Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

GRAND CANYON
NATIONAL PARK

Grand Canyon National Park South Rim

Visitor Study

Summer 2003

Report 144

University of Idaho
Park Studies Unit

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Visitor Services Project
Grand Canyon National Park—South Rim
Report Summary

- This report describes the results of a visitor study at Grand Canyon National Park (NP)—South Rim during June 22-28, 2003. A total of 1,000 questionnaires were distributed to visitor groups. Visitor groups returned 735 questionnaires for a 73.5% response rate.

- This report profiles Grand Canyon NP—South Rim visitor groups. A separate appendix contains visitor groups' unedited comments about their visit. This report and the appendix include summaries of those comments.

- Thirty-six percent of visitor groups were groups of two; another 35% were in groups of three or four people. Most visitor groups (75%) were family groups. Forty-five percent of visitors were aged 36-60 years and 26% were aged 15 or younger.

- Nine percent of all visitors were international, from England (31%) and 27 other countries. United States visitors were from California (14%), Arizona (8%), Texas (8%), Florida (6%), and 45 other states, Washington, D.C., Puerto Rico, and Guam.

- Most South Rim visitors (84%) were on their first visit to Grand Canyon NP during the past five years. Many visitors (67%) were also visiting for the first time in their lifetime. Most visitor groups (76%) stayed overnight away from home in the Grand Canyon area on this visit.

- Prior to this visit, visitor groups most often obtained information about Grand Canyon NP from travel guides/tour books (50%). Prior to a future visit, 69% of visitor groups said they would use the National Park Service website as their source of information.

- For 73% of visitor groups, visiting Grand Canyon NP was the primary reason that brought them to the area. On this visit, most common activities were sightseeing/scenic drive (90%), taking a self-guided rim walk (68%), and shopping (50%). The most important activity for 50% of the visitor groups was sightseeing/taking a scenic drive.

- Over one-third of visitor groups (34%) hiked or backpacked on this visit. The most used trail was the Rim Trail (69%), followed by the Bright Angel Trail (49%).

- The most visited place was Mather Point/Canyon View Visitor Center (72%), followed by Yavapai Point (62%). Most visitor groups (78%) first entered Grand Canyon at the South entrance (Tusayan). Most visitor groups (61%) used a private vehicle to arrive at the park, while 38% used a rental vehicle.

- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question.

Service/facility	Information service/ facility	Visitor service/facility	Concession service/ facility
Most used	Park brochure map, 95%, N=686	Park directional signs, 95%, N=692	Gift shops, 86%, N=567
Most important	Self-guiding trail signs/ brochures, 83%, N=346	Developed campground, 95%, N=49	Lodging, 90%, N=108
Best quality	Assistance from visitor center staff, 92%, N=191	Trails, 90%, N=321	Market (general store), 86%, N=242

- Most visitor groups (92%) rated the overall quality of visitor services at Grand Canyon NP as "very good" or "good." Less than 3% of visitor groups rated the overall quality as “poor” or "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or visit the following web site: <http://www.psu.uidaho.edu>

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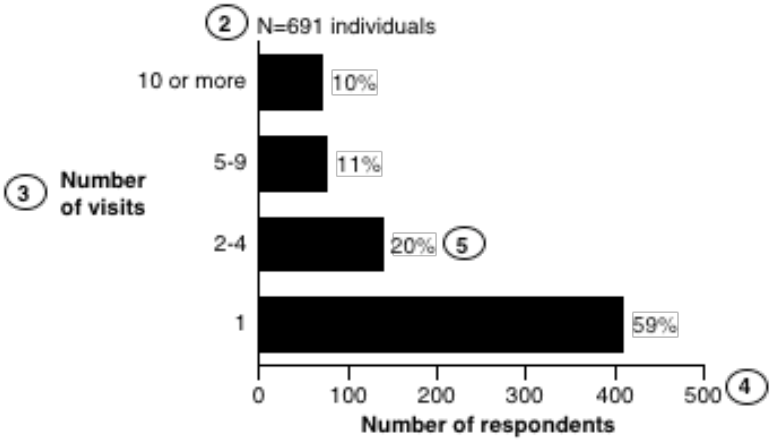
INTRODUCTION

This report describes the results of a visitor study at Grand Canyon National Park—South Rim, also referred to as "Grand Canyon NP—South Rim." This visitor study was conducted June 22-28, 2003 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit at the University of Idaho. A separate visitor study was conducted at the North Rim during the same time period.

The report is organized into four sections. The ***Methods*** section discusses the procedures and limitations of the study. The ***Results*** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An ***Additional Analysis*** section is included to help managers request additional analyses. The final section includes a copy of the ***Questionnaire.*** The separate appendix includes comment summaries and visitor groups' unedited comments.

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

SAMPLE ONLY



1 **Figure 4: Number of visits**

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

2: Listed above the graph, the "N" shows the number of visitor groups responding and a description of the chart's information. Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.

3: Vertical information describes categories.

4: Horizontal information shows the number or proportions in each category.

5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

All VSP questionnaires follow the design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (1999). The Grand Canyon NP—South Rim questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks; others were customized for Grand Canyon NP.

Interviews were conducted with, and 1,000 questionnaires were distributed to a sample of visitor groups who arrived at Grand Canyon NP—South Rim during the period from June 22-28, 2003. Visitor groups were sampled in their vehicles near the two South Rim entrances.

Table 1: Questionnaire distribution locations
percentages do not equal 100 due to rounding.

Location	Questionnaires distributed	
	Number	%
Junction of Main Park Road and Center Road	850	85
Desert View gas station	150	15
GRAND TOTAL	1,000	100

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitor groups agreed, an interview, lasting approximately two minutes was used to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then given a questionnaire and asked for their names, addresses and telephone numbers in order to mail them a reminder-thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

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

Data Analysis

Returned questionnaires were coded and the information entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency Distribution and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Sampling size, missing data and reporting items

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 721 visitor groups, Figure 5 presents data for 2,481 individuals. A note above each graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Grand Canyon NP—South Rim visitor groups returned 735 questionnaires, Figure 1 shows data for only 721 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

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

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitor groups fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns of visitor groups to the selected sites during the study period of June 22-28, 2003. The results do not necessarily apply to visitor groups during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word **"CAUTION!"** is included in the graph, figure or table.
4. Bus passengers are may be under-represented in this study

Special conditions

Weather conditions during the visitor study were fairly typical of June in Grand Canyon NP for the duration of the study, with warm to hot, sunny days.

RESULTS

Visitor groups contacted

At Grand Canyon NP—South Rim, 1,114 visitor groups were contacted and 1,000 of these groups (90%) accepted questionnaires. Questionnaires were completed and returned by 735 visitor groups, resulting in a 73.5% response rate for this study.

Table 2 compares age and group size information collected from the total sample of visitor groups who participated, with age and group size of visitor groups who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	991	44.7	725	46.6
Group size	999	4.3	721	4.1

Demographics

Figure 1 shows the distribution of visitor group sizes, which ranged from one person to 54 people. Thirty-six percent of visitor groups consisted of two people, while another 35% consisted of three or four people. Ten percent of groups had seven or more people.

Most visitor groups (75%) were made up of family members and 10% were with friends (see Figure 2). “Other” group types included scouts, business associate, elder hostel, fiancé and holiday tour. Four percent of visitor groups were with guided tour groups (see Figure 3). One percent were with a school/educational group (see Figure 4).

Forty-five percent of the visitors were ages 36-60 years and 26% were 15 years or younger (see Figure 5).

Eleven percent of visitors were with a group member who had disabilities/ impairments that limited their ability to visit Grand Canyon NP (see Figure 6). The most common disabilities/impairments included mobility (79%) and hearing (16%), as shown in Figure 7. "Other" disabilities included age/heart condition, asthma,

cystic fibrosis, and back/knee problems. Thirty-one percent of disabled visitors encountered access problems during their park visit (see Figure 8). The problems included difficulty boarding buses, long walks to viewpoints and shuttle stops, not enough disabled parking, steps difficult, need more benches, and altitude.

Eight percent of the visitor groups did not speak English as their primary language (see Figure 9). The primary languages these visitor groups spoke are shown in Table 3. Thirty-eight groups responded that there were services they would like to have provided in other languages. The services included headphones with language options, warning signs in restrooms, international signs and brochures/maps.

When asked how many times each member in the group had visited Grand Canyon NP in the past five years, 84% of visitor groups reported that this was their first visit (see Figure 11). Over two-thirds of visitor groups (67%) were visiting for the first time in their lifetime.

Nine percent of all visitors were international, with the largest proportion from England (31%), as shown in Table 4. Smaller proportions of international visitors came from another 27 countries. The largest proportions of United States visitors were from California (14%), Arizona (8%), Texas (8%) and Florida (6%). Smaller proportions of U.S. visitors came from another 45 states, plus Washington, D.C., Guam and Puerto Rico (see Map 1 and Table 5).

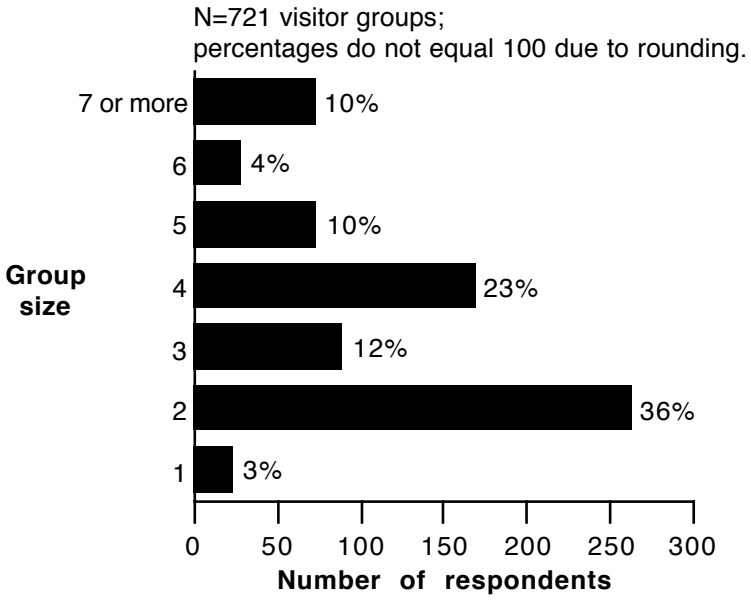


Figure 1: Visitor group sizes

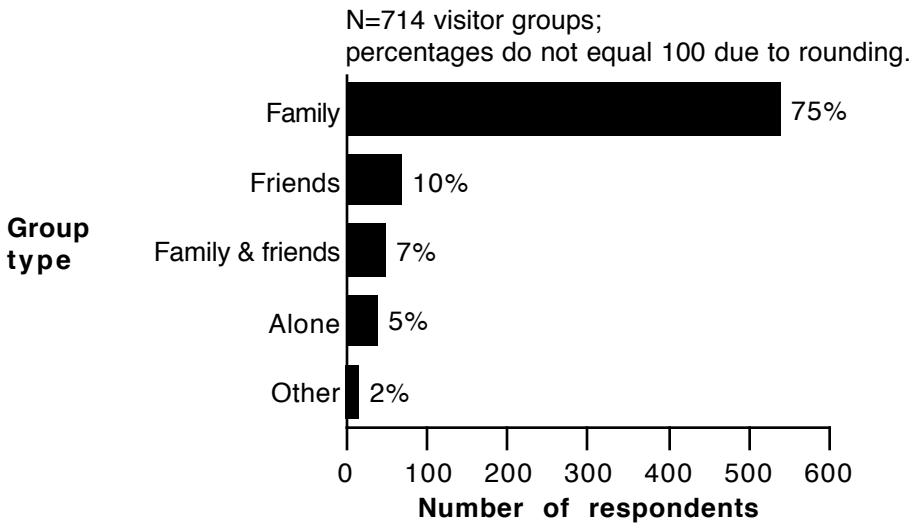


Figure 2: Visitor group types

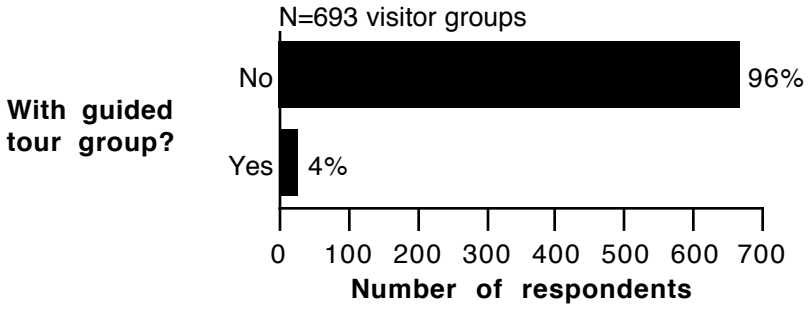


Figure 3: Visitor groups with a guided tour group

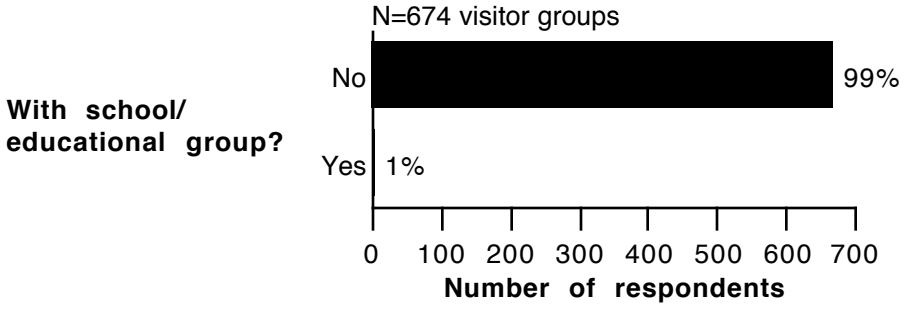


Figure 4: Visitor groups with a school/educational group

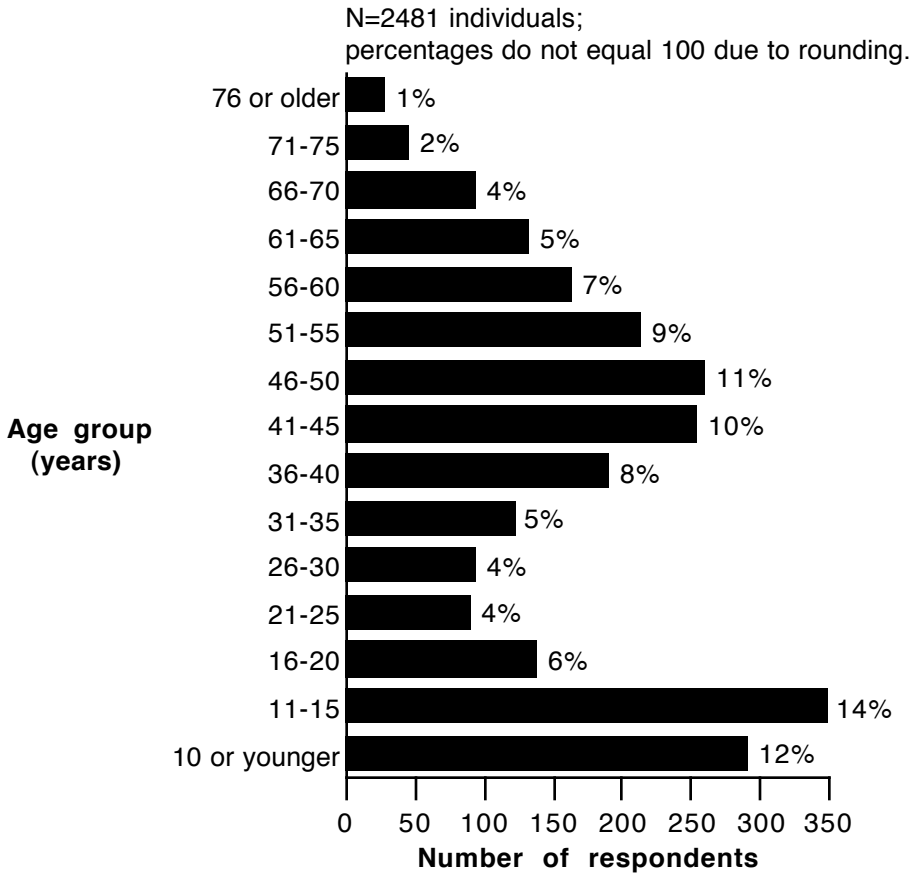


Figure 5: Visitor ages

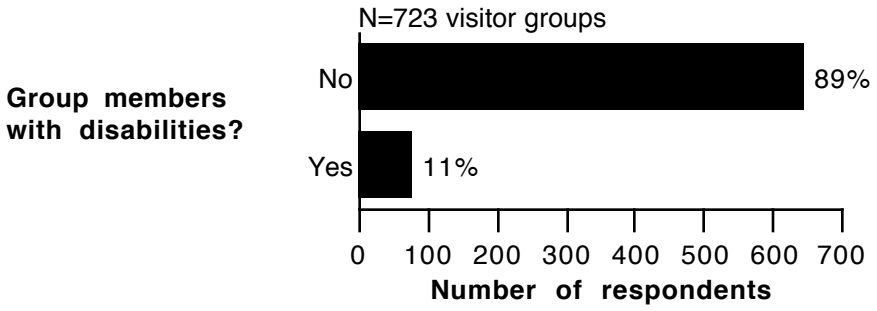


Figure 6: Visitor groups with disabilities/impairments that limited ability to visit Grand Canyon NP

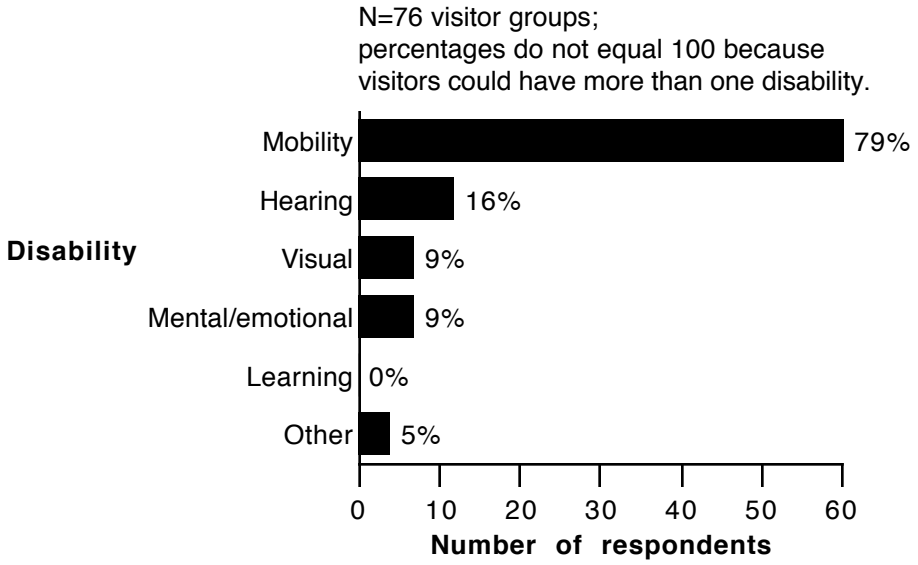


Figure 7: Types of visitor disabilities

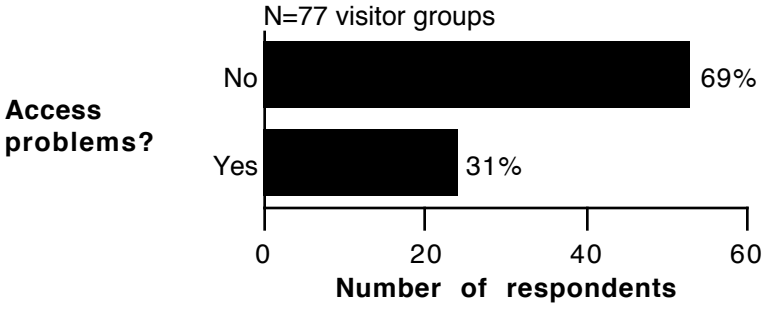


Figure 8: Encounter disability access problems at park?

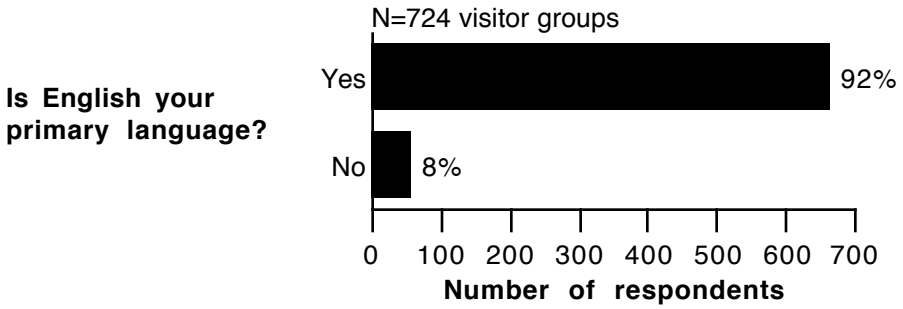


Figure 9: Visitor groups with English as primary language

Table 3: Primary languages other than English
N=18 languages

Language	Number of times mentioned
German	12
Spanish	6
French	5
Swedish	4
Chinese	3
Dutch	3
Japanese	2
Korean	2
Mandarin	2
Polish	2
Russian	2
Thai	2
Other languages	6

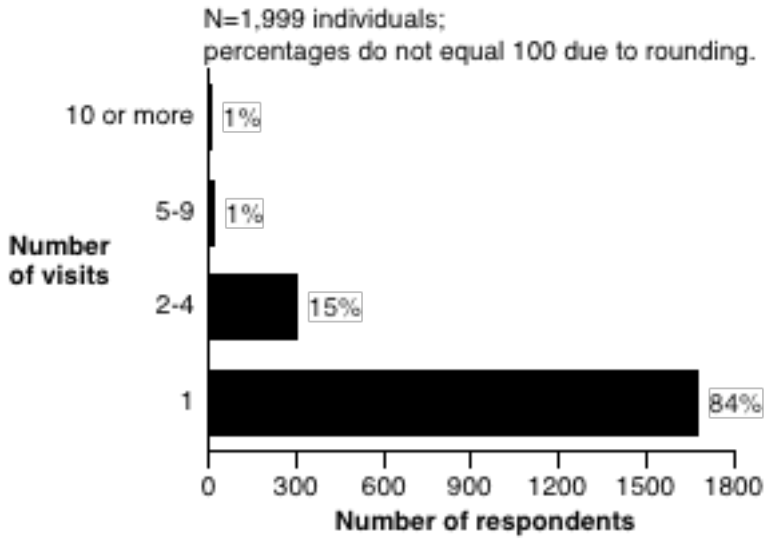


Figure 10: Number of visits in past 5 years (including this visit)

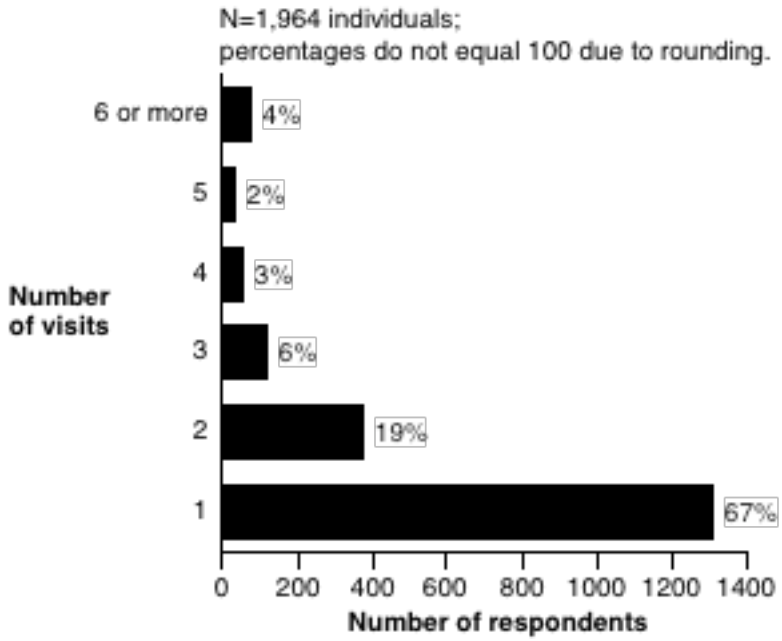
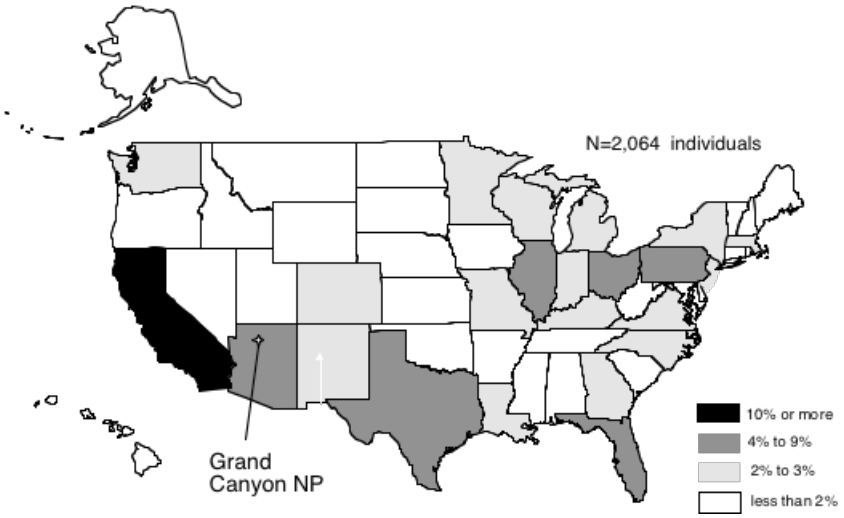


Figure 11: Number of visits in lifetime (including this visit)

Table 4: International visitors by country of residence
percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors N=211 individuals	Percent of total visitors N=2,275 individuals
England	66	31	<1
Australia	15	7	<1
Canada	12	6	<1
France	12	6	<1
Sweden	12	6	<1
Germany	11	5	<1
Holland	9	4	<1
Denmark	8	4	<1
Italy	8	4	<1
Japan	7	3	<1
Austria	5	2	<1
Latvia	5	2	<1
Mexico	5	2	<1
China	4	2	<1
Israel	4	2	<1
Africa	3	1	<1
India	3	1	<1
New Zealand	3	1	<1
Singapore	3	1	<1
Belgium	2	1	<1
Dominican Republic	2	1	<1
Ireland	2	1	<1
Philippines	2	1	<1
Poland	2	1	<1
Scotland	2	1	<1
Switzerland	2	1	<1
Albania	1	<1	<1
Czechoslovakia	1	<1	<1



Map 1: Proportion of United States visitors by state of residence

Table 5: United States visitors by state of residence

percentages may not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=2,064 individuals	Percent of total visitors N=2,275 individuals
California	297	14	13
Arizona	166	8	7
Texas	162	8	7
Florida	127	6	6
Ohio	99	5	4
Pennsylvania	98	5	4
Illinois	75	4	3
Georgia	68	3	3
Michigan	61	3	3
Minnesota	58	3	3
Virginia	56	3	3
Washington	52	3	2
Kentucky	46	2	2
New Jersey	44	2	2
New Mexico	44	2	2
Indiana	40	2	2
Colorado	37	2	2
New York	36	2	2
North Carolina	35	2	2
Wisconsin	35	2	2
Missouri	32	2	1
Louisiana	30	2	1
Massachusetts	30	2	1
Alabama	28	1	1
Maryland	28	1	1
Utah	26	1	1
23 other states + Washington, D.C. + Puerto Rico + Guam	254	12	11

Length of visit in area and in park

Area: Visitor groups were asked how long they spent visiting Grand Canyon NP and the surrounding area (Flagstaff/Williams/Cameron) on this visit. Most visitor groups (65%) spent six or more hours in the Grand Canyon NP area, as shown in Figure 12. Another 26% spent two to four hours. Visitor groups who spent 24 hours or more in the area most often spent two days (42%), as shown in Figure 13.

Park: In Grand Canyon NP, visitor groups who spent less than 24 hours most often spent eight hours or more (28%), or four to six hours (47%), as shown in Figure 14. Of those who visited for 24 hours or more, 77% of respondents spent two or three days (see Figure 15).

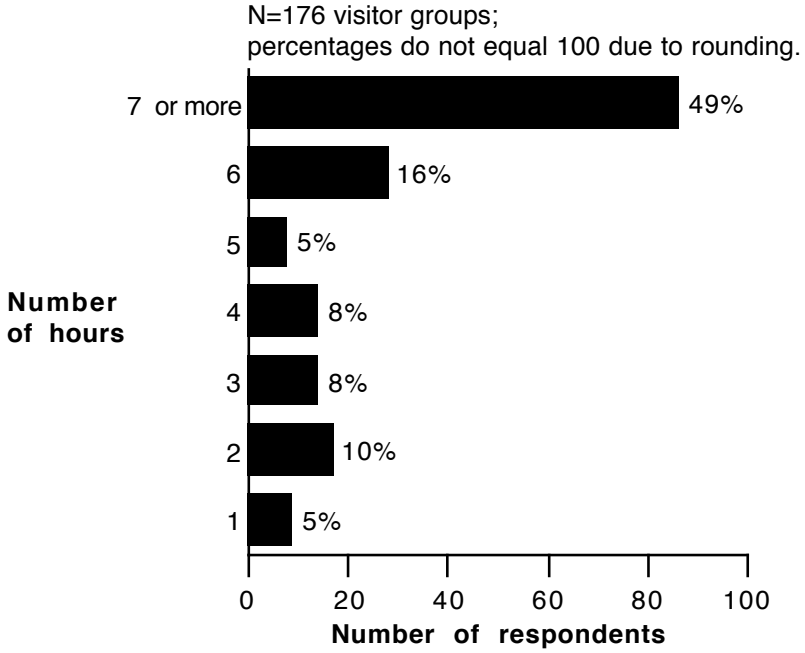


Figure 12: Hours spent in Grand Canyon NP area (Flagstaff/Williams/Cameron) by visitor groups who stayed less than 24 hours on this visit

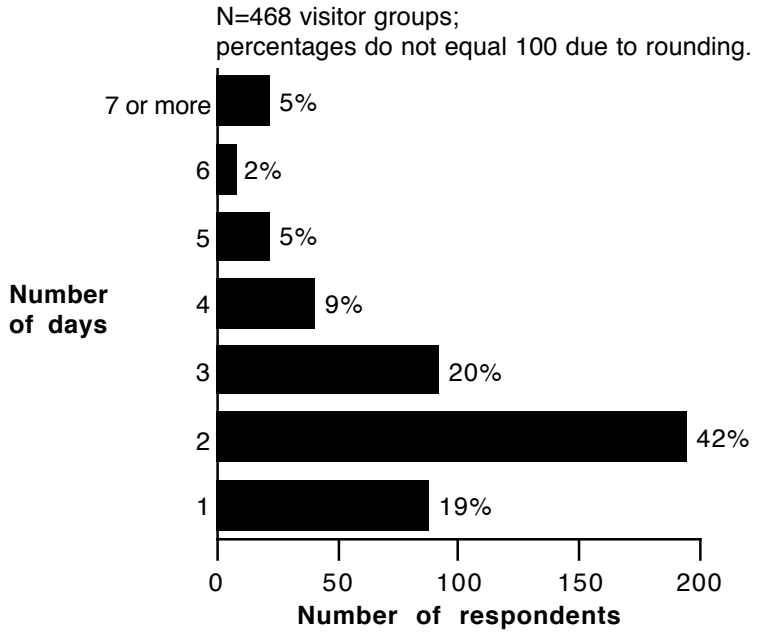


Figure 13: Days spent in Grand Canyon NP area (Flagstaff/Williams/Cameron) by visitor groups who stayed 24 hours or more on this visit

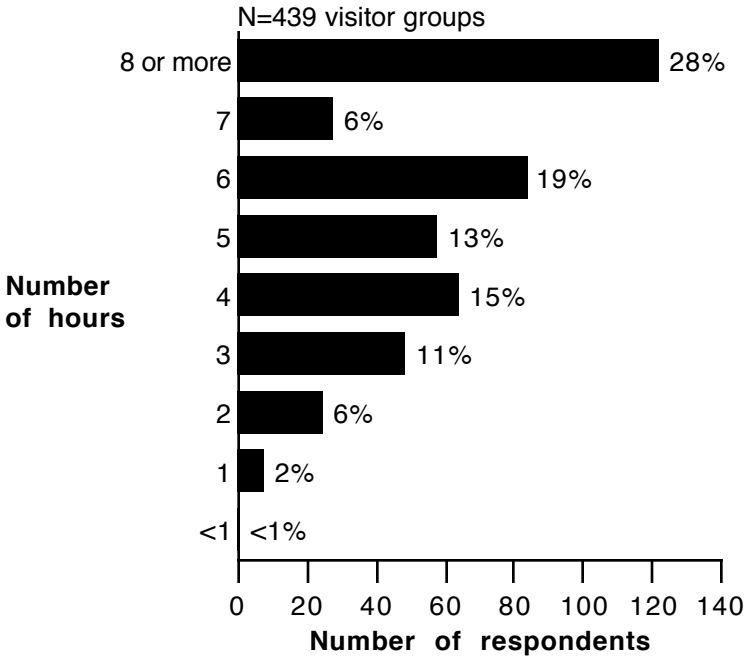


Figure 14: Hours spent in Grand Canyon NP by visitor groups who stayed less than 24 hours on this visit

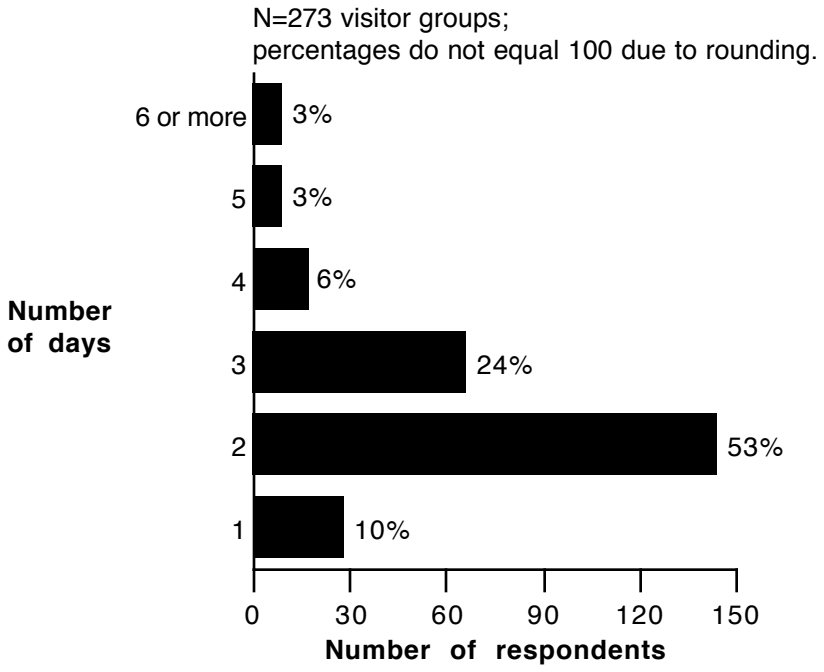


Figure 15: Days spent in Grand Canyon NP by visitor groups who stayed 24 hours on more on this visit

Sources of information—this visit/future visits

Visitor groups were asked to indicate the sources from which they had received information about Grand Canyon NP prior to their visit. Eleven percent of visitor groups received no information prior to their visit. Of the groups who received information, the most common sources were travel guides/tour books (50%), word of mouth/friends/relatives (47%) and maps/brochures (47%), as shown in Figure 16. The least used source of information was "living in the local area" (5%). “Other” sources of information used by visitor groups were American Automobile Association (AAA), school, Phoenix hotel, book on national parks, elder hostel and travel agent.

Most visitor groups (82%) received the information they needed to plan their visit, however 11% did not and 7% were "not sure" (see Figure 17). The additional information that visitor groups needed prior to their visit is shown in Table 6.

Prior to future visits, the sources of information that visitor groups would most prefer to use included National Park Service website (69%), travel guides/tour books (55%) and maps/brochures (48%), as shown in Figure 18. "Other" sources of information included AAA, school, travel agent, and RV guide.

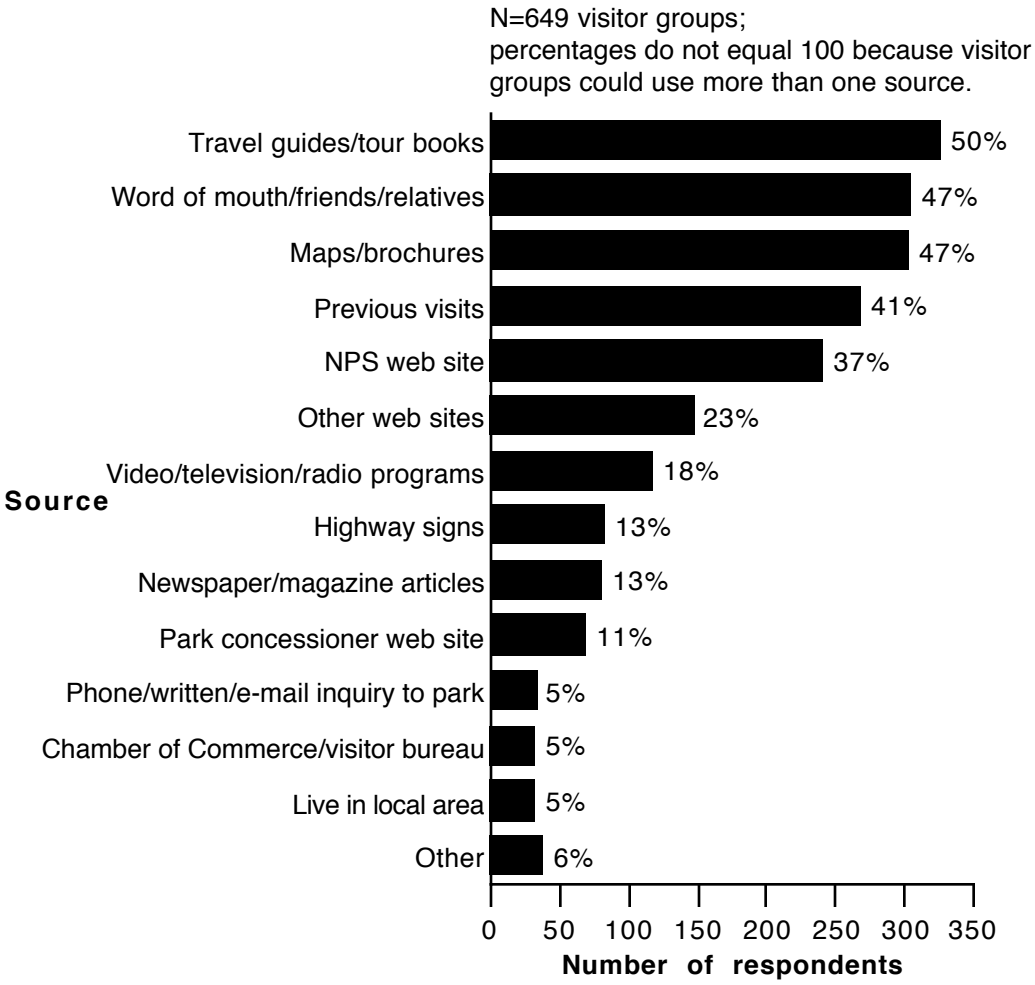


Figure 16: Sources of information used by visitor groups prior to this visit

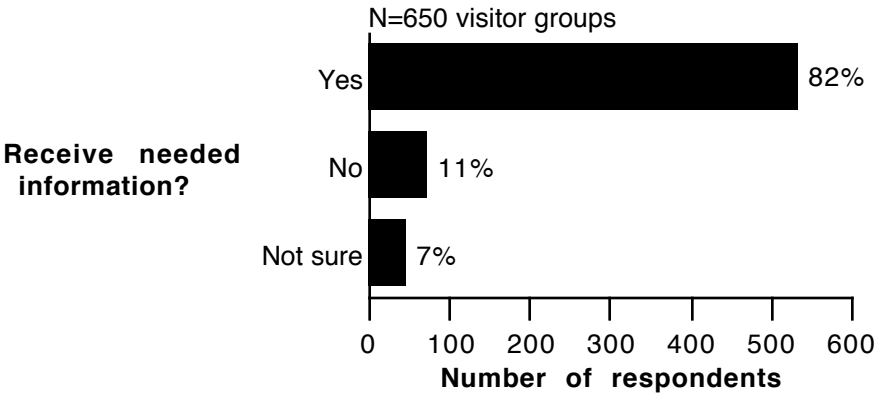


Figure 17: Receive needed information?

Table 6: Information needed but not received
N=72 comments

Comment	Number of times mentioned
General information	18
Lodging	10
Tours, including driving	6
Hiking trails	5
Camping	4
Shuttle schedule/route	3
Food/restaurants	3
Hours of operation	3
Maps	3
Road construction	2
Directions	2
Admission costs	2
Reservations needed	2
Specific information for elderly/handicapped	2
Other comments	7

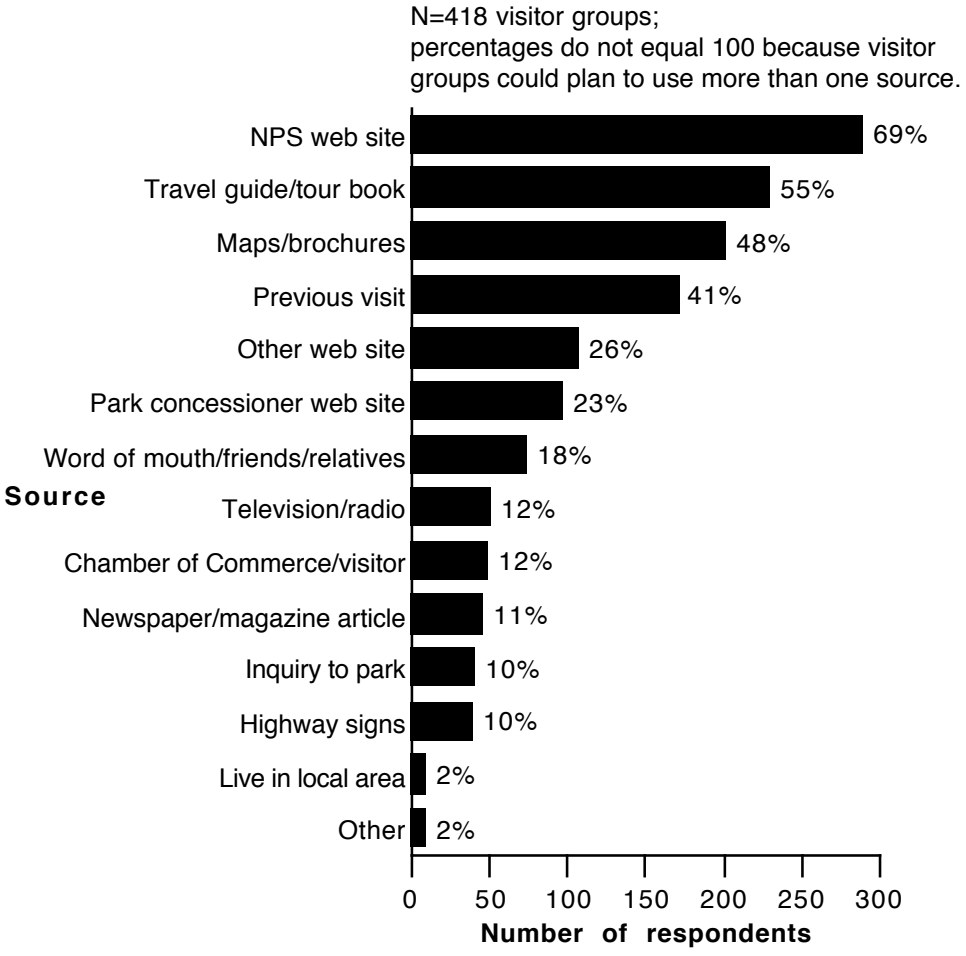


Figure 18: Preferred sources of information prior to future visits

Awareness of land management by three government agencies

Visitor groups were asked, "Prior to your visit, were you aware that three different government agencies—National Park Service, U.S. Forest Service and Bureau of Land Management—each with different land management goals, manage land in and around Grand Canyon NP?" Eighty-one percent of the visitor groups were not aware of this, while 16% were aware of the three land management agencies (see Figure 19). Four percent were "not sure."

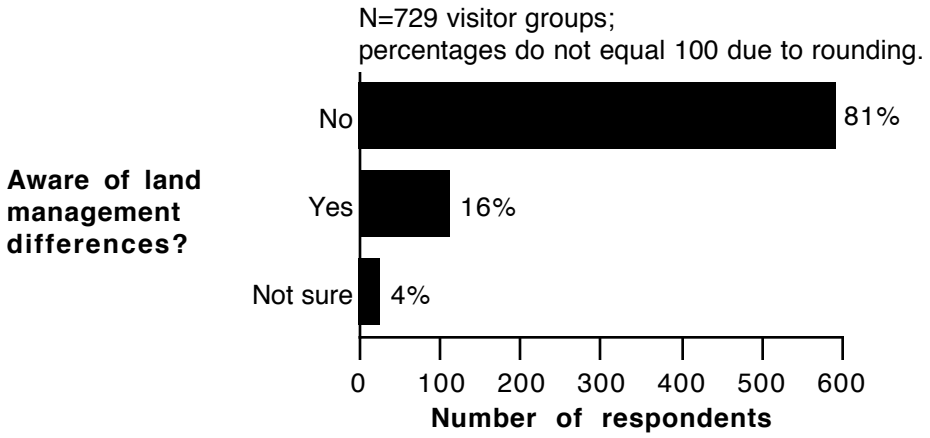


Figure 19: Visitor awareness that Grand Canyon NP area is managed by three land management agencies

Grand Canyon NP as part of travel plans/ timing of decision to visit

Visitor groups were asked how Grand Canyon NP fit into their travel plans on this visit. Most visitor groups (74%) reported that Grand Canyon NP was one of several destinations, as shown in Figure 20. For 22% of visitor groups, the park was the primary destination and another 4% said the park was not a planned destination.

Visitor groups were asked when they made the decision to visit Grand Canyon NP on this trip. Almost one-half of the visitor groups (49%) made the decision two to six months ago and another 23% made the decision less than one month prior to their trip (see Figure 21). Seven percent made the decision after arriving in northern Arizona on their trip.

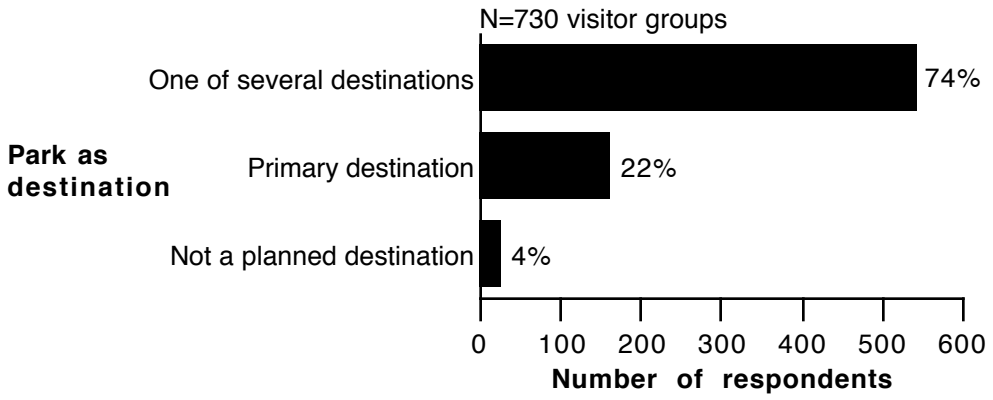


Figure 20: Grand Canyon NP as part of travel plans

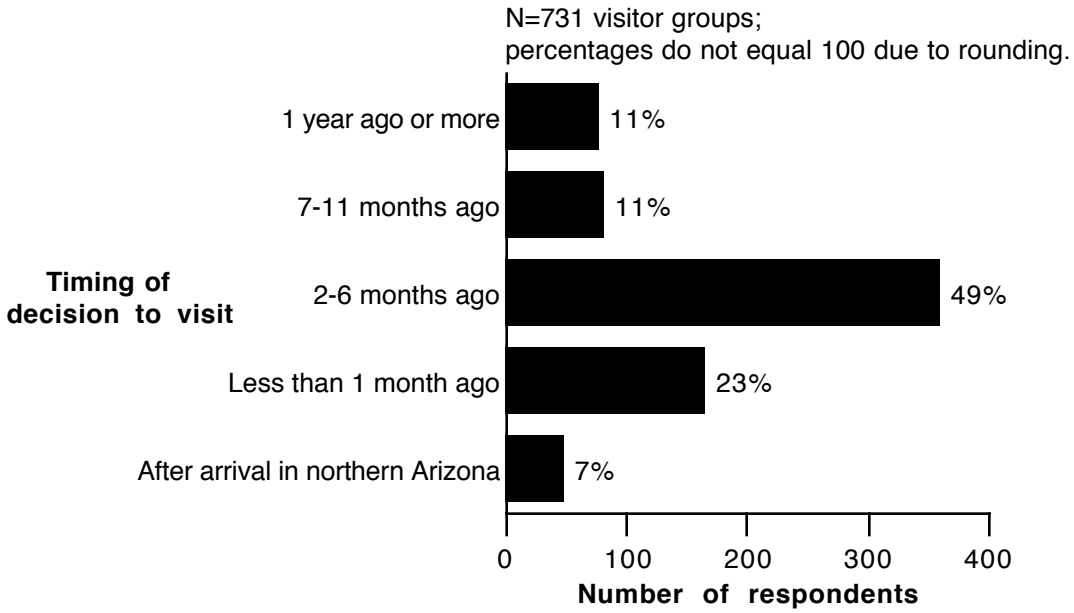


Figure 21: Timing of decision to visit Grand Canyon NP

Primary reason for visiting Grand Canyon NP area

Visiting Grand Canyon NP was the primary reason for visiting the Grand Canyon NP area for 73% of the visitor groups (see Figure 22). Eleven percent of visitor groups came primarily to visit other attractions in the area.

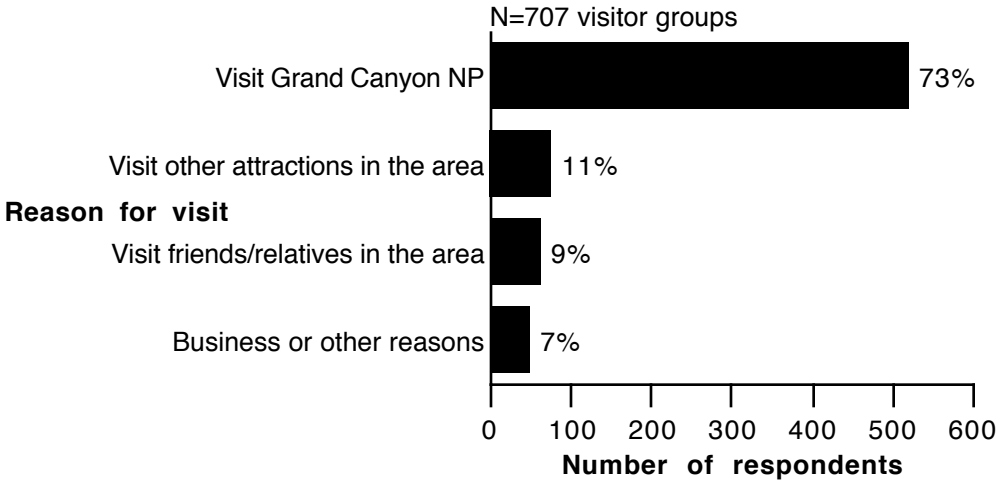


Figure 22: Primary reason for visiting Grand Canyon NP area

Forms of transport used/shuttle bus use

When asked about the forms of transportation they used to arrive at Grand Canyon NP, 61% of visitor groups came in a private vehicle (car, SUV, pickup, RV, motorcycle, etc.), as shown in Figure 23. Over one-third (38%) came in a rental vehicle and 16% came by airplane. “Other” forms of transportation included a bicycle, raft and motorhome.

Visitor groups most often arrived at the park in one vehicle (91%), although 7% arrived in two vehicles, as shown in Figure 24.

Visitor groups were also asked about the number of times they boarded the free shuttle bus during their visit. Twenty percent of visitor groups boarded the free shuttle bus twice, 25% boarded three or four times and 18% boarded eight or more times (see Figure 25).

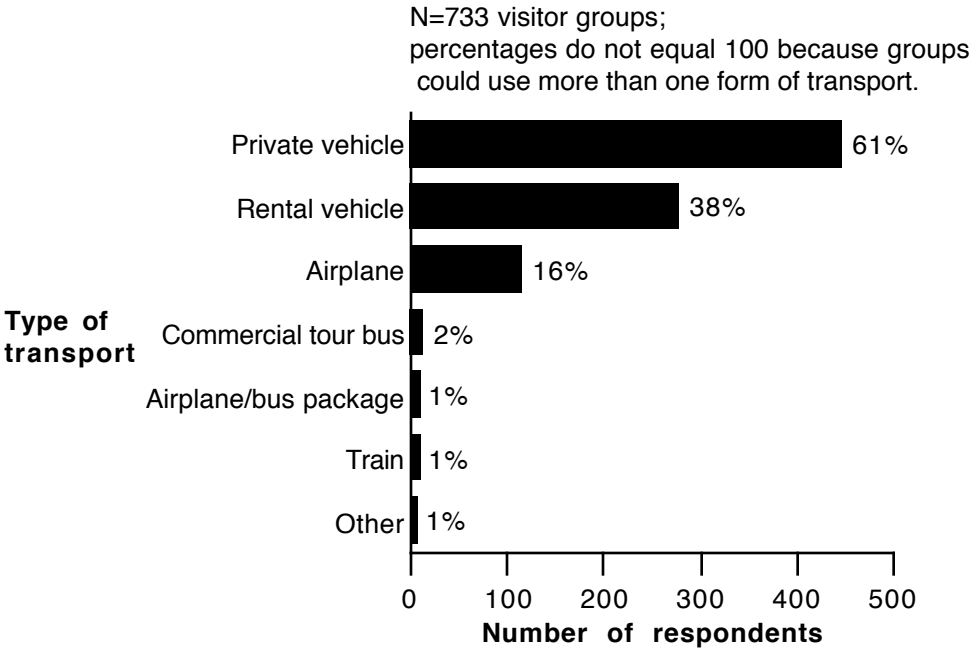


Figure 23: Forms of transportation used to arrive at Grand Canyon NP

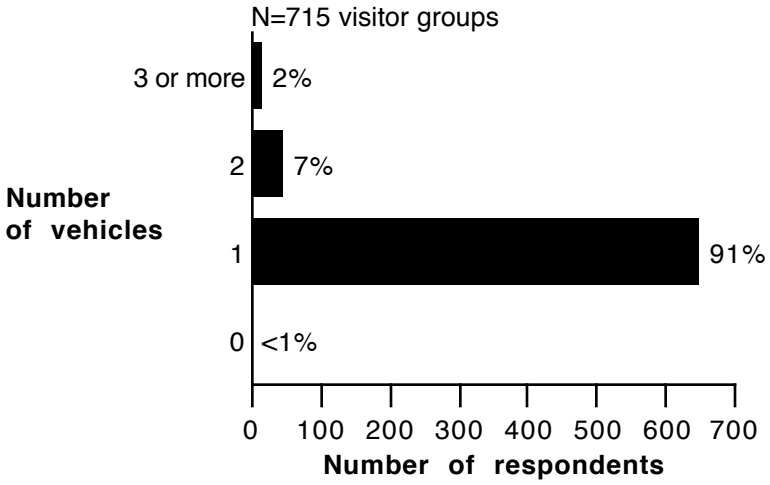


Figure 24: Number of vehicles in which visitor groups arrived at the park

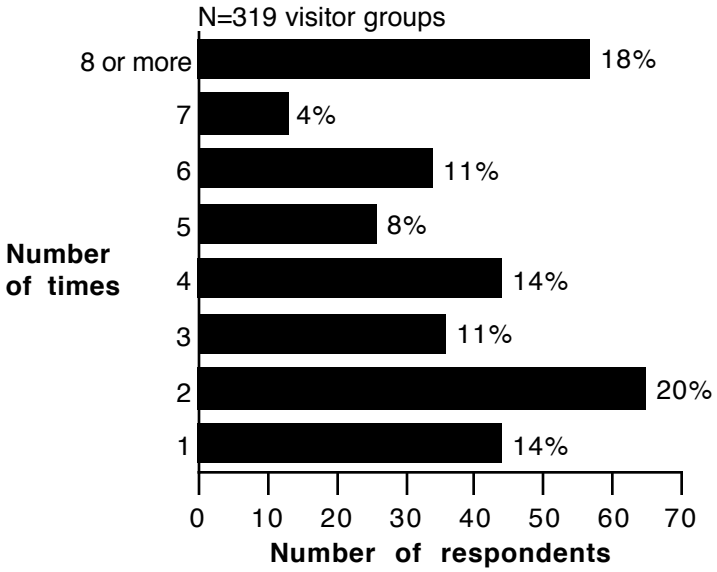


Figure 25: Number of times visitor groups boarded shuttle bus

Park entrance station used/park entries

South Rim visitor groups who first entered Grand Canyon NP through an entrance station most often arrived first at the South Entrance-Tusayan (78%), followed by the East (Desert View) Entrance (18%) and North Rim (4%), as shown in Figure 26.

When asked the number of times they entered the park on this visit, over one-half of visitor groups (59%) said they entered one time, as shown in Figure 27. Another 30% entered two or three times.

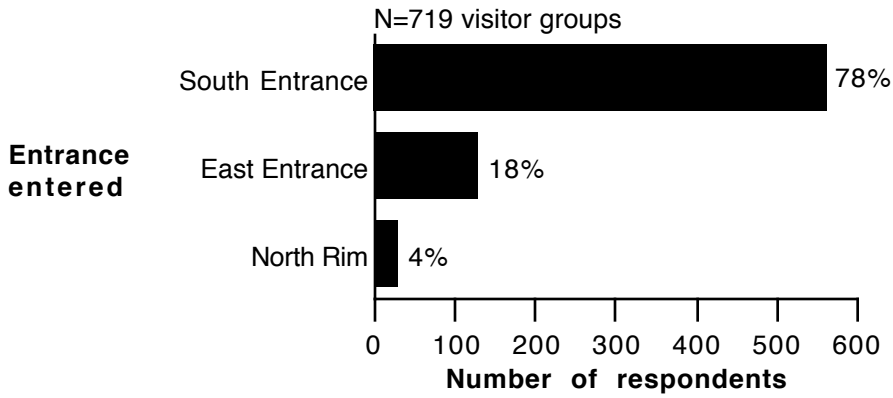


Figure 26: Entrance used to first enter Grand Canyon NP

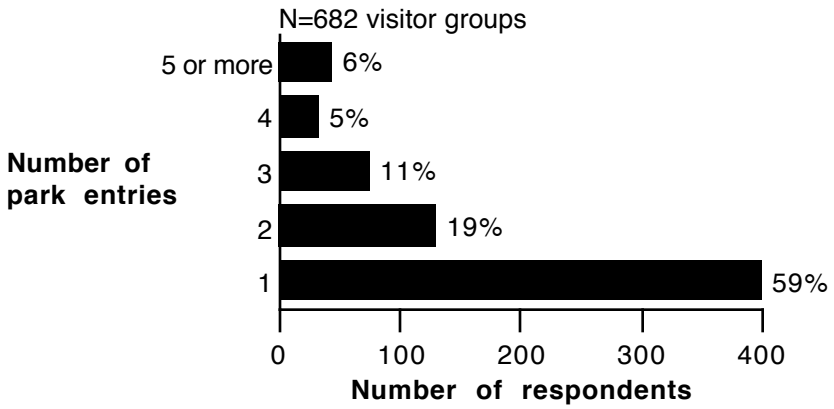


Figure 27: Number of times visitor groups entered the park

Wayfinding in the park

Visitor groups were asked, "Were you easily able to find your way around Grand Canyon NP?" Most visitor groups (87%) said they were easily able to find their way, while 10% responded that they could not easily find their way (see Figure 28). Three percent were "not sure."

The sources that visitor groups most often used to find their way included the map from the park entrance (90%) and road signs (65%), as shown in Figure 29. Twenty-six percent got information from visitor center staff. "Other" sources of wayfinding information included American Automobile Association (AAA) information, park newspaper, tour guides, tour books, hotel staff, shuttle bus drivers, and interpretive signs.

The problems that visitor groups encountered in finding their way around the park are shown in Table 7.

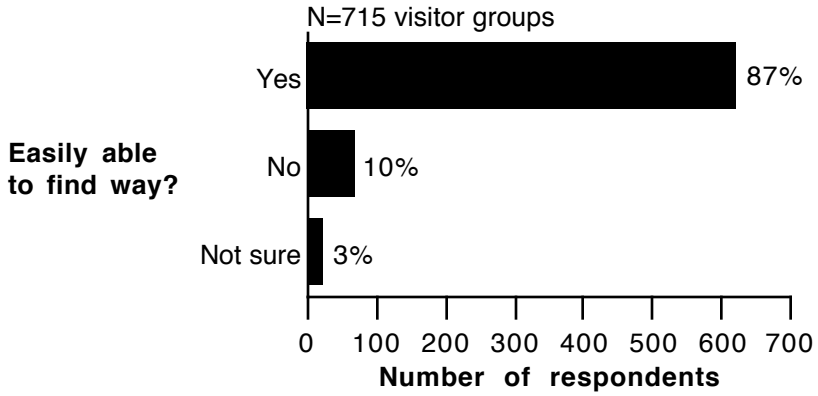


Figure 28: Visitor groups who were easily able to find their way around Grand Canyon NP

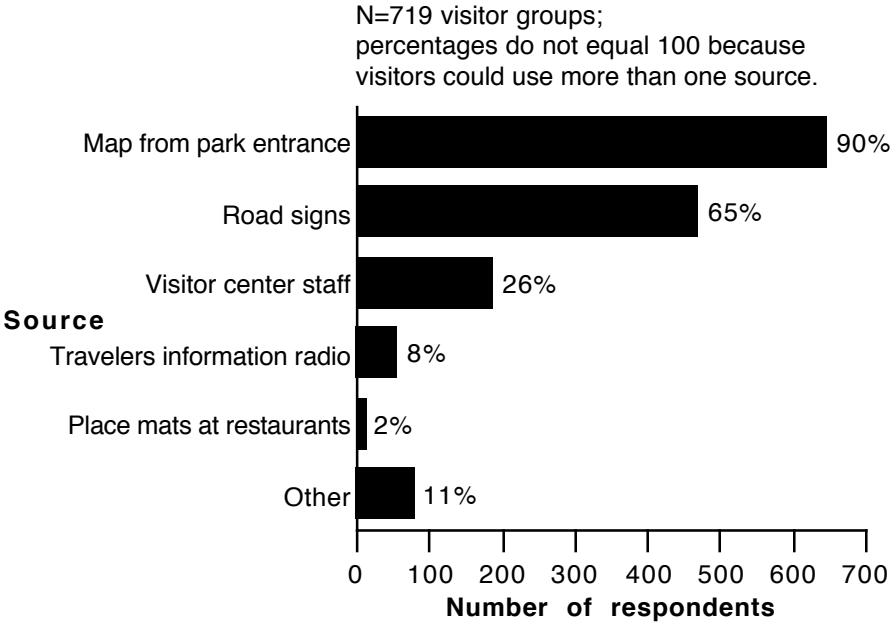


Figure 29: Sources used to find way around Grand Canyon NP

Table 7: Problems in wayfinding
N=172 comments

Comment	Number of times mentioned
Directional signs confusing	40
Map poor	20
Bus routes confusing	28
Finding parking	14
Not enough directional signs	14
Finding visitor center	9
Construction route confusing	7
Signs difficult to read, especially at night	6
Hotels not well labeled	4
Information radio not working	4
Bus stops hard to find	3
Crowds contributed to confusion	3
Inconsistent information between signs/maps	3
Not enough trail signs	3
Signs directing to exits confusing	2
Road layout confusing	2
Flagstaff lacks signs/maps to direct to park	2
Other comments	8

Activities including hiking/backpacking

Visitor groups were asked to list the activities in which they participated at Grand Canyon NP on this visit. On this visit, the most common activities were sightseeing/scenic drive (90%), taking a self-guided rim walk (68%), and shopping (50%), as shown in Figure 30. The least common activities were taking a mule ride and backpacking/camping below the rim (each 1%) "Other" activities included star gazing/astronomy, riding shuttle buses, rafting, picnicking, staying in lodge, attending church service, taking West Rim shuttle, and ATV rides.

Respondents were asked to list the three most important activities on their visit to Grand Canyon NP. Visitor groups' most important activities included sightseeing/scenic drive (50%), taking a self-guided rim walk (21%), and dayhiking below the rim (12%), as shown in Figure 31. The second most important activities included taking a self-guided rim walk (26%), sightseeing/scenic drive (20%), and photography/painting/drawing (20%), as shown in Figure 32. The third most important activity responses consisted of photography/painting/drawing (20%), taking a self-guided rim walk (15%), sightseeing/scenic drive (13%) and shopping (13%), as shown in Figure 33.

Just over one-third of the visitor groups (34%) said they hiked or backpacked on this visit (see Figure 34). Those who hiked or backpacked identified the trails they used, most often the Rim Trail (69%), Bright Angel Trail (49%) and South Kaibab Trail (19%), as shown in Figure 35. The least hiked trail was Grandview Trail (6%). "Other" trails hiked included many along river corridor and along rim with no trail.

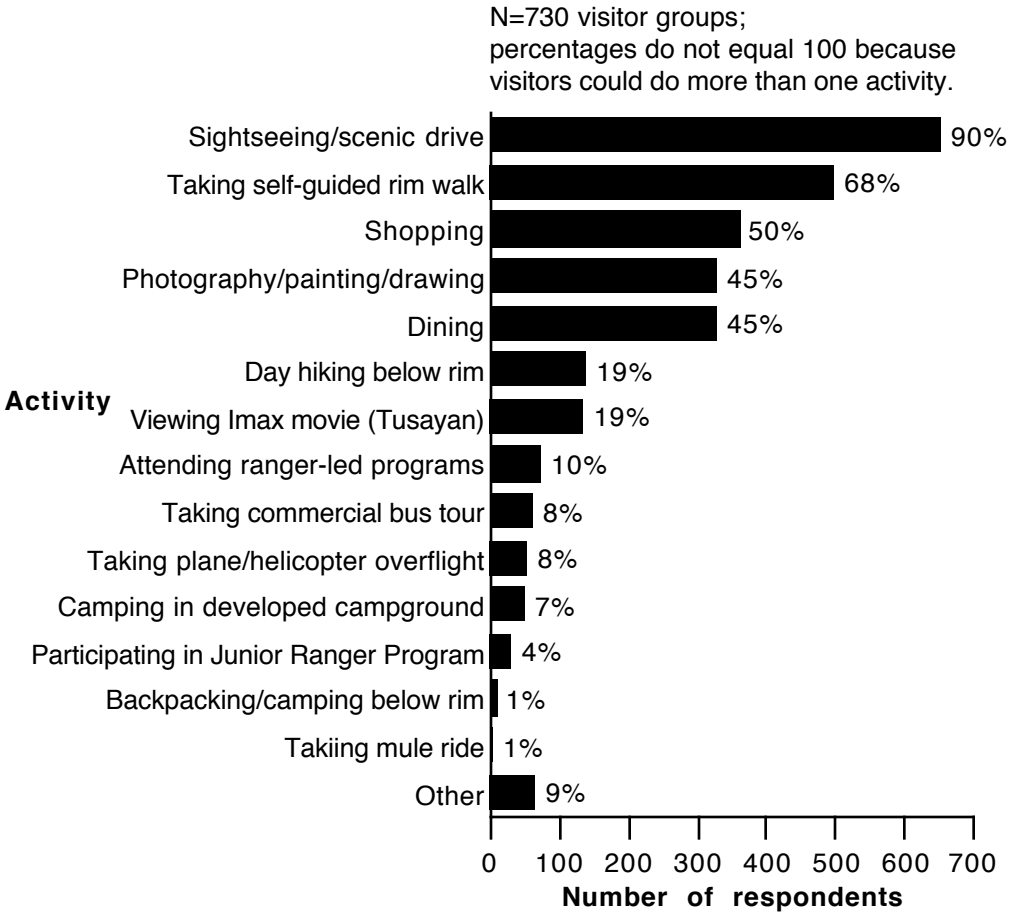


Figure 30: Visitor activities on this visit

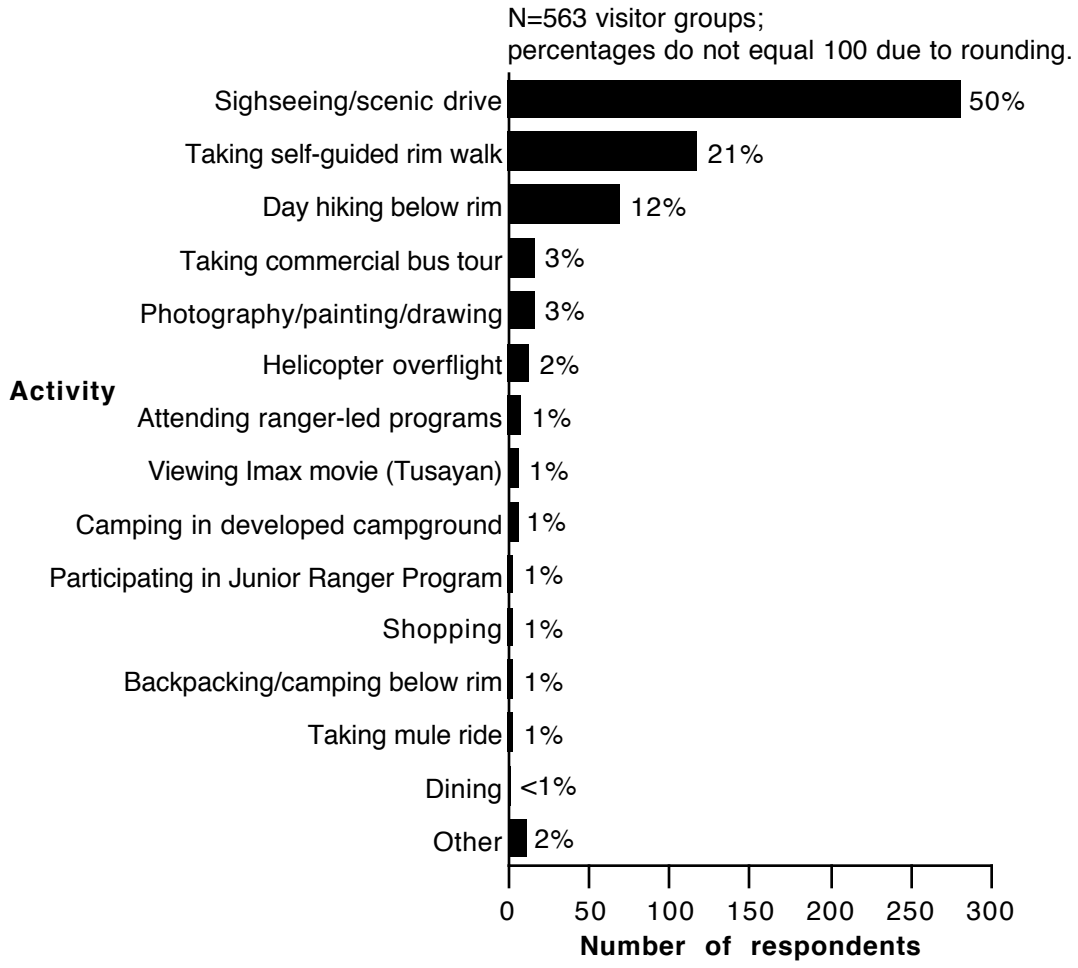


Figure 31: The most important activity

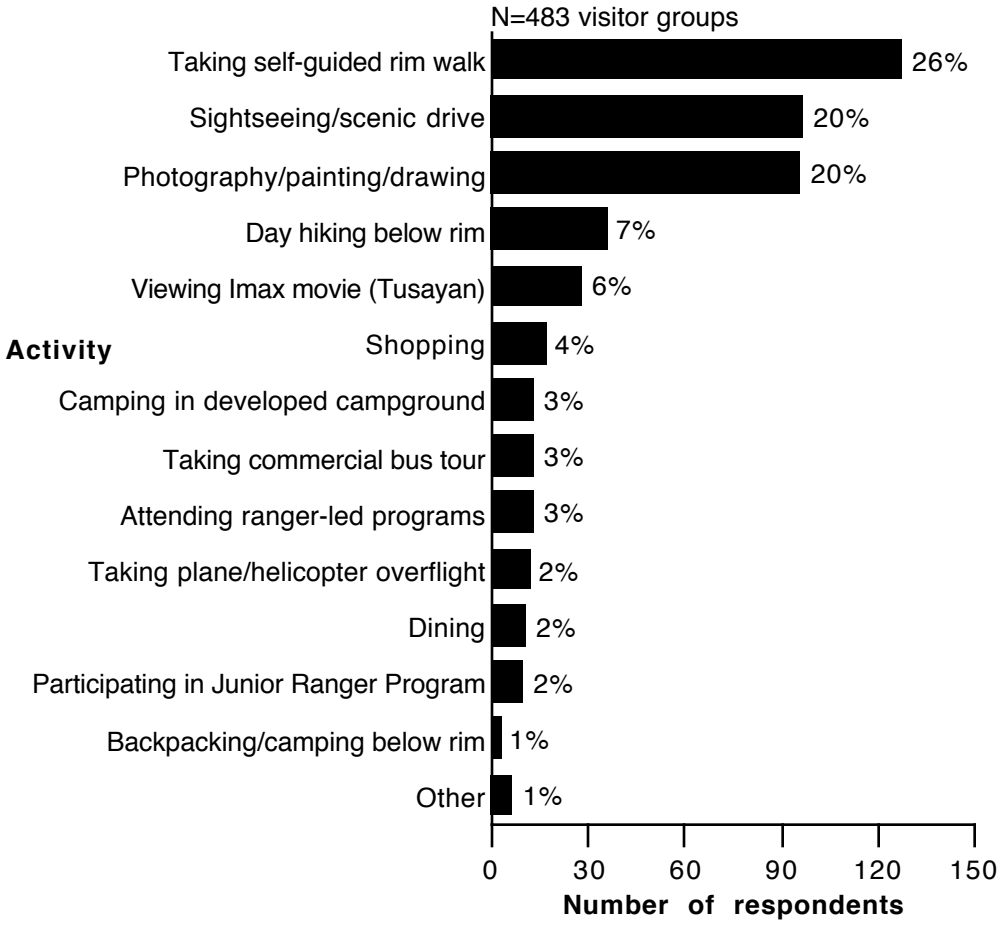


Figure 32: The second most important activity

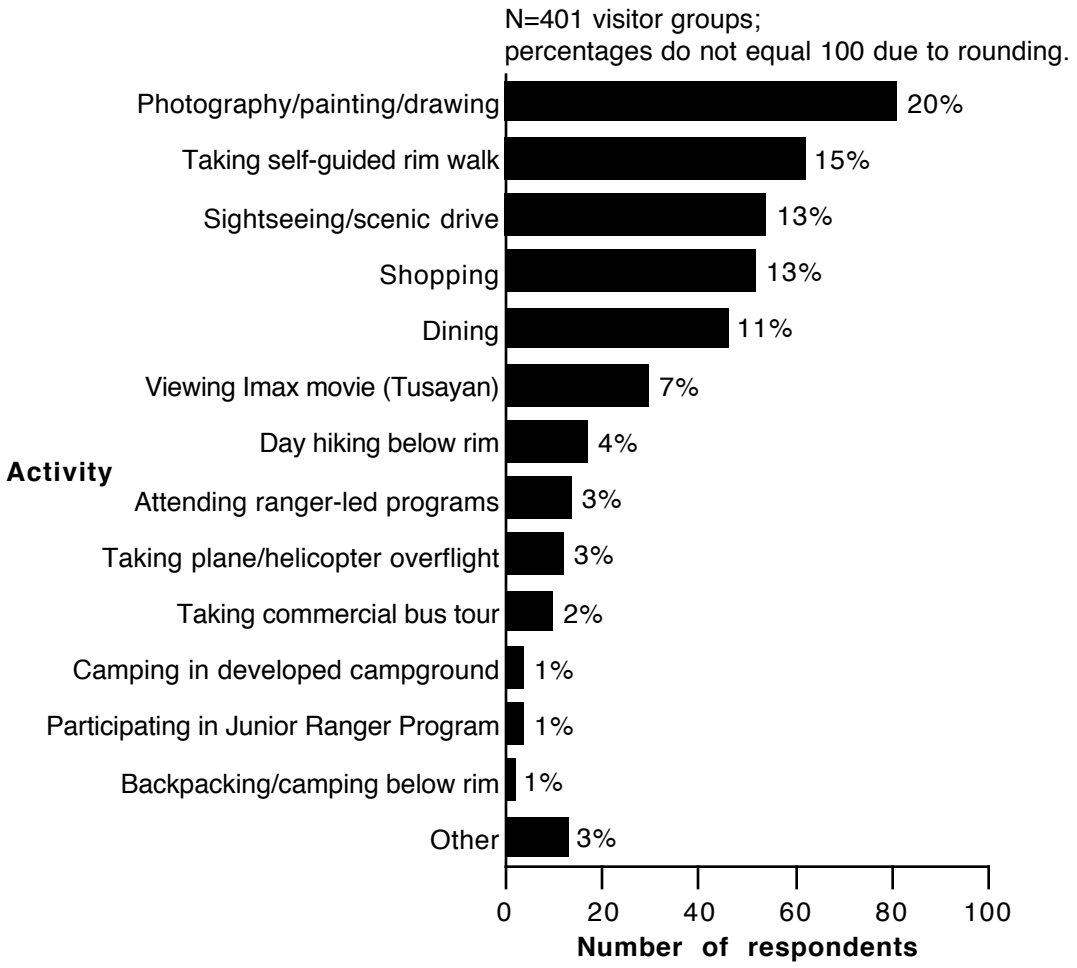


Figure 33: The third most important activity

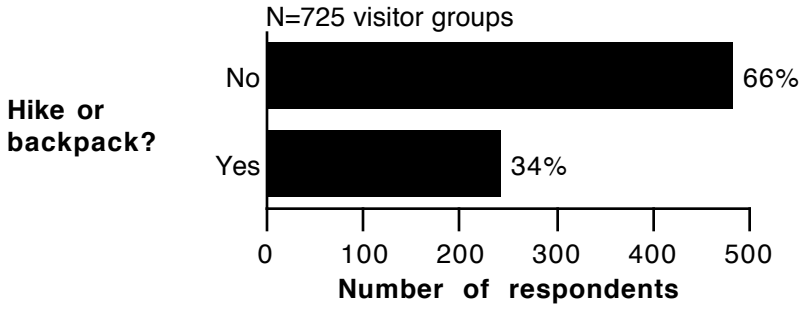


Figure 34: Visitor groups who hiked or backpacked on this visit

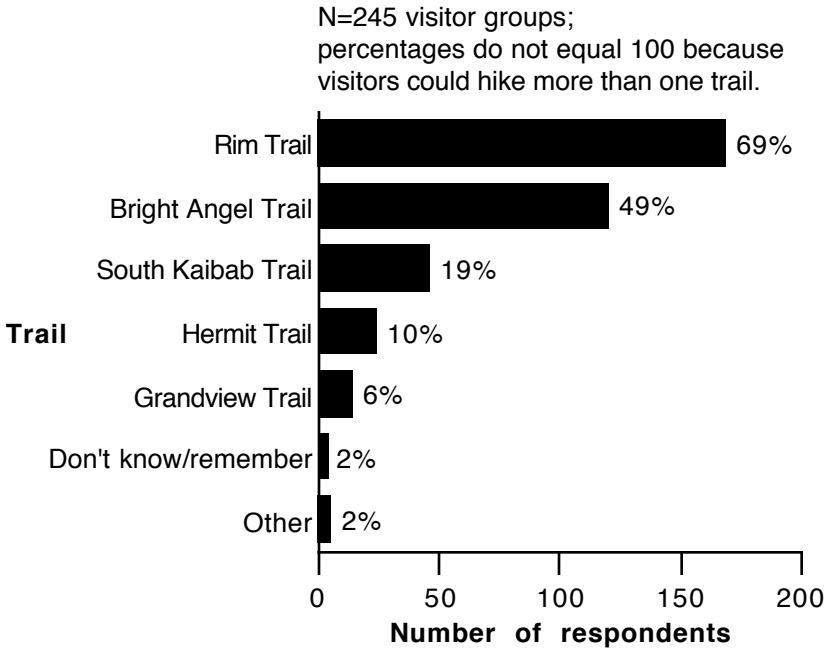


Figure 35: Trails hiked or backpacked on this visit

Learning about interpretive topics

Visitor groups were asked if they learned about any of the following interpretive topics—formation of the canyon and its layers, ancient human history, modern human cultures, and plants and animals—during their visit. About two-thirds of the visitor groups (66%) did not learn about any of these topics on their visit (see Figure 36). Thirty-two percent learned about the topics and 3% were "not sure." Of those who learned, 85% learned about the formation of the canyon and its layers and 70% learned about plants and animals, as shown in Figure 37. Fifty-five percent of visitor groups learned about ancient human history and 33% learned about modern human cultures.

Visitor groups were also asked about how much their level of understanding of each topic improved during their visit. Table 8 shows that 52% visitor groups felt their understanding of the formation of the canyon and its layers improved "a lot." The topic that received the highest "a little" improvement rating was modern human cultures (26%).

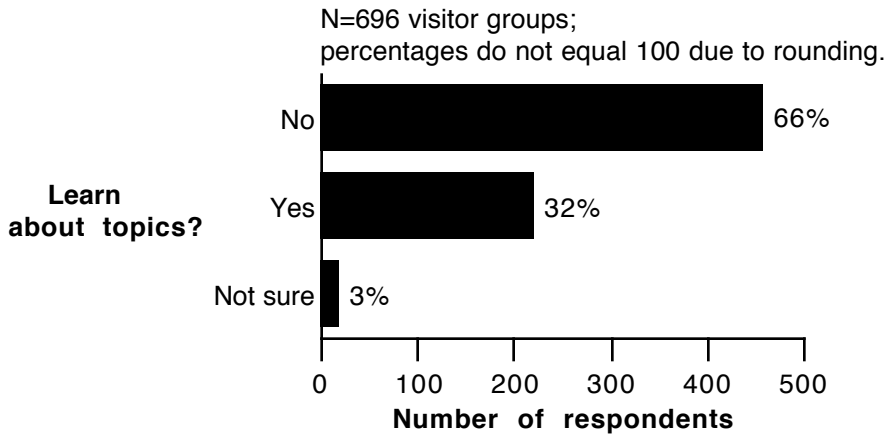


Figure 36: Visitor groups who learned about interpretive topics on this visit

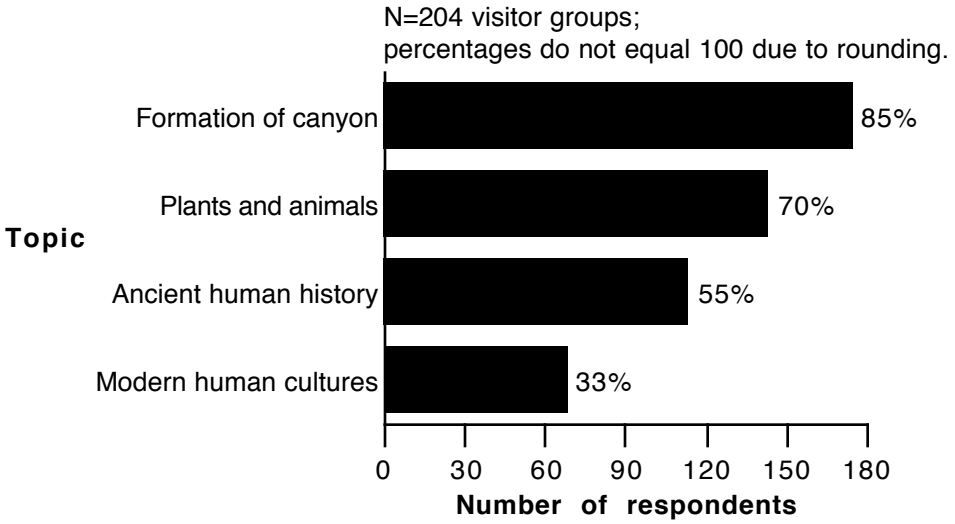


Figure 37: Interpretive topics learned about on this visit

Table 8: Improvement in understanding of interpretive topics
percentages may not equal 100 due to rounding.

		Level of understanding improvement				
Topic	**N**	A lot	Somewhat	A little	Not at all	Don't know
Formation of canyon	165	52%	32%	14%	2%	0%
Ancient human history	110	38%	38%	21%	3%	0%
Modern human cultures	68	28%	41%	26%	4%	0%
Plants and animals	139	42%	34%	24%	0%	0%

Places visited/order visited

Visitor groups were asked to list the order in which they visited selected places in and around Grand Canyon NP on this visit. Figure 38 shows that the most visited place was Mather Point/Canyon View Visitor Center (72%), followed by Yavapai Point (62%). The least visited place was Phantom Ranch (3%). "Other" places visited included Lipan Point, Grandview Point, Hopi Point, Moran Point, Yaki Point, South rim, East Rim drive, Kaibab Trail, lodge and airport.

The place most often visited first was Mather Point/Canyon View Visitor Center (30%), followed by Tusayan community outside park (23%), as shown in Figure 39.

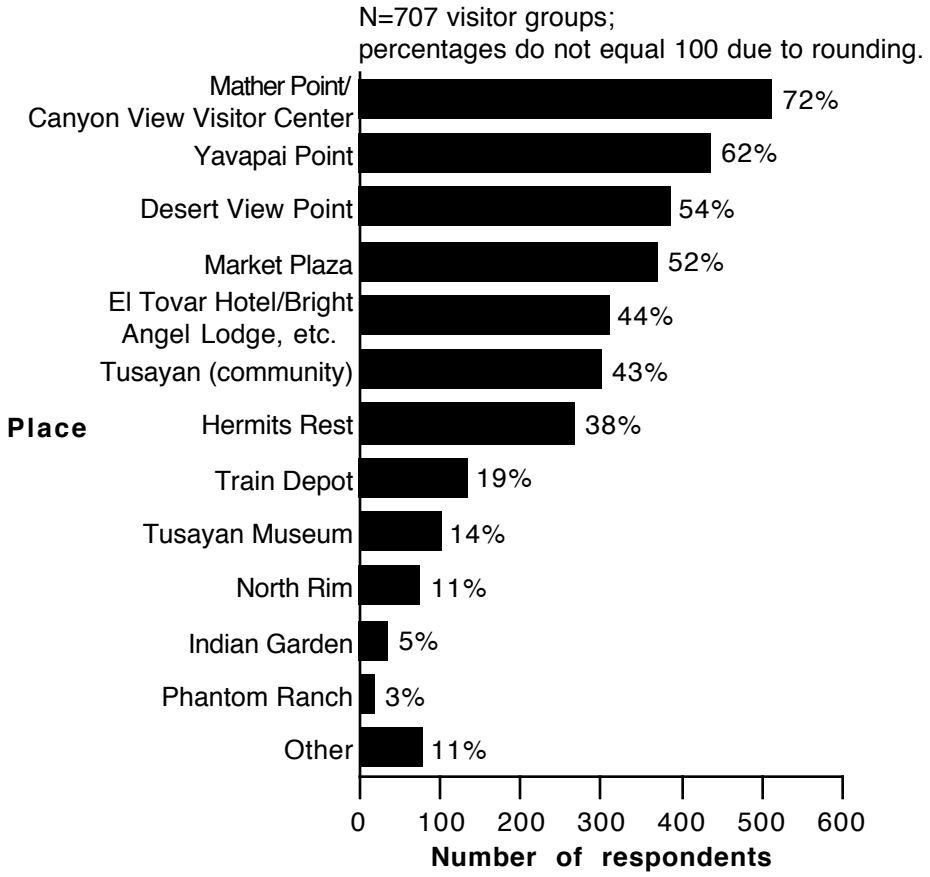


Figure 38: Places visited in Grand Canyon NP

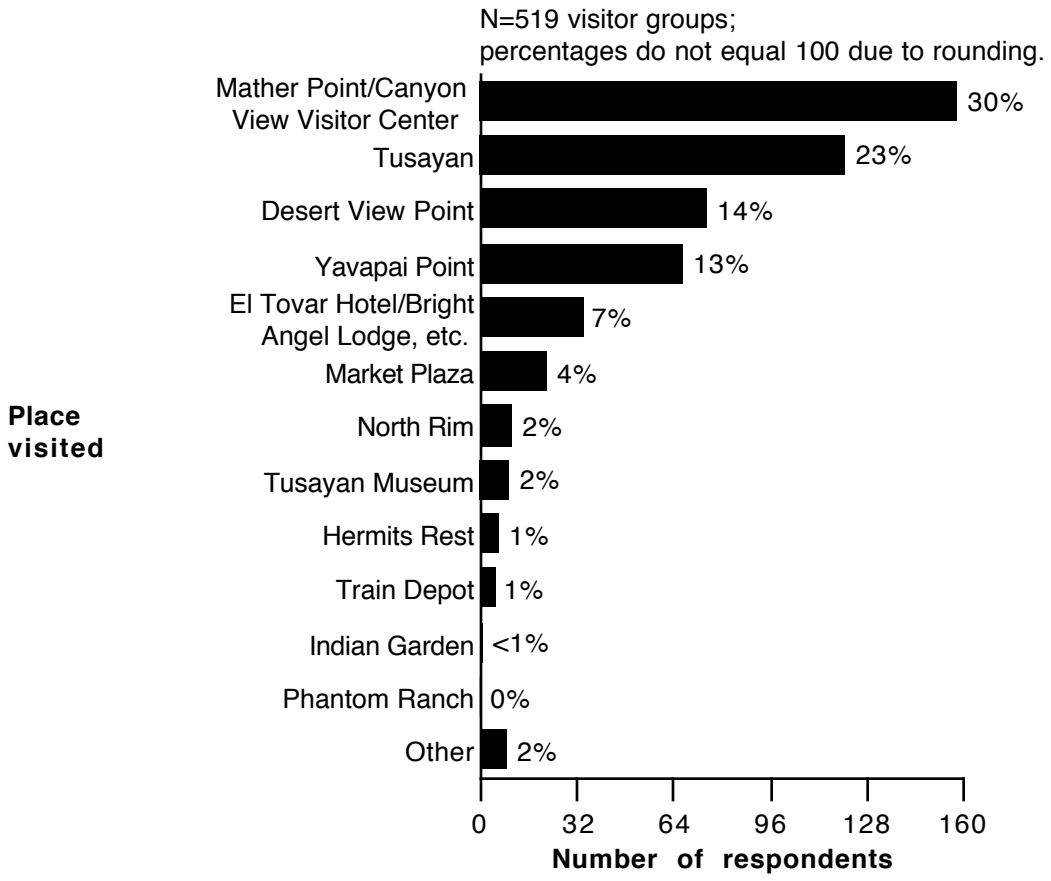


Figure 39: Places visited first on this visit

Overnight accommodations

Visitor groups were asked a series of questions about overnight accommodations. Seventy-six percent of visitor groups stayed overnight away from home in the Grand Canyon NP, Tusayan or surrounding area including Flagstaff, Williams and Cameron, as shown in Figure 40.

Number of nights: Of the visitor groups staying overnight away from home in Grand Canyon NP, visitor groups most often stayed one or two nights (55%), as shown in Figure 41. Sixty percent stayed one or two nights in Tusayan (see Figure 42). Outside Grand Canyon NP in the surrounding area (Flagstaff, Williams, Cameron), 68% of visitor groups stayed one or two nights, as shown in Figure 43.

Type of accommodations used: In Grand Canyon NP, 77% of visitor groups stayed in a lodge/motel, while 12% stayed in a RV/trailer campground (see Figure 44). "Other" lodging included river campsite and in van in parking lot. In Tusayan, 85% of visitor groups stayed in a lodge/motel, while 10% stayed in a RV/trailer campground (see Figure 45). "Other" Tusayan lodging included hotels. In the surrounding area of Flagstaff, Williams and/or Cameron, 81% of visitor groups stayed in a lodge/motel, while 10% were in a RV/trailer campground (see Figure 46). "Other" surrounding area lodging included condo, tent camping along Forest Service road, time-share, and Northern Arizona University.

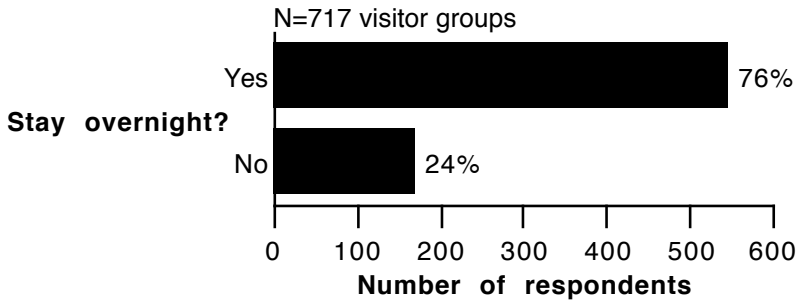


Figure 40: Overnight stays away from home in Grand Canyon NP, Tusayan or surrounding area (Flagstaff, Williams, Cameron)

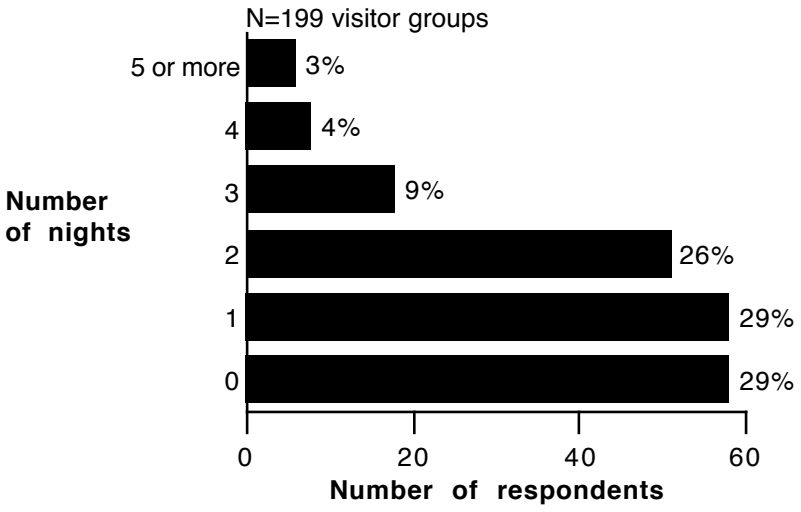


Figure 41: Number of nights spent in Grand Canyon NP

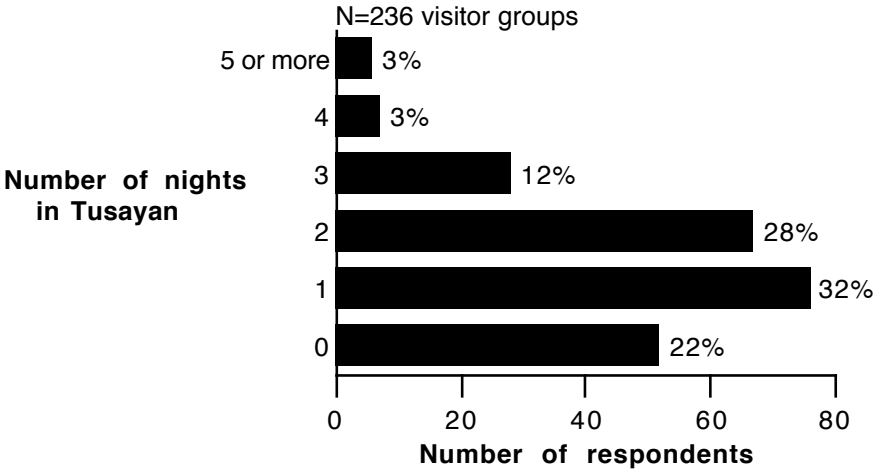


Figure 42: Number of nights spent in Tusayan

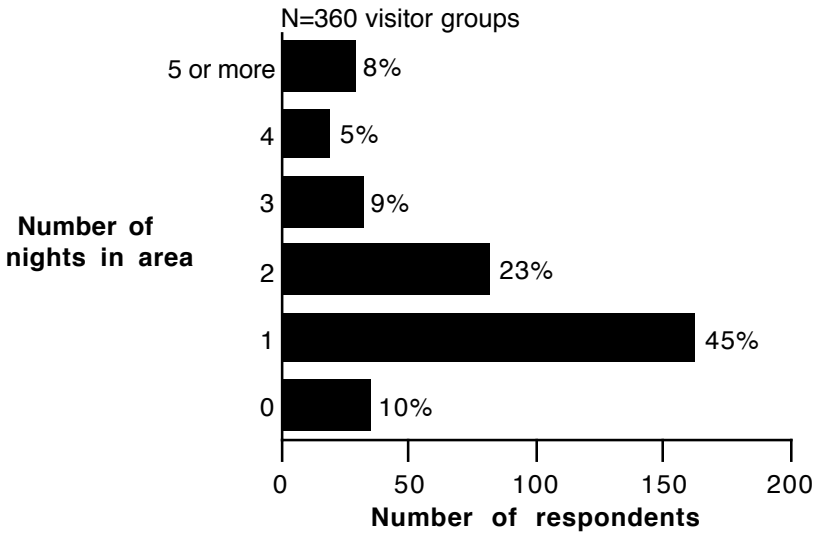


Figure 43: Number of nights outside Grand Canyon NP in the surrounding area (Flagstaff, Williams, Cameron)

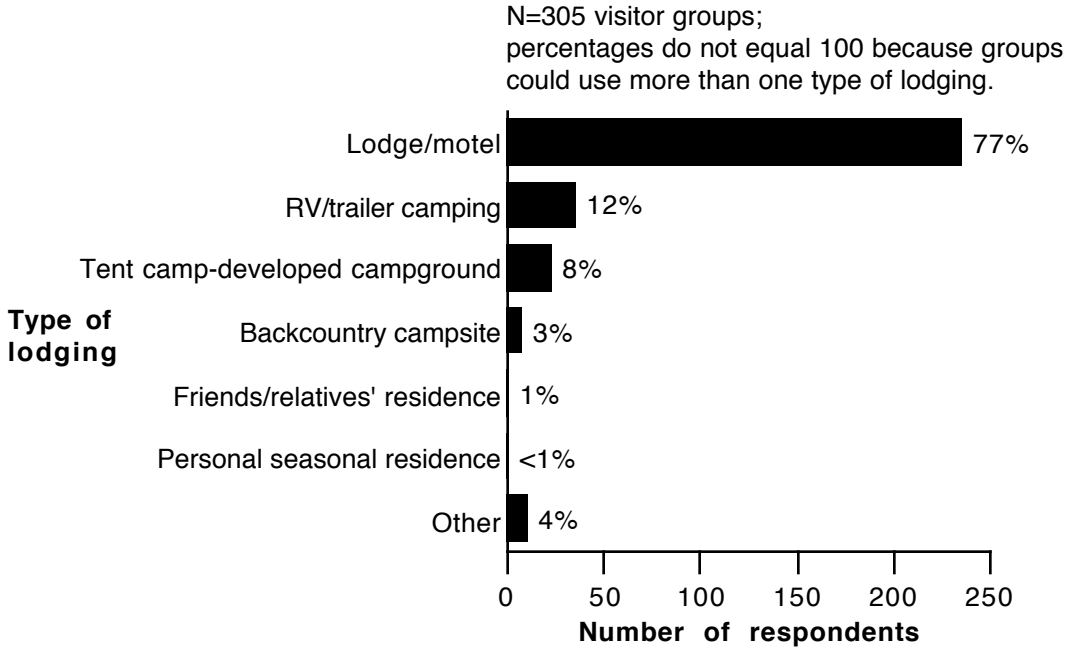


Figure 44: Type of accommodations used in Grand Canyon NP

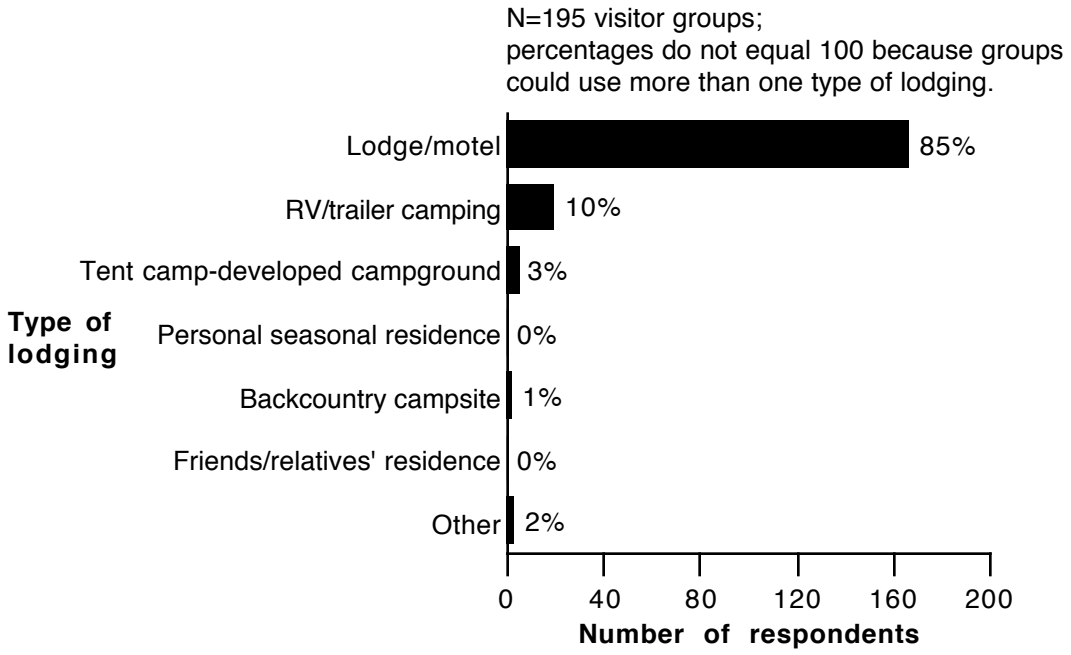


Figure 45: Type of accommodations used in Tusayan

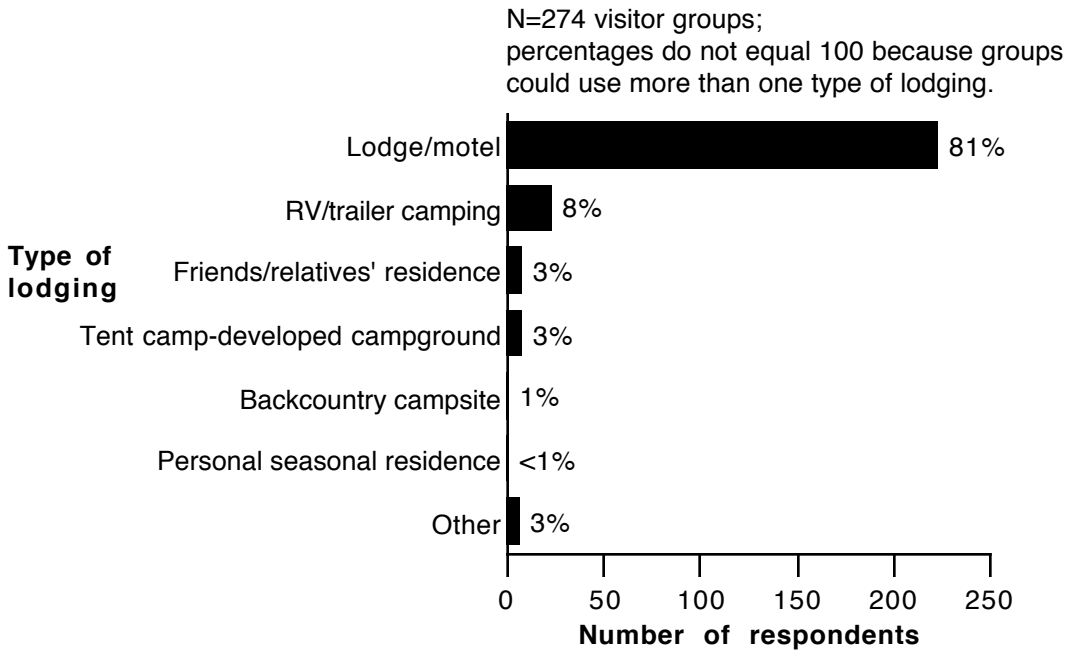


Figure 46: Type of accommodations used in Grand Canyon NP area (Flagstaff, Williams, Cameron)

Information services and facilities: use, importance and quality

Visitor groups were asked to list the information services and facilities they used during this visit to Grand Canyon NP. The most used services and facilities included the park brochure/map (95%), park newspaper—*The Guide* (58%), and self-guiding trail signs/brochures (53%), as shown in Figure 47. The least used service was the Junior Ranger/family-oriented program (4%).

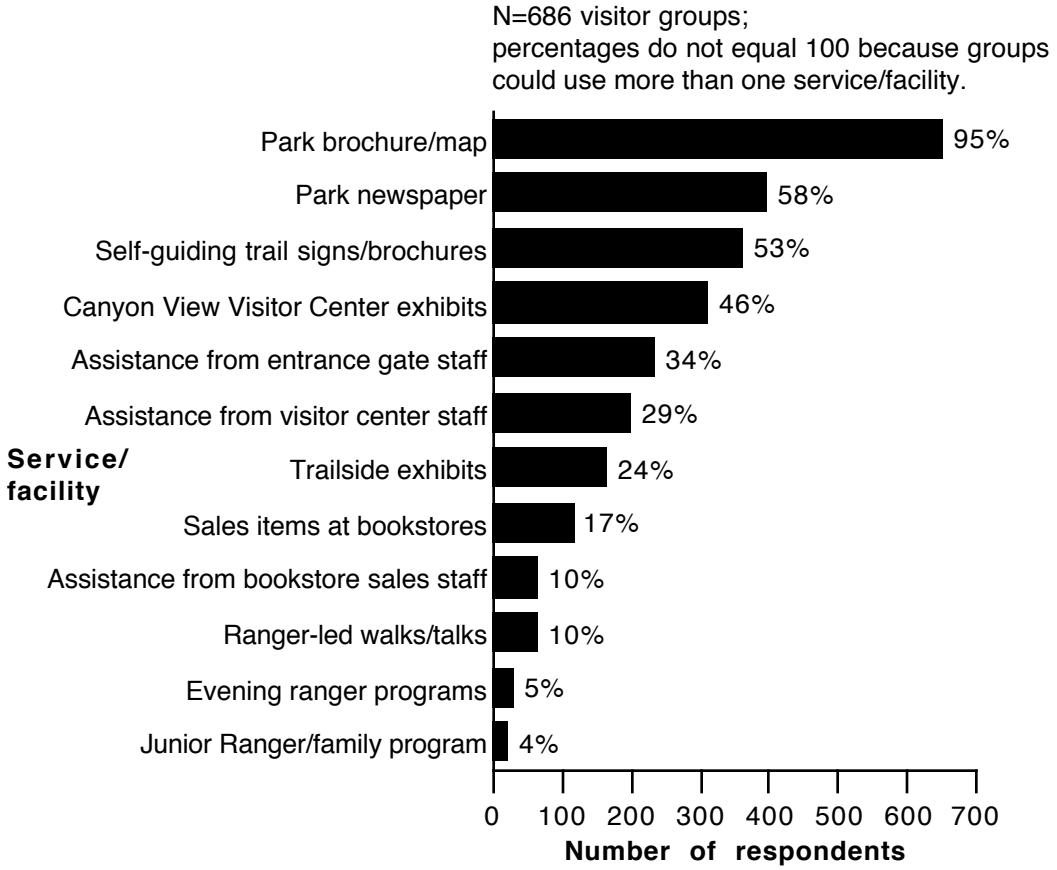


Figure 47: Information services and facilities used

Visitor groups rated the importance and quality of each of the information services and facilities they used. The following five-point scales were used in the questionnaire.

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitor groups who used each service and facility. Figures 48 and 49 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: evening ranger programs and Junior Ranger/family-oriented programs were not rated by enough visitor groups to provide reliable data.

Figures 50-61 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of “extremely important” or “very important” ratings included self-guiding trail signs/brochures (83%), assistance from visitor center staff (82%), and park brochure/map (82%). The highest proportion of “not important” ratings was assistance from bookstore sales staff (8%).

Figures 62-73 show the quality ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of “very good” or “good” ratings included assistance from visitor center staff (92%), ranger-led walks/talks (86%), trailside exhibits (86%). The highest proportion of “very poor” ratings was for self-guiding trail signs/brochures (3%).

Figure 74 combines the “very good” and “good” quality ratings and compares those ratings for all of the information services and facilities.

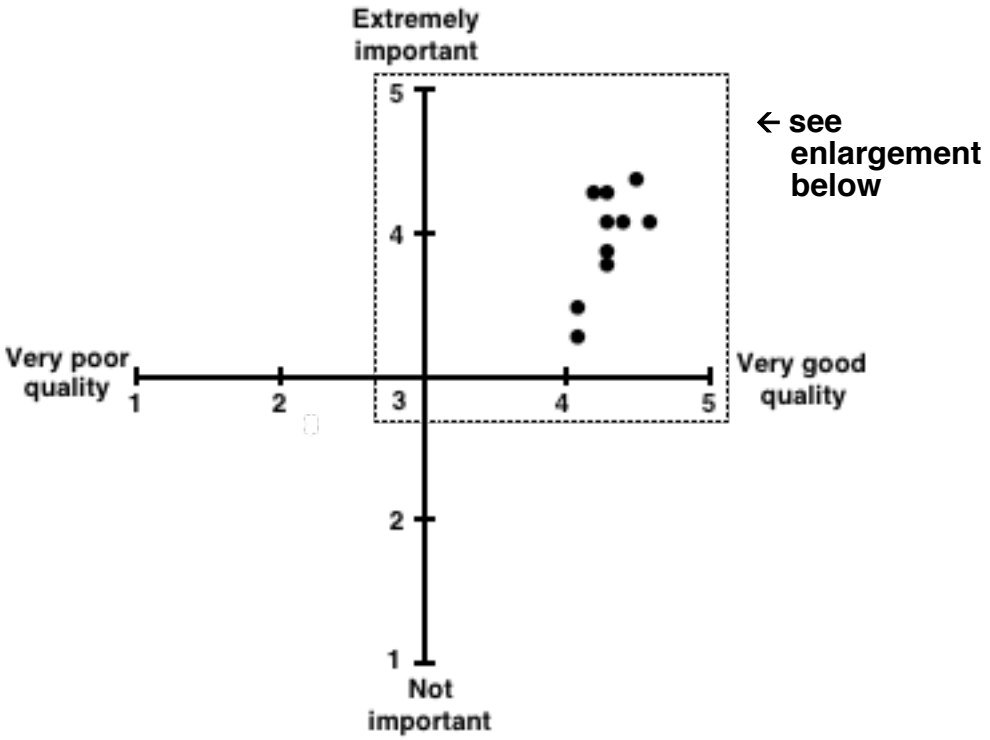


Figure 48: Average ratings of information service importance and quality

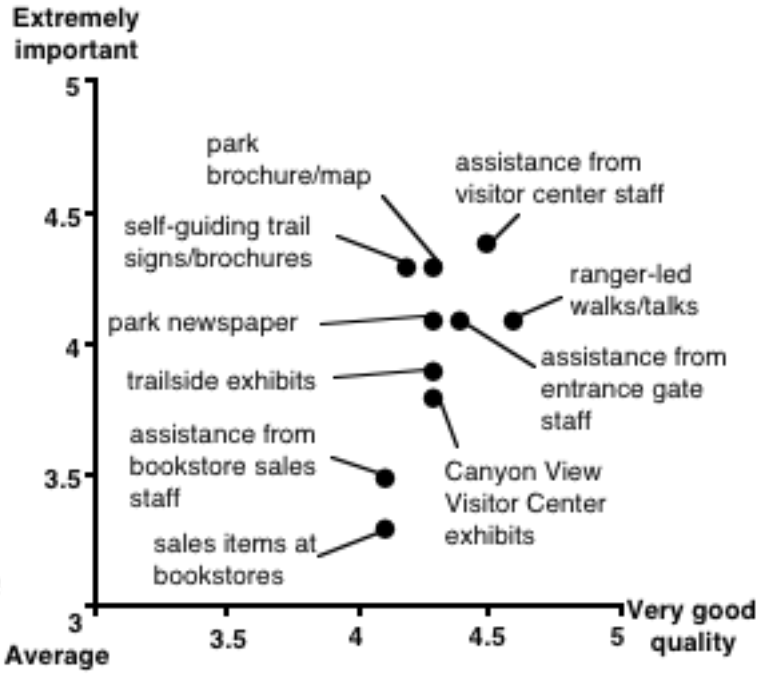


Figure 49: Detail of Figure 48

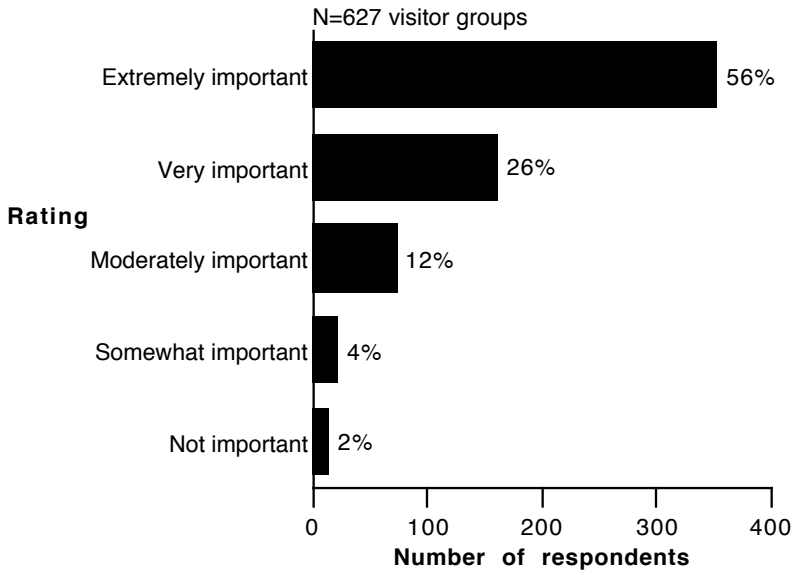


Figure 50: Importance of park brochure/map

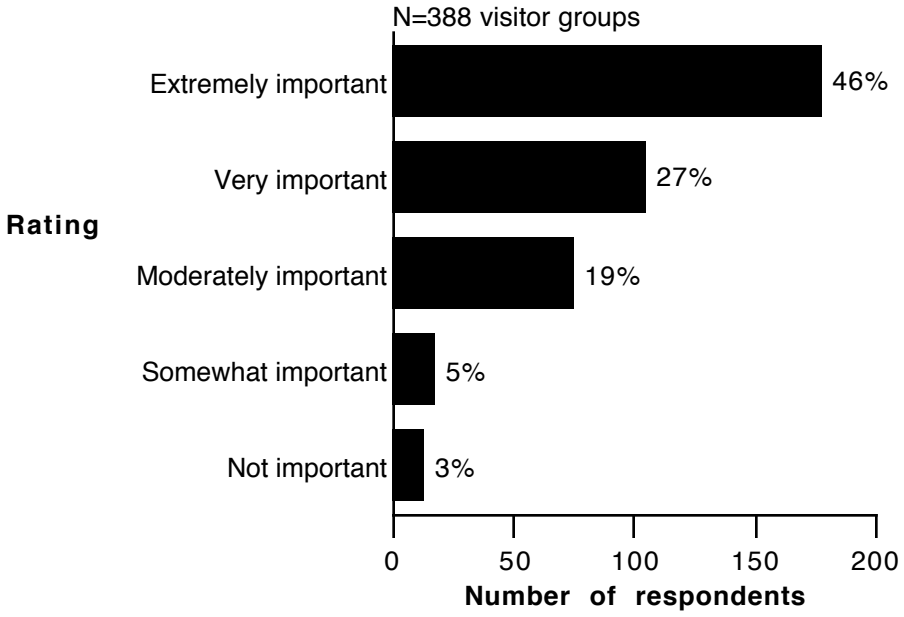


Figure 51: Importance of park newspaper—*The Guide*

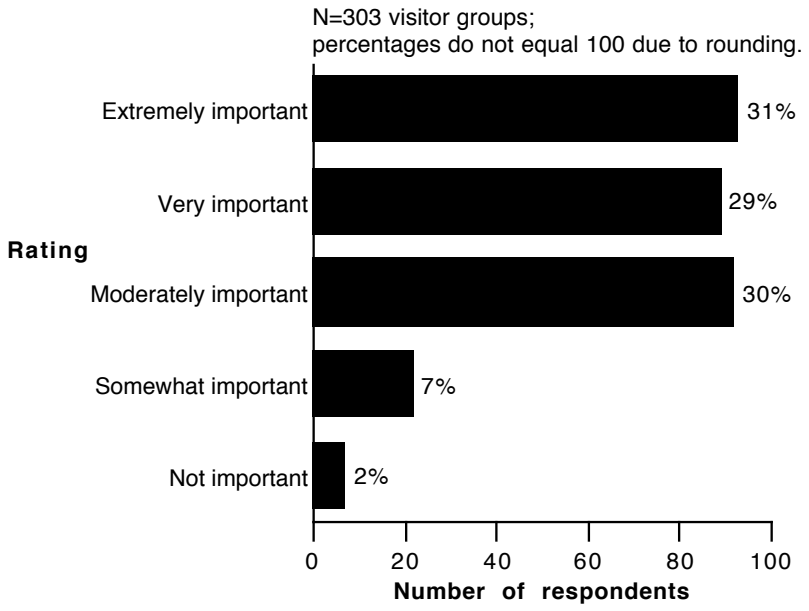


Figure 52: Importance of Canyon View Visitor Center exhibits

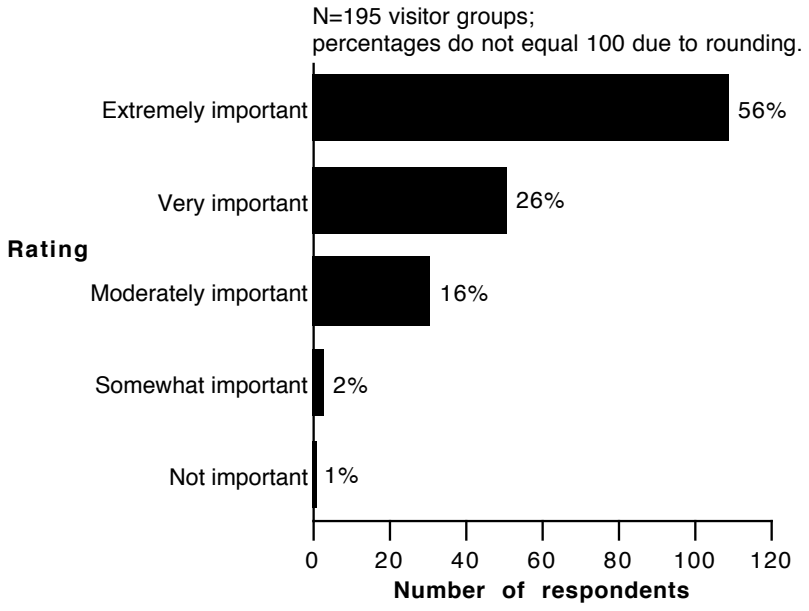


Figure 53: Importance of assistance from visitor center staff

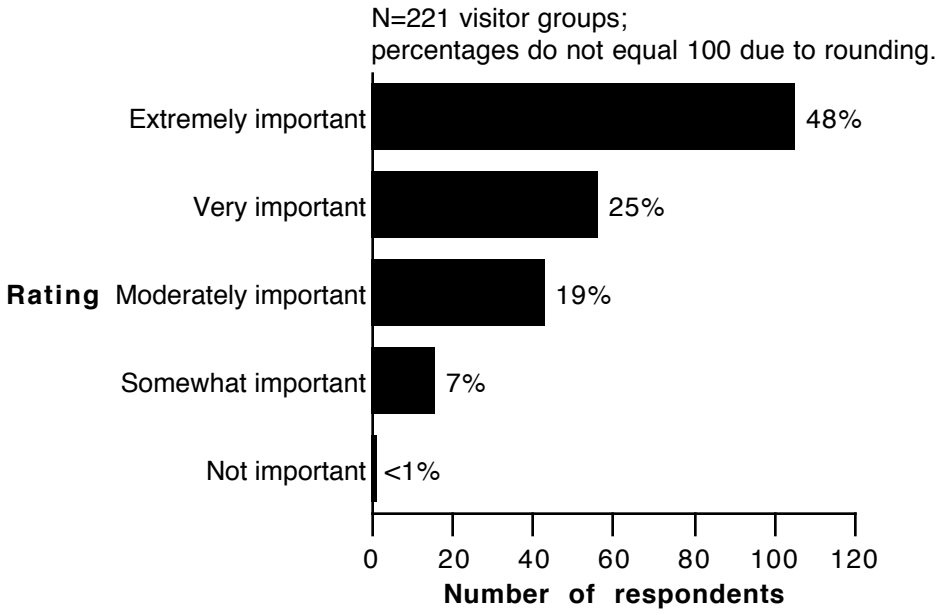


Figure 54: Importance of assistance from entrance gate staff

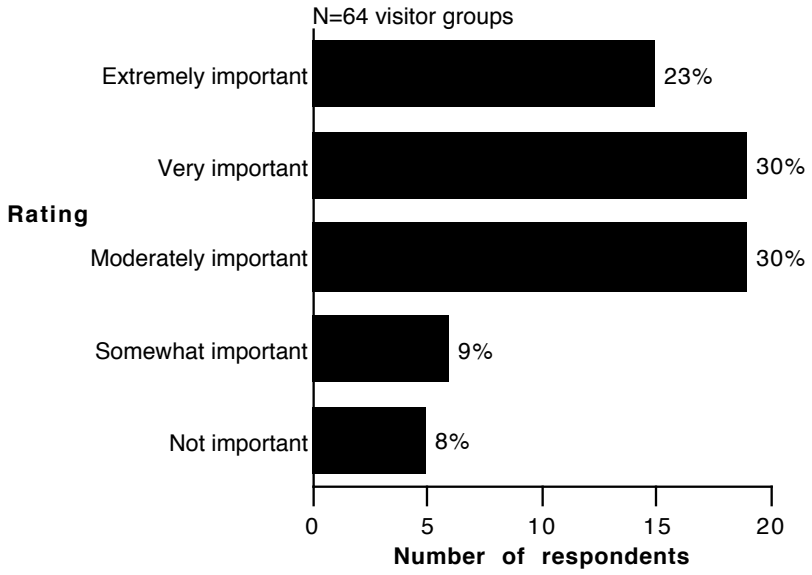


Figure 55: Importance of assistance from bookstore sales staff

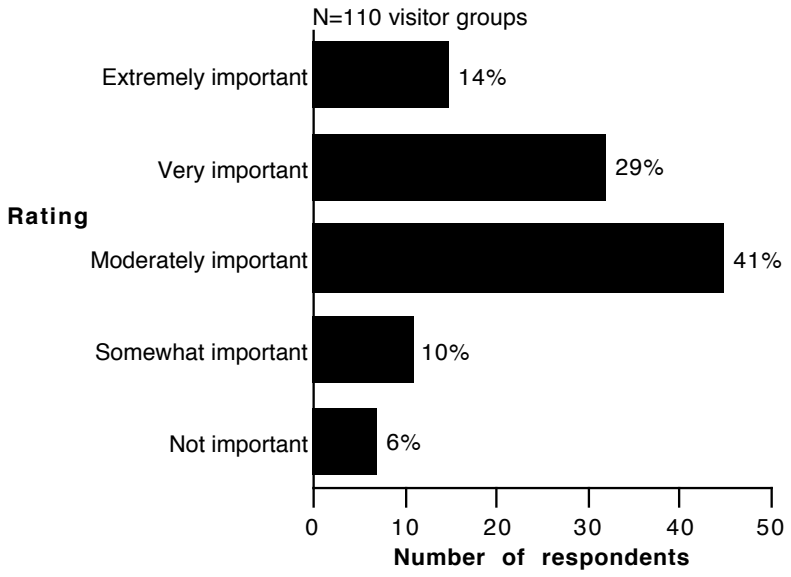


Figure 56: Importance of sales items at bookstores

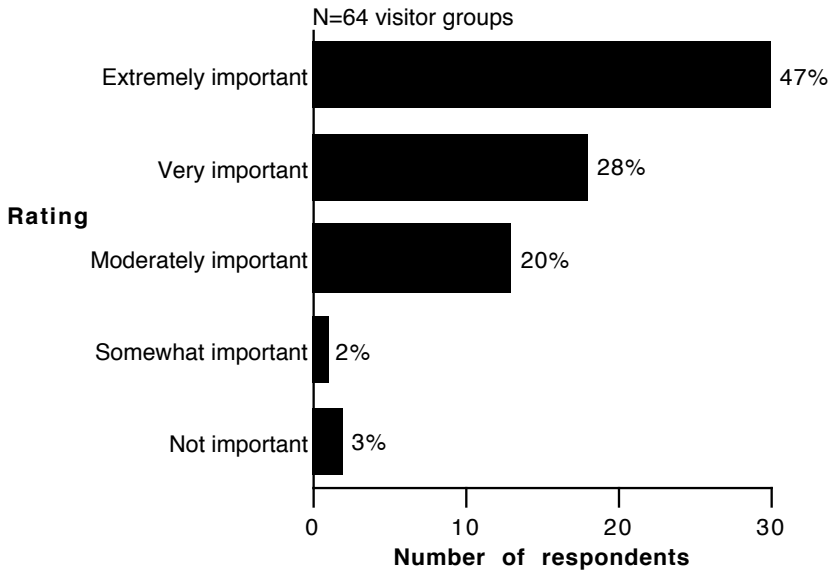


Figure 57: Importance of ranger-led walks/talks

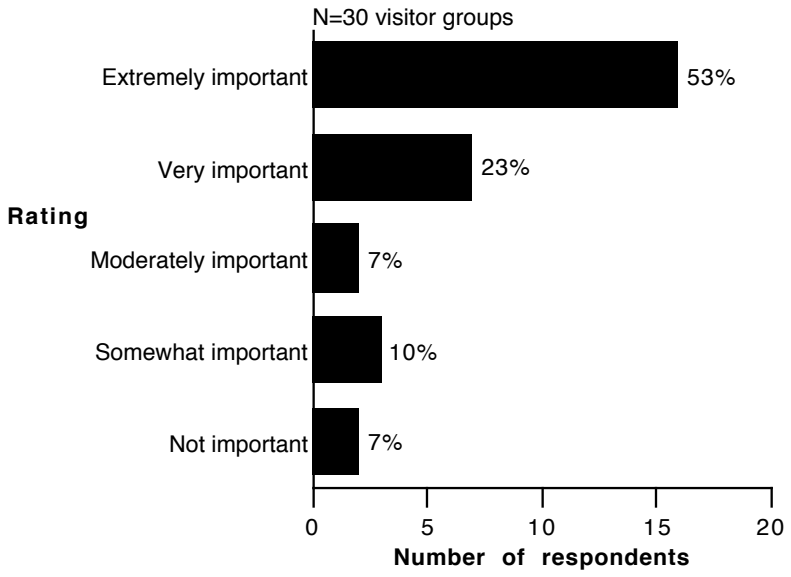


Figure 58: Importance of evening ranger programs

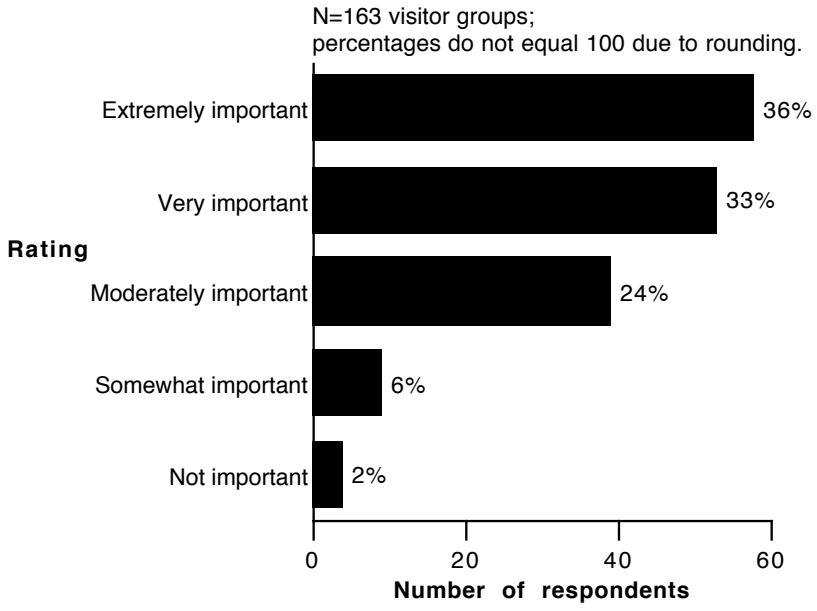


Figure 59: Importance of trailside exhibits

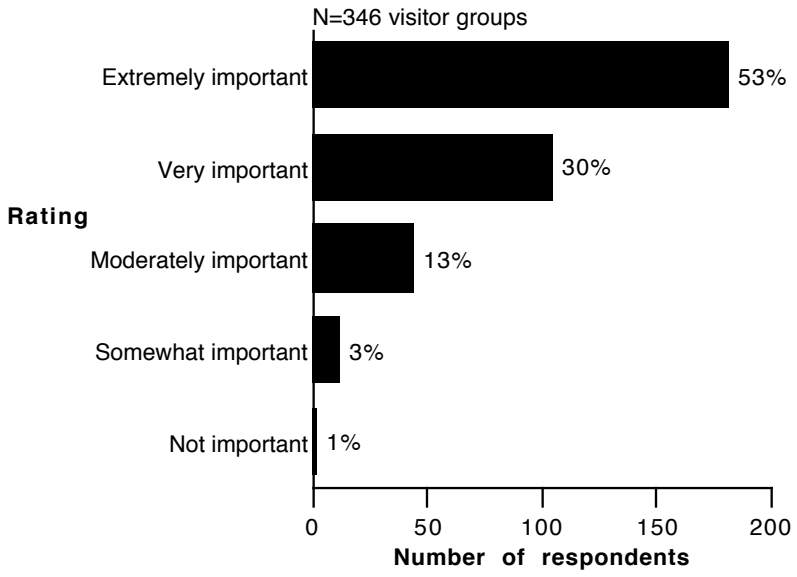


Figure 60: Importance of self-guiding trail signs/brochures

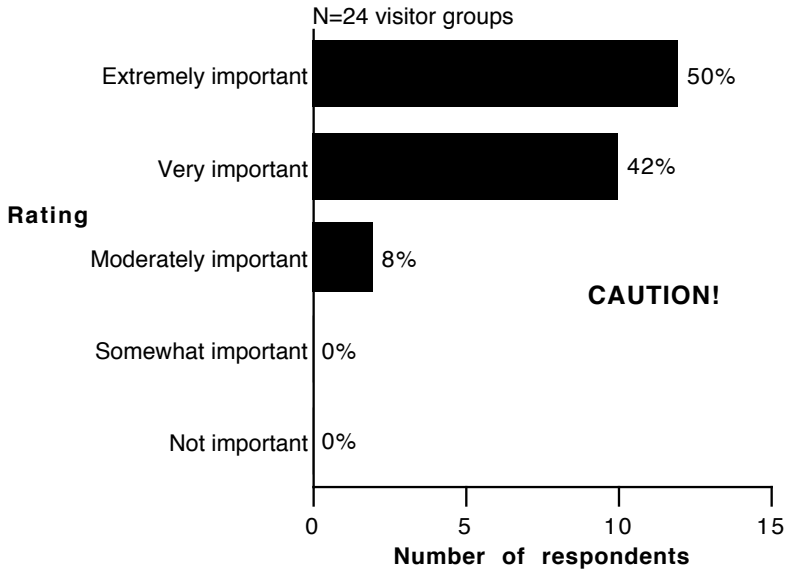


Figure 61: Importance of Junior Ranger/family-oriented program

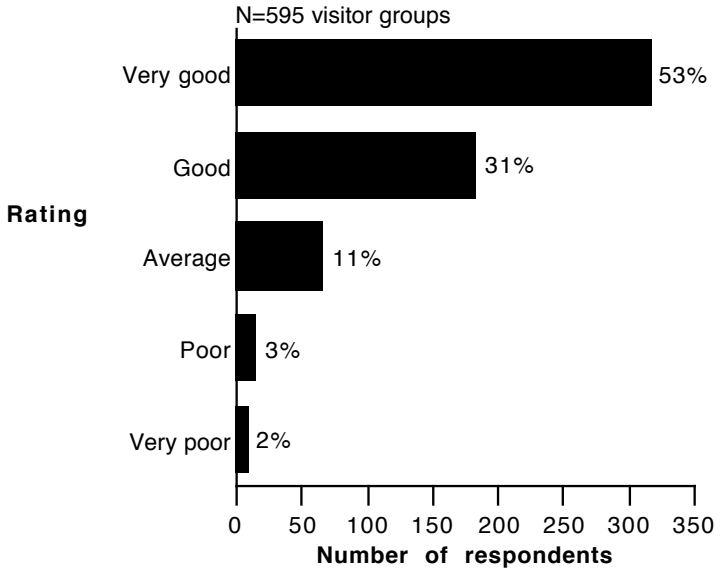


Figure 62: Quality of park brochure/map

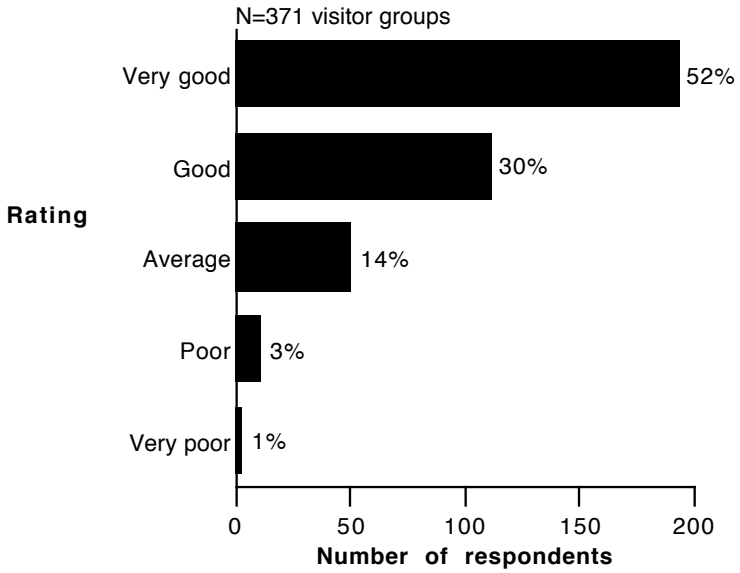


Figure 63: Quality of park newspaper—*The Guide*

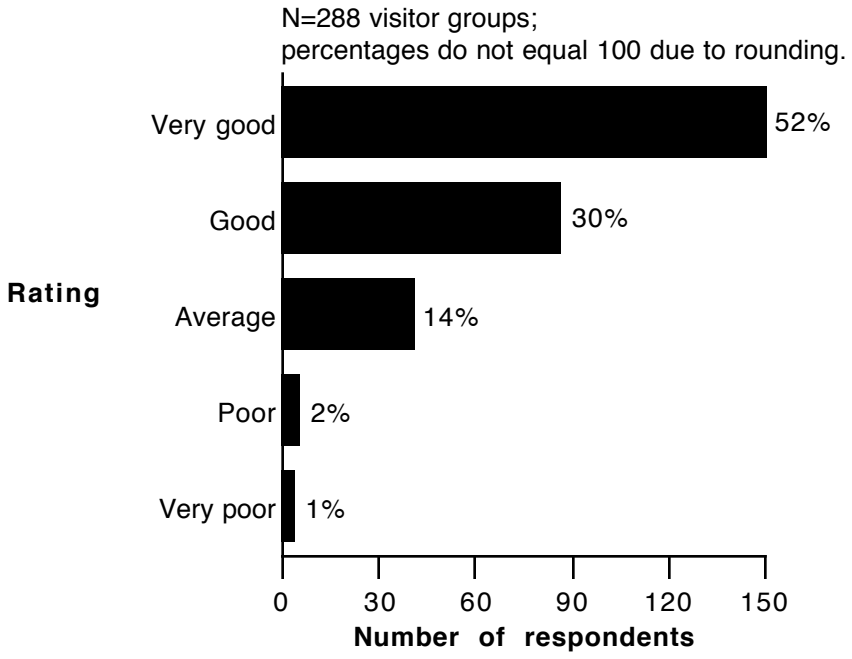


Figure 64: Quality of Canyon View Visitor Center exhibits

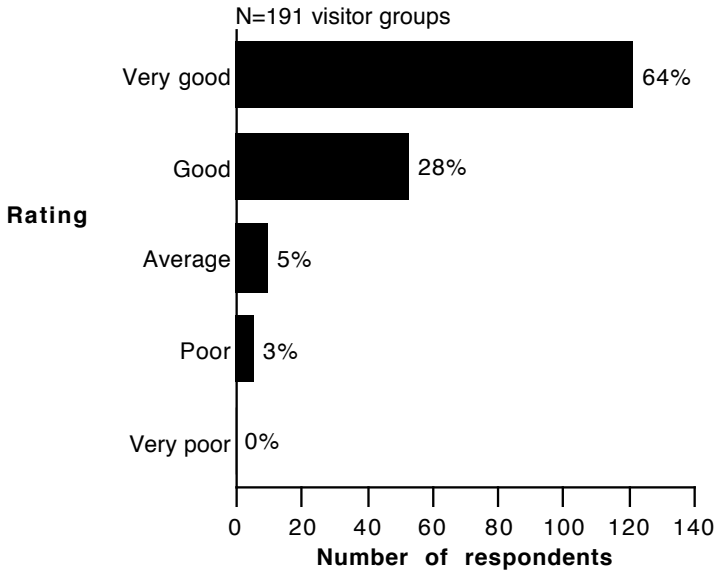


Figure 65: Quality of assistance from visitor center staff

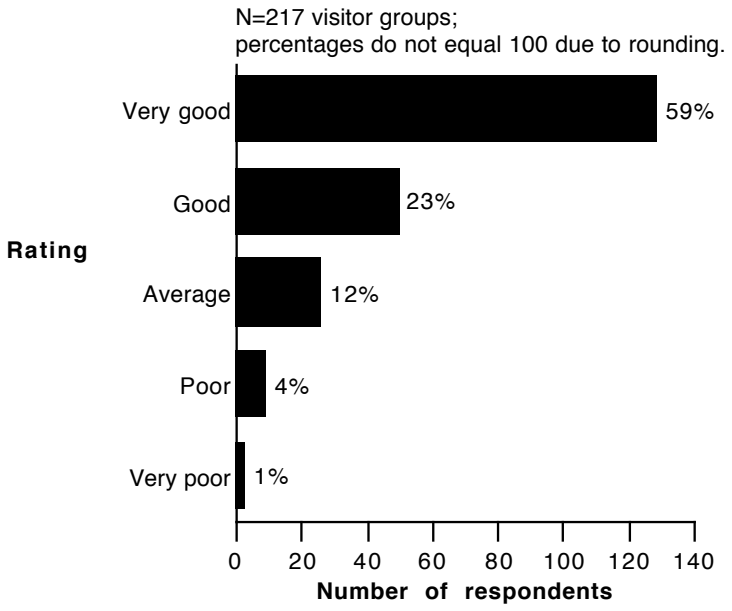


Figure 66: Quality of assistance from entrance gate staff

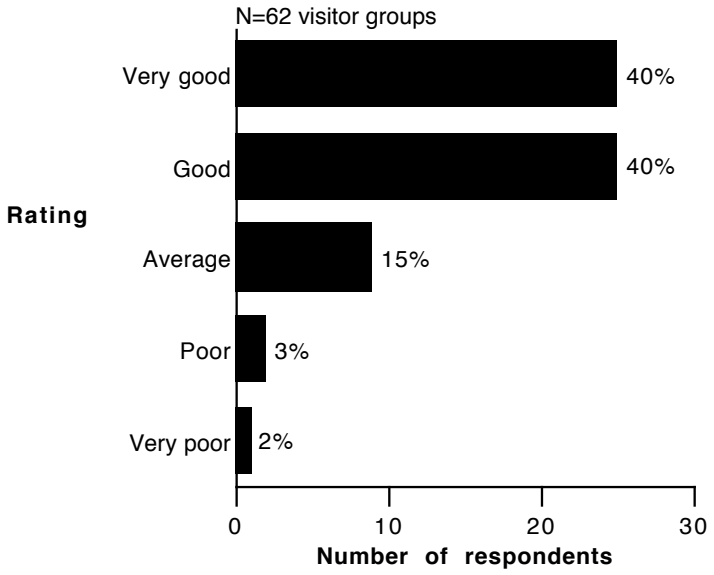


Figure 67: Quality of assistance from bookstore sales staff

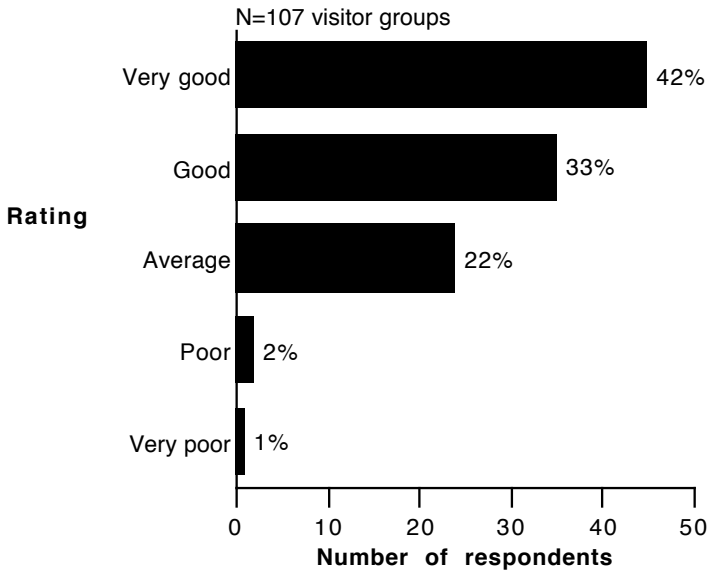


Figure 68: Quality of sales items at bookstores

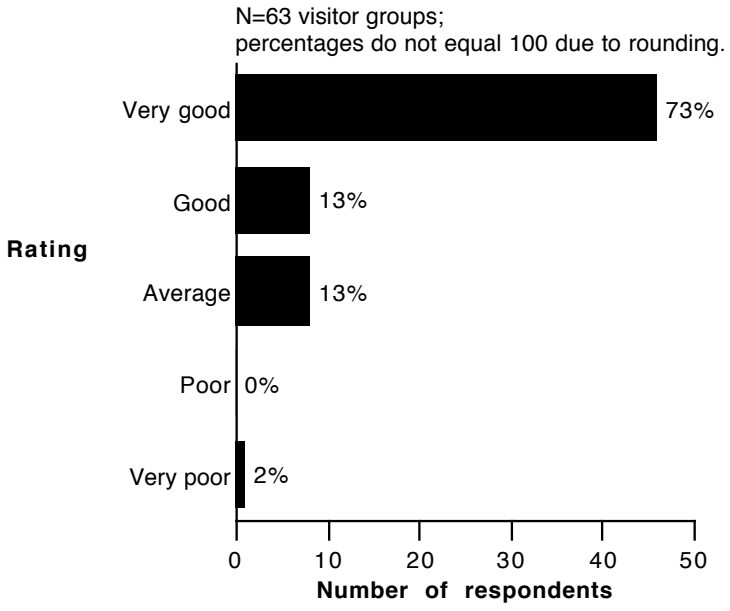


Figure 69: Quality of ranger-led walks/talks

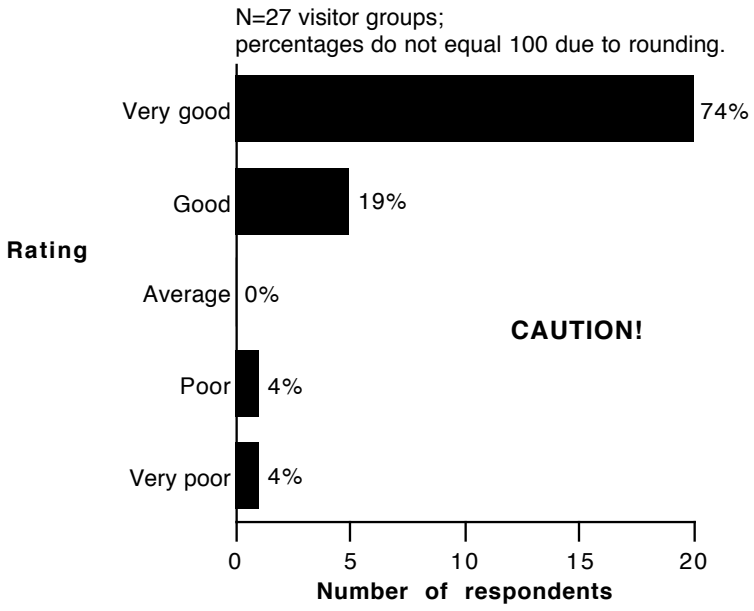


Figure 70: Quality of evening ranger programs

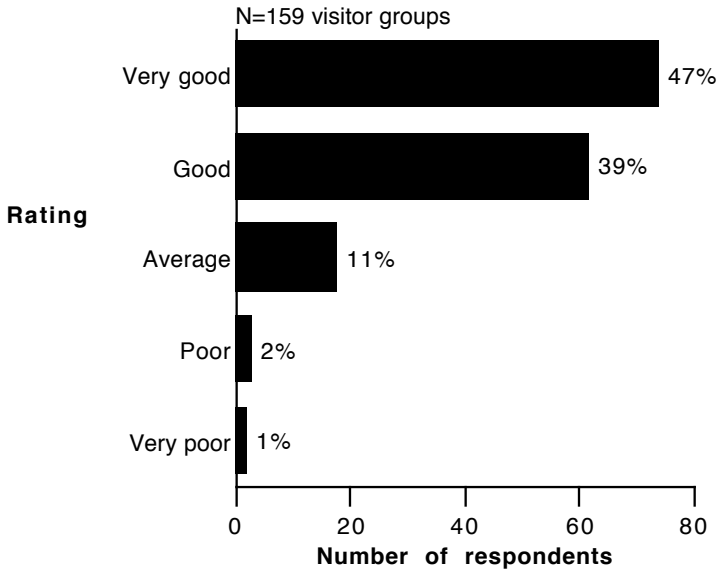


Figure 71: Quality of trailside exhibits

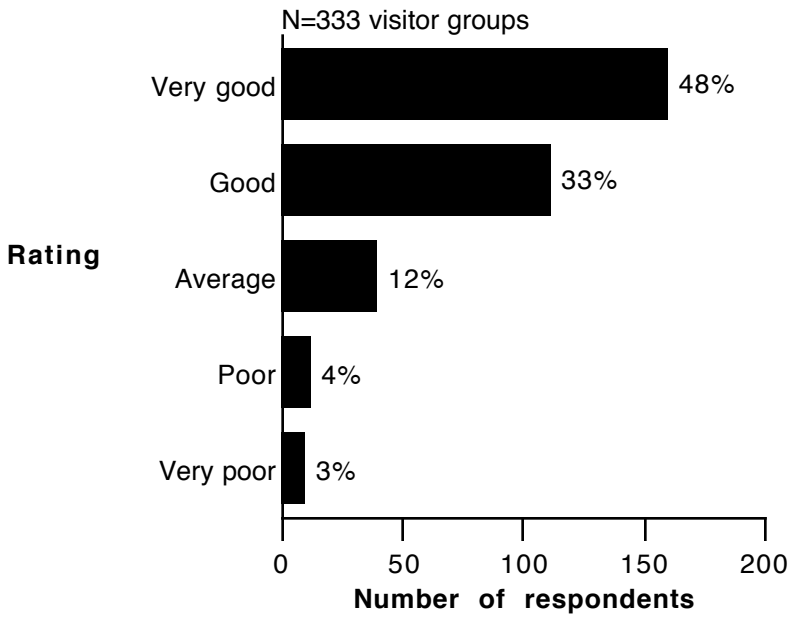


Figure 72: Quality of self-guiding trail signs/brochures

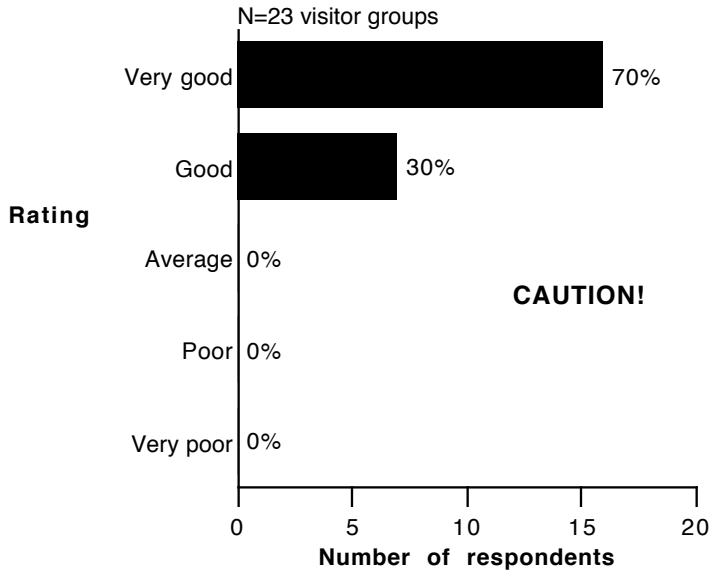


Figure 73: Quality of Junior Ranger/family-oriented program

Figure 74: Combined proportions of "very good" and "good" quality ratings for information services and facilities

Visitor services and facilities: use, importance and quality

Visitor groups were asked to identify the visitor services and facilities they used during this visit to Grand Canyon NP. The most used services and facilities included park directional signs (95%), roads (91%), restrooms (87%), parking areas (81%), and trash cans (66%), as shown in Figure 75. The least used service was backcountry campsites (1%).

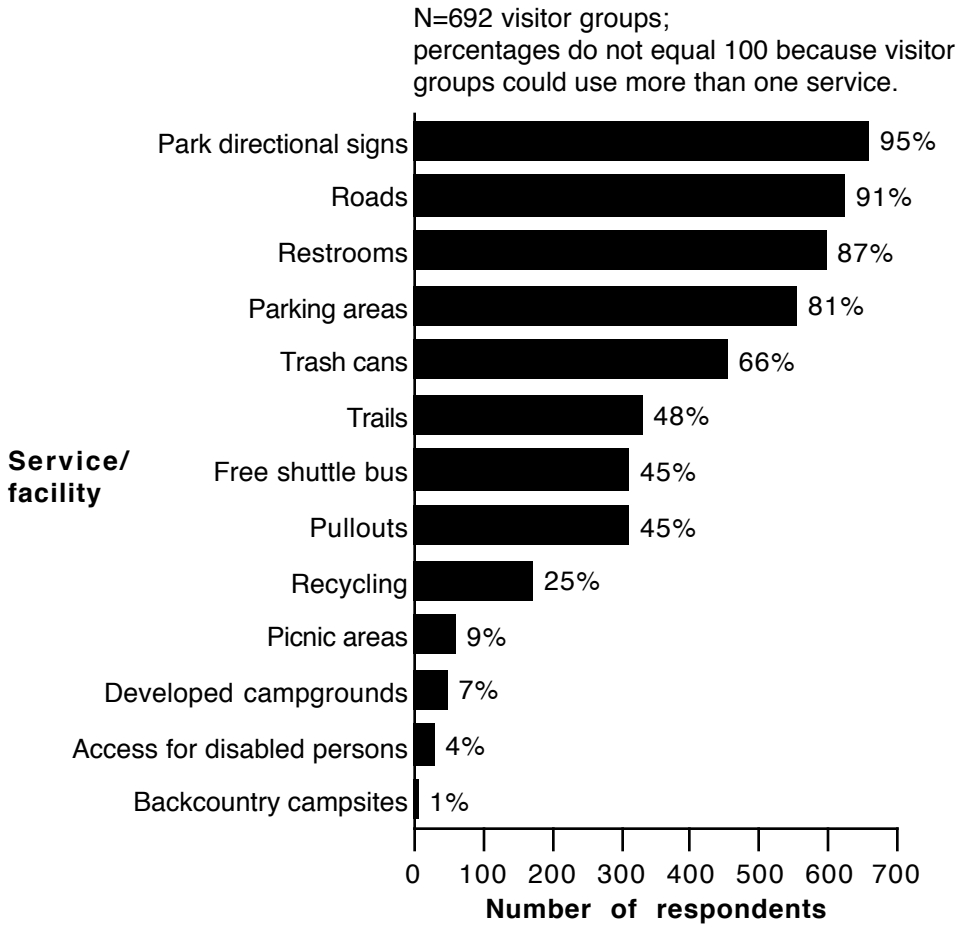


Figure 75: Visitor services and facilities used

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitor groups who used each service and facility. Figures 76 and 77 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: backcountry campsites and access for disabled persons were not rated by enough visitor groups to provide reliable data.

Figures 78-90 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of “extremely important” or “very important” ratings included developed campgrounds (95%), roads (95%), park directional signs (94%), restrooms (94%) and trails (94%). The highest proportion of “not important” ratings was for recycling (2%).

Figures 91-103 show the quality ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of “very good” or “good” ratings included trails (90%), pullouts (87%), free shuttle bus (85%), recycling (85%), and trash cans (85%). The highest proportion of “very poor” ratings was for developed campgrounds (4%) and parking areas (4%).

Figure 104 combines the “very good” and “good” quality ratings and compares those ratings for all of the visitor services and facilities.

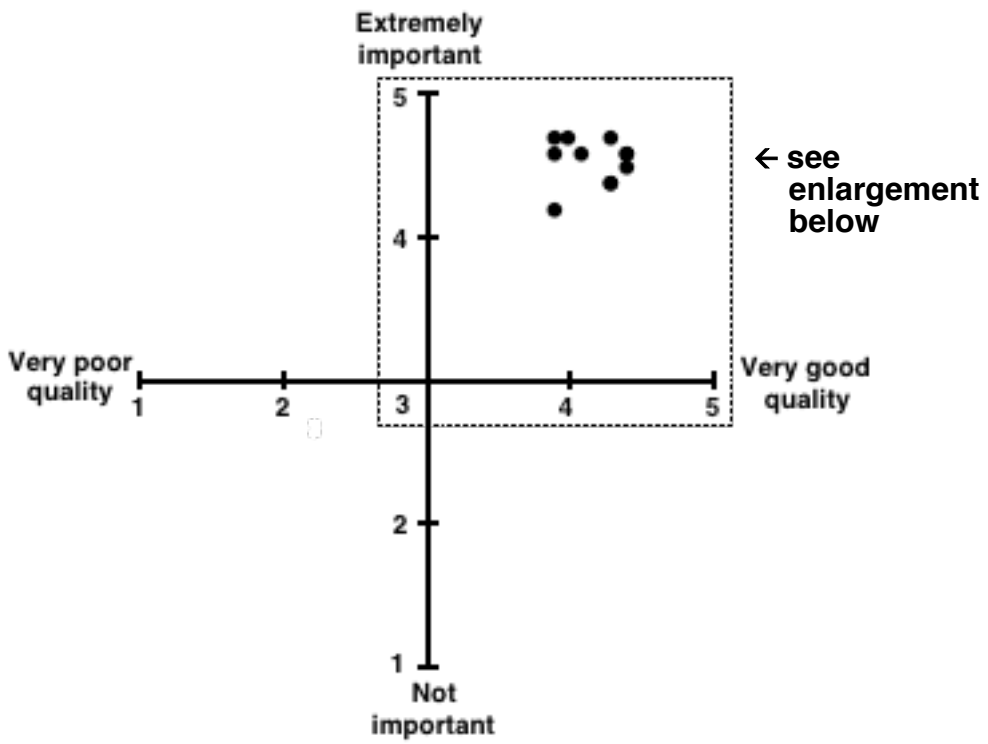


Figure 76: Average ratings of visitor service importance and quality

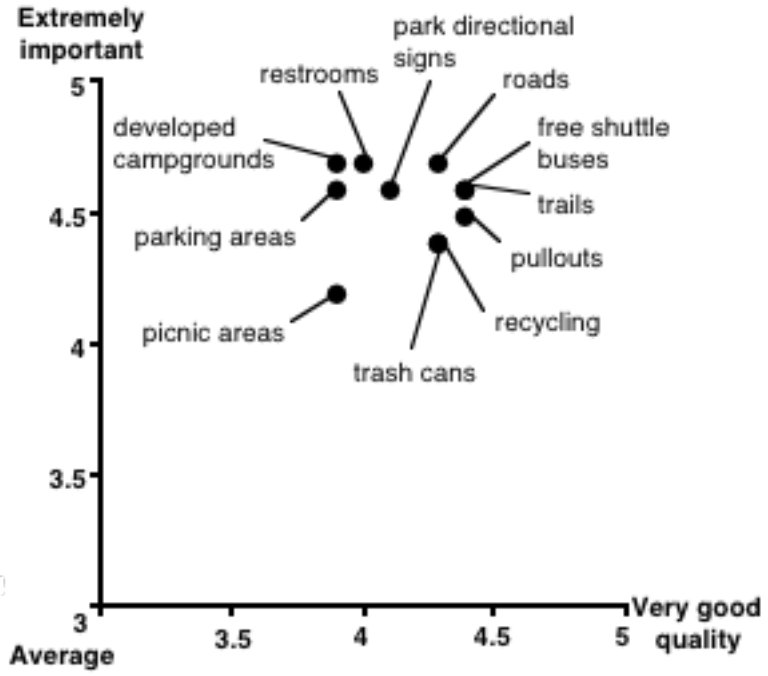


Figure 77: Detail of Figure 76

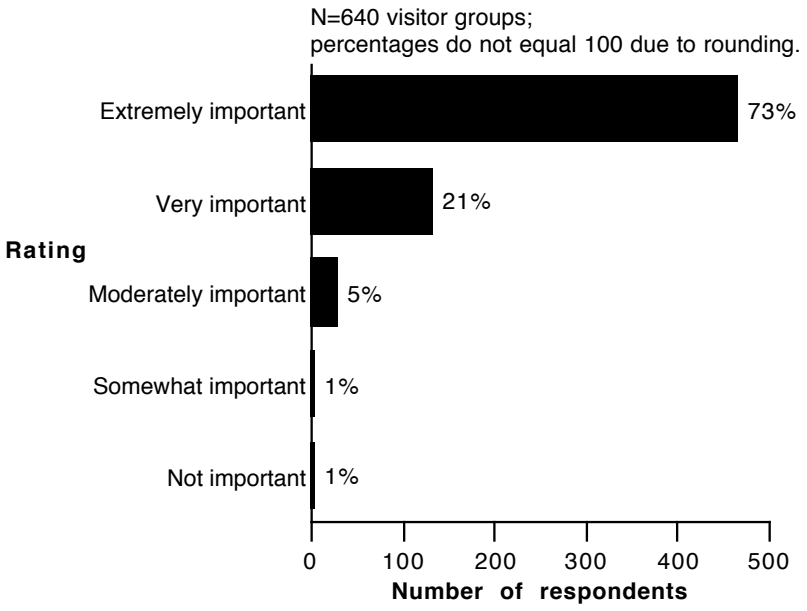


Figure 78: Importance of park directional signs

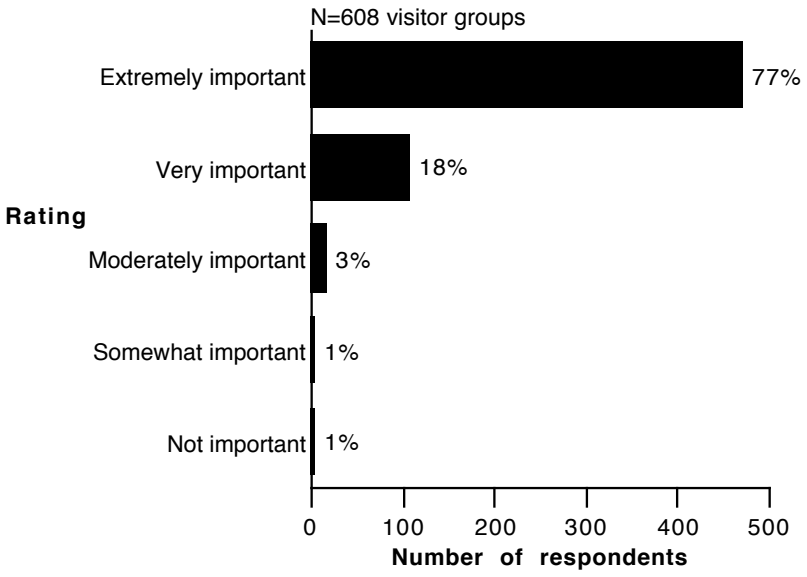


Figure 79: Importance of roads

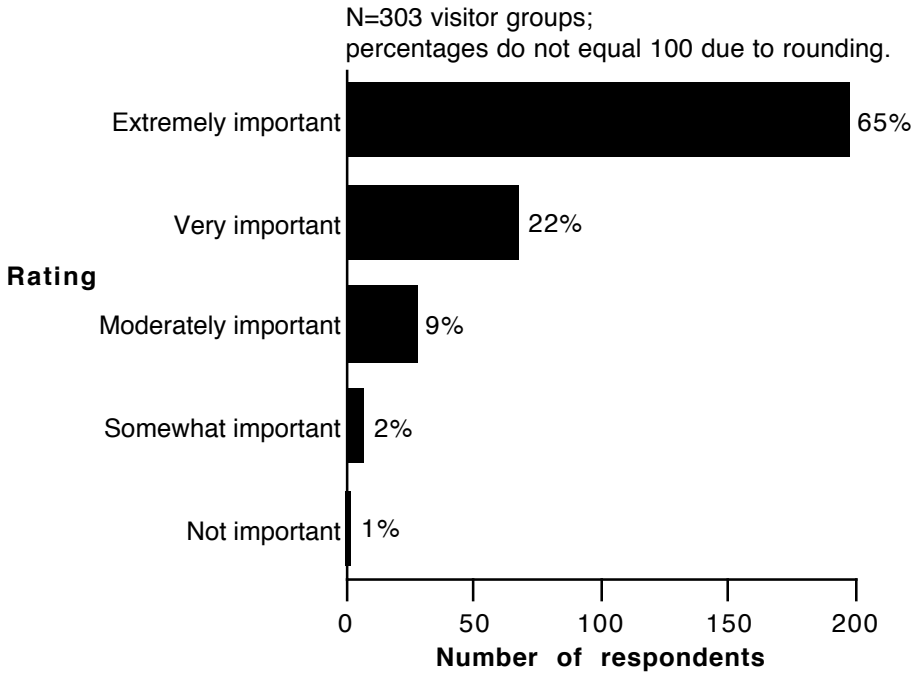


Figure 80: Importance of pullouts

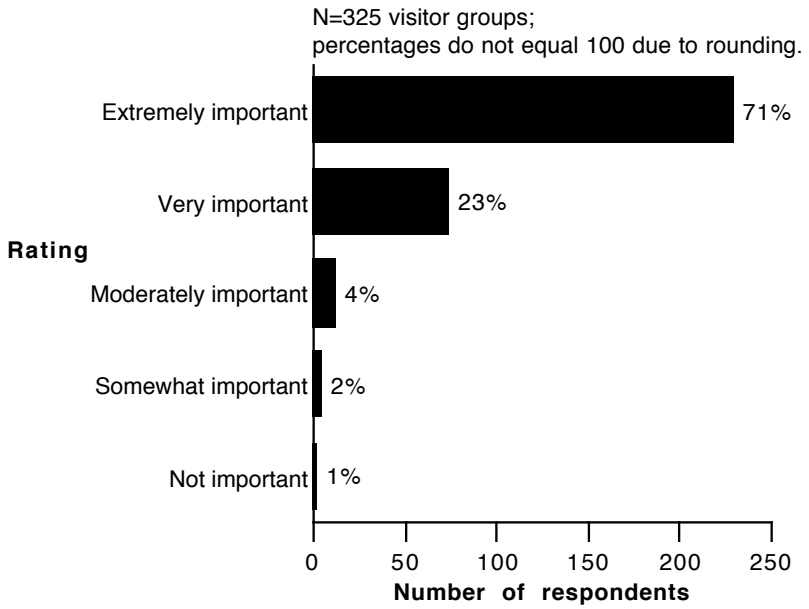


Figure 81: Importance of trails

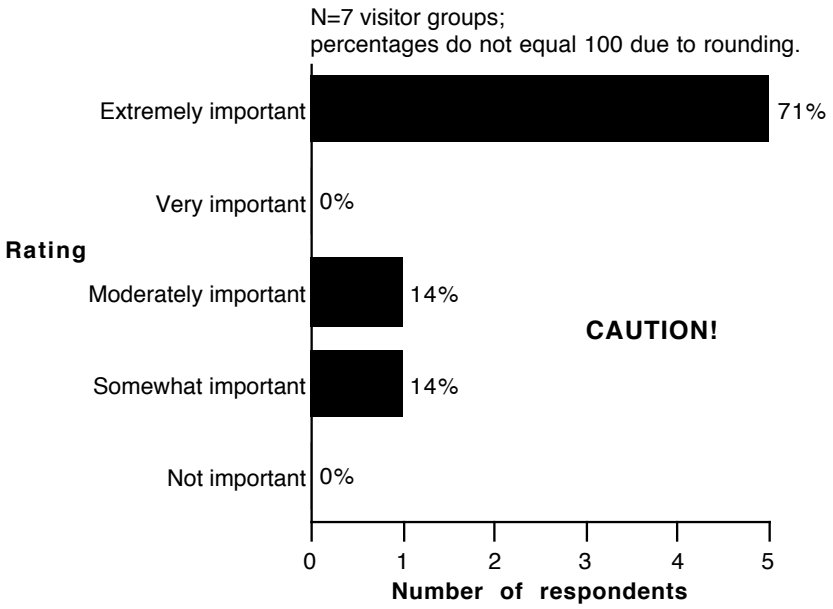


Figure 82: Importance of backcountry campsites

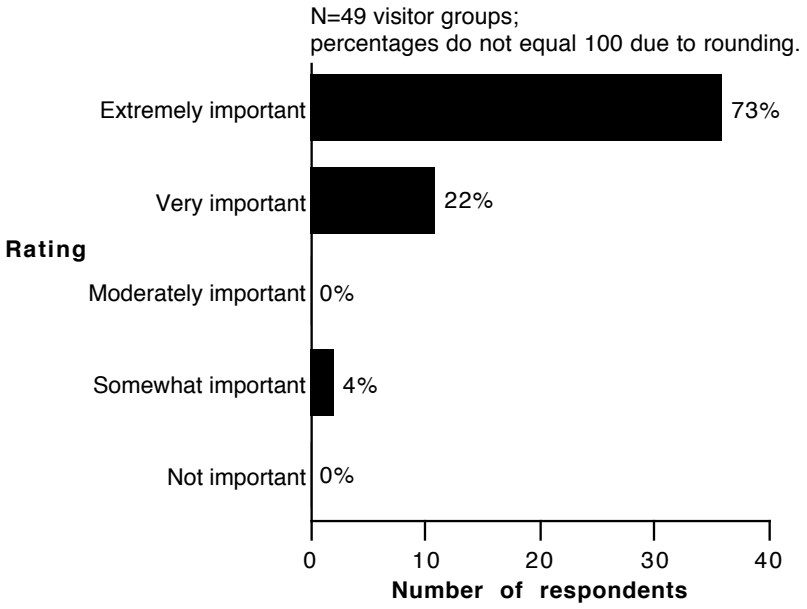


Figure 83: Importance of developed campgrounds

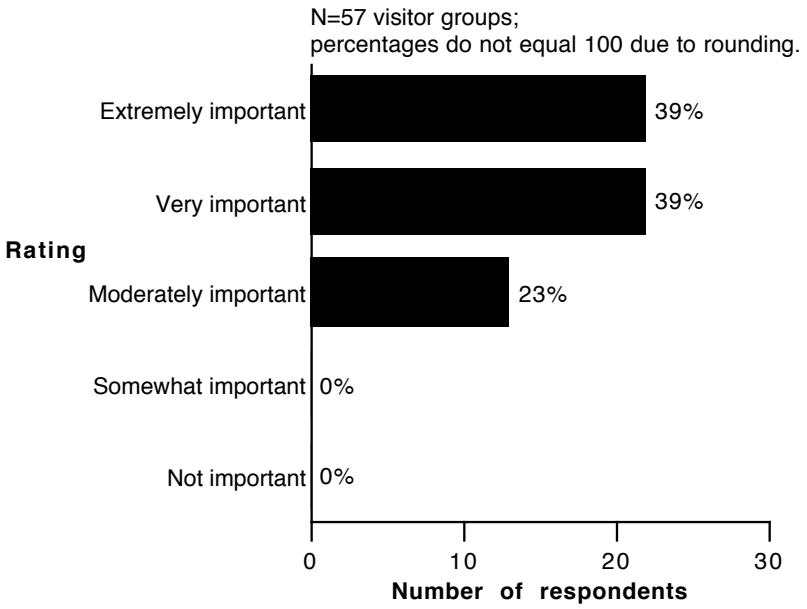


Figure 84: Importance of picnic areas

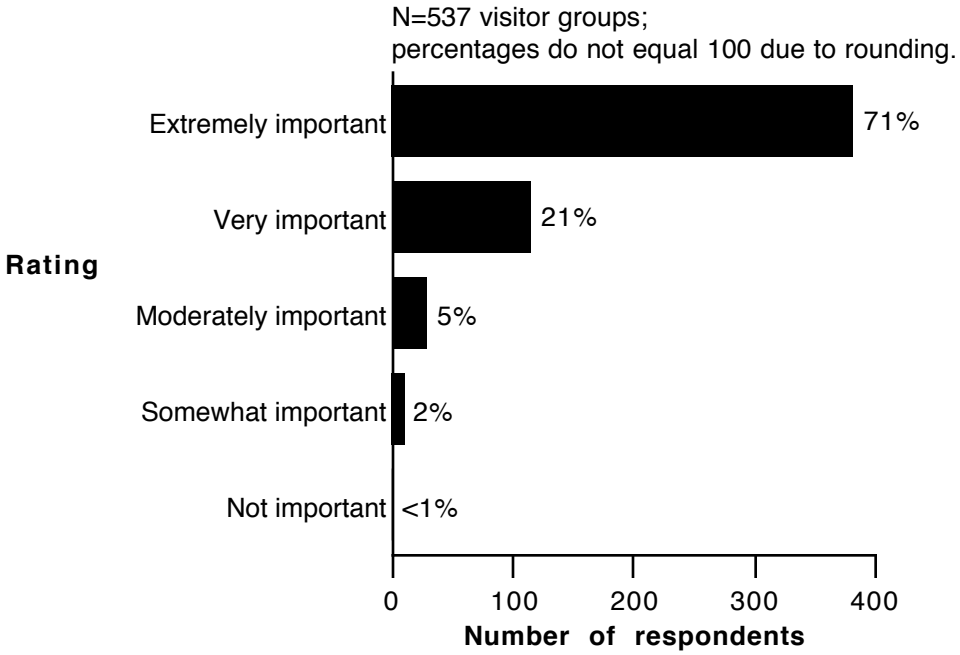


Figure 85: Importance of parking areas

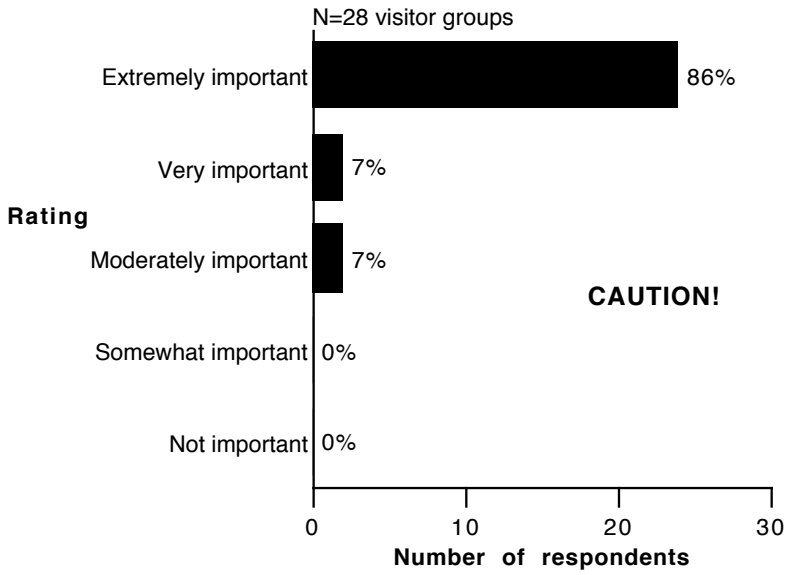


Figure 86: Importance of access for disabled persons

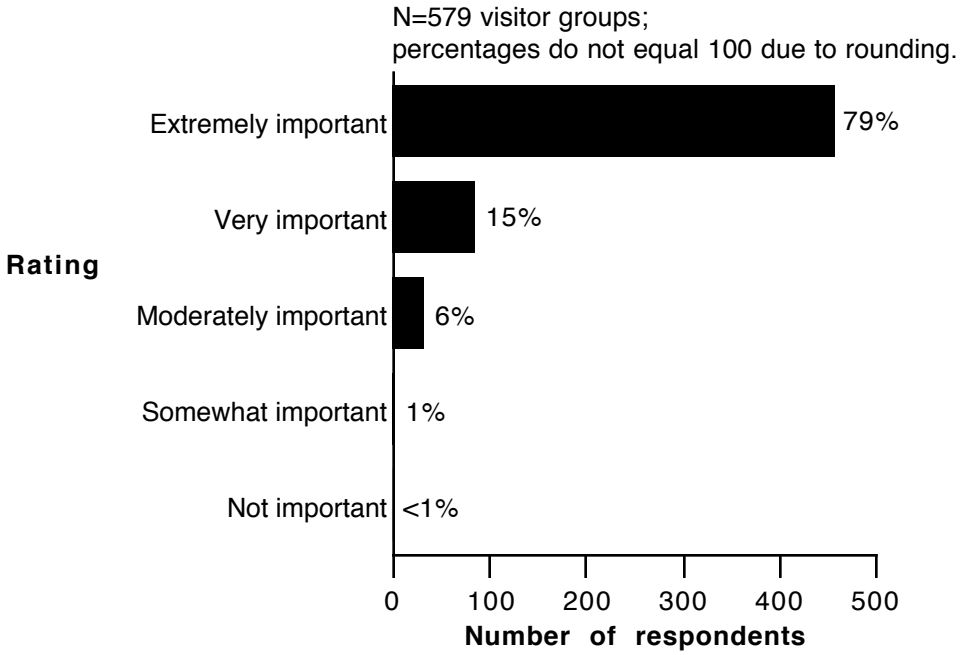


Figure 87: Importance of restrooms

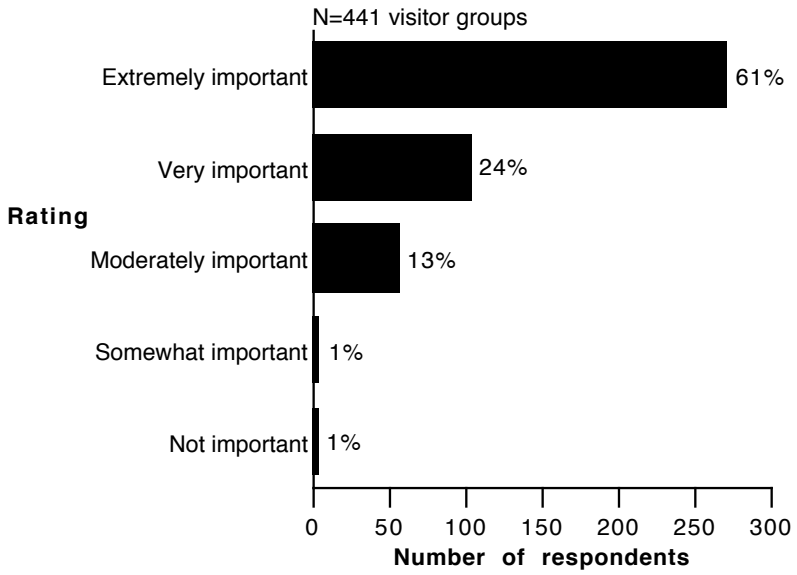


Figure 88: Importance of trash cans

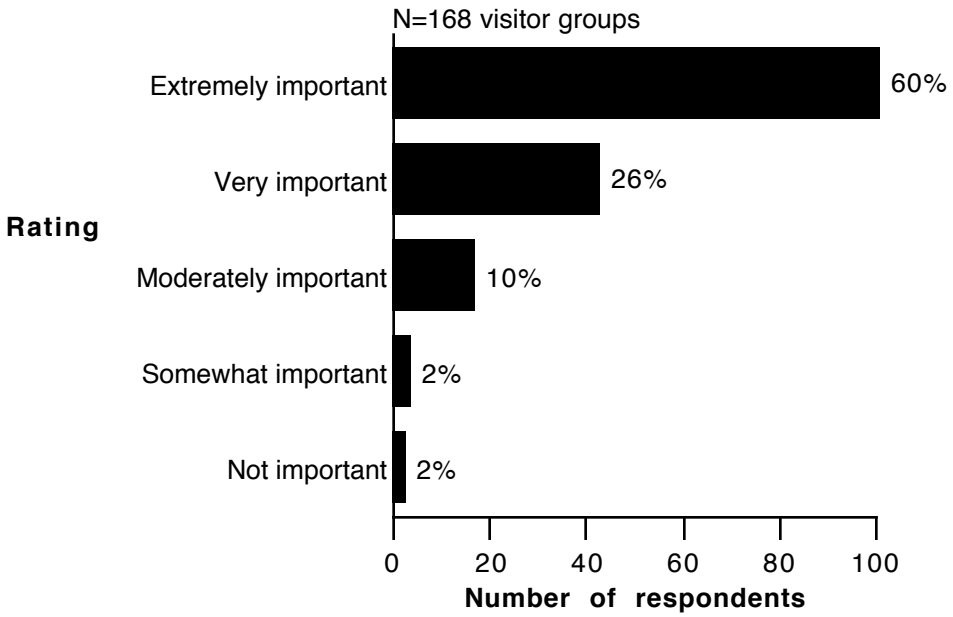


Figure 89: Importance of recycling

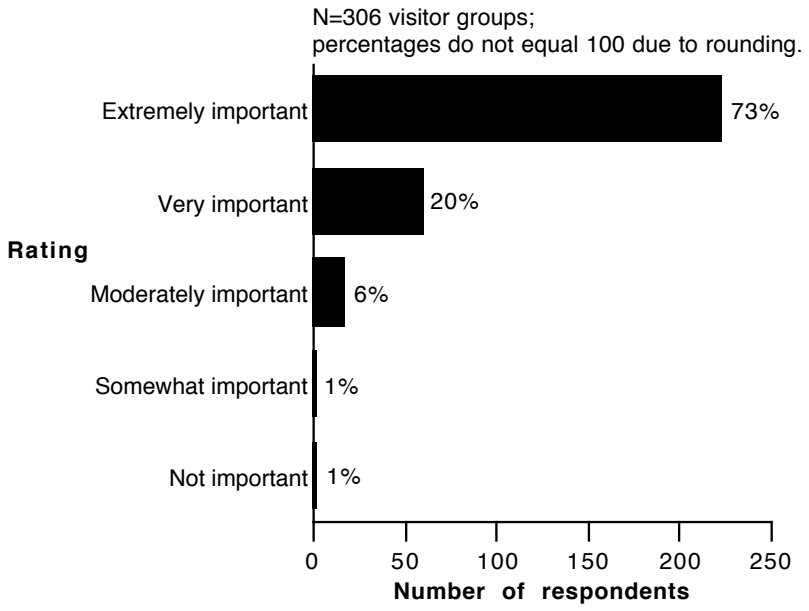


Figure 90: Importance of access for free shuttle buses

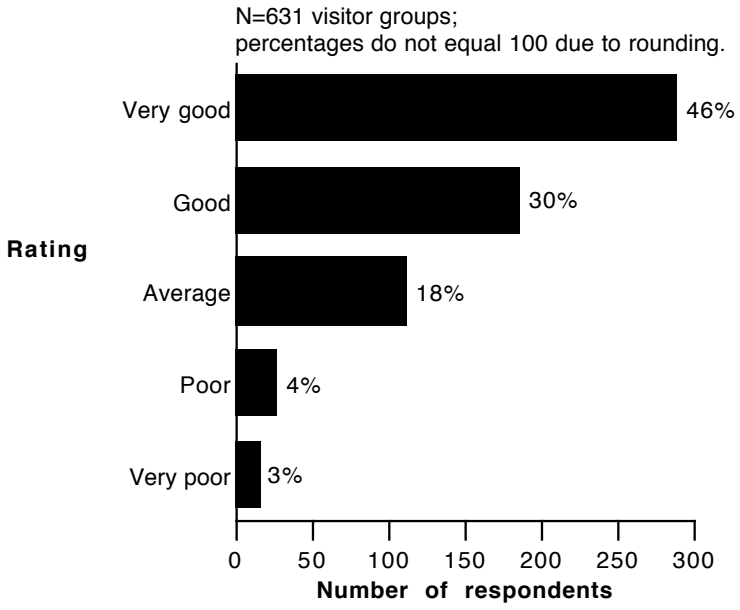


Figure 91: Quality of park directional signs (in park)

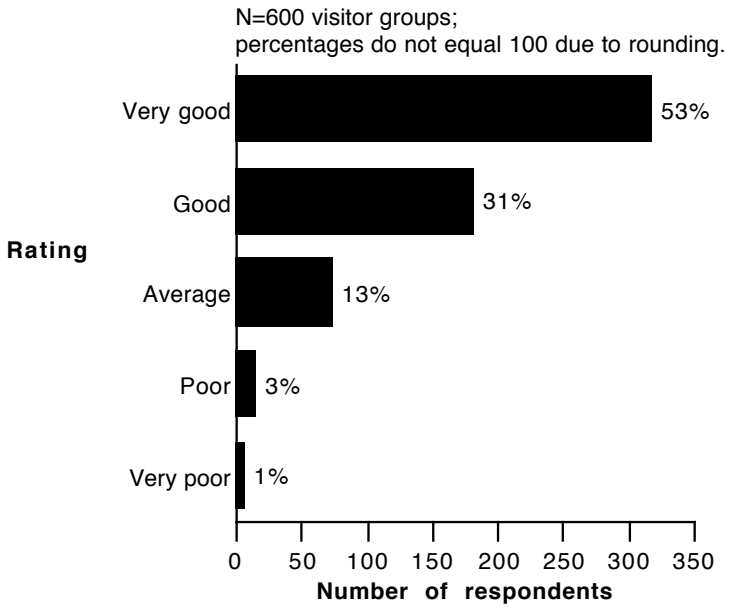


Figure 92: Quality of roads

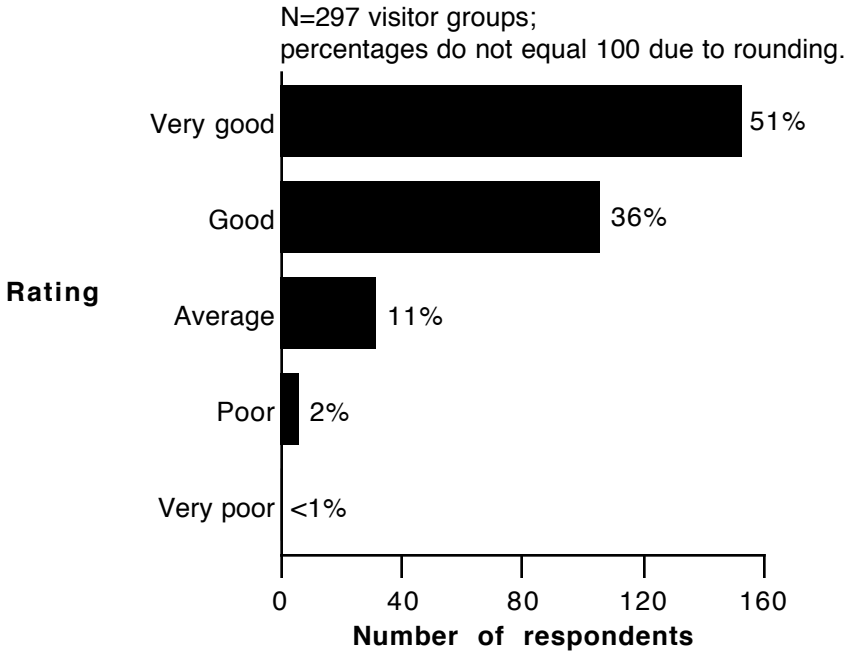


Figure 93: Quality of pullouts

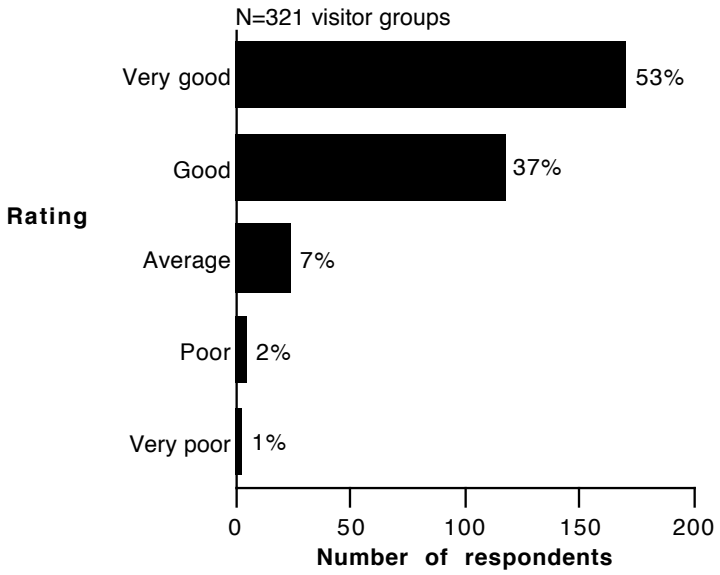


Figure 94: Quality of trails

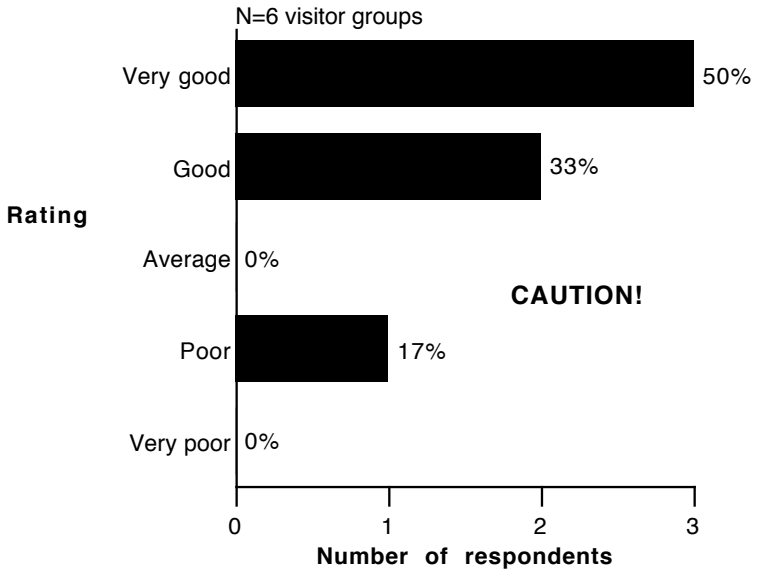


Figure 95: Quality of backcountry campsites

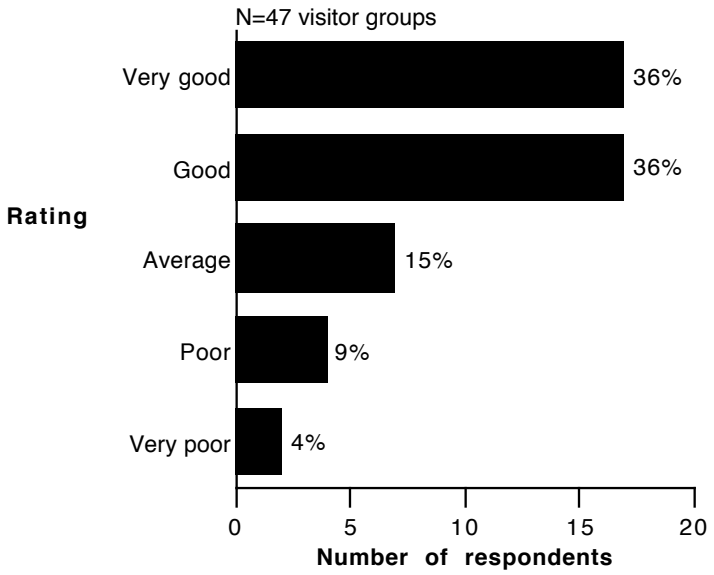


Figure 96: Quality of developed campgrounds

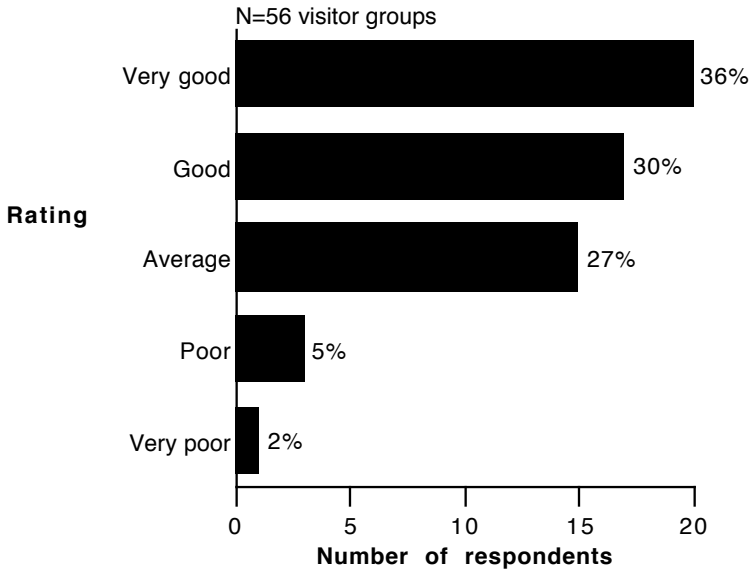


Figure 97: Quality of picnic areas

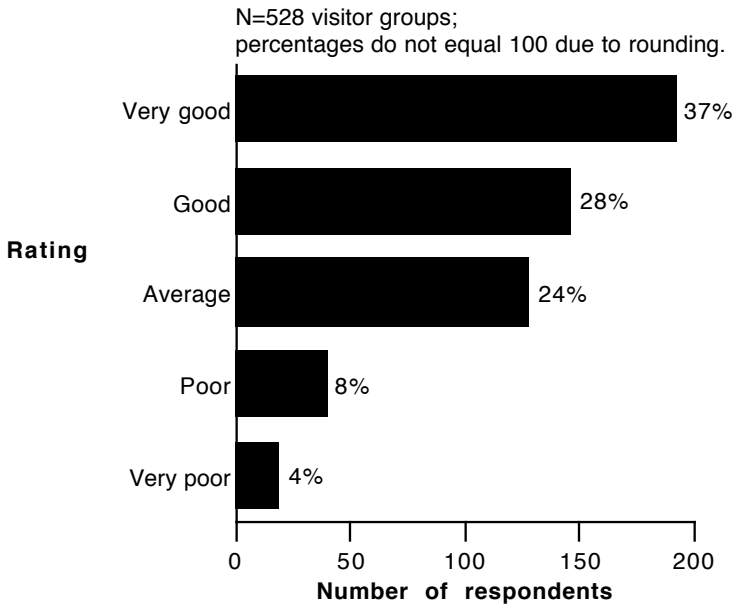


Figure 98: Quality of parking areas

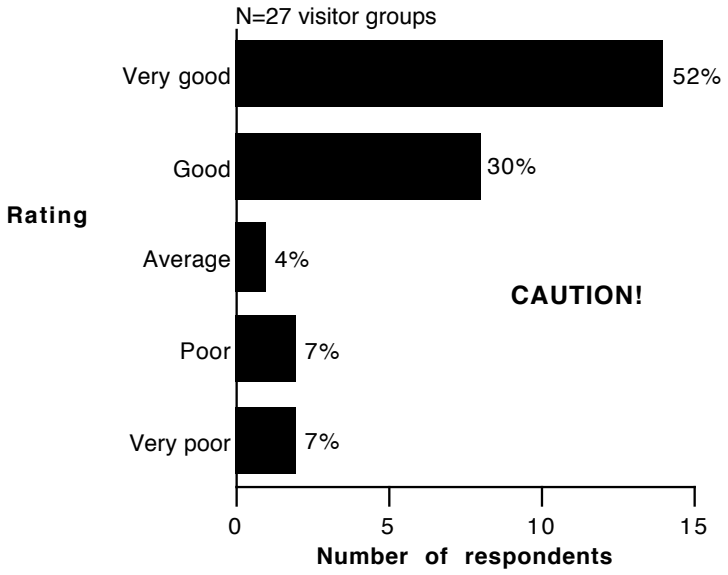


Figure 99: Quality of access for disabled persons

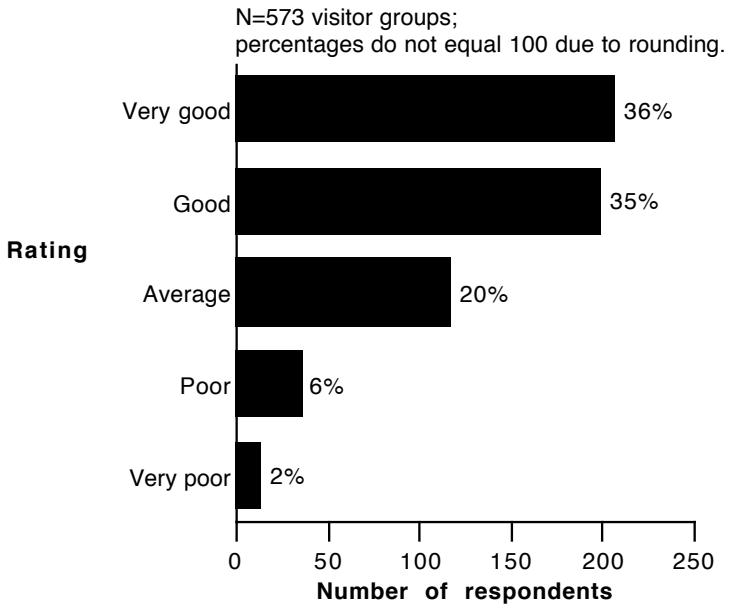


Figure 100: Quality of restrooms

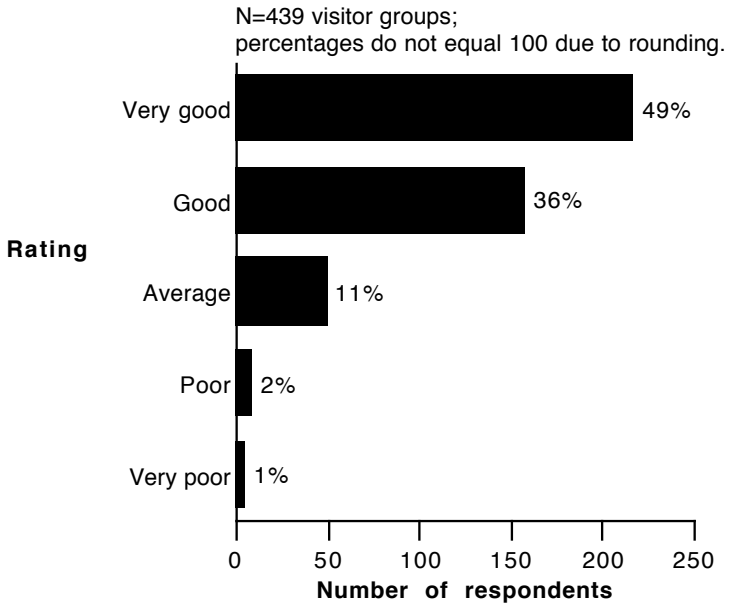


Figure 101: Quality of trash cans

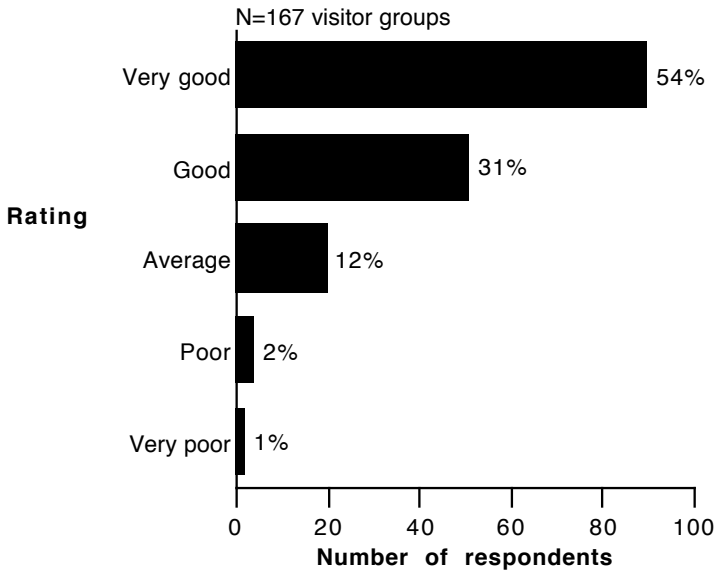


Figure 102: Quality of recycling

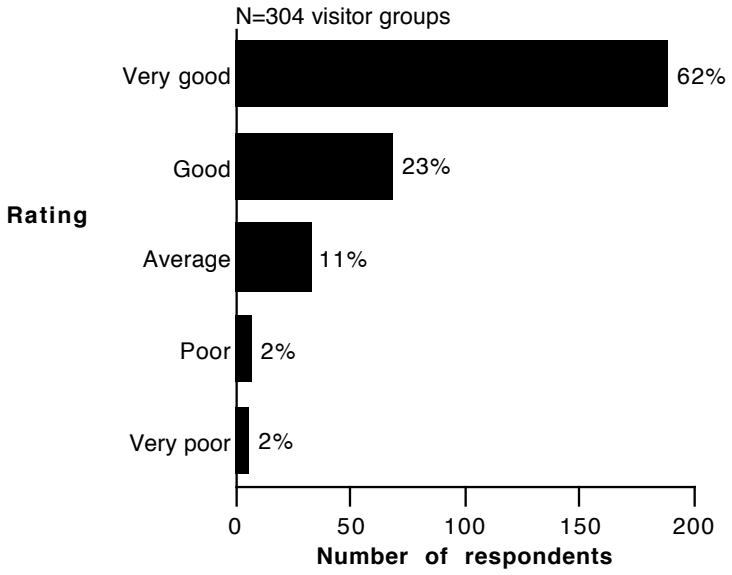


Figure 103: Quality of free shuttle buses

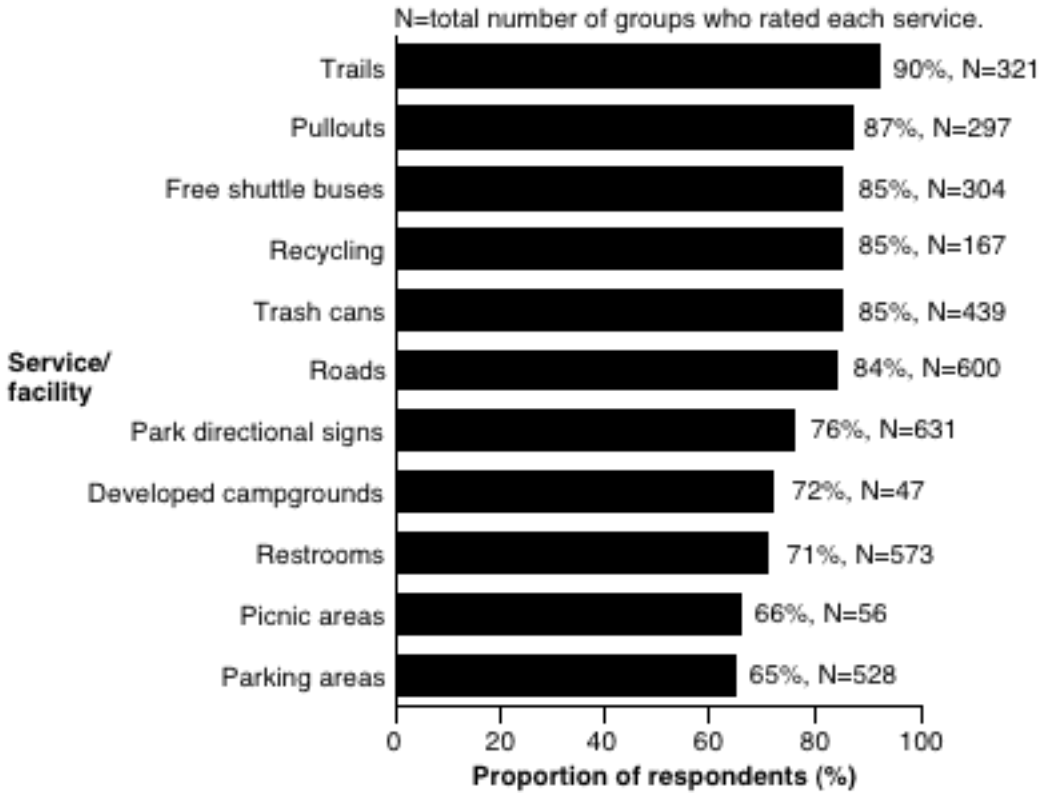


Figure 104: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities

Commercial concession services and facilities: use, importance and quality

Visitor groups were asked to note the commercial concession services and facilities they used during this visit to Grand Canyon NP. The most used services and facilities included the gift shops (86%), restaurants (56%), and market-general store (46%), as shown in Figure 105. The least used service was the campground with full hookups (3%).

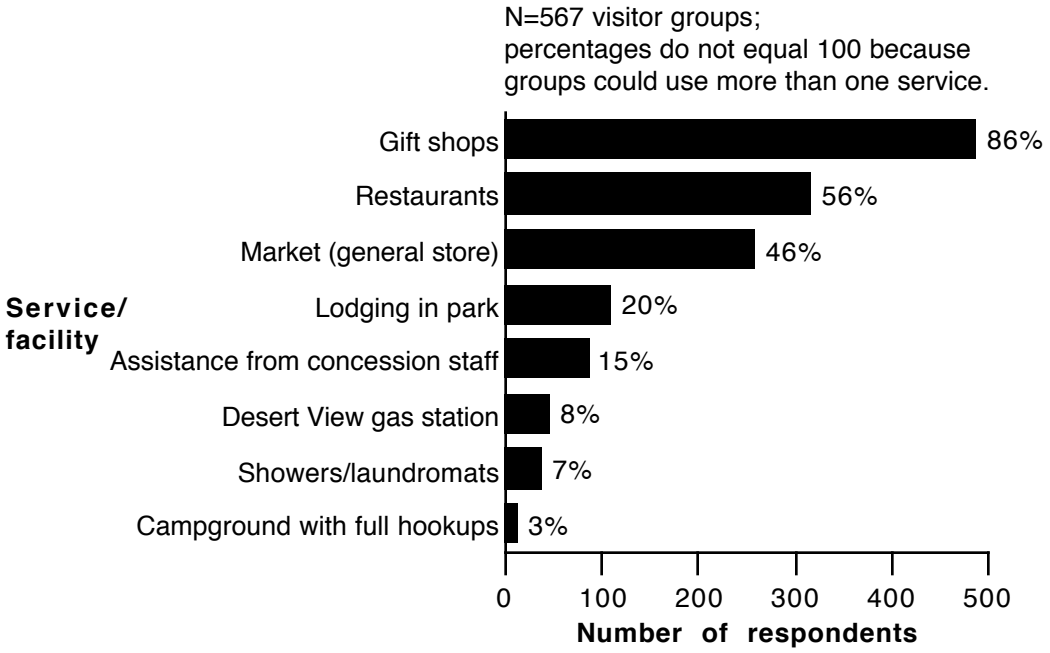


Figure 105: Commercial concession services and facilities used

Visitor groups rated the importance and quality of each of the concession services and facilities they used. The following five-point scales were used in the questionnaire.

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

The average importance and quality ratings for each concession service and facility were determined based on ratings provided by visitor groups who used each service and facility. Figures 106 and 107 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: campground with full hookups was not rated by enough visitor groups to provide reliable data.

Figures 108-115 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of “extremely important” or “very important” ratings included lodging (90%), gas station (89%), and showers/laundromat (87%). The highest proportion of “not important” ratings was for gift shops (4%).

Figures 116-123 show the quality ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of “very good” or “good” ratings included market--general store (86%), assistance from concession staff (82%), showers/laundromat (81%). The highest proportion of “very poor” ratings were for the gas station (9%).

Figure 124 combines the “very good” and “good” quality ratings and compares those ratings for all of the commercial concession services and facilities.

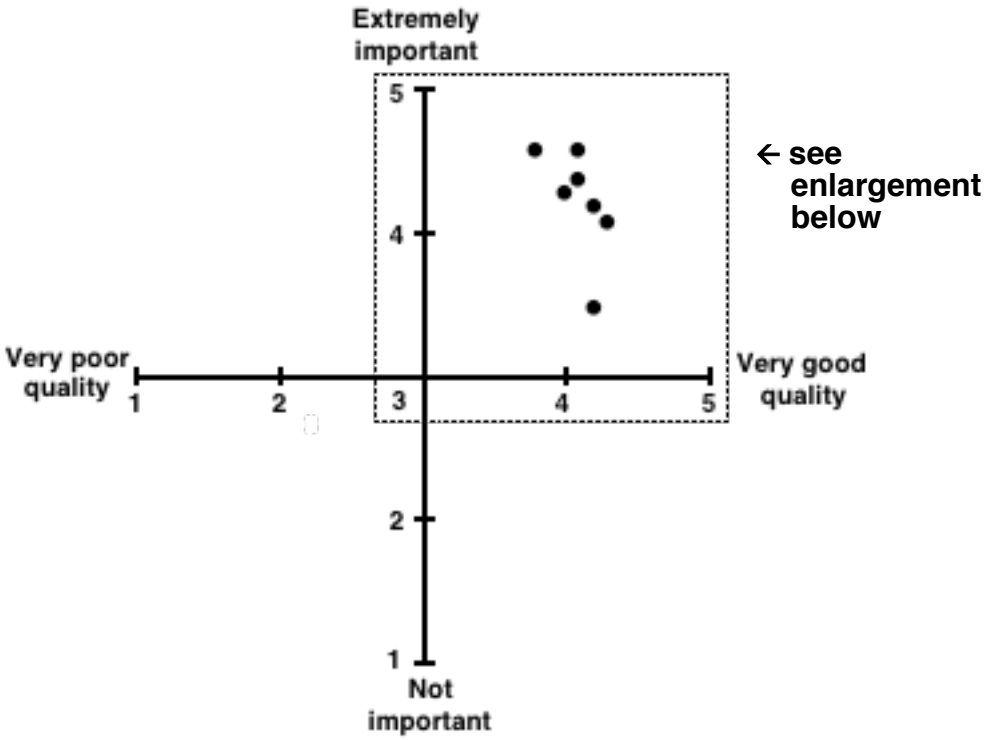


Figure 106: Average ratings of commercial concession service importance and quality

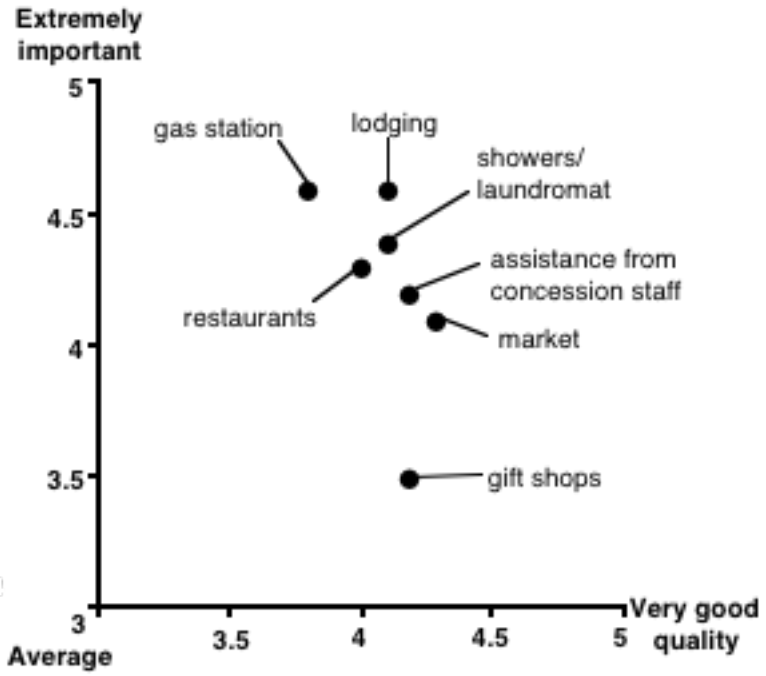


Figure 107: Detail of Figure 106

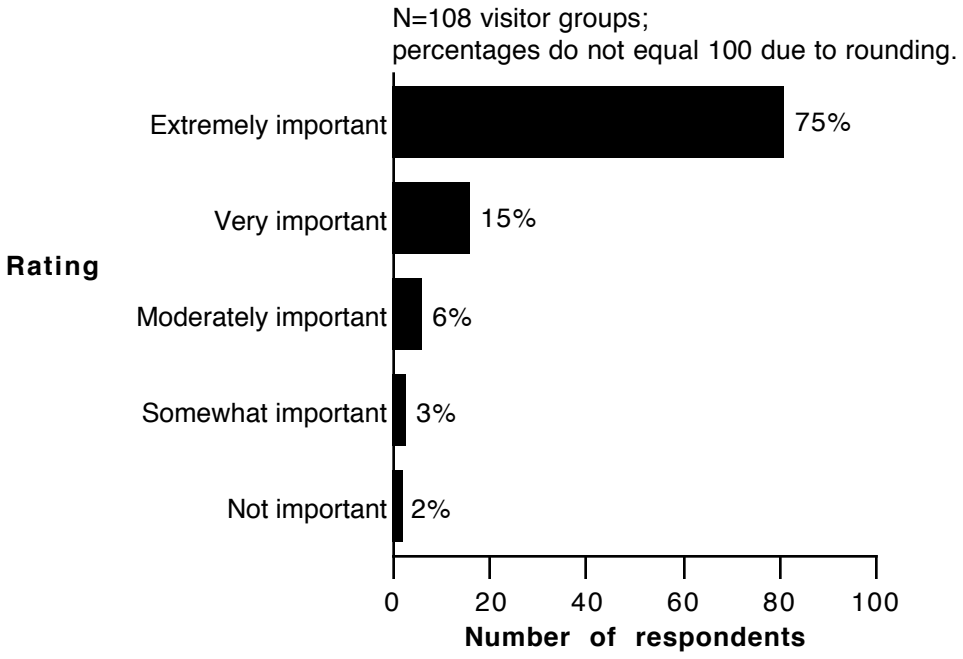


Figure 108: Importance of lodging (inside park)

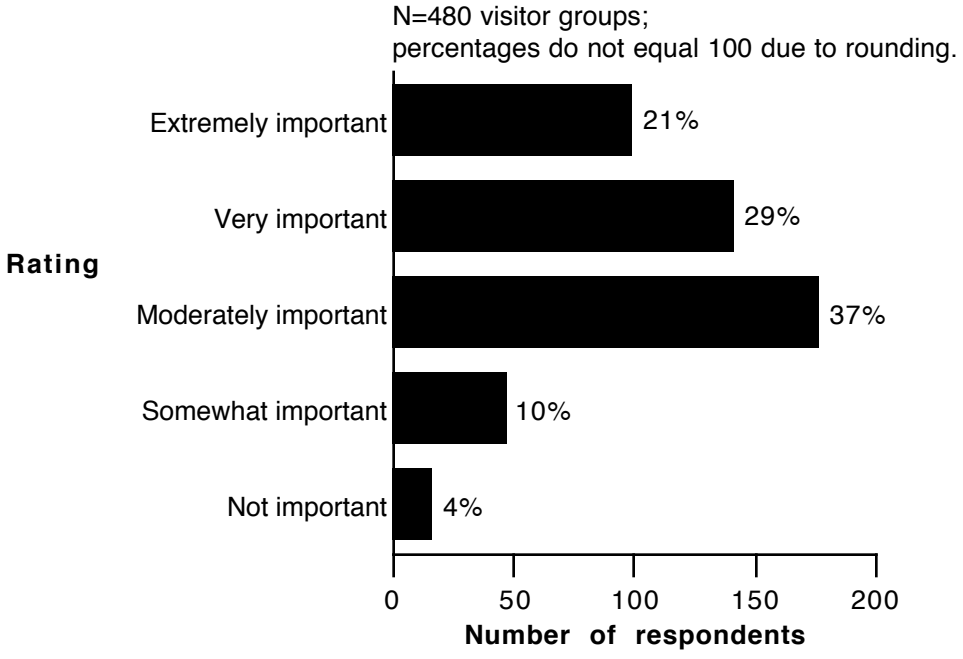


Figure 109: Importance of gift shops

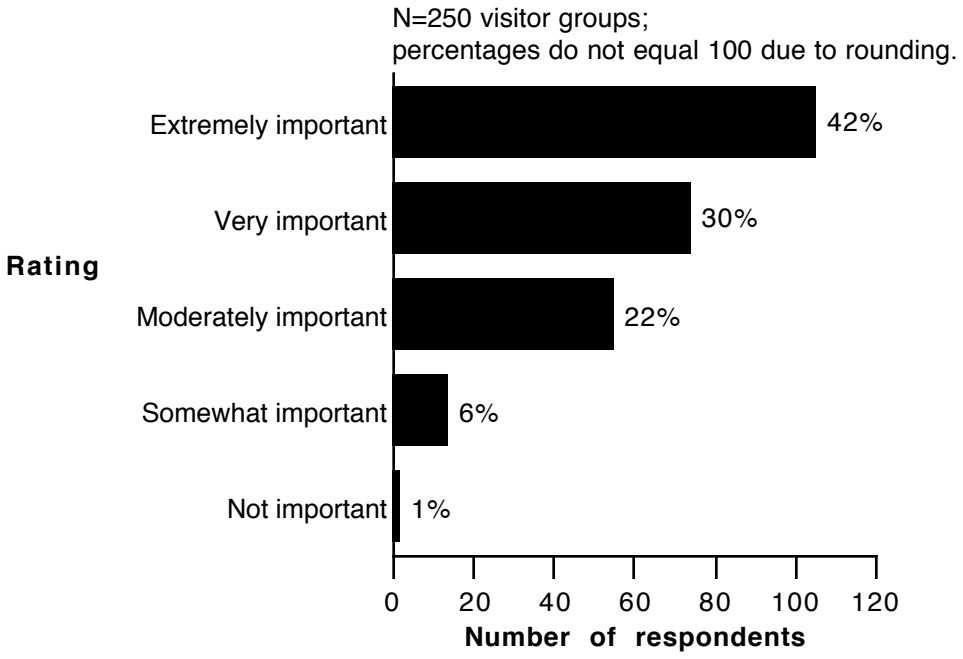


Figure 110: Importance of market (general store)

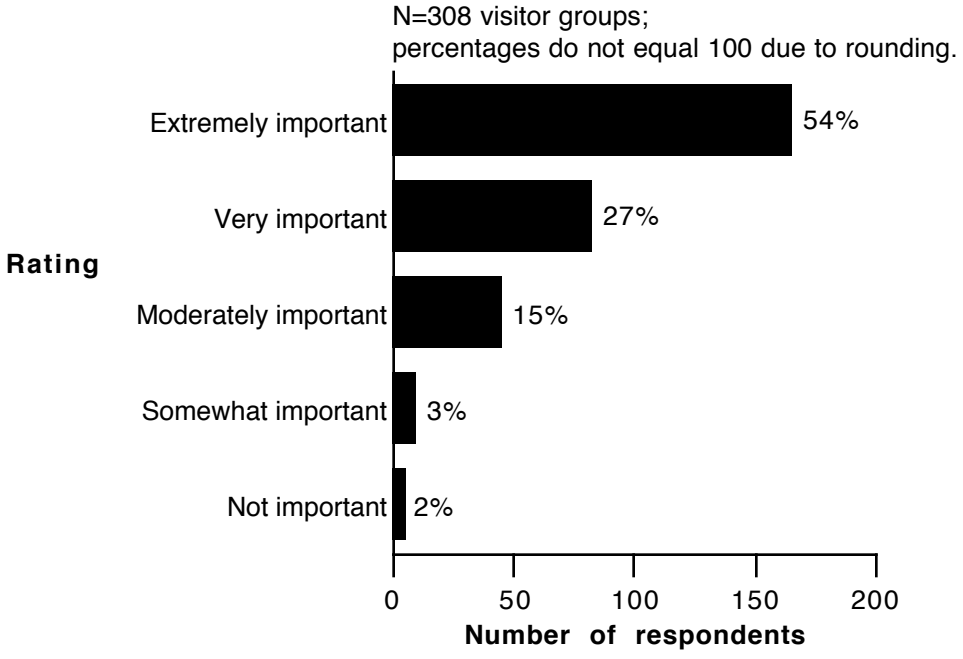


Figure 111: Importance of restaurants

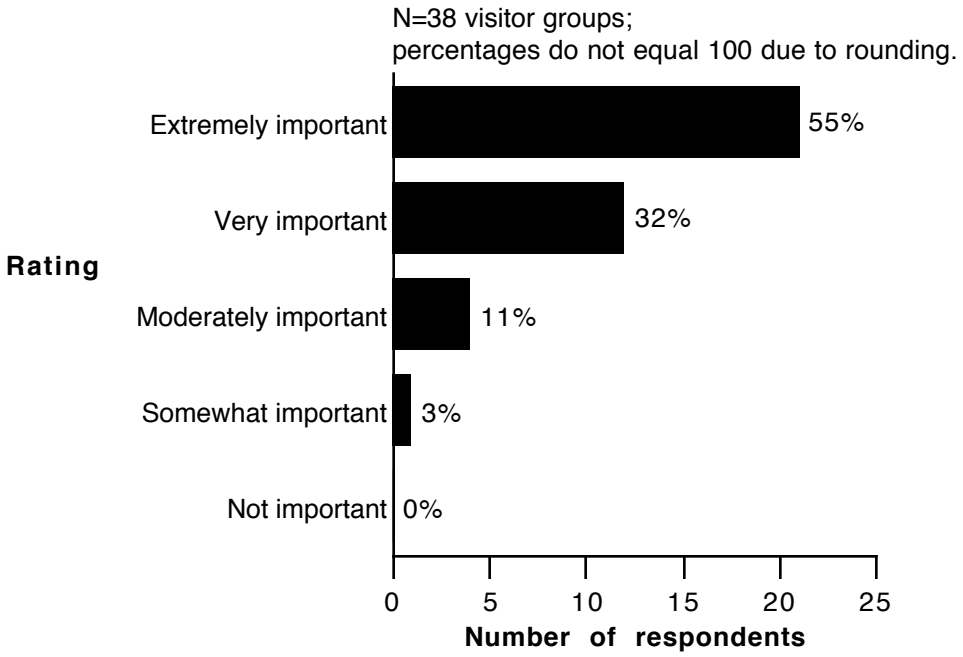


Figure 112: Importance of showers/laundromat

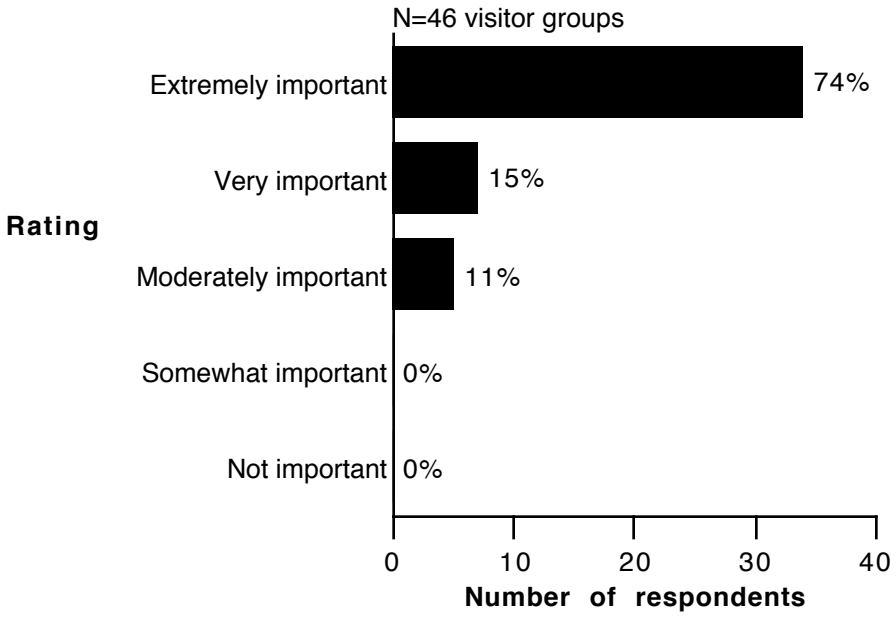


Figure 113: Importance of gas station (Desert View)

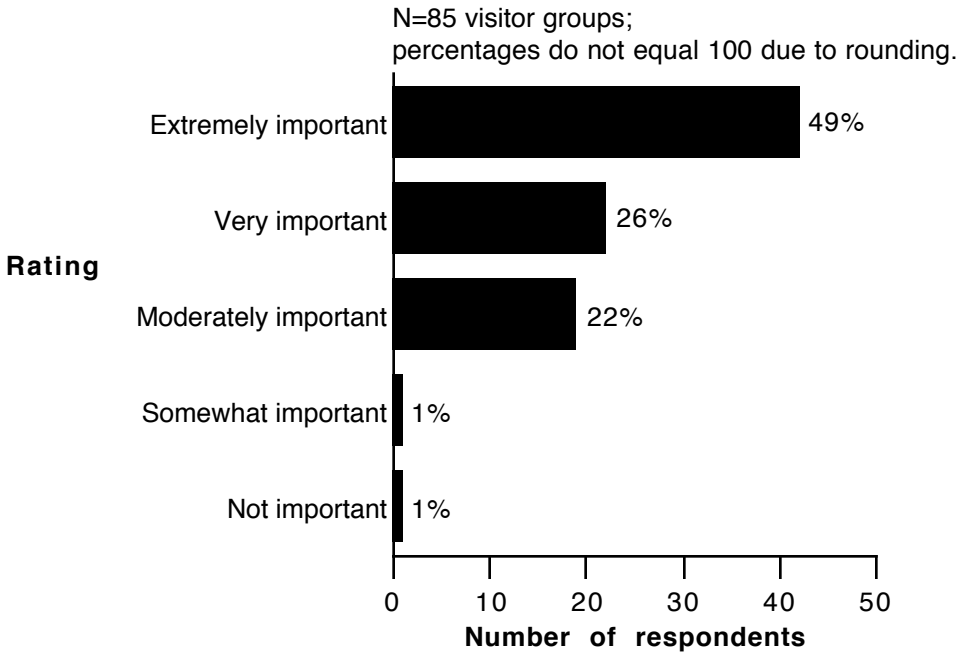


Figure 114: Importance of assistance from concession staff

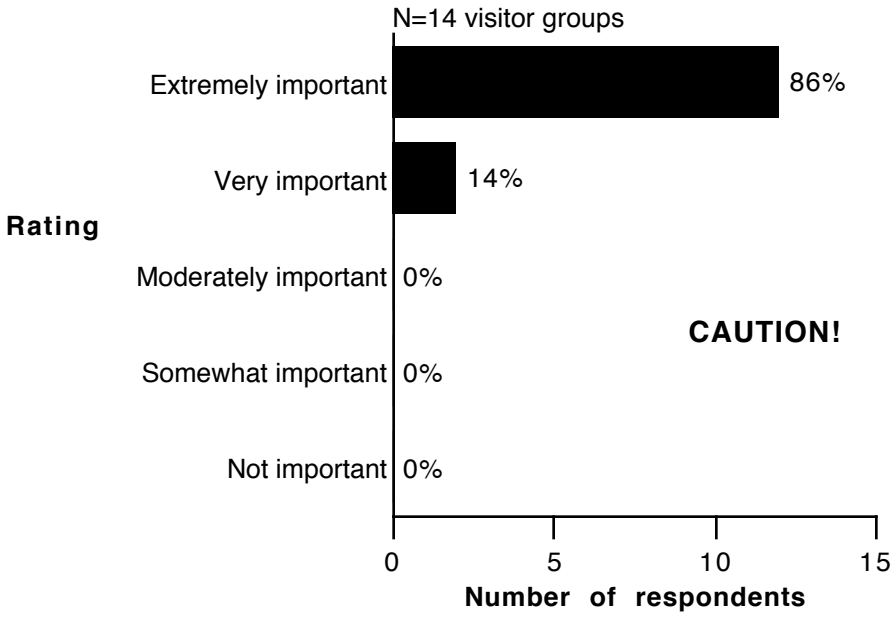


Figure 115: Importance of campground with full hookups (trailer village)

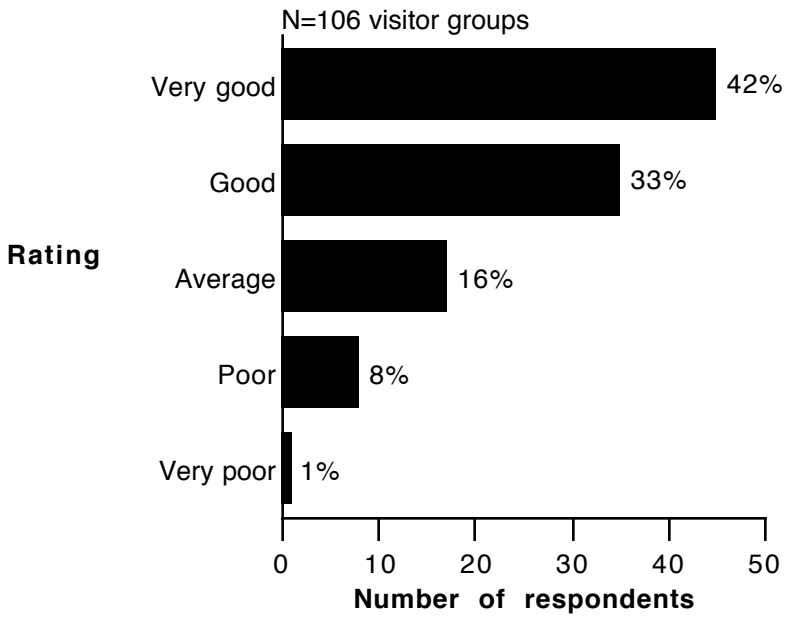


Figure 116: Quality of lodging (inside park)

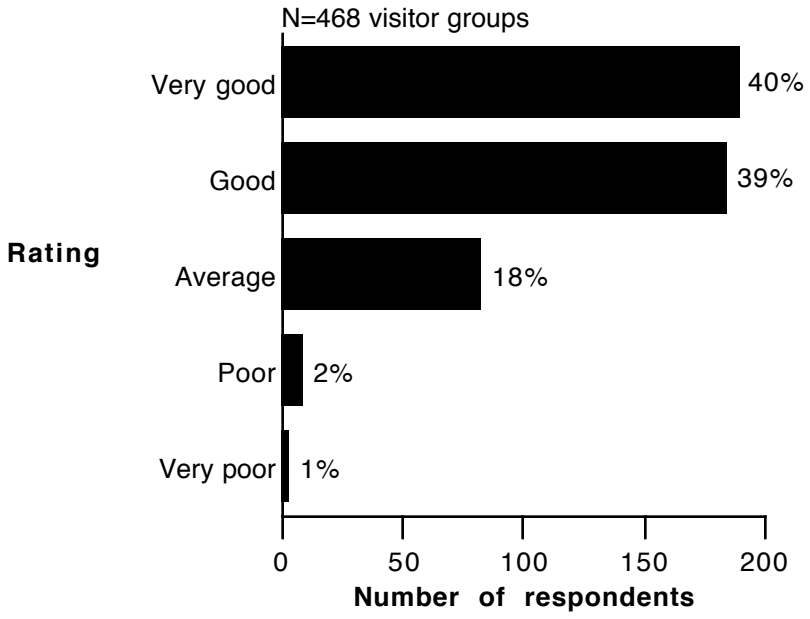


Figure 117: Quality of gift shops

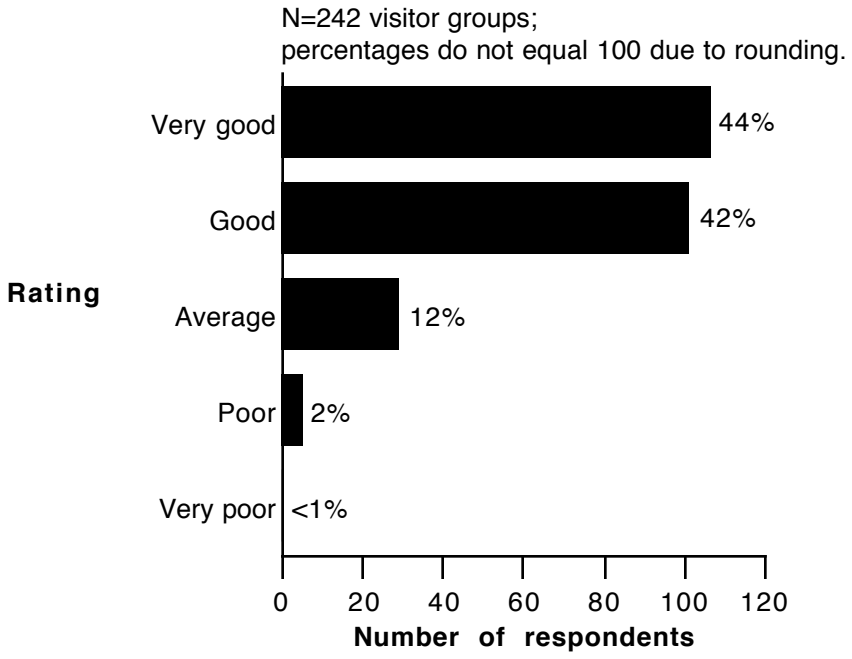


Figure 118: Quality of market (general store)

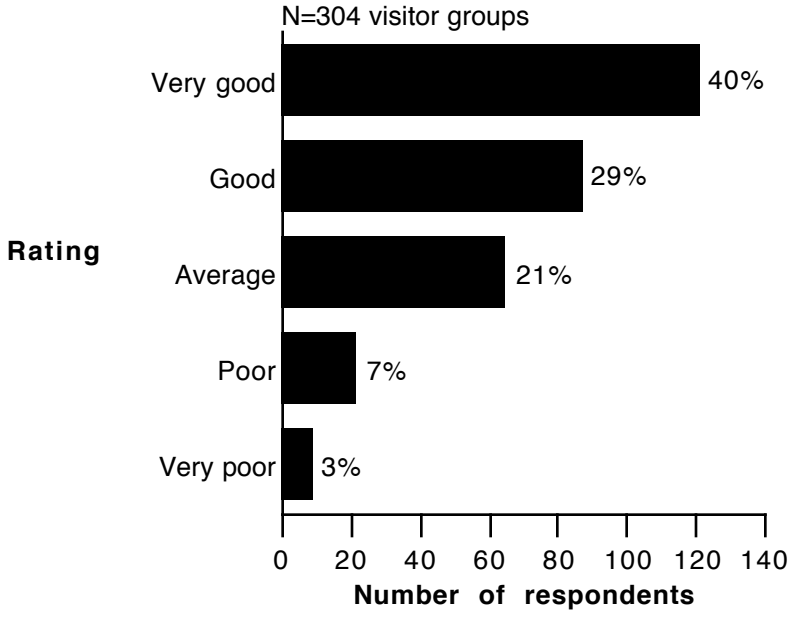


Figure 119: Quality of restaurants

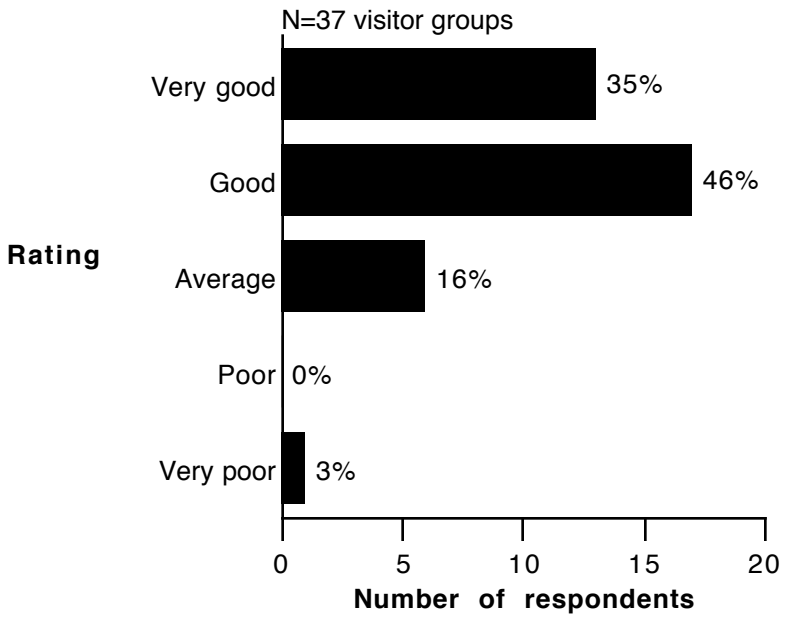


Figure 120: Quality of showers/laundromat

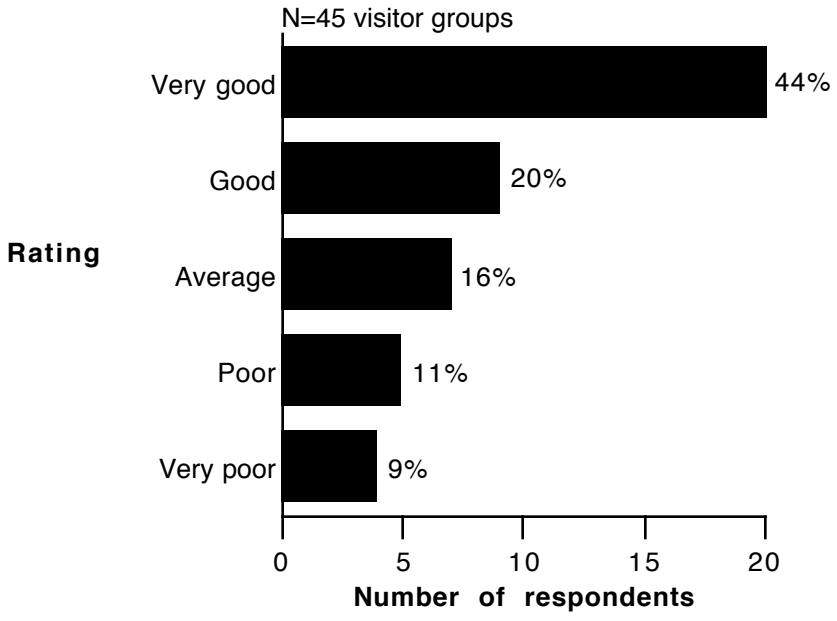


Figure 121: Quality of gas station (Desert View)

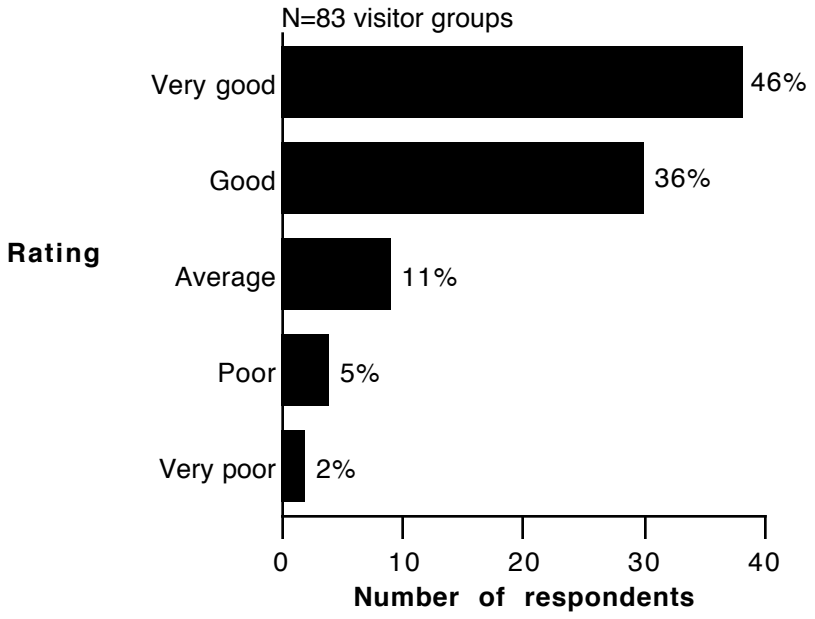


Figure 122: Quality of assistance from concession staff

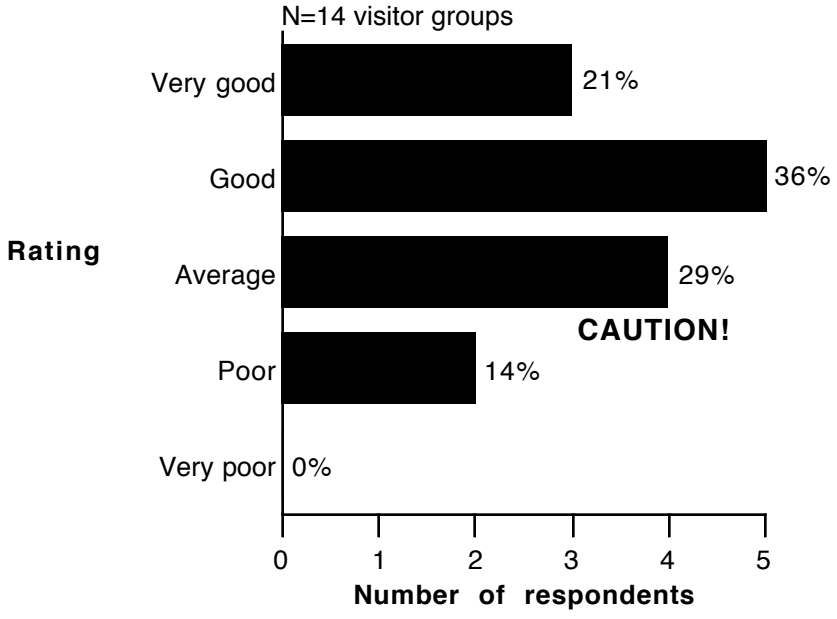


Figure 123: Quality of campground with full hookups (trailer village)

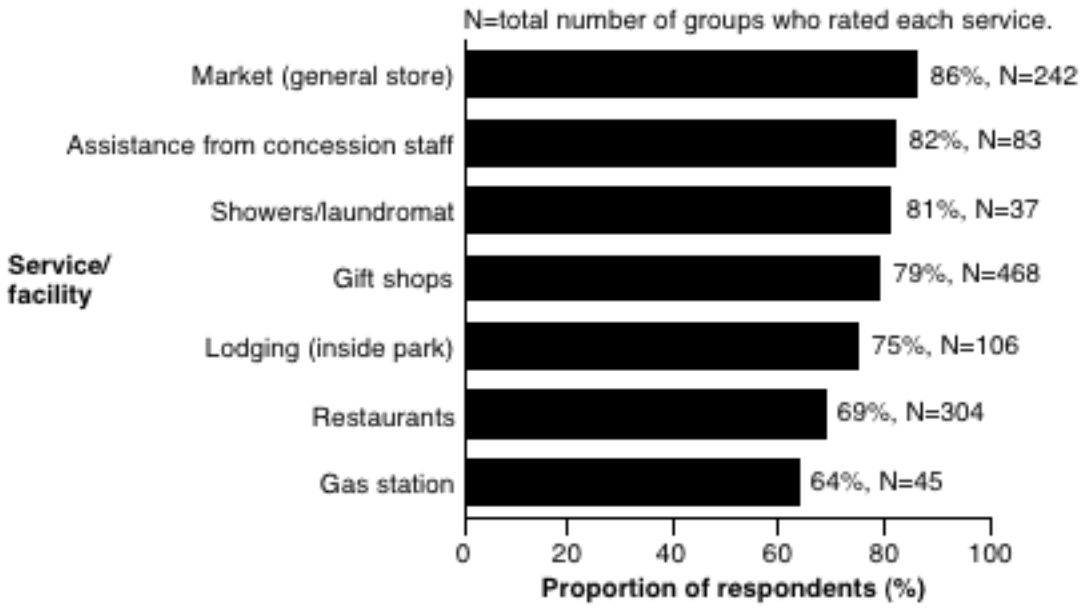


Figure 124: Combined proportions of "very good" and "good" ratings for commercial concession services and facilities

Total expenditures

Visitor groups were asked to list the amount of money they had spent on this visit, both inside Grand Canyon NP and in the surrounding area including Tusayan, Flagstaff, Cameron, and Williams. Groups were asked to indicate the amounts they spent for lodging; camping fees and charges; guide fees and charges; restaurants and bars; groceries and take-out food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; all other purchases; and donations.

Total expenditures in and out of the park: Forty-six percent of visitor groups spent up to $300 in total expenditures in Grand Canyon NP and the surrounding area, including Tusayan, Flagstaff, Cameron, and Williams (see Figure 125). Nineteen percent spent $801 or more. Of the total expenditures by groups, 29% was for hotels, motels, cabins, etc., 18% for restaurants and bars, 12% for guide fees and charges, and 12% for all other purchases (see Figure 126).

The average visitor group expenditure during this visit was $568. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $330. The average per capita expenditure was $162.

In addition, visitor groups were asked to indicate how many adults (18 years and older) and children (under 18 years) were covered by the expenditures. Figure 127 shows that 66% of the visitor groups had two adults included in the expenditures. Figure 128 show that 56% of the visitor groups had one or two children under 18 years of age.

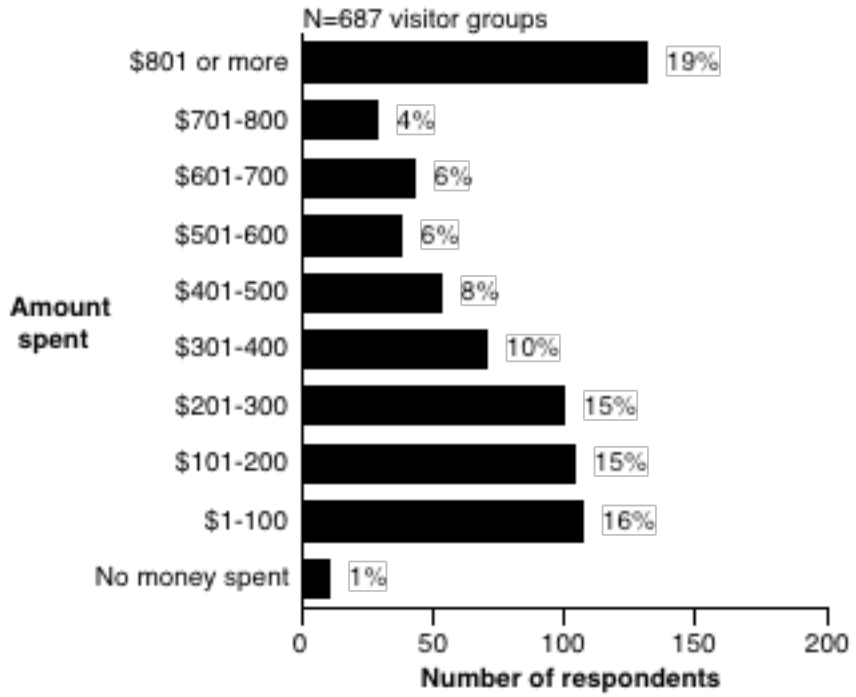


Figure 125: Total expenditures in Grand Canyon NP and surrounding area (Tusayan, Flagstaff, Cameron, Williams)

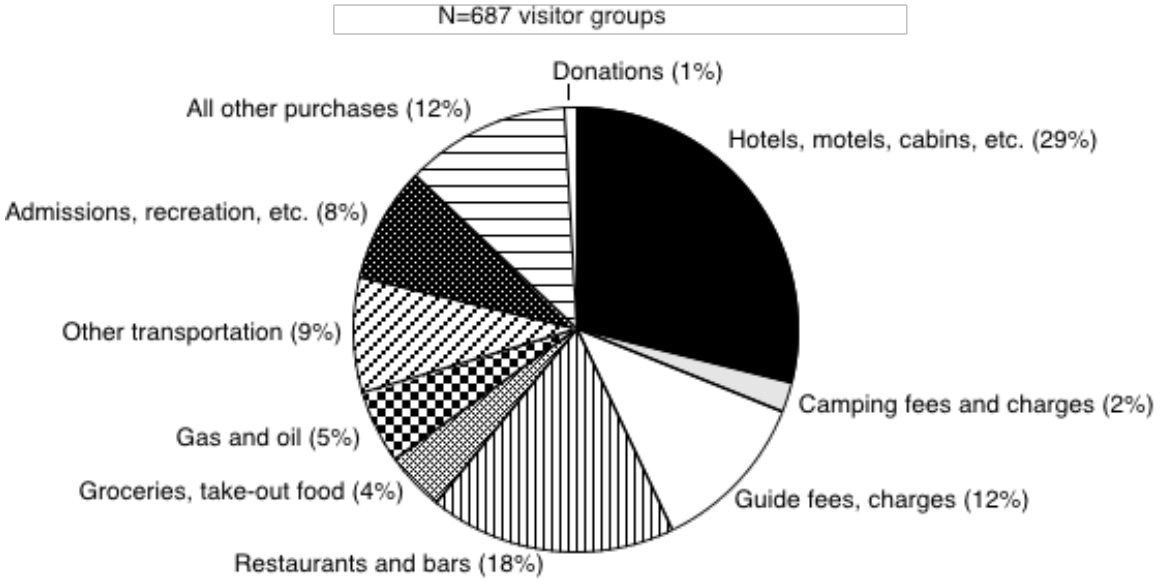


Figure 126: Proportions of expenditures in Grand Canyon NP and surrounding area (Tusayan, Flagstaff, Cameron, Williams)

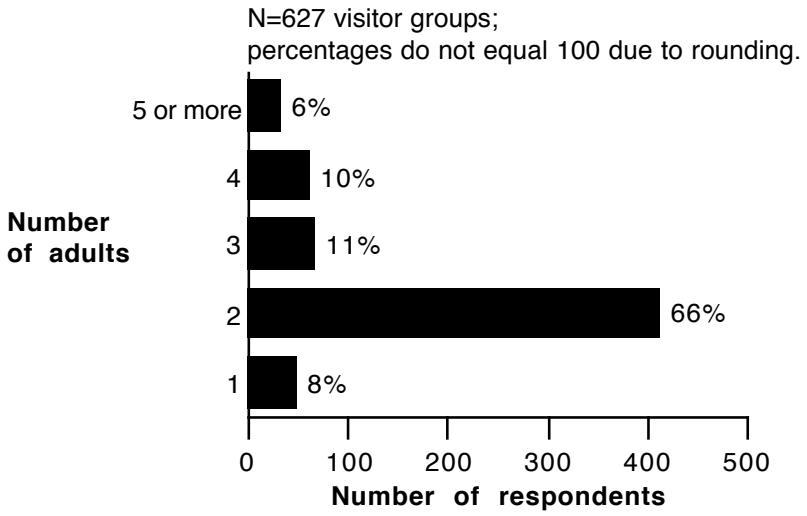


Figure 127: Number of adults covered by expenditures

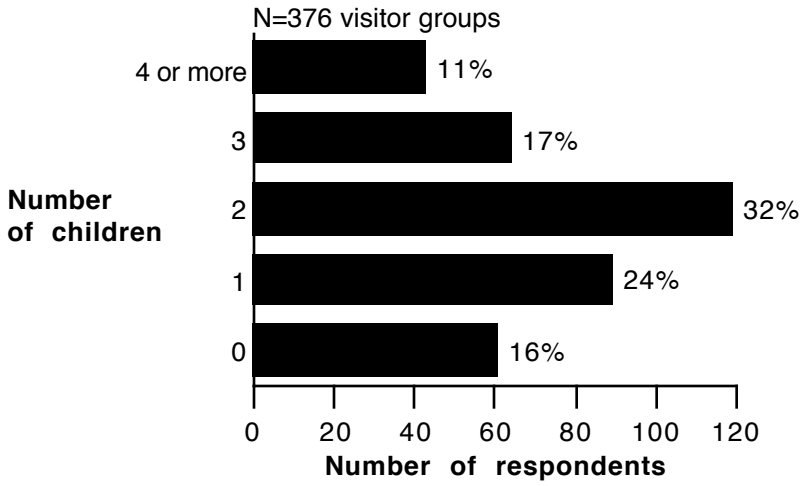


Figure 128: Number of children covered by expenditures

Expenditures outside the park

Total expenditures: Thirty-nine percent of visitor groups spent up to $200 in total expenditures outside of the park during this trip, while 24% spent $301 to $400 (see Figure 129). Twenty percent spent $601 or more.

The greatest proportions of money spent out of the park were for hotels, motels and cabins (37%) and restaurants and bars (17%), as shown in Figure 130.

The average visitor group expenditure out of the park during this visit was $394. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $250. The average per capita expenditure was $133.

Hotels, motels, cabins, etc. out of the park: Forty-eight percent of the visitor groups spent up to $200 while 24% spent no money, as shown in Figure 131.

Camping fees and charges out of the park: Most visitor groups (78%) spent no money (see Figure 132). Thirteen percent spent up to $50.

Guide fees and charges out of the park: Most visitor groups (92%) spent no money (see Figure 13).

Restaurants and bars out of the park: Fifty-seven percent of visitor groups spent up to $100, while 18% spent no money (see Figure 134).

Groceries and take-out food out of the park: About one-half of visitor groups (51%) spent up to $50, while 34% spent no money (see Figure 135).

Gas and oil (auto, RV, boat, etc.) out of the park: Most visitor groups (72%) spent from up to $50 (see Figure 136).

Other transportation expenditures out of the park (rental cars, auto repairs, taxies, but not including airfare): Most visitor groups (56%) spent no money; 22% spent up to $200 (see Figure 137).

Admissions, recreation, and entertainment fees out of park: Almost one-half of visitor groups (47%) spent no money, while 39% spent up to $50 (see Figure 138).

Other purchases (souvenirs, film, books, sporting goods, clothing, etc.) out of the park: Thirty-six percent spent no money, 36% spent up to $50 and 23% spent $76 or more (see Figure 139).

Donations out of the park: Most visitor groups (91%) spent no money (see Figure 140). Nine percent spent up to $50.

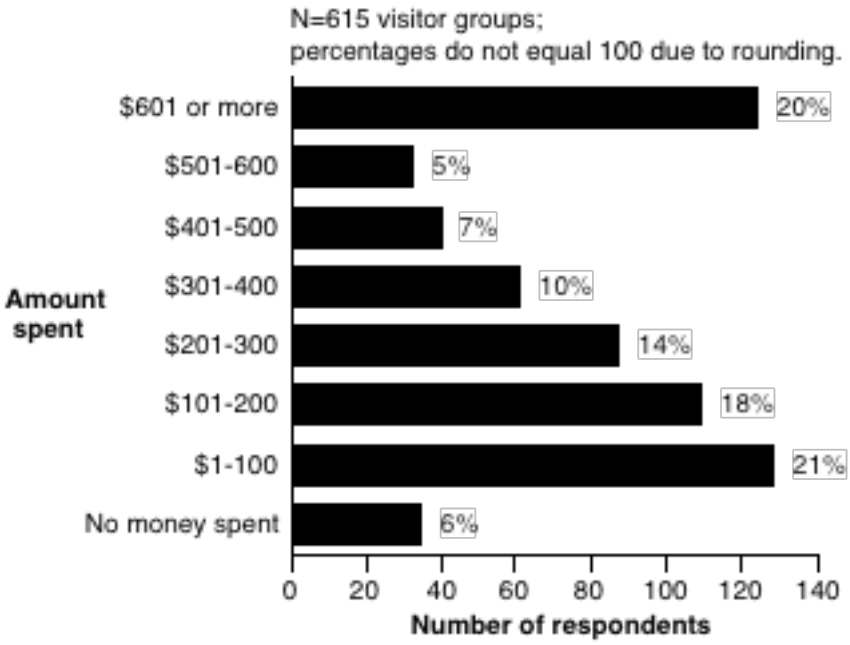


Figure 129: Total expenditures outside park

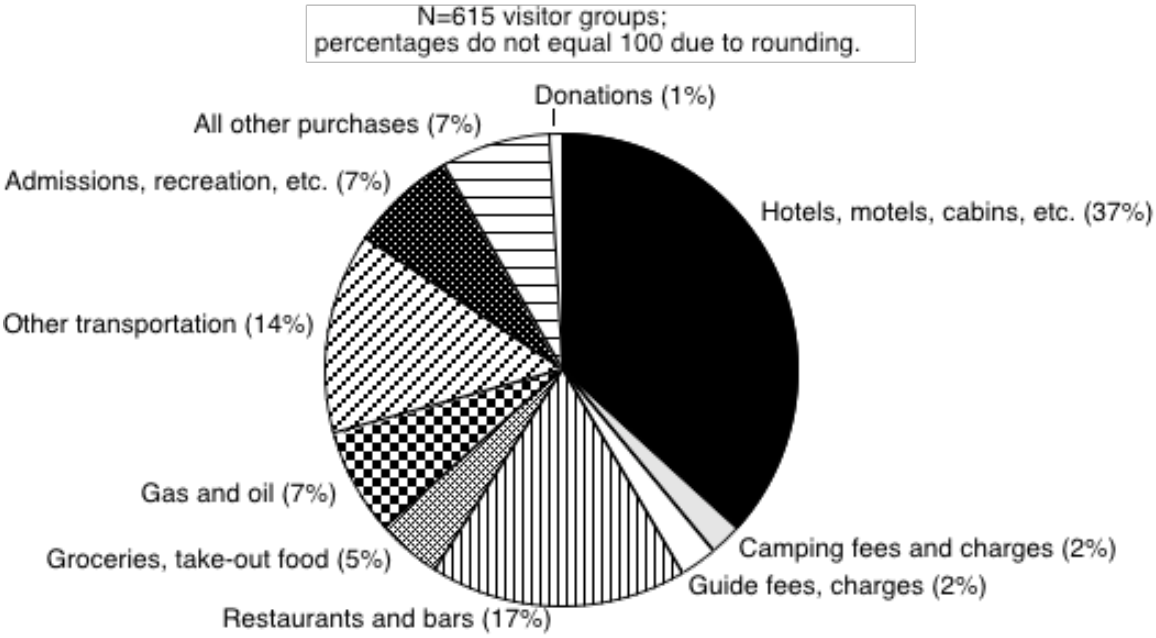


Figure 130: Proportions of expenditures by category outside park

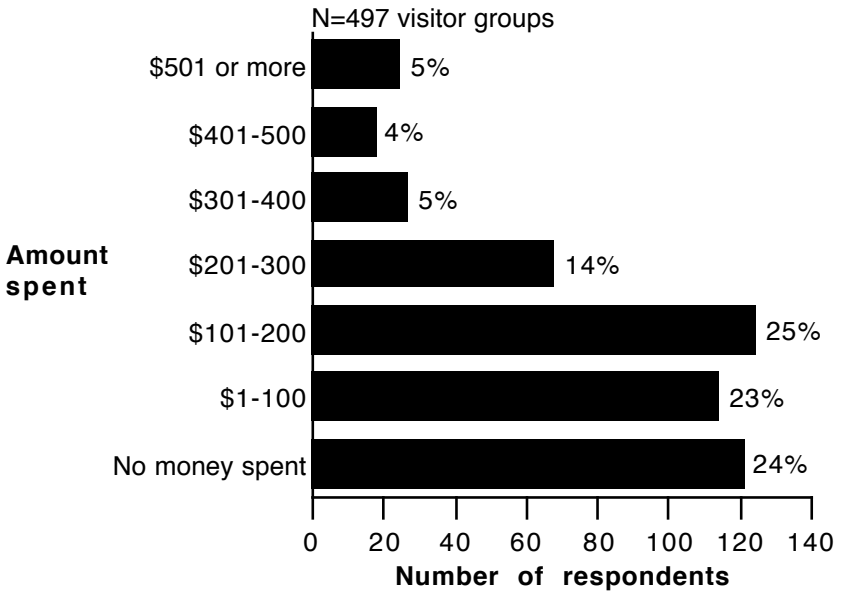


Figure 131: Expenditures for hotels, motels, cabins, etc. outside park

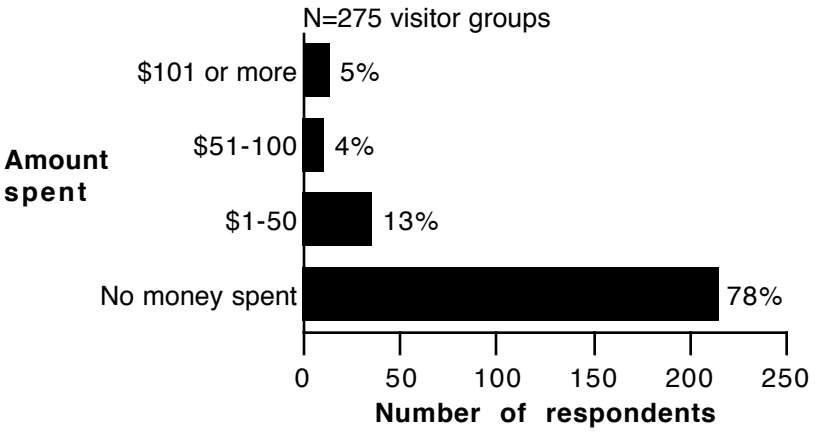


Figure 132: Expenditures camping fees and charges outside park

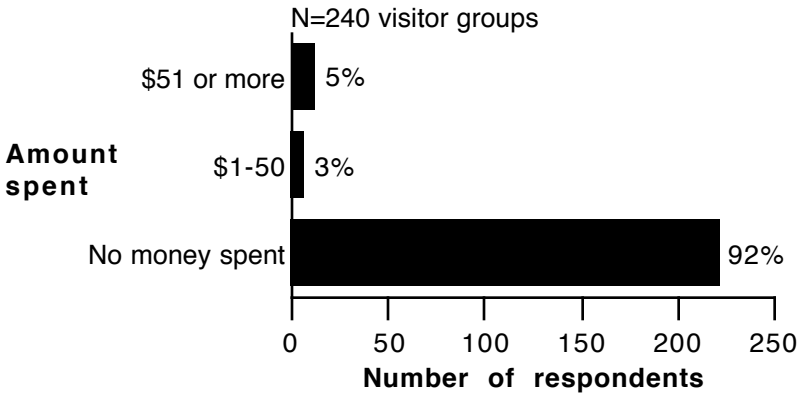


Figure 133: Expenditures for guide fees and charges outside park

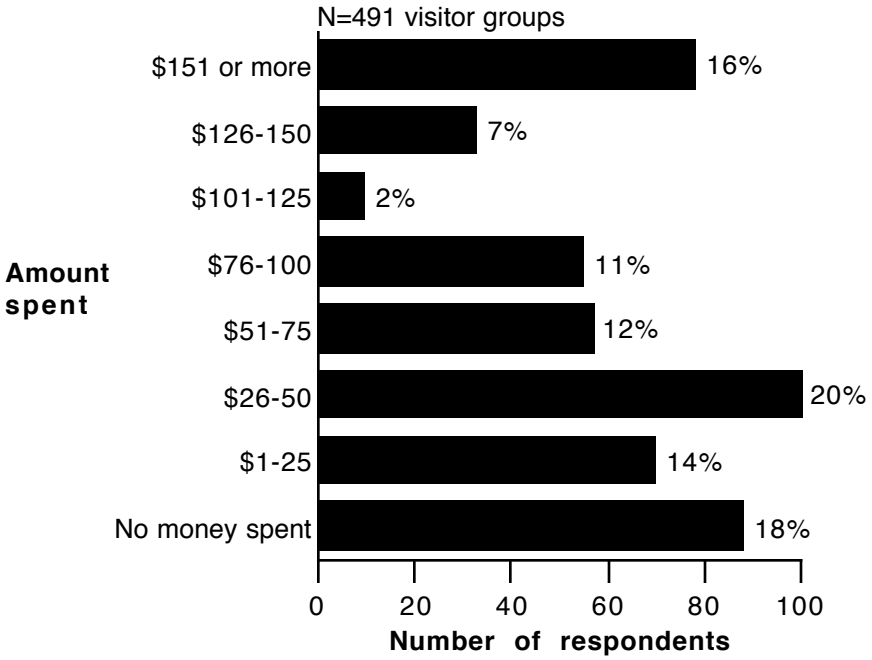


Figure 134: Expenditures for restaurants and bars outside park

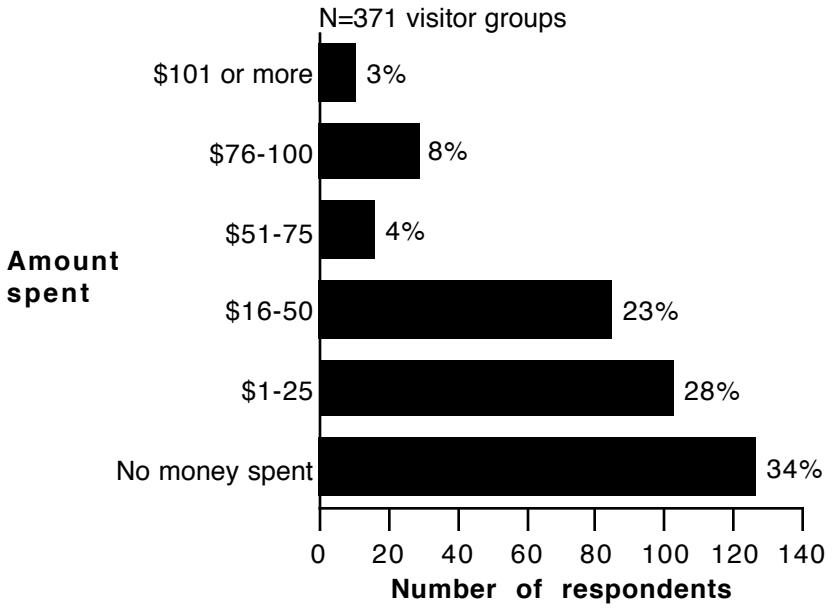


Figure 135: Expenditures for groceries and take-out food outside park

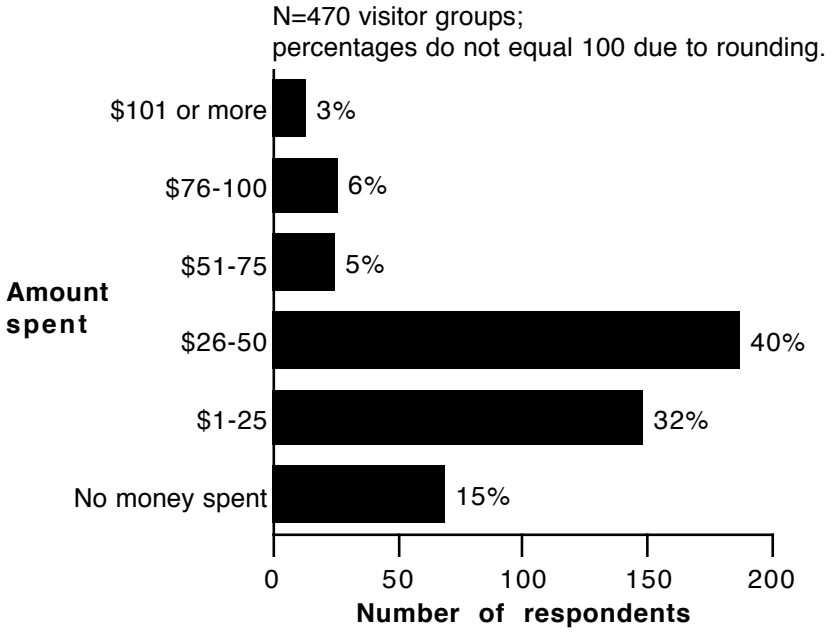


Figure 136: Expenditures for gas and oil outside park

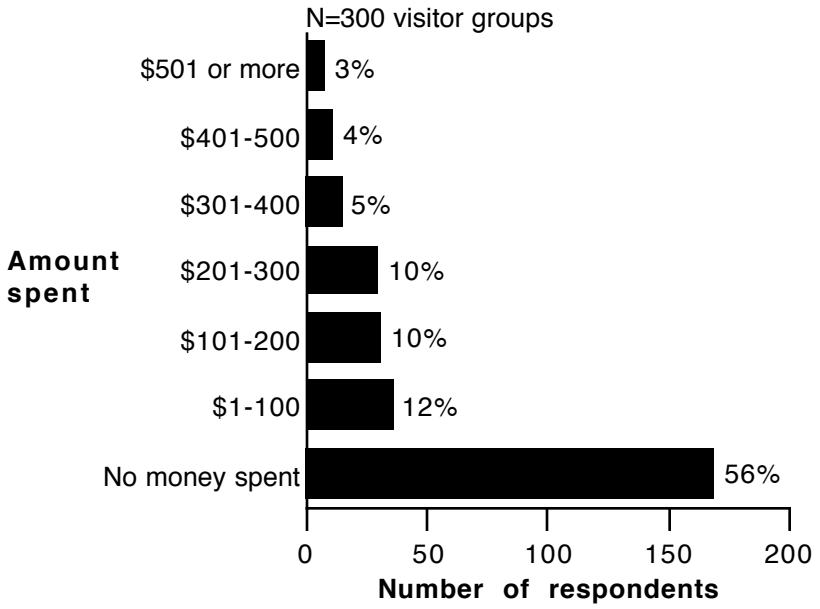


Figure 137: Expenditures for other transportation expenses outside park

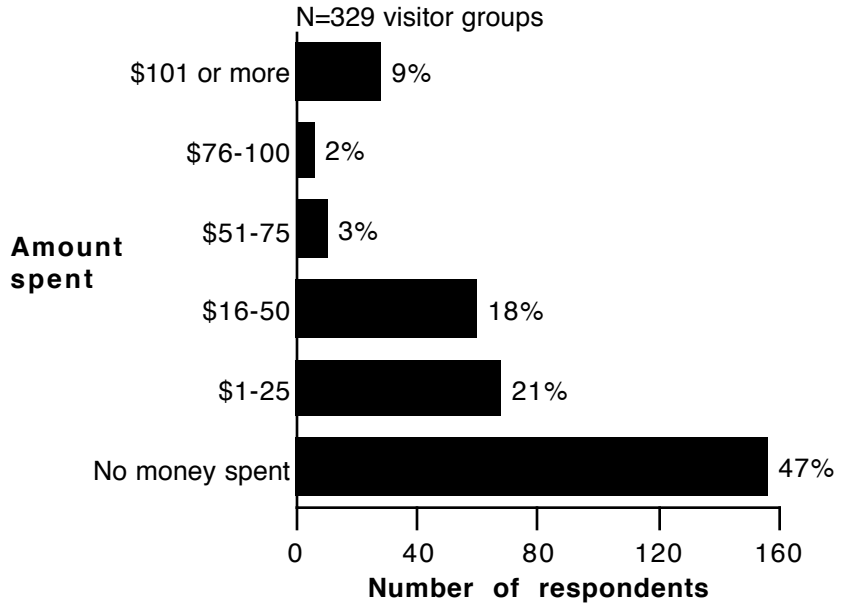


Figure 138: Expenditures for admissions, recreation, entertainment outside park

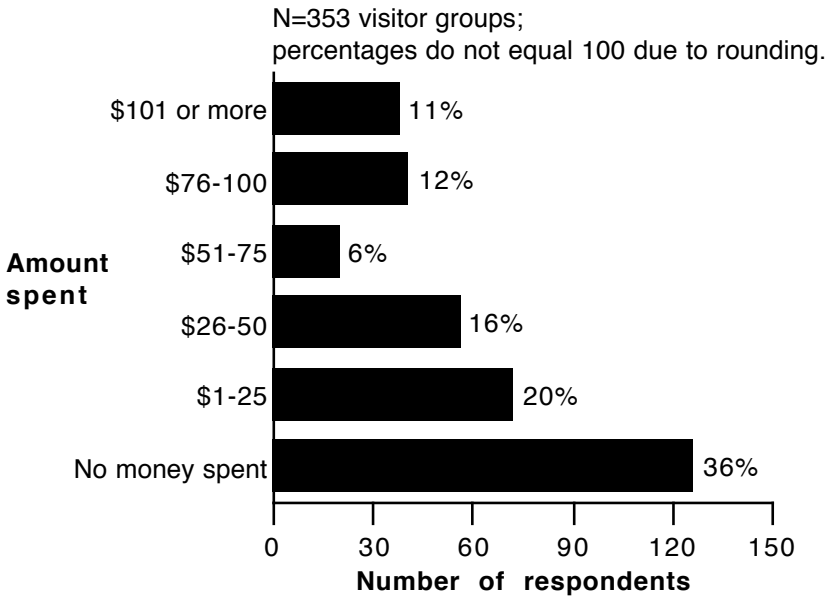


Figure 139: Expenditures for all other purchases

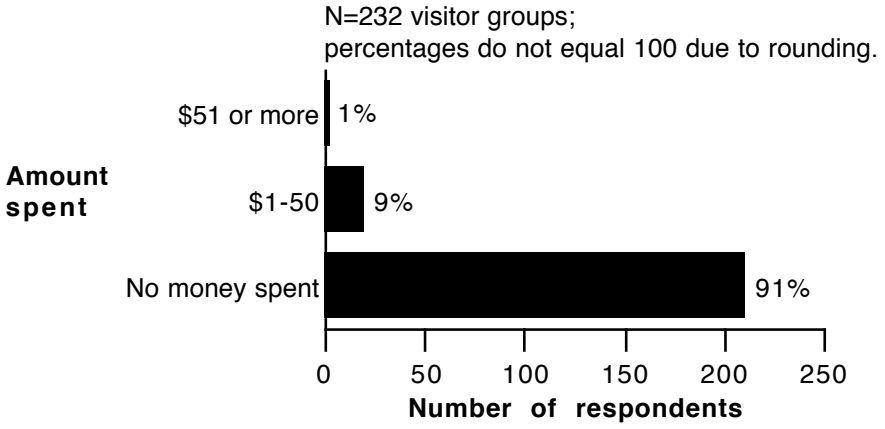


Figure 140: Expenditures for donations outside park

Expenditures inside the park

Total expenditures in the park: Over one-half of visitor groups (51%) spent up to $100 in total expenditures in the park on this visit (see Figure 141). Another 26% spent $101 to $300.

Guide fees and charges accounted for the largest proportion (27%) of total expenditures in the park, followed by restaurants and bars and "all other purchases" (each 19%), as shown in Figure 142.

The average visitor group expenditure in the park during this visit was $252. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $80. The average per capita expenditure was $62.

Hotels, motels, cabins, etc. in the park: Most visitor groups (70%) spent no money; 18% spent up to $200 (see Figure 143).

Camping fees and charges in the park: Eighty-three percent of visitor groups spent no money, while 17% spent up to $100 (see Figure 144).

Guide fees and charges in the park: Most visitor groups (88%) spent no money (see Figure 145).

Restaurants and bars in the park: Fifty-five percent of visitor groups spent up to $100 and 31% spent no money (see Figure 146).

Groceries and take-out food in the park: Over one-half of visitor groups (53%) spent no money; 40% spent up to $50 (see Figure 147).

Gas & oil (auto, RV, boat, etc.) in the park: Most visitor groups (76%) spent no money; 19% spent up to $50 (see Figure 148).

Admissions, recreation, and entertainment fees in the park: Most visitor groups (58%) spent up to $25, while 21% spent no money (see Figure 149).

All other purchases (souvenirs, film, books, sporting goods, clothing, etc) in the park: Over one-half of visitor groups (52%) spent up to $50, while 28% spent $76 or more and 12% spent no money (see Figure 150).

Donations in the park: Most visitor groups (76%) spent no money; 22% spent up to $25 (see Figure 151).

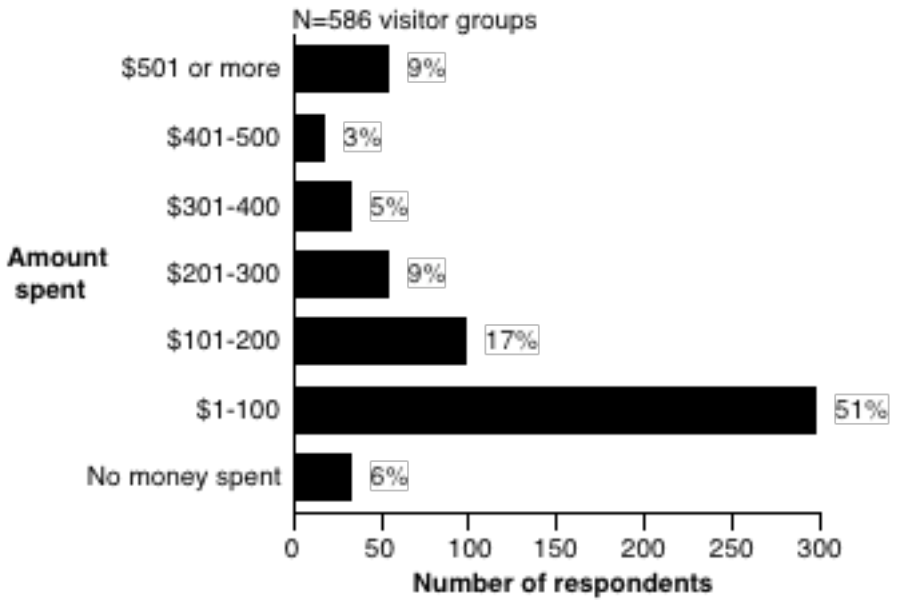


Figure 141: Total expenditures in the park

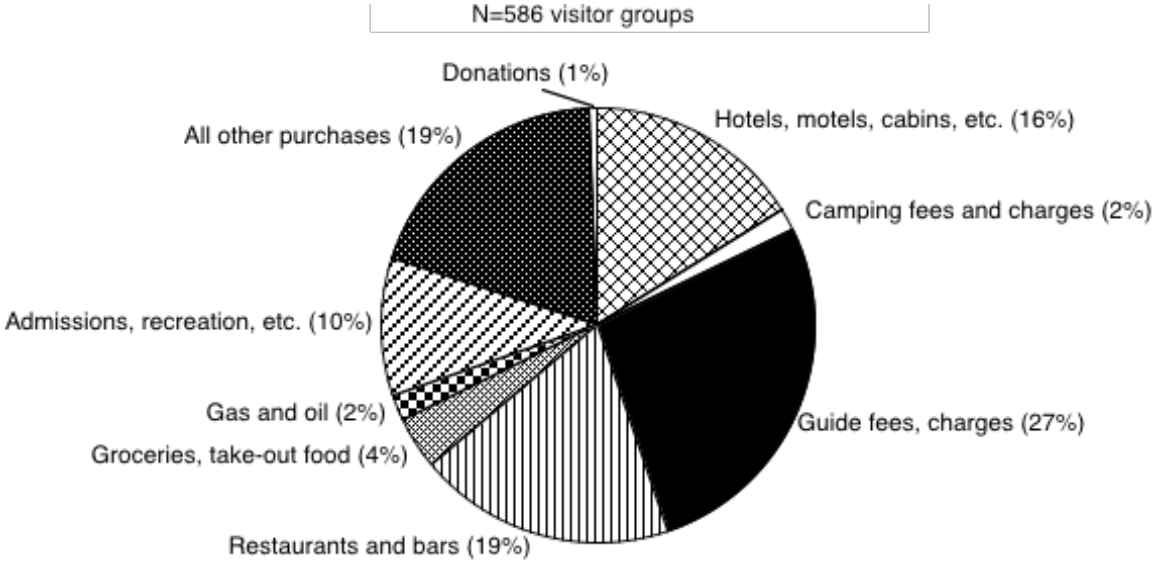


Figure 142: Proportions of expenditures by category in the park

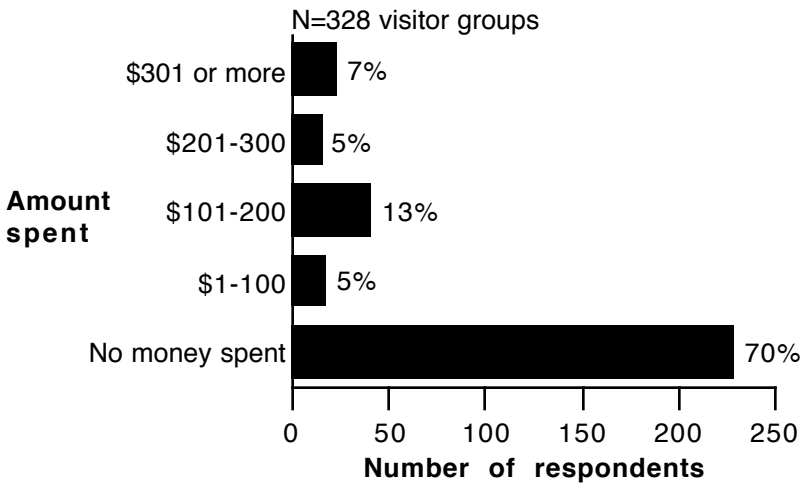


Figure143: Expenditures for hotels, motels, cabins, etc. in the park

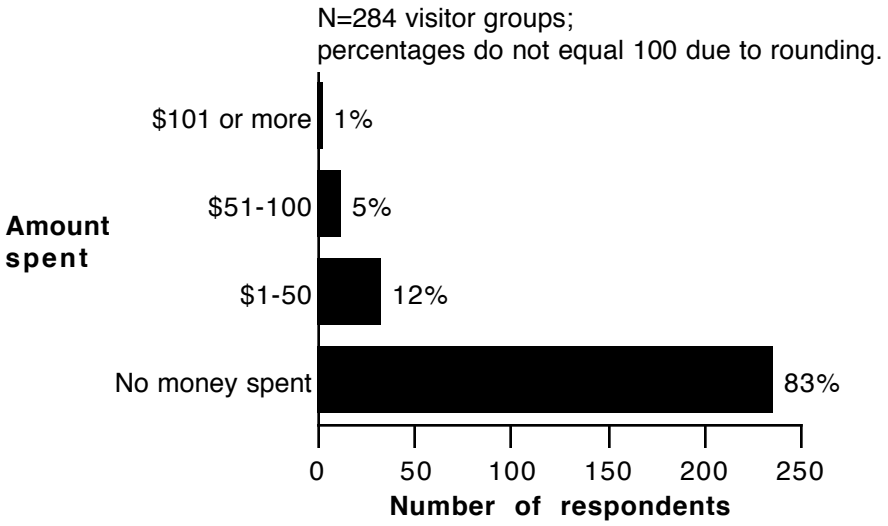


Figure 144: Expenditures for camping fees and charges in the park

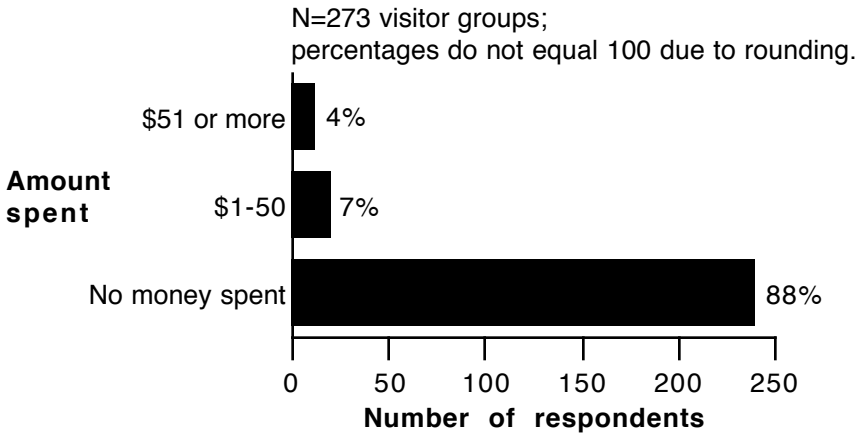


Figure 145: Expenditures for guide fees and charges in the park

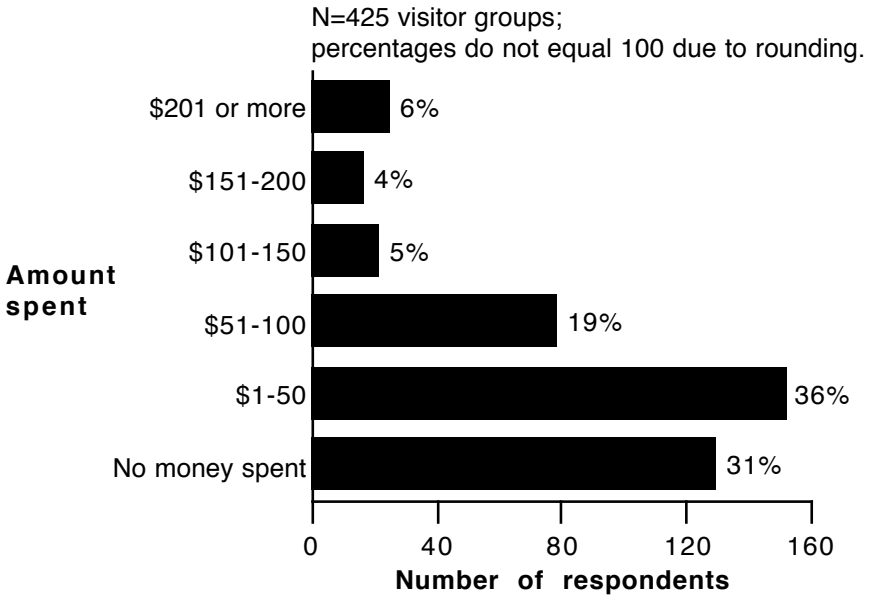


Figure 146: Expenditures for restaurants and bars in the park

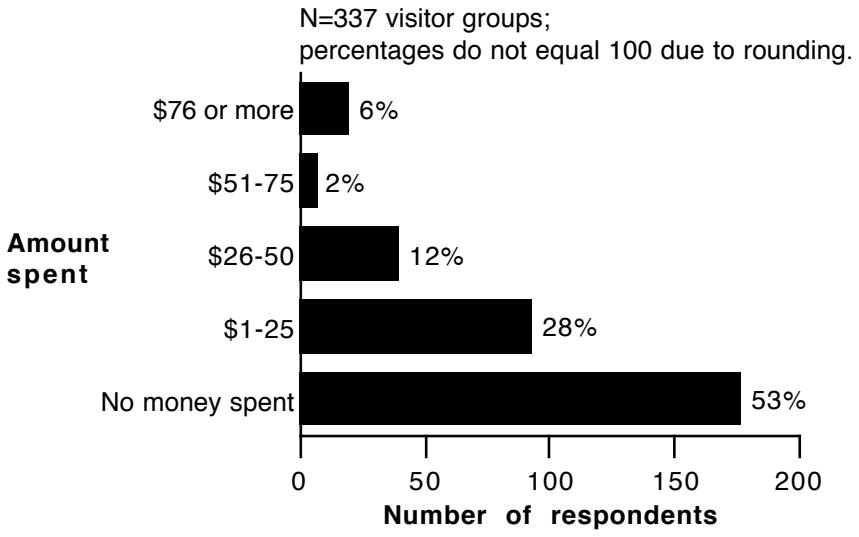


Figure 147: Expenditures for groceries and take-out food in the park

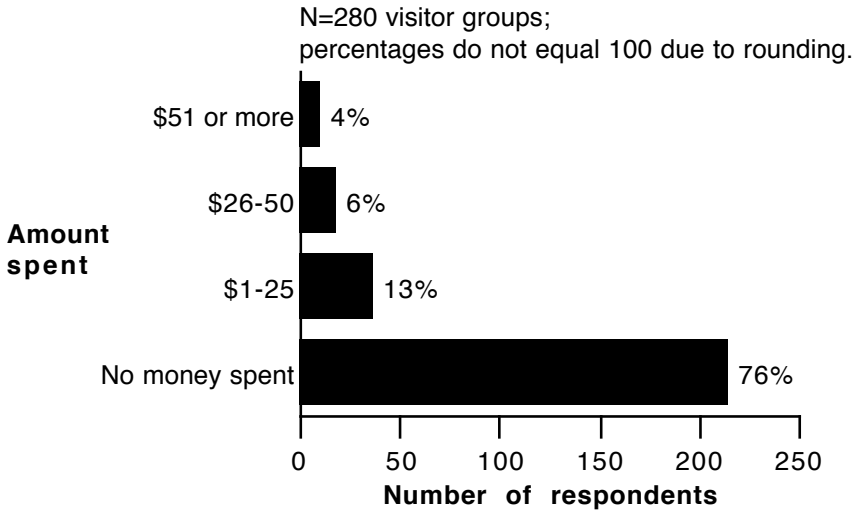


Figure 148: Expenditures for gas and oil in the park

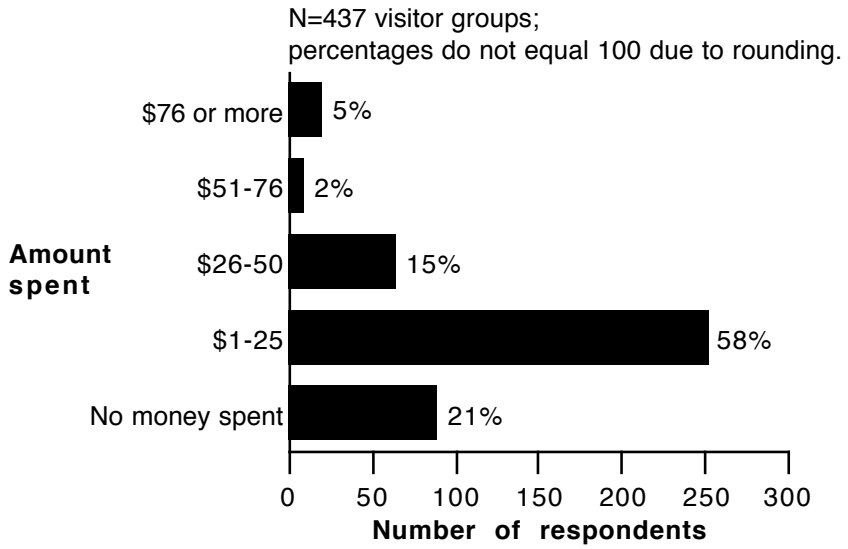


Figure 149: Expenditures for admissions, recreation, entertainment fees in the park

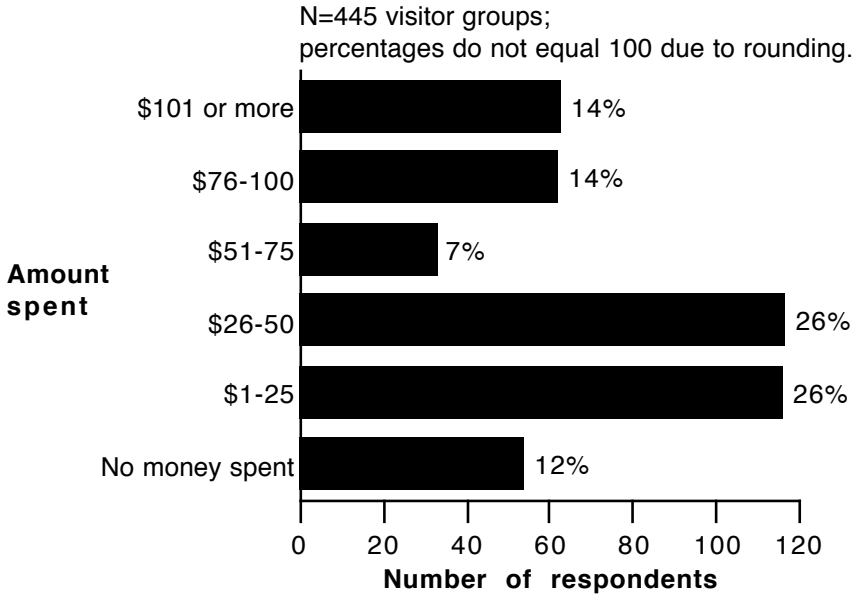


Figure 150: Expenditures for all other purchases in the park

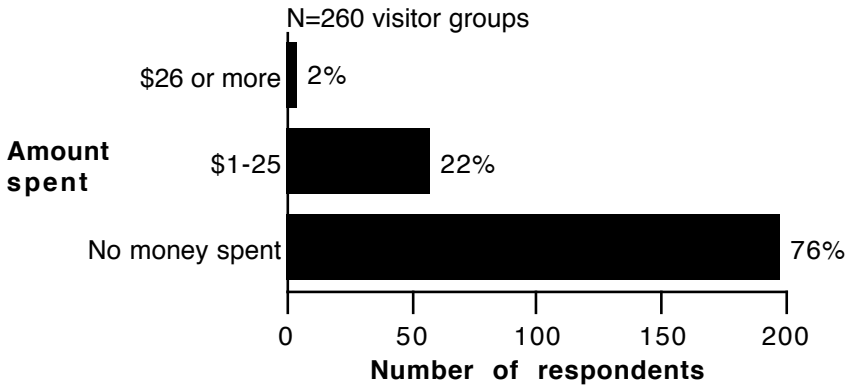


Figure 151: Expenditures for donations in the park

Opinions about future shuttle system

Visitor groups were asked, “On a future trip, if the number of vehicles in Grand Canyon NP needs to be limited at some times of the year, would you and your group be willing to park your vehicle and use a transportation system to visit major park attractions?" Sixty-nine percent of visitor groups said they would be willing to ride a transportation system to visit major park attractions (see Figure 152). Fifteen percent of visitor groups said they would be unlikely to ride a transportation system and 16% were "not sure."

Visitor groups were also asked if they would be willing to pay up to $15/person including the park entrance fee to use a transportation system. The largest proportion of visitor groups (48%) said they would be unlikely to pay the fee to ride the transportation system (see Figure 153). Thirty-one percent of visitor groups would be willing to pay $15/person to ride the transportation system and 21% were "not sure."

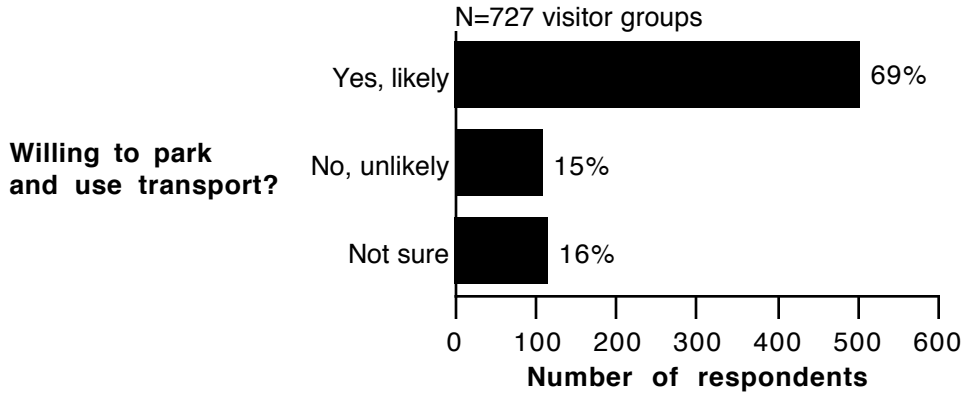


Figure 152: Willingness to park visitor vehicles and use a transportation system to visit major park attractions

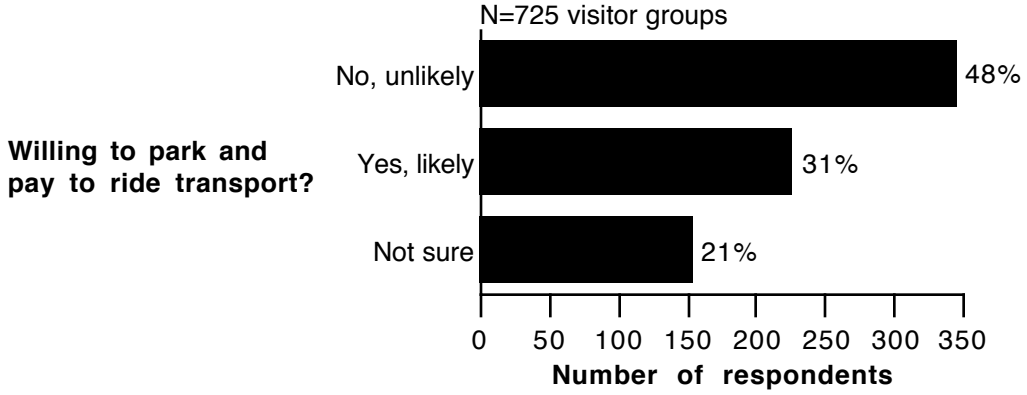


Figure 153: Willingness to park visitor vehicles and pay up to $15/person including the park entrance fee to use a transportation system to visit major park attractions

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at Grand Canyon NP during this visit. Most visitor groups (92%) felt that the overall quality was “very good” or “good” (see Figure 154). Less than one percent of visitor groups rated the overall quality as “very poor."

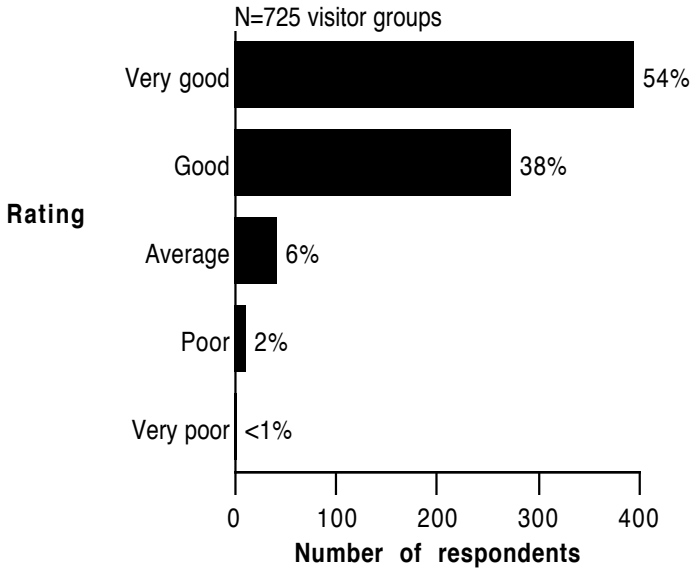


Figure 154: Overall quality of visitor services

What visitor groups liked most

Visitor groups were also asked, "What did you enjoy most about your visit to Grand Canyon NP?" Ninety-three percent of visitor groups (686 groups) responded to this question, which are included in the separate appendix of this report. Their comments about Grand Canyon NP are summarized below (see Table 9).

Table 9: What visitor groups liked most
N=1,062 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly, helpful personnel, rangers	17
Bus driver	5
Other comments	2
INTERPRETIVE SERVICES	
History	8
Ranger talk	6
Availability of information	3
Learning geology	3
Ranger-led hikes	2
Trailside exhibits	2
Other comments	6
MAINTENANCE & FACILITIES	
Shuttle buses	24
Accessibility to views	23
Trails	19
Clean	12
Well maintained	6
Campground	3
Well marked routes/signs	3
Good facilities	2
Handicapped access	2
Historical architecture/buildings	2
Well laid-out park	2
Other comments	3

Table 9: What visitor groups liked most (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Condors	11
Nature	9
Wildlife	7
Park is preserved	5
Tusayan ruins	3
Not overly commercialized	2
Grandview Point	2
Lipan Point	2
Colorado River	2
Other comments	5
POLICIES/MANAGEMENT	
Comments	2
CONCESSIONS	
El Tovar Lodge	4
El Tovar restaurant	3
In-park lodging	3
Lodge	3
Excellent dining service	2
Excellent food	2
Mule ride	2
Other comments	6
GENERAL	
Views	252
Beauty/scenery	181
The canyon/seeing the canyon	93
Walking/hiking	45
Hiking Rim Trail	30
Awesome/amazing	25
Everything	17
Helicopter flight	16
Weather	15
Time with family	11
Sunset	10
The experience	10
Photography	9
The size and depth	9
Impact on children	7
Hiking below rim	7
Bus tour	7
Landscape	6
Serenity/peacefulness	6
Freedom to visit at own pace	5
Solitude	5
Sunrise	5

Table 9: What visitor groups liked most (continued)

Comment	Number of times mentioned
GENERAL (continued)	
Camping	4
Different people encountered	4
Seeing it for first time	4
Walking to bottom of canyon	4
Watchtower	4
Colors	3
Planning next trip	3
Rafting	3
Shopping	3
Enjoyed visit	2
Fun/recreation	2
Impact on parents	2
Less crowded areas	2
North Rim	2
Silence	2
Stars	2
Wonder of the world	2
Other comments	13

What visitor groups liked least

Visitor groups were also asked, "What did you enjoy least about your visit to Grand Canyon NP?" Seventy-eight percent of visitor groups (573 groups) responded to this question, which are included in the separate appendix of this report. Their comments about Grand Canyon NP are summarized below (see Table 10).

Table 10: What visitor groups liked least
N=659 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Ranger rude	2
Comments	6
INTERPRETIVE SERVICES	
Lack of information provided	7
Maps	4
Lack of information prior to visit	4
Object to evolution theory	2
Other comments	8
MAINTENANCE/FACILITIES	
Parking	81
Poor road directional signs	20
Road construction	20
Lack of railings on canyon edge	11
Shuttle buses too infrequent	8
Hassles of riding shuttle buses	8
Lack of restrooms	8
Restrooms needed maintained/serviced	7
Restrooms	5
Lack of picnic sites	4
Lack of camping available	4
Long walk from parking to visitor center	4
Trash on trails	4
Entrance station line	4
Campground layout	3
Disabled have limited access to viewpoints	3
Shuttle route confusing	3
Trails need more directional signs	3
Lack of water fountains	2
Lack of picnic sites with fire pits	2
Shuttle bus too crowded	2
Other comments	27

Table 10: What visitor groups liked least (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Crowds	71
Traffic/too many vehicles	19
Smokey/hazy views	6
Lack of wildlife	2
Other comments	2
POLICIES/MANAGEMENT	
Canyon commercialization	4
Lack of dog-friendly trails	3
Speed limits	3
Entrance fee expensive	2
No vehicle access to West Rim	2
Other comments	5
CONCESSIONS	
Expensive	13
Not enough restaurants	13
Hotel	8
Having to book a year in advance	6
Cost of lodging in park	6
Restaurants	5
Food	5
Lack of available lodging in park	5
Unable to take mule ride	5
Souvenirs expensive	4
Lack of amenities in lodge rooms (coffee pot, etc.)	3
Lack of cold water for sale	2
Mule droppings on trail	2
Other comments	10
GENERAL	
Lack of time/could not stay longer	36
Nothing	35
Difficulty finding way	28
Heat	25
Long drive to get to park	12
Rude visitors	9
Leaving	6
Dust/winds	4
Unable to hike	4
Cold	3
Noisy people	3
Tusayan	3
Tusayan expensive	2
Too many buses	2
Unattended children near canyon edge	2
Walking back up out of canyon	2
Too remote/far from civilization	2
People who do not respect park	2
Helicopter rides expensive	2
Other comments	13

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Grand Canyon National Park, what would you propose?" Sixty-two percent of visitor groups (455 groups) responded to this question. A summary of their responses is listed below in Table 11 and complete copies of visitor responses are contained in the appendix.

Table 11: Planning for the future
N=757 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need to be warmer/friendlier	2
Other comments	3
INTERPRETIVE SERVICES	
Need clear, detailed information about what to see and do	10
Need more ranger programs	10
Need guided tours	9
Need interpretive signs (canyon history) at viewpoints	8
Need better maps	7
Need roving rangers	5
Provide more information at entrances	4
Advertise services	3
Educate about specific topics	3
Need more information centers	3
Encourage visitors to plan ahead	2
Improve/update website	2
Need information on hiking	2
Other comments	5
FACILITIES/MAINTENANCE	
More parking	45
More restrooms	16
Better directional signs	13
Cable car to bottom of canyon	11
More drinking fountains	9
Add trails	9
Provide a way to get people below rim instead of hiking	7
Improve access to viewpoints	6
Improve roads	6
More trash cans	5
More campgrounds	5
Open more viewpoints	5
Upgrade restrooms	5
Clearer signs on trails	4
Improve campground management	4
Repair railings	3
Add benches along Rim Walk	3

Table 11: Planning for the future (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Add distance markers to trails	3
Continued great upkeep of park	3
Add railings around all viewing areas	3
Add more bike paths	3
Add more picnic tables	3
Expand visitor center parking	3
Improve parking	3
Upgrade facilities	3
Make visitor center more accessible	2
More disabled parking	2
More recycling bins	2
Finish east entrance construction	2
Keep clean	2
Provide water on trails	2
Improve trails	2
Other comments	22
TRANSPORT SYSTEMS	
Consider limiting traffic in park	27
Park outside with shuttle to tour park	24
Continue current free shuttle system	23
More frequent shuttle system (currently overcrowded)	23
Cable car to bottom of canyon	11
Only overnight guests should drive vehicles in park	7
Add light rail	6
Improve shuttle convenience	5
Use alternate fuels for shuttle	5
Imitate other parks effective shuttle systems (e.g. Zion)	5
Proposed transport fee too expensive	5
Allow no cars	5
Keep car access	5
Eliminate cars—only transport system to all of park	4
Add more viewpoints to transport system	3
Simplify transport system	3
Keep shuttle affordable	3
Limit cars, use first come, first served	3
Need reliable/effective transport system	3
Shuttle information signs need improvement	3
Add shuttle from Flagstaff	3
Include transport in entrance fee	3
Expand bus system	2
Improve comfort of shuttle	2
Across canyon tram	2
Long wait for shuttle pickup	2
Charge for parking inside park	2
Other comments	18

Table 11: Planning for the future (continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Keep entrance fees low/affordable	13
Spread out visitor use	6
Allow reservations for entering park	5
Ban smoking	4
Raise admission fee	4
Allow no aircraft	3
Offer different entry fees for different lengths of stay	3
Do not allow pets	2
Open canyon to aircraft	2
Park vehicles away from rim	2
Require cleanup after pets	2
Stop people from littering/throwing coins	2
Keep low transport cost	2
Obtain more funding	2
Charge lower entrance fee for shuttle riders	2
Charge higher entrance fee for upgrading facilities	2
Other comments	28
CONCESSIONS	
More restaurants/refreshment areas	19
Better food	10
Add lodging in park	7
Add vending machines	4
Keep food prices realistic	4
Update lodges	3
Increase number of mule rides	2
Quality/prices good at market	2
Park lodging too expensive	2
Rent telescope/binoculars	2
Other comments	25
RESOURCE MANAGEMENT	
Keep park as it is	25
Preserve for the future	18
Limit number of people	11
Keep it natural	9
Limit number of buildings/development	7
Preserve flora/fauna	5
Too commercial	3
No more development	2
Limit pollution of all kinds	2
Other comments	4
GENERAL	
Comments	6

Additional comments

Forty-seven percent of visitor groups (346 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Grand Canyon NP are summarized below (see Table 12). Some comments offer specific suggestions on how to improve the park; others describe what visitor groups enjoyed or did not enjoy about their visit.

Table 12: Additional comments

N=587 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly, helpful/knowledgeable staff/rangers	26
Shuttle drivers angry/not helpful/unfriendly	6
Staff unfriendly/not helpful	5
Shuttle drivers knowledgeable	4
INTERPRETIVE SERVICES	
Needed visitor information	12
Educational	6
Enjoyed NPS tour/ranger talk/program	5
Advertise/promote the park	3
Enjoyed astronomy group	3
Visitor center needs improvement	3
Liked visitor centers	2
Improve website	2
Map needs improved	2
Other comments	12
FACILITIES/MAINTENANCE	
Clean	9
Improve road signs	7
Add restrooms	4
Well maintained facilities	3
Enjoyed free shuttle	2
Need more water fountains at viewpoints	2
Shuttle available/convenient	2
Expand shuttle service	2
Improve roads	2
Parking too far from viewpoints	2
Trailhead signs confusing	2
Other comments	29
MANAGEMENT/POLICIES	
Well managed/good job	17
Expensive	5
Entrance fee expensive	2
Limit commercialism	2
Don't raise prices—double taxation	2
Appreciate pass	2
Other comments	15

Table 12: Additional comments (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Preserve it	13
Crowded/manage crowds	5
Enjoyed seeing animals	3
Not crowded	2
Other comments	7
CONCESSIONS	
Need more food/healthier options	4
Restaurant very good	3
Services expensive	3
Food expensive	3
Motel room clean	2
Disappointed in concession facilities	2
Other comments	13
GENERAL	
Enjoyed visit	96
Hope to visit again	35
Incredible/wonderful	28
Beautiful	25
Visit too short	16
Thank you	12
Amazing/awesome	11
Enjoyed views	9
Repeat visit	8
Will recommend to others	5
First time visit	5
One of best places I've ever been	4
First time for children/grandchildren	3
Little to do	2
Life goal to visit	2
Enjoyed hiking	2
Dislike long wait to participate in recreation	2
A treasure	2
Grand Canyon not as accepting of visitors as Yellowstone	2
Will never forget trip	2
Hope to hike down	2
Other comments	52

Grand Canyon National Park—South Rim Visitor Study
Additional Analysis
VSP Report 144

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data.

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Sources of information prior to this visit
- Sources of information prior to future visits
- Receive needed information?
- Awareness of 3 government agencies managing land around GRCA?
- When was decision to visit made?
- Primary reason for visiting
- How Grand Canyon NP fit into travel plans?
- Forms of transportation used
- Entrance used
- Number of park entries
- Activities on this visit
- Three most important activities
- Ride free shuttle bus?
- Length of stay in park
- Length of stay in area
- Stay overnight away from home?

* Number of nights in park

- Number of nights in Tusayan
- Number of nights outside park--Flagstaff, etc.
- Type of accommodations in park
- Level of understanding improvement about topic
- Places visited
- Order of places visited
- Hike or backpack on this visit?
- Trails used
- Information services/facilities used
- Importance of information services/facilities
- Quality of information services/ facilities
- Visitor services/facilities used
- Importance of visitor services/facilities
- Quality of visitor services/ facilities
- Concession services/facilities used
- Importance of concession services/facilities
- Quality of concession services/ facilities
- Group type

* Guided tour group?

- Educational group?
- Group size
- Number of vehicles
- Age
- Total expenditures out of park
- Number of adults covered by expenses
- Number of children covered by expenses
- Lodging expenditures out of park
- Camping expenditures out of park
- Guide fee expenditures out of park
- Restaurant/bar expenditures out of park
- Groceries/take out food expenditures out of park
- Gas/oil expenditures out of park
- Other transport expenditures out of park
- Admissions/recreation expenditures out of park
- All other expenditures out of park
- Donation expenditures out of park
- Lodging expenditures in park
- Camping expenditures in park
- Guide fees expenditures in park
- Restaurant/bar expenditures in park
- Groceries/take out food expenditures in park
- Gas/oil expenditures in park
- Admissions/recreation expenditures in park

- Type of accommodations in Tusayan
- Type of accommodations outside park—Flagstaff, etc.
- Easily able to find way around park
- Sources used to find way
- Learn interpretive topics during visit?
- Interpretive topics learned
- Zip code
- Country of residence
- Primary language
- Disabilities/impairments?
- Encounter access problems?
- Total expenditures in & out of park
- All other expenditures in park
- Donation expenditures in park
- Willingness to ride transportation on future visit
- Willingness to pay to ride transportation on future visit
- Overall quality of services

Phone/send requests to:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, Idaho 83844-1139

Phone: 208-885-7863
FAX: 208-885-4261
Email: littlej@uidaho.edu

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI CPSU. All studies were conducted in summer unless otherwise noted.

1982
1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983
2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985
5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986
7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987
10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988
17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990
28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991
38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan National Recreation Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992
45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park (AK)
53. Arlington House-The Robert E. Lee Memorial

1993
54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)

1994
64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995
74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996
84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)

1997
92. Great Smoky Mountains National Park (summer & fall)
93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood Home National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998
101. Jean Lafitte National Historical Park & Preserve (spring)
102. Chattahoochee River National Recreation Area (spring)

1998 (continued)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park (AK)
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999
109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site (Puerto Rico)
111. Saint Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park & Preserve
116. Lassen Volcanic National Park
117. Cumberland Gap National Historic Park (fall)

2000
118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

2001
125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

2002
131. Everglades National Park (spring)
132. Dry Tortugas National Park
133. Pinnacles National Monument
134. Great Sand Dunes National Monument and Preserve
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras National Seashore, Wright Brothers National Monument)
137. Sequoia & Kings Canyon National Park

Visitor Services Project Publications (continued)

2002 (continued)
138. Catoctin Mountain Park
139. Hopewell Furnace National Historic Site
140. Stones River National Battlefield

2003
141. Gateway National Recreation Area (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park—North Rim
144. Grand Canyon National Park—South Rim

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or go to website: http://www.psu.uidaho.edu

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