

2010-11 Grand Teton National Park Focused Visitor Survey

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Overview: Research

- Research was conducted in the Grand Teton National Park (GTNP) to indicate trip characteristics of visitors
- Pertinent information on the specific usage of the Colter Bay and Moose recreation areas
- Research was conducted to examine visitor usage of the parking facilities to quantify viable changes and/or additions that might pertain to the growth of overall visitor usage of the recreation areas.
- In depth study on the overall feelings and attitudes the visitors had towards the Indian Arts Museum located in the Colter Bay visitor center.

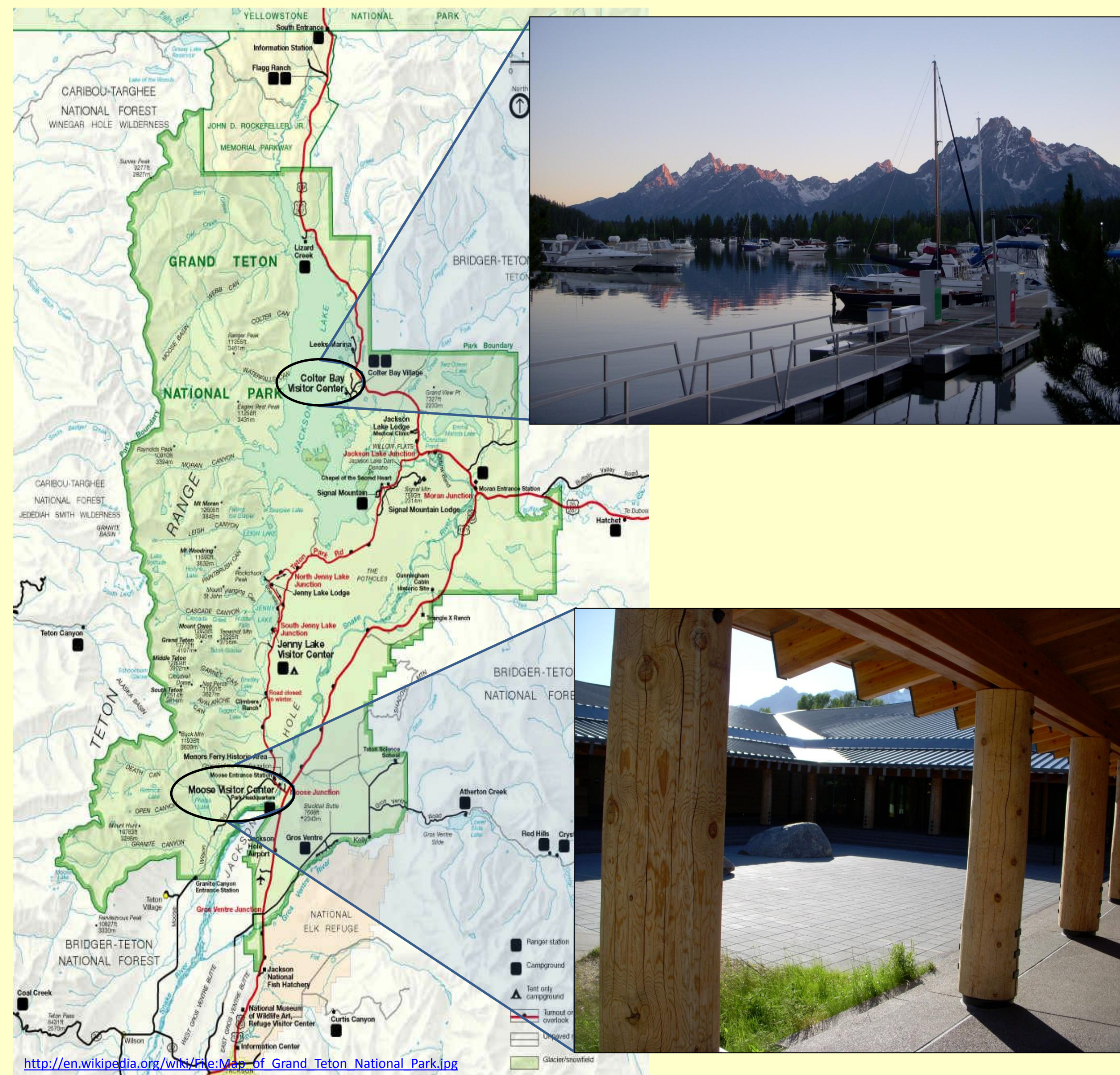
Methodology

Research was conducted with usage of four separate survey instrumentation in 2010; Micro-Survey of Colter Bay visitors, on-site interview surveys both at the Colter Bay and Moose facilities, at-home surveys, and interviews within the Colter Bay Indian Arts Museum. In summer 2011, researchers conducted parking lot usage by counting used and unused parking spots every hour on the hour for one week.



Implementation of Research

- Two researchers from Stephen F. Austin State University were enlisted for seven weeks during the summer of 2010 with a randomly assigned research schedule.
 - The researchers were assigned three days in Colter Bay, two days in Moose and one-half day at the Colter Bay Indian Arts Museum per week.
- At the Colter Bay recreation area, researchers randomly selected visitors to perform on-site interviews totaling 300, while conducting Micro-Surveys totaling 1,500 throughout the seven weeks
 - These 1,500 were then asked to receive at-home survey.
- While at the Moose recreation area, on-site surveys were conducted to willing visitors exiting the Moose Visitor Center.
 - Micro-Surveys were also conducted with visitors being asked to receive at-home surveys.
- Surveys performed at the Indian Arts Museum, located within the Colter Bay Visitor Center, were with the intention to ascertain more personal information by visitors pertinent to develop knowledge of visitors experience at the museum.
- Parking usage surveys in the summer of 2011 consisted of four researchers stationed for 1 week in Colter Bay.



How the Surveys Were Conducted

In order to conduct surveys at Colter Bay, researchers set up road signs to alert drivers that were exiting the main parking lot that a survey was taking place. Researchers then stopped cars at random to conduct Micro-Survey and on-site surveys (pictured below). Researchers corralled cars into designated parking slots in order to safely interview participants.

At the Moose location, researchers set up an interview booth table on the outside walkway of the Moose Visitor Center (above bottom picture). As visitors exited the visitor center they were asked at random to complete the on-site survey.

Within the Colter Bay Indian Arts Museum, researchers set up survey tables inside the museum and outside the entrance of the visitor center. As Visitors viewed the exhibits, they had the chance to come and talk to the researchers and take the survey. Also as visitors exited the visitor center, the researchers asked visitors at random to complete the survey.

Parking usage surveys, in the summer of 2011, consisted of four researchers for one week counting empty parking spaces and observing illegal parking situations throughout the Colter Bay area.



Summarizations of General Results

Results of the survey indicated that slightly more than half of the respondents had visited Grand Teton National Park in the past; however, the majority of the of the respondents had never visited Colter Bay (Table 1). The majority of the respondents were staying overnight in the park and entered and exited from the southern entrance in Jackson, Wyoming (Table 1).

Table 1. Summary of general results generated through the questionnaire produced and used in the Grand Teton Visitor Survey 2010-11.

| Characteristic | Percent |
|---|---------|
| First Trip to GTNP | |
| No | 56 |
| Yes | 44 |
| Trip Type | 76 |
| Overnight | |
| Day Only | 24 |
| GTNP Most Important Trip Destination | |
| No | 70 |
| Yes | 30 |
| Entrance into Park | |
| North Entrance | 41 |
| East Entrance | 14 |
| South Entrance | 45 |
| Exit from Park | |
| North Entrance | 38 |
| East Entrance | 11 |
| South Entrance | 50 |
| Visited Colter Bay on Trip | |
| No | 7 |
| Yes | 93 |
| Visited Colter Bay Visitor Center | |
| No | 24 |
| Yes | 76 |
| First Trip to Colter Bay | |
| No | 34 |
| Yes | 66 |
| Previous Visits to Colter Bay | 34 |



Summarization of the Usage of Colter Bay's Recreational Activities Results

Observation of nature was the highest activity at 504 counts while the lowest was the usage of jogging at 365 counts (Table 2). Jogging, hiking in backcountry, and horseback riding fell within 4 counts from each other (Table 2). Fishing and swimming tied at 380 counts while motorized boating and non-motorized boating tied at 378 counts (Table 2).

Table 2. Summary of results from the usage of recreational activities section of the Colter Bay questionnaire.

| Recreational Activities | Number |
|-------------------------|--------|
| Observing Wildlife | 497 |
| Observing Nature | 504 |
| Walking | 479 |
| Photography | 466 |
| Hiking Day Only | 433 |
| Camping | 419 |
| Picnicking | 408 |
| Visitor Center | 468 |
| Ranger Program | 391 |
| Museum | 446 |
| Cabins | 365 |
| Non-Motorized Boating | 378 |
| Fishing | 380 |
| Swimming | 380 |
| Hiking in Backcountry | 367 |
| Bicycling | 374 |
| Horseback Riding | 369 |
| Motorized Boating | 378 |
| Jogging | 365 |

Summarizations of Colter Bay Service Usage Results?

Results from the surveys indicated that the general store was used most often while the amphitheater was used the least often (Table 3). The restroom usage was the highest percentage with 76.4% while the water station was used the least at 2.4% (Table 4). The lake and trails were both used at the same frequency of 3 (Table 3) and the museum was used at 36.5% of the respondents (Table 4).

Table 3. Summary of results from the usage of the service facilities section of the Colter Bay questionnaire.

| Service | Frequency | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------------|--------------------|
| General store | 40 | 21.1 | 21.1 |
| Visitor Center | 31 | 16.3 | 37.4 |
| Showers | 30 | 15.8 | 53.2 |
| Campsite | 24 | 12.6 | 65.8 |
| Restaurant | 22 | 11.6 | 77.4 |
| Indian Arts Museum | 19 | 10.0 | 87.4 |
| Marina | 17 | 8.9 | 96.3 |
| Lake | 3 | 1.6 | 97.9 |
| Trails | 3 | 1.6 | 99.5 |
| Amphitheatre | 1 | .5 | 100.0 |
| Total | 190 | 100.0 | |

Summarizations of Colter Bay Parking Lot Usage

Results of the 2011 survey found that the current parking situation is inadequate to the current visitor usage. Due to the lack of parking slots available, illegal parking was highest by boat trailer parking. Parking spots in areas of high recreation typically remained over occupied throughout the day.

Table 4. Summary of results from the service facilities percentage section of the Colter Bay questionnaire.

| Services used at Colter Bay | Percentage |
|-----------------------------|------------|
| •Restroom | 76.4% |
| •Information Counter | 70.9% |
| •Bookstore | 55.1% |
| •Museum | 36.5% |
| •Ranger Program | 20.8% |
| •Permit Office | 9.8% |
| •Water Station | 2.4% |

