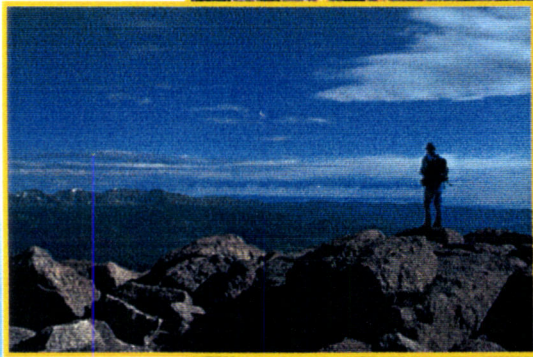




Rocky Mountain National Park Visitor Use Survey



Statistics compiled by USDI National Park Service
Socio-Economic Studies Division, Denver, Colorado

Prepared by Rocky Mountain National Park Division of Interpretation

121/140073



United States Department of the Interior
NATIONAL PARK SERVICE
Rocky Mountain National Park
Estes Park, Colorado 80517

IN REPLY REFER TO:

K38(ROMO)

March 7, 1997

Memorandum

To: Superintendent, Rocky Mountain National Park

From: Chief Park Interpreter, Rocky Mountain National Park

Subject: Visitor Use Survey - Summary Report

The graphic summary of the 1994 - 95 Visitor Use Survey developed by Dr. Ken Hornback, and then conducted at Rocky Mountain National Park is attached. Dr. Hornback set the scientific protocols to ensure the survey's reliability. The actual survey was conducted with volunteers interviewing nearly 4000 visitors on a random basis over a one year period. It is one of the largest surveys of this type conducted within the National Park Service. The results are considered very accurate, and may serve as a useful planning tool for you.

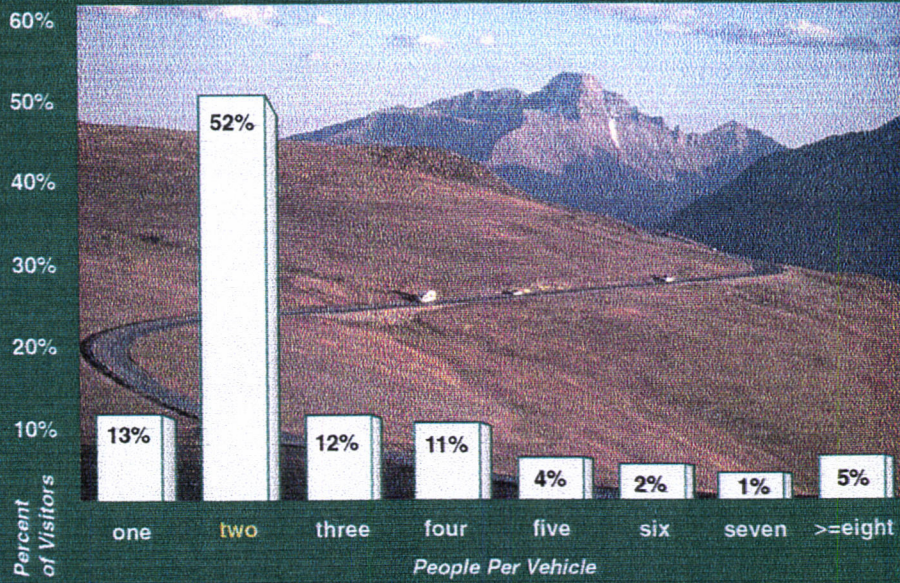
As program managers, we all ultimately are here to provide opportunities for visitors to learn about and enjoy the park. They are the *stockholders* of the national parks in one sense, and it is very important for us to get to know and understand the people we work for during the course of our efforts. As with any survey, we always seem to conclude that we needed to ask one or two questions more in order to better understand our visitors. Within the next year we will be considering another survey, so if you have any questions that you would like to have considered for inclusion in the next survey, please let me know.

The raw data from this survey is stored on a computer disc and includes a software program that enables us to combine various questions from the *survey instrument*, e.g. we can ask for the age profile of the survey respondents from Texas, California, or international visitors; or combine the data to show us how many visitors from Texas are interested in hiking etc., etc. If you are interested in further investigations of this sort please contact me, and I will be glad to lend the disc to you.

If you have any additional questions about the survey, or want to discuss it further, please don't hesitate to call me at x220 or drop in.

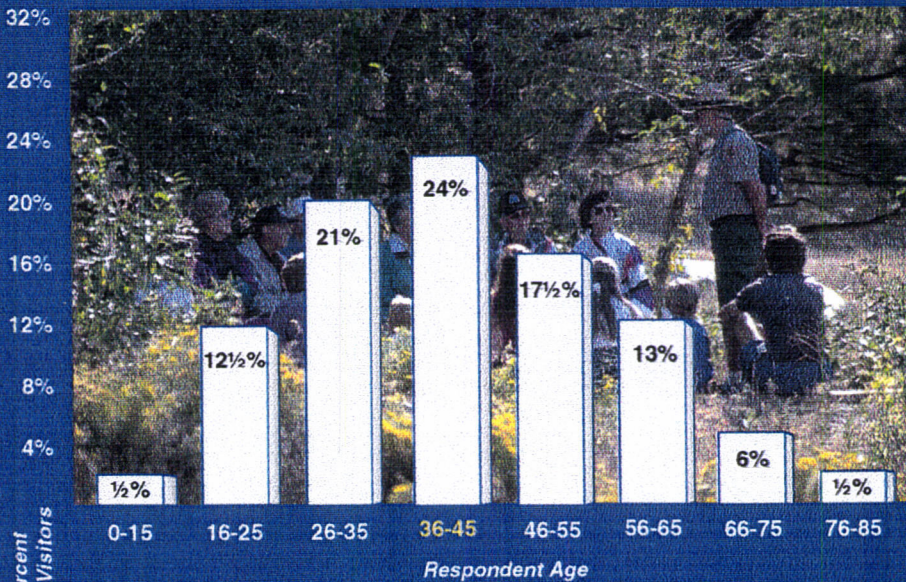
Attachment

Number of People Per Vehicle Entering Rocky Mountain National Park



Average number of visitors per vehicle: 2½

Age of Rocky Mountain National Park Visitors



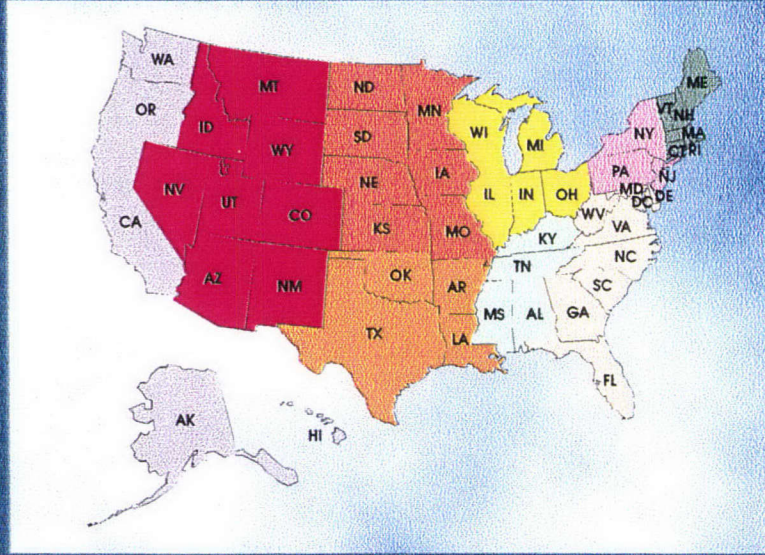
Average age of park visitors: 46

No response-5%

Rocky Mountain National Park
Visitor Use Survey



Rocky Mountain National Park United States Visitor Origin by Region

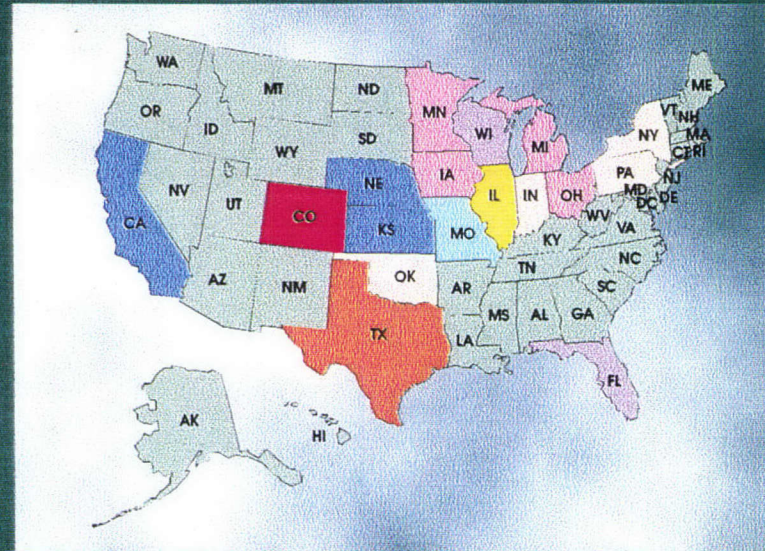


4%-Other Countries
5%-No Response

Rocky Mountain National Park
Visitor Use Survey

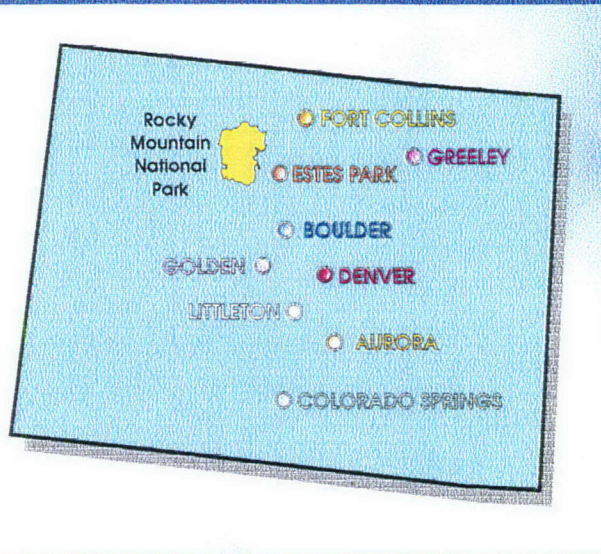
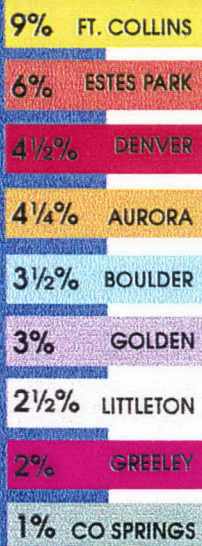


Rocky Mountain National Park Visitor Origin by State





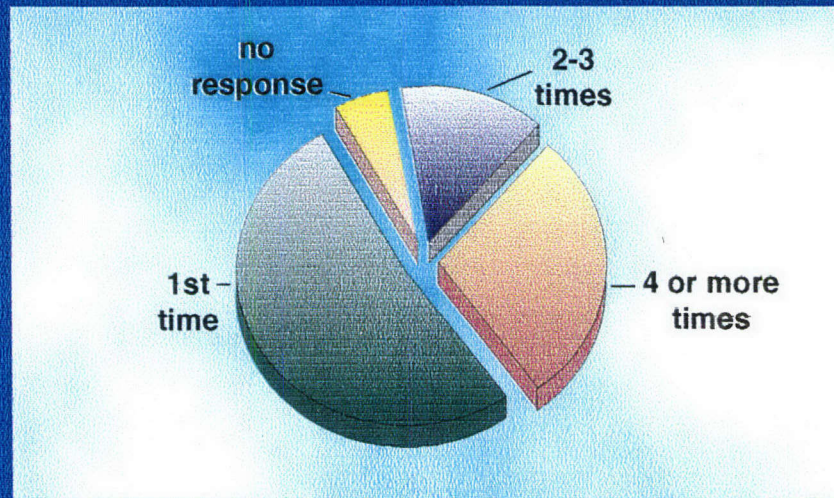
Rocky Mountain National Park Colorado Visitor Origin



38% of all park visitors come from Colorado.



Visits to Rocky Mountain National Park During Last 12 Months



50%

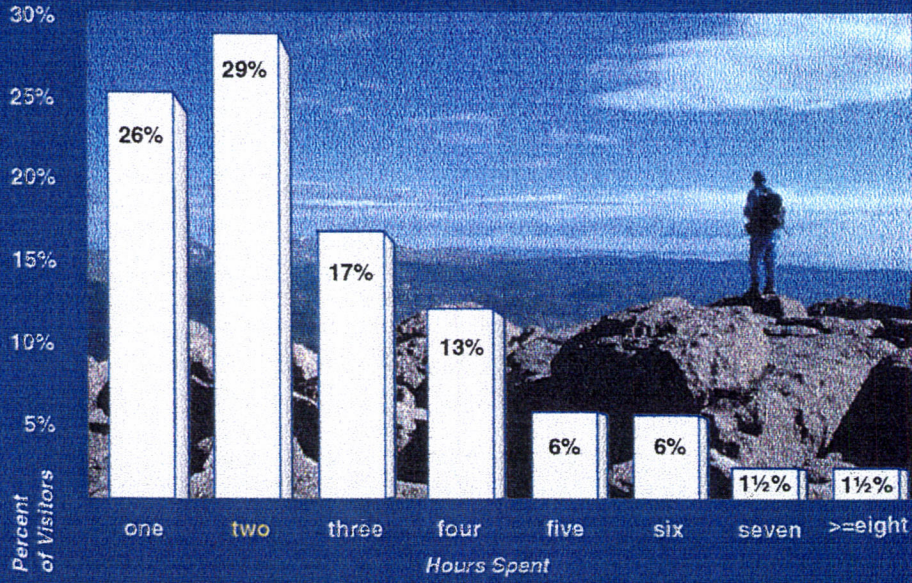
27%

18%

5%



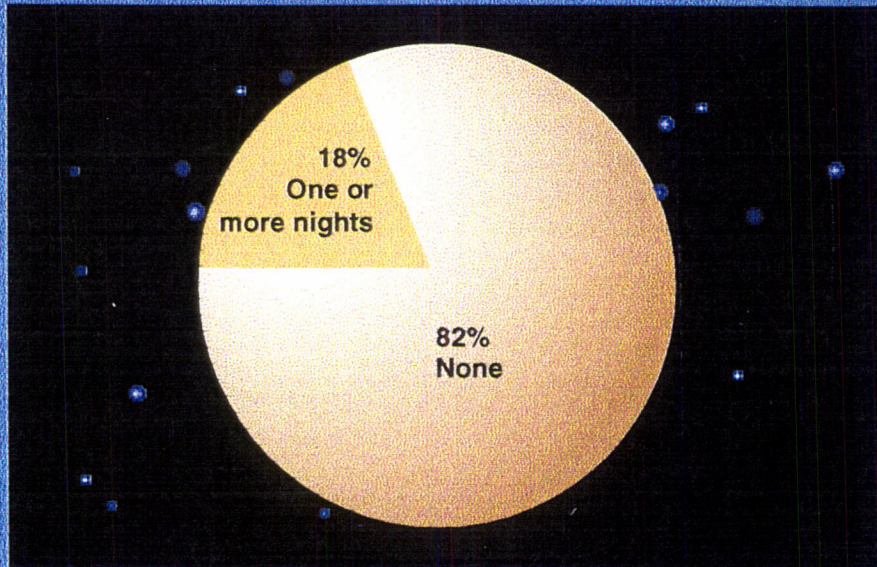
Hours Spent in Rocky Mountain National Park



Average length of stay for park visitors: 2 3/4 hours











Nights Spent in Rocky Mountain National Park



Most park visitors experience the park without staying overnight.

Main Visitor Activities in Rocky Mountain National Park

1. Enjoying natural scenery		73%
2. Photography		49%
3. Hiking		48%
4. Driving Trail Ridge Road		29%
5. Birdwatching		17%
6. Camping		14%
7. Climbing		5%
8. Other (fishing, horses, bicycling...)		34%

Most Important Features in Rocky Mountain National Park

1. Natural scenery	92% rated extremely important
2. Clean Air	87% rated extremely important
3. Clean Water	84% rated extremely important
4. Wildlife	83% rated extremely important
5. Tranquility	81% rated extremely important
6. Undeveloped Vistas	81% rated extremely important
7. Alpine Tundra	53% rated extremely important
8. Night Sky	58% rated extremely important



Visitors Participating in Rocky Mountain National Park Programs



1. Self Guided Trails

Yes-38%
No-55%
No response-7%



2. Evening Programs

Yes-8%
No-84%
No response-8%



3. Ranger Guided Walks

Yes-5%
No-87%
No response-8%



Visitors Using Rocky Mountain National Park Facilities



1. Park Publications

Yes-64%
No-30%
No response-6%



2. Wayside Exhibits

Yes-52%
No-41%
No response-7%










3. Visitor Centers/Museums

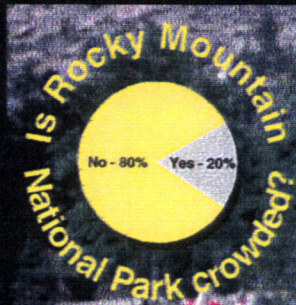
Yes-50%
No-44%
No response-6%



Visitor Opinion: Most Important Problems for National Parks

1. Funding		40%
2. Crowding		39%
3. Wildlife Management		4%
4. Air & Water Quality		3%
5. Boundaries		2%
6. Providing Visitor Services		2%
7. Noise		1%
8. Other and No Response		9%

Visitor Opinion: Crowding in Rocky Mountain National Park



Most crowded places in the park:

1. Roads and Parking	5.6%
2. Other Places	5.3%
3. Visitor Centers	3.8%
4. Everywhere	3.8%
5. Campgrounds	1.9%
6. Trails	.1%



Visitor Opinion: Most Acceptable Method of Restricting Vehicles in Rocky Mountain National Park

- | | |
|------------------------------------|-----|
| 1. Required Use of Shuttle Service | 51% |
| 2. Space-Available Entry | 23% |
| 3. Entry by Reservation Only | 20% |
| 4. No response | 6% |



Visitor Opinion: Impacts of Overflight Noise

- | | |
|---|----------------|
| 1. Park visitors affected by
tour helicopter overflights | Yes-81% |
| | No-14% |
| | No response-5% |



- | | |
|--|----------------|
| 2. Park visitors affected by
emergency helicopter overflights | Yes-17% |
| | No-78% |
| | No response-5% |