

Park County, WY Visitor Profile

2016 to 2005 Comparison

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This report provides a direct comparative profile of the 2016 Park County visitors to the 2005 Park County visitors.

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Executive Summary

This report provides an analysis and comparison of visitors to Park County, Wyoming in 2016 compared to 2005. The survey instruments and methodology were nearly identical in the two data collection years for comparative purposes. While many visitor characteristics and demographics did not appear to change in the 11 year time span, some differences were noted.

- There were 1,588 completed surveys in 2016 compared to 1,138 in 2005.
- Visitors with college degrees or higher increased by 7% in 2016, plus income levels of \$120K or higher increased by 17% in 2016 over 2005.
- The top five states in 2016 were (in order) CA, TX, CO, WA, MN while in 2005 the top five states were CA, CO, WA, MT, FL. Texas and Minnesota are the emerging states.
- There was an increase in overseas visitors (10% in 2016 vs 6% in 2005). While England, France and Germany remained the top three, 10 more countries appeared in 2016 and the emerging countries to Park County include China, Italy, and the Netherlands.
- There were 5% more day trippers in 2016 (13% vs 8%) bringing the average stay down slightly (4.68 nights in 2016 vs 4.92 nights in 2005).
- Overall, accommodation types stayed the same with the exception of rented cabin or home which increased 5% over 2005.
- While couples and immediate families were still the two main group types visiting Park County, groups of family & friends increased 7% since 2005.
- The number of repeat vs first time visitors remained the same but of the repeat visitors in 2016, more of them had been to both Yellowstone and Park County multiple times compared to visitors in 2005. This appears to show more loyalty of visitors to the area.
- 10% more visitors flew on a portion of their trip in 2016 with the main airport being SLC in 2016 compare to Jackson, WY in 2005. Furthermore, 9% more visitors rented vehicles.
- The top five information sources used for planning in 2016 were the YNP website, online travel reviews, guide books, a national park brochure or book, and the Cody/Yellowstone Country website.
- Sites visited remained nearly the same for 2016, although with the addition of Heart Mt. Interpretive Center as a data collection site, this shows that 11% of visitors went there, too.
- The top 5 activities remained the same between the two years: wildlife watching, geyser watching, day hiking, shopping/galleries, and picnicking. Visiting friends and relatives became one of the top 5 activities when asked to pick their three primary activities.
- All visitors both years would recommend the trip to others and 98% were satisfied or very satisfied with their overall visits.
- 4% more visitors in 2016 said they would never return (11% vs 7%). Of these visitors 71% were here for the first time and nearly half of those who had been here before said it was their first time back. For some who won't return, this was a 'bucket list' trip. For others, it is unclear why they will not return, especially for those who had been here before.

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Introduction

Visitor intercept surveys in Park County, Wyoming were conducted during the months of June-September 2016 and compared with the same data collection period in 2005 for the Park County Travel Council. This report summarizes the data for both years and highlights differences and similarities of the visitor profile over the 11-year period.

The purpose of both 4-month studies was to profile summer visitors to Park County, Wyoming.

The objectives included collection of data as follows:

- Demographic information – age, gender, household income, group type, group size, education level, and home residence.
- Trip information – entry and exit points to the county, purpose of trip, length of stay, overnight accommodation type and locations, activities participated in during Park County stay, information sources used for planning their Park County visit, information used during the trip, transportation used, repeat or first time visitor, attractions visited within the County and satisfaction with trip

Methodology

This report reflects data collected June through September in 2016 and 2005. Travelers to Park County, Wyoming were intercepted in both Cody and Yellowstone National Park and asked to complete an on-site paper survey. All visitors who reside outside of Park County, WY were eligible to be surveyed. As visitors filled up at gas stations, visited museums, watched the Cody gun fight or rodeo, waited for a flight at the Cody airport, ate meals at Xanterra restaurants or mingled in an around Xanterra lodges, our surveyor approached the visitor, introduced him/herself, and was able to convince visitors to fill out a legal-sized front/back questionnaire (see appendix A). The survey took approximately 4 minutes to complete.

The estimated number of refusals differed widely between sites, however an overall response rate was approximately 90 percent for the entire 4 months for both 2016 and 2005.

A comparison of completed surveys by month between 2016 and 2005 is shown below

	<u>2016</u>	<u>2005</u>
June	388	132
July	182	192
August	533	307
September	455	499

Sites used for the intercept differed slightly between the two collection periods. The variety of intercept sites and the number of respondents from each site are described in Table 1 below.

Table 1: Intercept Sites

Intercept sites	2016		2005	
Cody	n=965 (61%)		n=521 (46%)	
	n	%	n	%
Gas stations	282	18%	151	13%
Downtown	53	3%	153	14%
Buffalo Bill Center of the West	310	20%	91	8%
Cody Airport	108	7%	71	6%
Heart Mountain	132	8%	--	--
Rodeo	59	4%	--	--
Cody Restaurant	21	1%	--	--
Walmart Parking & Cody Visitor Center	--	--	55	2%
Yellowstone National Park	n=614 (39%)		n=606 (54%)	
Old Faithful	240	15%	253	22%
Mammoth	204	13%	206	18%
Canyon	170	11%	88	8%
Lake, Grant Village, Tower	--	--	59	5%
Undesignated intercept site	9		11	
Total	1,588	100%	1,138	100%

Results

The results are presented in Table format with comparison between 2016 and 2005 data where appropriate. Only a few data tables include just 2016.

Demographics and Traveler Characteristics

The average age for 2016 visitors was 51 years old (Table 2). There is no comparison between 2016 and 2005 since it was asked differently. In 2005 we asked "What age groups were represented in your travel group." In 2016 we asked the respondent's age.

Table 2: Age of Visitors

AGE	2016	
Average: 51 years	N=1,512	%
18-24 yrs.	90	6%
25-34 yrs.	190	13%
35-44 yrs.	226	15%
45-54 yrs.	292	19%
55-64 yrs.	325	22%
65-74 yrs.	335	22%
75+ yrs.	54	4%

*May not add to 100% due to rounding

Comparing respondent education between 2016 and 2005 continues to show that visitors to Park County are more likely to have some form of college degree than all other visitors (73% in 2016 and 66% in 2005). The most obvious difference is the greater number of visitors with graduate degrees in 2016 (35%) compared to 24% in 2005 (Table 3). This appears to be showing a universal trend for people to seek at least a master's degree to be more competitive in the workforce especially in the United States.

Table 3: Respondent Gender and Education

	2016			2005	
	n=1,451	%		n=1,099	%
Gender					
Male	728	50%		584	53%
Female	723	50%		515	47%
	(n=1,492)	%		(n=1,100)	%
Education					
<high School	10	<1%		9	<1%
High School degree	145	10%		142	13%
Technical college	56	4%		52	5%
Some college	187	13%		175	16%
College degree	570	38%		461	42%
Graduate degree	524	35%		261	24%

Household income was asked with differing categories in 2016 compared to 2005 making direct comparisons impossible (Table 4). In 2005, the majority of visitors had household incomes between \$30,000 and \$90,000. To further delineate the income levels in 2016, eight categories of income were used compared to five categories in 2005. The results show a large increase in numbers of visitors with high household incomes in 2016 compared to 2005. Fifty percent of 2016 visitors had incomes at \$100,000 or higher. In 2005 only 34% had income of \$91,000 or higher.

Table 4: Respondent Household Income

	2016			2005	
Income	n=1,174	%*	Income	N=965	%*
<\$20,000K	47	4%	<\$30K	77	8%
\$20K-\$39,999	64	6%	\$30K-\$60K	283	29%
\$40K-\$59,999	140	12%	\$61K-\$90K	276	29%
\$60K-\$79,999	145	12%	\$91K-\$120K	168	17%
\$80K-\$99,999	192	16%	\$120K+	161	17%
\$100K-\$119,999	181	15%			
\$120K-\$149,999	132	11%			
\$150K or more	273	23%			

*May not add to 100% due to rounding

Visitors to Park County in 2016 came from every state in the country plus Washington D.C. US visitors accounted for 88% of all visitors followed by 10% from overseas and 2% from Canada. This is only slightly different than 2005 where 92% came from the United States, 6% from overseas, and 2% from

Canada. The percent of visitors from the various US states was basically unchanged except for a growth in Texans to Park County. In 2005 Texans made up 4% of visitors but in 2016 it had increased to second highest state to visit Park County at 6%. California remains as the state with the highest visitation to Park County. It appears that overseas visitors to Park County have grown by 4% in 11 years. A further look at the overseas visitor show that the Netherlands, Italy, and China increased in numbers more than any of the other countries (Tables 5-7).

Table 5: Visitor Residence from United States

2016						2005					
State	N	% USA	State	N	% USA	State	N	% USA	State	N	% USA
CA	134	9%	NC	21	1%	CA	95	10%	NE	14	1%
TX	82	6%	TN	20	1%	CO	59	6%	SD	14	1%
CO	66	5%	SD	19	1%	WA	51	5%	OK	14	1%
WA	63	4%	KY	19	1%	MT	43	4%	NJ	13	1%
MN	57	4%	IN	19	1%	FL	42	4%	KY	12	1%
FL	55	4%	OK	18	1%	ID	39	4%	CT	11	1%
MT	53	4%	NV	14	1%	OR	39	4%	NC	11	1%
WI	52	4%	SC	13	1%	TX	39	4%	MD	10	1%
PA	48	3%	CT	13	1%	MN	37	4%	NV	10	1%
IL	48	3%	LA	11	1%	UT	32	3%	TN	9	1%
NY	43	3%	NM	10	1%	WI	30	3%	NM	7	1%
UT	42	3%	ND	10	1%	NY	29	3%	AR	7	1%
OR	40	3%	AL	10	1%	IL	29	3%	LA	7	1%
ID	38	3%	NE	9	1%	WY	29	3%	SC	6	1%
WY	33	2%	KS	9	1%	VA	26	3%	ND	6	1%
OH	33	2%	AK	7	<1%	AZ	25	3%	KS	5	1%
VA	31	2%	MS	6	<1%	PA	22	2%	VT	4	<1%
MI	30	2%	WV	5	<1%	IA	22	2%	MA	4	<1%
GA	27	2%	AR	5	<1%	IN	21	2%	NH	4	<1%
NJ	25	2%	RI	4	<1%	MI	21	2%	AL	3	<1%
IA	25	2%	NH	3	<1%	GA	19	2%	AK	3	<1%
MO	24	2%	ME	3	<1%	OH	18	2%	WV	3	<1%
MD	23	2%	DE	3	<1%	MO	17	2%	ME	2	<1%
MA	23	2%	VT	2	<1%				DC	2	<1%
AZ	22	2%	HI	2	<1%						
			DC	1	<1%						
			Miss- ing	27	2%						
			Total	1400	100%				Total	965	100%

Table 6: Visitor Residence from Overseas

2016			2005		
	n	% overseas		n	% overseas
UK/England	37	24%	UK/England	16	26%
France	19	12%	France	8	13%
Germany	19	12%	Germany	7	11%
Netherlands	10	6%	Australia	4	7%
Australia	9	6%	Belgium	4	7%
China	9	6%	Holland	3	5%
Italy	9	6%	Scotland	3	5%
Belgium	6	4%	Japan	3	5%
Denmark	3	2%	Indonesia	2	3%
Holland	3	2%	Italy	1	2%
Spain	3	2%	Denmark	1	2%
Switzerland	3	2%	Slovenia	1	2%
Wales	3	2%	China	1	2%
Austria	2	1%	Czech	1	2%
Columbia	2	1%	Guam	1	2%
New Zealand	2	1%	Switz	1	2%
Scotland	2	1%	Norway	1	2%
Bahamas	1	1%	Nigeria	1	2%
Czech Republic	1	1%	Ireland	1	2%
Guatemala	1	1%	Netherlands	1	2%
India	1	1%		61	100%
Japan	1	1%			
Luxembourg	1	1%			
Malaysia	1	1%			
Mexico	1	1%			
Phillippines	1	1%			
Puerto Rico	1	1%			
Slovenia	1	1%			
South Korea	1	1%			
Taiwan	1	1%			
	154	100%			

Table 7: Visitor Residence from Canada

2016				2005		
Province	N	% Canada		Province	N	% Canada
ALB	13	38%		BC	6	25%
BC	8	24%		Ontario	6	25%
ONT	4	12%		Alberta	2	8%
QUE	4	12%		Saskatchewan	2	8%
Canada	2	6%		Manitoba	1	4%
Saskatchewan	2	6%		Victoria	1	4%
Yukon	1	3%		Quebec	1	4%
				(undeclared)	5	21%
Total	34	100%		Total	24	99%*

*May not add to 100% due to rounding

There were 99 visitors who were intercepted as they were exiting Park County at the Cody Airport. Those 99 individuals are not included in the data Tables 8 and 9 for exit locations from Park County since the airport was the only 'exit' spot surveyed, the results would be skewed towards those who flew out of Cody. The 2016 entry points were very similar to 2005. Exit points changed slightly in that there was a 13% decrease in those exiting the Yellowstone south gate into the Tetons. This could be partially due to fires that closed the south entrance/exit for several weeks during the summer.

Table 8: Entry Points to Park County

	2016*			2005*	
	N	%**		N	%**
through West Yellowstone	340	23%		261	25%
through Grand Teton NP/Jackson	284	20%		244	20%
through Greybull, WY	260	18%		178	17%
through Meeteetse, WY	141	10%		88	9%
through Mammoth	122	8%		100	10%
WY 120	87	6%		37	4%
through Red Lodge, MT	76	5%		67	6%
through Powell, WY	67	5%		30	3%
airport in Cody, WY*	53	4%		36	4%
Cooke City	27	2%		na	na
Total	1,457	101%**		1,041	98%**

*Visitors intercepted at the Cody Airport were not included in this analysis to avoid skewing data towards the Cody airport

**May not add to 100% due to rounding

Table 9: Exit Points from Park County

	2016*			2005*	
	N	%*		N	%*
at Grand Teton NP/Jackson	351	24%		376	37%
at West Yellowstone	340	24%		201	20%
through Greybull, WY	182	13%		102	10%
at Mammoth	143	10%		120	12%
at Meeteetse, WY	108	8%		62	6%
WY 120	90	6%		29	3%
at Red Lodge, MT	82	6%		54	5%
at Powell, WY	61	4%		45	4%
airport in Cody, WY	52	4%		40	4%
Cooke City	30	2%			
Total	1439	101%*		1,029	101%*

*Visitors intercepted at the Cody Airport were not included in this analysis to avoid skewing data towards the Cody airport

**May not add to 100% due to rounding

Tables 10 and 11 highlight nights spent in Park County. There was a 5% increase in day trippers and a 9% increase in overnight visitors to Cody between 2016 and 2005. Forty-eight percent of all 2016 respondents spent at least one night in Cody compared to 39% in 2005 (Table 11). Table 12 shows that the majority of people who spend nights in Park County (64%) spend at least one night in a hotel, down slightly from 2005. However, nights in a rented cabin or home went up by 5%.

Table 10: Number of Nights Spent in Park County

	2016			2005	
Nights	N=1,538	%*		N=1,123	%*
0	208	13%		85	8%
1	138	9%		87	8%
2	248	16%		225	20%
3	245	15%		198	18%
4	213	14%		158	14%
5	151	10%		104	9%
6	95	6%		70	6%
7	78	5%		76	7%
8	43	3%		30	3%
9	32	2%		22	2%
10	14	1%		18	2%
11+	73	5%		50	5%
	Mean = 4.68 nights			Mean = 4.92 nights	

*May not add to 100% due to rounding

Table 11: Location where Visitors spent at Least one Night

Location of nights spent	2016 (N=1,588)			2005 (N=1,138)	
	N	%*		N	%*
Cody Area					
Cody	755	48%		447	39%
E. Yellowstone Valley/Wapiti	137	9%		46	4%
Powell	54	3%		28	2%
Meeteetse	17	1%		8	1%
YNP area					
Old Faithful	283	18%		223	20%
Yellowstone Lake Area	201	13%		240	21%
Grand Teton NP	198	12%		290	25%
Grand Canyon of the Yellowstone	189	12%		109	10%
Mammoth	166	10%		150	13%
Fishing Bridge	88	6%		n/a	---
Madison Junction	55	3%		34	3%
Norris Geyser Basin	49	3%		38	3%
Backcountry areas of Yellowstone	34	2%		14	1%
Outside Park County area					
Jackson Hole	327	21%		290	25%
West Yellowstone	283	18%		243	21%
Gardiner	100	6%		75	7%

*May not add to 100% due to rounding

Table 12: Accommodation Type Used in Park County

Accommodation Used	2016 (N=1,384)			2005 (N=1,006)	
	N	%*		N	%*
Motel/hotel	828	60%		648	64%
Public campground	259	19%		174	17%
Rented cabin/home	148	11%		68	6%
Private campground	126	9%		91	9%
Home of friend/relative	97	7%		61	6%
Other	53	4%			
Guest/dude ranch	30	2%		24	2%
Resort/condominium	20	1%		17	2%
My second home/cabin/condo	17	1%		5	<1%

*May not add to 100% due to rounding

There was little variety in trip purposes to Park County between years. For group type, the percent of couples decreased by 9% in 2016 but groups of family and friends together increased by 7%.

Table 13: Trip Purposes - All and Primary

Trip Purposes	2016			2005	
	N	%*		N	%*
All Trip Purposes					
Vacation/recreation	1,449	92%		998	89%
Visit Family/friends	215	14%		141	13%
Passing thru	127	8%		85	8%
Educational	--	--		44	4%
Business/conv.	55	4%		43	4%
Shopping	29	2%		36	3%
Special event	--	--		35	3%
Other	44	3%		29	3%
Primary Trip Purpose					
Vacation/recreation	1,297	84%		885	82%
Visit Family/friends	112	7%		67	6%
Passing thru	60	4%		43	4%
Educational	--	--		5	<1%
Business/conv.	44	3%		34	3%
Shopping	3	<1%		4	<1%
Special event	--	--		21	2%
Other	29	2%		17	2%

*May not add to 100% due to rounding

Table 14: Group Type

	2016 (n=1,570)			2005 (n=1,132)	
	N	%*		N	%*
Couple	617	39%		546	48%
Immediate Family	428	27%		259	23%
Family & Friends	191	12%		60	5%
Self	109	7%		62	6%
Friends	97	6%		68	6%
Extended Family	73	5%		79	7%
Tour Group or Club	46	3%		41	4%
Business Associates	9	1%		17	2%

*May not add to 100% due to rounding

Along with slight changes in group type, Table 15 shows that groups of two people decreased by 7% while groups of 3, 5, and 6 or more went up in 2016.

Table 15: Travel Group Size

2016 (N=1,576)			2005 (N=1,116)		
Group size	N	%*	Group size	N	%*
1	109	7%	1	62	6%
2	720	46%	2	587	53%
3	180	11%	3	101	9%
4	244	15%	4	189	17%
5	114	7%	5	54	5%
6	61	4%	6 to 15	81	7%
7	32	2%	16+	42	4%
8	12	1%			
9	18	1%			
10-20	40	3%			
> 20	46	3%			

*May not add to 100% due to rounding

Half of the visitors were in Park County for their first time in both years of data collection. Of the repeat visitors, however, 80% of the 2016 visitors had been in Park County more than once while only 59% had been to Park County more than once in 2005. This appears to show a more loyal visitor to Park County.

Table 16: First Time and Repeat Visit

2016			2005	
Repeat or first time visit	N=1,573	%*	N=1,065	%*
First Visit	768	49%	529	50%
Repeat Visit	805	51%	536	50%
2016			2005	
# of Repeat Visits to YNP	N=793	%*	N=759	%*
0	163	21%	287	38%
1-5	484	61%	378	50%
6-10	71	9%	43	4%
➤ 10	75	10%	51	5%
# of Repeat Visits to Park County beyond YNP	N=762	%*	N=968	%*
0	283	37%	614	63%
1-5	352	46%	283	29%
6-10	55	7%	30	3%
➤ 10	72	9%	41	4%

*May not add to 100% due to rounding

Ten percent more visitors in 2016 flew on a portion of their trip compared to 2005 (Table 17). Of the cities that Park County visitors flew into, Salt Lake City grew by 6% in 2016 as did Denver which grew by 3%. Flying into Jackson, WY decreased by 5% in 2016. Similarly flying into Billings decreased 5% (Table 18).

Table 17: Those Who Flew on any Portion of their Trip*

	2016			2005	
	N=1,464	%**		N=1059	%**
Yes	534	37%		353	27%
No	930	63%		772	73%

*Those intercepted at Cody Airport not included

**May not add to 100% due to rounding

Table 18: Airport Park County Visitors Flew into

	2016			2005	
	N=523	%**		N=294	%**
Salt Lake City, UT	102	20%		41	14%
Jackson, WY	84	16%		63	21%
Denver, CO	79	15%		34	12%
Other***	75	14%		38	13%
Bozeman, MT	64	12%		39	13%
Cody, WY	44	8%		23	8%
Billings, MT	39	7%		36	12%
Rapid City, SD	33	6%		14	5%
Idaho Falls, ID	3	1%		6	2%

*Those intercepted at Cody Airport not included

**May not add to 100% due to rounding

***Other airports see Table 16 below

Visitors were asked to write in the airport they flew into if their airport was not listed (list shown in Table 19). Sixty-one visitors wrote down the city in which they flew into and then drove to Park County. Interestingly Las Vegas and Minneapolis topped the list of other airport cities they flew into. A further look at these visitors shows that half of them were from overseas who flew into these other airports likely indicating that Park County and Yellowstone was one of many stops along this trip.

Table 19: Other Airports Visitors Flew into

Other airports mentioned	2016 (N=61)				
	N	%*		N	%*
Las Vegas, NV	10	16%	Fort Collins, CO	1	2%
Minneapolis, MN	8	13%	Great Falls, MT	1	2%
Boise, ID	5	8%	Helena, MT	1	2%
Chicago, IL	5	8%	Newark, NJ	1	2%
Phoenix, AZ	5	8%	Portland, OR	1	2%
Seattle, WA	5	8%	Private charter	1	2%
San Francisco, CA	3	5%	Scottsdale, AZ	1	2%
Casper, WY	2	3%	Sheridan, WY	1	2%
Glacier Park Airport	2	3%	Spokane, WA	1	2%
Los Angeles	2	3%	Washington, D.C.	1	2%
Bismarck, ND	1	2%	West Yellowstone	1	2%
Dallas, TX	1	2%	WYS	1	2%

*May not add to 100% due to rounding

While 37% of the visitors flew on a portion of their trip, visiting Park County requires additional forms of transportation. It is obvious that most 'flyers' rented a vehicle since 33% of visitors rented a car and another 1% rented a RV. Rental vehicles are up 9% from 2005 (Table 20).

Table 20: Type of Transportation Used

	2016			2005	
	N=1,567	%*		N=1128	%*
Car/truck	866	55%		697	62%
Rented Vehicle	513	33%		271	24%
RV	138	9%		125	11%
Tour bus	93	6%		56	5%
Motorcycle	33	2%**		33	3%
Bicycle	--	--		8	<1%
Rented RV	19	1%		--	--

*May not add to 100% due to rounding

**Motorcycles were not part of the 2016 survey until August

Since 2005, information sources used for planning has changed drastically. The list of sources used therefore, changed so much that direct comparisons between years is not provided in this report. In 2005 the Internet was seen as the top source with 70% checking that option. In 2016, if we lump the three specific website uses together, 86% of visitors used a specific website on the Internet. In addition, 33% used on line travel reviews, 10% used social media, and 13% used mobile apps as information sources. The other non-internet main source of information was the use of guide books (30% used these). Additionally, fifty-two individuals wrote in 'maps' as an information source. See Table 21 for full details of 2016 visitor use of information sources for planning purposes.

Table 21: Information Sources Used for Planning

2016	All Sources Used			Most Useful Source Used	
Information Sources Used for Planning	N	%		N	%*
Yellowstone NP website	791	50%		339	24%
Online travel reviews (e.g., Trip Advisor)	523	33%		157	11%
Guide books (e.g., Frommer's, AAA)	471	30%		173	12%
National Park brochure/book	423	27%		103	7%
Cody/Yellowstone Country website	356	23%		91	7%
Websites from private businesses	273	17%		59	4%
Did not gather information at home for this trip	210	13%		180	13%
Mobile Apps	208	13%		40	3%
Wyoming Travel website	202	13%		28	2%
Social media (e.g., facebook)	154	10%		24	2%
Cody/Yellowstone country vacation guide	146	9%		26	2%
Travel Agent	129	8%		80	6%
Wyoming travel promotion printed materials	118	8%		16	1%
Did not use any of the information sources listed	107	7%		87	6%

*May not add to 100% due to rounding

There was very little difference in sites visited between 2016 and 2005 visitors. The majority visited Yellowstone National Park followed by downtown Cody and the Buffalo Bill Center of the West (Table 22).

Table 22: Sites Visited in Park County

Sites visited	2016			2005	
	N=1,522	%		N=1,122	%
Yellowstone National Park	1361	89%		998	89%
Downtown Cody	725	48%		509	45%
Buffalo Bill Center of the West	636	42%		426	38%
Cody Rodeo	296	19%		138	12%
Buffalo Bill Dam/Visitor Center	226	15%		136	12%
Heart Mountain Interp. Center	174	11%		na	na
Cody Old Trail Town	151	10%		72	6%
Cowboy Music Show	74	5%		na	na
Powell Homesteader Museum	22	1%		11	1%
Belden/Meeteetse Museum	14	1%		12	1%

The activities visitors participated in during their trip in Park County also showed little difference between the years. Wildlife watching, geyser gazing, day hiking, and shopping/galleries topped the list both years with over 50% of visitors participating in these activities (Table 23).

When visitors were asked to select their primary three activities, the top activities were also their primary activities. Looking slightly further down the list, visiting friends and relatives became the fifth highest primary activity of those visiting Park County (Table 24).

Table 23: Activities Participated in While in Park County

	2016			2005	
	N=1,505	%		N=1,138	%
Wildlife watching	1176	78%		863	79%
Watch geysers/geothermal activity	1146	76%		751	69%
Day hiking	859	57%		481	44%
Shopping/galleries	815	54%		618	56%
Picnicking	513	34%		272	25%
Wolf watching	250	17%		244	22%
Visiting friends/relatives	247	16%		111	10%
Horseback riding	188	13%		78	7%
Rafting/floating	165	11%		81	7%
Attending a sporting event	156	10%		59	5%
Road/tour biking	151	10%		70	6%
Birding	128	9%		165	15%
Local/Yellowstone commercial tour	126	8%		100	9%
Attending a festival/special event	120	8%		69	6%
Fly fishing	109	7%		72	7%
Other types of fishing	63	4%		47	4%
Kayaking/canoeing	54	4%		22	2%
Rock climbing	39	3%		na	na
Zipline	39	3%		na	na
Motorboating	27	2%		7	<1%
Hunting	9	1%		9	<1%

Table 24: Top Three Activities

	2016			2005	
	N=1,291	%		N=1,016	%
Wildlife watching	900	70%		659	65%
Watch geysers/geothermal activity	841	65%		511	50%
Day hiking	574	45%		659	65%
Shopping/galleries	215	17%		511	50%
Visiting friends/relatives	172	13%		75	7%
Road/tour biking	85	7%		38	4%
Picnicking	77	6%		51	5%
Horseback riding	68	5%		28	3%
Wolf watching	67	5%		56	6%
Rafting/floating	60	5%		26	3%
Fly fishing	60	5%		57	6%
Attending a sporting event	57	4%		10	1%
Local/Yellowstone commercial tour	51	4%		39	4%
Attending a festival/special event	49	4%		40	4%
Birding	35	3%		37	4%
Other types of fishing	26	2%		13	1%
Kayaking/canoeing	19	2%		8	<1%
Zipline	16	1%		na	na
Motorboating	12	1%		2	<1%
Rock climbing	11	1%		na	na
Hunting	5	<1%		7	<1%

*Percent does not add to 100% since visitors could pick three primary activities

Visitor satisfaction toward their trip to Park County is very high with about a 98% satisfaction level for both 2016 and 2005. Visitors WILL recommend this trip to others and 89% of 2016 visitors will return again (Table 25). While this number is 4% less than the 2005 planned return rate, Yellowstone has always been one of those 'bucket list' places to visit, suggesting that some people may want to come back but know that is not likely to happen.

Table 25: Visitor Satisfaction

	2016			2005	
	N=1,559	%*		N=1,113	%*
Recommend trip to others					
yes	1,553	100%		1106	99%
no	6	<1%		5	<1%
Return to Park County	N=1,459	%*		N=1,088	%*
Never	155	11%		71	7%
Within 1 yr.	289	20%		235	22%
Within 3 yrs.	364	25%		349	32%
Within 5 yrs.	323	22%		279	26%
6 yrs. or later	328	23%		168	15%
Satisfaction with overall visit	N=1,568	%*		N=1,121	%*
Very satisfied	1,272	81%		810	72%
Satisfied	263	17%		296	26%
Neutral	28	2%		22	2%
Dissatisfied	3	<1%		1	<1%
Very dissatisfied	2	<1%		9	<1%

*May not add to 100% due to rounding

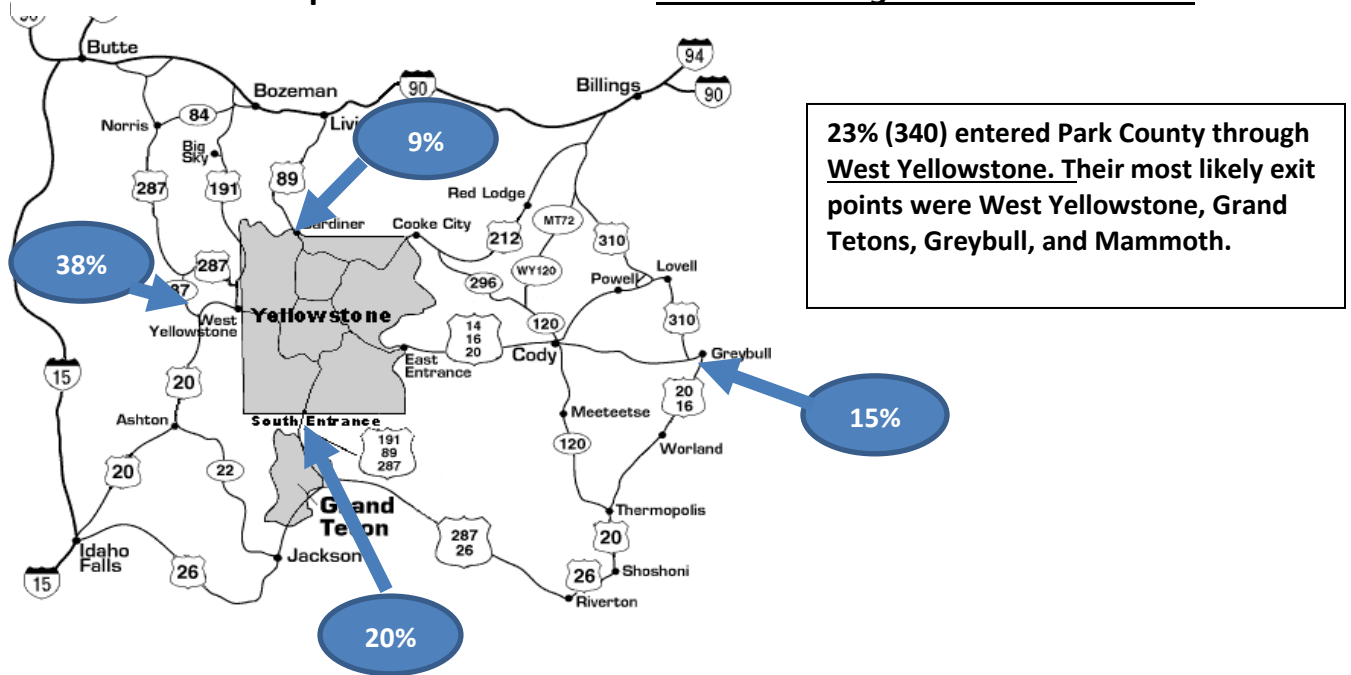
Concluding Remarks

Park County visitors have been remarkably similar in the 11 year time span of data collection. Slight nuances of change appear to be happening but with these snapshots of visitor demographics and trip characteristics, it is unclear if these are trends or one time happenings. With that said, the likely changes or trends to see in Park County visitors are:

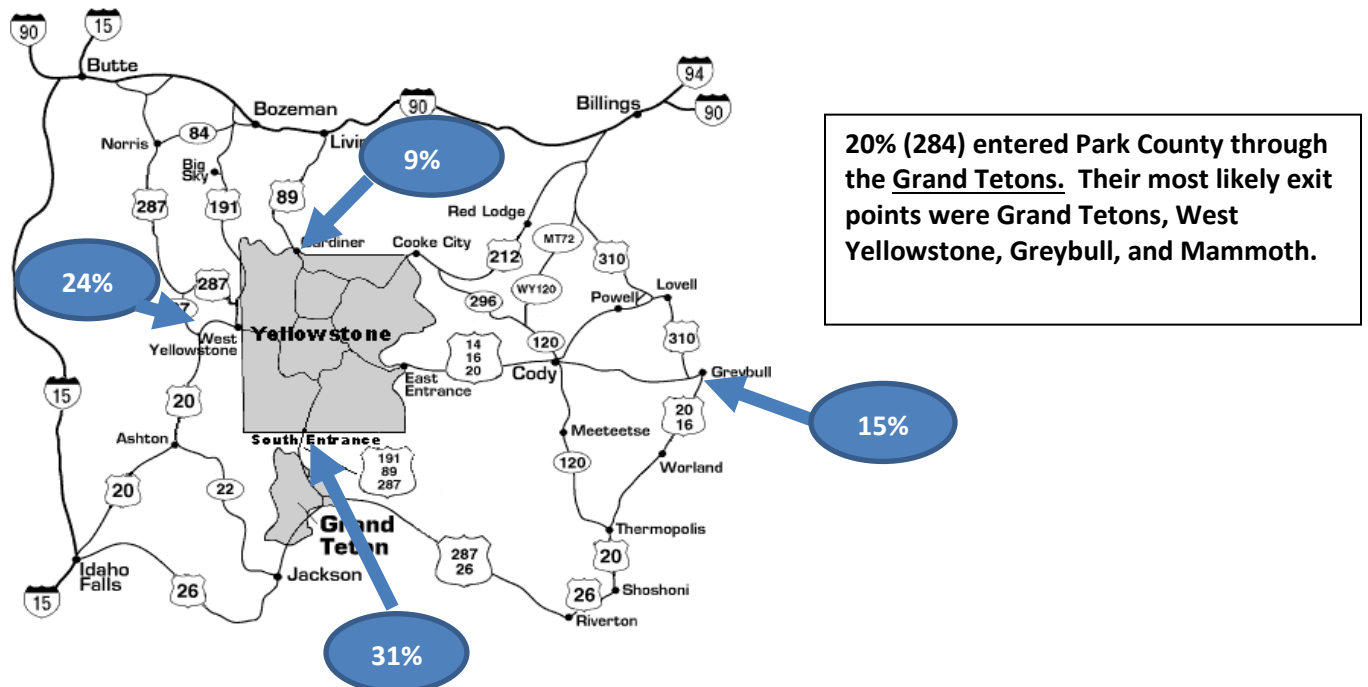
- Visitors with higher incomes will continue to come due to baby boomers who are still working.
- Visitors with higher education levels will also be on the rise following the rise in the number of people obtaining a graduate degree in the United States.
- More visitors will be from Texas than in the past, but California visitors will continue to be the top market.
- Visitors from China will become the top overseas visitor to Park County. Along with that, there is a need to understand their travel behavior and cultural differences.
- There will be an increase in rentals of homes, cabins, and rooms. This goes along with the strong upswing in the peer-to-peer economy as seen through Airbnb and fits well with the Millennials whose numbers are now higher than baby boomers.
- Yellowstone draws a worldwide market and will continue to do so. The need for available rental cars will be high.
- The high increases in visitation to Yellowstone National Park and the concerns expressed by park managers will require community collaboration on how to protect the resources while still maintaining a quality visitor experience. Summer visitation management plans are the new discussion on the table.

Appendix A Entry and Exit Points to Park County

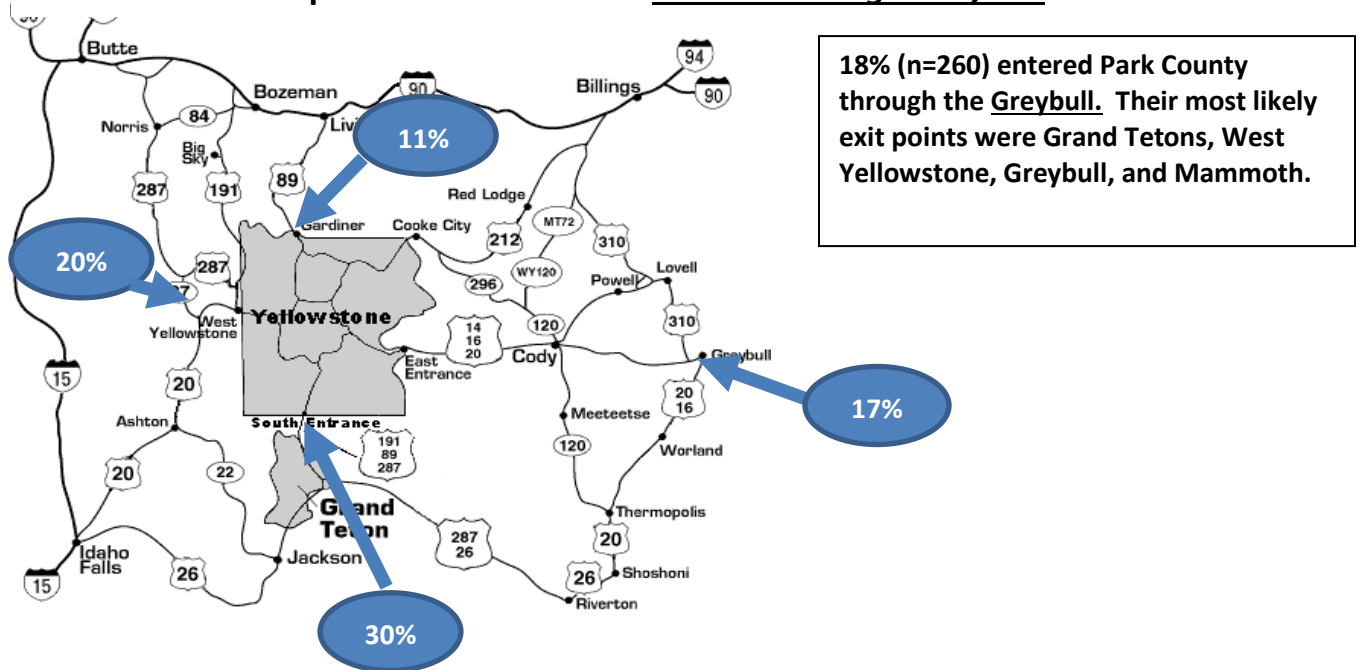
Predominant exit points of Visitors who entered through West Yellowstone



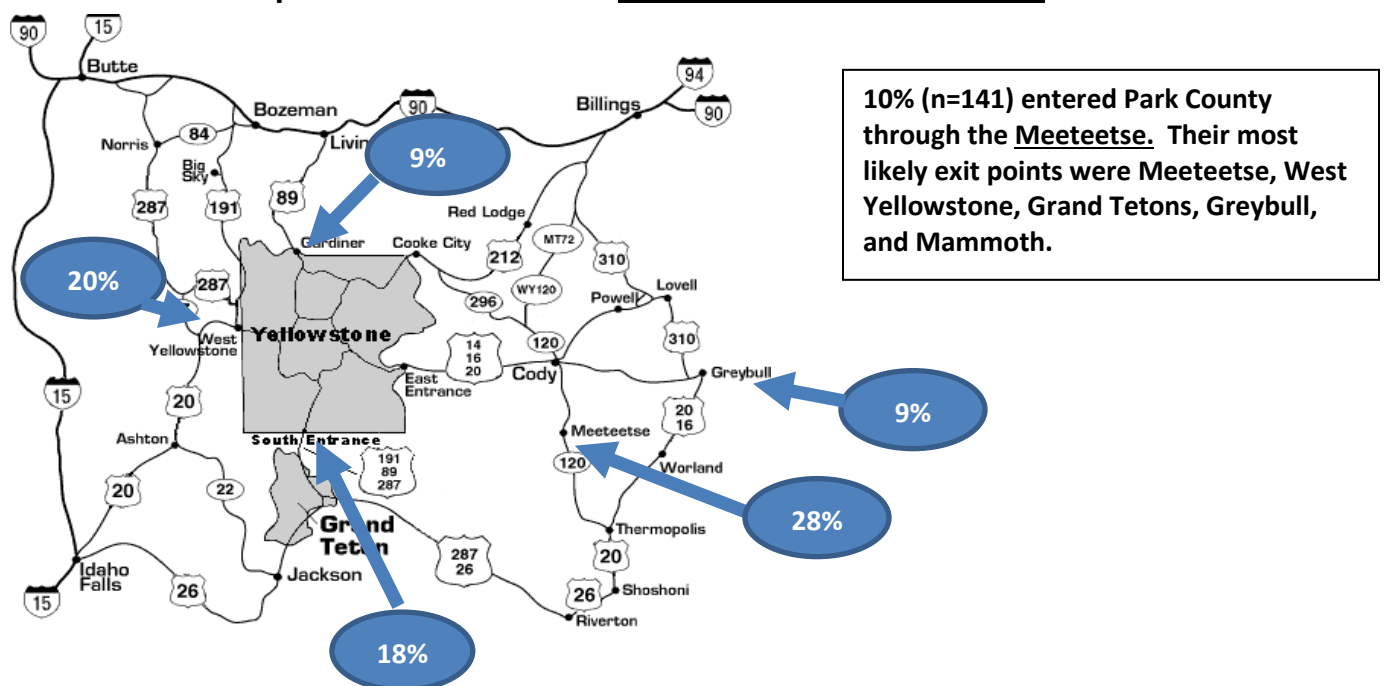
Predominant exit points of visitors who entered through Grand Tetons



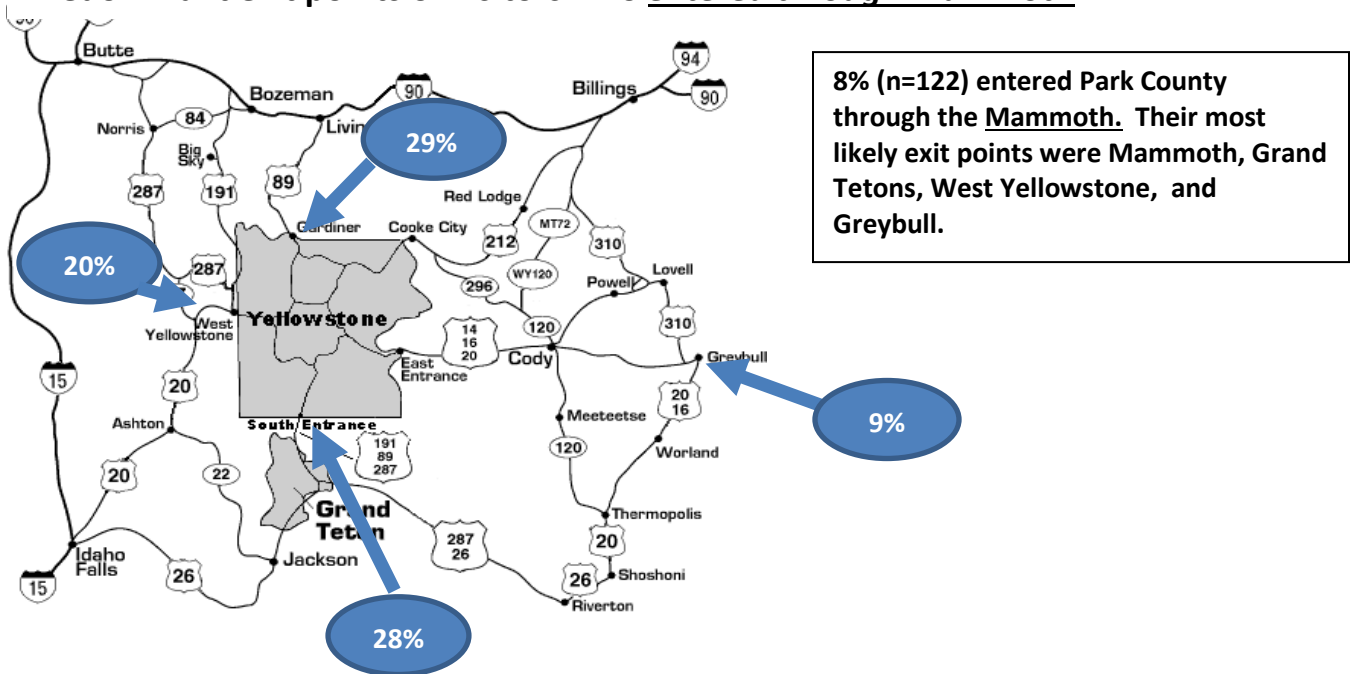
Predominant exit points of visitors who entered through Greybull



Predominant exit points of visitors who entered through Meeteetse



Predominant exit points of visitors who entered through Mammoth

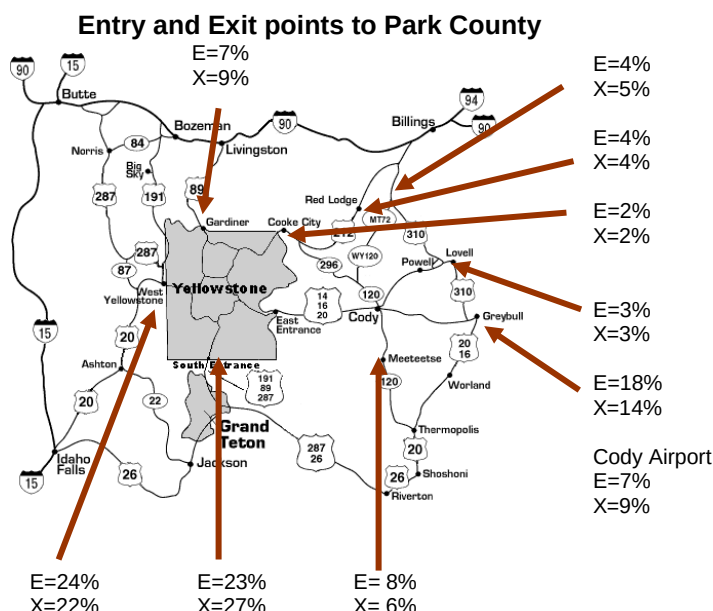


Appendix B
Market Segment Comparisons – 2016 to 2005

1st Time Visitor to Park County

Summary based on sample size of 768

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UNIVERSITY OF MONTANA

Submitted by
Norma Nickerson, Ph.D.

45%	Drove private car/truck
40%	Rented a car
7%	Drove private RV

<u>All</u>	<u>Sources Used for Planning</u>	<u>Most Useful</u>
60%	Yellowstone NP website	29%
42%	Online travel reviews	12%
36%	Guide books	14%
33%	National park brochure/book/web	8%
24%	Cody/Yellowstone Cntry. website	6%
19%	Websites from private businesses	3%
16%	Mobile apps	3%
15%	WY Travel website	2%
13%	Travel agent	9%
12%	Social Media	2%
10%	Cody/Yellowstone vacation guide	2%
8%	WY travel printed materials	2%
6%	Did not gather information at home	5%
5%	Did not use any info listed	4%

<u>All</u>	<u>Activities</u>	<u>Top 3</u>
85%	Watch geysers/geothermal	76%
83%	activity Wildlife watching	77%
60%	Day hiking	48%
55%	Shopping/galleries	16%
34%	Picnicking	5%
16%	Wolf watching	5%
14%	Rafting/floating	6%
14%	Horseback riding	5%
12%	Taking a commercial tour	6%
11%	Attending a sporting event	5%
10%	Road/tour biking	6%
9%	Visit friends & relatives	6%
8%	Attending festival or special event	3%
7%	Birding	2%
6%	Fly fishing	3%
4%	Kayaking/canoeing	1%
4%	Other types of fishing	1%
3%	Rock climbing	1%
3%	Zipline	1%
2%	Motorboating	1%
1%	Hunting	1%

4.74 average nights		Trip Purpose		
At LEAST ONE NIGHT SPENT IN:		All		Primary
Yellowstone		96%	Vacation	91%
19%	Lake area	7%	VFR	4%
27%	Old Faithful	7%	Pass thru	3%
17%	Mammoth	2%	Business	2%
18%	Canyon	1%	Shopping	0%
7%	Fishing Bridge	1%	Other	1%
4%	Madison cpgr	Travel Party		
4%	Norris	40%	Couple	
3%	Backcountry	28%	Immediate family	
Other Park County		13%	Family & friends	
56%	Cody	6%	Friends	
12%	Wapiti Valley	5%	Self	
2%	Powell	5%	Tour group/club	
1%	Meeteetse	4%	Extended family	
Nearby Areas		<1%	Business Associates	
63%	Jackson Hole	Miscellaneous		
48%	W. Yellowstone	100%	1st time to Park County	
12%	Gardiner			
20%	Grand Teton NP	49%	Flew on portion of trip	

<u>Info Used DURING Trip</u>		<u>Accommodation Type Used</u>	
65%	Map applications	65%	Hotel/motel
56%	YNP Visitor center	19%	Public campground
39%	Brochure rack	14%	Rented cabin/condo
39%	Guide books	8%	Private campground
29%	Mobile apps	4%	Other
29%	Front line employees	3%	Private home (VFR)
17%	Cody visitor center	3%	Dude ranch
14%	Other travelers	2%	Resort/condo
13%	State visitor center	0%	2 nd home
13%	Online reviews		
2%	Other		
<u>Places Visited</u>			
95%	Yellowstone	12%	Cody Old Trail Town
46%	Downtown Cody	9%	Heart Mt. Intp. Center
42%	BBCW	5%	Cowboy music show
21%	Cody rodeo	1%	Homesteader museum
15%	Buffalo Bill Dam/Ctr	<1	Belden/Meeteetse museum

Visitor Demographics			
Income		Education	
4%	<\$20K	1%	< High school
6%	\$20k-\$39,999	10%	High school degree
12%	\$40K-\$59,999	3%	Technical college
12%	\$60K-\$79,999	10%	Some college
15%	\$80K-\$99,999	37%	College degree
15%	\$100K-\$119,999	39%	Graduate degree
11%	\$120K-\$149,999		
26%	\$150K or more	Age:	49 yrs. (average)

Group Size: 1=5%; 2=45%; 3=12%; 4=17%; 5=7%; 6=4%; 7=2%;
8=<1%; 9=1%; 10-20=3%; 20+=5%

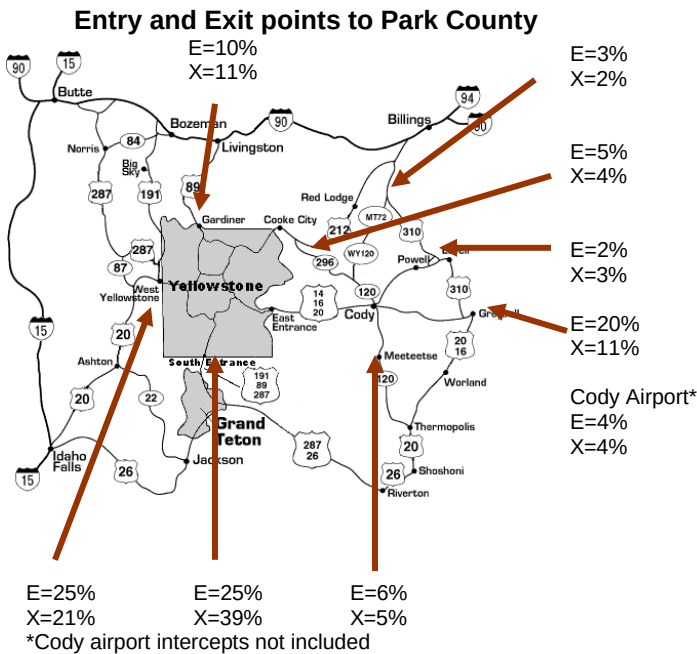
US =620	Canada = 22	Overseas = 104
66 – CA	5- ALB; 4-BC;	19=UK; 15= Germany; 14=France;
48 – TX	1=Yukon, ON	11=Netherlands; 8=China 7=Australia &
20 – CO, NY		Italy; 2=Guatemala, Austria, Columbia,
10-19- WA, MT,PA, FL, OR,		Denmark, & New Zealand; 1=Spain,
MN, UT, ID, WY		Guatemala, India, Malaysia, S. Korea,
NY, OH, WY GA, VA		Philippines, P. Rico, Slovenia, Switz
All States represented including DC		

Park County Travel Segments: First Time Visitors to Park County

Summary based on sample size of 529

Submitted by
Norma Nickerson, Ph.D.

Park County Travel Council Park County, WY 2005



54% drove car/truck
31% drove rented vehicle
10% drove an RV/camper
7% tour bus

70% will return within 5 years
99% were satisfied/very satisfied with trip

4.93 average nights At LEAST ONE NIGHT SPENT IN:	
Yellowstone	
27%	Lake area
24%	Old Faithful
15%	Mammoth
11%	Canyon
9%	Grant
4%	Tower
3%	Norris
2%	Madison cpgr
1%	Backcountry
<1%	Slough cr.
Other Park County	
43%	Cody
5%	Wapiti Valley
2%	Powell
1%	Greybull
<1%	Meeteetse
Nearby Areas	
29%	Jackson/TNP
24%	W. Yellowst.
6%	Gardiner
5%	Livingston/Big Sky/Bozeman
4%	Cooke City

Trip Purpose		
All		Primary
94%	Vacation	87%
8%	VFR	4%
6%	Pass thru	3%
4%	Educational	<1%
3%	Business	2%
3%	Shopping	<1%
2%	Spec. event	1%
2%	Other	1%
Travel Party Type		
50%	Couple	
23%	Family	
7%	Friends	
7%	Extended family	
6%	Tour group	
5%	Family & friends	
4%	Alone	
<1%	Business assoc.	
100% - First time to Park County		
35% - Flew on portion of trip		
	20% - Jackson	
	16% - Other	
	15% - SLC	
	15% - Bozeman	
	11% - Denver	6% - Cody
	10% - Billings	5% - RC

All	Sources Used for Planning	Most Useful
79%	Internet	52%
48%	Road maps	8%
34%	Guide book	11%
26%	Auto club (e.g., AAA)	9%
20%	National park brochure/book/web	3%
19%	National park visitor information	3%
10%	Travel agent	4%
10%	WY state travel guide	1%
9%	Yellowstone reservation Dept.	1%
8%	TV Travel channel	<1%
7%	magazine/newspaper article	<1%
5%	Cody Chamber of Commerce	2%
4%	Buffalo Bill's Yellowstone Country	<1%
3%	info from private businesses	<1%
3%	MT or ID state travel guide	<1%
7%	Did not gather information at home	

All	Activities	Top 3 Activities
84%	Wildlife watching	69%
75%	Watching geothermal activity	57%
60%	Shopping	17%
49%	Visiting museums	21%
48%	Day hiking	30%
25%	Wolf watching	5%
24%	Picnicking	5%
15%	Birding	4%
14%	Taking a commercial tour	6%
9%	Rafting/floating	3%
7%	Attending a sporting event	1%
7%	Horseback riding	3%
7%	Visiting local family & friends	6%
6%	Attending festival or special event	3%
6%	Road/tour biking	3%
5%	Fly fishing	6%
3%	Other type of fishing	<1%
2%	Kayaking/canoeing	<1%

Sources Used During Trip	
71%	Road maps
50%	Guide books
45%	Brochures from racks
43%	Front line person
34%	YNP Visitor ctr. person
21%	Other travelers
15%	Person at attractions
10%	WY visitor center
8%	Cody visitor ctr. person
3%	MT or ID visitor ctr.

Places Visited On Trip	
94%	Yellowstone
46%	Downtown Cody
40%	Buffalo Bill Center
14%	Cody Rodeo
13%	Dam/visitor center
6%	Old Town Tour
<1%	Belden/Meeteetse museum
<1%	Homesteader museum
2%	None of these

Visitor Demographics	
Income	
8%	<\$30K
27%	\$30K-\$60K
29%	\$61K-\$90K
36%	\$91K +
Education	
13%	high school degr.
19%	some college/Tech.
42%	college degree
25%	graduate degree
Age Groups Represented in Party	
5%	0-5 yrs.
10%	6-10 yrs.
11%	11-17 yrs.
9%	18-24 yrs.
16%	25-34 yrs.
26%	35-44 yrs.
35%	45-54 yrs.
37%	55-64 yrs.
24%	65-74yrs.
7%	75+ yrs.
Group Size	
4% - 1	18% - 4
54% - 2	5% - 5
9% - 3	7% - 6-15

Place of Residence (4 states not represented: DE, HI, MS, RI)

53- CA	12- GA, ID	Canada - ONT, BC, MAN, ALB, SASK
26 - FL	11- AZ, IN	
22- CO, NY	10 - IA, IL	Foreign - France , UK, Italy, Australia, Germany, Scotland, Holland, Switz, China, Belgium, Norway, Indonesia, Netherlands, Denmark, Japan, Slovenia, Guam
20- MN, OR	8-KY, NJ	
19 - WI	7 or less - all	
17- PA, WA	Other states	
13 - VA		

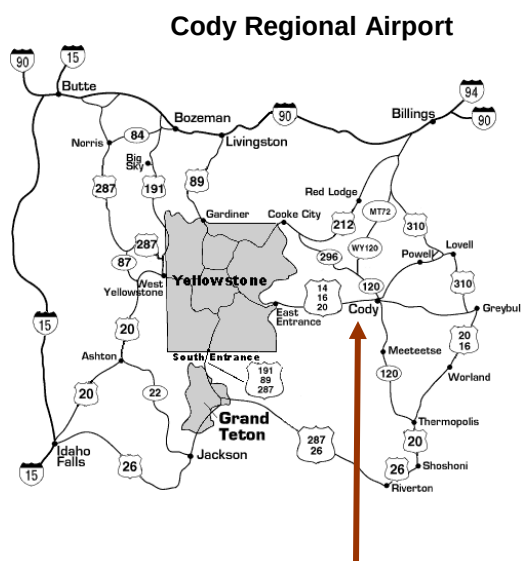
Park County, WY Travel Segments 2016

Cody Airport Users

Summary based on sample size of 124

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Submitted by
Norma Nickerson, Ph.D.



124 Cody Airport visitors

6.81 average nights		
At LEAST ONE NIGHT SPENT		
In Yellowstone		
9%	Lake area	
12%	Old Faithful	
8%	Canyon	
6%	Backcountry	
5%	Mammoth	
3%	Fishing Bridge	
3%	Norris	
0%	Madison cpgr	
In Other Park County		
85%	Cody	
20%	Wapiti Valley	
12%	Powell	
3%	Meeteetse	
In Nearby Areas		
7%	Jackson Hole	
8%	Grand Teton NP	
6%	W. Yellowstone	
4%	Gardiner	
Trip Purpose		
All		Primary
68%	Vacation	58%
36%	VFR	29%
9%	Business	8%
3%	Pass thru	3%
2%	Other	2%
1%	Shopping	0%
Travel Party		
40%	Couple	
30%	Alone	
11%	Family	
9%	Family & friends	
5%	Friends	
4%	Extended family	
2%	Business associates	
0%	Tour group	
Miscellaneous		
43%	1st time to Park County	
19%	1st time to YNP in 10 yr.	
100%	Flew on portion of trip	

65% (81) Intercepted at Cody Airport
10% (12) Intercepted at BBCW
7% (8 ea.) Intercepted at Heart Mt./Downtown gunfight area

All	Sources Used for Planning	Most Useful
33%	Cody/Yellowstone Cntry. Website	14%
33%	Yellowstone NP website	15%
33%	Online travel reviews	12%
22%	Did not gather information at home	21%
21%	Guide books	9%
17%	Websites from private businesses	9%
12%	National park brochure/book/web	3%
12%	Did not use any info listed	8%
10%	WY Travel website	1%
7%	Mobile apps	3%
7%	Social Media	2%
7%	Travel agent	5%
7%	Cody/Yellowstone vacation guide	0%
3%	WY travel printed materials	0%

All	Activities	Top 3
58%	Shopping/galleries	23%
58%	Wildlife watching	50%
54%	Watch geysers/geothermal	46%
44%	activity Day hiking	28%
41%	Visit friends & relatives	37%
19%	Horseback riding	10%
19%	Attending festival or special event	10%
16%	Picnicking	3%
15%	Wolf watching	6%
12%	Rafting/floating	6%
12%	Attending a sporting event	3%
11%	Fly fishing	9%
9%	Taking a commercial tour	6%
4%	Rock climbing	2%
4%	Birding	1%
4%	Zipline	2%
3%	Other types of fishing	2%
2%	Kayaking/canoeing	0%
2%	Road/tour biking	0%
2%	Hunting	2%
1%	Motorboating	0%

Info Used DURING Trip		Accommodation Type Used	
44%	Map applications	58%	Hotel/motel
28%	Brochure rack	27%	Private home (VFR)
28%	YNP Visitor center	10%	Rented cabin/condo
22%	Mobile apps	6%	Dude ranch
21%	Front line employees	5%	Other
17%	Guide books	4%	Private campground
13%	Other	4%	Public campground
10%	Cody visitor center	3%	2 nd home
8%	Other travelers	3%	Resort/condo
7%	Online reviews		
4%	State visitor center		
Places Visited			
89%	Downtown Cody	14%	Cody Old Trail Town
73%	Yellowstone	11%	Cowboy music show
49%	BBCW	6%	Homesteader museum
28%	Buffalo Bill Dam/Ctr	1%	Belden/Meeteetse museum
23%	Cody rodeo		

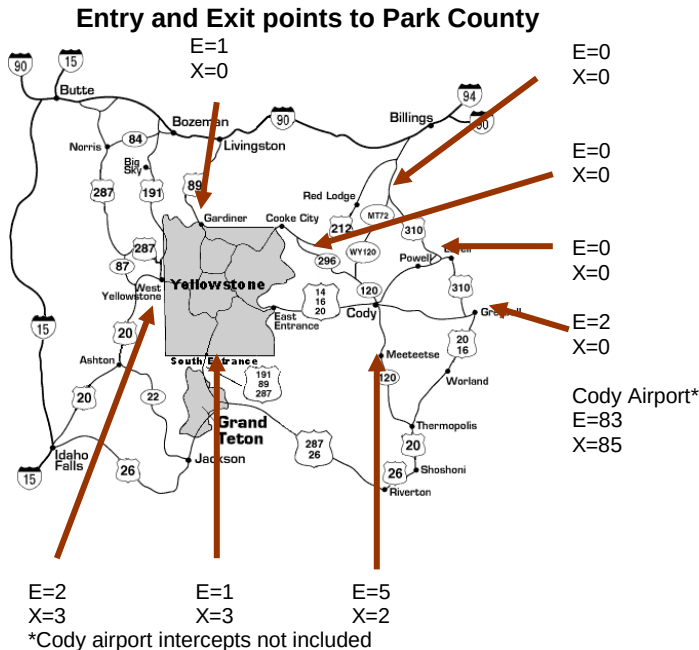
Visitor Demographics				
Income		Education		
7%	<\$20K	2%	< High school	
4%	\$20K-\$39,999	5%	High school degree	
11%	\$40K-\$59,999	4%	Technical college	
10%	\$60K-\$79,999	17%	Some college	
15%	\$80K-\$99,999	43%	College degree	
17%	\$100K-\$119,999	29%	Graduate degree	
9%	\$120K-\$149,999	Age: 49 average age		
27%	\$150K or more			
Group Size:				
1=31%;	2=46%	3=7%	4=6%	5=5%
6=2%	7=1%	10-20=1%	20+=2%	
Place of Residence				
21 – CA	3 ea. – AZ, IL, OK	Canada - None		
12 – TX	2 ea. – CO, CT, HI,	Overseas – China, UK,		
7 ea. – OH, PA	ID, ME, NC, NJ, NM,	France, New Zealand		
5 ea. – GA, MD, NY	UT, VA, WI			
4 ea. – FL, WA	1 ea. – AK, DC, IN, KS, KY, LA, MA, MI, MN, MO, SC			
	SD, TN, WY			

Park County Travel Segments: Visitors Using Cody Airport

Summary based on sample size of 94

Submitted by
Norma Nickerson, Ph.D.

Park County Travel Council Park County, WY 2005



41% drove car/truck 84% will return within 5 years
65% drove rented vehicle 98% were satisfied/very satisfied with trip

6.23 average nights At LEAST ONE NIGHT SPENT IN:	
Yellowstone	
16%	Lake area
13%	Old Faithful
9%	Mammoth
5%	Canyon
2%	Grant
2%	Tower
1%	Norris
1%	Madison cpgr
1%	Backcountry
0%	Slough cr.
Other Park County	
78%	Cody
11%	Wapiti Valley
4%	Powell
2%	Meeteetse
0%	Greybull
Nearby Areas	
16%	Jackson/TNP
3%	W. Yellowst.
2%	Cooke City
0%	Livingston/Big Sky/Bozeman
0%	Gardiner

Trip Purpose		
All		Primary
65%	Vacation	50%
31%	VFR	22%
17%	Business	13%
11%	Spec. event	9%
5%	Shopping	0%
2%	Other	2%
1%	Educational	1%
1%	Pass thru	2%
Travel Party Type		
32%	Couple	
29%	Family	
23%	Alone	
7%	Friends	
4%	Business assoc.	
2%	Family & friends	
2%	Extended family	
1%	Tour group	
49% - First time to Park County		
43% - First time to YNP in 10 yrs.		
100% - Flew on portion of trip		
	94% - Cody	
	2% - Rapid City	
	1% - SLC	
	1% - Other	
	1% - Jackson	

All	Sources Used for Planning	Most Useful
77%	Internet	56%
19%	Guide book	5%
17%	Travel agent	7%
15%	Road maps	2%
14%	Cody Chamber of Commerce	6%
9%	Auto club (e.g., AAA)	2%
9%	TV Travel channel	1%
8%	magazine/newspaper article	0%
8%	National park brochure/book/web	0%
7%	National park visitor information	1%
6%	WY state travel guide	2%
6%	Buffalo Bill's Yellowstone Country	1%
6%	info from private businesses	2%
3%	Yellowstone reservation Dept.	0%
1%	MT or ID state travel guide	0%
13%	Did not gather information at home	

All	Activities	Top 3 Activities
63%	Wildlife watching	36%
56%	Visiting museums	26%
47%	Shopping	21%
47%	Watching geothermal activity	26%
40%	Day hiking	17%
28%	Visiting local family & friends	21%
22%	Wolf watching	6%
19%	Picnicking	5%
17%	Horseback riding	13%
15%	Attending festival or special event	13%
14%	Birding	2%
14%	Fly fishing	11%
12%	Attending a sporting event	1%
11%	Taking a commercial tour	1%
7%	Rafting/floating	2%
7%	Road/tour biking	2%
4%	Other type of fishing	1%
3%	Hunting	3%

Sources Used During Trip	
36%	Road maps
33%	Brochures from racks
32%	Guide books
29%	Front line person
16%	YNP Visitor ctr. person
14%	Other travelers
12%	Person at attractions
10%	Cody visitor ctr. person
3%	WY visitor center
1%	MT or ID visitor ctr.

Places Visited On Trip	
77%	Downtown Cody
67%	Yellowstone
57%	Buffalo Bill Center
25%	Cody Rodeo
13%	Dam/visitor center
12%	Old Town Tour
3%	Belden/Meeteetse museum
0%	Homesteader museum
4%	None of these

Visitor Demographics			
Income		Age Groups Represented in Party	
4%	<\$30K	6%	0-5 yrs.
24%	\$30K-\$60K	15%	6-10 yrs.
22%	\$61K-\$90K	11%	11-17 yrs.
49%	\$91K +	9%	18-24 yrs.
		16%	25-34 yrs.
Education		Group Size	
10%	high school degr.	22%	1
16%	some college/Tech.	13%	4
56%	college degree	4%	5
16%	graduate degree	10%	3
		6%	6-15

Place of Residence	
14 - CA	1 - AK, AL, AR,
8 - NY	CT, IL, KS, LA,
5 - CO,MN,PA,TX	MI, NC, NJ, NV,
4 - OR, ID	OH, SC, TN VA,
3 - FL, GA,	WI, WY
2 - AZ, IA, IN, NE,	
2 - VT, WA	
States not represented:	
DE, HI, KY, MA, ME, MD, MO, MS, MT, NH, NM, ND, NC, OK, RI, SD, WV	
Canada - ALB, VIC	
Foreign - UK, Indonesia	

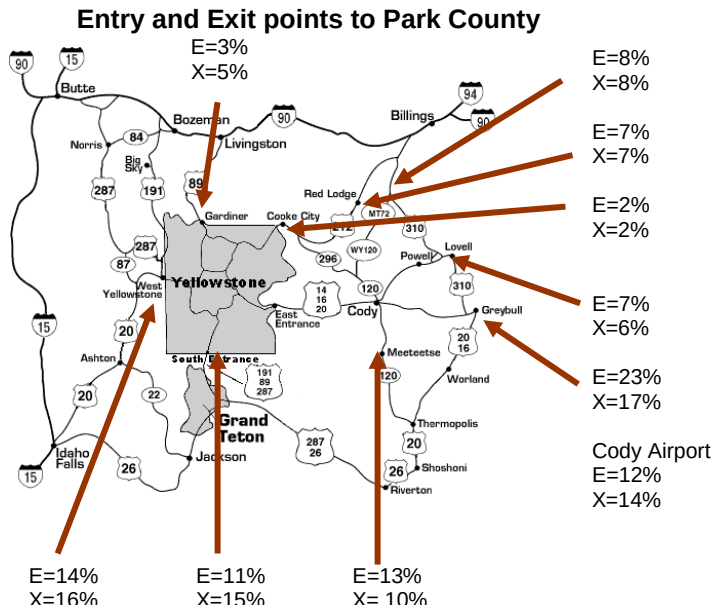
Park County, WY Travel Segments 2016

Cody Intercepts

Summary based on sample size of 965

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Submitted by
Norma Nickerson, Ph.D.



60% Drove private car/truck
26% Rented a car
11% Drove private RV

All	Sources Used for Planning	Most Useful
39%	Yellowstone NP website	15%
28%	Cody/Yellowstone Cntry. website	9%
28%	Online travel reviews	10%
26%	Guide books	12%
24%	National park brochure/book/web	6%
17%	Websites from private businesses	5%
17%	Did not gather information at home	17%
15%	WY Travel website	3%
13%	Cody/Yellowstone vacation guide	3%
12%	Mobile apps	4%
9%	Travel agent	6%
9%	WY travel printed materials	2%
9%	Did not use any info listed	8%
8%	Social Media	2%

All	Activities	Top 3
72%	Wildlife watching	62%
67%	Watch geysers/geothermal activity	56%
55%	Shopping/galleries	22%
45%	Day hiking	32%
28%	Picnicking	6%
21%	Visit friends & relatives	18%
14%	Attending a sporting event	6%
13%	Wolf watching	4%
13%	Horseback riding	7%
11%	Rafting/floating	5%
11%	Road/tour biking	9%
11%	Attending festival or special event	5%
9%	Taking a commercial tour	5%
8%	Birding	3%
7%	Fly fishing	4%
4%	Other types of fishing	3%
3%	Rock climbing	1%
2%	Kayaking/canoeing	1%
2%	Zipline	1%
1%	Motorboating	1%
1%	Hunting	1%

4.76 average nights

At LEAST ONE NIGHT SPENT IN:

Yellowstone

10% Lake area
13% Old Faithful
5% Mammoth
7% Canyon
7% Fishing Bridge
2% Madison cpgr
3% Norris
2% Backcountry

Other Park County

81% Cody
14% Wapiti Valley
6% Powell
2% Meeteetse

Nearby Areas

58% Jackson Hole
46% W. Yellowstone
15% Gardiner
10% Grand Teton NP

Trip Purpose

All		Primary
88%	Vacation	79%
15%	VFR	9%
9%	Pass thru	5%
5%	Business	4%
3%	Other	2%
2%	Shopping	0%
Travel Party		
41%	Couple	
26%	Immediate family	
11%	Family & friends	
5%	Friends	
10%	Self	
3%	Tour group/club	
4%	Extended family	
1%	Business Associates	
Miscellaneous		
45%	1st time to Park County	
20%	1st time YNP in 10 yrs.	
35%	Flew on portion of trip	

Info Used DURING Trip

65% Map applications
56% YNP Visitor center
39% Brochure rack
39% Guide books
29% Mobile apps
29% Front line employees
17% Cody visitor center
14% Other travelers
13% State visitor center
13% Online reviews
2% Other

Accommodation Type Used

59% Hotel/motel
15% Public campground
10% Private campground
10% Private home (VFR)
9% Rented cabin/condo
4% Other
3% Dude ranch
1% 2nd home
1% Resort/condo

Places Visited

83% Yellowstone
67% Downtown Cody
62% BBCW
28% Cody rodeo
21% Buffalo Bill Dam/Ctr.
18% Heart Mt. Intrap. Center
15% Cody Old Trail Town
8% Cowboy music show
2% Homesteader museum
2% Belden/Meeteetse museum

Visitor Demographics

Income

4% <\$20K
7% \$20K-\$39,999
14% \$40K-\$59,999
14% \$60K-\$79,999
18% \$80K-\$99,999
15% \$100K-\$119,999
10% \$120K-\$149,999
19% \$150K or more

Education

1% < High school
11% High school degree
5% Technical college
14% Some college
41% College degree
29% Graduate degree

Age: 54 yrs. (average)

Group Size: 1=10%; 2=47%; 3=11%; 4=15%; 5=6%; 6=4%; 7=2%;
8=<1%; 9=<1%; 10-20=2%; 20+=4%

US =824

Canada = 27

Overseas = 87

74 - CA 11- ALB; 6-BC; 19=UK; 12=France; 10= Germany;
44 ea.-TX, MT 4=QUE; 3=ONT 7=Italy; 6=China 7=Australia &
42 ea. -CO, MN 2=SASK; 1=Yuko Italy; 2=Austria, Belgium, Spain, Switz.
20-31- FL, WI, PA, WA, IL, NY 1=New Zealand, Guatemala, Bahamas,
WY, ID, OH, OR, GA, UT Luxembourg Mexico, Taiwan
NY, OH, WY GA, VA

All States represented including DC

Park County, WY Travel Segments 2016

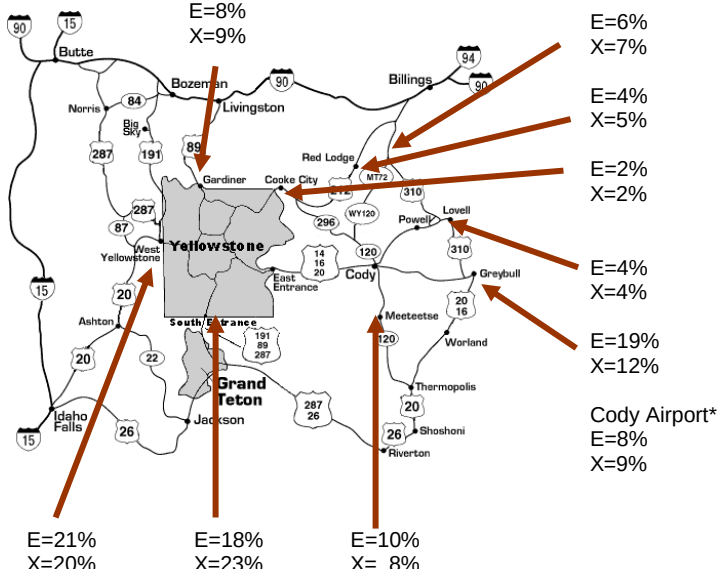
Couples

Summary based on sample size of 617

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Submitted by
Norma Nickerson, Ph.D.

Entry and Exit points to Park County



58% Drove private car/truck
30% Rented a car
13% Drove private RV

All	Sources Used for Planning	Most Useful
51%	Yellowstone NP website	23%
34%	Online travel reviews	11%
33%	National park brochure/book/web	9%
33%	Guide books	14%
25%	Cody/Yellowstone Cntry. website	7%
18%	Websites from private businesses	5%
16%	WY Travel website	2%
13%	Did not gather information at home	12%
11%	Mobile apps	3%
11%	Cody/Yellowstone vacation guide	3%
10%	WY travel printed materials	2%
9%	Social Media	2%
8%	Travel agent	5%
5%	Did not use any info listed	4%

All	Activities	Top 3
80%	Wildlife watching	72%
75%	Watch geysers/geothermal activity	66%
57%	Shopping/galleries	17%
54%	Day hiking	43%
32%	Picnicking	6%
17%	Wolf watching	7%
13%	Visit friends & relatives	11%
11%	Road/tour biking	8%
9%	Attending a sporting event Birding	4%
9%	Attending festival or special event	4%
9%	Taking a commercial tour	4%
8%	Horseback riding	4%
7%	Fly fishing	2%
6%	Rafting/floating	3%
5%	Kayaking/canoeing	3%
2%	Other types of fishing	1%
2%	Rock climbing	1%
2%	Zipline	1%
2%	Motorboating	1%
1%	Hunting	0%
1%		0%

4.81 average nights

At LEAST ONE NIGHT SPENT IN:

Yellowstone

15% Lake area
21% Old Faithful
13% Mammoth
12% Canyon
6% Fishing Bridge
5% Madison cpgr
4% Norris
3% Backcountry

Other Park County

64% Cody
10% Wapiti Valley
4% Powell
2% Meeteetse

Nearby Areas

54% Jackson Hole
19% W. Yellowstone
18% Gardiner
14% Grand Teton NP

Trip Purpose

All		Primary
96%	Vacation	90%
10%	VFR	5%
9%	Pass thru	4%
2%	Shopping	<1%
2%	Other	<1%
1%	Business	<1%

Travel Party

100%	Couples
------	---------

Miscellaneous

49%	1st time to Park County
20%	1st time to YNP in 10 yr.
35%	Flew on portion of trip

Info Used DURING Trip

60% Map applications
48% YNP Visitor center
37% Brochure rack
33% Guide books
26% Front line employees
24% Mobile apps
18% Cody visitor center
12% Other travelers
11% State visitor center
11% Online reviews
11% Other

Accommodation Type Used

58% Hotel/motel
27% Private home (VFR)
10% Rented cabin/condo
6% Dude ranch
5% Other
4% Private campground
4% Public campground
3% 2nd home
3% Resort/condo

Places Visited

90% Yellowstone
53% Downtown Cody
46% Buffalo Bill Dam/Ctr
49% BBCW
18% Cody rodeo
14% Heart Mt. Intp. Center
13% Cody Old Trail Town
6% Cowboy museum show
2% Homesteader museum
1% Belden/Meeteetse muse

Visitor Demographics

Income

3% <\$20K
4% \$20k-\$39,999
14% \$40K-\$59,999
13% \$60K-\$79,999
18% \$80K-\$99,999
18% \$100K-\$119,999
10% \$120K-\$149,999
19% \$150K or more

Education

<1% < High school
11% High school degree
5% Technical college
15% Some college
38% College degree
32% Graduate degree

Age: 56 yrs. (average)

Group Size: groups of 2=100%

US =537

55 - CA
32 - TX
26 - WA
25 - FL
15-21 ea.-MN, CO, MT, MA, PA, UT, ID
5-14 ea. - OH, OR, WI, WY, IA, IL, MI, NY, AZ, GA, IN, VA, MD, OK, KY, MO, SC, SD, LA, NE, NJ, TN, AL

Canada = 18

ALB, BC, ON, QUE
YUK

Overseas = 61

20-UK; 10-Germany; 7 ea-France & Netherlands; 5-Italy;
1 or 2 ea. Australia, Austria, China
Bahamas, Belgium, Denmark, N
N. Zealand, S.Korea, Spain, Swiz

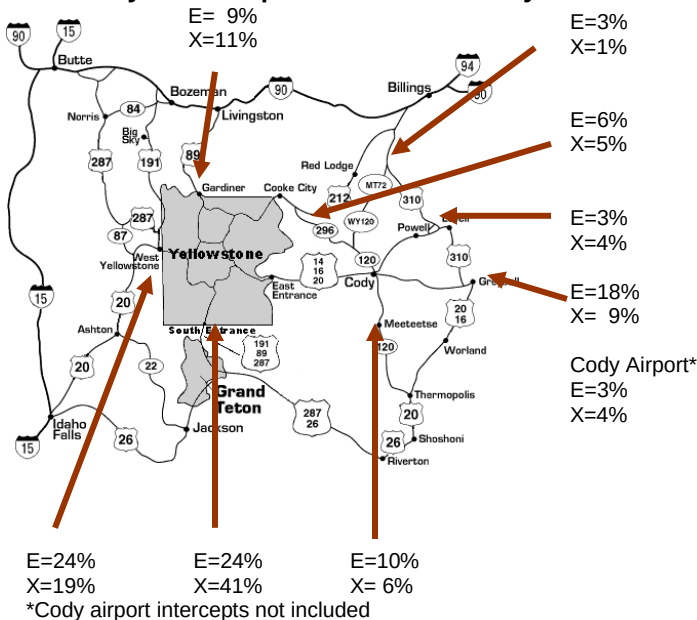
Park County Travel Segments: Couples Profile

Summary based on sample size of 546

Submitted by
Norma Nickerson, Ph.D.

Park County Travel Council Park County, WY 2005

Entry and Exit points to Park County



64% drove car/truck
23% drove rented vehicle
12% drove an RV/camper
3% drove motorcycle

78% will return within 5 years
98% were satisfied/very satisfied with trip

5.02 average nights

At LEAST ONE NIGHT SPENT IN:

Yellowstone

24% Old Faithful
19% Lake area
13% Mammoth
11% Canyon
8% Grant
4% Norris
4% Madison cpgr
4% Tower
1% Backcountry
<1% Slough cr.

Other Park County

43% Cody
6% Wapiti Valley
3% Powell
2% Greybull
1% Meeteetse

Nearby Areas

31% Jackson/TNP
26% W. Yellowst.
8% Livingston/Big Sky/Bozeman
8% Gardiner
4% Cooke City

Trip Purpose

All		Primary
95%	Vacation	89%
9%	VFR	4%
7%	Pass thru	3%
4%	Educational	0%
3%	Spec. event	2%
2%	Other	1%
2%	Shopping	0%
1%	Business	1%

Travel Party Type

100%	Couples
------	---------



51%	First time to Park County
20%	First time to YNP in 10 yrs
19%	Flew on portion of trip
26%	Jackson
13%	-Billings
13%	- Bozeman
11%	- SLC
11%	-Denver
10%	- Cody
8%	-Other
4%	SD

All Sources Used for Planning Most Useful

73%	Internet	49%
52%	Road maps	10%
30%	Guide book	8%
29%	Auto club (e.g., AAA)	12%
19%	National park visitor information	3%
18%	National park brochure/book/web	4%
10%	WY state travel guide	2%
9%	Yellowstone reservation Dept.	2%
7%	magazine/newspaper article	<1%
6%	TV Travel channel	<1%
6%	Travel agent	2%
4%	Cody Chamber of Commerce	1%
4%	MT or ID state travel guide	0%
3%	info from private businesses	<1%
3%	Buffalo Bill's Yellowstone Country	<1%
10%	Did not gather information at home	

All Activities Top 3 Activities

81%	Wildlife watching	69%
70%	Watching geothermal activity	54%
57%	Shopping	16%
49%	Visiting museums	25%
43%	Day hiking	28%
23%	Picnicking	4%
23%	Wolf watching	7%
15%	Birding	4%
13%	Visiting local family & friends	5%
8%	Taking a commercial tour	5%
7%	Road/tour biking	5%
6%	Attending festival or special event	3%
6%	Attending a sporting event	1%
6%	Rafting/floating	2%
6%	Fly fishing	6%
5%	Horseback riding	2%
4%	Other type of fishing	<1%
2%	Kayaking/canoeing	1%

Sources Used During Trip

71%	Road maps
46%	Guide books
45%	Brochures from racks
39%	Front line person
37%	YNP Visitor ctr. person
16%	Other travelers
15%	Person at attractions
11%	Cody visitor ctr. person
10%	WY visitor center
3%	MT or ID visitor ctr.

Places Visited On Trip

94%	Yellowstone	4%	Cody Rodeo
49%	Downtown Cody	<1%	Belden/Meeteetse museum
39%	Buffalo Bill Center	0%	Homesteader museum
13%	Dam/visitor center	<1%	None of these
7%	Old Town Tour		

Visitor Demographics

Income

7%	<\$30K
30%	\$30K-\$60K
30%	\$61K-\$90K
33%	\$91K +

Education

15%	high school degr.
20%	some college/Tech.
39%	college degree
25%	graduate degree

Age Groups Represented in Party

0%	0-5 yrs.	14%	35-44 yrs.
0%	6-10 yrs.	28%	45-54 yrs.
0%	11-17 yrs.	42%	55-64 yrs.
2%	18-24 yrs.	27%	65-74yrs.
9%	25-34 yrs.	4%	75+ yrs.

Group Size

0% - 1	<1% - 4	<1% 16+
98% - 2	0% - 5	
1% - 3	<1% - 6-15	

Place of Residence (6 states not represented: DE, HI, ME, MS, RI, WV)

53 - CA	15 - NY, TX	7 or less - all other states
28 - CO	14 - AZ, GA, PA	Canada - ONT, BC, Vic, Sask
26 - FL	12 - IA, MI, MN	Foreign - France, UK, England,
21 - WA	10 - IN, MO	Australia, Germany, Scotland,
20 - IL, OR	10 - OH, WY	Nigeria, Czech, Indonesia,
17 - UT	9 - MT, OK, VA	Japan, Holland, Austria, Switz
16 - ID, WI	8 - KY	Belgium, Czech

2016 Park County Visitor Residence - Designated Marketing Areas (N=1,368)

This table reports the number of visitors from each of the A.C. Nielson designated marketing areas defined as groups of counties related to broadcast media coverage. It is based on 1,368 valid U.S. zip codes provided by visitors.

Denver, CO	62	Louisville, KY	6	Helena, MT	2
New York, NY	46	Minot - Bismark - +, ND	6	Jackson, MS	2
Minneapolis - St. Paul, MN	45	Omaha, NE	6	Johnstown - Altoona, PA	2
Salt Lake City, UT	44	Providence - New Bedford, RI	6	Lafayette, LA	2
Seattle - Tacoma, WA	38	Reno, NV	6	Lincoln & Hastings +, NE	2
Los Angeles, CA	37	Sioux Falls - Mitchell, IA	6	Little Rock - Pine Bluff, AR	2
San Francisco - Oakland +, CA	35	Springfield, MO	6	Mobile - Pensacola, AL	2
Billings, MT	34	West Palm Beach +, FL	6	Paducah - Cape Girardeau+, IL	2
Chicago, IL	34	Yakima - Pasco +, WA	6	Panama City, FL	2
Dallas - Ft. Worth, TX	29	Cedar Rapids - Dubuque, IA	5	Rochester, NY	2
Philadelphia, PA	29	Flint - Saginaw, MI	5	Rockford, IL	2
Washington, D.C.	29	Greenville - Spart. - Ash. NC	5	Sherman - Ada, OK	2
Portland, OR	28	Macon, GA	5	Topeka, KS	2
Boston, MA	23	Santa Barbara +, CA	5	Traverse City - Cadillac, MI	2
Sacramento - Stockton +, CA	22	Savannah, GA	5	Tyler - Longview - Lufkin, TX	2
Atlanta, GA	18	Sioux City, IA	5	Utica, NY	2
Houston, TX	18	Amarillo, TX	4	Yuma - El Centro, AZ	2
Idaho Falls - Pocatello, ID	18	Bend, OR	4	Abilene - Sweetwater, TX	1
Phoenix, AZ	16	Burlington - Plattsburgh, VT	4	Alexandria, LA	1
Rapid City, SD	16	Champaign - Springfield, IL	4	Augusta, GA	1
San Diego, CA	16	Colorado Springs - Pueblo, CO	4	Binghamton, NY	1
Boise, ID	15	Columbus, OH	4	Bluefield - Beckley, WV	1
St. Louis, MO	15	Davenport - Rock Island, IA	4	Bowling Green, KY	1
Tampa - St. Petersburg, FL	15	El Paso, TX	4	Clarksburg - Weston, WV	1
Milwaukee, WI	14	Ft. Wayne, IN	4	Columbus, GA	1
Nashville, TN	14	Huntsville - Decatur, AL	4	Erie, PA	1
Spokane, WA	14	Medford - Klamath Falls, OR	4	Eureka, CA	1
Casper - Riverton, WY	13	Miami - Ft. Lauderdale, FL	4	Greensboro - HP- Win. Sal, NC	1
Butte - Bozeman, MT	12	New Orleans, LA	4	Greenville, New Bern, NC	1
Detroit, MI	12	Richmond - Petersburg, VA	4	Greenwood - Greenville, MS	1
Green Bay - Appleton, WI	12	Roanoke - Lynchburg, VA	4	Harrisonburg, VA	1
Pittsburgh, PA	12	Springfield - Holyoke, MA	4	Hattiesburg - Laurel, MS	1
Cleveland, OH	11	Syracuse, NY	4	Jackson, TN	1
Harrisburg - Lanc. - Leb., PA	11	Waco - Temple +, TX	4	Jonesboro, AR	1
Madison, WI	11	Bakersfield, CA	3	Lafayette, IN	1
Albuquerque - Santa Fe, NM	10	Baton Rouge, LA	3	Lake Charles, LA	1
Cincinnati, OH	10	Birmingham, AL	3	Lubbock, TX	1
Hartford - New Haven, CT	10	Buffalo, NY	3	Mankato, MN	1
Orlando - Daytona Beach+, FL	10	Charlottesville, VA	3	Marquette, MI	1
Ft. Meyers - Naples, FL	9	Chattanooga, TN	3	Memphis, TN	1
Norfolk - VA. Beach +, VA	9	Chico - Redding, CA	3	Monterey - Salinas, CA	1
Raleigh - Durham, NC	9	Columbia - Jefferson City, MO	3	Odessa - Midland, TX	1
Austin, TX	8	Eugene, OR	3	Parkersburg, WV	1
Baltimore, MD	8	Florence-Myrtle Beach, SC	3	Peoria - Bloomington, IL	1
Des Moines - Ames, IA	8	Grand Junction - Montrose, CO	3	Quincy - Hannibal - +, MO	1
Jacksonville - Brunswick, FL	8	Knoxville, TN	3	Rochester - Mason City +, IA	1
Kansas City, KS	8	Lansing, MI	3	Salisbury, MD	1
La Crosse - Eau Claire, WI	8	Missoula, MT	3	Shreveport, LA	1
Oklahoma City, OK	8	Portland - Auburn, ME	3	St. Joseph, MO	1
San Antonio, TX	8	South Bend - Elkhart, IN	3	Terre Haute, IN	1
Tulsa, OK	8	Tallahassee - Thomasville, FL	3	Watertown, NY	1
Albany-Schenectady-Troy, NY	7	Toledo, OH	3	Wilkes-Barre - Scranton, PA	1
Charlotte, NC	7	Tucson - Nogales, AZ	3		
Duluth - Superior, MN	7	Twin Falls, ID	3		
Fresno - Visalia, CA	7	Wausau - Rhinelander, WI	3		
Las Vegas, NV	7	Youngstown, OH	3		
Wichita - Hutchinson +, KS	7	Bangor, ME	2		
Charleston - Huntington, WV	6	Columbus - Tupelo, MS	2		
Charleston, SC	6	Corpus Christi, TX	2		
Cheyenne - Scottsbluff, WY	6	Dayton, OH	2		
Evansville, IL	6	Dothan, AL	2		
Fargo - Valley City, ND	6	Elmira, NY	2		
Grand Rapids - Kalamazoo, MI	6	Ft. Smith, AR	2		
Indianapolis, IN	6	Great Falls, MT	2		
Lexington, KY	6	Harlingen - Wesl. - Brown, TX	2		

2005 Park County Visitor Residence - Designated Marketing Areas (N=1,024)

Denver, CO	54	Lake Charles, LA	4	Columbus, GA	1
Salt Lake City, UT	39	Lexington, KY	4	El Paso, TX	1
Seattle - Tacoma, WA	39	Little Rock - Pine Bluff, AR	4	Flint - Saginaw, MI	1
New York, NY	30	Minot - Bismark - +, ND	4	Florence-Myrtle Beach, SC	1
Minneapolis - St. Paul, MN	29	Tulsa, OK	4	Harlingen - Wesl. - Brown, TX	1
Phoenix, AZ	25	Wichita - Hutchinson +, KS	4	Huntsville - Decatur, AL	1
Idaho Falls - Pocatello, ID	24	Yakima - Pasco +, WA	4	Jackson, TN	1
Portland, OR	24	Albany-Schenectady-Troy, NY	3	Johnstown - Altoona, PA	1
San Francisco - Oakland +, CA	23	Austin, TX	3	Lafayette, IN	1
Billings, MT	22	Burlington - Plattsburgh, VT	3	Lafayette, LA	1
Chicago, IL	20	Charlotte, NC	3	Lincoln & Hastings +, NE	1
Boise, ID	18	Columbia - Jefferson City, MO	3	North Platte, NE	1
Sacramento - Stockton +, CA	18	Erie, PA	3	Odessa - Midland, TX	1
Washington, D.C.	17	Great Falls, MT	3	Portland - Auburn, ME	1
Philadelphia, PA	16	Lansing, MI	3	Salisbury, MD	1
Houston, TX	15	Miami - Ft. Lauderdale, FL	3	San Antonio, TX	1
Tampa - St. Petersburg, FL	15	Norfolk - VA. Beach +, VA	3	Savannah, GA	1
Indianapolis, IN	14	Paducah - Cape Girardeau+, IL	3	Shreveport, LA	1
Spokane, WA	14	Peoria - Bloomington, IL	3	Springfield - Holyoke, MA	1
Atlanta, GA	13	Quincy - Hannibal - +, MO	3	Springfield, MO	1
Dallas - Ft. Worth, TX	13	Rochester - Mason City +, IA	3	Tallahassee - Thomasville, FL	1
Hartford - New Haven, CT	11	Rockford, IL	3	Tri - Cities, TN/VA	1
Casper - Riverton, WY	10	Syracuse, NY	3	Victoria, TX	1
Milwaukee, WI	10	Traverse City - Cadillac, MI	3	Watertown, NY	1
Oklahoma City, OK	10	Tucson - Nogales, AZ	3	Wausau - Rhinelander, WI	1
Rapid City, SD	10	Wilkes-Barre - Scranton, PA	3	Wheeling - Steubenville, WV	1
Boston, MA	9	Bakersfield, CA	2	Yuma - El Centro, AZ	1
Butte - Bozeman, MT	9	Bend, OR	2		
Cleveland, OH	9	Birmingham, AL	2		
Colorado Springs - Pueblo, CO	9	Columbia, SC	2		
Ft. Meyers - Naples, FL	9	Columbus, OH	2		
Green Bay - Appleton, WI	9	Corpus Christi, TX	2		
Albuquerque - Santa Fe, NM	8	Dayton, OH	2		
Baltimore, MD	8	Evansville, IL	2		
Detroit, MI	8	Ft. Smith, AR	2		
Eugene, OR	8	Ft. Wayne, IN	2		
San Diego, CA	8	Greensboro - HP- Win. Sal, NC	2		
Sioux City, IA	8	Harrisonburg, VA	2		
Des Moines - Ames, IA	7	Knoxville, TN	2		
Grand Rapids - Kalamazoo, MI	7	Macon, GA	2		
Louisville, KY	7	Memphis, TN	2		
Madison, WI	7	Monroe - El Dorado, AR	2		
Omaha, NE	7	Monterey - Salinas, CA	2		
Orlando - Daytona Beach+, FL	7	Nashville, TN	2		
Richmond - Petersburg, VA	7	New Orleans, LA	2		
Sioux Falls - Mitchell, IA	7	Ottumwa - Kirksville, IA	2		
St. Louis, MO	7	Roanoke - Lynchburg, VA	2		
Fresno - Visalia, CA	6	South Bend - Elkhart, IN	2		
Harrisburg - Lanc. - Leb., PA	6	St. Joseph, MO	2		
Reno, NV	6	Toledo, OH	2		
Buffalo, NY	5	Twin Falls, ID	2		
Cedar Rapids - Dubuque, IA	5	Waco - Temple +, TX	2		
Cincinnati, OH	5	West Palm Beach +, FL	2		
Duluth - Superior, MN	5	Wilmington, NC	2		
Fargo - Valley City, ND	5	Youngstown, OH	2		
Jacksonville - Brunswick, FL	5	Abilene - Sweetwater, TX	1		
Kansas City, KS	5	Albany, GA	1		
Las Vegas, NV	5	Bangor, ME	1		
Medford - Klamath Falls, OR	5	Baton Rouge, LA	1		
Missoula, MT	5	Beaumont - Port Author, TX	1		
Pittsburgh, PA	5	Binghampton, NY	1		
Raleigh - Durham, NC	5	Bluefield - Beckley, WV	1		
Cheyenne - Scottsbluff, WY	4	Champaign - Springfield, IL	1		
Davenport - Rock Island, IA	4	Charleston - Huntington, WV	1		
Grand Junction - Montrose, CO	4	Chattanooga, TN	1		
Greenville - Spart. - Ash. NC	4	Chico - Redding, CA	1		
La Crosse - Eau Claire, WI	4	Clarksburg - Weston, WV	1		

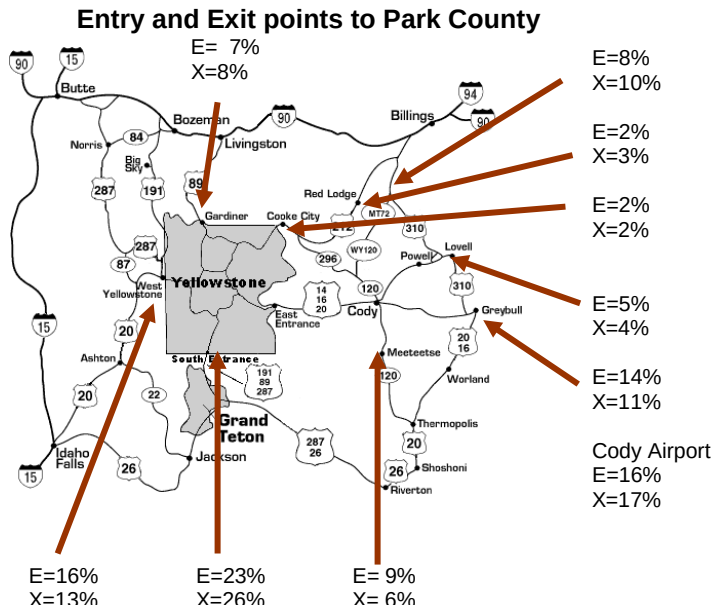
Park County, WY Travel Segments 2016

Fall (September)

Summary based on sample size of 455

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Submitted by
Norma Nickerson, Ph.D.



52% Drove private car/truck
34% Rented a car
8% Drove private RV

All	Sources Used for Planning	Most Useful
48%	Yellowstone NP website	22%
36%	Online travel reviews	10%
32%	Guide books	15%
30%	National park brochure/book/web	10%
25%	Cody/Yellowstone Cntry. website	8%
20%	Websites from private businesses	6%
16%	WY Travel website	2%
13%	Cody/Yellowstone vacation guide	2%
13%	Did not gather information at home	10%
12%	Mobile apps	1%
10%	Social Media	2%
9%	Travel agent	7%
9%	WY travel printed materials	1%
8%	Did not use any info listed	5%

All	Activities	Top 3
79%	Wildlife watching	75%
78%	Watch geysers/geothermal activity	72%
57%	Shopping/galleries	18%
51%	Day hiking	40%
28%	Picnicking	6%
18%	Visit friends & relatives	15%
17%	Wolf watching	8%
9%	Road/tour biking	6%
9%	Birding	4%
7%	Rafting/floating	2%
7%	Fly fishing	5%
7%	Taking a commercial tour	5%
6%	Horseback riding	2%
6%	Attending festival or special event	3%
2%	Other types of fishing	1%
2%	Attending a sporting event	0%
1%	Motorboating	1%
1%	Kayaking/canoeing	1%
1%	Rock climbing	1%
1%	Hunting	1%
1%	Zipline	0%

4.61 average nights

At LEAST ONE NIGHT SPENT IN:

Yellowstone

15% Lake area
24% Old Faithful
13% Mammoth
14% Canyon
5% Fishing Bridge
4% Madison cpgr
5% Norris
3% Backcountry

Other Park County

62% Cody
10% Wapiti Valley
6% Powell
2% Meeteetse

Nearby Areas

65% Jackson Hole
43% W. Yellowstone
18% Gardiner
15% Grand Teton NP

Trip Purpose

All		Primary
93%	Vacation	84%
14%	VFR	9%
5%	Pass thru	2%
4%	Other	2%
3%	Shopping	<1%
2%	Business	2%
Travel Party		
56%	Couple	
15%	Immediate family	
9%	Family & friends	
9%	Friends	
6%	Self	
4%	Tour group/club	
1%	Extended family	
1%	Business Associates	
Miscellaneous		
47%	1st time to Park County	
18%	1st time to YNP in 10 yr.	
50%	Flew on portion of trip	

Info Used DURING Trip

50% Map applications
46% YNP Visitor center
31% Brochure rack
27% Guide books
25% Front line employees
23% Mobile apps
16% Cody visitor center
15% Other travelers
14% Other
10% State visitor center
8% Online reviews

Accommodation Type Used

68% Hotel/motel
12% Public campground
8% Private campground
7% Private home (VFR)
7% Rented cabin/condo
5% Other
3% Dude ranch
2% 2nd home
1% Resort/condo

Places Visited

87% Yellowstone
52% Downtown Cody
51% BBCW
19% Buffalo Bill Dam/Ctr
17% Heart Mt. Intp. Center
10% Cody Old Trail Town
7% Cowboy music show
3% Cody rodeo
3% Homesteader museum
1% Belden/Meeteetse museum

Visitor Demographics

Income

3% <\$20K
6% \$20k-\$39,999
14% \$40K-\$59,999
15% \$60K-\$79,999
15% \$80K-\$99,999
13% \$100K-\$119,999
9% \$120K-\$149,999
24% \$150K or more

Education

1% < High school
10% High school degree
4% Technical college
12% Some college
40% College degree
34% Graduate degree

Age: 57 yrs. (average)

Group Size: 1=6%; 2=61%; 3=9%; 4=12%; 5=4%; 6=2%; 7=<1%;
8=<1%; 9=1%; 10-20=1%; 20+=4%

US =401

42 - CA

32 - TX

20 - CO, NY

10-19- WA, MT, PA, FL, OR,

MN, UT, ID, WY

NY, OH, WY GA, VA

All States represented except: AR & NM

Canada = 11

5- ALB; 4-BC;

1=Yukion, ON

Overseas = 39

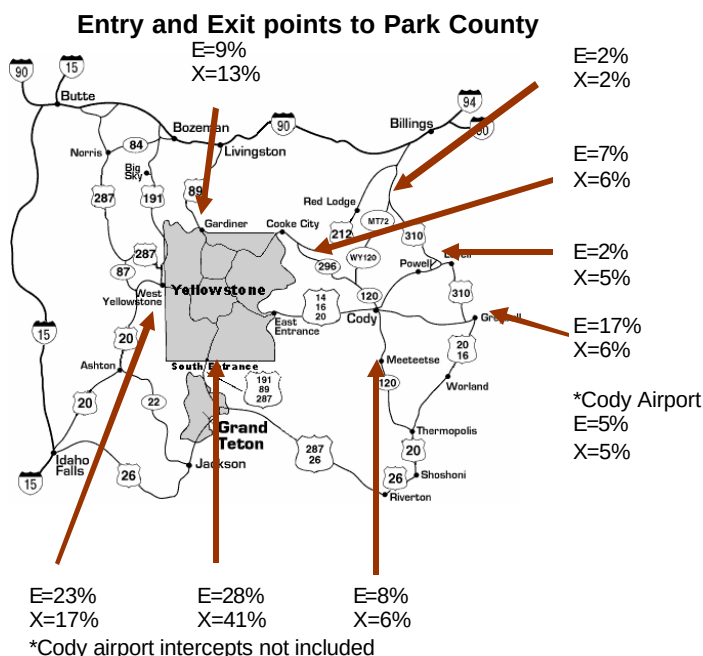
19=UK; 4= Germany; 3=France,
Australia & Netherlands; 2=China;
1= Austria, Belgium, Italy, Holland,
Guatemala

Park County Travel Segments: Fall Visitor (September)

Summary based on sample size of 505

Submitted by
Norma Nickerson, Ph.D.

Park County Travel Council Park County, WY 2005



60% drove car/truck
28% drove rented vehicle
10% drove an RV/camper

75% will return within 5 years
98% were satisfied/very satisfied with trip

5.05 average nights	
At LEAST ONE NIGHT SPENT IN:	
Yellowstone (43%)	
23%	Lake area
17%	Old Faithful
13%	Mammoth
10%	Canyon
10%	Grant
5%	Norris
4%	Tower
4%	Madison cpgr
<1%	Backcountry
<1%	Slough cr.
Other Park County	
39%	Cody
5%	Wapiti Valley
3%	Powell
1%	Greybull
1%	Meeteetse
Nearby Areas	
27%	Jackson/TNP
25%	W. Yellowst.
8%	Gardiner
8%	Livingston/Big Sky/Bozeman
6%	Cooke City

Trip Purpose		
All		Primary
89%	Vacation	82%
10%	VFR	4%
7%	Pass thru	3%
5%	Business	5%
5%	Spec. event	3%
5%	Educational	<1%
3%	Shopping	<1%
3%	Other	2%
Travel Party Type		
59%	Couple	
13%	Family	
7%	Friends	
6%	Extended family	
5%	Alone	
5%	Family & friends	
3%	Tour group	
2%	Business assoc.	
48% - First time to Park County		
36% - First time to YNP in 10 yrs.		
35% - Flew on portion of trip		
	23% - Jackson	
	16% - Cody	9% - Billings
	14% - SLC	7% - Cody
	11% - Bozeman	5% SD
	10% - Denver,	

All	Sources Used for Planning	Most Useful
68%	Internet	44%
46%	Road maps	8%
28%	Auto club (e.g., AAA)	14%
22%	Guide book	6%
20%	National park brochure/book/web	4%
20%	National park visitor information	3%
12%	Yellowstone reservation Dept.	2%
12%	WY state travel guide	3%
8%	magazine/newspaper article	<1%
6%	Travel agent	3%
6%	Cody Chamber of Commerce	3%
5%	MT or ID state travel guide	<1%
4%	info from private businesses	2%
4%	Buffalo Bill's Yellowstone Country	<1%
4%	TV Travel channel	7%
11%	Did not gather information at home	

All	Activities	Top 3 Activities
79%	Wildlife watching	67%
67%	Watching geothermal activity	50%
57%	Shopping	14%
48%	Visiting museums	24%
39%	Day hiking	26%
27%	Picnicking	6%
14%	Wolf watching	5%
13%	Visiting local family & friends	5%
11%	Birding	2%
10%	Taking a commercial tour	4%
8%	Attending festival or special event	6%
6%	Horseback riding	2%
6%	Fly fishing	5%
5%	Rafting/floating	2%
3%	Other type of fishing	<1%
1%	Hunting	<1%
1%	Attending a sporting event	<1%

Sources Used During Trip	
63%	Road maps
48%	Brochures from racks
45%	Front line person
40%	Guide books
39%	YNP Visitor ctr. person
21%	Person at attractions
15%	Other travelers
12%	Cody visitor ctr. person
10%	WY visitor center
4%	MT or ID visitor ctr.

Places Visited On Trip		
89%	Yellowstone	5%
45%	Downtown Cody	2%
37%	Buffalo Bill Center	1%
13%	Dam/visitor center	2%
7%	Old Town Tour	
	5%	Cody Rodeo
	2%	Belden/Meeteetse museum
	1%	Homesteader museum
	2%	None of these

Visitor Demographics			
Income		Age Groups Represented in Party	
6%	<\$30K	3%	0-5 yrs.
29%	\$30K-\$60K	4%	6-10 yrs.
30%	\$61K-\$90K	2%	11-17 yrs.
35%	\$91K +	5%	18-24 yrs.
		12%	25-34 yrs.
		9%	75+ yrs.
Education		Group Size	
14%	high school degr.	5%	1
24%	some college/Tech.	13%	4
36%	college degree	63%	2
26%	graduate degree	8%	3
		5%	6-15

Place of Residence (4 states not represented: DE, HI, MS, RI)		
44 - CA	13 - IL	7 or less - all other states
29 - CO	12 - GA	Canada - ONT, BC, Quebec
23 - WA	11 - MI,IA	Foreign - France, UK, Ireland,
20 - FL	10 - NY,MN	Australia., Germa ny, Scotland,
19 - UT	9 - AZ, IN	Holland, Switz, Nigeria, China,
15 - WY	8 - KY,OK,VA	Belgium, Austria, Czech,
14 - MT,OR,TX		Norway, Indonesia, Netherlands

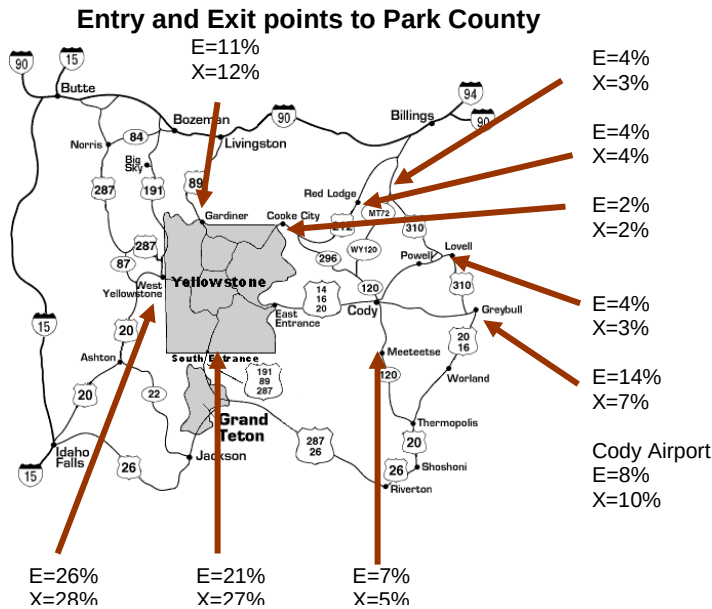
Park County, WY Travel Segments 2016

BB Center of the West (NON-visitor)

Summary based on sample size of 614

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Submitted by
Norma Nickerson, Ph.D.



56% Drove private car/truck
36% Rented a car
7% Drove private RV

All	Sources Used for Planning	Most Useful
53%	Yellowstone NP website	29%
32%	Online travel reviews	11%
30%	Guide books	12%
26%	National park brochure/book/web	7%
16%	Websites from private businesses	3%
16%	Did not gather information at home	16%
15%	Cody/Yellowstone Cntry. website	4%
14%	Mobile apps	3%
10%	Social Media	2%
9%	WY Travel website	2%
6%	Travel agent	5%
6%	Cody/Yellowstone vacation guide	1%
6%	Did not use any info listed	6%
5%	WY travel printed materials	1%

All	Activities	Top 3
77%	Wildlife watching	70%
76%	Watch geysers/geothermal activity	76%
66%	Day hiking	54%
49%	Shopping/galleries	13%
36%	Picnicking	6%
18%	Wolf watching	6%
16%	Visit friends & relatives	13%
12%	Horseback riding	5%
10%	Rafting/floating	4%
9%	Road/tour biking	5%
8%	Fly fishing	6%
8%	Birding	2%
7%	Attending a sporting event	3%
7%	Attending festival or special event	4%
5%	Kayaking/canoeing	2%
5%	Other types of fishing	2%
5%	Taking a commercial tour	2%
3%	Rock climbing	1%
2%	Motorboating	1%
2%	Zipline	1%
1%	Hunting	1%

4.40 average nights

At LEAST ONE NIGHT SPENT IN:

Yellowstone

19% Lake area
26% Old Faithful
17% Mammoth
19% Canyon
8% Fishing Bridge
6% Madison cpgr
5% Norris
3% Backcountry

Other Park County

38% Cody
7% Wapiti Valley
5% Powell
2% Meeteetse

Nearby Areas

50% Jackson Hole
52% W. Yellowstone
19% Gardiner
18% Grand Teton NP

Trip Purpose

All		Primary
90%	Vacation	81%
15%	VFR	9%
9%	Pass thru	5%
4%	Business	3%
3%	Other	2%
2%	Shopping	0%
Travel Party		
36%	Couple	
29%	Immediate family	
13%	Family & friends	
8%	Self	
7%	Friends	
6%	Extended family	
2%	Tour group/club	
1%	Business Associates	
Miscellaneous		
48%	1st time to Park County	
20%	1st time to YNP in 10 yr.	
42%	Flew on portion of trip	

Info Used DURING Trip

59% Map applications
48% YNP Visitor center
32% Guide books
30% Brochure rack
25% Mobile apps
24% Front line employees
10% Other travelers
10% Online reviews
10% Other
9% State visitor center
7% Cody visitor center

Accommodation Type Used

55% Hotel/motel
23% Public campground
11% Rented cabin/condo
8% Private campground
8% Private home (VFR)
4% Other
2% 2nd home
2% Resort/condo
1% Dude ranch

Places Visited

91% Yellowstone
27% Downtown Cody
11% Cody rodeo
8% Heart Mt. Intp. Center
5% Buffalo Bill Dam/Ctr
3% Cody Old Trail Town
1% Homesteader museum
1% Cowboy music show
<1% Belden/Meeteetse museum
0% BBCW

Visitor Demographics

Income

5% <\$20K
5% \$20k-\$39,999
10% \$40K-\$59,999
12% \$60K-\$79,999
15% \$80K-\$99,999
16% \$100K-\$119,999
12% \$120K-\$149,999
25% \$150K or more

Education

1% < High school
9% High school degree
3% Technical college
13% Some college
37% College degree
37% Graduate degree

Age: 48 yrs. (average)

Group Size: 1=7%; 2=44%; 3=12%; 4=16%; 5=8%; 6=4%; 7=3%;
8=1%; 9=1%; 10-20=3%; 20+=2%

US =826

82 - CA

52 - TX

44 - CO, WA

20-37- FL, WI, IL, MT, UT,
MN, PA, NY, OR, ID, WY

All states represented & DC

Canada = 11

5- ALB; 2-BC;

2=QUE; 1=ONT

Overseas = 80

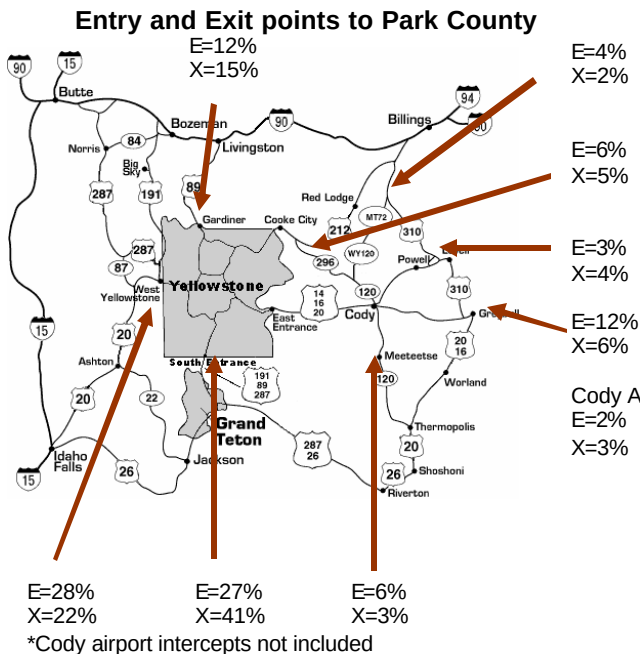
16=UK; 12=Germany; 10=France;
8=Netherlands; 7=China; 5=Australia
4=Italy, 3=Belgium, 2=Columbia;
1=Switzerland, Spain, Czech, India,
Denmark, Japan, Malaysia, Mexico,
Philippines, Puerto Rico, Slovenia,
S. Korea, Taiwan

Park County Travel Segments: Non Visitors to Buffalo Bill Ctr.

Based on sample size of 695 (61% of total)

Submitted by
Norma Nickerson, Ph.D.

Park County Travel Council Park County, WY 2005



66% drove car/truck 80% will return within 5 years
24% drove rented vehicle 99% were satisfied/very satisfied with trip
8% drove an RV/camper
3% motorcycle, 3% tour bus

4.63 average nights

At LEAST ONE NIGHT SPENT IN:

Yellowstone (77%)

23% Lake area
20% Old Faithful
18% Mammoth
11% Canyon
8% Grant
5% Norris
5% Tower
4% Madison cpgr
1% Backcountry
<1% Slough cr.

Other Park County

24% Cody
3% Wapiti Valley
3% Powell
1% Greybull
<1% Meeteetse

Nearby Areas

29% Jackson/TNP
28% W. Yellowst.
8% Gardiner
8% Livingston/Big Sky/Bozeman
4% Cooke City

Trip Purpose

All		Primary
88%	Vacation	82%
12%	VFR	6%
8%	Pass thru	5%
4%	Business	3%
4%	Educational	<1%
3%	Shopping	<1%
3%	Other	2%
2%	Spec. event	2%

Travel Party Type

47%	Couple
24%	Family
8%	Extended family
6%	Friends
6%	Alone
6%	Family & friends
2%	Tour group
1%	Business assoc.

48%	First time to Park County
34%	First time to YNP in 10 yrs.
28%	Flew on portion of trip*
26%	Jackson
18%	Bozeman
15%	SLC
13%	other
10%	Billings
4%	Cody
10%	Denver
3%	IF

All Sources Used for Planning Most Useful

70%	Internet	49%
45%	Road maps	11%
27%	Guide book	9%
23%	Auto club (e.g., AAA)	9%
17%	National park brochure/book/web	3%
17%	National park visitor information	4%
10%	Yellowstone reservation Dept.	2%
7%	WY state travel guide	<1%
6%	magazine/newspaper article	<1%
6%	Travel agent	2%
5%	TV Travel channel	<1%
3%	MT or ID state travel guide	0%
3%	info from private businesses	1%
3%	Cody Chamber of Commerce	1%
2%	Buffalo Bill's Yellowstone Country	<1%
13%	Did not gather information at home	

All Activities Top 3 Activities

80%	Wildlife watching	69%
71%	Watching geothermal activity	55%
51%	Shopping	15%
46%	Day hiking	33%
27%	Visiting museums	8%
27%	Picnicking	6%
21%	Wolf watching	6%
13%	Birding	5%
9%	Visiting local family & friends	7%
4%	Taking a commercial tour	2%
4%	Attending festival or special event	3%
7%	Rafting/floating	3%
7%	Road/tour biking	4%
6%	Fly fishing	5%
6%	Horseback riding	2%
4%	Other type of fishing	2%
2%	Kayaking/canoeing	<1%
2%	Attending a sporting event	<1%

Sources Used During Trip

67%	Road maps
39%	Brochures from racks
38%	Guide books
36%	Front line person
34%	YNP Visitor ctr. person
10%	Person at attractions
9%	Other travelers
7%	WY visitor center
5%	Cody visitor ctr. person
3%	MT or ID visitor ctr.

Places Visited On Trip

89%	Yellowstone	<1%	Homesteader museum
25%	Downtown Cody	<1%	Belden/Meeteetse museum
5%	Dam/visitor center	0%	Buffalo Bill Center
4%	Cody Rodeo	4%	None of these
1%	Old Town Tour		

Visitor Demographics

Income

10%	<\$30K
29%	\$30K-\$60K
26%	\$61K-\$90K
35%	\$91K +

Education

13%	high school degr.
22%	some college/Tech.
40%	college degree
24%	graduate degree

Age Groups Represented in Party

6%	0-5 yrs.	29%	35-44 yrs.
11%	6-10 yrs.	34%	45-54 yrs.
12%	11-17 yrs.	37%	55-64 yrs.
10%	18-24 yrs.	21%	65-74yrs.
19%	25-34 yrs.	7%	75+ yrs.

Group Size

6%	- 1	18%	- 4	2%	16+
52%	- 2	5%	- 5		
10%	- 3	7%	- 6-15		

Place of Residence (4 states not represented: DE, HI, MS, RI)

60 - CA	22 - IL	11 or less - all other states
39 - CO,WA	21 - FL	Canada - BC, Que, Vic,Sask, Man
34 - MT	19 - MN, VA, WY	Foreign - France , UK, Ireland,
28 - OR	18 - WI	Australia., Germany, Scotland,
26 - ID	15 - PA	Holland, Switz, Nigeria, China,
25 - TX	13 - AZ, NY	Guam Belgium, Austria,Indonesia,
24 - UT	12 - IN	Italy, Netherlands, Japan, , Slov.

Park County, WY Travel Segments 2016

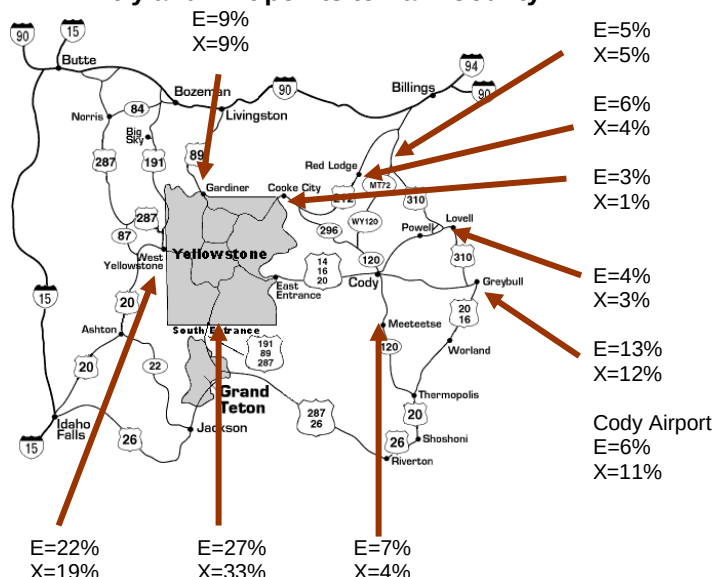
Overseas visitor

Summary based on sample size of 154

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Submitted by
Norma Nickerson, Ph.D.

Entry and Exit points to Park County



12% Drove private car/truck
72% Rented a car
3% Drove private RV

All	Sources Used for Planning	Most Useful
64%	Yellowstone NP website	34%
44%	Online travel reviews	11%
38%	Guide books	16%
30%	Travel agent	17%
27%	National park brochure/book/web	7%
24%	Cody/Yellowstone Cntry. website	0%
21%	Websites from private businesses	5%
12%	Mobile apps	0%
10%	WY Travel website	1%
9%	Social Media	<1
6%	Cody/Yellowstone vacation guide	1%
5%	WY travel printed materials	<1
3%	Did not use any info listed	3%
2%	Did not gather information at home	2%

All	Activities	Top 3
89%	Wildlife watching	87%
83%	Watch geysers/geothermal activity	77%
60%	Day hiking	50%
49%	Shopping/galleries	14%
38%	Picnicking	9%
16%	Wolf watching	4%
15%	Attending a sporting event	5%
9%	Horseback riding	4%
9%	Road/tour biking	7%
8%	Birding	4%
7%	Rafting/floating	3%
7%	Attending festival or special event	2%
7%	Taking a commercial tour	3%
6%	Kayaking/canoeing	3%
5%	Visit friends & relatives	4%
2%	Motorboating	0%
1%	Fly fishing	0%
1%	Other types of fishing	0%
1%	Rock climbing	0%
1%	Zipline	0%
0%	Hunting	0%

4.69 average nights

At LEAST ONE NIGHT SPENT IN:

Yellowstone

21% Lake area
24% Old Faithful
16% Mammoth
18% Canyon
6% Fishing Bridge
7% Madison cpgr
6% Norris
2% Backcountry

Other Park County

64% Cody
15% Wapiti Valley
1% Powell
0% Meeteetse

Nearby Areas

54% Jackson Hole
54% W. Yellowstone
16% Gardiner
16% Grand Teton NP

Trip Purpose

All

All		Primary
96%	Vacation	96%
4%	VFR	2%
5%	Pass thru	1%
2%	Business	1%
<1%	Other	0%
1%	Shopping	0%

Travel Party

41%	Couple
22%	Immediate family
13%	Family & friends
5%	Self
9%	Friends
2%	Extended family
6%	Tour group/club
<1%	Business Associates

Miscellaneous

74%	1st time to Park County
28%	1st time to YNP in 10 yr.
77%	Flew on portion of trip

Info Used DURING Trip

60% YNP Visitor center
50% Map applications
46% Guide books
36% Brochure rack
24% Front line employees
21% Mobile apps
17% Other travelers
17% Cody visitor center
15% State visitor center
9% Other
7% Online reviews

Accommodation Type Used

71% Hotel/motel
15% Public campground
14% Rented cabin/condo
9% Private campground
4% Other
2% Dude ranch
<1% Private home (VFR)
0% 2nd home
0% Resort/condo

Places Visited

97% Yellowstone
49% BBCW
49% Downtown Cody
34% Cody rodeo
16% Cody Old Trail Town
13% Buffalo Bill Dam/Ctr.
3% Heart Mt. Intrap. Center
3% Cowboy music show
0% Belden/Meeteetse museum
0% Homesteader museum

Visitor Demographics

Income

9% <\$20K
10% \$20K-\$39,999
14% \$40K-\$59,999
8% \$60K-\$79,999
21% \$80K-\$99,999
20% \$100K-\$119,999
8% \$120K-\$149,999
11% \$150K or more

Education

<1% < High school
10% High school degree
5% Technical college
14% Some college
28% College degree
52% Graduate degree

Age: 48 yrs. (average)

Group Size: 1=4%; 2=44%; 3=14%; 4=17%; 5=5%; 6=3%; 7=2%;
8=1%; 9=<1%; 10-20=3%; 20+=5%

Overseas = 154

42=UK;

19 each=Germany & France; 13=Netherlands

9 each=Australia, China & Italy; 6= Belgium

3 each = Denmark, Spain, & Switzerland

2 each = Austria, Columbia, New Zealand

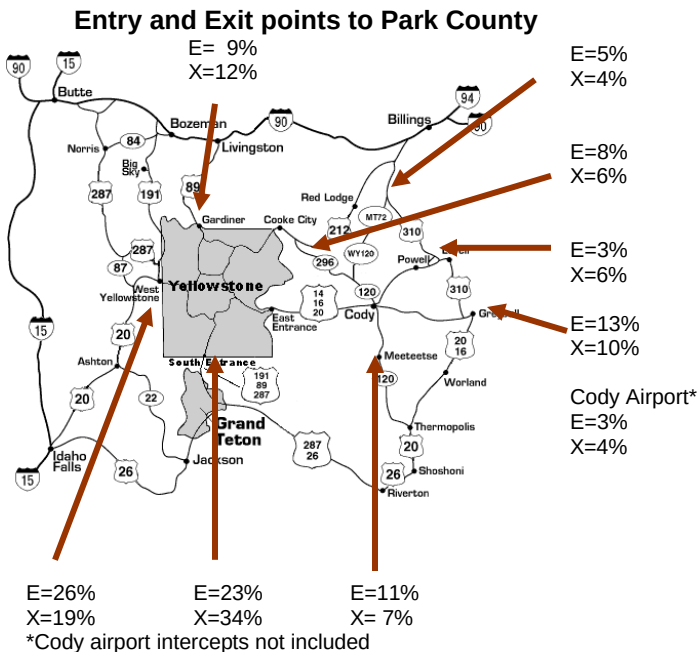
1 each =Bahamas, Czech Republic Guatemala, India, Japan, Luxembourg
Malaysia, Mexico, Philippines, Puerto Rico, Slovenia, South Korea,
Taiwan

Park County Travel Segments: Repeat Visitors to Park County

Summary based on sample size of 536

Submitted by
Norma Nickerson, Ph.D.

Park County Travel Council Park County, WY 2005



70% drove car/truck
17% drove rented vehicle
11% drove an RV/camper
4% drove motorcycle

75% will return within 5 years
98% were satisfied/very satisfied with trip

4.92 average nights	
At LEAST ONE NIGHT SPENT IN:	
Yellowstone	
19%	Lake area
18%	Old Faithful
12%	Mammoth
10%	Canyon
7%	Grant
4%	Norris
4%	Madison cpgr
3%	Tower
1%	Backcountry
<1 %	Slough cr.
Other Park County	
44%	Cody
4%	Wapiti Valley
3%	Powell
2%	Greybull
1%	Meeteetse
Nearby Areas	
26%	Jackson/TNP
24%	W. Yellowst.
9%	Livingston/Big Sky/Bozeman
8%	Gardiner
6%	Cooke City

Trip Purpose		
All		Primary
85%	Vacation	78%
17%	VFR	8%
8%	Pass thru	5%
5%	Business	4%
4%	Spec. event	3%
4%	Educational	<1%
4%	Shopping	<1%
3%	Other	2%
Travel Party Type		
47%	Couple	
23%	Family	
7%	Alone	
7%	Extended family	
6%	Friends	
6%	Family & friends	
2%	Tour group	
2%	Business assoc.	
0% - First time to Park County		
20% - First time to YNP in 10 yrs.		
19% - Flew on portion of trip		
	26% - Jackson	
	13% -Billings	10%-Cody
	13% - Bozeman	8%-Other
	11% - SLC	4%-SD
	11% - Denver	

All	Sources Used for Planning	Most Useful
62%	Internet	45%
49%	Road maps	12%
25%	Guide book	8%
22%	Auto club (e.g., AAA)	10%
12%	National park brochure/book/web	3%
12%	National park visitor information	2%
9%	WY state travel guide	2%
8%	Yellowstone reservation Dept.	2%
7%	Travel agent	3%
6%	magazine/newspaper article	<1%
5%	Cody Chamber of Commerce	3%
3%	MT or ID state travel guide	0%
3%	info from private businesses	1%
3%	TV Travel channel	<1%
2%	Buffalo Bill's Yellowstone Country	<1%
15%	Did not gather information at home	

Sources Used During Trip	
65%	Road maps
39%	Brochures from racks
35%	Front line person
35%	Guide books
29%	YNP Visitor ctr. person
15%	Person at attractions
13%	Other travelers
10%	Cody visitor ctr. person
7%	WY visitor center
3%	MT or ID visitor ctr.

Accommodation Type Used	
60%	Hotel/motel
20%	Public campground
11%	Private campground
8%	Private home
5%	Rented cabin/condo
2%	Dude ranch
2%	Resort/condo
<1%	2 nd home

All	Activities	Top 3 Activities
76%	Wildlife watching	62%
64%	Watching geothermal activity	45%
55%	Shopping	18%
48%	Visiting museums	25%
42%	Day hiking	25%
26%	Picnicking	5%
22%	Wolf watching	7%
16%	Birding	4%
12%	Visiting local family & friends	9%
9%	Fly fishing	6%
7%	Attending festival or special event	5%
7%	Horseback riding	3%
6%	Other type of fishing	2%
6%	Road/tour biking	4%
5%	Rafting/floating	1%
5%	Taking a commercial tour	1%
4%	Attending a sporting event	1%
2%	Kayaking/canoeing	1%

Places Visited On Trip		
85%	Yellowstone	7%
46%	Downtown Cody	2%
36%	Buffalo Bill Center	1%
11%	Dam/visitor center	3%
11%	Cody Rodeo	
	Old Town Tour	
	Belden/Meeteetse museum	
	Homesteader museum	
	None of these	

Visitor Demographics			
Income		Age Groups Represented in Party	
8%	<\$30K	7%	0-5 yrs.
32%	\$30K-\$60K	14%	6-10 yrs.
28%	\$61K-\$90K	11%	11-17 yrs.
33%	\$91K +	10%	18-24 yrs.
		14%	25-34 yrs.
Education		Group Size	
12%	high school degr.	7%	1
18%	some college/Tech.	17%	4
43%	college degree	52%	2
23%	graduate degree	5%	5
		9%	3
		8%	6-15
Place of Residence (6 states not represented: DE, HI, ME, MS, RI, WV)			
36 - CA	16 - IL, MN, OR	7 or less - all other states	
35 - MT	14 - AZ	Canada - ONT, BC, Queb, Sask	
32 - CO	13 - FL, PA	Foreign - France , Ireland,	
31 - WA	11 - MO, VA	Australia, Germany, Scotland,	
28 - UT, WY	10 - SD	Nigeria, Czech, Indonesia,	
25 - ID	9 - IA, MI, WI		
20 - TX	8 - IN, NE		

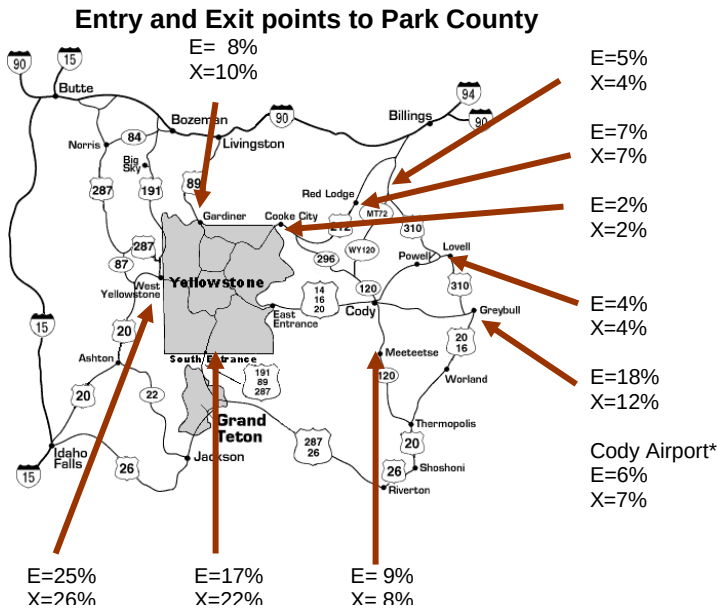
Park County, WY Travel Segments 2016

Summer (June, July, August)

Summary based on sample size of 1,103

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Submitted by
Norma Nickerson, Ph.D.



57% Drove private car/truck
32% Rented a car
9% Drove private RV

All	Sources Used for Planning	Most Useful
51%	Yellowstone NP website	25%
32%	Online travel reviews	12%
29%	Guide books	12%
26%	National park brochure/book/web	6%
21%	Cody/Yellowstone Cntry. website	6%
17%	Websites from private businesses	4%
14%	Mobile apps	3%
13%	Did not gather information at home	14%
12%	WY Travel website	2%
10%	Social Media	2%
8%	Travel agent	5%
8%	Cody/Yellowstone vacation guide	2%
7%	WY travel printed materials	1%
6%	Did not use any info listed	7%

All	Activities	Top 3
76%	Wildlife watching	68%
75%	Watch geysers/geothermal activity	62%
59%	Day hiking	46%
53%	Shopping/galleries	16%
37%	Picnicking	6%
17%	Wolf watching	4%
16%	Visit friends & relatives	13%
15%	Horseback riding	7%
14%	Attending a sporting event	6%
13%	Rafting/floating	6%
10%	Road/tour biking	7%
9%	Taking a commercial tour	4%
8%	Birding	2%
8%	Attending festival or special event	4%
7%	Fly fishing	4%
5%	Kayaking/canoeing	2%
5%	Other types of fishing	3%
3%	Rock climbing	1%
3%	Zipline	2%
2%	Motorboating	1%
1%	Hunting	0%

4.7 average nights

At LEAST ONE NIGHT SPENT IN:

Yellowstone

16% Lake area
21% Old Faithful
13% Mammoth
15% Canyon
7% Fishing Bridge
4% Madison cpgr
3% Norris
3% Backcountry

Other Park County

58% Cody
11% Wapiti Valley
4% Powell
1% Meeteetse

Nearby Areas

51% Jackson Hole
51% W. Yellowstone
17% Gardiner
16% Grand Teton NP

Trip Purpose

All		Primary
91%	Vacation	84%
13%	VFR	6%
9%	Pass thru	5%
4%	Business	3%
3%	Other	2%
1%	Shopping	<1%
Travel Party		
33%	Couple	
32%	Immediate family	
14%	Family & friends	
7%	Self	
6%	Extended family	
5%	Friends	
3%	Tour group/club	
<1%	Business Associates	
Miscellaneous		
50%	1st time to Park County	
21%	1st time to YNP in 10 yr.	
36%	Flew on portion of trip	

Info Used DURING Trip

64% Map applications
47% YNP Visitor center
38% Brochure rack
34% Guide books
27% Mobile apps
24% Front line employees
15% Cody visitor center
11% State visitor center
11% Online reviews
9% Other travelers
9% Other

Accommodation Type Used

57% Hotel/motel
21% Public campground
12% Rented cabin/condo
10% Private campground
7% Private home (VFR)
4% Other
2% Dude ranch
2% Resort/condo
1% 2nd home

Places Visited

90% Yellowstone
45% Downtown Cody
38% BBCW
26% Cody rodeo
13% Buffalo Bill Dam/Ctr
10% Cody Old Trail Town
9% Heart Mt. Intp. Center
4% Cowboy music show
1% Belden/Meeteetse museum
1% Homesteader museum

Visitor Demographics

Income

7% <\$20K
4% \$20K-\$39,999
11% \$40K-\$59,999
10% \$60K-\$79,999
15% \$80K-\$99,999
17% \$100K-\$119,999
9% \$120K-\$149,999
27% \$150K or more

Education

2% < High school
5% High school degree
4% Technical college
17% Some college
43% College degree
29% Graduate degree

Age: 49 yrs. (average)

Group Size: 1=7%; 2=40%; 3=12%; 4=17%; 5=9%; 6=5%; 7=3%;
8=1%; 9=1%; 10-20=3%; 20+=3%

US =927

Canada = 23

Overseas = 110

85 - CA

ALB, BC, ON, QUE

23-UK; 16- France; 15- Germany;

47 - TX

SASK

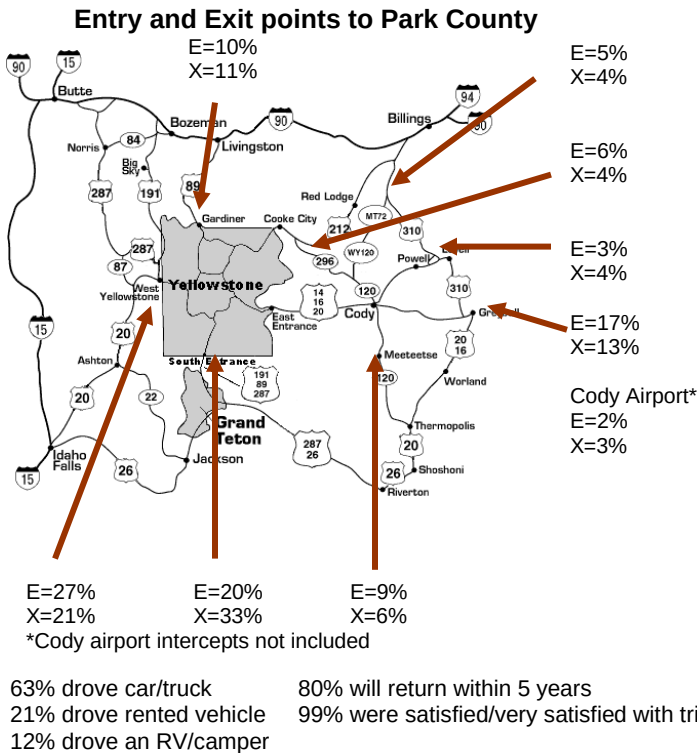
7-Italy; 6 ea.-China, Australia & Netherlands; <6= Belgium, Taiwan, Denmark, Columbia, Holland, P.Rico, N. Zealand, Spain, Swiz, Bahamas, Czech Rep., India, Japan, Luxembourg, Malaysia, Mexico, Philippines, Slovenia, Taiwan.

All States represented

Park County Travel Segments: **Summer Visitor (June-Aug.)** Summary based on sample size of 631

Submitted by
Norma Nickerson, Ph.D.

Park County Travel Council **Park County, WY** **2005**



4.81 average nights	
At LEAST ONE NIGHT SPENT IN:	
Yellowstone (52%)	
25%	Old Faithful
23%	Lake area
16%	Mammoth
11%	Canyon
6%	Grant
4%	Tower
3%	Norris
2%	Madison cpgr
2%	Backcountry
<1%	Slough cr.
Other Park County	
46%	Cody
4%	Wapiti Valley
2%	Powell
2%	Greybull
1%	Meeteetse
Nearby Areas	
28%	Jackson/TNP
22%	W. Yellowst.
7%	Gardiner
6%	Livingston/Big Sky/Bozeman
3%	Cooke City

Trip Purpose		
All		Primary
88%	Vacation	82%
15%	VFR	8%
8%	Pass thru	4%
3%	Business	2%
3%	Shopping	<1%
3%	Educational	<1%
2%	Spec. event	1%
2%	Other	1%
Travel Party Type		
40%	Couple	
31%	Family	
8%	Extended family	
6%	Alone	
6%	Friends	
5%	Family & friends	
4%	Tour group	
1%	Business assoc.	
51% - First time to Park County		
39% - First time to YNP in 10 yrs.		
28% - Flew on portion of trip		
	13% - Jackson	
	12% - Billings	
	11% - Bozeman	
	10% - SLC	
	9% - Denver, 7% Cody	

All	Sources Used for Planning	Most Useful
72%	Internet	52%
50%	Road maps	12%
34%	Guide book	11%
20%	Auto club (e.g., AAA)	6%
13%	National park brochure/book/web	2%
12%	National park visitor information	2%
11%	Travel agent	4%
8%	WY state travel guide	<1%
7%	TV Travel channel	<1%
6%	magazine/newspaper article	<1%
5%	Yellowstone reservation Dept.	1%
4%	Cody Chamber of Commerce	1%
3%	info from private businesses	<1%
2%	Buffalo Bill's Yellowstone Country	<1%
2%	MT or ID state travel guide	<1%
11%	Did not gather information at home	

Sources Used During Trip	
71%	Road maps
43%	Guide books
37%	Brochures from racks
36%	Front line person
25%	YNP Visitor ctr. person
18%	Other travelers
11%	Person at attractions
8%	WY visitor center
7%	Cody visitor ctr. person
2%	MT or ID visitor ctr.
89%	Yellowstone
46%	Downtown Cody
39%	Buffalo Bill Center
18%	Cody Rodeo
11%	Dam/visitor center

Accommodation Type Used	
64%	Hotel/motel
20%	Public campground
8%	Private campground
6%	Rented cabin/condo
6%	Private home
2%	Resort/condo
2%	Dude ranch
1%	2 nd home

All	Activities	Top 3 Activities
79%	Wildlife watching	63%
70%	Watching geothermal activity	50%
57%	Shopping	21%
48%	Day hiking	28%
48%	Visiting museums	23%
29%	Wolf watching	6%
24%	Picnicking	4%
18%	Birding	4%
13%	Visiting local family & friends	9%
10%	Rafting/floating	3%
9%	Attending a sporting event	2%
8%	Horseback riding	3%
8%	Taking a commercial tour	3%
7%	Fly fishing	6%
5%	Other type of fishing	2%
5%	Road/tour biking	3%
5%	Attending festival or special event	3%
3%	Kayaking/canoeing	1%

Places Visited On Trip

6%	Old Town Tour
<1%	Homesteader museum
<1%	Belden/Meeteetse museum
3%	None of these

Visitor Demographics

Income		Age Groups Represented in Party			
9%	<\$30K	8%	0-5 yrs.	32%	35-44 yrs.
30%	\$30K-\$60K	18%	6-10 yrs.	33%	45-54 yrs.
28%	\$61K-\$90K	18%	11-17 yrs.	33%	55-64 yrs.
33%	\$91K +	12%	18-24 yrs.	21%	65-74yrs.
Education		17%	25-34 yrs.	7%	75+ yrs.
12%	high school degr.	Group Size			
18%	some college/Tech.	6% - 1	20% - 4	4%	16+
47%	college degree	44% - 2	7% - 5		
22%	graduate degree	10% - 3	9% - 6-15		

Place of Residence (not represented states: DE, HI, MA, MS, NH, RI)

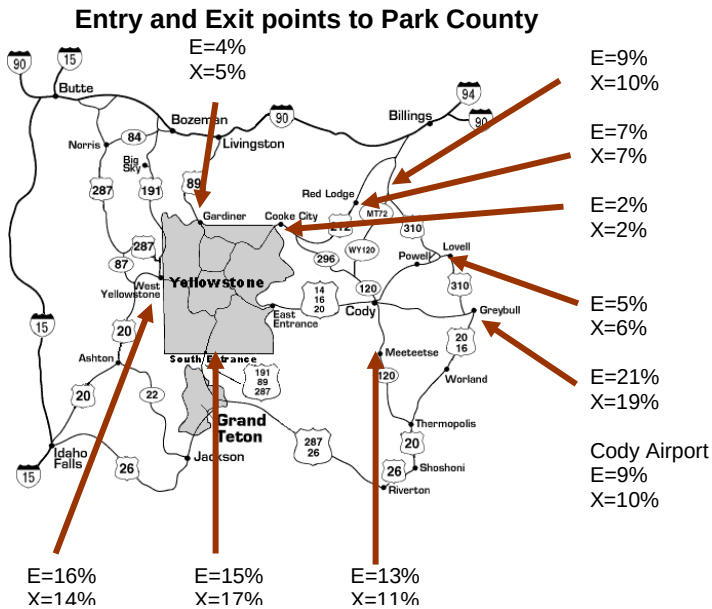
52 - CA	25 - TX	15 - IL	7 or less - all other states
32 - ID	22 - FL	14 - WY	Canada - ONT, ALB,
29 - CO	23 - WI	13 - UT	BC,MAN, VIC,SASK,
29 - MT	19 - NY	12 - IN & OH	Foreign - France , UK,
28 - WA	18 - PA	11 - IA	Australia, Germany, Japan,
27 - MN	18 - VA	10 - MI & MO	Denmark, Guam, Scotland,
25 - OR	16 - AZ	8 - NE & SD	Slovenia, Holland, Italy

Park County, WY Travel Segments 2016

BB Center of the West

Summary based on sample size of 614

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Submitted by
Norma Nickerson, Ph.D.

54%	Drove private car/truck
28%	Rented a car
12%	Drove private RV

<u>All</u>	<u>Sources Used for Planning</u>	<u>Most Useful</u>
47%	Yellowstone NP website	16%
35%	Online travel reviews	12%
34%	Cody/Yellowstone Cntry. website	10%
30%	Guide books	14%
29%	National park brochure/book/web	8%
20%	Websites from private businesses	5%
19%	WY Travel website	3%
15%	Cody/Yellowstone vacation guide	3%
12%	Mobile apps	3%
12%	WY travel printed materials	2%
11%	Travel agent	8%
10%	Social Media	2%
9%	Did not gather information at home	8%
8%	Did not use any info listed	7%

<u>All</u>	<u>Activities</u>	<u>Top 3</u>
79%	Wildlife watching	70%
76%	Watch geysers/geothermal activity	63%
62%	Shopping/galleries	23%
44%	Day hiking	30%
32%	Picnicking	6%
17%	Visit friends & relatives	15%
16%	Attending a sporting event	6%
15%	Wolf watching	4%
14%	Horseback riding	6%
13%	Rafting/floating	6%
13%	Taking a commercial tour	7%
12%	Road/tour biking	9%
10%	Attending festival or special event	4%
9%	Birding	3%
6%	Fly fishing	3%
3%	Other types of fishing	1%
3%	Zipline	1%
2%	Motorboating	1%
2%	Kayaking/canoeing	1%
2%	Rock climbing	1%
1%	Hunting	0%

5.10 average nights		Trip Purpose		
At LEAST ONE NIGHT SPENT IN:		All		Primary
Yellowstone		94%	Vacation	88%
12% Lake area		11%	VFR	5%
17% Old Faithful		7%	Pass thru	3%
8% Mammoth		3%	Business	2%
10% Canyon		3%	Other	2%
5% Fishing Bridge		2%	Shopping	0%
3% Madison cpgr				
3% Norris		Travel Party		
2% Backcountry		44%	Couple	
		25%	Immediate family	
Other Park County		12%	Family & friends	
83% Cody		6%	Self	
15% Wapiti Valley		6%	Friends	
3% Powell		5%	Tour group/club	
1% Meeteeetse		3%	Extended family	
Nearby Areas		0%	Business Associates	
65% Jackson Hole		Miscellaneous		
43% W. Yellowstone		50%	1st time to Park County	
19% Gardiner		22%	1 st time to YNP in 10 yr.	
12% Grand Teton NP		38%	Flew on portion of trip	

<u>Info Used DURING Trip</u>		<u>Accommodation Type Used</u>	
61%	Map applications	66%	Hotel/motel
44%	Brochure rack	14%	Public campground
44%	YNP Visitor center	11%	Private campground
34%	Guide books	10%	Rented cabin/condo
28%	Cody visitor center	6%	Private home (VFR)
26%	Mobile apps	3%	Dude ranch
25%	Front line employees	3%	Other
14%	State visitor center	1%	Resort/condo
12%	Other travelers	0%	2 nd home
11%	Online reviews		
11%	Other		
<u>Places Visited</u>			
100%	BBCW	19%	Cody Old Trail Town
87%	Yellowstone	17%	Heart Mt. Intp. Center
76%	Downtown Cody	10%	Cowboy music show
31%	Cody rodeo	3%	Homesteader museum
29%	Buffalo Bill Dam/Ctr	2%	Belden/Meeteetse museum

Visitor Demographics			
Income		Education	
3%	<\$20K	<1%	< High school
6%	\$20k-\$39,999	12%	High school degree
15%	\$40K-\$59,999	4%	Technical college
14%	\$60K-\$79,999	12%	Some college
19%	\$80K-\$99,999	41%	College degree
14%	\$100K-\$119,999	32%	Graduate degree
10%	\$120K-\$149,999		
20%	\$150K or more	Age:	51 yrs. (average)

Group Size: 1=6%; 2=48%; 3=10%; 4=14%; 5=7%; 6=4%; 7=1%;
8=1%; 9=1%; 10-20=2%; 20+=5%

US =539	Canada = 22	Overseas = 73
49 – CA	8- ALB; 6-BC;	26=UK; 9=France;7=Germany; 5=Italy &
29 – TX	3=ONT; 2=SASK,	Netherlands; 4=Australia; 3=Belgium,
27 – MN	& QUE; 1=Yukon	2=China, Austria, Denmark, N. Zealand,
15-22- CO, MT, MI, PA, WA,		Switzerland; 1=Bahamas, Guatemala,
FL, NY, ID, VA		Luxembourg, Spain

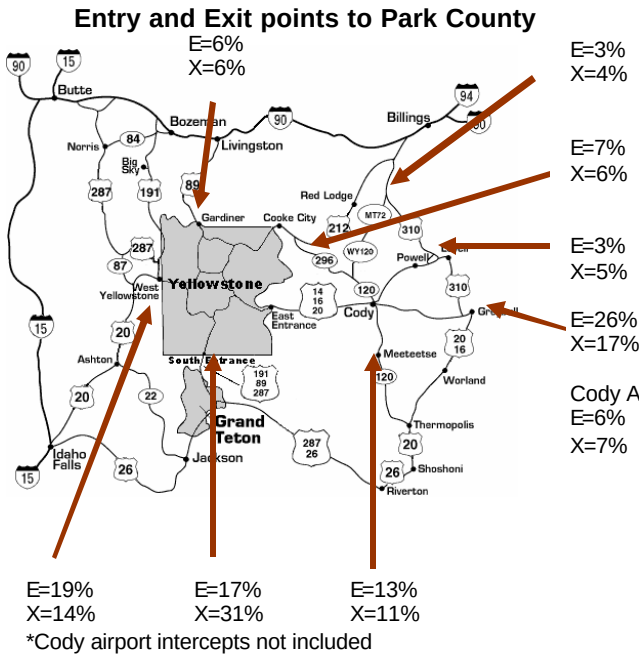
States not represented: HI, RI, DC

Park County Travel Segments: Visitors to Buffalo Bill Center

Summary based on sample size of 426 - 38% of PC visitors

Submitted by
Norma Nickerson, Ph.D.

Park County Travel Council Park County, WY 2005



55% drove car/truck 78% will return to PC within 5 years
24% drove rented vehicle 98% were satisfied/very satisfied with trip
16% drove an RV/camper
9% tour bus, 3% motorcycle

5.38 average nights

At LEAST ONE NIGHT SPENT IN:

Yellowstone (40%)

23% Lake area
23% Old Faithful
8% Mammoth
9% Canyon
7% Grant
2% Norris
3% Tower
3% Madison cpgr
1% Backcountry
0% Slough cr.

Other Park County

73% Cody
7% Wapiti Valley
2% Powell
2% Greybull
1% Meeteetse

Nearby Areas

27% Jackson/TNP
17% W. Yellowst.
6% Gardiner
5% Livingston/Big Sky/Bozeman
5% Cooke City

Trip Purpose

All		Primary
91%	Vacation	83%
14%	VFR	7%
6%	Pass thru	2%
4%	Business	3%
5%	Spec. event	3%
5%	Educational	<1%
4%	Shopping	0%
2%	Other	1%

Travel Party Type

50%	Couple
21%	Family
6%	Friends
6%	Extended family
5%	Alone
5%	Family & friends
6%	Tour group
2%	Business assoc.

53% - First time to Park County

44% - First time to YNP in 10 yrs.

27% - Flew on portion of trip*

13%	Jackson	11%- RC
15%	Cody	16% - Billings
13%	SLC	
4%	Bozeman	
14%	Denver,	14% other

All Sources Used for Planning Most Useful

70%	Internet	48%
53%	Road maps	8%
26%	Auto club (e.g., AAA)	11%
32%	Guide book	9%
15%	National park brochure/book/web	2%
13%	National park visitor information	<1%
5%	Yellowstone reservation Dept.	<1%
13%	WY state travel guide	4%
8%	magazine/newspaper article	<1%
13%	Travel agent	6%
9%	Cody Chamber of Commerce	3%
4%	MT or ID state travel guide	<1%
4%	info from private businesses	<1%
5%	Buffalo Bill's Yellowstone Country	1%
8%	TV Travel channel	<1%
7%	Did not gather information at home	

All Activities Top 3 Activities

78%	Wildlife watching	58%
66%	Watching geothermal activity	44%
66%	Shopping	22%
100%	Visiting museums	47%
40%	Day hiking	18%
21%	Picnicking	3%
25%	Wolf watching	5%
12%	Visiting local family & friends	9%
18%	Birding	2%
17%	Taking a commercial tour	6%
10%	Attending festival or special event	5%
9%	Horseback riding	5%
7%	Fly fishing	6%
8%	Rafting/floating	3%
5%	Other type of fishing	<1%
2%	Kayaking/canoeing	<1%
11%	Attending a sporting event	2%
6%	Road/tour biking	3%

Sources Used During Trip

68%	Road maps
46%	Brochures from racks
44%	Front line person
48%	Guide books
28%	YNP Visitor ctr. person
24%	Person at attractions
21%	Other travelers
17%	Cody visitor ctr. person
10%	WY visitor center
3%	MT or ID visitor ctr.

Places Visited On Trip

89%	Yellowstone	27%	Cody Rodeo
79%	Downtown Cody	2%	Belden/Meeteetse museum
100%	Buffalo Bill Center	1%	Homesteader museum
24%	Dam/visitor center	<1%	None of these
15%	Old Town Tour		

Visitor Demographics

Income

5%	<\$30K
29%	\$30K-\$60K
33%	\$61K-\$90K
33%	\$91K +

Education

13%	high school degr.
18%	some college/Tech.
45%	college degree
22%	graduate degree

Age Groups Represented in Party

4%	0-5 yrs.	22%	35-44 yrs.
14%	6-10 yrs.	31%	45-54 yrs.
10%	11-17 yrs.	43%	55-64 yrs.
7%	18-24 yrs.	32%	65-74yrs.
9%	25-34 yrs.	9%	75+ yrs.

Group Size

5% - 1	16% - 4	7% 16+
54% - 2	5% - 5	
8% - 3	7% - 6-15	

Place of Residence (4 states not represented: DE, HI, MS, RI)

31- CA	11- ID,OR,WI	7 or less - all other states
20- FL	10- MI, NE	Canada - ONT, BC, Alb
19- CO	9-IA, IN, NC	Foreign - France , UK, Ireland,
17- MN, PA	9-OH, WY	Australia., Germany, Scotland,
16- NY	8- GA	Holland, Belgium, Japan Czech,
14- TX		Norway, Denmark, Indonesia,
12- WA, AZ		Netherlands

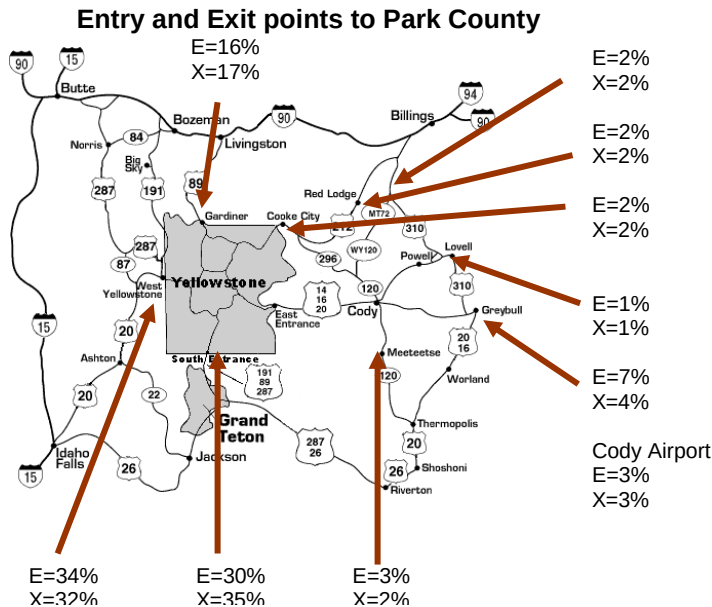
Park County, WY Travel Segments 2016

Intercepted in Yellowstone Nat'l. Park

Summary based on sample size of 614

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Submitted by
Norma Nickerson, Ph.D.



48% Drove private car/truck
44% Rented a car
5% Drove private RV

All	Sources Used for Planning	Most Useful
68%	Yellowstone NP website	38%
42%	Online travel reviews	13%
36%	Guide books	13%
33%	National park brochure/book/web	9%
19%	Websites from private businesses	3%
15%	Cody/Yellowstone Cntry. website	3%
15%	Mobile apps	1%
12%	Social Media	2%
9%	WY Travel website	1%
8%	Travel agent	5%
8%	Did not gather information at home	7%
5%	WY travel printed materials	<1%
4%	Cody/Yellowstone vacation guide	1%
4%	Did not use any info listed	4%

All	Activities	Top 3
90%	Watch geysers/geothermal activity	77%
87%	Wildlife watching	80%
75%	Day hiking	39%
53%	Shopping/galleries	10%
43%	Picnicking	5%
23%	Wolf watching	7%
12%	Rafting/floating	4%
11%	Horseback riding	3%
10%	Birding	2%
10%	Visit friends & relatives	7%
8%	Fly fishing	5%
8%	Road/tour biking	4%
8%	Taking a commercial tour	3%
6%	Kayaking/canoeing	2%
5%	Attending a sporting event	2%
4%	Other types of fishing	1%
4%	Attending festival or special event	2%
3%	Motorboating	1%
3%	Zipline	1%
2%	Rock climbing	1%
0%	Hunting	0%

4.57 average nights	Trip Purpose		
At LEAST ONE NIGHT SPENT IN:	All		Primary
Yellowstone	98%	Vacation	91%
27% Lake area	12%	VFR	4%
40% Old Faithful	6%	Pass thru	2%
9% Mammoth	1%	Business	1%
29% Canyon	3%	Other	2%
7% Fishing Bridge	2%	Shopping	0%
8% Madison cpgr	Travel Party		
6% Norris	37%	Couple	
4% Backcountry	30%	Immediate family	
Other Park County	14%	Family & friends	
18% Cody	3%	Self	
5% Wapiti Valley	8%	Friends	
1% Powell	6%	Extended family	
<1% Meeteetse	3%	Tour group/club	
Nearby Areas	0%	Business Associates	
54% Jackson Hole	Miscellaneous		
50% W. Yellowstone	55%	1st time to Park County	
19% Gardiner	21%	1st time to YNP in 10 yr.	
26% Grand Teton NP	49%	Flew on portion of trip	

Info Used DURING Trip	Accommodation Type Used
59% YNP Visitor center	61% Hotel/motel
58% Map applications	25% Public campground
38% Guide books	14% Rented cabin/condo
31% Brochure rack	8% Private campground
30% Front line employees	4% Other
27% Mobile apps	2% Private home (VFR)
12% Other travelers	2% 2nd home
11% Other	2% Resort/condo
10% Online reviews	1% Dude ranch
9% State visitor center	
4% Cody visitor center	
Places Visited	
100% Yellowstone	3% Cody Old Trail Town
18% Downtown Cody	1% Heart Mt. Intp. Center
12% BBCW	1% Cowboy music show
7% Cody rodeo	<1% Homesteader museum
5% Buffalo Bill Dam/Ctr	0% Belden/Meeteetse museum

Visitor Demographics	
Income	Education
4% <\$20K	<1% < High school
4% \$20k-\$39,999	8% High school degree
9% \$40K-\$59,999	2% Technical college
11% \$60K-\$79,999	10% Some college
14% \$80K-\$99,999	35% College degree
16% \$100K-\$119,999	45% Graduate degree
13% \$120K-\$149,999	
30% \$150K or more	
Age: 48 yrs. (average)	

Group Size: 1=3%; 2=44%; 3=12%; 4=17%; 5=9%; 6=4%; 7=3%;
8=1%; 9=2%; 10-20=3%; 20+=2%

US =525 **Canada = 5** **Overseas = 66**
56 – CA 4 – ALB; 2 – BC; 15 – UK; 8 – Netherlands; 9 – Germany;
36 – TX 2 – SASK, 1 – ONT 7 – France; 4 – Belgium & Australia;
35 – WA 3 – China; 2 – Columbia & Italy; 1 – India;
16-24 – FL, CO, UT, WI, IL, Japan, Czech Rep., Malaysia, Slovenia,
PA, OR, NY N. Zealand, Philippines, Puerto Rico,
South Korea, Switzerland

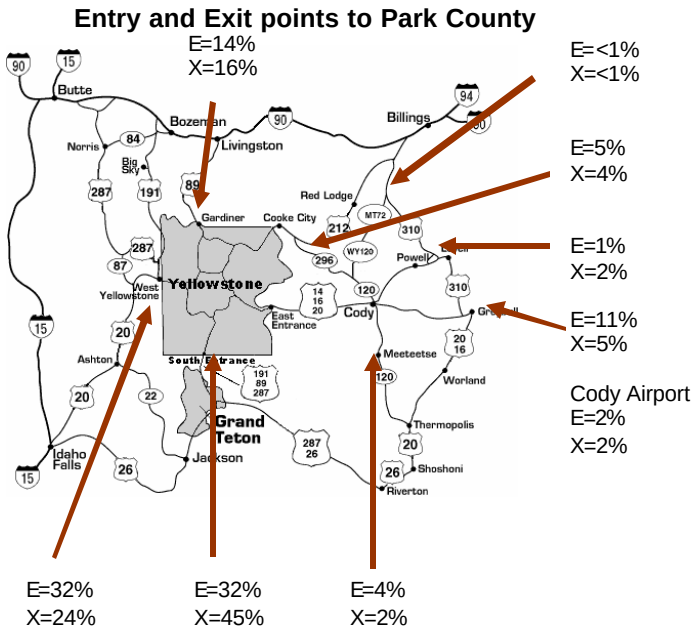
States not represented: DE, HI, SD, VT, DC

Visitors Intercepted in YNP

Summary based on sample size of 606

Submitted by
Norma Nickerson, Ph.D.

**Park County Travel Council
Park County, WY
2005**



63% drove car/truck	73% will return within 5 years
26% drove rented vehicle	98% were satisfied/very satisfied with trip
10% drove an RV/camper	

4.82 average nights	
At LEAST ONE NIGHT SPENT IN:	
Yellowstone (88%)	
22%	Lake area
27%	Old Faithful
18%	Mammoth
13%	Canyon
9%	Grant
4%	Norris
5%	Tower
4%	Madison cpgr
<1%	Backcountry
<1%	Slough cr.
Other Park County	
20%	Cody
<1%	Wapiti Valley
<1%	Powell
<1%	Greybull
<1%	Meeteetse
Nearby Areas	
33%	Jackson/TNP
32%	W. Yellowst.
10%	Gardiner
8%	Livingston/Big Sky/Bozeman
4%	Cooke City

Trip Purpose		
All		Primary
97%	Vacation	91%
10%	VFR	3%
6%	Pass thru	3%
<1%	Business	<1%
2%	Spec. event	<1%
5%	Educational	<1%
2%	Shopping	<1%
<1%	Other	1%
Travel Party Type		
50%	Couple	
26%	Family	
4%	Friends	
8%	Extended family	
1%	Alone	
7%	Family & friends	
3%	Tour group	
<1%	Business assoc.	
51% - First time to Park County		
39% - First time to YNP in 10 yrs.		
31% - Flew on portion of trip		
	27% - Jackson 3%- RC, IF	
	16% - Cody 9% - Billings	
	15% - SLC 7% - Cody	
	18% - Bozeman 5% SD	
	10% - Denver, 14% other	

All	Sources Used for Planning	Most Useful
75%	Internet	52%
47%	Road maps	8%
26%	Auto club (e.g., AAA)	10%
31%	Guide book	10%
19%	National park brochure/book/web	4%
22%	National park visitor information	4%
11%	Yellowstone reservation Dept.	3%
9%	WY state travel guide	<1%
7%	magazine/newspaper article	<1%
7%	Travel agent	3%
3%	Cody Chamber of Commerce	<1%
3%	MT or ID state travel guide	0%
2%	info from private businesses	<1%
3%	Buffalo Bill's Yellowstone Country	<1%
5%	TV Travel channel	4%
9%	Did not gather information at home	

All	Activities	Top 3 Activities
87%	Wildlife watching	75%
81%	Watching geothermal activity	61%
54%	Shopping	15%
36%	Visiting museums	14%
50%	Day hiking	37%
30%	Picnicking	6%
24%	Wolf watching	6%
7%	Visiting local family & friends	5%
17%	Birding	5%
7%	Taking a commercial tour	4%
4%	Attending festival or special event	1%
6%	Horseback riding	1%
5%	Fly fishing	5%
8%	Rafting/floating	3%
4%	Other type of fishing	1%
2%	Kayaking/canoeing	<1%
3%	Attending a sporting event	<1%

72%	Road maps
41%	Brochures from racks
39%	Front line person
46%	Guide books
40%	YNP Visitor ctr. person
14%	Person at attractions
16%	Other travelers
3%	Cody visitor ctr. person
8%	WY visitor center
3%	MT or ID visitor ctr.

		<u>Places Visited On Trip</u>	
100%	Yellowstone	6%	Cody
22%	Downtown Cody	<1%	Bellevue
20%	Buffalo Bill Center	<1%	Honolulu
9%	Dam/visitor center	1%	Norman
3%	Old Town Tour		

<u>Visitor Demographics</u>					
Income		Age Groups Represented in Party			
7%	<\$30K	7%	0-5 yrs.	28%	35-44 yrs.
26%	\$30K-\$60K	14%	6-10 yrs.	34%	45-54 yrs.
28%	\$61K-\$90K	14%	11-17 yrs.	40%	55-64 yrs.
39%	\$91K +	11%	18-24 yrs.	25%	65-74yrs.
Education		16%	25-34 yrs.	7%	75+ yrs.
12%	high school degr.	Group Size			
19%	some college/Tech.	1% - 1	19% - 4	3% 16+	
41%	college degree	54% - 2	6% - 5		
27%	graduate degree	9% - 3	8% - 6-15		

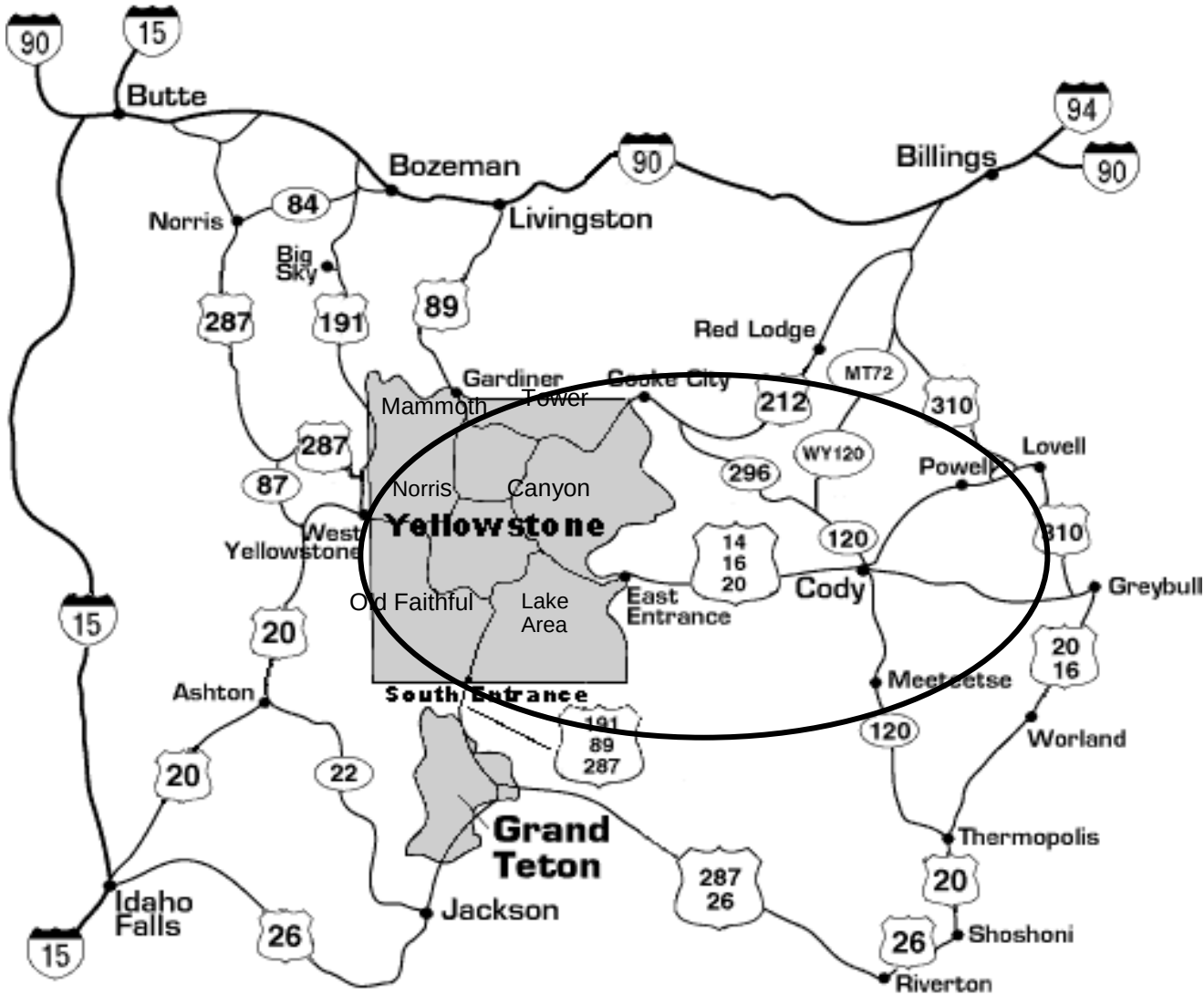
<u>Place of Residence</u> (4 states not represented: DE, HI, MS, RI)		
49 – CA	17 – WI	Canada - BC, Quebec,Sask.
31 - CO	12 –MN,AZ,MI	Foreign - France , UK, Switz.,
36 – WA	11 – GA	Australia., Germany, Scotland,
24 - MT	10 –IN,IA,MO	Holland, Nigeria, China, Guam,
23 - ID	9 – AZ, IN	Belgium, Austria, Japan, Italy,
22 –UT,IL, TX,FL	8 – KY,OK,	Indonesia, Netherlands,
18 – OR, VA	7 or less - others	Slovenia

Appendix C: Questionnaire

2016 Park County Visitor Survey

Office Use Only
Site ID _____
Date _____

We are interested in your visit to Park County, Wyoming, including Yellowstone National Park as seen on this map.



Where did you enter Park County (circled area)?

- ___ through West Yellowstone
- ___ through Mammoth
- ___ through Grand Teton NP/Jackson
- ___ through Powell, WY
- ___ through Greybull, WY
- ___ through Meeteetse, WY
- ___ through Red Lodge, MT
- ___ Airport in Cody, WY
- ___ through Cooke City, MT
- ___ through WY Hwy. 120

Where will you exit Park County (circled area)?

- ___ at West Yellowstone
- ___ at Mammoth
- ___ at Grand Teton NP/Jackson
- ___ at Powell, WY
- ___ through Greybull, WY
- ___ at Meeteetse, WY
- ___ at Red Lodge, MT
- ___ Airport in Cody, WY
- ___ at Cooke City, MT
- ___ through WY Hwy. 120

Please “X” the boxes of all the locations (or nearby locations) you spent one or more nights on this trip (or plan to spend on this trip). (“X” all boxes that apply.)

Park County, Yellowstone or Grand Teton National Park			Outside Park County
___ Powell	___ Mammoth	___ Lake	___ Gardiner
___ Meeteetse	___ Norris Geyser Basin	___ Grand Canyon of the Yellowstone	___ West Yellowstone
___ Cody	___ Madison Jct.	___ Fishing Bridge	___ Jackson Hole
___ E. Yellowstone	___ Old Faithful	___ Backcountry areas of Yellowstone	
___ Valley/Wapiti	___ Grand Teton N. Park		

How many total number of nights have/will you spend on this trip in Park County (which includes Yellowstone)?
___0 ___1 ___2 ___3 ___4 ___5 ___6 ___7 ___8 ___9 ___10 ___more than 10 nights

If spending nights in Park County, what type of accommodations did or will you stay in on this trip? (“X” all that apply.)

- ___ Motel/hotel
- ___ Private campground
- ___ Public campground
- ___ Home of friend/relative
- ___ Rented cabin/home
- ___ My second home/cabin/condo
- ___ Guest/dude ranch
- ___ Resort/condominium
- ___ Other

What are the purposes for your trip to Park County? (“X” all that apply.)

- 1___ vacation/recreation/pleasure
- 2___ visit friends/relatives/family event
- 3___ Just passing through
- 4___ Shopping
- 5___ Business/convention
- 6___ Other

Of the items you marked above, please “X” the line corresponding to your main purpose for visiting Park County. (Please “X” only one option.) 1___ 2___ 3___ 4___ 5___ 6___

Which option below best describes your travel party? (“X” only one option.)

- ___ self
- ___ family & friends
- ___ couple
- ___ business assoc.
- ___ immediate family
- ___ tour group or club
- ___ extended family
- ___ friends

How many people are in your travel group on this trip?
_____1 _____2 _____3 _____4 _____5 _____6 _____7 _____8 _____9 _____10-20 _____more than 20

Is this your first visit to Park County (remember Yellowstone NP is in Park County)?_____Yes _____No
If NO:
How many visits to Yellowstone National Park have you made in the past 10 years?
_____0 _____1 to 5 _____6 to 10 _____more than 10
How many visits to other parts of Park County such as Cody, Powell, or Meeteese have you made in the past 10 years?
_____0 _____1 to 5 _____6 to 10 _____more than 10

Did you fly on a commercial air carrier for any portion of this trip? ____Yes ____No
If YES: What airport did you fly into?
_____Cody, WY _____Jackson, WY _____Billings, MT _____Bozeman, MT _____Salt Lake City, UT
_____Denver, CO _____Idaho Falls, ID _____Rapid City, SD _____Other (please specify)_____

While traveling in Park County on this trip, what type of transportation have you/will you use(d)? (“X” all that apply.)
_____Private auto/truck _____Rented auto/truck _____Yellowstone Park tour bus _____Motorcycle
_____Private RV _____Rented RV _____Private company tour bus

While at home, what sources of information did you use for planning this trip? (“X” all that apply.)
_____1.Cody/Yellowstone Country website _____7. National Park brochure/book
_____2. Yellowstone NP website _____8. Guide books (e.g. Frommer’s, AAA)
_____3. Wyoming Travel website _____9. Travel Agent
_____4. Mobile apps _____10. Cody/Yellowstone Country printed materials
_____5. Online travel reviews (e.g. TripAdvisor) _____11. Wyoming travel promotion printed materials
_____6. Social media (e.g. Facebook) _____12. Did not use any of the information sources listed
_____7. Websites from private businesses _____13. Did not gather information at home for this trip

Of the information sources marked above, please “X” the number corresponding to the most useful information source.
_____1 _____2 _____3 _____4 _____5 _____6 _____7 _____8 _____9 _____10 _____11 _____12 _____13

What information sources did you use during this trip? (“X” all that apply.)
_____Map applications (e.g. GoogleMaps) _____State Visitor Center _____Brochure rack
_____Mobile apps _____Visitor center in Yellowstone NP _____Other travelers
_____Consumer on-line reviews _____Employees (e.g. motel/restaurant/gas station) _____Guide books
_____Visitor center in Cody _____Other sources (please specify)_____ _____No sources mentioned

What places have you visited or will you visit on this trip in Park County? (“X” all that apply.)
_____ Yellowstone National Park _____Cody Cowboy Music show _____Buffalo Bill Dam/visitor center
_____Buffalo Bill Center of the West _____Powell Homesteader Museum _____Cody Old Trail Town
_____Downtown Cody _____Cody Rodeo _____Belden/Meeteetse Museum
_____Heart Mountain Interp. Center

What activities have you/will you participate(d) in while in Park County including Yellowstone? (“X” all that apply.)
_____1. Day hike _____8. Watch geysers/geothermal activity _____15. Motorboating
_____2. Picnic _____9. Raft/float _____16. Horseback ride
_____3. Fly fish _____10. Kayak/canoe _____17. Shop
_____4. Other types of fishing _____11. Road/tour biking _____18. Attend a sporting event
_____5. Rock climbing _____12. Birding _____19. Attend a festival/special event
_____6. Watch wildlife _____13. Hunting _____20. Commercial tour
_____7. Watch wolves _____14. Zipline _____21. Visit friends/relatives

Of the activities you “X” in the question above, write the number corresponding to the three primary activities that brought you to Park County? a. _____ b. _____ c. _____

What is your age?_____ What is your gender ____male ____female

What best describes your annual household income in US dollars?
_____less than \$20,000 _____\$40,000-\$59,999 _____\$80,000-\$99,999 _____\$120,000-\$149,999
_____ \$20,000-\$39,999 _____\$60,000-\$79,999 _____\$100,000-\$119,999 _____\$150,000 or more

What is the highest level of education you have completed?
_____less than high school _____high school degree _____technical college _____some college _____college degree _____graduate degree

In what U.S. state, Canadian province or foreign country do you permanently reside?_____

What is your zip code? _____

Would you recommend this trip to your friends/relatives? ____Yes ____No

When will you return to Park County?
_____never _____within 1 year _____within 3 years _____within 5 years _____within 10 years

Please circle the number that represents your overall satisfaction with your visit to Park County, Wyoming.
Very Dissatisfied 1 2 3 4 5 Very Satisfied