



Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project



Everglades National Park Visitor Study

Winter and Spring 2008



University of Idaho

Park Studies Unit
Visitor Services Project
Report 199



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November 2008

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**Visitor Services Project
Everglades National Park
Report Summary**

- This report describes the results of two visitor surveys at Everglades National Park. During the winter survey (February 26 – March 3), 1,094 questionnaires were distributed to visitor groups. Of those, 795 questionnaires were returned, resulting in a 72.7% response rate. A total of 647 questionnaires were distributed to visitor groups during the spring survey (April 29 – May 5). Of those, 370 questionnaires were returned, resulting in a 57.2% response rate. The combined response rate for both surveys is 66.9%.
 - This report profiles a systematic random sample of Everglades National Park visitors during these two survey periods. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
 - Fifty-one percent of winter visitor groups and 55% of spring visitor groups consisted of two people; 29% of winter visitor groups and 26% of spring visitor groups were in groups of four or more. Sixty percent of winter visitor groups and 69% of spring visitor groups were family groups.
 - Fifty-seven percent of winter visitors and 41% of spring visitors were in the 51-75 year age group. Seven percent of winter visitors and 12% of spring visitors were ages 15 years or younger. Seven percent of winter visitors and 5% of spring visitors were of Hispanic/Latino ethnicity. Ninety-eight percent of both winter and spring visitor groups were White. Forty-nine percent of winter visitors and 59% of spring visitors had visited the park once in their lifetime.
 - United States visitors during the winter survey were from 47 states and Washington, D.C. In the spring survey, visitors were from 34 states and Washington, D.C. States that had the highest proportions were Florida (32% winter, 45% spring), Pennsylvania (7% winter), California (8% spring), and Michigan (6% winter and 4% spring). International visitors during the winter survey were from 19 countries and comprised 20% of winter visitation. During the spring survey, international visitors were from 21 countries and comprised 46% of spring visitation.
 - Of the visitor groups who spent less than 24 hours visiting Everglades National Park, 47% of winter visitors and 49% of spring visitors spent five hours or more. Of the visitor groups that spent more than 24 hours visiting the park, 33% of winter visitor groups spent four or more days and 37% of spring visitor groups spent two days. The average length of stay in the park was 1.2 days for winter visitor groups and .6 day for spring visitor groups.
 - The most commonly visited sites for winter visitor groups were Shark Valley Visitor Center (43%), Royal Palm Anhinga Trail (38%) and Flamingo (33%). For spring visitor groups the most visited places were Royal Palm Anhinga Trail (38%), Flamingo (33%) and Ernest Coe Visitor Center (37%).
 - The most common self-guided activities in the park included nature viewing/birdwatching (75% winter, 75% spring), walking/hiking (74% winter, 71% spring), and photography/painting/drawing (55% winter, 59% spring). The most common guided activities included tram tour (45% winter, 38% spring), boat tour (34% winter, 47% spring) and airboat tour (32% winter, 42% spring).
 - Sixty-six percent of both winter and spring visitor groups stayed overnight away from home within Everglades National Park and/or in the surrounding area (Florida keys, Florida City, Homestead, Miami, Naples). The most common types of lodging used inside the park were tent camping in campground (43% winter, 38% spring) and RV/trailer camping (38% winter, 23% spring). The most common types of lodging used outside the park were lodges, hotels, cabins, rented condos, B&B, etc. (79% winter, 91% spring), residence of friends or relative (12% winter, 5% spring) and RV/trailer camping (9% winter and 5% spring).
-

Report Summary

(continued)

- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used visitor services and facilities by 734 winter visitor groups and 338 spring groups included visitor centers (75% winter, 78% spring), and park brochure/map (73% winter, 76% spring). The visitor services and facilities that received the highest combined proportions of “extremely important” and “very important” ratings by the winter visitor groups included campgrounds (94%, N=83) and tram tour ranger/guide (90%, N=199). The visitor services and facilities that received the highest combined proportions of “extremely important” and “very important” ratings by the spring visitor groups included tram tour ranger/guide (87%, N=70) and trailside exhibits (87%, N=122). The visitor services and facilities that received the highest combined proportions of “very good” and “good” quality ratings by winter visitor groups included ranger-led walks/talks (91%, N=114) assistance from visitor center staff (88%, N=389) and evening programs (88%, N=34). The visitor services and facilities that received the highest combined proportions of “very good” and “good” quality ratings by spring visitor groups included tram tour ranger/guided (97%, N=67), and assistance from visitor center staff (89%, N=191).
- The most used concession services and facilities by 732 winter visitor groups and 333 spring groups included restrooms (92% winter, 91% spring), gift shops (43% winter, 39% spring) and boat tours (23% winter, 29% spring). The concession services and facilities that received the highest combined proportions of “extremely important” and “very important” ratings by the winter visitor groups included restrooms (95%, N=653) and boat ramps (91%, N=54). The concession services and facilities that received the highest combined proportions of “extremely important” and “very important” ratings by the spring visitor groups included restrooms (91%, N=293) and boat tours (85%, N=94). The concession services and facilities that received the highest combined proportions of “very good” and “good” quality ratings by winter visitor groups included boat tours (84%, N=155) and canoe rentals (81%, N=40). The concession services and facilities that received the highest combined proportions of “very good” and “good” quality ratings by spring visitor groups included boat tours (83%, N=92) and picnic areas (72%, N=72).
- The average visitor group expenditures were \$810 per winter visitor group and \$938 per spring visitor group. The median visitor group expenditures (50% of groups spent more and 50% of groups spent less) were \$320 for the winter and \$343 in the spring. The per capita expenditures were \$354 per winter visitor and \$374 per spring visitor.
- Most visitor groups (84% winter, 82% spring) rated the overall quality of services, facilities, and recreational opportunities at Everglades National Park as “very good” or “good.” Two percent of both winter and spring visitor groups rated the overall quality as “very poor” or “poor.”

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INTRODUCTION

This report describes the results of two visitor studies at Everglades National Park. The first study was conducted during February 26 – March 3, 2008 (winter survey) and the second study during April 29 – May 4, 2008 (spring survey) by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit (PSU) at the University of Idaho.

Everglades National Park, the largest subtropical wilderness in the United States, boasts rare and endangered species. It has been designated a World Heritage Site, International Biosphere Reserve, and Wetland of International Importance, significant to all people of the world. (Everglades NHP website: www/nps.gov/ever, October 2008).

Everglades National Park is a subtle place where earth, water, and sky blend in a low green landscape; where mere inches of elevation produce distinct changes in vegetation; and where a great wealth of birds and other wildlife find refuge. For this is almost exclusively a biological park dedicated to the preservation of a complex and precisely ordered living mechanism. It lies at the interface between temperate and sub-tropical America, giving a rich diversity of species, many at the limit of their ranges (Everglades National Park information page <http://www.everglades.national-park.com>, October 2008).

Organization of the report

The report is organized into three sections.

Section 1: Methods. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: Results. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire.

Section 3: Appendices

Appendix 1: The *Questionnaire* is a copy of the original questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis* is a list of options for cross-references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias*, an explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications* is a complete list of publications by the PSU. Copies of these reports can be obtained by contacting the PSU office at (208) 885-7863 or visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>.

Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

1. The figure title describes the graph's information.
2. Listed on the legend of the graph, this shows the number of individuals or visitor groups responding to the question in each survey season.
 - “Winter” refers to the first survey period, February 26 – March 3, 2008.
 - “Spring” refers to the second survey period, April 29 – May 4, 2008.
 - If the number of respondents in either season (or both) is less than 30, “**CAUTION!**” is shown on the graph to indicate the results may be unreliable.
 - Asterisk (*) symbol(s) is added on the following occasions:
 - * appears when total percentages do not equal 100 due to rounding.
 - ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
3. Vertical information describes the response categories.
4. Horizontal information shows the proportion of respondents in each category.
5. In most graphs, percentages provide additional information.

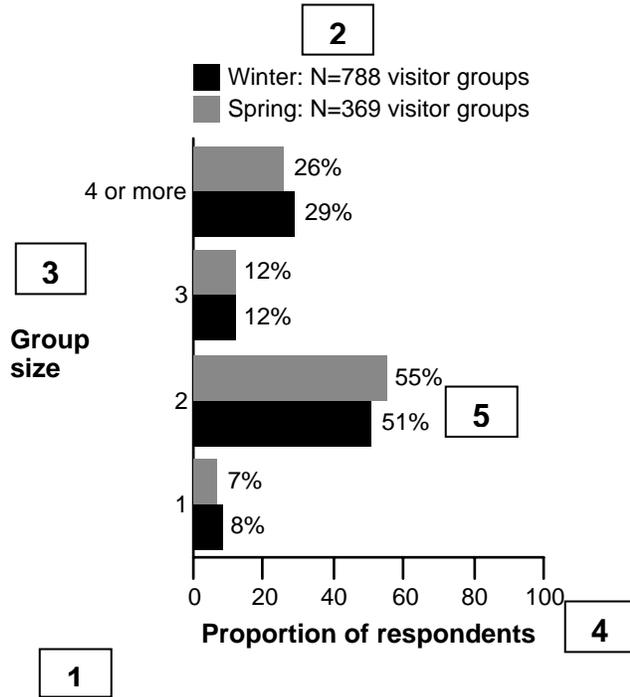


Figure 75: Number of people in personal group

METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Based on this methodology, the sample size was calculated based on park visitation statistics of previous years and recommendations from park staff.

Questionnaires were distributed to a systematic, random sample of visitor groups that arrived at Everglades National Park after a brief face-to-face interview. During the winter survey period, 1,094 questionnaires were distributed and 647 questionnaires were distributed during the spring survey period. Distribution locations are shown in Table 1.

Table 1: Questionnaire distribution locations

Location	Winter survey		Spring survey	
	N	% of the season	N	% of the season
Main Entrance	448	41	330	51
Caribbean Club	14	1	9	1
Gator Park	20	2	20	3
Shark Valley	264	24	100	15
Everglades Safari	20	2	20	3
Coopertown	15	1	14	2
Gulf Coast visitor center	272	25	120	19
Outdoor Resorts	22	2	14	2
Glades Haven	19	2	20	3
	1,094	100	647	99*

*total percentages do not equal 100 due to rounding

Questionnaire design

The Everglades National Park questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Everglades National Park. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Everglades National Park questionnaire. However, all questions followed OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported. The Winter and Spring questionnaires asked identical questions. In the Winter study, two versions of the questionnaire were distributed to visitors. In questions 5, 11, and 25 items were listed in alphabetical order in odd numbered questionnaires and in even numbered questionnaire items were listed in reverse order. Statistical tests showed that respondents were neither more nor less likely to leave items toward the ends of the questions unanswered, and therefore were not influenced by the order in which the items appeared.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers/email addresses to mail them a reminder/thank you postcard and follow-ups. Visitor groups were given a questionnaire, asked to complete it after their visit, and then return it by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized.

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study periods of February 26 – March 3 and April 29 – May 5, 2008. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather patterns during both studies were typical of Florida in that time of the year. The weather was cool (high's ranged from 60's to 80's) with variable clouds, sun and wind up to 20 miles per hour during the winter survey period. It was hot (high's in the 80's), sunny, occasionally cloudy and rainy, with wind up to 20 miles per hour during the spring survey period.

No special events occurred in the area that would affect the type and amount of visitation to the park.

RESULTS

Winter survey: 1,258 visitor groups were contacted and 1,094 of these groups (86.9%) accepted the questionnaire. Questionnaires were completed and returned by 795 visitor groups, resulting in a 72.7% response rate.

Spring survey: 677 visitor groups were contacted and 647 of these groups (95.6%) accepted the questionnaire. Questionnaires were completed and returned by 370 visitor groups, resulting in a 57.2% response rate.

Combining both seasons: The Everglades National Park visitor study questionnaire had 90% acceptance rate and 66.9% return rate.

Checking Non-response Bias

The two variables used to check non-response bias were age of the group member who actually completed the questionnaire and group size.

Appendix 3 provides more details of the non-response bias checking procedure. Tables 2a and 2b shows the summary of non-response bias tests for both winter and spring surveys. There were significant differences between non-respondents and respondents in both winter and spring surveys in terms of respondent age. However, there were insignificant differences in group size and group type in both winter and spring surveys. Since the unit of analysis is visitor group and the two variables that address group characteristics did not show significant difference between respondents and non-respondents, the non-response bias was judge to be insignificant in both studies.

Table 2a: Comparison of respondents and non-respondents age and group size

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Age (winter)	782	54.9	303	45.9	<0.001
Group size (winter)	788	2.9	299	2.9	0.896
Age (spring)	370	40.4	268	48.7	<0.001
Group size (spring)	369	2.8	273	2.9	0.336

**Table 2b: Comparison of respondents and non-respondents
Group type**

Group type	Winter February 26 - March 3		Spring April 29 - May 4	
	Respondent	Non-respondent	Respondent	Non-respondent
Alone	79	23	23	23
Family	473	180	253	161
Friends	151	65	70	63
Family and friends	27	74	23	26
Other	5	5	0	3
Chi-square p-value	0.342		0.079	

Group and Visitor Characteristics

Visitor group size

Question 18a

On this visit, how many people were in your personal group, including yourself?

Results

- As shown in Figure 1, most common visitor group sizes included:

Winter

- 51% groups of two
- 29% groups of four or more

Spring

- 55% groups of two
- 26% groups of four or more

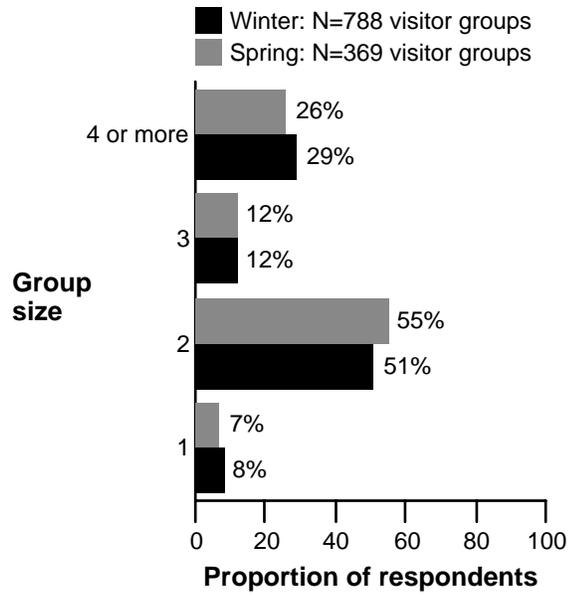


Figure 1: Group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor group type

Question 17

On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results

- As shown in Figure 2, visitor group types included:

Winter

60% Family
19% Friends

Spring

69% Family
19% Friends

- “Other” groups included:

Winter (1%)

- Fire Department group
- Business group
- Church group of senior citizens
- Fishing group
- Motorcycle group
- Sierra Club
- Tropical Audubon Society
- Tropical Trekkers Chapter of Florida Trail Association

- There were no “other” groups in the spring survey.

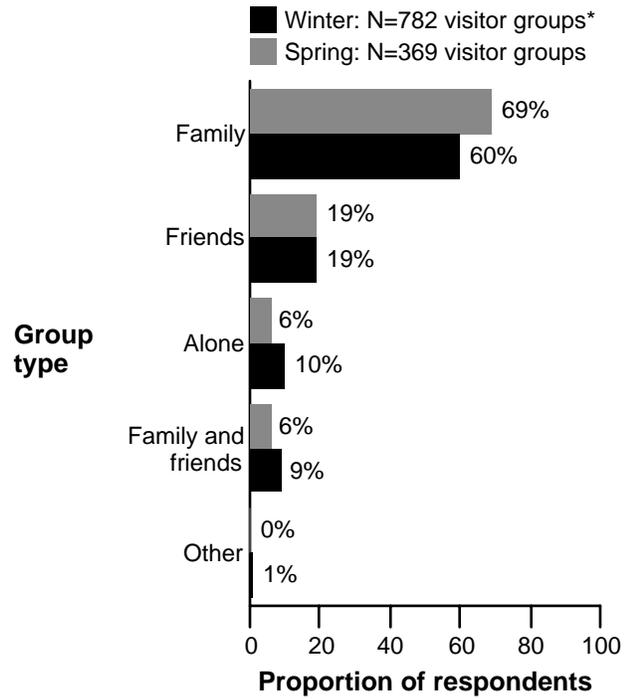


Figure 2: Group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 16a

On this visit, were you and your personal group part of a commercial guided tour group?

Results

- As shown in Figure 3, the proportion of visitor groups traveling with a commercial guided tour group was:

Winter 7%
Spring 3%

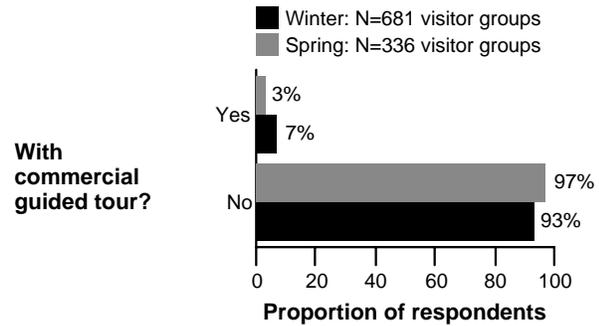


Figure 3: Commercial guided tour group

Question 16b

On this visit, were you and your personal group part of a school/educational group?

Results

- As shown in Figure 4, the proportion of visitor groups traveling with a school/educational group was:

Winter 2%
Spring 1%

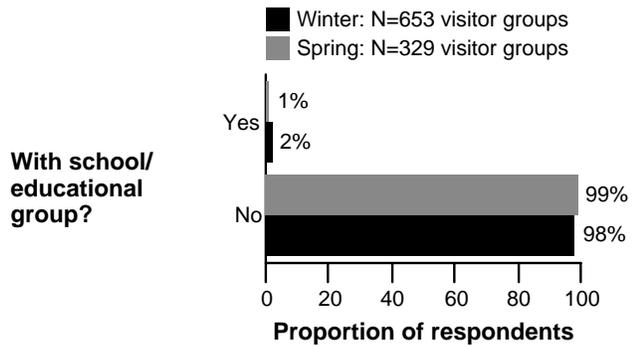


Figure 4: School/educational group

Question 16c

On this visit, were you and your personal group part of an other organized group (such as business group, scout group, etc.)?

Results

- As shown in Figure 5, the proportion of visitor groups traveling with an other organized group was:

Winter 3%
Spring 2%

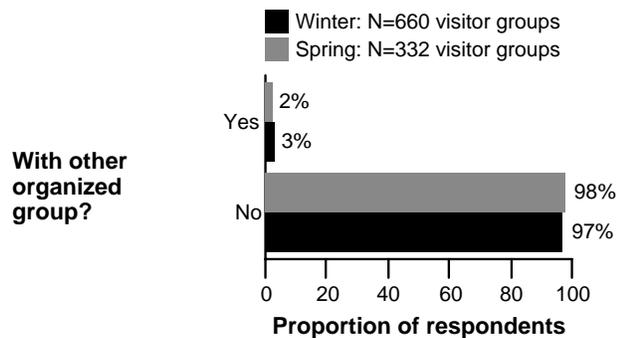


Figure 5: Other organized groups (such as business group, scout group, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 19b

For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

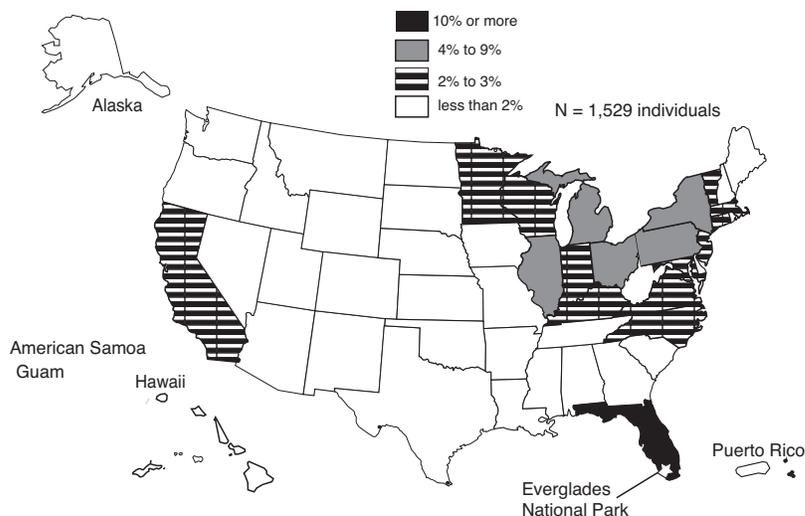
Results

- U.S. visitors comprised 80% of total visitation to the park in the winter survey (see Table 3a and Map 1).
- U.S. visitors to Everglades National Park in the winter survey came from 47 states and Washington, D.C., with the largest proportions from:

32% Florida
7% Pennsylvania
6% Michigan

Table 3a: United States visitors by state of residence (Winter)

State	Number of visitors	Percent of U.S. visitors N=1,529 individuals	Percent of total visitors N=1,902 individuals
Florida	483	32	25
Pennsylvania	100	7	5
Michigan	94	6	5
New York	72	4	4
Illinois	67	4	4
Ohio	56	4	3
Wisconsin	47	3	2
Massachusetts	44	3	2
Minnesota	43	3	2
Virginia	40	3	2
New Jersey	39	3	2
California	34	2	2
Maryland	31	2	2
Indiana	29	2	2
North Carolina	28	2	1
Vermont	28	2	1
Kentucky	25	2	1
Connecticut	23	2	1
Georgia	19	1	1
New Hampshire	19	1	1
27 other states and Washington, D.C.	208	14	11



Map 1: Proportions of United States visitors by state of residence (Winter)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 19b

For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

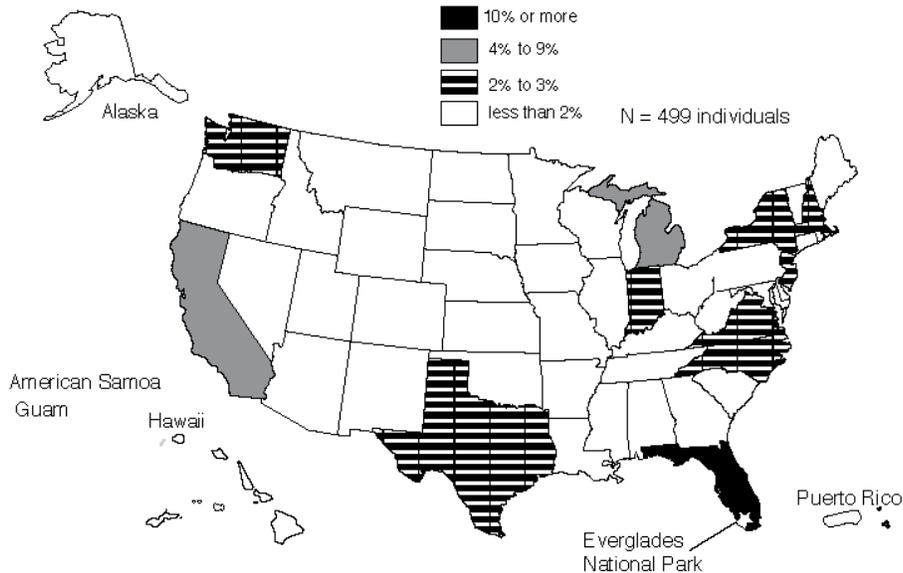
Results

- U.S. visitors comprised 54% of total visitation in the spring survey (see Table 3b and Map 2).
- U.S. visitors to Everglades National Park in the spring survey came from 34 states and Washington, D.C., with the largest proportions from:

- 45% Florida
- 8% California
- 4% Michigan

Table 3b: United States visitors by state of residence (Spring)

State	Number of visitors	Percent of U.S. visitors N=499 individuals	Percent of total visitors N=917 individuals
Florida	226	45	25
California	40	8	4
Michigan	18	4	2
New York	17	3	2
Texas	15	3	2
Virginia	15	3	2
New Jersey	14	3	2
Washington	14	3	2
Massachusetts	12	2	1
Indiana	10	2	1
New Hampshire	10	2	1
North Carolina	10	2	1
22 other states and Washington, D.C.	98	20	11



Map 2: Proportions of United States visitors by state of residence (Spring)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence

Question 19b

For you and your personal group, on this visit, what is your country of residence?

Table 4a: International visitors by country of residence (Winter)

	Country	Number of visitors	Percent of international visitors N=373 individuals	Percent of total visitors N=1,902 individuals
	Canada	80	21	4
	Germany	76	20	4
	United Kingdom	61	16	3
	France	58	16	3
	Netherlands	33	9	2
	Sweden	26	7	1
	Switzerland	6	2	<1
	Italy	5	1	<1
	Denmark	4	1	<1
	Colombia	3	1	<1
	Czech Republic	3	1	<1
	Finland	3	1	<1
	Ireland	3	1	<1
	Israel	3	1	<1
	Austria	2	1	<1
	Belgium	2	1	<1
	Norway	2	1	<1
	Slovenia	2	1	<1
	Australia	1	<1	<1

Note: Response was limited to seven members from each visitor group.

Results

- International visitors were from 19 countries and comprised 20% of total visitation to the park during the winter survey period.
- 21% of international visitors came from Canada (see Table 4a).
- 20% came from Germany.
- 16% came from United Kingdom.
- 16% came from France.
- Smaller proportions came from 16 other countries.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 19b

For you and your personal group, on this visit, what is your country of residence?

Table 4b: International visitors by country of residence (Spring)

Note: Response was limited to seven members from each visitor group.

Results

- International visitors from 21 countries and comprised 46% of total visitation to the park during the spring survey period.
- 36% of international visitors came from Netherlands (see Table 4b).
- 23% came from Germany.
- 12% came from the United Kingdom.
- Smaller proportions came from 15 other countries.

Country	Number of visitors	Percent of international visitors N=418 individuals	Percent of total visitors N=917 individuals
Netherlands	149	36	16
Germany	98	23	11
United Kingdom	49	12	5
Canada	36	9	4
France	31	7	3
Denmark	11	3	1
Switzerland	9	2	1
Belgium	6	1	1
Italy	5	1	1
Australia	4	1	<1
Czech Republic	4	1	<1
Sweden	3	1	<1
Iceland	2	<1	<1
Russia	2	<1	<1
South Africa	2	<1	<1
Spain	2	<1	<1
Austria	1	<1	<1
Estonia	1	<1	<1
Finland	1	<1	<1
New Zealand	1	<1	<1
Norway	1	<1	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to Everglades NP, past 12 months

Question 19c

For you and your personal group, how many times have you visited Everglades National Park in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- As shown in Figure 6, the proportion of visitors who had visited the park once in the past 12 months was:

Winter 72%
Spring 80%

- The proportion of visitors who had visited the park two times in the past 12 months was:

Winter 12%
Spring 10%

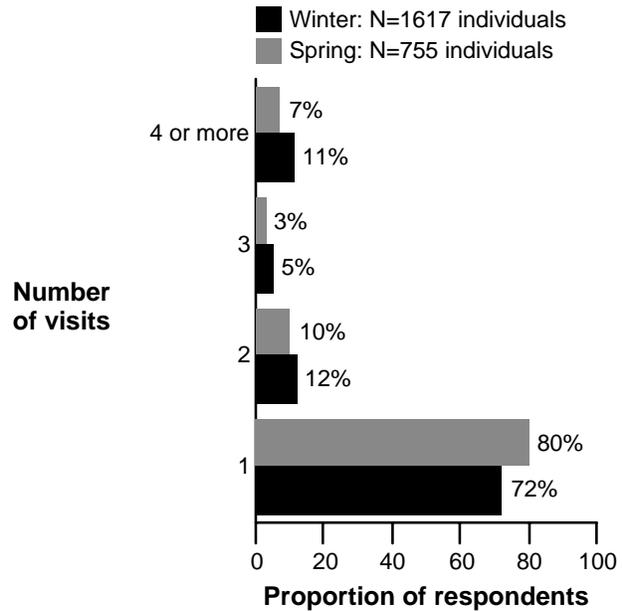


Figure 6: Number of visits to park, past 12 months

Number of visits to Everglades NP, lifetime

Question 19d

For you and your personal group, how many times have you visited the Everglades National Park in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- As shown in Figure 7, the proportion of visitors who had visited the park once in their lifetime was:

Winter 49%
Spring 59%

- The proportion of visitors who had visited the park four or more times in their lifetime was:

Winter 26%
Spring 19%

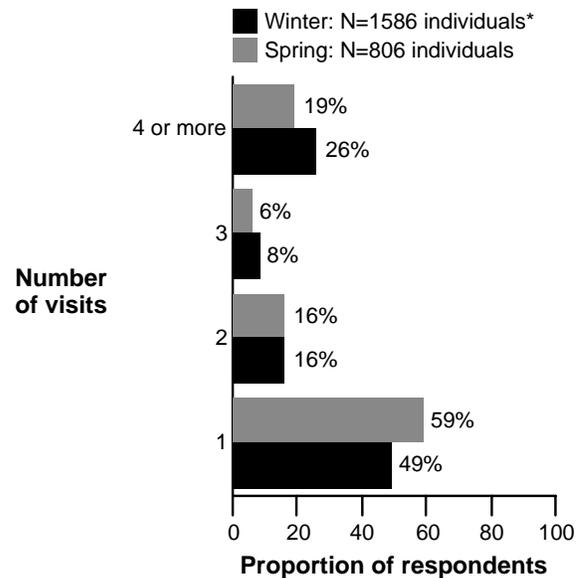


Figure 7: Number of visits to park, lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 19a
 For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from:

Winter: 1–94 years
 Spring: 1–90 years

- As shown in Figure 8, visitor age groups included:

Winter
 57% 51-75 years
 7% 15 years or younger

Spring
 41% 51-75 years
 12% 15 years or younger

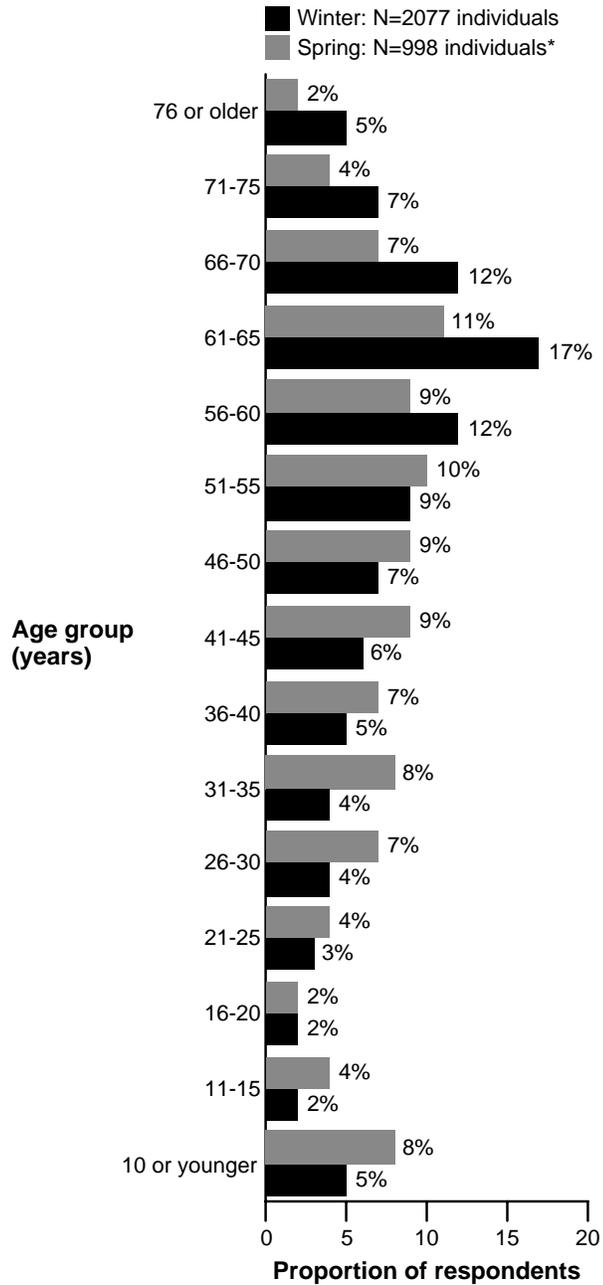


Figure 8: Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor ethnicity

Question 21

Are you or members of your personal group Hispanic or Latino?

Note: Response was limited to seven members from each visitor group.

Results

- As shown in Figure 9, the proportion of Hispanic or Latino visitors was:

Winter 7%
Spring 5%

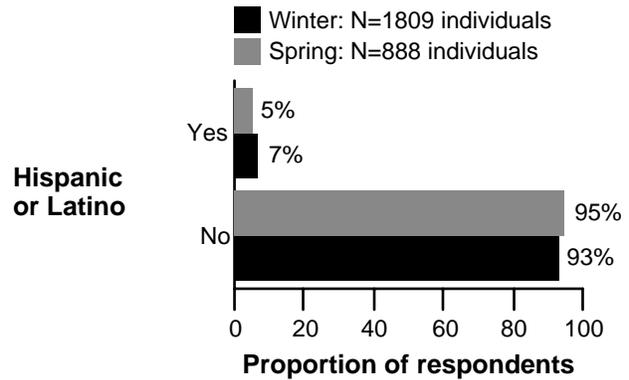


Figure 9: Ethnicity

Visitor race

Question 22

What is your race? What is the race of each member of your personal group?

Note: Response was limited to seven members from each visitor group.

Results

- As shown in Figure 10, the most common race represented among Everglades National Park visitors was:

White
Winter 98%
Spring 98%

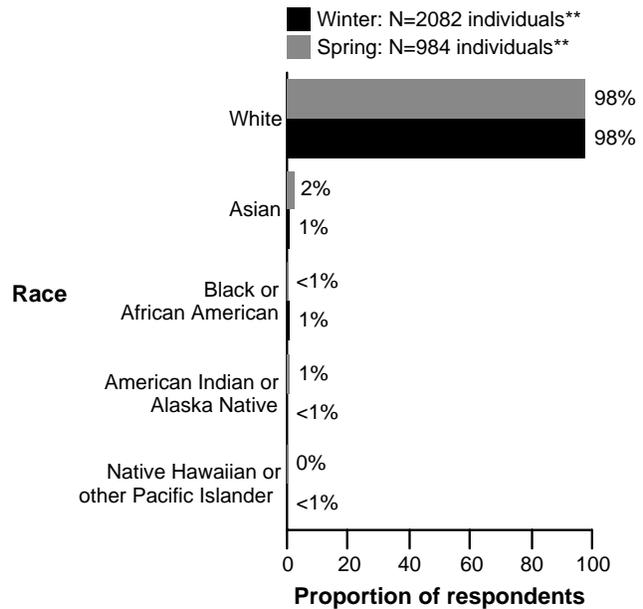


Figure 10: Race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Language used

Question 8a

Which one language do you and members of your personal group primarily use to communicate with each other?

Results

- As shown in Figure 11, the proportion of visitor groups that used English as a primary language was:
 - Winter 87%
 - Spring 66%
- Table 5 shows the other languages used by visitor groups to communicate within their group.

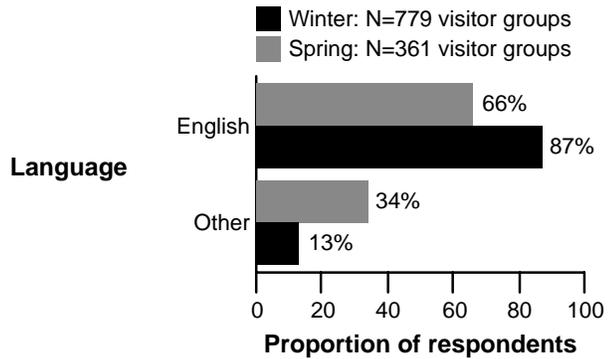


Figure 11: Language used for communication

Table 5: Languages used within the group

Language	Winter N=99 visitor groups*		Spring N=122 visitor groups*	
	N	%	N	%
German	35	35	43	35
French	26	26	15	12
Dutch	11	11	41	34
Spanish	5	5	4	3
Swedish	4	4	1	1
Danish	3	3	2	2
Czech	2	2	2	2
Hebrew	2	2	0	0
Japanese	2	2	0	0
Russian	2	2	1	1
Swahili	2	2	0	0
Finish	1	1	0	0
Italian	1	1	3	2
Norwegian	1	1	0	0
Chinese	0	0	1	1
Estonian	0	0	1	1
Korean	0	0	1	1
Romanian	0	0	1	1
Thai	0	0	1	1
Bilingual group				
English/Spanish	1	1	2	2
English/Romanian	1	1	0	0
English/Dutch	0	0	1	1
English/German	0	0	1	1
Icelandic/English	0	0	1	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 8b

When visiting an area such as Everglades National Park, what one language do you and most members of your personal group prefer to use for speaking?

Results

- As shown in Figure 12, the proportion of visitor groups that used English as a primary language for speaking was:

Winter 95%
Spring 87%

- Table 6 shows the other languages visitor groups used for speaking.

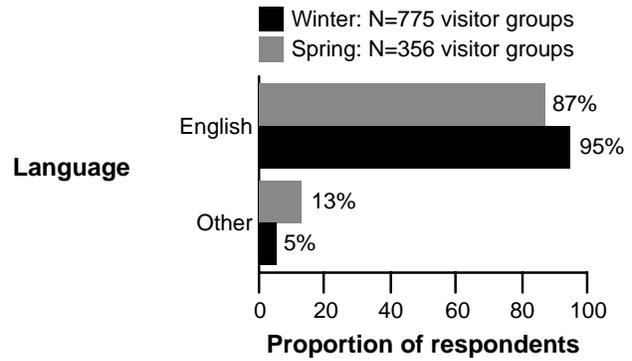


Figure 12: Preferred language for speaking

Table 6: Preferred languages for speaking

Language	Winter N=39 visitor groups*		Spring N=45 visitor groups*	
	N	%	N	%
French	15	38	9	20
German	14	36	21	47
Dutch	2	5	4	9
Spanish	2	5	3	7
Hebrew	1	3	0	0
Italian	1	3	1	2
Japanese	1	3	0	0
Swedish	1	3	0	0
Chinese	0	0	1	2
Danish	0	0	1	2
Bilingual group				
English/Spanish	1	3	2	4
Spanish/German	1	3	0	0
English/German	0	0	3	7

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 8c

When visiting an area such as Everglades National Park, what one language do you and most members of your personal group prefer to use for reading?

Results

- As shown in Figure 13, the proportion of visitor groups that used English as a primary language for reading was:

Winter 96%
Spring 87%

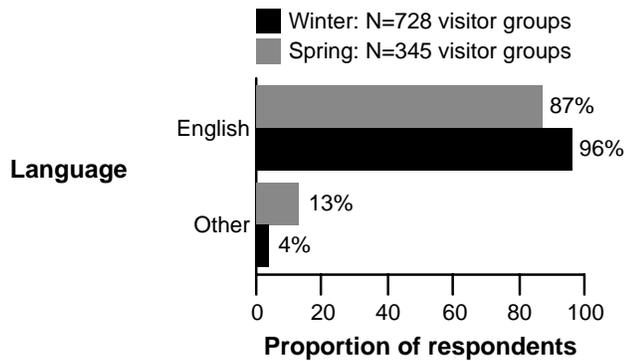


Figure 13: Preferred language for reading

- Table 7 shows the other languages visitor groups used to for reading.

Table 7: Preferred languages for reading

Language	Winter N=31 visitor groups*		Spring N=44 visitor groups*	
	N	%	N	%
French	12	39	11	25
German	11	35	19	43
Dutch	2	6	5	11
Swedish	2	6	0	0
Japanese	1	3	0	0
Spanish	1	3	2	5
Chinese	0	0	1	2
Italian	1	3	1	2
Bilingual group				
English/Spanish	1	3	1	2
English/German	1	3	2	5
English/Dutch	0	0	1	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 8d

In your opinion, what services in the park need to be provided in languages other than English?

Results

- As shown in Figure 14, the proportion of visitor groups that preferred any services in languages other than English was:

Winter 86%
Spring 85%

- Tables 8a and 8b show the services visitor groups preferred in languages other than English.

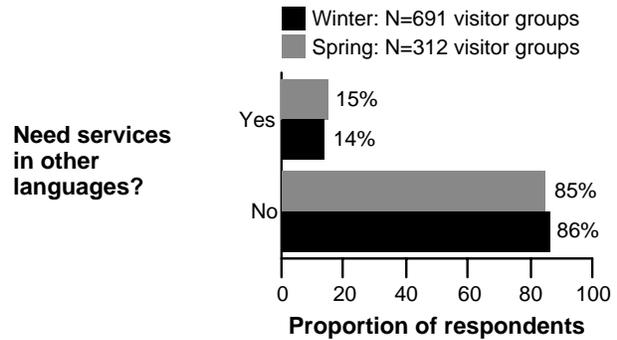


Figure 14: Preferred services in languages other than English

Table 8a: Preferred services in languages other than English (Winter)
N=117 comments;
some visitor groups made more than one comment.

Service	Number of times mentioned
Safety information	11
All services	9
Signage	9
Restrooms	8
Brochures	5
Directions/directional signs	5
Interpretive signs	5
Guided tours	4
Guides	4
Emergency information	3
General information	3
Maps	3
Park information	3
Animal safety	2
Food	2
Information at visitor centers	2
Information on the ecosystem	2
Rules and regulations	2
Tram tours	2
Audio tour	1
Bigger signs stating there is no food/beverages in park	1
Bio-historical information	1
Cards	1
Cater to foreign visitors	1
Customer services	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 8a: Preferred services in languages other than English (Winter)
(continued)

Service	Number of times mentioned
Description of sites	1
Displays	1
Documentation	1
Educational information	1
Information at all main stops	1
Information on history of the area	1
Information over the phone	1
Interpretive services	1
Latin names of animals	1
Overnight lodging	1
Personnel	1
Posters	1
Rental/information booth	1
Restaurants	1
Road book of the visit	1
Road signs	1
Self guided tours	1
Signs about eating and drinking on trails	1
Tourist services	1
Tours	1
Trail signs	1
Transcripts for the hearing impaired	1
Translations	1
Trip planning	1
Videos	1
Visitor center exhibits	1
Visitor center signs	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 8b: Preferred services in languages other than English (Spring)

N=52 comments;
some visitor groups made more than one comments.

Service	Number of times mentioned
Map	4
Boat tours	3
Brochures	3
Guided tours	3
Information in the visitor centers	3
Safety signs	3
All services	2
Audio tours	2
Description of the tour/program	2
Reading material	2
Restrooms	2
Signage	2
Documentation	1
Emergency information	1
Food	1
Guide books	1
Information for children	1
Information on dockings	1
Names of birds	1
Overview about attractions	1
Roadways	1
Staff	1
Tours	1
Wilderness permit self-registration forms	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with disabilities/impairments

Question 20a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- As shown in Figure 15, the proportion of visitor groups that had members with a physical condition was:

Winter 5%
Spring 5%

Have physical condition?

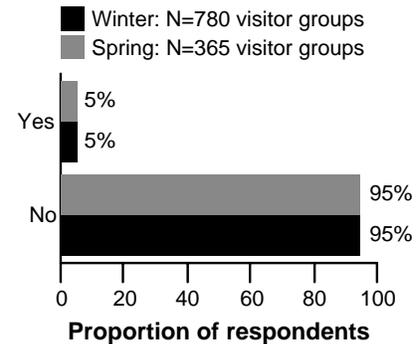


Figure 15: Visitors with difficulty accessing/participating in activities or services

Question 20b

If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in?

Results – Interpret with CAUTION!

- Twenty-eight winter visitor groups and ten spring visitor groups responded to this question. Table 9 shows the activities and services visitor groups could not access or participate in.

Table 9: Activities/services visitor groups could not access/participate in

N=31 comments (Winter); N=10 comments (Spring); some visitor groups made more than one comment.

Activity/service	Number of times mentioned	
	Winter	Spring
Hiking/walking	10	6
Access to tram	5	-
Steps	2	-
Bicycling	1	2
Canoeing	1	1
All activities	1	-
Bookstore on second floor	1	-
Elevator at Flamingo was out of order	1	-
Exhibits	1	-
Hearing tram tour guide	1	-
Long walk to restrooms	1	-
Mahogany trail won't work with wheelchairs	1	-
Picnicking on uneven ground	1	-
Ranger led walks	1	-
Smoke breaks	1	-
Standing	1	-
Tour boat	1	-
Steep boat ramps	-	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 20c

Because of the physical condition, what specific problems did the person(s) have?

Results – Interpret with **CAUTION!**

- Not enough visitor groups during the spring survey period answered the question to provide reliable data.
- “Other” types of disabilities/ impairments were (see Figure 16):

Winter (3%)

Slow moving

Spring (13%)

Just not up to much activity

Physical difficulty

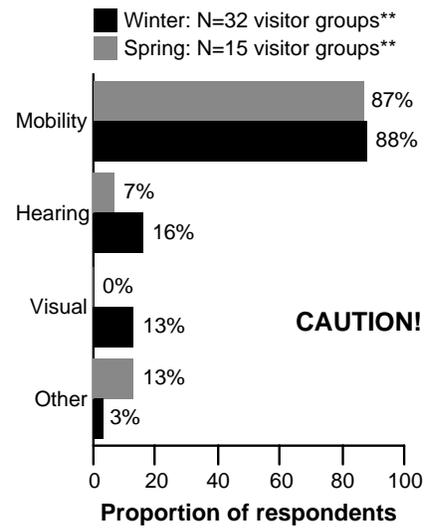


Figure 16: Type of disabilities/impairments

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information obtained from the park website

Question 1a

Did you and your personal group obtain information from the park website (<http://www.nps.gov/ever>) to plan your trip to Everglades National Park?

Results

- As shown in Figure 17, the proportion of visitor groups who obtained information from the park website:

Winter 31%
Spring 27%

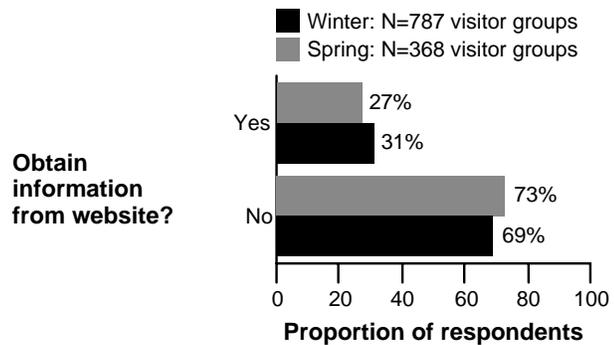


Figure 17: Visitor groups who obtained information from the park website

Question 1b

Overall, how would you rate the quality of information provided on the park website?

Results

- As shown in Figure 18, the combined proportions of visitor groups that rated the overall quality as “very good” or “good” were:

Winter 74%
Spring 77%

- Visitor groups that rated the overall quality as “very poor” or “poor” were:

Winter 4%
Spring 2%

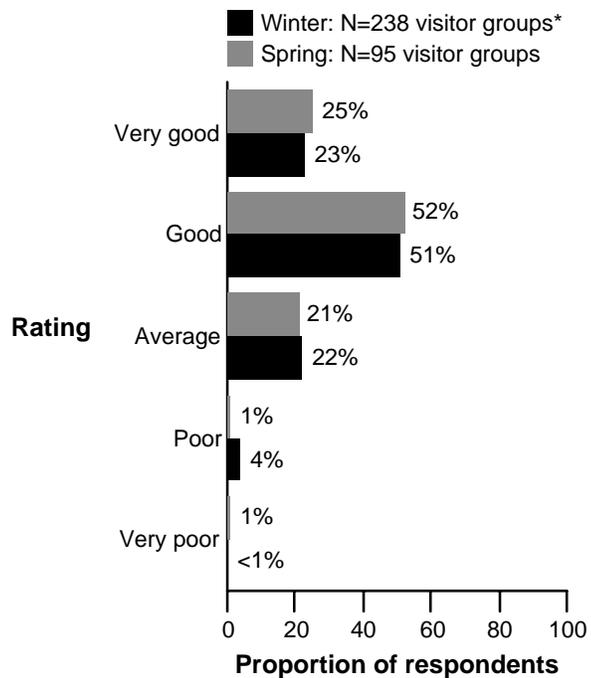


Figure 18: Quality of information provided on the park website

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

Did you find the information that you needed on the park website?

Results

- 76% of winter visitor groups and 85% of spring visitor groups received the information they needed from the park website (see Figure 19).

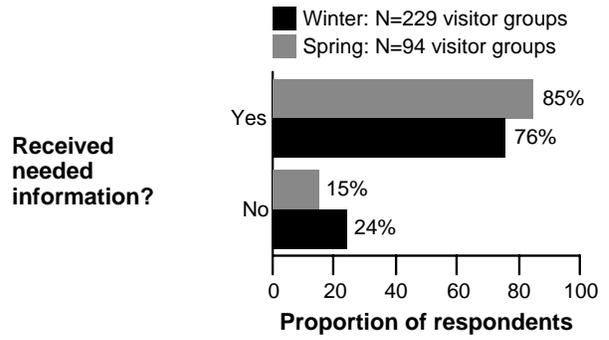


Figure 19: Visitor groups that obtained needed information from the park website

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1d

If NO, what type of information did you and your personal group need that was not available on the park website?

Results

- Additional information that winter visitor groups (N=44) listed as “not available” were:

Trails
Lodging
Ranger-led walks/programs
Tram schedule and cost
Features of different park areas
Boat tour schedule
Directions to Shark Valley
Backcountry campsite availability
Better directions
Boat launch services
Campground reservation system
Campsite availability
Detailed maps
Distance between sites
Facility information
Fishing regulations
Flamingo City information
Gas station details
Hikes
Kayak rental
Location of real park entrance
Natural history
Nesting anhinga status
Park information
Parking
Phone numbers
Rental information
Reservation system
RV campground location
Site seeing in Florida Keys
Tide information
Time/distance between entrances
Trail difficulty
Transportation
Trip planning
Wildlife

Interpret results with **CAUTION!**

- Additional information that spring visitor groups (N=10) listed as “not available” were:

Bike rental rates
Current trail conditions
Did not know Shark Valley was in park
Guided tour information
Information on water restoration efforts
Location of park trails
Park map - website was down
Schedules, prices, locations, all info was very unclear
Tide chart, current conditions of Hells Bay Canoe Trail,
Mosquitoes and weather information for May
Tram prices
Tram schedule
Weather information for May

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting

Question 2

On this trip, what was the primary reason that you and your personal group visited south Florida?

Results

- As shown in Figure 20, the proportion of visitors who were year-round residents of south Florida was:

Winter 17%
Spring 16%

- As shown in Figure 21, the primary reason for visiting south Florida for visitors who were not residents of the area included:

Winter

25% Visit Everglades National Park
19% Visit friends/relatives in the area
12% Other

Spring

24% Visit other attractions in the area
21% Visit Everglades National Park
19% Other

- Tables 10a and 10b show the “other” primary reasons for visiting south Florida.

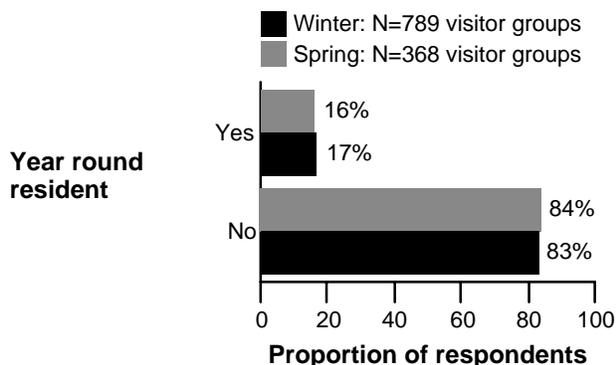


Figure 20: Year round residents of south Florida

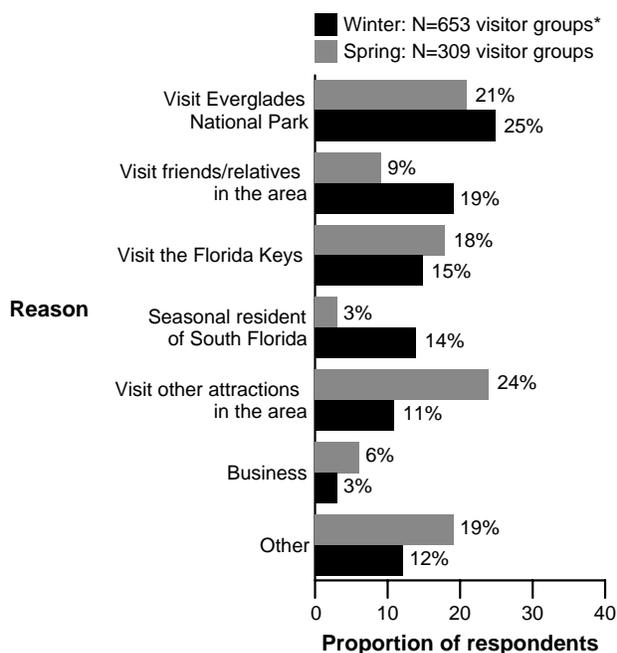


Figure 21: Primary reason for visiting south Florida

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 10a: “Other” primary reason for visit to south Florida
(Winter)**

N=56 comments

Reason	Number of times mentioned
Cruise	19
Vacation	18
Weather	8
Fishing	6
Touring/visiting Florida	6
Birding	5
Time share	2
Alumni event	1
Anniversary	1
Arrived at Miami airport	1
Baseball	1
Beaches	1
Daytona Bike week	1
Dolphin swim	1
Elderhostel	1
Everglades City	1
Extended stay	1
Habitat for Humanity volunteer	1
Rest and relax	1
Snowbirds	1
Spring training	1
Touring Florida	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 10b: “Other” primary reason for visit to south Florida
(Spring)**

N=60 comments

Reason	Number of times mentioned
Vacation	13
Touring Florida	12
Cruise	8
Fishing	6
Part of larger trip	4
Birding	2
Family trip	2
Airline flight delay	1
Attend graduation	1
Fishing tournament	1
Military	1
Motorcycle ride	1
Pilot training	1
See theme parks in Orlando	1
Time share	1
Touring	1
Touring East Coast	1
Visit Hollywood Beach	1
Visit Naples	1
Visit Puerto Rico	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of vehicles used to enter the park

Question 18b

On this visit, how many vehicles did you and your personal group use to enter the park?

Results

- As shown in Figure 22 the proportion of visitor groups who used one vehicle to enter the park during this visit was:

Winter 92%
Spring 94%

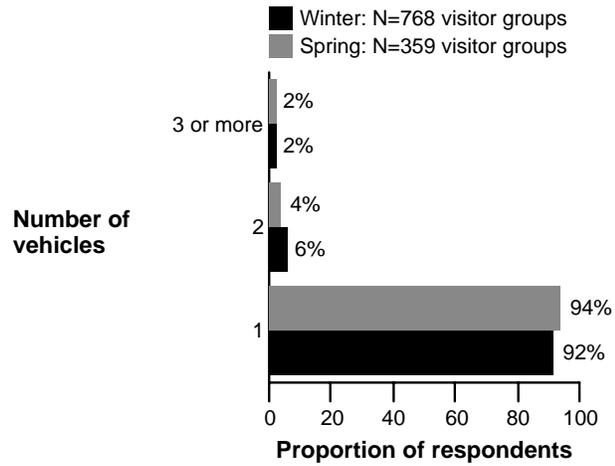


Figure 22: Number of vehicles used to enter the park

Number of park entries

Question 18c

On this visit, how many times did you and your personal group enter Everglades National Park?

Results

- As shown in Figure 23, the number of times visitor groups entered the park included:

Winter
61% One entry
20% Two entries

Spring
66% One entry
19% Two entries

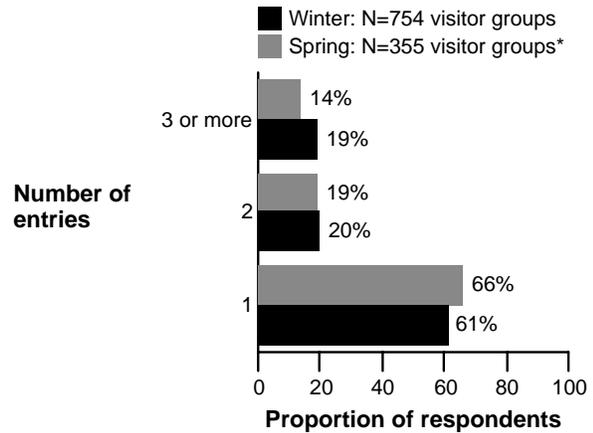


Figure 23: Number of entries into the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overnight stays

Question 3e

If you stayed outside the park, in what town/city did you and your group stay?

Results

- 70% of winter visitor groups and 61% spring visitor groups that stayed outside the park replied to this question.
- Tables 12a and 12b show the towns/cities in which visitor groups stayed.

Table 12a: Town/city outside the park (Winter)

N=527 comments

Town/city	Number of times mentioned
Naples	80
Florida City	79
Miami	54
Everglades City	48
Homestead	48
Key West	34
Key Largo	31
Fort Lauderdale	10
Marathon	10
Marco Island	9
Bonita Springs	8
Islamorada	8
Miami Beach	7
Chokoloskee	5
Fort Meyers	5
Doral	4
Florida Keys	4
South Beach	4
Weston	4
South Miami	3
Big Cypress	2
Big Pine Key	2
Collier	2
Collier-Seminole State Park	2
Coral Gables	2
Cutler Ridge	2
Davie	2
Fort Myers	2
Fort Myers Beach	2
Hollywood	2
Long Key	2
Seminole	2
Sugarloaf Key	2
Acadia	1
Bahia Honda Key	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 12a: Town/city outside the park (Winter)

(continued)

Town/city	Number of times mentioned
Biscayne	1
Bonito Beach	1
Bremerton	1
Chokoloskee Island	1
Coconut Grove	1
Cutler Bay	1
Dania Beach	1
Daytona	1
Elliott Key	1
Estero	1
Goodland	1
Grassy Key	1
Imokallee	1
Kendall	1
Key Biscayne	1
Little Torch Key	1
Loop Rd	1
Lulu Island	1
Matecumbe Key	1
Miami Airport	1
Miami Shores	1
North Ft Meyers	1
Palm Beach	1
Palmetto Bay	1
Pembroke Pines	1
Pinecrest	1
Pinecrest (Rt 41) Loop Rd	1
Plantation	1
Pompano Beach	1
Port Charlotte	1
Port Everglades	1
Punta Gorda	1
Ramrod Key	1
Redland	1
Rotunda	1
Round Key	1
Sanibel	1
Sebring	1
Seminole Reservation	1
Sunny Isles Beach	1
Tarpon Springs	1
Tavernier	1
Venice	1
West Palm	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 12b: Town/city outside the park (Spring)

N=308 comments

Town/city	Number of times mentioned
Miami	53
Florida City	43
Naples	41
Key West	33
Key Largo	23
Everglades City	17
Homestead	17
Marathon	11
Miami Beach	8
Florida Keys	6
Hollywood	4
Orlando	4
Bonita Springs	3
Doral	3
Islamorada	3
Marathon Key	3
Coral Gables	2
Fort Lauderdale	2
Fort Myers	2
Kendall	2
Key Largo	2
Palm Beach	2
Sanibel	2
South Beach	2
Weston	2
Aso	1
Cape Coral	1
Clewiston	1
Coconut Grove	1
Cooper City	1
Dania Beach	1
Fort Myers Beach	1
John Pennekamp State Park	1
Key Colony	1
Lauderdale-by-the-Sea	1
Marco Island	1
Midway Campground	1
Sarasota	1
Sunny Isles	1
Tampa	1
Tavernier	1
Westin	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 3a

On this trip, did you and your personal group stay overnight, away from your permanent residence, within Everglades National Park and/or in the surrounding area (Florida Keys, Florida City, Homestead, Miami, Naples)?

Results

- 66% of both winter and spring visitor groups stayed overnight away from home within Everglades National Park and/or the surrounding area (see Figure 24).

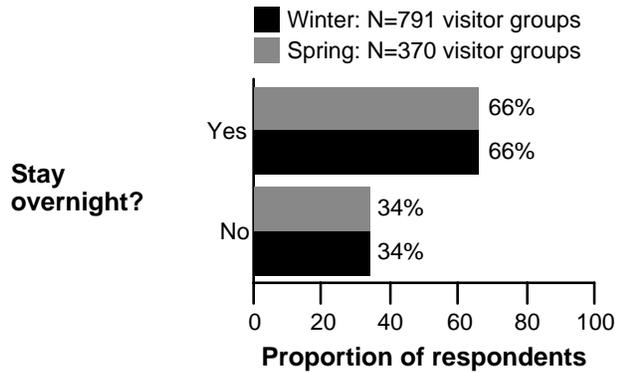


Figure 24: Overnight stay away from home in Everglades National Park and/or the surrounding area

Question 3b

If YES, please list the number of nights you and your personal group stayed in Everglades National Park and/or in the surrounding area.

Number of nights inside Everglades National Park

Results

- As shown in Figure 25, the number of nights visitor groups spent in the park included:

Winter

- 42% Four nights or more
- 23% One night
- 22% Two nights

Spring

- 50% One night
- 35% Two nights

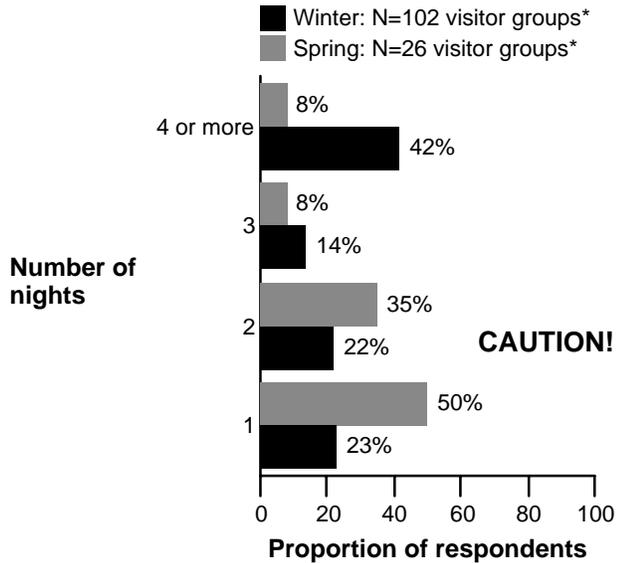


Figure 25: Number of nights in Everglades National Park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of nights in the surrounding area

Results

- As shown in Figure 26, the number of nights visitor groups spent in the surrounding area included:

Winter

50% Four or more nights
20% Two nights

Spring

56% Four or more nights
20% Two nights

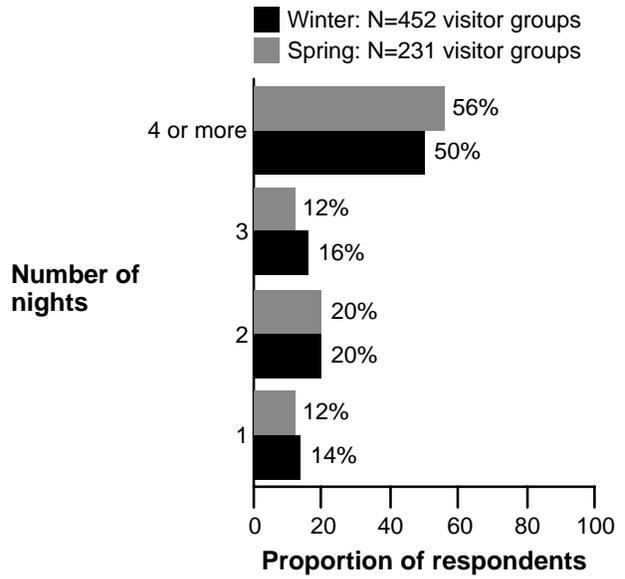


Figure 26: Number of nights in the surrounding area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overnight accommodations

Question 3c

In what type of lodging did you and your group spend the night(s) inside the park?

Results

- As shown in Figure 27, the type of lodging in which visitor groups spent the night included:

Winter

- 43% Tent camping in campground
- 38% RV/trailer camping
- 24% Backcountry camping

CAUTION! – Not enough visitor groups in the spring survey responded to this question to provide reliable data.

- “Other” types of lodging inside park was:

- Winter (4%)
Vehicle

- There were no “other” types of lodging listed by spring visitor groups.

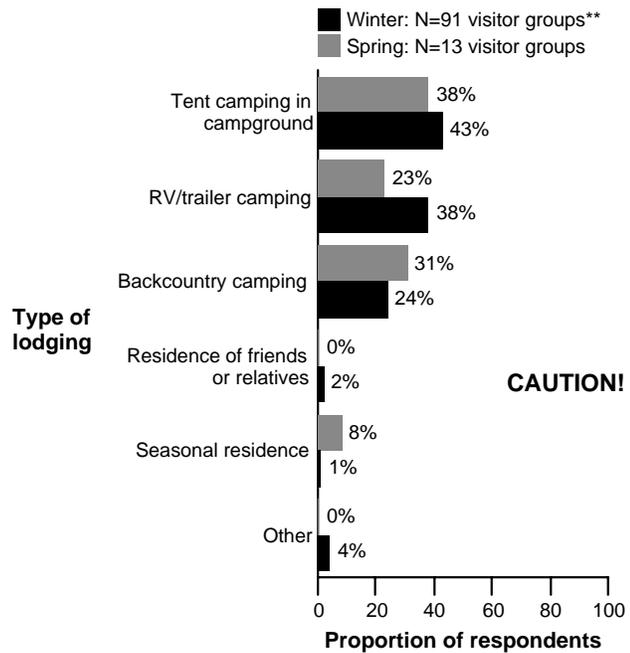


Figure 27: Type of lodging used inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 3d

In what type of lodging did you and your personal group spend the night(s) in the surrounding area outside the park?

Results

- As shown in Figure 28, the type of lodging in which visitor groups spent the night outside the park included:

Winter

- 79% Lodges, hotels, cabins, rented condos, B&B, etc.
- 12% Residence of friends or relatives
- 9% RV/trailer camping

Spring

- 91% Lodges, hotels, cabins, rented condos, B&B, etc.
- 5% Residence of friends or relatives
- 5% RV/trailer camping

- “Other” types of lodging outside the park were:

Winter (2%)

- Apartment provided by work
- Camping
- Car
- Collier-Seminole Park
- Cruise ship
- Personal residence
- Rented house
- Sailboat
- Second home
- Time share condo

Spring (1%)

- House swap
- Boat

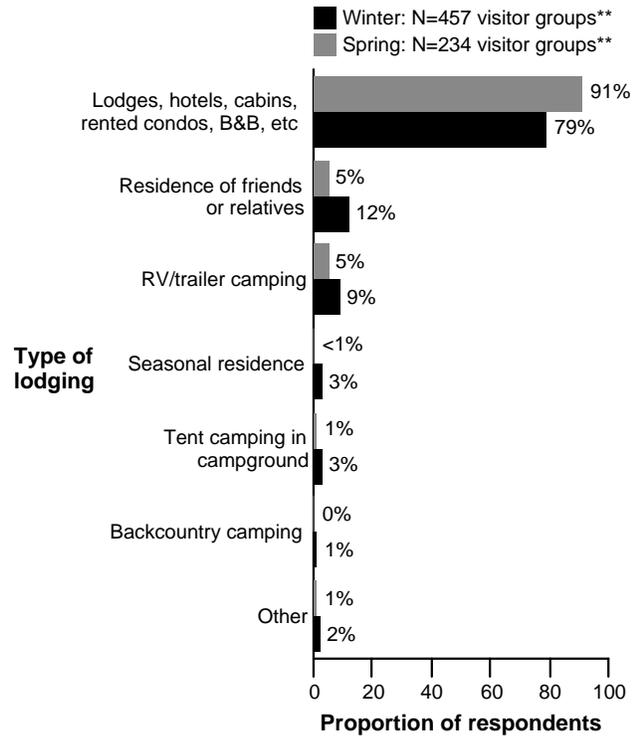


Figure 28: Type of lodging used in the surrounding area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay

Question 6

On this visit, how long did you and your personal group stay at Everglades National Park?

Results

- The average amount of time spent in the park for all visitor groups was:

Hours only Winter: 4.8 hours
Spring: 5.1 hours

Days only Winter: 4.2 days
Spring: 2.3 days

Hours + days Winter: 1.2 days
Spring: .6 day

Number of hours, if less than 24 hours

Results

- As shown in Figure 29, the number of hours visitor groups spent at the park included:

Winter

47% Five hours or more
19% Three hours
17% Four hours

Spring

49% Five hours or more
18% Three hours
17% Four hours

Number of days, if 24 hours or more

Results

- As shown in Figure 30, the number of days visitor groups spent at the park included:

Winter

33% Four or more days
28% Two days
26% Three days

Spring

37% Two days
28% One day
23% Three days

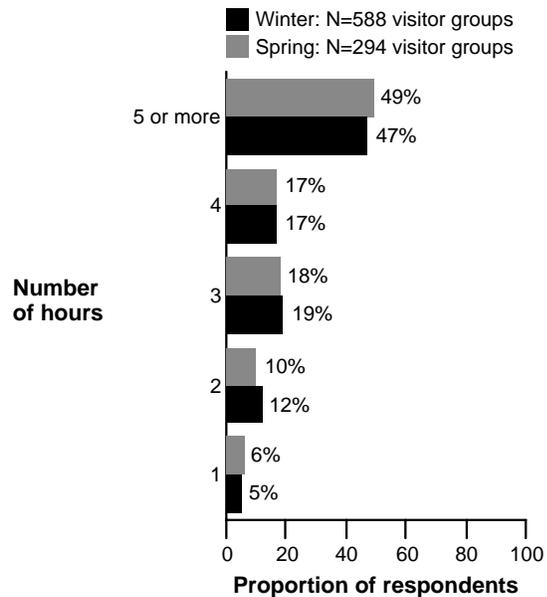


Figure 29: Number of hours visiting the park

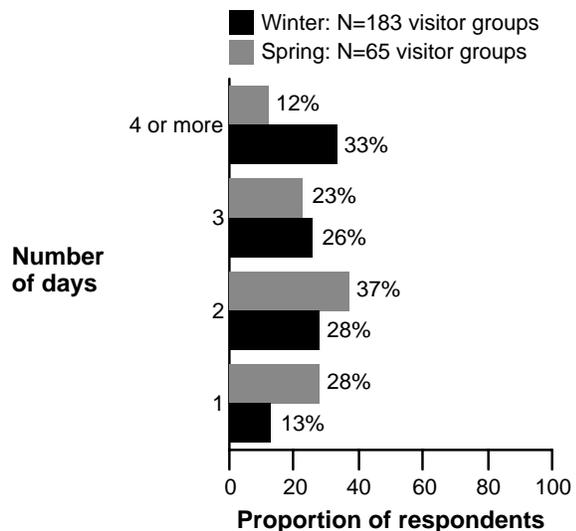


Figure 30: Number of days visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited

Question 7

On this visit to Everglades National Park, what park sites did you and your personal group visit?

Results

- As shown in Figure 31, the most commonly visited sites in Everglades National Park by visitor groups included:

Winter

- 43% Shark Valley Visitor Center
- 38% Royal Palm Anhinga Trail
- 33% Flamingo

Spring

- 46% Royal Palm Anhinga Trail
- 38% Flamingo
- 37% Ernest Coe Visitor Center

- Tables 11a and 11b show the “other” sites visited (8% for winter visitor groups and 7% for spring visitor groups) in Everglades National Park.

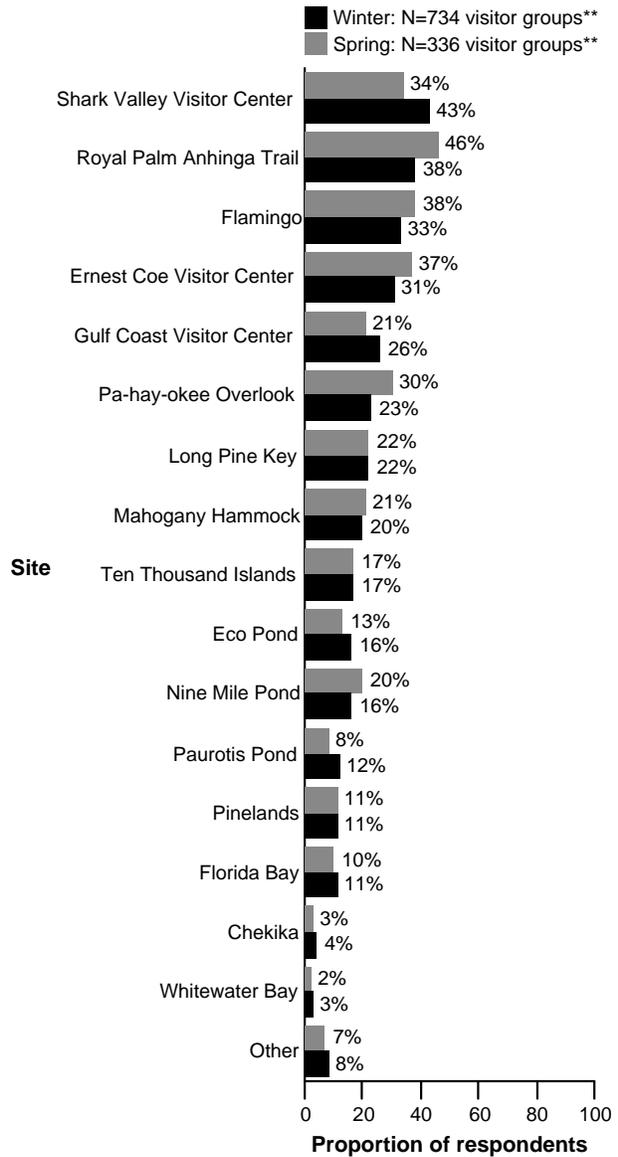


Figure 31: Sites visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 11a: “Other” sites visited (Winter)
 N=67 comments;
 some visitor groups made more than one comment.

Site	Number of times mentioned
Gator Park	7
Snake Bight Trail Loop	7
West Lake	5
Everglades City	3
Loop Road	3
Bear Lake	2
Big Cypress	2
John Pennekamp Coral Reef State Park	2
Mrazek Pond	2
Research Road	2
Backcountry	1
Biscayne N.P.	1
Boardwalk on Hwy 41	1
Boy Scout Camp	1
Cape Sable	1
Christian Point hike	1
Coot Bay Pond	1
Cypress Dome	1
East Cape	1
East Safari Park	1
Everglades City, Chacalosa Bay	1
Everglades scenic park airboats	1
Florida Keys	1
Hell's Bay Chickee	1
Henry Turner River Area	1
Lard Can	1
Mahogany Key	1
Mangroves within Florida Bay	1
Mud Lake	1
Museum of the Everglades	1
Other small freshwater lakes	1
Port of Islands	1
Research buildings and trailhead at Old Ingraham Highway	1
Road to Hidden Lake	1
Rowdy Bend Snake Bight Loop	1
Safari Park	1
Trailhead at Old Ingraham Highway	1
Turner River	1
West Lake Boardwalk	1
West Lake Mangrove Trail	1
West Pond	1
Williams	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 11b: “Other” sites visited (Spring)
 N=25 comments;
 some visitor groups made more than one comment.

Site	Number of times mentioned
John Pennekamp Coral Reef State Park	2
Loop Road	2
West Lake	2
Alligator farm	1
Backcountry	1
Bahia Honda Key	1
Bear Pond Trail	1
Big Cypress Oasis V.S.	1
Coopertown	1
Coot Bay Pond	1
Double Dome	1
Gator National Park	1
Hells Bay Canoe Trail	1
Joe River Chickee	1
Long Key Golden Orb Trail, Coral Reef State Park, Gator Park and airboat ride on AY1	1
Mangroves Wilderness Tour	1
Miccosukee Cultural Center	1
Mrazek Pond	1
Pine Glades Lake	1
Research Road	1
Safari airboat	1
Sweet Bay Pond	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Self-guided activities

Question 5a

On this visit to Everglades National Park, what activities did you and your personal group do on your own (self-guided)?

Results

- As shown in Figure 32, the most popular self-guided activities for visitor groups included:

Winter

- 75% Nature viewing/birdwatching
- 74% Walking/hiking
- 55% Photography/painting/drawing

Spring

- 75% Nature viewing/birdwatching
- 71% Walking/hiking
- 59% Photography/painting/drawing

- “Other” activities were:

Winter (3%)

- Driving loop road
- Motorcycling
- Car tour
- Driving roads
- Examining areas around visitor center
- Frisbee playing
- Gathering information
- Geology of Everglades
- M.S. Douglas Festival
- Sleeping after picnicking
- Trail running
- Viewing night stars
- Visiting park headquarters
- Visitor center
- Watching butterflies

Spring (2%)

- Driving
- Golf
- Visiting HP Williams Park
- Motorcycling
- Night lab

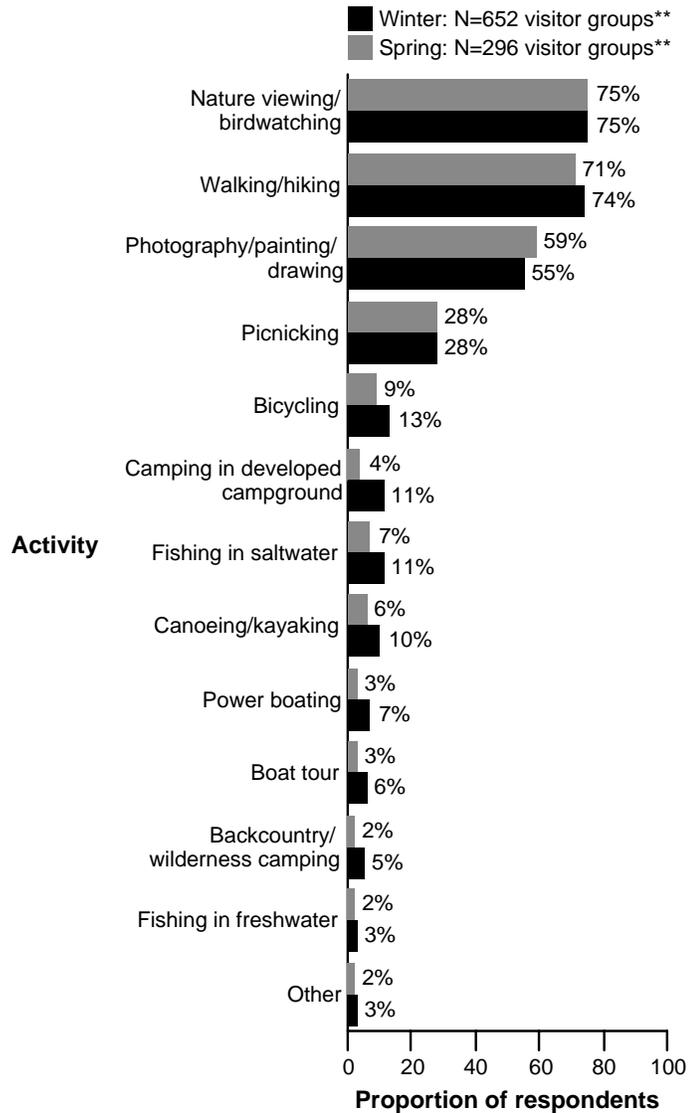


Figure 32: Self-guided activities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Guided activities

Question 5b

On this visit, what activities did you and your personal group participate in as a part of a guided tour/program?

Results

- As shown in Figure 33, the most popular self-guided activities for visitor groups included:

Winter

- 45% Tram tour
- 34% Boat tour
- 32% Airboat tour

Spring

- 47% Boat tour
- 42% Airboat tour
- 38% Tram tour

- “Other” activities were:

Winter (1%)

- Attending ranger talk
- Alligator show

Spring (1%)

- No specific activities mentioned

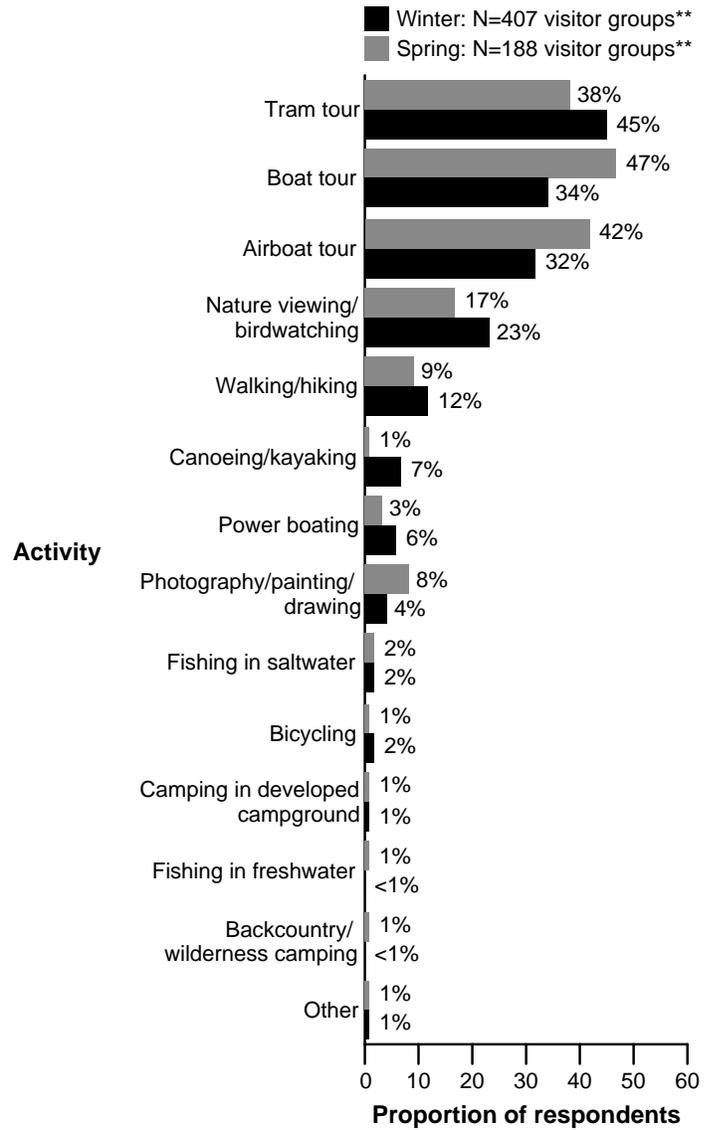


Figure 33: Guided activities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Junior Ranger program

Question 9

On this visit to Everglades National Park, did anyone in your personal group participate in the Junior Ranger program?

Results

- 91% of winter visitor groups and 84% of spring visitor groups did not have any children in their group (see Figure 34).
- 1% of both winter and spring visitor groups had children that participated in the Junior Ranger program, but did not complete it. Reasons for not earning the badge were:

Winter

- Time constraints
- Tram tour completed at closing time

Spring

- Difficult to translate
- Time constraints

- 8% of winter visitor groups and 15% of spring visitor groups had children in the group but did not participate in the Junior Ranger program. Reasons for not participating were:

Winter

- Child too young
- Chose other activities
- Do not speak English
- Group too large
- On a university field trip
- Time constraints
- Unaware of the program

Spring

- Child too young
- Children too old
- Chose other activities
- Did not go to visitor center
- Did not speak English
- Lack of time
- No reason
- On tour
- On vacation
- Previously done
- Self-guided
- Unaware of the program
- We avoid indoctrination

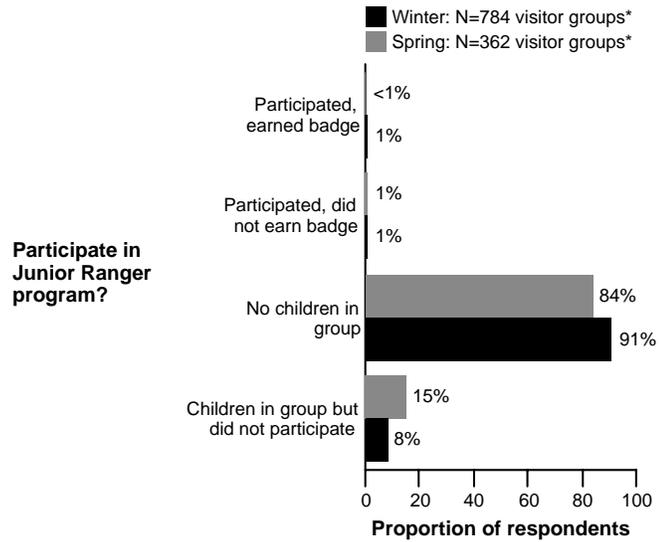


Figure 34: Participation in Junior Ranger program

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Services/facilities that were not available

Question 13a

Were there any services/facilities that you and your personal group needed inside Everglades National Park that were not available?

Results

- As shown in Figure 35, the proportion of visitor groups who needed services/facilities that were not available were:

Winter 22%
Spring 16%

- Tables 13a and 13b show the services/facilities visitor groups needed that were not available.

Services not available?

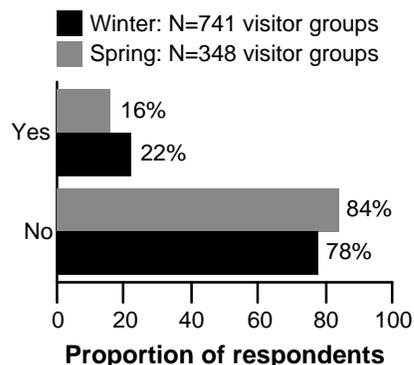


Figure 35: Visitor groups that needed services that were not available

Table 13a: Services/facilities not available (Winter)

N=179 comments

Service/facility	Number of times mentioned
Hot showers	16
Overnight lodging	16
Food services	14
Hotel in Flamingo	10
Restaurant	10
Restrooms	7
Lunch options	6
Picnic tables/benches	6
Restaurant in Flamingo	6
Better food facilities	5
Electric hook-ups in campground	3
House boats	3
Picnic tables at Flamingo	3
Water fountains	3
Bait/tackle/fishing shop	2
Better cell phone coverage	2
Beverages	2
Boat tour (inoperable)	2
Free/public boat launch at Chokoloskee	2
Greater selection of food choices	2
Hot water at campgrounds	2
Longer hours for bike rental	2
Phone service in campgrounds	2
Picnic area at Shark Valley	2
Quality drinking water	2
American Express acceptance	1
ATV trails	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 13a: Services/facilities not available (Winter)
(continued)

Service/facility	Number of times mentioned
Band aids	1
Benches on the way to tower	1
Better maps	1
Better signage to Shark Valley	1
Bike rentals	1
Blankets to keep warm	1
Boat ramp at Gulf Coast Center	1
Boat tour	1
Boat trip at Flamingo	1
Bus/shuttle through park	1
Camera batteries	1
Campground signs	1
Cell phone service	1
Enclosed tram	1
Evening ranger talks	1
Free bike rental	1
Free WiFi	1
Fresh food	1
Grocery store	1
Guided helicopter tours	1
Guided mangrove canoe tours	1
Guided tour in French	1
Handicap assistance at tower	1
Ice	1
Kayak rentals	1
Kayak/canoe ramp at Chokoloskee	1
Live shrimp	1
Loop walking trail, 4-6 miles	1
Marked beach sites at East Cape	1
Mileage indicator to off-road sites	1
Motorized access	1
Pelican Country Boat Tour	1
Porta John	1
Propane gas	1
Recycling facilities	1
Restrooms at Fort Jefferson	1
Restrooms close by	1
Shade pavilions	1
Step to enter tram	1
Sun block	1
Tide information for Snake Bite Trail	1
Unable to see manatee	1
Visitor centers at park entrances	1
Visitor centers open after dark	1
Water at launch site	1
Water/sink at West Lake	1
Water/sinks in restrooms	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 13b: Services/facilities not available (Spring)

N=57 comments

Service/facility	Number of times mentioned
Restaurant/food services	18
Lodging	5
Restaurant at Flamingo	5
Boat tours in Flamingo	4
Gas station signs for Flamingo	2
Air boat tours	1
Beach restrooms at Flamingo	1
Boat rental at Everglades City	1
Bottled water in visitor center	1
Canoe rental with transportation	1
Did not receive park brochure	1
Drinking water at Flamingo	1
Guided tours	1
House boat rental	1
Lodge in Flamingo	1
Longer tram operation hours	1
Map	1
More benches at Royal Palm	1
More patrol rangers	1
More trails	1
Picnic table at Shark Valley	1
Picnic table at tram site	1
Restroom at Kingston Bay	1
Restrooms	1
Shaded picnic area	1
Tandem rental	1
Trash cans	1
Vegetarian/vegan food options in stores	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Effect of sounds on visit

Question 4

How did the following affect you and your group’s experience during this visit to Everglades National Park?

Sounds of aircraft

Results

- As shown in Figure 36, the effect of aircraft sounds on visitor groups’ experience included:

Did not experience

Winter 49%
Spring 58%

No effect

Winter 42%
Spring 36%

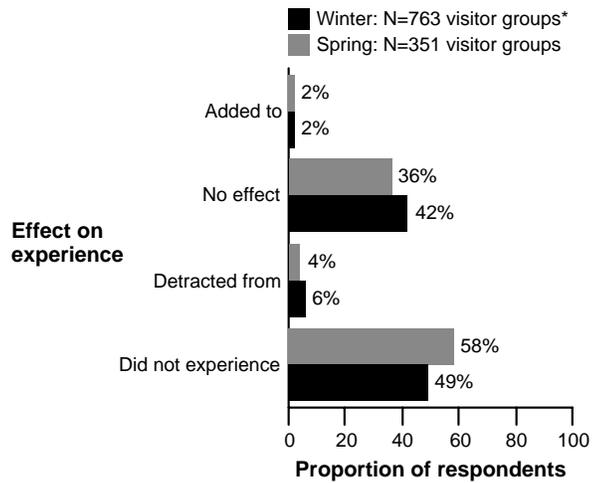


Figure 36: Effect of aircraft sounds

Sounds of boats

Results

- As shown in Figure 37, the effect of boat sounds on visitor groups’ experience included:

No effect

Winter 51%
Spring 46%

Did not experience

Winter 36%
Spring 42%

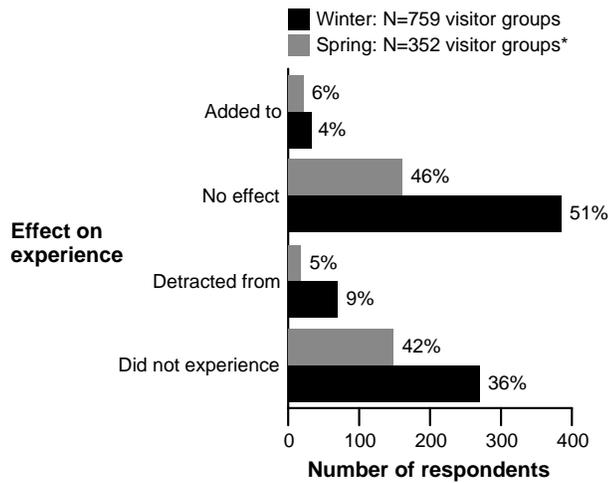


Figure 37: Effect of boat sounds

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sounds of generators

Results

- As shown in Figure 38, the effect of generator sounds on visitor groups' experience included:

Did not experience

Winter 60%
Spring 67%

No effect

Winter 36%
Spring 28%

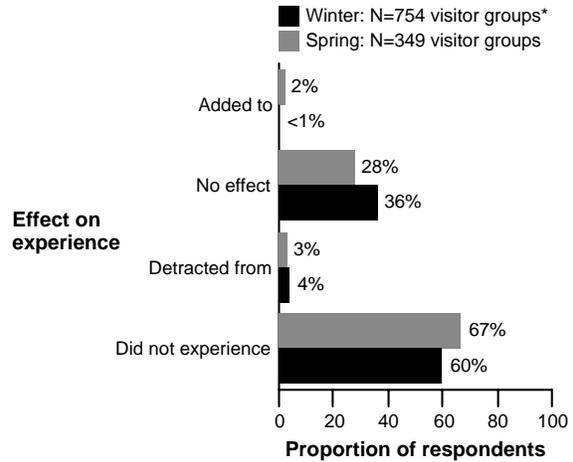


Figure 38: Effect of generator sounds

Sounds made by other visitors

Results

- As shown in Figure 39, the effect of sounds made by other visitors on visitor groups' experience included:

No effect

Winter 71%
Spring 67%

Did not experience

Winter 15%
Spring 21%

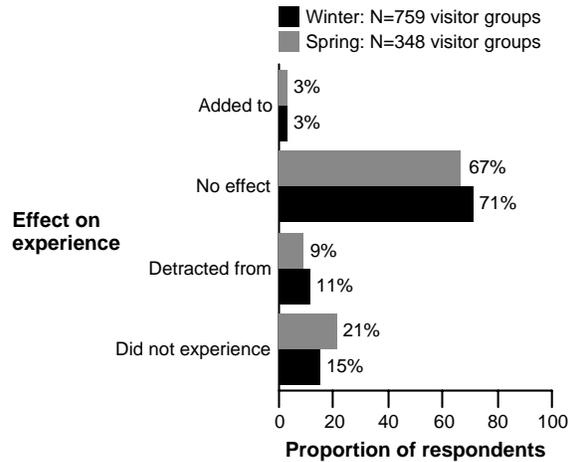


Figure 39: Effect of other visitors' sounds

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Other sounds

Results

- As shown in Figure 40, the effect of “other” sounds on visitor groups’ experience were:

Added to

Winter 73%
Spring 71%

Detracted from

Winter 27%
Spring 29%

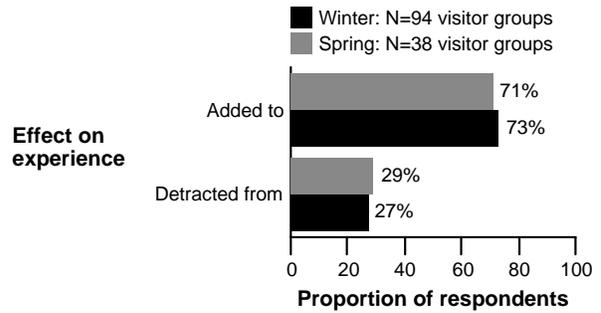


Figure 40: Effect of other sounds

- Table 14 shows the other sounds that affected visitor groups’ experience.

Table 14: “Other” sounds

	Winter N=90 comments	Spring N=34 comments
Bird sounds	32	14
Wildlife/animal sounds	20	8
Nature	8	2
Vehicles	8	3
Breeze/wind	3	2
Quiet	3	1
Alligators	2	1
Motorcycles	2	n/a
Tour guide	2	n/a
Water	2	1
Chickens	1	n/a
Construction	1	n/a
Frogs	1	n/a
Heavy equipment	1	n/a
Insects	1	n/a
Ocean	1	n/a
Rustling sounds	1	n/a
Tram	1	n/a
Air conditioner	n/a	1
Cell phones	n/a	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Visitor Services, Facilities, Elements, Attributes and Resources

Visitor services and facilities used

Question 11a

Please indicate all of the visitor services and facilities that you or your personal group used at Everglades National Park during this visit.

Results

- As shown in Figure 41, the most used visitor services and facilities by visitor groups included:

Winter

75% Visitor centers
73% Park brochure/map
61% Visitor center exhibits

Spring

78% Visitor centers
76% Park brochure/map
60% Assistance from visitor center staff

- The least used visitor service/facility was evening programs:

Winter 5%
Spring 1%

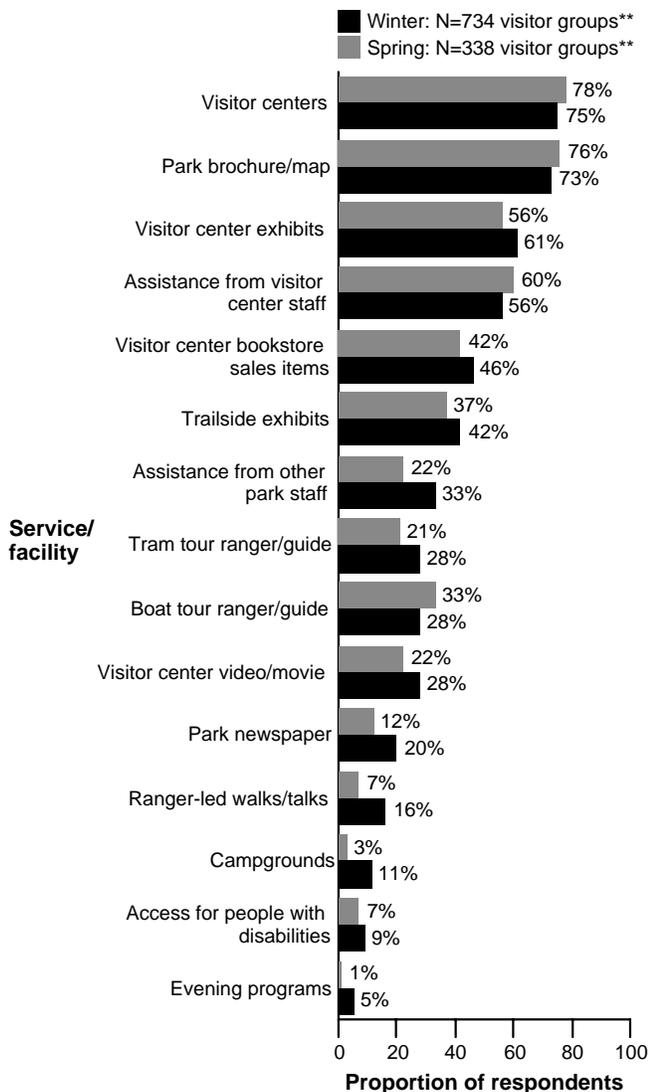


Figure 41: Visitor services/facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 11b

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1-5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 42 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities. For services and facilities that were rated by less than 30 visitor groups interpret results with **CAUTION!**
- The most important visitor services and facilities included:

Winter

- 94% Campgrounds
- 90% Tram tour ranger/guide
- 89% Park brochure/map
- 86% Boat tour ranger/guide

Spring

- 87% Tram tour ranger/guide
- 87% Trailside exhibits
- 86% Park brochure/map

- Figures 43 to 57 show the importance ratings for each visitor service/facility.
- Of the visitor services/facilities that were rated by 30 or more visitor groups, the services that received the highest “not important” ratings were:

- Winter 5% Evening programs
- Spring 5% Visitor center bookstore sales items

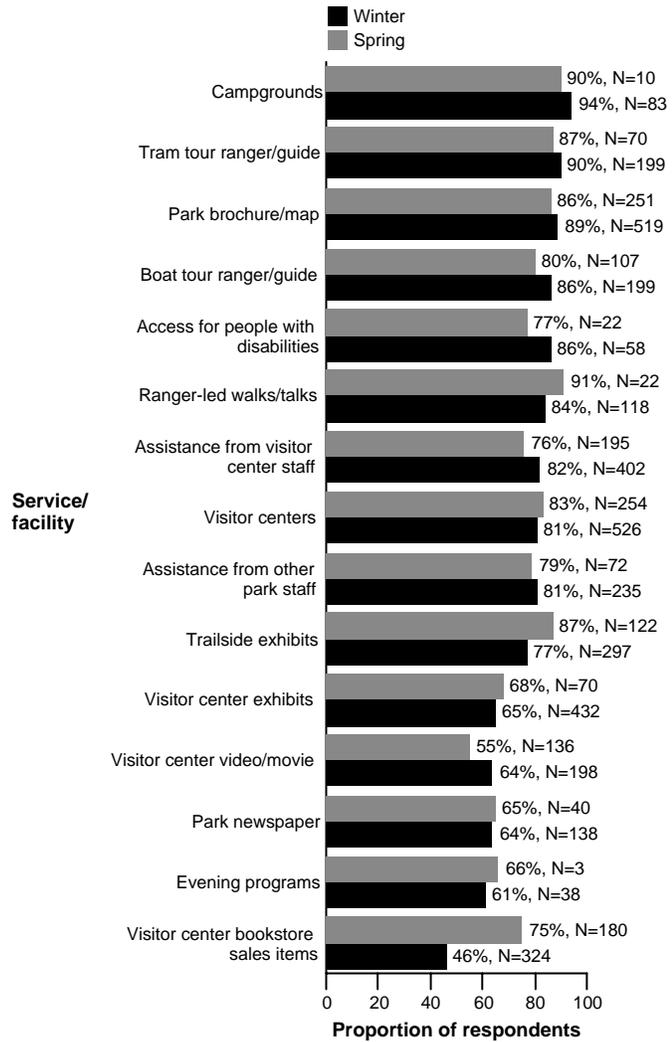


Figure 42: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

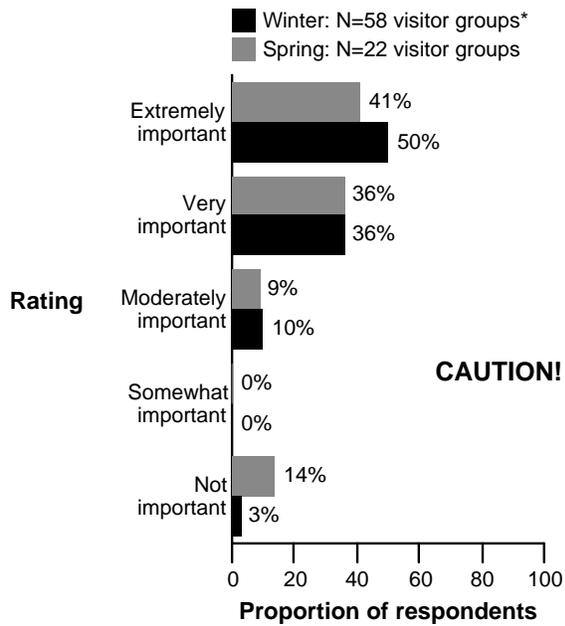


Figure 43: Importance of access for people with disabilities

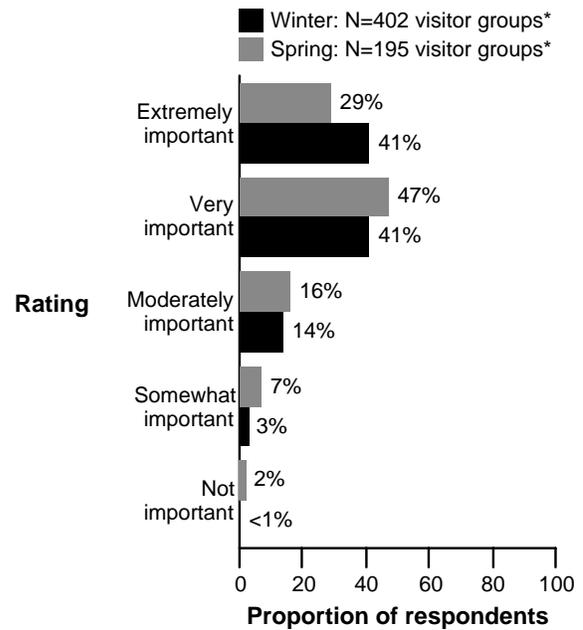


Figure 44: Importance of assistance from visitor center staff

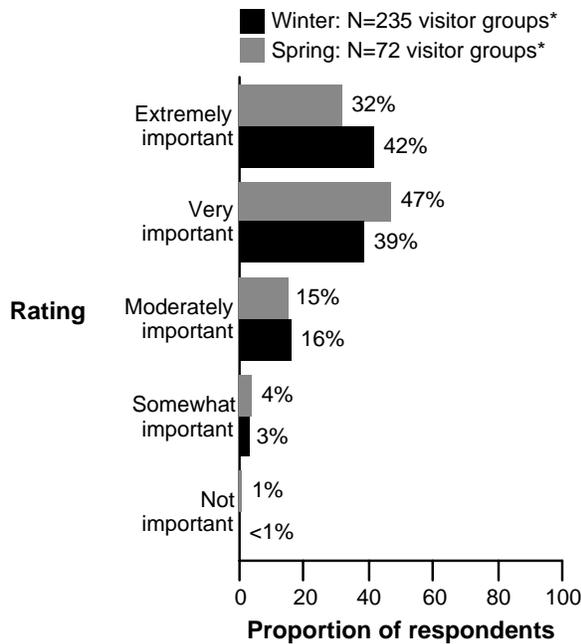


Figure 45: Importance of assistance from other park staff

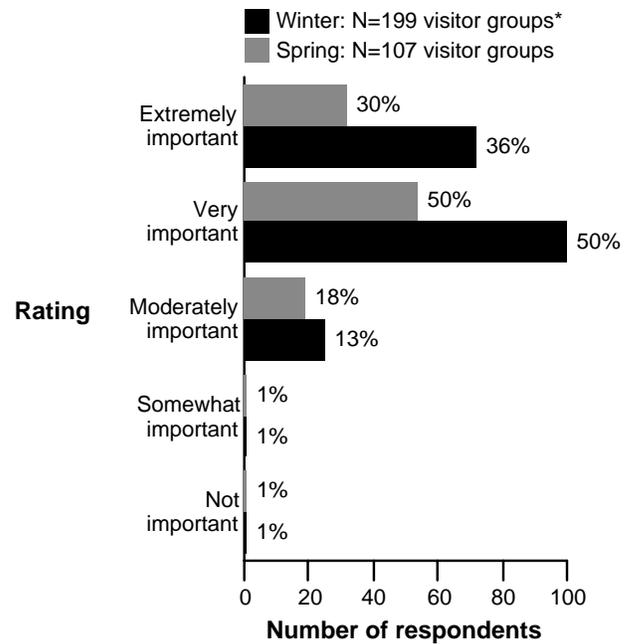


Figure 46: Importance of boat tour ranger/guide

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

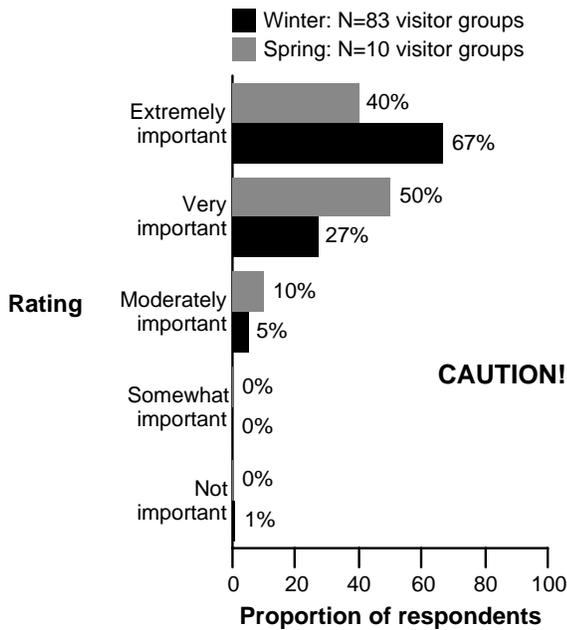


Figure 47: Importance of campgrounds

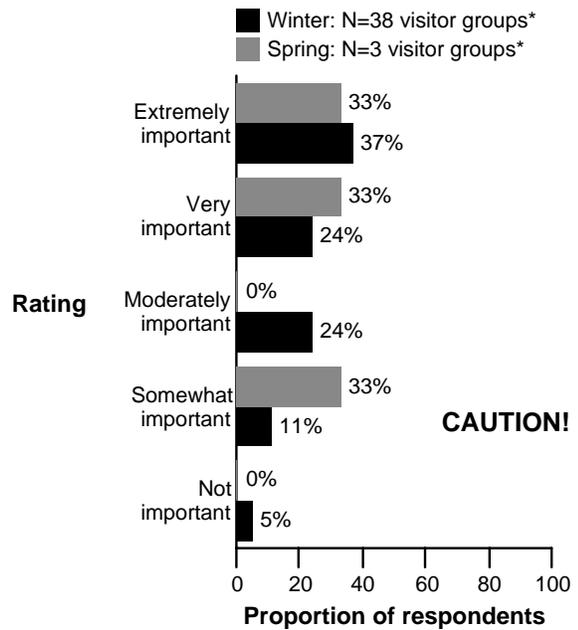


Figure 48: Importance of evening programs

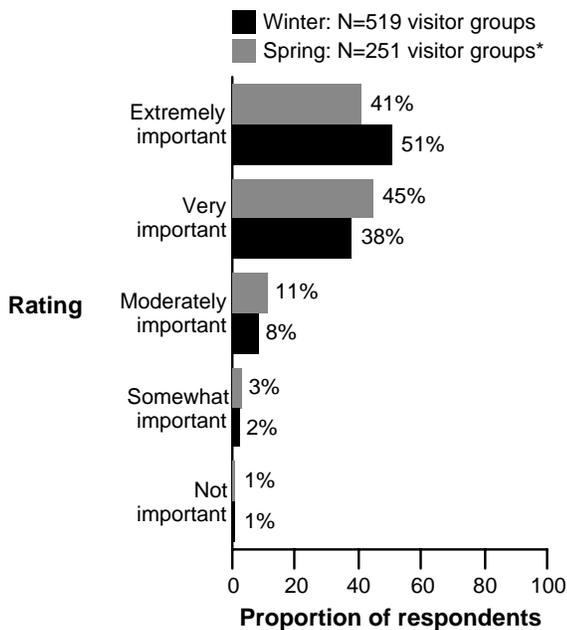


Figure 49: Importance of park brochure/ map

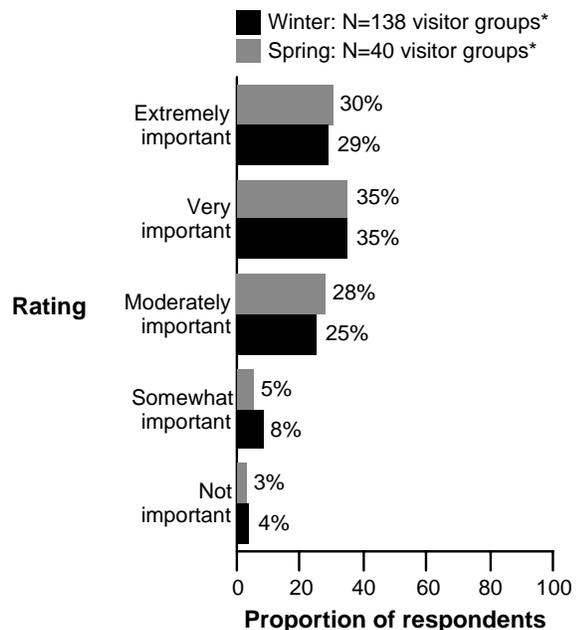


Figure 50: Importance of park newspaper

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

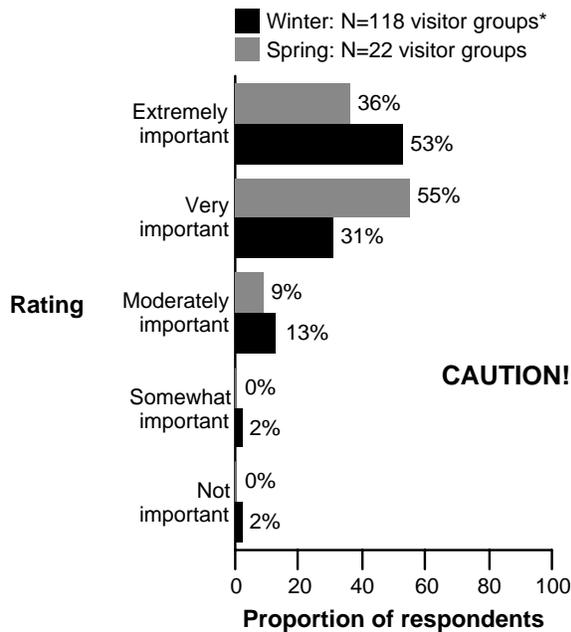


Figure 51: Importance of ranger-led walks/ talks

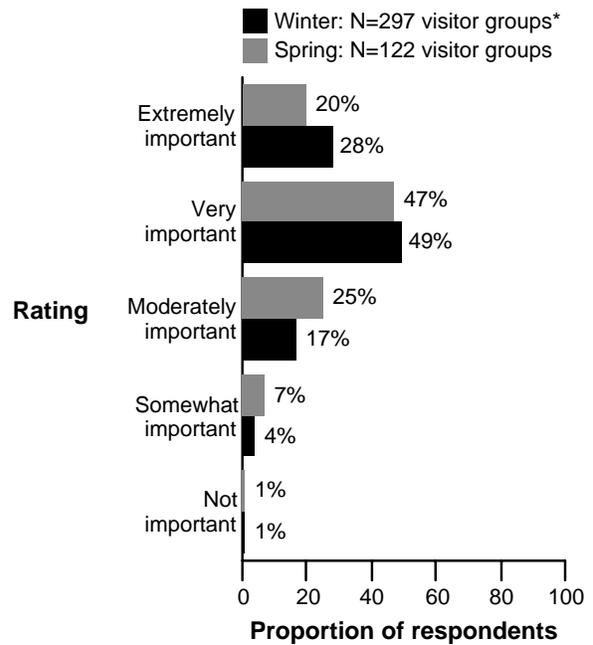


Figure 52: Importance of trailside exhibits

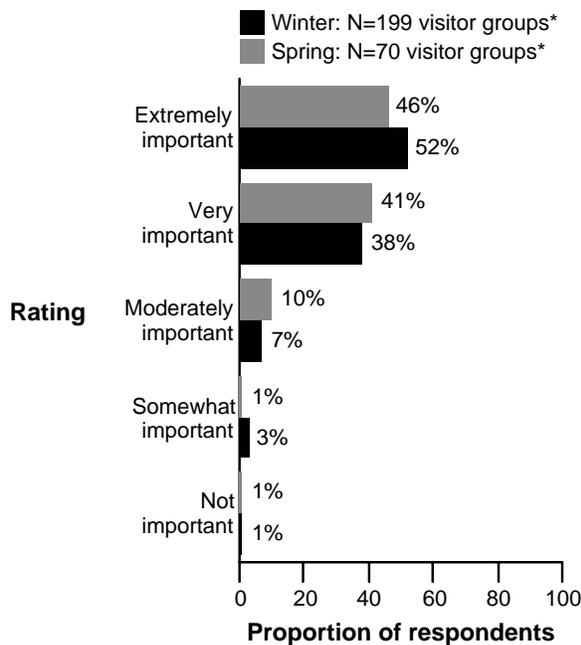


Figure 53: Importance of tram tour ranger/guide

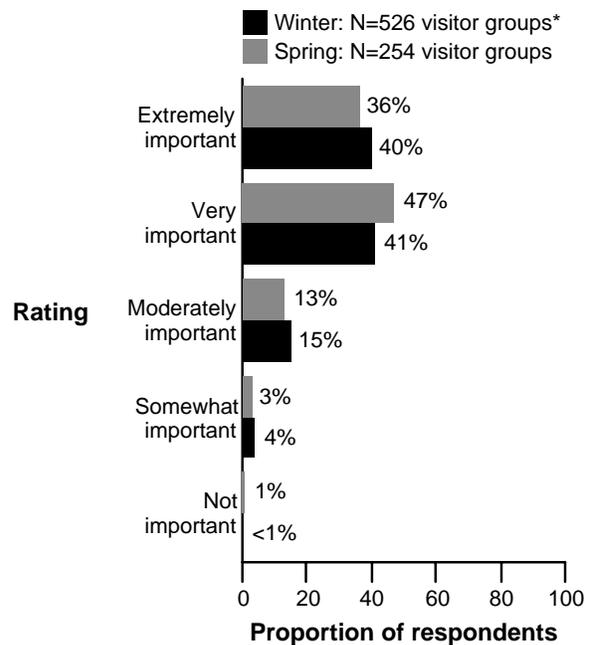


Figure 54: Importance of visitor centers

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

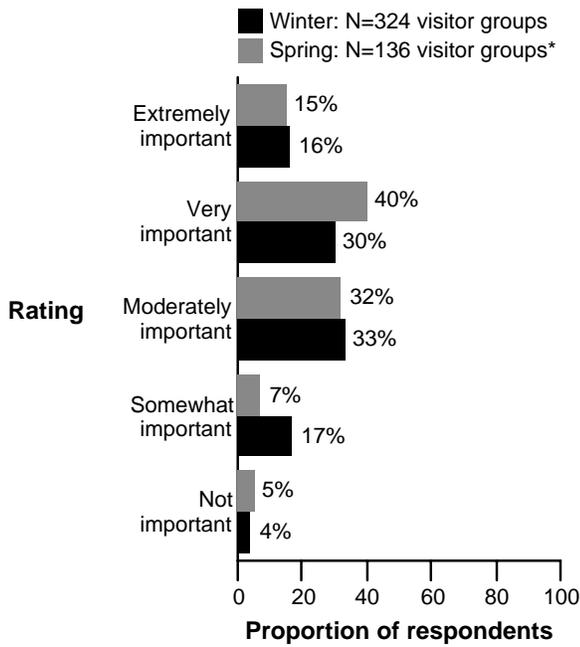


Figure 55: Importance of visitor center bookstore sales items

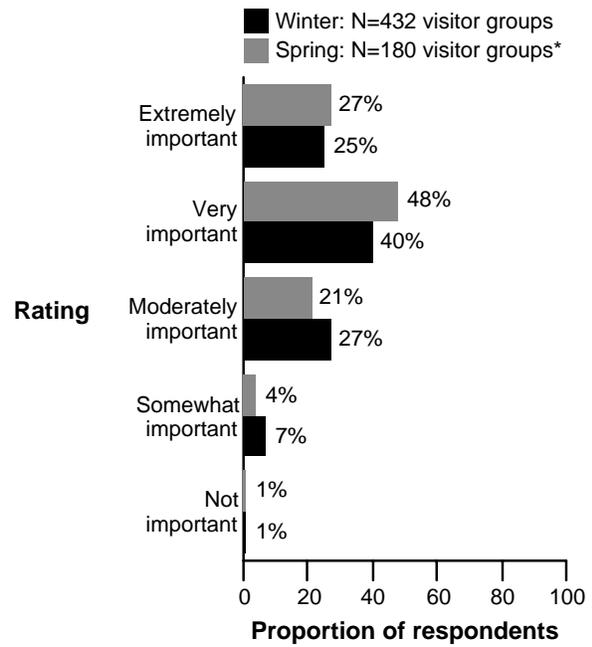


Figure 56: Importance of visitor center exhibits

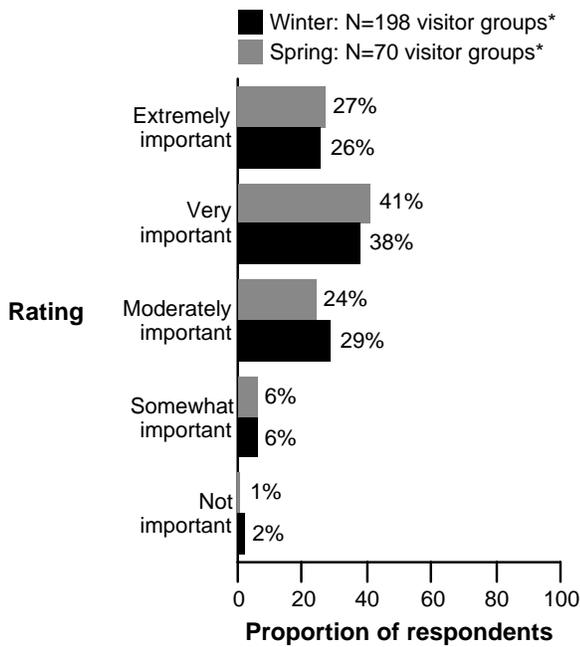


Figure 57: Importance of visitor center video/movie

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 11c

Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 58 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities. For the services and facilities that were rated by less than 30 visitor groups interpret results with **CAUTION!**

Winter

- 91% Ranger-led walks/talks
- 88% Assistance from visitor center staff
- 88% Evening programs

Spring

- 97% Tram tour ranger/guide
- 89% Assistance from visitor center staff
- 86% Boat tour ranger/guide
- 86% Park brochure/map

- Figures 59 to 73 show the quality ratings for each visitor service/facility.
- The visitor services/facilities receiving the highest “very poor” quality ratings were:

Winter

- 6% Access for people with disabilities

Spring

- 2% Assistance from visitor center staff
- 2% Boat tour ranger/guide

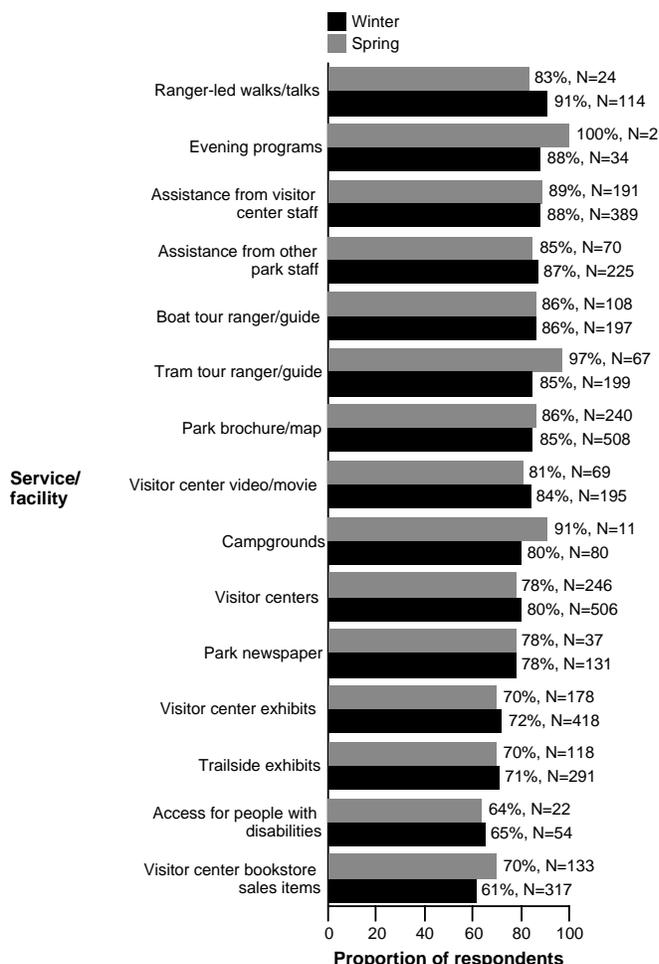


Figure 58: Combined proportions of “very good” and “good” quality ratings for visitor services

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

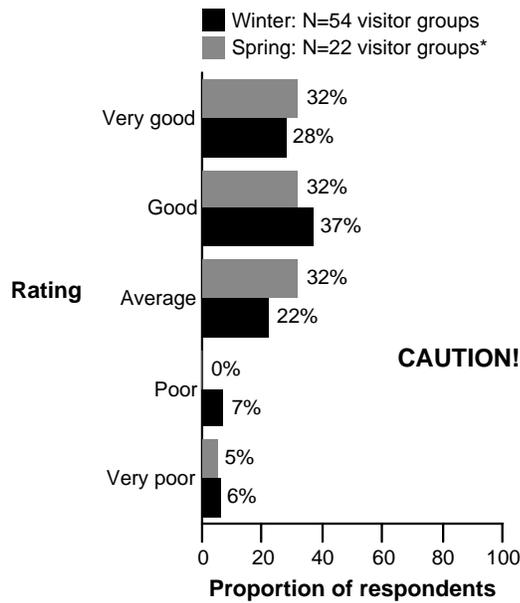


Figure 59: Quality of access for people with disabilities

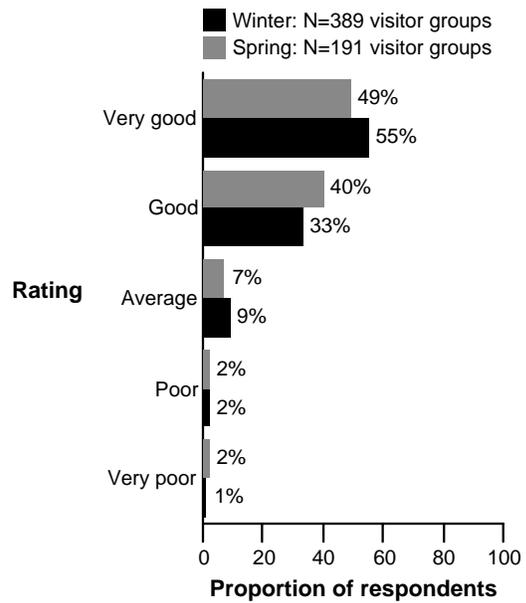


Figure 60: Quality of assistance from visitor center staff

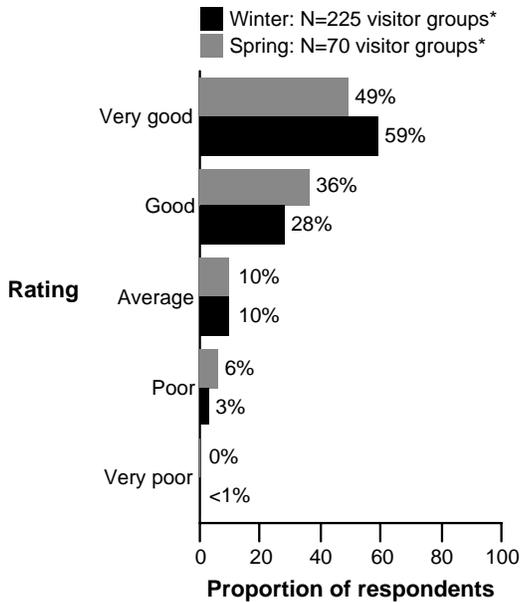


Figure 61: Quality of assistance from other park staff

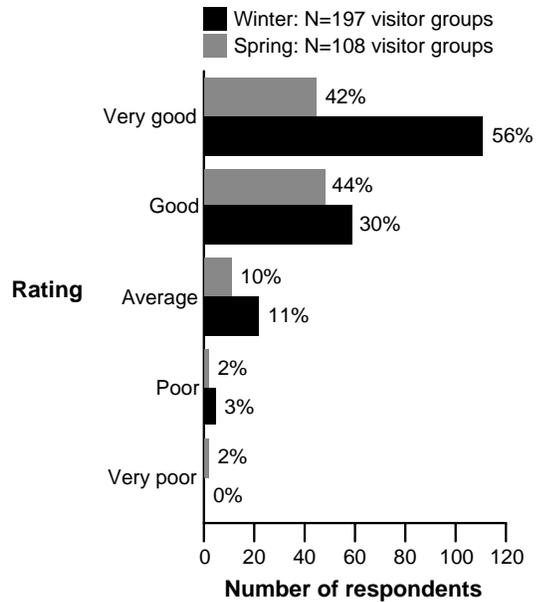


Figure 62: Quality of boat tour ranger/guide

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

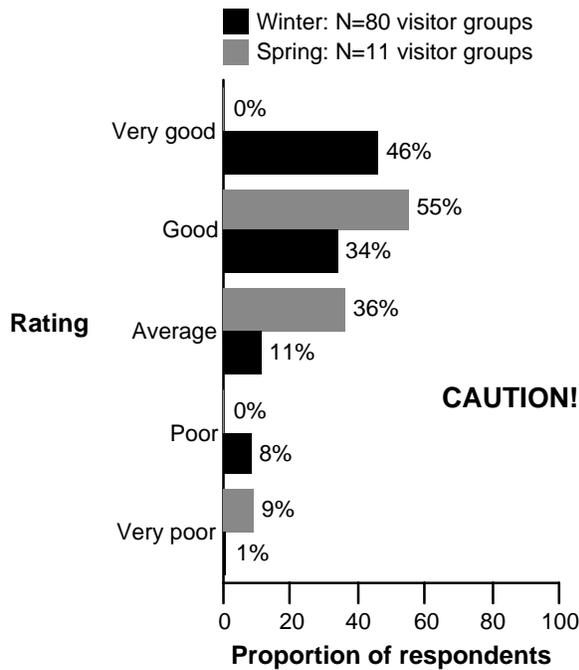


Figure 63: Quality of campgrounds

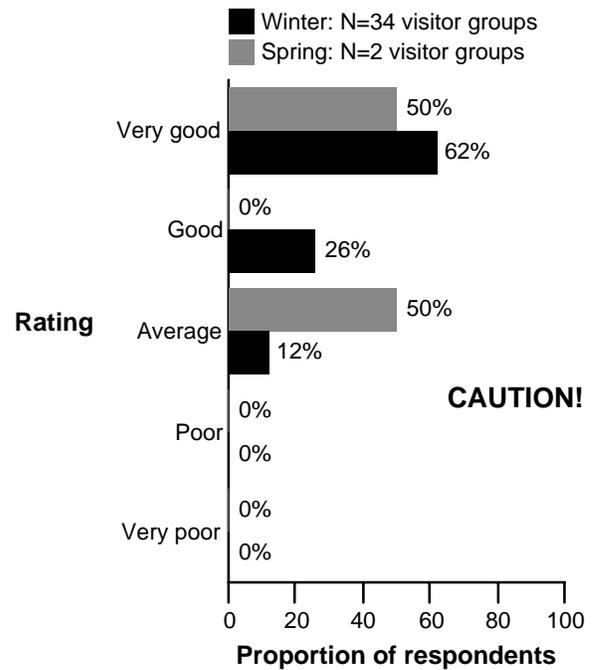


Figure 64: Quality of evening programs

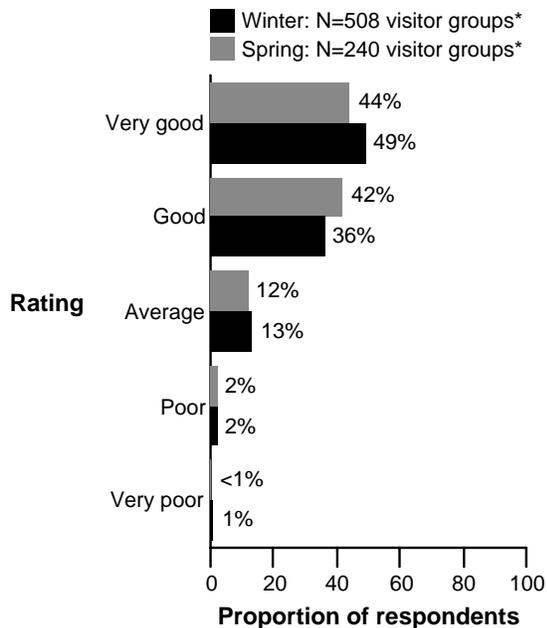


Figure 65: Quality of park brochure/map

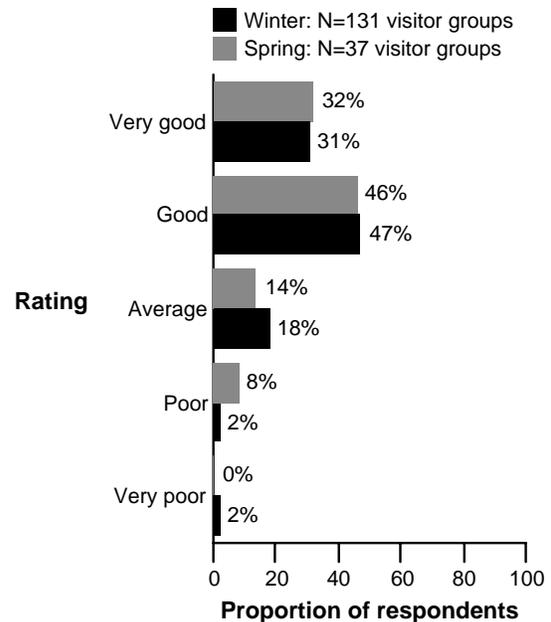


Figure 66: Quality of park newspaper

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

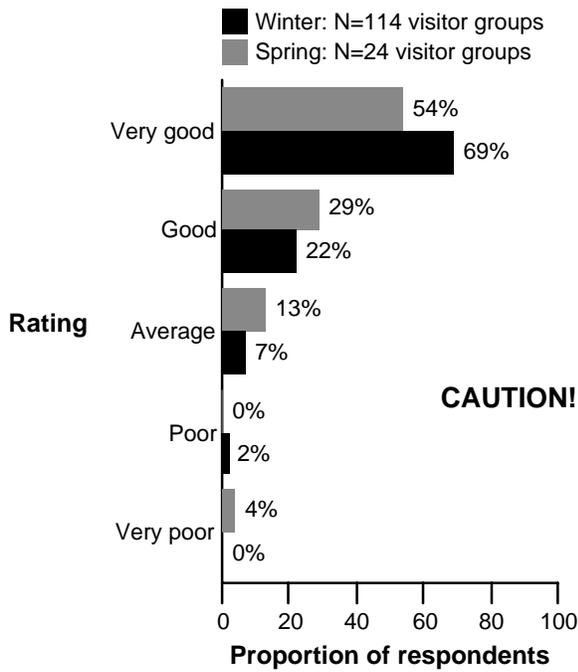


Figure 67: Quality of ranger-led walks/talks

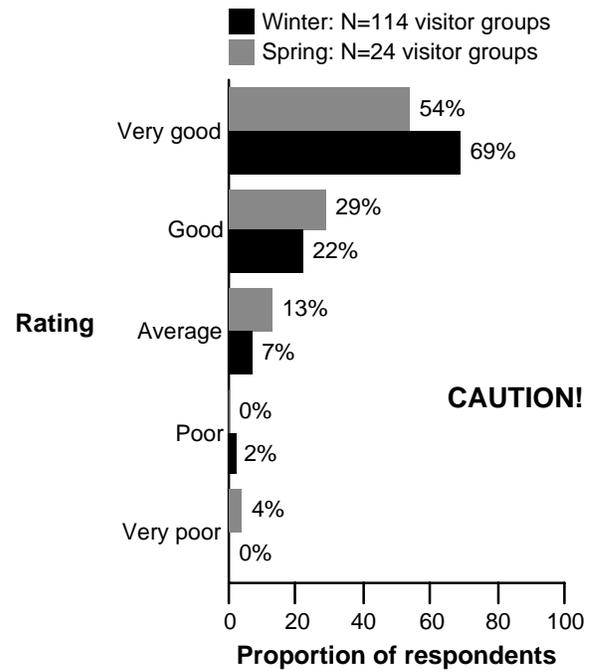


Figure 68: Quality of trailside exhibits

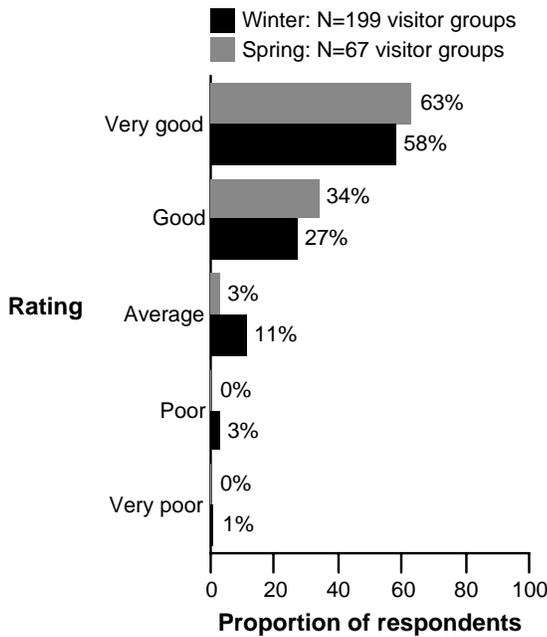


Figure 69: Quality of tram tour ranger/guide

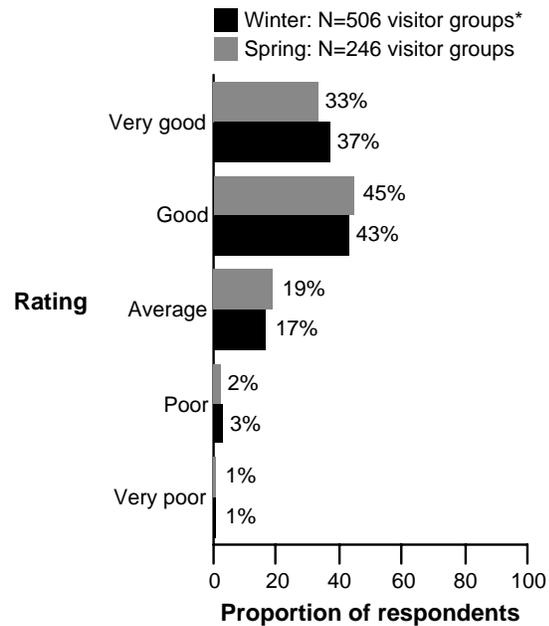


Figure 70: Quality of visitor centers

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

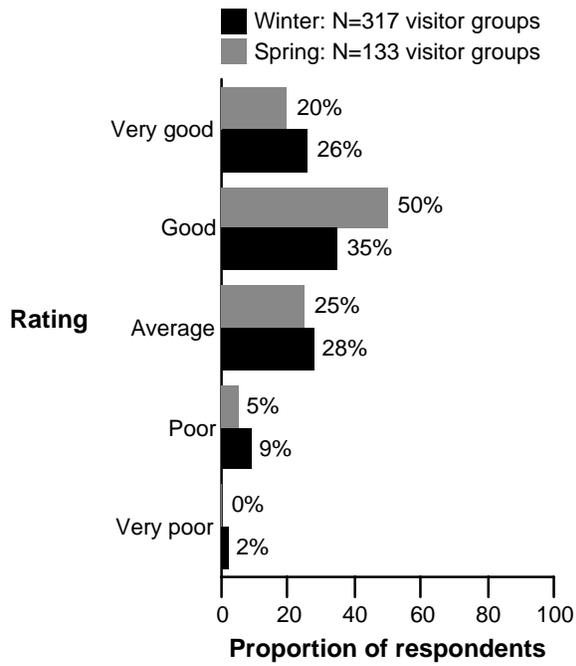


Figure 71: Quality of visitor center bookstore sales items

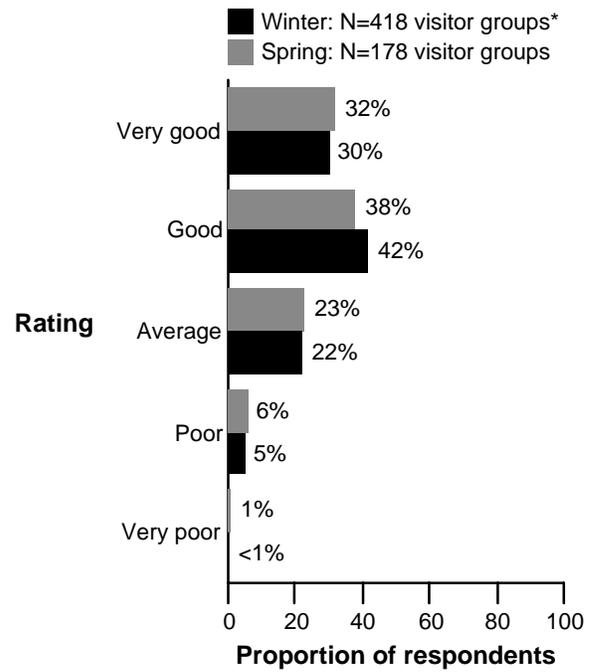


Figure 72: Quality of visitor center exhibits

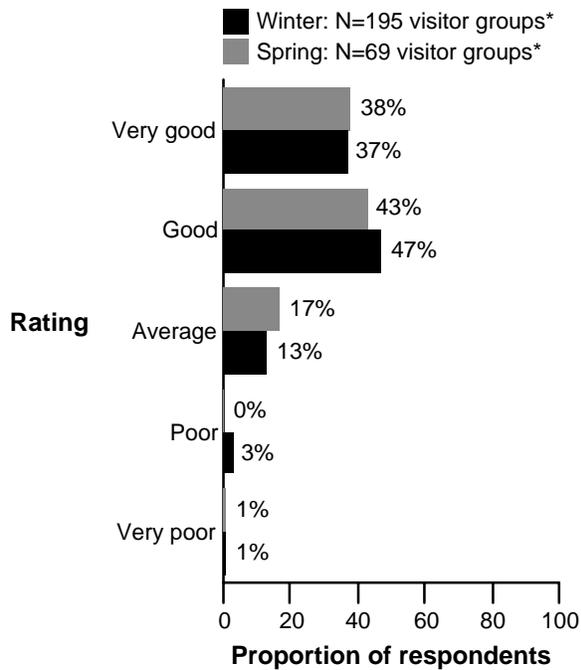


Figure 73: Quality of visitor video/movie

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figures 74 and 75 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more winter visitor groups.
- All visitor services/facilities were rated above average in importance and quality.

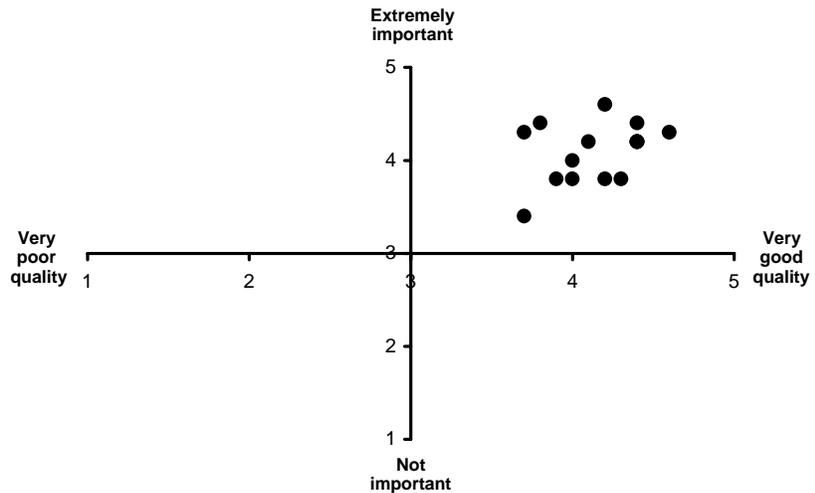


Figure 74: Mean scores of importance and quality ratings of visitor services and facilities by visitor groups (Winter)

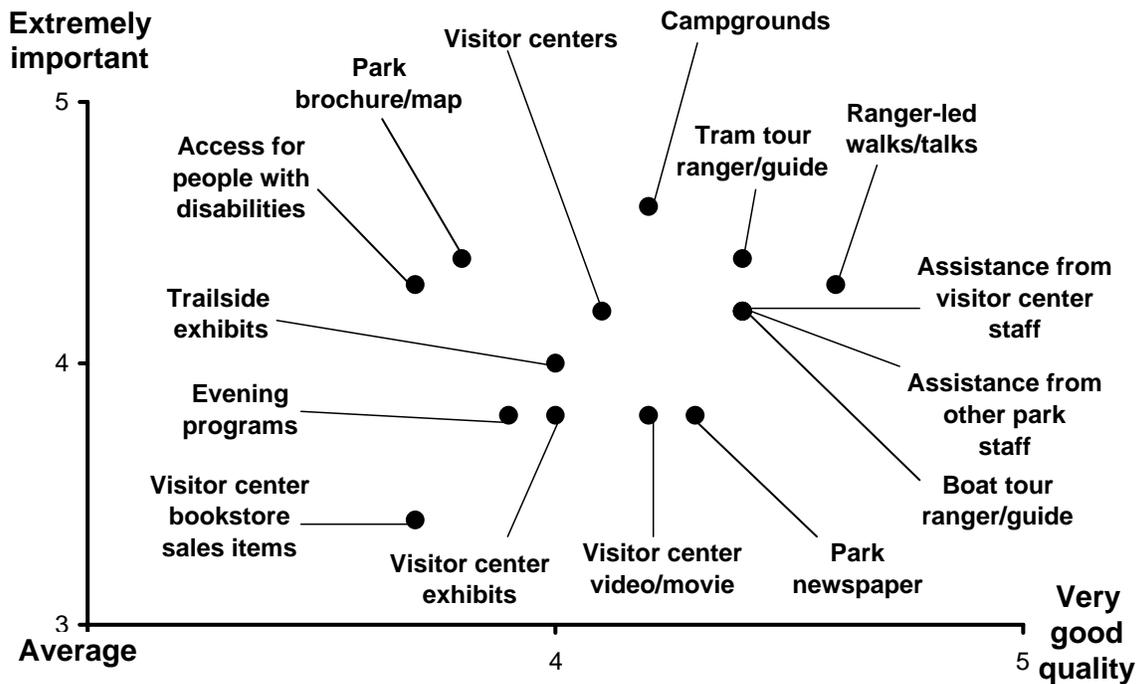


Figure 75: Detail of Figure 74

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

- Figures 76 and 77 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more spring visitor groups.
- All visitor services/facilities were rated above average in importance and quality.

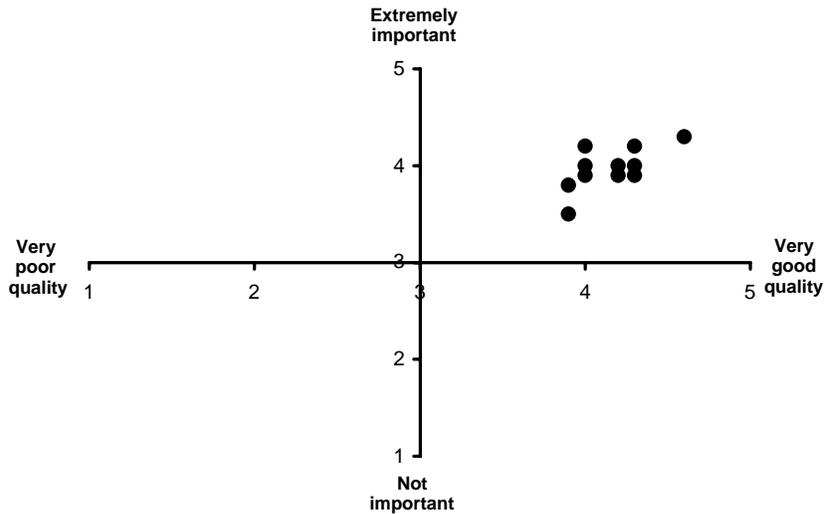


Figure 76: Mean scores of importance and quality ratings of visitor services by visitor groups (Spring)

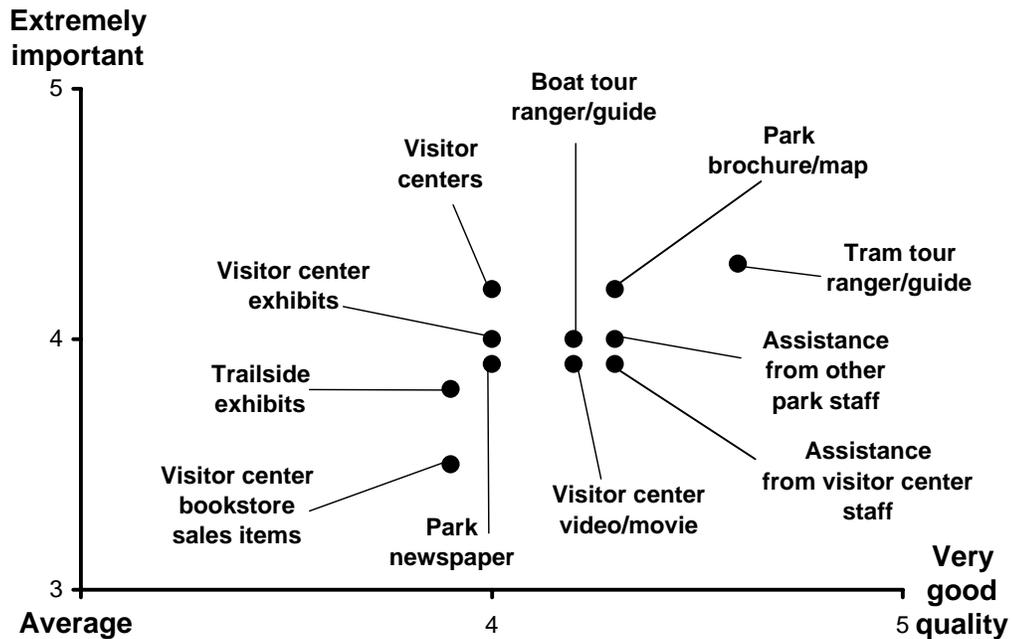


Figure 77: Detail of 76

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Concession services and facilities used

Question 12a

Please indicate all of the concession services and facilities that you or your personal group used at Everglades National Park during this visit.

Results

- As shown in Figure 78, the most used concession services and facilities by visitor groups included:

Winter

- 92% Restrooms
- 43% Gift shops
- 23% Boat tours

Spring

- 91% Restrooms
- 39% Gift shops
- 29% Boat tours

- The least used concession service/facility was guided fishing tours:

- Winter 1%
- Spring 1%

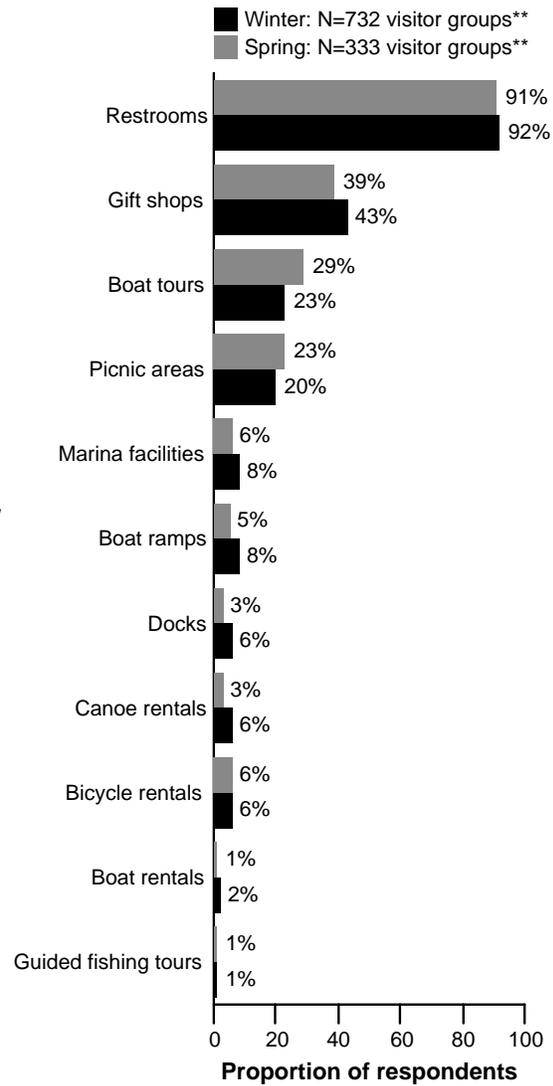


Figure 78: Concession services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of concession services and facilities

Question 12b

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1 to 5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 79 shows the combined proportions of “extremely important” and “very important” ratings for concession services and facilities. For the services and facilities that were rated by less than 30 visitor groups interpret results with **CAUTION!**

- The most used concession services/facilities included:

Winter
 95% Restrooms
 91% Boat ramps

Spring
 91% Restrooms
 85% Boat tours

- Figures 80 to 90 show the importance ratings for each service/facility.
- The services/facilities receiving the highest “not important” rating were:

Winter
 7% Canoe rentals

Spring
 5% Gift shops

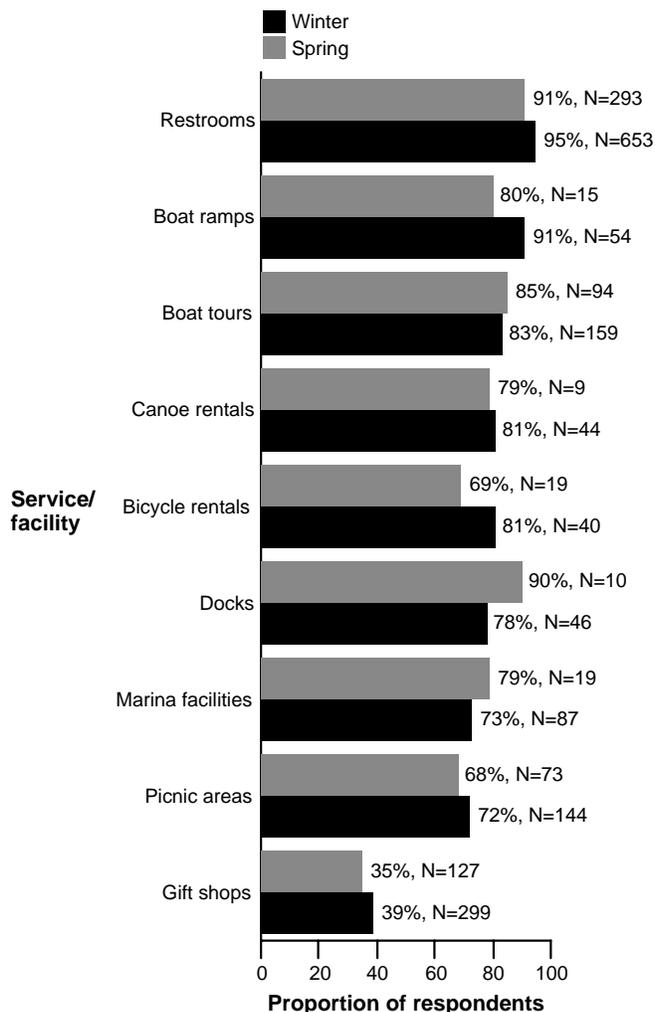


Figure 79: Combined proportions of “extremely important” and “very important” ratings for concessions services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

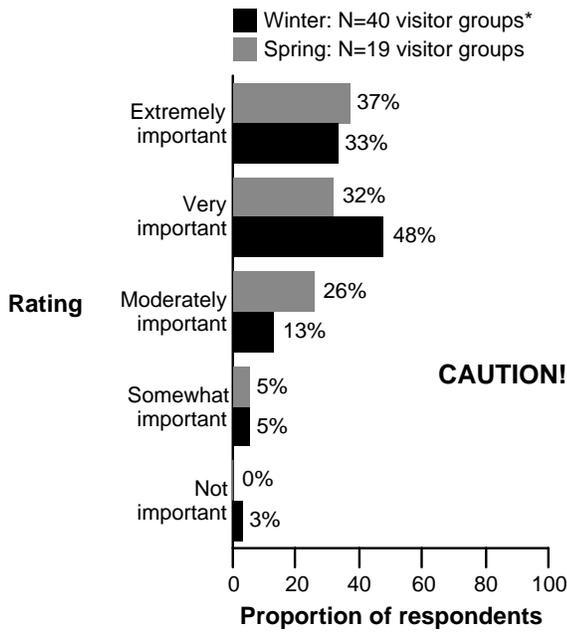


Figure 80: Importance of bicycle rentals

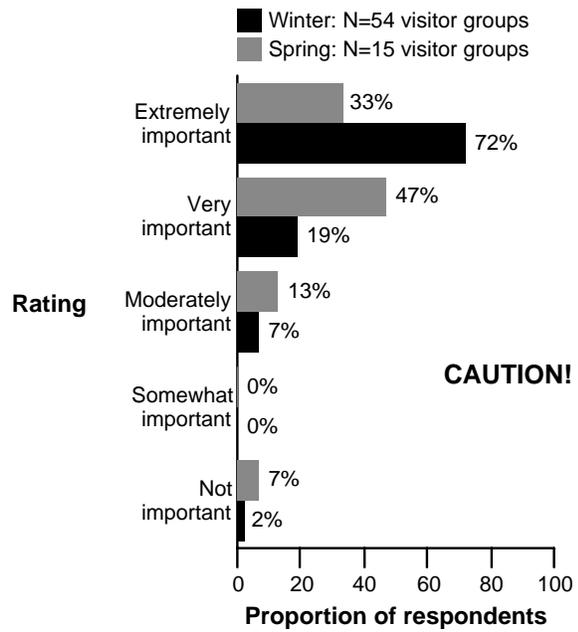


Figure 81: Importance of boat ramps

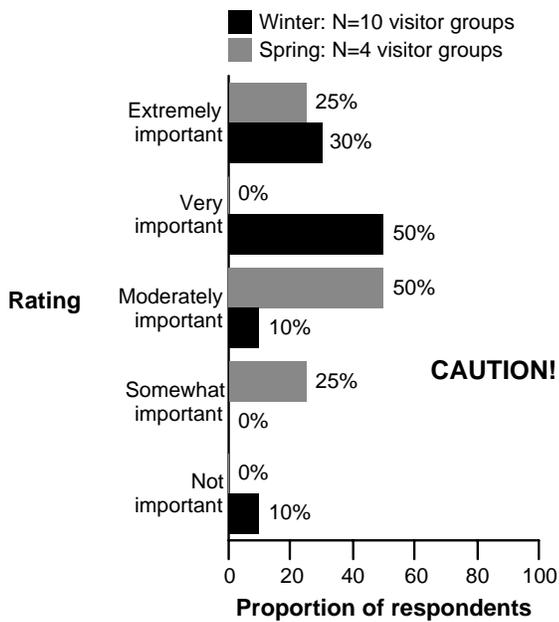


Figure 82: Importance of boat rentals

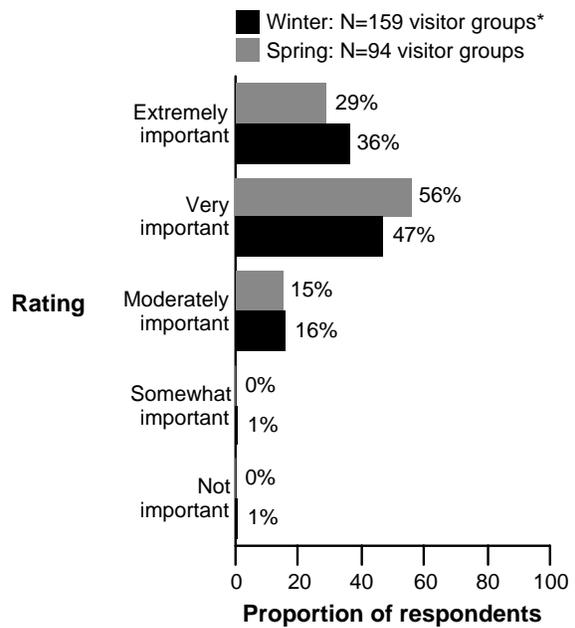


Figure 83: Importance of boat tours

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

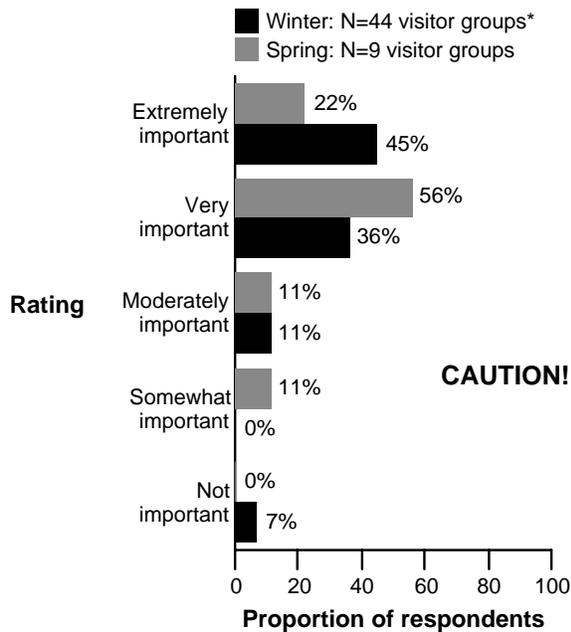


Figure 84: Importance of canoe rentals

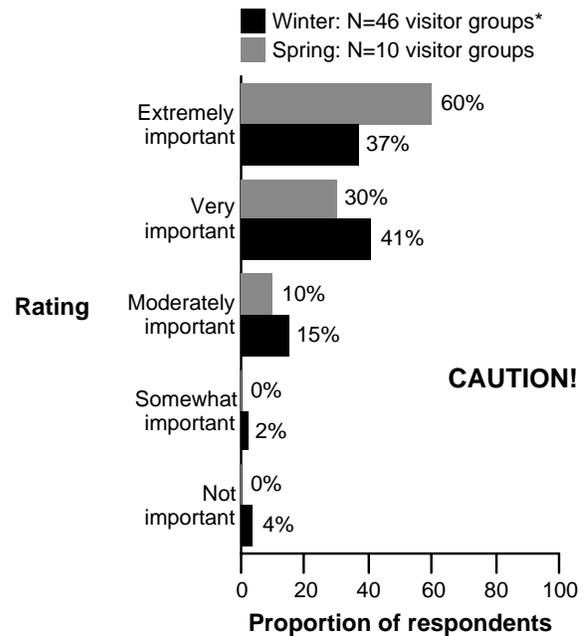


Figure 85: Importance of docks

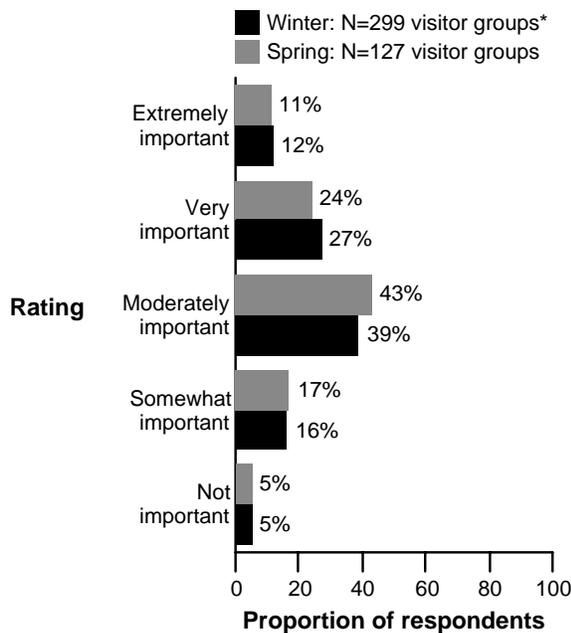


Figure 86: Importance of gift shops

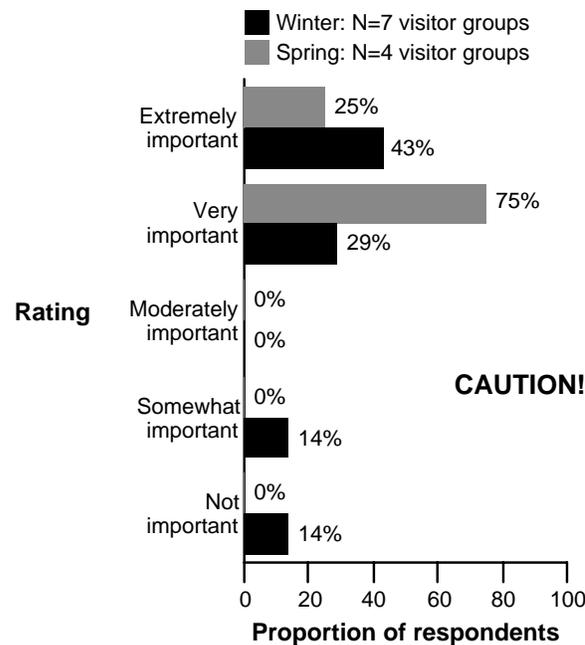


Figure 87: Importance of guided fishing tours

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

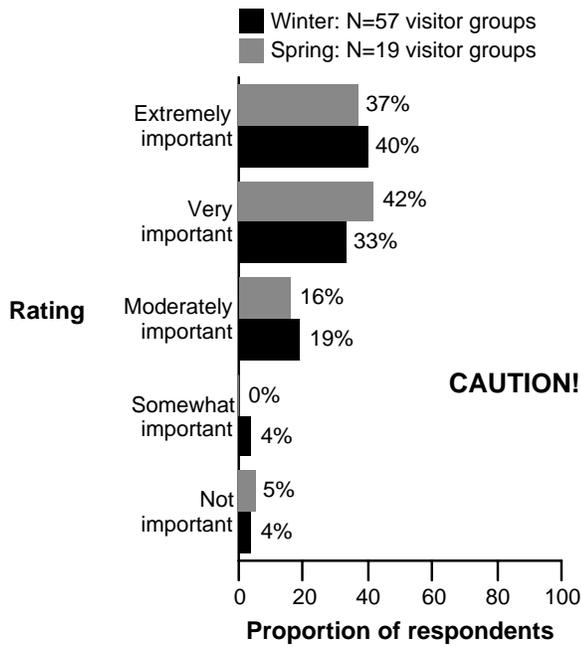


Figure 88: Importance of marina facilities

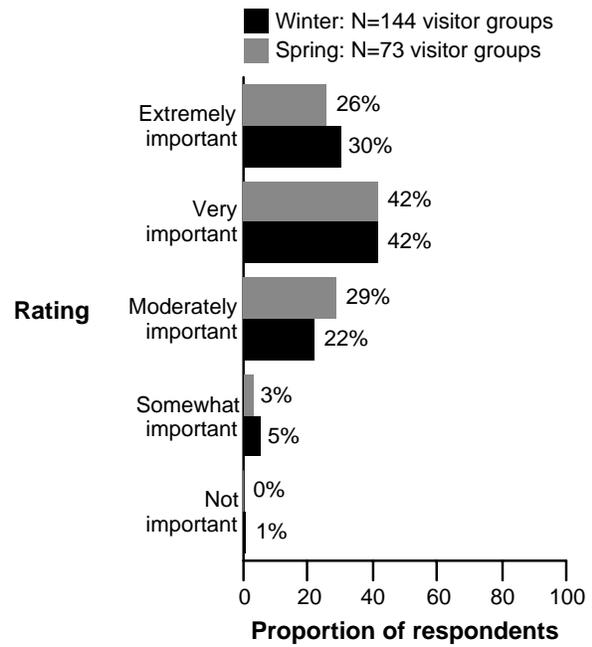


Figure 89: Importance of picnic areas

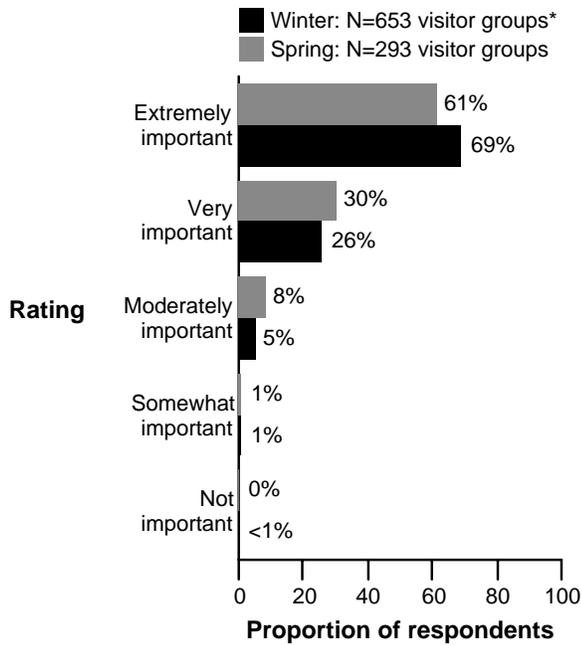


Figure 90: Importance of restrooms

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of concession services and facilities

Question 12c

Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 91 shows the combined proportions of “very good” and “good” quality ratings for concessions services and facilities. For the services and facilities that were rated by less than 30 visitor groups interpret results with **CAUTION!**

- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings included:

Winter

- 84% Boat tours
- 81% Canoe rentals

Spring

- 83% Boat tours
- 72% Picnic areas

- Figures 92 to 102 show the quality ratings for each service/facility.

- The services and facilities receiving the highest “very poor” quality ratings were:

Winter

- 5% Docks
- 5% Picnic areas

Spring

- 4% Boat tours

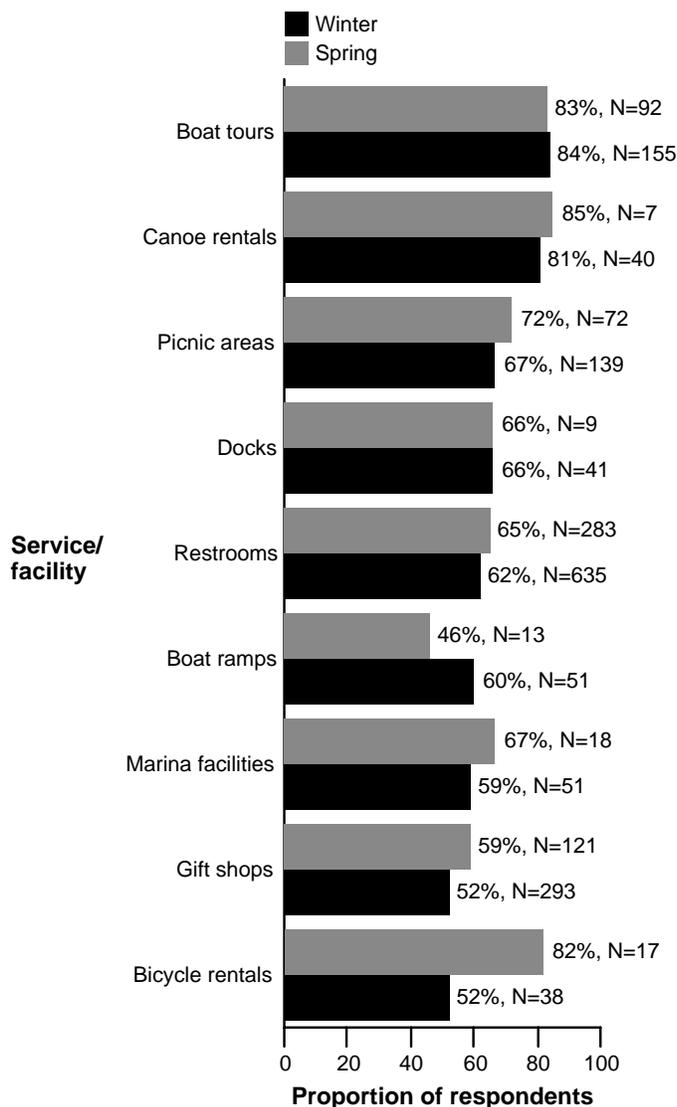


Figure 91: Combined proportions of “very good” and “good” quality ratings for concession services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

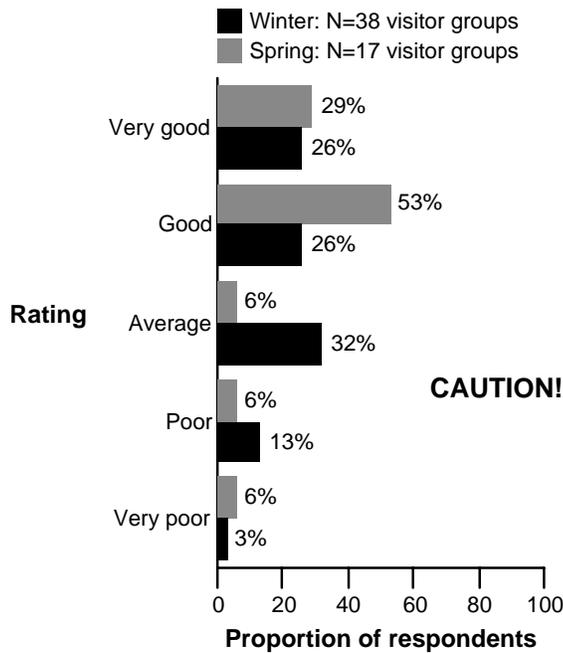


Figure 92: Quality of bicycle rentals

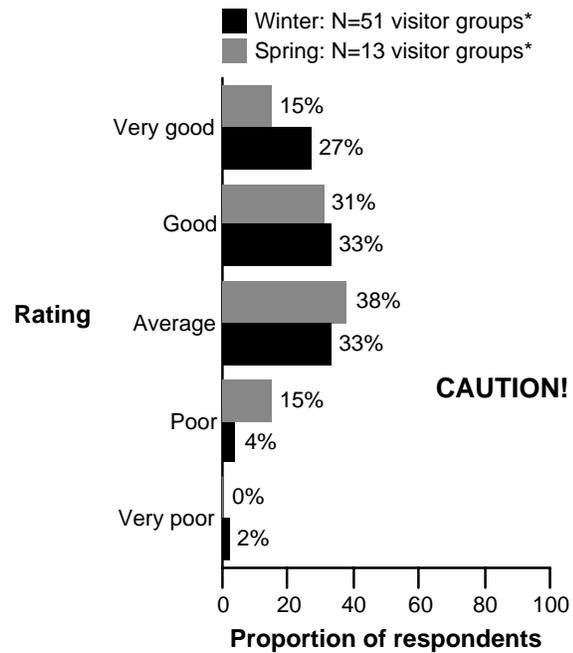


Figure 93: Quality of boat ramps

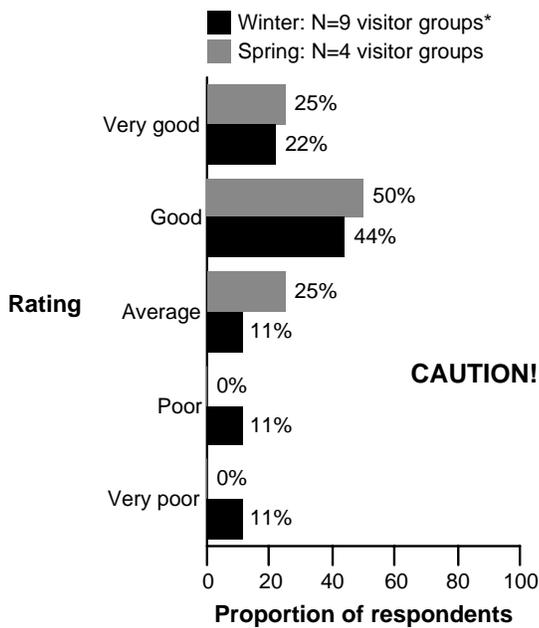


Figure 94: Quality of boat rentals

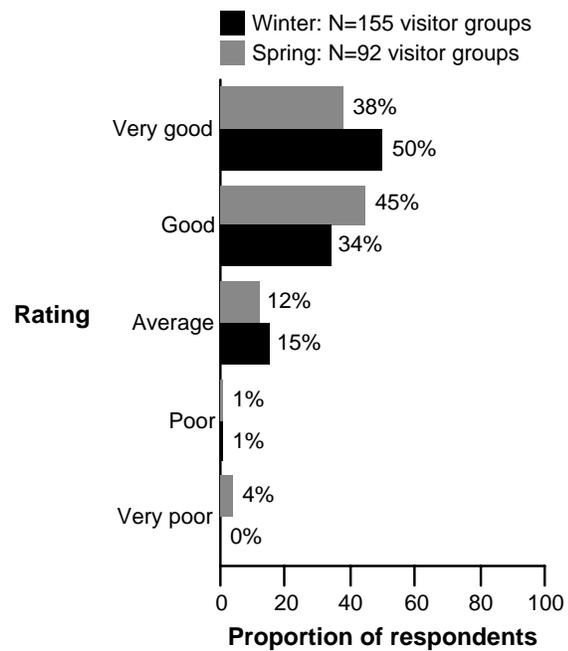


Figure 95: Quality of boat tours

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

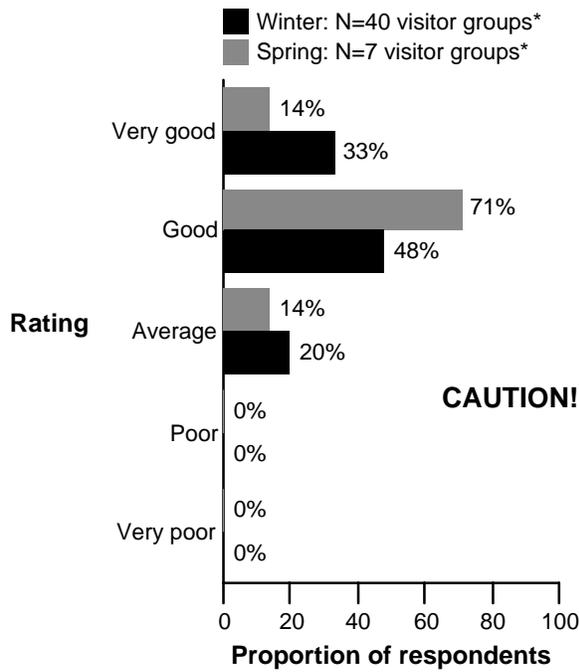


Figure 96: Quality of canoe rentals

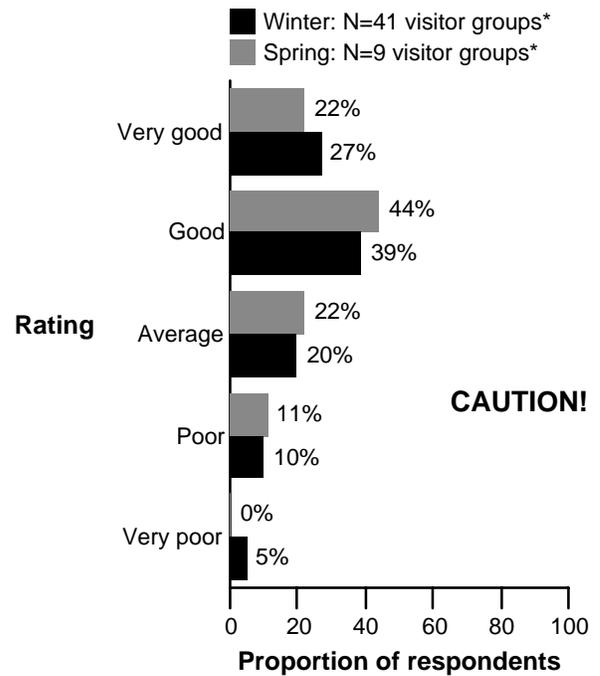


Figure 97: Quality of docks

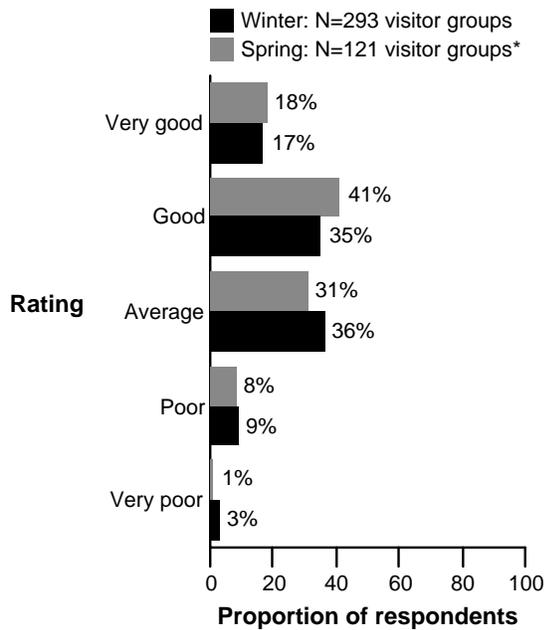


Figure 98: Quality of gift shops

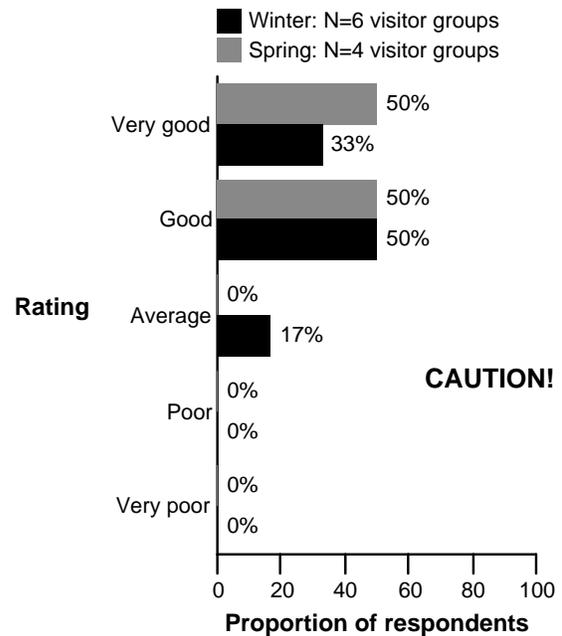


Figure 99: Quality of guided fishing tours

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

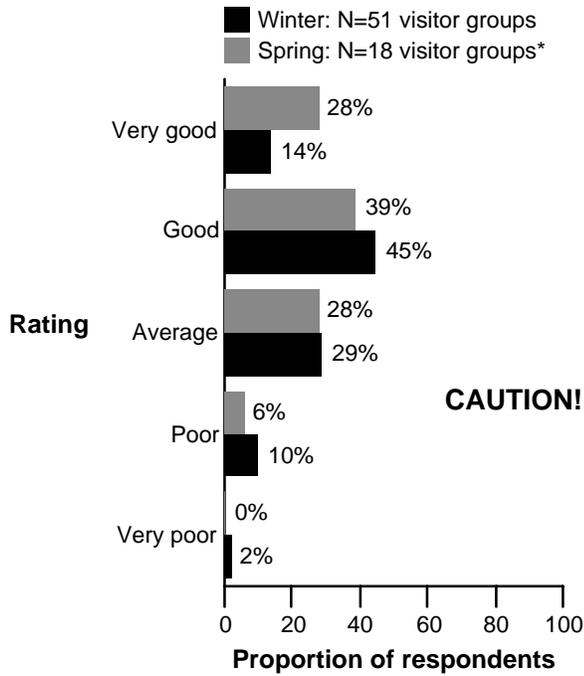


Figure 100: Quality of marina facilities

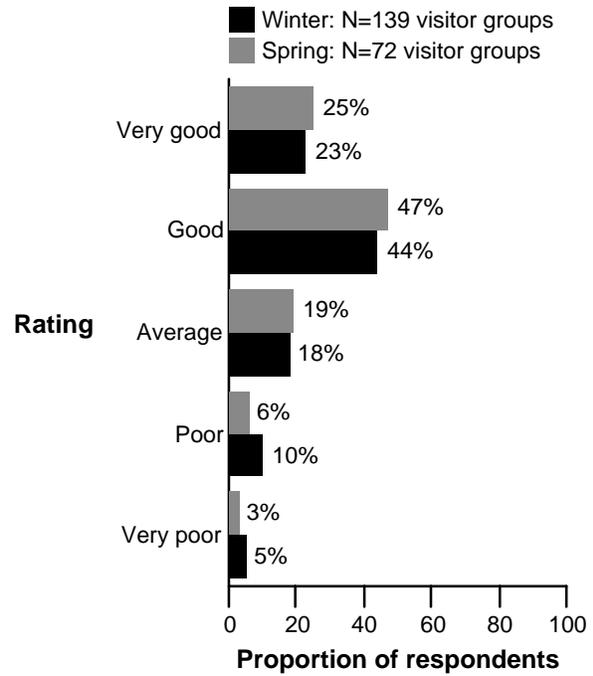


Figure 101: Quality of picnic areas

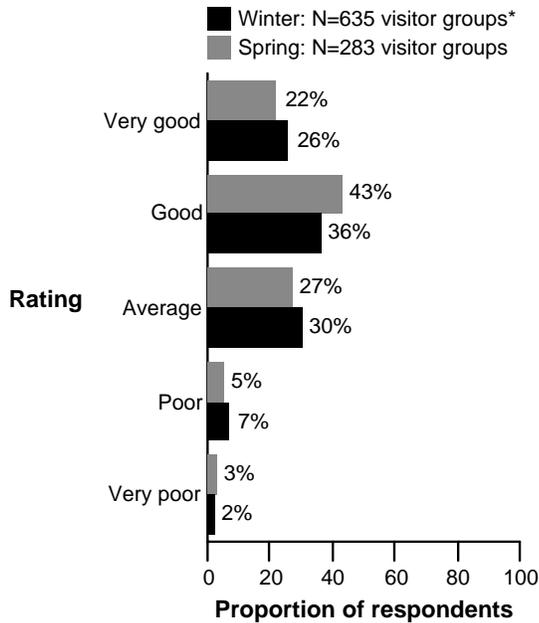


Figure 102: Quality of restrooms

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings for concession services and facilities

- Figures 103 and 104 show the mean scores of importance and quality ratings for all concession services and facilities that were rated by 30 or more winter visitor groups.
- All concession services and facilities were rated above average in importance and quality.

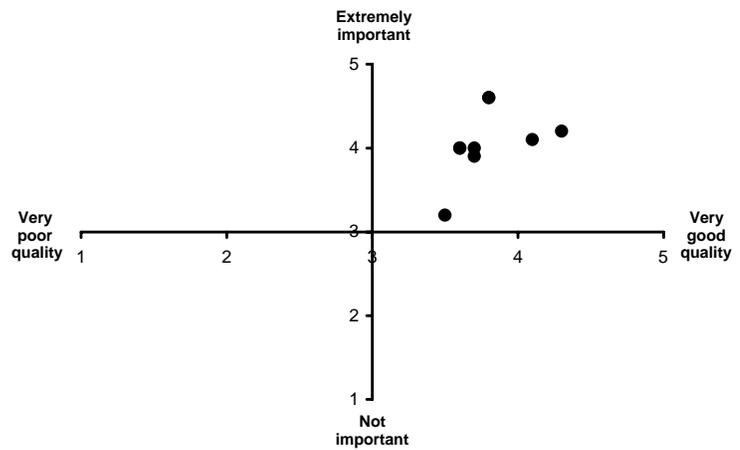


Figure 103: Mean scores of importance and quality ratings of concession services and facilities by visitor groups (Winter)

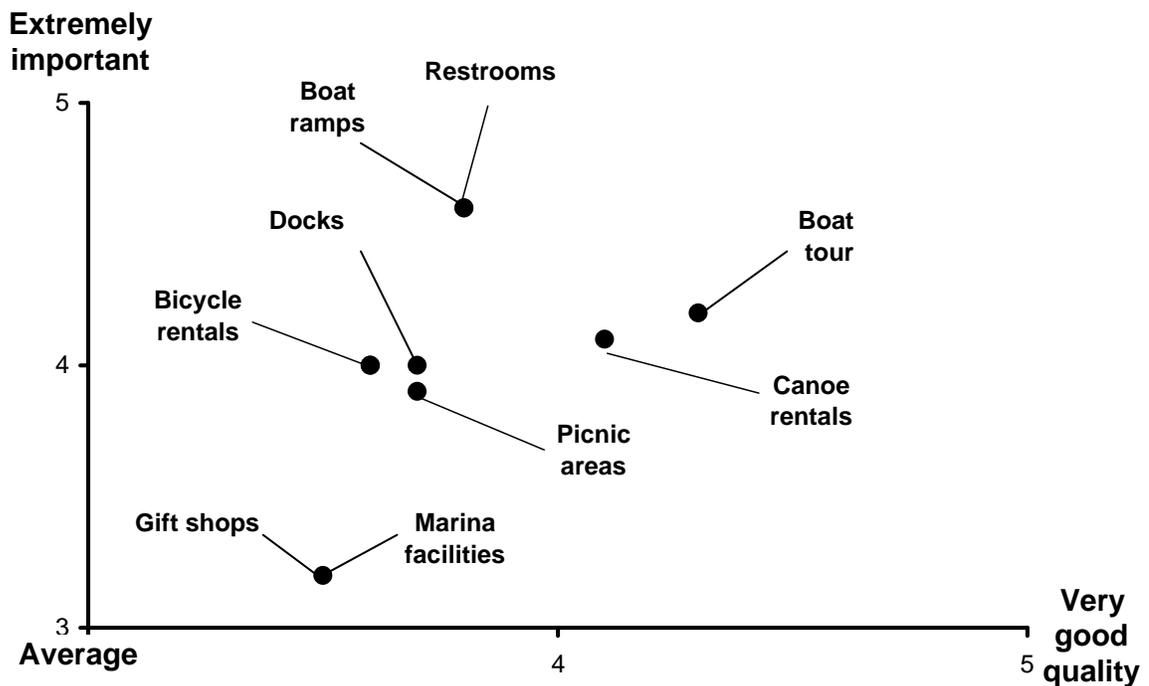


Figure 104: Detail of Figure 103

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

- Figures 105 and 106 show the mean scores of importance and quality ratings for all concession services and facilities that were rated by 30 or more spring visitor groups.
- All concessions services and facilities were rated above average in importance and quality.

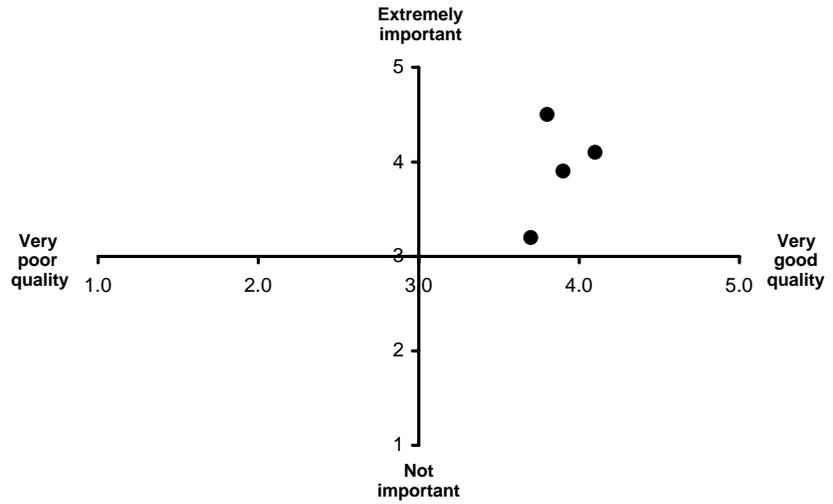


Figure 105: Mean scores of importance and quality ratings of concession services and facilities by visitor groups (Spring)

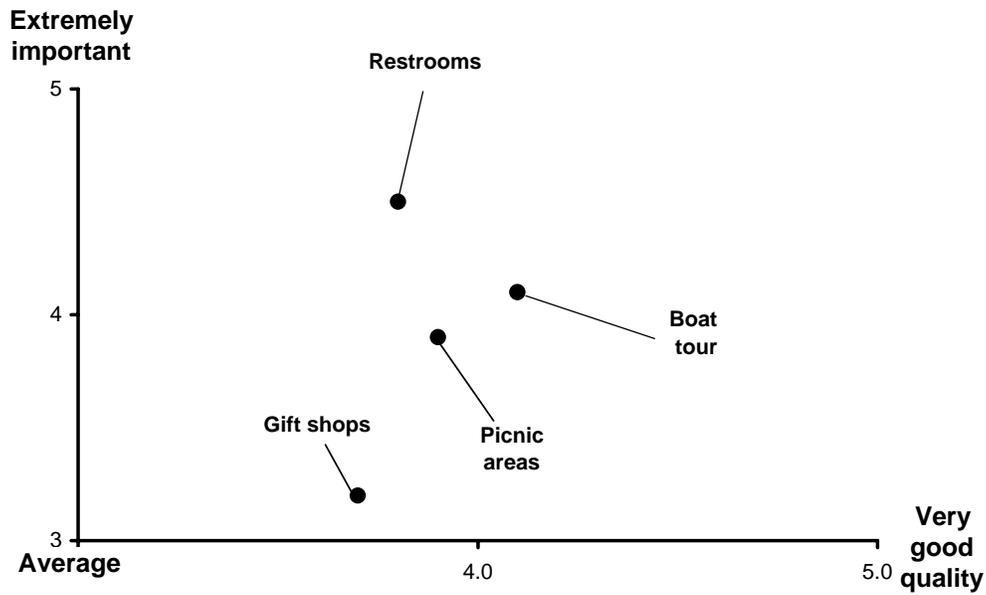


Figure 106: Detail of Figure 105

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance of protecting park attributes/resources/experiences

Question 10

It is the National Park Service’s responsibility to protect Everglades National Park’s natural, scenic, and cultural resources and visitor experiences that depend on them. How important is protection of the following to you and your group?

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- As shown in Figure 107, the attributes/resources/experiences that received the highest combined proportions of “extremely important” and “very important” ratings by visitor groups included:

Winter

- 94% Native animals
- 92% Endangered species
- 91% Water quality

Spring

- 94% Native animals
- 91% Endangered species
- 91% Water quality

- The attributes/resources/experiences that received the highest “not important” rating were:

- Winter 6% Recreational opportunities
- Spring 7% Recreational opportunities

- Tables 15a and 15b show the importance ratings for natural and cultural attributes/resources/experiences as rated by visitor groups.

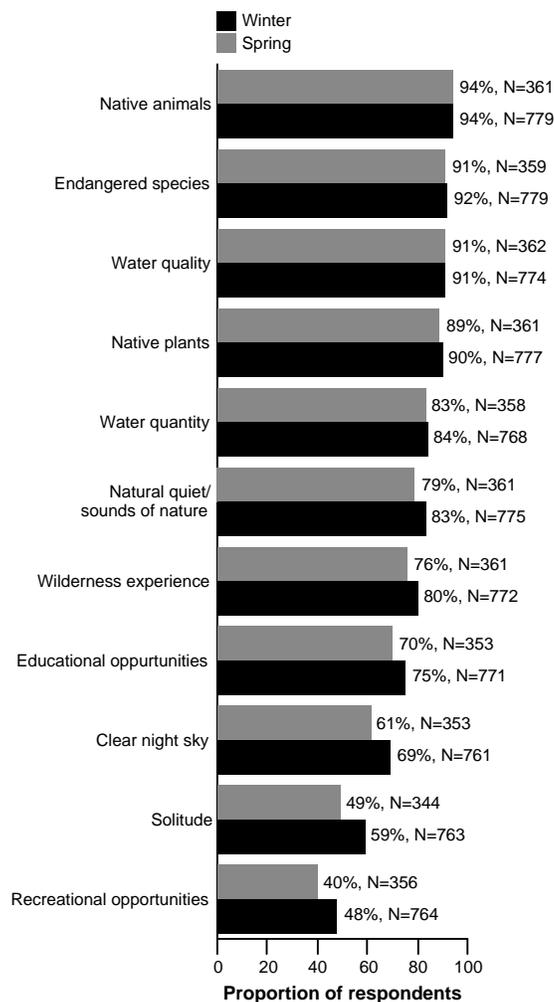


Figure 107: Importance of protecting park attributes/resources/experiences

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15a: Importance of protecting of park attributes/resources/experiences (Winter)

N=number of visitor groups who rated the importance of each attribute/resource/experience.

Attribute/resource/experience	N	Rating (%)				
		Extremely important	Very important	Moderately important	Somewhat important	Not important
Educational opportunities	771	27	48	17	5	2
Endangered species	779	63	29	6	1	<1
Native plants	777	54	36	8	1	<1
Native animals	779	60	34	5	1	<1
Natural quiet/sounds of nature	775	45	38	13	2	1
Clear night sky	761	35	34	19	6	6
Recreational opportunities	764	19	29	34	12	6
Solitude	763	26	33	26	10	5
Water quality	774	60	31	7	1	1
Water quantity	768	52	32	13	2	1
Wilderness experience	772	42	38	16	3	1

Table 15b: Importance of protecting of park attributes/resources/experiences (Spring)

N=number of visitor groups who rated the importance of each attribute/resource/experience.

Attribute/resource/experience	N	Rating (%)				
		Extremely important	Very important	Moderately important	Somewhat important	Not important
Educational opportunities	353	24	46	21	6	3
Endangered species	359	63	28	6	2	1
Native plants	361	52	37	9	2	1
Native animals	361	57	37	4	2	<1
Natural quiet/sounds of nature	361	35	44	16	3	2
Clear night sky	353	24	37	24	9	7
Recreational opportunities	356	12	28	41	12	7
Solitude	344	19	30	36	11	3
Water quality	362	52	39	7	2	1
Water quantity	358	46	37	10	5	3
Wilderness experience	361	35	41	16	6	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures

Total expenditures

Question 23

For you and your personal group, please report all expenditures for the items listed below for this visit to Everglades National Park and the surrounding area (Florida Keys, Florida City, Homestead, Miami, and Naples).

Results

- As shown in Figure 108, the proportion of visitor groups whose total expenditures inside and outside the park were between \$1 and \$500 was:

Winter 57%
Spring 54%

- The proportion of visitor groups that spent between \$501 and \$1,000 were:

Winter 16%
Spring 15%

- As shown in Figures 109 and 110, the largest proportions of total expenditures included:

Winter

- 41% Lodges, hotels, motels, rented condos, cabins, B&B, etc.
- 16% Restaurants and bars

Spring

- 41% Lodges, hotels, motels, rented condos, cabins, B&B, etc.
- 19% Restaurants and bars

- The average expenditure per visitor group was:

Winter \$810
Spring \$938

- The median expenditures (50% of visitor groups spent more and 50% spent less) was:

Winter \$320
Spring \$343

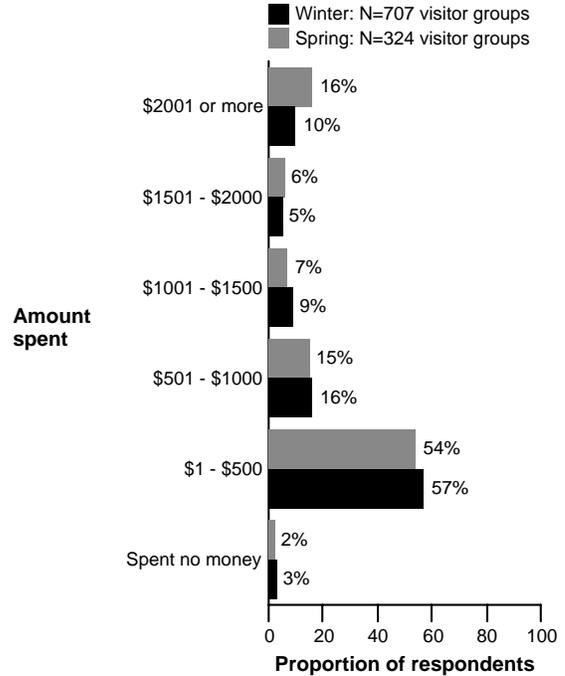


Figure 108: Total expenditures inside and outside of the park

- The average expenditure per person (per capita) was:

Winter \$354
Spring \$374

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

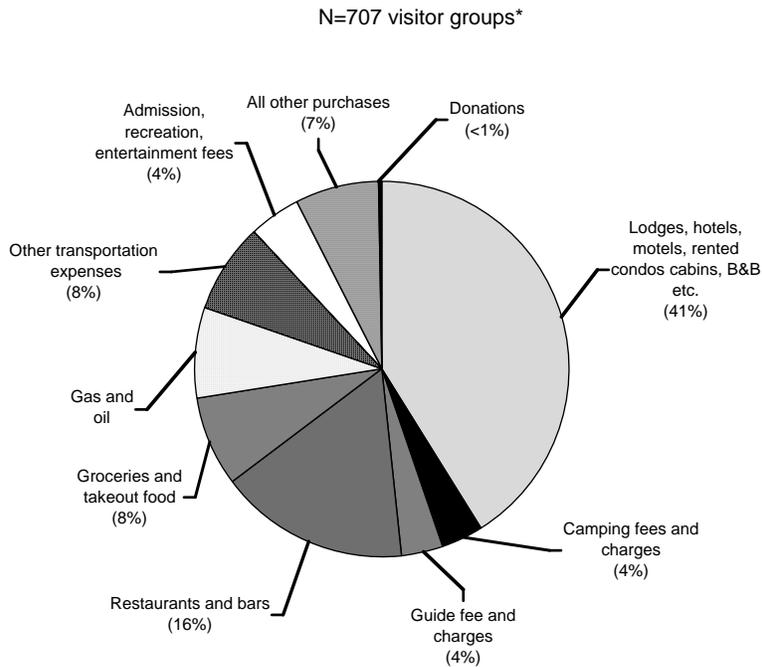


Figure 109: Total expenditures, inside and outside park (Winter)

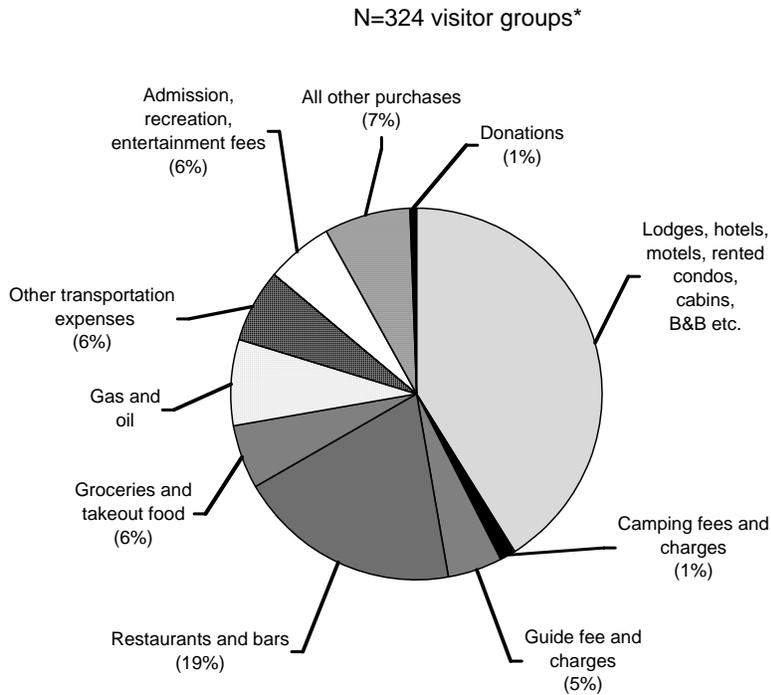


Figure 110: Total expenditures, inside and outside park (Spring)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by expenditures

Question 23c

How many adults (18 years or over) do the above expenditures cover?

Results

- As shown in Figure 111, the proportion of visitor groups with two adults covered by total expenditures was:

Winter 60%

Spring 68%

- The proportion of visitor groups with four or more adults covered by total expenditures was:

Winter 20%

Spring 17%

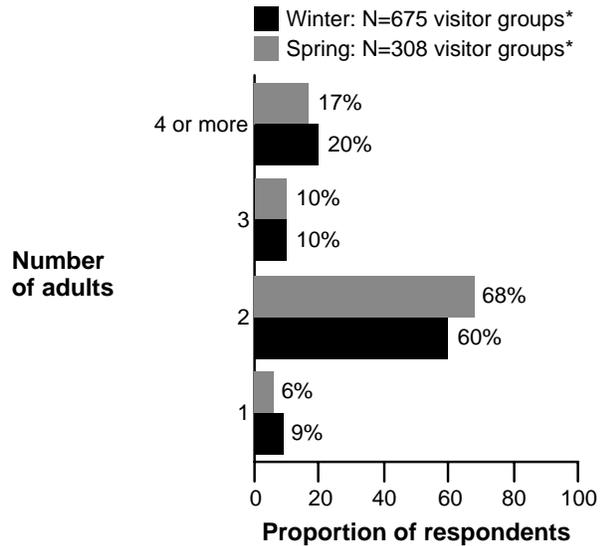


Figure 111: Number of adults covered by expenditures

Number of children covered by expenditures

Question 23c

How many children (under 18 years) do the above expenses cover?

Results

- As shown in Figure 112, the proportion of visitor groups with no children covered by total expenditures was:

Winter 76%

Spring 70%

- The proportion of visitor groups with up to two children covered by total expenditures was:

Winter 19%

Spring 22%

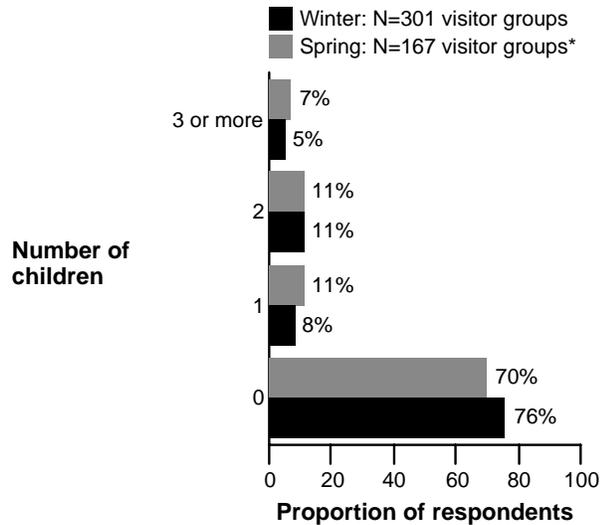


Figure 112: Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures inside park

Question 23a

Please list your group’s total expenditures inside Everglades National Park.

Results

- As shown in Figure 113, the proportion of visitor groups that spent up to \$50 inside the park was:

Winter 49%
Spring 50%

- As shown in Figures 114 and 115, the largest proportions of total expenditures inside the park included:

Winter
27% Guide fees and charges
20% Admission, recreation, entertainment fees

Spring
32% Guide fees and charges
30% Admission, recreation, entertainment fees

- The average visitor group expenditure inside the park was:

Winter \$72
Spring \$68

- The median visitor group expenditure (50% of groups spent more and 50% spent less) was:

Winter \$40
Spring \$45

- The average per capita expenditure inside park was:

Winter \$36
Spring \$28

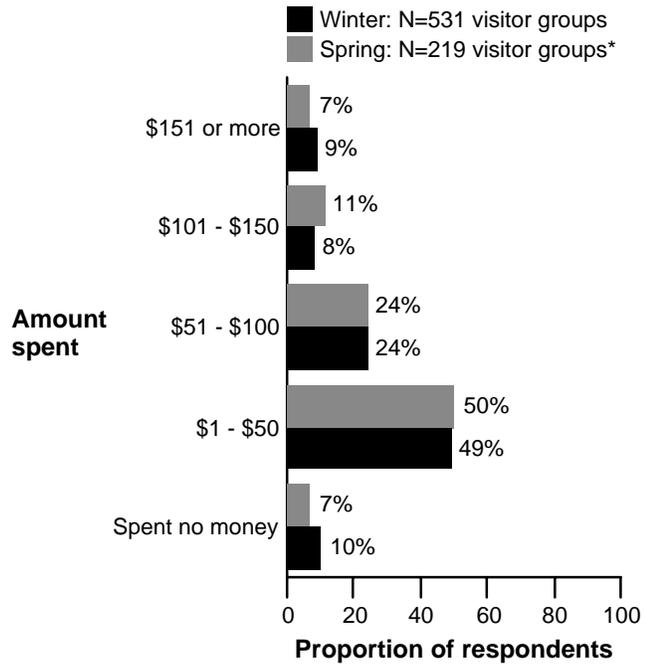


Figure 113: Total expenditures inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

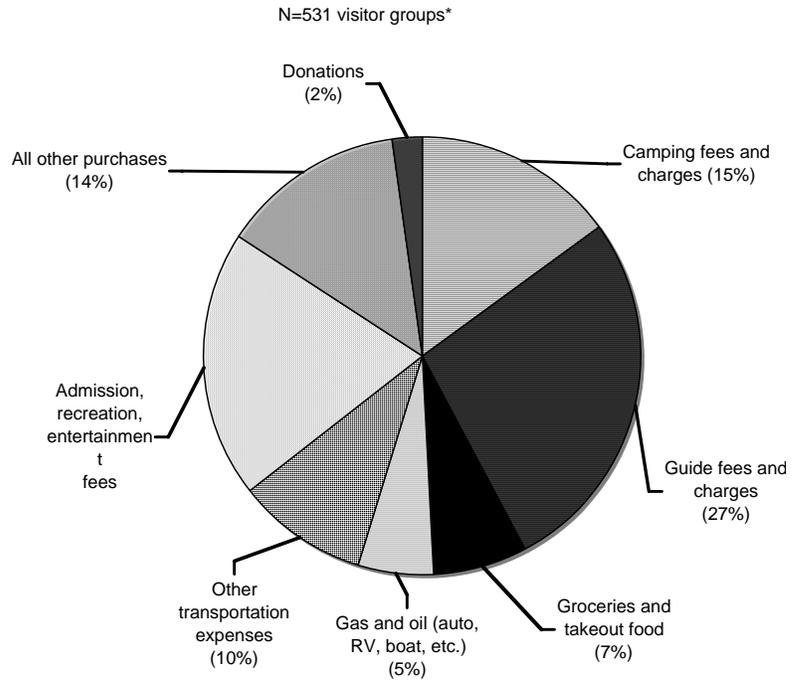


Figure 114: Proportions of expenditures inside park (Winter)

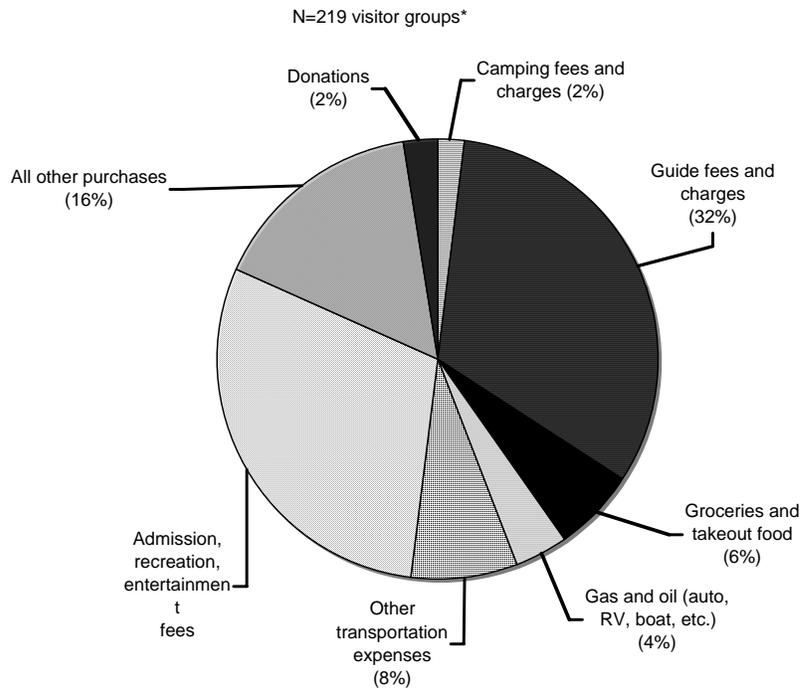


Figure 115: Proportions of expenditures inside park (Spring)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Camping fees and charges

- As shown in Figure 116, the proportion of visitor groups that spent no money on camping fees and charges was:

Winter 72%
Spring 91%

- The proportion of visitor groups that spent up to \$50 was:

Winter 16%
Spring 8%

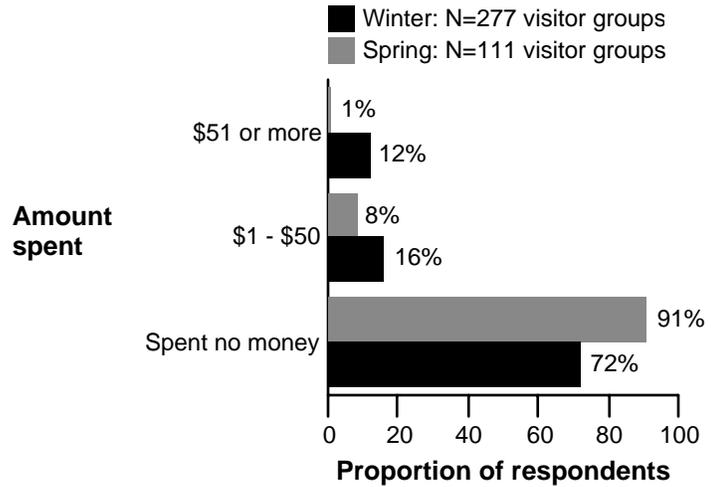


Figure 116: Expenditures for camping fees and charges inside the park

Guide fees and charges

- As shown in Figure 117, the proportion of visitor groups that spent no money on guide fees and charges was:

Winter 55%
Spring 53%

- The proportion of visitor groups that spent up to \$50 was:

Winter 20%
Spring 24%

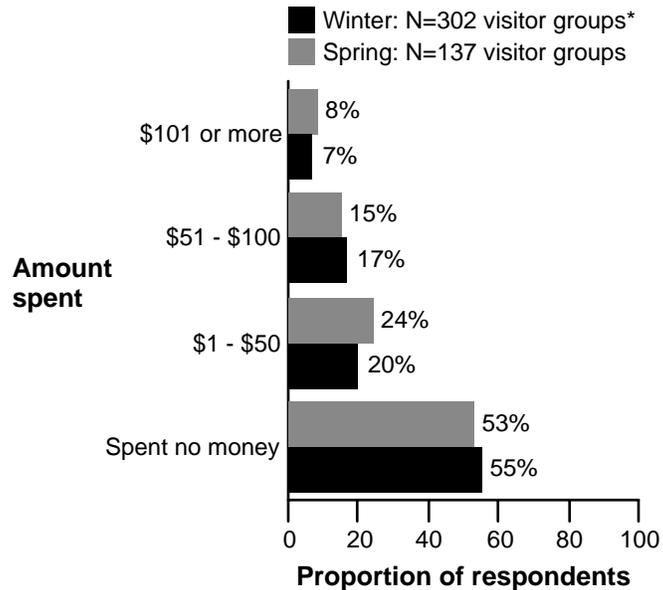


Figure 117: Expenditures for guide fees and charges inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

- As shown in Figure 118, the proportion of visitor groups that spent no money on groceries and takeout food inside the park on this visit was:

Winter 58%
Spring 54%

- The proportion of visitor groups that spent up to \$25 was:

Winter 33%
Spring 39%

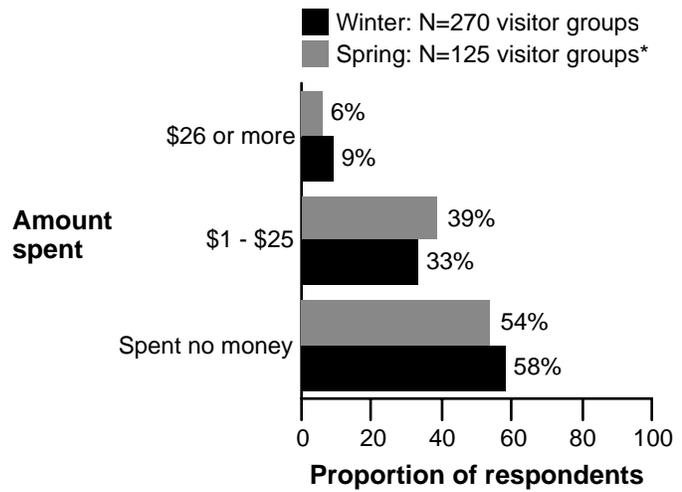


Figure 118: Expenditures for groceries and takeout food inside the park

Gas and oil

- As shown in Figure 119, the proportion of visitor groups that spent no money on gas and oil inside the park on this visit was:

Winter 82%
Spring 82%

- The proportion of visitor groups that spent up to \$25 was:

Winter 6%
Spring 10%

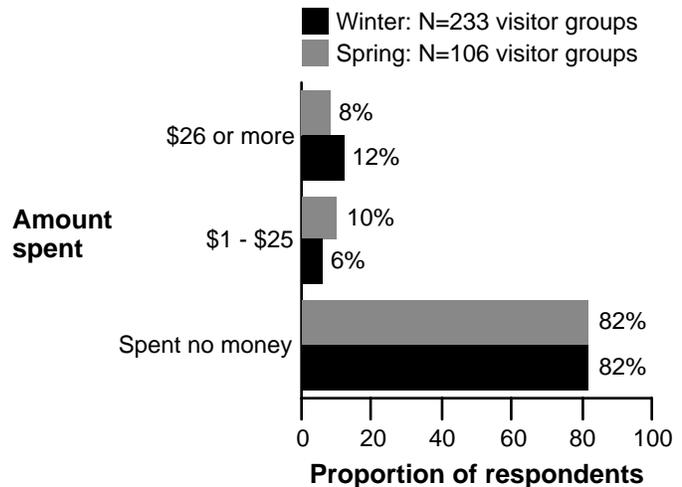


Figure 119: Expenditures for gas and oil inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Other transportation expenses

- As shown in Figure 120, the proportion of visitor groups that spent no money on other transportation expenses inside the park on this visit was:

Winter 84%
Spring 86%

- The proportion of visitor groups that spent up to \$50 was:

Winter 9%
Spring 5%

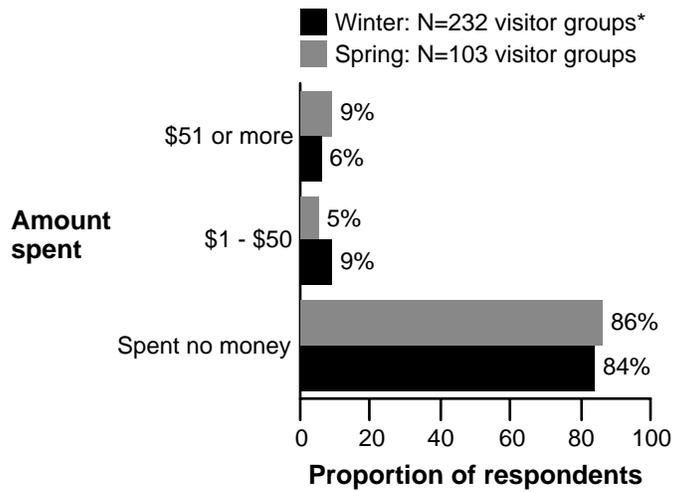


Figure 120: Expenditures for other transportation inside the park

Admission, recreation, entertainment fees

- As shown in Figure 121, the proportion of visitor groups that spent up to \$50 on admission, recreation and entertainment fees inside the park was:

Winter 62%
Spring 62%

- The proportion of visitor groups that spent no money on admission, recreation, and entertainment fees was:

Winter 27%
Spring 23%

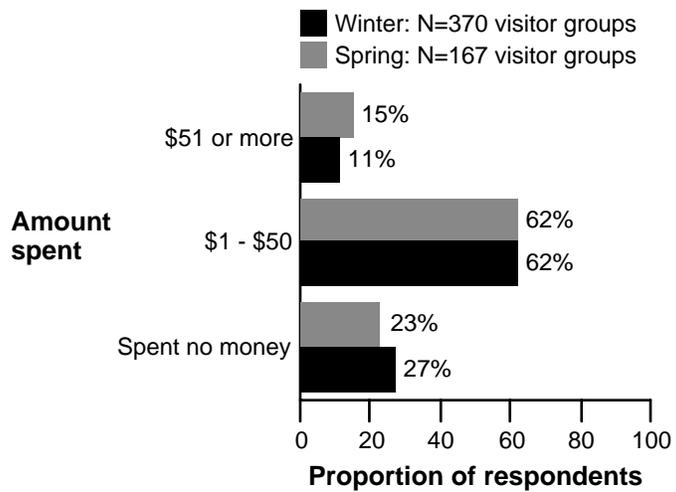


Figure 121: Expenditures for admission, recreation, entertainment fees inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

All other purchases

- As shown in Figure 122, the proportion of visitor groups that spent no money on other purchases inside the park was:

Winter 45%
Spring 45%

- The proportion of visitor groups that spent up to \$25 was:

Winter 36%
Spring 35%

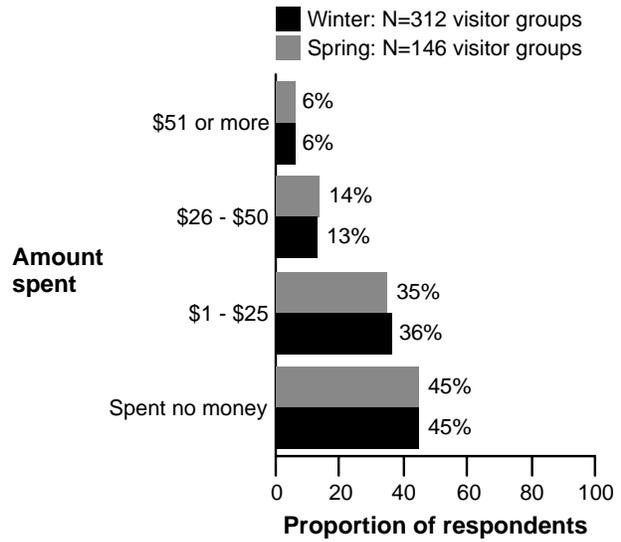


Figure 122: Expenditures for other purchases inside the park

Donations

- As shown in Figure 123, the proportion of visitor groups that did not donate any money inside the park on this visit was:

Winter 73%
Spring 72%

- The proportion of visitor groups that donated up to \$25 was:

Winter 25%
Spring 26%

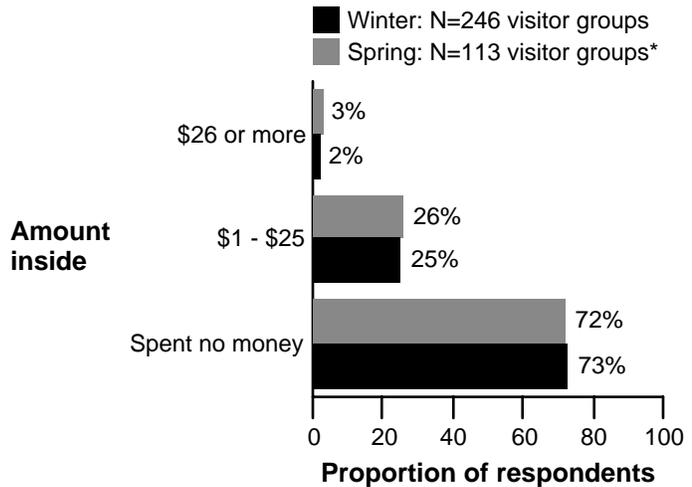


Figure 123: Expenditures for donations inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures in the surrounding area outside park

Question 23b

Please list your group’s total expenditures in the surrounding area outside the park.

Results

- As shown in Figure 124, the proportion of visitor groups that spent up to \$250 outside the park was:

Winter 34%
Spring 35%

- As shown in Figures 125 and 126, the largest proportion of total expenditures outside the park were:

Winter
44% Lodges, hotels, motels, rented condos, cabins, B&B, etc.
18% Restaurants and bars

Spring
43% Lodges, hotels, motels, rented condos, cabins, B&B, etc.
20% Restaurants and bars

- The average visitor group expenditure inside the park was:

Winter \$876
Spring \$984

- The median visitor group expenditure (50% of groups spent more and 50% spent less) was:

Winter \$390
Spring \$395

- The average per capita expenditure outside park was:

Winter \$400
Spring \$413

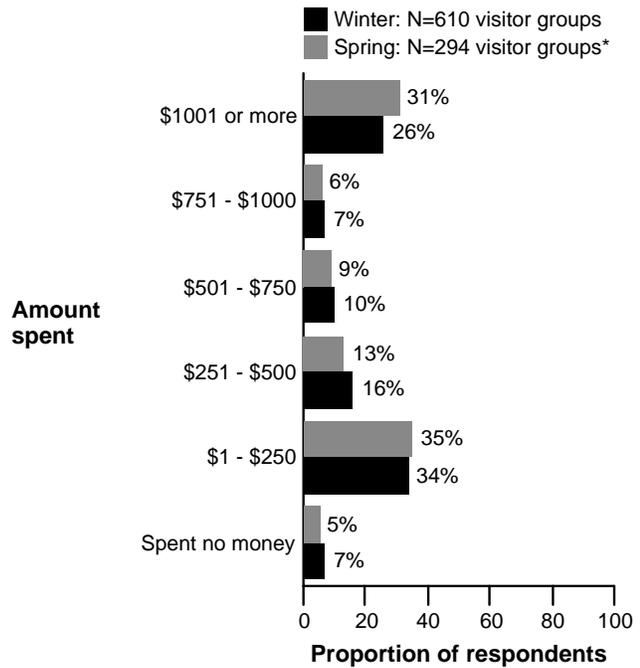


Figure 124: Total expenditures outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

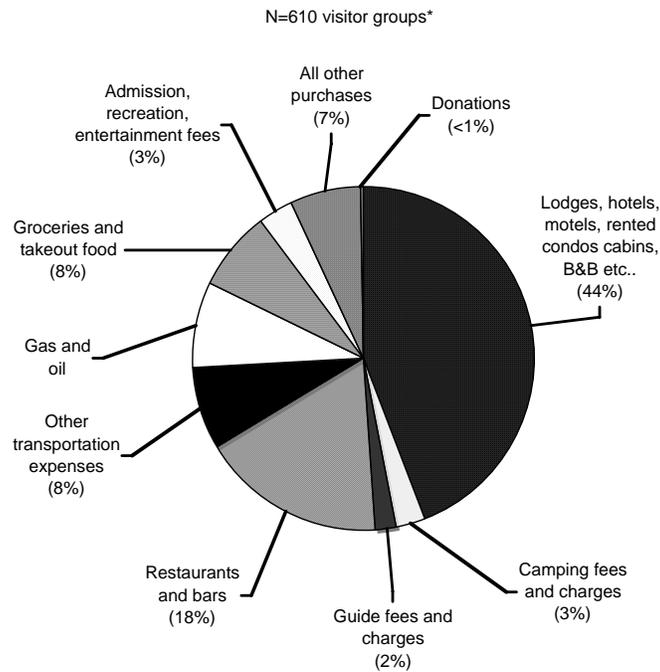


Figure 125: Proportions of total expenditures outside park (Winter)

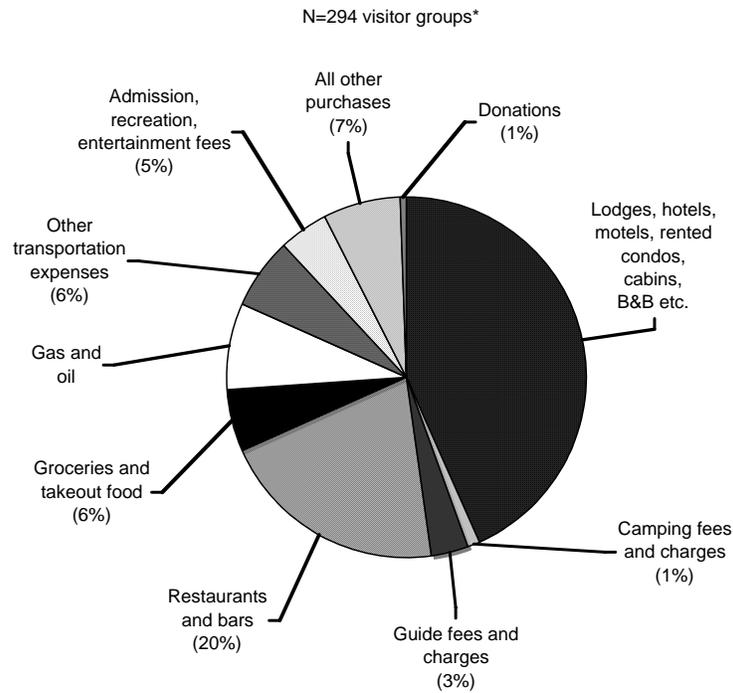


Figure 126: Proportions of total expenditures outside park (Spring)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodges, hotels, motels, rented condos, cabins, B&B, etc.

- As shown in Figure 127, the proportion of visitor groups that spent over \$500 on hotels, resorts, lodges, motels, etc. outside the park on this visit was:

Winter 26%
Spring 32%

- The proportion of visitor groups that did not spend any money was:

Winter 32%
Spring 23%

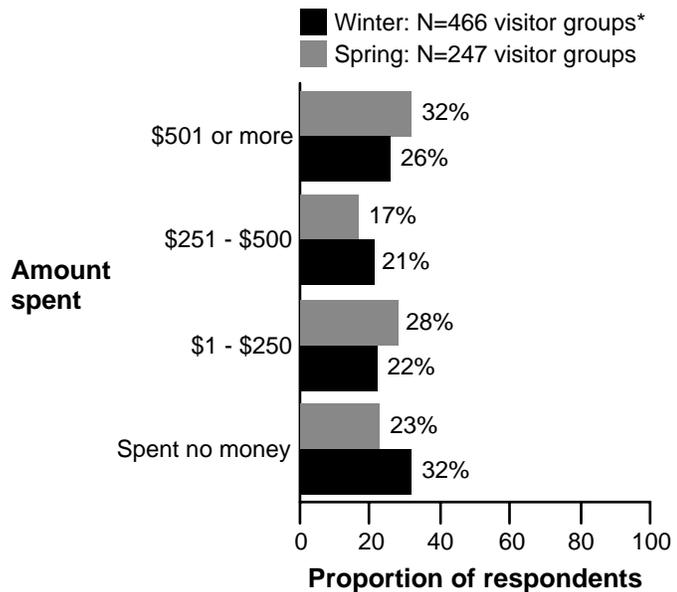


Figure 127: Expenditures for lodges, hotels, motels, rented condos, cabins, B&B, etc. outside the park

Camping fees and charges

- As shown in Figure 128, the proportion of visitor groups that did not spend any money on camping fees and charges outside the park on this visit was:

Winter 83%
Spring 89%

- The proportion of visitor groups that spent \$101 or more was:

Winter 11%
Spring 5%

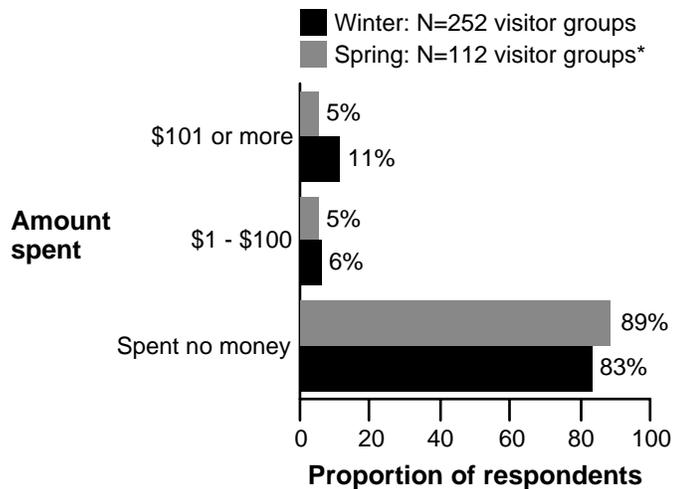


Figure 128: Expenditures for camping fees and charges outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Guide fees and charges

- As shown in Figure 129, the proportion of visitor groups that did not spend any money on guide fees and charges outside the park on this visit was:

Winter 73%
Spring 74%

- The proportion of visitor groups that spent \$51 or more was:

Winter 20%
Spring 18%

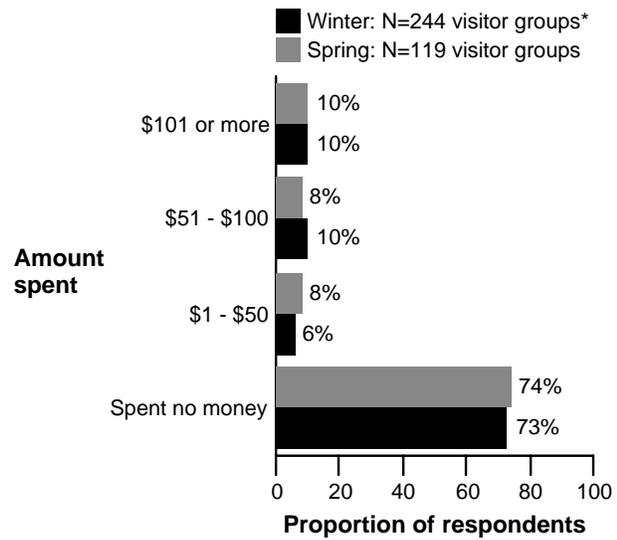


Figure 129: Expenditures for guide fees and charges outside the park

Restaurants and bars

- As shown in Figure 130, the proportion of visitor groups that spent up to \$100 on restaurants and bars outside the park on this visit was:

Winter 43%
Spring 39%

- The proportion of visitor groups that spent \$201 or more was:

Winter 25%
Spring 29%

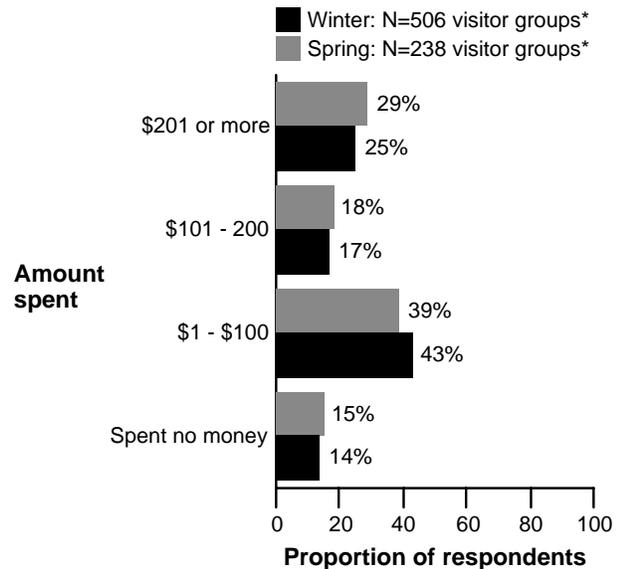


Figure 130: Expenditures for restaurants and bars outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

- As shown in Figure 131, the proportion of visitor groups that spent up to \$50 on groceries and takeout food outside the park on this visit was:

Winter 38%
Spring 49%

- The proportion of visitor groups that spent no money was:

Winter 27%
Spring 21%

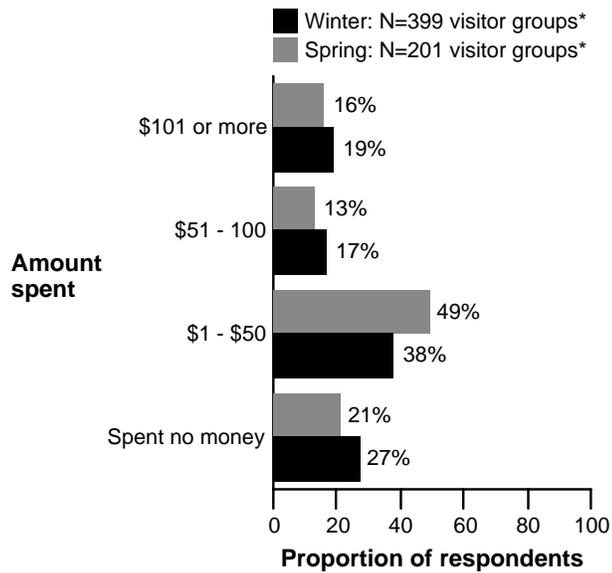


Figure 131: Expenditures for groceries and takeout food outside the park

Gas and oil

- As shown in Figure 132, the proportion of visitor groups that spent \$51 or more on gas and oil outside the park on this visit was:

Winter 46%
Spring 50%

- The proportion of visitor groups that spent up to \$50 on gas and oil was:

Winter 42%
Spring 39%

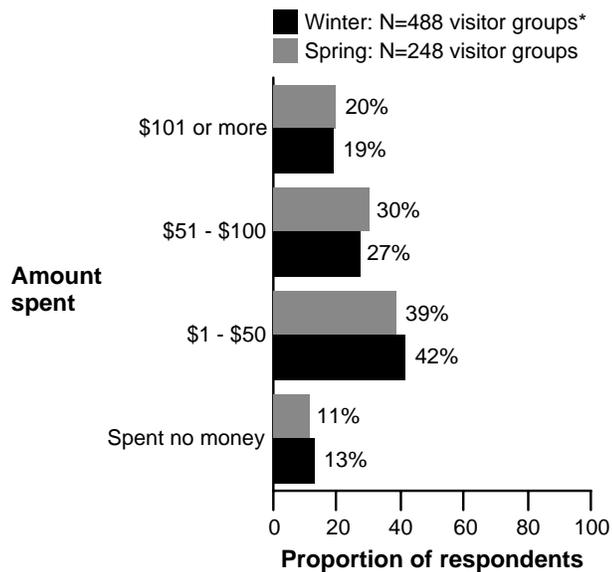


Figure 132: Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Other transportation expenses

- As shown in Figure 133, the proportion of visitor groups that did not spend any money on other transportation outside the park on this visit was:

Winter 51%
Spring 45%

- The proportion of visitor groups that spent \$101 or more was:

Winter 31%
Spring 40%

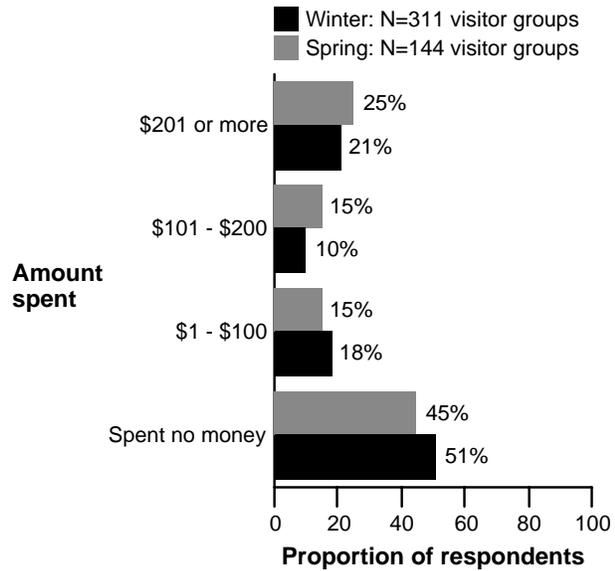


Figure 133: Expenditures for other transportation outside the park

Admission, recreation, entertainment fees

- As shown in Figure 134, the proportion of visitor groups that did not spend any money on admission, recreation, or entertainment fees outside the park on this visit was

Winter 46%
Spring 40%

- The proportion of visitor groups that spent up to \$50 was:

Winter 28%
Spring 27%

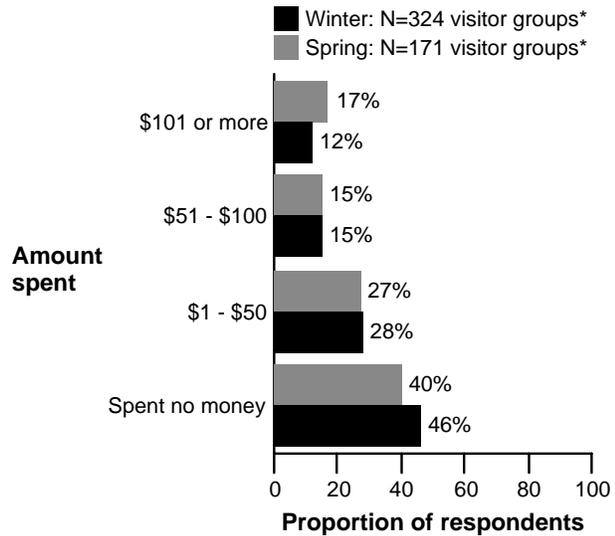


Figure 134: Expenditures for admission, recreation, entertainment fees outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

All other purchases

- As shown in Figure 135, the proportion of visitor groups that did not spend any money on other purchases outside the park on this visit was:

Winter 38%
Spring 36%

- The proportion of visitor groups that spent up to \$50:

Winter 27%
Spring 31%

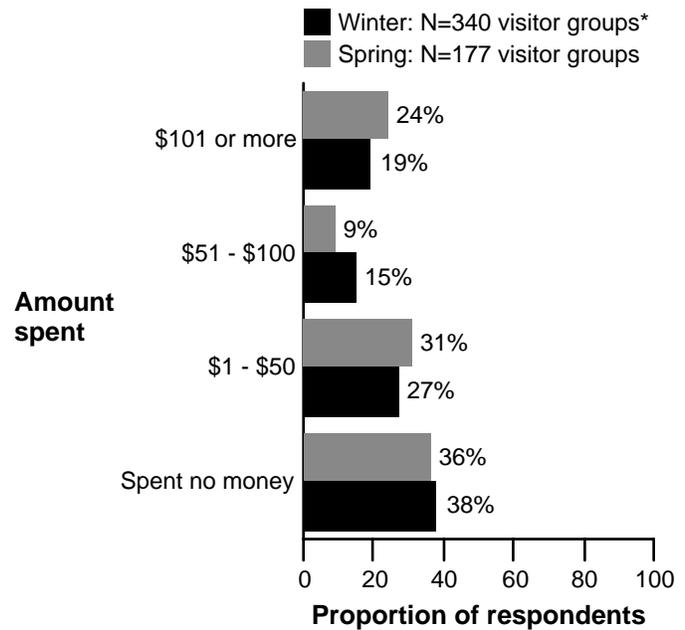


Figure 135: Expenditures for all other purchases outside the park

Donations

- As shown in Figure 136, the proportion of visitor groups that did not donate any money outside the park on this visit was:

Winter 77%
Spring 79%

- The proportion of visitor groups that donated up to \$25 was:

Winter 19%
Spring 15%

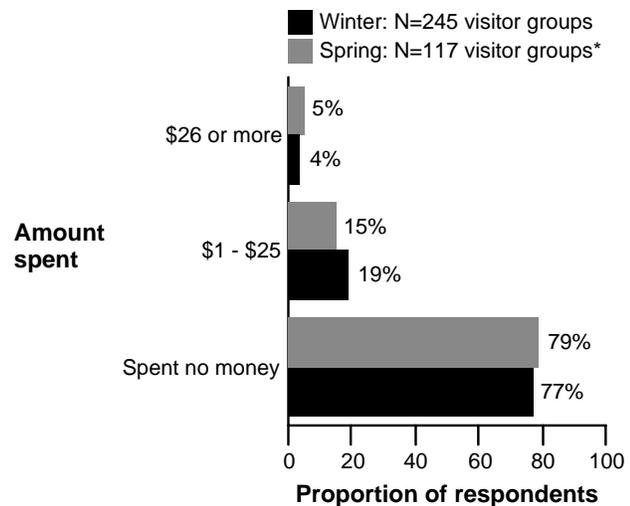


Figure 136: Expenditures for donations outside park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for future visit

Interpretive programs/information services preferred on future visit

Question 25

If you were to visit Everglades National Park in the future, how would you and your personal group prefer to learn about cultural and natural history features of the park?

Results

- 92% of winter visitor groups and 94% of spring visitor groups were interested in learning about the park on a future visit (see Figure 137).
- As shown in Figure 138, the interpretive programs/information services preferred on a future visit included:

Winter

- 64% Printed materials
- 52% Self-guided tours

Spring

- 58% Printed materials
- 56% Park website

- “Other” interpretive programs/information services included:

Winter (3%)

- Self-guided audio tour
- Labels identifying flora/fauna
- Bike trails
- Books in foreign language
- Junior Ranger program
- Native presentations
- Nature walks
- Night programs
- Park map
- Ranger-led walks in German
- Time in park
- Tram ride
- Walking trails

Spring (1%)

- Discovery Channel
- E-mail services
- Information boards
- Local Native American tribes sharing history

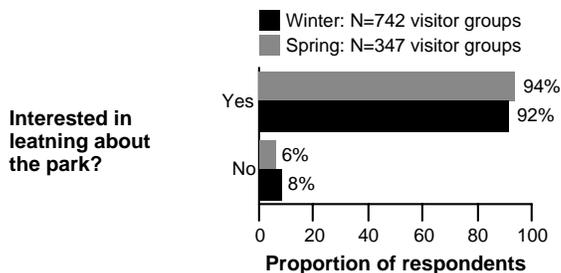


Figure 137: Interest in interpretive programs/information services on future visit

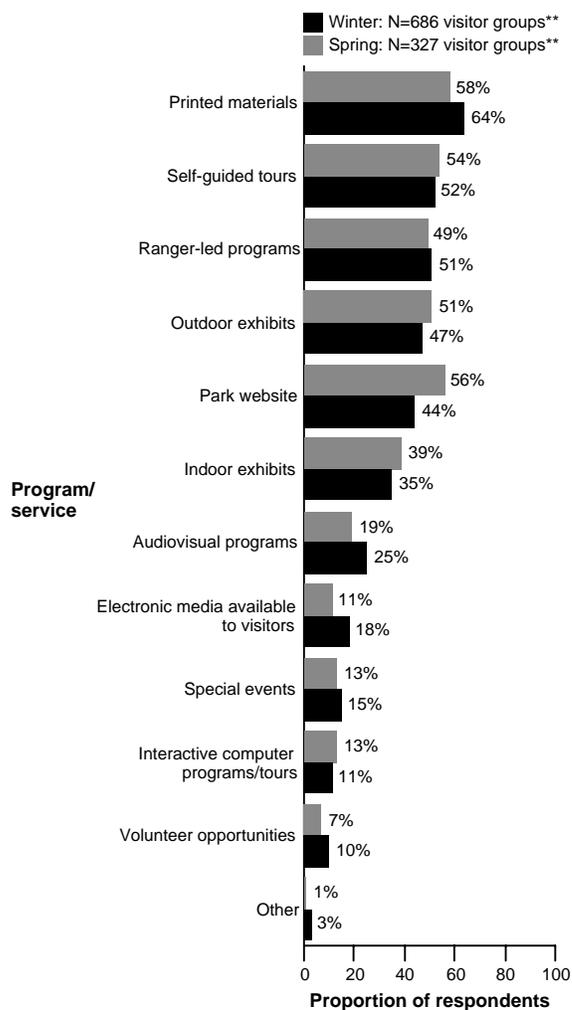


Figure 138: Interpretive programs/information services preferred for a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sales items in visitor center bookstore

Question 14

On a future visit to Everglades National Park, what types of items would you and your personal group like to have available for purchase in the visitor center bookstore sales areas?

Results

- 45% of winter visitor groups and 41% of spring visitor groups were interested sales items in the bookstore sales areas (see Figure 139).

- As shown in Figure 140, preferred sales items included:

Winter

- 62% Printed publications
- 52% Gifts/souvenir items

Spring

- 61% Gifts/souvenir items
- 52% Printed publications

- Tables 16a and 16b show the “other” sales items visitor groups would like to have available.

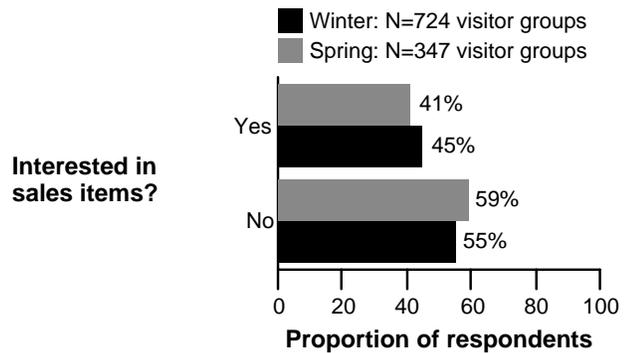


Figure 139: Interest in visitor center sales items

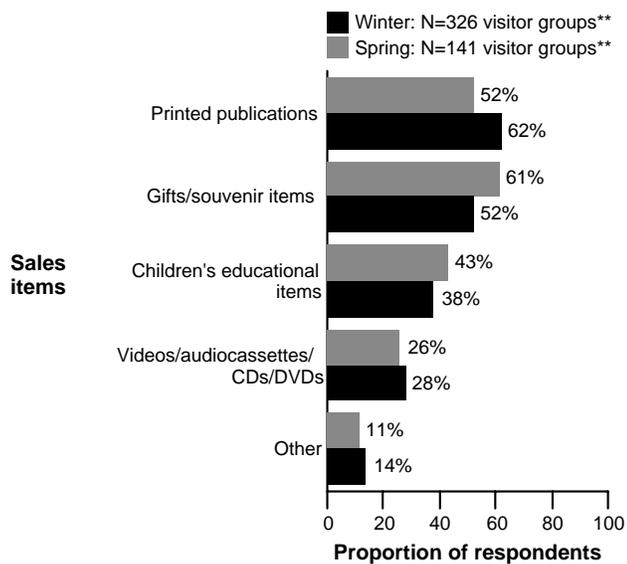


Figure 140: Preferred sales items for purchase on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 16a: “Other” sales items (Winter)

N=50 comments

Sales items	Number of times mentioned
Food/snacks	5
Coffee/water/refreshments	4
Artwork/photographs	3
Healthy food	3
Better books	2
Books	2
Ice	2
Larger variety of postcards	2
Maps	2
Postcards	2
Adult level educational items	1
Affordable food and drink	1
Animal related map	1
Automobile decals	1
Camping accessories	1
Creationist material	1
Disposable cameras	1
Edible wild plants guide	1
Field guides	1
First-aid items	1
Historical map	1
Items with park logo	1
Marine charts	1
NPS Calendar	1
Posters of animals, habitats	1
Prettier t-shirts	1
Propane	1
Refrigerator magnet with park logo	1
Spanish information items	1
Sunblock	1
Toys and games that reflect the local area	1
View master slides	1
Year-round Everglades birds	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 16b: “Other” sales items (Spring)

N=19 comments

CAUTION!

Sales items	Number of times mentioned
Food and drink	3
Water	2
Audiocassettes in French	1
Batteries	1
Drugstore sundries - insect repellent, etc.	1
Granola bars	1
Ice	1
Ice cream	1
Items from local craftsmen	1
Maps	1
More "wow" type things	1
Sunscreen	1
T-shirts	1
There's enough for sale	1
Visitors center not open	1
Walking sticks	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall quality

Question 15

Overall, how would you and your group rate the quality of the visitor facilities, services, and recreational opportunities at Everglades National Park during this visit?

Results

- As shown in Figure 141, the combined proportions of visitor groups who rated the overall quality as “very good” or “good” were:

84% Winter
82% Spring

- 2% of visitor groups (both winter and spring) rated the overall quality as “very poor” or “poor.”

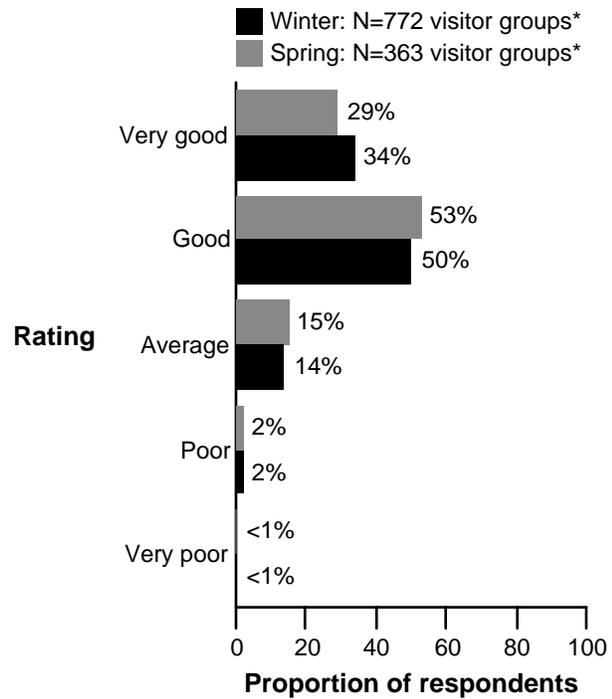


Figure 141: Overall quality of visitor facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

What visitors liked most

Question 24a

What did you and your personal group like most about your visit to Everglades National Park?

Results

- 60% of winter visitor groups (N=708) and 64% of spring visitor groups (N=327) responded to this question.
- Tables 17a and 17b show a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 17a: What visitors liked most (Winter)
 N=1,175 comments;
 some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly staff	6
Friendly rangers	5
Informative rangers	5
Excellent rangers	4
Knowledgeable staff	4
Helpful rangers	3
Helpful staff	3
Other comments	4
FACILITIES/MAINTENANCE	
Anhinga Trail	28
Trails	12
Cleanliness	10
Bike trail	8
Boardwalk	7
Campground	5
Camping facilities	4
Gumbo Limbo trail	3
Facilities	2
Nice roads	2
Picnic sites	2
RV campgrounds	2
Other comments	2
CONCESSIONS	
Air boat ride	20
10,000 Islands boat tour	2
Alligator show	2
Bike rental	2
Other comments	5

Table 17a: What visitors liked most (Winter)
(continued)

Comment	Number of times mentioned
INTERPRETIVE SERVICES	
Tram ride/tour	45
Boat ride/tour	34
Ranger-led programs	21
Learning about Everglades	14
Learning about flora/fauna	8
Nature walks/trails	8
Ranger-led canoeing	7
Bicycle tour	6
Education	6
Information	4
Learn about history	4
Exhibits	2
History	2
Mangrove tour	2
Ranger-led walk at campground	2
Tower view, tram tour	2
Other comments	6
POLICIES/MANAGEMENT	
Protected natural habitat	13
Access to preserved natural habitat	5
Access to water	4
Protection of the Everglades	4
Uncrowded	4
Lack of development	3
Access to wilderness	2
Keep it natural	2
Not over-commercialized	2
RESOURCE MANAGEMENT	
Wildlife	159
Birds	58
Alligators	53
Wildlife viewing	48
Plants/flora	23
Natural area	18
Wilderness	17
Birding	9
Seeing dolphins	9
Natural habitat	8
Abundance of birds	3
Abundant wildlife	3
Anhinga	2
Variety of birds	3
Water	3

Table 17a: What visitors liked most (Winter)
(continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT (continued)	
Clean air	2
Clean water	2
Diversity of ecosystems	2
Variety of wildlife	2
Waterways	2
Other comments	11
GENERAL COMMENTS	
Nature/experiencing nature	47
Fishing	34
Quietness	30
Scenery	27
Solitude	19
Beauty	18
Peacefulness	15
Natural beauty	14
Weather	13
Hiking/walking	11
Landscape	9
Tour	9
Canoeing	6
Exploring	6
Kayaking	6
Nature photography	6
Open space	6
Royal Palm	6
Backcountry	5
Boating	5
Camping	5
Enjoyed visit	5
Wildlife photography	5
A lot to see/do	4
Being outside	3
Biking	3
Clear night sky	3
Star-gazing	3
The Everglades	3
Unique environment	3
Backcountry camping	2
Beach	2
Far from urban setting	2

Table 17a: What visitors liked most (Winter)
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS (continued)	
It is there	2
National Parks	2
Natural history	2
Old Post Office	2
Sun rise/sun set	2
Other comments	29

Table 17b: What visitors liked most (Spring)

N=506 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park rangers	5
Knowledgeable guide	4
Courteous/pleasant staff	2
Enjoyable guide	2
Other comments	3
FACILITIES/MAINTENANCE	
Anhinga Trail	9
Trails	8
Boardwalks	7
Cleanliness	5
Viewing/sightseeing points	4
Visitor center	3
Good facilities	2
Loop road	2
Other comments	2
CONCESSION SERVICES	
Boat tour	17
Airboat tour	7
INTERPRETIVE SERVICES	
Tram tour	14
Learning about the park resources	6
Guided walk	5
Tram tour was educational	2
Educational materials	4

Table 17b: What visitors liked most (Spring)
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Uncrowded	4
RESOURCE MANAGEMENT	
Wildlife	117
Alligators	41
Plants/flora	14
Birds	12
Fishing	12
Mangroves	2
Osprey	2
Other comments	7
GENERAL COMMENTS	
Nature	38
Beauty	16
Quietness	15
Experiencing nature	12
The scenery	11
Solitude	10
Natural environment	9
Peacefulness	9
Hiking/walking	6
The landscape	6
Open space	5
The water	4
Boating	3
Driving	3
Enjoyed the experience	3
Access to nature	2
Bike riding	2
Canoeing	2
Everything	2
Flamingo	2
The Everglades	2
Tour	2
Uniqueness	2
Other comments	16

What visitors liked least

Question 24b

What did you and your personal group like least about your visit to Everglades National Park?

Results

- 83% of winter visitor groups (N=432) and 88% of spring visitor groups (N=225) responded to this question.
- Tables 18a and 18b show a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 18a: What visitors liked least (Winter)
N=523 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
The tram guide	4
Unenthusiastic employees	4
The guides	3
Rude rangers	2
Other comments	3
FACILITIES/MAINTENANCE	
Lack of picnic areas/tables	8
No hot water in the showers	8
Restrooms	8
Lack of showers	7
No drinking water available	7
Poorly maintained restrooms	7
Dirty restrooms	5
Littered places	5
Poor facilities at Flamingo	4
Lack of restrooms	3
No electricity at campgrounds	3
No houseboats were available	3
No shaded places	3
Poor parking	3
Damage from hurricanes	2
Neglected buildings at Flamingo	2
No boat ramps	2
No clean-up after the hurricane	2
Too few backcountry sites	2
Other comments	20
CONCESSION SERVICES	
No lodging was available	14
Lack of restaurants in the area	13
Boat tour was canceled/not available	9
Lack of food options	8
No lodging facilities at Flamingo	6

Table 18a: What visitors liked least (Winter)
(continued)

Comment	Number of times mentioned
CONCESSION SERVICES (continued)	
The tram ride	4
Not being able to reserve a chickee	3
Rental bikes were old	3
Boat tour was expensive	2
Concessionaires asking for tips	2
Expensive lodging	2
Gift shop was too small	2
High boat ramp fees	2
High cost for bike rental	2
High gas price	2
Tram ride was expensive	2
Other comments	34
INTERPRETIVE SERVICES	
Lack of signs	3
Small number of signs	3
Confusing information provided by the park	2
Lack of information	2
Lack of information about Native Americans	2
Not much information on the map	2
Trail markers did not provide accurate information	2
Other comments	23
POLICIES/MANAGEMENT	
Noise from airboats	9
Generators at campgrounds	6
Park was crowded	5
Early closures	3
Other comments	15
RESOURCE MANAGEMENT	
Mosquitoes/bugs	19
Lack of birds	9
Lack of alligators	6
Low water levels	5
Small numbers of wildlife	4
Did not see flamingos	3
Animals	2
Did not see manatees	2
Environmental degradation from human impact	2
No swimming options	2
Other comments	10

Table 18a: What visitors liked least (Winter)
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Did not have enough time	20
Noisy visitors	13
Long distances/long drive	12
Hot weather	8
Heavy traffic	6
Cold weather	5
Nothing to dislike	5
Airboats	4
Windy day	4
Damages in Flamingo	3
Flamingo	3
Casinos around the area	2
Destruction at Echo Pond	2
Motorboats	2
Noise at campground	2
Not enough daylight	2
The visit was not interesting	2
Other comments	57

Table 18b: What visitors liked least (Spring)
N=255 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers were not very friendly	2
Comment	1
FACILITIES/MAINTENANCE	
Litter	4
Poor facilities at Flamingo	3
Poor visitor centers	3
Dirty restrooms	2
Other comments	20

Table 18b: What visitors liked least (Spring)
(continued)

Comment	Number of times mentioned
CONCESSION SERVICES	
No restaurants	5
No lodging was available	4
No food availability	3
Tour boat was broken	3
Boat tours	2
The tram ride	2
There was no boat tour	2
Other comments	20
INTERPRETIVE SERVICES	
Lack of maps	2
Other comments	13
POLICIES/MANAGEMENT	
Noise from airboats	4
Threats for limited boat access	2
Other comments	5
RESOURCE MANAGEMENT	
Mosquitoes/bugs	40
Lack of wildlife	7
Dryness	3
Lack of birds	3
Animals in captivity	2
Ecosystem degradation	2
Other comments	10
GENERAL COMMENTS	
Nothing to dislike	34
Did not have enough time	9
Noisy visitors	8
Airboats	5
Hot weather	4
Other visitors	2
The drive to the park	2
Other comments	22

Planning for the future

Question 26

If you were a manager planning for the future of Everglades National Park, what would you propose?

Results

- 69% of winter visitor groups (N=456) and 71% of spring visitor groups (N=191) responded to this question.
- Tables 19a and 19b show a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 19a: Planning for the future (Winter)
N=652 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More staff/rangers available	4
More staff/rangers to greet, answer questions	2
Other comments	2
FACILITIES/MAINTENANCE	
More picnic areas	9
More boardwalks	7
Hot showers in campground	6
More trails	6
More wildlife viewing areas	6
Better signage on trails	5
Electricity/RV hookups in campgrounds	5
More restrooms	5
More road signs	5
Longer boardwalks	4
More bike trails	4
Backcountry campsites	3
Better entrance sign	3
Improve handicap accessibility	3
Improve restrooms	3
More water fountains	3
Wider roads/trails for biking	3
Better signs in town	2
Cleaner restrooms	2
Distance markers on longer trails	2
Improve channel markers	2
More garbage containers	2
More parking	2
More RV camping	2
More signage	2
No new road construction	2
Other comments	37

Table 19a: Planning for the future (Winter)
(continued)

Comment	Number of times mentioned
CONCESSION SERVICES	
Rebuild Flamingo facilities	30
Restaurants in park	21
Lodging in park	18
Up-grade facilities at Flamingo	15
Additional food services needed	6
Electric cart rental	3
Improve restaurants	3
Quality restaurants/lodges	3
Lodging at Flamingo	2
More bike rentals	2
Other comments	18
INTERPRETIVE SERVICES	
More ranger-led walks/tours	14
Educate visitors about Everglade's ecosystems	9
Educate the public	7
Advertise park more	6
Orientation program needed	6
Expand/improve exhibit area	4
Accommodate foreign visitors	3
Detailed/better map	3
Interactive exhibits	3
Longer tours	3
More activities for children	3
More ranger-guided canoe trips	3
Information on interpretive programs	2
More advanced/detailed programs	2
More natural history information	2
More nature trails	2
More ranger-led walks	2
Self-guided audio tours	2
Self-guided tours	2
Other comments	46
POLICIES/MANAGEMENT	
Protect from encroaching development	20
Protect the Everglades	16
Obtain more funding	8
Prohibit motorized/loud vehicles	8
Keep it natural	7
Minimize/limit development	7

Table 19a: Planning for the future (Winter)
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
More access for motor boats	5
Limit number of visitors, if needed to protect park	4
Limit traffic	4
Prohibit air boats	4
Avoid commercialization	3
Engage politicians to help protect park	3
Require orientation for boaters	3
Restrict development at Flamingo	3
Restrict motorized boat traffic	3
Use eco-friendly/green practices	3
Encourage more volunteer activity	2
Limit outboard horsepower to under 90	2
No-wake areas for speed boats	2
Perimeter road outside park	2
Stop sugar protection	2
Undo damage from canal project	2
Use Federal and state government money for Everglades restoration	2
Other comments	60
RESOURCE MANAGEMENT	
Restore/protect natural water flow	34
Protect wildlife	9
Protect wildlife from boaters/propellers	3
Restore the Everglades	3
Would like to see manatees	2
Other comments	12
GENERAL COMMENTS	
Keep it as it is	4
Keep up the good work	4
Tourist brochures need more information on park activities	2
Other comments	28

Table 19b: Planning for the future (Spring)
 N=268 comments;
 some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More rangers	5
Other comments	5
FACILITIES/MAINTENANCE	
Upgrade/improve facilities	5
Restore damaged buildings/facilities	4
Electricity/RV hook-ups in campgrounds	3
More hiking trails	3
Upgrade/expand visitor center	3
More picnic areas	2
Picnic areas with shade	2
Other comments	18
CONCESSION SERVICES	
Rebuild Flamingo facilities	20
Restaurants in park	8
Better food service	6
Increase park lodging	4
Restaurant/lodging at Flamingo	4
House boat rental	3
Kayak/canoe rental	3
Lodging	3
Other comments	14
INTERPRETIVE SERVICES	
Information/programs in other languages	4
More activities for children	4
Educate the public	3
Improved map	2
More information on park conditions	2
Ranger-led programs	2
Summary of what to/see do in park	2
Other comments	20
POLICIES/MANAGEMENT	
Protect/restore the Everglades	14
Minimize human impact	5
Prohibit air boats	5
Protect from encroaching development	5
Maintain natural environment	4
Do not restrict access to motor boats	3
Enforce/reduce speed limits	3
Limit motorized vehicles	3

Table 19b: Planning for the future (Spring)
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
Acquire additional lands for preservation	2
Advertise park in Europe	2
Charge entrance fees	2
Do not commercialize	2
Limit visitation/traffic	2
Prohibit motor boats	2
Other comments	22
RESOURCE MANAGEMENT	
Restore/protect natural water flow	8
Protect the wildlife	3
Remove exotic species	2
Other comments	7
GENERAL COMMENTS	
Keep up the good work	7
Keep it as it is	2
Other comments	9

Additional comments

Question 25

Is there anything else you and your personal group would like to tell us about your visit to Everglades National Park?

Results

- 90% of winter visitor groups (N=327) and 63% of spring visitor groups (N=146) responded to this question.
- Tables 20a and 20b show a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 20a: Additional comments (Winter)
 N=364 comments;
 some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers were informative/knowledgeable	7
Rangers were helpful	6
Rangers were great	5
Staff were friendly/nice	4
Staff were informative/knowledgeable	4
Rangers were friendly/nice	3
Staff were helpful	2
Other comments	12
FACILITIES/MAINTENANCE	
Clean/well-maintained	4
More bike trails	3
More picnic tables	2
Anhinga Trail was excellent	2
Larger road/entrance signs	2
Rebuild/restore park facilities	2
Other comments	15
CONCESSION SERVICES	
Boat launch fee too expensive	2
Boat tour too expensive	2
More options for food service	2
Park lacks lodging/restaurants	2
Tram exhaust fumes unpleasant	2
Other comments	13
INTERPRETIVE SERVICES	
Educational	5
Educate public about the Everglades	2
Enjoyed guided walks/tours	2
Good information	2
Other comments	21

Table 20a: Additional comments (Winter)
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Protect it	13
Maintain access to average visitor	4
Minimize development	2
Other comments	18
RESOURCE MANAGEMENT	
Enjoyed flora and fauna	6
Add an orchid garden	2
Enjoyed watching alligators	2
Unable to see manatees	2
Other comments	9
GENERAL COMMENTS	
Enjoyed the visit	83
Thank you	14
Beautiful	11
Love it	10
Keep up the good work	7
Will return	7
More time needed	5
Local resident	3
Questionnaire too long	3
We love Everglades	3
Interesting	2
Keep it as it is	2
Other comments	28

Table 20b: Additional comments (Spring)
 N=232 comments;
 some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly staff	2
Great rangers	2
Helpful staff	2
Knowledgeable rangers	2
Nice/polite rangers	2
Other comments	9
FACILITIES/MAINTENANCE	
Clean/well-maintained	4
Flamingo facilities disappointing	2
Rebuild/restore park facilities	2
Other comments	6
CONCESSIONS	
Air boat tours not well advertised	2
Need better boat tour schedule information	2
Tour was canceled	2
Tram ride was great	2
Other comments	6
INTERPRETIVE SERVICES	
Educational	4
Enjoyed ranger-led program	2
Other comments	9
POLICIES/MANAGEMENT	
Preserve it	4
Air boats are too loud	3
Appreciated lack of commercialism	2
Uncrowded	2
Other comments	10
RESOURCE MANAGEMENT	
Preserve nature	4
Enjoyed the nature	3
Enjoyed seeing alligators	2
Other comments	4

Table 20b: Additional comments (Spring)
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Enjoyed the visit	39
Beautiful	19
Will return	17
Thank you	10
Love it	8
Keep up the good work	7
It was great	6
More time needed	5
It is a quiet place	3
It was a short visit	3
Other comments	19

APPENDICES

Appendix 1: The Questionnaires

Winter

and

Spring

Note: The Winter and Spring questionnaires asked identical questions. In the Winter study, two versions of the questionnaire were distributed to visitors. In questions 5, 11, and 25 items were listed in alphabetical order in odd numbered questionnaires and in even numbered questionnaire items were listed in reverse order.

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Obtain information from park website?
- Overall quality of park website
- Received needed information from park website?
- Primary reason for visiting south Florida
- Overnight stay away from home in park area
- Number of nights stayed inside park
- Number of nights stayed in park area
- Type of lodging in park
- Type of lodging in surrounding area (outside park)
- Effect of sounds on visitor experience
- Activities in park (self-guided)
- Activities in park (guided)
- Length of stay (hours)
- Length of stay (days)
- Sites visited
- Language used for communication within group
- Language used for speaking
- Language used for reading
- Participation in Junior Ranger program
- Importance of park attributes/resources/ experiences
- Visitor services/facilities used
- Importance of visitor services/facilities
- Quality of visitor services/facilities
- Concession services/facilities used
- Importance of concessions services/facilities
- Quality of concession services/facilities
- Services/facilities that were not available
- Preferred bookstore sales items for purchase on a future visit
- Overall quality of services, facilities, recreational opportunities
- With commercial guided tour group?
- With school/educational group?
- With other organized group?
- Group type
- Group size
- Number of vehicles
- Number of entries
- Visitor age
- Zip code/state of residence
- Country of residence
- Number of visits during past 12 months
- Number of visits in lifetime
- Visitors with disabilities/ impairments
- Types of disabilities/ impairments
- Visitor ethnicity
- Visitor race
- Total expenditures inside and outside park
- Expenditure inside park
- Expenditure outside park
- Number of adults covered by expenditures
- Number of children covered by expenditures
- Preferred interpretive programs/information on future visit

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Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

For both winter and spring surveys, Table 2a shows that the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. The p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. Table 2b shows no significant difference in group type. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. In the Everglade National Park survey, 53 respondents in winter survey and 42 respondents in spring survey reported to be the older person in the group rather than the person who accepted the survey at the park. Therefore, non-response bias is judged to be insignificant.

References

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- Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu.vsp.reports.htm. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

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

1989

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

1990

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

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

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

64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995

74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996

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

1997

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

1998

101. Jean Lafitte National Historical Park & Park (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999

109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park (fall)

2000

118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

2001

125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

Visitor Services Project Publications (continued)**2002**

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoclin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield (fall)

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

2005

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

2006

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Park
- 183. Zion National Park (spring and fall)

2007

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186.1. Glen Canyon National Recreation Area (spring)
- 186.2. Glen Canyon National Recreation Area (summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post NHS
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

Visitor Services Project Publications (continued)

2008

- 197. Blue Ridge Parkway (fall)
- 198. Yosemite National Park (winter)
- 199. Everglades National Park (winter and spring)

For more information about the Visitor Services Project, please contact the University of Idaho
Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.