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Gardiner,
Montana

Visitor Perceptions, Image, and Spending 2013



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Visitor Perceptions, Image, and Spending 2013

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Gardiner, Montana – Visitor Perceptions, Image, and Spending 2013

Executive Summary

The purpose of this study was to assess the image and perceptions of Gardiner by visitors as well as their reasons for visiting Gardiner and spending patterns within the town. The survey was completed by 1656 visitors to Gardiner for an 83% response rate.

Respondents ranged in age from 18-82 years old, and were on average 46.54 years old. Respondents were from all 50 states and 25 foreign countries.

Visitors to Gardiner were primarily in the town to eat and drink, shop, drive through and get fuel. Twenty-one percent of visitors stayed at least one night, and visitors spent more money on lodging than any other spending category. Average group spending during their Gardiner visit was \$269. Average daily spending was \$178.

Overall, visitors held a positive image of Gardiner. Visitors, both in open-ended and structured responses noted that Gardiner was a friendly and welcoming community, and a fun place. They enjoyed the 'rustic' look of the town. Respondents also believed, however, that there was room for improvement with services available such as food and shopping opportunities.

Visitors were asked to rate image attributes of Gardiner and how strongly they agreed or disagreed with image statements. Several attributes emerged as areas needing improvement for visitor services in Gardiner. Although room for improvement exists on these attributes, none were rated below a 3, which indicates that overall, people had a relatively positive impression of these attributes. If Gardiner residents want to improve their image and service attributes for visitors the message is to hold onto the 'rustic look' while addressing fundamental infrastructure needs. Special attention should be paid to:

- Different types of restaurants and restaurants open earlier/later
- New and different activities to do in town
- A range of retail shopping opportunities
- Opportunities to experience local cuisine
- Improving the opportunities for evening activities or nightlife

Analysis of comments written by respondents along with the quantitative data results show that visitors would like more and varied restaurants and shops that are open longer hours. In regards to the image of Gardiner's infrastructure, most respondents agreed that there was ample parking, well maintained roads, well-maintained business and store fronts, acceptable traffic flow, good signage, and ample sidewalks. These data provide Gardiner leaders a starting point for understanding visitor needs.

Visitors have many opinions about Gardiner, some positive and some negative. Gardiner is in a unique position, as the original entrance to the world's first national park, to take control of what they like about their town and make sure the positive qualities of the people and place are sustained and improved for the future generations of both visitors and residents.

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Introduction

Gardiner, Montana, an unincorporated town on the northern boundary of Yellowstone National Park is the world's first gateway community to a national park. Gardiner was officially founded in 1880, but has served as the gateway to Yellowstone since the parks' creation in 1872. The town of Gardiner has catered to, and built a viable tourism economy around the needs of park visitors for over 140 years.

The intersection of growth in Yellowstone visitation numbers and the upcoming 100 year celebration of the establishment of the National Park Service, created an opportunity for Gardiner and Yellowstone National Park to jointly address infrastructure needs in the town and the entrance to the park. Gardiner will be changing. Traffic challenges will be addressed. Pedestrians will have walkways. A welcome center will be built, and the county park, Arch Park, will likely become the gathering place for special events and locals year-round.

With the impending changes to Gardiner, the Montana Tourism Advisory Council along with the Montana Office of Tourism saw an opportunity to document the effects of tourism infrastructure change on a community. Therefore, the overall purpose of this project is to conduct a 'before' and 'after' analysis of image and satisfaction of Gardiner by visitors to the community, as well as resident perceptions of quality of life and image of their community. The final resident perceptions study can be found at: <http://www.itrr.umt.edu/Research2013/GardinerMTCResPerceptions.pdf>.

This particular report provides results of visitor's perception of Gardiner, as well as their spending patterns within the town. A replica follow-up study of visitor perceptions and spending will be conducted 1-2 years after the infrastructure development has been completed.

Background

"The Gardiner Gateway Project" is an unprecedented partnership between local, state and federal agencies working across jurisdictional boundaries to restore and enhance the original and only year-round entrance to the world's first national park – Yellowstone National Park – and the nation's first gateway community -Gardiner, Montana." Gardiner is a gateway community to Yellowstone National Park (YNP) and with increases in the number of visitors to YNP most years, it is important to provide safe and proper infrastructure for both residents and visitors. For these reasons, the Gardiner Gateway Project is geared towards sustainable infrastructure, tourism, and economic development. This includes pedestrian friendly zones, a historic downtown district, a welcome center with public restrooms and information and improved signage. This development project is expected to lead to improved public safety, historic preservation, community development, economic development, recreation access to public lands, tourism promotion and importantly, creation of jobs for Gardiner. The infrastructure development project will be completed by the centennial year of the National Park Service, 2016.

This project provides the opportunity to assess if tourism infrastructure development affects the perception of the community as seen by visitors and residents alike. It offers the prospect to look at visitor spending patterns before and after infrastructure development. The assessment of perception,

satisfaction, and spending of visitors in the town of Gardiner both before and after the development can be a guide for other communities contemplating development opportunities. For this reason, this will be a two-stage project. Visitors will be asked questions related to their image and perception of Gardiner, and their spending patterns during the summer of 2013. These same questions will be asked following the completion of the infrastructure developments in 2017. Gardiner will therefore serve as a longitudinal case study for future infrastructure development within gateway communities to national parks as well as any community that invests in infrastructure development. In sum, the purpose of the present study is to understand visitor images of Gardiner as well as visitor spending within the town.

Image can be defined as mental impressions or perceptions. Images and perceptions of a community have been described as a critical promotional tool for the tourism industry (Schofield, Philips, & Eliopoulos, 2005). Although there are benefits and drawbacks to tourism development, tourism offers a means to improve economic conditions for communities (e.g., Andereck, Valentine, Knopf, & Vogt, 2005). Research suggests that the images visitors hold of a destination influences their decisions to visit that location, as well as the length of their trip, among other decisions (Hunt, 1975).

One study which assessed visitor (and resident) image was designed to inform the development of Warrington, England. Shofield, Phillips, and Eliopoulos (2005) conducted a study in which visitor and resident perceptions of the suitability of the town for increased tourism development were measured (e.g., a day trip, an overnight stay etc.). Visitor and resident perceptions did not differ systematically, and both felt the town had potential. Socio-demographic and behavioral variables were further explored and were correlated with some differences in overall image of the town of Warrington. These methods and results highlight the importance of gathering both visitor and resident images of a town to inform potential development and infrastructure changes. Understanding these images can provide useful information to city planners. For planning of tourist and infrastructure development, therefore, visitor image of a community is important for development and in this way will help inform the Gardiner Gateway project.

Numerous studies demonstrate the importance of visitor image specifically. These images of a destination are important for influencing tourist decision-making, revenue generated through tourism, community planning of tourism, as well as rebuilding and redefining the essence of a place (e.g., Hunt, 1975; Paddison, 1993; Simmons 1994;). Image can be formed from various pictures and media associated with a location or primary visits to a location. Whether an image has formed from pictures or primary visits to a location, the image of a destination influences visitation to that place (Hunt, 1975). For these reasons it is essential for community marketers to assess visitor image of a location.

In an article reviewing the literature on image data collection and assessment, Echtner and Ritchie (1993) examined the concept of destination image for designing the most appropriate survey questions. In addition to several image components the authors concluded that it is most appropriate to use structured and unstructured methods to capture the image of a location. Following this guide, the present study was designed by using both structured (i.e., questions with a numeric scale response

option) as well as unstructured (i.e., open-ended) questions to assess the image of Gardiner in a comprehensive manner.

In addition to image questions, visitor spending was also assessed in the present study for an understanding of the distribution of categories where money was spent. Spending will be assessed after the infrastructure changes that will occur with the Gardiner Gateway project. To better understand what brought visitors to Gardiner, additional questions were included regarding what visitors were doing while in the town. Visitor demographics were also examined for comparison with future data collection.

Objectives of this study:

- To assess visitor's image of Gardiner.
- To determine the activities engaged in by visitors to Gardiner.
- To estimate visitor spending in Gardiner.
- To establish the baseline image, characteristics and spending patterns of visitors for use as comparison variables for future studies.

Methods

Interception of visitors on the main streets of Gardiner was the method used for data collection in the present study. The primary location for visitor interception was on the boardwalk immediately in front of the Gardiner Chamber of Commerce and Information Center on Park Street. The Park Street location provided the best spot in which to find visitors. Other sidewalks were tried, but the Park Street location provided the best sample size. Once stopped, the study was explained to the visitor who was then handed a clip board with the survey and pen. Visitors were told the survey would take approximately 4-6 minutes to complete. Since image is an individual perception, data was collected from all travel group members over 18 years of age. All data, therefore was collected at the individual level. However, for expenditure data, the researcher asked only one person in the travel group to complete the expenditure portion resulting in group expenditures.

Visitor interception took place on random days throughout the months of June, July, August and September. Visitors were intercepted randomly across the busiest tourist months for representative data collection of visitors to Gardiner. Of the 1,997 visitors approached, 1,656 completed the survey for an 83% percent response rate (1,656/1,997). This study is limited to people who got out of their vehicle and walked along Park Street.

Survey Design

The survey instrument used for this study was adopted after a review of the literature on visitor image of tourist destinations. As discussed in the background literature, visitor's image of a destination is a well-researched area. To keep the visitor image questions consistent with the resident image questions for comparison of image across visitors and residents, the study by Schofield et al. (2005) provided survey questions which were adapted for use in this study. To better understand what brought visitors to Gardiner, additional questions were included regarding what visitors were doing while in the

town of Gardiner including visitor spending, characteristics, and demographics. The full survey can be found in Appendix A.

Results

Results of the study are presented as follows: 1) frequencies and means (when appropriate) of each topic area are displayed in table format. The topic areas are demographics, spending patterns, previous visits to Gardiner and time spent in Gardiner, travel group characteristics, reasons for visiting Yellowstone National Park and Gardiner, visitor image and perception of Gardiner. 2.) Open ended questions are also coded and discussed. All the open ended questions are provided verbatim in Appendix B for readers to understand the depth of visitor perceptions and suggestions provided by visitors to Gardiner.

Demographics

Table 1 presents the demographics of Gardiner visitors. Respondents ranged in age from 18 to 82, with a mean age of 46.54. Females represented 53 percent of the respondents. Of the visitors to Gardiner who provided residency information, 127 (8%) were from Montana (residing outside Park County), and the rest were out-of-state or out-of-country visitors. People from all 50 states plus D.C. were represented in the data but only the top states are displayed in Table 2. States with the highest representation of visitors to Gardiner were California (115), Washington (93), Texas (64), and Florida (61). Ten percent were international visitors: 49 from Canada, and 102 from overseas which included the highest number from the UK (31) and 13 from Australia (Table 3).

Table 1: Demographics of Gardiner Visitors

Demographics		
Gender	Female: 53% (849)	Male: 47% (744)
Age	Age Range: 18-82	Age Mean: 46.54

Table 2: Domestic Gardiner Visitors

State	# of Visitors	State	# of Visitors	State	# of Visitors	State	# of Visitors
Montana	127	Colorado	51	Indiana	33	Virginia	27
California	115	Pennsylvania	50	Utah	33	Wyoming	25
Washington	93	Wisconsin	50	Michigan	32	Georgia	23
Texas	64	Ohio	42	Idaho	31	Arizona	22
Florida	61	Oregon	39	North Carolina	31	Tennessee	21
Minnesota	56	Massachusetts	38	Missouri	27	Iowa	20
Illinois	53	New York	37	New Jersey	27	North Dakota	17

Table 3: International Gardiner Visitors

Country	# of Visitors	Country	# of Visitors
Canada	49	Czech Republic	2
United Kingdom	31	Italy	2
Australia	13	Mexico	2
Netherlands	9	Saudi Arabia	2
New Zealand	7	Switzerland	2
Germany	5	Austria	1
China	4	Luxembourg	1
France	4	Singapore	1
Denmark	3	South Africa	1
Japan	3	Spain	1
Norway	3	Sweden	1
Belgium	2	Thailand	1

Spending Patterns

Table 4 displays two pieces of information. The second column shows what the average spending is for each category when only looking at expenditures by those who actually spent in the category. The third column shows how many of the respondents actually spent money in that category. As shown, the highest volume of visitors spent money on restaurant/bar (53%) followed by retail/souvenirs (43%). In other words, 53 percent of visitors to Gardiner spent money on restaurant and bar. Their average spending on restaurant/bar was \$90.88 for their trip. Another example: while only 19 percent of these visitors spent money on accommodations (hotel/motel/cabin/B&B), when they did spend in that category, the trip cost for their group was \$547.19.

The last column shows the actual mean expenditures by *all visitors* to Gardiner. This includes both people who spent money and those who didn't to provide an average of all visitor spending. The average group spending was highest for lodging (\$104.83), followed by restaurant and/or bars (\$48.17), retail/souvenirs (\$32.72), gas/fuel (\$32.50), and then outfitter/guide (\$31.44). For specific outfitter or guide expenses, rafting (\$16.86), horseback riding (8.12), and fly fishing (\$3.47) represent the highest spending categories. When totaled, the average trip spending by travel groups in Gardiner is \$269.

Table 4: Group Trip Spending Patterns by Visitors to Gardiner

Expenditure Category	Mean expenditures of people who spent money in the category	% of all respondents who spent money in each category	Average spending of all visitors
Hotel/Motel/Cabin/B&B	\$547.19	19%	\$104.83
Restaurants/Bar	\$90.88	53%	\$48.17
Retail/Souvenirs	\$76.80	43%	\$32.72
Gasoline/Fuel	\$85.78	38%	\$32.50
Outfitter/guide	\$190.60	17%	\$31.44
Campground	\$143.98	6%	\$8.41
Yellowstone north entrance fees	\$28.27	19%	\$5.27
Groceries/Snacks	\$70.68	3%	\$2.07
Auto/RV repair or maintenance	\$125.66	2%	\$1.84
Other fees/admissions/licenses	\$36.49	4%	\$1.32
Services	\$18.50	2%	\$0.32
Other	\$19.24	<1%	\$0.12
TOTAL GROUP SPENDING PER TRIP			\$269.01
AVERAGE DAILY GROUP SPENDING			\$178.15
Outfitter/Guide Expenditures by Category			
Rafting	\$147.52	11%	\$16.86
Horseback Riding	\$171.87	5%	\$8.12
Fly Fishing	\$161.62	2%	\$3.47
Ziplining	\$76.18	2%	\$1.24
Wildlife Watching	\$83.89	1%	\$0.87
Hunting	\$449.62	<1%	\$0.77
Hiking	\$14.90	1%	\$0.08
Other Outfitter/Guide Expenses	\$19.53	<1%	\$0.03

The average number of nights spent in Gardiner was 1.51 nights (Table 5). Most visitors did not spend a night in Gardiner (55%), but 14 percent spent one night and nine percent spent two nights. The daily group expenditure for visitors to Gardiner would equate to \$178.15 (group spending in Gardiner/nights spent, or; \$269.01/1.51)

Table 5: Nights Spent in Gardiner on this Trip

Nights in Gardiner	Frequency	Percentage
Mean	1.51	
0	878	55%
1	221	14%
2	146	9%
3	94	6%
4	81	5%
5	40	3%
6	44	3%
7	51	3%
8+	39	2%

Previous Visits and Time Spent in Gardiner

Table 6 presents the number of previous visits to Gardiner by intercepted visitors. The average number of previous visits to Gardiner was 3.32 visits. For the majority of visitors, the present trip was their first to Gardiner (62%), while fifteen percent had visited once previously, and six percent had visited twice previously. Most visitors spent less than half a day in Gardiner (66%), while some spent approximately half a day in the town (22%, Table 7).

Table 6: Previous Visits to Gardiner

Previous Gardiner Visits	Frequency	Percentage
	Mean visits = 3.32	
0	968	62%
1	241	15%
2	90	6%
3	48	3%
4	27	2%
5-9	61	4%
10-15	57	4%
16+	81	5%

Table 7: Time Spent in Gardiner on this Trip

Time in Gardiner	Frequency	Percentage
Less than 1/2 a Day	606	66%
1/2 a day	202	22%
Full Day	117	13%

Travel Group Characteristics

The average group size of visitors to Gardiner was 3.72, with most visitors in a pair (41%). Five percent of visitors were traveling alone, and 13 and 17 percent were in a group of three or four, respectively (Table 8).

Table 8: Travel Group Size

Travel Group Size	Frequency	Percentage
Mean	3.72	
1	76	5%
2	642	41%
3	207	13%
4	269	17%
5	116	7%
6	66	4%
7	46	3%
8	29	2%
9	24	2%
10+	109	7%

Reasons for Visiting Yellowstone and Gardiner

The majority of visitors to Gardiner were also visiting Yellowstone National Park. Visitors were coming to YNP to view wildlife (76%), view geysers and hot springs (72%), participate in outdoor recreation (63%), as well as to view wolves specifically (41%, Table 9).

Most visitors in Gardiner were there to eat and/or drink (65%) or shop (52%). Twenty-six percent were just passing through Gardiner, and twenty-five percent stopped to get fuel (Table 10).

Table 9: Reasons for Visiting YNP

Reasons for Visiting YNP	Frequency	Percentage*
Viewing other wildlife	1150	76%
Viewing geysers/hot springs	1078	72%
Outdoor Recreation	952	63%
Viewing wolves	618	41%
History	582	39%

*Visitors could check all that apply

Table 10: Reasons for Visiting Gardiner

Reasons for Visiting in Gardiner	Frequency	Percentage*
Eat/drink	1042	65%
Shop	831	52%
Drive through	421	26%
Get fuel	394	25%
View wildlife	357	22%
Stay night (s)	342	21%
Visit Gardiner attractions	292	18%
Raft/Kayak	267	17%
Hike	179	11%
Horseback ride	114	7%
Fly fish	96	6%
Swim	62	4%
Zipline	55	3%
Hire a guide from Gardiner	47	3%
Hunt	12	1%
Geocache	9	1%

*Visitors could check all that apply

Visitor Image of Gardiner

The image of Gardiner held by nonresident visitors was assessed through asking respondents to agree or disagree on a 5-point Likert scale of 22 image variables.

Table 11 and Figure 1 display the visitor image of Gardiner related to the heritage of Gardiner as well as activities available in town. Higher scores represent stronger agreement with the statement relative to lower scores. Most visitors agree that Gardiner has a unique and rich heritage (mean = 3.84), and there are places to purchase local arts/crafts (mean = 3.82). The lowest average (2.80) was

represented by exciting nightlife, as more visitors disagree than agree with the statement that Gardiner has an exciting nightlife.

Table 12 and Figure 2 present the visitor image of Gardiner as it relates to infrastructure in the town. Most visitors agree that Gardiner has well maintained business and store fronts (mean = 3.97), ample parking (mean = 3.94), and ample sidewalks (mean = 3.94). In fact, all items in Table 13 related to infrastructure scored above a 3 (neutral), which indicates that more visitors than not agree that the current infrastructure is adequate.

Table 13 and Figure 3 display visitor images of Gardiner as it relates to community aspects. Most visitors agree that Gardiner is a friendly community (mean = 4.37), free of debris and litter (mean = 4.14), pedestrian friendly (mean = 4.08), and a fun place (mean = 4.02). Visitors do not think that Gardiner is overly crowded, as indicated by the lower mean score to the statement "A crowded place" (mean = 2.69).

Table 11: Activity Image: Gardiner has...

Gardiner has...	Strongly Disagree				Strongly Agree	Mean
	1	2	3	4	5	
Unique and rich heritage	11 (1%)	66 (5%)	427 (31%)	529 (38%)	363 (26%)	3.84
Places to purchase local arts/crafts	15 (1%)	71 (5%)	401 (28%)	597 (42%)	335 (24%)	3.82
Opportunities to experience local cuisine	35 (3%)	154 (12%)	485 (36%)	443 (33%)	218 (16%)	3.49
A range of retail shopping Opportunities	36 (3%)	144 (10%)	579 (40%)	489 (33%)	219 (15%)	3.48
New and different activities to do in town	25 (2%)	159 (13%)	514 (41%)	362 (29%)	203 (16%)	3.44
Different types of restaurants	31 (2%)	171 (12%)	575 (41%)	447 (32%)	181 (13%)	3.41
Exciting Nightlife	107 (11%)	248 (25%)	451 (45%)	128 (13%)	67 (7%)	2.80

Figure 1: Activity Image - Gardiner has...

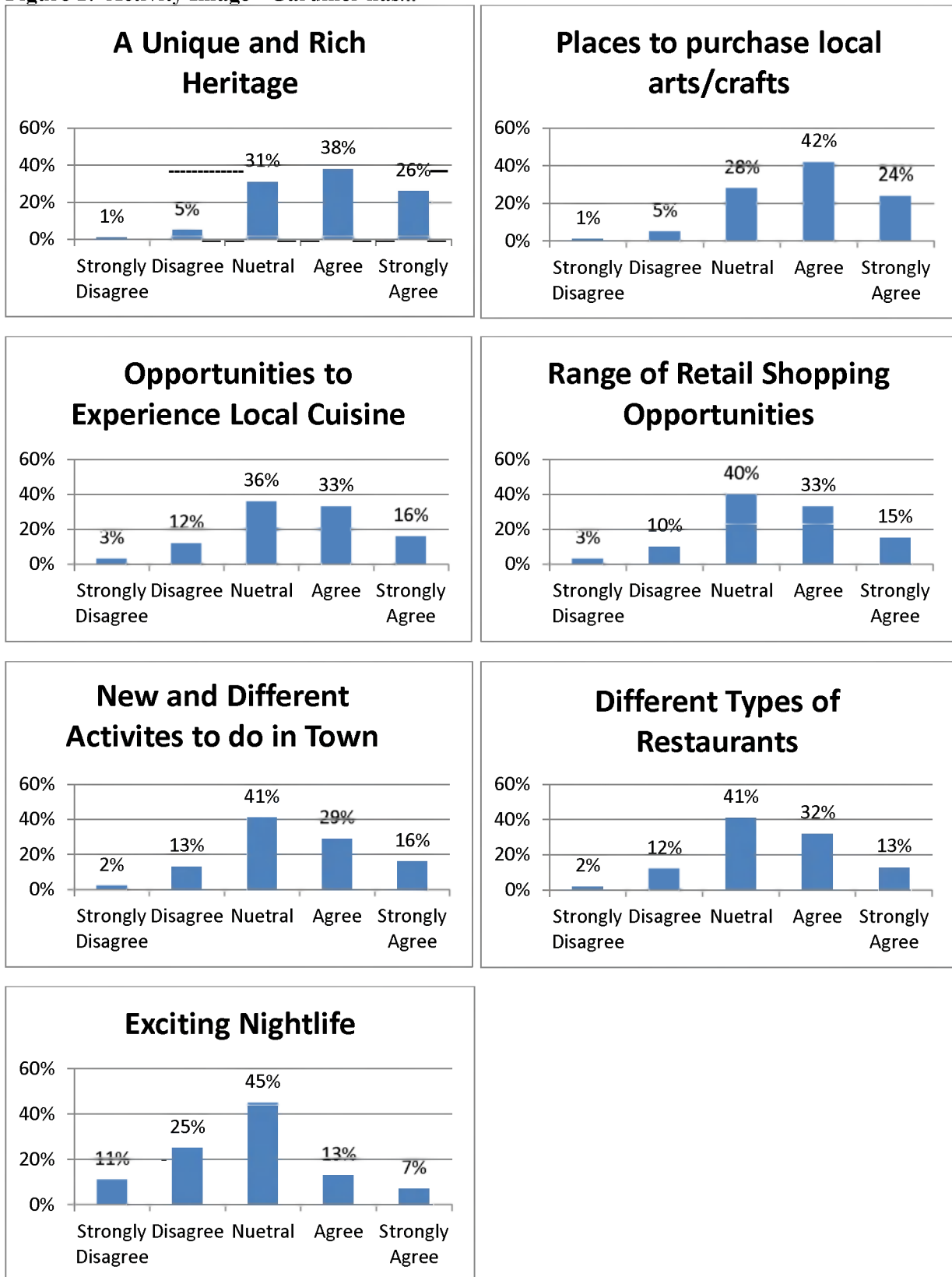


Table 12: Infrastructure Image: Gardiner has...

Gardiner has...	Strongly Disagree				Strongly Agree	Mean
	1	2	3	4	5	
Well maintained business and store fronts	15 (1%)	49 (3%)	298 (20%)	697 (48%)	403 (28%)	3.97
Ample Parking	21 (1%)	78 (5%)	309 (21%)	611 (42%)	436 (30%)	3.94
Ample Sidewalks	24 (2%)	72 (5%)	297 (20%)	655 (45%)	419 (29%)	3.94
Acceptable traffic flow in the summer	25 (2%)	63 (5%)	323 (23%)	603 (43%)	387 (28%)	3.90
Well maintained roads	26 (2%)	88 (6%)	360 (25%)	662 (45%)	334 (23%)	3.81
Good signage	24 (2%)	78 (6%)	370 (28%)	517 (39%)	330 (25%)	3.80
Nice community/county parks	29 (3%)	83 (7%)	352 (30%)	410 (35%)	307 (26%)	3.75

Figure 2: Infrastructure Image - Gardiner has...

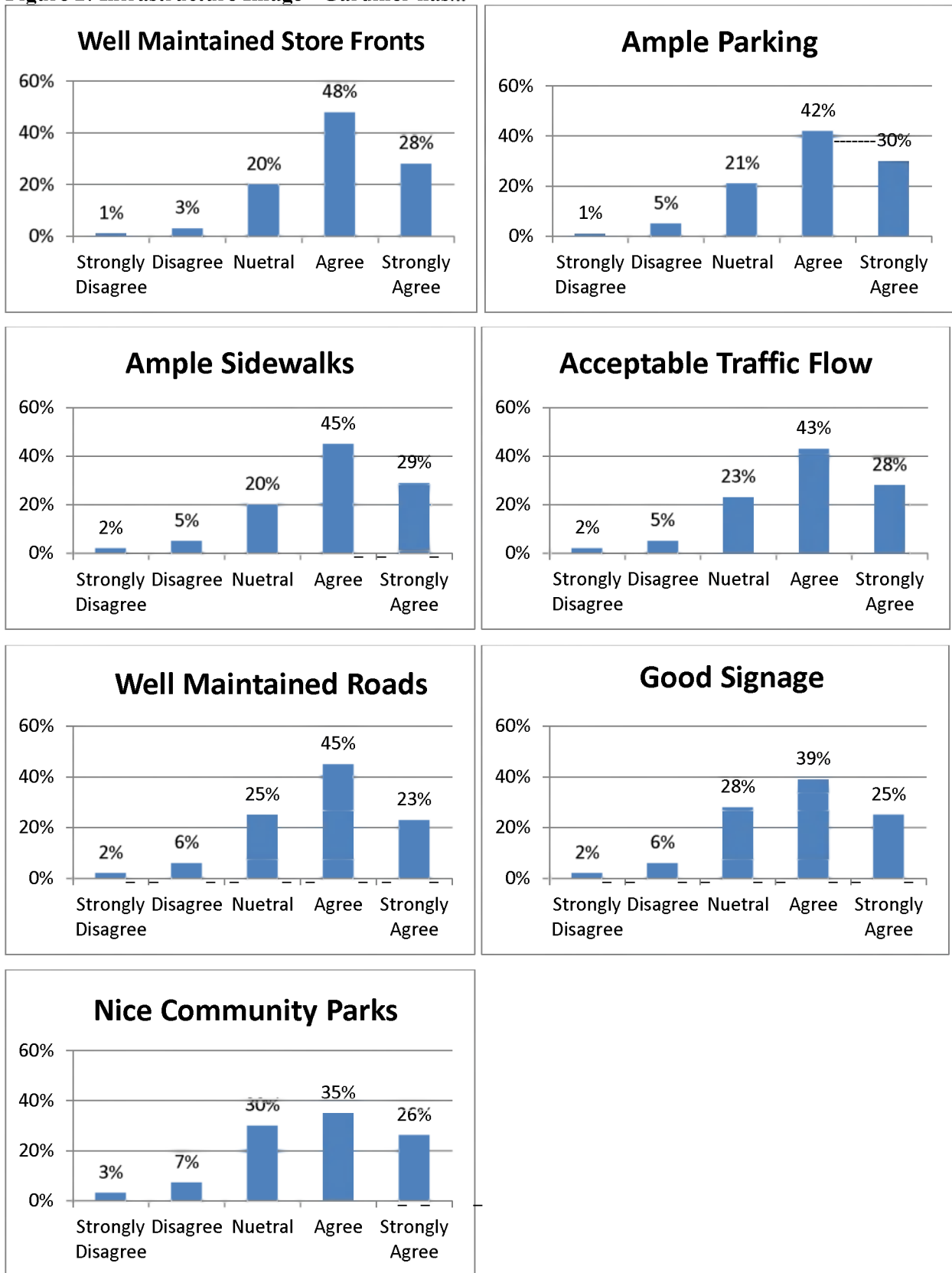
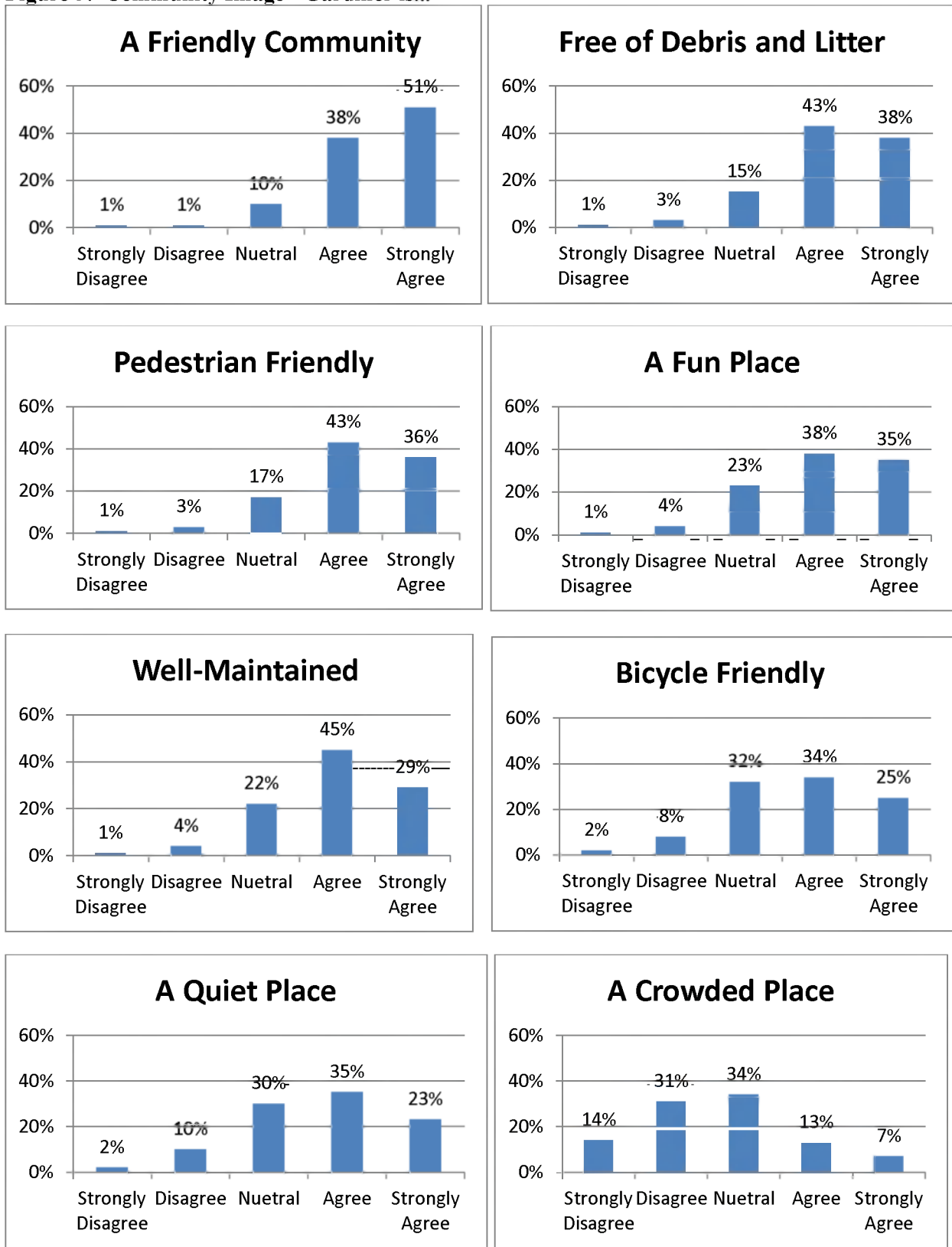


Table 13: Community Image: Gardiner is...

Gardiner is...	Strongly Disagree				Strongly Agree	Mean
	1	2	3	4	5	
A friendly community	15 (1%)	11 (1%)	147 (10%)	588 (38%)	784 (51%)	4.37
Free of debris and litter	19 (1%)	40 (3%)	219 (15%)	626 (43%)	557 (38%)	4.14
Pedestrian friendly	19 (1%)	50 (3%)	247 (17%)	645 (43%)	530 (36%)	4.08
A fun place	15 (1%)	54 (4%)	319 (23%)	529 (38%)	494 (35%)	4.02
Well-maintained	19 (1%)	57 (4%)	313 (22%)	648 (45%)	414 (29%)	3.95
Bicycle friendly	28 (2%)	91 (8%)	378 (32%)	406 (34%)	293 (25%)	3.71
A quiet place	34 (2%)	141 (10%)	430 (30%)	503 (35%)	324 (23%)	3.66
A crowded place	193 (14%)	433 (31%)	477 (34%)	184 (13%)	101 (7%)	2.69

Figure 3: Community Image - Gardiner is...



Visitor Comments

At the beginning of the questionnaire, visitors were asked "How would you describe Gardiner to others. Both positives and negatives." Additionally, at the end of the survey, space was provided for the visitors to make any additional comments they may have. Because visitors had similar thoughts in both comment areas, these were combined into one comment analysis for ease of presentation. To help the reader digest the variety of comments and themes, all the comments were coded and categorized then truncated into six main themes that emerged as the most common. One visitor often made several comments that were then placed into more than one theme. The six themes are dominated by theme one where most visitors described Gardiner's aesthetics as mostly pleasing followed by what Gardiner has to offer in theme two.

Theme 1 – General Aesthetic and Town Descriptions: 78% of comments related to this theme

Theme 2 – Amenities and Location: 25% of comments related to the location of Gardiner and the amenities it offers

Theme 3 – General Thoughts and Experiences in Gardiner: 15% of comments related to this theme

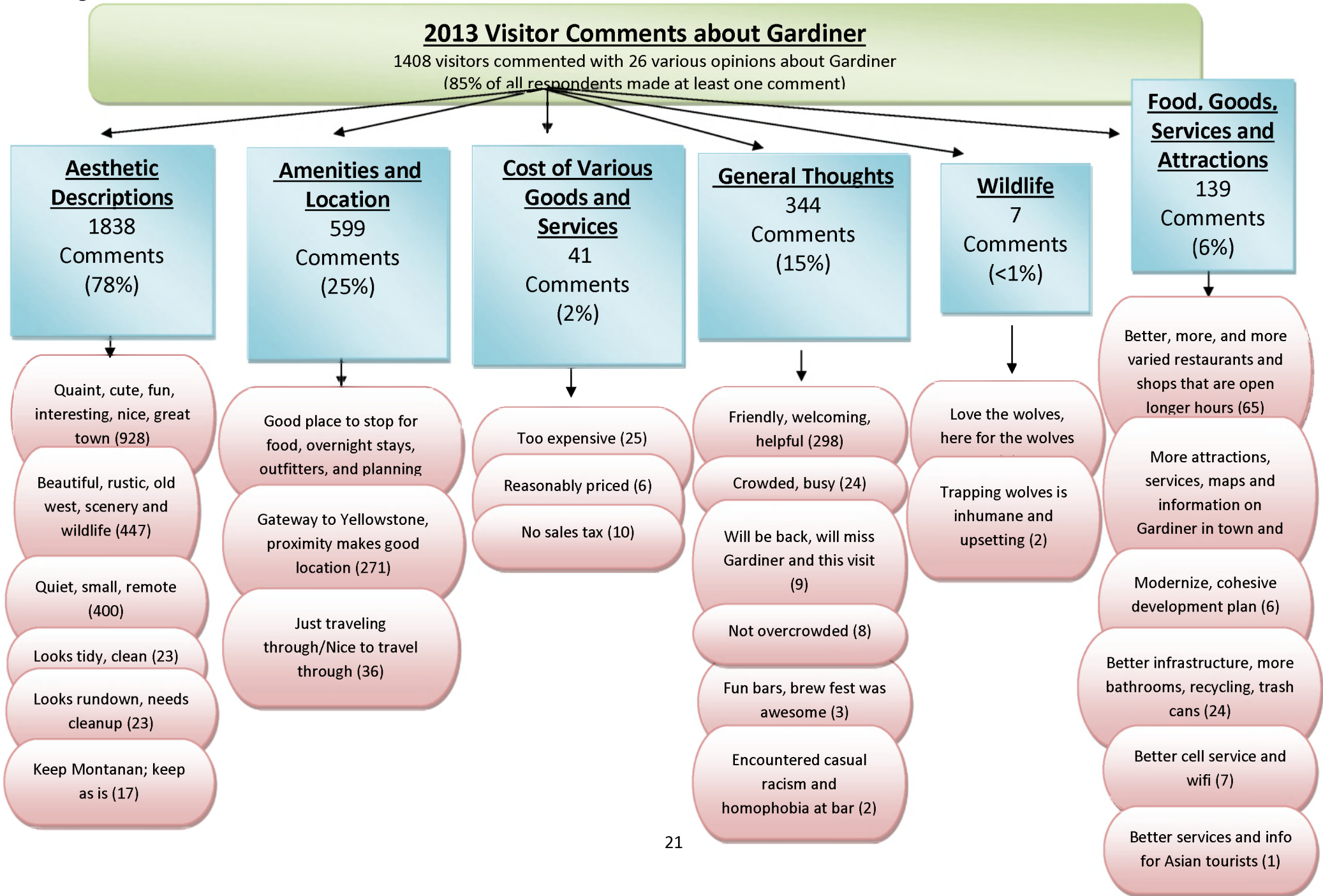
Theme 4 – Food, goods, services and attractions: 6% of comments related to improving attractions and amenities for visitors

Theme 5 – Cost of Various Good and Services: 2% of comments related to costs in Gardiner

Theme 6 – Wildlife: < 1% of comments were related to visitors opinions on wildlife, which was largely centered around viewing wolves or wolf management

Figure 4 visually displays the six themes and the subcategories that fell within each theme. The categories and an example statement for each category are described in the pages following Figure 4. All the unedited comments can be found in Appendix B and C.

Figure 4: Visitor Comments - Themes and Sub-themes



Theme – General Aesthetic and Town Descriptions: 78% of comments related to this theme such as the following statements.

- "I love the small (out west) look of the town" -
- "Cute place to stop for snack and tourism" -
- "Lovely, friendly, small and perfect that way!!" -
- "Great scenery, good shops, friendly inhabitants" -
- "Nice place. Clean area." -
- "Calm tourist town, nice places to eat. Ice cream. Kind of dirty. Clean the sidewalks. More cigarette trays." -
- "Small town tourism community. Gorgeous scenery." -

Theme – Amenities and Location: 25% of comments related to the location of Gardiner and the amenities it offers such as the following:

- "Nice clean stopping point, small with enough to offer."
- "Cute, slightly cheesy, town to stop, wander, eat and shop"
- "A quaint gateway town to Yellowstone."
- "Beautiful little Mountain town outside Yellowstone."
- "Nice neat shops"
- "Many places to find all kinds of things. Lots of people."

Theme – General Thoughts and Experiences in Gardiner: 15% of comments related to this theme including:

- "Quaint, peaceful, nice and helpful people." -
- "Nice small town atmosphere. Not overcrowded with tourists." -
- "Beautiful, crowded" -
- "A beautiful, small town just outside Yellowstone. Its location on the river is amazing. It was a bit shocking to encounter casual racism and homophobic remarks from locals at a bar."
- "Brew fest is awesome :)"
- "Will be back!!"

Theme – Food, goods, services and attractions: 6% of comments related to improving attractions and amenities for visitors such as the following:

- "I would say that it is a very homey town. Not a lot of noise which is good. Wish there were more restaurants."
- "Still needs good restaurants. Always an interesting spot. Love the river through town."
- "Cute but needs updating (not modernizing, more clean up)."
- "Positive - community feel, friendly. Negatives - limited shopping."
- "Great little town, good, food, maybe more closer places for lodging."
- "Beautiful, hot and needs more camping areas."
- "Quaint, slow pace, friendly, overly "touristy", shop with more electronic, supplies i.e., SD cards, batteries etc..."
- "Nice little town - quiet and friendly needs a cigar shop."

- "Nice quiet place. Later eating times."
- "Positive- everyone is extremely nice. People are very helpful and courteous. Negatives - not a lot of fun activities for young children. Relatively small and few people are out at night."
- "Fun, touristy, cute, expensive, hard to drive in, needs more parking, worth visiting, unique."

Theme – Cost of Various Good and Services: 2% of comments related to costs in Gardiner such as the following:

- "It kind of has this tourist trap vibe, but it does have everything you need. I think everything might be overly expensive here! It's good to be out of Wyoming." -
- "A very scenic place with kind and welcoming people. However, being a tourist town, everything is very overpriced."
- "Everything you need and at a reasonable price considering it's a tourist town!"
- "No sales tax and great entry way city to Yellowstone. A lot of options for activities and outfitters. Loud and busy."

Theme – Wildlife: < 1% of comments were related to visitors opinions on wildlife, which was largely centered around viewing wolves or wolf management such as the following:

- "Here for wolves!"
- "Hired a guide from Gardiner for wolf viewing. I am not patronizing shops with furs. I would like them to (politely) be informed."
- "Very upset about trapping and hunting wolves!!!! Trapping is very cruel!"

Summary and Discussion

The purpose of this study was to understand the image of Gardiner from a visitor perspective, as well as visitor spending patterns and demographics. While this is an independent study, these data will be useful for comparison of future studies designed to assess similar questions within the town of Gardiner and beyond. The questionnaire was administered by intercepting visitors in the town of Gardiner. Surveys were completed by 1,656 visitors.

Of all visitors to Gardiner, the largest expenditure category was lodging in Gardiner, followed by spending at restaurants/bars, then retail/souvenirs. Rafting and horseback riding represented the highest spending in the outfitter and guide category. When assessing expenditures from only those visitors who spent money in Gardiner (as opposed to all visitors), spending was highest for lodging followed by Outfitter/guides then campgrounds. For specific outfitter or guide expenses hunting, horseback riding, fly fishing, and rafting represent the highest spending categories.

Regarding general images of Gardiner, Gardiner is viewed as "a friendly community, free of debris and litter, pedestrian friendly, and a fun place" to visitors. These four attributes were the only ones with a mean above a 4 on a 5-point scale, showing the vast majority of respondents agree or strongly agree with these statements. Alternatively, the lowest scoring attributes were related to

amenities offered, including "exciting nightlife, different types of restaurants, new and different activities in town, and a range of retail shopping opportunities."

In reviewing the image scores, however, a large portion of visitors responded neutrally to some of these questions. This could be due to their lack of opinion or concern with particular attributes, or their lack of experience in that area. "Gardiner has different types of restaurants" some visitors may not care about restaurants as they are simply passing through, and others may not have experienced the restaurants. For some questions, a visitor response of three may also represent elements of agreement and disagreement. It is recommended that community leaders consider these attributes with high scores in the neutral categories to determine if an emphasis is needed on these items.

In any community, and especially a community with changes on the horizon, it is critical to understand the perception of the visitor. Visitor images are even more important within a town like Gardiner that relies on tourism for much of its revenue. The image that visitors hold of Gardiner could influence their decision to visit, as well as how much time and money they spend in the town. Maintaining the image of a "friendly community" and a "fun place" for example will be essential for continued appeal to tourists as a welcoming town. Lower scoring attributes such as "different types of restaurants" and "a range of retail shopping opportunities" should also be considered as changes to the town of Gardiner move forward. Many of these sentiments were also voiced in the open-ended visitor comments. It is also important to note in the open-ended comments that in many cases, for example, it is not the type of restaurant, or lack of variety of restaurants available, but the fact that restaurants close too early in the visitor's minds. It may be possible to make simple changes to better accommodate visitors and special consideration should be given to these remarks which appear frequently in the visitor commentary.

Particular findings that may help to inform the Gardiner Gateway project are those of infrastructure attributes. The majority of visitors to Gardiner agree or strongly agree that there is ample parking, ample sidewalks, acceptable traffic flow in the summer, and that Gardiner has nice community and county parks. Fewer than 10% of visitors disagreed (strongly disagreed or disagreed) when scoring these attributes. These scores suggest that overall, visitors are satisfied with the existing infrastructure of Gardiner, although improvements are still necessary to accommodate the growing number of visitors to the area. Taken with the open-ended comments of visitors that expressed their appreciation of the old west feel and rustic aspects of Gardiner, changes made to the infrastructure to Gardiner should attempt to maintain those aspects that visitors enjoy.

In general, visitors made many positive comments about Gardiner. Visitors seem to like the town, and enjoy spending time in Gardiner. For example, many describe Gardiner as a fun, interesting, and a beautiful gateway to Yellowstone National Park. Several commented on the uniqueness of the arch. Some also commented on how tidy and clean the town looked. Additionally, visitors commented on the reasonable prices for goods and services offered in Gardiner and believed the amenities offered were adequate for their travel needs.

Although many visitors had positive comments, there were also comments offered that may help to improve Gardiner. For example, in the open ended comments, the same number of visitors that thought Gardiner looked clean and tidy (23), also thought it looked "rundown" and could use cleanup (23). These numbers, however, were small in comparison to those who thought Gardiner was well-maintained when the question was prompted (74% agreed/strongly agreed that Gardiner was well-maintained, see Table 13). Some visitors also wrote in comments about the expensive prices for goods and services, and the lack of amenities to meet their needs. One recurring theme was the lack of number and variety of restaurants and shops. Part of the issue of limited restaurant access results from restaurants closing before visitors leave the park. Longer business hours (open both earlier and later) for restaurants was mentioned numerous times. Lastly, improved information on the availability of services in Gardiner, more bathrooms, recycling, and trash cans as well as better cell service and wifi were also mentioned as things that may be helpful for visitors.

Although differing and sometimes opposing opinions of Gardiner were given by visitors, these comments offer the leaders of Gardiner a starting point to assess potential changes that may occur in the community. They will also serve as a comparison for future studies following the completion of the Gardiner Gateway project and the infrastructure changes associated with it. Using these comments to inform change can help to meet the needs of visitors to Gardiner currently and in the future, and thereby make Gardiner an attractive stop for tourists traveling through the area.

In summary visitors have many opinions about Gardiner, some positive and some negative. Overall visitors think the town of Gardiner is nice, fun, and in a wonderful location. Some think that Gardiner could be improved regarding infrastructure and services, and others feel Gardiner is great as it is. It is up to the leaders of Gardiner to use this information to orchestrate changes in the community that best reflect visitor needs. Gardiner is in a unique position, as the original entrance to the world's first national park, to take control of what they like about their town and make sure the positive qualities of the people and place are sustained and improved for the future generations of both visitors and residents.

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Appendix A: Survey



This study is being conducted by the Institute for Tourism and Recreation Research (ITRR) at the University of Montana. The objective of the study is to learn how visitors to Gardiner view the community. The results will help community residents and leaders identify areas of satisfaction and concern. The study is completely anonymous. Your name is never known.

1. How would you describe Gardiner to others? (Both positives and negatives)

2. How many times have you been to Gardiner before this trip? _____

3. How many nights will you be spending in Gardiner on this trip? _____

3a. If zero nights, how much time will you spend in Gardiner? Less than ½ a day ½ a day Full day

4. I am visiting Yellowstone for... (circle all that apply; if not visiting YNP, skip to #5)

Viewing wolves Viewing other wildlife Viewing geysers/hot springs Outdoor recreation History

5. I am in the town of Gardiner to... (circle all that apply)

Eat/drink	Visit Gardiner attractions	Fly fish	Zipline
Shop	Hire a guide from Gardiner	Raft/Kayak	Swim
Get fuel	View wildlife	Hunt	Geocache
Drive through	Horseback ride	Hike	Stay night(s)

6. Please indicate the amount your travel group will spend in Gardiner on this trip.

General expenses:

\$ _____ for gasoline/oil
 \$ _____ for restaurant/bar
 \$ _____ for retail/souvenirs
 \$ _____ for hotel/motel/cabin/B&B
 \$ _____ for campground
 \$ _____ for transportation fares
 \$ _____ for auto/RV repair or maintenance
 \$ _____ Yellowstone north entrance fee
 \$ _____ other entrance fees/admissions/licenses
 \$ _____ services (e.g., medical, hair, kennel, etc.)
 \$ _____ other (please describe) _____

Outfitter/Guide hired in Gardiner:

\$ _____ for rafting
 \$ _____ for horseback riding
 \$ _____ for fly fishing
 \$ _____ for wildlife watching
 \$ _____ for hunting
 \$ _____ for hiking
 \$ _____ other (please describe) _____

Please continue on back!

Circle the number that best corresponds with your level of agreement with each statement below.



7. In my opinion, Gardiner has...	Strongly Disagree				Strongly Agree
A range of retail shopping opportunities	1	2	3	4	5
Unique and rich heritage	1	2	3	4	5
Different types of restaurants	1	2	3	4	5
Opportunities to experience local cuisine	1	2	3	4	5
Places to purchase local arts/crafts	1	2	3	4	5
New and different activities to do in town	1	2	3	4	5
Exciting nightlife	1	2	3	4	5
Nice community/county parks	1	2	3	4	5
Good signage	1	2	3	4	5
Acceptable traffic flow in the summer	1	2	3	4	5
Well maintained roads	1	2	3	4	5
Well maintained business & store fronts	1	2	3	4	5
Ample sidewalks	1	2	3	4	5
Ample parking	1	2	3	4	5
8. In my opinion Gardiner is...					
A friendly community	1	2	3	4	5
A fun place	1	2	3	4	5
A crowded place	1	2	3	4	5
A quiet place	1	2	3	4	5
Pedestrian friendly	1	2	3	4	5
Bicycle friendly	1	2	3	4	5
Well maintained	1	2	3	4	5
Free of debris and litter	1	2	3	4	5



9. Where is your permanent residence? (state/province/foreign country) _____

10. How many are in your travel group? _____

11. What is your age? _____

12. Are you? Male Female

Other Comments?

Thank you for your time! Have a great visit!

Summer 2018

Appendix B: Visitor Comments – Positive and negative descriptions

How would you describe Gardiner to Others? Both positives and negatives. (Unedited)

Touristy
I think it's a great place. Should keep it as it is.
Cute, peaceful
Positive
I love the small (out west) look of the town
Good and off the beaten path where you can swim in cold and hot springs. Good - beautiful. Bad - Kind of a dead town.
Great Very tourist originated Campground not recommended - no refunds even with notice
A small town outside of Yellowstone with mostly tourist shops. The shops seemed to have more selection than the ones inside the park, but at about the same price. I was hoping things like t-shirts were more reasonable priced.
Positives
Lovely, friendly, small and perfect that way!!
Quaint, Charming
Fun town
Friendly but outgoing
Fun town, fun stores, fun and friendly people. Fun places to eat and stay.
4th of July was fantastic - the streets were alive!
Nice little town
Tiny passing through, no central square lack of restaurants, not very inviting, not good for tourists
Nice neat shops
Nice neat shops
Cute place to stop for snack and tourism
Old western style
Positives - many places to stay and places to eat. Grocery store. Neg - Hair smells AWFUL after washing in the local water.
Many places to find all kinds of things. Lots of people
Great scenery, good shops, friendly inhabitants
Nice rural mountain town
Small very touristy not terribly developed -> unpaved streets Friendly
I would say that it is a very homey town. Not a lot of noise which is good. Wish there were more restaurants
Clean - passing through
Really cute small town, has everything you need
Beautiful. I'm from NJ, and the peace and quiet is overwhelming the view is one of the best I have ever seen. No negatives
Nice-fun stores
Still needs good restaurants. Always an interesting spot. Love the river through town.

Cute but needs updating (not modernizing, more clean up)
Very friendly really nice people that work at the stores. Enjoy talking
Small town. Need a really good stand-alone coffee shop
It is very accommodating and picturesque.
Good doorway into Yellowstone with handy shops for a variety of tourists interests and needs.
Love the shops! Love the ice cream! Gifts! Shops. Need more restaurants!
Just fine - happy not to see chain food places
Very cute, wonderful people. Nice to walk around - old west looking, and love all the flowers that have been planted and well taken care of.
Small cute, country
Charming, very touristy but fun, "old west" ambiance but obviously a year-round town so intriguing.
Pretty little town
Small mountain town - from Colorado, feels like home
Busy tourist town at Yellowstone NP entrance
Small town various restaurants and shops
Positive - community feel, friendly Negative - limited shopping
Friendly, cool houses, quaint
Fun little town - hot in summer, but on the edge of Yellowstone so it makes a great staging area to visit YNP.
Ugly, especially off park. Uncoordinated planning and appearance. Unique, rustic
Small little town at the north entrance to park.
Nice to travel through
What I've seen I like
Nice - we keep coming back
Touristy
Nice place to visit. Clean area.
Friendly western town
I find it charming
Great place to come to.
Gardiner is a small town that receives a lot of visitors due to the park, so if it was bigger, it would be better. The people, shops, and cleanliness of the overall town is nice.
Scenic area
Nice place to visit. This is not a pretty town.
Small, cozy, cute
Cute stop into park
Looks good. Made us want to stop.
Small, quaint, convenient to YNP, relaxed
Small friendly town :)
Good access to Yellowstone. Walk to everything. Food is a bit expensive. Parking lot on side of river with flying pig need bigger gas station
Positives - easy access to YNP, plenty of accommodations and restaurants
Nice place tourists can buy gas and get groceries, pizza k-bar walk and meet people

Good
Just outside of North Yellowstone entrance. Cute, older town, just good for looking, shopping, and stretching.
Cute town, beautiful setting, ate at the Raven - great!
Friendly
Friendly town
Nice little town, nice people. Need more campground space.
Nice quaint town
Small, Alright
Friendly stopping place before going into Yellowstone Neg - very touristy
A bit old west and a bit history
Beautiful, clean friendly people.
Not sure
Historic
Beautiful and welcoming. Could also use better bathrooms
Small nice town full of shops, stores and restaurants
Great scenery, friendly locals, nice weather
Beautiful and very different from my town in CA
I would describe it as a very nice small town with very nice people.
It is a cute little town. I would love to live here. No negatives :)
Super cute town, friendly people :) Love the scenery
It is small town that is not over run with corporations
Cute, small tourist town. Old and full of things to do.
Old style
Tidy, respectable and great to spend the night! The weather and scenery is beautiful and it has a fair amount of activities for all the family.
Adorable
Western town/tourist town
Small, touristy, would recommend rafting and tours
Little Western souvenir town
Small but many touristy shops
Very beautiful. Wonderful landscape. You get to see wildlife such as buffalo
It is a very cute town and everyone is very friendly.
Interesting
It kind of has this tourist trap vibe, but it does have everything you need. I think everything might be overly expensive here! It's good to be out of Wyoming.
Nice small town.
It's an interesting little town with cute shops that have cool souvenirs and different things to look at
Beautiful, outdoorsy, lots of space
Small town before Yellowstone
It's a small and quiet place. It could be both a positive and a negative. It's easy to relax and unwind, but don't expect to find a lot of things to do.

Interesting
Small, but very nice and clean. Somewhere good to live and relax to see the sites and wildlife
Very pretty
Calm, mountainous, and friendly
It's a cute little town! No flaws I've seen so far!
Small and cute
Really cute, everyone was very nice and helpful. Small town, but that's not a bad thing. Gorgeous view of the park from here.
Gardiner is a beautiful and active town. There's a lot to do. You get to go river rafting in the Yellowstone river and there's a bunch of great places to eat.
Town outside of Yellowstone on the North end. Very western type of a feel
Gardiner seems like a small tourist town outside Yellowstone.
Filled with tourist attractions and shops, (tourist traps)
A cute little small town
Beautiful, hilly
Cozy town, friendly. There are a lot of things to do.
A very nice and quiet tourist town. A great view. Needs crosswalks.
Small quaint town with great shops for art pieces. Very "home-y" town with nice people
A small western awesome town! Right in Montana
Beautiful, very different from home life in Indiana. It seems like there is so much more to do.
A pleasant town with pleasant people. Tourism seems to be the main industry, but it's not kitschy, like Gatlinburg, or Las Vegas (probably because of the types of people that national parks attract/the nature of national parks in general).
really small with nice people. And fun to get drunk if of age
I love Gardiner. It is a great family friendly place with great places to eat and relax. I have considered moving here to obtain residency in Montana.
Calm, nice
Friendly, helpful
Located in a perfect area for travelers and very friendly
The town is small and quaint. A very welcoming feeling.
A cute little town with fun shops!
Charming and quaint. It meets the wants of tourists very well. On the negative side, you can't find everything you need here. For example, very small selection.
Nice and calm very cool to visit if you are from a big city
Nice small town to hang around in Yellowstone.
Looks nice! Great name
Very cute - Needs more shopping is what I'd like :)
Small, enjoyable views, cozy, and welcoming town :)
Nice small town, people are friendly
It's cool man
Very old timey - feels like home
Hot desert like place with neat shops and many places to do river rafting. The people are nice and know a lot of information about the area.

Western touristy, great food, scenic views
It is very scenic and the weather is fine because I enjoy extreme heat and extreme rain so I enjoy!
Good on a first note, lots of tourists which can be a downer in the park more so...crowded at times but overall a nice place
It's great! There is everything here many activities and great place for maps and planning.
Cute, touristy
Quaint, nice, open, very very friendly
Friendly store owners, looks nice
Small/quiet
Rustic, quaint, friendly, small town vibe
Cute tourist mountain town, small friendly, pretty scenery
Quaint Friendly
Small town not much to do. Locals are awesome definitely show you a good time
Very good, friendly. Little town but big shop to look around.
Small isolated town that has a lot more to offer than how it looks
Positive - The people in this town are nice overall and fun to talk to and be around. And we love to drink and listen to music. Negative - need more attractions maybe a movie theater. Have more nights that would make the town more fun for residents and couple night stays.
Small, opportunities for adventure, really good ice cream. Nice people
Cute little town outside of the Park. Only negative, but also positive is it's really small
A small gateway town on the northern border of YNP.
Tourist attractions, very pleasant, good food.
Small town with a lot of history
A small mountainous town with friendly people and many local shops combined with great scenery
Really nice great town not too many negative things I have to say about it.
A very pretty place.
It's a picturesque tourist town outside of Yellowstone, conveniently located with most necessary supplies available.
Great outdoors town, cheap, awesome pizza! Weird roads.
The best small town in America
The last best place on earth
Cute. Friendly. Touristy. A bit empty?
An adorable quaint town! A beautiful place nestled in the mountains. A must see, must stay place!
Old beautiful
great "Western" feeling entrance point to Yellowstone
Small town, hard to distinguish from Yellowstone Park. It's good to stop by to have a meal here :)
Lovely little town just outside an amazing park
Very western, small town charm, close to Yellowstone
Small town on the edge of Yellowstone National Park - Good bars
Very open, friendly
Positive - beautiful, cute shops, unique Negative - no cell phone service for verizon
Place where you can do outdoors and also visit Yellowstone park easily. But little too far from

anywhere.
Quiet, scenic
A great tourist town. Many shops and great food.
Lovely small town. Gateway to the community
Cute, quaint town, outdoorsy
Awesome
Nice, lots of shops and fun to pass through
Small tourist town. Good stopping point
Cliché western town. Where are the saloons?
Old school western town (John Wayne).
Cool and small
A lively tourist town with great scenery but feels a bit transient
Positive, friendly people
Gardiner is a nice town, full of interesting characters, You can make a friend just by walking around, and for \$4000 at a bar, you can earn the comradery of just about everyone in town. And everyone has a story. If you buy a 16 pack of beer, you don't even need a TV.
Nice
No sales tax and great entry way city to Yellowstone. A lot of options for activities and outfitters. Loud and busy
Just stopping by. Don't have much thoughts about this town.
Small and touristy
beautiful place to visit
I would say Gardiner is a quaint little town just N of the Park. I would say it's a tourist town, but with a small town charm...I caught a few minutes of the local high school football game, so I would describe the town as all-American.
Interesting, small but full of people, friendly, built toward tourism, comfortable
Friendly, clean, quaint
Campy but authentic, as far as seasonal tourist shops are concerned. Beautiful
It's cute and tourist oriented (raft trips, motels) One strip of restaurants near park entrance - would be nice to create more of a town center?
Friendly, accommodating
Pretty place. Great views
A small tight-knit, fun town to enjoy in the summer
Calm tourist town, nice places to eat. ice cream. Kind of dirty. Clean sidewalks. More cig trays
Small town, positive outlook/friendly
Cute tourist town
Positives - unique, and oasis
Shit show of YNP employees
Cute, small touristy
Small, quaint
Quaint
Heaven
Small town tourism community. Gorgeous scenery

Small town on your way to north Yellowstone.
Relaxing town, very welcoming to tourists and visitors
A very scenic place with kind and welcoming people. However, being a tourist town, everything is very overpriced.
Quaint, beautiful, good experience. Hung out on river
Small town on its own, both blessed and cursed by its proximity to Yellowstone. An interesting place!
Open, majestic, calming
Small. Outdoorsy
Great place to shop for souvenirs
Small town, pleasant, friendly
Small town atmosphere. Lots of great shops. Great food. Some spots in the town have blind corners for driving, parking can be tricky. Like it overall.
Touristy
Pleasant quaint, very tourist dense in summer. The best entrance to the park, needs more services for Asian Foreign tourists
Cute, well maintained, cultural.
Small beautiful friendly
Small town, nice stop on the way in or out
Positive - everyone is extremely nice. People are very helpful and courteous. Negatives - not a lot of fun activities for young children. Relatively small and few people are out at night.
Small town, convenient to park, safe
Has a lot of supplies for venturing into Yellowstone. Needs a better market.
Fun small town with a good vibe and great outdoor atmosphere
Great place for souvenirs
Small western town with great access to the north gate of Yellowstone National Park. Lots of options for outdoor recreation.
It is a tourist town with nice shops around
It's beautiful, there's a river that runs through town. There is a view of the rolling hills from the town fronts. Plus there is fine local brews.
A pretty little town with a good number of nice people. A great place to gaze at the mountains and play music
Usually I love small town, the Dino Lube and the Yellowstone Grill are awesome with nice people. However, we ran into car trouble and because the town doesn't have a car rental we're unable to see Yellowstone in the meantime.
Beautiful, wonderful place to spend the afternoon with family and friends so far no negatives to report the people are friendly.
Tourist town, attractive scenery
I didn't even know I was in Gardiner so...
Nice small town feel. Beautiful.
Quaint. Good location
A small town to pass through on your way into the park. Lots of shopping that caters specifically to park visitors.
Quaint, clean, friendly
Small and older

Small town charm, lovely breath taking scenery. Friendly, diverse people
Friendly, welcoming, quaint
Very nice homey town - enjoying the few "locals" left here. A little disappointed in growing commercialism and encroaching bureaucratic "policies"
Cute town, reminds us of boulder CO. Desert like, and, not as lush as other areas of Yellowstone but we enjoyed the rafting and shops.
Gardiner is a small quaint town with lots of activities. It is a tourist town because of YNP.
Sweet. Recycling
Small town, good community, bike friendly, friendly people, boring nightlife, restaurants are ok, not great
Cute
Fun western themed town. Great stopping in town.
Small, very friendly, town
Gateway to Yellowstone
Quiet gateway community. Does not draw people from the park to Gardiner.
Old timey buildings with a modern flair. Decent camping sites. Beautiful scenery.
Small town, quaint, a little rundown and touristy
Friendly, outdoorsy, beautiful
Awesomely amazing and so close to Yellowstone
Nice people, clean
Small and remote but quaint. Enjoy the small town atmosphere
Cute western town, lots of interesting shops. First time here. Enjoying my time.
Very nice - beautiful views. Nice how close it is to Mammoth springs
A good stop on the way to Yellowstone
It is catered to tourists. Being from Montana it drives me crazy. I usually just want to stop for a meal or hotel/campground and get on my way. It's a nice place to do that, but not somewhere I want to spend a lot of time.
Clean and friendly
Fun town, fun shopping! Beautiful view
Very travel friendly
Small town charm with unique combo of progressive and conservative values
Small town just outside of Yellowstone with an artsy culture funded by tourism.
Heaven on Earth
The city of Gardiner offers many places to eat, buy souvenirs, , and recreational activities
Small town that is based off tourist trips.
Gardiner looks to me a small but a nice town. The mountains behind give a spectacular view. Just the shops are a little bit expensive.
Wild West slash novelty slash homey all in one
Touristy, outdoorsy, good place to grab food/souvenirs
A gateway town in a charming setting at the entrance to all of the world's greatest treasures
Quaint
Cozy
Quaint, Friendly

Small, mountainous. Drivable, quiet.
Quaint, touristy, cute
A strange and interesting mix of people all of whom love the outdoors. It is one of the most interesting places I have been.
A unique little mountain town full of many different people. Some of it seems like a tourist trap and other things seem like genuine people making a living by helping others enjoy the beautiful area they live in.
Sweet :)
Small town, visitor friendly, a lot of history
Cute little town, pretty view!
Looks nice
Small and charming. Excellent pizza
Gardiner is a nice town with history and a gateway to beautiful scenery, wildlife, and rafting!
Just got in, love the arch though.
Quaint and old-timey, friendly people
Convenient! Friendly! Need trash cans on the street.
Beautiful place. Small town, don't get stuck in it. you'll be everyone's gossip.
Friendly, busy. Little town.
Small town on the border of YNP
Cute quaint and hospitable town. Everyone has been beyond friendly and helpful
Remote, in the middle of the mtns, (not a bad thing!). Small town - have nothing negative to say. People are nice - just different lifestyle
Small, sweet, beautiful
Quaint, historic, interesting
Small village on the outskirts of Yellowstone NP,
Nice small town atmosphere. Not overcrowded with tourists.
Old Westy!
lots of cars lots of people mountains
Smaller. Quaint. Friendly. Comfortable.
Nice small town
Nice town
Small town, wild/country town.
There are a lot of tourists and it's kind of nice. It's fun to drink here but it's not near street enough.
NW gateway to Yellowstone. Rafting okay. Fishing. Busy. More "Montanan" than West Yellowstone or less commercial, but still commercialized. Keep it Montanan.
North "west Yellowstone"
Beautiful, crowded
A great little town, kind of expensive but a great place for tourists
Quaint town. Beautiful scenery.
Small pleasant town. Had what I needed for the rest of my trip.
I'd describe it as a small town with a western feel and great mountain view. It's convenient to Yellowstone too. Only negative would be dry surroundings/little shade and green.
It seems like a nice town but I am really only passing through in the morning and evening while I visit

the park.
Cool town with friendly people. Very peaceful
Friendly, many shops with a variety of goods. No negatives so far
Cool little Western town. Very scenic surroundings!
Tourist town
Extremely cute, touristy town. Small and Western-style town.
Friendly people, cute, quaint
Touristy, developed, charming, small town
Cute town. Lots to see and do.
So far...it's beautiful! Grocery store is a little pricey, but to be expected.
Great little town, good, food, maybe more closer places for lodging.
Modern with frontier or outpost feel
Entrance to Yellowstone - not much else to describe
Small town but friendly warm beautiful. Lots of traffic with busy roads
Good souvenir shops, great opportunity to visit "Montana" during visit to Yellowstone.
Quaint little town with nice shops and an immaculate view of the landscape
Old western style town, North entrance to Yellowstone
Small business and shops/restaurants (positive) Far from Wal-Mart! 83 miles (positive)
Cute little town with a nice downtown and nice people!
Small
Outside N entrance of Yellowstone. Things close by 8:30 at night. Friendly.
Nice clean stopping point, small with enough to offer
Small town before we get into Yellowstone
Awesome! The town of Gardiner is full of charming shops and friendly people. The streets are clean and they really care about their community.
Nice little town/north entrance to Yellowstone good gateway town.
Beautiful!
Nice tourist town
Good bars and food. Really windy
Lovely place, with an eclectic collection of residents
A mini Missoula.
Tourist town, small, friendly.
Beautiful buildings, friendly people, helpful people, hard to find last minute accommodations - book early!
Quaint
Coming from Mammoth (with the incredible drive) the town surrounded by mountains, is visually impressive despite its low population density. There's a good concentration of shops and activity as well.
A small rustic tourist town
nice place after Yellowstone
Small town, quaint
A neat western town on the way to Yellowstone with necessary amenities and a feel of the old west.

Park st area is very nice. Needs more outside patio open for dining etc..
Wonderful drunk's paradise. No place for a depressed person. Don't have Gardiner on Gallatin. Beer fest doesn't have brewers....just distributors
Small town that caters to tourists
Cute town
Sleepy tourist town
Small, beautiful town
Nice village, a lot of shops, a lot of cars
Sweet
Quaint little town that thrives off of tourists
Cool little town. Next door to Yellowstone
Beautiful
The oldest gate for Yellowstone
Tourist town
Small quaint tourist town at the north entrance of YNP
Beautiful, hot and needs more camping areas
Cute, small, western
It looks like a nice little town
Pretty scenery! Neat atmosphere of town!
Cute small town. Fun to walk around.
Cute, nice river, has what you need
Fun little shops and no sales tax
Tourist town, people are so friendly!
Great
Love the town and park entrance, perfect town size. Never change a thing!
Beautiful town historic to YNP.
Quiet
Tourist town at the entrance of Yellowstone
Beautiful Scenery
Small cute and a little cowboyish
Shopping places, antiques, nice souvenirs
Must see of the lifetime
Beautiful
Seems pretty cool. Only been here 10 minutes
A beautiful, small town just outside Yellowstone. Its location on the river is amazing. It was a bit shocking to encounter casual racism and homophobic remarks from locals at a bar.
Great town love the area and people
Quaint, small town, theme looking
Gardiner is a small cool town
First impression is an authentic American town
Everything you need and @ a reasonable price considering it's a tourist town.
Quaint, peaceful, nice and helpful people

Quaint, western town - gateway to the Park
Nice town with nice people as far as I can tell
Quietly little town on the north side of Y-stone
Friendly, well set up good views!
Cute, touristy, gateway town
Western town, very cute
Small town and very friendly
Cute, slightly cheesy, town to stop, wander, eat and shop
Small town but good services
Most everyone in town is very friendly. Nice historic place to visit!
Very nice 'window' to Montana atmosphere!
Cozy, nice, surroundings, touristy
East town before Yellowstone Nice and small shops, all in walking distance
Tourist town
Quaint, a gem in Montana, adventurous! Needs more camping!
Touristy town, needs better restaurants, easy entrance to Yellowstone.
Positive
Charming mountain town, close to the park. Loved the festival while we were here! People were friendly, laid back, which was really nice.
Quaint, friendly locals, great food, good people
Clean, lots of activities, friendly people
Great community just outside YP - great food and shopping - elk herd nearby - lots to do.
Such a beautiful place. Cutest town with great friendly people.
Small town, touristy, drunk
Small quiet town close to Yellowstone entrance
A quaint gateway town to Yellowstone
COOL
Quaint
Pretty stop on the way to Yellowstone. Some weirdly casual N-bombs dropped by locals and Russian summer workers...Super lame.
A nice small town. A great place to stay while visiting Yellowstone
Quaint "beach resort"-esque A little un-polished south in the north
A small town north of Yellowstone. Good place to shop or book a trip
It seems to be a nice town - it was a bit hard to find my way around. Even harder to find parking for the restaurant (Iron Horse Bar and Grill). We liked the souvenir shops here - nice selection of Yellowstone/Montana things.
Small town, nice people
Beautiful
It seems nice for tourists. Lots of activities close to Yellowstone.
Hot. Straight forward. Friendly.
Small town, old fashioned, awesome!
Cute small American like town. Motels, hotels, souvenir shops and diners/restaurants mainly. But you

can see cute houses around
If you like the outdoors, need to go
Cute - tourist town
Great small town! Hidden gem
Friendly
As a relaxed little town
Have not been here before
Cute - nice amenities at an entrance to Yellowstone
Quiet, tourist town north of Yellowstone
Small town. Activities centered around Yellowstone Park.
Gardiner is small and on the outskirts of Yellowstone. It's pretty and has history.
Rustic, quaint, little cheesy
Quaint, charming, lots of local flavor
Very friendly, outgoing helpful people. Nice clean town and welcoming. Beautiful scenery. Pride.
Great entrance to the park. Better than West Yellowstone.
Super town
Small and quaint
Wildlife, family exp, white water exp...
Beautiful :)
When I drive through Gardiner, I see a town that has been around for awhile! The old buildings could tell a great history. I love how *small* this town feels.
Gardiner is fun. Payday in town is NUTS
Small , friendly-low commercial, "authentic" western town.
Needs more attractions for travelers. Not enough things to consumer time and make people want to stay for longer. Town is located well right outside YNP but doesn't seem to take full advantage of it.
Great example of the West. Great start off point for hiking/fishing. Great food and people as well.
Beautiful rugged outdoorsy
Quaint, rustic
Charming, relaxing, western/frontier vibe
Yellowstone's best entrance. Old west feel. "Grand." The amount of \$ Gardiner could attract is UNLIMITED because of Yellowstone. Need more wayfaring/large map coming into town.
Western tourist town, entrance to Yellowstone theme
Tourists, hot, little plants/green
Quiet
Small western town near Yellowstone
Mountains everywhere you look.
Small town just before park entrance
Charming, rustic feel
Beautiful, homey, welcoming, quaint
Neat little town
I always tell folks that Gardiner is great! But I remind them not to tell their friends so it doesn't get over populated!

Nice, quiet small town, friendly locals
A laid back small village
Beautiful little Mountain town outside Yellowstone
Love the city, small and quaint but lots to do
Walking friendly, lots of dining, within walking distance. Wildlife all over. Please add road cycling facilities
Very much like JH Wyoming - outdoors, drinking, wildlife
Small, friendly
good place to shop for meals/shop into Yellowstone
Cozy little town, great views, lots of fun opportunities.
Small and cute. Good place to camp
Friendly, hospitable, gateway, launching off point
Cute small town. Great grocery store. Cell service needs improvement :)
Nice small town
Beautiful, good/great people. Meredith is awesome and brilliant.
Tourist town on the edge of Yellowstone
Very nice small town. Friendly.
A nice tourist town and very peaceful. Things are really nice and relaxing.
Old fashioned town
Quaint, friendly, tourist based.
The gateway to northern Yellowstone. Reasonable selection of restaurants. Perhaps needs more local hotels?
Small town feel but quaint. Great place to start Yellowstone treks
A quaint, western town that's hot and dry!
Small town at north end of Yellowstone.
Charming and quaint
Awesome special local
Small town in a beautiful setting. I've only been here about 40 min.
Quaint old west feeling
Ideal for northern entry into park. Enough shops for food and supplies. Nice place to stay. Swimming hole for hot/cold water springs is AMAZING!!
Small town where you will find everything you need before going into the park.
Touristy, little shops. Kitschy. Here to see the N. Entrance arch.
Beautiful
Small, quaint but rustic town with one main "strip" at northern entrance to Yellowstone. Not ideally scenic but has character and is not too touristy like West Yellowstone.
Small town, rustic, great jump off point to park, cheap
Great entrance town with lots of shopping and dining. Many adventure opportunities.
A cute touristy town for people who want to experience the mountain west. It is perfect for people who want to see wildlife.
Small and touristy
Fun Quiet little town Nice and peaceful

Friendly, fun place to visit
Typical Mountain rural town, which is surprising since it is so close to Yellowstone NP.
From what I've seen (and it's limited), it seems like a quaint tourist town with awesome vistas. The locals, like the wild animals, seem to tolerate the out of towners. A good and necessary locale for the limited entrances to the park.
Small town in a beautiful setting
Majestic...very quiet...peaceful.
Gardiner is a small town in Montana that survives on tourism...dead in the winter, not much to do except snowmobile and drink very busy in the summer and fall, beautiful scenery, great fishing if you hike for it, awesome wildlife viewing, friendly locals and expensive lodging.
Small mt town. Elk use streets! Dusty. Fun. Local feel
Busy little town in the summer months
I love the small town atmosphere and friendliness of the people. I think that is the appeal of this place. The only negative is that I can't stay longer.
Airy, open, beautiful
Small western town. An oasis of amenities after camping for days
Quaint, small, country charm, easy access
Great location to Yellowstone entrance...busy during day with traffic but great opportunity for food/shopping.
Outdoorsy - hippish style that caters to the outdoor enthusiast
Cute small town to stop for lunch
A nice little tourist town
Nice, small, a lot of restaurants
Have only been here for an hour. But the view is very scenic. Nice river!
A wonderful small town with charm and quirky little shops
Friendly
Quiet, peaceful, nice to get away from the busy park
Friendly, quaint little town great hospitality!
A small mountain town along the Yellowstone River. Lots of rafting and outdoor activities.
A gateway to the National Park
Love this town! Like the wild west.
Quaint little town. Can't wait to explore!
Rustic.
It looks like a cute western town. Very dry. People are nice. We found a campground here ye! None in Yellowstone, all full. Good price. Eagle..?
Touristy, place to stay/eat outside park, way to get into park
Small close to Yellowstone. Great rental house here.
Rural NP town
Small friendly town. Rustic
Good shopping. Unique items. Friendly shops
Settler type town
Nice town outside of Yellowstone
Quaint, quiet. Could use a 'Main Street' though, with more shops and if there were views of the river

that would be GREAT!
Quaint little tourist town next to Park entrance
Pretty
Quaint
Pos - Friendly, cool shops, beautiful mountains Neg - Dry, hot
Beautiful spot in the mountains
Beautiful
Once historic. Now touristy. Great location!
It's cute
Small, quaint town w/ old time feel
Small rustic feeling
Friendly and cozy.
Nice place to visit
Cute, small, accessible, convenient.
Gateway to Yellowstone
Beautiful little mountain town...sort of touristy, but not bad as West Yellowstone
Small border town to Yellowstone National Park
Nice
Cute quite nice to visit
Small and unknown western
Good place to stay visiting Yellowstone
A nice mountainous town
Cute, sweet little town.
Western
Nice, quiet town on edge of Yellowstone NP. Not a tacky tourist town.
Historic but not too touristy
Small town, good point of entry, not too crowded, lots of options on where to eat! Some nice shops. Seemed like food was the same i.e., fast food type
Quaint, 1st time here
Cute little town
Nice, busy
Nice quaint
Gateway to YNP, lots of outdoor activities during summer, a must stop.
Touristy - kind of like West Yellowstone probably was like 50 yrs ago. Still got character - old buildings all around. Clark Griswold would be happy. My wife likes it too.
Small and rustic, poised on perfection
Relaxed, convenient. Small town, USA.
Rustic
Cool small town
Average western town
Small, quaint, sleepy town
Nice, small, country town.

Small town to shop at outside of Yellowstone. A little "dumpy"
Quaint, interesting, friendly
I would say it's very quaint and friendly. I was impressed to learn that there is not tax on ANYTHING!!
Quiet little town at the north entrance to Yellowstone. Lots of opportunities for outdoor adventure and reasonable priced.
Cute town
Quiet, friendly, neat history, beauty
Friendly, clean, Getting a bit expensive
Small service town, neat tidy and good looking
Small, quiet town right outside the park. Really pretty with the river and mountains.
Friendly and cozy
Quaint little town outside of Yellowstone - No shops and places to eat. Cool museum.
We found Gardiner friendly and easy to get around. It was smaller than I thought it would be. I liked the Western style store fronts.
Historical, variety of new and old, great location
Really unique and quaint. Old time feeling.
Busy during the summer..gateway town for the Park
Very convenient to Yellowstone
Quaint, rustic town, with spectacular views
Beautiful and peaceful. Great place to stay to access Yellowstone
Old country town just outside of North entrance to Yellowstone
Great town. Has improved each consecutive year that I have visited. Working in the park May-Sept has been great.
Mountain town
Great town with all the amenities to facilitate travel into YNP
Quaint, western town with the wildlife at your back door
Quaint
Quaint
Beautiful, nice experience
Small, tourist-type town
Cozy little small town
quaint little town
Cute, tourist town right at the North Entrance of Yellowstone
Drive through spot - not much to see - a few good restaurants
Just got here - but seems nice, friendly, pretty
Cute, kind of touristy
Quaint, slow pace, friendly Overly "touristy", shop with more electronic, supplies i.e., SD cards, batteries etc...
Pass through but good town to stop and get food and hire raft trips
A tourist town outside the North entrance of Yellowstone. A convenient location with great views.
Good shopping location - only 15 minutes for Mammoth
Cute town - touristy

Great place to visit
Gardiner is a very cool looking town for its size.
Scenic, very nice, avoid Sundays (since things aren't open)
Very small, quaint town. A lot of history and new things mixed in.
Nice little tourist town
Touristy, but fun
Nice little town, lots of shopping, great food and rafting :)
Nice little town - quiet and friendly needs a cigar shop
Gateway community to Yellowstone. Cute, local place
Remote, rustic
Great tourist town
Close to Yellowstone
Cool town - love the setting
Nice town, easy to get around
Great town, friendly people, lots to do!
Great entry way to Yellowstone
Small and off the grid. Great eats and great shops.
Beautiful area
Remote, slow, cool
Quiet
Great small town with lots of cute shops
Smaller than other park entry towns, such as Estes Park or Moab. Very friendly
Small quaint town - locals seem not so enthusiastic about tourist it seems - would like to see a visitor center with Gardiner history - more excitement from locals and college students was the most friendly out of everyone!
More authentic than Jackson but more expensive for breakfast. No hassle from shop owners here or in Jackson.
Very typical village of cowboys
Cute town, great zip line tour, loved Yellowstone Pizza
Small
Clean, homey, down to earth
Small touristy town on the edge of Yellowstone
Fun small needs a smoke shop
Small town at the edge of YNP. The town is (or seems to be) mostly tourism directed. Lots of gift shops and the like
Small town in a beautiful place
North entrance of YNP. Cool town. Good bars. Spendy hotels. Best buffalo burgers in MT!
Small charming town
Nice, town, beautiful wildlife river etc...Handy to Yellowstone, without too many people. No dentist.
Looks charming. We found it welcoming. A resident offered us her personal map!
Positive - beautiful scenery Neg - not enough gift stores
Cowboy town, fun

Beautiful, relaxing, peaceful !! :)
Cute, yuppie, western tourist town a stone's throw from Yellowstone. Plenty of boutique shops, no bit shopping
Quaint, cute town. Nice shops.
Vibrant, friendly small town. Growing touristy
Quiet, Range of shops, limited choice of places to eat
Quaint, nice Montana town.
Looks like a nice town
Small, not a lot of services, need an easier way to know what's here
Quaint, touristy, awesome geography, but feels too touristy. Do not like some of the new development
Jump off point to Yellowstone
Cute town at the base of Yellowstone
Fun quaint town nestled in the Mountain foothills
Cute little town with shops and food. Place to go for rafting and horseback riding.
A real Montana town. Lot of cool shops and stayed in log cabin.
Nice little town. Plenty of activities, nice atmosphere
Unique - historical - great small town serving guests visiting the park. Very friendly people, clean - spectacular views!
Small, cute
I think it is a very nice town with very friendly people. Suggest on weekends maybe more restaurants stay open until 11:00.
Wonderful spot - Yellowstone's best entrance. Small and lovely - my favorite little town.
Small funky town oriented toward tourists
Quiet, and best entrance to Yellowstone Park.
Cute, friendly, walkable, convenient, scenic
North entrance to Yellowstone NP. Little town - nice people - good place to stay - nice scenery
Positives: Laid back, love the river. Negatives: No late night food.
Interesting, quaint
Pretty small
Gardiner is a lovely small western town. It is easy to get around. The scenery is breathtaking/ Hard to find stores to replace small travel items.
Positive
Cute, clear, needs better restaurants
Very cool.
Fun area to shop on edge of Yellowstone. Need to find the main drag
Neat little town with lots of opportunity for rafting.
Gardiner is a very nice little town. Has everything one could need. Love the shops downtown.
Beautiful, nice crowded
My favorite place to visit
Great small town on the northern edge of YNP. Has only basic services.
Cute town

Very friendly but maybe a bit run down in parts.
Quaint
Beautiful, friendly
Neat Western town
Outdoorsy, Family Friendly
Resort village/town
Quaint
Positive - everyone is very helpful
Very intriguing. Lots of shops
Nice town with beautiful views. Everyone was very friendly.
One time here, looks good, enjoying
Sleepy town, some history but not enough appeal to make me want to overnight. Compared to a similar small Yellowstone area town West Yellowstone much more appealing.
Very small and friendly town, good food and many informative people of the area
It's a beautiful small hometown. We enjoyed our stay. We visited family that lives here. Great place to visit in the future. I would recommend friends and family to stop by.
Seems quiet, friendly, pretty
Fantastic
Gateway community. Tourist town
Cute town nestled on the north entrance to Yellowstone. Several good restaurants lots of outdoor/sport activities. Rafting. Horseback. Poor cell service.
Colorful, friendly, variety
Cute, small, town
Needs a smoke shop
Some folks nice, some not so much. Beautiful drive
Awesome place to spend 1/2 day walking; and learning about its past
Friendly
Positive great scenery
We went white water rafting
Laid back, relaxing, open views of mountains
Great small community, cold smoothie - fruits
A very nice town. Good to stop trips into Yellowstone from here.
Quaint historic western town on outskirts of Yellowstone Park.
Beautiful! Friendly - Gateway to paradise!
Small, lots of quaint, small shops
Small Montana town at Northern Yellowstone
Small, mainly one main road for what you need. Apparently one grocery store. Has obligatory gift shops. Has not been 'dolled' up, yet, which is good. Hopefully will never be 'improved' as 'touristy.'
Positive: Amazing scenery/great river for rafting. Good selection of facilities. Negative: Could benefit from a cohesive development plan
A good jumping off point for the park. A tourist town. A little on the seedy side. Good place to pass through, but not some place to stay.
Beautiful and cool looking

Small town with plenty of facilities for travelers seeking outdoor recreation, food, and accommodation. Good first impressions. Great advice from assistants at Yellowstone Association.
Rustic, lack of a plan, western, rural
Tourist town, gift shops
Looks fine - has all we need to eat/drink/fuel us up before we go back to Yellowstone/Tetons for nice camping
Good shops
Tourist center. Many options to eat and shop. Limited trees and greenery in town, seen so far
Charming
Beautiful, busy
A quirky quaint little town with fun shops and plenty of bars, food and nice people
Friendly - good shopping and good food. Great gateway to Yellowstone
Nice quaint place
Look authentic, good mix of activities, local horseback riding
Great place to walk around after you've spent time in Yellowstone. It's a good break from "nature" viewing
A tourist town.
Friendly, clean, not too crowded
Quaint old west town
Gateway to YNP
Nice place to stay on your way through. Nothing negative so far.
Nice surprise! Didn't expect a village/small city out here. We seem to find everything we need here.
Need a restroom
Yeah a pharmacy. Touristy
Christmas card
Very pleasant and rustic in a good way
Very quiet. Picturesque. polite
Small, tourist town. Very rustic
Small, quaint, friendly, run-down, old-time, country feel to it.
Love it! Love the area but always warn people of how busy the area is. But love the diversity of shopping and art etc..
Small, quaint, town, but lots to do. Nice town to pass through on way to Yellowstone.
Seems ok
Lovely entrance to the beauty of Yellowstone. Beautiful gate :)
Nice little town on the North side of YNP. Lots of elk in fall/winter. Nice weather in summer. Nice place to stop for lunch, dinner or ice cream.
Interesting! Looks quirky and fun!
Tourist trap
I'd describe Gardiner as the most beautiful small town in America. Everyone is SO nice and helpful! The town is so quaint and reminds me of a town from the past. Our best vacation ever!
Comfortable, small town, next to Yellowstone Park. The residents are very pleasant. The river and surrounding views are stunning.
Small, dusty "old west" feel, touristy

A small quaint cowboy town
Beautiful
Fun vacation town
Gardiner is a quaint town, welcoming to visitors, friendly residents. The park is fabulous!
It has a small town atmosphere with all needs being met, friendly people
Nice entry point to Yellowstone Nat Park.
Absolutely awesome, small town vibe with a great personality.
Gateway to North Yellowstone, nice shops, friendly people
Nice little town
Old western looking town with western atmosphere
Nice quiet place. Later eating times.
A very quiet pleasant town. Friendly to tourists. Possibly not enough restaurants open at all different times of the day.
The people are very friendly with great local attractions. Why is the town "cowboy" themed?
Gardiner is a beautiful town that feels authentic to the feel and idea of Yellowstone and its history-the people are friendly and gracious. This 3 day experience has been not only beautiful but peaceful as well.
Very nice
A nice place to visit - would like to come back. Pricing is reasonable for meals, hotel, rafting, and gifts. Maybe more kids family restaurants and better info on what is available.
A nice little town with lots of shopping and eating places. It was great to see wildlife right in town. River through town is beautiful.
Small town atmosphere, beautiful scenery, lots of gift shops
First time here - like what I see
Love the place we are staying. Close to Yellowstone. Nice climate (August). Enjoy restaurants
Cute
National Park community just outside the gates with the positives (lots of services) and some of the negatives of that (i.e., less historically/aesthetically consistent as communities inside the park).
Western style, cute
Small town close to Yellowstone. Friendly people. Rafting trip was fun.
Quiet little town, friendly people
Quaint place
Small western - people are friendly. Need to clean up common areas - mow grass, cut weeds
Nice quiet town at edge of YNP
Wonderful, friendly, small town
Nice town
The town outside the entrance to Yellowstone. Okay. Good place to stay if you want to raft or fish.
Cute, quaint, old-town like, beautiful scenery
Quaint mountain town. Limited restaurants and groceries.
Nice area. Beautiful setting. Cold in the winter. But worth it. Be here for the opening of YNP.
Gateway to Yellowstone. Great scenery, deer and elk wandering around town.
Beautiful, welcoming, on hillside. A lot of recreational things to do.
I would retire here

Hot. Quaint. Historic.
Quaint, inviting, likable
Beautiful scenery, gateway to Yellowstone, cute downtown
Funky western town, just outside of Yellowstone. Small but sufficient
Cute little place to browse. Liked Arch into Yellowstone
Cute, lots of outdoor opportunities, pizza..pizza...pizza. Close to Yellowstone. Great place to visit
Super fun
Very friendly, easy to get around Limited places to eat
Beautiful, natural and friendly
Beautiful little place. Clear - nice amenities.
Small, friendly, well-positioned for Yellowstone
Very good views. Not too attractive. All on one strip. Could be more rustic/western looking. Nothing to do in the evening.
Lovely and quaint
Great place to see
Well represented by lots of different stores. Great assortment of food at the grocery store. Cools off nicely at night.
Nice small town with better than average stuff
Nice stops on the way into Yellowstone
Cute town at the north entrance to Yellowstone. A nice place to stop for lunch and souvenirs.
Positive, low key, fun to hang out, beautiful scenery. Need a golf course!
Town full of variety
Beautiful, spacious
Quaint
Quaint town at the entrance to Yellowstone. Friendly with good Mexican food!
Quaint old west town, nice stops, nice place outside the park to relax
Fun, Funky town - Great food - great people
Historic town, many entertainments and shops and restaurants. Nice place to visit YS.
Edge town with old west atmosphere
Small, quaint town, charming, friendly
Friendly, tolerant, not pushy, real down to earth, beautiful different and everything I wish my town was like
Quaint, friendly, great location, best place of all entrances
The less busy gateway to Yellowstone
Beautiful - friendly people - wildlife - entrance to Yellowstone Park
The north entrance to Yellowstone
Authentic western town, not plastic or too touristy like West Yellowstone. Could use some sprucing up, especially park street
Small, funky, touristy (a bit) with character.
Small friendly, quaint
Very cute little town. Everyone so helpful and kind.
Pleasant, clean

Beautiful - welcoming
Cute little town at edge of Yellowstone. Has a lot of diverse shops and places to eat.
Quaint, combo of tourism and western
Great access to rafting, horseback rides, Yellowstone.
Very friendly, beautiful setting.
Nice town
Small rural Westernish town at an entrance to Yellowstone
Hot! Needs sporting goods store.
Clean
Located in lovely mountain country. Has lots of cute old-fashioned shops and can see deer even inside town.
Quaint small MT town
Quaint, easy access to YNP. Good walking town. Need a good walking map. Some prices seem high, especially of grocery store. Should really mention more about fly fishing outside the park.
Great little town to stay after a fun filled day @ Yellowstone.
Small town feel, warm friendly, dilapidated on outskirts, seasonal town.
Gateway to Yellowstone, lodging and food outside of the park but easy access
Fun place - good visuals and "touristy" place, nice locals
Good little slow town
Easy going - relaxed - not pretentious. Cowboy town - fun
Western, beautiful, friendly
Small, quaint, friendly, tourist
A small town with a western feel to it, nestled between beautiful mountains
Seems less crowded than west Yellowstone and seems more historic than touristy
A beautiful place to visit, typical tourist town...expensive
Rustic, welcoming and comfortable
Friendly.
Great little town to shop at.
Old Western Town
Small town with lots of small shops
Small town at north entrance to Yellowstone
Fun tourist attractions, friendly people
Very Quaint - tourist-centric - accommodating to travelers
great place! Need a decent grocery store and camping/hiking store. LOVE the ice cream and waffle cones.
Looks good and entertaining. We saw it on the way out and did not stop but decided to do so on our return. Glad we stopped.
Caught between being a rustic cowboy town and try to find the amenities for the needs of today's tourists and families.
Pleasant town with lots to offer tourists!
Super cute! Looks like a place to visit!
Very quaint - friendly

Groceries were expensive, but sure this is their livelihood. We like the fact that the park is just a few hundred yards away.
Entrance to Yellowstone Park
Cute - quaint
Very scenic.
Pretty town. Very Friendly
Sleepy, friendly, small
Tourist friendly. Kind people. Although it is so small it seems poor and in need of outward attention. I only stopped because my husband is from MT.
Quaint. Friendly. Homey. Down to earth
Quaint, looks like it could get rather crowded
Beautiful scenery, friendly place. Peaceful. Great place to put perspective on what is important in life.
Good, fun, nice, awesome, pleasant
Quaint, friendly
Friendly, laid back, conveniently located at the entrance to Yellowstone
Western town. Friendly people
Sleepy little western flare town just outside the park
Last town before Yellowstone
Friendly, tourist and outfitting town. All good.
I like it.
Cold drink after food hikes nearby. ice cream. Rafting opportunities. Fun place to souvenir shop
Quaint
Quaint little town just outside of the park. Great place to shop
Very friendly small town with excellent amenities. Lots of fun things to do!
It's where the end of the earth stops and Yellowstone begins! It's a town for tourists while still feeling completely hometown and intimate - unlike places like West Yellowstone. It's old west surrounded by these gorgeous mountains - great views from most motels and lodges. Dogs are part of the community and elk walk the streets. It's a terrific little town that I would live in again!
A place with things to do
Very good location for park access: limited facilities as to be expected in a small resort town. Good choice for park visitors.
Nice place for a tourist town - the people are friendly and helpful here - more so than other states. Have enjoyed our time here.
Tourist town for Yellowstone and rafting trips. A bit run-down, low aesthetic
Nice town near north entrance
Old Western theme, quaint town
Quaint, fun, friendly
Not sure. Needs a couple of nicer places to eat. Or at least one. Not sure if it is more for locals or travelers. If trying to attract travelers it needs more or nicer shops
Good views. Good place to stop for breaks.
Western style tourist town - no road individual identity- with all necessary services
Looks welcoming
Friendly, quiet, comfortable

Only here passing through
Quaint, wild-westish.
Clean quaint
Small western town with great scenery. Friendly people. Not much in eating establishments that are decent.
Conveniently placed for YNP, small village/town feel, tourist - aimed cute.
Quiet, quaint, nice. Almost boring
Small charming, lots of amenities for travelers
Interesting western town. Could do with more varied food shopping. Good for viewing wildlife in town!
Very Western
Tourist area with cute shops and wide choice of restaurants
Cute town
Tourists, souvenirs, rafting, lots of lodging
Pleasant, little
Seems like a fun place
Local Western town, north gate to Yellowstone. Supply stop. Last civilization to park. No bakery, looking for a bakery for breakfast next day.
Pretty old west town - Gateway to Yellowstone
Quaint, western town at the edge of Yellowstone
Great selection of things to do!
Game They opened the town to 700 people in goofy shorts and helped us carry bags.
Positives: Nice location Negative: Gardiner needs a sign code Entrance to park need to be recreated per the Henneberry eddy master plan from 2010
Quaint, western.
Small town, friendly
Western atmosphere tiny town. Friendly for tourists.
Fun tourist town
One of the most beautiful places we have ever been!
A fun place to stop!
Interesting/relaxing
Small
Beautiful
Gateway to Yellowstone and rafting and fly fishing.
Great little town. Needs building code. Don't add tax
Great visit. People are very friendly and the town is very clean.
Cool town
Quaint
People are very friendly and helpful
Great little town really close to Yellowstone
Small town outside of Yellowstone National Park.
Touristy, cute

Nice small town
Nice town. Too much traffic. Good to walk around.
Welcoming
Small town - gateway to YNP - Gas stop
The north entrance of Yellowstone. Beautiful, mountains, friendly people
Small tourist town, generally nice
Very nice town, friendly, they have anything you need. Town is pretty congested.
Small town where everybody knows everybody else's business. I moved here from Chicago in 1975, went to Gardiner School my senior year. Gardiner has become so much more touristy now. Back then it was mostly bars and seemed run down. It has the bad of a small town but it sure comes together when it needs to for each other.
It's very nice and pleasant
Small and not too commercialized!
The people were so friendly. Stayed at Super 8. Great. Paradise Adventure White water rafting -- awesome. Enjoyed the whole town.
Nice
Gateway to Yellowstone, Friendly town, great location to stay overnight, dine, gets, gets supplies, tourist shopping. No negatives - have stayed overnight in past.
Gateway to Yellowstone
Like a old west tourist town.
Rustic and frontier like. Lots of outdoor adventures to be had from here and very close to Yellowstone.
Small, easy to get around. Loved Roosevelt Arch. "Authentic yet touristy"
Nice
Quaint, Convenient to Yellowstone, Calm
Beautiful. Market mountain biking
Quaint, not busy, nice place to go but without all the crowds
Small and enjoyable
God's country. Everyone should retire here!
A cool little town
Nice little town dependent on tourism but I know a person that lived here full time. Great place to live if you hunt and fish.
Border town host to a vacation area
Charming, dusty, tired. Unfriendly - the guy who works for the framing company who drives the white subaru let his dog bark at our dogs in our truck and then his dog scratched the heck out of our truck! And the guy works for the frame co. on Park st. Got mad at us because our dogs were ferociously!
Nice place to stop coming out of the park
Small, quaint, beautiful, friendly
Gardiner is an old town with a lot of charm and filled with tourists. Great location, spectacular scenery
At the end of North Entrance, good place to stay for easy access to park
Gateway to Yellowstone. Friendly. Nice feel. Small town.
Fun place to visit shop and experience outdoors.
Cute town - love the authentic feel - would have liked to have stayed in town for a night.
It's a nice small friendly town.

Friendly people, groceries, items needed available. Things to do - excursions. Better than Cooke City, Silver City.
Rustic, peaceful, friendly, beautiful, fun, quiet, interesting
A great little town - I enjoyed the shops. Shops need to stay open later at night - don't get out of park until 8 or so and shops closed - go in early before shops open
Must see at least once!
Pretty landscapes.
Fun and a nice entrance to Yellowstone
Great place to start trip through Yellowstone. Lots of services available.
Great tourist town. Great for supplies near the park.
Small town on edge of Yellowstone
Beautiful and the gate to Yellowstone.
Friendliness everywhere!
Small
Small, quaint, hospitable
Awesome small town outside Yellowstone
Fun, touristy, cute, expensive, hard to drive in, needs more parking, worth visiting, unique
Fun place, nice people - fun little community - would come back. Thank you.
Great place!
Northern gateway to Yellowstone National Park.
Nice and clean
Touristy, stores Great location close to park entrance
Beautiful - very outdoorsy!
Nice, friendly, good place to stay coming into or out of Yellowstone
Small, quiet, quaint, old town feel, home
Tiny very quickly to see town
Nice tourist town. Friendly people, good food, great views. Easy access to Yellowstone
Small, very friendly, quite dry, good places to eat.
Small town servicing tourists with beautiful surroundings, authentic country town with history. Good vibe. Don't like new big hotels.
Very use friendly
Cute town - expensive groceries - cheaper to eat out than buy food to cook.
Funky, lively
Small Montana town at the Gate to Yellowstone National Park.
Small town, beautiful views. Friendly people
Nice small town Stuck in time
Small community. Great folks. Very strong effort to help out all locals. Strong outdoor life :)
Small tourist town at north entrance to Yellowstone. Mostly supporting traveling with hotels, restaurants, rafting activities. Pleasant town, good launch pad for the Park.
Touristy. Beautiful scenery
Small and quaint. Wish there were a few more stores for shopping.
Small town, warm, sunny, friendly, youthful

A tourist town - Quaint
Early American (western) Town
Nice atmosphere, food and souvenirs
Can be tourist trap, but look deep to get what the town is really about -
Picturesque little western town. Northern entrance to Yellowstone Park. Easier to get to than West Yellowstone.
Small, picturesque, friendly.
Quaint, friendly town with great shops and a beautiful back yard - Yellowstone. It has lots of activities and is relatively convenient to Livingston and Bozeman.
My favorite gateway community into the Park
Small, charming, expensive
Has espresso and it is good. Neat looking town.
I like this north entrance the most. Just the right size. Mtns all around. You feel like you are in the park.
Very interesting, small western town. Would like to explore more if given more time. We will be back some time.
Cool small gateway town with quite a bit to offer for its small size. Very low key in winter compared to summer
Just one word: Beautiful
Quaint close to Yellowstone Park
Great gateway and base to experience Yellowstone
A nice small town
Friendly, fun, small, and hopping
Nice place to stay if visiting north end of Yellowstone.
Quite authentic western town
Eclectic, charming, busy
Fine so far. Nice food and services.
Positives: Easy to get to. Close to Yellowstone. Negatives: Need to restore the rail line into the park. Need more antique stores.
Very neat vacation spot
It's a very friendly town!
The view, wildlife with nature
Small, beautiful, friendly, quaint.
Quiet, touristy, local color. Shops should offer more quality art.
Small, touristy, rustic
The entrance to Yellowstone one east side
Great small town atmosphere. Plenty to do - hike, fish, sightsee.
Quaint and cool - Lots of shops/taverns/food
Quaint, small, western town. Have been here all of 10 minutes
Rustic, picturesque, great blend of old and new, enjoy the historic information
Clean, quaint
Friendly - helpful
Beautiful, laid back friendly

Looks like a good place to visit! I like the looks of the store fronts as I was passing by on the street.
Convenient to park - small town atmosphere
Friendly. Lots of restaurants. A little dusty. Lots of fun shops.
A little tourist town on the north entrance to Yellowstone park
Small, old west type of town.
Wonderful place to stop and visit. History etc..
Beautiful, friendly, laid back
Quaint mountain town, very friendly, accommodating for tourists. No negatives
Very small town - typical of small tourist info, lacks typical tourist items such as sidewalk and accessible areas. Needs more info of available stuff
Nice stop off. Cute shops. Friendly people
Pretty place, quiet
Friendly, knowledgeable about surrounding area
Nice and cozy
Small tourist town. Exists because of Yellowstone Park
Cute little western town. Had a delicious lunch
Wonderful to visit.
Very nice
Nice
Quaint, lots to offer, a variety of restaurants and shops
Nice town before continuing on trip
Small. Nice
Tourist attraction for North entrance to YNP. Good shops in town to visit.
Convenient service close to Yellowstone National Park
Beautiful drive in
Camping
Very friendly - clean - nice - good place to stay
Small, friendly, pretty vistas
A little run down, needs a bakery
Great place to stay if you're not staying in Yellowstone itself. Located directly outside the north entrance to Yellowstone. There is lots of local "color", motels general stores, restaurants, cafes, and gift shops. Negatives: can't think of any
Just stopped to shop and eat
Scenic - friendly - summer prices are wayyy too expensive. Appears to be taking advantage of tourists
Don't know. But people are great. Surroundings great. Shopping and local fare good. But haven't experienced it all. Coming back next year. Will enjoy!
Cowboy, service, gateway to Yellowstone
Beautiful
Very friendly people, not really good enough shopping other than touristy things. Couldn't buy a plain sandwich or good breakfast! Not geared for international diet!
Charming; good museum material
Touristy

Very quiet, very friendly to travelers. Need a dog park, will make more tourists stop
Looked inviting and western taste
Small town @ n entrance of Yellowstone. Convenient!
Looks like an old west movie - which is cute
Great mountain town
Small resort town at the north entrance of Yellowstone National Park. "Laid-back atmosphere" 1/2 the town is divided by river. Any change is difficult
Nice place to stay outside of the park.
Very inviting little town. Lots of cute shops
Nice town
Small, quaint, friendly
Great little town to enjoy prior to entering Yellowstone - love the main shopping strip - awesome coffee.
Nice quaint mountain town. Has a lot to offer for small town. Very picturesque views.
Gardiner is a very quaint mountain town at the north entrance to Yellowstone NP.
Well located at the Park entrance
Very friendly, good services
A close second to Banff
Laid back, friendly, great small town and stop over
Quaint, nice shops
Tourist town by Yellowstone.
Good supply town/need more early and late eateries. We returned at 9:20 p.m. and very limited choices.
Western.
Quaint, advertisement is apparent with signs in front of stores - helpful! Chamber of commerce very helpful
Old timey, vintage, cowboy town, beautiful scenery
Trailer town, xantera doesn't put a dime into the town.
Adorable and very inviting.
So far a nice place to be.
Tacky tourist town.
Western style
Typical near national park town, amenities, touristy
Wild wild west town
Town that has north entrance - Roosevelt Tower, okay for gas prices. No tax!
Town just outside Roosevelt Arch and close to Lamar Valley. No state sales tax.
Quaint western town - northern gateway to Yellowstone
Gardiner is a fun town - The motel we stayed in was great!
Cute little town. Friendly people. Beautiful scenery.
Friendly, beautiful - get more antique stores
Not much to do
Perfect location to N exit

Very nice place. Needs 1 or 2 more campgrounds
Tourist town
Good town. Pretty gateway to park
Small cozy friendly
Tourist town
Good locale for basing a visit to YNP. Old style western town.
A tourist town
Beautiful small town - change nothing
Great place to visit, best restaurant is the Raven
Quaint
First impression - vital, busy, lots of coffee places, internet, useful shops, very friendly, staff everyone everywhere. No negatives!
Idyllic setting Poor food outlets
Great approach to the park
A quiet town that is fun to spend time in. Wildlife walks through town. You can get anywhere in a few minutes.
Great, small, interesting town. A big surprise
Unique town with unusual gifts and souvenirs
Charming
Pleasant, comfortable, and picturesque
Quaint - beautiful Wonderfully close to Yellowstone!
Staying in West Yellowstone. Came to N entrance to see arch and Yellowstone.
Cute little town
Gardiner is a charming western town. It appears to be a little run down and seems to have grown without the benefit of any planning and minimal building codes. But enough is made of the beautiful river, which could be the focus of pedestrian activity.
Cute, rustic town
Small town at the entrance to Yellowstone National Park! Clean, friendly, atmosphere. Home of Yellowstone Association.
Nice place to visit. Need more clothing stores. Need more attractions to see
Love it. Need more restaurants
Small tourist town that rolls up the sidewalks after hunting season
Friendly, fun, interesting
Nice friendly folks
Gardiner is a pleasant town. Geared more to white water enthusiasts.
The town adjacent to YNP - fun little place, check out the Yellowstone Gallery
Easy going
Friendly - has wifi
Haven't been here long but it feels like a quaint little town - reminds me of Gatlinburg TN - Great Smokey Mtns.
Just drove in, seems like a friendly town with several recreational activities.
Clean and nice
A comfortable small town with friendly people.

A nice quaint town on the river on the edge of Yellowstone NP - Neat place to visit
Picturesque! Close to Yellowstone nice town, as far as I can tell so far.
Very quaint and is a tourist stop - needs something to draw in tourist that is showing history
Very small
Small quaint place with all amenities. Tourist trap.
Cute tourist town.
Interesting, lots of accommodation but some looking a little tacky! Good entrance to Yellowstone
Beautiful town
Friendly, western, lots of wildlife
cool town - lots of tourist stores. Great way to start Yellowstone
Fabulous! Scenic, cool, no humidity, very friendly people!
A small tourist town at the gate of YNP
Beautiful little town. Friendly folks
Nice
Entrance to Yellowstone. Fun place to watch rafters on river. Tourist spot
Nice stuff.
Nice for brief stop
No impression
Small town lacking commercial activity beyond rooms and bars
Potential
Nice historical place to visit with plenty for kids to do.
Too many unpaved street. Looks like it could be the meth capital of the Co.
Small touristy, pleasant, hot
Quaint and historic
Go there
Old west town. Good way to enter Yellowstone. First impression, cheaper stores
An interesting place to visit
Inquisitive
We have been her 5 minutes! Cute and well presented!
Cute little town and friendly
Very quaint and lots to see
Roosevelt Arch
Town is cute.
Friendly, quaint, no tax on Yellowstone items, peaceful
Nice town with great views.
Very quaint western town. Reminds me of the old West
Small town atmosphere. Everything tourist based, overpriced
A town that relies on tourism to make it. Not really happy with the motel we stayed at. (Super 8)
We come usually to horseback ride at flying pig. Could use same better grocery store
Tourist town in an ideal setting
Yellowstone park gateway community - summer tourist winter snowmobiles

Cute
Great town
Small
Scenic and nice!!
Very nice, a little crowded
Little Gatlinburg, TN
Friendly Cowboy Grill - no room for us, closed at 9:00 :(Yellowstone Pizza - open late, friendly :)
Brought our grandson here
Very friendly small town
Super little town, very friendly and very beautiful
Quaint somewhat touristy cowboy western Yellowstone strip of shops and places to hang out neat people offering food shopping dining and even river rafting. Pretty cool really.
Peaceful and scenic, friendly.
Rustic, western atmosphere!
Positive
Very picturesque - great scenery entrance to park from Livingston, MT
Small - lack fast food
Gateway to Yellowstone
Surprised - nice little town. Charming.
Quaint old town
Beautiful - reasonable prices
Very nice small town - lots of great shops
It is very rustic and small - like being able to go into shops one right after another
Nice town and people. Some shops and restaurants are only open at limited times.
Beautiful, picturesque, quiet
Fun, cute. Closes down way too early. No place to eat when you come out of park at night.
Nice place to visit
A nice small town with a lot of character
Authentic western town with nice people
Montana adventures - explore next to Yellowstone
Tourist trap
Very clean. People are very pleasant.
Quaint, Comf, funky, laid back
Surprise
Very friendly, clean, accommodating
Very small town. Excellent food at the cowboy restaurant and bar.
Good experience in Super 8 and loved sitting by the river of the Iron Horse. Cute stores. Would like more access to vegetarian food but didn't get to see all or many restaurants.
A real community, not existing just for tourism. Historic buildings preserved and respected.
Lovely little tourist town on the north edge of the park
Very nice small town - everyone is kind and helpful, would like to come back again
North entrance to Yellowstone - a good place to stay while seeing the park

Nice little town.
My favorite area outside of Yellowstone
A beautiful place to visit. A western town, worthy of the name.
Friendly, fabulous scenery
Small and quaint
Small retro never changing. Friendly.
Beautiful setting and place to stay outside of Yellowstone
Passing through. Town personnel was very helpful finding necessary facilities (food, grocery, water, etc..)
Attractive town - lots of neat little shops
It's a great city for all. The people are very helpful in any way possible
Nice place
Gardiner is attractive and well worth a visit
Quaint
Nice town
Very friendly and neat
Tourist town
West Yellowstone is not the only entrance to Yellowstone National Park! Try Gardiner. Quaint. Unique, even though designed for tourists.
Small and friendly. I love the scenery. The people are really friendly. Sometimes food isn't as good.
Convenient, congested
Very friendly, and helpful. Very clean for a town that's an entrance to the park.
Small town with very nice western feel
Quaint little town with the best pizza in the world. Super friendly.
Came back to visit after passing through a week ago.
Nice
A beautiful piece of heaven on earth. An unexpected pleasure
Pleasant entry way to Yellowstone. Better than west Yellowstone. Delightful main street
Better than West Yellowstone
Nice small town
Great town
Quaint town. Very pleasant to walk through. Shops are enjoyable to welcome and has unique jewelry shop.
I like this place - great for a walk = my purpose
Like the little shops! (esp western) Like the western 'feel'
Quaint community
Very friendly little town. Quaint.
Small, charming
Small town, rustic. Life in the 1950's. Friendly. Western.
Beautiful! Fish close to main gate
Quaint, more of an exit than an entrance to Yellowstone. Never had anything really first class - no tourist tax probably has held it back. Nice people. Miss mine inn - Jardine

Very small
Quaint, friendly, can walk around interesting western atmosphere
Exit town from Yellowstone NP. First impression is of touristy, tacky, tacky shops. Lots of lodging.
Cute little town
Convenient to Yellowstone, NP. Friendly people, unique gift shops. Always stop at YA and buy several items
A nice little town and not a high traffic area.
Small town of tourist attractions on the outskirts of Yellowstone NP.
Down home. Not too touristy. Could use some fix up.
Nice town at entrance to Park
A traditional western town.
Very quiet relaxing town
Positive: Small, everybody knows everybody. Pretty good ethic toward the wild world. Negative: Expensive
Looks like Gatlinburg TN with a western/park twist
Good
So far so good
Small town, typical western atmosphere.
Beautiful good camp grounds. Good food. Friendly people
Remind me of old western town - really nice
Quaint, fun, need more free wifi
Western style town. Very pleasant on first sight, lots of facilities.
Neat town takes you back many years
Little Western town - lovely - friendly
Picturesque
Cool little town
Sweet friendly, great ice cream
Rustic, quiet, small, very American Western flavor
Never been here - just learning
Positive: Gardiner is located at the north end of Yellowstone National Park. Negative: Restaurants need better signs to attract visitors.
Close to Yellowstone Park - Interesting cool stores
Positive
Tourist town
Small - neat - nice place to stay (short) and eat lunch
Quaint, friendly town in Montana that draws you back on the northern edge of Yellowstone National Park
Great, not too big or too small
Pretty, but dry now
Pleasant, great climate, friendly people
Interesting small town - largely tourist oriented during summer and friendly.
Enjoyed the old town feel. Loved Shopping! People are very friendly. Would love to come back again!

Great views
Quaint Western Town
Awesome!
Wonderful
Very nice people, friendly. Just here for the day. I would come back.
Quaint little western town
Interesting place for tourists variety of stores
A rural community - have enjoyed the town, restaurants and food. Good location for a road scholar program
Sweet!
Good western flavor, friendly.
Downtown is neat, but needs mapping of places to eat.
Very western, very old, wild west, great.
Beautiful location
Great views, people and weather. No negatives
Interesting, cute - friendly
Very quaint, peaceful, and beautiful!
Beautiful, peaceful. Desperate need for recycling
This is a nice destination location with lots of things for those who are passing through to look at, eat, drink, float, hike, or just RV and take it easy.
No National Newspapers! Good grocery-supermarket Book store?
Very nice small town - decent food, gas diesel available, good services for rafting, fly fish, horseback
Great western small town
A fine transition to YNP. Easy access to YNP. A little too expensive for accommodations/food.
Typical tourist town
NW entrance to Yellowstone. My favorite gallery (Yellowstone Gallery)
Small
Small friendly town!
Quiet
Interesting place with endless things to do. Beautiful setting.
Quaint, beautiful
Beautiful small town, USA
Great western city, good entrance to national park. Not a lot of options for essentials, although grocery store is adequate. Appreciate the low key, no fast food, etc.
Perfect little western town. Love it. The stars and viewing is breathtaking
Fun place. Need more clothes stores more restaurants-
Friendly
Seems like a neat town
Positive
Natural.
Nice town - little 'touristy'
Tourist town

Reminds me of a movie set
Tourist town
Nice Town. Good place to purchase trout goods and nice parts for R.V. supplies repairs and gasoline.
Stop and enjoy
Quaint and balanced
Beautiful, hot today, windy
Nice little town
Like a frontier town!
Fun, small town. Need more grocery stores.
Positive.
Quaint
Interesting
Good place to visit
Comfy warm friendly. Awesome. Fantastic
Worn out tourist town.
Beautiful little town friendly people
Cute little western town. Good stop.
Small town, slow moving
Small, friendly, great market (meats)
Quaint town, beautiful setting
A fine starting point to the Yellowstone and the Yellowstone Association Institution
Good place to stop for less expensive souvenirs of Yellowstone that are basically the same. Good place to get some good before getting in the park.
A western style gateway "town."
Quiet - peaceful - good place to stay
Beautiful small town
Probably needs improved hotels. First impression not good...but improves!
Fantastic
All positive. Very independent people. Great Americans. No negatives
Knowing the history of the park and Gardiner. Gardiner - best to eat and shop. Park - I've been to Yellowstone - 30 years and done everything/today at 80 yrs could wake up in Yellowstone every morning.
Different

Appendix C: Other Visitor Comments

Unedited Other Comments

Just passing through
Cell coverage in Park
Need trash bags and/or ashtrays at storefronts
Easily accessible. Need better online booking, need better prices. Need cleaner facilities. Better advertising so visitors know what is here.
Awesome. Second trip
Great town. Thanks
I would love more restaurants and grocery stores
The woman giving this assessment seemed very friendly and started the day off nice!!! Thanks!!!
Sorry just not been in town long enough. Heading for ice cream shop.
Could create a good mountain biking infrastructure in hills
Good luck
Yellowstone Pizza - Very good!! :) Need: Breakfast place - none around???
Nice town, we were close in the park so came back!
Merci and Bonne journee
Need more trash cans! Good way to fill educational goals!! :)
Just got to town, haven't done much looking yet!
Nice visit! Thanks :)
Love seeing the wolves here!
AWESOME YELLOWSTONE
Need more parking lots
Good luck
Need more places to stay in the area
Good luck with your thesis! :)
Love it here! Hope to visit soon!
Just needs a few trash cans
Great place :)
Best of luck to you!
Good luck with the thesis!
I really do like it here and would recommend it to people to stay and do rafting and/or horse riding trips.
Glad to help
Yellowstone is great!!
Nice town on the edge of Yellowstone Park!
ya'll must add movie theater (trust me)

Good luck!
Gardiner needs another grocery store :)
Have a great day.
Friendly!
We love this place! Can't wait to come back!
I think the town should have free wi-fi!!
I work in the park and come to Gardiner often. Nice town.
Good luck on your thesis!
Ease up on the price of food and Gardiner would be my ideal vacation trip!
Didn't spend much time in town. Just on the way out of Yellowstone
Enjoy your life!
Have a great night!
Thank you
Thank you for your time and research
Nice :)
Friendly survey taker
It would be nice if they had great cell phone service for out of town people. Great vacation spot for outdoor people.
Great little town but traffic can be a bit crowding at times
surveyor was amazingly friendly
Love it. Will be back! :)
Thanks!
Every town should stay open to traveling bands.
Adorable town with the nicest people. Cottonwood Kennels in particular (we love them!).
Thanks
Gardiner is fine just the way it is
We enjoyed our trip to Gardiner!
Brew fest is awesome :)
More yoga, exercise places
Best wishes on your thesis! :)
Have a great day :)
All is all very much fun!
The gal that got me to do this does a good job.
Hi!
From my friends who have lived or worked in the park through our organization (ACMNP) I've only heard wonderful things
That's all!
Just passing through!
fun bars
I love this town, wish I had more time to explore! :)
Wish I was staying another day to hang out and get to know the area and history.
Keep MT

Recycle needs
Thanks
It was tough to answer #7. I've only been here for an hour.
Love Yellowstone and Gardiner was a nice base point! Spent days in the park and meals and gas and lodging in Gardiner.
Family dining needs to be open later
Good Luck!
I love this town!
Good place/good people!
I liked and appreciated Gardiner because it helped make Yellowstone accessible to an older person from out of state who isn't so comfortable with wilderness and to find what to do. For me and maybe other outdoor enthusiasts I had a harder idea figuring out where I could go backpacking etc...Town was more geared towards my mom-type-of visitor, and it would be nice to see something for my type of visitor.
:)
Good luck with your thesis!!
Make brewfest a fest of brewers, not marketers
Good luck on thesis!
Reason for visit: 'to have been in Montana'
Love it
Very bright and happy student
Good luck!
:)
Always enjoyed our shows here. Can be rowdy! - Brewfest
I have thoroughly enjoyed this questionnaire - A
Needs signs or advertisement for mechanics in and around Gardiner. Redirect traffic into park for better pics. Traffic seems to slow right at the arch. Also, why are there so many foreign/Bulgarian workers? Why not bring in Americans for work?
Good luck with your thesis!!
Only passing through!
Don't change the town :)
Love the small feel of this town
Beautiful scenery. Love the little stone houses. Very charming.
We were talking earlier that the next time we travel to Yellowstone, we'll have to stay in Gardiner instead of West Yellowstone.
Beautiful Area :)
We have only been here for one evening so some of my answers may change as the days go on but this is my initial impression.
Have not been here very long. Just stopped to eat. Found the Yellowstone Park very well maintained and people very friendly.
Love it!
Love this town, been visiting since 2000. Don't change it! It's unique, that's why I come.
Nice little town

Prices more expensive here than Yellowstone.
LOVE IT!
Very dangerous corner at for entrance to park.
Here for cycle Greater Yellowstone bike tour
Good Luck :)
Remembered positive experience from last visit with family for ice cream and history!
Stopped to shop before entering Yellowstone. 1st time here.
Would recommend to everyone. Will try to get back here again some time.
Good luck in school
Main comment is that we had no idea about the town before we came.
Nice town!
Liked it.
It's a great small town. So glad we stopped!
Thanks
looking forward to coming back
Sings to encourage people to come into town and great parking
Great town
Nice gateway community, seems like a place with rich history as well - we were only here for a few hours however, so we really didn't experience.
Fun!
Great town
Very friendly people :)
Enjoyed my visit!
The only disappointment that I found was that I don't live here
Gorgeous scenery Just very quiet and remote - not used to that.
I was here 5 years ago and have just returned this afternoon
Great town!
:)
Have had a great experience.
We stopped in Gardiner to get coffee for the road and information on Montana. The person at the visitors center was helpful and friendly.
We were here in September - some places close or close early because of off - season.
The young lady conducting the survey is kind! :)
Great improvement of food shopping and services over the last 5 years
Having good time
Beautiful town - will visit whenever camping in Yellowstone.
Good luck in school
Here for wolves!
Good luck on your thesis!
Thank you for doing this!
Better website advertising all that one can do - we didn't really know until we got here.
Will be back!!

Since I've only been here about 2 hours, I'm not very familiar with things like nightlife and history
I have not explored town adequately yet, so my impression is based on observations within the vehicle. Check out RAGBRAI in Iowa. Best wishes on the rest of your studies.
I will miss going to sleep by the sound of the Yellowstone River!!
We've met people from all over the world, amazing experience!
Convenient place to stop on way out of park to fuel up (us and the car)
Very nice town
Love no sales tax! Very friendly and welcoming
Need more sun lotion/brite lite
R.V. spots are way expensive
More gas stations or bigger. Family restaurants open later at night.
We didn't spend much time in Gardiner. Only came over from Mammoth to check it out.
I wouldn't change a thing! Not too tourists-which is awesome!
Looking forward to expanding Gardiner
Good idea
We're coming back to Gardiner for Yellowstone.
I have only been here 2 hrs, so not sure
Not necessarily bicycle friendly, well maintained or free of debris and litter - but I like that it is not manicured!! I love that Gardiner has not changed much since my first visit in 1981 - I like the Western look and casual atmosphere
Gardiner and Yellowstone has changed my family for the better - best decision I have ever made was marrying my wife and coming here.
Will return and will recommend to others
Gardiner could use a place to walk , jog and enjoy the scenery without worrying about traffic. Would be nice to have. A place to walk between trips into park.
I am very glad I could spend time in Gardiner. Wish I could stay longer.
Good luck with your thesis!
Very enjoyable visit - would stay here again
Great place of park info
Go Gators!
Very interesting town, just leaving Yellowstone
Need more diversity and selection of shops, i.e., pharmacy, groceries ,more choices.
Love this area and town. Thanks!
Would like to see more friendly and artsy places to eat dinner and shop. Realize this is hard with the investment needed for an area of a limited business season.
Friendly, down to earth people - so glad we came through here on our way to Yellowstone (North entrance).
Would come again
Lots of RVs travel through. Could use a hardware store.
Breakfast place needs to be open by 7 a.m. Weeds along sidewalks need to be removed. Flower baskets look good!
The road turning off to the right just before the arch that goes by the school was very bumpy and I hope sometime soon that it will be paved.

Park street is too dusty for the strip with bus traffic etc...
I've always loved it here. When I retire I'd like to come back.
Seems like a nice place
Well worth our time
While in Montana, we are hiking, white water rafting trail riding
Great town!
Hired a guide from Gardiner for wolf viewing. I am not patronizing shops with furs. I would like them to (politely) be informed.
Awesome!
Thank you!
Great little town
:)
Need earlier breakfast options
Your chamber website is bad. Tried to use it find restaurant, had to use yelp.
Expensive to take 6 people out to eat with any frequency
Good Luck
Keep Gardiner small and quiet
Love it here will tell friends and family to visit!
Great view
Need signs as to what Gardiner has to offer.
Great personality by student.
Here to visit friends and attend memorial.
Really interesting in the activities available - horseback riding and rafting loot great.
Great
Everyone is very nice
Pleasant researcher
Need more historic markers spread through town. Will stop cars to watch
I like it here. I would definitely come back
Uncle: We (my niece and I) are enjoying our stay very much. Niece: I am the niece filling this part out with him so he (my uncle) is not a he/she.
Good survey!
Good Luck
Love it here!
WOLF TRAPPING VERY BAD
Thanks for letting us do the survey :)
Happy fun place! :)
Have fun. Enjoy life
Good Luck!
Keep it the way it is!
Beautiful
Trip adviser had good notes on Gardiner
HAVING FUN!!!

Gardiner has the great advantage of proximity to Yellowstone NP. They should build on that.
I hope this survey benefits the lovely community of Gardiner.
Wish we could have planned for a longer stay. Would liked to have stayed overnight
Short visit but very cute area
Miss old building etc.. Going away (Cecils!).
Yellowstone is Amazing!
Good luck Meredith
Don't touch anything. Don't develop anything
GREAT TIME
I come here on every trip to Yellowstone. For food, fuel and to just walk it.
Life is good! Explore!
We will be back
Don't ever lose your friendliness.
Sorry we don't have the time or money to investigate further. (These people just stopped to use the restroom as noted on the other side of the data sheet)
Gardiner has never had a chance to catch up with itself. Needs to regroup from a hunting village to this century, as a resort town. Better store-fronts. Restaurants. WI-Fi. Spa's. Massage therapists. And accept that people pay lots of money to see wolves.
Very enjoyable area
Not over busy so enjoyed
Thumbs up to Meredith Berry - Awesome!!
Travelodge - very clean and friendly
Glad I came here. Very nice town to visit.
The Gateway project is the only hope for Gardiner. By the way, over half of the Yellowstone wolf population has been killed in the last 1.5 yrs.
Great place to come to!! Love the scenery and the town.
Good luck and God bless.
Nice break from Yellowstone traffic
Gardiner has retained an old west ambiance. This is far preferable to the Jackson, WY scene.
We stayed 1 night in Gardiner on our way into the park and came back to eat @ the Raven.
I like Gardiner
Keep more open for late fall visits
People are extremely friendly
1. We came to Gardiner as part of a Road Scholar tour, so I have no idea what we spent on rafting and horseback riding. There are 3 people in our family. 2. Gardiner needs a nice walker/biker trail along the river, with scenic stops
Very upset about trapping and hunting wolves!!!! Trapping is very cruel.
Like bike rental
Great place to come relax!
I don't really know Gardiner well. We were in Mammoth and wanted to eat.
Go there
Food little pricey Good seating on street and parking Nice place
Nice town to stroll through and check out

Too little time to stay here
Interested in vegan food options
Don't change anything
Have enjoyed our visit
Fun summer activities
A surprising gem near a major Yellowstone attraction. Better place to stay than Mammoth hotel
Good Luck!! :)
Good luck with your future. Montana/Wyoming is beautiful!!
No jazz bands!
Nice
Totally pleasant trip. Thanks
Recycle is needed especially for plastic bottles
Will be back
I hope this will be helpful with your studies. Best wishes.
Great life for old
There are no hidden taxes here!
Had a great time here.
Very welcoming for cycle greater Yellowstone Group - Thank you for your concern about visitors.
Nice place to visit
Great time here
We are a 4 generation family at a family reunion. Family lived in Mammoth Hot Springs during 30-50.
Montana is beautiful with great, friendly people.
I have enjoyed my time in Gardiner
Lovely
Save this for my grandchildren (the small town atmosphere, the park as is). Websites were good.
GO GATORS!!
Mostly we just go through on our way to Yellowstone
This area is awesome
Great time was had by all!
Stopped at visitor info center.
Good luck to you
Very friendly people, looked for play area for children (swings etc..)
I hope this is of benefit
Need better traffic flow and parking
Good luck
yeah to Gardiner
Remember - Park st is not Gardiner it is NPS. (This person has family in Gardiner and that's why visited so much).
Great place
And much more. Love <3 the place.