



Who Cares?

Assessing Recreationists' Interests and Satisfaction Levels on the Public Lands



Understanding Our Users is Important

- The agencies know that people come, but do not have enough information about their wants and needs
- Are we asking the right questions?
- We need to understand different demographics, their needs and interests in order to meet their expectations
- Market analysis

Resistance to Change

- Agencies need to respond to visitor expectations
- We may not “know best” what’s right for the for the visitor
- If agencies don’t respond to visitor interests, visitors may stop coming
- How do we meet visitor needs/interests and still be true to the agency mission?

Making Use of Existing Data

- Agency Data (NPS Comp. Study, FS NVUM, BLM Visitor Use Satisfaction)
- Local Visitor's Bureaus, State Office of Tourism
- State Comprehensive Outdoor Recreation Plan
- National surveys and commercial trends reports
- Commercial Partners (Concessionaires, local businesses, Google)

Agency Options for Collecting Information

- Direct visitor surveys (agency or partner)
- Observational
- Informal data collection (Yelp, Trip Advisor social networks)
- Webcams (big brother is watching...)
- Interagency “big picture” (FICOR could develop multi-agency instrument, Rec.gov)

Barriers to Collecting Data

- Cost
- Agencies are slow to implement new technology
- OMB (Paperwork Reduction Act)
- Staff resources
- Ability to analyze and implement the findings in a timely manner

Partners Can Help

- Partners and/or universities can assist with data collection
- Through the development of marketing plans
- Through the use of information that they have already collected/obtained
- Partners can help visitors understand the importance of the data collection

What do we do?

- We need to understand our visitor, their interests and needs
- We need to find better ways to share information
- We need to make better use of existing data
- We need to look for creative ways to collect information and utilize the skills and abilities of our partners