ViSIT: Visitor Survey Information Tool

What is the Visitor Survey Information Tool (ViSIT)?

ViSIT is an interactive web tool created by USGS to visualize the data collected as part of the National Wildlife Refuge Visitor Survey. The national survey was conducted on behalf of the U.S. Fish and Wildlife Service (Service) to better understand visitor opinions and experiences on refuges nationwide. This web tool characterizes visitors and their trips to participating refuges, including visitors' experiences on refuges, their expenditures in local communities, and their opinions about refuges facilities, services, and transportation systems. Results also address the likelihood of visitors using alternative transportation and visitors' beliefs about the effects of climate change on fish, wildlife and habitats.

Who can use ViSIT?

ViSIT provides Refuge System and other Service managers, visitor services specialists, transportation planners, scientists and decision-makers access to more comprehensive and customizable survey results. Additional DOI agency employees involved with refuges and other agencies, such as Department of Transportation's Federal Lands Highways, can benefit from accessing these data.

What can ViSIT do?

ViSIT can answer many questions at different scales (e.g., refuge, region, LCC, national), including who goes to refuges, how long visitors stay, what they do while there, how satisfied they are with what refuges offer, what information sources visitors use to find the refuge, and more. Although ViSIT is an excellent information tool, there are limits to what can be explored. For example, visitor characteristics and experiences of *specific user groups* such as hunters, birders, or local visitors can only be explored at the national level, while visitor expenditures in the local communities can only be viewed at the individual refuge level. Additionally, limitations on how results should be interpreted are provided within the web application and should be carefully considered.

How to gain access to ViSIT?

1. DOI users can simply visit the following link and log in with their Active Directory account: https://my.usgs.gov/dataviz/query
2. Non-DOI users need to send an email request to ViSIT@usgs.gov to be added to the ViSIT user group. Then, a follow up email will be sent with any further instructions.

For more information regarding the study results, please see the following:

- Individual refuge results, Data Series 643: http://pubs.usgs.gov/ds/643/
- National-level results, Data Series 685: http://pubs.usgs.gov/ds/685/