July 12-18, 1997. A total of 1,078 questionnaires were distributed. Visitors returned 874 questionnaires for an 81% response rate.
- This report profiles Grand Teton NP visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Seventy-three percent of the visitors were in family groups. Forty-three percent of Grand Teton NP visitors were in groups of two; 33% were in groups of three or four. Two percent of visitors were in organized tour groups. Many visitors (39%) were aged 36-55 and 23% were aged 15 years or younger.
- Among Grand Teton NP visitors, 8% were international visitors. They were from Germany (16%), Canada (15%), United Kingdom (11%), Switzerland (10%) and 19 other countries. United States visitors were from California (11%), Texas (6%), Utah (6%), Colorado (6%), Florida (6%), 44 other states and Washington, D.C.
- Over one-half of the visitors (59%) were visiting Grand Teton NP for the first time. Forty-five percent of visitors stayed less than one day in the park. About one-third (34%) stayed two to three days. Common activities at Grand Teton NP were viewing scenery (98%), viewing wildlife (88%), driving for pleasure (71%) and stopping at roadside exhibits (59%).
- Prior to visiting, many visitors talked to someone who had visited (44%) and read articles in magazines or newspapers (20%) as sources of information about the park. Over half of the visitors (55%) said previous visits were influential in deciding to visit the park on this trip. The most often listed reasons for visiting were sightseeing (87%), viewing wildlife (75%), experiencing wilderness/open space (62%) and enjoying recreation (50%).
- The most visited places in Grand Teton NP were South Jenny Lake (72%), Snake River (58%), Colter Bay Village (57%) and Moose Village (48%). Private cars, vans and pickups (66%) were the most used forms of transportation to get to 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 information service by 711 respondents was the park brochure/map (92%). According to visitors, the park brochure/map was also the most important service (88% of 625 respondents) and the best quality information service (93% of 605 respondents).
- The most used concession services by 514 respondents were camper/gift stores (58%) and food service (54%). The most important concession service was overnight lodging (97% of 171 respondents). The best quality service was the guided float trip (95% of 109 respondents).
- The most used facilities by 719 respondents were roads/scenic pullouts (81%), park directional signs (81%) and restrooms (80%). The most important facilities were trails (96% of 283 respondents) and campgrounds (96% of 138 respondents). The best quality facility was trails (91% of 284 respondents).
- The average in-park visitor group expenditure was \$230. The average in-park per capita expenditure was \$93. The median visitor group expenditure (50% of groups spent more; 50% spent less) was \$50. The average out-of-park visitor group expenditure was \$432. The average out-of-park per capita expenditure was \$159 and the median visitor group expenditure was \$190.
- Most visitors (92%) 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.
