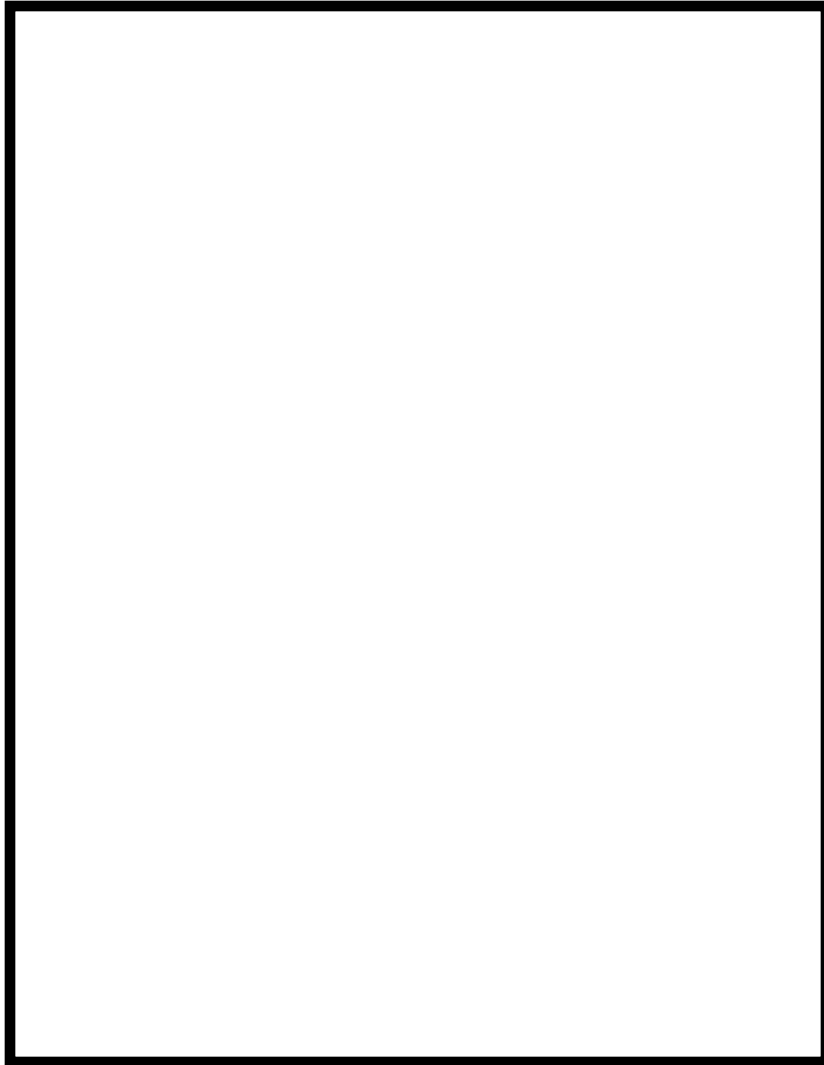


Canyonlands Visitor Study



**The
Visitor Services
Project**

DIRECTIONS

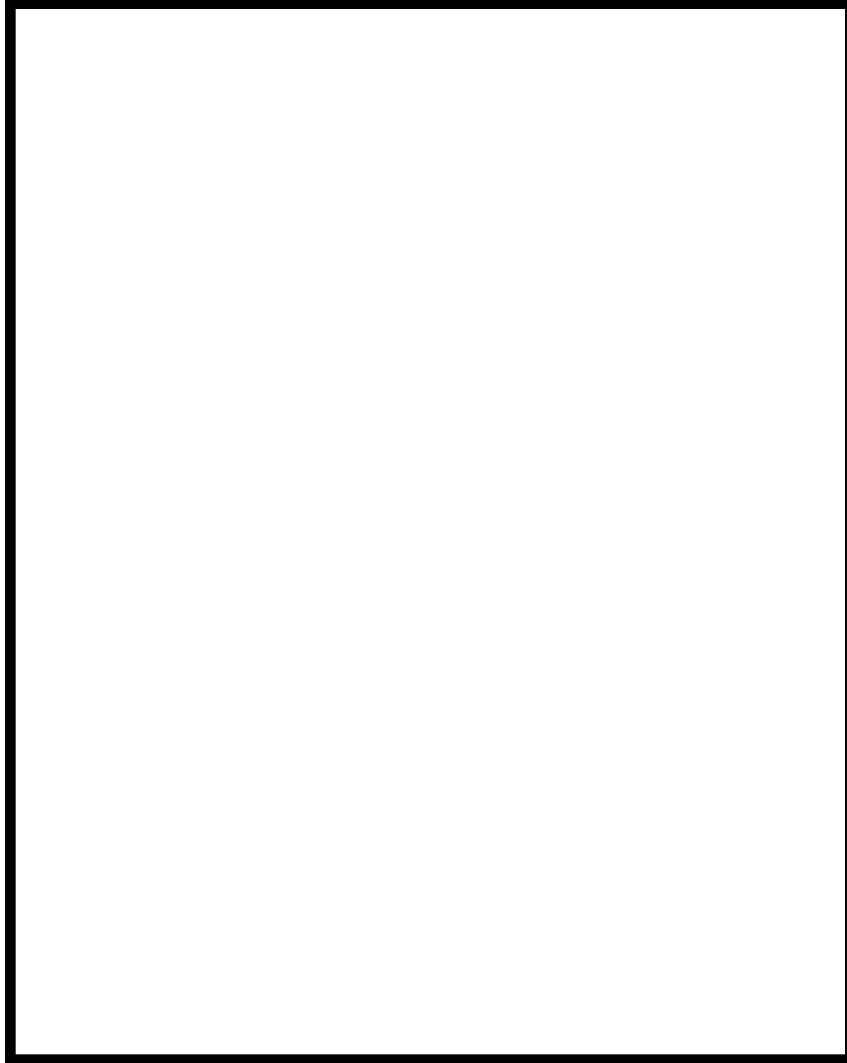
One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

PLEASE GO ON TO NEXT PAGE



VISITING CANYONLANDS

1. On the map below, please indicate the order in which you and your group visited the sites in Canyonlands National Park. Simply write 1, 2, 3, and so forth, in the box beside each place you visited. If you did not visit a site, leave the box blank. Please do not mark any other sites you may have visited.



YOUR ACTIVITIES

2. On the list below, please check all of the activities that you and your group did in Canyonlands National Park during this visit. Please check (✓) **all** that apply.

- VIEW SCENERY
- VISIT ARCHEOLOGICAL SITES
- DAYHIKE UNDER 4 HOURS
- DAYHIKE OVER 4 HOURS
- OVERNIGHT BACKPACKING
- CAMP AT WILLOW FLAT/SQUAW FLAT CAMPGROUND
- CAMP AT BACKCOUNTRY VEHICLE SITE
- 4 WHEEL DRIVE
- MOTORIZED DIRT BIKE
- BICYCLE/MOUNTAIN BICYCLE
- RAFT/CANOE/JET BOAT
- HORSEBACK RIDE
- PICNIC
- OTHER (Please describe:_____)

PLEASE GO ON TO NEXT PAGE



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3. a) Prior to your visit to Canyonlands National Park, were you and your group aware that commercial tours (river trips/jeep tours, etc.) are offered?

_____ YES _____ NO _____ CANNOT REMEMBER

- b) Did you go on a commercial tour?

_____ YES _____ NO → Go to Question 4



- c) How did you find out about it? Please check (✓) **all** that apply.

_____ FRIENDS/RELATIVES

_____ TRAVEL GUIDE/TOUR BOOK

_____ PREVIOUS VISIT(S)

_____ SIGNS/BILLBOARDS AROUND MOAB

_____ TELEVISION/RADIO

_____ NEWSPAPERS/MAGAZINES

_____ DID NOT GET TOUR INFORMATION PRIOR TO VISIT

_____ OTHER (Please describe: _____)

4. How much time did you and your group spend in Canyonlands National Park this visit?

If less than 24 hours:

_____ NUMBER OF HOURS

If 24 hours or more:

_____ NUMBER OF DAYS

5. How many people were in your group?

_____ NUMBER OF PEOPLE

6. What kind of group were you with?

_____ ALONE

_____ FAMILY

_____ FRIENDS

_____ FAMILY AND FRIENDS

_____ GUIDED TOUR GROUP

_____ OTHER (Please describe, _____)

7. For you and your group, please indicate:

	CURRENT AGE	ZIP CODE OR COUNTRY	# TIMES VISITED (including this visit)
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

PLEASE GO ON TO NEXT PAGE



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8. Rate the importance of the following things to you and your group during your visit to Canyonlands National Park. Please mark each item from 1 to 5 (1= EXTREMELY IMPORTANT, 2= VERY IMPORTANT, 3= MODERATELY IMPORTANT, 4= SOMEWHAT IMPORTANT, 5= NOT IMPORTANT).

**How important?
(1-5)**

- _____ COMMERCIAL TOURS (river trips, jeep tours, etc.)
- _____ RECREATIONAL ACTIVITIES (jeeping, biking, hiking, etc.)
- _____ INTERPRETIVE PROGRAMS/EDUCATIONAL OPPORTUNITIES
- _____ SCENIC VIEWS
- _____ WILDERNESS
- _____ CLEAN AIR
- _____ SOLITUDE

9. Several educational topics, including geology, archeology, history and biology, are addressed at Canyonlands National Park. Which topics were most important to your visit? Please mark each topic from 1 to 5 (1= EXTREMELY IMPORTANT, 2= VERY IMPORTANT, 3= MODERATELY IMPORTANT, 4= SOMEWHAT IMPORTANT, 5= NOT IMPORTANT).

**How important?
(1-5)**

- _____ GEOLOGY
- _____ ARCHEOLOGY
- _____ HISTORY
- _____ BIOLOGY
- _____ OTHER (Please specify:_____)

10. Please rate the usefulness of the following interpretive or visitor services to you and your group during your visit to Canyonlands National Park. Please mark each service from 1 to 5 (1= EXTREMELY USEFUL, 2= VERY USEFUL, 3= MODERATELY USEFUL, 4= SOMEWHAT USEFUL, 5= NOT USEFUL).

	How useful? (1-5)
PARK MAP/BROCHURE	_____
PARK NEWSPAPER	_____
VISITOR CENTERS	_____
PUBLICATIONS AND MAP SALES	_____
SELF-GUIDED TRAIL BROCHURES	_____
RANGER-LED WALK OR TOUR	_____
EVENING CAMPFIRE PROGRAMS	_____
ROADSIDE EXHIBITS	_____
BULLETIN BOARDS	_____
HIGHWAY DIRECTIONAL SIGNS	_____

PLEASE GO ON TO NEXT PAGE



11. a) Do any members of your group reside outside the Moab/Monticello area?

____ YES

____ NO



b) If they stayed in the Moab/Monticello area on the night before their visit to Canyonlands, how much did they spend for lodging? Please write "0" if they did not spend any money.

\$ _____



c) On the day of your visit to Canyonlands, how much did you and your group spend for travel, food and other items in the Moab/Monticello area? Please write "0" if you did not spend any money.

MOAB/MONTICELLO
AREA

TRAVEL (gas, bus fare, etc.) \$ _____

FOOD (restaurant, groceries, etc.) \$ _____

OTHER (recreation, tours, film, gifts, etc.) \$ _____

12. If you were planning for the future of Canyonlands National Park, what would you propose? Please be specific.

13. Is there anything else you would like to tell us about your visit to Canyonlands National Park?

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

STAMP

OFFICIAL BUSINESS

**Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho 83843**

May 1990

Dear Visitor:

Thank you for taking your time to participate in this study. Our objective is to learn about the expectations, opinions, and interests of visitors to Canyonlands National Park. This will assist us in our efforts to better manage Canyonlands National Park, and to serve you, the visitor.

This questionnaire is only being given to a select number of visitors. Your participation is very important! It should only take a few minutes of your time during your visit to Canyonlands National Park.

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

If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

Brian O'Neill
Superintendent