



# **Bryce Canyon National Park**

## **Visitor Study Summer 1997**

**Report 98**  
Visitor Services Project  
Cooperative Park Studies Unit



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# **Bryce Canyon National Park**

## **Visitor Study**

**Summer 1997**

Chris Wall

**Visitor Services Project  
Report 98**

February 1998

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Chris Wall is a VSP Research Associate based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff and volunteers of Bryce Canyon National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

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## Visitor Services Project Bryce Canyon National Park Report Summary

- This report summary presents only a portion of the results from the Bryce Canyon National Park visitor study. In order to understand the process and limitations of the study and properly use the study results, it is necessary to read the complete study report.
- This report describes the results of a visitor study at Bryce Canyon National Park during July 15-21, 1997. A total of 530 questionnaires were distributed to visitors. Visitors returned 427 questionnaires for an 81% response rate.

This report profiles Bryce Canyon National Park visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.

- Seventy-four percent of the visitor groups were family groups. Forty-two percent of visitor groups were groups of two. Thirty-three percent of visitors were aged 36-50.
- Eighty-nine percent of visitors were making their first visits to Bryce Canyon National Park in the past five years. Fifty-nine percent of the visitor groups spent less than a day *outside the park but in the park area* and 30% spent one or two days. Seventy percent of visitor groups spent less than a day *inside the park* while 24% spent one or two days.
- International visitors (42% of total visitation) were from Germany (19%), Holland (18%) and Switzerland (15%). United States visitors were from California (23%), Utah (10%), Arizona (6%), Pennsylvania (5%), 37 other states and Puerto Rico.
- On this visit, the most common activities were auto touring with only short walks to viewpoints (80%), visiting the visitor center (75%) and hiking (53%).
- Travel guide or tour book (59%), friends or relatives (52%), and maps (38%) were the most used sources of information by visitor groups.
- The most commonly visited sites on this visit were Sunset Point (83%) and Sunrise Point (76%). The site that was most commonly stopped at first was the park entrance sign (54%).
- In regard to the use, importance and quality of information services, it is important to note the number of visitor groups that responded to each question. The services that were most used by 411 respondents were the park brochure/map (98%) and park newspaper (51%). According to visitors, the most important service was the park brochure/map (93% of 394 respondents). The highest quality services were the park brochure/map (90% of 384 respondents) and visitor center staff (87% of 187 respondents).
- In regard to the use, importance and quality of facilities, it is important to note the number of visitor groups that responded to each question. The facilities that were most used by 413 respondents were park road directional signs (92%) and parking areas (88%). According to visitors, the most important facilities were recycling (97% of 57 respondents) and lodging other than camping (96% of 48 respondents). The highest quality facilities were trails (93% of 262 respondents) and park road directional signs (89% of 365 respondents).
- The average *visitor group* expenditure in the park and surrounding area on this visit was \$193; the average *per capita* expenditure was \$59. Thirty-nine percent of total expenditures was for lodging while 30% was for food.
- Thirty-four percent of visitor groups felt crowded by people or vehicles during this visit. Seventy-six percent of those who felt crowded reported that they felt crowded during the afternoon.
- Ninety-six percent of visitor groups rated the overall quality of visitor services at Bryce Canyon National Park as "very good" or "good." None of the groups rated services as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.
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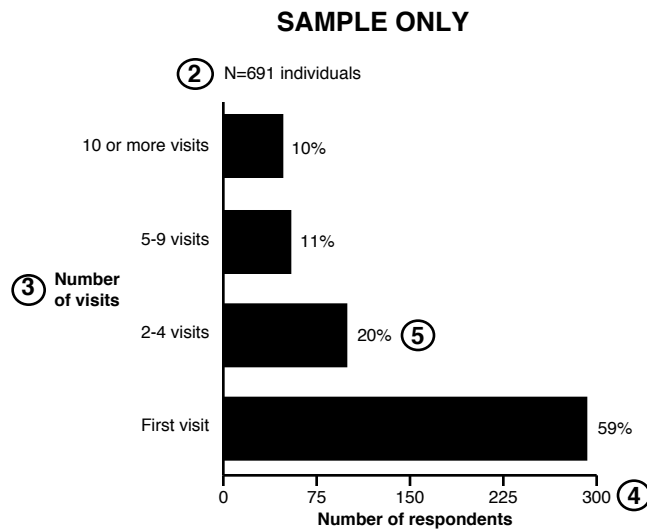
## INTRODUCTION

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This report describes the results of a study of visitors at Bryce Canyon National Park. This visitor study was conducted July 15-21, 1997 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A **Methods** section discusses the procedures and limitations of the study. A **Results** section follows, including a summary of visitor comments. Next, an **Additional Analysis** page helps managers request additional analyses. The final section has a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

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



① **Figure 4: Number of visits**

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

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### **Questionnaire design and administration**

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at Bryce Canyon National Park during the period from July 15-21, 1997. Visitors were sampled as they entered through the park's one entrance station.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. This individual was given a questionnaire and was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

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### **Data analysis**

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package. Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

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This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 424 visitor groups, Figure 5 presents data for 1,413 individuals. A note above each graph specifies the information illustrated.

**Sample size,  
missing data  
and reporting  
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although 427 questionnaires were returned by Bryce Canyon National Park visitors, Figure 1 shows data for only 424 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

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Like all surveys, this study has limitations which should be considered when interpreting the results.

**Limitations**

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 15-21, 1997. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

4. Eight of the eleven tour buses that were asked to pull over by entrance station personnel were not willing to stop and participate. Because of this, visitors on bus tours are under-represented in the final sample and in the results presented in this report.

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## RESULTS

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### Visitors contacted

At Bryce Canyon National Park, 595 visitor groups were contacted, and 530 of these groups (89%) accepted questionnaires. Questionnaires were completed and returned by 427 visitor groups, resulting in an 81% response rate for this study.

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

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**Table 1: Comparison of total sample and actual respondents**

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	525	42.7	426	43.3
Group size	530	3.9	424	3.7

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### Demographics

Question 7 asked visitors to list the size of their groups, which ranged from one person to 52 people. Forty-two percent of visitor groups consisted of two people, while another 36% were groups of three or four people (see Figure 1). Question 9 asked visitors to indicate the type of group they were with. Seventy-four percent of visitor groups were made up of family members, 13% were made up of friends, and 7% were made up of family and friends (see Figure 2). Groups listing themselves as "other" for group type included "significant others" and tour groups. Question 8 asked visitors whether they were with a guided tour group and, if so, the size of the tour group. Two percent of the visitor groups at Bryce Canyon National Park were guided tour groups (see Figure 3, along with limitation number 4 on previous page). As is shown by Figure 4, 57% of tour groups had 15 people or less.

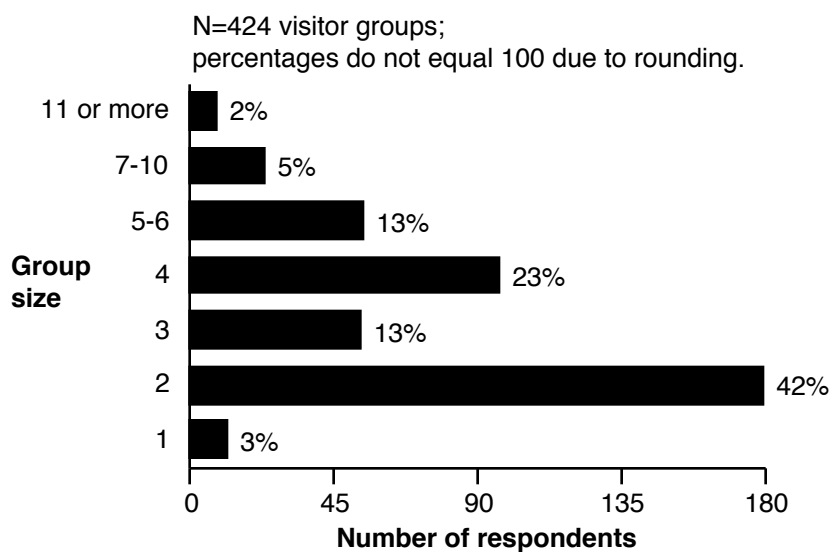
Question 10 asked visitors to list the ages of members of their group. Visitors were concentrated in two different age groups which

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reflects the large number of family groups (see Figure 5). Thirty-three percent of the visitors were in the 36-50 age group and 22% were in the 15 or younger age group. Question 10 also asked visitors to indicate the number of times they had visited the park. Ninety-eight percent of visitors were making their first visit to the park in the last twelve months (see Figure 6) while 89% of the visitors were making their first visit in the last five years (see Figure 7).

Question 17 asked visitors to list their current income level. As is shown by Figure 8, 40% of adult visitors had an income of \$40,001 or more, while 17% made \$10,000 or less. Question 18 asked visitors to list their highest level of education. Thirty-eight percent of adult visitors hold graduate degrees while 30% listed bachelor's degree as their highest educational level (see Figure 9).

Question 10 asked visitors to list their U.S. zip code or the name of the foreign country in which they reside. International visitors, representing 42% of the total visitation, came from 25 countries, including Germany (19%), Holland (18%), Switzerland (15%) and Belgium (14%) (see Table 2). The largest proportions of United States visitors were from California (23%), Utah (10%), Arizona (6%) and Pennsylvania (5%). Smaller proportions of U.S. visitors came from another thirty-seven states and Puerto Rico (see Map 1 and Table 3).



**Figure 1: Visitor group sizes**

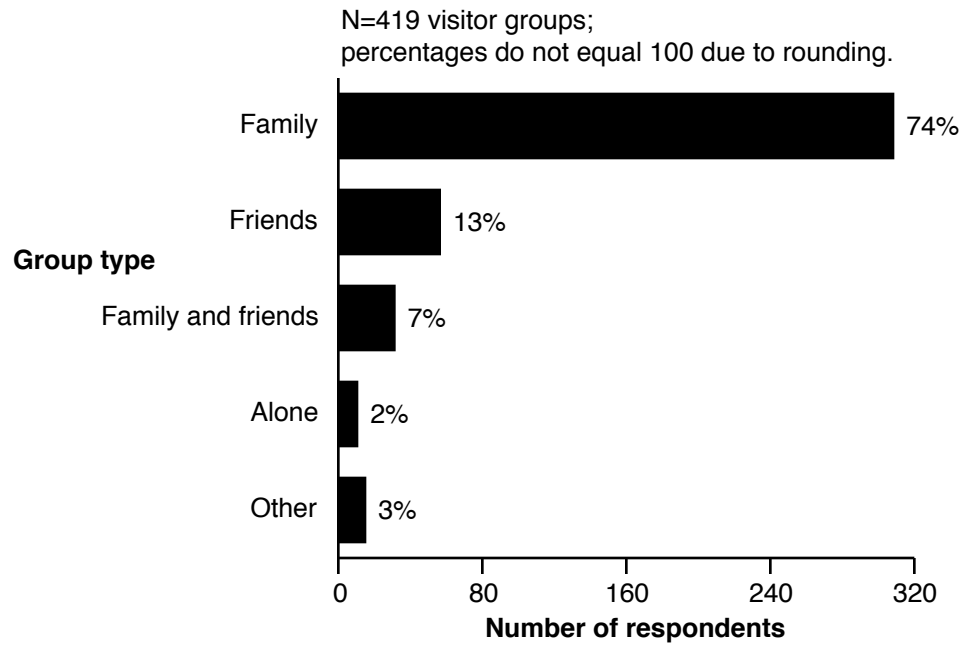


Figure 2: Visitor group types

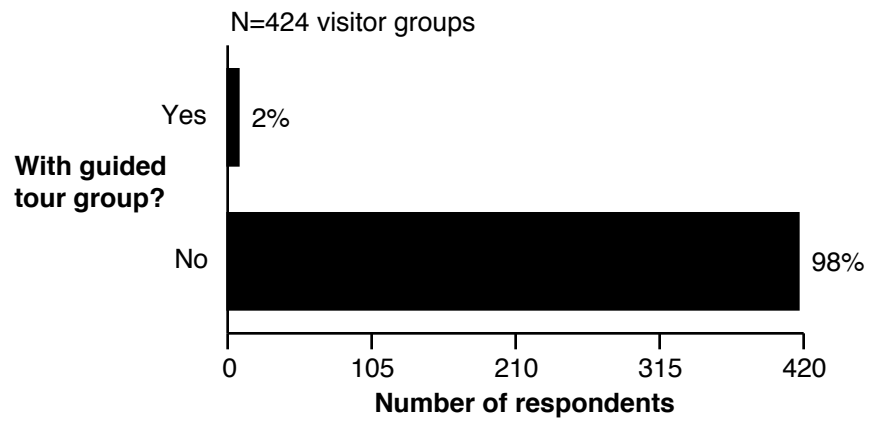
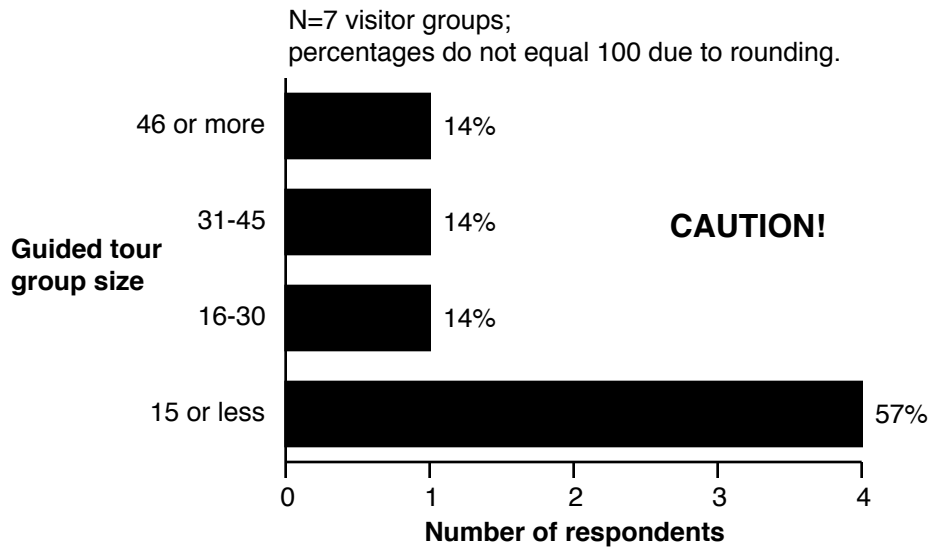
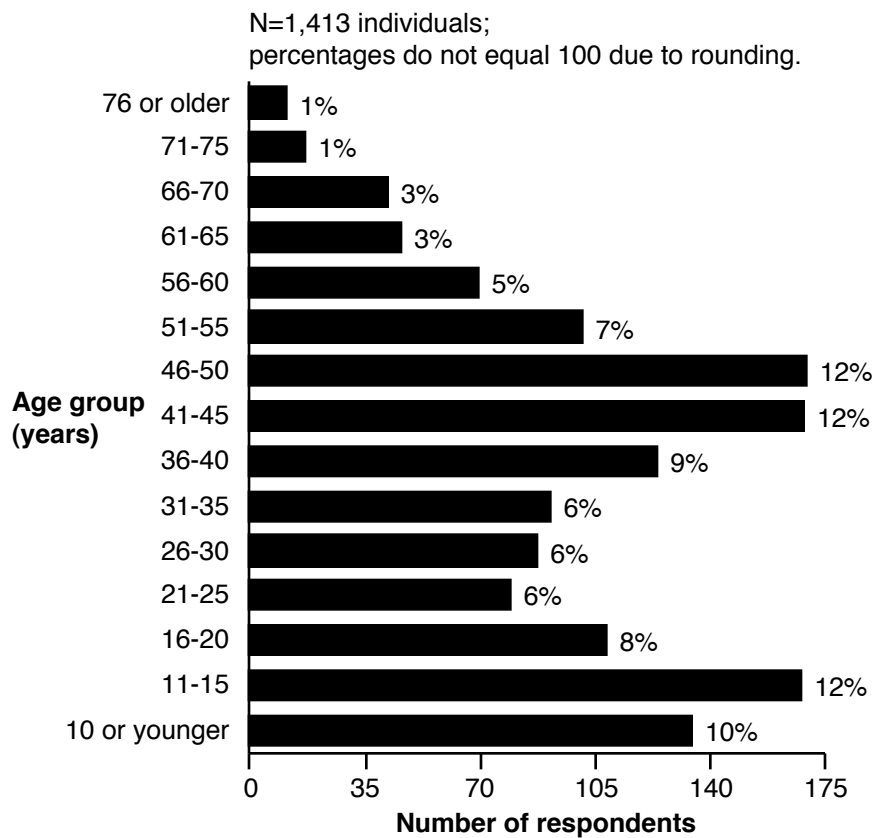


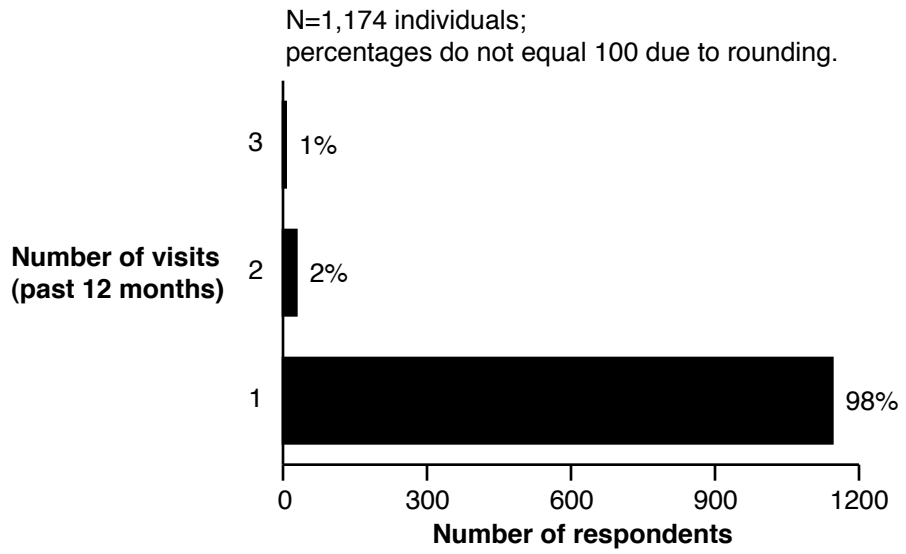
Figure 3: With guided tour group?



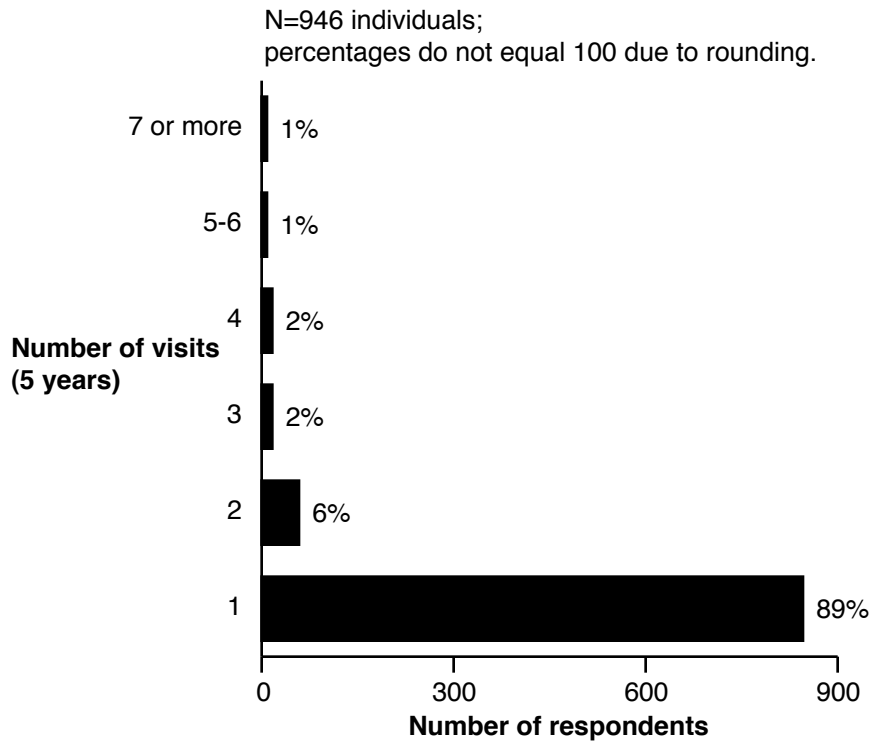
**Figure 4: Size of guided tour group**



**Figure 5: Visitor ages**



**Figure 6: Number of visits to Bryce Canyon National Park in past 12 months**



**Figure 7: Number of visits to Bryce Canyon National Park in past 5 years**

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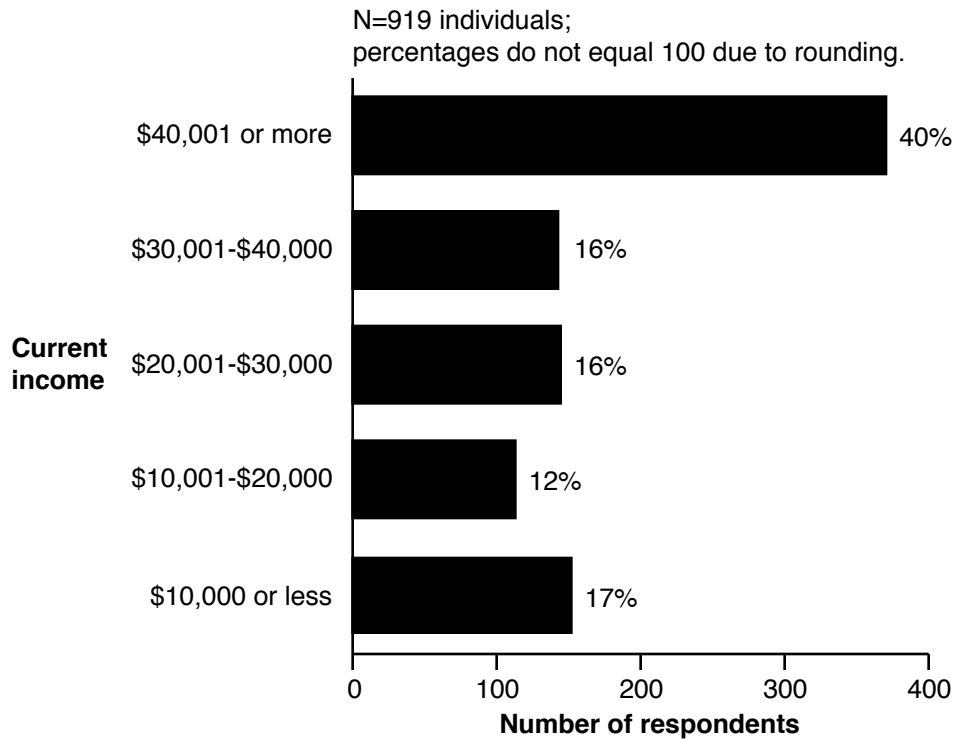


Figure 8: Income level

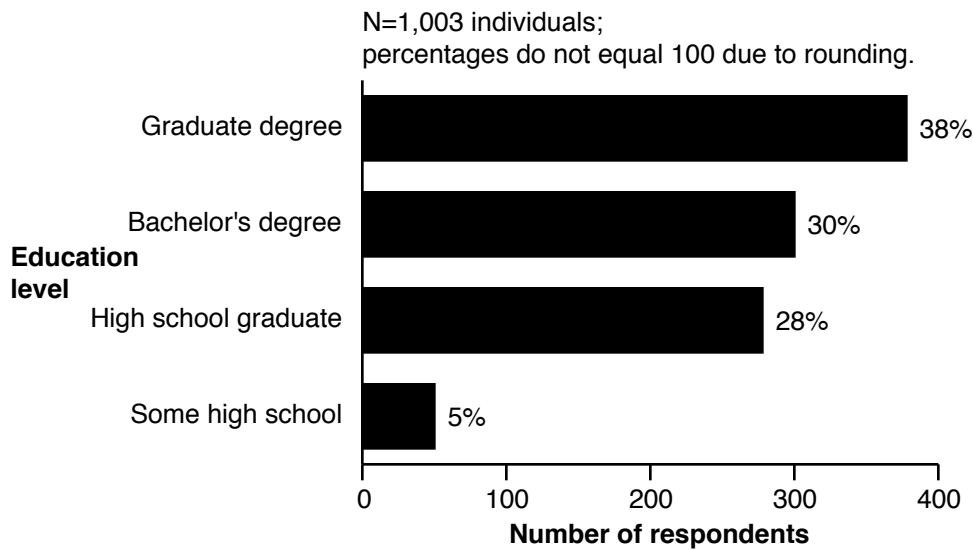
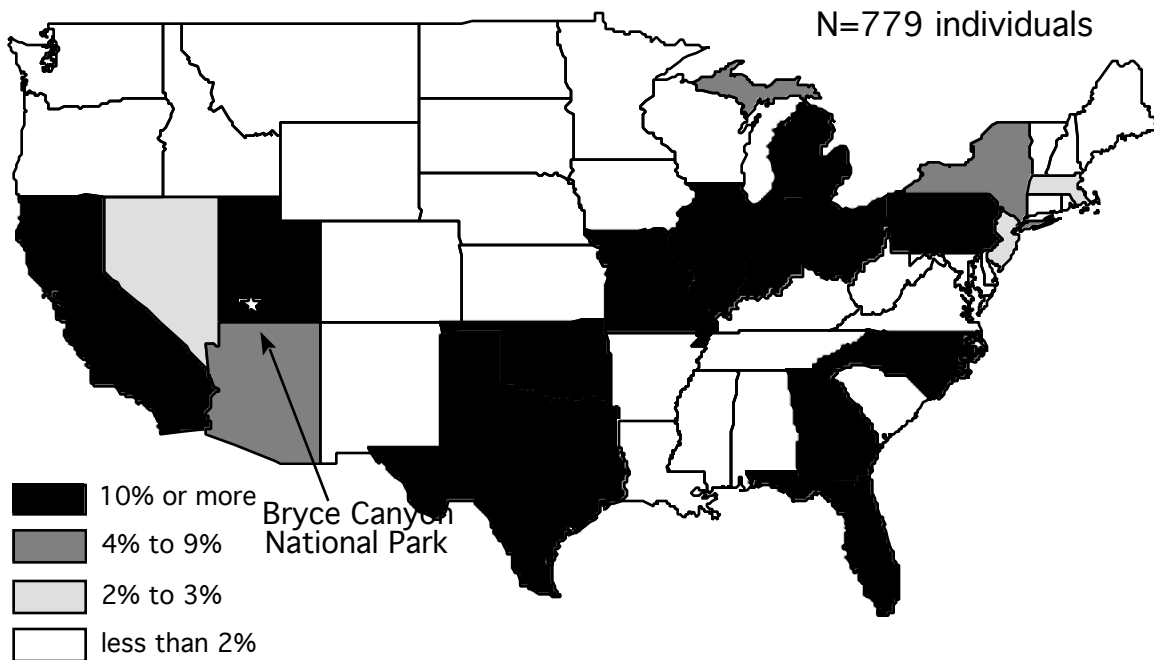


Figure 9: Education level

**Table 2: International visitors by country of residence**

N=572 individuals;  
percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of int'l visitors	Percent of total visitors
Germany	109	19	8
Holland	100	18	7
Switzerland	88	15	7
Belgium	78	14	6
France	30	5	2
Denmark	26	5	2
England	26	5	2
Austria	20	4	1
Italy	18	3	1
Canada	16	3	1
Czechoslovakia	10	2	1
Israel	8	1	1
Slovenia	6	1	<1%
Sweden	5	1	‡
Australia	4	1	
China	4	1	
Hungary	4	1	
Luxembourg	4	1	
Poland	4	1	
Korea	3	1	
Norway	3	1	
New Zealand	2	<1%	
Taiwan	2	‡	
Japan	1		
Malaysia	1		



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

**Table 3: United States visitors by state of residence**

N=779 individuals;  
percentages do not equal 100 due to rounding.

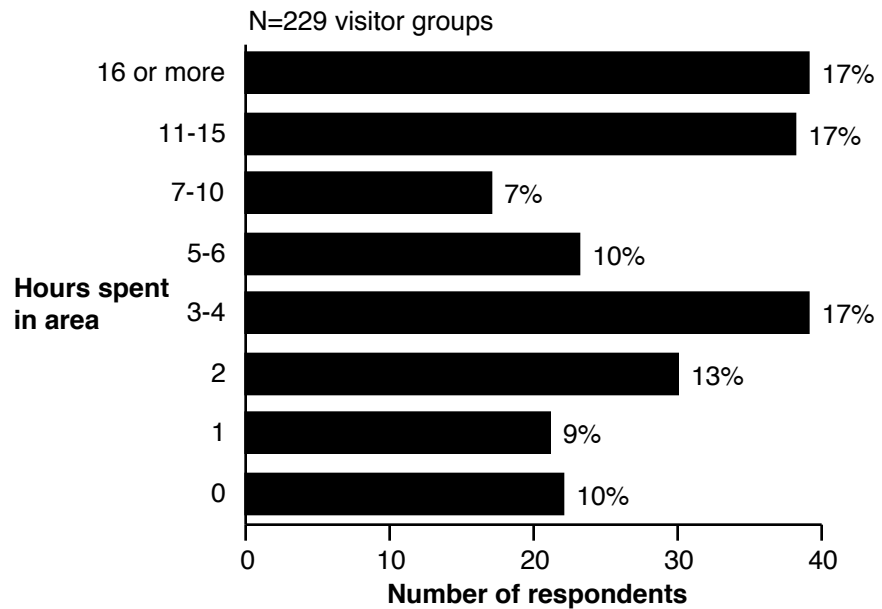
State	Number of individuals	Percent of U.S. visitors	Percent of total visitors
California	177	23	13
Utah	77	10	6
Arizona	50	6	4
Pennsylvania	37	5	3
New York	34	4	3
Texas	33	4	2
Michigan	27	4	2
Illinois	23	3	2
New Jersey	23	3	2
Nevada	22	3	2
Florida	21	3	2
North Carolina	21	3	2
Ohio	19	2	1
Missouri	17	2	1
Georgia	15	2	1
Oklahoma	15	2	1
Massachusetts	14	2	1
Indiana	12	2	1
23 other states and Puerto Rico	142	18	11



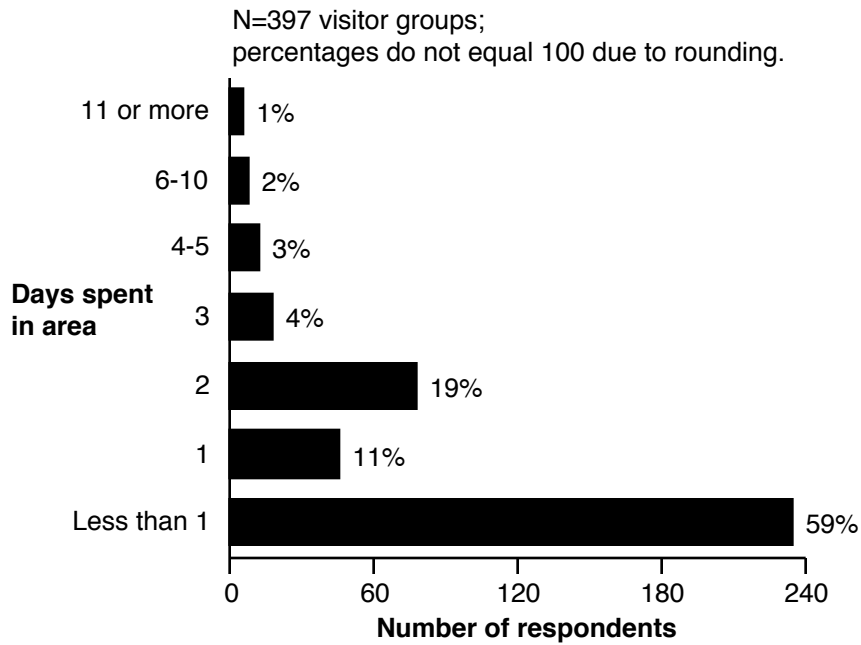
**Length of stay**

In Question 3a, visitor groups were asked how much time they spent outside the park but in the area within 50 miles of the park (including Panguitch, Escalante, Tropic, etc.). Of those groups that spent less than a day in the area around the park, 34% spent eleven or more hours, while 30% spent two to four hours (see Figure 10). Nineteen percent of the groups spent two days in the park area while another 11% spent one day (see Figure 11).

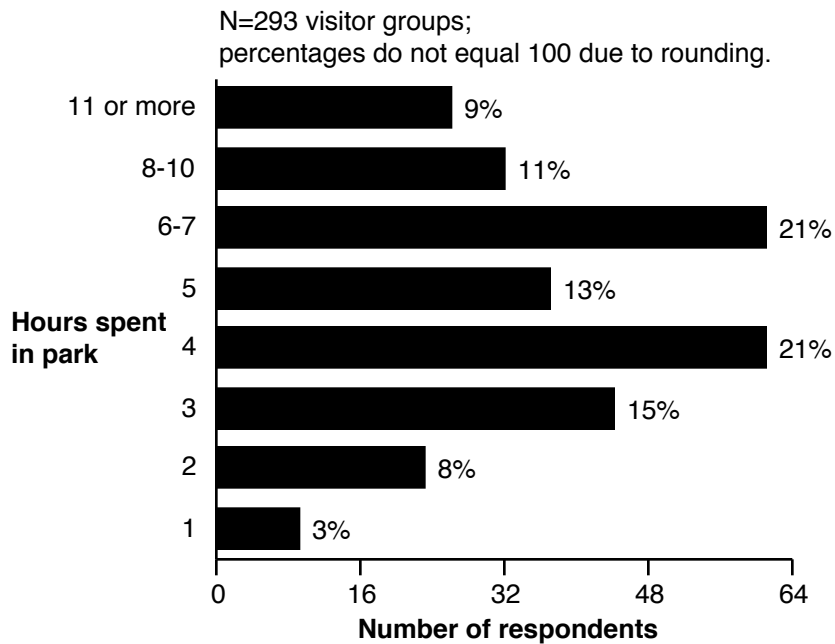
In Question 3b, visitor groups were also asked how much time they spent inside the park during this visit. Of those groups that spent less than a day inside the park, 36% spent three to four hours while another 34% spent five to seven hours (see Figure 12). Fourteen percent of visitor groups spent two days in the park and 10% spent one day in the park (see Figure 13).



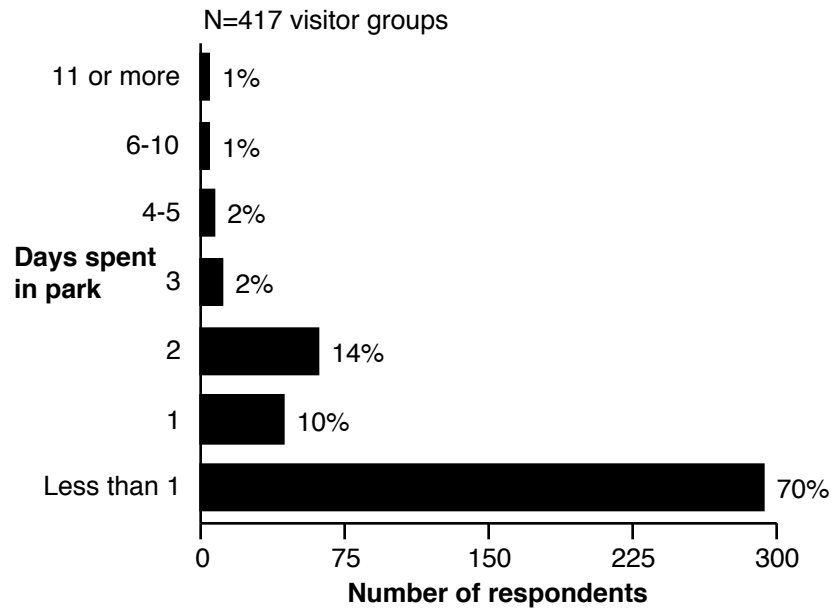
**Figure 10: Hours spent outside park but in Bryce Canyon National Park area**



**Figure 11: Days spent outside park but in Bryce Canyon National Park area**



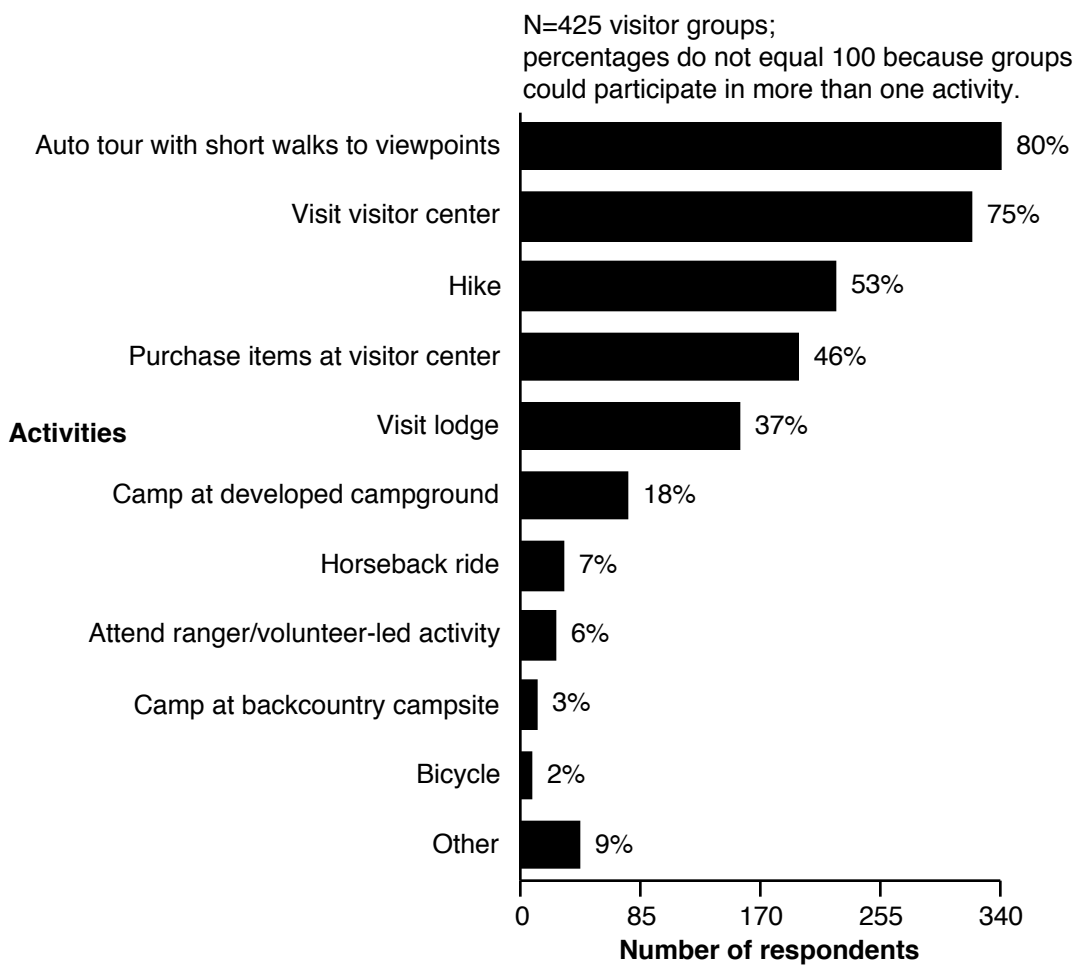
**Figure 12: Hours spent in Bryce Canyon National Park**



**Figure 13: Days spent in Bryce Canyon National Park**

Visitor groups were asked in Question 4 to list the activities they participated in at Bryce Canyon National Park. As is shown by Figure 14, the most common activities were auto touring with only short walks to viewpoints (80%), visiting the visitor center (75%), hiking (53%) and purchasing items at the visitor center (46%). Visitor groups participated in a number of "other" activities including picnicking, shopping at the lodge or general store and taking helicopter rides.

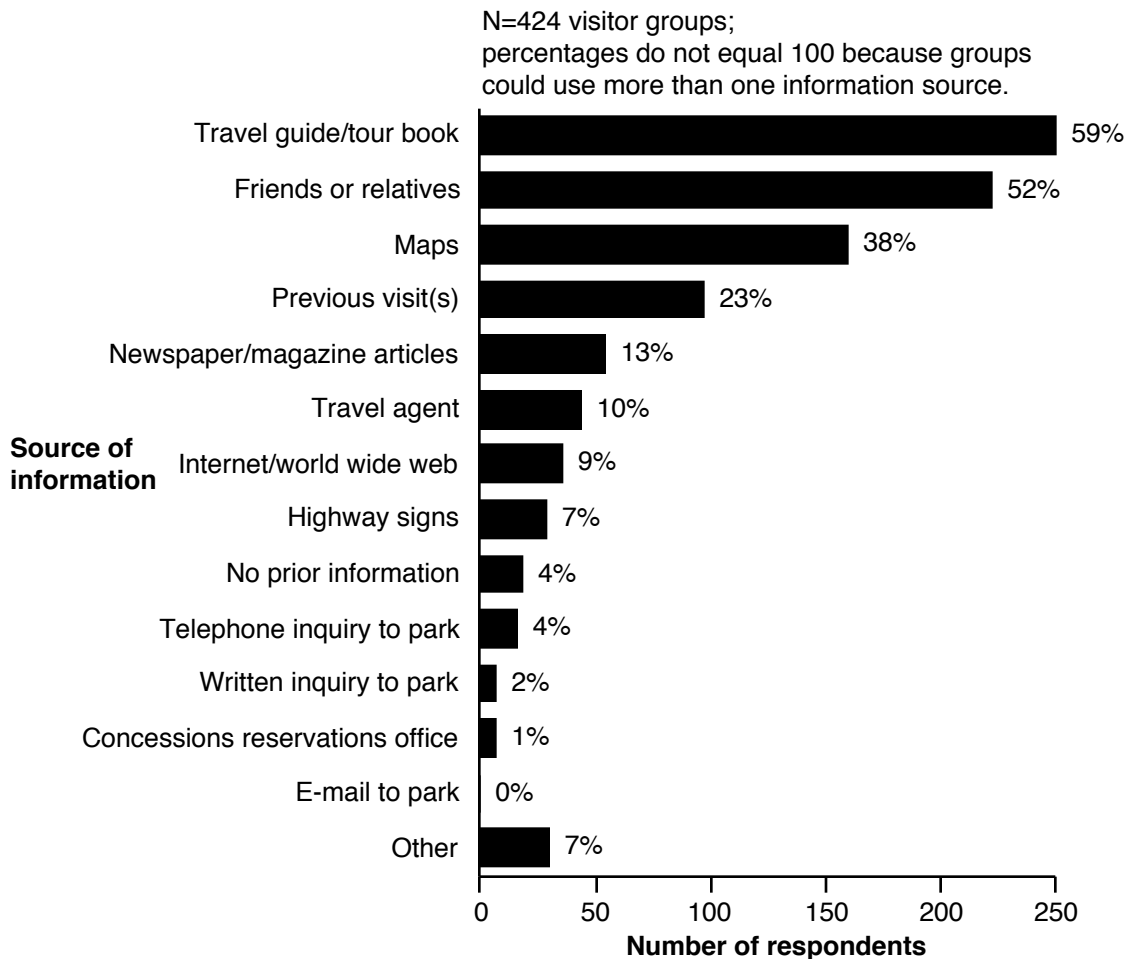
**Activities**



**Figure 14: Visitor activities**

**Sources of information**

Visitor groups were asked in Question 1 to indicate the sources from which they had received information about Bryce Canyon National Park prior to their visit. Fifty-nine percent of visitor groups received information from travel guides or tour books, 52% received information from friends or relatives and 38% received information from maps (see Figure 15). Four percent of visitor groups received no information prior to their visits. "Other" sources of information used by visitor groups included information centers, friends, living or growing up nearby and auto clubs.



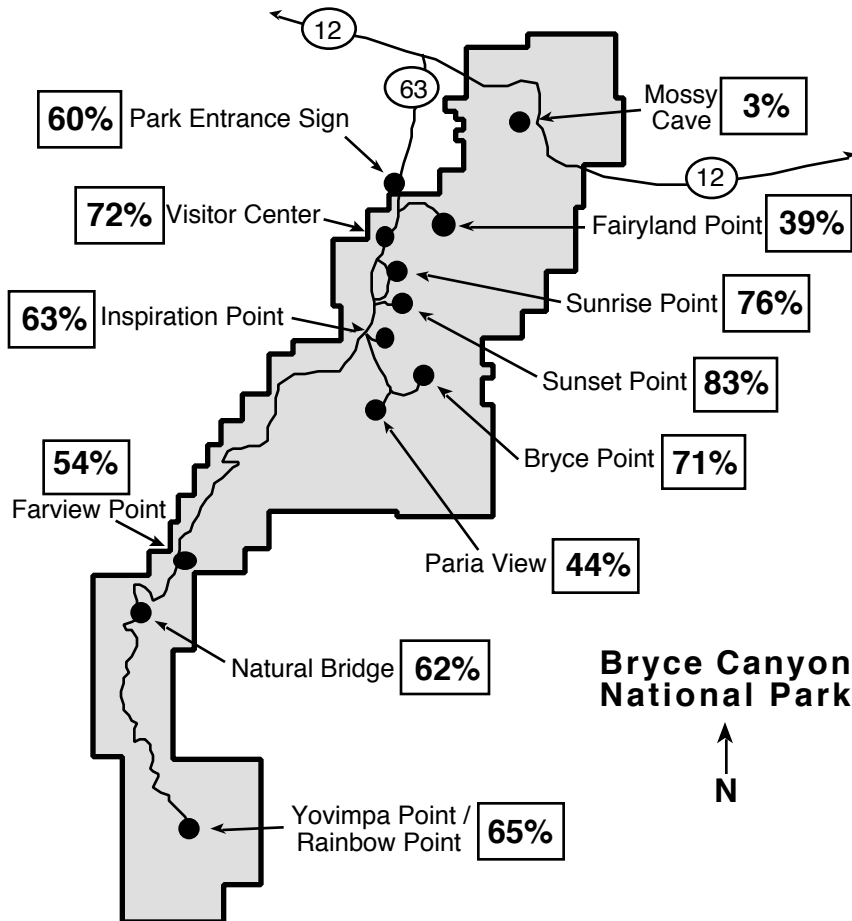
**Figure 15: Sources of information used by visitors**

Visitor groups were asked in Question 5 to indicate the sites that they visited during this visit to Bryce Canyon National Park, as well as the order in which they visited those sites. As is shown by Map 2, the most commonly visited sites were Sunset Point (83%), Sunrise Point (76%) and the visitor center (72%). Of those groups that visited the visitor center, 71% did so as one of their first three stops. Mossy Cave, which was officially closed during the survey period due to a bridge wash-out, was visited by 3% of visitor groups.

**Sites visited**

As is shown by Map 3, the sites that visitor groups most commonly stopped at first were the park entrance sign (54%), the visitor center (18%) and Rainbow Point/Yovimpa Point (7%).

N=417 visitor groups;  
percentages do not equal 100 because  
groups could visit more than one site.



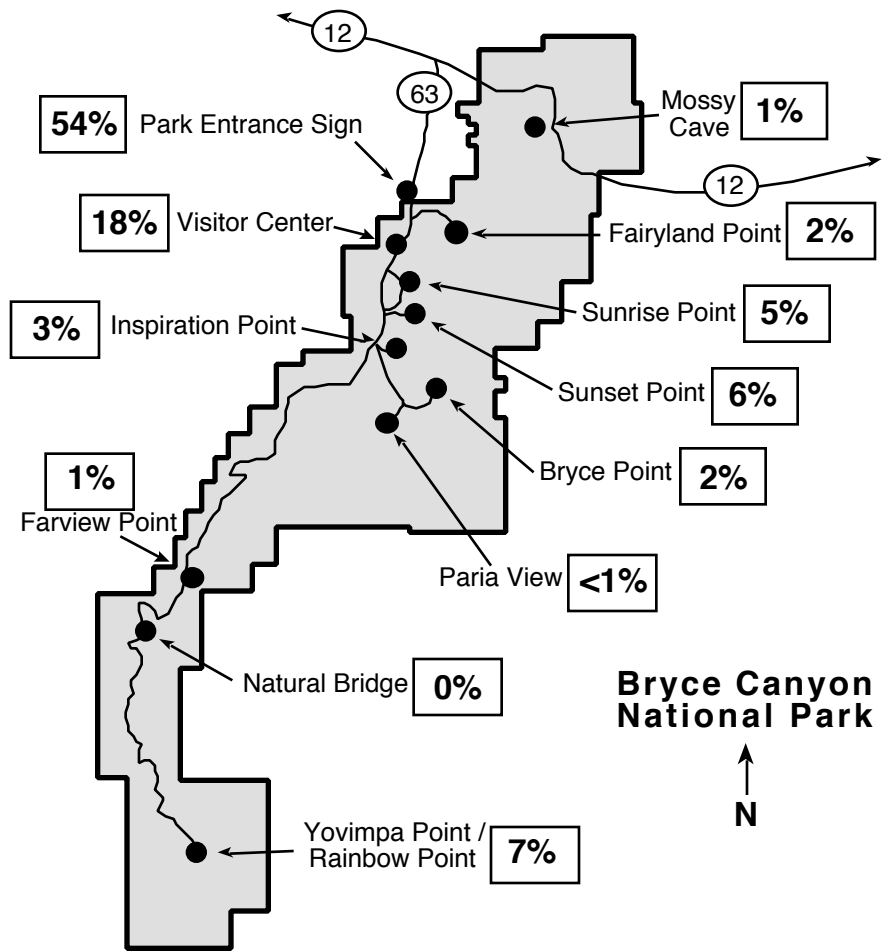
**Map 2: Sites visited**







N=373 visitor groups;  
percentages do not equal 100 due to rounding.



Map 3: Sites visited first

Visitor groups were asked in Question 2a to indicate the place they spent the night prior to their arrival at the park. As is shown by Table 4, the most commonly listed places were Panguitch, UT, Zion National Park, UT and Springdale, UT.

In Question 2b, visitor groups were also asked to list where they spent the night after their departure from the park. The most commonly listed places were Zion National Park, UT, Las Vegas, NV and Panguitch, UT (see Table 5).

**Place visitors  
spent night  
before and after  
visit**

**Table 4: Place visitors spent night before visit**

N=401 comments

Comment	Number of times mentioned
Panguitch, UT	36
Zion National Park, UT	32
Springdale, UT	29
Las Vegas, NV	25
Bryce, UT	21
Page, AZ	21
St. George, UT	15
Salt Lake City, UT	14
Tropic, UT	14
Grand Canyon National Park, AZ	12
Kanab, UT	12
Moab, UT	10
Glendale, UT	9
Lake Powell, AZ/UT	9
Cedar City, UT	8
Grand Canyon National Park (North Rim), AZ	7
Torrey, UT	7
Provo, UT	6
Beaver, UT	5
Capitol Reef National Park, UT	5
Escalante, UT	5
Mesquite, NV	5
Brian Head, UT	4
Hatch, UT	4
Jacob Lake, AZ	4
Cedar Breaks National Monument, UT	3
Flagstaff, AZ	3
Green River, UT	3
Hurricane, UT	3
Richfield, UT	3

Comment	Number of times mentioned
Boulder, UT	2
Dixie National Forest, UT	2
Durango, CO	2
Kingman, AZ	2
Kodachrome Basin, UT	2
Red Canyon, UT	2
Tusayan, AZ	2
Arches National Park, UT	1
Barstow, CA	1
Bishop, CA	1
Cameron, AZ	1
Cannonville, UT	1
Duck Creek, UT	1
Ely, NV	1
Eureka, NV	1
Fillmore, UT	1
Fish Lake, UT	1
Fredonia, AZ	1
Hanksville, UT	1
Helena, MT	1
Huntington Beach, CA	1
Idaho Springs, CO	1
King Creek, UT	1
La Verkin, UT	1
Lake Mead, NV	1
Leadville, CO	1
Long Valley Junction, UT	1
Los Angeles, CA	1
Manson, WA	1
Minersville, UT	1
Monument Valley, UT	1
Mt. Carmel Junction, UT	1
Navajo Lake, UT	1
Near Zion National Park, UT	1
Nephi, UT	1
New Zion, UT	1
Ogden, UT	1
Panguitch Lake, UT	1
Park City, UT	1
Payson, UT	1
Pleasant Grove, UT	1
Salina, UT	1
Spanish Fork, UT	1
Teasdale, UT	1
Tonopah, NV	1
Tucson, AZ	1
Twin Lakes, CA	1
Valley of Fire, NV	1
Williams, AZ	1
Utah (unspecified places)	9
Nevada (unspecified places)	2

**Table 5: Place visitors spent night after visit**

N=396 comments;

Comment	Number of times mentioned
Zion National Park, UT	38
Las Vegas, NV	36
Panguitch, UT	24
Page, AZ	18
St. George, UT	18
Moab, UT	15
Salt Lake City, UT	15
Bryce, UT	14
Grand Canyon National Park, AZ	12
Kanab, UT	12
Capitol Reef National Park, UT	10
Grand Canyon National Park (North Rim), AZ	10
Escalante, UT	9
Springdale, UT	9
Tropic, UT	9
Cedar City, UT	8
Torrey, UT	8
Hurricane, UT	7
Grand Junction, CO	6
Green River, UT	6
Lake Powell, AZ/UT	5
Richfield, UT	5
Flagstaff, AZ	4
Arches National Park, UT	3
Brian Head, UT	3
Mt. Carmel Junction, UT	3
Near Zion National Park, UT	3
Panguitch Lake, UT	3
Bullfrog, UT	2
Canyonlands National Park, UT	2
Duck Creek, UT	2
Jackson, WY	2
Kodachrome Basin, UT	2
Logan, UT	2
Mesquite, NV	2
Nephi, UT	2
Provo, UT	2
Spanish Fork, UT	2
Antimony, UT	1
Bluff, UT	1
Burley, ID	1
Calf Creek, UT	1
Caliente, NV	1
Cedar Breaks National Monument, UT	1
Fillmore, UT	1
Fredonia, AZ	1

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Comment	Number of times mentioned
Glendale, AZ	1
Glendale, UT	1
Goblin Valley, UT	1
Grand Teton National Park, WY	1
Hanksville, UT	1
Hatch, UT	1
Huntington Beach, CA	1
Idaho Falls, ID	1
Jacob Lake, AZ	1
Joshua Tree National Park, UT	1
Kayenta, AZ	1
Lehi, UT	1
Los Angeles, CA	1
Manti, UT	1
Marysvale, UT	1
Mesa Verde National Park, CO	1
Minersville, UT	1
Mt. Pleasant, UT	1
Natural Bridges National Monument, UT	1
Near Capitol Reef National Park, UT	1
Near Grand Canyon National Park, AZ	1
Ogden, UT	1
Park City, UT	1
Payson, UT	1
Pleasant Grove, UT	1
Price, UT	1
Primm, NV	1
Red Canyon, UT	1
Rockville, UT	1
Santa Margarita, CA	1
Sedona, AZ	1
Silverstone, CO	1
Springville, UT	1
Tonopah, NV	1
Tucson, AZ	1
Tusayan, AZ	1
Vail, CO	1
Utah (unspecified places)	12
Nevada (unspecified places)	3
Idaho (unspecified places)	2
Arizona (unspecified place)	1

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Visitor groups were asked in Question 6 whether they had hiked at Bryce Canyon National Park on this visit. As is shown by Figure 16, 56% of visitor groups hiked in the park. Visitor groups were also asked in Question 6 what types of hiking they had participated in at the park. Seventy-four percent of groups hiked below the canyon rim and 62% hiked above the canyon rim (see Figure 17). Fifty-eight percent of groups took hikes that were shorter than two hours, 50% took hikes that were from 2 to 4 hours long, and only 10% of groups took hikes that were longer than four hours.

### Hiking at Bryce Canyon National Park

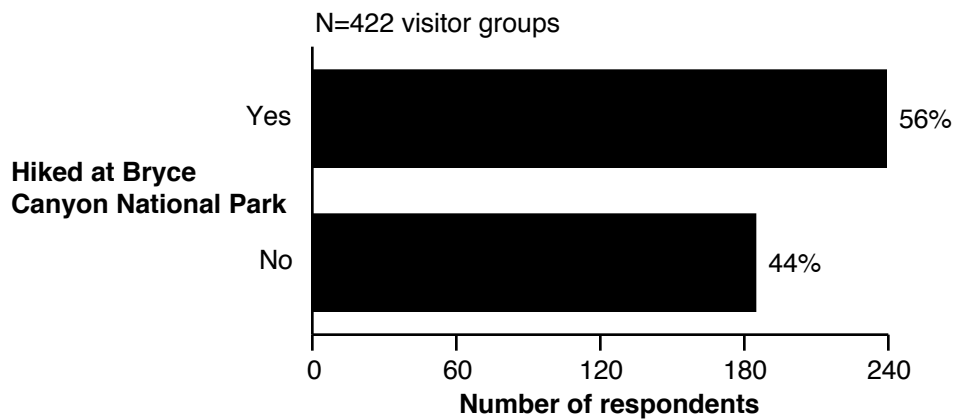
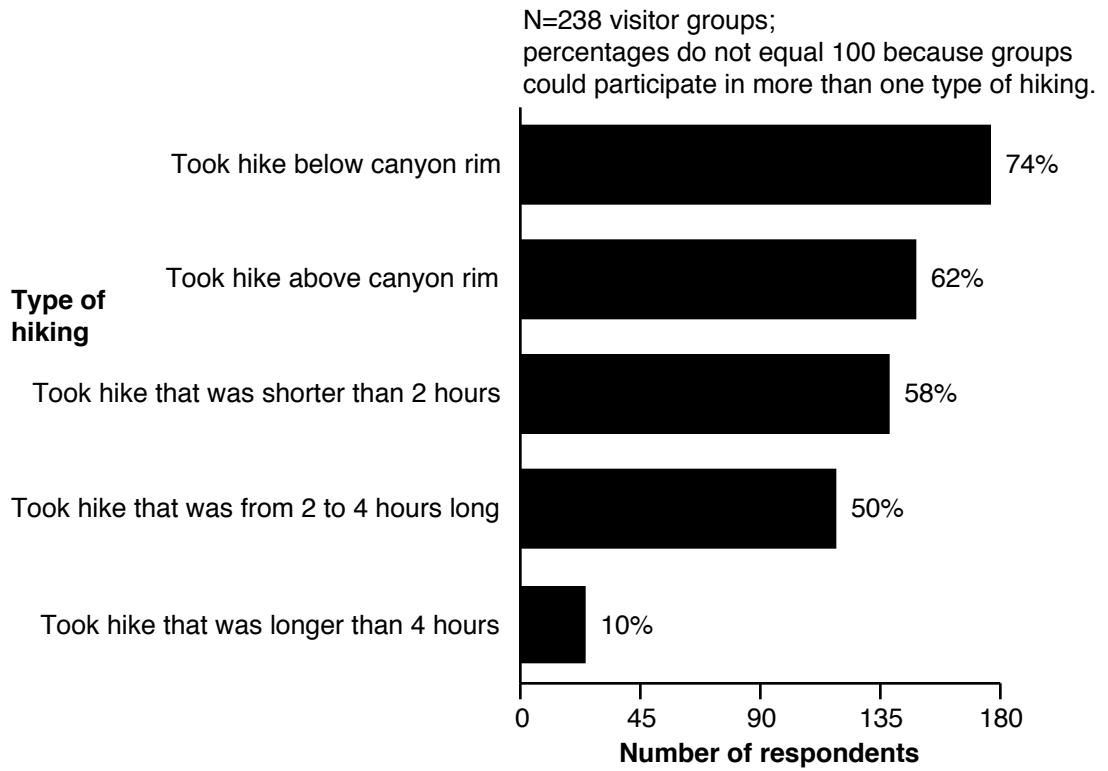


Figure 16: Hiked at Bryce Canyon National Park



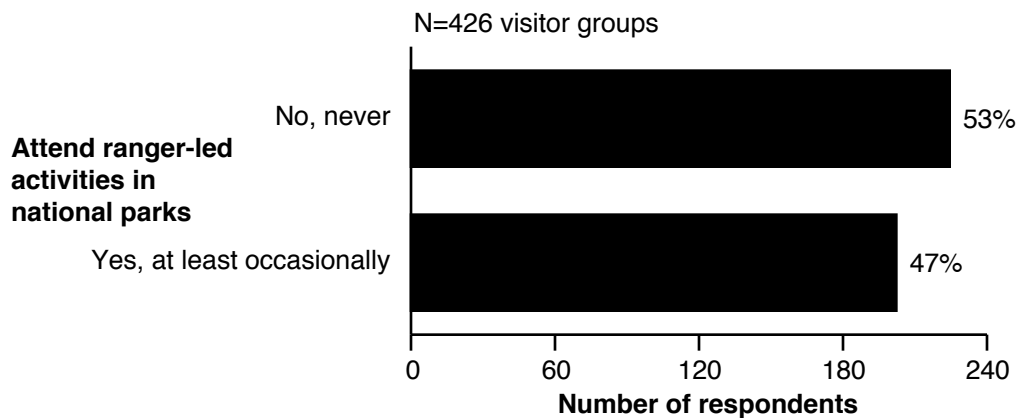
**Figure 17: Types of hiking visitors participated in**

Visitor groups were asked in Question 11 to indicate whether they ever attended ranger or volunteer-led activities in national parks. As is shown by Figure 18, 47% of visitor groups at least occasionally attend this type of activity. These people were also asked for the times that they would prefer to attend such activities at Bryce Canyon National Park on a future visit.

### Ranger-led activity attendance and preferences

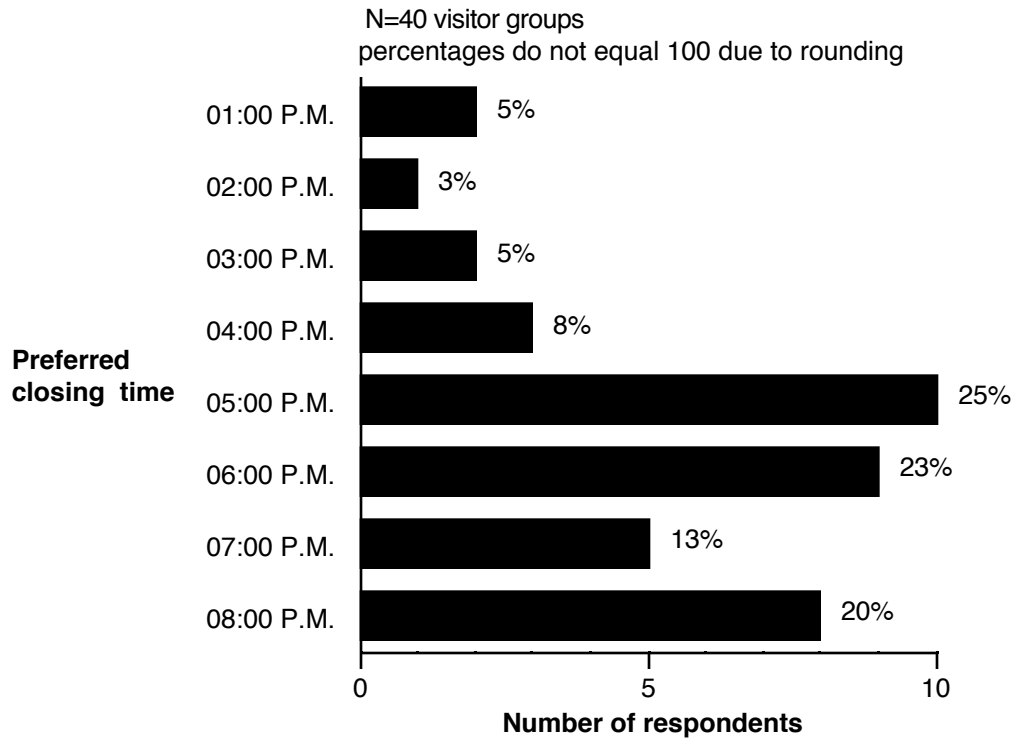
The preferred start times for activities were concentrated in two time periods, with 42% of visitor groups preferring to have activities begin at 8 A.M., 9 A.M. or 10 A.M. and 19% preferring to have activities begin at 7 P.M. or 8 P.M. (see Figure 19). Forty-three percent of visitor groups listed a one-hour time frame for ranger-led activities and 35% listed a two-hour time frame (see Figure 20).

Table 6 contains the frequencies for start times and length of activities for all respondents.



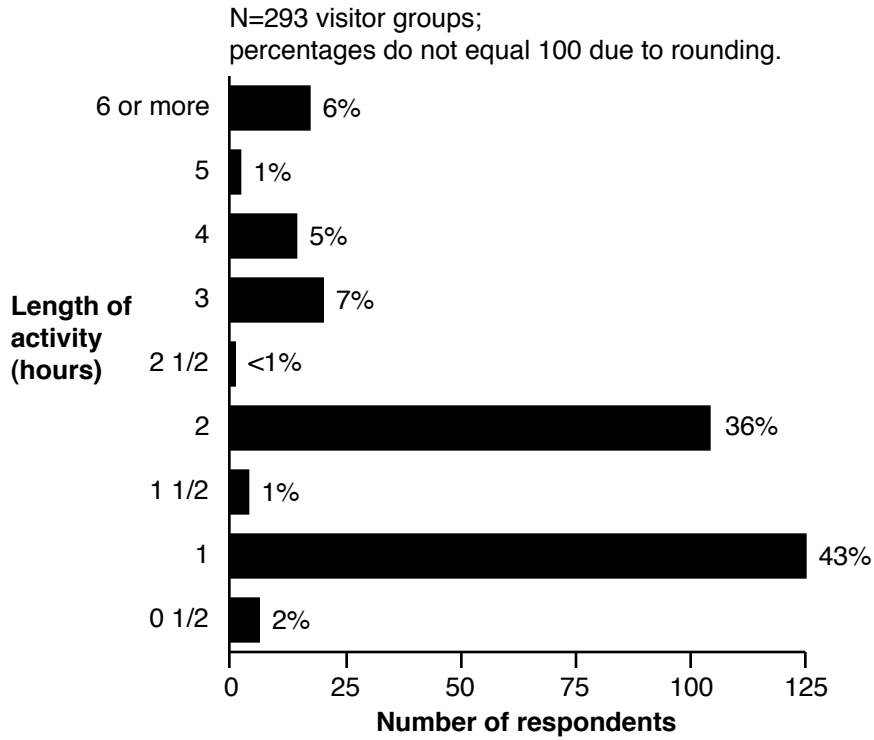
**Figure 18: Attend ranger-led activities in national parks**





**Figure ? : Wetlands Acadian Cultural Center preferred closing time**

**Figure 19: Preferred start time for ranger-led activities**



**Figure 20: Preferred length for ranger-led activities**



Visitor groups were asked in Question 12 to list the subjects that they would most be interested in learning about on a future visit to Bryce Canyon National Park. As is shown by Table 7, the most commonly listed subjects were geology, wildlife, plants, and history.

### Subjects of interest for future visit

**Table 7: Subjects of interest for future visit**

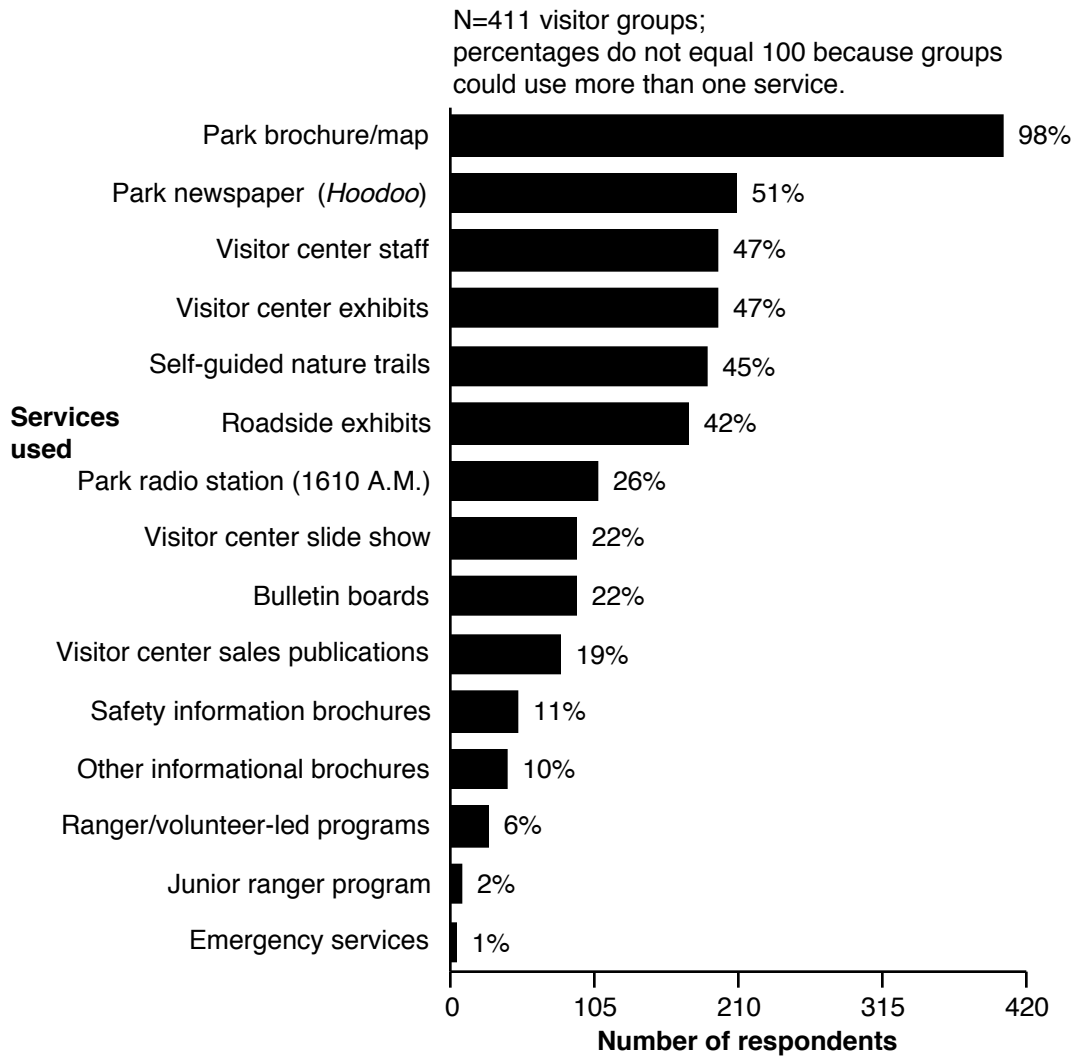
N=407 comments;  
several visitors made more than one comment.

Comment	Number of times mentioned
Geology	104
Wildlife	92
Plants	26
History	24
Native Americans	19
History of park	13
History of people in area	12
Natural history	9
Fine as is	9
Wildflowers	8
Park preservation or conservation programs	8
Stars	7
Services and activities in area	7
Management of park	6
Ecology	6
Hiking information or maps	6
Everything	5
Foreign language information	4
Self-guided tours	4
Geography	3
Anthropology	3
Explorers	3
Fossils	3
Human impacts	3
Not planning to return	3
Birds	3
Trees	3
Ranger-led activities	2
Nineteenth-century history	2
Other comments	10

**Information services: use, importance and quality**

Visitor groups were asked in Question 13a to note the information services they used during their visit to Bryce Canyon National Park. As is shown by Figure 21, the services that were most commonly used by visitor groups were the park brochure/map (98%), park newspaper (51%), visitor center staff (47%) and visitor center exhibits (47%).

Note: Bryce Canyon National Park has no roadside exhibits, and respondents may have been thinking of the wayside exhibits located at most of the park's viewpoints when they indicated that they had used roadside exhibits.



**Figure 21: Information services used**

Visitor groups rated the importance (Question 13b) and quality (Question 13c) of each of the information services they used. The following five point scales were used in the questionnaire:

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

Figure 22 shows the average importance and quality ratings for information services. An average score was determined for each service based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grid shown in Figure 22. All services were rated as above "average" both in importance and quality. It should be noted that ranger or volunteer-led activities, emergency services and junior ranger program were not rated by enough people to provide reliable data.

Figures 23-37 show the importance ratings that were provided by visitor groups for each of the individual information services. Those services receiving the highest proportion of "extremely important" or "very important" ratings included the park brochure/map (93%), self-guided nature trails (88%), visitor center staff (78%) and safety information brochures (78%). The highest proportion of "not important" ratings was for the park radio station (14%).

Figures 38-52 show the quality ratings that were provided by visitor groups for each of the individual information services. Those services receiving the highest proportion of "very good" or "good" ratings included the park brochure/map (90%), visitor center staff (87%) and safety information brochures (85%). The highest proportion of "very poor" ratings was for the park radio station (11%).

Figure 53 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.

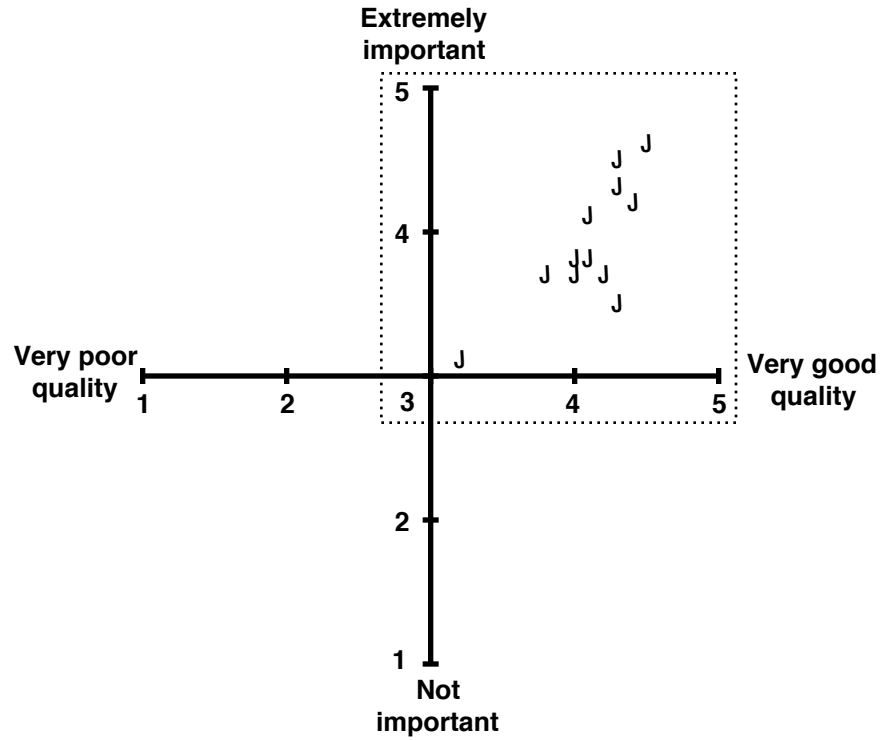


Figure 22: Average ratings of service importance and quality

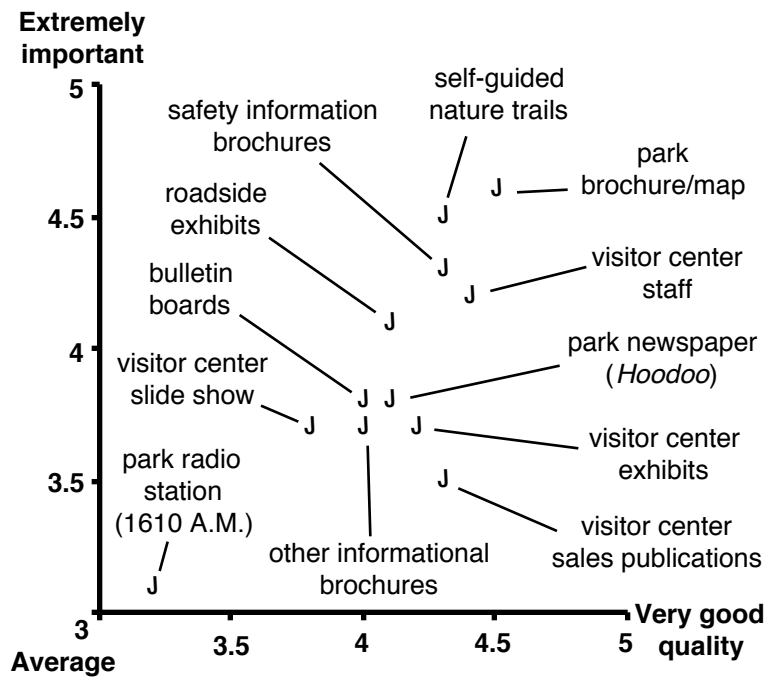
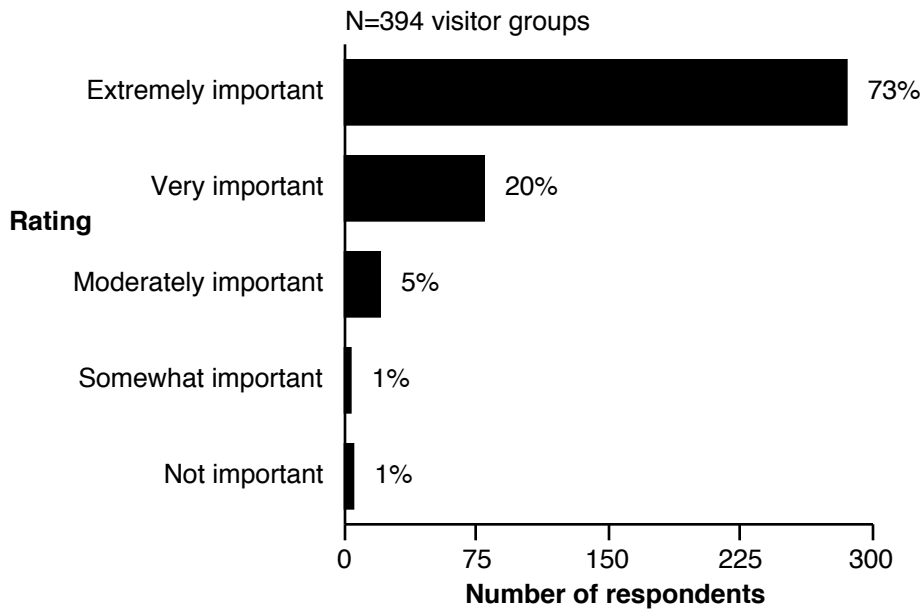
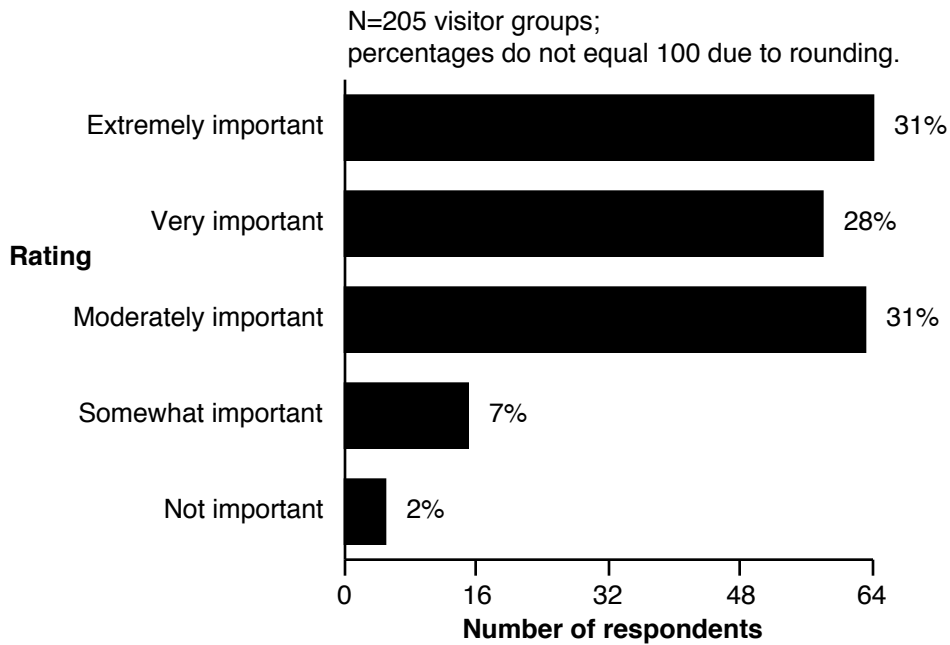


Figure 22: Detail



**Figure 23: Importance of park brochure/map**



**Figure 24: Importance of park newspaper (*Hoodoo*)**



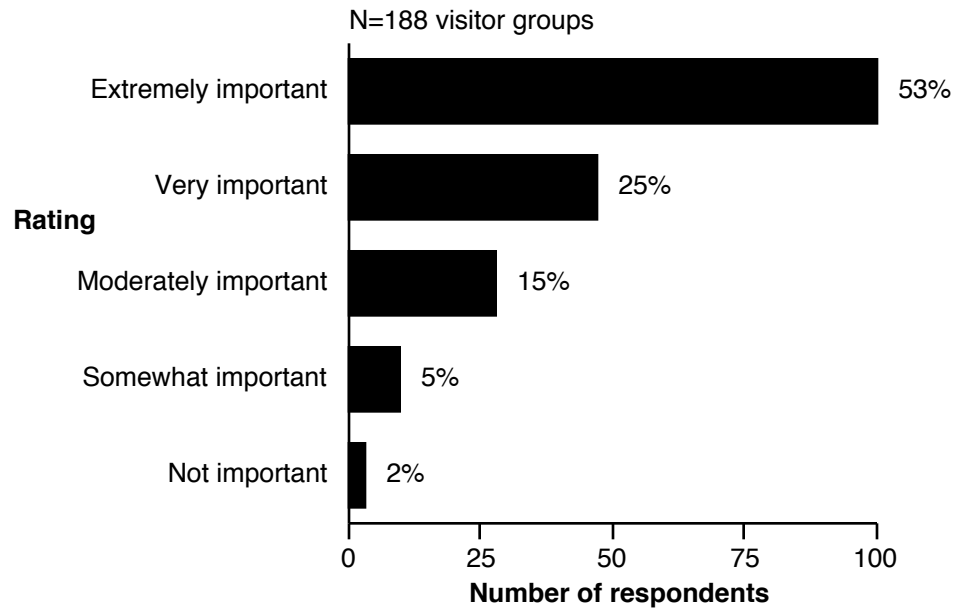


Figure 25: Importance of visitor center staff

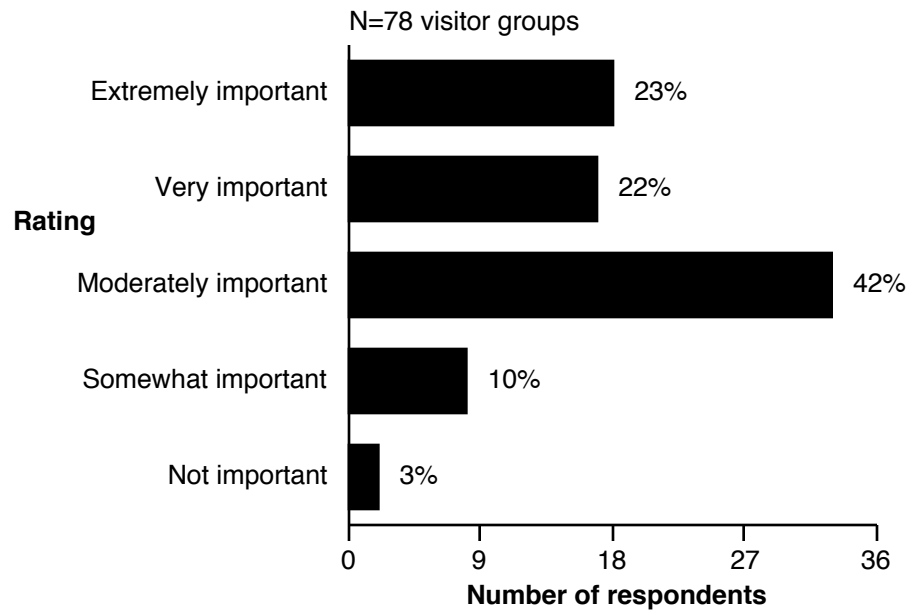
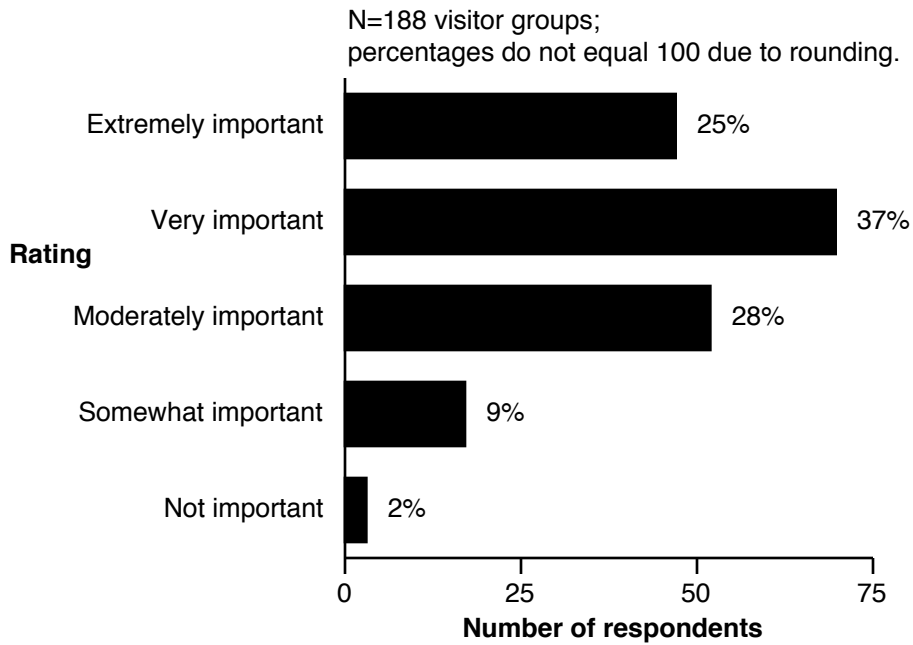
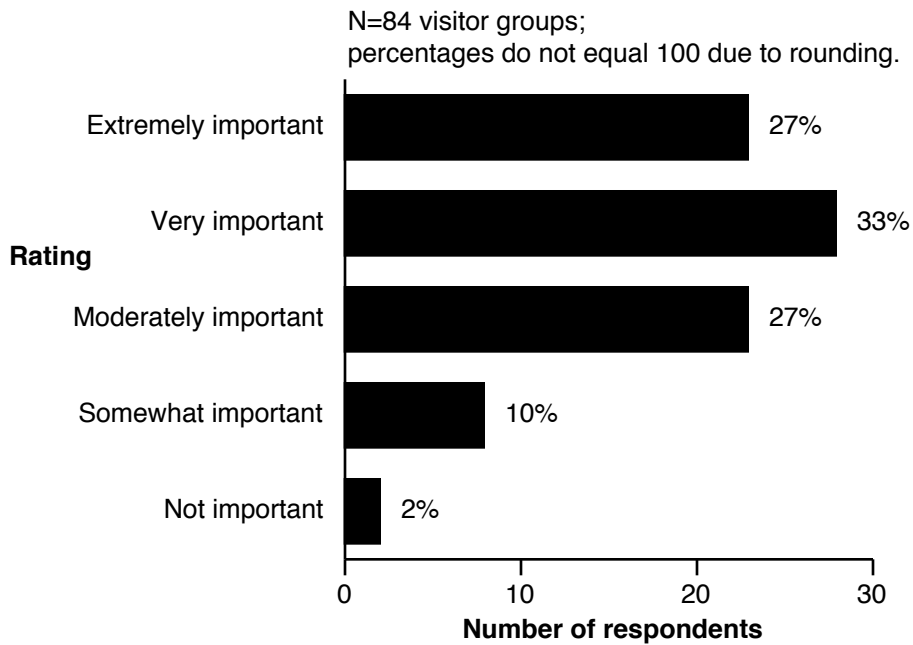


Figure 26: Importance of visitor center sales publications

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**Figure 27: Importance of visitor center exhibits**



**Figure 28: Importance of visitor center slide show**

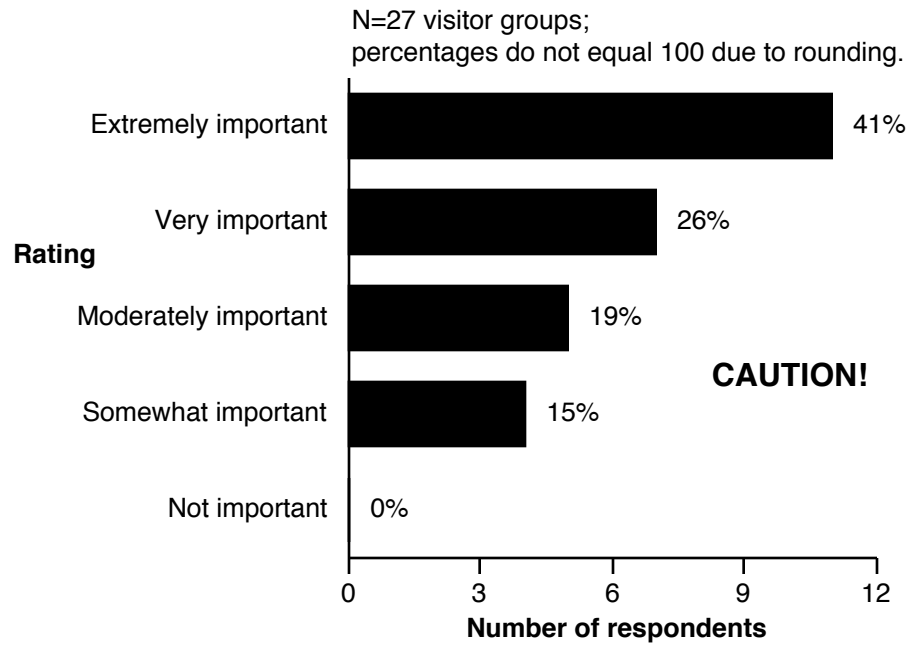


Figure 29: Importance of ranger/volunteer-led programs

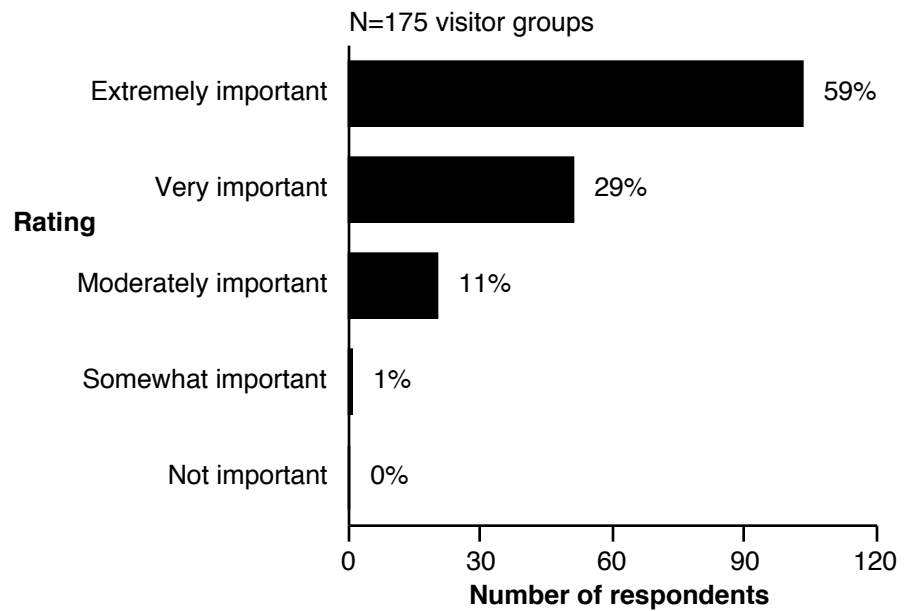
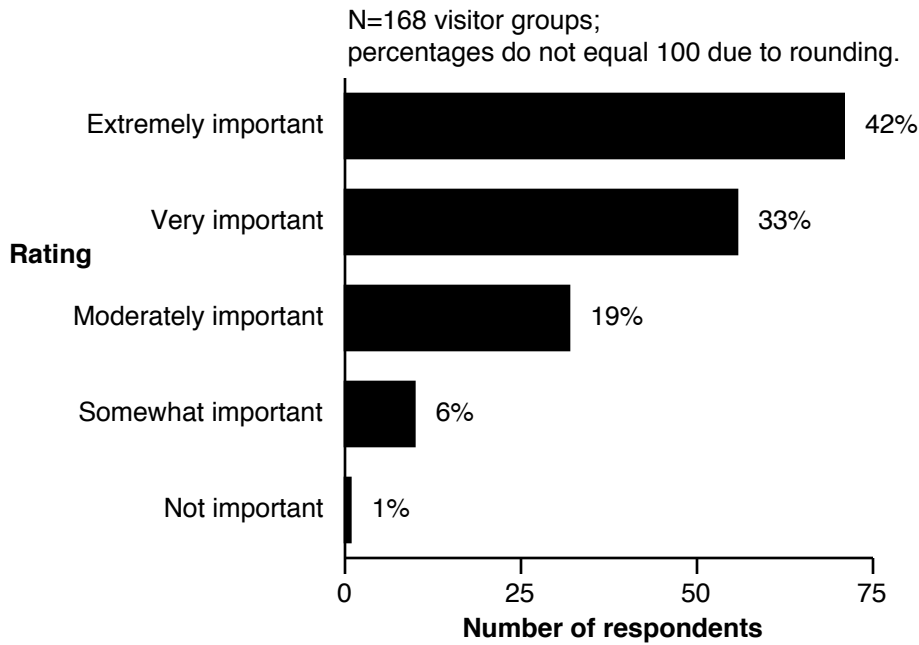
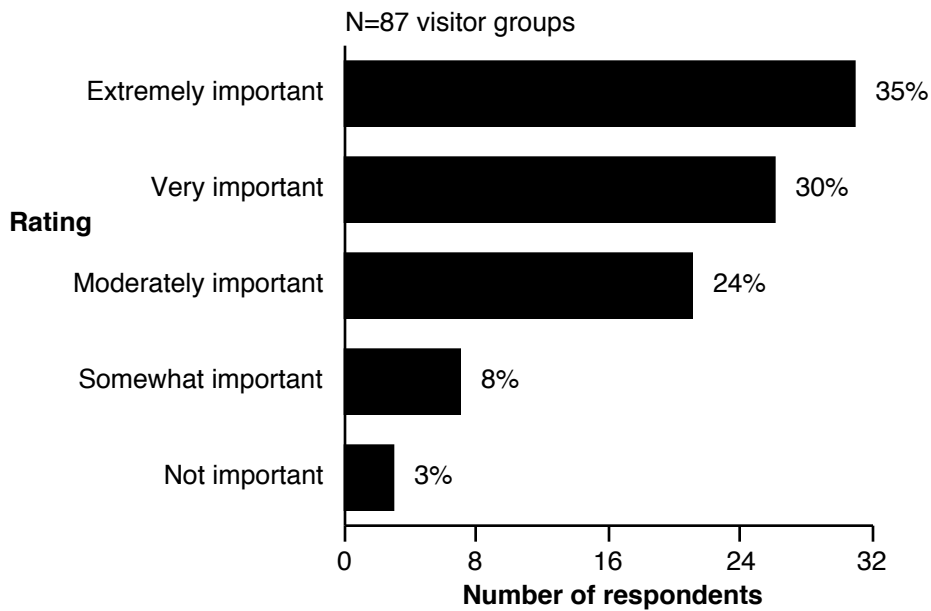


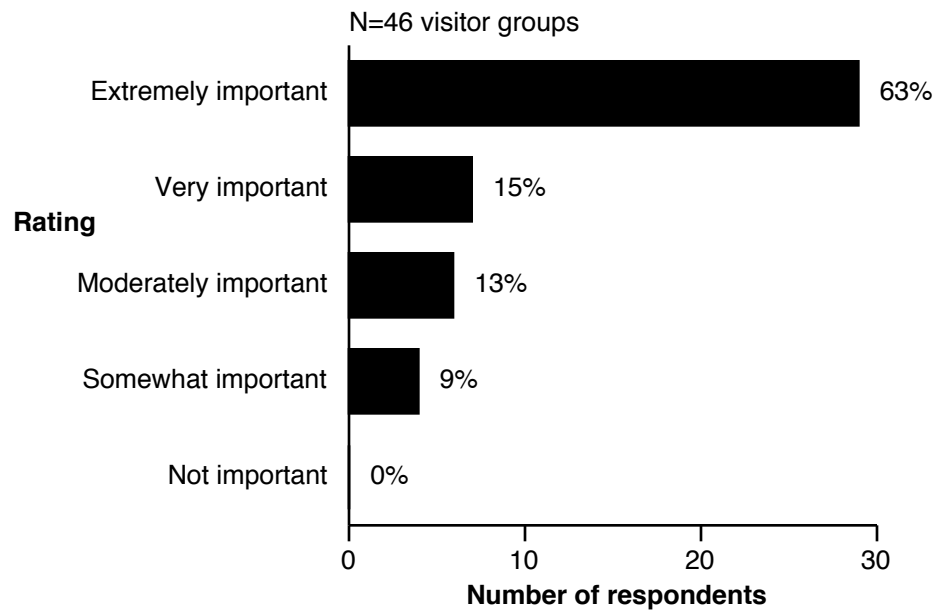
Figure 30: Importance of self-guided nature trails



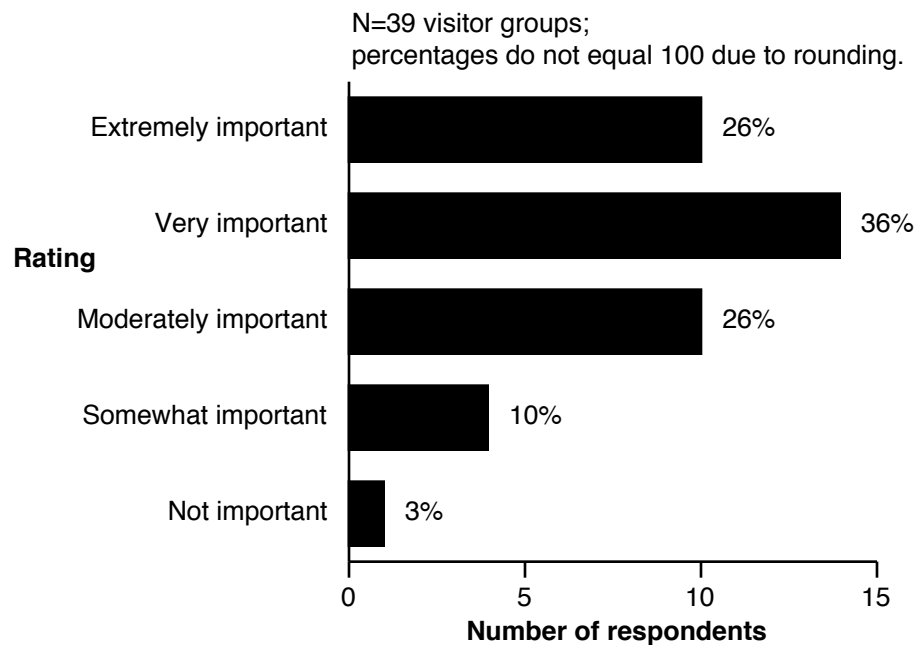
**Figure 31: Importance of roadside exhibits**



**Figure 32: Importance of bulletin boards**

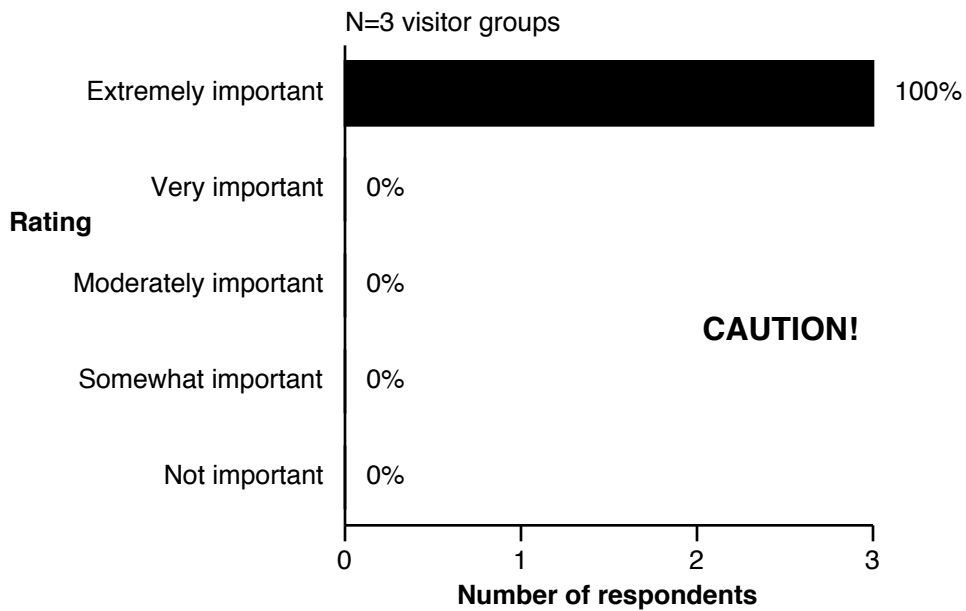


**Figure 33: Importance of safety information brochures**

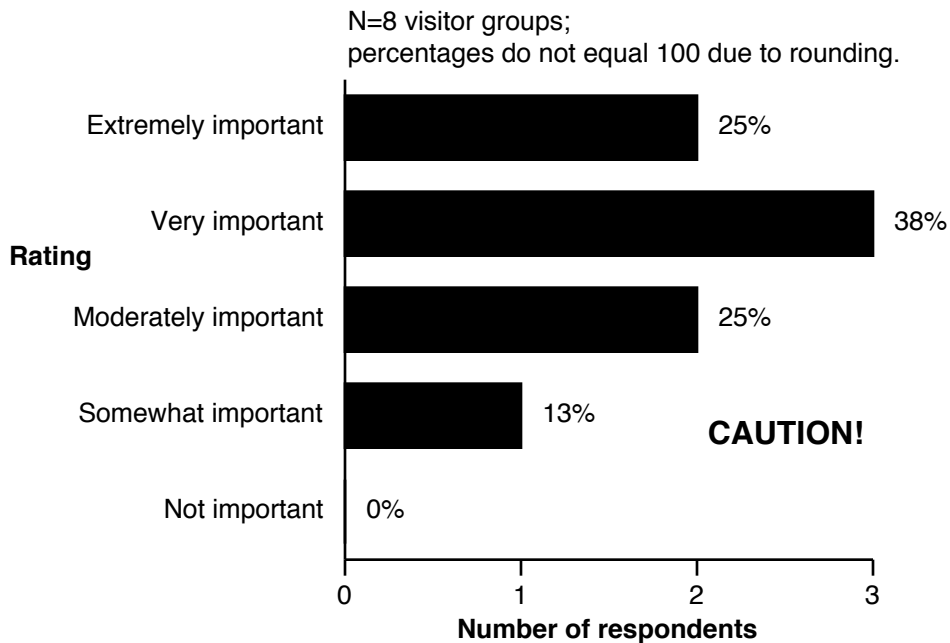


**Figure 34: Importance of other informational brochures**

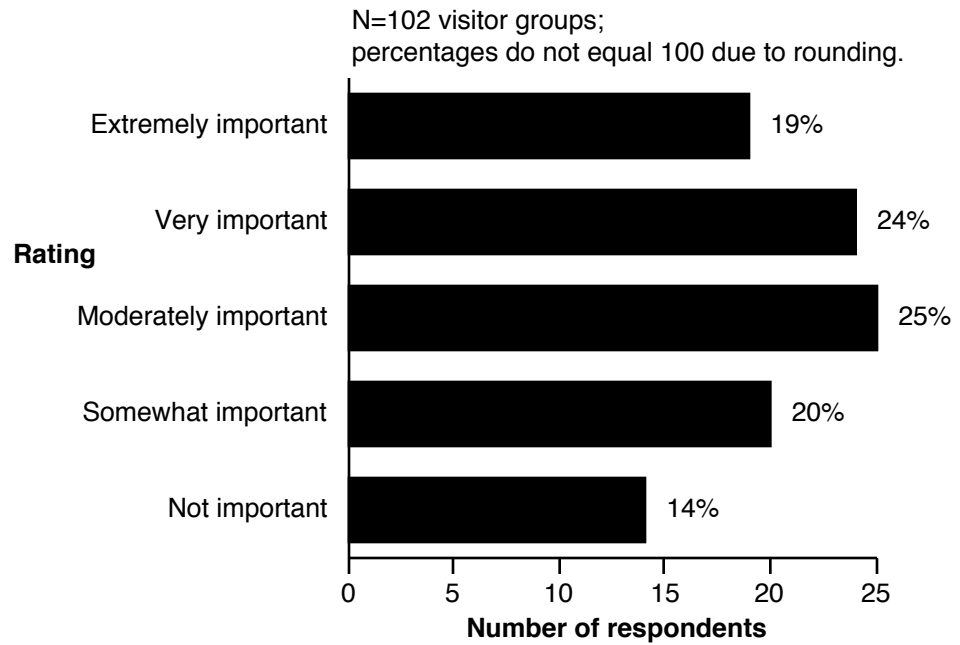
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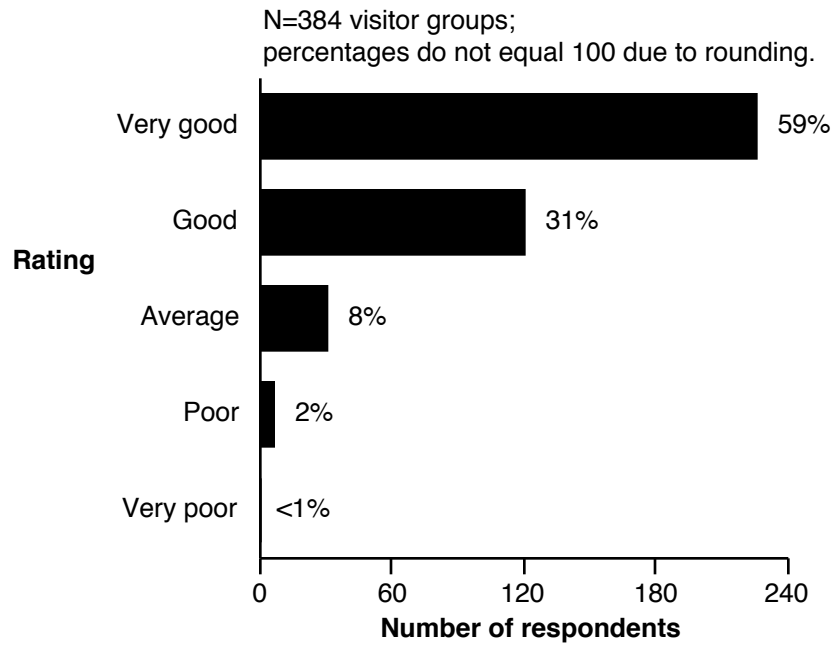
**Figure 35: Importance of emergency services**



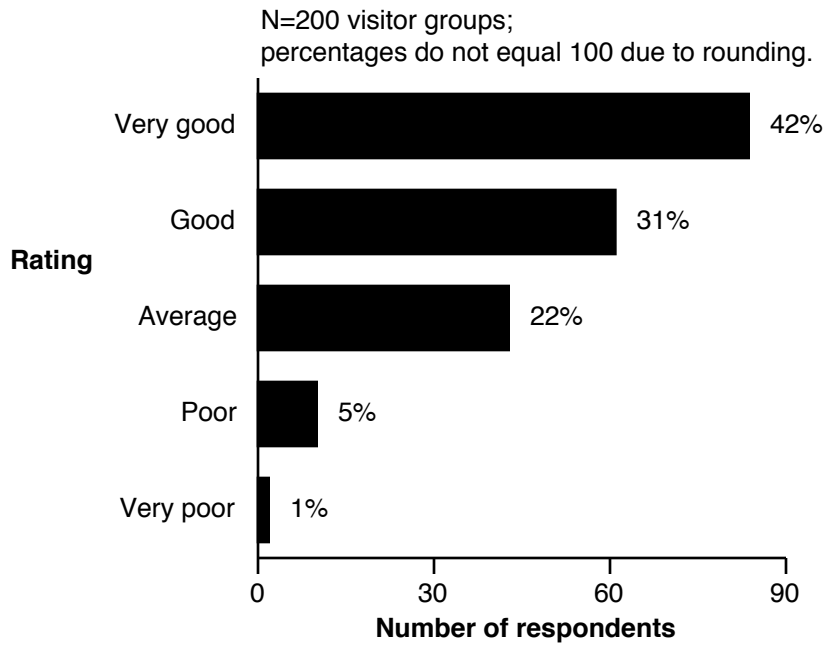
**Figure 36: Importance of junior ranger program**



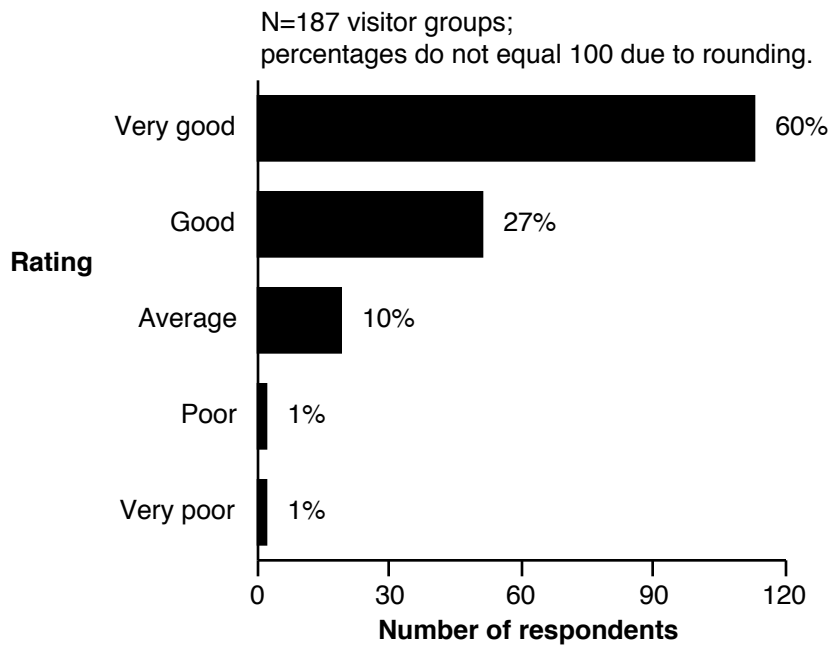
**Figure 37: Importance of park radio station (1610 A.M.)**



**Figure 38: Quality of park brochure/map**



**Figure 39: Quality of park newspaper (*Hoodoo*)**



**Figure 40: Quality of visitor center staff**



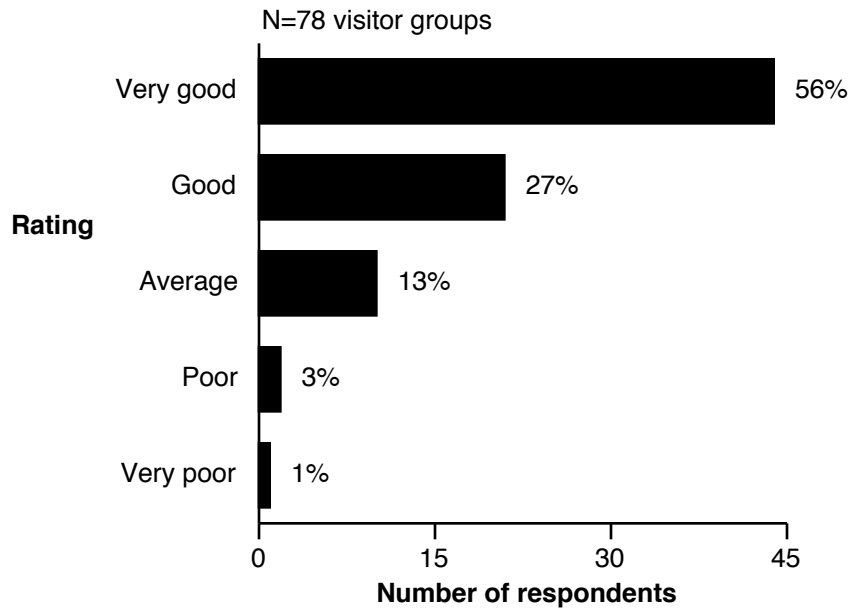


Figure 41: Quality of visitor center sales publications

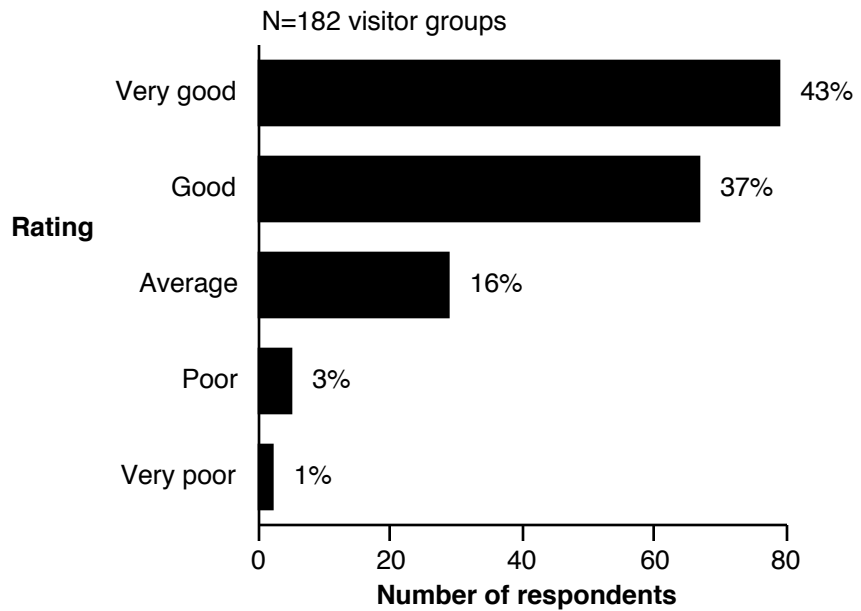


Figure 42: Quality of visitor center exhibits

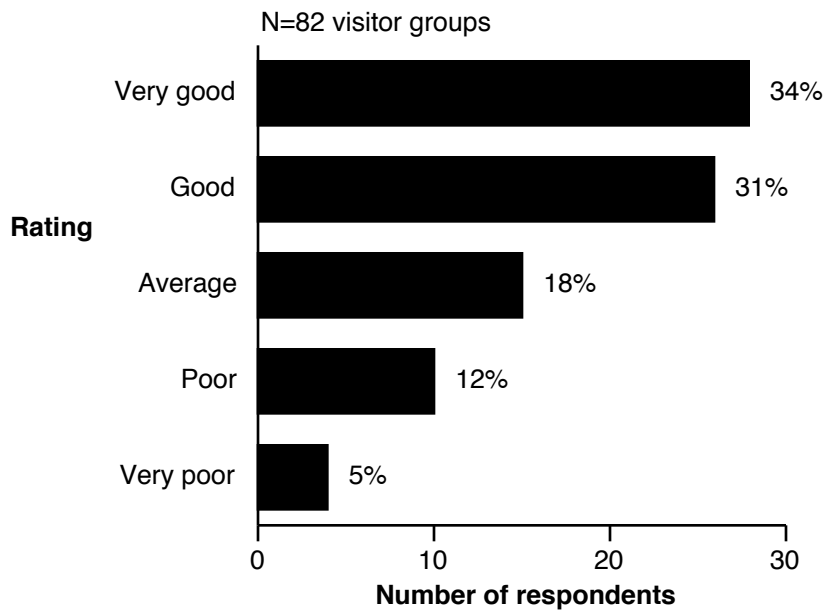


Figure 43: Quality of visitor center slide show

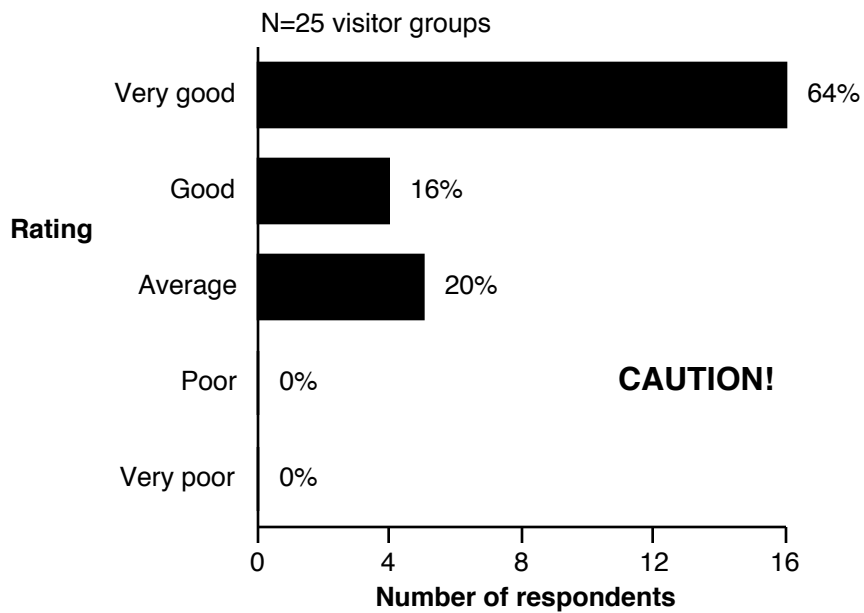


Figure 44: Quality of ranger/volunteer-led programs

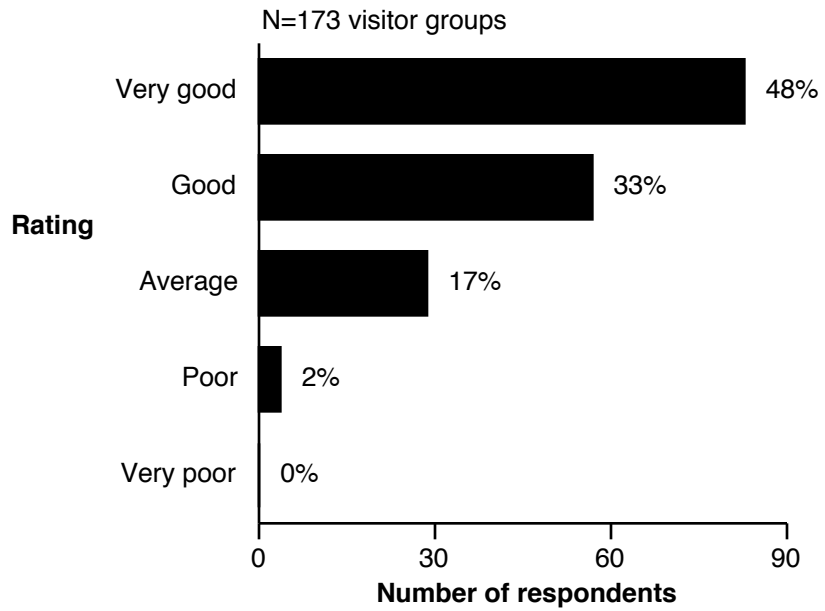


Figure 45: Quality of self-guided nature trails

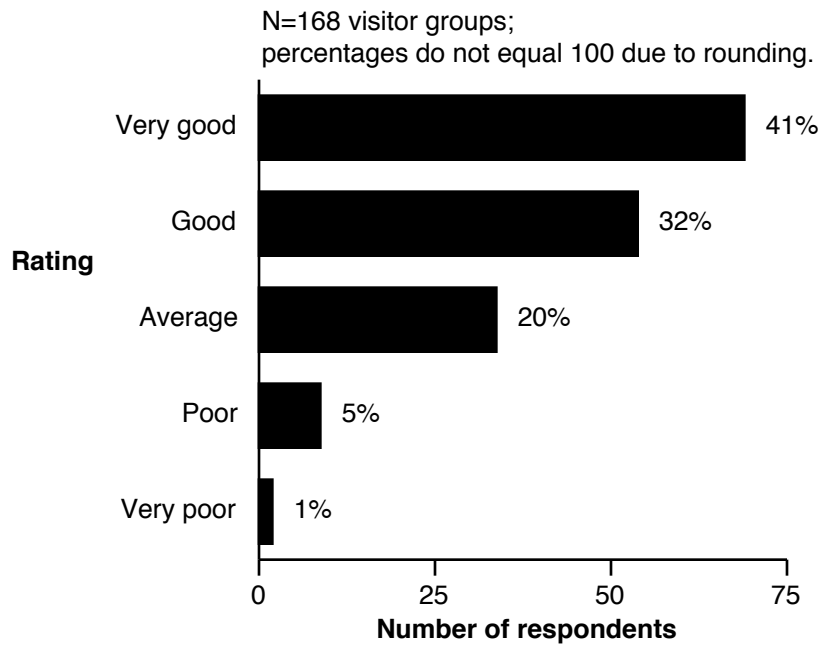
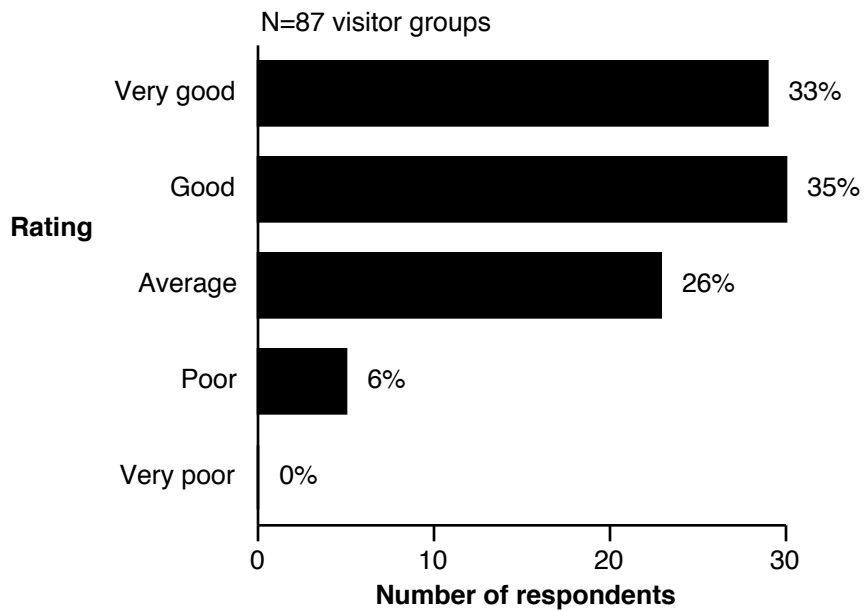
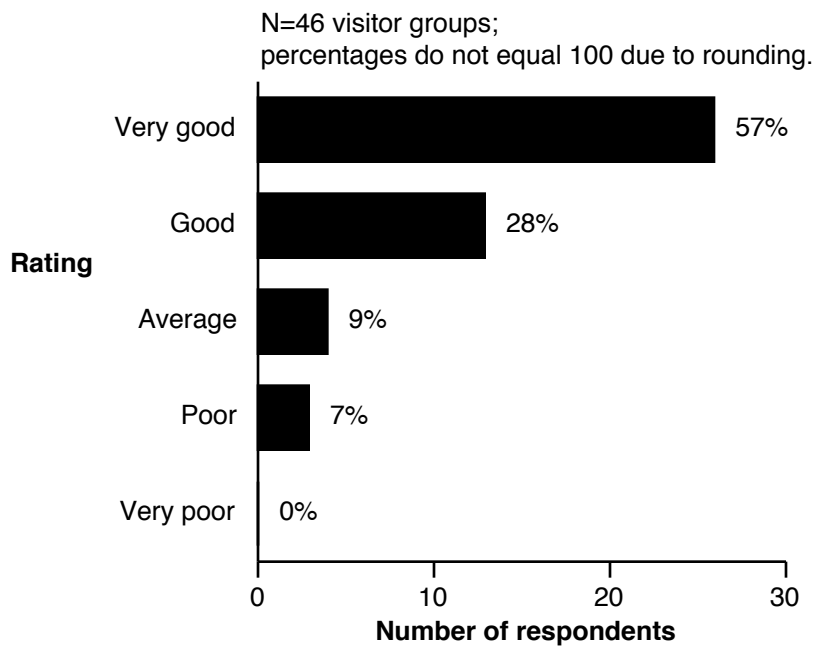


Figure 46: Quality of roadside exhibits



**Figure 47: Quality of bulletin boards**



**Figure 48: Quality of safety information brochures**

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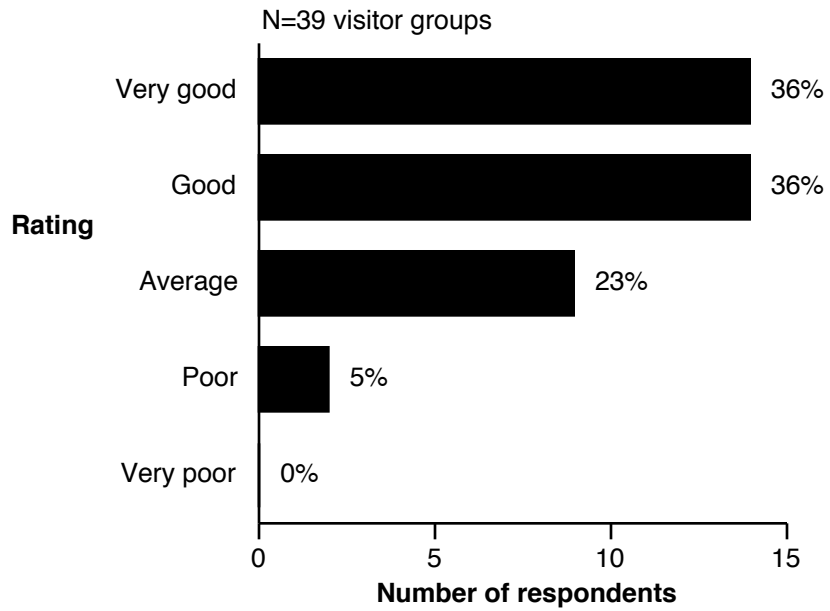


Figure 49: Quality of other informational brochures

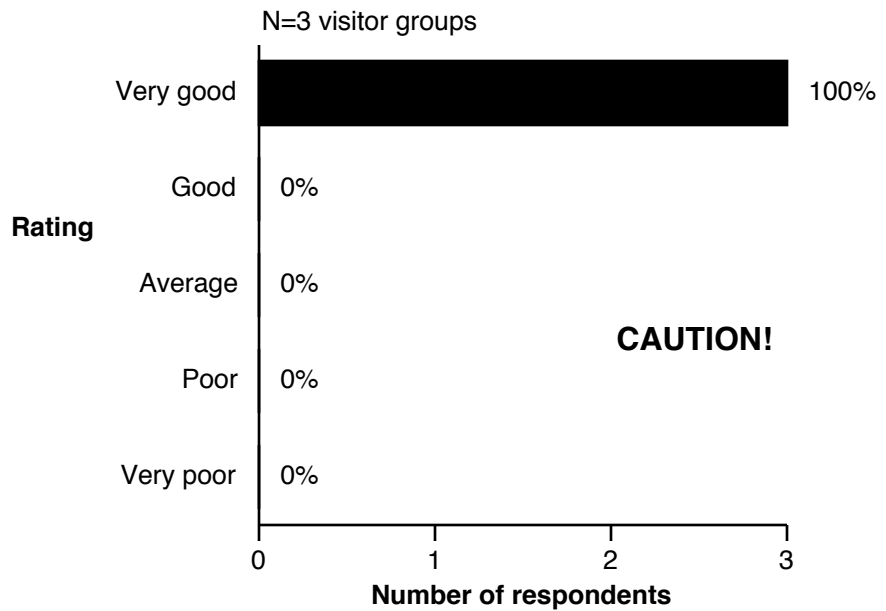


Figure 50: Quality of emergency services

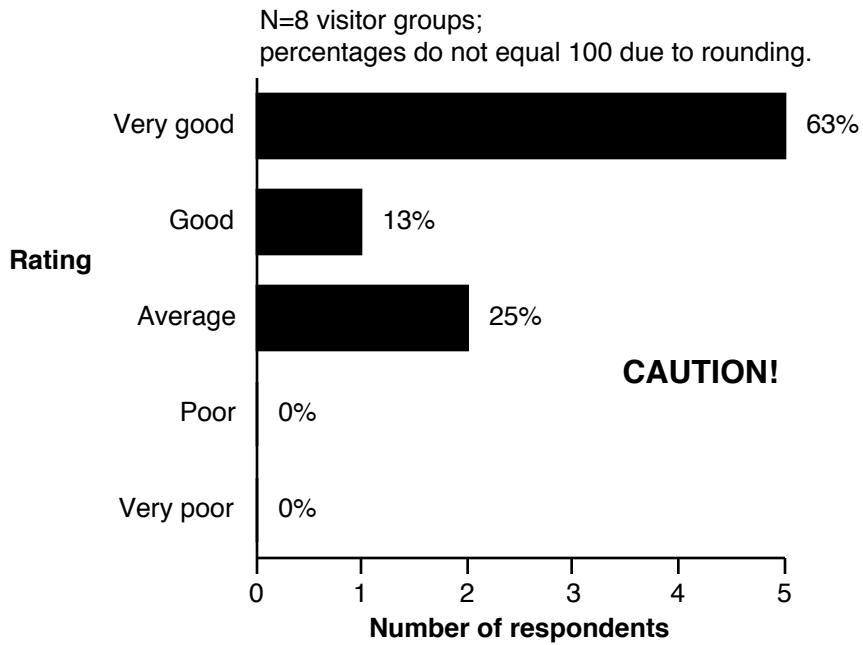


Figure 51: Quality of junior ranger program

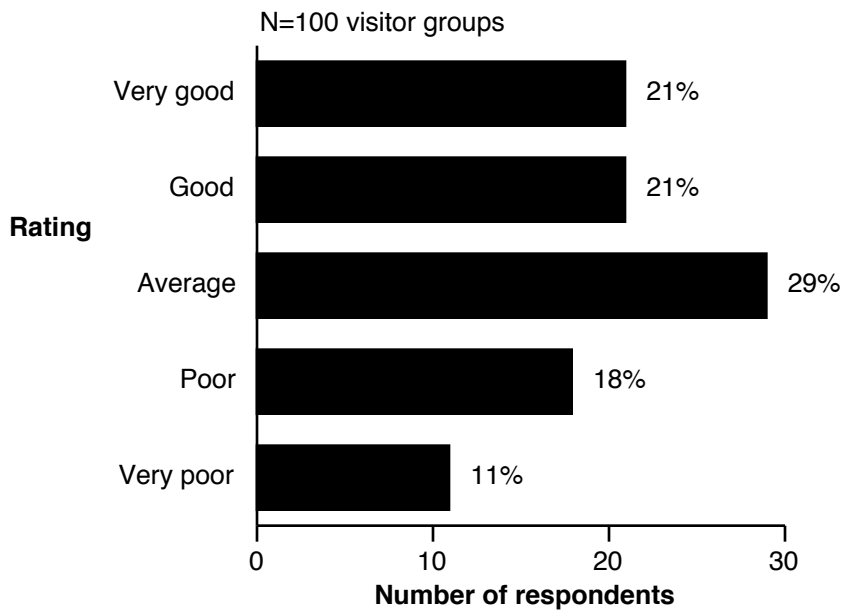
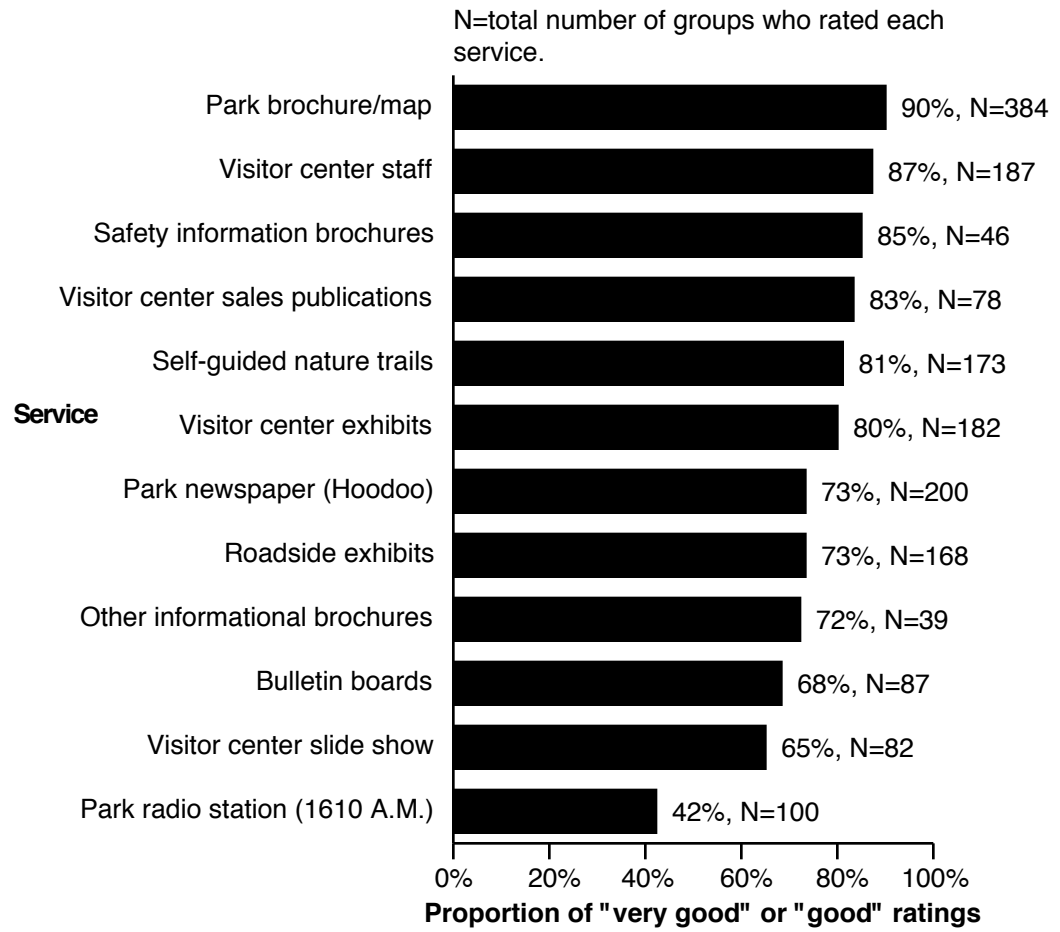


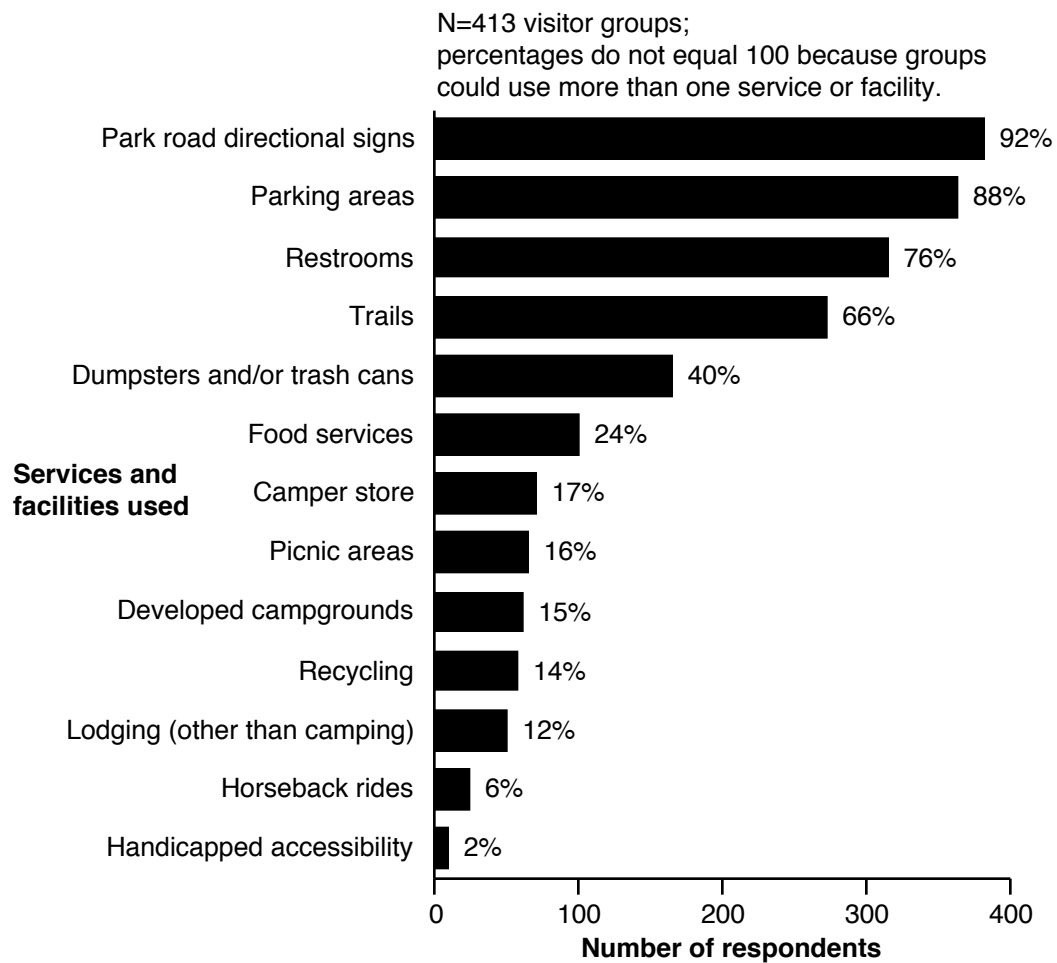
Figure 52: Quality of park radio station (1610 A.M.)



**Figure 53: Combined proportions of "very good" or "good" quality ratings for services**

In Question 14a, visitor groups were asked to note the visitor services and facilities they used during their visit to Bryce Canyon National Park. As is shown by Figure 54, the services that were most commonly used by visitor groups were park road directional signs (92%), parking areas (88%) and restrooms (76%). The least used service was handicapped accessibility (2%).

**Visitor services and facilities: use, importance and quality**



**Figure 54: Visitor services and facilities used**



Visitor groups rated the importance (Question 14b) and quality (Question 14c) of each of the visitor services and facilities they used. The following five point scales were used in the questionnaire:

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

Figure 55 shows the average importance and quality ratings for visitor services and facilities. An average score was determined for each service based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grid shown in Figure 55. All services were rated as above "average" both in importance and quality. It should be noted that handicapped accessibility was not rated by enough people to provide reliable data.

Figures 56-68 show the importance ratings that were provided by visitor groups for each of the individual services. Those services receiving the highest proportion of "extremely important" or "very important" ratings included recycling (97%), lodging other than camping (96%), trails (96%) and restrooms (95%). The highest proportions of "not important" ratings were for developed campgrounds (2%) and lodging other than camping (2%).

Figures 69-81 show the quality ratings that were provided by visitor groups for each of the individual services. Those services receiving the highest proportion of "very good" or "good" ratings included trails (93%), park road directional signs (89%) and parking areas (85%). The highest proportions of "very poor" ratings were for recycling (7%) and food services (4%).

Figure 82 combines the "very good" and "good" quality ratings and compares those ratings for all of the services and facilities.

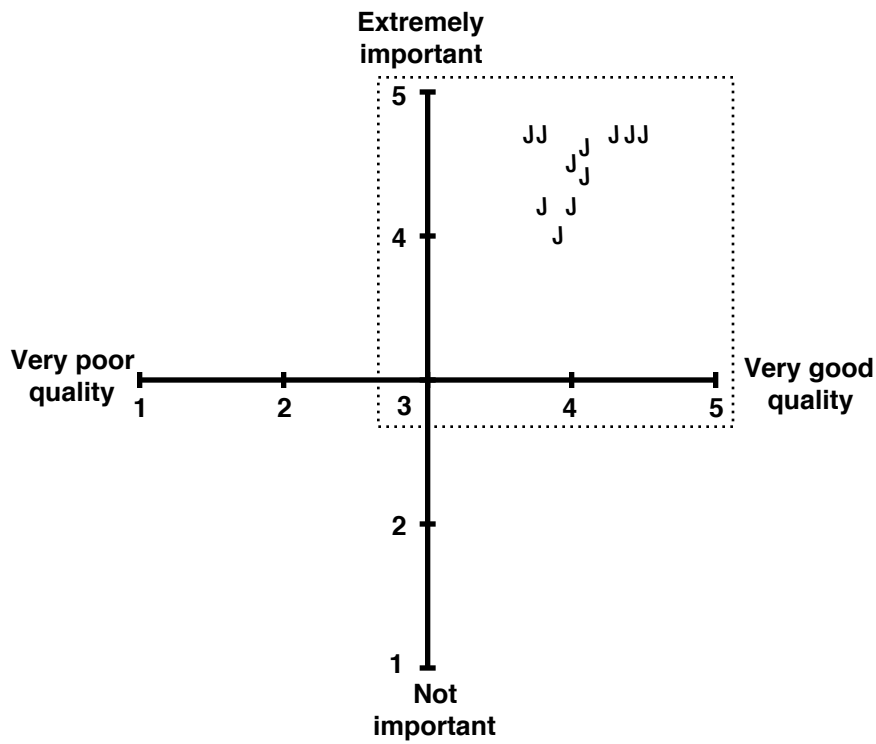


Figure 55: Average ratings of service and facility importance and quality

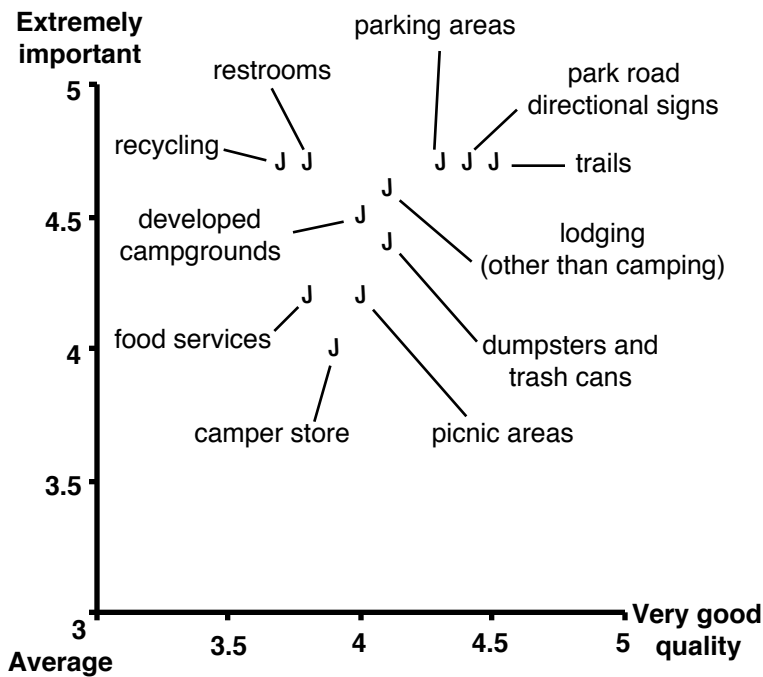


Figure 55: Detail

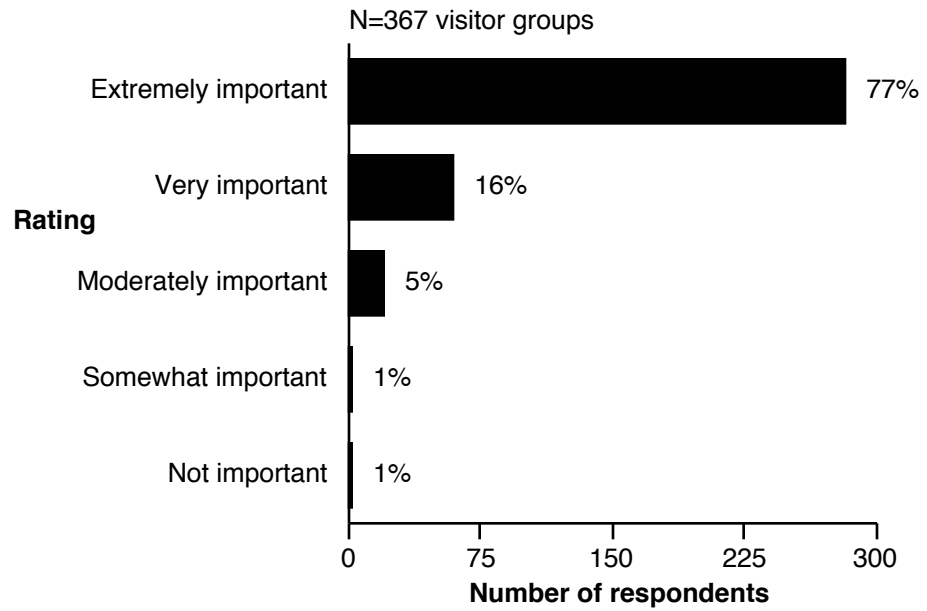


Figure 56: Importance of park road directional signs

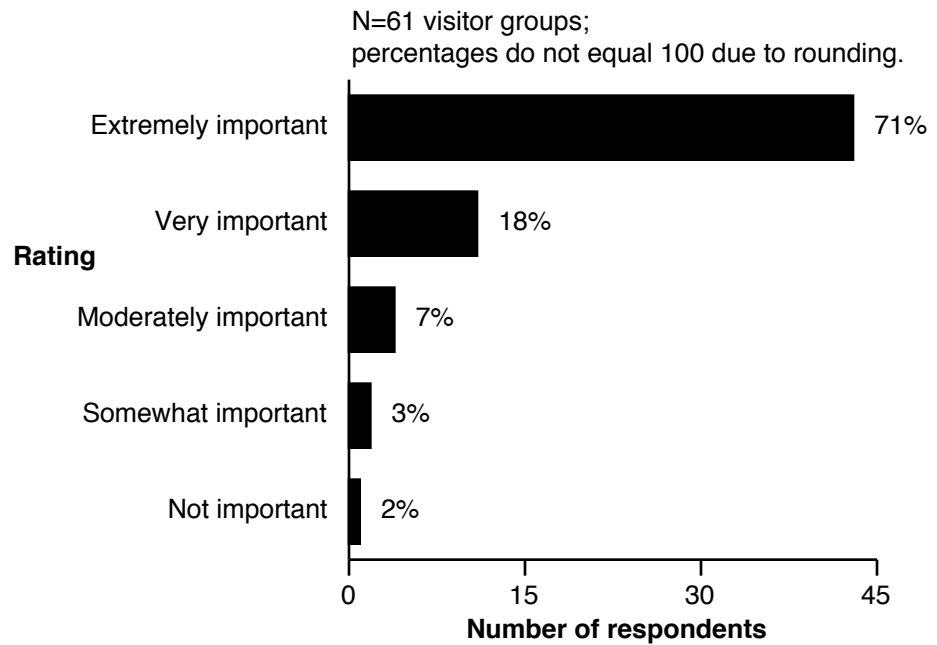
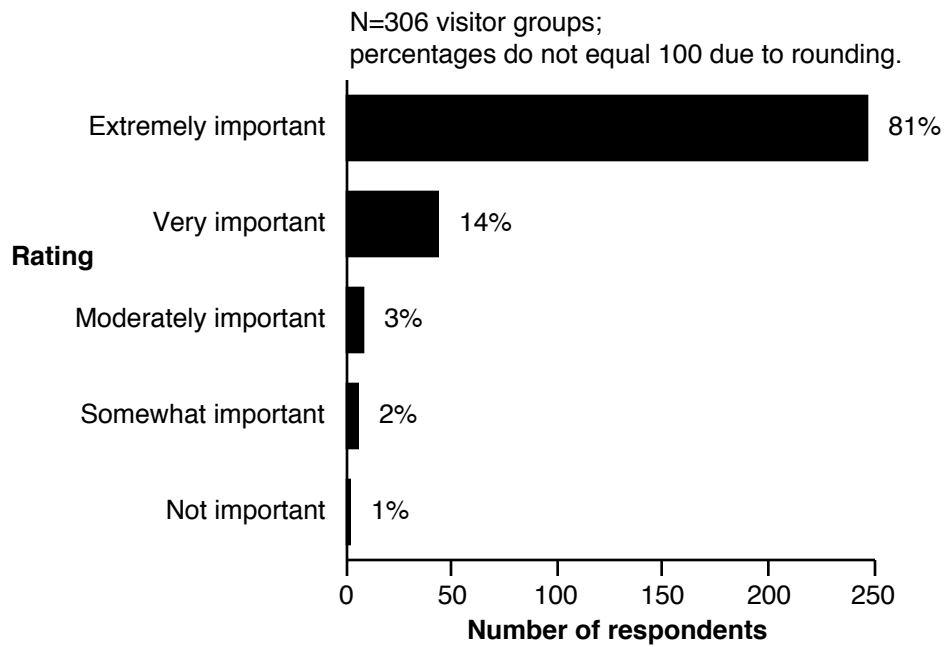
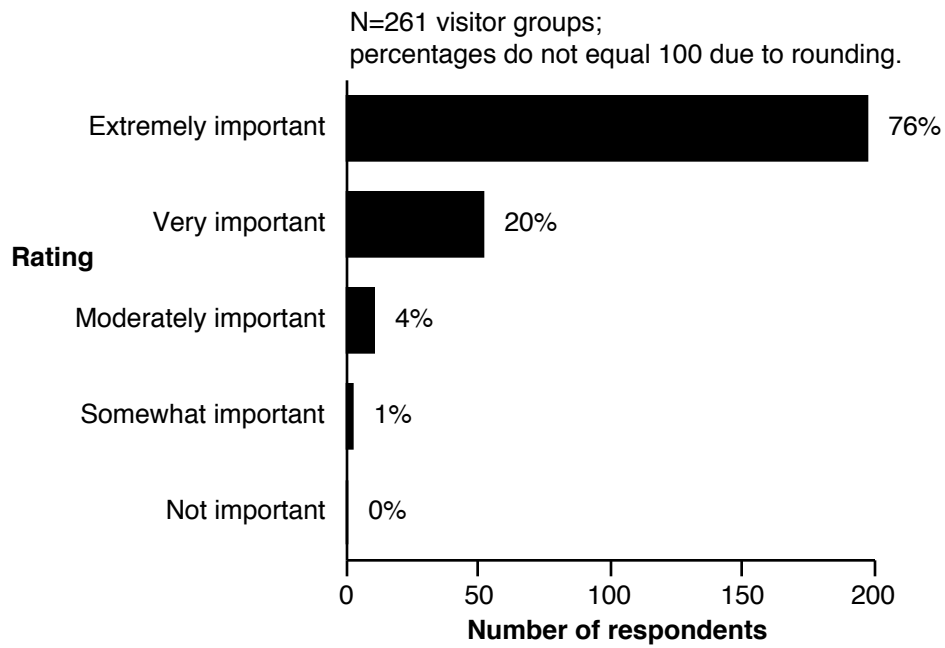


Figure 57: Importance of developed campgrounds

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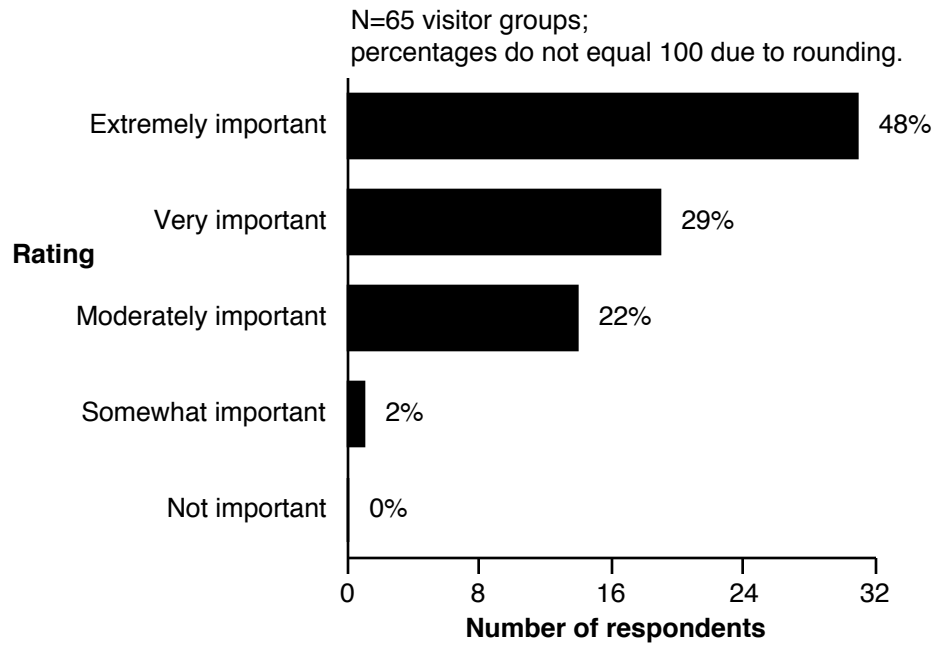


**Figure 58: Importance of restrooms**

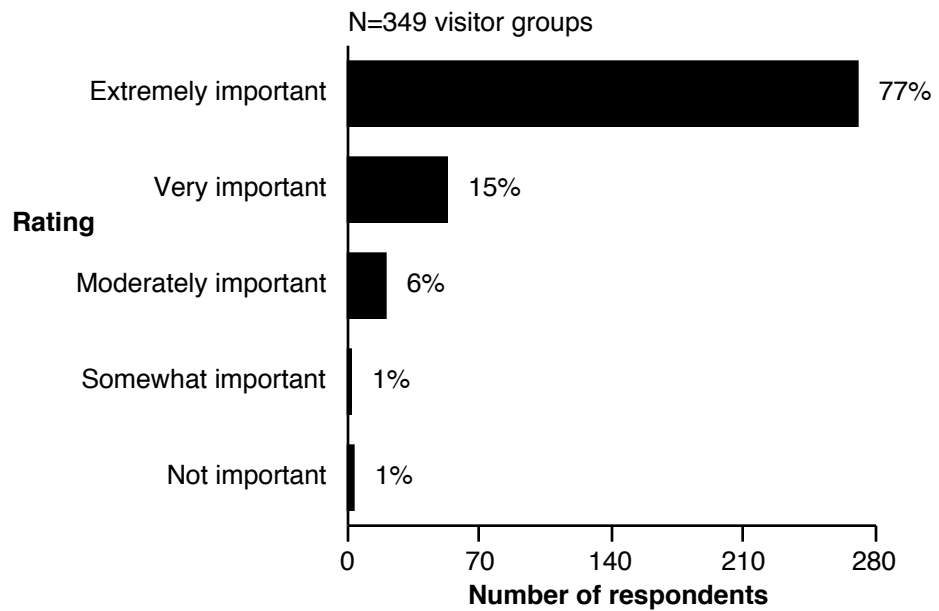


**Figure 59: Importance of trails**

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**Figure 60: Importance of picnic areas**



**Figure 61: Importance of parking areas**

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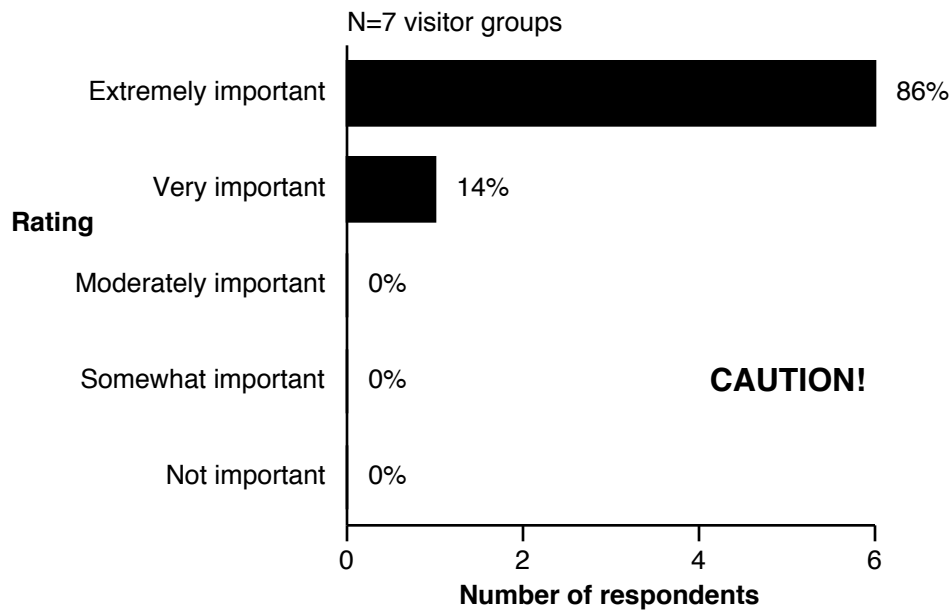


Figure 62: Importance of handicapped accessibility

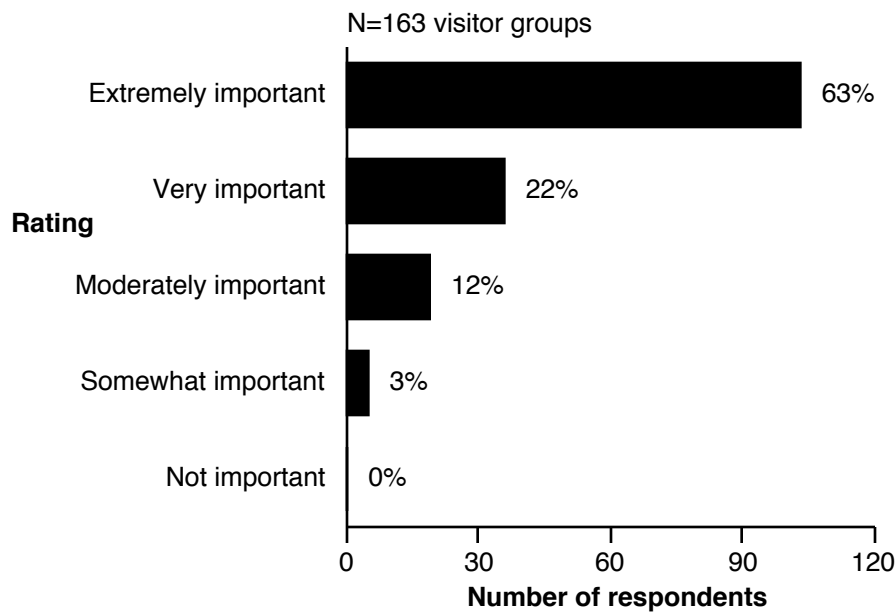


Figure 63: Importance of dumpsters and/or trash cans

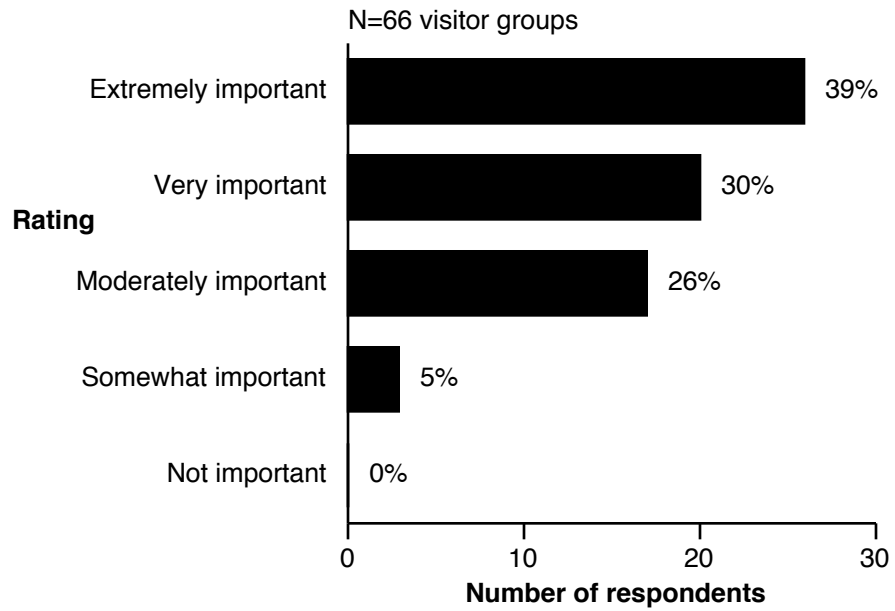


Figure 64: Importance of camper store

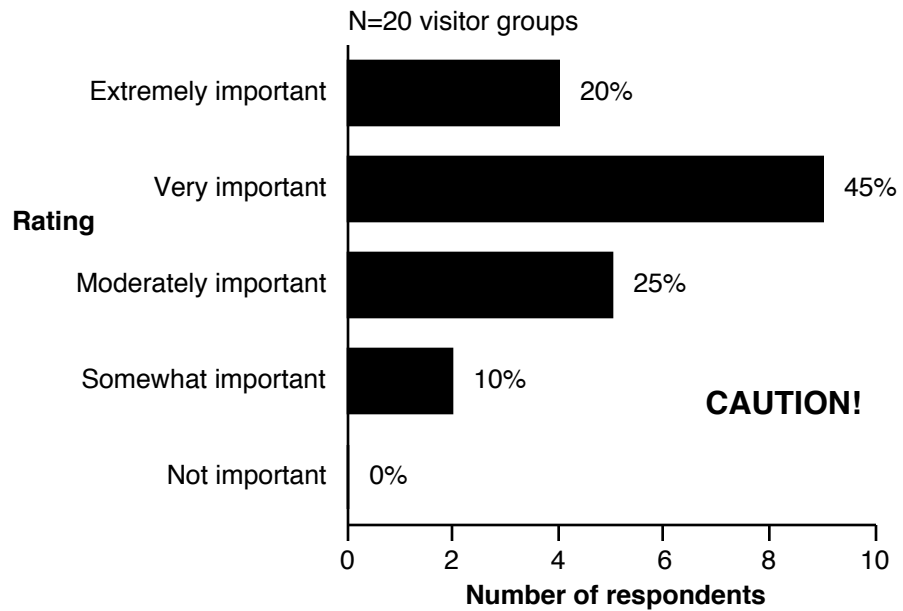
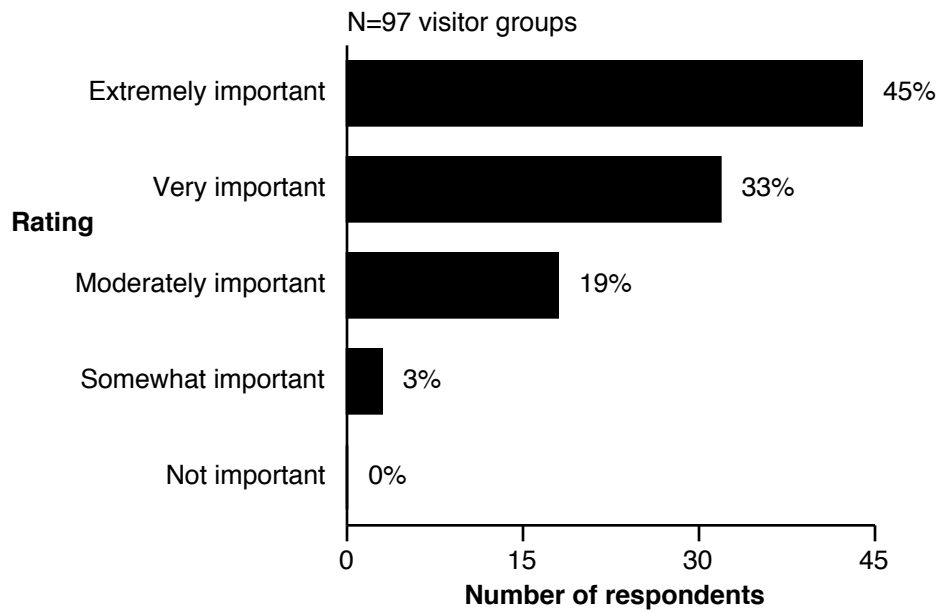
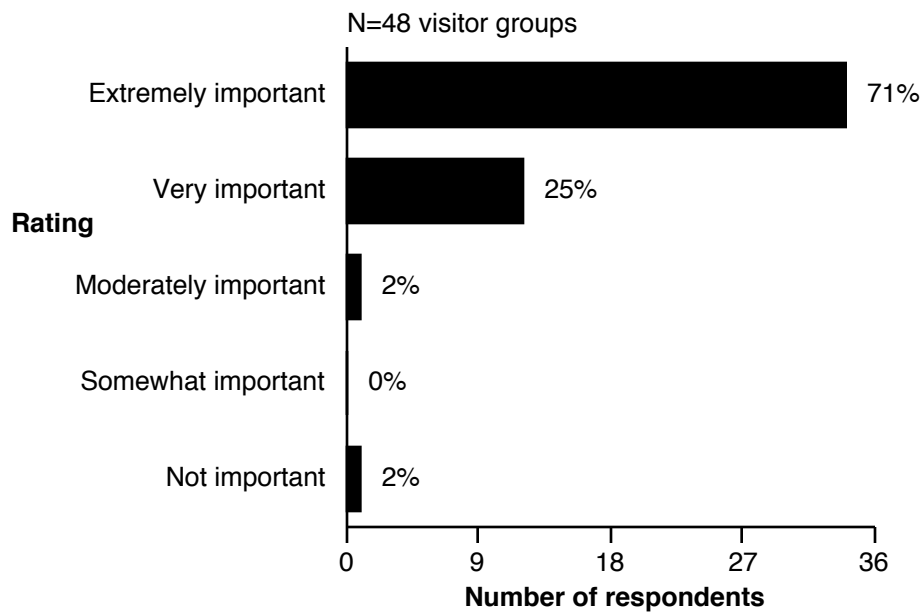


Figure 65: Importance of horseback rides

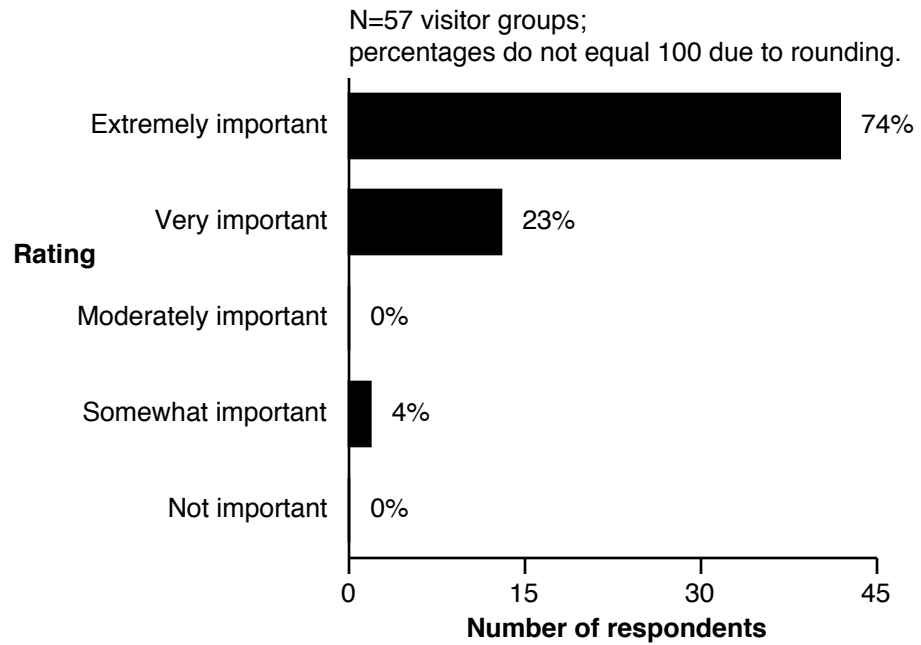


**Figure 66: Importance of food services**

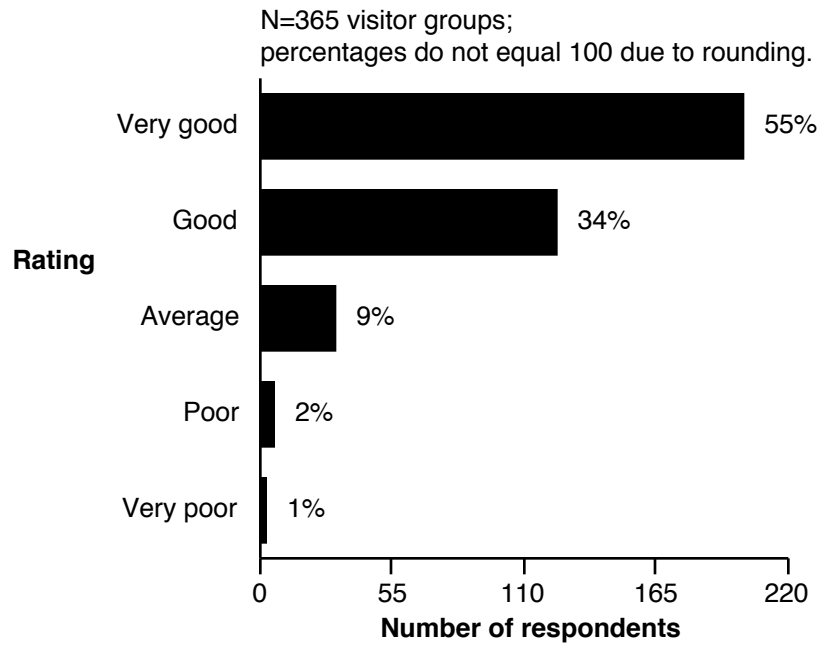


**Figure 67: Importance of lodging (other than camping)**





**Figure 68: Importance of recycling**



**Figure 69: Quality of park road directional signs**

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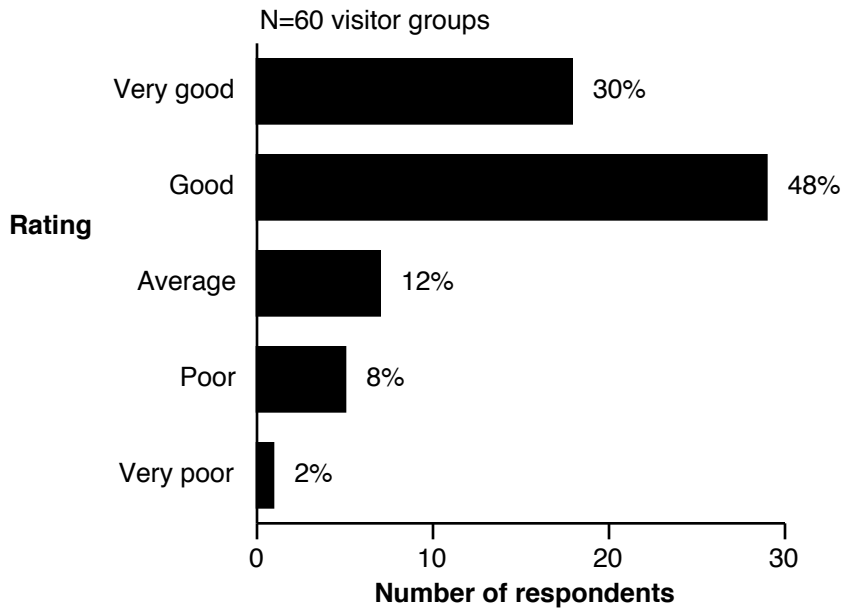


Figure 70: Quality of developed campgrounds

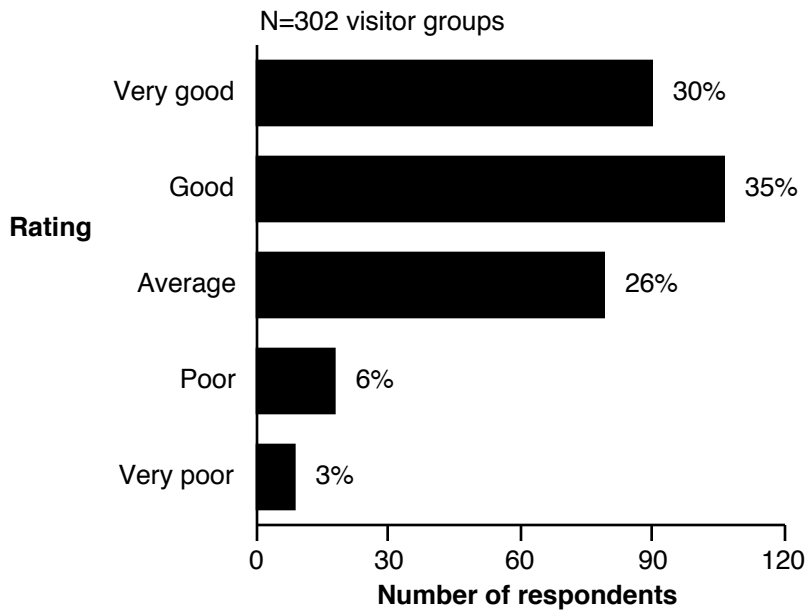


Figure 71: Quality of restrooms

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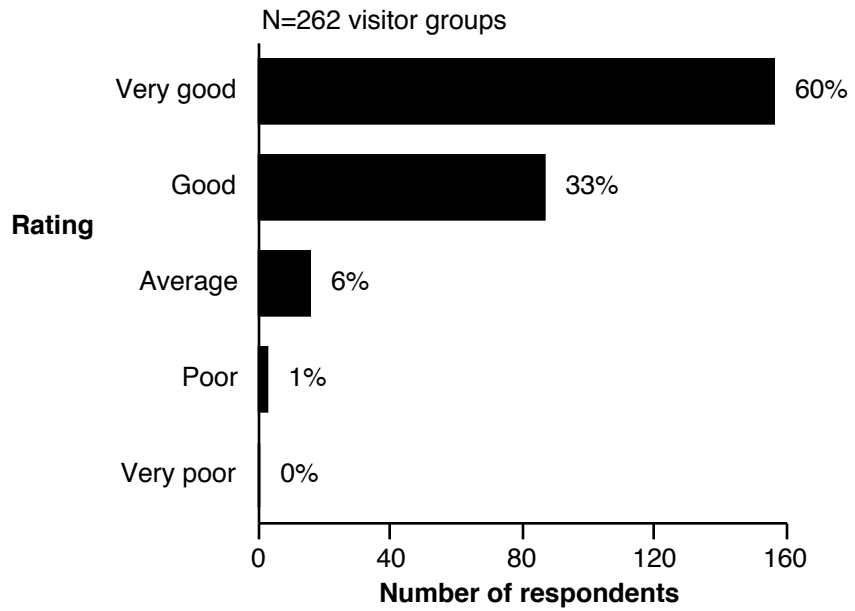


Figure 72: Quality of trails

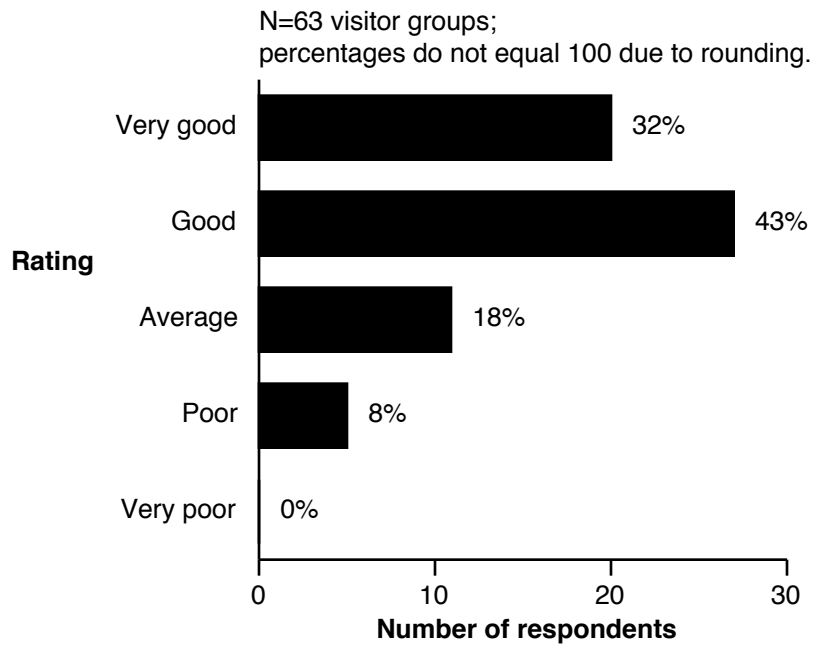


Figure 73: Quality of picnic areas

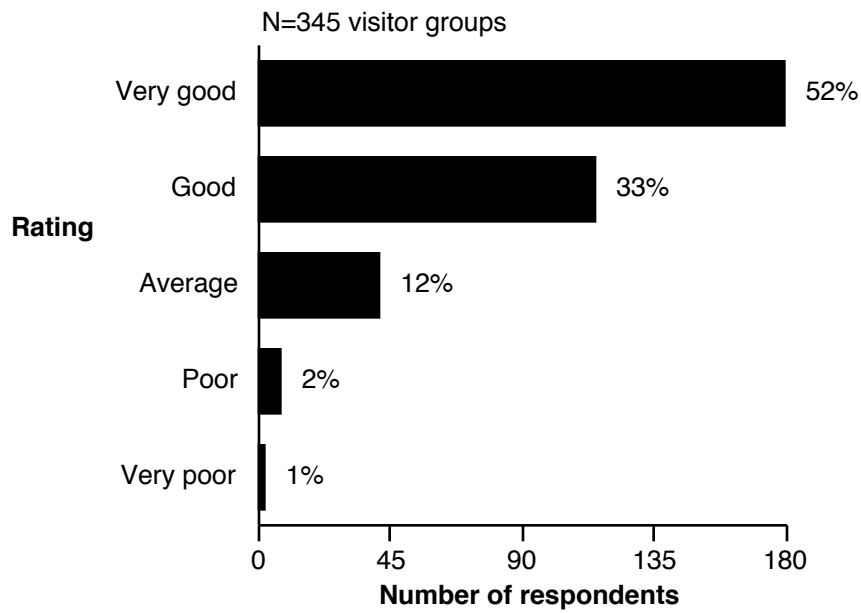


Figure 74: Quality of parking areas

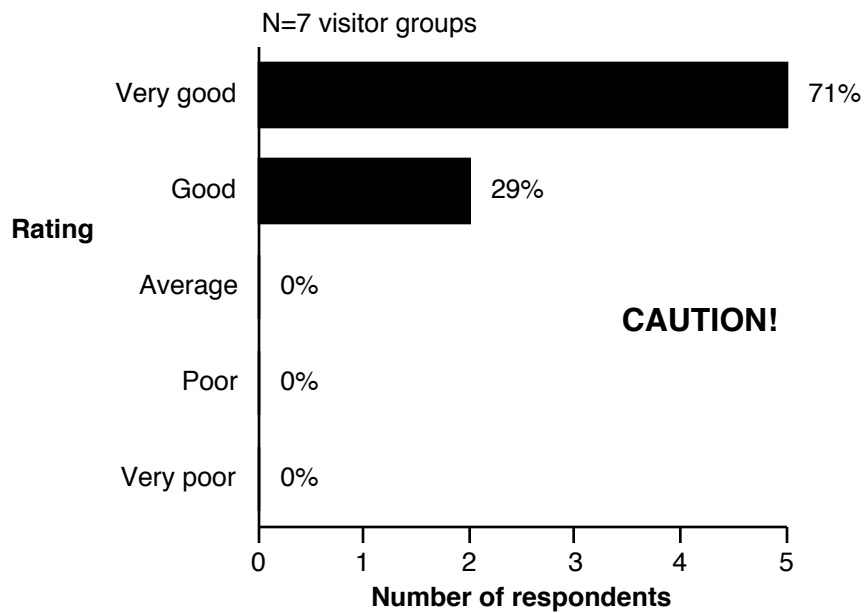
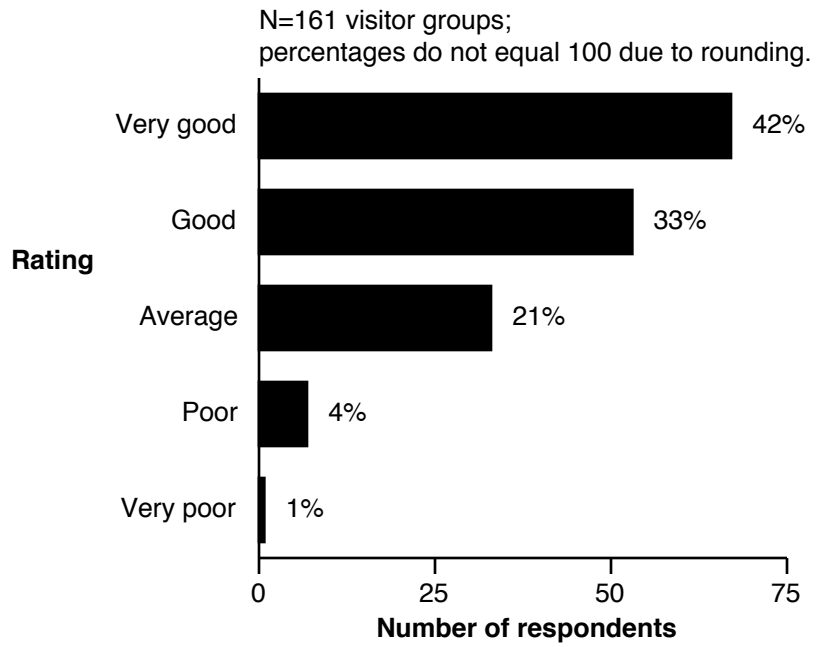
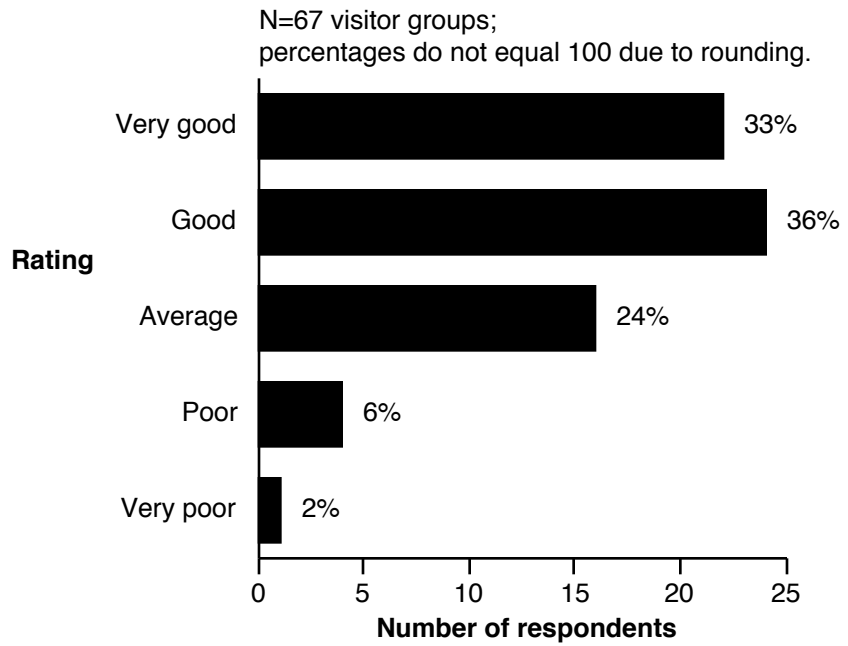


Figure 75: Quality of handicapped accessibility

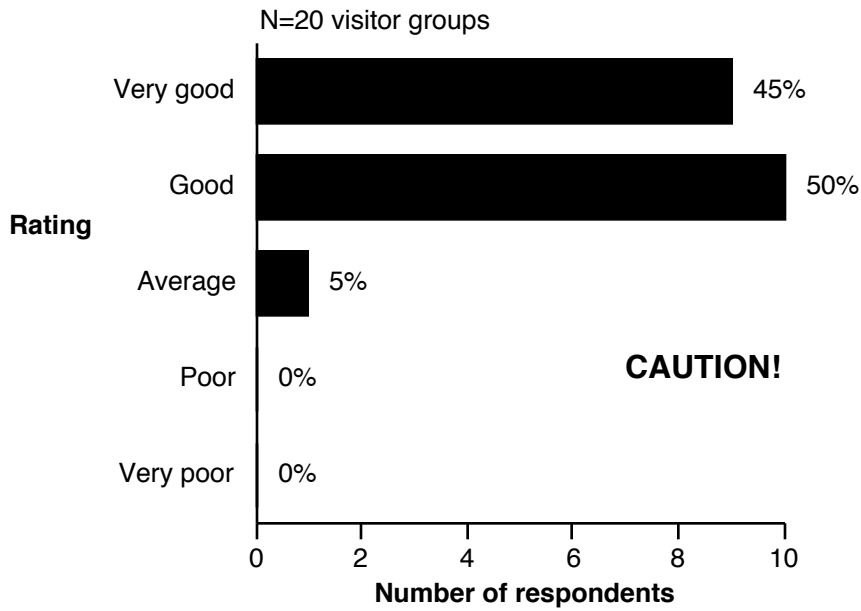


**Figure 76: Quality of dumpsters and/or trash cans**

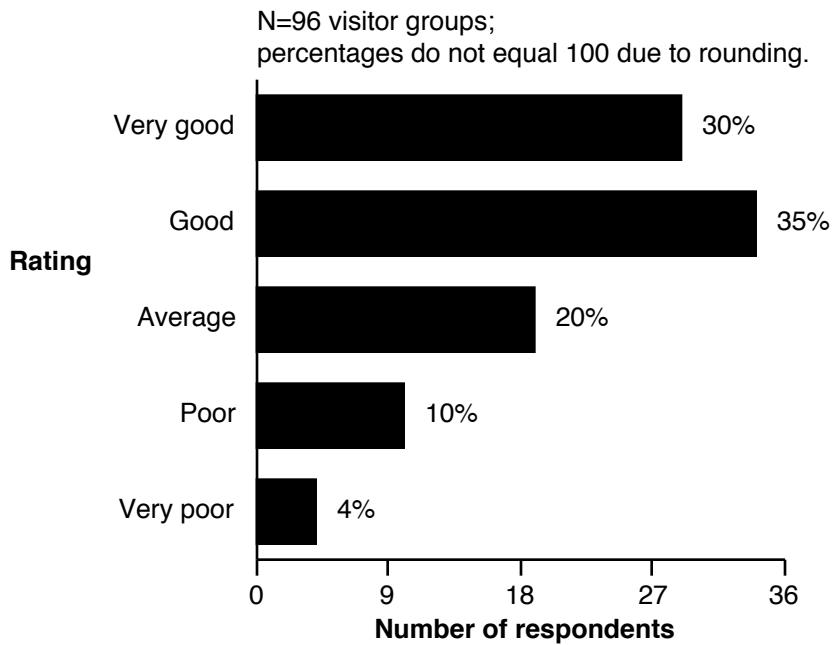


**Figure 77: Quality of camper store**

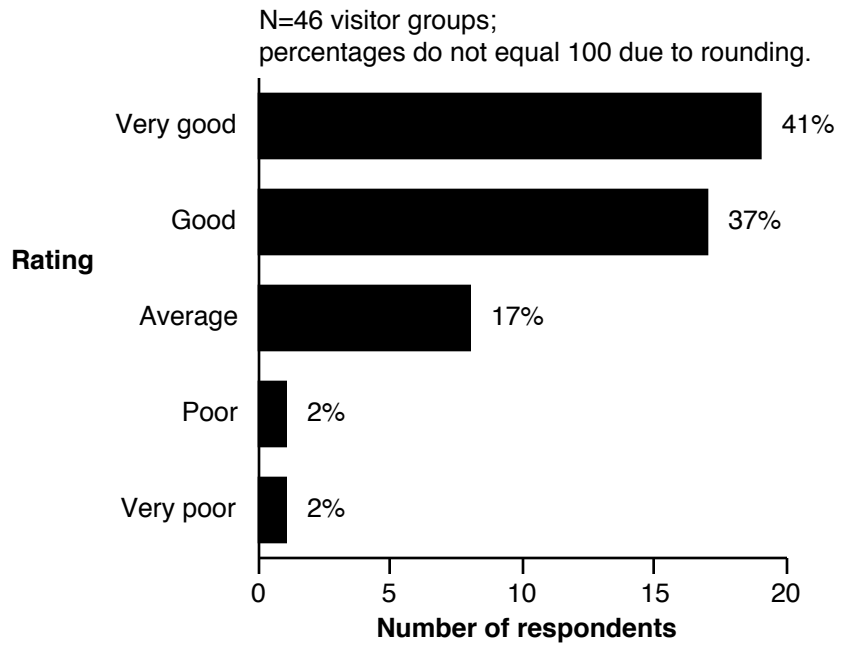
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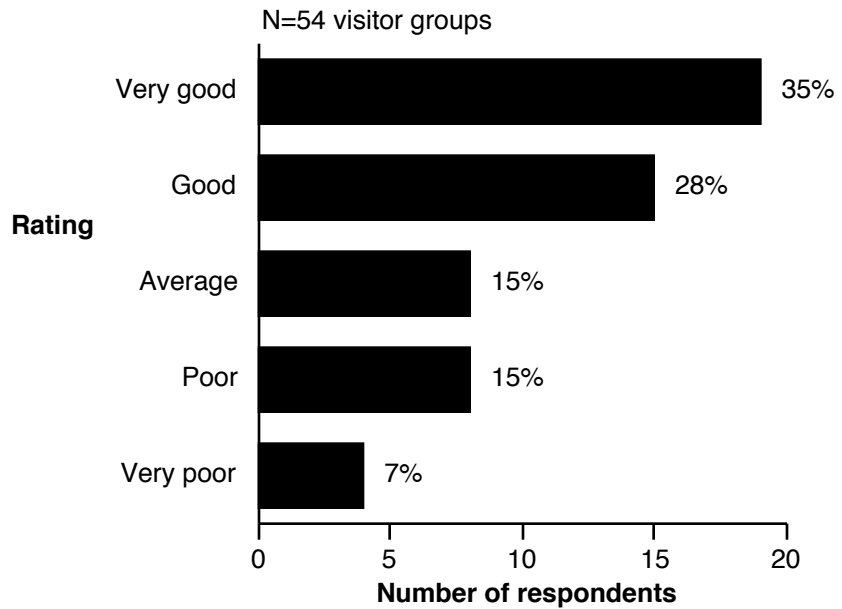
**Figure 78: Quality of horseback rides**



**Figure 79: Quality of food services**

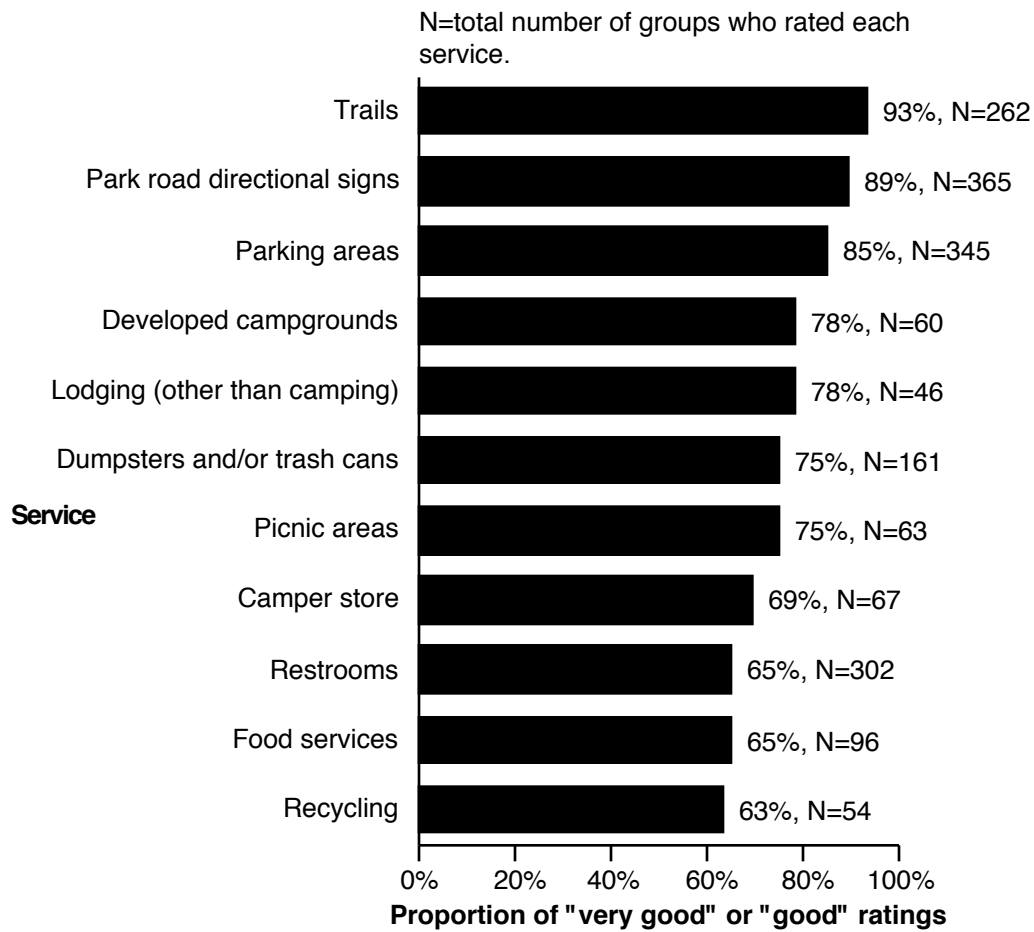


**Figure 80: Quality of lodging (other than camping)**



**Figure 81: Quality of recycling**

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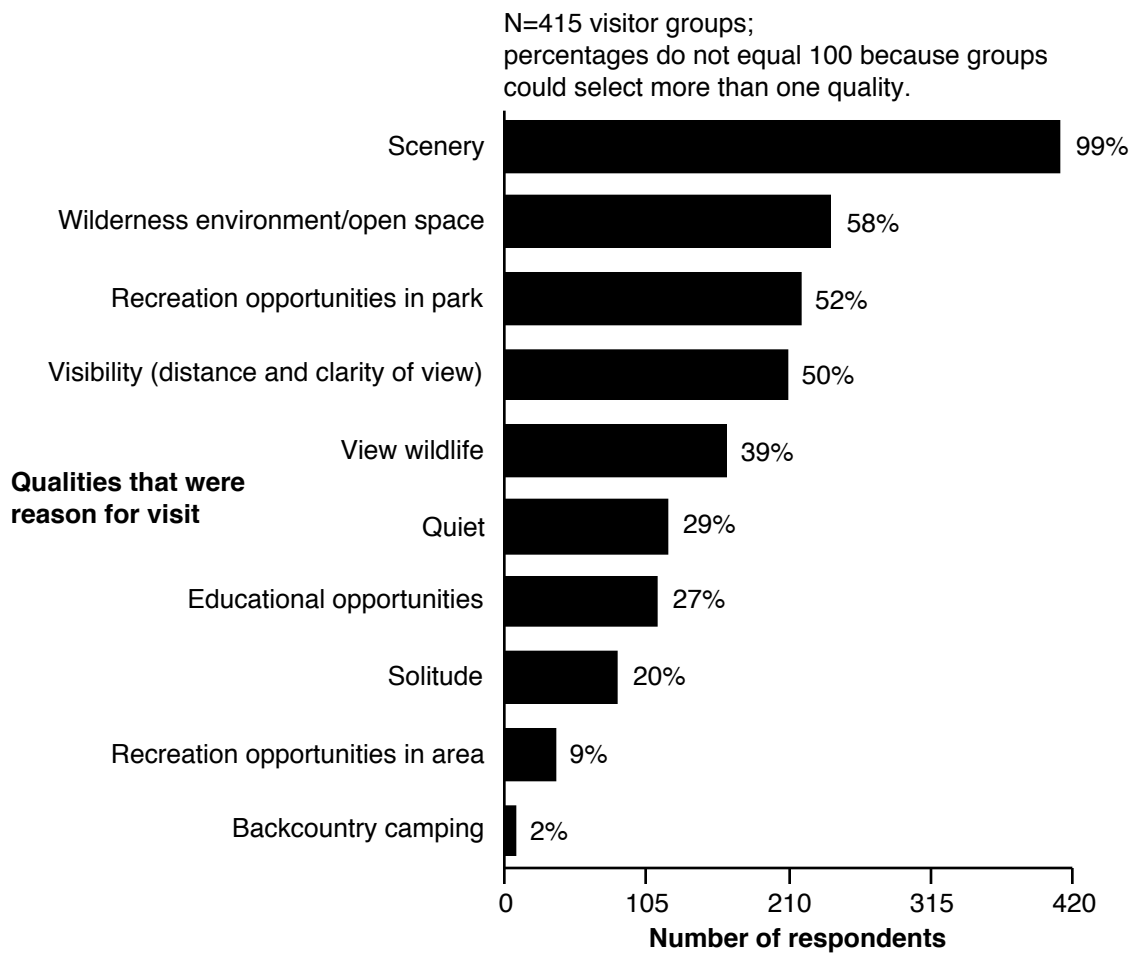


**Figure 82: Combined proportions of "very good" or "good" quality ratings for services and facilities**



**Opinions about park qualities**

In Question 15a, visitor groups were asked to note the park qualities that were reasons for this visit to Bryce Canyon National Park. As is shown by Figure 83, the qualities that were most commonly listed as reasons for visiting were scenery (99%), wilderness environment/open space (58%), recreation opportunities in park (52%) and visibility (50%). The least listed quality was backcountry camping (2%).



**Figure 83: Park qualities that were reasons for visiting**

Visitor groups rated the importance of (Question 15b), and satisfaction with (Question 15c), each of the qualities that was a reason for their visit. The following five point scales were used in the questionnaire:

IMPORTANCE	SATISFACTION
5=extremely important	5=extremely satisfied
4=very important	4=very satisfied
3=moderately important	3=moderately satisfied
2=somewhat important	2=somewhat satisfied
1=not important	1=not satisfied

Figure 84 shows the average importance and satisfaction ratings for park qualities. An average score was determined for each quality based on ratings provided by visitors who listed that quality as a reason for visiting. This was done for both importance and satisfaction, and the results are plotted on the grid shown in Figure 84. All qualities were rated as above "average" both in importance and satisfaction. It should be noted that backcountry camping was not rated by enough people to provide reliable data.

Figures 85-94 show the importance ratings that were provided by visitor groups for each of the individual park qualities. Those qualities receiving the highest proportion of "extremely important" or "very important" ratings included scenery (98%) and wilderness environment/open space (92%). The highest proportions of "not important" ratings were for educational opportunities (1%) and quiet (1%).

Figures 95-104 show the satisfaction ratings that were provided by visitor groups for each of the individual qualities. Those qualities receiving the highest proportion of "extremely satisfied" or "very satisfied" ratings included scenery (98%), other recreation opportunities in area (97%) and visibility (95%). The highest proportion of "not satisfied" ratings was for viewing wildlife (8%).

Figure 105 combines the "extremely satisfied" and "very satisfied" ratings and compares those ratings for all of the park qualities.

Visitor groups were asked in Question 16 if anything detracted from their enjoyment of these park qualities and what the things were that detracted from their enjoyment. Twenty-six percent of visitor groups said that something detracted from their enjoyment (see Figure 106), with the most commonly listed things being too many people, weather, rude visitors, and poor signage (see Table 8).

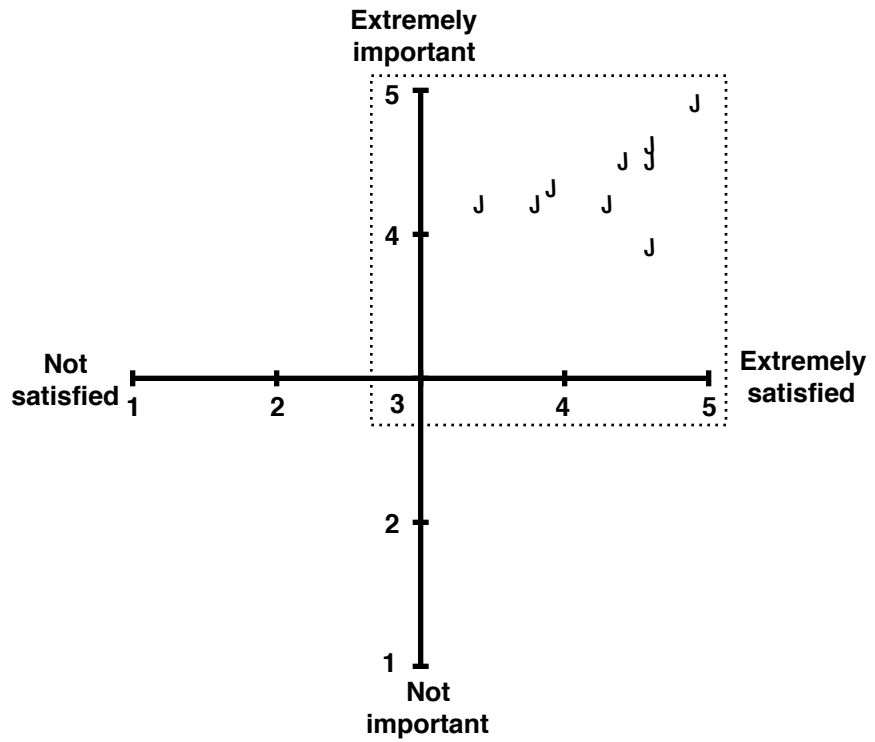


Figure 84: Average ratings of park quality importance and satisfaction

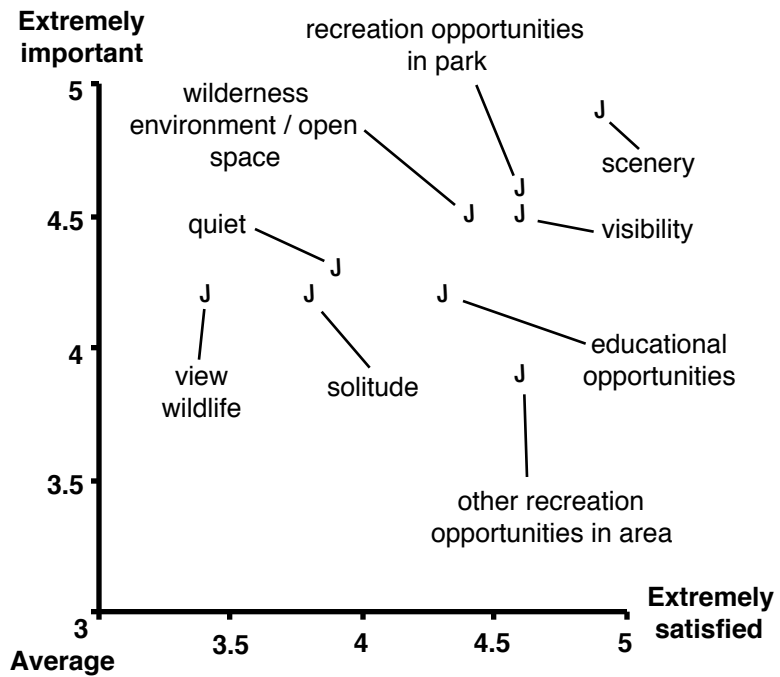
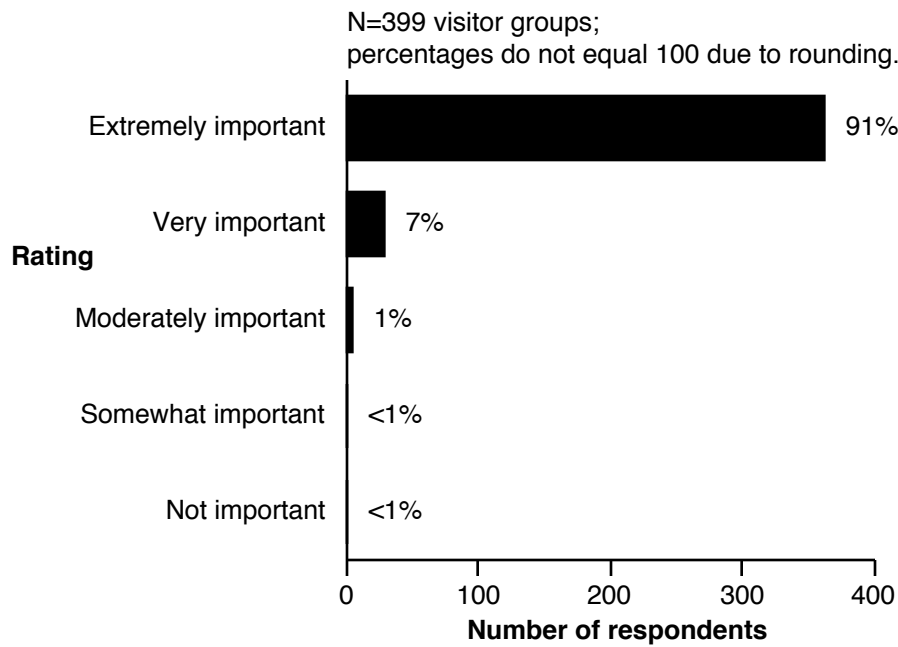
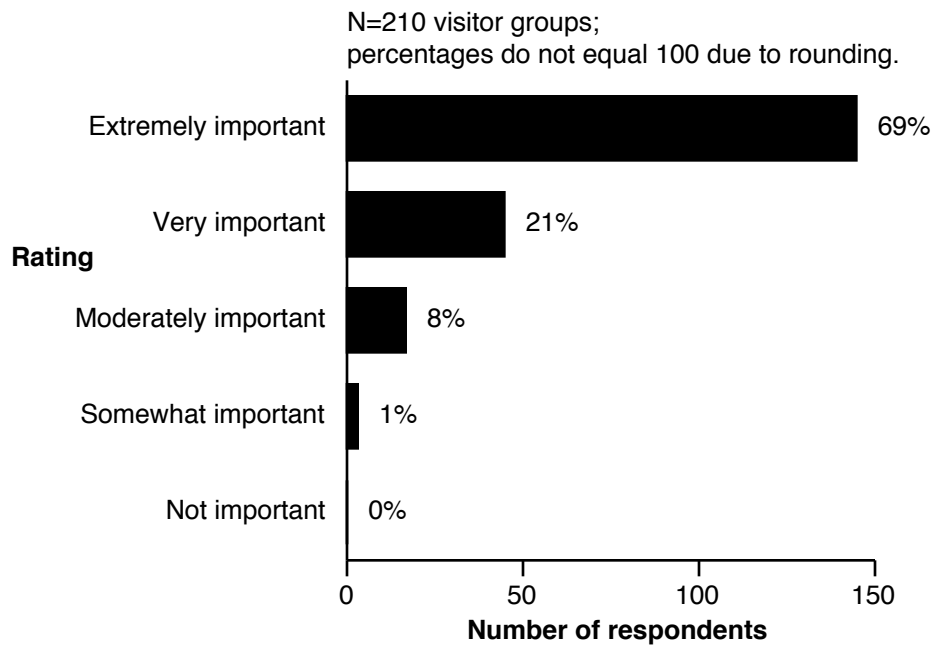


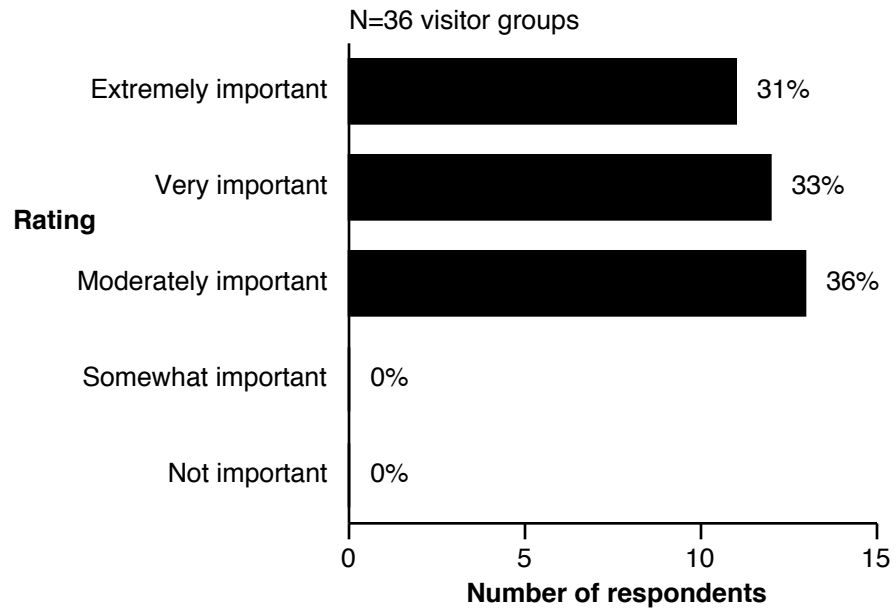
Figure 84: Detail



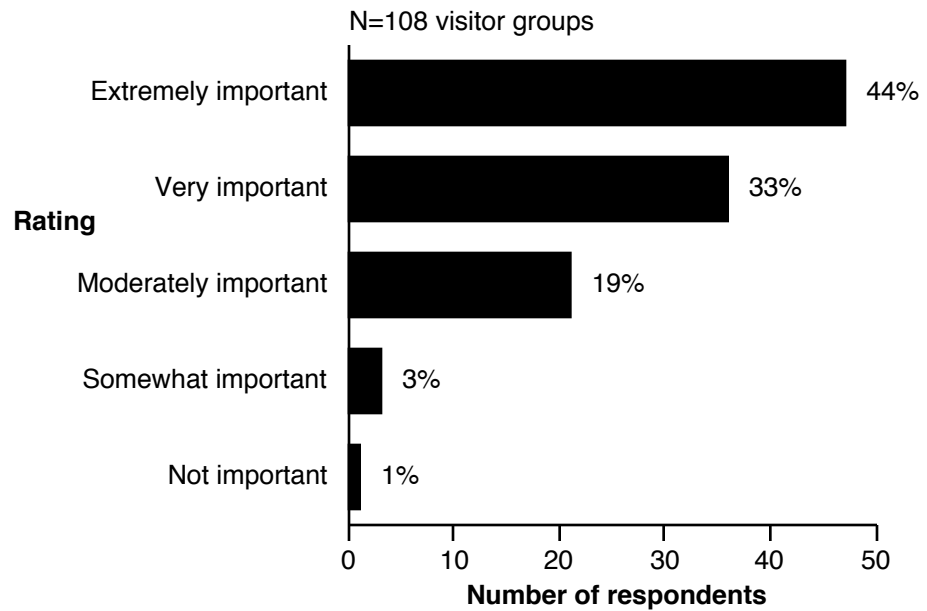
**Figure 85: Importance of scenery**



**Figure 86: Importance of recreation opportunities in park**

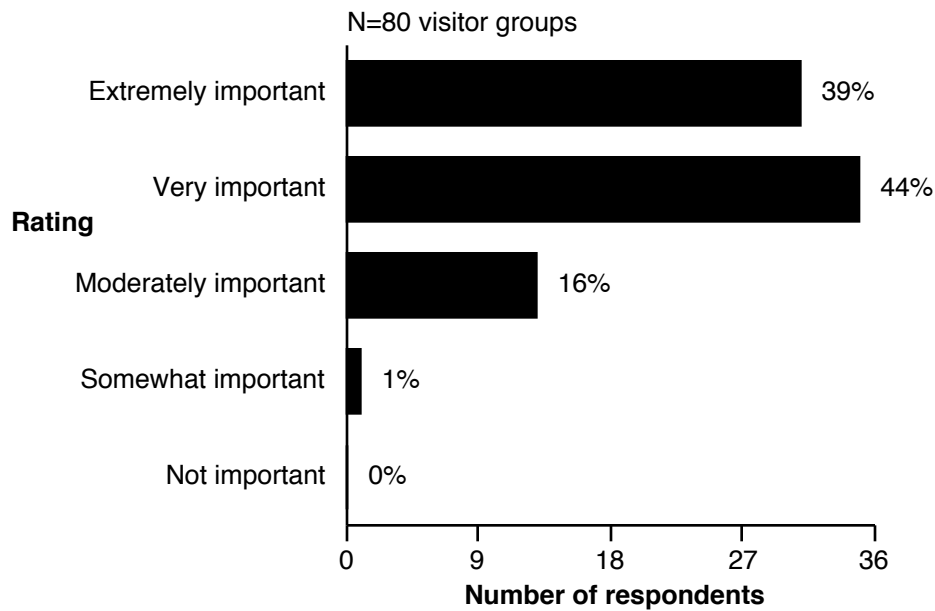


**Figure 87: Importance of other recreation opportunities in area**

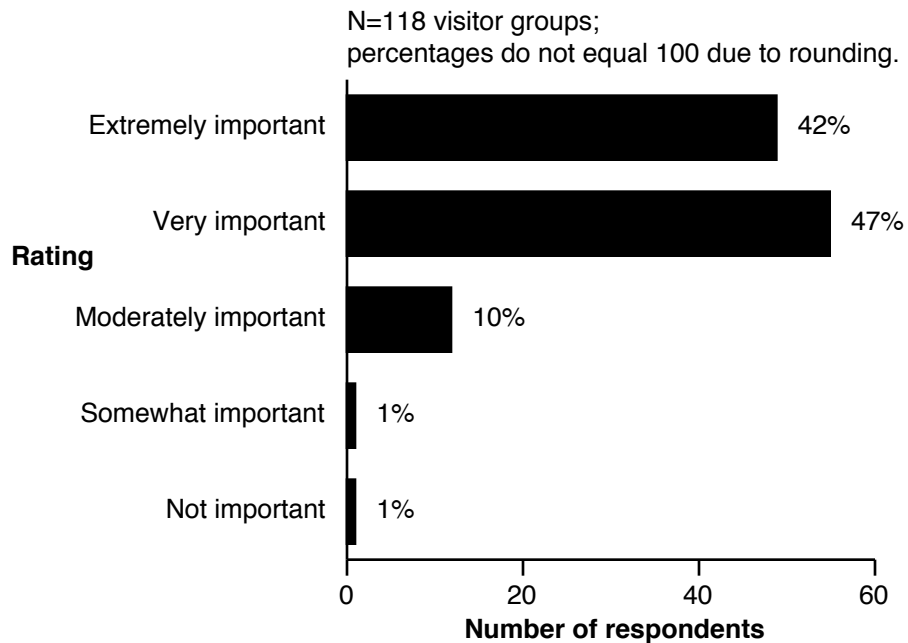


**Figure 88: Importance of educational opportunities**

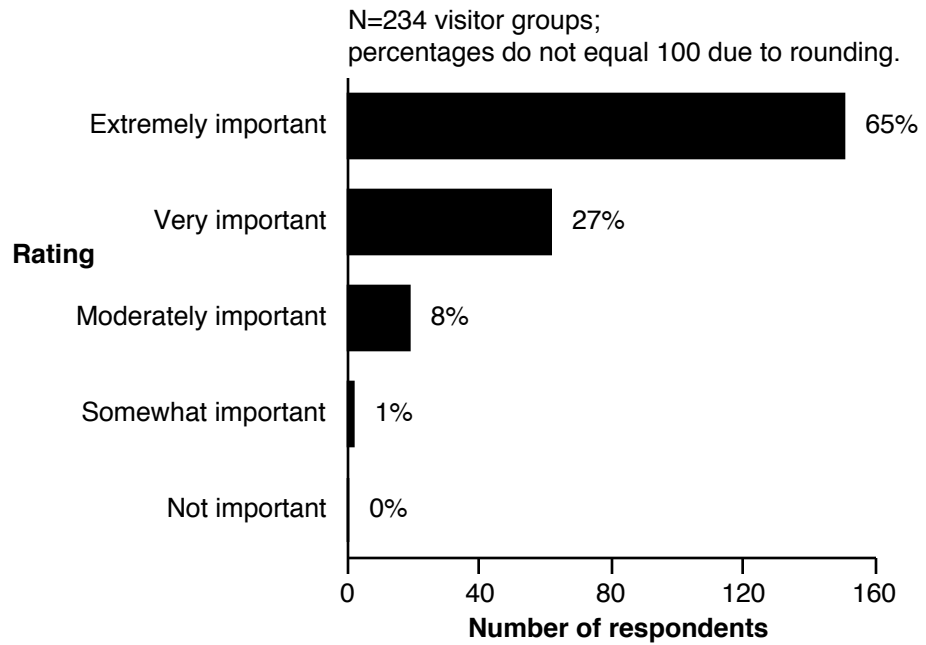
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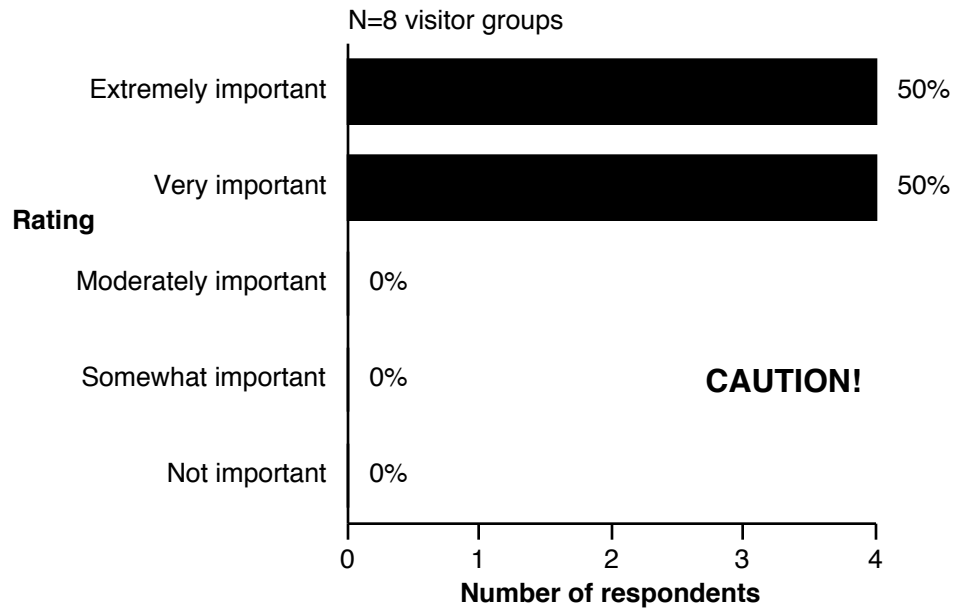
**Figure 89: Importance of solitude**



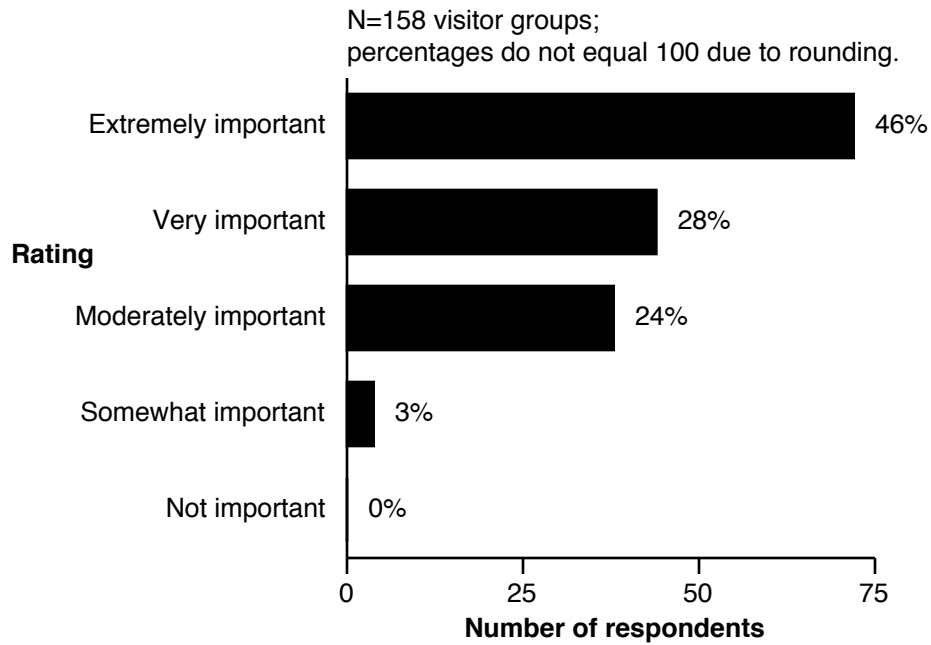
**Figure 90: Importance of quiet**



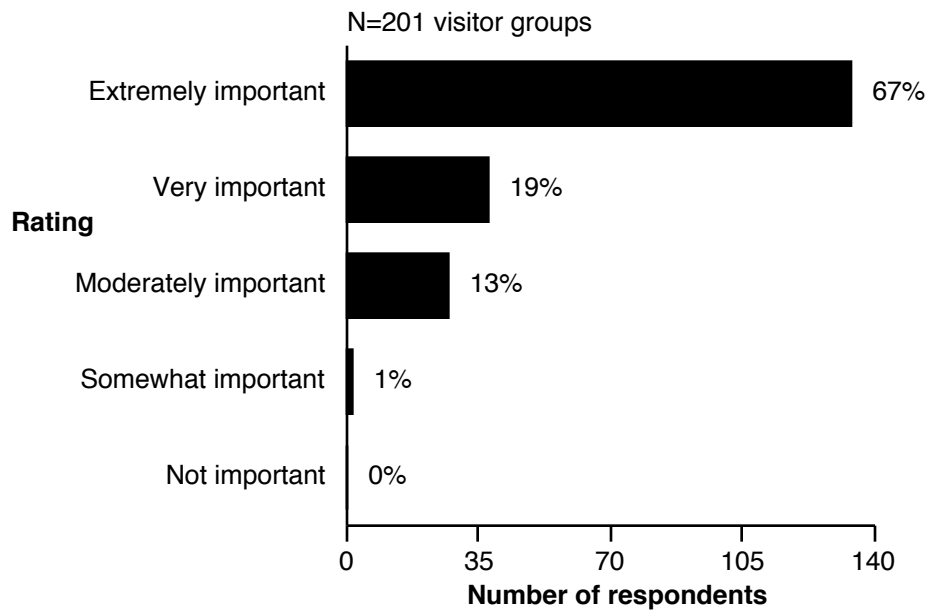
**Figure 91: Importance of wilderness environment/open space**



**Figure 92: Importance of backcountry camping**

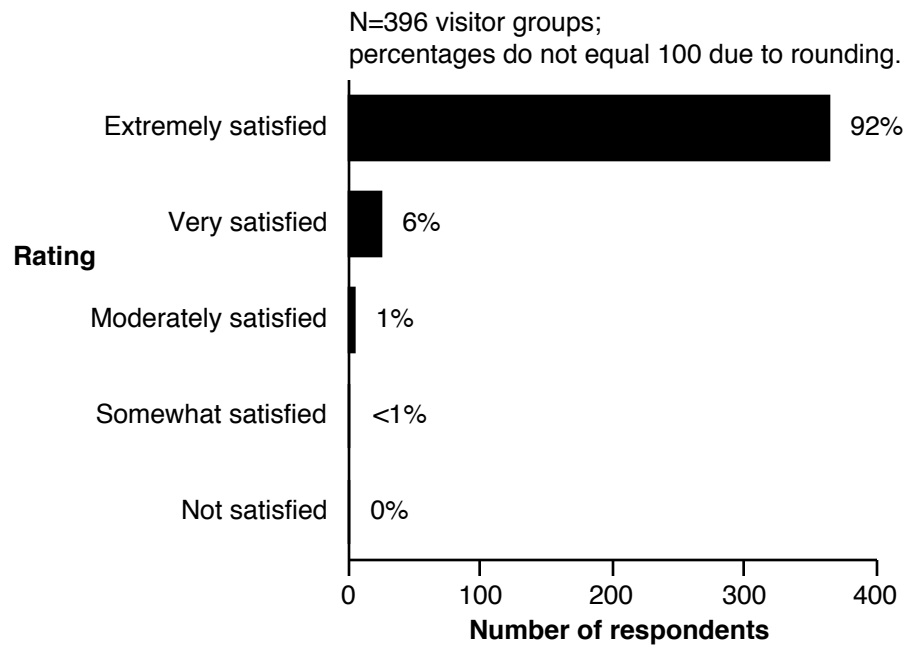


**Figure 93: Importance of viewing wildlife**

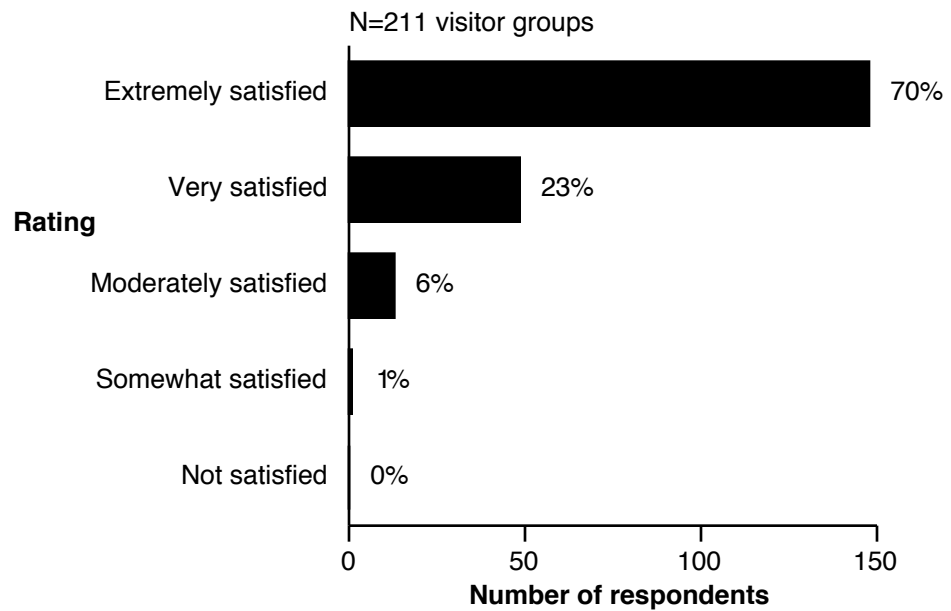


**Figure 94: Importance of visibility (distance and clarity of view)**





**Figure 95: Satisfaction with scenery**



**Figure 96: Satisfaction with recreation opportunities in park**

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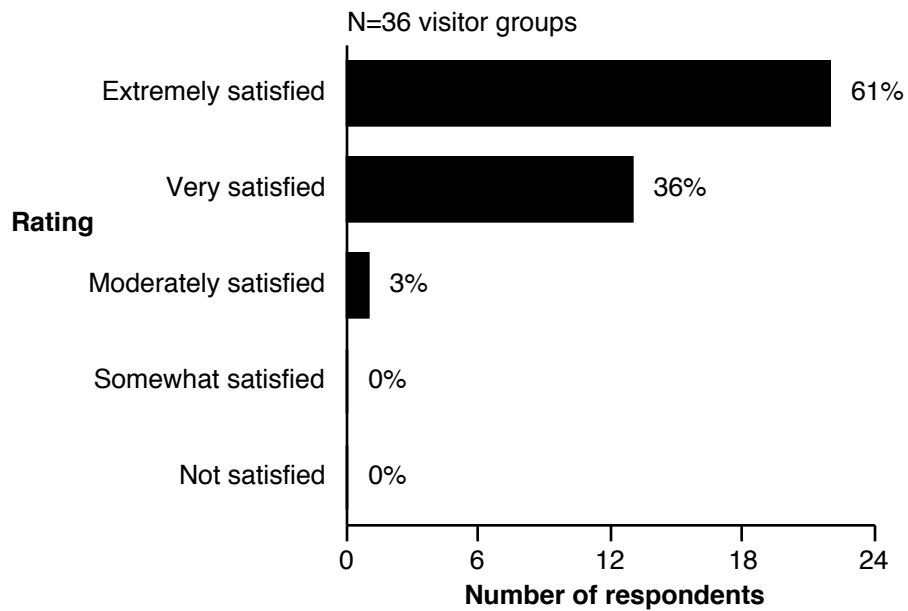


Figure 97: Satisfaction with other recreation opportunities in area

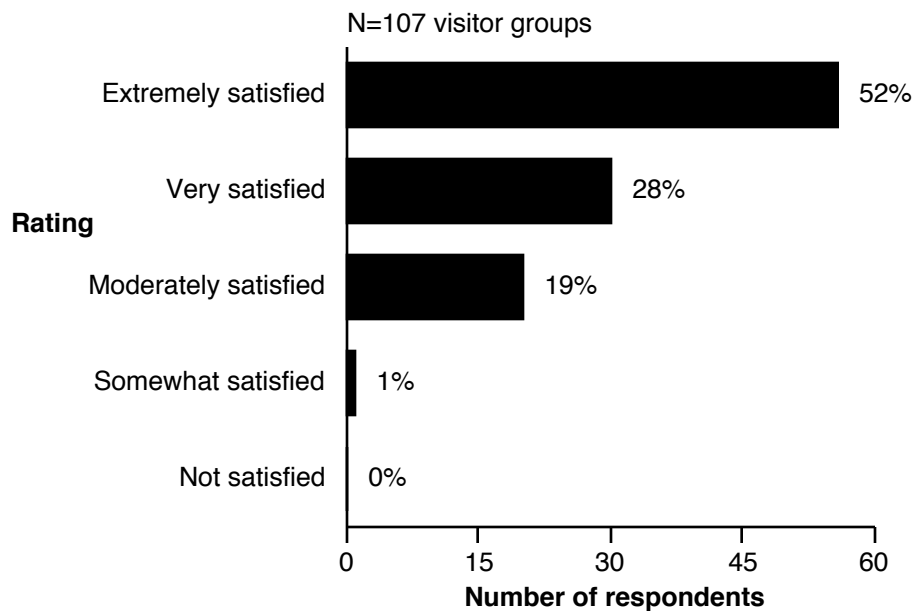
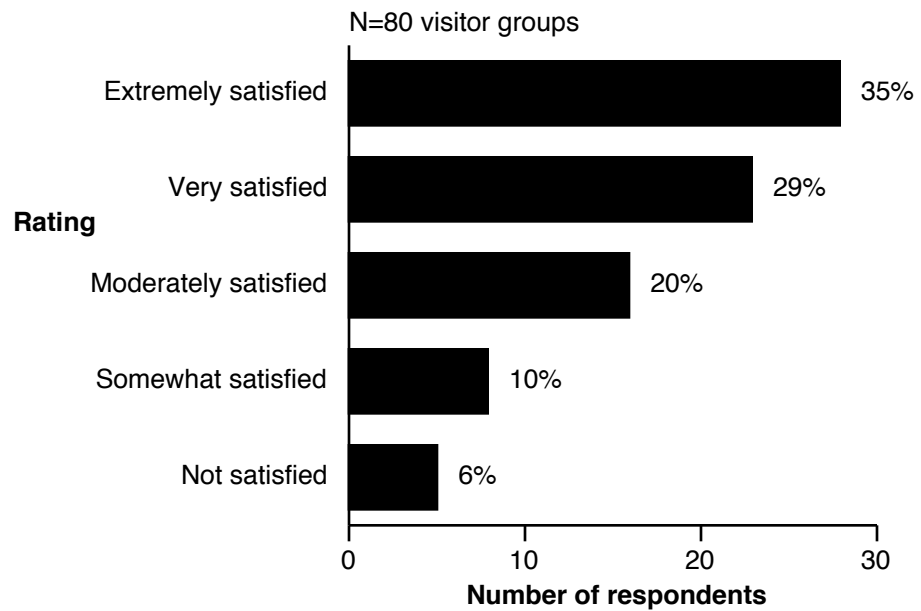
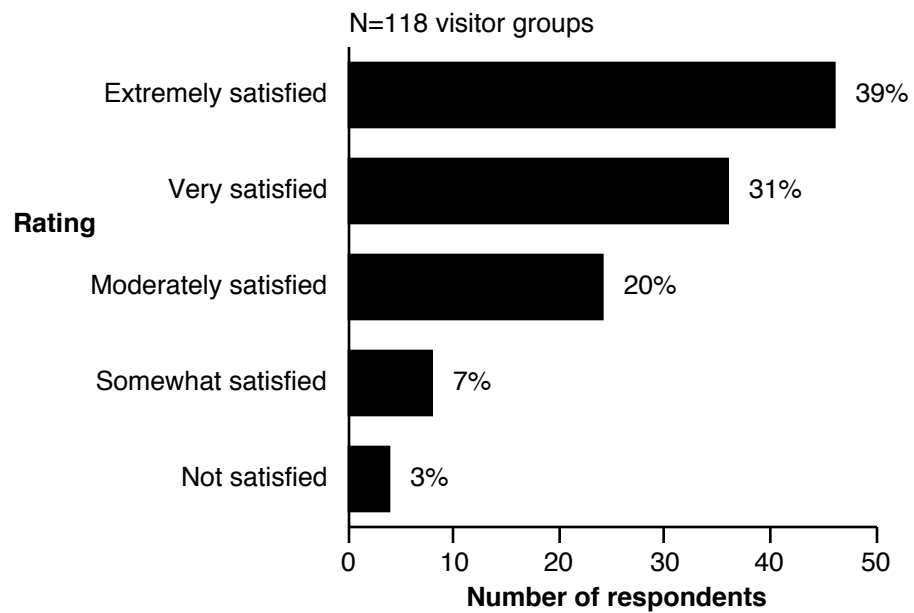


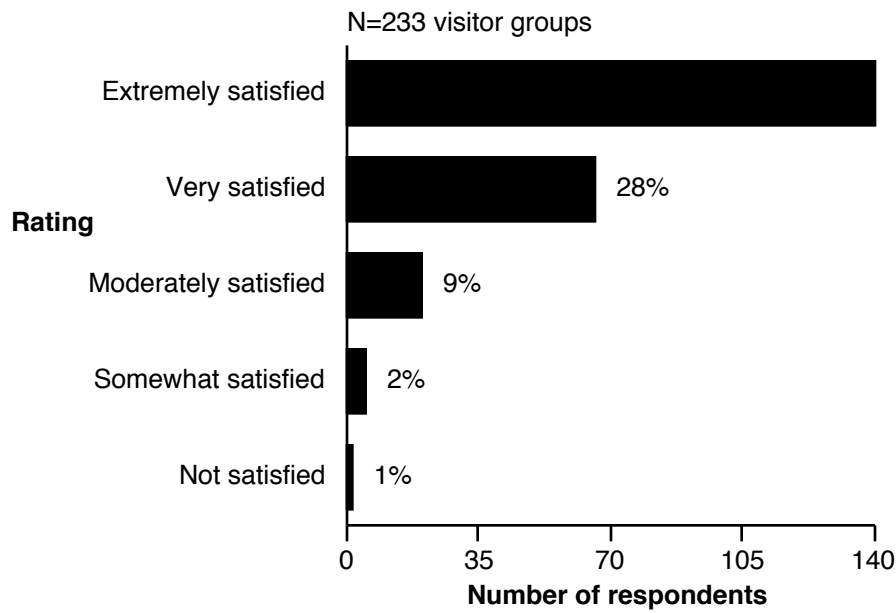
Figure 98: Satisfaction with educational opportunities



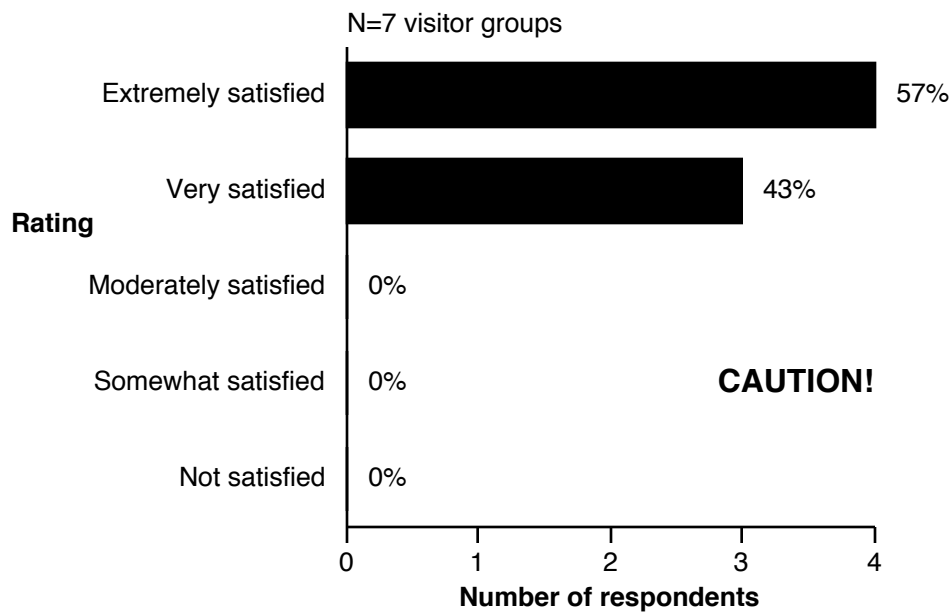
**Figure 99: Satisfaction with solitude**



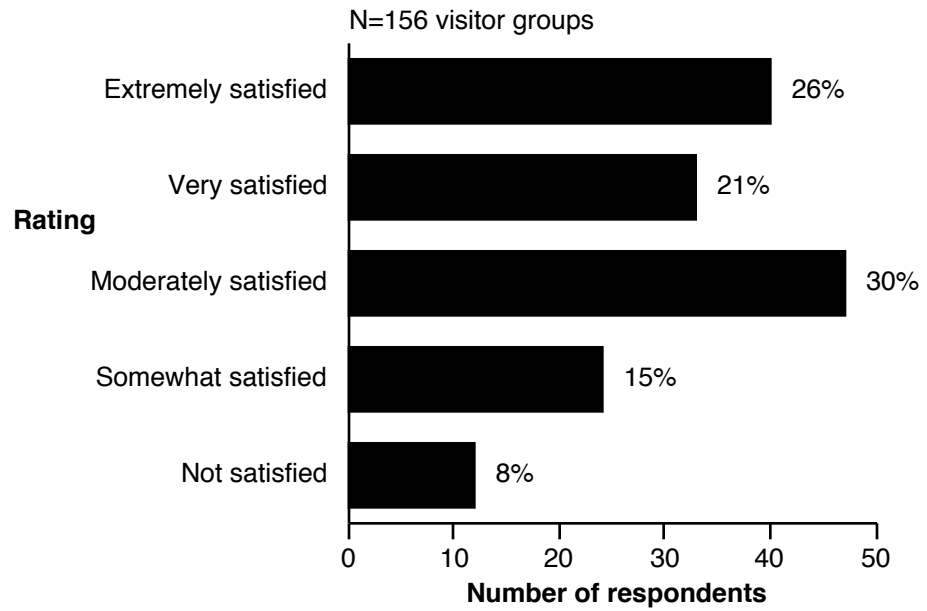
**Figure 100: Satisfaction with quiet**



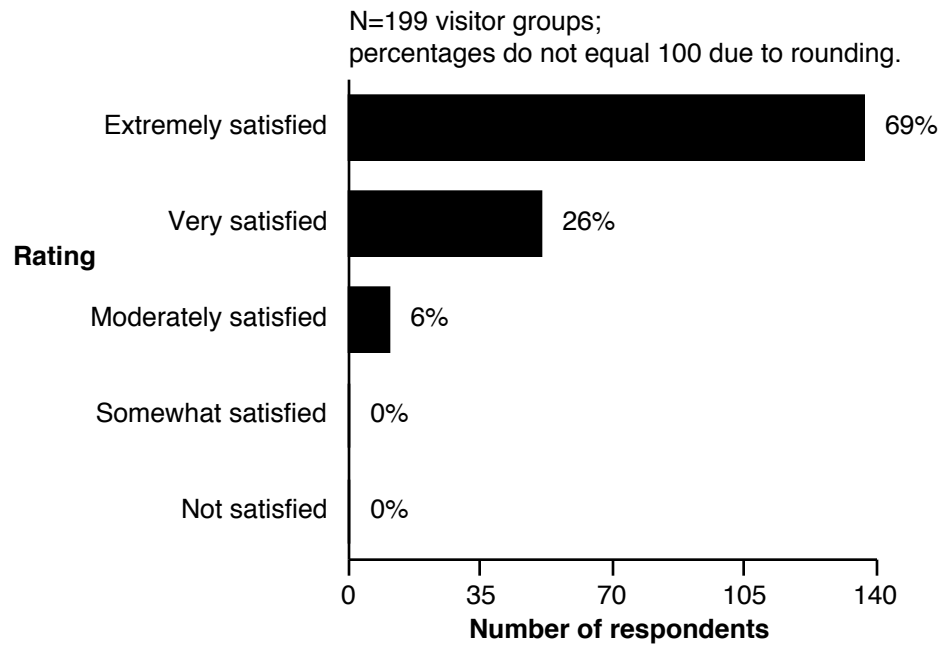
**Figure 101: Satisfaction with wilderness environment/open space**



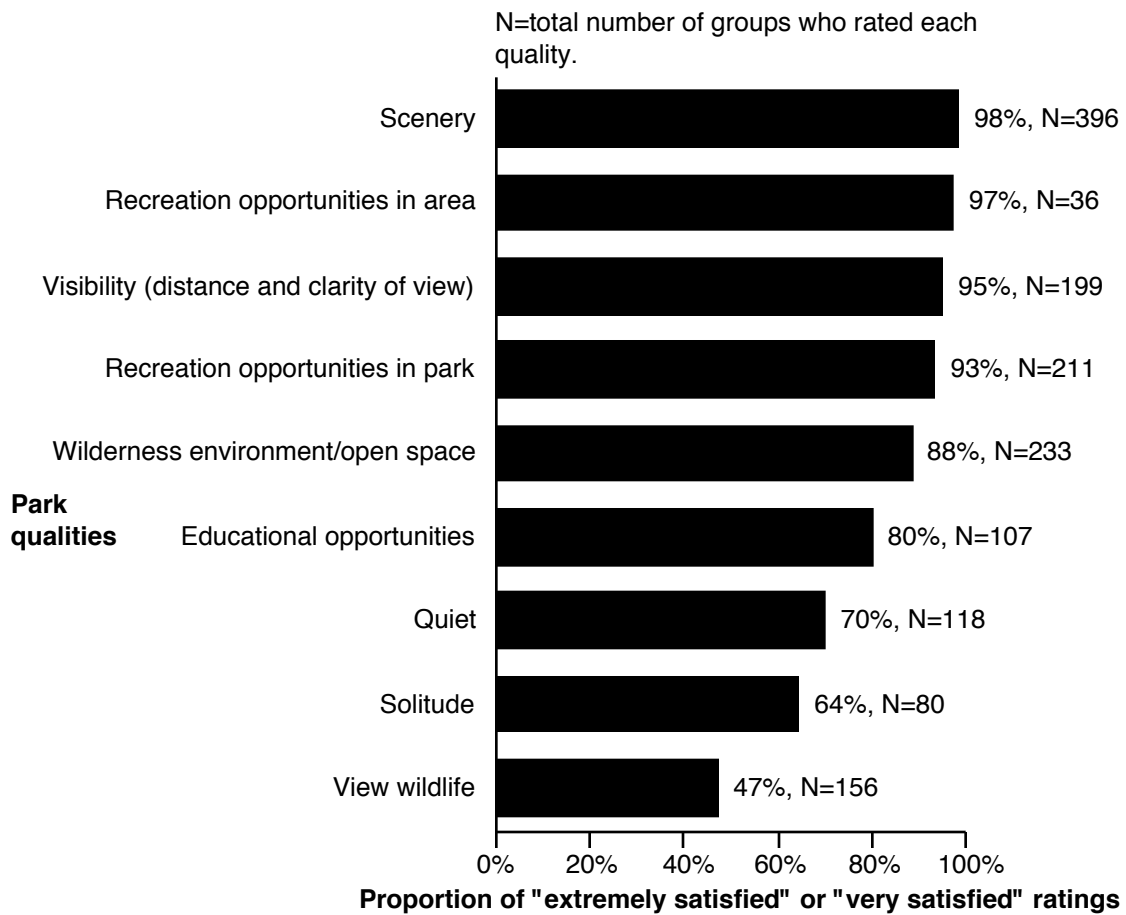
**Figure 102: Satisfaction with backcountry camping**



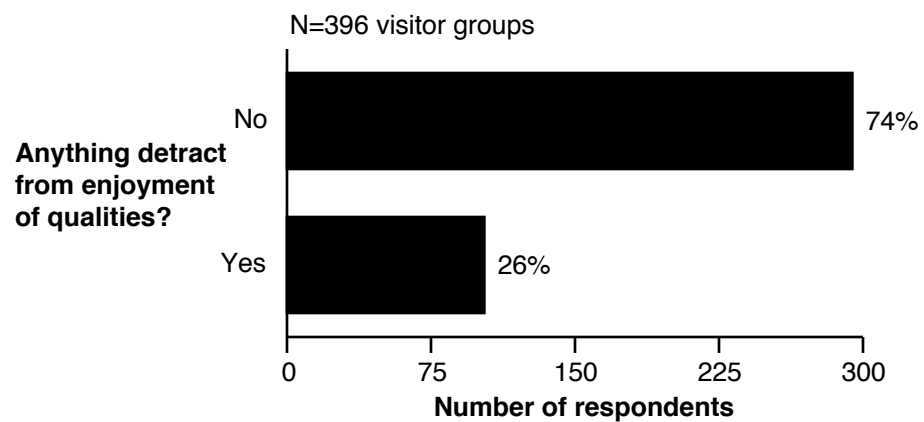
**Figure 103: Satisfaction with viewing wildlife**



**Figure 104: Satisfaction with visibility (distance and clarity of view)**



**Figure 105: Combined proportions of “extremely satisfied” or “very satisfied” ratings for qualities**



**Figure 106: Did anything detract from enjoyment of park qualities?**

**Table 8: Things that detracted from enjoyment of park qualities**

N=135 comments;  
several visitors made more than one comment.

Comment	Number of times mentioned
Too many people	18
Weather	13
Rude visitors	6
Poor signage	6
Too many large groups or bus tours	5
Helicopter or airplane noise	5
Noisy or unruly children	5
Noisy campground	4
Noisy people	4
Horses and their manure	4
Poor quality of food	4
Poor quality of service	4
Lack of time	3
Park maintenance work was annoying	3
Hiking trails poorly marked	3
Too much emphasis on cars and RVs	2
Need more restrooms	2
No mountain bike trails	2
Overlooks were crowded	2
Poor quality of lodge room	2
Engines and generators running at viewpoints	2
Too many people on trails	2
Need more trails	2
Hard to find quiet places	2
Partly clad people	2
Lodging or campsite not available	2
People climbing off trails or over guardrails	2
Road was bad	2
Poor driving by visitors	2
Need more parking	2
Other comments	18

Visitor groups were asked in Question 19a what subject matter they would like to have available for purchase in the visitor center bookstore on a future visit. As is shown by Table 9, the most commonly listed subjects were geology, history, selection is fine as is, and wildlife.

Visitor groups were asked in Question 19b to list the types of items they would like to have available for purchase on a future visit. The most frequently listed items were books, postcards, selection is fine as is, video tapes, and maps (see Table 10).

### Preferences for bookstore sales items

**Table 9: Preferred subjects for bookstore sales items**

N=192 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
Geology	28
History	21
Fine as is	20
Wildlife	17
Native Americans	9
Natural history	8
Children's material	7
History of park	7
Photos or pictures	7
Hiking	7
Information about park	7
Scenery	7
History of region	6
Educational material	4
Plants or trees	4
Maps	3
Geography	3
Information on nearby activities	3
Legends or folklore	2
History of national park system	2
Birds	2
Flowers	2
Foreign language information	2
National park guides	2
Early settlers	2
Photography	2
Other comments	8



**Table 10: Preferred types of bookstore sales items**

N=257 comments;  
several visitors made more than one comment.

Comment	Number of times mentioned
Books	74
Postcards	23
Fine as is	19
Video tapes	18
Maps	14
Posters	12
Photo books	12
Souvenirs	11
Computer software/CD-ROM's	8
Booklets or pamphlets	6
Photos or pictures	6
Slides	5
Snacks and drinks	5
Children's material	5
CD's	3
Stamps	3
Cards	2
Viewmaster slides	2
Foreign language books	2
Foreign language information	2
Native American music	2
Taped self-guided tours	2
Calendars	2
T-shirts or sweaters	2
Video tours	2
Tapes	2
Other comments	13

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**Opinions about fees**

Visitor groups were asked to indicate the fees that they paid on this visit to Bryce Canyon National Park (Question 20a), and whether they felt the levels for those fees were appropriate (Question 20b). As is shown by Figure 107, the most commonly paid fees were entry by golden eagle/age/access or annual park pass (55%), 7-day entrance fee (40%) and individual site camping fee (11%).

In regard to the levels for fees, 86% of groups felt the pass fee was "about right" (see Figure 108), 78% of groups felt the 7-day entrance fee was "about right" (see Figure 109), and 89% of groups felt the camping fee was "about right" (see Figure 110). The numbers of respondents for discount camping fee, group camping fee, dump station fee and backcountry permit fee were too low to provide reliable information (see Figures 111-114).

Visitor groups were asked in Question 21 if they would be willing to pay additional fees at the park and their opinion of the appropriate levels for the fees they were willing to pay. Fifty-one percent of visitor groups were willing to pay an interpretive ranger program fee (see Figure 115). Sixty-eight percent of those willing to pay the interpretive program fee said that a fee of \$1-3 is appropriate for that service (see Figure 116). Sixty percent of groups were willing to pay a shuttle bus service fee (see Figure 117). Seventy-nine percent of those willing to pay the shuttle fee said a fee of \$1-3 is appropriate for that service (see Figure 118). Only 27% of groups were willing to pay a private vehicle parking fee (see Figure 119). Seventy-six percent of those willing to pay the parking fee said a fee of \$1-3 is appropriate (see Figure 120).

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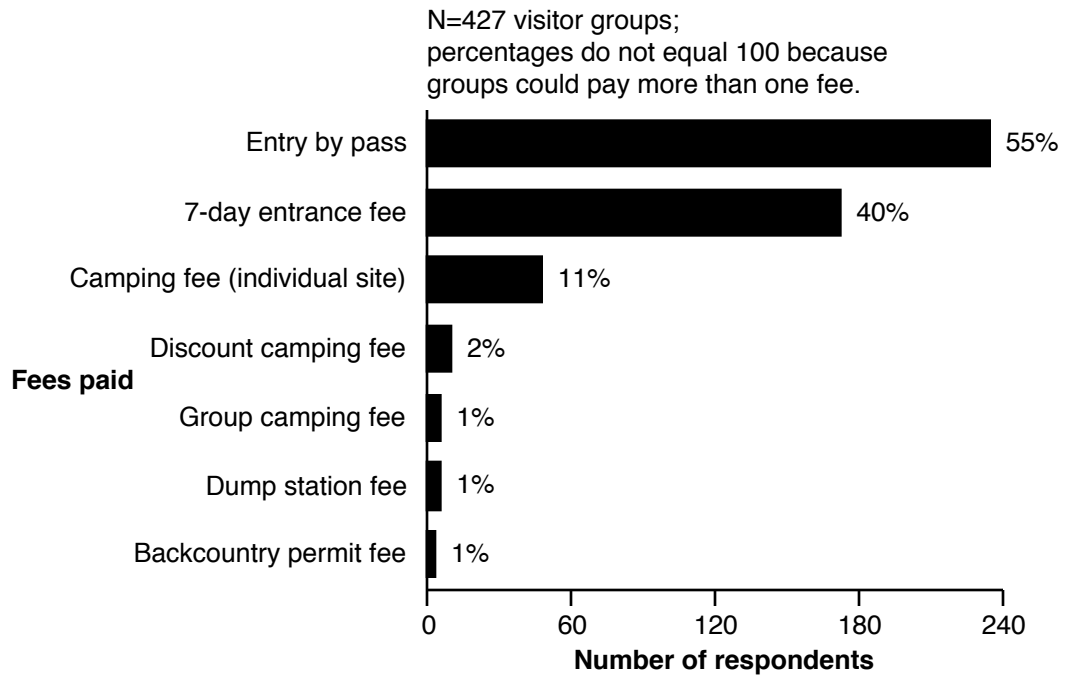


Figure 107: Fees paid

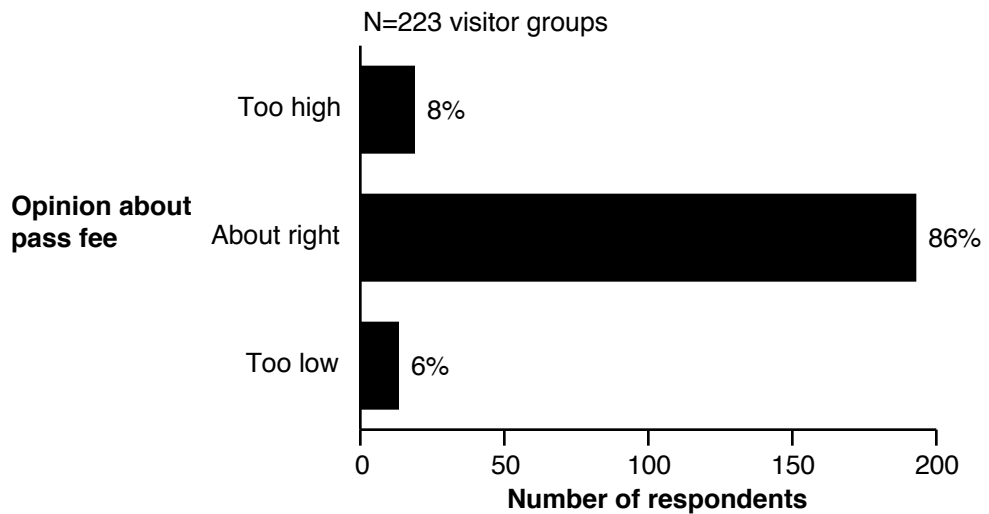
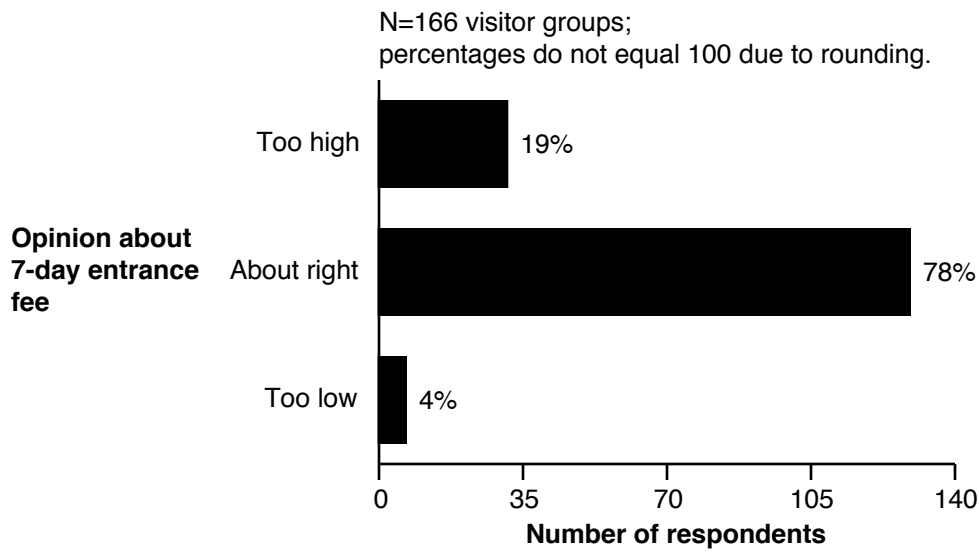
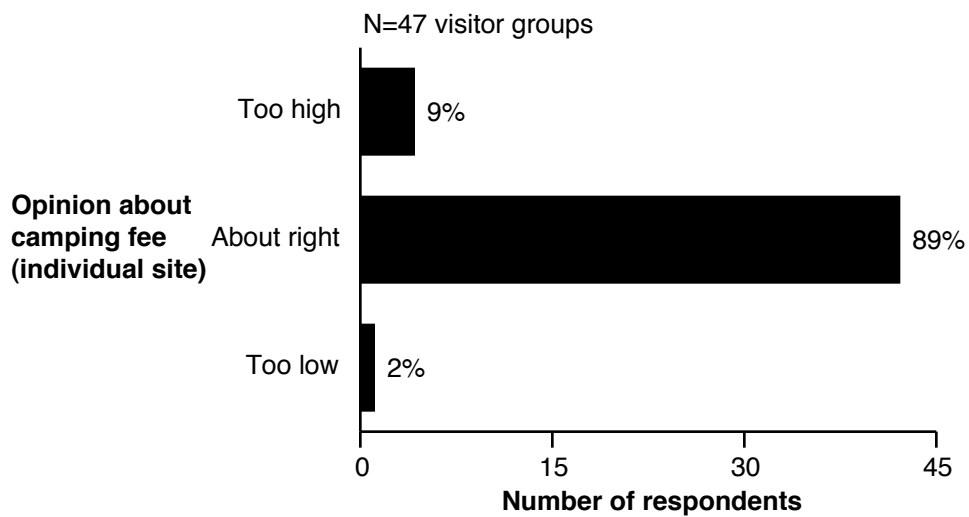


Figure 108: Opinion about fee for entry by pass



**Figure 109: Opinion about 7-day entrance fee**



**Figure 110: Opinion about camping fee (individual site)**

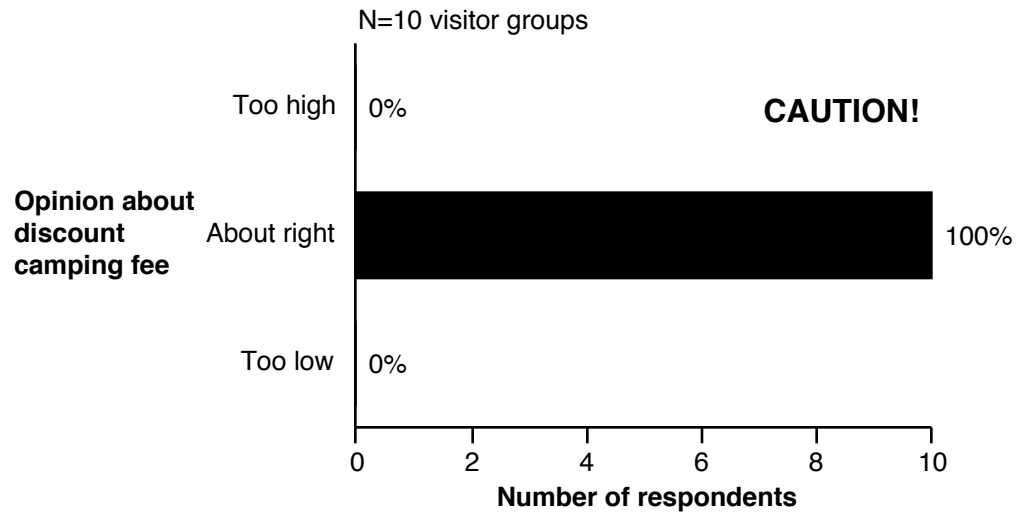


Figure 111: Opinion about discount camping fee

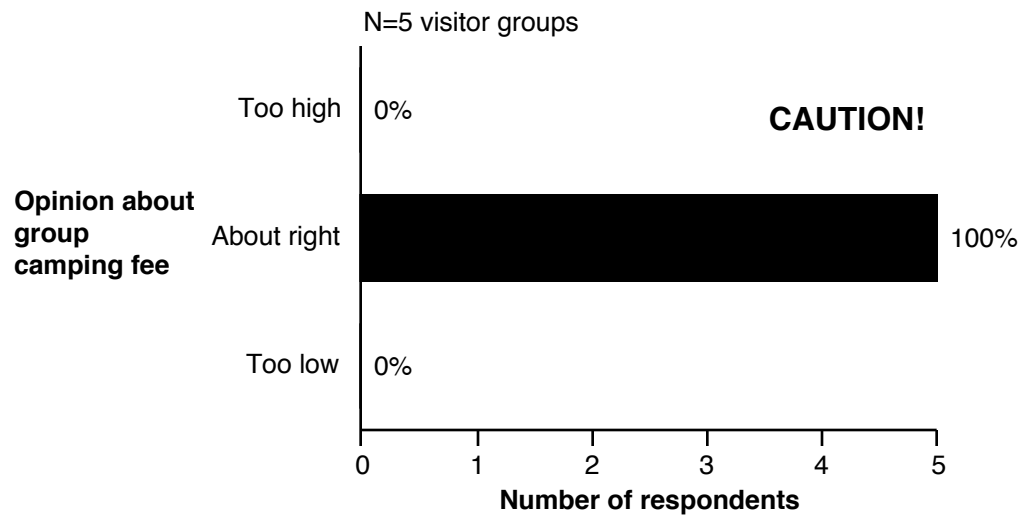


Figure 112: Opinion about group camping fee

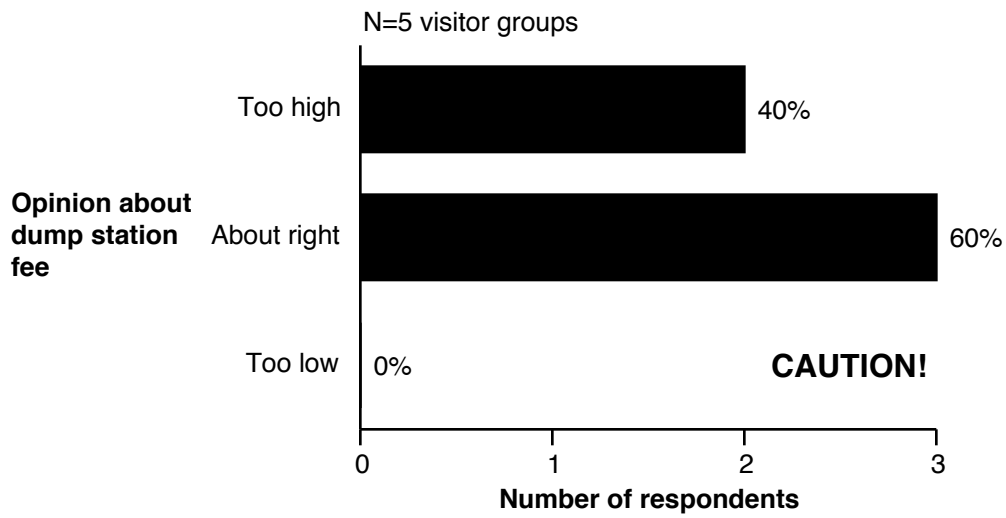


Figure 113: Opinion about dump station fee

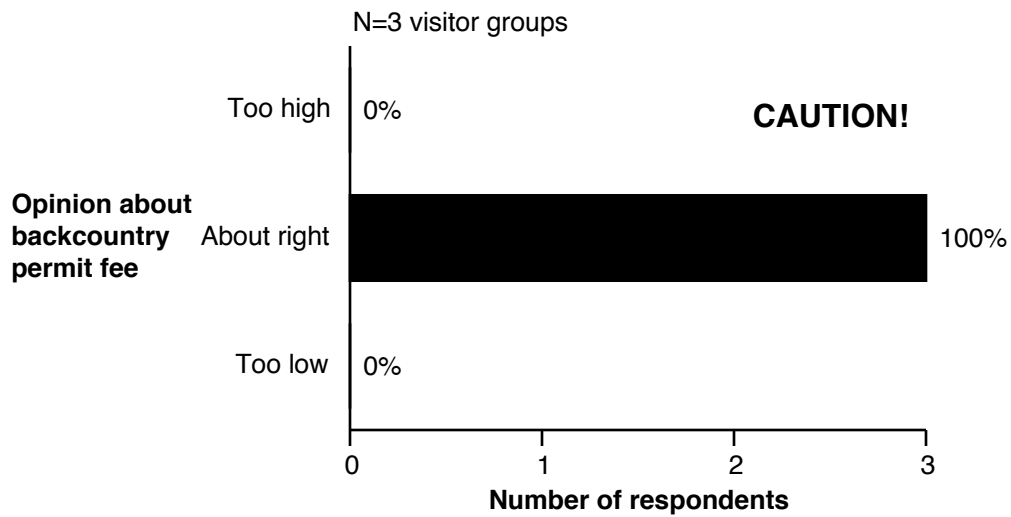
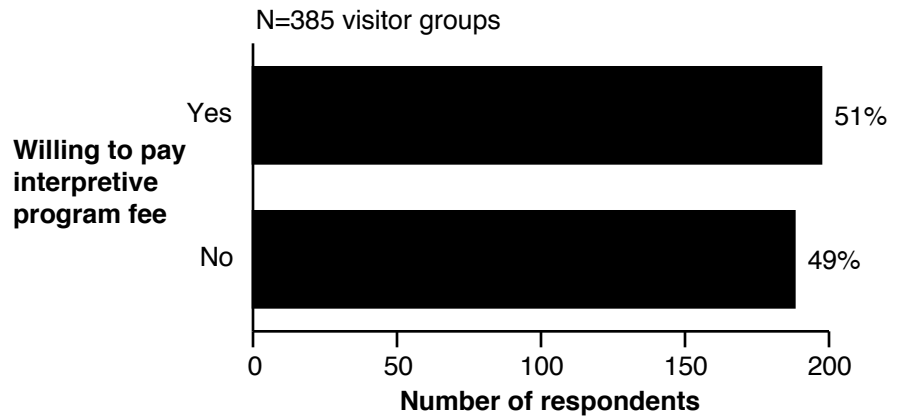
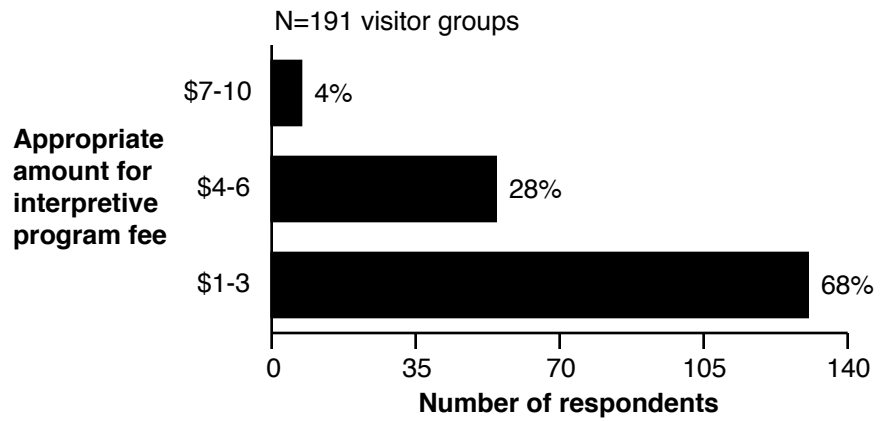


Figure 114: Opinion about backcountry permit fee



**Figure 115: Willingness to pay interpretive ranger program fee**



**Figure 116: Appropriate amount for interpretive ranger program fee**

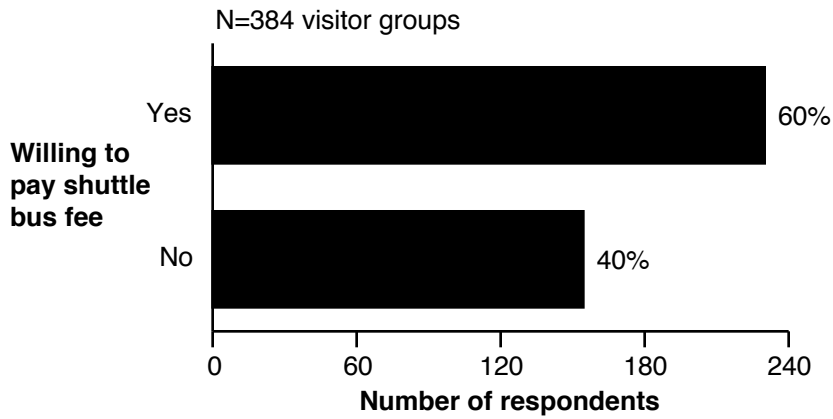


Figure 117: Willingness to pay shuttle bus service fee

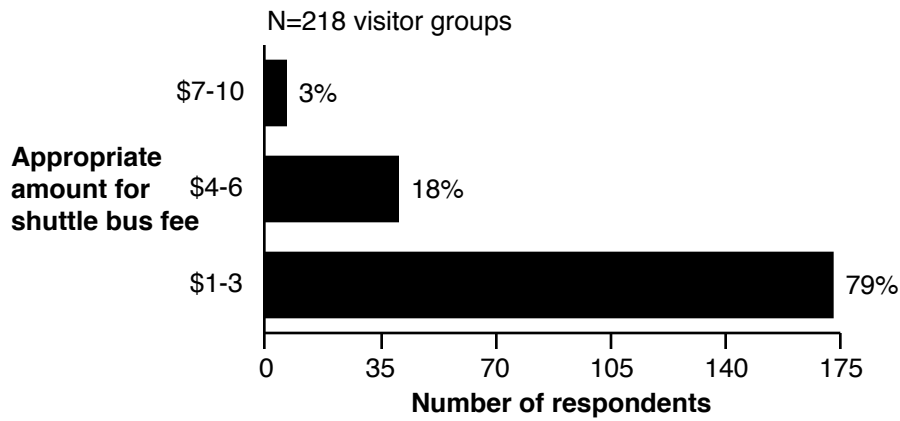


Figure 118: Appropriate amount for shuttle bus service fee



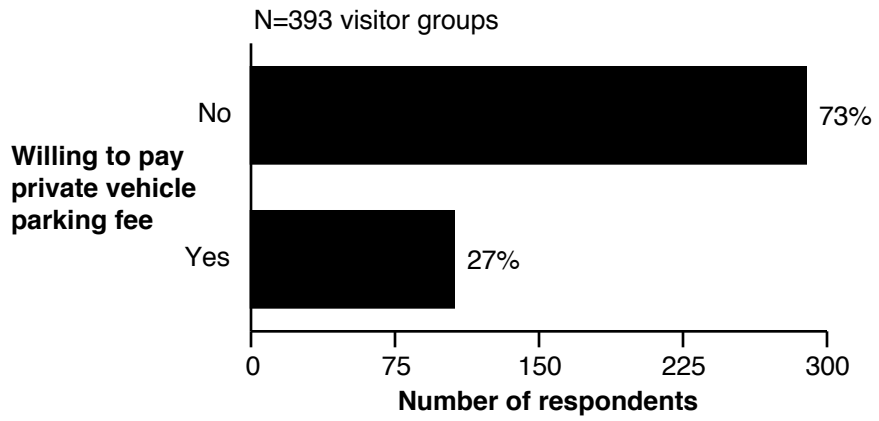


Figure 119: Willingness to pay private vehicle parking fee

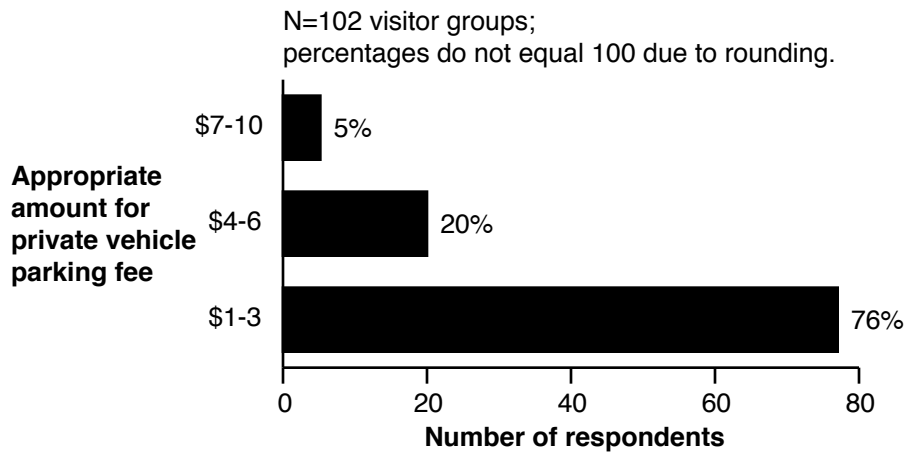


Figure 120: Appropriate amount for private vehicle parking fee

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## Expenditures

Visitor groups were asked in Question 22 to state the amount of money they spent in Bryce Canyon National Park and in the Bryce Canyon National Park area (within 50 miles of the park including Panguitch, Escalante, Tropic, etc.) on this visit. Groups were asked to indicate the amounts they spent for lodging, travel, food and "other" items (such as recreation, gifts and film).

**Total expenditures:** Twenty-two percent of the groups spent from \$1 to \$50, and another 17% spent from \$101 to \$150 in Bryce Canyon National Park and the surrounding area (see Figure 121). Fourteen percent of the groups spent \$351 or more and 4% of visitor groups spent no money. Of the total expenditures by groups, 39% was for lodging, 30% was for food, 10% was for travel and 21% was for "other" items (see Figure 122).

The average visitor group expenditure during this visit was \$193. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$130. The average per capita expenditure was \$59.

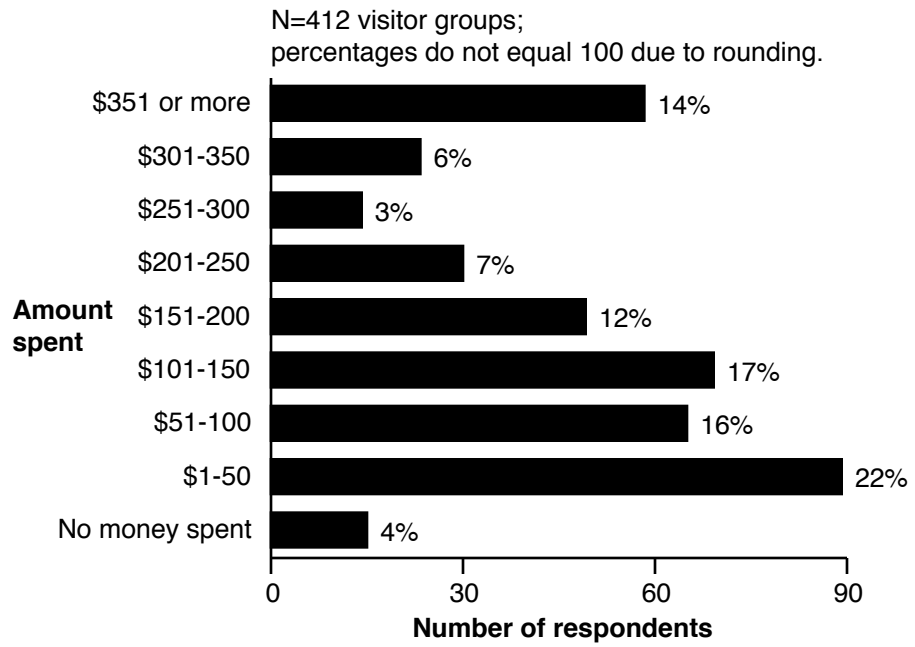
**Lodging:** Sixteen percent of the groups spent from \$1 to \$25 and another 17% spent \$151 or more on lodging in Bryce Canyon National Park and the surrounding area (see Figure 123). Sixteen percent of visitor groups spent no money on lodging.

**Travel:** Sixty percent of the groups spent from \$1 to \$25 and another 19% spent from \$26 to \$50 on travel in Bryce Canyon National Park and the surrounding area (see Figure 124). Fifteen percent of visitor groups spent no money on travel.

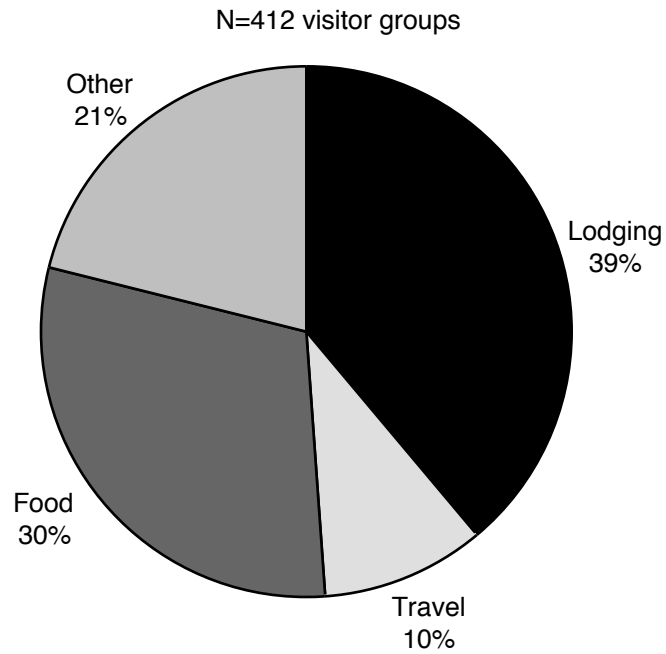
**Food:** Twenty-nine percent of the groups spent from \$1 to \$25 and another 26% spent from \$26 to \$50 on food in Bryce Canyon National Park and the surrounding area (see Figure 125). Nine percent of visitor groups spent no money on food.

**"Other" items:** Forty percent of the groups spent from \$1 to \$25 and another 23% spent from \$26 to \$50 on "other" items (such as recreation, film and gifts) in Bryce Canyon National Park and the surrounding area (see Figure 126). Sixteen percent of visitor groups spent no money on "other" items.

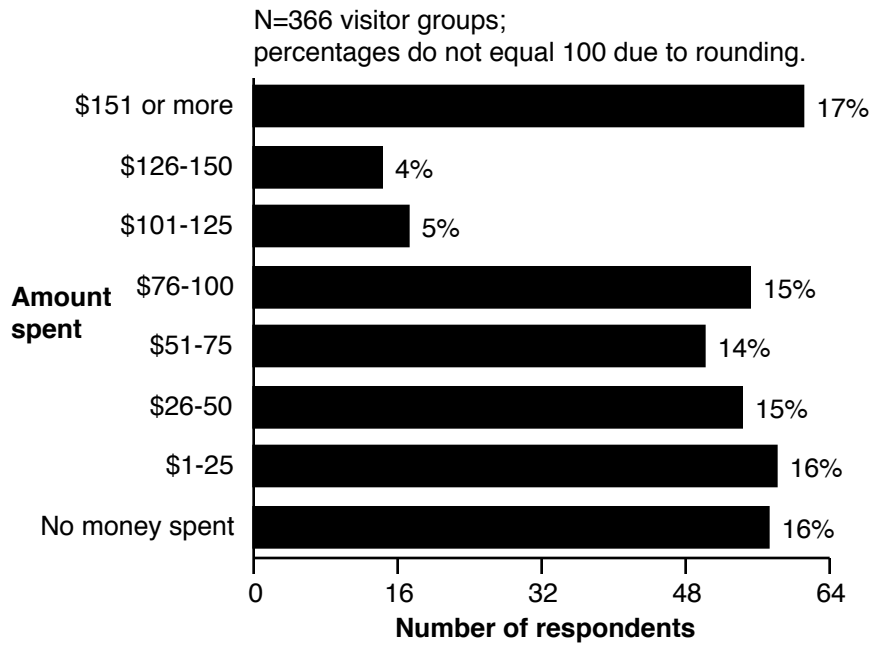
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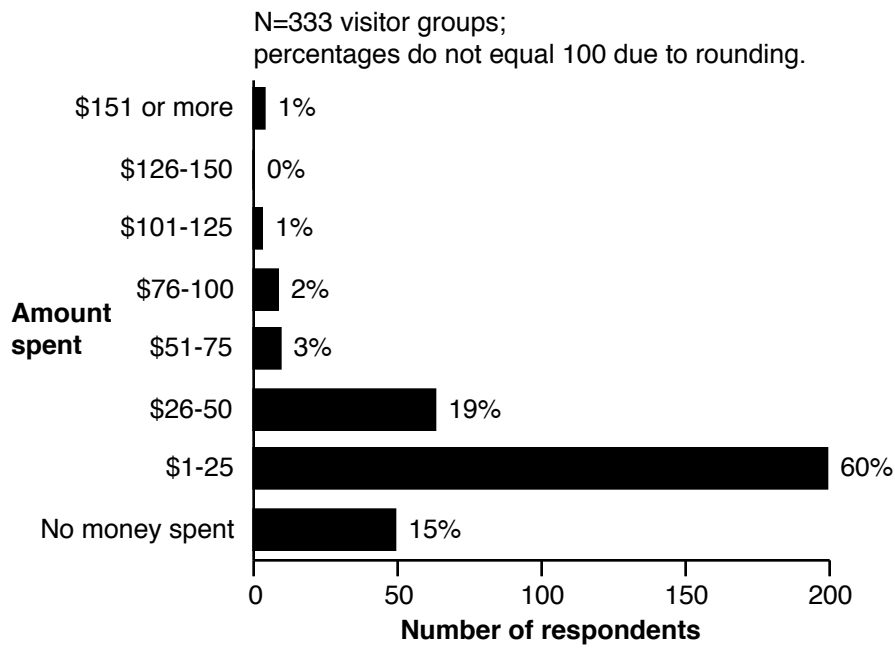
**Figure 121: Total expenditures in park and surrounding area**



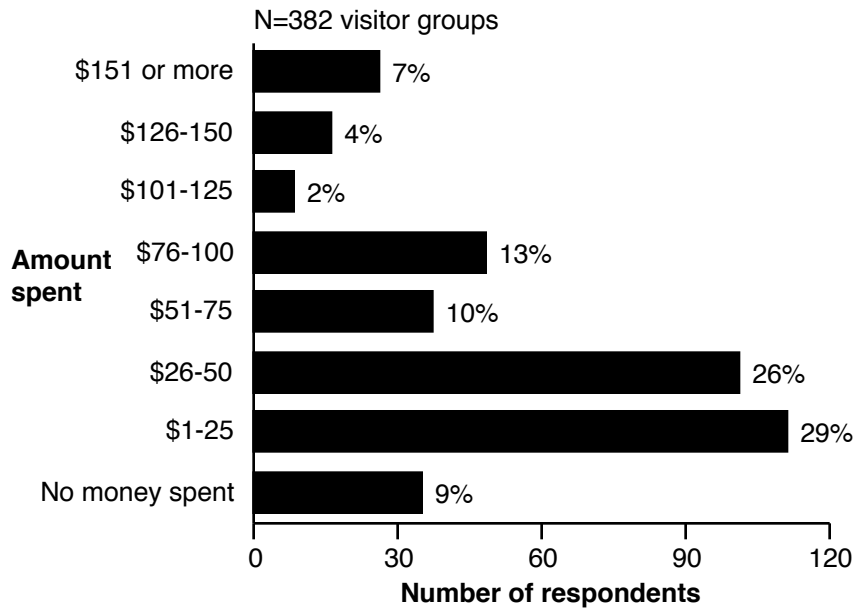
**Figure 122: Proportions of expenditures in park and surrounding area**



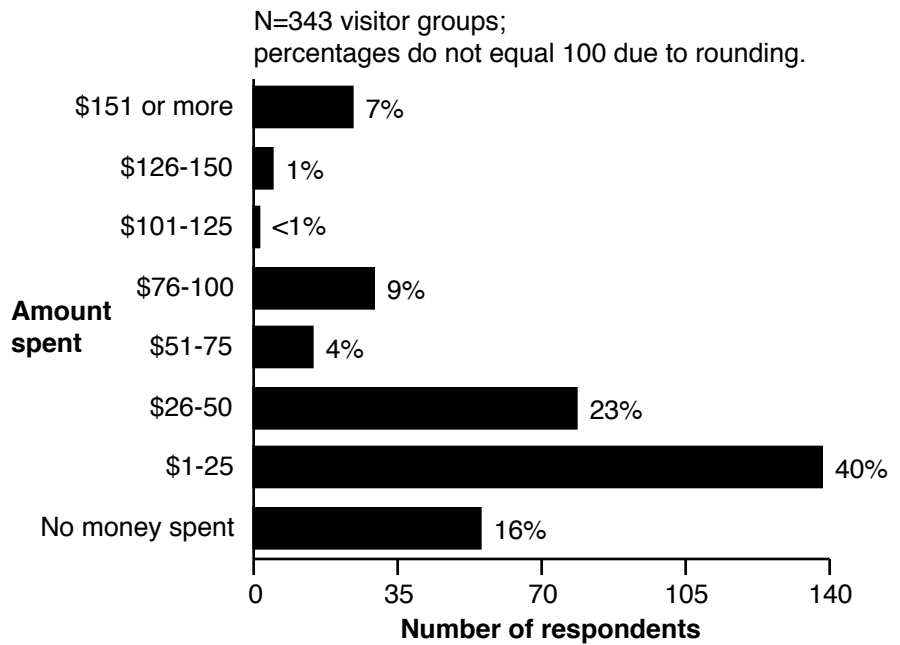
**Figure 123: Expenditures for lodging in park and surrounding area**



**Figure 124: Expenditures for travel in park and surrounding area**



**Figure 125: Expenditures for food in park and surrounding area**

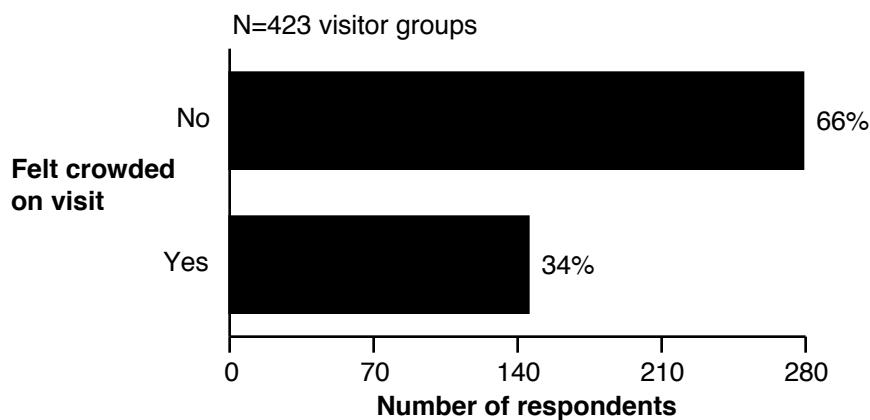


**Figure 126: Expenditures for "other" items in park and surrounding area**

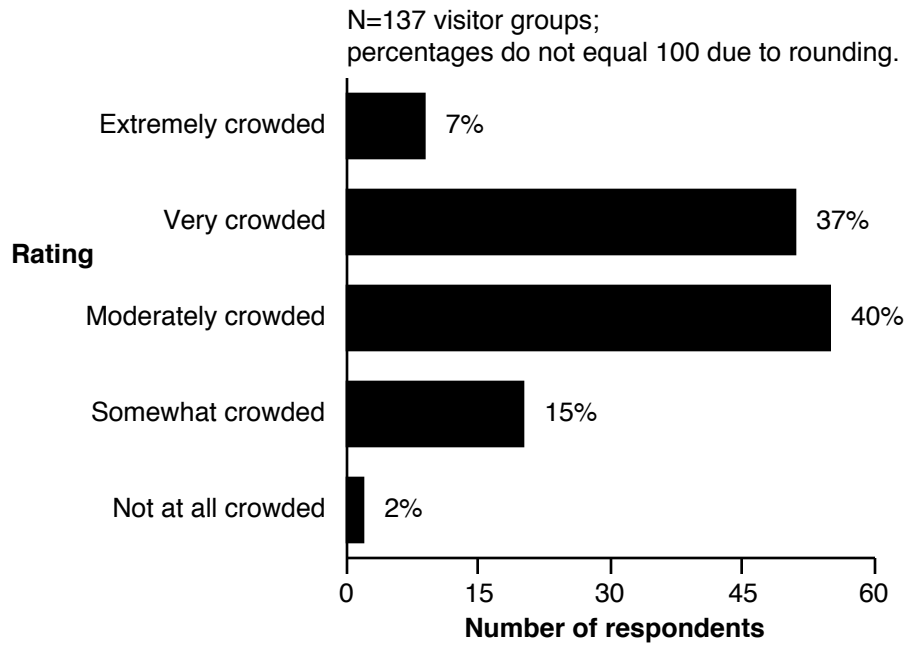
**Opinions about crowding**

Visitor groups were asked in Question 23a to indicate whether they felt crowded during this visit to Bryce Canyon National Park. As is shown by Figure 127, 34% of the groups felt crowded during this visit while 66% did not feel crowded. Question 23b asked visitors to rate how crowded they felt. Of those groups that felt crowded by people, 40% felt “moderately crowded” and 37% felt “very crowded” (see Figure 128). Of those groups that felt crowded by vehicles, 32% felt “very crowded” and 29% felt “moderately crowded” (see Figure 129).

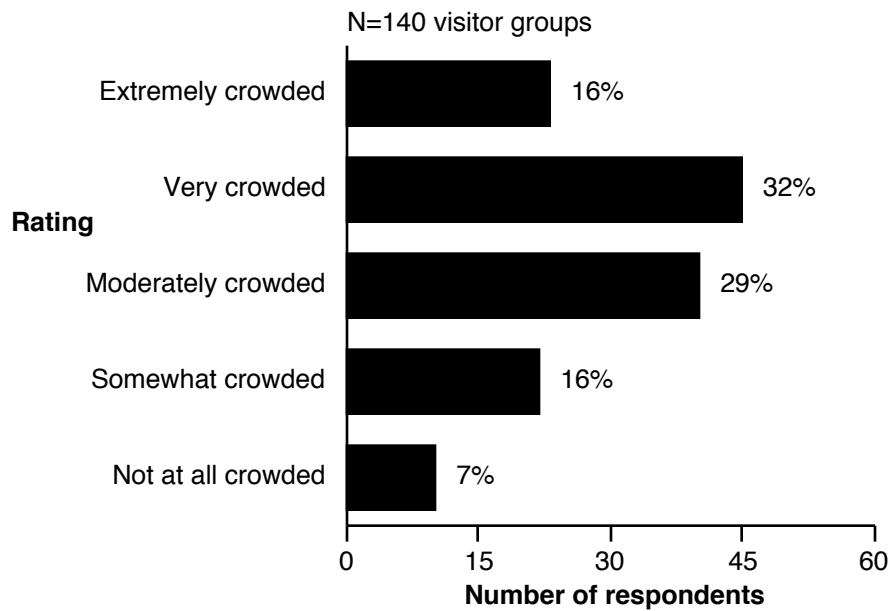
Visitor groups were asked in Question 23c to list the locations where they felt crowded as well as the time of day that crowding occurred. As is shown by Table 11, the most commonly listed places where crowding occurred were viewpoints, Sunset Point, Sunrise Point and the Navajo Loop Trail. Question 23d asked visitors to list the time of day they felt crowded. Seventy-six percent of visitor groups experienced crowding during the afternoon, 30% experienced crowding in the morning and 11% experienced crowding in the evening (see Figure 130).



**Figure 127: Proportion of visitors that felt crowded on visit**



**Figure 128: Level of crowding by people**



**Figure 129: Level of crowding by vehicles**

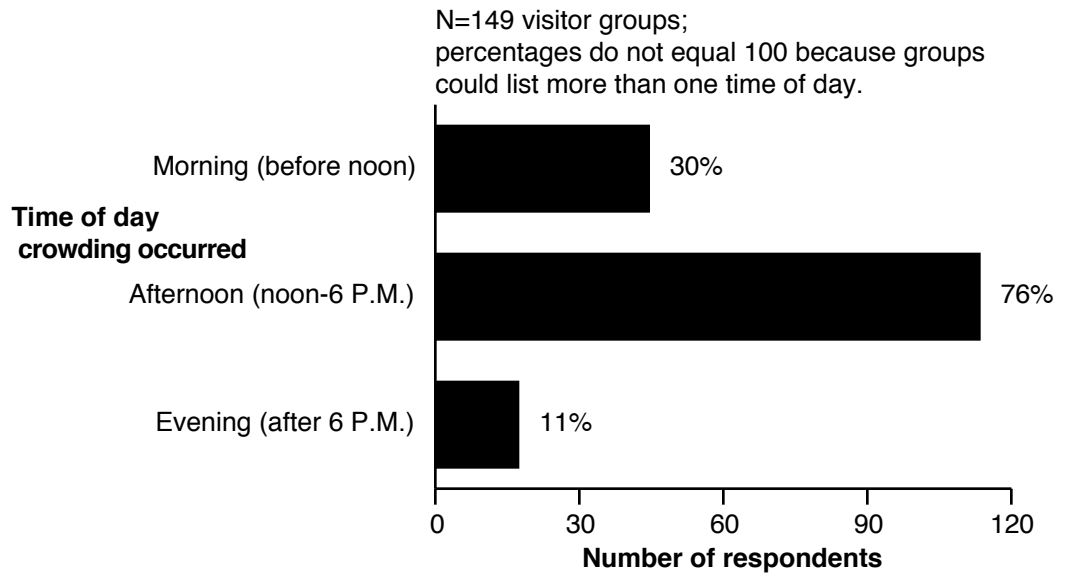
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**Table 11: Location where crowding occurred**

N=254 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>Trails</b>	
Navajo Loop Trail	21
Hiking trails (unspecified)	13
Queen's Garden Trail	7
Wall Street	5
Shorter hiking trails	2
<b>Parking</b>	
Parking lots (unspecified)	20
Parking lot at Sunset Point	4
Parking lot at Rainbow Point	3
Parking lot at Bryce Point	3
Parking lot at Sunrise Point	2
<b>Other locations</b>	
Viewpoints	32
Sunset Point	24
Sunrise Point	21
Bryce Point	18
Lodge area	12
On roads	9
Visitor center	8
Rainbow Point	7
Along rim	7
Tour busses	5
Inspiration Point	4
Everywhere	4
Restaurants	4
Ruby's Inn	3
Restrooms	2
Campstore	2
Rainbow/Yovimpa Points	2
Campground	2
Other comments	8





**Figure 130: Time of day that crowding occurred**

Several different methods to reduce visitor congestion at Bryce Canyon National Park are under consideration by park managers. Visitor groups were asked in Question 24 to note their preferences from among these alternatives, or to suggest another alternative if they had one. As is shown by Figure 131, 60% selected “use a shuttle system” as their preferred alternative and 20% selected “first come, first served until a daily limit is reached” as their preference. Groups listed several “other” preferences, including combining the three alternatives presented and not liking any of the alternatives presented.

### Reducing visitor congestion

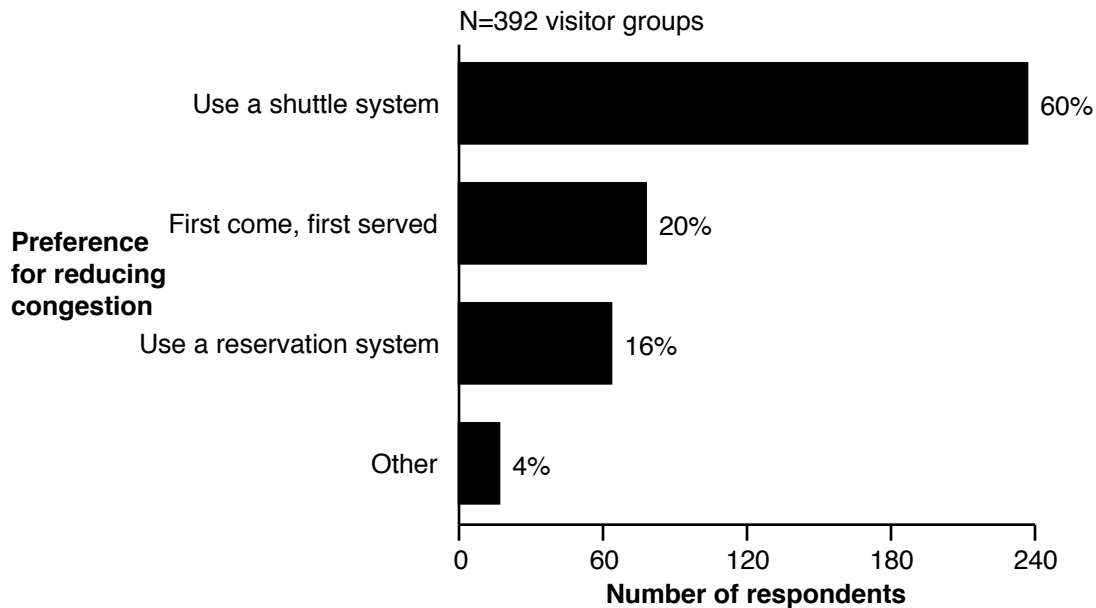
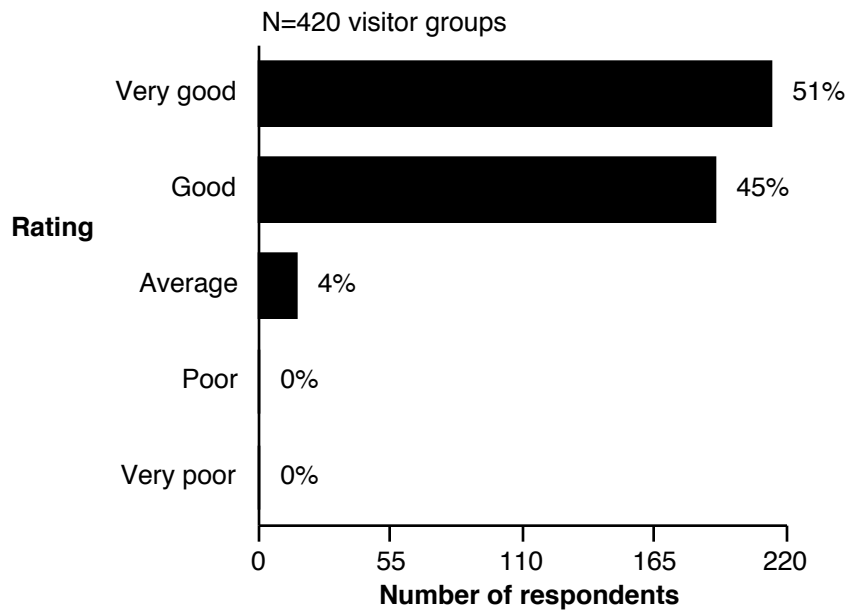


Figure 131: Preferences for reducing visitor congestion

**Overall quality of visitor services**

In question 25, visitor groups were asked to rate the overall quality of the visitor services provided at Bryce Canyon National Park during this visit. The majority of visitor groups (96%) rated services as "very good" or "good" (see Figure 132). No visitor groups rated services as "very poor" or "poor."



**Figure 132: Overall quality of visitor services**

In Question 26, visitor groups were asked "If you were a manager planning for the future of Bryce Canyon National Park, what would you propose? Please be specific." Fifty-seven percent of visitor groups (245 groups) responded to this question. A summary of responses is presented below (see Table 12) and in the appendix.

## Planning for the future

**Table 12: Planning for the future**

N=481 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Rangers at viewpoints or trailheads	3
More rangers available	3
<b>INTERPRETIVE SERVICES</b>	
More education about environmental protection	7
More ranger-led walks or talks	6
Emphasize hiking	6
More information	5
Foreign language information	4
Improve self-guided interpretation	4
Improve visitor center slide show	3
Audio tours	3
Improve visitor center exhibits	2
Ranger talks at viewpoints	2
Information about history of park and area	2
Ranger programs were very good	2
More information about geology	2
Expand visitor center	2
Hands-on activities	2
Improve trail information	2
Other comments	7
<b>FACILITIES/MAINTENANCE</b>	
Increase parking	12
Improve trail system	9
More restrooms	9
More water fountains	7
Showers in campgrounds	6
More campsites or new campground	6
Improve trail signs	4
Better directional signs	4
More picnic areas	4
Improve restrooms	4
Keep up maintenance	4

Comment	Number of times mentioned
<b>FACILITIES/MAINTENANCE (cont)</b>	
Cleaner restrooms	3
Easy way to see canyon floor without hiking	3
More signs keeping people on trails	3
Bigger roadway or more turnouts	3
Improve campgrounds	3
Current facilities adequate	3
Bigger parking spaces for RV's and busses only	2
More parking lots if necessary	2
Keep signage to minimum	2
Signs on scenic drive notifying drivers about pullouts	2
Restrooms at campgrounds	2
Railings on danger areas	2
Provide all possible safety measures	2
Provide vehicle access to canyon floor	2
Light parts of park at night	2
More detailed trail map	2
Other comments	12
<b>POLICIES</b>	
Use shuttle system	43
Mandatory shuttle to view park--cars park outside	10
Limit vehicles	9
Raise entrance or user fees	8
More publicity	7
Restrict motorhomes	6
Restrict bus traffic	6
Limit number of visitors	5
Don't use reservations	4
Reservation system	4
Enforce traffic regulations	3
Enforce resource protection regulations	3
Increase fees for foreigners	3
Offer one day entrance pass	3
Promote off-season visits	2
Stop horseback riding	2
Supervise people or children	2
Lower fees during off-season or slower periods	2
Should be able to reserve campsites	2
Combine first come, first served with shuttle	2
Biking or hiking access to all areas	2
Designated parking by vehicle type or visitor use	2
Don't restrict visitors or vehicles	2
Other comments	18

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Comment	Number of times mentioned
<b>RESOURCE MANAGEMENT</b>	
Keep park natural	9
Limit commercialization	7
Ensure protection of environment	7
Restrict hiking/horses to control damage or erosion	4
Canyon first, visitors second	4
Limit crowding	3
Congress needs to provide more funding	2
Keep development simple	2
Ban overflights	2
Deal with dead or dying trees	2
No development in park	2
Other comments	5
<b>CONCESSIONS</b>	
More food in park	12
More lodging in park	7
Expand or improve grocery store	5
More cabins in park	4
Affordable lodging	2
Affordable food prices	2
Entertainment at lodge	2
Don't expand lodging areas	2
Develop lodging and camping outside park	2
Maintain cabins and lodge	2
Other comments	7
<b>GENERAL IMPRESSIONS</b>	
Keep it as is	22
Enjoyed visit	6
Doing a good job	2
Nothing	2
Other comments	11

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**Comment  
summary**

Question 27 asked visitors if there was anything else they wanted to say about their visit. Sixty-one percent of visitor groups (260 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Bryce Canyon National Park are summarized below (see Table 13) and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

**Table 13: Additional comments**

N=428 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Friendly staff	4
Helpful staff	3
Good staff	3
Have more rangers available	2
Other comments	3
<b>INTERPRETIVE SERVICES</b>	
Have more information available	7
Have more foreign language information	3
Good visitor center	2
Other comments	2
<b>FACILITIES/MAINTENANCE</b>	
Park is clean	5
Enjoyed hiking	5
Good trail maintenance	4
Well-maintained	3
Viewpoints are good	3
Improve trail signs and markers	3
More picnic areas or tables	2
Improve campgrounds	2
Clean trash or recycling mess	2
Improve roads or parking	2
Improve road signs	2
Other comments	8

Comment	Number of times mentioned
<b>POLICIES</b>	
Restrict vehicle access	3
Have a one-day pass available	2
Restrict access by RV's and larger vehicles	2
Don't want to pay additional fees	2
Other comments	7
<b>RESOURCE MANAGEMENT</b>	
Park needs to be protected	13
Keep it natural	5
Park was crowded	4
Park wasn't crowded	3
People and pollution are taking a toll	3
Horses damage trails	2
More people and cars each time I visit	2
Other comments	8
<b>CONCESSIONS</b>	
Showers are too expensive	2
Restrict shopping in park	2
Staff should be more knowledgeable	2
Enjoyed trail ride	2
Liked quality/stock in stores	2
Have more food choices available	2
Other comments	5
<b>GENERAL IMPRESSIONS</b>	
Enjoyed visit	122
Beautiful	70
We'll be back	18
Thank-you	13
Wish we had more time	12
Better than Grand Canyon	7
Best or most beautiful of parks we visited on this trip	6
Most beautiful park in canyon country	4
Thanks for asking our opinions	3
Want to visit off-season	3
Keep up good work	2
Better services than Grand Canyon	2
Shame that people don't venture beyond parking areas	2
Don't have anything like this in Europe	2
U.S people can be proud of parks	2
Highlight of our trip	2
Other comments	15



## Bryce Canyon National Park Additional Analysis VSP Report 98

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

### Additional Analysis

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/ service/ facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Sources of information
- Hours spent in park
- Days spent in park
- Hours spent in area
- Days spent in area
- Visitor activities
- Sites visited
- Order of sites visited
- Did visitors hike?
- Type of hiking
- Group size
- With guided tour group
- Preferences for reducing congestion
- Size of tour group
- Group type
- State of residence
- Country of residence
- Visits past twelve months
- Visits past five years
- Ranger program attendance
- Preferences for program times
- Information service use
- Information service importance
- Information service quality
- Visitor facility use
- Visitor facility importance
- Visitor facility quality
- Park qualities that were a reason for visit
- Park quality importance
- Satisfaction with park qualities
- Age
- Income level
- Education level
- Fees paid
- Opinions of fee amount
- Willing to pay new fees
- Opinions about new fee amount
- Expenditures in area
- Did visitors feel crowded?
- Level of crowding by people
- Level of crowding by vehicles
- Time of day when crowded
- Did things detract from park qualities?
- Preferences for program length
- Overall quality rating

### Database

A database has been developed which contains all the VSP visitor study results from 1988 through the present. The database became operational in April, 1996. In order to use the database it will be necessary to have a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:Mail, e:mail or fax, and the same forms of media will be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those from studies held at NPS sites across the nation, with those within a specific region or type of NPS site, or with those that meet criteria that are of importance to you as a park manager, researcher or other interested party.

Phone/send requests to:

**Visitor Services Project, CPSU  
College of Forestry, Wildlife, and Range Sciences  
University of Idaho  
Moscow, Idaho 83844-1133**

**Phone: 208-885-2819  
FAX: 208-885-4261  
cc:Mail: VSP Database NP- -PNR  
e-mail: vspdatabase@uidaho.edu**

## QUESTIONNAIRE

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## Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted.

### 1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park

### 1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial
4. Mapping visitor populations: A pilot study at Yellowstone National Park

### 1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

### 1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

### 1987

10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

### 1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

### 1989

21. Everglades National Park
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

### 1990

28. Canyonlands National Park
29. White Sands National Monument
30. National Monuments
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

### 1991

38. Jean Lafitte National Historical Park
39. Joshua Tree National Monument
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

### 1992

45. Big Bend National Park
46. Frederick Douglass National Historic Site
47. Glen Echo Park
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park
53. Arlington House-The Robert E. Lee Memorial

### 1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve
  55. Santa Monica Mountains National Recreation Area
  56. Whitman Mission National Historic Site
  57. Sitka National Historical Park
  58. Indiana Dunes National Lakeshore (summer)
  59. Redwood National Park
  60. Channel Islands National Park
  61. Pecos National Historical Park
  62. Canyon de Chelly National Monument
  63. Bryce Canyon National Park
-

**NPS D-74**

**February 1998**



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# **Bryce Canyon National Park**

## **Visitor Study**

**Summer 1997**

### **Appendix**

Chris Wall

**Visitor Services Project  
Report 98**

February 1998

This volume contains a summary of visitors' comments for Questions 26 and 27.  
The summary is followed by visitors' unedited comments.

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Chris Wall is a VSP Research Associate based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff and volunteers of Bryce Canyon National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

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## Planning for the future

N=481 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Rangers at viewpoints or trailheads	3
More rangers available	3
<b>INTERPRETIVE SERVICES</b>	
More education about environmental protection	7
More ranger-led walks or talks	6
Emphasize hiking	6
More information	5
Foreign language information	4
Improve self-guided interpretation	4
Improve visitor center slide show	3
Audio tours	3
Improve visitor center exhibits	2
Ranger talks at viewpoints	2
Information about history of park and area	2
Ranger programs were very good	2
More information about geology	2
Expand visitor center	2
Hands-on activities	2
Improve trail information	2
Other comments	7
<b>FACILITIES/MAINTENANCE</b>	
Increase parking	12
Improve trail system	9
More restrooms	9
More water fountains	7
Showers in campgrounds	6
More campsites or new campground	6
Improve trail signs	4
Better directional signs	4
More picnic areas	4
Improve restrooms	4
Keep up maintenance	4
Cleaner restrooms	3
Easy way to see canyon floor without hiking	3
More signs keeping people on trails	3
Bigger roadway or more turnouts	3
Improve campgrounds	3
Current facilities adequate	3

---

Comment	Number of times mentioned
<b>FACILITIES/MAINTENANCE (cont)</b>	
Bigger parking spaces for RV's and busses only	2
More parking lots if necessary	2
Keep signage to minimum	2
Signs on scenic drive notifying drivers about pullouts	2
Restrooms at campgrounds	2
Railings on danger areas	2
Provide all possible safety measures	2
Provide vehicle access to canyon floor	2
Light parts of park at night	2
More detailed trail map	2
Other comments	12
<b>POLICIES</b>	
Use shuttle system	43
Mandatory shuttle to view park--cars park outside	10
Limit vehicles	9
Raise entrance or user fees	8
More publicity	7
Restrict motorhomes	6
Restrict bus traffic	6
Limit number of visitors	5
Don't use reservations	4
Reservation system	4
Enforce traffic regulations	3
Enforce resource protection regulations	3
Increase fees for foreigners	3
Offer one day entrance pass	3
Promote off-season visits	2
Stop horseback riding	2
Supervise people or children	2
Lower fees during off-season or slower periods	2
Should be able to reserve campsites	2
Combine first come, first served with shuttle	2
Biking or hiking access to all areas	2
Designated parking by vehicle type or visitor use	2
Don't restrict visitors or vehicles	2
Other comments	18

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Comment	Number of times mentioned
<b>RESOURCE MANAGEMENT</b>	
Keep park natural	9
Limit commercialization	7
Ensure protection of environment	7
Restrict hiking/horses to control damage or erosion	4
Canyon first, visitors second	4
Limit crowding	3
Congress needs to provide more funding	2
Keep development simple	2
Ban overflights	2
Deal with dead or dying trees	2
No development in park	2
Other comments	5
<b>CONCESSIONS</b>	
More food in park	12
More lodging in park	7
Expand or improve grocery store	5
More cabins in park	4
Affordable lodging	2
Affordable food prices	2
Entertainment at lodge	2
Don't expand lodging areas	2
Develop lodging and camping outside park	2
Maintain cabins and lodge	2
Other comments	7
<b>GENERAL IMPRESSIONS</b>	
Keep it as is	22
Enjoyed visit	6
Doing a good job	2
Nothing	2
Other comments	11

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### Additional comments

N=428 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Friendly staff	4
Helpful staff	3
Good staff	3
Have more rangers available	2
Other comments	3
<b>INTERPRETIVE SERVICES</b>	
Have more information available	7
Have more foreign language information	3
Good visitor center	2
Other comments	2
<b>FACILITIES/MAINTENANCE</b>	
Park is clean	5
Enjoyed hiking	5
Good trail maintenance	4
Well-maintained	3
Viewpoints are good	3
Improve trail signs and markers	3
More picnic areas or tables	2
Improve campgrounds	2
Clean trash or recycling mess	2
Improve roads or parking	2
Improve road signs	2
Other comments	8
<b>POLICIES</b>	
Restrict vehicle access	3
Have a one-day pass available	2
Restrict access by RV's and larger vehicles	2
Don't want to pay additional fees	2
Other comments	7
<b>RESOURCE MANAGEMENT</b>	
Park needs to be protected	13
Keep it natural	5
Park was crowded	4
Park wasn't crowded	3
People and pollution are taking a toll	3
Horses damage trails	2
More people and cars each time I visit	2
Other comments	8

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Comment	Number of times mentioned
<b>CONCESSIONS</b>	
Showers are too expensive	2
Restrict shopping in park	2
Staff should be more knowledgeable	2
Enjoyed trail ride	2
Liked quality/stock in stores	2
Have more food choices available	2
Other comments	5
<b>GENERAL IMPRESSIONS</b>	
Enjoyed visit	122
Beautiful	70
We'll be back	18
Thank-you	13
Wish we had more time	12
Better than Grand Canyon	7
Best or most beautiful of parks we visited on this trip	6
Most beautiful park in canyon country	4
Thanks for asking our opinions	3
Want to visit off-season	3
Keep up good work	2
Better services than Grand Canyon	2
Shame that people don't venture beyond parking areas	2
Don't have anything like this in Europe	2
U.S people can be proud of parks	2
Highlight of our trip	2
Other comments	15

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