



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

Visitor Services Project

GRAND CANYON



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

Grand Canyon National Park North Rim

Visitor Study

Summer 2003

Report 143



University of Idaho
Park Studies Unit



**National Park Service
U.S. Department of the Interior**

Visitor Services Project

Grand Canyon National Park North Rim

Visitor Study Summer 2003

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Visitor Services Project Report 143

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

- This report describes the results of a visitor study at Grand Canyon National Park (NP)—North Rim during June 22-28, 2003. A total of 600 questionnaires were distributed to visitors. Visitors returned 508 questionnaires for an 84.7% response rate.
- This report profiles Grand Canyon NP—North Rim visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-three percent of visitor groups were groups of two; another 34% were in groups of three or four people. Most visitor groups (75%) were family groups. Forty-six percent of visitors were aged 36-65 years and 23% were aged 15 or younger.
- Seven percent of all visitors were international, from Canada (20%), Germany (20%), Holland (11%) and 15 other countries. United States visitors were from California (15%), Arizona (8%), Utah (6%), 44 other states, Washington, D.C., and Puerto Rico.
- Most North Rim visitors (81%) 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 maps/ brochures (57%), travel guides/tour books (54%) and word of mouth/friends/relatives (53%). Prior to a future visit, 76% of visitor groups said they would use the National Park Service website as their source of information, while 54% would use maps/brochures.
- For 66% 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/viewing canyon (99%), walking along rim (84%), and taking a scenic drive/driving tour (64%). The most important activity visitor groups identified was sightseeing/viewing canyon (85%). Fifty-five percent of visitor groups did not hike or backpack on this visit. The most used trail by those who hiked or backpacked was the North Kaibab Trail (43%), followed by the Transept Trail (33%).
- The most visited place was the North Rim Visitor Center (76%), followed by Grand Canyon Lodge (63%). The largest proportion of visitor groups went first to the North Rim Visitor Center (27%). Most visitor groups (73%) used a private vehicle to arrive at the park, while 27% 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 93%, N=479	Restrooms, 94%, N=487 Roads, 94%, N=487	Gift shops, 80%, N=430
Most important	Park brochure map 84%, N=436	Trails, 95%, N=307	Lodging, 96%, N=98
Best quality	Assistance from visitor center staff, 91%, N=170 Assistance from book-store staff, 91%, N=76	Roads, 90%, N=441 Trails, 90%, N=303	Camper store, 86%, N=88

- Most visitor groups (95%) rated the overall quality of visitor services at Grand Canyon NP—North Rim as "very good" or "good." One percent 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 website: < http://www.psu.uidaho.edu >

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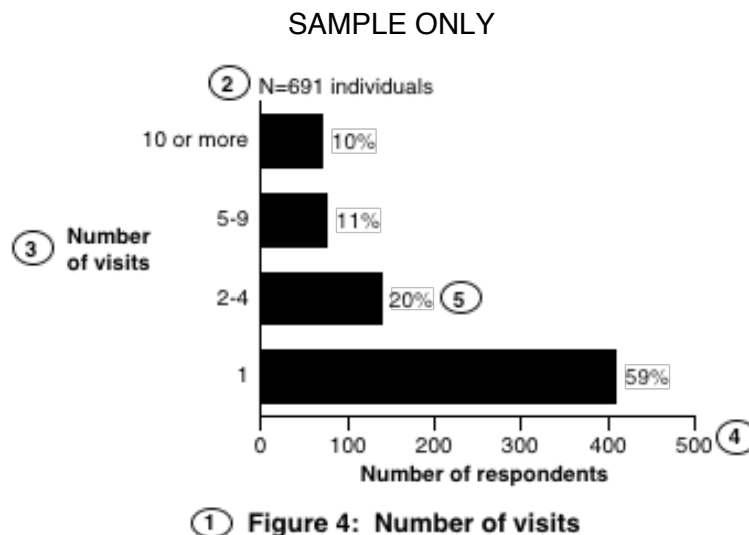
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INTRODUCTION

This report describes the results of a study of visitors at Grand Canyon National Park—North Rim, also referred to as "Grand Canyon NP—North 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 South 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 visitors' unedited comments.

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



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

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—North 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—North Rim.

Interviews were conducted with, and 600 questionnaires were distributed to a sample of visitor groups who arrived at Grand Canyon NP—North Rim during the period from June 22-28, 2003. Visitor groups were sampled in their vehicles near the North Rim entrance.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors 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 visitors who still had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was 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 500 visitor groups, Figure 5 presents data for 1,599 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 visitors returned 508 questionnaires, Figure 1 shows data for only 500 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 visitors 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.

Special conditions

Weather conditions during the visitor study were fairly typical of June in Grand Canyon NP, with warm to hot, sunny days. A wildfire was burning in the park, but did not impact most visitor activities.

RESULTS

Visitors contacted

At Grand Canyon NP—North Rim, 627 visitor groups were contacted, 600 of these groups (96%) accepted questionnaires. Questionnaires were completed and returned by 508 visitor groups, resulting in an 84.7% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	599	46.6	500	47.8
Group size	594	3.3	500	3.6

Demographics

Figure 1 shows the distribution of visitor group sizes, which ranged from one person to 32 people. Forty-three percent of visitor groups consisted of two people, while another 34% consisted of three or four people. Seven percent of groups had seven or more people.

Most visitor groups (75%) were made up of family members and 11% were with friends (see Figure 2). "Other" group types included spouse, bus tour, scouts, school group, astronomical society and business associates. One percent of visitor groups were with guided tour groups (see Figure 3). Less than one percent of visitor groups were with a school/educational group (see Figure 4).

Forty-six percent of the visitors were ages 36-60 years and 23% were 15 years or younger (see Figure 5).

Nine percent of visitor groups had a member with disabilities/impairments that limited their ability to visit Grand Canyon NP—North Rim (see Figure 6). The most common disabilities/impairments included mobility (85%) and hearing (15%), as shown in Figure 7. "Other" disabilities included respiratory difficulty, allergies and stroller. Twenty-three percent of disabled visitors encountered access problems

during their park visit (see Figure 8). The problems included inability to walk up steep or uneven ground, asthma attack due to lack of air conditioning, and lack of handicapped parking.

Six percent of the visitor groups did not speak English as their primary language (see Figure 9). The primary languages these groups spoke are shown in Table 2. The services visitors would like to have provided in other languages included maps, brochures, park newspaper, guided tours, exhibits and campground information.

Visitor groups were asked how many times each member in the group had visited Grand Canyon NP in the past 5 years. Eighty-one percent of visitors reported that this was their first visit to Grand Canyon NP in the past 5 years (see Figure 10). Sixty-seven percent of visitors were visiting for the first time in their lifetime (see Figure 11).

Seven percent of all visitors were international, with the largest proportions from Canada (20%) and Germany (20%), as shown in Table 3. Smaller proportions of international visitors came from another 16 countries. The largest proportions of United States visitors were from California (15%), Arizona (8%), Utah (6%) and Texas (5%). Smaller proportions of U.S. visitors came from another 43 states, plus Washington, D.C. and Puerto Rico (see Map 1 and Table 4).

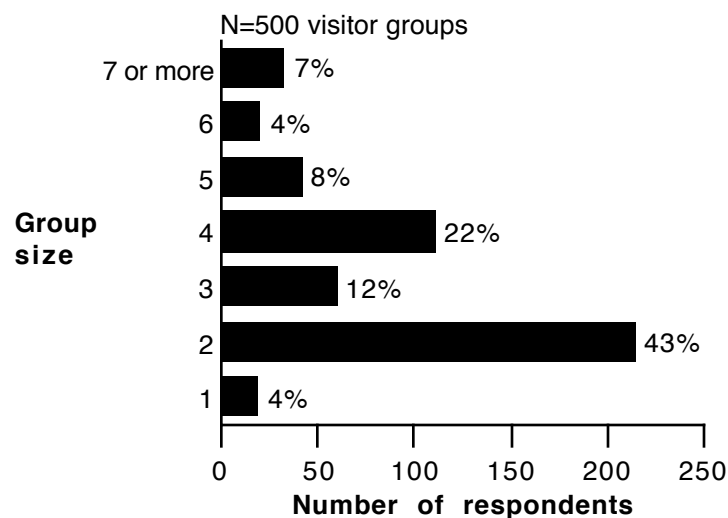
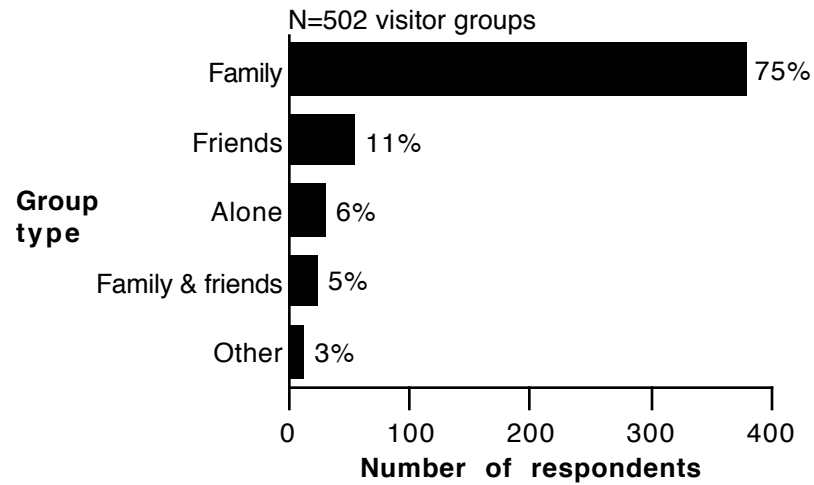
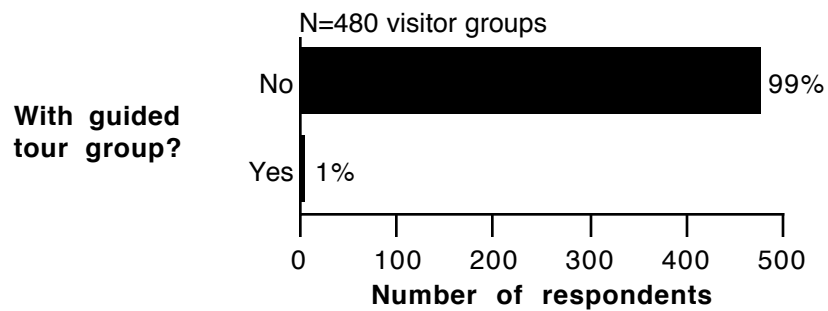
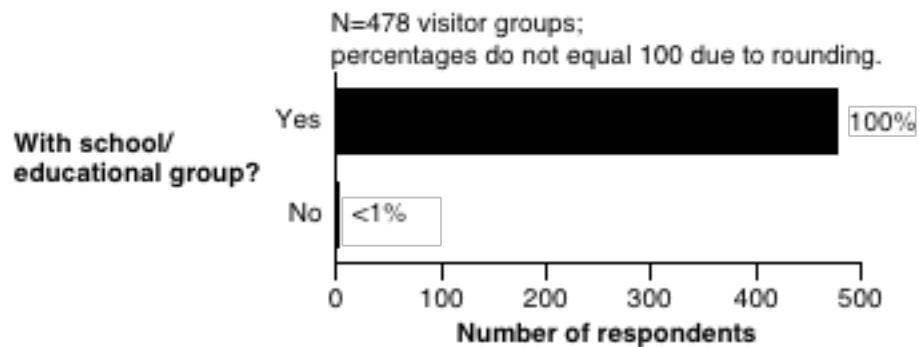
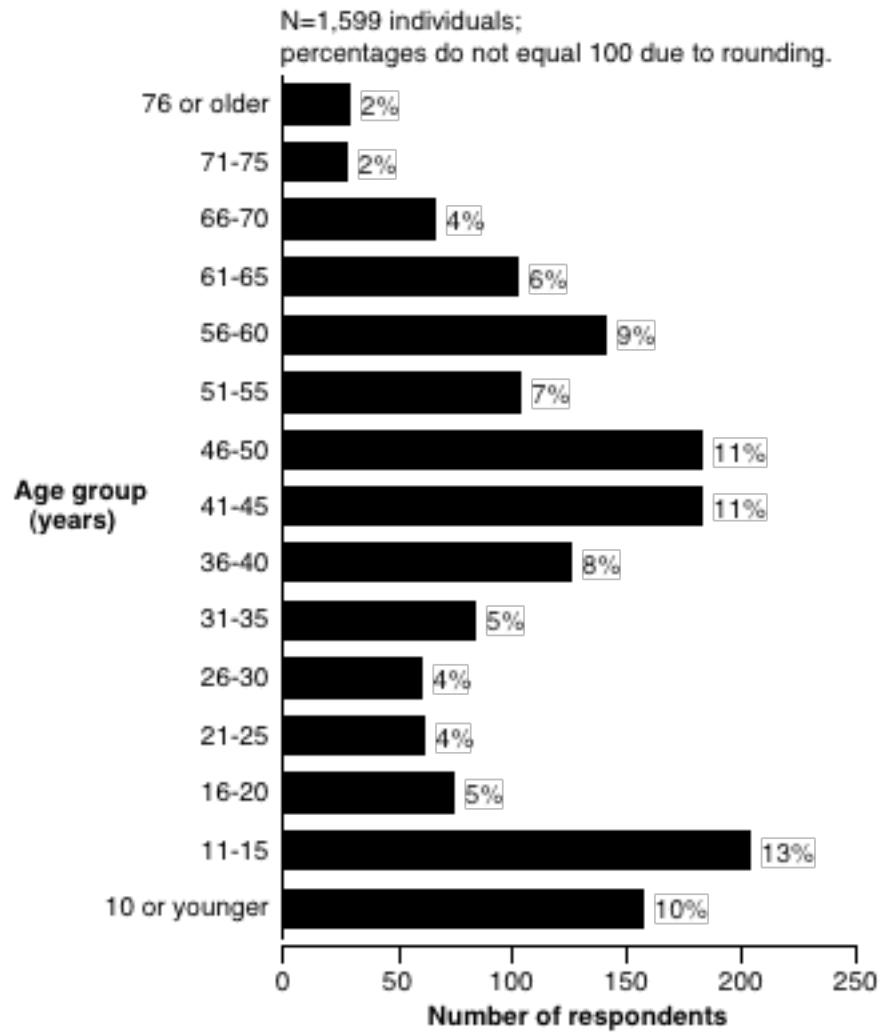
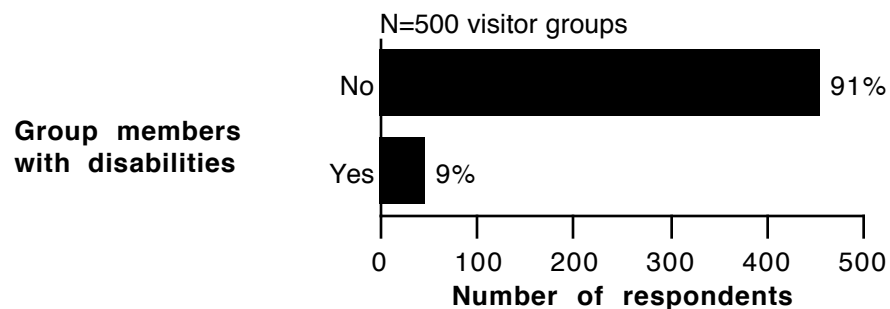


Figure 1: Visitor group sizes

**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—North Rim**

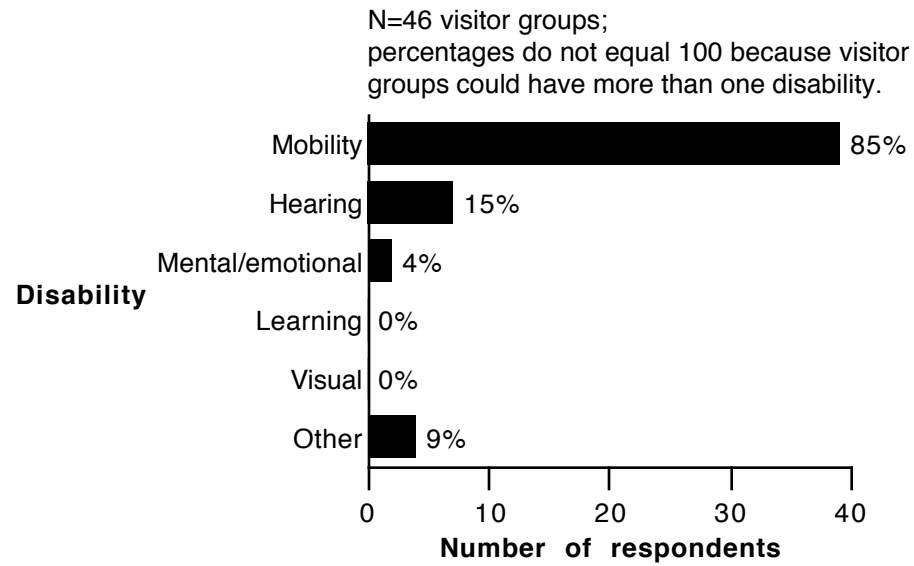


Figure 7: Types of visitor disabilities

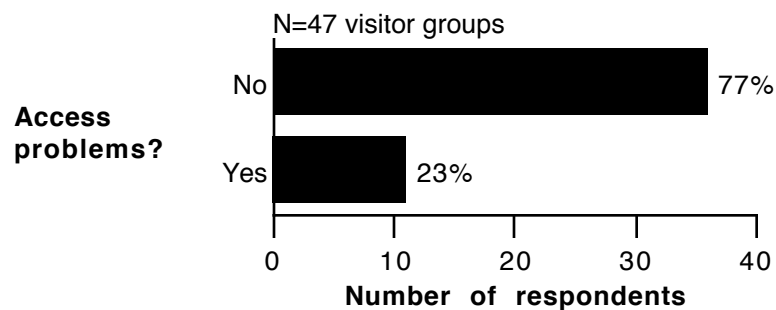


Figure 8: Encounter disability access problems at park?

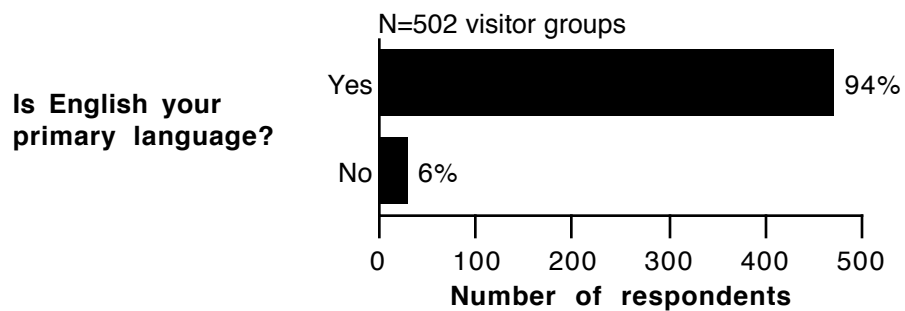


Figure 9: Visitor groups with English as primary language

Table 2: Primary languages other than English

N=12 languages

Language	Number of times mentioned
German	9
Dutch	3
Japanese	3
Spanish	3
Chinese	2
Czech	2
French	2
Korean	2
Swedish	2
Danish	1
Polish	1
Italian	1

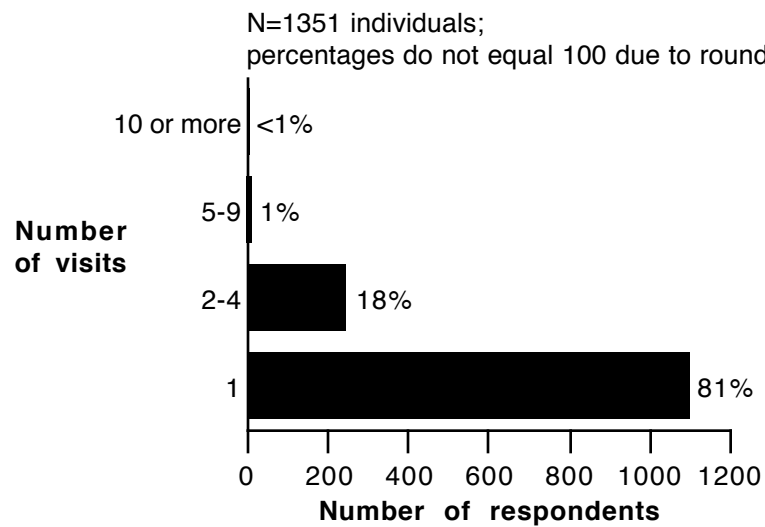


**Figure 10: Number of visits in past 5 years
(including this visit)**

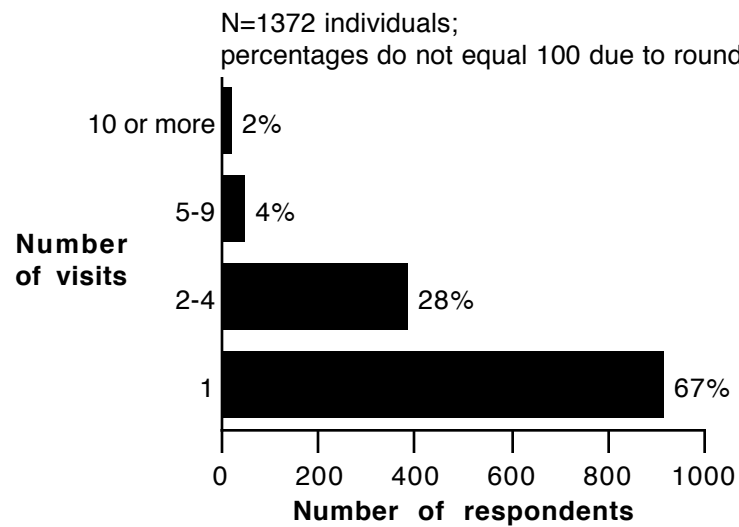
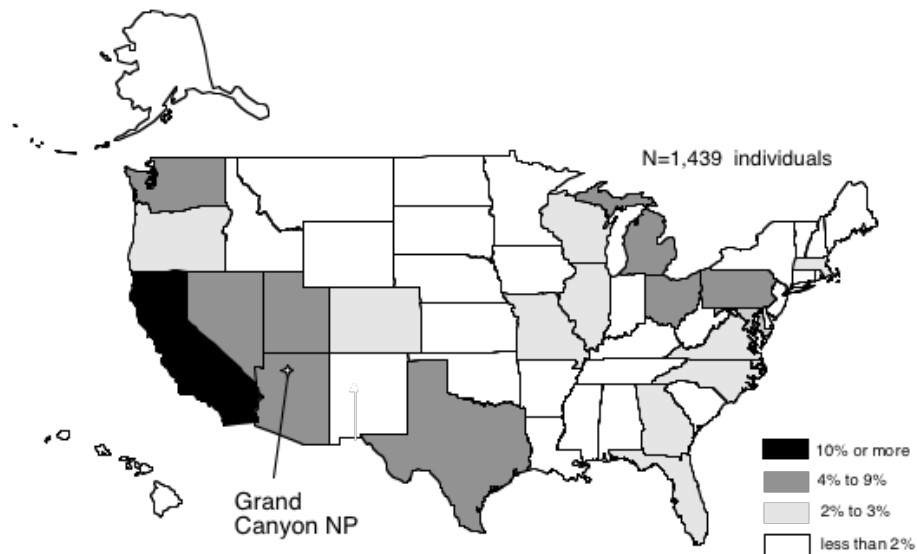


**Figure 11: Number of visits in lifetime
(including this visit)**

Table 3: International visitors by country of residence

percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors N=105 individuals	Percent of total visitors N=1,544 individuals
Canada	21	20	1
Germany	21	20	1
Holland	12	11	1
Australia	8	8	1
France	7	7	<1
Sweden	6	6	<1
England	5	5	<1
Czechoslovakia	4	4	<1
Italy	3	3	<1
Japan	3	3	<1
Spain	3	3	<1
Trinidad/Tobago	3	3	<1
Denmark	2	2	<1
India	2	2	<1
Mexico	2	2	<1
Honduras	1	1	<1
New Zealand	1	1	<1
Switzerland	1	1	<1



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

Table 4: United States visitors by state of residence

percentages may not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors	Percent of total visitors
		N=1,439 individuals	N=1,544 individuals
California	216	15	14
Arizona	115	8	7
Utah	83	6	5
Texas	77	5	5
Ohio	57	4	4
Washington	57	4	4
Michigan	55	4	4
Maryland	54	4	3
Nevada	50	3	3
Pennsylvania	50	3	3
Florida	47	3	3
North Carolina	40	3	3
Colorado	34	2	2
Wisconsin	34	2	2
Oregon	33	2	2
Missouri	30	2	2
Massachusetts	28	2	2
Illinois	24	2	2
Virginia	22	2	1
Georgia	21	2	1
Minnesota	20	1	1
New York	20	1	1
Alabama	19	1	1
New Hampshire	18	1	1
New Mexico	18	1	1
22 other states + Puerto Rico + Washington, D.C.	217	15	14

Length of visit in area and in park

Area: Visitor groups were asked how long they spent visiting Grand Canyon NP—North Rim and the surrounding area (Jacob Lake, Fredonia, Kanab) on this visit. Over one-half of visitor groups (56%) responded that they spent six or more hours in the Grand Canyon NP—North Rim area, as shown in Figure 12. Another 30% spent two to four hours. NOTE: Some visitor groups may have misunderstood the question about their length of stay in the area because the question was not clearly written. The small number of hours that respondents listed in Figure 12 shows that some respondents did not include driving time as time spent in the area.

Visitor groups who spent 24 hours or more in the area most often spent one to two days (67%), as shown in Figure 13.

Park: In Grand Canyon NP—North Rim, visitor groups who spent less than 24 hours most often spent seven hours or more (26%) or three to four hours (35%), as shown in Figure 14. Of those who visited for 24 hours or more, 72% of respondents spent two or three days (see Figure 15).

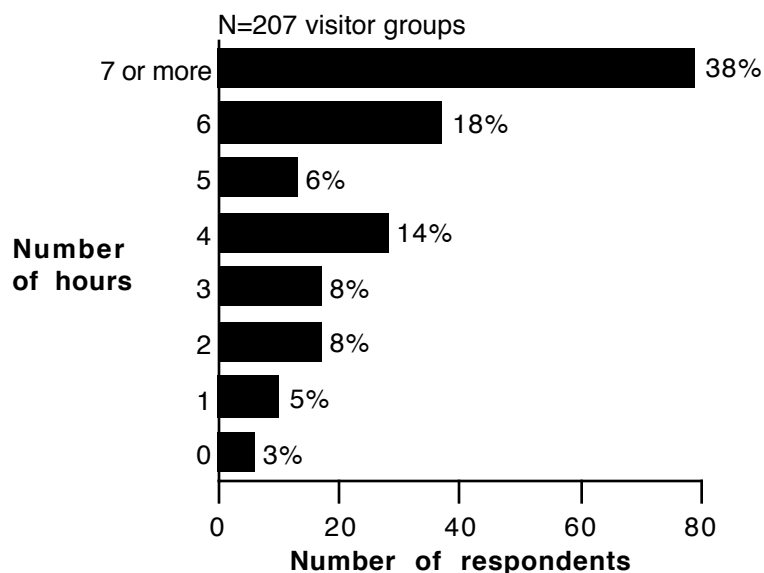


Figure 12: Hours spent in Grand Canyon NP—North Rim area (Jacob Lake, Fredonia, Kanab) by visitor groups who stayed less than 24 hours on this visit (see note above)

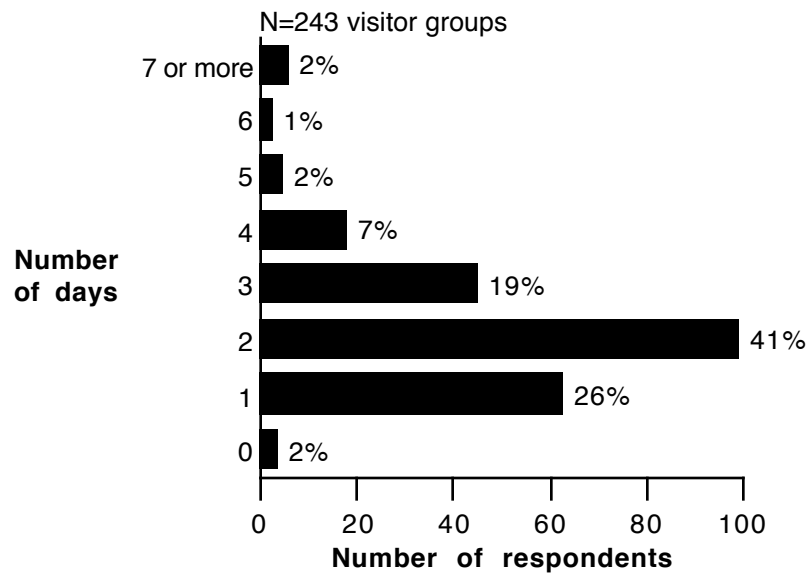


Figure 13: Days spent in Grand Canyon NP—North Rim area (Jacob Lake, Fredonia, Kanab) by visitor groups who stayed 24 hours or more on this visit

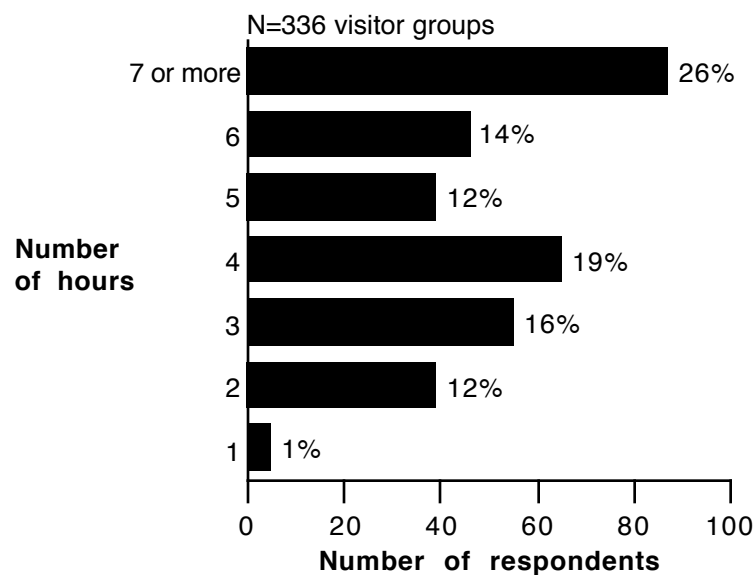


Figure 14: Hours spent in Grand Canyon NP—North Rim by visitor groups who stayed less than 24 hours on this visit

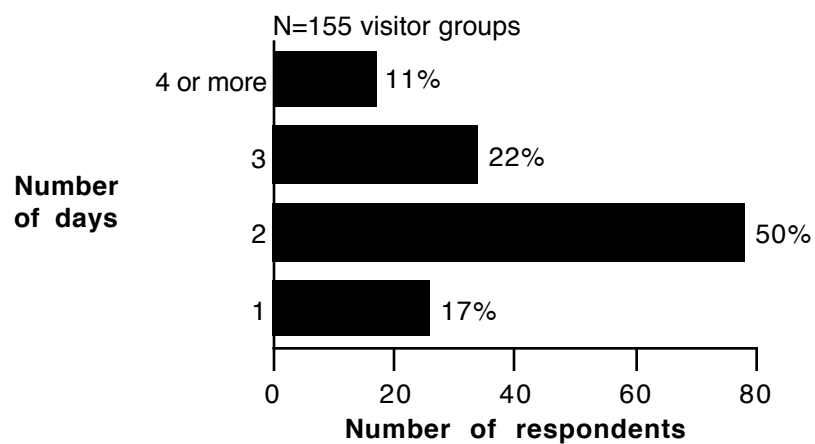


Figure 15: Days spent in Grand Canyon NP—North Rim on this visit by visitor groups who stayed 24 hours or more

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. Nine percent of visitor groups received no information prior to their visit. Of the groups who received information, the most common sources were maps/brochures (57%), travel guides/tour books (54%), word of mouth/friends/relatives (53%), National Park Service web site (45%), and previous visits (45%), as shown in Figure 16. The least used source of information was the chamber of commerce/visitor bureau (4%). "Other" sources of information used by visitor groups were American Automobile Association (AAA) tour book and school.

Most visitor groups (83%) received the information they needed to plan their visit, however 9% did not and 8% were "not sure" (see Figure 17). The additional information that visitor groups needed prior to their visit is shown in Table 5.

Prior to future visits, the sources of information that visitor groups most preferred to use included National Park Service website (76%), maps/brochures (54%), travel guides/tour books (51%) and previous visits (46%), as shown in Figure 18. "Other" sources of information included AAA, hiking guide, web sites and books.

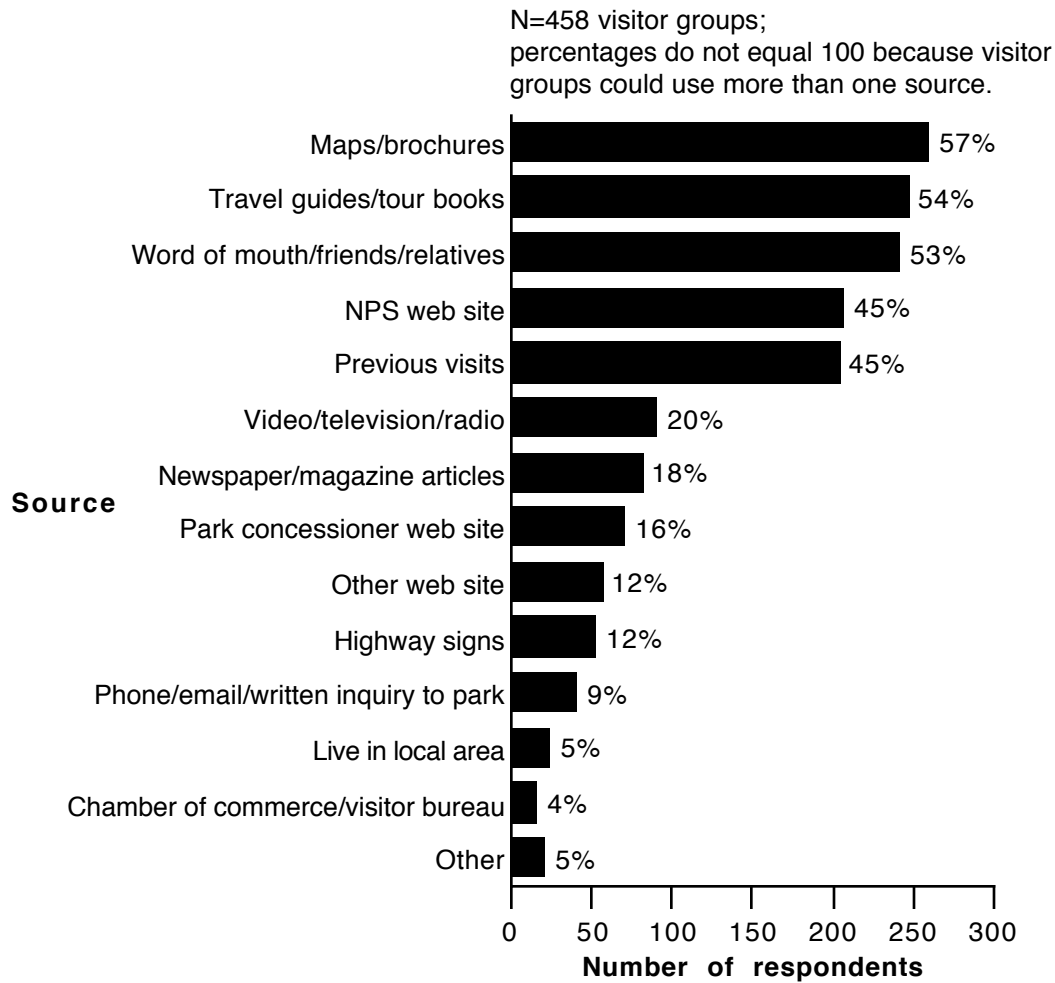


Figure 16: Sources of information used by visitor groups prior to this visit

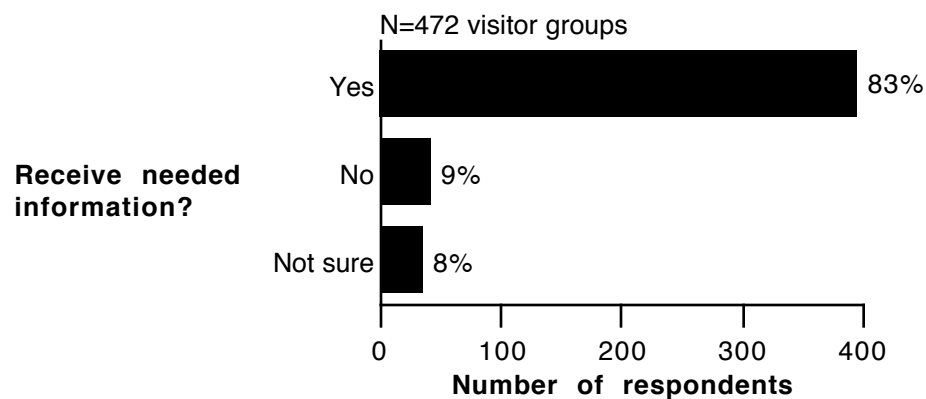
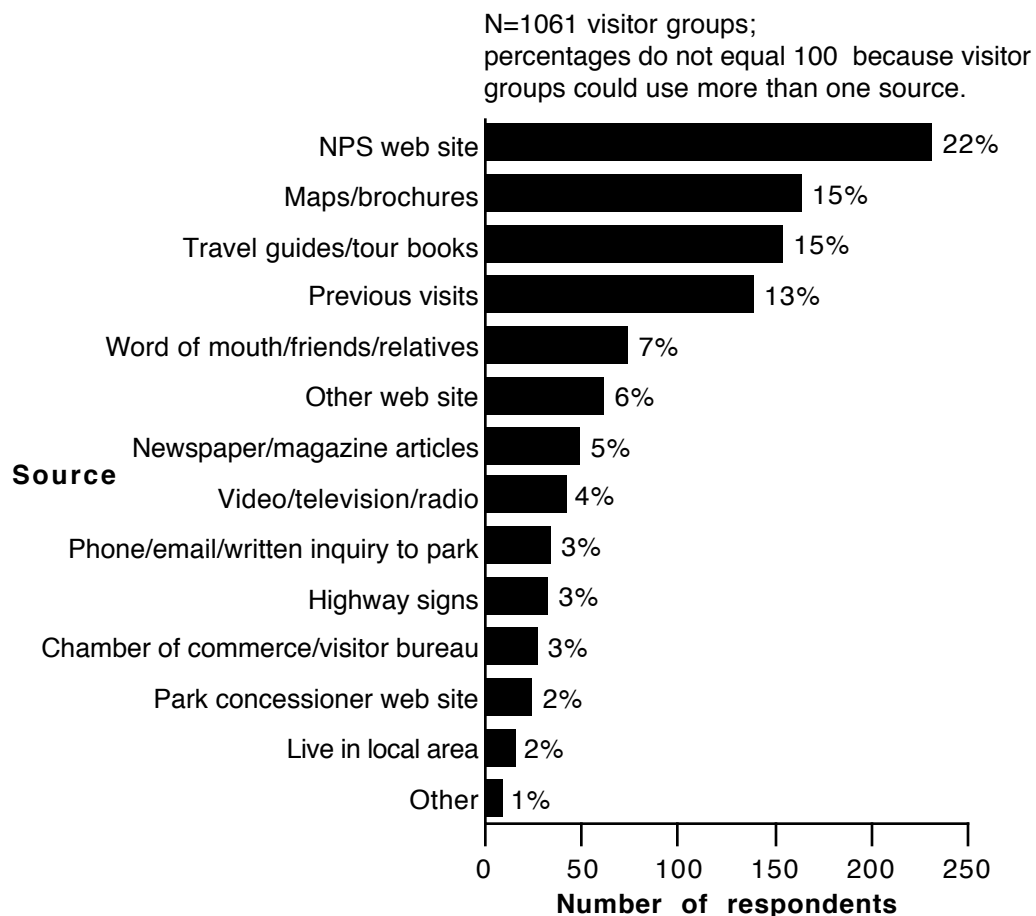


Figure 17: Receive needed information?

Table 5: Information needed but not received

N=41 comments

Comment	Number of times mentioned
Camping	12
Lodging	7
General information/services available	6
Day hiking/trails	6
Backcountry hiking/permits	3
Dining	3
Maps	3
Temperatures	2
Other comments	2

**Figure 18: Preferred sources of information prior to future visits**

Awareness of land management by three government agencies

Visitors 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?" Sixty-nine percent of the visitors were not aware of this, while 27% were aware of the three land management agencies (see Figure 19). Four percent were "not sure."

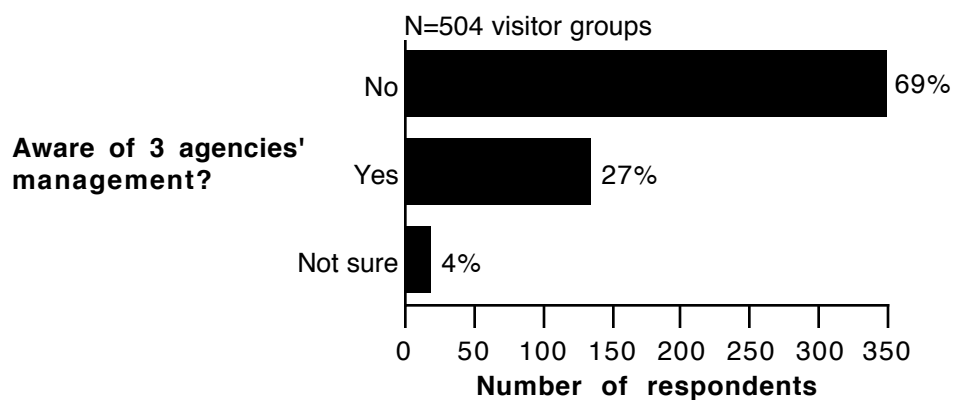


Figure 19: Visitor awareness that Grand Canyon NP area is managed by three land management agencies

**Grand Canyon NP—North Rim as part of travel plans/
timing of decision to visit**

When asked how Grand Canyon NP—North Rim fit into their travel plans on this visit, most visitor groups (74%) reported that the North Rim was one of several destinations, as shown in Figure 20. For 19% of visitor groups, the North Rim was the primary destination and another 7% said it was not a planned destination.

Visitor groups were asked when they made the decision to visit Grand Canyon NP on this trip. Forty-five percent of the visitor group groups made the decision two to six months ago and another 24% made the decision less than one month prior to their trip (see Figure 21). Twelve percent made the decision after arriving in northern Arizona on their trip.

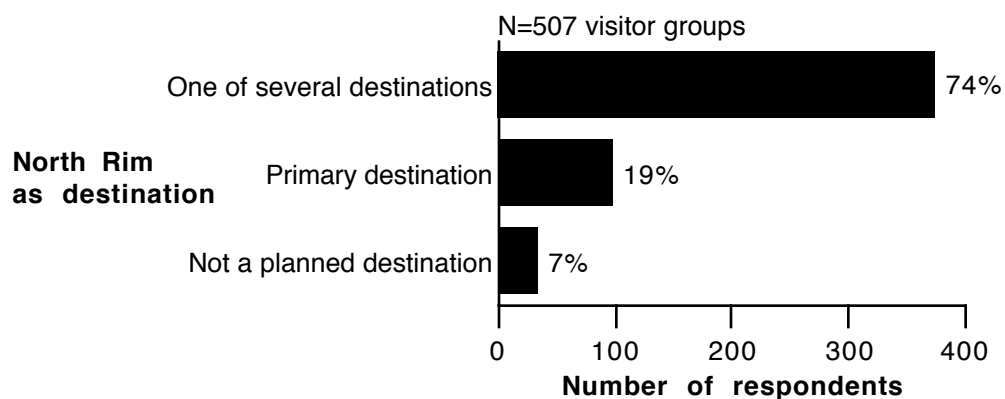


Figure 20: Grand Canyon NP—North Rim as part of travel plans

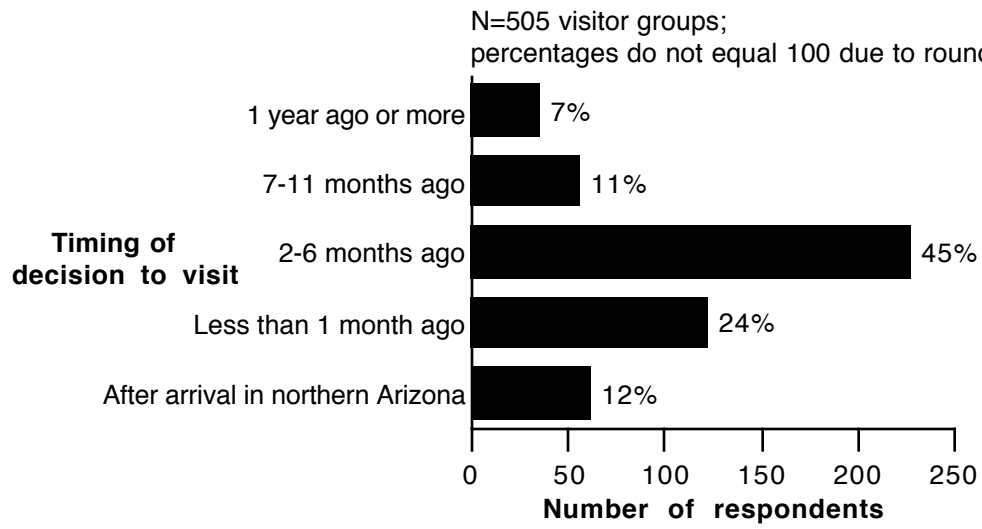


Figure 21: Timing of decision to visit Grand Canyon NP

Primary reason for visiting Grand Canyon NP area

Visiting Grand Canyon NP—North Rim was the primary reason for visiting the Grand Canyon NP area for 66% of the visitor groups (see Figure 22). Twenty-six percent of visitors came to visit other attractions in the area.

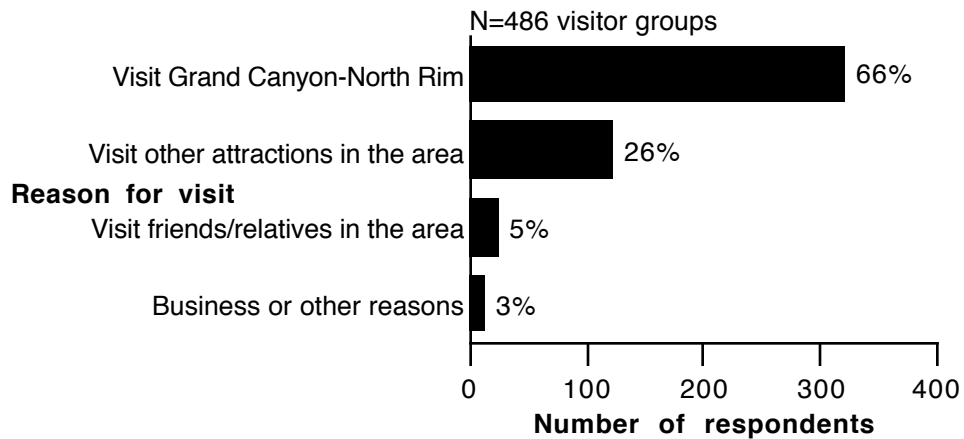


Figure 22: Primary reason for visiting Grand Canyon NP area

Forms of transport used/park entries

When asked about the forms of transportation they used to arrive at Grand Canyon NP—North Rim, 73% of visitor groups came in a private vehicle (car, SUV, pickup, RV, motorcycle, etc.), as shown in Figure 23. Over one-fourth (27%) came in a rental vehicle and 13% came by airplane. “Other” forms of transportation that visitor groups mentioned included motorcycles, school vans, Trans-canyon shuttle and rented RV.

Visitor groups most often arrived at the park in one vehicle (91%), although 10% arrived in two or more vehicles, as shown in Figure 24.

When asked the number of times they entered the park, 81% of visitor groups entered once, as shown in Figure 25. Another 15% entered two or three times.

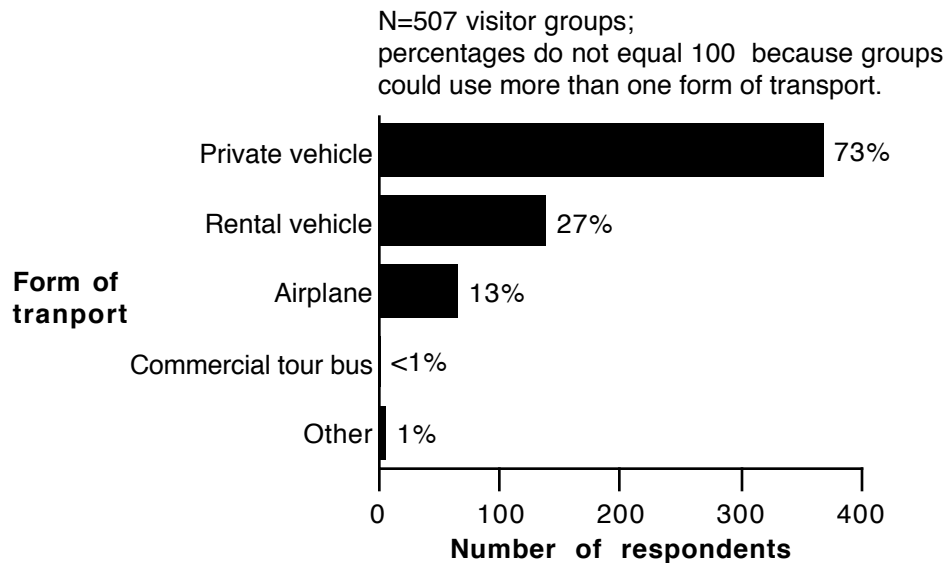


Figure 23: Forms of transportation used to arrive at Grand Canyon NP

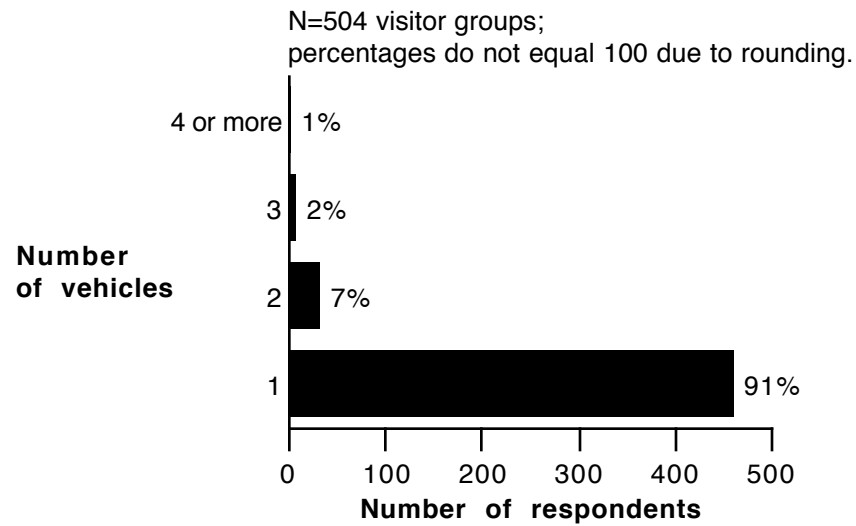


Figure 24: Number of vehicles in which visitor groups arrived at the park

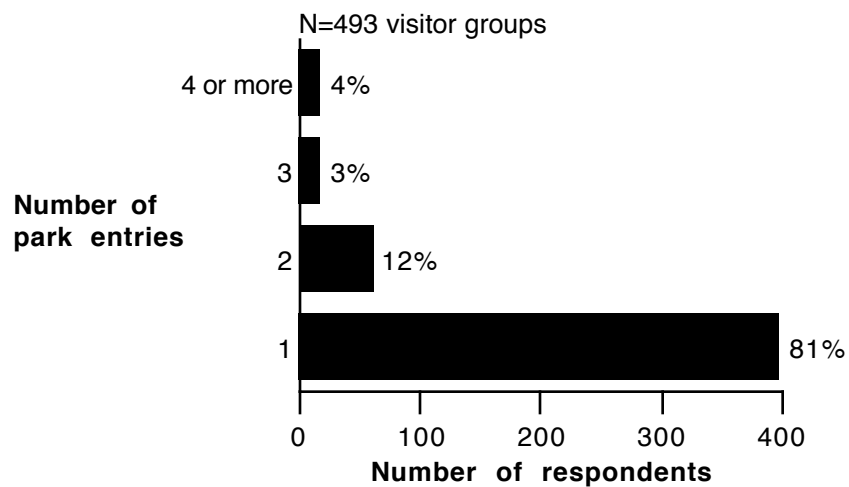


Figure 25: Number of times visitor groups entered Grand Canyon NP—North Rim

Wayfinding in the park

Visitor groups were asked, “On this visit, did you and your group have difficulty finding your way around Grand Canyon NP?” Most visitor groups (96%) said they had no difficulty finding their way, while 4% responded that they did have difficulty finding their way (see Figure 26). One percent were “not sure.”

The sources that visitor groups used to find their way most often included road signs (73%) and the map from the park entrance (73%), as shown in Figure 27, although this data must be viewed with caution. “Other” sources of wayfinding information included map from web site, tour book, AAA maps, and wandering around.

The problems that visitor groups encountered in finding their way around the park included lack of directional signs, not knowing where a large RV could go, unclear maps, and difficulty finding lodging and restrooms.

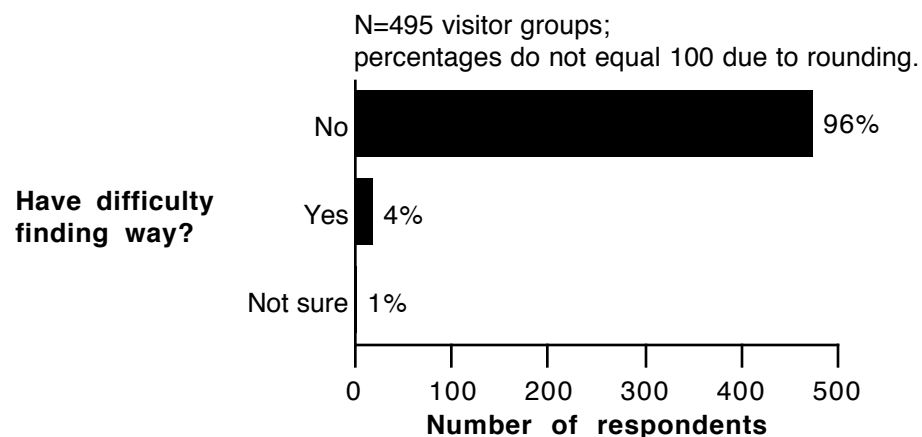


Figure 26: Difficulty finding way around Grand Canyon NP

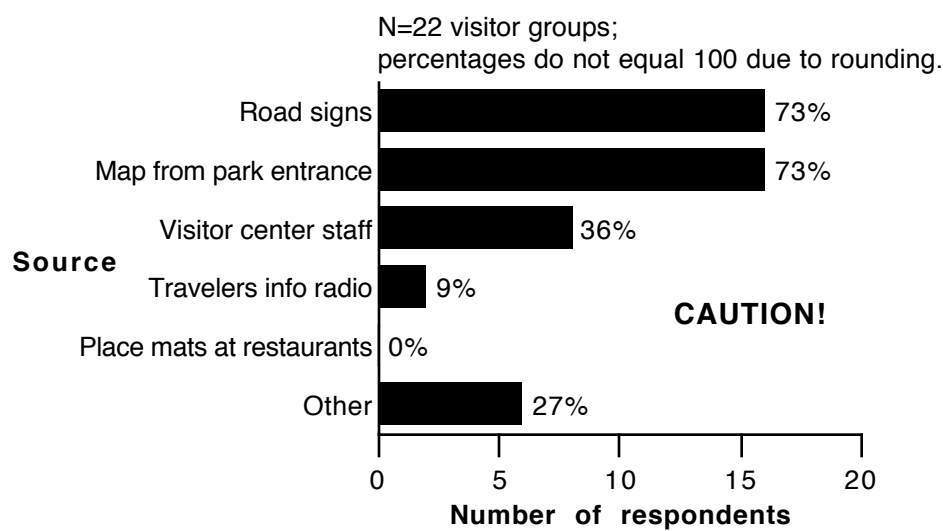


Figure 27: Sources used to find way around Grand Canyon NP

Activities including hiking/backpacking

Visitor groups were asked to list the activities in which they participated at Grand Canyon NP—North Rim on this visit. On this visit, the most common activities were sightseeing/scenic drive (99%), walking along rim (84%), taking a scenic drive/ driving tour (64%), photography/painting/drawing (57%) and shopping/dining (51%), as shown in Figure 28. The least common activity was backpacking/camping below the rim (1%). "Other" activities included staying in cabin at lodge, drinking cocktails, and going to astronomy program.

Respondents were asked to list the three most important activities on their visit to Grand Canyon NP. Visitor groups' most important activity was sightseeing/viewing canyon (85%), as shown in Figure 29. The second most important activities included walking along the rim (28%), taking a scenic drive/driving tour (20%), and photography/painting/drawing (20%), as shown in Figure 30. The third most important activity included photography/painting/drawing (23%) and walking along the rim (23%), as shown in Figure 31.

Fifty-five percent of the visitor groups did not hike or backpack on this visit. The 45% of visitor groups who hiked or backpacked, identified the trails they used, most often including the North Kaibab Trail (43%) and Transept Trail (33%), as shown in Figure 32. The least hiked trail was the Rim to Rim Trail (10%). "Other" trails visitor groups identified are shown in Table 6.

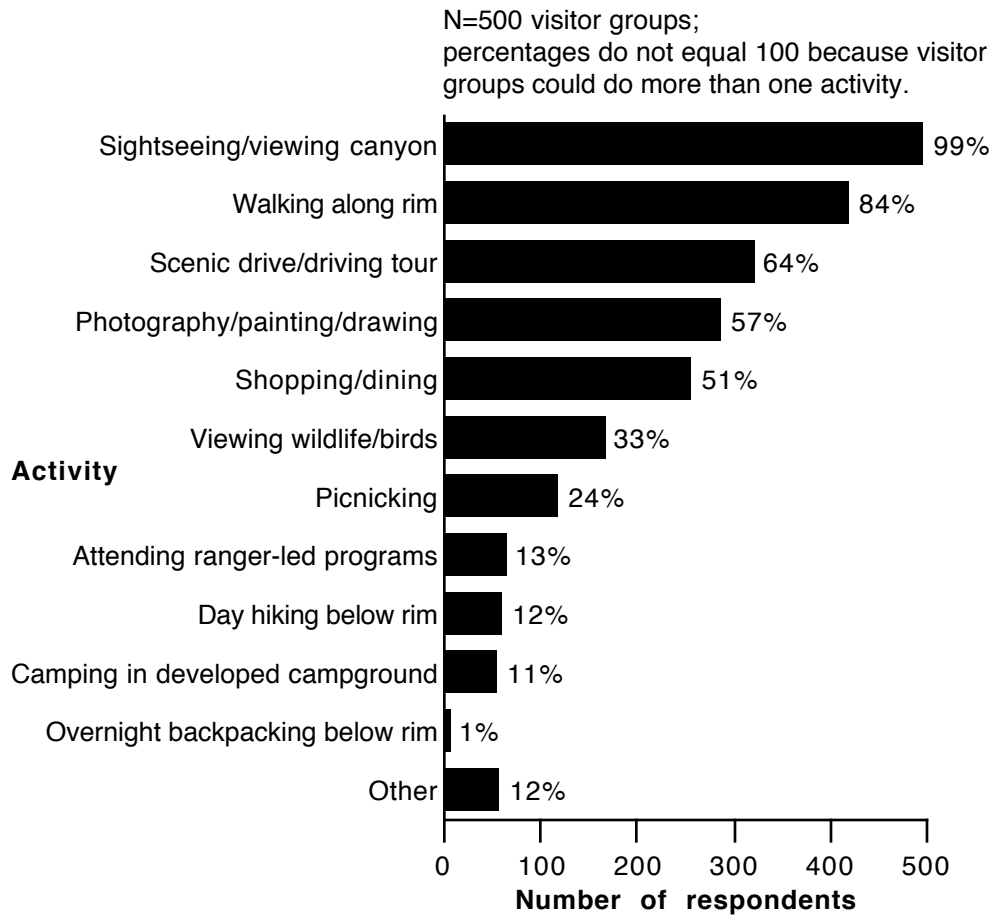


Figure 28: Visitor group activities on this visit

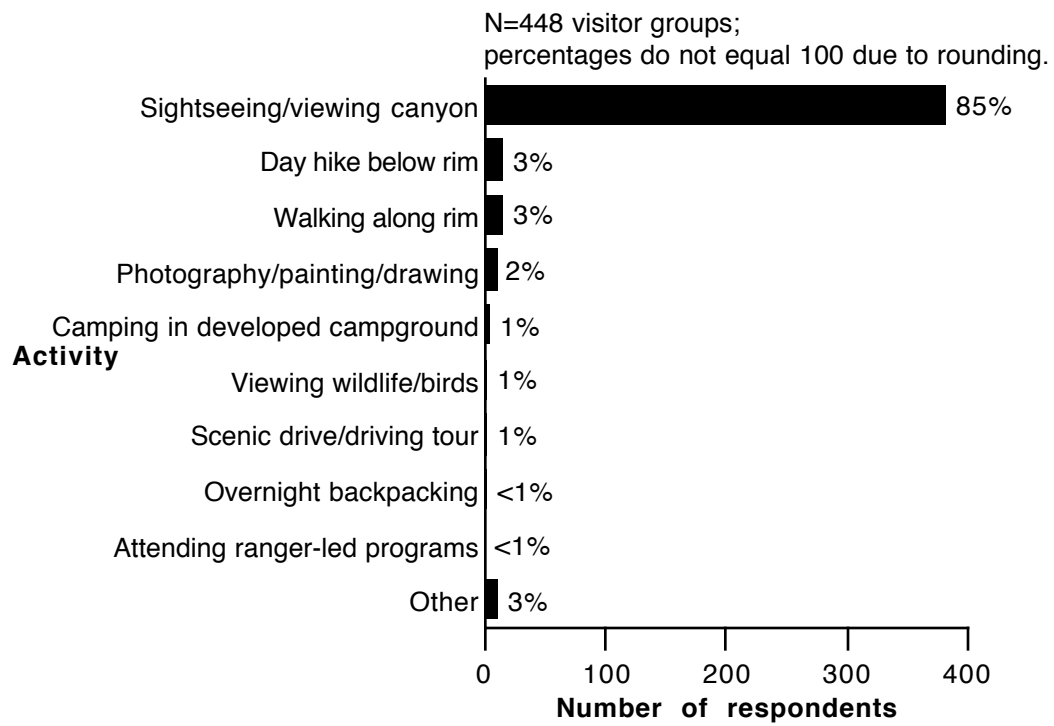


Figure 29: The most important activity

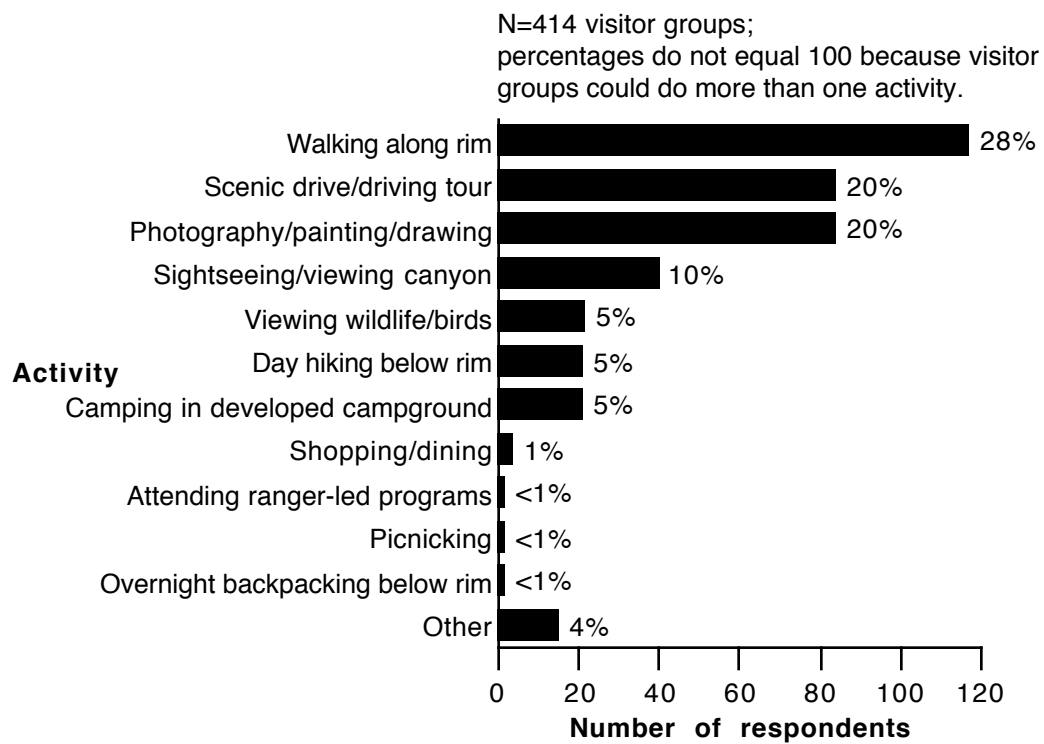


Figure 30: The second most important activity

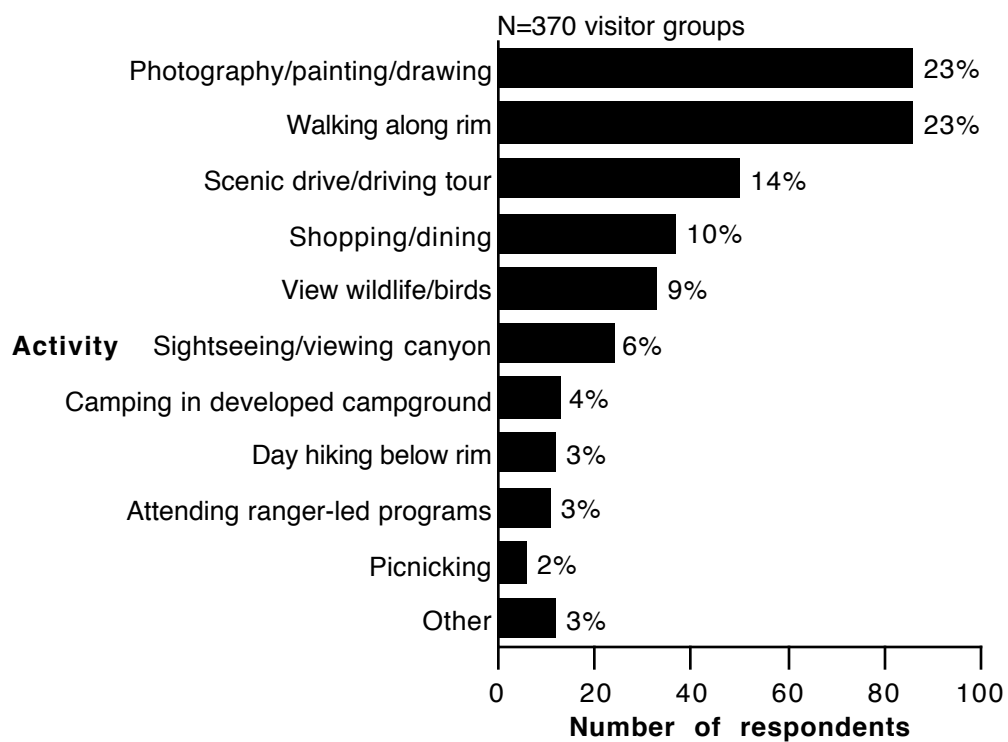


Figure 31: The third most important activity

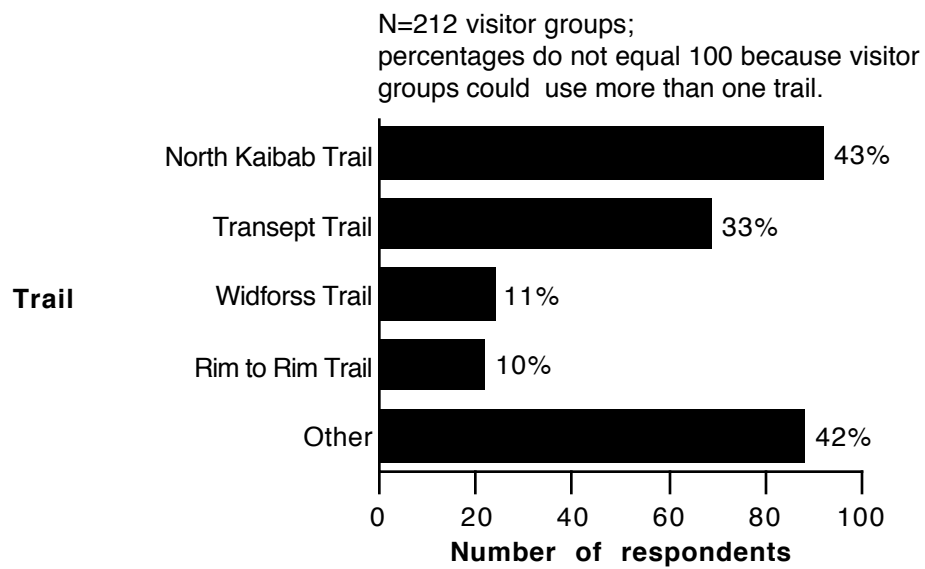


Figure 32: Trails hiked or backpacked on this visit

Table 6: Other trails hiked

N=125 comments

Trail	Number of times mentioned
Bright Angel	39
Cape Royal	23
Uncle Jim	11
Point Imperial	10
Cape Final	9
Angel's Window	6
Cliff Springs	5
Ken Patrick	4
Roosevelt Point	3
Horse Trail	2
Other trails (not all identified)	13

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, role of water, and plants and animals—during their visit. Almost three-fourths of the visitor groups (72%) did not learn about any of these topics on their visit (see Figure 33). Twenty-six percent learned about these topics and 2% were “not sure.” Of those who learned, the most common topics were the formation of the canyon and its layers (83%), the role of water (66%), plants and animals (61%), as shown in Figure 34. The least learned-about topic was modern human cultures (17%).

Visitor groups were also asked about how much their level of understanding of each topic improved during their visit. Table 7 shows that 46% visitor groups felt their understanding of the formation of the canyon and its layers improved “a lot,” followed by plants and animals (45%). The topic that received the highest “not at all” improvement rating was modern human cultures (17%).

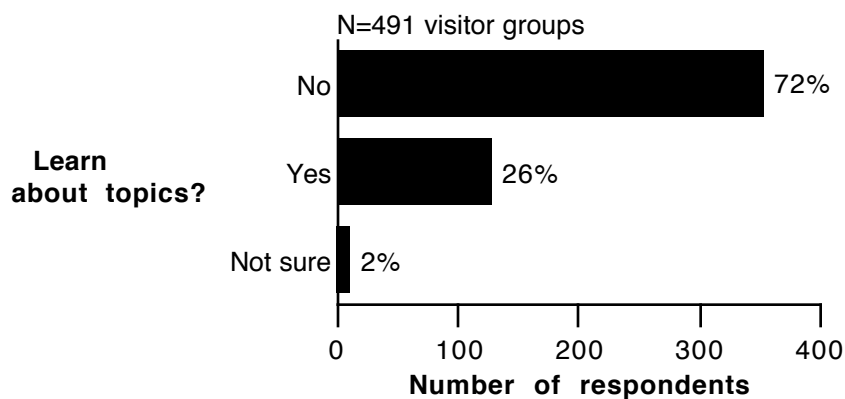


Figure 33: Visitor groups who learned about interpretive topics on this visit

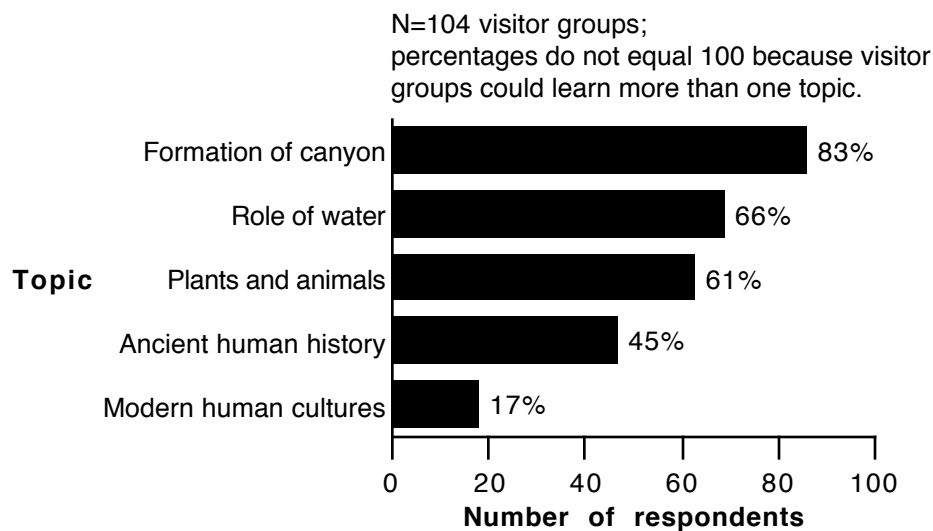


Figure 34: Interpretive topics learned about on this visit

Table 7: Level of understanding improvement of interpretive topics percentages may not equal 100 due to rounding.					
	Level of understanding improvement				
Topic	A lot	Somewhat	A little	Not at all	Don't know
Formation of canyon N=84	46%	33%	15%	4%	1%
Ancient human history N=45	33%	40%	22%	2%	2%
Modern human cultures N=18	44%	17%	22%	17%	0%
Role of water N=68	43%	37%	16%	1%	3%
Plants and animals N=62	45%	31%	23%	2%	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—North Rim on this visit. Figure 35 shows that the most visited place was North Rim Visitor Center (76%), followed by Grand Canyon Lodge (63%). The least visited place was Tuweep (1%). "Other" places included Bright Angel Trail, Zion NP, Lake Powell, national forest, Hoover Dam, Yosemite NP and Death Valley NP.

The place most often visited first was North Rim Visitor Center (27%), followed by Fredonia/Kanab (17%) and Grand Canyon Lodge (16%), as shown in Figure 36.

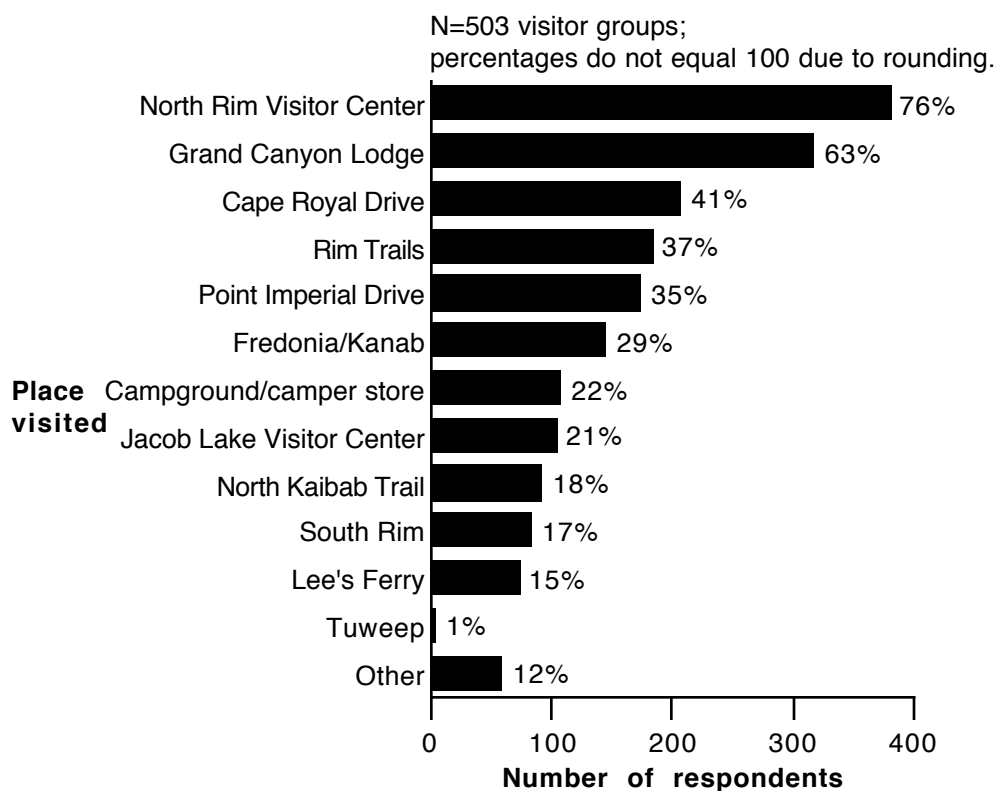


Figure 35: Places visited in Grand Canyon NP

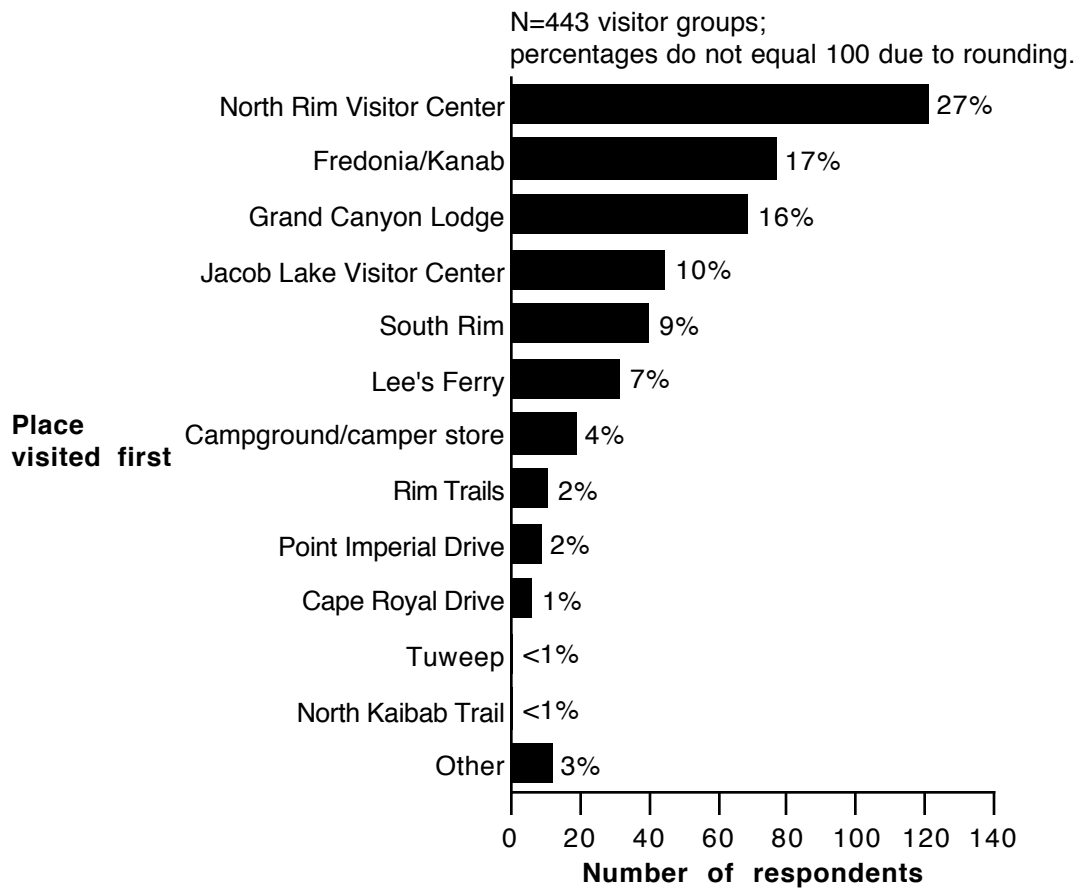


Figure 36: Places visited first on this visit

Overnight accommodations

Visitor groups were asked a series of questions about overnight accommodations. Sixty-eight percent of visitor groups stayed overnight away from home in the Grand Canyon NP—North Rim or surrounding area including Jacob Lake, Fredonia and Kanab, as shown in Figure 37.

Number of nights: At the North Rim, visitor groups most often stayed one or two nights (64%), as shown in Figure 38. At the South Rim, 59% of groups did not stay overnight, while 30% of the visitor groups stayed one or two nights (see Figure 39). Outside the North Rim in the surrounding area (Jacob Lake, Fredonia, Kanab), 67% of visitor groups stayed one or two nights, as shown in Figure 40.

Type of accommodations used: In the park, 60% of visitor groups stayed in a lodge/motel, while 21% tent camped in a developed campground (see Figure 41). In the park, "other" accommodations included a lodge and hospital. Outside the park in the Jacob Lake/Fredonia/Kanab area, 62% of visitor groups stayed in a lodge/motel, while 19% stayed in a RV/trailer campground (see Figure 42). "Other" (Jacob Lake/Fredonia/Kanab) area accommodations included the national forest and a motel.

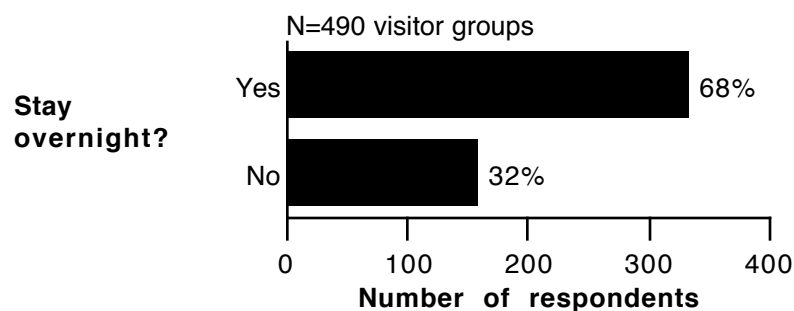


Figure 37: Overnight stays away from home in Grand Canyon NP—North Rim or surrounding area (Jacob Lake, Fredonia, Kanab)

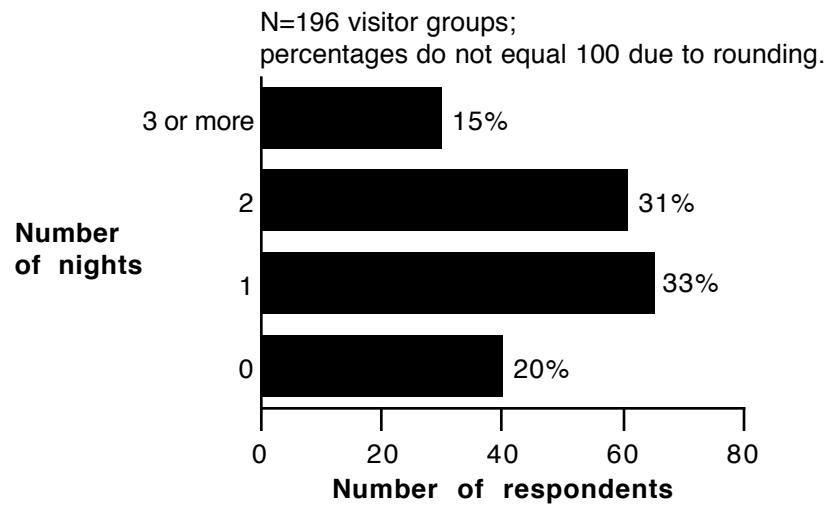


Figure 38: Number of nights spent in Grand Canyon NP—North Rim

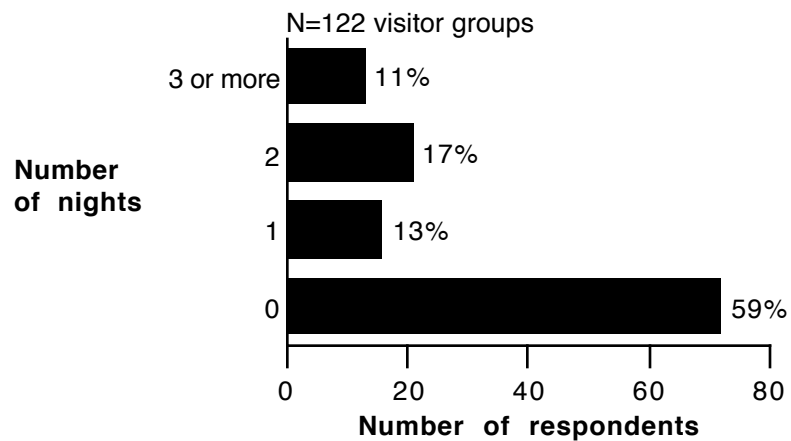


Figure 39: Number of nights spent in Grand Canyon NP—South Rim

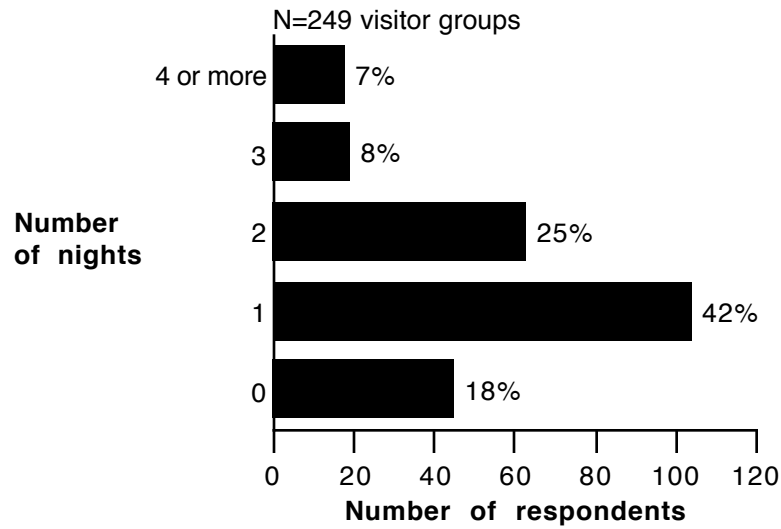


Figure 40: Number of nights outside Grand Canyon NP in the surrounding area (Jacob Lake, Fredonia, Kanab)

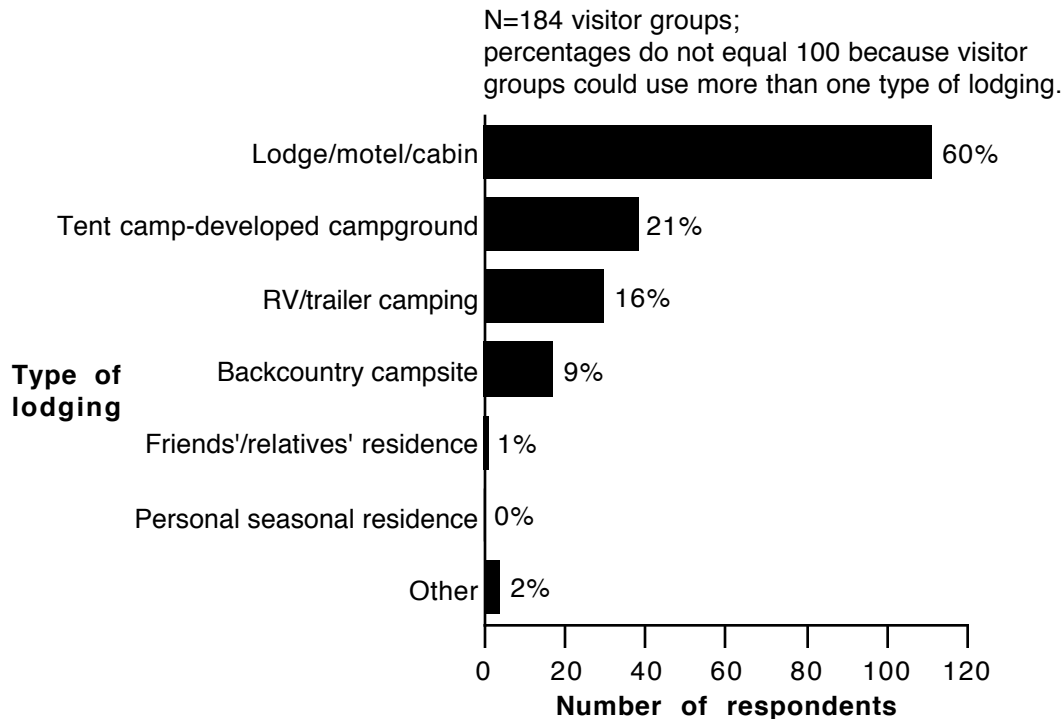


Figure 41: Type of accommodations used in Grand Canyon NP

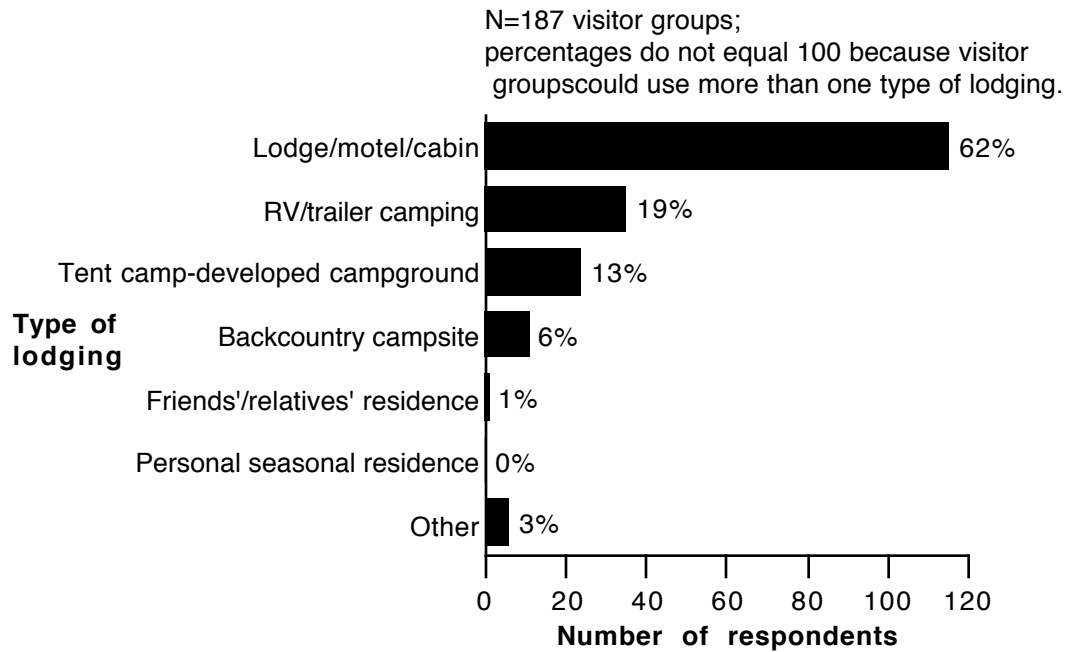


Figure 42: Type of accommodations used outside Grand Canyon NP in the surrounding area (Jacob Lake, Fredonia, Kanab)

Information services and facilities: use, importance and quality

Visitor groups were asked to note the visitor services and facilities they used during this visit to Grand Canyon NP. The most used services and facilities included the park brochure/map (93%), park newspaper—*The Guide* (67%), and North Rim Visitor Center exhibits (63%), as shown in Figure 43. The least used service was other children's programs (<1%).

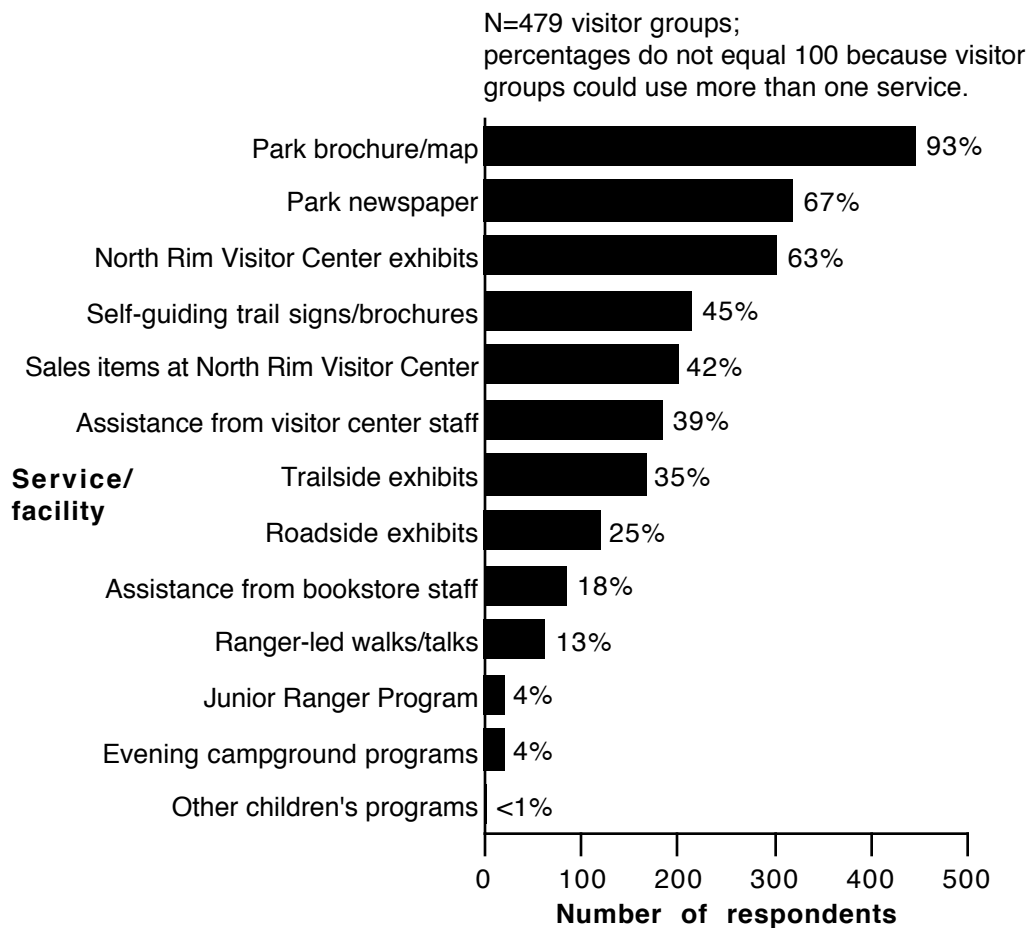


Figure 43: Information services and facilities used

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 44 and 45 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 campground programs, Junior Ranger Program and other children's programs were not rated by enough visitor groups to provide reliable data.

Figures 46-58 show the importance ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of "extremely important" or "very important" ratings included park brochure/map (84%), assistance from visitor center staff (80%), and self-guiding trail signs/brochures (78%). The highest proportion of "not important" ratings was assistance from bookstore sales staff (7%).

Figures 59-71 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 bookstore staff (91%), assistance from visitor center staff (91%), and park brochure/map (90%). The highest proportion of "very poor" ratings was for assistance from bookstore staff (3%).

Figure 72 combines the "very good" and "good" quality ratings and compares those ratings for all of the information services and facilities.

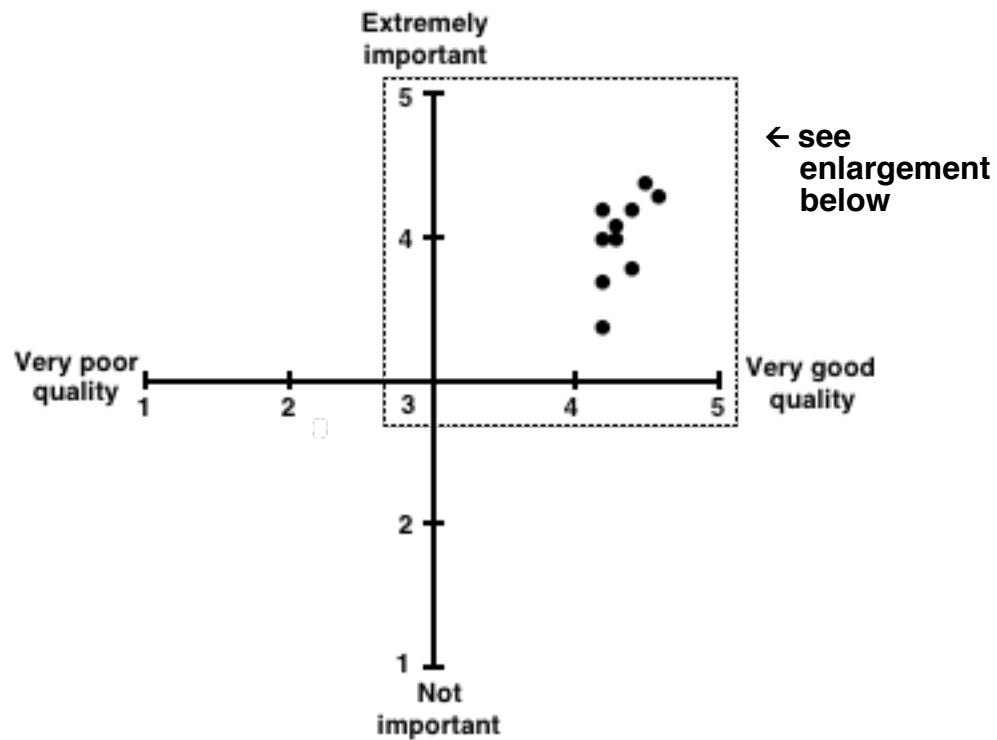


Figure 44: Average ratings of information service importance and quality

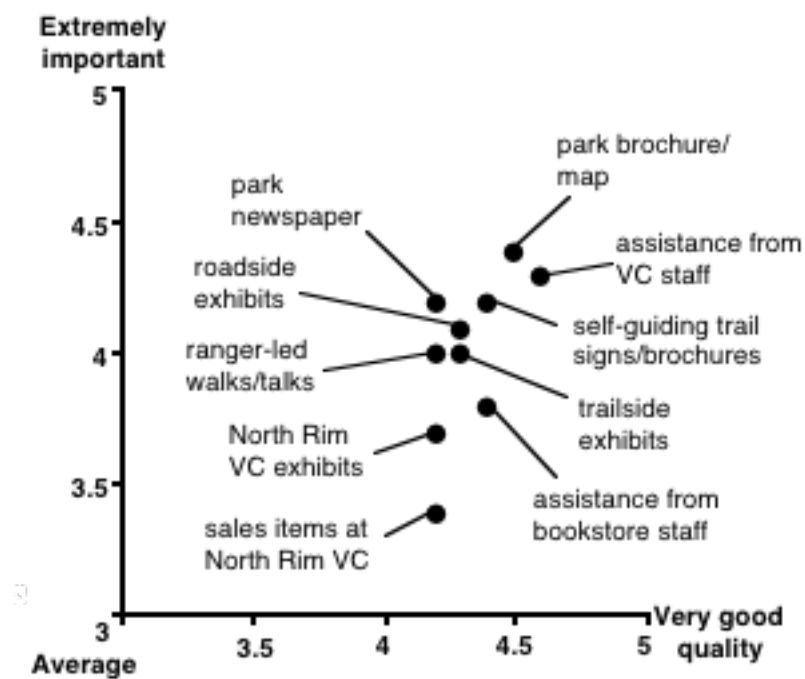


Figure 45: Detail of Figure 44

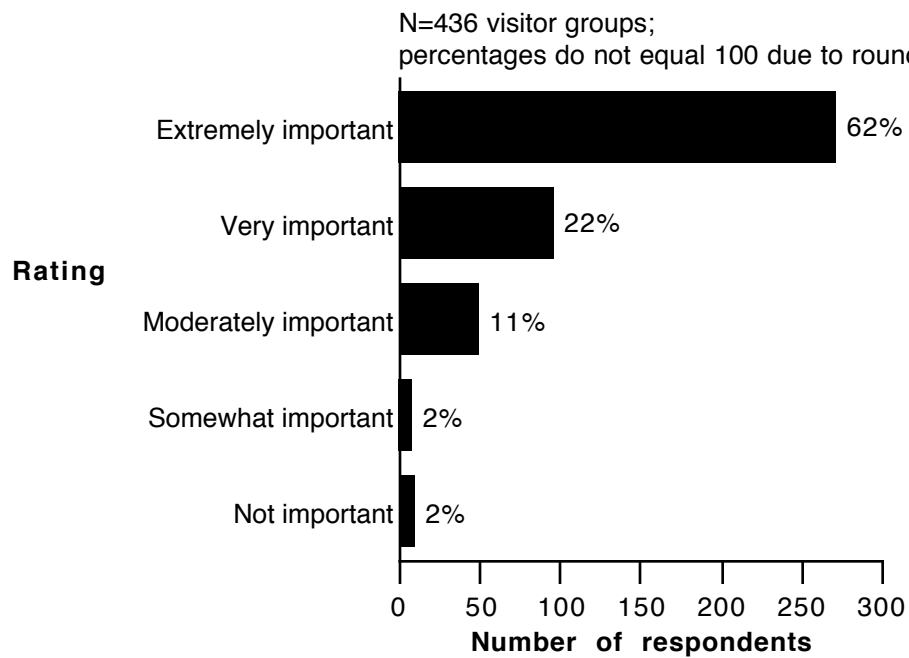


Figure 46: Importance of park brochure/map

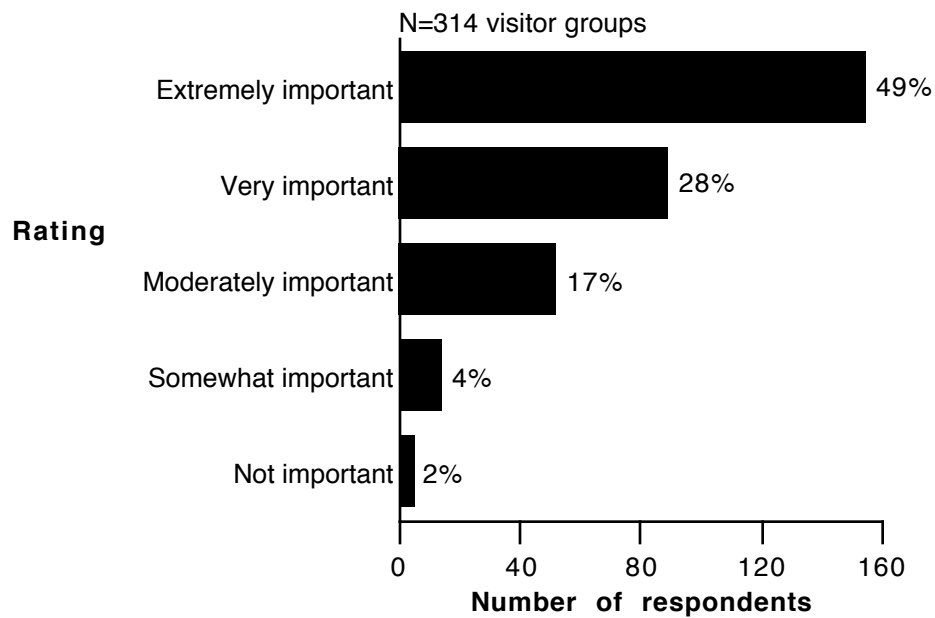


Figure 47: Importance of park newspaper – *The Guide*

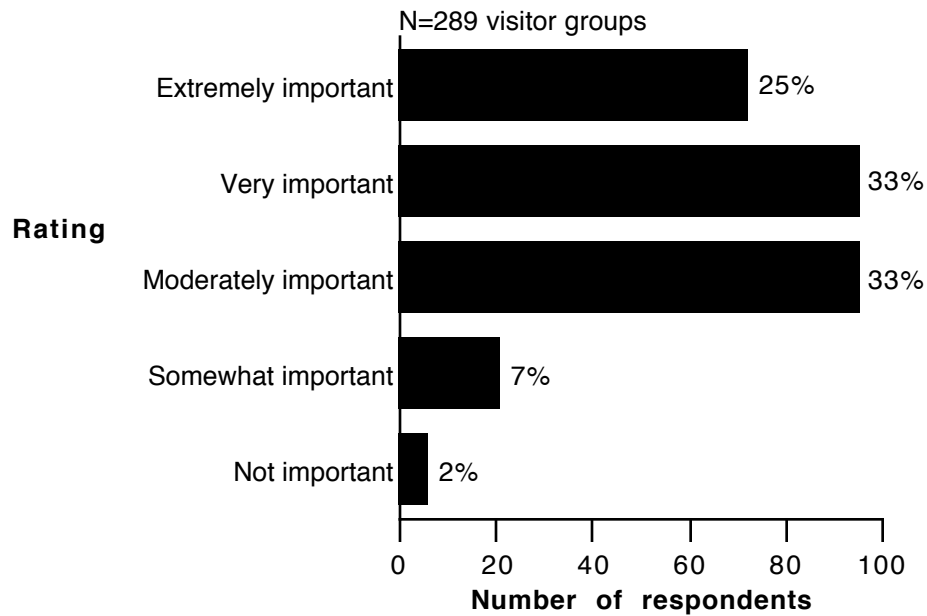


Figure 48: Importance of North Rim Visitor Center exhibits

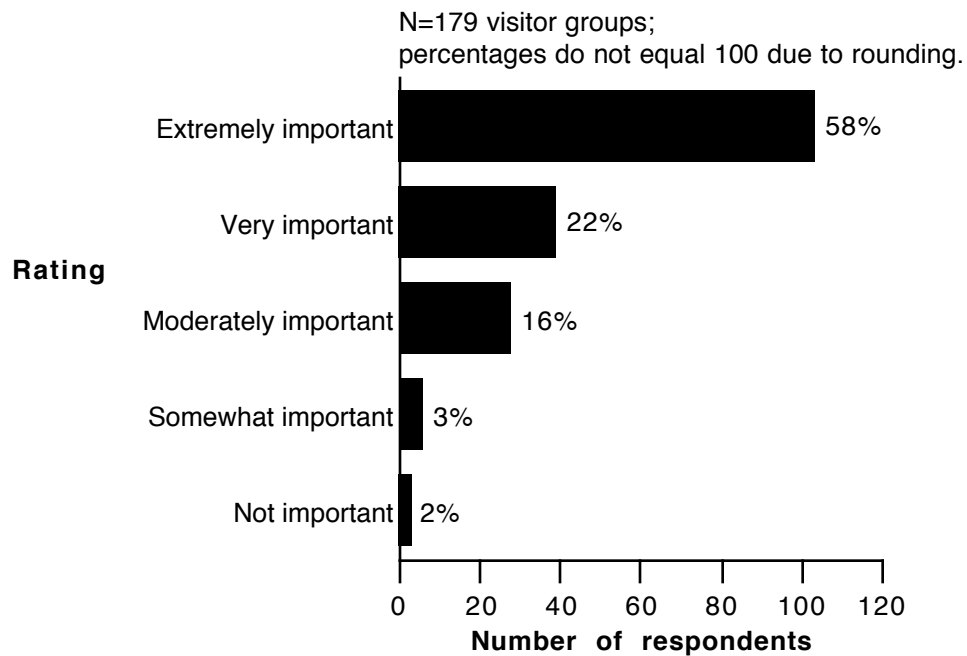


Figure 49: Importance of assistance from visitor center staff

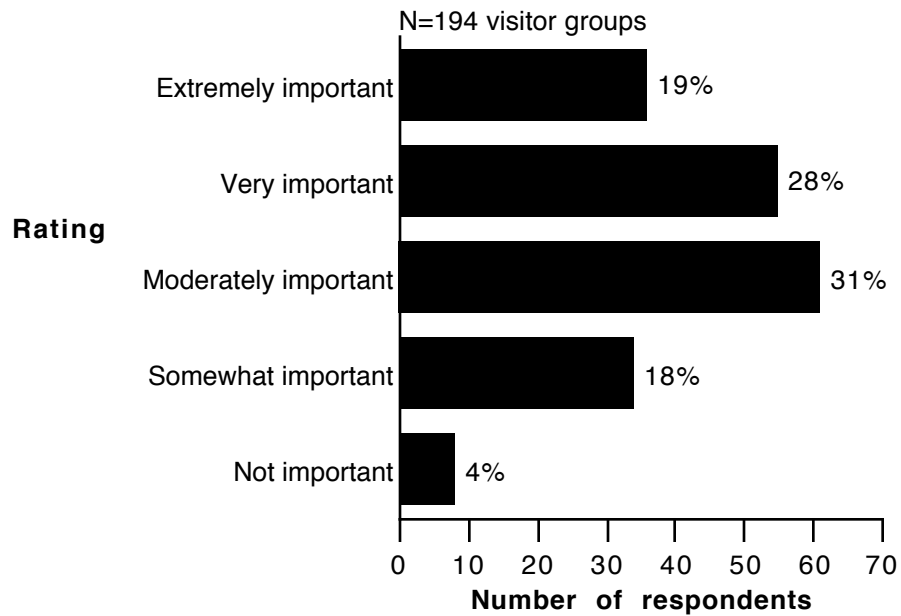


Figure 50: Importance of sales items at North Rim Visitor Center

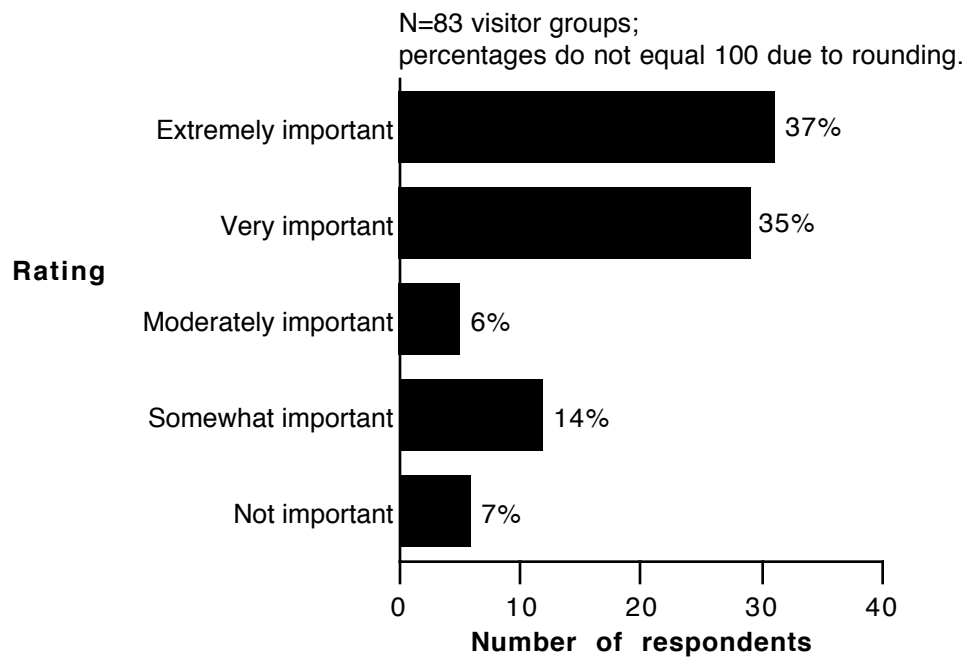


Figure 51: Importance of assistance from bookstore sales staff

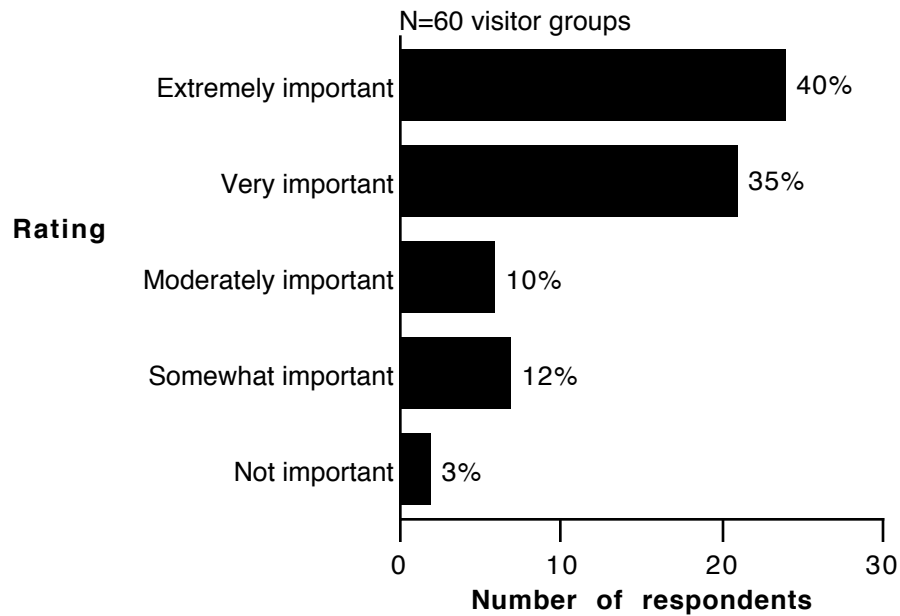


Figure 52: Importance of ranger-led walks/talks

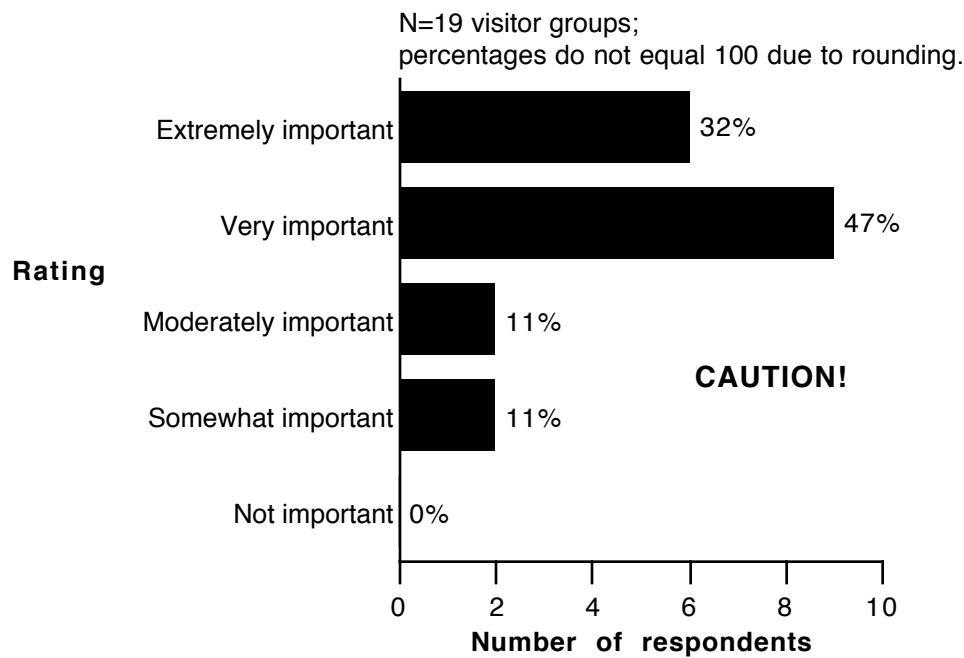


Figure 53: Importance of evening campground programs

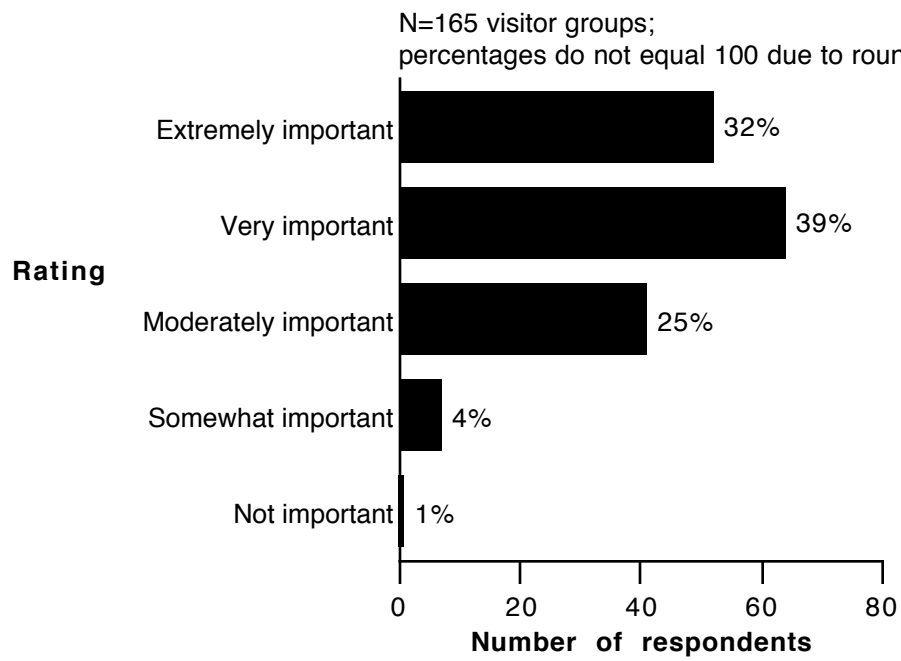


Figure 54: Importance of trailside exhibits

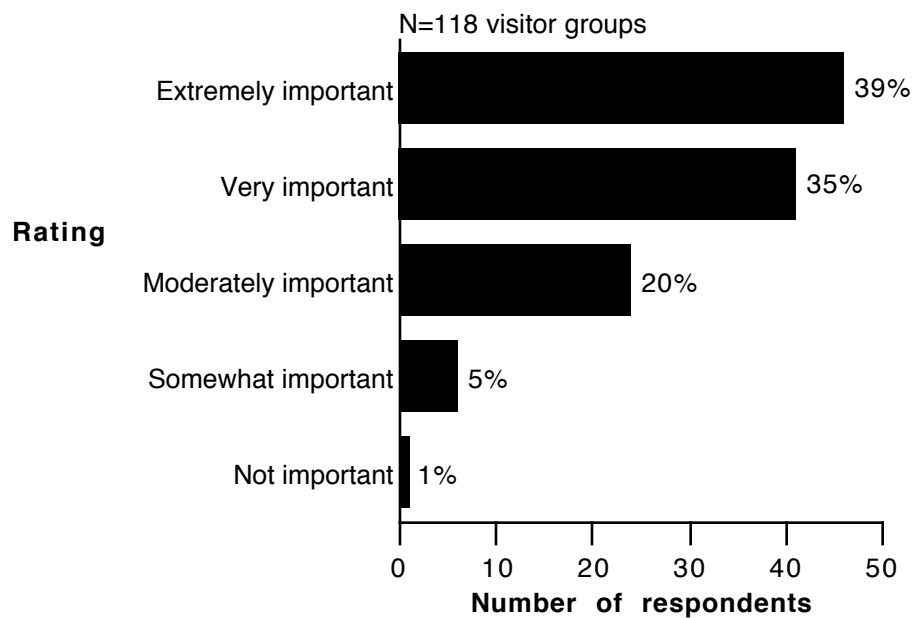


Figure 55: Importance of roadside exhibits

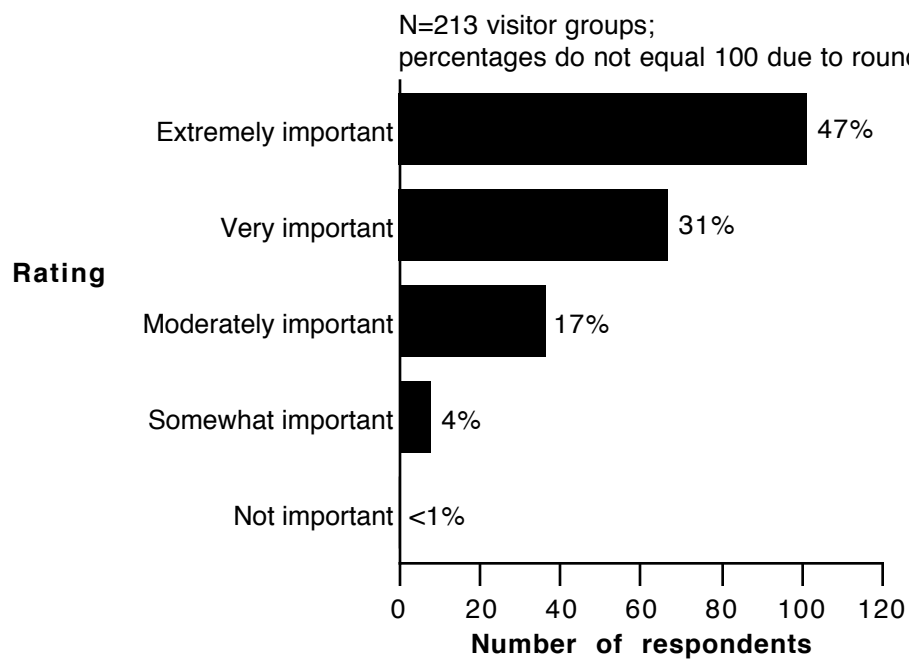


Figure 56: Importance of self-guiding trail signs/brochures

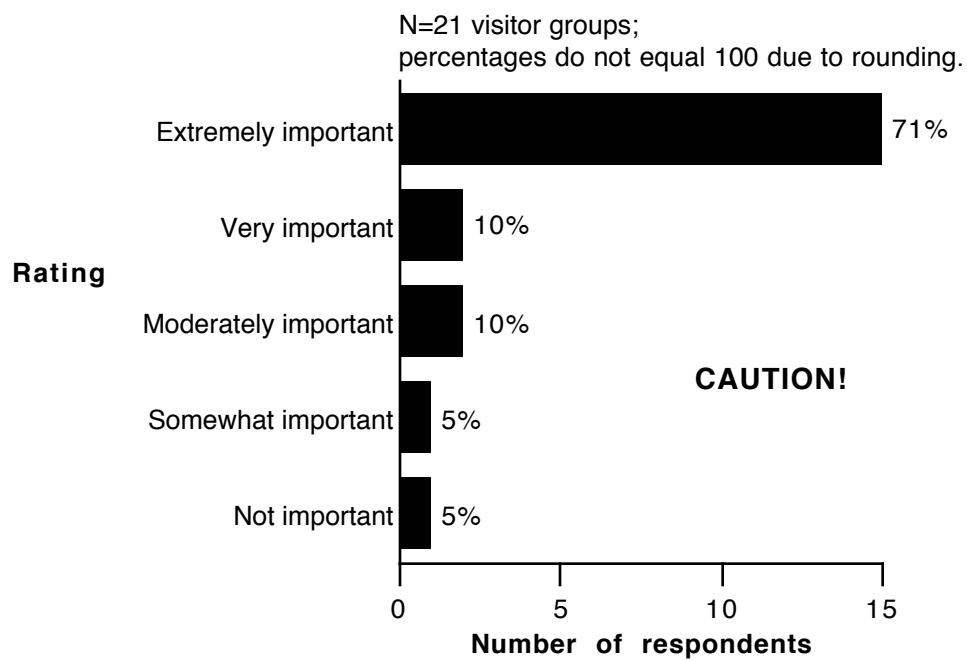


Figure 57: Importance of Junior Ranger Program

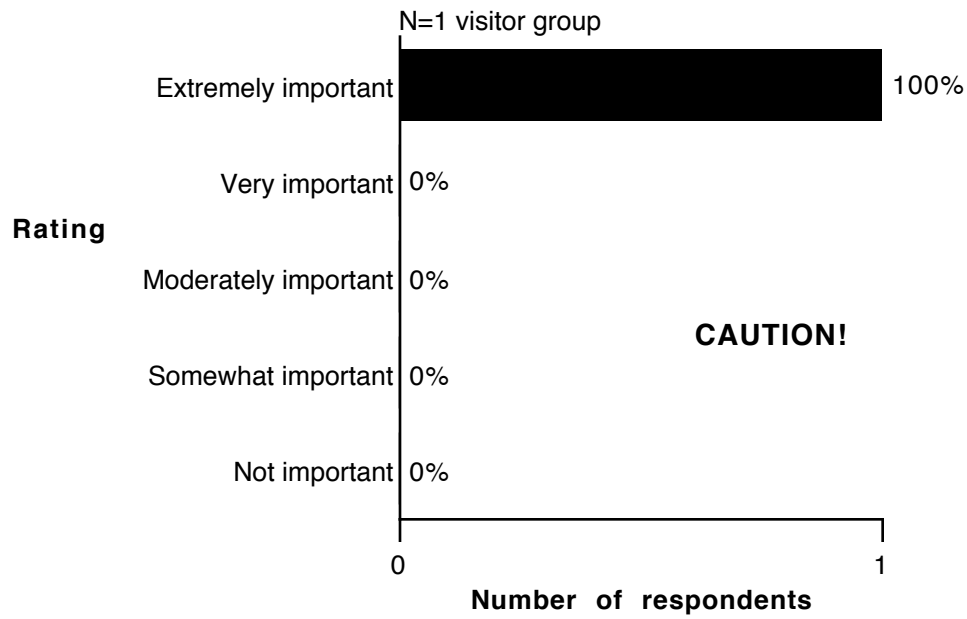


Figure 58: Importance of other children's programs

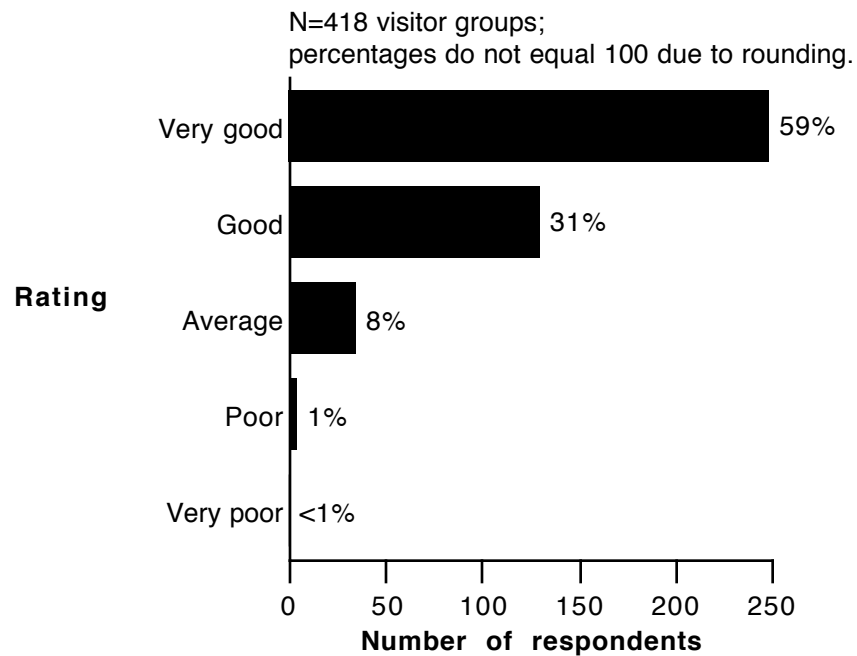


Figure 59: Quality of park brochure/map

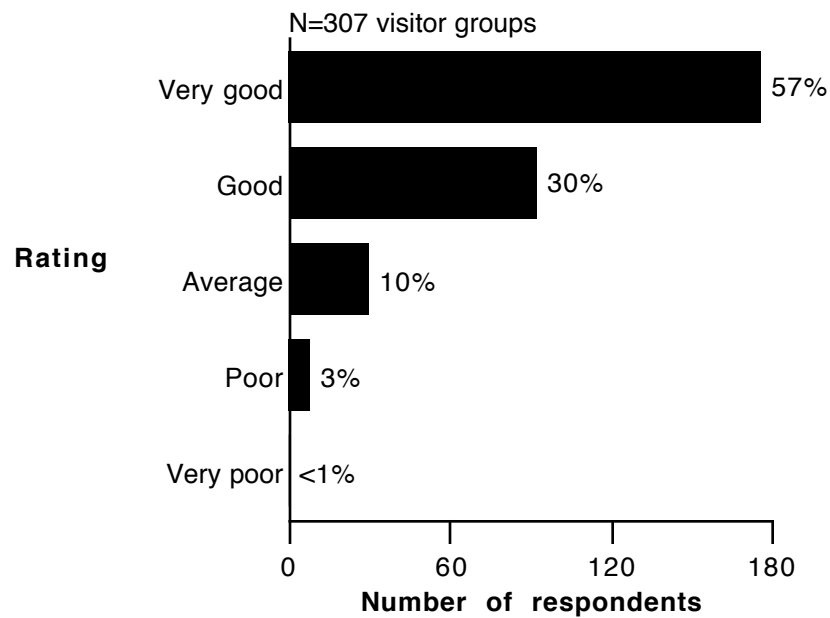


Figure 60: Quality of park newspaper – *The Guide*

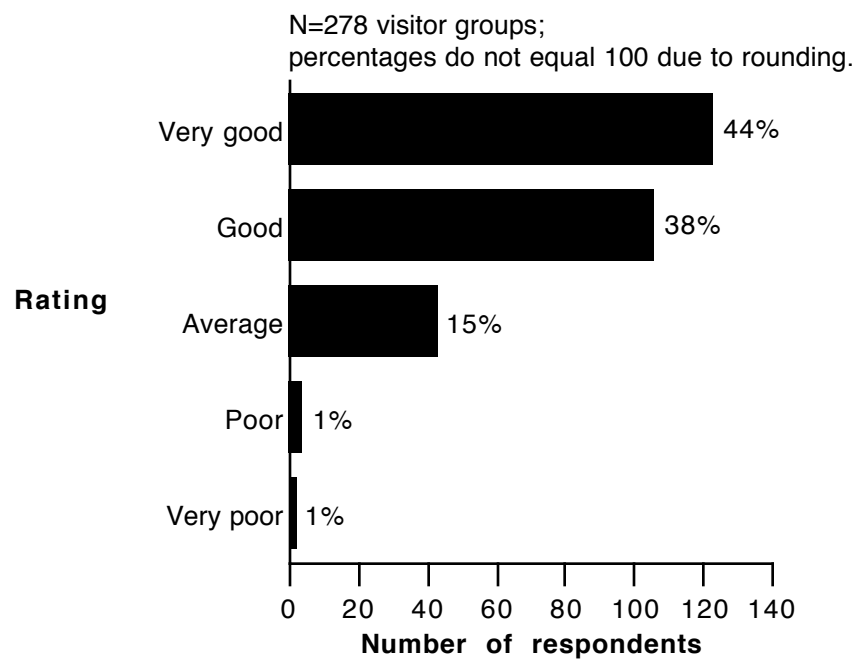


Figure 61: Quality of North Rim Visitor Center exhibits

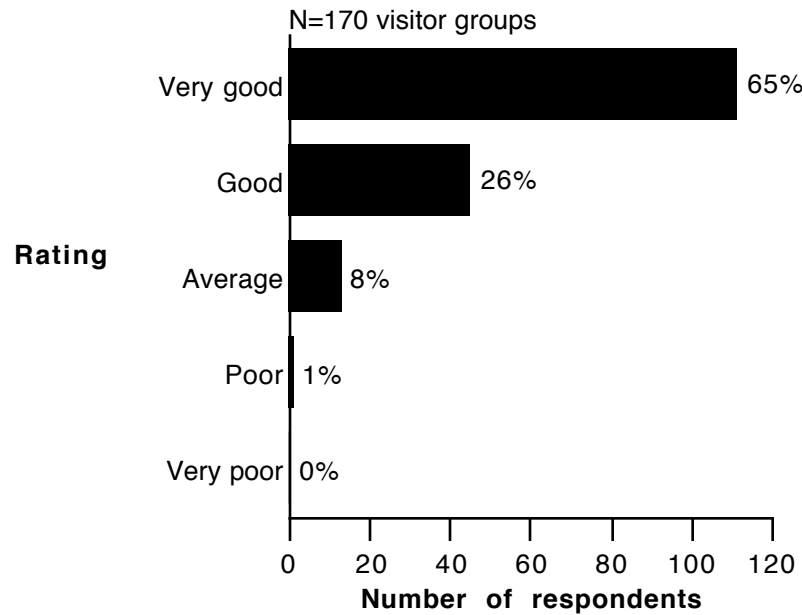


Figure 62: Quality of assistance from visitor center staff

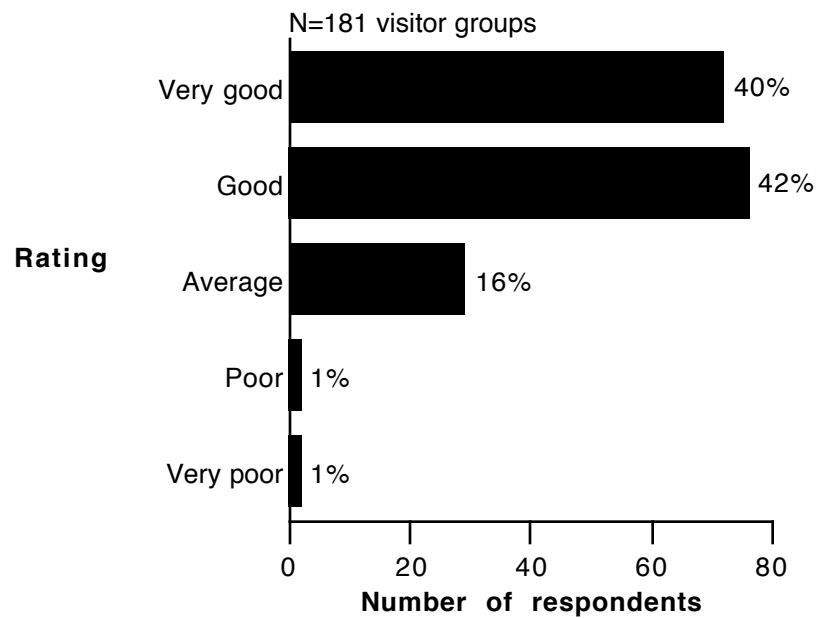


Figure 63: Quality of sales items at North Rim Visitor Center

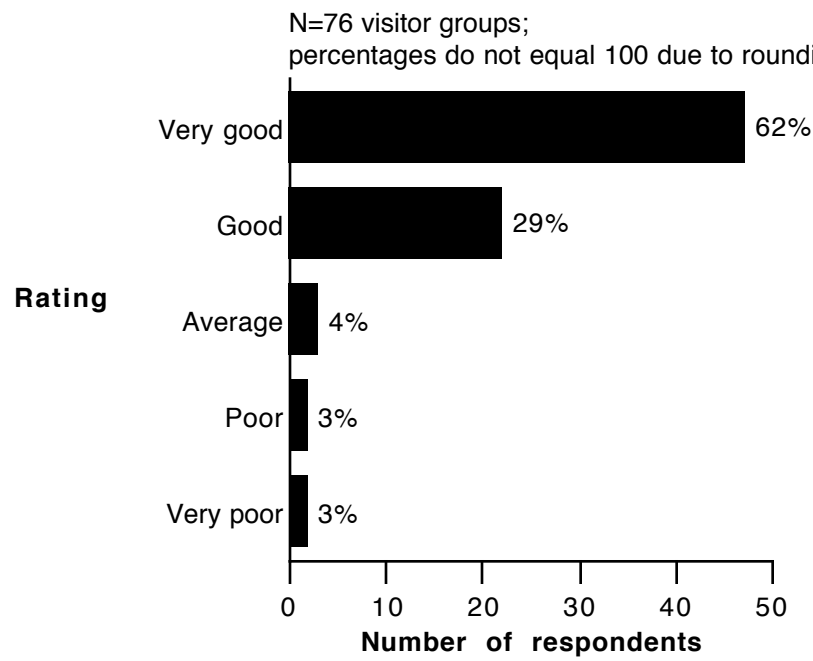


Figure 64: Quality of assistance from bookstore sales staff

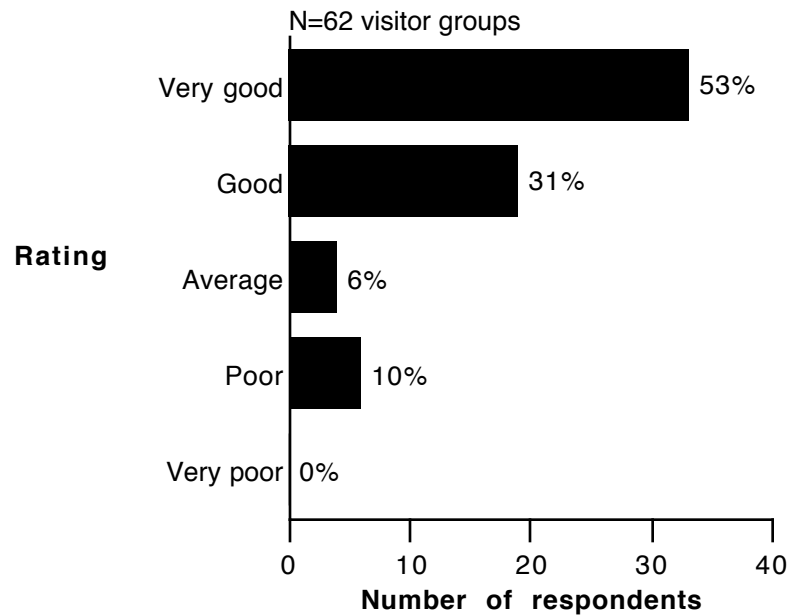


Figure 65: Quality of ranger-led walks/talks

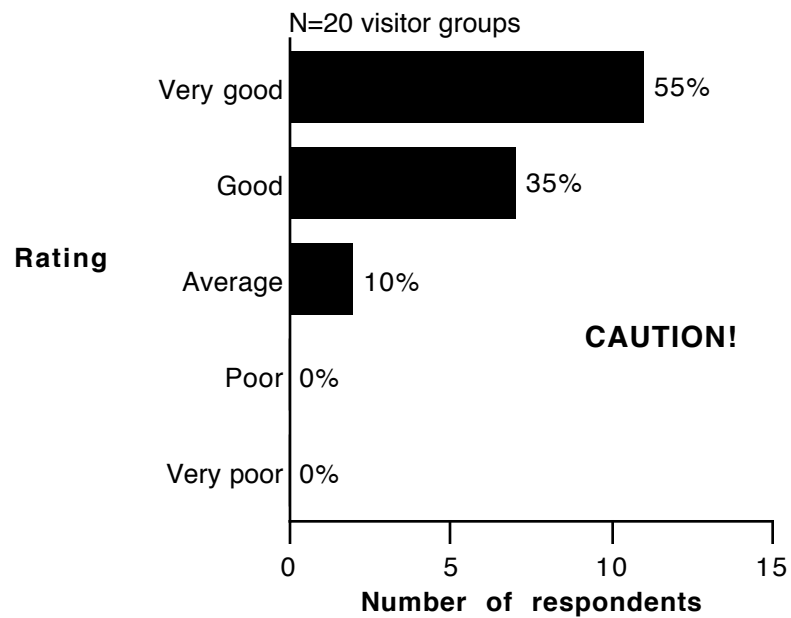


Figure 66: Quality of evening campground programs

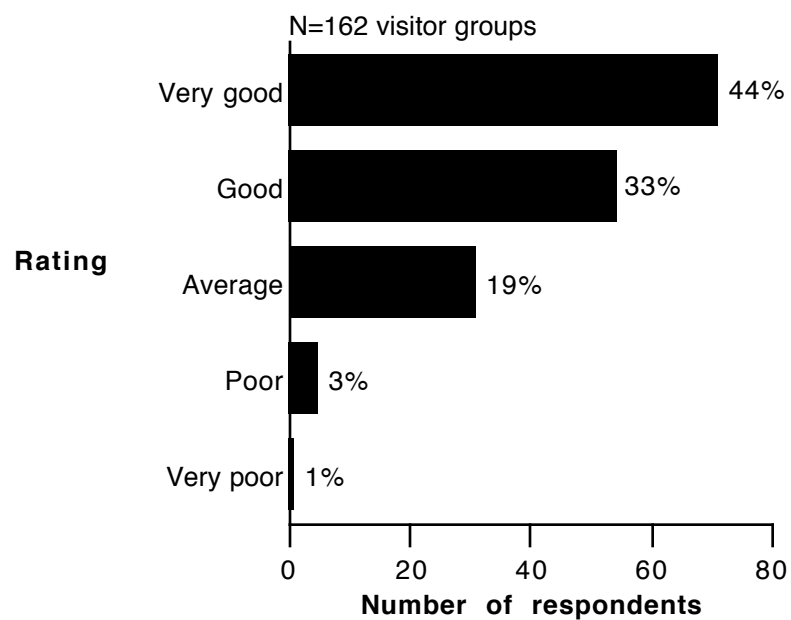


Figure 67: Quality of trailside exhibits

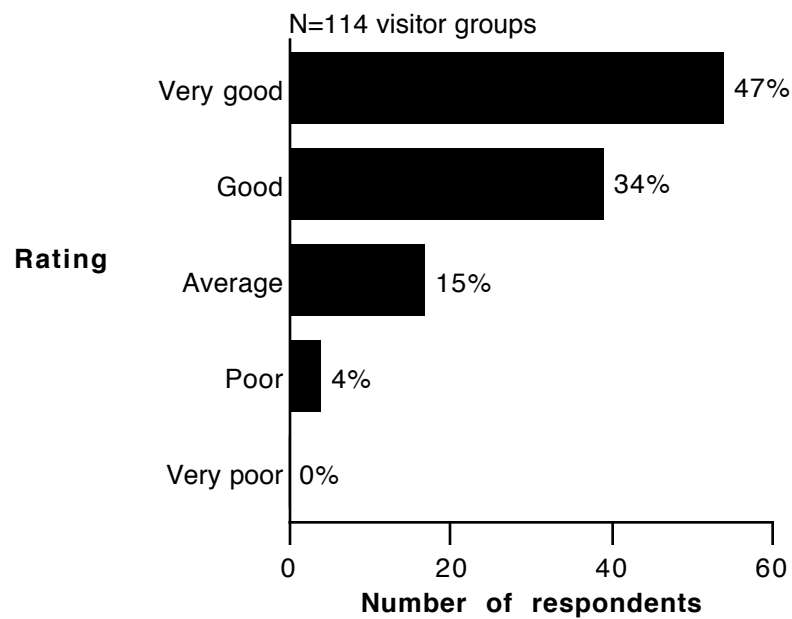


Figure 68: Quality of roadside exhibits

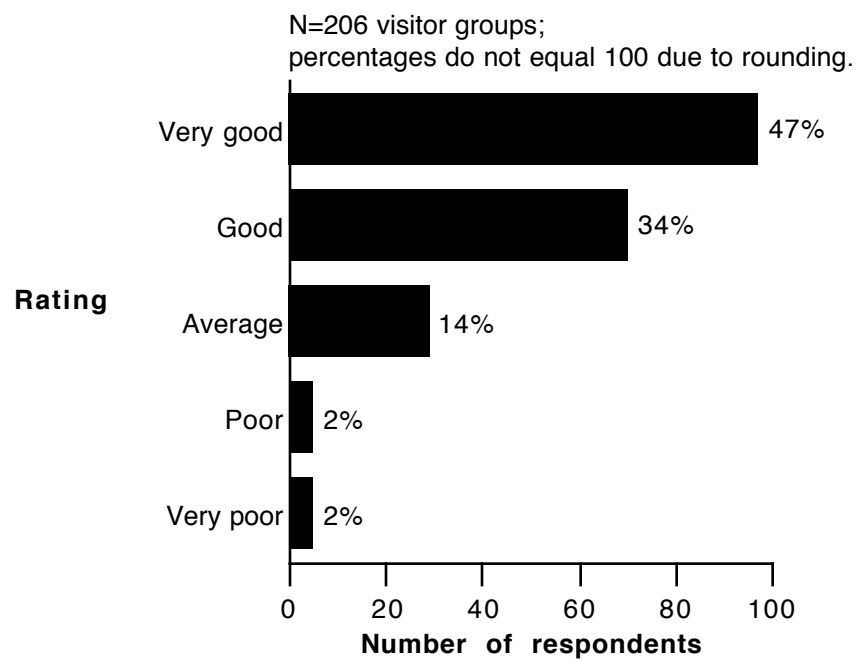


Figure 69: Quality of self-guiding trail signs/brochures

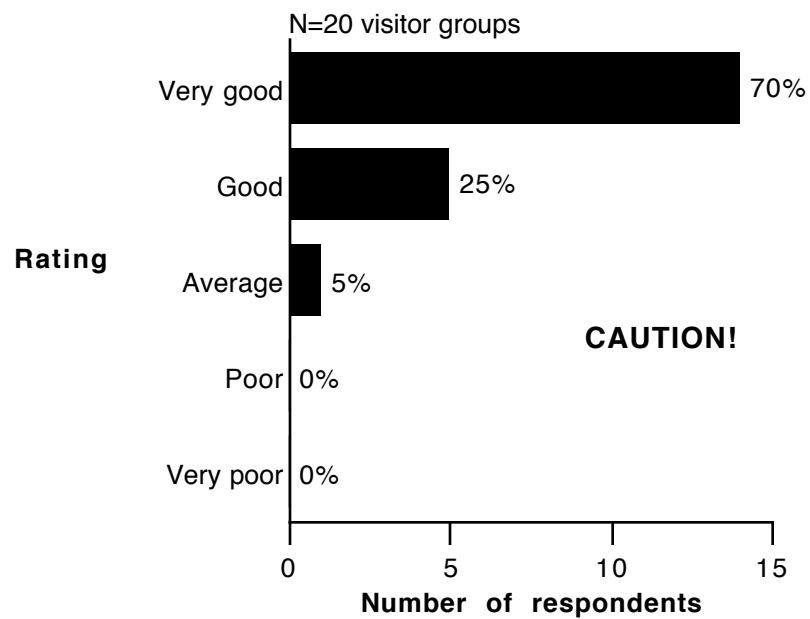


Figure 70: Quality of Junior Ranger Program

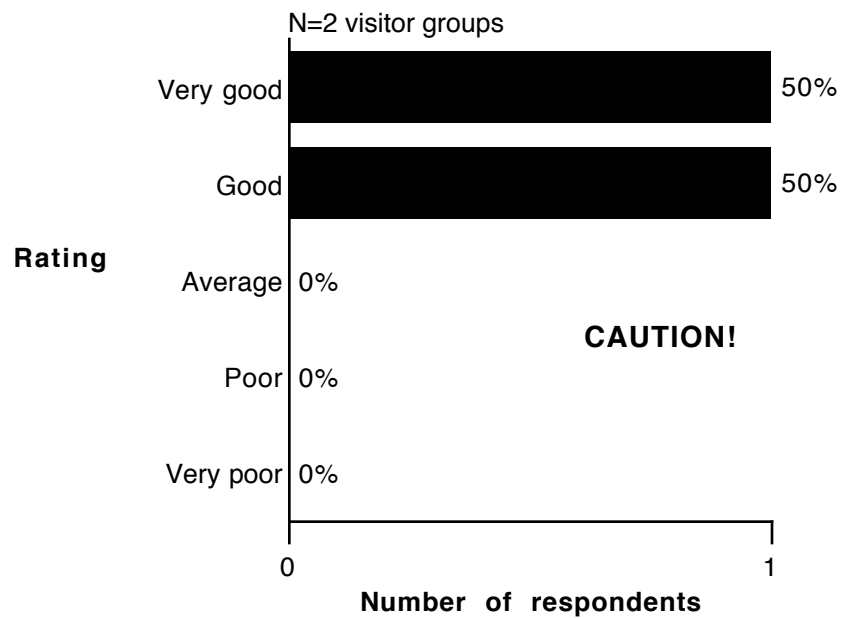


Figure 71: Quality of other children's programs

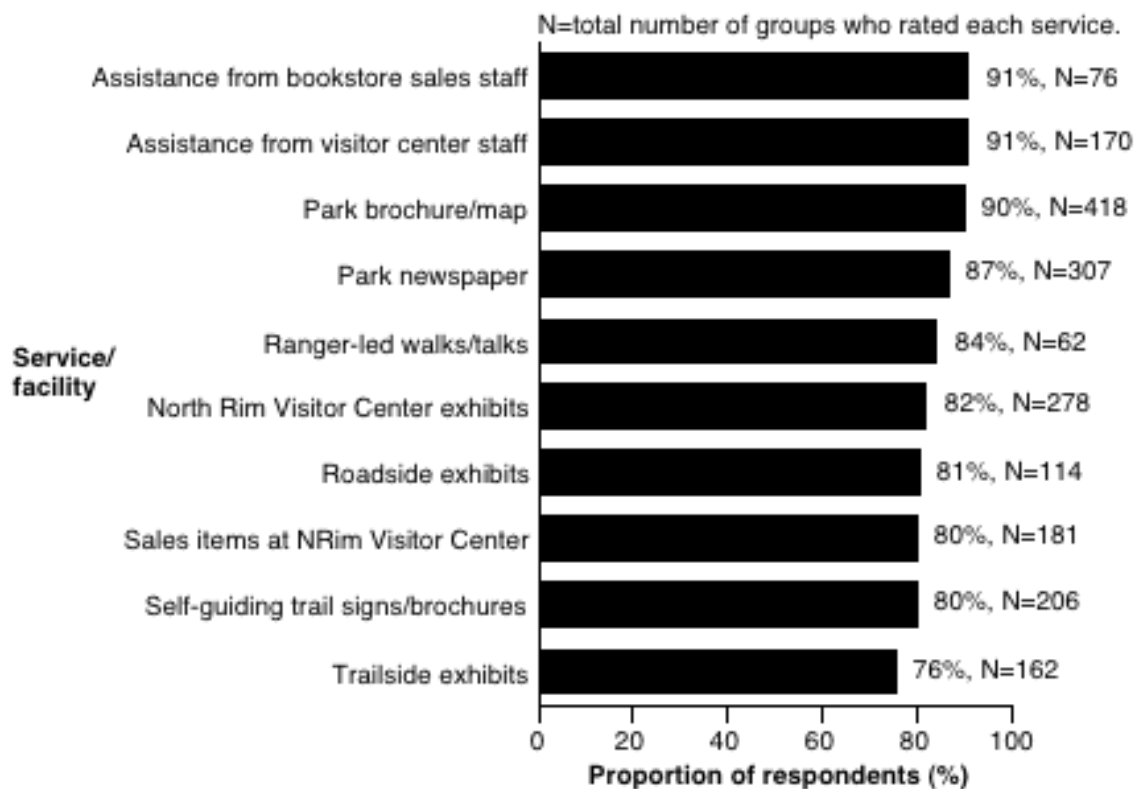


Figure 72: Combined proportions of "very good" and "good" quality ratings for information services and facilities

Visitor services and facilities: use, importance and quality

Visitor groups were asked to note the visitor services and facilities they used during this visit to Grand Canyon NP. The most used services and facilities included restrooms (94%), roads (94%), North Rim in-park directional signs (92%), parking areas (82%), and trails (64%), as shown in Figure 73. The least used service was access for disabled persons (3%).

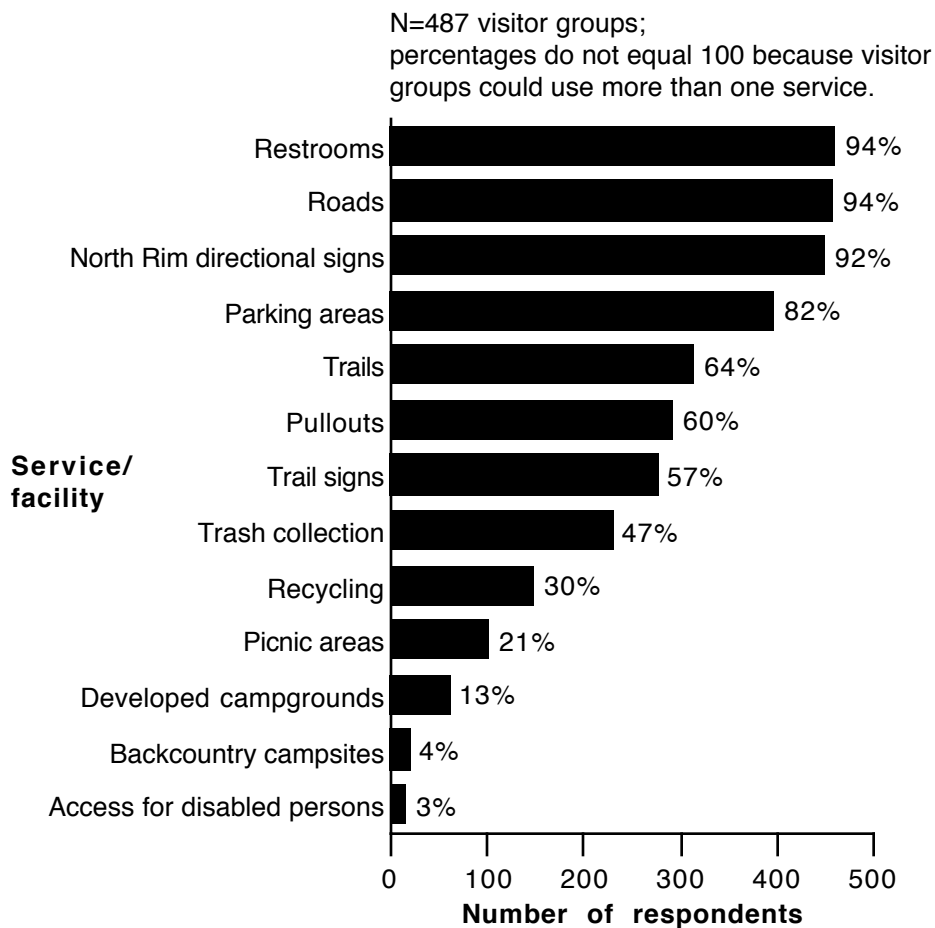


Figure 73: Visitor services and facilities used

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 74 and 75 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 76-88 show the importance ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of “extremely important” or “very important” ratings included trails (95%), trail signs (94%), restrooms (93%) and roads (93%). The highest proportion of “not important” ratings was for picnic areas, roads and developed campgrounds (each 2%).

Figures 89-101 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 roads (90%), trails (90%), North Rim in-park directional signs (87%), and trash collection (87%). The highest proportion of “very poor” ratings was for developed campgrounds and restrooms (each 2%).

Figure 102 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

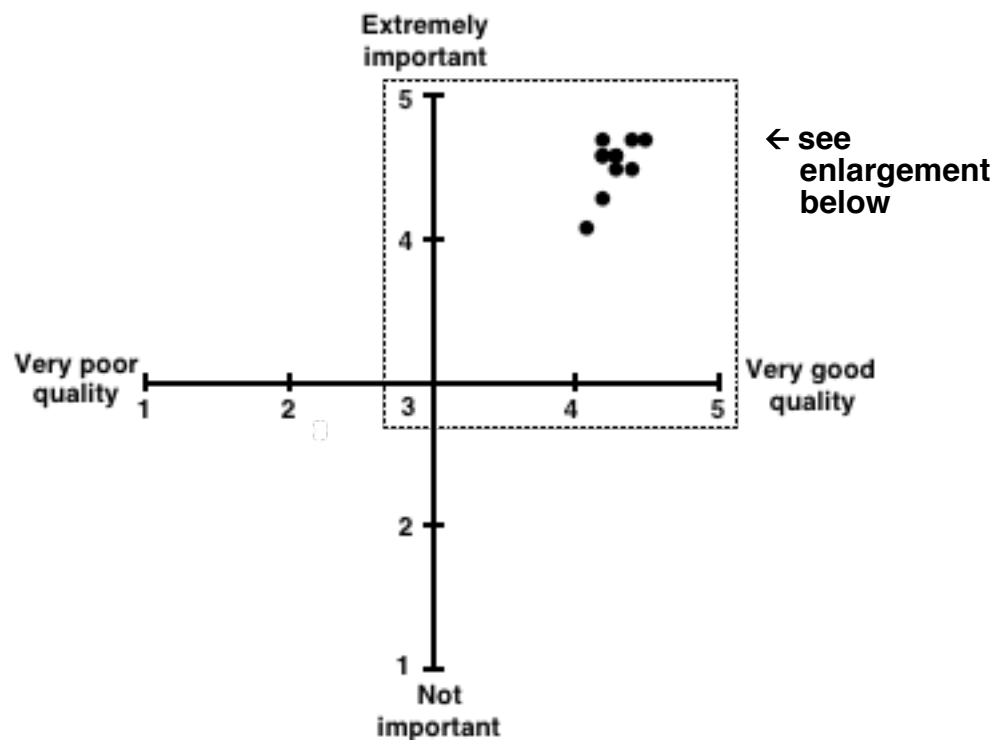


Figure 74: Average ratings of visitor service importance and quality

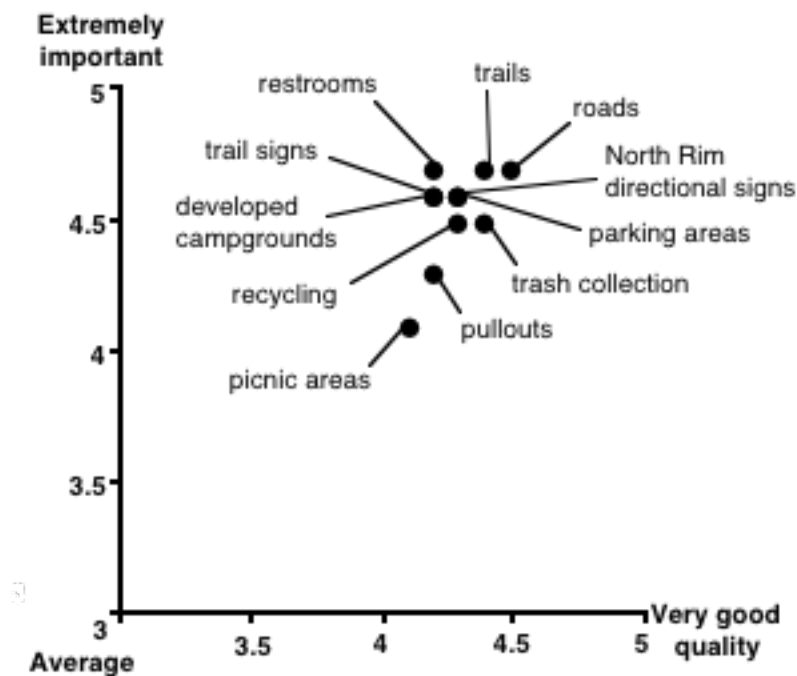


Figure 75: Detail of Figure 74

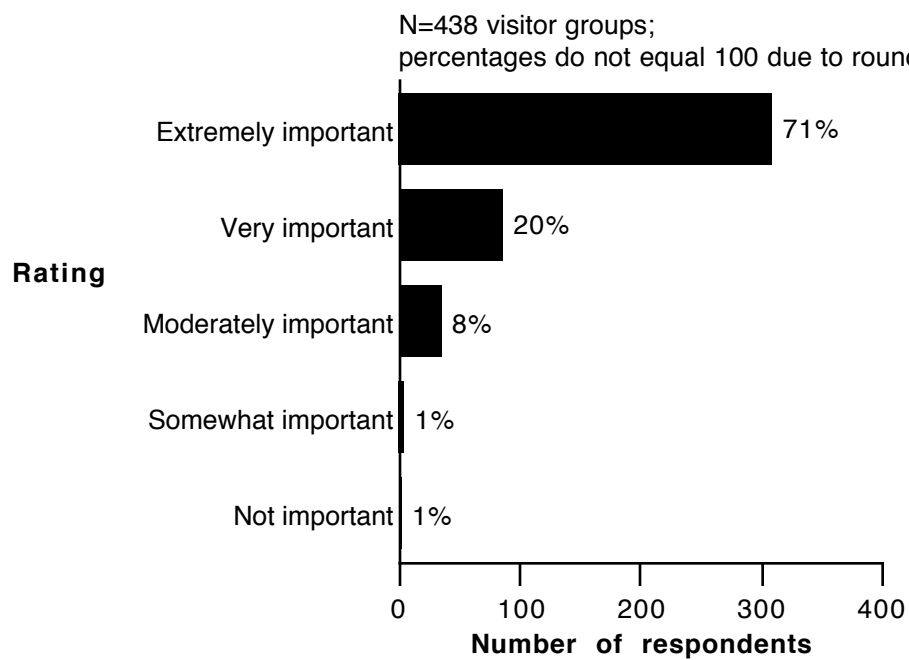


Figure 76: Importance of North Rim directional signs (in park)

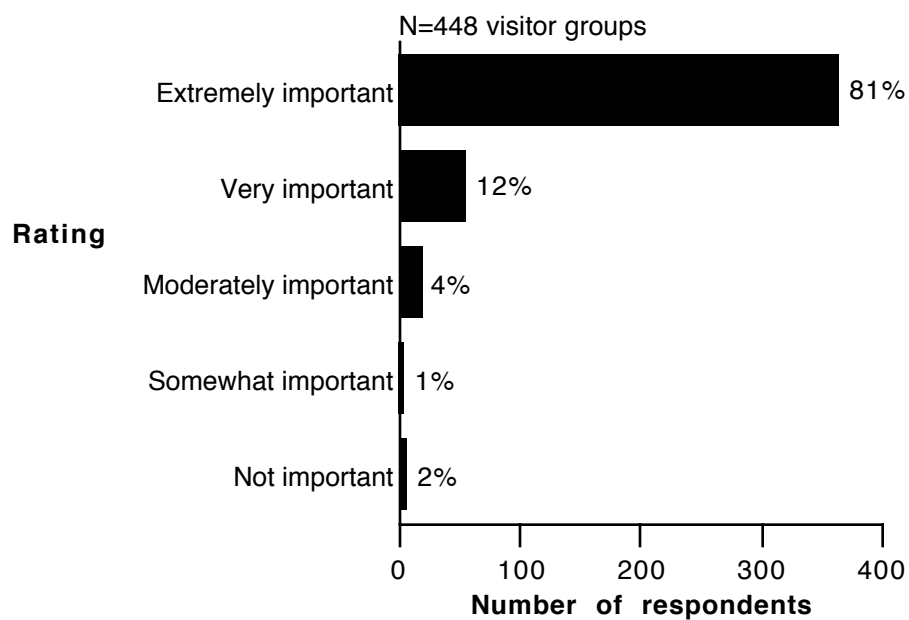
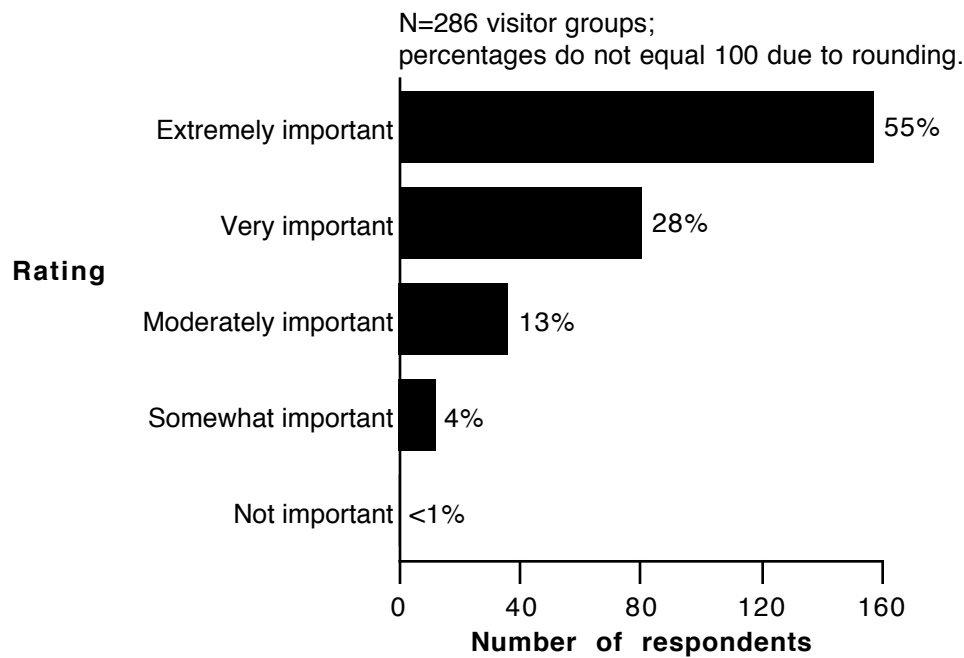
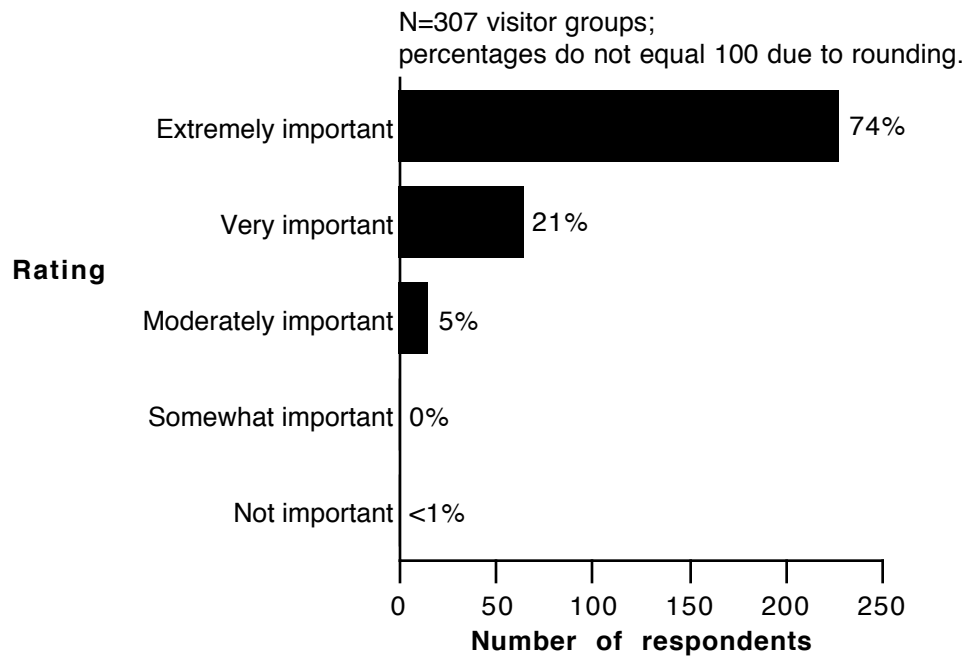


Figure 77: Importance of roads

**Figure 78: Importance of pullouts****Figure 79: Importance of trails**

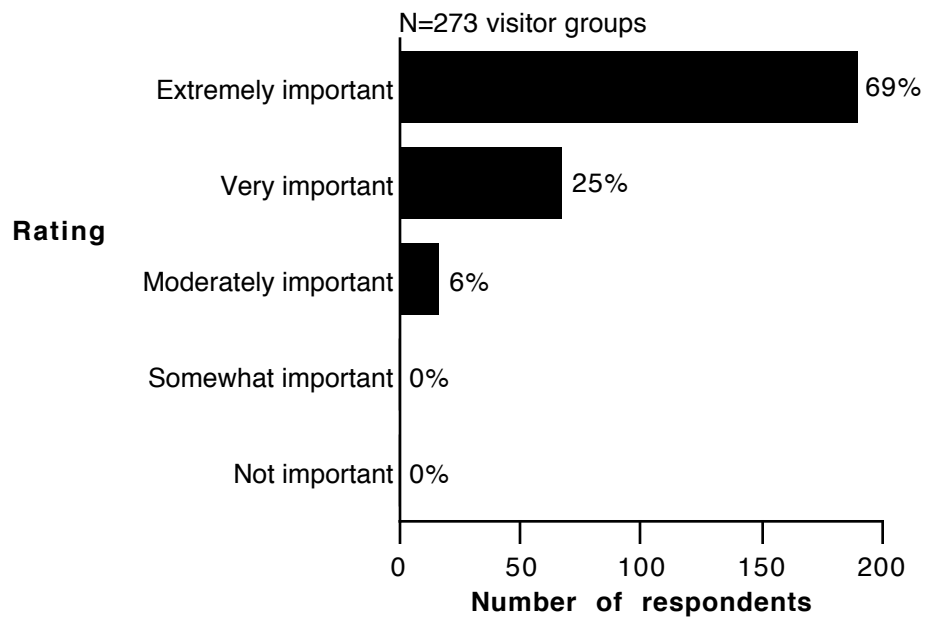


Figure 80: Importance of trail signs

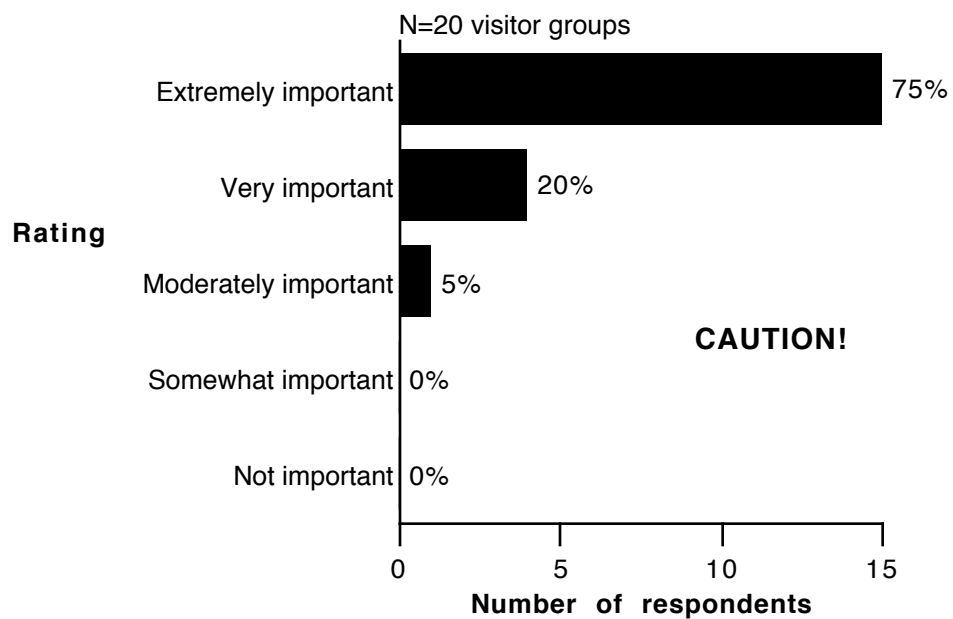


Figure 81: Importance of backcountry campsites

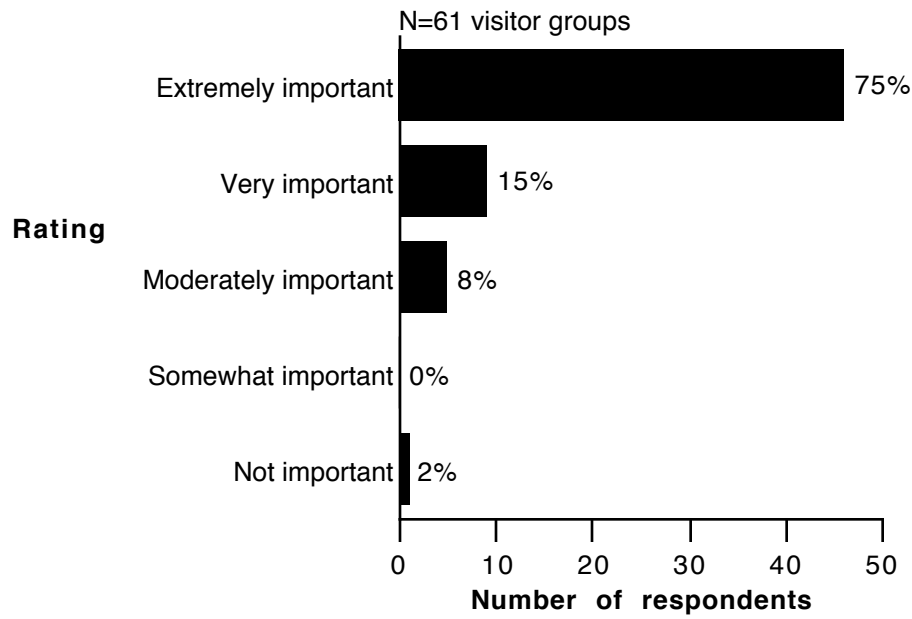


Figure 82: Importance of developed campgrounds

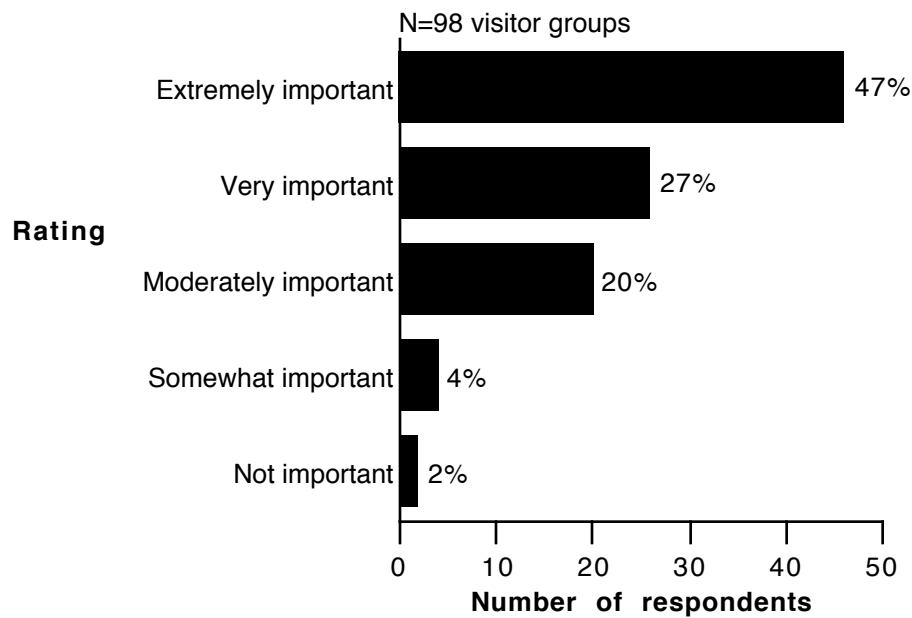


Figure 83: Importance of picnic areas

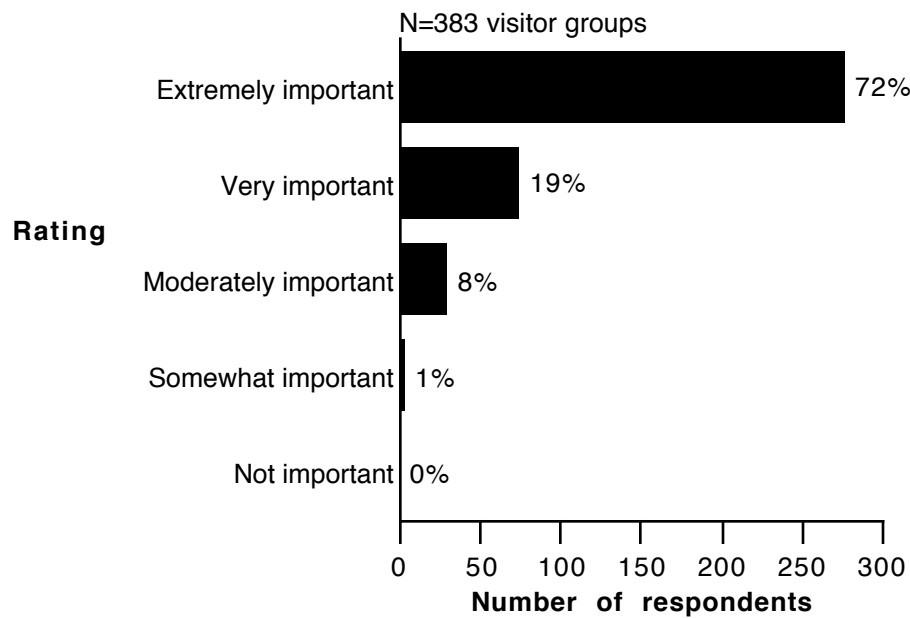


Figure 84: Importance of parking areas

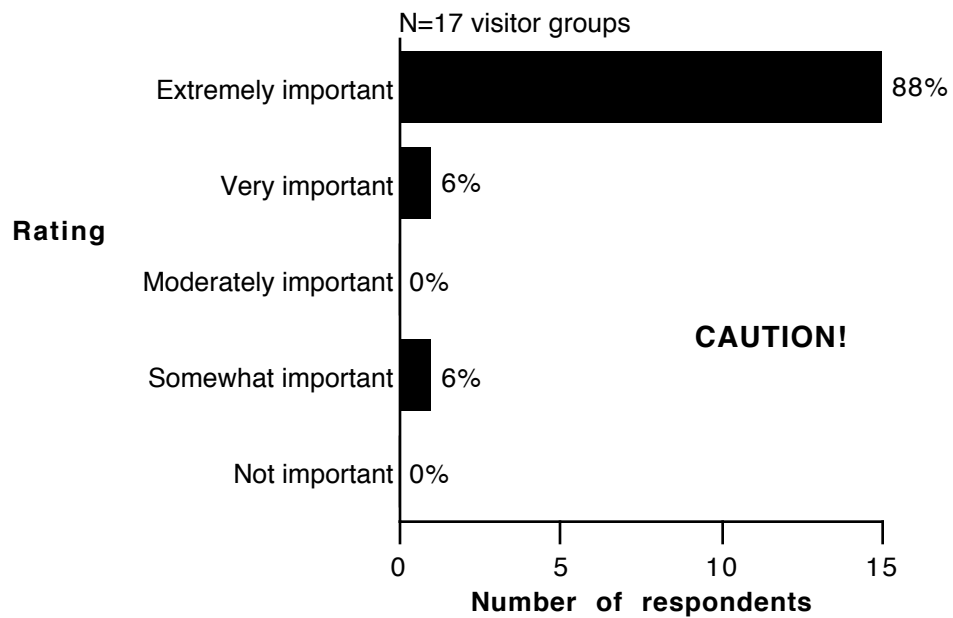


Figure 85: Importance of access for disabled persons

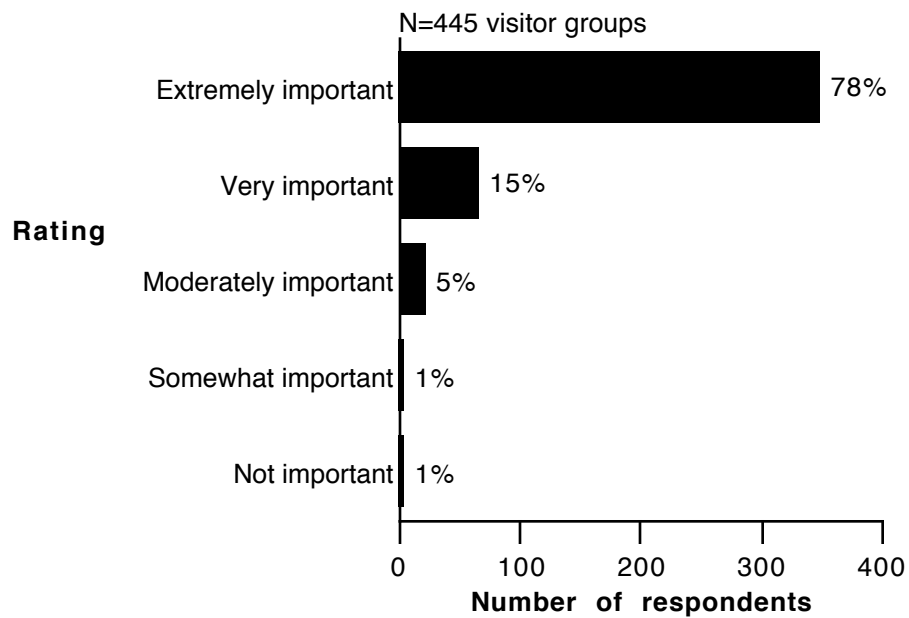


Figure 86: Importance of restrooms

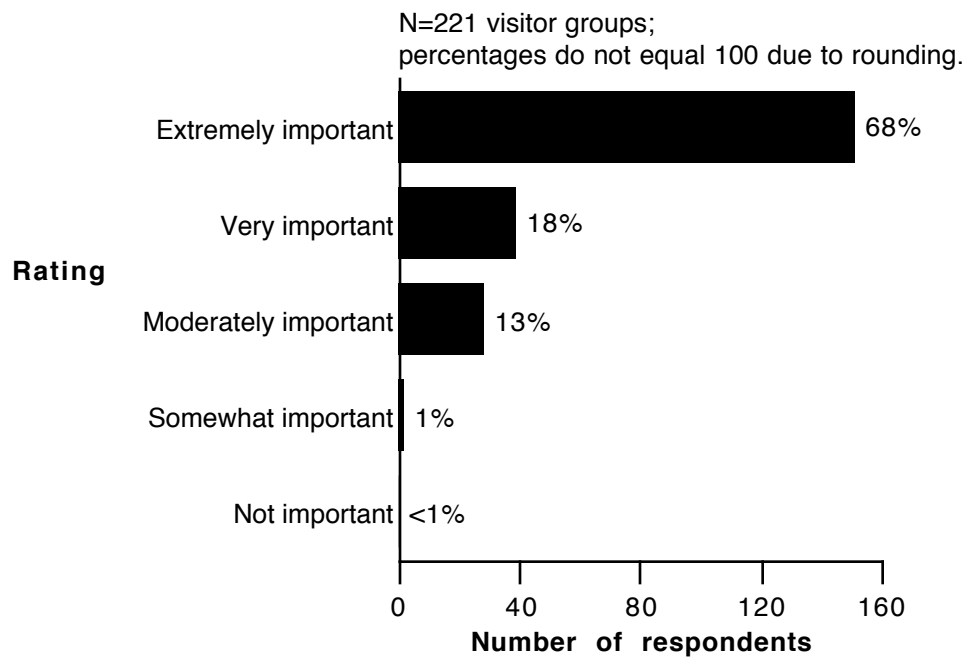


Figure 87: Importance of trash collection

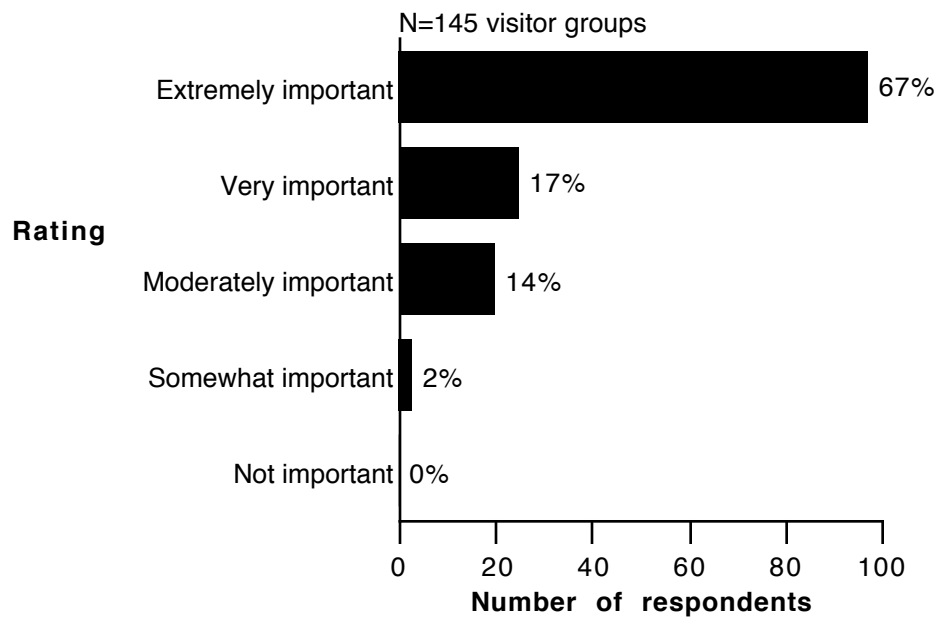


Figure 88: Importance of recycling

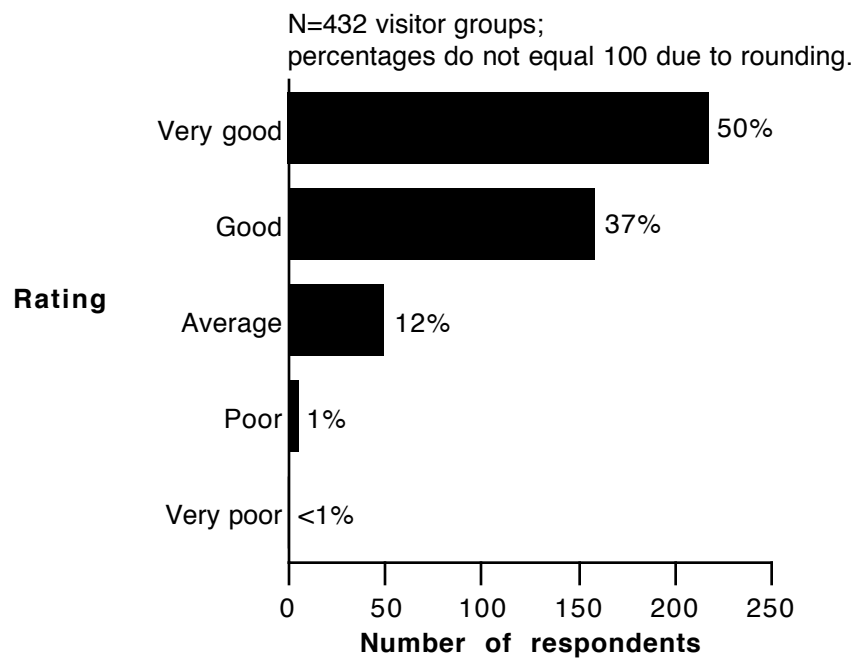
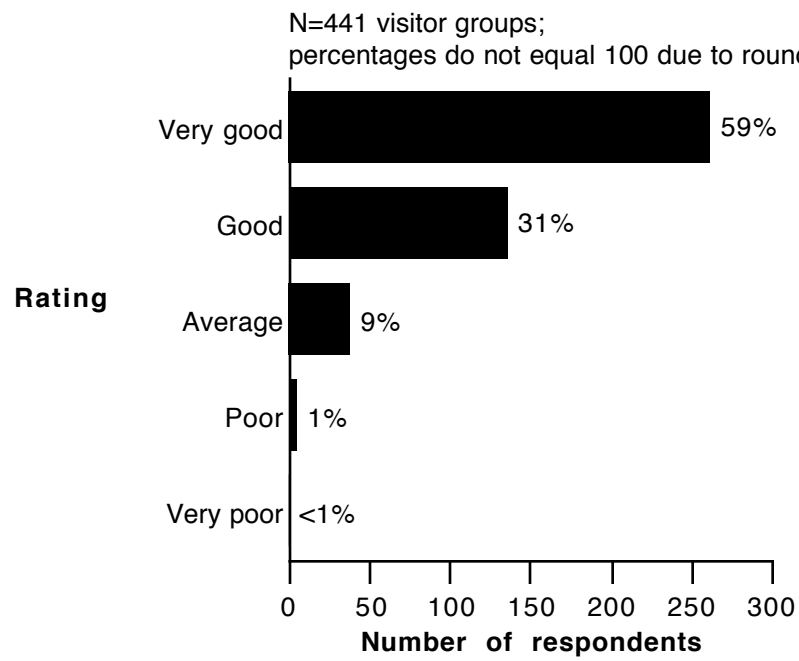
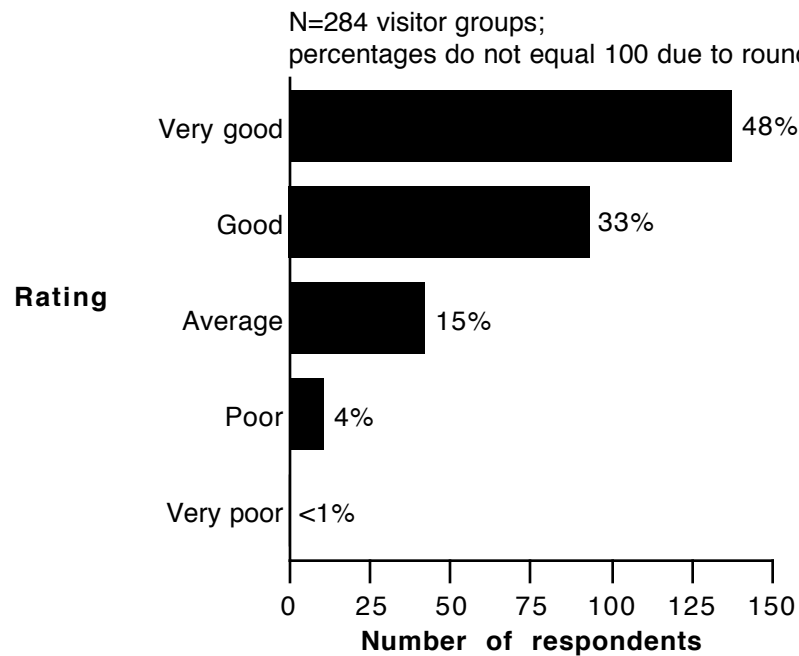
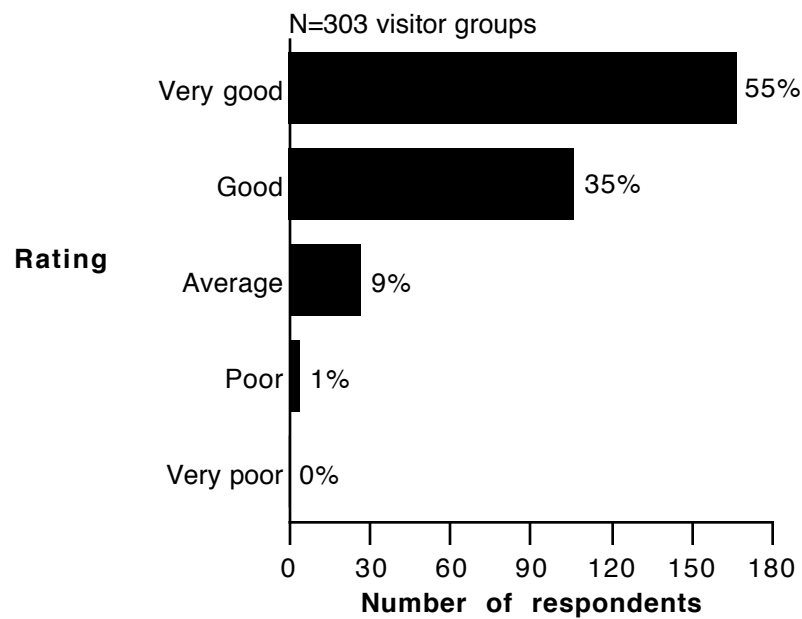
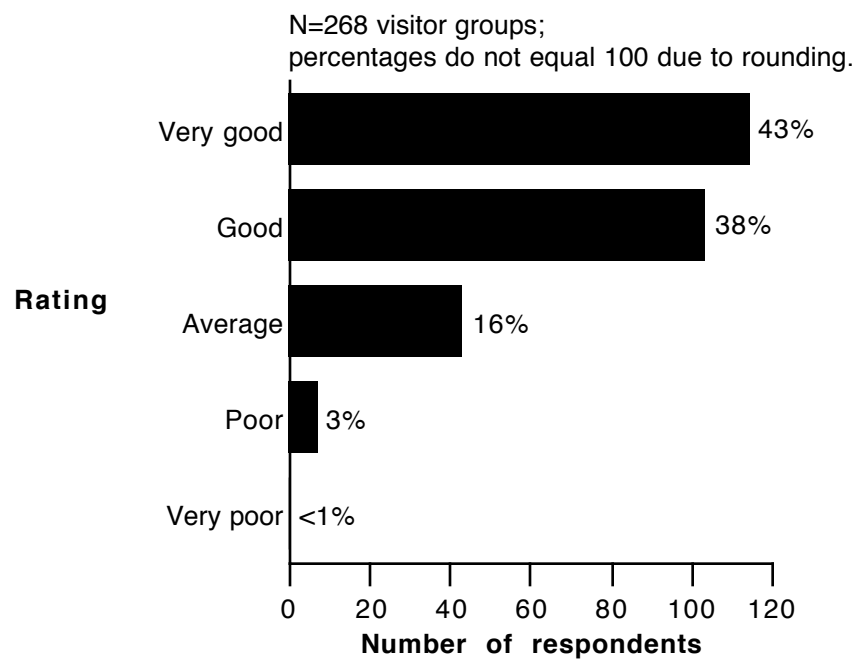


Figure 89: Quality of North Rim directional signs (in park)

**Figure 90: Quality of roads****Figure 91: Quality of pullouts**

**Figure 92: Quality of trails****Figure 93: Quality of trail signs**

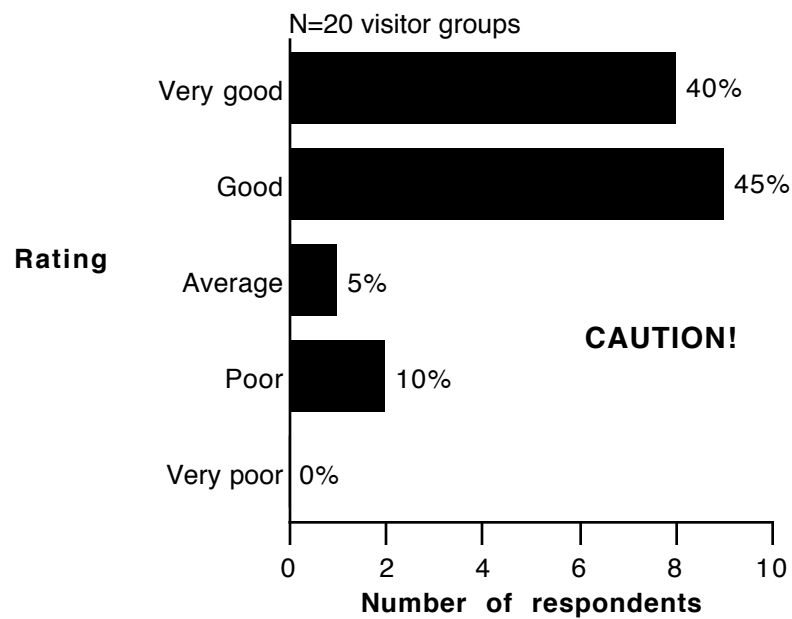


Figure 94: Quality of backcountry campsites

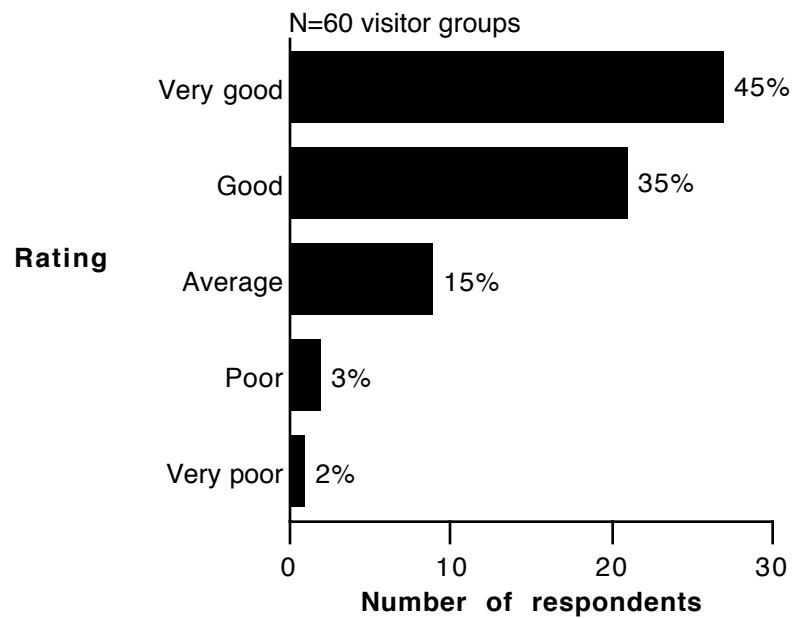
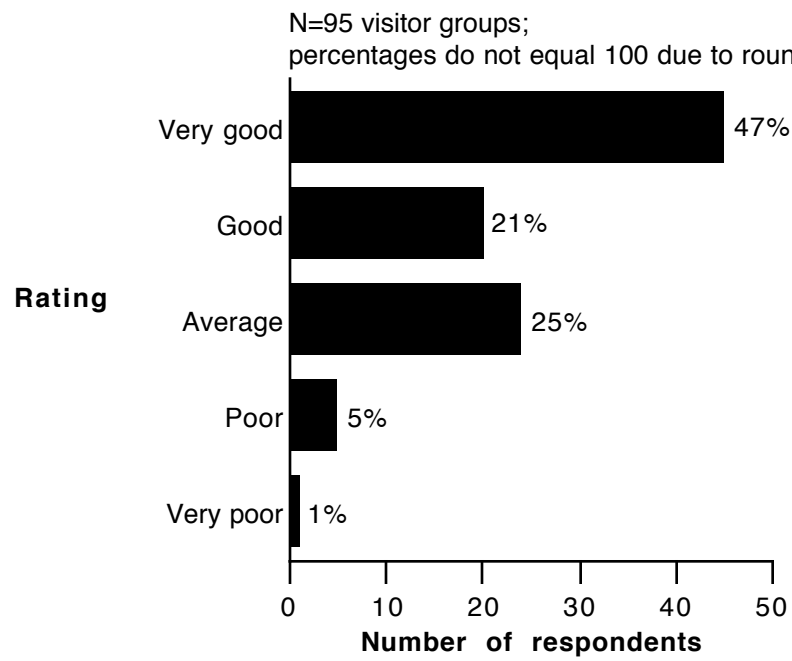
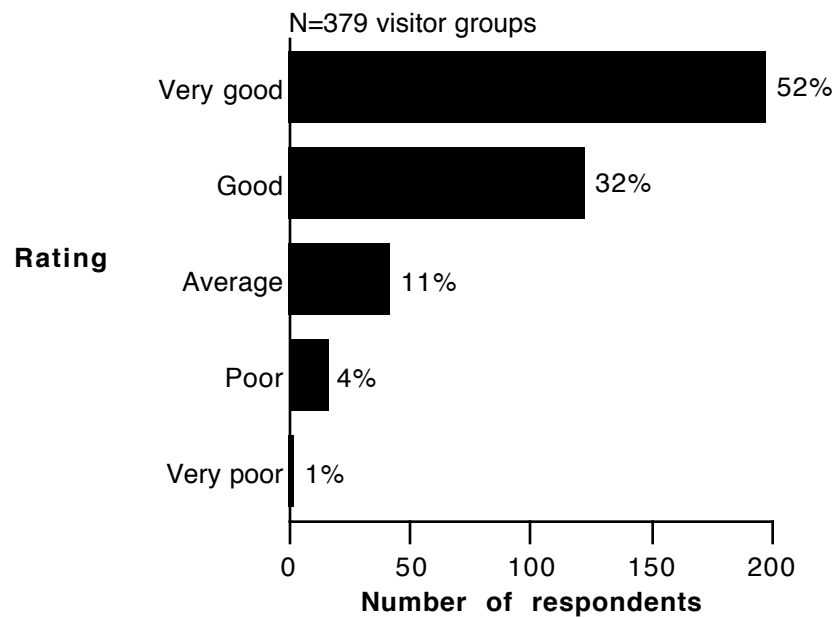


Figure 95: Quality of developed campgrounds

**Figure 96: Quality of picnic areas****Figure 97: Quality of parking areas**

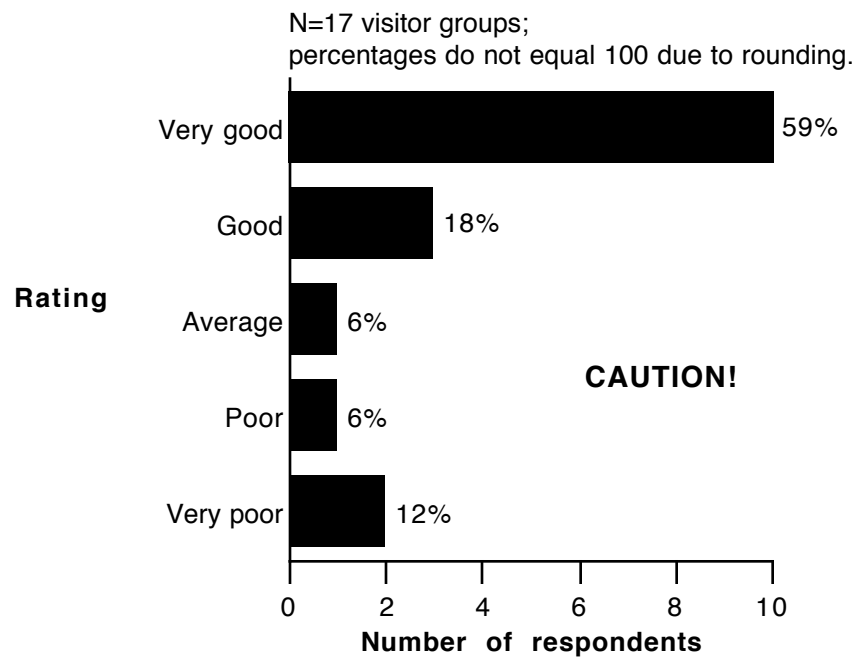


Figure 98: Quality of access for disabled persons

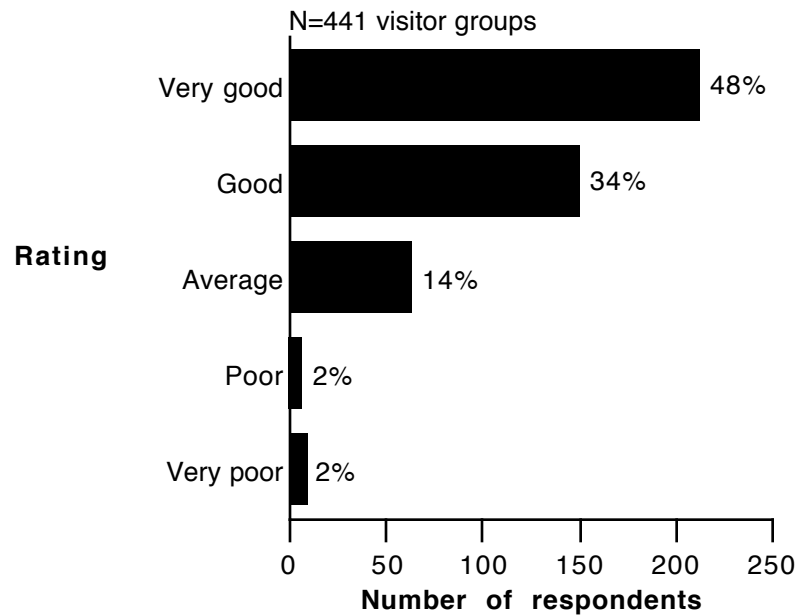
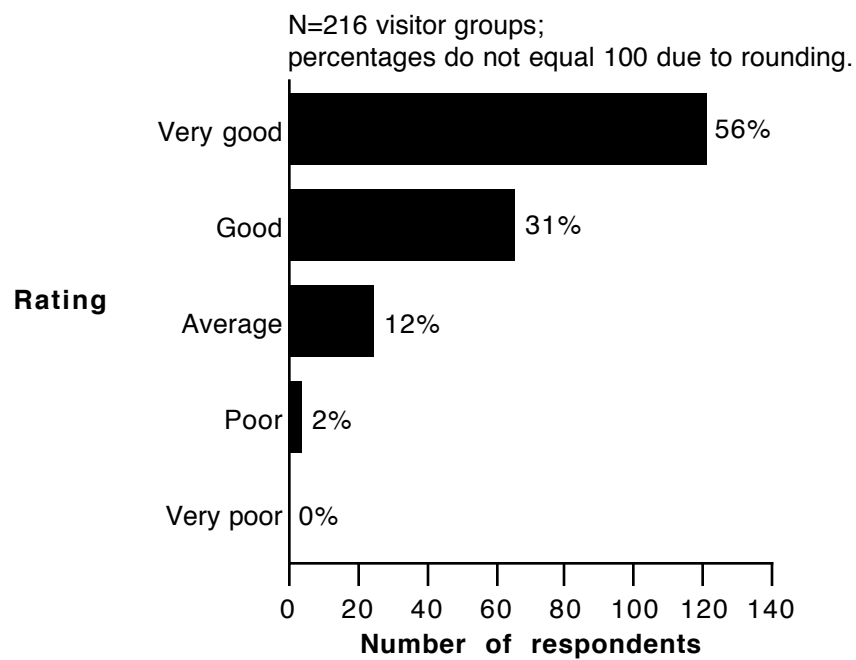
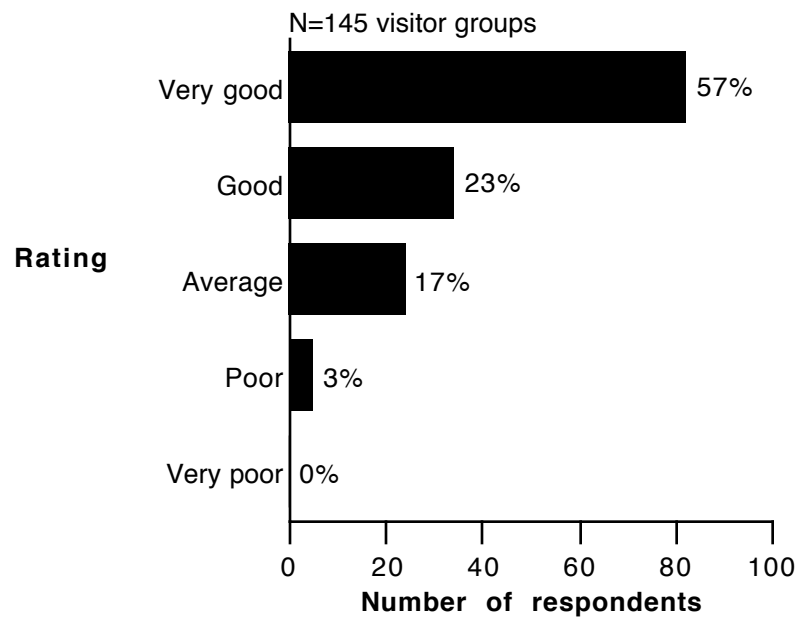


Figure 99: Quality of restrooms

**Figure 100: Quality of trash collection****Figure 101: Quality of recycling**

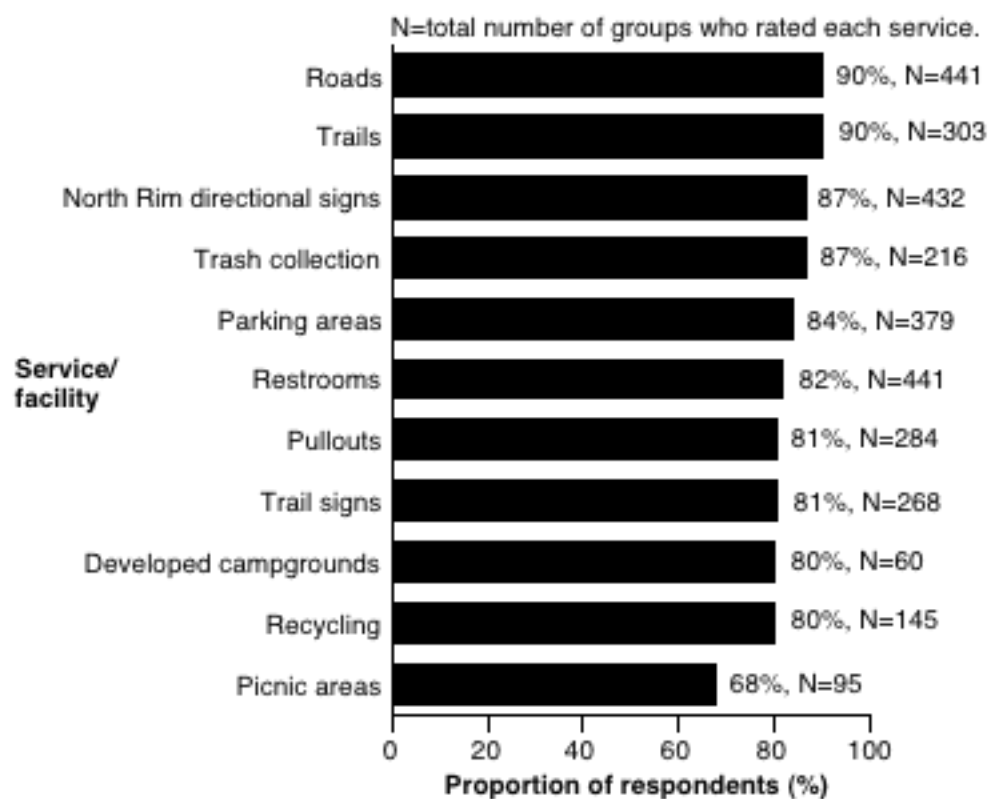


Figure 102: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

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 (80%), restaurants (59%), and assistance from concession staff (25%), as shown in Figure 103. The least used service was the mule/horse rides (6%).

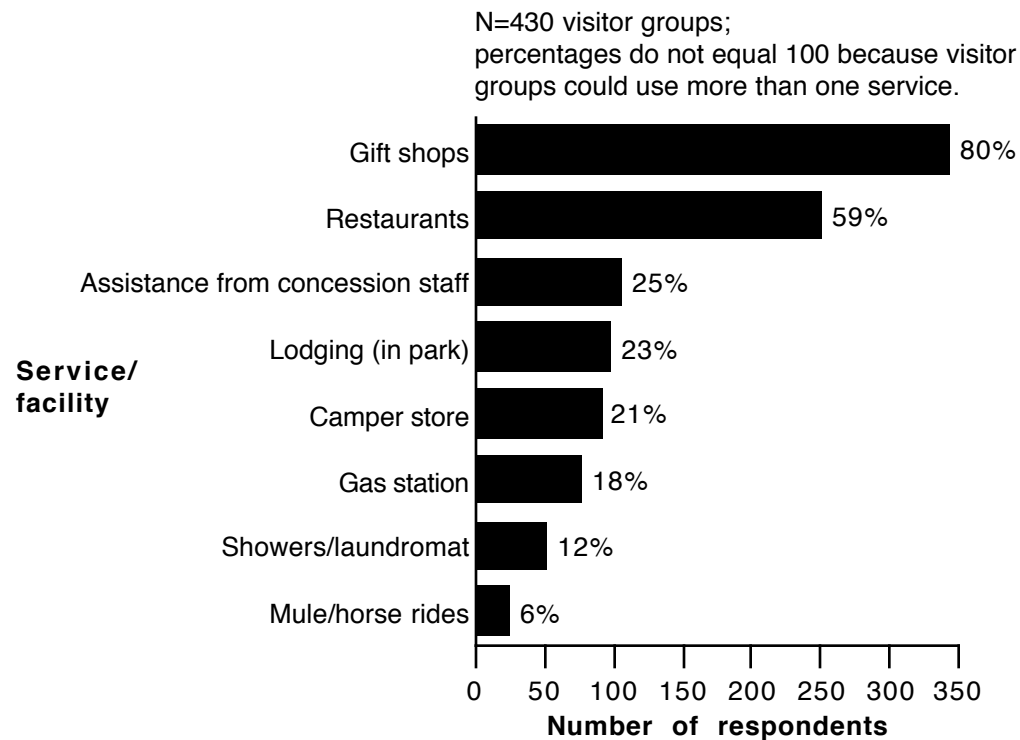


Figure 103: Commercial concession services and facilities used

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 104 and 105 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: mule/horse rides were not rated by enough visitor groups to provide reliable data.

Figures 106-113 show the importance ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of “extremely important” or “very important” ratings included lodging (96%), gas station (86%), and restaurants (82%). The highest proportion of “not important” ratings was for gift shops (4%).

Figures 114-121 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 camper store (86%), gift shops (79%) and assistance from concession staff (77%). The highest proportion of “very poor” ratings were for the gas station (12%).

Figure 122 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

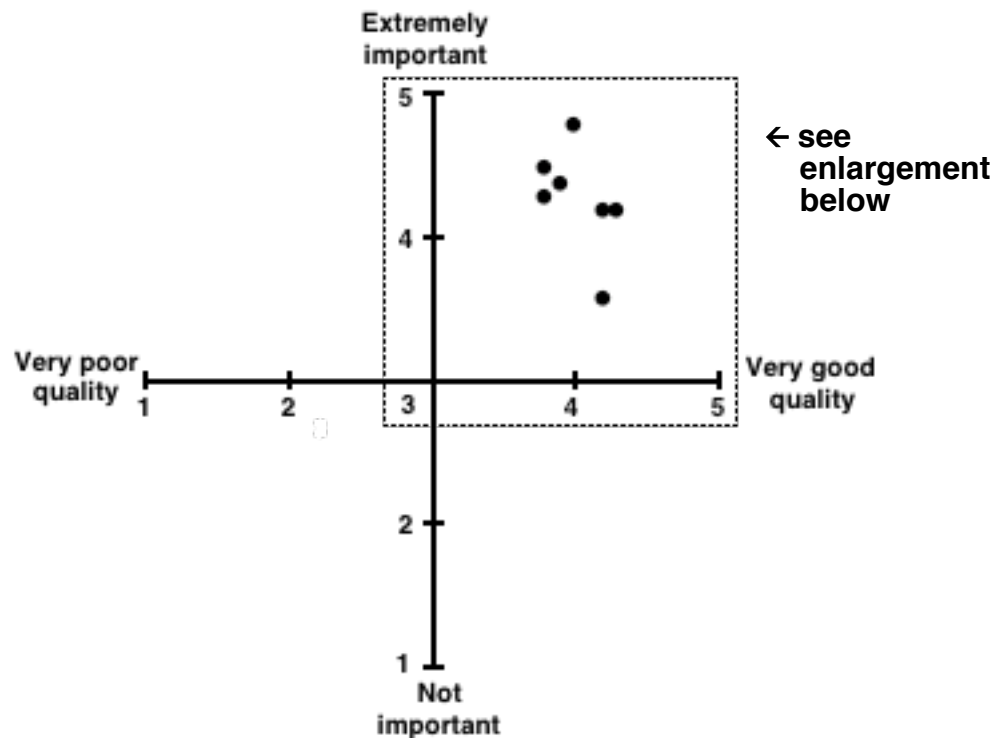


Figure 104: Average ratings of commercial concession service importance and quality

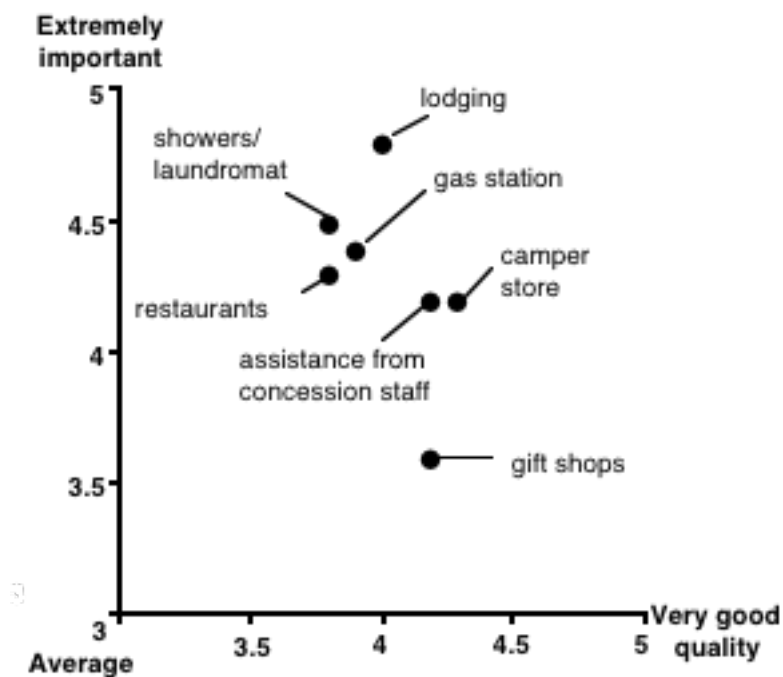


Figure 105: Detail of Figure 104

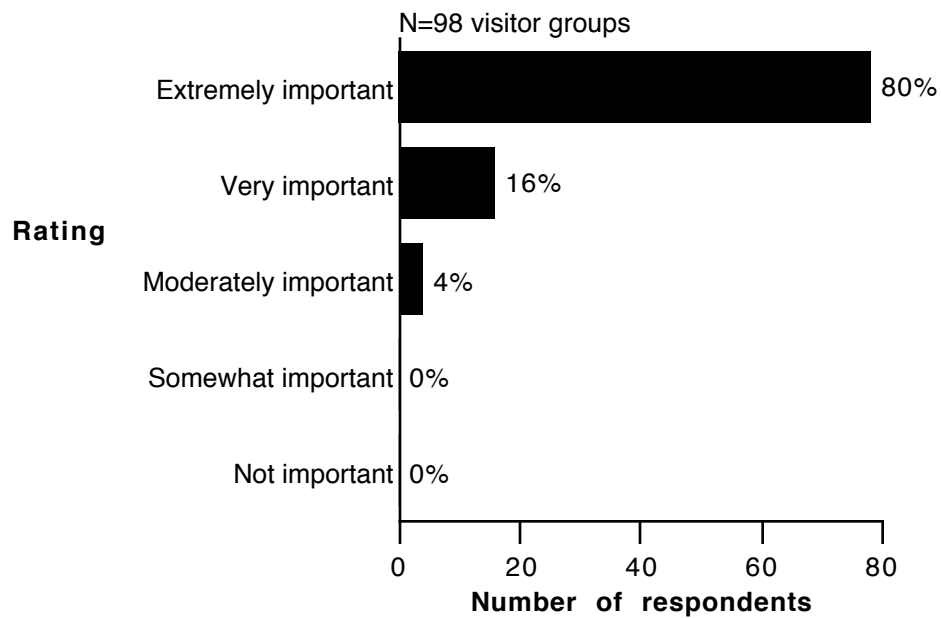


Figure 106: Importance of lodging (in park)

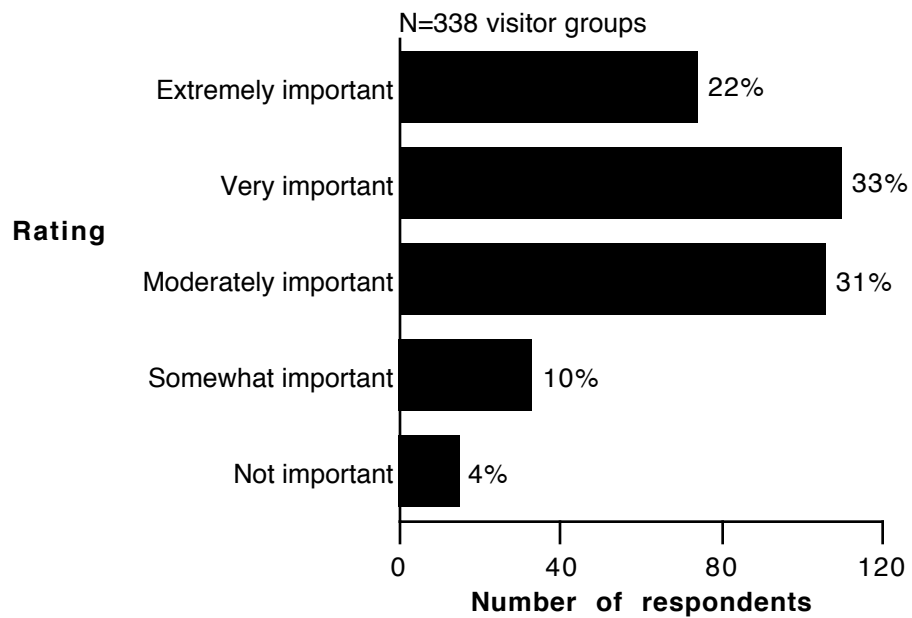
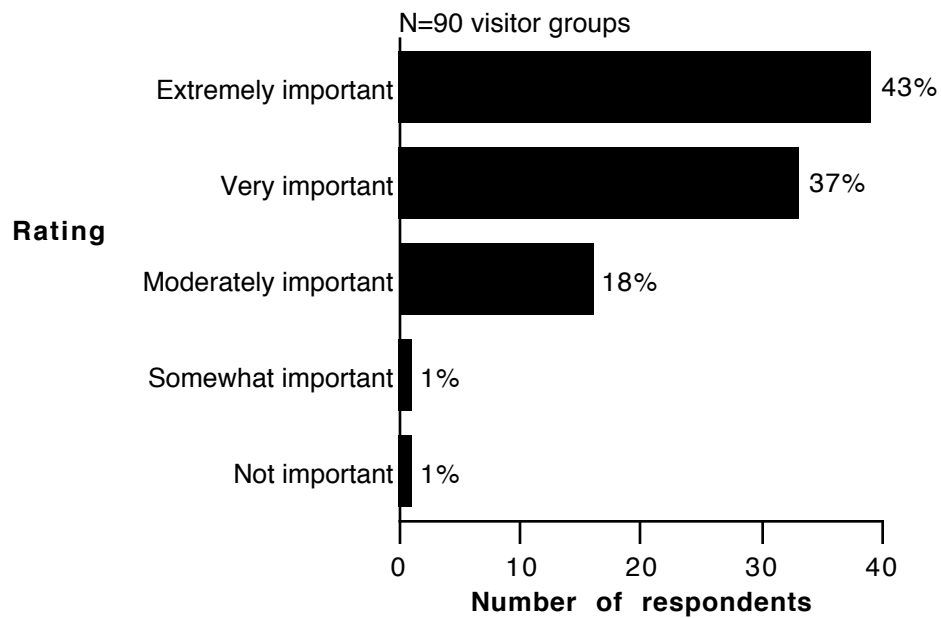
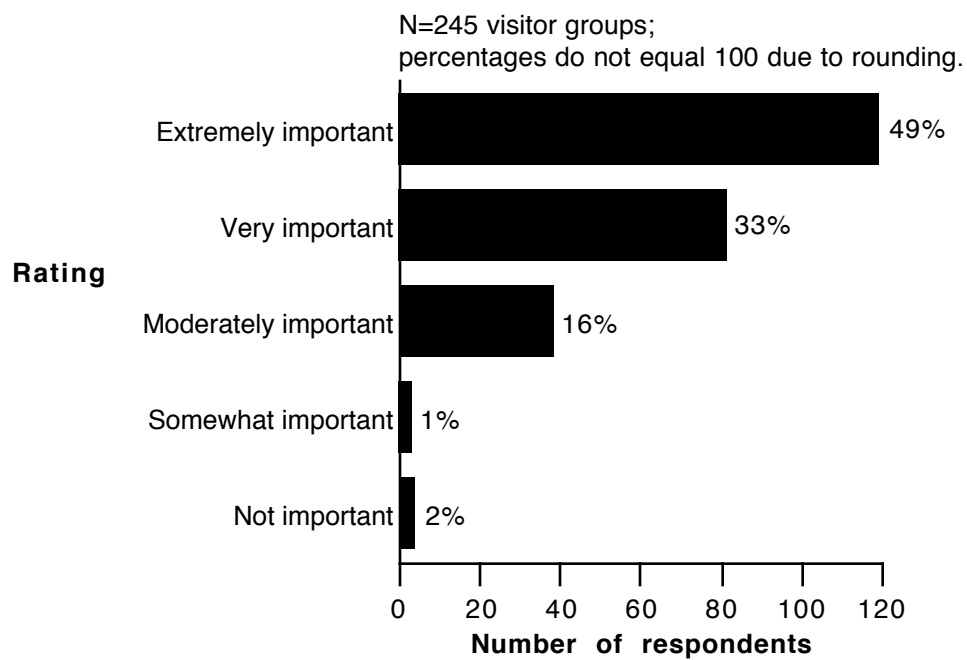
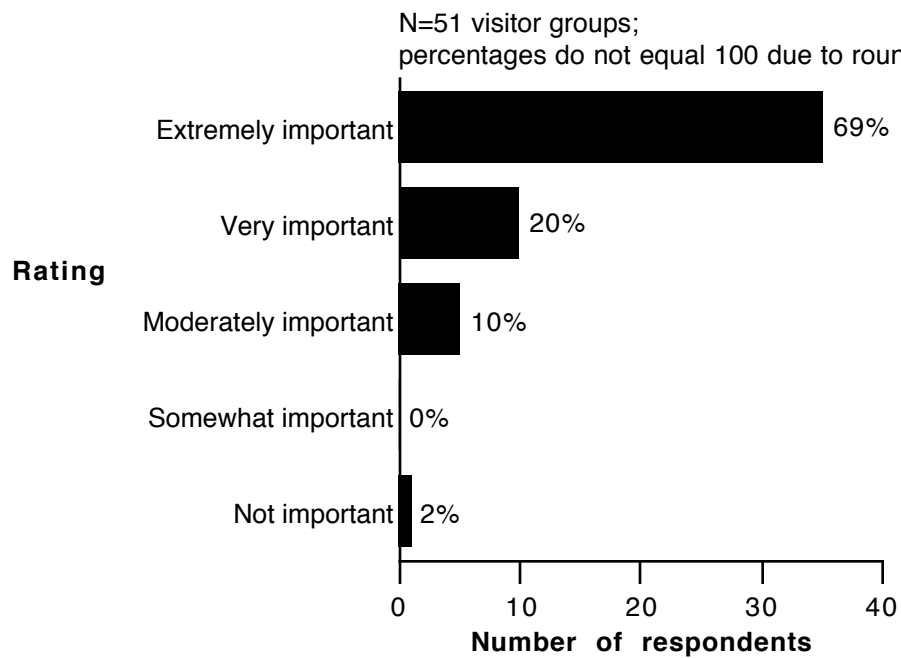
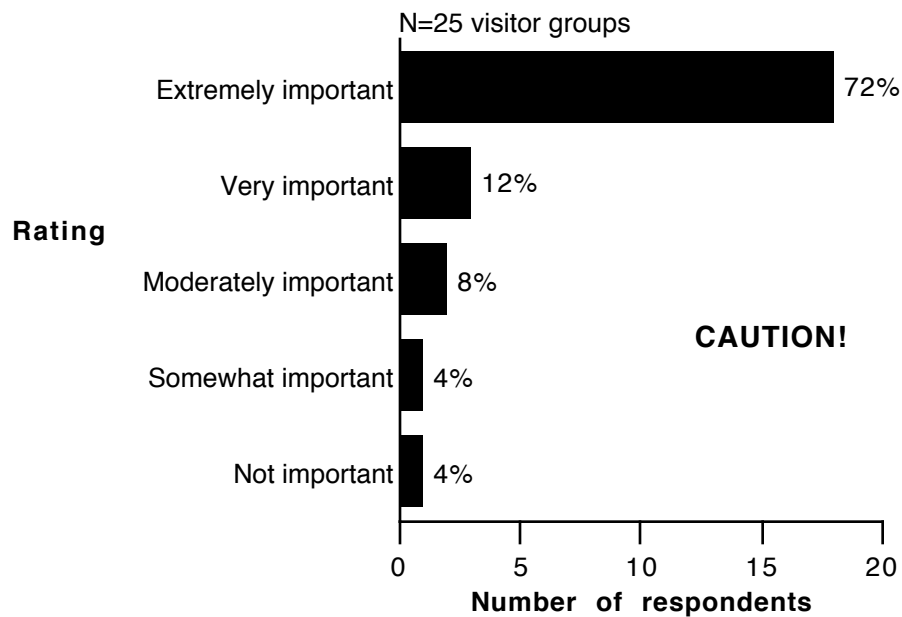


Figure 107: Importance of gift shops

**Figure 108: Importance of camper store****Figure 109: Importance of restaurants**

**Figure 110: Importance of showers/laundromat****Figure 111: Importance of mule/horse rides**

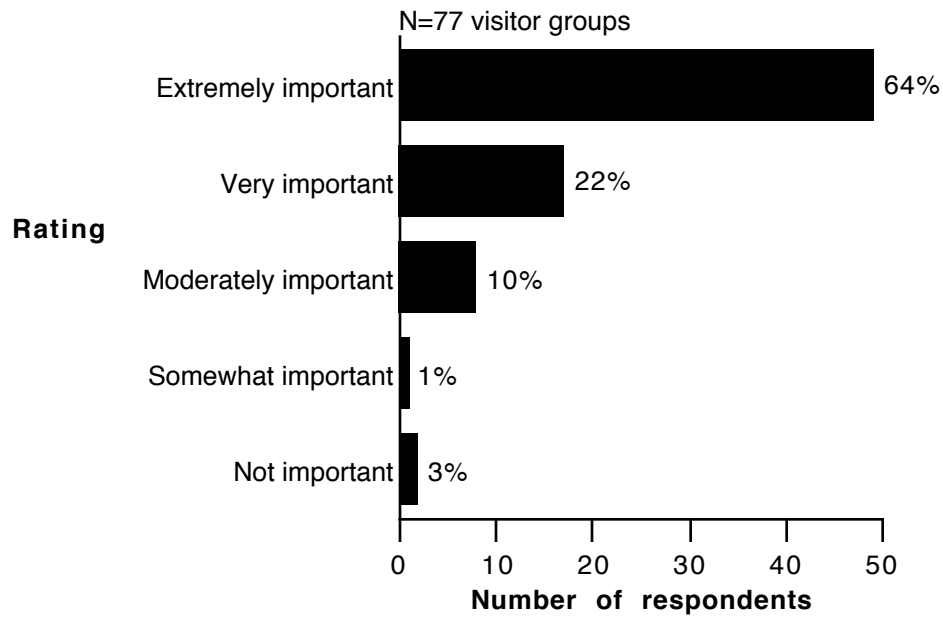


Figure 112: Importance of gas station

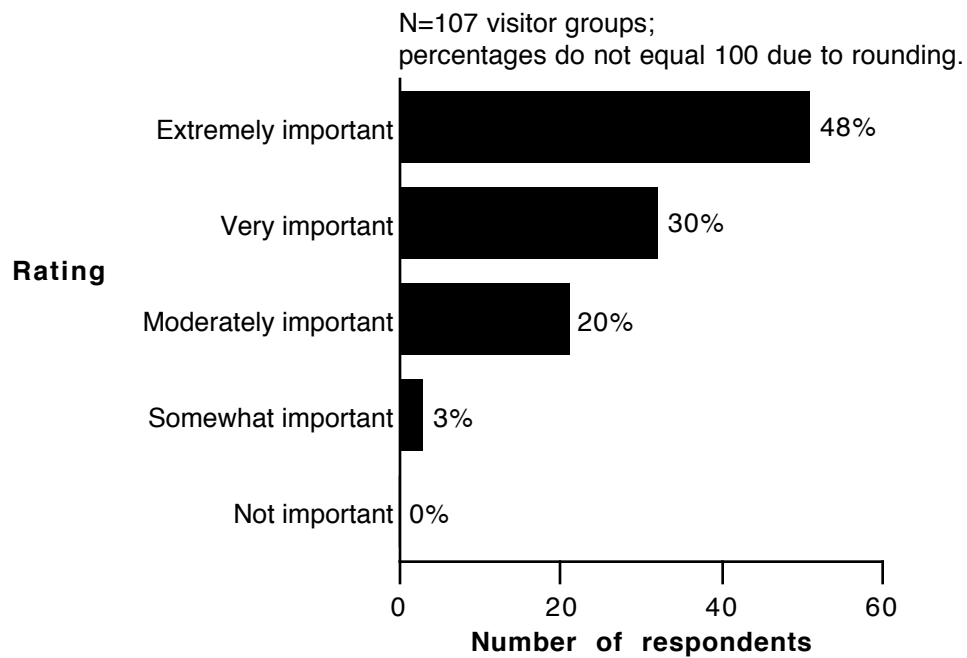


Figure 113: Importance of assistance from concession staff

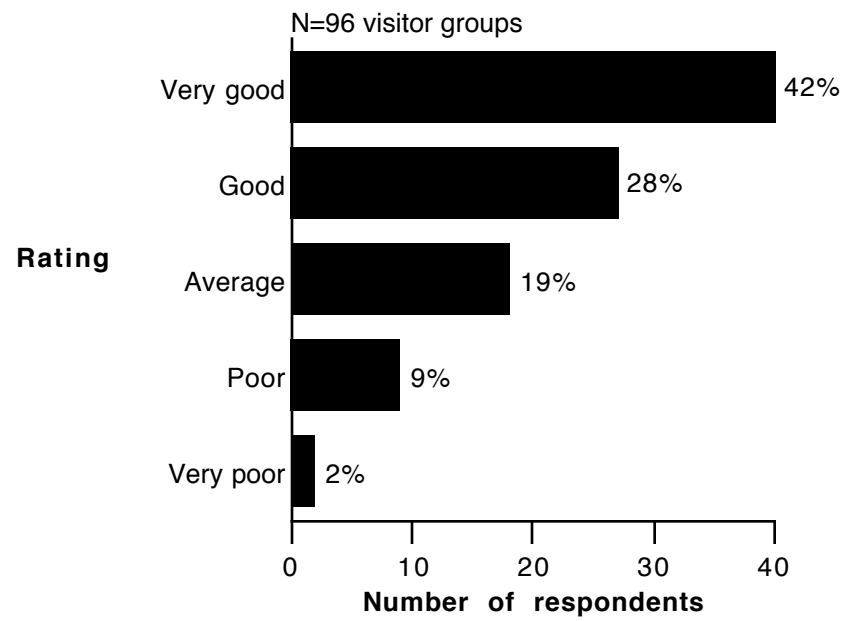


Figure 114: Quality of lodging (in park)

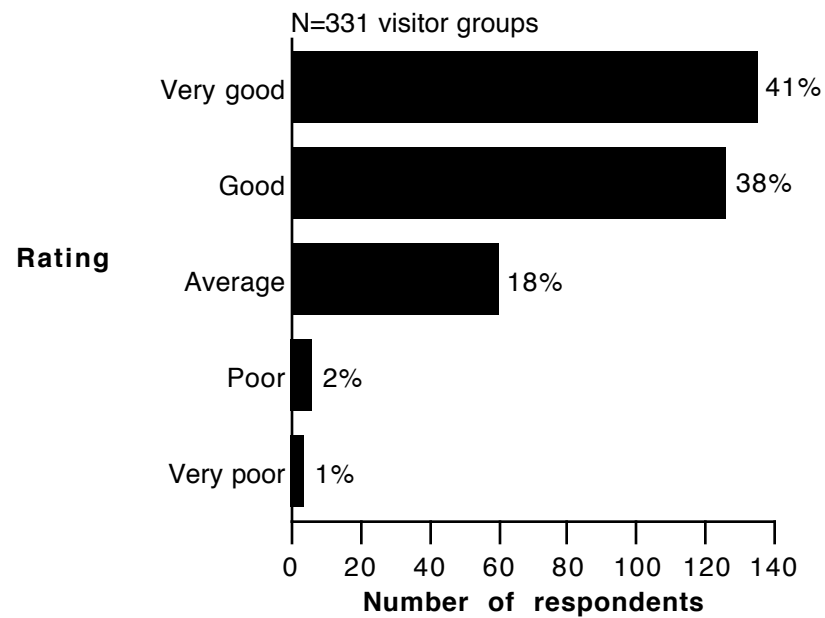


Figure 115: Quality of gift shops

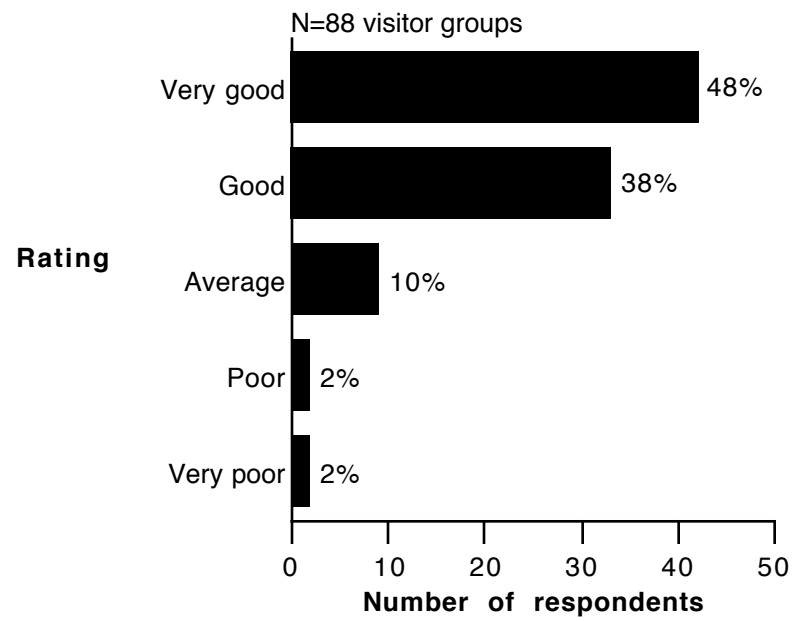


Figure 116: Quality of camper store

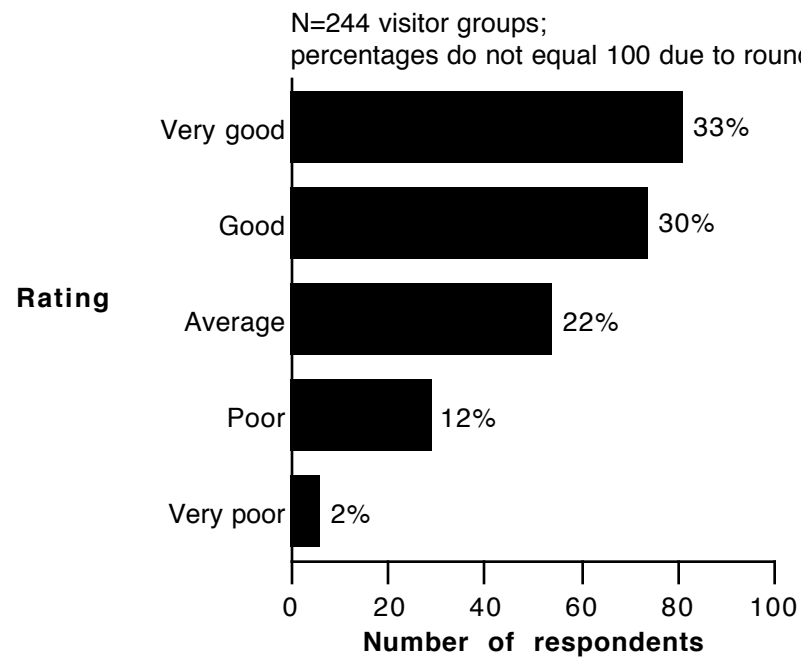


Figure 117: Quality of restaurants

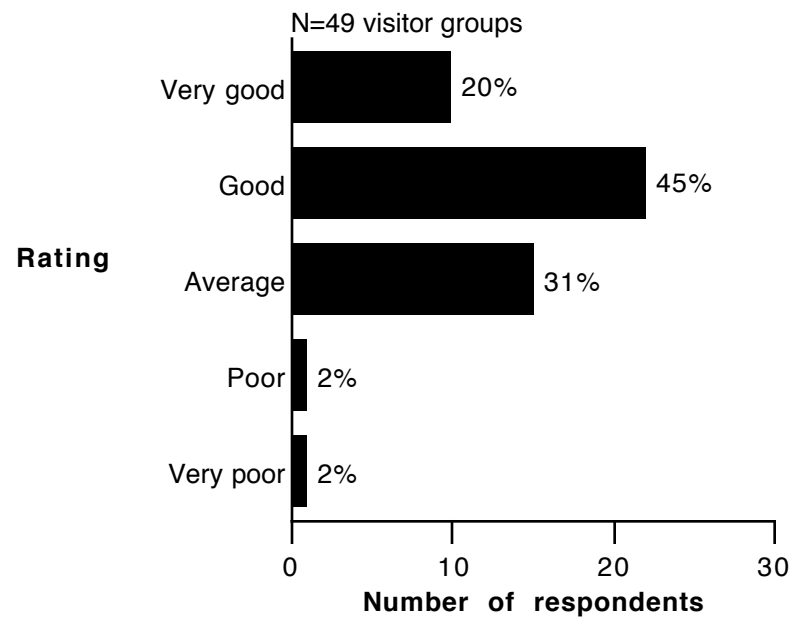


Figure 118: Quality of showers/laundromat

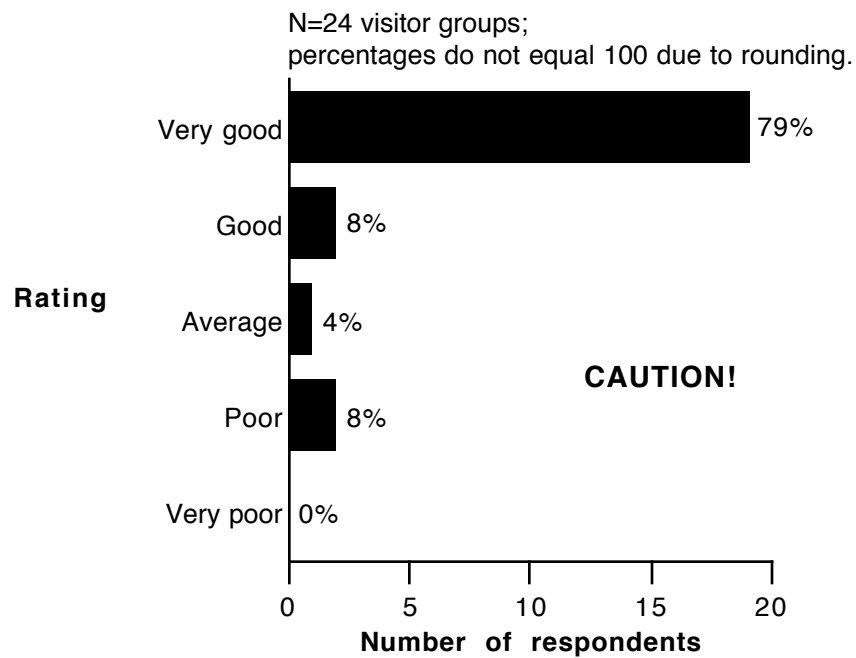
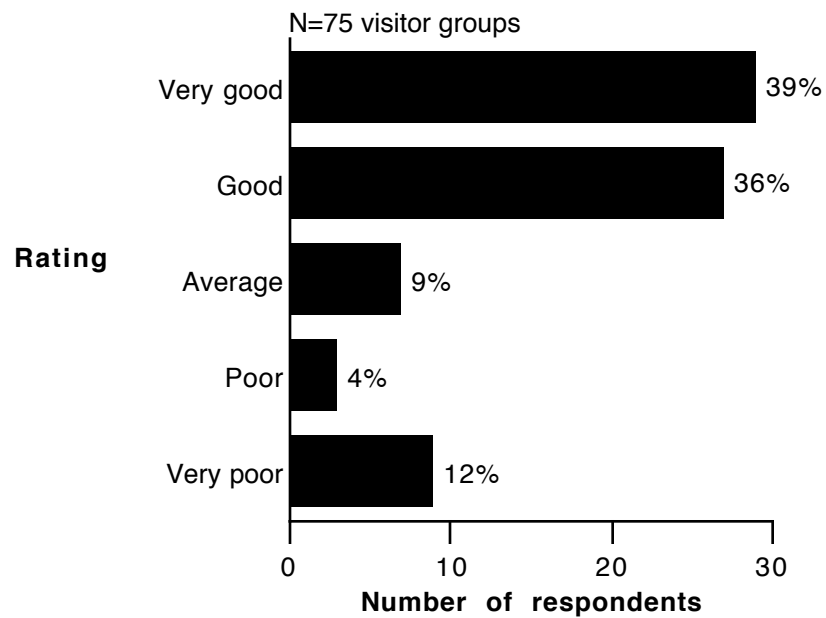
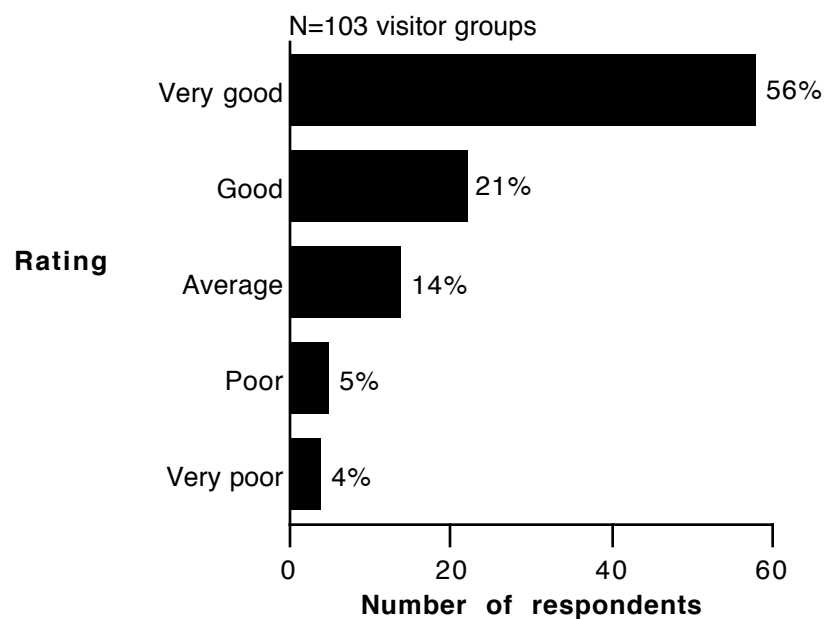


Figure 119: Quality of mule/horse rides

**Figure 120: Quality of gas station****Figure 121: Quality of assistance from concession staff**

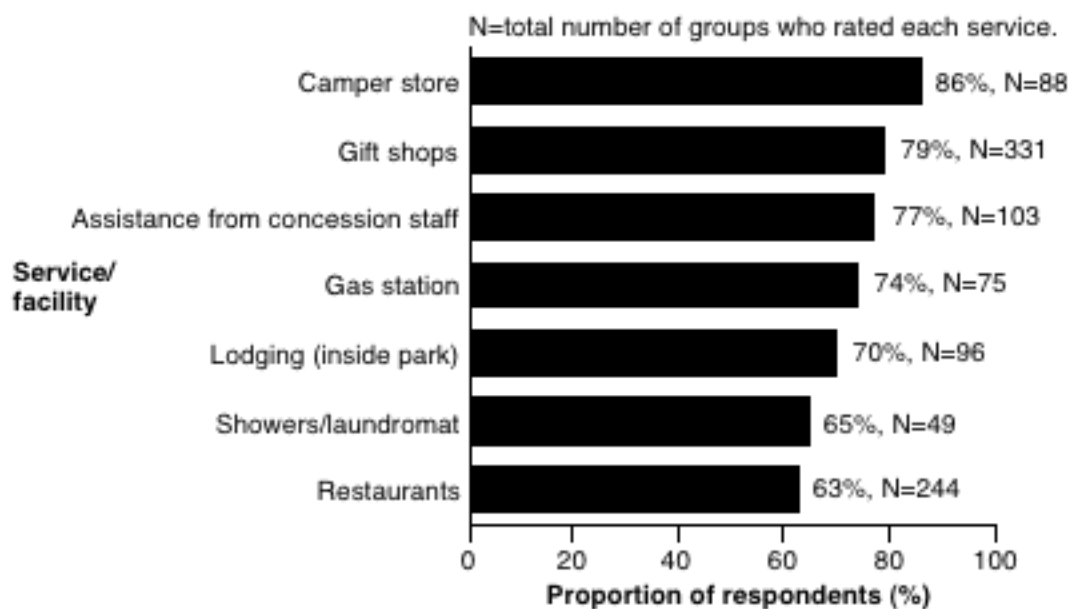


Figure 122: Combined proportions of "very good" and "good" ratings for commercial concession services and facilities

Total expenditures

Visitor groups were asked to list the amount of money they had spent on this visit, both in Grand Canyon NP—North Rim and in the surrounding area including Jacob Lake, Fredonia and Kanab. 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: Fifty-four percent of visitors spent up to \$200 in total expenditures in the Grand Canyon NP—North Rim area, including Jacob Lake, Kanab and Fredonia (see Figure 123). Fourteen percent spent \$601 or more. Of the total expenditures by groups, 26% was for hotels, motels, cabins, etc., 22% was for restaurants and bars, and 17% was for all other purchases (see Figure 124).

The average visitor group expenditure during this visit was \$312. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$180. The average per capita expenditure was \$101.

In addition, visitors were asked to indicate how many adults (18 years and older) and children (under 18 years) were covered by the expenditures. Figure 125 shows that 69% of the visitor groups had two adults included in the expenditures. Figure 126 show that 59% of the visitor groups had one or two children under 18 years of age; 18% were not traveling with children.

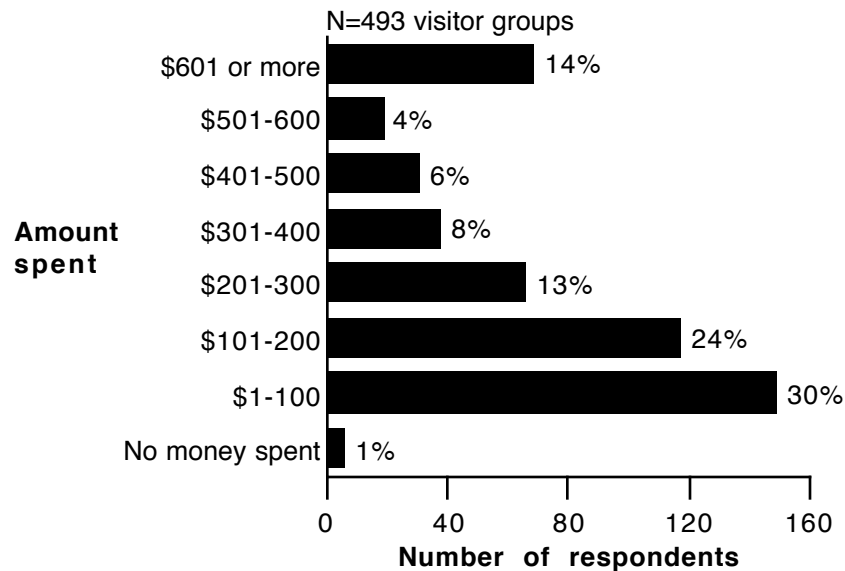


Figure 123: Total expenditures in Grand Canyon NP and surrounding area (Jacob Lake, Fredonia, Kanab)

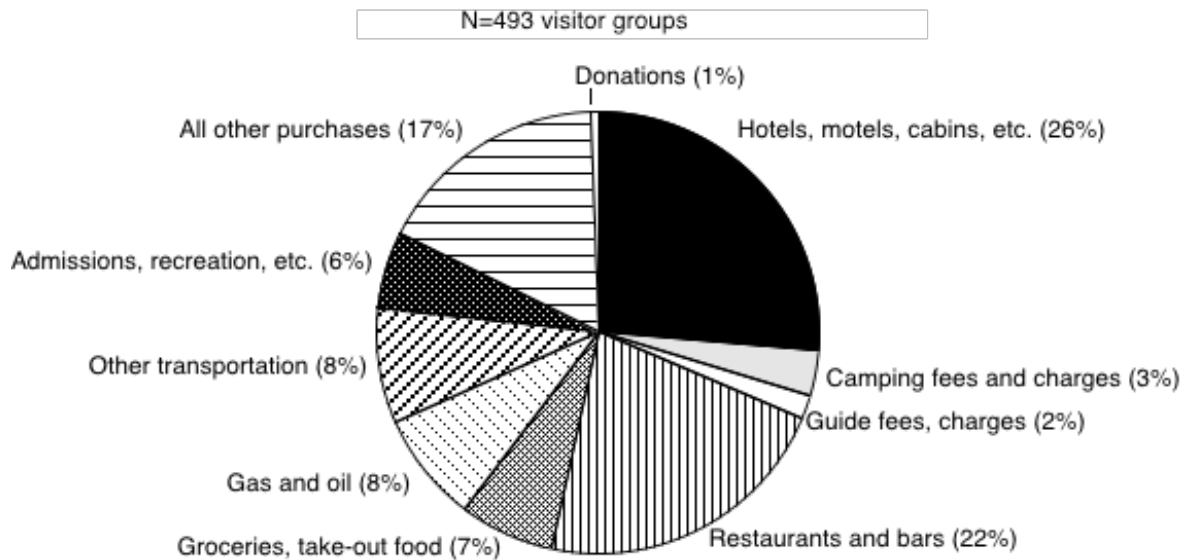


Figure 124: Proportions of expenditures in Grand Canyon NP and surrounding area (Jacob Lake, Fredonia, Kanab)

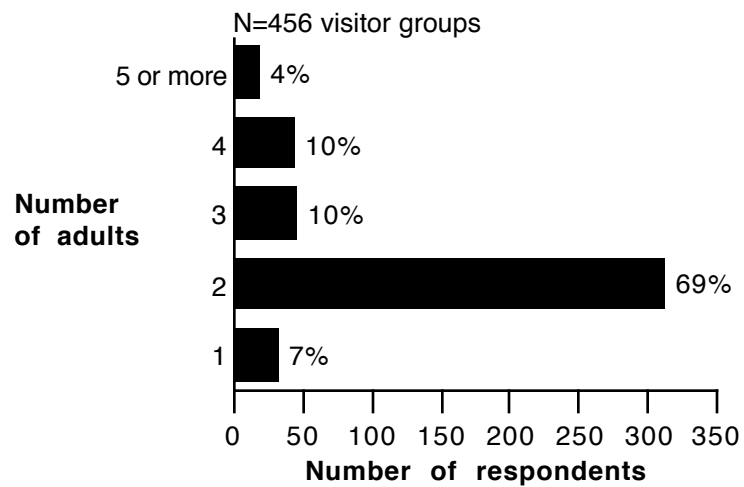


Figure 125: Number of adults covered by expenditures

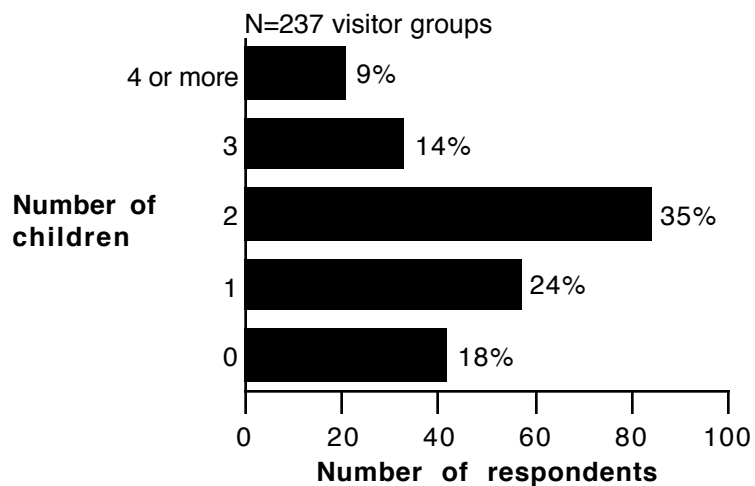


Figure 126: Number of children covered by expenditures

Expenditures outside the park

Total expenditures: Sixty-three percent of visitor groups spent up to \$200 in total expenditures outside of the park, including Jacob Lake, Fredonia and Kanab during this trip (see Figure 127). Twelve percent spent \$401 or more.

The greatest proportions of money spent out of the park were for hotels, motels and cabins (29%), restaurants and bars (18%), and other transportation (17%), as shown in Figure 128.

The average visitor group expenditure out of the park during this visit was \$183. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$75. The average per capita expenditure was \$68.

Hotels, motels, cabins, etc. out of the park: Thirty-eight percent of the visitors spent up to \$200, while 54% spent no money, as shown in Figure 129.

Camping fees and charges out of the park: Most visitors (73%) spent no money (see Figure 130). Twenty-one percent spent up to \$50.

Guide fees and charges out of the park: Most visitor groups (97%) spent no money (see Figure 131).

Restaurants and bars out of the park: Fifty-two percent of visitor groups spent up to \$100, while 40% spent no money (see Figure 132).

Groceries and take-out food out of the park: Just over one-half of visitor groups (51%) spent up to \$50, while 45% spent no money (see Figure 133).

Gas and oil (auto, RV, boat, etc.) out of the park: Most visitor groups (69%) spent up to \$50 (see Figure 134). Twenty-four percent spent no money.

Other transportation expenditures out of the park (rental cars, auto repairs, taxies, but not including airfare): Most visitor groups (78%) spent no money (see Figure 135).

Admissions, recreation, and entertainment fees out of park: Most visitor groups (84%) spent no money, while 14% spent up to \$50 (see Figure 136).

Other purchases (souvenirs, film, books, sporting goods, clothing, etc.) out of the park: Many visitor groups (53%) spent no money; 35% spent up to \$50 (see Figure 137).

Donations out of the park: Most visitors (93%) spent no money (see Figure 138). Six percent spent up to \$50.

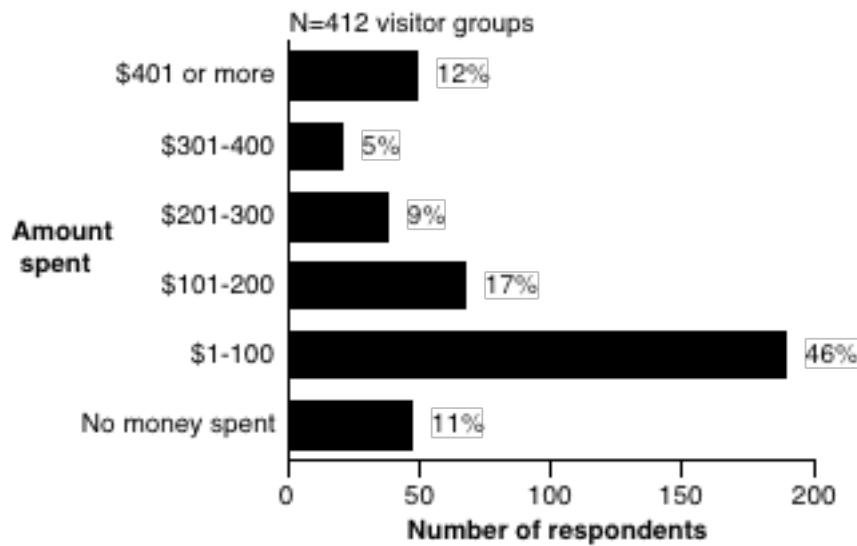


Figure 127: Total expenditures outside park

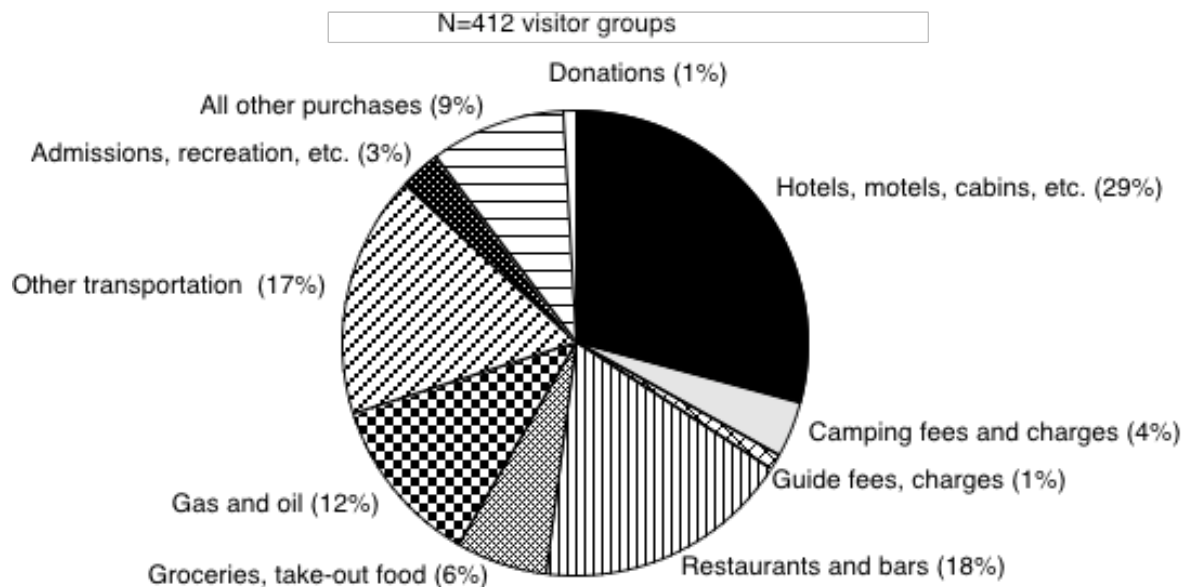


Figure 128: Proportions of expenditures by category outside park

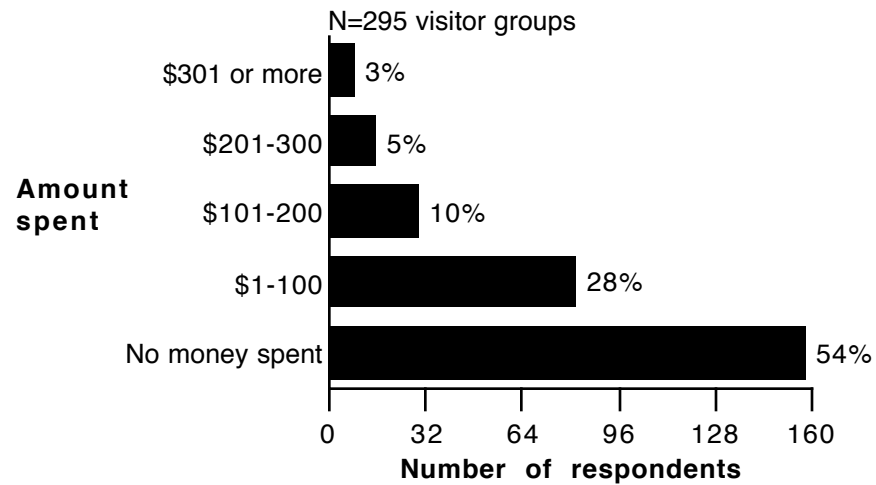


Figure 129: Expenditures for hotels, motels, cabins, etc. outside park

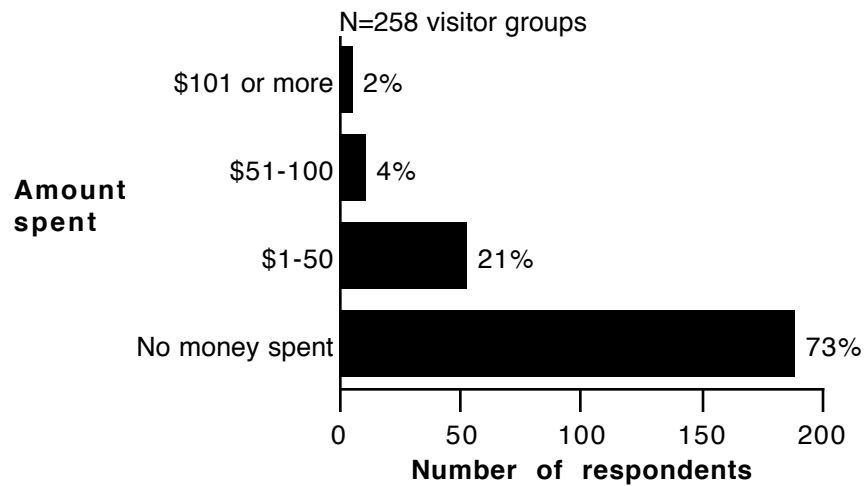


Figure 130: Expenditures camping fees and charges outside park

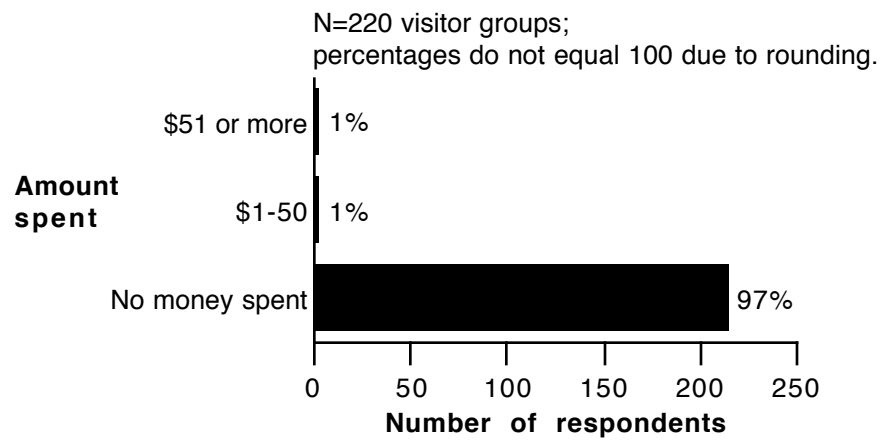


Figure 131: Expenditures for guide fees and charges outside park

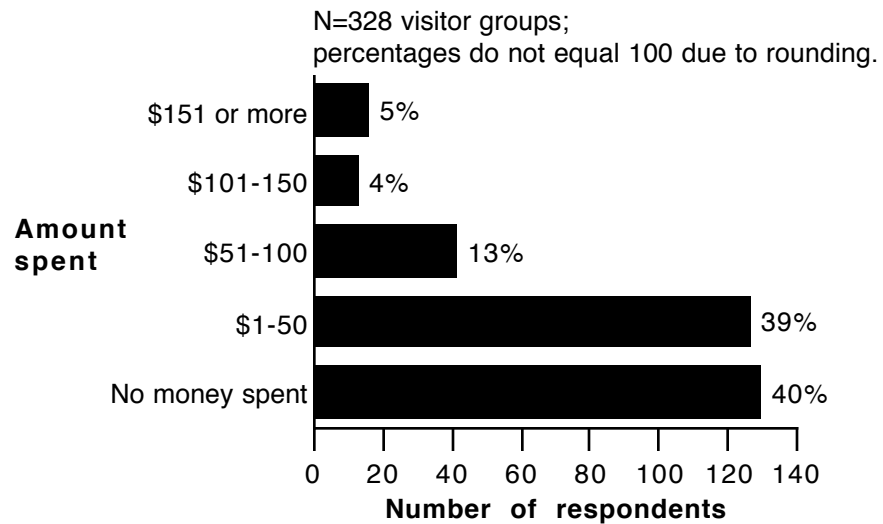


Figure 132: Expenditures for restaurants and bars outside park

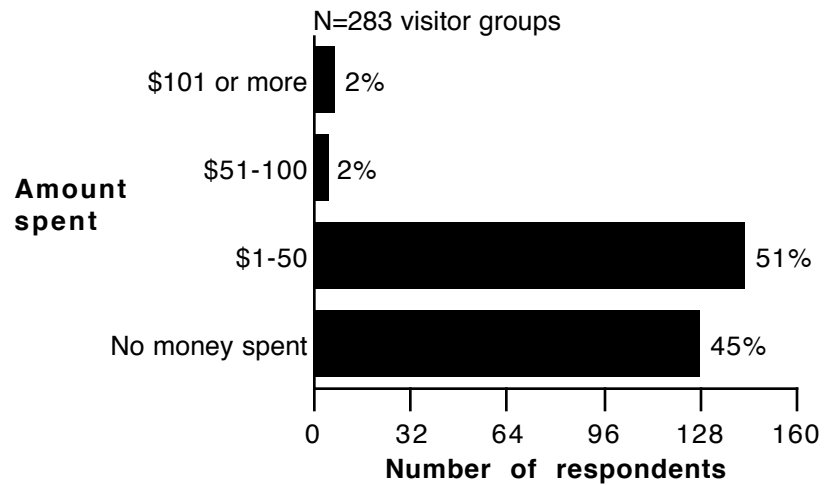


Figure 133: Expenditures for groceries and take-out food outside park

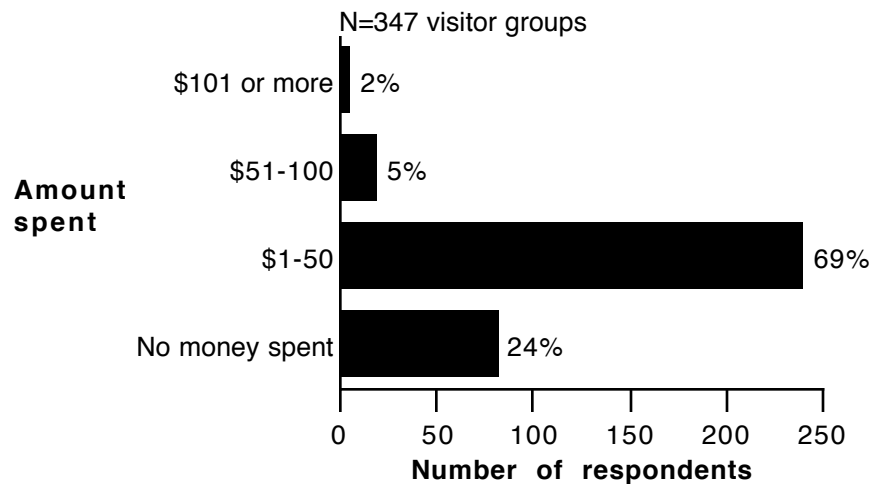


Figure 134: Expenditures for gas and oil outside park

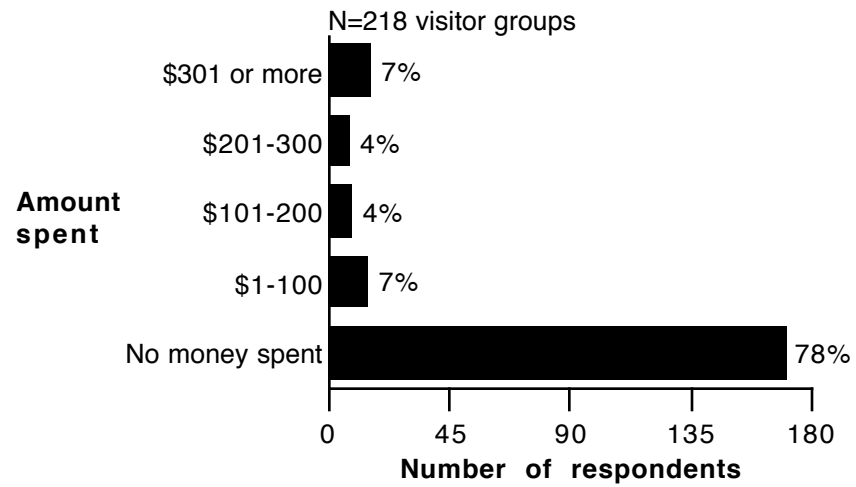


Figure 135: Expenditures for other transportation expenses outside park

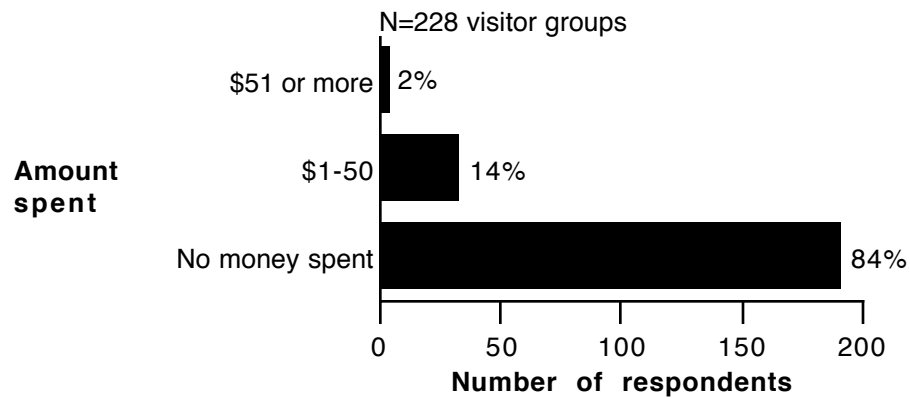


Figure 136: Expenditures for admissions, recreation, entertainment outside park

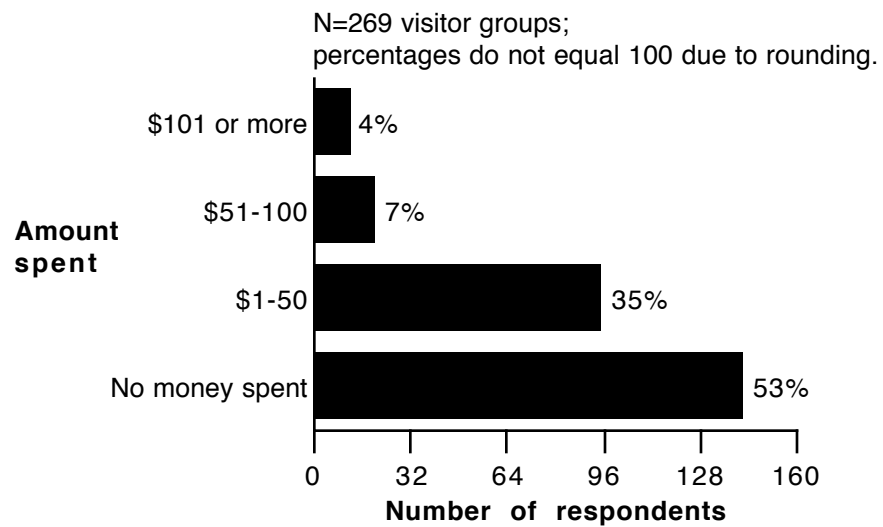


Figure 137: Expenditures for all other purchases

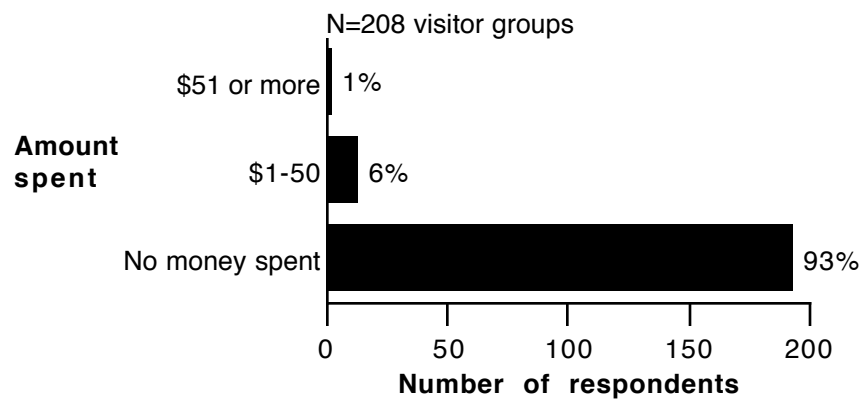


Figure 138: Expenditures for donations outside park

Expenditures inside the park

Total expenditures in the park: Most visitor groups (69%) spent up to \$200 in total expenditures in the park on this visit (see Figure 139). Another 12% spent \$401 or more.

Restaurants and bars accounted for the largest proportion (26%) of total expenditures in the park, followed by hotels, motels and cabins, etc. and all other purchases (each 24%), as shown in Figure 140.

The average visitor group expenditure in the park during this visit was \$177. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$80. The average per capita expenditure was \$60.

Hotels, motels, cabins, etc. in the park: Most visitor groups (69%) spent no money, while 26% spent \$101 or more (see Figure 141).

Camping fees and charges in the park: Seventy-eight percent of visitors spent no money, while 18% spent up to \$50 (see Figure 142).

Guide fees and charges in the park: Most visitors (92%) spent no money (see Figure 143).

Restaurants and bars in the park: Fifty-five percent of visitors spent up to \$100 and 30% spent no money (see Figure 144).

Groceries and take-out food in the park: Over one-half of visitors (60%) spent no money; 36% spent up to \$50 (see Figure 145).

Gas & oil (auto, RV, boat, etc.) in the park: Most visitors (65%) spent no money; 32% spent up to \$50 (see Figure 146).

Admissions, recreation, and entertainment fees in the park: Most visitor groups (57%) spent up to \$50, while 37% spent no money (see Figure 147).

All other purchases (souvenirs, film, books, sporting goods, clothing, etc) in the park: Over one-half of visitor groups (53%) spent up to \$50, while 28% spent \$51 or more and 19% spent no money (see Figure 148).

Donations in the park: Most visitors (83%) spent no money; 16% spent up to \$25 (see Figure 149).

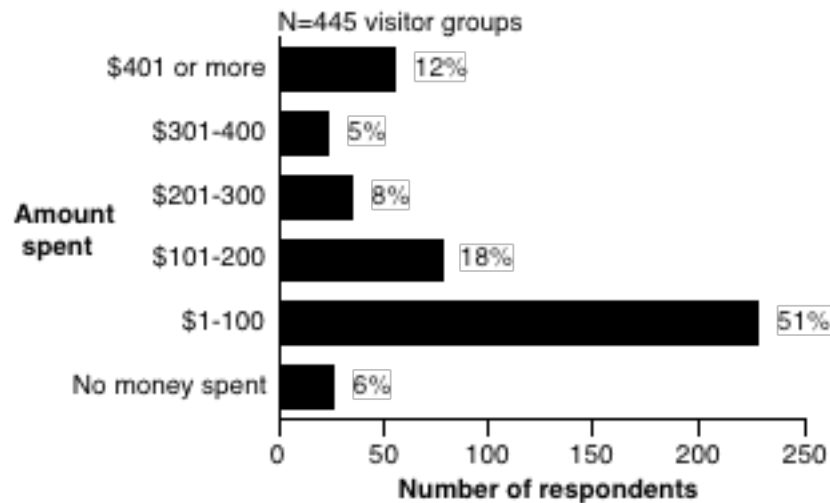


Figure 139: Total expenditures in the park

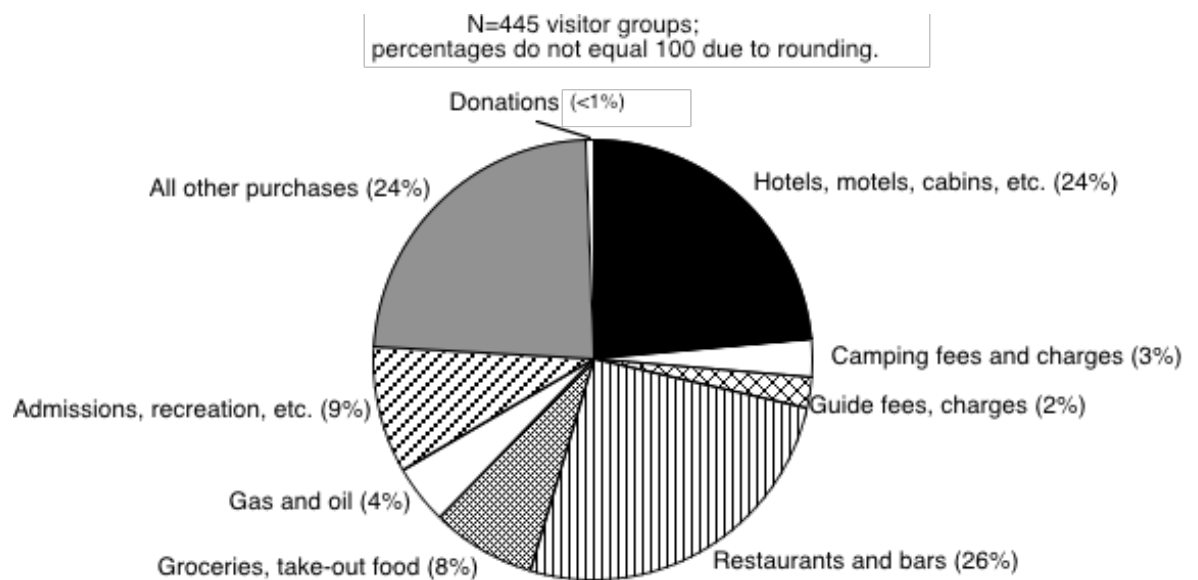


Figure 140: Proportions of expenditures by category in the park

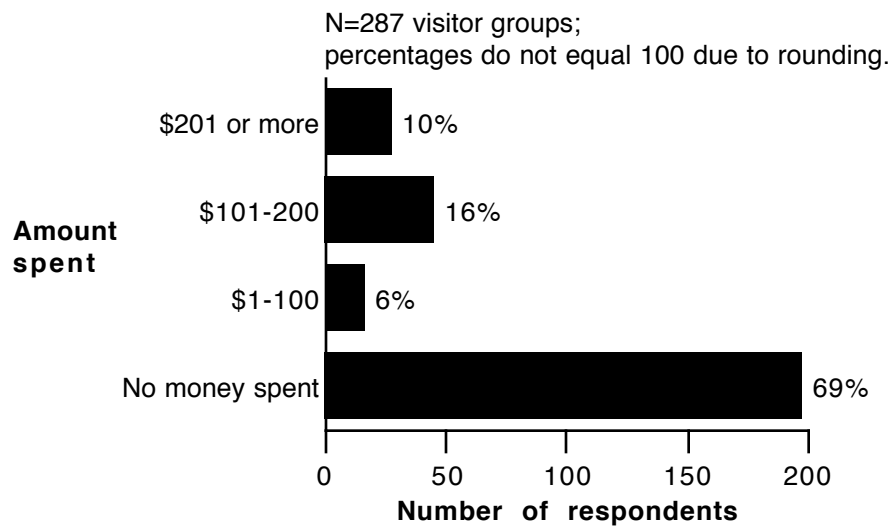


Figure 141: Expenditures for hotels, motels, cabins, etc. in the park

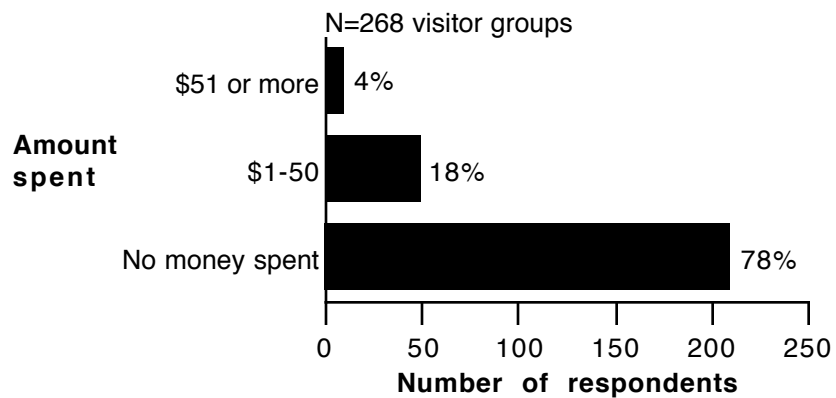


Figure 142: Expenditures for camping fees and charges in the park

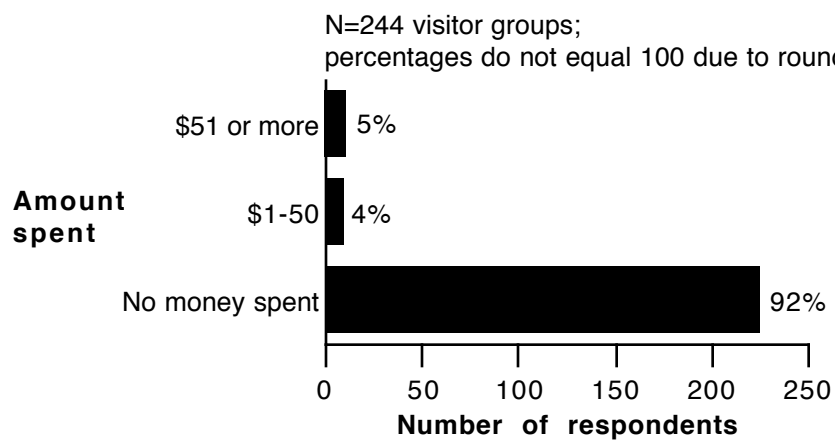


Figure 143: Expenditures for guide fees and charges in the park

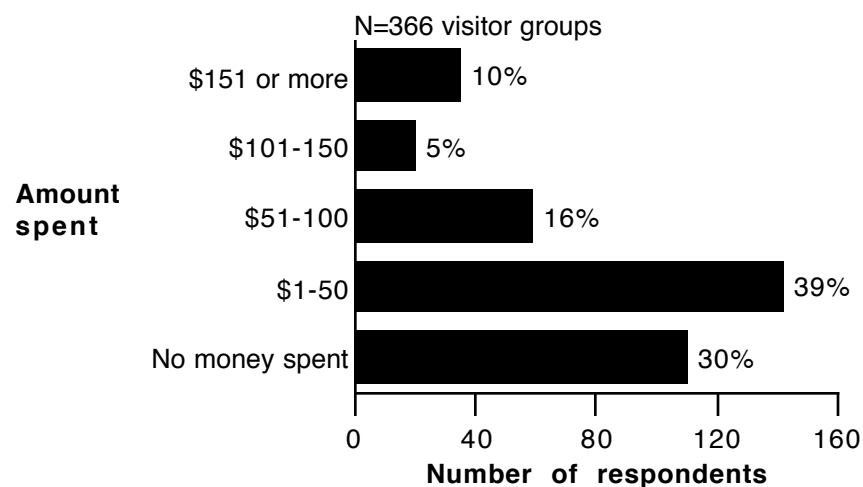


Figure 144: Expenditures for restaurants and bars in the park

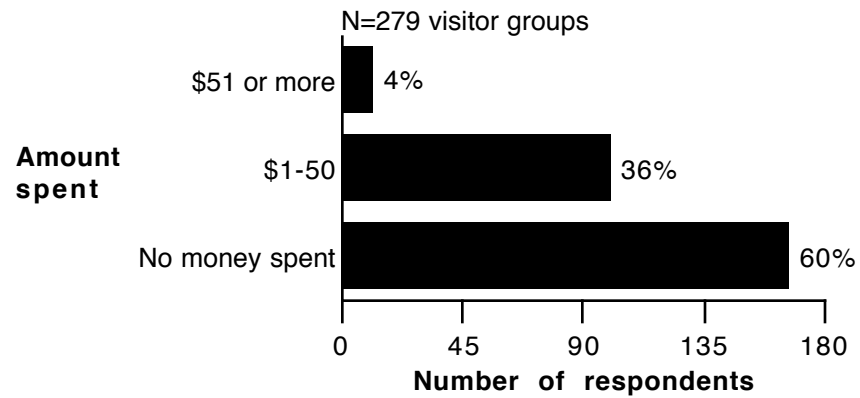


Figure 145: Expenditures for groceries and take-out food in the park

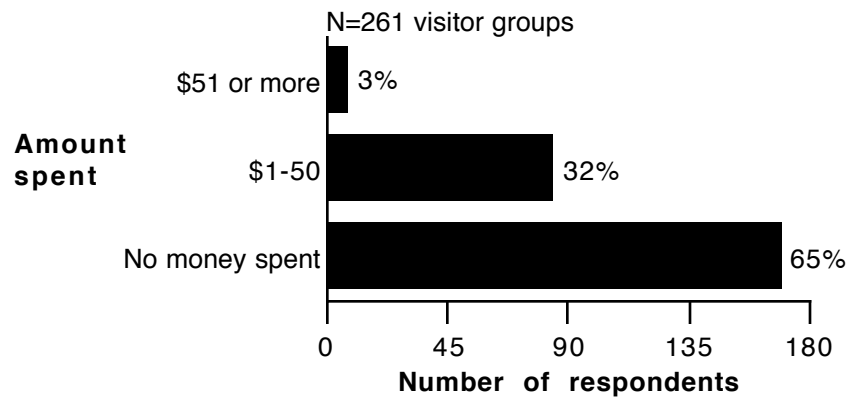


Figure 146: Expenditures for gas and oil in the park

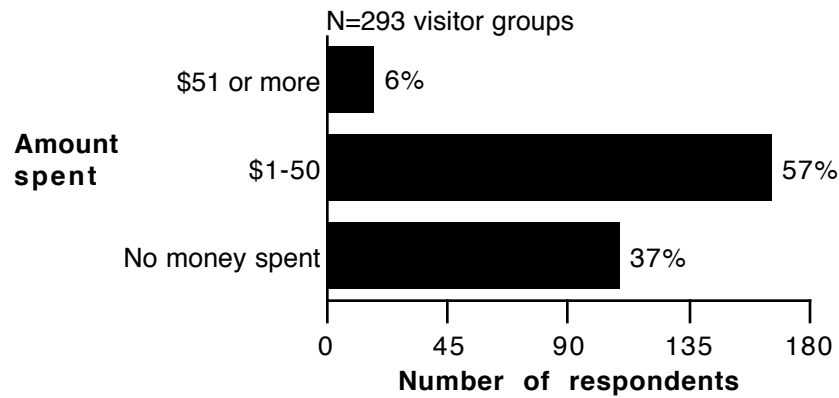


Figure 147: Expenditures for admissions, recreation, entertainment fees in the park

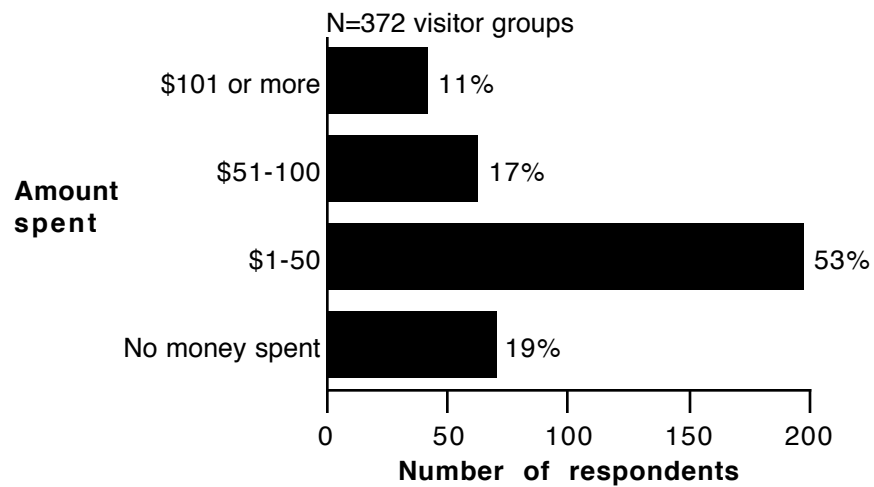


Figure 148: Expenditures for all other purchases in the park

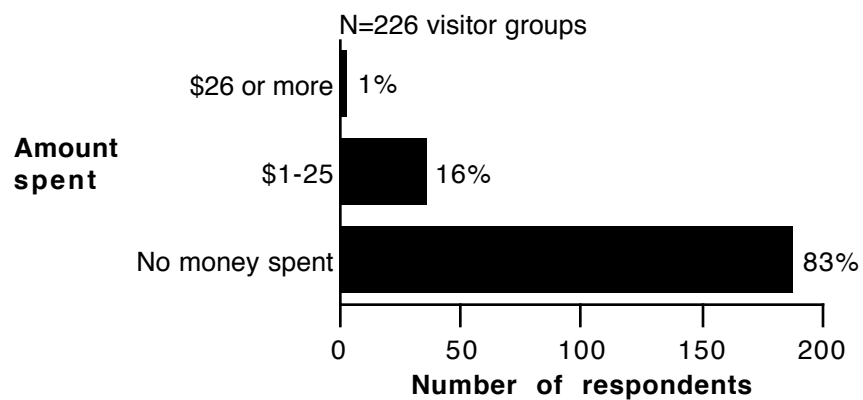


Figure 149: Expenditures for donations in the park

Unmet expectations

Visitor groups were asked, "During this visit to the North Rim of Grand Canyon NP, was there anything specific that you and your group wanted to see or do, but were not able to?" Most visitor groups (71%) did not have anything they were not able to see or do (see Figure 150). However, 29% of visitor groups were not able to see or do all that they wanted. A summary of visitor groups' unmet expectations is shown in Table 8. A summary of the reasons that groups were unable to meet their expectations is listed in Table 9.

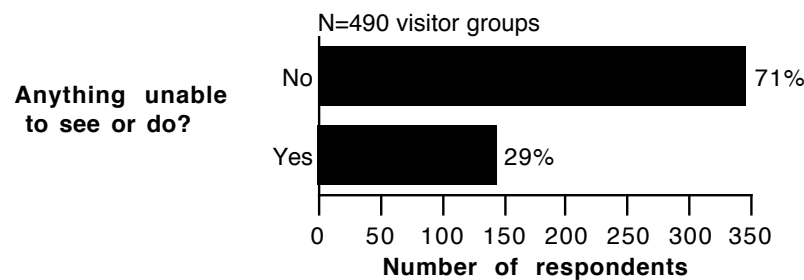


Figure 152: Anything visitor groups were unable to see or do

Table 8: Unmet expectations

N=174 comments

Comment	Number of times mentioned
Hike trails	35
Camp in park	16
Stay overnight in lodge	15
Hike in canyon	14
Ride mules	11
Raft/see river	9
Go to bottom of canyon	9
Drive to other viewpoints	8
Do more sightseeing	8
Attend ranger program	4
Stay longer	4
Stay overnight	4
Have meal in lodge	3
Go to South Rim	3
Hike across canyon	2
Take air tour of canyon	2
Get backcountry permit	2
See canyon without smoke from fire	2
See wildlife	2
Other comments	21

Table 9: Reasons for unmet expectations

N=154 comments

Reason	Number of times mentioned
Time	65
No availability	30
No campsite available	8
Heat	5
Lack of planning	4
Tired children	4
Weather	4
Had dog	3
Physical condition	3
Illness	2
Too old	2
Accessibility issues	2
Cost	2
Lack of directional signs	2
Mechanical problems with vehicle	2
Other reasons	16

Opinions about future transportation 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?" Fifty percent of visitor groups said they would be willing to ride a transportation system to visit major park attractions (see Figure 151).

Twenty-four percent of visitor groups said they would be unlikely to ride a transportation system and 25% 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 (39%) said they would be unlikely to pay the fee to ride the transportation system (see Figure 152). Thirty-three percent of visitor groups would be willing to pay a modest fee in addition to the park entrance fee to ride the transportation system and 28% were "not sure."

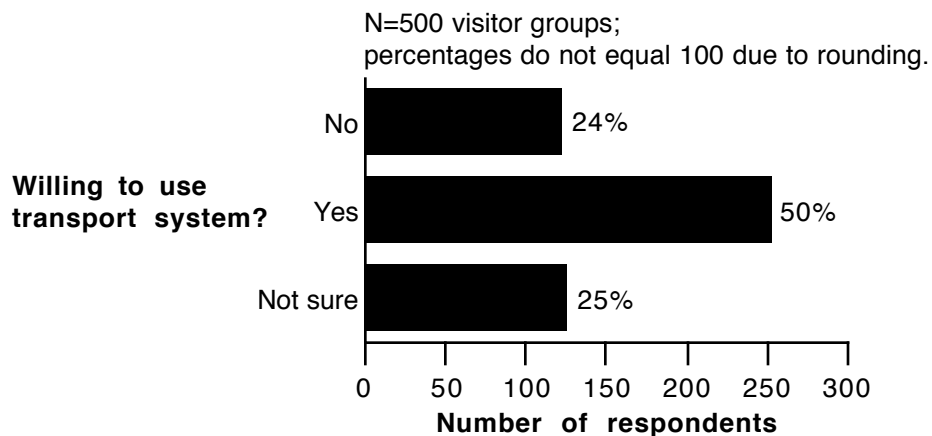


Figure 151: Willingness to use a transportation system to visit major points of interest

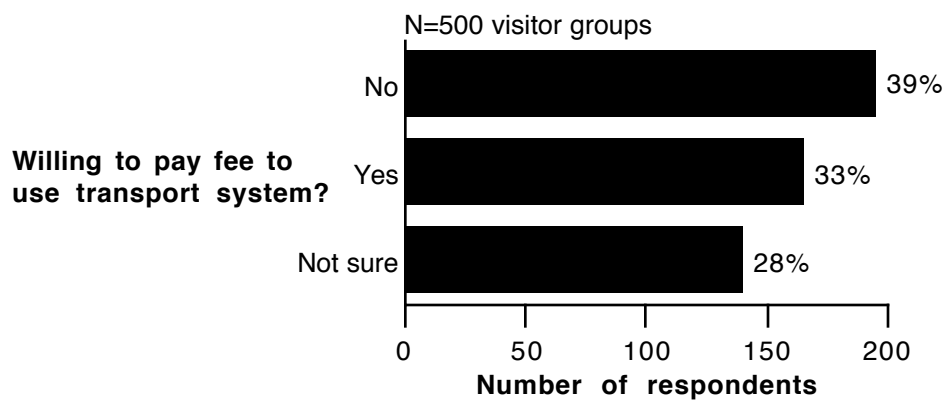


Figure 152: Willingness to pay a modest fee in addition to the park entrance fee to use a transportation system to visit major points of interest

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at Grand Canyon NP—North Rim during this visit. Most visitor groups (95%) felt that the overall quality was “very good” or “good” (see Figure 153). Less than one percent of visitor groups rated the overall quality as “very poor.”

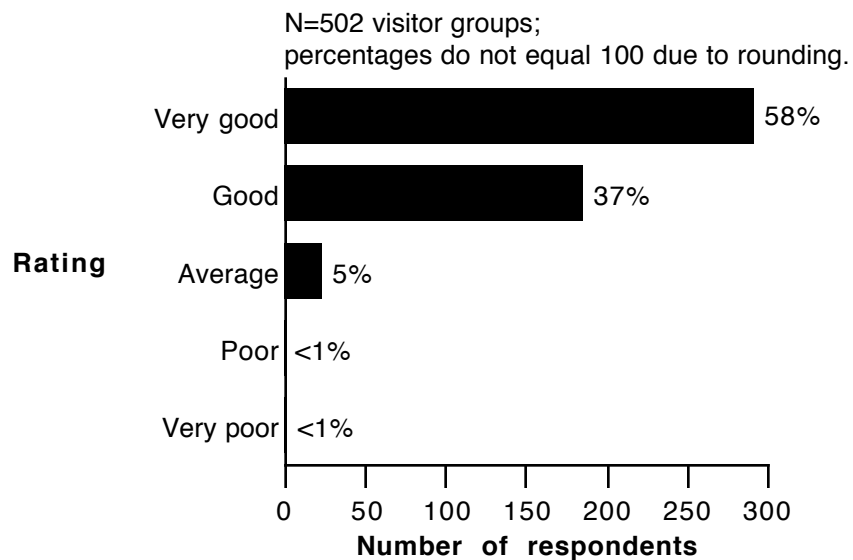


Figure 153: Overall quality of visitor services at North Rim

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of the North Rim of Grand Canyon NP, what would you propose?" Sixty-eight percent of visitor groups (344 groups) responded to this question. A summary of their responses is listed below in Table 10 and complete copies of visitor responses are contained in the appendix.

Table 10: Planning for the future

N=596 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Restaurant wait staff need better training	3
Keep friendly, helpful staff	3
Rangers need to be more visible	3
Other comments	5
INTERPRETIVE SERVICES	
More interpretive exhibits	7
Improve/expand visitor center	5
Provide more information about what to see and do	4
More guided tours	4
Advertise park	3
Do not advertise park	2
More wayside exhibits on long trails	2
Provide more information about hiking	2
More ranger talks	2
Need visitor center exhibit on condors	2
Other comments	13
FACILITIES/MAINTENANCE	
More campsites	20
Hiking only trail to bottom of canyon (no mules)	10
Improve directional signs	9
Add more hiking trails	9
More parking	8
Add handrails	7
Add more viewpoints	6
Maintain roads	5
Improve handicapped access	5
Add more picnic areas	5
Add more restrooms	4
Keep clean	4
Maintain trails	4
Provide a way into the canyon without long hike	4
Add distance markers on trails	4
Add more trail signs	3
Add restrooms at trailheads	3

Table 10: Planning for the future (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Remove trees/dead wood from burned area	3
Pave parking at Cape Royal	3
Add more remote campsites	3
Improve campsites	3
Easier/faster access to park	3
Better parking at trailheads	2
Convert one-way road to two-way	2
Add more handicapped access trails	2
Improve handrails	2
Provide binoculars at viewpoints	2
Maintain facilities	2
More access to west	2
Improve roads	2
Add drinking fountains	2
Need level campsites	2
Add restrooms to group campground	2
Other comments	28
SHUTTLE	
Use shuttle—reduce car traffic	21
Keep car access	7
If you use shuttle, it should be free	5
Shuttle window frames should not block views (Zion NP)	3
Use propane/energy efficient shuttle	3
Shuttle service for non-guests	3
Public transport to all viewpoints	2
Other comments	7
MANAGEMENT/POLICIES	
Some campsites should be first come, first served	3
Keep it affordable	3
More access to northwest side of park	2
Admission fee too high for what you can see	2
Develop new area in park	2
Open park earlier in year	2
Limit number of visitors per day	2
Ban smoking	2
Enforce rules (e.g. speeding, littering)	2
Limit tour buses	2
Other comments	23

Table 10: Planning for the future (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Maintain park as it is	42
Keep it natural	14
Keep park uncrowded	13
Do not let it become like South Rim	7
No more commercial development	6
Surprised at smog in air/limit air pollution	3
Add no buildings to park	2
Improve quality of park	2
Preserve/keep it pristine	2
Other comments	7
CONCESSIONS	
Offer more dining options	29
Add lodging/cabins in park	20
Improve food quality	12
Update/improve accommodations	9
Food too expensive	8
Gift shop selection needs improved (add local items)	7
Keep lodge as it is—no new lodging	5
Cabins need ventilation/air conditioning	4
Disliked mule feces on trail	4
Restaurant/cafe crowded	4
Better grocery store	3
Have mules wear bags to catch feces	3
Replace lodge patio furniture—put in shade	3
Longer hours for food service	3
Allow earlier lodge reservations	3
Keep showers open later	2
Renovate showers	2
Maintain lodge/cabins	2
Insulate cabins	2
Need pet kennel	2
Wagons or other way to get bags to room	2
Cafe unclean	2
Other comments	25
GENERAL	
Add campsites in national forest outside North Rim	4
Add lodging outside park (closer than Jacob Lake)	4
Other comments	3

Additional comments

Fifty-eight percent of visitor groups (295 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 11). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 11: Additional comments

N=593 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers friendly/helpful	20
Concession staff friendly/helpful	3
Camp staff friendly	2
Ranger refused to assist ill/exhausted visitor on trail	2
Other comments	5
INTERPRETIVE SERVICES	
Enjoyed astronomy programs/stargazing	3
Great Junior Ranger book/program	2
Good self-guided tours	2
Good roadside/trailside information	2
Needed information on what to see and do	2
More ranger talks	2
Need more interpretive exhibits	2
Wanted to participate in ranger program	2
Enjoyed ranger program	2
Other comments	22
FACILITIES/MAINTENANCE	
Clean	7
Well maintained	7
Need more campsites—campsites full	5
Trails excellent condition	4
Shuttle would need to run frequently	3
Trim trees back from road/remove dead trees	3
Liked campground	2
Disliked mule droppings on trail	2
Need more restrooms	2
Trails signs need improvement	2
Disliked lack of railings	2
Appreciated short/accessible trails	2
Other comments	21
MANAGEMENT/POLICIES	
Keep up good work	8
Keep car access	3
Other comments	10

Table 11: Additional comments (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Not crowded	12
Keep it as is	8
Keep it natural	6
Preserve it	2
Other comments	7
CONCESSIONS	
Enjoyed lodge/cabins	12
Food quality/service need improvement	9
Would like to stay at lodge/cabins in future	8
Restaurant could not handle volume of customers	5
Food good quality	4
Food quality/price did not match setting	4
Lodge had no available rooms	3
Liked lodge blending with setting	3
Cabins need more light	2
Food expensive	2
Enjoyed meal at lodge	2
Lodge expensive	2
Room lacked ventilation/air conditioner	2
Lodge clean	2
Other comments	28
GENERAL	
Enjoyed visit	97
Beautiful scenery	36
Will visit again	29
Wanted to stay longer	22
Inspiring/awesome	21
Prefer North Rim to South Rim	19
Thank you	7
Long drive, but worth it	7
South Rim too commercial	6
Visit was one of life's special moments/highlight	6
Enjoyed hiking	5
Enjoyed solitude	4
Peaceful	4
Relaxing	3
Return visit	3
Good services	3
North Rim is a well kept secret	3
South Rim too crowded	3
Weather good	2
Enjoyed camping	2
Enjoyed camping in national forest outside park	2
First visit	2
Health problems	2
Other comments	26

Grand Canyon National Park—North Rim Visitor Study

Additional Analysis

VSP Report 143

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 | • Interpretive topics learned on this visit | • Number of adults covered by expenses |
| • Sources of information prior to future visits | • Level of understanding improvement about topic | • Number of children covered by expenses |
| • Receive needed information? | • Information services/facilities used | • Total expenditures out of park |
| • Awareness of 3 government agencies managing land around GRCA? | • Importance of information services/facilities | • Lodging expenditures out of park |
| • When was decision to visit made? | • Quality of information services/ facilities | • Camping expenditures out of park |
| • Primary reason for visiting | • Visitor services/facilities used | • Guide fee expenditures out of park |
| • How Grand Canyon NP fit into travel plans? | • Importance of visitor services/facilities | • Restaurant/bar expenditures out of park |
| • Forms of transportation used | • Quality of visitor services/ facilities | • Groceries/take out food expenditures out of park |
| • Entrance used | • Concession services/facilities used | • Gas/oil expenditures out of park |
| • Number of park entries | • Importance of concession services/facilities | • Other transport expenditures out of park |
| • Activities on this visit | • Quality of concession services/ facilities | • Admissions/recreation expenditures out of park |
| • Three most important activities | • Group type | • All other expenditures out of park |
| • Trails used | * Guided tour group? | • Donation expenditures out of park |
| • Length of stay in park | • Educational group? | • Lodging expenditures in park |
| • Length of stay in area | • Group size | • Camping expenditures in park |
| • Stay overnight away from home? | • Number of vehicles | • Guide fees expenditures in park |
| * Number of nights at North Rim | • Age | • Restaurant/bar expenditures in park |
| • Number of nights at South Rim | • Zip code | • Groceries/take out food expenditures in park |
| • Number of nights outside park—Jacob Lake, etc. | • Country of residence | • Gas/oil expenditures in park |
| • Type of accommodations in park | • Number of visits in past 5 years | • Admissions/recreation expenditures in park |

- | | | |
|--|---------------------------------------|---|
| • Type of accommodations outside park—Jacob Lake, etc. | • Number of visits in lifetime | • All other expenditures in park |
| • Difficulty finding way around park? | • Primary language | • Donation expenditures in park |
| • Sources used to find way | • Disabilities/impairments? | • Willingness to ride transportation on future visit |
| • Places visited | • Types of disabilities/impairments | • Willingness to pay to ride transportation on future visit |
| • Order of places visited | • Encounter access problems? | • Unmet expectations? |
| • Learn interpretive topics during visit? | • Total expenditures in & out of park | • Overall quality of services |

Phone/send requests to:

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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 PSU website: <<http://www.psu.uidaho.edu>>. 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 (winter)
- 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 (spring)
- 133. Pinnacles National Monument (spring)
- 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 (fall)

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

