

NPS CSP – Visitor Concessions Satisfaction Survey

Note: Survey programming instructions are in **bold**. All responses **except** the Satisfaction component allow a “Don’t Know” option. Section headings and question numbers/labels not presented to respondent.

Note: Rating items on the 1 to 10 scale will generally be presented in a tabular format for ease of response. E.g.:

	1 – Poor	2	3	4	5	6	7	8	9	10 – Excellent	Don't know/not applicable
Cleanliness of room											

Introduction

Thank you for participating in this survey! We would like to have a better understanding of your experiences with various services during your recent National Park experience in an effort to build upon current strengths and make improvements where necessary.

The questionnaire should take between 5 and 10 minutes to complete, depending upon your experiences. While answering the survey questions, please limit your responses to your experiences to just your most recent visit or stay.

1. Please select the park you most recently visited:
[DROP DOWN OF PARK LIST]

2. Which of the following services did you use inside of the park? (please select all that apply)
 - 1 Lodging
 - 2 Food and Beverage outlets
 - 3 Retail outlets
 - 4 Other services such as tour operations, outfitters, etc.

3. Which lodge/hotel did you stay in? (Select all that apply)
[DROP DOWN OF ASSOCIATED LODGING CHOICES]

4. At which restaurant/café/snack shop did you purchase food? (Select all that apply)
[DROP DOWN OR LIST OF ASSOCIATED 'FOOD/BEVERAGE' CHOICES]

5. Which retail outlets/gift shops did you visit? (Select all that apply)
[DROP DOWN OR CHECKLIST OF ASSOCIATED 'RETAIL' CHOICES]

6. What other services such as tour companies, outfitters, guides, and so on did you use while inside of the park? (Select all that apply)
[DROP DOWN OR CHECK LIST OF ASSOCIATED 'OTHER' CHOICES]

Park Experience

7. How long was your visit to [PARK]?
 - 1 Less than a full day
 - 2 One full day
 - 3 2-5 days
 - 4 Longer than 5 days

8. Were you visiting with children?
 - 1 Yes
 - 2 No
 - 3 Only for a portion of the visit

9. Had you previously been to [PARK] before this most recent visit?
 - 1 Yes, as an adult
 - 2 Yes, as a child
 - 3 No
 - 4 I don't recall

10. How often do you visit U.S. National Parks?
 - 1 Several times a year or more
 - 2 Roughly once or twice each year
 - 3 Every few years or so
 - 4 My recent visit was my first

Lodging (if Q2=1)

Please think about your recent stay at [LODGING OPTION SELECTED]. Using a scale from 1-10 where 1 means 'Poor' and 10 means 'Excellent,' please rate [LODGING OPTION SELECTED] on the:

11. Ease of making your reservation
12. Speed of service at check-in
13. Speed of service at checkout
14. Cleanliness of your room(s)
15. Condition and operation of room amenities (e.g. bathroom fixtures, lighting, television, bedding comfort and quality, Wi-Fi, etc.)
16. Condition and appearance of the facility generally
17. Friendliness of staff
18. Knowledge and professionalism of their staff
19. Value for the price you paid
20. Using a scale from 1-10 where 1 means 'Very Dissatisfied' and 10 means 'Very Satisfied', please rate your overall satisfaction with [LODGING OPTION SELECTED].
21. Using the same scale, where 1 now means 'Falls short of your expectations' and 10 means 'Exceeds your expectations,' how well would you say [LODGING OPTION SELECTED] compared to your expectations?
22. On the same scale where 1 now means 'Not very close to the ideal' and 10 means 'Very close to ideal,' how close or far away did your experience at [LODGING OPTION SELECTED] compare to your ideal for lodging services in a park?

On a scale of 1 to 10, where 1 is "Not Likely" and 10 "Very Likely", how like would you say you would be to:

23. Visit [LODGING OPTION SELECTED] again on future visits to the park?
24. Recommend [LODGING OPTION SELECTED] to other visitors to the park?
25. Did you rate or comment about your most recent experience with [LODGING OPTION SELECTED] on social media (e.g., rate on Yelp!, TripAdvisor; "check in" on Facebook, etc.)?
 - 1 Yes, during my stay
 - 2 Yes, after my stay
 - 3 No
 - 4 I don't recall
26. **[If Q25=1 or 2]** Would you say your comments/ratings were generally negative, positive, or a bit of both?
 - 1 Positive
 - 2 Negative
 - 3 A mix of positive and negative comments
 - 4 Prefer not to say
27. Do you have any suggestions for improvement or other feedback about your experience at [LODGING OPTION SELECTED]? **(capture open end)**

Food and Beverage (if Q2=2)

Please think about your recent experiences at [FOOD/BEVERAGE OPTION SELECTED]. Using a scale from 1-10 where 1 means 'Poor' and 10 means 'Excellent,' please rate [FOOD/BEVERAGE OPTION SELECTED] on the:

- 28. Condition and appearance of their facility
- 29. Variety of their food and beverage choices
- 30. Quality of the food (freshness, taste, etc.)
- 31. Speed of their service (time waiting in line or to be served, bussed, receive bill)
- 32. Friendliness of their staff
- 33. Value for the price you paid
- 34. Using a scale from 1-10 where 1 means 'Very dissatisfied' and 10 means 'Very satisfied,' please rate your overall satisfaction with [FOOD/BEVERAGE OPTION SELECTED].
- 35. Using the same scale where 1 now means 'Falls short of your expectations' and 10 means 'Exceeds your expectations,' how would you say [FOOD/BEVERAGE OPTION SELECTED] compared to your expectations?
- 36. On the same scale, where 1 means 'Not very close to the ideal' and 10 means 'Very close to ideal,' how close or far away was [FOOD/BEVERAGE OPTION SELECTED] from your ideal for food or beverage services of this type in a park?

On a scale of 1 to 10, where 1 is "Not Likely" and 10 "Very Likely", how like would you say you would be to:

- 37. Visit [FOOD/BEVERAGE OPTION SELECTED] again on future visits to the park?
- 38. Recommend [FOOD/BEVERAGE OPTION SELECTED] to other visitors to the park?
- 39. Did you rate or comment about your most recent experience with [FOOD/BEVERAGE] on social media (e.g., rate on Yelp!, TripAdvisor; "check in" on Facebook, etc.)?
 - 1 Yes, while I was there
 - 2 Yes, later on
 - 3 No
 - 4 I don't remember
- 40. **[If Q39=1 or 2]** Would you say your social media comments or ratings were generally negative, positive, or a bit of both?
 - 1 Positive
 - 2 Negative
 - 3 A mix of positive and negative comments
 - 4 Prefer not to say
- 41. Do you have any suggestions for improvement or other feedback regarding your experience at [FOOD/BEVERAGE OPTION SELECTED]? **(capture open end)**

Retail (if Q2=3)

Please think about your recent experiences shopping at [RETAIL OPTION SELECTED]. Using a scale from 1-10 where 1 means 'Poor' and 10 means 'Excellent,' please rate [RETAIL OPTION SELECTED] on the:

- 42. Condition/appearance of their facility
- 43. Appeal of the product displays
- 44. Speed of service they provided (e.g., time waiting in line)
- 45. Friendliness, knowledge, and professionalism of their staff
- 46. Quality of items they had for sale
- 47. Selection of items offered (e.g. variety, themes related to park, locally/U.S. made, etc.)
- 48. Value for the price you paid
- 49. Using a scale from 1-10 where 1 means 'Very dissatisfied' and 10 means 'Very satisfied,' please rate your overall satisfaction with [RETAIL OPTION SELECTED].
- 50. On the same scale where 1 now means 'Falls short of your expectations' and 10 means 'Exceeds your expectations,' how would you say [RETAIL OPTION SELECTED] compared to your expectations?
- 51. Using the same scale, where 1 now means 'Not very close to the ideal' and 10 means 'Very close to the ideal,' how close or far away was [RETAIL OPTION SELECTED] compared to your ideal for this type of shopping experience?

On a scale of 1 to 10, where 1 is "Not Likely" and 10 "Very Likely", how like would you say you would be to:

- 52. Visit [RETAIL OPTION SELECTED] again on future visits to the park?
- 53. Recommend [RETAIL OPTION SELECTED] to other visitors to the park?
- 54. Do you have any suggestions for improvement or other feedback related to your experience at [RETAIL OPTION SELECTED]? **(capture open end)**

Other Services (if Q2=4)

Please think about your recent experiences with [OTHER OPTION SELECTED]. Using a scale from 1-10 where 1 means 'Poor' and 10 means 'Excellent,' please rate [OTHER OPTION SELECTED] on the:

- 55. Condition and appearance of their facilities
- 56. Cleanliness of their public restrooms (if available)

- 57. Quality of the services they provided
- 58. Condition of equipment they provided (if applicable)

- 59. Friendliness of their staff
- 60. Knowledge and professionalism of their staff

- 61. Value for the prices you paid

- 62. Using a scale from 1-10 where 1 means 'Very dissatisfied' and 10 means 'Very satisfied,' please rate your overall satisfaction with [OTHER OPTION SELECTED].

- 63. Using the same scale, where 1 now means 'Falls short of your expectations' and 10 means 'Exceeds your expectations,' how would you say [OTHER OPTION SELECTED] compared to your expectations?

- 64. On the same scale where 1 now means 'Not very close to the ideal' and 10 means 'Very close to the ideal,' how close or far away was [OTHER OPTION SELECTED] to your ideal for this type of service?

On a scale of 1 to 10, where 1 is 'Not Likely' and 10 'Very Likely,' how likely would you say you would be to:

- 65. Visit [OTHER OPTION SELECTED] again on future visits to the park?
- 66. Recommend [OTHER OPTION SELECTED] to other visitors to the park?

- 67. Do you have any suggestions for improvement or other feedback related to your experience at [OTHER OPTION SELECTED]? **(capture open end)**

Demographics

Finally, please provide a little information about yourself.

68. What is your age?
- 1 18-21
 - 2 22-30
 - 3 31-40
 - 4 41-50
 - 5 51-60
 - 6 61-70
 - 7 71 or older
69. What is your gender?
- 1 Male
 - 2 Female
70. Which best describes your citizenship?
- 1 U.S. citizen or Permanent Resident
 - 2 Non-U.S. citizen living in another country
71. **[if Q70 =1]** What is your home ZIP code? **(capture 5 digits)**
72. Finally, how were you made aware of this survey?
- 1 Receipt
 - 2 Signage
 - 3 Hotel checkout paperwork
 - 4 Employee told me about it
 - 5 Other

Close

Thank you for taking the time today to complete this survey. Please click "finish" to submit your responses and exit the survey.