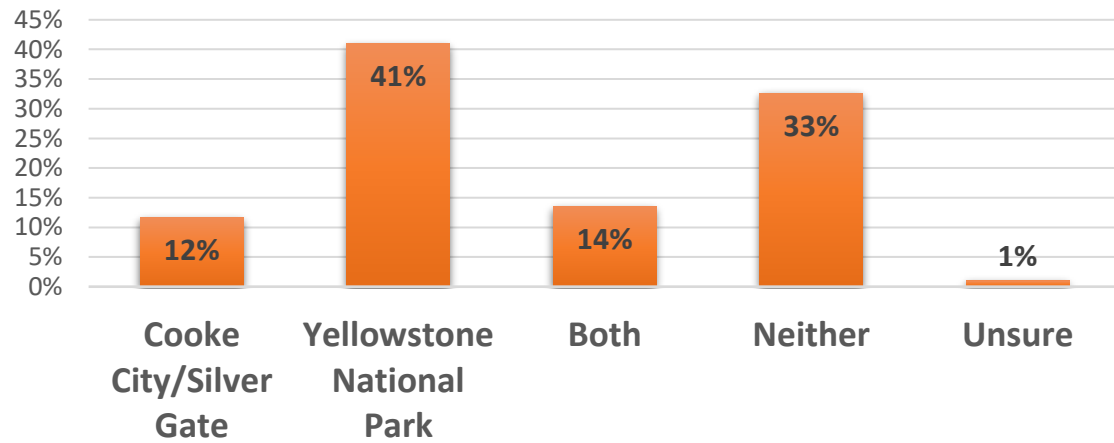


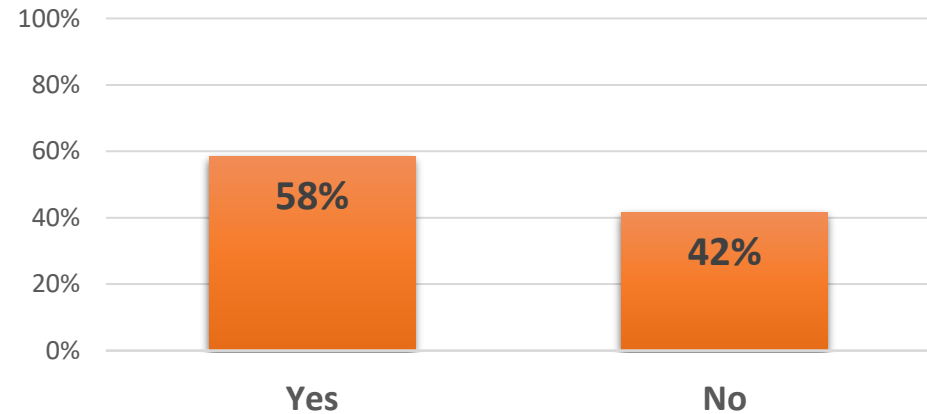
Summer Visitor Survey

- Surveyed 6 days in mid-August
- 918 intercepts, 82% agreed to survey
- **728** eligible sample size
- 48 international visitors
- 47 US states represented
- **49** people (7%) from **WY**; **193** people (29%) from **MT**

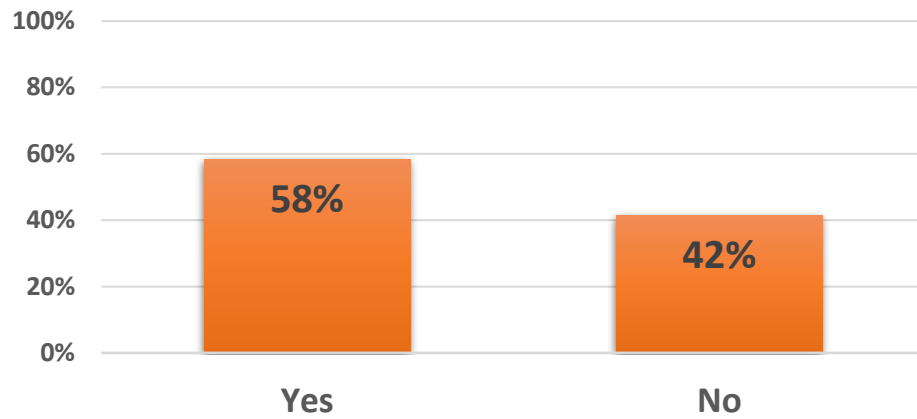
Was Cooke City/Silver Gate, Yellowstone National Park, or both your primary destination on your trip?



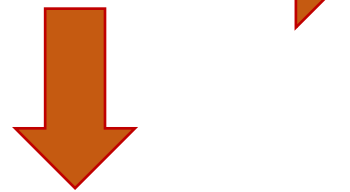
Is this your first visit to the Cooke City/Silver Gate area?



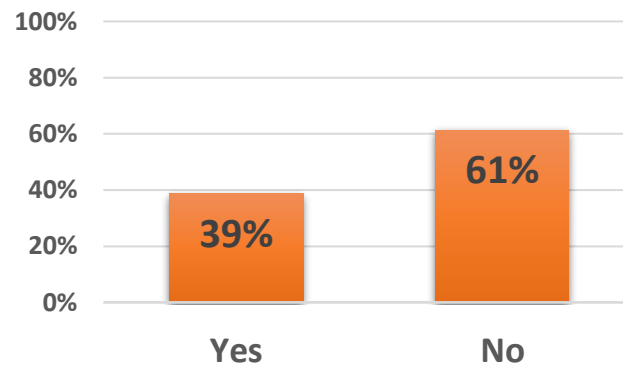
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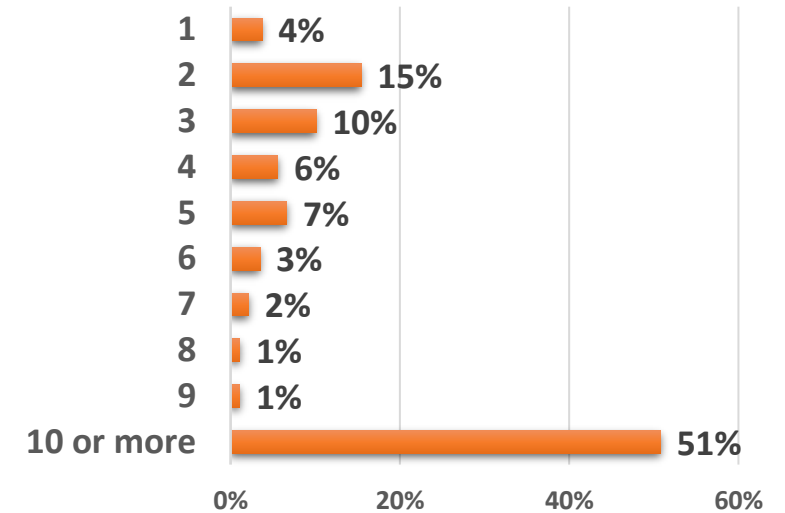
Of 385 who had previously visited...



Have you traveled to the Cooke City/Silver Gate area in the winter?

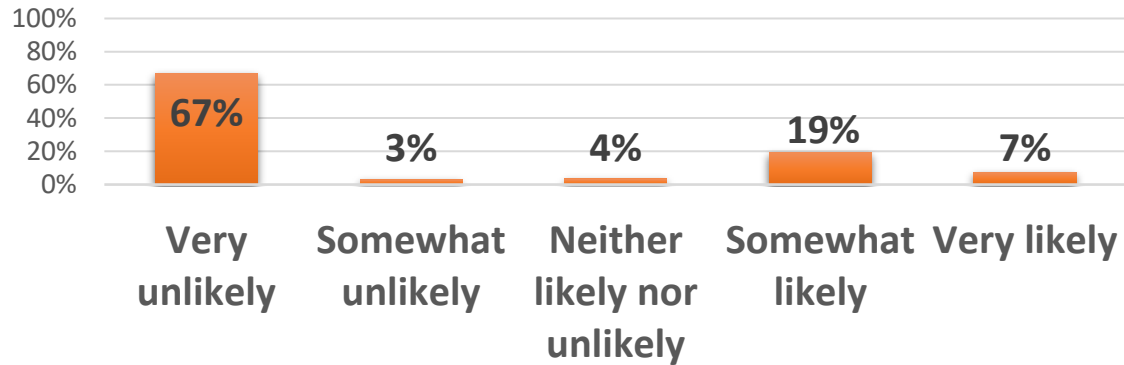


How many times have you previously visited the area?



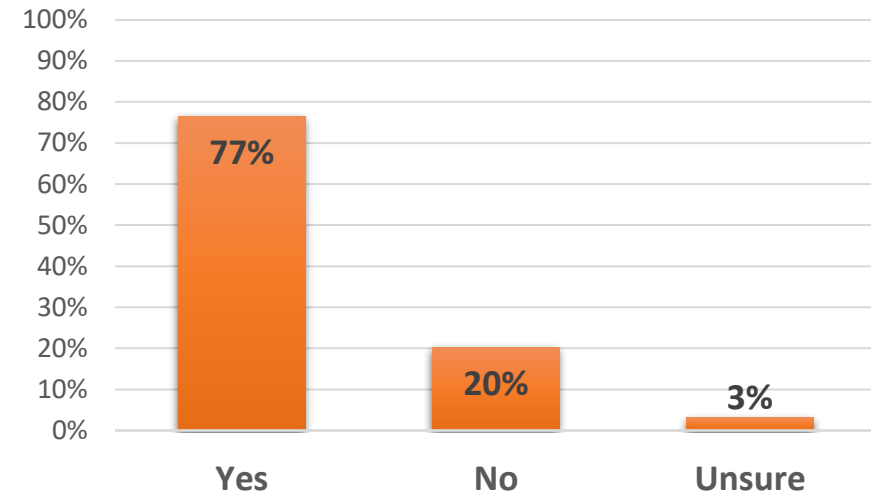
If never visited the area before or never during winter....

How likely would you be to consider Cooke City/Silver Gate as part of a future winter vacation/recreation trip?



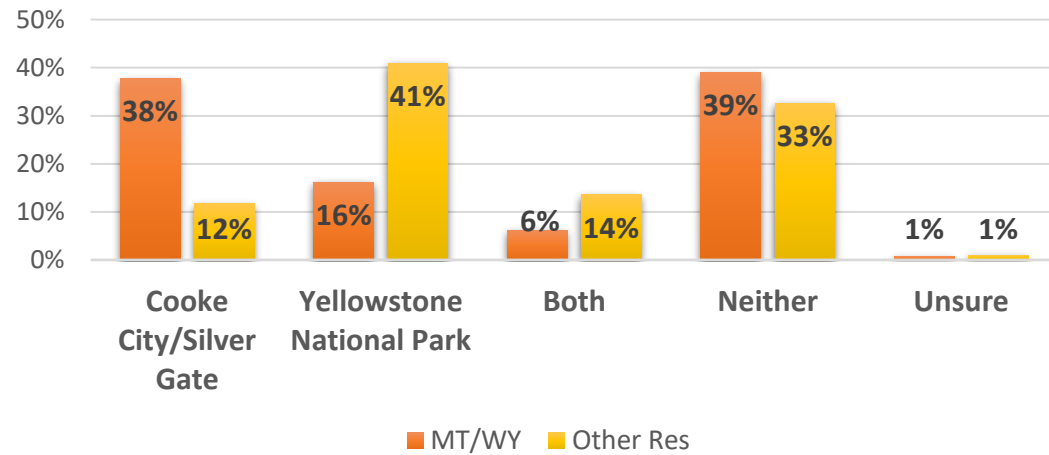
Majority of respondents were aware of current winter road access

Are you aware that Highway 212 east of Cooke City is unplowed and closed to vehicle traffic during winter months?

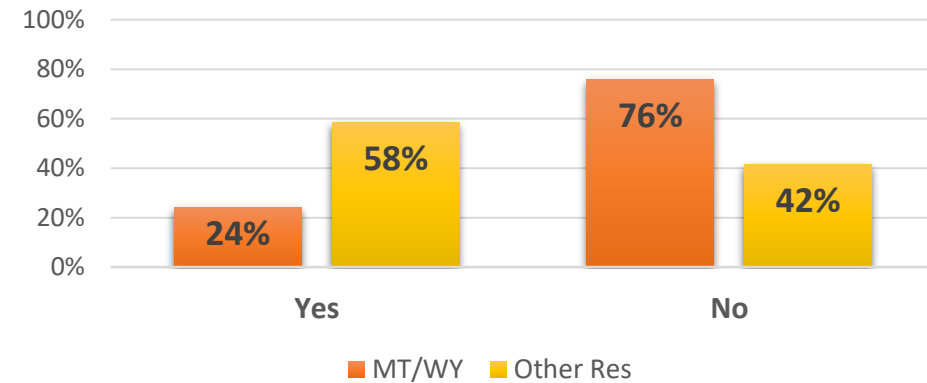


Comparing MT/WY residents (n=242) to others (n=481)...

Was Cooke City/Silver Gate, Yellowstone National Park, or both your primary destination on your trip?



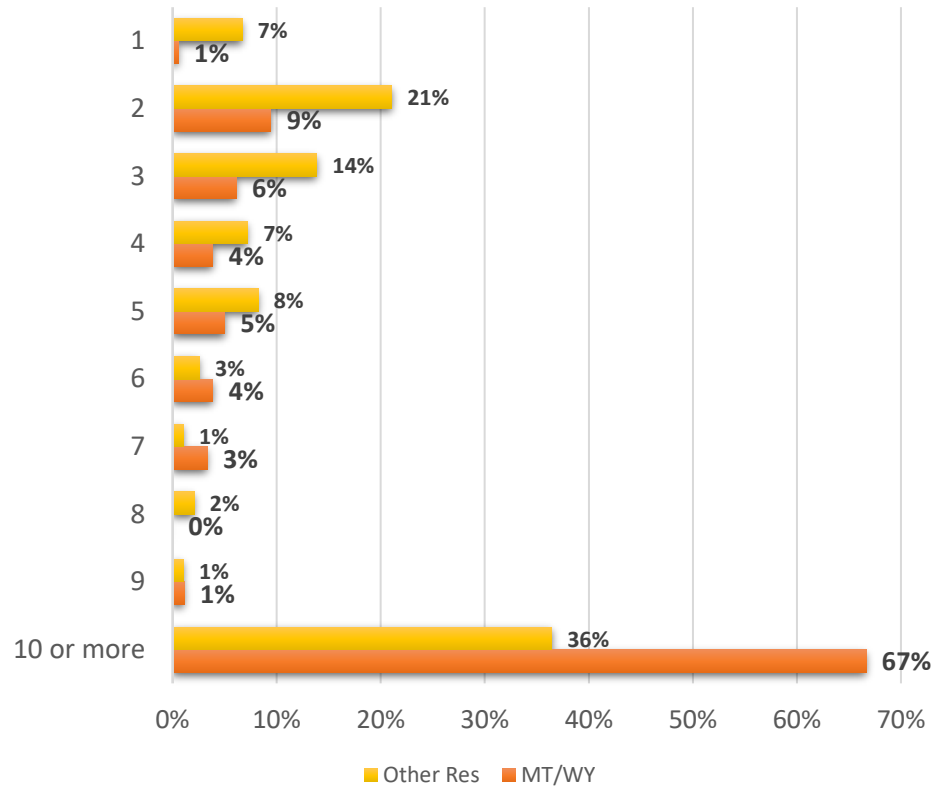
Is this your first visit to the Cooke City/Silver Gate area?



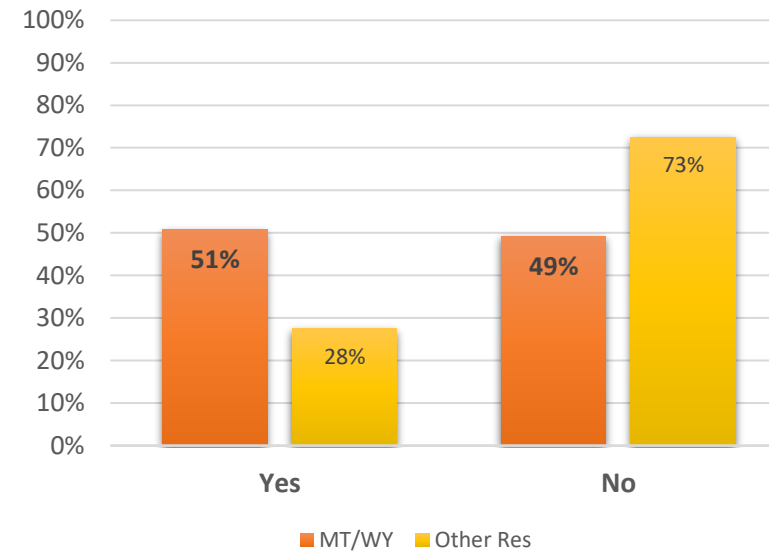
Comparing MT/WY residents to others...

Of those who had previously visited...

How many times have you previously visited the area?



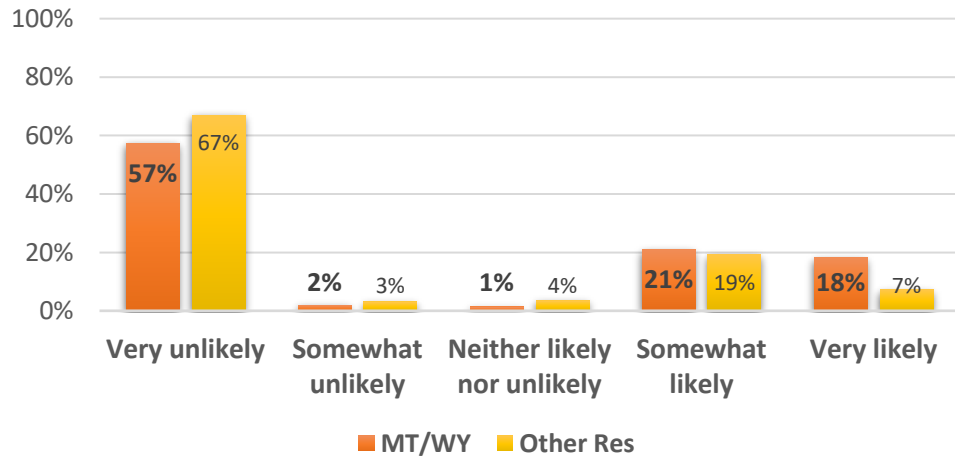
Have you traveled to the Cooke City/Silver Gate area in the winter?



Comparing MT/WY residents to others...

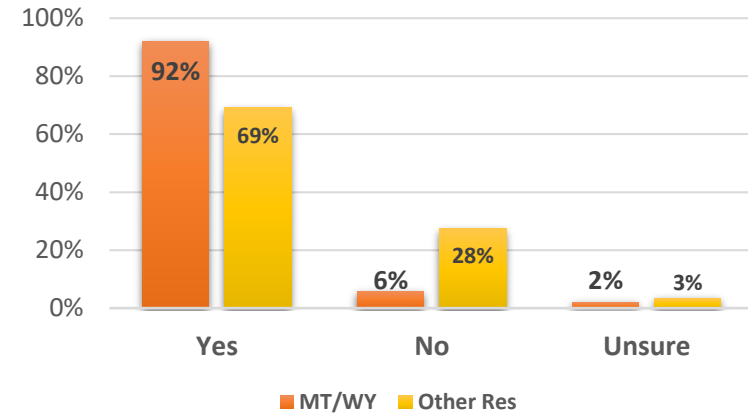
If never visited the area before *or* never during winter....

How likely would you be to consider Cooke City/Silver Gate as part of a future winter vacation/recreation trip?



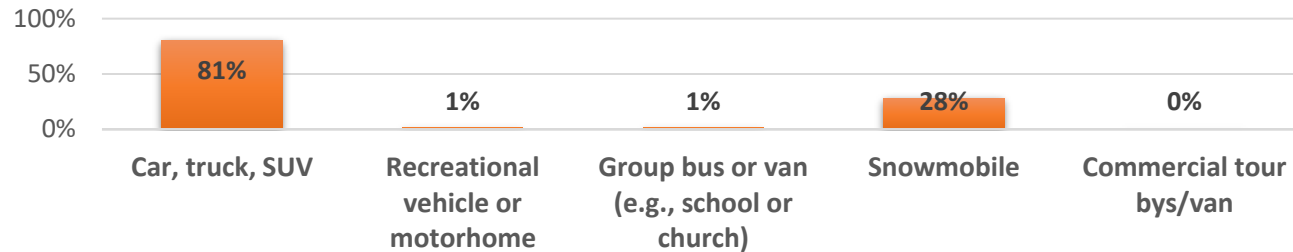
Majority of respondents were aware of current winter road access

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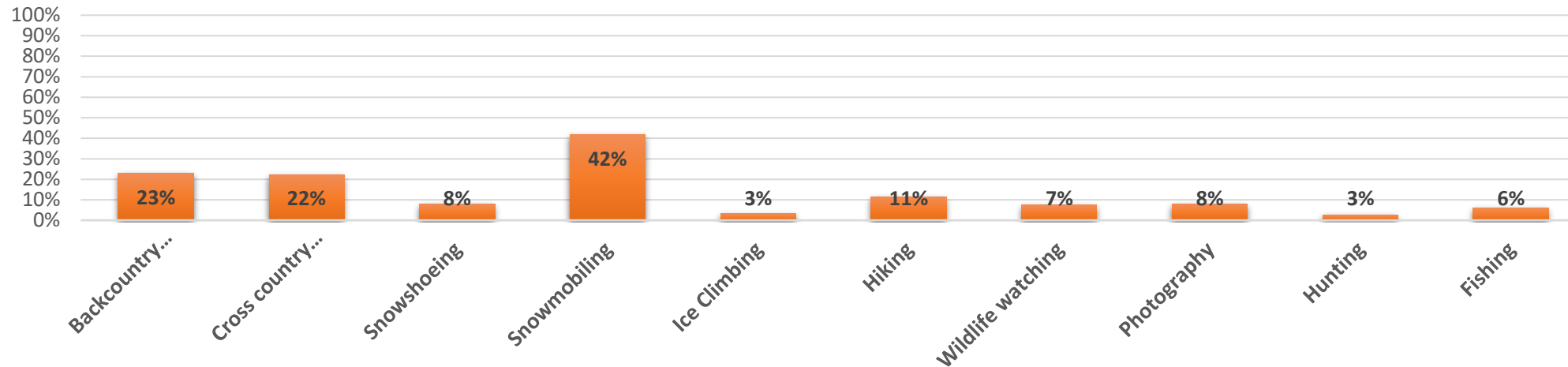


All respondents who have visited during winter:

What modes of transportation have you used to access the Cooke City/Silver Gate area during any of your winter visits?

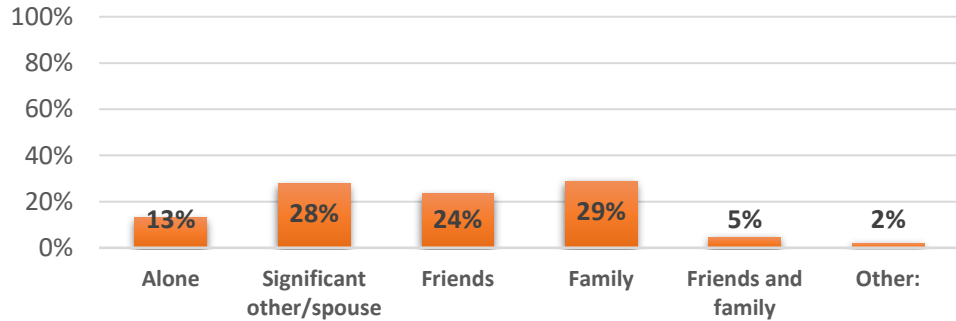


What activities did you participate in while visiting?

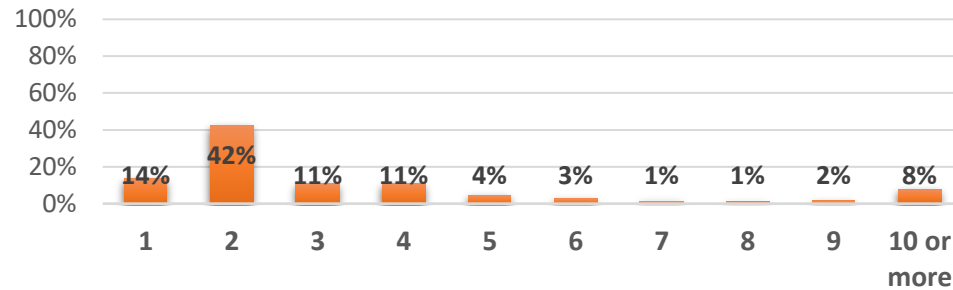


All survey respondents:

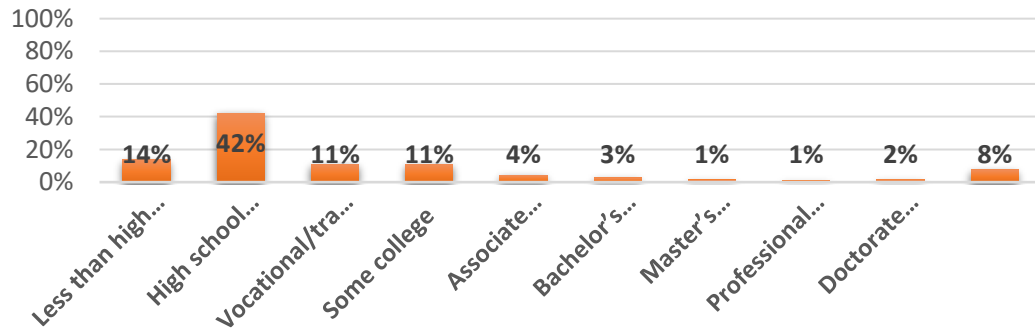
What type of group are/were you with on your visit to Cooke City/Silver Gate?



How many people are in your travel group?



What is the highest degree or level of school you have completed?



Respondent gender

