

Visitor Services Project
City of Rocks National Reserve
Report Summary

- This report describes the results of a study of visitors to City of Rocks National Reserve during August 30 to September 5, 1991. Three hundred questionnaires were distributed and 240 returned, an 80% response rate.

- The data reflect the use patterns of visitors to selected sites during the designated study period. The results do not necessarily apply to visitors using other sites, or using City of Rocks National Reserve during other times of the year.

- The report profiles City of Rocks National Reserve visitors. The separate appendix has visitors' comments about the reserve and their visit. A summary of these comments is included in both the report and the appendix.

- Sixty-four percent of visitors were in family groups. Thirty-six percent of visitors were 21 to 35 years old. Sixty-five percent of visitors were visiting City of Rocks National Reserve for the first time.

- Visitors from foreign countries comprised 6% of the visitation to City of Rocks National Reserve. Seventy-eight percent of American visitors came from Idaho and Utah.

- Fifty-eight percent of visitors spent less than one day at City of Rocks National Reserve. Thirty-one percent of visitors who were visiting for more than one day stayed between 2 to 5 days. Seventy-four percent of visitors who were visiting for the day spent four hours or less. Sightseeing (70%), rock climbing (58%), photography (47%), hiking (44%), tent camping (35%) and picnicking (32%) were the most common activities of visitors during this visit.

- Many visitors entered City of Rocks National Reserve by Interstate Highway 84 (46%), the Elba to Almo road (38%) and State Highway 77 (35%). Many visitors exited by State Highway 27 (47%), I-84 (42%) and the Elba to Almo road (30%).

- The average visitor group spent \$53.76 on the day of their visit to City of Rocks National Reserve: the average per capita expenditure was \$19.04.

- Sixty-seven per cent of the visitors identified City of Rocks National Reserve as their primary destination.

- Most visitors (58%) said there were no visitor activities that impacted their visit.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208)885-7129.

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