



2025 Socioeconomic Research of Grand Canyon National Park

Report on 2025 Data Collection



A Ranger-led hike to Cedar Ridge on the South Kaibab Trail.

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ON THE COVER
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Abstract

A strong mandate and need for socioeconomic monitoring have been expressed in the National Park Service (NPS) strategic goals for science, in statements by NPS leadership, and in various official reports. Since such monitoring began in 2022, the NPS has typically conducted visitor surveys at 24 parks per year across the United States and associated territories. However, the 2025/2026 SEM Visitor Survey study period was impacted by unexpected timing constraints that reduced the total sample from 24 to 21 parks. Grand Canyon National Park (Grand Canyon) was selected as one of these units for 2025 implementation. This socioeconomic monitoring at Grand Canyon uses a two-step survey methodology to capture a representative sample of park visitors during the off-peak season of this park unit. This process includes (1) an on-site intercept survey conducted via tablet, and (2) a post-trip survey (completed either by mail-back or online) for more in-depth trip details. The types of data collected include visitor demographics, trip characteristics/planning, and experience evaluations. Results are organized by these two survey instruments and are aimed at assisting park managers in understanding current utilization and perception of park resources, assessing operations and potential issues, and facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders.

Introduction

Social science research has become increasingly recognized as a crucial component of park planning, amplifying its significance for the National Park Service (NPS). With the ever-changing landscape of visitation and a desire to provide transformative visitor experiences, understanding the needs and expectations of the visiting public has become more important than ever. The agency seeks to provide the highest quality visitor experience while also protecting the important natural and cultural resources that make these sites special.

A pilot visitor study was conducted in 2015/2016 across selected park units throughout the United States. Building upon the insights gleaned from the pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey has been carried out each year starting in 2022 at 24 NPS units across the country per year. The total sample of parks surveyed in the 2025/2026 sampling period was reduced from 24 to 21 to accommodate unexpected time constraints. Grand Canyon National Park (Grand Canyon) was selected as one of the 21 units studied in the 2025 sampling period. The study aims to deepen understanding of visitor demographics and characteristics at Grand Canyon.

This report contains the data and findings collected from the Grand Canyon SEM Visitor Survey in winter 2025. The study gathers data at a comprehensive agency level, addressing the informational needs of park managers throughout the National Park System. The data collected during the 2025 SEM Visitor Survey sampling period are intended to provide park managers with data-supported insights into their visitors while enabling data analysis at the agency level and beyond for future applications.

This study collects information about visitor use, aids in finding effective management solutions, and offers insights into the visitors who experience NPS sites. The findings empower NPS managers to better comprehend visitor behaviors, inform park operations, and identify areas for enhancing the visitor experience. Moreover, these results are intended to facilitate communication and foster informed decision-making processes, both within the NPS unit and in collaboration with local partners and stakeholders. Unique to the 2025/2026 SEM Visitor Survey study period, 11 of NPS units were surveyed during their peak season, with another 10 NPS units surveyed during their off-peak season. Grand Canyon was surveyed during its off-peak season to more fully understand visitation patterns at Grand Canyon throughout the year, with results representing the visitors that were surveyed at that time.

This report does not include spending data, despite it being collected as part of the study. For information regarding visitor spending at Grand Canyon, please visit <https://www.nps.gov/subjects/socialscience/vse.htm>.

The research was carried out by a team including Otak, Inc., RRC Associates, Inc., the Institute for Tourism and Recreation Research at the University of Montana, and GAIA Environmental Consulting.

Methods

The SEM Visitor Survey methodology is designed to capture a representative sample of visitor information, characteristics, and behavior at each sampled park unit through:

- An onsite intercept survey conducted via tablet, and

- A post-trip follow-up survey (mail-back or online) for full trip details.

This comprehensive approach provides the necessary information to make on-the-ground decisions in park units using the intercept survey to capture visitor responses on higher priority information, while also capturing key in-depth information on visitor spending and trip characteristics for long-term planning from the post-trip survey. Additionally, the intercept survey is designed to be brief so as not to fundamentally affect visitors' experiences. The methods also permit a larger sample to be collected on key questions of interest by asking these high priority questions during the intercept survey.

Study Area

The Grand Canyon local area map is shown in Figure 1. The local area around Grand Canyon consists of the following municipalities in the state of Utah: Kane and Washington; and the following counties in the state of Arizona: Coconino and Mohave. Within Grand Canyon, the study area was comprised of three locations. Table 1 lists those sites and the number of onsite intercept surveys completed at each. The distribution of surveyor effort across sites was determined based on historical visitor volumes and spatial distribution across the park's key areas. Where available, Visitor Use Statistics estimates for monthly visitation at each site were used to assign surveyors proportionally to reflect visitor use patterns. Park staff were consulted prior to the study launch to confirm that these metrics accurately captured visitor flows, ensuring that sampling efforts were focused on the most popular and representative locations.

Surveyors approached potential respondent groups at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Grand Canyon (NPS 2025). Within the group, the adult with the next upcoming birthday was asked to participate. If the visitor was eligible (at least 18 years of age, not a Grand Canyon employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see the Non-Response Bias Analysis section, below). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, and approach the next visitor group.

At the end of the intercept survey, respondents were invited to participate in a post-trip survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the post-trip survey with a postage paid envelope for mailing it back, as well as a hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the post-trip survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

1. Complete refusal, refused to answer any questions, including non-response bias questions;
2. Partial refusal, answered non-response bias questions but nothing further;
3. Completed intercept, but refused to take post-trip survey; or
4. Completed intercept and took post-trip survey.

During the sampling period, three surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Grand Canyon. Each surveyor worked 10 seven-hour days (approximately six hours of data collection and a one-hour lunch break) and rotated among several sites. Each surveyor had two days off during the 12-day sampling window.

Table 2. Response outcomes — Grand Canyon intercept survey.

Outcome	Total
Eligible visitors contacted	753
Complete refusals	128
Partial refusals (non-response bias questions completed)	38
Intercept surveys completed	587
Post-trip surveys distributed	520
Intercept response rate	78.0%
Post-trip acceptance rate	88.6%

Post-trip Survey

The post-trip survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to the NPS unit. This method extended data collection and asked participants to complete the survey after their visit, either through a provided postage-paid envelope, or online via a provided survey link. The post-trip survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2025). Both the intercept survey and the post-trip survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite intercept responses could be paired with their post-trip responses. Numbers were assigned at random to the individual. The use of this code allows the data to be joined, while keeping all surveys confidential and removing respondents' identifying information. Joining the two datasets provides a more complete picture of in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all respondents who provided contact information about a week following the end of each onsite data collection period. This postcard or email thanked respondents for their original participation and encouraged them to complete the post-trip survey if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents three weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rates for the post-trip survey.

Table 3. Response outcomes — Grand Canyon post-trip survey.

Outcome	Total
Post-trip surveys distributed	520
Valid post-trip surveys completed	140
Response rate	26.9%

Non-Response Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the survey. The responses to these three questions can then be compared to both the larger group of respondents who completed the intercept survey, and the smaller group who completed both the intercept and post-trip surveys.

The Office of Management and Budget recommends testing for non-response bias when a response rate is less than 80%. Since the response rate for the intercept survey (78.0%) did not meet this threshold, bias testing was conducted to evaluate differences between the set of visitors who participated in the onsite intercept survey (intercept respondents) and those eligible visitors who declined to participate (intercept non-respondents).

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. The chi-square test for homogeneity is a statistical test used to determine whether there is a significant association between categorical variables. It compares observed data with expected frequencies to assess if any deviations are due to chance. A p-value of 0.05 is used as the indicated threshold of this significance; p-values of 0.05 or lower indicate significant difference between groups.

The distribution of responses among intercept survey respondents and non-respondents differed significantly for one question: purpose of visit. Therefore, respondents with the primary purpose of visiting Grand Canyon (40.9%) are not as well represented in the intercept survey sample as desired, when compared to their proportion among intercept non-respondents (78.9%).

Results of the bias testing for the intercept survey are shown in Table 4 through Table 6.

Table 4. Intercept survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Grand Canyon?”. Note: p-value = 0.669.

Response	Intercept Survey Respondent Frequency	Intercept Survey Respondent Percent	Intercept Survey Non-Respondent Frequency	Intercept Survey Non-Respondent Percent
Yes	50	8.5%	4	10.5%
No	537	91.5%	34	89.5%

Table 5. Intercept survey non-response bias question: “Was visiting Grand Canyon the primary purpose for your overall trip away from home?”. Note: p-value = <0.001.

Response	Intercept Survey Respondent Frequency	Intercept Survey Respondent Percent	Intercept Survey Non-Respondent Frequency	Intercept Survey Non-Respondent Percent
Yes	240	40.9%	30	78.9%
No	347	59.1%	8	21.1%

Table 6. Intercept survey non-response bias question: “On this trip away from home, will you [and your personal group] stay overnight away from your permanent residence either in Grand Canyon and/or within the local area?”. Note: p-value = 0.782.

Response	Intercept Survey Respondent Frequency	Intercept Survey Respondent Percent	Intercept Survey Non-Respondent Frequency	Intercept Survey Non-Respondent Percent
Yes	452	77.0%	30	78.9%
No	135	23.0%	8	21.1%

Additionally, because the post-trip survey response rate (26.9%) also did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and post-trip), and those who only completed the intercept portion.

Again, for each of the three questions, a chi-square test for homogeneity was performed to evaluate differences between the groups.

The distribution of responses among full survey respondents and intercept-only respondents differed significantly for two questions: 1) country of residence, and 2) overnight visitation. Therefore, international visitors (4.3%) and day visitors (15.0%) are not as well represented in the full survey sample as desired, when compared to their proportion among respondents that only completed the intercept survey (14.3% and 25.5%, respectively).

Results of the bias testing for the post-trip survey are shown in Table 7 through Table 9.

Table 7. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Grand Canyon?”. Note: p-value = 0.310.

Response	Intercept Survey Respondent Frequency	Intercept Survey Respondent Percent	Intercept Survey Non-Respondent Frequency	Intercept Survey Non-Respondent Percent
Yes	9	6.4%	41	9.2%
No	131	93.6%	406	90.8%

Table 8. Post-trip survey non-response bias question: “Do you currently live in the United States?”. Note: p-value = 0.001.

Response	Intercept Survey Respondent Frequency	Intercept Survey Respondent Percent	Intercept Survey Non-Respondent Frequency	Intercept Survey Non-Respondent Percent
Yes	134	95.7%	383	85.7%
No	6	4.3%	64	14.3%

Table 9. Post-trip survey non-response bias question: “On this trip away from home, will you [and your personal group] stay overnight away from your permanent residence either in Grand Canyon and/or within the local area?”. Note: p-value = 0.010.

Response	Intercept Survey Respondent Frequency	Intercept Survey Respondent Percent	Intercept Survey Non-Respondent Frequency	Intercept Survey Non-Respondent Percent
Yes	119	85.0%	333	74.5%
No	21	15.0%	114	25.5%

Results

Results are presented separately for both the intercept and post-trip surveys throughout the following section. To preserve the data for additional analyses, outliers for open-ended numeric questions (e.g., nights spent, days in local area, etc.) have not been removed. Given these outliers, medians are shown instead of means throughout the report, in order to better represent the central tendency.

Intercept Survey Results

The following section provides results of the 587 visitor intercept surveys conducted in Grand Canyon from December 5 through 16, 2025. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than n=30. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option. Some questions were omitted because they were not applicable to this report.

Question 1: Previous Visits to Grand Canyon

First, respondents were asked if they were first time visitors to Grand Canyon. Repeat visitors were then asked how many visits they have made to Grand Canyon in the last 12 months and the last five years (Figure 2).

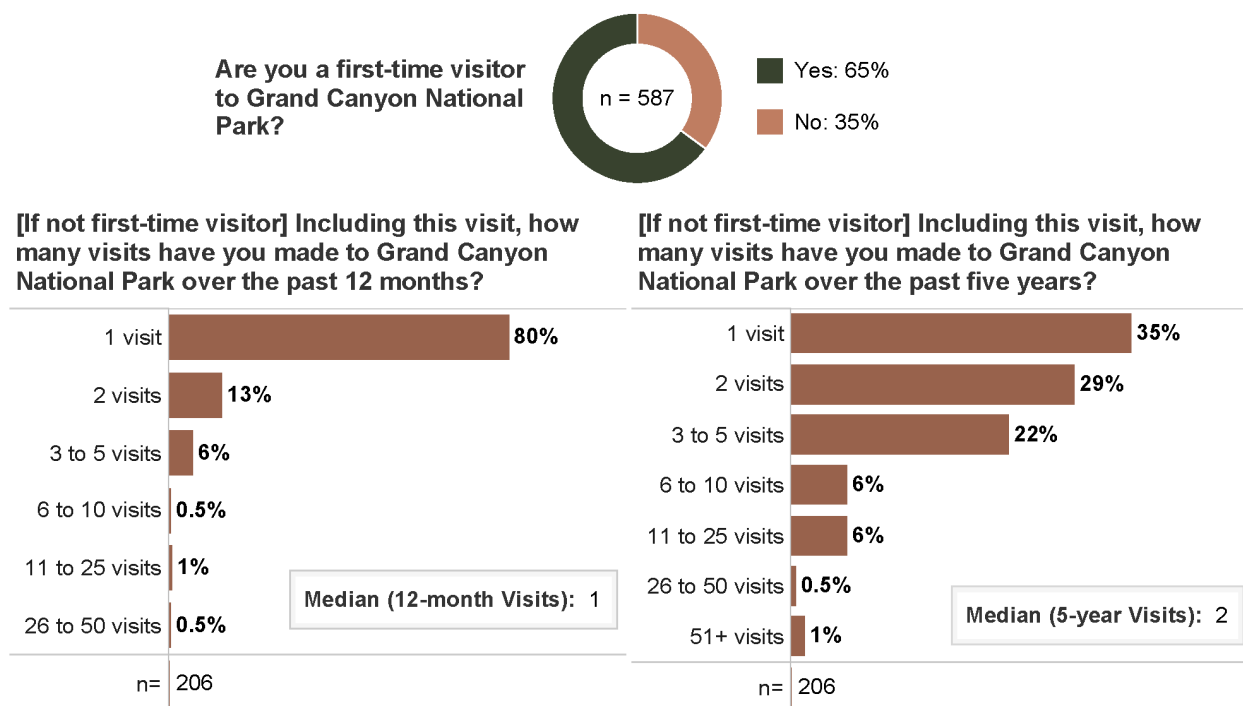


Figure 2. Previous visits to Grand Canyon. Tabular data shown in this figure are presented in Appendix A, Table 11.

- The majority of respondents (65%) were on their first ever trip to Grand Canyon.

- Among the 35% of respondents who were repeat visitors, most (80%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, almost two-thirds of repeat visitors (65%) had visited more than once in the past five years.
- The median number of visits made in the past five years was two, including the current trip; 7.5% of repeat visitors had made more than 10 visits in the past five years.

Question 2: Previous Visits to Other NPS Units

Respondents were then asked how many visits they made to other NPS sites over the past 12 months (Figure 3).

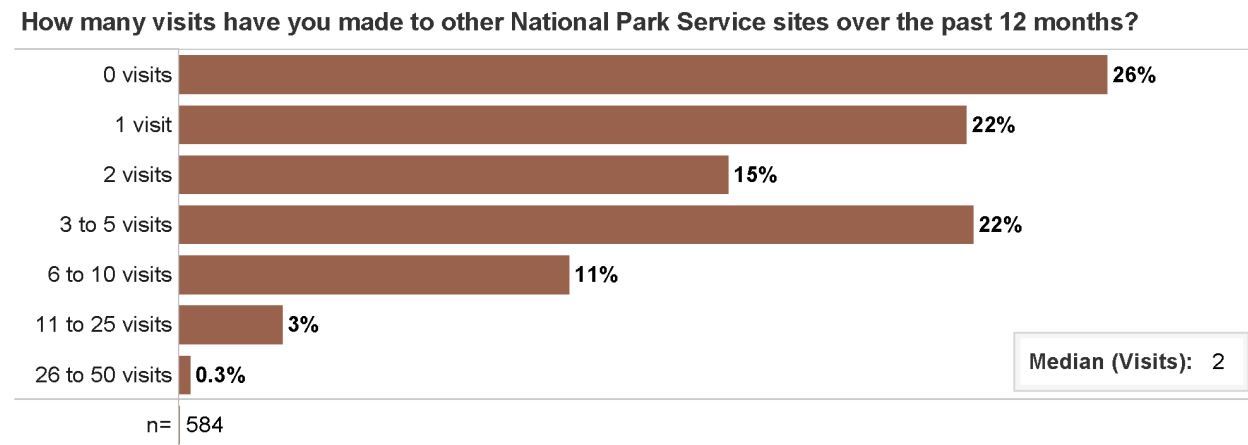


Figure 3. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, Table 12.

- Roughly three-quarters of visitors (74%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was two, though a combined 36.3% had made three or more visits in the past year.

Questions 3-4: Visitor Residency

Respondents were asked to indicate if they were permanent or seasonal residents of the local area around Grand Canyon. Permanent and seasonal residents were then asked for their ZIP code within the local area. Respondents who do not reside permanently or seasonally in the local area were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 4 depicts responses to this group of questions.

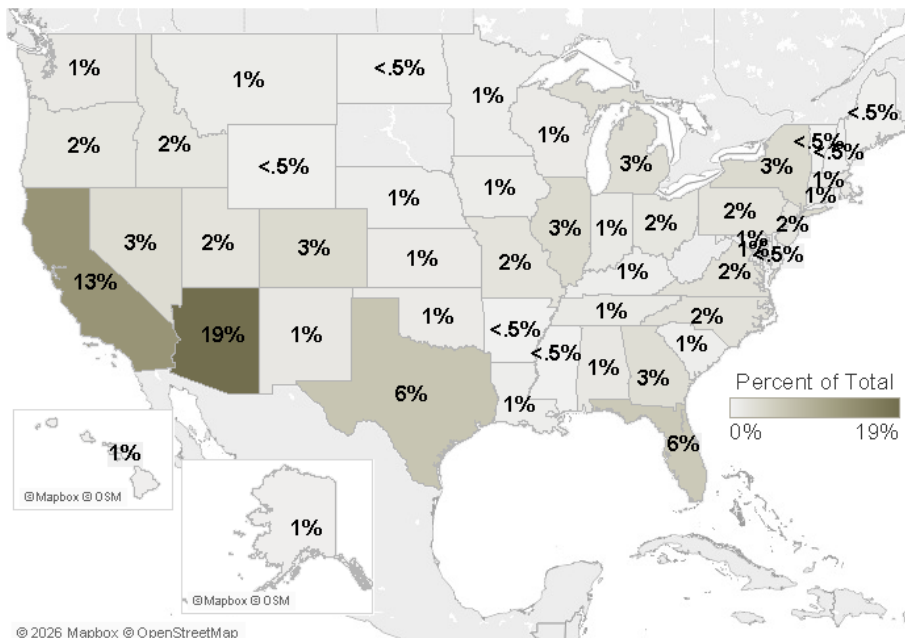
Are you a permanent or seasonal/second home resident of the local area around Grand Canyon National Park?



Do you currently live in the United States?



Respondent States (Percentage of U.S. respondents only)



Top 10 States

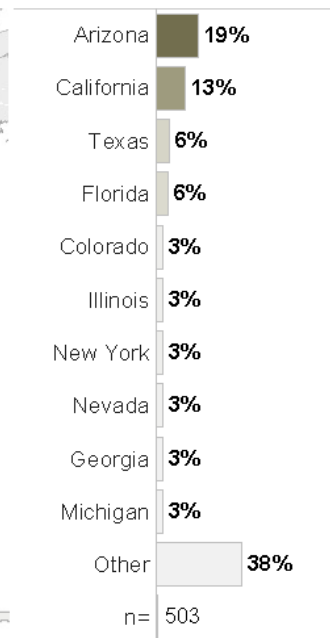


Figure 4. Respondent residency status and geographic origin of domestic visitors surveyed at Grand Canyon.

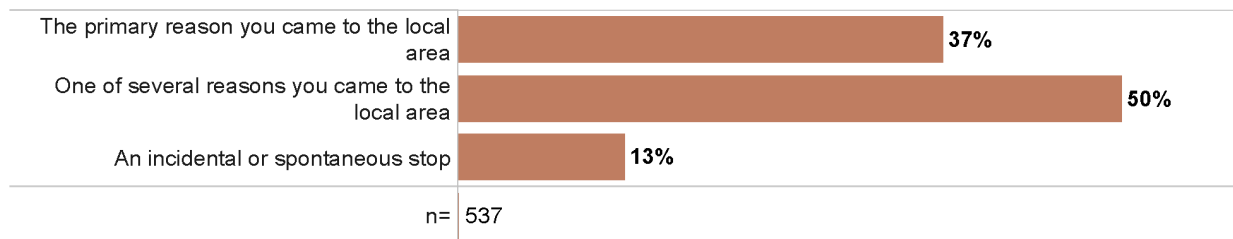
- A small percentage of respondents (a combined 9%) stated that they were either permanent or seasonal residents of the local area around Grand Canyon.
- Roughly one-fifth of respondents were from Arizona (where Grand Canyon is located).
- Among the 88% of respondents currently residing in the U.S., 19% reside in Arizona, followed by 13% from California, 6% from Texas, and 6% from Florida.

Question 5: Trip Purpose

Respondents who are not permanent or seasonal residents of the local area were asked about the purpose for their overall trip away from home, while permanent or seasonal residents of the local

area were asked about the purpose of their trip away from home “today,” the day they were intercepted in the park. Figure 5 depicts responses to this group of questions.

[If not local/seasonal resident] Was visiting Grand Canyon National Park...?



[If local/seasonal resident] Was visiting Grand Canyon National Park...?

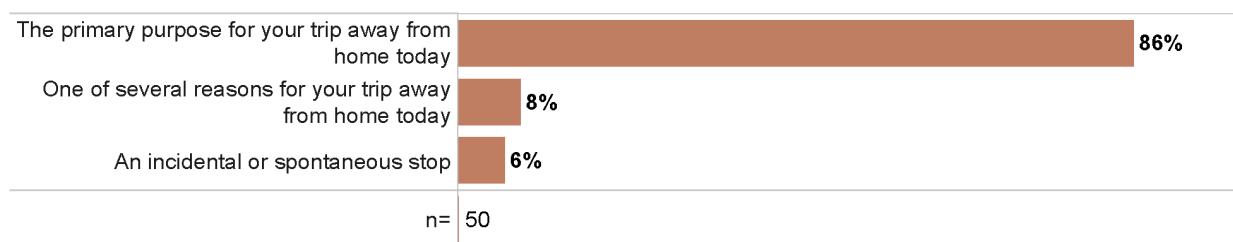


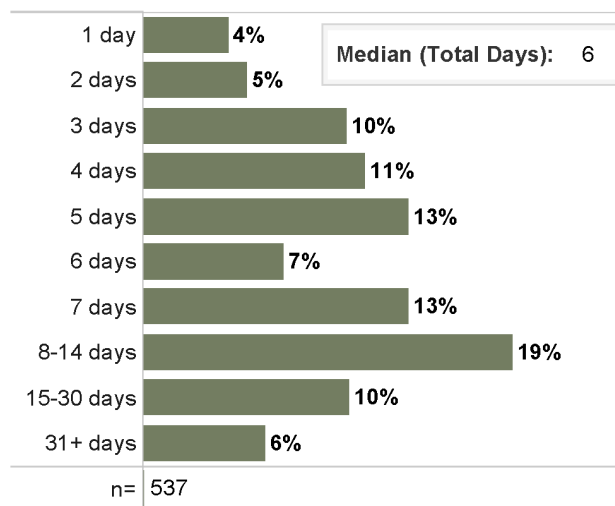
Figure 5. Role of Grand Canyon in overall trip purpose.

- Half of respondents who resided outside the local area (i.e., Grand Canyon National Park area, as depicted in Figure 1) stated that their visit to Grand Canyon was one of several reasons that brought them to the area.
- Over one-third (37%) of non-local respondents, visiting Grand Canyon was the primary reason for their trip to the area.
- The remaining 13% indicated their visit to Grand Canyon was an incidental or spontaneous stop while they were already in the area.
- Among permanent or seasonal local resident respondents, the majority (86%) indicated that visiting Grand Canyon was the primary purpose for their trip away from home on the day they were surveyed.

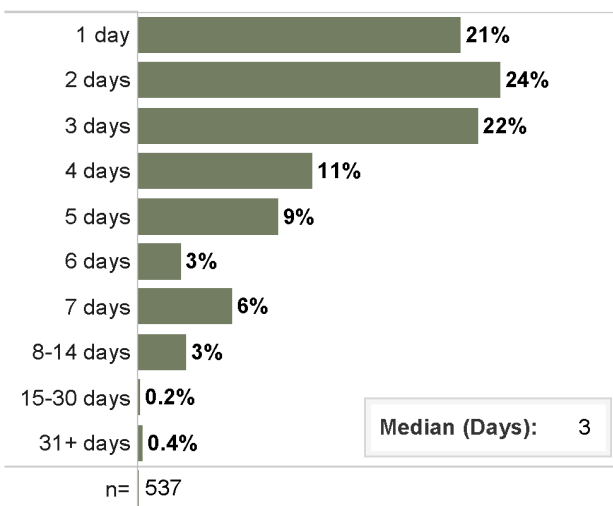
Questions 6-7: Length of Stay

Respondents who are not permanent or seasonal residents of the local area around Grand Canyon were also asked how many total days they would be spending away from their home on this trip, and then how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area. Responses to both of these questions are depicted in Figure 6.

[If not local/seasonal resident] How many total days will you spend away from home on your overall trip that includes your visit to Grand Canyon National Park?



[If not local/seasonal resident] How many days will you spend in the local area (including the days you spend in Grand Canyon National Park) on this trip away from home?



On your trip, will you stay overnight away from your permanent residence in Grand Canyon National Park and/or within the local area?

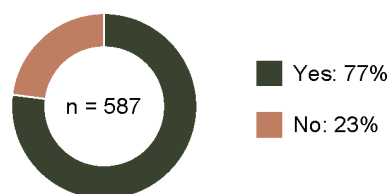


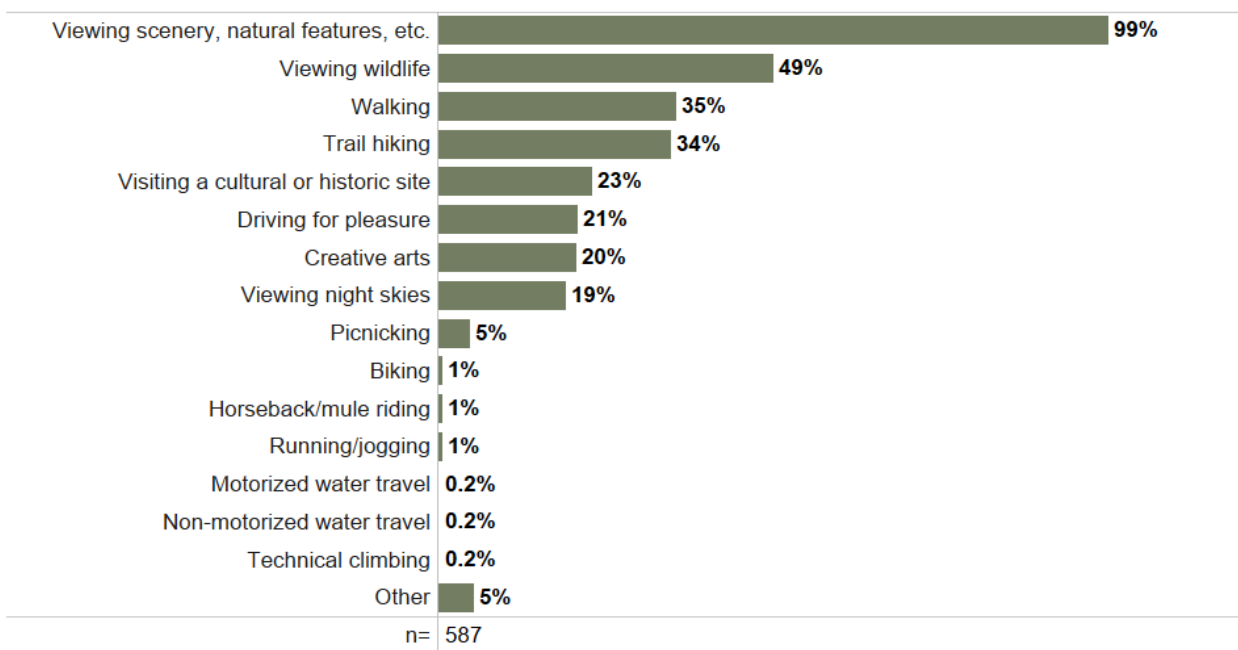
Figure 6. Time spent in the local area around Grand Canyon.

- A small percentage of non-local respondents (4%) spent one day overall on their trip away from home, while 5% spent two days, and 10% spent three days. The median number of days spent away from home was six days.
- About one-fifth of non-local respondents (21%) spent one day in the local area, while 24% spent two days, and 22% spent three days. The median length of stay in the local area was three days.
- Additionally, over three-quarters of all respondents (77%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 8-10: Trip Characteristics

Survey respondents were then asked to identify all activities that they participated in while visiting Grand Canyon, and which of those was their primary activity (Figure 7).

On this trip, in which of the following activities did you personally participate within Grand Canyon National Park? Please mark all that apply



And which is your primary activity within Grand Canyon National Park today?

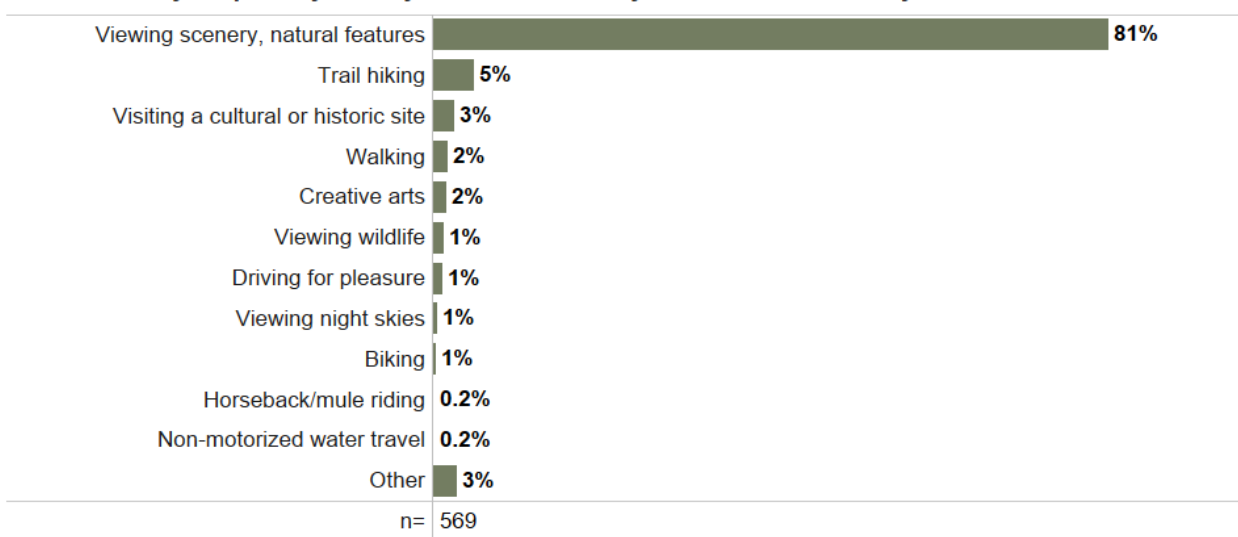


Figure 7. Participation in activities at Grand Canyon.

- Almost all respondents (99%) reported viewing scenery, natural features, etc., and almost half (49%) reported viewing wildlife.
- Biking, horseback/mule riding, running/jogging, motorized water travel, non-motorized water travel, and technical climbing were all uncommon activities (reported by 1% or fewer respondents).

- The majority of respondents (81%) reported viewing scenery and natural features as their primary activity, followed by trail hiking (5%).

Question 11: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 8).

[If staying overnight in local area] On this trip, what type of accommodations will you use while in the local area? Please mark all that apply

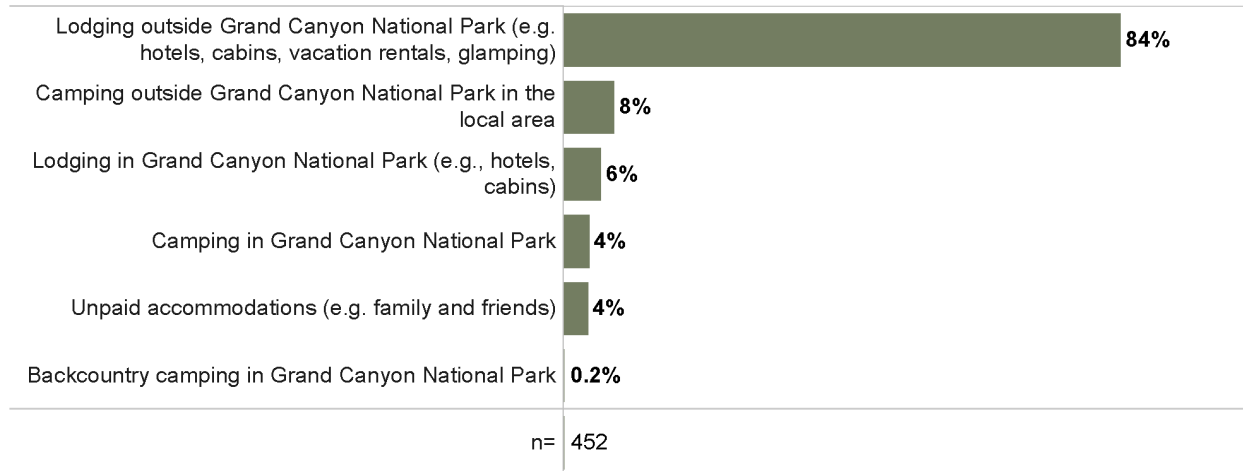


Figure 8. Accommodation types used by overnight visitors within Grand Canyon and in the local area surrounding it.

- The majority of overnight respondents (84%) stayed in lodging outside Grand Canyon National Park.
- This was followed in prevalence by camping outside Grand Canyon National Park in the local area (8%), and lodging in Grand Canyon National Park (6%).

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 9).

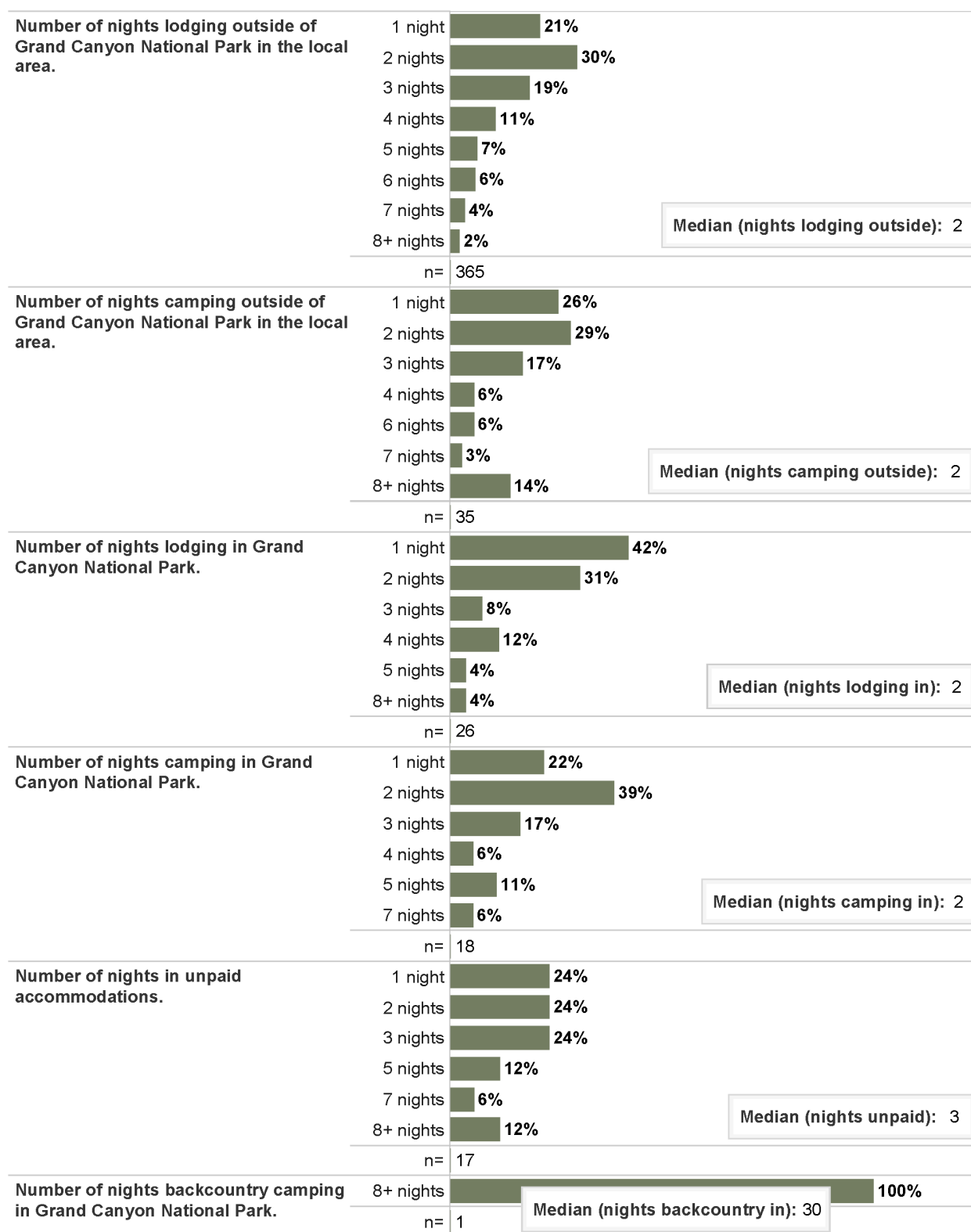


Figure 9. Number of nights spent within Grand Canyon and in the local area surrounding it, by accommodation type. Tabular data shown in this figure are presented in Appendix A, Table 13.

- Among the 84% of overnight respondents who lodged outside of Grand Canyon in the local area (per Figure 8), median length of stay was two nights. About half (51%) lodged two nights or fewer in the local area this trip; 70% spent three nights or fewer.
- Among the 8% of overnight respondents who camped outside of Grand Canyon (per Figure 8), median length of stay was two nights. Over half (55%) camped two nights or fewer; 72% camped three nights or fewer.
- Among the 6% of overnight respondents who lodged inside Grand Canyon in the local area (per Figure 8), median length of stay was two nights. Almost three-quarters (73%) lodged two nights or fewer in the local area this trip; 81% spent three nights or fewer.
- Among the 4% of overnight respondents who camped in Grand Canyon (per Figure 8), median length of stay was two nights. Three-fifths of campers (61%) were spending two nights or fewer camping in the park this trip; 78% spent three nights or fewer.
- Among the 4% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 8), median length of stay was three nights. About a quarter of respondents stayed one night, roughly another quarter stayed two nights, and another quarter stayed three nights (24% each).

Questions 14-16: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Grand Canyon (Figure 10). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but respondents were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

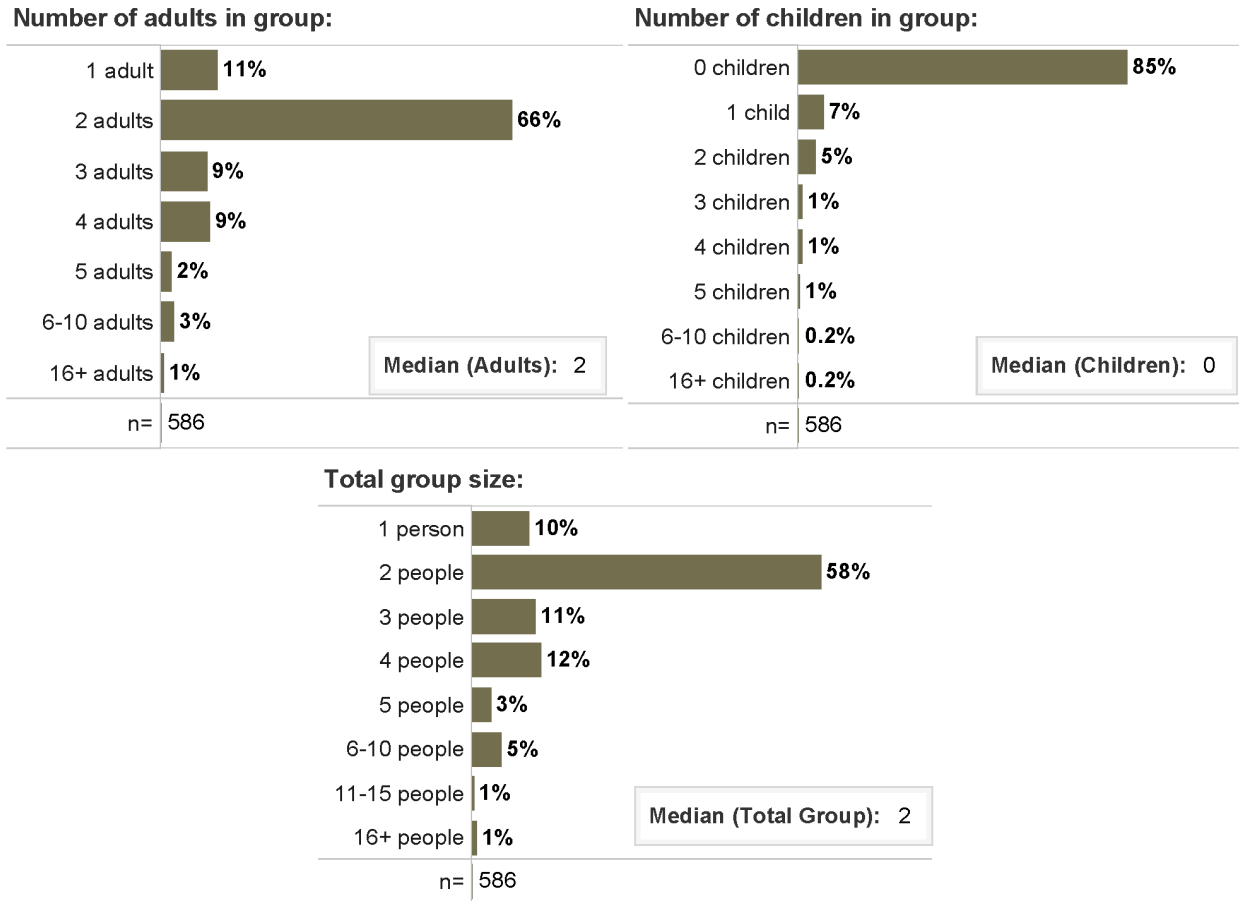


Figure 10. Number of adults and children in respondent's personal group, and total group size, while visiting Grand Canyon. Tabular data shown in this figure are presented in Appendix A, Table 14.

- The median number of adults per group was two. Most groups (66%) included two adults.
- Most groups (85%) did not include any children.
- The median total number of people (adults and children) per group was two.

Respondents were then asked to provide the age of each member of their group (Figure 11). These data show the true age distribution of respondent groups sampled at Grand Canyon.

What are the ages of each of the adults and children in your group?

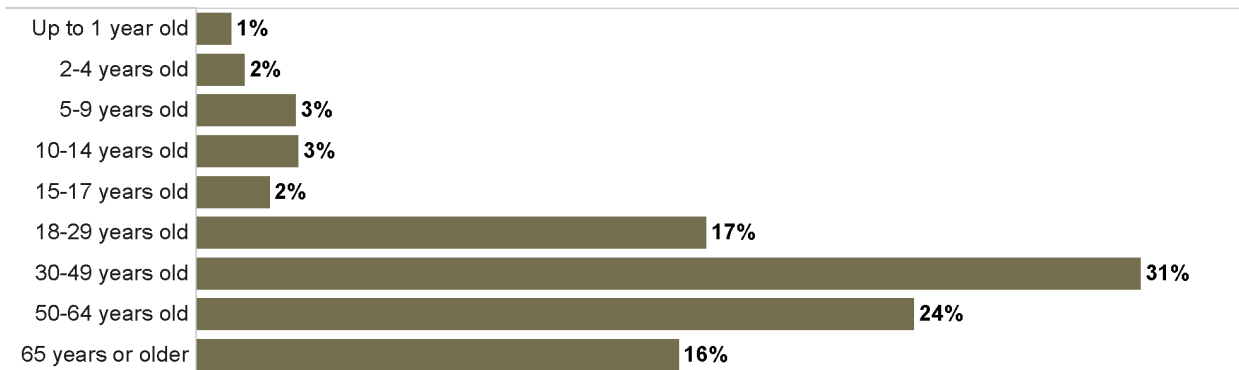


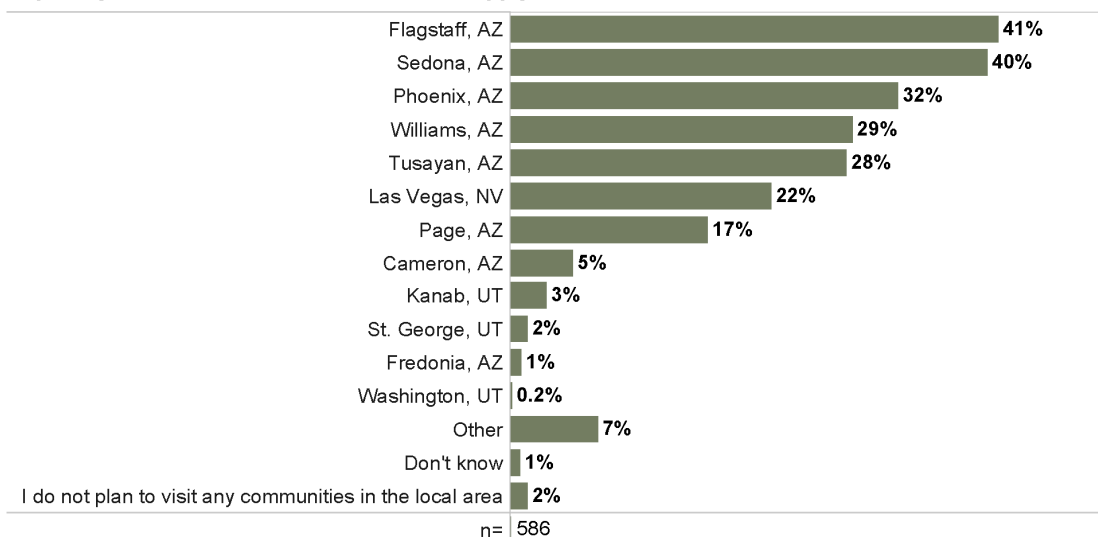
Figure 11. Age distribution of all members of respondent's personal group while visiting Grand Canyon.

- The most common age of the adults and children in a personal group was 30-49 years old (31%), followed by 50-64 years old (24%), and 18-29 years old (17%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 11% of group members.

Questions 19-20: Local Communities

To build a more detailed understanding of the impact of Grand Canyon on the surrounding local area, respondents were given a list of nearby communities and asked which one(s), if any, they had already visited or planned to visit during their trip. Visiting a community was defined as stopping to do or buy anything, such as purchasing gas or groceries or dining. Those respondents who had previously indicated that they were staying overnight in the local area outside Grand Canyon (i.e., paid lodging outside the park, camping outside the park, or staying in unpaid accommodation outside the park) were then asked which local community (or communities) from that list was (or were) closest to their accommodations. Responses to both questions are shown in Figure 12, below.

Which communities will you visit outside Grand Canyon National Park while in the local area on this trip away from home? Please mark all that apply.



[If will visit] What communities are closest to your accommodation(s) outside Grand Canyon National Park in the local area? Please mark all that apply.

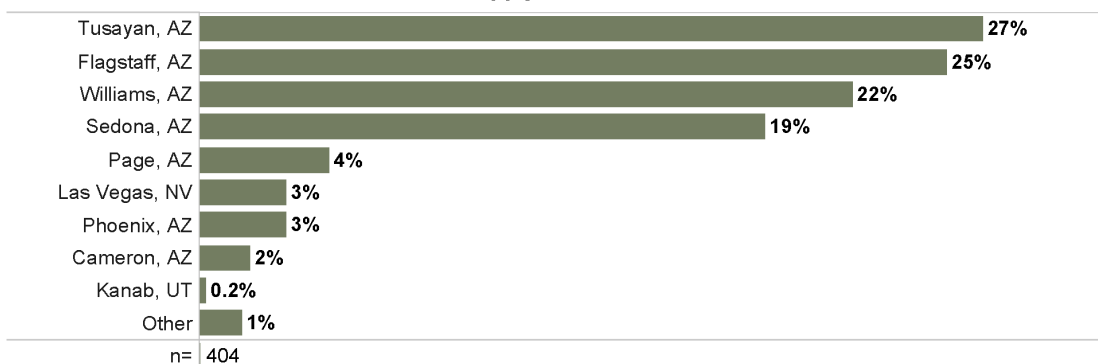


Figure 12. Communities visited outside Grand Canyon while in the local area.

- Over a third of respondents reported they had visited or planned to visit Flagstaff, AZ (41%), while another 40% of respondents mentioned visiting or planning to visit Sedona, AZ during their trip away from home in the Grand Canyon local area.
- The next most visited community was Phoenix, AZ, visited by 32% of respondents, followed in prevalence by Williams, AZ (29%) and Tusayan, AZ (28%).
- When asked which community was closest to where respondents stayed during their visit, the plurality of respondents reported Tusayan, AZ (27%), followed by Flagstaff, AZ (25%), and Williams, AZ (22%).

Questions 21-25: Park Use Characteristics

Then, respondents were asked to indicate if they planned to visit Grand Canyon for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 13 and Table 10).

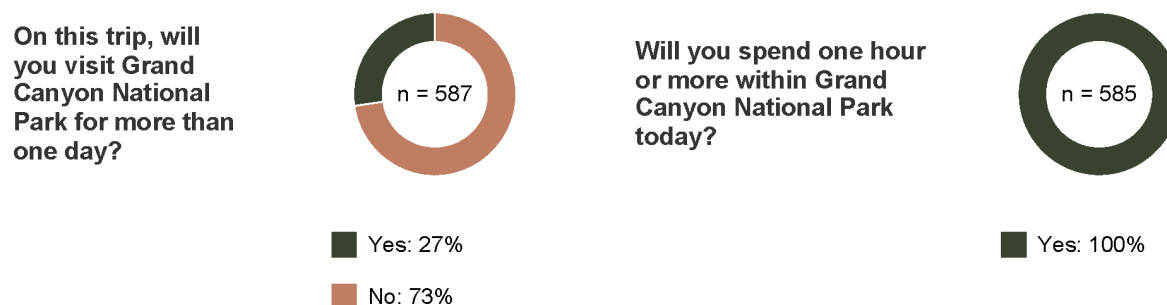


Figure 13. Length of time spent within Grand Canyon on this trip.

Table 10. Length of time spent within Grand Canyon on this trip.

Question	Sample Size (n)	Median
[If planning to spend one hour or more] How many hours do you plan to spend within Grand Canyon today?	585	5
[If planning to visit more than one day] How many days do you plan to spend within Grand Canyon on this trip?	160	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	160	2

- Just over one quarter of respondents (27%) were planning to spend more than one day in Grand Canyon on their trip. Among these respondents, the median length of visit was two days.
- All respondents (100%) planned to spend one hour or more within Grand Canyon on the day they were surveyed. Among these visitors, median length of time spent in the park “today” was five hours.
- Those respondents who spent more than one day in the park were also asked on how many different days they expected to enter the park; the median answer was two days.

Next, respondents were asked to indicate the most recent entrance they used to enter Grand Canyon (Figure 14).

Which was the most recent entrance you used to enter Grand Canyon National Park?

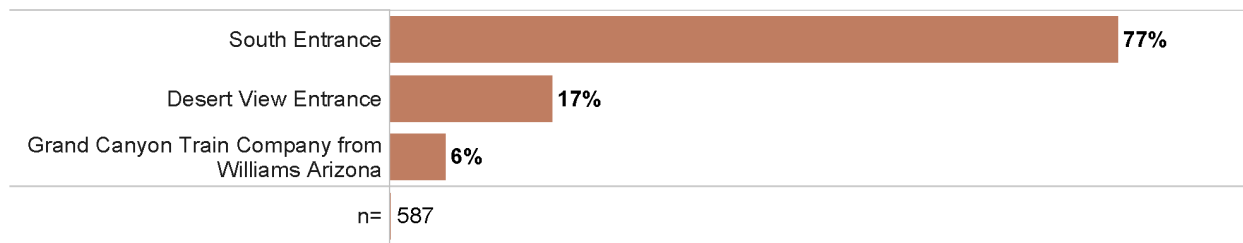


Figure 14. Most recent entrance used to enter Grand Canyon.

- Among respondents, the South Entrance was the most commonly used entrance to Grand Canyon (77%), followed by Desert View Entrance (17%).
- Due to park geography and proximity of intercept sites to entrances, the results for most recent entrance used were impacted by the volume of visitors intercepted at various sites.

Respondents were also presented with a list of locations within Grand Canyon and asked to indicate if they had been to, or planned to visit them, that day (Figure 15).

Considering your visit today, will you visit any of the following locations within Grand Canyon National Park? Please mark all that apply



Figure 15. Park locations visited during the most recent trip to Grand Canyon.

- The most commonly visited location in Grand Canyon was the South Entrance (92% of respondents had either been there or planned to visit it on their trip), followed by Desert View Entrance (46%).

Questions 26-27: Transportation

Respondents were first asked to indicate all the forms of transportation they personally used to travel from their home to Grand Canyon on their trip (Figure 16).

From the list below, select all forms of transportation you personally used to travel from your home to Grand Canyon National Park on this trip. Please mark all that apply.

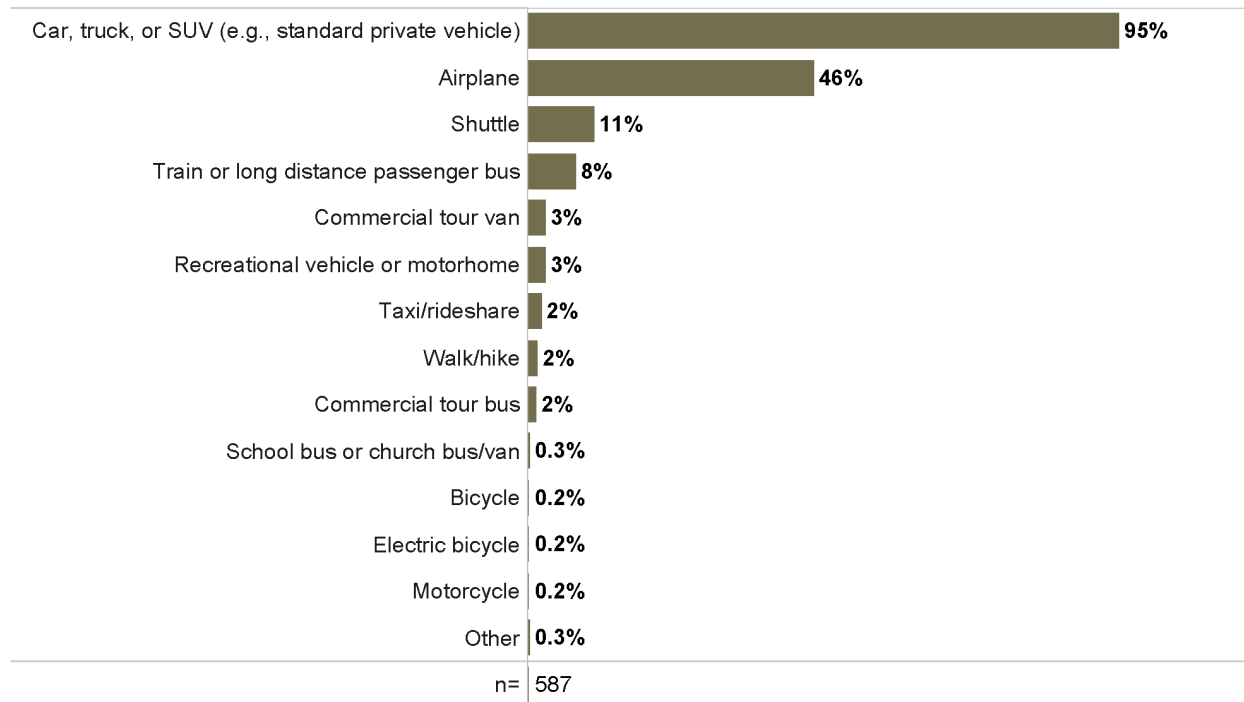


Figure 16. Forms of transportation used to travel from home to Grand Canyon on the recent trip.

- Nearly all respondents (95%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Grand Canyon.
- The second most common mode of travel was an airplane (46%), followed by a shuttle (11%).

Respondents were then asked a follow-up question about the single form of transportation they used to enter Grand Canyon on the day they were surveyed (Figure 17).

[If used at all during trip] Which form of transportation did you personally use to enter Grand Canyon National Park today?

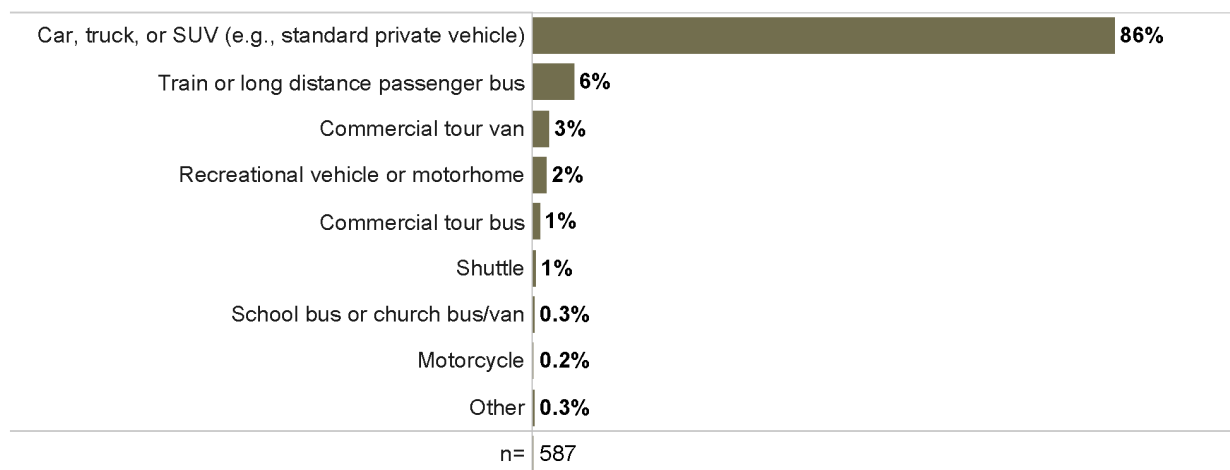
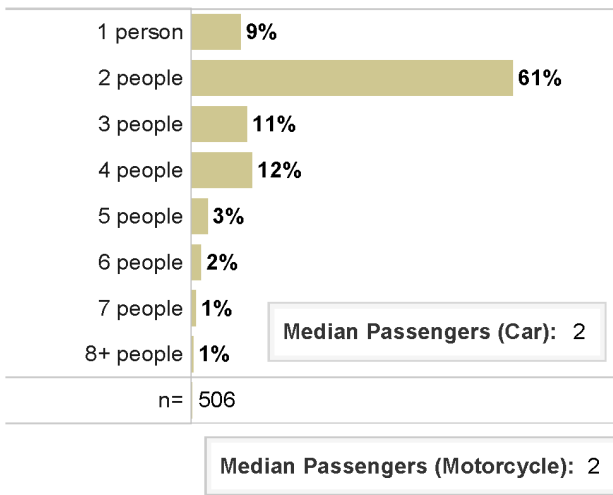


Figure 17. Form of transportation used to enter Grand Canyon on the day of the survey.

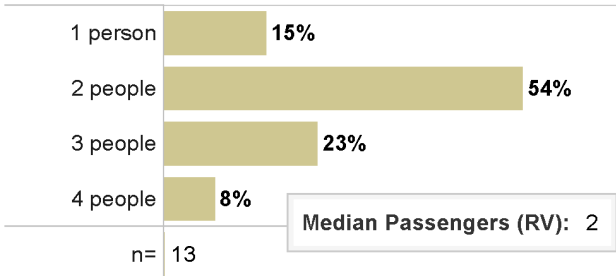
- The majority of respondents (86%) reported that they used their car, truck, or SUV to enter Grand Canyon on the day of the survey.
- This was followed distantly by use of a train or long distance passenger bus (6%), and commercial tour van (3%).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV, recreational vehicle or motorhome, or motorcycle), they were asked to indicate how many people were traveling in or on that vehicle (Figure 18).

[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Grand Canyon National Park?



[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Grand Canyon National Park?



[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Grand Canyon National Park?



Figure 18. Number of people in or on respondent's vehicle when entering Grand Canyon. Tabular data shown in this figure are presented in Appendix A, Table 15.

- Nearly two-thirds of respondents (61%) traveling by car reported two people. The next common group size was four people (12%), followed by three people (11%).
- Over half of respondents entering Grand Canyon by RV/motorhome reported traveling in a group of two people (54%), followed by three people (23%) and one person (15%).

Question 29: Entrance Fee

Respondents were asked to indicate which type of entrance fee applied to them personally on their most recent trip to Grand Canyon (Figure 19).

On this trip to Grand Canyon National Park, which one of the following entrance fees applied to you personally?

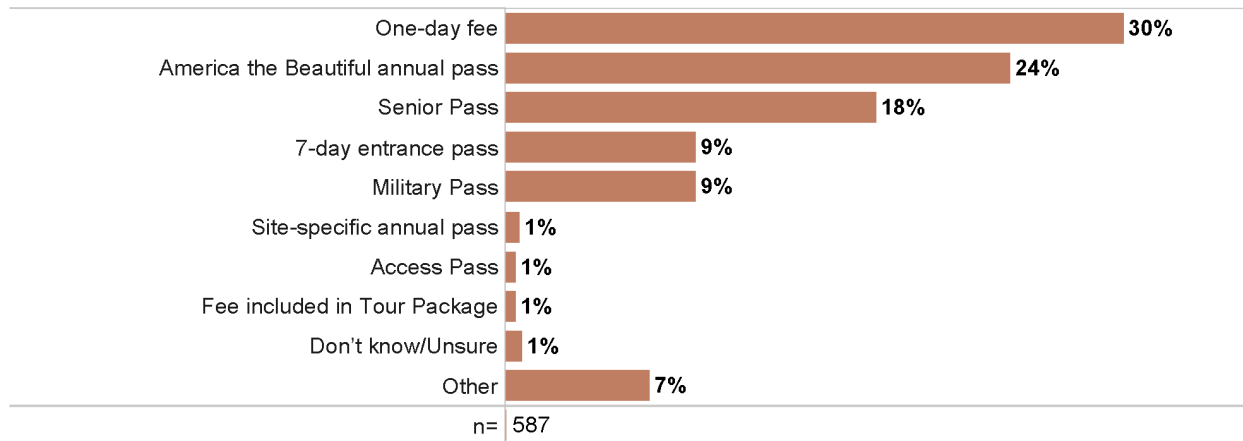


Figure 19. Entrance fee paid to enter Grand Canyon on the most recent trip.

- A quarter of respondents (24%) reported using an America the Beautiful annual pass, and another 28% entered using a Senior Pass, Access Pass, or Military Pass.
- In contrast, 40% of respondents entered using a Grand Canyon-specific pass or fee (i.e., annual pass, 7-day, or single-day entrance fee).

Post-trip Survey Results

The following section provides results of the 140 post-trip visitor surveys received by mail-back or online following fieldwork conducted in Grand Canyon in winter 2025. Again, caution is recommended in the interpretation of figures with sample size lower than $n=30$, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option. Some questions were omitted because they were not applicable to this report.

Questions 1–2: Information about Grand Canyon

First, respondents were asked what sources they used to obtain information about Grand Canyon prior to their trip, and whether they had the information they needed on their trip (Figure 20).

Prior to this trip, how did you obtain information about Grand Canyon National Park? Please mark all that apply

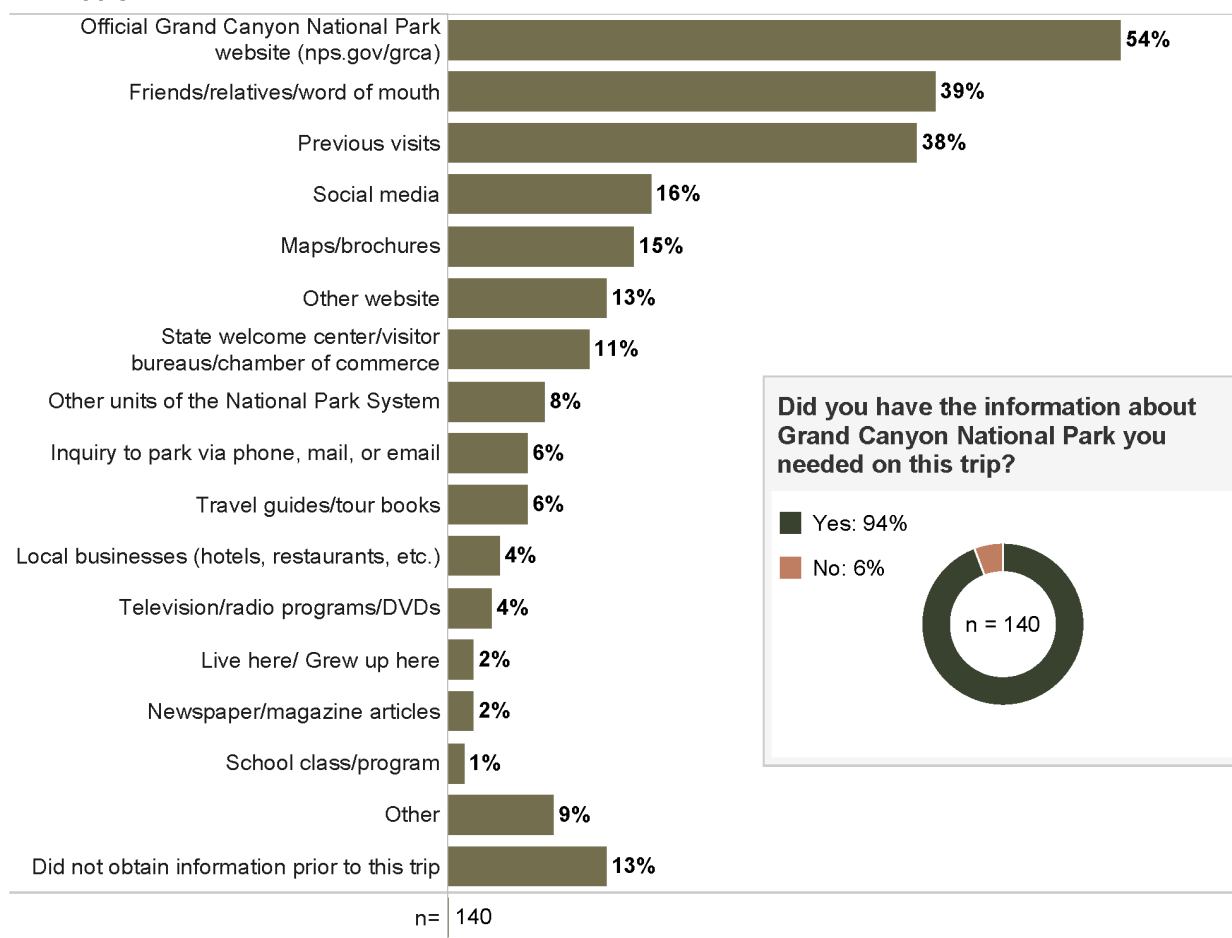


Figure 20. Sources used to obtain information about Grand Canyon prior to the trip.

- The most used resource was the official Grand Canyon National Park website, with 54% of respondents reportedly using it. The second most common source was friends/relatives/word

of mouth (39%), followed by previous visits (38%), social media (16%), and maps/brochures (15%).

- In a follow-up question, 94% of respondents said that they had the information about Grand Canyon that they needed on their trip, while 6% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate.

Question 7: Previous Visits to Other NPS Units

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 21).



Figure 21. NPS sites visited on trip away from home.

- Less than half (47%) of all respondents had visited other NPS sites on their trip, while 53% identified Grand Canyon as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s).

Questions 8-9: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Grand Canyon on their trip and were then asked which of those was the most important reason for them to visit Grand Canyon (Figure 22).

How important to you were each of the following reasons or motivations for visiting Grand Canyon National Park on this trip?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To view wildlife or natural scenery	137		1%	6%	26%	68%
To spend time with family/friends	135	8%	4%	14%	30%	44%
To relax	134	1%	5%	24%	34%	36%
To visit a National Park Service site	136	11%	9%	19%	26%	35%
To hear the sounds of nature/quiet	136	8%	10%	23%	27%	32%
To learn more about nature	136	7%	13%	21%	30%	28%
To learn more about American history and culture	137	4%	7%	30%	33%	27%
To get physical exercise	137	4%	17%	31%	27%	21%
To experience solitude	134	22%	14%	33%	15%	16%
Other (if specified)	22	9%		9%	14%	68%

And which was the most important reason for you to visit Grand Canyon National Park on this trip?

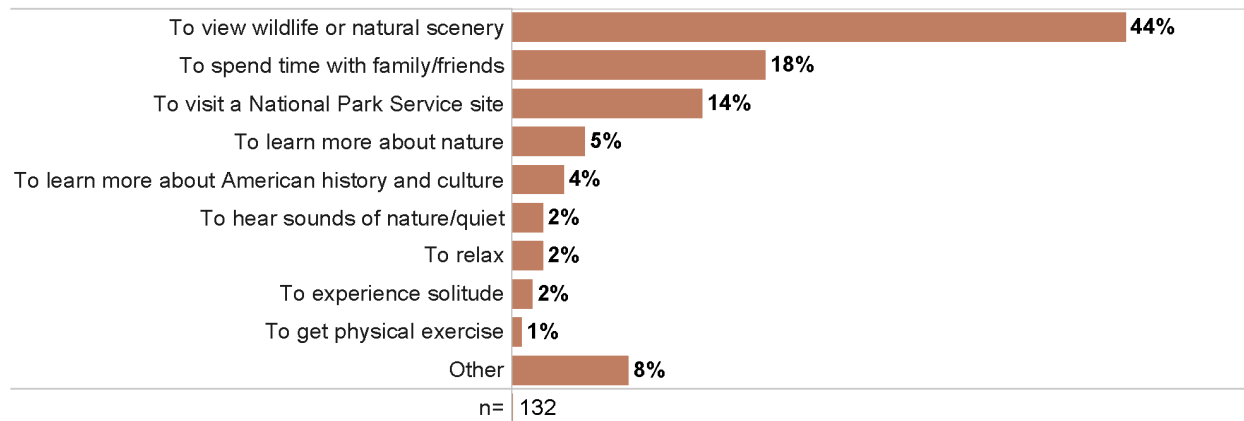


Figure 22. Reasons or motivations to visit Grand Canyon. Tabular data shown in this figure are presented in Appendix A, Table 16.

- Most respondents chose viewing wildlife or natural scenery (68%) as an extremely important reason for their trip to Grand Canyon.
- Other important reasons for visiting Grand Canyon were spending time with family/friends, relaxing, and visiting a National Park Service site (over a third of respondents rated them as extremely important).
- The least important reasons were to get physical exercise and to experience solitude (only 21% and 16% of respondents, respectively, reported them as extremely important, and 4% and 22% of respondents, respectively, rated them as not at all important).

- The most common response about the most important reason for visiting was to view wildlife and natural scenery (44%), followed by spending time with family/friends (18%), and to visit a National Park Service site (14%).

Questions 10-11: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated in Grand Canyon during their trip (Figure 23).

On this trip, in which of the following programs and services did you personally participate within Grand Canyon National Park? Please mark all that apply

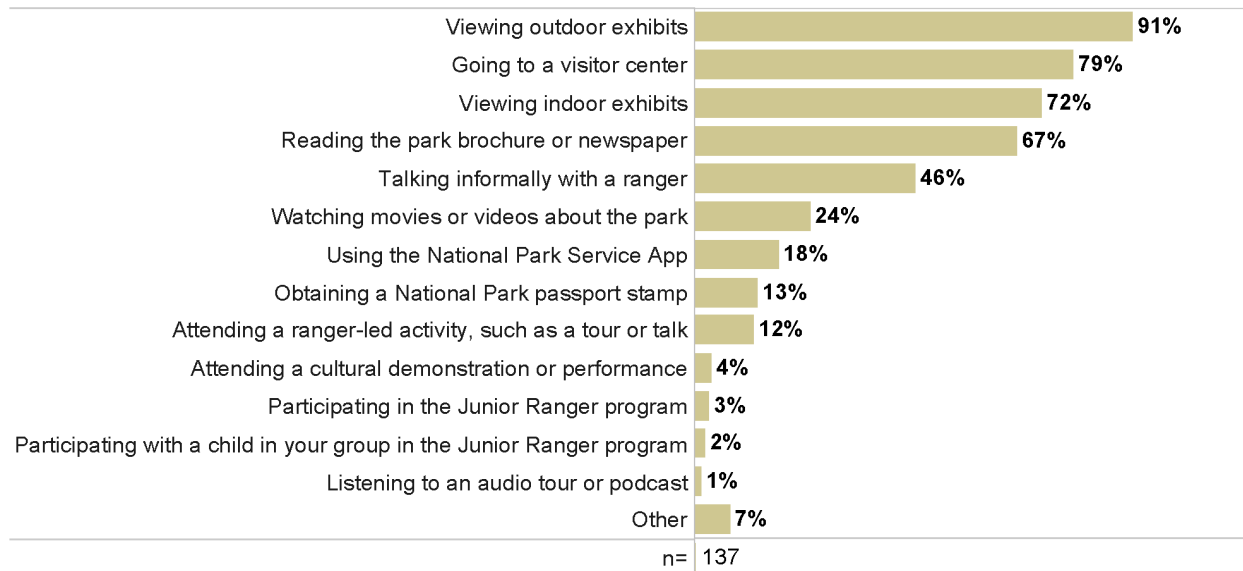


Figure 23. Participation in programs at Grand Canyon.

- The two most-used programs and services were viewing outdoor exhibits and going to a visitor center, with over three-quarters of respondents reporting participating in each of them.
- Several other programs were engaged in by over half of respondents: viewing indoor exhibits (72%) and reading the park brochure or newspaper (67%).

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 24).

If you were to visit Grand Canyon National Park in the future, are there specific subjects you would like to learn about?

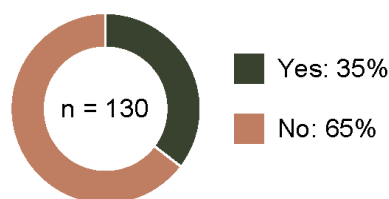


Figure 24. Learning outcomes while visiting Grand Canyon.

- Over a third of respondents (35%) reported that if they were to visit Grand Canyon in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to this question were asked to elaborate.

Questions 12-13: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Grand Canyon (Figure 25).

Did you use a personal electronic device while in Grand Canyon National Park to do any of the following actions?

	Yes	No	Don't know
Send/receive a text message n=138	84%	16%	
GPS/Navigation n=137	74%	25%	1%
Search the internet/email n=137	63%	34%	4%
Share pics/videos/audio via social media n=134	61%	38%	1%
Make/receive a cell phone call n=135	59%	41%	
Other (if specified) n=28	43%	32%	25%

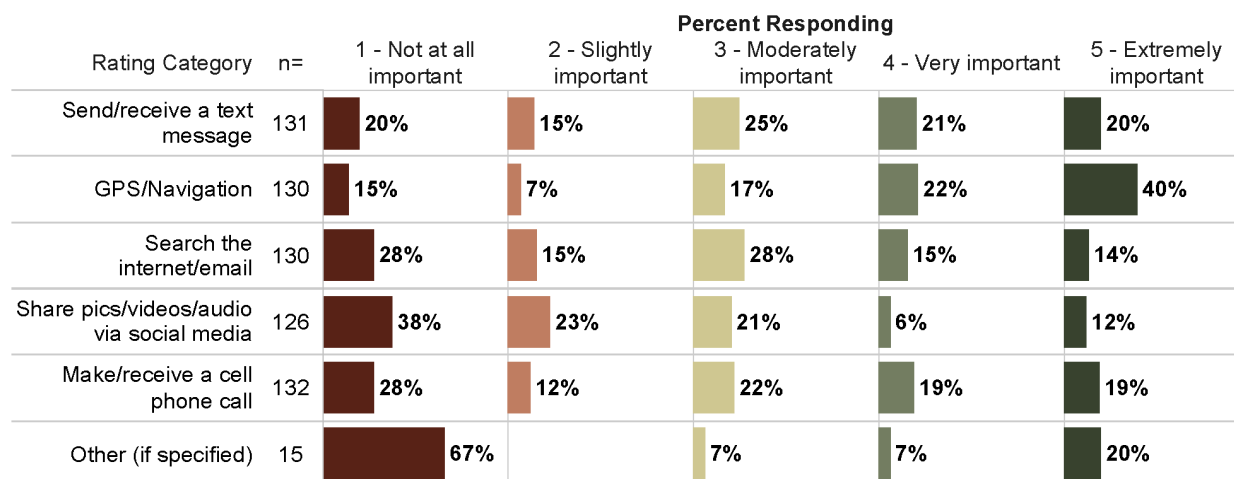
Labels <1% are not shown

Figure 25. Use of personal electronic devices while visiting Grand Canyon. Tabular data shown in this figure are presented in Appendix A, Table 17.

- The majority of respondents (84%) reported sending/receiving a text message, and 74% reported using GPS/Navigation.
- Conversely, 59% of respondents reported making/receiving a cell phone call.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 26), and the quality of their service (Figure 27).

How important to you was it during your visit to Grand Canyon National Park to use personal electronic devices to do each of the following?

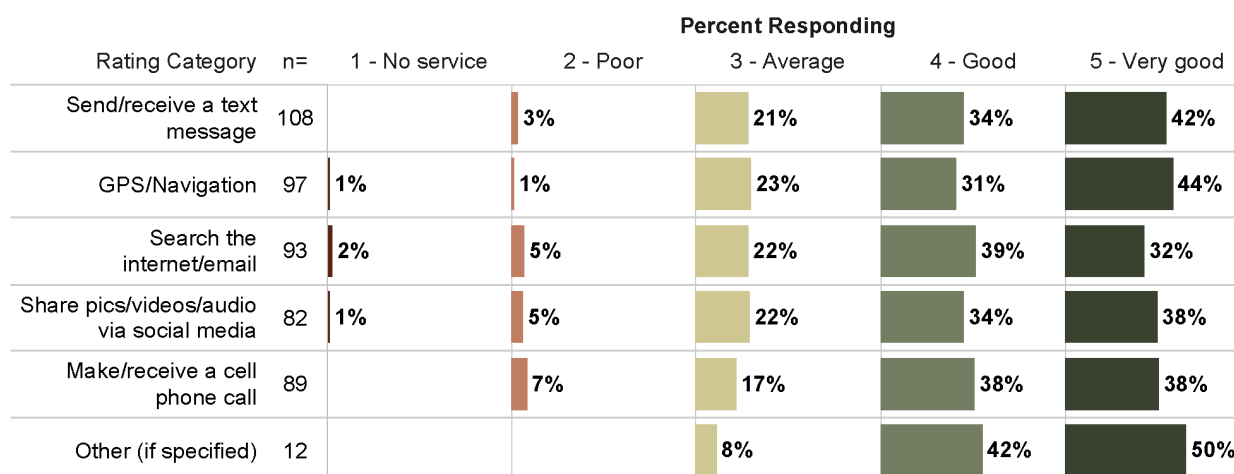


Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 26. The importance of the use of personal electronic devices while visiting Grand Canyon. Tabular data shown in this figure are presented in Appendix A, Table 18.

- The most important device uses were GPS/Navigation and sending/receiving a text message (40% and 20% of respondents, respectively, rated them as extremely important).
- Sharing pictures/videos/audio via social media was rated as extremely important by 12% of respondents, and not at all important by 38% of respondents.

How would you rate the quality of service to do each of the following?



Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 27. Quality of service for personal electronic devices while visiting Grand Canyon. Tabular data shown in this figure are presented in Appendix A, Table 19.

- Sending/receiving a text message was rated as very good or good by 42% and 34% of respondents, respectively. GPS/Navigation was rated as very good or good by 44% and 31% of respondents, respectively. However, 1% of respondents reported that they had no service for this.
- A small percentage of respondents (1-2% depending on the service) reported that they also had no service to share pictures/videos/audio via social media and search the internet/email.
- However, about a third of respondents (ranging from 32% to 38%, depending on the service) rated these services as very good.

Question 14: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Grand Canyon. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 28).

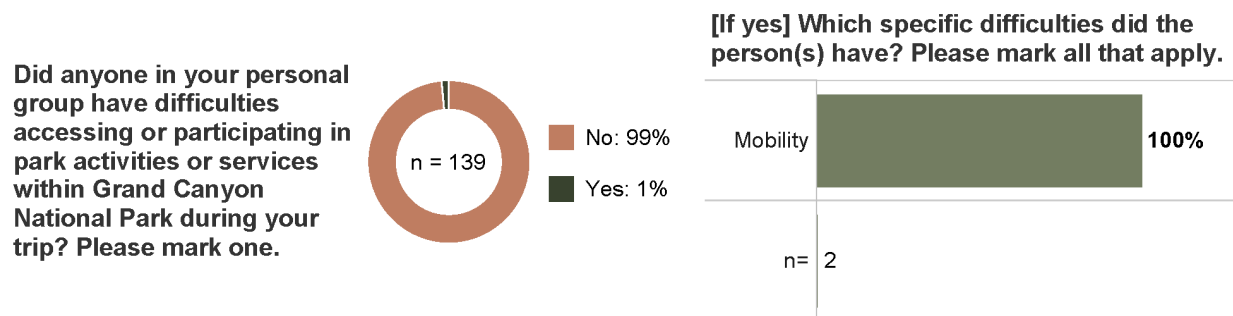


Figure 28. Physical difficulties while visiting Grand Canyon.

- The majority of respondents (99%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Grand Canyon.
- Among the 1% of respondents who identified at least one difficulty, 100% reported mobility issues in their group.

Questions 17-19: Visitor Experience

Respondents were then given several statements about Grand Canyon and asked to indicate their level of agreement or disagreement with each given statement (Figure 29).

To what extent do you agree or disagree with each of the following statements?

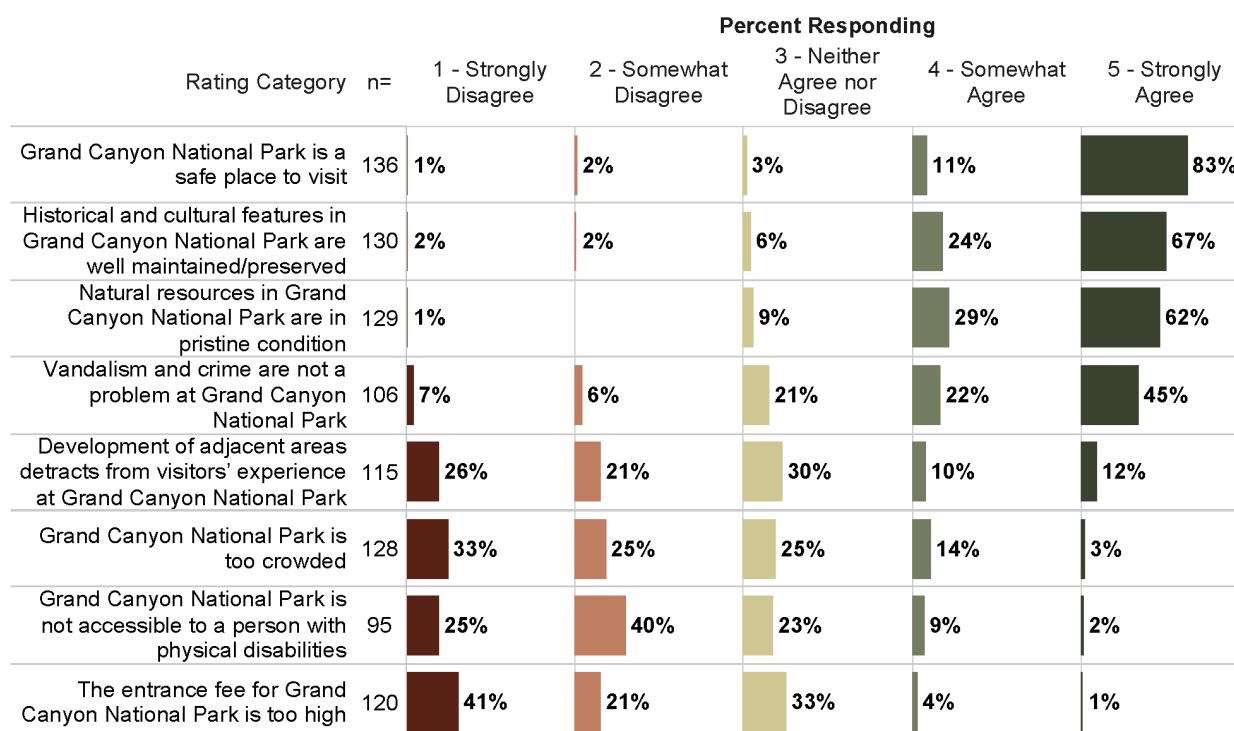


Figure 29. Rating Grand Canyon experience. Tabular data shown in this figure are presented in Appendix A, Table 20.

- From all the statements listed, “Grand Canyon National Park is a safe place to visit” received the most consensus with a combined 94% of respondents saying they either strongly or somewhat agree with it. That was followed by “Historical and cultural features in Grand Canyon National Park are well maintained/preserved” and “Natural resources in Grand Canyon National Park are in pristine condition” (91% of respondents strongly or somewhat agreed with each statement).
- Conversely, “The entrance fee for Grand Canyon National Park is too high” and “Grand Canyon National Park is not accessible to a person with physical disabilities” received the least support, with only 5-11% of respondents either somewhat or strongly agreeing with these statements, and at least a quarter of respondents strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Grand Canyon (Figure 30).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Grand Canyon National Park?

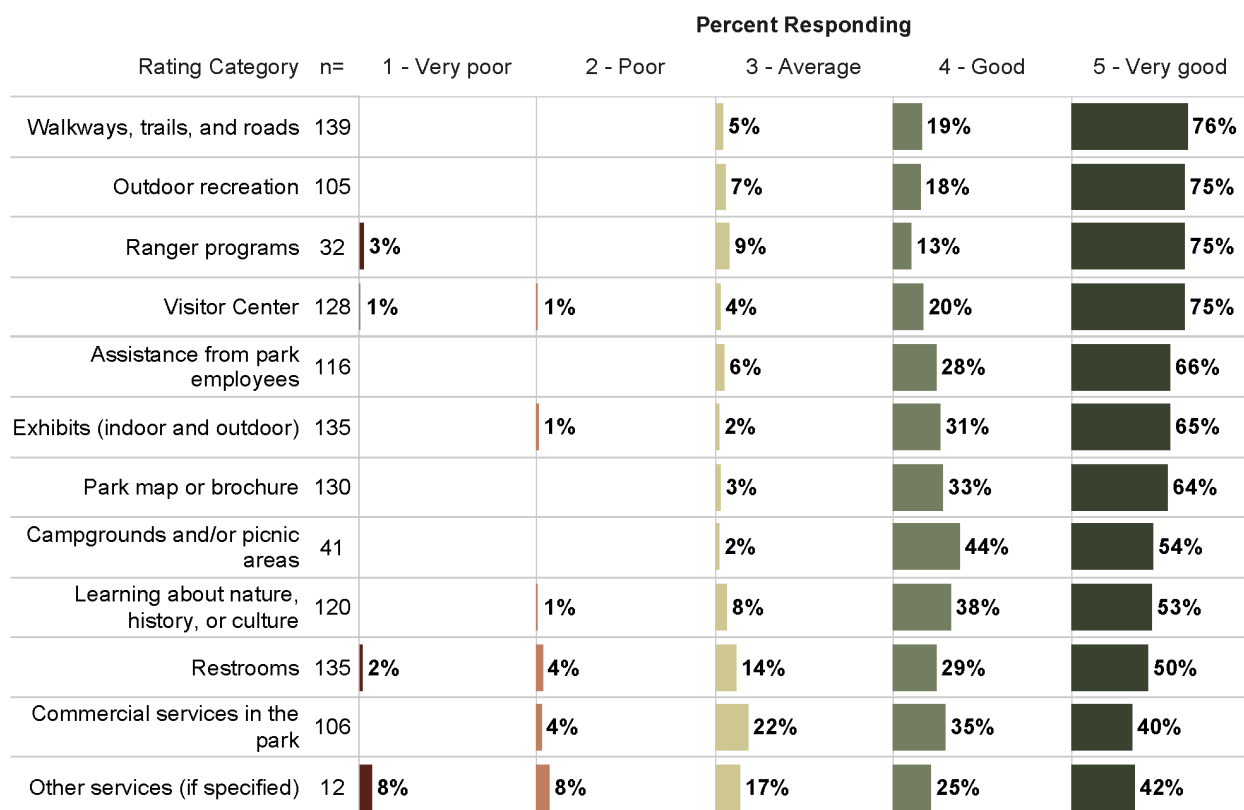


Figure 30. Rating the quality of specific Grand Canyon facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, Table 21.

- Over half of respondents (ranging from 53% to 76%) rated learning about nature, history, or culture, campgrounds and/or picnic areas, park map or brochure, exhibits (indoor and outdoor), assistance from park employees, visitor center, ranger programs, outdoor recreation, and walkways, trails, and roads as very good.
- Half of respondents rated the restrooms as very good, while 40% rated the commercial services in the park as very good.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 31).

Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Grand Canyon National Park?

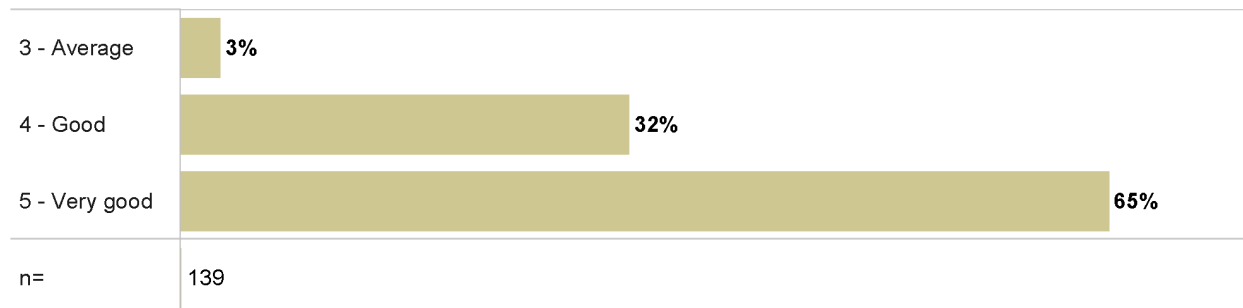


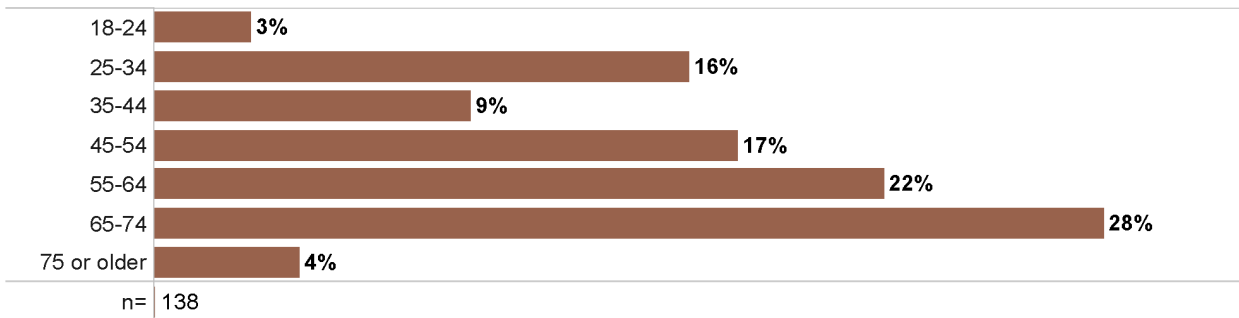
Figure 31. Rating overall quality of Grand Canyon facilities, visitor services, and recreational opportunities.

- Overall, about two-thirds of respondents (65%) rated the quality of the park facilities, visitor services, and recreational opportunities in Grand Canyon as very good, and another 32% rated them as good.
- Just a small percentage of respondents (3%) rated the overall quality as average, and no respondents rated the quality as poor or very poor.

Questions 20-26: Background/Demographics

In the final section of the post-trip survey, respondents were asked various questions about their personal and household demographics. Figure 32 depicts descriptive statistics for respondent age and education.

What is your age?



What is the highest degree or level of school you have completed?

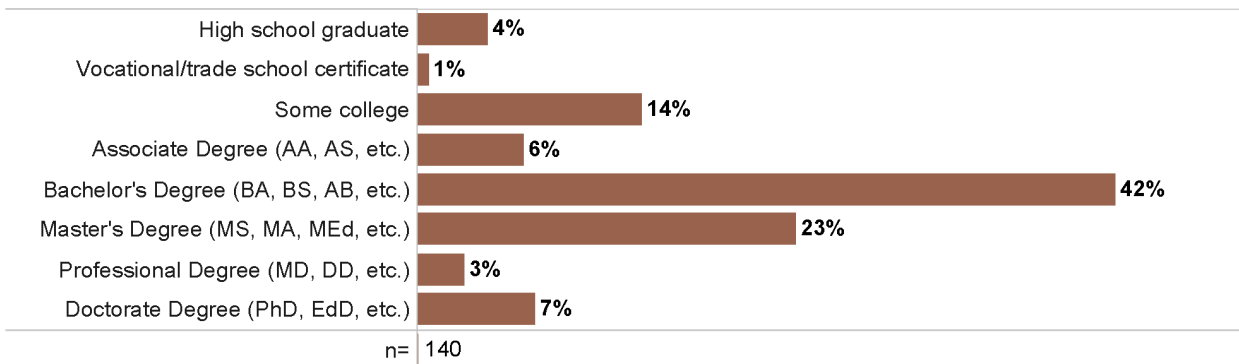


Figure 32. Respondent demographics: age and level of education.

- The most common age categories were 65-74 years old (28%), 55-64 years old (22%), and 45-54 years old (17%). The least represented age group were 18-24 years old (only 3% of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 81% having some college degree, and a plurality (42%) holding a bachelor's degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 33).

What is your race and/or ethnicity? Mark all that apply.

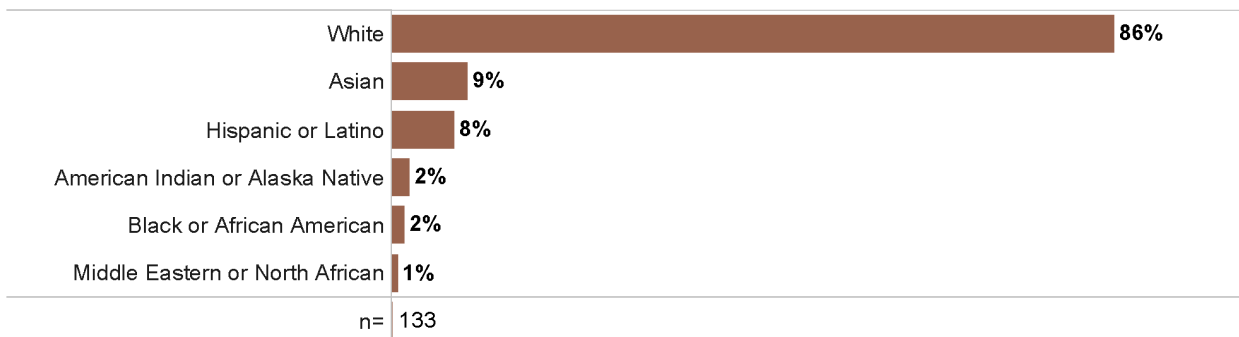


Figure 33. Respondent demographics: race and/or ethnicity.

- The majority of respondents (86%) were White, while 9% were Asian, and 8% were Hispanic or Latino.

Finally, at a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 34).

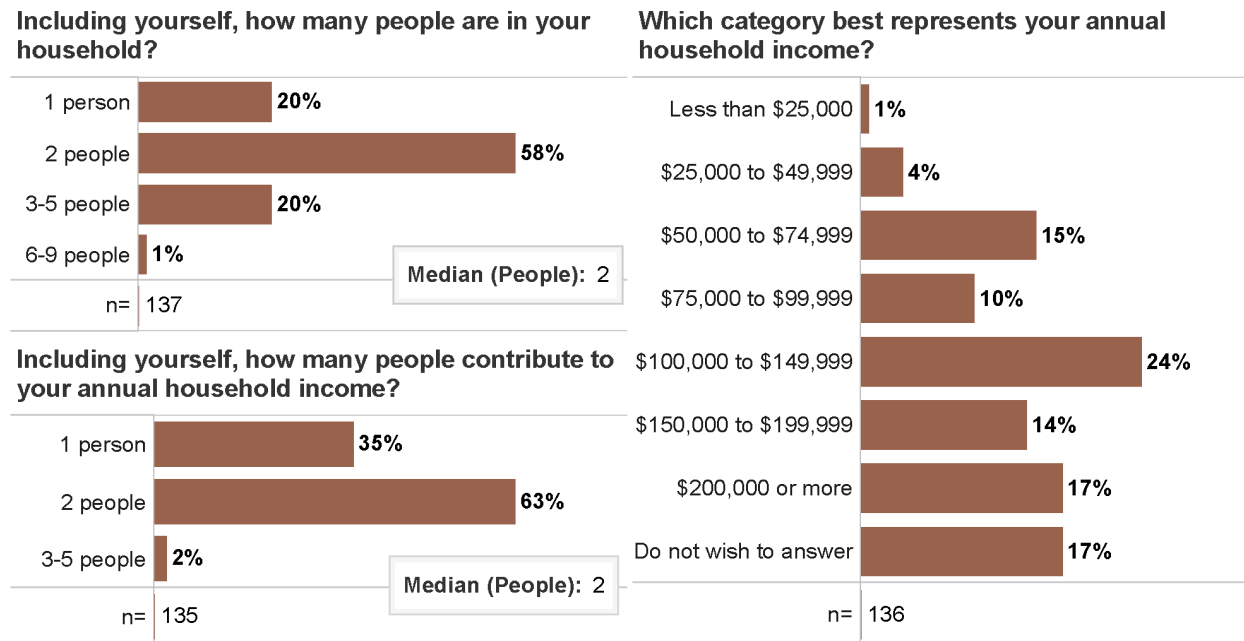


Figure 34. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, Table 22.

- Over half of respondents (58%) had two people in their household, followed by those with three to five people and those with one person (another 20% each).
- In addition to obtaining higher education, visitors surveyed at Grand Canyon also reported relatively high levels of income. Almost a quarter of respondents (24%) reported that their annual household income was between \$100,000 and \$149,999, and another 17% earned \$200,000 or more.
- Most respondents (63%) came from a dual-income household.

Literature Cited

National Park Service (NPS). 2025. 2025 Socioeconomic Monitoring of Grand Canyon National Park: Visitor intercept and post-trip surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2318643>

Appendix A: Accessible Tables

Table 11 through Table 22 contain tabular data from figures found in the body of the report.

Table 11. Data from Figure 2. Previous visits to Grand Canyon.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to Grand Canyon over the past 12 months?	206	1
[If not first-time visitor] Including this visit, how many visits have you made to Grand Canyon over the past five years?	206	2

Table 12. Data from Figure 3. Visits made to other NPS sites within the past year.

Question	Sample Size (n)	Median
How many visits have you made to other NPS sites over the past 12 months?	584	2

Table 13. Data from Figure 9. Number of nights spent in the local area around Grand Canyon, by accommodation type.

Accommodation Type	Sample Size (n)	Median
[If backcountry camping in Grand Canyon] Number of nights	1	30
[If camping in Grand Canyon] Number of nights	18	2
[If camping outside of Grand Canyon in the local area] Number of nights	35	2
[If lodging in Grand Canyon] Number of nights	26	2
[If lodging outside Grand Canyon in local area] Number of nights	365	2
[If staying in unpaid accommodations] Number of nights	17	3

Table 14. Data from Figure 10. Number of adults and children in respondent's personal group, and total group size, while visiting Grand Canyon.

Group Composition	Sample Size (n)	Median
Adults	586	2
Children	586	0
Total group size	586	2

Table 15. Data from Figure 18. Number of people in respondent's vehicle when entering Grand Canyon.

Question	Sample Size (n)	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Grand Canyon?	506	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Grand Canyon?	13	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Grand Canyon?	1	2

Table 16. Data from Figure 22. Reasons or motivations to visit Grand Canyon.

Rating Category	Sample Size (n)
To visit a National Park Service site	136
To experience solitude	134
To hear the sounds of nature/quiet	136
To learn more about nature	136
To learn more about American history and culture	137
To spend time with family/friends	135
To get physical exercise	137
To view wildlife or natural scenery	137
To relax	134
Other (if specified)	22

Table 17. Data from Figure 25. Use of personal electronic devices while visiting Grand Canyon.

Device Use	Sample Size (n)
Make/receive a cell phone call	135
Send/receive a text message	138
Search the internet/email	137
GPS/Navigation	137
Share pics/videos/audio via social media	134
Other (if specified)	28

Table 18. Data from Figure 26. The importance of the use of personal electronic devices while visiting Grand Canyon.

Device Use	Sample Size (n)
Make/receive a cell phone call	132
Send/receive a text message	131
Search the internet/email	130
GPS/Navigation	130
Share pics/videos/audio via social media	126
Other (if specified)	15

Table 19. Data from Figure 27. Quality of service for personal electronic devices while visiting Grand Canyon.

Device Use	Sample Size (n)
Make/receive a cell phone call	89
Send/receive a text message	108
Search the internet/email	93
GPS/Navigation	97
Share pics/videos/audio via social media	82
Other (if specified)	12

Table 20. Data from Figure 29. Rating Grand Canyon experience.

Rating Category	Sample Size (n)
Grand Canyon is a safe place to visit	136
Grand Canyon is too crowded	128
Natural resources in Grand Canyon are in pristine condition	129
The entrance fee for Grand Canyon is too high	120
Vandalism and crime are not a problem at Grand Canyon	106
Grand Canyon is not accessible to a person with physical disabilities	95
Historical and cultural features in Grand Canyon are well maintained/preserved	130
Development of adjacent areas detracts from visitors' experience at Grand Canyon	115

Table 21. Data from Figure 30. Rating the quality of Grand Canyon facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n)
Visitor Center	128
Exhibits (indoor and outdoor)	135
Restrooms	135
Walkways, trails, and roads	139
Campgrounds and/or picnic areas	41
Assistance from park employees	116
Park map or brochure	130
Ranger programs	32
Commercial services in the park (food, lodging, gifts, rental, etc.)	106
Other services (if specified)	12
Learning about nature, history, or culture	120
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	105

Table 22. Data from Figure 34. Household demographics: annual household income and household size.

Question	Sample Size (n)	Median
Including yourself, how many people are in your household?	137	2
Including yourself, how many people contribute to your annual household income?	135	2