

## Mission Area 1: Celebrating and Enhancing America's Great Outdoors

### Goal #3: Enhance Recreation and Visitor Experience

Strategy #1: Enhance the enjoyment and appreciation of our natural and cultural heritage by creating opportunities for play, enlightenment, and inspiration




**Program Performance Overview:** Visitor satisfaction remains very high with the quality of experiences on public lands. Collectively, satisfaction is above 90 percent for all three bureaus providing recreation services, e.g., interpretive programs and aids, visitor centers, camping, fishing, hiking, horseback riding, boating, off-highway vehicle driving, wildlife viewing, photography, climbing, and other opportunities. Performance for recreation services provided through facilitated programs remains very high – also above 90 percent.

In 2015, the Department continued its high level of performance in the recreation and visitor experience strategy. Survey results show that almost all (about 95%) visitors are satisfied with their experiences at parks, refuges and other public lands.

**Public Benefit:** Outdoor recreation is integral to a healthy lifestyle for millions of Americans. Visitors to the Department's public lands and waters take advantage of the physical, mental, and social benefits that outdoor recreational experiences provide.

### Strategic Plan Performance Measures

Strategic Plan Performance Measures	Bureau	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Target	2015 Actual	2016 Target	2017 Target	2011-2017 Trend
<b>Strategy: Enhance the enjoyment and appreciation of our natural and cultural heritage</b>										
Percent of visitors satisfied with the quality of experience	DOI	91%	94%	94%	95%	95%	95%	95%	95%	
	BLM	92%	94%	96%	96%	96%	96%	96%	96%	
	FWS	85%	90%	90%	90%	90%	90%	90%	90%	
	NPS	97%	97%	97%	98%	98%	98%	98%	98%	

Strategic Plan Performance Measures	Bureau	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Target	2015 Actual	2016 Target	2017 Target	2011-2017 Trend
Percent satisfaction among visitors served by facilitated programs	DOI	93%	96%	95%	96%	96%	96%	96%	96%	
	BLM	90%	97%	94%	95%	94%	94%	94%	95%	
	NPS	96%	96%	96%	97%	97%	97%	97%	97%	

### Supporting Performance Measures

Supporting Performance Measures	Bureau	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Target	2015 Actual	2016 Target	2017 Target
<b>Strategy: Enhance the enjoyment and appreciation of our natural and cultural heritage</b>									
Percent of visitors understanding and appreciating the significance of the park they are visiting	NPS	89%	89%	87%	77%	77%	74%	80%	80%