

**Visitor Services Project  
Zion National Park  
Report Summary**

- This report describes the results of two visitor studies at Zion National Park. 978 questionnaires were distributed during the summer study, August 2-8, 2006. Of those, 626 questionnaires were returned, resulting in a 64.0% response rate. A total of 584 questionnaires were distributed to visitor groups during the fall survey, November 1-7, 2006. Of those, 437 questionnaires were returned, resulting in a 74.8% response rate. The combined response rate for both studies was 68.1%.
  - This report profiles a systematic random sample of Zion National Park visitors during these two survey periods. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
  - 49% of summer and 69% of fall visitor groups consisted of 2 or 3 people, 48% (summer) and 20% (fall) were in groups of four or more. 74% of summer visitor groups and 60% of fall visitor groups were family groups.
  - 49% of summer visitors and 59% of fall visitors were ages 36-65 years. 24% of summer visitors and 6% of fall visitors were ages 15 years or younger. 5% of summer respondents and 1% of fall respondents were of Hispanic/Latino ethnicity. 74% of summer visitors and 60% of fall visitors had not visited the park prior to 2000. Seventy-nine percent of summer visitors and 62% of fall visitors visited the park for the first time since 2000.
  - United States visitors during the summer survey were from 44 states and Washington, D.C. In fall survey, visitors were from 43 states and Washington, D.C. States that had the highest proportions were California (26% summer, 15% fall), Utah (14% summer, 30% fall), and Nevada (7% in both summer and fall surveys). International visitors, during the summer survey were from 24 countries and comprised 25% of summer visitation. During the fall survey, international visitors were from 22 countries and comprised 14% of fall visitation.
  - Prior to this visit, visitor groups most often obtained information about Zion National Park through friends/relatives/word of mouth (52% summer, 56% fall), and travel guides/tour books/ publications (52% summer, 39% fall). The most preferred source of information for a future visit is the park website (73% summer, 66% fall).
  - 65% of summer visitor groups and 64% of fall visitor groups stated that Zion National Park was the primary reason for visiting the area (within a 1-hour drive of the park). Zion National Park was the primary destination in travel plans of 17% summer visitor groups and 32% fall visitor groups.
  - Of the visitor groups who spent less than 24 hours visiting Zion National Park, 28% of summer visitors and 37% of fall visitors spent up to two hours. 48% of summer visitor groups and 38% of fall visitor groups spent five hours or more.
  - The most common sites visited in the park included Zion Canyon Scenic Drive (75% summer, 81% fall), trails from/in Zion Canyon (70% summer, 68% fall), and Zion Canyon Visitor Center (78% summer, 58% fall).
  - The most common activities in the park included sightseeing/scenic drive (92% summer, 93% fall), hiking under 2 hours (64% summer, 58% fall), shopping in gift shops/bookstores inside park (49% summer, 40% fall). The primary reason for visiting Zion National Park was sightseeing/ scenic drive (54% summer, 51% fall).
-

- 73% of summer visitor groups and 63% of fall visitor groups stayed overnight away from home in the Zion National Park area (within a 1-hour drive of the park). The most common types of lodging used inside the park were developed campgrounds/RV trailer park (64% summer, 41% fall) and lodges, hotels, cabins, etc. (31% summer, 49% fall). The most common type of lodging used outside the park in the area within a 1-hour drive of the park was lodges, hotels, motels, cabins, B&B, etc. (81% summer, 74% fall).
- Regarding use, importance, and quality of information or visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used information services/facilities by 605 summer visitor groups and 382 fall visitor groups included park brochure/map (90% summer, 86% fall), park newspaper (62% summer, 52% fall), and Zion Canyon Visitor Center exhibits (54% summer, 43% fall). The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included park brochure/map (82% summer, 74% fall) and assistance from visitor center staff (79% summer, 75% fall). The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings included park brochure/map (92% summer, 88% fall), assistance from entrance station staff (89% summer, 90% fall).
- The most used visitor services/facilities by 606 summer visitor groups and 405 fall visitor groups included the restrooms (88% summer, 84% fall) and trails (75% summer, 71% fall). The services/ facilities that received the highest combined proportions of “extremely important” and “very important” ratings included trails (95% summer, 95% fall) and restrooms (94% summer, 91% fall). The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings included trails (94% summer, 93% fall) and scenic pullouts/overlooks (92% summer, 89% fall).
- Expenditures for hotels, motels, cabins, B&B, etc. comprised the largest proportion of total expenditures inside the park and in the area within a 1-hour drive of the park (38% summer, 36% fall). The average visitor group expenditures were \$530 per summer visitor group and \$364 per fall visitor group. The median visitor group expenditures (50% of groups spent more and 50% of groups spent less) were \$259 for the summer and \$195 in the fall. The per capita expenditures were \$152 per summer visitor and \$163 per fall visitor.
- Most visitor groups (95% summer, 94% fall) rated the overall quality of services, facilities, and recreational opportunities at Zion National Park as “very good” or “good.” Less than 1% of visitor groups rated the overall quality as “very poor” or “poor” during both seasons.

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