

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

- This report describes the results of a visitor study at Yosemite National Park during July 8-14, 2009. A total of 1,219 questionnaires were distributed to visitor groups, including 1,192 in English and 27 in Spanish. Of those, 677 English (57%) and 12 Spanish (44%) questionnaires were returned, resulting in 689 questionnaires returned, an overall 56.5% response rate.
- This report profiles a systematic random sample of Yosemite National Park visitors. 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.
- Thirty-five percent of visitor groups were in groups of two and 31% were in groups of three or four. A majority of visitor groups (69%) were in family groups.
- United States visitors comprised 75% of total visitation during the survey period, with 62% from California and smaller proportions from 42 other states. International visitors comprised 25% of total visitation, with 14% from the United Kingdom, 13% from Germany, and smaller proportions from 31 other countries.
- Fifty-seven percent of visitors were visiting the park for the first time during their lifetime, while 24% had visited four or more times, and 19% visited two or three times. Eighty-seven percent of visitors visited the park one time in the past 12 months.
- Thirty-seven percent of visitors were ages 41-60 years, 19% were 15 years or younger, and 7% were 66 years or older.
- Hispanic or Latino visitors comprised 11% of visitation during the survey period. One percent of visitors were of Middle Eastern/Arab ancestry/descent. Most visitors (88%) were White, and 11% were Asian. Of the Asian visitors, the most well-represented races were Chinese (24%) and Japanese (22%).
- Most visitor groups (92%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through the Yosemite National Park website (51%) and previous visits (50%). Most visitor groups (91%) received the information they needed.
- Of those visitors who stayed overnight in the park or in the area within 50 miles of the park (69%), 45% stayed three or more nights in the park and 39% stayed three or more nights in the area outside the park. The average length of stay in the park was 57 hours (2.4 days) and the average length of stay in the area was 83 hours (3.5 days).
- The most common site visited by visitor groups was Yosemite Valley (70%). The most common visitor activity was viewing scenery (93%) and the primary activity for 41% of visitor groups was also viewing scenery.
- The information service and facility most commonly used by visitor groups was the park brochure/map (87%). The most commonly used visitor services and facilities were roads (91%) and directional signs in the park (89%).
- The average group expenditure in the park and the surrounding area (within 50 miles) was \$874, with a median (50% spent more and 50% spent less) of \$490. The average total expenditure per person was \$242.
- Most visitor groups (92%) rated the overall quality of facilities, services, and recreational opportunities at Yosemite National Park as “very good” or “good.” Less than two percent of visitor groups rated the overall quality as “very poor” or “poor.”

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

