

Visitor Services Project Canyon de Chelly National Monument

Report Summary

- This report describes the results of a visitor study at Canyon de Chelly National Monument during August 17-23, 1993. A total of 525 questionnaires were distributed and 428 returned, an 82% response rate.
- This report profiles Canyon de Chelly visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (57%). Groups often consisted of two people (49%). Visitor ages were varied: 41% of visitors were 36-55 years old; 17% were 21-30 years old; 16% were 15 years or younger. Most (86%) were first-time visitors to the park. International visitors comprised 32% of all visitors. Twenty-seven percent of international visitors came from France and 23% from Germany. United States visitors came from California (23%) and Arizona (19%) and many other states.
- Common activities for visitors were stopping at scenic overlooks (95%), photography (81%), viewing archeological sites (67%), shopping for Navajo arts and crafts (51%), hiking the White House Trail (46%) and experiencing Navajo culture (33%).
- The most visited sites were the White House Overlook (91%), Tsegi Overlook (77%), Sliding House Overlook (64%) and Spider Rock Overlook (51%). Most visitors also went first to Tsegi Overlook (37%) or to Cottonwood Campground (25%). Most visitors stayed less than one day in the Canyon de Chelly area (62%); 23% stayed 2 days.
- Prior to visiting, the most often used sources of information about the park were travel guide/tour books (59%). Visitors identified their reasons for visiting the park as enjoying the scenic beauty, viewing archeological/cultural site and learning about Indian culture.
- The most used interpretive services were visitor center exhibits and park brochure/map. The least used service was private guides. The most important services were the self-guided trails/rim drives (92%), private guides (89%) and park brochure/map (88%). The best quality services were visitor center sales publications (87%) and visitor center personnel (85%). The poorest quality service was bulletin boards (12%).
 - The most used visitor service/facility was restrooms. The least used service was emergency services. The most important services/facilities were the campground/picnic areas (93%), backcountry trails (92%) and Thunderbird truck tours (92%). The best quality services/facilities were backcountry trails (87%), Thunderbird Lodge (86%) and Thunderbird truck tours (85%). The poorest quality service was restrooms (21%).
- Visitors reported their expenditures in and outside the park during their park visit. In the park, the average visitor group expenditure was \$92. The average per capita expenditure was \$36. Outside the park (within a one hour drive of Chinle), the average visitor group expenditure was \$88. The average per capita expenditure was \$30.
- Most visitors think access to the canyon which is owned by the Navajo tribe, should be limited (86%). Indian culture is the topic visitors would most like to learn about on a future visit (84%).
- Visitors made many additional comments.

For more information about the Visitor Services Project, please contact
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