

## SEM VISITOR INTERCEPT SURVEY

### INTERCEPT OPENING SCRIPT

*"Hello, I am working with Great Smoky Mountains National Park conducting a 5-minute survey to improve visitor experiences in the park. Are you a park employee, or have you or anyone in your personal travel group taken a Visitor Survey at Great Smoky Mountains recently?"*

- ☐ No - visitor is eligible for survey
- ☐ Yes - previously participated in survey
- ☐ Yes - park employee
- ☐ Language barrier / unable to communicate
- ☐ Ineligible for another reason (please specify): \_\_\_\_\_

→ If the visitor is **eligible**, continue below. If the visitor is ineligible, record the reason, and thank them for their time.

*May I ask you some questions about your Great Smoky Mountains experience?*

→ If the visitor says **NO**, read the following script:

*Ok, may I ask three quick questions?*

- If the visitor says **NO**, thank them for their time.
- If the visitor says **YES**, ask the non-response bias questions:

1. "Are you a permanent or seasonal/second home resident of the local area around Great Smoky Mountains?"
2. "Do you currently live in the United States?"
3. "On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Great Smoky Mountains and/or within the local area? (Please refer to map of local area)"

→ If the visitor says **YES**, read the following script:

*Before we begin, I would like to let you know that this survey has been approved by the Office of Management and Budget. It is important to note that a Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it has a valid OMB control number. The control number for this collection is 1024-0224 and this number is valid through 5/31/2023. Secondly, your participation is voluntary, and your name will never be connected with your individual responses. This survey will only take about five minutes of your time today.*

**PAPERWORK REDUCTION and PRIVACY ACT STATEMENT:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. We are authorized by the National Park Service Protection Interpretation and research in System (54 USC §100702) to collect this information. The routine uses of this information will be for the benefit of NPS Managers and Planning staff in Great Smoky Mountains in future initiatives related to the visitor use and resource management within the site. The data collected will be summarized to evaluate visitor uses and expectations during their visit at Great Smoky Mountains. Your responses to this collection are completely voluntary and will remain anonymous. You can end the process at any time and will not be penalized in any way for choosing to do so. All contact information collected for the purpose of the follow-up survey will be destroyed at the end of the collection period and no personally identifiable records will be maintained or stored for any purposes. Data collected will only be reported in aggregates and no individually identifiable responses will be reported. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number (1024-0224). We estimate that it will take about 5 minutes to complete this on-site questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Dr. Jake Jorgenson, RRC Associates, at [jake@rrcassociates.com](mailto:jake@rrcassociates.com) (email); or Bret Meldrum, NPS Chief of Social Science Program, at [bret\\_meldrum@nps.gov](mailto:bret_meldrum@nps.gov) (email).

1. **Are you a permanent or seasonal/second home resident of the local area around Great Smoky Mountains? (Please refer to map of local area)**
  - ☐ Yes, I am a permanent resident
    - \_\_\_\_\_ **What is your ZIP code in the local area?**
  - ☐ Yes, I am a seasonal/second home resident
    - \_\_\_\_\_ **What is your ZIP code in the local area?**
  - ☐ No, I am not a permanent or seasonal resident of the local area around Great Smoky Mountains
  
2. **(If not permanent or seasonal resident) Do you currently live in the United States?**
  - ☐ No
    - **What is your country of origin?** \_\_\_\_\_ *(tablet survey includes drop-down list)*
  - ☐ Yes
    - **What is the ZIP code of your permanent residence?** \_\_\_\_\_ zip code
  
3. **(If Permanent or Seasonal Residence = NO) Was your visit to Great Smoky Mountains the primary purpose for your overall trip away from home?**
  - ☐ Yes
  - ☐ No
    - **Was your visit to Great Smoky Mountains...?** \_\_\_\_\_
      - ☐ The primary reason you came to the local area
      - ☐ One of two or more equally important reasons you came to the local area
      - ☐ An incidental or spontaneous stop
  
4. **(If Permanent or Seasonal Residence = NO) How many days are you planning to spend in the local area (including the days you spend in Great Smoky Mountains) on this trip away from home? (Please refer to map of local area)**

\_\_\_\_\_ days
  
5. **On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence in Great Smoky Mountains and/or within the local area? (Please refer to map of local area).**
  - ☐ Yes
  - ☐ No
  
6. **(If Overnight = YES) On this trip, what type(s) of accommodations do you expect to use while in the local area, including any nights spent in Great Smoky Mountains? Please mark (●) all that apply**
  - ☐ Backcountry Camping in Great Smoky Mountains

➤ \_\_\_\_\_ # of nights

○ Camping in Great Smoky Mountains

➤ \_\_\_\_\_ # of nights

➤ **In which campground(s) did you or will you stay?**

- Abrams Creek Campground
- Anthony Creek Horse Camp
- Balsam Mountain Campground
- Big Creek Campground
- Big Creek Group Sites
- Big Creek Horse Camp
- Cades Cove Campground
- Cades Cove Group Sites
- Cataloochee Campground
- Cataloochee Group Sites
- Cataloochee Horse Camp
- Cosby Campground
- Cosby Group Sites
- Deep Creek Campground
- Deep Creek Group Sites
- Elkmont Campground
- Elkmont Group Sites
- Round Bottom Horse Camp
- Tow String Horse Camp
- Smokemont Campground
- Smokemont Group Sites

○ Camping outside Great Smoky Mountains in the local area

➤ \_\_\_\_\_ # of nights

○ Lodging in Great Smoky Mountains (i.e., LeConte Lodge, Tremont)

➤ \_\_\_\_\_ # of nights

○ Lodging outside Great Smoky Mountains in the local area (e.g., hotels, cabins, vacation rentals, glamping)

➤ \_\_\_\_\_ # of nights

○ Unpaid accommodations (e.g., family and friends)

➤ \_\_\_\_\_ # of nights

**7. (IF ACCOMMODATION = IN Great Smoky Mountains) What time did you arrive in Great Smoky Mountains on the first day of your stay?**

\_\_\_\_\_ Hour (1-12)

○ AM

○ PM

**8. (IF ACCOMMODATION = IN Great Smoky Mountains) What time of day do you plan to leave Great Smoky Mountains on the last day of your stay?**

\_\_\_\_\_ Hour (1-12)

○ AM

○ PM

**9. Including yourself, how many people are in your personal group as you visit Great Smoky Mountains?**

*Note: Your personal group is you and companions with whom you visited Great Smoky Mountains on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.*

\_\_\_\_\_ Adults (18 years or older)

\_\_\_\_\_ Children (under 18 years)

**10. What are the ages of each of the adults in your group? Note: ages will be collected for a max of 6 adults per group**

|             | Your Age | Adult 2 | Adult 3 | Adult 4 | Adult 5 | Adult 6 |
|-------------|----------|---------|---------|---------|---------|---------|
| Age (years) |          |         |         |         |         |         |

**11. (If at least 1 child in the group) What are the ages of each of the children in your group? Note: ages will be collected for a max of 6 children per group**

|             | Child 1 | Child 2 | Child 3 | Child 4 | Child 5 | Child 6 |
|-------------|---------|---------|---------|---------|---------|---------|
| Age (years) |         |         |         |         |         |         |

**12. Including yourself, how many people in your personal group split the trip expenses?**

\_\_\_\_\_ number of people

**13. Which communities have you already visited or do you plan to visit outside Great Smoky Mountains while in the local area? Please mark (●) all that apply**

- ☐ Bryson City
- ☐ Cherokee
- ☐ Cosby
- ☐ Fontana Village
- ☐ Gatlinburg
- ☐ Maggie Valley
- ☐ Pigeon Forge
- ☐ Pittman Center
- ☐ Sevierville
- ☐ Townsend
- ☐ Waynesville
- ☐ Wears Valley
- ☐ Other (please specify): \_\_\_\_\_
- ☐ I do not plan to visit any communities in the local area **[IF SELECTED, SKIP NEXT QUESTION]**

**14. (If specific cities selected [including “Other”], and ACCOM = OUTSIDE [NPS SITE]) What communities are closest to where you stayed or are staying at your accommodation(s) outside Great Smoky Mountains in the local area? Please mark all that apply.**

- ☐ List of communities piped in from response above

**15. On this trip, do you plan to visit Great Smoky Mountains for more than one day?**

- ☐ Yes
  - **How many days do you plan to spend within Great Smoky Mountains on this trip?**  
\_\_\_\_ Days
  - **On how many different days do you expect to enter the park?**  
\_\_\_\_ Different Days Entered Great Smoky Mountains (*tablet includes custom validation – number of different days must be less than or equal to total number of days spent within site, entered above*)
- ☐ No
  - **Do you plan to spend one hour or more within Great Smoky Mountains today?**
    - ☐ Yes
      - **How many hours do you plan to spend within Great Smoky Mountains today?**  
\_\_\_\_ hours (*validation requires a number between 1 and 24, whole numbers only*)
    - ☐ No
      - **How many minutes do you plan to spend within Great Smoky Mountains today?**  
\_\_\_\_ minutes (*validation requires a number between 1 and 59, whole numbers only*)

**16. Did you, or do you plan to, leave and re-enter the park today?**

- ☐ Yes
  - **How many times?**  
\_\_\_\_\_ # of Times
- ☐ No

**17. How much time do you plan to spend outside of your vehicle in Great Smoky Mountains National Park today?**

- ☐ No time at all outside my vehicle / passing through
- ☐ Less than one hour
- ☐ 1-2 hours
- ☐ More than 2 hours

**18. Which was the most recent entrance you used to enter the park? (Please refer to map of local area)**

- |                                                               |                                                              |
|---------------------------------------------------------------|--------------------------------------------------------------|
| <input type="radio"/> Abrams Creek road                       | <input type="radio"/> Gatlinburg Bypass                      |
| <input type="radio"/> Big Creek road                          | <input type="radio"/> Greenbrier road                        |
| <input type="radio"/> Newfound Gap Road (Gatlinburg Entrance) | <input type="radio"/> Heintooga Ridge (Balsam Mountain) Road |
| <input type="radio"/> Cataloochee road                        | <input type="radio"/> Lakeview Drive                         |
| <input type="radio"/> Cherokee Orchard road                   | <input type="radio"/> Newfound Gap Road (Cherokee Entrance)  |
| <input type="radio"/> Cosby road                              | <input type="radio"/> Townsend entrance road                 |
| <input type="radio"/> Deep Creek road                         | <input type="radio"/> Twentymile road                        |
| <input type="radio"/> Foothills Parkway East                  | <input type="radio"/> Wear Cove road                         |
| <input type="radio"/> Foothills Parkway West                  |                                                              |

**19. Considering your visit *today*, have you been to or do you plan to visit any of the following locations within Great Smoky Mountains? Please mark (•) all that apply**

- |                                                         |                                                       |
|---------------------------------------------------------|-------------------------------------------------------|
| <input type="radio"/> Sugarlands Visitor Center         | <input type="radio"/> Cosby                           |
| <input type="radio"/> Oconaluftee Visitor Center        | <input type="radio"/> Roaring Fork Motor Nature Trail |
| <input type="radio"/> Cades Cove                        | <input type="radio"/> Newfound Gap                    |
| <input type="radio"/> Clingmans Dome                    | <input type="radio"/> Cataloochee                     |
| <input type="radio"/> Laurel Falls Trail                | <input type="radio"/> Big Creek                       |
| <input type="radio"/> Alum Cave Trail                   | <input type="radio"/> Look Rock                       |
| <input type="radio"/> Chimney Tops Trail                | <input type="radio"/> Greenbrier                      |
| <input type="radio"/> Rainbow Falls Trail               | <input type="radio"/> Balsam Mountain                 |
| <input type="radio"/> Grotto Falls (Trillium Gap Trail) | <input type="radio"/> Abrams Creek                    |
| <input type="radio"/> Deep Creek                        |                                                       |

**20. Which of the following forms of transportation did you use to arrive or enter Great Smoky Mountains?**

- |                                                                                                       |                                                                 |
|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| <input type="radio"/> Car, truck, or SUV (e.g., standard private vehicle)<br>➤ Number of people _____ | <input type="radio"/> Electric bicycle                          |
| <input type="radio"/> Recreational vehicle or motorhome<br>➤ Number of people _____                   | <input type="radio"/> Motorcycle                                |
| <input type="radio"/> Taxi/rideshare                                                                  | <input type="radio"/> Walk/hike                                 |
| <input type="radio"/> Commercial tour bus                                                             | <input type="radio"/> Horseback                                 |
| <input type="radio"/> Commercial tour van/jeep                                                        | <input type="radio"/> Rental Jeep or Recreation Utility Vehicle |
| <input type="radio"/> Shuttle                                                                         | <input type="radio"/> Other (Please specify: _____)             |
| <input type="radio"/> School bus or church bus/van                                                    |                                                                 |
| <input type="radio"/> Bicycle                                                                         |                                                                 |

**21. (If COMMERCIAL TOUR BUS OR VAN = SELECTED) Was your commercial tour bus or tour van booked as a package vacation?**

*Note: Package tours commonly include transportation, meals, lodging, and activities sold as a pre-set itinerary from a single company. You may have purchased a package tour directly from the company providing the service, or you may have worked with a travel agent who booked you on a package tour.*

- ☐ Yes
  - **What is the total cost of the package vacation for your personal group?** \$ \_\_\_\_\_
  - **What is the total length of your package vacation?** \_\_\_\_\_ days
  - **Did your package vacation include lodging (e.g., hotels, lodges, house)?** Yes, No, Unsure
  - **How many people in your personal group were on the package vacation?** \_\_\_\_\_ people
- ☐ No

**22. Are you a first-time visitor to Great Smoky Mountains?**

- ☐ Yes
- ☐ No
  - **Including this visit, how many visits have you made to Great Smoky Mountains over the past 12 months?** \_\_\_\_\_ visits
  - **Including this visit, how many visits have you made to Great Smoky Mountains over the past five years?** \_\_\_\_\_ visits *(tablet includes custom validation – visits in past 5 years must be greater than or equal to visits in past 12 months, above)*

***Interviewer script:***

Thank you for your time. To record a more complete picture of your Great Smoky Mountains visit, we ask you to please take this mail-back survey and complete it after your trip. You can participate either by completing the paper form and mailing it in the postage-paid envelope, or online through a password-protected website. The website information is provided on a slip of paper inside the survey packet.

Because your opinion is important to us, we send replacement surveys if you lost your survey and reminders if you forgot to complete it when you returned home. Would you be willing to share your home address or email to send a reminder or replacement survey in the following weeks? Your information is confidential, and your results will be only reported in the aggregate.

First name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_