Park County, WY Visitor Profile: 2016 to 2005 Comparison

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This report provides a direct comparative profile of the 2016 Park County visitors to the 2005 Park County visitors.
Park County, WY Visitor Profile
2016 to 2005 Comparison

Prepared by

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Research Report 2016-17

10/25/2006

This study was funded by the Park County Travel Council, Xanterra of Yellowstone, Buffalo Bill Center of the West, and Wyoming Office of Tourism

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Executive Summary

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

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

Executive Summary ................................................................................................................................. ii
Tables ........................................................................................................................................................ iii
Introduction ................................................................................................................................................ 1
Methodology ............................................................................................................................................... 1
Results ...................................................................................................................................................... 2
  Demographics and Traveler Characteristics ............................................................................................ 2
  Concluding Remarks .............................................................................................................................. 16
Appendix A ............................................................................................................................................... 17
Entry and Exit Points to Park County ................................................................................................. 17
Appendix B ............................................................................................................................................... 20
Market Segment Comparisons – 2016 to 2005 ..................................................................................... 20
Appendix C: Questionaire ..................................................................................................................... 45

Tables

Table 1: Intercept Sites ............................................................................................................................. 2
Table 2: Age of Visitors ............................................................................................................................. 2
Table 3: Respondent Gender and Education ............................................................................................ 3
Table 4: Respondent Household Income .................................................................................................. 3
Table 5: Visitor Residence from United States .......................................................................................... 4
Table 6: Visitor Residence from Overseas ............................................................................................... 5
Table 7: Visitor Residence from Canada .................................................................................................. 6
Table 8: Entry Points to Park County ....................................................................................................... 6
Table 9: Exit Points from Park County .................................................................................................... 7
Table 10: Number of Nights Spent in Park County .................................................................................. 7
Table 11: Location where Visitors spent at Least one Night ..................................................................... 8
Table 12: Accommodation Type Used in Park County .......................................................................... 8
Table 13: Trip Purposes - All and Primary ............................................................................................... 9
Table 14: Group Type ............................................................................................................................... 9
Table 15: Travel Group Size .................................................................................................................... 10
Table 16: First Time and Repeat Visit .................................................................................................... 10
Table 17: Those Who Flew on any Portion of their Trip* ....................................................................... 11
Table 18: Airport Park County Visitors Flew into ................................................................................... 11
Table 19: Other Airports Visitors Flew into ............................................................................................. 12
Table 20: Type of Transportation Used .................................................................................................. 12
Table 21: Information Sources Used for Planning ................................................................................ 13
Table 22: Sites Visited in Park County .................................................................................................... 13
Table 23: Activities Participated in While in Park County ....................................................................... 14
Table 24: Top Three Activities ............................................................................................................... 15
Table 25: Visitor Satisfaction .................................................................................................................. 16
Introduction

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

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

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

Methodology

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>388</td>
<td>132</td>
</tr>
<tr>
<td>July</td>
<td>182</td>
<td>192</td>
</tr>
<tr>
<td>August</td>
<td>533</td>
<td>307</td>
</tr>
<tr>
<td>September</td>
<td>455</td>
<td>499</td>
</tr>
</tbody>
</table>

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

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

Results

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

Demographics and Traveler Characteristics

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

Table 2: Age of Visitors

<table>
<thead>
<tr>
<th>AGE</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average: 51 years</td>
<td>N=1,512</td>
</tr>
<tr>
<td>18-24 yrs.</td>
<td>90</td>
</tr>
<tr>
<td>25-34 yrs.</td>
<td>190</td>
</tr>
<tr>
<td>35-44 yrs.</td>
<td>226</td>
</tr>
<tr>
<td>45-54 yrs.</td>
<td>292</td>
</tr>
<tr>
<td>55-64 yrs.</td>
<td>325</td>
</tr>
<tr>
<td>65-74 yrs.</td>
<td>335</td>
</tr>
<tr>
<td>75+ yrs.</td>
<td>54</td>
</tr>
</tbody>
</table>

*May not add to 100% due to rounding
Comparing respondent education between 2016 and 2005 continues to show that visitors to Park County are more likely to have some form of college degree than all other visitors (73% in 2016 and 66% in 2005). The most obvious difference is the greater number of visitors with graduate degrees in 2016 (35%) compared to 24% in 2005 (Table 3). This appears to be showing a universal trend for people to seek at least a master’s degree to be more competitive in the workforce especially in the United States.

Table 3: Respondent Gender and Education

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

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

Table 4: Respondent Household Income

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

*May not add to 100% due to rounding

Visitors to Park County in 2016 came from every state in the country plus Washington D.C. US visitors accounted for 88% of all visitors followed by 10% from overseas and 2% from Canada. This is only slightly different than 2005 where 92% came from the United States, 6% from overseas, and 2% from
Canada. The percent of visitors from the various US states was basically unchanged except for a growth in Texans to Park County. In 2005 Texans made up 4% of visitors but in 2016 it had increased to second highest state to visit Park County at 6%. California remains as the state with the highest visitation to Park County. It appears that overseas visitors to Park County have grown by 4% in 11 years. A further look at the overseas visitor show that the Netherlands, Italy, and China increased in numbers more than any of the other countries (Tables 5-7).

Table 5: Visitor Residence from United States

<table>
<thead>
<tr>
<th>State</th>
<th>N</th>
<th>% USA</th>
<th>State</th>
<th>N</th>
<th>% USA</th>
<th>State</th>
<th>N</th>
<th>% USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>134</td>
<td>9%</td>
<td>NC</td>
<td>21</td>
<td>1%</td>
<td>CA</td>
<td>95</td>
<td>10%</td>
</tr>
<tr>
<td>TX</td>
<td>82</td>
<td>6%</td>
<td>TN</td>
<td>20</td>
<td>1%</td>
<td>CO</td>
<td>59</td>
<td>6%</td>
</tr>
<tr>
<td>CO</td>
<td>66</td>
<td>5%</td>
<td>SD</td>
<td>19</td>
<td>1%</td>
<td>WA</td>
<td>51</td>
<td>5%</td>
</tr>
<tr>
<td>WA</td>
<td>63</td>
<td>4%</td>
<td>KY</td>
<td>19</td>
<td>1%</td>
<td>MT</td>
<td>43</td>
<td>4%</td>
</tr>
<tr>
<td>MN</td>
<td>57</td>
<td>4%</td>
<td>IN</td>
<td>19</td>
<td>1%</td>
<td>FL</td>
<td>42</td>
<td>4%</td>
</tr>
<tr>
<td>FL</td>
<td>55</td>
<td>4%</td>
<td>OK</td>
<td>18</td>
<td>1%</td>
<td>ID</td>
<td>39</td>
<td>4%</td>
</tr>
<tr>
<td>MT</td>
<td>53</td>
<td>4%</td>
<td>NV</td>
<td>14</td>
<td>1%</td>
<td>OR</td>
<td>39</td>
<td>4%</td>
</tr>
<tr>
<td>WI</td>
<td>52</td>
<td>4%</td>
<td>SC</td>
<td>13</td>
<td>1%</td>
<td>TX</td>
<td>39</td>
<td>4%</td>
</tr>
<tr>
<td>PA</td>
<td>48</td>
<td>3%</td>
<td>CT</td>
<td>13</td>
<td>1%</td>
<td>MN</td>
<td>37</td>
<td>4%</td>
</tr>
<tr>
<td>IL</td>
<td>48</td>
<td>3%</td>
<td>LA</td>
<td>11</td>
<td>1%</td>
<td>UT</td>
<td>32</td>
<td>3%</td>
</tr>
<tr>
<td>NY</td>
<td>43</td>
<td>3%</td>
<td>NM</td>
<td>10</td>
<td>1%</td>
<td>WI</td>
<td>30</td>
<td>3%</td>
</tr>
<tr>
<td>UT</td>
<td>42</td>
<td>3%</td>
<td>ND</td>
<td>10</td>
<td>1%</td>
<td>NY</td>
<td>29</td>
<td>3%</td>
</tr>
<tr>
<td>OR</td>
<td>40</td>
<td>3%</td>
<td>AL</td>
<td>10</td>
<td>1%</td>
<td>IL</td>
<td>29</td>
<td>3%</td>
</tr>
<tr>
<td>ID</td>
<td>38</td>
<td>3%</td>
<td>NE</td>
<td>9</td>
<td>1%</td>
<td>WY</td>
<td>29</td>
<td>3%</td>
</tr>
<tr>
<td>WY</td>
<td>33</td>
<td>2%</td>
<td>KS</td>
<td>9</td>
<td>1%</td>
<td>VA</td>
<td>26</td>
<td>3%</td>
</tr>
<tr>
<td>OH</td>
<td>33</td>
<td>2%</td>
<td>AK</td>
<td>7</td>
<td>&lt;1%</td>
<td>AZ</td>
<td>25</td>
<td>3%</td>
</tr>
<tr>
<td>VA</td>
<td>31</td>
<td>2%</td>
<td>MS</td>
<td>6</td>
<td>&lt;1%</td>
<td>PA</td>
<td>22</td>
<td>2%</td>
</tr>
<tr>
<td>MI</td>
<td>30</td>
<td>2%</td>
<td>WV</td>
<td>5</td>
<td>&lt;1%</td>
<td>IA</td>
<td>22</td>
<td>2%</td>
</tr>
<tr>
<td>GA</td>
<td>27</td>
<td>2%</td>
<td>AR</td>
<td>5</td>
<td>&lt;1%</td>
<td>IN</td>
<td>21</td>
<td>2%</td>
</tr>
<tr>
<td>NJ</td>
<td>25</td>
<td>2%</td>
<td>RI</td>
<td>4</td>
<td>&lt;1%</td>
<td>MI</td>
<td>21</td>
<td>2%</td>
</tr>
<tr>
<td>IA</td>
<td>25</td>
<td>2%</td>
<td>NH</td>
<td>3</td>
<td>&lt;1%</td>
<td>GA</td>
<td>19</td>
<td>2%</td>
</tr>
<tr>
<td>MO</td>
<td>24</td>
<td>2%</td>
<td>ME</td>
<td>3</td>
<td>&lt;1%</td>
<td>OH</td>
<td>18</td>
<td>2%</td>
</tr>
<tr>
<td>MD</td>
<td>23</td>
<td>2%</td>
<td>DE</td>
<td>3</td>
<td>&lt;1%</td>
<td>MO</td>
<td>17</td>
<td>2%</td>
</tr>
<tr>
<td>MA</td>
<td>23</td>
<td>2%</td>
<td>VT</td>
<td>2</td>
<td>&lt;1%</td>
<td>DC</td>
<td>2</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>AZ</td>
<td>22</td>
<td>2%</td>
<td>HI</td>
<td>2</td>
<td>&lt;1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miss-</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ing</td>
<td>27</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1400</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td>Total</td>
<td>965</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>2016 n</td>
<td>% overseas</td>
<td>2005 n</td>
<td>% overseas</td>
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<tr>
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<td>--------</td>
<td>------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK/England</td>
<td>37</td>
<td>24%</td>
<td>16</td>
<td>26%</td>
<td></td>
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</tr>
<tr>
<td>France</td>
<td>19</td>
<td>12%</td>
<td>8</td>
<td>13%</td>
<td></td>
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<tr>
<td>Germany</td>
<td>19</td>
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<td>7</td>
<td>11%</td>
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<td></td>
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</tr>
<tr>
<td>Netherlands</td>
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<td>4</td>
<td>7%</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Australia</td>
<td>9</td>
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<td>4</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>9</td>
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<td>3</td>
<td>5%</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Italy</td>
<td>9</td>
<td>6%</td>
<td>3</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belgium</td>
<td>6</td>
<td>4%</td>
<td>3</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Denmark</td>
<td>3</td>
<td>2%</td>
<td>2</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holland</td>
<td>3</td>
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<td>1</td>
<td>2%</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Spain</td>
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<td>2%</td>
<td>1</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Switzerland</td>
<td>3</td>
<td>2%</td>
<td>1</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wales</td>
<td>3</td>
<td>2%</td>
<td>1</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austria</td>
<td>2</td>
<td>1%</td>
<td>1</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia</td>
<td>2</td>
<td>1%</td>
<td>1</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Zealand</td>
<td>2</td>
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<td>1</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scotland</td>
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<td>1%</td>
<td>1</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bahamas</td>
<td>1</td>
<td>1%</td>
<td>1</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Czech Republic</td>
<td>1</td>
<td>1%</td>
<td>1</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guatemala</td>
<td>1</td>
<td>1%</td>
<td>61</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>1</td>
<td>1%</td>
<td>61</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>1</td>
<td>1%</td>
<td>61</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Luxembourg</td>
<td>1</td>
<td>1%</td>
<td>61</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malaysia</td>
<td>1</td>
<td>1%</td>
<td>61</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>1</td>
<td>1%</td>
<td>61</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phillipines</td>
<td>1</td>
<td>1%</td>
<td>61</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Puerto Rico</td>
<td>1</td>
<td>1%</td>
<td>61</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slovenia</td>
<td>1</td>
<td>1%</td>
<td>61</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Korea</td>
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<td>1%</td>
<td>61</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taiwan</td>
<td>1</td>
<td>1%</td>
<td>61</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>154</strong></td>
<td><strong>100%</strong></td>
<td><strong>61</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 7: Visitor Residence from Canada

<table>
<thead>
<tr>
<th>Province</th>
<th>2016</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>ALB</td>
<td>13</td>
<td>38%</td>
</tr>
<tr>
<td>BC</td>
<td>8</td>
<td>24%</td>
</tr>
<tr>
<td>ONT</td>
<td>4</td>
<td>12%</td>
</tr>
<tr>
<td>QUE</td>
<td>4</td>
<td>12%</td>
</tr>
<tr>
<td>Canada</td>
<td>2</td>
<td>6%</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>2</td>
<td>6%</td>
</tr>
<tr>
<td>Yukon</td>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>(undeclared)</td>
<td>5</td>
<td>21%</td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100%</td>
</tr>
</tbody>
</table>

*May not add to 100% due to rounding

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

Table 8: Entry Points to Park County

<table>
<thead>
<tr>
<th></th>
<th>2016*</th>
<th>2005*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%**</td>
</tr>
<tr>
<td>through West Yellowstone</td>
<td>340</td>
<td>23%</td>
</tr>
<tr>
<td>through Grand Teton NP/Jackson</td>
<td>284</td>
<td>20%</td>
</tr>
<tr>
<td>through Greybull, WY</td>
<td>260</td>
<td>18%</td>
</tr>
<tr>
<td>through Meeteetse, WY</td>
<td>141</td>
<td>10%</td>
</tr>
<tr>
<td>through Mammoth</td>
<td>122</td>
<td>8%</td>
</tr>
<tr>
<td>WY 120</td>
<td>87</td>
<td>6%</td>
</tr>
<tr>
<td>through Red Lodge, MT</td>
<td>76</td>
<td>5%</td>
</tr>
<tr>
<td>through Powell, WY</td>
<td>67</td>
<td>5%</td>
</tr>
<tr>
<td>airport in Cody, WY*</td>
<td>53</td>
<td>4%</td>
</tr>
<tr>
<td>Cooke City</td>
<td>27</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>1,457</td>
<td>101%**</td>
</tr>
</tbody>
</table>

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

**May not add to 100% due to rounding
Table 9: Exit Points from Park County

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

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

**May not add to 100% due to rounding

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

Table 10: Number of Nights Spent in Park County

<table>
<thead>
<tr>
<th>Nights</th>
<th>2016 N=1,538</th>
<th>2016 %*</th>
<th>2005 N=1,123</th>
<th>2005 %*</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>208</td>
<td>13%</td>
<td>85</td>
<td>8%</td>
</tr>
<tr>
<td>1</td>
<td>138</td>
<td>9%</td>
<td>87</td>
<td>8%</td>
</tr>
<tr>
<td>2</td>
<td>248</td>
<td>16%</td>
<td>225</td>
<td>20%</td>
</tr>
<tr>
<td>3</td>
<td>245</td>
<td>15%</td>
<td>198</td>
<td>18%</td>
</tr>
<tr>
<td>4</td>
<td>213</td>
<td>14%</td>
<td>158</td>
<td>14%</td>
</tr>
<tr>
<td>5</td>
<td>151</td>
<td>10%</td>
<td>104</td>
<td>9%</td>
</tr>
<tr>
<td>6</td>
<td>95</td>
<td>6%</td>
<td>70</td>
<td>6%</td>
</tr>
<tr>
<td>7</td>
<td>78</td>
<td>5%</td>
<td>76</td>
<td>7%</td>
</tr>
<tr>
<td>8</td>
<td>43</td>
<td>3%</td>
<td>30</td>
<td>3%</td>
</tr>
<tr>
<td>9</td>
<td>32</td>
<td>2%</td>
<td>22</td>
<td>2%</td>
</tr>
<tr>
<td>10</td>
<td>14</td>
<td>1%</td>
<td>18</td>
<td>2%</td>
</tr>
<tr>
<td>11+</td>
<td>73</td>
<td>5%</td>
<td>50</td>
<td>5%</td>
</tr>
</tbody>
</table>

Mean = 4.68 nights

*May not add to 100% due to rounding
Table 11: Location where Visitors spent at Least one Night

<table>
<thead>
<tr>
<th>Location of nights spent</th>
<th>2016 (N=1,588)</th>
<th>2005 (N=1,138)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%*</td>
</tr>
<tr>
<td>Cody Area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cody</td>
<td>755</td>
<td>48%</td>
</tr>
<tr>
<td>E. Yellowstone Valley/Wapiti</td>
<td>137</td>
<td>9%</td>
</tr>
<tr>
<td>Powell</td>
<td>54</td>
<td>3%</td>
</tr>
<tr>
<td>Meeteetse</td>
<td>17</td>
<td>1%</td>
</tr>
<tr>
<td>YNP area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Old Faithful</td>
<td>283</td>
<td>18%</td>
</tr>
<tr>
<td>Yellowstone Lake Area</td>
<td>201</td>
<td>13%</td>
</tr>
<tr>
<td>Grand Teton NP</td>
<td>198</td>
<td>12%</td>
</tr>
<tr>
<td>Grand Canyon of the Yellowstone</td>
<td>189</td>
<td>12%</td>
</tr>
<tr>
<td>Mammoth</td>
<td>166</td>
<td>10%</td>
</tr>
<tr>
<td>Fishing Bridge</td>
<td>88</td>
<td>6%</td>
</tr>
<tr>
<td>Madison Junction</td>
<td>55</td>
<td>3%</td>
</tr>
<tr>
<td>Norris Geyser Basin</td>
<td>49</td>
<td>3%</td>
</tr>
<tr>
<td>Backcountry areas of Yellowstone</td>
<td>34</td>
<td>2%</td>
</tr>
<tr>
<td>Outside Park County area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jackson Hole</td>
<td>327</td>
<td>21%</td>
</tr>
<tr>
<td>West Yellowstone</td>
<td>283</td>
<td>18%</td>
</tr>
<tr>
<td>Gardiner</td>
<td>100</td>
<td>6%</td>
</tr>
</tbody>
</table>

*May not add to 100% due to rounding

Table 12: Accommodation Type Used in Park County

<table>
<thead>
<tr>
<th>Accommodation Used</th>
<th>2016 (N=1,384)</th>
<th>2005 (N=1,006)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%*</td>
</tr>
<tr>
<td>Motel/hotel</td>
<td>828</td>
<td>60%</td>
</tr>
<tr>
<td>Public campground</td>
<td>259</td>
<td>19%</td>
</tr>
<tr>
<td>Rented cabin/home</td>
<td>148</td>
<td>11%</td>
</tr>
<tr>
<td>Private campground</td>
<td>126</td>
<td>9%</td>
</tr>
<tr>
<td>Home of friend/relative</td>
<td>97</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>53</td>
<td>4%</td>
</tr>
<tr>
<td>Guest/dude ranch</td>
<td>30</td>
<td>2%</td>
</tr>
<tr>
<td>Resort/condominium</td>
<td>20</td>
<td>1%</td>
</tr>
<tr>
<td>My second home/cabin/condo</td>
<td>17</td>
<td>1%</td>
</tr>
</tbody>
</table>

*May not add to 100% due to rounding
There was little variety in trip purposes to Park County between years. For group type, the percent of couples decreased by 9% in 2016 but groups of family and friends together increased by 7%.

### Table 13: Trip Purposes - All and Primary

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

*May not add to 100% due to rounding

### Table 14: Group Type

<table>
<thead>
<tr>
<th></th>
<th>2016 (n=1,570)</th>
<th>2005 (n=1,132)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%*</td>
</tr>
<tr>
<td>Couple</td>
<td>617</td>
<td>39%</td>
</tr>
<tr>
<td>Immediate Family</td>
<td>428</td>
<td>27%</td>
</tr>
<tr>
<td>Family &amp; Friends</td>
<td>191</td>
<td>12%</td>
</tr>
<tr>
<td>Self</td>
<td>109</td>
<td>7%</td>
</tr>
<tr>
<td>Friends</td>
<td>97</td>
<td>6%</td>
</tr>
<tr>
<td>Extended Family</td>
<td>73</td>
<td>5%</td>
</tr>
<tr>
<td>Tour Group or Club</td>
<td>46</td>
<td>3%</td>
</tr>
<tr>
<td>Business Associates</td>
<td>9</td>
<td>1%</td>
</tr>
</tbody>
</table>

*May not add to 100% due to rounding
Along with slight changes in group type, Table 15 shows that groups of two people decreased by 7% while groups of 3, 5, and 6 or more went up in 2016.

### Table 15: Travel Group Size

<table>
<thead>
<tr>
<th>Group size</th>
<th>2016 (N=1,576)</th>
<th>2005 (N=1,116)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>N=109, %7</td>
<td>N=62, %6</td>
</tr>
<tr>
<td>2</td>
<td>N=720, %46</td>
<td>N=587, %53</td>
</tr>
<tr>
<td>3</td>
<td>N=180, %11</td>
<td>N=101, %9</td>
</tr>
<tr>
<td>4</td>
<td>N=244, %15</td>
<td>N=189, %17</td>
</tr>
<tr>
<td>5</td>
<td>N=114, %7</td>
<td>N=54, %5</td>
</tr>
<tr>
<td>6</td>
<td>N=61, %4</td>
<td>N=81, %7</td>
</tr>
<tr>
<td>7</td>
<td>N=32, %2</td>
<td>N=42, %4</td>
</tr>
<tr>
<td>8</td>
<td>N=12, %1</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>N=18, %1</td>
<td></td>
</tr>
<tr>
<td>10-20</td>
<td>N=40, %3</td>
<td></td>
</tr>
<tr>
<td>&gt; 20</td>
<td>N=46, %3</td>
<td></td>
</tr>
</tbody>
</table>

*May not add to 100% due to rounding

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

### Table 16: First Time and Repeat Visit

<table>
<thead>
<tr>
<th>Repeat or first time visit</th>
<th>2016</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=1,573</td>
<td>%*</td>
</tr>
<tr>
<td>First Visit</td>
<td>768</td>
<td>49%</td>
</tr>
<tr>
<td>Repeat Visit</td>
<td>805</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th># of Repeat Visits to YNP</th>
<th>2016</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=793</td>
<td>%*</td>
</tr>
<tr>
<td>0</td>
<td>163</td>
<td>21%</td>
</tr>
<tr>
<td>1-5</td>
<td>484</td>
<td>61%</td>
</tr>
<tr>
<td>6-10</td>
<td>71</td>
<td>9%</td>
</tr>
<tr>
<td>&gt; 10</td>
<td>75</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th># of Repeat Visits to Park County beyond YNP</th>
<th>2016</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=762</td>
<td>%*</td>
</tr>
<tr>
<td>0</td>
<td>283</td>
<td>37%</td>
</tr>
<tr>
<td>1-5</td>
<td>352</td>
<td>46%</td>
</tr>
<tr>
<td>6-10</td>
<td>55</td>
<td>7%</td>
</tr>
<tr>
<td>&gt; 10</td>
<td>72</td>
<td>9%</td>
</tr>
</tbody>
</table>

*May not add to 100% due to rounding
Ten percent more visitors in 2016 flew on a portion of their trip compared to 2005 (Table 17). Of the cities that Park County visitors flew into, Salt Lake City grew by 6% in 2016 as did Denver which grew by 3%. Flying into Jackson, WY decreased by 5% in 2016. Similarly flying into Billings decreased 5% (Table 18).

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

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>534</td>
<td>353</td>
</tr>
<tr>
<td>No</td>
<td>930</td>
<td>772</td>
</tr>
</tbody>
</table>

*Those intercepted at Cody Airport not included
**May not add to 100% due to rounding

Table 18: Airport Park County Visitors Flew into

<table>
<thead>
<tr>
<th>Airports</th>
<th>2016</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salt Lake City, UT</td>
<td>102</td>
<td>41</td>
</tr>
<tr>
<td>Jackson, WY</td>
<td>84</td>
<td>63</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>79</td>
<td>34</td>
</tr>
<tr>
<td>Other***</td>
<td>75</td>
<td>38</td>
</tr>
<tr>
<td>Bozeman, MT</td>
<td>64</td>
<td>39</td>
</tr>
<tr>
<td>Cody, WY</td>
<td>44</td>
<td>23</td>
</tr>
<tr>
<td>Billings, MT</td>
<td>39</td>
<td>36</td>
</tr>
<tr>
<td>Rapid City, SD</td>
<td>33</td>
<td>14</td>
</tr>
<tr>
<td>Idaho Falls, ID</td>
<td>3</td>
<td>6</td>
</tr>
</tbody>
</table>

*Those intercepted at Cody Airport not included
**May not add to 100% due to rounding
***Other airports see Table 16 below

Visitors were asked to write in the airport they flew into if their airport was not listed (list shown in Table 19). Sixty-one visitors wrote down the city in which they flew into and then drove to Park County. Interestingly Las Vegas and Minneapolis topped the list of other airport cities they flew into. A further look at these visitors shows that half of them were from overseas who flew into these other airports likely indicating that Park County and Yellowstone was one of many stops along this trip.
While 37% of the visitors flew on a portion of their trip, visiting Park County requires additional forms of transportation. It is obvious that most ‘flyers’ rented a vehicle since 33% of visitors rented a car and another 1% rented a RV. Rental vehicles are up 9% from 2005 (Table 20).

### Table 19: Other Airports Visitors Flew into

<table>
<thead>
<tr>
<th>Other airports mentioned</th>
<th>2016 (N=61)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
</tr>
<tr>
<td>Las Vegas, NV</td>
<td>10</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>8</td>
</tr>
<tr>
<td>Boise, ID</td>
<td>5</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>5</td>
</tr>
<tr>
<td>Phoenix, AZ</td>
<td>5</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>5</td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td>3</td>
</tr>
<tr>
<td>Casper, WY</td>
<td>2</td>
</tr>
<tr>
<td>Glacier Park Airport</td>
<td>2</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>2</td>
</tr>
<tr>
<td>Bismarck, ND</td>
<td>1</td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>1</td>
</tr>
</tbody>
</table>

*May not add to 100% due to rounding

Table 20: Type of Transportation Used

<table>
<thead>
<tr>
<th></th>
<th>2016 N=1,567</th>
<th>2005 N=1128</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%*</td>
<td>%*</td>
</tr>
<tr>
<td>Car/truck</td>
<td>866 (55%)</td>
<td>697 (62%)</td>
</tr>
<tr>
<td>Rented Vehicle</td>
<td>513 (33%)</td>
<td>271 (24%)</td>
</tr>
<tr>
<td>RV</td>
<td>138 (9%)</td>
<td>125 (11%)</td>
</tr>
<tr>
<td>Tour bus</td>
<td>93 (6%)</td>
<td>56 (5%)</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>33 (2%**)</td>
<td>33 (3%)</td>
</tr>
<tr>
<td>Bicycle</td>
<td>--</td>
<td>8 (&lt;1%)</td>
</tr>
<tr>
<td>Rented RV</td>
<td>19 (1%)</td>
<td>--</td>
</tr>
</tbody>
</table>

*May not add to 100% due to rounding

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

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

<table>
<thead>
<tr>
<th>Information Sources Used for Planning</th>
<th>All Sources Used</th>
<th>Most Useful Source Used</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Yellowstone NP website</td>
<td>791</td>
<td>50%</td>
</tr>
<tr>
<td>Online travel reviews (e.g., Trip Advisor)</td>
<td>523</td>
<td>33%</td>
</tr>
<tr>
<td>Guide books (e.g., Frommer’s, AAA)</td>
<td>471</td>
<td>30%</td>
</tr>
<tr>
<td>National Park brochure/book</td>
<td>423</td>
<td>27%</td>
</tr>
<tr>
<td>Cody/Yellowstone Country website</td>
<td>356</td>
<td>23%</td>
</tr>
<tr>
<td>Websites from private businesses</td>
<td>273</td>
<td>17%</td>
</tr>
<tr>
<td>Did not gather information at home for this trip</td>
<td>210</td>
<td>13%</td>
</tr>
<tr>
<td>Mobile Apps</td>
<td>208</td>
<td>13%</td>
</tr>
<tr>
<td>Wyoming Travel website</td>
<td>202</td>
<td>13%</td>
</tr>
<tr>
<td>Social media (e.g., facebook)</td>
<td>154</td>
<td>10%</td>
</tr>
<tr>
<td>Cody/Yellowstone country vacation guide</td>
<td>146</td>
<td>9%</td>
</tr>
<tr>
<td>Travel Agent</td>
<td>129</td>
<td>8%</td>
</tr>
<tr>
<td>Wyoming travel promotion printed materials</td>
<td>118</td>
<td>8%</td>
</tr>
<tr>
<td>Did not use any of the information sources listed</td>
<td>107</td>
<td>7%</td>
</tr>
</tbody>
</table>

*May not add to 100% due to rounding

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

### Table 22: Sites Visited in Park County

<table>
<thead>
<tr>
<th>Sites visited</th>
<th>2016</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=1,522</td>
<td>%</td>
</tr>
<tr>
<td>Yellowstone National Park</td>
<td>1361</td>
<td>89%</td>
</tr>
<tr>
<td>Downtown Cody</td>
<td>725</td>
<td>48%</td>
</tr>
<tr>
<td>Buffalo Bill Center of the West</td>
<td>636</td>
<td>42%</td>
</tr>
<tr>
<td>Cody Rodeo</td>
<td>296</td>
<td>19%</td>
</tr>
<tr>
<td>Buffalo Bill Dam/Visitor Center</td>
<td>226</td>
<td>15%</td>
</tr>
<tr>
<td>Heart Mountain Interp. Center</td>
<td>174</td>
<td>11%</td>
</tr>
<tr>
<td>Cody Old Trail Town</td>
<td>151</td>
<td>10%</td>
</tr>
<tr>
<td>Cowboy Music Show</td>
<td>74</td>
<td>5%</td>
</tr>
<tr>
<td>Powell Homesteader Museum</td>
<td>22</td>
<td>1%</td>
</tr>
<tr>
<td>Belden/Meeteetse Museum</td>
<td>14</td>
<td>1%</td>
</tr>
</tbody>
</table>
The activities visitors participated in during their trip in Park County also showed little difference between the years. Wildlife watching, geyser gazing, day hiking, and shopping/galleries topped the list both years with over 50% of visitors participating in these activities (Table 23).

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

### Table 23: Activities Participated in While in Park County

<table>
<thead>
<tr>
<th>Activity</th>
<th>2016</th>
<th></th>
<th>2005</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N=1,505</td>
<td></td>
<td></td>
<td>N=1,138</td>
<td></td>
</tr>
<tr>
<td>Wildlife watching</td>
<td>1176</td>
<td>78%</td>
<td>863</td>
<td>79%</td>
</tr>
<tr>
<td>Watch geysers/geothermal activity</td>
<td>1146</td>
<td>76%</td>
<td>751</td>
<td>69%</td>
</tr>
<tr>
<td>Day hiking</td>
<td>859</td>
<td>57%</td>
<td>481</td>
<td>44%</td>
</tr>
<tr>
<td>Shopping/galleries</td>
<td>815</td>
<td>54%</td>
<td>618</td>
<td>56%</td>
</tr>
<tr>
<td>Picnicking</td>
<td>513</td>
<td>34%</td>
<td>272</td>
<td>25%</td>
</tr>
<tr>
<td>Wolf watching</td>
<td>250</td>
<td>17%</td>
<td>244</td>
<td>22%</td>
</tr>
<tr>
<td>Visiting friends/relatives</td>
<td>247</td>
<td>16%</td>
<td>111</td>
<td>10%</td>
</tr>
<tr>
<td>Horseback riding</td>
<td>188</td>
<td>13%</td>
<td>78</td>
<td>7%</td>
</tr>
<tr>
<td>Rafting/floating</td>
<td>165</td>
<td>11%</td>
<td>81</td>
<td>7%</td>
</tr>
<tr>
<td>Attending a sporting event</td>
<td>156</td>
<td>10%</td>
<td>59</td>
<td>5%</td>
</tr>
<tr>
<td>Road/tour biking</td>
<td>151</td>
<td>10%</td>
<td>70</td>
<td>6%</td>
</tr>
<tr>
<td>Birding</td>
<td>128</td>
<td>9%</td>
<td>165</td>
<td>15%</td>
</tr>
<tr>
<td>Local/Yellowstone commercial tour</td>
<td>126</td>
<td>8%</td>
<td>100</td>
<td>9%</td>
</tr>
<tr>
<td>Attending a festival/special event</td>
<td>120</td>
<td>8%</td>
<td>69</td>
<td>6%</td>
</tr>
<tr>
<td>Fly fishing</td>
<td>109</td>
<td>7%</td>
<td>72</td>
<td>7%</td>
</tr>
<tr>
<td>Other types of fishing</td>
<td>63</td>
<td>4%</td>
<td>47</td>
<td>4%</td>
</tr>
<tr>
<td>Kayaking/canoeing</td>
<td>54</td>
<td>4%</td>
<td>22</td>
<td>2%</td>
</tr>
<tr>
<td>Rock climbing</td>
<td>39</td>
<td>3%</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Zipline</td>
<td>39</td>
<td>3%</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Motorboating</td>
<td>27</td>
<td>2%</td>
<td>7</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Hunting</td>
<td>9</td>
<td>1%</td>
<td>9</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>
Table 24: Top Three Activities

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=1,559</td>
<td>N=1,113</td>
</tr>
<tr>
<td></td>
<td>%*</td>
<td>%*</td>
</tr>
<tr>
<td><strong>Recommend trip to others</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>yes</td>
<td>1,553</td>
<td>1,106</td>
</tr>
<tr>
<td>no</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td><strong>Return to Park County</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>155</td>
<td>71</td>
</tr>
<tr>
<td>Within I yr.</td>
<td>289</td>
<td>235</td>
</tr>
<tr>
<td>Within 3 yrs.</td>
<td>364</td>
<td>349</td>
</tr>
<tr>
<td>Within 5 yrs.</td>
<td>323</td>
<td>279</td>
</tr>
<tr>
<td>6 yrs. or later</td>
<td>328</td>
<td>168</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Satisfaction with overall visit</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very satisfied</td>
<td>1,272</td>
<td>810</td>
</tr>
<tr>
<td>Satisfied</td>
<td>263</td>
<td>296</td>
</tr>
<tr>
<td>Neutral</td>
<td>28</td>
<td>22</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

*May not add to 100% due to rounding

**Concluding Remarks**

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

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

Predominant exit points of Visitors who entered through West Yellowstone

23% (340) entered Park County through West Yellowstone. Their most likely exit points were West Yellowstone, Grand Tetons, Greybull, and Mammoth.

Predominant exit points of visitors who entered through Grand Tetons

20% (284) entered Park County through the Grand Tetons. Their most likely exit points were Grand Tetons, West Yellowstone, Greybull, and Mammoth.
18% (n=260) entered Park County through the Greybull. Their most likely exit points were Grand Tetons, West Yellowstone, Greybull, and Mammoth.

10% (n=141) entered Park County through the Meeteetse. Their most likely exit points were Meeteetse, West Yellowstone, Grand Tetons, Greybull, and Mammoth.
Predominant exit points of visitors who entered through Mammoth

8% (n=122) entered Park County through the Mammoth. Their most likely exit points were Mammoth, Grand Tetons, West Yellowstone, and Greybull.
Appendix B
Market Segment Comparisons – 2016 to 2005
**Entry and Exit points to Park County**

- E=7%  X=9%
- E=10%  X=12%
- E=12%  X=14%
- E=14%  X=16%
- E=15%  X=17%
- E=16%  X=18%
- E=24%  X=22%
- E=27%  X=25%
- E=34%  X=32%
- E=55%  X=60%
- E=60%  X=83%
- E=83%  X=85%

**4.74 average nights**

**At LEAST ONE NIGHT SPENT IN:**

- Yellowstone
  - 19% Lake area
  - 27% Old Faithful
  - 17% Mammoth
  - 18% Canyon
  - 7% Fishing Bridge
  - 4% Madison cpg
  - 4% Norris
  - 3% Backcountry

**Other Park County**

- 56% Cody
  - 12% Wapiti Valley
  - 2% Powell
  - 1% Meeteeese

**Nearby Areas**

- 63% Jackson Hole
- 48% W. Yellowstone
- 12% Gardiner
- 20% Grand Teton NP

**Info Used DURING Trip**

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

**Accommodation Type Used**

- 65% Hotel/motel
- 56% Public campground
- 39% Rented cabin/condo
- 39% Private campground
- 29% Other
- 29% Private home (VFR)
- 17% Dude ranch
- 14% Resort/condo
- 13% 2nd home
- 12% Cody Old Trail Town
- 46% Heart Mt. Intp. Center
- 42% Cowboy music show
- 21% Homesteader museum
- 15% Belden/Metteese museum

**Visitor Demographics**

**Income**

- 4% <$20K
- 6% $20K-$39,999
- 12% $40K-$59,999
- 12% $60K-$79,999
- 15% $80K-$99,999
- 15% $100K-$199,999
- 11% $120K-$149,999
- 26% $150K or more

**Education**

- 1% < High school
- 6% High school degree
- 12% Technical college
- 12% Some college
- 15% College degree
- 15% Graduate degree

**Age**: 49 yrs. (average)

**Group Size**

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

**US =620**

**Canada = 22**

**Overseas = 104**

**All States represented including DC**
Entry and Exit points to Park County

**Sources Used for Planning Most Useful**
- Internet: 52%
- Road maps: 8%
- Guide book: 11%
- Auto club (e.g., AAA): 9%
- National park brochure/book/web: 3%
- National park visitor information: 3%
- Travel agent: 4%
- Cody Airport: 1%
- Yellowstone reservation Dept.: 1%
- TV Travel channel: 1%
- Magazine/newspaper article: 1%
- Cody Chamber of Commerce: 2%
- Buffalo Bill's Yellowstone Country: 1%
- Info from private businesses: 1%
- MT or ID state travel guide: 1%
- Did not gather information at home: 7%

**Activities Top 3 Activities**
- Wildlife watching: 69%
- Watching geothermal activity: 57%
- Shopping: 17%
- Visiting museums: 21%
- Day hiking: 30%
- Wolf watching: 5%
- Picnicking: 5%
- Birding: 4%
- Taking a commercial tour: 6%
- Rafting/float: 3%
- Attending a sporting event: 1%
- Horseback riding: 3%
- Visiting local family & friends: 6%
- Attending festival or special event: 3%
- Road/tour biking: 3%
- Fly fishing: 6%
- Other type of fishing: 1%
- Kayaking/Canoeing: 1%

**Sources Used During Trip**
- Road maps: 69%
- Guide books: 16%
- Brochures from racks: 9%
- Front line person: 7%
- YNP Visitor ctr. person: 4%
- Other travelers: 3%
- Person at attractions: 1%
- Cody visitor ctr. person: 3%
- MT or ID visitor ctr.: 1%
- Did not gather information at home: 7%

**Accommodation Type Used**
- Hotel/motel: 69%
- Public campground: 16%
- Rented cabin/condo: 9%
- Private campground: 7%
- Private home: 4%
- Dude ranch: 3%
- Resort/condo: 1%
- Did not gather information at home: 1%

**Places Visited On Trip**
- Yellowstone: 6%
- Cody: 1%
- Jackson/TNP: 1%
- Gardiner: 1%
- Livingston/Big Sky: 2%
- Wapiti Valley: 2%
- Cody City: 2%
- Did not gather information at home: 1%

**Visitor Demographics**

<table>
<thead>
<tr>
<th>Age Groups Represented in Party</th>
<th>Group Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>5% - 15 yrs.</td>
<td>18% - 35 yrs.</td>
</tr>
<tr>
<td>16% - 25 yrs.</td>
<td>36% - 45 yrs.</td>
</tr>
<tr>
<td>25% - 34 yrs.</td>
<td>45% - 54 yrs.</td>
</tr>
<tr>
<td>35% - 44 yrs.</td>
<td>55% - 64 yrs.</td>
</tr>
<tr>
<td>45% - 54 yrs.</td>
<td>65% - 74 yrs.</td>
</tr>
<tr>
<td>55% - 64 yrs.</td>
<td>75+ yrs.</td>
</tr>
<tr>
<td>65% - 74 yrs.</td>
<td>75+ yrs.</td>
</tr>
<tr>
<td>75+ yrs.</td>
<td>75+ yrs.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Place of Residence (4 states not represented: DE, HI, MS, RI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>53- CA</td>
</tr>
<tr>
<td>12- GA, ID</td>
</tr>
<tr>
<td>Canada</td>
</tr>
<tr>
<td>ONT, BC, MAN, ALB</td>
</tr>
<tr>
<td>SASK</td>
</tr>
<tr>
<td>Foreign</td>
</tr>
<tr>
<td>France, UK, Italy</td>
</tr>
<tr>
<td>Australia, Germany, Scotland, Holland, Switzerland, Belgium,</td>
</tr>
</tbody>
</table>
Park County, WY Travel Segments 2016

Cody Airport Users

Summary based on sample size of 124

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Submitted by
Norma Nickerson, Ph.D.

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

124 Cody Airport visitors

6.81 average nights

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

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

Trip Purpose

All Primary
68% Vacation 58%
36% VFR 29%
9% Business 8%
3% Pass thru 3%
2% Other 2%
1% Shopping 0%

Travel Party

40% Couple 30%
30% Alone 11%
11% Family 9%
9% Family & friends 5%
5% Friends 4%
4% Extended family 2%
2% Business associates 0%
0% Tour group

Miscellaneous

43% 1st time to Park County 19%
19% 1st time to YNP in 10 yr.
100% Flew on portion of trip

Info Used DURING Trip Accommodation Type Used
44% Map applications 50% Hotel/motel
28% Brochure rack 27% Private home (VFR)
28% YNP Visitor center 10% Rented cabin/condo
22% Mobile apps 6% Dude ranch
21% Front line employees 5% Other
17% Guide books 4% Private campground
13% Other 4% Public campground
10% Cody visitor center 3% 2nd home
8% Other travelers 3% Resort/condo
7% Online reviews
4% State visitor center

Places Visited

89% Downtown Cody 14% Cody Old Trail Town
73% Yellowstone 11% Cowboy music show
49% BBCW 6% Homesteader museum
28% Buffalo Bill Dam/Ctr 1% Belden/Meeteetse museum
23% Cody rodeo

Visitor Demographics

Income Education
7% <$20K 2% < High school
4% $20K-$39,999 5% High school degree
11% $40K-$59,999 4% Technical college
10% $60K-$79,999 17% Some college
15% $80K-$99,999 43% College degree
17% $100K-$119,999 29% Graduate degree
9% $120K-$149,999 49 average age
27% $150K or more

Group Size:

1-31%: 6=2%
3-46%: 7=1%
4-6%: 10-20=1%
5-5%: 20+=2%

Place of Residence

21 – CA 3 ea. – AZ, IL, OK
12 – TX 2 ea. – CO, CT, HI,
7 ea. – OH, PA ID, ME, NC, NJ, NM,
5 ea. – GA, MD, NY UT, VA, WI
4 ea. – FL, WA 1 ea. – AK, DC, IN, KS, KY, LA, MA, MI, MN, MO, SC
SD, TN, WY

Canada – None
Overseas – China, UK
France, New Zealand
Park County Travel Segments:
Visitors Using Cody Airport

Summary based on sample size of 94

All Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park County Travel Council</td>
<td></td>
</tr>
<tr>
<td>Cody Airport</td>
<td></td>
</tr>
</tbody>
</table>

Sources Used for Planning

<table>
<thead>
<tr>
<th>Source</th>
<th>Most Useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>56%</td>
</tr>
<tr>
<td>Guide book</td>
<td>5%</td>
</tr>
<tr>
<td>Travel agent</td>
<td>7%</td>
</tr>
<tr>
<td>Road maps</td>
<td>2%</td>
</tr>
<tr>
<td>Cody Chamber of Commerce</td>
<td>6%</td>
</tr>
<tr>
<td>Auto club (e.g., AAA)</td>
<td>2%</td>
</tr>
<tr>
<td>TV Travel channel</td>
<td>1%</td>
</tr>
<tr>
<td>Magazine/newspaper article</td>
<td>0%</td>
</tr>
<tr>
<td>National park brochure/book/web</td>
<td>0%</td>
</tr>
<tr>
<td>National park visitor information</td>
<td>1%</td>
</tr>
<tr>
<td>WY state travel guide</td>
<td>2%</td>
</tr>
<tr>
<td>Buffalo Bill’s Yellowstone Country</td>
<td>1%</td>
</tr>
<tr>
<td>Info from private businesses</td>
<td>2%</td>
</tr>
<tr>
<td>Yellowstone reservation Dept.</td>
<td>0%</td>
</tr>
<tr>
<td>MT or ID state travel guide</td>
<td>0%</td>
</tr>
<tr>
<td>Did not gather information at home</td>
<td>13%</td>
</tr>
</tbody>
</table>

Sources Used During Trip

<table>
<thead>
<tr>
<th>Source</th>
<th>Most Useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road maps</td>
<td>36%</td>
</tr>
<tr>
<td>Brochures from racks</td>
<td>33%</td>
</tr>
<tr>
<td>Guide books</td>
<td>32%</td>
</tr>
<tr>
<td>Front line person</td>
<td>29%</td>
</tr>
<tr>
<td>YNP Visitor ctr. person</td>
<td>16%</td>
</tr>
<tr>
<td>Other travelers</td>
<td>14%</td>
</tr>
<tr>
<td>Person at attractions</td>
<td>12%</td>
</tr>
<tr>
<td>Cody visitor ctr. person</td>
<td>10%</td>
</tr>
<tr>
<td>WY visitor center</td>
<td>3%</td>
</tr>
<tr>
<td>MT or ID visitor ctr.</td>
<td>1%</td>
</tr>
</tbody>
</table>

Accommodation Type Used

<table>
<thead>
<tr>
<th>Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/motel</td>
<td>66%</td>
</tr>
<tr>
<td>Private home</td>
<td>21%</td>
</tr>
<tr>
<td>Dude ranch</td>
<td>15%</td>
</tr>
<tr>
<td>Rented cabin/condo</td>
<td>5%</td>
</tr>
<tr>
<td>Private campground</td>
<td>4%</td>
</tr>
<tr>
<td>2nd home</td>
<td>3%</td>
</tr>
<tr>
<td>Resort/condo</td>
<td>2%</td>
</tr>
<tr>
<td>Public campground</td>
<td>0%</td>
</tr>
</tbody>
</table>

Places Visited On Trip

<table>
<thead>
<tr>
<th>Place</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Cody</td>
<td>77%</td>
</tr>
<tr>
<td>Yellowstone</td>
<td>67%</td>
</tr>
<tr>
<td>Buffalo Bill Center</td>
<td>57%</td>
</tr>
<tr>
<td>Cody Rodeo</td>
<td>25%</td>
</tr>
<tr>
<td>Dam/visitor center</td>
<td>13%</td>
</tr>
</tbody>
</table>

Travel Party Type

<table>
<thead>
<tr>
<th>Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couple</td>
<td>32%</td>
</tr>
<tr>
<td>Family</td>
<td>29%</td>
</tr>
<tr>
<td>Alone</td>
<td>23%</td>
</tr>
<tr>
<td>Friends</td>
<td>7%</td>
</tr>
<tr>
<td>Business assoc.</td>
<td>4%</td>
</tr>
<tr>
<td>Family &amp; friends</td>
<td>2%</td>
</tr>
<tr>
<td>Extended family</td>
<td>2%</td>
</tr>
<tr>
<td>Tour group</td>
<td>1%</td>
</tr>
</tbody>
</table>

First time to Park County

<table>
<thead>
<tr>
<th>Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>VFR</td>
<td>49%</td>
</tr>
<tr>
<td>First time to YNP in 10 yrs.</td>
<td>43%</td>
</tr>
<tr>
<td>Flew on portion of trip</td>
<td>100%</td>
</tr>
</tbody>
</table>

Trip Purpose

<table>
<thead>
<tr>
<th>Purpose</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation</td>
<td>65%</td>
</tr>
<tr>
<td>VFR</td>
<td>31%</td>
</tr>
<tr>
<td>Business</td>
<td>17%</td>
</tr>
<tr>
<td>Spec. event</td>
<td>11%</td>
</tr>
<tr>
<td>Shopping</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Educational</td>
<td>1%</td>
</tr>
<tr>
<td>Pass thru</td>
<td>1%</td>
</tr>
</tbody>
</table>

Visitor Demographics

<table>
<thead>
<tr>
<th>Income Category</th>
<th>%</th>
<th>Age Groups Represented in Party</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$30K</td>
<td>4%</td>
<td>6-0-5 yrs.</td>
<td>40%</td>
</tr>
<tr>
<td>$30K-$60K</td>
<td>24%</td>
<td>6-10 yrs.</td>
<td>33%</td>
</tr>
<tr>
<td>$61K-$90K</td>
<td>22%</td>
<td>11-17 yrs.</td>
<td>55-64 yrs.</td>
</tr>
<tr>
<td>$91K+</td>
<td>49%</td>
<td>18-24 yrs.</td>
<td>26%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education Category</th>
<th>%</th>
<th>Group Size</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school degr.</td>
<td>10%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>College/Tech.</td>
<td>16%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Graduate degree</td>
<td>16%</td>
<td>3%</td>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Place of Residence</th>
<th>%</th>
<th>States not represented</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>14%</td>
<td>DE, HI, KY, MA, ME, MD, MO, MS, MT, NH, NM, ND, NC, OK, RI, SD, WV</td>
<td></td>
</tr>
<tr>
<td>NY</td>
<td>8%</td>
<td>Canada – ALB, VIC</td>
<td></td>
</tr>
<tr>
<td>PA</td>
<td>5%</td>
<td>Foreign - UK, Indonesia</td>
<td></td>
</tr>
</tbody>
</table>
Summary based on sample size of 965

### Entry and Exit points to Park County

- Yellowstone
- Cody/Yellowstone
- W. Yellowstone
- Gardiner
- Other

### At LEAST ONE NIGHT SPENT IN:

- Yellowstone
- Cody
- Wapiti Valley
- Powell
- Meeteetse

### Nearby Areas

- Jackson Hole
- Cody Airport
- Cody/Yellowstone vacation guide
- Mobile apps
- Travel agent
- WY travel printed materials
- Social Media

### Information Used DURING Trip

- Map applications
- YNP Visitor center
- Brochure rack
- Mobile apps
- Front line employees
- Mobile apps
- Other
- Cody visitor center
- Other travelers
- State visitor center
- Online reviews

### Accommodation Type Used

- Hotel/motel
- Public campground
- Private campground
- Private home (VFR)
- Private campground
- Dude ranch
- 2nd home
- Resort/condo
- Homestead museum

### Places Visited

- Yellowstone
- Cody/Yellowstone
- Downtown Cody
- BBCW
- Cody rodeo
- Buffalo Bill Dam/Ctr

### Visitor Demographics

#### Income

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

#### Education

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

#### Age

- 54 yrs. (average)

#### Group Size

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

#### US vs Canada

- US = 624
- Canada = 27

#### Overseas

- 74 – CA
- 11 – ALB
- 6 – BC
- 19 – UK
- 12 – France
- 10 – Germany
- 44 ea. – TX, MT
- 4 – QUE
- 3 – ONT
- 7 – Italy
- 6 – China
- 7 – Australia
- 42 ea. – CO, MN
- 2 = SASK
- 1 = YUKO
- 1 = New Zealand
- Guatemala
- Bahamas
- WY, ID, OH, OR, GA, UT
- Luxembourg
- Mexico
- Taiwan

All States represented including DC
60% drove car/truck 83% will return within 5 years
22% drove rented vehicle 99% were satisfied/very satisfied with trip
12% drove an RV/camper 6% tour bus, 4% motorcycle

* Cody airport intercepts not included

60% drove car/truck 83% will return within 5 years
22% drove rented vehicle 99% were satisfied/very satisfied with trip
12% drove an RV/camper 6% tour bus, 4% motorcycle

All Sources Used for Planning Most Useful
64% Internet 44%
49% Road maps 12%
25% Guide book 8%
20% Auto club (e.g., AAA) 10%
12% National park brochure/book/web 2%
10% Travel agent 4%
10% WY state travel guide 3%
8% Cody Chamber of Commerce 3%
8% National park visitor information <1%
6% magazine/newspaper article <1%
6% TV Travel channel 1%
4% Yellowstone reservation Dept. <1%
4% info from private businesses 1%
4% Buffalo Bill’s Yellowstone Country 1%
3% MT or ID state travel guide <1%
13% Did not gather information at home

All Activities Top 3 Activities
69% Wildlife watching 53%
62% Visiting museums 34%
60% Shopping 21%
54% Watching geothermal activity 37%
38% Day hiking 16%
21% Wolf watching 5%
19% Picnicking 4%
14% Visiting local family & friends 11%
13% Birding 2%
12% Taking a commercial tour 4%
10% Attending festival or special event 7%
9% Horseback riding 5%
9% Fly fishing 6%
9% Attending a sporting event 2%
7% Rafting/floating 2%
6% Road/tour biking 4%
5% Other type of fishing 1%
2% Kayaking/canoeing <1%

5.05 average nights
At LEAST ONE NIGHT SPENT IN:
Yellowstone (38%)
21% Old Faithful
18% Lake area
10% Mammoth
8% Canyon
6% Grant
3% Norris
3% Tower
2% Madison cpgr
2% Backcountry
<1% Slough cr.

Other Park County
70% Cody
9% Wapiti Valley
4% Powell
3% Greybull
1% Meeteetse
Nearby Areas
21% Jackson/TNP
13% W. Yellowstone
4% Gardiner
5% Livingston/Big Sky/Bozeman
6% Cooke City

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9% Fly fishing 6%
9% Attending a sporting event 2%
7% Rafting/floating 2%
6% Road/tour biking 4%
5% Other type of fishing 1%
2% Kayaking/canoeing <1%
Entry and Exit points to Park County

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

Summary based on sample size of 617

4.81 average nights
At LEAST ONE NIGHT SPENT IN:

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

Other Park County
64% Cody
10% Wapiti Valley
4% Powell
2% Meeteetse

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

Info Used DURING Trip
Most Useful

51% Yellowstone NP website
34% Online travel reviews
33% National park brochure/book/web
33% Guide books
25% Cody/Yellowstone Cntr. website
18% Websites from private businesses
16% WY Travel website
13% Did not gather information at home
11% Mobile apps
11% Cody/Yellowstone vacation guide
10% WY travel printed materials
9% Social Media
8% Travel agent
5% Did not use any info listed

Activities
Top 3

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

Visit Demographics

US = 637
Canada = 18
Overseas = 61

Income

3% <$20K
4% $20K-$99,999
14% $100K-$199,999
13% $200K-$299,999
18% $300K-$499,999
10% $500K-$999,999
10% $1,000K-$1,999,999
19% $2,000K or more

Education

<1% < High school
3% High school degree
5% Some college
8% College degree
15% Graduate degree

Age: 56 yrs. (average)

Group Size: groups of 2=100%

US
55 – CA
32 – TX
26 – WA
25 – FL

Canada
ALB, BC, ON, QUE
YUK
1 or 2 ea.

Overseas
20-UK; 10–Germany; 7 ea-France
& Netherlands; 5-Italy;
Australia, Austria, China

Other
Balmas, Belgium, Denmark, N
N. Zealand, S.Korea, Spain, Swiz
Entry and Exit points to Park County

- Cody Airport*
  - E=3%
  - X=4%
- Yellowstone
  - E=24%
  - X=4%
- Grand Tetons
  - E=10%
  - X=1%
- Other places
  - E=9%
  - X=11%

* Cody airport intercepts not included

64% drove car/truck 78% will return within 5 years

23% drove rented vehicle 98% were satisfied/very satisfied with trip

12% drove an RV/camper

3% drove motorcycle

### All Sources Used for Planning

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

### Most Useful Sources

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

### All Activities

- 81% Wildlife watching
- 70% Watching geothermal activity
- 57% Shopping
- 49% Visiting museums
- 43% Day hiking
- 35% Picnicking
- 23% Wolf watching
- 15% Birding
- 13% Visiting local family & friends
- 8% Taking a commercial tour
- 7% Road/tour biking
- 6% Attending festival or special event
- 6% Attending a sporting event
- 6% Rafting/floatng
- 6% Fly fishing
- 5% Horseback riding
- 4% Other type of fishing
- 2% Kayaking/Canoeing

### Sources Used During Trip

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

### Accommodation Type Used

- Hotel/motel: 68%
- Public campground: 19%
- Private campground: 10%
- Rent: 6%
- Private home: 4%
- Dude ranch: 2%
- Resort/condo: 1%
- Old Town: 7%

### Places Visited On Trip

- Yellowstone: 94%
- Cody Rodeo: 4%
- Downtown Cody: 49%
- Buffalo Bill Center: 39%
- Homesteaders Center: 13%
- Old Town: 7%

### Visitor Demographics

#### Income

- <$30K: 7%
- $30K-$60K: 30%
- $61K-$90K: 30%
- $91K+: 19%

#### Age Groups Represented in Party

- 0-5 yrs: 14%
- 6-10 yrs: 28%
- 11-17 yrs: 42%
- 18-24 yrs: 27%
- 25-34 yrs: 33%
- 35-44 yrs: 28%
- 45-54 yrs: 17%
- 55+ yrs: 11%

#### Education

- High school: 15%
- Some college: 20%
- College degree: 39%
- Graduate degree: 25%

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

- CA: 53 - 15 NY, TX
- CO: 28 - 14 AZ, GA, PA
- FL: 26 - 12 IA, MI, MN
- WA: 21 - 10 IN, MO
- IL: 20 - 10 OH, WI
- UT: 17 - 9 MT, OK, VA
- ID: 16 - 8 KY

#### Trip Purpose

- 95% Vacation
- 9% VFR
- 7% Pass thru
- 4% Educational
- 3% Spec. event
- 2% Other
- 2% Shopping
- 1% Business
This table reports the number of visitors from each of the A.C. Nielsen designated marketing areas defined as groups of counties related to broadcast media coverage. It is based on 1,368 valid U.S. zip codes provided by visitors.

<table>
<thead>
<tr>
<th>Park County Visitor Residence - Designated Marketing Areas (N=1,368)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
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<tr>
<td></td>
</tr>
<tr>
<td>Denver, CO</td>
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<tr>
<td>New York, NY</td>
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<tr>
<td>Minneapolis - St. Paul, MN</td>
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<tr>
<td>Salt Lake City, UT</td>
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<tr>
<td>Seattle - Tacoma, WA</td>
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<tr>
<td>Los Angeles, CA</td>
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<tr>
<td>San Francisco - Oakland, CA</td>
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<tr>
<td>Billings, MT</td>
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<tr>
<td>Chicago</td>
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<tr>
<td>Dallas - Ft. Worth, TX</td>
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<tr>
<td>Philadephia, PA</td>
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<tr>
<td>Portland, OR</td>
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<tr>
<td>Boston, MA</td>
</tr>
<tr>
<td>Sacramento - Stockton +, CA</td>
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<tr>
<td>Atlanta, GA</td>
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<tr>
<td>Houston, TX</td>
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<tr>
<td>Idaho Falls - Pocatello, ID</td>
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<tr>
<td>Phoenix, AZ</td>
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<tr>
<td>Rapid City, SD</td>
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<tr>
<td>San Diego, CA</td>
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<tr>
<td>Boise, ID</td>
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<tr>
<td>St. Louis, MO</td>
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<tr>
<td>Tampa - St. Petersburg, FL</td>
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<tr>
<td>Milwaukee, WI</td>
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<tr>
<td>Nashville, TN</td>
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<tr>
<td>Spokane, WA</td>
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<tr>
<td>Casper - Riverton, WY</td>
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<tr>
<td>Butte - Bozeman, MT</td>
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<tr>
<td>Detroit, MI</td>
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<tr>
<td>Green Bay - Appleton, WI</td>
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<tr>
<td>Pittsburgh, PA</td>
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<tr>
<td>Cleveland, OH</td>
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<tr>
<td>Harrisburg - Lanc. - Leb., PA</td>
</tr>
<tr>
<td>Madison, WI</td>
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<tr>
<td>Albuquerque - Santa Fe, NM</td>
</tr>
<tr>
<td>Cincinnati, OH</td>
</tr>
<tr>
<td>Hartford - New Haven, CT</td>
</tr>
<tr>
<td>Orlando - Daytona Beach +, FL</td>
</tr>
<tr>
<td>Ft. Meyers - Naples, FL</td>
</tr>
<tr>
<td>Norfolk - VA Beach +, VA</td>
</tr>
<tr>
<td>Raleigh - Durham, NC</td>
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<tr>
<td>Austin, TX</td>
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<tr>
<td>Baltimore, MD</td>
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<tr>
<td>Des Moines - Ames, IA</td>
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<tr>
<td>Jacksonville - Brunswick, FL</td>
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<tr>
<td>Kansas City, KS</td>
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<tr>
<td>La Crosse - Eau Claire, WI</td>
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<tr>
<td>Oklahoma City, OK</td>
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<tr>
<td>San Antonio, TX</td>
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<td>Tulsa, OK</td>
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<tr>
<td>Albany-Schenecady-Troy, NY</td>
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<tr>
<td>Charlotte, NC</td>
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<tr>
<td>Duluth - Superior, MN</td>
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<tr>
<td>Fresno - Visalia, CA</td>
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<tr>
<td>Las Vegas, NV</td>
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<tr>
<td>Wichita - Hutchinson +, KS</td>
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<tr>
<td>Charleston - Huntington, WV</td>
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<tr>
<td>Charleston, SC</td>
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<tr>
<td>Cheyenne - Scottsbluff, WY</td>
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<tr>
<td>Evansville, IL</td>
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<tr>
<td>Fargo - Valley City, ND</td>
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<tr>
<td>Grand Rapids - Kalamazoo, MI</td>
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<tr>
<td>Indianapolis, IN</td>
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<tr>
<td>Lexington, KY</td>
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<tr>
<td>2005 Park County Visitor Residence - Designated Marketing Areas (N=1,024)</td>
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<tr>
<td><strong>Kansas City, KS</strong></td>
</tr>
<tr>
<td><strong>Las Vegas, NV</strong></td>
</tr>
<tr>
<td><strong>Medford - Klamath Falls, OR</strong></td>
</tr>
<tr>
<td><strong>Missoula, MT</strong></td>
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<tr>
<td><strong>Pittsburgh, PA</strong></td>
</tr>
<tr>
<td><strong>Raleigh - Durham, NC</strong></td>
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<tr>
<td><strong>Cheyenne - Scottsbluff, WY</strong></td>
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<tr>
<td><strong>Davenport - Rock Island, IA</strong></td>
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<tr>
<td><strong>Grand Junction - Montrose, CO</strong></td>
</tr>
<tr>
<td><strong>Greenville - Spartan - Ashh, NC</strong></td>
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<tr>
<td><strong>La Crosse - Eau Claire, WI</strong></td>
</tr>
</tbody>
</table>
**Park County, WY Travel Segments 2016**

**Fall (September)**

Summary based on sample size of 455

---

### Entry and Exit points to Park County

<table>
<thead>
<tr>
<th>City</th>
<th>Entries</th>
<th>Exits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cody</td>
<td>52%</td>
<td>34%</td>
</tr>
<tr>
<td>Gardiner</td>
<td>8%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

---

### 4.61 average nights

**At LEAST ONE NIGHT SPENT IN:**

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

**Other Park County**

- 62% Cody
- 10% Wapiti Valley
- 6% Powell
- 2% Meeteeete

**Nearby Areas**

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

---

### Sources Used for Planning

<table>
<thead>
<tr>
<th>Activity</th>
<th>Most Useful</th>
<th>48%</th>
<th>36%</th>
<th>32%</th>
<th>30%</th>
<th>25%</th>
<th>20%</th>
<th>16%</th>
<th>13%</th>
<th>13%</th>
<th>12%</th>
<th>10%</th>
<th>9%</th>
<th>9%</th>
<th>8%</th>
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<tbody>
<tr>
<td>Yellowstone NP website</td>
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<td>Guide books</td>
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<tr>
<td>Cody/Yellowstone Cntr. website</td>
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<tr>
<td>Did not gather information at home</td>
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<td>Mobile apps</td>
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<tr>
<td>Social Media</td>
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<td>Travel agent</td>
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<tr>
<td>WY travel printed materials</td>
<td>1%</td>
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<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Did not use any info listed</td>
<td>5%</td>
<td></td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

---

### Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Top 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wildlife watching</td>
<td>75%</td>
</tr>
<tr>
<td>Watch geysers/geo/thermal activity</td>
<td>72%</td>
</tr>
<tr>
<td>Shopping/galleries</td>
<td>18%</td>
</tr>
<tr>
<td>Day hiking</td>
<td>40%</td>
</tr>
<tr>
<td>Picnicking</td>
<td>6%</td>
</tr>
<tr>
<td>Visit friends &amp; relatives</td>
<td>15%</td>
</tr>
<tr>
<td>Wolf watching</td>
<td>8%</td>
</tr>
<tr>
<td>Road/tour biking</td>
<td>6%</td>
</tr>
<tr>
<td>Birding</td>
<td>4%</td>
</tr>
<tr>
<td>Rafting/floatimg</td>
<td>2%</td>
</tr>
<tr>
<td>Fly fishing</td>
<td>5%</td>
</tr>
<tr>
<td>Taking a commercial tour</td>
<td>5%</td>
</tr>
<tr>
<td>Horseback riding</td>
<td>2%</td>
</tr>
<tr>
<td>Attending festival or special event</td>
<td>3%</td>
</tr>
<tr>
<td>Other types of fishing</td>
<td>1%</td>
</tr>
<tr>
<td>Attending a sporting event</td>
<td>0%</td>
</tr>
<tr>
<td>Motorboating</td>
<td>1%</td>
</tr>
<tr>
<td>Kayaking/canoeing</td>
<td>1%</td>
</tr>
<tr>
<td>Rock climbing</td>
<td>1%</td>
</tr>
<tr>
<td>Hunting</td>
<td>1%</td>
</tr>
<tr>
<td>Zipline</td>
<td>0%</td>
</tr>
</tbody>
</table>

---

### Income

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

### Education

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

### Age

- 57 yrs. (average)

### Group Size

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

### US =401 Canada = 11 Overseas = 39

- 42 – CA
- 32 – TX
- 20 – CO, NY
- 10-19 WA, MT, PA, FL, OR, MN, UT, ID, WY
- NY, OH, WY GA, VA

### All States represented except: AR & NM

---

### Trip Purpose

<table>
<thead>
<tr>
<th>Purpose</th>
<th>All</th>
<th>Primary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation</td>
<td>93%</td>
<td>84%</td>
</tr>
<tr>
<td>VFR</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Pass thru</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Shopping</td>
<td>3%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Business</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

---

### Travel Party

- 56% Couple
- 15% Immediate family
- 9% Family & friends
- 6% Self
- 4% Tour group/club
- 1% Extended family
- 1% Business Associates

### Miscellaneous

- 47% 1st time to Park County
- 18% 1st time to YNP in 10 yr.
- 50% Flew on portion of trip

---

### Info Used DURING Trip

<table>
<thead>
<tr>
<th>Source Used</th>
<th>50%</th>
<th>Accommodation Type Used</th>
<th>68%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Map application</td>
<td></td>
<td>Hotel/motel</td>
<td></td>
</tr>
<tr>
<td>YNP Visitor center</td>
<td>12%</td>
<td>Public campground</td>
<td></td>
</tr>
<tr>
<td>Brochure rack</td>
<td>8%</td>
<td>Private campground</td>
<td></td>
</tr>
<tr>
<td>Guide books</td>
<td>7%</td>
<td>Private home (VFR)</td>
<td></td>
</tr>
<tr>
<td>Front line employees</td>
<td>7%</td>
<td>Rented cabin/condo</td>
<td></td>
</tr>
<tr>
<td>Mobile apps</td>
<td>5%</td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Cody visitor center</td>
<td>3%</td>
<td>Dude ranch</td>
<td></td>
</tr>
<tr>
<td>Other travelers</td>
<td>2%</td>
<td>2nd home</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>Resort/condo</td>
<td></td>
</tr>
<tr>
<td>State visitor center</td>
<td>1%</td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Online reviews</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Places Visited

- 87% Yellowstone
- 10% Cody Old Trail Town
- 52% Downtown Cody
- 7% Cowboy music show
- 19% BBCW
- 3% Cody rodeo
- 17% Buffalo Bill Dam/Ctr
- 3% Homesteader museum
- 1% Belden/Meeteeete museum

---

### Visitor Demographics

- 79% Wildlife watching
- 78% Watch geysers/geo/thermal activity
- 57% Shopping/galleries
- 51% Day hiking
- 28% Picnicking
- 18% Visit friends & relatives
- 17% Wolf watching
- 9% Road/tour biking
- 9% Birding
- 7% Rafting/floatimg
- 7% Fly fishing
- 7% Taking a commercial tour
- 6% Horseback riding
- 6% Attending festival or special event
- 2% Other types of fishing
- 2% Attending a sporting event
- 1% Motorboating
- 1% Kayaking/canoeing
- 1% Rock climbing
- 1% Hunting
- 1% Zipline

---

Submitted by Norma Nickerson, Ph.D.
Park County Travel Segments:

**Fall Visitor (September)**

Summary based on sample size of 505

Submitted by Norma Nickerson, Ph.D.
Park County Travel Council
Park County, WY 2005

5.05 average nights

**At least one night spent in:**

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

**Sources Used for Planning**

- Internet (68%)
- Road maps (46%)
- Auto club (e.g., AAA) (28%)
- Guide book (22%)
- National park brochure/book/web (20%)
- National park visitor information (12%)
- Wyoming reservation Dept. (12%)
- Wyoming state travel guide (8%)
- Magazine/newspaper article (8%)
- Travel agent (6%)
- Cody Chamber of Commerce (6%)
- MT or ID state travel guide (5%)
- Info from private businesses (4%)
- Buffalo Bill’s Yellowstone Country (4%)
- TV Travel channel (4%)
- Did not gather information at home (11%)

**Sources Used During Trip**

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

**Activities**

- Wildlife watching (79%)
- Watching geothermal activity (67%)
- Shopping (67%)
- Visiting museums (57%)
- Day hiking (57%)
- Picnicking (27%)
- Wolf watching (14%)
- Visiting local family & friends (13%)
- Birding (11%)
- Taking a commercial tour (10%)
- Attending festival or special event (8%)
- Horseback riding (6%)
- Fly fishing (6%)
- Rafting/floating (5%)
- Other type of fishing (3%)
- Hunting (1%)
- Attending a sporting event (1%)

5.05 average nights

<table>
<thead>
<tr>
<th>Trip Purpose</th>
<th>All</th>
<th>Primary</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>89%</td>
<td>Vacation</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>VFR</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>Pass thru</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>Business</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>Spec. event</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>Educational</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>Shopping</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>Other</td>
</tr>
</tbody>
</table>

**Travel Party Type**

- Couple (59%)
- Family (13%)
- Friends (7%)
- Extended family (6%)
- Alone (5%)
- Family & friends (5%)
- Tour group (5%)
- Business assoc. (2%)

**Place of Residence**

- 89% - Wyoming
- 8% - Idaho
- 2% - Montana

**Visitor Demographics**

**Income**

- <$30K (3%)
- $30K-$60K (4%)
- $61K-$90K (2%)
- $91K + (5%)
- 25-34 yrs. (14%)
- 35-44 yrs. (33%)
- 45-54 yrs. (35%)
- 55-64 yrs. (30%)
- 65-74 yrs. (13%)
- 75+ yrs. (7%)

**Age Groups Represented in Party**

- 0-5 yrs. (3%)
- 6-10 yrs. (5%)
- 11-17 yrs. (5%)
- 18-24 yrs. (4%)
- 25-34 yrs. (24%)
- 35-44 yrs. (29%)
- 45-54 yrs. (30%)
- 55-64 yrs. (27%)
- 65-74 yrs. (17%)
- 75+ yrs. (8%)

**Group Size**

- 2 – 5 (81%)
- 6 – 10 (14%)
- 11 – 15 (4%)
- 16 – 20 (1%)

**Place of Residence**

- 44 – CA (13 – IL)
- 29 – CO (12 – GA)
- 23 – WA (11 – MI)
- 20 – FL (10 – NY, MN)
- 19 – UT (9 – AZ, IN)
- 15 – WY (8 – KY, OK, VA)
- 14 – MT, OR, TX

**Entry and Exit points to Park County**

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

**Did not gather information at home**

- 7% - Cody Intercept (5%)
- 9% - Billings (5%)
Entry and Exit points to Park County

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

All Sources Used for Planning

53% Yellowstone NP website
32% Online travel reviews
30% Guide books
26% National park brochure/book/web
16% Websites from private businesses
16% Did not gather information at home
15% Cody/Yellowstone Cnty. website
14% Mobile apps
10% Social Media
9% WY Travel website
6% Travel agent
6% Cody/Yellowstone vacation guide
6% Did not use any info listed
5% WY travel printed materials

Most Useful

32% Yellowstone NP website
29% Map applications
11% Online travel reviews
12% Guide books
7% National park brochure/book/web
3% Mobile apps
2% Social Media
2% WY Travel website
5% Travel agent
1% Cody/Yellowstone vacation guide
6% Did not use any info listed
1% WY travel printed materials

All Activities

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

Top 3

40% $20K-$39,999
28% $40K-$59,999
11% $60K-$79,999
6% $80K-$99,999
5% $100K-$119,999
3% $120K-$149,999
1% $150K or more

Visitor Demographics

Income

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

Education

1% < High school
5% High school degree
3% Technical college
13% Some college
37% College degree
37% Graduate degree

Age: 48 yrs. (average)

Group Size:

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

US =826
Canada = 11
Overseas = 80

82 5 16=UK; 12=Germany; 10=France;
52 2=QUE; 1=ONT
44 5 8=Netherlands; 7=China; 5=Australia
20-37 FL, WI, IL, MT, UT;
MN, PA, NY, OR, ID, WI

All states represented & DC

S. Korea, Taiwan

40 average nights

At LEAST ONE NIGHT SPENT IN:

Yellowstone

19% Lake area
26% Old Faithful
17% Mammoth
16% Canyon
8% Fishing Bridge
6% Madison cpr
5% Norris
3% Backcountry

Other Park County

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

Nearby Areas

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

Travel Party

36% Couple
29% Immediate family
13% Family & friends
8% Self
7% Friends
6% Extended family
2% Tour group/club
1% Business Associates

Miscellaneous

48% 1st time to Park County
20% 1st time to YNP in 10 yr.
42% Flew on portion of trip

Info Used DURING Trip

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

Accommodation Type Used

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

Places Visited

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

Submitted by
Norma Nickerson, Ph.D.
Park County Travel Segments: 
**Non Visitors to Buffalo Bill Ctr.**

Submitted by 
Norma Nickerson, Ph.D.

Park County Travel Council 
Park County, WY 
2005

4.63 average nights
AT LEAST ONE
NIGHT SPENT IN:

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellowstone</td>
<td>77%</td>
</tr>
<tr>
<td>Lake area</td>
<td>23%</td>
</tr>
<tr>
<td>Old Faithful</td>
<td>20%</td>
</tr>
<tr>
<td>Mammoth</td>
<td>18%</td>
</tr>
<tr>
<td>Canyon</td>
<td>11%</td>
</tr>
<tr>
<td>Grant</td>
<td>8%</td>
</tr>
<tr>
<td>Norris</td>
<td>5%</td>
</tr>
<tr>
<td>Tower</td>
<td>5%</td>
</tr>
<tr>
<td>Madison cpgr</td>
<td>4%</td>
</tr>
<tr>
<td>Backcountry</td>
<td>1%</td>
</tr>
<tr>
<td>Slough cr.</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Cody</td>
<td>24%</td>
</tr>
<tr>
<td>Wapiti Valley</td>
<td>3%</td>
</tr>
<tr>
<td>Powell</td>
<td>3%</td>
</tr>
<tr>
<td>Greybull</td>
<td>1%</td>
</tr>
<tr>
<td>Meeeteetse</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Jackson/TNP</td>
<td>29%</td>
</tr>
<tr>
<td>W. Yellowst.</td>
<td>28%</td>
</tr>
<tr>
<td>Gardiner</td>
<td>8%</td>
</tr>
<tr>
<td>Livingston/Big Sky/Bozeman</td>
<td>8%</td>
</tr>
<tr>
<td>Cooke City</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Sources Used During Trip**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>49%</td>
</tr>
<tr>
<td>Road maps</td>
<td>11%</td>
</tr>
<tr>
<td>Guide book</td>
<td>9%</td>
</tr>
<tr>
<td>Auto club (e.g., AAA)</td>
<td>9%</td>
</tr>
<tr>
<td>National park brochure/book/web</td>
<td>3%</td>
</tr>
<tr>
<td>National park visitor information</td>
<td>4%</td>
</tr>
<tr>
<td>Yellowstone reservation Dept.</td>
<td>2%</td>
</tr>
<tr>
<td>WY state travel guide</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>magazine/newspaper article</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Travel agent</td>
<td>2%</td>
</tr>
<tr>
<td>TV Travel channel</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>MT or ID state travel guide</td>
<td>0%</td>
</tr>
<tr>
<td>info from private businesses</td>
<td>1%</td>
</tr>
<tr>
<td>Cody Chamber of Commerce</td>
<td>1%</td>
</tr>
<tr>
<td>Buffalo Bill’s Yellowstone Country</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Did not gather information at home</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Visit Demographics**

<table>
<thead>
<tr>
<th>Income</th>
<th>Age Groups Represented in Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$30K</td>
<td>8% - 0-5 yrs. 29% - 35-44 yrs.</td>
</tr>
<tr>
<td>$30K-$60K</td>
<td>11% - 6-10 yrs. 34% - 45-54 yrs.</td>
</tr>
<tr>
<td>$61K-$90K</td>
<td>12% - 11-17 yrs. 37% - 55-64 yrs.</td>
</tr>
<tr>
<td>$91K+</td>
<td>10% - 18-24 yrs. 21% - 65-74 yrs.</td>
</tr>
</tbody>
</table>

**Visitor Information**

- **Trip Purpose**
  - All: 88% Vacation, 12% VFR
  - Primary: 82% Vacation, 6% VFR

- **Accommodation Type Used**
  - All: 61% Hotel/motel, 17% Public campground
  - Primary: 82% Hotel/motel, 6% VFR

- **Places Visited On Trip**
  - Yellowstone: 89%
  - Downtown Cody: 25%
  - Buffalo Bill Center: 5%

- **Visitor Demographics**
  - 10% - 18 yrs.
  - 5% - 21 yrs.
  - 10% - 22 yrs.
  - 21% - 25 yrs.
  - 24% - 26 yrs.
  - 25% - 27 yrs.
  - 26% - 28 yrs.
  - 27% - 29 yrs.
  - 28% - 30 yrs.
  - 29% - 31 yrs.
  - 30% - 32 yrs.
  - 10% - 33 yrs.
  - 6% - 34 yrs.
  - 4% - 35 yrs.
  - 3% - 36 yrs.
  - 2% - 37 yrs.
  - 1% - 38 yrs.
  - 1% - 39 yrs.
  - 1% - 40 yrs.
  - 1% - 41 yrs.
  - 1% - 42 yrs.
  - 1% - 43 yrs.
  - 1% - 44 yrs.
  - 1% - 45 yrs.
  - 1% - 46 yrs.
  - 1% - 47 yrs.
  - 1% - 48 yrs.
  - 2% - 49 yrs.
  - 2% - 50 yrs.
  - 3% - 51 yrs.
  - 3% - 52 yrs.
  - 3% - 53 yrs.
  - 3% - 54 yrs.
  - 3% - 55 yrs.
  - 3% - 56 yrs.
  - 3% - 57 yrs.
  - 3% - 58 yrs.
  - 3% - 59 yrs.
  - 3% - 60 yrs.
  - 3% - 61 yrs.
  - 3% - 62 yrs.
  - 3% - 63 yrs.
  - 3% - 64 yrs.
  - 3% - 65 yrs.
  - 3% - 66 yrs.
  - 3% - 67 yrs.
  - 3% - 68 yrs.
  - 3% - 69 yrs.
  - 3% - 70 yrs.
  - 3% - 71 yrs.
  - 3% - 72 yrs.
  - 3% - 73 yrs.
  - 3% - 74 yrs.
  - 3% - 75 yrs.
  - 3% - 76 yrs.
  - 3% - 77 yrs.
  - 3% - 78 yrs.
  - 3% - 79 yrs.
  - 3% - 80 yrs.
  - 3% - 81 yrs.
  - 3% - 82 yrs.
  - 3% - 83 yrs.
  - 3% - 84 yrs.
  - 3% - 85 yrs.
  - 3% - 86 yrs.
  - 3% - 87 yrs.
  - 3% - 88 yrs.
  - 3% - 89 yrs.
  - 3% - 90 yrs.
  - 3% - 91 yrs.
  - 3% - 92 yrs.
  - 3% - 93 yrs.
  - 3% - 94 yrs.
  - 3% - 95 yrs.
  - 3% - 96 yrs.
  - 3% - 97 yrs.
  - 3% - 98 yrs.
  - 3% - 99 yrs.
  - 3% - 100 yrs.

- **Education**
  - 13% high school degr.
  - 22% some college/tech.
  - 40% college degree
  - 24% graduate degree

- **Place of Residence**
  - 60 - CA
  - 39 - CO, WA
  - 34 - MT
  - 28 - OR
  - 26 - ID
  - 25 - TX
  - 24 - UT
Park County, WY Travel Segments 2016

**Overseas visitor**

Summary based on sample size of 154

---

**Entry and Exit points to Park County**

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

---

**4.69 average nights**

At LEAST ONE NIGHT SPENT IN:

- Yellowstone: 89%
- Lake area: 83%
- Old Faithful: 77%
- Mammoth: 64%
- Canyon: 54%
- Fishing Bridge: 44%
- Madison cgrp: 38%
- Norris: 27%
- Backcountry: 16%

---

**Trip Purpose**

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

**Travel Party**

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

**Other Park County**

- Cody: 64%
- Wapiti Valley: 15%
- Powell: 1%
- Meeteeete: 0%

**Nearby Areas**

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

---

**Info Used DURING Trip**

- Most Useful:
  - YNP Visitor center: 71%
  - Map applications: 15%
  - Guide books: 14%
  - Brochure rack: 9%
  - Mobile apps: 2%
  - Other travelers: <1%
  - Cody visitor center: 0%
  - Other: 0%
  - Online reviews: 7%

**Accommodation Type Used**

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

**Places Visited**

- Yellowstone: 97%
- BBCW: 49%
- Cody: 49%
- Cody rodeo: 34%
- Cody Old Trail Town: 16%
- Buffalo Bill Dam/Ctr: 13%
- Heart Mt. Intp. Center: 3%
- Cowboy music show: 3%
- Belden/Meeteeete museum: 0%
- Homestead museum: 0%

---

**Visitor Demographics**

**Income**

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

**Education**

- <1% < High school: 9%
- $20K-$39,999: 10%
- $40K-$59,999: 5%
- $60K-$79,999: 14%
- $80K-$99,999: 28%
- $100K-$119,999: 52%
- $120K-$149,999: 9%
- $150K or more: 11%

**Age:** 48 yrs. (average)

**Group Size:**

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

**Overseas = 154**

- 42=UK
- 19 each = Germany & France; 13 = Netherlands
- 9 each = Australia, China & Italy; 6 = Belgium
- 3 each = Denmark, Spain, Switzerland
- 2 each = Austria, Columbia, New Zealand
- 1 each = Bahamas, Czech Republic, Guatemala, India, Japan, Luxembourg, Malaysia, Mexico, Philippines, Puerto Rico, Slovenia, South Korea, Taiwan
Park County, WY Travel Segments 2016
Repeat Visitor to Park County

INSTITUTE FOR TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Submitted by Norma Nickerson, Ph.D.

Entry and Exit points to Park County

<table>
<thead>
<tr>
<th>Source Used for Planning</th>
<th>Most Useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellowstone NP website</td>
<td>20%</td>
</tr>
<tr>
<td>Online travel reviews</td>
<td>10%</td>
</tr>
<tr>
<td>Guide books</td>
<td>11%</td>
</tr>
<tr>
<td>Cody/Yellowstone Cntr. website</td>
<td>7%</td>
</tr>
<tr>
<td>National park brochure/book/web</td>
<td>7%</td>
</tr>
<tr>
<td>Did not gather information at home</td>
<td>20%</td>
</tr>
<tr>
<td>Websites from private businesses</td>
<td>6%</td>
</tr>
<tr>
<td>WY Travel website</td>
<td>2%</td>
</tr>
<tr>
<td>Mobile apps</td>
<td>3%</td>
</tr>
<tr>
<td>Cody/Yellowstone vacation guide</td>
<td>2%</td>
</tr>
<tr>
<td>Did not use any info listed</td>
<td>9%</td>
</tr>
<tr>
<td>Social Media</td>
<td>2%</td>
</tr>
<tr>
<td>WY travel printed materials</td>
<td>1%</td>
</tr>
<tr>
<td>Travel agent</td>
<td>3%</td>
</tr>
</tbody>
</table>

All Activities:
- Top 3
  - Wildlife watching 63%
  - Watch geysers/geothermal activity 54%
  - Day hiking 41%
  - Shopping/galleries 18%
  - Picnicking 7%
  - Visit friends & relatives 20%
  - Wolf watching 5%
  - Horseback riding 5%
  - Road/tour biking 8%
  - Birding 4%
  - Fishing 6%
  - Attending a sporting event 4%
  - Rafting/floating 4%
  - Attending festival or special event 5%
  - Other types of fishing 3%
  - Taking a commercial tour 2%
  - Kayaking/canoeing 2%
  - Rock climbing 1%
  - Zipline 1%
  - Motorboating 1%
  - Hunting 1%

Income:
- 4% < $20K
- 5% $20K-$39,999
- 12% $40K-$59,999
- 13% $60K-$79,999
- 17% $80K-$99,999
- 16% $100K-$119,999
- 12% $120K-$149,999
- 21% > $150K or more

Education:
- 4% < High school
- 5% High school degree
- 12% Technical college
- 13% Some college
- 17% College degree
- 16% Graduate degree

Age:
- 53 yrs. (average)

Group Size:
- 1=9%; 2=46%; 3=11%; 4=14%; 5=7%; 6=4%; 7=2%;
- 8=1%; 9=1%; 10-20=2%; 20+ =1%

US = 738
Canada = 10
Overseas = 37

Place Visited:
- Yellowstone 14%
- Cody 8%
- Yellowstone Visitor center 19%
- Cody visitor center 12%
- Calamity Campground 4%
- Cody visitor center 12%
- Buffalo Bill Dam/Ctr 1%
- Belden/Meeeteeetse museum 1%

Visitor Demographics

Trip Purpose:
- All 87% Vacation 77%
- 20% VFR 11%
- 9% Pass thru 5%
- 5% Business 4%
- 4% Other 3%
- 3% Shopping <1%

Travel Party:
- 39% Couple
- 27% Immediate family
- 12% Family & friends
- 9% Self
- 7% Friends
- 5% Extended family
- 1% Tour group/club
- 1% Business Associates

Nearby Areas:
- 48% Jackson Hole
- 49% Cody
- 23% Gardiner
- 12% Grand Teton NP

Entry and Exit points to Park County:
- Drove private car/truck 65%
- Rented a car 26%
- Drove private RV 11%

All Sources Used for Planning:
- 41% Yellowstone NP website
- 26% Online travel reviews
- 25% Guide books
- 21% Cody/Yellowstone Cntr. website
- 21% National park brochure/book/web
- 21% Did not gather information at home
- 16% Websites from private businesses
- 11% WY Travel website
- 11% Mobile apps
- 9% Cody/Yellowstone vacation guide
- 9% Did not use any info listed
- 8% Social Media
- 7% WY travel printed materials
- 4% Travel agent

Accommodation Type Used:
- 55% Map applications
- 38% YNP Visitor center
- 33% Brochure rack
- 26% Guide books
- 23% Mobile apps
- 20% Front line employees
- 14% Cody visitor center
- 12% Other
- 9% State visitor center
- 8% Other travelers
- 8% Online reviews

Miscellaneous:
- 0% 1st time to Park County
- 21% 1st time to YNP in 10 yr.
- 32% Flew on portion of trip

4.63 average nights
At least one night spent in:
- Yellowstone
  - 12% Lake area
  - 17% Old Faithful
  - 9% Mammoth
  - 11% Canyon
  - 7% Fishing Bridge
  - 4% Madison cgrp
  - 3% Norris
  - 2% Backcountry
- Cody Airport
  - E=10%
  - X=10%
  - E=16%
  - X=10%

- W. Yellowstone
  - E=10%
  - X=10%
  - E=20%
  - X=22%
  - E=15%
  - X=18%
  - E=10%
  - X=8%

- Cody
  - E=9%
  - X=10%
  - E=8%
  - X=7%
  - E=6%
  - X=7%
  - E=2%
  - X=3%
  - E=5%
  - X=5%
  - E=16%
  - X=10%

- Grand Teton NP
  - E=10%
  - X=10%
  - E=8%
  - X=7%
  - E=6%
  - X=7%
  - E=2%
  - X=3%
  - E=5%
  - X=5%
  - E=16%
  - X=10%

- Gardiner
  - 23%
  - Grand Teton NP
  - 12%
  - Cody
  - 63%
  - Wapiti Valley
  - 9%
  - Yellowstone NP website
  - 41%
  - Cody/Yellowstone Cntr. website
  - 21%
  - National park brochure/book/web
  - 21%
  - Did not gather information at home
  - 21%
  - Websites from private businesses
  - 16%
  - WY Travel website
  - 11%
  - Mobile apps
  - 11%
  - Guide books
  - 25%
  - Online travel reviews
  - 26%
  - Brochure rack
  - 33%
  - YNP Visitor center
  - 38%
  - Rented cabin/condo
  - 23%
  - Private home (VFR)
  - 26%
  - Front line employees
  - 20%
  - Cody visitor center
  - 14%
  - Dude ranch
  - 12%
  - State visitor center
  - 9%
  - Other travelers
  - 8%
  - Online reviews
  - 8%
  - Heart Mt. Intp. Center
  - 84%
  - Cody Old Trail Town
  - 50%
  - Cody rodeo
  - 18%
  - Homesteader museum
  - 15%
  - Resort/condo
  - 1%
  - Belden/Meeeteeetse museum
  - 15%
Entry and Exit points to Park County

**70% drove car/truck**  75% will return within 5 years
**17% drove rented vehicle**  98% were satisfied/very satisfied with trip
**11% drove an RV/camper**
**4% drove motorcycle**

---

**Top 3 Activities**

- 65% Road maps
- 39% Brochures from racks
- 35% Front line person

**Most Useful**

- 66% Hotel/motel
- 20% Public campground
- 11% Private campground

**Sources Used During Trip**

- 6% MT or ID state travel guide
- 5% Cody Rodeo

**Accommodation Type Used**

- 7% Old Town Tour
- 2% Belden/Meeteetse museum
- 3% None of these

**Places Visited On Trip**

- 85% Yellowstone
- 46% Downtown Cody
- 36% Buffalo Bill Center

**Visitor Demographics**

<table>
<thead>
<tr>
<th>Income</th>
<th>Age Groups Represented in Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$30K</td>
<td>7% 0-5 yrs. 29% 35-44 yrs.</td>
</tr>
<tr>
<td>$30K-$60K</td>
<td>14% 6-10 yrs. 33% 45-54 yrs.</td>
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<td>$61K-$90K</td>
<td>11% 11-17 yrs. 40% 55-64 yrs.</td>
</tr>
<tr>
<td>$91K +</td>
<td>10% 18-24 yrs. 24% 65-74 yrs.</td>
</tr>
</tbody>
</table>

**Education**

- 12% high school degr.
- 18% college degree
- 43% college degree

**Group Size**

- 7% 1-4
- 2% 16+
- 5% 5-10

**Place of Residence**

| 36 – CA | 16– IL,MN,OR | 7 or less – all states |
| 35 – MT | 14– AZ | Canada - ONT, BC, Queb,Sask |
| 32 – CO | 13– FL,PA | Foreign - France , Ireland |
| 31 – WA | 11 – MO,VA | Australia, Germany, Scotland, |
| 28 – UT, WY | 10 – SD | Nigeria, Czech, Indonesia, |
| 25 – ID | 9 – IA,MI, WI | |
| 20 – TX | 8 – IN, NE | |

---

**Summary based on sample size of 536**

**Repeat Visitors to Park County**

- 9% Entry and Exit points to Park County
- 11% drove an RV/camper
- 98% were satisfied/very satisfied with trip
- 70% drove car/truck
- 17% drove rented vehicle
- 26% drove car/truck
- 32% drove car/truck...
Park County, WY Travel Segments 2016
Summer (June, July, August)
Summary based on sample size of 1,103

Entry and Exit points to Park County

4.7 average nights
At LEAST ONE NIGHT SPENT IN:

### Yellowstone
- 16% Lake area
- 21% Old Faithful
- 13% Mammoth
- 15% Canyon
- 7% Fishing Bridge
- 4% Madison cgrp
- 3% Norris
- 3% Backcountry

### Other Park County
- 58% Cody
- 11% Wapiti Valley
- 4% Powell
- 1% Meeteetse

### Nearby Areas
- 51% Jackson Hole
- 51% W. Yellowstone
- 17% Gardiner
- 16% Grand Teton NP

#### Trip Purpose
<table>
<thead>
<tr>
<th>All</th>
<th>Primary</th>
</tr>
</thead>
<tbody>
<tr>
<td>91%</td>
<td>Vacation</td>
</tr>
<tr>
<td>13%</td>
<td>VFR</td>
</tr>
<tr>
<td>9%</td>
<td>Pass thru</td>
</tr>
<tr>
<td>4%</td>
<td>Business</td>
</tr>
<tr>
<td>3%</td>
<td>Other</td>
</tr>
<tr>
<td>1%</td>
<td>Shopping</td>
</tr>
</tbody>
</table>

#### Travel Party
- 33% Couple
- 32% Immediate family
- 14% Family & friends
- 7% Self
- 6% Extended family
- 5% Friends
- 3% Tour group/club
- <1% Business Associates

#### Miscellaneous
- 50% 1st time to Park County
- 21% 1st time to YNP in 10 yr.
- 36% Flew on portion of trip

#### Info Used DURING Trip
<table>
<thead>
<tr>
<th>Most Useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>64% Map applications</td>
</tr>
<tr>
<td>47% YNP Visitor center</td>
</tr>
<tr>
<td>38% Brochure rack</td>
</tr>
<tr>
<td>34% Guide books</td>
</tr>
<tr>
<td>27% Mobile apps</td>
</tr>
<tr>
<td>24% Front line employees</td>
</tr>
<tr>
<td>15% Cody visitor center</td>
</tr>
<tr>
<td>11% State visitor center</td>
</tr>
<tr>
<td>9% Other travelers</td>
</tr>
<tr>
<td>9% Other</td>
</tr>
</tbody>
</table>

#### Accommodation Type Used
- 57% Hotel/motel

#### Places Visited
- 90% Yellowstone
- 45% Downtown Cody
- 38% BBCW
- 26% Cody rodeo
- 13% Buffalo Bill Dam/Ctr

#### Visitor Demographics

<table>
<thead>
<tr>
<th>Income</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>7% &lt;$20K</td>
<td>2% &lt; High school</td>
</tr>
<tr>
<td>4% $20K-$39,999</td>
<td>5% High school degree</td>
</tr>
<tr>
<td>11% $40K-$59,999</td>
<td>4% Technical college</td>
</tr>
<tr>
<td>10% $60K-$79,999</td>
<td>17% Some college</td>
</tr>
<tr>
<td>15% $80K-$99,999</td>
<td>43% College degree</td>
</tr>
<tr>
<td>17% $100K-$119,999</td>
<td>29% Graduate degree</td>
</tr>
<tr>
<td>9% $120K-$149,999</td>
<td></td>
</tr>
<tr>
<td>27% $150K or more</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>49 yrs. (average)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Group Size</th>
<th>US =927</th>
<th>Canada = 23</th>
<th>Overseas = 110</th>
</tr>
</thead>
<tbody>
<tr>
<td>1=7%</td>
<td>85 – CA</td>
<td>ABL, BC, ON, QUE</td>
<td>23-UK; 16 – France; 15 – Germany;</td>
</tr>
<tr>
<td>2=40%</td>
<td>47 – TX</td>
<td>SASK</td>
<td>7-Italy; 6 ea. -China, Australia &amp;</td>
</tr>
<tr>
<td>3=12%</td>
<td>40-46 – CO, WA,</td>
<td>Netherland;</td>
<td>Europe;</td>
</tr>
<tr>
<td>4=17%</td>
<td>WI, MN, FL</td>
<td>N.Slovakia;</td>
<td>8&lt; Belgium, Taiwan,</td>
</tr>
<tr>
<td>5=9%</td>
<td>20-39 – IL, MT, PA, ID, UT, MI, OR</td>
<td>20-39 –</td>
<td>N. Zealand, Spain, Swiz, Bahamas,</td>
</tr>
<tr>
<td>6=5%</td>
<td>NY, OH, WY GA, VA</td>
<td>NY, OH, WY GA, VA</td>
<td>Czech Rep., India, Japan, Luxembourg,</td>
</tr>
<tr>
<td>7=3%</td>
<td></td>
<td></td>
<td>Malaysia, Mexico, Philippines, Slovenia,</td>
</tr>
<tr>
<td>8=1%</td>
<td></td>
<td></td>
<td>Taiwan,</td>
</tr>
</tbody>
</table>
Park County Travel segments:

**Summer Visitor (June-Aug.)**

Summary based on sample size of 631

**Park County Travel Council**

Park County, WY

2005

---

**Entry and Exit Points to Park County**

- Cody Airport*
- Cody Airport
- Yellowstone (52%)
- Old Faithful
- Lake area
- Mammoth
- Canyon
- Grant
- Tower
- Norris
- Madison cog
- Backcountry
- Slough cr.

**Other Park County**

- Cody (46%)
- Wapiti Valley (2%)
- Powell (2%)
- Greybull (1%)
- Meeteetse

**Nearby Areas**

- Jackson TNP (28%)
- W. Yellowstone (22%)
- Gardiner (7%)
- Livingston (6%)
- Big Sky/Bozeman
- Cooke City (3%)

---

### Sources Used During Trip

- 71% Road maps
- 43% Guide books
- 37% Brochures from racks
- 36% Front line person
- 25% YNP Visitor ctr. person
- 18% Other travelers
- 11% Person at attractions
- 8% WY visitor center
- 7% Cody visitor ctr. person
- 2% MT or ID visit center

---

### Accommodation Type Used

- 64% Hotel/motel
- 20% Public campground
- 8% Private campground
- 6% Rental cabin/condo
- 6% Private home
- 2% Resort/condo
- 2% Dude ranch
- 1% 2nd home

---

### Places Visited On Trip

- Yellowstone (89%)
- Old Town Tour (46%)
- Downtown Cody (39%)
- Buffalo Bill Center (18%)
- Cody Rodeo (11%)

---

### Visitor Demographics

**Income**

- 9% <$30K
- 30% $30K-$60K
- 28% $61K-$90K
- 33% $91K+

**Education**

- 12% high school degr.
- 18% some college/tech.
- 47% college degree
- 22% graduate degree

**Age Groups Represented in Party**

- 8% 0-5 yrs.
- 18% 6-10 yrs.
- 18% 11-17 yrs.
- 12% 18-24 yrs.
- 17% 25-34 yrs.
- 12% 35-44 yrs.
- 8% 45-54 yrs.
- 33% 55-64 yrs.
- 21% 65-74 yrs.

**Group Size**

- 6% - 1
- 2% 2 - 7
- 10% 8 - 15
- 9% 16 - 24

**Place of Residence**

- 52 - CA
- 32 - ID
- 29 - CO
- 28 - WA
- 27 - MN
- 25 - OR
- 52 - CA
- 32 - ID
- 29 - CO
- 28 - WA
- 27 - MN
- 25 - OR

---

### All Activities

- 72% Internet
- 50% Road maps
- 34% Guide book
- 20% Auto club (e.g., AAA)
- 10% National park brochure/book/web
- 12% National park visitor information
- 11% Travel agent
- 8% WY state travel guide
- 7% TV Channel
- 6% magazine/newspaper article
- 5% Yellowstone reservation Dept.
- 4% Cody Chamber of Commerce
- 4% info from private businesses
- 2% Buffalo Bill’s Yellowstone Country
- 2% MT or ID state travel guide
- 11% Did not gather information at home

---

### Most Useful

- 72% Internet
- 50% Road maps
- 34% Guide book
- 20% Auto club (e.g., AAA)
- 10% National park brochure/book/web
- 12% National park visitor information
- 11% Travel agent
- 8% WY state travel guide
- 7% TV Channel
- 6% magazine/newspaper article
- 5% Yellowstone reservation Dept.
- 4% Cody Chamber of Commerce
- 4% info from private businesses
- 2% Buffalo Bill’s Yellowstone Country
- 2% MT or ID state travel guide
- 11% Did not gather information at home

---

### Top 3 Activities

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

---

### Other Activities

- 21% drove rented vehicle
- 12% drove an RV/camper
- 63% drove car/truck
- 80% will return within 5 years
Park County, WY Travel Segments 2016

**BB Center of the West**

Summarized based on a sample size of 614

---

**Entry and Exit Points to Park County**

- E=4% / X=5%
- E=9% / X=10%
- E=16% / X=14%
- E=15% / X=17%
- E=13% / X=11%
- E=5% / X=6%
- E=21% / X=19%

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

---

**5.10 Average Nights**

- **At Least One Night Spent In:**
  - Yellowstone
  - Cody
  - W. Yellowstone
  - Gardiner
  - Grand Teton NP

- **Trip Purpose:**
  - All
  - Primary
  - 94% Vacation
  - 11% VFR
  - 7% Pass thru
  - 3% Business
  - 3% Other
  - 2% Shopping

**Travel Party**

- Did not gather information at home
- Attending festival or special event
- Cody/Yellowstone vacation guide
- National park brochure/book/web
- Online reviews
- Did not gather information at home
- Did not use any info listed

**Sources Used For Planning**

- Yellowstone NP website
- Cody/Yellowstone CNtry. website
- Guide books
- National park brochure/book/web
- Websites from private businesses
- Cody/Yellowstone vacation guide
- Mobile apps
- WY Travel printed materials
- Travel agent
- Social Media
- Did not gather information at home
- Did not use any info listed

- **Most Useful:**
  - Map applications
  - Brochure rack
  - YNP Visitor center
  - Guide books
  - Cody visitor center
  - Mobile apps
  - Front line employees
  - State visitor center
  - Other travelers
  - Online reviews
  - Other

**Accommodation Type Used**

- **Most Common:**
  - Cody Old Trail Town
  - Heart Mt. Intp. Center
  - Cowboy music show
  - Homesteader museum
  - Belden/Meetetsee museum

**Visitor Demographics**

**Information Used During Trip**

- **Most Common:**
  - BBCW
  - Yellowstone
  - Downtown Cody
  - Cody rodeo
  - Buffalo Bill Dam/Ctr

**Income**

- 3% <$20K
- 6% $20K-$39,999
- 15% $40K-$59,999
- 14% $60K-$79,999
- 19% $80K-$99,999
- 10% $100K-$119,999
- 10% $120K-$149,999
- 20% $150K or more

**Education**

- <1% < High school
- 12% High school degree
- 4% Technical college
- 12% Some college
- 41% College degree
- 32% Graduate degree

**Age:**

- 51 yrs. (average)

**Group Size:**

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

**US =539 Canada = 22 Overseas = 73**

**States not represented:** HI, RI, DC
Park County Travel Segments: Visitors to Buffalo Bill Center

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

Submitted by Norma Nickerson, Ph.D.
Park County Travel Council
Park County, WY
2005

5.38 average nights

At LEAST ONE NIGHT SPENT IN:

Yellowstone (40%)
23% Lake area
23% Old Faithful
8% Mammoth
9% Canyon
7% Grant
2% Norris
3% Tower
3% Madison cgpr
1% Backcountry
0% Slough cr.

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

Other Park County
73% Cody
7% Wapiti Valley
2% Powell
2% Greybull
1% Meeteetse

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

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

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

53% - First time to Park County
44% - First time to YNP in 10 yrs.
27% - Flew on portion of trip*

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

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

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

Places Visited On Trip
89% Yellowstone Cody Rodeo
79% Downtown Cody Belden/Meeteetse museum
100% Buffalo Bill Center Homesteader museum
24% Dam/visitor center None of these
15% Old Town Tour

Visitor Demographics
Age Groups Represented in Party
5% <$30K 4% 0-5 yrs 22% 35-44 yrs.
29% $30K-$60K 14% 6-10 yrs. 31% 45-54 yrs.
33% $61K-$90K 10% 11-17 yrs. 43% 55-64 yrs.
33% $91K + 7% 18-24 yrs. 32% 65-74yrs.

Education
13% high school degree Group Size
18% some college/Tech. 5% - 1 16% - 4 7% 16+
45% college degree 54% - 2 5% - 5
22% graduate degree 8% - 3 7% - 6-15

Place of Residence (4 states not represented: DE, HI, MS, RI)
31- CA 11- ID,OR, WI 7 or less – all other states
20- FL 10- MI, NE Canada - ONT, BC, Alb
19- CO 9- IA, IN, NC Foreign - France , UK, Ireland,
17- MN, PA 9- OH, WY Australia, Germany, Scotland,
16- NY 8- GA Holland, Belgium, Japan Czech,
14- TX 7- VA Norway, Denmark, Indonesia,
12- WA, AZ 6- MI, NE Netherlands

* Cody airport intercepts not included

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

25-34 yrs.
9% 35-44 yrs.
22% 45-54 yrs.
33% 55-64 yrs.
33% 65-74 yrs.
9% 75+ yrs.

WY state travel guide 4%
5% MT or ID state travel guide <1%
4% info from private businesses <1%
5% Buffalo Bill’s Yellowstone Country 1%
8% TV Travel channel <1%
7% Did not gather information at home

Entry and Exit points to Park County

Cody Airport
E=6% X=8%

E=13% X=11%

E=19% X=31%

E=26% X=17%

E=3% X=4%

E=7% X=6%

E=26% X=17%

E=3% X=5%

E=17% X=6%

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

All Sources Used During Trip
Accommodation Type Used
70% Hotel/motel 18% Public campground
46% Brochures from racks 11% Private campground
48% Guide books 5% Rent a cabin/condo
28% YNP Visitor ctr. person 8% Private home
24% Person at attractions 4% Dude ranch
21% Other travelers 2% Resort/condo
17% Cody visitor ctr. person <1% 2nd home
10% Wy visitor center
3% MT or ID visitor ctr.

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

Entry and Exit points to Park County

E=19% E=17% E=13%
X=14% X=31% X=11%

* Cody airport intercepts not included

E=9% X=4%

E=5% X=1%

E=7% X=6%

E=26% X=17%

Cody Airport* E=6% X=7%
Park County Travel Segments:
Visitors Intercepted in YNP

Summary based on sample size of 606

Submitted by
Norma Nickerson, Ph.D.
Park County Travel Council
Park County, WY
2005

4.82 average nights
At LEAST ONE NIGHT SPENT IN:

Yellowstone (88%)
22% Lake area
27% Old Faithful
18% Mammoth
13% Canyon
9% Grant
4% Norris
5% Tower
4% Madison cpgr
<1% Backcountry
<1% Slough cr.

Other Park County
20% Cody
<1% Wapiti Valley
<1% Powell
<1% Greybull
<1% Meeteetse

Nearby Areas
33% Jackson/TNP
32% W. Yellowst.
10% Gardiner
8% Livingston/Big Sky/Bozeman

All Sources Used for Planning
Most Useful

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

All Activities
Top 3 Activities

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

Source Used During Trip

72% Road maps 65%
41% Brochures from racks 18%
39% Front line person 7%
46% Guide books 9%
40% YNP Visitor ctr. person 2%
14% Person at attractions <1%
16% Other travelers 0%
3% Cody visitor ctr. person 0%
8% WV visitor center 0%
3% MT or ID visitor ctr. 0%

Places Visited On Trip

100% Yellowstone 6% Cody Rodeo
22% Downtown Cody <1% Belden/Meeteetse museum
20% Buffalo Bill Center <1% Homesteader museum
9% Dam/visitor center 1% None of these
9% Old Town Tour 0%

Visitor Demographics

Income Age Groups Represented in Party

7% <$30K 7% 0-5 yrs. 28% 35-44 yrs.
26% $30K-$60K 14% 6-10 yrs. 34% 45-54 yrs.
28% $61K-$90K 14% 11-17 yrs. 40% 55-64 yrs.
39% $91K + 11% 18-24 yrs. 27% 65-74 yrs.

Education Group Size

12% high school degr. 16% 25-34 yrs. 7% 75+ yrs.
19% some college/Tech. 1% 19% 4% 3% 16+
41% college degree 54% 2% 6% 5
27% graduate degree 9% 3% 8% 6-15

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

49 – CA 17 – WI Canada - BC, Quebec, Sask.
31 - CO 12 – MN, AZ, MI Foreign - France, UK, Switz.,
36 – WA 11 – GA Australia., Germany, Scotland,
24 - MT 10 – IN, IA, MO Holland, Nigeria, China, Guam,
23 - ID 9 – AZ, IN Belgium, Austria, Japan, Italy,
22 –UT, IL, TX, FL 8 – KY, OK, Indonesia, Netherlands,
18 – OR, VA 7 or less - others Slovenia
Appendix C: Questionnaire
2016 Park County Visitor Survey

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

Where did you enter Park County (circled area)?
- through West Yellowstone
- through Mammoth
- through Grand Teton NP/Jackson
- through Powell, WY
- through Greybull, WY
- through Meeteetse, WY
- through Red Lodge, MT
- Airport in Cody, WY
- through Cooke City, MT
- through WY Hwy. 120

Where will you exit Park County (circled area)?
- at West Yellowstone
- at Mammoth
- at Grand Teton NP/Jackson
- at Powell, WY
- at Greybull, WY
- at Meeteetse, WY
- at Red Lodge, MT
- at Cody, WY
- at Cooke City, MT
- through WY Hwy. 120

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

- Park County, Yellowstone or Grand Teton National Park
- Outside Park County

How many total number of nights have/will you spend on this trip in Park County (which includes Yellowstone)?
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- more than 10 nights

If spending nights in Park County, what type of accommodations did or will you stay in on this trip? ("X" all that apply.)
- Motel/hotel
- Home of friend/relative
- Guest/dude ranch
- Private campground
- Rented cabin/home
- Resort/condominium
- Public campground
- My second home/cabin/condo
- Other

What are the purposes for your trip to Park County? ("X" all that apply.)
- 1 vacation/recreation/pleasure
- 2 visit friends/relatives/family event
- 3 Just passing through
- 4 Shopping
- 5 Business/convention
- 6 Other

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

Which option below best describes your travel party? ("X" only one option.)
- self
- couple
- immediate family
- extended family
- friends
- family & friends
- business assoc.
- tour group or club
How many people are in your travel group on this trip?

1 2 3 4 5 6 7 8 9 10-20 more than 20

Is this your first visit to Park County (remember Yellowstone NP is in Park County)?

Yes  No

If NO:

How many visits to Yellowstone National Park have you made in the past 10 years?

1 to 5 6 to 10 more than 10

How many visits to other parts of Park County such as Cody, Powell, or Meeteese have you made in the past 10 years?

1 to 5 6 to 10 more than 10

Did you fly on a commercial air carrier for any portion of this trip?

Yes  No

If YES:

What airport did you fly into?

Cody, WY Jackson, WY Billings, MT Bozeman, MT Salt Lake City, UT Denver, CO Idaho Falls, ID Rapid City, SD Other (please specify)

While traveling in Park County on this trip, what type of transportation have you/will you use(d)?

- Private auto/truck - Rented auto/truck - Yellowstone Park tour bus - Motorcycle - Private RV - Rented RV - Private company tour bus

While at home, what sources of information did you use for planning this trip?


What activities have you/will you participate(d) in while in Park County including Yellowstone? ("X" all that apply.)


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

a. b. c.

What is your age?

What is your gender

What best describes your annual household income in US dollars?

less than $20,000 $20,000-$39,999 $40,000-$59,999 $60,000-$79,999 $80,000-$99,999 $100,000-$119,999 $120,000-$149,999 $150,000 or more

What is the highest level of education you have completed?

less than high school high school degree technical college some college college degree graduate degree

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

What is your zip code?

Would you recommend this trip to your friends/relatives?

Yes  No

When will you return to Park County?

never within 1 year within 3 years within 5 years within 10 years

Please circle the number that represents your overall satisfaction with your visit to Park County, Wyoming.

Very Dissatisfied 1 2 3 4 5 Very Satisfied