

Visitor Services Project
City of Rocks National Reserve
Report Summary

- This report describes the results of a visitor study at City of Rocks National Reserve (NR) during September 6–14, 2008. A total of 350 questionnaires were distributed to visitor groups. Of those, 256 questionnaires were returned resulting in a 73.1% response rate.
- This report profiles a systematic random sample of City of Rocks NR visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-one percent of visitor groups were in groups of two and 27% were in groups of three or four. Forty-two percent of visitor groups were in family groups while 30% were with friends.
- United States visitors comprised 97% of the total visitation and were from Idaho (38%), Utah (34%), and 32 other states. International visitors represented 3% of total visitation and were from the United Kingdom (38%), Switzerland (33%), and four other countries.
- Forty-eight percent of visitors were ages 21-45 years, 23% were 51-65 years, 13% were 15 years or younger, and 8% were 66 years or older.
- Eight percent of visitor groups reported physical conditions that made it difficult to access or participate in park services or activities.
- Forty-six percent of visitors had visited the park once in their lifetime, while 30% had visited five or more times. The earliest year of first visit reported was 1942. Forty-seven percent of visitor group visited the Reserve for first time during this year (2008).
- Twenty-one percent of visitor groups had an annual household income from \$50,000 to \$74,999. Forty-three percent of visitor groups had two members in their household.
- Prior to this visit, visitor groups most often obtained information about City of Rocks NR through previous visits (61%) and friends/relatives/word of mouth (56%). Most visitor groups (95%) obtained information about the park prior to their visit. Most groups (88%) received the information they needed. Sixty-two percent indicated they would prefer to obtain information to plan a future visit from the City of Rocks NR website.
- City of Rocks NR was the primary destination for 66% of visitor groups.
- Of visitor groups that spent less than 24 hours visiting the park, 30% spent five or more hours. For those who visited for more than one day, 67% spent two or three days. The average length of stay, including hours and days, was 47.3 hours (1.97 days).
- The most visited sites included Bath Rock (72%) and Bread Loaves (64%). Fifty-nine percent of visitor groups participated in rock climbing activities. Seventy-seven percent of visitor groups participated in traditional rock climbing, while 76% were sport climbing.
- The most common activities included general sightseeing (70%) and taking photographs/painting/drawing (68%). The primary activities were rock climbing (53%) and general sightseeing (26%).
- The most used visitor services/facilities included campsites (63%), park brochure/map (52%), and the visitor center (50%).
- Most visitor groups (91%) rated the overall quality of facilities, services, and recreational opportunities at City of Rocks NR as “very good” or “good.” Fewer than 1% of visitor groups rated the overall quality as “very poor” or “poor.”

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