NPS CSP – RETAIL

Concession Visitor Satisfaction Survey Questions

Retail

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

1. Condition/appearance of the facility
2. Appeal of the product displays
3. Speed of service provided (e.g., time waiting in line)
4. Friendliness, knowledge, and professionalism of the staff
5. Quality of items available for sale
6. Selection of items offered (e.g., variety, themes related to park, locally/U.S. made, etc.)
7. Value for the price you paid

8. **Using a scale from 1 to 10 where 1 means 'Very dissatisfied' and 10 means 'Very satisfied,' please rate your overall satisfaction with [RETAIL OPTION SELECTED].**

9. **Using a scale from 1 to 10, where 1 means 'Falls short of your expectations' and 10 means 'Exceeds your expectations,' how would you say [RETAIL OPTION SELECTED] compared to your expectations?**

10. **Using a scale from 1 to 10, 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 is "Very Likely", how likely are you to:

11. Visit [RETAIL OPTION SELECTED] again on future visits to the park?
12. Recommend [RETAIL OPTION SELECTED] to other visitors to the park?

NPS CSP – MARINA
Concession Visitor Satisfaction Survey Questions

Marina

Please think about your recent experiences at [MARINA OPTION SELECTED]. Using a scale from 1 to 10, where 1 means 'Poor' and 10 means 'Excellent,' please rate [MARINA OPTION SELECTED] on the following (select N/A if the attribute does not apply):

1. Condition and appearance of the facility
2. Helpfulness of the operational and safety briefing
3. Appearance and cleanliness of the watercraft
4. Operational condition of the watercraft
5. Ease of making a reservation
6. Accuracy of billing/checkout
7. Friendliness of the staff
8. Helpfulness/knowledge of staff
9. Value for the price you paid

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

11. **Using a scale from 1 to 10, where 1 means 'Falls short of your expectations' and 10 means 'Exceeds your expectations,' how would you say [MARINA OPTION SELECTED] compared to your expectations?**

12. **Using a scale from 1 to 10, where 1 now means 'Not very close to the ideal' and 10 means 'Very close to the ideal,' how close or far away was [MARINA OPTION SELECTED] compared to your ideal for this type of marina experience?**

On a scale of 1 to 10, where 1 is "Not Likely" and 10 "Very Likely", how likely are you to:

13. Visit [MARINA OPTION SELECTED] again on future visits to the park?
14. Recommend [MARINA OPTION SELECTED] to other visitors to the park?

NPS CSP – LODGING
Visitor Concession Satisfaction Survey Questions

Lodging

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:

1. Ease of making your reservation
2. Speed of service at check-in
3. Speed of service at checkout
4. Cleanliness of your room(s)
5. Condition and operation of room amenities (e.g. bathroom fixtures, lighting, television, bedding comfort and quality, Wi-Fi, etc.)
6. Condition and appearance of the facility generally
7. Friendliness of staff
8. Knowledge and professionalism of the staff
9. Value for the price you paid

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

11. **Using a scale from 1 to 10, where 1 means 'Falls short of your expectations' and 10 means 'Exceeds your expectations,' how would you say [LODGING OPTION SELECTED] compared to your expectations?**

12. **Using a scale from 1 to 10, where 1 now means 'Not very close to the ideal' and 10 means 'Very close to the ideal,' how close or far away was [LODGING OPTION SELECTED] compared to your ideal for lodging services of this type in a park?**

On a scale of 1 to 10, where 1 is "Not Likely" and 10 "Very Likely", how likely are you to:

13. Visit [LODGING OPTION SELECTED] again on future visits to the park?
14. Recommend [LODGING OPTION SELECTED] to other visitors to the park?

NPS CSP – FOOD AND BEVERAGE
Visitor Concession Satisfaction Survey Questions

Food and Beverage

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:

1. Condition and appearance of the facility
2. Variety of the food and beverage choices
3. Quality of the food (freshness, taste, etc.)
4. Speed of the service (time waiting in line or to be served, bussed, receive bill)
5. Friendliness of the staff
6. Value for the price you paid
7. **Using a scale from 1 to 10 where 1 means 'Very dissatisfied' and 10 means 'Very satisfied,' please rate your overall satisfaction with [FOOD AND BEVERAGE OPTION SELECTED].**
8. **Using a scale from 1 to 10, where 1 means 'Falls short of your expectations' and 10 means 'Exceeds your expectations,' how would you say [FOOD AND BEVERAGE OPTION SELECTED] compared to your expectations?**
9. **Using a scale from 1 to 10, where 1 now means 'Not very close to the ideal' and 10 means 'Very close to the ideal,' how close or far away was [FOOD AND BEVERAGE OPTION SELECTED] compared to your ideal for food and 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 likely are you to:

10. Visit [FOOD/BEVERAGE OPTION SELECTED] again on future visits to the park?
11. Recommend [FOOD/BEVERAGE OPTION SELECTED] to other visitors to the park?

NPS CSP – OTHER SERVICES
Visitor Concession Satisfaction Survey Questions

Other Services

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

1. Condition and appearance of the facilities
2. Quality of the services provided
3. Condition of equipment provided (if applicable)
4. Friendliness of the staff
5. Knowledge and professionalism of the staff
6. Value for the prices you paid
7. **Using a scale from 1 to 10 where 1 means 'Very dissatisfied' and 10 means 'Very satisfied,' please rate your overall satisfaction with [OTHER OPTION SELECTED].**
8. **Using a scale from 1 to 10, where 1 means 'Falls short of your expectations' and 10 means 'Exceeds your expectations,' how would you say [OTHER OPTION SELECTED] compared to your expectations?**
9. **Using a scale from 1 to 10, 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] compared to your ideal for this type of service in a park?**

On a scale of 1 to 10, where 1 is "Not Likely" and 10 "Very Likely", how likely are you to:

10. Visit [OTHER OPTION SELECTED] again on future visits to the park?
11. Recommend [OTHER OPTION SELECTED] to other visitors to the park?

General Park Services Satisfaction

1. Using a scale from 1 to 10 where 1 means 'Very dissatisfied' and 10 means 'Very satisfied,' please rate your overall satisfaction with your service experiences in the park.

2. Using the same scale, where 1 now means 'Falls short of your expectations' and 10 means 'Exceeds your expectations,' how would you say your service experiences in the park compared to your expectations?

3. 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 your service experiences in the park were to your ideal for this type of service?

Park Experience/Demographics

1. How were you made aware of this survey?
    a) Receipt/guest checkout
    b) Signage
    c) Reservation confirmation
    d) Employee told me about it
    e) Post-visit email
    f) Other

Finally, we'd like to you ask you a few questions about yourself and your park visit. Answering these questions is optional.

2. How long was your visit to [PARK]?
    a) Less than a day
    b) One full day
    c) 2-5 days
    d) Longer than 5 days

3. Were you visiting with children?
    a) Yes
    b) No

4. Had you previously been to [PARK] before this most recent visit?
    a) Yes
    b) No
    c) I don't recall

5. How often do you visit U.S. National Parks?
    a) Several times a year
    b) Once or twice each year
    c) Every few years
    d) This visit was my first

6. What is your age?
    a) 18-21
    b) 22-30
    c) 31-40
    d) 41-50
    e) 51-60
    f) 61-70
    g) 71 or older

8. What is your home ZIP code?