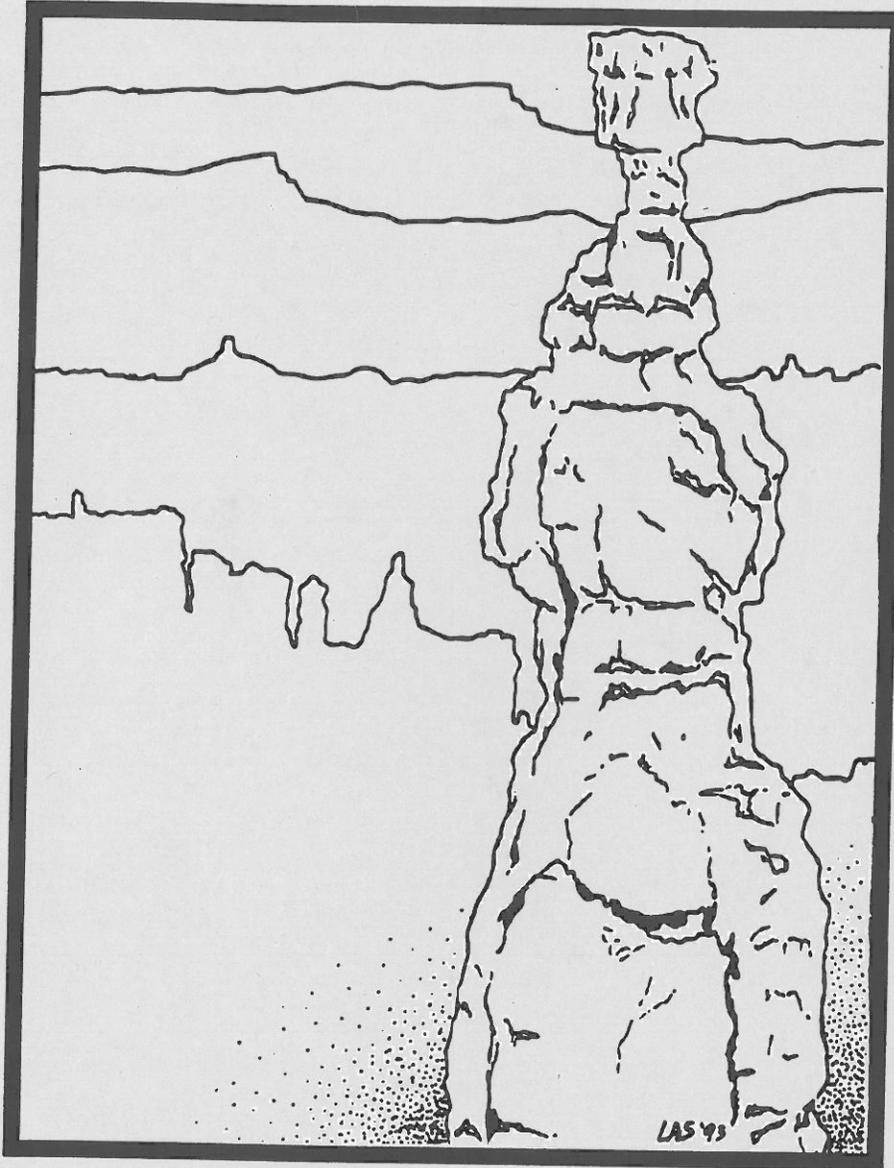


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Visitor Services Project  
Bryce Canyon National Park



Visitor Services Project Report 63  
Cooperative Park Studies Unit



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# **Visitor Services Project Bryce Canyon National Park**

**Dwight L. Madison**

**Report 63**

April 1994

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Dwight Madison is VSP Eastern Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Bryce Canyon National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

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# Visitor Services Project Bryce Canyon National Park

## Report Summary

- This report describes the results of a visitor study at Bryce Canyon National Park during October 3-9, 1993. A total of 504 questionnaires were distributed and 422 returned, an 84% response rate.
- This report profiles Bryce Canyon National Park visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (61%). Thirty-nine percent of visitors were 51-70 years old; 28% were 26-40 years old. Most (71%) were first time visitors to Bryce Canyon.
- Visitors from foreign countries comprised 35% of the visitation, with the greatest proportion from Germany. Thirty-five percent of the U.S. visitors came from California and Utah, with smaller numbers from many other states.
- Sixty-eight percent of all visitors stayed overnight in the Bryce Canyon area. Of that group, 59% stayed one night. Of those spending less than one day, 50% spent 3-4 hours.
- The greatest proportion of visitors visited Sunset Point (83%), followed by Bryce Point (77%) and Sunrise Point (75%).
- The most often used sources of information about the park by visitors prior to their visit was travel guide/tour book 65%, friends/relatives (57%) and maps (48%).
- The most-common activities were visiting the visitor center (75%), shopping at the visitor center (53%) and hiking under 4 hours (52%).
- The average per capita expenditure during the visit was \$50.00. The average visitor group expenditure was \$123.00.
- Seventy-three percent of visitors reported they did not attend conducted activities when they visit national parks. Visitors who attended conducted activities prefer a morning starting time of 9:00 a.m. (41%). Starting times of 1:00 p.m. (22%) and 2:00 p.m. (22%) were preferred for afternoon conducted activities.
- The most commonly used visitors services were the park brochure/map (95%), the visitor center personnel (44%), the visitor center exhibits (41%) and the park newspaper (41%).
- Visitors made many additional comments.

<p>For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844 or call (208) 885-7129.</p>
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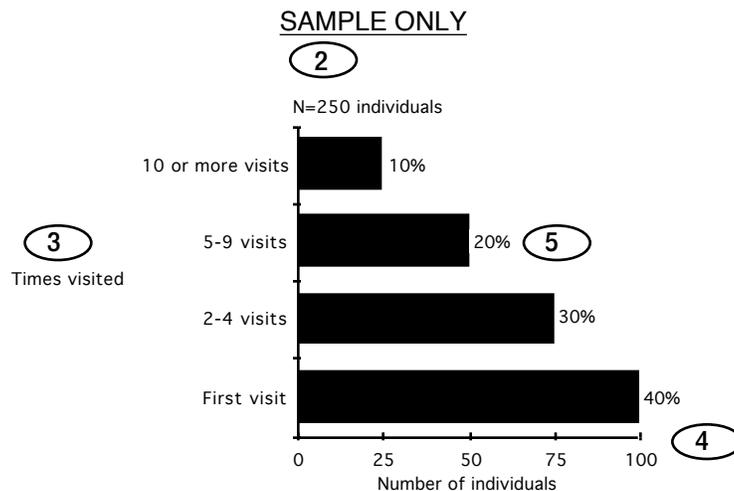
## INTRODUCTION

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This report describes the results of a study of visitors at Bryce Canyon National Park (referred to as "Bryce Canyon"). This visitor study was conducted October 3-9, 1993 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. The 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.



(1) Figure 4: Number of visits

- 1: The figure title describes the graph's information.
  - 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
  - 3: Vertical information describes categories.
  - 4: Horizontal information shows the number or proportions in each category.
  - 5: In most graphs, percentages provide additional information.
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## METHODS

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### **General strategy**

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Bryce Canyon National Park during October 3-9, 1993. Visitors completed the questionnaire during or after their trip and then returned it by mail.

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### **Questionnaire design and administration**

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.

Visitors were sampled as they entered Bryce Canyon National Park at the park entrance. Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type 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.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey.

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### **Data analysis**

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

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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 422 groups, Figure 4 presents data for 1030 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,  
missing data  
and reporting  
errors**

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 422 questionnaires were returned, Figure 2 shows data for only 419 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.

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

**Limitations**

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 soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of October 3-9, 1993. The results do not necessarily apply to visitors 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.

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## RESULTS

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### Visitors contacted

Five hundred twenty-eight visitor groups were contacted; 95% accepted questionnaires. Four hundred twenty-two visitor groups completed and returned their questionnaires, an 84% response rate.

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

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

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	504	47.1	417	47.3
Group size	504	3.5	422	3.6

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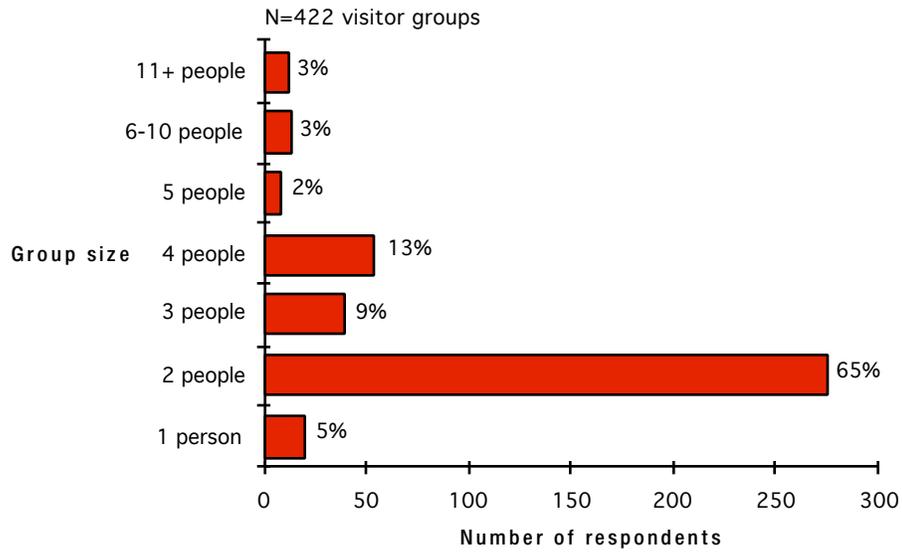
### Demographics

Figure 1 shows group sizes, which varied from one person to 63 people. Sixty-five percent of Bryce Canyon visitors came in groups of two people. Sixty-one percent of visitors came in groups identified as family, as shown in Figure 2.

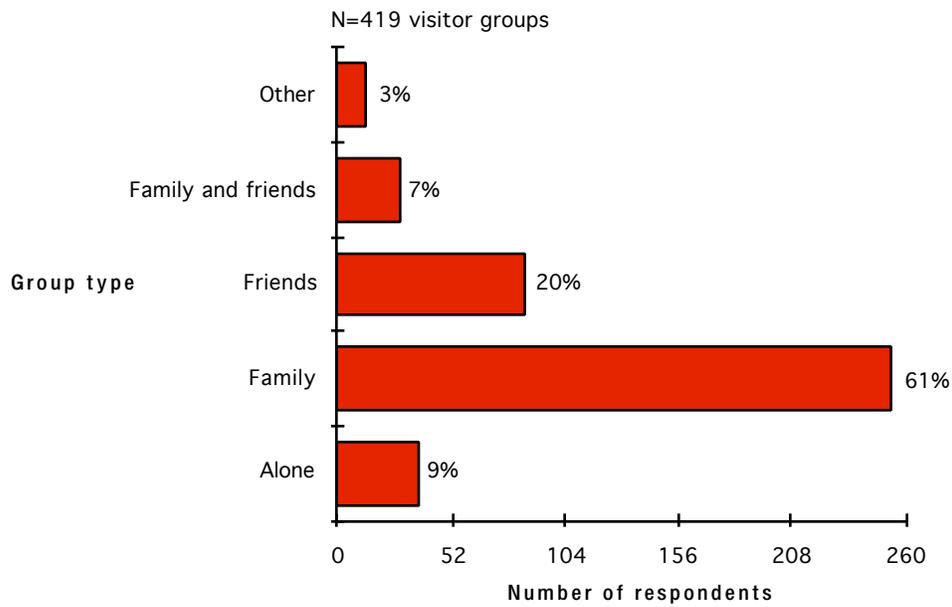
Figure 4 shows varied age groups; the most common were visitors aged 51-70 (39%) and 26-40 years old (28%). Most visitors (71%) were first-time visitors (see Figure 5).

Visitors from foreign countries comprised 35% of all visitation. The largest proportions of foreign visitors came from Germany and Switzerland as shown in Map 1 and Table 2. Map 2 and Table 3 show that the many of the U.S. visitors came from California, and Utah.

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**Figure 1: Visitor group sizes**



**Figure 2: Visitor group types**

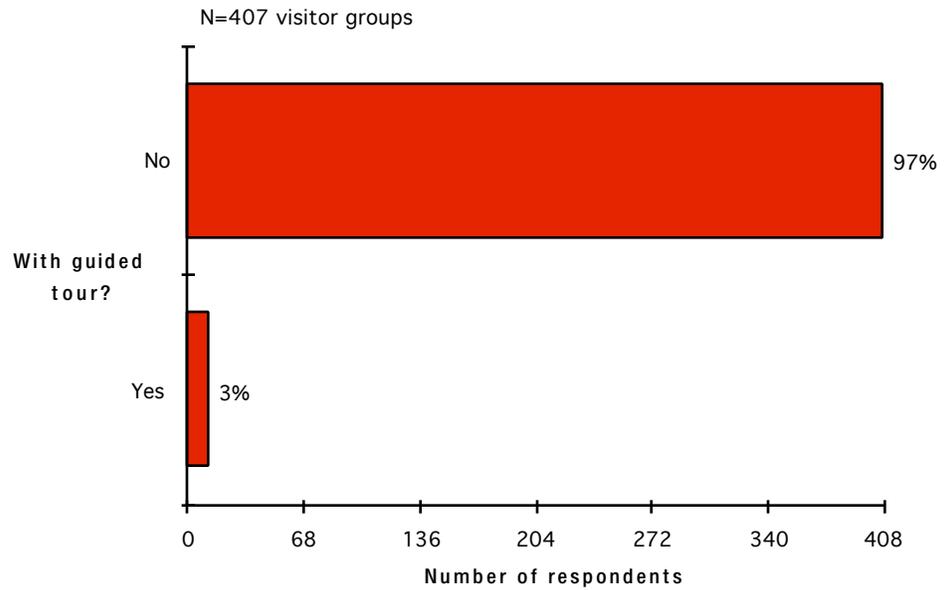


Figure 3: Guided tour group

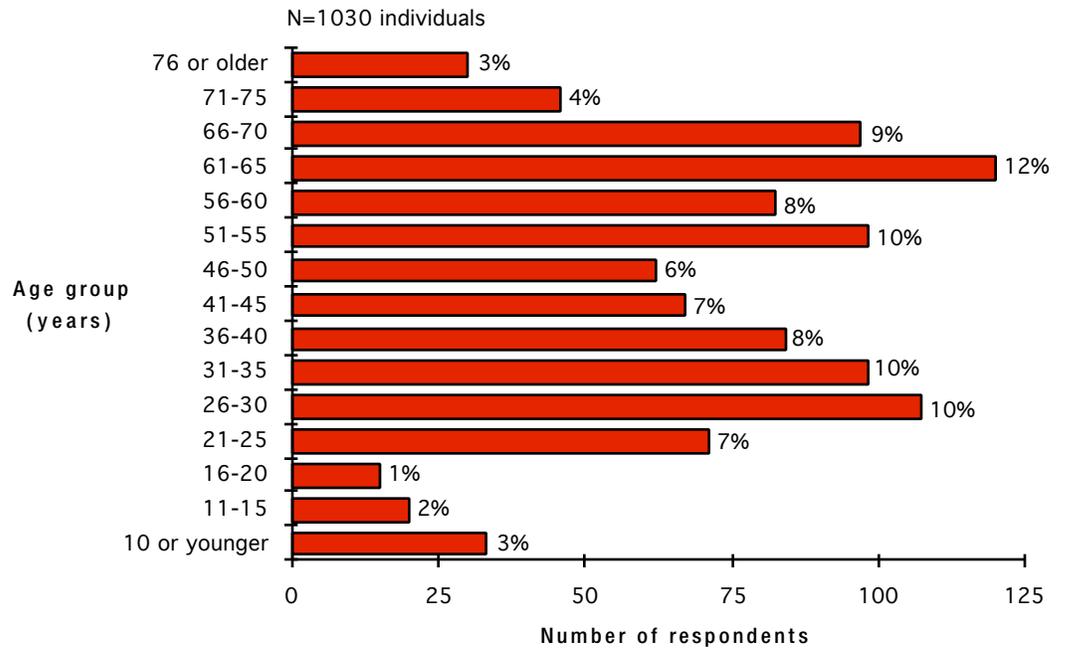
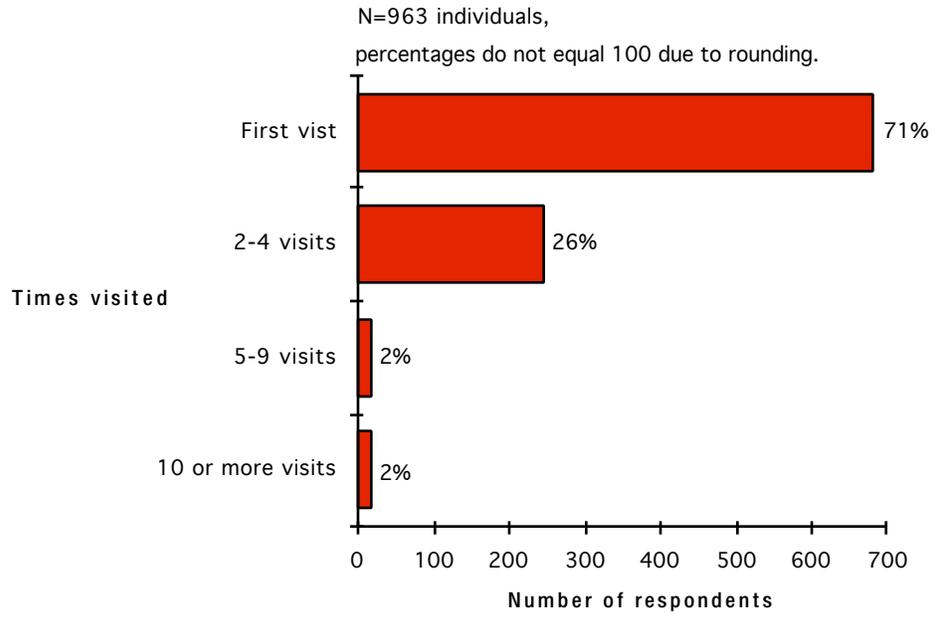
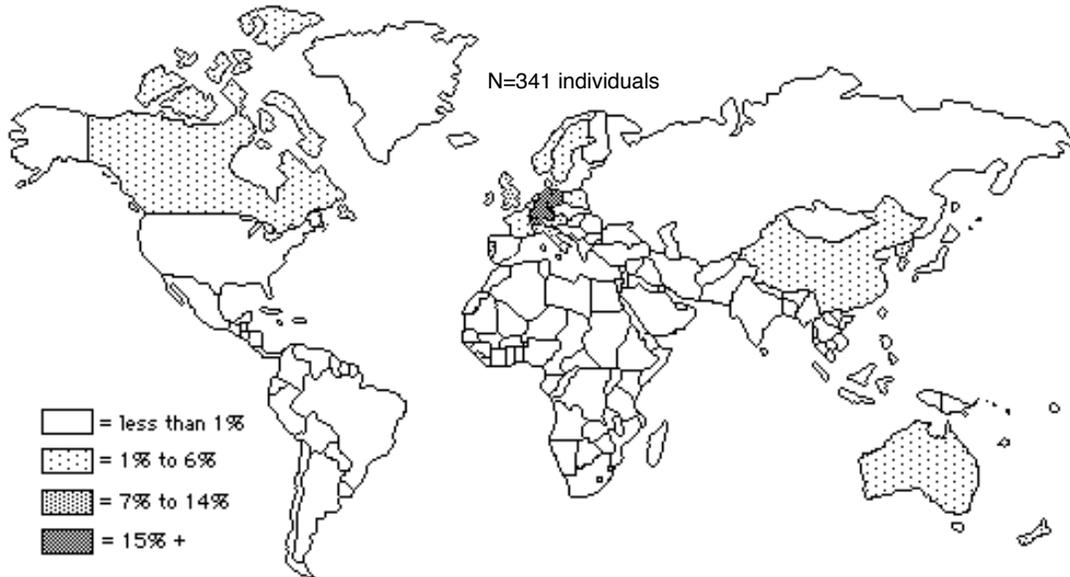


Figure 4: Visitor ages



**Figure 5: Number of visits**

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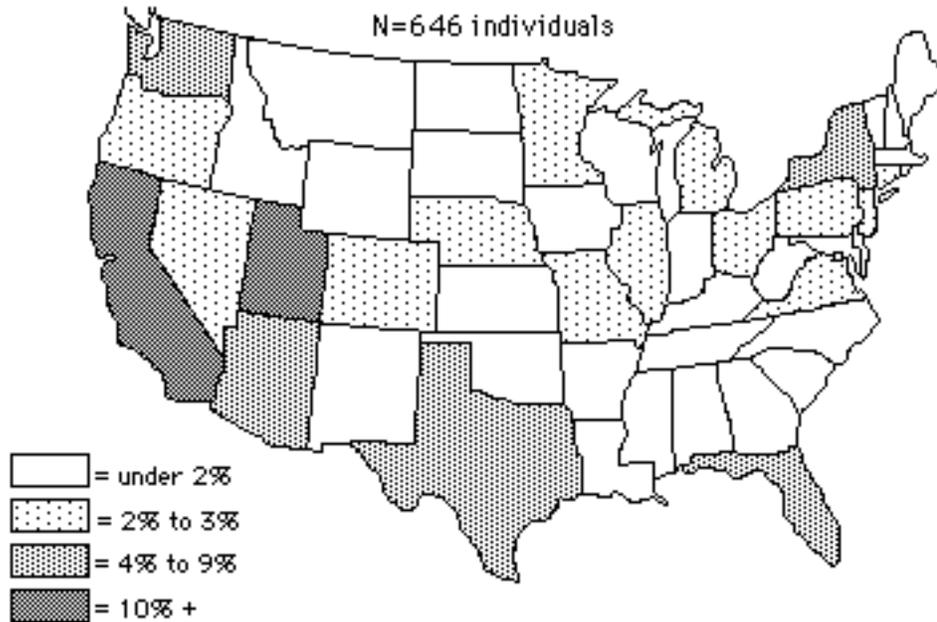


**Map 1: Proportion of international visitors by country**

**Table 2: Foreign visitors by country of residence**

N=341 individuals;  
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of international visitors
Germany	136	40
Switzerland	63	18
United Kingdom	22	6
Holland	20	6
Canada	18	5
Belgium	11	3
Israel	11	3
Italy	11	3
France	10	3
Korea	5	2
New Zealand	5	2
Sweden	5	2
Australia	4	1
Austria	4	1
China	4	1
Hong Kong	4	1
Portugal	4	1
Denmark	3	1
Poland	3	1
Norway	2	1



**Map 2: Proportion of visitors from each state**

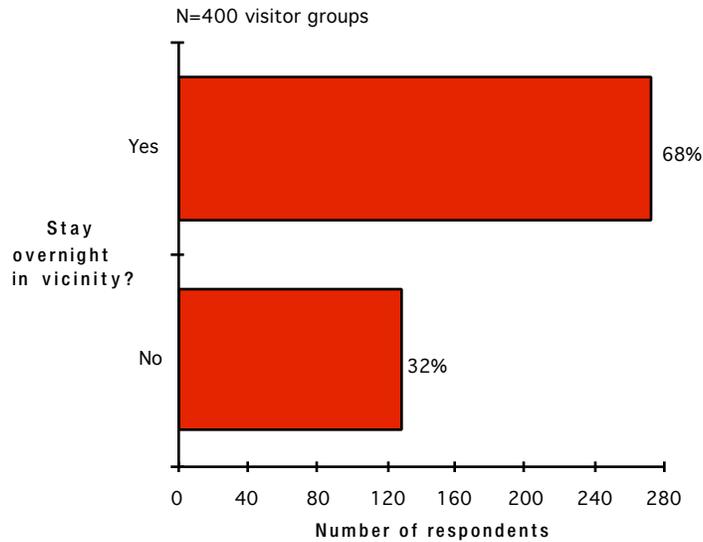
**Table 3: Proportion of visitors from each state**

N=646 individuals;  
percentages do not equal 100 due to rounding.

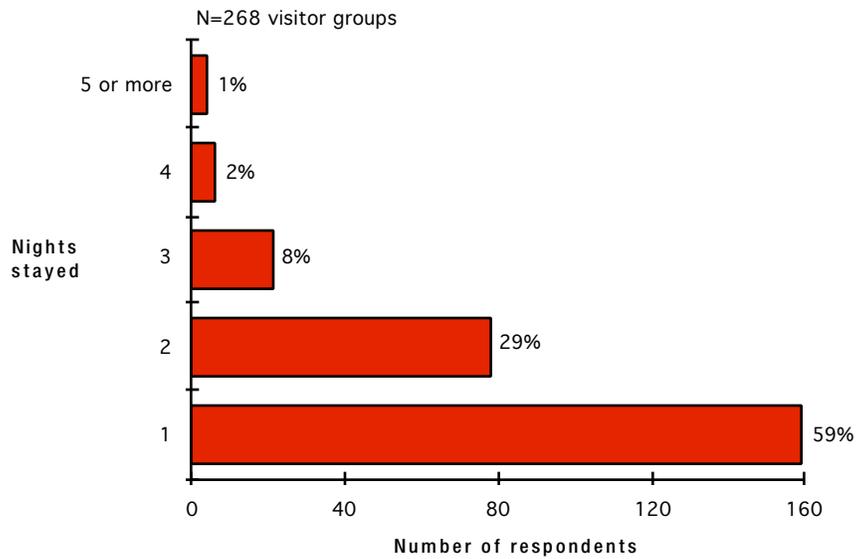
State	Number of individuals	% of visitors
California	150	23
Utah	74	12
New York	35	5
Washington	33	5
Arizona	32	5
Florida	28	4
Texas	24	4
Oregon	19	3
Colorado	18	3
Michigan	16	3
New Jersey	15	2
Ohio	14	2
Pennsylvania	14	2
Illinois	12	2
Nevada	12	2
Virginia	12	2
Nebraska	11	2
Connecticut	10	2
Minnesota	10	2
Missouri	10	2
Other states (24)	97	15

**Length of stay**

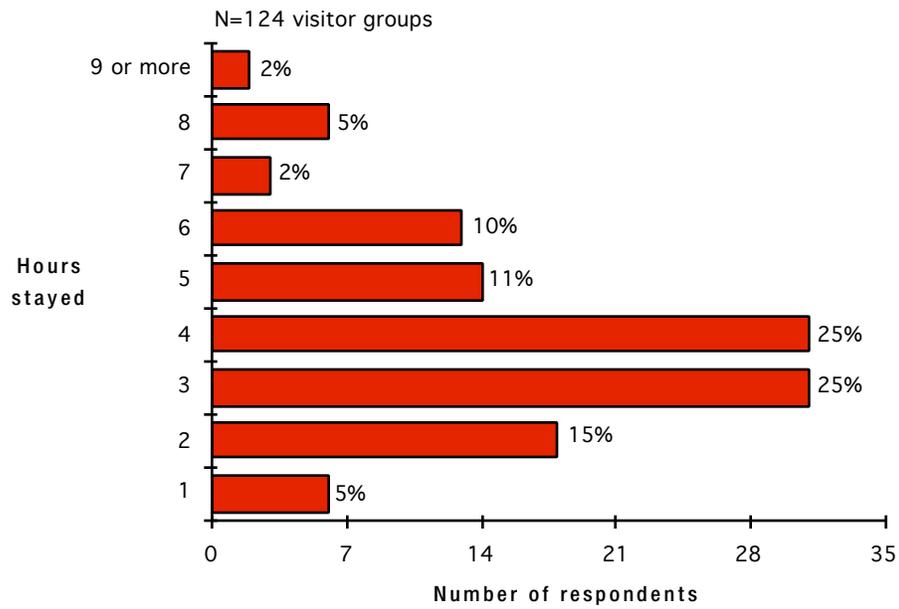
Sixty-eight percent of visitors reported staying overnight in the Bryce Canyon area as shown in Figure 6. Figure 7 shows that 88% of those visitor groups stayed two nights or less in the Bryce Canyon area. Of those spending less than one day, 65% of the visitor groups spent two to four hours in the park area (Figure 8).



**Figure 6: Stay overnight**



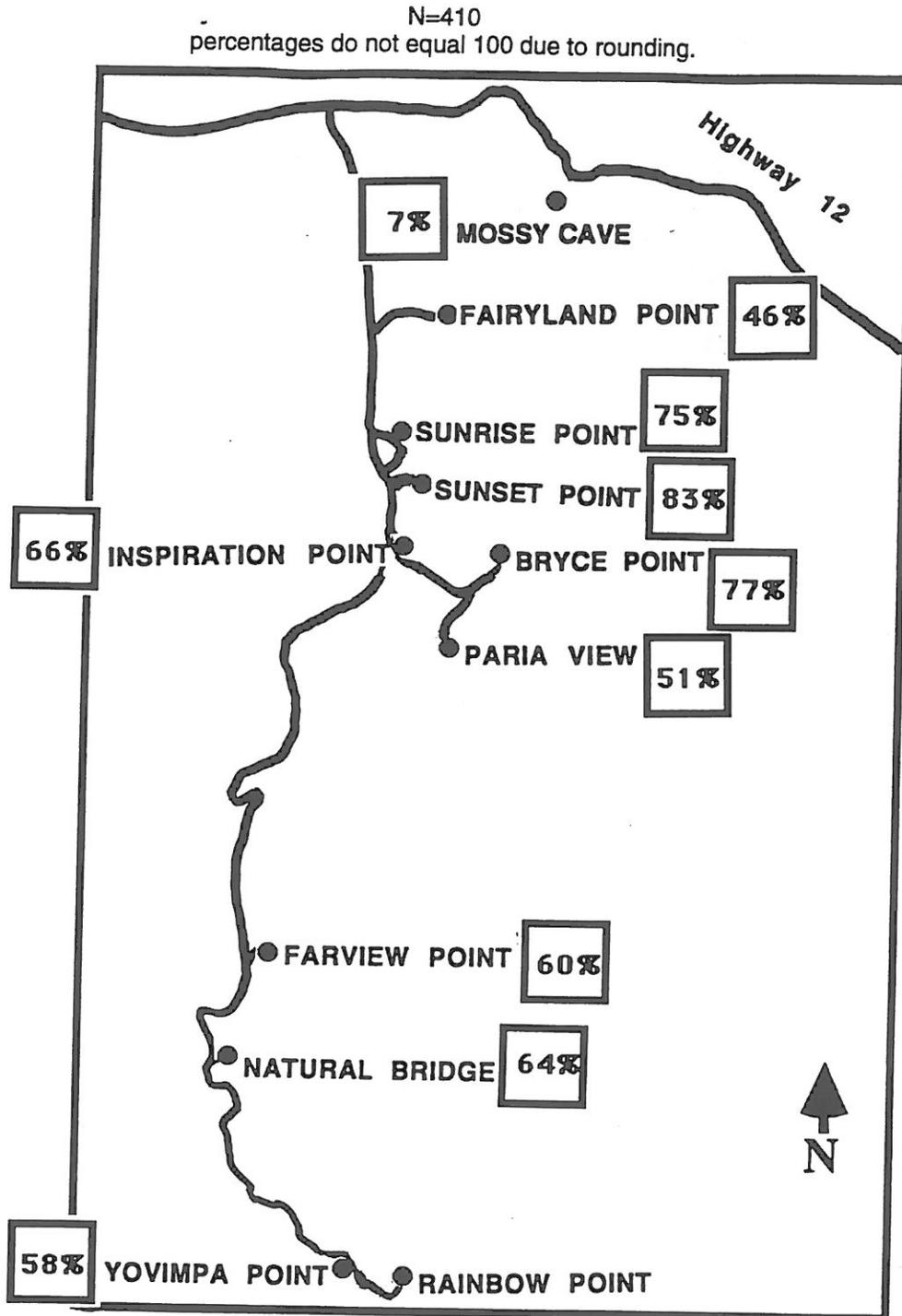
**Figure 7: Length of stay (nights)**



**Figure 8: Length of stay (less than one day)**

**Sites  
visited**

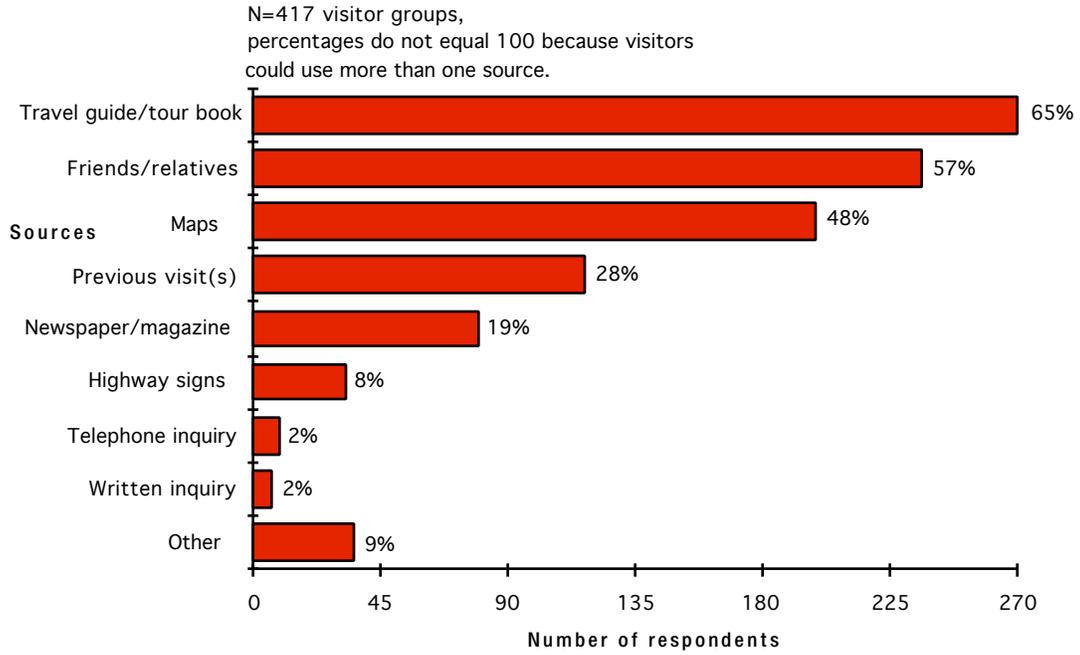
Visitors indicated the sites they visited at Bryce Canyon. Map 3 shows the proportion of visitors visiting each site. Sunset Point, Bryce Point and Sunrise Point were mentioned most often.



**Map 3: Sites visited**

The most often used sources of information about the park were travel guide/tour books (65%), advice from friends and relatives (57%), and maps (48%) as shown in Figure 9. "Other" sources included television, AAA, and books.

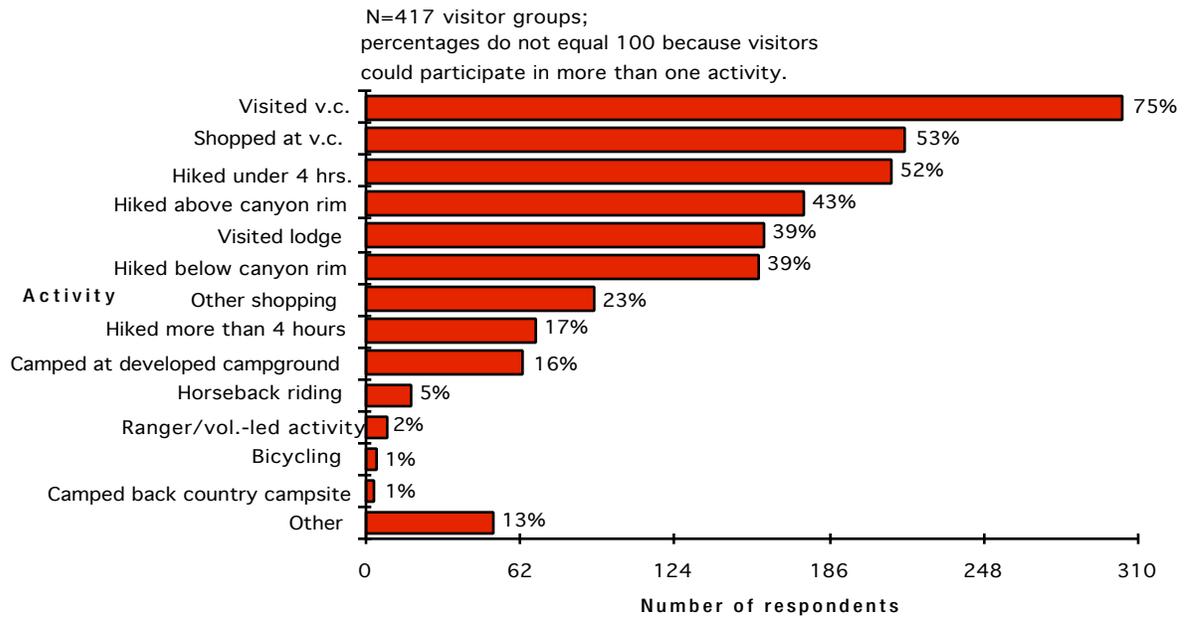
**Sources of park information**



**Figure 9: Sources of park information**

**Activities**

Figure 10 shows the proportion of visitor groups who participated in each activity during their visit to Bryce Canyon National Park. Common activities were visiting the visitor center (75%), shopping at the visitor center (53%), and hiking under four hours (52%). "Other" activities mentioned included photography, driving to the overlooks and sightseeing.



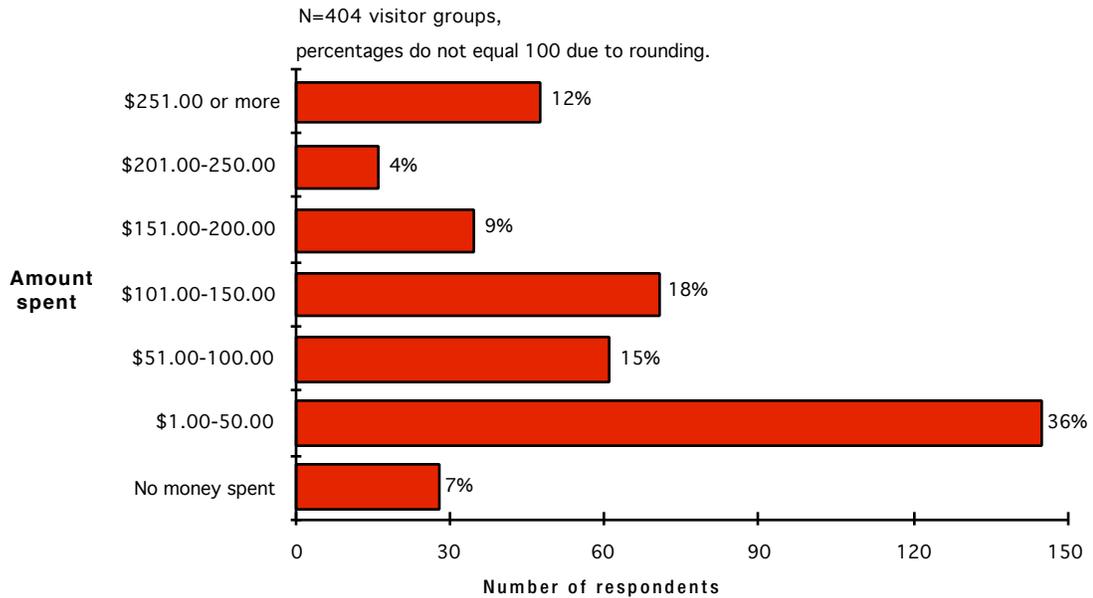
**Figure 10: Visitor activities**

**xpenditures**

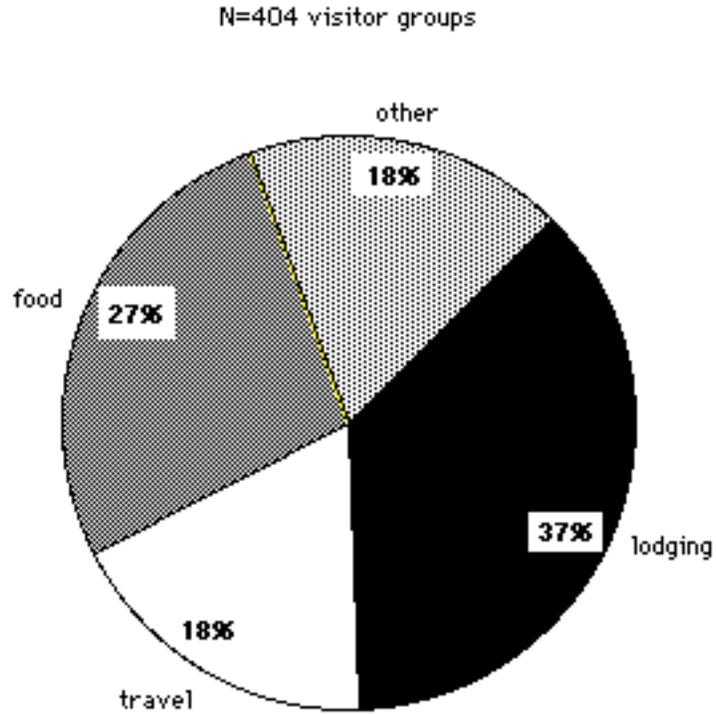
Figure 11 shows how much money visitor groups spent while visiting the Bryce Canyon area. Although 7% of visitor groups did not spend any money, 36% spent up to \$50.00 and 15% spent from \$51.00-100.00. The average visitor group expenditure was approximately \$123.00; the average per capita expenditure was approximately \$50.00.

Figure 12 shows the percentage of total group expenditures by category. The greatest proportion of money spent by visitor groups went toward lodging (37%), followed by food (27%).

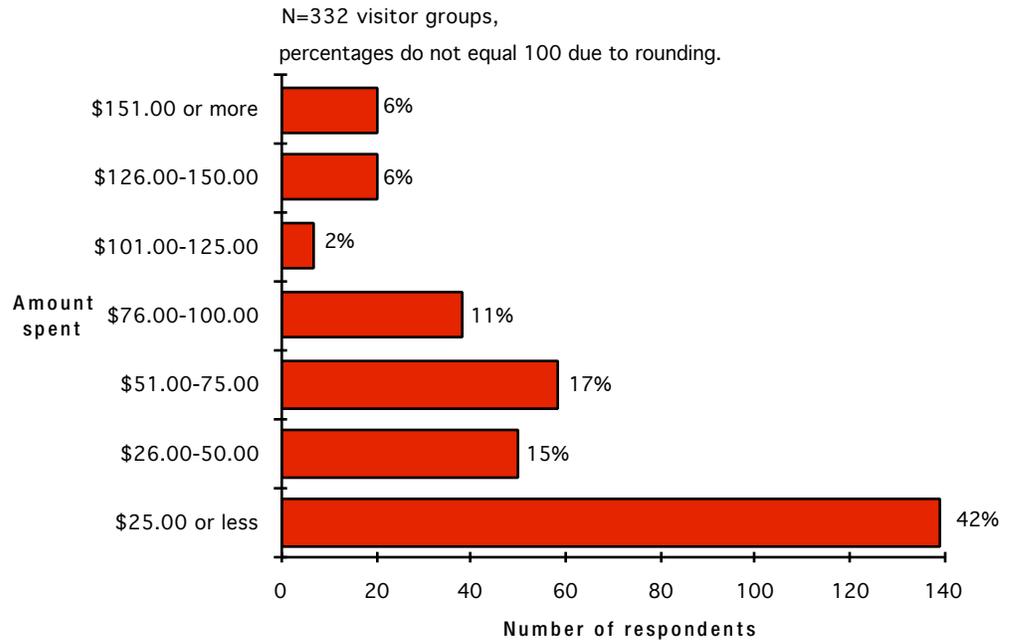
Figures 13-16 depict how much money visitor groups spent on lodging, travel, food and "other" items in the Bryce Canyon area. In each category, 42% or more of the visitors reporting expenditures spent \$25.00 or less. The average visitor group expenditure was \$56.00 for lodging, \$30.00 for travel, \$39.00 for food and \$26.00 for "other" items.



**Figure 11: Total amount of expenditures in the Bryce Canyon area**



**Figure 12: Proportion of visitor expenditures by category**



**Figure 13: Total expenses for lodging**

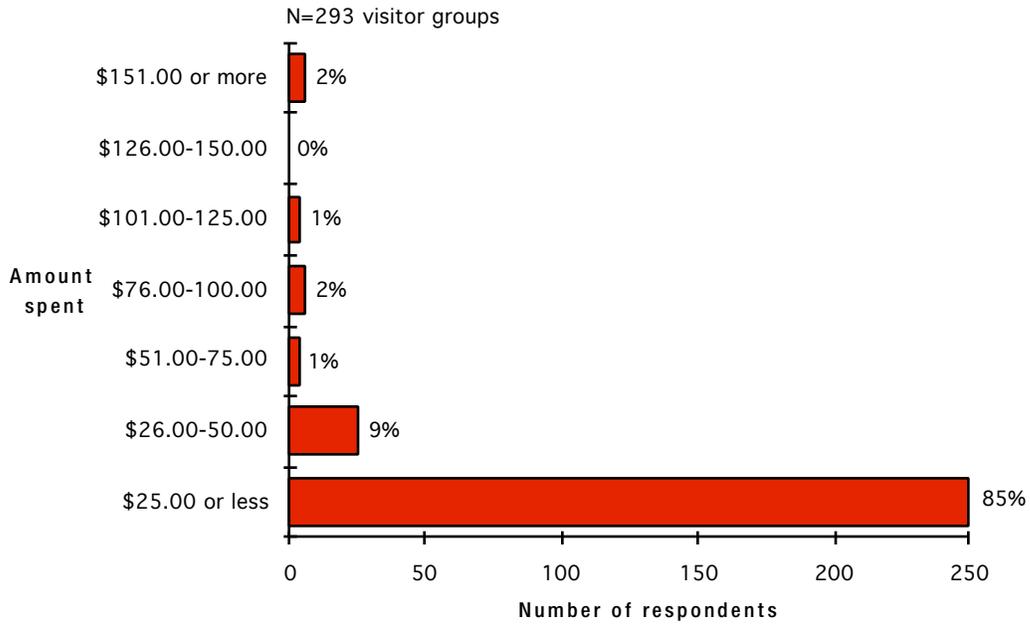


Figure 14: Total visitor expenses for travel

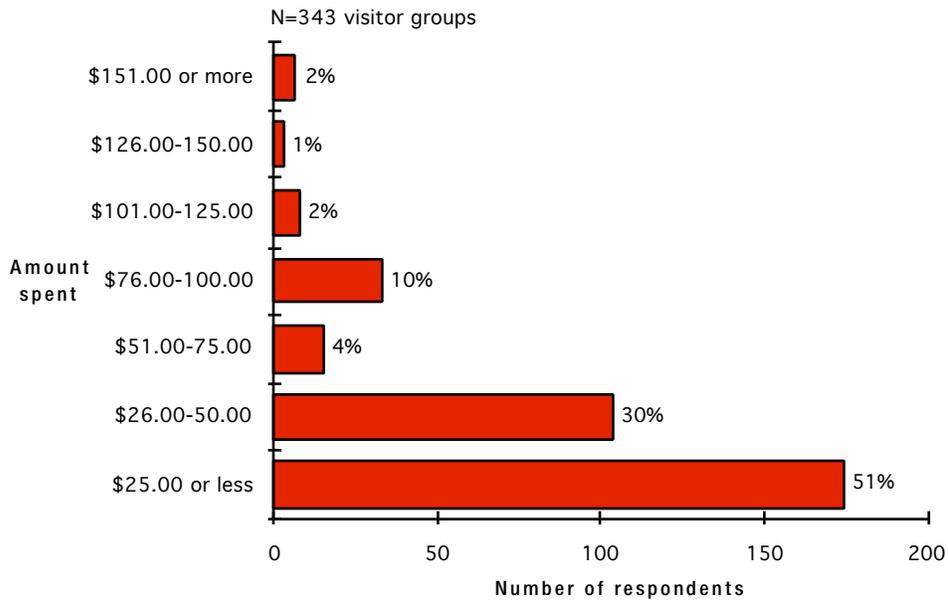
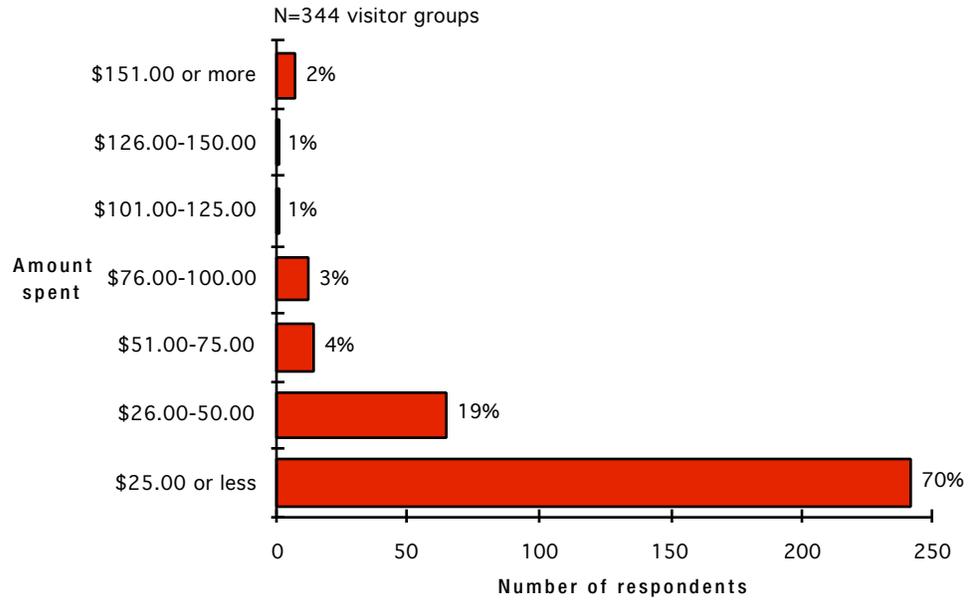


Figure 15: Total visitor expenses for food



**Figure 16: Total visitor expenses for "other" items**

Visitors were asked to identify the state and the place that they traveled from on the day they arrived at Bryce Canyon. Table 4 shows that Utah (77%) and Arizona (13%) were the two most common origins on the arrival day. Table 5 shows that Zion National Park and Page were the most common places of origin.

### Origins on arrival day

**Table 4: State of visitor origin on arrival day**

N=396 visitor groups  
percentages do not equal 100 due to rounding.

State	Number of respondents	%
Utah	304	77
Arizona	50	13
Nevada	33	8
California	4	1
Colorado	4	1
Wyoming	1	<1

**Table 5: Place of visitor origin on arrival day**

N=396 visitor groups  
percentages do not equal 100 due to rounding.

State	Number of respondents	%
Zion NP	45	11
Page	28	7
Panguitch	28	7
Las Vegas	25	6
Kanab	21	5
Cedar City	20	5
Springdale	18	5
St. George	17	4
Salt Lake City	15	4
Grand Canyon NP	12	3
Mt. Carmel Junction	12	3
Moab	11	3
Capitol Reef	8	2
Escalante	8	2
Rubys Inn	8	2
Torrey	8	2
Tropic	8	2
Other places	<6 per place (104)	26

**Destinations on departure day** Visitors were asked to name the state and community they planned to travel to on the day that they departed Bryce Canyon. Table 6 shows that Utah (61%) and Arizona (20%) were the most common states to which visitors planned to travel. Table 7 shows that Zion National Park and Las Vegas were the most common destinations.

**Table 6: Visitor destination states on departure day**

N=406 visitor groups;  
percentages do not equal 100 due to rounding.

State	Number of respondents	%
Utah	249	61
Arizona	82	20
Nevada	54	13
California	7	2
Colorado	6	1
Other states	15	4

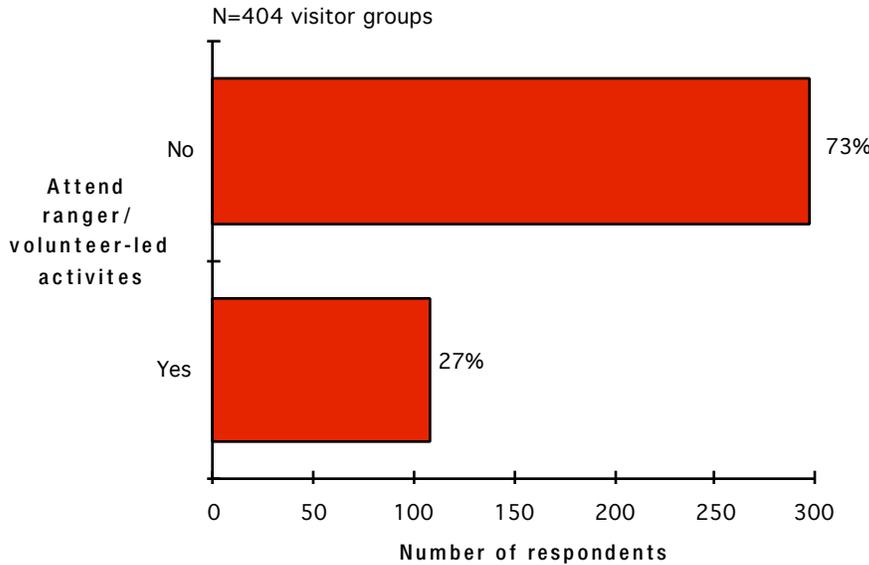
**Table 7: Visitor destination places on departure day**

N=406 visitor groups  
percentages do not equal 100 due to rounding.

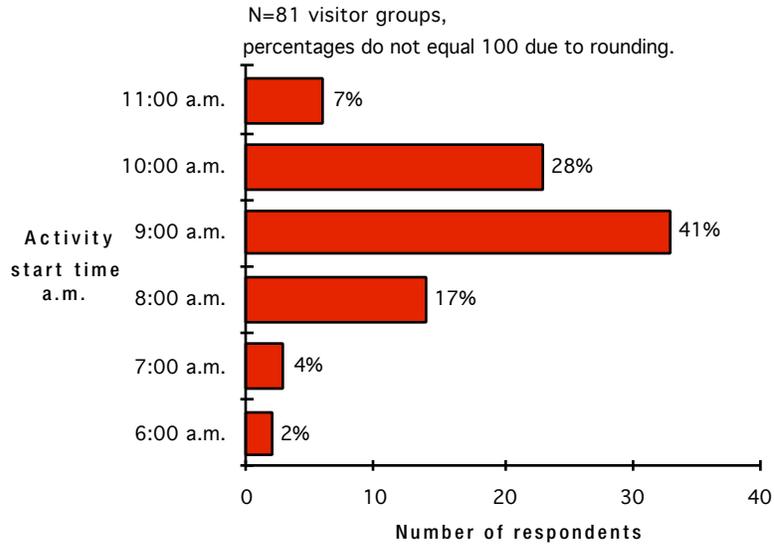
State	Number of respondents	%
Zion NP	57	14
Las Vegas	47	12
Page	25	6
Grand Canyon	23	6
Kanab	22	5
Cedar City	19	5
St. George	18	4
Moab	13	3
Springdale	12	3
Salt Lake City	11	3
Capitol Reef NP	10	2
Torrey	9	2
Richfield	8	2
Panguitch	7	2
Escalante	6	1
Flagstaff	6	1
Mt. Carmel Junction	6	1
Provo	6	1
Other places	<6 per place (101)	25

Seventy-three percent of visitor groups reported they did not attend conducted activities when they visit national parks as shown in Figure 17. Twenty-seven percent of visitor groups reported they did attend conducted activities when they visit national parks. Figure 18 shows that visitors who attended conducted activities prefer a morning starting time of 9:00 a.m. (41%), followed by 10:00 a.m. (28%) and 8:00 a.m. (17%). For afternoon conducted activities, visitors preferred 1:00 p.m. (22%) and 2:00 p.m. (22%) followed by 7:00 p.m. (17%) as shown in Figure 19.

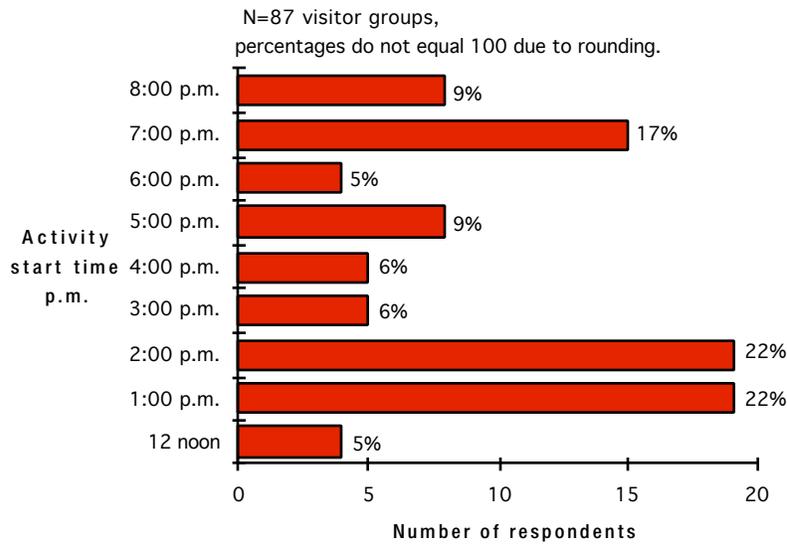
**Preferred times for conducted activities in national parks**



**Figure 17: Attend national park ranger/volunteer-led activities**



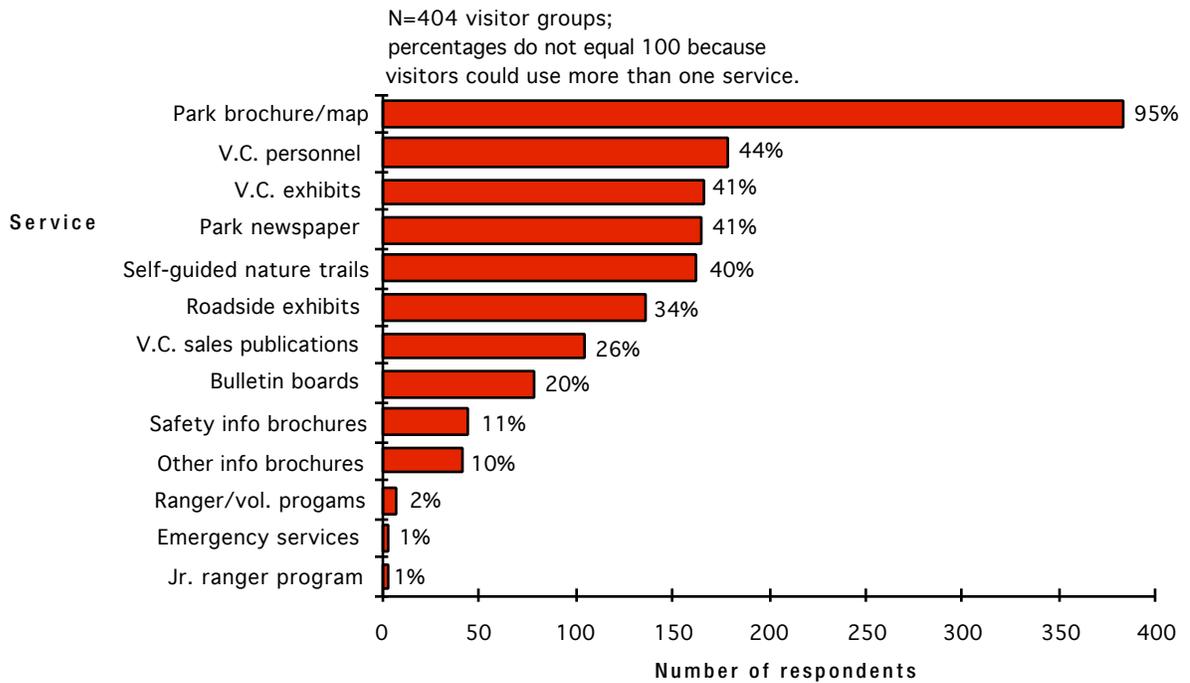
**Figure 18: Preferred starting times for conducted activities in national parks, a.m.**



**Figure 19: Preferred starting times for conducted activities in national parks, p.m.**

The most commonly used visitor services at Bryce Canyon National Park were the park brochure/map (95%), the visitor center personnel (44%), the visitor center exhibits (41%) and the park newspaper (41%), as shown in Figure 20. The least used services were emergency services (1%) and the junior ranger program (1%).

**Visitor services:  
use,  
importance  
and  
quality**



**Figure 20: Services used**

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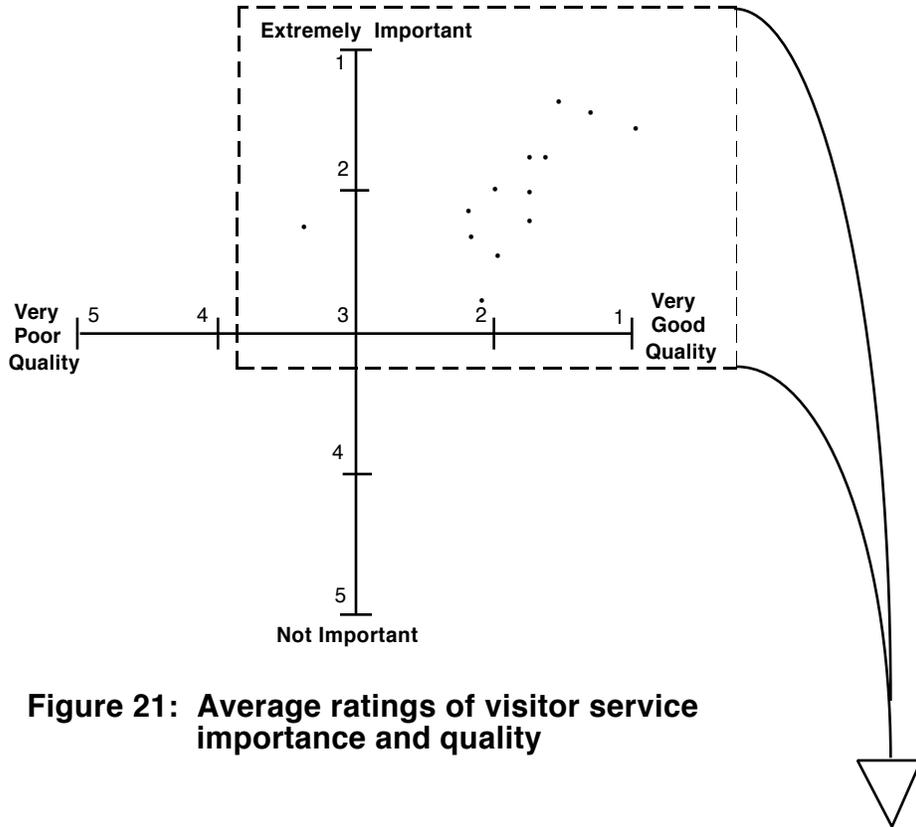
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The survey asked visitors to indicate the importance of 13 visitor services and if used, to rate their quality. The quadrants in Figure 21 indicate the average importance and quality rating for each visitor service. Visitor services located in quadrant I are of greater importance and lower quality; quadrant II-greater importance and higher quality; quadrant III-lesser importance and lower quality; quadrant IV-lesser importance and higher quality.

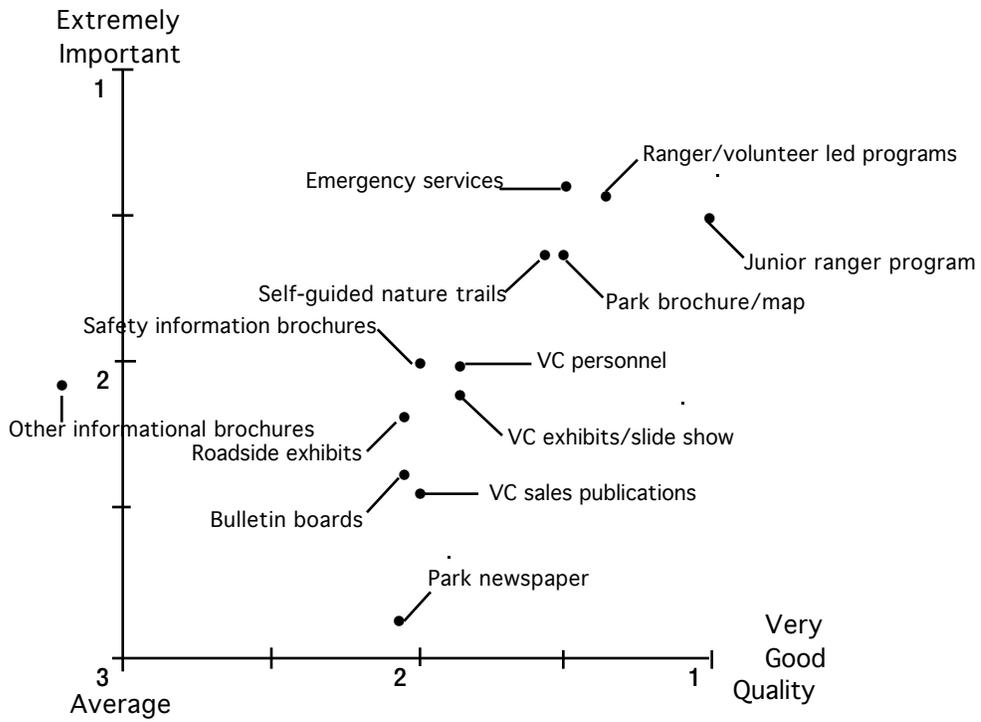
A five point scale was provided for visitors to rate the importance of visitor services: 1= extremely important, 2= very important, 3= moderately important, 4= somewhat important and 5= not important. Figures 23-35 show several visitor services which rated from very to extremely important: park brochure/map (86%), self-guided nature trails (84%) and safety information brochures.

Similarly, a five point scale was provided for visitors to rate the quality of visitor services: 1= very good, 2= good, 3= average, 4= poor, 5= very poor. Figures 36-48 show the visitor ratings of visitor services' quality. Visitor Services that rated from good to very good included self-guided nature trails (86%), park brochure/map (85%), visitor center personnel (85%) and other informational brochures (84%).

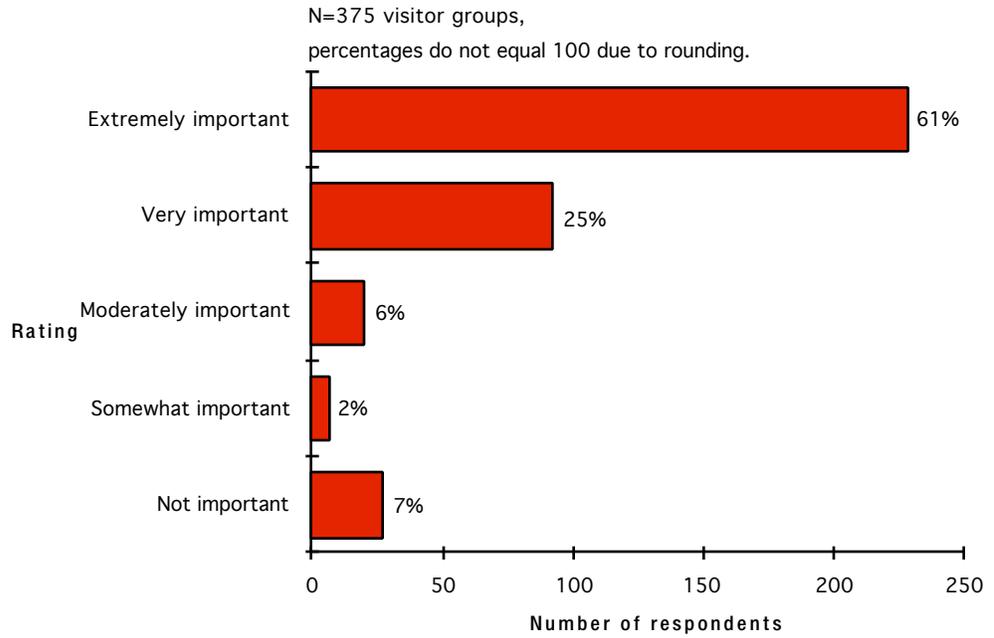
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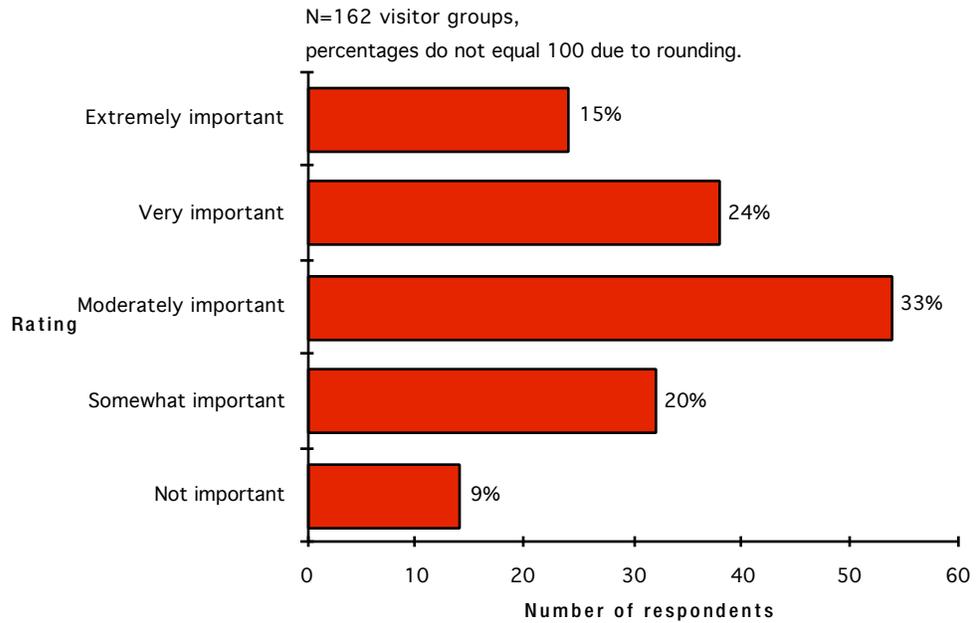
**Figure 21: Average ratings of visitor service importance and quality**



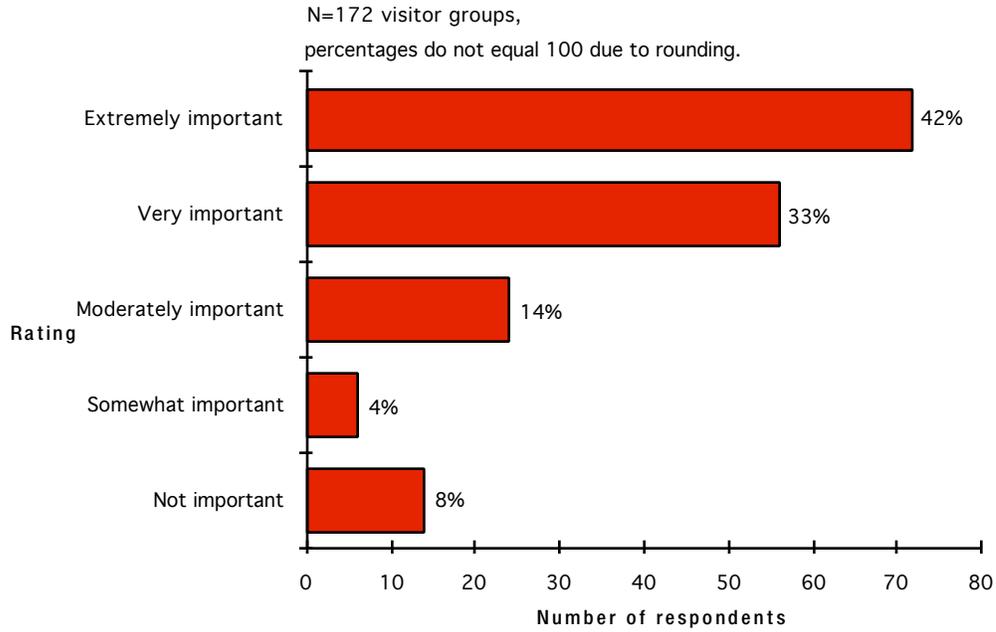
**Figure 22: Detail**



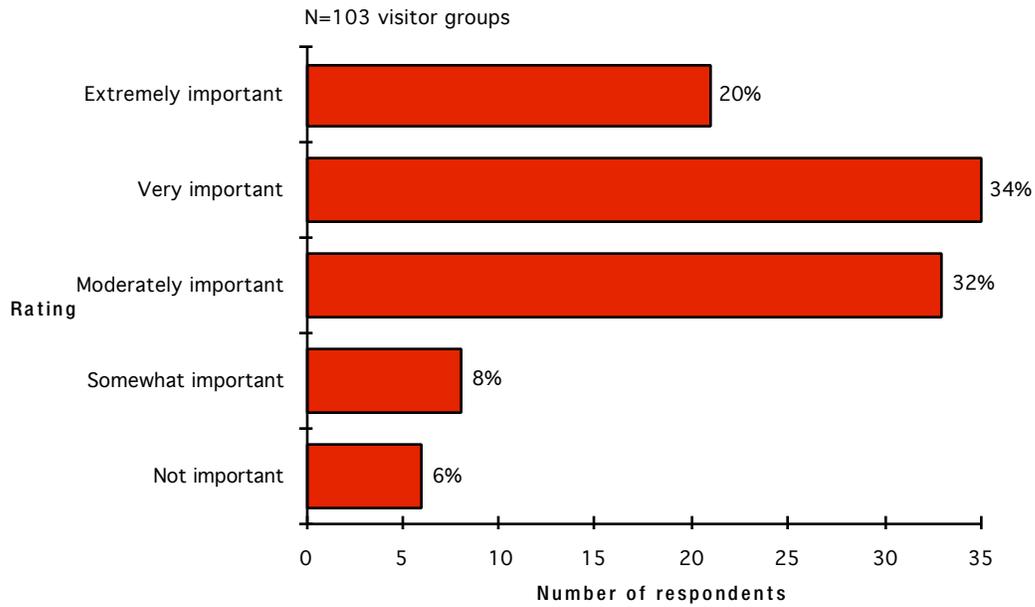
**Figure 23: Importance of park brochure/map**



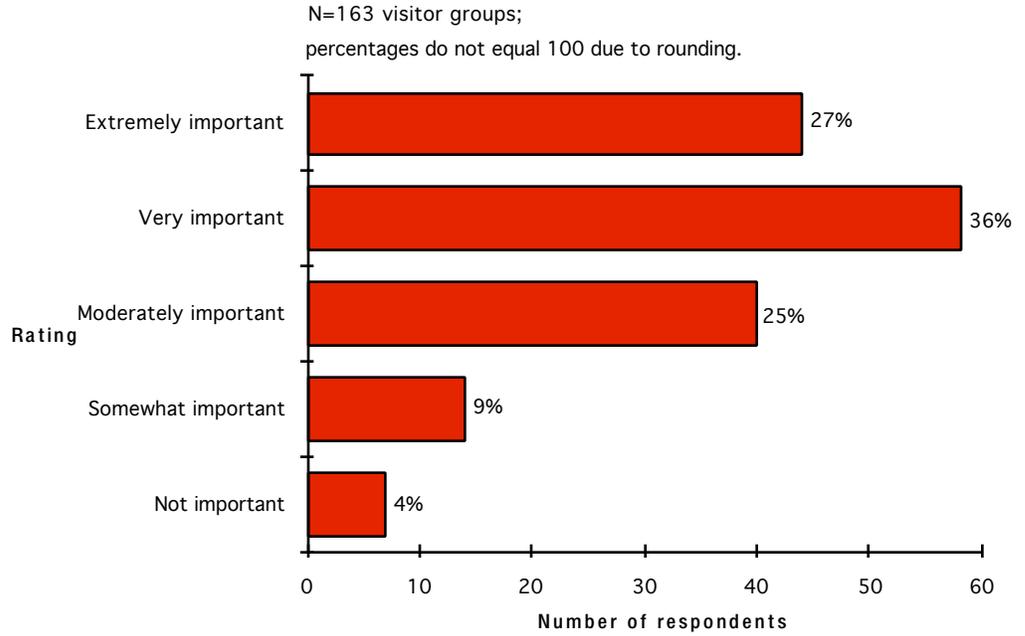
**Figure 24: Importance of park newspaper (*Hoodoo*)**



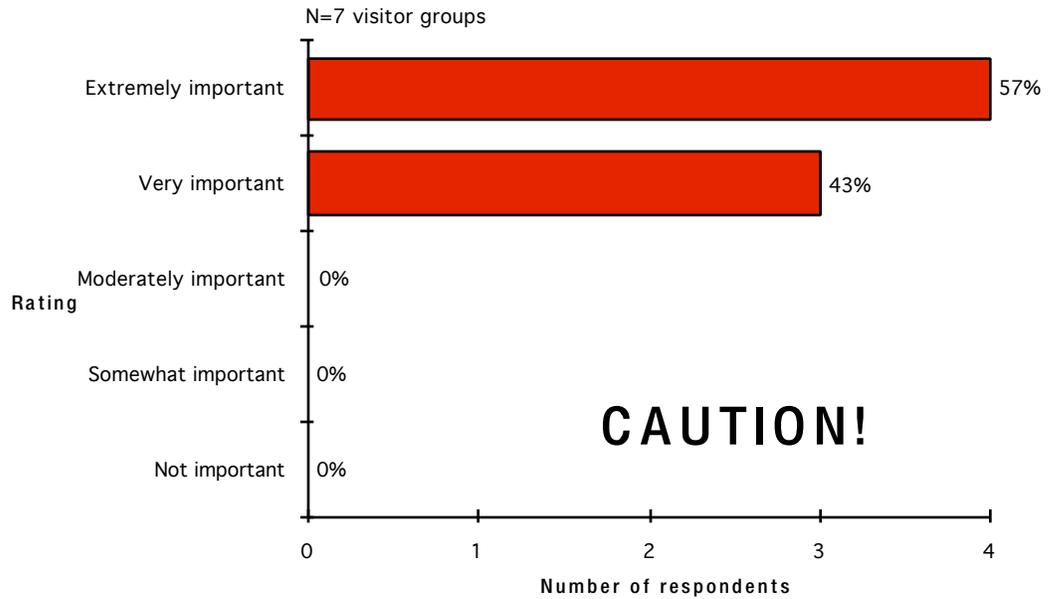
**Figure 25: Importance of visitor center personnel**



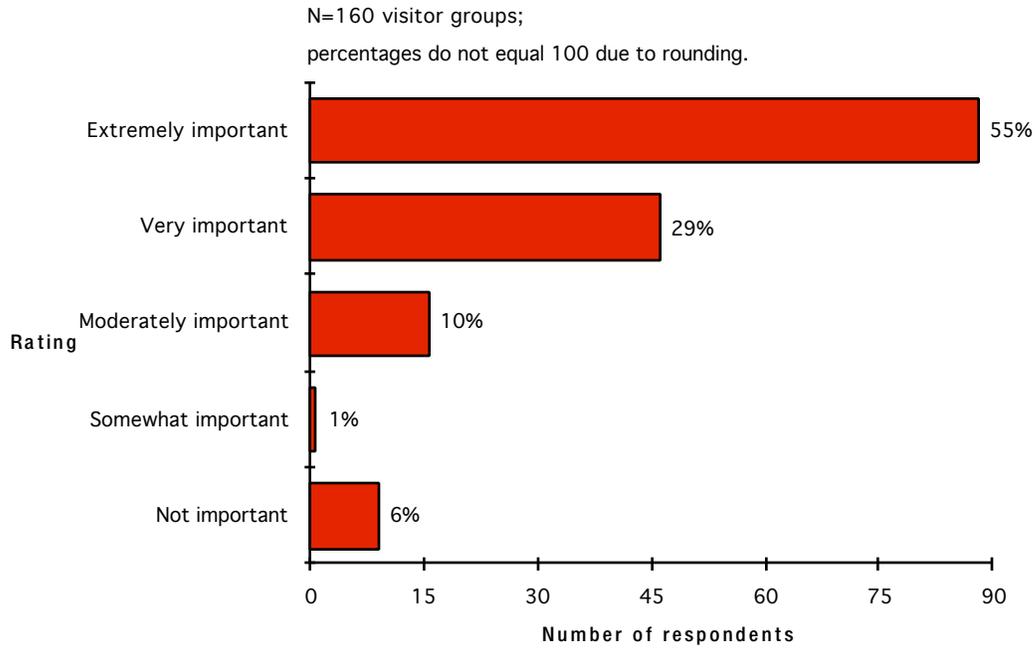
**Figure 26: Importance of visitor center sales publication**



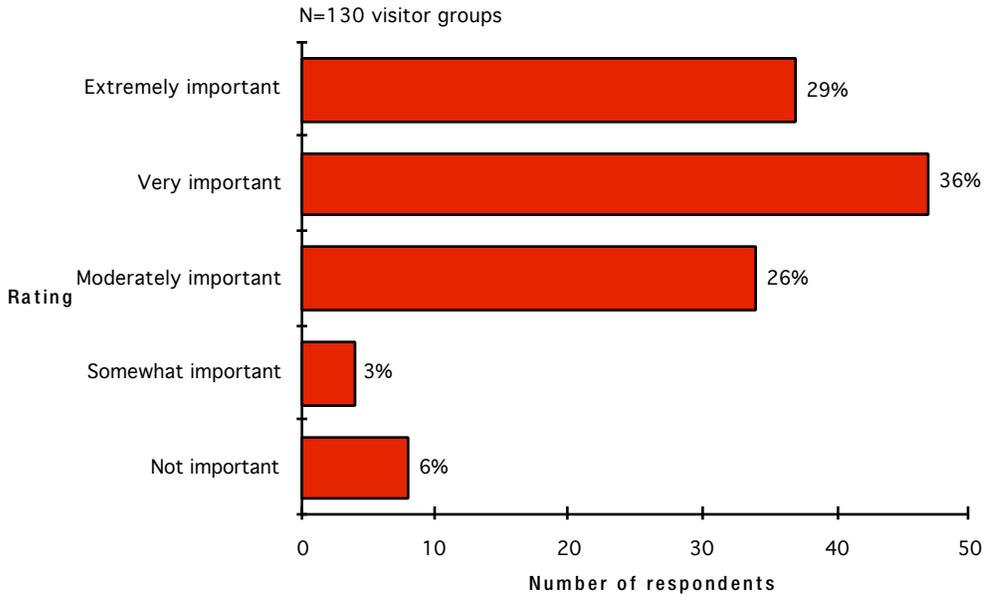
**Figure 27: Importance of visitor center exhibits/slide show**



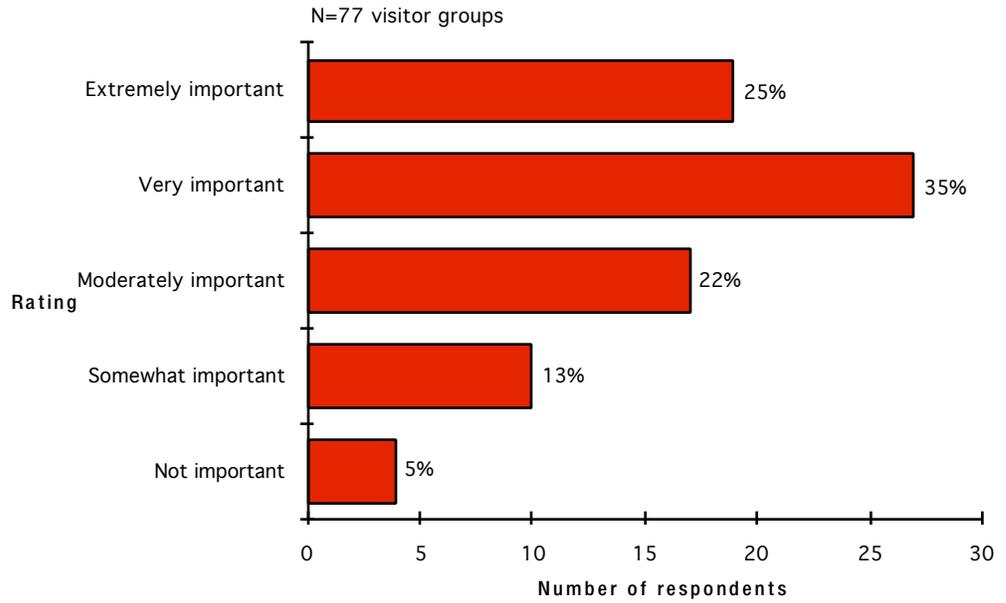
**Figure 28: Importance of ranger/volunteer-led programs**



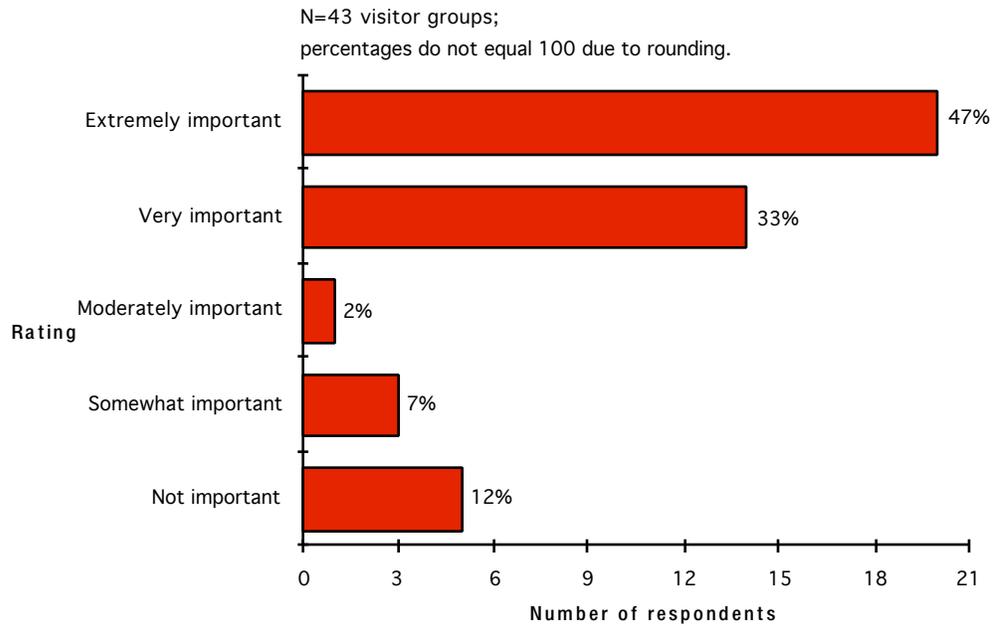
**Figure 29: Importance of self-guided nature trails**



**Figure 30: Importance of roadside exhibits**



**Figure 31: Importance of bulletin boards**



**Figure 32: Importance of safety information brochures**

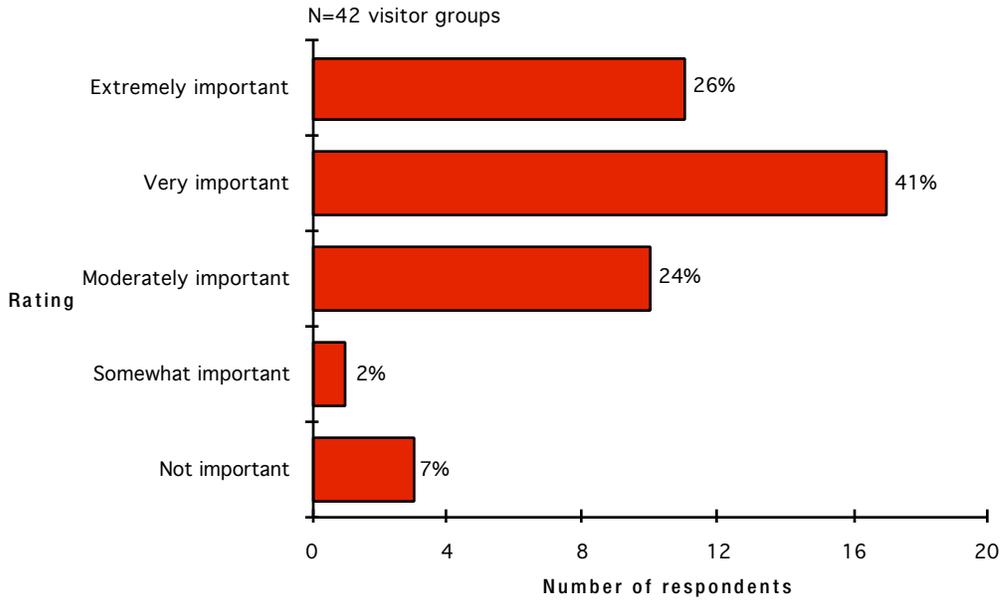


Figure 33: Importance of other informational brochures

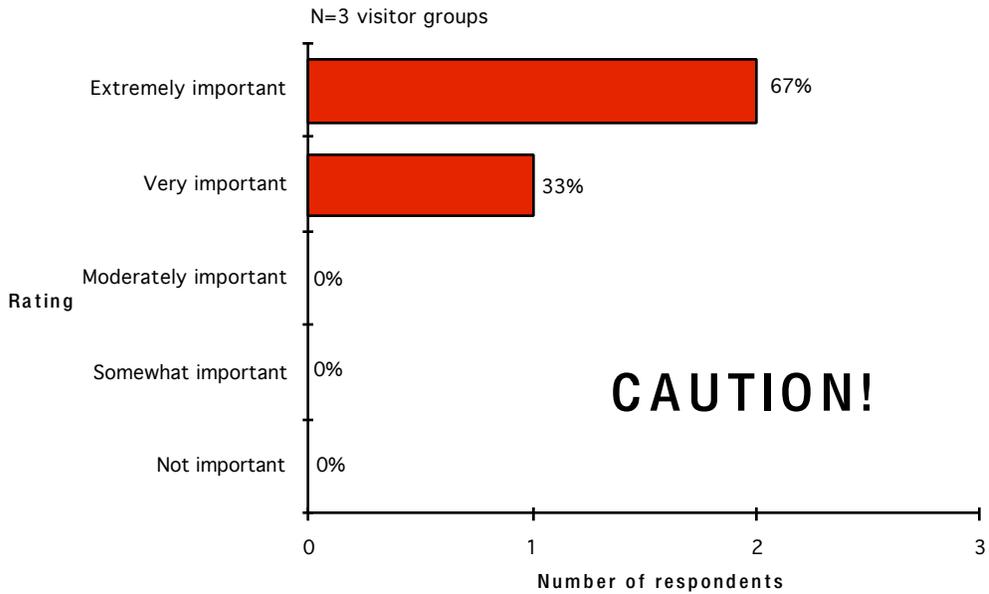


Figure 34: Importance of emergency services

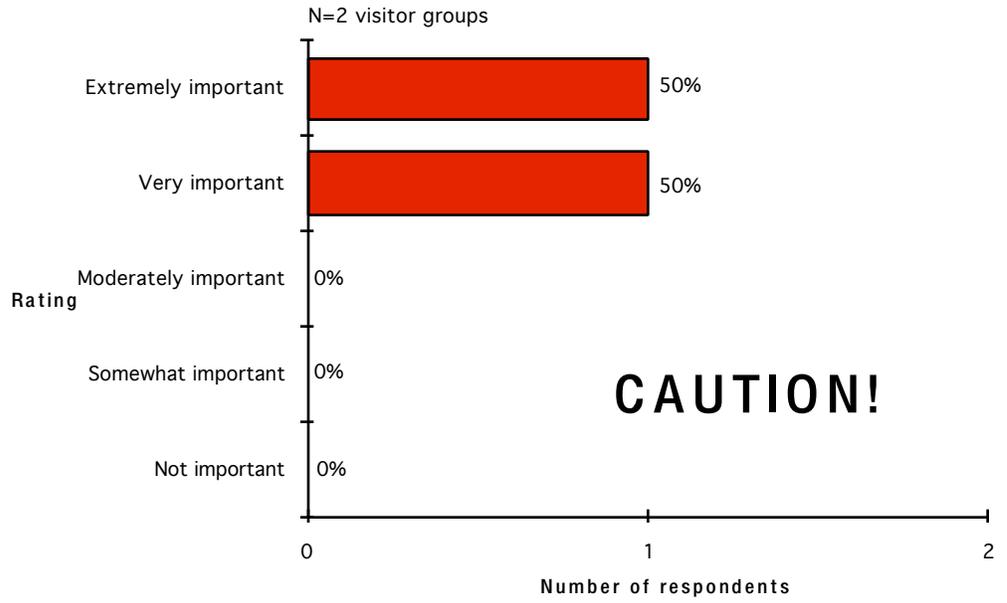
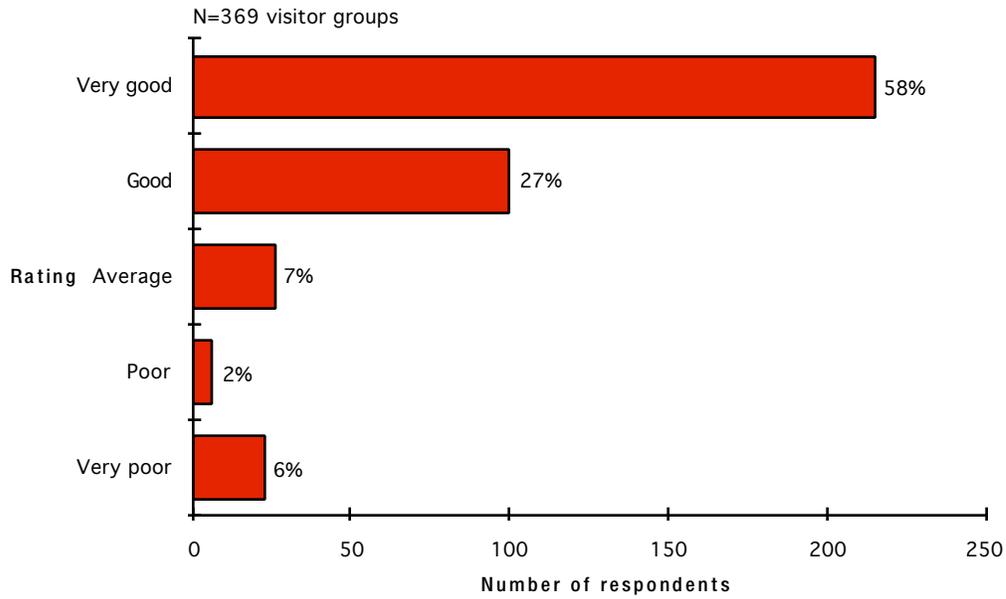
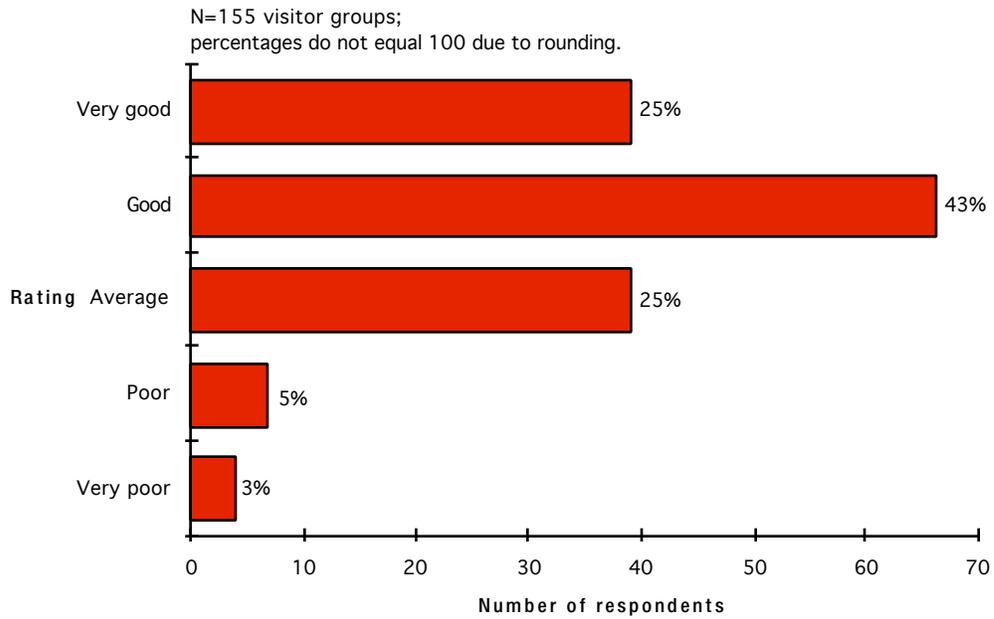


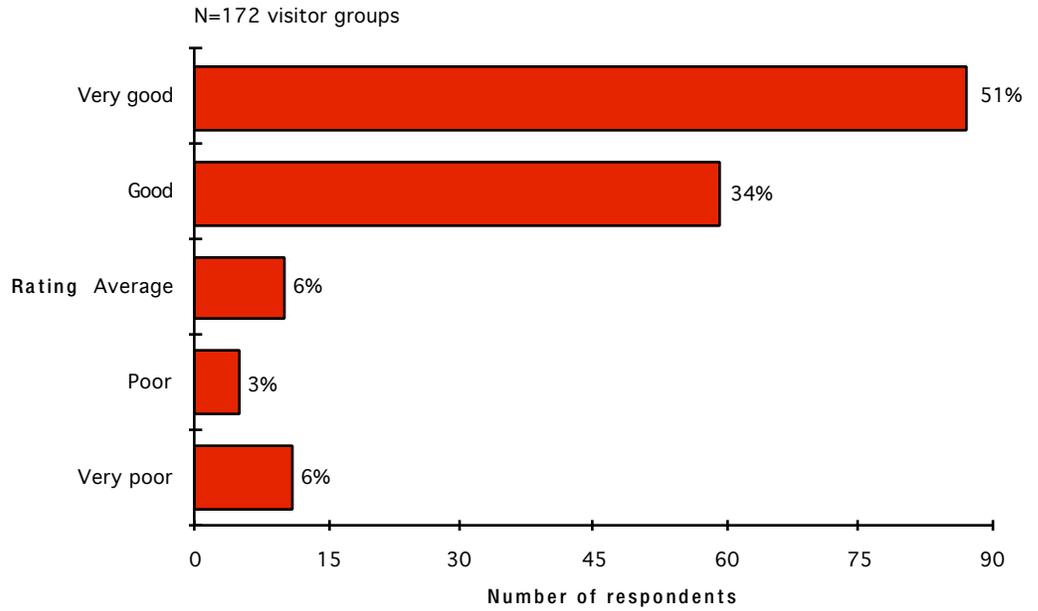
Figure 35: Importance of junior ranger program



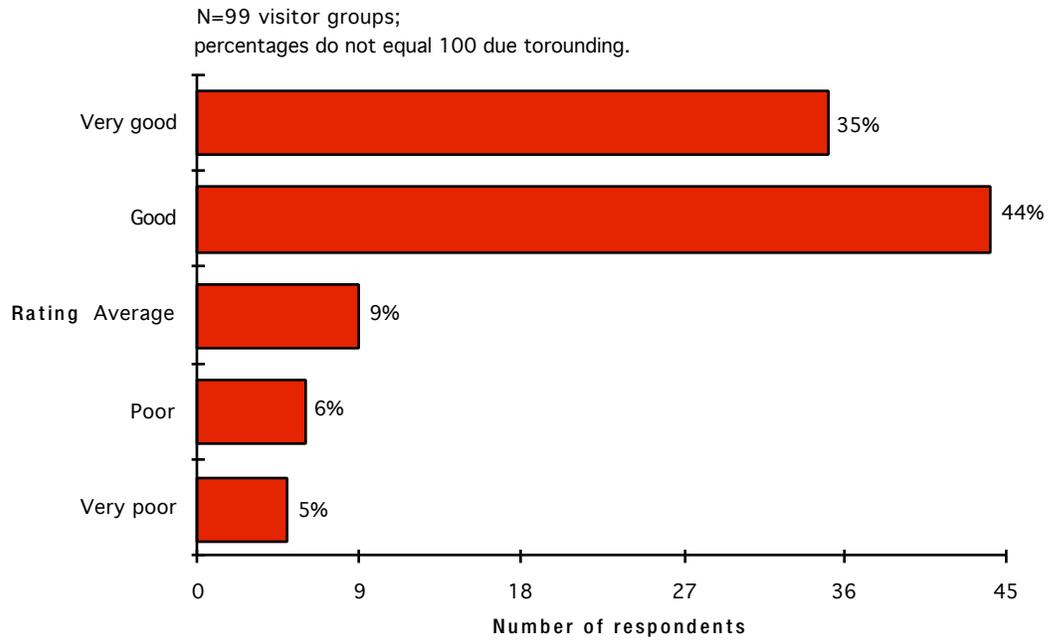
**Figure 36: Quality of park brochure/map**



**Figure 37: Quality of park newspaper  
(Hoodoo)**



**Figure 38: Quality of visitor center personnel**



**Figure 39: Quality of visitor center sales publications**

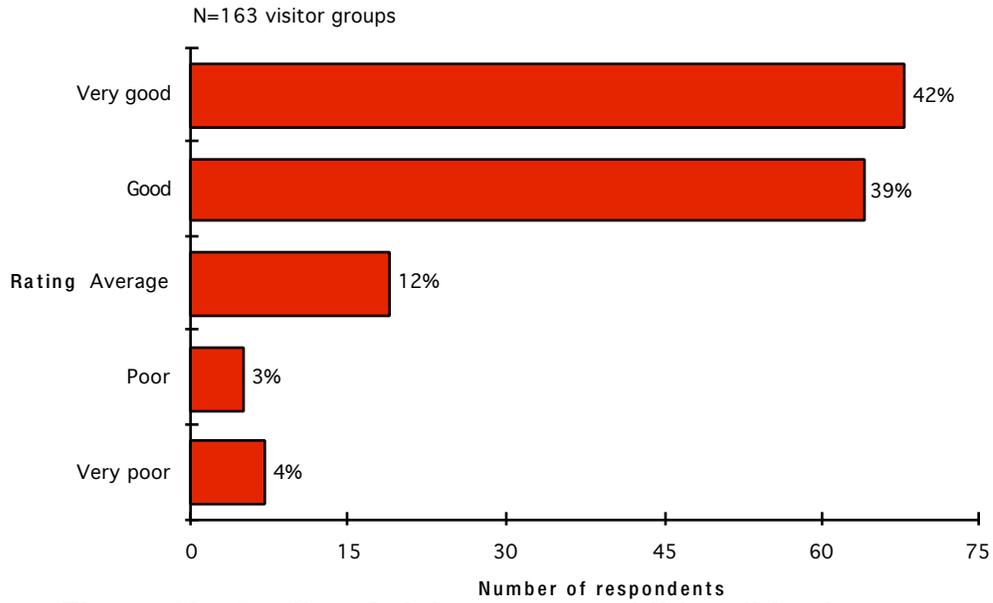


Figure 40: Quality of visitor center exhibits/slide show

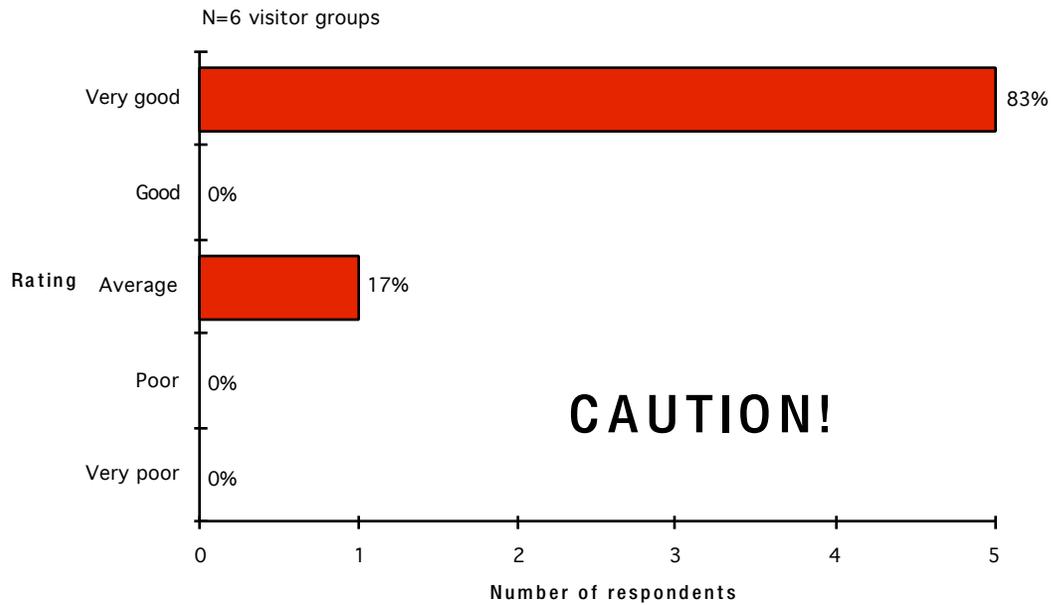


Figure 41: Quality of ranger/volunteer-led programs

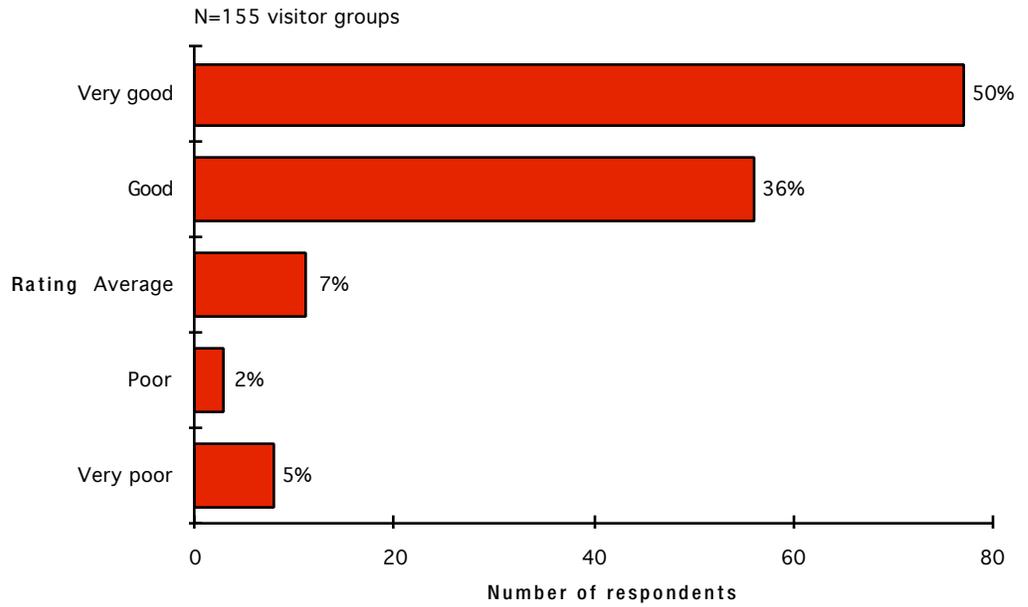


Figure 42: Quality of self-guided nature trails

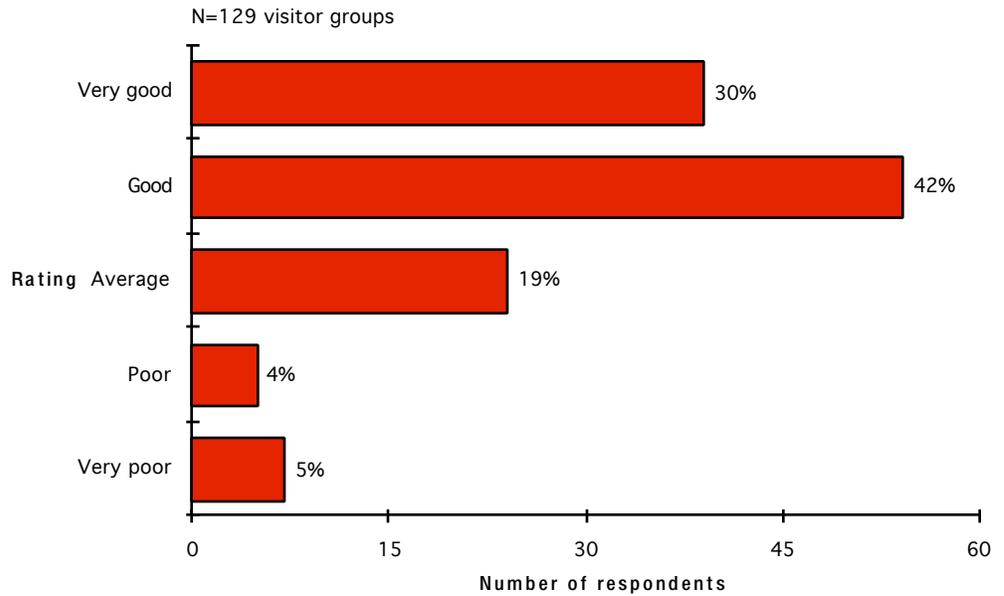
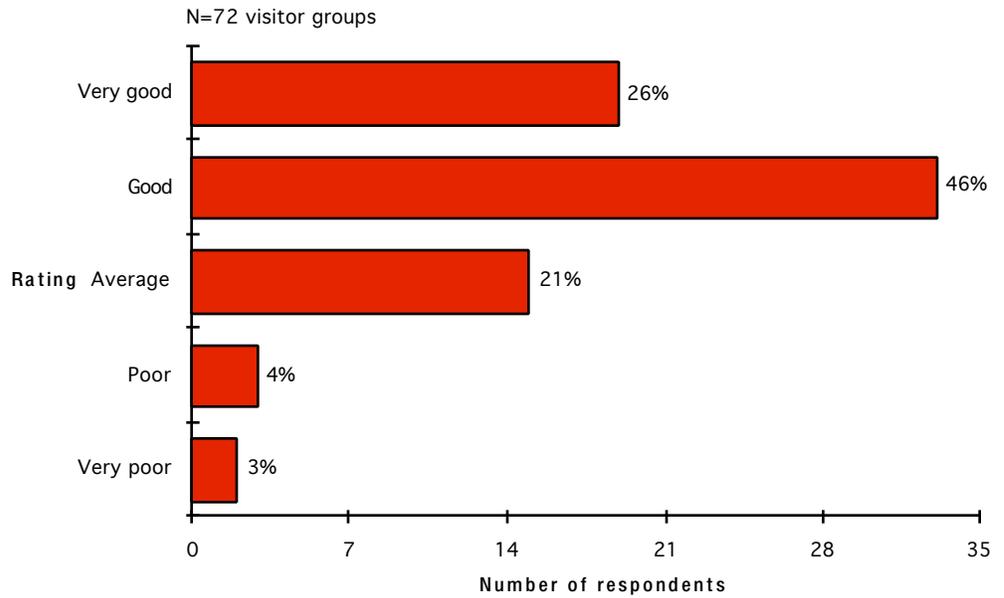
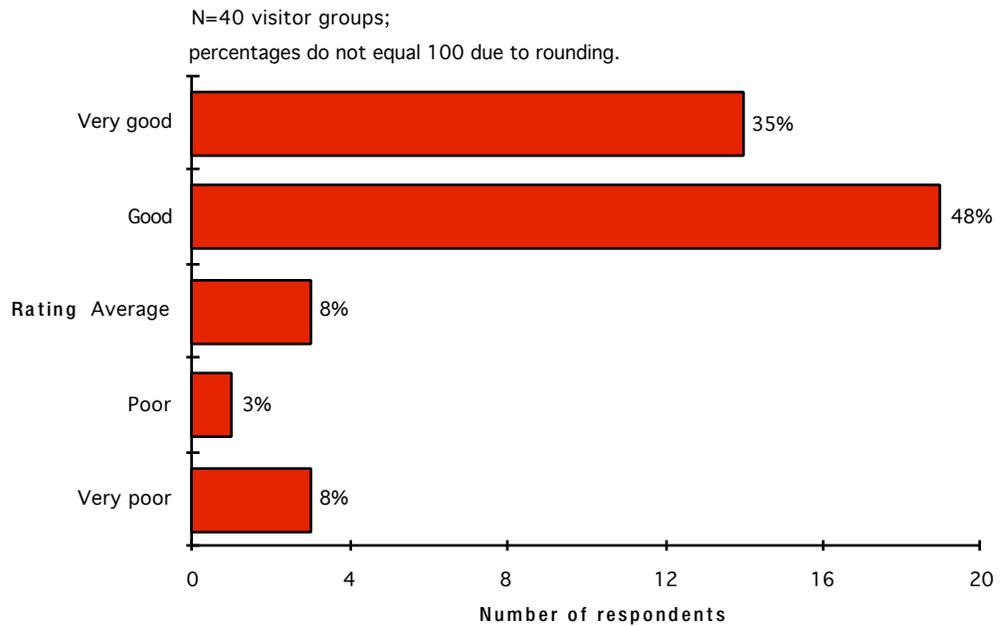


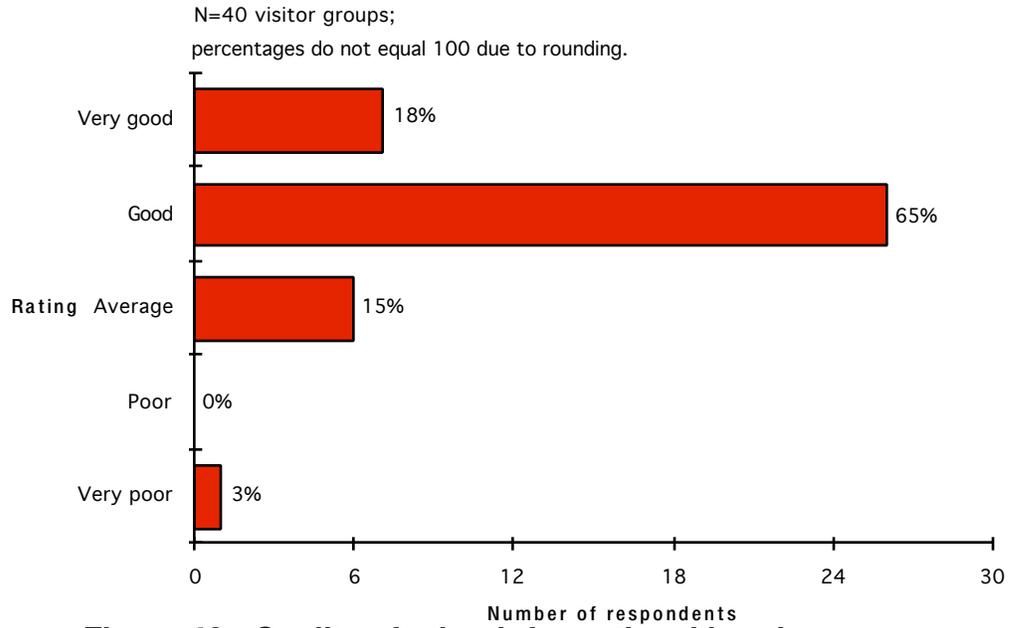
Figure 43: Quality of roadside exhibits



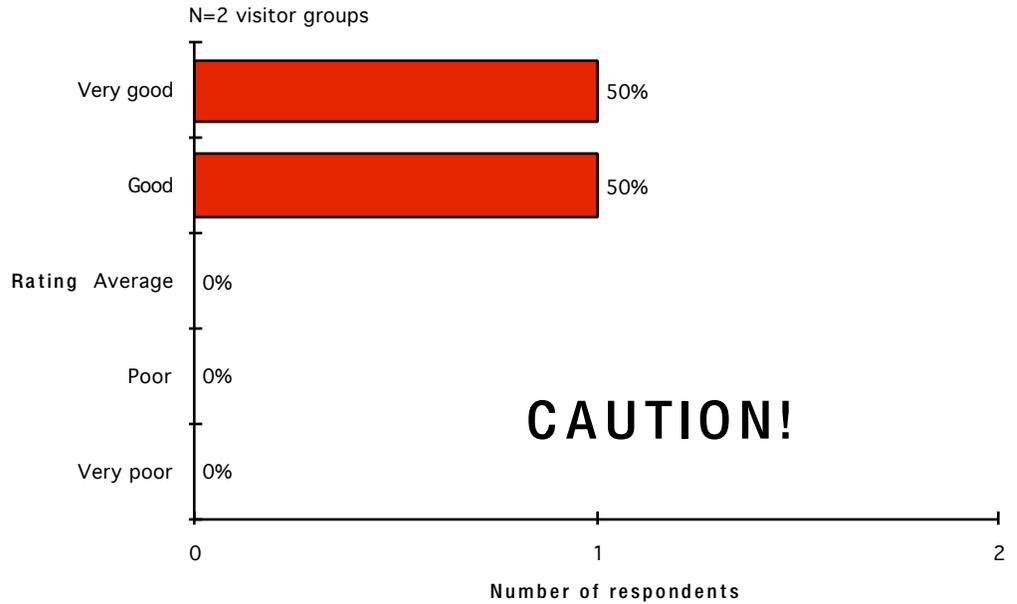
**Figure 44: Quality of bulletin boards**



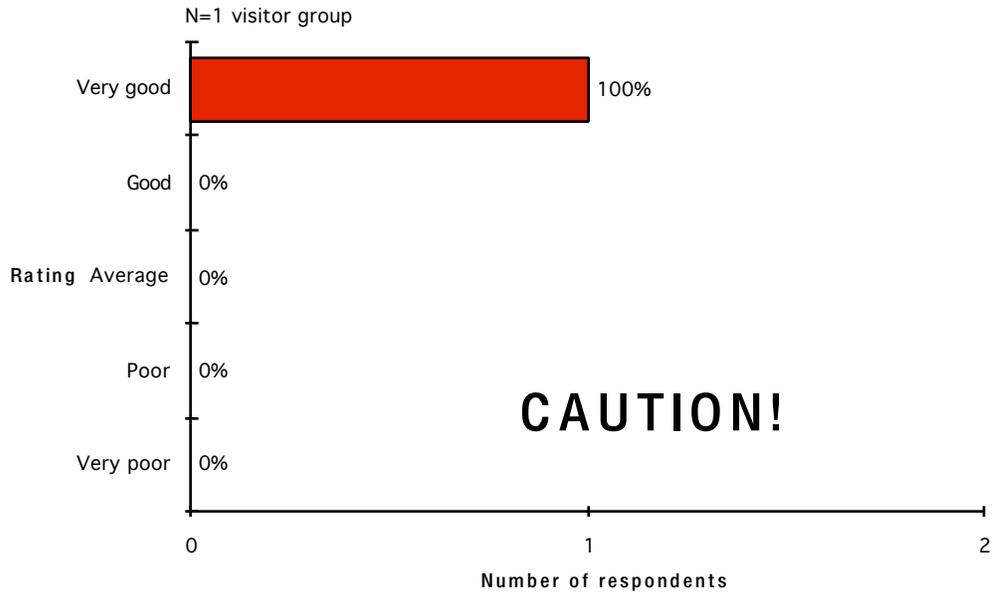
**Figure 45: Quality of safety information brochures**



**Figure 46: Quality of other informational brochures**



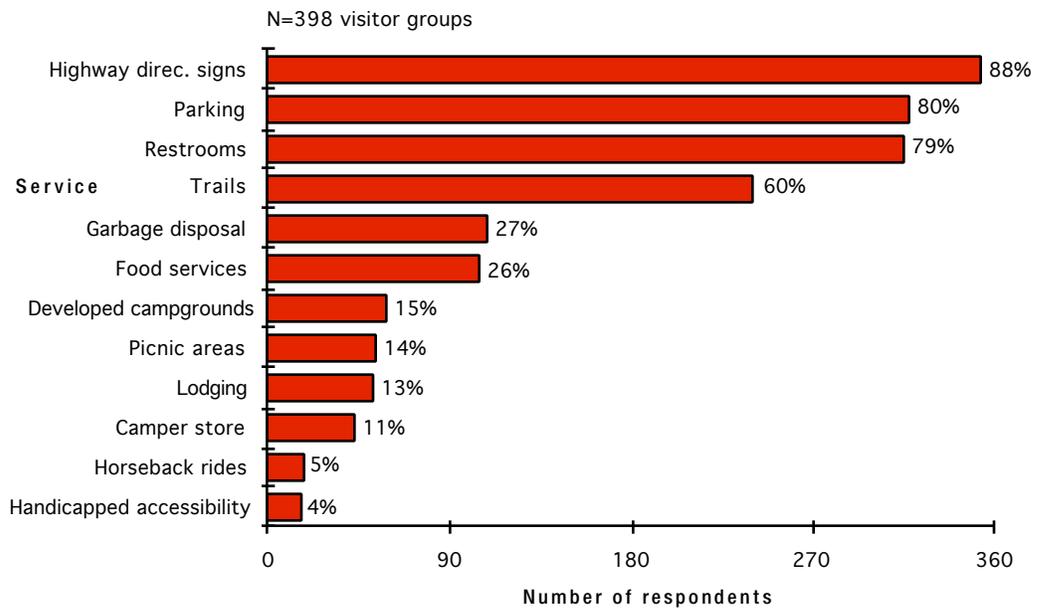
**Figure 47: Quality of emergency services**



**Figure 48: Quality of junior ranger program**

**Maintenance/  
concession  
services:  
use,  
importance  
and  
quality**

The most commonly used maintenance or concession services at Bryce Canyon National Park were the highway directional signs (88%), parking (80%) and restrooms (79%), as shown in Figure 49. The least used service was handicapped accessibility (4%).



**Figure 49: Maintenance/concession services used**

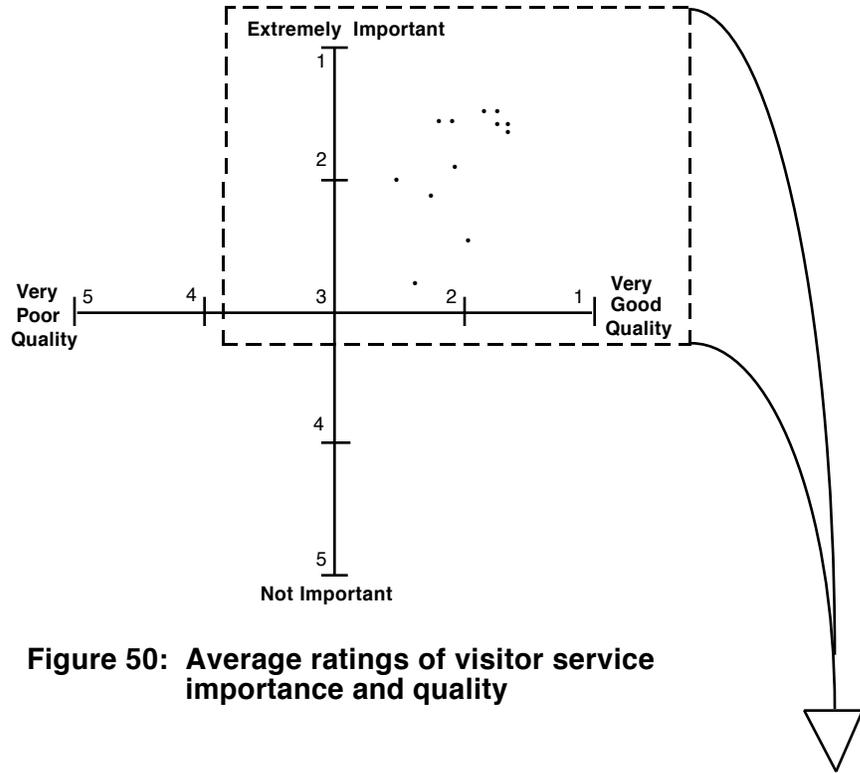
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The survey asked visitors to indicate the importance of 12 maintenance or concession services and if used, to rate their quality. The quadrants in Figure 50 indicate the average importance and quality rating for each maintenance or concession service. Maintenance or concession services located in quadrant I are of greater importance and lower quality; quadrant II-greater importance and higher quality; quadrant III-lesser importance and lower quality; quadrant IV-lesser importance and higher quality.

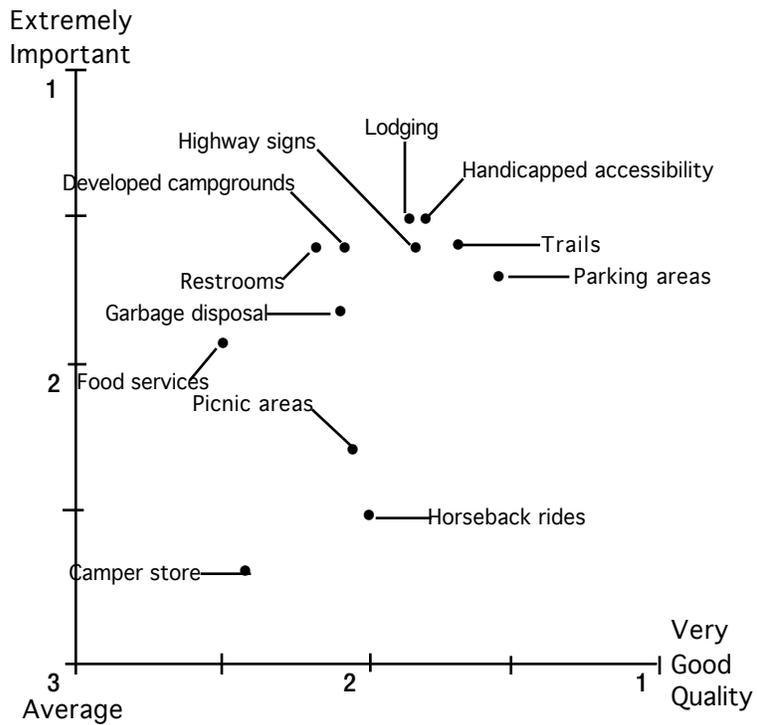
A five point scale was provided for visitors to rate the importance of maintenance or concession services: 1= extremely important, 2= very important, 3= moderately important, 4= somewhat important and 5= not important. Figures 52-63 show several maintenance or concession services which rated from very to extremely important: lodging (92%), trails (89%) and developed campgrounds (88%).

Similarly, a five point scale was provided for visitors to rate the quality of maintenance or concession services: 1= very good, 2= good, 3= average, 4= poor, 5= very poor. Figures 64-75 show the visitor ratings of maintenance or concession services' quality. Maintenance or concession services rated good to very good included trails (85%), highway directional signs (79%) and lodging (78%).

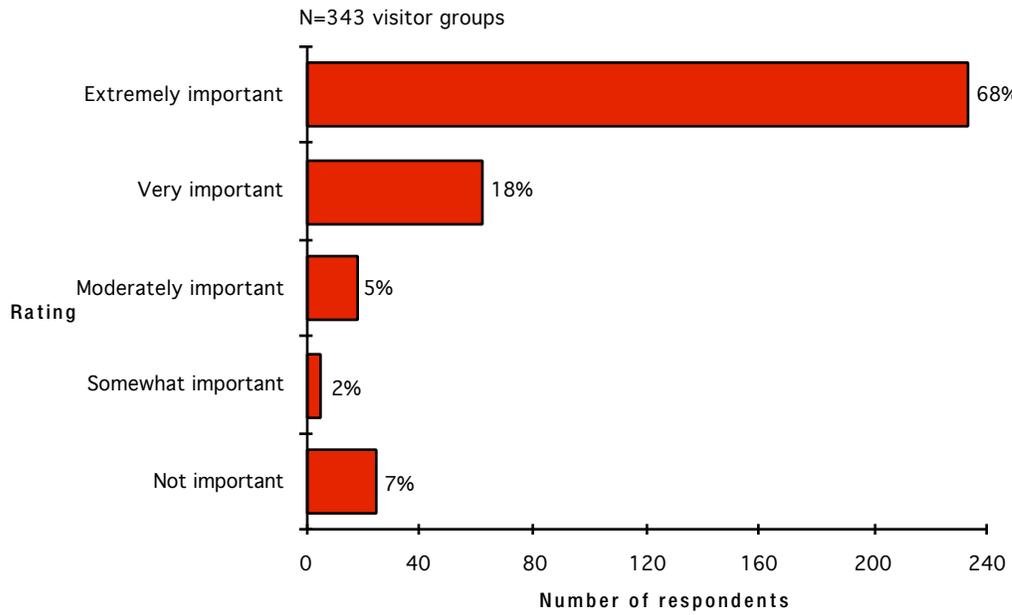
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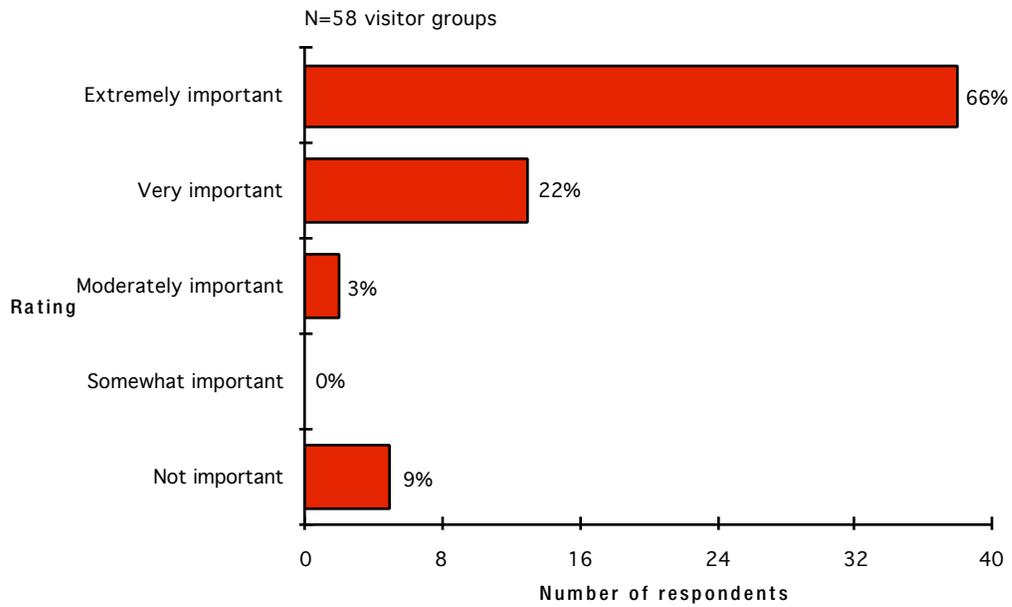
**Figure 50: Average ratings of visitor service importance and quality**



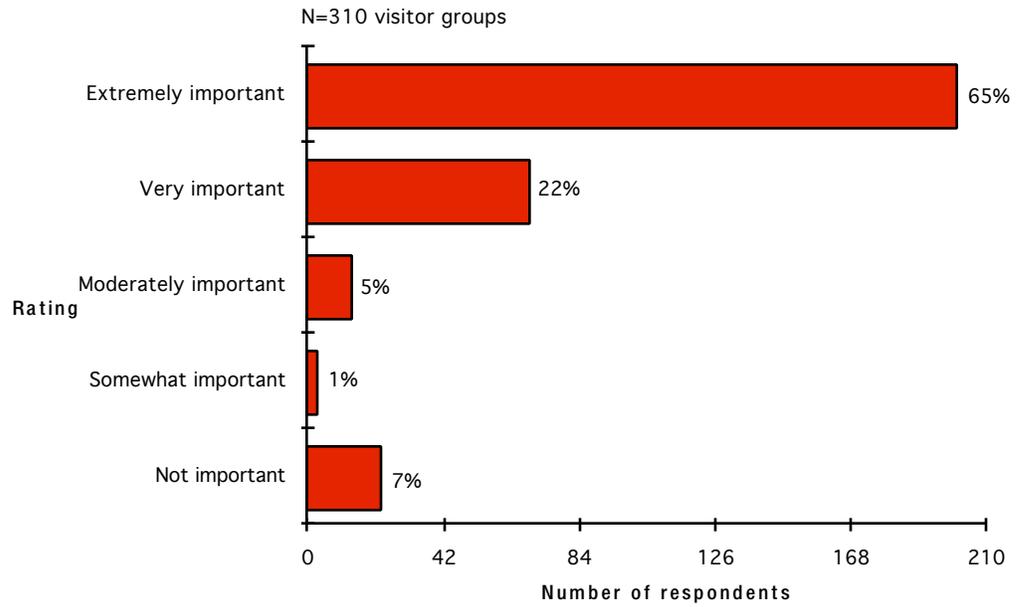
**Figure 51: Detail**



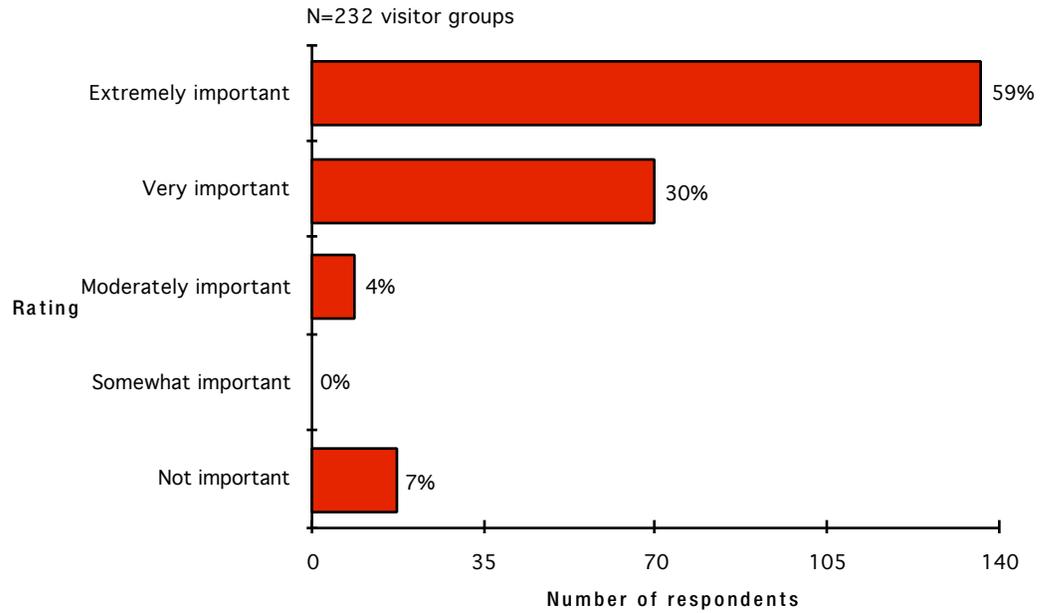
**Figure 52: Importance of highway directional signs**



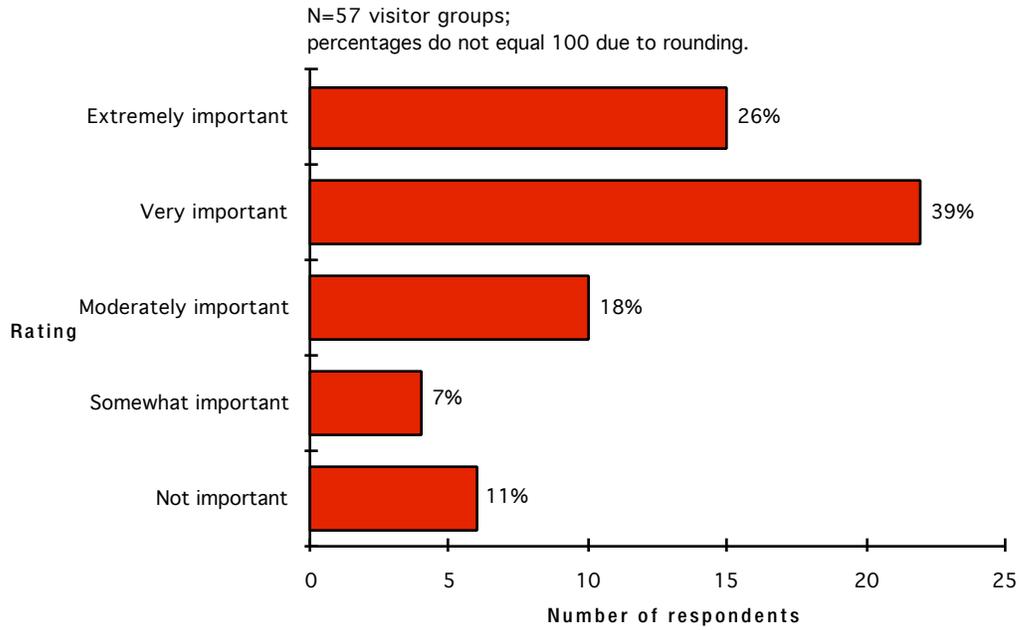
**Figure 53: Importance of developed campgrounds**



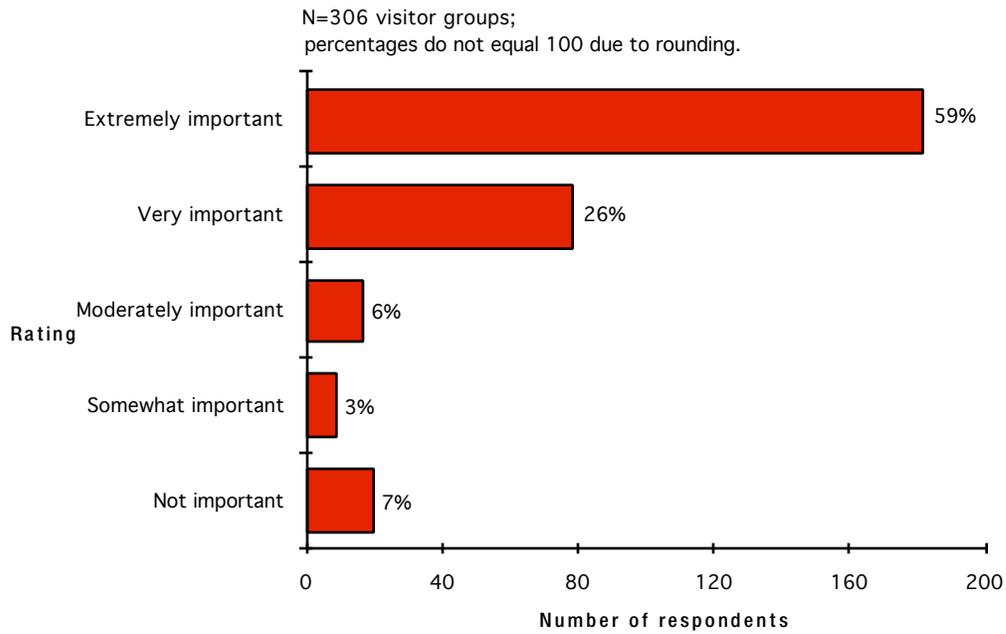
**Figure 54: Importance of restrooms**



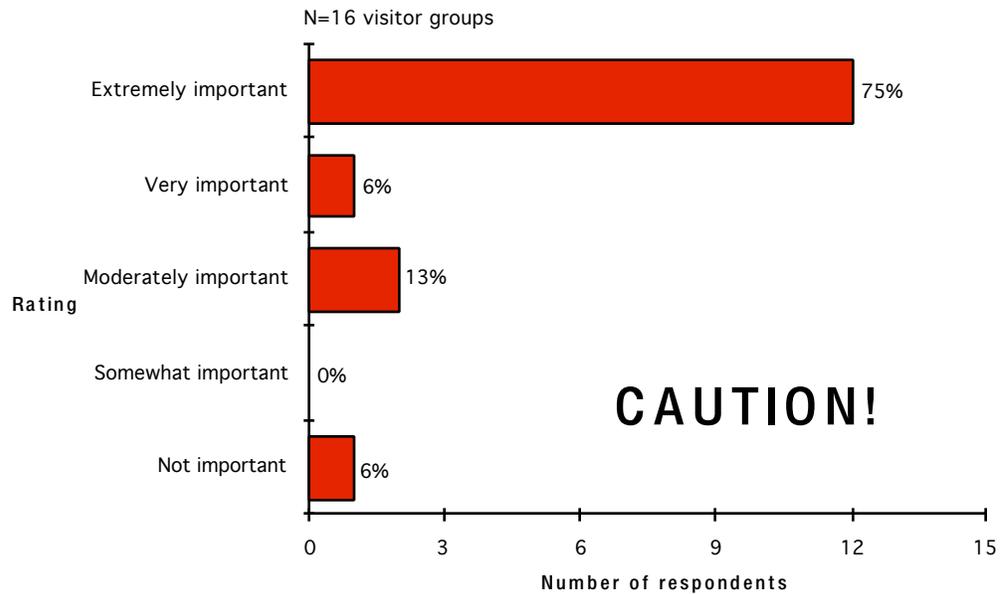
**Figure 55: Importance of trails**



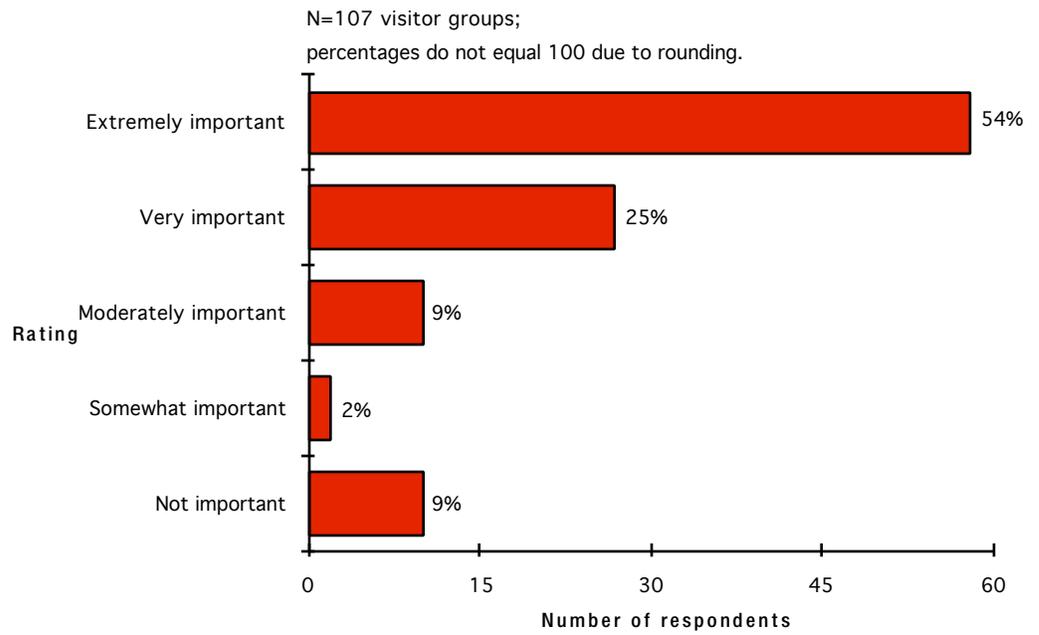
**Figure 56: Importance of picnic areas**



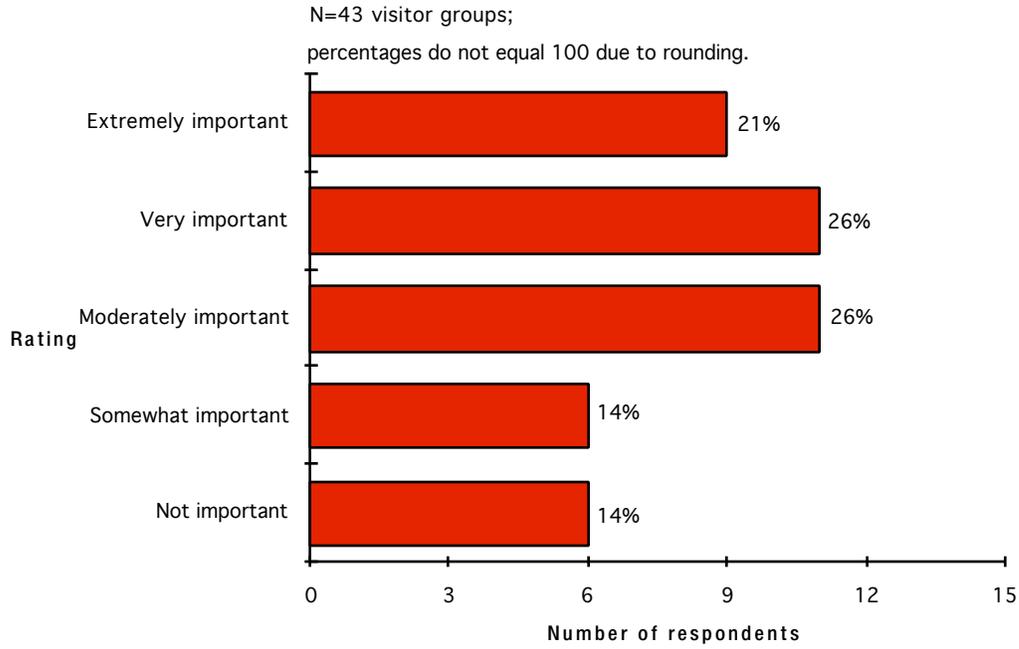
**Figure 57: Importance of parking areas**



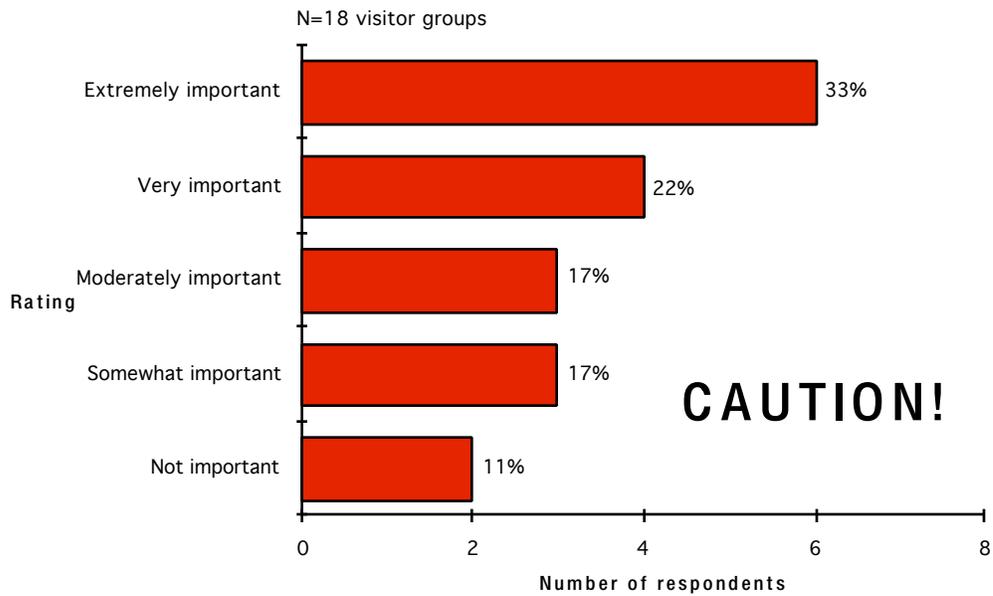
**Figure 58: Importance of handicapped accessibility**



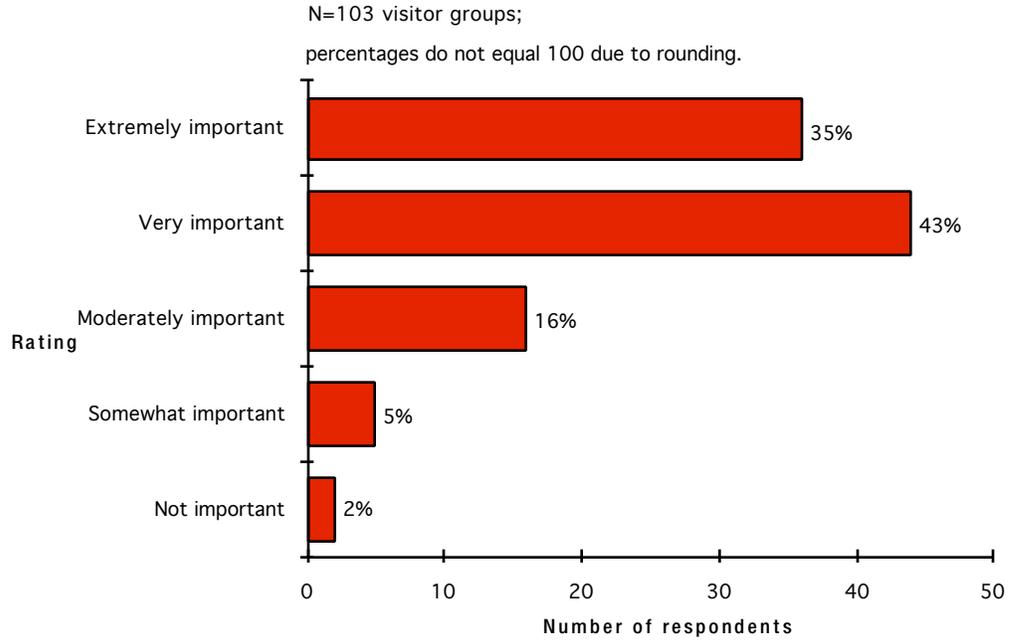
**Figure 59: Importance of garbage disposal**



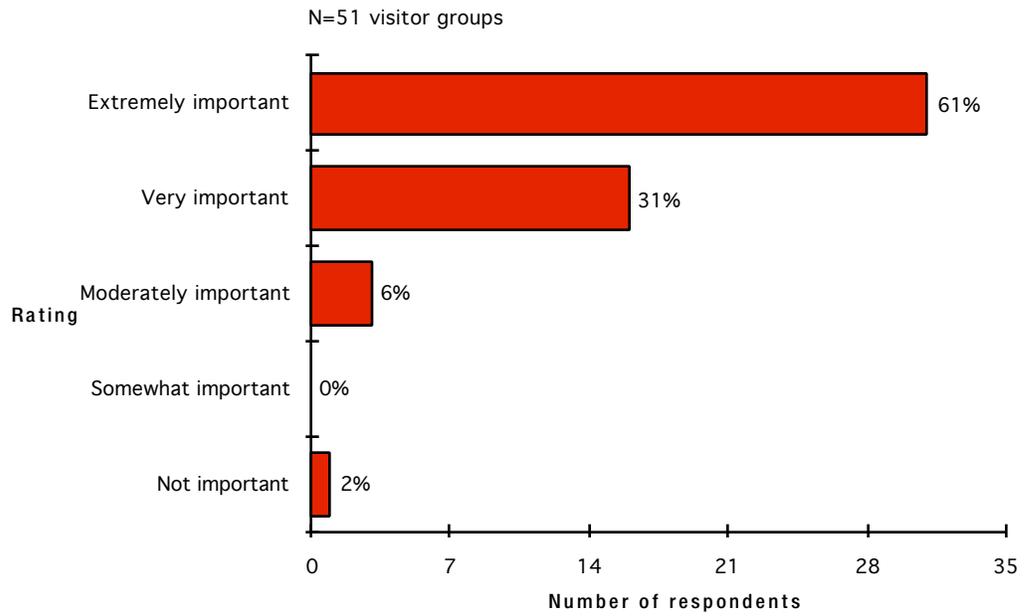
**Figure 60: Importance of camper store**



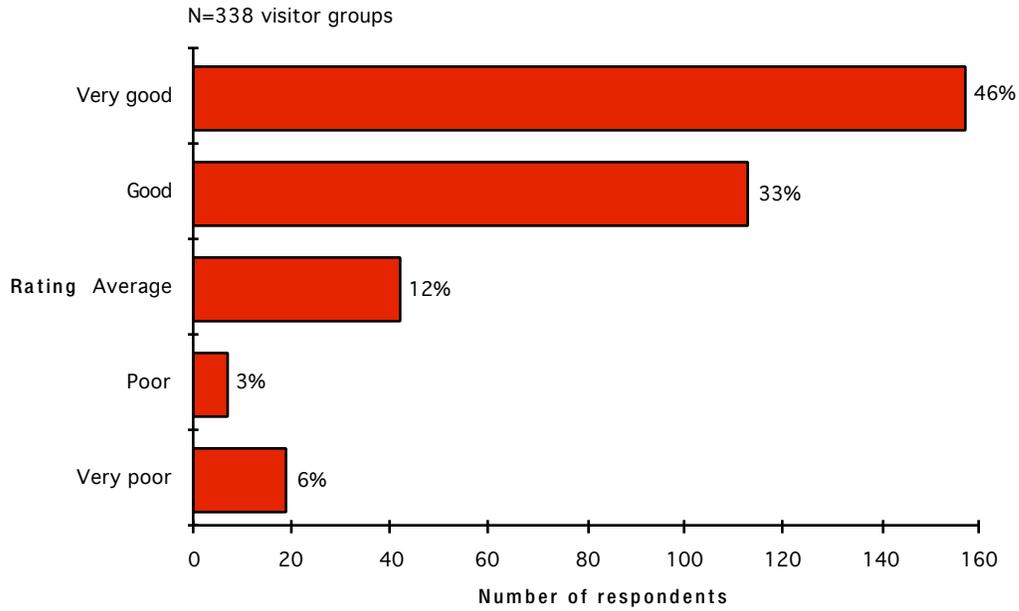
**Figure 61: Importance of horseback rides**



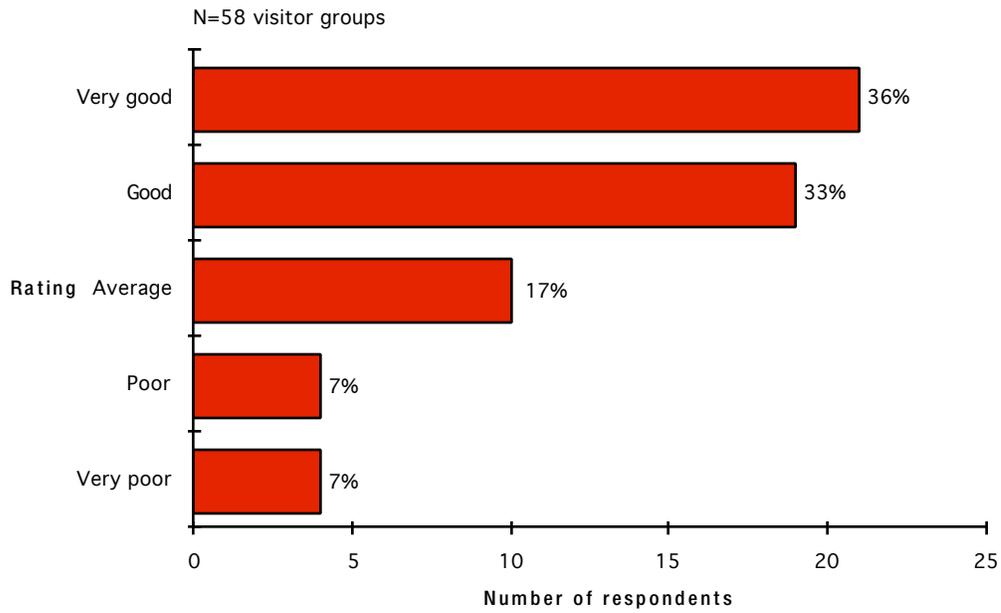
**Figure 62: Importance of food services**



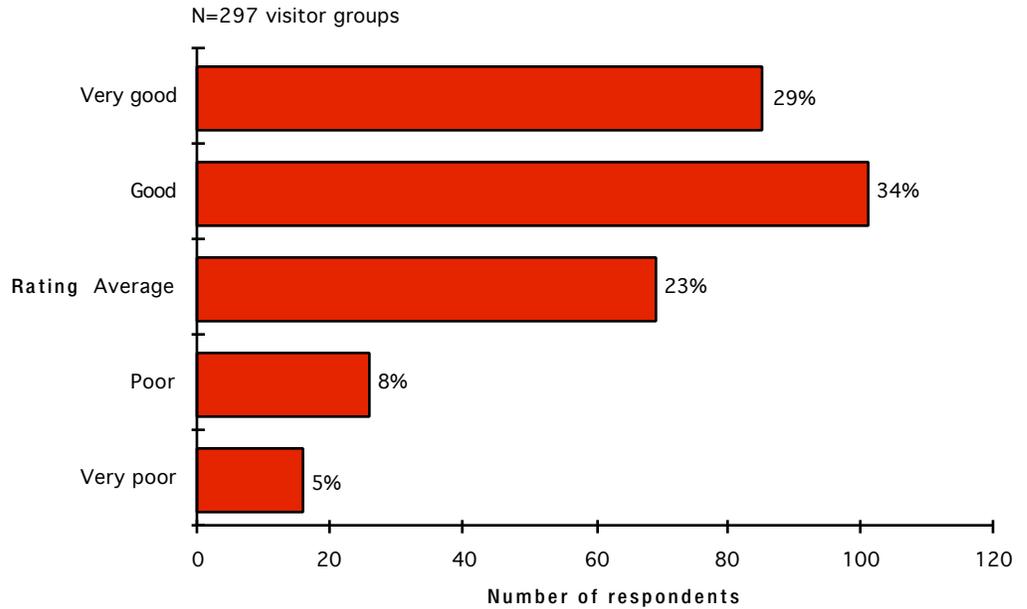
**Figure 63: Importance of lodging (other than camping)**



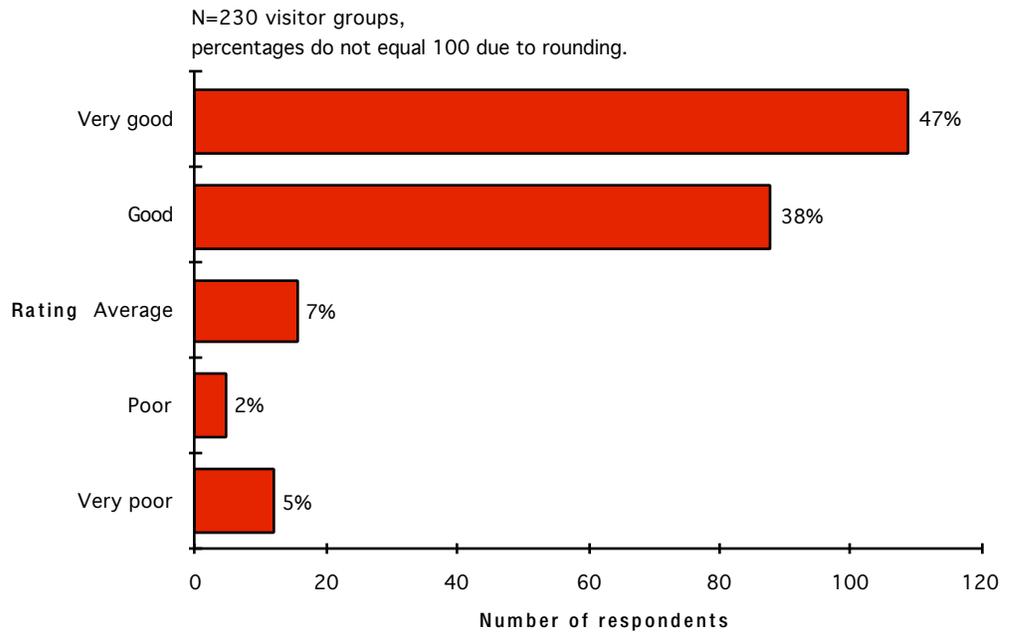
**Figure 64: Quality of highway directional signs**



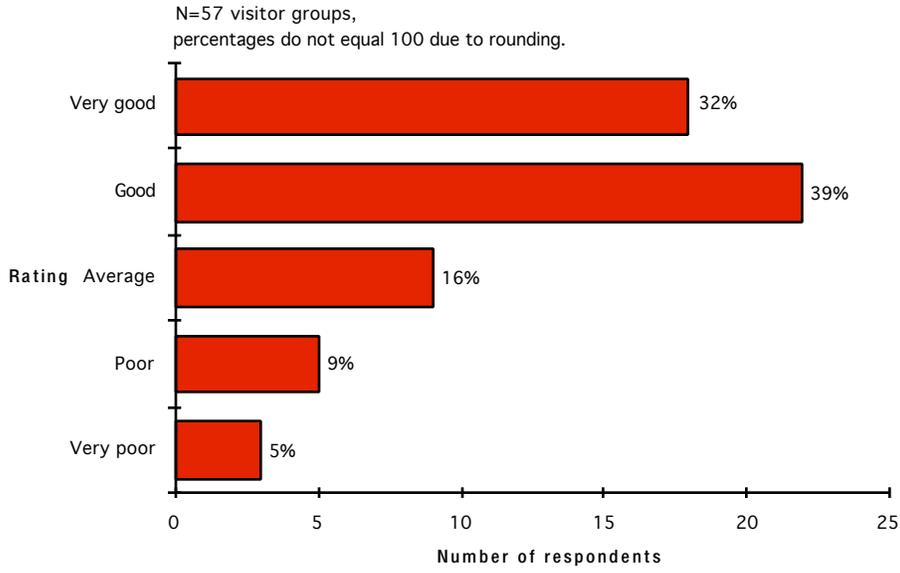
**Figure 65: Quality of developed campgrounds**



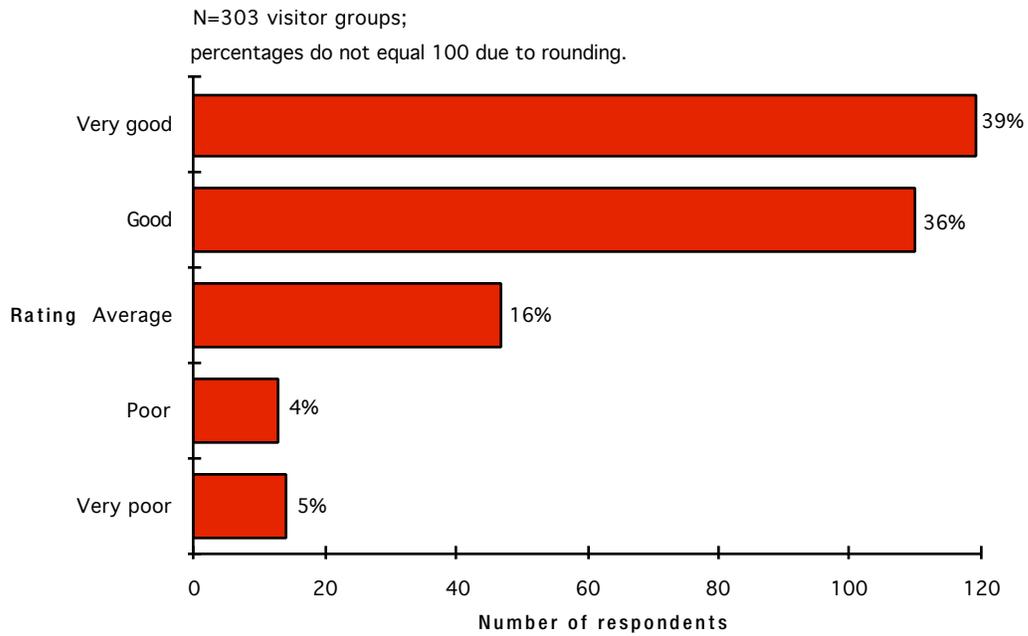
**Figure 66: Quality of restrooms**



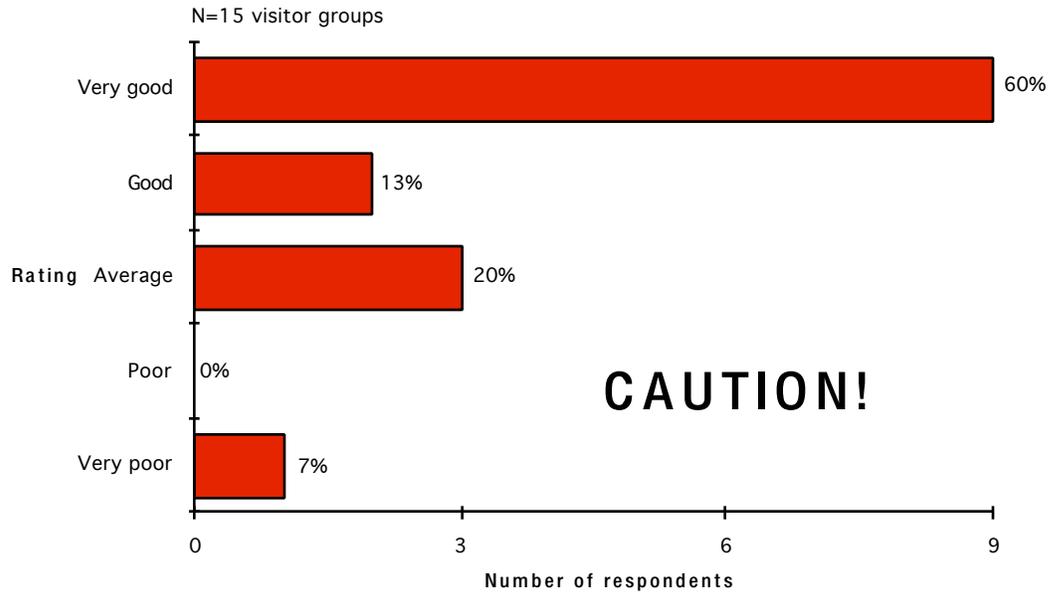
**Figure 67: Quality of trails**



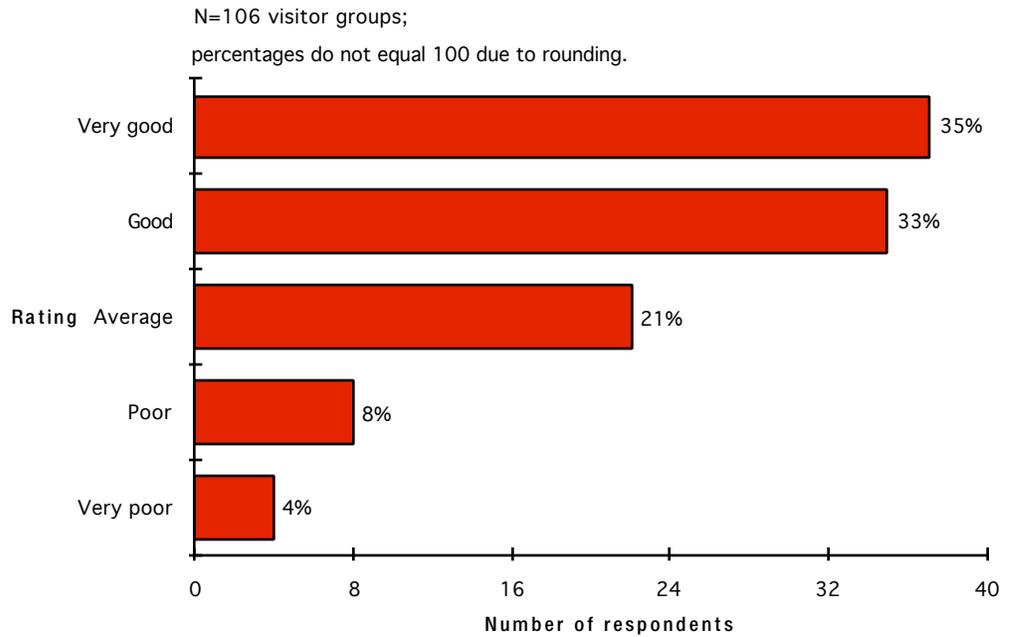
**Figure 68: Quality of picnic areas**



**Figure 69: Quality of parking areas**



**Figure 70: Quality of handicapped accessibility**



**Figure 71: Quality of garbage disposal**

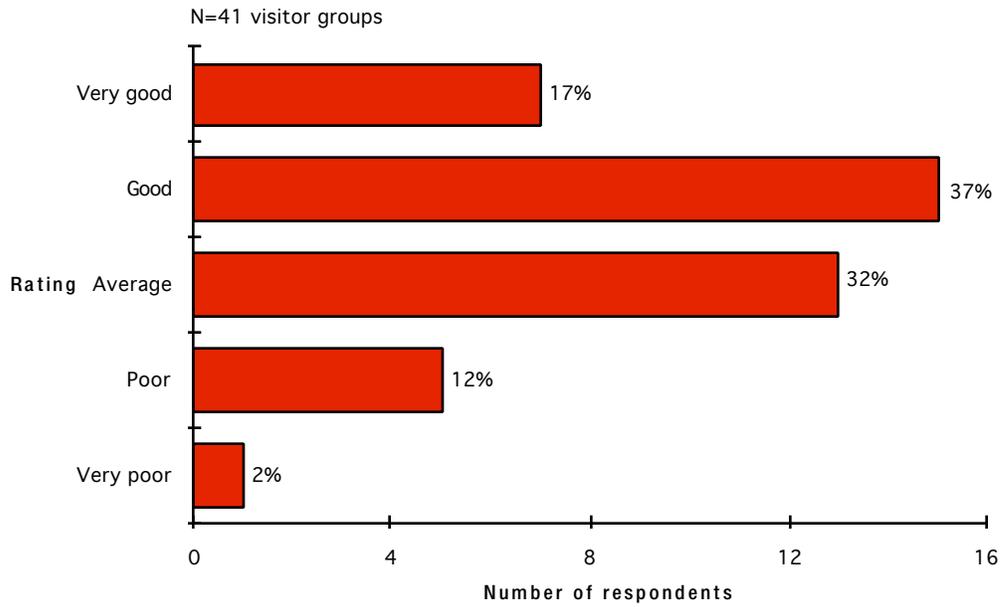


Figure 72: Quality of camper store

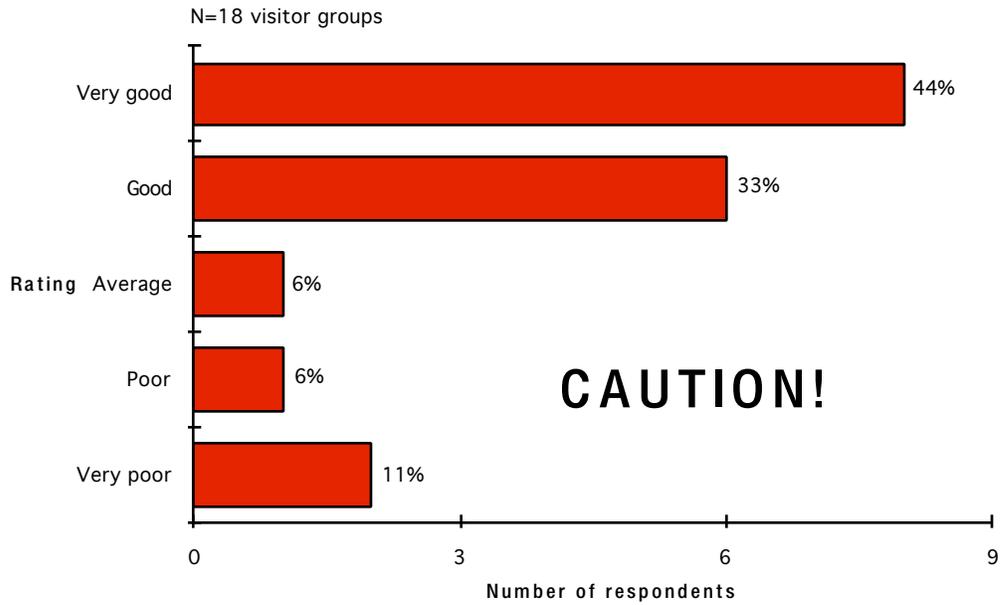
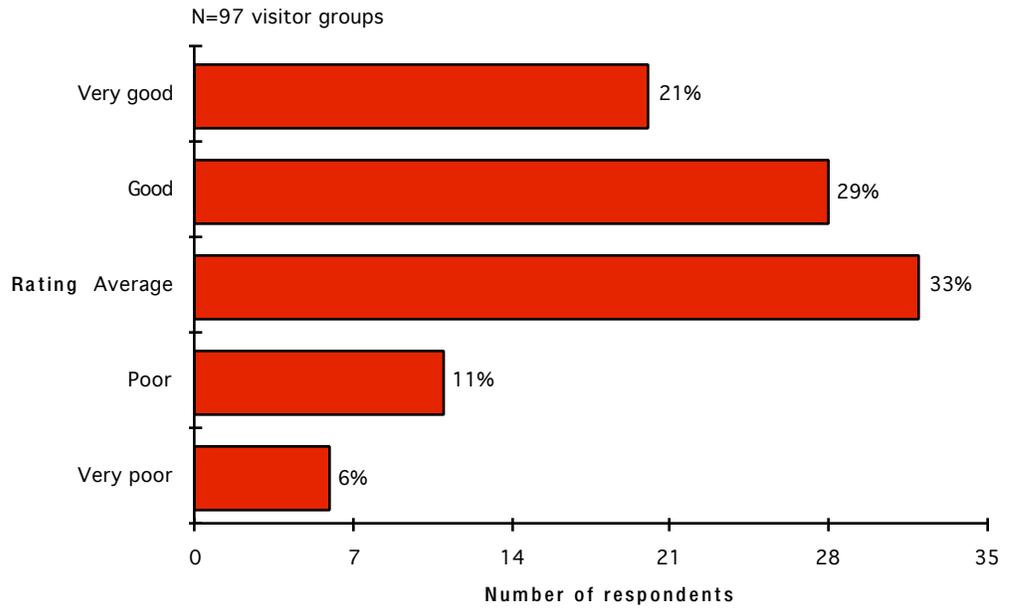
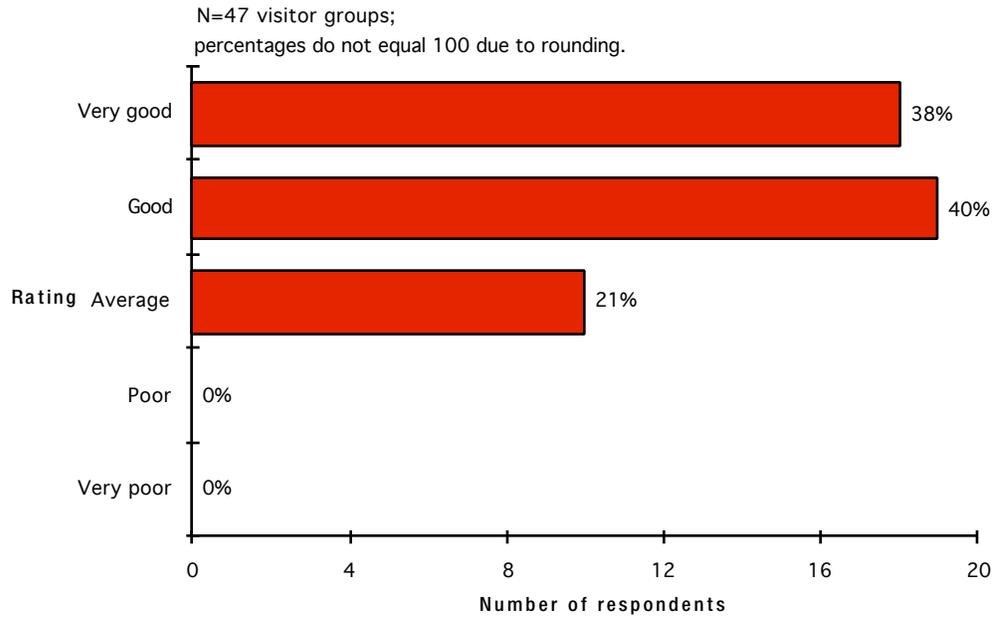


Figure 73: Quality of horseback rides



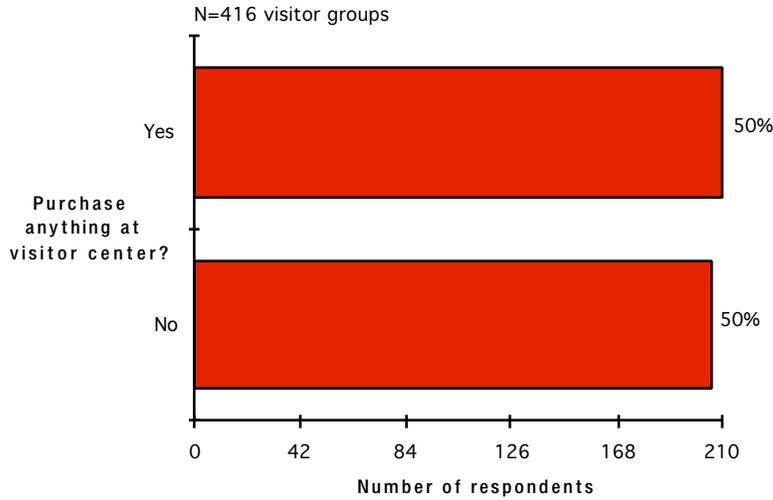
**Figure 74: Quality of food services**



**Figure 75: Quality of lodging (other than camping)**

Visitors were asked, "During this visit did you and your group purchase anything at the visitor center?" Figure 76 shows fifty percent said yes. Visitors were also asked to list the subject matter and/or media that would be useful to them on future visits. A list of their proposals appears below in Table 8.

**Purchase at visitor center**



**Figure 76: Purchase at visitor center**

**Table 8: Subject matter/media on future visits**

N=417 comments;  
many visitors made more than one comment.

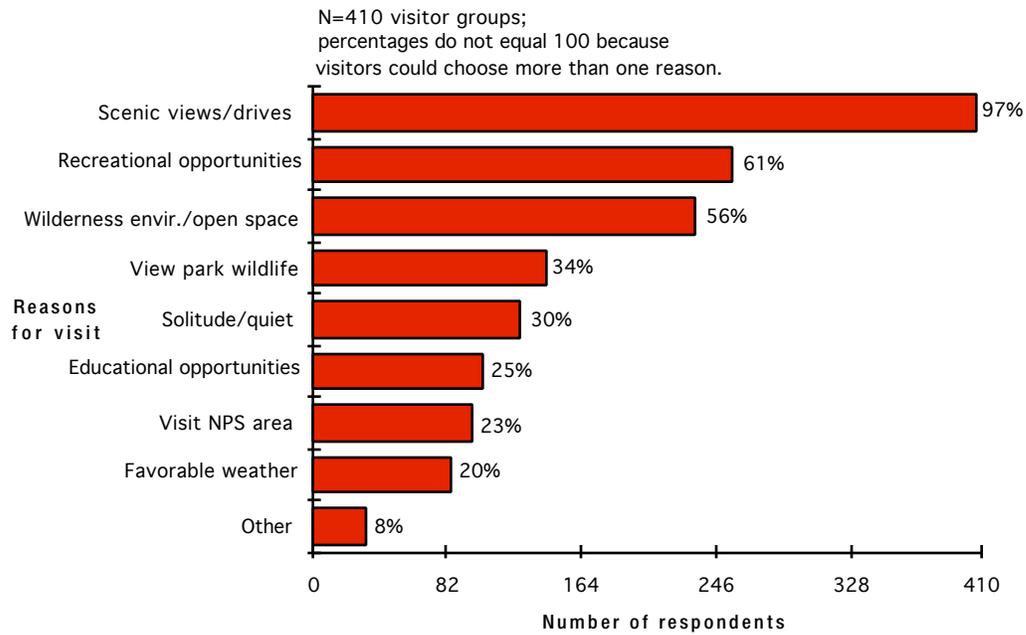
Comment	Number of times mentioned
Geology	69
History	68
Plants	44
Post cards	32
Wildlife	27
Trail brochures	19
Maps	18
Books	17
Videos	9
Brochures	8
Posters	8
Trail information	7
Fine as it is	7
Film	5
Books about other parks	5
Geography	4
Slide show	4

Weather service	4
Calendar	4
Books about the area	3
Cards	3
Photography hints	3
Bryce Canyon pictures	2
Brochures in foreign languages	2
Future park plans	2
Roadside exhibit brochures	2
Other comments	41

---

Visitors were asked what their reasons were for visiting Bryce Canyon National Park. Figure 77 shows scenic views/drives (97%), recreational opportunities (61%) and wilderness environment/open space (56%) were the responses chosen the most by the visitors. "Other" was identified by visitors as beauty, western history and nature.

## Reasons for visiting



**Figure 77: Reasons for visiting**

**Activities/  
services  
visitors  
would like  
to see on a  
future visit**

Visitors were asked what activities/services not available at Bryce Canyon National Park would they like to see on a future visit. A summary of their comments appears below and in the appendix.

N= 180 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
None, they are fine	43
Better weather	10
More restrooms	7
More guided walks	7
Hot showers in campgrounds	5
Tram ride/shuttle service	6
More hotels in the area	4
More restaurants	4
Better trail maps	3
Exhibits at the overlooks	3
Bike lanes	3
More parking at overlooks	3
Educate visitors on how to act in a national park	3
Hire more rangers	3
More inexpensive lodging near the park	3
More directional signs	2
Dishwashing facilities in campgrounds	2
Allow bikes on horse trails	2
More wayside plant life exhibits	2
Brochures/information in foreign languages	2
No helicopter flights	2
More hiking trails	2
Parking spaces for busses at view points	2
Preserve peace & quiet	2
Bike rentals	2
Keep restrooms open later in the year	2
Cleaner restrooms	2
Other comments	49

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Many visitors wrote additional comments, which are included in the **Comment summary** separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

N=557 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Park staff friendly/helpful	29
<b>INTERPRETIVE SERVICES</b>	
Trail maps are difficult to follow	5
Park needs to be publicized better	4
Educate visitors on how to act in national parks	2
Other comments	9
<b>FACILITIES AND MAINTENANCE</b>	
Park well maintained	14
Enjoyed trails	9
Place mile markers along the road	3
Directional signs confusing	2
Separate hiking and horse trails	2
Restrooms not very clean	2
More parking for RV's needed	2
Mule droppings on hiking trails a problem	2
Other comments	17
<b>POLICIES</b>	
Keep preserving the park	17
NPS does good job	9
Too crowded	5
Park well managed	4
Don't commercialize park	3
Restrict RV access	2
Park not too crowded	2
Other comments	15

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**CONCESSIONS**

Helicopters disturb the peace	10
Rooms at the lodge are too expensive	3
Expand lodge	3
Concessions reasonably priced	2
Food services is poor	2
Lodge staff friendly/helpful	2
Expand dining area at lodge	2
Prices at general store too expensive	2
More hotel rooms needed in the area	2
Other comments	14

**VISITOR SERVICES PROJECT**

Thank you for reminder to mail back questionnaire	2
Thank you for replacement questionnaire	2
Other comments	4

**GENERAL IMPRESSIONS**

Enjoyed visit	114
Will return	45
Beautiful	40
Poor weather	30
Visited a lot of National Parks this visit	27
Great scenery	21
Not enough time	17
Bryce Canyon our favorite park	11
Thank you	9
Prefer Bryce over Grand Canyon	5
Have visited before	4
Will recommend to others	3
A good time of year to visit	3
Great colors	2
Keep up the good work	2
Other comments	15

---

## 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 which visitor service this visit a particular age group used request a comparison of visitor service used by age group, to learn how the visitor services used this visit varied among group types, request a comparison of visitor services used by group type.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about what maintenance/concession services were used by different visitor group types and sizes, request a comparison of maintenance/concession services used by group type by group size; to learn about what maintenance/concession services were used by different age groups by group type, request a comparison of maintenance/concession services by age groups by group type.

Consult the list of characteristics for Bryce Canyon National Park visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

### SAMPLE

**Visitor Services Project  
Analysis Order Form  
Bryce Canyon National Park  
Report 63**

Date of request: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Person requesting analysis: \_\_\_\_\_

Phone number (commercial): \_\_\_\_\_

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire.

- |                     |   |                        |
|---------------------|---|------------------------|
| • Group size        | • Attend ranger/volunteer activities            | • Number times visited |
| • Group type        | • Preferred conducted activity time             | • Activities           |
| • Age               | • Visitor services used                         | • Sources of park info |
| • State residence   | • Importance of visitor services                | • Start trip location  |
| • Country residence | • Quality of visitor services                   | • Destination          |
| • Total expenses    | • Maintenance/concession services used          | • Reasons for visiting |
| • Lodging expenses  | • Importance of maintenance/concession services | • Nights stayed        |
| • Food expenses     | • Quality of maintenance/concession services    | • Hours stayed         |
| • Travel expenses   | • Purchase anything from visitor center         | • Sites visited        |
| • Other expenses    |   |                        |

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

VISITOR SERVICE by AGE GROUP  
by \_\_\_\_\_  
by \_\_\_\_\_

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

MAINT. SERVICE by GROUP TYPE by GROUP SIZE  
by \_\_\_\_\_ by \_\_\_\_\_  
by \_\_\_\_\_ by \_\_\_\_\_

Special instructions (IT MAY BE HELPFUL TO KNOW WHAT FORMAT YOU NEED, THE PURPOSE OF THE INFORMATION, AND SO FORTH.)

Mail to:  
Visitor Services Project, CPSU  
College of Forestry, Wildlife, and Range Sciences  
University of Idaho  
Moscow, Idaho 83844-1133

**Visitor Services Project  
Analysis Order Form  
Bryce Canyon National Park  
Report 63**

Date of request: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Person requesting analysis: \_\_\_\_\_

Phone number (commercial): \_\_\_\_\_

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all that were listed in the questionnaire.

- Group size
- Group type
- Age
- State residence
- Country residence
- Total expenses
- Lodging expenses
- Food expenses
- Travel expenses
- Other expenses
- Attend ranger/volunteer activities
- Preferred conducted activity time
- Visitor services used
- Importance of visitor services
- Quality of visitor services
- Maintenance/concession services used
- Importance of maintenance/concession services
- Quality of maintenance/concession service
- Purchase anything from visitor center
- Number times visited
- Activities
- Sources of park info
- Start trip location
- Destination
- Reasons for visiting
- Nights stayed
- Hours stayed
- Sites visited

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

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

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

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

Special instructions \_\_\_\_\_

Mail to:  
**Visitor Services Project, CPSU**  
**College of Forestry, Wildlife, and Range Sciences**  
**University of Idaho**  
**Moscow, Idaho 83844-1133**

**QUESTIONNAIRE**

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## Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

### 1985

5. North Cascades National Park Service Complex

### 1986

6. Crater Lake National Park

### 1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

### 1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

### 1989

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

### 1990

28. Canyonlands National Park
29. White Sands National Monument
30. National Monuments

31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

### 1991

38. Jean Lafitte National Historical Park
39. Joshua Tree National Monument
40. The White House Tours, President's Park
41. Natchez Trace Parkway
42. Stehekin-North Cascades National Park/Lake Chelan National Rec. Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park

### 1992

45. Big Bend National Park
46. Frederick Douglass National Historic Site
47. Glen Echo Park
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park
53. Arlington House The Robert E. Lee Memorial

### 1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve
55. Santa Monica Mountains National Recreation Area
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park

For more information about the Visitor Services Project, please contact  
Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative  
Park Studies Unit, College of Forestry, Wildlife and Range Sciences,  
Moscow, Idaho 83844-1133 or call (208) 885-7129.





**Visitor Services Project**  
**Bryce Canyon National Park**  
Appendix

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# **Visitor Services Project**

# **Bryce Canyon National Park**

## **Appendix**

**Dwight L. Madison**

**Report 63**

**April 1994**

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Dwight Madison is VSP Eastern Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Bryce Canyon National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

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**Activities/services  
visitors would like to see on a future visit**

N= 180 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
None, they are fine	43
Better weather	10
More restrooms	7
More guided walks	7
Hot showers in campgrounds	5
Tram ride/shuttle service	6
More hotels in the area	4
More restaurants	4
Better trail maps	3
Exhibits at the overlooks	3
Bike lanes	3
More parking at overlooks	3
Educate visitors on how to act in a national park	3
Hire more rangers	3
More inexpensive lodging near the park	3
More directional signs	2
Dishwashing facilities in campgrounds	2
Allow bikes on horse trails	2
More wayside plant life exhibits	2
Brochures/information in foreign languages	2
No helicopter flights	2
More hiking trails	2
Parking spaces for busses at view points	2
Preserve peace & quiet	2
Bike rentals	2
Keep restrooms open later in the year	2
Cleaner restrooms	2
Other comments	49

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## Visitor comment summary

N=557 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Park staff friendly/helpful	29
<b>INTERPRETIVE SERVICES</b>	
Trail maps are difficult to follow	5
Park needs to be publicized better	4
Educate visitors on how to act in national parks	2
Other comments	9
<b>FACILITIES AND MAINTENANCE</b>	
Park well maintained	14
Enjoyed trails	9
Place mile markers along the road	3
Directional signs confusing	2
Separate hiking and horse trails	2
Restrooms not very clean	2
More parking for RV's needed	2
Mule droppings on hiking trails a problem	2
Other comments	17
<b>POLICIES</b>	
Keep preserving the park	17
NPS does good job	9
Too crowded	5
Park well managed	4
Don't commercialize park	3
Restrict RV access	2
Park not too crowded	2
Other comments	15
<b>CONCESSIONS</b>	
Helicopters disturb the peace	10
Rooms at the lodge are too expensive	3
Expand lodge	3
Concessions reasonably priced	2
Food services is poor	2
Lodge staff friendly/helpful	2
Expand dining area at lodge	2
Prices at general store too expensive	2
More hotel rooms needed in the area	2
Other comments	14

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**VISITOR SERVICES PROJECT**

Thank you for reminder to mail back questionnaire	2
Thank you for replacement questionnaire	2
Other comments	4

**GENERAL IMPRESSIONS**

Enjoyed visit	114
Will return	45
Beautiful	40
Poor weather	30
Visited a lot of National Parks this visit	27
Great scenery	21
Not enough time	17
Bryce Canyon our favorite park	11
Thank you	9
Prefer Bryce over Grand Canyon	5
Have visited before	4
Will recommend to others	3
A good time of year to visit	3
Great colors	2
Keep up the good work	2
Other comments	15

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**Printing Instructions for  
Bryce Canyon National Park  
Draft Report**

Bryce Canyon National Park Draft Report

I need 2 bound copies

Both copies should have a **gray front & back cover**

Inside Title page should be Xeroxed on white paper (single page).

Report Summary page should be Xeroxed on blue paper (single page).

Table of contents page should be Xeroxed on white paper (single page).

Pages 1-61 should be duplexed on white paper.

Analysis order form should be Xeroxed on white paper (single page)

Page 62 (Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

Publications page on inside back cover page.

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**Printing Instructions for  
Bryce Canyon National Park  
Report**

**Bryce Canyon National Park Report**

**I need 27 copies : 26 bound copies and 1 copy unbound.**  
All copies should have a **gray front & back cover**

Inside Title page should be on white paper (single page).  
Report Summary page should be Xeroxed on blue paper (single page).  
Table of contents page should be Xeroxed on white paper (single page).

Pages 1-61 should be duplexed on white paper.

Analysis order form should be Xeroxed on white paper (single page)

Page 62 (Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

**\*\* NPS D 63 April 1994 page** should be facing back cover page  
(the one that has the publications listed)

Publications page on inside back cover page.

**Bryce Canyon National Park Appendix Section**

**I need 9 copies : 8 bound copies and 1 copy unbound.**  
All copies should have a **gray front & back cover .**

Inside Title page should be Xeroxed on white paper (single page).

Pages 1-3 (activities/services and comment summary) duplex on blue paper.

Visitor comment pages duplex on white paper.

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Sheet number	Group size	Respondent Age
1	26	635
2	35	558
3	33	601
4	30	763
5	22	657
6	23	629
7	22	710
8	18	544
9	18	514
10	26	688
11	19	650
12	12	423
13	21	814
14	25	725
15	112	797
16	22	728
17	25	633
18	23	712
19	27	494
20	28	681
21	36	427
22	73	698
23	6	75
24	107	635
25	39	695
26	36	676
27	78	691
28	28	640
29	38	675
30	49	556
31	299	660
32	113	538
33	3	26
<b>TOTAL (500)</b>	<b>1472 (2.94)</b>	<b>19948 (39.8)</b>

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