

# 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.

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