Visitor Services Project
Canyonlands National Park

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University of Idaho

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Report 28

October 1990

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Canyonlands National Park

Report Summary

- This report describes the results of a study of visitors to Canyonlands National Park during May 10-16, 1990. Four hundred and fifty-five questionnaires were distributed and 399 returned, an 88% response rate.

- This report profiles Canyonlands visitors.   A separate Appendix has their comments about the park and their visit. A summary of these comments is included in this report and the Appendix.

- Visitors arrived commonly in families (53%); often in groups of two (59%). Thirty-six percent of visitors were 26-40 years old and 29% were over 55 years of age. Most (65%) were on their first Canyonlands visit.

- Foreign visitors comprised 11% of the total visitation and commonly came from Germany, Canada, and Switzerland.   Americans came from Colorado (29%), California (15%), Utah (11%) and other states.

- Of the visitors spending less than one day in the park, 43% of the visitors spent four to six hours. Of the visitors who spent one day or more, 61% visited for two to three days. Most visitors viewed scenery (99%) and hiked less than four hours (65%).

- Most visitors were aware of commercial tours in the park prior to their visit (71%). Nine percent of the visitors took commercial tours.   They most often relied on travel/tour books (41%) to find out about the tours.

- Of those visitors reporting expenditures on the day(s) they visited Canyonlands, the average visitor group spent $114.00 in the Moab/Monticello area; the average per capita expenditure was $46.00.   Most visitors spent up to $100.00 (65%). Visitors spent the greater proportion of their money for food (32%), rather than lodging, travel or other expenses.

- The most important features to visitors during their Canyonlands' visit were scenic views, clean air, wilderness, and solitude. Commercial tours were the least important.   Several educational topics--geology, archeology, and history were considered to be of about equal importance to visitors; biology was rated as somewhat less important.

- According to visitors, the most useful interpretive services were the park map/brochure, highway directional signs, visitor centers, and self-guided trail brochures.   The least useful were evening campfire programs and ranger-led walks or tours.

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INTRODUCTION

This report describes the results of a study of visitors at Canyonlands National Park (referred to as "Canyonlands"). This visitor study was conducted May 10-16, 1990 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. A separate Appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.

SAMPLE ONLY

N=250 individuals
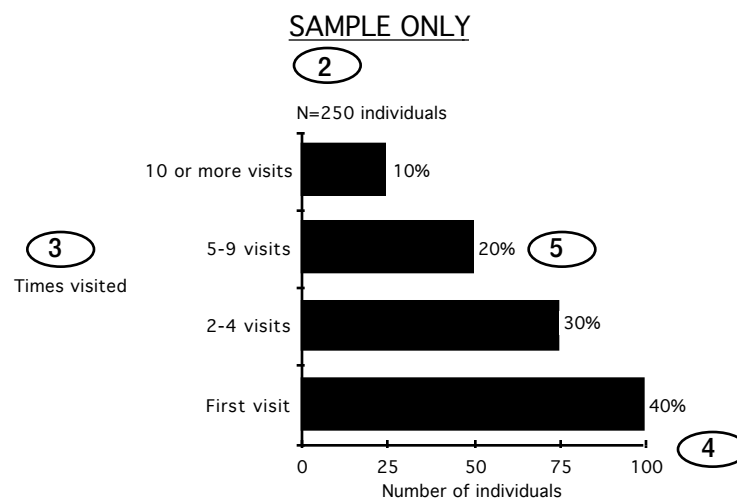
Figure 4: Number of visits

1: The figure title is a general description of the graph's information.
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 results may be unreliable.
3: Vertical information describes categories.
4: Horizontal information shows the item number in each category; proportions may be shown.
5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of visitors entering Canyonlands during May 10-16, 1990. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Sampling

Visitors were sampled using a selected interval as they entered Canyonlands at the Visitor Centers/Entrance Stations at Island in the Sky and at Needles.

Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, an interview took approximately two minutes. These interviews included determining group size and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Data analysis

Two weeks following the survey, a postcard reminder-thank you was mailed to all participants. A replacement questionnaire was mailed to each participant who had not returned the questionnaire by four weeks after the survey. Questionnaires returned within ten weeks 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 individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 398 groups, Figure 3 presents data for 1016 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, 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 399 questionnaires were returned, Figure 1 shows data for only 398 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.

Limitations

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

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.

2. The data reflect visitor use patterns during the study period of May 10-16, 1990. The results do not necessarily apply to visitors using the park during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "*CAUTION*" is included in the graph, figure or table.

Special Conditions

The Island in the Sky road (Highway 313) was under construction during the week of the study. Some visitors were delayed for up to one hour; others chose not to wait and did not visit. The Needles road (Highway 211) was being chipsealed on May 10, 11 and 14, causing only minor delays (less than 15 minutes).

RESULTS

A. Visitors contacted

Four hundred ninety-three visitor groups were contacted; 92% accepted questionnaires. Three hundred ninety-nine visitor groups completed and returned their questionnaires, an 88% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias is insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample N	Total sample Avg.	Actual respondents N	Actual respondents Avg.
Age of respondent (years)	453	43.8	395	44.4
Group size	455	3.1	399	2.9

B. Characteristics

Figure 1 shows group sizes, which varied from one person to 50 people. Fifty-nine percent of Canyonlands visitors came in groups of two people, 12% came in groups of four. Fifty-four percent of visitors came in family groups, as shown in Figure 2.

Figure 3 shows a wide range of age groups; the most common were visitors aged 31-35 (14%), followed by three groups: ages 61-65 (11%), ages 36-40 (11%), and ages 26-30 (11%). Sixty-five percent of visitors were at Canyonlands for the first time (Figure 4).

Foreign visitors comprised 11% of all visitation. Map 1 and Table 2 show that most foreign visitors came from Germany (45%), Canada (15%), and Switzerland (10%). Map 2 and Table 3 show that most American visitors came from Colorado (29%), California (15%), and Utah (11%), as well as other western states.

N=398 visitor groups

Group size	
11+	2%
6-10	6%
5	3%
4	12%
3	8%
2	59%
1	10%

Number of respondents
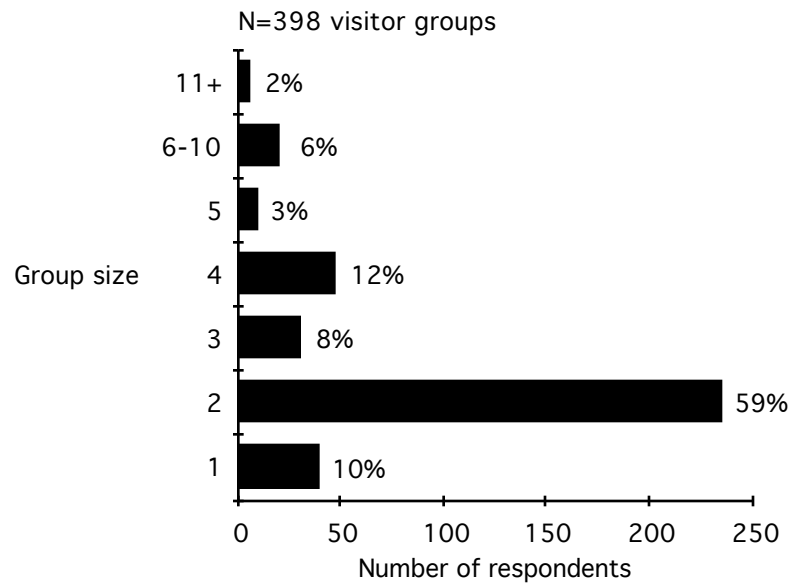
Figure 1: Visitor group sizes

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

Group type	
Other	2%
Guided tour	1%
Family and friends	8%
Friends	24%
Family	54%
Alone	11%

Number of respondents
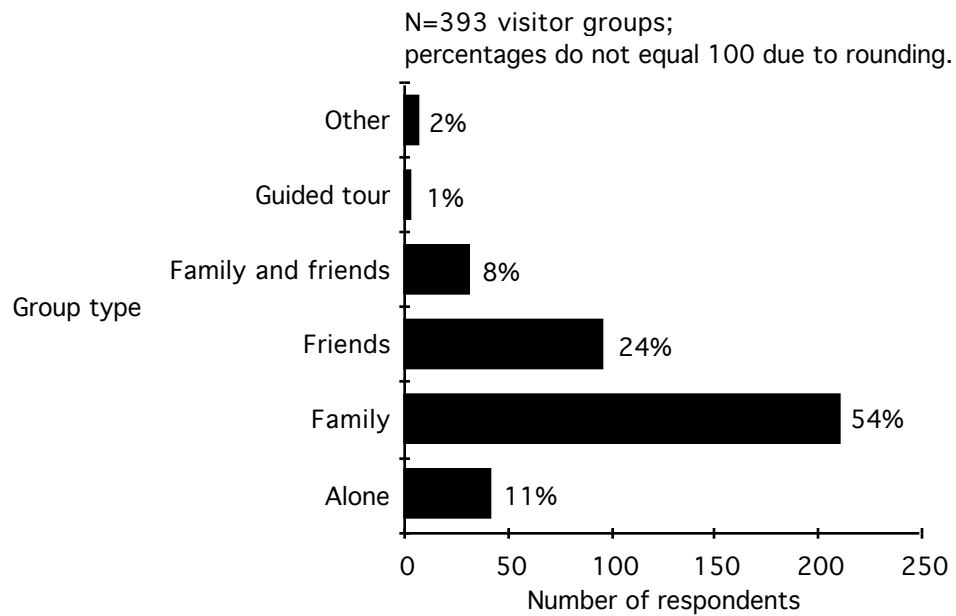
Figure 2: Visitor group types

N=1016 individuals

F i g u r e 3 :   V i s i t o r a g e s

N=980 individuals;
percentages do not equal 100 due to rounding.
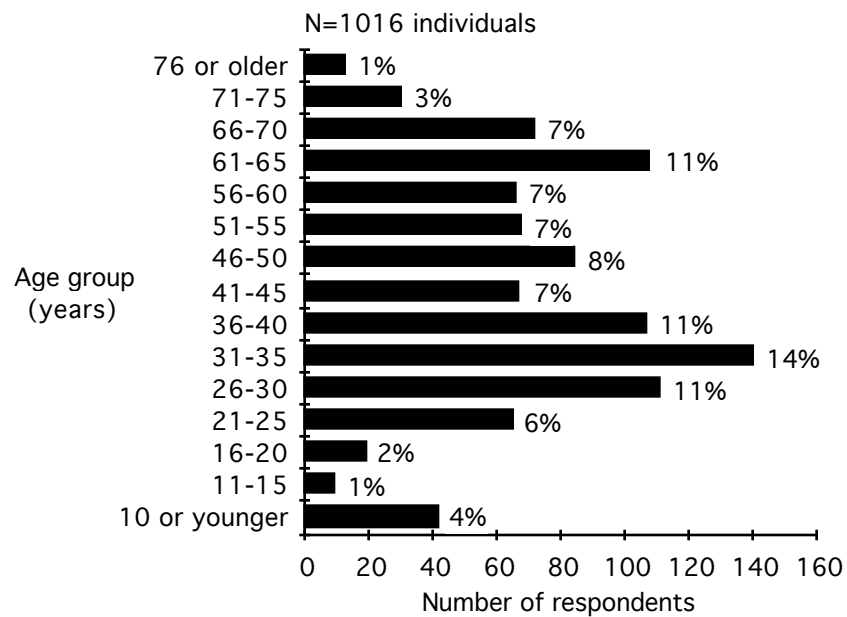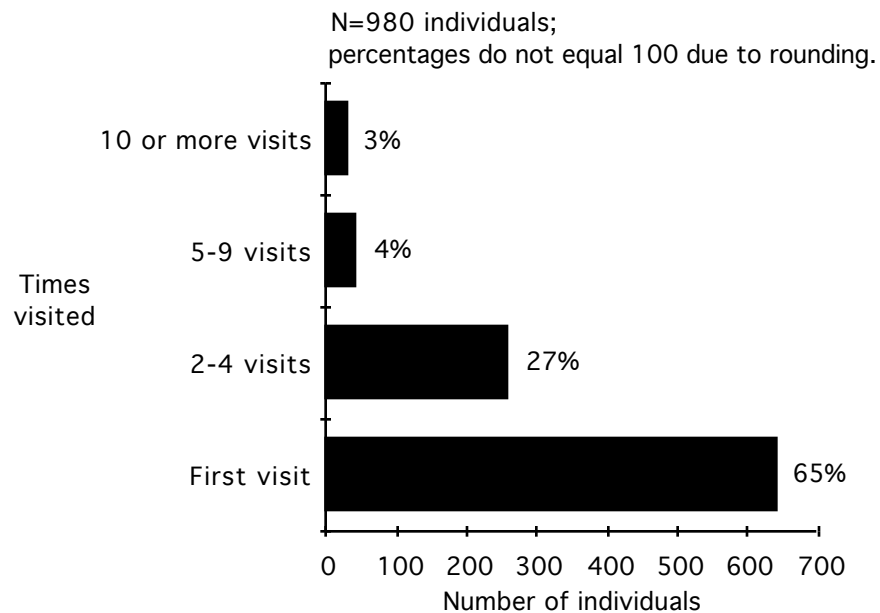
F i g u r e 4 :   N u m b e r o f v i s i t s

Map 1: Proportion of foreign visitors by country

Table 2: Proportion of visitors from foreign countries

N=108 individuals from foreign countries;
individual country percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
Germany	49	45
Canada	16	15
Switzerland	11	10
England	10	9
France	4	4
Austria	3	3
Czechoslovakia	2	2
Holland	2	2
Ireland	2	2
Norway	2	2
Peru	2	2
Taiwan	2	2
Australia	1	1
India	1	1
Italy	1	1

N=824 individuals

Canyonlands
NP

☐ = under 2%
▦ = 2% to 3%
▨ = 4% to 9%
■ = 10% +
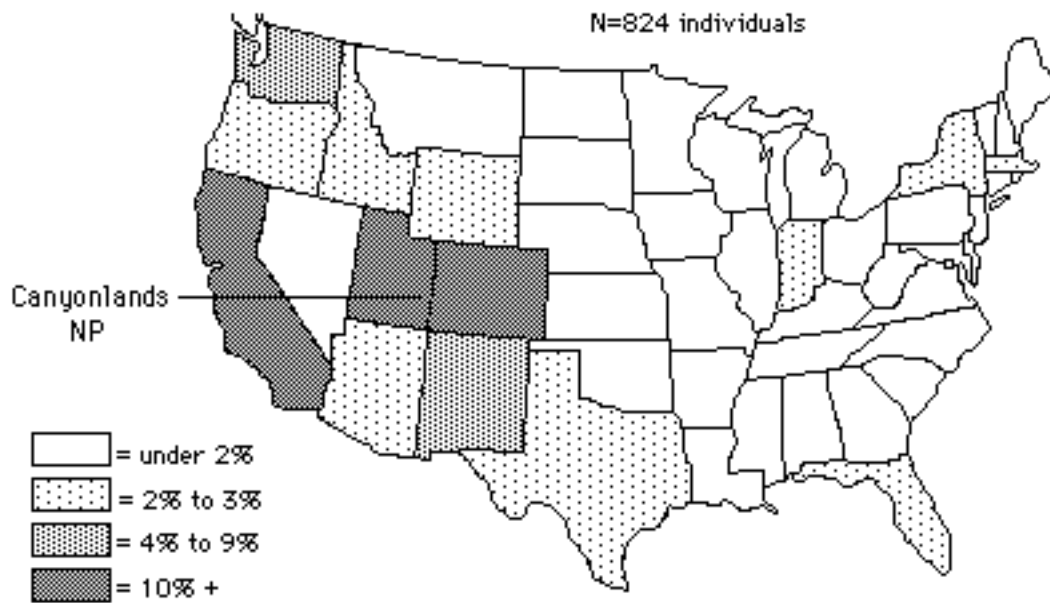
Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=824 individuals;
individual state percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Colorado	236	29
California	122	15
Utah	93	11
New Mexico	43	5
Washington	29	4
Oregon	23	3
Arizona	22	3
Texas	19	2
Idaho 18	2	
New York	16	2
Florida	15	2
Massachusetts	15	2
Wyoming	14	2
Illinois	13	2
Other states (25)	146	18

C. Length of stay

Forty-three percent of the visitors spent less than one day at Canyonlands. As
Figure 5 shows, 43% stayed four to six hours, while 21% spent nine hours or more.
Fifty-seven percent of the visitors spent one day or more, with 34% spending two days
and 27% spending three days, as in Figure 6. Twelve percent spent six days or more.

N=165 visitor groups;
percentages do not equal 100 due to rounding.
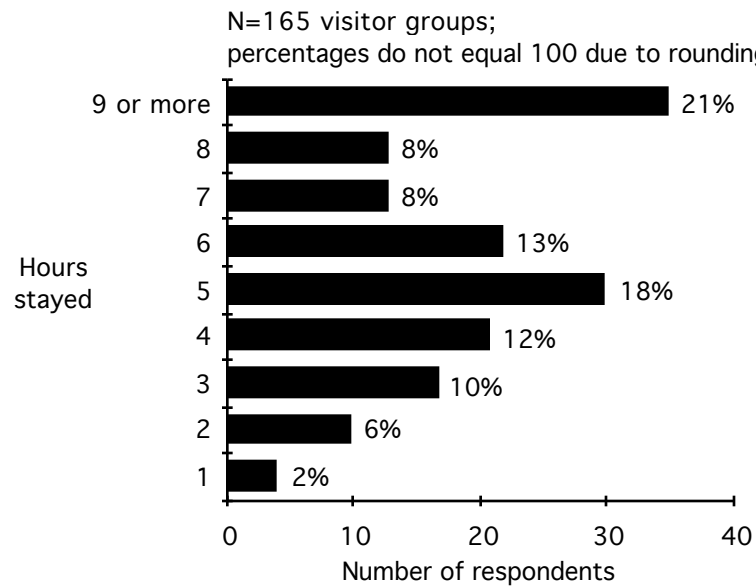
Figure 5: Number of hours visitors spent at Canyonlands

N=218 visitor groups
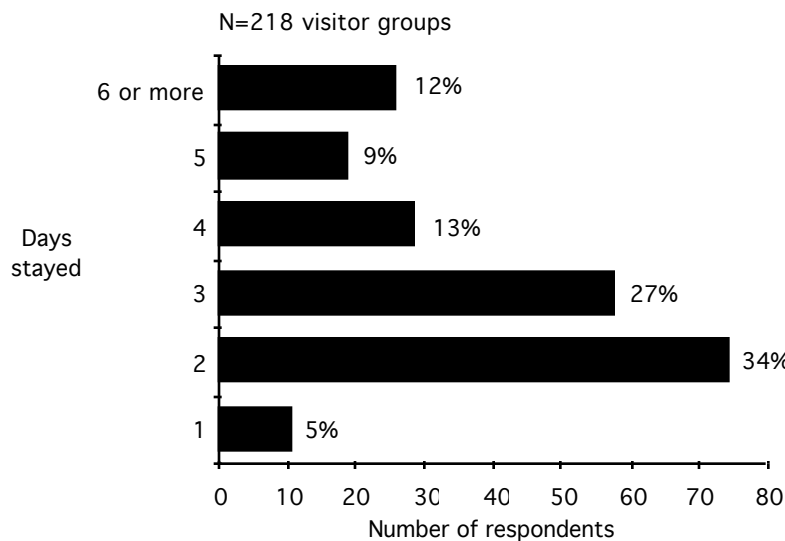
Figure 6: Number of days visitors spent at Canyonlands

D. Activities

Figure 7 shows the proportion of visitor groups who participated in each activity during their visit. Common activities were viewing scenery (99%), hiking for less than four hours (65%), picnicking (42%) and visiting archeological sites (41%). Among the other activities described, visitors listed taking photographs, camping at Needles Outpost, driving down Potash road, relaxing, and climbing.

N=399 visitor groups; percentages do not equal 100 because visitors could report more than one activity.
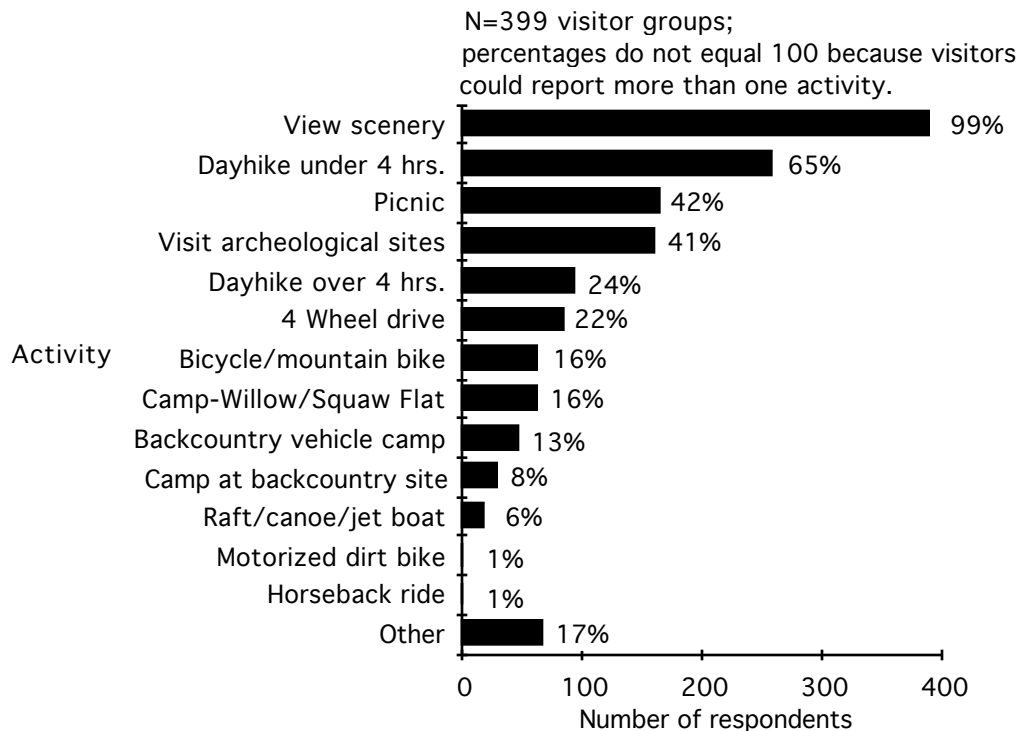
Figure 7: Proportion of visitor groups participating in each activity

E. Sites visited

Map 3 shows the proportion of visitor groups that visited selected sites at Canyonlands. Most visitor groups stopped at Moab (77%), Arches National Park (64%), Island in the Sky (60%), and the Needles (57%). Map 4 shows that visitors' first stop was Moab (41%), Needles (17%), Monticello (16%), and Arches National Park (13%).

N=399 visitor groups;
percentages do not equal 100 because
visitors could visit more than one site.
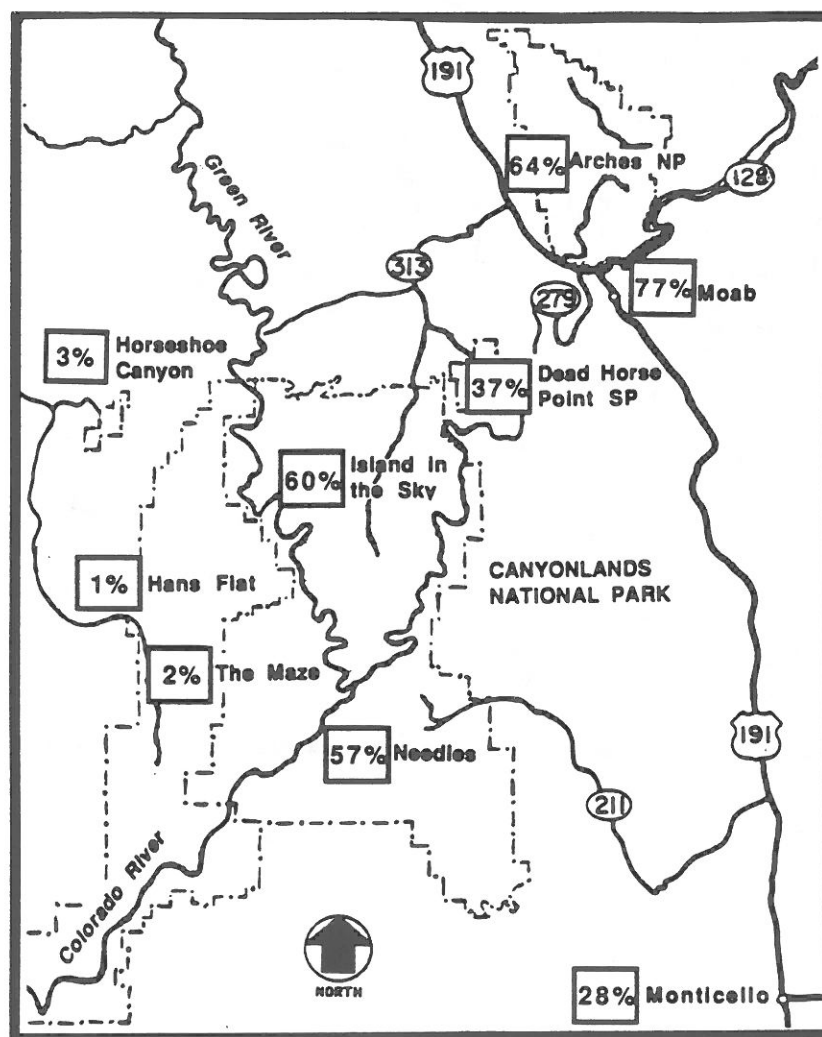
Map 3: Proportion of visitors who visited each site

12

N=399 visitor groups;
percentages do not equal 100 due to rounding.
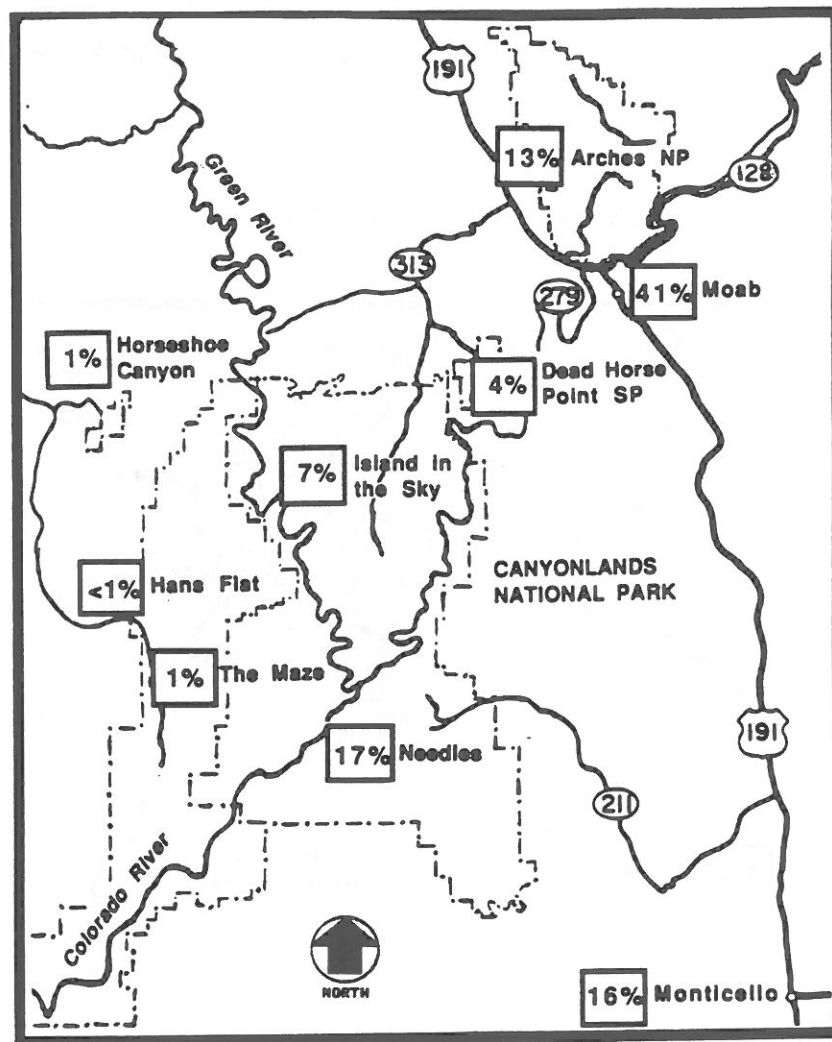
Map 4: Proportion of visitors who visited each site first

F. Commercial tours

Most visitors (71%) were aware before visiting Canyonlands that commercial tours are offered in the park, as Figure 8 shows.

Nine percent of the visitors took commercial tours during their visits to Canyonlands. Of those visitors taking tours, most found out about the tours through travel guides/tour books (41%), followed by signs and billboards (30%) as shown in Figure 9. Other sources included a mailed brochure and motel recommendations.

N=398 visitor groups
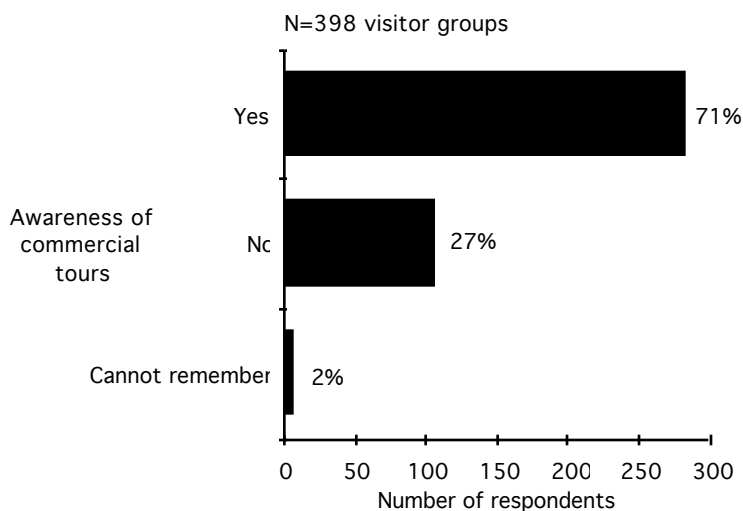
Figure 8: Awareness of commercial tours, prior to visit

N=37 visitor groups;
percentages do not equal 100 because
visitors could report more than one source.
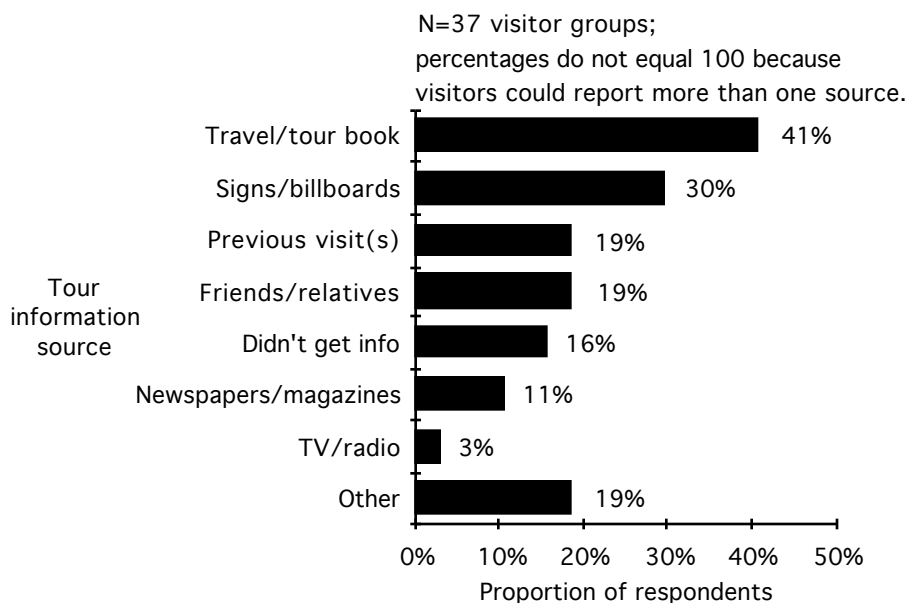
Figure 9: Tour information source for visitors taking tours

G. Importance of park features

Visitors were asked to rate the importance of the following features to their visit: commercial tours, recreational activities, interpretive programs/educational opportunities, scenic views, wilderness, clean air, and solitude. A five point scale was provided: 1=extremely important, 2=very important, 3=important, 4=somewhat important, and 5=not important.

As shown in Figures 10-16, most visitors rated scenic views as "extremely important" or "very important" (94%); other features visitors considered "extremely important" or "very important" were clean air (90%), wilderness (82%), solitude (79%), and recreational activities (63%). Commercial tours received the largest proportion of "somewhat important" or "not important" ratings (84%).

N=360 visitor groups;
percentages do not equal 100 due to rounding.

Importance

Extremely important	1%
Very important	3%
Moderately important	13%
Somewhat important	16%
Not important	68%

Number of respondents
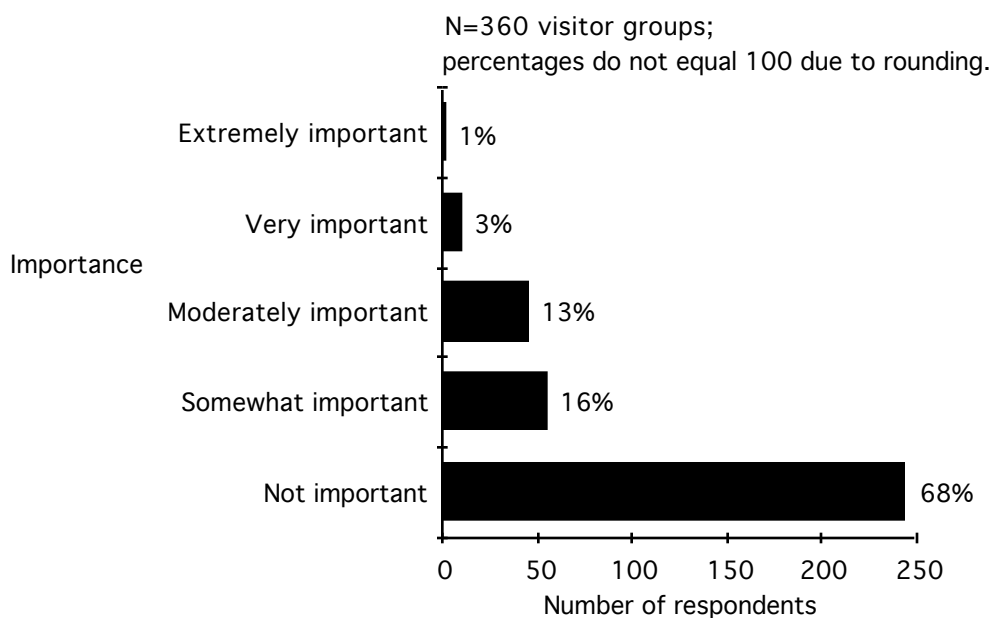
Figure 10: Importance of commercial tours

N=376 visitor groups
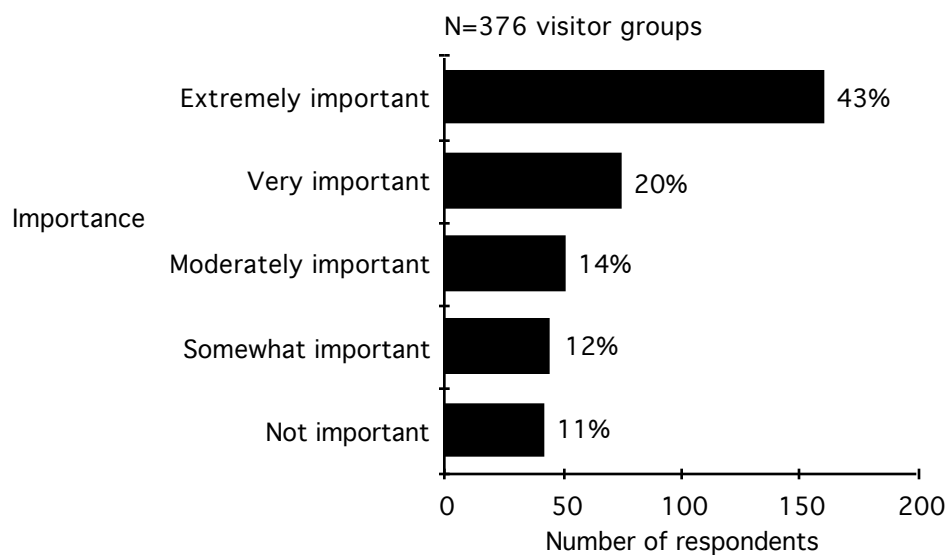
Figure 11: Importance of recreational activities

N=369 visitor groups;
percentages do not equal 100 due to rounding.
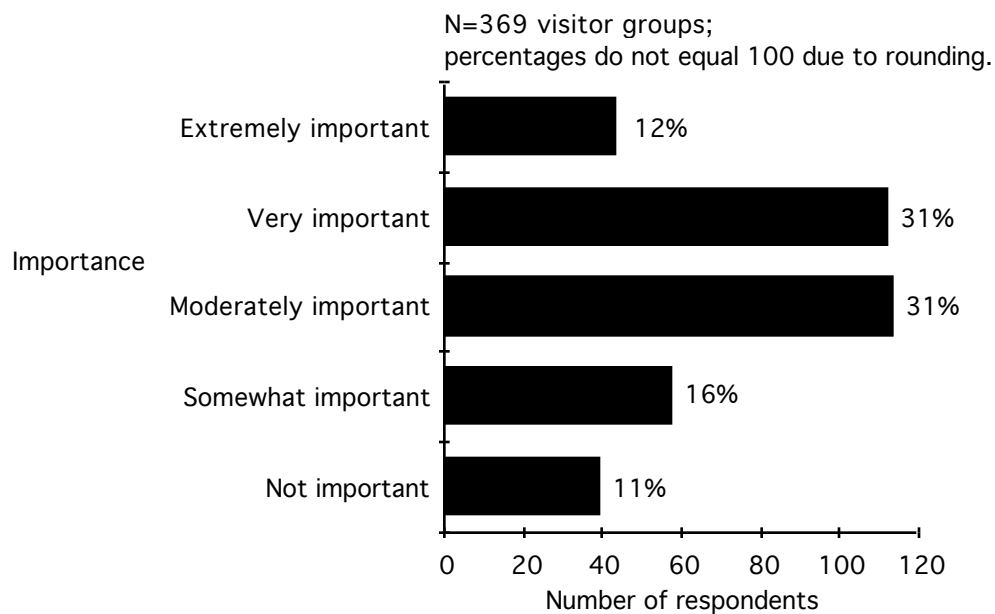
Figure 12: Importance of interpretive programs/educational opportunities

N=392 visitor groups
percentages do not equal 100 due to rounding.

Extremely important — 79%

Very important — 15%

Importance

Moderately important — 3%

Somewhat important — 2%

Not important — 2%

0   100   200   300   400
Number of respondents
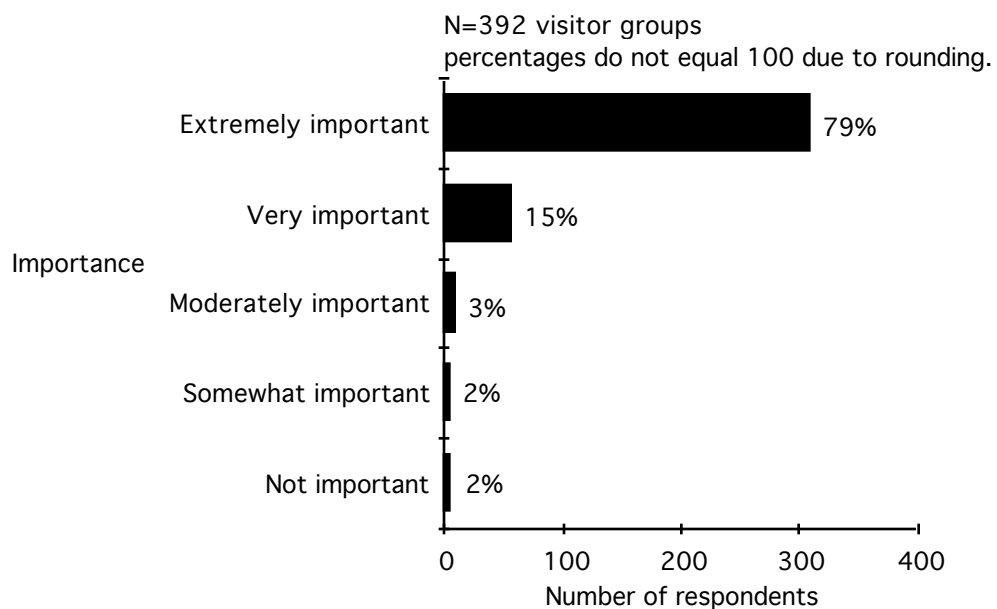
Figure 13: Importance of scenic views

N=385 visitor groups;
percentages do not equal 100 due to rounding.

Extremely important — 61%

Very important — 21%

Importance

Moderately important — 9%

Somewhat important — 5%

Not important — 3%

0   50   100   150   200   250
Number of respondents
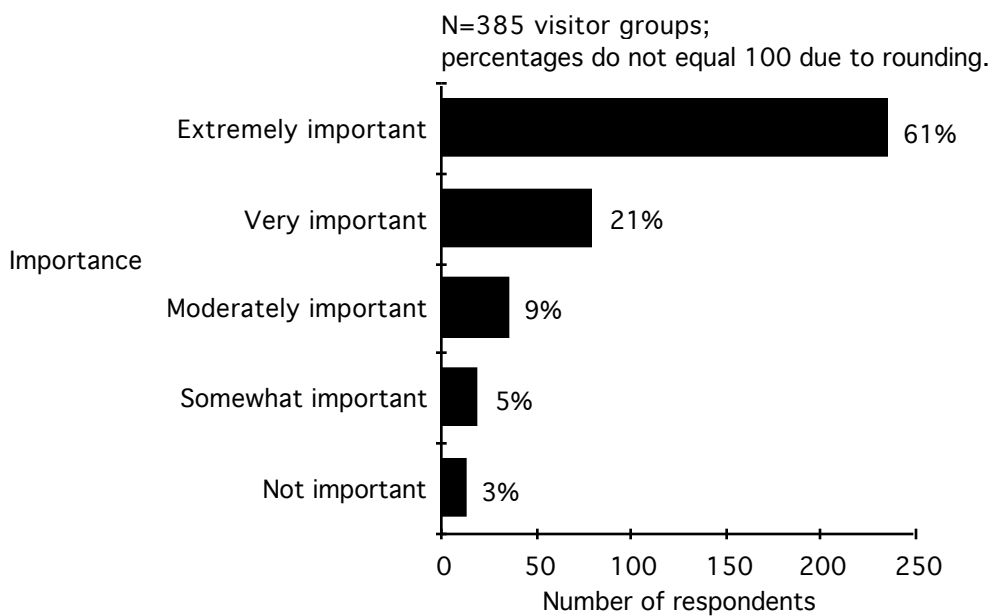
Figure 14: Importance of wilderness

N=389 visitor groups;
percentages do not equal 100 due to rounding.
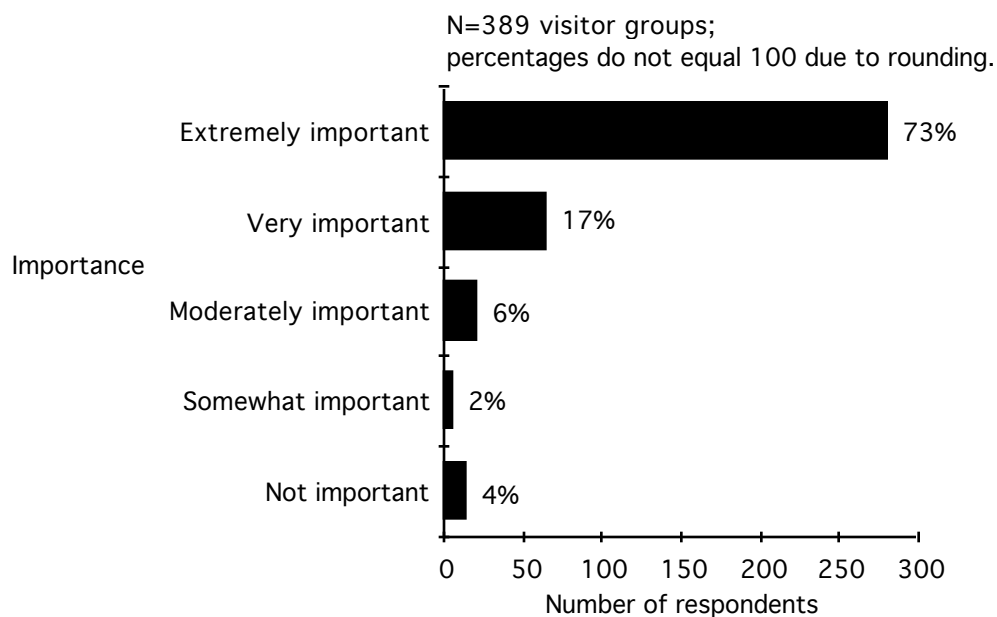
Figure 15: Importance of clean air

N=386 visitor groups
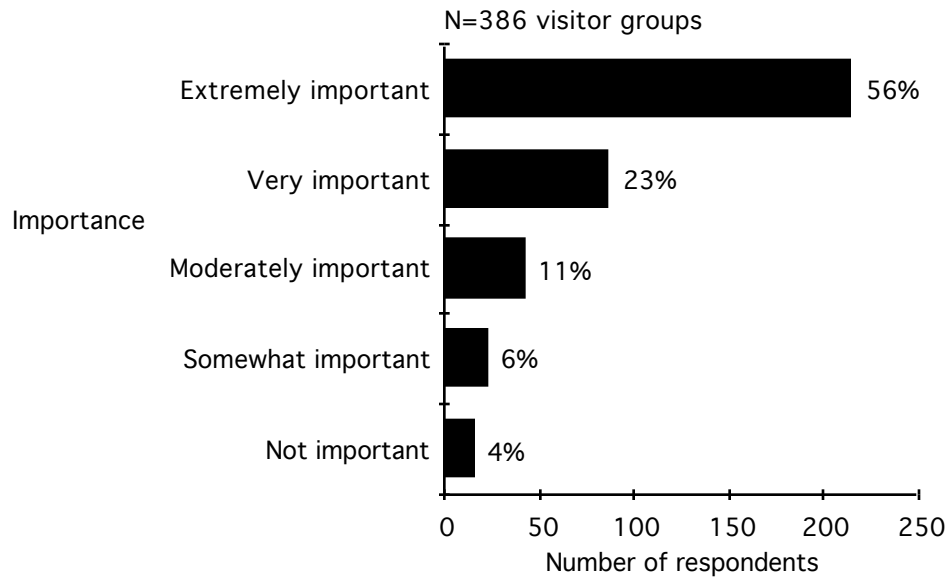
Figure 16: Importance of solitude

H. Importance of educational topics

Visitors were asked which educational topics were most important to their visits: geology, archeology, history, biology, and other. They were asked to rate these topics using the following scale: 1=extremely important, 2=very important, 3=important, 4=somewhat important, and 5=not important.

More than half of the visitors identified all of the educational topics as "extremely important" or "very important:" geology (72%), archeology (66%), history (61%) and biology (54%), as Figures 17-21 show. A smaller group of visitors also identified other subjects, including ecology, botany, desert ecology, environmental concerns, that they felt were "extremely important" or "very important."
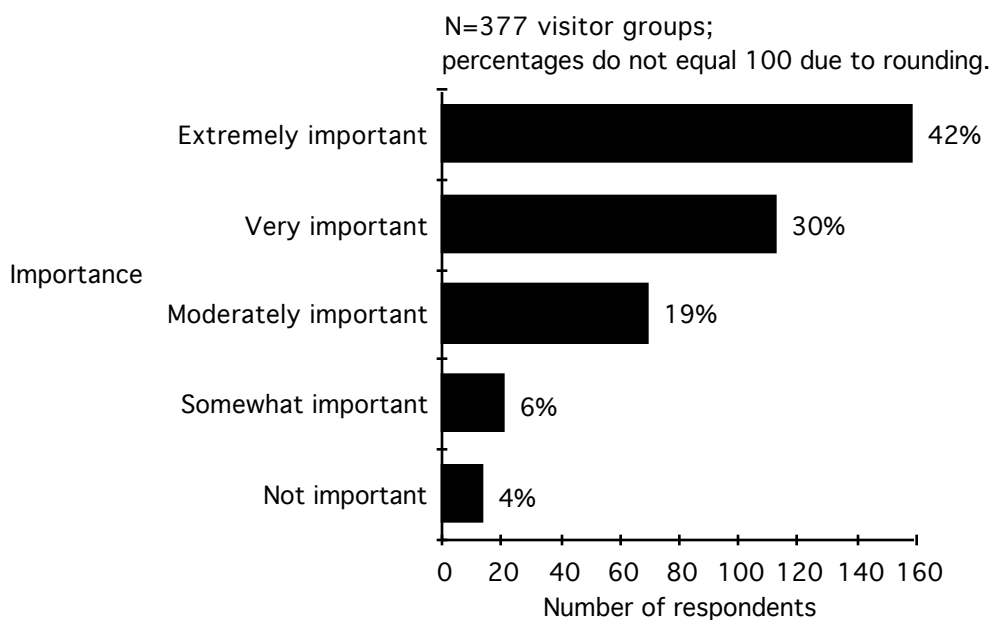
Figure 17: Importance of geology as educational topic

N=375 visitor groups

Importance	
Extremely important	31%
Very important	35%
Moderately important	20%
Somewhat important	9%
Not important	5%

0 20 40 60 80 100 120 140
Number of respondents
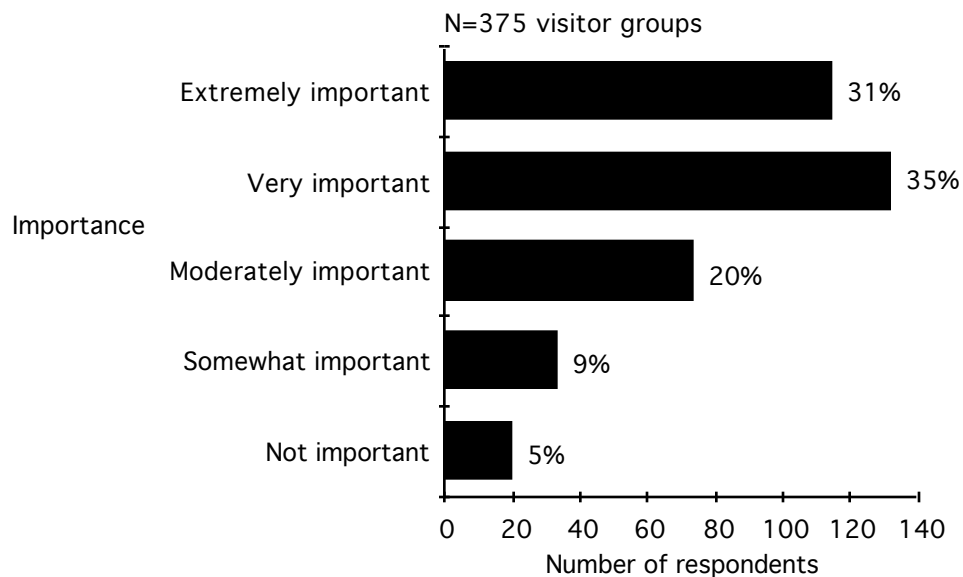
Figure 18: Importance of archeology as educational topic

N=378 visitor groups

Importance	
Extremely important	32%
Very important	29%
Moderately important	25%
Somewhat important	10%
Not important	4%

0 20 40 60 80 100 120 140
Number of respondents
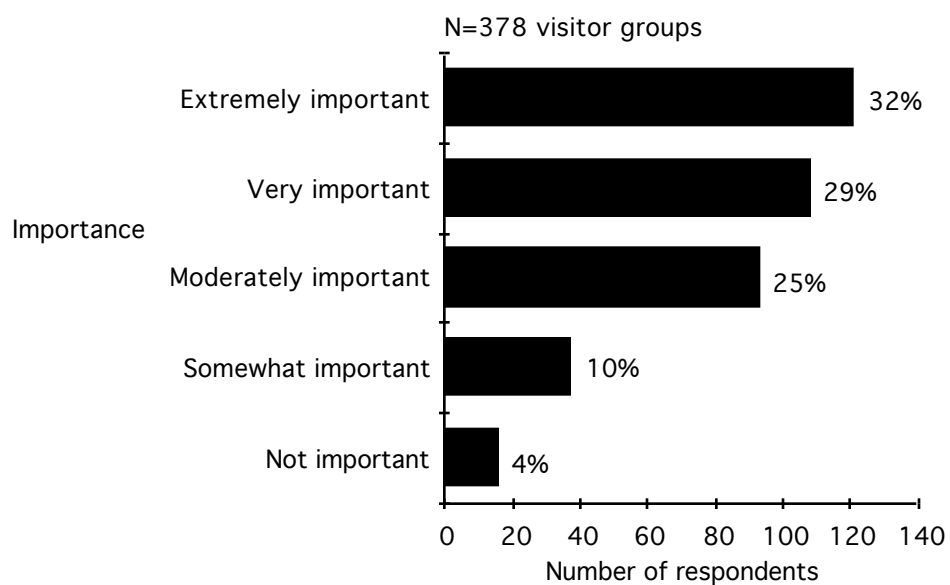
Figure 19: Importance of history as educational topic

N=372 visitor groups

Importance	
Extremely important	26%
Very important	28%
Moderately important	23%
Somewhat important	17%
Not important	6%

Number of respondents (0 20 40 60 80 100 120)
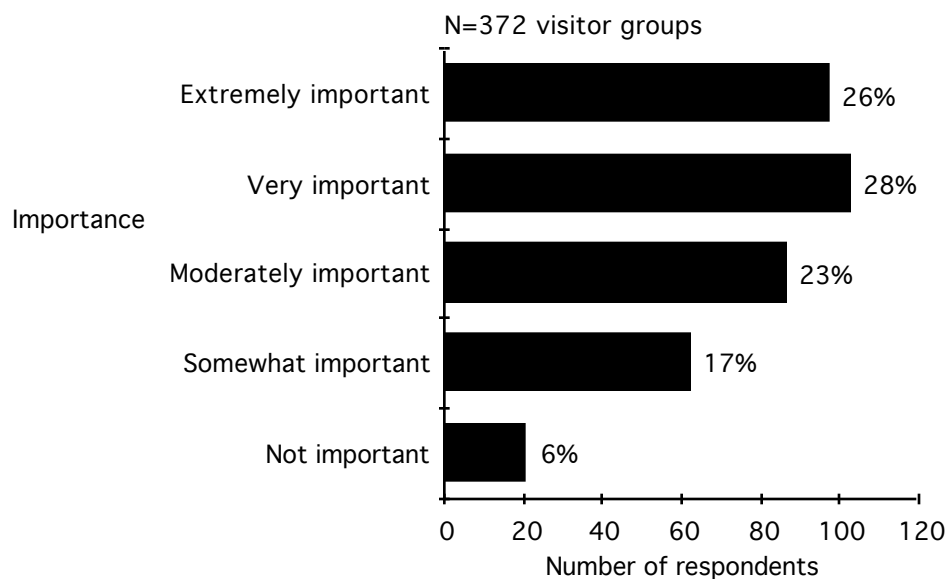
Figure 20: Importance of biology as educational topic

N=47 visitor groups;
percentages do not equal 100 due to rounding.

Importance	
Extremely important	60%
Very important	21%
Moderately important	9%
Somewhat important	2%
Not important	9%

Number of respondents (0 5 10 15 20 25 30)
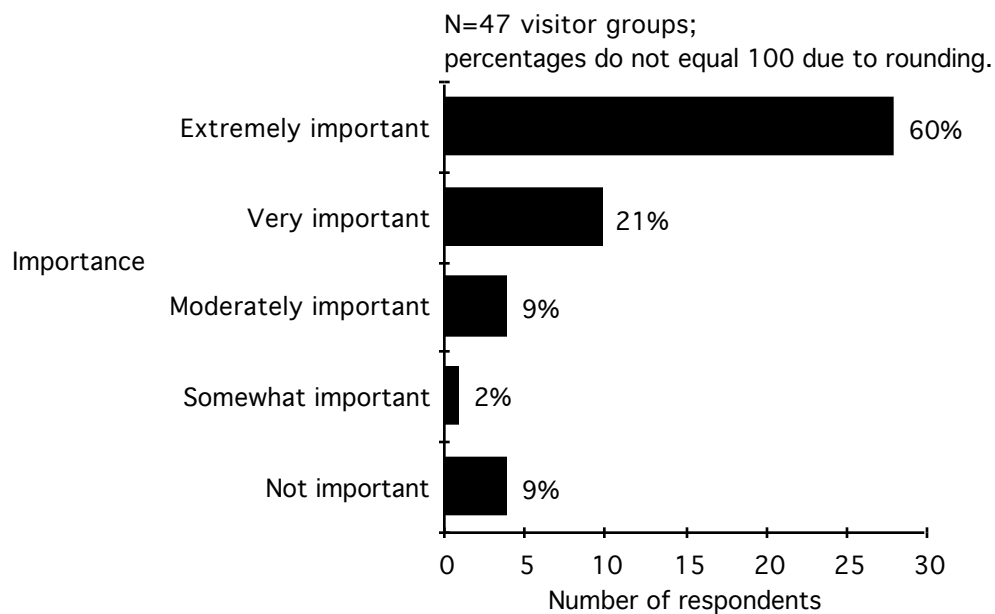
Figure 21: Importance of other educational topics

I. Usefulness of interpretive or visitor services

Visitors rated the usefulness of various interpretive or visitor services. They used a five point scale: 1=extremely useful, 2=very useful, 3=useful, 4=somewhat useful, and 5=not useful.

The interpretive or visitor services with the highest proportion of "extremely useful" or "very useful" ratings included the park map/brochure (91%), highway directional signs (82%), visitor centers (81%), and trail brochures (70%), as in Figures 22-31. Those services which received the highest proportion of "somewhat useful" or "not useful" ratings included evening campfire programs (58%) and ranger-led walk or tour (51%).

CAUTION: Figures 22-31 show how useful visitors rated various interpretive or visitor services, whether or not they used them.
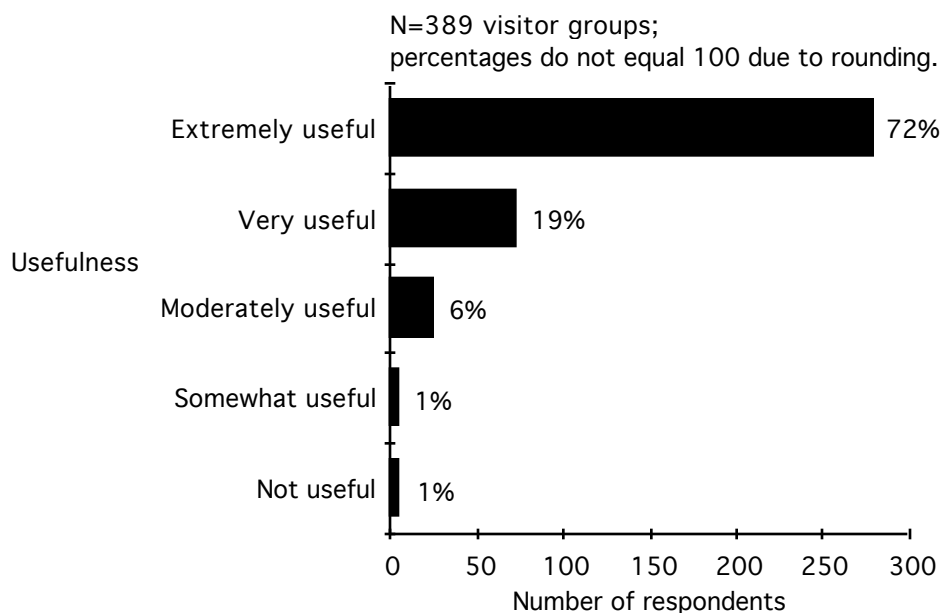
Figure 22: Usefulness of park map/brochure

N=304 visitor groups;
percentages do not equal 100 due to rounding.

Usefulness

Extremely useful — 9%

Very useful — 21%

Moderately useful — 25%

Somewhat useful — 18%

Not useful — 26%

0   10   20   30   40   50   60   70   80
Number of respondents
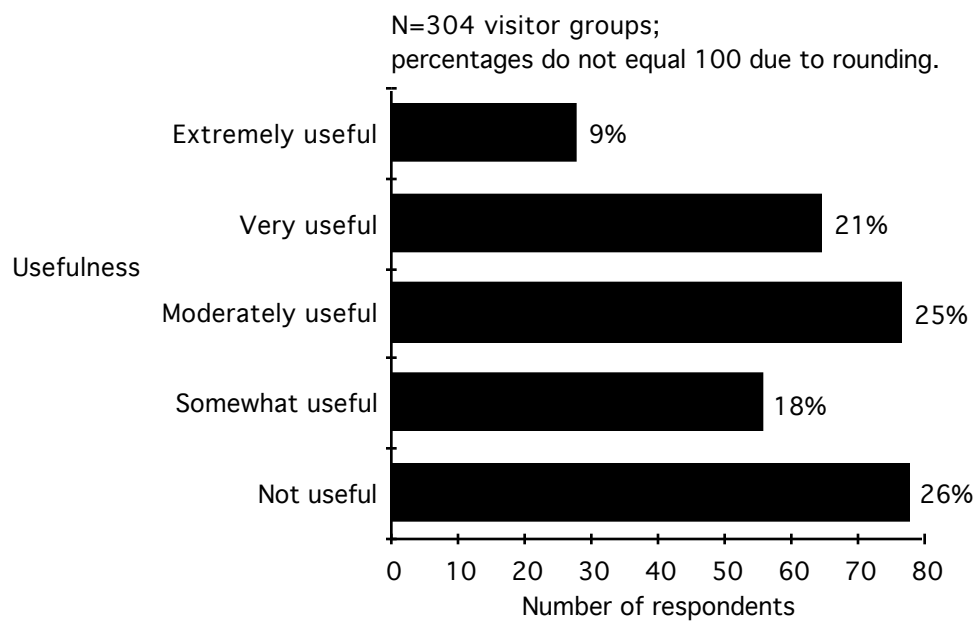
Figure 23: Usefulness of park newspaper

N=381 visitor groups

Usefulness

Extremely useful — 49%

Very useful — 32%

Moderately useful — 13%

Somewhat useful — 3%

Not useful — 3%

0   50   100   150   200
Number of respondents
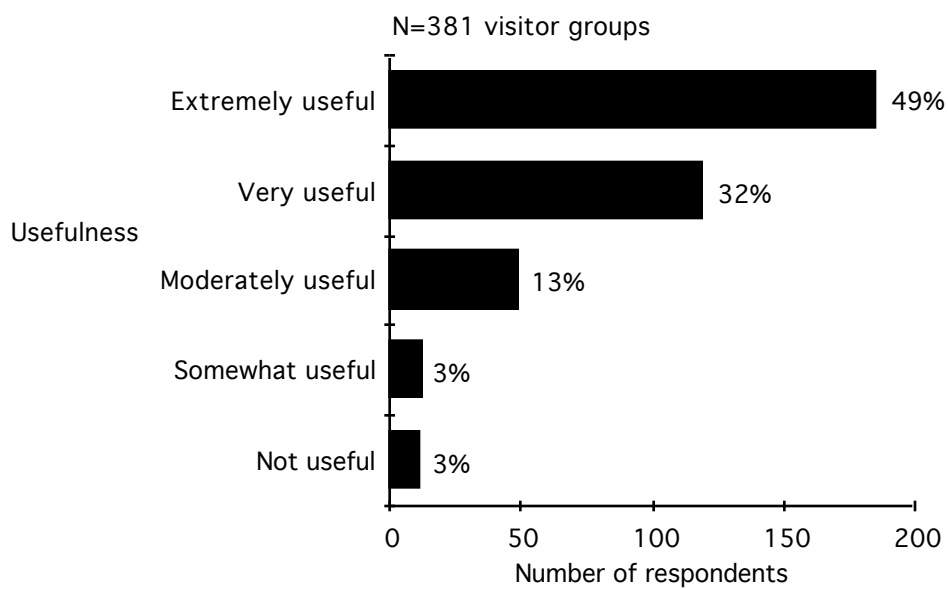
Figure 24: Usefulness of visitor centers

N=354 visitor groups

Usefulness

Extremely useful 24%

Very useful 34%

Moderately useful 22%

Somewhat useful 11%

Not useful 9%

0   20   40   60   80   100   120   140

Number of respondents
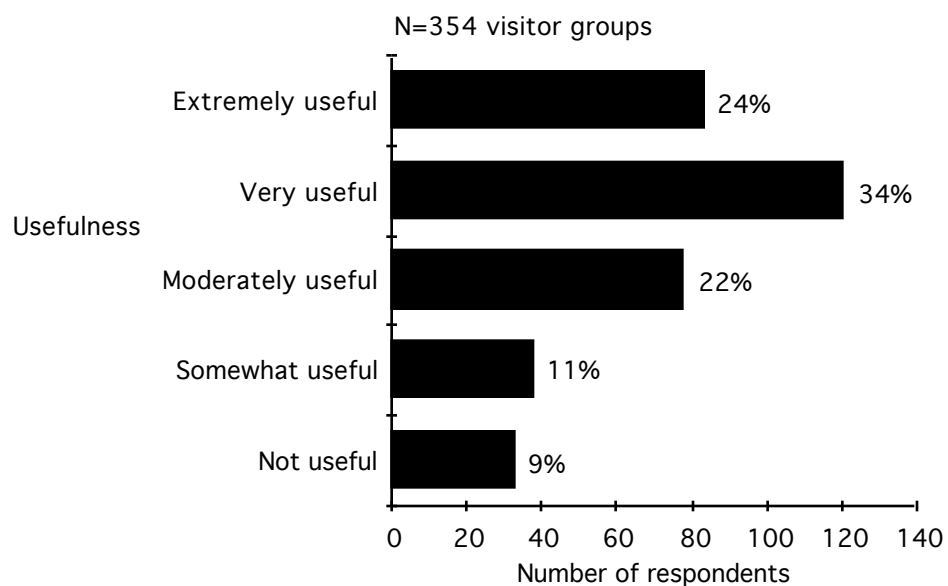
Figure 25: Usefulness of publications and map sales

N=360 visitor groups

Usefulness

Extremely useful 38%

Very useful 32%

Moderately useful 13%

Somewhat useful 6%

Not useful 11%

0   20   40   60   80   100   120   140

Number of respondents
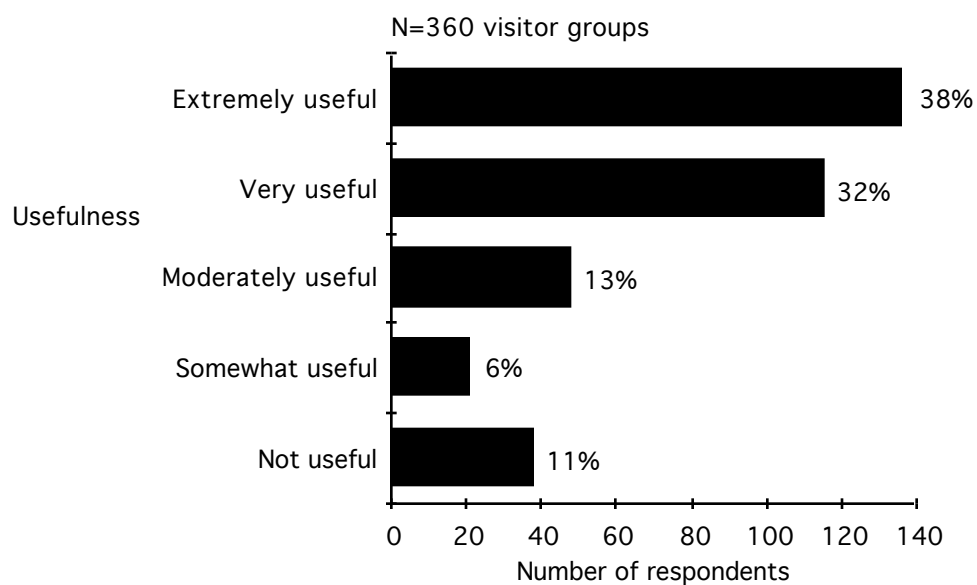
Figure 26: Usefulness of self-guided trail brochures

N=290 visitor groups;
percentages do not equal 100 due to rounding.

Extremely useful — 7%
Very useful — 19%
Usefulness
Moderately useful — 22%
Somewhat useful — 13%
Not useful — 38%

Number of respondents
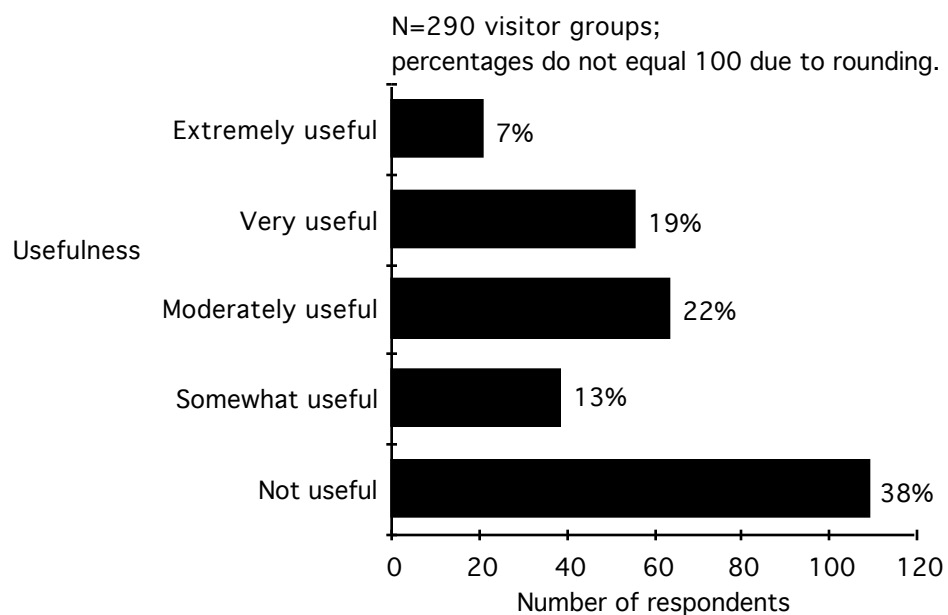
Figure 27: Usefulness of ranger-led walk or tour

N=284 visitor groups

Extremely useful — 8%
Very useful — 16%
Usefulness
Moderately useful — 18%
Somewhat useful — 16%
Not useful — 42%

Number of respondents
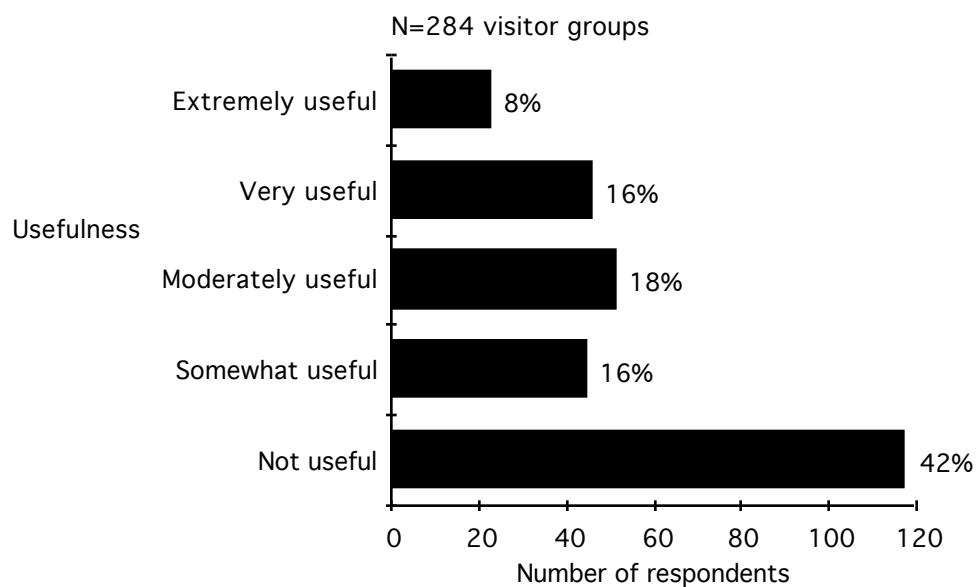
Figure 28: Usefulness of evening campfire programs

N=342 visitor groups

Extremely useful 21%

Very useful 36%

Usefulness

Moderately useful 25%

Somewhat useful 10%

Not useful 8%

0   20   40   60   80   100   120   140

Number of respondents
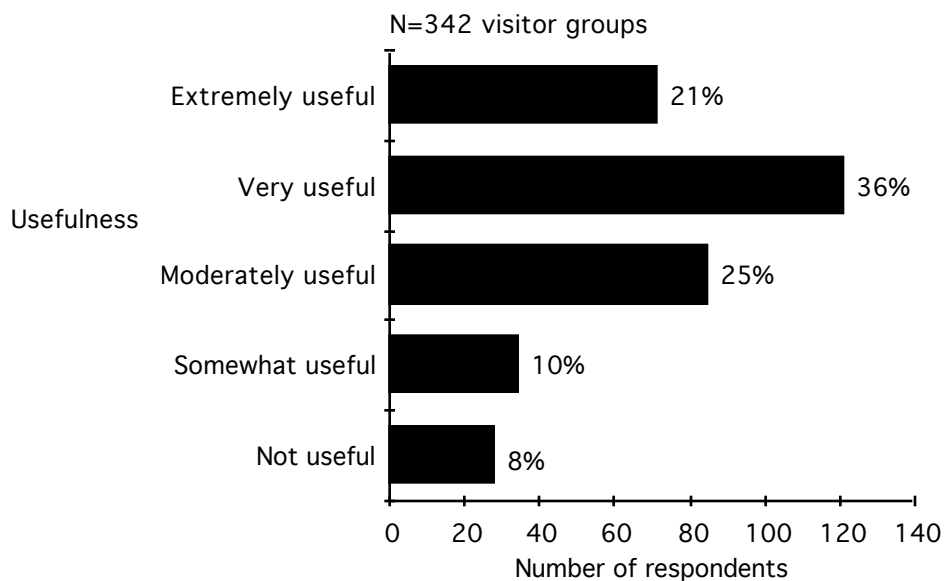
Figure 29: Usefulness of roadside exhibits

N=340 visitor groups;
percentages do not equal 100 due to rounding.

Extremely useful 13%

Very useful 32%

Usefulness

Moderately useful 27%

Somewhat useful 15%

Not useful 14%

0   20   40   60   80   100   120

Number of respondents
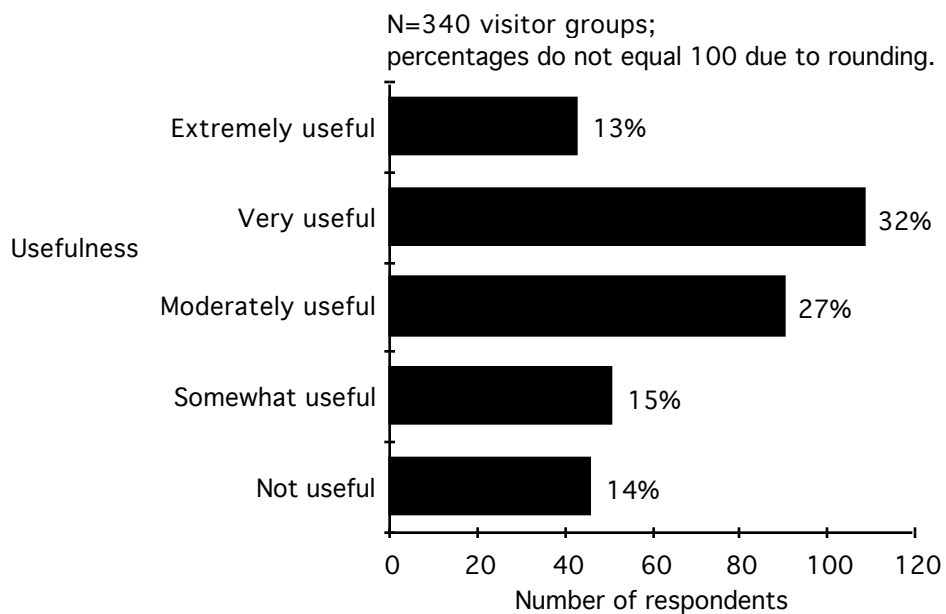
Figure 30: Usefulness of bulletin boards

N=377 visitor groups;
percentages do not equal 100 due to rounding.

Usefulness

Extremely useful — 58%
Very useful — 24%
Moderately useful — 12%
Somewhat useful — 4%
Not useful — 3%

Number of respondents
0   50   100   150   200   250
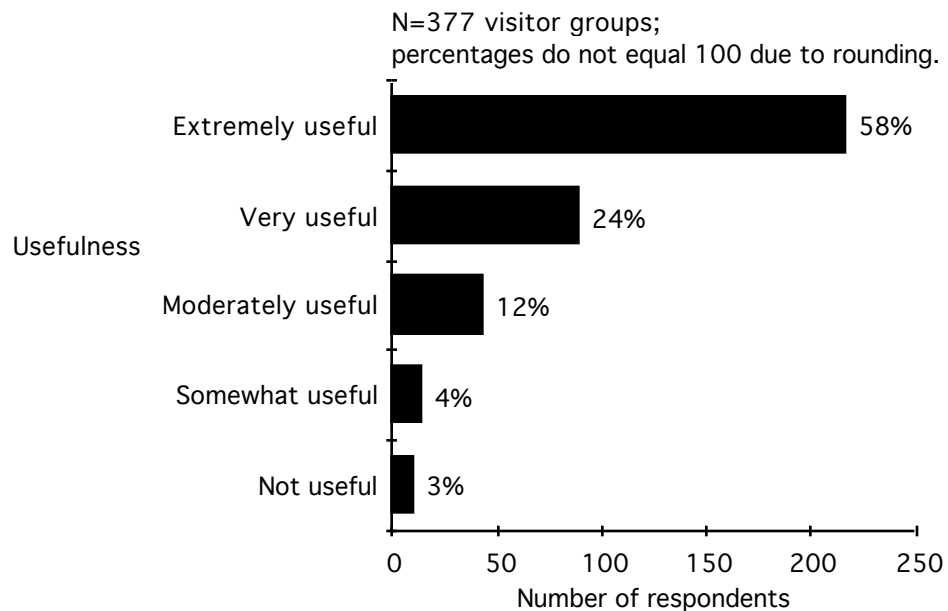
Figure 31: Usefulness of highway directional signs

J. Expenditures

Ninety-three percent of the visitor groups had members who did not reside in the Moab/Monticello area. These visitor groups were asked to report lodging expenditures. All visitors were asked to report their expenditures for food, travel and other expenses.

For all visitor groups reporting at least some expenditures, the average visitor group expenditure for the day was $114.00; the average per capita amount spent was $46.00.

Thirty-four percent of Canyonlands' visitors spent $51-100.00 for lodging, food, travel and other expenses in the Moab/Monticello area on the day they visited Canyonlands (see Figure 32). As Figure 33 shows, the largest proportion of money was spent for food (32%), while money was spent almost equally among the other three categories--lodging, travel and other items.

Of the visitors who reported lodging expenditures, 33% spent spent no money for lodging on the night before their Canyonlands visit; 29% spent $26-50.00; and 22% spent $25.00 or less (see Figure 34). The average lodging expenditure was $31.00.

Figures 35-37 show that visitor groups commonly spent $25.00 or less for travel (69%), food (47%), and other items (including recreation, tours, film, gifts, etc.) (48%) in the Moab/Monticello area on the day they visited Canyonlands.

N=397 visitor groups;
percentages do not equal 100 due to rounding.
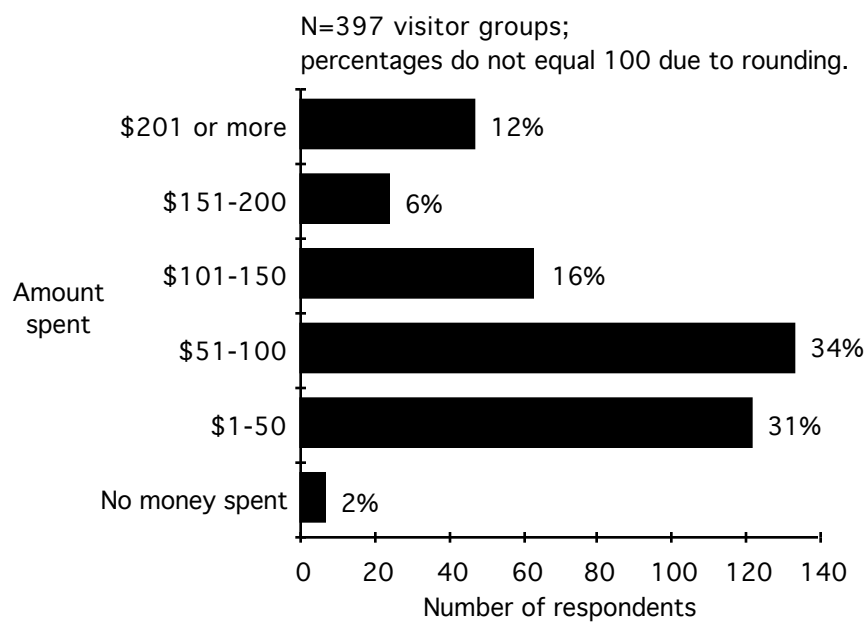
Figure 32: Total visitor expenditures

N=397 visitor groups
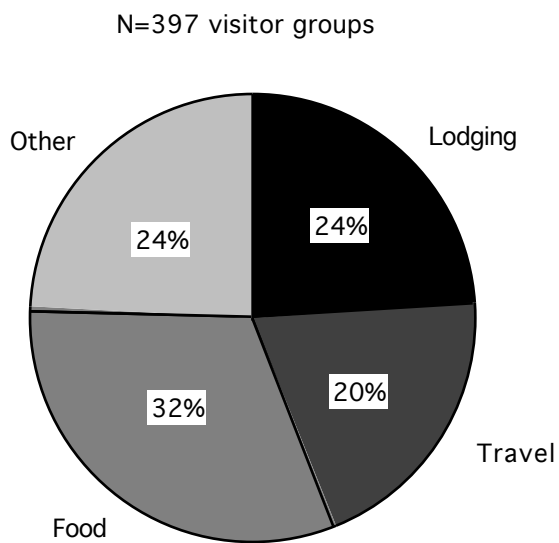
Figure 33: Proportion of visitor expenditures by category

N=344 visitor groups

Amount spent	
$151 or more	3%
$126-150	1%
$101-125	1%
$76-100	1%
$51-75	10%
$26-50	29%
$25 or less	22%
No money spent	33%

Number of respondents
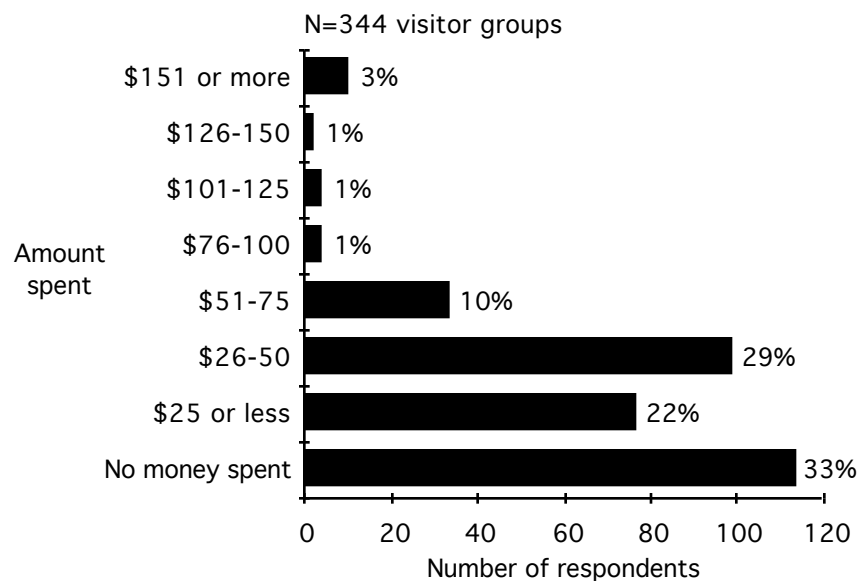
Figure 34: Total visitor expenses for lodging

N=381 visitor groups;
percentages do not equal 100 due to rounding.

Amount spent	
$151 or more	1%
$126-150	1%
$101-125	1%
$76-100	3%
$51-75	3%
$26-50	17%
$25 or less	69%
No money spent	6%

Number of respondents
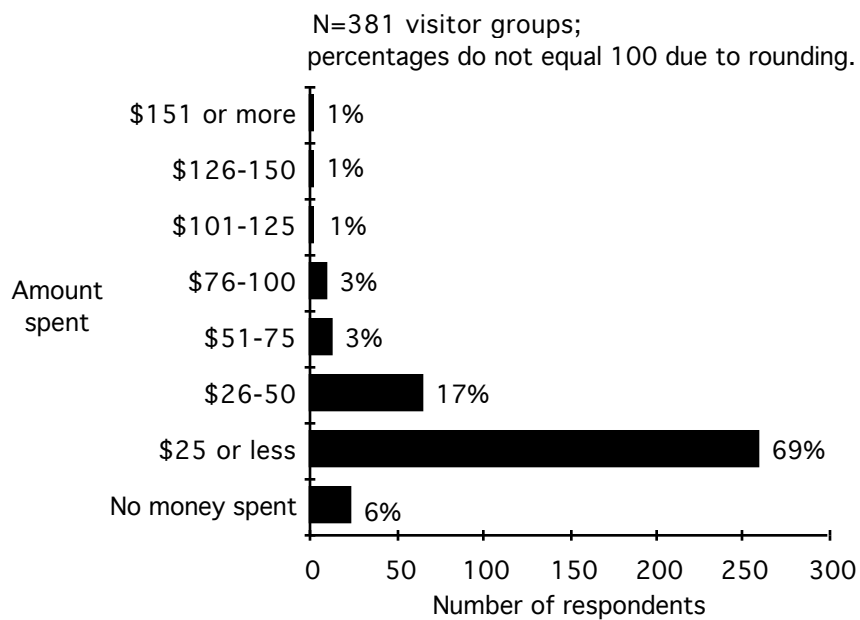
Figure 35: Total visitor expenses for travel

N=380 visitor groups;
percentages do not equal 100 due to rounding.
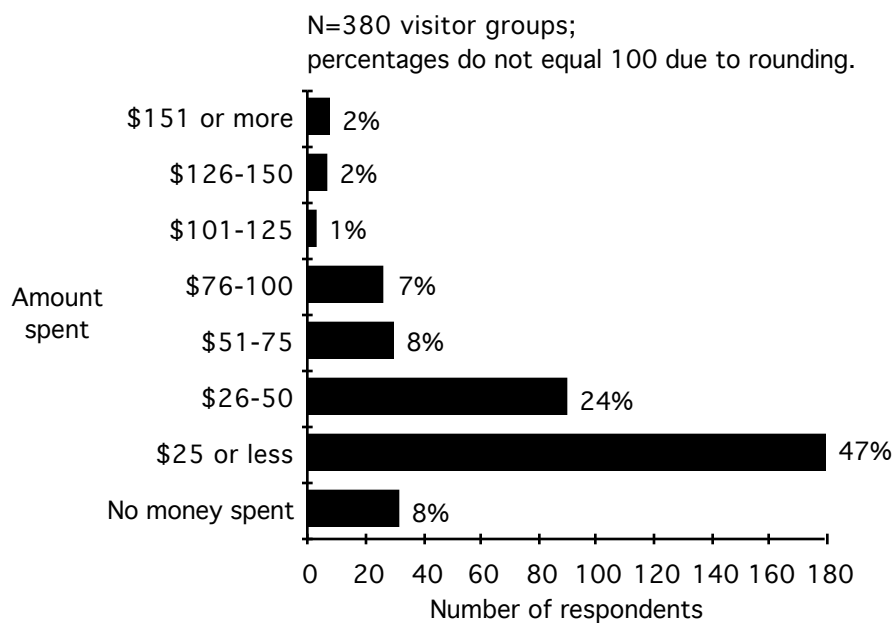
Figure 36: Total visitor expenses for food

N=309 visitor groups;
percentages do not equal 100 due to rounding.
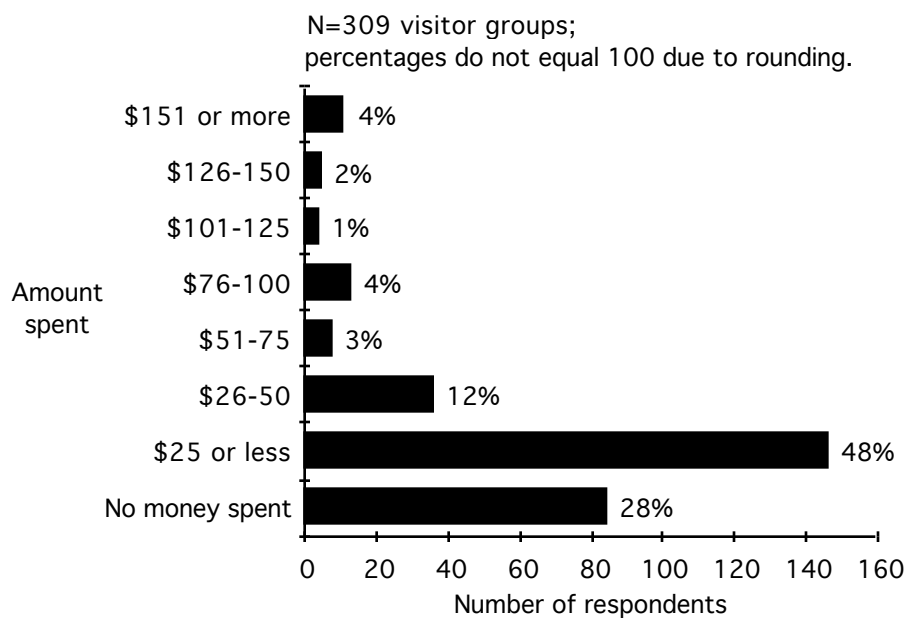
Figure 37: Total visitor expenses for other items

K. Planning for future

Visitors were asked "If you were planning for the future of Canyonlands National Park, what would you propose? Please be specific."

N=762 comments;
visitors could make more than one comment.

Comment	Number of times mentioned
PERSONNEL	
National Park Service	
Need more rangers on duty	2
Employees need to be more friendly	2
Other comments	4
INTERPRETIVE & INFORMATION SERVICES	
Nonpersonal	
Brochures need more site-specific information/mileages	13
More information needed at highway entrances	10
Advertise park information better	8
Need hiking trail brochure with times/mileages	7
Self-guided trails need more interpretive information	5
Need better audiovisual programs	3
Need orientation video at visitor centers	3
Discourage driving	3
Need better map of ruins and prehistoric art sites	2
Need self-guided audio tapes	2
Need signs identifying plants	2
Increase interpretive effort on preserving park	2
Need better pamphlets/signs to interpret viewpoints	2
Make visitors aware of park hazards	2
Need guide/brochure	2
Need more natural history information	2
Educate visitors about fragile park resources	2
Need visitor centers/exhibits	2
Other comments	3
Personal	
Need more ranger programs	5
FACILITIES AND MAINTENANCE	
General	
No more facility development or improvements	27
Provide more water outlets	16
Add showers	5
Improve restrooms	5
Provide recycling bins	4

Facilities more than adequate   3
Add picnic areas   3
Need more shade trees at visitor use sites   3
Restrict water outlets to limit overuse   3
Need pay phones   3
Need more rest stops with restrooms   3
Need flush toilets   3
Provide more RV dump stations   2
Other comments   4

Campgrounds
Add more campsites   59
Add full service campsites   9
Do not add campsites   7
Separate tent sites from RV sites   7
Improve campgrounds   7
Add more tent sites   6
Add more backcountry campsites   5
Full service campsites not necessary   4
No overnight RV parking   3
Make all campsites primitive   2
Improve information on campground entrance signs   2
Keep current number of backcountry campsites   2
Maintain & clean campsites better   2
Other comment   1

Trails
More hiking trails; various lengths   20
Do not pave trails   6
Build mountain bike trails of varying lengths   4
Sign/mark trails better   4
Need trailhead signs to have more info/map   3
Monitor mountain bike impacts closely   2
Keep natural trail markers (cairns)   2
Other comment   1

Roads
Need more road access   19
Prohibit more roads   15
Satisfied with current level of road access   11
Need more directional signs   9
Reduce 4-wheel drive access   7
Do not pave any more roads   7
Improve roads   7
Pave more roads   6
Need additional viewpoints   5
Increase elderly/handicapped access   4
Maintain visitor safety & ease of access on steep roads   3
Continue to have backcountry roads for motorized use   2
Remove pavement on all roads   2
Improve only main access routes   2
4-wheel road signs inadequate   2
Need more road mileage signs   2
Add roads   2

Other comments   4

Miscellaneous
    Encourage nonmotorized access   2
    Provide access to natural water sources   2
    Forewarn about traffic delays   2
    Need RV/trail parking areas   2
    Other comment   1

POLICIES & REGULATIONS

    Require backcountry visitors to be "educated" users   14
    Restrict/limit access   12
    Limit commercialization   10
    Change camping policies   7
    Prohibit more activities   4
    Prohibit motorized access   4
    Need reservations-only campground section   4
    Limit motorized use   4
    Maintain same 4-wheel access   3
    Prohibit 4-wheel access   3
    Prohibit motorcycles   3
    Prohibit lodging in park   3
    Limit/reduce number of aerial overflights   3
    Reduce backcountry capacity   3
    Change fee policy   3
    Restrict visitation to current level   2
    Segregate user areas   2
    Restrict mountain bike access   2
    Increase camping fee   2
    Restrict backcountry users to designated campsites   2
    Other comments   6

WILDERNESS/RESOURCE MANAGEMENT

    Maintain wilderness qualities   66
    No more improvements needed   44
    No more development--area too fragile   16
    Emphasize preservation   10
    Maintain park for mountain bikers/hikers only   5
    Monitor human impact to avoid harmful change   3
    Prohibit mineral extraction or industrial use near park   2
    Protect air quality   2
    Other comments   2

BUSINESSES & CONCESSIONS

Commercial Businesses
Provide lodging near park	11
Offer campgrounds near park	4
Need vehicle support service for bicyclists	2
Need more/better quality restaurants	2
Need more/cheaper lodging	2
Other comments	2

Concessions
Need lodging inside park	9
Prohibit park concessioners	6
Need food and supply store	4
Visitor centers need food & drink facilities	4
Prohibit more concession development	4
Permit gas & auto repair concession	2
Need restaurants inside park	2
Other comments	2

MISCELLANEOUS
Adjacent BLM & state lands should be transferred to NPS control	7
Comments about BLM land	2
Other comments	3

L. Comment summary - Introduction

The separate Appendix of this report contains unedited visitors' comments. A summary of their comments appears below, and in the Appendix. Some comments offer specific suggestions on how to improve their visits; others describe what they enjoyed or did not enjoy.

Visitor Comment Summary

N=658 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly, helpful rangers	33
Ranger knowledge about park limited	2
Rangers knowledgeable	2
Other comments	3
INTERPRETIVE SERVICES	
Nonpersonal	
Need more information	10
Enjoyed self-guiding trail	4
Publicize this park	3
Post campground and other information at highway junctions	3
Map needs more information	3
Provide more low impact information	2
Need orientation slide show/video at visitor center	2
Need food/souvenir concession at visitor center	2
Enjoyed interpretive signs/exhibits	2
Need more publications	2
Other comments	4
Personal	
Enjoyed ranger programs	3
More educational/interpretive programs	2
Other comments	4
FACILITIES AND MAINTENANCE	
General	
Well-kept facilities	18
Pit toilets/restrooms not clean	4
Like park's design/layout	5
Need recycling bins	3
Clean restrooms	2

Would like a lodge	2
Improve restrooms	2
Other comments	4

Roads and Trails

Enjoyed hiking trails	13
Good roads	8
Trails well marked	7
Enjoyed new roads	4
New construction excessive	3
Need better signing	3
Need more bike tours/routes	3
Add more hiking trails	2
Wait for construction too long	2
Trails need more markers/signing	2
Roads need improved	2
Trails well planned/maintained	2
Good signs	2
Add more roads	2
Other comments	10

Campgrounds/campsites

Need more campsites	11
Enjoyed campsites	3
Liked separation of RV and tent campsites	2
Enjoyed Squaw Flat campground	2
Keep campgrounds without water to remind of water's importance	2
Create different campgrounds for different needs (RV, tent, etc.)	2
Other comments	5

POLICIES

Enforce current regulations	4
Shorten camping length of stay so more can use	2
Need camping reservation system	2
Limit backcountry use by commercial groups	2
Change commercial outfitter permit policy	2
Restrict motorized vehicles to existing roads	2
Change backcountry campsite policies	2
Change campground policies	2
Ban military overflights/aerial sightseeing	2
Other comments	6

RESOURCE MANAGEMENT

Enjoyed primitive/uncrowded conditions/solitude	24
Preserve it	19
Don't commercialize/develop	10
Don't overcrowd it	3
Enjoyed clean air	3
Need cleaner air like in past	3
Park overcrowded	3

Keep some areas unknown/unexplored	2
Protect archeological sites	2
Other comments	9

VISITOR SERVICES PROJECT

Comments	2

NATIONAL PARK SERVICE

NPS park upkeep poor	2
Other comments	7

GENERAL IMPRESSIONS

Enjoyed visit	102
Beautiful	50
Plan to/will return	40
Special place/awe-inspiring	15
Keep up the good work	14
Not enough time	13
Return visit	13
Best park seen so far	6
Will tell others	5
One of our favorite parks	4
One of best managed parks	3
Excellent services	3
Quiet/peaceful	3
Enjoyed wildflowers/wildlife	3
Enjoyed Dead Horse Point SP	2
Moab needs more motels	2
One of best places in world	2
One of nicest parks in Utah	2
Tour groups/motorhomes ruin solitude/mystical ambiance	2
First visit	2
Needles Outpost services/supplies expensive	2
Enjoyed biking/4-wheeling	2
Enjoyed services available	2
Other comments	27

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the activities of a particular age group, request a comparison of activity by age group; to learn how total expenditures varied among group types, request a comparison of total expenses by group type.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the site activities of visitor group types, request a comparison of (activity by site visited) by group type; to learn about age group participation in a site activity, request a comparison of (age group by activity) by site visited.

Consult the complete list of characteristics from Canyonlands visitors; then write those desired in the appropriate blanks on the order form. Two order forms follow the example below.

SAMPLE

Analysis Order Form
Visitor Services Project
Report 28 (Canyonlands)

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. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- Group size
- Group type
- Age
- State residence
- Country residence
- Length of stay
- Number of visits
- Moab/Monticello resident

- Activity
- Site visited
- Order sites visited
- Total expenses
- Lodging expenses
- Food expenses
- Other expenses

- Interpretive service usefulness
- Feature importance
- Educational topic importance
- Commercial tour awareness
- Commercial tour use
- Commercial tour info source
- Travel expenses

Two-way comparisons (please write in the appropriate variables from the above list)
total expenses by group type
_____ by _____
_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)
age group by activity by educ. topic importance
_____ by _____ by _____
_____ by _____ by _____

Special instructions (it may be helpful to know what format you need, the purpose for 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 28 (Canyonlands)

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. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

• Group size	• Activity	• Interpretive service usefulness
• Group type	• Site visited	• Feature importance
• Age	• Order sites visited	• Educational topic importance
• State residence	• Total expenses	• Commercial tour awareness
• Country residence	• Lodging expenses	• Commercial tour use
• Length of stay	• Food expenses	• Commercial tour info source
• Number of visits	• Other expenses	• Travel expenses
• Moab/Monticello resident		

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

_____

_____

_____

_____

QUESTIONNAIRE

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.

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.
21. Everglades National Park, 1989.
22. Statue of Liberty National Monument, 1990.
23. The White House Tours, President's Park, 1990.
24. Lincoln Home National Historic Site, 1990.
25. Yellowstone National Park, 1990.
26. Delaware Water Gap National Recreation Area, 1990.
27. Muir Woods National Monument, 1990.
28. Canyonlands National Park, 1990.

_____
For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.