Visitor Services Project

Bryce Canyon National Park

Volume 1 of 2

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VSP Report 19

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Report Summary

- This report describes the results of a visitor study conducted at Bryce Canyon National Park during the week of July 10-16, 1988. Questionnaires were given to 484 visitor groups and 406 were returned, an 84% response rate.

- The report provides a statistical profile of the people who visited Bryce Canyon National Park. This volume also summarizes the visitors' general comments, found in Volume 2 of this report.

- Seventy-five percent of the visitors were on their first visit to Bryce Canyon. Thirty-five percent of the U.S. visitors reside in California and Utah. Foreign visitors comprised 32% of the total visitation, with the greatest proportion from Germany.

- Sixty percent of all visitors stayed overnight. Of that group, 59% stayed one night. Of those visitors spending less than one day, 53% spent 3-4 hours.

- The greatest proportion of visitors visited Sunrise and Sunset Points (86%), followed by Bryce Point (75%).

- The average per capita expenditure during the visit was $28.00. The average visitor group expenditure was $90.00.

- Visitors rated directional signs, visitor center information, and printed materials as the most important services. Horseback riding was rated the least important service. The services and facilities receiving the highest quality rating included visitor center information, printed materials, and exhibits. Horseback riding received the lower ratings.

- Visitors commented about enjoying their visit, the park's beauty, their desire to return, their lack of time, and the friendly, helpful personnel, as well as many other comments.

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INTRODUCTION

This report describes the results of a visitor survey undertaken at Bryce Canyon National Park (referred to as 'Bryce Canyon'). It was conducted the week of July 10-July 16, 1988 by the Cooperative Park Studies Unit at the University of Idaho, as a part of the Visitor Services Project. A list of Visitor Services Project publications is included on the inside back cover of this report.

After this introduction, the Methods are presented, along with the limitations to the study. The Results follow, including a summary of visitor comments. Next, a Menu for Further Analysis is provided to help managers in requesting additional analyses. Finally, Appendix contains the questionnaire used. Volume 2 of this report contains the unedited comments made by visitors who returned the questionnaires.

Many of the graphs in this report are like the example on the following page. The circled numbers refer to explanations below the graph.

Introduction (continued)

SAMPLE ONLY
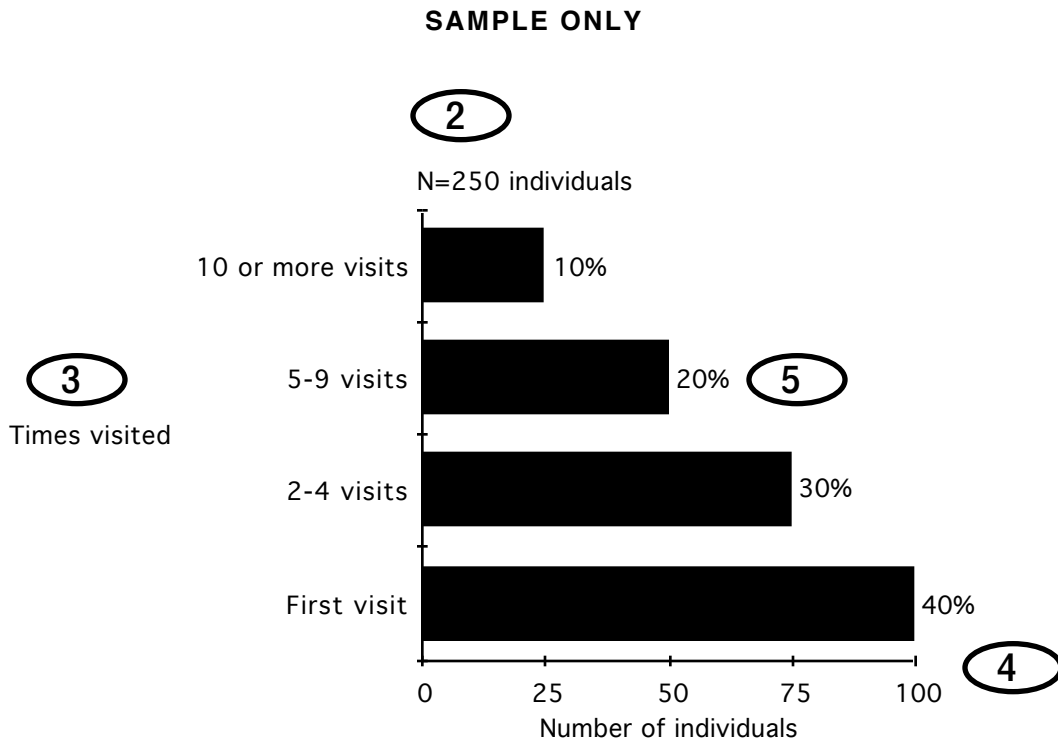
Figure 4: Number of visits

1: The figure title provides a general description of the information contained in the graph.

2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use caution when interpreting any data where the sample size is less than 30 as the conclusions may be unreliable.

3: The vertical information describes categories.

4: The horizontal information shows the number of items that fall into each category. In some graphs, proportions are shown.

5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Front-end interviews were conducted and questionnaires were distributed to a sample of randomly selected visitors entering Bryce Canyon National Park during July 10-16, 1988. Visitors completed the questionnaire during their trip and then returned it by mail. Returned questionnaires were analyzed and this report developed.

Questionnaire design

The questionnaire asked visitors to record where they went, what they did, how much money they spent in the area and when they would prefer to attend conducted activities. Visitors were also asked to rate the importance and quality of certain services or facilities (see Appendix for a copy of the questionnaire). Space was provided for respondents' comments. The questionnaire followed the standard format used in previous Visitor Services Project studies.

Sampling

Visitors were contacted at the park entrance station. Sampling consisted of choosing a visitor group based upon a predetermined interval of vehicles entering through the designated entrance gate. Thus every 4th vehicle which entered, following the availability of an interviewer, was approached and that visitor group was asked to participate.

The sample size was based upon 1987 vehicle entry counts, the park's operating hours and staff availability. A total of 484 questionnaires were distributed. The hours of distribution were as follows:

> Sunday, July 10: 9 a.m. to 5 p.m.
> Monday, July 11: 9 a.m. to 6 p.m.
> Tuesday, July 12: 9 a.m. to 6 p.m.
> Wednesday, July 13: 9 a.m. to 6 p.m.
> Thursday, July 14: 9 a.m. to 6 p.m.
> Friday, July 15: 9 a.m. to 6 p.m.
> Saturday, July 16: 9 a.m. to 6 p.m.

Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the front-end interview continued, if not, they were thanked and allowed to proceed. Front-end interviews asked three short questions of visitors: what type of group they were in, the number of people in the group, and the age of the adult who would complete the questionnaire. This designated adult was then requested to supply a name, address and telephone number so that thank you postcards could be sent in the mail; the cards also reminded visitors to return the questionnaire in the mail.

Data analysis

Two weeks after questionnaire distribution a postcard was mailed to all visitors thanking them for their participation in the study and asking them to return the questionnaire in the mail if they had not already done so. Four weeks after questionnaire distribution a second follow-up consisting of a special letter to participating visitors was mailed.

Questionnaires arriving within a ten week period were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and on individual group members. Therefore, the sample size ('N'), varies from figure to figure. For example, Figure 1 shows information on 403 respondents representing visitor groups, while Figure 3 shows information on 1505 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions in the questionnaire, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 406 questionnaires were returned, Figure 1 shows data for only 403 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies. For example, it is possible that some of the visitors' activities occurred outside of the park - they may not have understood to report only those activities done within the park.

Limitations

       Like all surveys, this study has limitations which should be taken into account when interpreting the results.

       1. All visitors were asked to record sites visited and activities. It is not possible to know whether their responses reflect actual behavior. This disadvantage is applicable to all such studies and is reduced by having visitors fill out the questionnaire _as they visit_ the park.

       2. The data reflect the use patterns of visitors during the designated study period of July 10-16. The results do not necessarily apply to visitors using the park during different times of the year.

       3. Complete data sets are not collected on non-respondents who accepted questionnnaires and no data is available for those visitors who refused to participate at all. Data is available for visitors who agreed to participate in the study since several questions were answered during the front-end interview process. However, it is not known if visitors who refused to participate differ from those who accepted questionnaires.

RESULTS

A. Visitors contacted

Five hundred and seventy-two visitor groups were contacted, and 484 agreed to participate. Thus, the acceptance rate was 85%. Four hundred and six of the visitor groups completed and returned their questionnaires, an 84% response rate. The acceptance rate is lower than the average acceptance rate of all previous Visitor Services Project surveys. The response rate is considerably higher than the average of all previous studies.

Table 1 shows a comparison of information collected from the total sample of visitors contacted and the final sample of visitors who returned their questionnaires. Non-response bias for these variables was insignificant.

Table 1: Comparison of total sample* and actual respondents**

_____

	Total sample	Actual respondents
Average age of respondent	N=484	N=405
Number of years	44.1	44.5
Average group size	N=484	N=403
Number of people	4.1	3.9

_____

* All visitors who accepted questionnaires.

** All visitors who returned questionnaires.

B. Characteristics

Figure 1 shows the group sizes, which ranged from one to 48 people. The most common group size was two people (41%). Family groups made up 71% of all visitor groups, as shown in Figure 2.

Figure 3 shows a wide range of age groups. The four most common groups were young adults, senior citizens, children and middle-aged adults. First time visitors comprised 75% of the groups sampled, as shown in Figure 4.

Thirty-two percent of the visitors were foreign. The largest proportions of foreign visitors came from Germany (37%) and from Switzerland (18%) as shown in Map 1 and Table 2. The largest proportions of U.S. visitors came from two states--California (22%) and Utah (13%). Map 2 shows the distribution of other U.S. visitors.

B. Characteristics (continued)

N=403 visitor groups
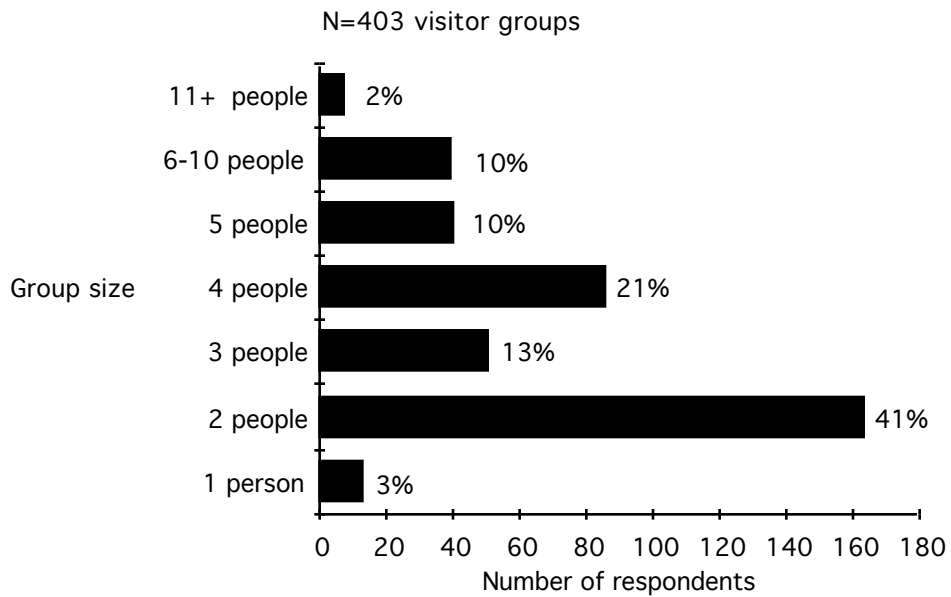
Figure 1: Visitor group sizes

N=406 visitor groups
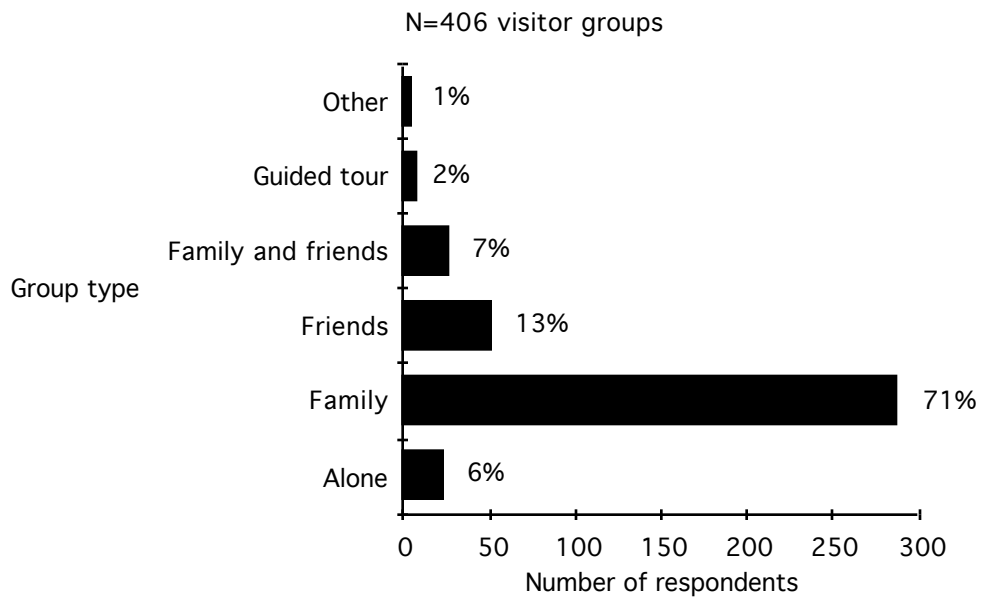
Figure 2: Visitor group types

B. Characteristics (continued)

N=1505 individuals;

percentages do not equal 100 due to rounding.

Age group	
62+ yrs.	12%
56-61 yrs.	5%
51-55 yrs.	5%
46-50 yrs.	7%
41-45 yrs.	10%
36-40 yrs.	8%
31-35 yrs.	7%
26-30 yrs.	5%
21-25 yrs.	14%
16-20 yrs.	8%
11-15 yrs.	9%
1-10 yrs.	11%

Number of individuals

Figure 3: Visitor ages

N=1233 individuals

Times visited	
10+ visits	1%
5-9 visits	3%
2-4 visits	21%
First visit	75%
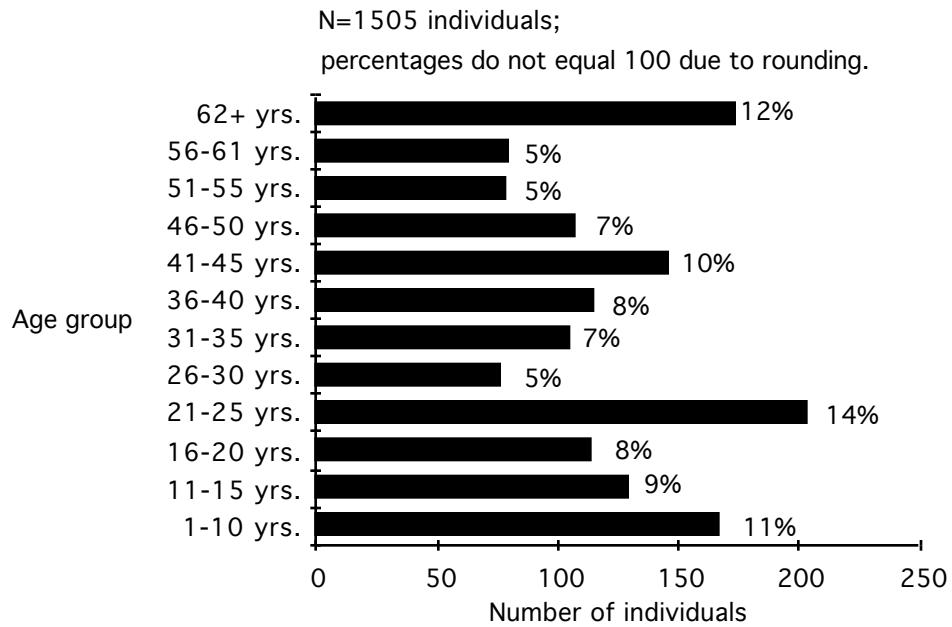
Number of individuals
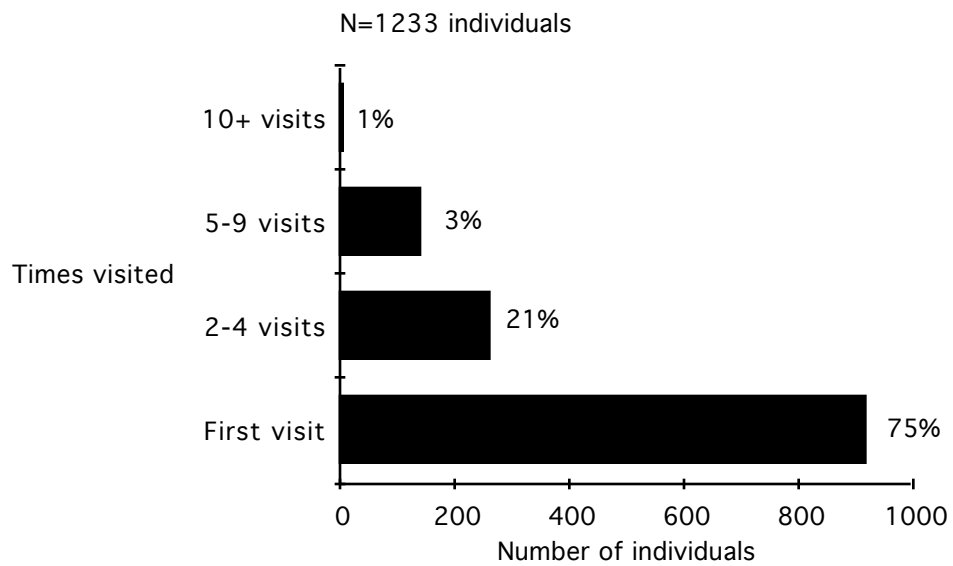
Figure 4: Number of visits

B. Characteristics (continued)

N=384 foreign visitors

= 1% to 6%

= 7% to 14%

= 15% +
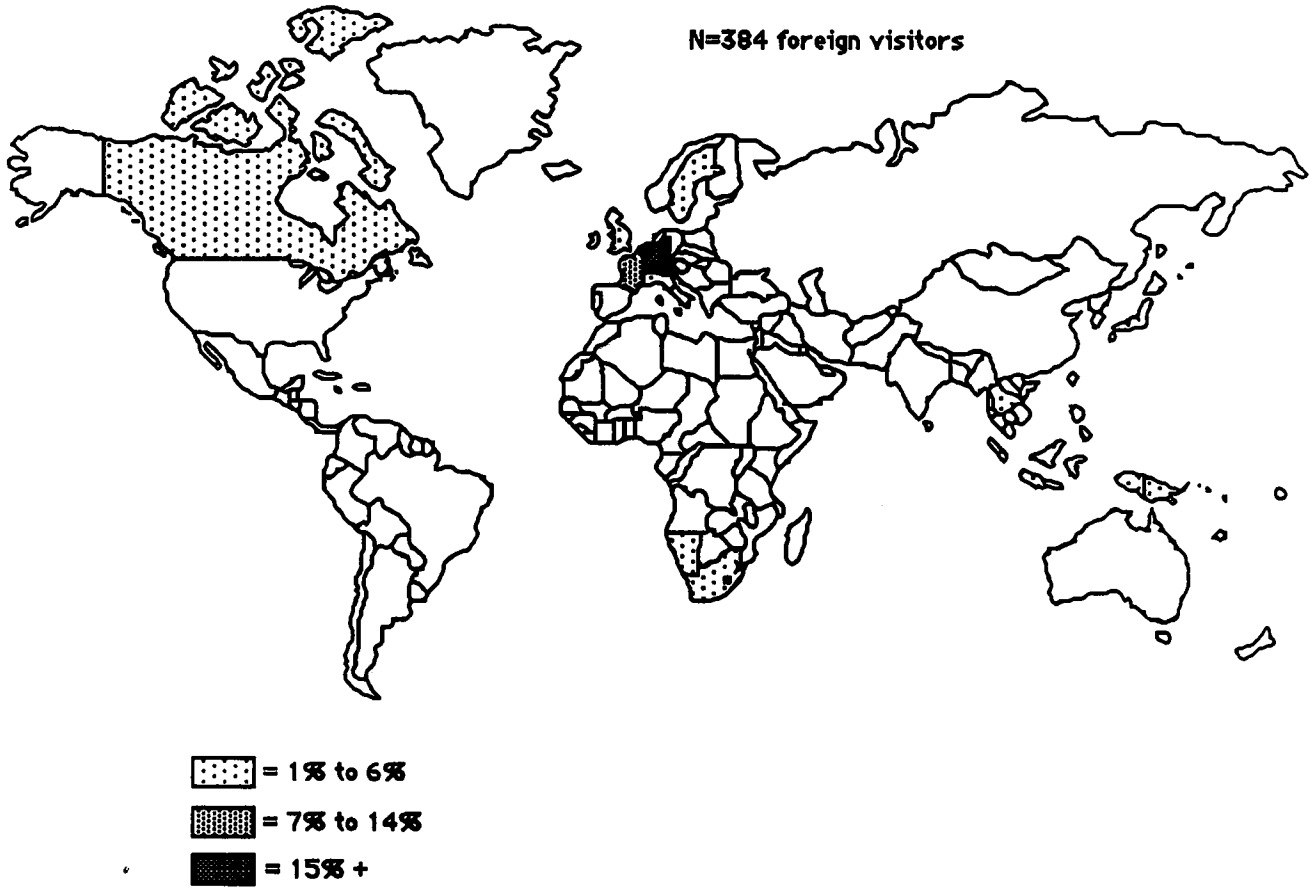
Map 1: Proportion of foreign visitors by country

B. Characteristics (continued)

Table 2: Proportion of visitors from foreign countries

N=384 individuals

Country	Number of individuals	% of foreign visitors
Africa	5	1
South Africa	5	
Asia	27	7
Guam	1	
Indonesia	8	
Israel	6	
Japan	3	
Singapore	1	
Taiwan	5	
Thailand	3	
Europe 337		88
Austria	13	
Belgium	34	
Denmark	5	
England	9	
France	31	
Germany	142	
Holland	23	
Italy9		
Sweden	3	
Switzerland	68	
North America	15	4
Canada	14	
Mexico	1	

B. Characteristics (continued)

N = 828 individuals

Bryce Canyon NP

= under 2%
= 2% to 3%
= 4% to 9%
= 10% +

Map 2: Proportion of visitors from each state

C. Length of stay

Sixty percent of all visitors stayed overnight in the Bryce Canyon area. Figure 5 shows that 59% of those visitor groups stayed one night in the Bryce Canyon area. Of those spending less than one day, 53% of the visitor groups spent three to four hours in the park area (Figure 6).

N=239 visitor groups

Number of nights

- 5+ 1%
- 3-4 9%
- 2 31%
- 1 59%

Number of respondents
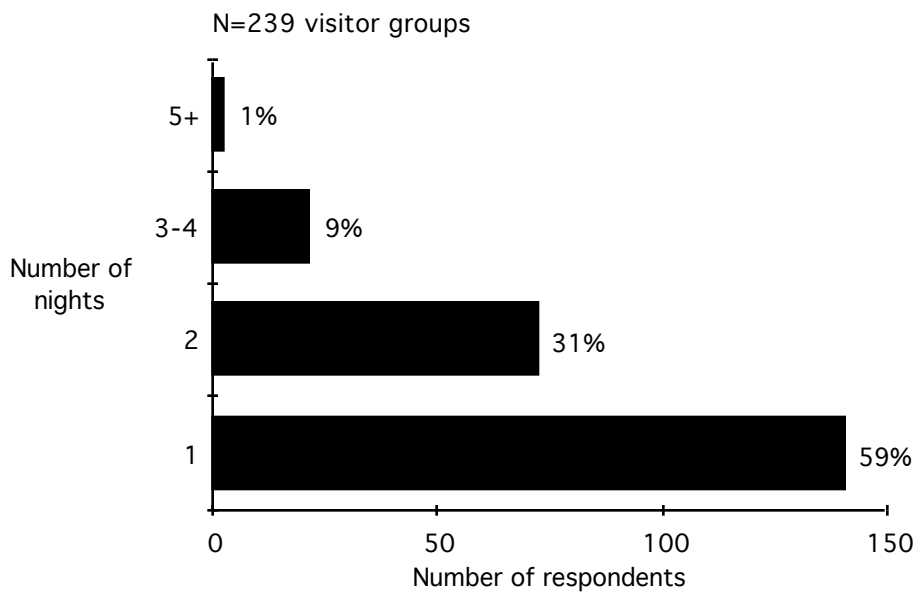
Figure 5: Number of nights visitors spent in Bryce Canyon area

C. Length of stay (continued)

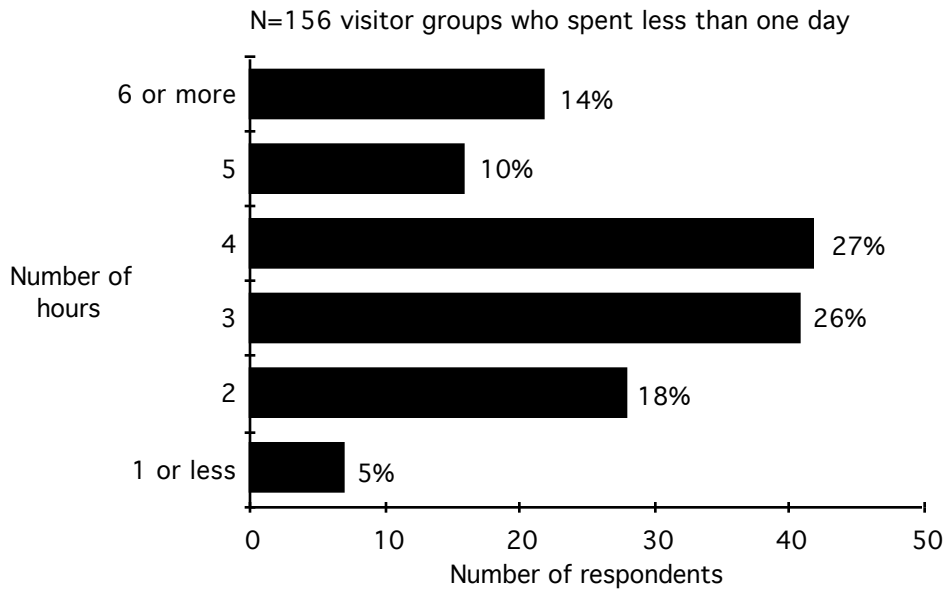N=156 visitor groups who spent less than one day

Figure 6: Number of hours visitors spent in Bryce Canyon area

D. Activities

Figure 7 shows the proportion of visitors who participated in each activity during their visit. The majority of visitors stopped at viewpoints (95%), used motorized travel (78%), visited the visitor center (72%), hiked under four hours (52%), and shopped at the visitor center (51%). Less common activities included attending conducted activities, hiking over four hours, camping at backcountry sites, and bicycling. "Other" activities reported by visitors included going to the store, taking showers, picnicking, horseback riding, jogging, and writing postcards.

N=406 visitor groups; percentages do not equal 100 because visitors could report more than one activity.

Activity	Percentage
Visit visitor center	72%
Stop at viewpoints	95%
Motorized travel	78%
Camp at devlpd. campgrd.	24%
Attend conducted activity	12%
Hike under 4 hours	52%
Hike over 4 hours	7%
Camp backcountry site	3%
Bicycle	1%
Shop at visitor center	51%
Visit lodge	44%
Other shopping	28%
Other	18%

Proportion of respondents

Figure 7: Proportion of visitor groups participating in each activity

E.   Locations

Map 3 shows the proportion of visitor groups that stopped at each viewpoint during their visit. The largest proportion of visitor groups stopped at Sunrise and Sunset Points (86%), followed by Bryce Point (75%), Natural Bridge (68%), Yovimpa/Rainbow Points (64%), and Paria View (55%).

N=406 visitor groups;
percentages do not equal 100 because visitors could visit more than one site.
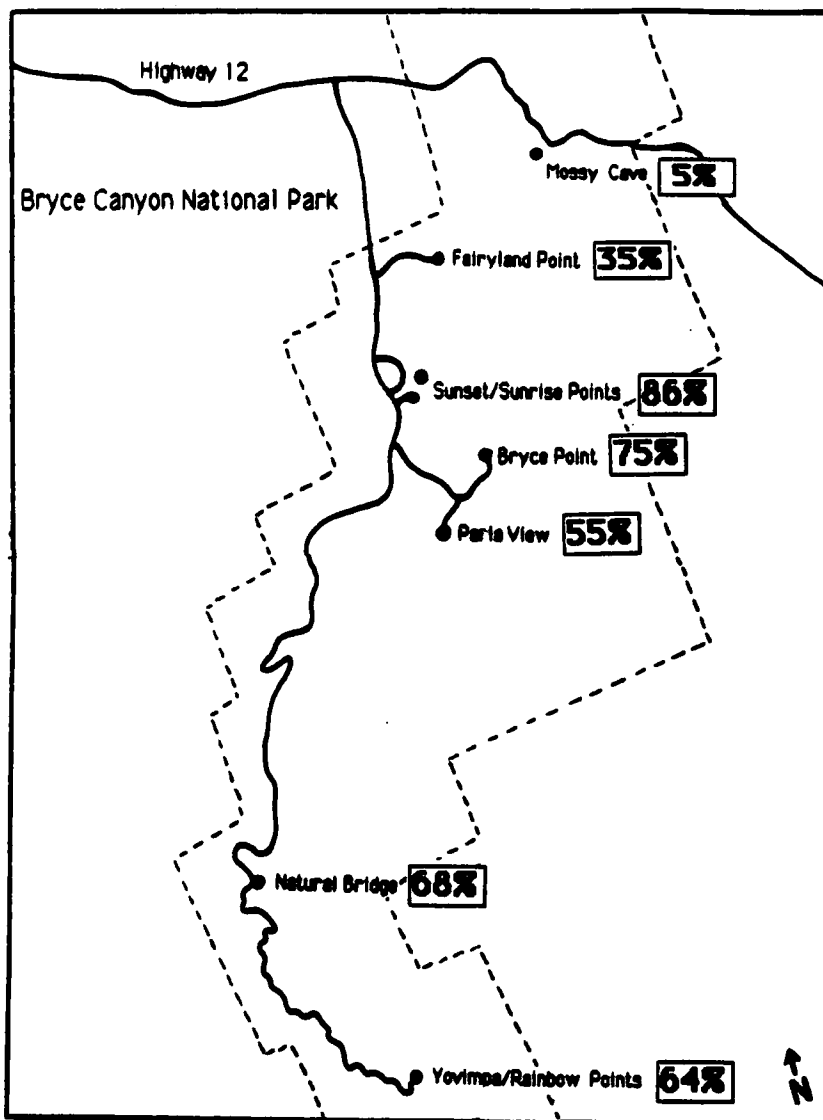
Map 3:   Proportion of visitor groups who stopped at each site

F. Expenditures

Figure 8 shows how much money visitor groups spent while visiting the Bryce Canyon area. Although 9% of visitor groups did not spend any money, 49% spent up to $50.00 and 19% spent from $51.00-100.00. The average visitor group expenditure was approximately $90.00; the average per capita amount spent was approximately $28.00.

Figure 9 shows the percentage of total visitor group expenditures by category. The greatest proportion of money spent by visitor groups went toward lodging (31%), followed closely by food (30%).

Figures 10-13 depict how much money visitor groups spent on lodging, travel, food, and "other" items in the Bryce Canyon area. In each category, 50% or more of the visitors reporting expenditures spent $25.00 or less. The average visitor group expenditure was $46.00 for lodging, $19.00 for travel, $38.00 for food, and $29.00 for "other" items.

F. Expenditures (continued)

N=406 visitor groups;
percentages do not equal 100 due to rounding.
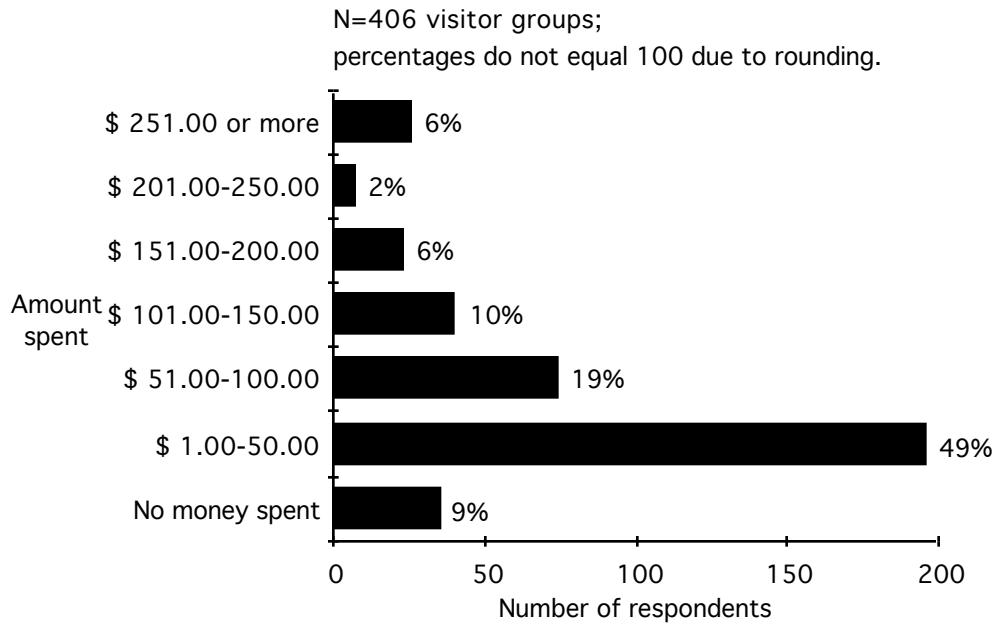
Figure 8: Total amount of expenditures in the Bryce Canyon area

N=367 visitor groups
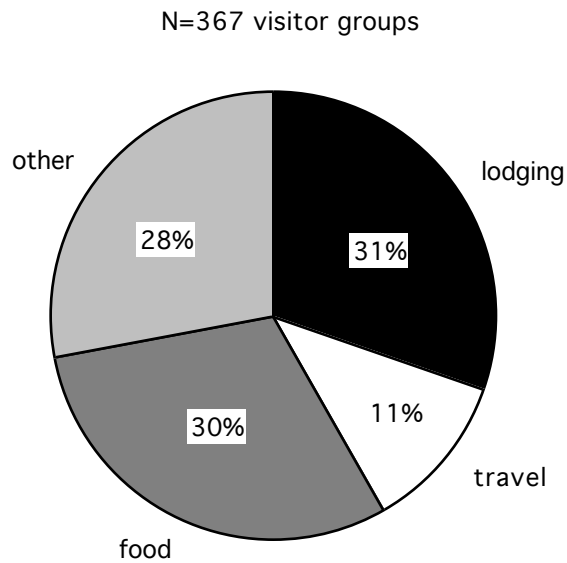
Figure 9: Proportion of visitor expenditures by category

F. Expenditures (continued)

N=221 visitor groups;
percentages do not equal 100 due to rounding.

Amount spent	
$ 151.00 or more	5%
$ 126.00-150.00	2%
$ 101.00-125.00	2%
$ 76.00-100.00	6%
$ 51.00-75.00	13%
$ 26.00-50.00	21%
$ 25.00 or less	50%

Number of respondents
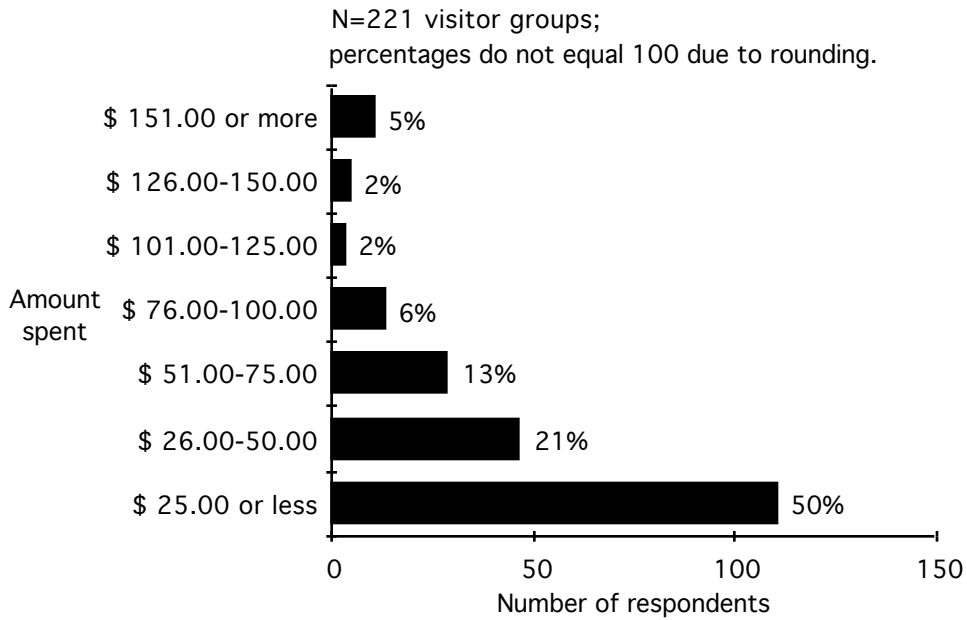
Figure 10: Total visitor expenses for lodging

N=200 visitor groups;
percentages do not equal 100 due to rounding.

Amount spent	
$ 151.00 or more	1%
$ 126.00-150.00	0%
$ 101.00-125.00	0%
$ 76.00-100.00	1%
$ 51.00-75.00	1%
$ 26.00-50.00	10%
$ 25.00 or less	89%

Number of respondents
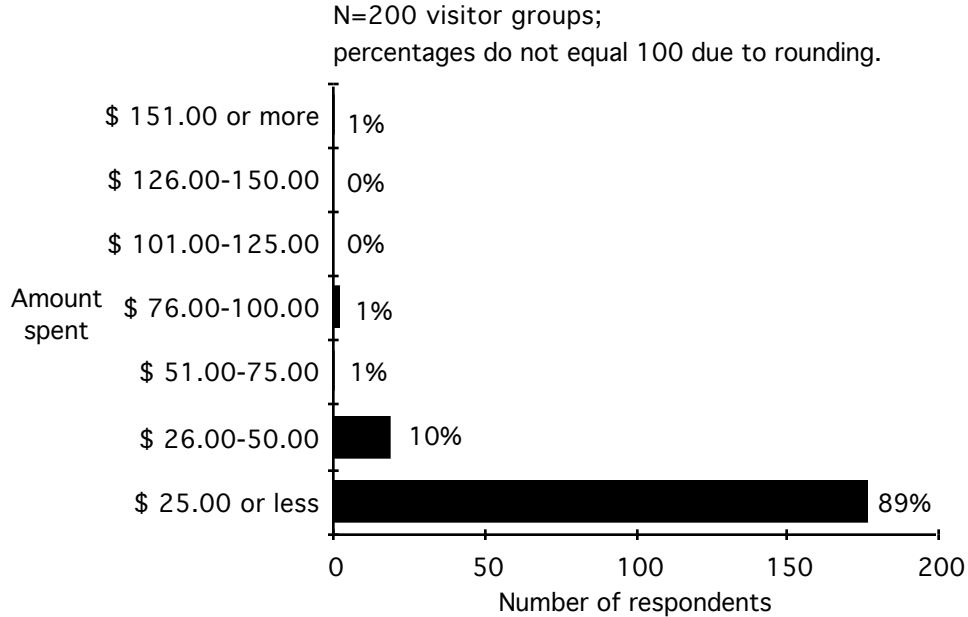
Figure 11: Total visitor expenses for travel

20

F. Expenditures (continued)

N=262 visitor groups;
percentages do not equal 100 due to rounding.
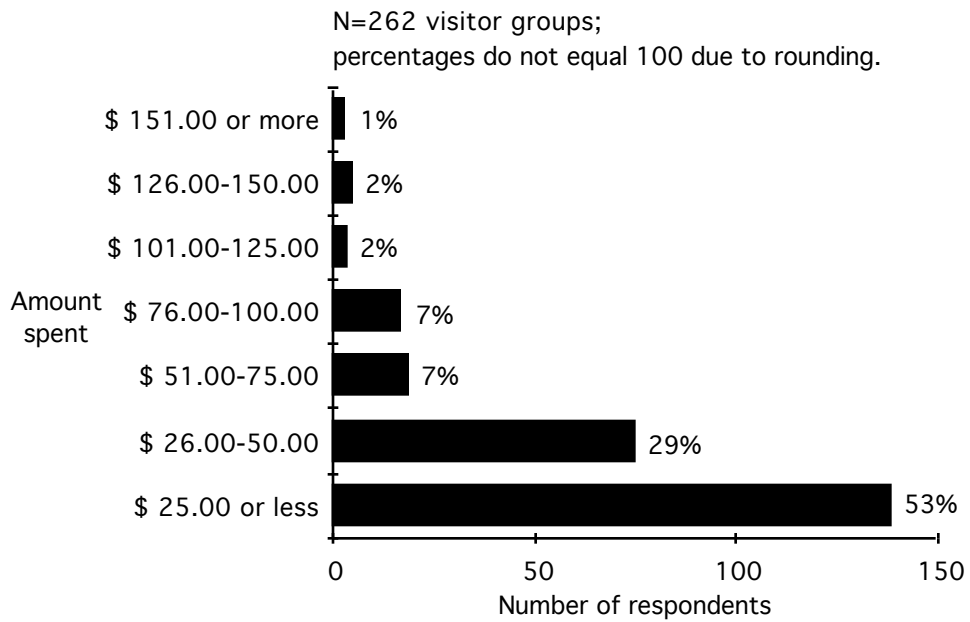
Figure 12: Total visitor expenses for food

N=317 visitor groups;
percentages do not equal 100 due to rounding.
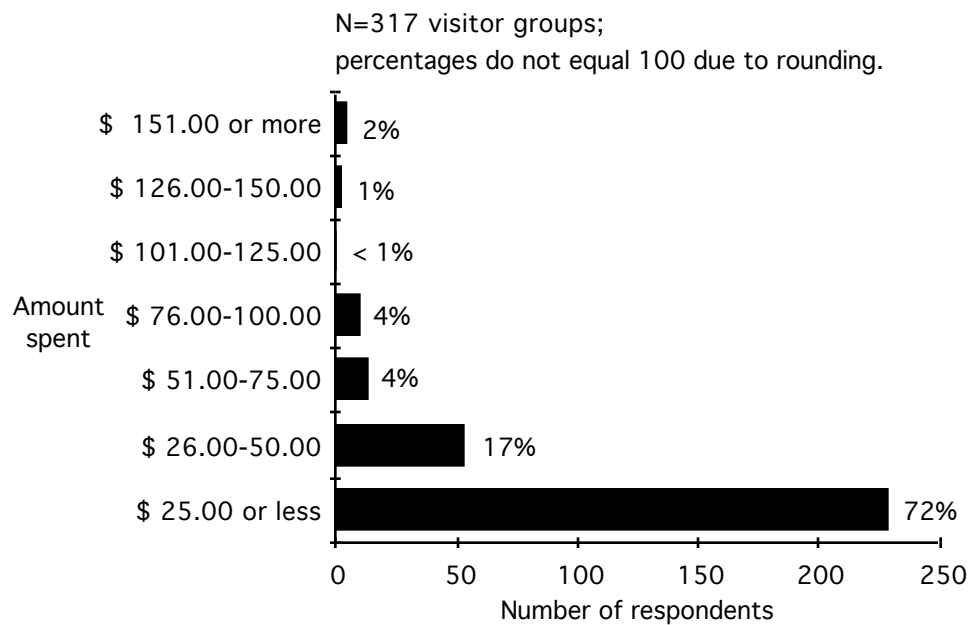
Figure 13: Total visitor expenses for "other" items

G. Origins on arrival day

The survey asked visitors to identify the state and the place that they traveled from on the day that they arrived in Bryce Canyon. Table 3 shows that Utah (74%) and Arizona (18%) were the two most common origins on the arrival day. Table 4 shows that Page and Zion National Park were the most common places of origin.

Table 3: State of visitor origin on arrival day

N=378 visitor groups

State	Number of Respondents	%
Utah	278	74
Arizona	68	18
Nevada	24	6
Other states	< 3 per state (8)	2

G. Origins on arrival day (continued)

Table 4: Place of visitor origin on arrival day

N=397 visitor groups;
percentages do not equal 100 due to rounding.

Place	Number of respondents	%
Page	41	10
Zion NP	41	10
Panguitch	26	7
Cedar City	23	6
Grand Canyon NP	22	6
Kanab	21	5
St. George	18	5
Las Vegas	16	4
Springdale	15	4
Salt Lake City	13	3
Provo	12	3
Richfield	11	3
Capitol Reef NP	8	2
Green River	7	2
Moab	7	2
Mt. Carmel Junction	6	2
Other places	< 6 per place (110)	28

H. Destinations on departure day

The survey asked visitors to name the state and the community they planned to travel to on the day that they departed Bryce Canyon. Table 5 shows that Utah (69%) and Arizona (14%) were the most common states to which visitors planned to travel. Table 6 shows that Zion National Park and Las Vegas were the most common destinations.

Table 5: Visitor destination states on departure day

N=367 visitor groups;
percentages do not equal 100 due to rounding.

State	Number of respondents	%
Utah	253	69
Arizona	50	14
Nevada	40	11
Colorado	10	3
Other states	< 6 per state (14)	4

H. Destinations on departure day (continued)

Table 6: Visitor destination places on departure day

N=393 visitor groups;
percentages do not equal 100 due to rounding.

Place	Number of respondents	%
Zion NP	61	16
Las Vegas	38	10
Grand Canyon NP	31	8
Page	21	5
Salt Lake City	21	5
St. George	21	5
Cedar City	19	5
Panguitch	18	5
Capitol Reef NP	13	3
Kanab	9	2
Moab	9	2
Mt. Carmel Junction	8	2
Escalante	7	2
Richfield	7	2
Arches NP	6	2
Provo	6	2
Other places	< 6 per place (98)	25

I. Preferred times for conducted activities in national parks

Sixty-one percent of visitor groups reported that they did not attend conducted activities when they visit national parks. Figure 14 shows that visitors who attend conducted activities prefer a morning starting time of 9:00 a.m. (45%), followed by 10:00 a.m. (26%) and 8:00 a.m. (22%). For afternoon conducted activities, visitors preferred 8:00 p.m. (23%), followed by 2:00 p.m. (15%), as shown in Figure 15.

N=101 visitor groups;
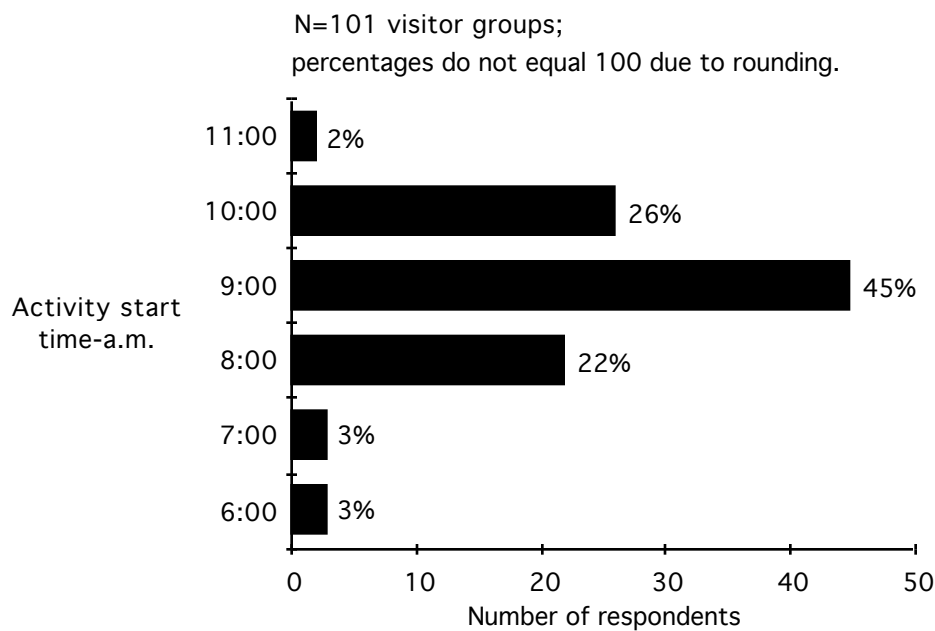percentages do not equal 100 due to rounding.

Figure 14: Preferred starting times for conducted activities in national parks - a.m.

I. Preferred times for conducted activities in national parks (continued)

N=114 visitor groups;
percentages do not equal 100 due to rounding.
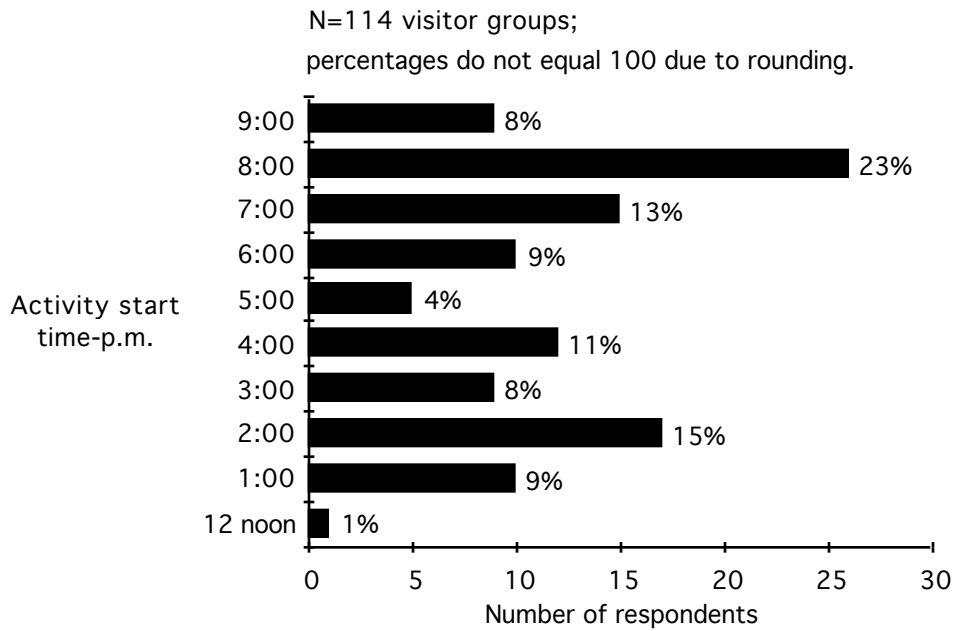
Figure 15: Preferred starting times for conducted activities in national parks - p.m.

J. Ratings of service or facility importance and quality

The survey asked visitors to indicate the importance of ten services or facilities, and if used, to rate their quality. The quadrants in Figure 16 indicate the average importance and quality rating for each service or facility. Services or facilities located in quadrant I - are of greater importance and lower quality; II - greater importance and higher quality; III - lesser importance and lower quality; IV - lesser importance and higher quality.

A five point scale was provided for visitors to rate the importance of services or facilities: 1= extremely important, 2= very important, 3= moderately important, 4= somewhat important, and 5= not important. Figures 17-26 show several services which were rated from very to extremely important: directional signs (93%), visitor center information (84%), and printed materials (84%). Services receiving the highest somewhat to not important ratings were horseback riding (69%) and campfire programs (50%).

Similarly, a five point scale was provided for visitors to rate the quality of services: 1= very good, 2= good, 3= average, 4= poor, 5= very poor. Figures 27-36 show the visitor ratings of these services' or facilities' quality. Services or facilities rated from good to very good included visitor center information (91%) and printed materials (90%). Of the visitors who went horseback riding, 19% rated that service as the highest poor to very poor quality service.

J. Ratings of service or facility importance and quality (continued)

Very Important

I

II

1

* directional signs
         printed materials
      *
   * visitor center information

2

campgrounds
                * * exhibits
       *
food services

Very
Poor
Quality

5   4   3   2   1

Very
Good
Quality

      * * guided walks
   lodging

* campfire programs

4

* horseback riding

III

5

IV

Not Important
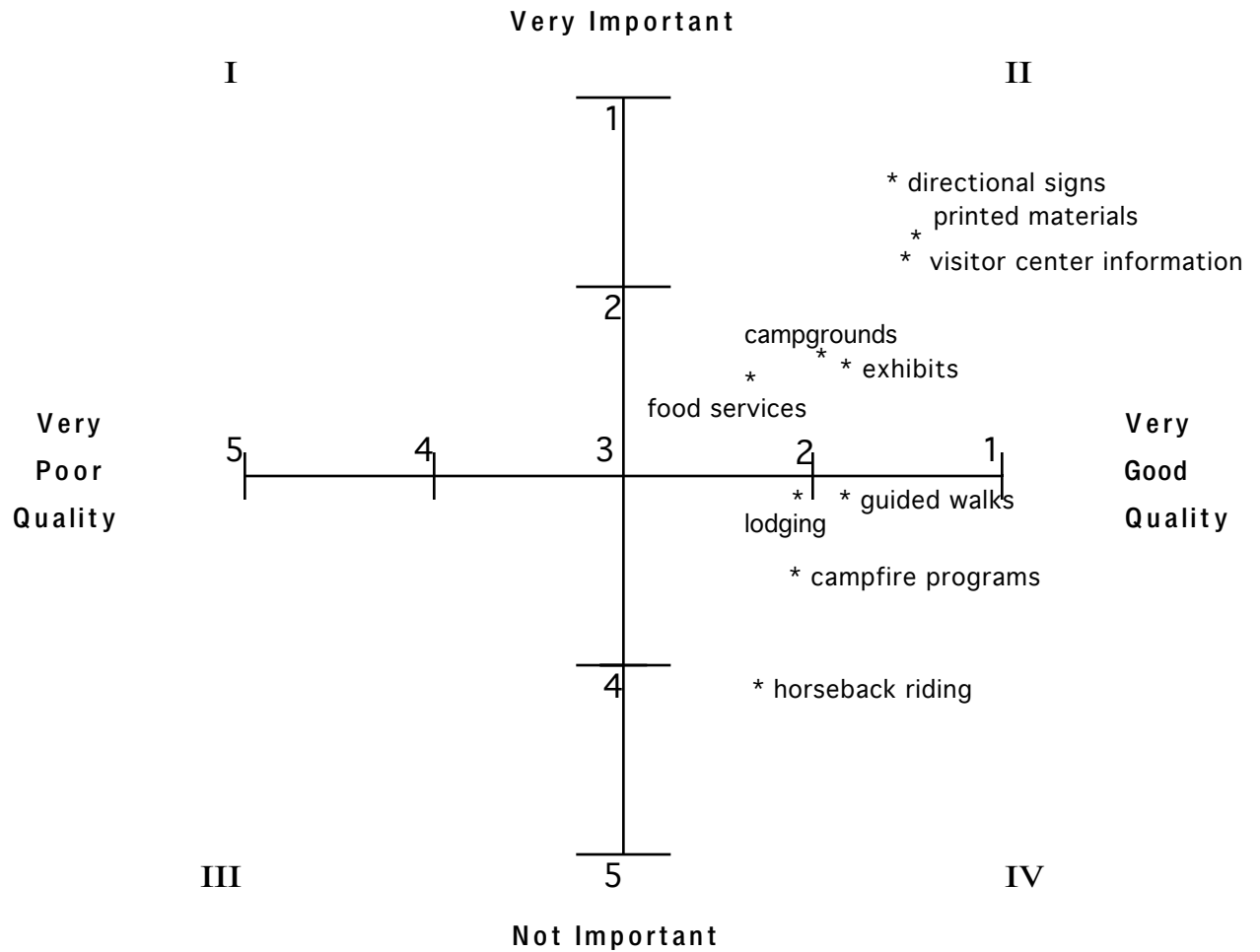
Figure 16: Visitor ratings of service importance and quality

J. Ratings of service or facility importance and quality (continued)

N=310 visitor groups;
percentages do not equal 100 due to rounding.
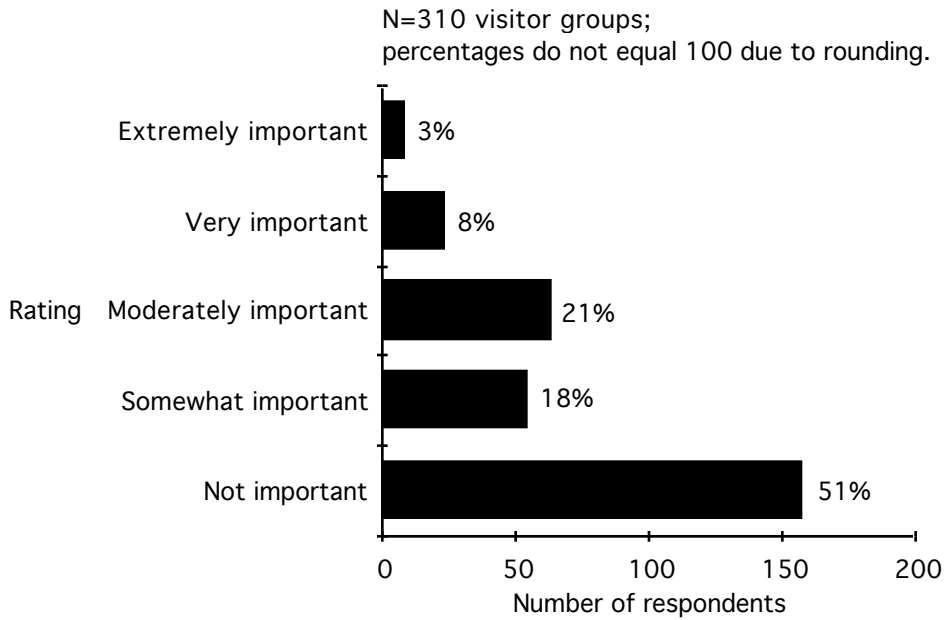
Figure 17: Importance ratings of horseback riding

N=342 visitor groups;
percentages do not equal 100 due to rounding.
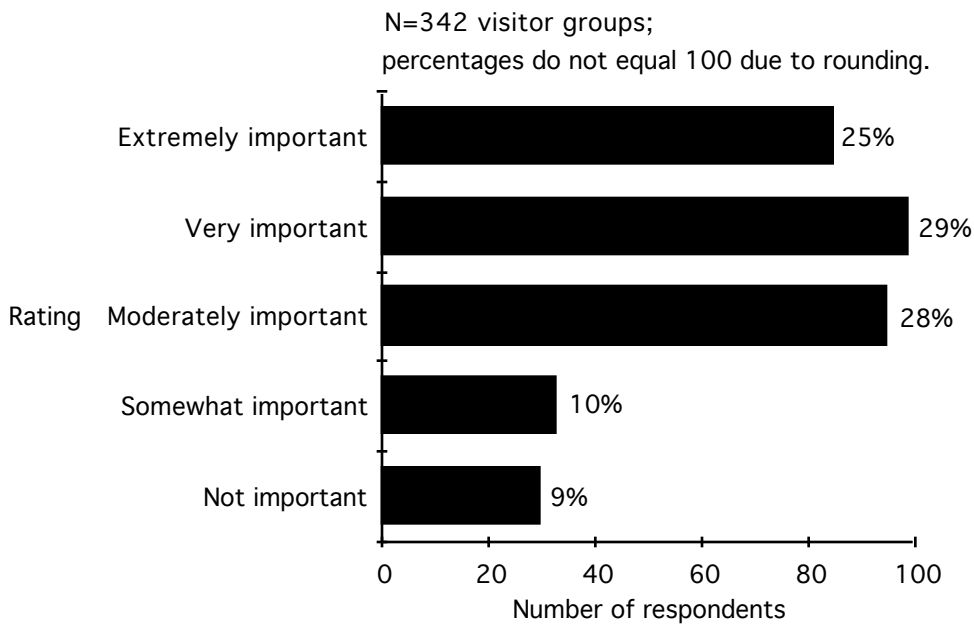
Figure 18: Importance ratings of food services

30

J. Ratings of service or facility importance and quality (continued)

N=307 visitor groups
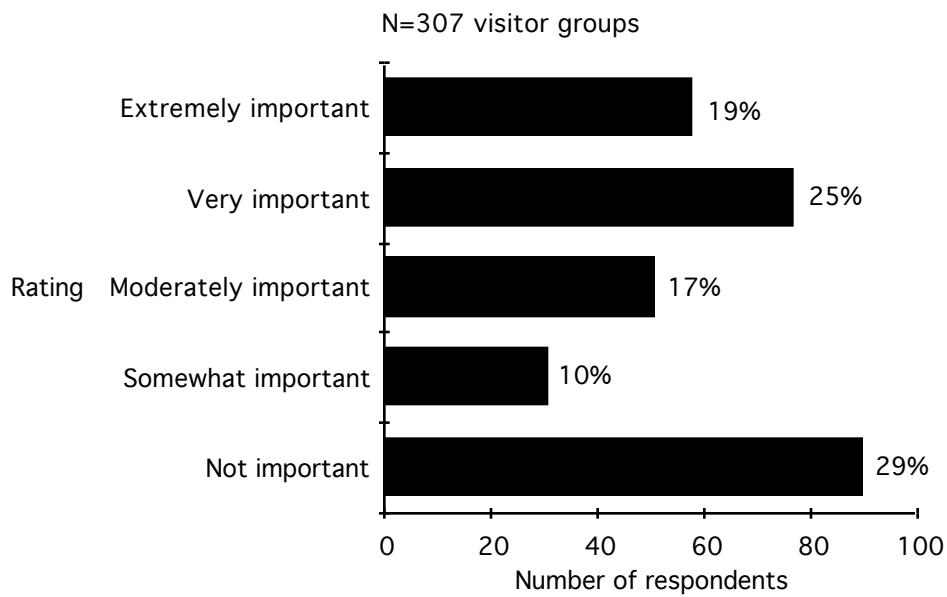
Figure 19: Importance ratings of lodging

N=322 visitor groups
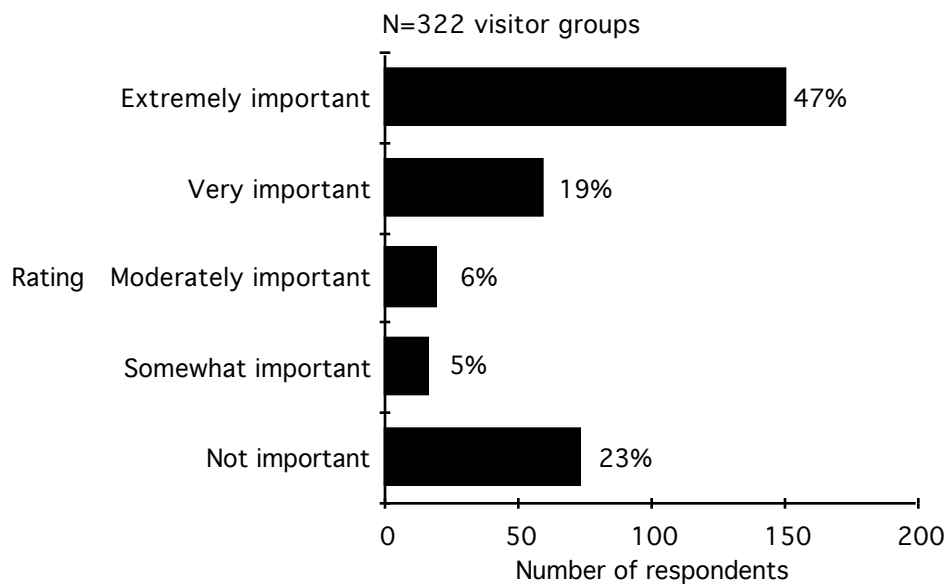
Figure 20: Importance ratings of campgrounds

J. Ratings of service or facility importance and quality (continued)

N=311 visitor groups

Rating	
Extremely important	16%
Very important	18%
Moderately important	28%
Somewhat important	15%
Not important	23%

Number of respondents
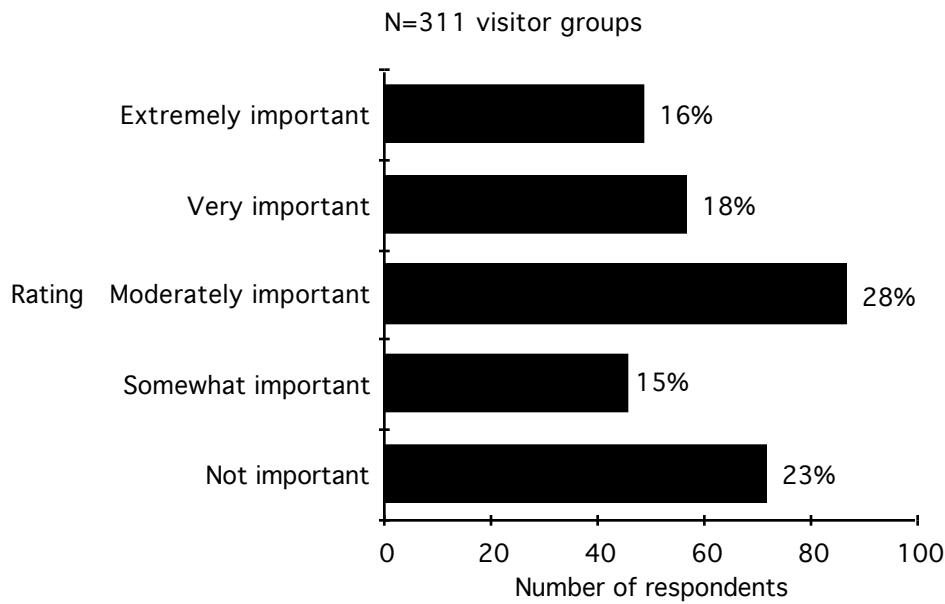
Figure 21: Importance ratings of guided walks

N=296 visitor groups

Rating	
Extremely important	9%
Very important	14%
Moderately important	27%
Somewhat important	16%
Not important	34%

Number of respondents
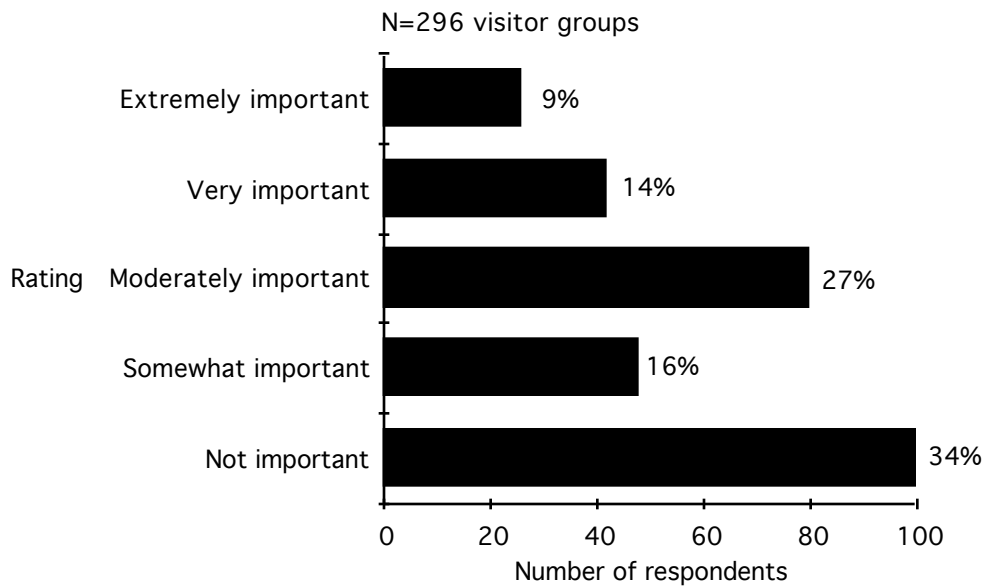
Figure 22: Importance ratings of campfire programs

J. Ratings of service or facility importance and quality (continued)

N=327 visitor groups

Extremely important	21%
Very important	38%
Rating Moderately important	27%
Somewhat important	10%
Not important	4%

Number of respondents
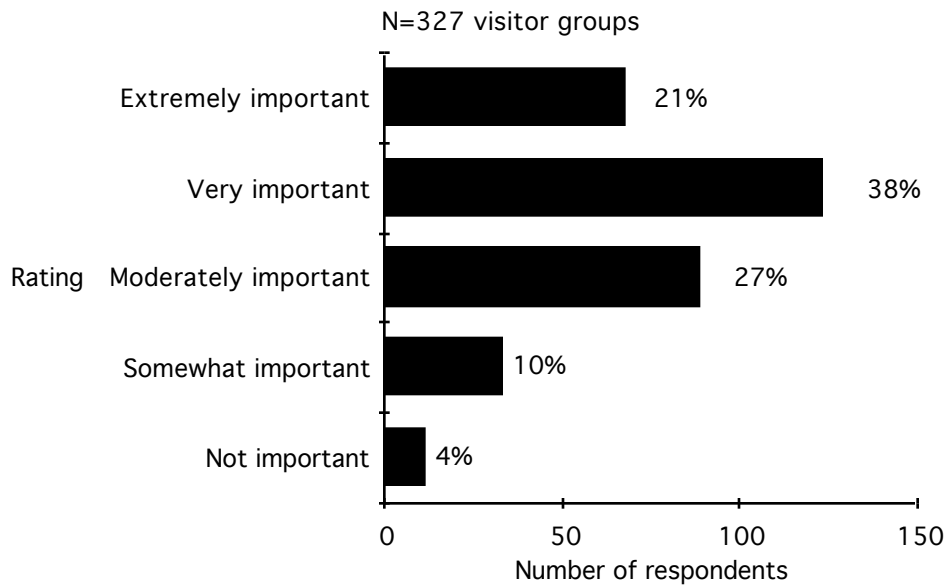
Figure 23: Importance ratings of exhibits

N=354 visitor groups

Extremely important	53%
Very important	31%
Rating Moderately important	12%
Somewhat important	3%
Not important	1%

Number of respondents
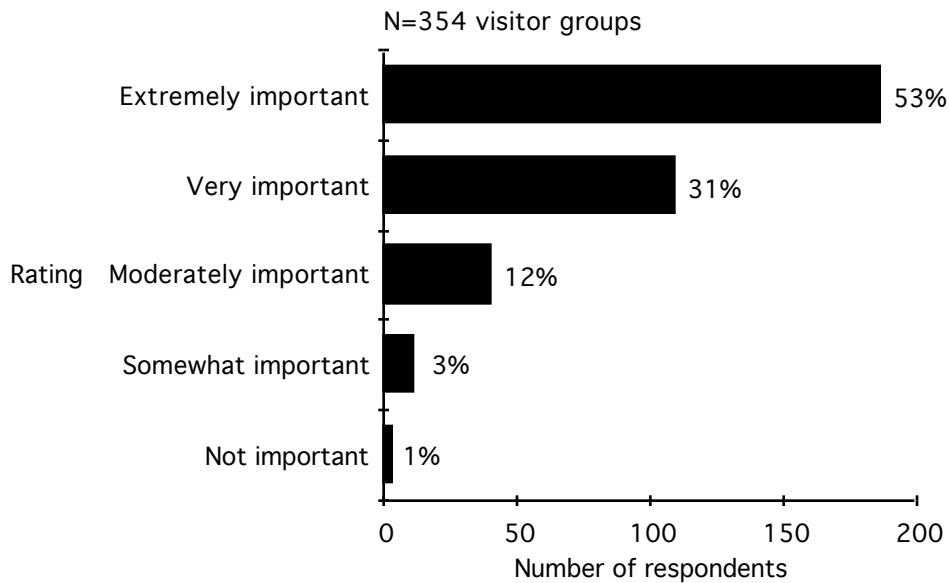
Figure 24: Importance ratings of visitor center information

J. Ratings of service or facility importance and quality (continued)

N=349 visitor groups;
percentages do not equal 100 due to rounding.

Figure 25: Importance ratings of printed materials

N=362 visitor groups
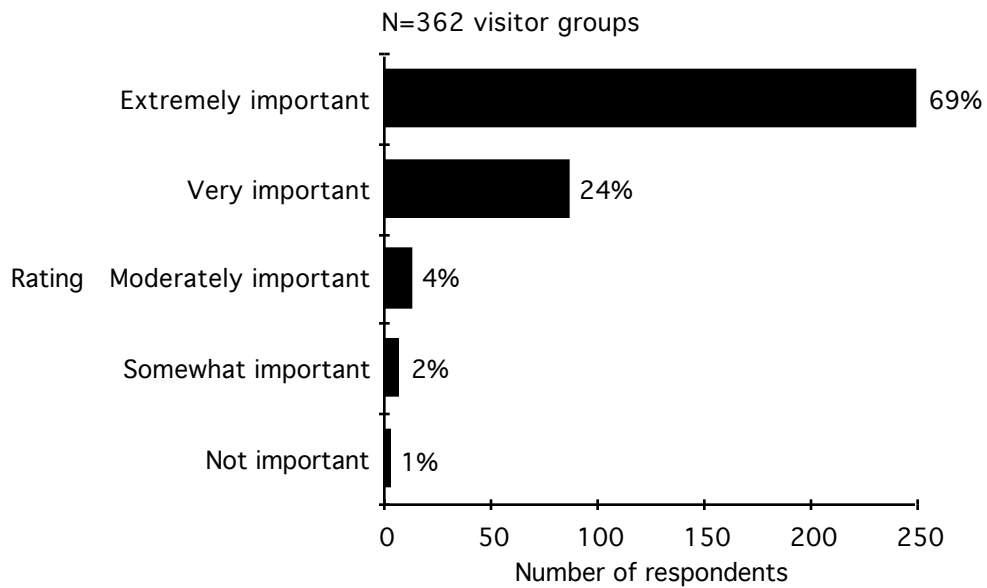
Figure 26: Importance ratings of directional signs

34

J. Ratings of service or facility importance and quality (continued)

N=71 visitor groups;
percentages do not equal 100 due to rounding.

Very good — 38%
Good — 21%
Rating   Average — 23%
Poor — 9%
Very poor — 10%

Number of respondents
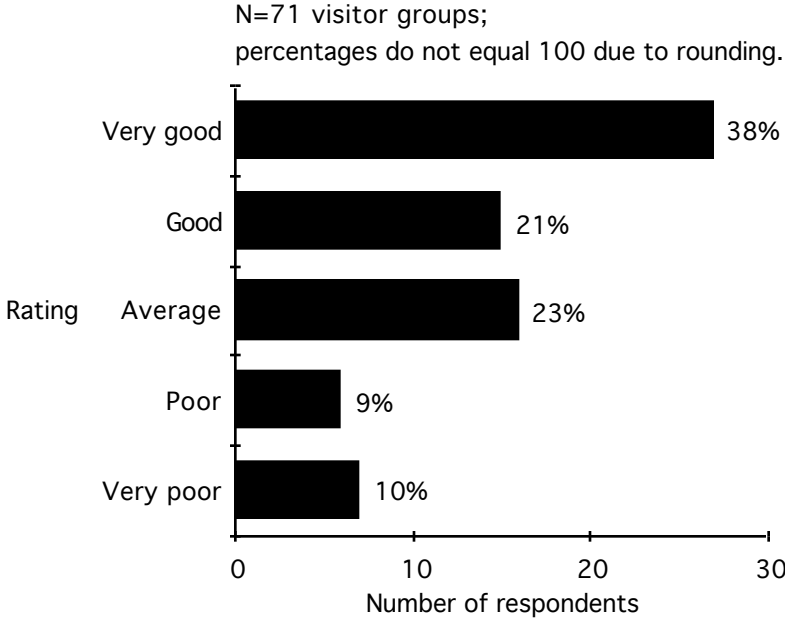
Figure 27: Quality ratings of horseback riding

N=216 visitor groups

Very good — 24%
Good — 35%
Rating   Average — 29%
Poor — 8%
Very poor — 4%

Number of respondents
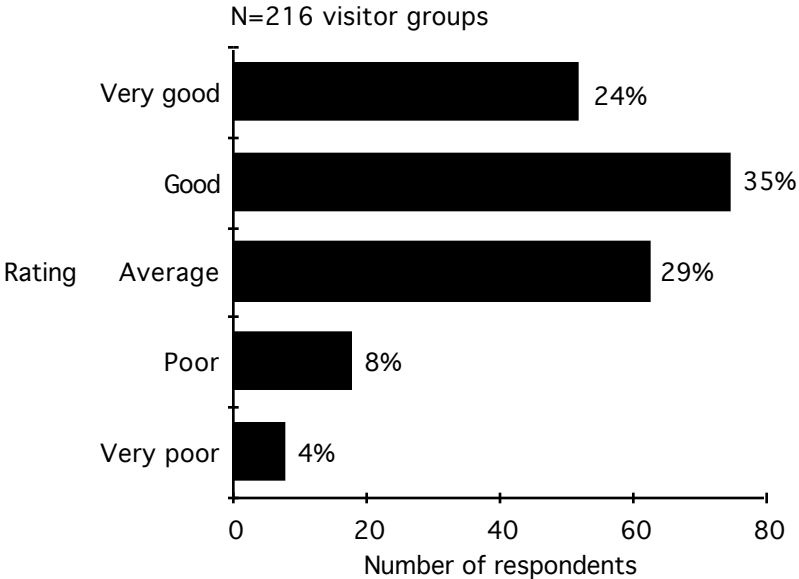
Figure 28: Quality ratings of food services

J. Ratings of service or facility importance and quality (continued)

N=104 visitor groups;
percentages do not equal 100 due to rounding.

Rating

- Very good — 32%
- Good — 37%
- Average — 23%
- Poor — 6%
- Very poor — 3%

Number of respondents
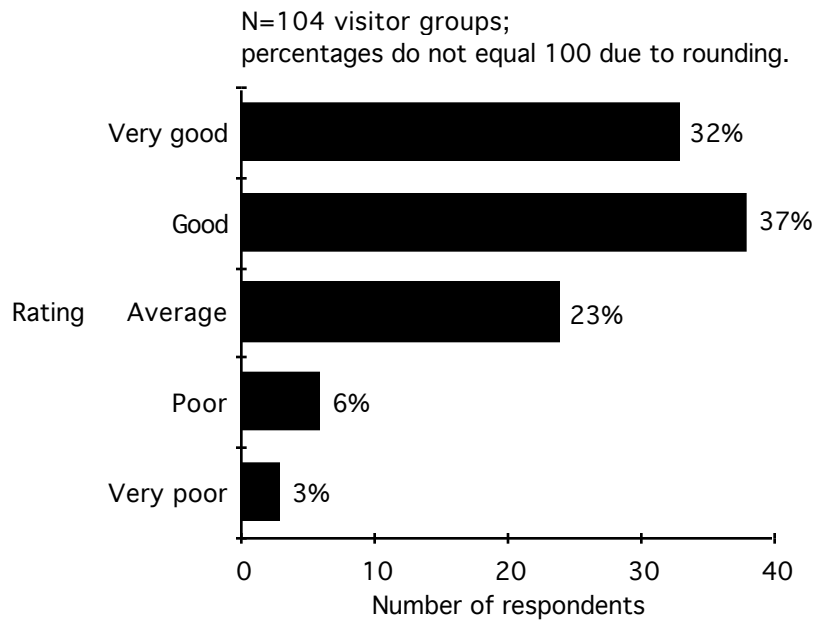
Figure 29: Quality ratings of lodging

N=151 visitor groups

Rating

- Very good — 42%
- Good — 40%
- Average — 11%
- Poor — 4%
- Very poor — 3%

Number of respondents
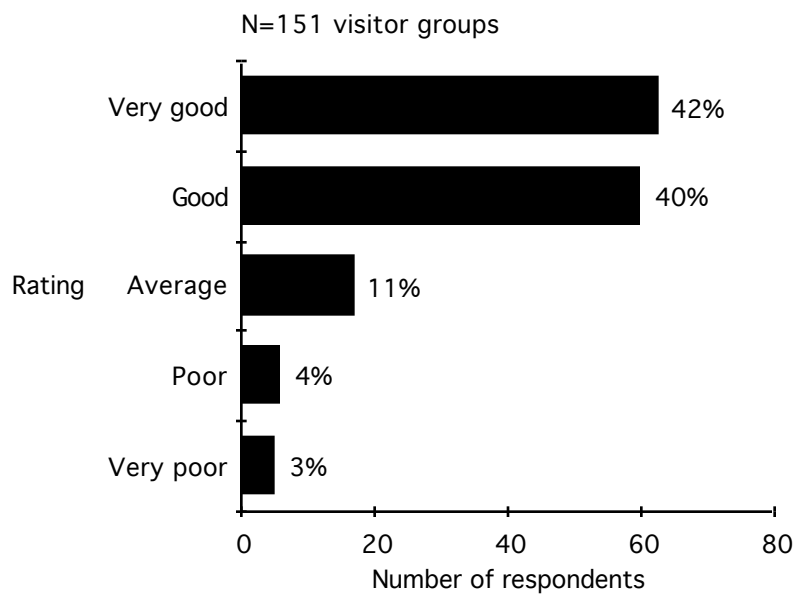
Figure 30: Quality ratings of campgrounds

36

J. Ratings of service or facility importance and quality (continued)

N=92 visitor groups

Rating	
Very good	46%
Good	35%
Average	15%
Poor	3%
Very poor	1%

Number of respondents

Figure 31: Quality ratings of guided walks

N=65 visitor groups

Rating	
Very good	34%
Good	35%
Average	20%
Poor	5%
Very poor	6%

Number of respondents
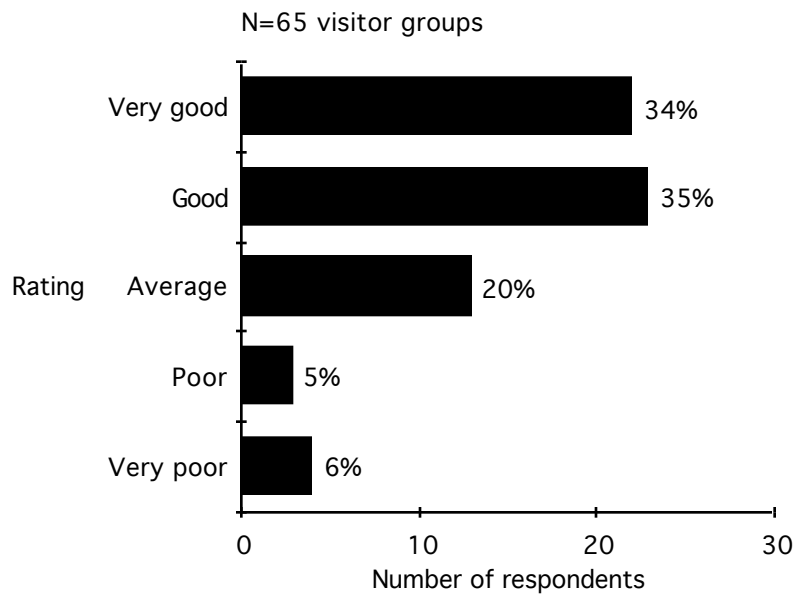
Figure 32: Quality ratings of campfire programs

J. Ratings of service or facility importance and quality (continued)

N=239 visitor groups;
percentages do not equal 100 due to rounding.
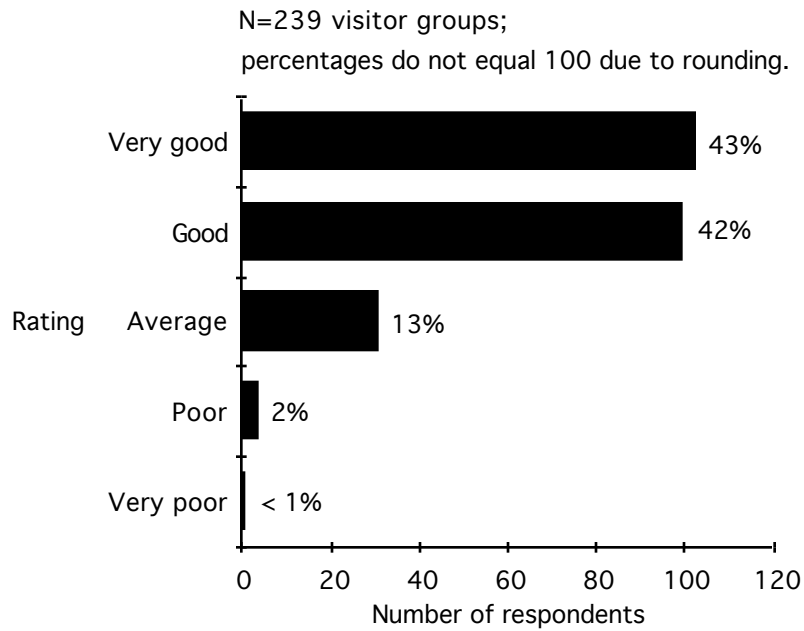
Figure 33: Quality ratings of exhibits

N=307 visitor groups;
percentages do not equal 100 due to rounding.
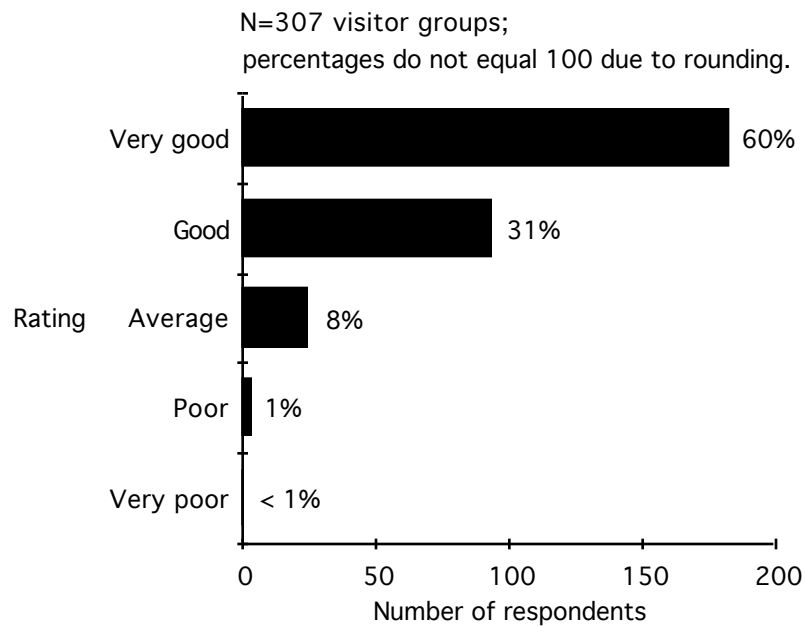
Figure 34: Quality ratings of visitor center information

38

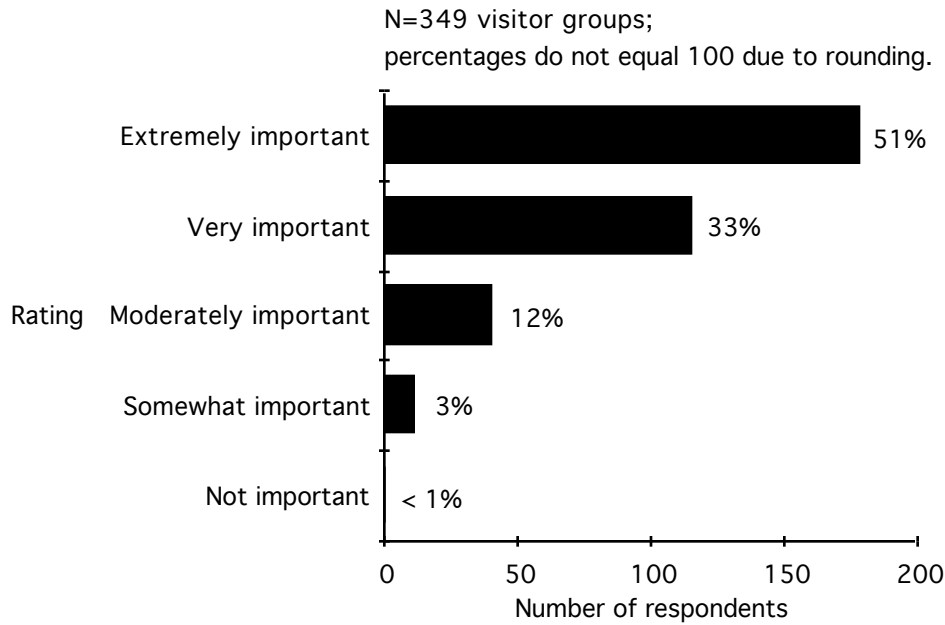**J. Ratings of service or facility importance and quality (continued)**

N=328 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Very good	60%
Good	30%
Average	8%
Poor	2%
Very poor	1%

Number of respondents

Figure 35: Quality ratings of printed materials

N=342 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Very good	57%
Good	26%
Average	13%
Poor	4%
Very poor	1%

Number of respondents
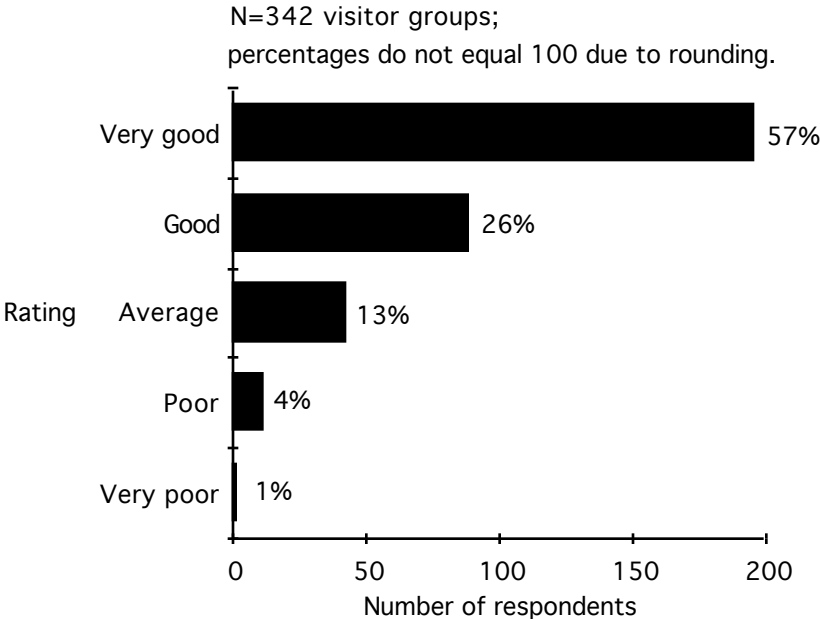
Figure 36: Quality ratings of directional signs

K. Comment summary - Introduction

Volume 2 of this report contains unedited comments made by visitors. A summary of these comments follows, and is included in Volume 2. Some of the comments offer specific suggestions regarding what visitors like or dislike, while others contain general impressions. A wide variety of topics are discussed, including personnel, interpretive services, facilities and maintenance, policies, resource management, and concessions.

40

K. Comment summary

Visitors' answers to question 10: "Is there anything else you would like to tell us about your visit to Bryce Canyon National Park?"*

Comment	Number

PERSONNEL — 86

Park — 77

Personnel friendly/helpful	36
Rangers friendly/helpful	24
Personnel knowledgeable	3
Rangers knowledgeable	3
Personnel unknowledgeable	2
No rangers available	2
Senior citizens not treated like children	1
Rangers available	1
Personnel professional	1
Personnel rude	1
Personnel efficient	1
Rangers in police cars, guns, and radar intimidating	1
Give volunteer a paid job	1

Concession — 9

Horseback guides entertaining	3
Horseback guides courteous, helpful	1
Horseback guides excellent	1
Ladies at store rude	1
Restaurant reservation person unhelpful--dined out of park	1
Lodge receptionist advised stay in poor quality motel	1
Tour guide excellent	1

INTERPRETIVE SERVICES — 68

Personal — 17

Programs	14
Guided walks not offered--missed them	2
Evening programs should be more entertaining	2
Guided walks excellent	1
Offer guided walks in German	1
More guided tours needed for senior citizens	1
Evening programs should be more informative	1
Evening programs excellent	1
Evening program enjoyable	1
Evening program on mining - good	1
Need rangers at viewpoints to answer questions/give talks	1
Provide language interpreters at viewpoints	1
Junior ranger program excellent and educational	1

_____
*N=800 comments. Many visitors made more than one comment.

K. Comment summary: INTERPRETIVE SERVICES (continued)

Visitor center information desk	3
Information important	1
Keep information free--unlike Death Valley	1
Visitor center closed	1
Nonpersonal	51
Exhibits	6
Museum good	2
Museum clear/informative	1
Modernize visitor center exhibits	1
Liked exhibit comparing canyons	1
Translate visitor center exhibits into other languages	1
Media-visitor center audio/visual	4
Slide show poor/not informative	2
Slide show excellent	1
Slide show appreciated	1
Media--publications	38
Publications well written	4
Map needs improvement	4
Trail maps not accurate	4
Map good	2
Literature on animals needed	2
Need timetable in literature	2
Printed material important	1
Foreign language brochures needed	1
Found first German brochure at Bryce	1
Information in German appreciated	1
Trail guides not available	1
Self-guided trails needed	1
Numbers on trail unexplained	1
Good pamphlets describing trails	1
Literature needed for all trails	1
Upgrade trail difficulty in literature	1
Provide more warning about lightning	1
Trail information kiosks needed	1
Name and locate famous hoodoos in pamphlet	1
Require people to read literature before entering park	1
Include campsite selection procedure in handouts	1
Viewpoint brochures needed	1
Identify viewpoint landmarks	1
Appreciated high quality photos in literature	1
Appreciated literature received in Salt Lake City	1
Literature not available in Austria	1
Miscellaneous	3
Visitor center interesting	1
Visitor center excellent	1
Add signed nature trail at visitor center	1

K. Comment summary: FACILITIES AND MAINTENANCE 207

Man-made 207

Facilities 29
    Well maintained 26
    Good facilities consistent with wilderness 3

Signs 32
    Improve trail signing 6
    Signs should post mileage/driving time 3
    Trails well signed 2
    Sign viewpoint approaches more clearly 2
    Signs informative 2
    Signs needed at Lodge 2
    Sign road construction at beginning 1
    Signing poor at road intersections 1
    Signs poor on way to Rainbow Point 1
    Sign for Natural Bridge missing/not labelled 1
    Signs to Rainbow Point--distances inaccurate 1
    Post admission fee before park 1
    Sign trails with hiking time 1
    Inaccurate sign--Bryce Point to Peekaboo Trail 1
    Recommend campground sign removal 1
    Viewpoints well signed 1
    Viewpoint signs missing 1
    "Do not feed the animals" signs should be more visible 1
    Sign entrance with directions for parking trailers 1
    Signs to dump station poor 1
    Post that climbing is required at Inspiration Point 1

Roads 22
    Roads good 5
    Southern exit to park needed 2
    Roads in disrepair 2
    Shuttle system needed, especially to Rainbow Point 2
    Vehicle traffic a problem 2
    Road construction should be done off season 2
    Road construction limits viewing time 1
    Road construction a hassle 1
    Why can't road crew work on one lane at a time 1
    Loop road needed to avoid repeating viewpoints 1
    Turnarounds needed on road to Rainbow Point 1
    Allow only bicycles to Rainbow Point 1
    Minimize roads 1

Trails 20
    Well maintained 10
    Enjoyed trails 3
    Don't permit smoking 1
    Need railings 1
    More trails than expected 1
    Number of trails appropriate to preserve nature 1
    Trail rest benches needed 1
    Difficult climb out of canyon 1
    Provide lift for those unable to walk to have canyon access 1

K. Comment summary: FACILITIES AND MAINTENANCE (continued)

Campgrounds/campsites	43
Need more	9
Clean	5
Need showers	5
Too close together/need privacy	4
Need full hookups	3
Too small	2
Need leveled pads	2
Sunset Campground needs dump station	2
Forbid running generators	2
Best campground visited	2
More tent sites/facilities needed	2
Cleanest visited	1
More drive-through campsites needed	1
Liked Sunset Campground	1
Handicapped campsites appreciated	1
No information on showers in campgrounds	1
Restrooms	18
More restrooms at viewpoints needed, especially to Rainbow Pt.	4
Clean	3
Should be cleaner	3
Hard/impossible to find	3
Need soap/electric dryers	1
Need basin to wash feet	1
Need shelves/racks/hooks to place belongings	1
Better toilets needed	1
Number of restrooms good	1
Viewpoints	19
Need more railing	6
Access good	4
Handicapped accessibility good	3
Felt safe with railing provided at viewpoint	2
Liked viewpoints	2
Need benches	1
Liked short distances between viewpoints	1
Parking	16
Viewpoint parking areas too small	5
Need more RV parking/larger parking spaces	4
Bryce Point parking a problem	3
Parking areas dangerous--especially for RVs	1
Visitor center parking lot confusing	1
Allow parking at campsites	1
Parking is a problem	1
Miscellaneous	8
Provide benches for artists	1
Need facility to store valuables	1
Need visitor center and grocery store at Sunset Point	1
Need car to see Bryce Canyon	1
Hitchhiking difficult	1
Backcountry campsites difficult to find	1
Drinking fountains--adequate number	1
Picnic areas clean	1

K. Comment summary: POLICIES   19

Regulations	11
Entrance fee too high	3
Require buses to stop engines	2
Speed limit good	1
Require motorhomes to detach towed vehicles	1
Allow pets on trails or provide kennels	1
Allow prepaying/reserving campsites	1
Don't permit smoking on trails	1
Reduce fees for students	1
Enforcement	3
Need more speed limit enforcement	1
Poor enforcement of tents in RV campsites	1
Enforce "do not feed the animals" policy	1
Miscellaneous	5
Staff entrance station for longer hours	1
Long lines at park entrance	1
Advertise Bryce Canyon campground along road before park	1
Provide separate trash cans for aluminum cans or glass	1
Recycle trash to preserve resources	1

RESOURCE MANAGEMENT   17

Appreciate work done to preserve park	11
Liked lack of development	2
Preserve it	2
Don't commercialize--add land as buffer against future development	1
State of Utah should help protect air quality/scenic vistas-- pollution seems to be increasing	1

CONCESSIONS   73

Facilities   32

Lodge	32
Lodging in park difficult to obtain	6
Need snack bar at Lodge	5
Need store or deli to buy fresh fruit, cheese, meat	2
Next time will stay in Lodge	2
Motel room clean and comfortable	2
Improve and repair Lodge restrooms	1
Lodge women's restroom needs repair/cleaning	1
Rooms very expensive	1
Lodge needs air conditioning	1
Facilities/commodities in park overpriced	1
No TV or radio isolated us from world	1
Need TV or radio for rates paid	1
Need swimming pool	1
Replace fake firewood/fixtures in restaurant/rooms	1
Need another restaurant	1
Improve Lodge dining room	1
Need moderately priced food center (cafeteria?)	1

K. Comment summary: CONCESSIONS (continued)

Lodge (continued)	
Showers wonderful	1
Showers clean	1
Vans need improvement	1
Services	39
Lodge	29
Need more choices of food and vendors	2
Food store needs steaks/meats	2
Need better and cheaper meat/vegetables	2
Enjoyed horseback ride	2
Making TW reservations difficult	1
Didn't know how to get lodging information/reservations	1
Tables at store inadequate and dirty	1
Need better food variety	1
Open store earlier in morning	1
Pleasant lunch at Lodge	1
Food at Lodge excellent	1
Lodge food good, but too much to eat	1
Food preparation adequate--Bryce needs cook at Mesa Verde	1
Had problems getting food while camping	1
Don't open Lodge restaurant just for tours	1
Restaurant needs longer hours	1
Food store good	1
Box lunches not as ordered	1
Lack of acceptable food shortened visit	1
Open showers earlier	1
Need more gift shop item variety--Utah-specific items	1
Need more variety/quantity of T-shirts at Lodge gift shop	1
Rent water containers, flashlights	1
Need small-sized water containers at store	1
Need automatic teller--too far to drive for money	1
Private businesses near Bryce	10
Poor place to stay overnight	1
Helicopter overflights loud	1
Motel food unacceptable	1
Campground inadequate	1
Campground and personnel outstanding	1
No fresh meat at store	1
Campgrounds need trash cans and bathrooms	1
Campgrounds too expensive	1
More picnic areas/rest stops needed between Zion and Bryce	1
Motel poor quality--spoiled night	1
NATIONAL PARK SERVICE	2
National Park Service does great job	2

K. Comment summary: GENERAL IMPRESSIONS 328

Enjoyed visit or park	71
Beautiful/great scenery or park	45
Plan or hope to return	40
Not enough time	30
Beautiful, wonderful, spectacular, excellent	28
Return visit	11
Well organized	10
Nice area	9
Thank you	9
Will recommend it	7
Better than other parks	6
Our favorite park	3
Too congested to enjoy	3
Too many buses	2
Greatest park visited in USA	2
Most breathtaking natural site yet seen	2
Most impressive park of those visited	2
Plan to take guided walk next time	2
Everyone friendly	2
Bad weather	2
People courteous	1
Like to hike without kids	1
Like to return without family	1
Liked to stay in campgrounds	1
Next time will take helicopter/overflight	1
Next time will take horseback ride	1
Had never heard of park before	1
Enjoyed first visit to Utah	1
Southern Utah beautiful	1
Unplanned visit	1
Superb merchandising--many foreign visitors	1
Improve park organization	1
Our children liked Natural Bridge and chipmunks best	1
Park map had different names than questionnaire	1
Park different than expected	1
Bryce trip much better than 15 years ago	1
Liked variety of activities	1
More wildlife than expected	1
Impressed with closeness of wildlife	1
We (Europeans) want to make wildlife films for NPS	1
Speed limit too low in Utah	1
Enjoyed cycling to Rainbow Point at dawn	1
Park best seen by hiking	1
Bad weather prevented hiking	1
Travel to parks too expensive	1
Park could be more people oriented	1
Too far from main highways	1
Not as commercialized as other parks	1
More animals than other parks	1
As beautiful as other parks, but easier to see	1
Bryce is not as attractive as other parks	1
Bryce is among top three national parks in USA	1
One of most beautiful places in world	1
One of most beautiful places in USA	1
One of nicest parks visited	1
Top park in Utah	1

K. Comment summary: GENERAL IMPRESSIONS (continued)

Wish Europe had national parks of this quality	1
US parks far better than Europe's--based on loving care	1
Uncrowded	1
Enjoyed less visitors than other parks	1
Enjoyed hiking to quiet/uncrowded places	1
Would have spent night if there had been room	1

MENU FOR FURTHER ANALYSIS

This report contains only some of the information that can be provided by the results of this study. By combining characteristics such as site visited, group size, activities, and so forth, many further analyses can be made. Park personnel may wish to see other tables, graphs, and maps in order to learn more about the visitors. This menu is provided so that further data can be easily ordered. Two kinds of analyses are available:

> 1) Two-way comparisons compare two characteristics at a time. For example, if knowledge is desired about which activities a particular age group engaged in, a comparison of <u>activity</u> by <u>age group</u> could be requested; if knowledge about which expenditure varied the most between group types is required, a comparison of <u>expenditures</u> by <u>group type</u> could be requested.

> 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, if knowledge is desired about the times visitors might attend a specific conducted activity at a specific site, a comparison of (<u>activity</u> by <u>site visited</u>) by <u>preferred time for conducted activity</u> could be requested. If knowledge about which age groups were participating in an activity at a particular site is required, a comparison of (<u>age group</u> by <u>activity</u>) by <u>site visited</u> could be requested.

In the first section of the sample order form on the next page is a complete list of the characteristics for which information was collected from Bryce Canyon visitors. Following this list are order forms for further analysis. Simply select the variables from the list and write their names in the spaces provided.

Should a three-way comparison be required, the next section of the order form provides blanks for specifying each of the three characteristics of interest. Simply write down the names of those specific variables required for each comparison requested. For example, if a comparison of <u>activity</u> by <u>group type</u> by <u>age group</u> is required, list each of these variables in the space provided on the order form.

SAMPLE

Analysis Order Form
Visitor Services Project
Report 19 (Bryce Canyon)

Date of request: 3/15/89
Person requesting analysis: _____
Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Use this list for choosing the characteristics when requesting additional analyses.

- Group size
- Group type
- Age
- Number of visits
- State residence
- Nights stayed
- Hours stayed

- Activity
- Site visited
- Total expenses
- Lodging expenses
- Travel expenses
- Food expenses
- Other expenses

- Day start place
- Day destination
- Preferred conducted activity time
- Service/facility importance
- Service/facility quality

Two-way comparisons (please write in the appropriate variables from the above list)

age by _total expenses_
_____ by _____
_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)

_____ by _activity_ by _preferred conducted activity time_
group type by _____ by _____

Special instructions _(it may be helpful to know what format you need, the purpose of the information and so forth)_

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

Analysis Order Form
Visitor Services Project
Report 19 (Bryce Canyon)

Date of request: ____/____/____
Person requesting analysis: _____
Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Use this list for choosing the characteristics when requesting additional analyses.

• Group size	• Activity	• Day start place
• Group type	• Site visited	• Day destination
• Age	• Total expenses	• Preferred conducted
• Number of visits	• Lodging expenses	activity time
• State residence	• Travel expenses	• Service/facility
• Nights stayed	• Food expenses	importance
• Hours stayed	• Other expenses	• Service/facility
		quality

Two-way comparisons (please write in the appropriate variables from the above list)

_____by_____
_____by_____
_____by_____

Three-way comparisons (please write in the appropriate variables from the above list)

_____by_____by_____
_____by_____by_____
_____by_____by_____

Special instructions _____
_____
_____
_____

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

Report #   Title

1.   Mapping interpretive services: A pilot study at Grand Teton
              National Park, 1983.

2.   Mapping interpretive services: Identifying barriers to adoption and diffusion
              of the method, 1984.

3.   Mapping interpretive services: A follow-up study at Yellowstone National
              Park and Mt. Rushmore National Memorial, 1984.

4.   Mapping visitor populations: A pilot study at Yellowstone National Park,
              1984.

5.   North Cascades National Park Service Complex, 1985.

6.   Crater Lake National Park, 1986.

7.   Gettysburg National Military Park, 1987.

8.   Independence National Historical Park, 1987.

9.   Valley Forge National Historical Park, 1987.

10.   Colonial National Historical Park, 1988.

11.   Grand Teton National Park, 1988.

12.   Harpers Ferry National Historical Park, 1988.

13.   Mesa Verde National Park, 1988.

14.   Shenandoah National Park, 1988.

15.   Yellowstone National Park, 1988.

16.   Independence National Historical Park: Four Seasons Study, 1988.

17.   Glen Canyon National Recreation Area, 1989.

18.   Denali National Park and Preserve, 1989.

19.   Bryce Canyon National Park, 1989.

20.   Craters of the Moon National Monument, 1989.

_____

APPENDIX

Questionnaire

STAMP

Cooperative Park Studies Unit
College of Forestry, Wildlife and Range
      Sciences
University of Idaho
Moscow, Idaho 83843