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.
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
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 COUNTRY # TIMES VISITED
   ZIP CODE OR (including this visit)

   YOURSELF _______ ___________________ ______
   MEMBER #2 _______ ___________________ ______
   MEMBER #3 _______ ___________________ ______
   MEMBER #4 _______ ___________________ ______
   MEMBER #5 _______ ___________________ ______
   MEMBER #6 _______ ___________________ ______
   MEMBER #7 _______ ___________________ ______

   PLEASE GO ON TO NEXT PAGE
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).

<table>
<thead>
<tr>
<th>Service</th>
<th>How useful? (1-5)</th>
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<tbody>
<tr>
<td>PARK MAP/BROCHURE</td>
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<tr>
<td>PARK NEWSPAPER</td>
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<td>VISITOR CENTERS</td>
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<td>PUBLICATIONS AND MAP SALES</td>
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<tr>
<td>SELF-GUIDED TRAIL BROCHURES</td>
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<td>RANGER-LED WALK OR TOUR</td>
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<td>EVENING CAMPFIRE PROGRAMS</td>
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<tr>
<td>ROADSIDE EXHIBITS</td>
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<td>BULLETIN BOARDS</td>
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<td>HIGHWAY DIRECTIONAL SIGNS</td>
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</tbody>
</table>
11. a) Do any members of your group reside outside the Moab/Monticello area?

___ YES

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.

$ __________

___ NO

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?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
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________________________________________________________________________
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________________________________________________________________________

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