

Grizzly bears are one of the premier wildlife attractions for visitors to the Yellowstone area, which contributes to the public's enjoyment and sense of pride in our conservation heritage. Tourism has a large and increasing influence on the regional economy, infusing hundreds of millions of dollars into local communities, and more and more entrepreneurs, residents, and visitors see the environment and wildlife as valuable resources for recreation and viewing. Visitation to Yellowstone and Grand Teton National Parks for wildlife viewing and other recreational activities is expected to increase in the future.

Grizzly bears also play a critical role with influence over other industries in the Yellowstone area. Like tourism, agriculture is a key industry with deep cultural and economic roots in the Yellowstone area and important to our conservation heritage. Other industries like outfitting, wildlife touring and professional photography are important to many who have and continue to contribute to the grizzly bear conservation success story.

For these reasons, it is the intent of this strategy that management of grizzly bear populations and their habitats in the Yellowstone Area is conducted in a way that respects the myriad missions and interests of all who visit, live in and use this ecosystem.

Richardson, L., K. A. Gunther, T. Rosen, and C. C. Schwartz. 2015. Visitor perceptions of roadside bear viewing and management in Yellowstone National Park. *George Wright Forum* 32:299-306.

Richardson, L., T. Rosen, K. Gunther, and C. Schwartz. 2014. The economics of roadside bear viewing. *Journal of Environmental Management* 140:102-110.

Deleted: Ninety-nine percent of visitors to Yellowstone National Park expect to see a bear, and 67% did during a recent trip. These visitors indicated they would pay \$41 more in entrance fees to guarantee managers allowed bears to use roadside habitats where they can be readily viewed and photographed. Also, 10% of these visitors indicated they would visit the park less if bears were not frequently visible from roads (Richardson et al. 2014, 2015).

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