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.

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

• 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