



**Social Science Program
National Park Service
U.S. Department of the Interior**

Visitor Services Project



Arches National Park Visitor Study

**Summer 2003
Report 150**



Park Studies Unit



**Social Science Program
National Park Service
U.S. Department of the Interior**

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Arches National Park

Visitor Study Spring 2003

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Visitor Services Project Report 150

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**Visitor Services Project
Arches National Park
Report Summary**

- This report describes the results of a visitor study at Arches National Park (NB) during August 10-16, 2003. A total of 600 questionnaires were distributed to visitors. Visitors returned 471 questionnaires for a 78.5% response rate.
- This report profiles Arches NP visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-five percent of visitor groups were groups of two and 32% were groups of three or four. Sixty-seven percent of the visitor groups were family groups. Fifty-four percent of visitors were aged 26-55 years and 18% were aged 15 or younger.
- International visitors, comprising 36% of the total visitation, were from Germany (28%), France (22%), Italy (16%), and 21 other countries. United States visitors were from California (16%), Colorado (9%), Utah (8%), Illinois (7%), 39 other states, and Washington, D.C.
- Most visitors (77%) reported that this was their first visit to Arches NP. On the day they received the questionnaire, 50% of visitor groups spent two to four hours at the park, while 46% spent five or more hours. Thirty-four percent of groups visited on more than one day, with 77% staying two days.
- Seventy-six percent of visitor groups' primary reason for traveling to the Moab, Utah area was to visit Arches NP. Seventeen percent of groups' primary reason was to visit other attractions in the area.
- On this visit, most common activities while visiting the Moab area were taking a scenic drive (66%), dining (60%), and shopping (40%).
- At Arches NP, the most common activities were taking a scenic drive/sightseeing (94%) and walking/hiking (86%).
- The most common walking/hiking destinations in the park included The Windows (62%), Delicate Arch (60%), Balanced Rock (57%), Delicate Arch Viewpoint (54%), and Landscape Arch (51%).
- Prior to this visit, visitors most often obtained information about Arches NP through travel guides/tour books (53%), friends/relatives/word of mouth (39%), and internet-NPS or Arches NP web site (30%). Eleven percent of the visitors received no information before their visit. Most groups 92% received the information they needed about the park.
- Sixty-six percent of groups learned about cryptobiotic crust on their current visit to the Arches NP. Visitor groups reported learning about the crust from trail exhibits (60%), park brochures (53%), and visitor center exhibits (43%).
- Fifty-three percent of groups were aware that most of the fees collected in Arches NP were used in the park but were uncertain of the details. When asked how they would like fees used in the park, 56% of groups would like these fees used for backlogged maintenance/ infrastructure improvements and 55% reported using them for natural/cultural resource management.
- Most visitor groups (94%) rated the overall quality of visitor services at Arches NP as "very good" or "good." No groups rated the overall quality as "very poor."

<p>For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or visit the following website: http://www.psu.uidaho.edu</p>
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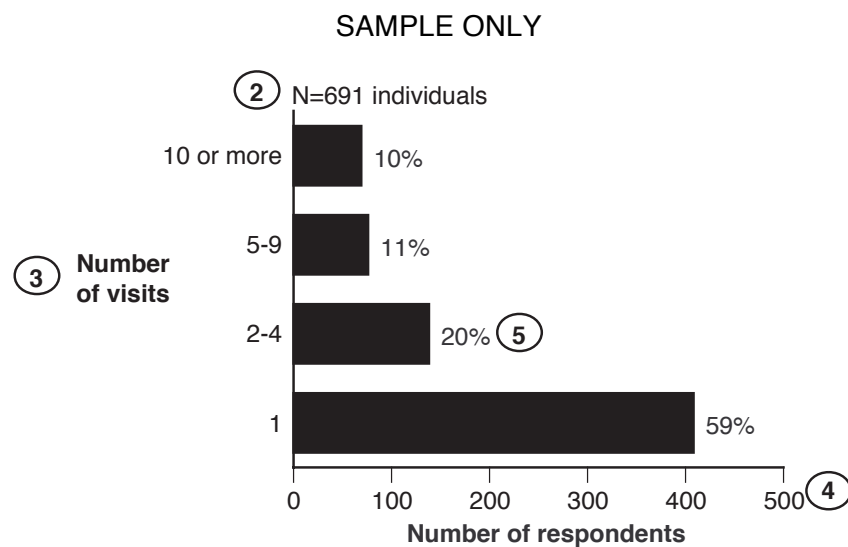
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INTRODUCTION

This report describes the results of a study of visitors at Arches National Park, also referred to as "Arches NP." This visitor study was conducted from August 10-16, 2003 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① **Figure 4: Number of visits**

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of visitors responding and a description of the chart's information. Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (1999). The Arches NP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks; others were customized for Arches NP.

Interviews were conducted, and 600 questionnaires were distributed to a sample of visitor groups who arrived at Arches NP during the period from August 10-16, 2003. Visitors were sampled along the park road between the visitor center and the La Sal Mountains viewpoint.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes was used to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then asked for their names, addresses and telephone numbers in order to mail them a reminder-thank you postcard. Visitor groups were given a questionnaire and asked to complete it during or after their visit and then return it by mail. The questionnaires were pre-addressed and postage paid.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency Distribution and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Sampling size, missing data and reporting items

This study collected information on visitor groups and individuals. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 459 visitor groups, Figure 4 presents data for 1,410 individuals. A note above each graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Arches NP visitors returned 471 questionnaires, Figure 1 shows data for only 459 respondents.

Questions answered incorrectly due to carelessness, misunderstood directions, and so forth, turn up in the data as reporting errors. These create small inconsistencies in the data.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns to the park during the study period, August 10-16, 2003. The results do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

Special conditions

Weather conditions during the visitor study were typical for Arches National Park during the late summer months. The weather was dry and hot. Temperatures ranged from 90-100 degrees Fahrenheit with the occasional rainstorm in the afternoon. Mornings and late afternoons offered the most hospitable temperatures for visiting.

Visitors contacted

At Arches NP, 638 visitor groups were contacted and 600 of these groups (94%) accepted questionnaires. Questionnaires were completed and returned by 471 visitor groups, resulting in a 78.5% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	597	42.4	459	43.5
Group size	600	3.0	459	3.3

Demographics

Figure 1 shows visitor group sizes, which ranged from 1-46 people. Forty-five percent of visitor groups consisted of two people, while another 32% consisted of three or four people. Eight percent were alone.

Sixty-seven percent of visitor groups were made up of family members and 14% were with friends (see Figure 2). Most visitor groups (98%) were not with a guided group on their visit to Arches NP (see Figure 3). Visitor gender comprised of 51% male and 49% female, as shown in Figure 4. "Other" group types included scouts, significant others, team, and mission group. Fifty-four percent of the visitors were ages 26-55 years, and 18% were 15 years or younger (see Figure 5).

Six percent of visitors were with a group member who had disabilities/ impairments that limited their ability to visit Arches NP (see Figure 6). The most common disabilities/impairments included mobility (78%) and hearing (15%), as shown in Figure 7 with "caution." Thirty-three percent of disabled visitors encountered access problems on this visit to the park (see Figure 8 with "caution"). The problems included being unable to walk and the long distance to some sites.

Demographics (continued)

Visitor groups were asked how many times each member in the group had visited Arches NP in their lifetime. Seventy-seven percent of visitors reported that this was their first visit to Arches NP (see Figure 9).

English was the language most preferred by the majority (72%) of visitor groups (see Table 2). German (7%), French (6%), and Italian (6%) were other preferred languages that were commonly mentioned. International visitors to Arches NP comprised 36% of the total visitation. The countries most often represented were Germany (28%), France (22%), and Italy (16%), as shown in Table 3. The largest proportions of United States visitors were from California (16%), Colorado (9%), Utah (8%), and Illinois (7%). Smaller proportions of U.S. visitors came from another 39 states and Washington D.C. (see Map 1 and Table 4).

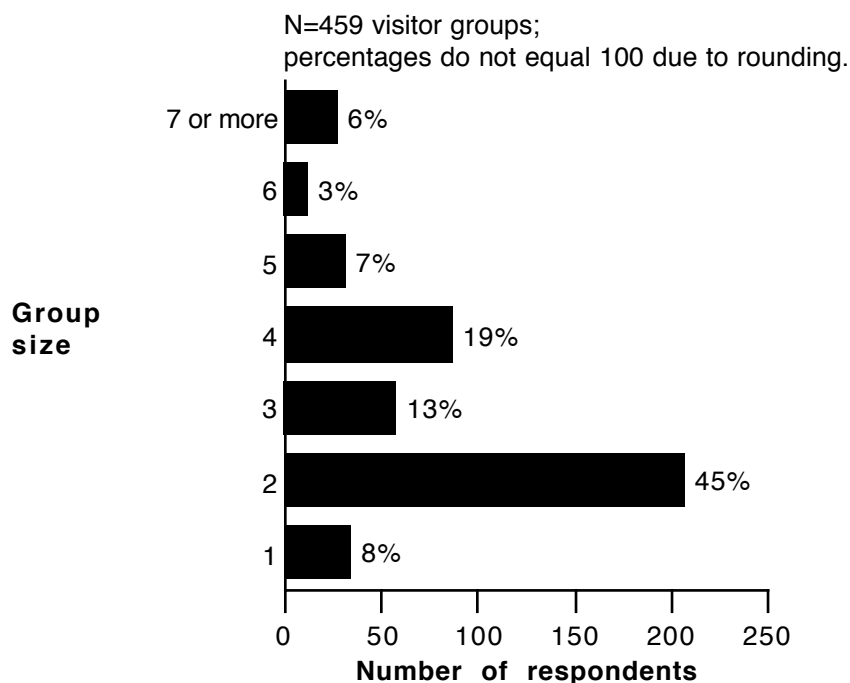
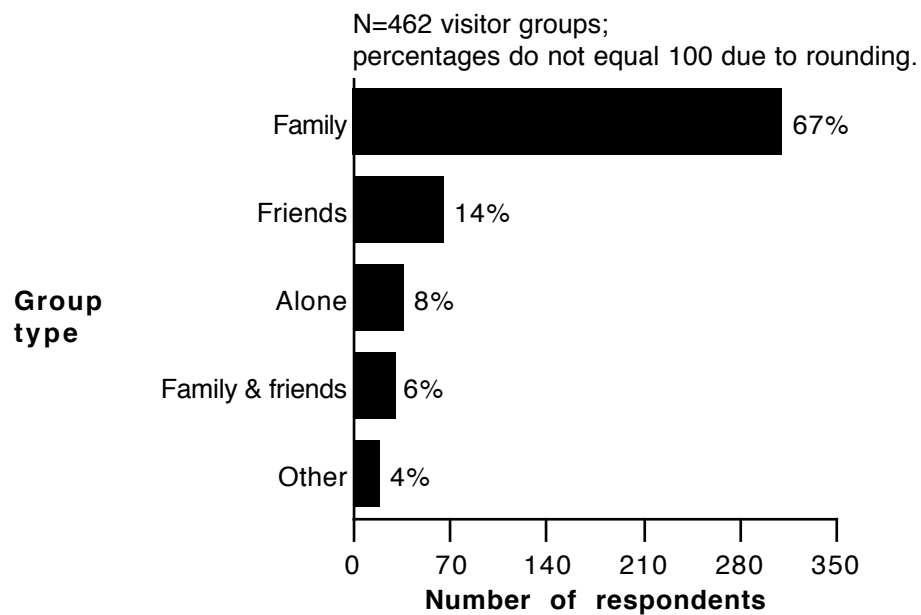
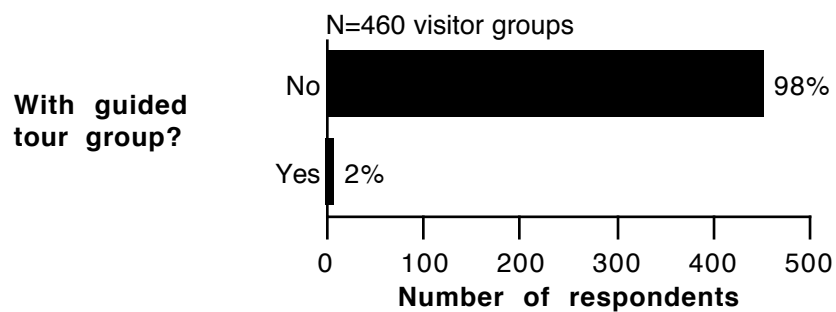
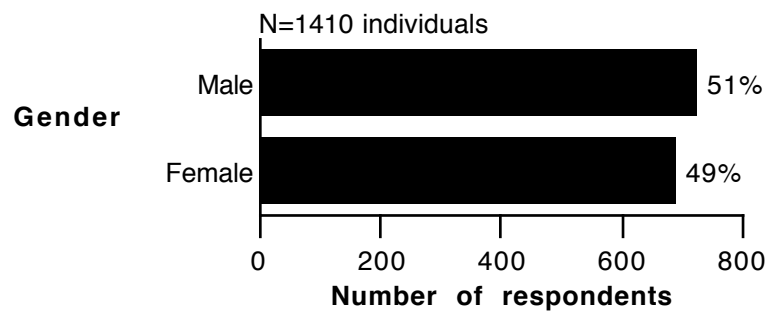
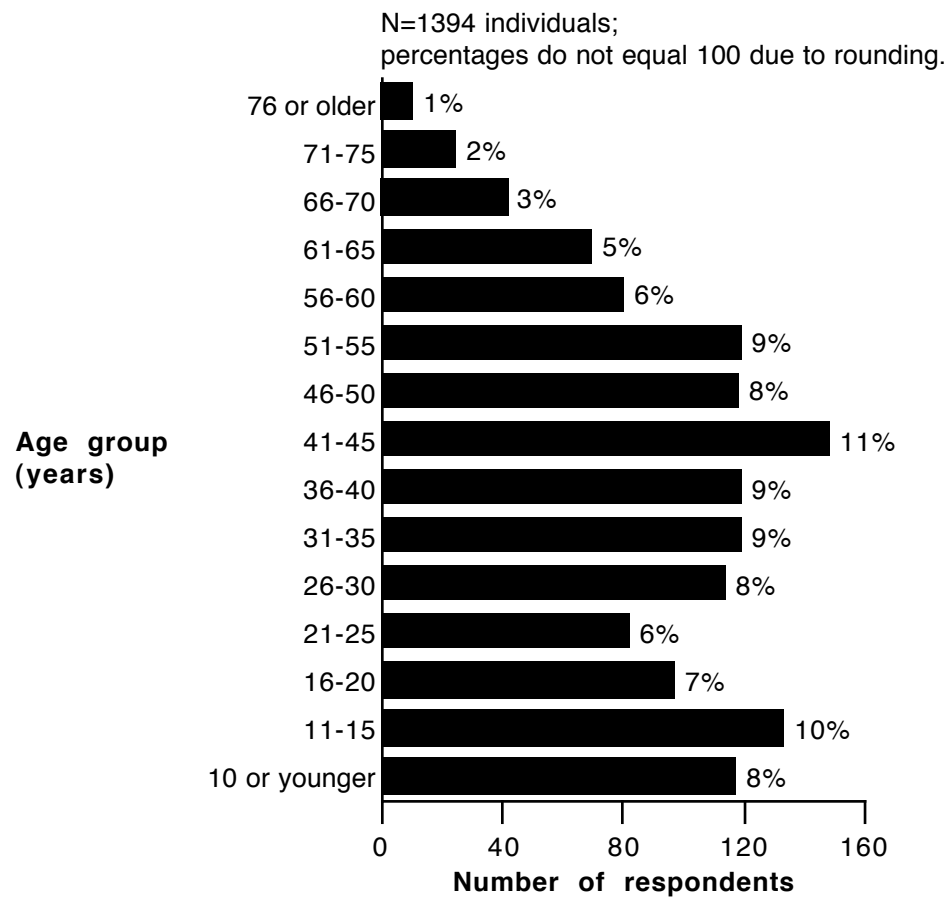


Figure 1: Visitor group sizes

**Figure 2: Visitor group types****Figure 3: Visitor groups with a guided tour**

**Figure 4: Visitor gender****Figure 5: Visitor ages**

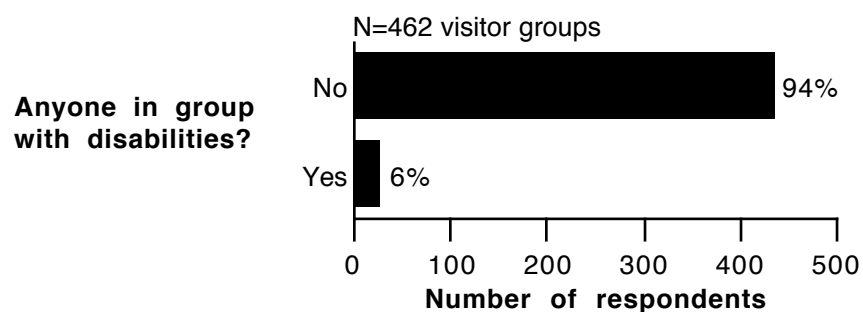


Figure 6: Visitor groups with disabilities/impairments that affected their visit to Arches NP

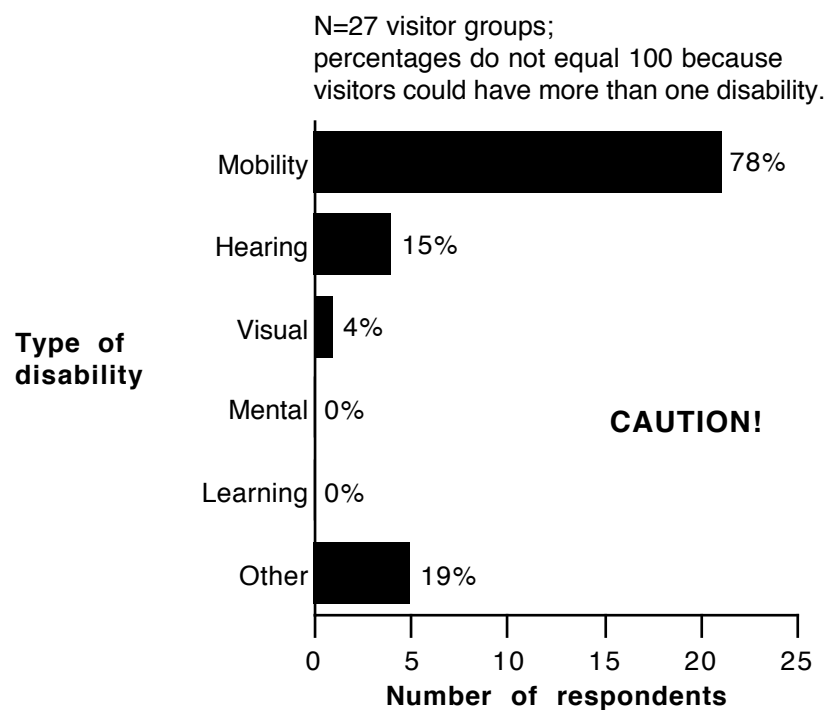


Figure 7: Types of visitor disabilities

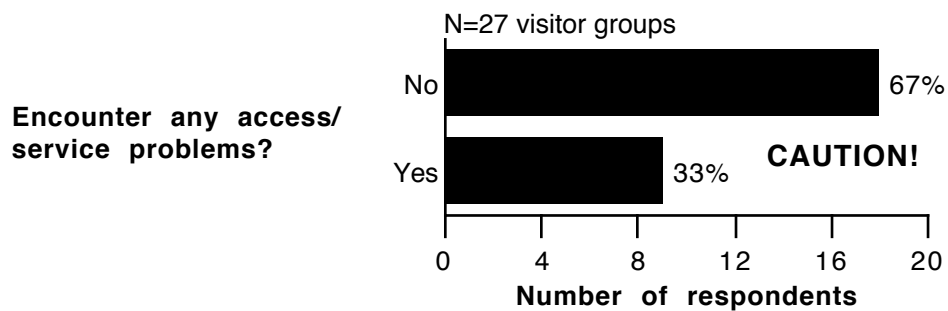


Figure 8: Encounter disability access/service problems at park?

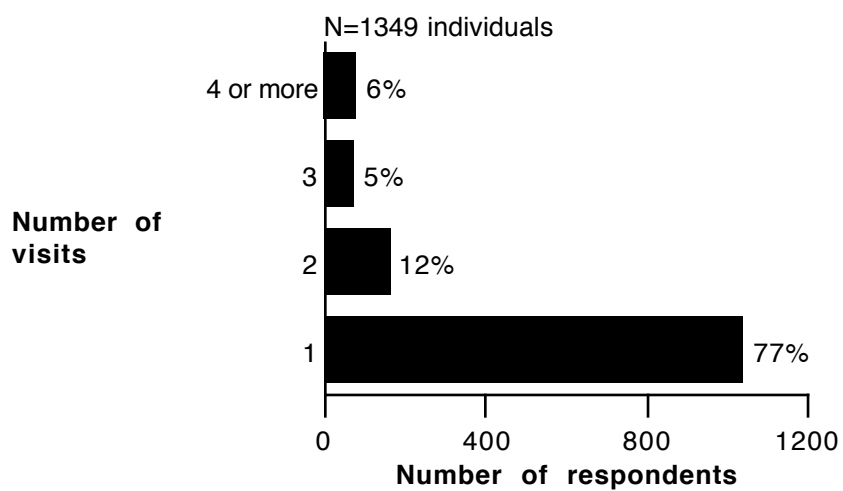


Figure 9: Number of lifetime visits

Table 2: Languages visitors groups prefer to speak

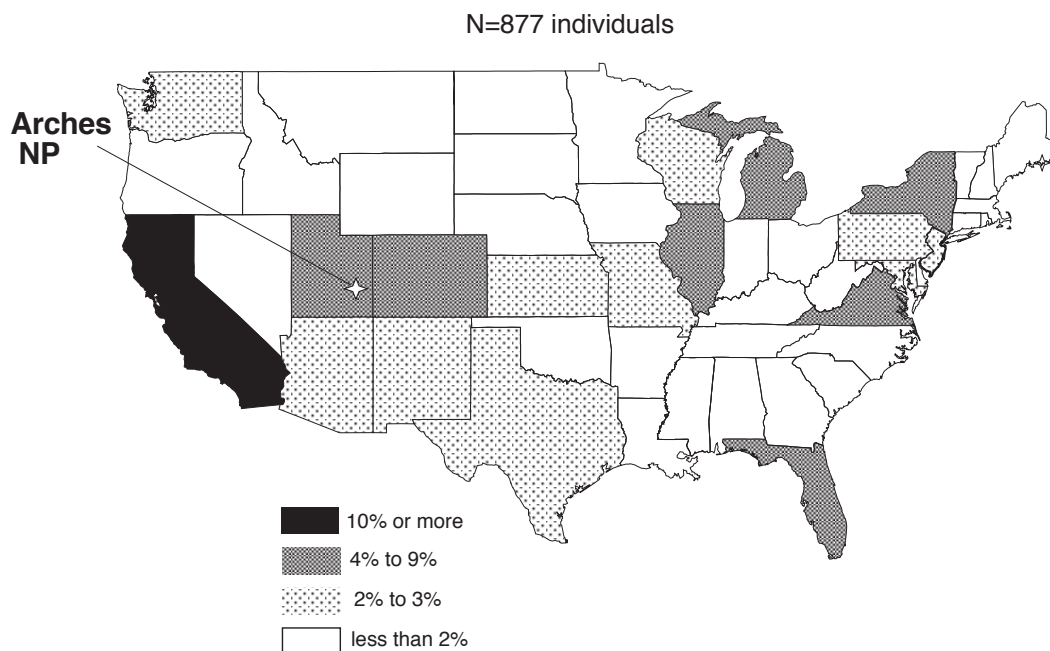
N=456 visitor groups

Preferred language	Number of times mentioned	% of respondents
English	329	72
German	33	7
French	27	6
Italian	18	4
Japanese	6	1
Dutch	5	<1
Chinese	2	<1
Polish	2	<1
Spanish	2	<1
Other languages	7	<1
Two or more languages	25	6

Table 3: International visitors by country of residence

percentages do not equal 100 due to rounding

Country	Number of individuals	Percent of international visitors N=487 individuals	Percent of total N=1,364 individuals
Germany	136	28	10
France	106	22	8
Italy	80	16	6
England	35	7	3
Austria	22	5	2
Canada	19	4	1
Holland	17	4	1
Spain	11	2	1
Belgium	10	2	1
Australia	6	1	<1
Slovakia	6	1	<1
Switzerland	6	1	<1
Czechoslovakia	5	1	<1
Japan	5	1	<1
China	4	1	<1
Korea	4	1	<1
Sweden	4	1	<1
Argentina	2	<1	<1
Ireland	2	<1	<1
New Zealand	2	<1	<1
Venezuela	2	<1	<1
3 other countries	3	<1	<1



Map 1: Proportion of United States visitors by state of residence

Table 4: United States visitors by state of residence

percentages do not equal 100 due to rounding

State	Number of individuals	Percent of U.S. visitors N=877 individuals	Percent of total N=1,364 individuals
California	136	16	10
Colorado	77	9	6
Utah	66	8	5
Illinois	57	7	4
New York	41	5	3
Virginia	36	4	3
Florida	34	4	2
Michigan	32	4	2
Arizona	30	4	2
Texas	30	3	2
New Jersey	28	3	2
Pennsylvania	28	3	2
Missouri	25	3	2
Wisconsin	24	3	2
Maryland	18	2	1
New Mexico	18	2	1
Washington	18	2	1
Ohio	14	2	1
Kansas	13	2	1
24 other states and Washington D.C.	152	17	11

Length of visit/number of vehicles used

Visitor groups were asked how long they spent visiting Arches NP on the day they received the questionnaire. Most visitor groups (75%) responded that they spent between two and six hours (see Figure 10). Twenty-one percent reported visiting seven or more hours.

Visitors were asked if they visited the park on more than one day. Thirty-four percent visited on more than one day (see Figure 11). Of those who visited on more than one day, 90% of respondents visited on two or three days (see Figure 12).

Visitors were asked how many vehicles their group used to travel into Arches NP. The majority of visitor groups (95%) traveled with one vehicle, and 5% used two or more vehicles to enter the park (see Figure 13). Twenty-six percent of visitors entered the park more than once on their visit (see Figure 14). Of these groups, more than one-half (53%) entered twice, as shown in Figure 15. Sixteen percent of visitors entered Arches four or more times.

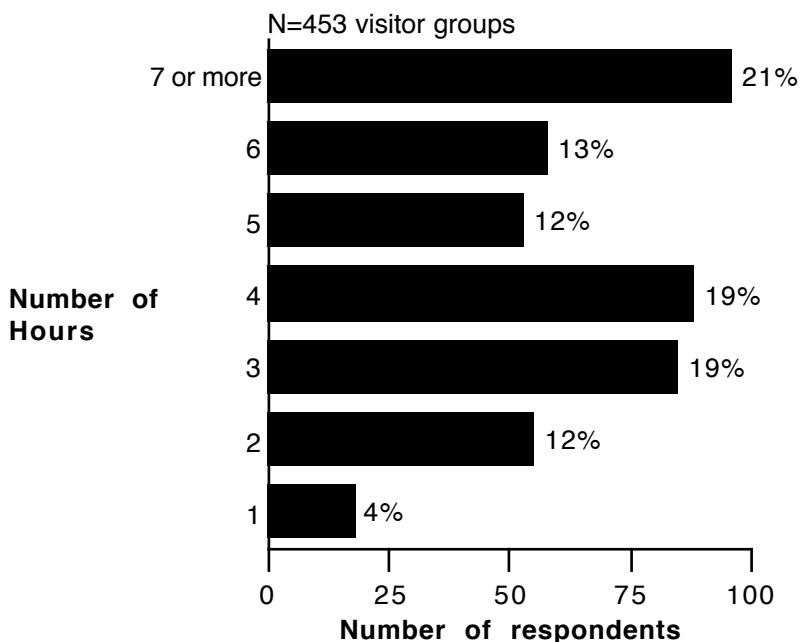


Figure 10: Hours spent at Arches NP on the day visitors received the questionnaire

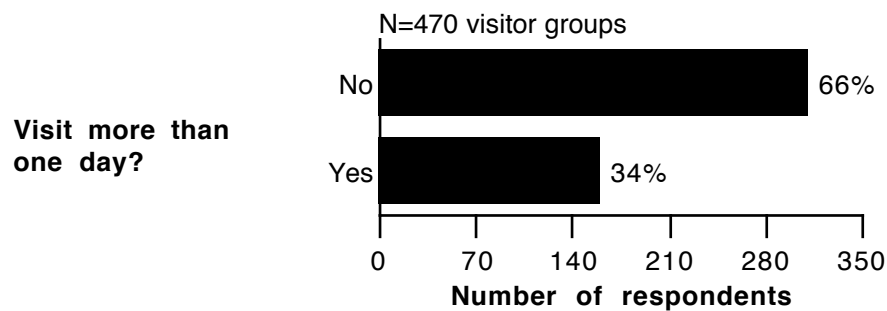


Figure 11: Visitors who visited Arches NP on more than one day

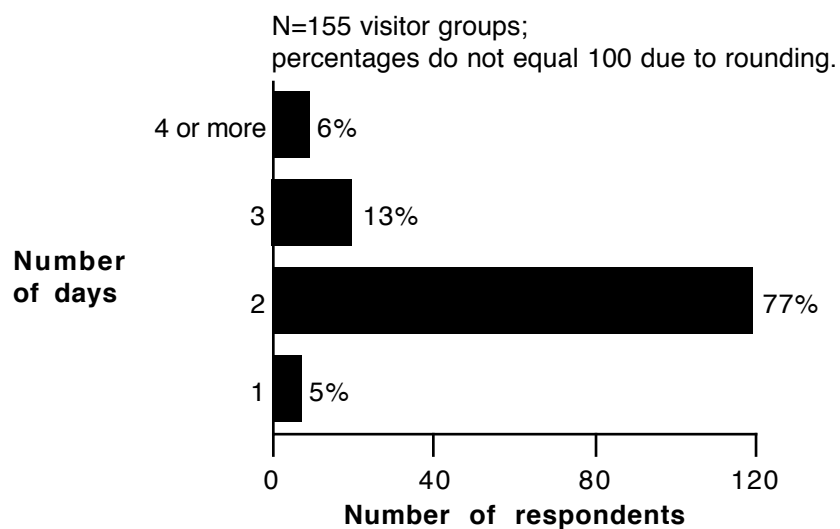


Figure 12: Days spent at Arches NP on this visit by visitors who visited on more than one day

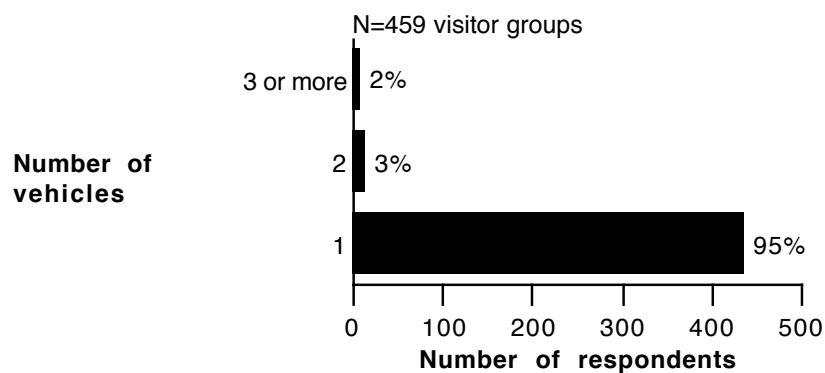


Figure 13: Number of vehicles visitors used to visit Arches NP

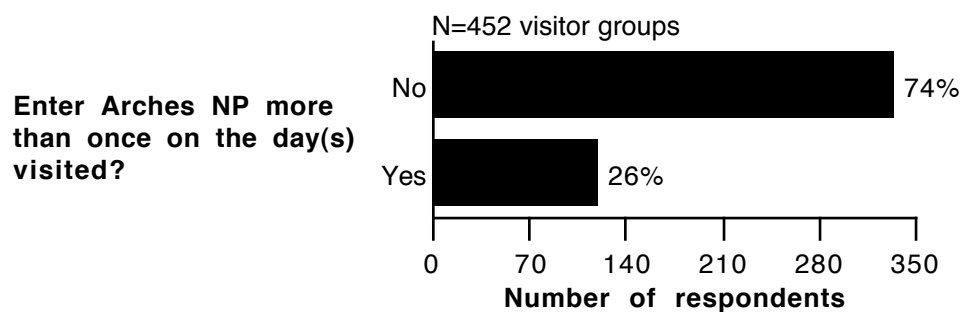


Figure 14: Visitor groups who entered park more than once on day visited

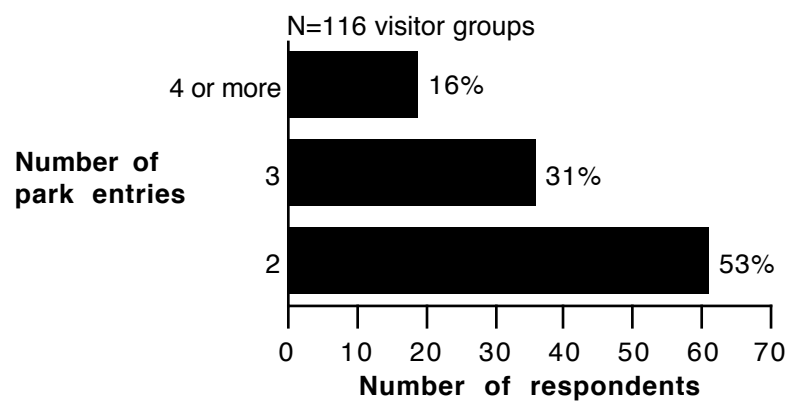


Figure 15: Number of park entries by groups who entered more than once

Sources of information

Visitor groups were asked to indicate the sources from which they had received information about Arches NP prior to their visit. Eleven percent of visitor groups received no information prior to their visit (see Figure 16). Of those groups who received information, the most common sources were travel guides/tour books (54%), friends/relatives/word of mouth (39%) and internet-NPS or Arches NP web site (31%), as shown in Figure 17. "Other" sources of information used by visitors were American Automobile Association, Utah license plates, highway signs, and national maps and atlases.

Most visitors (92%) received the information they needed to plan their visit, however 9% either did not or were "not sure" (see Figure 18). The additional information that was needed prior to their visit included more descriptive maps, additional information about trails, and information about the National Park Pass.

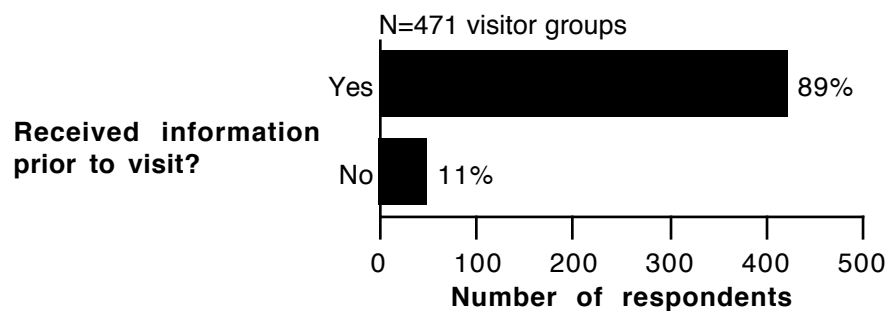


Figure 16: Visitor groups who received information prior to their visit to Arches NP

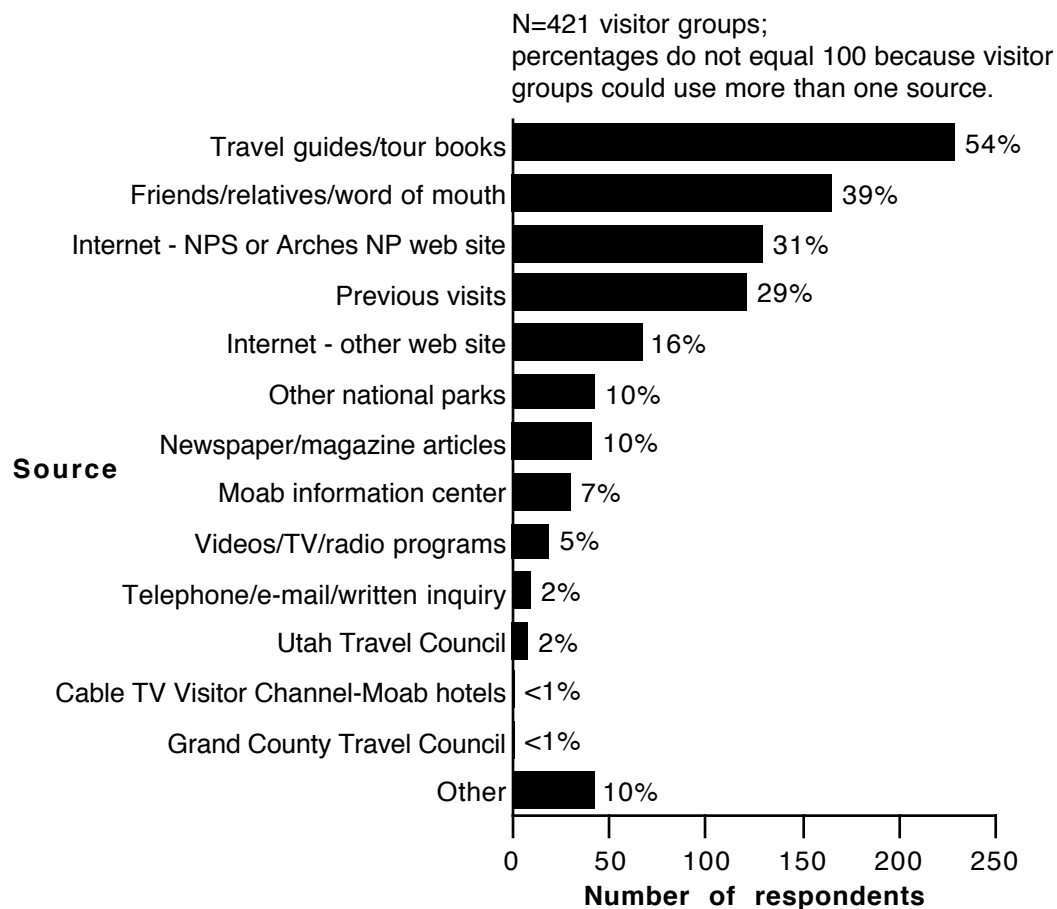


Figure 17: Sources of information used by visitors prior to this visit

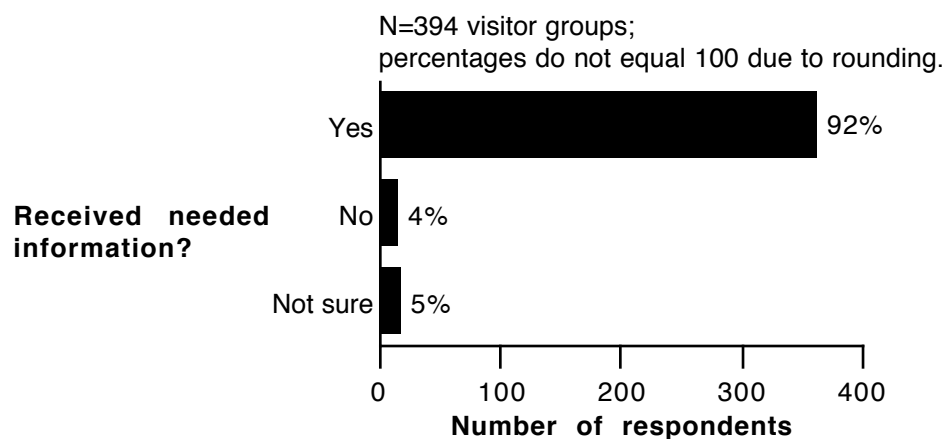


Figure 18: Receive needed information?

Primary reason for visiting the Moab area

Visitors were asked their primary reason for visiting the Arches NP area (within a one-hour drive of Moab). Seventy-six percent responded that visiting Arches NP was their primary reason, followed by visiting other attractions in the area (17%). Less than one percent of visitors were residents of the Moab area (see Figure 19).

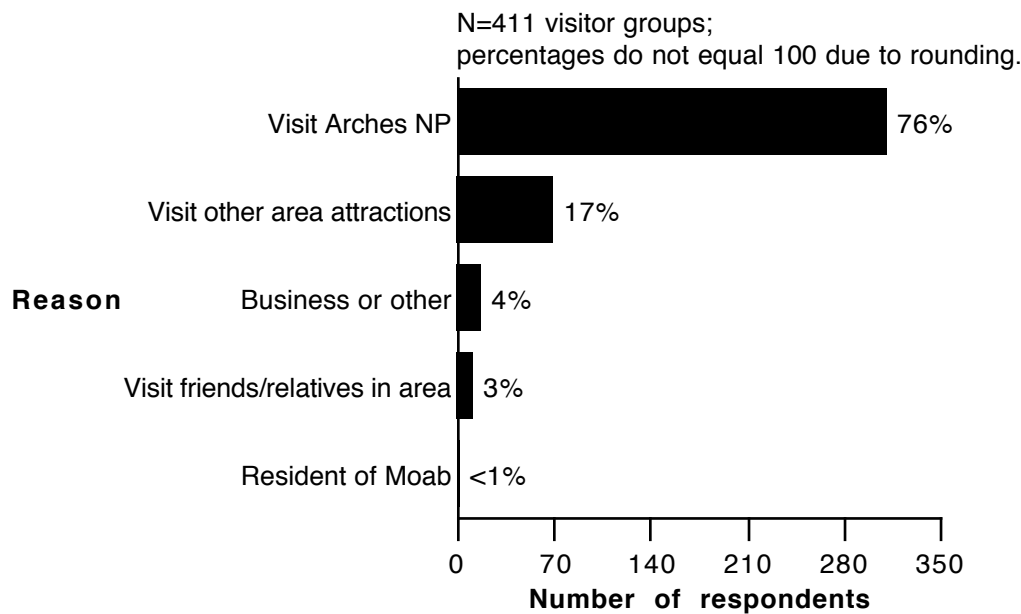


Figure 19: Primary reason for visiting the Moab area

Activities in the Moab area

Visitors were asked, "On this visit to the Moab, Utah area, in what activities did you and your group participate?" The most common visitor activities included taking scenic drives/sightseeing (66%), dining (60%), and shopping (40%), as shown in Figure 20. The least common activity was road biking (1%). "Other" activities mentioned by visitors included hiking, riding horses, and visiting Arches NP.

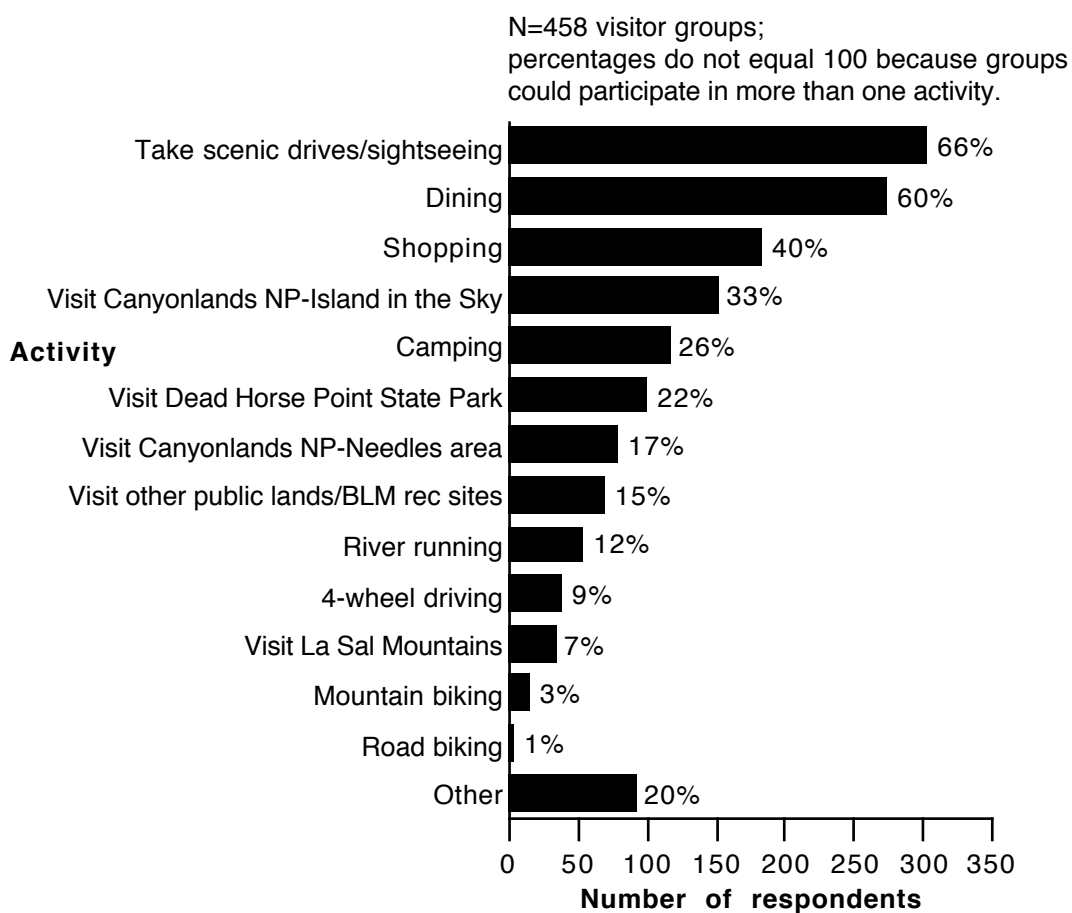


Figure 20: Activities participated during this visit to the Moab, Utah area

Activities in Arches NP

Visitor groups were asked to list the activities in which they participated at Arches NP on this visit. On this trip, the most common activities were taking a scenic drive/sightseeing (94%), walking/hiking (86%), photography/painting/ drawing (66%) and visiting the visitor center (58%), as shown in Figure 21. The least common activities were bicycling (2%) and taking a self-guided hike through Fiery Furnace (1%). "Other" activities included climbing, viewing lightning and thunderstorms, and enjoying the scenery.

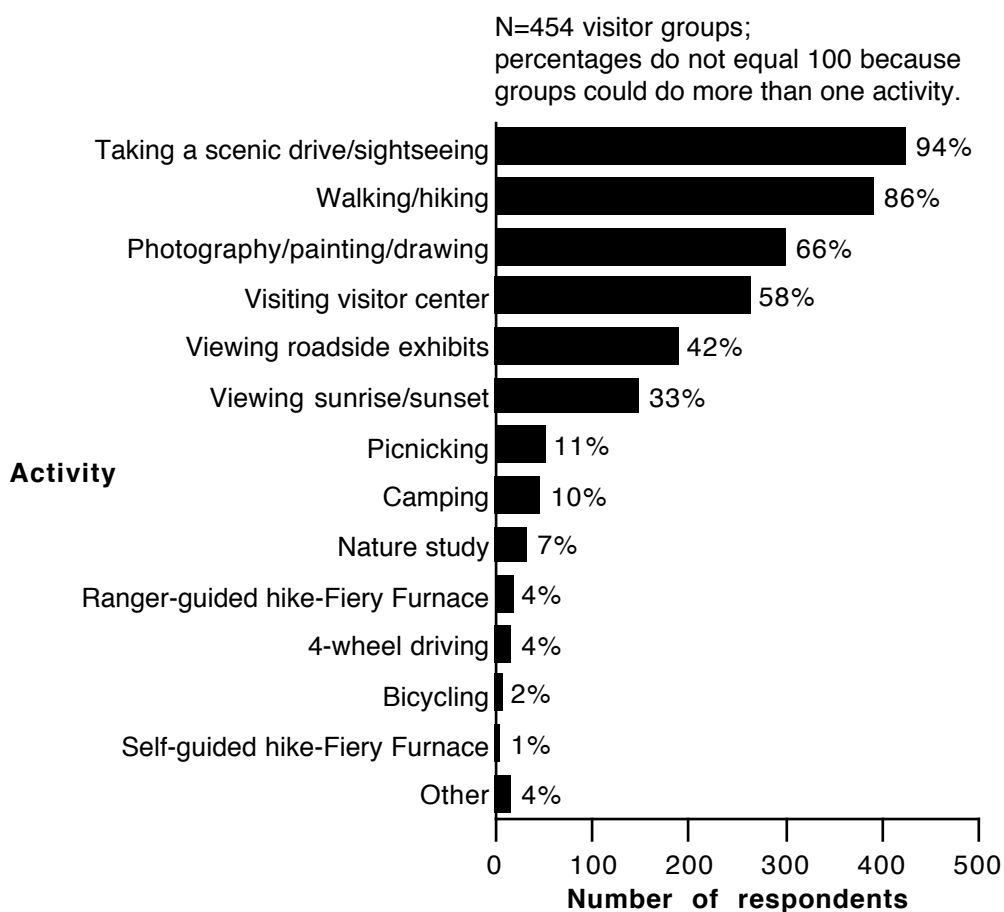


Figure 21: Visitor activities in Arches NP this visit

Walking/hiking at Arches NP

Visitor groups were asked if they walked/hiked during their visit to Arches NP. Ninety percent responded that they walked/hiked, while 10% did not walk/hike (see Figure 22).

Those groups who walked/hiked were asked where they did so. The trails most commonly walked/hiked included The Windows (63%), Delicate Arch (61%), Balanced Rock (58%), Delicate Arch Viewpoint (55%), and Landscape Arch (51%), as shown in Figure 23. The locations that received the lowest responses were Fiery Furnace (5%), Tower Arch/Klondike Bluffs (4%), and the trail-less backcountry (2%). “Other” locations mentioned were Partition, Pine Tree, Navajo, and Tunnel Arches.

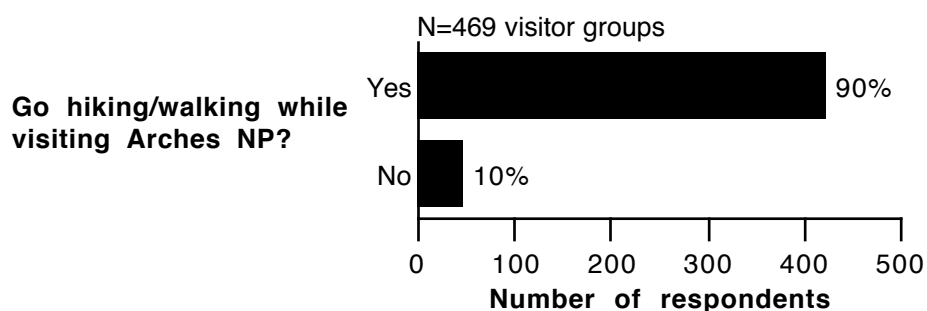


Figure 22: Visitor groups who walked/hiked during their visit to Arches NP

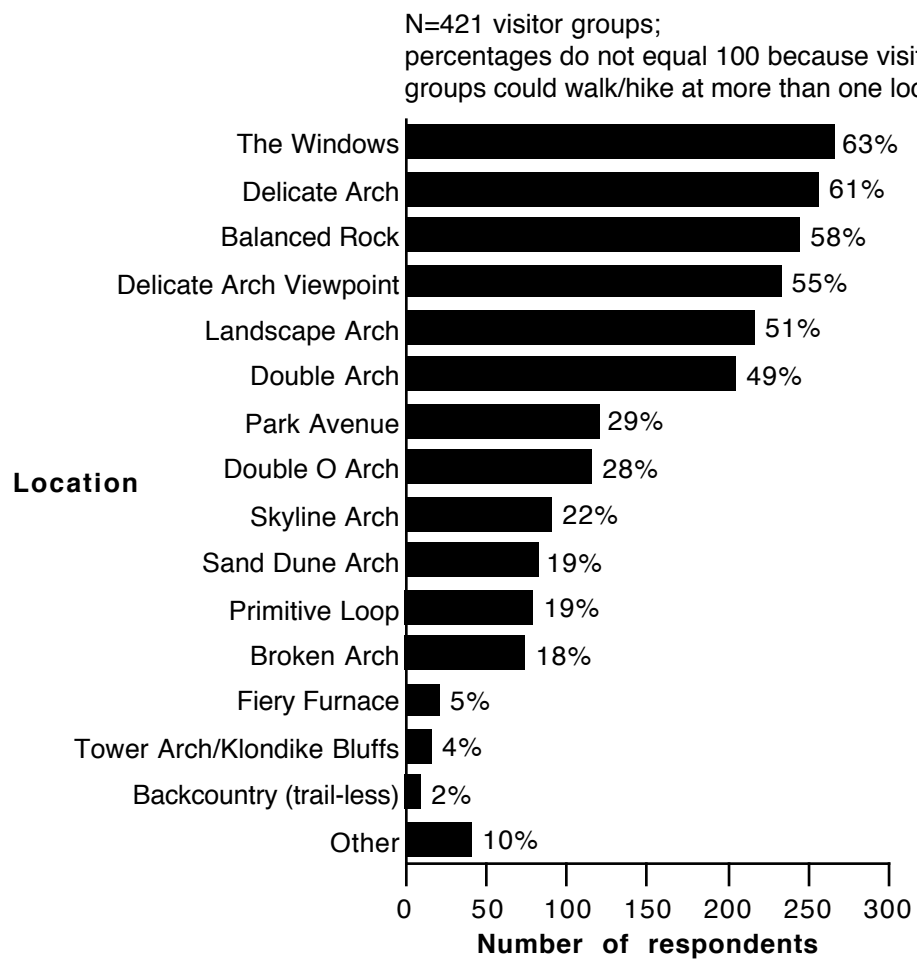


Figure 23: Locations where visitors hiked/walked

Sites visited at Arches NP

Visitor groups were asked to list the sites they visited in Arches NP, using Map 2 which was provided in the questionnaire. The most visited sites in the park were Balanced Rock (74%), the Windows (69%), the visitor center (62%), Delicate Arch viewpoint (62%), and Devil's Garden Trailhead (57%), as shown in Figure 24. The least visited site was Klondike Bluffs (2%). "Other" destinations mentioned were Double Arch, Petrified Dunes, Landscape Arch, and Skyline Arch.

Visitor groups were also asked to list the order in which they visited these sites. Forty-seven percent visited the visitor center first, as shown in Figure 25. Other destinations that visitor groups commonly mentioned as the first site visited were Park Avenue (11%), Delicate Arch (9%), Moab Fault Overlook (7%), and Balanced Rock (5%). Fiery Furnace Viewpoint, Klondike Bluffs, and Fiery Furnace were not visited first by any visitor groups.



Map 2: Arches NP

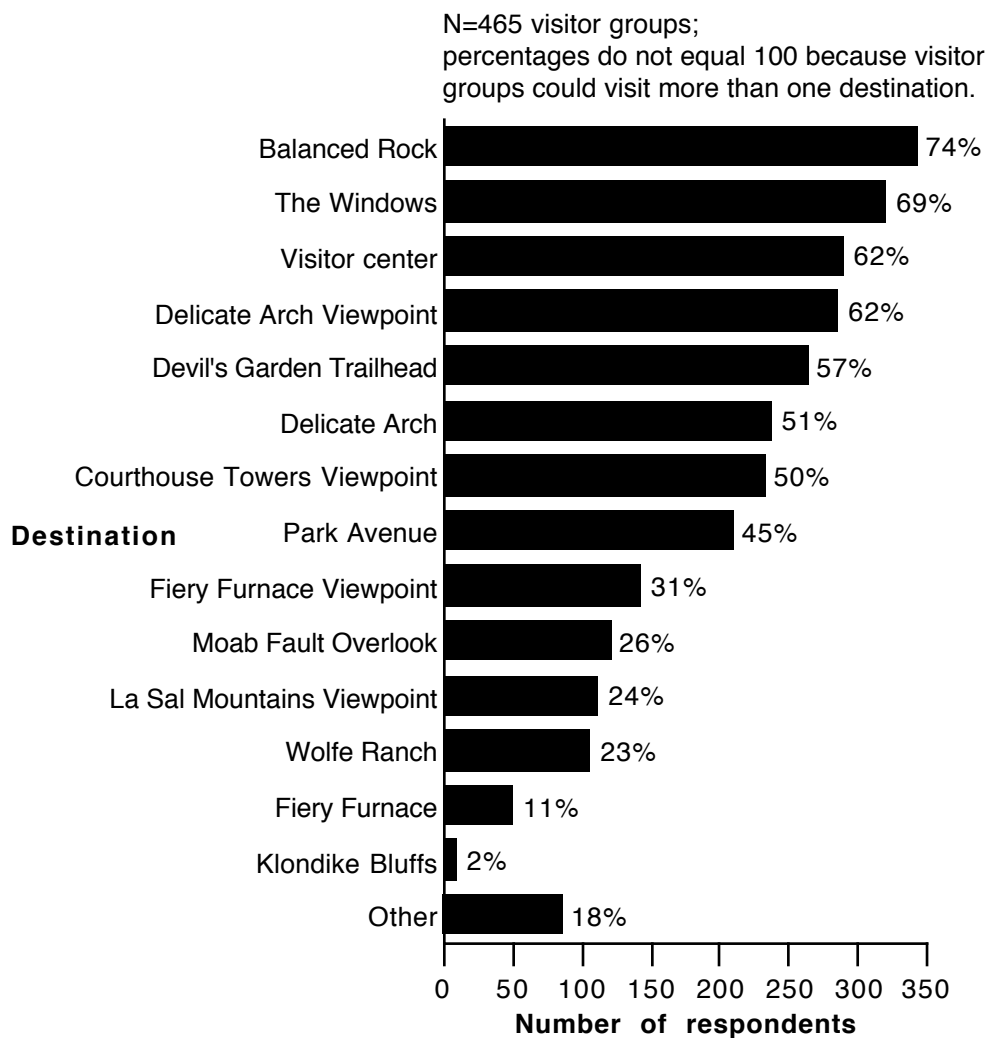


Figure 24: Places visited in Arches NP

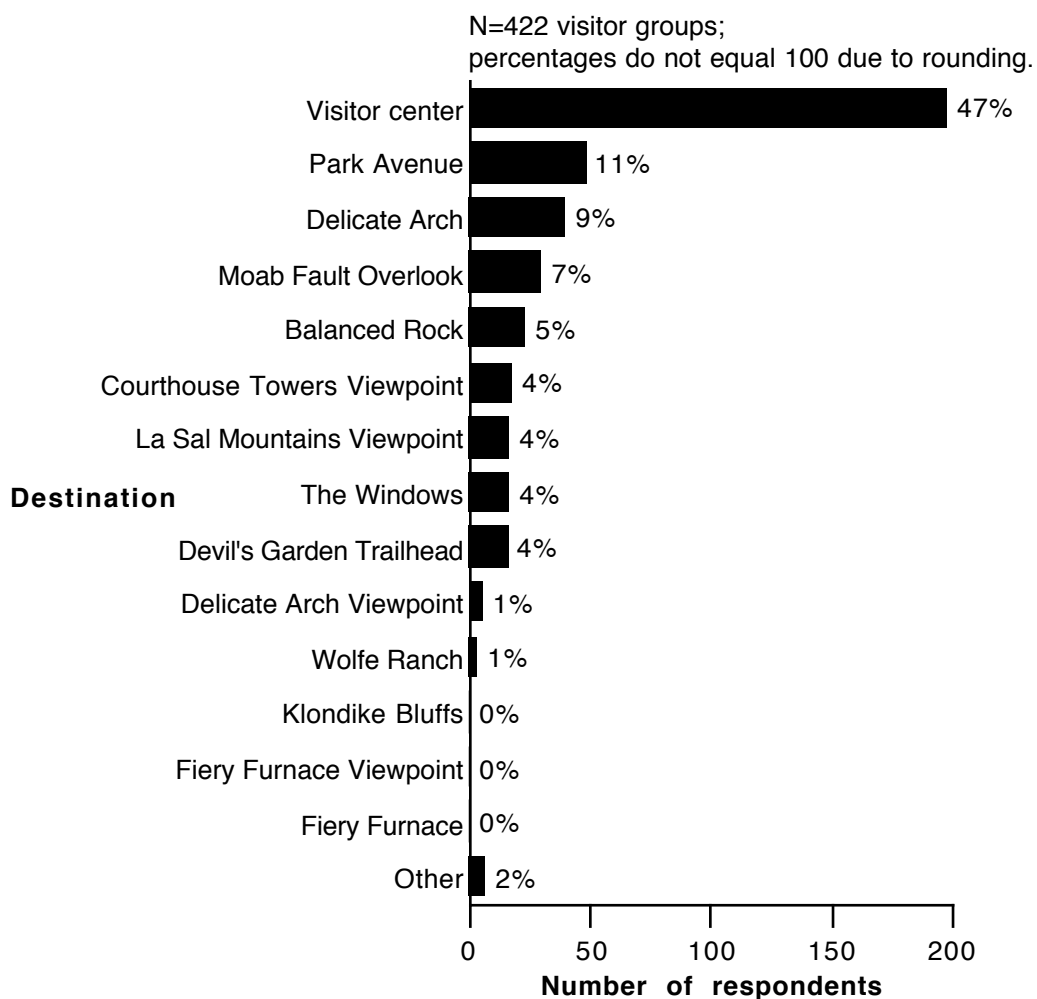


Figure 25: Places visited first on this visit

Learning about cryptobiotic crust and safety issues

Visitors were asked, “On this visit to Arches NP, did you and your group learn about cryptobiotic crust?” The majority of visitor groups (66%) did learn about cryptobiotic crust (see Figure 26). Twenty-seven percent of groups did not learn about cryptobiotic crust and 7% were “not sure.”

The visitors who learned about cryptobiotic crust were also asked the source from which they learned this topic. Most groups (60%) learned about cryptobiotic crust through trail exhibits followed by park brochures (53%), visitor center exhibits (43%), and the park newspaper (27%), as shown in Figure 27.

Groups were additionally asked, “On this visit, did you and your group learn about safety issues (such as wearing sunscreen, wearing a hat, carrying water) at Arches NP?” Sixty-eight percent said that they had learned about safety issues and 33% either did not or were “not sure” (see Figure 28).

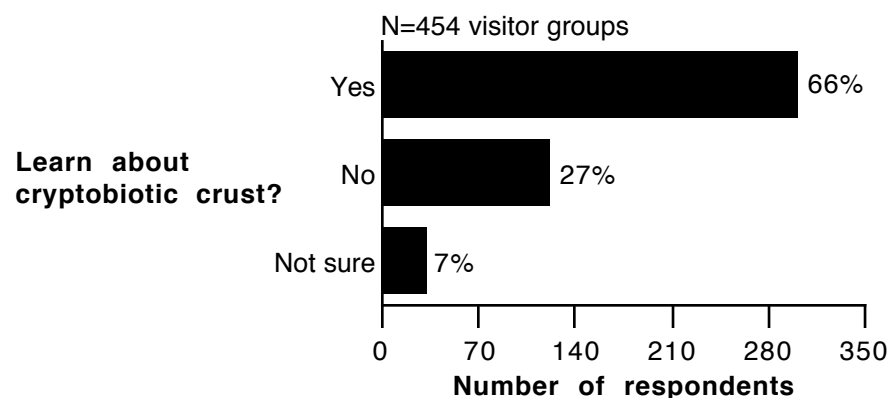


Figure 26: Visitors who learned about cryptobiotic crust

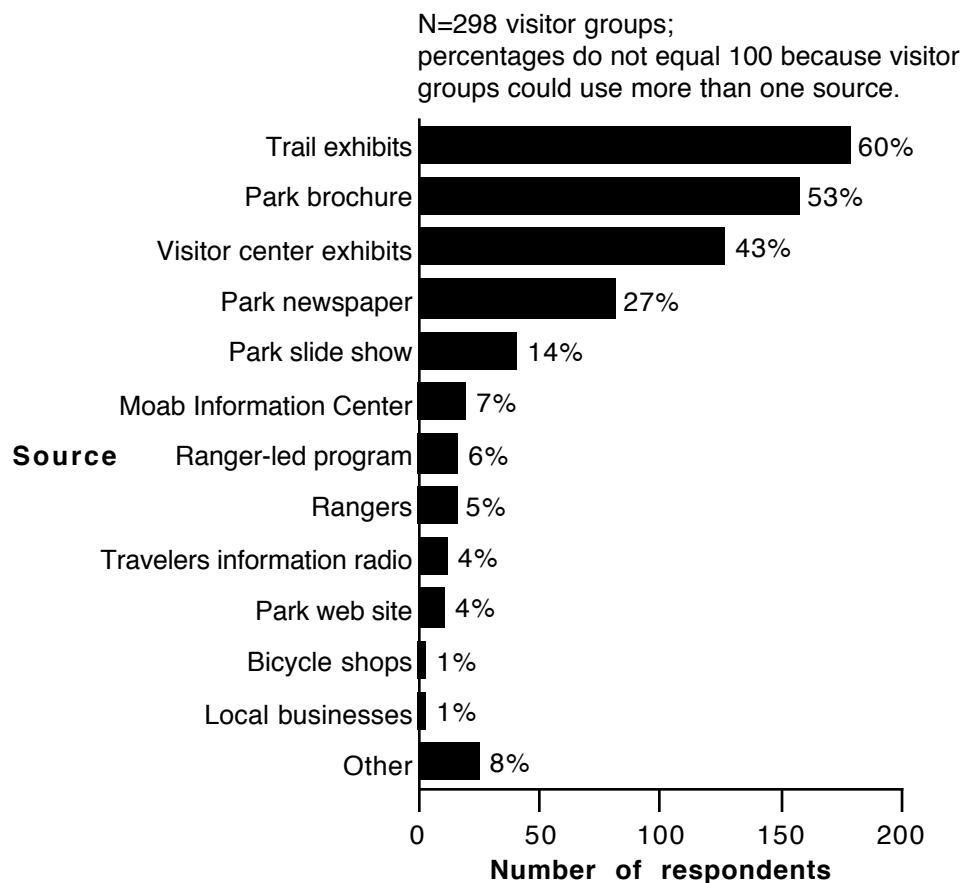
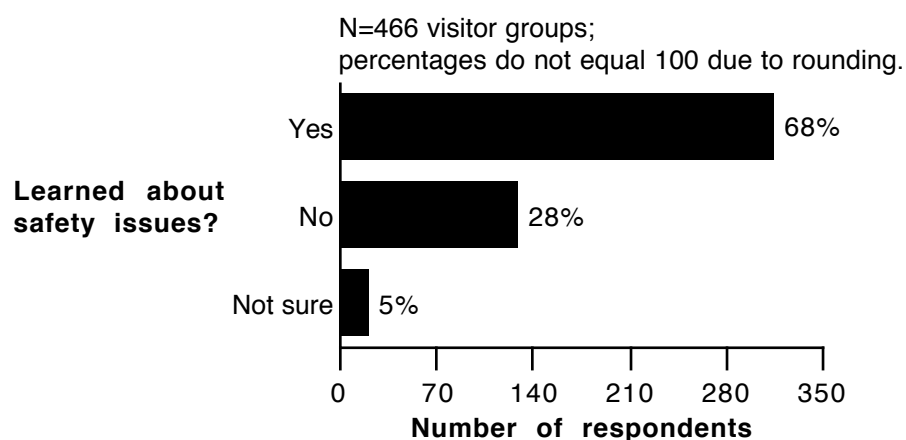


Figure 27: Sources used to learn about cryptobiotic crust



**Figure 28: Visitor groups who learned about safety issues
(wearing sunscreen, wearing a hat, carrying water) at Arches NP**

Importance of features/qualities at Arches NP

Visitors were asked to rate the importance of features/qualities present at Arches NP. The features/qualities receiving the highest proportion of “extremely important” and “very important” ratings were views without development (80%), natural quiet/sounds of nature (76%), and solitude (52%), as shown in Figures 29-35. The features/qualities receiving the highest ratings of “not important” were ranger-guided educational opportunities (26%) and night skies/stargazing (24%). Figure 36 combines the “extremely important” and “very important” ratings for features/qualities at Arches NP.

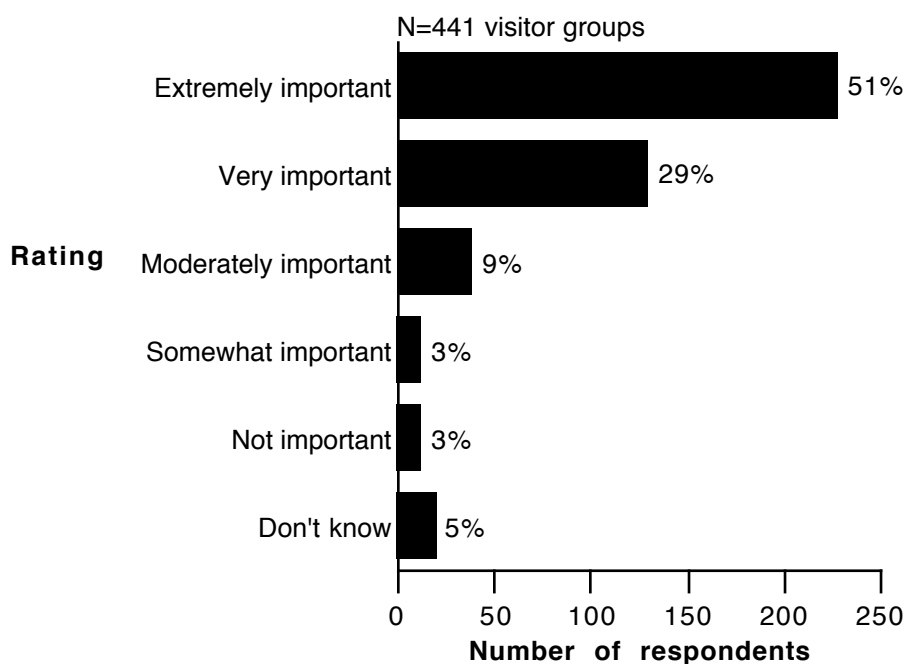


Figure 29: Importance of views without development

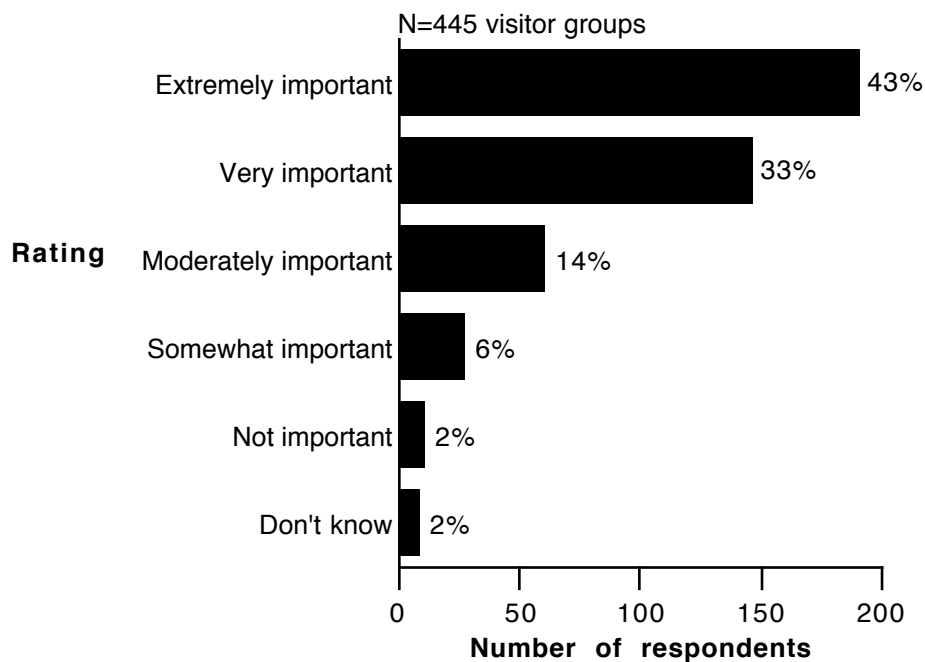


Figure 30: Importance of natural quiet/sounds of nature

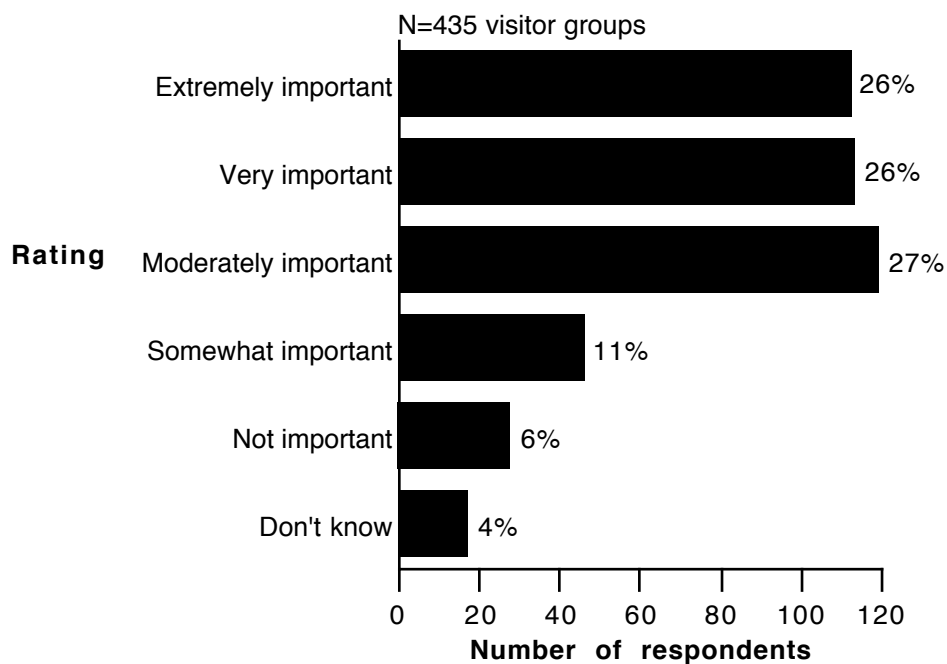


Figure 31: Importance of solitude

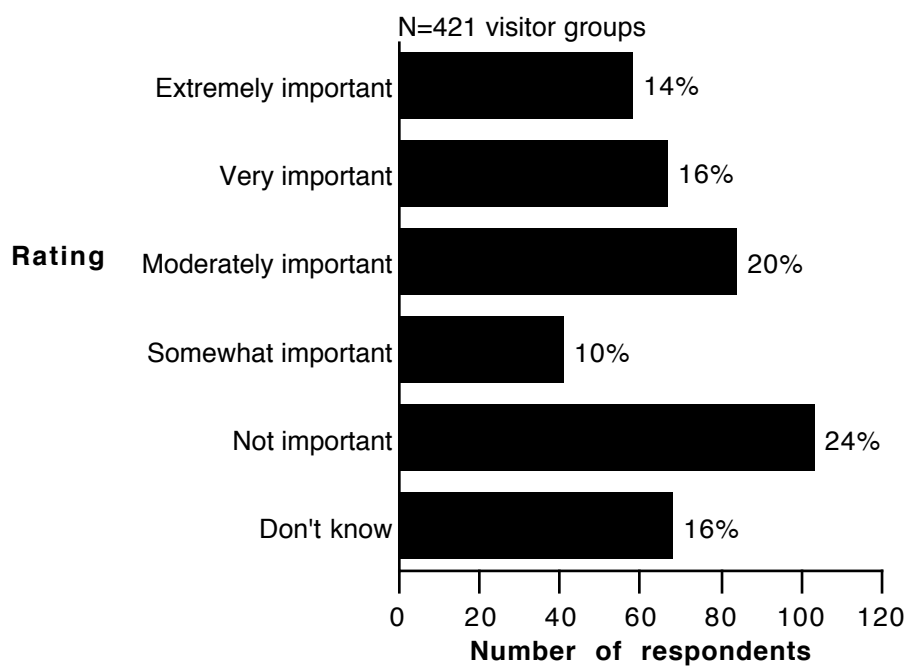


Figure 32: Importance of night skies/stargazing

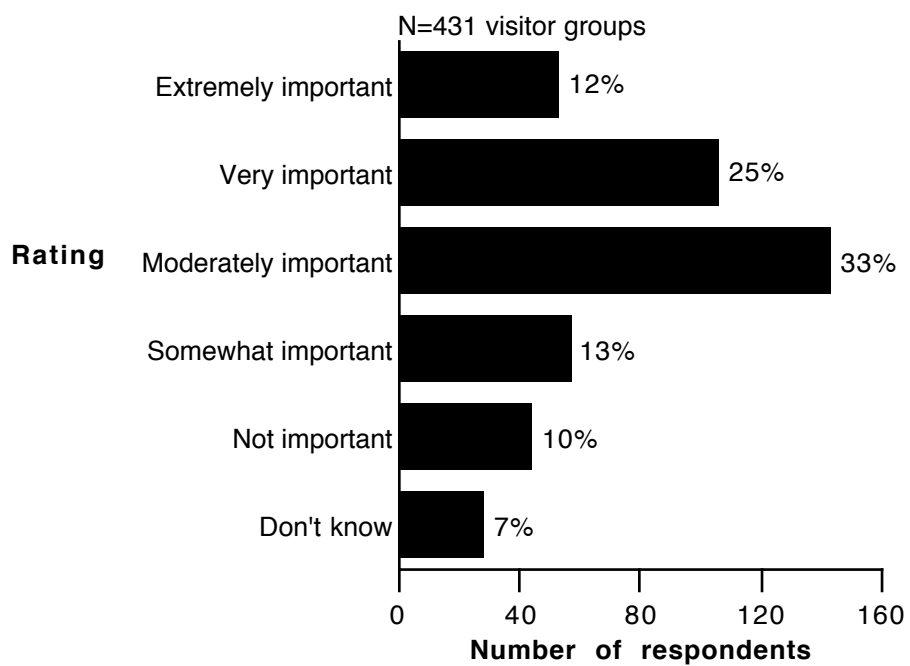


Figure 33: Importance of educational opportunities

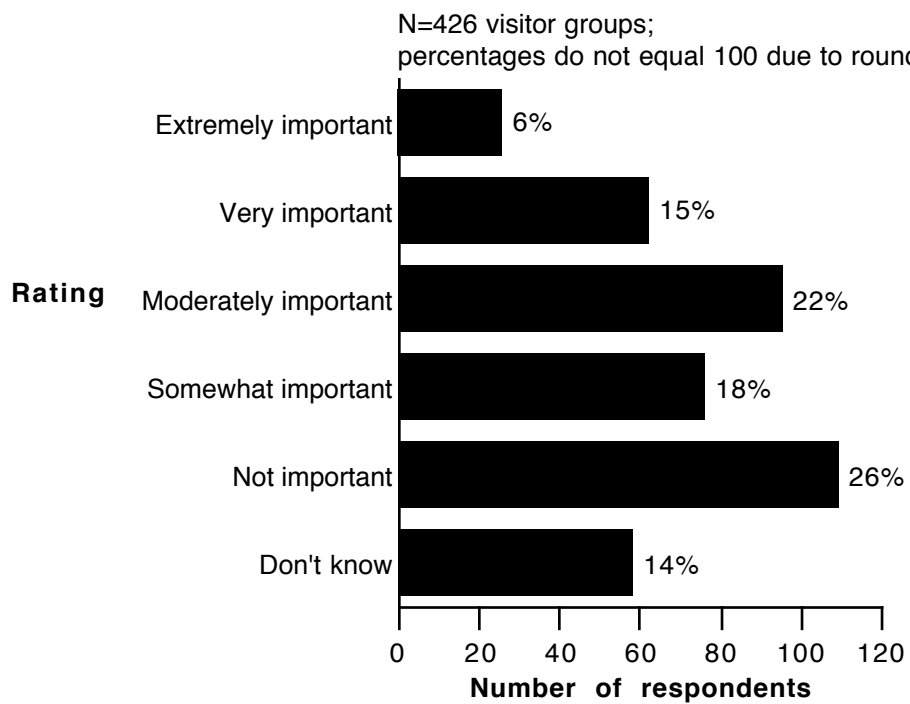


Figure 34: Importance of ranger-guided educational opportunities

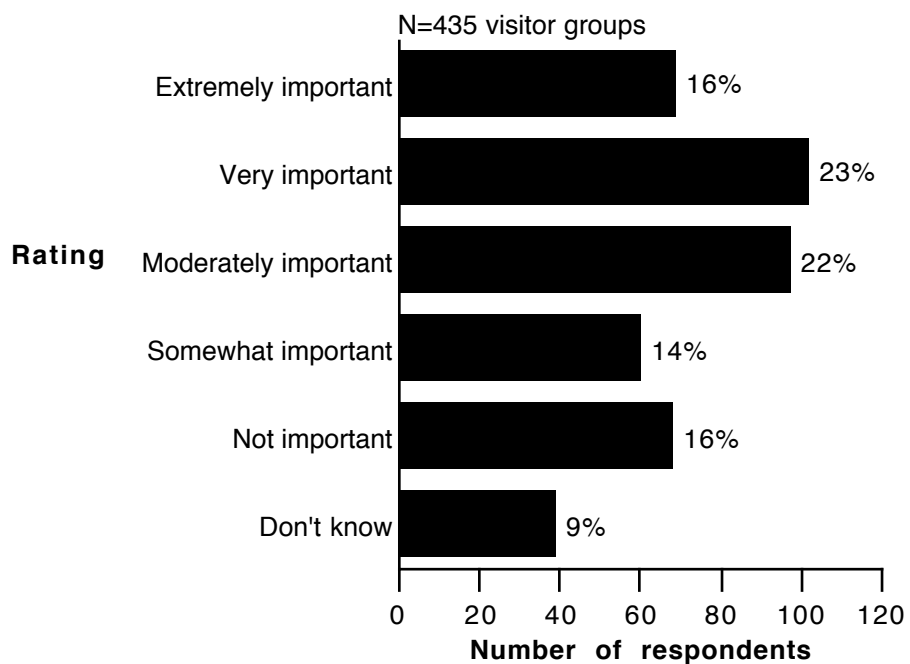


Figure 35: Importance of recreational opportunities

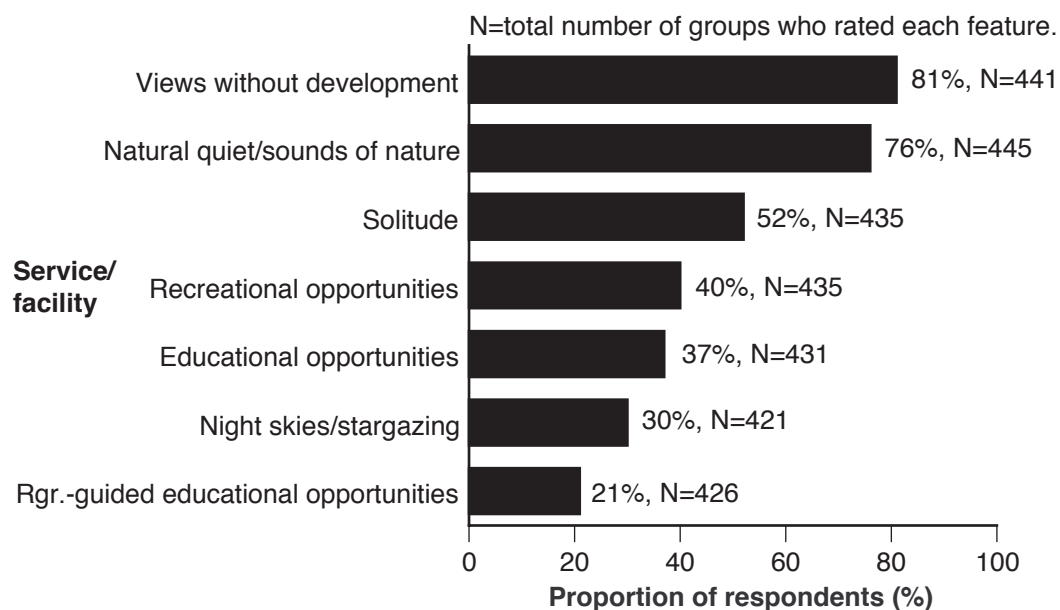


Figure 36: Combined proportions of “extremely important” and “very important” ratings for features/qualities at Arches NP

Information services and facilities: use, importance, and quality

Visitors were asked to note the information services and facilities they used during this visit to Arches NP. The most used services and facilities included the park brochure/map (97%), roadside exhibits (63%), park newspaper (56%), and visitor center exhibits (35%), as shown in Figure 37. The least used service was roving rangers (6%).

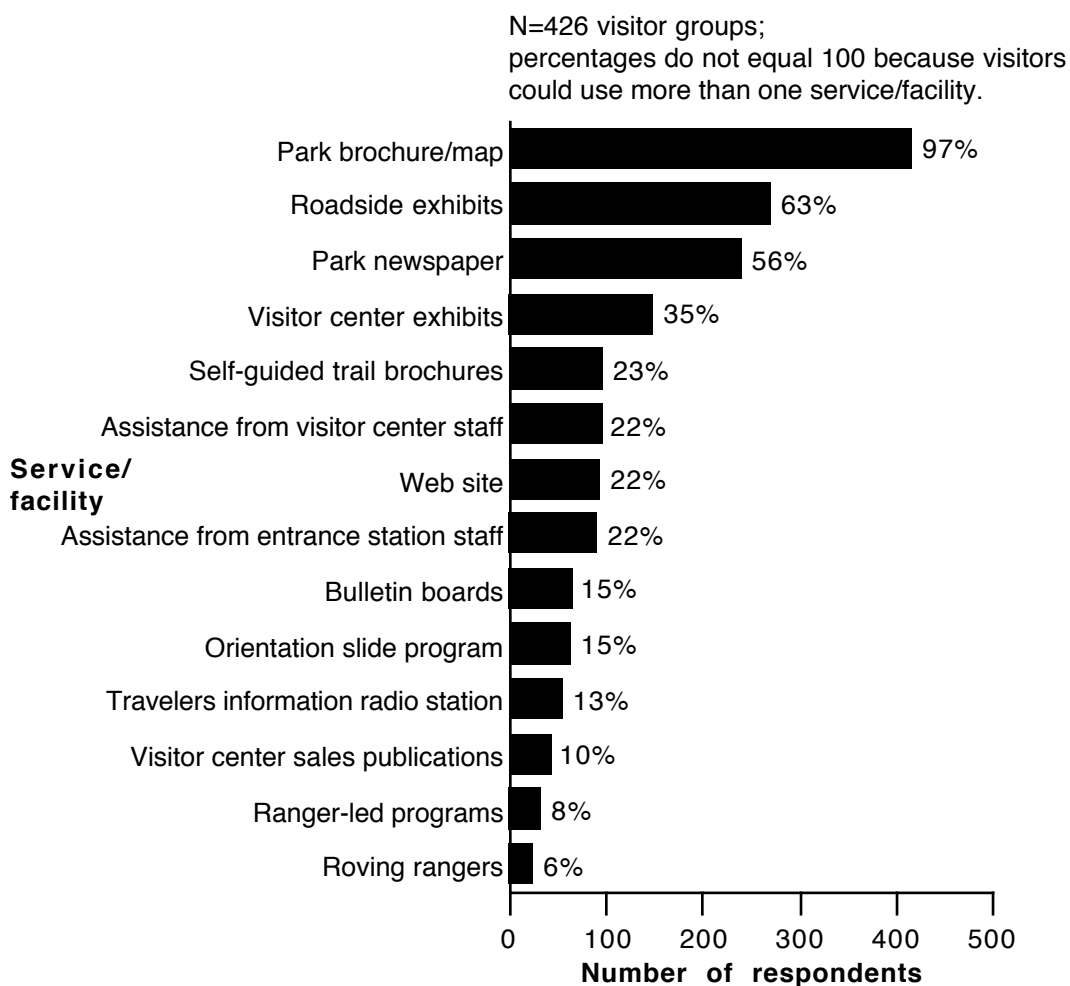


Figure 37: Information services and facilities used

Visitor groups rated the importance and quality of each of the information services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE 5=extremely important 4=very important 3=moderately important 2=somewhat important 1=not important	QUALITY 5=very good 4=good 3=average 2=poor 1=very poor
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The average importance and quality ratings for each information service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 38 and 39 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: roving rangers were not rated by enough visitors to provide reliable data.

Figures 40-53 show the importance ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest proportion of “extremely important” or “very important” ratings included park brochure/map (92%) and assistance from visitor center staff (92%). The highest proportion of “not important” ratings were for the travelers information radio station (8%) and bulletin boards (7%).

Figures 54-67 show the quality ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest proportion of “very good” or “good” ratings included ranger-led programs (97%), park brochure/map (95%) and assistance from visitor center staff (89%). The highest proportion of “very poor” ratings was for travelers information radio (8%).

Figure 68 combines the “very good” and “good” quality ratings and compares those ratings for all of the information services and facilities.

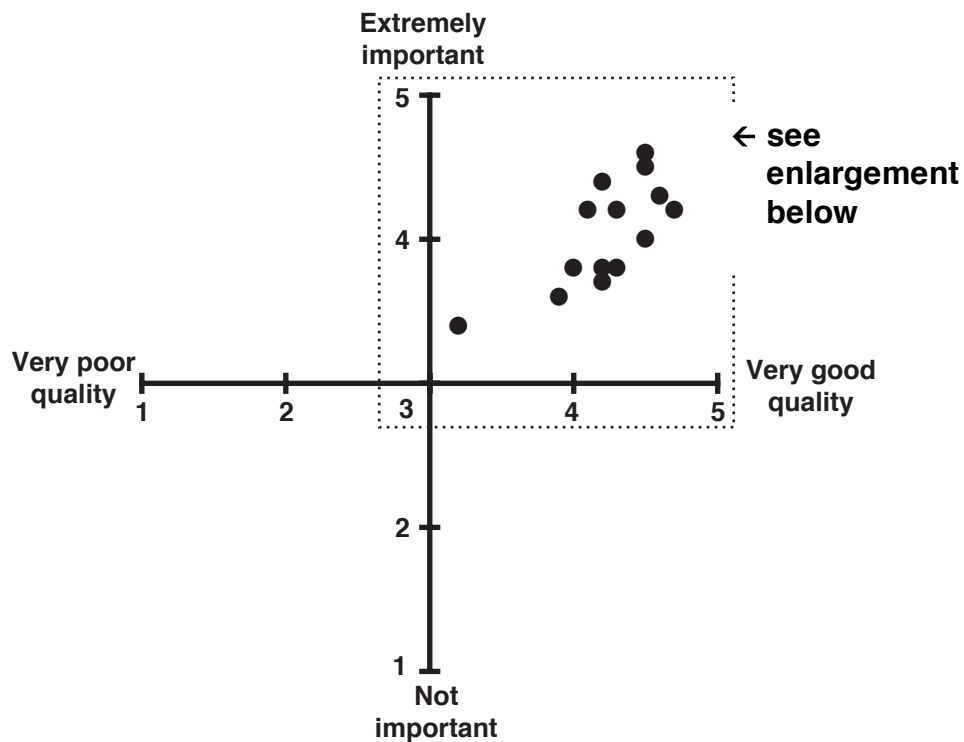


Figure 38: Average ratings of information services/facilities importance and quality

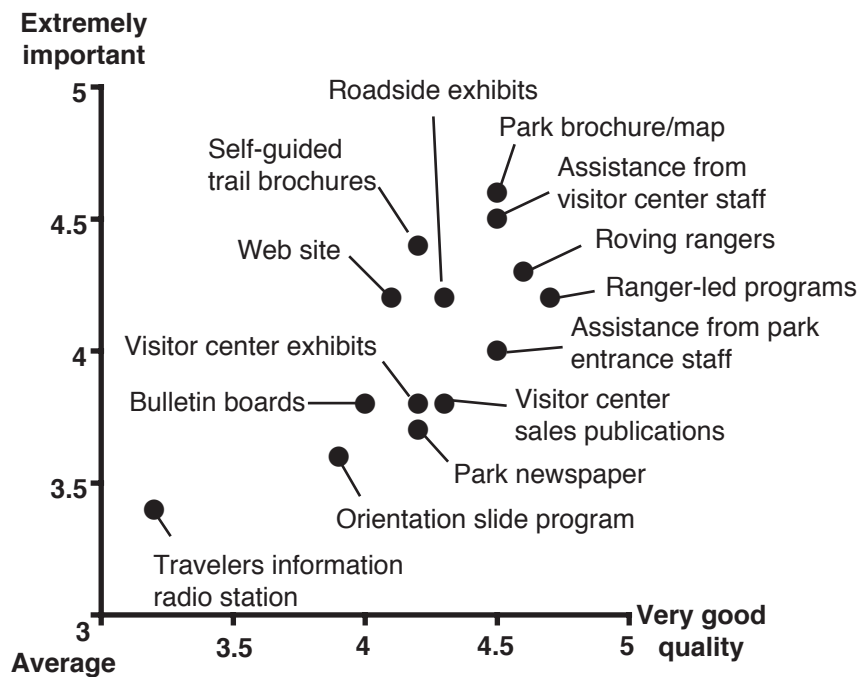


Figure 39: Detail of Figure 38

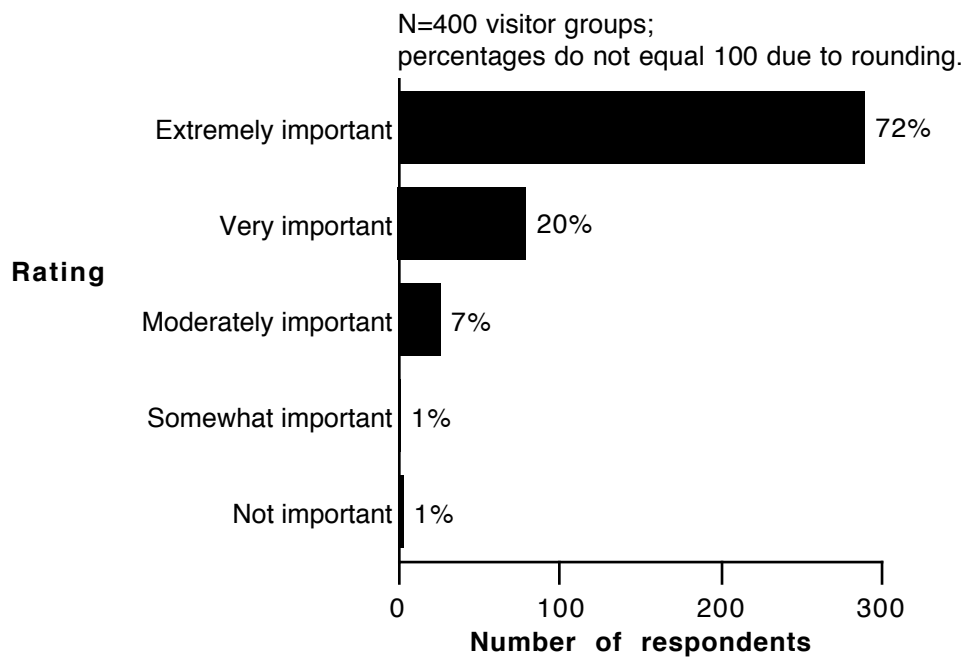


Figure 40: Importance of park brochure/map

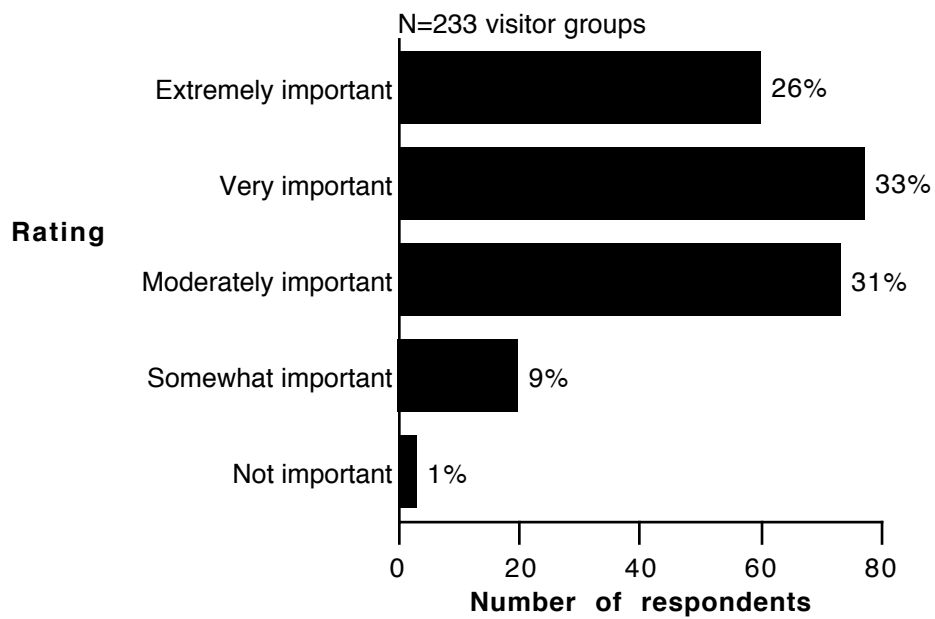


Figure 41: Importance of park newspaper

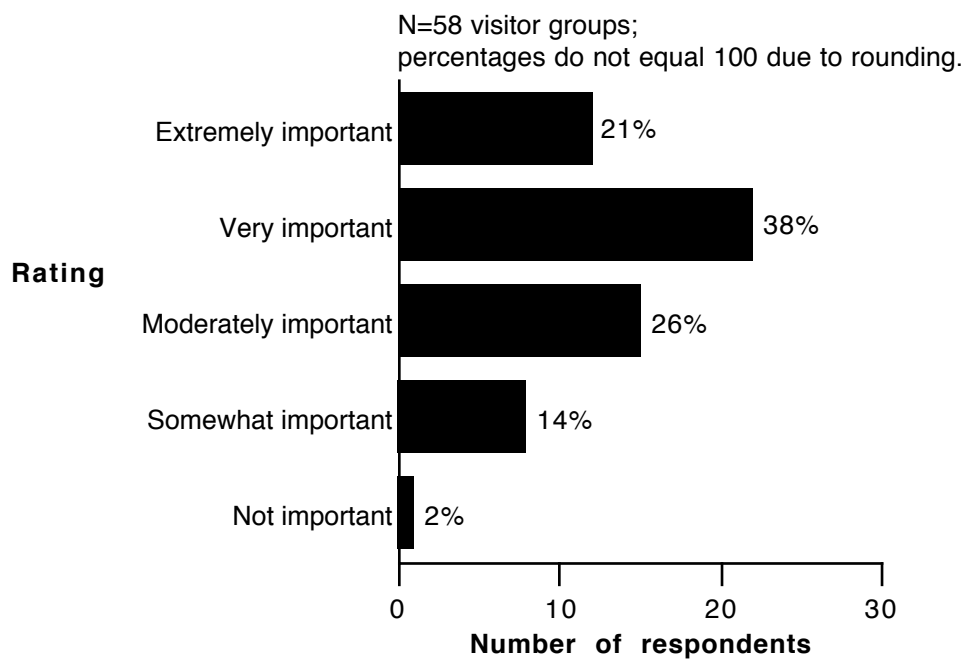


Figure 42: Importance of orientation slide program

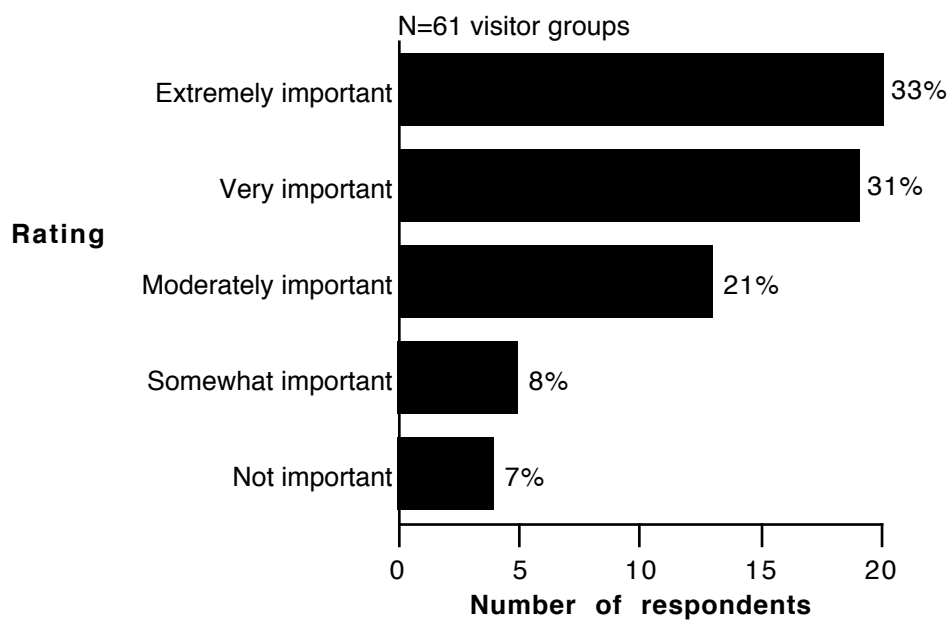


Figure 43: Importance of bulletin boards

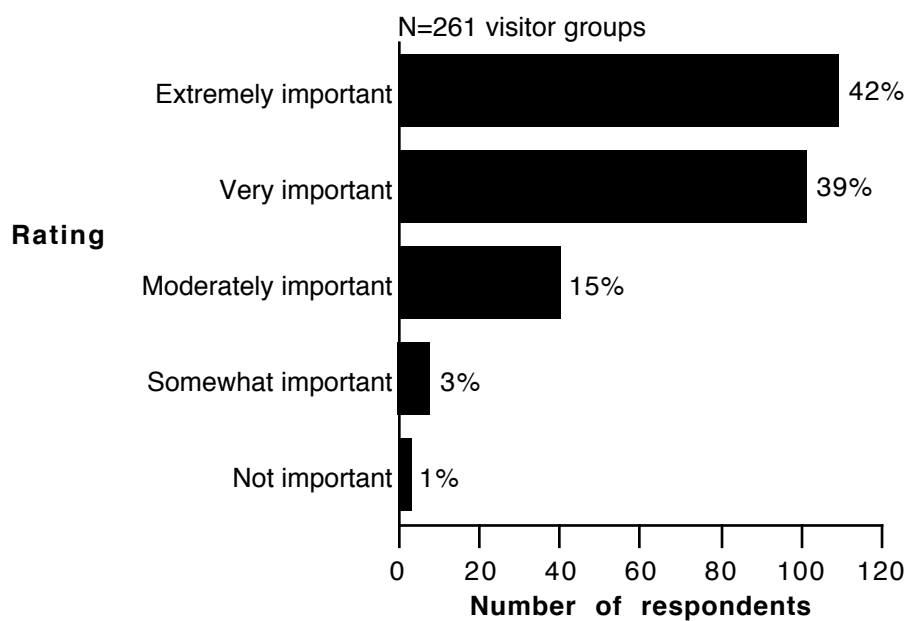


Figure 44: Importance of roadside exhibits

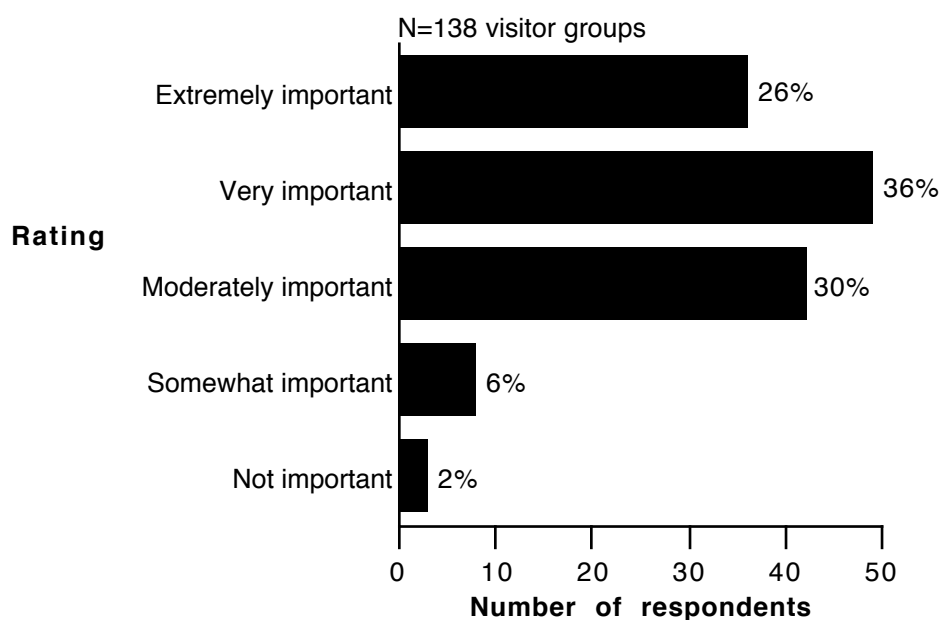


Figure 45: Importance of visitor center exhibits

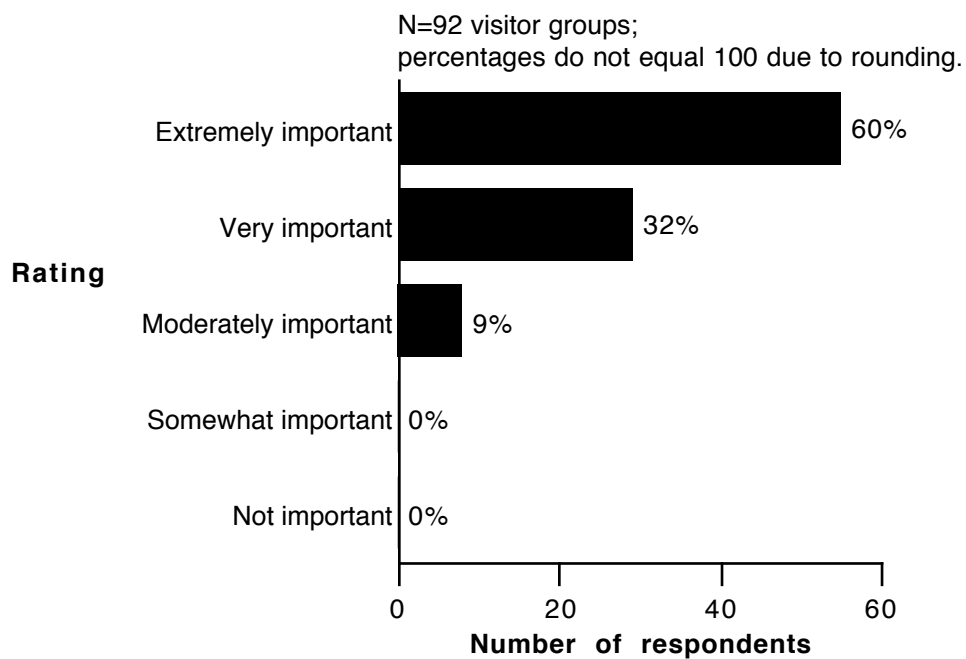


Figure 46: Importance of assistance from visitor center staff

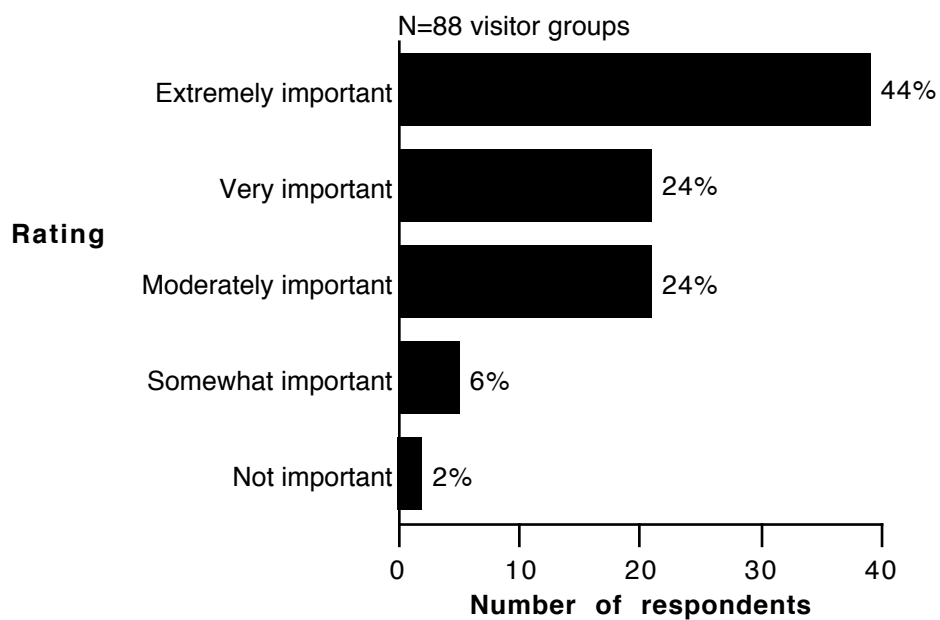


Figure 47: Importance of assistance from entrance station staff

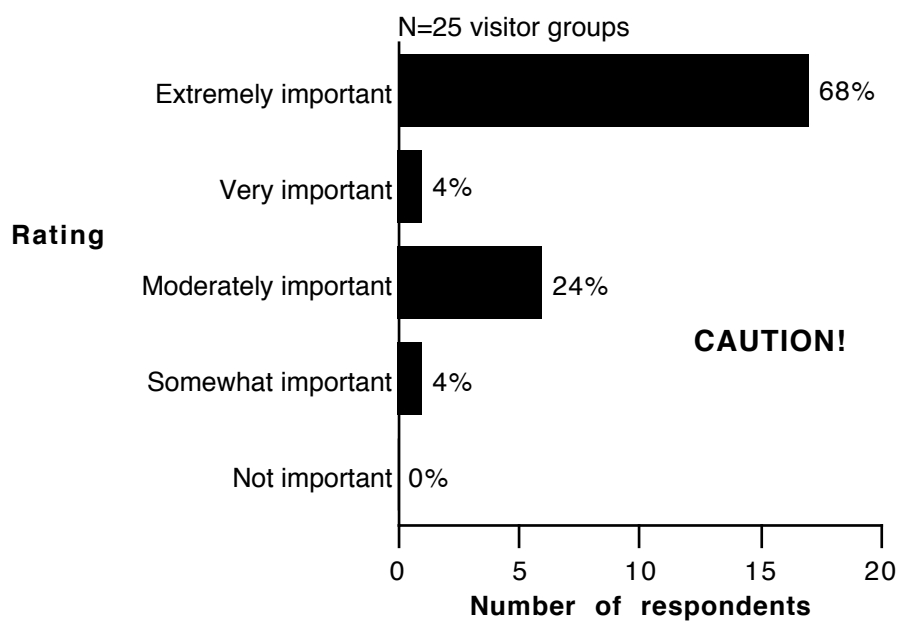


Figure 48: Importance of roving rangers

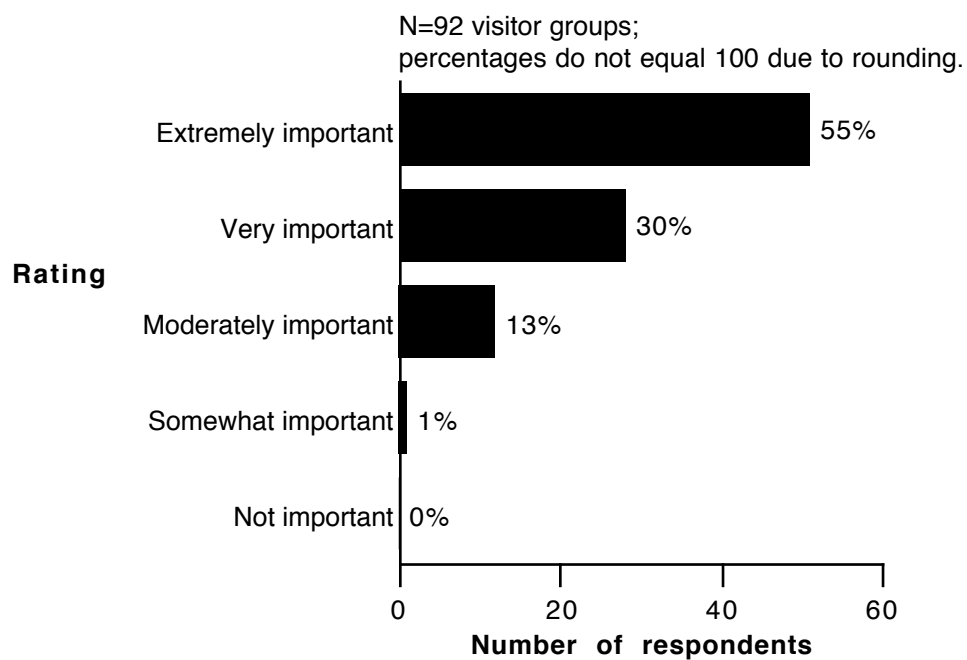


Figure 49: Importance of self-guided trail brochures

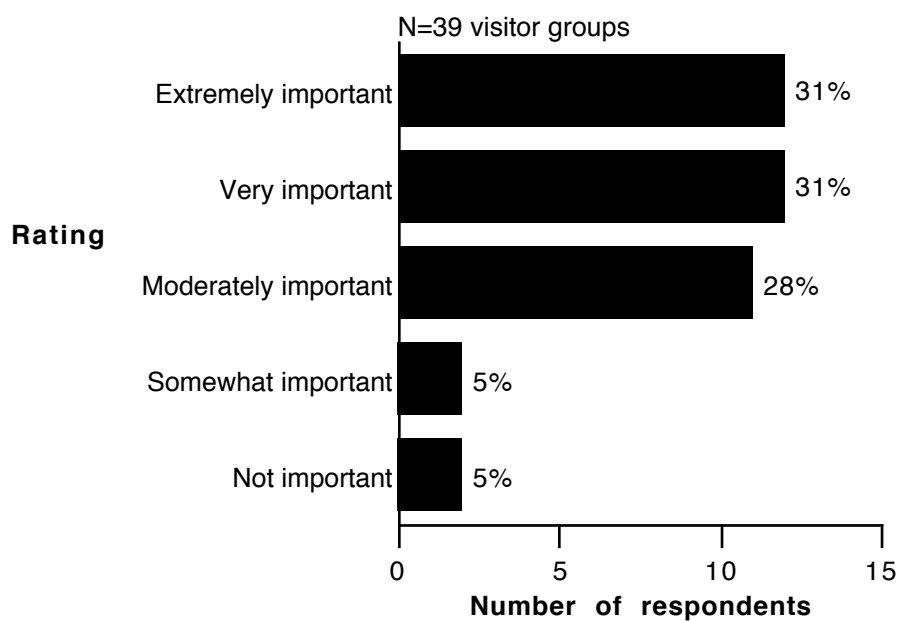


Figure 50: Importance of visitor center sales publications

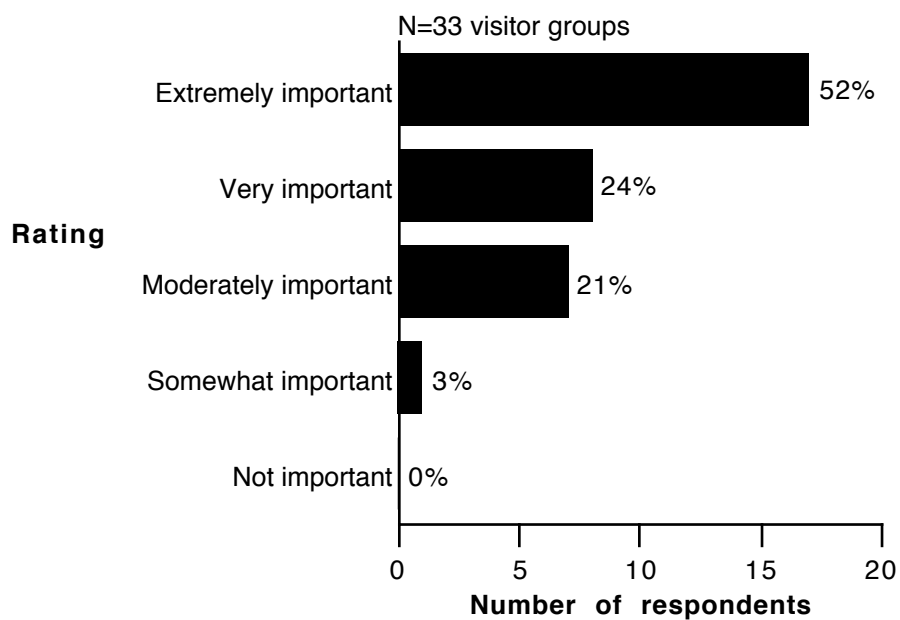


Figure 51: Importance of ranger-led programs

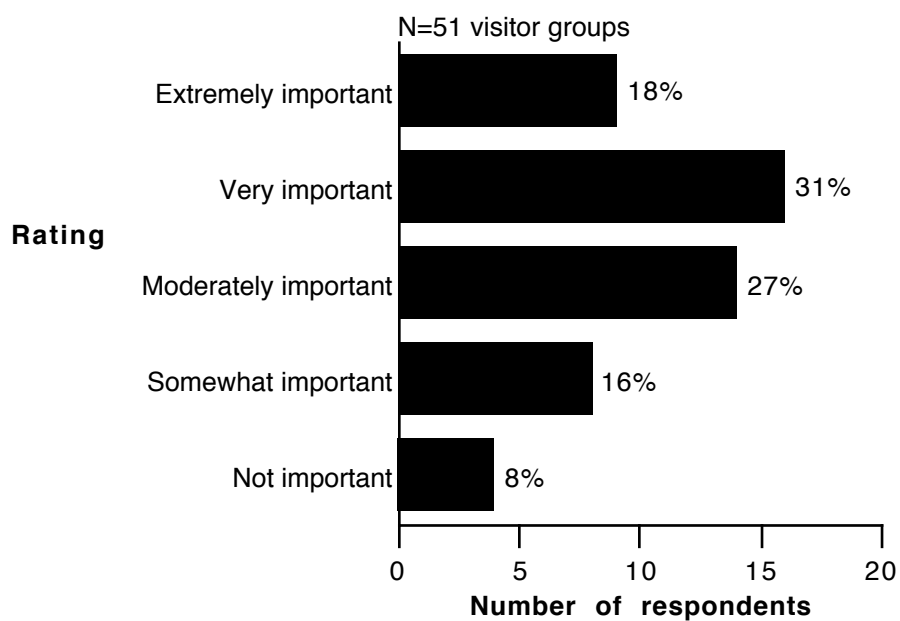


Figure 52: Importance of traveler's information radio station

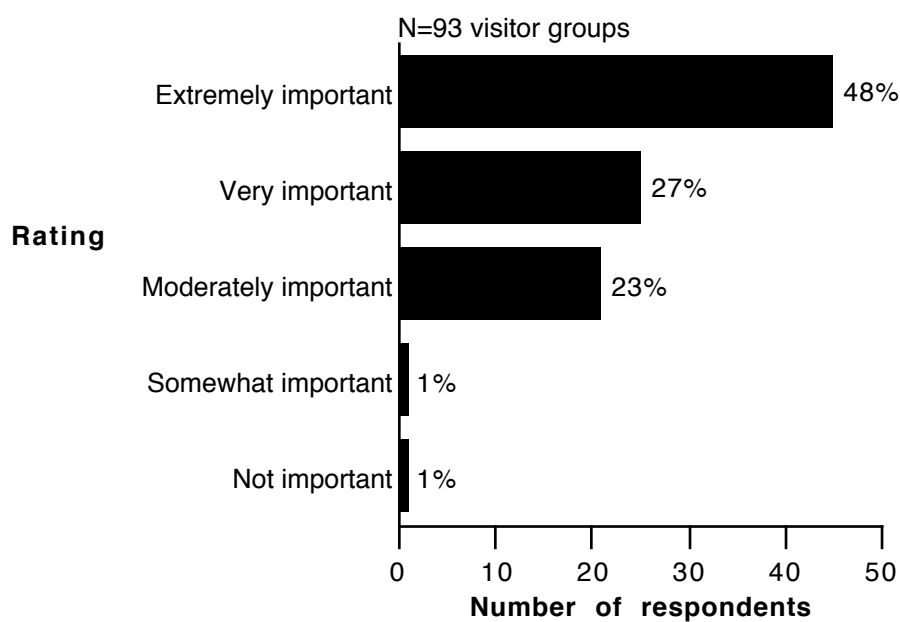
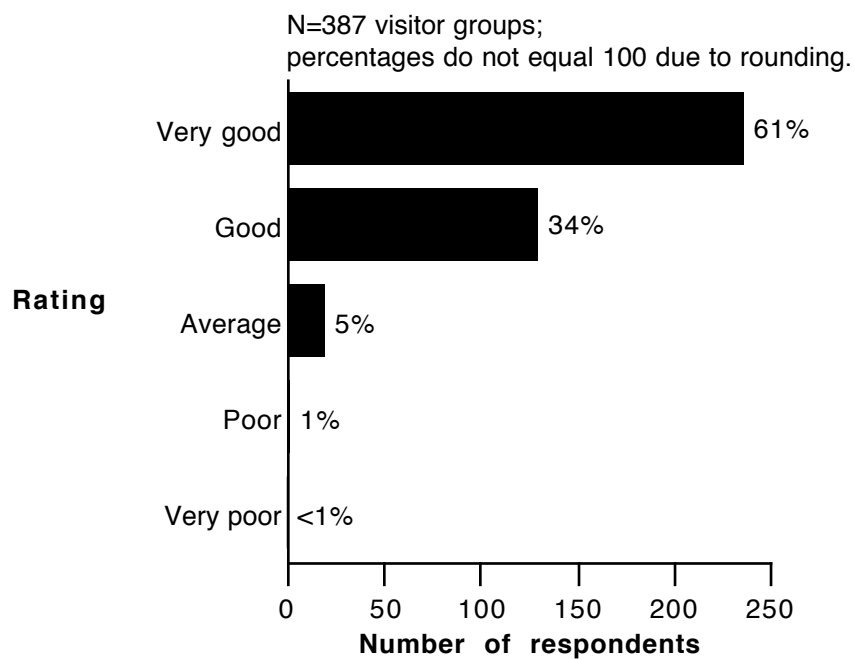
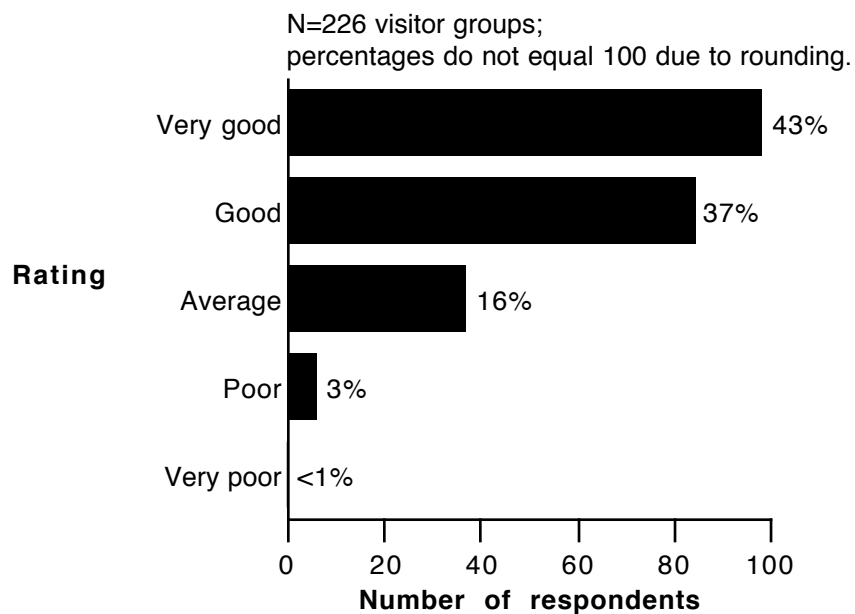


Figure 53: Importance of web site

**Figure 54: Quality of park brochure/map****Figure 55: Quality of park newspaper**

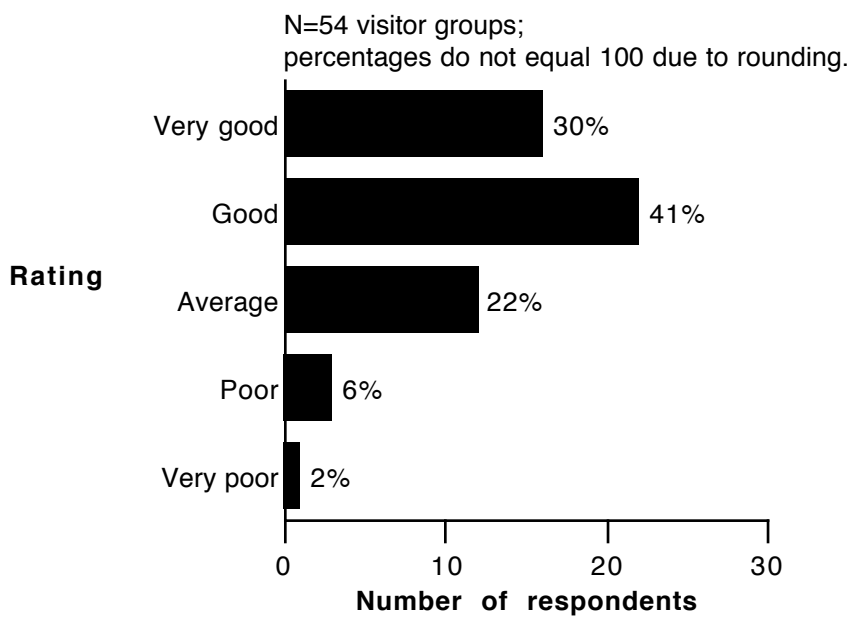


Figure 56: Quality of orientation slide program

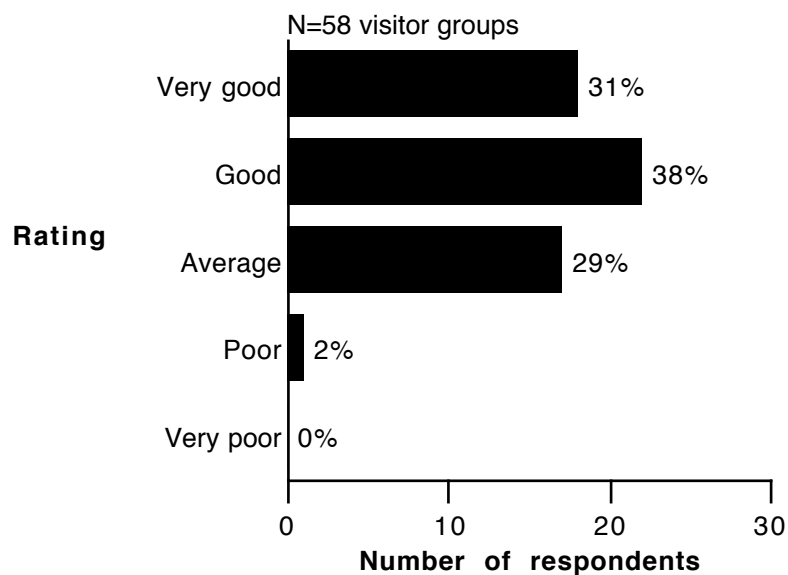
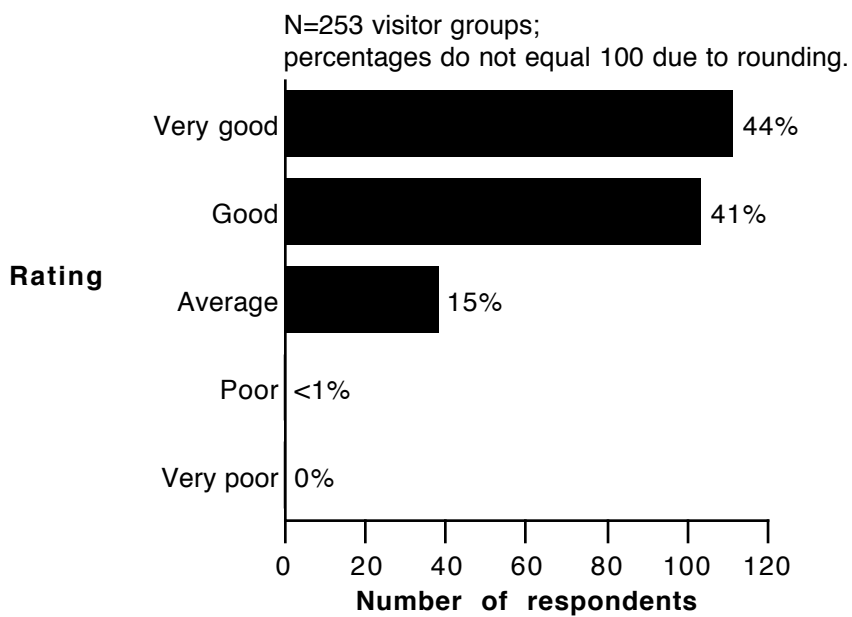
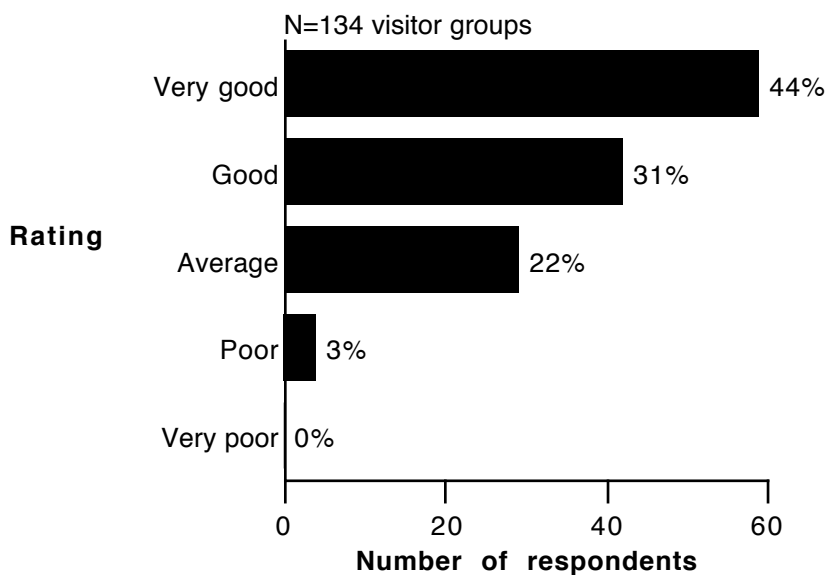


Figure 57: Quality of bulletin boards

**Figure 58: Quality of roadside exhibits****Figure 59: Quality of visitor center exhibits**

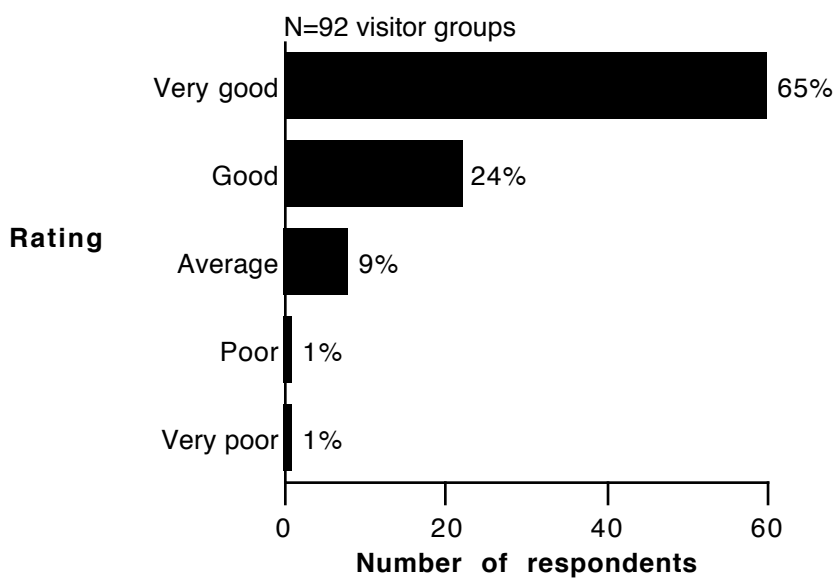


Figure 60: Quality of assistance from visitor center staff

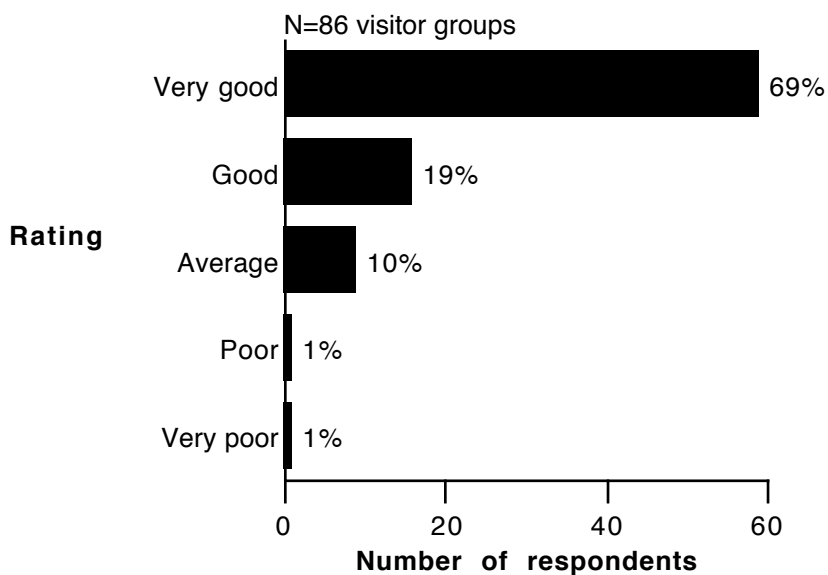


Figure 61: Quality of assistance from entrance station staff

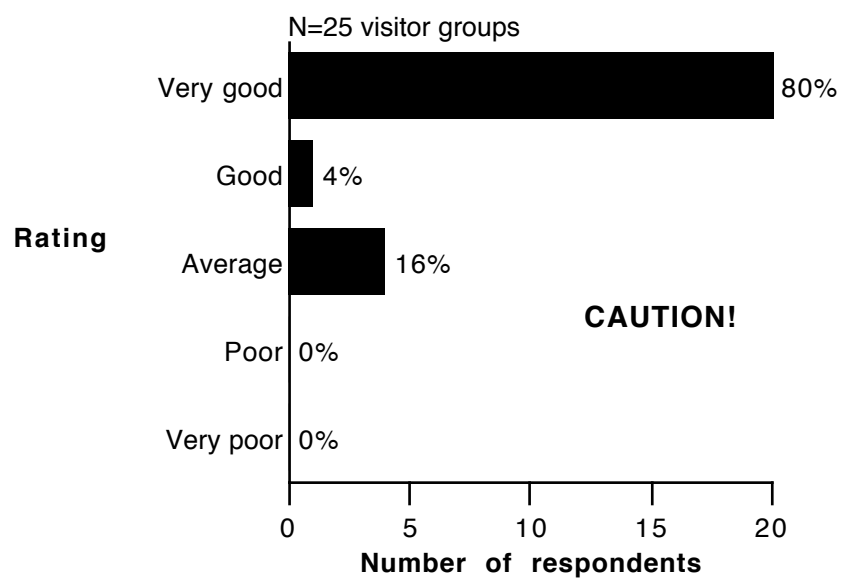


Figure 62: Quality of roving rangers

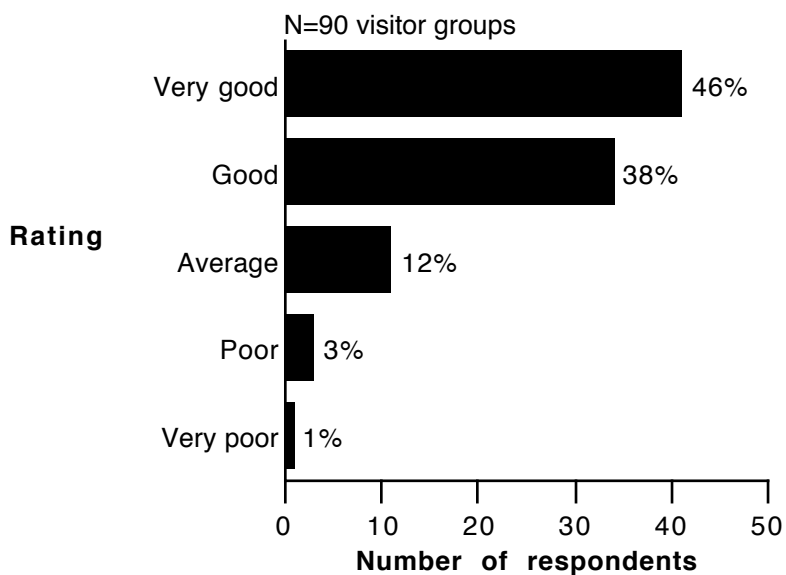


Figure 63: Quality of self-guided trail brochures

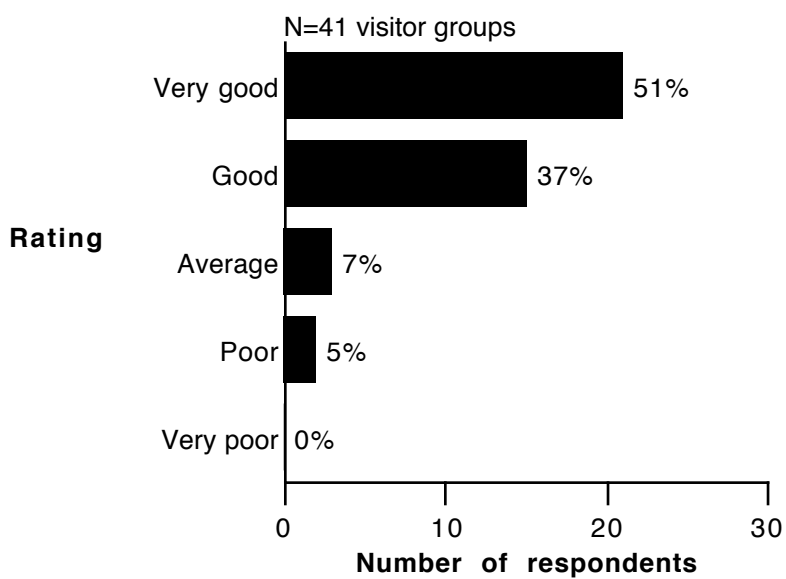


Figure 64: Quality of visitor center sales publications

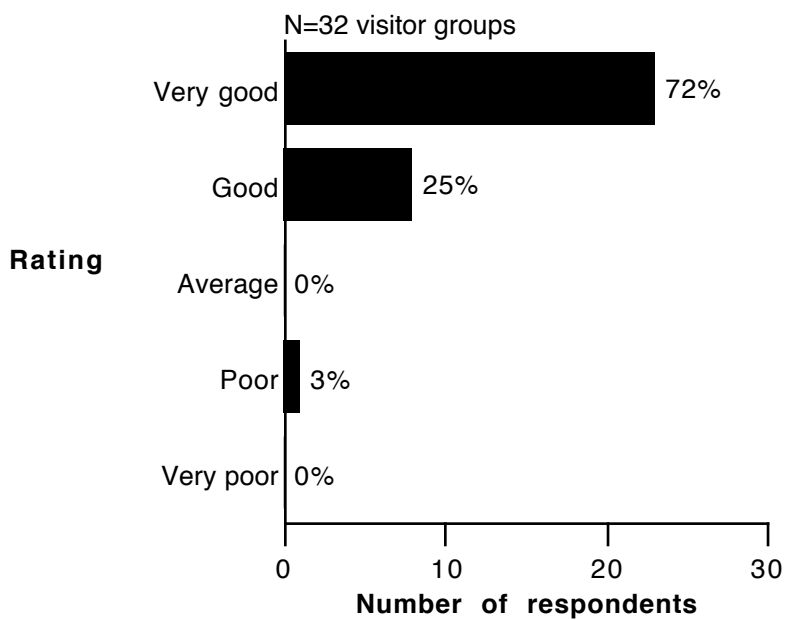


Figure 65: Quality of ranger-led programs

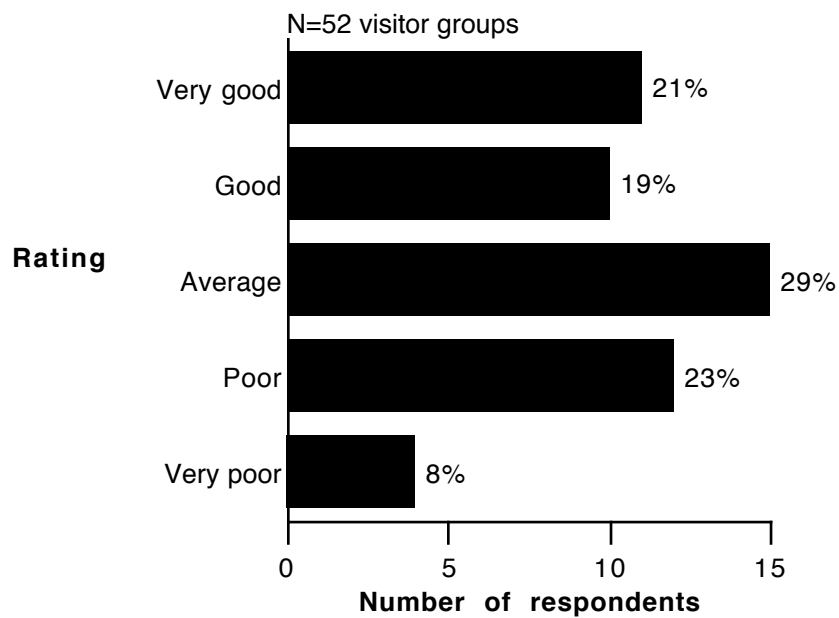


Figure 66: Quality of travelers' information radio station

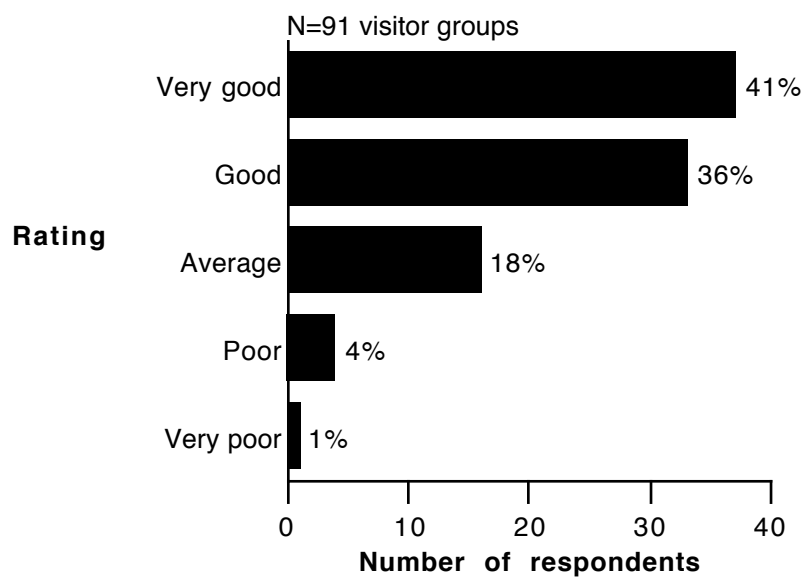


Figure 67: Quality of web site

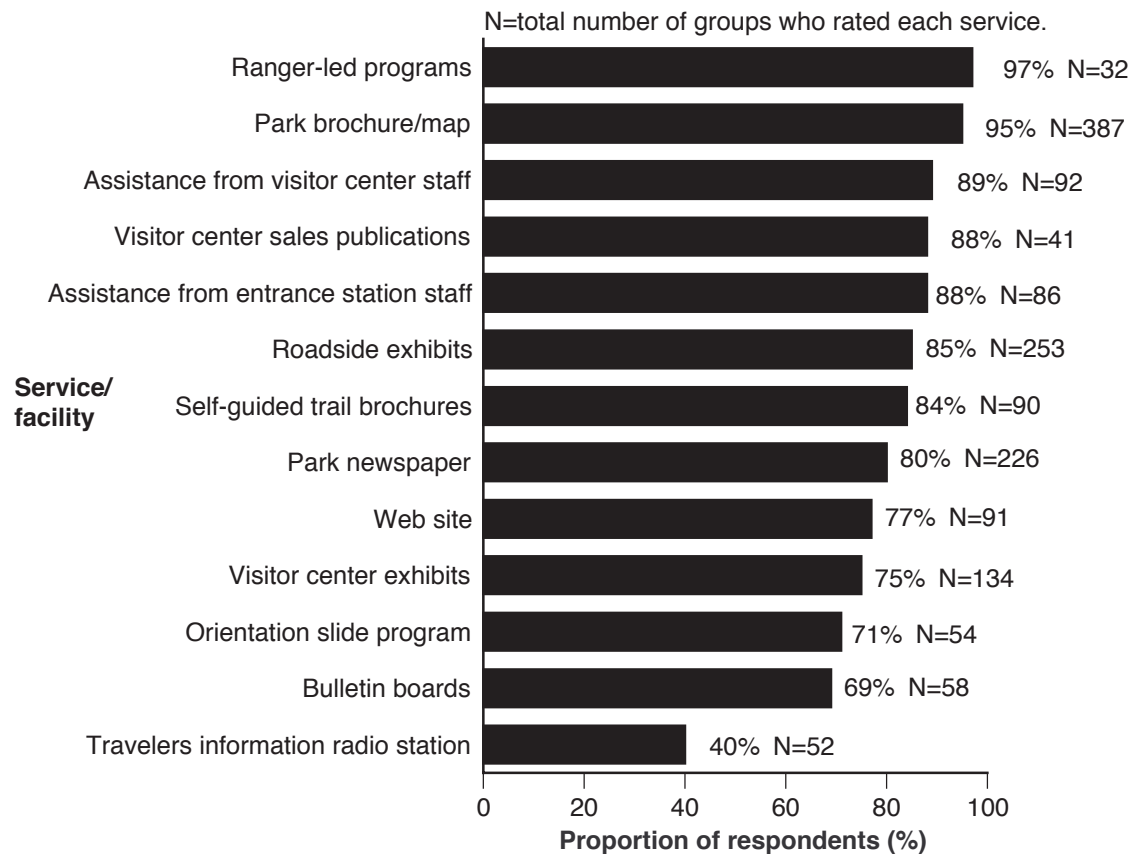


Figure 68: Combined proportions of “very good” and “good” quality ratings for information services and facilities

Visitor services and facilities: use, importance, and quality

Visitor groups were asked to identify the facilities/services they used and rate them by importance and quality. The most used services/facilities were directional road signs in park (91%) and paved roads (81%), as shown in Figure 69. The least used service/facility was access for disabled persons (1%).

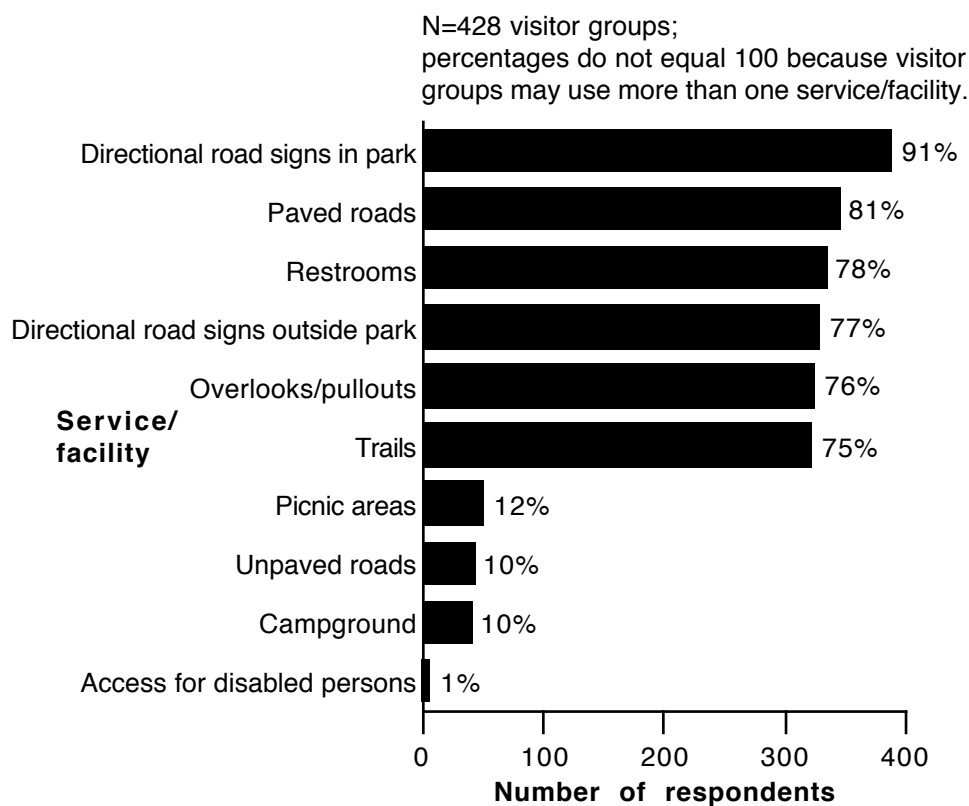


Figure 69: Visitor services/facilities used

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five-point scales were used in the questionnaire.

IMPORTANCE 5=extremely important 4=very important 3=moderately important 2=somewhat important 1=not important	QUALITY 5=very good 4=good 3=average 2=poor 1=very poor
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The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 70 and 71 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: access for disabled persons was not rated by enough visitors to provide reliable data.

Figures 72-81 show the importance ratings that were provided by visitor groups for each of the facilities. Those services/facilities receiving the highest proportion of “extremely important” or “very important” ratings included campground (100%), trails (97%), directional road signs in park (92%), overlooks/pullouts (91%), and restrooms (90%). The highest proportion of “not important” ratings was unpaved roads (2%).

Figures 82-91 show the quality ratings that were provided by visitor groups for each of the facilities. Those facilities receiving the highest proportion of “very good” or “good” ratings included paved roads (94%), campground (93%), directional road signs in park (90%) and trails (90%). The highest proportion of “very poor” ratings were for unpaved roads (5%) and restrooms (5%).

Figure 92 combines the “very good” and “good” quality ratings and compares those ratings for all of the visitor services and facilities.

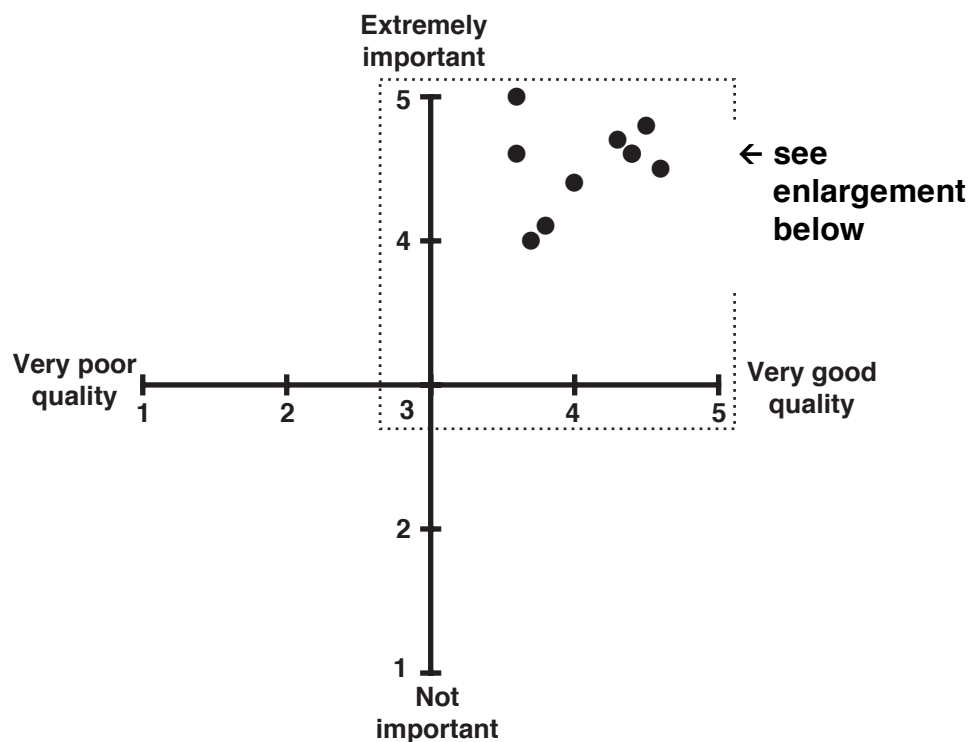


Figure 70: Average ratings of visitor services/facilities importance and quality

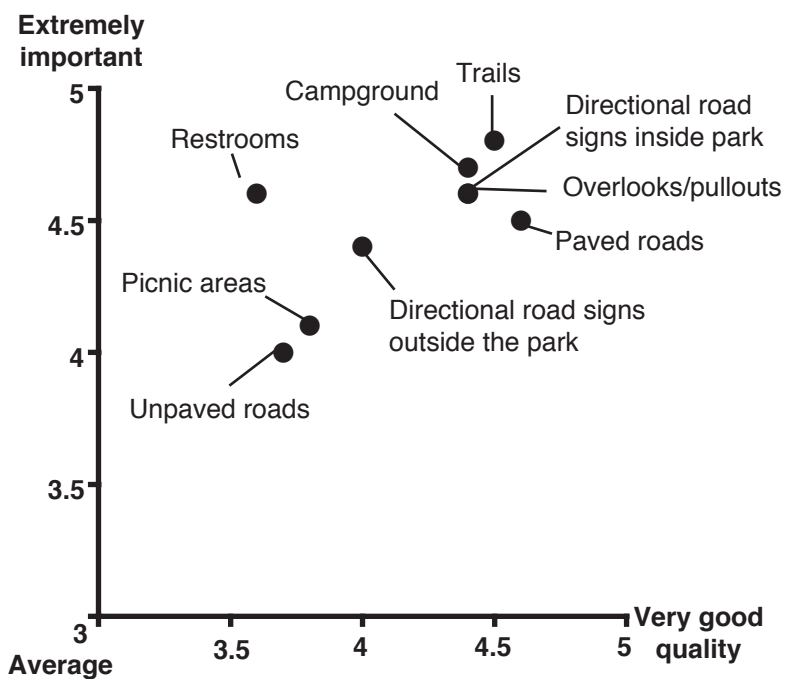


Figure 71: Detail of Figure 70

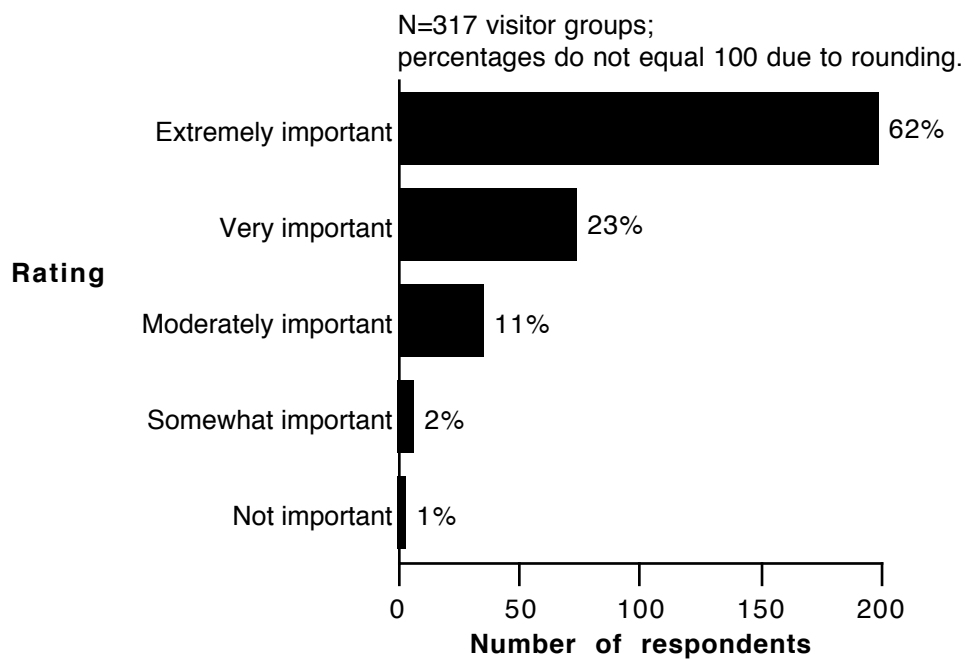


Figure 72: Importance of directional road signs outside park

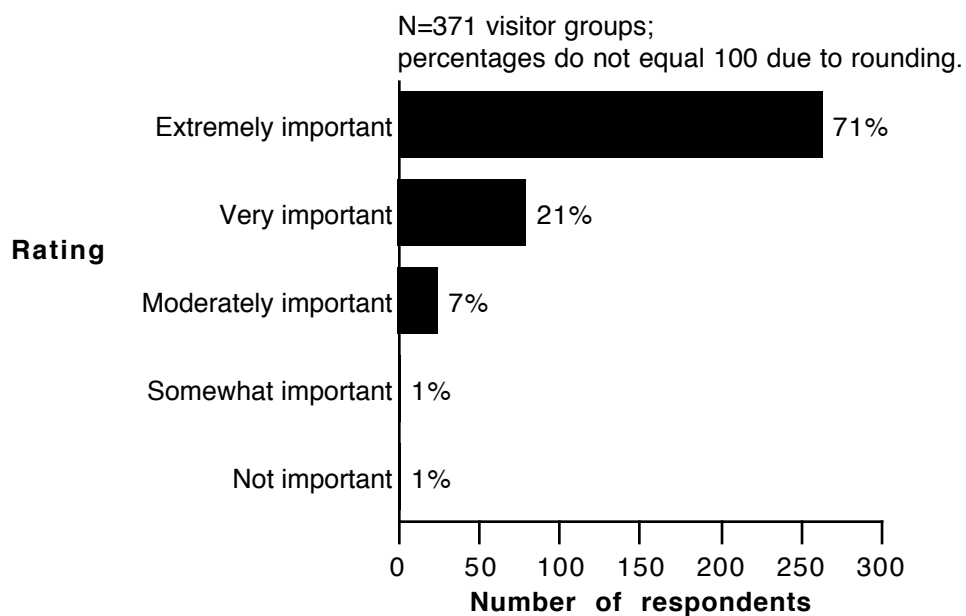
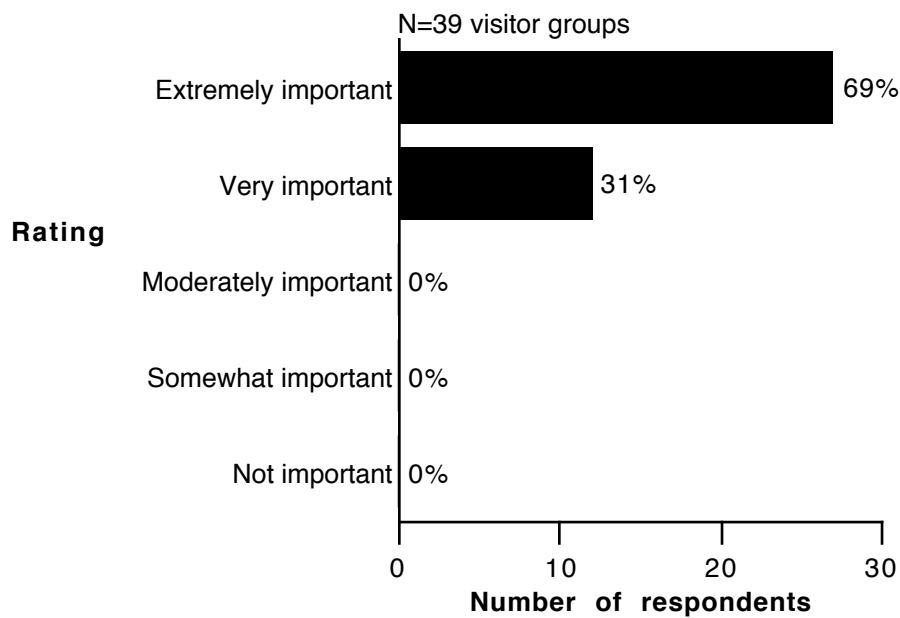
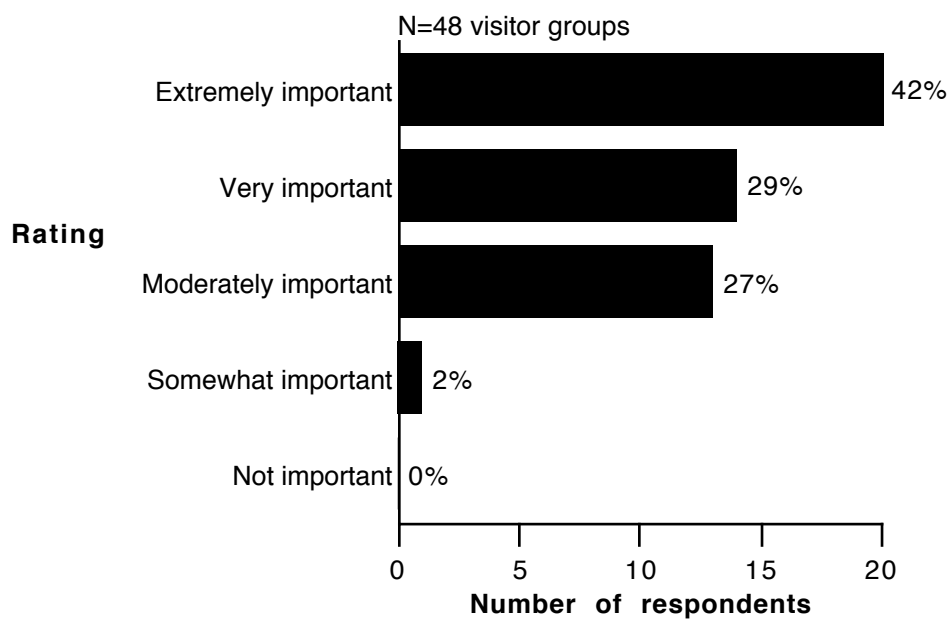


Figure 73: Importance of directional road signs in park

**Figure 74: Importance of campground****Figure 75: Importance of picnic areas**

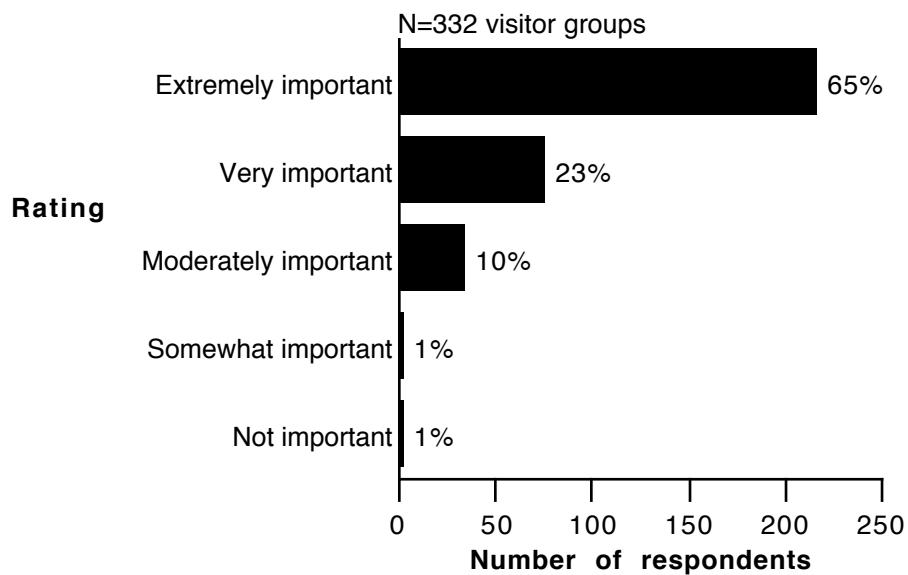


Figure 76: Importance of paved roads

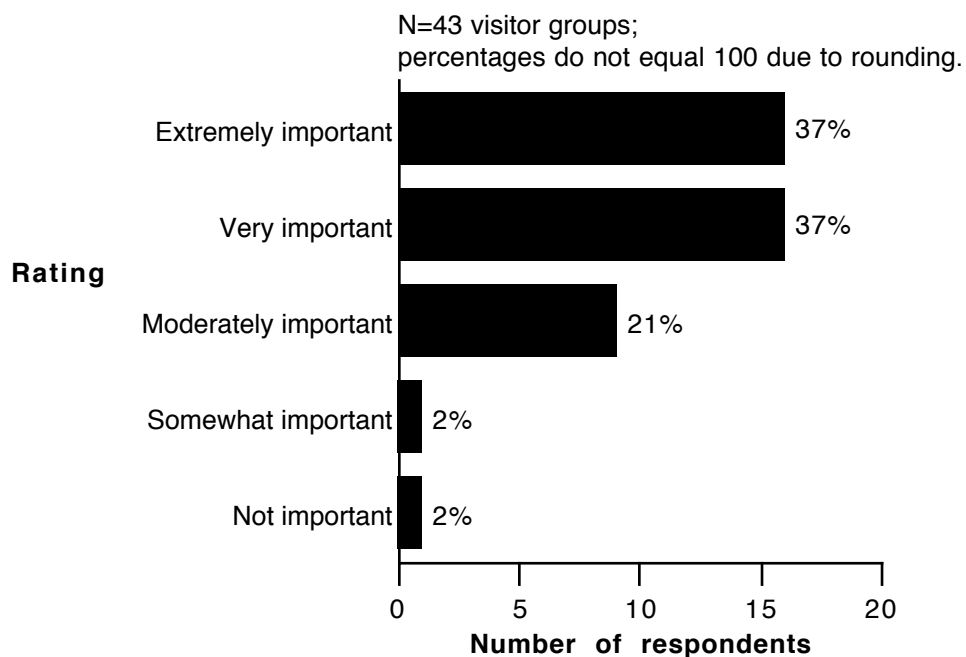


Figure 77: Importance of unpaved roads

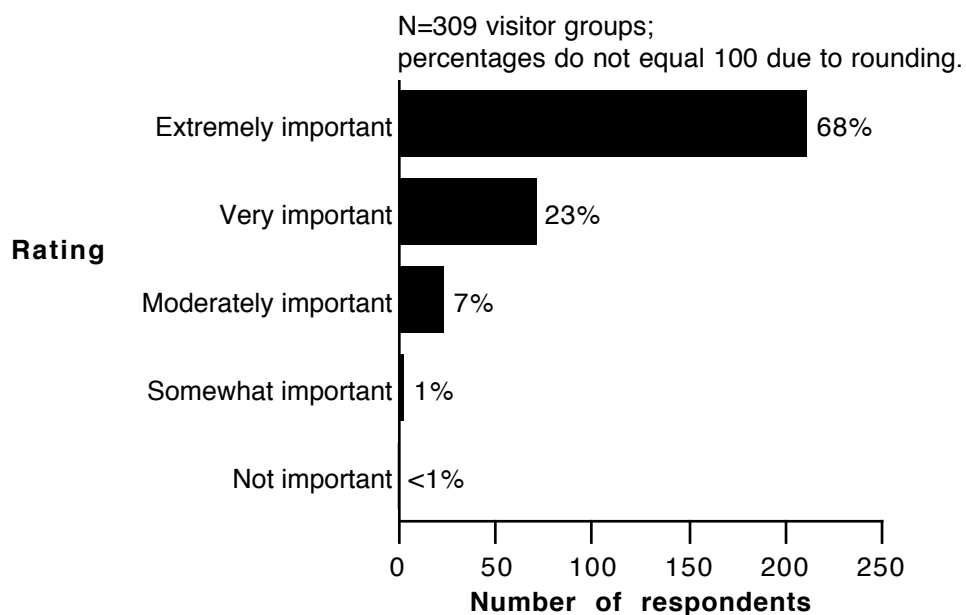


Figure 78: Importance of overlook/pullouts

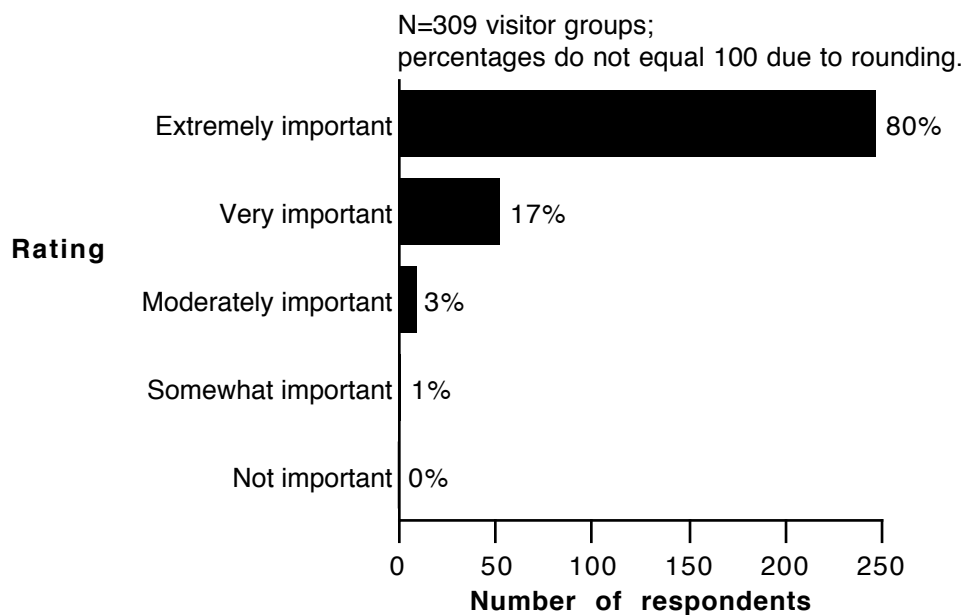


Figure 79: Importance of trails

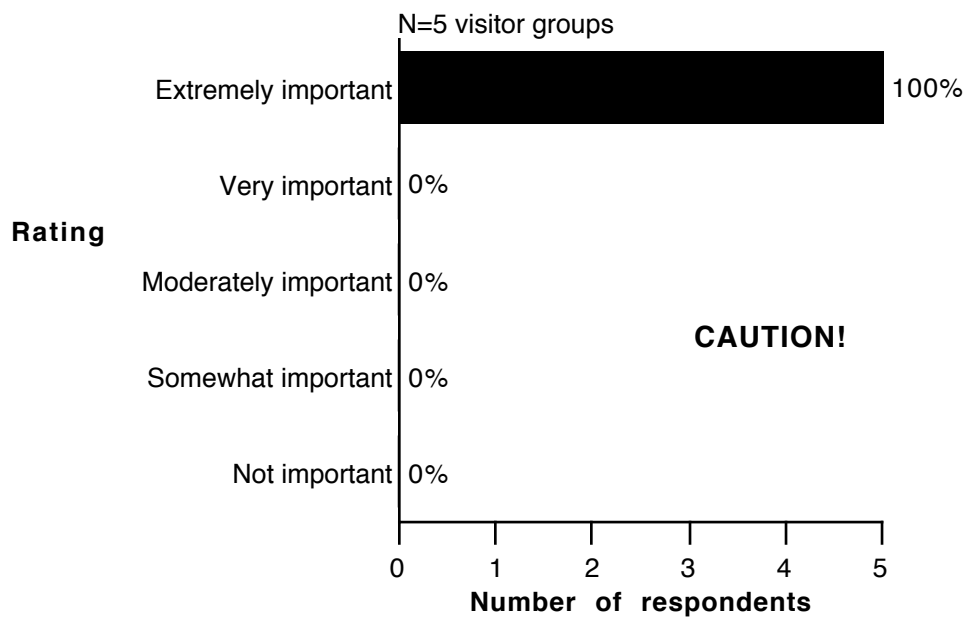


Figure 80: Importance of access for disabled persons

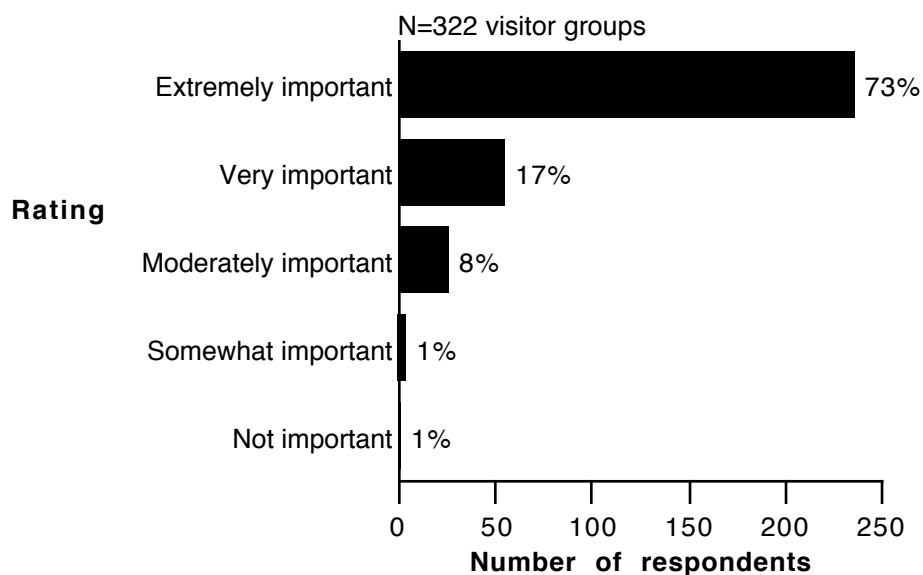


Figure 81: Importance of restrooms

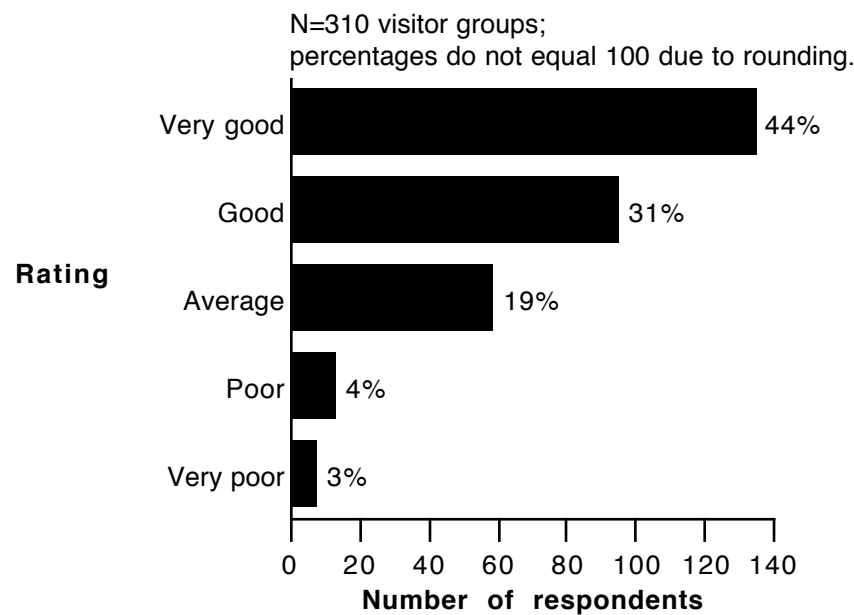


Figure 82: Quality of directional signs outside the park

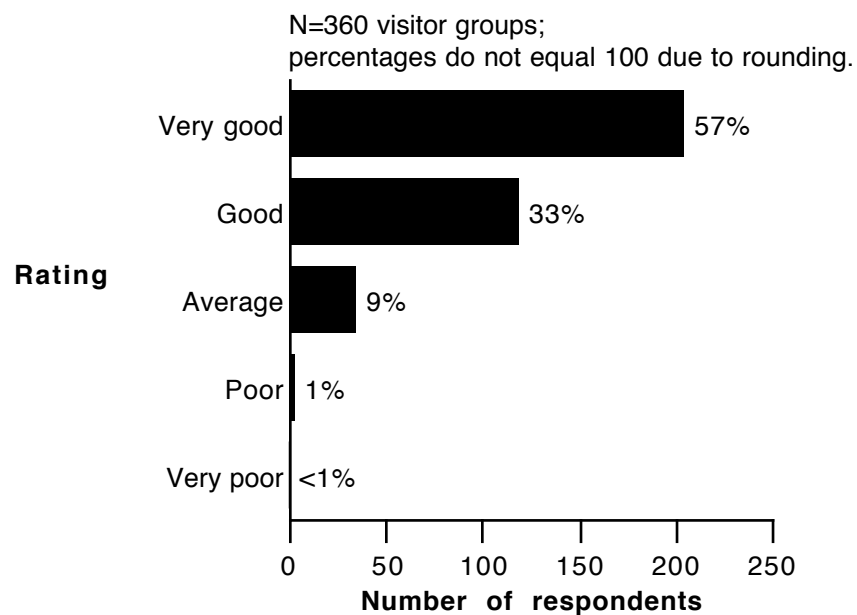
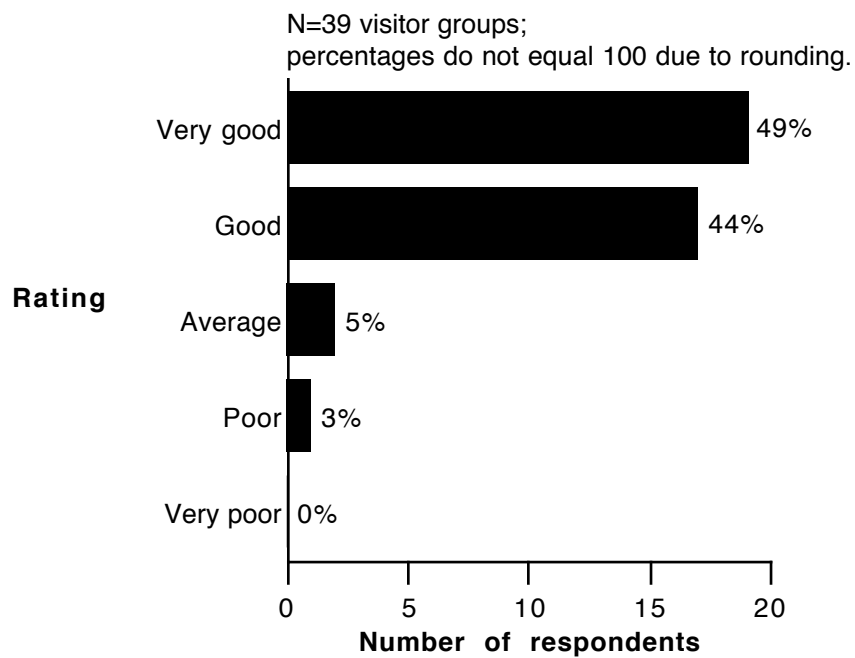
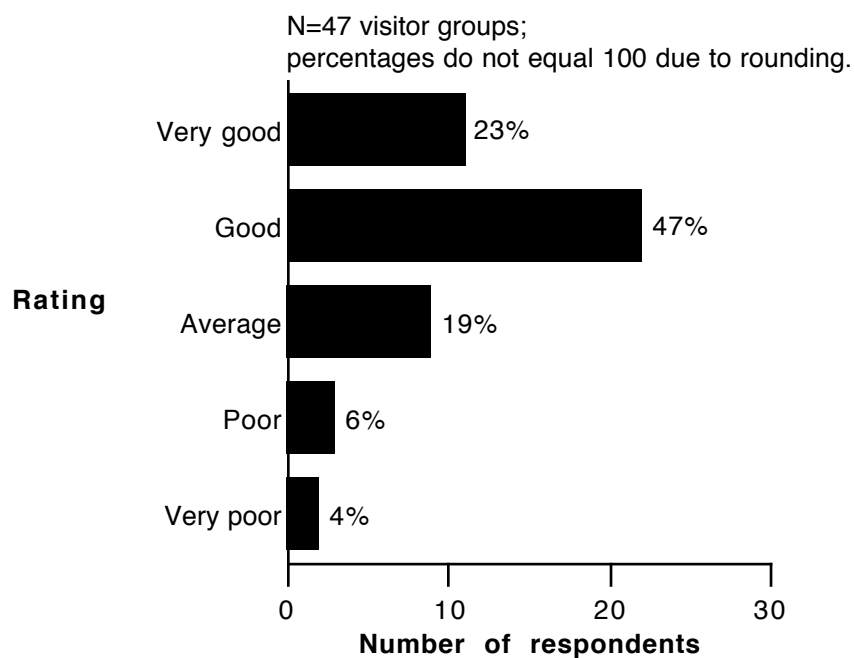
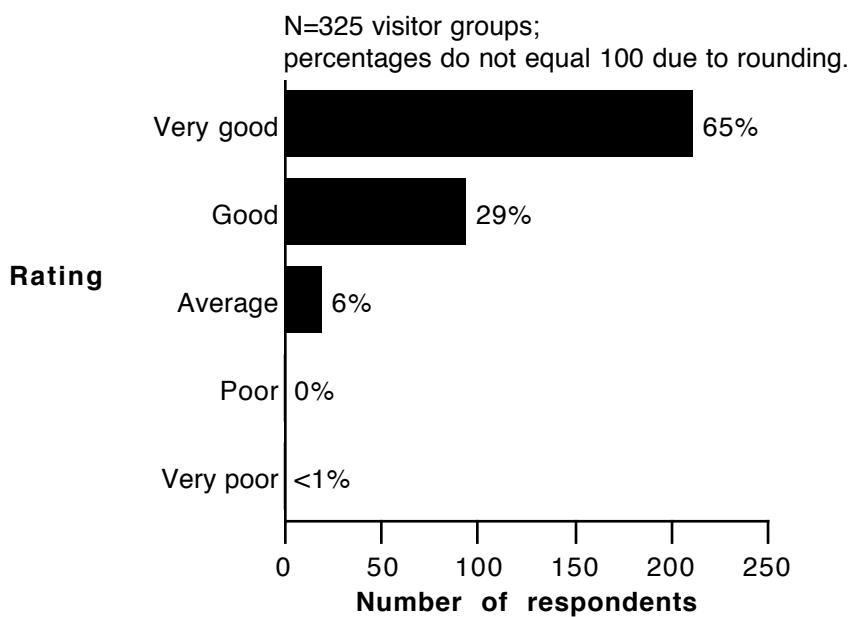
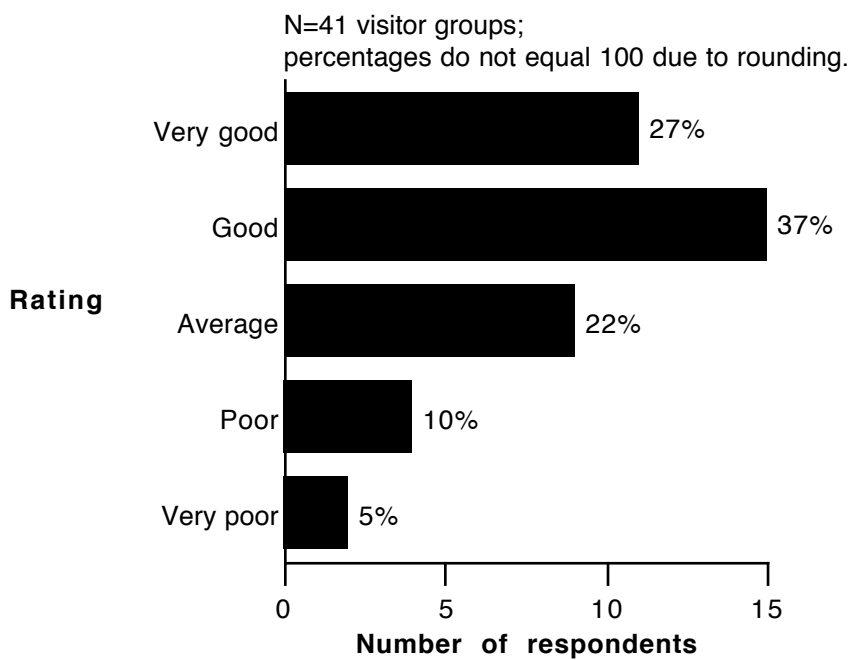
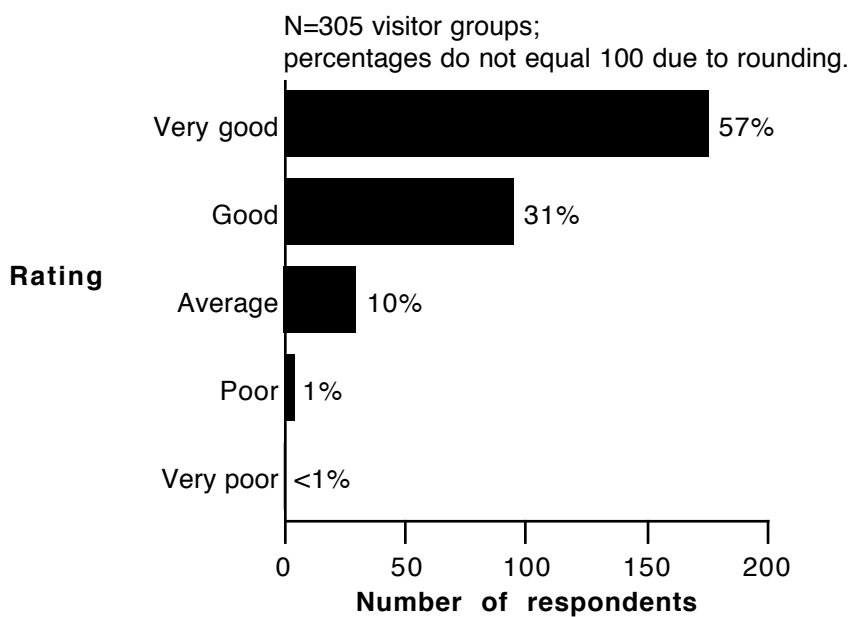
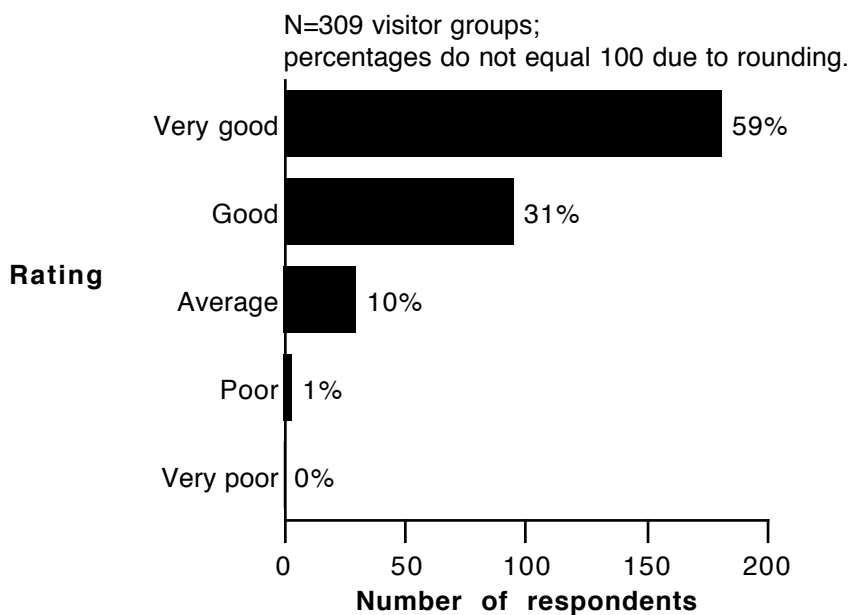


Figure 83: Quality of directional road signs in park

**Figure 84: Quality of campground****Figure 85: Quality of picnic areas**

**Figure 86: Quality of paved roads****Figure 87: Quality of unpaved roads**

**Figure 88: Quality of overlooks/pullouts****Figure 89: Quality of trails**

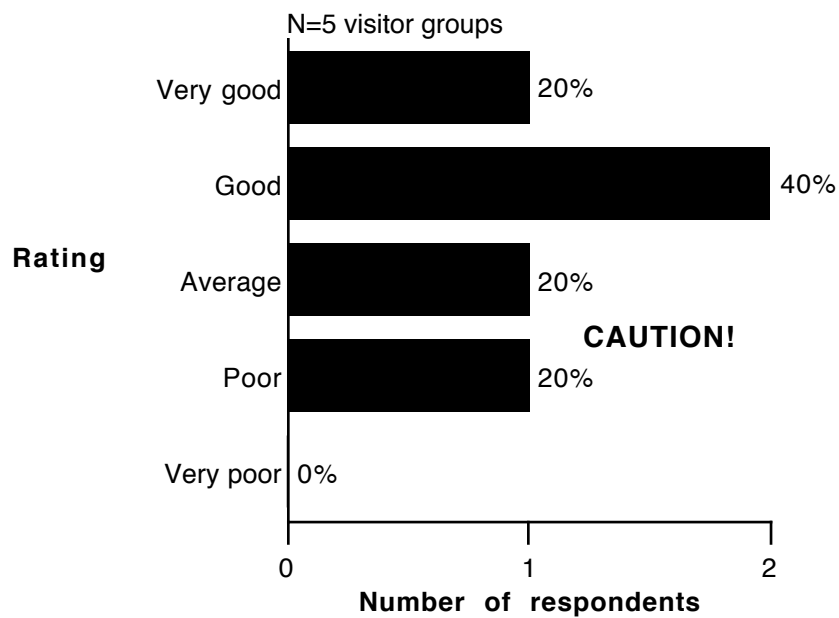


Figure 90: Quality of access for disabled persons

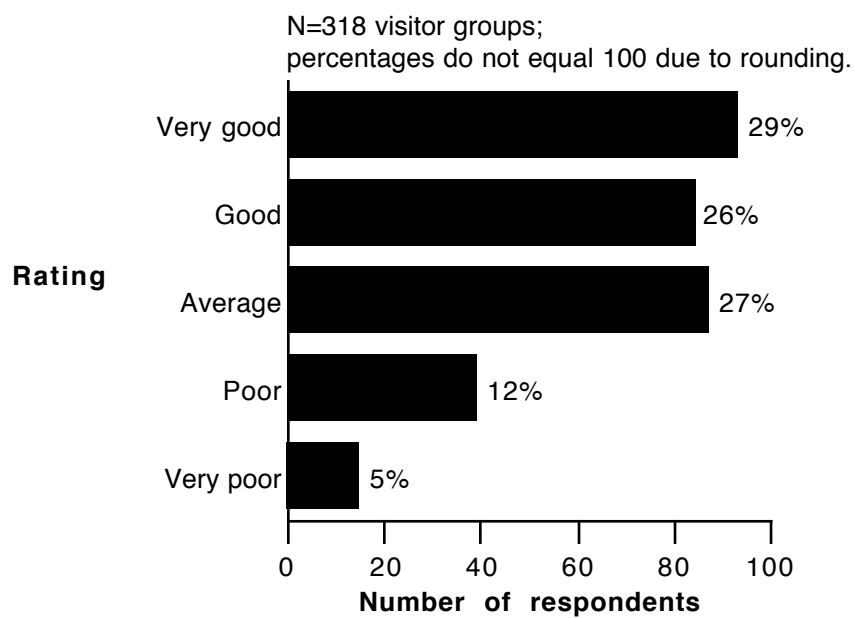


Figure 91: Quality of restrooms

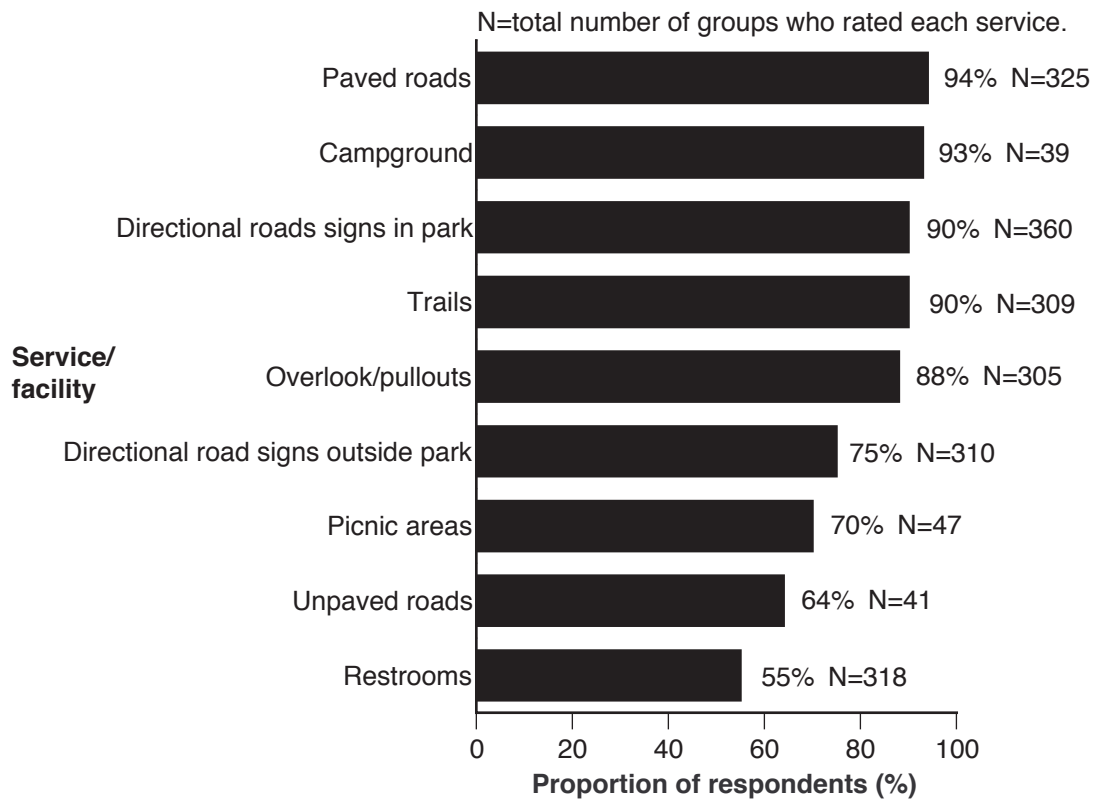


Figure 92: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

Use of fees collected at Arches NP

Visitors were asked, “Are you aware that most of the fee money collected at Arches NP is used in the park?” Most of the visitors (53%) responded, “yes, but uncertain about details” (see Figure 93). Sixteen percent were aware of the details of fee usage in the park, and 31% were not aware that most of the fees were used in the park.

Visitors were then asked how they would prefer the fees to be used within the park. Most of the visitors would like the fees to be used for backlogged maintenance/infrastructure improvements (56%) and natural/cultural resource management (55%), as shown in Figure 94. Forty-three percent of respondents would like to see fees used for visitor services and 15% selected “other” uses. Commonly mentioned “other” uses included trail improvement/expansion and restrooms improvement.

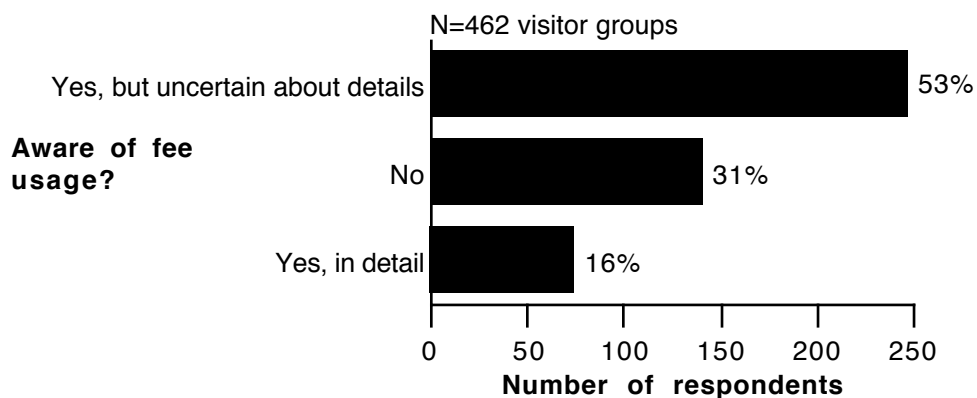


Figure 93: Visitors awareness that most of the fees collected in Arches NP are used in the park

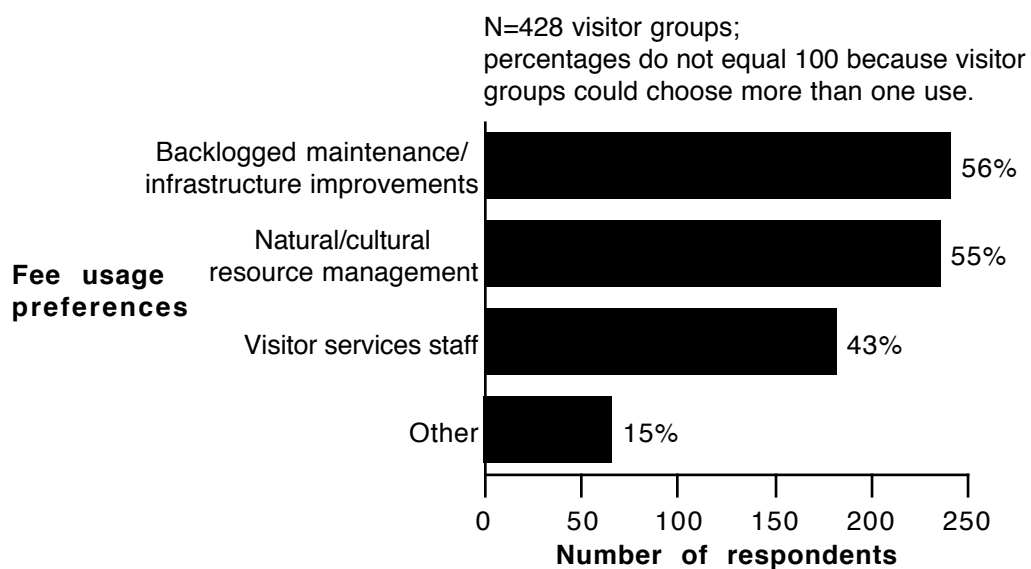


Figure 94: Visitor preferences for the use of fees collected

Total expenditures

Visitor groups were asked to list the amount of money they spent on their visit to Arches NP and the surrounding area (within a one-hour drive) on the day they received the questionnaire. Groups were asked to list the amounts they spent for lodging; camping fees; guide fees; restaurants and bars; groceries and take-out food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; all other purchases; and donations.

For total expenditures in and around the park, 23% of visitor groups spent between \$1 and \$100 during their visit (see Figure 95). Forty-two percent of visitors spent \$101-200 and 32% spent \$301 or more. The greatest proportion of expenditures (34%) was for hotels, motels, cabins, etc., as shown in Figure 96.

The average visitor group expenditure during the visit was \$372. The median visitor group expenditure (50% of spent more and 50% of groups spent less) was \$200. The average per capita expenditure was \$130.

Visitor groups were asked to list how many adults (18 years or older) and children (under 18 years) were covered by their expenditures. Sixty-six percent of the visitor groups had two adults, while 10% had one adult (see Figure 97). Twenty-four percent had 3 or more adults in their group. Figure 98 shows that 54% of groups had one or two children and 18% had three or more children. Twenty-eight percent of groups did not visit with children.

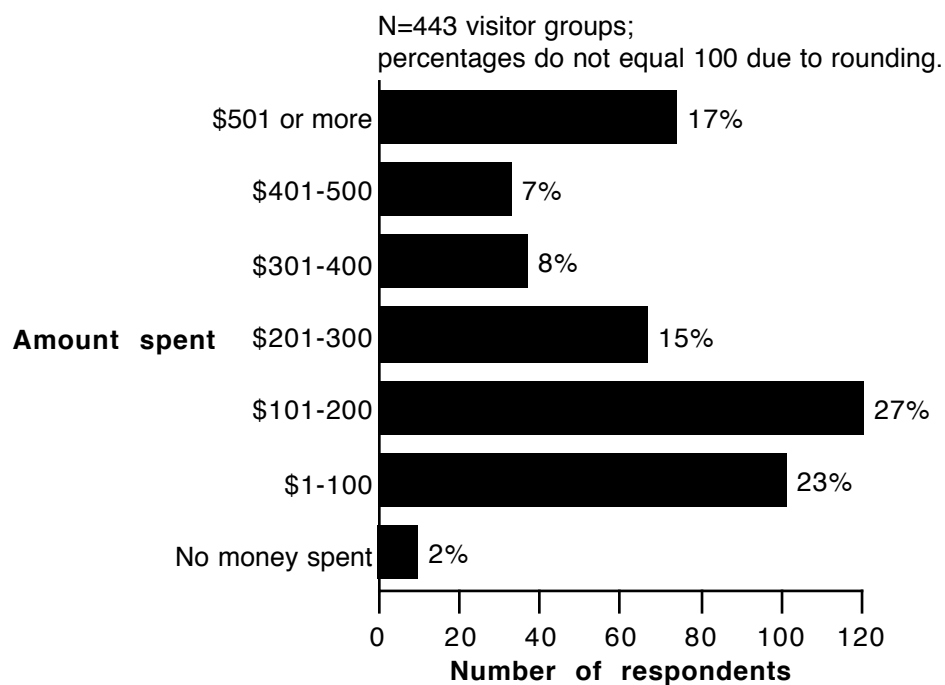


Figure 95: Total expenditures both in and out of Arches NP

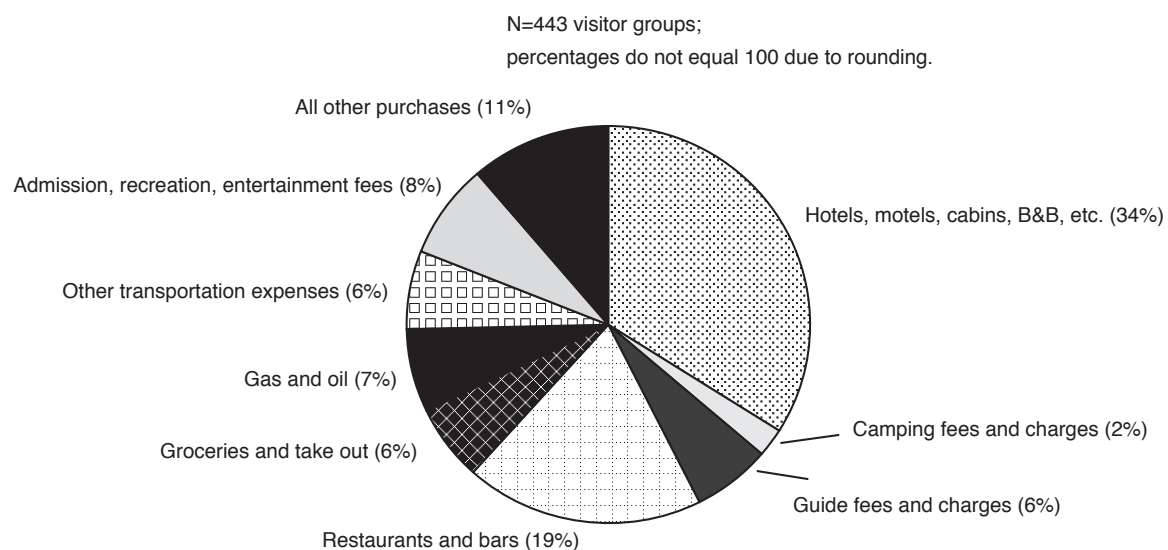


Figure 96: Proportions of expenditures in and out of Arches NP

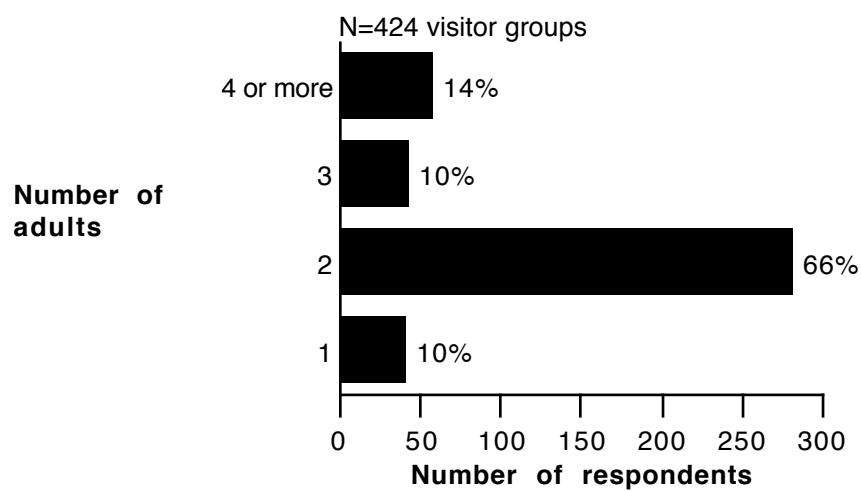


Figure 97: Number of adults covered by expenditures

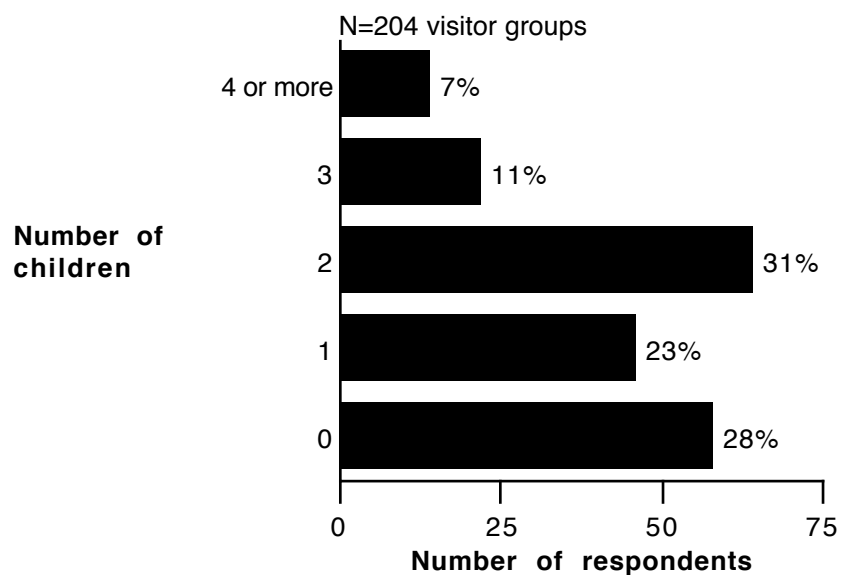


Figure 98: Number of children covered by expenditures

Expenditures inside the park

Total expenditures inside the park: Sixty-seven percent of visitor groups spent \$1-50 and 25% spent no money (see Figure 99).

“All other purchases” accounted for 37% of expenditures in the park (see Figure 100). Another 33% was comprised of admissions, recreation and entertainment fees.

The average visitor group expenditure in the park during this visit was \$21. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$10. The average per capita expenditure was \$11.

Camping fees and charges: Most visitor groups (77%) spent no money in the park and 21% of visitors spent up to \$50 (see Figure 101).

Guide fees and charges: Eighty-eight percent of groups spent no money and 11% spent up to \$50 (see Figure 102).

Transportation expenses inside the park: Most visitor groups (95%) spent no money (see Figure 103).

Admission, recreation, entertainment fees inside the park: Most visitor groups (56%) spent \$1-50 and 43% spent no money (see Figure 104).

All other purchases: Forty-nine percent of groups spent \$1-50 and 47% spent no money (see Figure 105).

Donations: Most groups (89%) spent no money and 11% spent up to \$50 (see Figure 106).

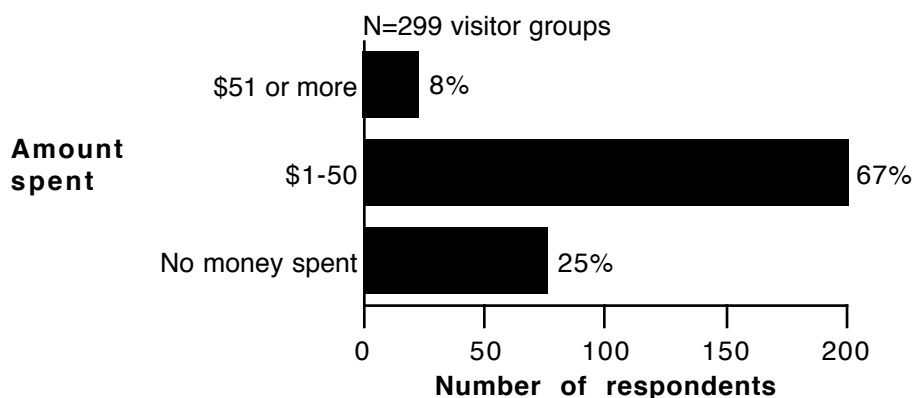


Figure 99: Total expenditures in Arches NP

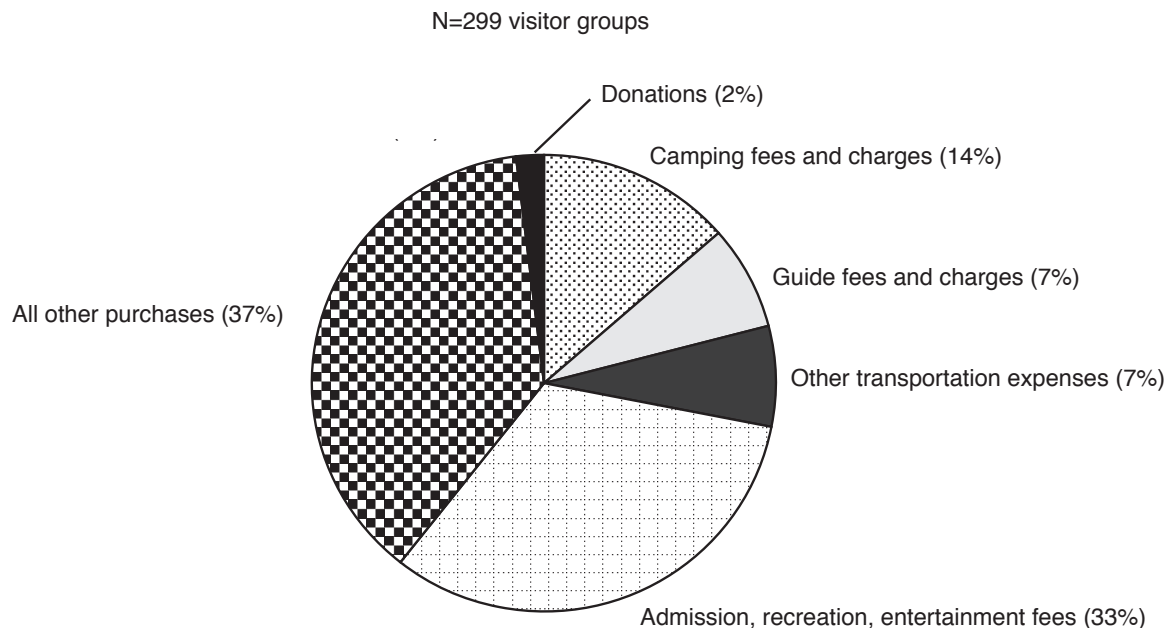


Figure 100: Proportions of expenditures in Arches NP

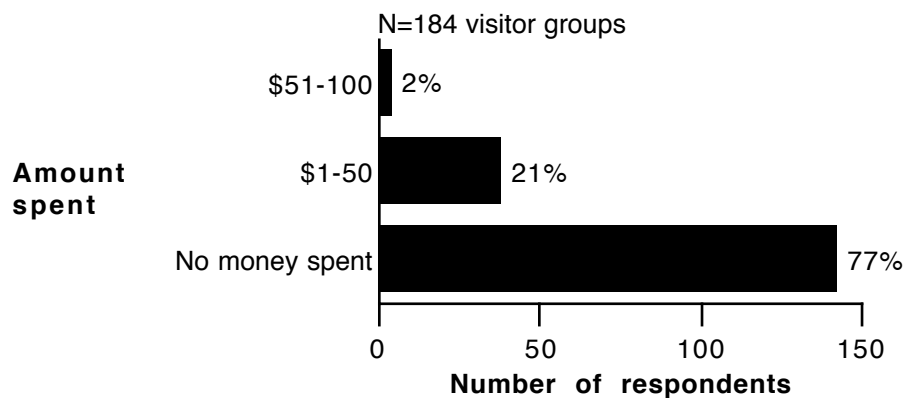


Figure 101: Expenditures for camping fees and charges inside the park

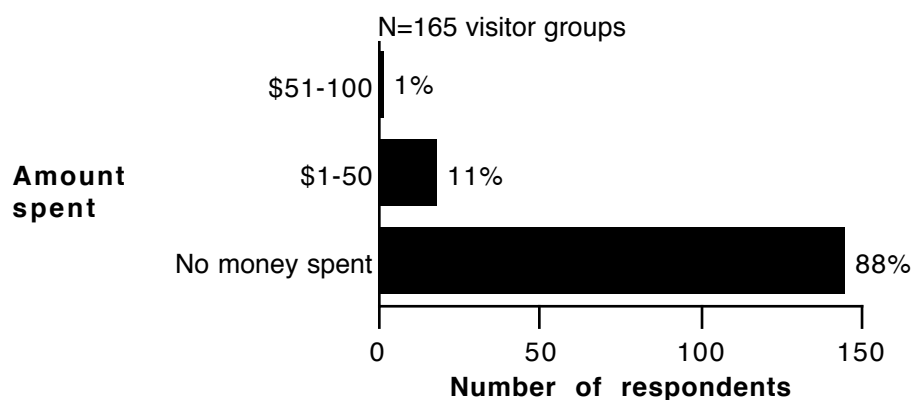


Figure 102: Expenditures for guide fees and charges inside the park

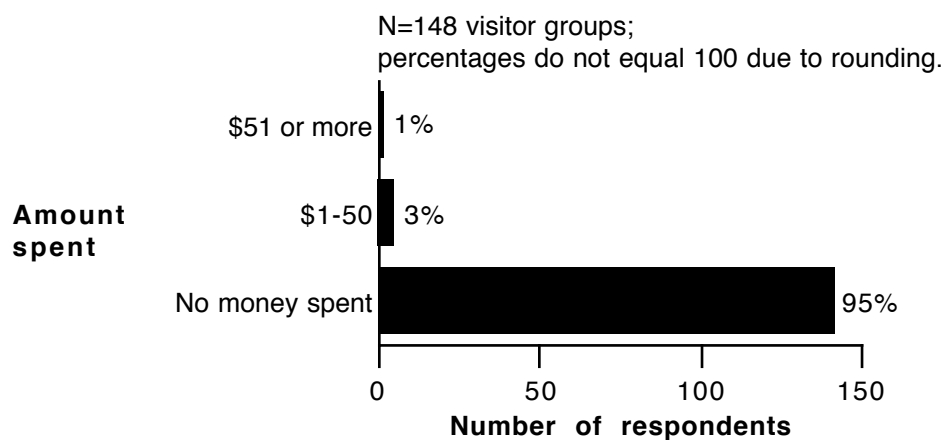


Figure 103: Expenditures for other transportation expenses inside the park

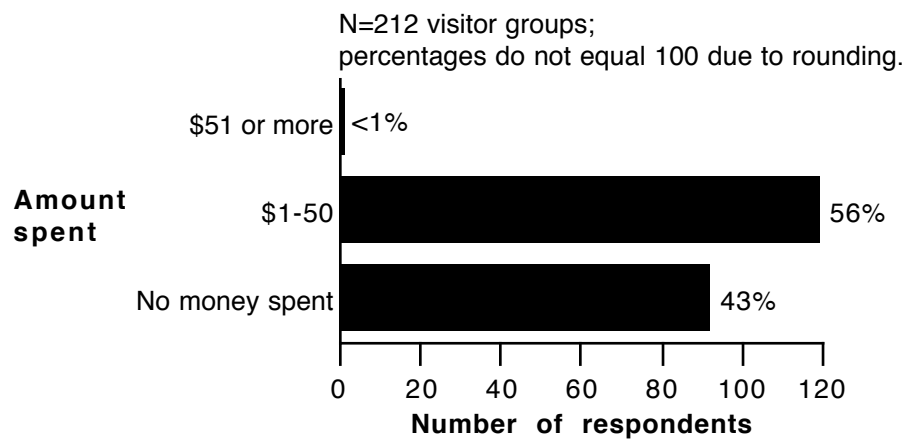


Figure 104: Expenditures for admissions, recreation, entertainment fees inside the park

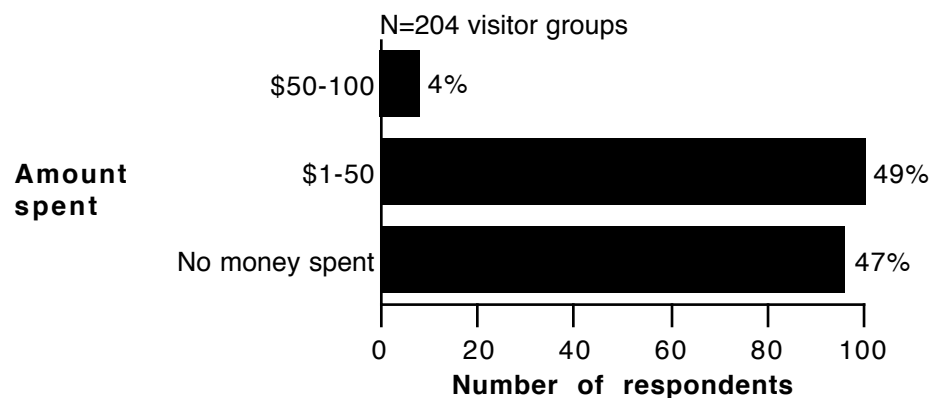


Figure 105: Expenditures for all other purchases inside the park

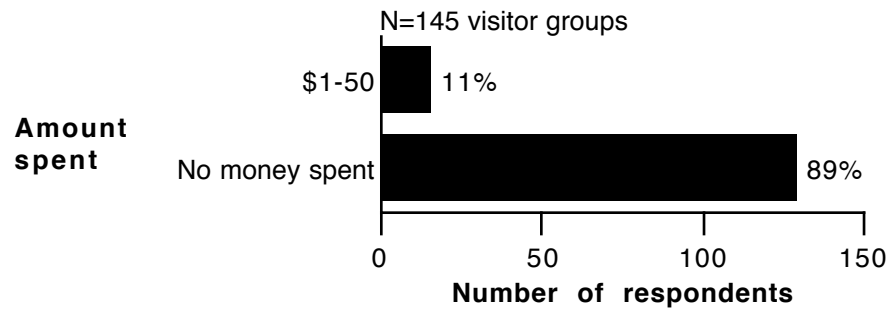


Figure 106: Expenditures for donations inside the park

Expenditures outside the park

Total expenditures outside the park: Fifty percent of visitor groups spent \$1-200, while 47% spent \$201 or more within a one-hour drive of Arches NP (see Figure 107).

The largest proportions of expenditures outside of the park were for lodging (35%), restaurants and bars (20%), and all other purchases (10%), as shown in Figure 108.

The average visitor group expenditure outside of the park during this visit was \$369. The median visitor group (50% of groups spent more and 50% of groups spent less) was \$192. The average per capita expenditure was \$133.

Hotels, motels, cabins, B&B, etc. outside the park: Thirty-eight percent of visitor groups spent \$1-100, and 42% spent \$101 or more (see Figure 109). Twenty percent of groups spent no money.

Camping fees and charges outside the park: Most groups (62%) spent no money, and 27% spent \$1-50 (see Figure 110).

Guide fees and charges outside the park: Most groups (86%) spent no money, and 8% spent \$51 or more (see Figure 111).

Restaurants and bars outside the park: Sixty-eight percent of groups spent \$1-100, and 22% spent \$101 or more (see Figure 112).

Groceries and take out food outside the park: Most visitor groups (70%) spent \$1-50, and 16% spent no money (see Figure 113).

Gas and oil outside the park: Eighty-one percent of groups spent \$1-50, and 10% spent \$51 or more (see Figure 114).

Other transportation expenses outside the park: Seventy-six percent of visitor groups spent no money; 12% spent \$1-50, and 12% spent \$101 or more (see Figure 115).

Admission, recreation, and entertainment fees outside the park: Most groups (56%) spent no money and 29% spent up to \$50 (see Figure 116).

All other purchases outside the park: Forty-four percent of groups spent \$1-50, 29% spent no money, and 26% spent \$51 or more (see Figure 117).

Donations outside the park: Ninety-two percent spent no money and 8% spent \$1-50 (see Figure 118).

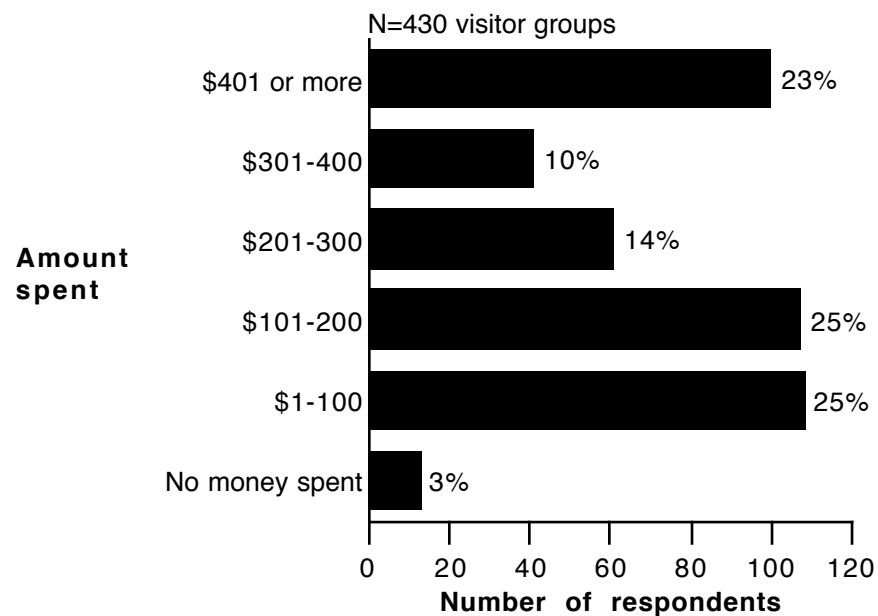


Figure 107: Total expenditures outside Arches NP

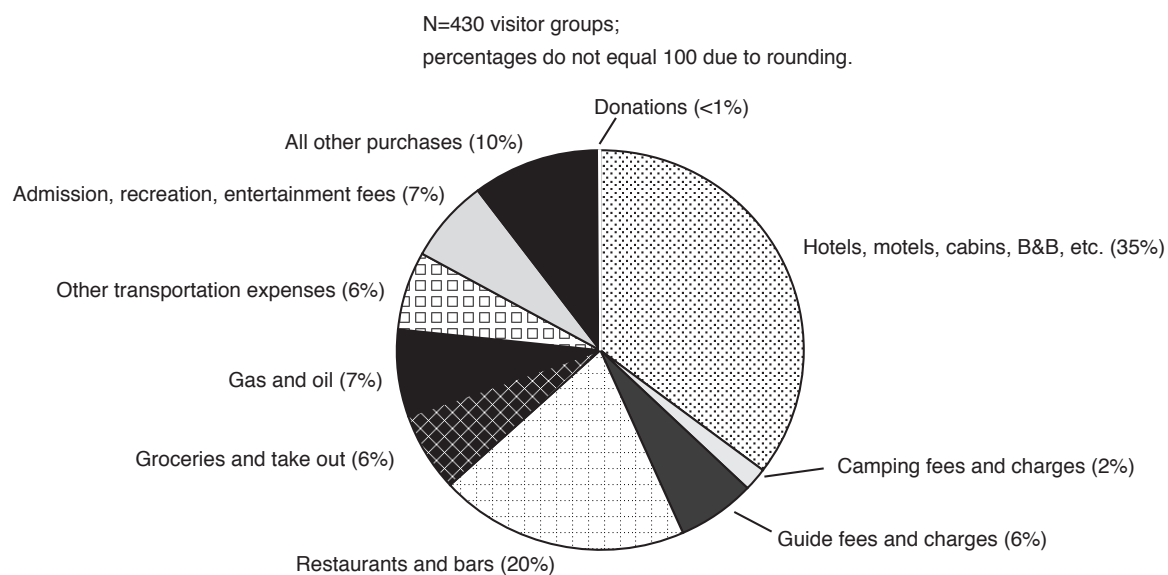


Figure 108: Proportions of expenditures outside Arches NP

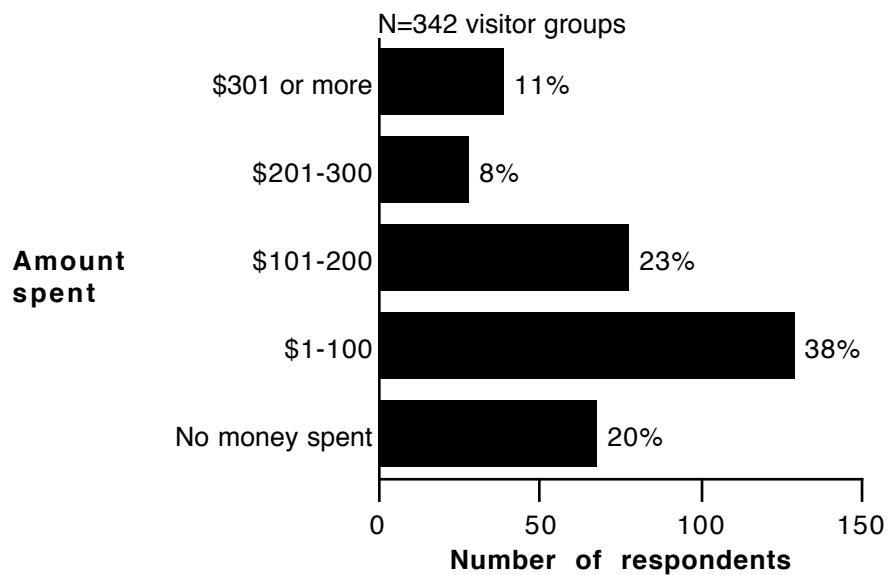


Figure 109: Expenditures for hotels, motels, cabins, B&B, etc. outside the park

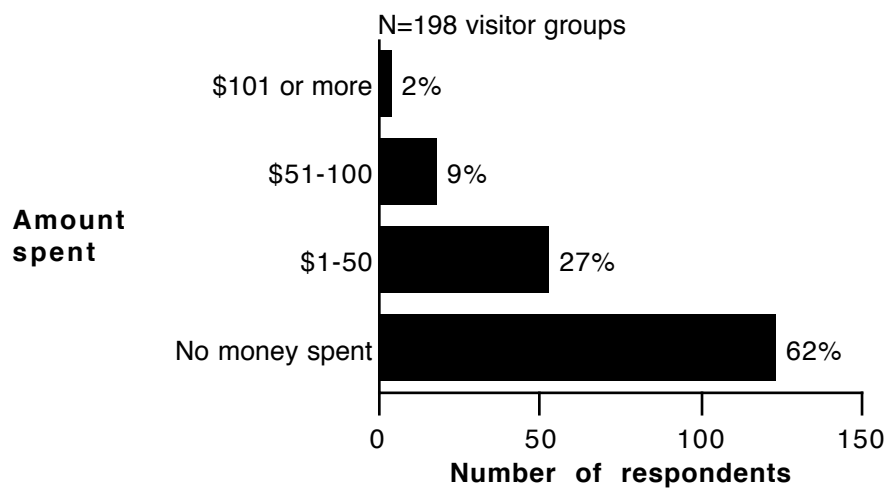


Figure 110: Expenditures for camping fees and charges outside the park

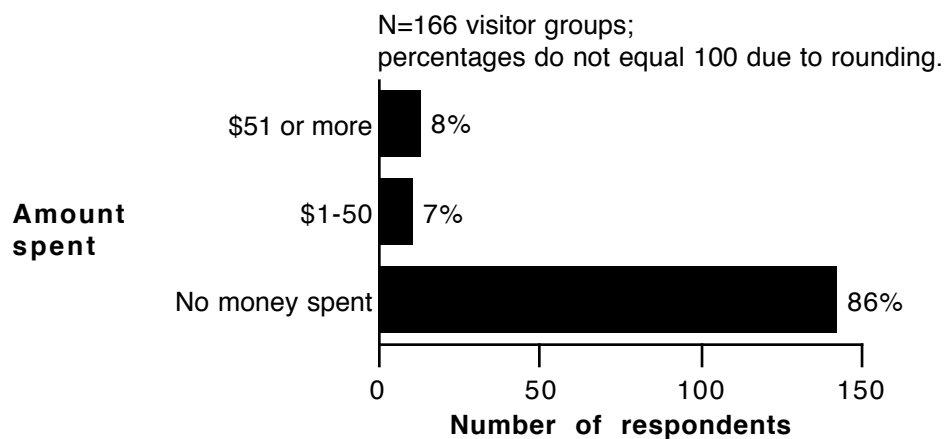


Figure 111: Expenditures for guide fees and charges outside the park

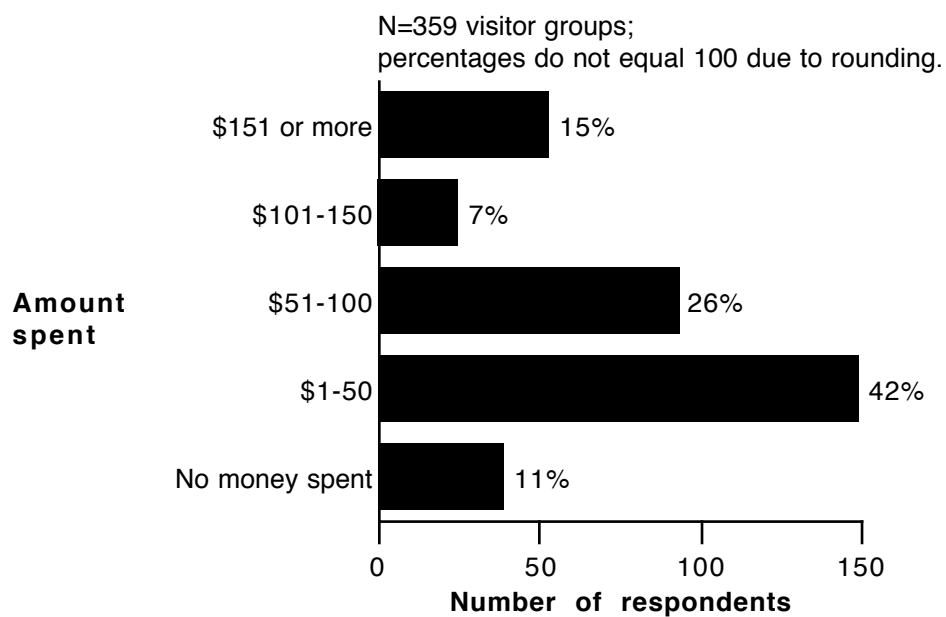


Figure 112: Expenditures for restaurants and bars outside the park

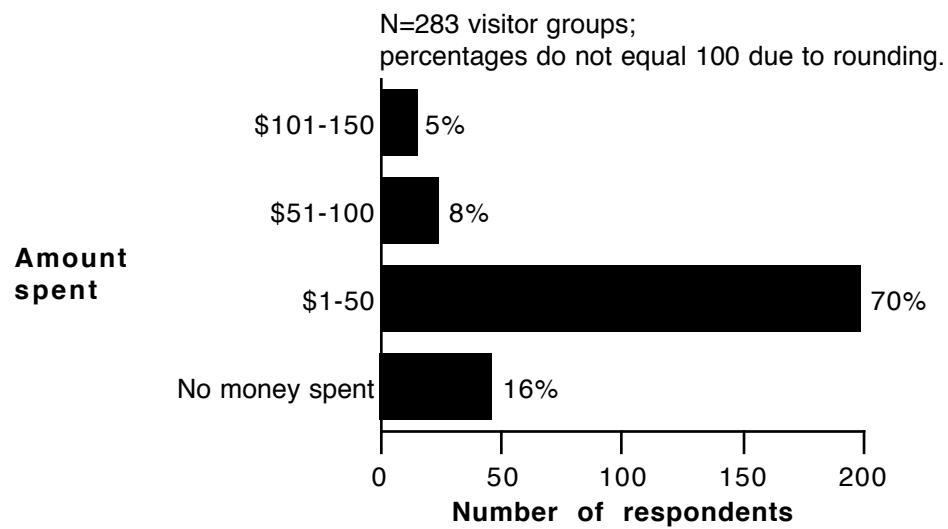


Figure 113: Expenditures for groceries and take out food outside the park

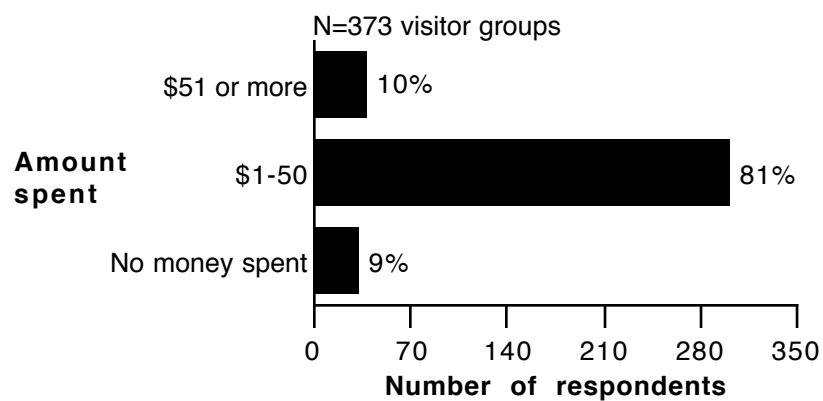


Figure 114: Expenditures for gas and oil outside the park

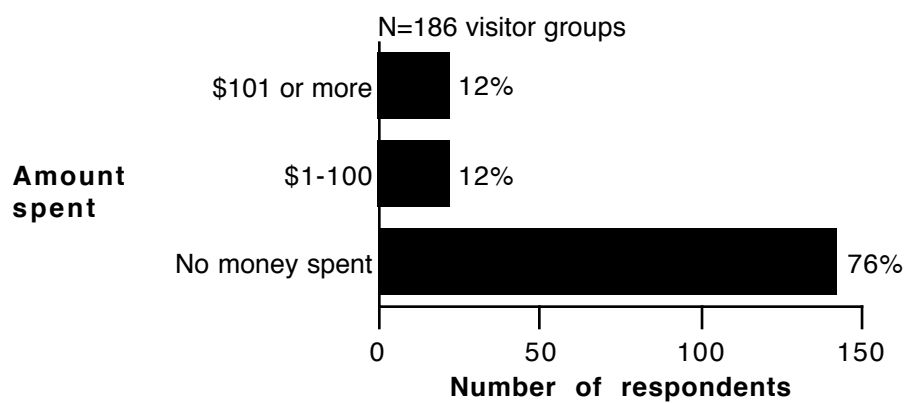


Figure 115: Expenditures for other transportation expenses outside the park

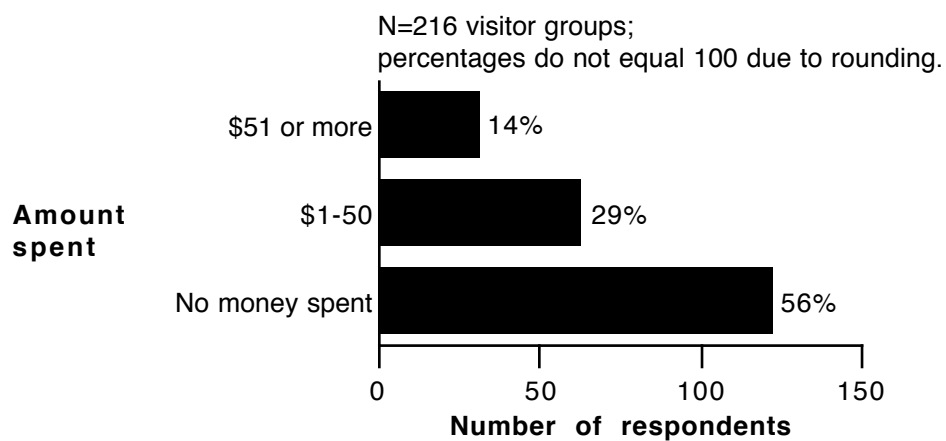


Figure 116: Expenditures for admissions, recreation, and entertainment fees outside the park

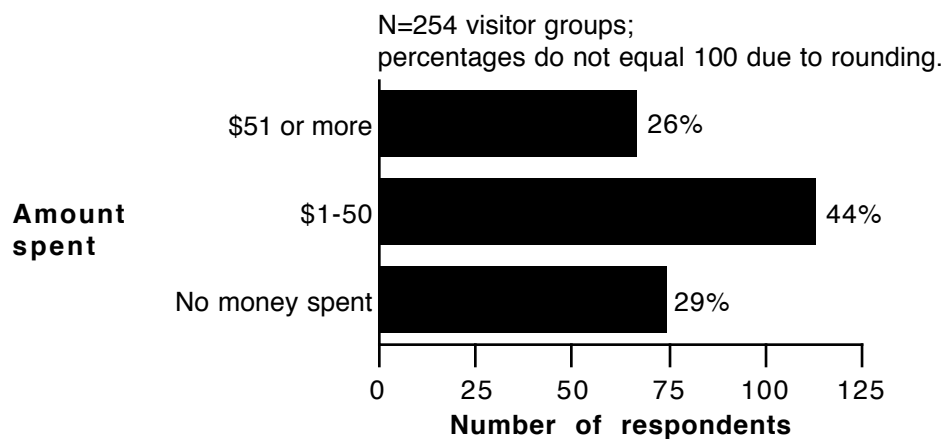


Figure 117: Expenditures for all other purchases outside the park

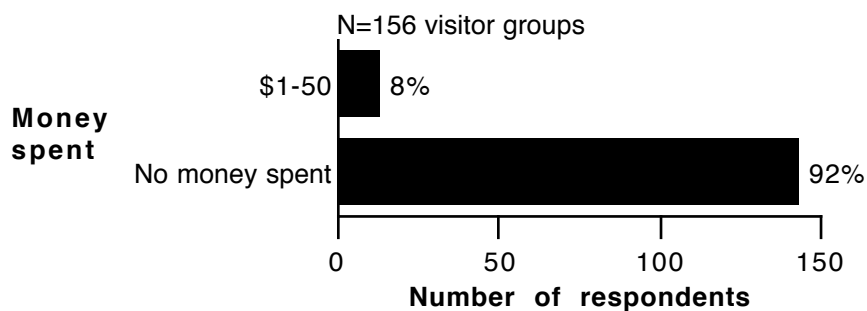


Figure 118: Expenditures for donations outside the park

Preferred ways to learn in the future

Visitor groups were asked to "...select three ways you prefer to learn new subjects at a national park such as Arches NP." Two percent of the visitors were not interested in learning about a park such as Arches NP (see Figure 119). The most often mentioned methods of learning were hiking in the park (65%), reading illustrated brochures (56%), driving through the park (47%) and reading a sign--text/photos (42%), as shown in Figure 120. The least preferred way of learning new subjects was "taking a guided tour of park--with guide other than ranger" (2%). "Other" methods visitors described included a web site, audiotape tour, and ranger talks and conversations.

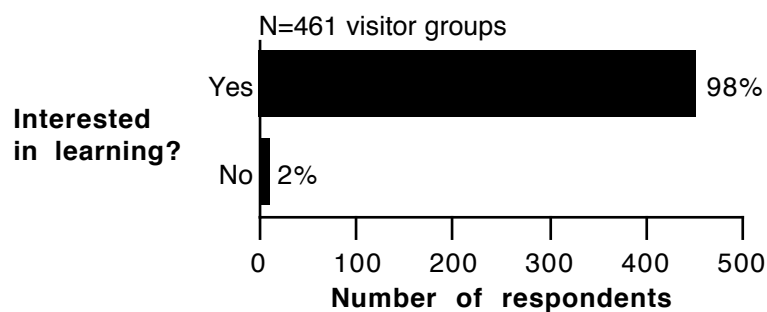


Figure 119: Interest in learning on a future visit to a national park such as Arches NP

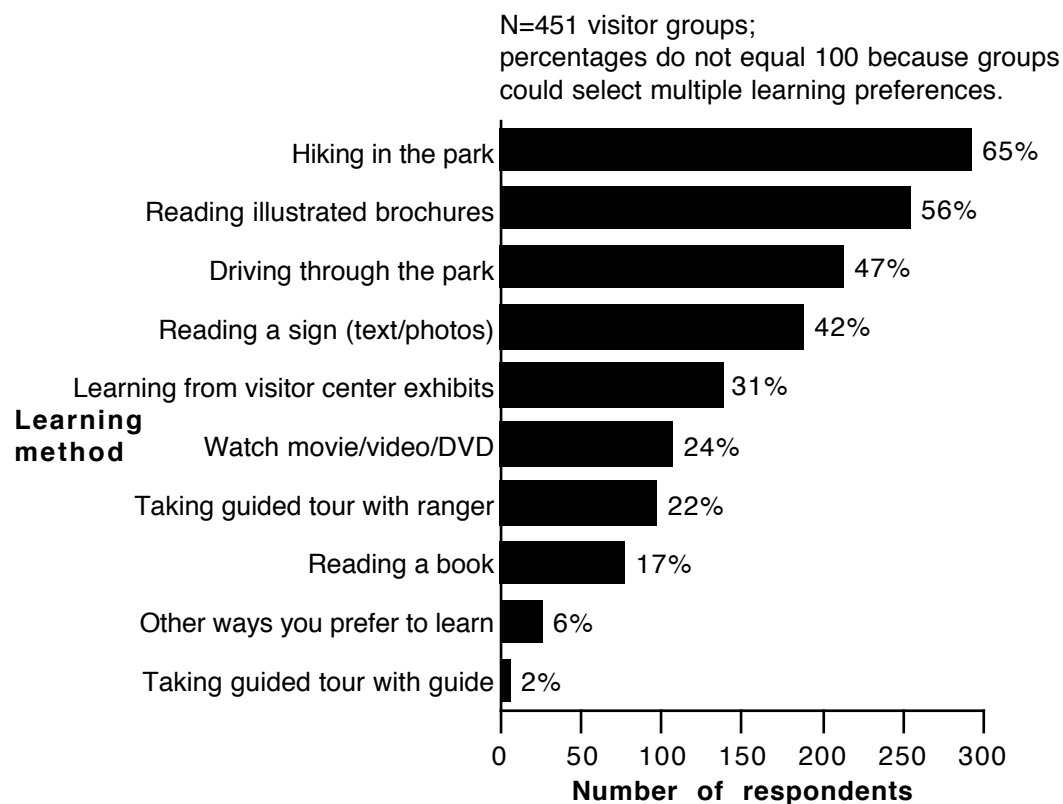


Figure 120: Preferred methods of learning on a future visit to a national park such as Arches NP

Visitor opinions about trash in Arches NP

Visitor groups were asked, “Do you support the concept of a trash-free park environment?” The majority of visitors (82%) supported the concept while 18% either did not or were “not sure,” as shown in Figure 121.

Additionally, visitor groups were asked, “Are you willing to haul out your own trash on a future visit to Arches NP?” Most visitors (87%) felt they would be likely to haul their trash out (see Figure 122). Seven percent of groups were unlikely to haul their own trash and 6% were “not sure.”

A section was provided for visitors to provide any additional comments about trash in Arches NP. Responses were positive, but many visitors felt the concept would not work due to non-compliance by other visitors.

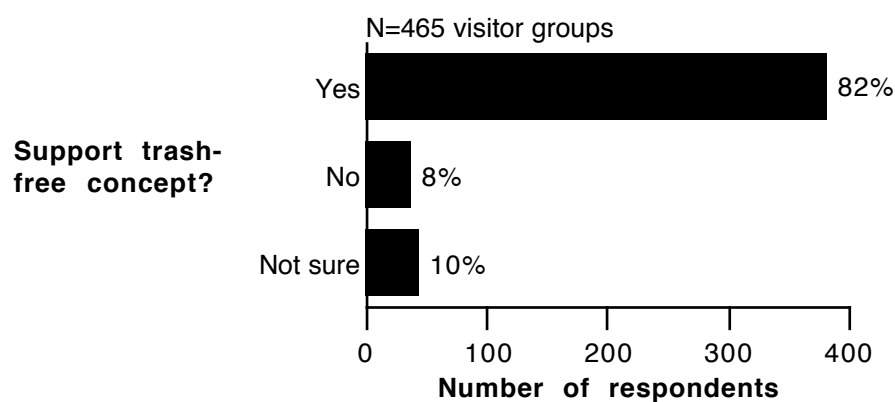


Figure 121: Visitor groups' willingness to support a trash-free environment at Arches NP

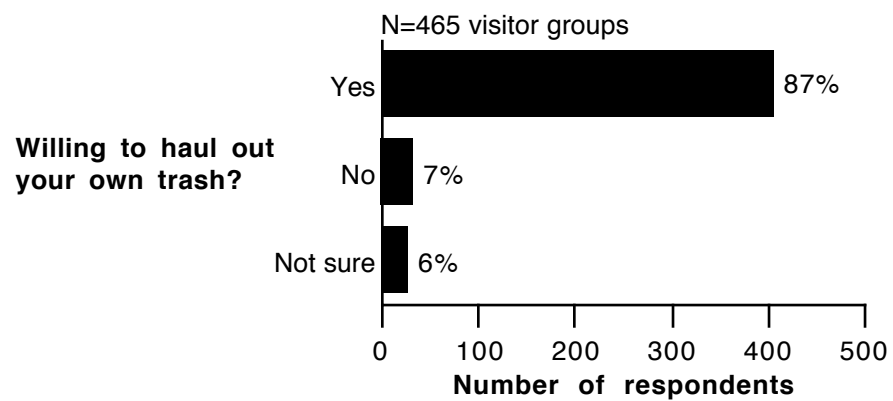


Figure 122: Visitor groups' willingness to carry personal trash out of the park

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at Arches NP during this visit. Most visitors (94%) felt that the overall quality was “very good” or “good” (see Figure 123). No visitor groups rated the overall quality as “very poor.”

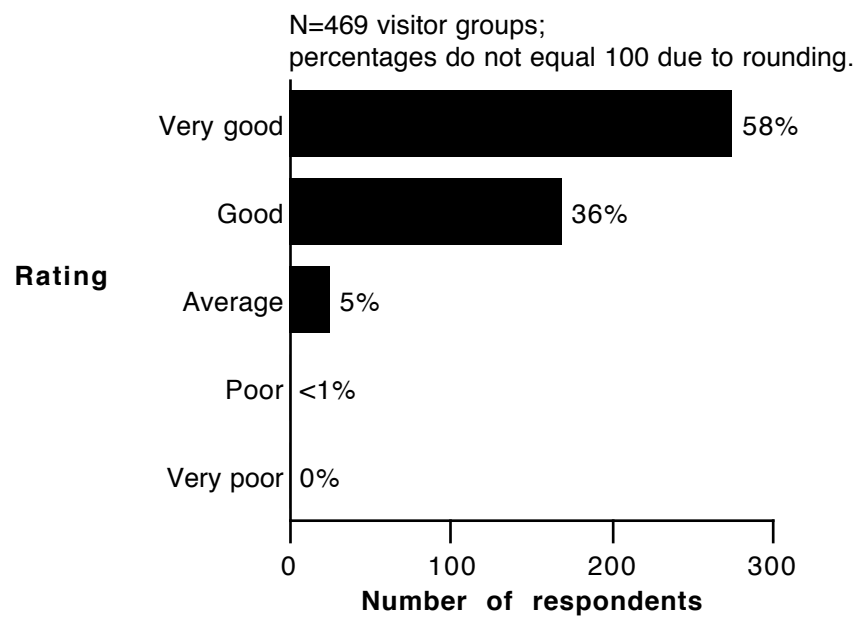


Figure 123: Overall quality of visitor services

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Arches NP, what would you propose?" Fifty-six percent of visitor groups (264 groups) responded to this question. A summary of their responses is listed below in Table 5 and complete copies of visitor responses are contained in the appendix.

Table 5: Planning for the future

N= 357 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More roving rangers to prevent damage	8
More ranger guided tours	5
Other comments	3
INTERPRETIVE SERVICES	
Mark all trails with mileage and difficulty level	13
More interpretive signs along trails	9
Advertise more about the park	7
Park brochure and map in different languages	5
An educational center further inside the park	4
Movie at visitor center	3
CD/audio tape for self-guided tour	3
More night time activities	2
Other comments	9
FACILITIES/MAINTENANCE	
Add drinking fountains	18
More hiking trails	14
Improve the quality of maintenance	13
Add food service/snack bar	12
Better access for people with mobility problems	12
More shaded areas	11
More restrooms	9
Keep it clean	8
Better directional signs	7
More trash cans	6
More parking	6
Add a primitive campground with water	5
More paved roads	4
More pullout overlook spaces	4
More roads	4
Add a pay shower	3
Add a one-way loop road to alleviate the traffic	2
New entrance gate	2
Other comments	13

Table 5: Planning for the future (continued)

Comment	Number of times mentioned
MANAGEMENT/POLICIES	
Use shuttle buses	27
Limit number of visitors per day	9
Strictly enforce rules on trail	8
Increase entrance fee for needed funding	4
Other comments	9
RESOURCE MANAGEMENT	
Keep park as natural/pristine as possible	29
Preservation of natural habitats	8
Require all visitors to be educated about the importance of preserving the resources & natural habitats	4
Other comments	3
GENERAL	
Good as is	13
Other comments	19

Additional comments

Forty-seven percent of visitor groups (223 groups) wrote additional comments, which are included in a separate appendix of this report. Their comments about Arches NP are summarized below (see Table 6). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 6: Additional comments

N=316 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly/helpful rangers	7
Other comments	1
INTERPRETIVE SERVICES	
More interpretive information	7
Improve attraction signs/information	6
Great interpretive information	4
Other comments	4
FACILITIES/MAINTENANCE	
Well maintained	11
Excellent trails	7
Quality campgrounds	3
Improve/add restrooms	2
Traffic flow problems	2
Other comments	2
MANAGEMENT/POLICIES	
Leave as is	6
Increase access	5
Keep area natural	4
Too much development	3
Too crowded	2
Other comments	6

Table 5: Planning for the future (continued)

Comment	Number of times mentioned
GENERAL	
Enjoyed visit	89
Scenic beauty	43
Fantastic area	37
Will return/not enough time	33
Arches NP is a quality park	10
A valuable treasure	6
Friendly people	4
Enjoyed hiking	3
Great rainbows	2
Great thunderstorms	2
Regret not hiking	2
Other comments	2

Arches National Park Visitor Study

Additional Analysis

VSP Report 150

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data.

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- | | | |
|---|---|--|
| • Sources of information used prior to visit | • Use of information services/facilities | • Members with disabilities |
| • Receive needed information | • Importance of information services/facilities | • Type of disability |
| • Number of hours visited | • Quality of information services/facilities | • Access problems because of disability |
| * Visit on more than one day | • Use of services/ facilities | • Awareness of collected fee usage |
| • Number of times park was entered | • Importance of services/facilities | • Preference of fee usage |
| • Activities on this visit to the Moab, Utah area | • Quality of services/facilities | • Future preferences for learning about park |
| • Receive safety information at Arches NP? | • Group type | • Total expenditures |
| • Learn about cryptobiotic crust | • Personal group with a guided group | • Expenditures inside Arches NP |
| • Sources learned about cryptobiotic crust | • Group size | • Expenditures outside Arches NP |
| • Primary reason for visiting the Moab, Utah area | • Number of vehicles | • Adults covered by expenses |
| • Activities on this visit | • Gender | • Children covered by expenses |
| • Importance of the following features/qualities at Arches NP | • Age | • Willingness to haul personal trash out of park |
| • Visitors who went walking/hiking at Arches NP | • Zip code of residence | • Support a trash-free environment |
| • Locations groups walked/hike | • Foreign country | • Overall quality of services |
| • Sites visited in order at Arches NP | • Number of lifetime visitors | |

Phone/send requests to:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, Idaho 83844-1139

Phone: 208-885-7863
FAX: 208-885-4261
Email: littlej@uidaho.edu

QUESTIONNAIRE



**National Park Service
U.S. Department of the Interior**

Visitor Services Project

Arches National Park

Visitor Study



OMB Approval 1024- 0224 (NPS #03-045)**Expiration Date: 02/29/2004****United States Department of the Interior****NATIONAL PARK SERVICE**

Arches National Park
P.O. Box 907
Moab, Utah 84532-0907

IN REPLY REFER
TO:

August, 2003

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Arches National Park. This information will assist us in our efforts to better manage this site and to serve you, the visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take a few minutes after your visit to complete.

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

J. Rockford Smith
Superintendent

This visitor study is partially funded by Fee Demonstration Funding and by Canyonlands Natural History Association.

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16

U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

Please go on to the next page ➡

b) Did you visit Arches NP on more than one day on this visit?

_____ YES _____ NO → **Please go to Question 2d**



c) If YES, on how many days did you visit. (Please list partial days, for example: 1-3/4 days).

NUMBER OF DAYS _____

d) Did you enter the park more than once on the day(s) you visited?

_____ NO _____ YES → e) If YES, how many times did you enter
Arches NP on your visit to the Moab area?



NUMBER OF ENTRIES _____

3. On this visit to the Moab, Utah area, in what activities did you and your group participate? Please check (✓) **all** that apply.

_____ VISITING CANYONLANDS NP ISLAND IN THE SKY AREA

_____ VISITING CANYONLANDS NP NEEDLES AREA

_____ VISITING DEAD HORSE POINT STATE PARK

_____ VISITING LA SAL MOUNTAINS

_____ VISITING OTHER PUBLIC LANDS/BUREAU OF LAND MANAGEMENT
RECREATION SITES

_____ TAKING SCENIC DRIVES/SIGHTSEEING

_____ 4-WHEEL DRIVING

_____ SHOPPING

_____ DINING

_____ CAMPING

_____ MOUNTAIN BIKING

_____ ROAD BIKING

_____ RIVER RUNNING

_____ OTHER (Please describe: _____)

4. On this visit, did you and your group learn about safety issues (such as wearing sunscreen, wearing a hat, carrying water) at Arches NP?

_____ YES _____ NO _____ NOT SURE

Please go on to the next page ➡

5. a) On this visit to Arches NP, did you and your group learn about cryptobiotic crust?

_____ YES _____ NO _____ NOT SURE



- b) If YES, from which of the following sources did you learn about it? Please check (√) **all** that apply.

_____ DO NOT REMEMBER → **Go on to Question 6**

_____ PARK BROCHURE

_____ PARK NEWSPAPER

_____ VISITOR CENTER EXHIBITS

_____ PARK WEB SITE

_____ PARK SLIDE SHOW

_____ TRAIL EXHIBITS

_____ RANGER-LED PROGRAM

_____ RANGERS

_____ TRAVELERS INFORMATION
RADIO STATION (1610 AM)

_____ LOCAL BUSINESSES

_____ MOAB INFORMATION CENTER

_____ BICYCLE SHOPS

_____ OTHER (Please specify: _____)

6. On this trip, what was the **primary** reason that you and your group visited the **Moab area (within a 1- hour drive of Moab)**? Please check (√) only **one**.

_____ RESIDENT OF MOAB AREA

_____ VISIT ARCHES NATIONAL PARK

_____ VISIT OTHER ATTRACTIONS IN THE AREA (besides Arches NP) or
PARTICIPATE IN ACTIVITIES IN THE AREA/OUTSIDE THE PARK

_____ VISIT FRIENDS/ RELATIVES IN THE AREA

_____ BUSINESS OR OTHER REASONS

7. a) On this visit, in what activities did you and your group participate in Arches NP?
Please check (✓) **all** that apply.

☐ TAKING A SCENIC DRIVE/SIGHTSEEING
☐ VISITING VISITOR CENTER
☐ WALKING/ HIKING
☐ RANGER-GUIDED HIKE THROUGH FIERY FURNACE
☐ SELF-GUIDED HIKE THROUGH FIERY FURNACE (with permit)
☐ NATURE STUDY
☐ VIEWING ROADSIDE EXHIBITS
☐ CAMPING
☐ BICYCLING
☐ PICNICKING
☐ 4-WHEEL DRIVING
☐ VIEWING SUNRISE/SUNSET
☐ PHOTOGRAPHY/PAINTING/DRAWING
☐ OTHER (Please describe: _____)

8. On this trip, how important were the following features/qualities to you at Arches NP. Please circle **one** response for each feature/quality.

Feature/quality	Not important	Somewhat important	Moderately important	Very important	Extremely important	Don't know/ don't care
VIEWS WITHOUT DEVELOPMENT	1	2	3	4	5	DK
NATURAL QUIET/ SOUNDS OF NATURE	1	2	3	4	5	DK
SOLITUDE	1	2	3	4	5	DK
NIGHT SKIES/ STARGAZING	1	2	3	4	5	DK
EDUCATIONAL OPPORTUNITIES	1	2	3	4	5	DK
RANGER-GUIDED EDUCATIONAL OPPORTUNITIES	1	2	3	4	5	DK
RECREATIONAL OPPORTUNITIES	1	2	3	4	5	DK

Please go on to the next page ➡

9. a) On this visit, did you and your group go walking/hiking in Arches NP?

_____ YES

_____ NO → **Go on to Question 10**



- b) If YES, where did you and your group walk/hike? Please check ✓) **all** that apply.

_____ PARK AVENUE

_____ BALANCED ROCK

_____ THE WINDOWS

_____ DOUBLE ARCH

_____ DELICATE ARCH

_____ DELICATE ARCH VIEWPOINT

_____ SAND DUNE ARCH

_____ BROKEN ARCH

_____ SKYLINE ARCH

_____ TOWER ARCH/KLONDIKE BLUFFS

_____ BACKCOUNTRY (trail-less)

_____ FIERY FURNACE (with permit or ranger)

DEVILS GARDEN:

_____ LANDSCAPE ARCH

_____ DOUBLE O ARCH

_____ PRIMITIVE LOOP (between Landscape Arch & Double O Arch)

_____ OTHER (Please specify: _____)

10. For this trip, please list the order (#1, 2, 3, etc.) in which you and your group visited the following sites in Arches NP. If you did not visit a site, please leave that line blank. Use the map on the next page to help you locate the sites you visited.

_____ VISITOR CENTER

_____ MOAB FAULT OVERLOOK

_____ PARK AVENUE

_____ LA SAL MOUNTAINS
VIEWPOINT

_____ COURTHOUSE TOWERS
VIEWPOINT

_____ BALANCED ROCK

_____ THE WINDOWS

_____ FIERY FURNACE

_____ DELICATE ARCH

_____ FIERY FURNACE VIEWPOINT

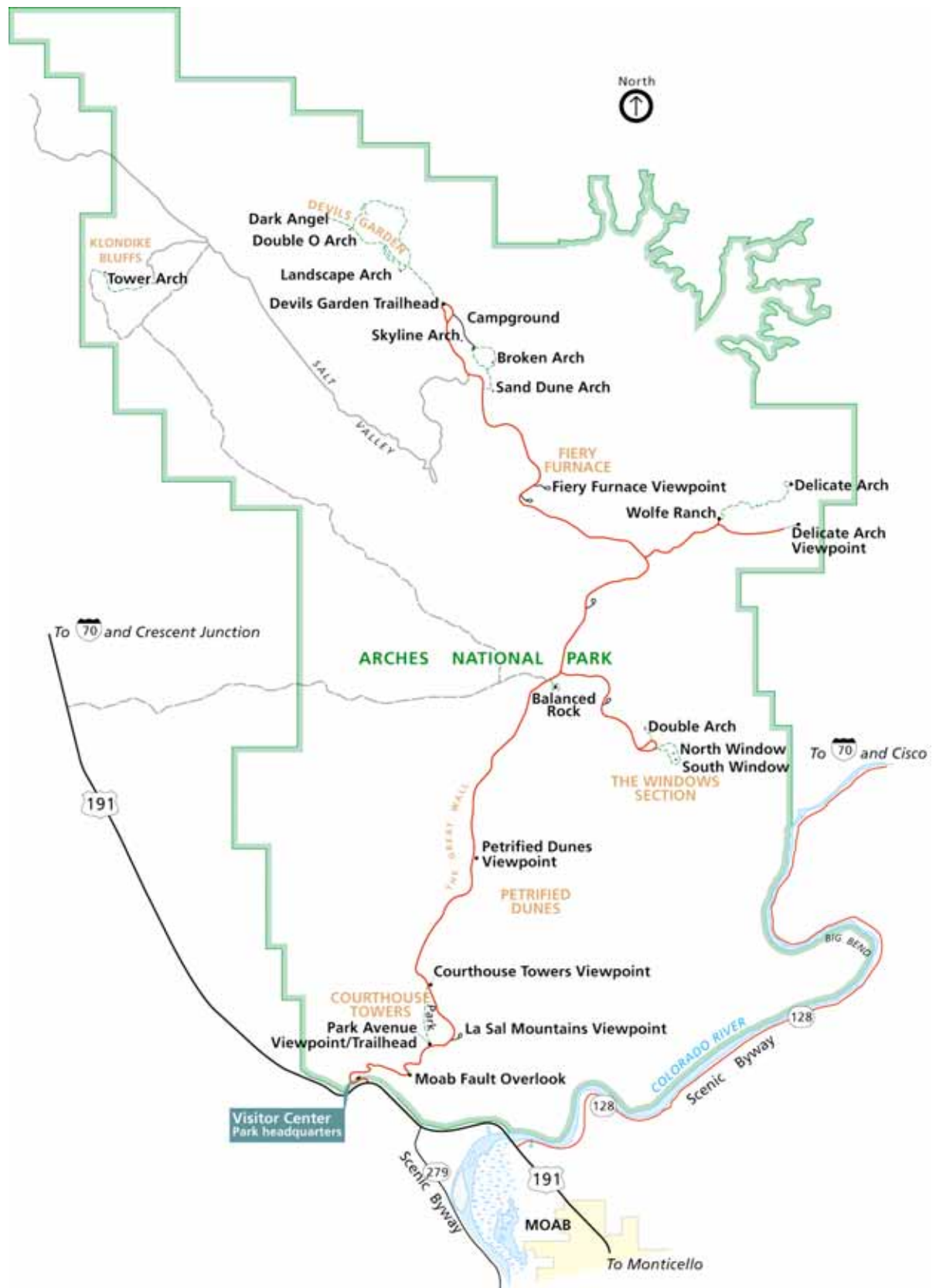
_____ DELICATE ARCH VIEWPOINT

_____ WOLFE RANCH

_____ DEVILS GARDEN TRAILHEAD

_____ KLONDIKE BLUFFS

_____ OTHER (Please describe: _____)



Please go on to the next page ➡

11. a) Please check (✓) the information services and facilities that you or your group **used** during this visit to Arches NP.
- b) Next, for only those services and facilities which you or your group used, please rate their importance from 1-5.
- c) Finally, for only those services and facilities which you or your group used, please rate their quality from 1-5.

Use facility/ service?	If used, how important?					If used, what quality?				
	Not important			Extremely important		Very poor			Very good	
	1	2	3	4	5	1	2	3	4	5
_____ PARK BROCHURE/ MAP				_____					_____	
_____ PARK NEWSPAPER: <i>Visitor Guide</i>				_____					_____	
_____ ORIENTATION SLIDE PROGRAM (at visitor center)				_____					_____	
_____ BULLETIN BOARDS				_____					_____	
_____ ROADSIDE EXHIBITS				_____					_____	
_____ VISITOR CENTER EXHIBITS				_____					_____	
_____ ASSISTANCE FROM VISITOR CENTER STAFF				_____					_____	
_____ ASSISTANCE FROM ENTRANCE STATION STAFF				_____					_____	
_____ ROVING RANGERS				_____					_____	
_____ SELF-GUIDED TRAIL BROCHURES				_____					_____	
_____ VISITOR CENTER SALES PUBLICATIONS				_____					_____	
_____ RANGER-LED PROGRAMS (walks, talks, etc.)				_____					_____	
_____ TRAVELERS INFORMATION RADIO STATION(AM 1610)				_____					_____	
_____ WEB SITE (www.nps.gov/arch/) use before or during visit				_____					_____	

12. a) Please check (✓) the visitor services and facilities that you or your group **used** during this visit to Arches NP.
- b) Next, for only those services and facilities which you or your group used, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities which you or your group used, please rate their quality from 1-5.

Use facility/ service?

	If used, how important?					If used, what quality?				
	Not important		Extremely important			Very poor		Very good		
Check (✓)	1	2	3	4	5	1	2	3	4	5
_____ DIRECTIONAL ROAD SIGNS OUTSIDE PARK										
_____ DIRECTIONAL ROAD SIGNS IN PARK										
_____ CAMPGROUND										
_____ PICNIC AREAS										
_____ PAVED ROADS										
_____ UNPAVED ROADS										
_____ OVERLOOKS/PULLOUTS										
_____ TRAILS										
_____ ACCESS FOR DISABLED PERSONS										
_____ RESTROOMS										

13. On this visit, what kind of personal group (not guided tour/ school group) were you with? Please check (✓) **only one**.

_____ ALONE	_____ FAMILY
_____ FRIENDS	_____ FAMILY AND FRIENDS
_____ OTHER (Please describe:_____)	

Please go on to the next page ➡

14. On this visit, were you and your personal group with a guided tour group?

_____ YES _____ NO

15. a) On this visit, how many people were in your personal group, including yourself?

_____ NUMBER OF PEOPLE

b) For this visit, please list the number of vehicles in which you and your group arrived.

_____ NUMBER OF VEHICLES

16. For you and your personal group, please indicate:

	Gender M=male F=female	Current age	U.S. Zip Code or name of foreign country	Number of visits made to this park during lifetime (including this visit)
YOURSELF	_____	_____	_____	_____
MEMBER #2	_____	_____	_____	_____
MEMBER #3	_____	_____	_____	_____
MEMBER #4	_____	_____	_____	_____
MEMBER #5	_____	_____	_____	_____
MEMBER #6	_____	_____	_____	_____
MEMBER #7	_____	_____	_____	_____

17. What is the **one** language you and/or members of your group prefer to speak and read?

18. a) Does anyone in your group have any disabilities/impairments that affected their visit to Arches NP?

_____ YES _____ NO → **Go on to Question 19**



b) If yes, what kind of disability? Please check (√) **all** that apply.

_____ HEARING

_____ VISUAL

_____ MOBILITY

_____ LEARNING

_____ MENTAL

_____ OTHER (specify _____)

- c) Because of the disability/impairment, did you and your group encounter any access and/or service problems during this visit to Arches NP?

_____ YES _____ NO ➔ **Go on to Question 19**



- d) If YES, what were the problems? _____

19. a) Are you aware that most of the fee money collected at Arches NP is used in the park?

_____ YES, in detail _____ NO _____ YES, but uncertain about details

- b) What would you like these fees to be used for? Please be specific.

_____ BACKLOGGED MAINTENANCE/INFRASTRUCTURE IMPROVEMENTS (water/ sewer systems, etc.)

_____ VISITOR SERVICES STAFF (field rangers, interpreters/naturalists, maintenance workers, etc.)

_____ NATURAL/CULTURAL RESOURCE MANAGEMENT (scientific research, long-term monitoring projects etc.)

_____ OTHER (please be specific) _____

20. From the following choices, select **three** ways you prefer to learn new subjects at a national park such as Arches NP. Please check (✓) **3 answers**.

_____ NOT INTERESTED IN LEARNING ➔ **Go on to Question 21**

_____ READING A BOOK

_____ READING ILLUSTRATED BROCHURE

_____ READING A SIGN (text & photos)

_____ WATCHING MOVIE/VIDEO/DVD

_____ LEARNING FROM VISITOR CENTER EXHIBITS

_____ HIKING IN THE PARK

_____ DRIVING THROUGH THE PARK

_____ TAKING GUIDED TOUR OF PARK (with ranger)

_____ TAKING GUIDED TOUR OF PARK (with guide other than ranger)

_____ OTHER WAYS YOU PREFER TO LEARN

(Please specify: _____)

Please go on to the next page ➔

21. For you and your group, please report all expenditures for the items listed below for this visit to Arches NP and the Moab **area** (*within a 1- hour drive of Moab*). Please write "0" if no money was spent in a particular category.

- a) Please list your group's total expenditures inside Arches NP.
- b) Please list your group's total expenditures in the **Moab area** outside the park.

NOTE: Surrounding area residents should only include expenditures that were **directly related** to this visit to Arches NP.

EXPENDITURES		
	Inside Arches NP	In Moab area outside park
HOTELS, MOTELS, CABINS, B&B, etc.		\$ _____
CAMPING FEES AND CHARGES	\$ _____	\$ _____
GUIDE FEES AND CHARGES	\$ _____	\$ _____
RESTAURANTS AND BARS		\$ _____
GROCERIES AND TAKE OUT FOOD		\$ _____
GAS AND OIL (auto, RV, boat, etc.)		\$ _____
OTHER TRANSPORTATION EXPENSES (rental cars, auto repairs, taxies, but not including airfare)	\$ _____	\$ _____
ADMISSIONS, RECREATION, ENTERTAINMENT FEES	\$ _____	\$ _____
ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
DONATIONS	\$ _____	\$ _____

- c) How many people do the above expenses cover?

ADULTS (18 years or over) _____

CHILDREN (under 18 years) _____

22. a) Arches NP is considering the concept of a trash-free environment to reduce waste collection time and costs. Are you willing to haul out your own trash on a future visit to Arches NP?

_____ YES, LIKELY _____ NO, UNLIKELY _____ NOT SURE

b) Do you support the concept of a trash-free park environment?

_____ YES

_____ NO

_____ NOT SURE

c) Please provide any additional comments about this concept.

23. If you were a manager planning for the future of Arches NP, what would you propose? Please be specific.

24. Is there anything else you and your group would like to tell us about your visit to Arches NP?

25. Overall, how would you rate the quality of the visitor services provided to you and your group at Arches NP during this visit? Please circle only **one**.

VERY GOOD

GOOD

AVERAGE

POOR

VERY POOR

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.



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Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit (UI PSU). All other VSP reports listed are available on the UI PSU web site: <<http://www.psu.uidaho.edu>>. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area

27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Park
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan National Recreation Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park (AK)
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)**1994**

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)

1997

- 92. Great Smoky Mountains National Park (summer & fall)
- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)

1998 (continued)

- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park (AK)
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site (Puerto Rico)
- 111. Saint Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park & Preserve
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historic Park (fall)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument and Preserve

Visitor Services Project Publications (continued)

2002 (continued)

- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Wright Brothers National Monument)
- 137. Sequoia & Kings Canyon National Park
- 138. Catoclin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

2003

- 141. Gateway National Recreation Area (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park—North Rim
- 144. Grand Canyon National Park—South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit: phone (208) 885-7863 or go to website: http://www.nsu.uidaho.edu
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