



National Park Service
U.S. Department of the Interior

Visitor Services Project

Grand Canyon National Park North Rim

Visitor Study

GRAND CANYON



N A T I O N A L P A R K

**United States Department of the Interior****NATIONAL PARK SERVICE**

Grand Canyon National Park

P.O. Box 129

Flagstaff, Arizona 86023

IN REPLY REFER TO:

June, 2003

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to the North Rim of Grand Canyon National Park (NP). This information will assist us in our efforts to better manage these sites and to serve you, the visitor.

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

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Joseph F. Alston
Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16

U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

Please go on to the next page ➡

YOUR VISIT TO THE NORTH RIM OF GRAND CANYON NATIONAL PARK

1. a) Prior to your visit, how did you and your group obtain information about Grand Canyon National Park (NP)? Please check (✓) **all** that apply in the column on the left below.

_____ OBTAINED NO INFORMATION PRIOR TO VISIT → **Go on to Part (b) of this Question**

- b) On future trips to Grand Canyon NP, what sources would you and your group prefer to use to obtain information in planning your visit? Please check (✓) **all** that apply in the column on the right below.

Prior to this visit? (✓)	Prior to future visits? (✓)
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_____ LIVE IN THE LOCAL AREA	_____
_____ PREVIOUS VISIT(S)	_____
_____ WORD OF MOUTH/FRIENDS/RELATIVES	_____
_____ TRAVEL GUIDE/TOUR BOOK	_____
_____ MAPS/BROCHURES	_____
_____ VIDEO/TELEVISION/RADIO PROGRAMS	_____
_____ NEWSPAPER/MAGAZINE ARTICLES	_____
_____ CHAMBER OF COMMERCE/VISITOR BUREAU	_____
_____ HIGHWAY SIGNS	_____
_____ NATIONAL PARK SERVICE (NPS) INTERNET/WEB SITE: www.nps.gov/grca/	_____
_____ PARK CONCESSIONER WEB SITE www.xantera.com	_____
_____ OTHER WEB SITE(S) _____	_____
_____ TELEPHONE/WRITTEN/E-MAIL INQUIRY TO PARK	_____
_____ OTHER (Please specify: _____)	_____

- c) From the sources used prior to this visit, did you and your group receive the information about Grand Canyon NP that you needed?

_____ NO _____ YES _____ NOT SURE
 ↓ ↗ ↓

Go on to Question 2

- d) If NO, what information did you and your group need that was not available? Please be specific.

2. Prior to your visit, were you aware that three different government agencies^{3/4} National Park Service, U.S. Forest Service and Bureau of Land Management^{3/4} each with different land management goals, manage land in and around Grand Canyon NP?
- _____ YES _____ NO _____ NOT SURE
3. On this trip, when did you and your group make the decision to visit the North Rim of Grand Canyon NP? Please check (✓) **only one**.
- _____ AFTER ARRIVING IN NORTHERN ARIZONA ON THIS TRIP
- _____ LESS THAN 1 MONTH AGO
- _____ 2 - 6 MONTHS AGO
- _____ 7 - 11 MONTHS AGO
- _____ 1 YEAR AGO OR MORE
4. On this trip, what was the **primary** reason that you and your group visited the Grand Canyon NP area? Please check (✓) **only one**.
- _____ VISIT GRAND CANYON NP—NORTH RIM
- _____ VISIT OTHER ATTRACTIONS IN THE AREA
- _____ VISIT FRIENDS/RELATIVES IN THE AREA
- _____ BUSINESS OR OTHER REASONS
5. How did this visit to Grand Canyon NP fit into your travel plans? Please check (✓) **only one**.
- _____ GRAND CANYON NP—NORTH RIM WAS PRIMARY DESTINATION
- _____ GRAND CANYON NP—NORTH RIM WAS ONE OF SEVERAL DESTINATIONS
- _____ GRAND CANYON NP—NORTH RIM WAS NOT A PLANNED DESTINATION
6. a) What forms of transportation did you use to arrive at the North Rim of Grand Canyon NP? Please check **all** (✓) that apply.
- _____ PRIVATE VEHICLE (car, SUV, pickup, RV, motorcycle, etc.)
- _____ RENTAL VEHICLE _____ COMMERCIAL TOUR BUS
- _____ AIRPLANE _____ AIRPLANE/BUS TOUR PACKAGE
- _____ OTHER (Please describe: _____)
- b) On this trip, how many times did you and your group enter the North Rim of Grand Canyon NP?
- _____ NUMBER OF TIMES YOU ENTERED THE PARK
- _____ DON'T KNOW

Please go on to the next page ➡

7. a) On this visit, in what activities did you and your group participate at the North Rim of Grand Canyon NP? Please check (✓) **all** that apply.

☐ SIGHTSEEING/VIEWING CANYON
☐ TAKING SCENIC DRIVE/DRIVING TOUR
☐ WALKING ALONG RIM
☐ DAY HIKING BELOW RIM
☐ CAMPING IN DEVELOPED CAMPGROUND
☐ OVERNIGHT BACKPACKING BELOW RIM
☐ ATTENDING RANGER-LED PROGRAMS
☐ PHOTOGRAPHY/PAINTING/DRAWING
☐ PICNICKING
☐ VIEWING WILDLIFE/BIRDS
☐ SHOPPING/DINING
☐ OTHER (Please describe: _____)

- b) From the list above, please list the three most important reasons for visiting.

1. _____ 2. _____ 3. _____

8. On this visit to the North Rim of Grand Canyon NP, which of the following trails did you and/or your group hike/backpack? Please check (✓) **all** that apply.

☐ DID NOT HIKE/BACKPACK ON THIS VISIT → **Go on to Question 9**
☐ NORTH KAIBAB TRAIL ☐ WIDFORSS TRAIL
☐ TRANSEPT TRAIL ☐ RIM TO RIM TRAIL
☐ OTHER (Please describe: _____)

9. a) On this visit, how long did you and your group stay at the North Rim of Grand Canyon NP? (Please list partial hours or days, for example: 6-1/2 hours; 1-3/4 days).

If **less** than 24 hours: _____ NUMBER OF HOURS

If 24 hours or **more**: _____ NUMBER OF DAYS

- b) On this visit, how long did you and your group stay in the Grand Canyon NP—North Rim area (Jacob Lake, Kanab, Fredonia)?

If **less** than 24 hours: _____ NUMBER OF HOURS

If 24 hours or **more**: _____ NUMBER OF DAYS

10. a) On this trip, did you and your group stay overnight away from home at the North Rim of Grand Canyon NP or the surrounding area (Jacob Lake, Kanab, Fredonia)?

_____ YES

_____ NO → **Go on to Question 11**



- b) Please list the number of nights you and your group stayed in Grand Canyon NP and/or in the surrounding area.

NUMBER OF NIGHTS at **North Rim** of Grand Canyon NP _____

NUMBER OF NIGHTS at **South Rim** of Grand Canyon NP _____

NUMBER OF NIGHTS outside Grand Canyon NP in the surrounding area (Jacob Lake, Kanab, Fredonia) _____

- c) In what type of lodging did you and your group spend the night(s)? Please check (√) **all** that apply.

In Grand Canyon NP (√)	Outside park in surrounding area Jacob Lake, Kanab, Fredonia (√)
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_____ LODGE, MOTEL, CABIN, RENTED CONDO/HOME, OR
BED & BREAKFAST _____

_____ RV/TRAILER CAMPING _____

_____ TENT CAMPING IN DEVELOPED CAMPGROUND _____

_____ BACKCOUNTRY CAMPSITE _____

_____ PERSONAL SEASONAL RESIDENCE _____

_____ RESIDENCE OF FRIENDS OR RELATIVES _____

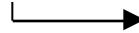
_____ OTHER (Please specify: _____) _____

11. a) On this visit, did you and your group have difficulty finding your way around Grand Canyon NP?

_____ YES

_____ NO

_____ NOT SURE



Go on to Question 12

- b) If YES, what sources did you use to find your way? Please check (√) **all** that apply.

_____ MAP RECEIVED AT PARK ENTRANCE

_____ VISITOR CENTER STAFF

_____ PLACE MATS AT RESTAURANTS

_____ ROAD SIGNS

_____ TRAVELERS INFORMATION RADIO (AM 530 AND 1610)

_____ OTHER (Please describe: _____)

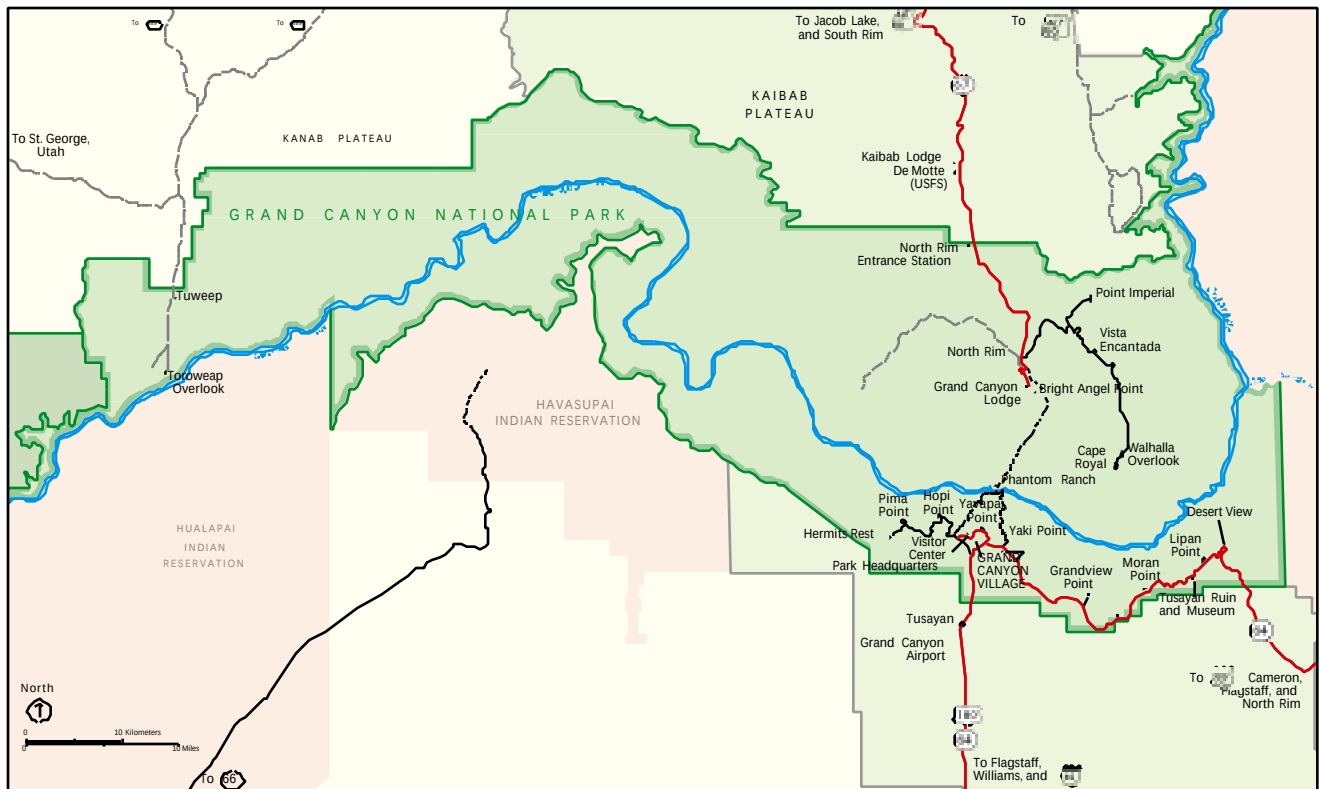
- c) What problems did you have finding your way?

Please go on to the next page →

12. For this visit, please list the **order** that you and your group visited the following places in and around the North Rim of Grand Canyon NP. If you did not visit a place, please leave that line blank. Use the map below to help you locate the places you visited.

(list order visited 1, 2, 3, etc.)

_____ SOUTH RIM	_____ LEE'S FERRY
_____ GRAND CANYON LODGE	_____ POINT IMPERIAL DRIVE
_____ CAMPGROUND/CAMPER STORE	_____ CAPE ROYAL DRIVE
_____ NORTH RIM VISITOR CENTER	_____ TUWEEP
_____ JACOB LAKE VISITOR CENTER	_____ FREDONIA/KANAB
_____ NORTH KAIBAB TRAIL	_____ RIM TRAILS
_____ OTHER (Please describe: _____)	



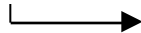
13. Ranger-led interpretive programs at the North Rim of Grand Canyon NP discuss the following topics: formation of canyon, ancient human history, modern human cultures, the role of water, and plants and animals.

a) During this visit, did you and your group learn about any of these topics?

_____ YES



_____ NO



_____ NOT SURE

Go on to Question 14

b) If YES, please check (✓) **all** of the topics you learned about on this visit.

c) Please, indicate how much your level of understanding of each topic improved during your visit. Please circle **one** answer for each topic.

Learned about on this visit? (✓)	Level of understanding improvement				
	Not at all	A little	Don't know	Somewhat	A lot
_____ FORMATION OF CANYON	1	2	DK	4	5
_____ ANCIENT HUMAN HISTORY	1	2	DK	4	5
_____ MODERN HUMAN CULTURES	1	2	DK	4	5
_____ ROLE OF WATER	1	2	DK	4	5
_____ PLANTS AND ANIMALS	1	2	DK	4	5

MAP will spread across pages 8 & 9.

Please go on to the next page ➡

14. a) Please check (✓) **all** of the information services and facilities that you or your group used during this visit to the North Rim of Grand Canyon NP.
- b) Next, for only those services and facilities which you or your group used, please rate their importance from 1-5.
- c) Finally, for only those services and facilities which you or your group used, please rate their quality from 1-5.

Use facility/service?

Check (✓)	If used, how important?					If used, what quality?				
	Not important 1	2	3	Extremely important 4	5	Very poor 1	2	3	Very good 4	5
_____ PARK BROCHURE/MAP				_____					_____	
_____ PARK NEWSPAPER - <i>The Guide</i>				_____					_____	
_____ NORTH RIM VISITOR CENTER EXHIBITS				_____					_____	
_____ ASSISTANCE FROM VISITOR CENTER STAFF				_____					_____	
_____ SALES ITEMS AT NORTH RIM VISITOR CENTER				_____					_____	
_____ ASSISTANCE FROM BOOKSTORE SALES STAFF				_____					_____	
_____ RANGER-LED WALKS/TALKS				_____					_____	
_____ EVENING CAMPGROUND PROGRAMS				_____					_____	
_____ TRAILSIDE EXHIBITS				_____					_____	
_____ ROADSIDE EXHIBITS				_____					_____	
_____ SELF-GUIDING TRAIL SIGNS/ BROCHURES				_____					_____	
_____ JUNIOR RANGER PROGRAM				_____					_____	
_____ OTHER CHILDREN'S PROGRAMS				_____					_____	

15. a) Please check (✓) **all** of the park visitor facilities that you or your group used during this visit to the North Rim of Grand Canyon NP.
- b) Next, for only those services and facilities which you or your group used, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities which you or your group used, please rate their quality from 1-5.

Use facility/service?	If used, how important?					If used, what quality?				
	Not important 1	2	3	Extremely important 4	5	Very poor 1	2	3	Very good 4	5
Check (✓) _____ NORTH RIM DIRECTIONAL SIGNS (in park) _____										
_____ ROADS										
_____ PULLOUTS										
_____ TRAILS										
_____ TRAIL SIGNS										
_____ BACKCOUNTRY CAMPSITES										
_____ DEVELOPED CAMPGROUNDS										
_____ PICNIC AREAS										
_____ PARKING AREAS										
_____ ACCESS FOR DISABLED PERSONS										
_____ RESTROOMS										
_____ TRASH COLLECTION										
_____ RECYCLING										

Please go on to the next page ➡

16. a) During this visit, please check (✓) **all** of the commercial concession services and facilities that you or your group used at the North Rim of Grand Canyon NP.
- b) Next, for only those services and facilities which you or your group used, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities which you or your group used, please rate their quality from 1-5.

Use concession facility/service?	If used, how important?					If used, what quality?				
	Not important			Extremely important		Very poor			Very good	
Check (✓)	1	2	3	4	5	1	2	3	4	5
_____ LODGING (in park)										
_____ GIFT SHOPS										
_____ CAMPER STORE										
_____ RESTAURANTS										
_____ SHOWERS/LAUNDROMAT										
_____ MULE/HORSE RIDES										
_____ GAS STATION										
_____ ASSISTANCE FROM CONCESSION STAFF _____										

17. On this visit, what kind of personal group (not guided tour/ school group) were you with? Please check (✓) **only one**.

_____ ALONE _____ FAMILY

_____ FRIENDS _____ FAMILY AND FRIENDS

_____ OTHER (Please describe: _____)

18. On this visit, were you and your personal group with the following types of groups?

Guided tour group _____ YES _____ NO

School/educational group _____ YES _____ NO

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

_____ NUMBER OF PEOPLE

- b) For this visit, please list the number of vehicles in which you and your group arrived.

_____ NUMBER OF VEHICLES

20. For you and your personal group, please indicate:

	Current age	U.S. Zip Code or name of country other than U.S.	Number of visits made to this park (including this visit)	
			past 5 years	lifetime
YOURSELF	_____	_____	_____	_____
MEMBER #2	_____	_____	_____	_____
MEMBER #3	_____	_____	_____	_____
MEMBER #4	_____	_____	_____	_____
MEMBER #5	_____	_____	_____	_____
MEMBER #6	_____	_____	_____	_____
MEMBER #7	_____	_____	_____	_____

21. a) Is English the **primary** language you and your group prefer to speak and write?

_____ NO

_____ YES → **Go on to Question 22**



b) If NO, what language do you and your group prefer to speak and write?

c) What services in the park would you like to have provided in languages other than English?

22. a) Does anyone in your personal group have any disabilities/impairments that limited their ability to visit the North Rim of Grand Canyon NP?

_____ YES

_____ NO → **Go on to Question 23**



b) If yes, what kind of disability? Please check (✓) **all** that apply.

_____ HEARING

_____ VISUAL

_____ MOBILITY

_____ LEARNING

_____ MENTAL/EMOTIONAL

_____ OTHER (specify: _____)

c) Because of the disability/impairment, did you and your group encounter any access/service problems in the park?

_____ YES

_____ NO → **Go on to Question 23**



d) If YES, what were the problems? _____

Please go on to the next page →

23. For you and your group, please estimate all expenditures for the items listed below for this visit to the North Rim of Grand Canyon NP and the **surrounding** area including Jacob Lake, Kanab, and Fredonia. Please write "0" if no money was spent in a particular category.

- a) Please list your group's total expenditures inside the North Rim of Grand Canyon NP.
- b) Please list your group's total expenditures in the **surrounding area** outside the park including Jacob Lake, Kanab, and Fredonia.

Surrounding area residents should only include expenditures that were **directly related** to this visit to the park.

	EXPENDITURES	
	Inside North Rim	In surrounding area Jacob Lake/Kanab/Fredonia
HOTELS, MOTELS, CABINS, B&B, etc.	\$ _____	\$ _____
CAMPING FEES AND CHARGES	\$ _____	\$ _____
GUIDE FEES AND CHARGES	\$ _____	\$ _____
RESTAURANTS AND BARS	\$ _____	\$ _____
GROCERIES AND TAKE OUT FOOD	\$ _____	\$ _____
GAS AND OIL (auto, RV, boat, etc.)	\$ _____	\$ _____
OTHER TRANSPORTATION EXPENSES (rental cars, auto repairs, taxis, but not including airfare)		\$ _____
ADMISSIONS, RECREATION, ENTERTAINMENT FEES	\$ _____	\$ _____
ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
DONATIONS	\$ _____	\$ _____

- c) How many people do the above expenses cover?

ADULTS (18 years or over) _____ CHILDREN (under 18 years) _____

24. a) On a future visit to the North Rim of Grand Canyon NP, would you and your group be willing to use a transportation system to reach the major points of interest?

_____ NO _____ YES _____ NOT SURE

- b) Would you and your group be willing to pay a modest fee (in addition to the park entrance fee) to use a transportation to reach the major points of interest?

_____ NO _____ YES _____ NOT SURE

25. a) During this visit to the North Rim of Grand Canyon NP, was there anything specific that you and your group wanted to see or do, but were not able to?

_____ YES

_____ NO

→ Go on to Question 26



b) If YES, what was it you expected to see or do? _____

c) What prevented you from seeing or doing what you expected to?

26. If you were a manager planning for the future of North Rim of Grand Canyon NP, what would you propose? Please be specific.

27. Is there anything else you and your group would like to tell us about your visit to the North Rim of Grand Canyon NP?

28. Overall, how would you rate the quality of the **visitor services** provided to you and your group at the North Rim of Grand Canyon NP during this visit? Please circle only **one**.

VERY GOOD

GOOD

AVERAGE

POOR

VERY POOR

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
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