

**Visitor Services Project  
Grand Canyon National Park—North Rim  
Report Summary**

- This report describes the results of a visitor study at Grand Canyon National Park (NP)—North Rim during June 22-28, 2003. A total of 600 questionnaires were distributed to visitors. Visitors returned 508 questionnaires for an 84.7% response rate.
- This report profiles Grand Canyon NP—North Rim visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-three percent of visitor groups were groups of two; another 34% were in groups of three or four people. Most visitor groups (75%) were family groups. Forty-six percent of visitors were aged 36-65 years and 23% were aged 15 or younger.
- Seven percent of all visitors were international, from Canada (20%), Germany (20%), Holland (11%) and 15 other countries. United States visitors were from California (15%), Arizona (8%), Utah (6%), 44 other states, Washington, D.C., and Puerto Rico.
- Most North Rim visitors (81%) were on their first visit to Grand Canyon NP during the past five years. Many visitors (67%) were also visiting for the first time in their lifetime. Most visitor groups (76%) stayed overnight away from home in the Grand Canyon area on this visit.
- Prior to this visit, visitor groups most often obtained information about Grand Canyon NP from maps/ brochures (57%), travel guides/tour books (54%) and word of mouth/friends/relatives (53%). Prior to a future visit, 76% of visitor groups said they would use the National Park Service website as their source of information, while 54% would use maps/brochures.
- For 66% of visitor groups, visiting Grand Canyon NP was the primary reason that brought them to the area. On this visit, most common activities were sightseeing/viewing canyon (99%), walking along rim (84%), and taking a scenic drive/driving tour (64%). The most important activity visitor groups identified was sightseeing/viewing canyon (85%). Fifty-five percent of visitor groups did not hike or backpack on this visit. The most used trail by those who hiked or backpacked was the North Kaibab Trail (43%), followed by the Transept Trail (33%).
- The most visited place was the North Rim Visitor Center (76%), followed by Grand Canyon Lodge (63%). The largest proportion of visitor groups went first to the North Rim Visitor Center (27%). Most visitor groups (73%) used a private vehicle to arrive at the park, while 27% used a rental vehicle.
- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question.

<b>Service/facility</b>	<b>Information service/facility</b>	<b>Visitor service/facility</b>	<b>Concession service/facility</b>
<b>Most used</b>	Park brochure map 93%, N=479	Restrooms, 94%, N=487 Roads, 94%, N=487	Gift shops, 80%, N=430
<b>Most important</b>	Park brochure map 84%, N=436	Trails, 95%, N=307	Lodging, 96%, N=98
<b>Best quality</b>	Assistance from visitor center staff, 91%, N=170 Assistance from bookstore staff, 91%, N=76	Roads, 90%, N=441 Trails, 90%, N=303	Camper store, 86%, N=88

- Most visitor groups (95%) rated the overall quality of visitor services at Grand Canyon NP— North Rim as "very good" or "good." One percent of visitor groups rated the overall quality as "poor" or "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or visit the following website: <<http://www.psu.uidaho.edu>>

