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Canyon de Chelly National Monument Visitor Study

Summer 2012

Natural Resource Report NPS/NRSS/EQD/NRR—2013/730

ON THE COVER
Spider Rock
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Canyon de Chelly National Monument Visitor Study

Summer 2012

Natural Resource Report NPS/NRSS/EQD/NRR—2013/730

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Executive Summary

This visitor study report profiles a systematic random sample of Canyon de Chelly National Monument (NM) visitors during August 15–21, 2012. A total of 536 questionnaires were distributed to visitor groups. Of those, 337 questionnaires were returned, resulting in a 62.9% response rate.

Group size and type Fifty percent of visitor groups consisted of two people and 39% were visiting in groups of three of four. Seventy percent of visitor groups consisted of family groups.

State or country of residence United States visitors were from 40 states and Washington, DC and comprised 62% of total visitation during the survey period, with 26% from Arizona. Eight percent of visitor groups were residents of the area (within 10 miles of the park). International visitors were from 18 countries and comprised 38% of total visitation during the survey period with 28% from Italy.

Frequency of visits Ninety-five percent of visitors visited the park once in the past 12 months. For 77%, this was their first visit in their lifetime, while 18% had visited two or three times.

Age, ethnicity, race, and income level Thirty-seven percent of visitors were ages 41-60 years, 30% were 61 years or older, and 14% were 15 years or younger. Five percent were Hispanic or Latino. Ninety-two percent of visitors were White, 3% were American Indian or Alaska Native, and 3% were Asian. Twenty percent of respondents reported a household income of $50,000-$74,999.

Physical conditions Ten percent of visitor groups had members with physical conditions affecting their ability to access or participate in park activities or services.

Awareness of park prior to visit Seventy-two percent of visitor groups were aware that Canyon de Chelly NM is a unit of the National Park System prior to their visit. Prior to this visit, 50% of visitor groups were aware that Canyon de Chelly sustains a living community of Navajo people.

Information sources Most visitor groups (86%) obtained information about the park prior to their visit through the Canyon de Chelly NM website (51%), friends/relatives/word of mouth (45%), and travel guides/tour books (41%). For a future visit, 74% of visitor groups prefer to use the Canyon de Chelly NM website to obtain information.

Park as destination During the on-site interview, 68% of visitor groups said Canyon de Chelly NM was one of several destinations and for 24%, the park was their primary destination.

Primary reason for visiting the area For 81% of visitor groups, visiting the park was the primary reason nonresident group members visited the area.

Transportation Sixty percent of nonresident visitor groups used a car to travel most of the distance from their home to the park area and 19% used an airplane. Most visitor groups (94%) used one vehicle to arrive at the park.

Executive Summary (continued)

Overnight stays	Fifty-seven percent of visitor groups stayed overnight in the area within 10 miles of the park. Twenty-six percent of visitor groups stayed at the Best Western and 25% stayed at the Holiday Inn.
Length of visit	Sixty-nine percent of visitor groups spent less than 24 hours in the park, with an average length of stay of five hours. Thirty-one percent of visitor groups spent 24 hours or more, with an average length of stay of two days. The average length of stay for all visitor groups was 18 hours or 0.8 days.
Sites visited	The most common places visited in the park were White House Overlook (87%), visitor center (86%), and Spider Rock Overlook (70%).
Activities on this visit	The most common activities were visiting the visitor center (87%) and stopping at scenic overlooks (87%). On a future visit, the most common activities in which visitor groups would prefer to participate were visiting the visitor center (67%), stopping at scenic overlooks (64%), and attending ranger-led talks/programs/hikes (54%).
Ranger-led talks/programs	Three percent of visitor groups attended ranger-led talks/programs. The most common reasons for not attending a ranger-led program were lack of time (54%) and having other plans (43%).
Services	The services most often used by visitor groups were the park brochure/map (78%), visitor center (overall) (74%), and roadside overlook exhibits (61%).
Facilities	The facilities most often used by visitor groups were restrooms (77%), highway directional signs (65%), garbage disposal/recycling (25%), and campground picnic areas (25%).
Opinions about safety	Most (90%) visitor groups felt “very safe” or “safe” from crime, 89% felt “very safe” or “safe” from accidents, and 80% felt their personal property was “very safe” or “safe” from crime.
Expenditures	The average visitor group expenditure (inside and outside the park within 10 miles of the park) was $234. The median group expenditure (50% of groups spent more and 50% of groups spent less) was $120. The average total expenditure per person (per capita) was $109.
Methods of learning about the park	Ninety-four percent of visitor groups were interested in learning about the park, most often through printed materials (68%), outdoor exhibits (61%), and indoor exhibits (52%).
Overall quality	Most visitor groups (84%) rated the overall quality of facilities, services, and recreational opportunities at Canyon de Chelly NM as “very good” or “good.” Two percent rated the overall quality as “poor.” No visitor groups rated the overall quality as “very poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website http://www.psu.uidaho.edu.

Acknowledgements

We thank Ally Begly for compiling the report, Dr. Douglas Eury for overseeing the fieldwork, and the staff and volunteers of Canyon de Chelly NM for assisting with the survey, and Matthew Strawn for data processing.

About the Authors

Ally Begly was a research assistant for the Visitor Services Project. Dr. Douglas Eury, Ph.D., is a park planning and management consultant. Yen Le, Ph.D., is Director of the Visitor Services Project at the University of Idaho, and Steven Hollenhorst, Ph.D., was the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho.

Introduction

This report describes the results of a visitor study at Canyon de Chelly NM in Chinle, Arizona, conducted August 15–21, 2012 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Canyon de Chelly NM, "If these walls could talk... They would tell you that for nearly 5,000 years, people have lived in these canyons - longer than anyone has lived uninterrupted anywhere on the Colorado Plateau. Their homes and images tell us their stories. Today, Navajo families make their homes, raise livestock, and farm the lands in the canyon. The National Park Service and Navajo Nation are actively working together to manage park resources." (www.nps.gov/cach, retrieved May 2013).

Organization of the Report

This report is organized into three sections.

Section 1: **Methods**
This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: **Results**
This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: **Appendices**
Appendix 1. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2. *Additional Analysis.* A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision rules for Checking Non-response Bias.* An explanation of how the non-response bias was determined.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

1. The figure title describes the graph's information.

2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

* appears when the total percentages do not equal 100 due to rounding.

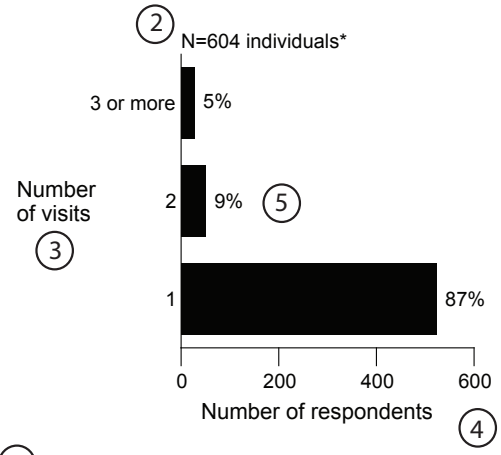
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

Example 1



1 **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at five sites during August 15–21, 2012. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. Table 1 shows the five locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 735 visitor groups were contacted and 536 of these groups (72.9%) accepted questionnaires. (The average acceptance rate for 277 VSP visitor studies conducted from 1988 through 2012 is 91.3%.) Questionnaires were completed and returned by 337 respondents, resulting in a 62.9% response rate for this study. (The average response rate for the 277 VSP visitor studies is 71.6%.)

Table 1. Questionnaire distribution

	Distributed*		**Returned**		**Returned**
Sampling site	N	%	N	% by site	% of total
Antelope House Overlook	21	4	13	62	4
Cottonwood Campground	25	5	16	64	5
Thunderbird Lodge/Cafeteria	23	4	15	65	4
Visitor Center	271	51	188	69	56
White House Ruin Overlook	196	37	105	54	31
Total	536	100	337		100

* total percentages do not equal 100 due to rounding

Questionnaire design

The Canyon de Chelly NM questionnaire was developed at a workshop held with park staff to design and prioritize questions (through conference calls between park staff and VSP staff to design and prioritize questions). Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Canyon de Chelly NM. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Canyon de Chelly NM questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to participants who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	September 6, 2012	331	146	477
1st replacement	September 20, 2012	187	80	267
2nd replacement	October 10, 2012	156	0	156

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and descriptive statistics were calculated using Statistical Analysis Software® (SAS).

Limitations

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.

2. The data reflect visitor use patterns at the selected sites during the study period of August 15–21, 2012. The results present a 'snapshot in time' and 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. When the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure, table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period ranged from clear and hot to windy and cloudy.

No special events occurred in the area that would have affected the type and amount of visitation to the park.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and participant travel distance to the park. Significant differences between respondents and non-respondents were found in average age and proximity from home to the park (see **Table 3** - **Table 6**). The results indicated that visitors at a younger age range (less than 40 years old) and visitors who reside within 200 miles of the park may be underrepresented. Some biases due to non-response may need to be taken into consideration. See Appendix 3 for more details on the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	53.01 (N=334)	41.99 (N=192)	<0.001
Group size	2.75 (N=321)	2.99 (N=187)	0.184

Table 4. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	38 (12%)	25 (13%)	
Family	230 (70%)	138 (70%)	
Friends	39 (12%)	25 (13%)	
Family and friends	19 (6%)	8 (4%)	
Other	4 (1%)	0 (0%)	
			0.508

Table 5. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	76 (23%)	51 (26%)	
Park as one of several destinations	228 (70%)	134 (67%)	
Unplanned visit	27 (8%)	14 (7%)	
			0.735

Table 6. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 200 miles	34 (11%)	39 (21%)	
201 miles or more	186 (57%)	70 (37%)	
International visitors	104 (32%)	79 (42%)	
			<0.001

Results

Group and Visitor Characteristics

Visitor group size

Question 25b
On this visit, how many people were in your personal group, including yourself?

Results
- 50% of visitor groups consisted of two people (see Figure 1).
- 39% were in groups of three or more.

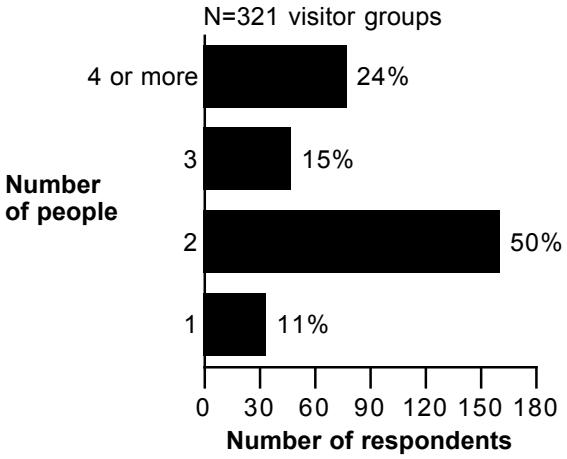


Figure 1. Visitor group size

Visitor group type

Question 25a
On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

Results
- 70% of visitor groups consisted of family groups (see Figure 2).
- No "other" group types (1%) were specified.

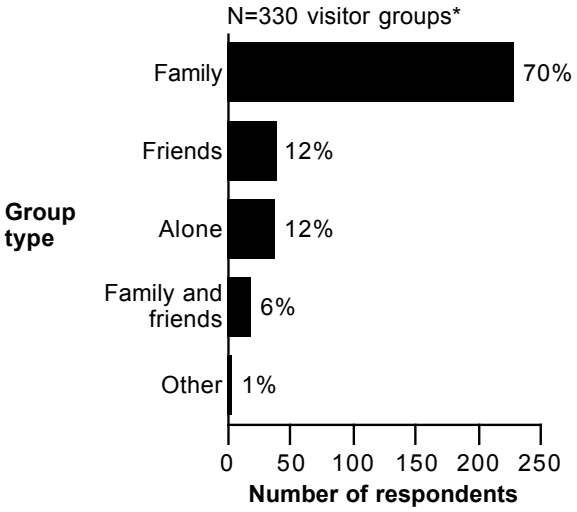


Figure 2. Visitor group type

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 24a

On this visit, was your personal group with a commercial bus tour?

Results

- 2% of visitor groups were with a commercial bus tour (see Figure 3).

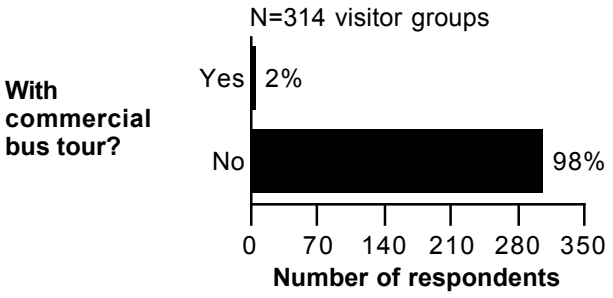


Figure 3. Visitors with a commercial bus tour

Question 24b

On this visit, was your personal group with a school/educational group?

Results

- 1% of visitor groups were with a school/educational group (see Figure 4).

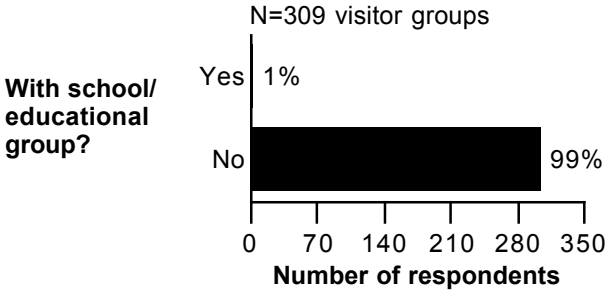


Figure 4. Visitors with a school/educational group

Question 24c

On this visit, was your personal group with an "other" organized group (scouts, work, church, etc.)?

Results

- 3% of visitor groups were with an "other" organized group (see Figure 5).

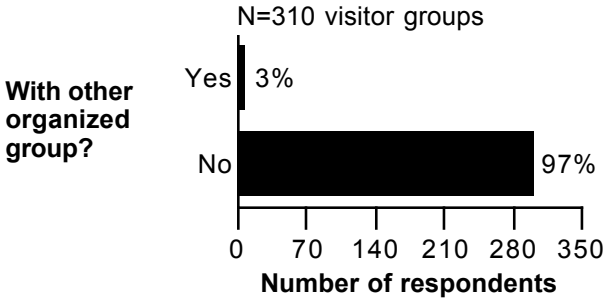


Figure 5. Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 24d

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

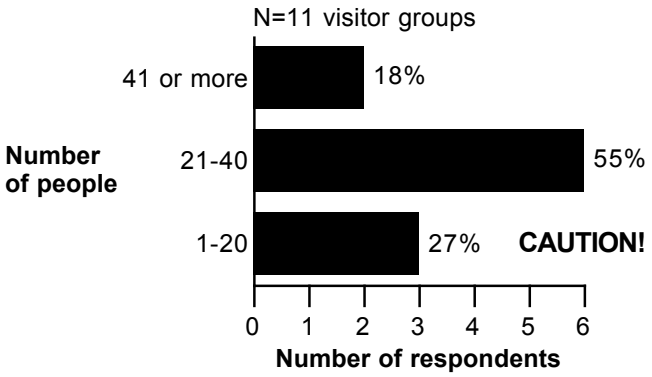


Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 26b

For your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 40 states and Washington, DC, and comprised 62% of total visitation to the park during the survey period.
- 26% of U.S. visitors came from Arizona (see Table 7 and Figure 7).
- 14% came from California and 6% were from New Mexico.
- Smaller proportions came from 37 other states and Washington, DC.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=525 individuals*	Percent of total visitors N=840 individuals
Arizona	137	26	16
California	73	14	9
New Mexico	32	6	4
Maryland	19	4	4
Virginia	17	3	2
Florida	16	3	2
New Jersey	16	3	2
Texas	16	3	2
Oregon	14	3	2
Pennsylvania	13	2	2
New York	12	2	1
Utah	11	2	1
Michigan	10	2	1
Minnesota	10	2	1
Iowa	9	2	1
Washington	9	2	1
Indiana	8	2	1
Massachusetts	8	2	1
22 other states and Washington, DC	95	18	11

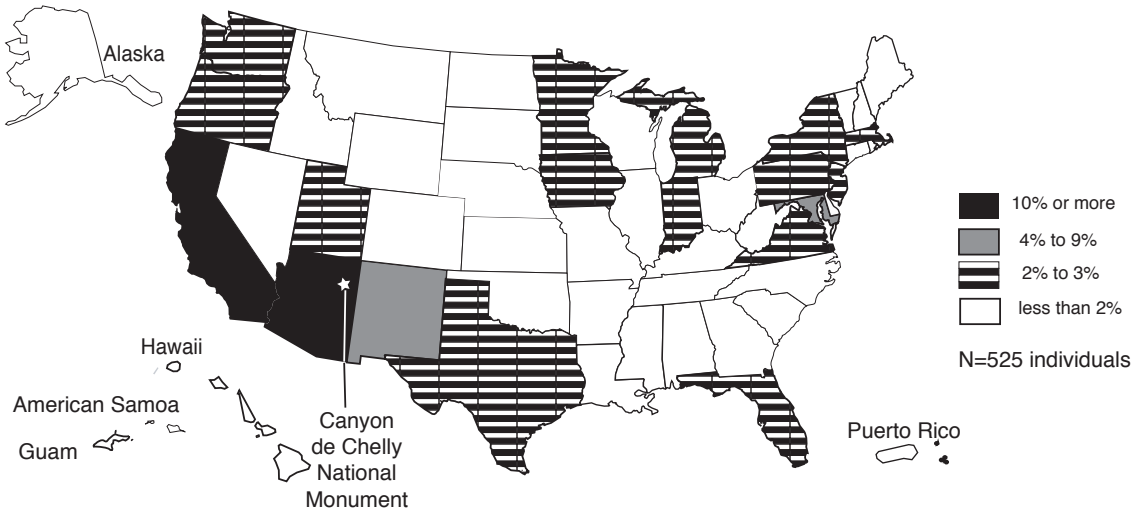


Figure 7. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors from Arizona and adjacent states by county of residence

Note: Response was limited to seven members from each visitor group.

Results

- Visitors from Arizona and adjacent states were from 45 counties and comprised 49% of the total U.S. visitation to the park during the survey period.
- 22% came from Maricopa County, AZ (see Table 8).
- 9% came from Los Angeles County, CA and 9% came from Pima County, AZ.
- Small proportions of visitors came from 42 other counties in Arizona and adjacent states.

Table 8. Visitors from Arizona and adjacent states by county of residence

County, State	Number of visitors N=258 individuals	Percent*
Maricopa, AZ	56	22
Los Angeles, CA	22	9
Pima, AZ	22	9
Apache, AZ	19	7
McKinley, NM	13	5
Navajo, AZ	13	5
Coconino, AZ	10	4
San Francisco, CA	10	4
Bernalillo, NM	9	3
Orange, CA	5	2
San Diego, CA	5	2
Contra Costa, CA	4	2
Davis, UT	4	2
Graham, AZ	4	2
Mohave, AZ	4	2
San Juan, NM	4	2
29 other counties	54	21

Residents of the area

Question 3a

Was every member of your personal group a resident of the Canyon de Chelly NM (within 10 miles of the park)?

Results

- For 8% of visitor groups, all members were area residents (see Figure 8).

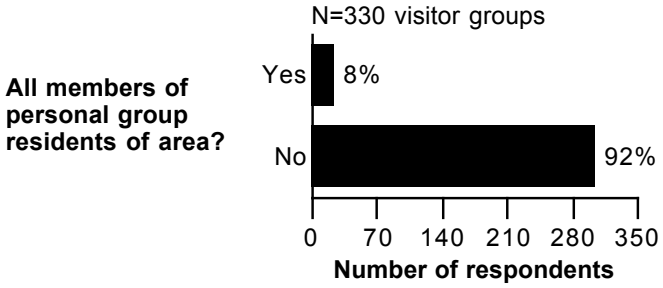


Figure 8. Visitor groups that were comprised of area residents only

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence

Question 26b

For your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results

- International visitors were from 18 countries and comprised 38% of total visitation to the park during the survey period.
- 28% of international visitors came from Italy (see Table 9).
- 19% came from France, and 18% came from Germany.
- Smaller proportions of international visitors came from 15 other countries.

Table 9. International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=315 individuals*	Percent of total visitors N=840 individuals
Italy	87	28	10
France	59	19	7
Germany	56	18	7
The Netherlands	30	9	4
Belgium	23	7	3
Canada	17	5	2
United Kingdom	13	4	2
Australia	7	2	1
China	5	2	1
Luxembourg	4	1	<1
Austria	3	1	<1
Spain	3	1	<1
Bahamas	2	1	<1
New Zealand	2	1	<1
Bosnia	1	<1	<1
Malaysia	1	<1	<1
Philippines	1	<1	<1
Slovakia	1	<1	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to park in past 12 months

Question 26c

For your personal group on this visit, how many times have you visited Canyon de Chelly NM in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 95% of visitors visited the park once in the past 12 months (see Figure 9).
- 3% visited three or more times.

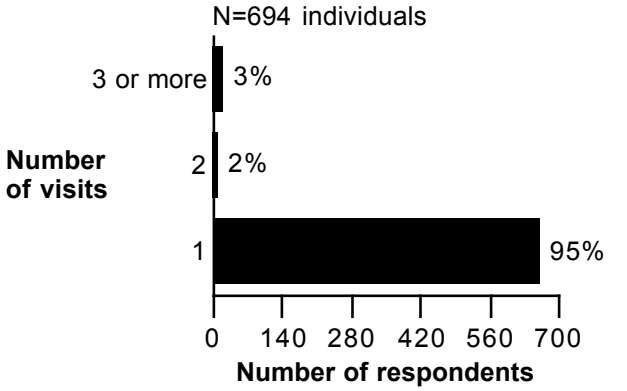


Figure 9. Number of visits to park in past 12 months

Number of visits to park in lifetime

Question 26d

For your personal group on this visit, how many times have you visited Canyon de Chelly NM in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 77% of visitors were visiting the park for the first time (see Figure 10).
- 18% visited two or three times.

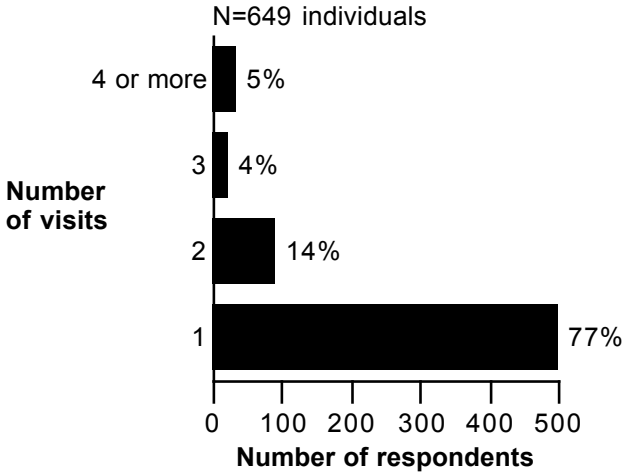


Figure 10. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 26a

For your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 89 years.
- 37% of visitors were 41 to 60 years old (see Figure 11).
- 29% were 61 years or older.
- 14% were 15 years or younger.

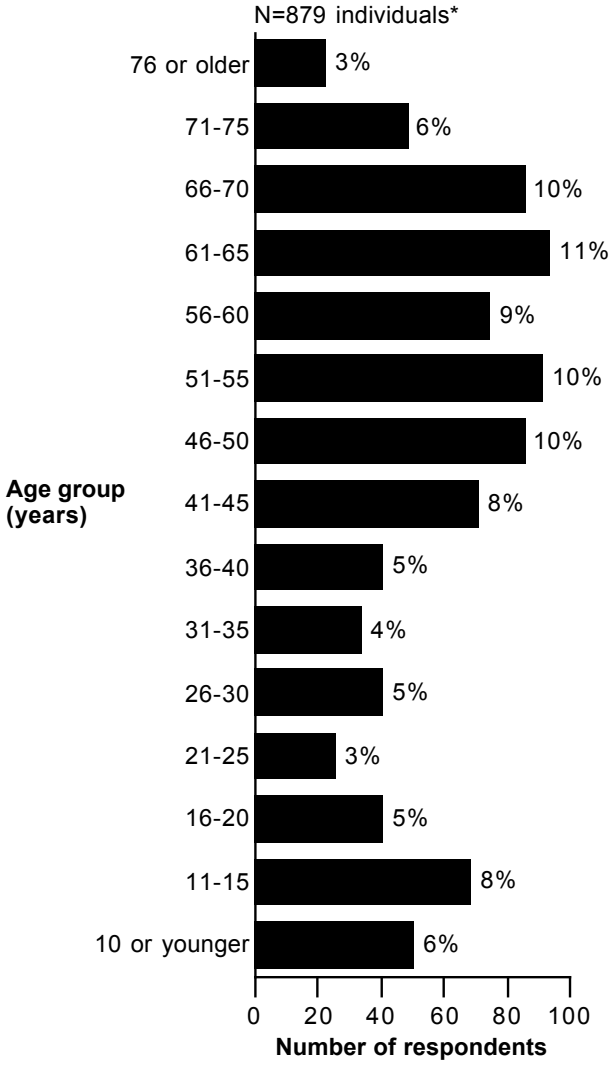


Figure 11. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors of Hispanic or Latino ethnicity

Question 22a

Are members of your personal group Hispanic or Latino?

Note: Response was limited to seven members from each visitor group.

Results

- 5% of visitors were Hispanic or Latino (see Figure 12).

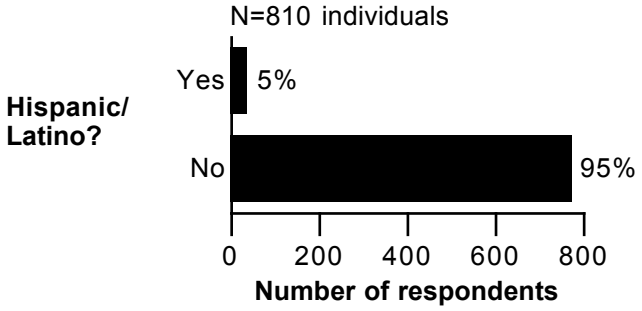


Figure 12. Visitors of Hispanic or Latino ethnicity

Visitor race

Question 22b

What is the race of each member of your personal group?

Note: Response was limited to seven members from each visitor group.

Results

- 92% of visitors were White (see Figure 13).
- 3% were American Indian or Alaska Native.
- 3% were Asian.

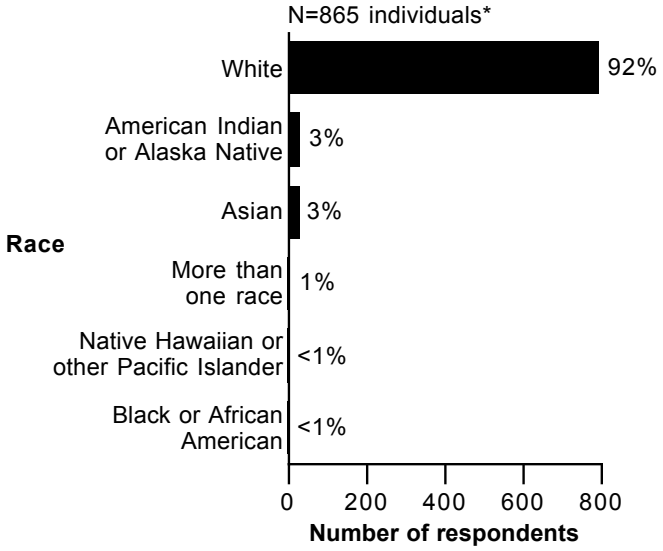


Figure 13. Visitor race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions affecting access/participation

Question 16a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 10% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 14).

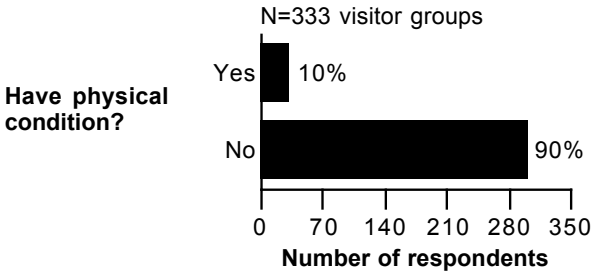


Figure 14. Visitor groups that had members with physical conditions affecting access or participation in park activities or services

Question 16b

If YES, what services or activities were difficult to access/participate in? (Open-ended)

Results – Interpret with **CAUTION!**

- 26 visitor groups listed services or activities they had difficulty accessing or participating in (see Table 10).

Table 10. Services/activities that were difficult to access/participate in (N=28 comments; some visitor groups made more than one comment) – **CAUTION!**

Service/activity	Number of times mentioned
Hiking	22
Walking to overlooks	4
Climbing	1
Horseback riding	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent household income

Question 27a

For you only, which category best represents your annual household income?

Results

- 20% of respondents reported a household income of $50,000-$74,999 (see Figure 15).
- 17% did not wish to answer.
- 16% had an income of $75,000-$99,999.

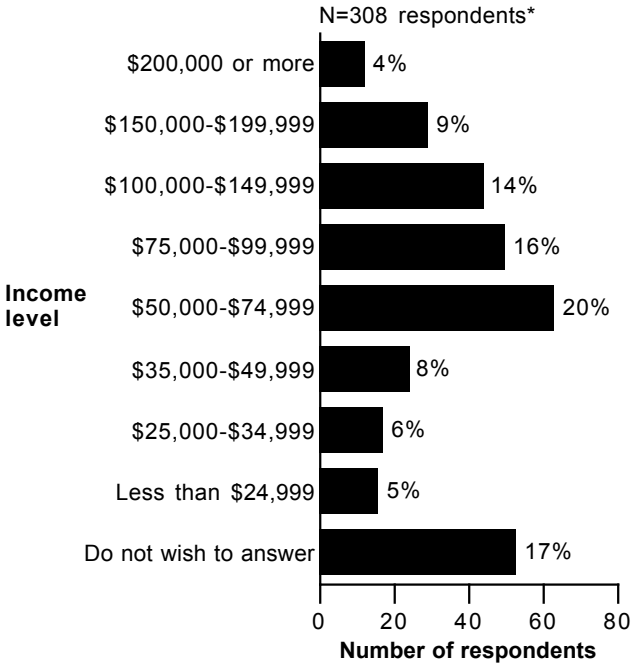


Figure 15. Respondent household income

Respondent household size

Question 27b

How many people are in your household?

Results

- 52% of respondents had two people in their household (see Figure 16).
- 28% had three or four people.

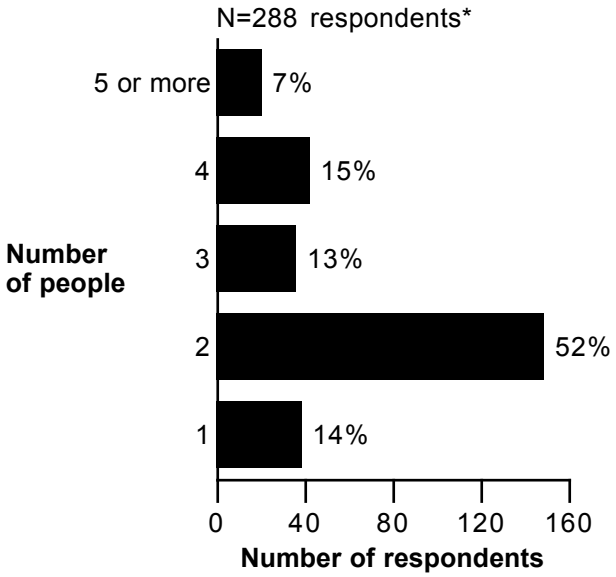


Figure 16. Number of people in respondent household

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Awareness of park management

Question 2a

Prior to this visit, was your personal group aware that Canyon de Chelly NM is a unit of National Park System?

Results

- Prior to their visit, 72% of visitor groups were aware that Canyon de Chelly NM is a unit of the National Park System (see Figure 17).

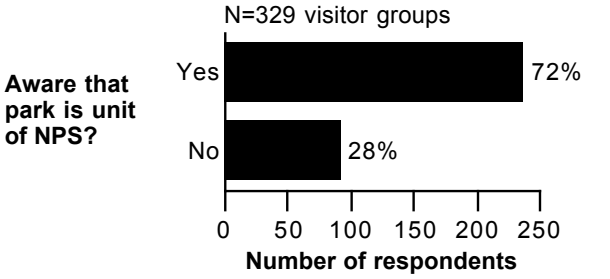


Figure 17. Visitor groups that were aware that Canyon de Chelly NM is a unit of the National Park System

Aware that park sustains a living community of Navajo people

Question 2b

Canyon de Chelly is comprised entirely of Navajo Tribal Trust Land that remains home to the canyon community. Prior to this visit, was your personal group aware that Canyon de Chelly also sustains a living community of Navajo people?

Results

- 50% of visitor groups were aware that Canyon de Chelly sustains a living community of Navajo people (see Figure 18).

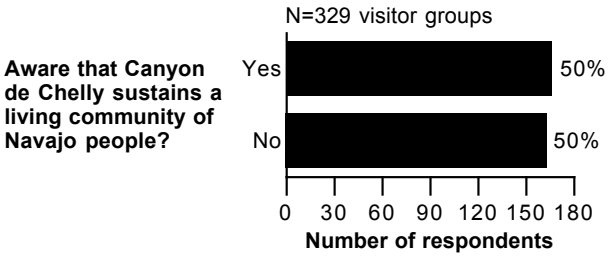


Figure 18. Visitor groups that were aware Canyon de Chelly sustains a living community of Navajo people

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did your personal group obtain information about Canyon de Chelly NM?

Results

- 86% of visitor groups obtained information about Canyon de Chelly NM prior to their visit (see Figure 19).
- As shown in Figure 20, among those visitor groups that obtained information about Canyon de Chelly NM prior to their visit, the most common sources used were:

  51% Canyon de Chelly NM website
  45% Friends/relatives/word of mouth
  41% Travel guides/tour books

- Other websites (13%) used to obtain information are listed in Table 11.
- "Other" sources (8%) are listed in Table 12.

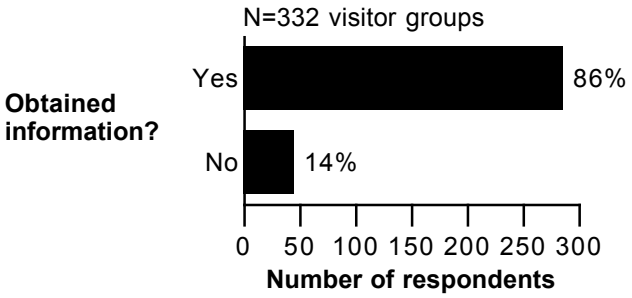


Figure 19. Visitor groups that obtained information prior to visit

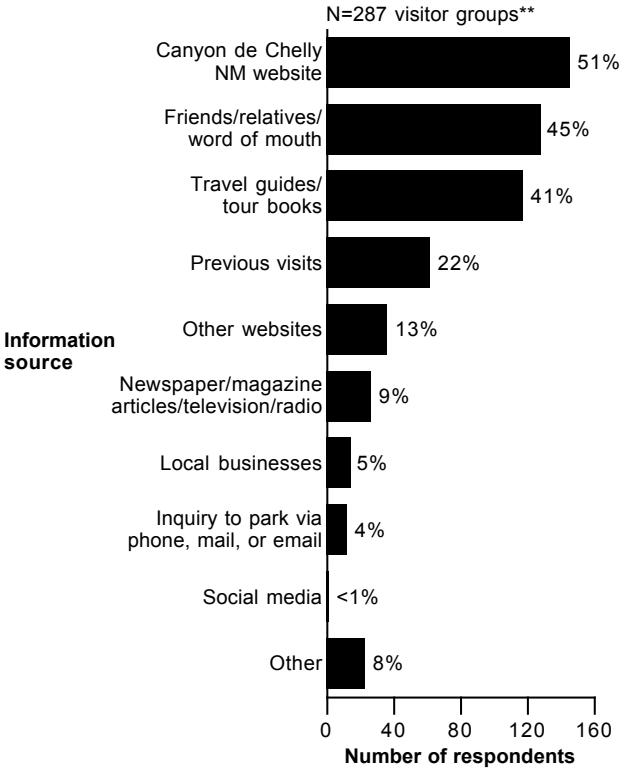


Figure 20. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 11. Other websites
(N=21 comments; some visitor groups made more than one comment) – **CAUTION!**

Website	Number of times mentioned
www.en.wikipedia.org	5
www.tripadvisor.com	4
Antelope Tours	1
Many	1
Web search	1
www.lonelyplanet.com	1
www.maps.google.com	1
www.ouestusa.fr	1
www.parkstamps.org	1
www.rvparkreviews.com	1
www.spiderrockcampground.com	1
www.travelinsider.com	1
www.usa.free.fr	1
www.usaontheroad.it	1

Table 12. "Other" information sources
(N=21 comments; some visitor groups made more than one comment) – **CAUTION!**

Information source	Number of times mentioned
Books	10
Maps	2
From my company	1
Geography class	1
Library research	1
Live nearby	1
Mission project	1
My wife's dream trip	1
Organized trip	1
Past trips to similar monuments	1
Rainbow Jaguar Group	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Information sources for a future visit

Question 1b

If you were to visit Canyon de Chelly NM in the future, how would your personal group prefer to obtain information about the park?

Results

- As shown in Figure 21, visitor groups' most preferred sources of information for a future visit were:

  74% Canyon de Chelly NM website
  46% Travel guides/tour books
  35% Previous visits

- Other websites (11%) are listed in Table 13.

- "Other" source of information (2%) was:

  Visitor center

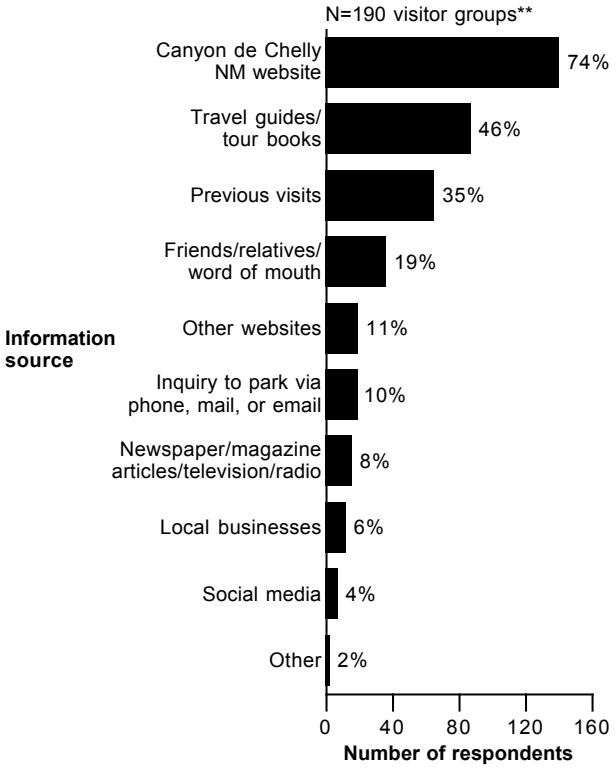


Figure 21. Sources of information to use for a future visit

Table 13. Other websites to use on a future visit
(N=11 comments; some visitor groups made more than one comment) – **CAUTION!**

Website	Number of times mentioned
www.en.wikipedia.org	2
www.google.com	2
www.tripadvisor.com	2
www.bing.com	1
www.canyondechellytours.com	1
www.ouestusa.fr	1
www.parkstamps.org	1
www.rvparkreviews.com	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: "How did this visit to Canyon de Chelly NM fit into your personal group's travel plans?"

Results

- 68% of visitor groups said Canyon de Chelly NM was one of several destinations (see Figure 22).
- 24% said the park was their primary destination.

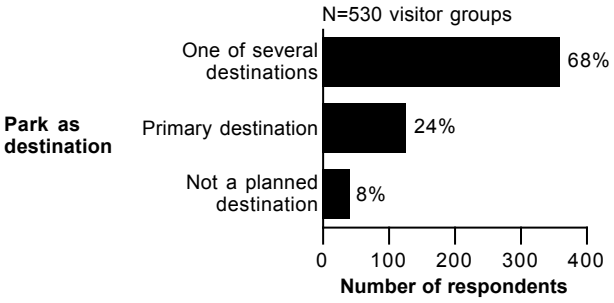


Figure 22. How visit to park fit into visitor groups' travel plans

Primary destination

Question 6

What was your personal group's primary destination on this trip?

Results

- 41% of visitor groups indicated that Canyon de Chelly NM was their primary destination on this trip (see Figure 23).
- "Other locations" (59%) are listed in Table 14.

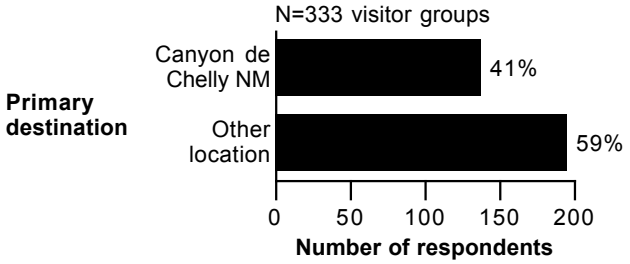


Figure 23. Primary destination

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 14. Other primary destinations
(N=183 comments)

Destination	Number of times mentioned
Multiple southwest area sites	28
Grand Canyon National Park	19
Santa Fe, NM	10
San Francisco, CA	8
Monument Valley, AZ	7
Chinle, AZ	6
Road trip across U.S.	6
Tucson, AZ	6
Phoenix, AZ	5
Yellowstone National Park	5
Denver, CO	4
Durango, CO	4
Los Angeles, CA	4
Cortez, CO	3
Hospital in Chinle, AZ	3
Lake Powell	3
Telluride, CO	3
Flagstaff, AZ	2
Las Vegas, NV	2
Mesa Verde, CO	2
Mexican Hat, UT	2
Moab, UT	2
Taos, NM	2
Other	47

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting the park area

Question 3b

For the nonresident members in your personal group, was visiting Canyon de Chelly NM the primary reason they came to the area (within 10 miles of the park)?

Results

- For 81% of visitor groups, visiting the park was the primary reason nonresident group members visited the area (see Figure 24).

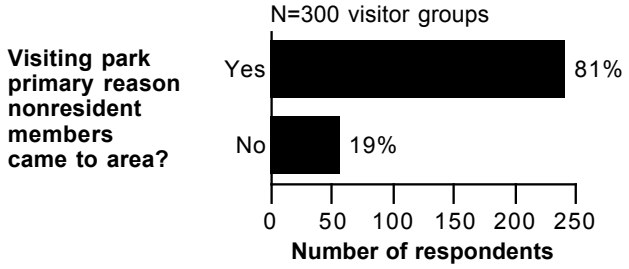


Figure 24. Primary reason nonresident members visited the area (within 10 miles of the park)

Alternative plans to visiting Canyon de Chelly NM

Question 4a

For you only, if you had been unable to visit Canyon de Chelly NM on this trip, would you have visited another time?

Results

- 81% of respondents would have likely visited Canyon de Chelly NM at another time if unable to visit on this trip (see Figure 25).

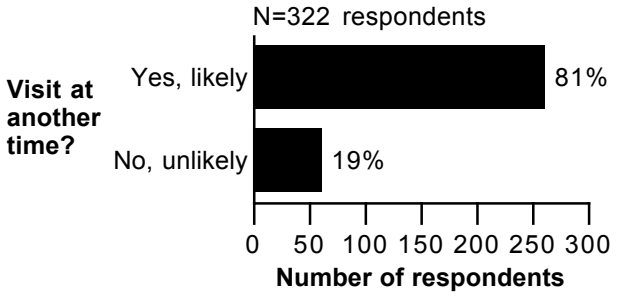


Figure 25. Respondents who would have visited the park at another time

Question 4b

If NO, what would you have done with the time you spent on this trip**?**

Results

- 53% of visitors would have gone somewhere else (see Figure 26).
- Table 15 lists the alternate recreation sites.

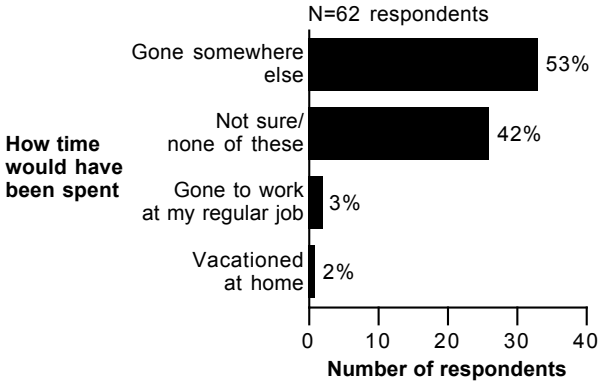


Figure 26. What visitor groups would have done with time spent on this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15. Alternate recreation sites
(N=16 comments) – **CAUTION!**

Site	Number of times mentioned
Other national parks	3
Arches National Park	1
Around the U.S.	1
Bryce Canyon, UT	1
Chaco Canyon	1
Durango, CO	1
Hubbell Trading Post	1
Ireland	1
Mesa Verde	1
Monument Valley	1
New Zealand	1
Petrified Forest	1
Powell Lake	1
Utah	1

Question 4b

What is the distance from home to the alternate site?

Results – Interpret results with **CAUTION!**

- 1 respondent listed a distance of 12,000 miles from home to the alternate site.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Places stayed on night prior to visit

Question 9a

On this trip, where did your personal group stay on the night before visiting Canyon de Chelly NM? (Open-ended)

Results

- 318 visitor groups listed the places where they stayed on the night before visiting Canyon de Chelly NM (see Table 16).

Table 16. Places stayed on the night before arrival at Canyon de Chelly NM (N=101 places)

Place	Number of times mentioned	Percent*
Chinle, AZ	22	7
Gallup, NM	21	7
Albuquerque, NM	15	5
Flagstaff, AZ	15	5
Cortez, CO	13	4
Holbrook, AZ	12	4
Santa Fe, NM	11	3
Kayenta, AZ	9	3
Moab, UT	9	3
Monument Valley, AZ	8	3
Page, AZ	8	3
Blanding, UT	7	2
Unspecified, UT	7	2
Farmington, NM	6	2
Grand Canyon National Park	6	2
Grants, NM	6	2
Mesa Verde, CO	6	2
Unspecified, NM	6	2
Mesa, AZ	5	2
Durango, CO	4	1
Mexican Hat, UT	4	1
Monticello, UT	4	1
Phoenix, AZ	4	1
Bluff, UT	3	1
Fort Defiance, AZ	3	1
Tuba City, AZ	3	1
Unspecified, AZ	3	1
Winslow, AZ	3	1
73 other places	95	30

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Places stayed on night after visit

Question 9b

On this trip, where did your personal group stay on the night after visiting Canyon de Chelly NM? (Open-ended)

Results

- 302 visitor groups listed the places they stayed on the night after visiting Canyon de Chelly NM (see Table 17).

Table 17. Places stayed on the night after visiting Canyon de Chelly NM (N=97 places)

Place	Number of times mentioned	Percent*
Flagstaff, AZ	22	7
Holbrook, AZ	22	7
Albuquerque, NM	15	5
Cortez, CO	13	4
Gallup, NM	13	4
Page, AZ	13	4
Moab, UT	11	4
Grand Canyon National Park	10	3
Chinle, AZ	9	3
Durango, CO	9	3
Sedona, AZ	8	3
Unspecified, UT	8	3
Bluff, UT	7	2
Kayenta, AZ	6	2
Mesa Verde, CO	6	2
Monument Valley, AZ	6	2
Phoenix, AZ	6	2
Show Low, AZ	5	2
Blanding, UT	4	1
Santa Fe, NM	4	1
Unspecified, NM	4	1
Cameron, AZ	3	1
El Morro, NM	3	1
Farmington, NM	3	1
Grants, NM	3	1
Mexican Hat, UT	3	1
71 other places	86	28

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Transportation

Question 3c

For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Canyon de Chelly NM area?

Results

- 60% of nonresident visitor group members used a car to travel most of the distance from home to the Canyon de Chelly NM area (see Figure 27).
- 19% used an airplane.
- "Other" methods of transportation (2%) were:

  Bicycle
  Bus

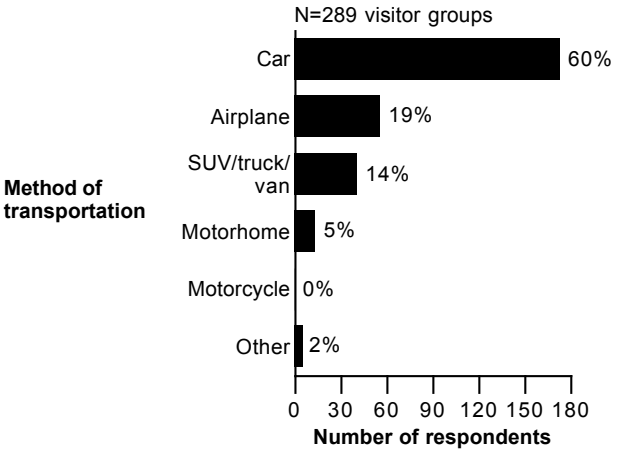


Figure 27. Method of transportation

Number of vehicles

Question 5b

On this visit, how many vehicles did your personal group use to arrive at the park?

Results

- 94% of visitor groups used one vehicle to arrive at the park (see Figure 28).

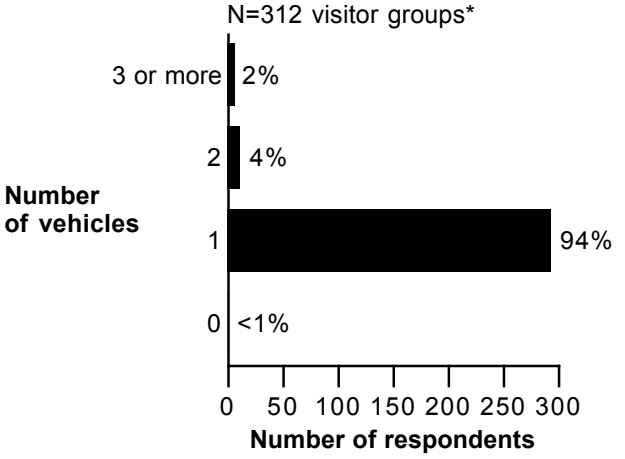


Figure 28. Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overnight stays

Question 7a

On this trip, did anyone in your personal group stay overnight away from their permanent residence inside Canyon de Chelly NM or in the area (within 10 miles of the park)?

Results

- 57% of visitor groups stayed overnight away from home in the park area (see Figure 29).

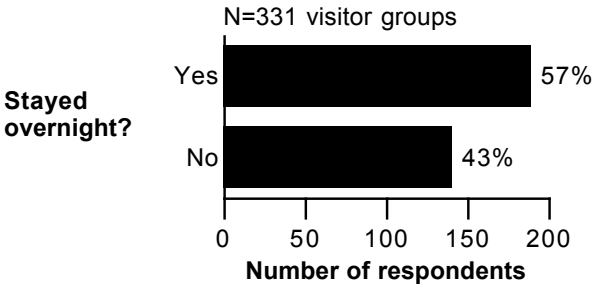


Figure 29. Visitor groups that stayed overnight inside the park or within 10 miles of the park

Question 7b

If YES, please list the number of nights your personal group stayed in each of the following accommodations.

Results

- As shown in Figure 30, among those visitor groups that stayed overnight inside the park or in the area within 10 miles of the park, the most common types of accommodations were:

  26% Best Western
  25% Holiday Inn
  23% Cottonwood Campground

- "Other types of accommodations (3%) were:

  Bamerco Church of God
  Campout at Sliding House
  Canyon floor
  Howard Smith's
  Unknown campground

- Table 18 shows the number of nights spent in accommodations inside the park or in the area within 10 miles of the park. Accommodations specified by fewer than 30 visitor groups should be interpreted with **CAUTION!**

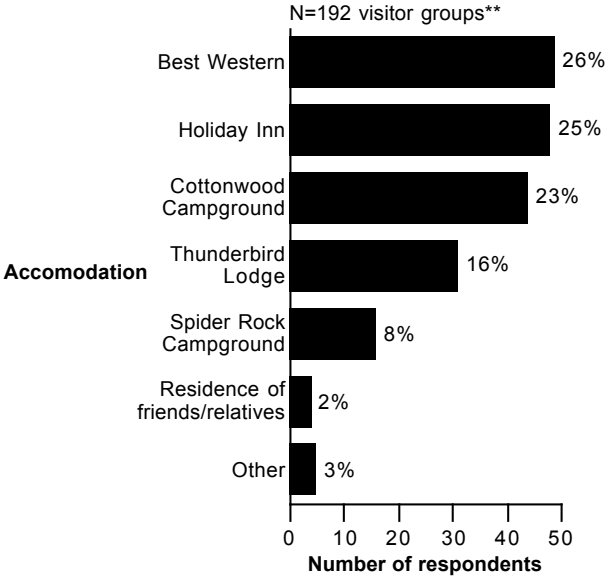


Figure 30. Accommodations used inside the park or within 10 miles of the park

Note: Some visitor groups indicated they used an accommodation without specifying the number of nights; therefore, the N in Figure 30 and in Table 18 is not the same.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 18. Number of nights spent in accommodations inside the park or within 10 miles of the park (N=number of visitor groups)

		Number of nights (%)*			
Accommodation	**N**	1	2	3	4 or more
Best Western	49	71	27	0	2
Cottonwood Campground	44	61	25	9	5
Holiday Inn	48	77	23	0	0
Residence of friends or relatives – **CAUTION!**	3	67	0	0	33
Spider Rock Campground – **CAUTION!**	16	81	19	0	0
Thunderbird Lodge	31	74	23	0	3
Other – **CAUTION!**	5	40	20	20	20

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay in the park

Question 5a

On this visit, how long did your personal group spend visiting Canyon de Chelly NM?

Results

Number of hours if less than 24 (69%)

- 39% of visitor groups spent three to four hours in the park (see Figure 31).
- 37% spent five or more hours.
- The average length of stay for visitor groups who spent less than 24 hours was five hours.

Number of days if 24 hours or more (31%)

- 48% of visitor groups spent two days in the park (see Figure 32).
- 38% spent one day.
- The average length of stay for visitor groups who spent 24 hours or more was two days.

Average length of stay for all visitors

- The average length of stay for all visitor groups was 18 hours or 0.8 days.

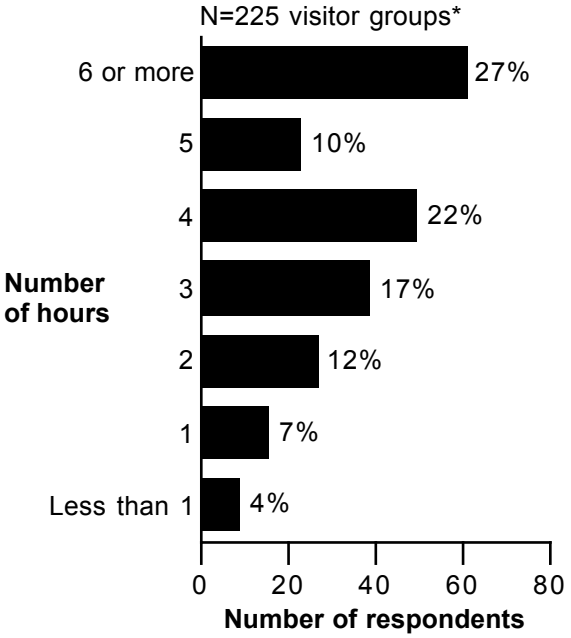


Figure 31. Number of hours spent in the park

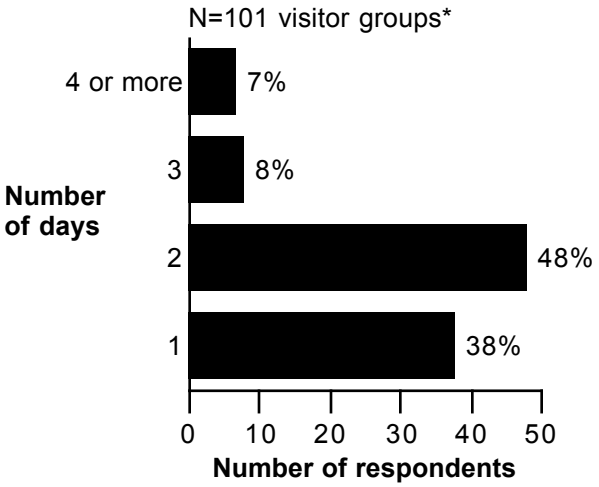


Figure 32. Number of days spent in the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited in the park

Question 10

On this visit to Canyon de Chelly NM, which places did your personal group visit?

- As shown in Figure 33, the most commonly visited sites by visitor groups at Canyon de Chelly NM were:

  87% White House Overlook
  86% Visitor center
  70% Spider Rock Overlook

- The least visited site was:

  10% Cottonwood Picnic Area

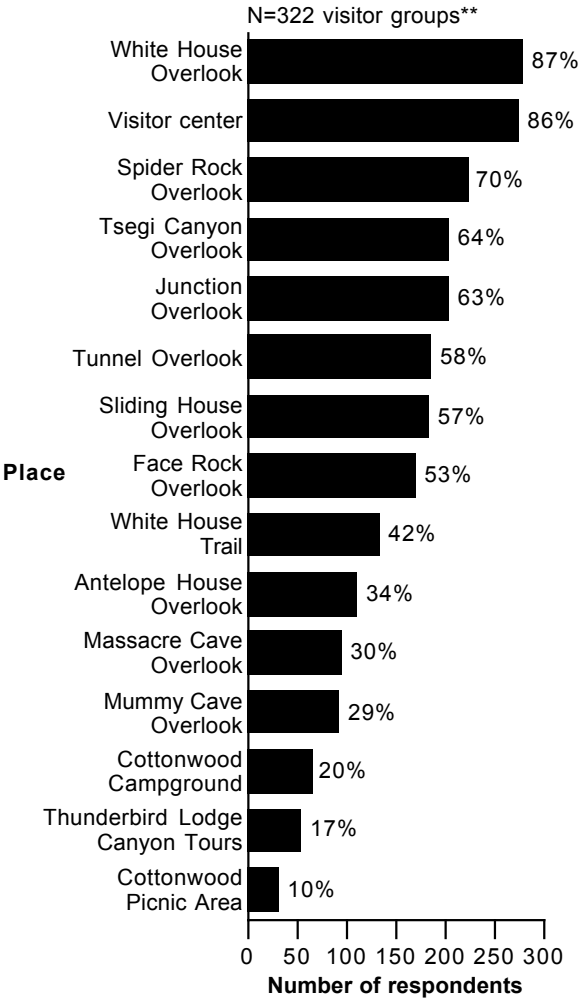


Figure 33. Sites visited in the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 15a

On this visit, in which activities did your personal group participate within Canyon de Chelly NM?

Results

- As shown in Figure 34, the most common activities in which visitor groups participated on this visit were:

  87% Visit visitor center
  87% Stop at scenic overlooks
  47% Shop for Navajo arts and crafts
  44% Shop in park bookstore

- "Other" activities (3%) were:

  Carnival
  Did fire ceremony on private land
  Lunch - Thunderbird
  Parade
  Participate in ranger conference about Navajo food tradition
  Picnic lunch
  Rodeo
  Speak to Navajo rangers who reside in area
  Spider Rock
  View contemporary art display
  Watched movie

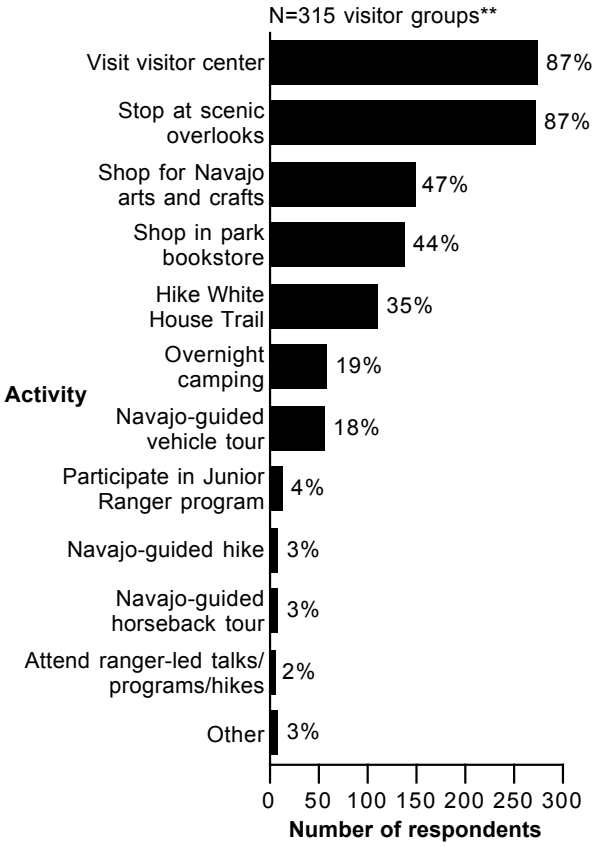


Figure 34. Activities on this visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Activities on future visits

Question 15b

If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park?

Results

- As shown in Figure 35, the most common activities in which visitor groups would prefer to participate on future visits were:

  67% Visit visitor center
  64% Stop at scenic overlooks
  54% Attend ranger-led talks/programs/hikes

- "Other" activities (2%) were:

  Jeep tour
  Night hike in canyon
  Unguided hike
  Visit Navajo personal homes

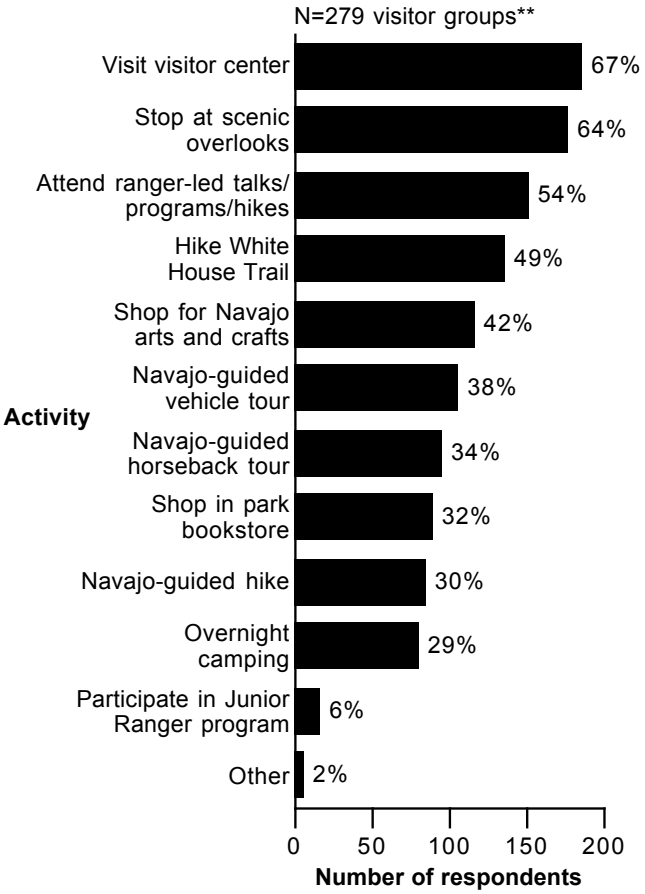


Figure 35. Activities on future visits

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Ranger-led talks/programs

Question 12

On this visit to Canyon de Chelly NM, did your personal group attend a ranger-led talk/program?

Results

- 3% of visitor groups attended ranger-led talks/programs (see Figure 36).

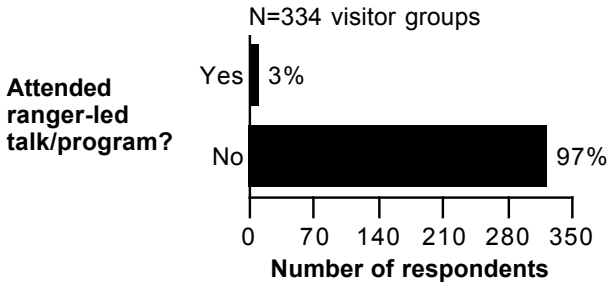


Figure 36. Visitor groups that attended ranger-led talks/programs

Question 13a

If YES, which program did you attend?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.
- Table 19 lists the programs attended by visitor groups.

Table 19. Ranger-led talks/programs attended by visitor groups – **CAUTION!** (N=8 comments)

Facility	Number of times mentioned
Video	2
Visitor Center	2
Jeep Tour	1
Junior Ranger	1
Native foods	1
Saturday morning hike	1

Question 13b

Please rate the length of the ranger-led program.

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 37).

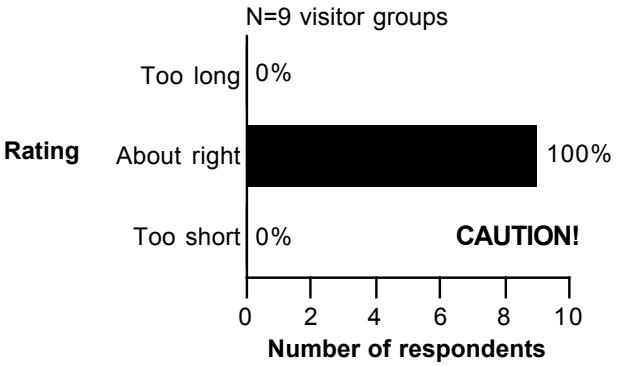


Figure 37. Visitor groups' ratings of length of ranger-led programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13c

Please rate the program schedule.

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 38).

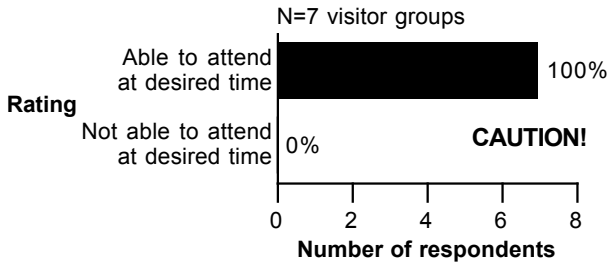


Figure 38. Visitor groups' ratings of the program schedule

Question 13d

Please rate the topics discussed during the ranger-led program.

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 39).

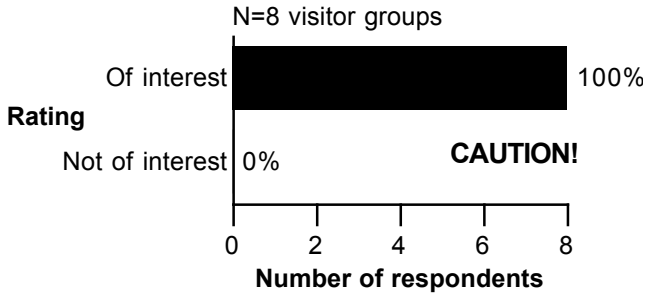


Figure 39. Visitor groups' ratings of topics discussed during ranger-led programs

Question 13e

In the program, did you learn something about Canyon de Chelly NM that is relevant or meaningful to your life today?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 40).

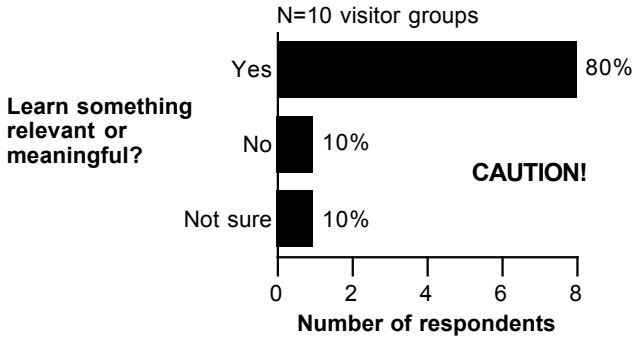


Figure 40. Visitor groups that learned something about the park that is relevant or meaningful

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13f

Is there any aspect of the Canyon de Chelly story that needs to be strengthened?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 41).

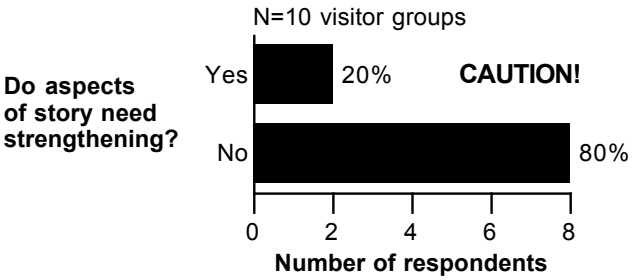


Figure 41. Visitor groups that indicated the Canyon de Chelly story needed strengthening

Question 13f

Please specify which aspect of the story needs strengthening.

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.
- Table 20 lists the aspects of the story that need strengthening.

Table 20. Aspects of the park story that need strengthening (N=7 comments) – **CAUTION!**

Aspect	Number of times mentioned
Explain why so many trees have been removed on the White House Trail	1
First people - who lived there	1
History of Navajo people	1
More about food, water, access for sun use	1
More ranger led hikes/lectures	1
The different tribes that occupied the canyon	1
The long walk	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 14

If your personal group did NOT attend a ranger-led program, what prevented your personal group from attending?

Results

- As shown in Figure 42, the most common reasons that prevented visitor groups from participating in ranger-led programs were:

  54% Lack of time
  43% Had other plans
  22% Was not aware of the programs

- "Other reasons" (10%) are listed in Table 21.

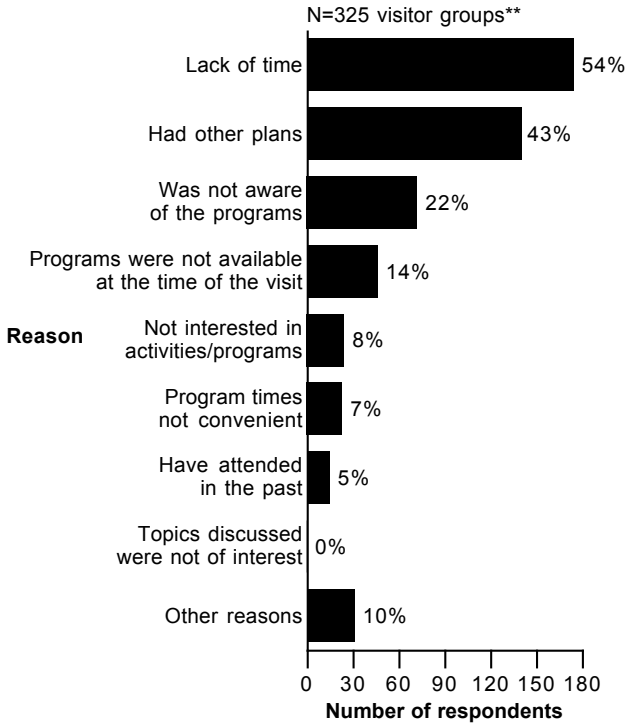


Figure 42. Reasons why visitor groups didn't participate in ranger-led programs

Table 21. "Other reasons" for not attending ranger-led programs/talks (N=30 comments)

Reason	Number of times mentioned
Don't understand English well	8
Was on a private tour	6
Prefer exploring on my own	4
Costs	1
Did not know what really to expect at Canyon de Chelly	1
Guided visits too long	1
I am a geologist	1
It was a quick stop to check it out for a future visit	1
Lack of prior planning	1
Primarily a day to visit and enjoy sites	1
There was only paper program, gotten from a woman outside the visitor center	1
Time wise, the main focus was on hiking this trip	1
Wanted to do trail	1
Was mostly to see the views	1
With children	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, Resources, and Elements

Services used

Question 17a

Please indicate all the services that your personal group used at Canyon de Chelly NM during this visit.

Results

- As shown in Figure 43, the most common services used by visitor groups were:

  78% Park brochure/map
  74% Visitor center (overall)
  61% Roadside overlook exhibits

- The least used service was:

  1% Emergency services

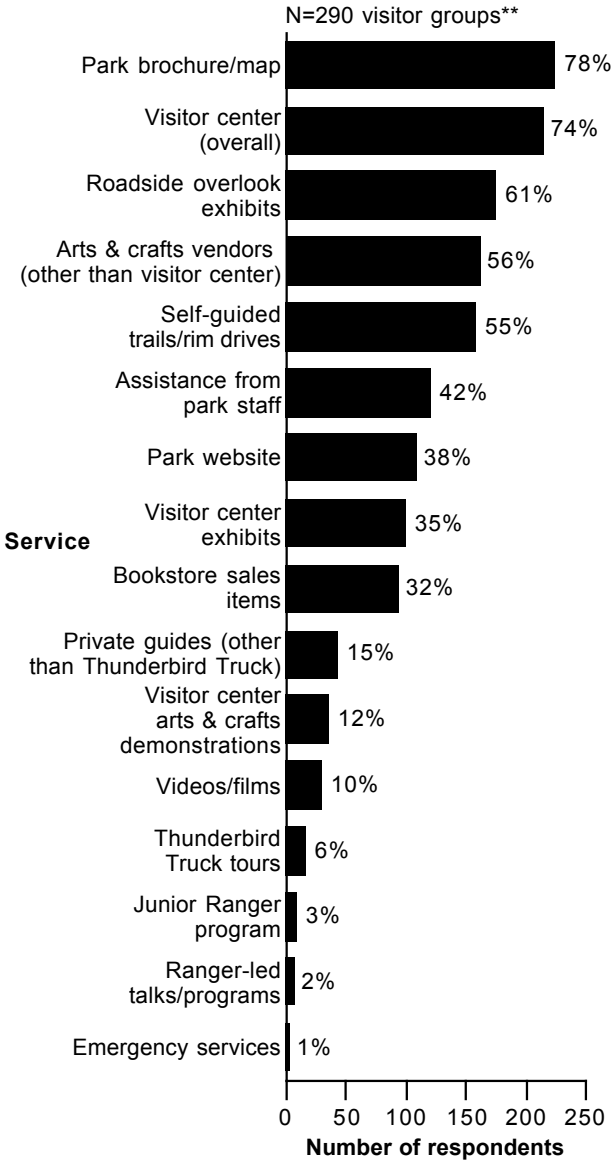


Figure 43. Services used

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of services

Question 17b

For only those services that your personal group used, please rate their importance to your visit from 1-5.

1=Not at all important
2=Slightly important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 44 shows the combined proportions of "extremely important" and "very important" ratings of services that were rated by 30 or more visitor groups.
- Table 22 shows the importance ratings of each service.
- The services receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  90% Private guides
  89% Self-guided trails/rim drives
  89% Park brochure/map
  79% Park website

- The service receiving the highest "not at all important" rating that was rated by 30 or more visitor groups was:

  11% Arts and crafts vendors

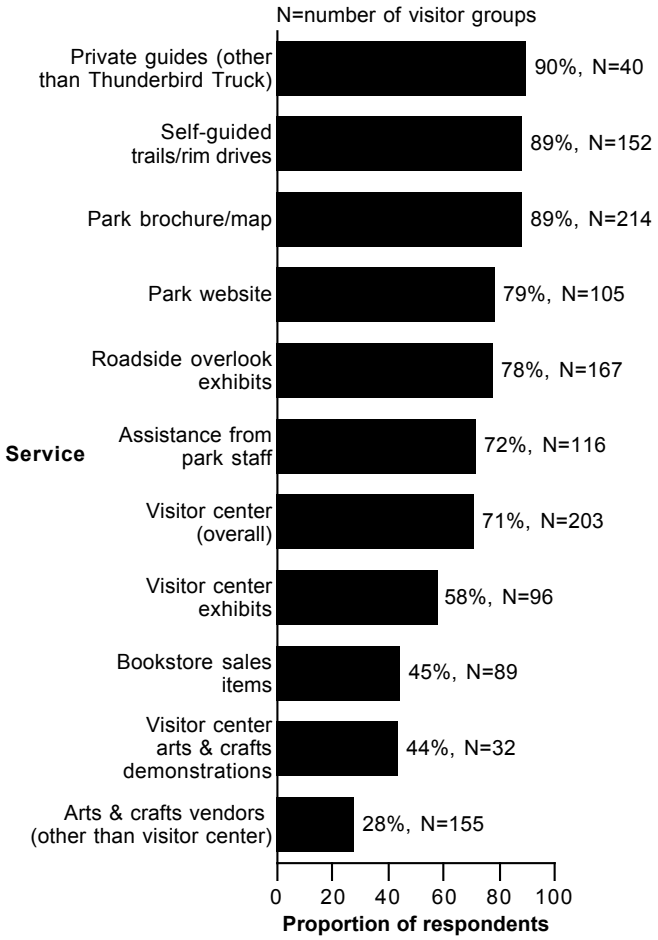


Figure 44. Combined proportions of "extremely important" and "very important" ratings of services

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 22. Importance ratings of services
(N=number of visitor groups)

		Rating (%)*				
Service	**N**	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Arts and crafts vendors (other than visitor center)	155	11	26	34	20	8
Assistance from park staff	116	1	3	24	40	32
Bookstore sales items	89	2	11	42	29	16
Emergency services – **CAUTION!**	2	50	0	0	0	50
Junior Ranger Program – **CAUTION!**	9	0	0	0	67	33
Roadside overlook exhibits	167	1	4	18	44	34
Park brochure/map	214	1	2	9	35	54
Park website	105	2	3	16	46	33
Private guides (other than Thunderbird Truck tours)	40	5	0	5	25	65
Ranger-led talks/programs – **CAUTION!**	6	17	0	0	50	33
Self-guided trails/rim drives	152	1	0	10	32	57
Thunderbird Truck tours – **CAUTION!**	16	6	0	0	38	56
Videos/films – **CAUTION!**	25	4	12	32	32	20
Visitor center arts and crafts demonstrations	32	6	6	44	19	25
Visitor center exhibits	96	4	4	33	33	25
Visitor center (overall)	203	1	4	24	36	35

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of services

Question 17c

For only those services that your personal group used, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results

- Figure 45 shows the combined proportions of "very good" and "good" ratings of services that were rated by 30 or more visitor groups.
- The services receiving the highest combined proportions of "very good" and "good" ratings were:

  92% Park brochure/map
  92% Assistance from park staff/volunteers
  90% Private guides
  88% Self-guided trails/rim drives

- Table 23 shows the quality ratings of each service.
- The service receiving the highest "very poor" rating that was rated by 30 or more visitor groups was:

  7% Roadside overlook exhibits

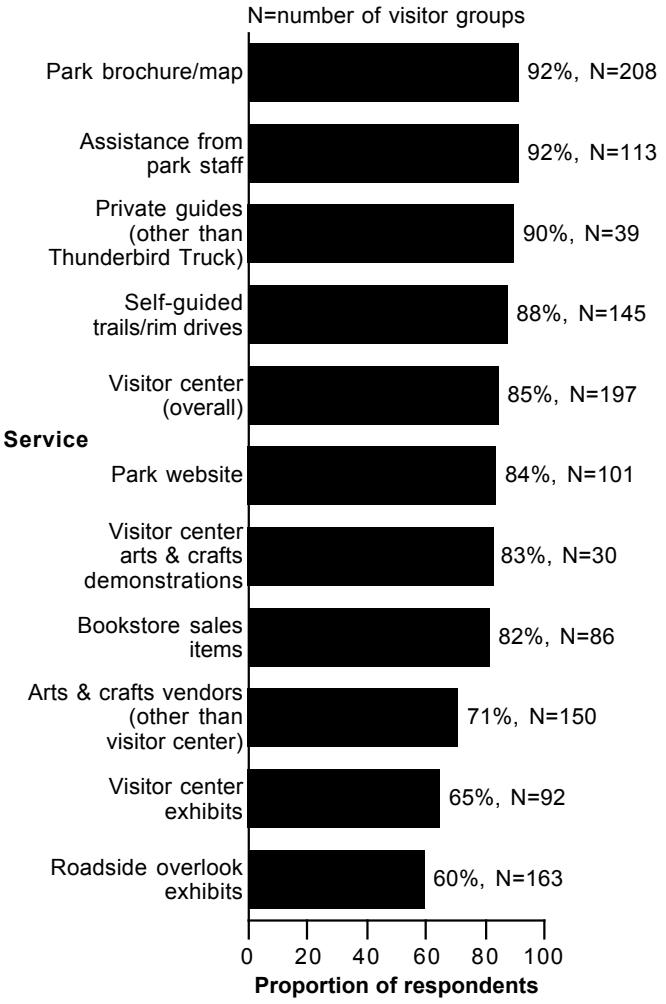


Figure 45. Combined proportions of "very good" and "good" ratings of services

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 23. Quality ratings of services
(N=number of visitor groups)

		Rating (%)*				
Service	**N**	Very poor	Poor	Average	Good	Very good
Arts and crafts vendors (other than visitor center)	150	0	5	25	49	22
Assistance from park staff	113	0	1	7	31	61
Bookstore sales items	86	0	0	17	52	30
Emergency services – **CAUTION!**	2	0	0	50	0	50
Junior Ranger Program – **CAUTION!**	10	0	0	30	20	50
Roadside overlook exhibits	163	7	14	20	37	23
Park brochure/map	208	<1	<1	7	40	52
Park website	101	1	2	13	56	28
Private guides (other than Thunderbird Truck tours)	39	0	0	10	21	69
Ranger-led talks/programs – **CAUTION!**	5	0	0	20	20	60
Self-guided trails/rim drives	145	0	3	9	45	43
Thunderbird Truck tours – **CAUTION!**	15	0	0	13	33	53
Videos/films – **CAUTION!**	23	0	0	26	43	30
Visitor center arts and crafts demonstrations	30	0	0	17	43	40
Visitor center exhibits	92	0	8	27	38	27
Visitor center (overall)	197	0	4	22	44	31

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of services

- Figure 46 and Figure 47 show the mean scores of importance and quality ratings of services that were rated by 30 or more visitor groups.
- All services except "arts and crafts vendors" were rated above average in importance and quality.

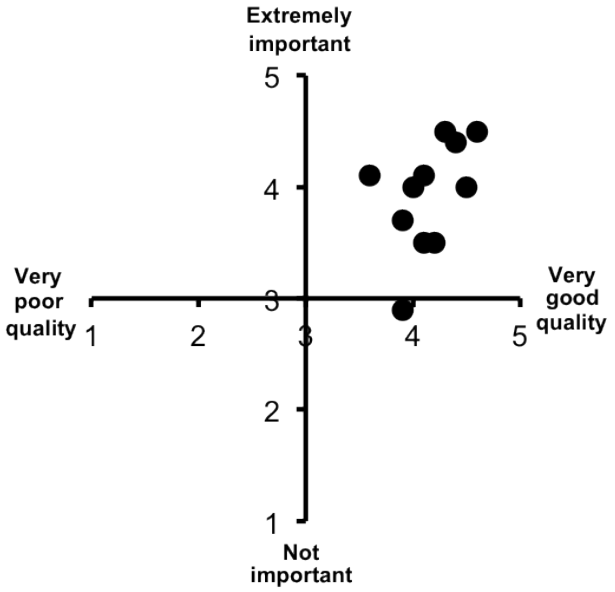


Figure 46. Mean scores of importance and quality ratings of services

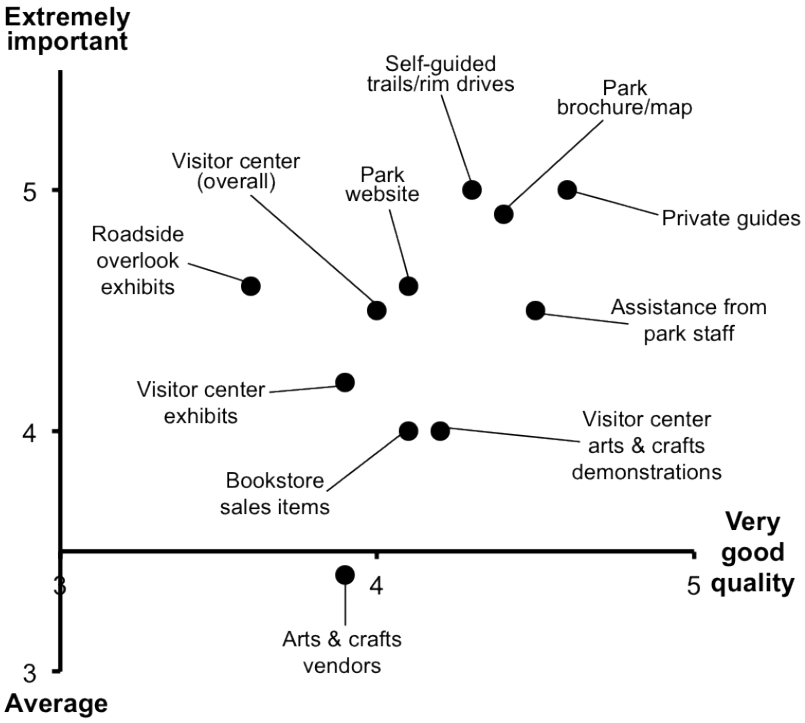


Figure 47. Detail of Figure 46

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor facilities used

Question 18a

Please indicate all the visitor facilities that your personal group used at Canyon de Chelly NM during this visit.

Results

- As shown in Figure 48, the most common facilities used by visitor groups were:

  77% Restrooms
  65% Highway directional signs
  25% Garbage disposal/recycling
  25% Campground/picnic areas

- The least used facility was:

  4% Access for people with disabilities

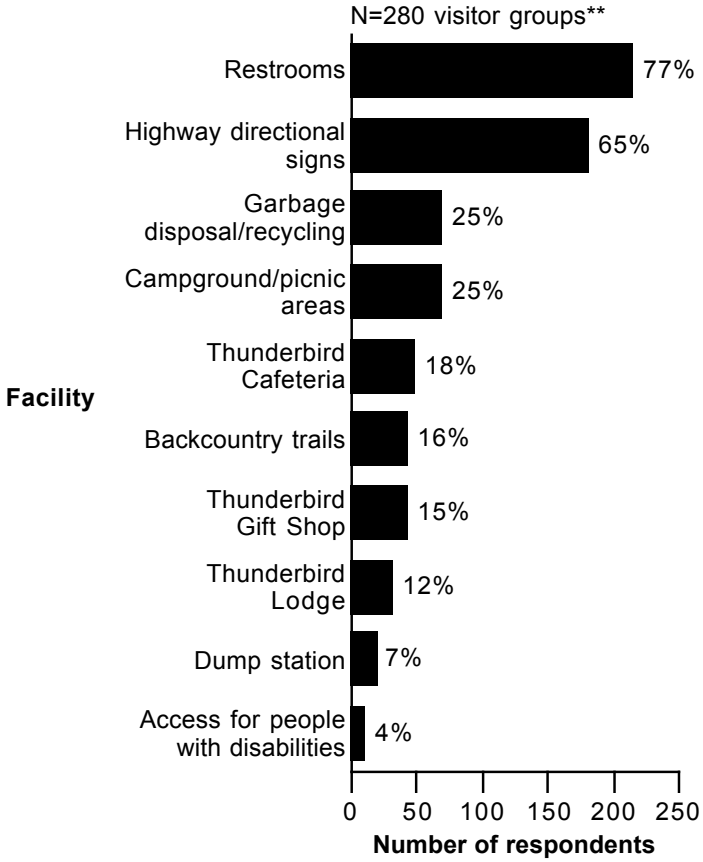


Figure 48. Facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of facilities

Question 18b

For only those facilities that your personal group used, please rate their importance to your visit from 1-5.

1=Not at all important
2=Slightly important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 49 shows the combined proportions of "extremely important" and "very important" ratings of facilities that were rated by 30 or more visitor groups.
- The facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  95% Restrooms
  90% Highway directional signs
  86% Campground/picnic areas

- Table 24 shows the importance ratings of each facility.
- The facility receiving the highest "not at all important" rating that was rated by 30 or more visitor groups was:

  3% Thunderbird Gift Shop

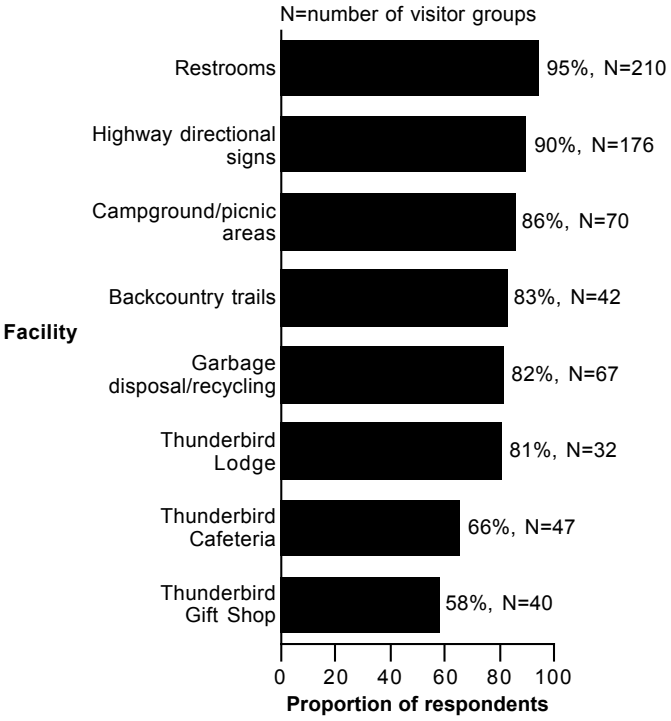


Figure 49. Combined proportions of "extremely important" and "very important" ratings of facilities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 24. Importance ratings of facilities
(N=number of visitor groups)

		Rating (%)*				
Facility	**N**	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Access for people with disabilities – **CAUTION!**	11	0	0	9	18	73
Backcountry trails	42	0	5	12	40	43
Campground/picnic areas	70	0	1	13	37	49
Dump station – **CAUTION!**	20	5	0	15	30	50
Garbage disposal/recycling	67	0	4	13	27	55
Highway directional signs	176	0	1	10	36	54
Restrooms	210	0	<1	5	29	66
Thunderbird Cafeteria	47	0	2	32	36	30
Thunderbird Gift Shop	40	3	13	28	30	28
Thunderbird Lodge	32	0	3	16	34	47

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of facilities

Question 18c

For only those facilities that your personal group used, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results

- Figure 50 shows the combined proportions of "very good" and "good" ratings of facilities that were rated by 30 or more visitor groups.
- The facilities receiving the highest combined proportions of "very good" and "good" ratings were:

  91% Backcountry trails
  85% Thunderbird Gift Shop
  81% Highway directional signs

- Table 25 shows the quality ratings of each facility.
- The facility receiving the highest "very poor" rating that was rated by 30 or more visitor groups was:

  3% Thunderbird Lodge

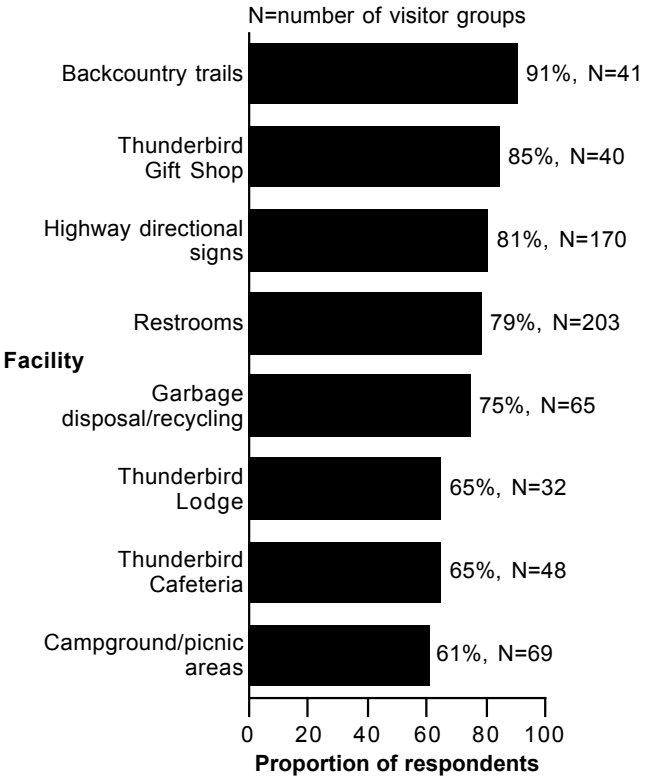


Figure 50. Combined proportions of "very good" and "good" ratings of facilities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 25. Quality ratings of facilities
(N=number of visitor groups)

		Rating (%)*				
Facility	N	**Very poor**	**Poor**	**Average**	**Good**	**Very good**
Access for people with disabilities – **CAUTION!**	10	0	0	10	40	50
Backcountry trails	41	0	0	10	54	37
Campground/picnic areas	69	0	13	26	41	20
Dump station – **CAUTION!**	18	0	0	28	28	44
Garbage disposal/recycling	65	2	6	17	37	38
Highway directional signs	170	1	4	14	46	35
Restrooms	203	1	1	19	45	34
Thunderbird Cafeteria	48	2	8	25	38	27
Thunderbird Gift Shop	40	0	5	30	35	30
Thunderbird Lodge	32	3	0	31	34	31

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of facilities

- Figure 51 and Figure 52 show the mean scores of importance and quality ratings of facilities that were rated by 30 or more visitor groups.
- All facilities were rated above average in importance and quality.

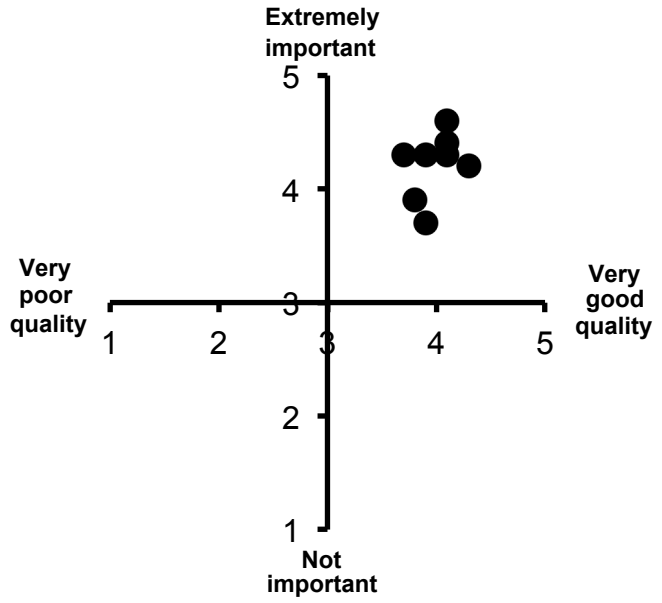


Figure 51. Mean scores of importance and quality ratings of facilities

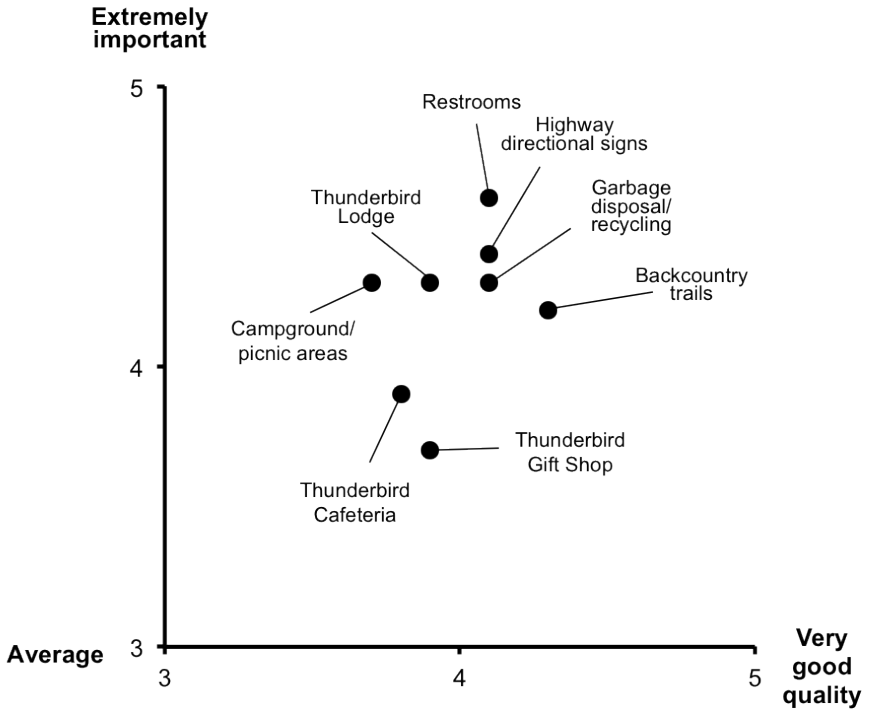


Figure 52. Detail of

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Figure 51

Desired additional facilities

Question 19

If you were to visit Canyon de Chelly NM in the future, what additional facilities would your personal group like to have available? (Open-ended)

Results

- 32% of visitor groups (N=109) responded to this question.
- Table 26 shows the desired additional facilities to use on a future visit.

Table 26. Desired additional facilities
(N=112 comments; some visitor groups made more than one comment)

Facility	Number of times mentioned
Showers at campgrounds	7
More picnic areas	6
More ranger-led activities/talks	5
More trails	5
Vending machines	4
Better food	3
Better overview of available tours	3
Food at visitor center	3
More available water	3
A central location for Navajo vendors	2
Another trail to take into the canyon	2
Dishwashing facilities	2
Guides at overlooks	2
Hookups at the campground	2
Less vendors at overlooks	2
More information signage	2
More self-guided trails	2
Restrooms	2
Other facilities	55

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Elements affecting experience

Question 28

On this visit to Canyon de Chelly NM, please indicate how the following items affected your personal group's park experience.

Results

- Table 27 shows how different elements detracted from, had no effect on, or added to visitor groups' experiences.
- Table 28 lists the "other" elements that affected visitor groups' experiences.

Table 27. How elements affected visitor groups' park experience
(N=number of visitors that responded to the question;
n_1=number of visitors that rated each element;
n_2=number of visitor groups that did not experience each element)

		Rating (%)*				Did not experience	
Item/activity	**Total N**	**n_1**	**Detracted from**	**No effect**	**Added to**	**n_2**	**% of total**
Arts and crafts vendors	313	281	15	32	53	32	10
Park's removal of invasive species	313	198	3	68	30	115	37
Stray livestock/pets	315	233	8	60	32	82	26
Trash	313	186	38	54	9	127	41
Other – **CAUTION!**	10	10	80	0	20	0	0

Table 28. "Other" elements that affected visitor groups' experiences
(N=11 comments; some visitor groups made more than one comment) – **CAUTION!**

Item/activity	Number of times mentioned
Campground at hills	1
Dirty restrooms	1
Dying horse	1
Horseback tour	1
Outdoor exhibit signs and trail markings	1
Poor condition of Thunderbird Lodge	1
Poorly fed horses	1
Sign graffiti scary	1
Starving dogs	1
Truth spoken	1
White House fence	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Crowding in the park

Question 11

On this visit, to Canyon de Chelly NM, please rate how crowded your personal group felt at the following locations.

Results

- Table 29 shows the locations in the park where visitor groups felt crowded.

Table 29. Crowding at park locations
(N=number of visitors that responded to the question;
n_1=number of visitors that rated each location;
n_2=number of visitor groups that did not use/visit location)

			Rating (%)*				Did not use/visit	
Location	**Total N**	n_1	Not at all crowded	Slightly crowded	Moderately crowded	Extremely crowded	n_2	% of total
At overlooks	330	321	86	11	2	1	9	3
At picnic areas	267	58	90	7	3	0	209	78
On guided tours	271	83	81	17	2	0	188	69
In campgrounds	269	77	87	9	3	1	192	71
On hiking trails	291	161	81	14	3	1	130	45
On the roads	326	318	92	6	1	1	8	2
In visitor center	329	302	83	14	3	0	27	8

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Opinions about safety

Question 8a

For the safety issues below, please indicate how safe your personal group felt from crime and accidents during this visit to Canyon de Chelly NM.

Results

- Table 30 shows visitor groups' ratings of how safe they felt during their visit to Canyon de Chelly NM.

Table 30. Opinions about safety
(N=number of visitors)

		Rating (%)*				
Safety issue	N	**Very unsafe**	**Unsafe**	**Neither safe nor unsafe**	**Safe**	**Very safe**
Personal safety — from crime	335	<1	1	9	41	49
Personal safety — from accidents	333	<1	2	8	48	41
Personal property — from crime	334	1	4	15	42	38

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 8b

If you marked that you felt "very unsafe" or "unsafe" for any of the above issues, please explain why. (Open-ended)

Results

- Table 31 shows visitor groups' explanations of "very unsafe" or "unsafe" ratings.

Table 31. Explanations of "very unsafe" or "unsafe" ratings
(N=32 comments; some visitor groups made more than one comment)

Safety issue	Number of times mentioned
Various warning signs posted about theft	8
Beggars	3
Animals on the road	2
A lot teenagers hanging out, occasionally drinking	1
Approached by vendors who appeared intoxicated	1
Dogs in campground	1
Glonies	1
Hitchhikers	1
Homeless people	1
I was worried about 9 year old falling from the rim	1
Intoxicated people at Dinosaur Tracks	1
Made sure our vehicle was locked and kept personal items close	1
No ranger or police	1
People parked in parking lot of overlooks selling items	1
Some areas in town felt uneasy due to unkempt individuals. One Indian woman we picked up did warn of fraudulent guides	1
Some armless people came by night	1
Some crafts vendors looked very suspicious	1
The campground does not appear to be secure, close to busy road	1
The gang graffiti made relatives feel "on edge"	1
The view of the canyon is spectacular but the poorly maintained/lack of guardrails felt unsafe - particularly with a strong wind	1
Traffic accidents	1
We did not feel safe stopping at the lookouts near dark	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures

Total expenditures inside and outside the park

Question 21

For your personal group, please estimate all expenditures for the items listed below for this visit to Canyon de Chelly NM and the surrounding area (within 10 miles of the park).

Results

- 54% of visitor groups spent $101 or more (see Figure 53).
- 31% spent $1-$100.
- The average visitor group expenditure was $234.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $120.
- The average total expenditure per person (per capita) was $109.
- As shown in Figure 54, the largest proportions of total expenditures inside and outside the park were:

  30% Lodge, hotel, motel, cabin, B&B, etc.
  16% All other purchases
  15% Restaurants and bars

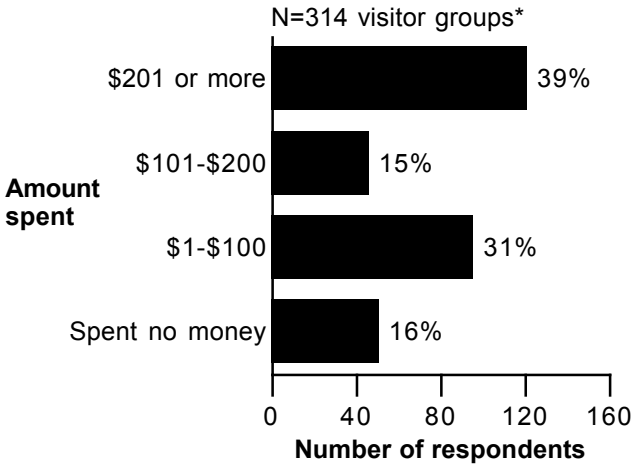


Figure 53. Total expenditures inside and outside the park

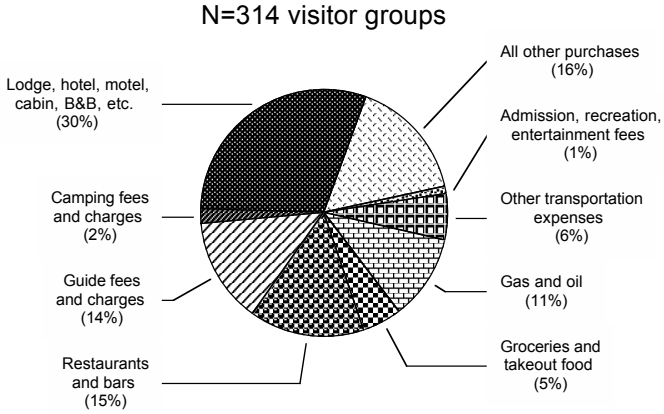


Figure 54. Proportions of total expenditures inside and outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by expenditures

Question 21c

How many adults (18 years or older) do these expenses cover?

Results

- 69% of visitor groups had two adults covered by expenditures (see Figure 55).
- 19% had three or more adults covered by expenditures.

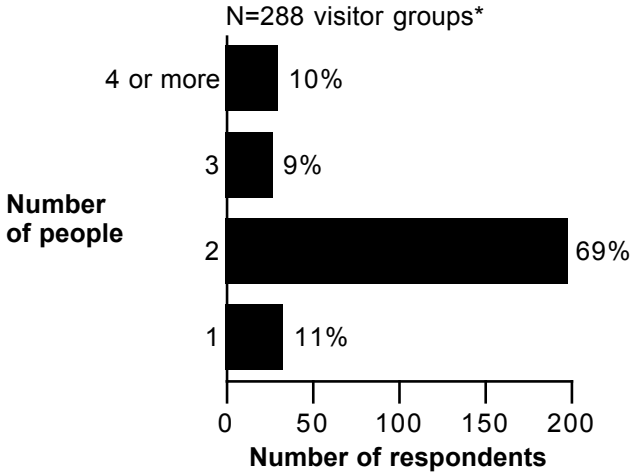


Figure 55. Number of adults covered by expenditures

Number of children covered by expenditures

Question 21c

How many children (under 18 years) do these expenses cover?

Results

- 75% of visitor groups had no children covered by expenditures (see Figure 56).
- 20% had one or two children covered by expenditures.

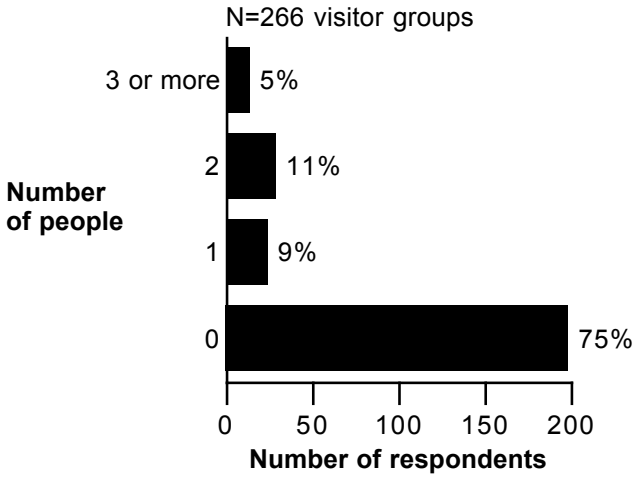


Figure 56. Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures inside the park

Question 21a

Please list your personal group's total expenditures inside Canyon de Chelly NM.

Results

- 52% of visitor groups spent $1-$200 (see Figure 57).
- 27% spent no money.
- The average visitor group expenditure inside the park was $135.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $35.
- The average total expenditure per person (per capita) was $84.
- As shown in Figure 58, the largest proportions of total expenditures inside the park were:

  26% All other purchases
  24% Guide fees and charges
  22% Lodge, hotel, motel, cabin, B&B, etc.

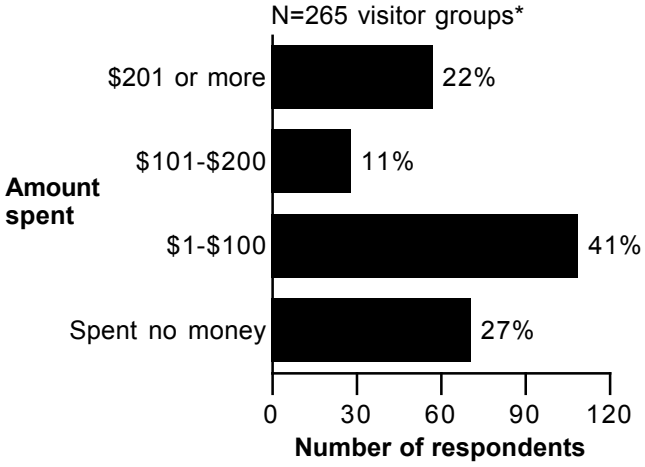


Figure 57. Total expenditures inside the park

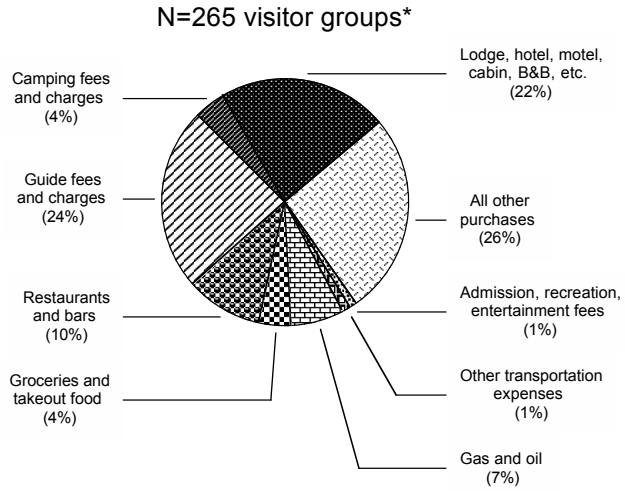


Figure 58. Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodge, hotel, motel, cabin, B&B, etc.

- 72% of visitor groups spent no money on lodging inside the park (see Figure 59).
- 22% spent $101 or more.

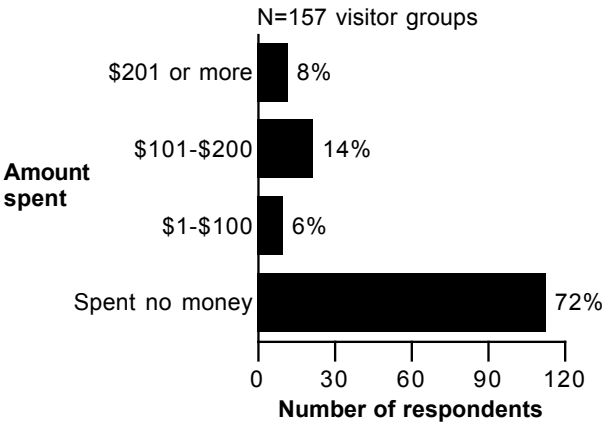


Figure 59. Expenditures for lodging inside the park

Camping fees and charges

- 63% of visitor groups spent no money on camping fees and charges inside the park (see Figure 60).
- 33% spent $1-$40.

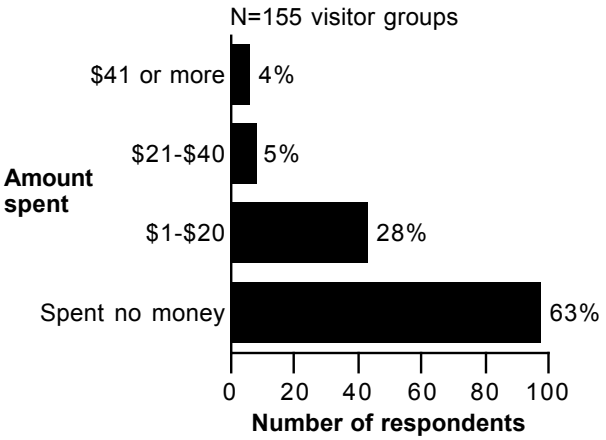


Figure 60. Expenditures for camping fees and charges inside the park

Guide fees and charges

- 68% of visitor groups spent no money on guide fees and charges inside the park (see Figure 61).
- 23% spent $101 or more.

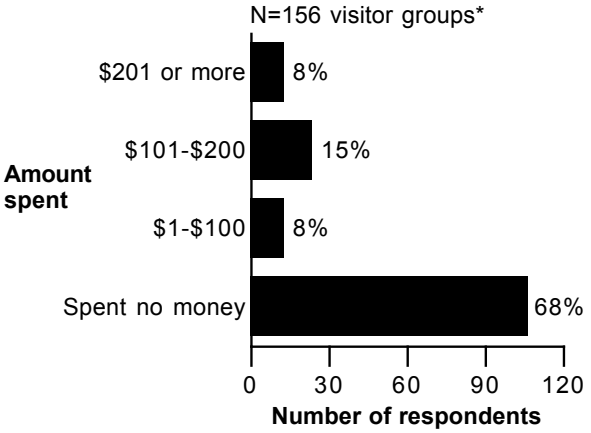


Figure 61. Expenditures for guide fees and charges inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Restaurants and bars

- 67% of visitor groups spent no money on restaurants and bars inside the park (see Figure 62).
- 28% spent $1-$100.

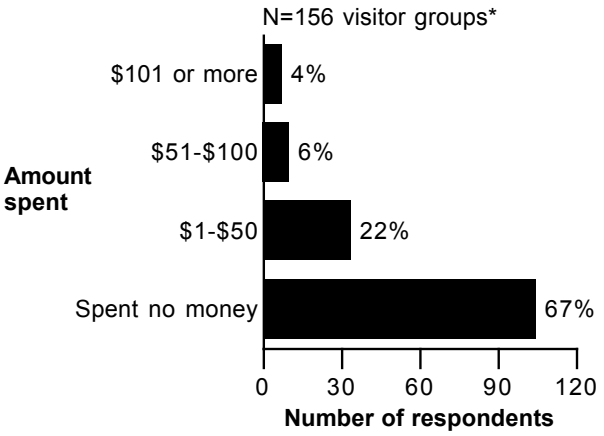


Figure 62. Expenditures for restaurants and bars inside the park

Groceries and takeout food

- 82% of visitor groups spent no money on groceries and takeout food inside the park (see Figure 63).
- 13% spent $21 or more.

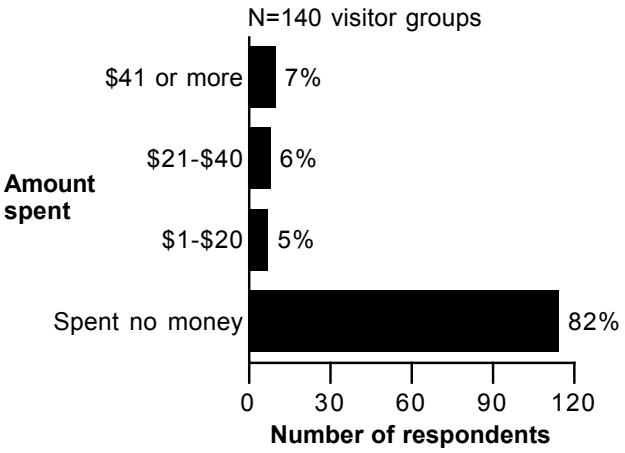


Figure 63. Expenditures for groceries and takeout food inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Gas and oil (auto, RV, boat, etc.)

- 78% of visitor groups spent no money on gas and oil inside the park (see Figure 64).
- 19% spent $1-$100.

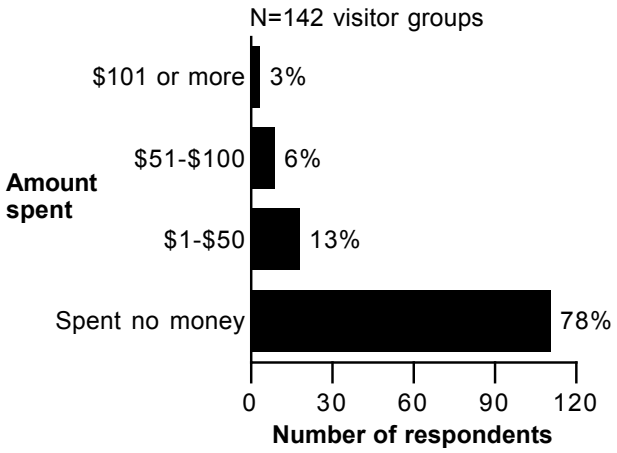


Figure 64. Expenditures for gas and oil inside the park

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 97% of visitor groups spent no money on other transportation inside the park (see Figure 65).

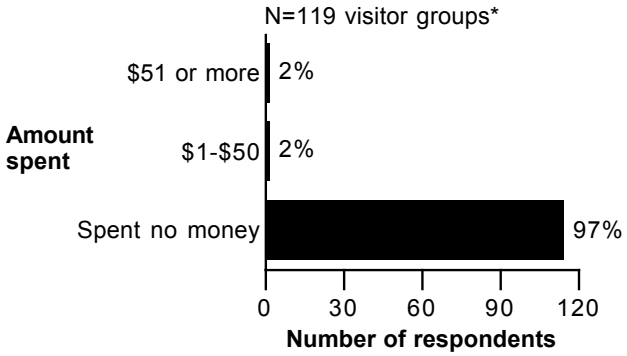


Figure 65. Expenditures for other transportation inside the park

Admission, recreation, and entertainment fees

- 91% of visitor groups spent no money on admission, recreation, and entertainment fees inside the park (see Figure 66).
- 5% spent $21 or more.

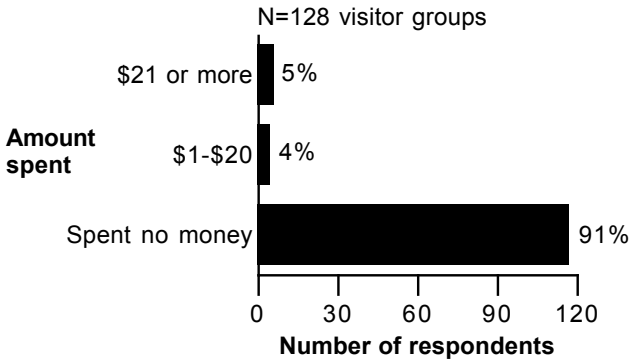


Figure 66. Expenditures for admission, recreation, and entertainment fees inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

All other purchases (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 39% of visitor groups spent $21 or more on all other purchases inside the park (see Figure 67).
- 35% spent no money.

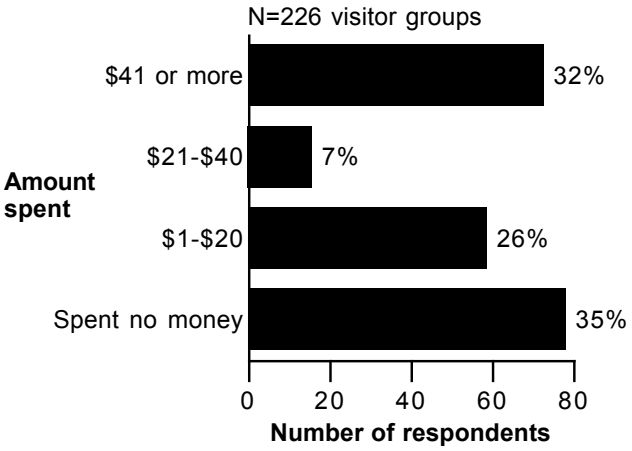


Figure 67. Expenditures for all other purchases inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures outside the park

Question 21b

Please list your personal group's total expenditures in the surrounding area outside the park (within 10 miles of the park).

Results

- 47% of visitor groups spent $1-$200 (see Figure 68).
- 27% spent $201 or more.
- The average visitor group expenditure outside the park was $164.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $70.
- The average total expenditure per person (per capita) was $93.
- As shown in Figure 69, the largest proportions of total expenditures outside the park were:

  38% Lodge, hotel, motel, cabin, B&B, etc.
  19% Restaurants and bars
  15% Gas and oil

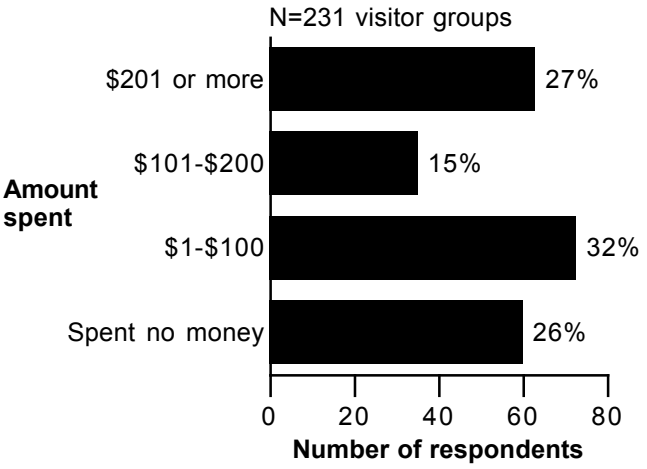


Figure 68. Total expenditures outside the park

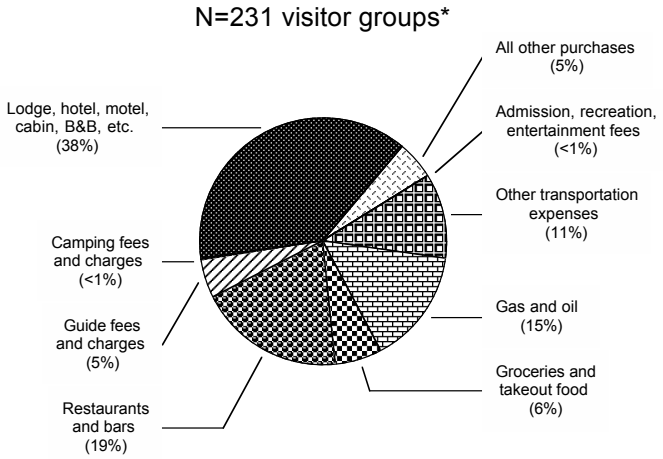


Figure 69. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodge, hotel, motel, cabin, B&B, etc.

- 52% of visitor groups spent no money on lodging outside the park (see Figure 70).
- 40% spent $101 or more.

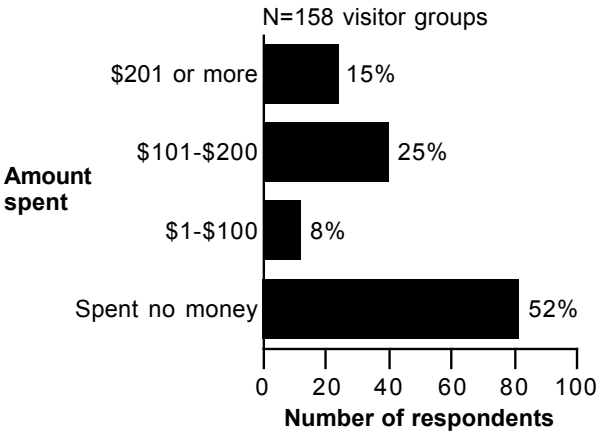


Figure 70. Expenditures for lodging outside the park

Camping fees and charges

- 98% of visitor groups spent no money on camping fees and charges outside the park (see Figure 71).

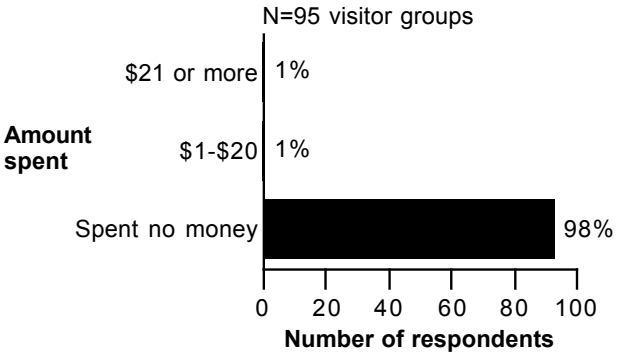


Figure 71. Expenditures for camping fees and charges outside the park

Guide fees and charges

- 91% of visitor groups spent no money on guide fees and charges outside the park (see Figure 72).
- 5% spent $101 or more.

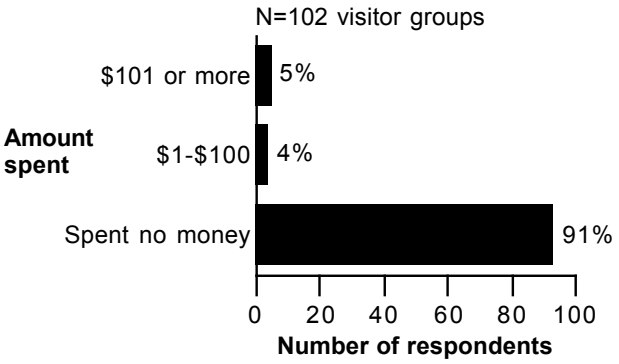


Figure 72. Expenditures for guide fees and charges outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Restaurants and bars

- 50% of visitor groups spent $21 or more on restaurants and bars outside the park (see Figure 73).
- 38% spent no money.

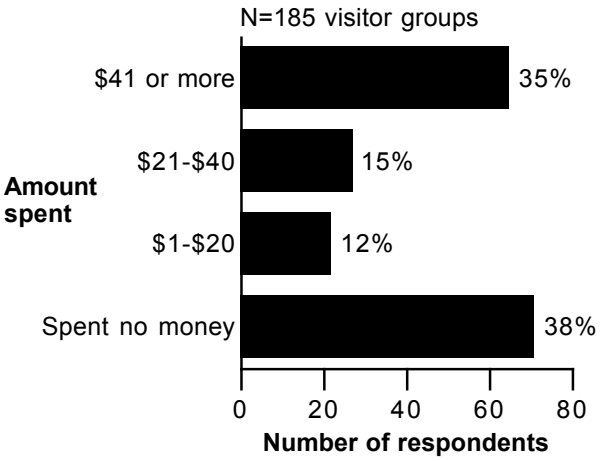


Figure 73. Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 59% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 74).
- 31% spent $1-$40.

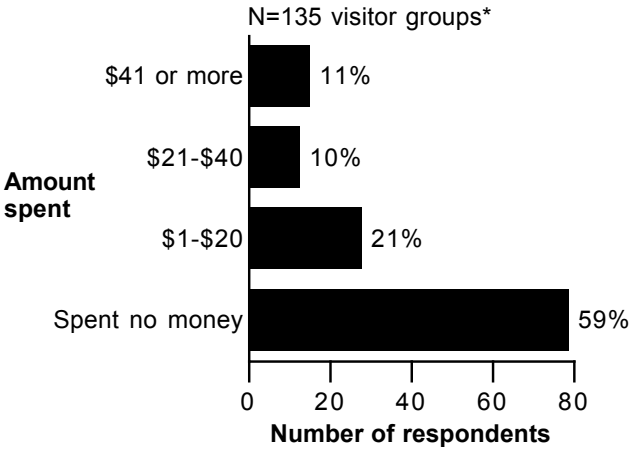


Figure 74. Expenditures for groceries and takeout food outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Gas and oil (auto, RV, boat, etc.)

- 56% of visitor groups spent $21 or more on gas and oil outside the park (see Figure 75).
- 41% spent no money.

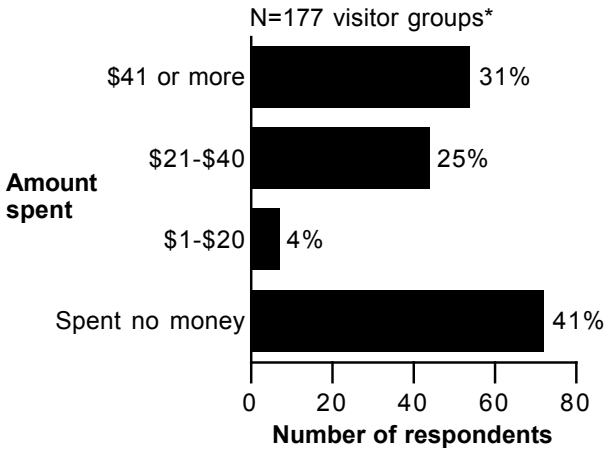


Figure 75. Expenditures for gas and oil outside the park

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 85% of visitor groups spent no money on other transportation outside the park (see Figure 76).
- 13% spent $51 or more.

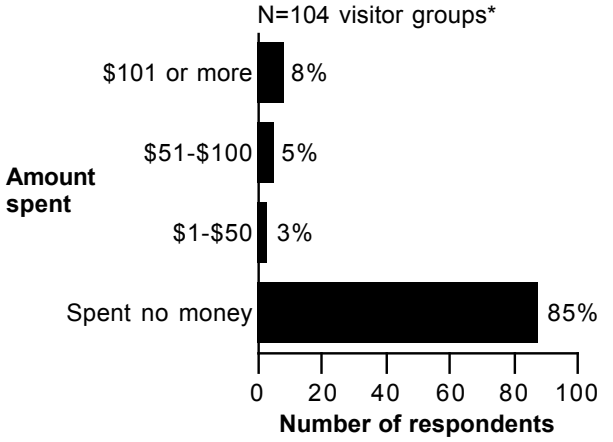


Figure 76. Expenditures for other transportation outside the park

Admission, recreation, and entertainment fees

- 95% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 77).
- 4% spent $1-$10.

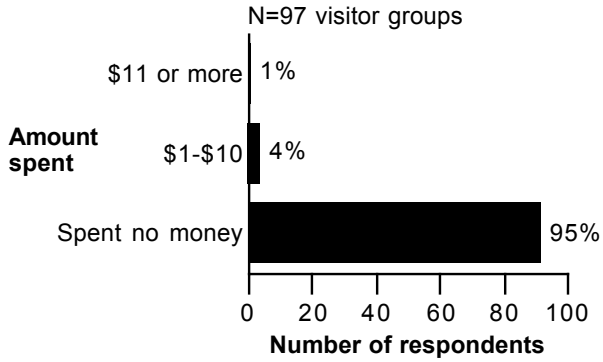


Figure 77. Expenditures for admission, recreation, and entertainment fees outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 71% of visitor groups spent no money on all other purchases outside the park (see Figure 78).
- 21% spent $21 or more.

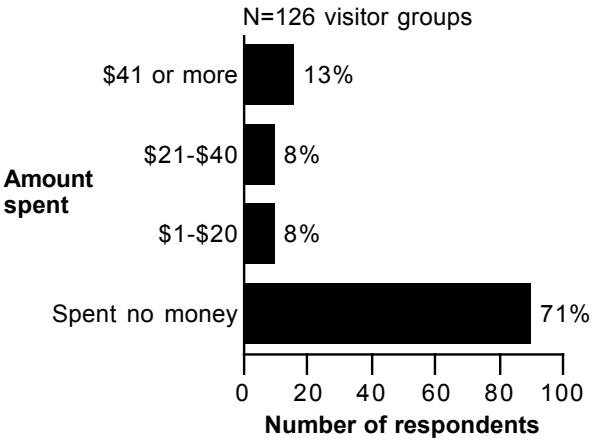


Figure 78. Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Income forgone to make this trip

Question 27c

How much income did your household forgo to make this trip (due to taking unpaid time off from work)?

Results

- 17% of respondents had forgone income to make this trip (see Figure 79).
- Of the respondents who had forgone income, 58% of respondents forwent $1001 or more (see Figure 80).
- 33% forwent $1-$500.

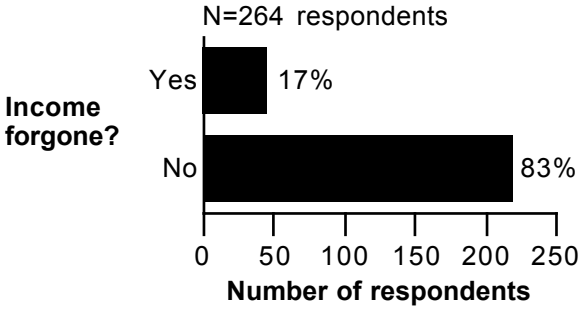


Figure 79. Respondents that had forgone income to make this trip

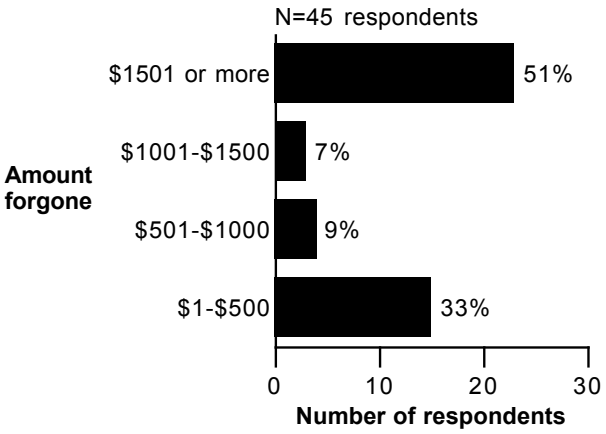


Figure 80. Income forgone to make this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Preferred methods to learn about the park

Question 29

If you were to visit Canyon de Chelly NM in the future, how would your personal group prefer to learn about cultural and natural history/features of Canyon de Chelly NM?

Results

- 94% of visitor groups were interested in learning about the cultural and natural history/features of Canyon de Chelly NM on a future visit (see Figure 81).

- As shown in Figure 82, among those visitor groups that were interested in learning about the park, the most common methods to learn were:

  68% Printed materials
  61% Outdoor exhibits
  52% Indoor exhibits

- "Other" methods (6%) were:

  By going to valley floor
  From volunteers
  Informational hikes
  Internet website
  Navajo guide
  Programs/materials in French
  Self-guided hiking trails
  Vendors
  Yarns (wool)

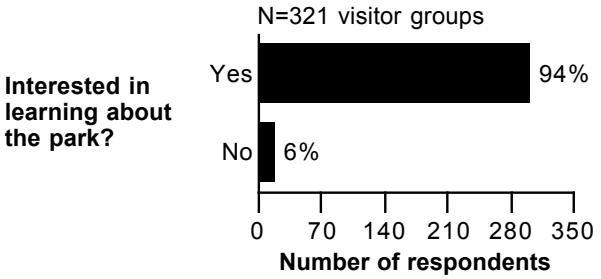


Figure 81. Visitor groups that were interested in learning about the cultural and natural history/ features of Canyon de Chelly NM on a future visit

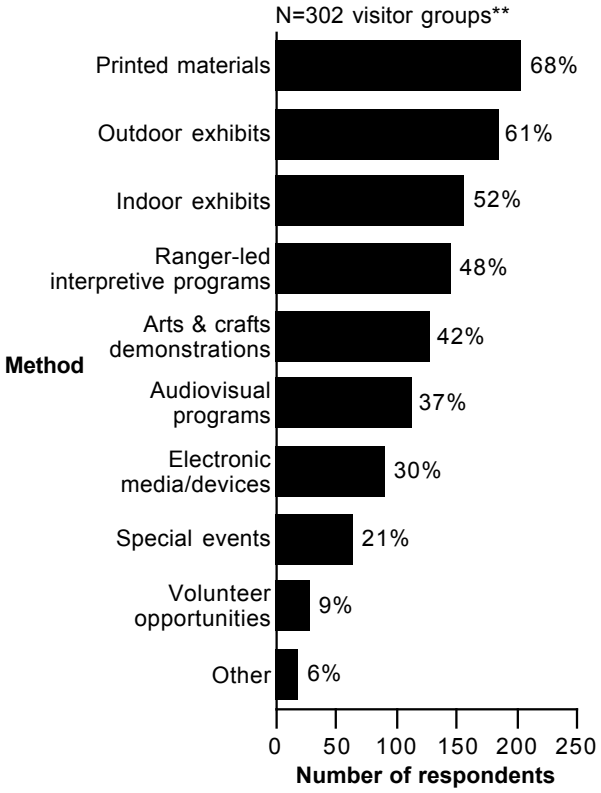


Figure 82. Preferred methods for learning about the cultural and natural history/features of Canyon de Chelly NM on a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Management decisions affecting future visits to the park or use of park resources

Question 23

Currently, the National Park Service and the Navajo Nation are working to develop a cooperative management plan that will help to better manage resources, clearly define agency responsibilities, and involve local people in management decisions. With this development, some modifications may occur that will affect the way the park operates. The park does not currently charge fees; however, the Navajo Nation Parks and Recreation Department (NPRD) is considering tribal management of the Cottonwood Campground, fee collection for the campground, and fee collection for backcountry permits.

If you were to visit Canyon de Chelly NM in the future, how would the new management affect your personal group's decision to visit the park or to use park facilities?

Results

- Table 32 shows how management decisions would affect future visits to the park or use of park resources.

Table 32. Management decisions affecting future visits to the park or use of park resources (N=number of visitor groups)

		Rating (%)*			
	N	Less likely	No effect	More likely	Not sure
Visiting the park again in the future	328	7	71	9	13
Backcountry camping	279	11	69	6	15
Camping in campground	286	10	69	7	13
Taking guided tours	308	10	65	12	13

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 20

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Canyon de Chelly NM during this visit?

Results

- 84% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 83).
- 2% of visitor groups rated the overall quality as “poor.”
- No visitor groups rated the overall quality as “very poor.”

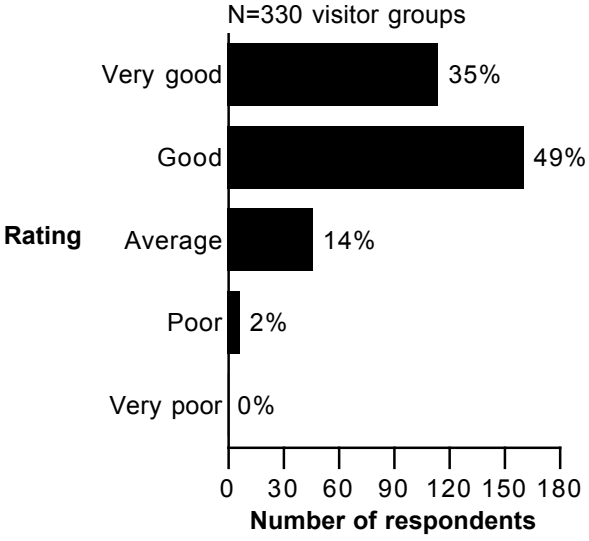


Figure 83. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comment Summaries

Additional comments

Question 30

Is there anything else your personal group would like to tell us about your visit to Canyon de Chelly NM? (Open-ended)

Results

- 56% of visitor groups (N=190) responded to this question.
- Table 33 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 33. Additional comments
(N=355 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (8%)	
Park staff was friendly	7
Great guides	5
Park staff was helpful	5
Park staff was courteous	2
Park staff was not knowledgeable	2
Other comments	8
INTERPRETIVE SERVICES (7%)	
Provide more historic/cultural interpretive information	6
Enjoyed tour	3
Other comments	16
FACILITIES/MAINTENANCE (12%)	
Lots of trash around	9
Improve signs at overlooks	6
Build more hiking trails	3
Well-maintained	3
Enjoyed Cottonwood Campground	2
Have other self-guided trails	2
More restrooms	2
Other comments	17
POLICY/MANAGEMENT (8%)	
Advertise more	3
Charge entrance fee	3
Allow better access to canyon floor	2
Allow some pet access	2
Could not afford tours	2
Don't like tribal management	2
Don't overdevelop	2
Educate residents and visitors on how to best care for land	2
Restrict access to canyon floor	2
Other comments	17

Table 33. Additional comments (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT (1%)	
Too many ants in campground	3
Other comment	1
CONCESSIONS (1%)	
Comments	5
GENERAL (59%)	
Enjoyed visit	40
Beautiful	26
Would like to return	12
Thank you	11
Did not like so many vendors	10
Wonderful park	10
Enjoyed meeting local people	6
Learned a great deal about history	5
Chinle needs cleaning up	4
Keep up the good work	4
Would have liked to spend more time	4
On a road trip	3
Felt safe	2
Felt unsafe in Chinle	2
Great views	2
Interesting	2
Peaceful	2
Some items were not handcrafted	2
Unspoiled	2
Will recommend to others	2
Other comments	60

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 30

Is there anything else your personal group would like to tell us about your visit to Canyon de Chelly NM? (Open-ended)

- 1. Signs at overlooks hard to read due to weathering. More information. 2. Provide natural shaded permanent structures for vendors for their benefit and to improve the professional presentation. 3. Please add artifacts in museum style presentation at visitor center with more complete presentation: a walk-through museum at visitor center that really gives one a feel for life over time in the canyon. 4. Please make abodes and all ruins in pictures.
- A beautiful and unspoiled area, not crowded or commercialized - thank you!
- A beautiful place, worth the trip, will recommend this NM to others. Really enjoyed being able to hike into canyon.
- A wonderful magical place, Navajo people are well spoken unlike most cultures!
- All good
- All staff were helpful, respectful and friendly. It would be great to have a way to learn more about how people used the canyon - past and present. Closer interaction with families living in the canyon and/or "living history" activities. "Demonstration form" we would have been willing to pay for this type of activity.
- Although signs indicating no vending in the campground each night - after dark - vendors came to our camper door. When we said we were not interested they politely left.
- An absolutely awesome experience!
- Awesome place, needs more publicity
- Beautiful as ever
- Beautiful country; wish we had more time and been able to do a hike with native/Navajo guide
- Beautiful park, great experience
- Beautiful park; problems with trash and impression of crime-ridden area; outdoor exhibit signs were vandalized and unreadable; trail markings were faded and hard to follow; beautiful visitors center and campgrounds.
- Beautiful place, our visit was primarily a scouting adventure to see if we want to come back and we do
- Better instructions on how to see cave dwellings. Label native plants.
- Build restroom in the park at White House viewpoint
- Can't wait to go back!
- Canyon de Chelly is in Arizona not New Mexico
- Canyon de Chelly NM was at one time spectacular and breathtaking. The observable poverty in the surrounding Navajo nation was also breath-taking but in an anguishing way. The tribal nation deserves to benefit totally and fully from the grandeur of their park - the standard of living on the reservation seems shameful in a country that leads the free world. The U.S. government needs to take better care of those on the reservation - help them help themselves by facilitating pride and involvement in their most beautiful and precious Canyon de Chelly. The intentions of all were very good and sincere...and kind. Canyon de Chelly NM is amazing - a hidden gem. The area deserves much more government funding.
- Canyon de Chelly Tours not particularly good
- Circle tour of southwest parks. Need better road signs on the highway! Also need to make it clear where the entrance to the campground is - we arrived after the visitor center had closed, and

thought we were locked out of the campground as well. Definitely want to come back when we have more time!

- Cottonwood campground improvement is great!
- Couldn't get any signal once lost so GPS wouldn't work but people passing in a truck were very helpful. FYI: We didn't stop at Four Corners because a fee was charged.
- Enjoyed my visit - wish we would have had more time
- Enjoyed our visit - beautiful and peaceful and well-kept park
- Enjoyable visit
- Enjoyed it as much as the Grand Canyon! I am so glad the canyon is in the national system. The hogan in construction will be a marvelous addition. Everyone in the park was extremely courteous and helpful.
- Enjoyed it very much. Was a shame to see all the beer bottles and cans along the South Rim Drive.
- Everything about the park was nice. I will return in the future with kids and grandkids.
- Excellent arts and crafts and wonderfully respectful artisans - kind, friendly - not being pushy as in other places
- Glad to see -it was what I was expecting
- Great experience
- Great park. Always a pleasure to visit.
- Great views, well kept secret
- Great visit
- Guides should be able to communicate to all nationalities, be knowledgeable about the names of other countries other than the US/Europe
- Had a great time and learned a lot of history
- Had a wonderful visit. Took lots of beautiful pictures and learned of an ancient and proud people.
- I could do without the panhandlers at the grocery store. The canyon is a great destination, we will be back.
- I did not appreciate the fencing around the White House Ruin, the presence of vendors at the ruins and the overlooks. Not part of NPS.
- I did not see a reason for change in management
- I gave a Navajo vendor a ride from one overlook to another. He was perfectly pleasant but quite persistent. Was great talking to him.
- I grew up in Chinle. The park looks terrible. Please clean it up. Redo the information signs at overlooks. Get rid of crafters, especially at White House. It used to be a beautiful, pure, clean - now it's a mess. The lazy Navajo culture is letting one of their most valuable assets go. So sad!
- I had visited 25 years ago and had a last minute change of plans that made it possible to visit with my son. I will visit again and I am sure he will. We will spend more time planning for next visit. I wish I had known 100 miles away that there is camping in the parks as we would have camped in the park instead of staying in Chinle.
- I loved spending private, quiet time on the land. I felt very safe.
- I purchased a small velvet, beaded purse from the gift shop. It was in a glass case marked "Navajo made" (or something like that) when I looked inside the purse later I noticed a tag saying "made in China" I like the purse but felt a little deceived. I thought it was made by a local artist. Appreciated roadside vendors.
- I respect the native people's right to vend their goods on their property, but we were approached at our campsite and found the vending at every overlook to be off-putting. All vendors in one designated and advertised location would be preferable. Would appreciate more interpretive info (such as about the footprints at Sliding House). Would pay for a paper trail guide if available.
- I wanted to make a donation, but couldn't. I was told that there was no donation box at the time and the attendant was not allowed to take donations. So I bought a book.

- I was disappointed that this park does not measure up to the visual experience at other national parks. Primarily because it is so close to living quarters for so many people, but I completely understand the needs of the reservation, so it was totally fine with me.
- I was visiting Taos, NM and made a special trip to this park. I had been here before about 10 years ago. This is a beautiful country, and everyone is really friendly. Thanks.
- I would love to see more native dances and talks about the Navajos. Also the use of charcoal would be nice. Thanks, Debbie.
- I would struggle to wish to return/recommend unless better access is organized to the valley floor - it's beautiful.
- Important suggestion: I have personally visited many, many parks around the country. I was totally disappointed to see the destruction of the canyon floor by all sorts of four wheelers. The valley (e.g. in front/of the White House ruins) has a very fragile ecosystem. When we hiked down there, it looked like a dump area. Vendors, their trucks, trash, and the damage caused by vehicle movement should all be a matter of concern. Two suggestions: vehicle movements should not be allowed on the canyon floor (e.g. four wheelers). There should not be any vendors in front of the White Horse ruins. Toilets etc. should be removed. Hikers should not be allowed to get to the floor. A nice platform on the rocky rim will be better. Call me if you wish to discuss this.
- Improve road conditions from mouth of canyon to Spider Rock
- In my opinion visitors should pay...always
- Information podium signs in lookout area hard to read due to deterioration. Need to be redone.
- Isn't Canyon de Chelly in Arizona? That's what it shows on their postcards.
- It is a beautiful canyon, we will visit it again
- It is a beautiful, spiritual place. Would be nice to have another personal (unguided) trail option besides White House-maybe rim trail?
- It is beautiful
- It is one of the most beautiful places I have been. Everyone in our group thought it better than the Grand Canyon. It seems the naturalness of this place adds to the greater effect. Not as commercialized. Thank you.
- It was a very great place and beautiful
- It was amazing to hear the stories of US Army trying to quash Indian culture . We are imperialists! Capture the elderly Navajo guide from Thunderbird on video! He's been doing this for many years.
- It was amazing. Thank you.
- It was fantastic!
- It was great!
- It was really an amazing place. Maybe add 1 or 2 short hikes and it would be perfect.
- It was wonderful experience, would love to visit again soon. Thank you.
- It's a very nice natural site. Need to upgrade facility in Cottonwood Campground.
- It's beautiful!
- It's ok
- Just more accessible info to camping in area. All I know is there’s a private campground—would've loved to sleep in the energy of Spider Rock.
- Keep Canyon de Chelly peaceful as it is. Prefer no special events or provide materials. Printed materials make more trash. Keep the park look natural.
- Keep tour equipment first class watch venders at overlook
- Keep up the good work
- Keep up the good work
- Keep up the good work

- Like to see more national exposure of Canyon de Chelly through publication and advertising.
- Live in China but French
- Lots of ants in Cottonwood Campground
- Loved it!
- Loved it! Great job you are doing, guys!
- Loved the canyon - loved the truck tour
- Maybe installation of some more overlooks
- Maybe there could be more information about the canyon at each scenic overlook and at the White House (more outdoor exhibits or written information)
- More brochures-more restrooms-more information about Navajo's culture. Canyon de Chelly is a remarkable site which would merit being heard about as much as the Grand Canyon and Monument Valley. The publicity must be developed so it can be known.
- More hiking trails would be appreciated
- More historic and cultural information; better indications for the trails. Take more care of the ruins.
- More ranger-led hikes - not so early in the morning. We were sad to see all the litter all over the place. We picked up what we saw. Beautiful area and everyone we came in contact with was very nice. Thank you!
- Much trash
- My guide was adequate, but I would have felt better with an NPS - qualified guide (employee). I got the feeling this tour was a bit haphazard and never-the-less, I saw a lot and learned a lot.
- Navajo sellers should have more attractive posts, by cooperating among them, instead of having tiny posts. The landscape is marvelous.
- Need more education on Kit Carson and long walk to Bosque Rotunda and destruction of peach trees. Taking food for soldier and starvation of Navajo on Trail of Tears.
- Nice people and good assistance
- Nice! Thank you very much!
- Not all of local people or residents in the canyon are in favor of this assuming any control of park - there is much grumbling about tribe's proposal because of other fees for vendors, guides, tour leaders, etc. And if proceedings go through, they will put many out of business. Also share with local Navajos how to get rid of invasive species - what can they do around there own dwellings?
- On a former guided tour, our driver was very reckless. He was with a private tour - not Thunderbird.
- On one hand, I enjoyed hearing the craft vendors' stories and the history of their families and arts. But on the other hand, after so many hard selling pitches, I didn't want to stop to see the scenery because of the hassle at each stop.
- On our map Canyon de Chelly was all in Arizona not NM
- Our friends love the Canyon and visit there frequently to hike and take photos. They were happy to take us there- proud of their area of the country. The Canyon is a beautiful area and we feel blessed to be able to visit
- Our travel guide says that the Cottonwood Campground is free. But we had to pay $10.
- Park map makes it seem that you need to go past/through visitor center to get to south rim.
- Planned route home after five weeks travel to include stop at de Chelly. Had only a little knowledge of the canyon - but it exceeded any expectations. The hot weather during afternoon visit shortened our visit. Next time would plan during cooler temps, but had no choice this time.
- Please clean up your walking trail at White House Trail
- Please get rid of the art and crafts vendors. It's annoying! I'd rather pay a fee at entrance and can enjoy the landscape without being distracted. Maybe offer one place where all vendors are in order to sell their staff. (I'm aware that these are poor people!)
- Please make one trail more in Canyon de Chelly

- Provide more info about possible Jeep tours into canyon, how long, what the cost is and where to obtain
- Rangers in the visitor center were eager to answer very specific questions about the local fauna and very knowledgeable regarding these. Questions related to raptors in particular. This was much appreciated!
- Respect others NP it could be made interesting adding movement around the area (like guide or see Poinza.com)
- Ruins are difficult to observe from rim. Could be interesting to see them from bottom of canyon by bus tour.
- She thinks it's very interesting and beautiful
- Staff did not offer much information. We would like to know more about Navajo culture through talks at visitor center.
- Stop natives from building and living close to sensitive areas of the park. Ideally, there should be none at all.
- Thank you
- Thanks and bye
- The amount of rubbish in the park (and en route to) was very disconcerting. Plastic bags, cans, glass bottles - a far cry from all other national parks' pristine conditions. It seems that a campaign to educate residents and visitors on the long term effects of trash and litter on the land would be most beneficial to future Navajo people and their land (and visitors alike).
- The canyon and guides are great treasures and beauty abounds. Chinle is a tough entry vista for many (cleanup and pride would help).
- The canyon is very nice, the city is a disaster, felt very unsafe there.
- The explanation boards were often damaged so not easy to read.
- The information plaques at the overlooks are nearly unreadable - should be replaced. Cottonwood camp was lovely - worth $10 a night.
- The information signs at the overlooks are nearly unreadable. They all need new plexiglas so that visitors can read them.
- The monument is perfect. Please do not change. Tribal management worries me.
- The national park is nice and interesting, nevertheless the city of Chinle is not nice and even giving a feeling of unsafety! Your survey should be more focused on Chinle city too!
- The Navajo Nation folk were selling arts and crafts, including pilfered petrified wood, at the overlook trails entrances, in clear violation of the posted rules
- The person who welcomed us to White House Trail was particularly friendly, helpful, courteous - both before and after the hike
- The rangers at the center were very friendly
- The vendors at every overlook greatly detracted from the experience!
- The visitor center should have a permanent display about the Navajo people, past, present, culture, belief system, etc. I am a Mexican-American. I am not white. White people do not think I am white. My life has been a fight against exploitation and white discrimination by whites. It is an insult to be classified as white. In my life, they have been oppressors. My heritage is Mexican Indigenous and some Spanish.
- There are too many Navajo vendors at too many of the overlooks. I was happy they weren't at Spider Rock. The vendors aren't pushy but they shouldn't be at almost every overlook. It's like walking in New York City! Using guide to go into canyon is cost prohibitive.
- There were too many vendors in the park
- This beautiful canyon is not for people with major disabilities. Please leave it rugged and natural. The canyon is beautiful. What can be done to improve the lives of the people of Chinle.

- This survey is really long and we deserve a prize. Also Canyon de Chelly is an incredibly special place that deserves any funding necessary to continue to support the park and those living in it. (You can send the prize here).
- Thunderbird Cafeteria - We opted out for dinner as too cafeteria-ish but loved breakfast. The arts and crafts vendors were everywhere - it became a detraction. I would prefer a place to go if I want to buy but not vendors blocking your way until you said no. The ranger in the visitor center was awesome. We also visited the flea market in town - really nice except the quality of the ground to drive on. It was hard even with a truck. This could be a much better place for visitors to stop at with small improvements. Canyon de Chelly ended up being the highlight of our 2-week trip through UT & AZ parks - we are telling everyone it is the place to go.
- Too few shaded areas with picnic tables along the driveway
- Too many ants in the campground. Do something about spraying for ants.
- Too short
- Trucks used for canyon tours highly polluting; ticketing/payment system used by one tour company poor
- Tseyi Trail tours with Kalvin Watchman was worth the fee
- Two things - a lot of roadside trash! And overlook signs are faded otherwise beautiful place, can't wait to come and spend longer here. Oh, I loved that you could look at local artist wares and talk to local artists but they should have a proper booth so they don't have to hang out in the parking lot in the sun.
- Vendors at each lookout becomes annoying - vendors at a single sales point would be my choice to shop
- Very beautiful park
- Very happy it wasn't crowded; Chinle housing and food outlets were rather lacking - could use more.
- Very inspiring! Beautiful campground. Definitely will revisit.
- Very interested in the history and ready quite a bit before arrival, but only the guide on horseback could add more to the story and history. Could use more briefings - more details at the roadside exhibits and visitor center.
- Very nice!
- Very special place to preserve for future generations
- We are in awe of experience. Very beautiful.
- We didn't see much evidence (i.e. homes, gardens) that people really still live and work in the canyon (except a few horses and sheep).
- We enjoyed every Navajo we met. Will change hotel; planning next trip already; no good info at spider camp.
- We enjoyed much
- We enjoyed our Navajo guide. I would have liked to spend more time there.
- We enjoyed our visit
- We enjoyed our visit, also because it was off the beaten tracks, we liked Spider Rock Campground and felt safe
- We enjoyed the short visit. The views are nice/impressive! Wouldn't mind to pay a small entrance fee.
- We enjoyed time spent with vendors and bought a number of beautiful crafts but where vendors were located by overlooks they interfered with our ability to enjoy the park. I was dismayed by the large amount of roadside trash as we traveled deeper into the park.
- We enlarged our trip a lot! Please have the locals refrain from begging and take no for an answer- that made us feel uncomfortable and unsafe. Leander, our tour guide, was amazing!
- We feel more people would stay longer and more months if the RV park had electricity
- We find that you could ask visitors to pay to enter the Canyon de Chelly NM
- We found the Navajo people to be very friendly and helpful

- We had a great time. Meeting local people was a big part of the experience. Thank you.
- We had a great visit! Thanks.
- We had planned to camp, but the arrangements fell through. There was disappointment.
- We have not been impressed by tribal management of parks. The US Parks Service does a better job
- We like to hike and pack a lunch for the White House
- We loved it!
- We loved our all day tour into the canyon with our Navajo guide through Thunderbird. Don't lose Thunderbird to chains!
- We really enjoyed it overall. Can't wait to return and be able to do a tour. Thanks for keeping it so clean!
- We really enjoyed our time at Canyon de Chelly but were appalled at the conditions of the surrounding neighborhood. We saw big bags of trash and feral dogs feeding there. We also saw lots of trash/debris and poor living conditions as well as stray horses that were not cared for.
- We really enjoyed the jeep tour with Canyon de Chelly tours, driver Francine was excellent, very good with the kids, knowledge and very friendly.
- We saw about ten artists, but only one artist actually made their own items. All others were store bought. It was a turnoff. We could not afford the tours - so if they change it to a fair amount, it would depend on cost. Trash was worst we had ever seen! Seemed trashy and glass everywhere. Did not like - sad to see. Would like push button at visitor stops/pull offs. The people were nice, the land was dirty - trash, crafts were not handmade. The park itself was breathtaking.
- We tried to go 8/17 and 8/19 to ranger-led talk but no one showed up! The campground had few visitors - maybe talks are canceled when there aren't many campers, but that was not clear. The campground was clean but there were a lot of ants. I don't know how tent campers could stand it. We visited almost every site - we pretty thoroughly saw the park - and had a great time - thank you. We shopped with one delightful vendor early in the day and then tried to ignore the rest. Were surprised that vendors were down at White House.
- We visit many national parks and generally find the ranger friendly, knowledgeable - this was not the case here
- We visited Canyon de Chelly and went to all the overlooks. We decided we had to come back and go down in the canyon with a Navajo guide. This is absolutely one of our favorite NPs.
- We wanted to hike White House Trail but we had a dog. Too hot to leave him in the car. In a perfect world there would be a trail for dogs, but I understand that is not going to happen.
- We were promised a refund of night's lodging ($117.86) at Thunderbird Lodge because we left after couple hours - not using the room because of bad disinfectant/insect spray smell in room. We were NOT reimbursed despite promise. We did not use the room. We had to move to the Holiday Inn and spend $174 there. Not returning our money for an unusable room is not ethical, and it has left us with a very bad impression of the lodge and its management.
- We were traveling around seeing many things in New Mexico, Arizona. It was a wonderful visit, stunning scenery. We loved the Thunderbird Lodge (although it was the most expensive place we stayed on our 2-week-trip). I hope you succeed in getting many, many visitors. It is a very worthwhile trip. It is very far from other sites - quite a long drive from the Petrified Forest and also Chaco Canyon which were the places we visited also. Not many places to stay in.
- We were uncertain about the time gates would be opened and closed
- We would like to see more self-hiking trails. Also we would like toilets on the overlooks.
- What a treasure! Thank you for maintaining this space so beautifully.
- Wonderful trip!
- Would have set aside more time and brought sun hats/rain gear for child
- Would have taken a horseback ride, but the horses looked too poor
- Would like to know more about Navajo-real-life in the canyon

- Would like to see more places to eat
- Would prefer more canyon info at the motels, maps etc.
- Yes, please provide security for the Dinosaur Tracks NM at Tuba City - a true treasure being destroyed by lack of official protection and safety. The shelter, the nests w/eggs and the trails are being destroyed - would be a good bus tour stop if secure.
- Yes: keep it clean
- You should allow small pets on tours (guided)

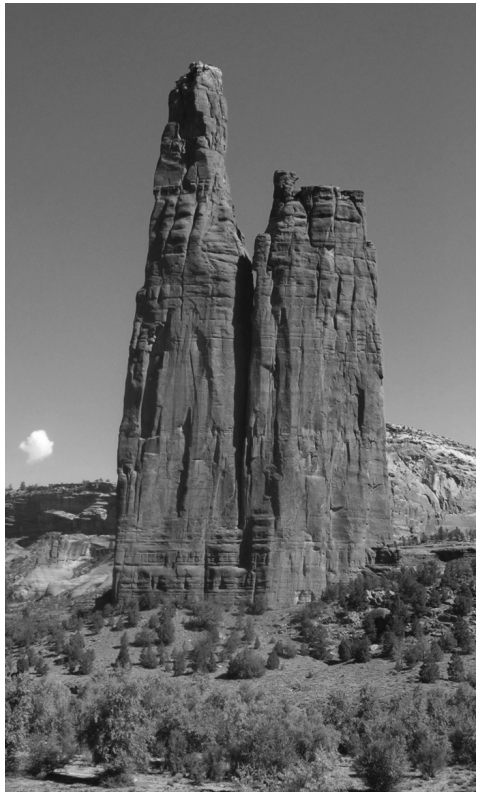
Appendix 1: The Questionnaire

U.S. Department of the Interior
National Park Service

Social Science Division
Visitor Services Project

Canyon de Chelly National Monument

Visitor Study



OMB Approval 1024-0224
Expiration date: 2012

United States Department of the Interior

NATIONAL PARK SERVICE
Canyon de Chelly National Monument
PO Box 588
Chinle, AZ 86503

IN REPLY REFER TO:

Summer 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Canyon de Chelly National Monument. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: lenale@uidaho.edu.

We appreciate your help.

Sincerely,

Tom Clark
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), please mark your answer by filling in the circle with ***black or blue ink***. Please do not use pencil.

   Like this: ● Not like this: ✔ ✘ ⊘ ⊙

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed at Canyon de Chelly National Monument. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: lenale@uidaho.edu.

Your Visit To Canyon de Chelly National Monument

NOTE: In this questionnaire, your **personal group** is defined as you and anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. a) Prior to this visit, how did your personal group obtain information about Canyon de Chelly National Monument (NM)? Please mark (●) **all** that apply in column (a).

   O Did not obtain information prior to visit ➔ **Go to part b of this question**

   b) If you were to visit Canyon de Chelly NM in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) **This visit**	b) **Future visit**	**Source of information**
O	O	Canyon de Chelly NM website: www.nps.gov/cach
O	O	Other websites — Which one(s)? _____
O	O	Friends/relatives/word of mouth
O	O	Inquiry to park via phone, mail, or email
O	O	Local businesses (hotel/motel, restaurant, gas station, etc.)
O	O	Newspaper/magazine articles/television/radio
O	O	Previous visits
O	O	Social media (Facebook, Twitter, etc.)
O	O	Travel guides/tour books (AAA, etc.)
O	n/a	Other, this visit (Specify) _____
n/a	O	Other, future visit (Specify) _____

2. a) **Prior to this visit**, was your personal group aware that Canyon de Chelly NM is a unit of National Park System?

   O Yes O No

   b) Canyon de Chelly is comprised entirely of Navajo Tribal Trust Land that remains home to the canyon community. **Prior to this visit**, was your personal group aware that Canyon de Chelly also sustains a living community of Navajo people?

   O Yes O No

3. a) Was every member of your personal group a resident of the Canyon de Chelly National Monument **area** (within 10 miles of the park)?

   O No O Yes ➔ **Go to question 4**

b) For the nonresident members in your personal group, was visiting Canyon de Chelly NM the primary reason they came to the **area** (within 10 miles of the park)?

O Yes O No

c) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Canyon de Chelly NM area? Please mark (●) **one.**

O Car O Motorcycle O SUV/truck/van

O Motorhome O Airplane

O Other (Please specify) _____

4. a) For you only, if you had been unable to visit Canyon de Chelly NM on this trip, would you have visited another time?

O No, unlikely O Yes, likely ➔ **Go to question 5**

b) If NO, what would you have done with the time you spent on this trip? Please mark (●) **one**.

O Gone somewhere else ➔ Distance from home _____
- **OR** -
Location _____
(Place, city, & state)

O Vacationed at home

O Gone to work at my regular job

O Not sure/none of these

5. a) On this visit, how long did your personal group spend visiting Canyon de Chelly NM? Please list partial hours or days as 1/4, 1/2, or 3/4.

_____ Number of hours, if **less than 24 hours**
- **OR** -
_____ Number of days, if **24 hours or more**

b) On this visit, how many vehicles did your personal group use to arrive at the park? Please write "0" if you did not arrive by vehicle.

_____ Number of vehicles

6. What was your personal group's primary destination on this trip? Please mark (●) **one**.

O Canyon de Chelly NM - **OR** - O Location_____
(Place, city & state)

7. a) On this trip, did anyone in your personal group stay overnight away from their permanent residence inside Canyon de Chelly NM or in the area (within 10 miles of the park)?

O Yes O No ➔ **Go to Question 8**

b) If YES, please list the number of nights your personal group stayed in each of the following accommodations. If you did not stay overnight at a one of the below accommodations, please write "0."

Accommodation	**Number of nights**
Best Western	_____
Cottonwood Campground	_____
Holiday Inn	_____
Resident of friends/relatives	_____
Spider Rock Campground	_____
Thunderbird Lodge	_____
Other (Please specify) _____	_____

8. a) For the safety issues below, please indicate how safe your personal group felt from crime and accidents during this visit to Canyon de Chelly NM. Please mark (●) **one** answer for each issue.

How safe did you feel in the park?

Safety issue	Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
Personal safety—from crime	O	O	O	O	O
Personal safety—from accidents	O	O	O	O	O
Personal property—from crime	O	O	O	O	O

b) If you marked that you felt "very unsafe" or "unsafe" for any of the above issues, please explain why.

_____

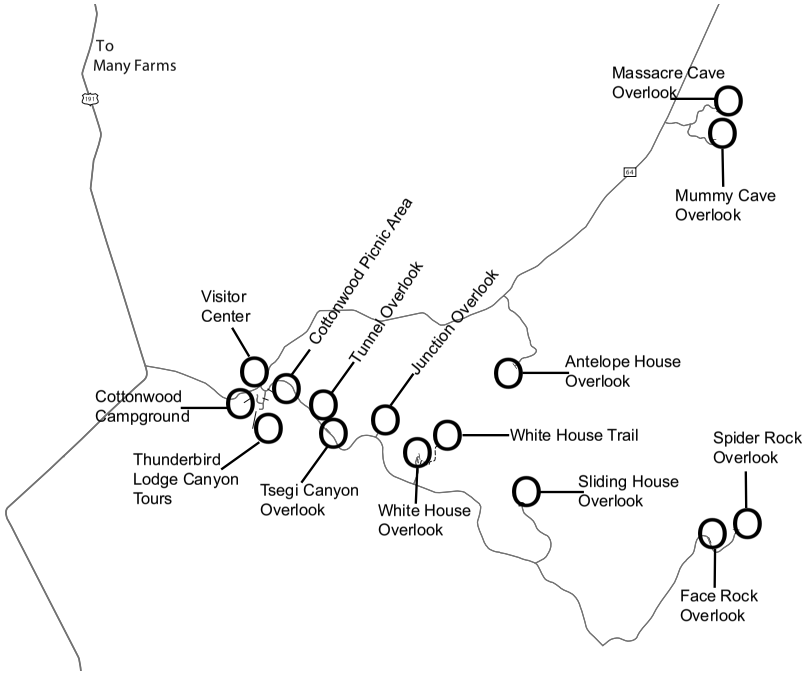
_____

9. On this trip, where did your personal group stay on the **night before** and the **night after** visiting Canyon de Chelly NM? If you stayed at home, please write the name of the town/city and state where you live.

a) BEFORE visit Town/city _____ State _____

b) AFTER visit Town/city _____ State _____

10. On this visit to Canyon de Chelly NM, which places did your personal group visit? Please mark (●) on the map below **all** the places you visited.



11. On this visit, to Canyon de Chelly NM, please rate how crowded your personal group felt at the following locations. Please mark (●) **one** for each location.

		How crowded did you feel?			
Location	Did not use/visit	Not at all crowded	Slightly crowded	Moderately crowded	Extremely crowded
At overlooks	O	O	O	O	O
At picnic areas	O	O	O	O	O
On guided tours	O	O	O	O	O
In campgrounds	O	O	O	O	O
On hiking trails	O	O	O	O	O
On the roads	O	O	O	O	O
In visitor center	O	O	O	O	O

12. On this visit to Canyon de Chelly NM, did your personal group attend a ranger-led talk/program?

O Yes O No ➔ **Go to Question 14**

13. a) If YES, which program did you attend?_____

For the program that your personal group attended, please mark (●) **one** response for each of the following aspects of the program.

b) Program length O Too short O About right O Too long

c) Program schedule O Able to attend at desired time O NOT able to attend at desired time

d) Topics discussed in the program O Of interest O NOT of interest

e) In the program, did you learn something about Canyon de Chelly NM that is relevant or meaningful to your life today?

O Yes O No O Not sure

f) Is there any aspect of the Canyon de Chelly story that needs to be strengthened?

O No ➔ **Go to Question 14**

O Yes (Please be specific) _____

_____

14. If your personal group did NOT attend a ranger-led program, what prevented your personal group from attending? Please mark (●) **all** that apply.

O Had other plans

O Have attended in the past

O Lack of time

O Not interested in activities/programs

O Programs were not available at the time of the visit

O Program times not convenient

O Topics discussed were not of interest

O Was not aware of the programs

O Other reasons (Please specify) _____

15. a) On this visit, in which activities did your personal group participate within Canyon de Chelly NM? Please mark (●) **all** that apply in column (a).

b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) **This visit**	b) **Future visit**	**Activity**
O	O	Attend ranger-led talks/programs/hikes
O	O	Hike White House Trail
O	O	Navajo-guided horseback tour
O	O	Navajo-guided vehicle tour
O	O	Navajo-guided hike
O	O	Overnight camping
O	O	Participate in Junior Ranger program
O	O	Shop for Navajo arts and crafts
O	O	Shop in park bookstore (at visitor center)
O	O	Stop at scenic overlooks
O	O	Visit visitor center
O	n/a	Other – this visit (Please specify below) _____
n/a	O	Other – future visit (Please specify below) _____

16. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

O Yes O No ➔ **Go on to Question 17**

b) If YES, what services or activities were difficult to access/participate in?

_____

17. a) Please mark (●) **all** the services that your personal group **used** at Canyon de Chelly NM during this visit.

b) For only those services that your personal group **used**, please rate their importance to your visit from 1-5.

c) For only those services that your personal group **used**, please rate their quality from 1-5.

a) **Services used**	b) **If used, how important?** 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) **If used, what quality?** 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
O Arts & crafts vendors (other than in visitor center area)	_____	_____
O Assistance from park staff	_____	_____
O Bookstore sales items (selection, price, etc.)	_____	_____
O Emergency services	_____	_____
O Junior Ranger program	_____	_____
O Roadside overlook exhibits	_____	_____
O Park brochure/map	_____	_____
O Park website: www.nps.gov/cach used before or during visit	_____	_____
O Private guides (other than Thunderbird Truck tours)	_____	_____
O Ranger-led talks/programs	_____	_____
O Self-guided trails/rim drives	_____	_____
O Thunderbird Truck tours	_____	_____
O Videos/films	_____	_____
O Visitor center arts & crafts demonstrations	_____	_____
O Visitor center exhibits	_____	_____
O Visitor center (overall)	_____	_____

18. a) Please mark (●) **all** the visitor facilities that your personal group **used** at Canyon de Chelly NM during this visit.

b) For only those facilities that your personal group **used**, please rate their importance to your visit from 1-5.

c) For only those facilities that your personal group **used**, please rate their quality from 1-5.

a) **Facilities used**	b) **If used, how important?** 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) **If used, what quality?** 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
O Access for people with disabilities	_____	_____
O Backcountry trails	_____	_____
O Campground/picnic areas	_____	_____
O Dump station	_____	_____
O Garbage disposal/recycling	_____	_____
O Highway directional signs	_____	_____
O Restrooms	_____	_____
O Thunderbird Cafeteria	_____	_____
O Thunderbird Gift Shop	_____	_____
O Thunderbird Lodge	_____	_____

19. If you were to visit Canyon de Chelly NM in the future, what additional facilities would your personal group like to have available? Please be specific.

_____

_____

20. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Canyon de Chelly NM during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
O	O	O	O	O

21. For your personal group, please estimate all expenditures for the items listed below for this visit to Canyon de Chelly NM and the surrounding **area** (within 10 miles of the park). **Please write "0" if no money was spent in a particular category.**

a) Please list your personal group's total expenditures inside Canyon de Chelly NM.

b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 10 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Canyon de Chelly NM.

Item	**EXPENDITURES** a) Inside park	b) Outside park
Spent no money (●)	O ➔ **Go to (b)**	O ➔ **Go to (c)**
Lodge, hotel, motel, cabin, B&B, etc.	$_____	$_____
Camping fees and charges	$_____	$_____
Guide fees and charges	$_____	$_____
Restaurants and bars	$_____	$_____
Groceries and takeout food	$_____	$_____
Gas and oil (auto, RV, boat, etc.)	$_____	$_____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	$_____	$_____
Admission, recreation, entertainment fees	$_____	$_____
All other purchases (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	$_____	$_____

c) How many people do the above expenditures cover? Please write "0" if no children were covered by the expenditures.

_____ Adults (18 years or over) _____ Children (under 18 years)

22. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	O	O	O	O	O	O	O
No, not Hispanic or Latino	O	O	O	O	O	O	O

b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	O	O	O	O	O	O	O
Asian	O	O	O	O	O	O	O
Black or African American	O	O	O	O	O	O	O
Native Hawaiian or other Pacific Islander	O	O	O	O	O	O	O
White	O	O	O	O	O	O	O

23. Currently, the National Park Service and the Navajo Nation are working to develop a cooperative management plan that will help to better manage resources, clearly define agency responsibilities, and involve local people in management decisions. With this development, some modifications may occur that will affect the way the park operates. The park does not currently charge fees; however, the Navajo Nation Parks and Recreation Department (NPRD) is considering tribal management of the Cottonwood Campground, fee collection for the campground, and fee collection for backcountry permits.

If you were to visit Canyon de Chelly NM in the future, how would the new management affect your personal group's decision to visit the park or to use park facilities? Please mark (●) **one** for each.

	Less likely	**No effect**	**More likely**	**Not sure**
Visiting the park again in the future	O	O	O	O
Backcountry camping	O	O	O	O
Camping in campground	O	O	O	O
Taking guided tours	O	O	O	O

24. On this visit, was your personal group part of the following types of organized groups?

a) Commercial bus tour O Yes O No

b) School/educational group O Yes O No

c) Other (scouts, work, church, etc.) O Yes O No

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

25. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

O Alone O Friends

O Family O Family and friends

O Other (Please specify) _____

b) On this visit, how many people were in your personal group, including yourself?

_____ Number of people in personal group

26. For your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank.

	a) **Current age**	b) **U.S. ZIP code or name of country other than U.S.**	**Number of visits to Canyon De Chelly NM** (including this visit) c) **Past 12 months**	d) **Lifetime**
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

27. a) For you only, which category best represents your annual **household** income? Please mark (●) **one**.

O Less than $24,999 O $50,000-$74,999 O $150,000-$199,999

O $25,000-$34,999 O $75,000-$99,999 O $200,000 or more

O $35,000-$49,999 O $100,000-$149,999 O Do not wish to answer

b) How many people are in your household? _____ Number of people

c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) "None" or specify the amount forgone.

O None - **OR** - Amount forgone $ _____

28. On this visit to Canyon de Chelly NM, please indicate how the following items affected your personal group's park experience. Please mark (●) **one** answer for each item.

Item/activity	Did not experience	Added to	No effect	Detracted from
Arts and crafts vendors	O	O	O	O
Park's removal of invasive species	O	O	O	O
Stray livestock/pets	O	O	O	O
Trash	O	O	O	O
Other (Specify) _____	n/a	O	n/a	O

29. If you were to visit Canyon de Chelly NM in the future, how would your personal group prefer to learn about cultural and natural history/features of Canyon de Chelly NM? Please mark (●) **all** that apply.

O Not interested in learning about the park ➔ **Go to Question 30**

O Arts & crafts demonstrations

O Indoor exhibits

O Outdoor exhibits

O Special events

O Volunteer opportunities

O Ranger-led interpretive programs

O Audiovisual programs (DVD, video, or audio)

O Electronic media/devices available to visitors (downloadable digital files, podcasts, interactive computer programs/tours, etc.)

O Printed materials (brochures, books, maps, etc.)

O Other (Please specify) _____

30. Is there anything else your personal group would like to tell us about your visit to Canyon de Chelly NM?

_____

_____

_____

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

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Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?

2. Is there a correlation between visitors' ages and their preferred sources of information about the park?

3. Are highly satisfied visitors more likely to return for a future visit?

4. How many international visitors participate in hiking?

5. What ages of visitors would use the park website as a source of information on a future visit?

6. Is there a correlation between visitor groups' rating of the overall quality of their park experience and their ratings of individual services and facilities?

7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?

8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (http://vsp.uidaho.edu) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
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Email: lenale@uidaho.edu
Website: http://www.psu.uidaho.edu

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, we used five variables: group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and visitors' place of residence proximity to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitors' place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents' and non-respondents' average age and group size. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented

2. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park

3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park

4. Average age of respondents – average age of non-respondents = 0

5. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 3 - Table 6, the p-values for respondent/non-respondent comparisons for average rage and proximity from home to the park were less than 0.05, indicating significant differences. P-values were larger than 0.05 in other variables, indicating insignificant differences between respondents and non-respondents. Respondents at a younger age range (40 years old or less) and visitors who reside within 200 miles of the park appear to be less responsive to the survey. Results presented in this report only reflect simple frequency of visitor responses. Further analyses needed to be weighted to account for the potential effects of non-response bias.

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The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 334/122817, November 2013

National Park Service
U.S. Department of the Interior

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