

Visitor Services Project Grand Canyon National Park—South Rim Report Summary

- This report describes the results of a visitor study at Grand Canyon National Park (NP)—South Rim during June 22-28, 2003. A total of 1,000 questionnaires were distributed to visitor groups. Visitor groups returned 735 questionnaires for a 73.5% response rate.
- This report profiles Grand Canyon NP—South Rim visitor groups. A separate appendix contains visitor groups' unedited comments about their visit. This report and the appendix include summaries of those comments.
- Thirty-six percent of visitor groups were groups of two; another 35% were in groups of three or four people. Most visitor groups (75%) were family groups. Forty-five percent of visitors were aged 36-60 years and 26% were aged 15 or younger.
- Nine percent of all visitors were international, from England (31%) and 27 other countries. United States visitors were from California (14%), Arizona (8%), Texas (8%), Florida (6%), and 45 other states, Washington, D.C., Puerto Rico, and Guam.
- Most South Rim visitors (84%) 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 travel guides/tour books (50%). Prior to a future visit, 69% of visitor groups said they would use the National Park Service website as their source of information.
- For 73% 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/scenic drive (90%), taking a self-guided rim walk (68%), and shopping (50%). The most important activity for 50% of the visitor groups was sightseeing/taking a scenic drive.
- Over one-third of visitor groups (34%) hiked or backpacked on this visit. The most used trail was the Rim Trail (69%), followed by the Bright Angel Trail (49%).
- The most visited place was Mather Point/Canyon View Visitor Center (72%), followed by Yavapai Point (62%). Most visitor groups (78%) first entered Grand Canyon at the South entrance (Tusayan). Most visitor groups (61%) used a private vehicle to arrive at the park, while 38% 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.

Service/facility	Information service/facility	Visitor service/facility	Concession service/facility
Most used	Park brochure map, 95%, N=686	Park directional signs, 95%, N=692	Gift shops, 86%, N=567
Most important	Self-guiding trail signs/brochures, 83%, N=346	Developed campground, 95%, N=49	Lodging, 90%, N=108
Best quality	Assistance from visitor center staff, 92%, N=191	Trails, 90%, N=321	Market (general store), 86%, N=242

- Most visitor groups (92%) rated the overall quality of visitor services at Grand Canyon NP as "very good" or "good." Less than 3% 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 web site: <http://www.psu.uidaho.edu>