

**Visitor Services Project
Rainbow Bridge National Monument
Report Summary**

- This report describes the results of a visitor study at Rainbow Bridge National Monument (NM) during July 18 - August 24, 2007. A total of 370 questionnaires were distributed to visitor groups. Of those, 258 questionnaires were returned resulting in a 68.8% response rate.
- This report profiles a systematic random sample of Rainbow Bridge NM. 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.
- Visitors to Rainbow Bridge NM were in large groups with an average group size of eight people, with a mode (most common) of six people. Fifty-one percent of visitor groups were with family and friends and 35% were family groups. Five percent of visitors were a part of a commercial guided tour group.
- Forty percent of visitors were aged 36-55 years, 21% were 15 years or younger, and 3% were 66 years or older. Fifty percent of visitors visited the monument for the first time in their life, while 30% had visited two to five times. Five percent of visitors were of Hispanic or Latino ethnicity and 2% were Indian American or Alaskan Native.
- United States visitors were from California (34%), Utah (21%), 10 other states, and Washington, D.C. International visitors, comprising 4% of the total visitation, came from eight countries.
- Sixty-seven percent of visitor groups were aware that Rainbow Bridge NM is managed by the NPS. However, only 20% were aware that Rainbow Bridge NM is a separate NPS unit from Glen Canyon NRA and 13% were aware of the different management goals/rules for the two parks.
- Prior to this visit, visitor groups most often obtained information about the monument through friends/relatives/word of mouth (65%), previous visits (58%), and maps/brochures (47%). The most preferred information source to use for a future visit was the monument website (49%).
- The most common activities visitor groups participated in were viewing Rainbow Bridge (97%) and viewing scenery/landscape (90%). The activity that was the most important reason for visiting the monument was viewing Rainbow Bridge (85%).
- The most common form of transportation visitor groups used to arrive at the monument was a personal motorboat/houseboat (78%). Most visitor groups (69%) arrived at the monument between 10am and 2pm.
- Fifty-two percent of visitor groups spent up to one hour visiting the monument; 45% spent two hours. The average length of visit was 1.4 hours.
- The most common topics that visitor groups learned about during this visit to Rainbow Bridge NM were history of Rainbow Bridge (82%), Native American history/culture (59%), and spiritual significance of Rainbow Bridge to five Native American nations (55%).
- Regarding use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities included restrooms (87%), boat docks (84%), and ranger at the Bridge (71%). The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included boat docks (95%, N=198) and restrooms (92%, N=200). The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were assistance from park staff (95%, N=127), boat docks (92%, N=195), and ranger at the Bridge (91%, N=164).
- Most visitor groups (90%) rated the overall quality of services, facilities, and recreational opportunities at Rainbow Bridge NM as “very good” or “good.” No visitor groups rated the overall quality as “very poor” or “poor.”

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>.