Zion National Park

Visitor Study
August, 2006

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Zion National Park. This information will assist us in our efforts to better manage this site and to serve you, our visitors.

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

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

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

We appreciate your help.

Sincerely,

Jock Whitworth
Superintendent
DIRECTIONS

Please have the individual, who was randomly selected from your group, complete the following questionnaire. It should take about 20 minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:
16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; fax: 208-885-4261.
Your Visit to Zion National Park

1. a) Prior to this visit, how did you and your group obtain information about Zion National Park? Please check (✓) all that apply in the left column.

   b) On future trips to Zion National Park, what sources would you and your group prefer to use to obtain information in planning your visit? Please check (✓) all that apply in the right column.

<table>
<thead>
<tr>
<th>a) Prior to this visit? (✓)</th>
<th>b) Prior to future visits? (✓)</th>
</tr>
</thead>
<tbody>
<tr>
<td>获得 no information prior to visit</td>
<td>Go on to Part b of this Question</td>
</tr>
<tr>
<td>Previous visits</td>
<td></td>
</tr>
<tr>
<td>Friends/relatives/word of mouth</td>
<td></td>
</tr>
<tr>
<td>Travel guides/tour books/publications</td>
<td></td>
</tr>
<tr>
<td>Brochures/maps</td>
<td></td>
</tr>
<tr>
<td>Telephone/written/email inquiry to park</td>
<td></td>
</tr>
<tr>
<td>Newspaper/magazine articles</td>
<td></td>
</tr>
<tr>
<td>Videos/television/radio programs</td>
<td></td>
</tr>
<tr>
<td>Park website: <a href="http://www.nps.gov/zion">www.nps.gov/zion</a></td>
<td></td>
</tr>
<tr>
<td>Other websites</td>
<td></td>
</tr>
<tr>
<td>Other National Park Service sites</td>
<td></td>
</tr>
<tr>
<td>Chamber of Commerce/Visitor Bureau</td>
<td></td>
</tr>
<tr>
<td>Local businesses</td>
<td></td>
</tr>
<tr>
<td>Other (Please specify below)</td>
<td></td>
</tr>
</tbody>
</table>

a) ___________________________________________   b) ___________________________________________

   c) From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Go on to Question 2</td>
<td></td>
</tr>
</tbody>
</table>

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

   ___________________________________________
   ___________________________________________
2. On this trip, what was the primary reason that you and your group visited the Zion National Park area (within a 1-hour drive of the park)? Please check (✓) only one.
   - Resident of area  ➔ Go on to Question 3
   - Visit Zion National Park
   - Visit other attractions in the area
   - Visit friends/relatives in the area
   - Traveling through to another destination
   - Business
   - Other (Please specify: _____________________________)

3. On this trip, how did Zion National Park fit into your travel plans? Please check (✓) only one.
   - Zion National Park was the primary destination
   - Zion National Park was one of several destinations
   - Zion National Park was not a planned destination

4. On this visit to Zion National Park, how long did you and your group spend visiting the park? Please list partial hours/days as 1/4, 1/2, or 3/4.
   - Number of hours if less than 24 hours
   - Number of days if 24 hours or more

5. a) On this trip, where did you and your group stay on the night prior to visiting Zion National Park?
   Nearest city/town: ______________________ State: ______________________

   b) Where did you stay on the night after leaving Zion National Park?
   Nearest city/town: ______________________ State: ______________________

6. On this visit to Zion National Park, how many times did you and your group enter the park?
   - Number of entries

7. On this visit to Zion National Park, which entrance did you and your group first use to enter the park? Please check (✓) only one.
   - Kolob Canyons entrance (Northwest entrance)
   - Zion Canyon entrance (South entrance)
   - East entrance (through the tunnel)

Please go on to the next page ➔
8. a) On this trip, did you and your group stay overnight away from home in Zion National Park or in the area (within a 1-hour drive of the park)?

   Yes  No  Go on to Question 9

b) If YES, please list the number of nights you and your group stayed.

   Number of nights stayed in the park
   Number of nights stayed in the area (within a 1-hour drive of the park)

c) In what type of lodging did you and your group spend the nights inside the park? Please check (✓) all that apply in the left column.

d) In what type of lodging did you and your group spend the nights in the area (within a 1-hour drive of the park)? Please check (✓) all that apply in the right column.

<table>
<thead>
<tr>
<th>c) Inside park (✓)</th>
<th>d) In the area (✓)</th>
<th>Lodging</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lodge, motel, hotel, cabin, rented condo, B&amp;B, etc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Developed campground/RV trailer park</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Backcountry camping</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Personal seasonal residence</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Residence of friends or relatives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other (Please specify below)</td>
<td></td>
</tr>
</tbody>
</table>

9. a) Please check (✓) all the visitor facilities that you and your group used during this visit to Zion National Park.

b) For the facilities that you and your group used, please rate from 1 to 5 how crowded you felt during this visit to Zion National Park. Please circle only one response for each facility.

<table>
<thead>
<tr>
<th>a) Use facility?</th>
<th>b) How crowded?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td>Not at all crowded</td>
</tr>
<tr>
<td>Trails</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>
10. For this visit, please check (✓) **all** the sites that you and your group visited in Zion National Park.

   _____ Zion Canyon Visitor Center _____ Zion Lodge
   _____ Zion Human History Museum _____ Pa'rus Trail
   _____ Zion Canyon Scenic Drive _____ Lava Point
   _____ Canyon Overlook Trail _____ Checkerboard Mesa
   _____ Kolob Canyons Visitor Center _____ Kolob Canyons Scenic Drive
   _____ Trails from/in Zion Canyon (Watchman, Emerald Pools, Angels Landing, Weeping Rock, Echo & Hidden Canyons, Kayenta, Riverside Walk)
   _____ Kolob Terrace Road (from Virgin)
   _____ Maintained trails from Kolob Terrace Road (Connector, Wildcat Canyon, Northgate Peaks)
   _____ Maintained trails from Kolob Canyons Scenic Drive (Taylor Creek, South Fork, North Fork, La Verkin Creek, Timber Creek)

Please go on to the next page ➔
11. This question lists activities available to visitors at Zion National Park.

a) As you were planning your trip, what activities did you and your group expect to include on this visit? Please check (√) all that apply in the left column.

b) On this visit, what activities did you and your group participate in? Please check (√) all that apply in the right column.

a) Activities expected (√)       b) Activities on this visit (√)

       _____ Sightseeing/scenic driving
       _____ Hiking under 2 hours
       _____ Hiking over 2 hours
       _____ Attending ranger-led programs/activities
       _____ Horseback riding
       _____ Bicycling
       _____ Backpacking
       _____ Camping in developed campgrounds
       _____ Picnicking
       _____ Technical rock climbing
       _____ Canyoneering (climbing, rappelling, waterfall jumping)
       _____ Nature/environment study
       _____ Shopping in gift shops/bookstores inside park
       _____ Other (Please specify below)

a) ____________________________________________  b) ________________________________

c) Which one of the above activities was the primary reason you visited Zion National Park on this visit? Please list only one response.

_________________________________________________________________________________

12. a) Currently, the entrance fee to Zion National Park is $20/7 days per vehicle or $10/7 days per pedestrian/bike, but not to exceed $20 per family. In your opinion, how appropriate is the fee amount? Please circle only one.

Too low    About right    Too high

b) How would you and your group rate the value for the entrance fee you paid? Please circle only one.

Very poor    Poor    Average    Good    Very good
13. a) Please check (✓) all the information services and facilities that you and your group used during this visit to Zion National Park.

b) Next, for only those services and facilities that you and your group used, please rate their importance from 1-5.

c) Finally, for only those services and facilities that you and your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Used service/facility?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Park brochure/map
- Park newspaper
- Backcountry planner guide
- Museum orientation film/movie
- Zion Canyon Visitor Center exhibits
- Kolob Canyons Visitor Center exhibits
- Roadside/trailside exhibits
- Assistance from entrance station staff
- Assistance from visitor center staff
- Assistance from park staff (other than visitor center information desk staff)
- Junior Ranger program
- Ranger-led programs
- Radio information station (1610 AM)
- Park website: www.nps.gov/zion/

(d) If your group did not participate in the Junior Ranger program, please indicate the reason. Please check (✓) all that apply.

- Did not have any children in the group ➔ Go on to Question 14
- Did not know about the program
- Did not have enough time
- Not interested
- Other reasons (Please specify: ____________________________)

Please go on to the next page ➔
14. a) Please check (✓) **all** the visitor services and facilities that you and your group *used* during this visit to Zion National Park.

b) Next, for only those services and facilities that you and your group *used*, please rate their importance from 1-5.

c) Finally, for only those services and facilities that you and your group *used*, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Used service/facility?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zion Canyon Visitor Center (excluding exhibits and bookstore)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kolob Canyons Visitor Center (excluding exhibits)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zion Human History Museum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restrooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Picnic areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campgrounds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trails</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zion Lodge gift shop</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zion Canyon Visitor Center bookstore</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scenic pullouts/overlooks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directional signs – inside park</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directional signs – outside park</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zion Lodge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Horseback riding</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access for persons with disabilities</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

15. a) Currently, Zion National Park provides a shuttle bus system to transport visitors along the Zion Canyon Scenic Drive from April to October. On this visit, did you and your group use the shuttle bus system?

- [ ] Yes
- [ ] No ➔ Go on to Question 16

b) If YES, where did you park your vehicle before boarding the shuttle bus? Please check (✓) **only one**.

- [ ] In Springdale
- [ ] At Zion Canyon Visitor Center
- [ ] At Zion Human History Museum
- [ ] Other (Please specify: ____________________________)
c) Why did you choose to park at the above location? Please check (✓) all that apply.

_____ Visitor center parking lot was full
_____ Wanted to park there
_____ Staying in a motel/hotel in Springdale
_____ Was advised by park staff/local people/friends/relatives
_____ Other (Please specify: ____________________________)

d) On this visit how many times did you and your group use the shuttle bus to commute between shuttle stops? (Use of the shuttle bus is counted from the time you board the bus at one shuttle stop to the time you get off at another shuttle stop).

_____ Number of times

e) Please rate the quality of the shuttle bus system. Circle only one number for each component of the shuttle bus system.

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus driver</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Vehicle</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Shuttle stops/signs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Bus schedule</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

16. a) On a future visit to Zion National Park, would you like to have interpretive narrations about the park available on the shuttle bus?

_____ Yes, likely  _____ No, unlikely  _____ Not sure

b) Currently, Zion National Park provides a shuttle bus system to commute visitors along the Zion Canyon Scenic Drive from April through October. To reduce traffic congestion in crowded areas and protect park vegetation from vehicle parking off roads, an extended period for a shuttle bus system (from March to November) is being proposed. Visitors would park in/near Springdale and ride a shuttle bus in the park. Would you be willing to use the shuttle bus on a future visit to the park during March through November?

_____ Yes, likely  _____ No, unlikely  _____ Not sure

c) Please provide any additional comments that you and your group may have about the shuttle bus system.

________________________________________________________________________

________________________________________________________________________

Please go on to the next page ➔
17. It is the National Park Service’s responsibility to protect the natural, scenic, and cultural resources at Zion National Park while providing for public enjoyment. Choose five items from the list below that were the most important to you and your group during your visit to Zion National Park, and rank them from 1-5 (1=Most important and 5=Fifth in importance). Leave the rest blank.

**Rank from 1 to 5 the most important attributes/resources**

- [ ] Clean air
- [ ] Scenic views
- [ ] Clean water
- [ ] Native plants
- [ ] Native animals
- [ ] Natural quiet/sounds of nature
- [ ] Archeological sites
- [ ] Historic buildings
- [ ] Night sky
- [ ] Recreational opportunities
- [ ] Solitude
- [ ] Educational opportunities
- [ ] Protection of threatened/endangered species
- [ ] Unspoiled scenic corridor
- [ ] Approaching the park

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

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

- [ ] Alone
- [ ] Family
- [ ] Friends
- [ ] Family and friends
- [ ] Other (Please specify: ____________________________)

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

   _____ Number of people

   b) On this visit, please list the number of vehicles in which you and your group arrived at the park (including the town of Springdale).

   _____ Number of vehicles

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

   a) Commercial guided tour group  _____ Yes  _____ No

   b) School/educational group  _____ Yes  _____ No

   c) Other organized groups (business, church groups, etc.)  _____ Yes  _____ No
21. For you and your personal group, please fill in the items below. If you do not have information for any group member, please leave that line blank.

<table>
<thead>
<tr>
<th>Number of visits made to this park</th>
<th>Current age</th>
<th>U.S. Zip code or name of country other than U.S.</th>
<th>Before 2000</th>
<th>2000 and after (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

22. a) Does anyone in your group have a physical condition that made it difficult to access or participate in park activities or services?
   
   ____ Yes  ____ No ➔ Go on to Question 23

   b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please check (✓) all that apply.
   
   ____ None ➔ Go on to Question 23

   ____ Ranger-led programs  ____ Restrooms  ____ Trails
   ____ Campgrounds  ____ Zion Lodge  ____ Restaurant
   ____ Visitor centers  ____ Exhibits
   ____ Other (Specify: ___________________________)

   c) Because of the physical condition, what specific problems did the person(s) have? Please check (✓) all that apply.
   
   ____ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with hearing aid)
   ____ Visual (difficulty in seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)
   ____ Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)
   ____ Other (Please describe: ___________________________)

23. a) What is the one language you and/or members of your personal group prefer to use for the following?
   
   Speaking?
   
   ___________________________  ___________________________

   Reading?
   
   ___________________________  ___________________________

   Please go on to the next page ➔
b) What services in the park would you and your groups like to have provided in languages other than English?

__________________________________________________________________________

c) Which language? __________________________________________________________________________

24. a) For you only, are you Hispanic or Latino?

______ Yes  __________ No

b) For you only, which of these categories best indicates your race? Please check (√) one or more.

______ American Indian or Alaska Native  ______ Asian

______ Black or African American  ______ White

______ Native Hawaiian or other Pacific Islander

25. For you and your group, please report all expenditures for the items listed below for this visit to Zion National Park and the surrounding area (within 1-hour drive). Please write "0" if no money was spent in a particular category.

a) Please list your group's total expenditures inside Zion National Park.

b) Please list your group's total expenditures outside the park (within 1-hour drive).

<table>
<thead>
<tr>
<th>Category</th>
<th>a) Inside park</th>
<th>b) Outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels, motels, cabins, B&amp;B, etc.</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Guide fees and charges (including horseback riding)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>n/a</td>
<td>$_________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>n/a</td>
<td>$_________</td>
</tr>
<tr>
<td>Tunnel Escort Fee</td>
<td>$_________</td>
<td>n/a</td>
</tr>
<tr>
<td>Other transportation expenses</td>
<td></td>
<td>$_________</td>
</tr>
<tr>
<td>(rental car, taxis, auto repairs, but NOT airfare)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>All other purchases (souvenirs, film, books,</td>
<td></td>
<td>$_________</td>
</tr>
<tr>
<td>sporting goods, clothing, etc.)</td>
<td></td>
<td>$_________</td>
</tr>
<tr>
<td>Donations</td>
<td>$_________</td>
<td>$_________</td>
</tr>
</tbody>
</table>

c) How many people do the above expenses cover? If you do not have any children in the group, please write 0.

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

Please go on to the next page ➔
26. On a future visit, how would you and your group prefer to learn about cultural and natural history/features of Zion National Park? Please check (✓) all that apply.

- [ ] Not interested in learning about the park  ➔ Go on to Question 27
- [ ] Zion Canyon Field Institute
- [ ] Park website (www.nps.gov/zion)
- [ ] Indoor exhibits
- [ ] Outdoor exhibits
- [ ] Ranger-led activities
- [ ] Junior Ranger program
- [ ] Audiovisual programs (video, movie, etc.)
- [ ] Self-guided tours
- [ ] Outdoor exhibits
- [ ] Junior Ranger program
- [ ] Interactive computer programs
- [ ] Volunteer opportunities
- [ ] Electronic media (downloadable digital files, MP3 players, etc.)
- [ ] Printed materials (brochures, books, maps, etc.)
- [ ] Children’s programs (other than Junior Ranger program)
- [ ] Other (Please specify: ________________________________ )

27. What did you and your group like most about your visit to Zion National Park?

________________________________________________________________________________________

28. What did you and your group like least about your visit to Zion National Park?

________________________________________________________________________________________

29. If you were planning for the future of Zion National Park, what would you and your group propose? Please be specific.

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

30. Is there anything else you and your group would like to tell us about your visit to Zion National Park?

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

31. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your group at Zion National Park during this visit? Please circle only one.

Very poor  Poor  Average  Good  Very good

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

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139
Zion National Park

Visitor Study
November, 2006

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Zion National Park. This information will assist us in our efforts to better manage this site and to serve you, our visitors.

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

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

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

We appreciate your help.

Sincerely,

Jock Whitworth
Superintendent
DIRECTIONS

Please have the individual, who was randomly selected from your group, complete the following questionnaire. It should take about 20 minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:
16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; fax: 208-885-4261.
Your Visit to Zion National Park

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

   b) On future trips to Zion National Park, what sources would you and your group prefer to use to obtain information in planning your visit? Please check (✓) all that apply in the **right** column.

   **a) Prior to this visit? (✓)**
   - Obtained no information prior to visit ➔ **Go on to Part b of this Question**
   - Previous visits
   - Friends/relatives/word of mouth
   - Travel guides/tour books/publications
   - Brochures/maps
   - Telephone/written/email inquiry to park
   - Newspaper/magazine articles
   - Videos/television/radio programs
   - Park website: www.nps.gov/zion
   - Other websites
   - Other National Park Service sites
   - Chamber of Commerce/Visitor Bureau
   - Local businesses
   - Other (Please specify below)

   **b) Prior to future visits? (✓)**

   a)........................................................................................................................................
   b)........................................................................................................................................

c) From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

   - No
   - Yes
   - Not sure

   ➔ **Go on to Question 2**

d) If NO, what type of park information did you and your group need that was not available? Please be specific.
2. On this trip, what was the primary reason that you and your group visited the Zion National Park area (within a 1-hour drive of the park)? Please check (✓) only one.
   ├── Resident of area ➔ Go on to Question 3
   ├── Visit Zion National Park
   ├── Visit other attractions in the area
   ├── Visit friends/relatives in the area
   ├── Traveling through to another destination
   ├── Business
   └── Other (Please specify: ____________________________)

3. On this trip, how did Zion National Park fit into your travel plans? Please check (✓) only one.
   ├── Zion National Park was the primary destination
   ├── Zion National Park was one of several destinations
   └── Zion National Park was not a planned destination

4. On this visit to Zion National Park, how long did you and your group spend visiting the park? Please list partial hours/days as 1/4, 1/2, or 3/4.
   ├── Number of hours if less than 24 hours
   └── Number of days if 24 hours or more

5. a) On this trip, where did you and your group stay on the night prior to visiting Zion National Park?
   Nearest city/town: ____________________________ State: ____________________________

   b) Where did you and your group stay on the night after leaving Zion National Park?
   Nearest city/town: ____________________________ State: ____________________________

6. On this visit to Zion National Park, how many times did you and your group enter the park?
   ├── Number of entries

7. On this visit to Zion National Park, which entrance did you and your group first use to enter the park? Please check (✓) only one.
   ├── Kolob Canyons entrance (Northwest entrance)
   ├── Zion Canyon entrance (South entrance)
   └── East entrance (through the tunnel)
8. a) On this trip, did you and your group stay overnight **away from home** in Zion National Park or in the **area** (within a 1-hour drive of the park)?

   _____ Yes   _____ No  ➔ Go on to Question 9

b) If YES, please list the number of nights you and your group stayed.

   _____ Number of nights stayed in the **park**
   _____ Number of nights stayed in the **area** (within 1-hour drive of the park)

c) In what type of lodging did you and your group spend the nights inside the park? Please check (✓) **all** that apply in the **left** column.

d) In what type of lodging did you and your group spend the nights in the area (within a 1-hour drive of the park)? Please check (✓) **all** that apply in the **right** column.

c) **Inside** park (✓)   d) **In the** area (✓)  

<table>
<thead>
<tr>
<th>Lodging</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodge, motel, hotel, cabin, rented condo, B&amp;B, etc.</td>
<td></td>
</tr>
<tr>
<td>Developed campground/RV trailer park</td>
<td></td>
</tr>
<tr>
<td>Backcountry camping</td>
<td></td>
</tr>
<tr>
<td>Personal seasonal residence</td>
<td></td>
</tr>
<tr>
<td>Residence of friends or relatives</td>
<td></td>
</tr>
<tr>
<td>Other (Please specify below)</td>
<td></td>
</tr>
</tbody>
</table>

c) ___________________________________________   d) ________________________________

9. a) Please check (✓) **all** the visitor facilities that you and your group used during this visit to Zion National Park.

   b) For the facilities that you and your group used, please rate from 1 to 5 how crowded you felt during this visit to Zion National Park. Please circle **only one** response for each facility.

<table>
<thead>
<tr>
<th>a) <strong>Use facility?</strong></th>
<th>b) <strong>How crowded?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td>Not at all crowded</td>
</tr>
<tr>
<td>_____ Trails</td>
<td>1</td>
</tr>
<tr>
<td>_____ Scenic drive</td>
<td>1</td>
</tr>
<tr>
<td>_____ Visitor centers</td>
<td>1</td>
</tr>
<tr>
<td>_____ Entrance stations</td>
<td>1</td>
</tr>
<tr>
<td>_____ Shuttle bus stops</td>
<td>1</td>
</tr>
<tr>
<td>_____ Campgrounds</td>
<td>1</td>
</tr>
<tr>
<td>_____ Picnic areas</td>
<td>1</td>
</tr>
</tbody>
</table>
10. For this visit, please check (√) all the sites that you and your group visited in Zion National Park.

- [ ] Zion Canyon Visitor Center
- [ ] Zion Lodge
- [ ] Zion Human History Museum
- [ ] Pa’rus Trail
- [ ] Zion Canyon Scenic Drive
- [ ] Lava Point
- [ ] Canyon Overlook Trail
- [ ] Checkerboard Mesa
- [ ] Kolob Canyons Visitor Center
- [ ] Kolob Canyons Scenic Drive
- [ ] Trails from/in Zion Canyon (Watchman, Emerald Pools, Angels Landing, Weeping Rock, Echo & Hidden Canyons, Kayenta, Riverside Walk)
- [ ] Kolob Terrace Road (from Virgin)
- [ ] Maintained trails from Kolob Terrace Road (Connector, Wildcat Canyon, Northgate Peaks)
- [ ] Maintained trails from Kolob Canyons Scenic Drive (Taylor Creek, South Fork, North Fork, La Verkin Creek, Timber Creek)

Please go on to the next page ➔
11. This question lists activities available to visitors at Zion National Park.
   a) As you were planning your trip, what activities did you and your group expect to include on this visit? Please check (✓) all that apply in the left column.
   b) On this visit, what activities did you and your group participate in? Please check (✓) all that apply in the right column.

   a) Activities expected (✓)
      b) Activities on this visit (✓)

      _____ Sightseeing/scenic driving
      _____ Hiking under 2 hours
      _____ Hiking over 2 hours
      _____ Attending ranger-led programs/activities
      _____ Horseback riding
      _____ Bicycling
      _____ Backpacking
      _____ Camping in developed campgrounds
      _____ Picnicking
      _____ Technical rock climbing
      _____ Canyoneering (climbing, rappelling, waterfall jumping)
      _____ Nature/environment study
      _____ Shopping in gift shops/bookstores inside park
      _____ Other (Please specify below)

   a) ____________________________  b) ____________________________

   c) Which one of the above activities was the primary reason you visited Zion National Park on this visit? Please list only one response.

   ____________________________

12. a) Currently, the entrance fee to Zion National Park is $20/7 days per vehicle or $10/7 days per pedestrian/bike, but not to exceed $20 per family. In your opinion, how appropriate is the fee amount? Please circle only one.

   Too low       About right       Too high

   b) How would you and your group rate the value for the entrance fee you paid? Please circle only one.

   Very poor    Poor    Average    Good    Very good
13. a) Please check (✓) all the information services and facilities that you and your group used during this visit to Zion National Park.

   b) Next, for only those services and facilities that you and your group used, please rate their importance from 1-5.

   c) Finally, for only those services and facilities that you and your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Used service/facility?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park brochure/map</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park newspaper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Backcountry planner guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Museum orientation film/movie</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zion Canyon Visitor Center exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kolob Canyons Visitor Center exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roadside/trailside exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assistance from entrance station staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assistance from visitor center staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assistance from park staff (other than visitor center or entrance station staff)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ranger-led programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio information station (1610 AM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park website: <a href="http://www.nps.gov/zion/">www.nps.gov/zion/</a> (used before or during this visit)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   d) If your group did not participate in the Junior Ranger program, please indicate the reason. Please check (✓) all that apply.

   _____ Did not have any children in the group ➔ Go on to Question 14
   _____ Did not know about the program
   _____ Did not have enough time
   _____ Not interested
   _____ Other reasons (Please specify: ________________________________)

   Please go on to the next page ➔
14. a) Please check (✓) all the visitor services and facilities that you and your group used during this visit to Zion National Park.

b) Next, for only those services and facilities that you and your group used, please rate their importance from 1-5.

c) Finally, for only those services and facilities that you and your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Used service/facility?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ Zion Canyon Visitor Center (excluding exhibits)</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Kolob Canyons Visitor Center (excluding exhibits)</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Zion Human History Museum</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Restrooms</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Picnic areas</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Campgrounds</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Trails</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Zion Lodge gift shop</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Zion Canyon Visitor Center bookstore</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Scenic pullouts/overlooks</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Directional signs – inside/outside park</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Zion Lodge</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Food services</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Horseback riding</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>_____ Access for persons with disabilities</td>
<td>___</td>
<td>___</td>
</tr>
</tbody>
</table>

15. a) On past visits, did you or your group ride the shuttle bus in Zion National Park? Please check (✓) only one.

_____ No, this is our first visit to the park.

_____ No, we visited before, but during the time the shuttle wasn’t running.

_____ No, we visited before, but did not use the shuttle (when it was running).

_____ Yes, we visited before and used the shuttle bus system.
b) Currently, Zion National Park provides a shuttle bus system to commute visitors along the Zion Canyon Scenic Drive from April through October. To reduce traffic congestion in crowded scenic areas and protect park vegetation from vehicles parking off roads, an extended period for a shuttle bus system (from March to November) is being proposed. Visitors would park in/near Springdale and ride a shuttle bus in the park. Would you be willing to use the shuttle bus on a future visit to the park during March through November?

______ Yes, likely ______ No, unlikely ______ Not sure

c) On a future visit to Zion National Park, would you like to have interpretive narrations about the park on the shuttle bus?

______ Yes, likely ______ No, unlikely ______ Not sure

d) Please provide any additional comments that you and your group may have about the shuttle bus system.

________________________________________________________________________

________________________________________________________________________

16. It is the National Park Service’s responsibility to protect the natural, scenic, and cultural resources at Zion National Park while providing for public enjoyment. Choose five items from the list below that were the most important to you and your group during your visit to Zion National Park, and rank them from 1-5 (1=most important and 5=fifth in importance). Leave the rest blank.

**Rank from 1 to 5 the most important attributes**

_____ Clean air
_____ Scenic views
_____ Clean water
_____ Natural quiet/sounds of nature
_____ Night sky
_____ Solitude
_____ Protection of threatened/endangered species
_____ Unspoiled scenic corridor approaching the park
_____ Historic buildings
_____ Archeological sites
_____ Plants/animals
_____ Recreational opportunities
_____ Educational opportunities

Please go on to the next page ➔
In this questionnaire, your personal group is defined as anyone who you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

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

   _____ Alone  _____ Family
   _____ Friends  _____ Family and friends
   _____ Other (Please specify:______________________________________)

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

   _____ Number of people

   b) On this visit, please list the number of vehicles in which you and your group arrived at the park (including the town of Springdale).

   _____ Number of vehicles

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

   a) Commercial guided tour group  _____ Yes  _____ No
   b) School/educational group  _____ Yes  _____ No
   c) Other organized groups (business, church groups, etc.)  _____ Yes  _____ No

20. For you and your personal group, please fill in the items below. If you do not have information for any group member, please leave that line blank.

<table>
<thead>
<tr>
<th>Current age</th>
<th>U.S. Zip code or name of country other than U.S</th>
<th>Number of visits made to this park</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Before 2000</td>
</tr>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
21. a) Does anyone in your group have a physical condition that made it difficult to access or participate in park activities or services?  
   _____ Yes  _____ No  Go on to Question 22

   b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please check (✓) all that apply.  
   _____ None  Go on to Question 22
   _____ Ranger-led programs  _____ Restrooms  _____ Trails
   _____ Campgrounds  _____ Zion Lodge  _____ Restaurant
   _____ Visitor centers  _____ Exhibits
   _____ Other (Please specify: ________________________________)

   c) Because of the physical condition, what specific problems did the person(s) have? Please check (✓) all that apply.  
   _____ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with hearing aid)
   _____ Visual (difficulty seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)
   _____ Mobility (difficulty accessing facilities, services, or programs even with walking aid and/or wheelchairs)
   _____ Other (Please describe: ________________________________)

22. a) For you only, are you Hispanic or Latino?  
   _____ Yes  _____ No

   b) Which of these categories best indicates your race? Answer only for yourself. Please check (✓) one or more.  
   _____ American Indian or Alaska Native  _____ Asian
   _____ Black or African American  _____ White
   _____ Native Hawaiian or other Pacific Islander

23. a) What is the one language you and/or members of your personal group prefer to use for the following?  
   Speaking?  Reading?
   ________________________________________________  ________________________________________________

   b) What services in the park would you and your groups like to have provided in languages other than English?
   ________________________________________________

   c) Which language?  ________________________________________________

   Please go on to the next page  ➔
24. For you and your group, please report all expenditures for the items listed below for this visit to Zion National Park and the surrounding area (within 1-hour drive). **Please write "0" if no money was spent in a particular category.**

   a) Please list your group’s total expenditures inside Zion National Park.

   b) Please list your group’s total expenditures outside the park (within 1-hour drive).

   **NOTE:** Surrounding area residents should only include expenditures that were *directly related* to this visit to Zion National Park

<table>
<thead>
<tr>
<th>Category</th>
<th>a) Inside park</th>
<th>b) Outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels, motels, cabins, B&amp;B, etc.</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Guide fees and charges (including horseback riding)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Tunnel Escort Fee</td>
<td>$_________</td>
<td></td>
</tr>
<tr>
<td>Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Donations</td>
<td>$_________</td>
<td>$_________</td>
</tr>
</tbody>
</table>

c) How many people do the above expenses cover? If you do not have any children in the group, please write 0.

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

25. a) What did you and your group like **most** about your visit to Zion National Park?

   __________________________________________

   __________________________________________

b) What did you and your group like **least** about your visit to Zion National Park?

   __________________________________________

   __________________________________________
26. On a future visit, how would you and your group prefer to learn about cultural and natural history/features of Zion National Park? Please check (✓) all that apply.

____ Not interested in learning about the park ➔ Go on to Question 27
____ Indoor exhibits
____ Outdoor exhibits
____ Audiovisual programs (video, movie, etc.)
____ Electronic media (downloadable digital files, MP3 players, etc.)
____ Printed materials (brochures, books, maps, etc.)
____ Park website (www.nps.gov/zion)
____ Interactive computer programs
____ Self-guided tours
____ Ranger-led activities
____ Junior Ranger program
____ Children’s programs (other than Junior Ranger program)
____ Volunteer opportunities
____ Zion Canyon Field Institute
____ Other (Please specify: ________________________________)

27. If you were planning for the future of Zion National Park, what would you and your group propose? Please be specific.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

28. Is there anything else you and your group would like to tell us about your visit to Zion National Park?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

29. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your group at Zion National Park during this visit? Please circle only one.

Very poor    Poor    Average    Good    Very good

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

Printed on recycled paper
OFFICIAL BUSINESS

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
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Moscow, Idaho 83844-1139