



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

Visitor Services Project



Blue Ridge Parkway Visitor Study

Fall 2007 and Summer 2008



University of Idaho

Park Studies Unit
Visitor Services Project
Report 197



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February 2009

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Nancy Holmes and Eleonora Papadogiannaki are research assistants and Marc Manni is a research analyst with the Visitor Services Project. Dr. Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Dr. Yen Le, Doug Eury, Megan McBride, Randa Celley, Erin Dwyer, Wayde Morse, Martha Siebe, John Skillman, David Smaldone, and the staff and volunteers of Blue Ridge Parkway for assisting with the survey, and David Vollmer and Yanyin Xu for their technical assistance.

**Visitor Services Project
Blue Ridge Parkway
Report Summary**

- This report describes the results of two visitor studies at Blue Ridge Parkway. During the fall survey, October 20-28, 2007, a total of 1,560 questionnaires were distributed to visitor groups. Of those, 1,150 questionnaires were returned, resulting in a 73.7% response rate. During the summer survey, June 17-23, 2008, a total of 1,103 questionnaires were distributed, and 826 were returned, resulting in a 74.9% response rate. The combined response rate for both surveys was 72.2%.
 - This report profiles a systematic random sample of Blue Ridge Parkway. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
 - Fifty-nine percent of fall visitor groups were in groups of two and 25% were in groups of three or four. Fifty percent of summer visitors were in groups of two and 29% were in groups of three or four. Sixty-eight percent of fall and summer visitor groups were in family groups.
 - United States visitors in the fall comprised 96% of total visitation, and were from North Carolina (33%), Virginia (15%), and 44 other states and Puerto Rico. Fall international visitors represented 4% of total visitation, with 42% from Canada, 28% from United Kingdom, and eight other countries. Among summer visitors, 97% were from the United States, including North Carolina (28%), Virginia (15%), Florida (13%), and 40 other states and Washington, D.C. Three percent of summer visitors were international, from Australia (16%), United Kingdom (16%), Germany (14%), and 9 other countries.
 - Among fall visitors, 50% were ages 46-65 years, 21% were 66 years or older, and 7% were ages 15 years or younger. Fifty percent of summer visitors were ages 46-65 years, 17% were 66 years or older, and 12% were ages 15 years or younger. Ten percent of fall visitor groups and 7% of summer visitor groups reported having members with physical conditions that made it difficult to access or participate in parkway activities or services.
 - Fifty-one percent of fall visitors and 47% of summer visitors had visited the parkway four or more times in their lifetime, while 34% of fall visitors and 38% of summer visitors had visited once.
 - Prior to this visit, 84% of fall visitor groups and 85% of summer visitor groups were aware that Blue Ridge Parkway is a unit of the National Park System. Twenty-six percent of fall visitor groups and 27% of summer visitor groups had heard of the Blue Ridge Parkway Association prior to their visit.
 - Prior to this visit, fall visitor groups most often obtained information about Blue Ridge Parkway through previous visits (71%) and maps/brochures (53%). Most summer visitor groups, prior to their visit, obtained information about the parkway through previous visits (72%) and maps/brochures (55%). Ten percent of fall and summer visitor groups did not obtain any information about the parkway prior to their visit.
 - Fifty-six percent of fall visitor groups indicated they would prefer to obtain information for a future visit from maps/brochures, while 56% of summer groups would prefer to use the park website.
 - Of visitor groups that spent less than 24 hours visiting the park, 42% of fall visitor groups and 38% of summer visitor groups spent five or more hours. For those who visited for more than one day, 36% of fall visitor groups spent two days and 38% of summer visitor groups spent four or more days. The average time spent in the parkway was 36.3 hours for fall visitor groups and 35.5 hours for summer visitor groups.
 - Concerning their activities at the park, 95% of fall visitor groups and 89% of summer visitor groups viewed scenery and took scenic drives. Fifty-nine percent of fall visitor groups and 52% of summer visitor groups engaged in photography, painting, and drawing. .
-

**Visitor Services Project
Blue Ridge Parkway
Report Summary
(continued)**

- Although only 4% of fall visitor groups and 8% of summer visitor groups attended a ranger-led program, 47% of fall groups and 44% of summer groups indicated they would be interested in attending a ranger-led program on a future visit.
- The most used services/facilities included visitor center restrooms (fall, 87%; summer 84%) and the visitor centers (fall, 79%; summer 74%).
- The most used concession services/facilities included Mabry Mill Gift/Craft Store (fall, 32%; summer 36%), the Pisgah Inn Craft/Gift Shop (fall, 24%), and the Mabry Mill Restaurant (summer, 28%).
- For 97% of fall and 96% summer visitor groups, the scenic drive and scenic views were the most important of the park's attributes and resources. Clean air was most important to 93% of fall and 92% of summer visitor groups.
- Fifty-five percent of both fall and summer visitor groups indicated that they would be willing to pay an entrance fee of five dollars per vehicle to drive on the parkway for up to seven days, while 65% of fall groups and 60% of summer groups said they would not be willing to pay \$25 for parkway access throughout the year.
- Most visitor groups (fall, 95%; summer 97%) rated the overall quality of services, facilities, and recreational opportunities at Blue Ridge Parkway as "very good" or "good." Less than 1% of both fall and summer visitor groups rated the overall quality as "very poor" or "poor."

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

This report describes the results of two visitor studies at Blue Ridge Parkway during October 20-28, 2007 and June 17-23, 2008 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

Blue Ridge Parkway is a scenic 469-mile road that follows the crest of the southern Appalachian Mountains, connecting Shenandoah National Park in Virginia with Great Smoky Mountains National Park in North Carolina and Tennessee. Along its distance, a variety of scenic, historic and recreational opportunities can be found, reminding visitors to enjoy the slower pace of “mountain time.” (Blue Ridge National Parkway website: www/nps.gov/blri, October 2008).

Organization of the report

The report is organized into three sections.

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

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

Section 3: **Appendices**

Appendix 1: *The Questionnaire*. A copy of the questionnaire distributed to groups.

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

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

Appendix 4: *Visitor Services Project Publications*. A complete list of publications by the PSU. Copies of these reports can be obtained by visiting the website:

<http://www.psu.uidaho.edu/vsp/reports.htm> or contacting the PSU office at (208) 885-7863.

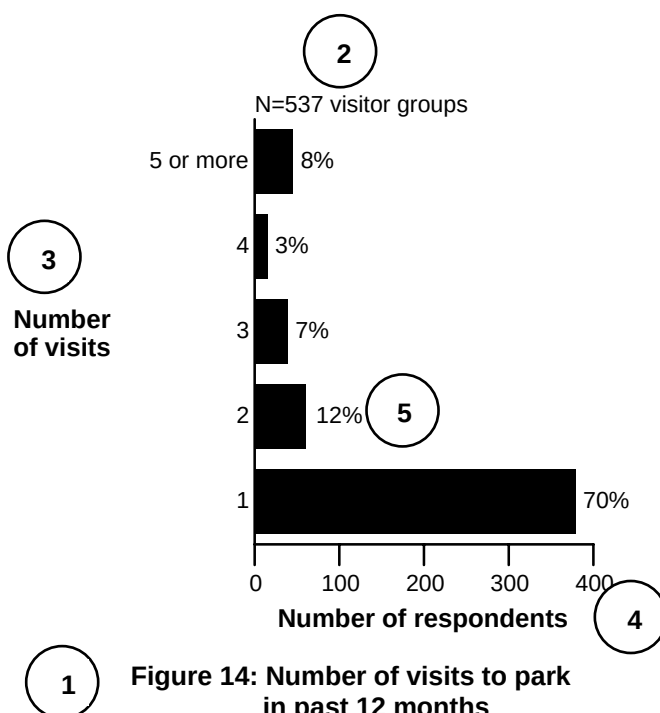
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

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

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.
- *appears when total percentages do not equal 100 due to rounding.
- **appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



METHODS

Survey Design

Sample size and sampling plan

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

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Blue Ridge Parkway. During the fall survey, October 20-28, 2007, 1,649 visitor groups were contacted at 16 locations and 1,560 of these groups (94.6%) accepted questionnaires. During the summer survey, June 17-23, 2008, 1,160 visitors were contacted at 12 locations and 1,103 of these groups (95%) accepted questionnaires. Table 1 shows the numbers of questionnaires distributed at each location and the response rate for each location. Questionnaires were completed and returned by 1,150 fall visitor groups resulting in a 73.7% response rate for the fall study, and by 826 summer visitor groups resulting in a 74.9% response rate for the summer study. The overall response rate for the fall and summer surveys was 74.2%.

Questionnaire design

The Blue Ridge Parkway questionnaire was developed at a workshop held with parkway staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Blue Ridge Parkway. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended. The fall 2007 and summer 2008 questionnaires are identical.

No pilot study was conducted to test the Blue Ridge Parkway questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Table 1: Questionnaire distribution locations and return rate

N=number of questionnaires distributed

Sampling site	Fall survey				Summer survey			
	Distributed		Returned		Distributed		Returned	
	N	%	N	%	N	%	N	%
North end								
Humpback Rocks Visitor Center	114	7	81	7	82	7	58	7
Otter Creek area (visitor center, restaurant, campground)	66	4	51	4	71	6	56	7
Peaks of Otter (visitor center, restaurant, campground)	68	4	50	4	88	8	69	8
Explore Park Visitor Center	76	5	56	5	-	-	-	-
Rocky Knob (contact station, restaurant, campground)	52	3	39	3	-	-	-	-
Mabry Mill Restaurant	87	6	72	6	108	10	85	10
Music Center	-	-	-	-	84	8	63	8
Middle parkway								
Doughton Park information and concession area	76	5	55	5	83	8	61	7
Cone Memorial Park Visitor Center/Craft Center	167	11	122	11	120	11	86	10
Julian Price Memorial Park (campground, visitor center, picnic area, campground)	76	5	49	4	-	-	-	-
Linville Falls Visitor Center	84	5	56	5	83	8	66	8
Minerals Museum Visitor Center	75	5	60	5	-	-	-	-
South end								
Crabtree Meadows area (campground, picnic area, restaurant)	76	5	57	5	-	-	-	-
Craggy Gardens Visitor Center	202	13	145	13	-	-	-	-
Destination Center	-	-	-	-	81	7	-	-
Folk Art Center/Visitor Center	204	13	153	13	89	8	119	14
Mt. Pisgah area (lodge, campground, picnic area, restaurant)	71	5	53	5	112	10	81	9
Waterrock Knob Visitor Center	66	4	51	4	102	9	82	9
Total	1,560	100	1,150	100	1,103	100	826	100

Survey procedure

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

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

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Analysis Software® (SAS) and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The data were entered twice—by two independent data entry staff—and validated by a third staff member.

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study periods of October 20-28, 2007 and June 17-23, 2008. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather during the fall survey ranged from beautiful, sunny days of 70°F. to rainy, cold days and varied along the length of the parkway. Several days were foggy, obscuring the views from the parkway. At Craggy Gardens on October 27, 2007, it was a very windy, foggy morning with a temperature of 38°F. at 9:00 a.m. (wind chill of 26°F.), possibly the lowest during the survey period. It did clear and warm up later in the day. Fall colors varied along the length of the parkway, peaking at some locations during the survey period.

During the summer survey the weather was predominately sunny and warm, with occasional rainy, cool days. Rock slides in the Asheville area, and bridge repairs at Boone/Blowing Rock, and in the Roanoke area caused road closures and detours, causing some delays and disruptions of traffic flow. The Craggy Gardens portion of the parkway was closed during the summer survey due to a collapsed roadway, requiring that visitors exit and re-enter the parkway.

Checking Non-response Bias

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

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

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

Group type	Fall 2007		Summer 2008	
	Respondent	Non-respondent	Respondent	Non-respondent
Alone	76	17	56	16
Family	772	290	554	192
Friends	181	56	120	45
Family and friends	95	25	81	17
Other	4	5	5	3
Chi-square p-value	0.616		0.321	

Chi-square = 2.658; df = 4; p-value = 0.616

**Table 3: Comparison of respondents and non-respondents
Age and Group size**

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Age (Fall 2007)	1140	55.2	389	49.7	<0.001
Group size (Fall 2007)	1132	3.0	390	2.8	0.242
Age (Summer 2008)	820	54.3	270	47.6	<0.001
Group size (Summer 2008)	819	3.3	273	3.3	0.854

RESULTS

Visitor and Group Characteristics

Visitor group size

Question 21

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

Fall

Results

- 59% of fall visitors were in groups of two (see Figure 1).
- 25% were in groups of three or four.
- 11% were in groups of five or more.

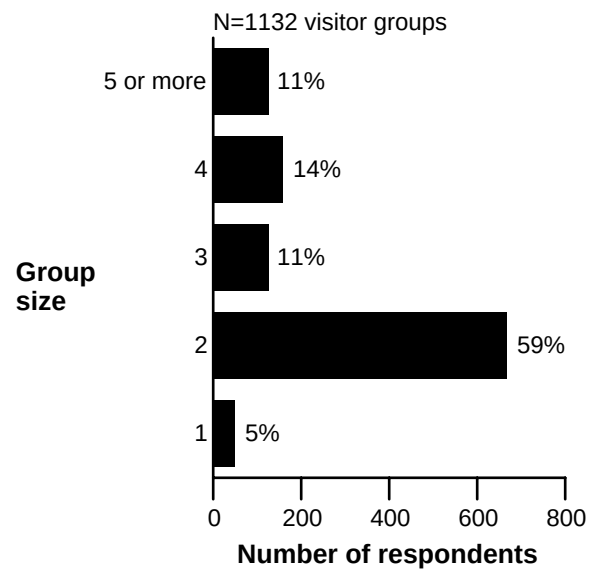


Figure 1: Visitor group size - Fall

Summer

Results

- 50% of summer visitors were in groups of two (see Figure 2).
- 29% were in groups of three or four.
- 15% were in groups of five or more.

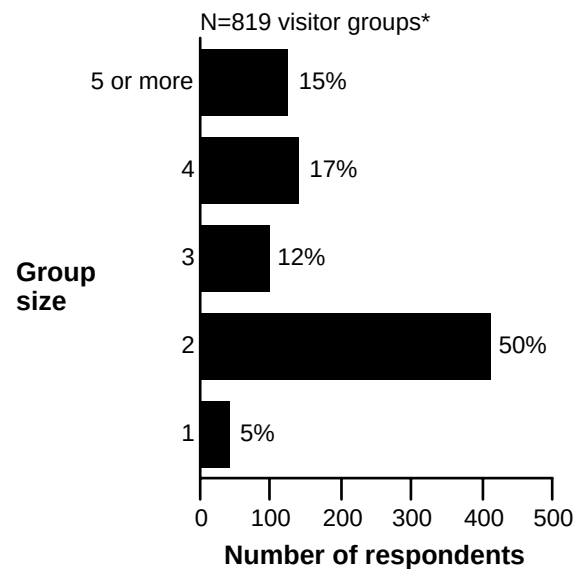


Figure 2: Visitor group size - Summer

Visitor group type

Question 20

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

Fall

Results

- 68% of fall visitor groups were made up of family members (see Figure 3).
- 16% were with friends.
- “Other” groups (<1%) included:
Co-worker

Group type

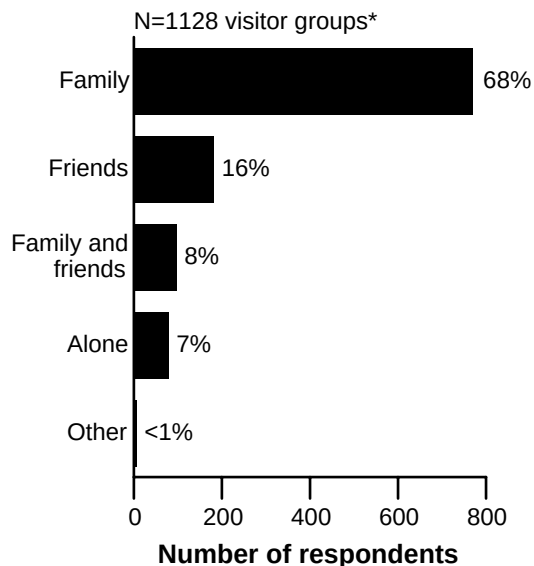


Figure 3: Visitor group type - Fall

Summer

Results

- 68% of summer visitor groups were made up of family members (see Figure 4).
- 15% were with friends.
- “Other” groups (1%) included:
Carolina's Miata Club
Photography group
Red Hat Society
South Carolina Equestrian Ministries

Group type

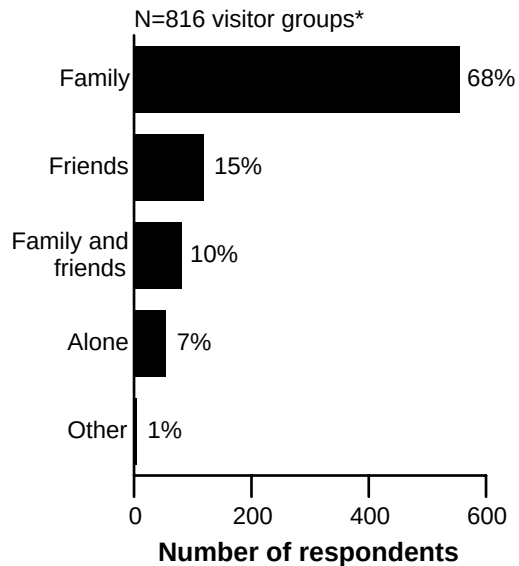


Figure 4: Visitor group type - Summer

Visitors with organized groups

Question 19a

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

Fall

Results

- 1% of fall visitor groups were with a commercial guided tour group (see Figure 5).

Commercial guided tour?

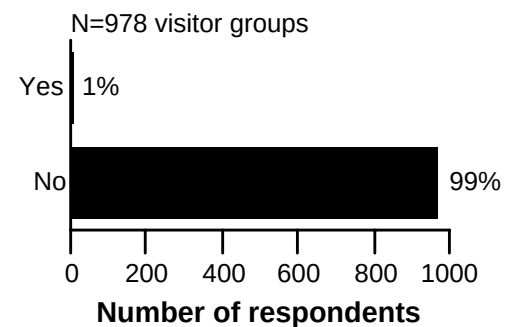


Figure 5: Visitors with a commercial guided tour group - Fall

Summer

Results

- Fewer than 1% of summer visitor groups were with a commercial guided tour group (see Figure 6).

Commercial guided tour?

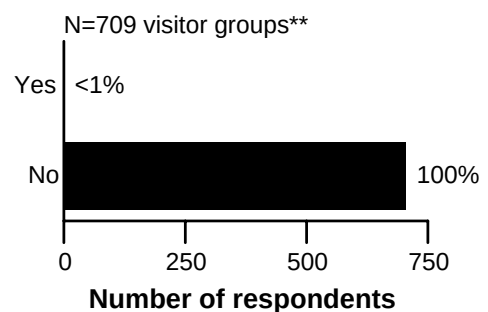


Figure 6: Visitors with a commercial guided tour group - Summer

Question 19b

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

Fall

Results

- 1% of fall visitor groups were with a school/educational group (see Figure 7).

**School/
educational
group?**

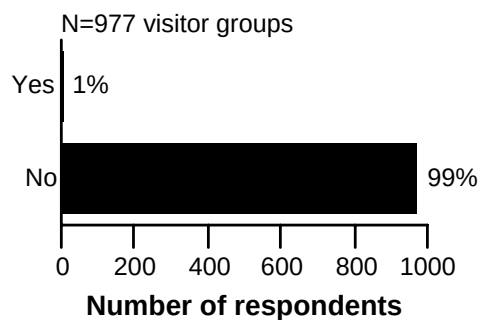


Figure 7: Visitors with a school/educational group - Fall

Summer

Results

- 1% of summer visitor groups were with a school/educational group (see Figure 8).

**School/
educational
group?**

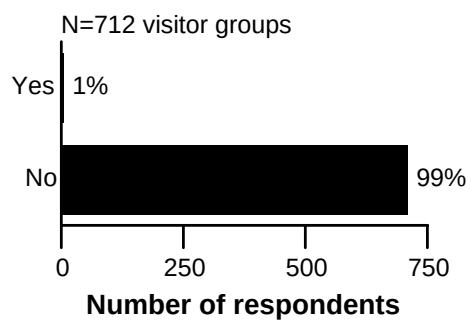


Figure 8: Visitors with a school/educational group - Summer

Question 19c

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

Fall

Results

- 3% of fall visitor groups were with an other organized group (see Figure 9).

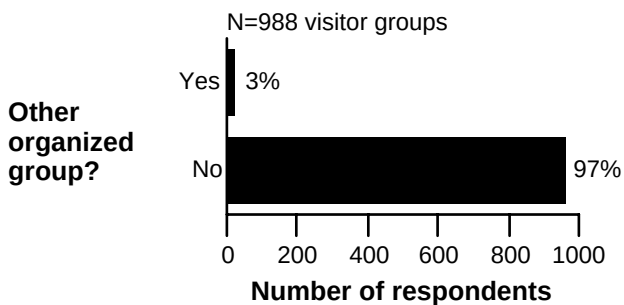


Figure 9: Visitors with an other organized group - Fall

Summer

Results

- 2% of summer visitor groups were with an other organized group (see Figure 10).

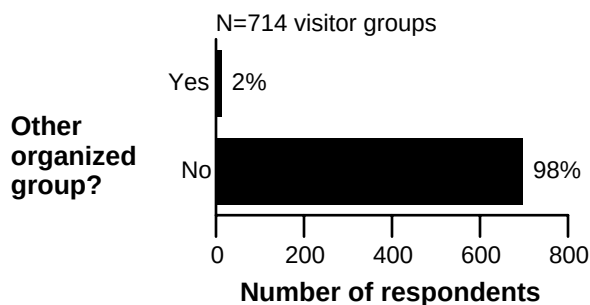


Figure 10: Visitors with an other organized group - Summer

United States visitors by state of residence

Question 23b

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

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

Fall

Results

U.S. fall visitors were from 47 states, Washington, D.C., and Puerto Rico, and comprised 96% of total visitation to the parkway during the survey period.

33% of U.S. visitors came from North Carolina (see Table 4 and Map 1).

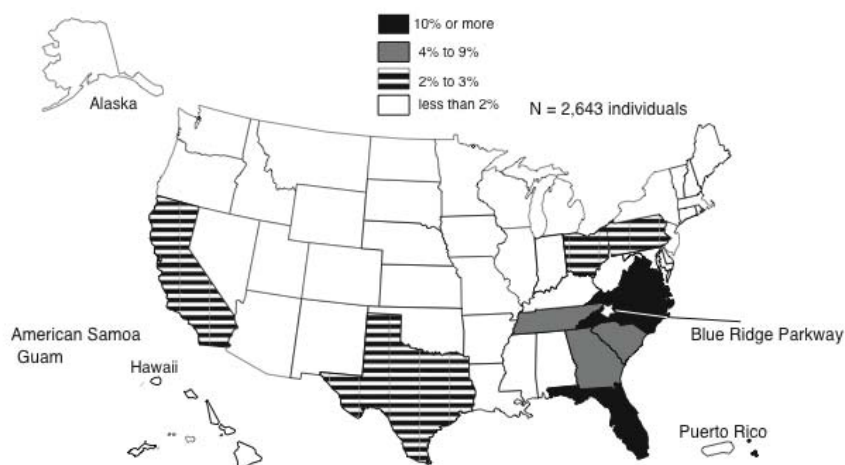
15% came from Virginia.

Smaller proportions of U.S. visitors came from 45 other states, Washington, D.C., and Puerto Rico.

Table 4: United States visitors by state of residence*-

Fall

State	Number of visitors	Percent of U.S. visitors N=2,643 individuals	Percent of total visitors N=2,753 individuals
North Carolina	865	33	31
Virginia	400	15	15
Florida	253	10	9
South Carolina	201	8	7
Tennessee	130	5	5
Georgia	113	4	6
Texas	62	2	2
California	48	2	2
Ohio	47	2	2
Pennsylvania	43	2	2
Alabama	39	1	1
Louisiana	35	1	1
New York	35	1	1
Mississippi	33	1	1
Missouri	33	1	1
Kentucky	27	1	1
Illinois	26	1	1
West Virginia	20	1	1
Michigan	19	1	1
Indiana	18	1	1
Delaware	17	1	1
26 other states, Washington, D.C., and Puerto Rico	162	6	6



Map 1: Proportions of United States visitors by state of residence - Fall

**Summer
Results**

U.S. summer visitors were from 43 states and Washington D.C., and comprised 97% of total visitation to the parkway during the survey period.

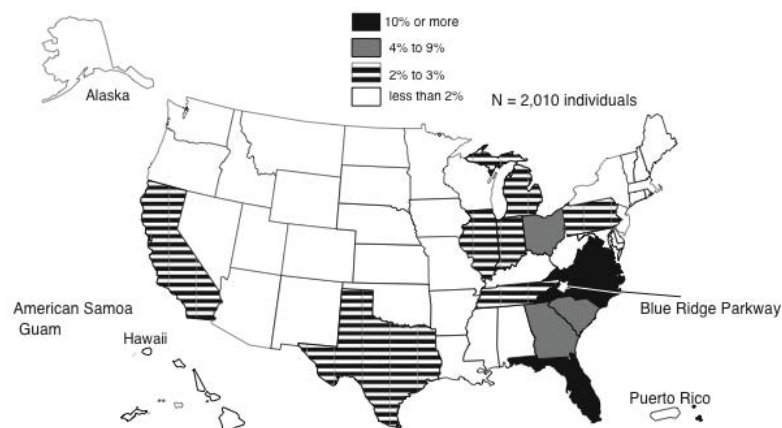
28% of U.S. visitors came from North Carolina (see Table 5 and Map 2).

15% came from Virginia.

Smaller proportions of U.S. visitors came from 41 other states and Washington, D.C.

Table 5: United States visitors by state of residence* - Summer

State	Number of visitors	Percent of U.S. visitors N=2,010 individuals	Percent of total visitors N=2,078 individuals
North Carolina	565	28	27
Virginia	300	15	14
Florida	254	13	12
South Carolina	110	5	5
Georgia	106	5	5
Ohio	95	5	5
Tennessee	61	3	3
Pennsylvania	54	3	3
Michigan	41	2	2
Illinois	35	2	2
California	34	2	2
Texas	32	2	2
Indiana	31	2	1
Missouri	23	1	1
Alabama	20	1	1
Maryland	19	1	1
Kentucky	18	1	1
New Jersey	18	1	1
West Virginia	18	1	1
Wisconsin	16	1	1
Massachusetts	15	1	1
New York	15	1	1
Minnesota	13	1	1
Oklahoma	13	1	1
Connecticut	11	1	1
18 other states and Washington, D.C.	83	4	4

**Map 2: Proportions of United States visitors by state of residence - Summer**

International visitors by country of residence

Question 23b

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

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

**Table 6: International visitors by country of residence* -
Fall**

	Country	Number of visitors	Percent of international visitors N=110 individuals	Percent of total visitors N=2,753 individuals
Fall	Canada	46	42	2
Results	United Kingdom	31	28	1
International	Australia	7	6	<1
visitors were from ten countries	Germany	7	6	<1
and comprised 4% of total	Sweden	7	6	<1
visitation to the parkway during	India	6	5	<1
the fall survey period (see	Bahamas	2	2	<1
Table 6).	Ireland	2	2	<1
42% of	Spain	1	1	<1
international visitors came from	Trinidad	1	1	<1
Canada.				

28% came from
the United Kingdom.

Smaller
proportions came from eight

Summer
Results

International
visitors were from 12 countries
and comprised 3% of total
visitation to the parkway during
the summer survey period (see
Table 7).

24% of international visitors
came from Australia and the
United Kingdom.

21% came from
Germany.

Smaller
proportions came from nine
other countries.

**Table 7: International visitors by country of residence* -
Summer**

	Country	Number of visitors	Percent of international visitors N=68 individuals	Percent of total visitors N=2,078 individuals
	Australia	16	24	1
	United Kingdom	16	24	1
	Germany	14	21	<1
	Canada	8	12	<1
	India	3	4	<1
	France	2	3	<1
	Netherlands	2	3	<1
	Russia	2	3	<1
	Switzerland	2	3	<1
	Belgium	1	1	<1
	Honduras	1	1	<1
	Peru	1	1	<1

Number of visits to the parkway

Question 23c

For you and your personal group, how many times have you visited Blue Ridge Parkway in your lifetime (including this visit)?

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

Fall

Results

- 51% of fall visitors visited the parkway four or more times in their lifetime (see Figure 11).
- 34% visited once.

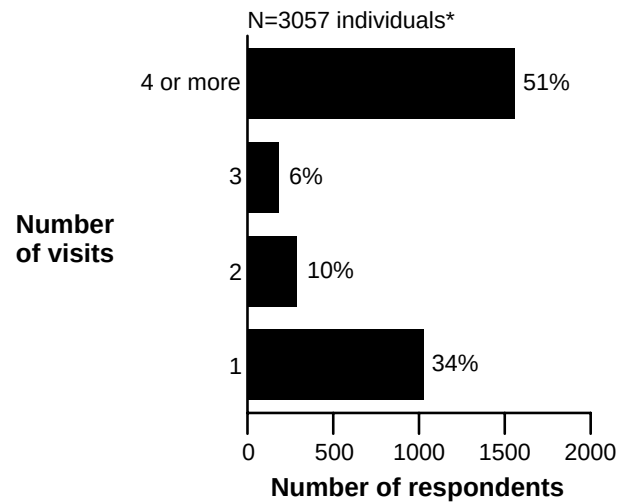


Figure 11: Number of visits to parkway in lifetime - Fall

Summer

Results

- 47% of summer visitors visited the parkway four or more times in their lifetime (see Figure 12).
- 38% visited once.

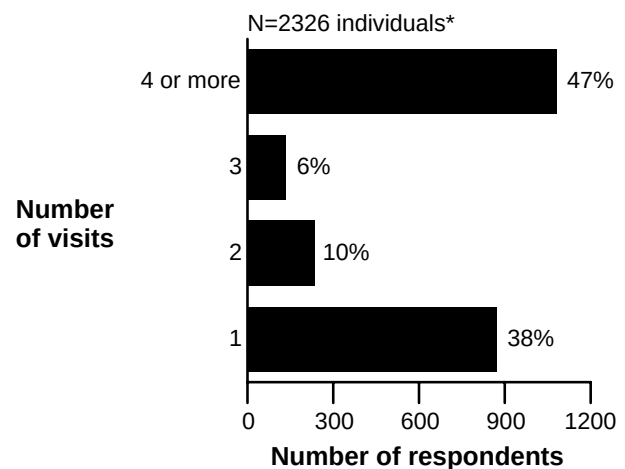


Figure 12: Number of visits to parkway in lifetime - Summer

Visitor age

Question 23a

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

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

Fall

Results

- Visitor ages of fall visitors ranged from 1 to 93 years.
- 50% of visitors were between 46 - 65 years age group (see Figure 13).
- 21% were 66 or older.
- 7% were 15 years or younger.

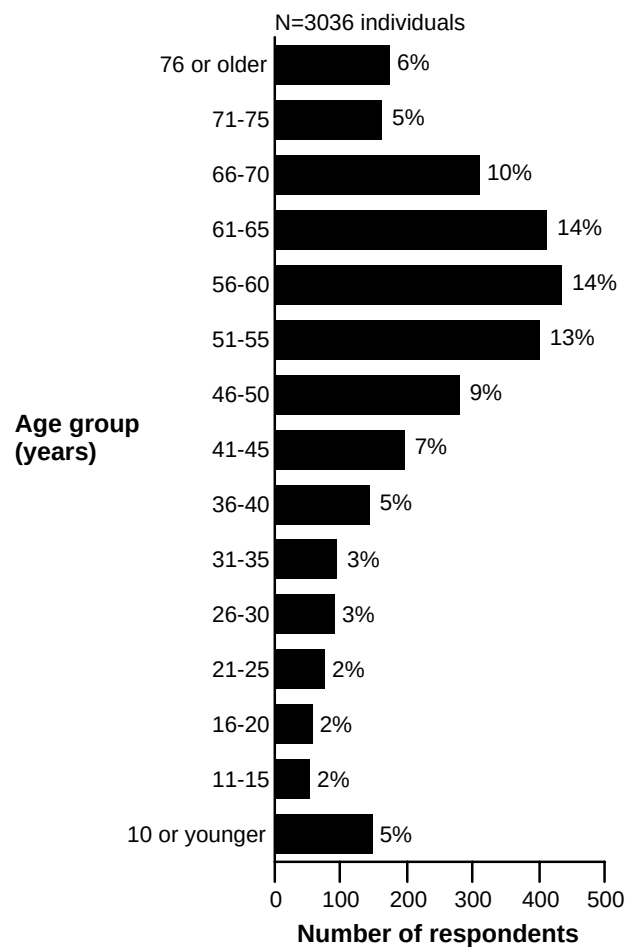


Figure 13: Visitor age - Fall

Question 23a

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

Summer**Results**

- Visitor ages of summer visitors ranged from 1 to 93 years.
- 50% of visitors were between 46 - 65 years age group (see Figure 14).
- 17% were 66 or older.
- 12% were 15 years or younger.

**Age group
(years)**

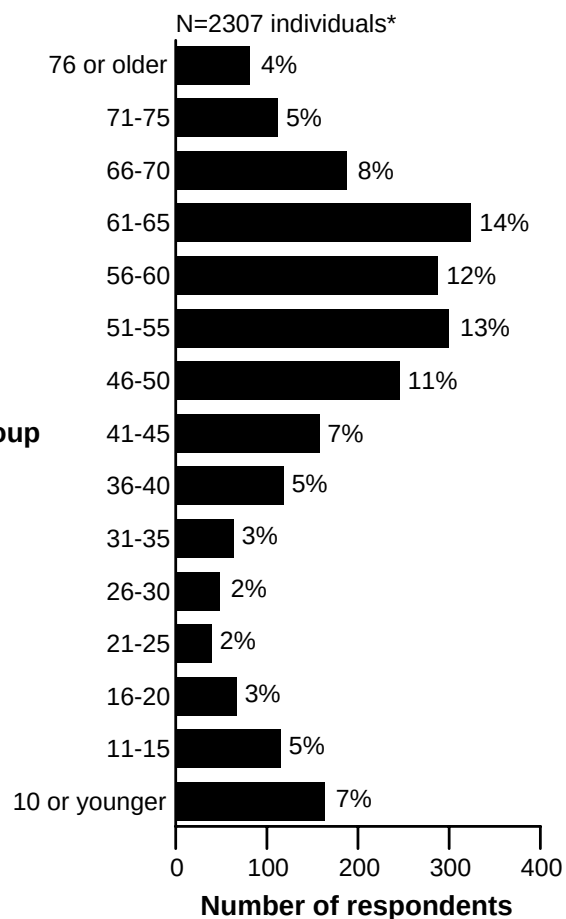


Figure 14: Visitor age - Summer

Visitor ethnicity

Question 24a

Are you or members of your group
Hispanic or Latino?

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

Fall

Results

- 2% of fall visitor groups were Hispanic or Latino (see Figure 15).

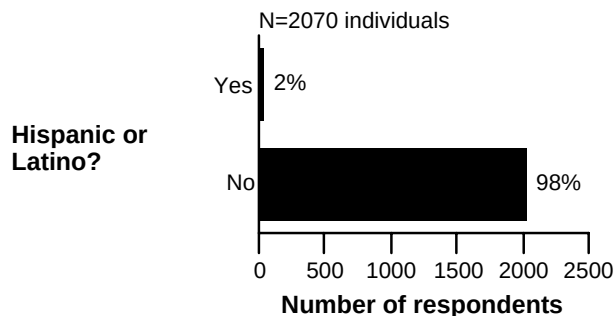


Figure 15: Visitors of Hispanic or Latino ethnicity - Fall

Summer

Results

- 2% of summer visitor groups were Hispanic or Latino (see Figure 16).

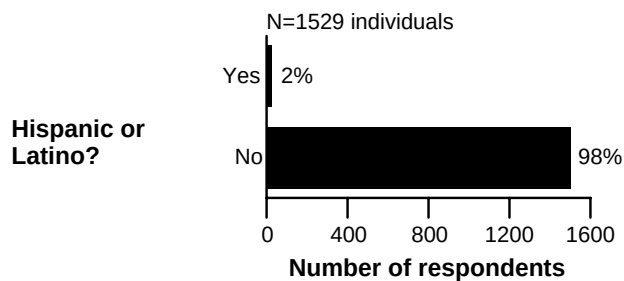


Figure 16: Visitors of Hispanic or Latino ethnicity - Summer

Visitor race

Question 24b

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

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

Fall

Results

- 97% of fall respondents were White (see Figure 17).

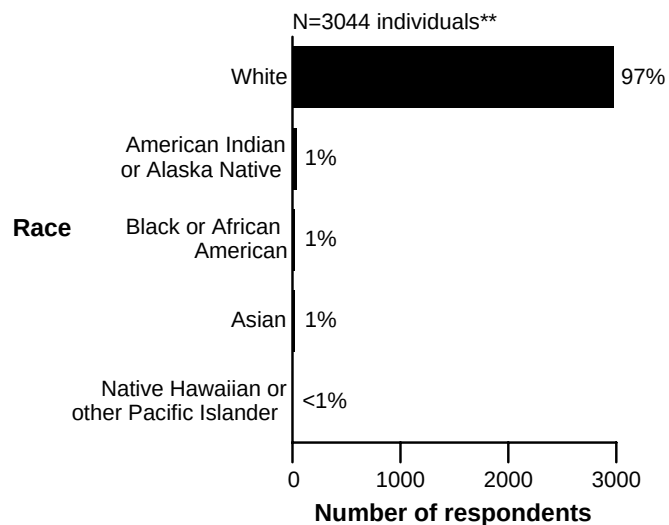


Figure 17: Visitor race - Fall

Summer

Results

- 98% of summer respondents were White (see Figure 18).

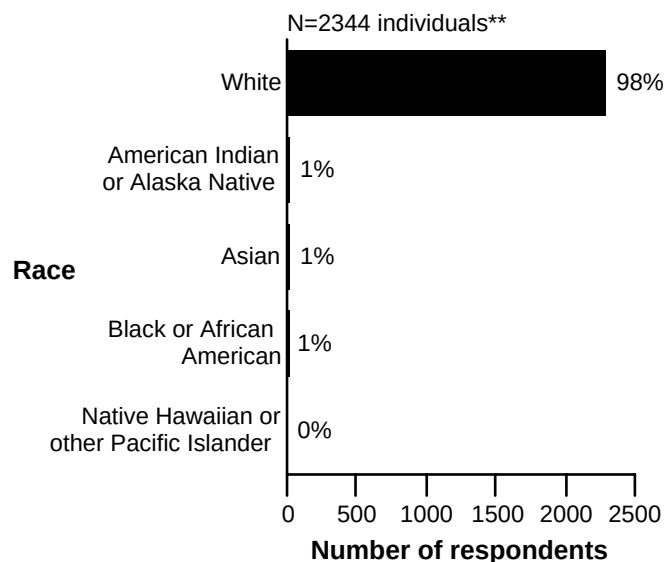


Figure 18: Visitor race - Summer

Preferred languages for speaking

Question 22a

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

Fall

Results

- Most fall visitor groups (99%) preferred to speak English (see Table 8).

Table 8: Preferred language for speaking* - Fall

N=1,126 visitor groups

Language - speaking	Number of times mentioned	Percent
English	1,114	99%
Chinese	2	<1%
English/Spanish	2	<1%
German	2	<1%
Spanish	2	<1%
French	1	<1%
Maltese	1	<1%
Russian	1	<1%
Swedish	1	<1%

Summer

Results

- Most summer visitor groups (99%) preferred to speak English (see Table 9).

Table 9: Preferred language for speaking* - Summer

N=792 visitor groups

Language - speaking	Number of times mentioned	Percent
English	784	99%
Spanish	3	<1%
German	2	<1%
Dutch	1	<1%
English/Georgian	1	<1%
French	1	<1%

Preferred languages for reading

Question 22a

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

Fall

Results

- Most fall visitor groups (99%) preferred to read English (see Table 10).

Table 10: Preferred language for reading* - Fall

N=1,094 visitor groups

Language – reading	Number of times mentioned	Percent
English	1,084	99%
Chinese	2	<1%
English/Spanish	2	<1%
German	2	<1%
Spanish	2	<1%
Danish	1	<1%
Swedish	1	<1%

Summer

Results

- Most summer visitor groups (99%) preferred to read English (see Table 11).

Table 11: Preferred language for reading* – Summer

N=770 visitor groups

Language – reading	Number of times mentioned	Percent
English	763	99%
Spanish	3	<1%
German	2	<1%
Dutch	1	<1%
German/French	1	<1%

Services desired in languages other than English - Fall

Questions 22b

What services in the park would you like to have provided in languages other than English?

Fall

Results

- Eighty-five percent of fall visitor groups (N=979) listed a number of services that they would like to be provided in languages other than English (see Table 12).

Table 12: Services desired in languages other than English - Fall

N=979 comments

Service	Number of times mentioned
None	961
Maps/guides	5
Signs	5
All services	2
Safety/emergency information	2
Restrooms	1
General information	1
Literature	1
Park information	1

Services desired in languages other than English - Summer

Questions 22b

What services in the park would you like to have provided in languages other than English?

Summer

Results

- Eighty-seven percent of summer visitors (N=719) listed a number of services that they would like to be provided in other languages (see Table 13).

Table 13: Services desired in languages other than English - Summer

N=730 comments;

some visitor groups made more than one comment.

Service	Number of times mentioned
None	699
Signs	9
Brochures	5
Maps	3
General information	2
Information about the restrooms	2
All services	1
Any services needed	1
Camping facilities	1
Demonstrations	1
Guides	1
Music	1
Picture signs	1
Plant and animal scientific names	1
Tours	1
Web sites	1

Visitors with physical conditions/impairments

Question 25a

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

Fall

Results

- 10% of fall visitor groups had members with physical conditions that made it difficult to participate in/access park services (see Figure 19).

Have
physical
condition?

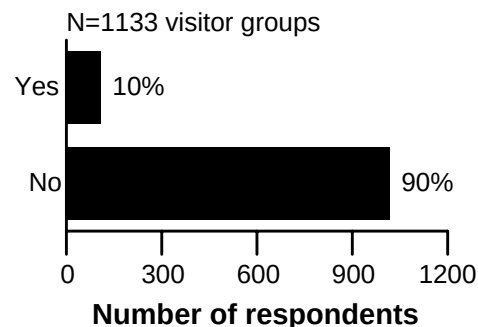


Figure 19: Visitors with physical conditions - Fall

Question 25b

If YES, what services or activities were difficult to access or participate in?

Fall

Results

- Seventy-two fall visitor groups responded to this question.
- Table 14 shows the services/activities visitor groups could not access/participate in.

Table 14: Services/activities visitor groups could not access/participate in - Fall

N=84 comments;

some visitor groups made more than one comment.

Service/activity	Number of times mentioned
Hiking/walking	31
Climbing stairs	9
Walking trails	8
Walking long distances	6
Access to restrooms	4
Climbing	3
Walking uneven paths	3
Wheelchair access	4
Climbing hills	2
Hearing at programs	2
Stairs to Craggy Gardens restrooms	2
Access at visitor centers	1
Access to or at overlooks	1
Access to picnic areas	1
Access to picnic tables at overlooks due to lack of wheelchair ramps	1
All the steps at Moses Cone	1
Climbing rocks	1
Everything because of pregnancy	1
Getting uphill from restroom	1
Steps to bridge at Grandfather Mountain	1
Walking from parking lot	1

Question 25a

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

Summer

Results

- 7% of summer visitor groups had members with physical conditions that made it difficult to participate in/access park services/activities (see Figure 20).

Have physical condition?

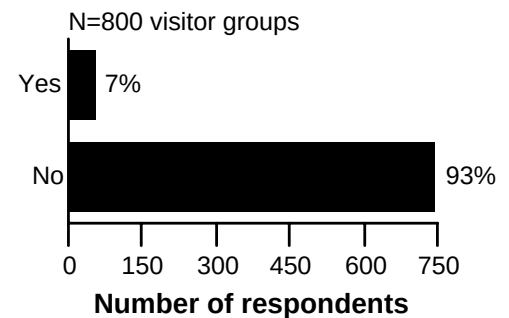


Figure 20: Visitors with physical conditions - Summer

Question 25b

If YES, what services or activities were difficult to access/participate in? (open-ended)

Summer

Results

- Forty-nine summer visitor groups responded to this question.
- Table 15 shows the services/activities visitor groups could not access/participate in.

Table 15: Services/activities visitor groups could not access/participate - Summer

N=53 comments;
some visitor groups made more than one comment.

Service/activity	Number of times mentioned
Hiking/walking	20
Walking trails	11
Using restrooms	3
Climbing	2
Difficulty walking because of lack of handrails	2
Steep hills/trails	2
Walking long distances	2
Access at some buildings	2
Access to scenic areas	1
All	1
Elderly with walker difficult on incline trail	1
Elevator for Peak restaurant restrooms	1
Hiking to viewing sites	1
No wheelchair access at falls and Rhodos	1
Steps in Bluff Lodge	1
Trail access	1
Walking down steps at overlook	1

Awareness of NPS management

Question 2

Prior to this visit, were you and your personal group aware that the Blue Ridge Parkway is managed by the National Park Service?

Fall

Results

84% of fall visitor groups were aware, prior to their visit, that Blue Ridge Parkway is managed by the National Park Service (see Figure 21).

Aware of NPS management?

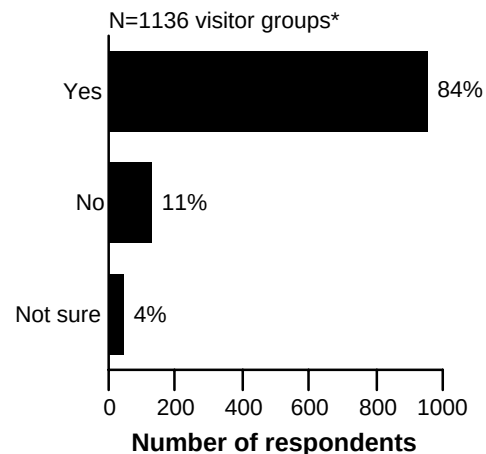


Figure 21: Awareness that Blue Ridge Parkway is managed by the National Park Service - Fall

Summer

Results

85% of summer visitor groups were aware, prior to their visit, that Blue Ridge Parkway is managed by the National Park Service (see Figure 22).

Aware of NPS management?

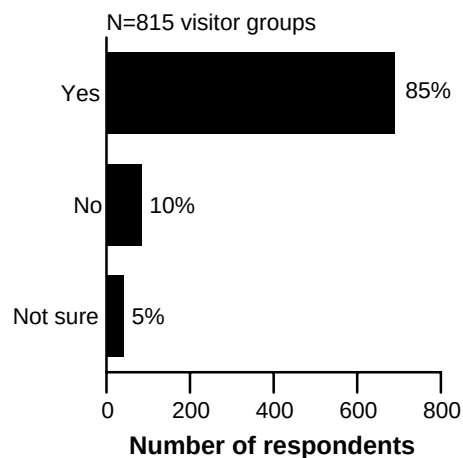


Figure 22: Awareness that Blue Ridge Parkway is managed by the National Park Service - Summer

Awareness of Blue Ridge Parkway partners

Question 3a

Prior to your visit, had you and your personal group ever heard of the Blue Ridge Parkway Association?

Fall

Results

26% of fall visitor groups were aware of the Blue Ridge Parkway Association prior to their visit (see Figure 23).

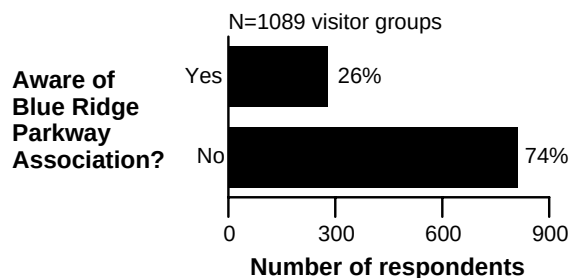


Figure 23: Awareness of Blue Ridge Parkway Association - Fall

Summer

Results

27% of summer visitor groups were aware of the Blue Ridge Parkway Association prior to their visit (see Figure 24).

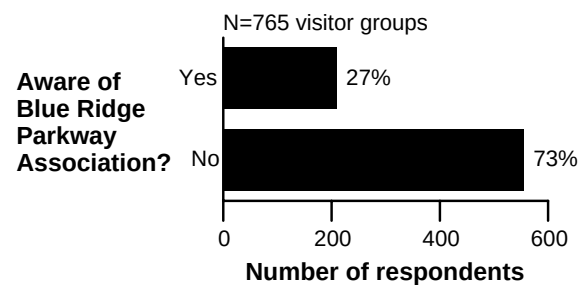


Figure 24: Awareness of Blue Ridge Parkway Association - Summer

Question 3b

Prior to your visit, had you and your personal group ever heard of the Friends of the Blue Ridge Parkway?

Fall

Results

29% of fall visitor groups were aware of the Friends of the Blue Ridge Parkway prior to their visit (see Figure 25).

Aware of friends group?

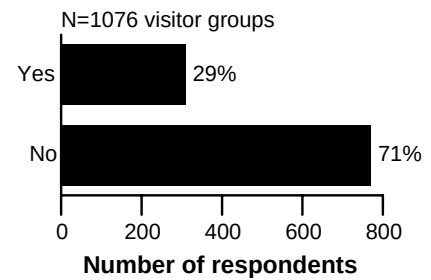


Figure 25: Awareness of Friends of Blue Ridge Parkway - Fall

Summer

Results

32% of summer visitor groups were aware of the Friends of the Blue Ridge Parkway prior to their visit (see Figure 26).

Aware of friends group?

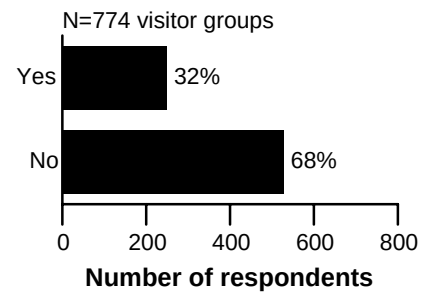


Figure 26: Awareness of Friends of Blue Ridge Parkway - Summer

Question 3c

Prior to your visit, had you and your personal group ever heard of the Blue Ridge Parkway Foundation?

Fall

Results

17% of fall visitor groups were aware of the Blue Ridge Parkway Foundation (see Figure 27).

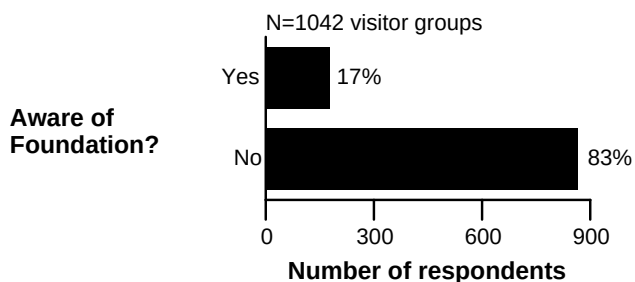


Figure 27: Awareness of Blue Ridge Parkway Foundation - Fall

Summer

Results

18% of summer visitor groups were aware of the Blue Ridge Parkway Foundation (see Figure 28).

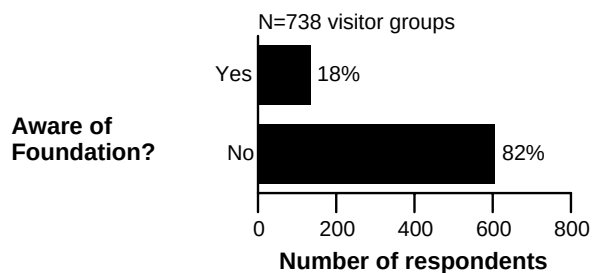


Figure 28: Awareness of Blue Ridge Parkway Foundation - Summer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your personal group obtain information to plan your visit to Blue Ridge Parkway?

Fall

Results

90% of fall visitor groups obtained information about Blue Ridge Parkway prior to their visit (see Figure 29).

- As shown in Figure 30, among those visitor groups who obtained information about Blue Ridge Parkway prior to their visit, the most common sources were:

71% Previous visits
53% Maps/brochures
38% Friends/relatives/word of mouth

- “Other” sources (4%) were:

Appalachian Trail guide
Bicycling groups
Blue Ridge Parkway visitor center
Blue Ridge Parkway Foundation
Boone Christmas Tree Farms
Cheap Joes
Live nearby
Locals
Lutheridge Campground
McDowell County welcome center
Motorcycle rider group
North Carolina Department of Forestry
Newsletter
Park ranger
Personal files
Riding through
Signs
State of Virginia Tourism Division
Tourist welcome center

Obtain prior information?

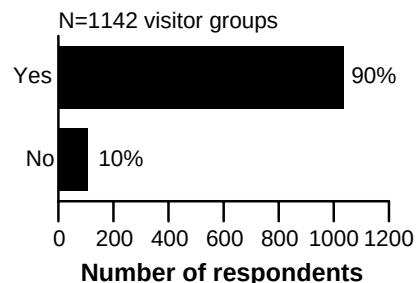


Figure 29: Visitor groups who obtained information about Blue Ridge Parkway prior to visit - Fall

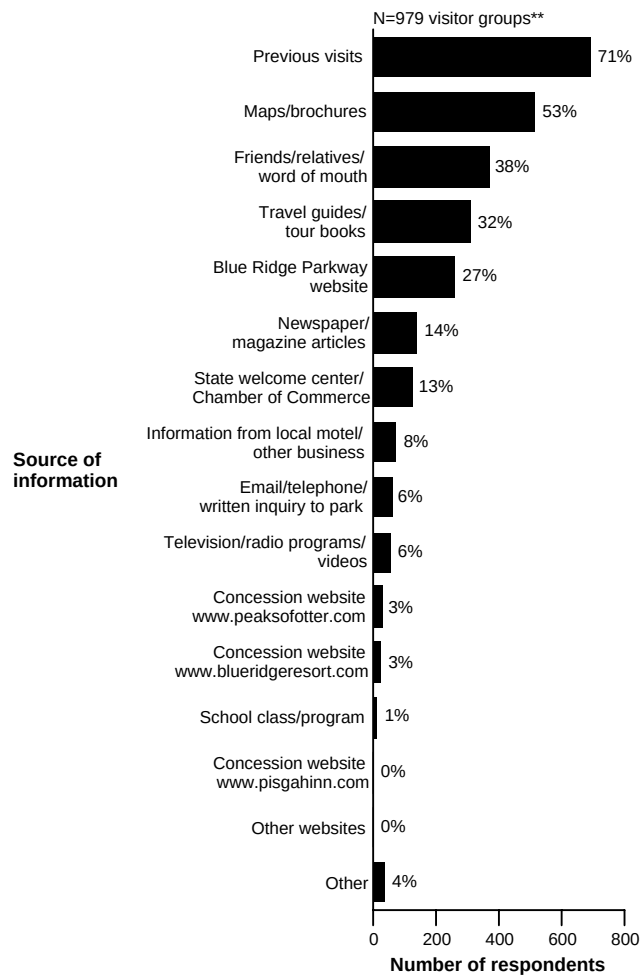


Figure 30: Sources of information used by visitor groups prior to visit - Fall

Question 1a

Prior to your visit, how did you and your personal group obtain information to plan your visit to Blue Ridge Parkway?

Summer**Results**

90% of summer visitor groups obtained information about Blue Ridge Parkway prior to their visit (see Figure 31).

- As shown in Figure 32, among those visitor groups who obtained information about Blue Ridge Parkway prior to their visit, the most common sources were:

72% Previous visits
55% Maps/brochures
39% Friends/relatives/word of mouth

- “Other” sources (3%) were:

Asheville welcome center
Blue Ridge visitor centers
BMW riders club
Church group
Great Smoky Mountains National Park
Information at home
Information at stops, overlooks, on the Parkway
Ranger station
Resident of the area
Signs

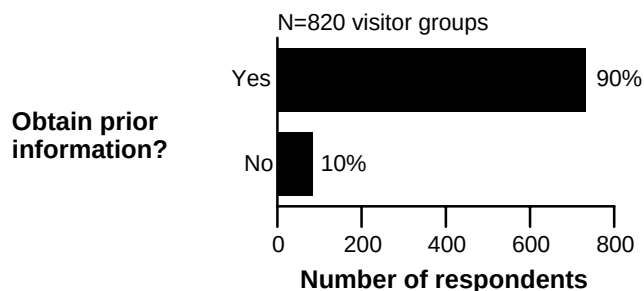


Figure 31: Visitor groups who obtained information about Blue Ridge Parkway prior to visit - Summer

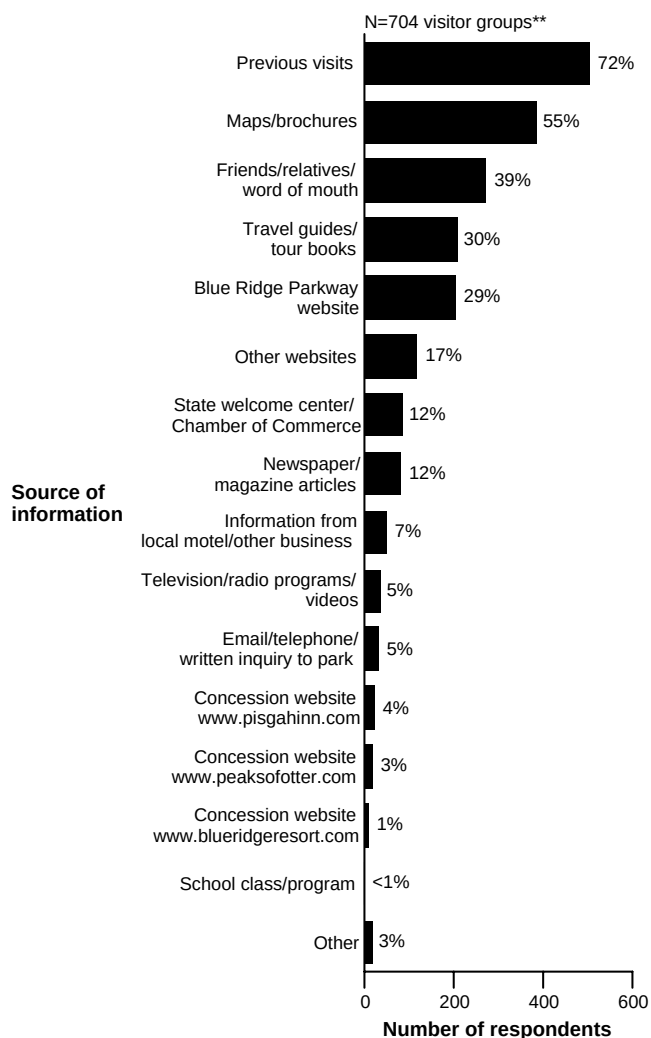


Figure 32: Sources of information used by visitor groups prior to visit - Summer

Question 1c

From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

Fall

Results

99% of fall visitor groups received needed information prior to their visit (see Figure 33).

Received needed information?

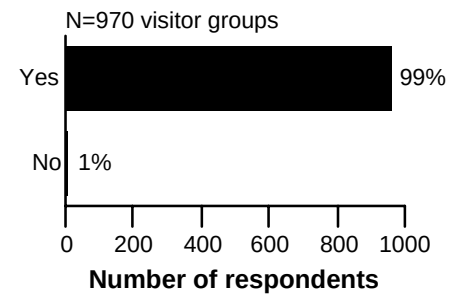


Figure 33: Visitor groups that received needed information prior to their visit - Fall

Question 1d

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

Fall

Results

- Forty-five fall visitor groups indicated information that was needed, but not available (see Table 16).

Table 16: Additional information needed - Fall

N=45 comments

Comment	Number of times mentioned
Detailed maps	6
Trail maps/information	5
Gas stations	4
Weather conditions	3
Campground information (e.g. opening/closing dates)	3
Information on rates	2
Restaurants near parkway	2
Restroom information	2
Up-to-date/accurate website information	2
Best locations for photography	1
Bus tours	1
Did not get a park brochure	1
Electricity	1
Events throughout park	1
Food stores	1
Guide post near entrance with park information	1
Hours of Explore Park exhibits	1
Information on Globe project	1
Information on Grandfather Mountain	1
Leaf color-changing conditions	1
Lodging near parkway	1
Maps showing entrances	1
More information on park activities on website	1
More information on ranger programs	1

Table 16: Additional information needed - Fall
(continued)

Comment	Number of times mentioned
More photos of campsites	1
Motorhomes on road	1
Park closing dates	1
Picnic areas	1
Sites along parkway	1
State/federal magazine	1
Where to get information	1

Question 1c

From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

**Summer
Results**

93% of summer visitor groups received needed information prior to their visit (see Figure 34).

**Receive
needed
information?**

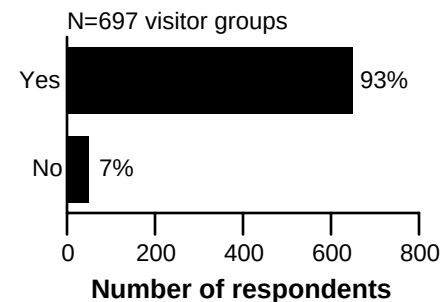


Figure 34: Visitor groups that received needed information prior to their visit - Summer

Question 1d

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

**Summer
Results**

- Forty-seven summer visitor groups indicated information that was needed, but not available (see Table 17).

Table 17: Additional information needed - Summer

N=47 comments

Comment	Number of times mentioned
Closed sections/detour information	16
Camping information (availability, cost, etc.)	3
Gas stations	2
Information about hiking/walking	2
Lodging near parkway	2
Bicycling information	1
Directions and signs to Linville Falls	1
Hiking map for Linville falls	1
Hiking maps on the web site	1
Information about construction at Craggy Gardens	1
Information about the stops	1
Information on the flowering period	1
Information on the peak bloom at Craggy Gardens	1
Location of visitor centers	1
Maps with road information	1
More detailed places to stop	1
More information	1
Names of overlooks	1
Number of miles	1
Picnic bench locations	1
Registration for camping	1
Restroom information	1
Road signs	1
The kind of map that I was given at the Destination Center	1
Things to do in the area	1
Topographical maps	1
Trail information	1

Information sources for future visit

Question 1b

Prior to a future visit, how would you and your personal group prefer to obtain information about Blue Ridge Parkway?

Fall

Results

As shown in Figure 35, the most common sources of information preferred by fall visitor groups for a future visit were:

56% Maps/brochures
52% Blue Ridge Parkway website
45% Previous visits

"Other" sources of information (2%) included:

Blue Ridge Parkway book
Books
Email
Exploring
GPS
Locals
Other technology
Signs
Visitor centers
Walking

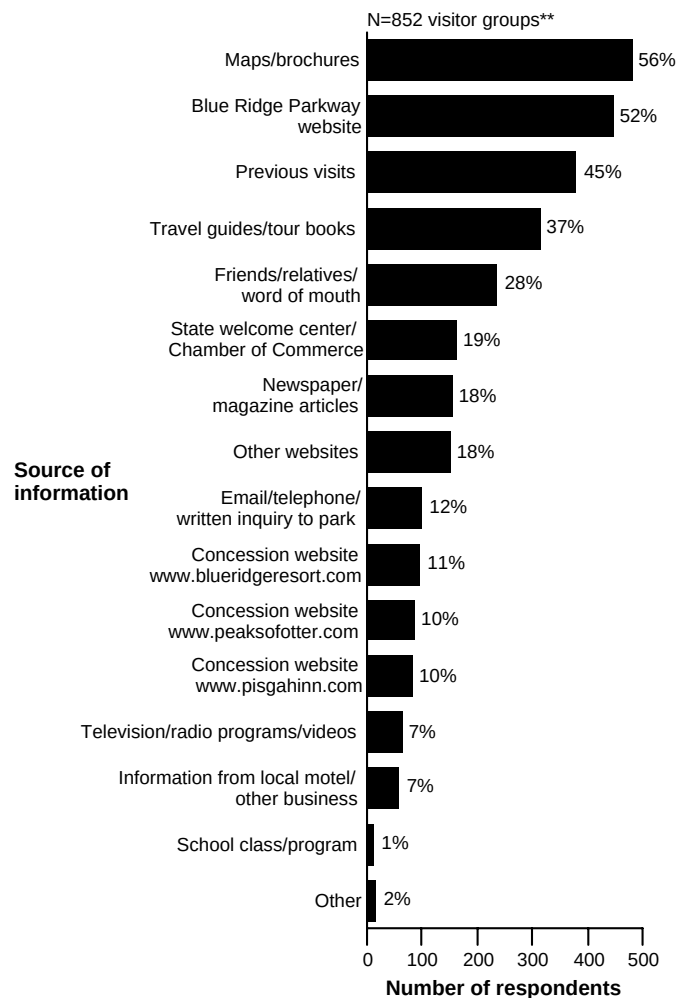


Figure 35: Sources of information preferred for a future visit - Fall

Question 1b

Prior to a future visit, how would you and your personal group prefer to obtain information about Blue Ridge Parkway?

Summer**Results**

As shown in Figure 36, the most common sources of information preferred by summer visitor groups for a future visit were:

56% Blue Ridge Parkway website
55% Maps/brochures
44% Previous visits

"Other" sources of information (2%) were:

Email updates from parkway website
Friends of Blue Ridge Parkway
Information at parkway stops and overlooks
Information at visitor centers
Ranger station
Signs

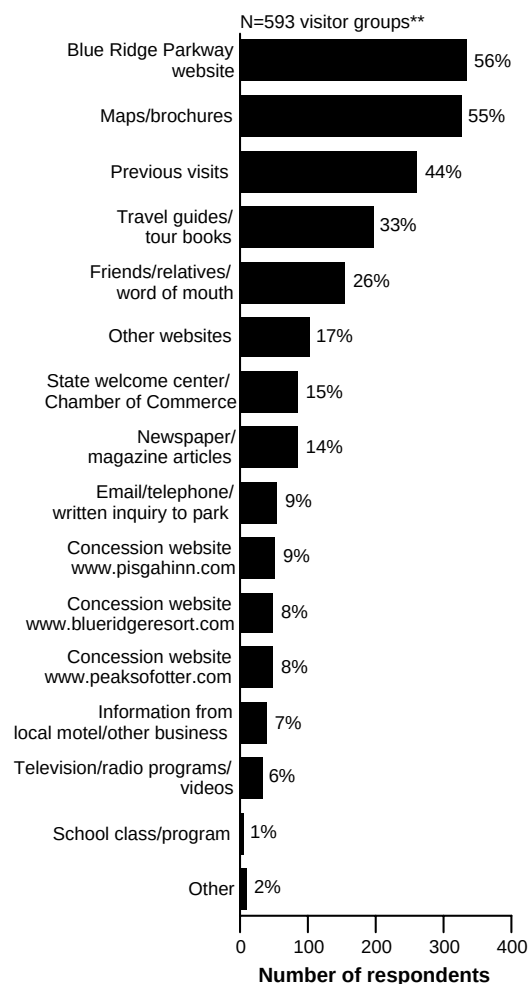
Source of information

Figure 36: Sources of information preferred for a future visit - Summer

Forms of transportation used

Question 4a

On this visit, what forms of transportation did you and your group use to travel between your overnight accommodations or home and Blue Ridge Parkway?

Fall

Results

91% of fall visitor groups used private vehicles (see Figure 37).

7% used rental vehicles.

"Other" forms of transportation (<1%) were:

Airplane
Wheelchair

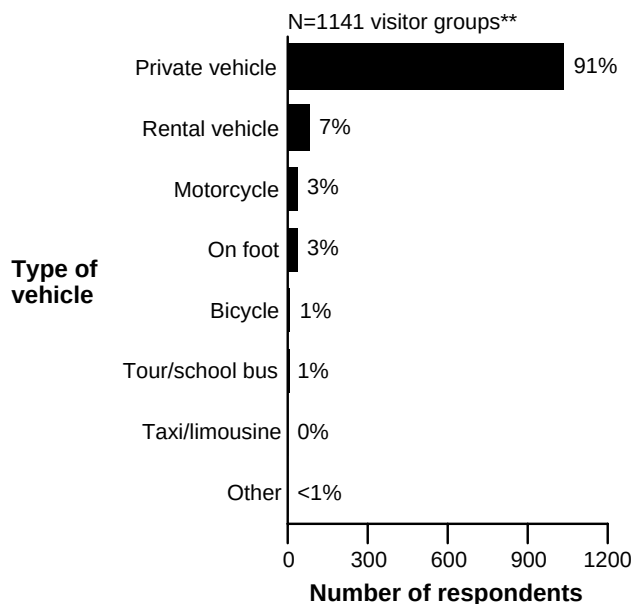


Figure 37: Forms of transportation - Fall

Summer

Results

77% of summer visitor groups used private vehicles (see Figure 38).

19% used motorcycles.

"Other" forms of transportation (<1%) were:

Airplane
Church van
Horses

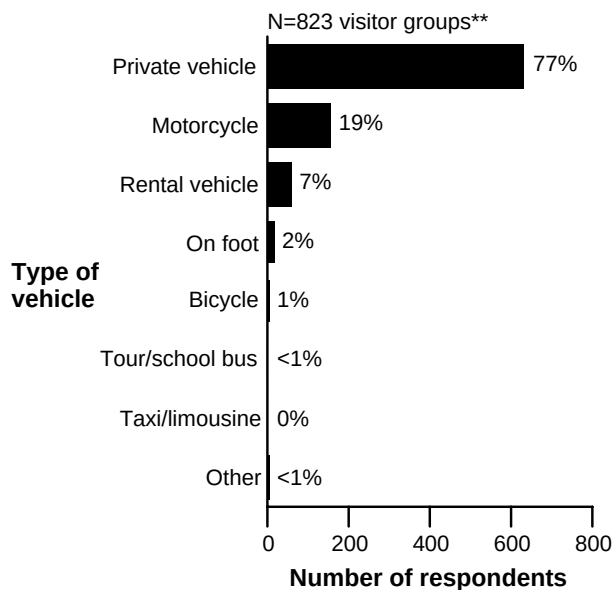


Figure 38: Forms of transportation - Summer

Number of vehicles

Question 4b

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

Fall

Results

90% of fall visitor groups used one vehicle (see Figure 39).

8% used two vehicles.

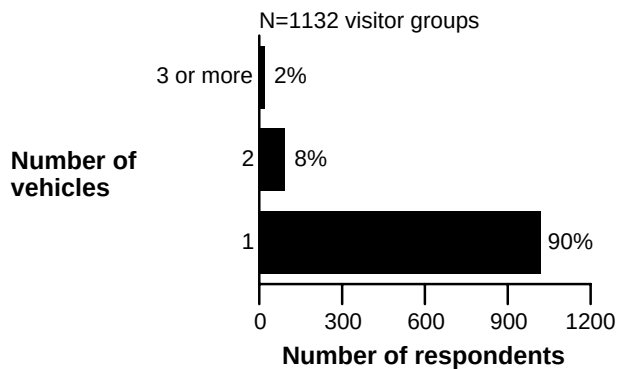


Figure 39: Number of vehicles used to arrive at the park - Fall

Summer

Results

82% of summer visitor groups used one vehicle (see Figure 40).

12% used two vehicles.

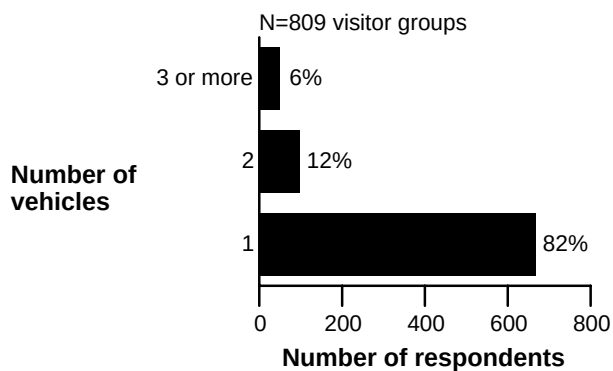


Figure 40: Number of vehicles used to arrive at the park - Summer

Number of entries

Question 5b

On this trip, how many times did you and your personal group enter the Blue Ridge Parkway?

Fall

Results

45% of fall visitor groups entered the park one time (see Figure 41).

43% entered two to four times.

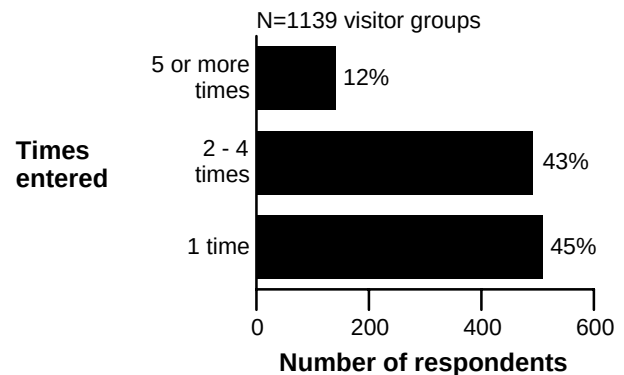


Figure 41: Number of times visitors entered the park - Fall

Summer

Results

45% of summer visitor groups entered the park two to four times (see Figure 42).

40% entered one time.

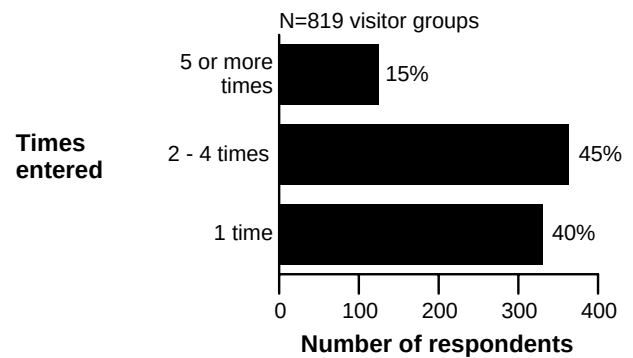


Figure 42: Number of times visitors entered the park - Summer

First entry points

Question 5a

The Blue Ridge Parkway covers 469 miles between Shenandoah National Park, VA and Great Smoky Mountains National Park, TN. On this trip, where did you and your personal group first enter the Blue Ridge Parkway? (open-ended)

Fall

Results

94% of fall visitor groups (N=1079) responded to this question.

Table 18 shows the places where visitor groups entered the parkway.

TABLE 18: Location of entrances to Blue Ridge Parkway - Fall
N=76 entrances

Site	Number of times mentioned
A) Mileposts 0 – 30: includes Shenandoah, Charlottesville, VA – Waynesboro, VA, Staunton, VA, I-64 and surrounding areas.	
Milepost 0	80
Skyline Dr/Shenandoah	62
Love, VA	2
Carters Mountain, VA	1
Highway 56/Whetstone/Montebello	1
Loft Mountain, VA	1
Milepost 16, VA	1
Tye River Gap, VA	1
B) Mileposts 31 – 85: includes Lynchburg, VA, Bedford, VA, Buchanan, VA, Natural Bridge, VA and surrounding areas.	
Bedford/Buchanan/Peaks of Otter	23
James River/Otter Creek/	15
Lynchburg/Big Island	
Buena Vista/Lexington	10
Natural Bridge, VA	3
Amherst, VA	1
Amherst, VA	1
Highway 130, VA	1
C) Mileposts 86 – 140: includes Roanoke Valley and surrounding areas.	
Roanoke/Vinton	57
Blue Ridge, VA	2
Five Mile Mountain Road, VA	1

TABLE 18: Location of entrances to Blue Ridge Parkway - Fall
(continued)

Site	Number of times mentioned
D) Mileposts 141 – 217: includes Blacksburg, VA, Christiansburg, VA, Meadows of Dan, VA, Floyd, VA, Hillsville, VA, Galax, VA, I-77 and surrounding areas.	
Christiansburg/Floyd	28
Meadows of Dan/Mabry Mill	22
Adney Gap, VA	1
Bent Mountain, VA	1
Milepost 145, VA	1
Milepost 152, VA	1
Milepost 193, VA	1
Rocky Knob, VA	1
E) Mileposts 218 – 277: includes Sparta, NC, Laurel Springs, NC, Wilkesboro, NC, W. Jefferson, NC, Glendale Springs, NC, Deep Gap, NC and surrounding areas.	
Fancy Gap/Hillsville	44
Highway 18/89 VA/NC Line	15
Highway 21/Roaring Gap/Sparta	15
Deep Gap, NC	5
Highway 16/Glendale Springs	5
Highway 421, NC	5
Jefferson, NC	2
Laurel Springs, NC	2
Abingdon, VA	1
Ashe County, NC	1
Cherry, NC	1
Milepost 234, NC	1
Milepost 260, NC	1
F) Mileposts 278 – 344: includes Boone, NC, Blowing Rock, NC, Linville, NC, Grandfather Mountain, NC, Crossnore, NC, Spruce Pine, NC, Marion, NC and surrounding areas.	
Boone/Blowing Rock	133
Highway 181/Pineola/Linville	34
Falls/Linville	
Highway 226/Gillespie Gap/Spruce Pine	19
Little Switzerland, NC	12
Highway 221 Grandfather Mountain	8
Marion, NC	5
Highway 80, NC	4
Busick, NC	2
Morganton, NC	2
Banner Elk, NC	1
Buck Creek Gap, NC	1
Burnsville, NC	1
Highway 221, NC	1
Jonas Ridge, NC	1

TABLE 18: Location of entrances to Blue Ridge Parkway - Fall
(continued)

Site	Number of times mentioned
F) Mileposts 278 – 344: includes Boone, NC, Blowing Rock, NC, Linville, NC, Grandfather Mountain, NC, Crossnore, NC, Spruce Pine, NC, Marion, NC and surrounding areas. (continued)	
Linn Cove Viaduct, NC	1
Milepost 283, NC	1
Milepost 291.8, NC	1
Milepost 294, NC	1
Milepost 295, NC	1
Rutherfordton, NC	1
G) Mileposts 345 – 412: includes Asheville, NC, Hendersonville, NC, Black Mountain, NC, Arden, NC, Fletcher, NC, Bent Creek, NC, Arboretum and surrounding areas.	
Asheville	285
Highway 191/Bent Creek	6
Mt. Pisgah/Pisgah/Pisgah	5
Inn/Highway 151	
Highway 151, NC	2
Craven Gap, NC	1
H) Mileposts 413 – 469: includes Waynesville, NC, Brevard, NC, Cherokee, NC, Sylva, NC, Rosman, NC, Cashiers, NC, Great Smoky Mountains, and surrounding areas.	
Milepost 469/Cherokee	41
Balsam Gap/Waynesville/Sylva	40
Great Smoky Mountain National Park	22
Highway 19/Maggie Valley	12
Brevard, NC	6
Highway 276, NC	6
Highway 215, NC	4
Highlands, NC	1
Highway 276/Brevard/Waynesville	1
Highway 281, NC	1
Unknown location	
Oxen, NC	1
Rock, VA	1

Question 5a

The Blue Ridge Parkway covers 469 miles between Shenandoah National Park, VA and Great Smoky Mountains National Park, TN. On this trip, where did you and your personal group first enter the Blue Ridge Parkway? (open-ended)

Summer

Results

93% of summer visitor groups (N=772) responded to this question.

Table 19 shows the places where visitor groups entered the parkway.

TABLE 19: Location of entrances to Blue Ridge Parkway - Summer

N=67 entrances

Site	Number of times mentioned
A) Mileposts 0 – 30: includes Shenandoah, Charlottesville, VA – Waynesboro, VA, Staunton, VA, I-64 and surrounding areas.	
Milepost 0	67
Skyline Dr/Shenandoah	36
Highway 56/Whetstone/Montebello	2
Highway 250, VA	1
B) Mileposts 31 – 85: includes Lynchburg, VA, Bedford, VA, Buchanan, VA, Natural Bridge, VA and surrounding areas.	
Bedford/Buchanan/Peaks of Otter	32
James River/Otter Creek/	
Lynchburg/Big Island	18
Buena Vista/Lexington	8
Highway 130, VA	4
Amherst, VA	2
Milepost 57, NC	1
C) Mileposts 86 – 140: includes Roanoke Valley and surrounding areas.	
Roanoke/Vinton	27
Christiansburg/Floyd	11
Blue Ridge, VA	3
Adney Gap, VA	1
State Road 771, VA	1
D) Mileposts 141 – 217: includes Blacksburg, VA, Christiansburg, VA, Meadows of Dan, VA, Floyd, VA, Hillsville, VA, Galax, VA, I-77 and surrounding areas.	
Meadows of Dan/Mabry Mill	24
Galax, VA	5
Callaway, VA	1
Milepost 203, VA	1
Orchard Gap, VA	1

**TABLE 19: Location of entrances to Blue Ridge Parkway -
Summer**
(continued)

Site	Number of times mentioned
E) Mileposts 218 – 277: includes Sparta, NC, Laurel Springs, NC, Wilkesboro, NC, W. Jefferson, NC, Glendale Springs, NC, Deep Gap, NC and surrounding areas.	
Fancy Gap/Hillsville	49
Highway 18/89 VA/NC Line	7
Highway 21/Roaring Gap/Sparta	6
Deep Gap, NC	4
Highway 16/Glendale Springs	3
Highway 421, NC	3
Jefferson, NC	2
North Wilkesboro/Wilkesboro	2
Milepost 220	1
Milepost 221	1
Laurel Springs, NC	1
Lowgap, NC	1
Milepost 230, VA	1
Milepost 249, NC	1
Near Whitehead, NC	1
F) Mileposts 278 – 344: includes Boone, NC, Blowing Rock, NC, Linville, NC, Grandfather Mountain, NC, Crossnore, NC, Spruce Pine, NC, Marion, NC and surrounding areas.	
Boone/Blowing Rock	84
Highway 181/Pineola/Linville	
Falls/Linville	23
Highway 226/Gillespie Gap/Spruce Pine	11
Highway 221 Grandfather Mountain	3
Little Switzerland, NC	3
Marion, NC	2
Avery County, NC	1
Green Hill Road, NC	1
Highway 221 Milepost 291.9, NC	1
Highway 80, NC	1
McKinny Gap Milepost 328, NC	1
Milepost 292	1
Milepost 314.5	1

**TABLE 19: Location of entrances to Blue Ridge Parkway -
Summer**
(continued)

Site	Number of times mentioned
G) Mileposts 345 – 412: includes Asheville, NC, Hendersonville, NC, Black Mountain, NC, Arden, NC, Fletcher, NC, Bent Creek, NC, Arboretum and surrounding areas.	
Asheville	146
Mt. Pisgah/Pisgah/Pisgah	
Inn/Highway 151	10
Highway 276/Brevard/Waynesville	8
Highway 191/Bent Creek	7
Highway 151, NC	2
Milepost 395, NC	1
Milepost 370	1
H) Mileposts 413 – 469: includes Waynesville, NC, Brevard, NC, Cherokee, NC, Sylva, NC, Rosman, NC, Cashiers, NC, Great Smoky Mountains, and surrounding areas.	
Milepost 469/Cherokee	57
Balsam Gap/Waynesville/Sylva	26
Great Smoky Mountains National Park	26
Highway 19/Maggie Valley	16
Black Balsam area, NC	1
Brevard, NC	1
Brevard/Waynesville	1
Unknown location	
Unsure, NC	2
Highway 215, NC	1
Highway 286, NC	1
Murphy, NC	1
Unsure, TN	1

Exit points

Question 5c

On this trip, where did you and your personal group leave the Blue Ridge Parkway for the last time? (open-ended)

Fall

Results

89% of fall visitor groups (N=1026) responded to this question.

Table 20 shows the places where fall visitor groups exited the parkway for the last time.

TABLE 20: Location of exits from Blue Ridge Parkway - Fall
N=89 exits

Site	Number of times mentioned
A) Mileposts 0 – 30: includes Shenandoah, Charlottesville, VA – Waynesboro, VA, Staunton, VA, I-64 and surrounding areas.	
Highway 56/Whetstone/Montebello	3
Tye River Gap, VA	2
Barboursville, VA	1
Hull St. Rd, VA	1
Leesburg, VA	1
Love, VA	1
Reeds Gap, VA	1
Willis Gap Rd, VA	1
Wintergreen, VA	1
B) Mileposts 31 – 85: includes Lynchburg, VA, Bedford, VA, Buchanan, VA, Natural Bridge, VA and surrounding areas.	
Bedford/Buchanan/Peaks of Otter	26
James River/Otter Creek/	10
Lynchburg/Big Island	
Buena Vista/Lexington	6
Highway 130, VA	2
Natural Bridge, VA	2
Glasgow, VA	1
Milepost 48, VA	1
C) Mileposts 86 – 140: includes Roanoke Valley and surrounding areas.	
Roanoke/Vinton	53
Skyline Dr/Shenandoah	22
Amherst, VA	2
Blue Ridge, VA	2
Adney Gap, VA	1
Highway 221 near Check, VA	1
Highway 221, VA	1
Highway 24, VA	1
Milepost 115, VA	1
Stewartsville, VA	1

TABLE 20: Location of exits from Blue Ridge Parkway - Fall
(continued)

Site	Number of times mentioned
D) Mileposts 141 – 217: includes Blacksburg, VA, Christiansburg, VA, Meadows of Dan, VA, Floyd, VA, Hillsville, VA, Galax, VA, I-77 and surrounding areas.	
Milepost 0	61
Christiansburg/Floyd	30
First exit south, VA	1
Milepost 145, VA	1
Milepost 152, VA	1
Milepost 193, VA	1
E) Mileposts 218 – 277: includes Sparta, NC, Laurel Springs, NC, Wilkesboro, NC, W. Jefferson, NC, Glendale Springs, NC, Deep Gap, NC and surrounding areas.	
Fancy Gap/Hillsville	35
Deep Gap, NC	8
Highway 18/89 VA/NC Line	7
Highway 16/Glendale Springs	4
Highway 421, NC	4
Doughton Pk, NC	2
Jefferson, NC	2
Allegheny County, NC	1
Greensboro, NC	1
Jonesville, NC	1
Laurel Springs, NC	1
Milepost 250, NC	1
Milepost 276, NC	1
Spartanburg, NC	1
Stone Mountain, NC	1
F) Mileposts 278 – 344: includes Boone, NC, Blowing Rock, NC, Linville, NC, Grandfather Mountain, NC, Crossnore, NC, Spruce Pine, NC, Marion, NC and surrounding areas.	
Highway 221, NC	427
Boone/Blowing Rock	145
Highway 181/Pineola/Linville	40
Falls/Linville	
Little Switzerland, NC	23
Meadows of Dan/Mabry Mill	19
Highway 226/Gillespie Gap/Spruce Pine	14
Marion, NC	10
Highway 80, NC	9
Highway 221 Grandfather Mountain	6
Burnsville, NC	2
Busick, NC	2
Linn Cove Viaduct, NC	2
Milepost 330, NC	2

TABLE 20: Location of exits from Blue Ridge Parkway - Fall
(continued)

Site	Number of times mentioned
F) Mileposts 278 – 344: includes Boone, NC, Blowing Rock, NC, Linville, NC, Grandfather Mountain, NC, Crossnore, NC, Spruce Pine, NC, Marion, NC and surrounding areas. (continued)	
Milepost 294, NC	1
Milepost 295, NC	1
Banner Elk, NC	1
Buck Creek Gap, NC	1
Milepost 241, NC	1
Moravian Falls, NC	1
G) Mileposts 345 – 412: includes Asheville, NC, Hendersonville, NC, Black Mountain, NC, Arden, NC, Fletcher, NC, Bent Creek, NC, Arboretum and surrounding areas.	
Asheville	245
Highway 276, NC	9
Highway 191/Bent Creek	5
Highway 276/Brevard/Waynesville	4
Highway 26, NC	2
Mt. Pisgah/Pisgah/Pisgah	2
Inn/Highway 151	
19E, NC	1
Highway 151, NC	1
Milepost 375, NC	1
H) Mileposts 413 – 469: includes Waynesville, NC, Brevard, NC, Cherokee, NC, Sylva, NC, Rosman, NC, Cashiers, NC, Great Smoky Mountains, and surrounding areas.	
Milepost 469/Cherokee	49
Great Smoky Mountains National Park	37
Balsam Gap/Waynesville/Sylva	32
Highway 21/Roaring Gap/Sparta	13
Highway 19/Maggie Valley	11
Brevard, NC	10
Highway 23, NC	1
Maggie/Cherokee, NC	1
Natchez, MS	1
Pigeon Gap, NC	1
Buckingham, VA	1
Charlesville, VA	1
Laura, NC	1
Smolko, NC	1
Unknown location	
Buckingham, VA	1
Charlesville, VA	1
Laura, NC	1
Smolko, NC	1

Question 5c

On this trip, where did you and your personal group leave the Blue Ridge Parkway for the last time? (open-ended)

**Summer
Results**

- 88% of summer visitor groups (N=731) responded to this question.

Table 21 shows the places where summer visitor groups exited the parkway for the last time.

TABLE 21: Location of exits to Blue Ridge Parkway - Summer
N=83 exits

Site	Number of times mentioned
A) Mileposts 0 – 30: includes Shenandoah, Charlottesville, VA – Waynesboro, VA, Staunton, VA, I-64 and surrounding areas.	
Milepost 0	53
Skyline Dr/Shenandoah	36
Highway 18/89 VA/NC Line	6
Highway 56/Whetstone/Montebello	3
Highway to Wintergreen, VA	1
North Gate, VA	1
Reeds Gap, VA	1
Sherando Lake, VA	1
B) Mileposts 31 – 85: includes Lynchburg, VA, Bedford, VA, Buchanan, VA, Natural Bridge, VA and surrounding areas.	
Bedford/Buchanan/Peaks of Otter	32
James River/Otter	
Creek/Lynchburg/Big Island	14
Buena Vista/Lexington	6
Highway 130, VA	4
Milepost 50,	1
C) Mileposts 86 – 140: includes Roanoke Valley and surrounding areas.	
Amherst, VA	2
Blue Ridge, VA	2
State Road 771, VA	1

TABLE 21: Location of exits to Blue Ridge Parkway - Summer
(continued)

Site	Number of times mentioned
D) Mileposts 141 – 217: includes Blacksburg, VA, Christiansburg, VA, Meadows of Dan, VA, Floyd, VA, Hillsville, VA, Galax, VA, I-77 and surrounding areas.	
Fancy Gap/Hillsville	33
Meadows of Dan/Mabry Mill	20
Christiansburg/Floyd	16
Highway 191/Bent Creek	8
Galax, VA	4
Milepost 203	2
215 Haywood Co., NC	1
Callaway, VA	1
Conaor Grove Road, VA	1
Milepost 173, VA	1
Milepost 182, VA	1
Near Rock Mountain, VA	1
Orchard Gap, VA	1
Pipers Gap, VA	1
Shooting Creek Road, VA	1
E) Mileposts 218 – 277: includes Sparta, NC, Laurel Springs, NC, Wilkesboro, NC, W. Jefferson, NC, Glendale Springs, NC, Deep Gap, NC and surrounding areas.	
Roaring Run, NC	39
Highway 21/Roaring Gap/Sparta	5
Highway 421, NC	4
Deep Gap, NC	3
Highway 16/Glendale Springs	2
Jefferson, NC	2
Highway 421/21, NC	1
Doughton Park, NC	1
Laurel Springs, NC	1
Milepost 260, Highway 16, NC	1
North Wilkesboro/Wilkesboro	1
NW Trading Post, NC	1
F) Mileposts 278 – 344: includes Boone, NC, Blowing Rock, NC, Linville, NC, Grandfather Mountain, NC, Crossnore, NC, Spruce Pine, NC, Marion, NC and surrounding areas.	
Boone/Blowing Rock	73
Highway 181/Pineola/Linville	
Falls/Linville	20
Highway 226/Gillespie Gap/Spruce Pine	15
Highway 221 Grandfather Mountain	5
Highway 80, NC	5
Little Switzerland, NC	4
Highway 221 S, NC	2

TABLE 21: Location of exits to Blue Ridge Parkway - Summer
(continued)

Site	Number of times mentioned
F) Mileposts 278 – 344: includes Boone, NC, Blowing Rock, NC, Linville, NC, Grandfather Mountain, NC, Crossnore, NC, Spruce Pine, NC, Marion, NC and surrounding areas. (continued)	
Banner Elk, NC	1
Detour at about Milepost 310-320, NC	1
Green Hill Road, NC	1
Highway 221, Linville Falls, NC	1
Marion, NC	1
McKinny Gap Milepost 328, NC	1
Milepost 292	1
Milepost 314.5	1
Milepost 340, NC	1
Phillips Gap, NC	1
G) Mileposts 345 – 412: includes Asheville, NC, Hendersonville, NC, Black Mountain, NC, Arden, NC, Fletcher, NC, Bent Creek, NC, Arboretum and surrounding areas.	
Asheville	137
Mt. Pisgah/Pisgah/Pisgah	
Inn/Highway 151	12
Highway 276/Brevard/Waynesville	6
Crabtree Meadows, NC	1
Highway 129, NC	1
Highway 151, NC	1
Highway 280, NC	1
Milepost 370	1
H) Mileposts 413 – 469: includes Waynesville, NC, Brevard, NC, Cherokee, NC, Sylva, NC, Rosman, NC, Cashiers, NC, Great Smoky Mountains, and surrounding areas.	
Milepost 469/Cherokee	50
Balsam Gap/Waynesville/Sylva	25
Great Smoky Mountain National Park	18
Highway 19/Maggie Valley	13
Brevard, NC	5
Highlands, NC	1
Highway 215, NC	1
Milepost 443 to Waynesville, TN	1
Near Crusoe, NC	1
Shining Rock Wilderness, NC	1
Unknown location	
Highway 286, NC	1
Interstate 81, VA	1
Middle part of VA	1
Unsure	1

Primary reason for visiting Blue Ridge Parkway area

Question 6

For this visit, what was the primary reason that you and your personal group visited the area in Virginia or North Carolina within 35 miles of Blue Ridge Parkway?

Fall

Results

13% of fall visitor groups were residents of the area within 35 miles of the Blue Ridge Parkway in Virginia or North Carolina (see Figure 43).

As shown in Figure 44, the primary reasons non-resident visitor groups visited the Blue Ridge Parkway area included:

- 57% Visit Blue Ridge Parkway
- 17% Visit other attractions in the area
- 8% Visit friends/relatives in the area

Table 22 shows “other” primary reasons (11%) for visiting the Blue Ridge Parkway area.

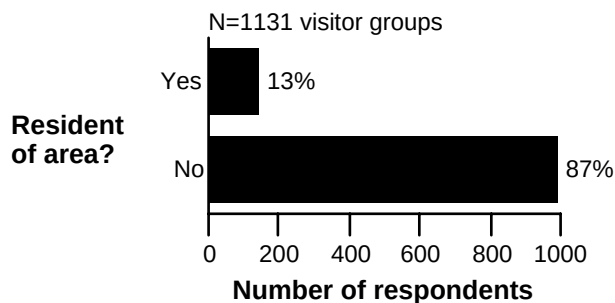


Figure 43: Resident of the area within 35 miles of the Blue Ridge Parkway - Fall

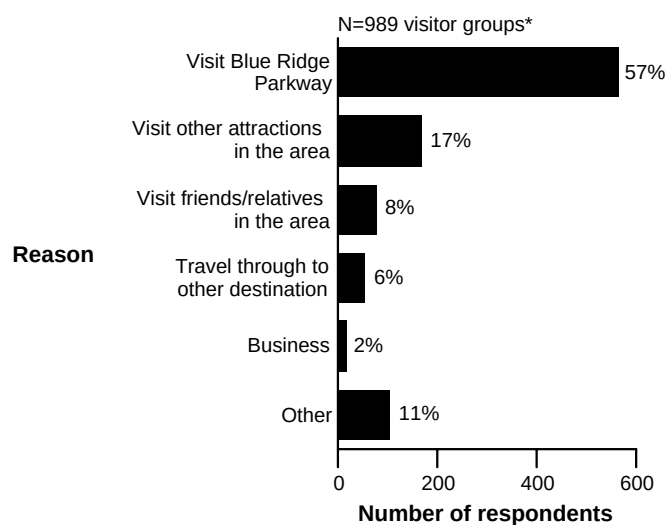


Figure 44: Primary reason for visiting Blue Ridge Parkway area on this visit - Fall

Table 22: Primary reason for visiting Blue Ridge Parkway area - Fall
N=116 comments

Reason	Number of times mentioned
Fall foliage	21
Camping	8
Hiking	7
Vacation	5
Vacation home	5
Eat at Mabry Mill	4
Honeymoon	4
Pisgah Inn	4
Appalachian Trail	3
Moving to area	3
Photography	3
Second home	3
Visit Explore Park	3
Attend wedding	2
Folk Art Center	2
Mountain Mitchell	2
Time share stay	2
Wedding anniversary	2
Antique shopping	1
Art workshop	1
Backpacking trip	1
Bicycle race	1
Birthday	1
Church retreat	1
Conference	1
Crooked road	1
Doughton Park	1
Driving through	1
Eat breakfast	1
Family reunion	1
Fishing	1
Get gas	1
Looking for property	1
Meadows of Dan fire station fundraiser	1
Monticello/Biltmore Estate	1
Painting	1
Pleasure trip	1
Ride bicycles	1
RV-ing	1
South Highland craft show	1
See waterfalls	1
Sightseeing	1
Visit Great Smoky Mountains	1
Special event at Explore Park	1
Spend the night	1
Stay in Black Mountain	1

Table 22: Primary reason for visiting Blue Ridge Parkway area - Fall
(continued)

Reason	Number of times mentioned
Virginia Tech football game	1
Visit Appalachia State University	1
Visit Linville Falls	1
Visit mountain property	1
Visit wineries	1

Question 6

For this visit, what was the primary reason that you and your personal group visited the area in Virginia or North Carolina within 35 miles of Blue Ridge Parkway?

Summer**Results**

14% of summer visitor groups were residents of the area within 35 miles of the Blue Ridge Parkway in Virginia or North Carolina (see Figure 45).

For non-resident visitor groups, the primary reasons for visiting the Blue Ridge Parkway area included (see Figure 46):

- 45% Visit Blue Ridge Parkway
- 18% Visit other attractions in the area
- 10% Travel through to other destinations

Table 23 shows “other” primary reasons (17%) for visiting the Blue Ridge Parkway area.

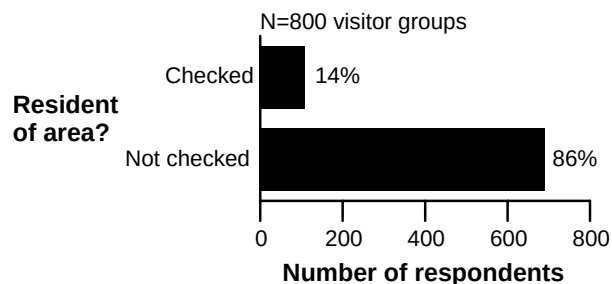


Figure 45: Resident of the area within 35 miles of the Blue Ridge Parkway - Summer

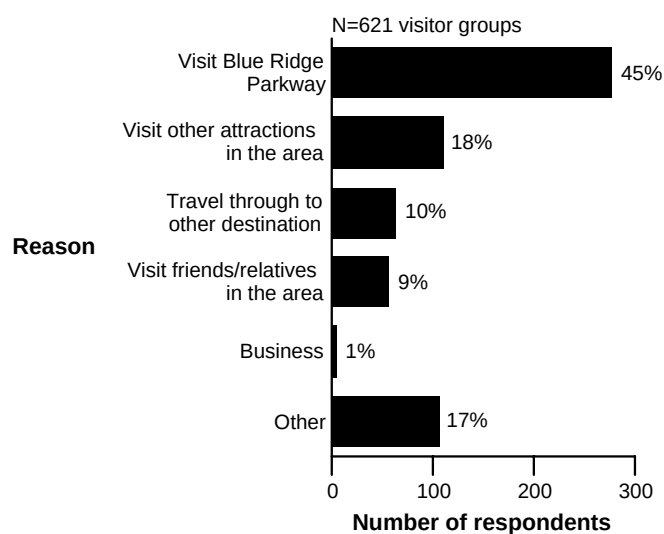


Figure 46: Primary reason for visiting Blue Ridge Parkway area on this visit - Summer

**Table 23: Primary reason for visiting Blue Ridge Parkway area -
Summer**

N=111 comments

Reason	Number of times mentioned
Second home	4
Vacation	3
Camping	3
Hiking	3
Honda Hoot	3
Eat at Mabry Mill	2
Eat at Otter Creek	2
Just riding	2
Overnight stay with motel and fuel	2
Picnicking	2
Pleasure trip	2
Attend a family funeral	1
Attend an athletic event	1
Attend class at Wildacres Retreat	1
Attend play at Puckett's Cabin	1
Backpacking trip	1
Bicycle tour	1
Birdwatching	1
Blue Ridge Music Center	1
Bluegrass music at Humpback Rocks Farm	1
Building a retiring home	1
Came for retreat	1
Chetola	1
Concert at Western Carolina University	1
Cool air	1
Day trip	1
Doughton Park	1
Enjoy the mountains	1
Family reunion	1
First trip to Great Smoky Mountains	1
Fishing	1
Flowers	1
Folk Art Center	1
Get away date	1
Group tour with friends	1
Hike at Moses Cone	1
Horse riding	1
Maggie Valley Wheels Through Time Museum	1
Medical reasons	1
Motorcycle rally	1
Motorcycle weekend at Maggie Valley	1
Natural bridge	1
North Carolina Managers Conference	1

**Table 23: Primary reason for visiting Blue Ridge Parkway area -
Summer**
(continued)

Reason	Number of times mentioned
Own land along Parkway	1
Photography workshop	1
Planning relocation to Asheville	1
Relaxing	1
Rental Banner Elk	1
RV-ing	1
Ships reunion	1
Tail of the Dragon	1
To explore area	1
To go to church	1
Trip to Grandfather mountain	1
View the scenery	1
Virginia historical and DC	1
Visit Asheville, NC	1
Visit Biltmore Home/Inn	1
Visit Shenandoah National Park	1
Visit Waterrock Knob	1
Visit Moses Cone Estate	1
Wedding	1
Wildflower meeting	1
Youth rally	1

Primary reason for visiting the Blue Ridge Parkway

Question 7

On this visit, what was the primary reason that you and your personal group visited the Blue Ridge Parkway?

Fall

Results

As shown in Figure 47, fall visitors groups' most common primary reasons for visiting the Blue Ridge Parkway was:

77% Take scenic drive/view scenery

"Other" primary reasons for visiting (5%) were:

Bicycling
Bus to Asheville craft fair
Camping
Church service at Mountain Mitchell
Craft show
Eat
Eat at Bluff's
Eat at Mabry Mill
Eat at Peaks of Otter Restaurant
Eat at Pisgah Inn
Fall foliage
Family reunion
Fishing Price Lake
Fun
Guided tour
Halloween event at Explore Park
Halloween events
Hike Humpback Rocks
Hiking
Look outs
Mountain Mitchell
Painting
Photography
Picnic
Rest and relaxation
Ride motorcycle
Second home

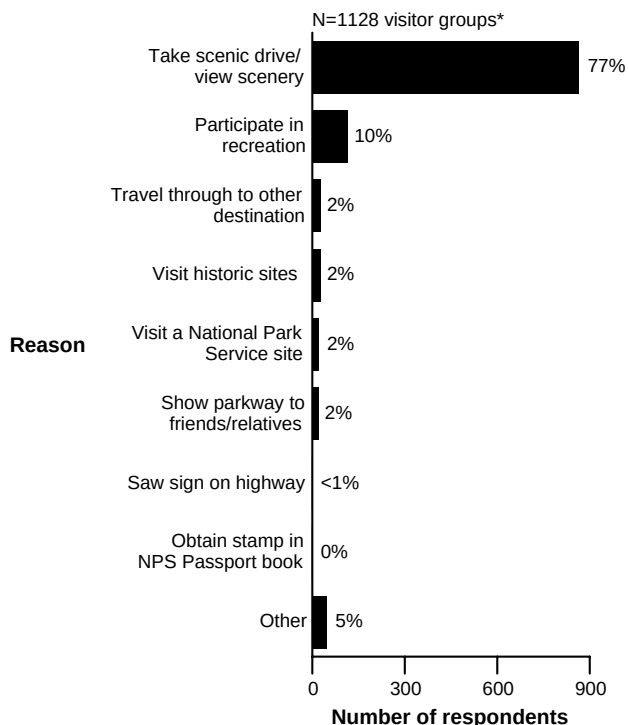


Figure 47: Primary reason for visiting the Blue Ridge Parkway on this visit - Fall

"Other" reasons, continued:

Shop at Mabry Mill
Stay at Peaks of Otter Lodge
Stay at Pisgah Inn
UNCA class
Vacation
Visit Cone Manor
Visit craft store
Visit Explore Park
Visit Folk Art Center
Visit friends
Visit Mabry Mill
Visit Moses Cone Craft Center
Visit Otter Creek restaurant
Wedding anniversary
Wildflowers

Question 7

On this visit, what was the primary reason that you and your personal group visited the Blue Ridge Parkway?

Summer**Results**

As shown in Figure 48, summer visitor groups' most common primary reason for visiting the Blue Ridge Parkway was:

58% Take scenic drive/view scenery

"Other" reasons for visiting (9%) were:

Attend Play at Puckett's Cabin
 Birdwatching
 Blue Ridge Music Center
 Bluegrass/gospel group
 Building a home
 Camping
 Date
 Eat
 Eat at Mabry Mill
 Eat at Otter Creek Restaurant
 Eat at Peaks of Otter
 Eat at Pisgah Inn
 Family reunion
 Get away
 Hear music program at Humpback Rocks Visitor Center
 Hiking
 Horse riding
 Join relatives for meal
 Motorcycle riding
 Personal groups suggestion
 Photography
 Picnic
 Pleasure trip
 Previously known site
 Revisit site of marriage proposal
 Second home
 Second honeymoon
 See a Magnolia Warbler
 Ship's reunion
 Shop at Allanstand
 Sliding rock
 Stay at the Bluffs Lodge

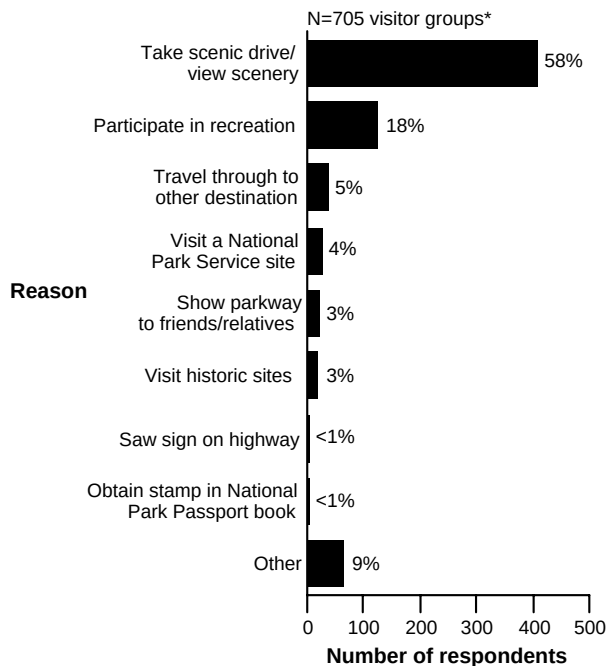


Figure 48: Primary reason for visiting the Blue Ridge Parkway on this visit - Summer

"Other" reasons, continued:

Vacation
 Virginia Craft Store
 Visit Chateau Morisette Winery
 Visit Cone Manor
 Visit craft shop
 Visit Folk Art Center
 Visit friends
 Visit Moses Cone Craft Center
 Visit new information center
 Visit Waterrock Knob
 Visit with friends/relatives
 Wildflowers

Length of stay

Question 8

On this visit to Blue Ridge Parkway, how long did you and your personal group spend visiting the park?

Fall

Results

The average length of stay for fall visitor groups (including hours and days) was 36.3 hours.

Number of hours if less than 24 hours

- 42% of fall visitor groups spent five or more hours visiting the parkway (see Figure 49).
- 20% spent four hours.

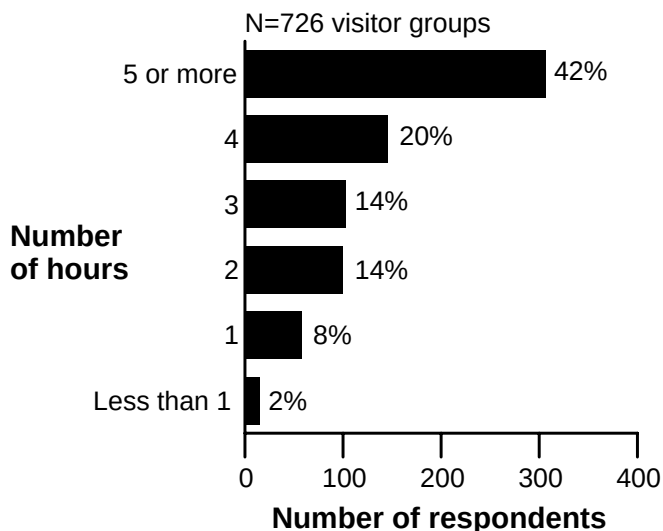


Figure 49: Hours spent visiting the Blue Ridge Parkway - Fall

Number of days if 24 hours or more

- 36% of visitor groups spent two days visiting the parkway (see Figure 50).
- 33% spent four or more days.

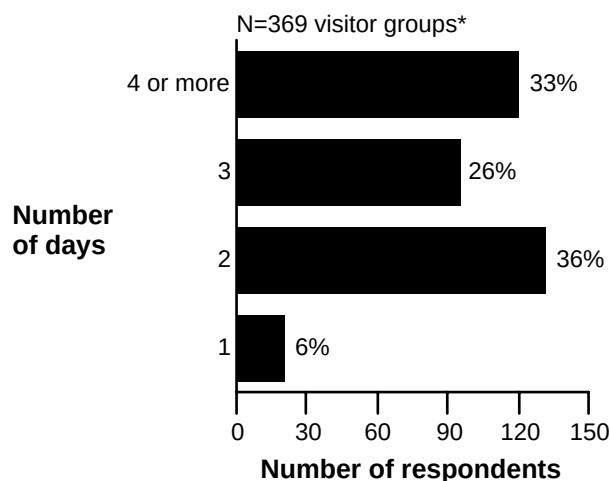


Figure 50: Days spent visiting the Blue Ridge Parkway - Fall

Question 8

On this visit to Blue Ridge Parkway, how long did you and your personal group spend visiting the park?

Summer**Results**

- The average length of stay for summer visitor groups (including hours and days) was 35.5 hours.

Number of hours if less than 24 hours

- 38% of summer visitor groups spent five or more hours visiting the Blue Ridge Parkway (see Figure 51).
- 20% spent two hours.

Number of hours

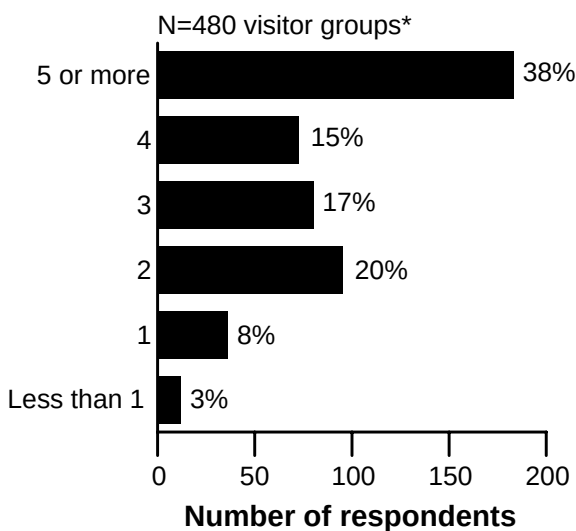


Figure 51: Hours spent visiting the Blue Ridge Parkway - Summer

Number of days if 24 hours or more

- 38% of summer visitor groups spent four or more days visiting the parkway (see Figure 52).
- 38% spent two days.

Number of days

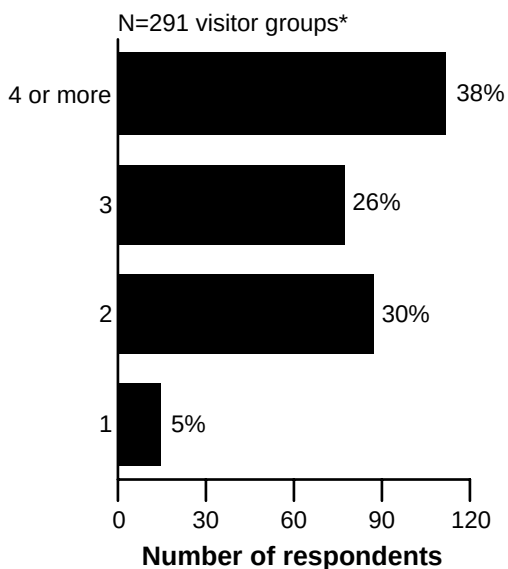


Figure 52: Days spent visiting the Blue Ridge Parkway- Summer

Sites visited

Question 9

On this visit, which of the following sites along the Blue Ridge Parkway did you visit?

Fall

Results

- As shown in Figure 53, the most commonly visited sites by fall visitor groups at Blue Ridge Parkway were:

27% Folk Art Center
 22% Linville Falls/Visitor Center
 21% Craggy Gardens/Visitor Center
 21% Moses Cone Memorial Park/Craft Shop

- Table 24 shows “other” sites (11%) visited along the parkway.

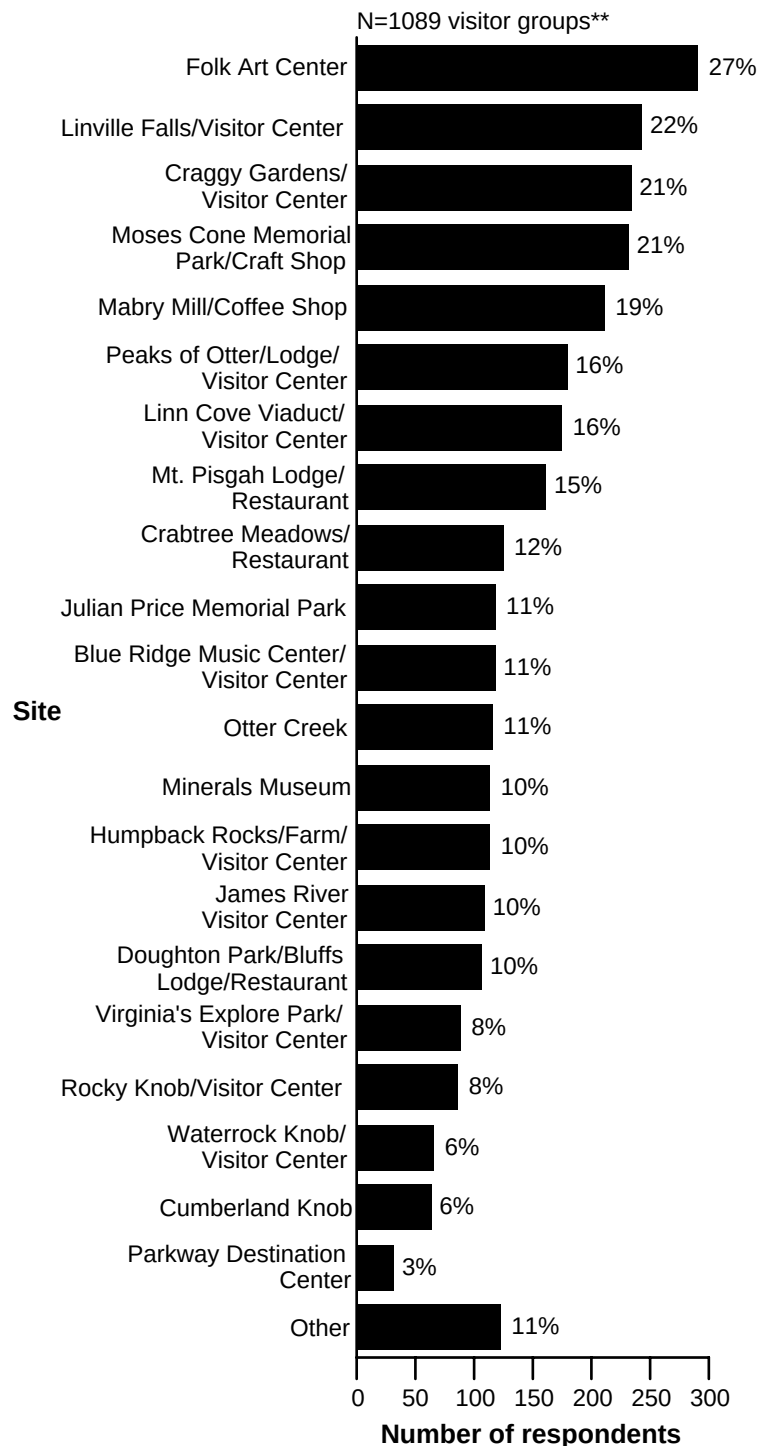


Figure 53: Sites visited - Fall

Table 24: “Other” sites visited along the Blue Ridge Parkway - Fall
N=144 sites

Site	Number of times mentioned
Mt. Mitchell	31
Overlooks	11
Grandfather Mountain	7
Mt. Mitchell State Park	6
Blowing Rock	4
Brinegar Cabin	4
Northwest Trading Post	4
Chateau Morrisette	3
Graveyard fields	3
Mt. Mitchell restaurant	3
Mt. Pisgah hike	3
Arboretum	2
Cascades	2
Fall foliage	2
High point on Parkway	2
Linville Caverns	2
Roanoke Mountain	2
Appalachian Trail	1
Asheville attractions	1
Balsam Shop at Mt. Mitchell	1
Big Lynn Lodge	1
Big Meadows	1
Blue Ridge Pinnacle Trail	1
Brugh Tavern	1
Campgrounds	1
Chateau Morrisette winery	1
Chimney Rock	1
Conetoe Pinellas overlook	1
Crabtree Falls	1
Craft Center in Asheville	1
Craggy Pinnacle hike	1
Devil's Courthouse	1
EB Jeffries State Park	1
Fairy Stone State Park	1
Frying Pan Fire Tower	1
Gerton, NC	1
Goshen Pass	1
Groundhog Mountain	1
Jeffress Park	1
Johnson Farm House	1
Julian Price campground	1
Lake Tahoma, NC	1
Linville Gorge	1
Little Switzerland	1
Looking Glass Falls	1

Table 24: “Other” sites visited along the Blue Ridge Parkway - Fall
(continued)

Site	Number of times mentioned
Mini mall	1
Monticello	1
Mt. Mitchell visitor center	1
Mt. Pisgah campground	1
Observation Deck	1
Old Homestead	1
Old White House/plantation	1
Otter Creek campground	1
Peaks of Otter Winery	1
Pink Beds	1
Poplar Forest	1
Prices Lake	1
Puckett Cabin	1
Roanoke River	1
Robert Childress' churches	1
Rock Castle Gorge trail	1
Rocky Knob Trail	1
Rough Ridge	1
Sharp Top Mountain	1
Shops in town	1
Sliding Rock	1
Stone Mountain	1
Tweetsie Railroad	1
Visitor Center along Highway 130	1
Winery	1

Question 9

On this visit, which of the following sites along the Blue Ridge Parkway did you visit?

Summer**Results**

- As shown in Figure 54, the most commonly visited sites by summer visitor groups at Blue Ridge Parkway were:

25% Mabry Mill/Coffee Shop

22% Linville Falls/Visitor Center

21% Peaks of Otter/Lodge/Visitor Center

21% Moses Cone Memorial Park/Craft Shop

- Table 25 shows “other” sites (13%) visited along the parkway.

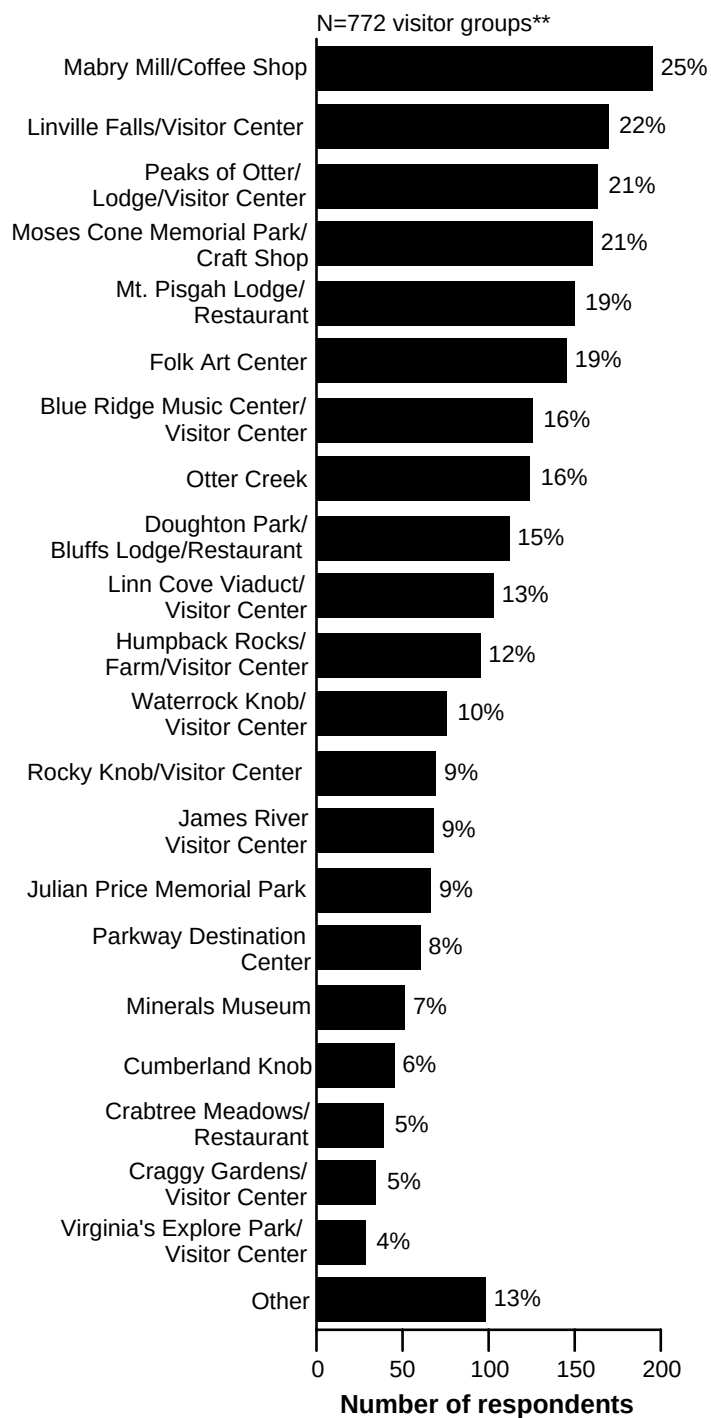
Site

Figure 54: Sites visited - Summer

Table 25: “Other” sites visited along the Blue Ridge Parkway - Summer
N=124 sites

Site	Number of times mentioned
Mt. Mitchell	10
Graveyard Fields	8
Grandfather Mountain	7
Mt. Pisgah campground	6
Brinegar Cabin	5
Overlooks	4
Black Balsam	3
Northwest Trading Post	3
Puckett Cabin	3
Altapass Apple Orchard	2
Bear Den Campground	2
Big Meadows	2
Chateau Morrisette Winery	2
Devil's Courthouse	2
Mt. Pisgah picnic area	2
Mt. Pisgah scenic trail	2
Richland Balsam	2
Shining Rock	2
Sliding Rock	2
Trails	2
Appalachian Trail	1
Arboretum	1
Art Loeb Trail	1
Bass Lake	1
Beacon Heights	1
Biltmore Estates	1
Black Mountain	1
Boone	1
Boone's Trace	1
Buck Summer Lodge	1
Cascades Trail	1
Cemetery Field	1
Center overlooking Mt. LeCont closest to Cherokee	1
Chestoa View	1
Chimney Rock	1
Cades Cove Visitor Center	1
Cradle of Forestry	1
Craggy Pinnacle hike	1
Detours	1
Fairy Stone State Park	1
Flat Rock	1
Flattop Firetower	1
Fox Hunters Paradise	1
Frontier Trading Post	1

Table 25: “Other” sites visited along the Blue Ridge Parkway - Summer
(continued)

Site	Number of times mentioned
Frying Pan Trail	1
Glen Falls	1
Groundhog Mountain	1
Highest Elevation Point	1
Jeffress Park	1
Johnson's Farm House	1
Limberlost Trail	1
Little Switzerland	1
Looking Glass Falls	1
Lovers Leap	1
Lower falls	1
McDowell visitor center in Marion	1
Mt. Mitchell State Park	1
North Carolina Arboretum	1
Northwest Trading Post	1
Old Orchard	1
Park headquarters	1
Peaks of Otter Winery	1
Roan Mountain	1
Rough Ridge	1
Skinny Dip Falls Trail	1
Skyland	1
Stone Mountain	1
Van Hook Glade	1
Wagon Wheel Ridge	1
Waterfalls area	1
Wheels Through Time Museum	1
Wiseman View	1
Zeb Vance's birthplace	1

Activities on this visit

Question 10a

On this visit, what activities did you and your personal group participate in while visiting Blue Ridge Parkway?

Fall

Results

- As shown in Figure 55, the most common activities fall visitor groups participated in were:

95% Viewing scenery/taking scenic drive

59% Taking photographs/painting/drawing

36% Hiking/walking

- Table 26 shows “other” activities (9%) in which visitor groups participated.

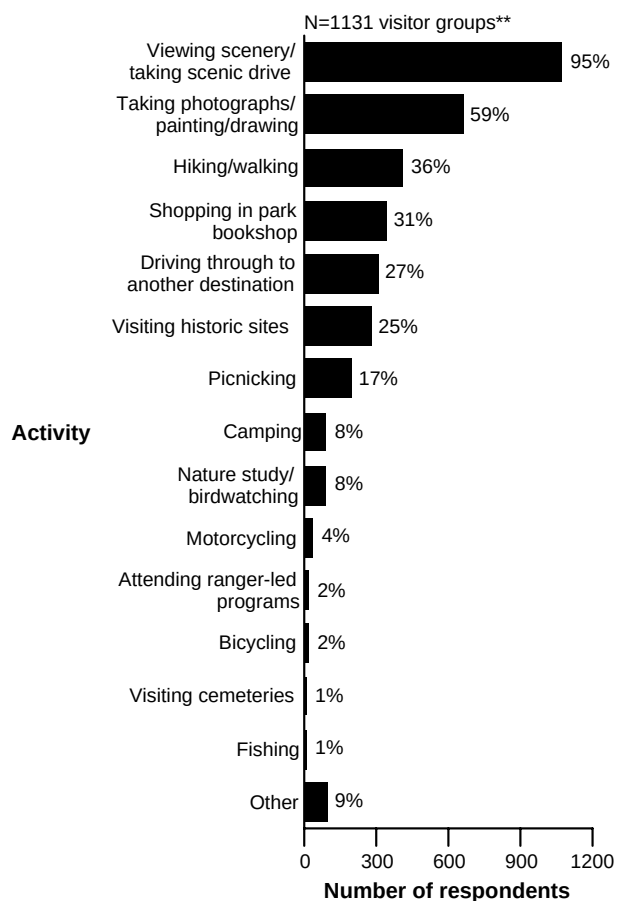


Figure 55: Activities on this visit - Fall

Table 26: “Other” activities visitor groups participated in - Fall

N=103 comments

Activity	Number of times mentioned
Visit Folk Art Center	12
Eat at Mabry Mill	10
Eat at Pisgah Inn	7
Shop at Folk Art Center	6
Visit Explore Park	6
Eat at restaurant	5
Purchase crafts	3
See “Sleepy Hollow” play at Explore Park	3

Table 26: “Other” activities visitor groups participated in - Fall
(continued)

Activity	Number of times mentioned
Backpacking	2
Bluffs restaurant	2
Eat breakfast	2
Fall foliage	2
Moses Cone center	2
Moses Cone Park	2
Special event at Explore Park	2
Spend night at Mt. Pisgah Lodge	2
Visit adjacent towns	2
Visit Mt. Mitchell	2
Apple Festival	1
Bluegrass music	1
Bus to craft fair	1
Cades Cove	1
Check trail status	1
Collect rocks	1
Crooked Road	1
Dinner at Peaks of Otter	1
Eat at Bluffs restaurant	1
Eat at Doughton Peak restaurant	1
Family visit	1
Geocaching	1
Grandfather Mountain	1
Guided tour	1
Mineral Museum	1
Obtain NPS Passport stamp	1
Overlooks	1
Reading	1
Running	1
Scouting for future visits	1
See crafts	1
Shop at Mabry Mill	1
Use restrooms	1
Visit caverns	1
Visit Humpback Rocks arm	1
Visit lookouts	1
Visit Moses Cone Craft shop	1
Visited winery	1
Watch movie making	1
Wilson Creek	1

Question 10a

On this visit, what activities did you and your personal group participate in while visiting Blue Ridge Parkway?

Summer**Results**

- As shown in Figure 56, the most common activities summer visitor groups participated in were:
 - 89% Viewing scenery/taking scenic drive
 - 52% Taking photographs/painting/drawing
 - 44% Hiking/walking
- Table 27 shows “other” activities (10%) in which summer visitor groups participated.

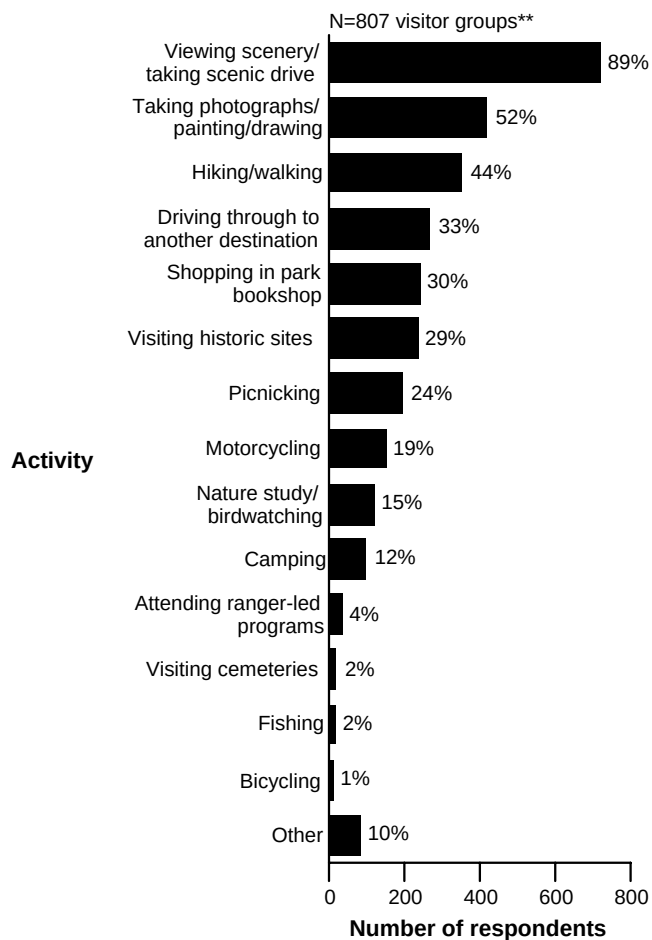


Figure 56: Activities on this visit - Summer

Table 27: “Other” activities visitor - Summer

N=52 comments

Activity	Number of times mentioned
Visit/shop at Folk Art Center	6
Eat at Mabry Mill	5
Eating	4
Visit Blue Ridge Music Center	4
Visit Mabry Mill	3
Visit Moses Cone Craft Center	3
Attend music concert	2
Attend play	2
View folk art	2
Visit Bluegrass music shop	2
Visit Destination Center	2
Visit Winery	2
Fun	1
Music at Humpback Rocks Visitor Center	1
Looking for wildflowers	1
Lunch at Otter Creek	1
Lunch at Peaks of Otter	1
Lunch at Pisgah Inn	1
Listen to Music	1
Peaks of Otter	1
Presentation at Puckett Cabin	1
Relaxing at Pisgah Inn	1
Shopping at Allandale	1
Stayed at B&B	1
Swimming	1
Visit Firetower	1
Visit Linville Falls	1
Visit Moses Cone	1
Visit Waterrock Knob	1

Primary activity

Question 10b

Which one of the above activities was the primary activity that you and your personal group did along the Blue Ridge Parkway on this visit?

Fall

Results

- As shown in Figure 57, the most common primary activity that fall visitor groups participated in was:

64% Viewing scenery/taking scenic drive

- “Other” activities (6%) were:

Attend fall event at Explore Park
Backpacking
Bluegrass at Floyd General Store
Dinner at Peaks of Otter
Eat a meal
Eat at Bluffs Restaurant
Gem mining at Mineral Museum
Meal at Mabry Mill
Obtain NPS Passport stamp
Reading
Shop at Folk Art Center
Sleepy Hollow at Explore Park
View rock collection
Viewing/purchase crafts
Visit Explore Park
Visit family
Visit Folk Art Center
Visit Moses Cone Center
Visit Mt. Mitchell
Visit Old Homestead outlook
Visit Pisgah Inn for a meal
Visit Wilson Creek
Visit winery
Watching fall leaves

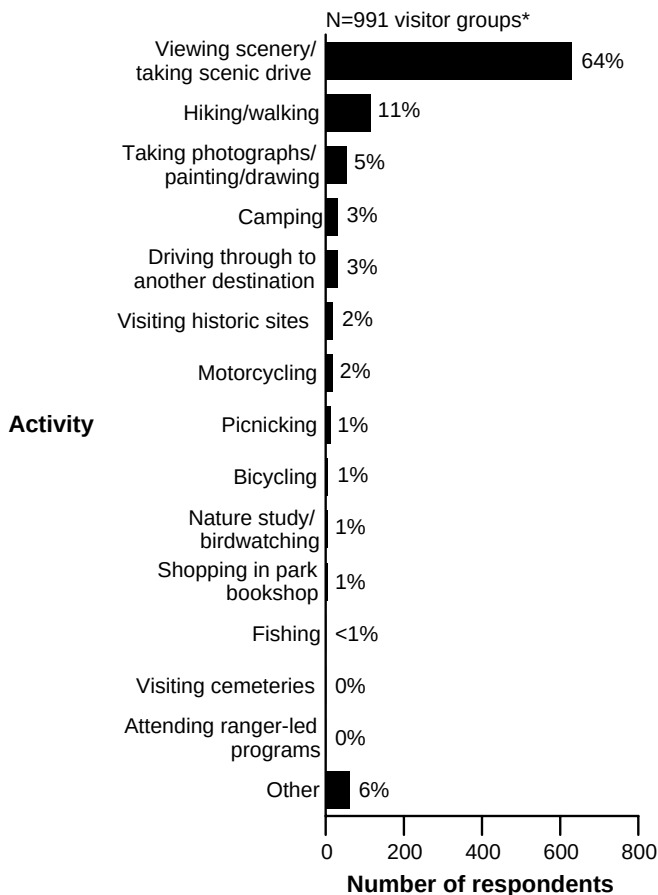


Figure 57: Primary activity on this visit - Fall

Question 10b

Which one of the above activities was the primary activity that you and your personal group did along the Blue Ridge Parkway on this visit?

Summer**Results**

- As shown in Figure 58, the most common primary activity that summer visitor groups participated in was:

41% Viewing scenery/taking scenic drive

- “Other” activities (7%) were:

Attend play
Blue Ridge Music Center
Bluegrass music shop
Cone Craft Center
Destination Center
Dining
Eat at Mabry Mill
Eat breakfast
Fire tower
Food
Fun
Listen to music
Listen to music at Humpback Rocks
Visitor Center
Lunch at Otter Creek
Lunch at Peaks of Otter
Lunch at Pisgah Inn
Mabry Mill
Moses Cone Craft Center
Peaks of Otter
Presentation at Puckett Cabin
Relax at Pisgah Inn
Shop at Allandstand
Shop at Folk Art Center
Stayed at B&B
Swimming
View folk art
Visit Folk Art Center
Visit Linville Falls
Visit Mabry Mill
Visit Moses Cone
Visit Waterrock Knob
Visit friends
Winery

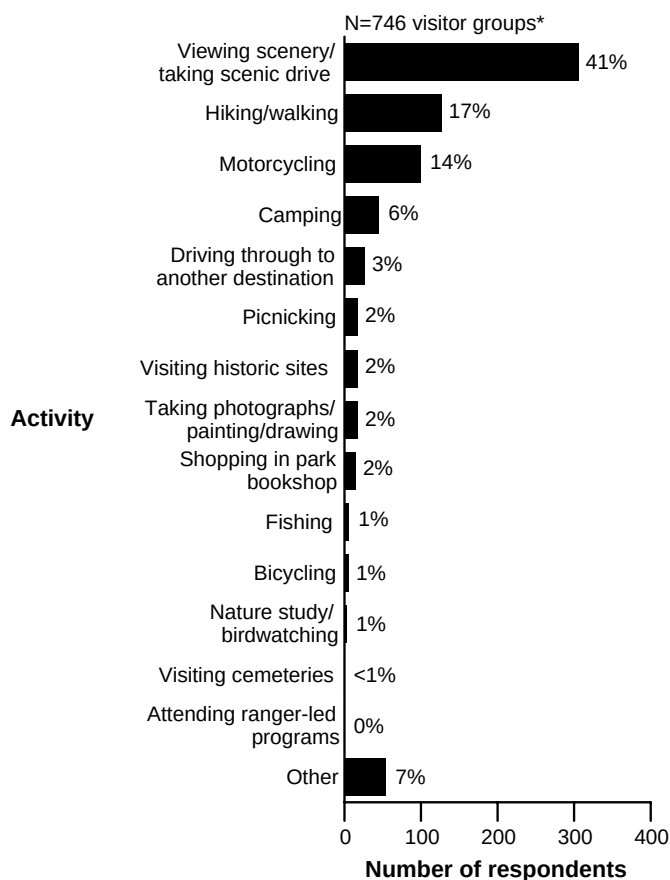


Figure 58: Primary activity on this visit - Summer

Ranger-led programs, this visit

Question 26a

On this visit to Blue Ridge Parkway, did you and your personal group attend any ranger-led programs?

Fall

Results

- 4% of fall visitor groups attended a ranger-led program (see Figure 59).

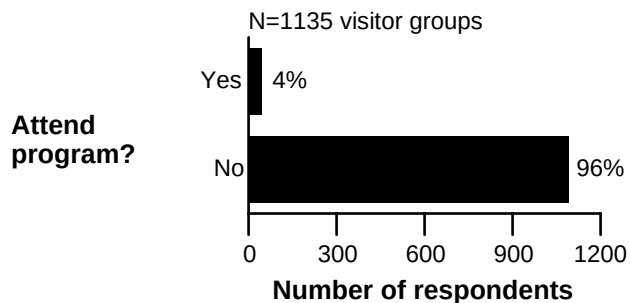


Figure 59: Visitors that attended a ranger-led program on this visit - Fall

Summer

Results

- 8% of summer visitor groups attended a ranger-led program (see Figure 60).

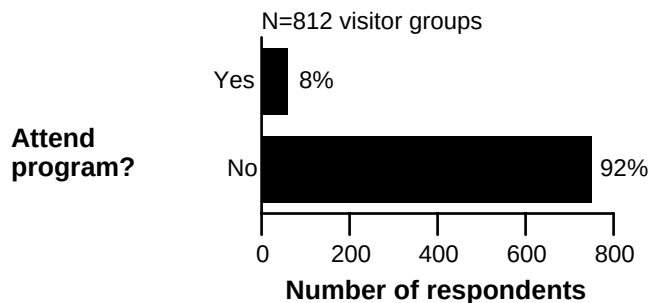


Figure 60: Visitors that attended a ranger-led program on this visit - Summer

Ranger-led programs, future visit

Question 26b

On a future visit, would you and your personal group be interested in attending ranger-led programs along the parkway?

Fall

Results

- On a future visit, 47% of fall visitor groups would likely be interested in attending ranger-led programs along the parkway (see Figure 61).

Likelihood of attending

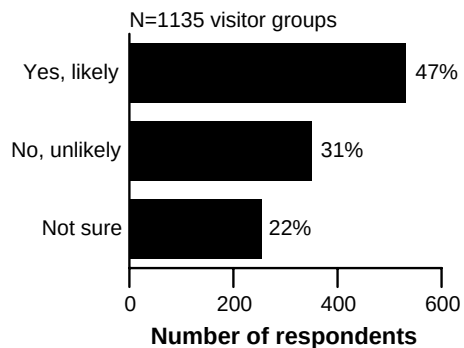


Figure 61: Interest in attending ranger-led programs in the future - Fall

Summer

Results

- On a future visit, 44% of summer visitor groups would likely be interested in attending ranger-led programs along the parkway (see Figure 62).

Likelihood of attending

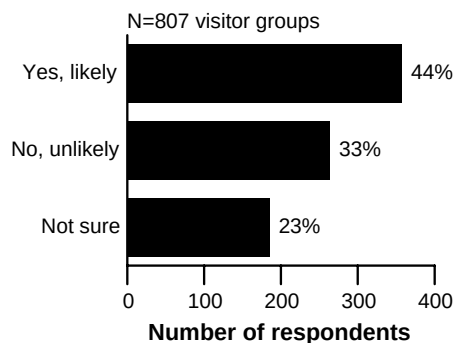


Figure 62: Interest in attending ranger-led programs in the future - Summer

Preferences for ranger-led programs

Question 26c

If YES (interested in attending a ranger-led program), what length of program would you and your personal group like to attend?

Fall

Results

- 61% of fall visitor groups would like to attend a ranger-led program with a length of 1/2 – 1 hour (see Figure 63).
- 22% would prefer a program with a length under 1/2 hour.
- “Other” preferred program lengths (2%) were:

Any
Depends on audience involvement
Depends on the program
Depends on the activity
Depends on the information given
Depends on the nature
Depends on the topic
If it is a hike, less than two hours
Offer the option to leave whenever we want

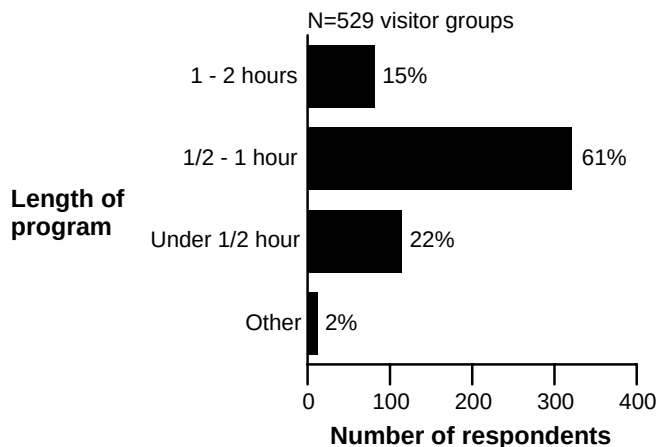


Figure 63: Preferred length of ranger-led program - Fall

Summer

Results

- 62% of summer visitor groups would like to attend a ranger-led program with a length of 1/2 – 1 hour (see Figure 64).
- 23% would prefer a program with a length under 1/2 hour.
- “Other” preferred program lengths (1%) were:

Depends on the program
1-2 days
All of the above
Hiking over 1/2 hour
Variable

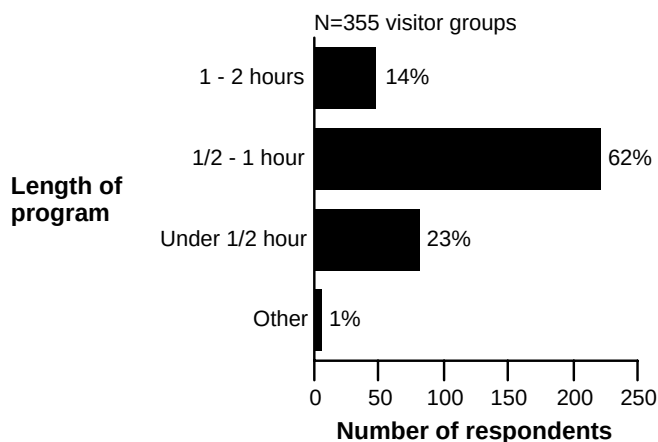


Figure 64: Preferred length of ranger-led program - Summer

Question 26d

Where along the parkway would you and your personal group like to attend a program?

Fall

Results

- 80% of fall visitor groups had no preference regarding the location of a ranger-led program (see Figure 65).
- Table 28 shows the places visitor groups would prefer to have a ranger-led program.

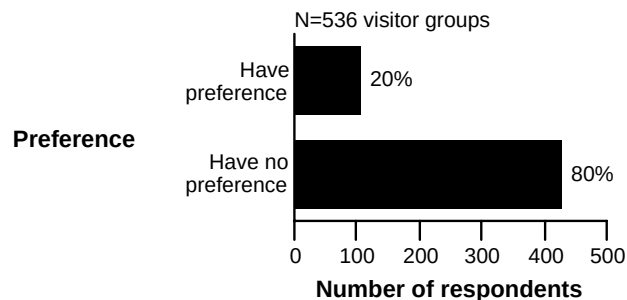


Figure 65: Preference for ranger-led program location - Fall

Summer

Results

- 75% of summer visitor groups had no preference regarding the location of a ranger-led program (see Figure 66).
- Table 28 shows the places visitor groups would prefer to have a ranger-led program.

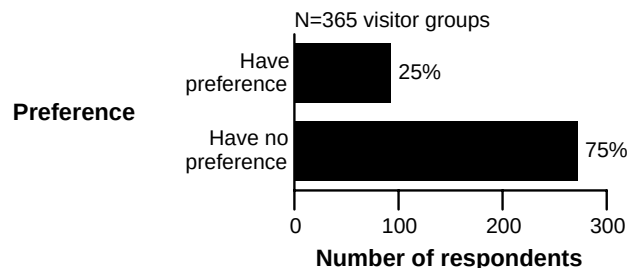


Figure 66: Preference for ranger-led program location - Summer

Table 28: Desired locations for ranger-led programs

Fall N=107 comments		Summer N=72 comments	
Location	Number of times mentioned	Location	Number of times mentioned
Campgrounds	14	Peaks of Otter	9
Asheville	8	Mabry Mill	5
Mt. Pisgah	7	Campgrounds	4
Linnville Falls	5	Humpback Rocks	4
Doughton Park	4	Rocky Knob	4
Historic sites	4	Campgrounds	3
Peaks of Otter	4	Linnville Falls	3
Blowing Rock areas	3	Near Asheville	3
Explore Park	3	Pisgah	3
Moses Cone Park	3	Geologic sties	2
Roanoke	3	Blue Ridge Music Center	2
Boone	2	Historic sites	2
Humpback Rocks	2	Moses Cone	2
Mabry Mill	2	Mt. Pisgah	2
Price Lake	2	Otter Creek	2
Mt. Mitchell	2	Asheville	1
Some of the trails	2	Bass Lake	1
Visitor centers	2	Between 181 and 321	1
A place to view Brown Mt. lights	1	Linnville to Great Smoky Mts. NP	1
Between Roanoke and Otter Creek	1	Boone	1
Between Blowing Rock and Asheville	1	Close to Asheville	1
Bluff's Lodge	1	Crabtree Meadows	1
Brevard	1	Craggy Gardens	1
Brinegar Cabin	1	Destination Center	1
By Abbot Lake in front of fireplace	1	Graveyard fields	1
Crabtree Meadows	1	Humpback Visitor Center	1
Cumberland Knob	1	In North Carolina	1
Doughton Bluff	1	Julian Price	1
Doughton Campground	1	Linn Cove Viaduct Visitor Ctr.	1
Everywhere	1	Linnville Viaduct	1
Farm	1	Lodges	1
Graveyard fields	1	Milepost 150-250	1
Horseback riding area	1	Moses Cone Estate	1
Humpback Rocks Visitor Center	1	Music Center	1
In the backcountry	1	Mt. Mitchell	1
Inns	1	Mt. Mitchell Campground	1
Julian Price	1	Mt. Pisgah Campground	1

**Table 28: Desired location for ranger-led programs -
Fall
(continued)**

Location	Number of times mentioned
Mabry Mill to Peaks of Otter	1
Maybe five locations	1
Mt. Pisgah Campground	1
Music Center	1
North Carolina	1
Northern end of Parkway	1
Otter Creek Campground	1
Peaks of Otter Campground	1
Pisgah Inn	1
Puckett Cabins	1
Ranger station	1
Smart View	1
Tuggle's Gap	1
Virginia	1
Water Rock Knob	1
Waynesville	1

Overnight stay

Question 11a

On this trip, did you and your personal group stay overnight away from home along the Blue Ridge Parkway or in the area within 35 miles of the parkway?

Fall

Results

- 65% of fall visitor groups stayed overnight away from home along the parkway or within 35 miles of the parkway (see Figure 67).

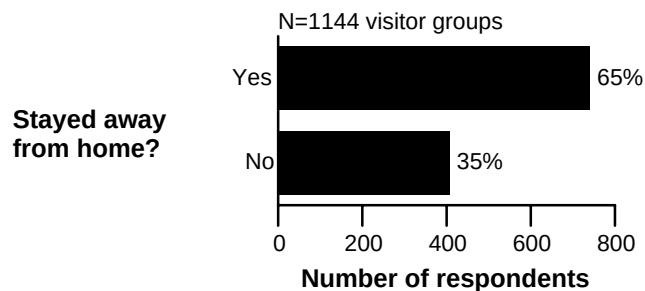


Figure 67: Overnight stay away from home along Blue Ridge Parkway or in the area within 35 miles of the parkway – Fall

Summer

Results

- 68% of summer visitor groups stayed overnight away from home along the parkway or within 35 miles of the parkway (see Figure 68).

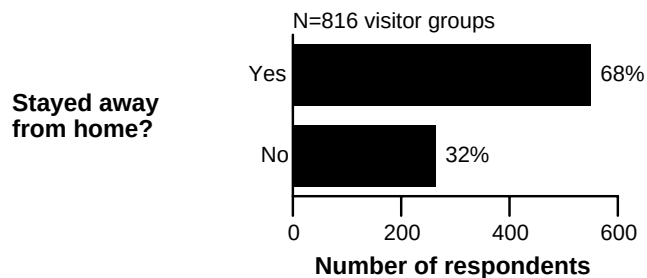


Figure 68: Overnight stay away from home along Blue Ridge Parkway or in the area within 35 miles of the parkway - Summer

Number of nights inside the park

Question 11b

If YES, how many nights did you and your personal group spend inside the park?

Number of nights inside the park

Fall

Results

- 30% of fall visitor groups spent two nights in the park (see Figure 69).
- 27% spent one night.
- 22% spent five or more nights.

Number of nights

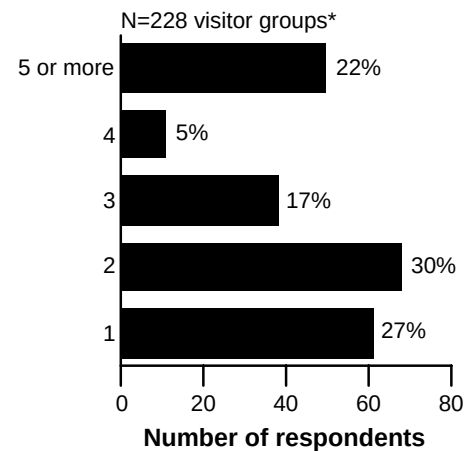


Figure 69: Number of nights spent inside the park – Fall

Summer

Results

- 29% of summer visitor groups spent one night in the park (see Figure 70).
- 24% spent two nights.
- 17% spent three nights.
- 17% spent five or more nights.

Number of nights

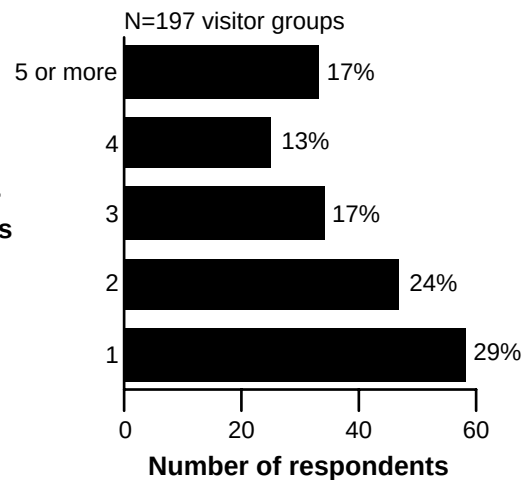


Figure 70: Number of nights spent inside the park – Summer

Accommodations inside the park

Question 11b

If YES, in which types of accommodations did you and your group stay inside the park?

Types of accommodations inside the park

Fall Results

- 60% of fall visitor groups stayed in a lodge/motel/cabin/rented condo/home, or bed and breakfast (see Figure 71).
- 36% stayed in a developed campground.
- “Other” types of accommodations (1%) were:

Christian conference grounds
Forest Service Trauma facility
Maggie Valley
Timeshare

Type of lodging

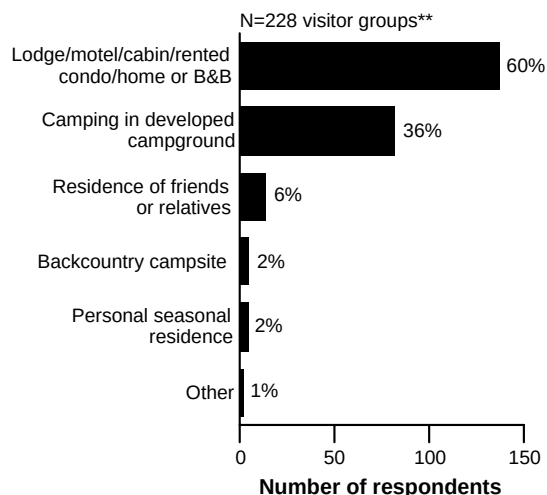


Figure 71: Types of accommodations inside the park - Fall

Summer Results

- 56% of summer visitor groups stayed in a lodge/motel/cabin/rented condo/home or bed and breakfast (see Figure 72).
- 42% stayed in a developed campground.
- “Other” types of accommodations (1%) were:

NCFS training facility
Wildacres Retreat

Type of lodging

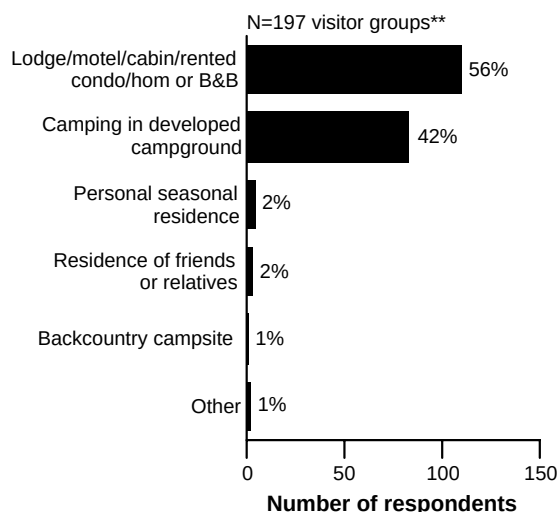


Figure 72: Types of accommodations inside the park - Summer

- Table 29 shows the proportion of nights that fall and summer visitor groups spent at accommodations inside the park. Some accommodations were used by fewer than 30 visitor groups. Interpret results with **CAUTION!**
- Tables 30 - 33 show the lodging and camping locations along the parkway used by fall and summer visitor groups.

Table 29: Number of nights spent at accommodations inside the park

N=number of visitor groups

Type of accommodation	N	Fall Number of nights (%)				N	Summer Number of nights (%)			
		1	2 – 3	4 – 5	>6		1	2 – 3	4 – 5	>6
Lodge, motel, cabin, rented condo/home, or B&B	137	31	53	8	8	110	37	39	17	8
Camping in developed campground	82	27	40	8	22	83	23	28	30	18
Backcountry campsite	5	40	40	0	20	1	100	0	0	0
CAUTION! Personal seasonal residence	4	0	50	25	25	4	25	25	25	25
CAUTION! Residence of friends or relatives – CAUTION!	14	29	28	28	14	3	33	67	0	20
Other - CAUTION!	2	0	100	0	0	3	0	50	0	50

Table 30: Lodging locations along the parkway - Fall

N=63 comments

Location	Number of times mentioned
Mt. Pisgah Inn	17
Peaks of Otter	13
Bluffs Lodge	7
Blowing Rock	3
Asheville	2
Big Lynn Lodge	2
Boone	2
Roanoke	2
Banner Elk	1
Boxwood Motel	1
Chetola	1
Harrisonburg	1
I-26	1
Linville Falls	1
Little Switzerland	1
Love, VA	1
Maggie Valley	1
Marion	1
Meadows	1
Parkview Lodge	1
Salem	1
Skyland	1
Sparta	1

Table 31: Camping locations along the parkway - Fall

N=74 comments

Location	Number of times mentioned
Peaks of Otter	10
Julian Price	9
Otter Creek	9
Doughton Park	8
Crabtree Meadows	7
Linville Falls	6
Mt. Pisgah	6
Rocky Knob	5
Roanoke Mountain	3
Roanoke	2
Asheville	1
Bear Creek	1
Bear Den	1
Black Mountain	1
Boone	1
KOA	1
Lake Rutledge	1
Little Switzerland	1
Powhatan National Recreational Park	1

Table 32: Lodging locations along the parkway - Summer

N=72 comments

Location	Number of times mentioned
Peaks of Otter	13
Bluffs Lodge	10
Pisgah Inn	10
Peaks of Otter Lodge	5
Asheville	3
Bluffs	3
Pisgah	3
Cherokee, NC	2
Doughton Lodge	2
Doughton Park	2
Parkview Cabins	2
Skyland	2
Boone	1
Candler, NC	1
Danview Retreat	1
Fairy Stone	1

**Table 32: Lodging locations along the parkway –
Summer**
(continued)

Location	Number of times mentioned
Fancy Gap	1
Gatlinburg	1
Hillsville, VA	1
Linville	1
Mt. Pisgah	1
Otter Creek	1
Rocky Knob Cabins	1
Smith Mountain Lake	1
Smoky Falls Lodge Maggie Valley	1
Stonewall B&B	1
Switzerland Inn	1

**Table 33: Camping locations along the parkway -
Summer**
N=67 comments

Location	Number of times mentioned
Mt. Pisgah	10
Peaks of Otter	9
Doughton Park	9
Crabtree Meadows	8
Julian Price	7
Linville Falls	6
Otter Creek	6
Fancy Gap	5
Rocky Knob	3
Blowing Rock	2
Boone	1
Roanoke Mountain	1

Reasons for not staying in parkway lodges/campgrounds

Question 11d

If you and your personal group did not stay in Blue Ridge Parkway lodges or campgrounds, why not?

Fall

Results

- As shown in Figure 73, the most common reason that fall visitor groups did not stay in parkway lodges or campgrounds was:

28% Location not convenient

- Table 34 shows the “other” reasons (58%) why visitor groups did not use the parkway lodges or campgrounds.

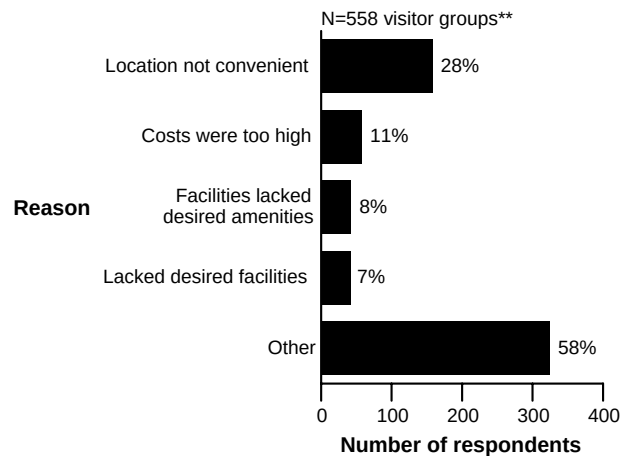


Figure 73: Reasons for not staying in Blue Ridge Parkway lodges or campgrounds - Fall

Table 34: “Other” reasons for not staying at Blue Ridge Parkway lodges or campgrounds - Fall

N=303 comments

Reason	Number of times mentioned
No vacancies	40
Unaware of accommodations	36
Live nearby	30
Stayed with family	19
Stayed with friends	11
Had lodging elsewhere	10
Had other plans	9
Own timeshare	9
Day trip	8
Did not investigate/consider it	7
Lacked information	7
Weather	7
Booked ahead of time	6
Unprepared for camping	6
Campground lacked full hook-ups	5
Preferred other accommodations	5
Business meeting/trip	4
Not convenient	4
Stayed in B&B	4
Too little time	4
Unable to get reservations	4
Did not plan ahead	3
Had free accommodations	3
Needed space for large group	3
Not needed	3
Stayed in Asheville	3

Table 34: “Other” reasons not for staying at Blue Ridge Parkway lodges and campgrounds - Fall
(continued)

Reason	Number of times mentioned
Booked by tour company	2
Got recommendations for other facilities	2
Not on a schedule	2
Preferred to be in town	2
RV too large	2
Stayed in Blowing Rock	2
Availability	1
Backpacking	1
Boy Scout campout	1
Business expense	1
Campground closed	1
Closed	1
Did not have motorhome	1
Did not want to	1
Difficult to get RV there	1
Found inexpensive accommodations	1
Hampton Inn is familiar	1
Insufficient information on website	1
Involved in music off parkway	1
Many places not open	1
Needed place for dogs	1
Not interested in camping	1
On a schedule	1
Other destination	1
Passing through	1
Preferred other locations	1
Preferred to be in Blowing Rock	1
Stayed at ATA recommended places	1
Stayed at Biltmore House	1
Stayed at church campground	1
Stayed at KOA	1
Stayed in Boone	1
Stayed in Grove Park	1
Stayed in motorhome	1
Stayed in Rabbinville	1
Stayed near Gatlinburg	1
Sub-standard food	1
Too late in season	1
Too rustic	1
Unaware of pet policy	1
Used hotel points	1
Visited Blowing Rock	1

Question 11d

If you and your personal group did not stay in Blue Ridge Parkway lodges or campgrounds, why not?

Summer**Results**

- As shown in Figure 74, the most common reason that summer visitor groups did not stay in parkway lodges or campgrounds was:

32% Location not convenient

- Table 35 shows the “other” reasons (51%) why visitor groups did not use the parkway lodges or campgrounds.

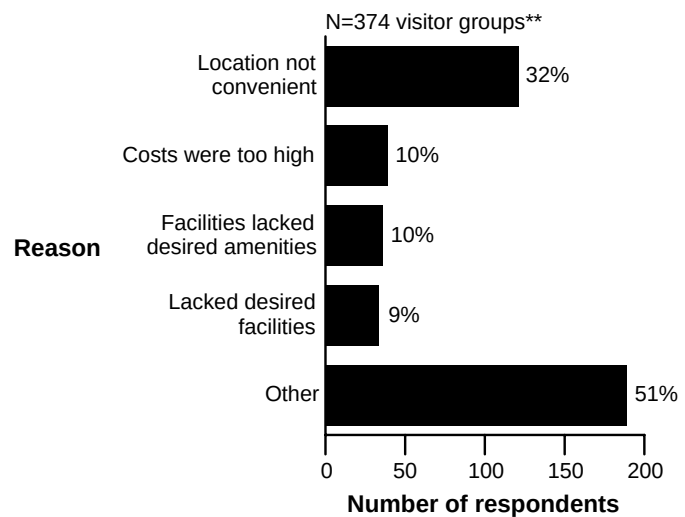


Figure 74: Reasons for not staying in Blue Ridge Parkway lodges or campgrounds - Summer

Table 35: “Other” reasons for not staying at Blue Ridge Parkway lodges or campgrounds - Summer

N= 187 comments

Reason	Number of times mentioned
Unaware of accommodations	26
No vacancies	14
Stayed with family	13
Did not investigate/consider it	10
Have personal residence	10
Stayed with friends	9
Own timeshare	6
Did not plan ahead	4
Had other plans	4
Live nearby	4
Preferred other accommodations	4
Preferred to be in town	4
Booked ahead of time	3
Day trip	3
Lacked information	3
Rent nearby	3
Stayed in B&B	3
Backpacking	2
Friends made reservations	2
Had free accommodations	2
Had lodging elsewhere	2
Passing through	2
RV too large	2
Stayed in Blowing Rock	2

Table 35: “Other” reasons not for staying at Blue Ridge Parkway lodges and campgrounds - Summer
(continued)

Reason	Number of times mentioned
Used hotel/motel points	2
Visit other areas	2
Business meeting/trip	1
Conference at Crown Plaza	1
Did not reserve ahead	1
Don't camp anymore	1
Explore local areas near parkway	1
Familiar with Big Lynn	1
Good deal elsewhere	1
Just stopped when tired	1
Location/route considerations	1
Looked at cabins only	1
Medical meeting at a hotel	1
Motel more centrally located	1
Needed firewood	1
No pets allowed	1
Not accessible at time	1
Not aware of any lodges near Asheville	1
Not convenient	1
Not interested	1
Not needed	1
On a schedule	1
Own property to camp on	1
Prefer primitive camping	1
Prefer to be away from crowds	1
Preferred other locations	1
Preferred the privacy of a rented cabin	1
Preferred to stay closer to Asheville	1
Proximity to airport	1
Rally location	1
Stayed at KOA	1
Stayed at Warren Wilson	1
Stayed in Roanoke	1
Stopped at end of day	1
Stops didn't match ours	1
Training	1
Unaware of locations	1
Usually stay at a chain hotel	1
Want to be in Brevard	1
Wanted to stay in Asheville	1
We frequently stay at Fairy Stone	1
We wanted to stay in Maggie Valley	1
We were celebrating a university reunion	1
Weather	1

Number of nights spent outside the park

Question 11c

If YES (stayed overnight), how many nights did you and your personal group spend in the following types of accommodations outside the park, within 35 miles?

Number of nights outside the park within 35 miles

Fall

Results

- 29% of fall visitor groups stayed two nights outside the park (see Figure 75).
- 20% spent five or more nights.
- 20% spent one night.

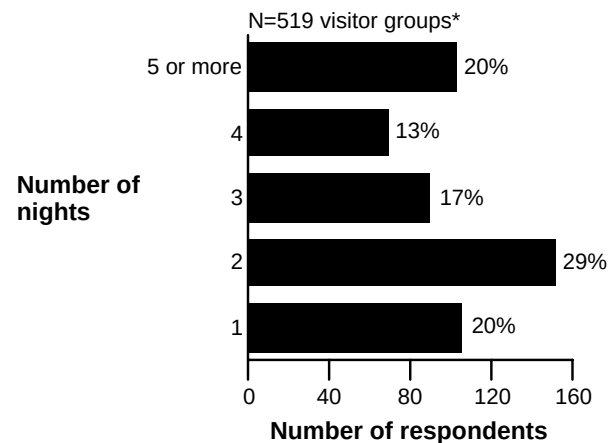


Figure 75: Number of nights stayed outside the park within 35 miles - Fall

Summer

Results

- 29% of summer visitor groups stayed five or more nights outside the park (see Figure 76).
- 27% spent two nights.

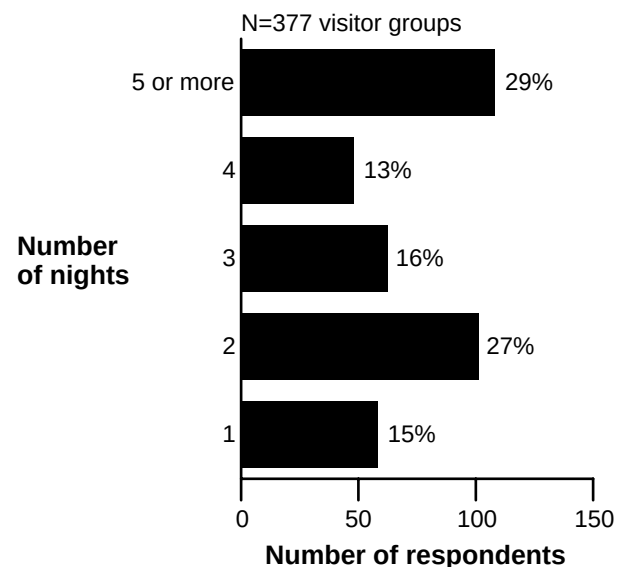


Figure 76: Number of nights stayed outside the park within 35 miles - Summer

Accommodations outside the park

Types of accommodation outside the park within 35 miles

Fall Results

- 81% of fall visitor groups stayed in a lodge/motel/cabin/rented condo/home or bed and breakfast (see Figure 77).
- 9% stayed in a developed campground.
- 8% stayed with friends or relatives.
- “Other” types of accommodations (3%) were:

Timeshare
RV park
Motorhome

Type of lodging

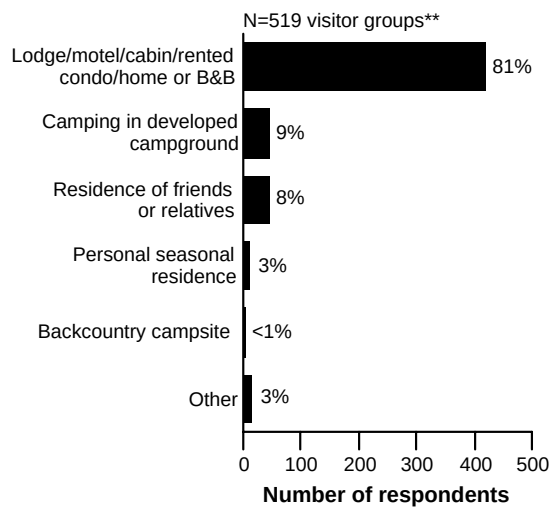


Figure 77: Types of accommodations outside the park within 35 miles - Fall

Summer Results

- 80% of summer visitor groups stayed in a lodge/motel/cabin/rented condo/home, or bed and breakfast (see Figure 78).
- 13% stayed in a developed campground.
- 7% stayed with friends or relatives.
- “Other” types of accommodations (1%) were:

Corps of Engineers
Lake Junaluska
Plaza
Skate Farm Inline Skating School,
Floyd, VA
Youth rally at Warren Wilson
College

Type of lodging

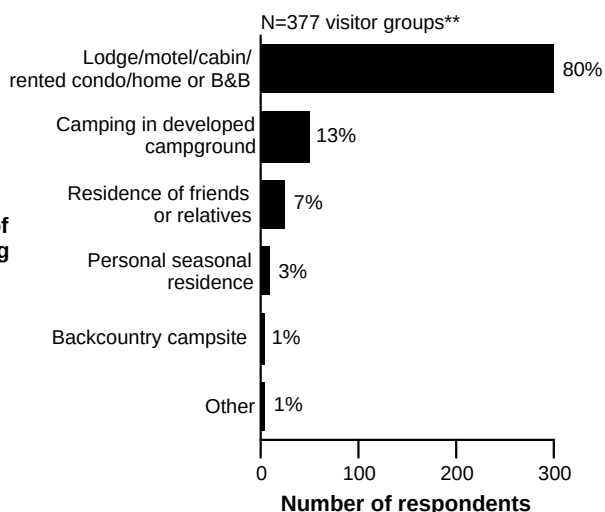


Figure 78: Types of accommodations outside the park within 35 - Summer

- Table 36 shows the number of nights fall and summer visitor groups spent in each type of accommodation outside the parkway. Some accommodations were used by fewer than 30 visitor groups. Interpret results with **CAUTION!**

Table 36: Number of nights spent at accommodations outside the parkway

N=number of visitor groups

Type of accommodation	N	Fall Number of nights (%)				N	Summer Number of nights (%)			
		1	2 – 3	4 – 5	>6		1	2 – 3	4 – 5	>6
Lodge, motel, cabin, rented condo/home, or B&B	420	24	48	16	10	300	19	44	20	50
Camping in developed campground	45	7	49	18	27	49	8	43	22	26
Backcountry campsite	2	100	0	0	0	4	50	50	0	0
CAUTION!										
Personal seasonal residence - CAUTION!	13	8	38	15	39	10	20	40	20	20
Residence of friends or relatives – CAUTION!	44	16	48	25	12	25	12	40	16	26
Other - CAUTION!	17	12	42	24	17	5	0	80	20	0

Adequacy of directional signs

Question 12

On this visit, were the signs directing you and your personal group to and along the Blue Ridge Parkway adequate?

a. Interstate signs

Fall

Results

72% of fall visitor groups indicated interstate signs were adequate (see Figure 79).

25% did not use interstate signs.

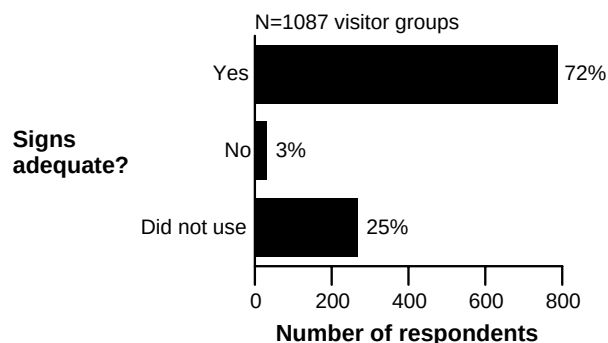


Figure 79: Adequacy of interstate signs - Fall

Summer

Results

70% of summer visitor groups indicated interstate signs were adequate (see Figure 80).

27% did not use interstate signs.

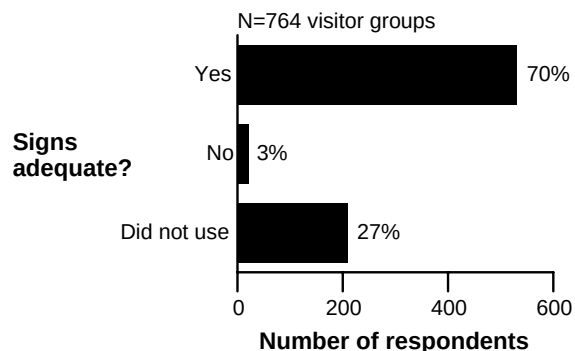


Figure 80: Adequacy of interstate signs - Summer

b. State highway signs**Fall****Results**

85% of fall visitor groups indicated state highway signs were adequate (see Figure 81).

12% did not use state highway signs.

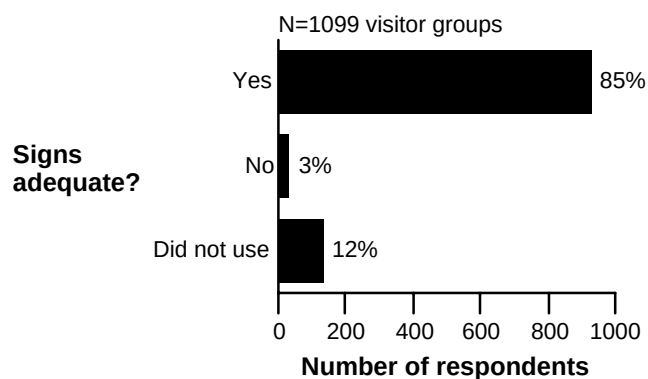


Figure 81: Adequacy of state highway signs - Fall

Summer**Results**

83% of summer visitor groups indicated state highway signs were adequate (see Figure 82).

14% did not use state highway signs.

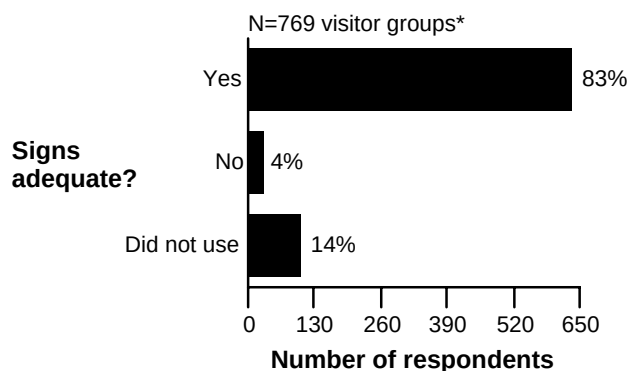


Figure 82: Adequacy of state highway signs - Summer

c. Signs in communities**Fall****Results**

72% of fall visitor groups indicated signs in communities were adequate (see Figure 83).

22% did not use signs in communities.

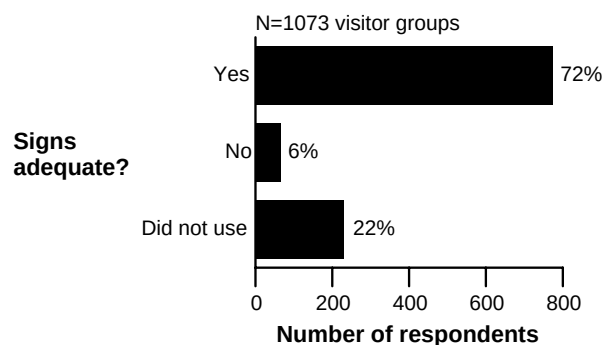


Figure 83: Adequacy of signs in communities - Fall

Summer**Results**

73% of summer visitor groups indicated signs in communities were adequate (see Figure 84).

22% did not use signs in communities.

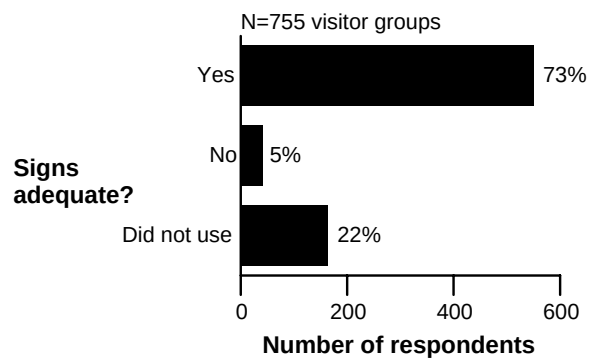


Figure 84: Adequacy of signs in communities - Summer

d. Signs along Blue Ridge Parkway**Fall****Results**

91% of fall visitor groups indicated signs along Blue Ridge Parkway were adequate (see Figure 85).

4% did not use signs along Blue Ridge Parkway

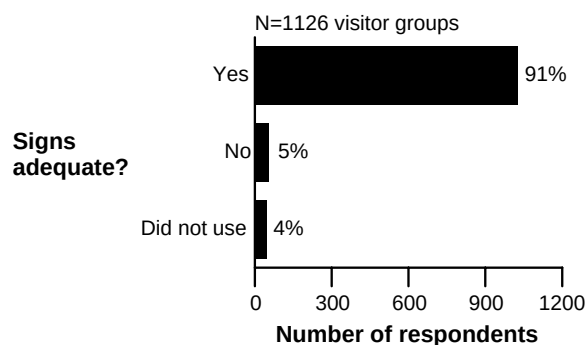


Figure 85: Adequacy of signs along Blue Ridge Parkway - Fall

Summer**Results**

90% of summer visitor groups indicated that signs along the Blue Ridge Parkway were adequate (see Figure 86).

5% did not use signs along Blue Ridge Parkway.

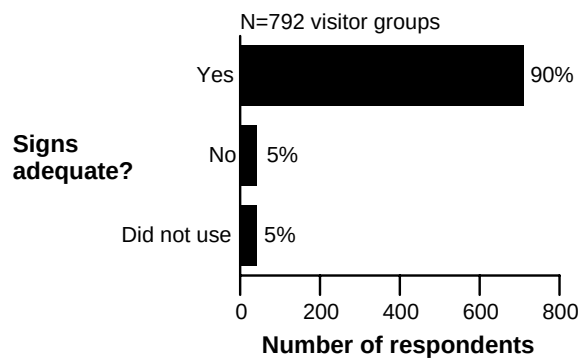


Figure 86: Adequacy of signs along Blue Ridge Parkway - Summer

Question 12a – 12d

If you answered NO (signs not adequate) to any of the above, please explain the problem.

Fall**Results**

- Table 37 shows fall visitor groups' comments about problems with directional signs.

Table 37: Problems concerning signage - Fall
N=133 comments

Type of sign	Comment	Number of times mentioned
Interstate signs	No signs noted	4
	Need more signs	3
	Need more signs on I-40	2
	Signs too close to entrance/exit	2
	Not clear	2
	Couldn't figure out which way to go sometimes	1
	Did not see on Interstate-40	1
	Didn't see one on I-77	1
	Didn't see these	1
	Entrance/exit at 443 listed only state routes, not the I-40/26	1
	Hard to find	1
	Highway signs in Asheville difficult to figure out	1
	Need larger signs	1
	No direction to parkway from I-40 Asheville coming from Morgantown	1
	No entrance on map	1
	Not enough mileposts	1
	Signs almost hidden	1
State highway signs	Need more signs	6
	No signs	2
	Couldn't figure out which way to go sometimes	1
	Couldn't see signs from 116 (Smith Mountain)	1
	Didn't see any	1
	Had trouble finding entrance	1
	Highway routes marked few parkway signs	1
	Need larger signs	1
	No signs on highways around Roanoke	1
	Not clear	1
	Poor sign from 421 N	1
	Sign was confusing	1
	Signs not very visible	1
	Signs too close to entrance/exit	1
	Some state highways were not marked	1

Table 37: Problems concerning signage - Fall
(continued)

Type of sign	Comment	Number of times mentioned
Signs in communities	No signs seen	10
	Need more frequent signs	5
	Signs inadequate in small communities	4
	Signs in/around Waynesville are confusing/inadequate	3
	Little Switzerland re-entry was confusing	2
	Signs in Roanoke inadequate	2
	Asked for directions	1
	Larger signs needed	1
	Conflicting signs	1
	Couldn't figure out which way to go sometimes	1
	Difficult to find Route 151 in Candler	1
	Entrance signs to parkway hard to find	1
	Got off track once	1
	Larger entrance signs needed	1
	No exit sign for Chateau Morrisette Winery	1
	No visible parkway in Floyd from Route 8	1
	No signs after Meadows of Dan on bypass	1
	No signs on Town Mountain Rd from Asheville	1
	Not clear	1
	Old 421 vs. new 421	1
	Poor local maps	1
	Signs need more information (miles, etc.)	1
	Signs not visible	1
	Signs too close to entrance/exit	1
	Some are not well marked	1
	Some tours had no sign up	1
Signs along Blue Ridge Parkway	More signs for exits to gas stations/food/attractions	4
	More signs needed	4
	Post distances to next exit, overlook, etc.	4
	Mileposts hard to see	2
	Trail signs need refurbishing/replacing	2
	At Folk Center, exit the divided highway is not clearly marked	1
	Clearer signs needed at intersections	1
	Confusing	1
	Confusing signs: 221, Blowing Rock, parking areas	1
	Cove House hard to find	1
	Did not see sign for Chateau Morrisette	1
	Directions to Skyline Drive and Shenandoah National Park	1

Table 37: Problems concerning signage - Fall
(continued)

Type of sign	Comment	Number of times mentioned
Signs along Blue Ridge Parkway, (continued)	Park sign not clear	1
	Explore Park turn-off sign not easily seen	1
	Larger signs needed	1
	Marker not soon enough for Pisgah Inn	1
	Mile markers are hard to see in bad weather	1
	More information/directions to Parkway attractions	1
	More signs for exits to gas/stations/food/ attractions/campgrounds	1
	Need advance signage indicating two different and separate directional exits	1
	Overlook signs too close to turn-off	1
	Parkway map did not coordinate with signs along the parkway	1
	Rocky Knob campground sign on parkway inadequate	1
	Sign to Craggy Gardens was not clear, said Picnic Area	1
	Sign to Linville Falls is misleading	1
	Signs not visible	1
	Trail head not marked clearly	1

Question 12a – 12d

If you answered NO (signs not adequate) to any of the above, please explain the problem.

Summer**Results**

- Table 38 shows summer visitor groups' comments about problems with directional signs.

Table 38: Problems concerning signage - Summer

N=90 comments

Type of sign	Comment	Number of times mentioned
Interstate signs	Did not see any	3
	43 North sign was confusing	1
	Boone entry north into park is poorly marked	1
	Detour information at visitor center helpful	1
	Detour signs on highway for Mt. Mitchell unclear	1
	Did not use interstate highway	1
	Interstate too congested	1
	Missed park exit 151 on I-40	1
	Needed more info	1
	Unclear, from I-81, how to get to parkway	1
State highway signs	Detour signs confusing	4
	Did not see any	4
	Not enough information	2
	Confusing	1
	Cross streets not well marked	1
	Got lost	1
	Had to ask directions to reenter parkway	1
	I-77 not clear	1
	Location of entrances not clear	1
	Missed Blue Ridge Highway 8 south of Christiansburg	1
	Not marked where to leave trail	1
	Route 250 confusing at Staunton	1
Signs in communities	Detour signs not adequate	8
	Location of entrances unclear	2
	Signs inadequate	2
	Too few signs	2
	Did not see any	1
	Got lost	1
	Got lost looking for trailhead	1
	More information needed	1
	More signs needed along 321	1
	No B&B signs	1
	No directional signs to the parkway	1
	Sign in Willis needs to be on Hwy 221 at Comer Grove	1
	Signs are too close to turn-offs	1
	Signs hard to see	1
	Was written only "parkway"	1

Table 38: Problems concerning signage – Summer
(continued)

Type of sign	Comment	Number of times mentioned
Signs along Blue Ridge Parkway	Detour/road closure signs inadequate	7
	Too few gas station signs	3
	Long distances between signs	2
	More trailhead signs needed	2
	Not enough information about scenic stops	2
	Too few signs for features/services	2
	Bump/dip signs needed	1
	Confusing	1
	Entrance signs need more information	1
	Lack of signage for Pisgah Inn	1
	Mileposts hard to see	1
	Mileposts missing	1
	Monarch Butterfly sign missing	1
	More information needed	1
	Need more mile markers	1
	No Folk Art Center sign	1
	No sign apparent	1
	Not enough information of scenic stop features	1
	Signs hard to see	1
	Signs too small	1
	Too few signs for I-77	1
	Visitor center sign obscured by brush	1

Opinions about safety

Question 13a

For the safety issues below, please indicate how safe you and your group felt from crime and accidents during this visit to Blue Ridge Parkway.

Personal safety from crime

Fall

Results

- 82% of fall visitor groups felt very safe from crime in the park (see Figure 87).
- 12% felt somewhat safe.

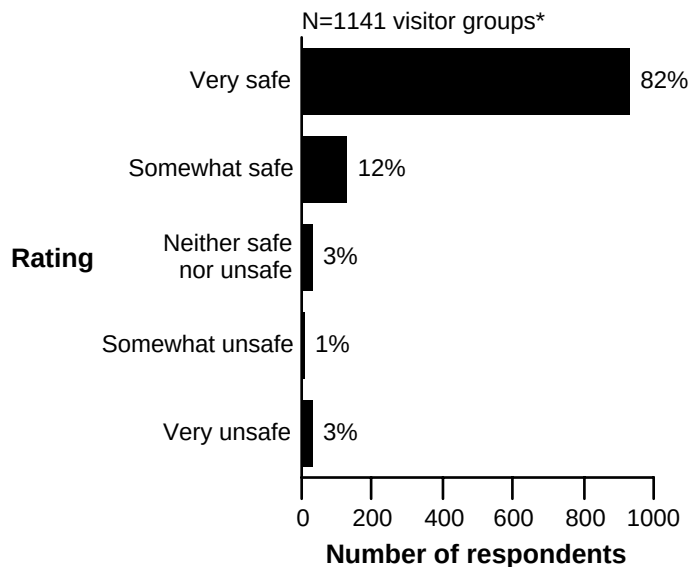


Figure 87: Personal safety from crime - Fall

Summer

Results

- 83% of summer visitor groups felt very safe from crime in the park (see Figure 88).
- 11% felt somewhat safe.

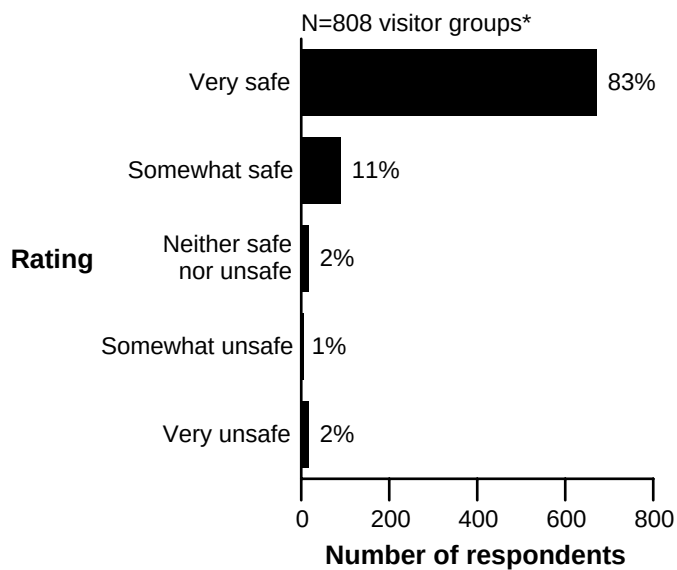
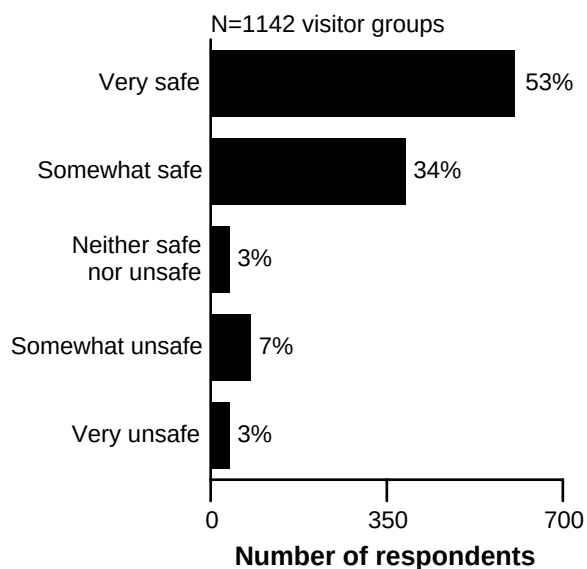


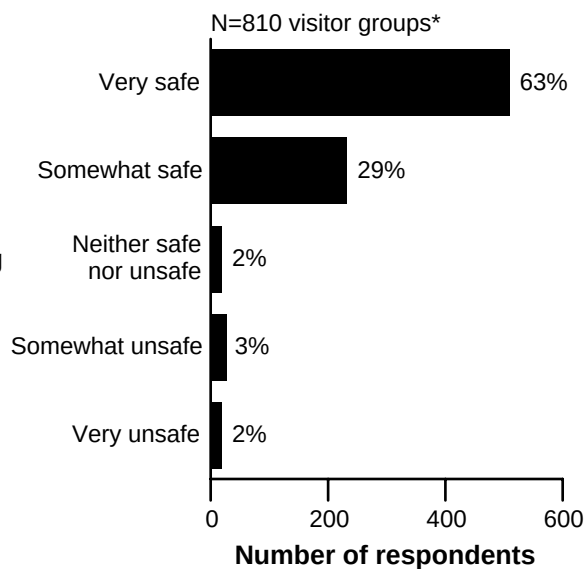
Figure 88: Personal safety from crime - Summer

Personal safety from accidents**Fall****Results**

- 53% of fall visitor groups felt very safe from accidents in the park (see Figure 89).
- 34% felt somewhat safe.

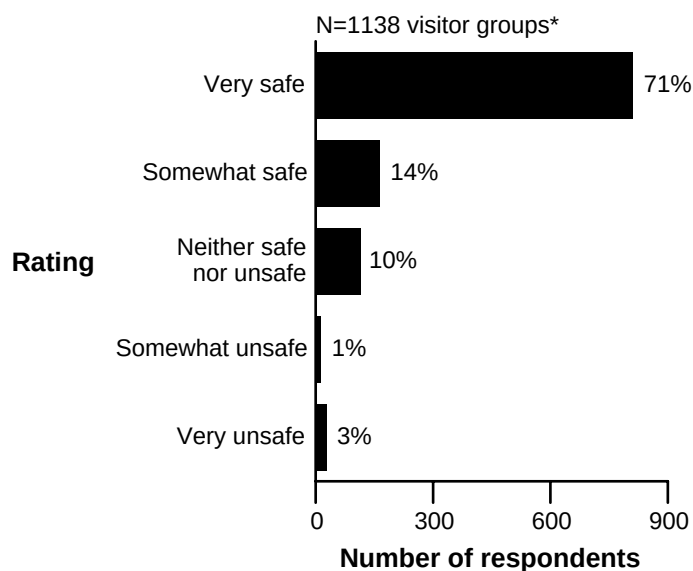
Rating**Figure 89: Personal safety from accidents - Fall****Summer****Results**

- 63% of summer visitor groups felt very safe from accidents in the park (see Figure 90).
- 29% felt somewhat safe.

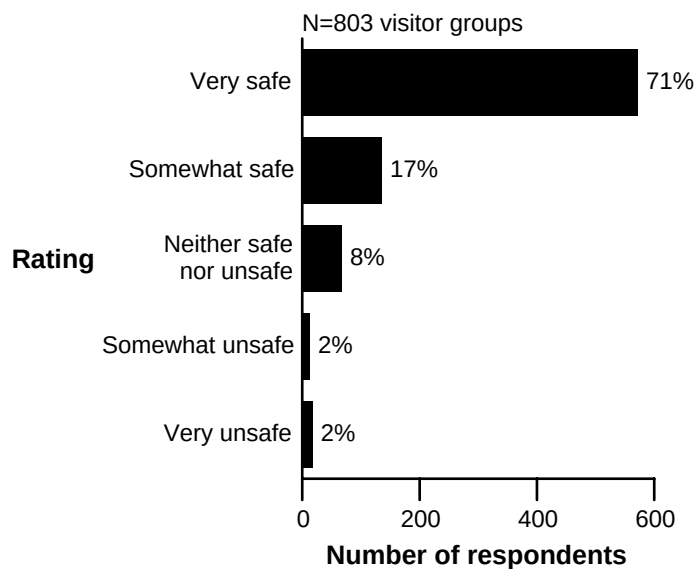
Rating**Figure 90: Personal safety from accidents - Summer**

Personal safety from bears**Fall****Results**

- 71% of fall visitor groups felt very safe from bears in the park (see Figure 91).
- 14% felt somewhat safe.

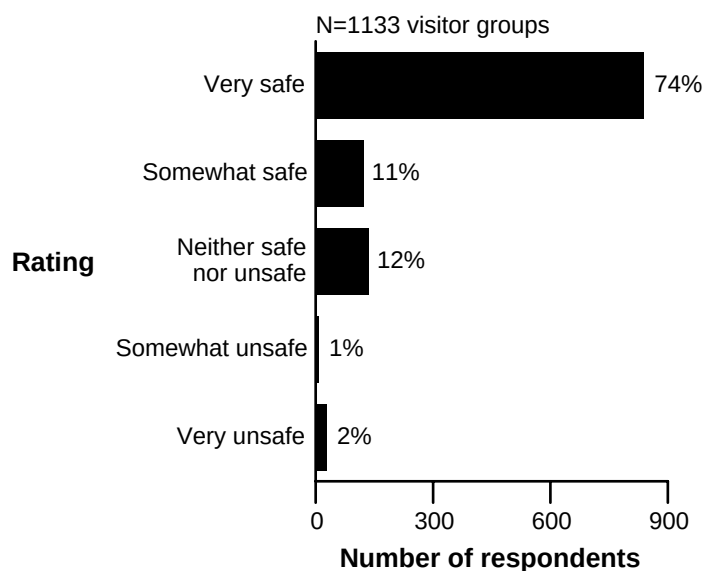
**Figure 91: Personal safety from bears - Fall****Summer****Results**

- 71% of summer visitor groups felt very safe from bears in the park (see Figure 92).
- 17% felt somewhat safe.

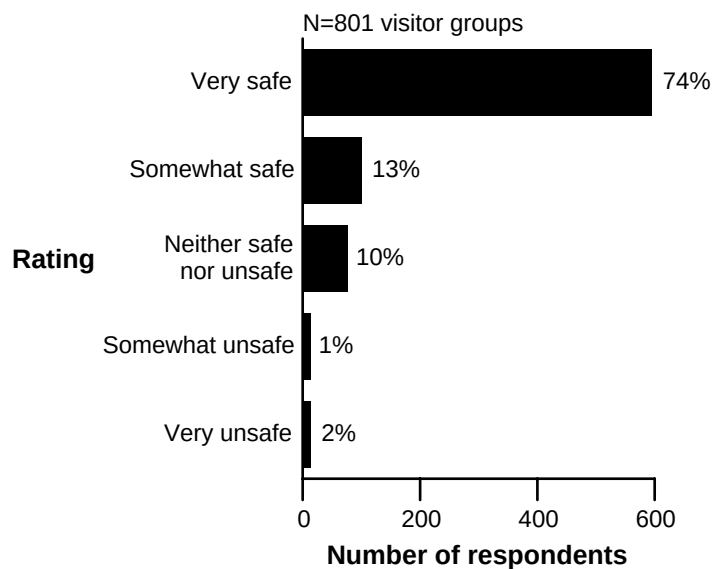
**Figure 92: Personal safety from bears - Summer**

Personal property from bears**Fall****Results**

- 74% of fall visitor groups felt their personal property was very safe from bears in the park (see Figure 93).
- 12% felt neither safe nor unsafe.

**Figure 93: Safety of personal property from bears - Fall****Summer****Results**

- 74% of summer visitor groups felt their personal property was very safe from bears in the park (see Figure 94).
- 13% felt somewhat safe.

**Figure 94: Safety of personal property from bears - Summer**

Question 13b

If you marked that you felt “very unsafe” or “somewhat unsafe” for any of the above issues, please explain why.

Fall**Results**

- Eighty-three fall visitor groups provided reasons they felt “very unsafe” or “somewhat unsafe.” (See Table 39.)

Table 39: Comments about safety issues – Fall

N=97 comments;

some visitors made more than one comment.

Safety issue	Comment
Personal safety – from crime	Loiterers at motel in Maggie Nervous when alone at overlooks Not enough rangers patrolling campground
Personal safety – from accidents	Bicyclists on road Cars crossing double yellow line Cars stopped along/on road (not overlooks) Deer on road Erosion on hillsides along Rock Castle Gorge Heavy traffic Inadequate road markings under foggy conditions Just cautious Lack of guard rails Nervous at drop-offs Over-heated brakes Over-sized vehicles crossing center line Poor driving conditions due to fog/rain Road conditions – rain and leaves Road should be widened for bicyclists RV's stopping quickly Slow drivers Speeding drivers Speeding motorcyclists Trail work is needed Tree fallen on road
	Unsafe drivers
Personal property – from bears	Bears may damage personal property
Personal safety – from bears	Bears (general) Large number of bears in the park No protection from bears
Safety from bears	Bears Bear alert signs were alarming
Unspecified safety issue	Not enough rangers on patrol No phone to call rangers Too many sightseers/visitors

Question 13b

If you marked that you felt “very unsafe” or “somewhat unsafe” for any of the above issues, please explain why.

Summer**Results**

- Thirty-eight visitor groups provided reasons they felt “very unsafe” or “somewhat unsafe.” (See Table 40.)

Table 40: Comments about safety issues – Summer

N=50 comments;

some visitors made more than one comment.

Safety issue	Comment
Personal safety – from crime	Bryant murder in 2007 makes me uneasy Crime exists along the parkway Crime has increased Prisoners eating lunch caused us concern Too few people – felt isolated
Personal safety – from accidents	Bicycles on parkway are hazardous Cycling can be hazardous. Drivers are unsafe Easy to slip and fall Emergency call signs needed Humans cause accidents Lack of guard rails Lack of handrails on steep slopes Lack of patrol rangers Motorcyclists are unsafe Need bike lane to reduce hazards Poor road conditions are safety concern Safety railings needed Sharp Top Trail needs more warnings Vegetation obscures road view Vehicles stop in blind spots
Personal safety – from bears	Bear warning at Inn Bears are close to road Bears are dangerous for hiking Bear areas scary Campgrounds had too few people Increasing bear-human interaction Many bears in area and of course there is need for caution Saw bears while hiking
Personal property – from bears	Bears are on our property Bears will get what they want usually No bear boxes at any campgrounds We heard that bears are short of food

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

Visitor services and facilities used

Question 15a

Please indicate all visitor services and facilities that you or your group used along the Blue Ridge Parkway during this visit.

Fall

Results

- As shown in Figure 95, the most commonly used visitor services and facilities by fall visitor groups were:

87% Visitor center restrooms
79% Visitor centers
74% Park brochure/map
60% Overlook exhibits

- The least used service/facility was:

1% Junior Ranger program

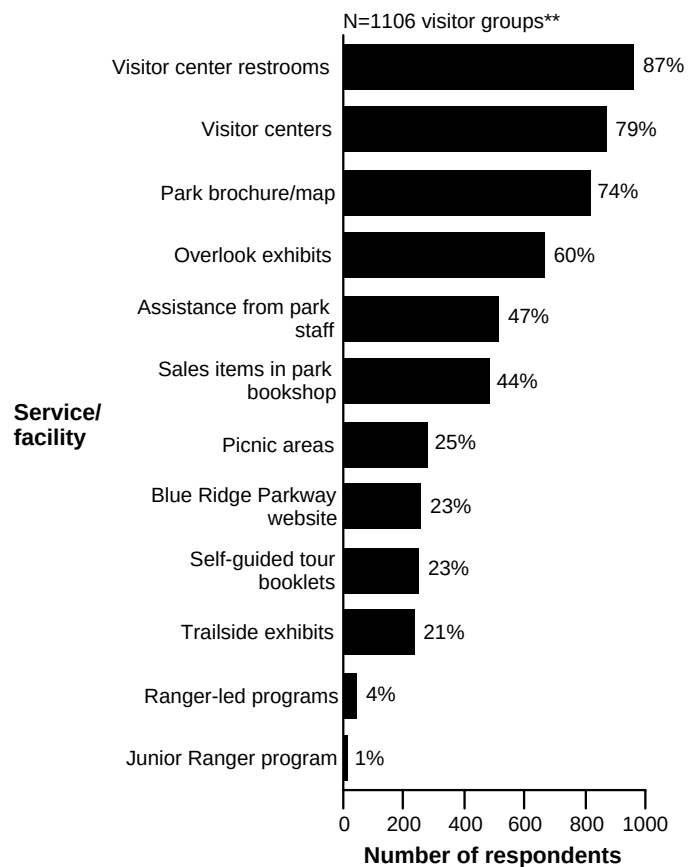


Figure 95: Visitor services and facilities used - Fall

Question 15a

Please indicate all visitor services and facilities that you or your group used along the Blue Ridge Parkway during this visit.

Summer**Results**

- As shown in Figure 96, the most commonly used visitor services and facilities by summer visitor groups included:

84% Visitor center restrooms
74% Visitor centers
73% Park brochure/map
56% Overlook exhibits

- The least used service/facility was:

1% Junior Ranger program

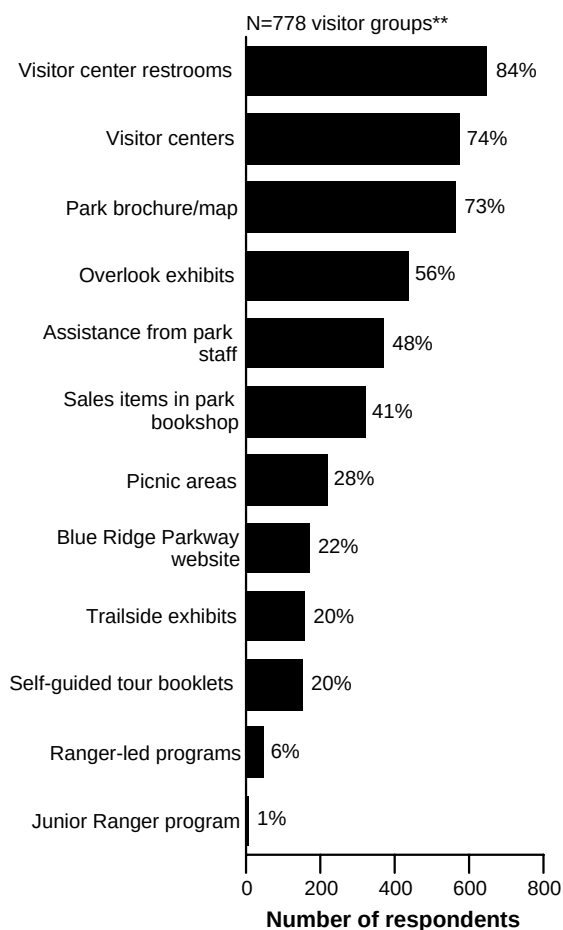
**Service/
facility**

Figure 96: Visitor services and facilities used - Summer

Importance ratings of visitor services and facilities

Question 15b

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

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

Fall

Results

- Figure 97 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more fall visitor groups.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

92% Visitor center restrooms
 84% Park brochure/map
 81% Park website
 81% Overlook exhibits
 81% Self-guided tour booklets

- The service/facility receiving the highest “not important” rating was:

17% Ranger-led programs

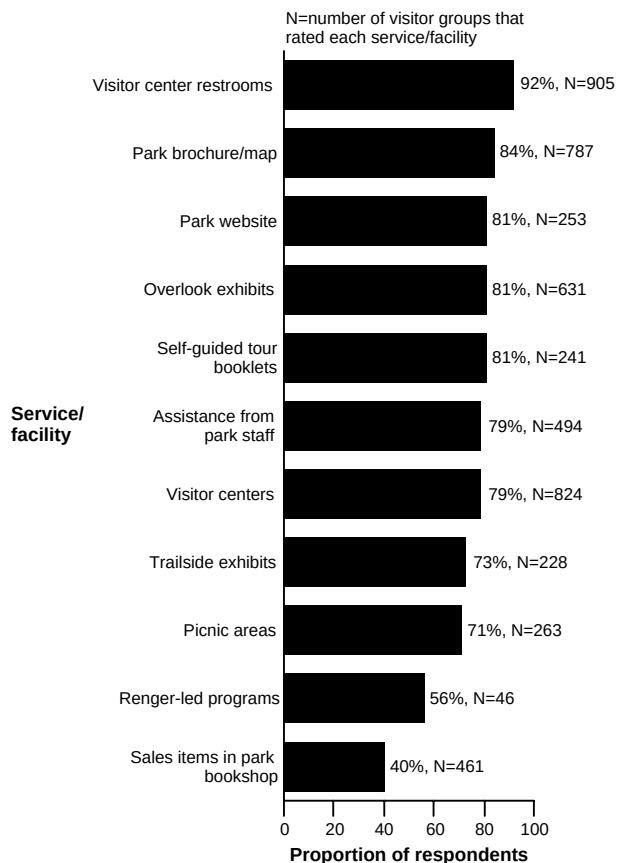


Figure 97: Combined proportions of “extremely important” and “very important” ratings of visitor services/facilities - Fall

Question 15b

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

Summer**Results**

- Figure 98 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more summer visitor groups.

- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

93% Visitor center restrooms
86% Self-guided tour booklets
85% Park brochure/map

- The service/facility receiving the highest “not important” rating by summer visitor groups was:

4% Ranger-led programs

- Figures 99 to 122 show the importance ratings for each service/facility, as rated by fall and summer visitor groups.

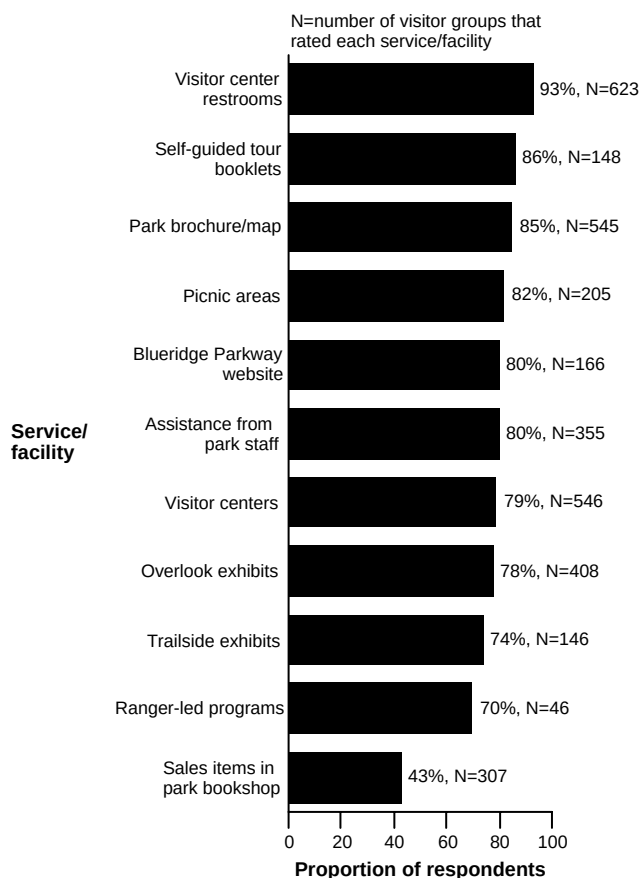


Figure 98: Combined proportions of “extremely important” and “very important” ratings of visitor services/facilities - Summer

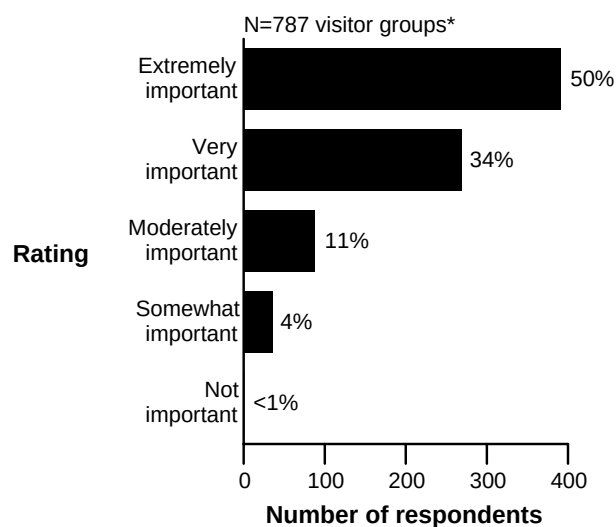


Figure 99: Importance of park brochure/map – Fall

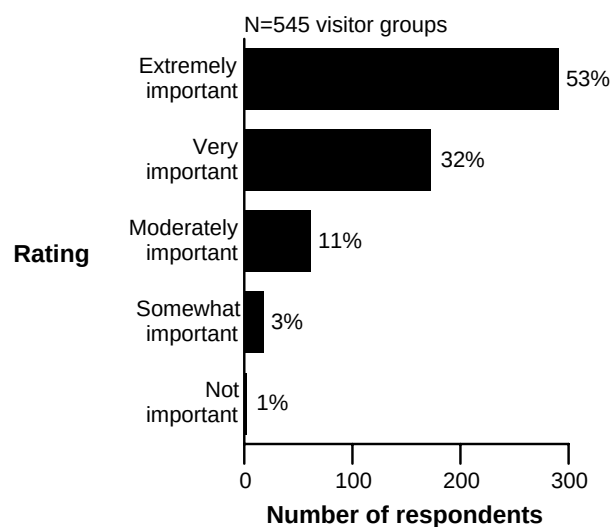


Figure 100: Importance of park brochure/map – Summer

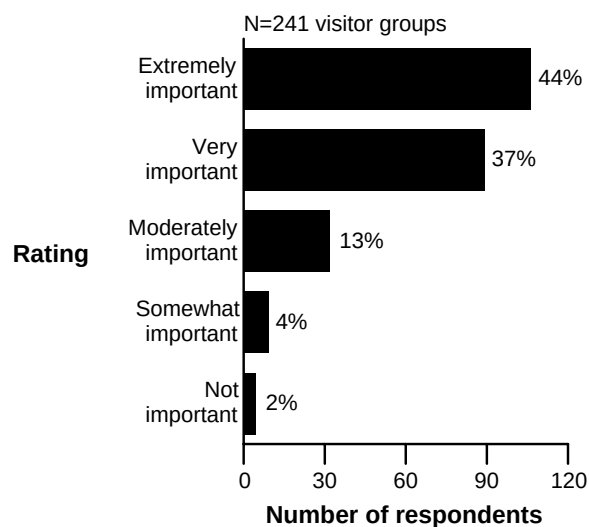


Figure 101: Importance of self-guided tour booklets – Fall

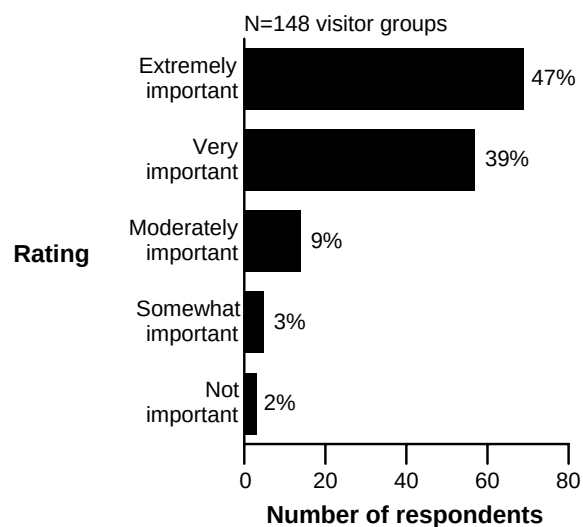


Figure 102: Importance of self-guided tour booklets – Summer

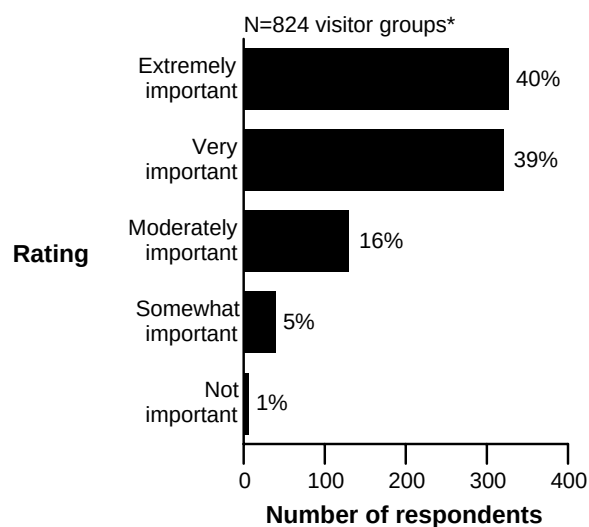


Figure 103: Importance of visitor centers – Fall

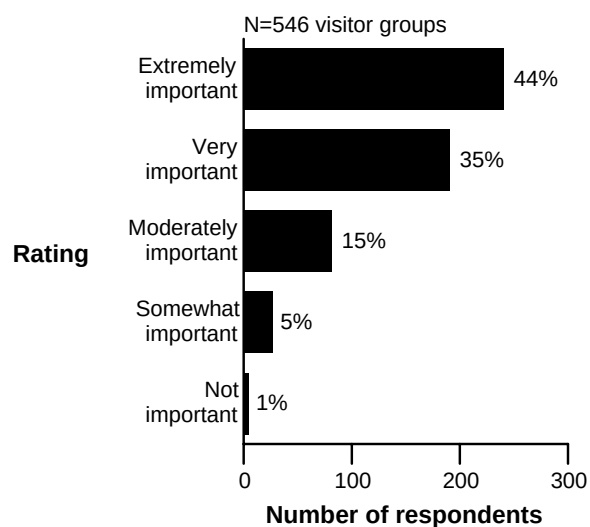


Figure 104: Importance of visitor centers – Summer

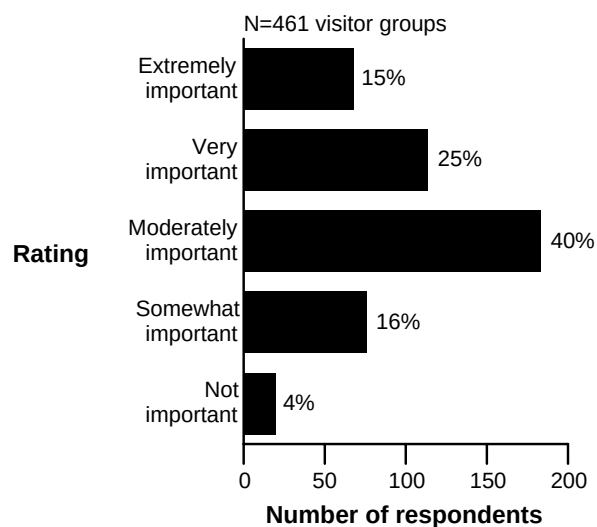


Figure 105: Importance of sales items in park bookshop (selection, quality, price, etc.) – Fall

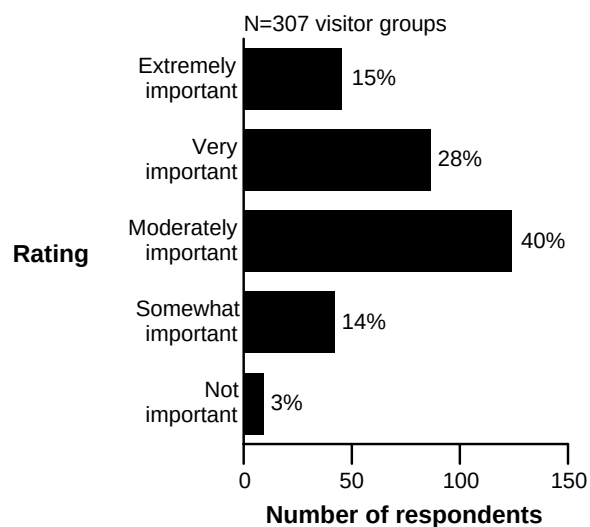


Figure 106: Importance of sales items in park bookshop (selection, quality, price, etc.) – Summer

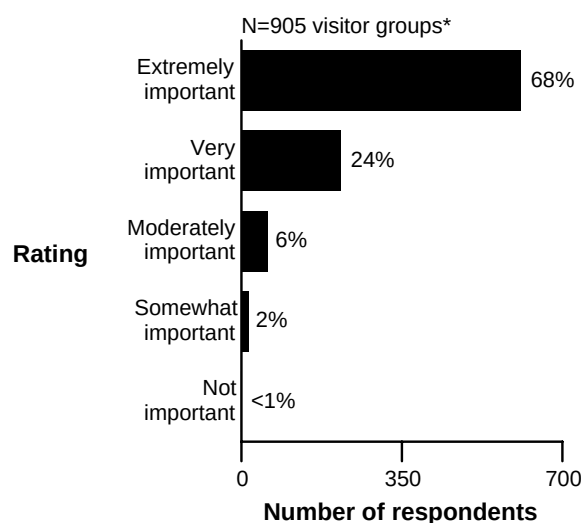


Figure 107: Importance of visitor center restrooms – Fall

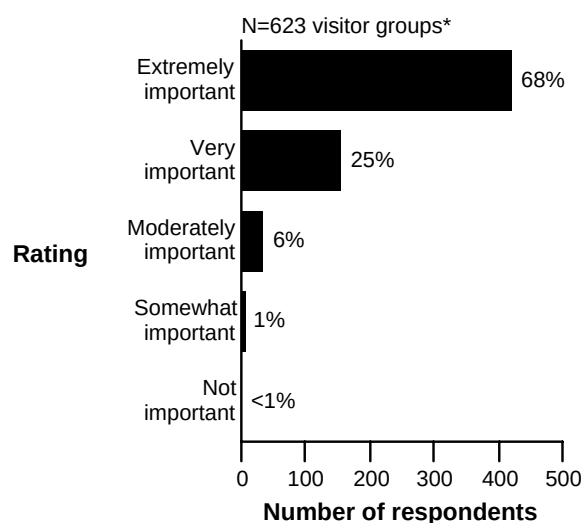


Figure 108: Importance of visitor center restrooms – Summer

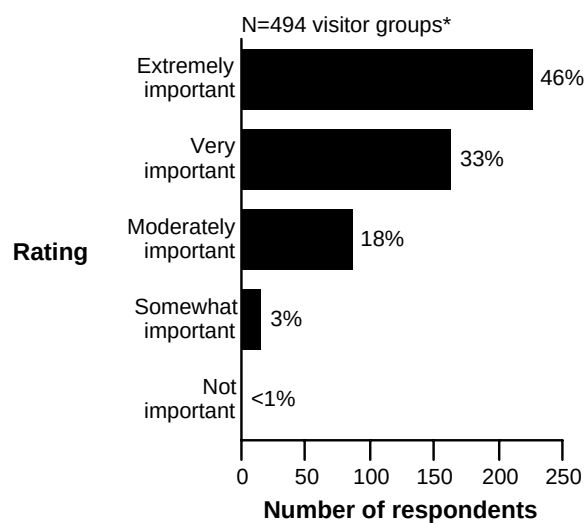


Figure 109: Importance of assistance from park staff – Fall

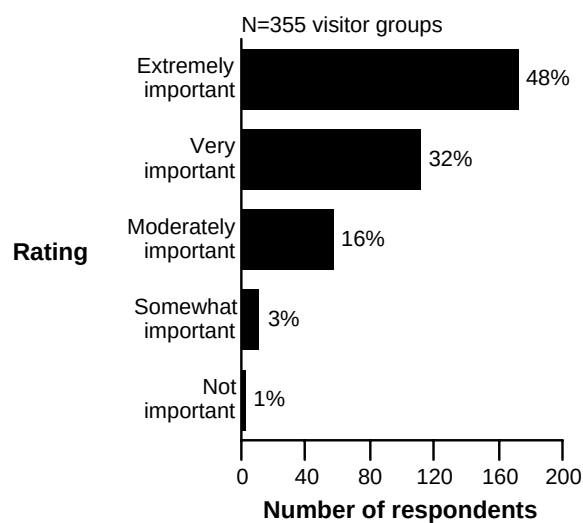


Figure 110: Importance of assistance from park staff – Summer

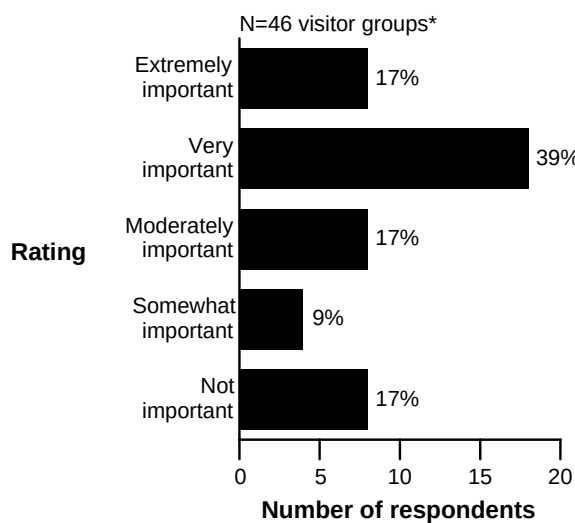


Figure 111: Importance of ranger-led programs – Fall

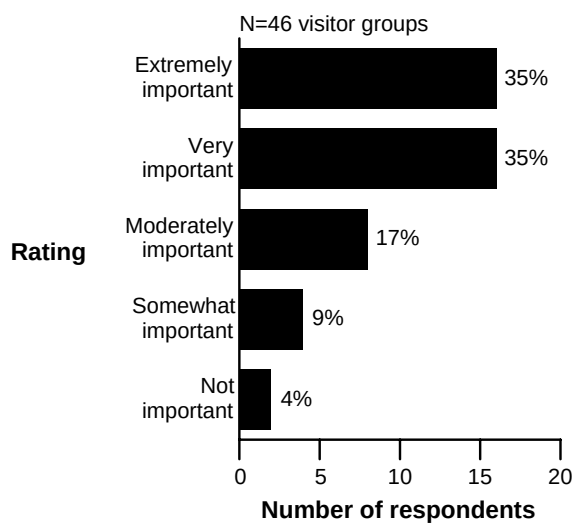


Figure 112: Importance of ranger-led programs – Summer

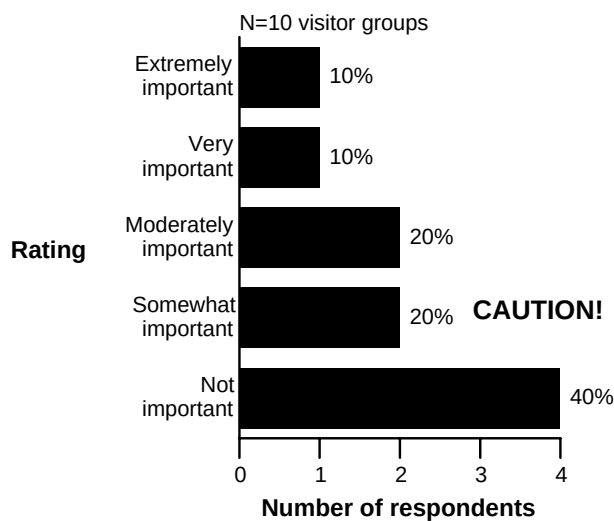


Figure 113: Importance of Junior Ranger program – Fall

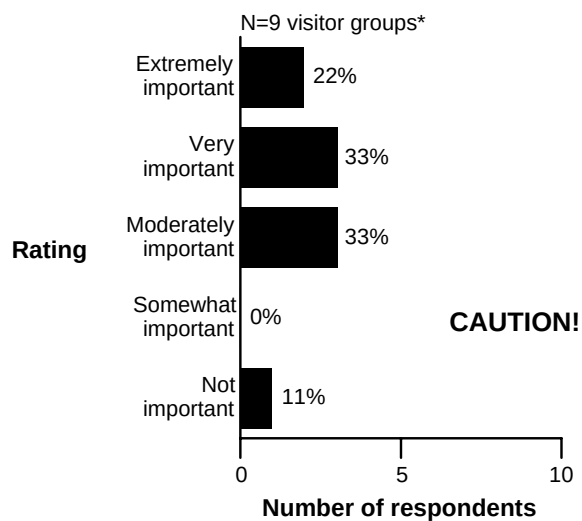


Figure 114: Importance of Junior Ranger program – Summer

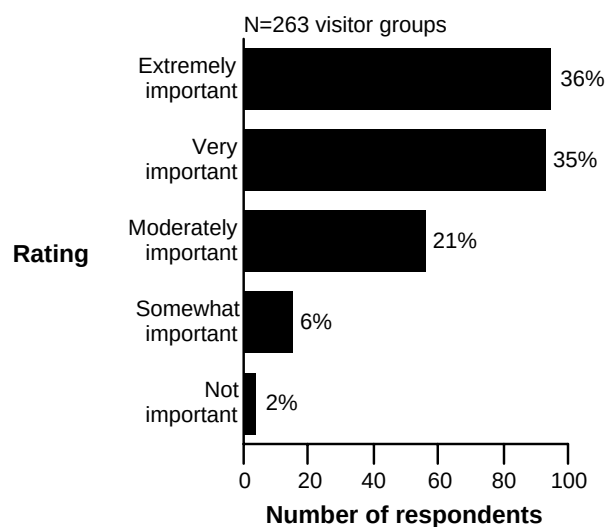


Figure 115: Importance of picnic areas – Fall

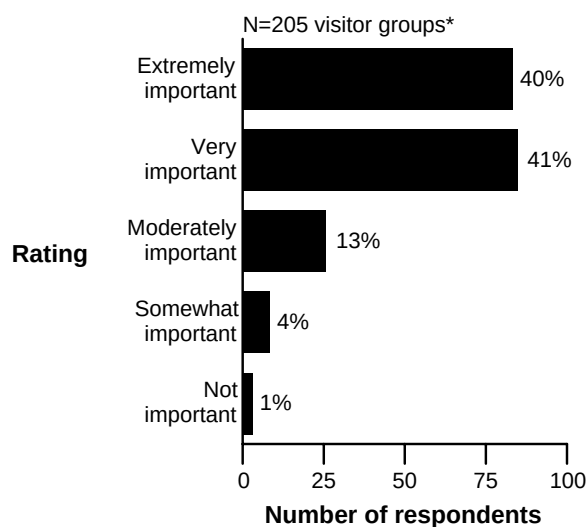


Figure 116: Importance of picnic areas – Summer

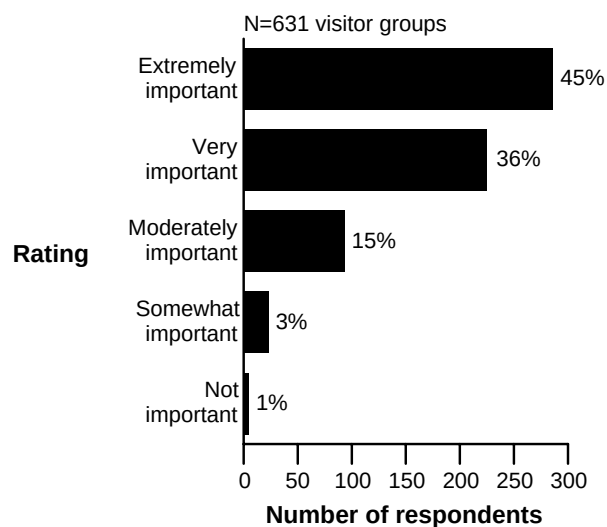


Figure 117: Importance of overlook exhibits – Fall

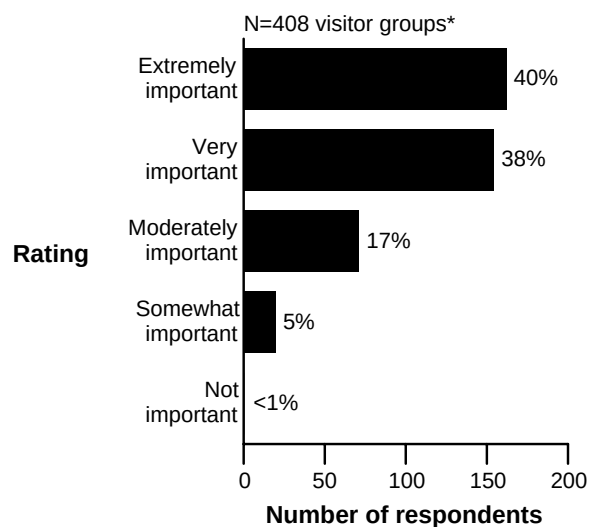


Figure 118: Importance of overlook exhibits - Summer

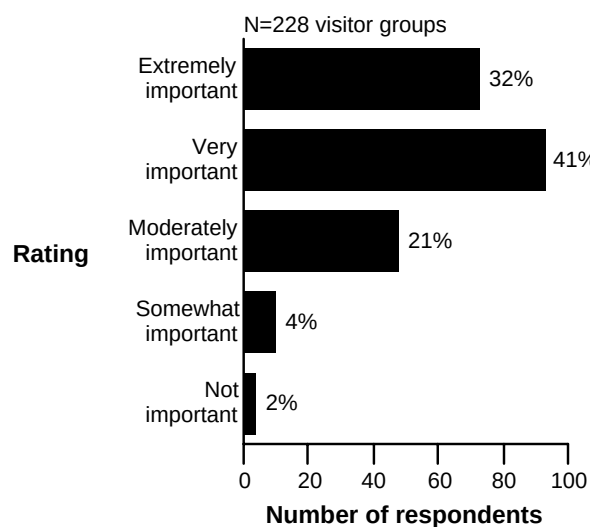


Figure 119: Importance of trailside exhibits – Fall

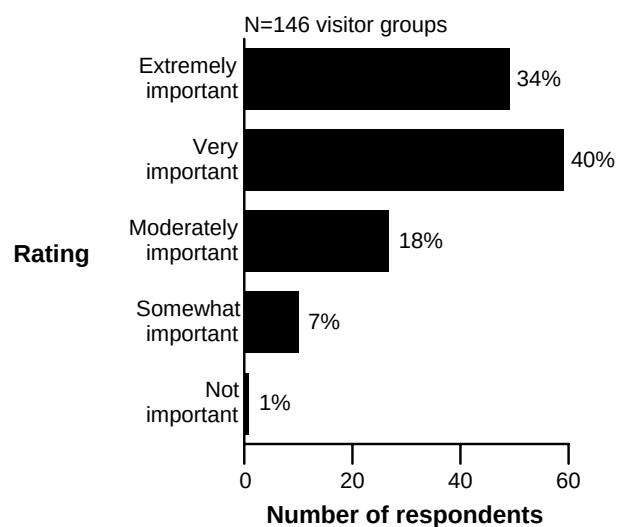


Figure 120: Importance of trailside exhibits – Summer

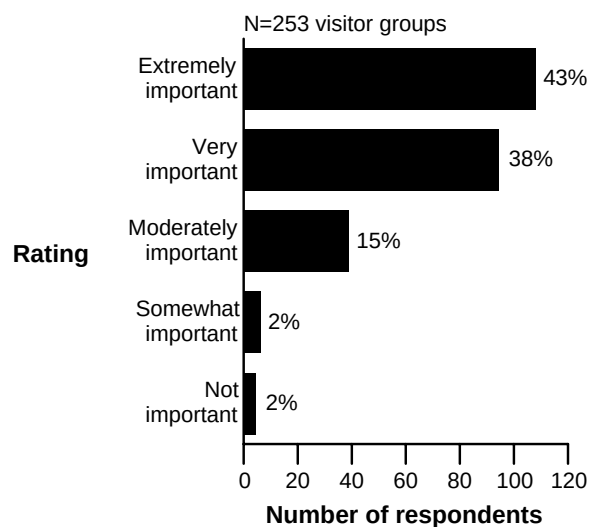


Figure 121: Importance of Blue Ridge Parkway website – Fall

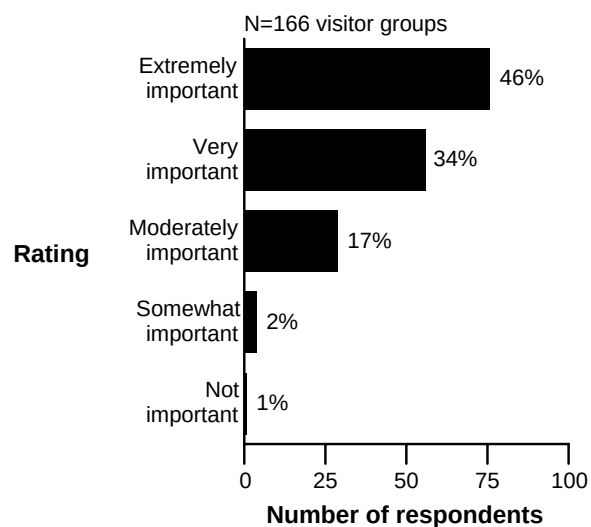


Figure 122: Importance of Blue Ridge Parkway website – Summer

Quality ratings of visitor services and facilities

Question 15c

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

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

Fall

Results

- Figure 123 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more fall visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

92% Assistance from park staff
91% Park brochure/map
90% Visitor centers
90% Self-guided tour booklets

- The service/facility receiving the highest “very poor” quality rating by fall visitor groups was:

3% Ranger-led programs

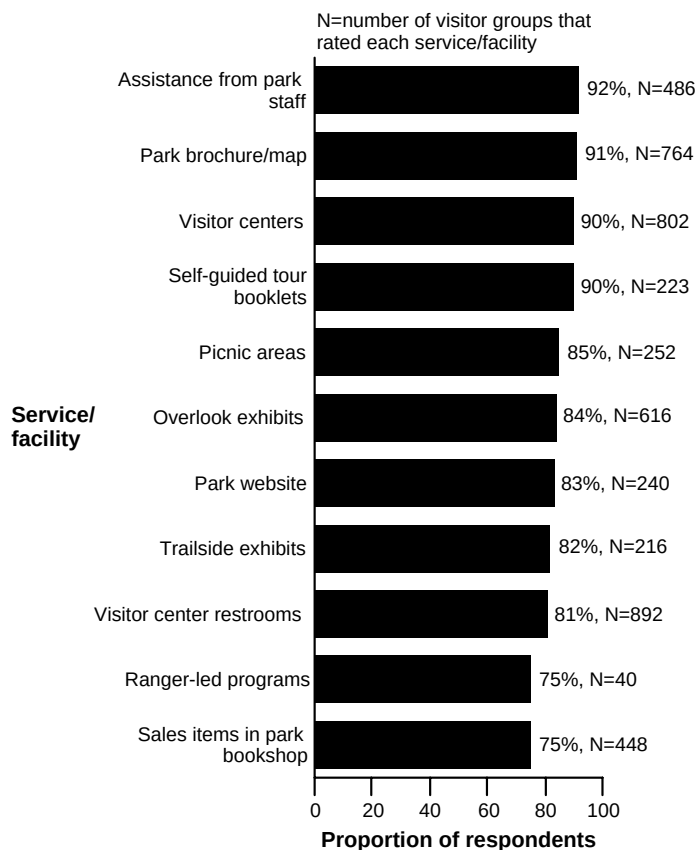


Figure 123: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities – Fall

Question 15c

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

Summer**Results**

- Figure 124 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more summer visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 97% Ranger-led programs
 - 94% Assistance from park staff
 - 94% Visitor centers
 - 92% Park brochure/map
- The service/facility receiving the highest “very poor” quality rating by summer visitors was:
 - 1% Trailside exhibits
 - 1% Assistance from park staff
 - 1% Visitor center restrooms
- Figures 125 to 148 show the quality ratings for each service/facility as rated by fall and summer visitor groups.

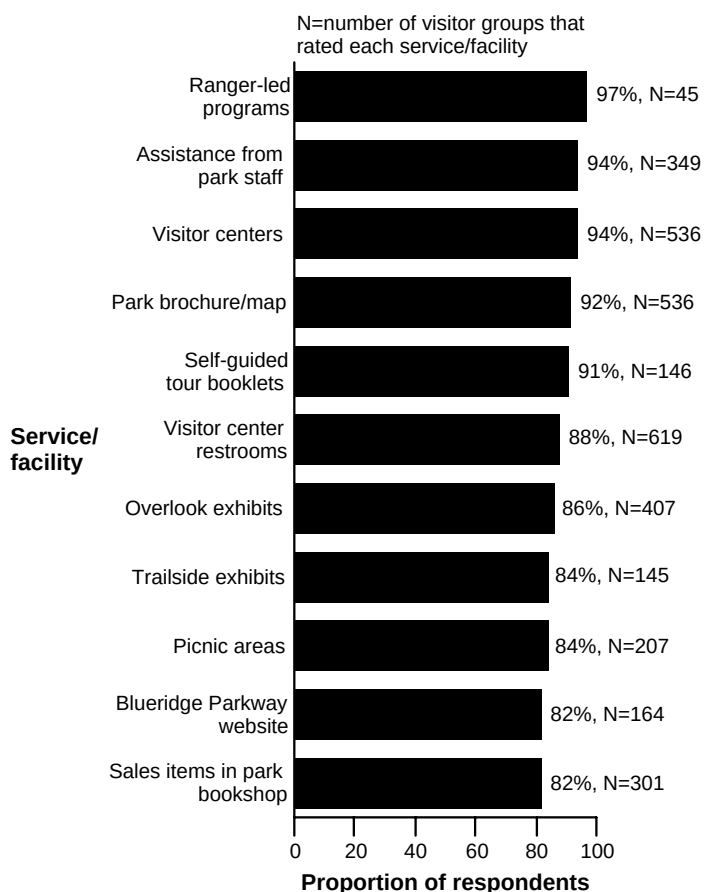


Figure 124: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities – Summer

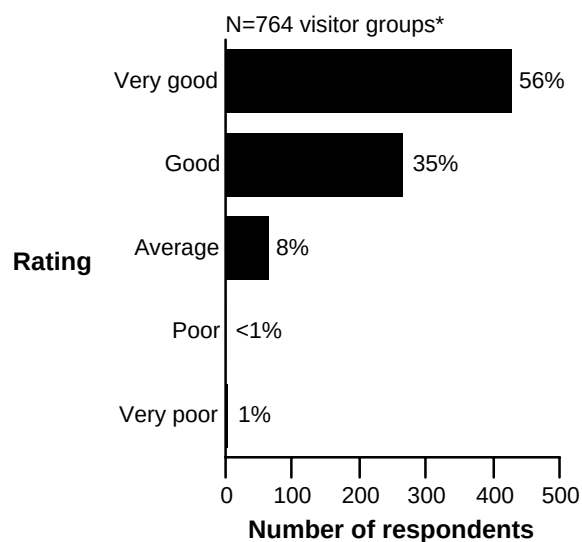


Figure 125: Quality of park brochure/map – Fall

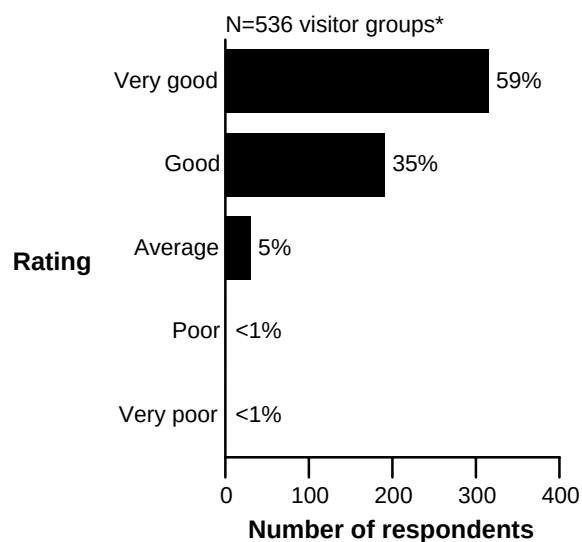


Figure 126: Quality of park brochure/map – Summer

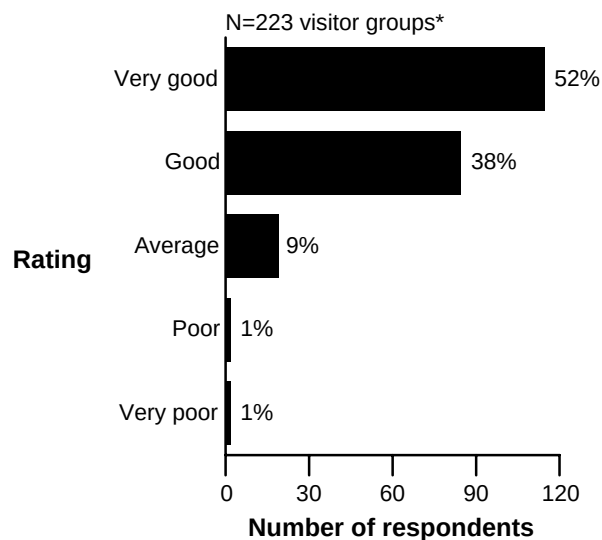


Figure 127: Quality of self-guided tour booklets – Fall

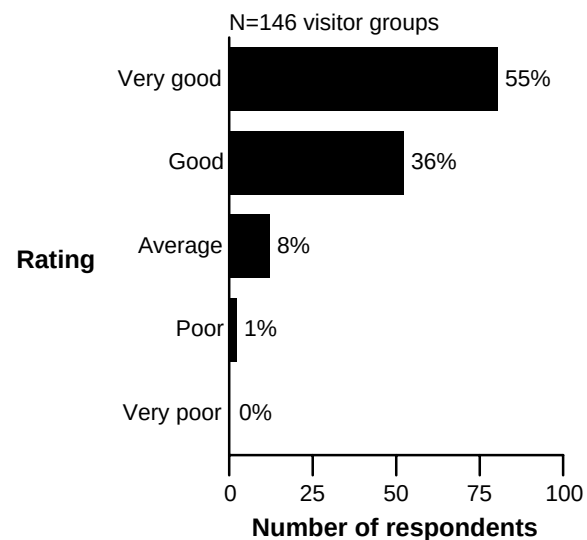


Figure 128: Quality of self-guided tour booklets – Summer

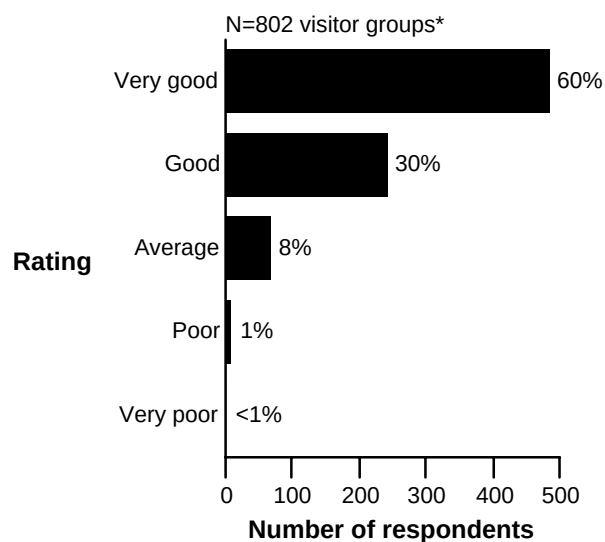


Figure 129: Quality of visitor centers – Fall

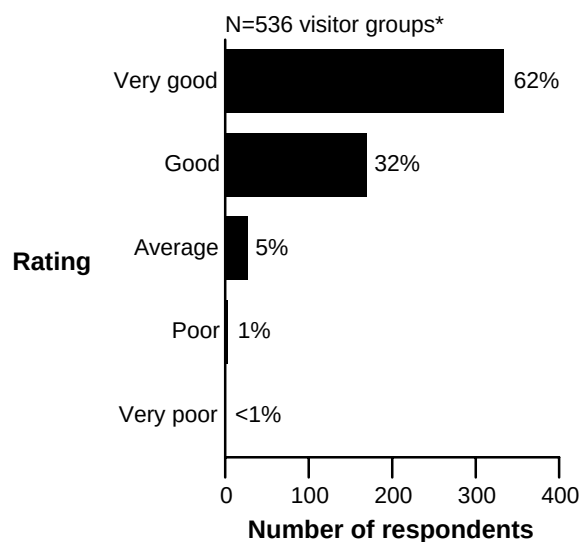


Figure 130: Quality of visitor centers – Summer

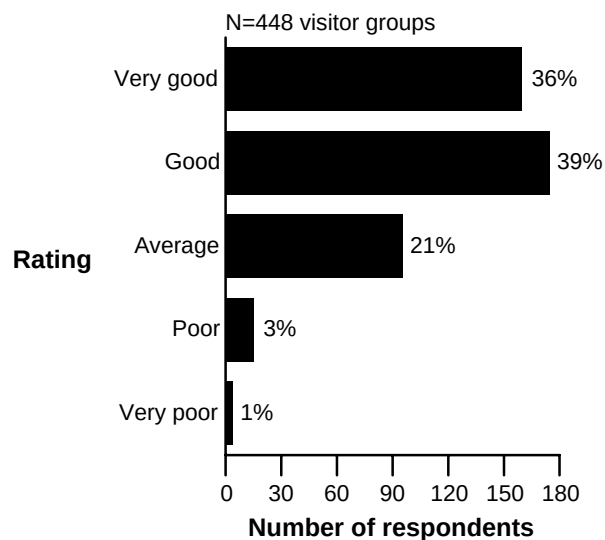


Figure 131: Quality of sales items in park bookshop (selection, quality, price, etc.) – Fall

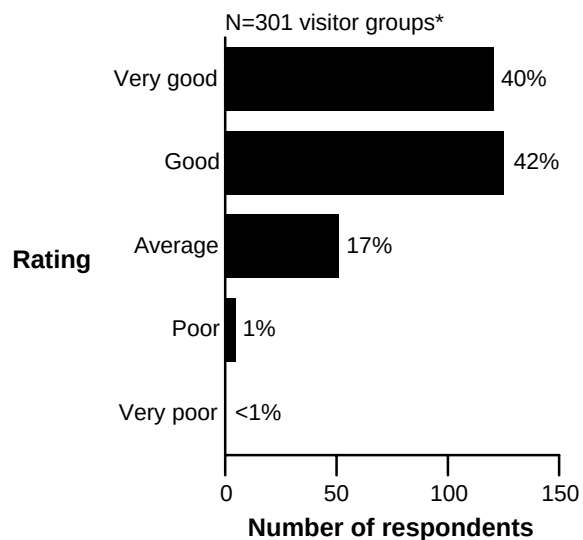


Figure 132: Quality of sales items in park bookshop (selection, quality, price, etc.) – Summer

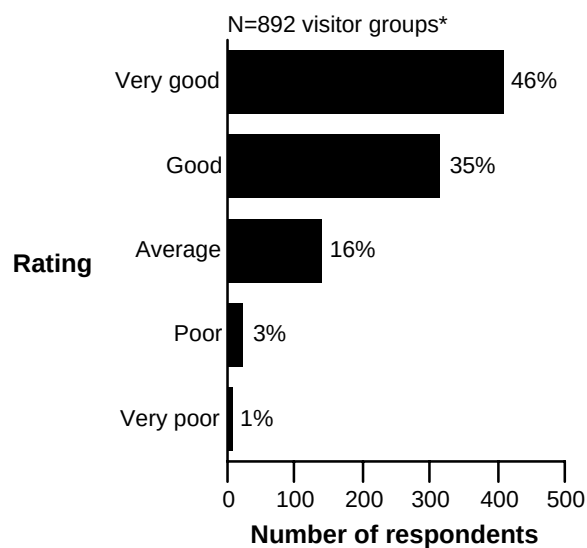


Figure 133: Quality of visitor center restrooms – Fall

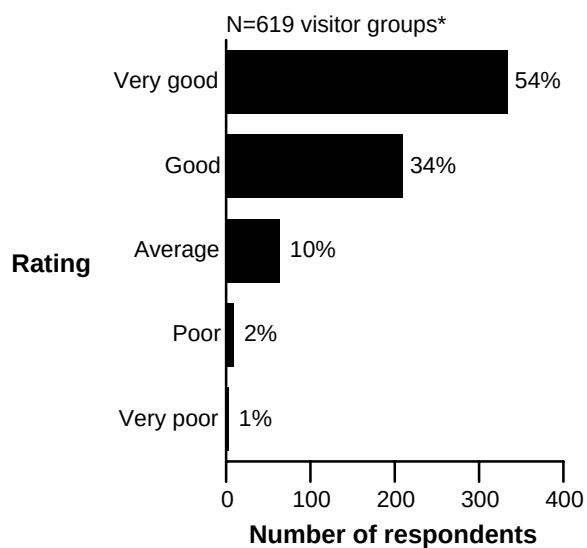


Figure 134: Quality of visitor center restrooms – Summer

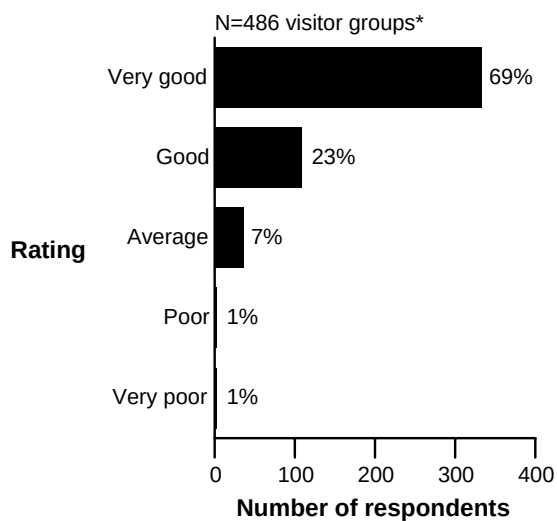


Figure 135: Quality of assistance from park staff – Fall

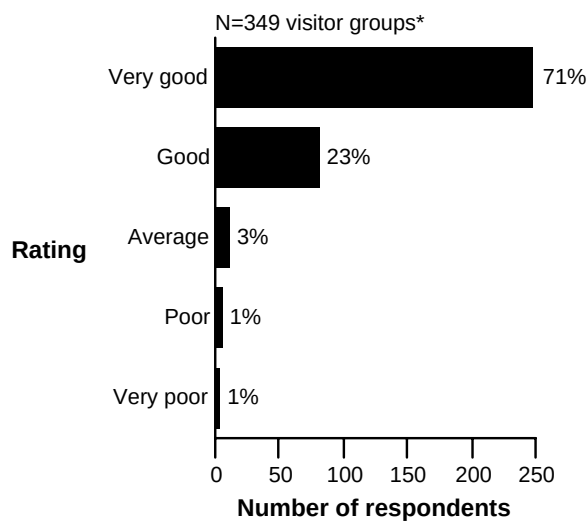


Figure 136: Quality of assistance from park staff – Summer

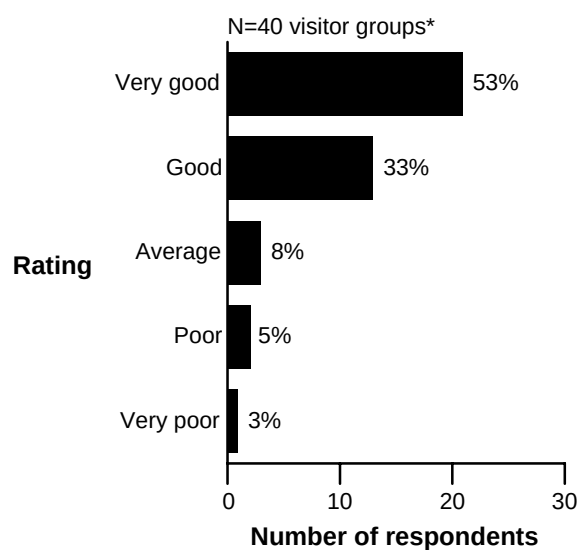


Figure 137: Quality of ranger-led programs – Fall

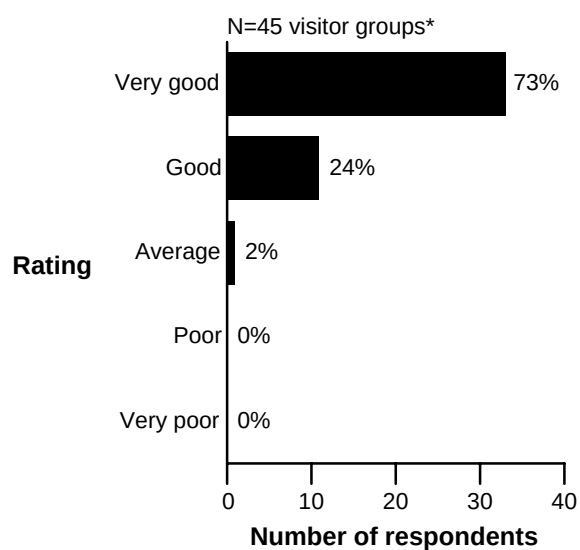


Figure 138: Quality of ranger-led programs – Summer

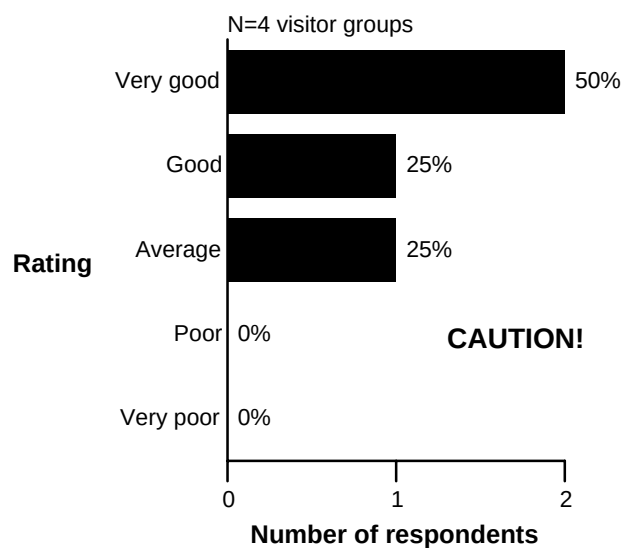


Figure 139: Quality of Junior Ranger program – Fall

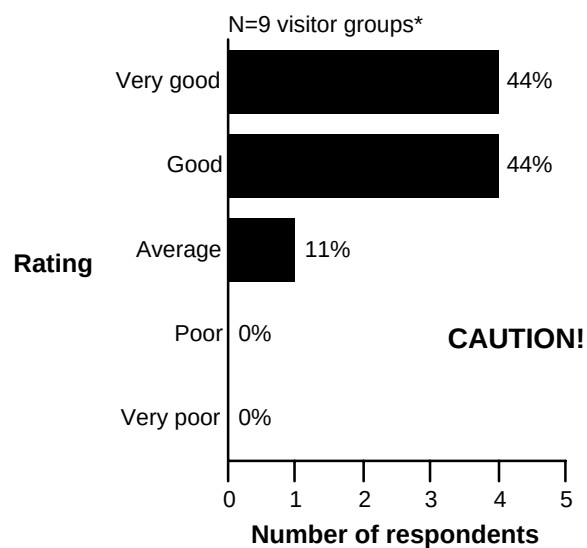


Figure 140: Quality of Junior Ranger program – Summer

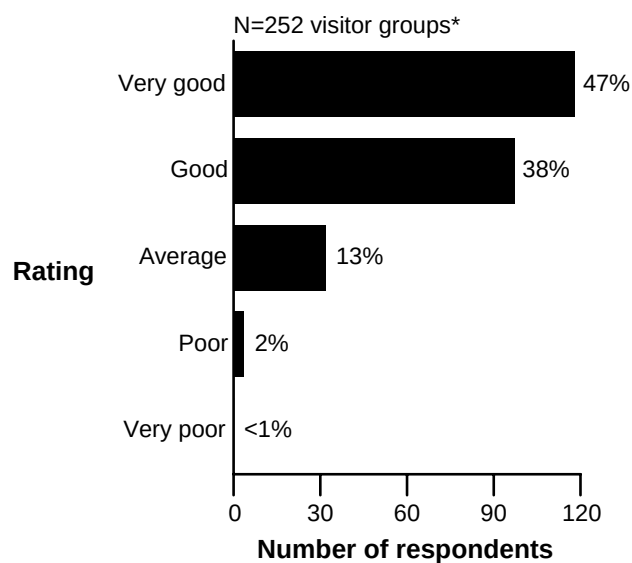


Figure 141: Quality of picnic areas – Fall

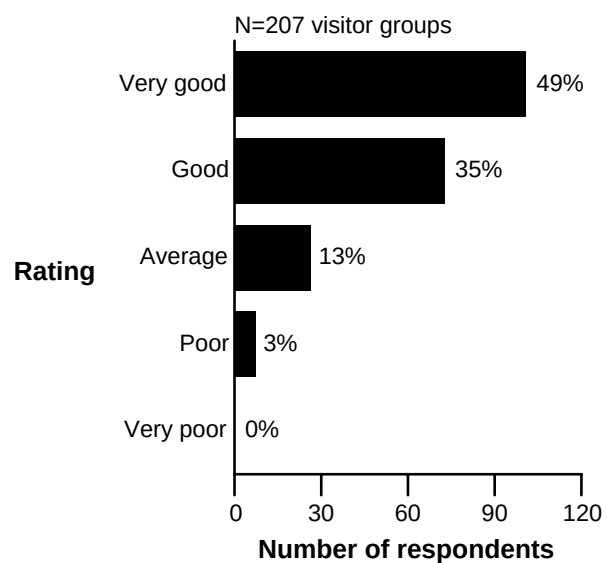


Figure 142: Quality of picnic areas – Summer

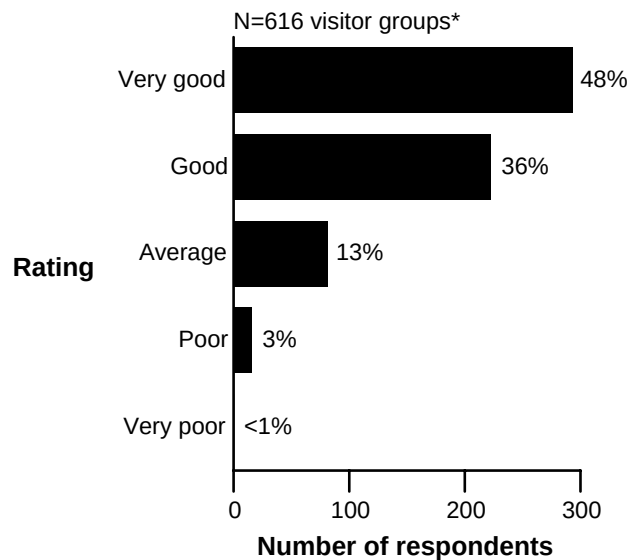


Figure 143: Quality of overlook exhibits – Fall

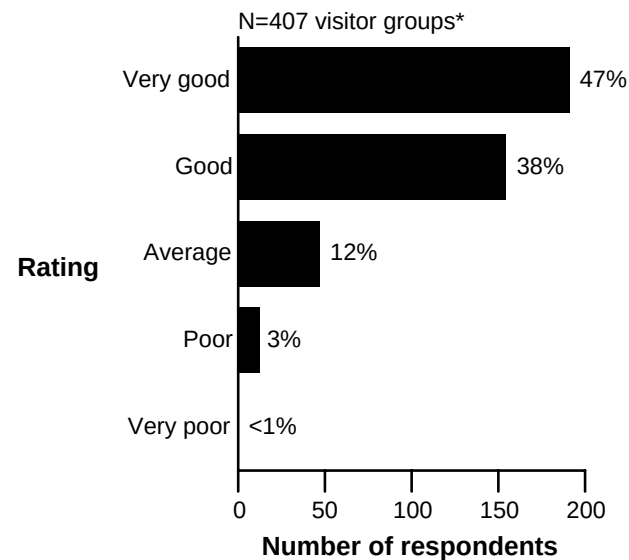


Figure 144: Quality of overlook exhibits - Summer

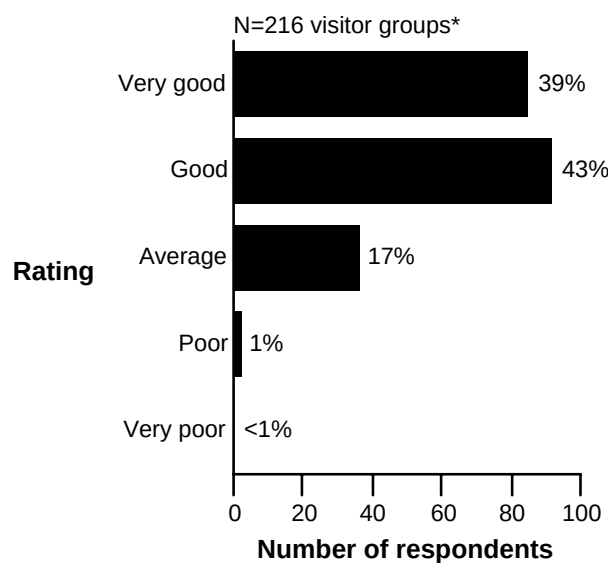


Figure 145: Quality of trailside exhibits – Fall

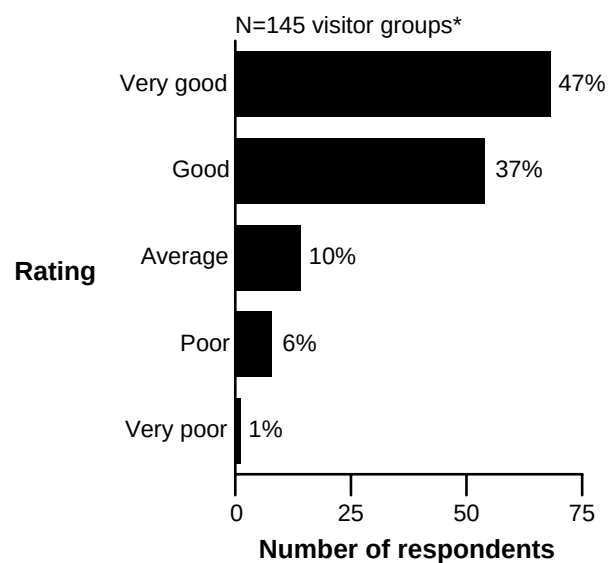


Figure 146: Quality of trailside exhibits – Summer

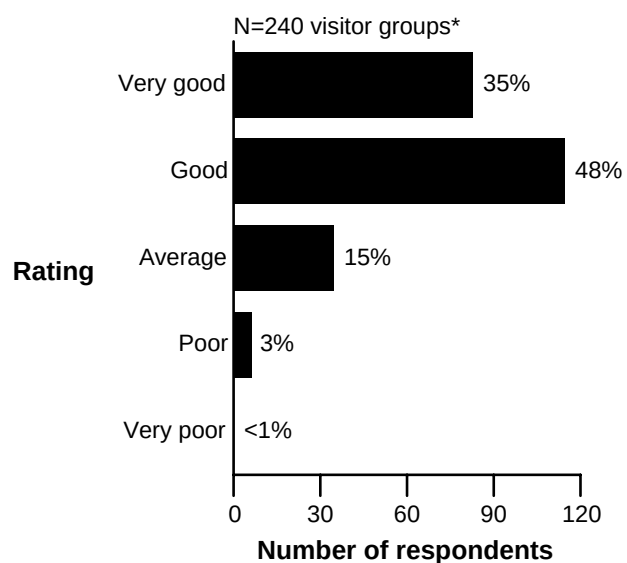


Figure 147: Quality of Blue Ridge Parkway website – Fall

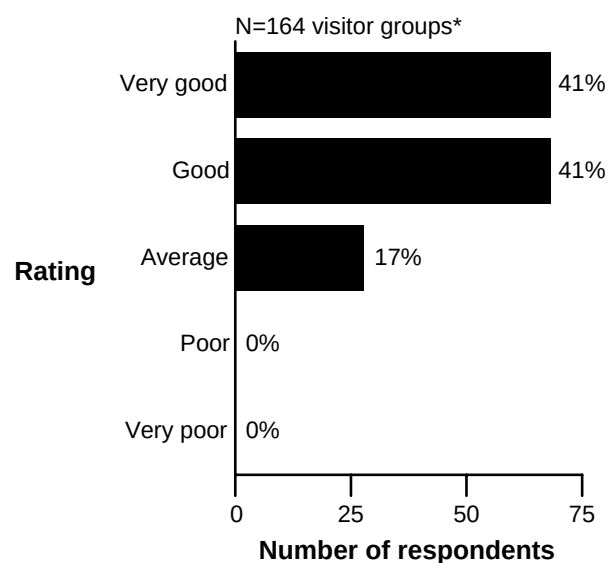


Figure 148: Quality of Blue Ridge Parkway website – Summer

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

Fall

- Figures 149 and 150 show the mean scores of importance and quality ratings for all visitor services/facilities that were rated by 30 or more fall visitor groups.
- All visitor services/facilities were rated above average.

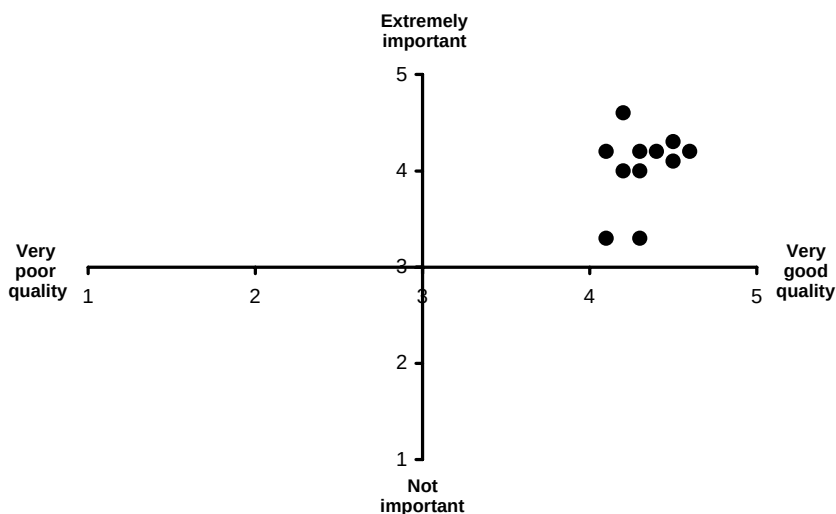


Figure 149: Mean scores of importance and quality ratings for visitor services/facilities – Fall

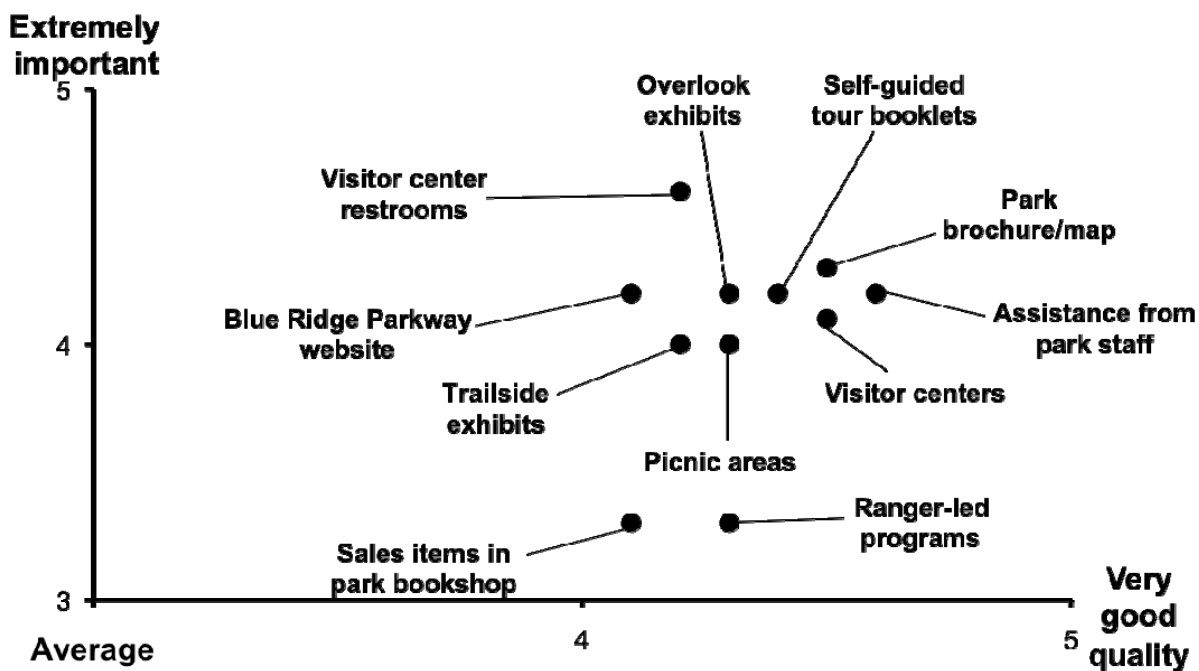


Figure 150: Detail of Figure 149 – Fall

Summer

- Figures 151 and 152 show the mean scores of importance and quality ratings for all visitor services/facilities that were rated by 30 or more summer visitor groups.
- All visitor services/facilities were rated above average.

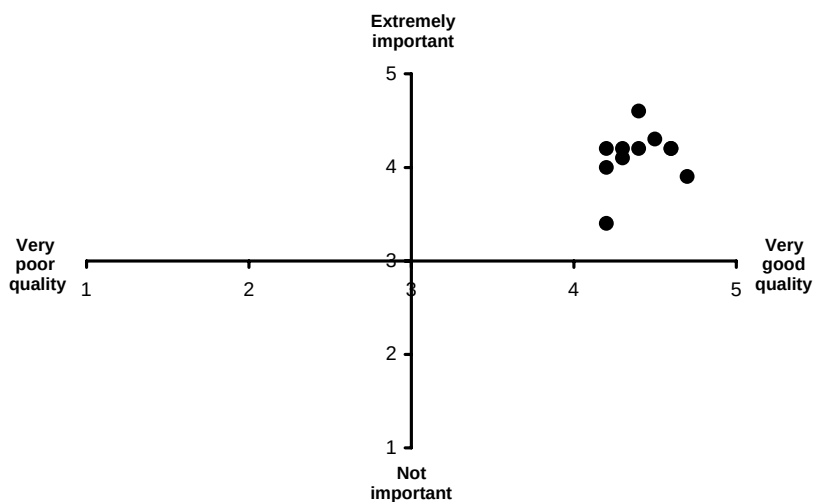


Figure 151: Mean scores of importance and quality ratings for visitor services/facilities - Summer

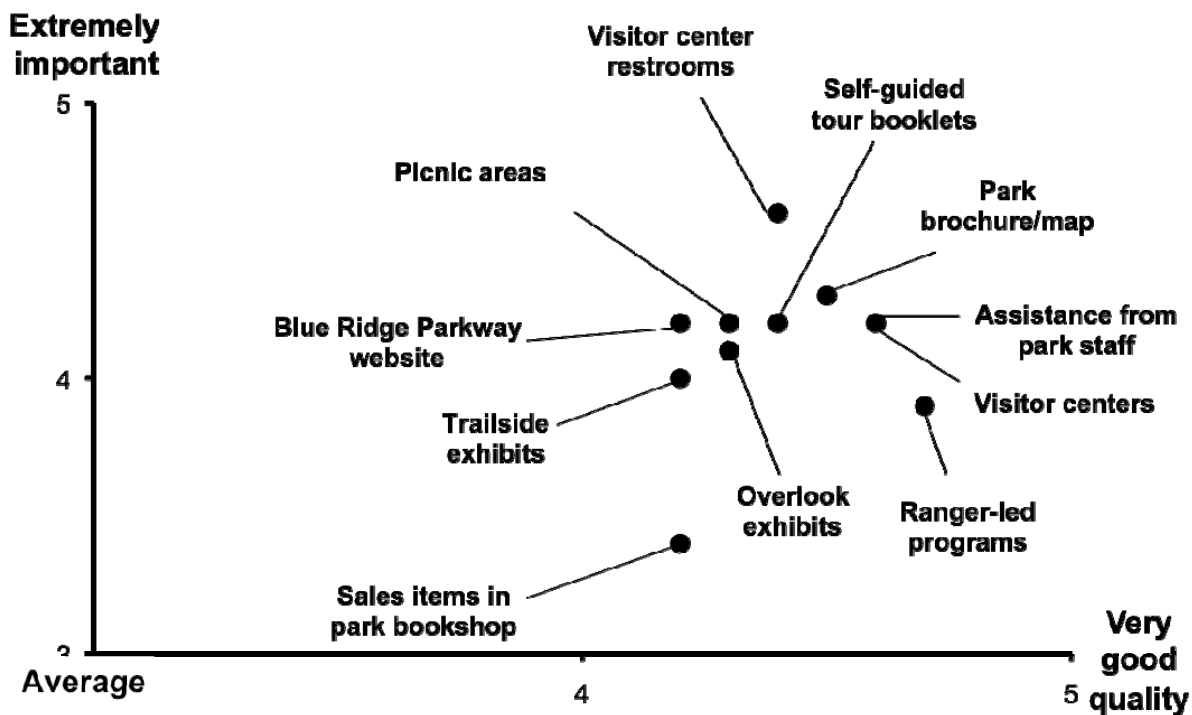


Figure 152: Detail of Figure 151 - Summer

Question 15d

If you and your personal group have comments on any of the above services and facilities, please list them.

Fall

Results

- One hundred fifty-five fall visitor groups made comments about visitor services and facilities (see Table 41).

Table 41: Comments on visitor services/facilities - Fall

N=241 comments;
some visitors made more than one comment.

Service/facility	Comment
Assistance from park staff	Crabby visitor center worker at Linn Cove Viaduct Doing a great job despite the limited resources Great employees at Craggy Gardens More knowledge of hiking trails would have been helpful Moses Cone staff was nice Nice staff at Julian Price Ranger at Linville was not friendly Staff at Explore Park was great Staff at Folk Art Center bookstore was friendly, helpful Staff at Humpback Rocks was helpful Staff at Peaks of Otter was friendly and helpful Staff should know the camping operating hours Staff was committed Staff was friendly Staff was helpful Staff was knowledgeable Staff was not communicative Staff not friendly Staff was professional Staff was unsympathetic Very personable
Blue Ridge Parkway website	Booking campsites should be easier Complicated Informative Maps are not good when printed out Needed more information about parkway Not very useful based on information provided Please list approximate driving times from town to town Nature section could give more information on plants Trail brochures need to re-done digitally User friendly
Craggy Gardens	Great place
Folk Art Center	Excellent exhibit Excellent shop Folk Art Center was excellent Impressive demonstrations at Folk Art Center Olden-time skill demonstrations not available
Junior Ranger Program	Great for kids

Table 41: Comments on visitor services/facilities - Fall
(continued)

Service	Comment
Park brochure/map	Easy to read Provide more information on trails Need more details Road types were not always indicated Update trail and road maps Very handy in locating services needed Was detailed Would be nice if it indicated which stops had restrooms available
Overlook exhibits	Signs were in bad condition (faded, broken, missing) Difficult to read due to bad weather conditions Make identification of mountains easier More information on signs Outdated Poor condition Some need work Would like to have more information available
Park bookstore	Too many imported products Use products from locals
Picnic areas	Better signage to restroom Excellent Need more picnic areas Need to have ramps for handicapped Not all areas are indicated in the map Only picnicked once Open up Loft Mountain picnic area Provide toilet paper Should be cleaner
Ranger-led programs	Need more ranger-led hikes Need more ranger programs None were available due to late season Ranger did excellent job of presenting history of peaks Very good in past
Restrooms	Restrooms had no hot water Craggy Garden restrooms are difficult for handicap access Clean/well-maintained Craggy Meadows restroom was smelly Did not use because they were too dirty Floor was really wet Linn Cove restroom was not usable Long wait Long walk to restrooms More individual toilets needed More toilet paper

Table 41: Comments on visitor services/facilities - Fall
(continued)

Service	Comment
Restrooms (continued)	Need better hand dryer Moses Cone Center needs more restrooms Moses Cone restrooms were not convenient Nice facilities Need more along the parkway No towels and soap at some restrooms Not large enough Not very clean Restrooms at Bluffs picnic area were not clean Restrooms at Bluffs picnic area were out of paper Restrooms at Craggy Gardens were out of paper Restrooms at Craggy Gardens were smelly Restrooms at Linn Cove were overflowing/filthy Restrooms at Peaks of Otter had no soap, toilet paper Restrooms at Peaks of Otter were dirty Porta-potties were not bad Porta-potties were smelly Small Smelly Steps were slippery Very poor Visitors did not keep the restrooms clean Visitors tried to urinate on trails, left toilet tissue on trail Well maintained Wife noted that ventilation process was quite vigorous
Richland Balsam Trail	Out of nature guides
Sales items	Folk Art Center had some items made in China Get rid of generic stuff Limited musical items at Music Center Limited number of items No cooperation discounts were available Outstanding sales items at Folk Art Center Pricey Prices were very high at Moses Cone gift shop Sales items at Folk Art Center were expensive Sell Appalachian books by Appalachian authors/publishers Should have more local arts and crafts
Services	Many services were closed on weekends Well-marked, as far as we went
Trailside exhibits	In some areas signs could be more clear Some were difficult to read due to weather deterioration
Visitor centers	Did not know there was a second floor at Folk Art Center Explore Park building was not open Explore Park was wonderful

Table 41: Comments on visitor services/facilities - Fall
(continued)

Service	Comment
Visitor centers (continued)	Great that there are so many Hard to find parking at Folk Art Center Need covered parking during rain for motorcyclists Not open on Saturdays Not very accurate mileage/distance knowledge Open Explore Park Road signs were difficult to follow Sell coffee at Craggy Gardens when it's cold Staff was helpful There was discrepancy with publicity about hours

Question 15d

If you and your personal group have comments on any of the above services and facilities, please list them.

Summer**Results**

- One hundred five summer visitor groups made comments on visitor services and facilities (see Table 42).

Table 42: Comments on visitor services/facilities – Summer

N=122 visitor comments

Service/facility	Comment
All services	Excellent! Loved historical information
Assistance from park staff	Did not tell us about the detour Excellent ranger/interpreter at Johnson Farm Helpful hosts/staff at Julian Price and Rocky Knob campgrounds Johnson Farm ranger informative and took time with grandson to interpret farm The rangers are friendly and knowledgeable Too few staff Very friendly and helpful Very helpful with directions Very unfriendly and unhelpful
Blue Ridge Parkway Website	Could be more specific Couldn't locate high-quality maps showing parkway in relation to surrounding areas/states Difficult to navigate without a mouse (need back button) Incorrect cost for camping at Mt. Pisgah Information on closed sections needed most Knowing the detours was very helpful in planning our trip More links to concessioners - lodging, food etc. Needs more interactive features for trip planning Take a look at www.newzealand.com
Doughton - Restaurant	Food not very good
Doughton Park	Very polite - clean restrooms
Flat Rock Trail	Some signs are missing
Folk Art Center	Electricity went out and they asked us to leave Folk Art Center is very informative and visually interesting
Graveyard field	Great trails - poorly marked
Junior Ranger	Failed to find any
Mabry Mill	Articles in visitor center made in China not by local craftsmen as advertised Food was not homemade

Table 42: Comments on visitor services/facilities – Summer
(continued)

Service/facility	Comment
Mabry Mill (continued)	Staff no longer wear traditional clothing
Marked hiking trails	Very helpful/useful/important
Moses Cone	Sale items too expensive
Mt. Pisgah camp	Well maintained, great staff
Overlook exhibits	Difficult to read - weathered, vandalism Greenstone trail exhibits in extreme disrepair
Overlook exhibits (continued)	Needs better mileage indicators Right of way maintenance poor in some sections compared to prior years visits Several signs were missing, e.g. monarch butterfly migration route Side trail (Rog) plaques need overview deck Viewing area too crowded - no seating left
Overlooks	Overgrown trees block view Clean
Park brochure/map	"America's By-ways" gave good info, but lacked detail (151 not marked) Does not show all overlooks Map needs to show gas station location Maps not detailed enough NC/VA brochure did not include waterfalls or Sliding Rock Prices were very high The US Forest Service "Popular Waterfalls" lacked details like miles, road conditions, time to travel, etc. Would have liked to know more about tunnels
Park staff	Very personable and knowledgeable
Peaks of Otter	Information on Flat Top and map was very limited
Picnic areas	Need male and female bathroom facilities More tables and more overlooks Need more trash cans closer to all picnic tables Needs to be mowed more Not enough areas to eat and rest with picnic tables and restrooms
Ranger-led programs	Ranger was very good Regret Friday night campfire programs got cancelled More frequent (e.g. daily) interpretive programs throughout parkway

Table 42: Comments on visitor services/facilities – Summer
(continued)

Service/facility	Comment
Restrooms	Clean, well stocked, all in working order Floor was very wet Men's room was out of toilet paper Not enough restrooms Peaks of Otter restrooms were clean Some not handicap friendly Stinky smell Very clean
Sales items	Firewood price was outrageous
Sales items in park bookshop	Folk Art Center always helpful Items for sale very high Love the book choices Need more selection for children Not a great selection and prices were too high Prices kind of high Some prices high The folk art items for sale too expensive Unable to find ceramic tiles
Scenic overlooks	Many have grown up with trees blocking views Signs too faded
Self-guided tour booklets	Also used Blue Ridge Parkway Travel Guide from Leisure Publishing, VA - very important There were none at Richland Balsam trail
Trailside exhibits	Not very informative
Visitor center restrooms	Beautiful, well kept Need more restrooms Need more restrooms along parkway Peaks of Otter bathroom smelled bad Rocky Knob needs more and better restrooms
Visitor centers	All visitor centers need to carry a larger selection of products Asheville has excellent information and services Blue Ridge Music Center - outstanding music, rocking chairs Clean restrooms Electricity went out and they asked us to leave Excellent! Folk Art Center had far less art on display than we expected and far more sale, selling seemed to be focus Great exhibit – helpful and relevant Helpful nice staff

Table 42: Comments on visitor services/facilities – Summer
(continued)

Service/facility	Comment
Visitor centers (continued)	Live music was unexpected and great Need better info on road closures and detours Should inform about closing some parts of the road to plan detours better Staff did not have info on road close or detours Very nice center Very welcoming ranger/staff We love the Folk Art Center We were pleased by the facilities We were very impressed with rangers
Water Rock	Ranger was pleasant and helpful
Website	Could be more specific Info on closed sections needed most Knowing the detours was very helpful in planning our trip More links to concessioners - lodging, food etc. Needs more interactive features for trip planning Take a look at www.newzealand.com

Concession services and facilities used

Question 16a and 17a

Please indicate all concession services and facilities that you or your group used along the Blue Ridge Parkway during this visit.

Fall

Results

- As shown in Figure 153, the most commonly used concession services and facilities by fall visitor groups were:

32% Mabry Mill Gift/Craft Store
24% Pisgah Inn/Craft/Gift Shop
22% Mabry Mill Restaurant
21% Pisgah Inn Restaurant

- The least used service/facility was:
1% Rocky Knob Cabins

Service/
facility

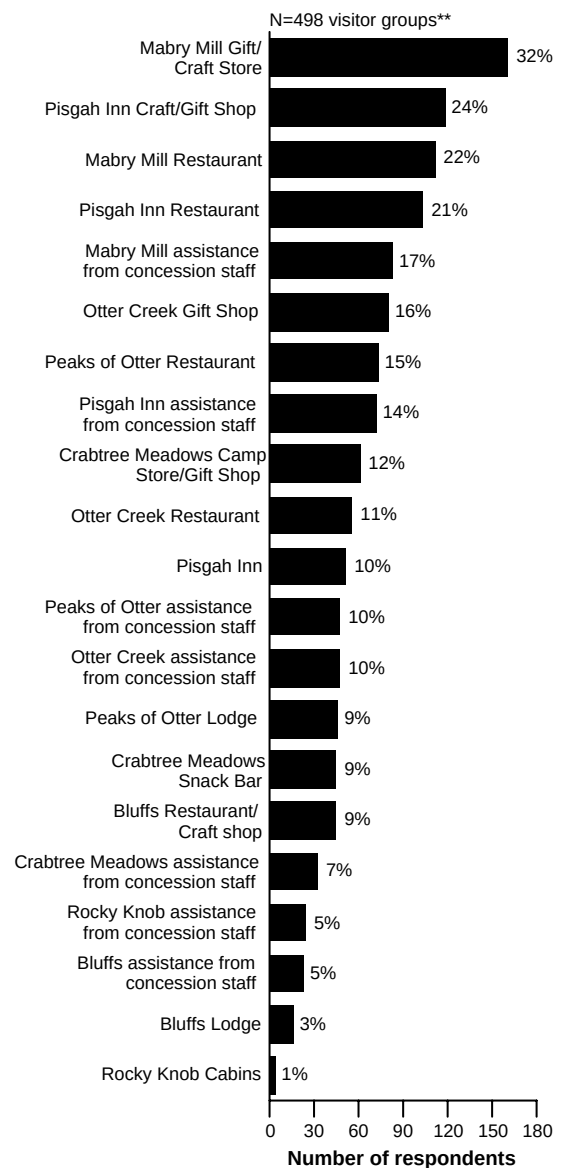


Figure 153: Concession services and facilities used - Fall

Question 16a and 17a

Please indicate all concession services and facilities that you or your group used along the Blue Ridge Parkway during this visit.

Summer**Results**

- As shown in Figure 154, the most commonly used concession services and facilities by summer visitor groups were:

36% Mabry Mill Gift/Craft Store
 28% Mabry Mill Restaurant
 25% Pisgah Inn/Craft/Gift Shop
 22% Pisgah Inn Restaurant

- The least used service/facility was:

1% Rocky Knob Cabins

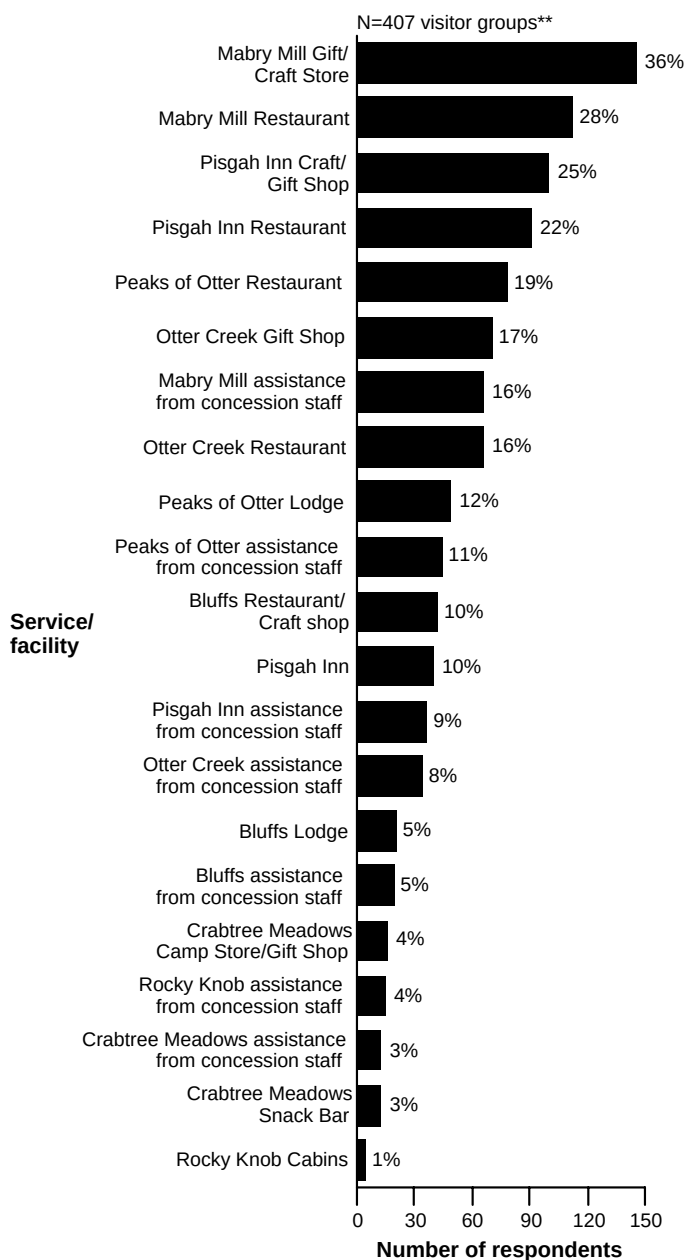


Figure 154: Concession services and facilities used – Summer

Importance ratings of concession services and facilities

Questions 16b and 17b

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

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

Fall Results

- Figure 155 shows the combined proportions of “extremely important” and “very important” ratings for concession services and facilities that were rated by 30 or more fall visitor groups.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 90% Pisgah Inn
 - 89% Pisgah Inn Restaurant
 - 86% Pisgah Inn assistance from concession staff
 - 86% Peaks of Otter Lodge
- The concession service/facility receiving the highest “not important” rating was:
 - 7% Crabtree Meadows Camp Store/Gift Shop

Service/
facility

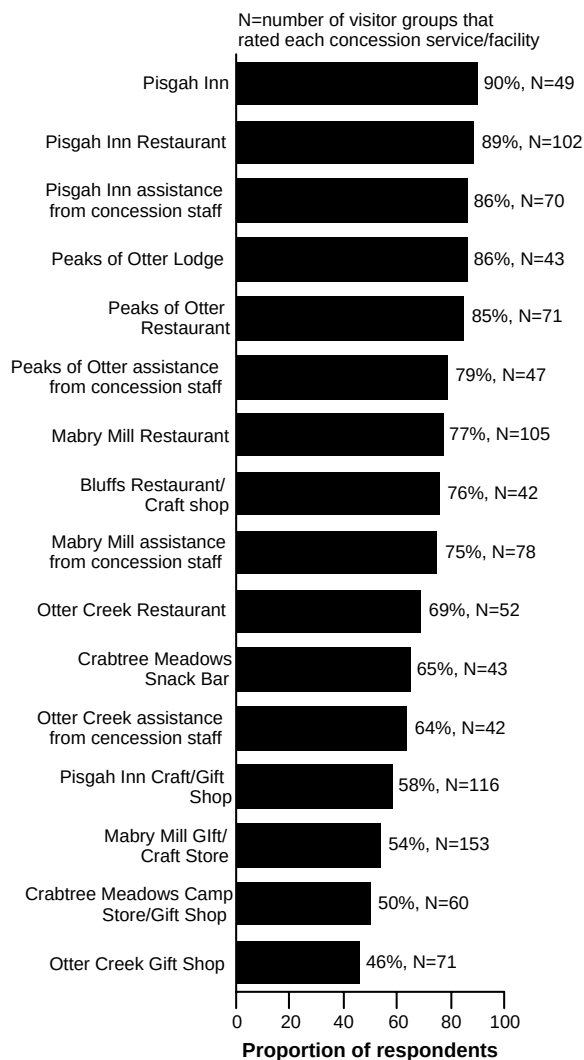


Figure 155: Combined proportions of “extremely important” and “very important” ratings of concession services/facilities - Fall

Questions 16b and 17b

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

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

Summer**Results**

- Figure 156 shows the combined proportions of “extremely important” and “very important” ratings for visitor concession services and facilities that were rated by 30 or more summer visitor groups.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

90% Pisgah Inn
 88% Pisgah Inn Restaurant
 87% Peaks of Otter Restaurant
 85% Otter Creek Restaurant

- The concession service/facility receiving the highest “not important” rating was:

6% Pisgah Inn Craft/Gift shop

- Figures 157 to 198 show the importance ratings for each service/facility, as rated by fall and summer visitor groups.

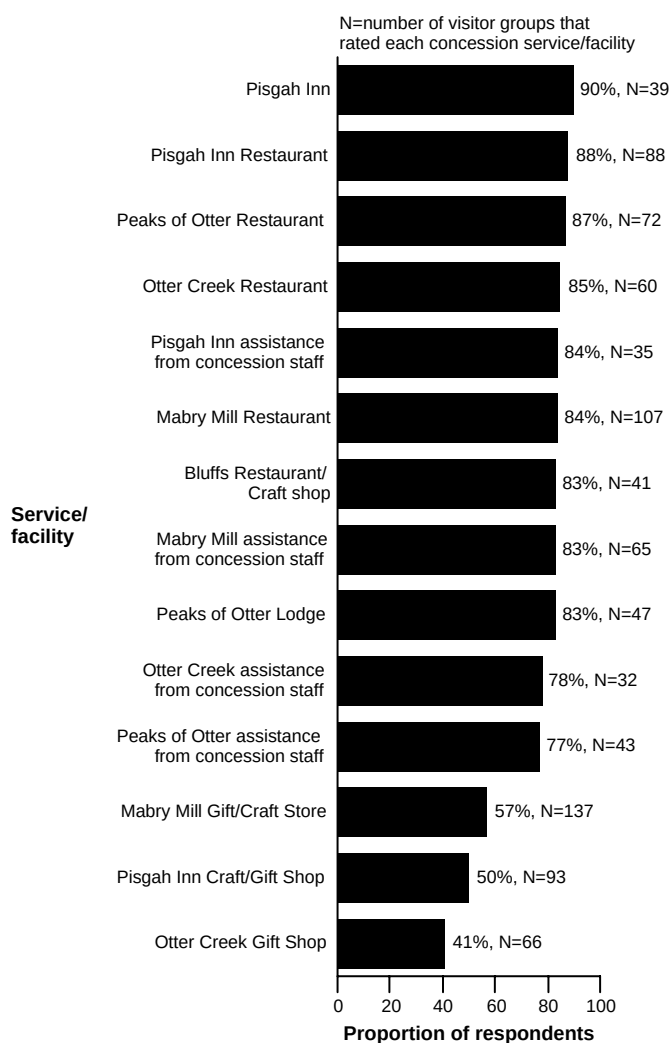


Figure 156: Combined proportions of “extremely important” and “very important” ratings of concession services/facilities - Summer

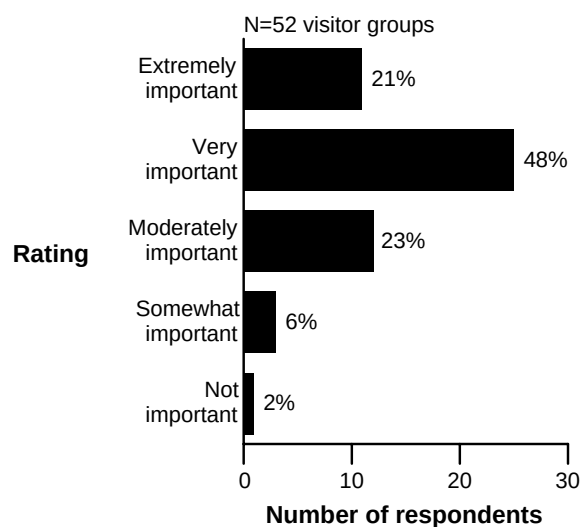


Figure 157: Importance of Otter Creek Restaurant - Fall

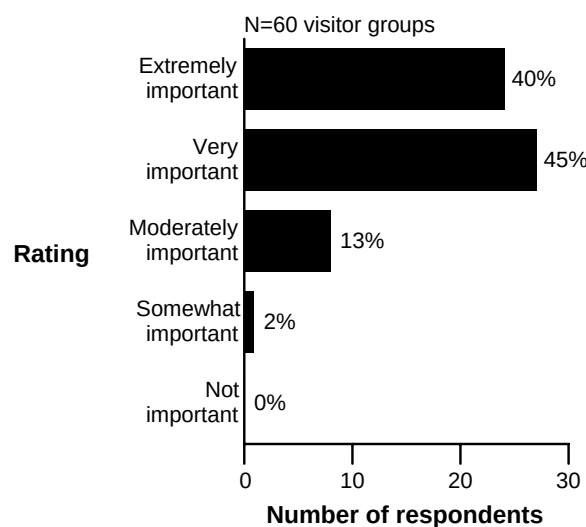


Figure 158: Importance of Otter Creek Restaurant - Summer

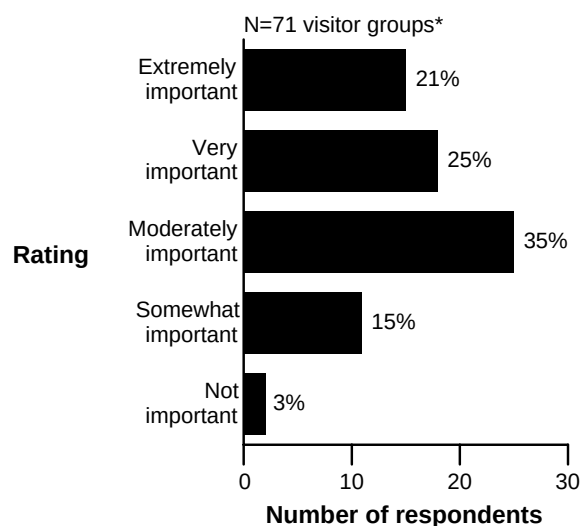


Figure 159: Importance of Otter Creek Gift Shop - Fall

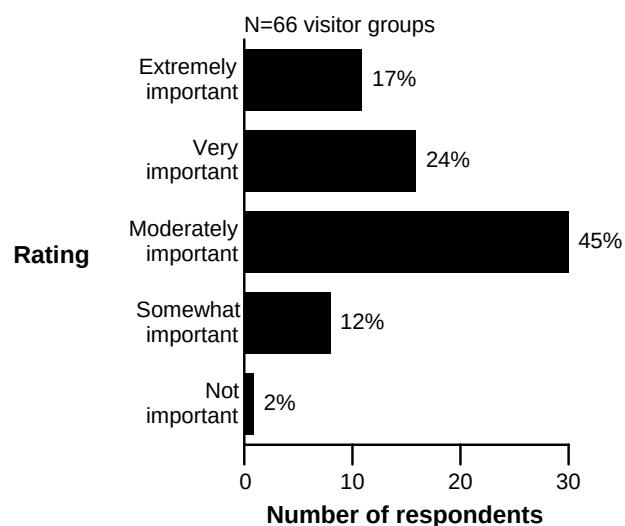


Figure 160: Importance of Otter Creek Gift Shop - Summer

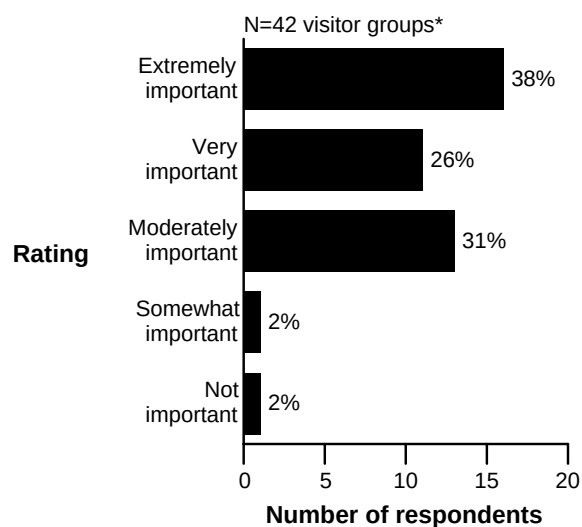


Figure 161: Importance of assistance from Otter Creek concession staff - Fall

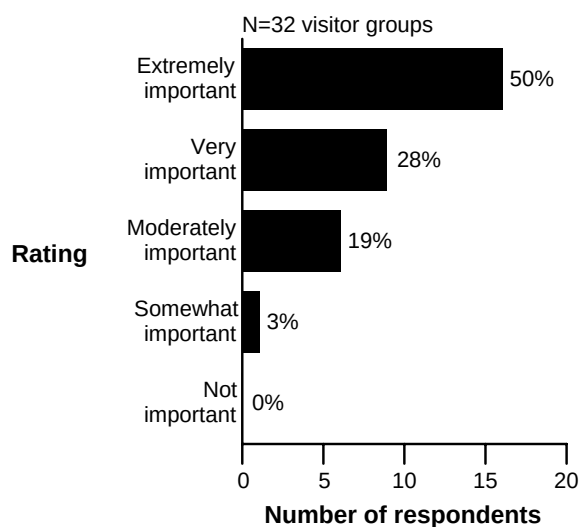


Figure 162: Importance of assistance from Otter Creek concession staff - Summer

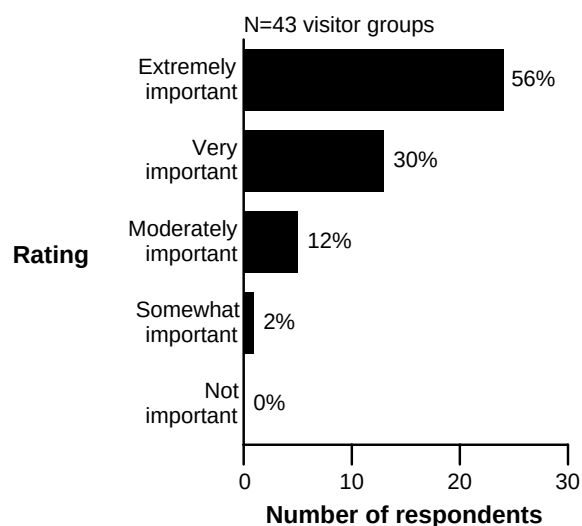


Figure 163: Importance of Peaks of Otter Lodge - Fall

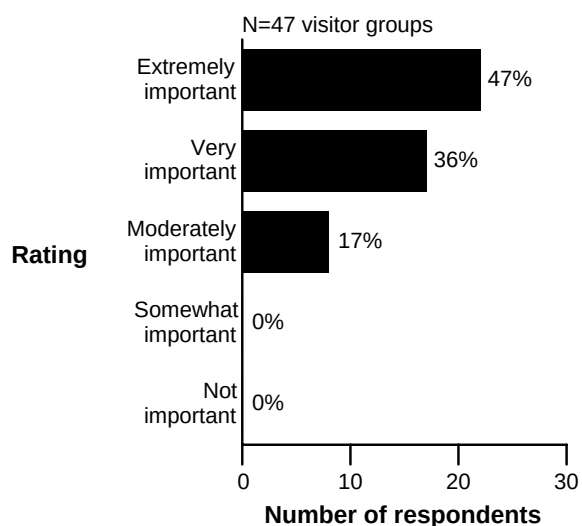


Figure 164: Importance of Peaks of Otter Lodge - Summer

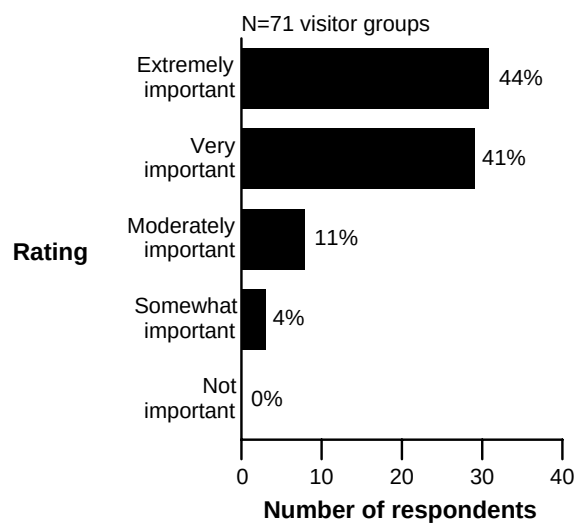


Figure 165: Importance of Peaks of Otter Restaurant - Fall

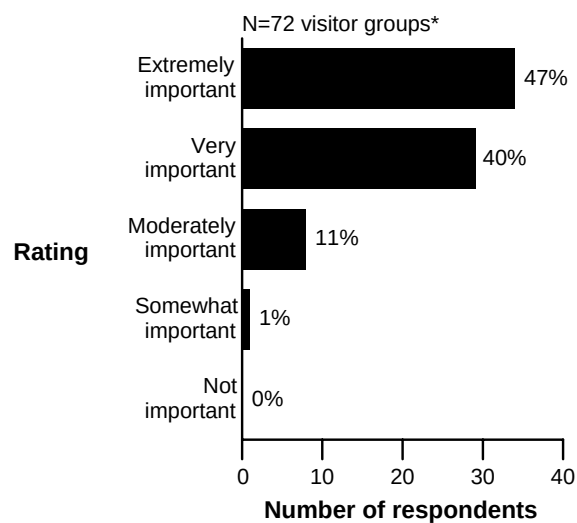


Figure 166: Importance of Peaks of Otter Restaurant - Summer

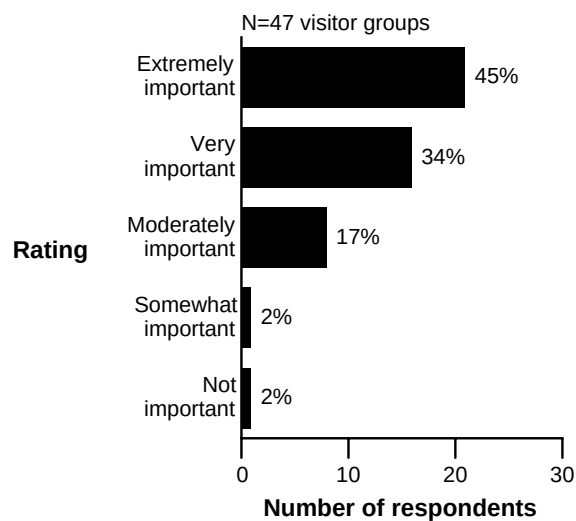


Figure 167: Importance of assistance from Peaks of Otter concession staff - Fall

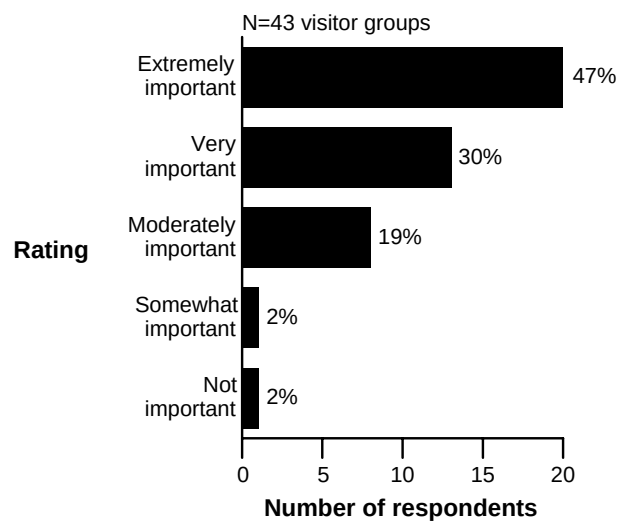


Figure 168: Importance of assistance from Peaks of Otter concession staff - Summer

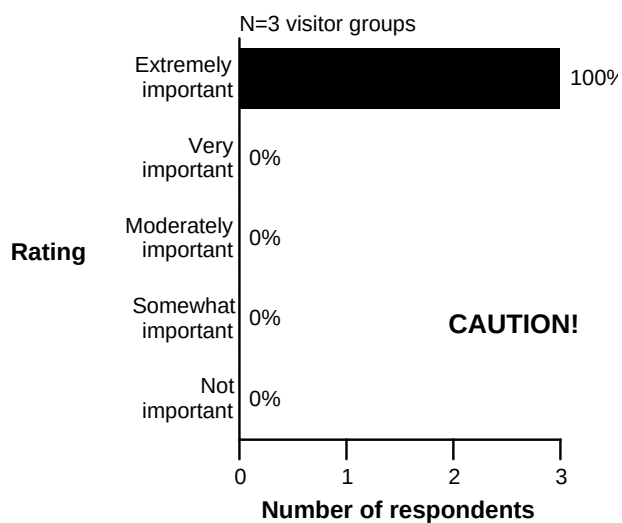


Figure 169: Importance of Rocky Knob Cabins - Fall

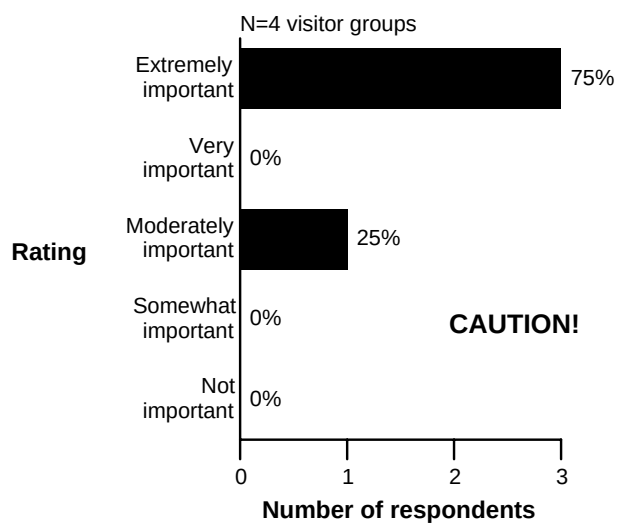


Figure 170: Importance of Rocky Knob Cabins - Summer

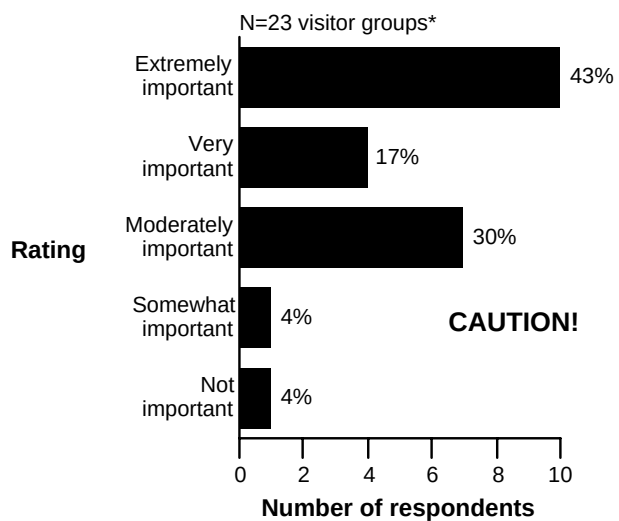


Figure 171: Importance of Rocky Knob concession staff - Fall

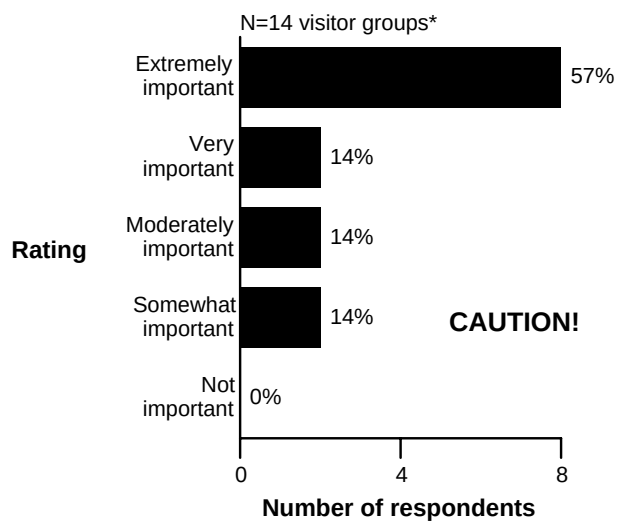


Figure 172: Importance of Rocky Knob concession staff - Summer

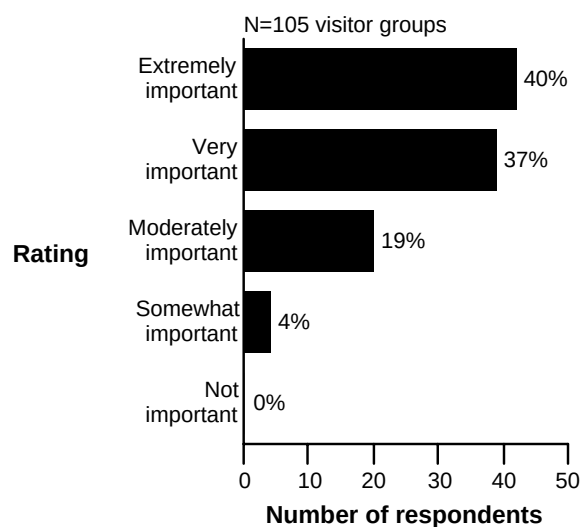


Figure 173: Importance of Mabry Mill Restaurant - Fall

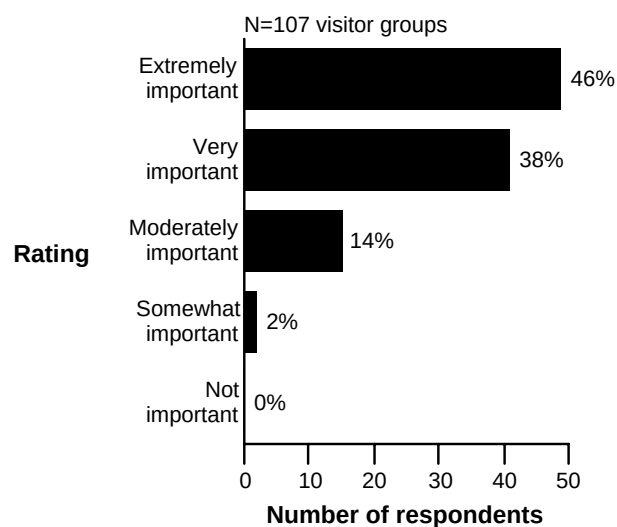


Figure 174: Importance of Mabry Mill Restaurant - Summer

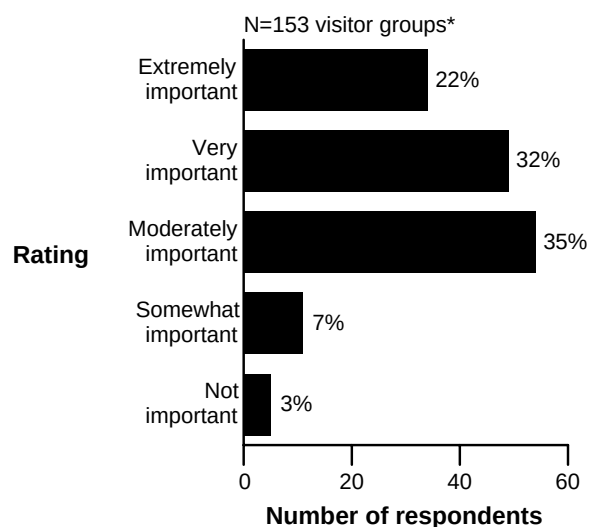


Figure 175: Importance of Mabry Mill Gift/Craft Store - Fall

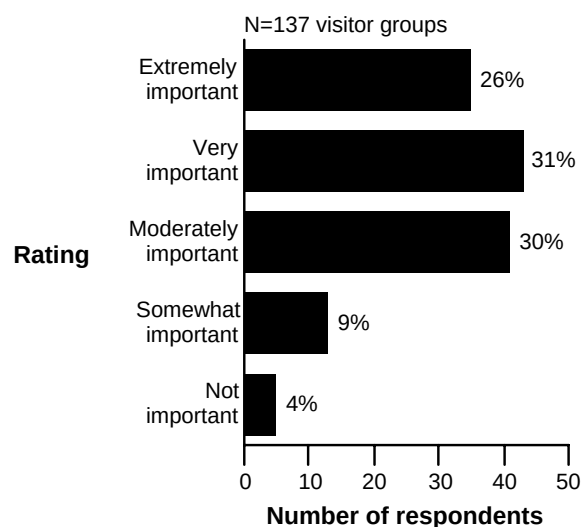


Figure 176: Importance of Mabry Mill Gift/Craft Store - Summer

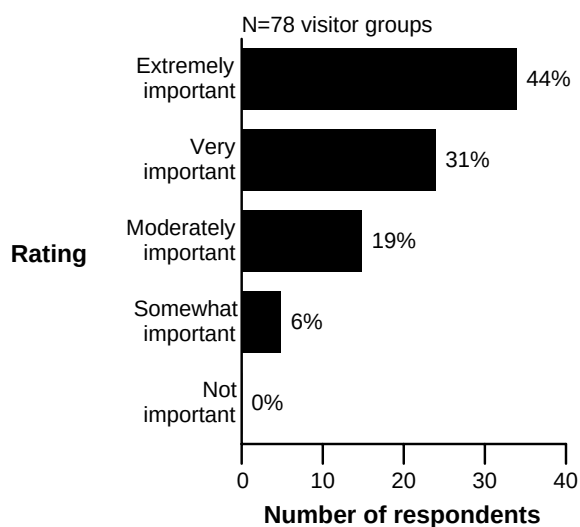


Figure 177: Importance of assistance from Mabry Mill concession staff - Fall

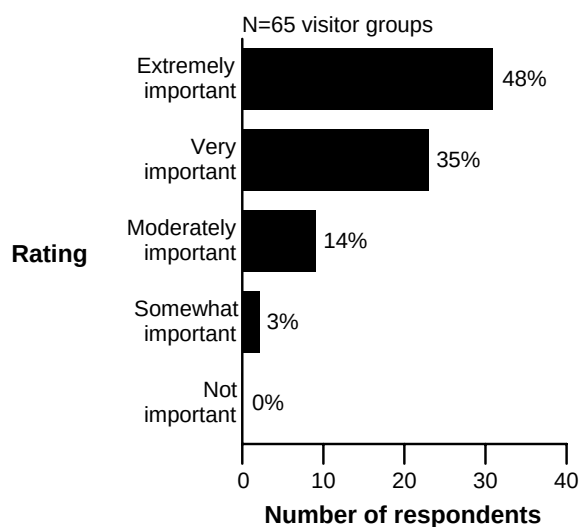


Figure 178: Importance of assistance from Mabry Mill concession staff - Summer

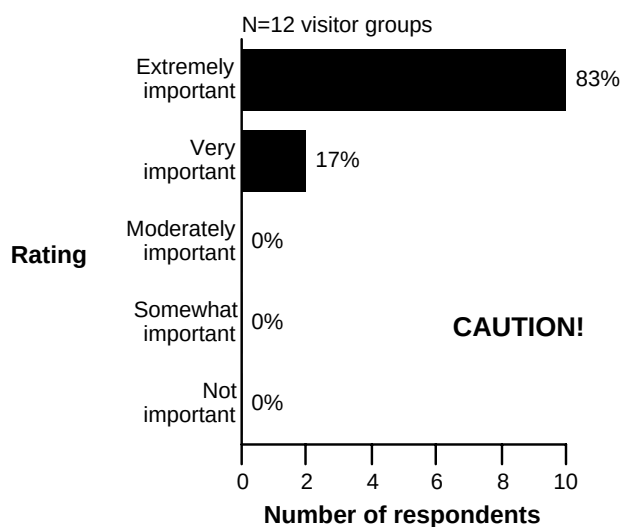


Figure 179: Importance of Bluffs Lodge - Fall

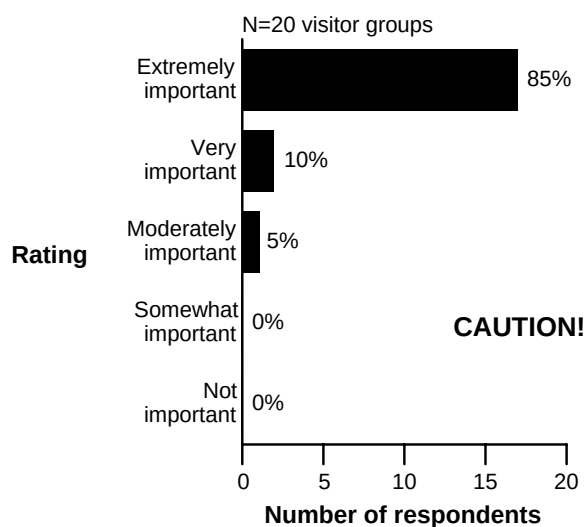


Figure 180: Importance of Bluffs Lodge - Summer

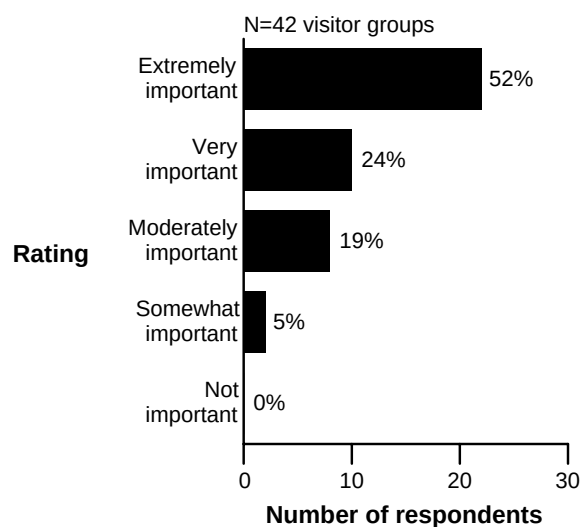


Figure 181: Importance of Bluffs Restaurant/Craft Shop - Fall

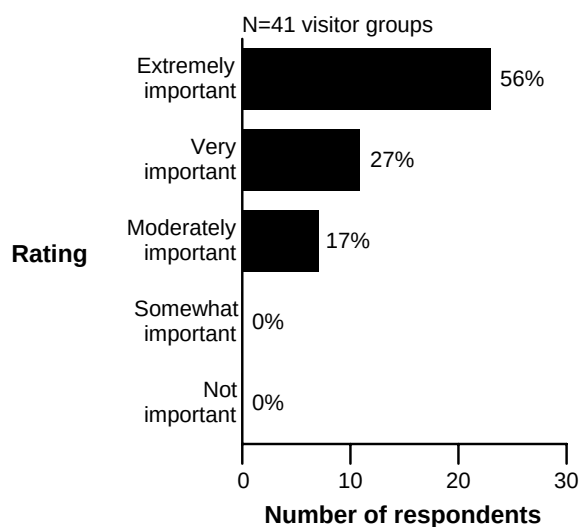


Figure 182: Importance of Bluffs Restaurant/Craft Shop - Summer

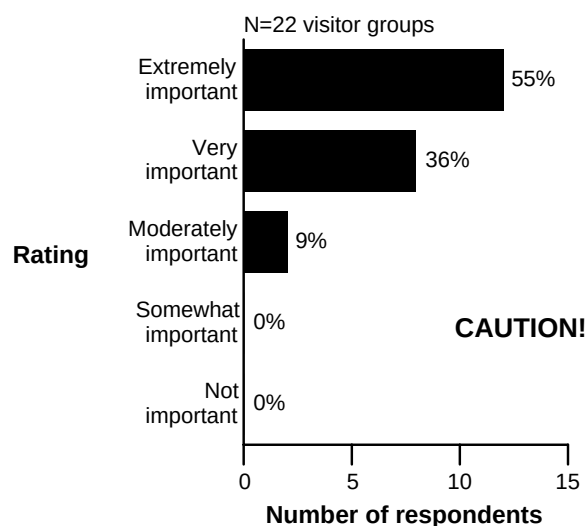


Figure 183: Importance of assistance from Bluffs concession staff - Fall

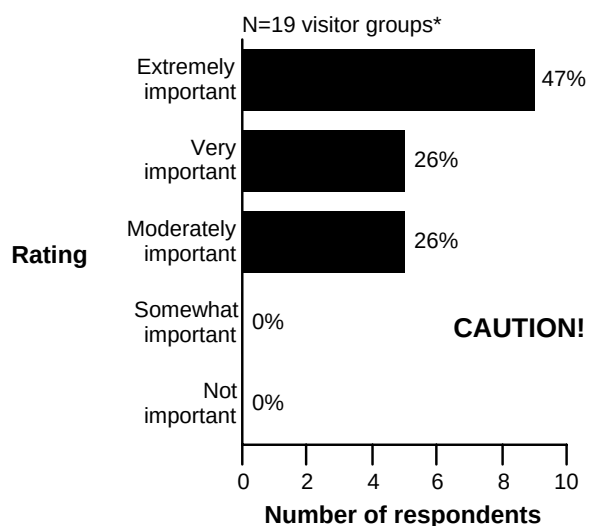


Figure 184: Importance of assistance from Bluffs concession staff - Summer

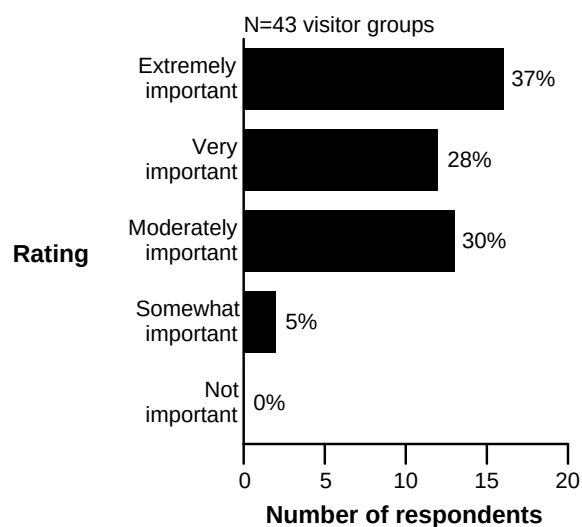


Figure 185: Importance of Crabtree Meadows Snack Bar - Fall

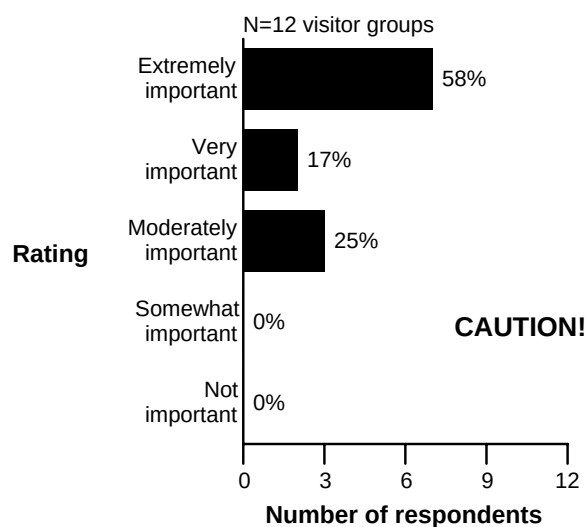


Figure 186: Importance of Crabtree Meadows Snack Bar - Summer

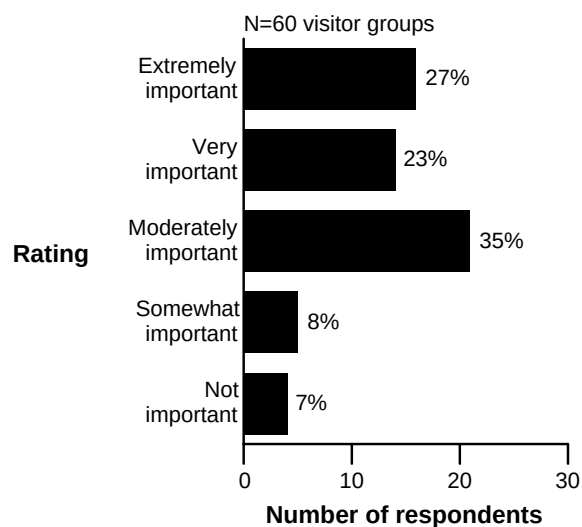


Figure 187: Importance of Crabtree Meadows Camp Store/Gift Shop - Fall

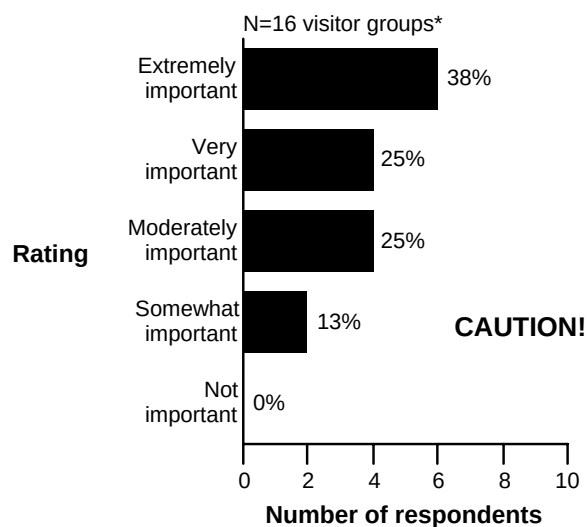


Figure 188: Importance of Crabtree Meadows Camp Store/Gift Shop - Summer

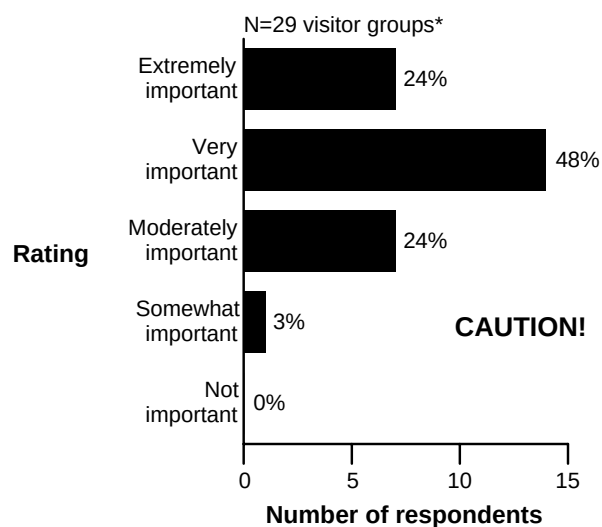


Figure 189: Importance of assistance from Crabtree Meadows concession staff - Fall

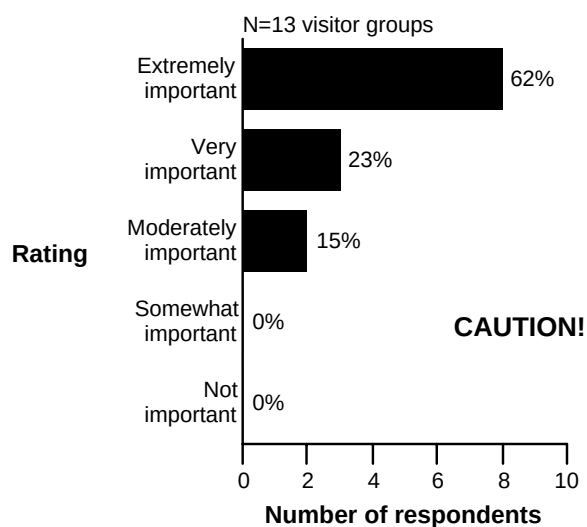


Figure 190: Importance of assistance from Crabtree Meadows concession staff - Summer

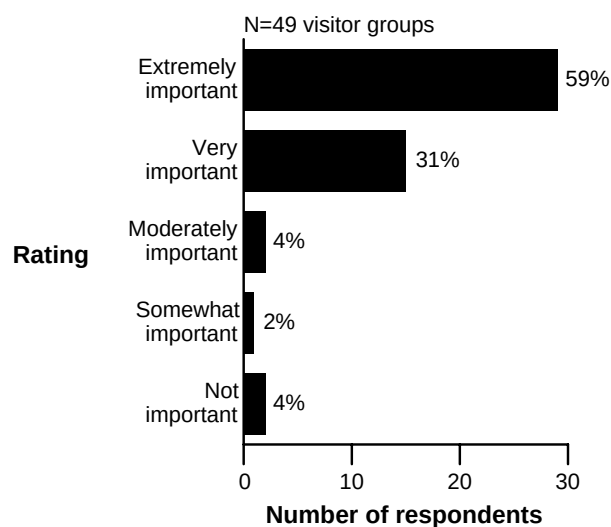


Figure 191: Importance of Pisgah Inn - Fall

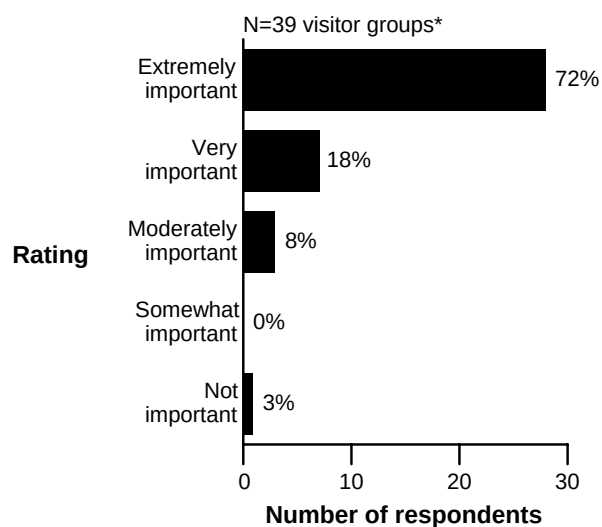


Figure 192: Importance of Pisgah Inn - Summer

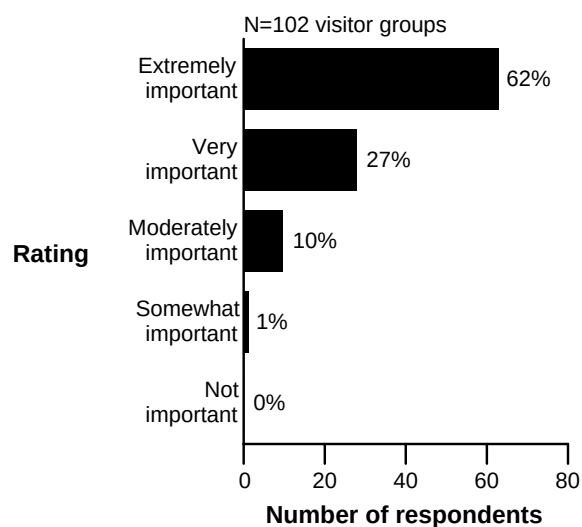


Figure 193: Importance of Pisgah Inn Restaurant - Fall

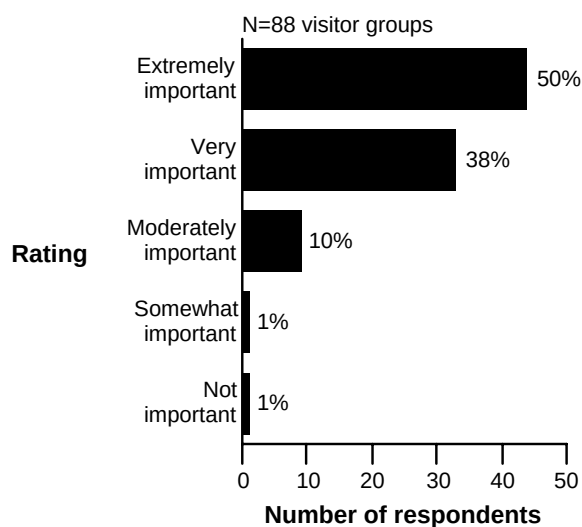


Figure 194: Importance of Pisgah Inn Restaurant - Summer

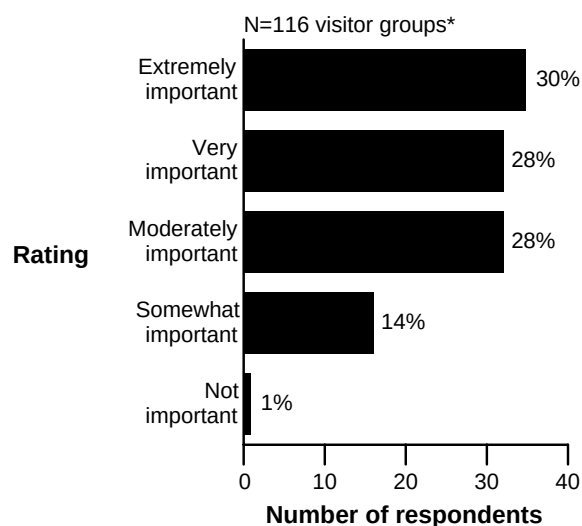


Figure 195: Importance of Pisgah Inn Craft/Gift shop - Fall

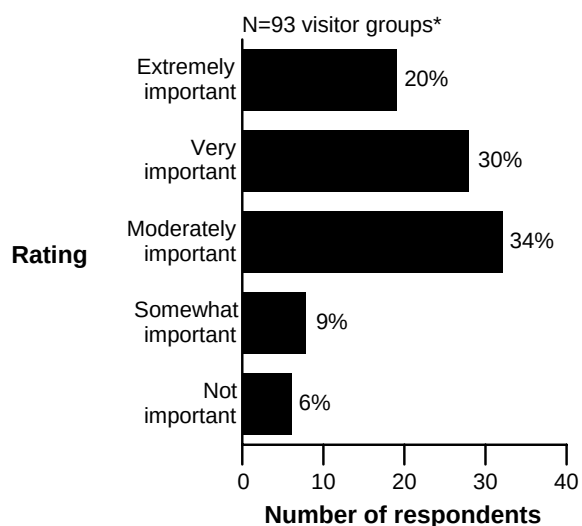


Figure 196: Importance of Pisgah Inn Craft/Gift shop - Summer

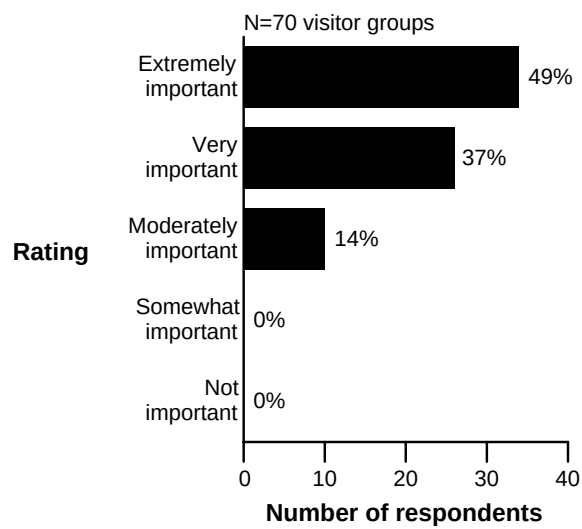


Figure 197: Importance of assistance from Pisgah Inn concession staff - Fall

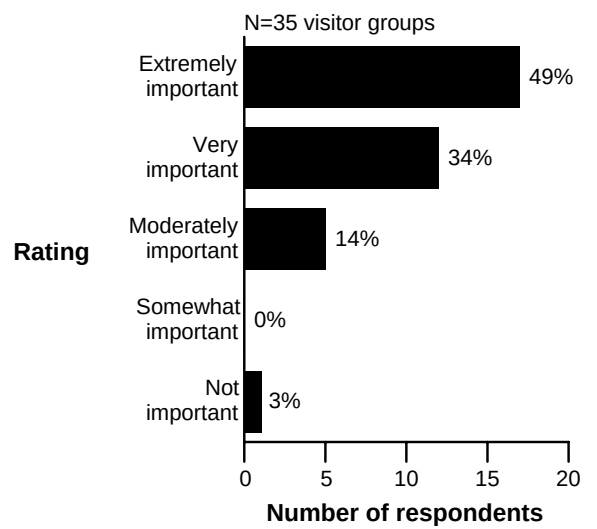


Figure 198: Importance of assistance from Pisgah Inn concession staff - Summer

Quality ratings of concession services and facilities

Questions 16c and 17c

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

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

Fall

Results

- Figure 199 shows the combined proportions of “very good” and “good” quality ratings for concession services and facilities that were rated by 30 or more fall visitor groups.

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

96% Pisgah Inn

93% Assistance from Otter Creek concession staff

92% Assistance from Mabry Mill concession staff

- The concession services/facilities receiving the highest “very poor” quality rating were:

2% Assistance from Peaks of Otter concession staff

2% Mabry Mill Restaurant

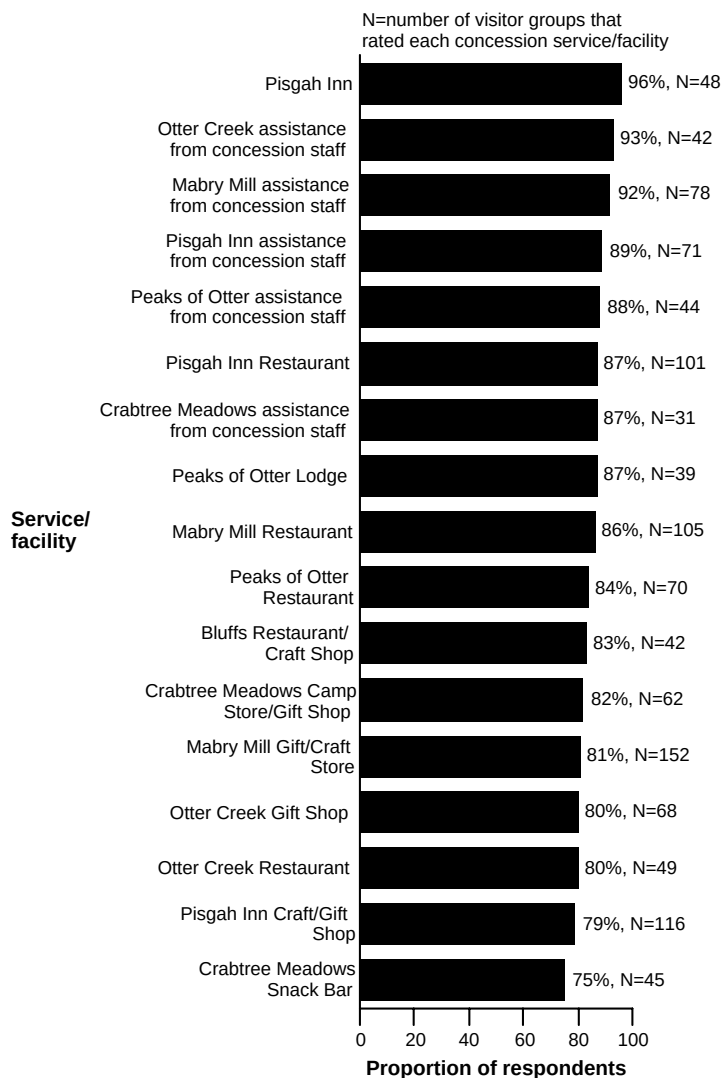


Figure 199: Combined proportions of “very good” and “good” quality ratings of concession services/facilities - Fall

Questions 16c and 17c

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

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

Summer**Results**

- Figure 200 shows the combined proportions of “very good” and “good” quality ratings for concession services and facilities that were rated by 30 or more summer visitor groups.

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

97% Pisgah Inn

97% Assistance from Mabry Mill concession staff

94% Assistance from Pisgah Inn concession staff

- The concession service/facility receiving the highest “very poor” quality rating was:

2% Otter Creek Restaurant

- Figures 201 to 242 show the quality ratings for each service/facility as rated by fall and summer visitor groups.

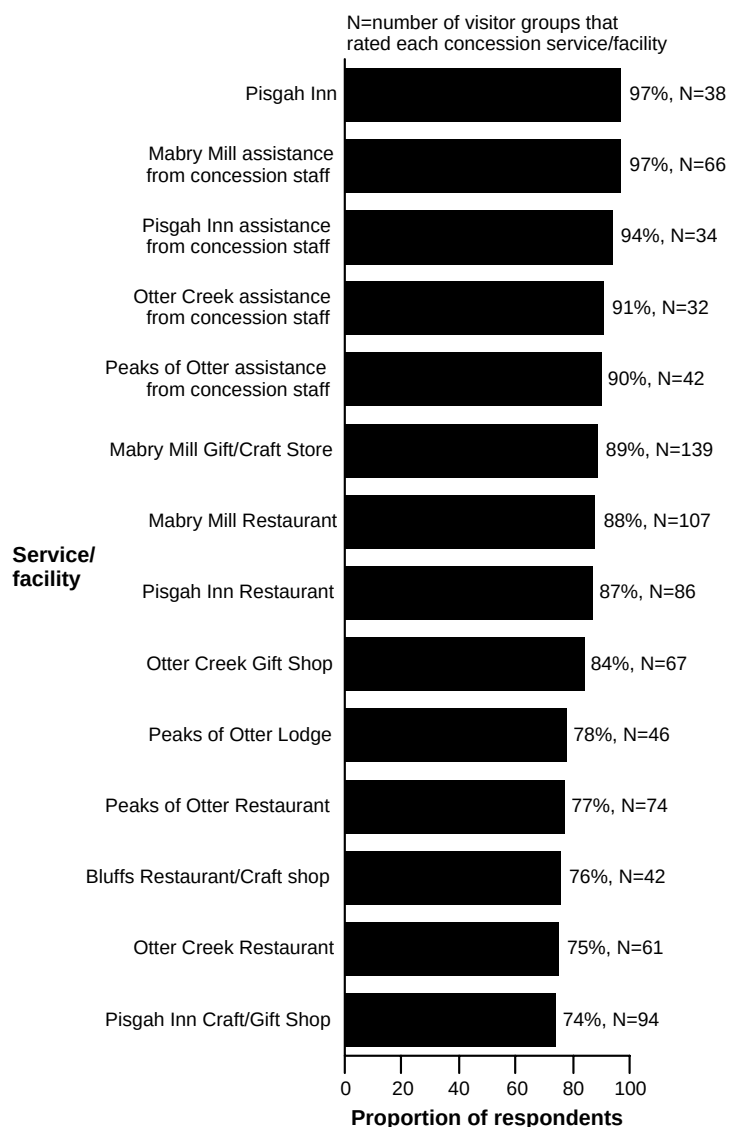


Figure 200: Combined proportions of “very good” and “good” quality ratings of concession services/facilities - Summer

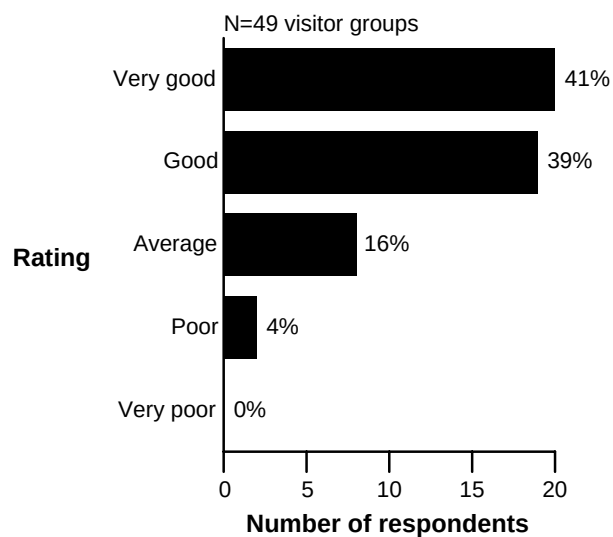


Figure 201: Quality of Otter Creek Restaurant - Fall

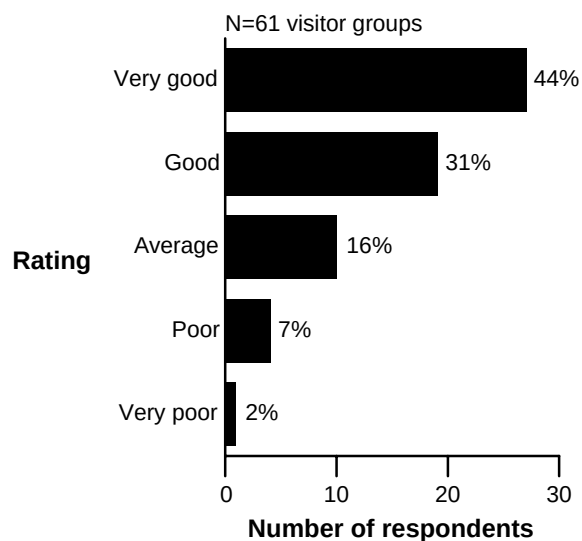


Figure 202: Quality of Otter Creek Restaurant - Summer

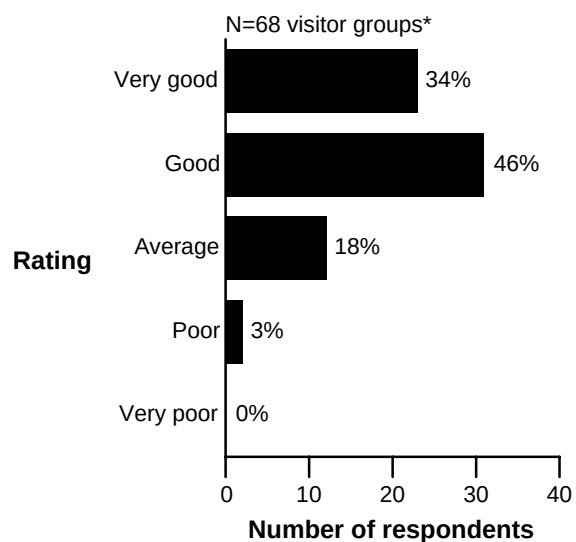


Figure 203: Quality of Otter Creek Gift Shop - Fall

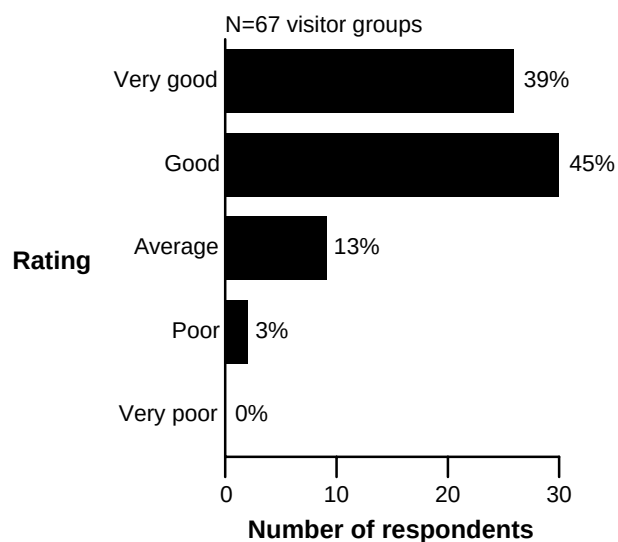


Figure 204: Quality of Otter Creek Gift Shop - Summer

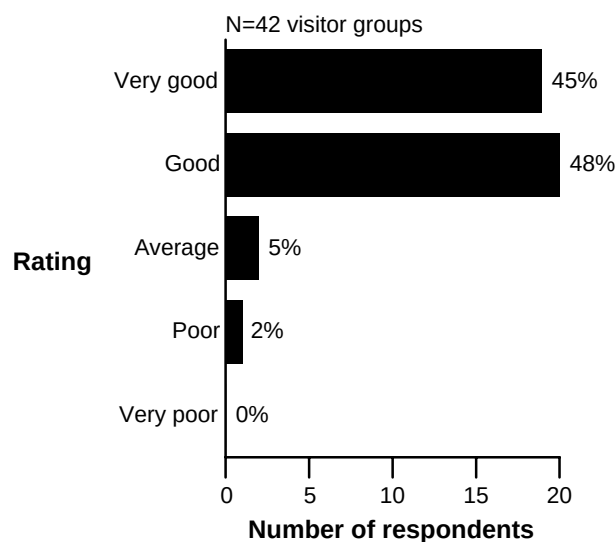


Figure 205: Quality of assistance from Otter Creek concession staff - Fall

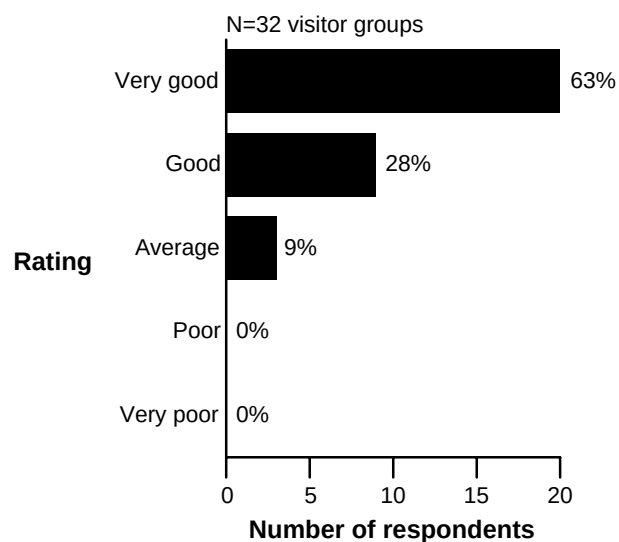


Figure 206: Quality of assistance from Otter Creek concession staff - Summer

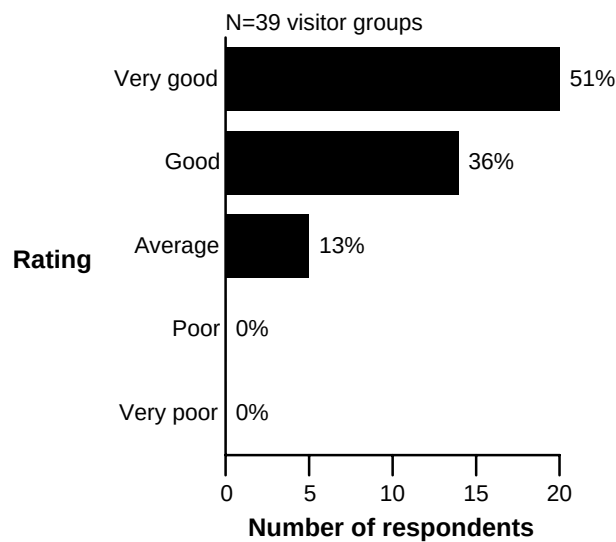


Figure 207: Quality of Peaks of Otter Lodge - Fall

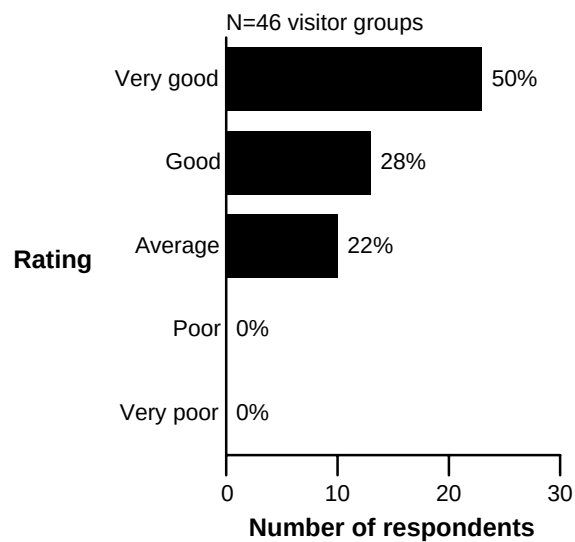


Figure 208: Quality of Peaks of Otter Lodge - Summer

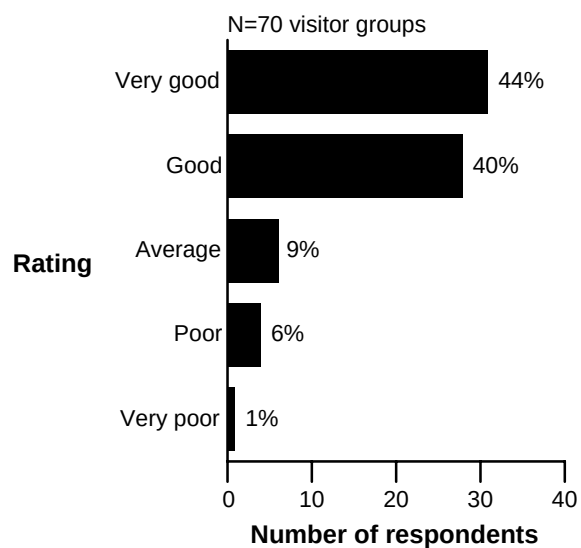


Figure 209: Quality of Peaks of Otter Restaurant - Fall

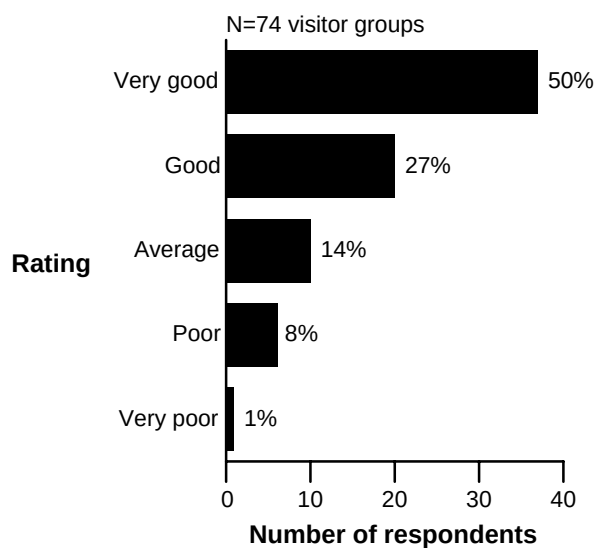


Figure 210: Quality of Peaks of Otter Restaurant - Summer

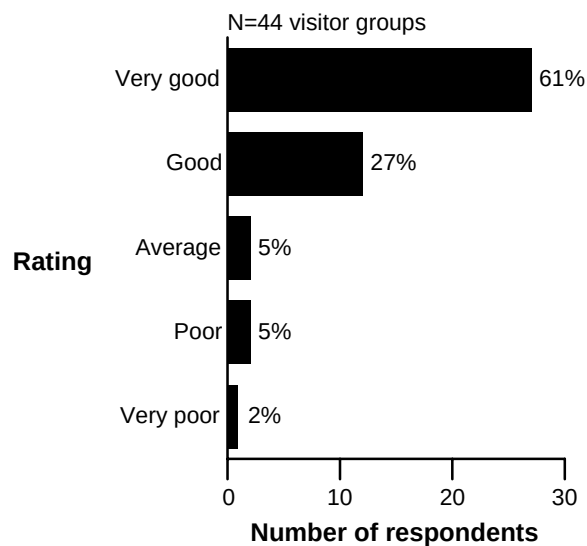


Figure 211: Quality of assistance from Peaks of Otter concession staff - Fall

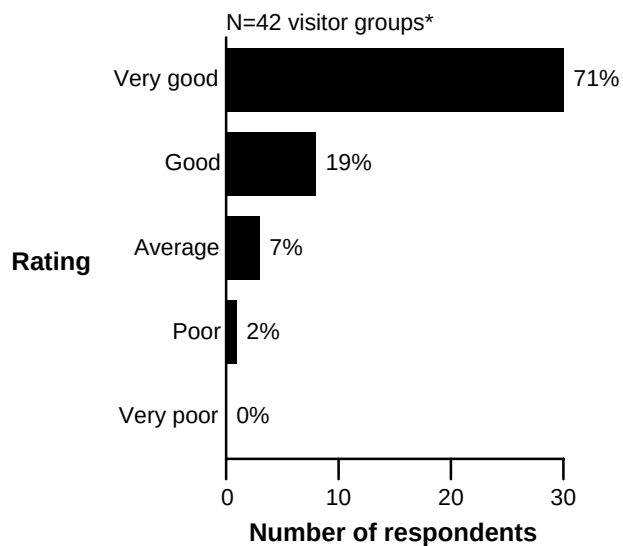


Figure 212: Quality of assistance from Peaks of Otter concession staff - Summer

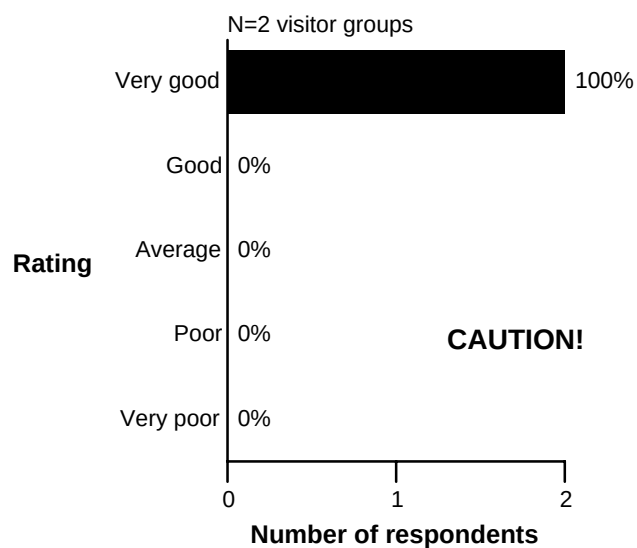


Figure 213: Quality of Rocky Knob Cabins - Fall

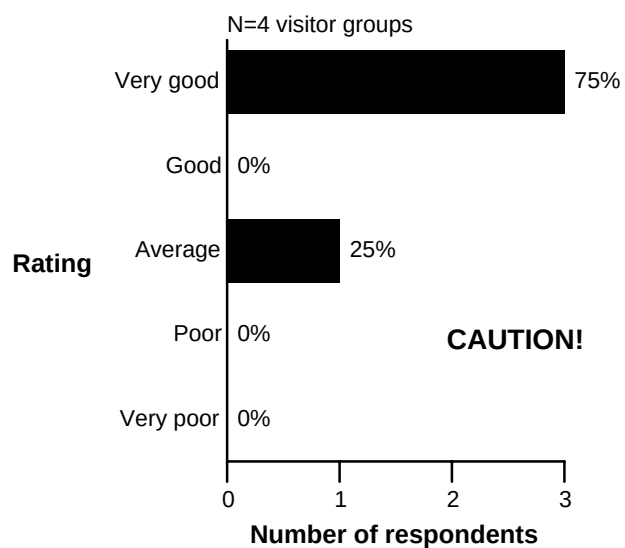


Figure 214: Quality of Rocky Knob Cabins - Summer

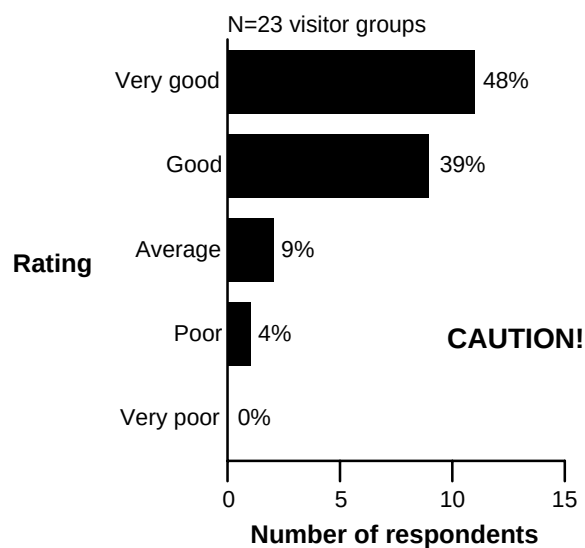


Figure 215: Quality of assistance from Rocky Knob concession staff - Fall

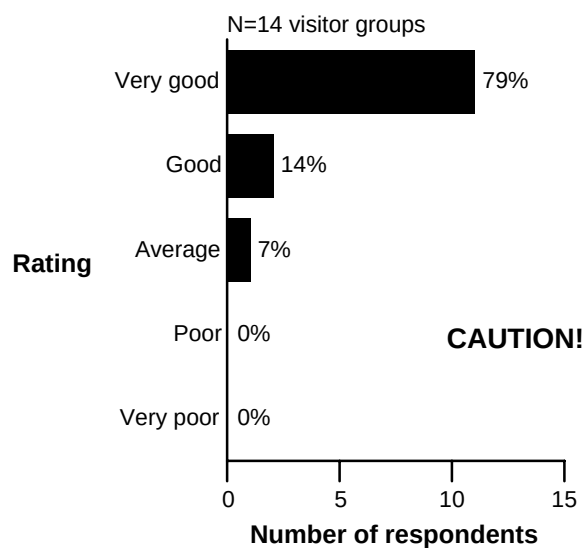


Figure 216: Quality of assistance from Rocky Knob concession staff - Summer

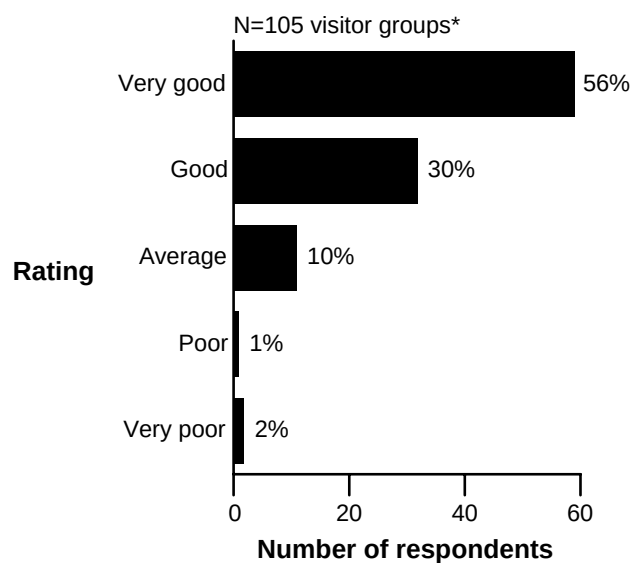


Figure 217: Quality of Mabry Mill Restaurant - Fall

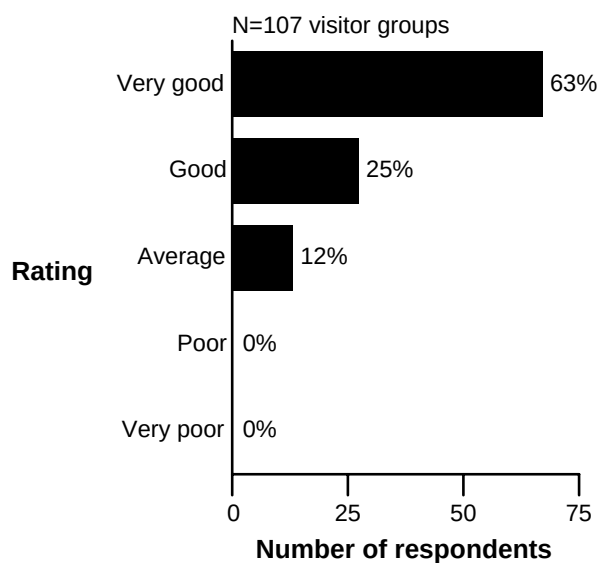


Figure 218: Quality of Mabry Mill Restaurant - Summer

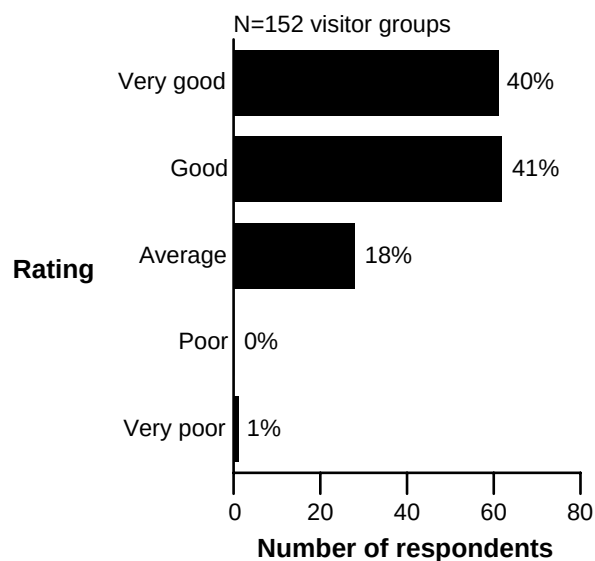


Figure 219: Quality of Mabry Mill Gift/Craft Store - Fall

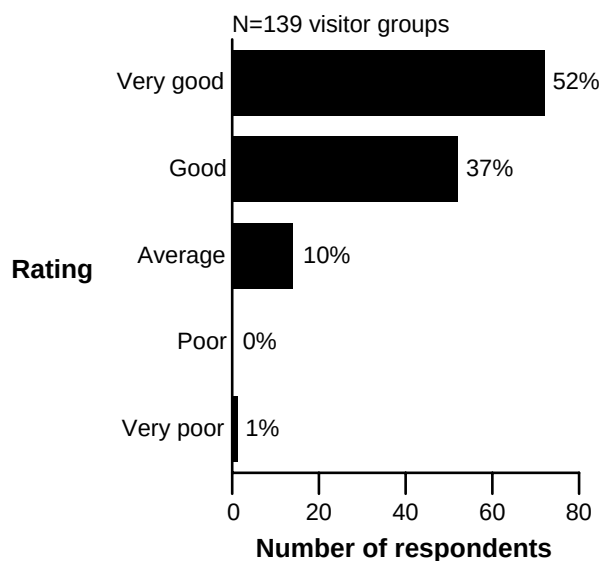


Figure 220: Quality of Mabry Mill Gift/Craft Store - Summer

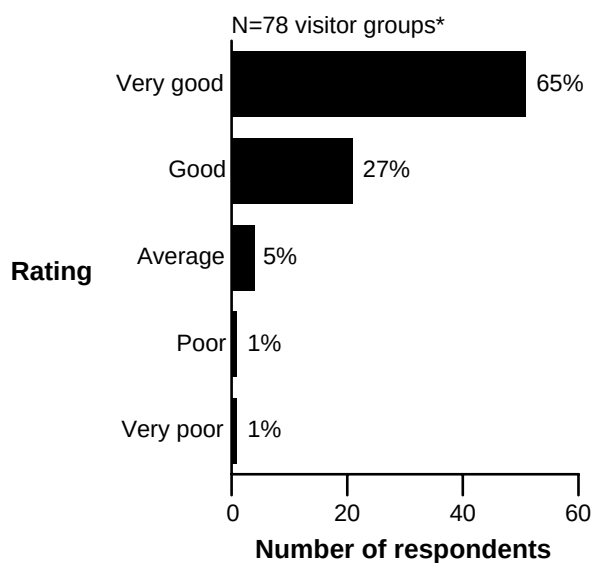


Figure 221: Quality of assistance from Mabry Mill concession staff - Fall

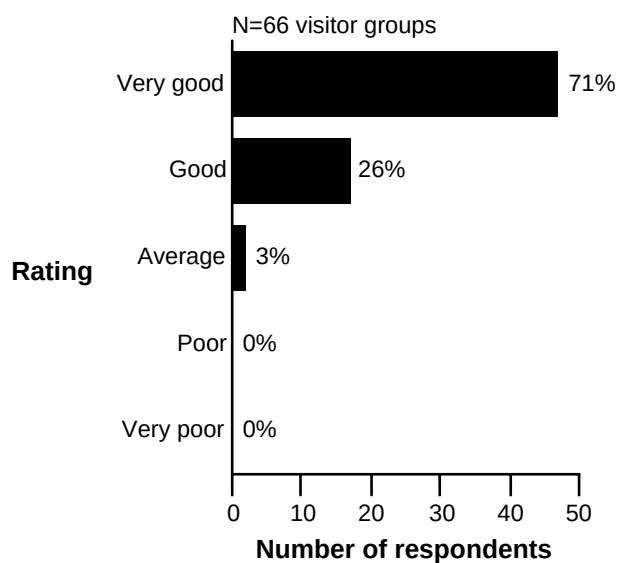


Figure 222: Quality of assistance from Mabry Mill concession staff - Summer

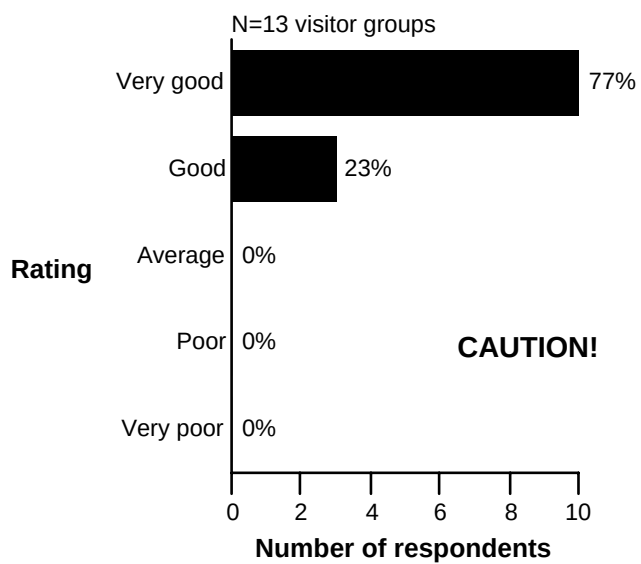


Figure 223: Quality of Bluffs Lodge - Fall

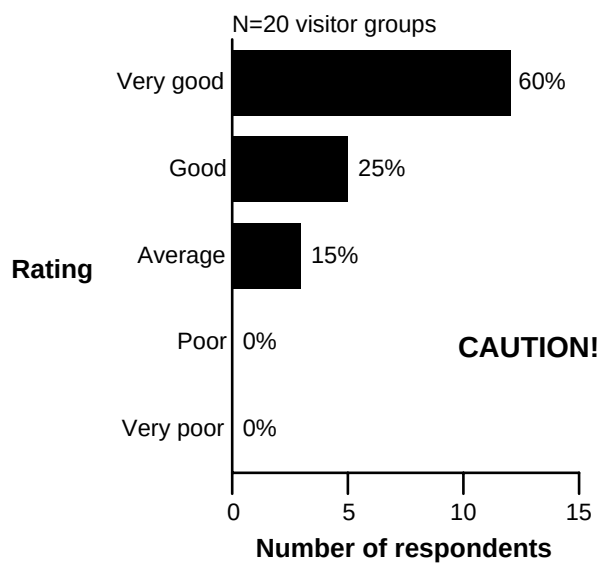


Figure 224: Quality of Bluffs Lodge - Summer

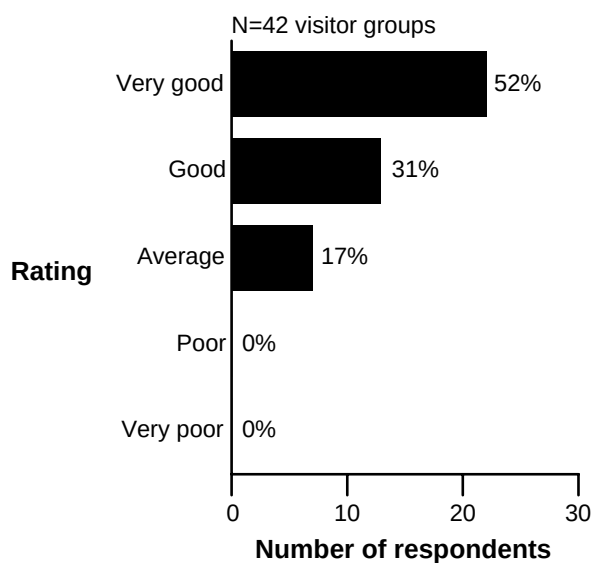


Figure 225: Quality of Bluffs Restaurant/
Craft Shop - Fall

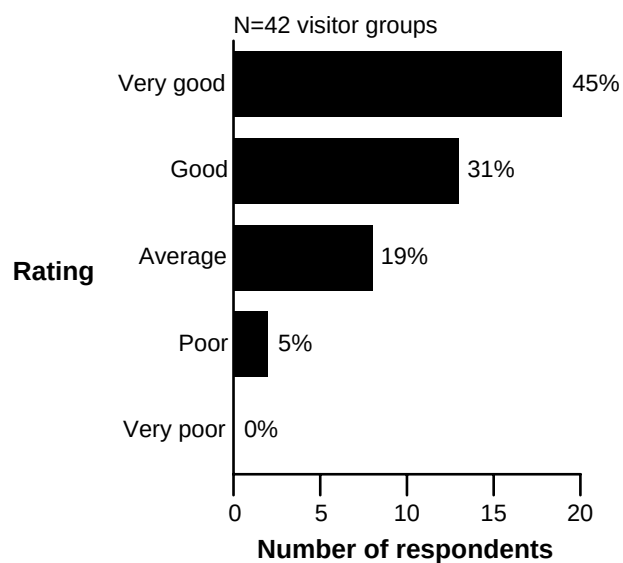


Figure 226: Quality of Bluffs Restaurant/
Craft Shop - Summer

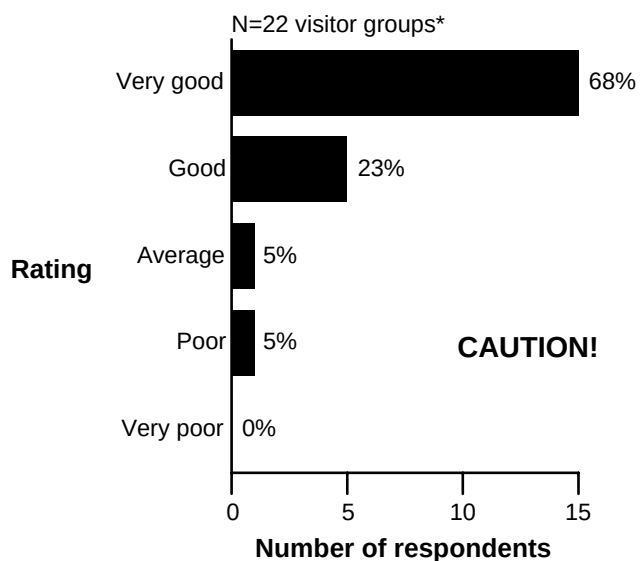


Figure 227: Quality of assistance from Bluffs
concession staff - Fall

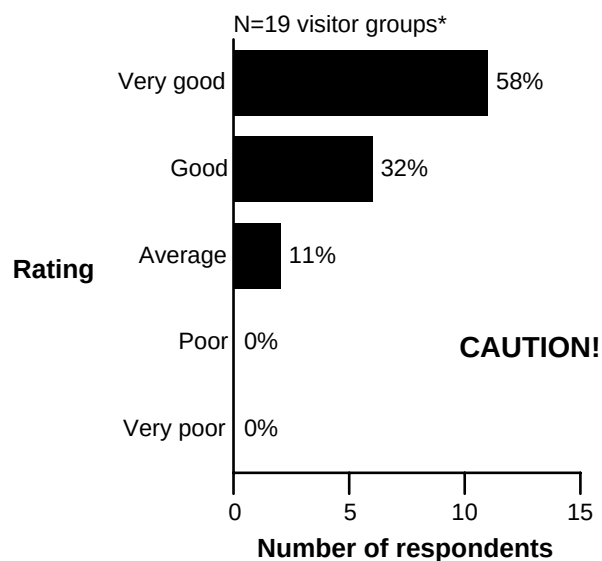


Figure 228: Quality of assistance from Bluffs
concession staff - Summer

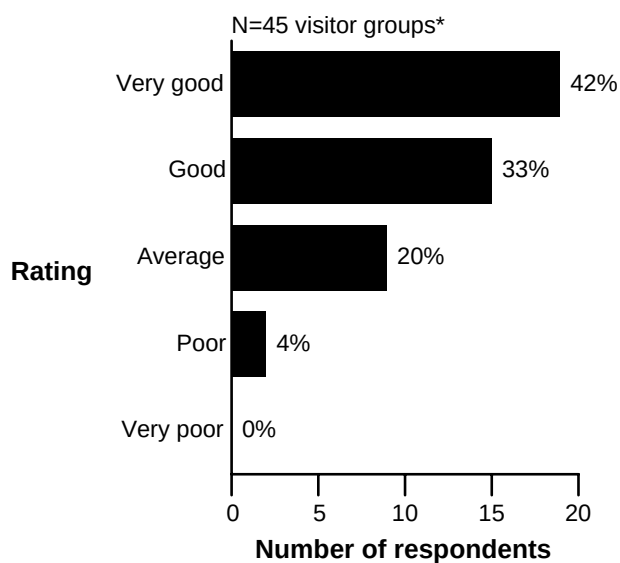


Figure 229: Quality of Crabtree Meadow Snack Bar - Fall

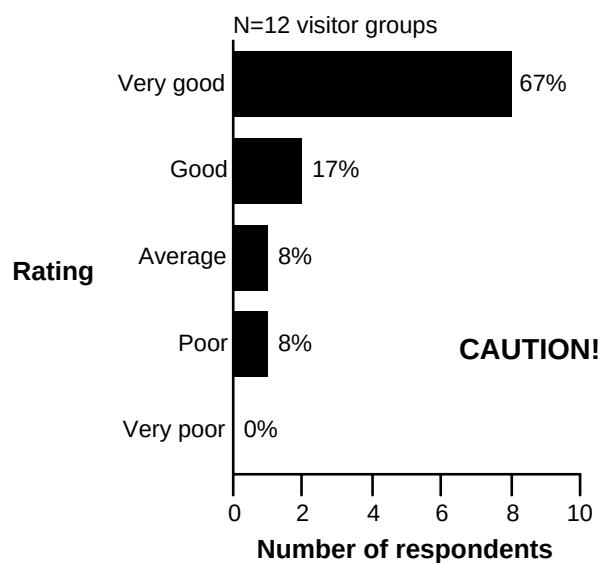


Figure 230: Quality of Crabtree Meadow Snack Bar - Summer

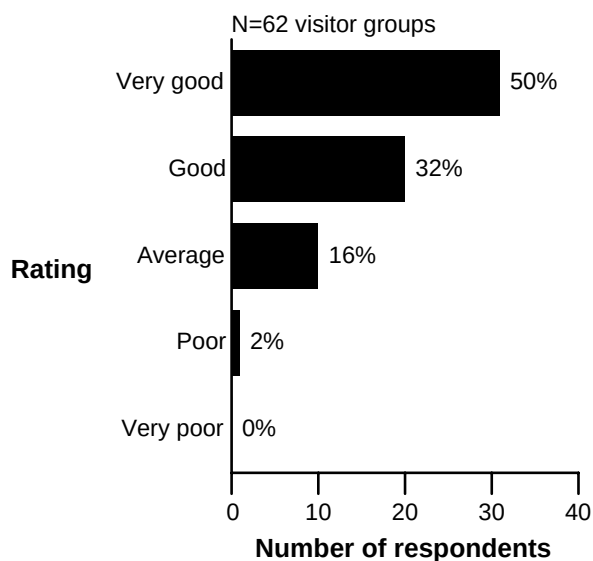


Figure 231: Quality of Crabtree Meadows Camp Store/Gift Shop - Fall

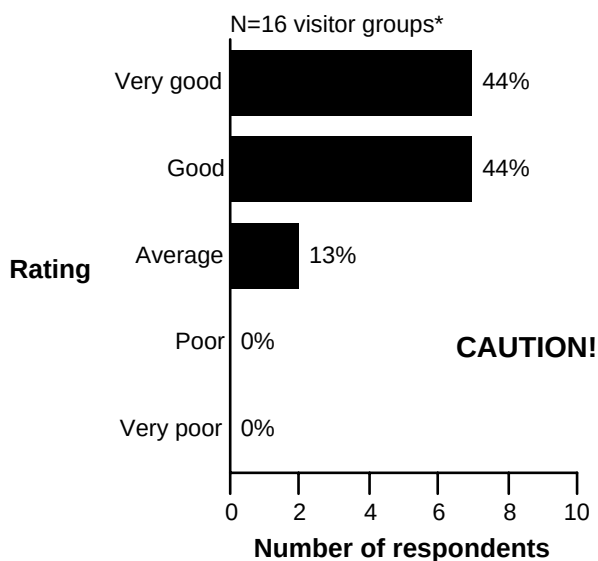


Figure 232: Quality of Crabtree Meadows Camp Store/Gift Shop - Summer

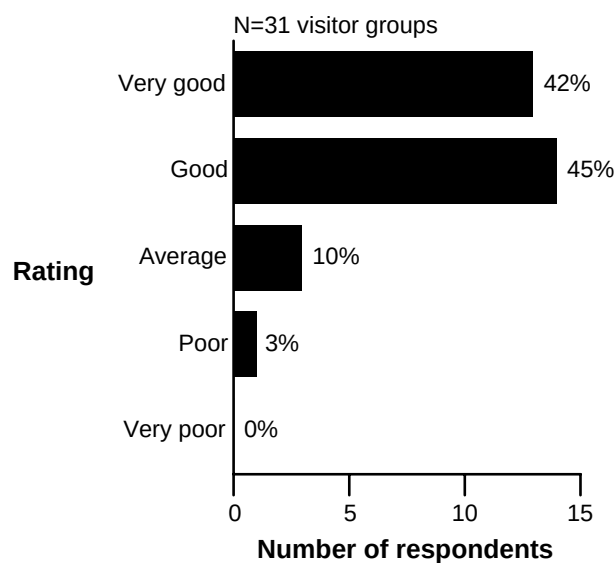


Figure 233: Quality of assistance from Crabtree Meadows concession staff - Fall

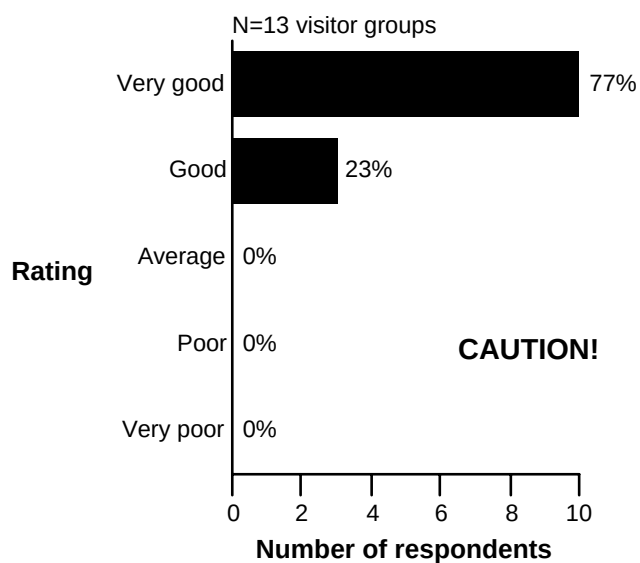


Figure 234: Quality of assistance from Crabtree Meadows concession staff - Summer

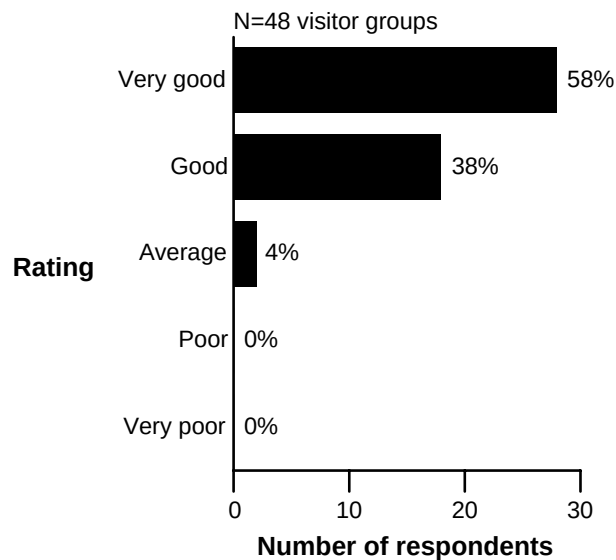


Figure 235: Quality of Pisgah Inn - Fall

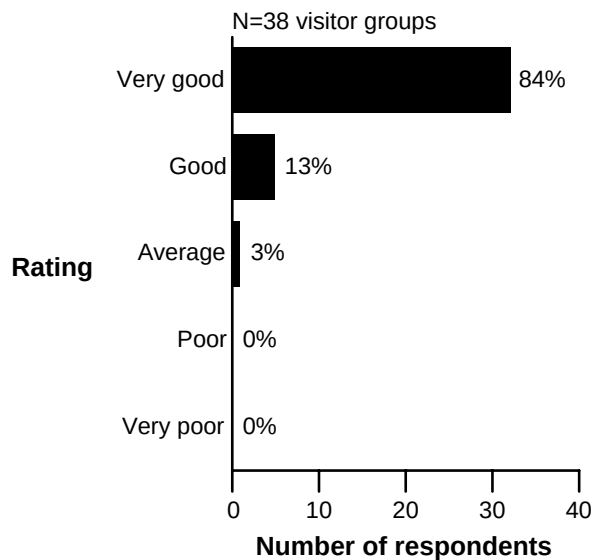


Figure 236: Quality of Pisgah Inn - Summer

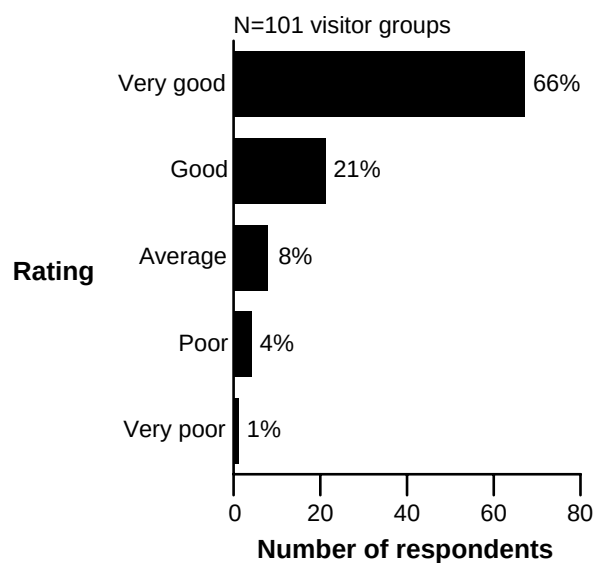


Figure 237: Quality of Pisgah Inn Restaurant - Fall

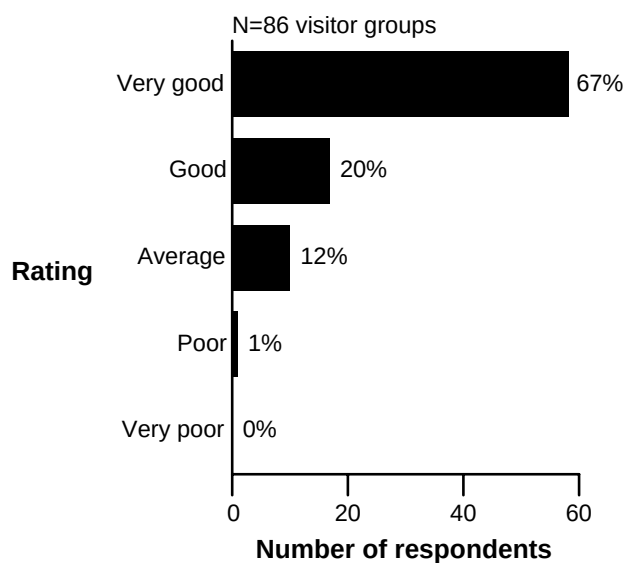


Figure 238: Quality of Pisgah Inn Restaurant - Summer

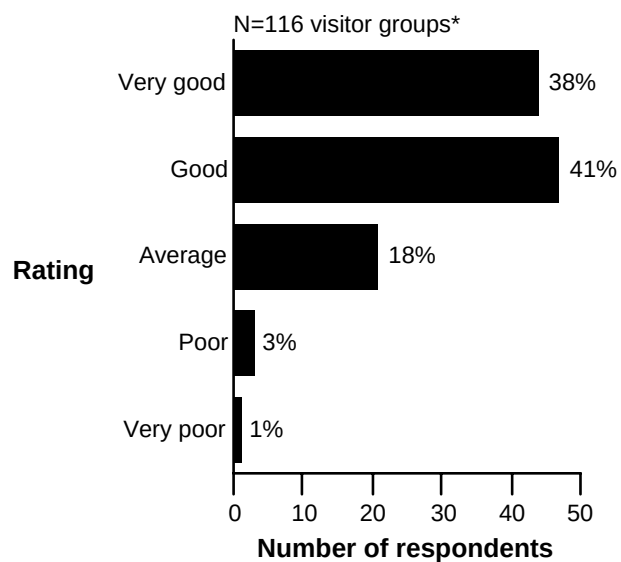


Figure 239: Quality of Pisgah Inn Craft/Gift Shop - Fall

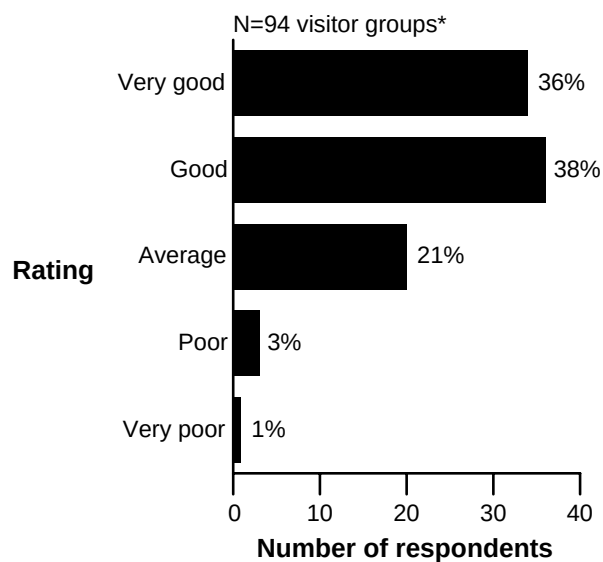


Figure 240: Quality of Pisgah Inn Craft/Gift Shop - Summer

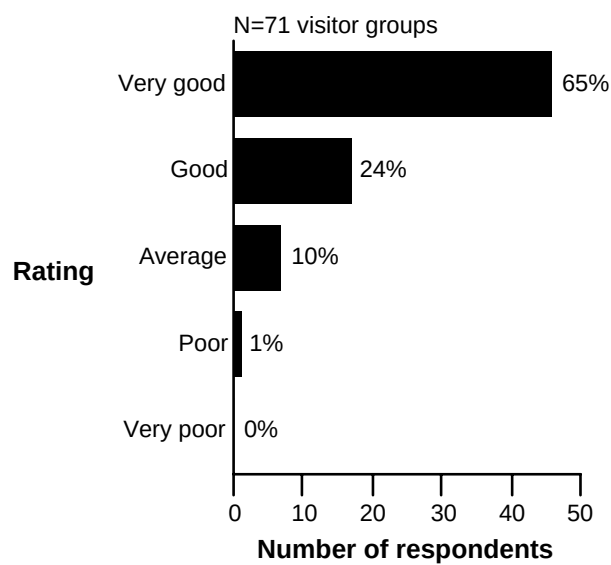


Figure 241: Quality of assistance from Pisgah Inn concession staff - Fall

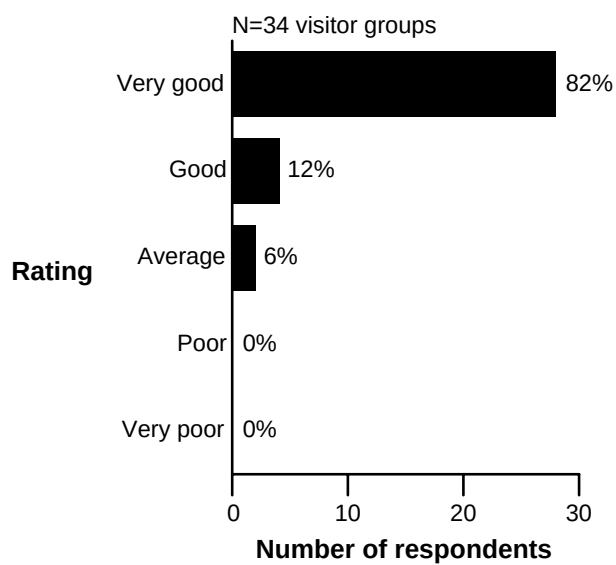


Figure 242: Quality of assistance from Pisgah Inn concession staff - Summer

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

Fall

- Figures 243 and 244 show the mean scores of importance and quality ratings for all concession services/ facilities that were rated by 30 or more fall visitor groups.
- All concession services/ facilities were rated above average.

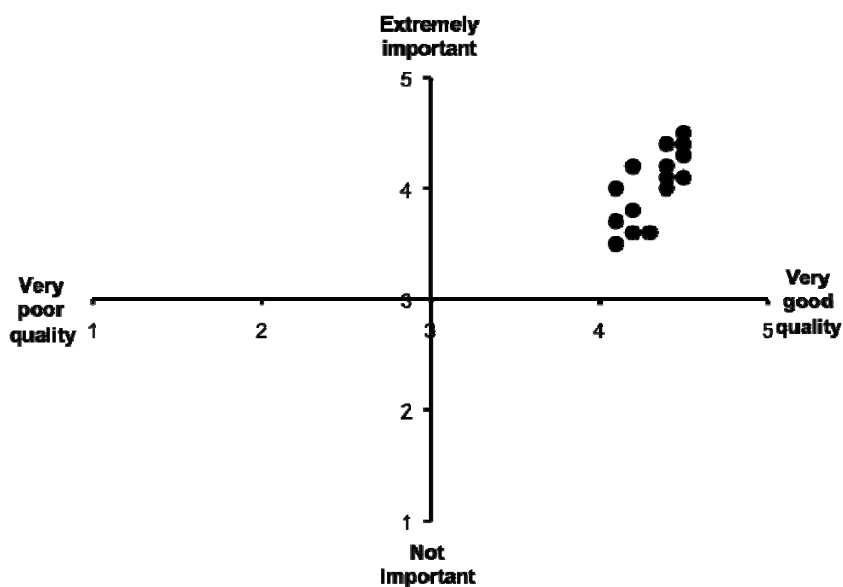


Figure 243: Mean scores of importance and quality ratings for concession services/facilities - Fall

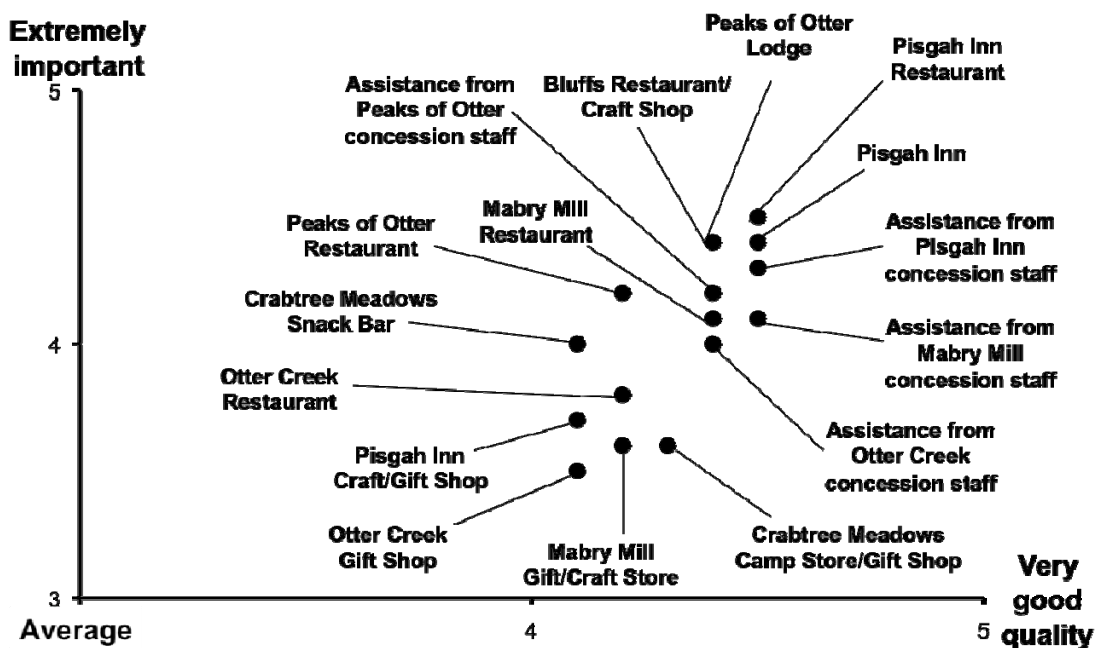


Figure 244: Detail of Figure 243 - Fall

Summer

- Figures 245 and 246 show the mean scores of importance and quality ratings for all concession services/facilities that were rated by 30 or more summer visitor groups.
- All concession services/facilities were rated above average.

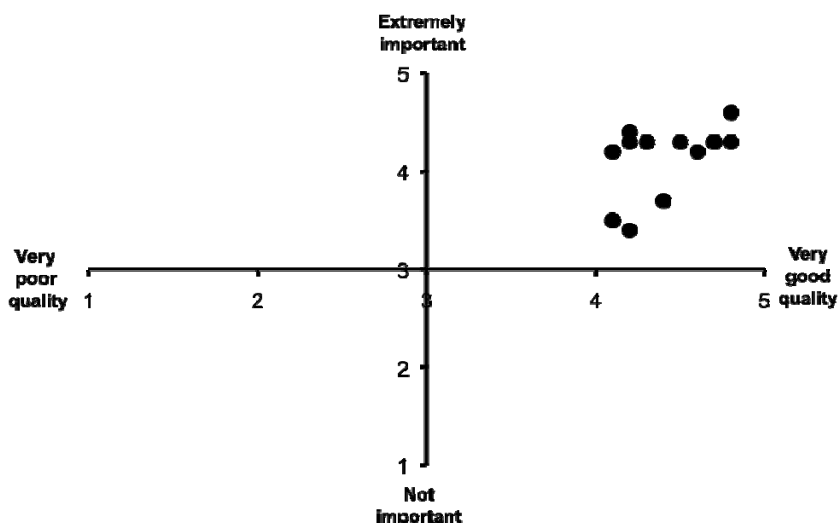


Figure 245: Mean scores of importance and quality ratings for concession services/facilities - Summer

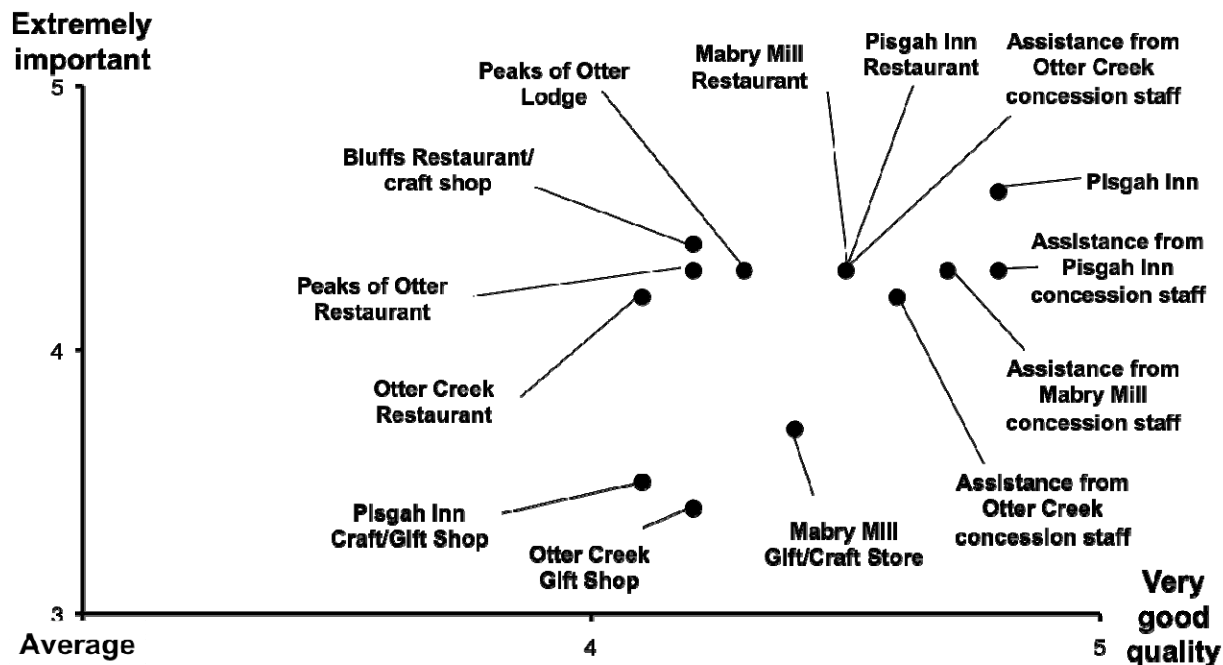


Figure 246: Detail of Figure 245 - Summer

Question 16d and 17d

If you and your personal group have comments on any of the above services and facilities, please list them.

Fall**Results**

- Table 43 shows fall visitor groups' comments on concession services and facilities.

Table 43: Comments on concession services/facilities - Fall

N=101 comments

Service/facility	Comment
Bluffs	Always enjoy it Coming for years
Bluffs Craft Shop	7 Jewel clerk warm, friendly and very humorous Remove noisy soda machine Replace overhead lighting with ground lights to enhance fireplace experience
Bluffs Lodge staff	Staff is always friendly and helpful This is our 34 th consecutive year staying at the lodge
Bluffs Restaurant	Excellent food Excellent service Favorite eating place Great hospitality Great service Love the restaurant Needs to at least appear happy Service was slow Soup was cold The walk to the restrooms was not covered Wonderful staff
Crabtree Meadows snack bar	Were able to warm ourselves there
Doughton Summers	Food was not good
Gift shop (unspecified)	Helped with my Christmas shopping More knowledge of hiking trails would have been helpful Store keepers very friendly and helpful Two of the employees should be replaced Would like to see only local crafts
Mabry Mill	Always loved this stop Did not stop because there was no parking spot Excellent service Food was excellent Hamburger was disappointing Staff was informative
Mabry Mill gift/craft shop	Horrible odor Lost and found services were great Out of ice cream Staff was nice Very friendly staff

Table 43: Comments on concession services/facilities - Fall
(continued)

Service/facility	Comment
Mabry Mill Restaurant	Clean Excellent facility Excellent service Food was excellent Food was not good Great pancakes Helpful staff Long wait Needs to be updated and expanded Overcrowded Pleasant dining Staff was nice Staff was rude Very enjoyable Will return
Pisgah Inn	Great Come twice a year Good view Great service I would put satellite TV in all rooms Need more restrooms Needs to be expanded New chairs and seating for four Pisgah Inn saved us when we called coming up parkway Would have liked to bring my dog
Pisgah Inn Restaurant	Breathtaking experience Fabulous atmosphere Good food Great service Has been a favorite of ours for over 30 years Not costly Our meals had both good and bad service Outstanding view Poor service Price too high To-go boxed lunch was awesome Very good Very good staff Very important Wonderful restaurant
Pisgah Inn Gift shop	Sell disposable cameras
Peaks of Otter Restaurant	Busy Good food Nice area Poor food selection

Table 43: Comments on concession services/facilities - Fall
(continued)

Service/facility	Comment
Otter Creek	No towels in restroom
Otter Creek Restaurant	Bring back the corn pancakes Food was not as good as it used to be Highly recommended for a well-cooked meal
Peaks of Otter Lodge	Clean Rather ordinary Very pleasant Year ago we stayed at the lodge and loved it
Peaks of Otter Restaurant	18% gratuity for buffet added to bill was excessive Did not dine in because of the long wait Diminished since last visit Facility was dirty Poor service Unorganized service Waiting service was good
Restaurant (unspecified)	Excellent service and food
Restrooms (unspecified)	Very clean
Rocky Knob	Staff at Cozy Center was helpful/informative

Question 16d and 17d

If you and your personal group have comments on any of the above services and facilities, please list them.

Summer**Results**

- Table 44 shows summer visitor groups' comments on concession services and facilities.

Table 44: Comments on concession services/facilities – Summer

N= 36 comments

Service/facility	Comment
Bluffs	Electricity went out for a while
Bluffs Lodge	We love the old fashioned character - no TV or phone Manager is unpleasant
Bluffs Restaurant/Craft shop	Great
Concession staff (unspecified)	Very helpful
Craft Store	Very disappointed that all was made in China
Mabry Mill	Beautiful area for photos Some wooden exhibits were badly weathered Survey volunteer was friendly, congenial, professional
Mabry Mill Gift/Craft Store	Clean establishment Excellent Gift prices too high It's high priced Very nice people
Mabry Mill Restaurant	Closing as we arrived for dinner at 6:50 pm Food very good, Great service Large number of flies Very economical Wonderful tasting food World-class food -- buckwheat cakes!
Mabry Mill staff	Manager helpful, knowledgeable Staff friendly
Otter Creek Restaurant	Don't like menu Food was disappointing - this years' declined from previous years Poor food quality
Peaks of Otter	First class Needs attention badly
Peaks of Otter Gift Shop	Excellent selection
Peaks of Otter (unspecified)	Restrooms unclean
Peaks of Otter Lodge	Lodging needs updating Nice, but could use updating Rooms overpriced with no amenities

Table 44: Comments on concession services/facilities – Summer
N= 36 comments

Service/facility	Comment
Peaks of Otter Restaurant	Food extremely pricey Food quality barely adequate Food was fair Food was really terrible Need a beverage-only place Need local crafts, not collectibles made in China
Peaks of Otter staff	Poor service
Pisgah Inn staff	Top notch Good map of trails in the area
Pisgah Inn	The restaurant needed to care more about cleanliness (cobwebs, stuff on floor, stained clothing of staff) The view - heaven Very crowded; could not afford seating time
Pisgah Inn Craft/Gift Shop	Bottle deposits on all drinks Enjoyed visiting with guest artist on porch Needs basic supplies such as foil, paper towels, etc.
Rocky Knob cabins	Awesome!

National Park Service campground services and facilities used

Question 17a

Please indicate all National Park Service (NPS) campgrounds that you or your personal group used along the Blue Ridge Parkway during this visit.

Fall

Results

- As shown in Figure 247, the most commonly used NPS campgrounds by fall visitor groups included:

27% Julian Price Campground
25% Linville Falls Campground
20% Crabtree Meadows Campground

- The least used campground was:

13% Roanoke Mountain Campground

- Note: Not enough visitor groups rated the importance and quality of campgrounds to provide reliable data.

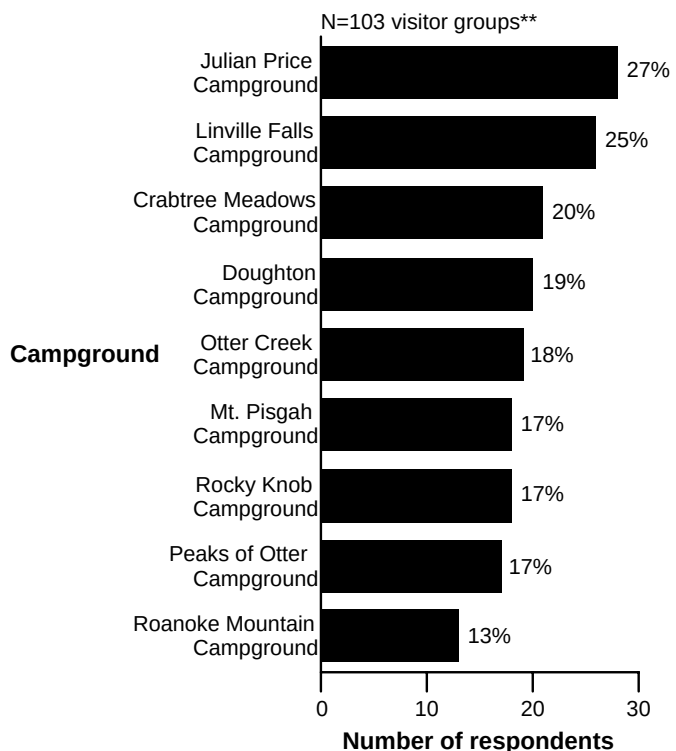


Figure 247: National Park Service campgrounds used - Fall

Question 17a

Please indicate all National Park Service (NPS) campgrounds that you or your personal group used along the Blue Ridge Parkway during this visit.

Summer**Results**

- As shown in Figure 248, the most commonly used NPS campgrounds by summer visitor groups included:

38% Mt. Pisgah Campground
21% Julian Price Campground
20% Doughton Campground

- The least used campground was:

7% Roanoke Mountain Campground

- Note: Not enough visitor groups rated the importance and quality of campgrounds to provide reliable data.

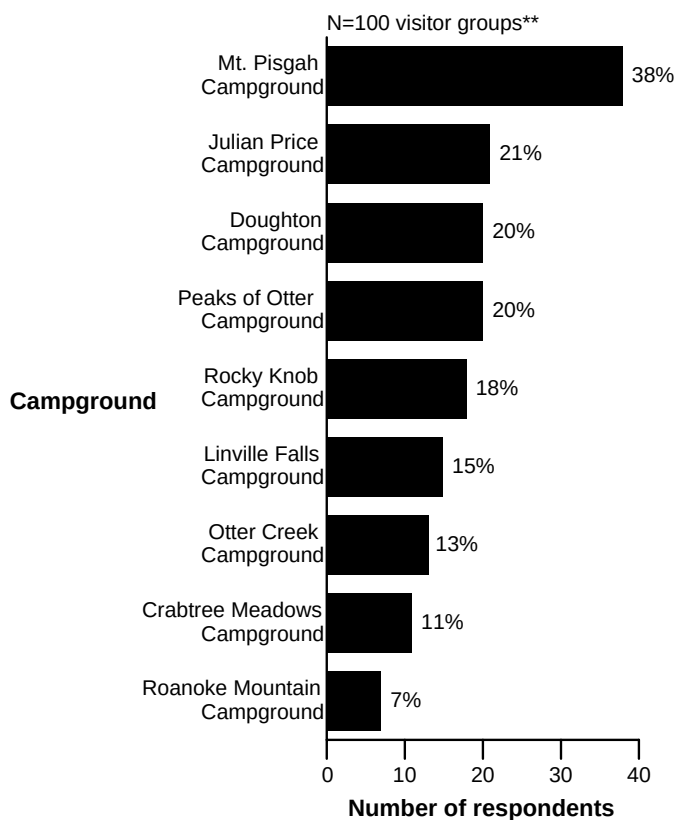


Figure 248: National Park Service campgrounds used - Summer

Importance ratings of National Park Service campgrounds

Question 17b

For only those NPS campgrounds that you or your group used, please rate their importance from 1-5.

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

Fall and Summer

Results

- Figures 249 to 266 show the importance ratings for each NPS campground, as rated by fall and summer visitor groups.
- CAUTION!** All campgrounds, except Mt. Pisgah Campground (summer N=36) were rated by fewer than 30 visitor groups.

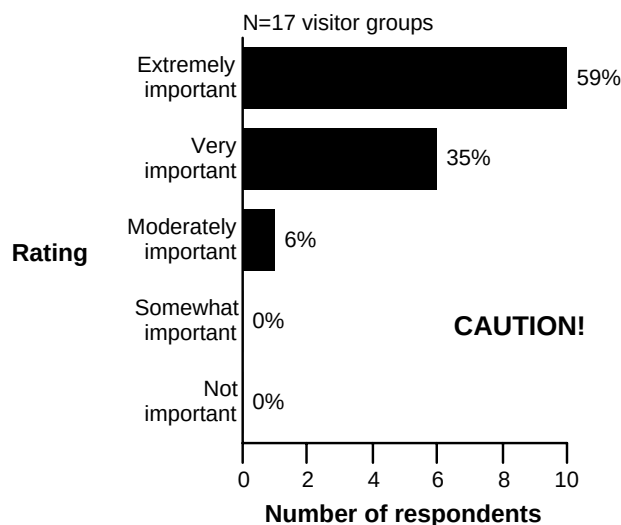


Figure 249: Importance of Otter Creek Campground - Fall

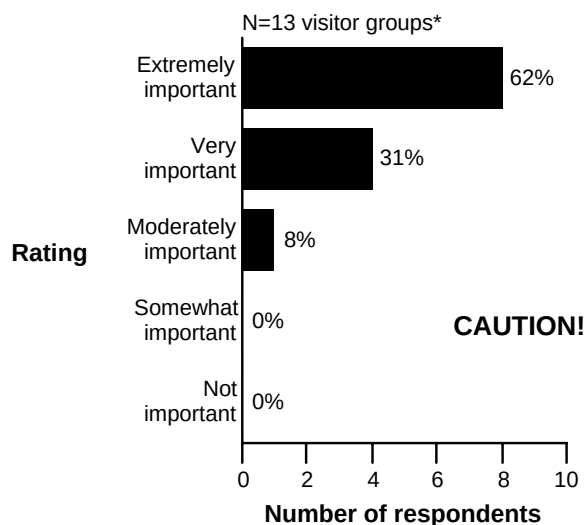


Figure 250: Importance of Otter Creek Campground - Summer

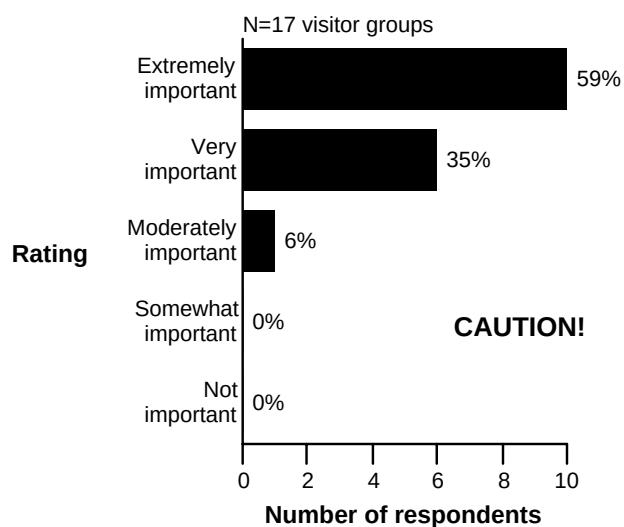


Figure 251: Importance of Peaks of Otter Campground - Fall

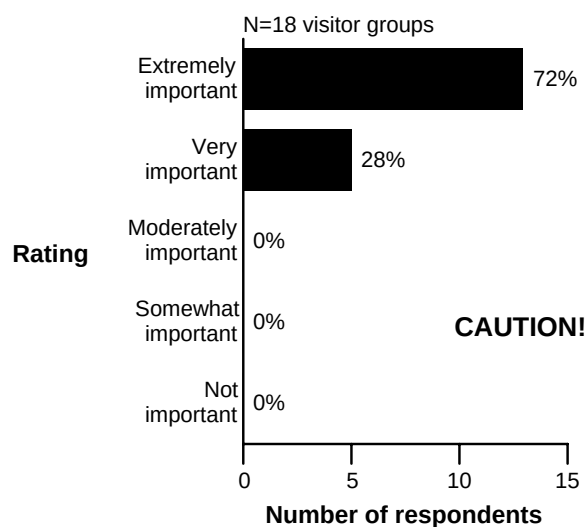


Figure 252: Importance of Peaks of Otter Campground - Summer

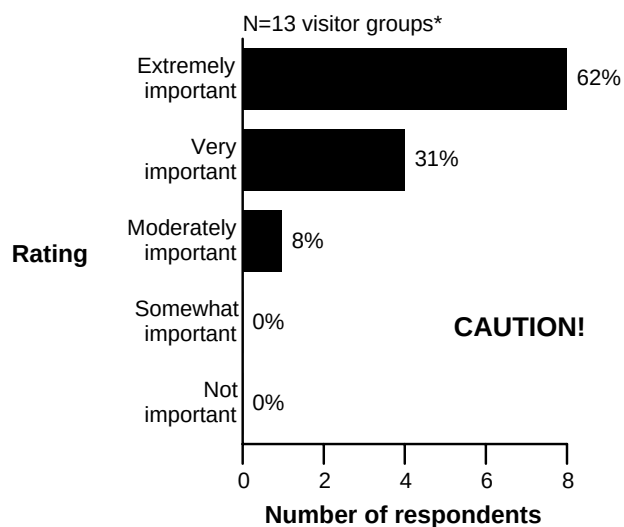


Figure 253: Importance of Roanoke Mountain Campground - Fall

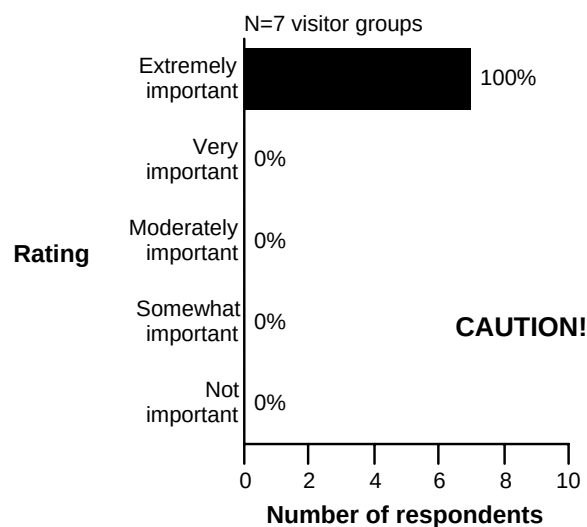


Figure 254: Importance of Roanoke Mountain Campground - Summer

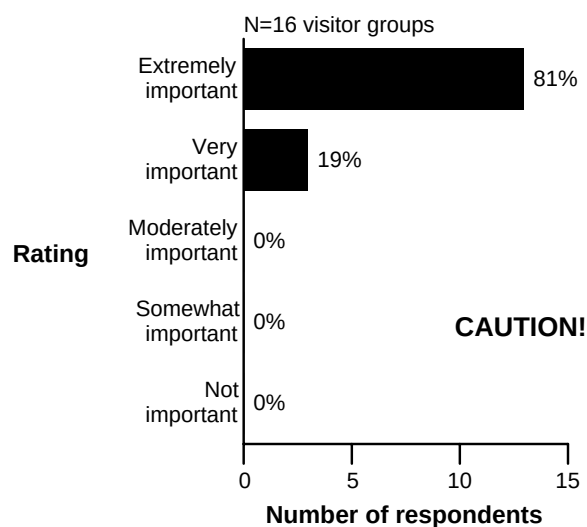


Figure 255: Importance of Rocky Knob Campground - Fall

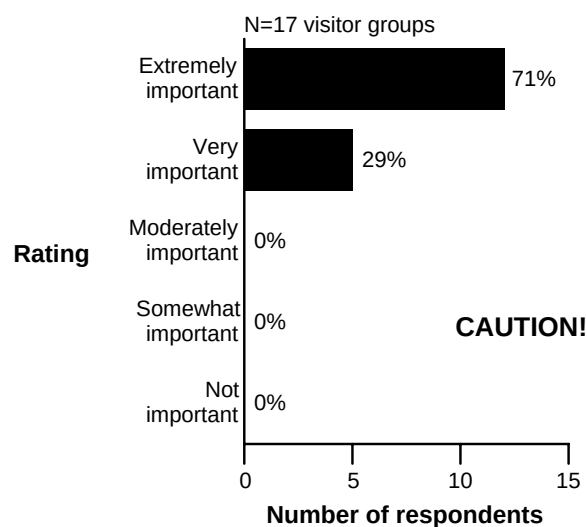


Figure 256: Importance of Rocky Knob Campground - Summer

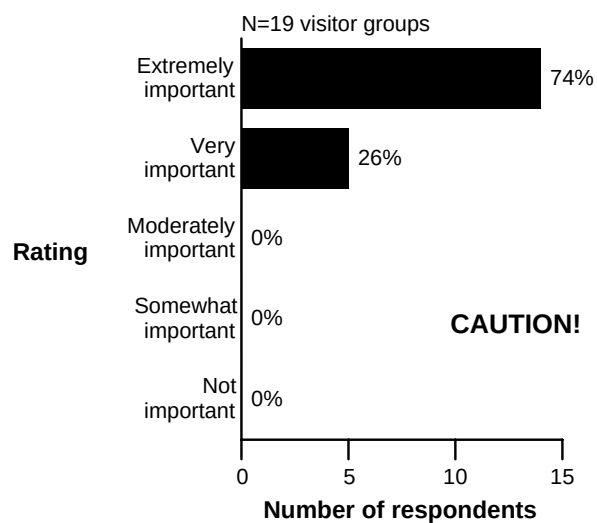


Figure 257: Importance of Doughton Campground - Fall

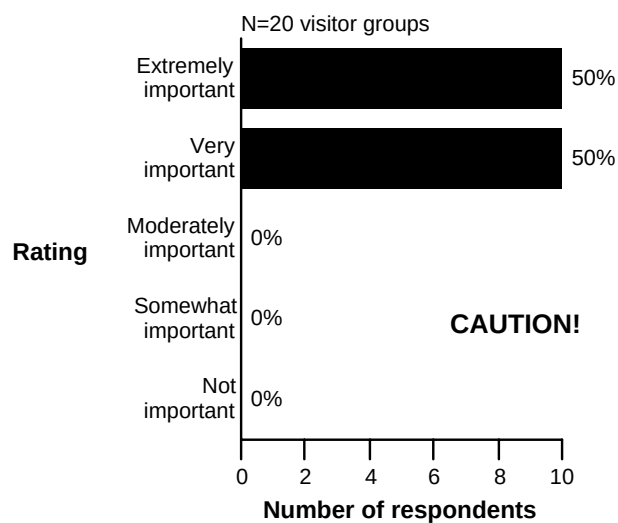


Figure 258: Importance of Doughton Campground - Summer

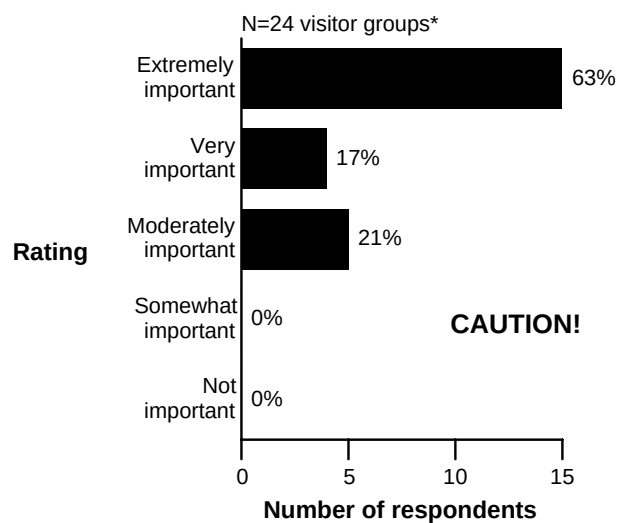


Figure 259: Importance of Julian Price Campground - Fall

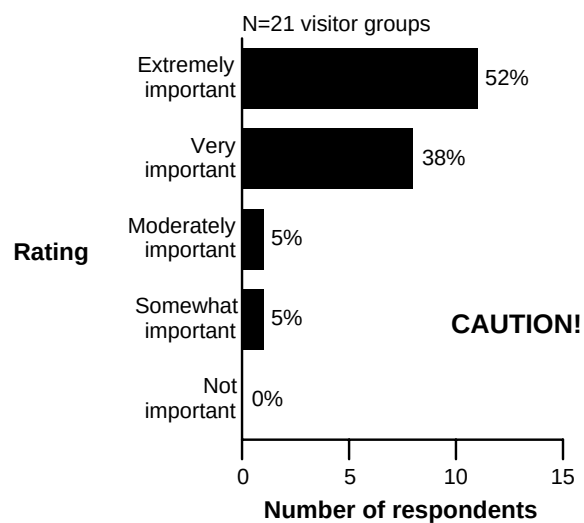


Figure 260: Importance of Julian Price Campground - Summer

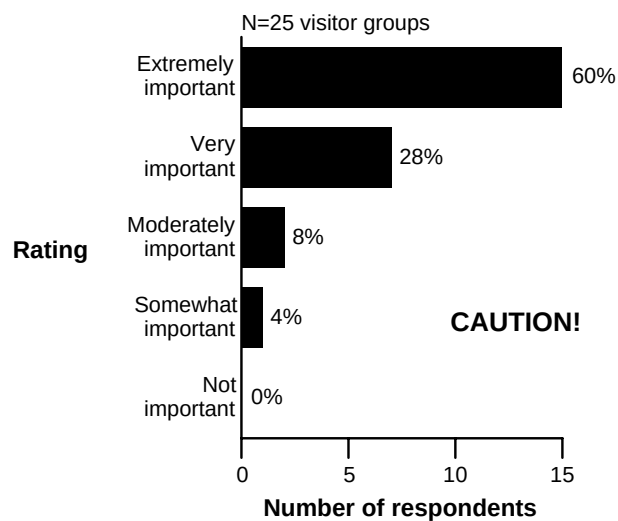


Figure 261: Importance of Linville Falls Campground - Fall

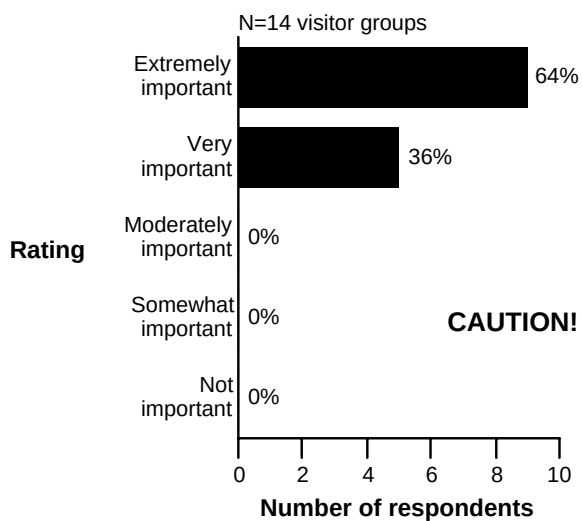


Figure 262: Importance of Linville Falls Campground - Summer

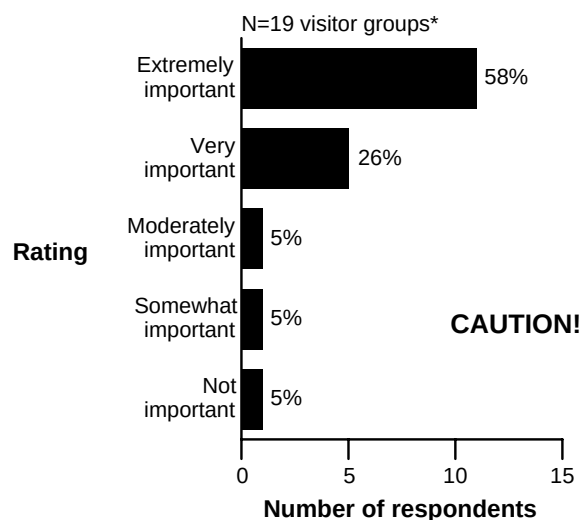


Figure 263: Importance of Crabtree Meadows Campground - Fall

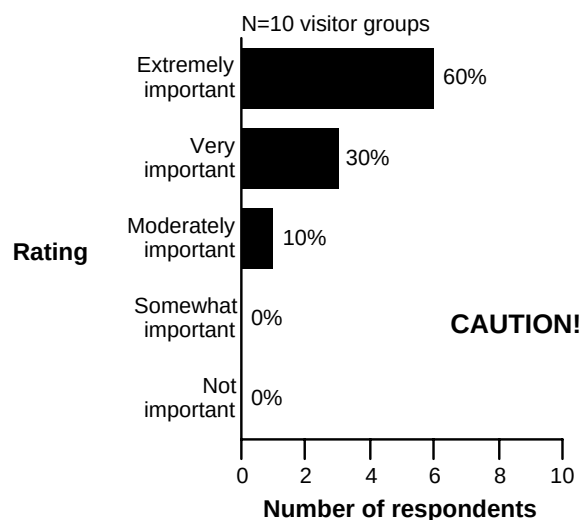


Figure 264: Importance of Crabtree Meadows Campground - Summer

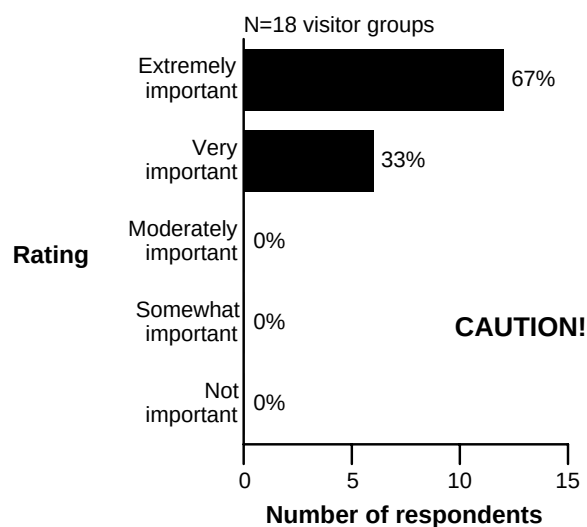


Figure 265: Importance of Mt. Pisgah Campground - Fall

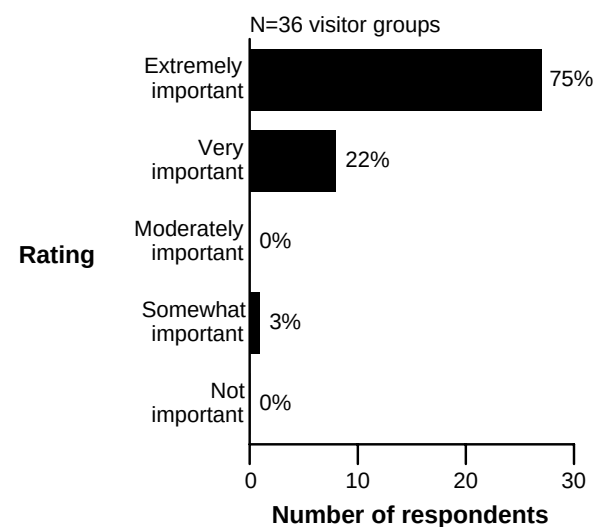


Figure 266: Importance of Mt. Pisgah Campground - Summer

Quality ratings of National Park Service campgrounds

Question 17c

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

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

Fall and summer

Results

- Figures 267 to 284 show the quality ratings for each NPS campground as rated by fall and summer visitor groups.
- CAUTION!** All campgrounds, except Mt. Pisgah Campground (summer N=37) were rated by fewer than 30 visitor groups.

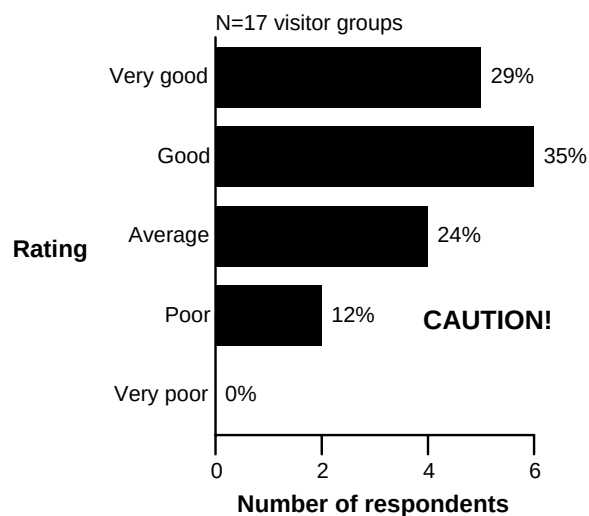


Figure 267: Quality of Otter Creek Campground - Fall

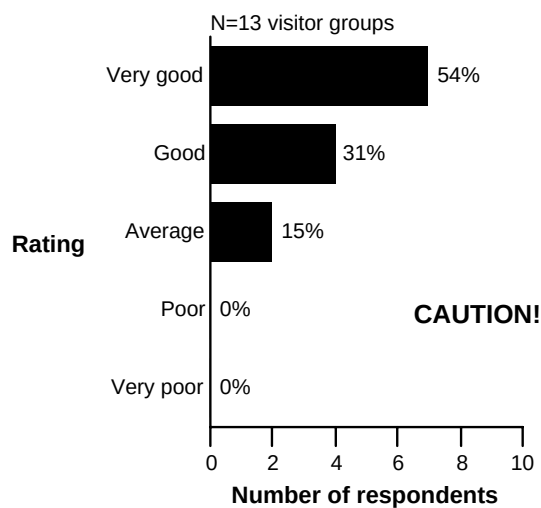


Figure 268: Quality of Otter Creek Campground - Summer

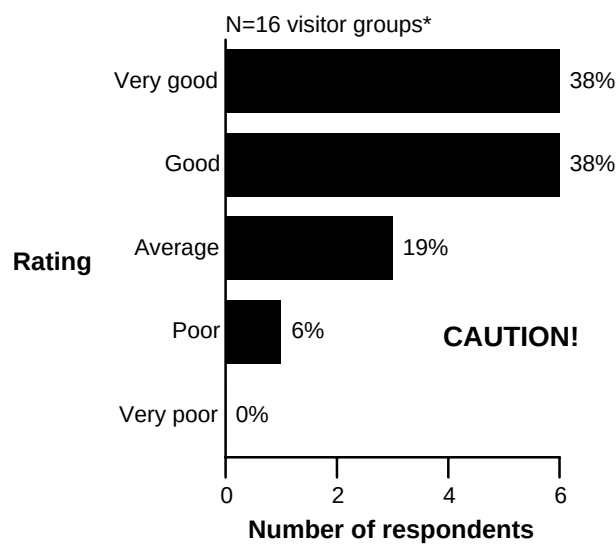


Figure 269: Quality of Peaks of Otter Campground - Fall

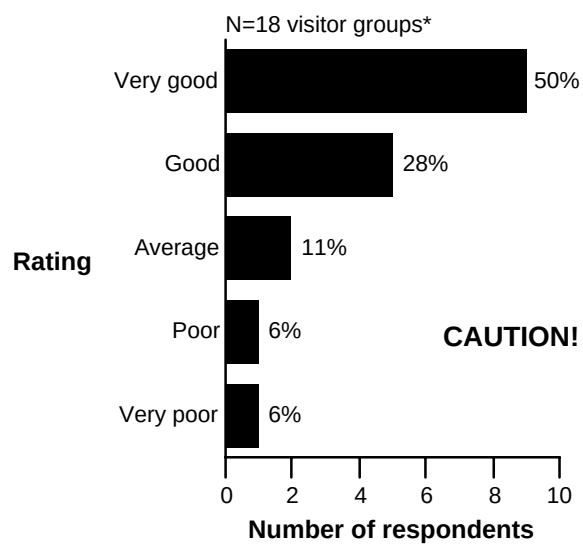


Figure 270: Quality of Peaks of Otter Campground - Summer

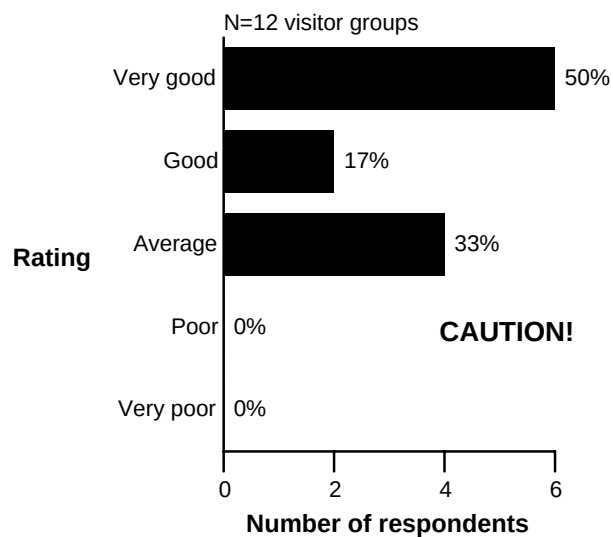


Figure 271: Quality of Roanoke Mountain Campground - Fall

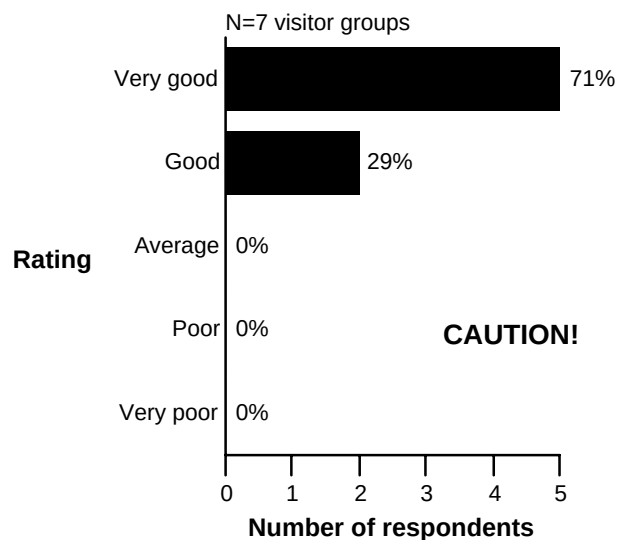


Figure 272: Quality of Roanoke Mountain Campground - Summer

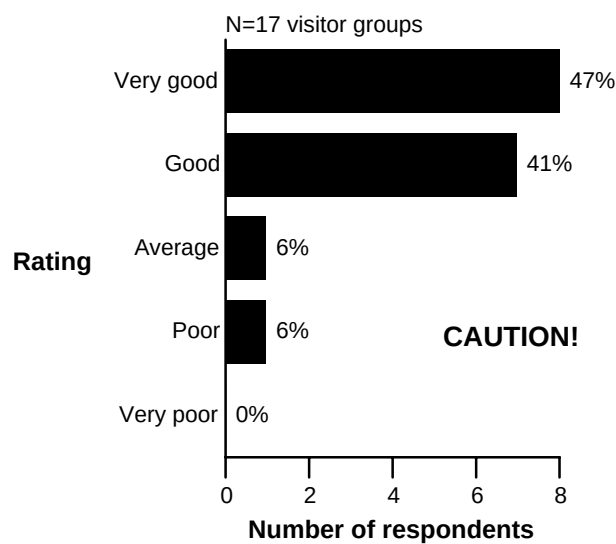


Figure 273: Quality of Rocky Knob Campground - Fall

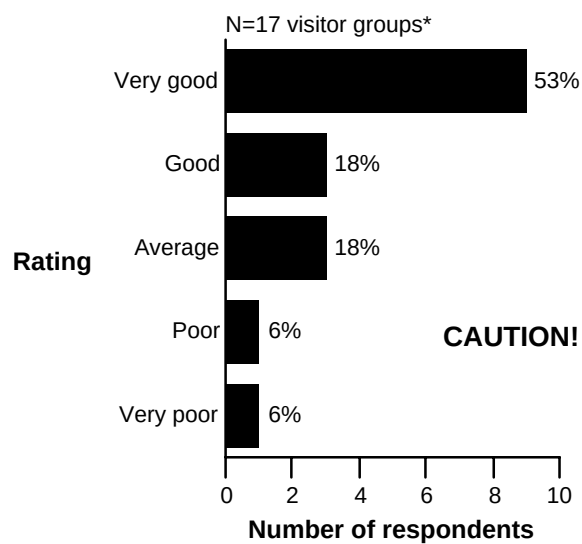


Figure 274: Quality of Rocky Knob Campground - Summer

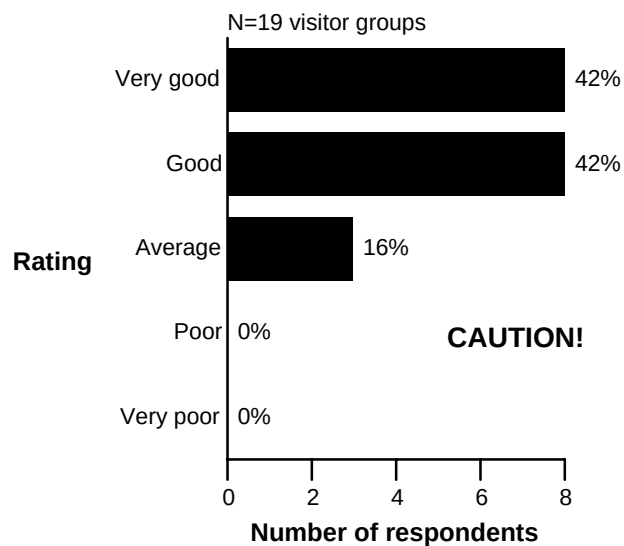


Figure 275: Quality of Doughton Campground - Fall

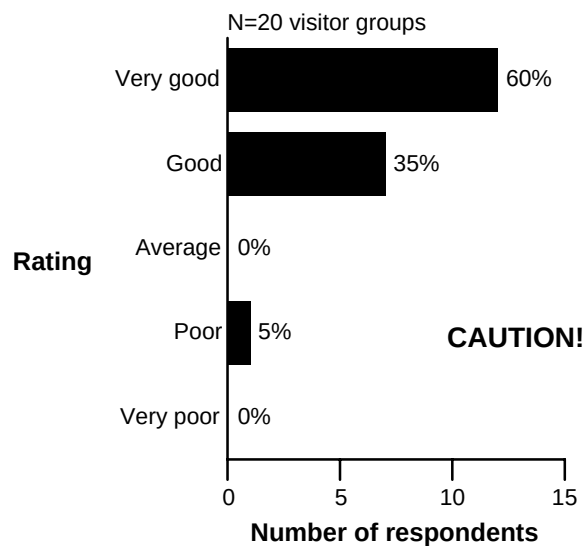


Figure 276: Quality of Doughton Campground - Summer

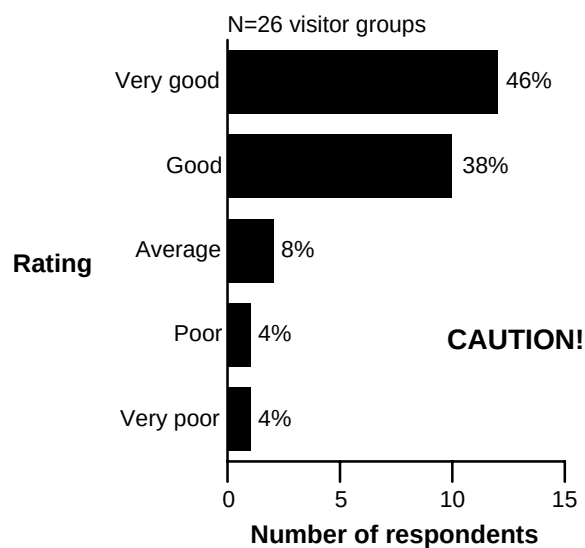


Figure 277: Quality of Julian Price Campground - Fall

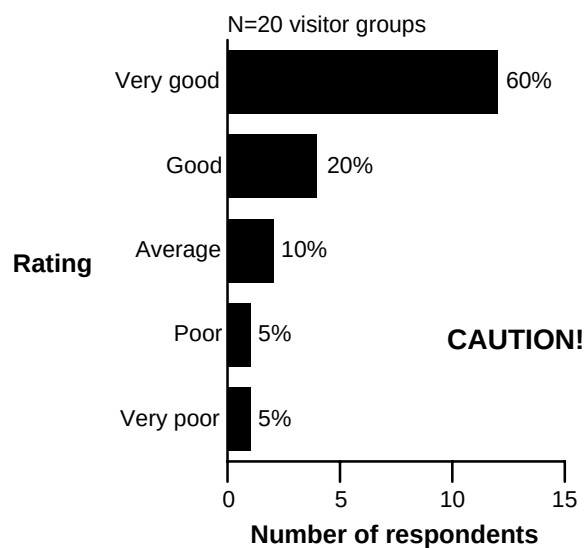


Figure 278: Quality of Julian Price Campground - Summer

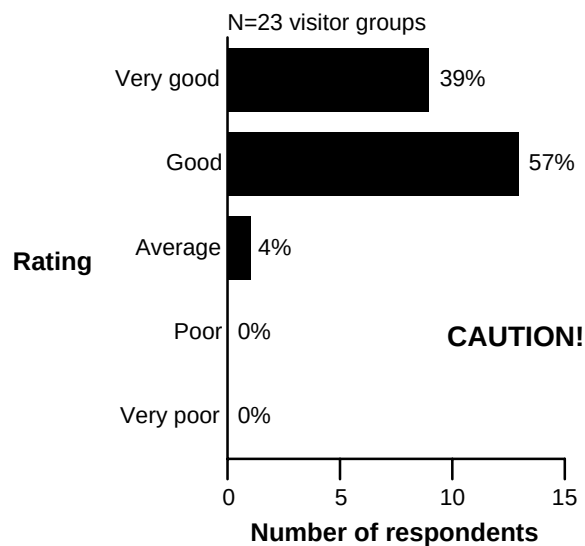


Figure 279: Quality of Linville Falls Campground - Fall

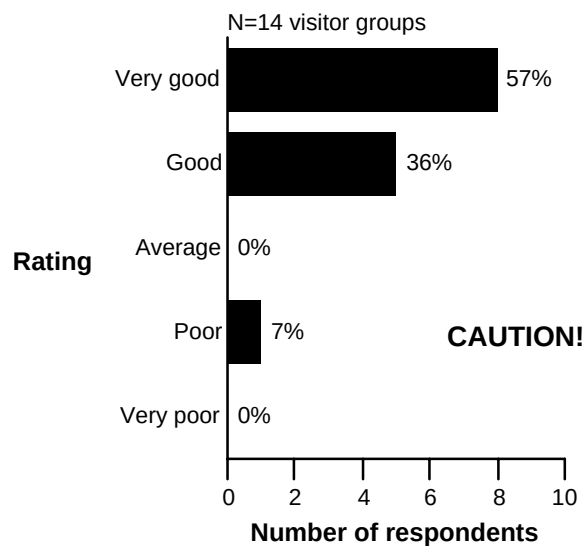


Figure 280: Quality of Linville Falls Campground - Summer

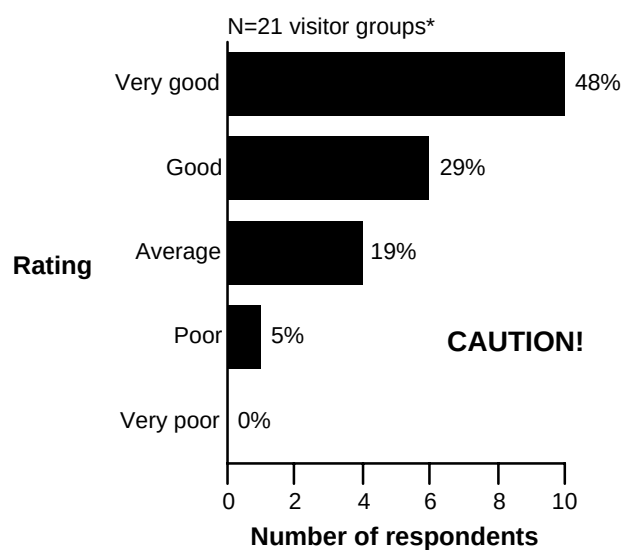


Figure 281: Quality of Crabtree Meadows Campground - Fall

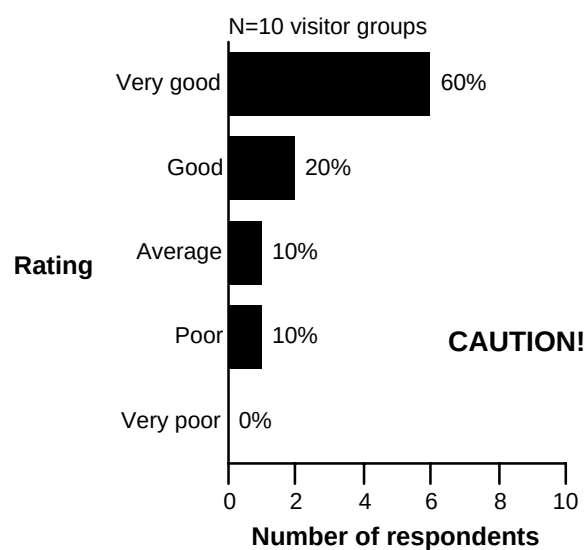


Figure 282: Quality of Crabtree Meadows Campground - Summer

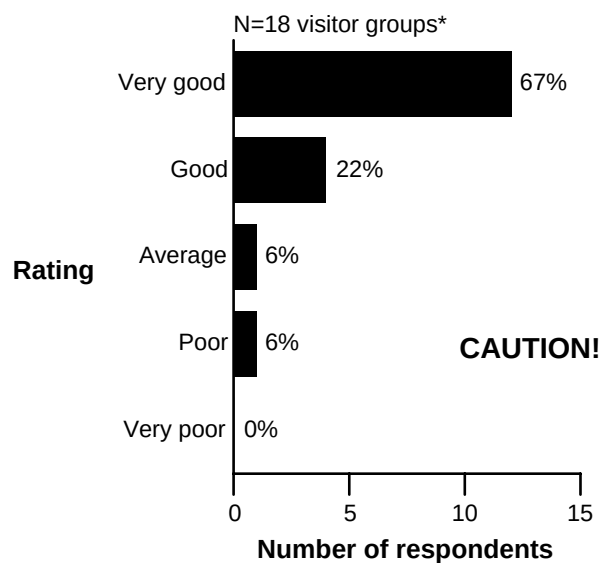


Figure 283: Quality of Mt. Pisgah Campground - Fall

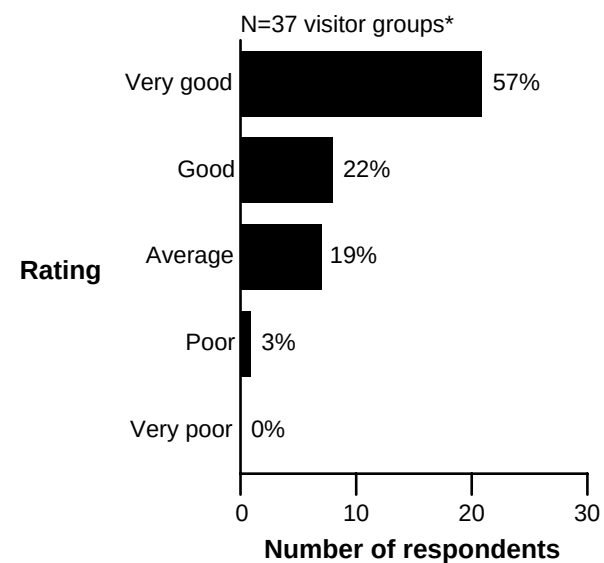


Figure 284: Quality of Mt. Pisgah Campground - Summer

Question 17d

If you and your personal group have comments on any of the above NPS campground services and facilities, please list them.

Fall**Results**

- Table 45 shows fall visitor groups' comments on NPS campground services and facilities.

Table 45: Comments on NPS campground services/facilities - Fall

N=46 comments

Service/facility	Comment
Campgrounds (unspecified)	Campgrounds should stay open longer Clean Convenient Dump stations are poorly set up Expand the time campers can use generators Good location Need a general shelter Need a lot of attention and upgrading Need better campsites Need more restrooms Need more stalls for less waiting Need sites large enough for larger RV units Need update No showers Not enough room for baby strollers Rocky Knob campground was very good Stocked Thank you There was no place to cook outside on a rainy day Would like electricity hookups
Crabtree Meadows Campground	Bathrooms need to be open Bottom loop needs to be open Needs to be open during winter Public pay-phone would be nice Put back this restaurant like it used to be Should be open earlier than 10:00 am
Doughton Campground	Need more ranger staff Restrooms were not in good condition
Julian Price Campground	No lighting in restrooms (solar did not work) No monitoring of noisy campers during evening hours No soap and towels available Showers with hot water would be nice
Mt. Pisgah Campground	Campsites are not level Great car camping with family Noise from motorcycles Restrooms closed too long
Roanoke Mountain Campground	Info posted on bulletin boards was out of date Restrooms need more lighting

Table 45: Comments on NPS campground services/facilities - Fall
(continued)

Service/facility	Comment
Rocky Knob Campground	Arrived late, setup camp, left early The best Blue Ridge Parkway campground Volunteer hosts are nice Volunteers cannot replace park rangers
Staff (unspecified)	Host needs improved social skills Staff very helpful in giving directions

Question 17d

If you and your personal group have comments on any of the above NPS campground services and facilities, please list them.

Summer**Results**

- Table 46 shows summer visitor grs' comments on NPS campground services and facilities.

Table 46: Comments on NPS campground services/facilities - Summer

N= 32 comments

Service/facility	Comment
Campgrounds (unspecified)	Limited open seasons Need hot showers, firewood for sale Showers are needed They are deteriorating Unable to get water from campground spigots
All staff	Very helpful and courteous
Restrooms (unspecified)	Not clean
Campgrounds (unspecified)	Enlarge some for slideouts/longer rigs Need showers Need showers - will pay extra No showers, insufficient waterpoints Showers would be great. It was the reason we left the parkway one night to get one. Showers would be really nice Smooth out bigger area around campfire
Crabtree Meadows Campground	Restrooms not too good
Julian Price Campground	Noisy campers at 2:30 am
Linville Falls Campground	Could use a shower
Mt. Pisgah Campground	Hooks or shelves needed in bath houses Need better restroom facilities and showers Need showers Showers would be a great asset Showers would be great Very glad to see that they are adding showers to bathhouses Appreciated RV area separated from tent areas
Otter Creek Campground	Could use hot water and showers Has unattractive, conspicuous entrance Needs showers, willing to pay a fee to use The hosts were extremely friendly
Peaks of Otter Campsite	Drinking water not near campsite No showers
Pisgah	Staff was extremely friendly, knowledgeable and helpful
Pisgah campground	Fix the bathrooms Great hosts and rangers
Roanoke Mountain Campground	Water supply marked on map was not working
Rocky Knob Campground	Loved it

Importance of parkway attributes/resources

Question 14

Blue Ridge Parkway was established for viewing scenery, conserving natural and cultural resources and promoting public enjoyment and appreciation of the Appalachian Mountains. On this visit, how important were the following attributes/resources to you?

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

Fall

Results

- As shown in Figure 285, the highest combined proportions of “extremely important” and “very important” ratings, as rated by fall visitor groups were:

97% Scenic drive/scenic views
93% Clean air
85% Clean water
83% Natural quiet/sounds of nature

- The attribute/resource that received the highest “not important” rating was:

23% Interpretive/informational programs

- Table 47 shows the importance ratings of parkway attributes/resources by fall visitor groups.

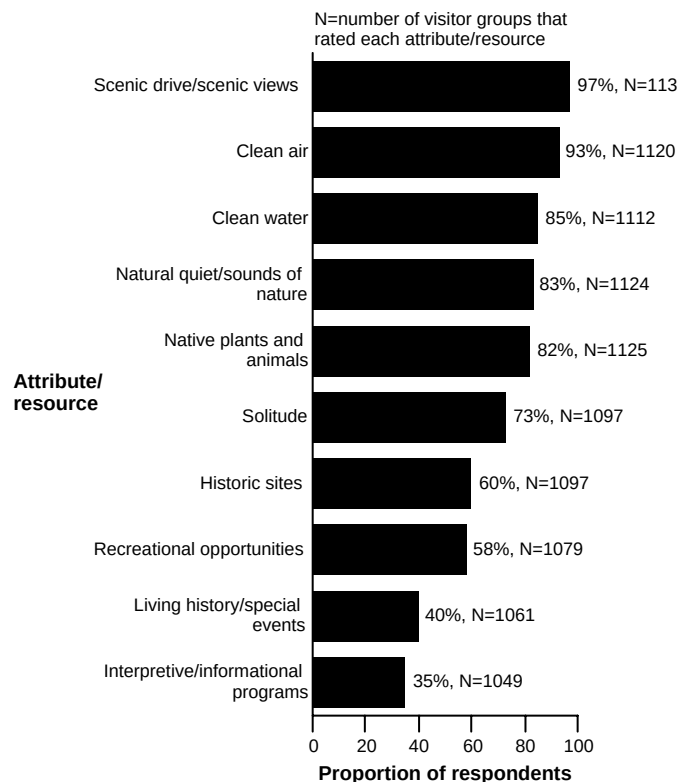


Figure 285: Combined proportions of “extremely important” and “very important” ratings of parkway attributes/resources - Fall

Question 14

Blue Ridge Parkway was established for viewing scenery, conserving natural and cultural resources and promoting public enjoyment and appreciation of the Appalachian Mountains. On this visit, how important were the following attributes/resources to you?

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

Summer Results

- As shown in Figure 286, the highest combined proportions of “extremely important” and “very important” ratings as rated by summer visitor groups were:

96% Scenic drive/scenic views
92% Clean air
85% Natural quiet/sounds of nature
85% Clean water

- The attribute/resource that received the highest “not important” rating was:

21% Interpretive/informational programs

- Table 48 shows the importance ratings of parkway attributes/resources by summer visitor groups.

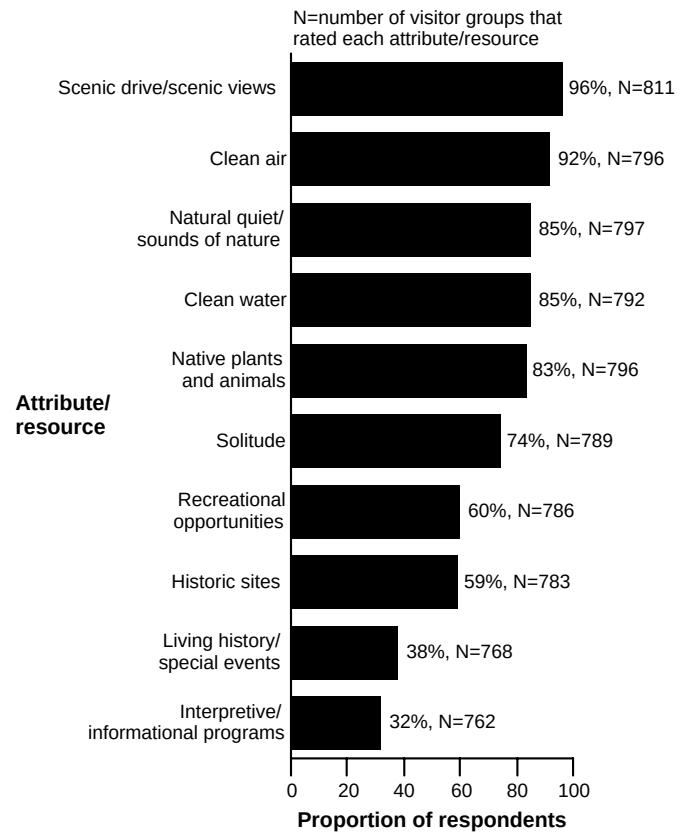


Figure 286: Combined proportions of “extremely important” and “very important” visitor ratings of parkway attributes/resources - Summer

Table 47: Importance of protecting of parkway attributes/resources - Fall

N=number of visitor groups who rated each attribute/resource*

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic drive/scenic views	1,138	<1	1	2	20	77
Historic sites	1,097	7	7	25	35	25
Living history/special events	1,061	21	13	26	23	17
Interpretive informational programs	1,049	23	16	27	20	15
Recreational opportunities (hiking, camping, fishing, etc.)	1,079	19	8	15	23	35
Clean water	1,112	5	3	7	25	60
Clean air	1,120	1	1	4	27	66
Solitude	1,097	7	5	16	31	42
Natural quiet/sounds of nature	1,124	3	4	11	30	53
Native plants and animals	1,125	2	3	12	29	53

Table 48: Importance of protecting of parkway attributes/resources - Summer

N=number of visitor groups who rated each attribute/resource*

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic drive/scenic views	811	1	1	2	23	73
Historic sites	783	8	7	26	34	25
Living history/special events	768	20	14	29	22	16
Interpretive informational programs	762	21	15	31	19	13
Recreational opportunities (hiking, camping, fishing, etc.)	786	18	8	13	22	38
Clean water	792	5	3	7	25	60
Clean air	796	2	2	5	26	66
Solitude	789	6	4	16	30	45
Natural quiet/sounds of nature	797	3	3	10	29	55
Native plants and animals	796	3	4	9	29	54

Preferences for future visit

Willingness to pay entrance fees

Question 18a

Blue Ridge Parkway does not currently charge an entrance fee. On a future visit, would you and your personal group be willing to pay an entrance fee of \$5/vehicle to drive on the parkway for up to 7 days?

Fall

Results

55% of fall visitor groups were willing to pay a fee of \$5/vehicle to drive on the parkway for seven days (see Figure 287).

27% were unlikely to pay a fee.

Willing to pay fee?

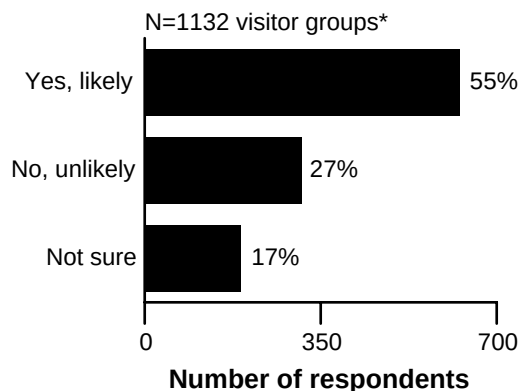


Figure 287: Willingness to pay fee of \$5/vehicle/week - Fall

Summer

Results

55% of summer visitor groups were willing to pay a fee of \$5/vehicle to drive on the parkway for seven days (see Figure 288).

26% were unlikely to pay a fee.

Willing to pay fee?

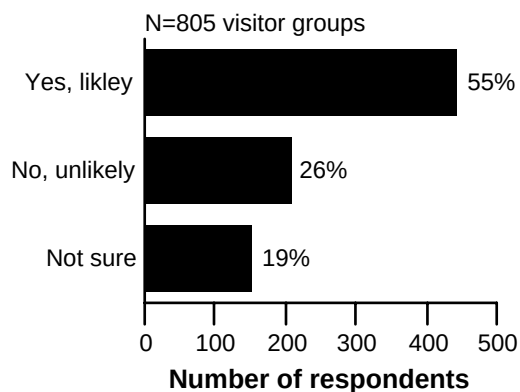


Figure 288: Willingness to pay fee of \$5/vehicle/week - Summer

Question 18b

On a future visit, would you and your personal group be willing to pay \$25/vehicle for parkway access throughout the year?

Fall

Results

65% of fall visitor groups were unlikely to pay a fee of \$25/vehicle for parkway access throughout the year (see Figure 289).

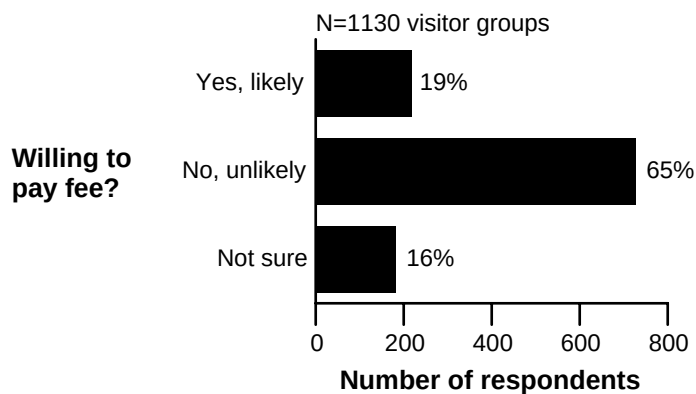


Figure 289: Willingness to pay fee of \$25/vehicle/year - Fall

Summer

Results

60% of summer visitor groups were unlikely to pay a fee of \$25/vehicle for parkway access throughout the year (see Figure 290).

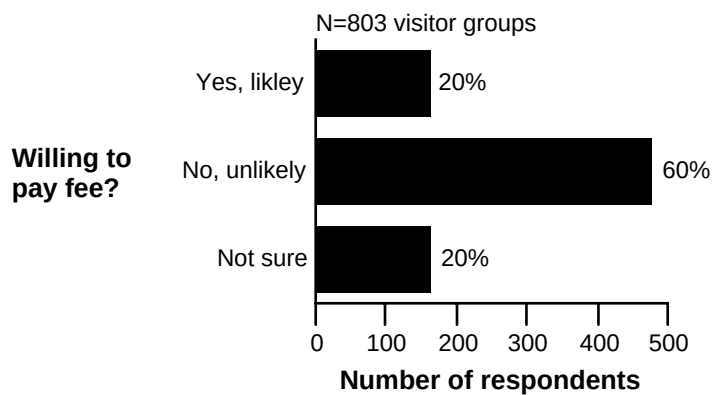


Figure 290: Willingness to pay fee of \$25/vehicle/year - Summer

Overall quality

Overall quality rating of visitor facilities, services, and recreational opportunities

Question 29

Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Blue Ridge Parkway during this visit?

Fall

Results

- 95% of fall visitor groups rated the overall quality of visitor facilities, services, and recreational opportunities as “very good” or “good” (see Figure 291).

Fewer than 1% of visitor groups rated the quality as “very poor” or “poor.”

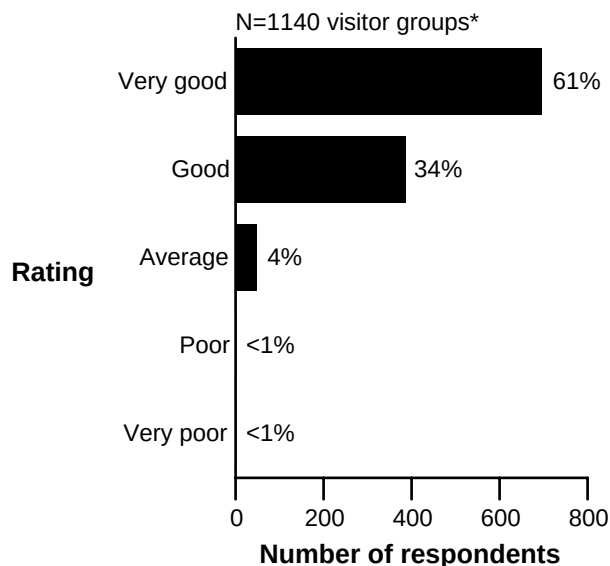


Figure 291: Overall quality rating of visitor facilities, services, and recreational opportunities – Fall

Summer

Results

- 97% of summer visitor groups rated the overall quality of visitor facilities, services, and recreational opportunities as “very good” or “good” (see Figure 292).

Fewer than 1% of visitor groups rated the quality as “very poor” or “poor.”

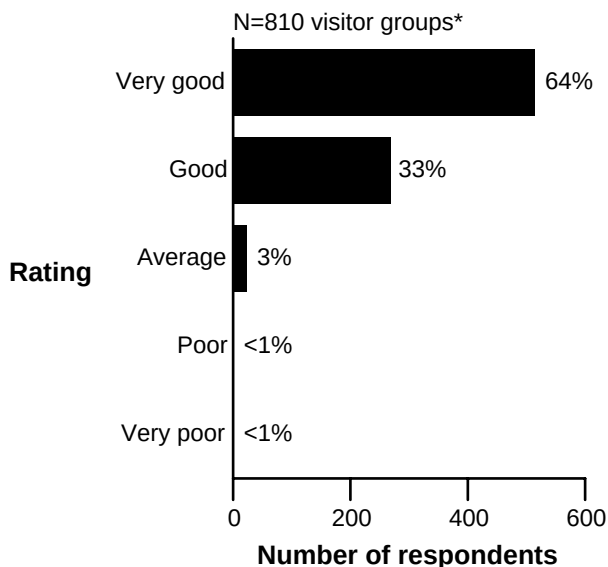


Figure 292: Overall quality rating of visitor facilities, services, and recreational opportunities - Summer

Visitor Comments

Planning for the future

Question 27

If you were a manager planning for the future of Blue Ridge Parkway, what would you propose?

Fall**Results**

- 52% of fall visitor groups (N=603) responded to this question.
- Table 49 shows a summary of fall visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 49: Planning for the future - Fall

N=881 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more rangers on patrol/surveillance	7
Need more rangers	3
Staff should be more friendly	3
Need better informed/better educated staff	3
Other comments	9
INTERPRETIVE SERVICES	
More ranger-led programs	6
More cultural music offerings	4
More educational activities for children	3
Replace/update exhibits	3
Self-guided (audio) information at overlooks	3
More information boards at overlooks	3
Roadside exhibits to identify features	3
Add a botany program	2
Add a geology program	2
Continue ranger-led programs	2
Demonstrate historic activities	2
Encourage environmental awareness	2
Have local artisans do craft demonstrations/sales	2
Information on lodging, meals	2
More historic information at overlooks	2
More detailed maps showing mileposts	2
Other comments	23
FACILITIES/MAINTENANCE	
Keep vegetation clear at overlooks	44
Increase number of restrooms	35
Continue road paving/maintenance	30
Continue up-keep/maintenance	17
Add a bike lane/bike path	16
Add showers at campgrounds	13

Table 49: Planning for the future - Fall
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Keep facilities clean	13
More overlooks/pulloffs	13
Add/improve guard rails	9
More hiking trails	9
Improve access/services for seniors/disabled	8
Improve/enlarge campgrounds	8
Improve signs on trail	6
Increase size of campsites	6
More slow vehicle pull-offs	6
Need better road maintenance	6
More directional signs to services	6
Electricity at campgrounds	5
More signs with distances between exits, overlooks, sites	5
Improve trailhead signage	5
Increase parking	4
Better restrooms	4
Install emergency call boxes	4
Continue trail maintenance	4
Improve accessibility of walking paths	3
Level sites at campgrounds	3
Full hook-ups at campgrounds	3
More picnic areas	3
Add white line to roadside	3
More mileposts	3
Improve signage	3
More trail information at trailheads	3
Better trail maintenance	3
Widen road	3
Keep some campgrounds open all year	2
Cell phone service needed	2
More trash receptacles	2
Need more rest areas	2
More telescopes at overlooks	2
Recycling centers along road	2
Keep restrooms cleaner	2
Mile markers should be reflective	2
Signs for slow vehicle pull-offs	2
Better tree trimming along the road	2
Other comments	53
POLICIES/MANAGEMENT	
Halt/limit development	27
Do not charge entrance fee	24
Keep it natural/beautiful	17
Limit commercialization	14
Prohibit loud motorcycles	11

Table 49: Planning for the future - Fall
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
Charge entrance fee	10
Obtain adequate funding to maintain quality	10
Protect the viewshed from development	9
Protect it	8
Limit commuter/commercial traffic	8
Acquire more park land	6
Limit commercialization/development	5
Promote/advertise the park	5
Enforce speed limits	5
Limit traffic	5
Buses/shuttles to reduce pollution/traffic	4
Fine litterers	4
Limit/prohibit oversize vehicles	4
Charge modest entrance fee	3
Keep Explore Park open	3
Reduce speed limit	3
More interaction with local communities	2
Fees could discourage visitation	2
Use donations for fees	2
Have weather/fog advisories	2
Other comments	37
RESOURCE MANAGEMENT	
Protect the flora/fauna	6
Control balsam woolly adelgids	2
Protect air quality	2
Transplant wildlife to Parkway	2
Other comments	8
GENERAL COMMENTS	
Keep it as it is	50
Continue managing as you are	12
Keep up the good work	5
Other comments	21

Question 27

If you were a manager planning for the future of Blue Ridge Parkway, what would you propose?

**Summer
Results**

- 57% of summer visitor groups (N=460) responded to this question.
- Table 50 shows a summary of summer visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 50: Planning for the future - Summer

N=796 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Get more help from volunteers	4
More rangers	3
More rangers on patrol	2
Other comments	4
INTERPRETIVE SERVICES	
More educational activities for children	4
More information on the flowers/flora	4
Add interpretive signs at overlooks	3
More detailed maps	3
More information about the park	3
Add signs with historical information	2
Encourage environmental awareness	2
Give information about the points of interest	2
Give more information on road construction/detours	2
Have maps available on the website	2
Improve directional signs	2
Keep signs in English	2
More hiking information	2
More historic information at overlooks	2
More information about the park programs	2
Promote music festivals in the area	2
Provide more information on lodging	2
Signs for medical assistance	2
Youth programs/camps	2
Other comments	40
FACILITIES/MAINTENANCE	
Keep vegetation clear at overlooks	45
Road paving/maintenance	38
Add a bike lane/path	20

Table 50: Planning for the future - Summer
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Increase the number of restrooms	13
Add showers at campgrounds	12
Maintain park facilities	8
More picnic areas/tables	8
Keep the park clean	7
Maintain the overlooks	7
Improve campground facilities	6
Add more campsites	5
Continue up-keep/maintenance	5
Increase hiking trails	5
More mileposts	5
More overlooks	5
Protect/maintain the views	5
Signs indicating gas stations	5
Electricity at campgrounds	4
Need more rest areas	4
Add playgrounds for children	3
Add/improve guard rails	3
Better trail maintenance	3
Continue trail maintenance	3
Improve signage	3
Improve trailhead markers	3
Keep restrooms cleaner	3
Add cabin cabins	2
Add motorcycle amenities	2
Add water at campgrounds	2
Additional RV parking	2
Build new facilities	2
Improve hiking trails	2
Increase campsite size	2
Maintain restrooms	2
More available drinking water	2
More signs indicating distances between sites	2
Paint bridges	2
Repair fences	2
Restroom facilities for people with disabilities	2
Other comments	50
POLICIES/MANAGEMENT	
Halt/limit development	22
Keep it natural/beautiful	21
Limit commercialization	18
Do not charge entrance fee	11
Charge entrance fee	10
Increase funding for maintenance	8
Enforce speed limits	7
Expand the parkway	7

Table 50: Planning for the future - Summer
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
Promote/advertise the park	7
Continue offering free access	6
Fees could discourage visitation	5
Prohibit loud motorcycles	4
Reduce speed limit	4
Enforce noise restrictions	3
Obtain more federal funding	3
Reduce traffic	3
Year-round access/facilities	3
Acquire more park land	2
Charge modest entrance fee	2
Expand buffer zones	2
Increase speed limit to 55mph	2
Keep it safe	2
Keep speed limit to 45mph	2
Limit number of people	2
Maintain current speed limits	2
More funding for personnel	2
Open closed sections of the park	2
Promote hiking	2
Promote recycling	2
Promote the "leave no trace" ethics	2
Protect the view shed from development	2
Work with Nature Conservancy	2
Other comments	38
RESOURCE MANAGEMENT	
Protect/conservate nature	5
Emphasize wildlife conservation	2
Emphasize land conservation	2
Other comments	5
GENERAL COMMENTS	
Keep it as it is	41
Keep up the good work	5
Better notification of road closures	3
Keep it serene	3
Keep it simple	3
Maintain the high quality	3
Other comments	46

Additional comments

Question 28

Is there anything else you and your personal group would like to tell us about your visit to Blue Ridge Parkway?

Fall Results

- 45% of fall visitor groups (N=516) responded to this question.
- Table 51 shows a summary of fall visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 51: Additional comments - Fall
N=925 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff was nice/friendly	6
Staff was helpful	4
Well staffed	2
Other comments	10
INTERPRETIVE SERVICES	
Need more informative signage	3
Need more detailed/accurate maps	2
Other comments	15
FACILITIES/MAINTENANCE	
Well maintained	15
Good/well-maintained roads	11
The park was clean	10
Vegetation was making viewing difficult at overviews	8
Some roads need repairing	7
Beautiful overlooks	6
Keep it clean/well-maintained	5
Bike paths/lane would be safer	2
More RV parking would be nice at pull outs	2
Need better facilities and campgrounds	2
Need more restrooms	2
Prepare for bigger volumes of visitors	2
Tree branches block RV access	2
Other comments	44
POLICIES/MANAGEMENT	
Do not commercialize it	5
Need more funding to upgrade older facilities	5
Crowded	3
Should consider an entrance fee	3
Good speed limit	2

Table 51: Additional comments - Fall
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
Have no access fees	2
It should be preserved	2
Keep it beautiful	2
Keep it natural	2
Keep managing it well	2
Keep the parks open to public	2
Should impose higher fines for littering	2
Should provide a shuttle to the hiking areas	2
The park is well managed	2
Other comments	24
RESOURCE MANAGEMENT	
Comments	8
GENERAL COMMENTS	
Enjoyed it/love it	148
It was beautiful/scenic	109
Will return	35
Regular visitors	26
Beautiful drive/trip	25
Thank you	23
Enjoyed the fall/leaf colors	21
Canceled many activities because of the weather	14
You are doing a great job	13
Bad weather conditions	10
Enjoyed it despite the bad weather	10
It is a national treasure	10
Local residents	10
It was peaceful	7
Could not see much because of the rain and fog	6
Great place to visit	6
Keep it as it is	6
Did not have enough time to visit	5
Enjoyed the natural habitat	5
It is a valuable resource	5
Keep up the good work	5
Like to bring family/friends to the park	5
Lovely hike	4
Beautiful mountains	3
It was relaxing	3
Thankful the parkway is available	3
Blue Ridge is an escape from the city	2
Enjoyed the Music Center	2
Enjoyed the solitude	2
Great place to see nature at its finest season	2
Great trails	2

Table 51: Additional comments - Fall
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS (continued)	
I hope we never lose	2
It was not crowded	2
It was pristine	2
Like to hike	2
Loud motorcycles are spoiling the natural experience	2
Love the natural beauty	2
Loved Explore Park	2
Met a lot of nice people	2
Participated in many activities over the years	2
The parkway is a rare jewel	2
Too many motorcycles	2
Visited to see the leaves	2
We are very concerned about encroachment	2
Will make it an annual trip	2
Will recommend it to other people	2
Would like to visit more	2
Other comments	115

Question 28

Is there anything else you and your personal group would like to tell us about your visit to Blue Ridge Parkway?

Results

- 77% of summer visitor groups (N=392) responded to this question.
- Table 52 shows a summary of summer visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 52: Additional comments - Summer
N=508 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly staff	5
Friendly rangers	3
Helpful ranger	2
Helpful staff	2
More patrol rangers/enforcement needed	2
Other comments	6
INTERPRETIVE SERVICES	
Exhibits at James River hard to read	2
Other comments	11
FACILITIES/MAINTENANCE	
Clean/well-maintained park/facilities	17
Good/well-maintained roads	9
Road closures disappointing	8
Detours inconvenient	6
Keep overlooks clear of vegetation	6
Road needs maintenance	6
Biking lanes would be good/safer	2
Detour hard to navigate	2
Detour signs confusing	2
Detour signs were clear	2
More overlooks needed	2
Need more restrooms	2
Roadsides are clean	2
Other comments	21
POLICIES/MANAGEMENT	
Preserve/protect it	10
Do not charge entrance fee	8

Table 52: Additional comments - Summer
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
Do not commercialize	6
Survey was too long	5
Motorcycles too noisy	4
Maintain adequate funding	2
Park is crowded	2
Retain 45 mph speed limit	2
Other comments	15
RESOURCE MANAGEMENT	
Comments	4
GENERAL COMMENTS	
Enjoyed visit	67
Beautiful place	46
Love it	27
Will return	22
Keep up the good work	17
Enjoyed scenery/views	14
Enjoyed the drive	13
Wonderful	13
Thank you	11
Enjoyed motorcycle ride	9
A special place	7
Keep it as it is	7
A national treasure	6
Favorite area	4
Great resource	4
Saw wildlife	4
Wish we had more time	4
Enjoyed music	2
Enjoyed nature	2
Enjoyed the overlooks	2
Peaceful	2
Other comments	24

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

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

- | | | |
|---|--|--|
| • Sources of information used prior to visit | • Adequacy of signs | • Country of residence |
| • Sources of information preferred for future visits | • Safety issue ratings | • Number of lifetime visits |
| • Received needed information? | • Importance of parkway attributes/resources | • Ethnicity/race of group members |
| • Aware of NPS management of Blue Ridge Parkway? | • Visitor services/facilities used | • Group member with physical condition making access/participation difficult |
| • Heard of three partner groups (Association, Friends, Foundation)? | • Importance of visitor services/facilities | • Attendance at ranger-led programs |
| • Forms of transportation used | • Quality of visitor services/facilities | • Interest in attending future ranger-led programs |
| • Number of vehicles used | • Concession services/facilities used | • Preferred length of ranger-led programs |
| • Number of times entering the Parkway | • Importance of concession services/facilities | • Overall quality |
| • Primary reason for visit to Blue Ridge Parkway area | • Quality of concession services/facilities | |
| • Primary reason for visit to Blue Ridge Parkway | • NPS campgrounds used | |
| • Length of visit (hours/days) | • Importance of NPS campgrounds | |
| • Sites visited | • Quality of NPS campgrounds | |
| • Activities on this visit | • Willingness to pay future entrance fees | |
| • Overnight stay away from home within 35 miles of parkway? | • With commercial guided tour group? | |
| Number of nights in lodging inside/outside parkway | • With school/educational group? | |
| Type of lodging inside/outside parkway | • With other organized group | |
| If no overnight stay at parkway lodges/campgrounds, why not? | • Group type | |
| | • Group size | |
| | • Visitor age | |
| | • State of residence | |

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Appendix 3: Decision Rules for Checking Non-response Bias

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

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

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

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

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

Table 2 shows no significant difference in group type.

As shown in Table 3, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Fillion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the parkway. In Blue Ridge Parkway survey, 176 respondents reported to be the older person in the group

rather than the person who accepted the survey at park to be the person who completed the survey. Therefore, non-response bias is judged to be insignificant.

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Appendix 4: Visitor Services Project Publications

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

1982

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

1983

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

1985

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

1986

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

1987

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

1988

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

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

1989 (continued)

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

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

1991

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

1992

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

Visitor Services Project Publications (continued)**1993**

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

1994

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

1995

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

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)

1996 (continued)

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

1997

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

1998

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

1999

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

Visitor Services Project Publications (continued)**2000**

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

2001

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

2002

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

2003

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

2003 continued

- 151. Mojave National Preserve (fall)

2004

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

2005

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

2006

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

Visitor Services Project Publications (continued)

2007

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

2008

- 197. Blue Ridge Parkway (Fall 2007, Summer
2008)

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

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

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