

# Visitor Services Project

## Canyonlands National Park

### Report Summary

- This report describes the results of a study of visitors to Canyonlands National Park during May 10-16, 1990. Four hundred and fifty-five questionnaires were distributed and 399 returned, an 88% response rate.
- This report profiles Canyonlands visitors. A separate Appendix has their comments about the park and their visit. A summary of these comments is included in this report and the Appendix.
- Visitors arrived commonly in families (53%); often in groups of two (59%). Thirty-six percent of visitors were 26-40 years old and 29% were over 55 years of age. Most (65%) were on their first Canyonlands visit.
- Foreign visitors comprised 11% of the total visitation and commonly came from Germany, Canada, and Switzerland. Americans came from Colorado (29%), California (15%), Utah (11%) and other states.
- Of the visitors spending less than one day in the park, 43% of the visitors spent four to six hours. Of the visitors who spent one day or more, 61% visited for two to three days. Most visitors viewed scenery (99%) and hiked less than four hours (65%).
- Most visitors were aware of commercial tours in the park prior to their visit (71%). Nine percent of the visitors took commercial tours. They most often relied on travel/tour books (41%) to find out about the tours.
- Of those visitors reporting expenditures on the day(s) they visited Canyonlands, the average visitor group spent \$114.00 in the Moab/Monticello area; the average per capita expenditure was \$46.00. Most visitors spent up to \$100.00 (65%). Visitors spent the greater proportion of their money for food (32%), rather than lodging, travel or other expenses.
- The most important features to visitors during their Canyonlands' visit were scenic views, clean air, wilderness, and solitude. Commercial tours were the least important. Several educational topics--geology, archeology, and history were considered to be of about equal importance to visitors; biology was rated as somewhat less important.
- According to visitors, the most useful interpretive services were the park map/brochure, highway directional signs, visitor centers, and self-guided trail brochures. The least useful were evening campfire programs and ranger-led walks or tours.

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