

Executive Summary

This visitor study report profiles a systematic random sample of Dinosaur National Monument visitors during July 12-18, 2013. A total of 499 questionnaires were distributed to visitor groups. Of those, 337 questionnaires were returned, resulting in a 67.5% response rate.

Group size and type	Forty-three percent of visitor groups consisted of one or two people and 38% were in groups of three or four. Eighty percent of visitor groups consisted of family groups and 8% were with friends. Six percent were with a commercial guided tour/rafting group and 8% were part of a family reunion.
State or country of residence	United States visitors were from 45 states and comprised 91% of total visitation during the survey period, with 19% from Colorado and 15% from Utah. Three percent of visitor groups were residents of the area (within a 60-mile radius). International visitors were from 13 countries and comprised 9% of total visitation during the survey period with 22% from Switzerland and 15% from Canada.
Frequency of visits	Eighty percent of visitors were visiting the park for the first time, while 17% visit once a year or less.
Age	Thirty-two percent of visitors were ages 51-70 years old, 28% were ages 15 years or younger, 23% were 36-50 years old, and 13% were 16-30 years old.
Physical conditions	Three percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Information sources	Most visitor groups (85%) obtained information about the park prior to their visit most often through the park website (62%), friends/relatives/word of mouth (42%), and maps/brochures (38%). Most visitor groups (93%) received the information they needed. Eighty-two percent of visitor groups prefer to use the park website to obtain information for a future visit and 40% prefer to use maps/brochures.
Mapping devices used to locate the park	Ninety-one percent of visitor groups used mapping devices to locate the park. Sixty-nine percent of visitor groups used printed maps/brochures and 45% used GPS devices.
Park as destination	During the on-site interview, 72% of visitor groups said the park was one of several destinations, while 15% said the park was their primary destination. For 60% of visitor groups, visiting the park was the primary reason non-resident group members visited the area
Primary reason for visiting the park	The most common primary reasons for visiting the park were to view dinosaur fossils (87%), visit a unit of the National Park Service (30%), and recreation (29%).
Services used in nearby communities	Ninety-five percent of visitor groups were able to obtain needed support services. The nearby communities visitor groups most often obtained support services were Jensen/Vernal, UT (83%), Dinosaur, CO (26%), and Craig/Rangely, CO (20%). The services most often obtained were gas (80%) and food (79%) in Jensen/Vernal, UT.

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Transportation	Sixty-one percent of non-resident visitor groups used a car to travel most of the distance from their home to the park area (within a 60-mile radius), 16% traveled by airplane, and 13% traveled by SUV/truck/van. Eighty-five percent of visitor groups used one vehicle to arrive at the park, while 7% used two vehicles.
Adequacy of directional signs	Ninety-one percent of visitor groups felt the directional signs in the park were adequate and 90% felt the highway signs directing them to the park were adequate.
Number of entries into the park	Seventy-one percent of visitor groups entered the park once on this visit, while 22% entered twice.
Overnight stays	Seventy-three percent of visitor groups stayed overnight inside the park or in the area (within a 60-mile radius). The most common reasons for not staying overnight in the park or area were visitors did not intend to stay overnight/it was an unplanned visit (64%) and visitors had lodging reservations elsewhere (48%).
Number of nights spent in the park and area	Of the visitor groups that stayed overnight in the park, 52% stayed one night and 36% stayed two or three nights. Of the visitor groups that stayed overnight in the area, 56% stayed one night and 37% stayed two or three nights.
Accommodations used in the park and area	Of the visitor groups that stayed overnight in the park, the most common accommodations used were tent camping in a developed campground (71%) and RV/trailer camping in a developed campground (24%). Of the visitor groups that stayed overnight in the area, the most common accommodations used were lodge, motel, rented condo/home, cabin, and bed and breakfast (73%) and RV/trailer camping in a developed campground (11%).
Length of visit	Of the visitor groups that spent less than 24 hours in the park. The average length of stay was 3.9 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 2.7 days. The average length of stay for all visitor groups was 16 hours, or 1 day.
National park sites visited before arriving at the park	Sixty-three percent of visitor groups visited other national park sites before arriving at the park. Of those visitor groups that visited other national park sites, the most common sites visited were Yellowstone/Grand Teton NPs (37%), Arches/Canyonlands NPs (29%), and Rocky Mountain NP (27%).
National park sites to visit after leaving the park	Seventy-one percent of visitor groups planned to visit other national park sites after leaving the park. Of those visitor groups that planned to visit other national park sites, the most common sites to visit were Yellowstone/ Grand Teton NPs (44%), Arches/Canyonlands NPs (22%), and Rocky Mountain NP (21%).
Sites visited in the park	The most common sites visited in the park were Quarry Visitor Center (95%) and Quarry Exhibit Hall (90%).
Activities on this visit	The most common activities were visiting quarry/viewing dinosaur exhibits (91%) and viewing visitor center exhibits (86%). The activity that was the primary reason for visiting the park was visiting quarry/viewing dinosaur exhibits (81%)

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Activities on a future visit	The most common activities in which to participate on a future visit were visiting quarry/viewing dinosaur exhibits (85%) and viewing petroglyphs (76%).
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were Visitor center - overall (85%) and visitor center exhibits (82%).
Protecting park resources and attributes	The highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included fossils (96%), petroglyphs and historic sites (93%), and clean air (91%).
Elements affecting visitor experience	The most common elements that added to visitor groups’ experience were ranger-guided programs (89%), ranger presence (85%), and signs (81%). The element that detracted most from visitor groups’ experience was visitors demonstrating poor resource stewardship (41%).
Expenditures	The average visitor group expenditure (inside and outside the park within a 60-miles radius) was \$282. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$190. The average total expenditure per person (per capita) was \$99.
Topics to learn on a future visit	Ninety-seven percent of visitor groups were interested in learning about selected topics on a future visit. Of those visitor groups interested in learning about selected topics, the most common topics included paleontology (82%) and geology (75%).
Methods of learning about the park on a future visit	Ninety-six percent of visitor groups were interested in learning about the park through self-guided tour using printed materials (69%), indoor exhibits (66%), and trailside exhibits (66%).
Items available for purchase at the visitor center bookstore on a future visit	The most common items visitor groups would like to have available for purchase on a future visit were convenience items (43%) and additional publications (41%).
Overall quality	Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Dinosaur National Monument as “very good” or “good.” One percent of groups rated the overall quality as “very poor.” No visitor groups rated the overall quality as “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.