

## Executive Summary

- This report describes the results of a visitor study at Black Canyon of the Gunnison National Park (NP) during June 26 - July 2, 2010. A total of 667 questionnaires were distributed to visitor groups. Of those, 459 questionnaires were returned resulting in a 68.8% response rate.
- This report profiles a systematic random sample of Black Canyon of the Gunnison NP visitors. Most results are presented in graphs and frequency tables.
- Fifty-one percent of visitor groups were in groups of two and 29% were in groups of three or four. Seventy-one percent of visitor groups were in family groups.
- United States visitors comprised 95% of total visitation during the survey period, with 33% from Colorado and smaller proportions from 45 other states. International visitors were from 18 countries and comprised 5% of the visitation, with 17% from Belgium, 16% from Germany, and 13% from Switzerland.
- Seventy-one percent of visitors were visiting the park for the first time in their lifetime and 18% visited less than once per year.
- Forty-five percent of visitors were ages 46 - 65 years, 15% were ages 15 years or younger, and 13% were ages 66 or older. Thirty-seven percent of respondents had a bachelor's degree.
- Most visitor groups (84%) obtained information about the park prior to their visit, of which most obtained information about the park through friends/relatives/word of mouth (41%) and the Black Canyon of the Gunnison NP website (41%). Ninety-two percent received the information they needed. To obtain information for a future visit, 77% of visitor groups would use the park website.
- For 51% of non-resident visitor groups, the primary reason for visiting the park area (within 20 miles) was to visit Black Canyon of the Gunnison NP. The average length of stay in the park area was 57 hours, or 2.4 days and the average length of stay in the park was 16 hours, or 0.7 days.
- Gunnison Point was visited by 74% of visitor groups. The most common activity was general sightseeing (87%); the most important activity was also general sightseeing (44%).
- Fifty-six percent of visitor groups walked/hiked trails during their visit and 39% were interested in additional trails.
- When asked about safety, most visitor groups felt "very safe" in parking areas (90%), on trails (90%), on roads (77%), and at overlooks (73%).
- The visitor services and facilities most commonly used by visitor groups were the restrooms (81%), park brochure/map (78%) and visitor center (69%).
- Most visitor groups (90%) rated the overall quality of facilities, services, and recreational opportunities at Black Canyon of the Gunnison NP as "very good" or "good." One percent of 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>.