
Visitor Services Project
Bryce Canyon National Park
Report Summary

- This report summary presents only a portion of the results from the Bryce Canyon National Park visitor study. In order to understand the process and limitations of the study and properly use the study results, it is necessary to read the complete study report.
- This report describes the results of a visitor study at Bryce Canyon National Park during July 15-21, 1997. A total of 530 questionnaires were distributed to visitors. Visitors returned 427 questionnaires for an 81% response rate.
- This report profiles Bryce Canyon National Park visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Seventy-four percent of the visitor groups were family groups. Forty-two percent of visitor groups were groups of two. Thirty-three percent of visitors were aged 36-50.
- Eighty-nine percent of visitors were making their first visits to Bryce Canyon National Park in the past five years. Fifty-nine percent of the visitor groups spent less than a day *outside the park but in the park area* and 30% spent one or two days. Seventy percent of visitor groups spent less than a day *inside the park* while 24% spent one or two days.
- International visitors (42% of total visitation) were from Germany (19%), Holland (18%) and Switzerland (15%). United States visitors were from California (23%), Utah (10%), Arizona (6%), Pennsylvania (5%), 37 other states and Puerto Rico.
- On this visit, the most common activities were auto touring with only short walks to viewpoints (80%), visiting the visitor center (75%) and hiking (53%).
- Travel guide or tour book (59%), friends or relatives (52%), and maps (38%) were the most used sources of information by visitor groups.
- The most commonly visited sites on this visit were Sunset Point (83%) and Sunrise Point (76%). The site that was most commonly stopped at first was the park entrance sign (54%).
- In regard to the use, importance and quality of information services, it is important to note the number of visitor groups that responded to each question. The services that were most used by 411 respondents were the park brochure/map (98%) and park newspaper (51%). According to visitors, the most important service was the park brochure/map (93% of 394 respondents). The highest quality services were the park brochure/map (90% of 384 respondents) and visitor center staff (87% of 187 respondents).
- In regard to the use, importance and quality of facilities, it is important to note the number of visitor groups that responded to each question. The facilities that were most used by 413 respondents were park road directional signs (92%) and parking areas (88%). According to visitors, the most important facilities were recycling (97% of 57 respondents) and lodging other than camping (96% of 48 respondents). The highest quality facilities were trails (93% of 262 respondents) and park road directional signs (89% of 365 respondents).
- The average *visitor group* expenditure in the park and surrounding area on this visit was \$193; the average *per capita* expenditure was \$59. Thirty-nine percent of total expenditures was for lodging while 30% was for food.
- Thirty-four percent of visitor groups felt crowded by people or vehicles during this visit. Seventy-six percent of those who felt crowded reported that they felt crowded during the afternoon.
- Ninety-six percent of visitor groups rated the overall quality of visitor services at Bryce Canyon National Park as "very good" or "good." None of the groups rated services as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the
University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.
