

Plan Your Visit Web Redesign



External User Research

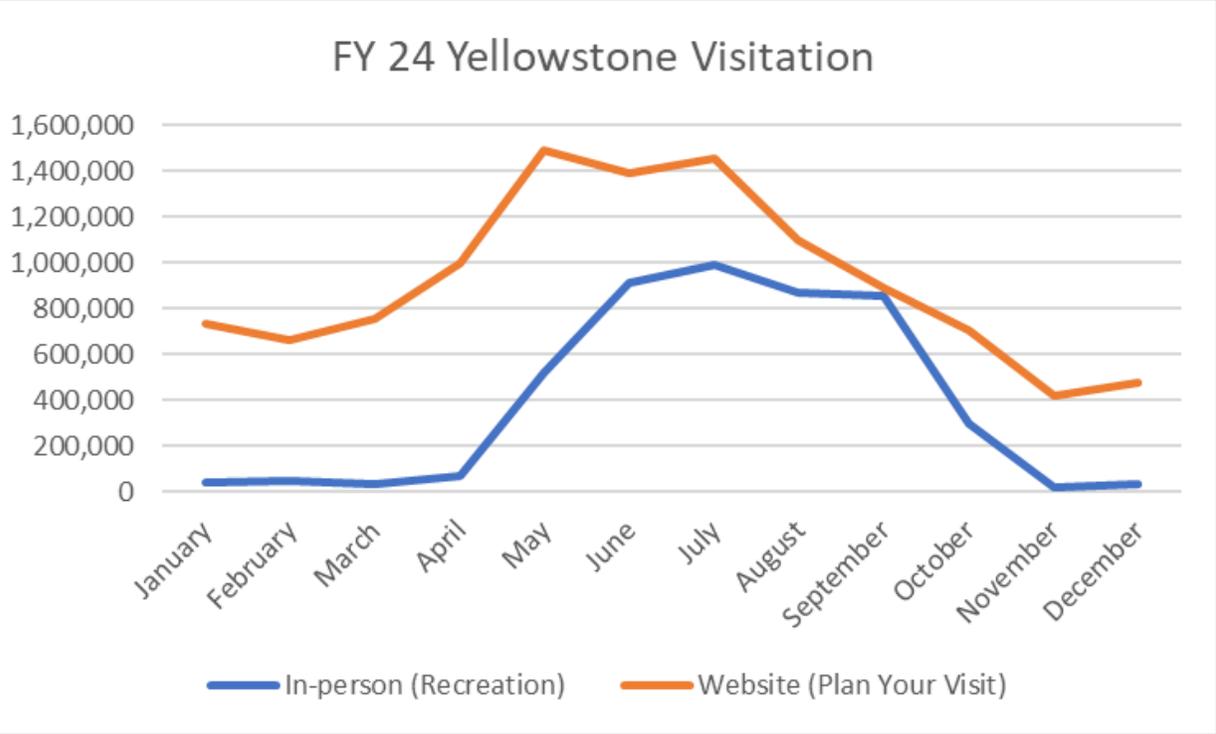
Brett Raeburn

December 2024

All data is represented in FY 2024



When are visitors planning?

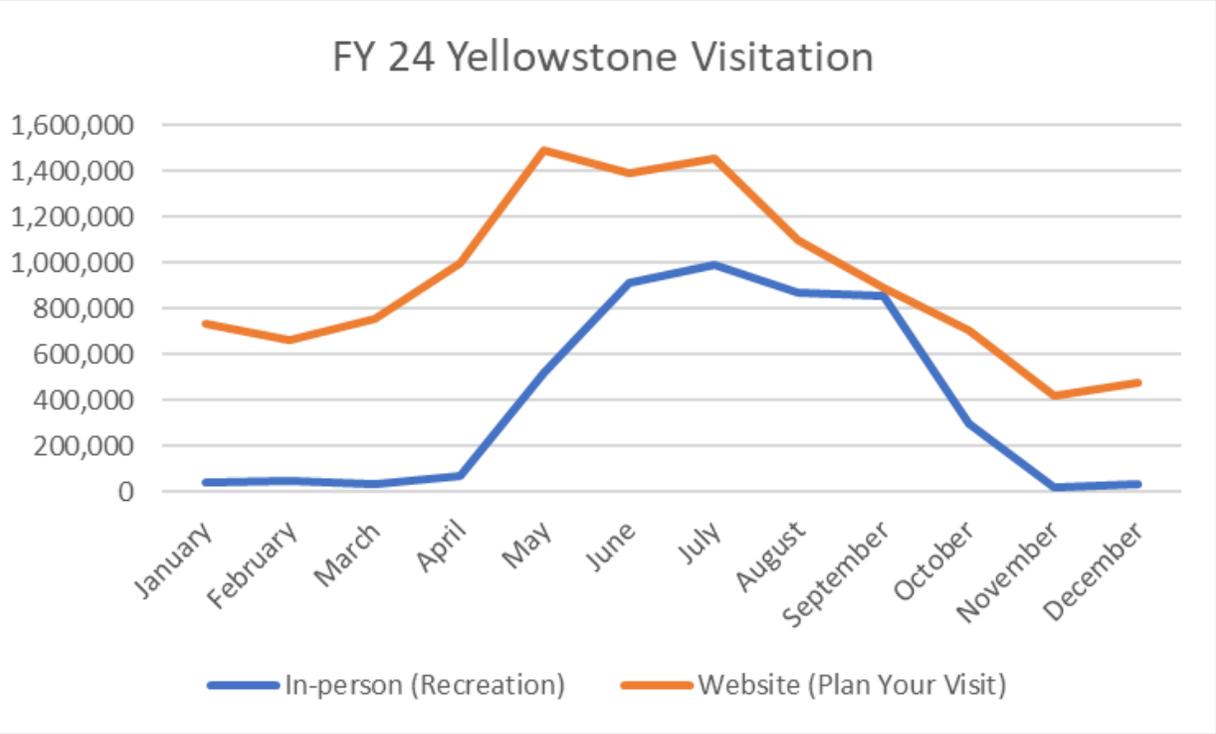


Website visitation represented in pageviews

- Most visitors are planning their trips on the website in May, June, and July. The biggest spike in Plan Your Visit website visitors is seen in January (53% increase from Dec.) and May (49% increase from April).
- Most visitors come to the park in June, July, and August. The biggest spike in in-person visitors occurs in May (628% increase from April).
- Trip planning drops off in August, while in-park visitation drops off in October.



When are visitors planning?

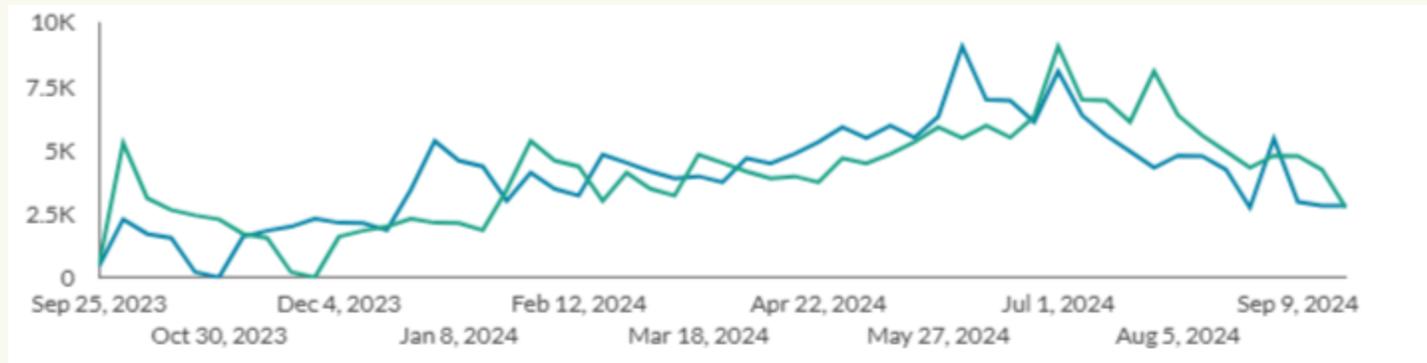


Website visitation represented in pageviews

We can infer that most visitors are planning their trip in detail 1-2 months before they visit. The 53% increase in web visitation in January points to a significant group planning at least 5 months ahead of time. This may point to visitors researching and booking lodging/camping early on and planning details as they get closer to their trip.



When are visitors booking?



Blue line indicates actual bookings; green line indicates four weeks prior. Based on Xanterra data.



What is the most popular trip planning web content?

Site	Page	Users	Views	Entrances	Bounce rate
yell	/yell/planyourvisit/conditions.htm	831,340	1,228,462	246,258	6%
yell	/yell/planyourvisit/maps.htm	685,825	1,013,692	421,286	18%
yell	/yell/planyourvisit/parkroads.htm	524,741	921,765	320,317	17%
yell	/yell/planyourvisit/fees.htm	630,663	857,218	361,014	17%
yell	/yell/planyourvisit/lodging.htm	365,856	584,355	138,696	9%
yell	/yell/planyourvisit/campgrounds.htm	329,911	557,597	230,402	16%
yell	/yell/planyourvisit/index.htm	408,872	529,679	249,769	10%
yell	/yell/planyourvisit/basicinfo.htm	334,555	483,948	102,481	8%
yell	/yell/planyourvisit/geyser-activity.htm	259,880	453,405	280,448	25%
yell	/yell/planyourvisit/operating-dates.htm	322,276	405,229	93,491	9%
yell	/yell/planyourvisit/calendar.htm	171,798	230,092	16,414	6%
yell	/yell/planyourvisit/exploreoldfaithful.htm	147,937	200,054	127,368	29%
yell	/yell/planyourvisit/safety.htm	138,446	169,587	55,836	18%
yell	/yell/planyourvisit/eatingsleeping.htm	114,381	151,959	6,979	2%
yell	/yell/planyourvisit/things2do.htm	113,205	148,338	55,984	10%
yell	/yell/planyourvisit/seasonalhighlights.htm	118,975	141,128	16,434	10%
yell	/yell/planyourvisit/app.htm	107,613	132,215	31,195	12%
yell	/yell/planyourvisit/weather.htm	86,234	114,415	42,471	13%
yell	/yell/planyourvisit/hiking.htm	68,713	113,138	28,819	12%
yell	/yell/planyourvisit/explore-mammoth.htm	78,759	104,362	58,620	22%

Entrances occur when that page is the first page in a session. These are the landing pages for a visitor.

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yell	/yell/planyourvisit/visiting-yellowstone-in-winter.htm	67,525	84,215	41,757	15%
yell	/yell/planyourvisit/fishing.htm	53,458	74,294	41,044	16%
yell	/yell/planyourvisit/swimming-soaking.htm	60,244	72,051	38,403	20%
yell	/yell/planyourvisit/snowmobiles-snowcoaches.htm	49,438	69,509	35,262	28%
yell	/yell/planyourvisit/app.htm	107,613	132,215	31,195	12%



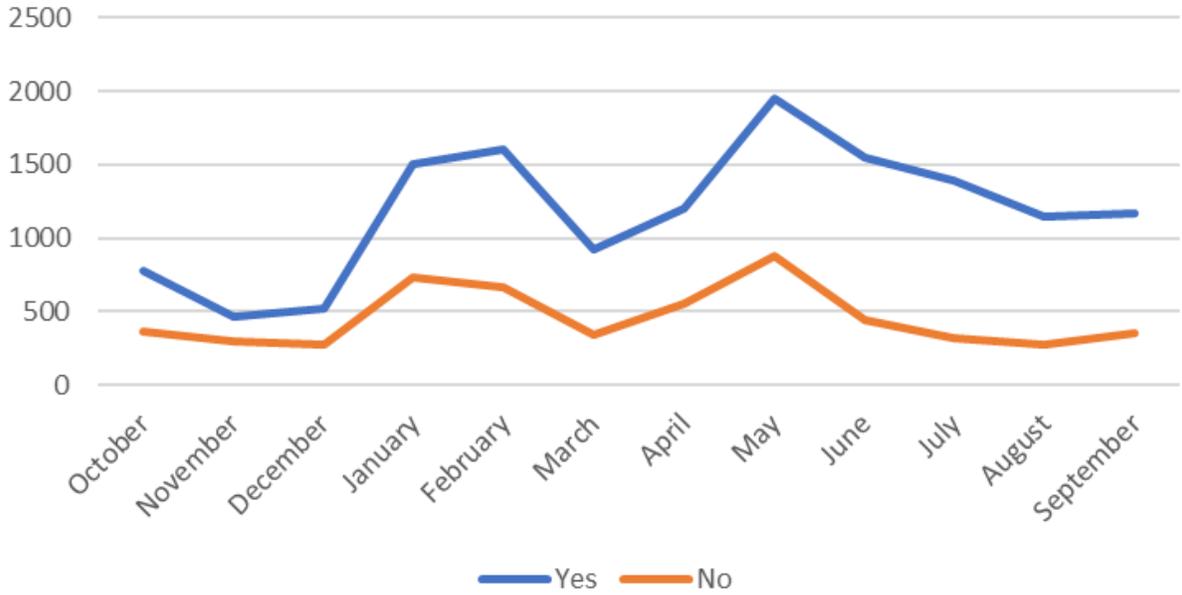
What is the least popular trip planning web content?

Page	Views
/yell/planyourvisit/winterusenews.htm	14
/yell/planyourvisit/wintbusn.htm	77
/yell/planyourvisit/parkfacts.htm/index.htm	178
/yell/planyourvisit/lakevc.htm	313
/yell/planyourvisit/yellowstonepledge-russian.htm	360
/yell/planyourvisit/yellowstonepledge-czech.htm	392
/yell/planyourvisit/yellowstonepledge-japanese.htm	392
/yell/planyourvisit//basicinfo.htm	416
/yell/planyourvisit/eyforest_stream.htm	434
/yell/planyourvisit/first-amendment.htm	500
/yell/planyourvisit/cleandraindry.htm	529
/yell/planyourvisit/skiyell.htm	560
/yell/planyourvisit/backcountryaccessibility.htm	596
/yell/planyourvisit/yellowstonepledge-korean.htm	668
/yell/planyourvisit/stockbusn.htm	695
/yell/planyourvisit/mammothvc.htm	737
/yell/planyourvisit/exotic-plants.htm	745
/yell/planyourvisit/eycurriculumsupplements.htm	830
/yell/planyourvisit/yellowstonepledge-italian.htm	914
/yell/planyourvisit/suppliers-travel-hazardous-permits.htm	1,024
/yell/planyourvisit/grantwestthumbaccessibility.htm	1,057
/yell/planyourvisit/lost_item.htm	1,166
/yell/planyourvisit/yellowstonepledge-spanish.htm	1,171
/yell/planyourvisit/fishingbridgelakeaccessibility.htm	1,193
/yell/planyourvisit/coggins-test-info.htm	1,285



Was This Page Helpful?

Was This Page Helpful? (FY24)

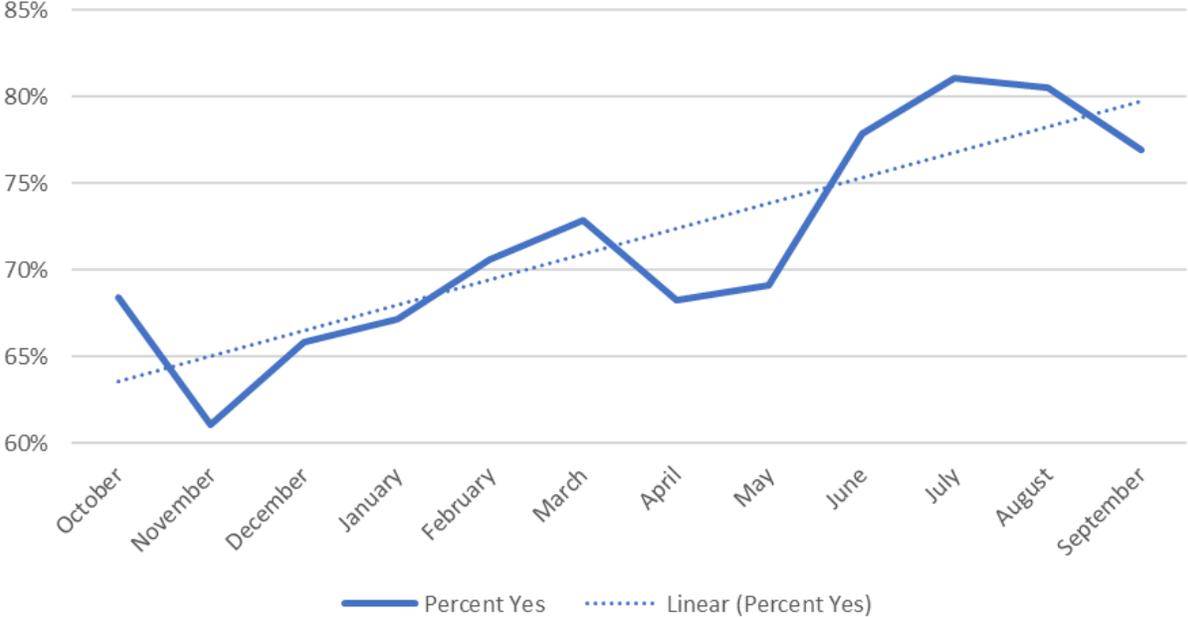


- Visitors were overwhelmingly positive in July (124% difference). They were less positive in November (44% difference).
- Visitors are less satisfied October-January. Maybe these are the advanced planners who can't find specific dates?



Was This Page Helpful?

YELL "Was this page helpful?" Score - FY24



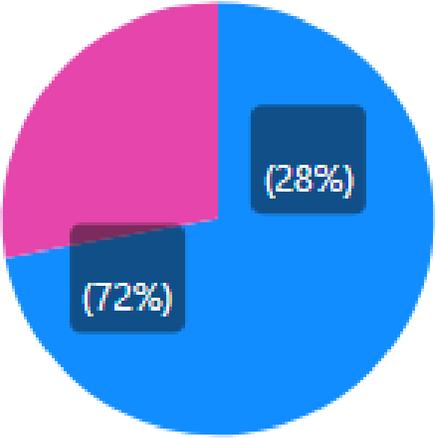
- The general trendline of positive responses goes up after November. This roughly aligns with when we update Operating Dates for the next year.
- Are people just mad roads are closed?



Was This Page Helpful?

Overall Happiness

Helpful? ● Yes ● No



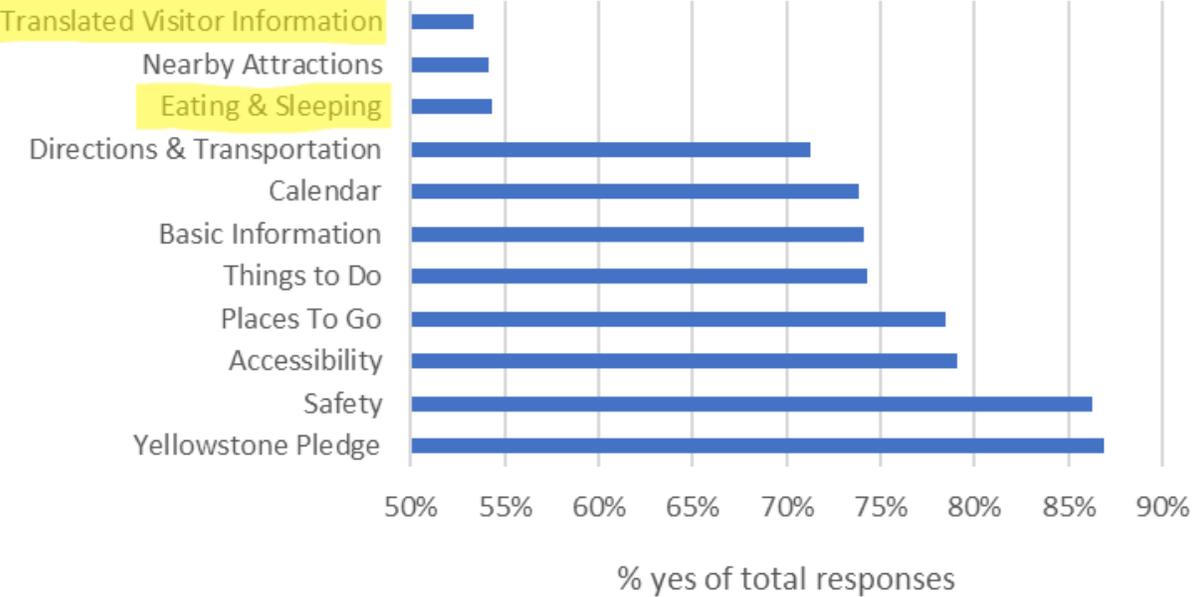
FY 24 – Plan Your Visit section

- Overall, 72% of visitors think the Plan Your Visit section of the website is helpful.
- This aligns with 71% of visitors who think the overall website is helpful.
- This is also higher than all NPS websites combined, in which 64% of visitors found a webpage helpful in FY24
- However, that leaves roughly one quarter of all digital visitors unsatisfied with their experience.



Was This Page Helpful?

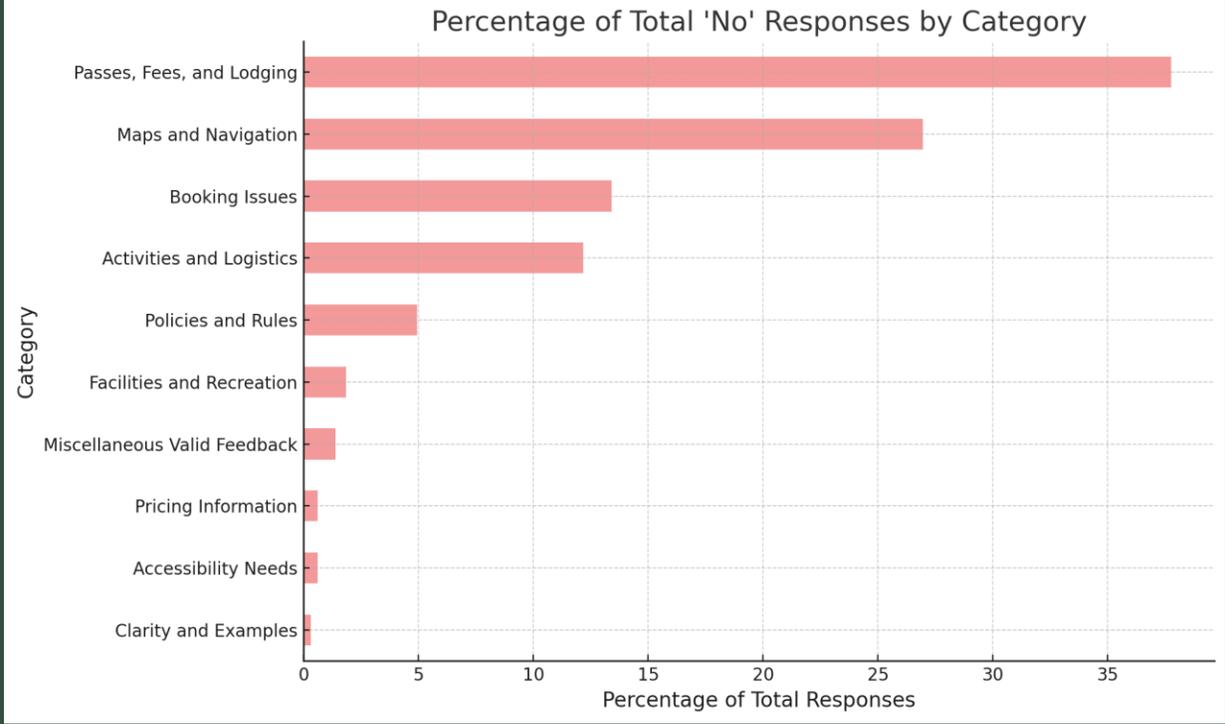
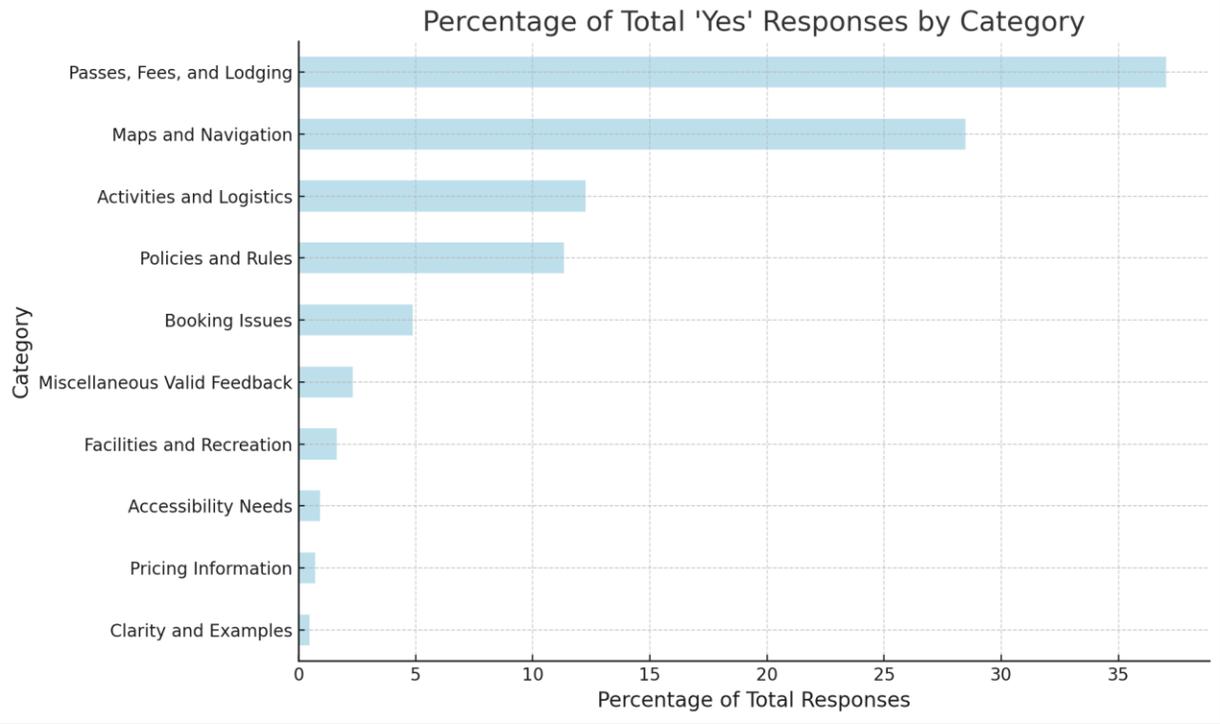
"Was This Page Helpful?", Plan Your Visit, FY 24



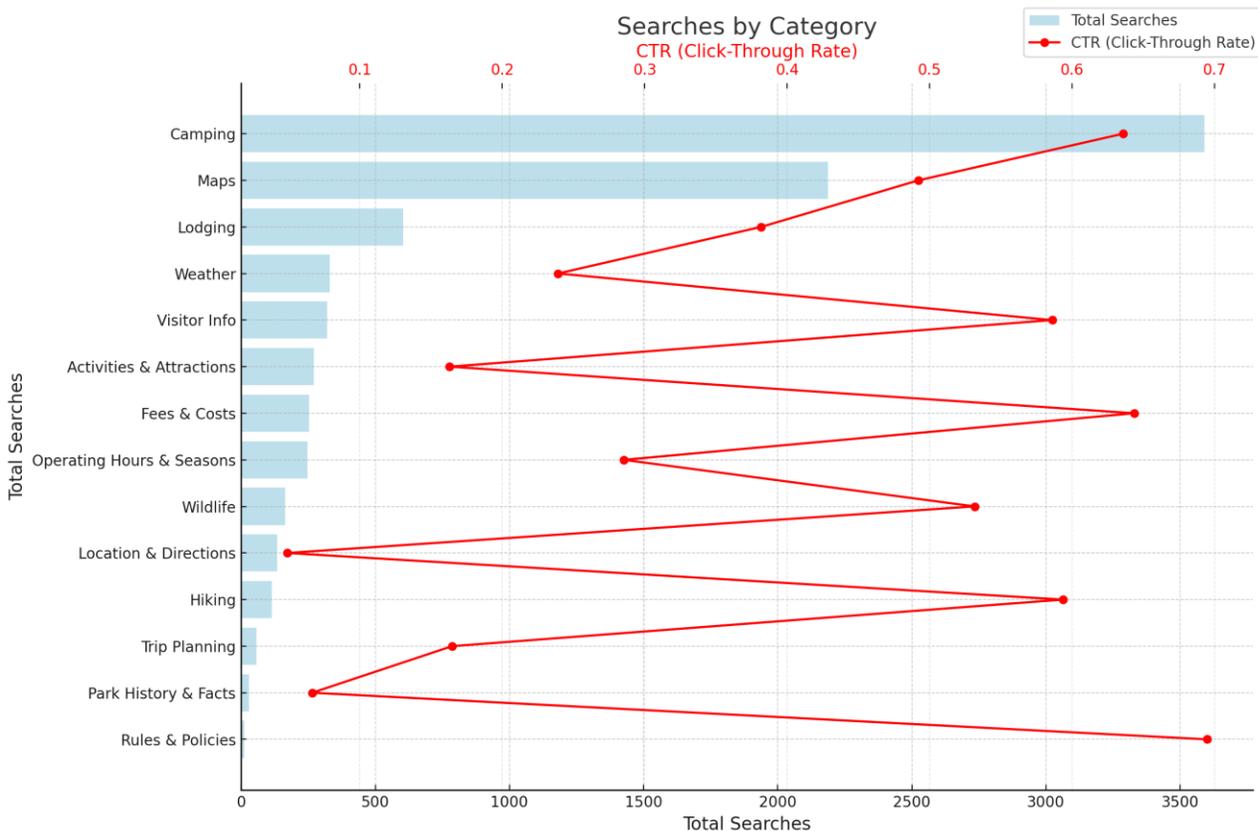
- Shows how overall sections performed
- Worst individual page performers: *Basic Information (landing page), FAQs, Translations, Eating & Sleeping (landing page), Play in the Snow, Guided Tours, Service Animals, Nearby Attractions*



Was This Page Helpful?



What info are visitors trying to find via Google?



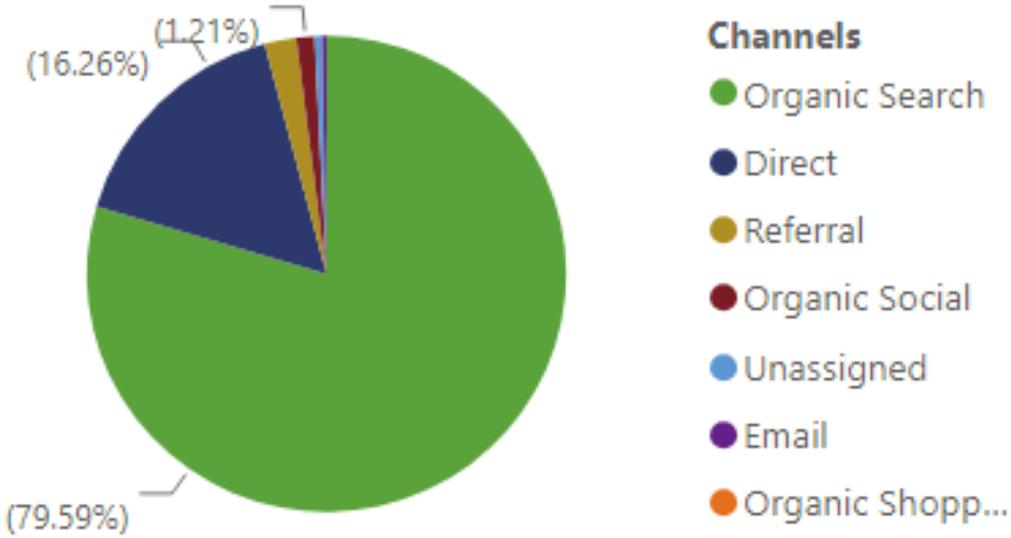
- For categories with low CTRs (*History, Location & Directions*), analyze the search intent and adjust content to better meet user expectations
- Low volume, high CTRs (*Rules, Hiking*) show good engagement despite smaller search volumes. Expand content to capture a broader audience.
- Most-searched terms: Yellowstone National Park, Old Faithful schedule, Yellowstone National Park map, Yellowstone National Park tickets



Page Acquisitions

- The overwhelming majority of visitors are finding our webpages through search engines

Entrances by Channel



Plan Your Visit Web Redesign



Internal User Research

Survey conducted in September 2024 with REYP staff

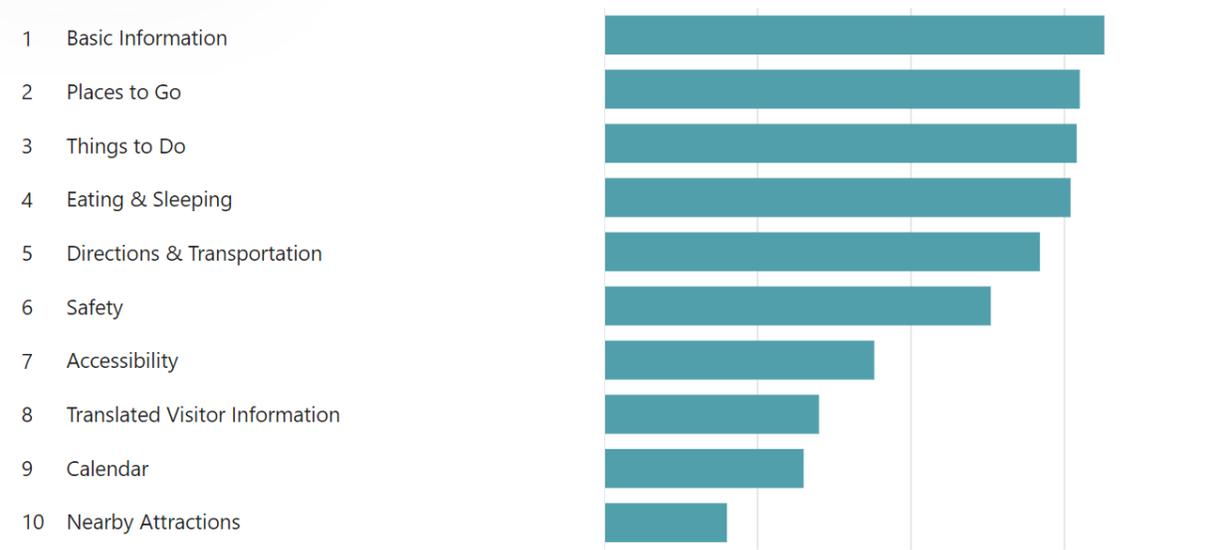


Employee Survey Results | Overview

- The survey responses reveal a generally positive perception of the website, with most employees rating it highly for usability and effectiveness, particularly on desktop devices.
- Strengths: valuable trip planning information related to park roads, reservations, and operating dates.
- Areas for improvement: redundancy in content, misleading or confusing drop-down menus, worse mobile user experience
- Areas of concern: visitors lack awareness of critical information before arrival (park conditions and wildlife safety)



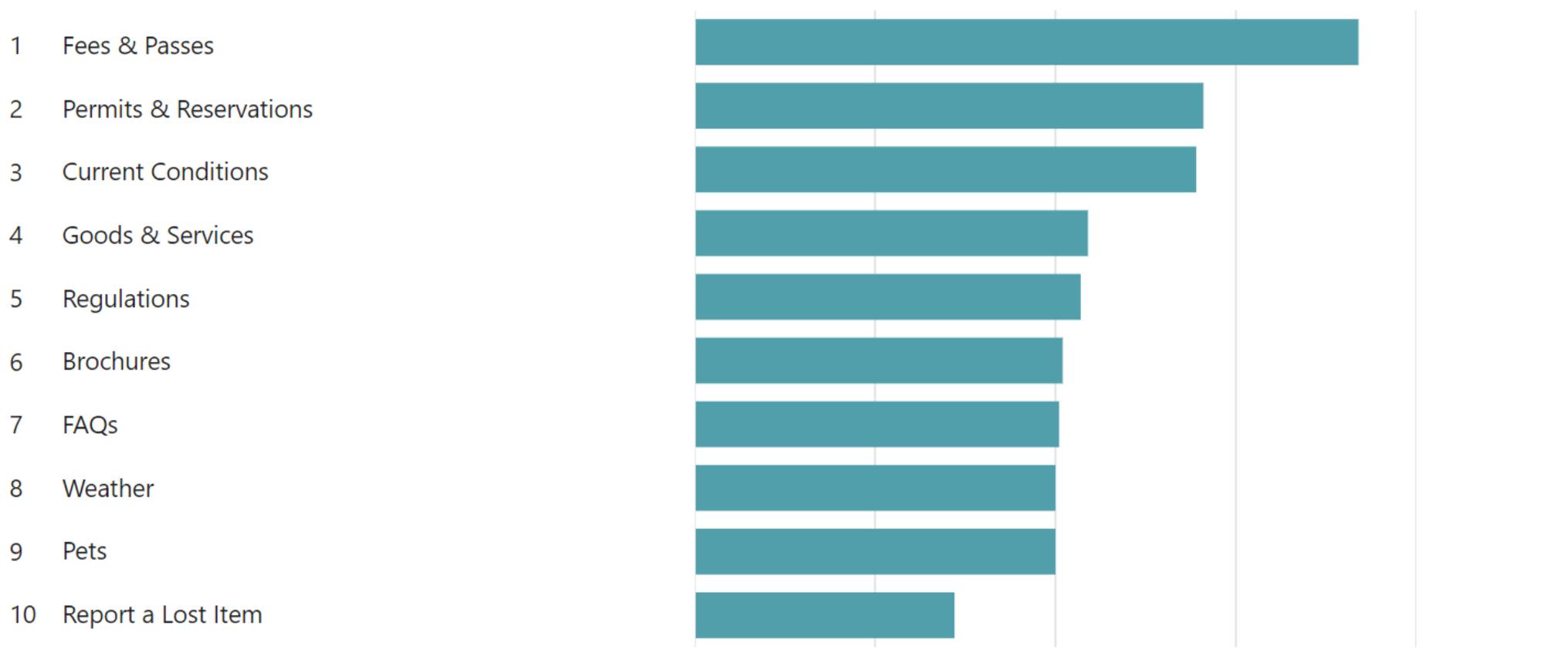
Most Useful Content



- **Park Roads:** Frequently mentioned as critical, especially for staff who direct visitors.
- **Top Things to Know:** Valued for being concise and informative, helping visitors quickly access key information.
- **Basic Information:** Includes translated visitor information, helping diverse audiences plan their visits.
- **Operating Dates:** Useful for planning around seasonal changes in park accessibility.
- **Reservation Links:** Links for booking hotels, campgrounds, and backcountry permits are highly appreciated as they are frequently used by visitors.



Most Useful Content – Basic Information



Employee Survey Results | Least useful content

- **Preparing for Your Trip:** overly repetitive and confusing, too many links
- **Yellowstone Pledge**
- **Fishing Permits**
- **Calendar:** ranger programs are difficult to find, lacking relevant entries



Employee Survey Results | What Info Is Hard To Find?

- **Campground Information:** specific details, including availability and booking information
 - Aligns with Eating & Sleeping being one of the least-helpful pages in external user analytics
- **Backcountry Information:** permits and related planning details
- **Alerts & Conditions:** current conditions, road closures, and park alerts could be more prominent



Employee Survey Results | What Info Are Visitors Not Getting?

- **Park Alerts and Conditions:** visitors often arrive unaware of current conditions, such as road closures, weather-related issues, or construction.
 - */Conditions* got the most views and */ParkRoads* got the third-most in the Plan Your Visit section of the website
- **Wildlife Safety:** visitors frequently don't understand wildlife safety guidelines before arriving.
 - According to analytics, only about 1% of all visitors to our website end up on the */Safety* webpage
- **Park Layout and Distances:** Visitors are often unfamiliar with how large the park is and the distances between key points of interest, leading to unrealistic expectations for travel time.
 - */Maps* is the second-most visited webpage in this section and one of the most-searched terms in search engines
- **Permit Requirements:** Information about permits, especially for backcountry access or camping, is often missed by visitors prior to their arrival.
- **Seasonal and Facility Closures:** Some visitors are unaware of seasonal closures or the availability of certain park facilities during their trip.



Employee Survey Results | Pages Receiving Most Visitor Complaints

- **Reservations and Booking Pages:** These pages receive a high volume of questions and complaints, particularly regarding availability and the booking process for campgrounds and accommodations.
- **Road Conditions:** The Road Conditions page frequently prompts inquiries from visitors seeking updates on current conditions and closures.
- **Wildlife Safety Information:** Questions about wildlife safety guidelines and regulations are common, indicating a need for clearer information in this area.
- **Visitor Center Hours:** Employees noted that the hours of operation for visitor centers often lead to confusion, especially during the off-season.
 - This may be fixed in the newest updates from WASO
- **Park Alerts and Updates:** The section detailing current alerts, such as construction or weather-related changes, also garners significant visitor questions.



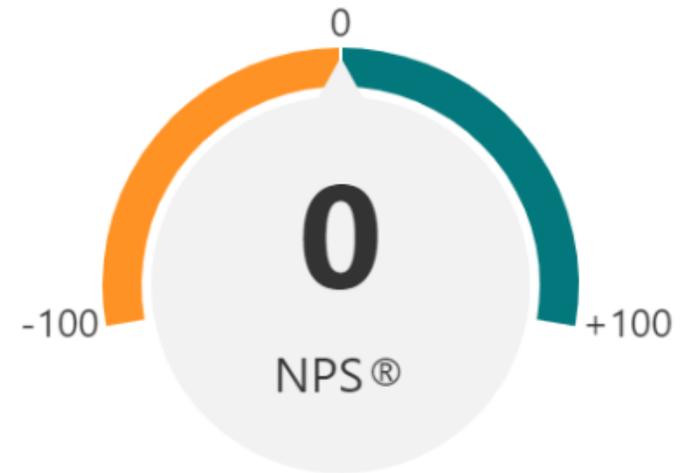
Employee Survey Results | Pages Needing Consolidation

- **Preparing for Your Trip (section):** Employees suggested that this section contains overlapping information that could be streamlined to reduce redundancy.
- **Safety Guidelines:** There are calls for consolidating wildlife safety information from multiple areas into a single, comprehensive page to avoid repetition and enhance clarity.



Employee Survey Results | How would you rate the overall experience on the Yellowstone Plan Your Visit website?

Promoters	6
Passives	9
Detractors	6



Employee Survey Results | Specific Suggestions

[Plan Your Visit Web Redesign - Employee Survey Results Overview.docx](#)



Thank you

