



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

Visitor Services Project

Bryce Canyon National Park

Visitor Study



**United States Department of the Interior****NATIONAL PARK SERVICE**

Bryce Canyon National Park
P.O. Box 640201
Bryce Canyon, UT 84764-0201

IN REPLY REFER TO:

Summer 2009

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Bryce Canyon National Park. This information will help us improve our management of this park and better serve you, our visitor.

This questionnaire will be given to only a select number of visitors, so your participation is very important! It should only take about 20 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 Director, 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,

Eddie L. Lopez
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this:  Not like this:   

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

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. 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 Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Please go to the next page →

Your Visit To Bryce Canyon National Park

NOTE: In this questionnaire, **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to your visit, how did you and your personal group obtain information to plan your visit to Bryce Canyon National Park (NP)? Please mark (●) **all** that apply.

- ☐ Obtained no information prior to visit → **Go to Question 2**
- ☐ Previous visits
- ☐ Friends/relatives/word of mouth
- ☐ Travel guides/tour books (such as AAA, etc.)
- ☐ Park publications, maps, & brochures, etc.
- ☐ Newspaper/magazine articles
- ☐ Inquiry to park via mail or email
- ☐ Inquiry to park via phone
- ☐ Television/radio programs/videos
- ☐ Bryce Canyon NP website: www.nps.gov/brca
- ☐ Concession website: www.xanterra.com
- ☐ Other websites
- ☐ Chamber of commerce/visitors bureau/state welcome center
- ☐ Information from local motel or other business
- ☐ Other (Please specify) _____

- b) From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

- ☐ No ☐ Yes → **Go to Question 2**

- c) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

2. a) On this trip, did you and your personal group stay overnight **away from home** inside Bryce Canyon NP or in the area within 50 miles of the park, including Panguitch, Escalante, Tropic, etc.?

☐ Yes ☐ No → **Go to Question 3**

- b) and c) If YES, how many nights did you and your personal group spend in the following types of accommodations? Please write the number of nights stayed.

**b) Number of nights
inside park**

**c) Number of nights
outside park within 50 miles**

_____ Lodge, motel, cabin, rented condo/home, or bed & breakfast _____

_____ Camping in developed campground _____

➤ At which location in park? _____

_____ Backcountry campsite _____

_____ Personal seasonal residence (summer home) _____

_____ Residence of friends or relatives _____

_____ Other (Please specify below) _____

Inside park _____ Outside park _____

3. a) Where did you and your personal group stay on the night before you arrived at Bryce Canyon NP? If you stayed at home, please write the name of your hometown and state.

Nearest town/city _____ State _____

- b) Where did you and your personal group stay on the day you left Bryce Canyon NP? If you stayed at home, please write the name of your hometown and state.

Nearest town/city _____ State _____

4. a) On this visit, did you and your personal group hike at Bryce Canyon NP?

☐ Yes ☐ No → **Go to Question 5**

- b) If YES, please describe the hiking you participated in. Please mark (●) **all** that apply.

☐ Less than 2 hours ☐ Along canyon rim

☐ Between 2 and 4 hours ☐ Into canyon below the rim

☐ Longer than 4 hours

5. a) As you were planning your trip, which activities did you and your personal group expect to include on this visit? Please mark (●) **all** that apply in the **left** column.
- b) On this visit, in which activities did you and your personal group participate? Please mark (●) **all** that apply in the **right** column.

a) Expected activities	b) Activities this visit
<input type="radio"/> Sightseeing/scenic driving	<input type="radio"/>
<input type="radio"/> Day hiking	<input type="radio"/>
<input type="radio"/> Photography	<input type="radio"/>
<input type="radio"/> Attending ranger-led programs/activities	<input type="radio"/>
<input type="radio"/> Horseback riding	<input type="radio"/>
<input type="radio"/> Bicycling	<input type="radio"/>
<input type="radio"/> Overnight backpacking	<input type="radio"/>
<input type="radio"/> Camping in developed campgrounds	<input type="radio"/>
<input type="radio"/> Picnicking	<input type="radio"/>
<input type="radio"/> Nature study (plants, animals, etc.)	<input type="radio"/>
<input type="radio"/> Riding shuttle bus	<input type="radio"/>
<input type="radio"/> Shopping in gift shops/bookstores inside park	<input type="radio"/>
<input type="radio"/> Stargazing/astronomy	<input type="radio"/>
<input type="radio"/> Other (Please specify below)	<input type="radio"/>

Expected _____ This visit _____

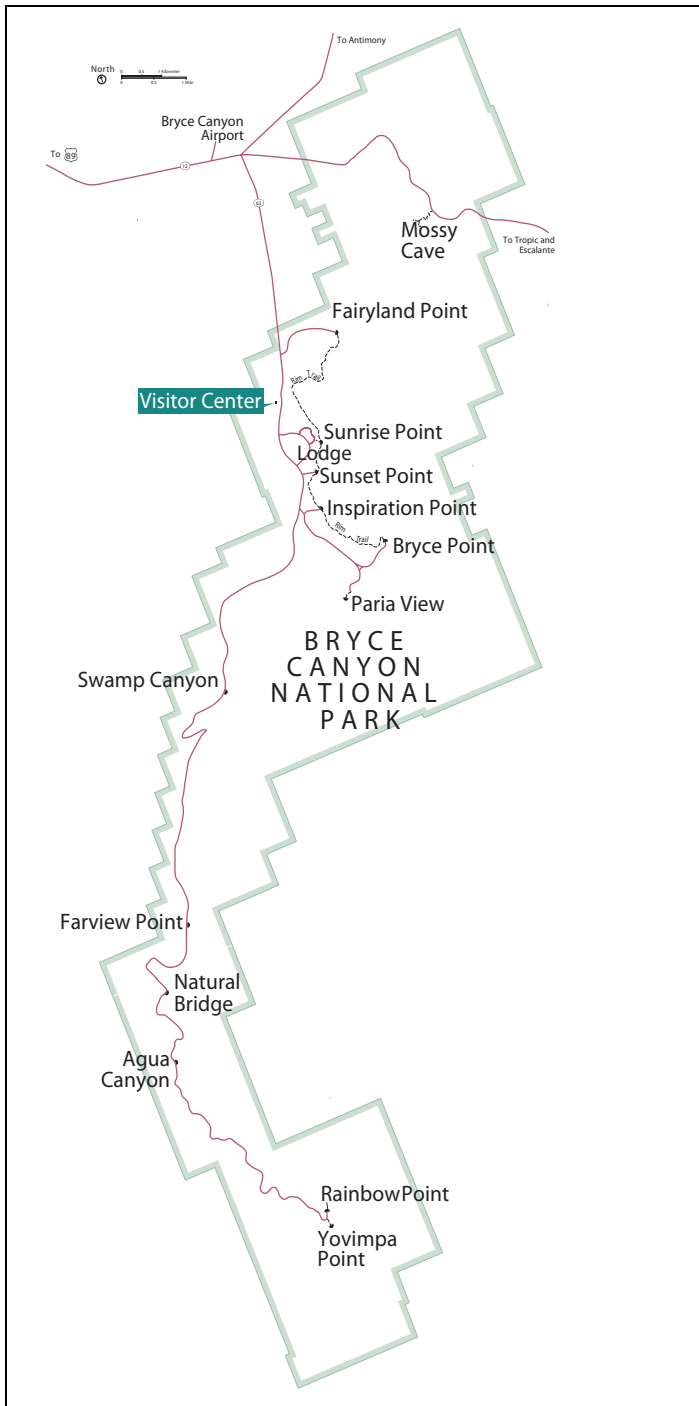
- c) Which one of the above activities was the **primary** reason you and your personal group visited Bryce Canyon NP on this visit? Please list only **one** response.

6. On this visit to Bryce Canyon NP, how long did you and your personal group spend visiting the park? Please list partial hours or days as $\frac{1}{4}$, $\frac{1}{2}$, or $\frac{3}{4}$.

_____ Number of hours **if less than 24 hours**

_____ Number of days **if 24 hours or more**

7. a) On this visit, which of the following sites in Bryce Canyon NP did you and your personal group visit? Please mark (●) **all** that apply.



- ☐ Mossy Cave
- ☐ Park entrance sign
- ☐ Fairyland Point
- ☐ Visitor center
- ☐ Sunrise Point
- ☐ Bryce Canyon Lodge
- ☐ Sunset Point
- ☐ Inspiration Point
- ☐ Bryce Point
- ☐ Paria View
- ☐ Farview Point
- ☐ Natural Bridge
- ☐ Rainbow Point
- ☐ Yovimpa Point
- ☐ Other (Please specify)

- b) On this visit, which site in Bryce Canyon NP did you and your personal group visit **first**?

- c) On this visit, which one of the above sites did you enjoy most? Please list only **one**.

8. a) Please mark (●) **all** information services and facilities that you and your personal group **used** within Bryce Canyon NP during this visit.
- b) Next, for only those services and facilities that you and your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you and your personal group **used**, please rate their quality from 1-5.

a) Information services and facilities used	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
Mark (●)		
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bryce Canyon NP website: www.nps.gov/brca (used before or during visit)	_____	_____
<input type="radio"/> Bulletin boards	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park newspaper – <i>The Hoodoo</i>	_____	_____
<input type="radio"/> Park radio information stations: AM 1610 and/or AM 1590	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Roadside exhibits	_____	_____
<input type="radio"/> Sales items in visitor center bookstore (selection, price, etc.)	_____	_____
<input type="radio"/> Self-guided nature trails	_____	_____
<input type="radio"/> Shuttle bus	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Visitor center video	_____	_____

9. a) Please mark (●) **all** visitor services and facilities that you and your group **used** within Bryce Canyon NP during this visit.
- b) Next, for only those services and facilities that you and your group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you and your group **used**, please rate their quality from 1-5.

a) Visitor services and facilities used	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
Mark (●)		
<input type="radio"/> Access for disabled persons	_____	_____
<input type="radio"/> Backcountry campsites	_____	_____
<input type="radio"/> Bryce Canyon Lodge (not including gift shop or restaurant)	_____	_____
<input type="radio"/> Gift shop in Bryce Canyon Lodge	_____	_____
<input type="radio"/> Restaurant in Bryce Canyon Lodge	_____	_____
<input type="radio"/> Canyon Trail Rides horseback rides	_____	_____
<input type="radio"/> Developed campgrounds	_____	_____
<input type="radio"/> General store	_____	_____
<input type="radio"/> Park road directional signs (inside park)	_____	_____
<input type="radio"/> Parking areas	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Recycling bins	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Showers/laundromat	_____	_____
<input type="radio"/> Trails	_____	_____
<input type="radio"/> Trash cans/dumpsters	_____	_____

10. a) Bryce Canyon NP was established for viewing scenery, conserving natural resources, and promoting public enjoyment and appreciation of these resources. On this visit, how important were the following attributes/resources to you and your personal group? Please mark (●) one answer for each attribute/resource.

Attribute/resource	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geologic formations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interpretive/informational programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities (hiking, camping, biking, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human/cultural history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plants and animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark, starry night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning/educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- b) Did anything detract from your enjoyment of any of the above attributes or resources?

☐ Yes ☐ No → **Go to Question 11**

- c) If YES, what? Please explain. _____

11. a) Bryce Canyon NP interpretive programs and exhibits discuss topics such as geology, American Indian culture/history, pioneer history, night skies/astronomy and plants/animals. Please mark (●) **all** of the topics you learned on this visit.

☐ Did not learn about any topics on this visit → **Go to part c of this question**

b) Please indicate how much your level of understanding of each topic improved during your visit. Please mark (●) **one** answer for each topic.

c) Next, mark (●) the topics you would be interested in learning more about on a future visit.

a) Learned on this visit? (●)		b) Level of understanding improved?				c) Interested on future visit?	
		Not at all	A little	Somewhat	A lot	Yes	No
<input type="radio"/>	American Indian culture/history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Geology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Night skies/ astronomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Pioneer history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Plants/animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d) Please list any additional topics you and your personal group are interested in learning about Bryce Canyon NP.

12. Increasing public awareness is our best tool to ensure that visitors have a safe visit at Bryce Canyon NP. Please mark (●) your awareness level, both before and after your visit, for each safety issue.

BEFORE visiting Bryce Canyon NP

AFTER visiting Bryce Canyon NP

Not aware	Somewhat aware	Very aware	Safety issue	Not aware	Somewhat aware	Very aware
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		Hiking with hiking boots	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Lightning safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Drinking plenty of water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Methods for coping with altitude sickness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Human health and safety risks resulting from feeding wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hiking off trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Climbing over railings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ways of minimizing sun exposure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. a) On this visit to Bryce Canyon NP, did you and your personal group feel crowded by either people and/or vehicles in the park?

☐ Yes ☐ No → **Go to Question 14**

- b) If YES, please use the scale below to rate how crowded you and your personal group felt by people and/or vehicles during this visit. Please mark (●) **one** for each.

	Not at all Crowded	Somewhat crowded	Neutral	Very crowded	Extremely crowded
People	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c) If you felt “extremely crowded” or “very crowded,” please list the specific park location where you and your personal group felt crowded.

- d) At which times of day did you feel crowded? Please mark (●) **all** that apply.

☐ Morning (before noon) ☐ Afternoon (Noon-6 pm) ☐ Evening (after 6 pm)

14. a) Currently, Bryce Canyon NP provides a shuttle bus to transport visitors around the main park area from May to September. On this visit, did you and your personal group use the shuttle bus system?

☐ Yes ☐ No → b) If NO, why not? _____

- c) If YES, where did you park your vehicle before boarding the shuttle bus? Please mark (●) **all** that apply.

☐ Ruby's Inn ☐ Shuttle Boarding Area (opposite Ruby's Inn)
☐ Visitor center ☐ Trailer drop-off lot (opposite visitor center)
☐ Sunset Point ☐ Ruby's Inn Campground
☐ Other (Please specify) _____

- d) How can the shuttle system and services be improved? Please be specific.

15. Units of the National Park System are established to preserve places with outstanding natural and cultural resources and to provide ways for visitors to enjoy these resources. Scientific research on park natural and cultural resources is needed to properly protect these resources.

a) In your opinion, how important is conducting scientific research on park natural and cultural resources?

Not important	Somewhat important	Moderately important	Very important	Extremely important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) Do you think conducting scientific research on natural and cultural resources is a valuable use of public land and monies?

☐ Yes ☐ No

c) Are you and your personal group interested in learning about the latest research that is being conducted in national park units?

☐ Yes ☐ No → **Go to Question 16**

d) If YES, how would you and your personal group like to learn about this research? Please mark (●) **all** that apply.

<input type="radio"/> Park website	<input type="radio"/> Brochures
<input type="radio"/> Ranger-led programs	<input type="radio"/> Exhibits
<input type="radio"/> Other (Please specify) _____	

16. On this visit, were you and your personal group part of the following types of groups? Please mark (●) **one** for each.

a) Commercial guided tour group ☐ Yes ☐ No

b) School/educational group ☐ Yes ☐ No

c) Other group (scout, work, church, etc.) ☐ Yes ☐ No

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

17. On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

<input type="radio"/> Alone	<input type="radio"/> Family
<input type="radio"/> Friends	<input type="radio"/> Family and friends
<input type="radio"/> Other (Please specify) _____	

18. a) On this visit, how many people were in your personal group, including yourself?
 _____ Number of people

b) On this visit, how many vehicles did you and your personal group use to arrive at the park?
 _____ Number of vehicles

c) On this trip, how many times did you and your personal group enter Bryce Canyon NP?
 _____ Number of times

19. For you and your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank.

	a) Current age	b) U.S. Zip Code or name of country other than U.S.	c) Number of lifetime visits to Bryce Canyon NP (including this visit)
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

20. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in activities or services at Bryce Canyon NP?

☐ Yes ☐ No → **Go to Question 21**

b) If YES, on this visit, which activities or services did the person(s) have difficulty accessing or participating in? Please mark (●) **all** that apply.

- | | |
|--|---|
| <input type="radio"/> Bryce Canyon Lodge | <input type="radio"/> Campground |
| <input type="radio"/> Ranger-led activities/programs | <input type="radio"/> Restrooms |
| <input type="radio"/> Trails | <input type="radio"/> Viewpoints |
| <input type="radio"/> Visitor center | <input type="radio"/> Visitor center exhibits |
| <input type="radio"/> Other (Please specify) _____ | |

21. a) & b) When visiting an area such as Bryce Canyon NP, which **one** language do you and most members of your personal group prefer to use for the following?

a) Speaking ☐ English ☐ Other (Specify) _____

b) Reading ☐ English ☐ Other (Specify) _____

c) In your opinion, what **services** in the park need to be provided in languages other than English? Please specify a service(s) or mark (●) "None."

Service(s) _____ ☐ None

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

23. Is there anything else you and your personal group would like to tell us about your visit to Bryce Canyon NP?

24. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Bryce Canyon NP during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

OFFICIAL BUSINESS

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