Visitor Services Project
Zion National Park

Report Summary

• This report describes the results of a visitor study at Zion National Park during July 12-18, 1992. A total of 647 questionnaires were distributed and 528 returned, an 82% response rate.

• This report profiles Zion visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.

• Visitors were often in families (67%). They came in groups of two (43%) or four (22%). Thirty-two percent of visitors were 36-50 years old; 22% were aged 15 or younger. Most (69%) were first-time visitors to Zion.

• Visitors from foreign countries comprised 21% of the respondents, with 38% of the international visitors from Germany. United States visitors came from California (24%) and Utah (13%), with smaller proportions from many other states and territories.

• Most visitors (66%) spent less than one day at Zion. One-third of the visitors (33%) stayed one to four days. Most visitors photographed and/or painted/drew, stopped at scenic pullouts and hiked less than two hours. Prior to visiting, the most often-used sources of park information were friends and relatives and travel guides/tour books.

• Zion Canyon Visitor Center was the most visited park site (64%). One-third of the visitors (33%) stopped first at Zion Canyon Visitor Center and 20% at Checkerboard Mesa.

• Most visitors did not visit Kolob Canyons (80%). Visitors' most common activities at Kolob Canyons were driving the scenic road, visiting the visitor center and using the restrooms. Most visitors (75%) who visited Kolob Canyons also visited Zion Canyon. Most (92%) visitors' Kolob Canyons visit did not influence their decision to visit the main canyon.

• In the park, the average visitor group expenditure was $42 for this visit; the average per capita expenditure was $14. Outside the park (within a one hour drive), the average visitor group expenditure for this visit was $106; the average per capita expenditure was $37.

• The most used visitor services were the park map/brochure (83%), highway directional signs (63%), park newspaper (52%), and visitor center exhibits (50%).

• Most visitors (60%) said they did not feel crowded during their Zion visit. Fifty percent said they felt the park was moderately to extremely crowded in the number of vehicles, and 36% said the park was moderately to extremely crowded in the number of people.

• Visitors made many additional comments.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844-1133 or call (208) 885-7129.