
Visitor Services Project
Zion National Park

Visitor Services Project Report 50
Cooperative Park Studies Unit

Visitor Services Project

Zion National Park

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Report 50

March 1993

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Zion National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Zion National Park

Report Summary

- This report describes the results of a visitor study at Zion National Park during July 12-18, 1992. A total of 647 questionnaires were distributed and 528 returned, an 82% response rate.
- This report profiles Zion visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in families (67%). They came in groups of two (43%) or four (22%). Thirty-two percent of visitors were 36-50 years old; 22% were aged 15 or younger. Most (69%) were first-time visitors to Zion.
- Visitors from foreign countries comprised 21% of the respondents, with 38% of the international visitors from Germany. United States visitors came from California (24%) and Utah (13%), with smaller proportions from many other states and territories.
- Most visitors (66%) spent less than one day at Zion. One-third of the visitors (33%) stayed one to four days. Most visitors photographed and/or painted/drew, stopped at scenic pullouts and hiked less than two hours. Prior to visiting, the most often-used sources of park information were friends and relatives and travel guides/tour books.
- Zion Canyon Visitor Center was the most visited park site (64%). One-third of the visitors (33%) stopped first at Zion Canyon Visitor Center and 20% at Checkerboard Mesa.
- Most visitors did not visit Kolob Canyons (80%). Visitors' most common activities at Kolob Canyons were driving the scenic road, visiting the visitor center and using the restrooms. Most visitors (75%) who visited Kolob Canyons also visited Zion Canyon. Most (92%) visitors' Kolob Canyons visit did not influence their decision to visit the main canyon.
- In the park, the average visitor group expenditure was \$42 for this visit; the average per capita expenditure was \$14. Outside the park (within a one hour drive), the average visitor group expenditure for this visit was \$106; the average per capita expenditure was \$37.
- The most used visitor services were the park map/brochure (83%), highway directional signs (63%), park newspaper (52%), and visitor center exhibits (50%).
- Most visitors (60%) said they did not feel crowded during their Zion visit. Fifty percent said they felt the park was moderately to extremely crowded in the number of vehicles, and 36% said the park was moderately to extremely crowded in the number of people.
- Visitors made many additional comments.

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 83844-1133 or call (208) 885-7129.

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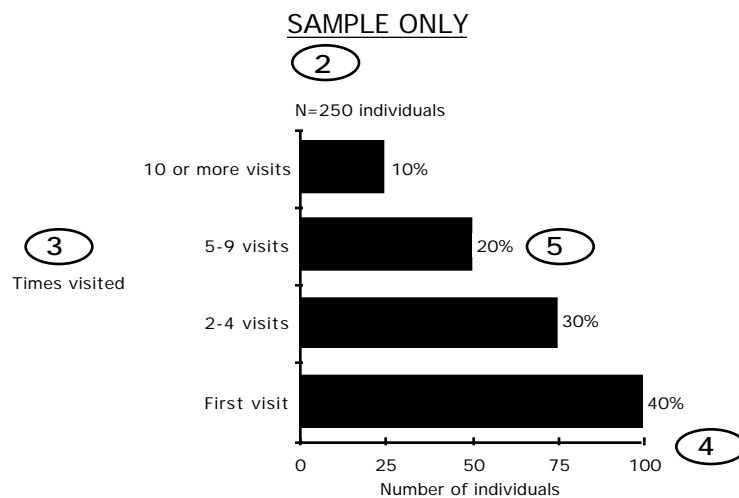
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INTRODUCTION

This report describes the results of a study of visitors at Zion National Park (referred to as "Zion"). This visitor study was conducted July 12-18, 1992 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many 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

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Zion National Park during July 12-18, 1992. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design and administration

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they drove through three park entrances at Kolob Canyons, East and South entrances.

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

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.

Data analysis

Returned questionnaires were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting error

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 516 groups, Figure 3 presents data for 1687 individuals. A note

above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 528 questionnaires were returned, Figure 1 shows data for only 516 respondents.

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

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

Limitations

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 as they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 12-18, 1992. The results do not necessarily apply to visitors using other sites in the park or 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.

4. Bus visitors may be under-represented in this study since the sample interval was large and few bus passengers were interviewed. Some foreign visitors on buses who were asked to participate in the study were unable to understand English and did not participate.

During the week of July 12-18, 1992, weather included high temperatures around 100° F. and occasional heavy thunderstorms which at times delayed questionnaire distribution. This did not affect the study.

Special Conditions

RESULTS

Visitors contacted

Seven hundred twenty-one visitor groups were contacted; 90% accepted questionnaires. A total of 528 visitor groups completed and returned their questionnaires, an 82% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias was insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	647	42.2	525	43.4
Group size	647	3.7	516	3.9

Demographics

Figure 1 shows group sizes, which varied from one person to 75 people. Forty-three percent of Zion visitors came in groups of two people, 36% came in groups of three or four. Sixty-seven percent of visitors came in family groups, while 16% came in friends groups, as shown in Figure 2.

Figure 3 shows varied age groups; the most common were visitors aged 36-50 (32%) and 15 or younger (22%). Most visitors (69%) were first time visitors, although 25% had been at Zion two to four times (see Figure 4).

Visitors from foreign countries comprised 21% of the respondents. Map 1 and Table 2 show that most international visitors came from Germany (38%), Netherlands (13%) and France (12%). Map 2 and Table 3 show that the majority of United States visitors came from California (24%) and Utah (13%), with smaller proportions from 42 other states, plus the District of Columbia and Puerto Rico.

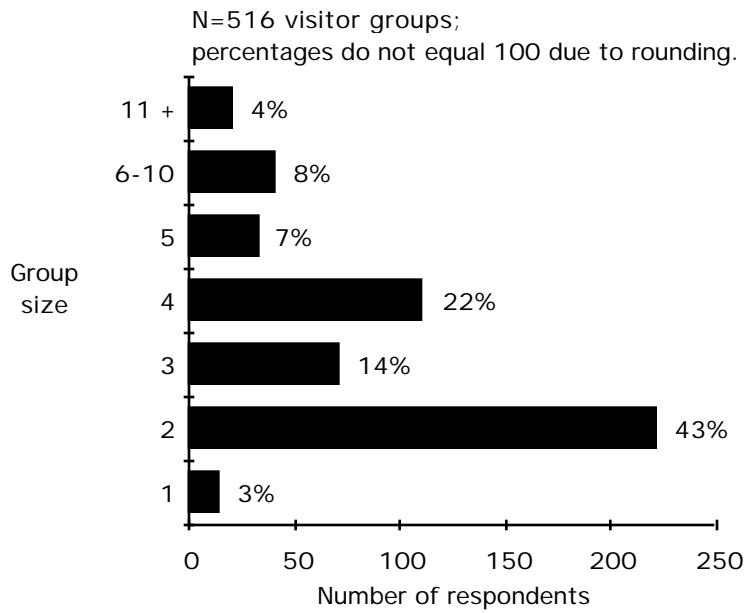


Figure 1: Visitor group sizes

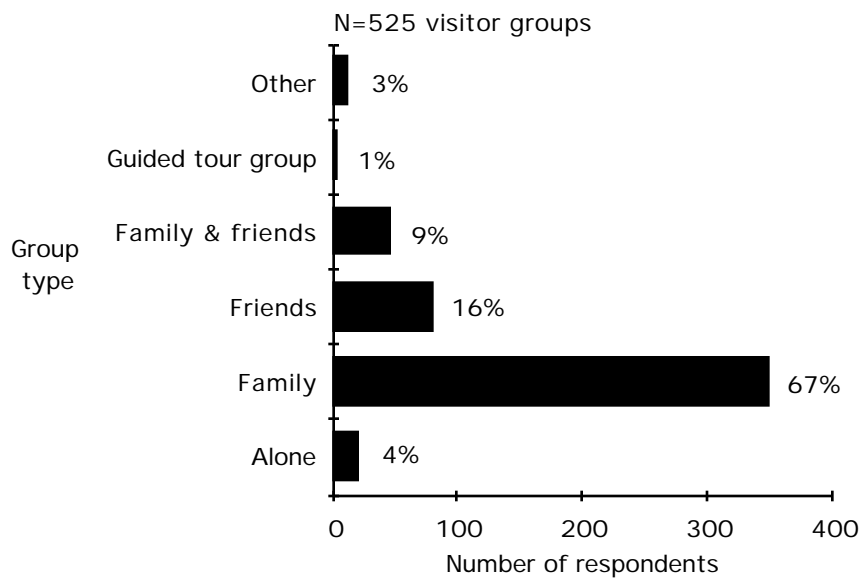


Figure 2: Visitor group types

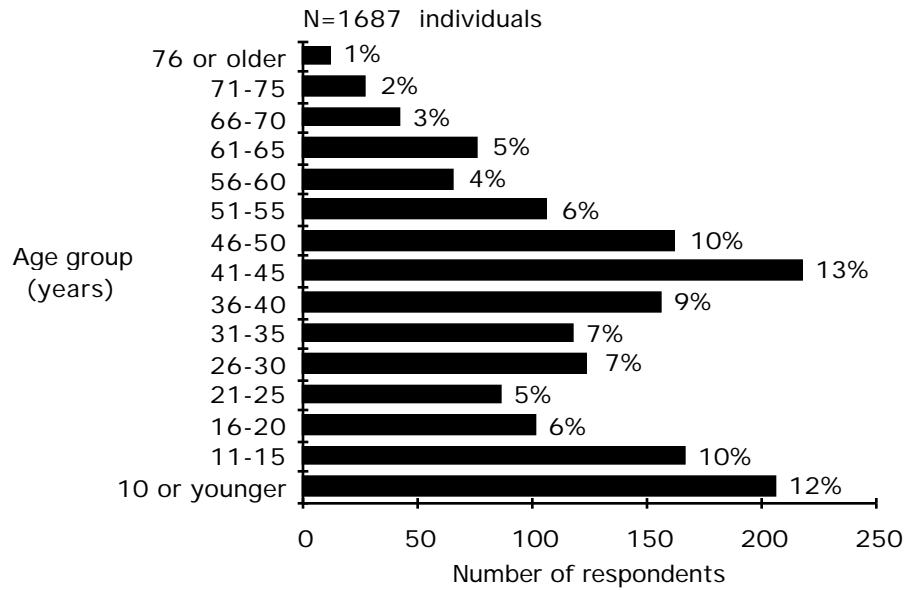


Figure 3: Visitor ages

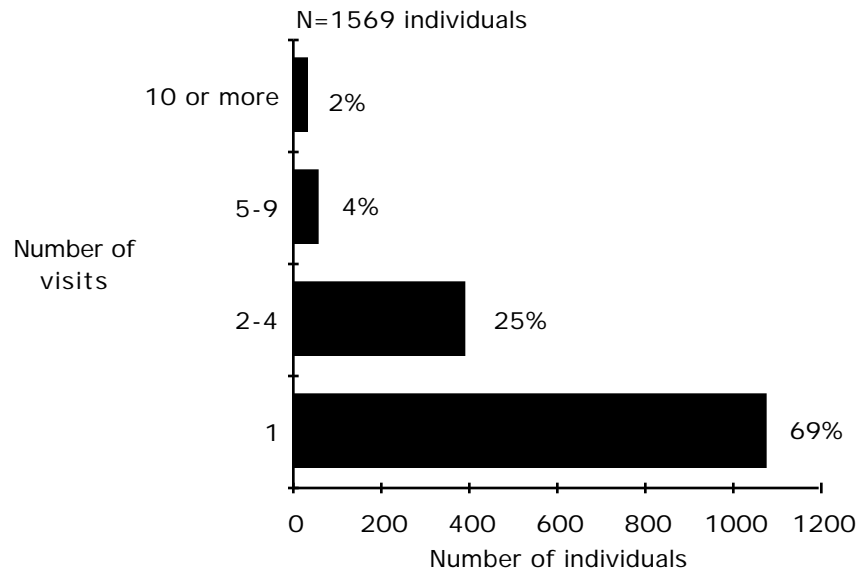
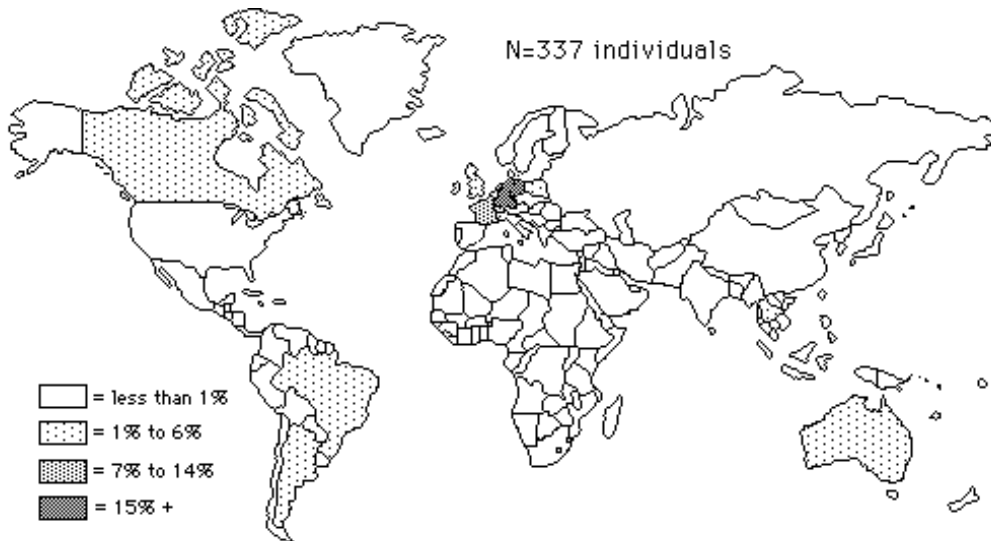


Figure 4: Number of visits

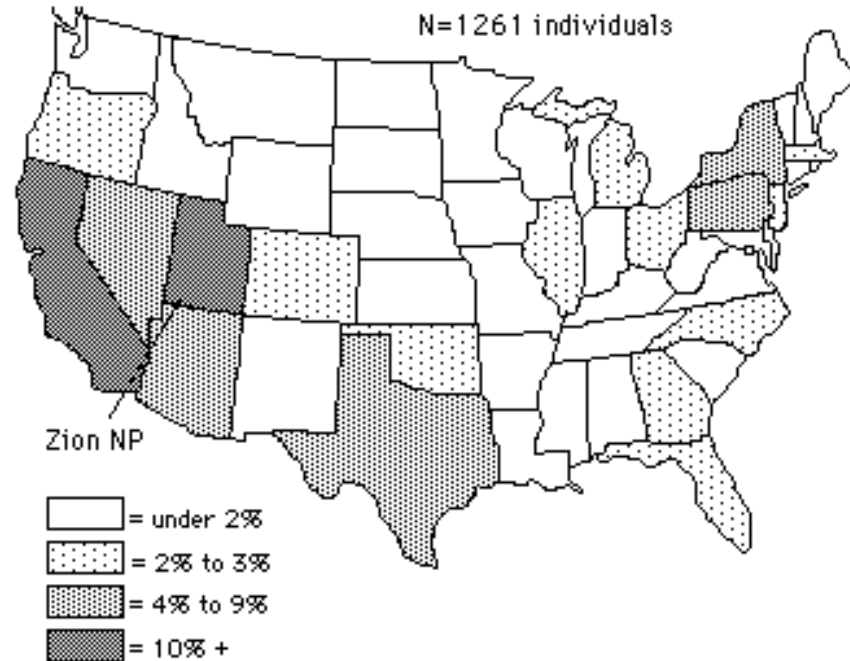


Map 1: Proportion of international visitors by country

Table 2: Visitors by country of residence

N=337 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of visitors
Germany	129	38
Netherlands	45	13
France	40	12
Switzerland	31	9
Belgium	16	5
Great Britain	11	3
Australia	9	3
Israel	9	3
Canada	8	2
Italy	7	2
Poland	6	2
Thailand	6	2
Malawi	5	2
Taiwan	4	1
Argentina	2	1
Austria	2	1
Brazil	2	1
Honduras	2	1
Other countries (3)	1	1



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=1261 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
California	308	24
Utah	162	13
Nevada	86	7
Arizona	64	5
Texas	53	4
Pennsylvania	46	4
New York	45	4
Massachusetts	36	3
Colorado	34	3
Florida	33	3
Ohio	33	3
Michigan	31	3
New Jersey	30	2
Georgia	26	2
Oklahoma	23	2
North Carolina	21	2
Illinois	20	2
Oregon	19	2
Washington	18	1
Kansas	14	1
Missouri	14	1
Other states (23) + D.C. + P.R.	145	11

Most of Zion's visitors (66%) stayed less than one day (see Figure 5). One-third of the visitors (33%) stayed one to four days. Of the visitors who spent less than one day, 35% spent 3 to 4 hours, and 35% spent 6 hours or more, as shown in Figure 6.

Length of stay

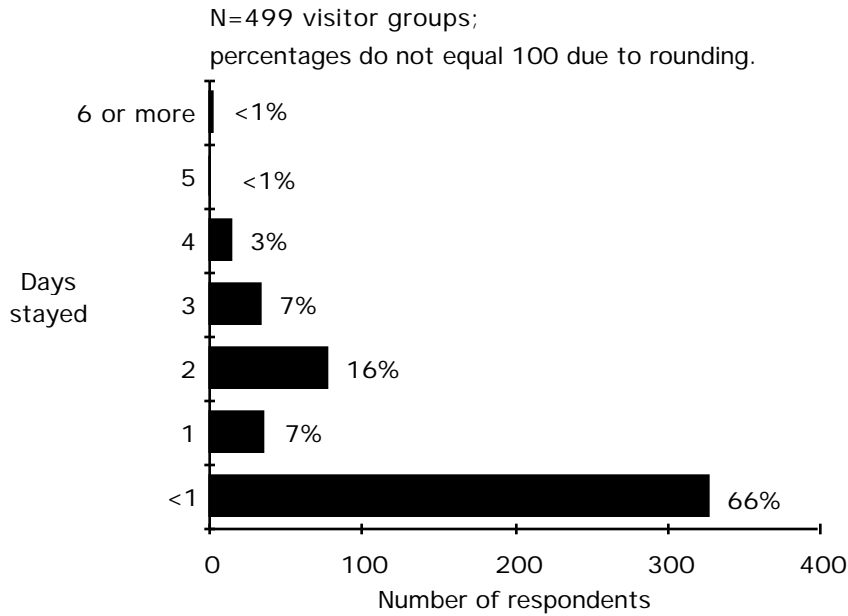


Figure 5: Length of stay (days)

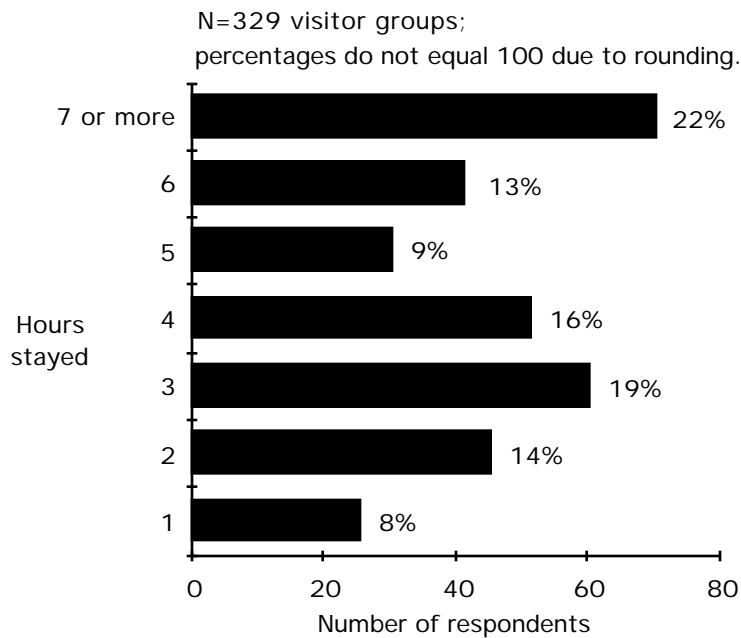


Figure 6: Length of stay (less than one day)

Activities

Figure 7 shows the proportion of visitor groups who participated in various activities during their visit. Common activities were photography and/or painting/drawing (88%), stopping at scenic pullouts (87%), hiking less than two hours (50%), hiking more than two hours (29%) and picnicking (28%).

Nine percent of the visitors described "other" activities they pursued, including eating at a restaurant, taking a tram tour, attending ranger programs, watching the Zion movie and visiting the visitor center.

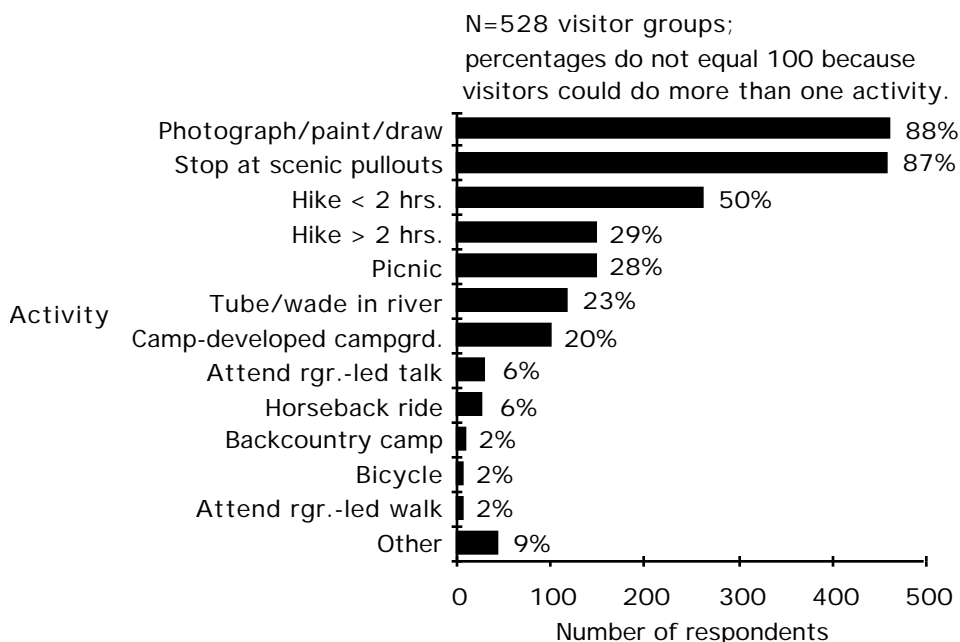


Figure 7: Visitor activities

Figure 8 shows the proportion of visitor groups that visited selected sites at Zion. Many visitors went to Zion Canyon Visitor Center (64%), Checkerboard Mesa (48%), Gateway to the Narrows Trail (47%) and Zion Lodge (46%). Ten percent of the visitors listed sites which were not included on the map, including a campground, Weeping Rock, Emerald Pools, Watchman Trail, and Grotto picnic area.

Order sites were visited

Visitors stopped first at Zion Canyon Visitor Center (33%), Checkerboard Mesa (20%) or Springdale (15%), as shown in Figure 9.

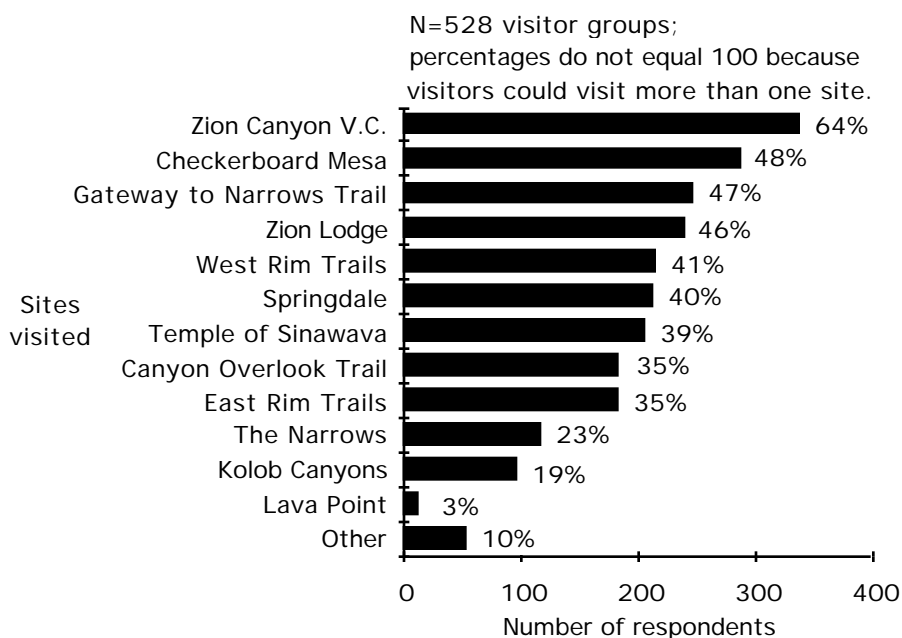


Figure 8: Sites visited

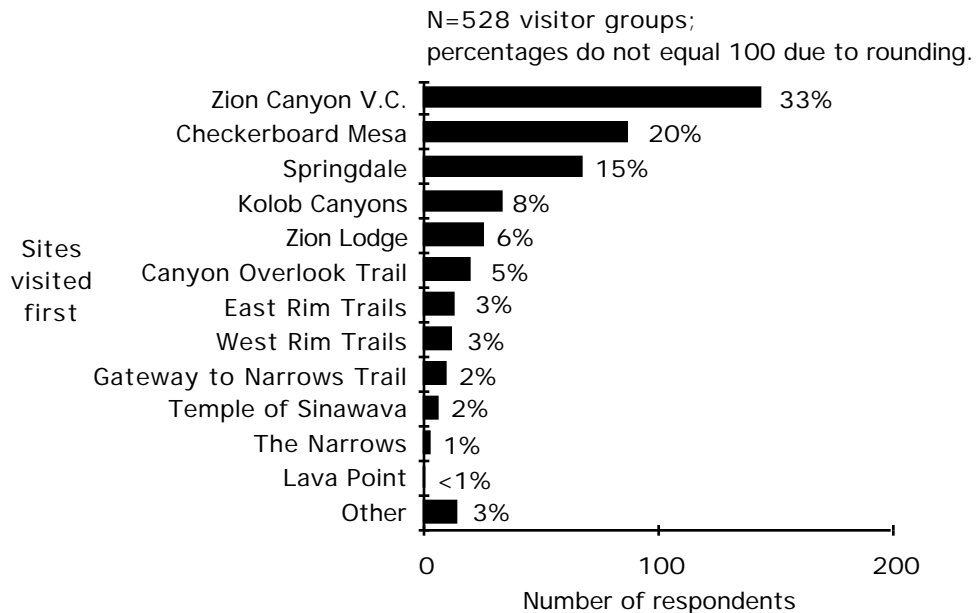


Figure 9: Proportion of visitors who visited each site first

The most often used sources of information about the park were friends/relatives (46%), travel guides/tour books (40%), maps (34%), and previous visit(s) (33%), as shown in Figure 10. "Other" sources included travel agency, videos, travel guides, tour books, and friends.

Sources of park information

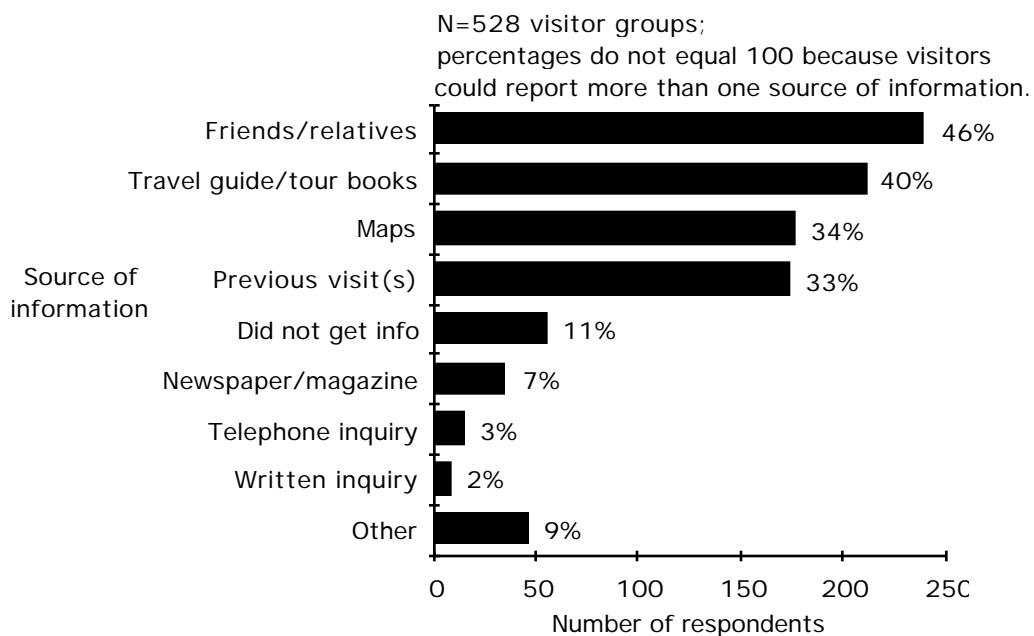


Figure 10: Sources of park information

**Kolob
Canyons
visits/
activities**

Eighty percent of the visitors did not visit Kolob Canyons during this trip (see Figure 11). The most common activities of visitors who visited Kolob Canyons were driving the scenic road (91%), visiting Kolob Canyons visitor center (64%), using the restrooms (61%) and getting information or brochures (54%), as shown in Figure 12. Other activities visitors listed included picnicking and photography. Most visitors (75%) who visited Kolob Canyons also visited Zion Canyon (see Figure 13). Most visitors (92%) did not decide to visit Zion Canyon because they learned about it during their visit to Kolob Canyons (see Figure 14).

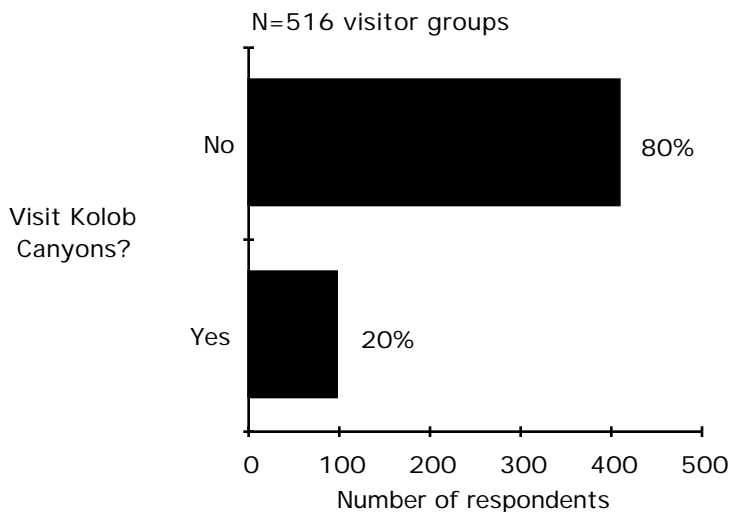


Figure 11: Visit Kolob Canyons

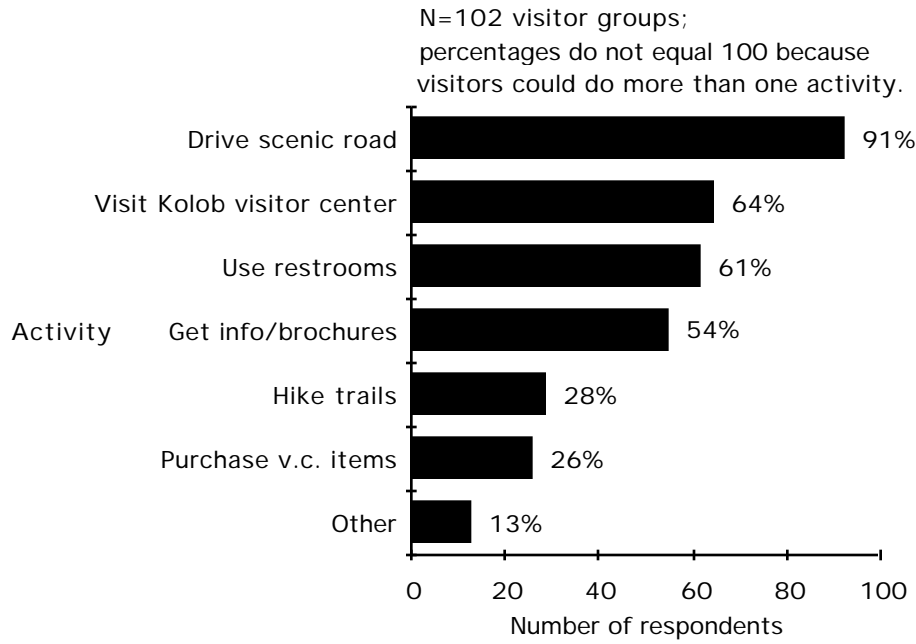


Figure 12: Kolob Canyons activities

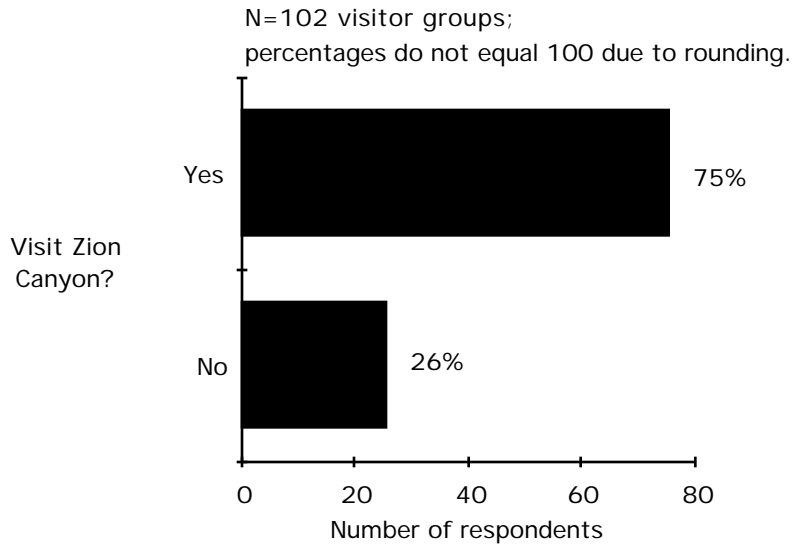


Figure 13: Visit Zion Canyon

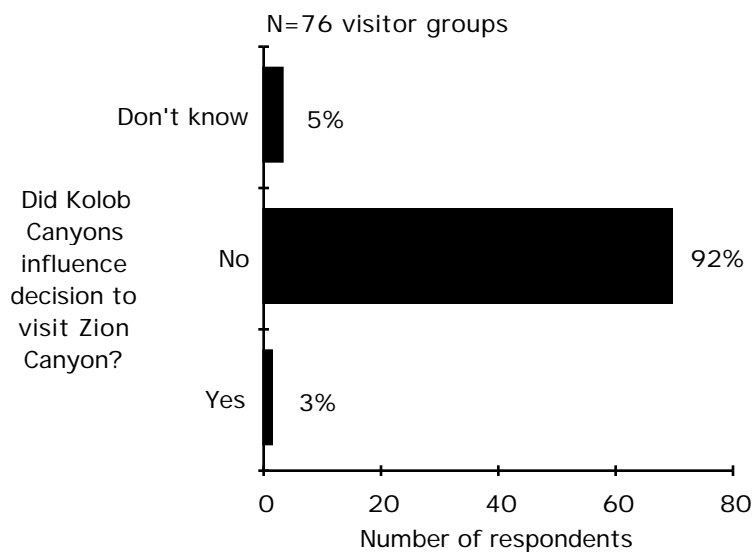


Figure 14: Influence of Kolob Canyons visit upon Zion Canyon visit

Expenditures

Visitors were asked to list their expenditures for lodging (motel, camping, etc.); travel (gas, bus fare, etc.); food (restaurant, groceries, etc.); and "other" items (recreation, film, gifts, etc.) in and outside the park (within a one hour drive) during this visit.

Thirty-one percent of visitors spent \$50 or less for lodging, travel, food and other items in and outside the park, as shown in Figure 15.

In the park, 54% of the visitors spent from \$1-50 and 24% spent no money (see Figure 16). Figure 17 shows the proportion of money visitors spent lodging, travel, food and other items. The greatest proportion of money was spent on "other" items (37%) and lodging (31%). In the park, visitors often spent no money (see Figures 18-21). If money was spent, it was most often \$25 or less.

Including visitors who spent no money, the average visitor group expenditure in the park was \$42; the average per capita expenditure was \$14.

Outside the park (within 1 hour drive), 33% of the visitors spent \$1-50 on total expenses during their visit (see Figure 22). The greatest proportion of their money was spent on lodging (39%) and food (30%), as shown in Figure 23.

Including visitors who spent no money, the average visitor group expenditure outside the park was \$106. The average per capita expenditure was \$37.

For lodging outside the park, 21% of the visitors spent \$26-50 (see Figure 24). Outside the park, visitors often spent \$25 or less for travel (64%), food (38%) and "other" items (34%), as shown in Figures 25-27.

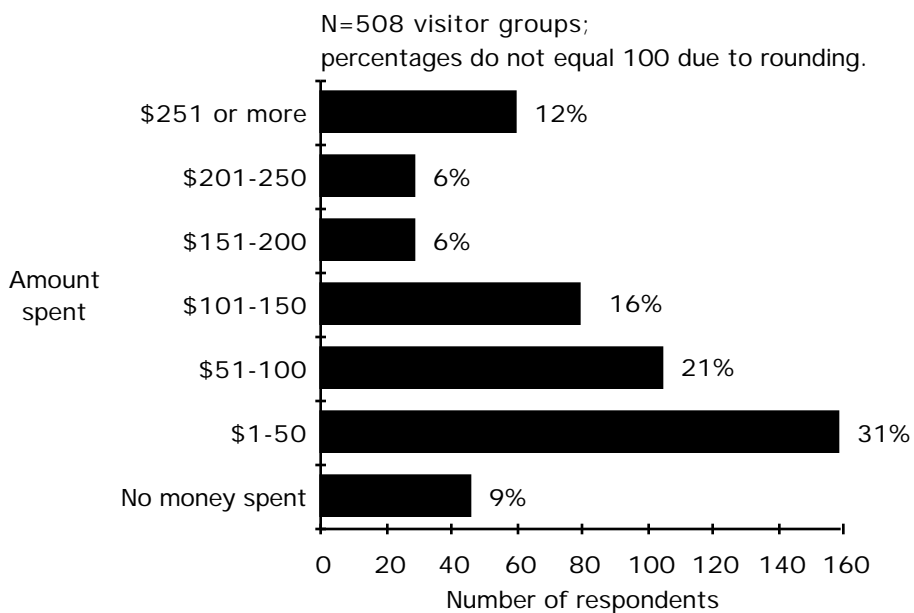


Figure 15: Total expenditures in and outside the park (within a 1 hour drive)

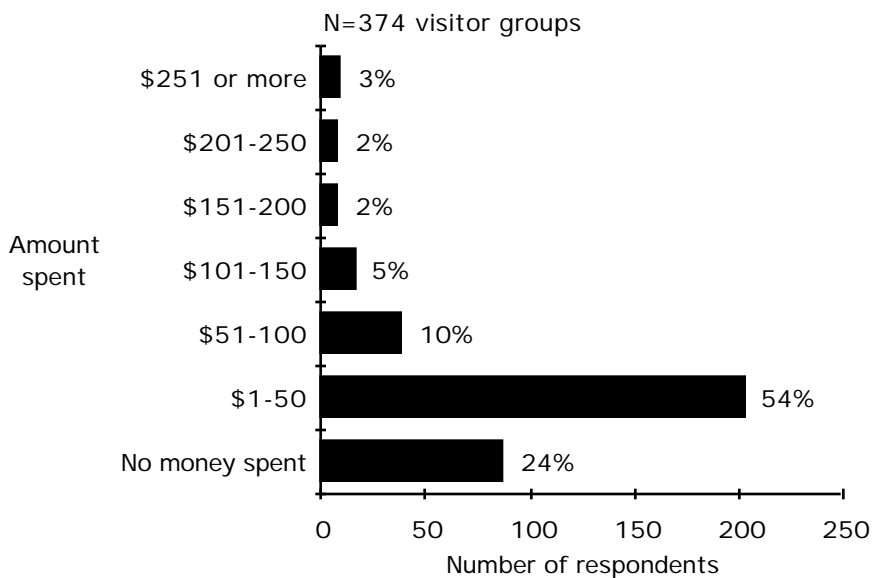


Figure 16: Total visitor expenditures in the park

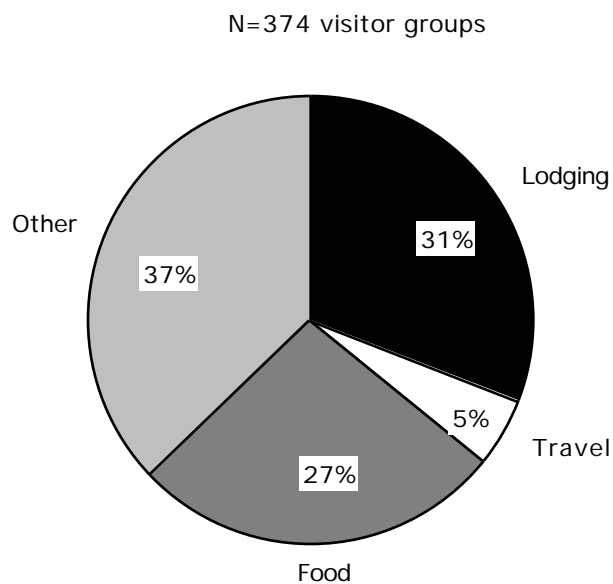


Figure 17: Proportion of visitor expenditures in the park by category

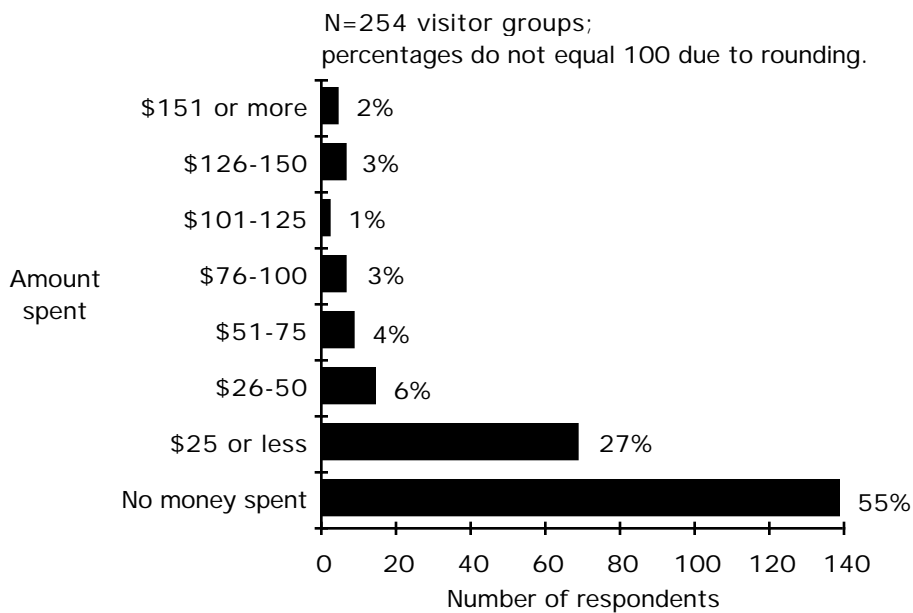


Figure 18: Visitor expenses for lodging in the park

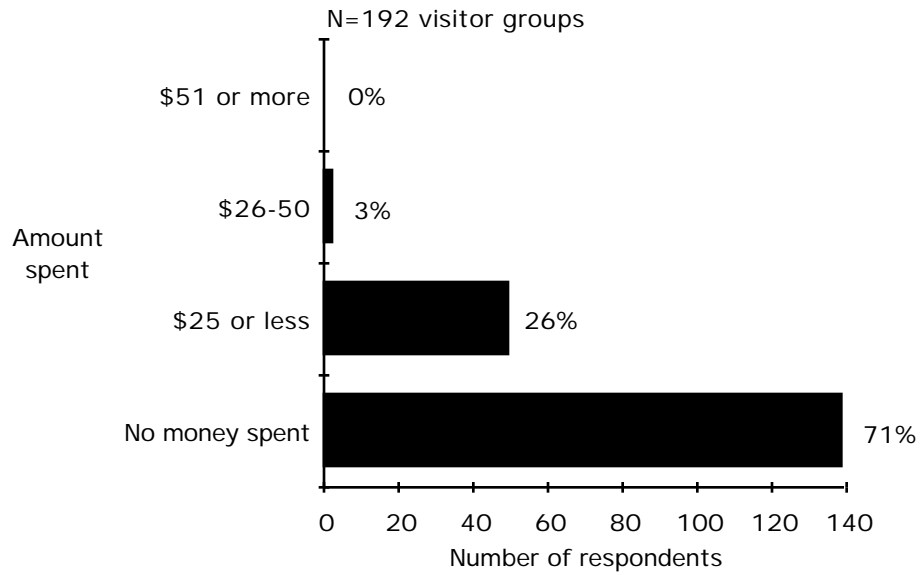


Figure 19: Visitor expenses for travel in the park

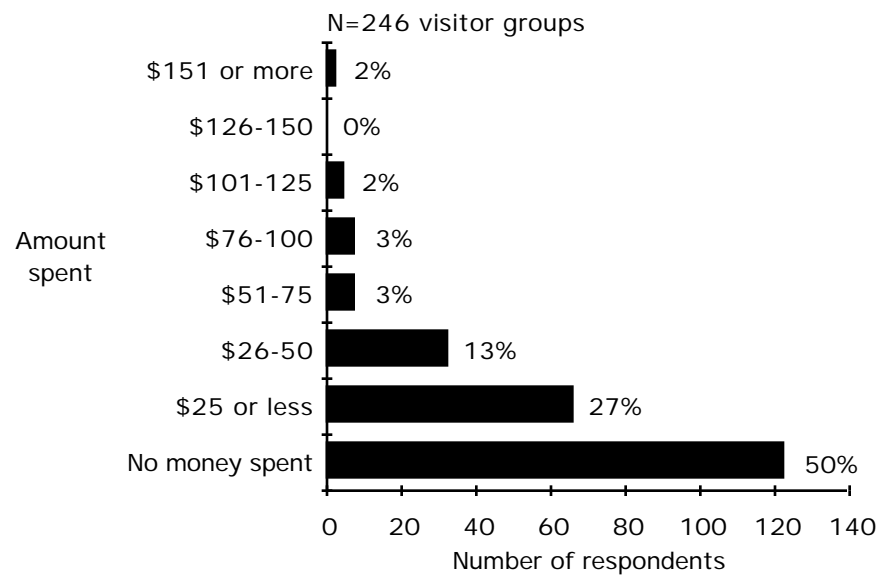


Figure 20: Visitor expenses for food in the park

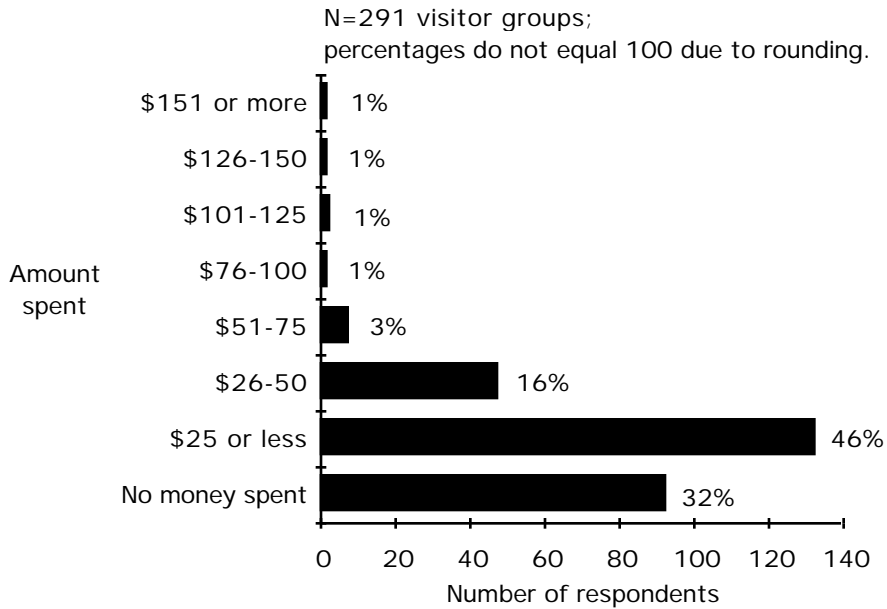


Figure 21: Visitor expenses for "other" items in the park

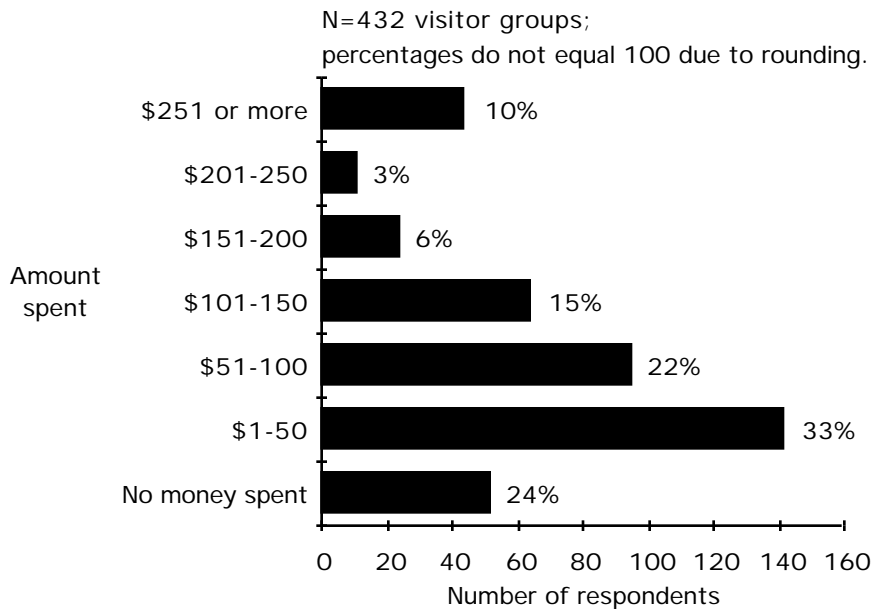


Figure 22: Total visitor expenditures outside the park (within 1 hour drive)

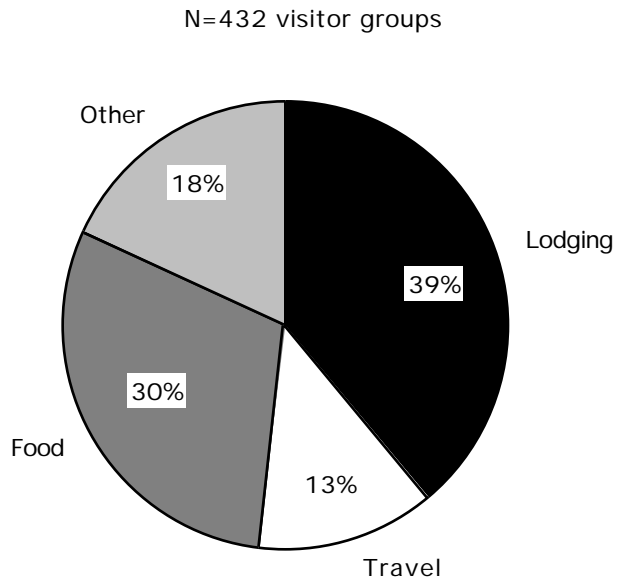


Figure 23: Proportion of visitor expenditures outside the park (within 1 hour drive) by category

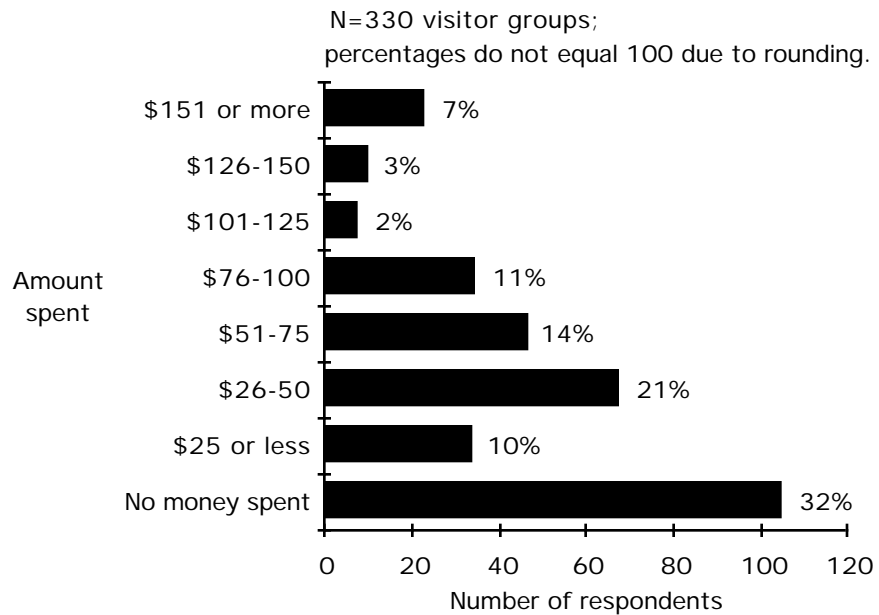


Figure 24: Visitor expenses for lodging outside the park (within 1 hour drive)

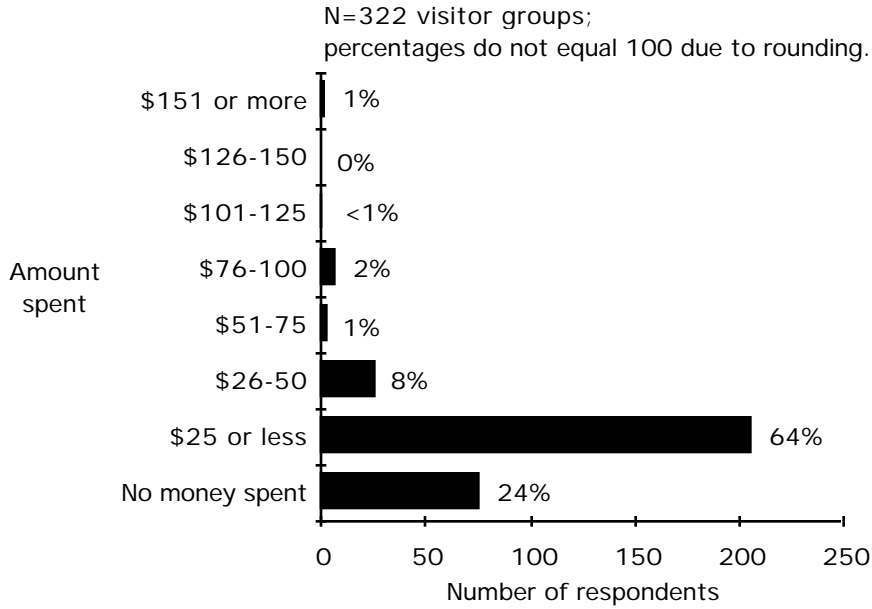


Figure 25: Visitor expenses for travel outside the park (within 1 hour drive)

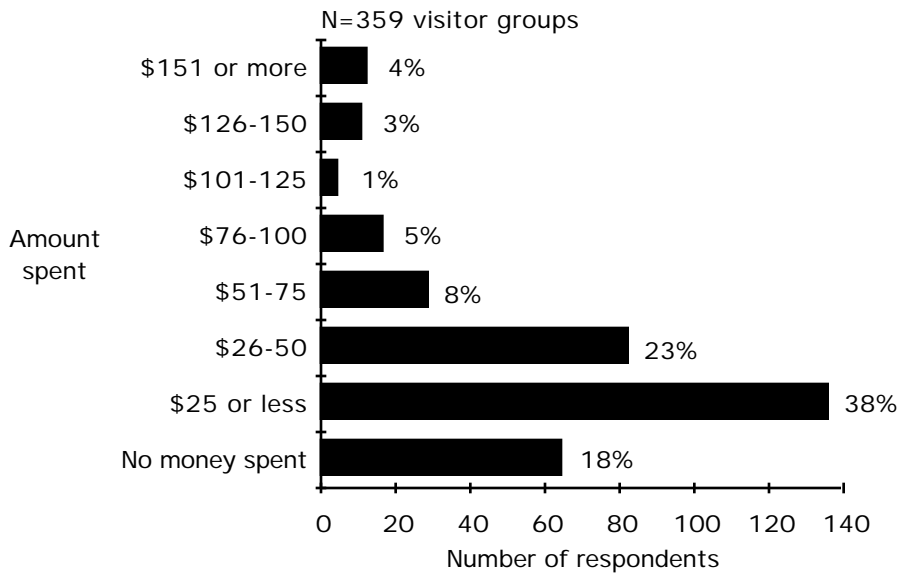


Figure 26: Visitor expenses for food outside the park (within 1 hour drive)

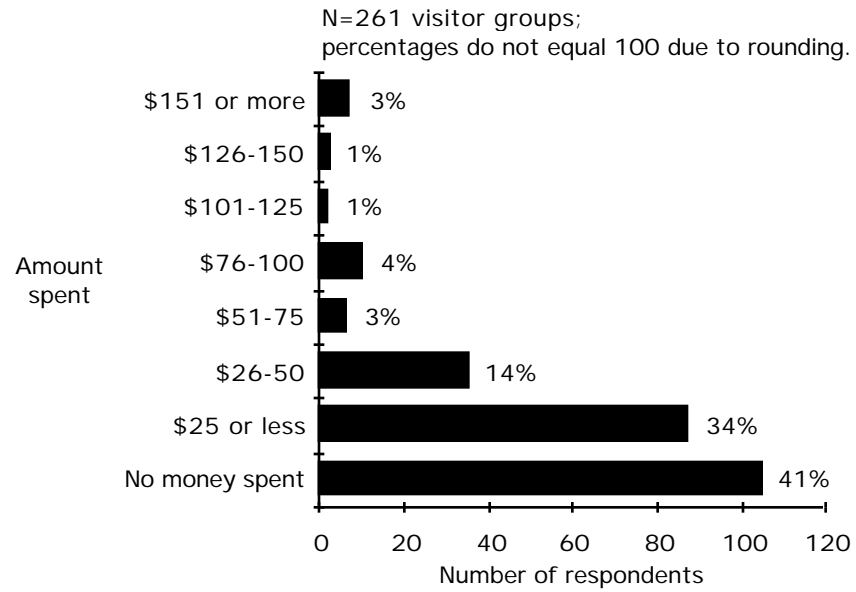


Figure 27: Visitor expenses for "other" items outside the park (within 1 hour drive)

The most commonly used commercial visitor services were the gift shop (44%), food service (34%) and lodging (24%), as shown in Figure 28. Please note: the question asked what commercial visitors services visitors used during this visit to Zion National Park. (Visitors may have included the visitor center bookstore in their ratings of the gift shop and may have rated services provided outside the park.)

Commercial visitor services: use, importance and quality

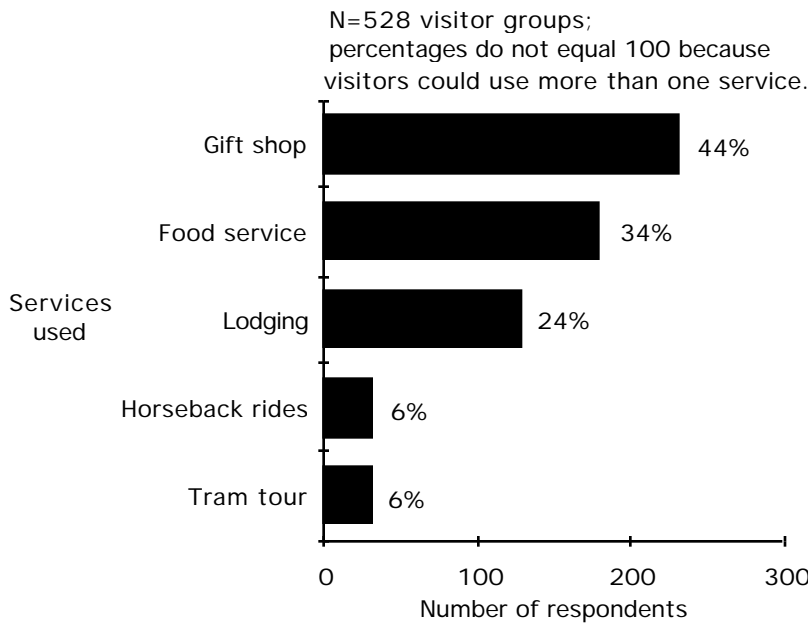


Figure 28: Commercial visitor services used

CAUTION: *Visitors may have included commercial visitor services outside of the park.*

Visitors rated the importance and quality of commercial visitor services. They used with a five point scale (see boxes below).

IMPORTANCE
1=extremely important
2=very important
3=moderately important
4=somewhat important
5=not important

QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

Figure 29 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in shown in Figure 29.

Figures 30-34 show that the services which received the highest "very important" to "extremely important" ratings were lodging (81%) and food service (64%). The highest "somewhat important" to "not important" rating was for the gift shop (38%).

Figures 35-39 show that the services which were given the highest "good" to "very good" ratings were the gift shop (84%) and lodging (69%).

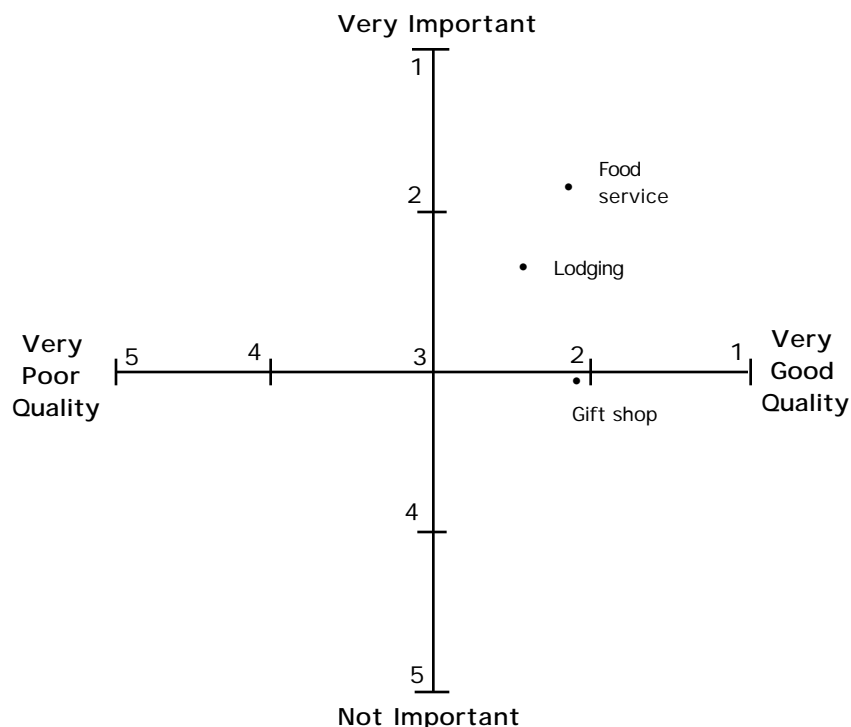


Figure 29: Average importance and quality ratings of commercial visitor services

CAUTION: *The commercial visitor services not included in the above graph were rated by too few visitors to provide reliable information.*

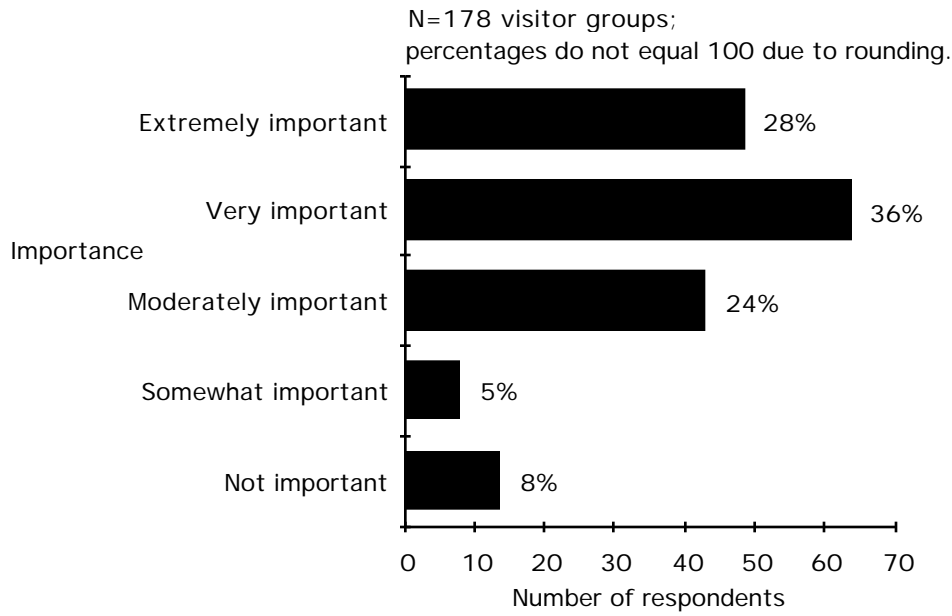


Figure 30: Importance of food service

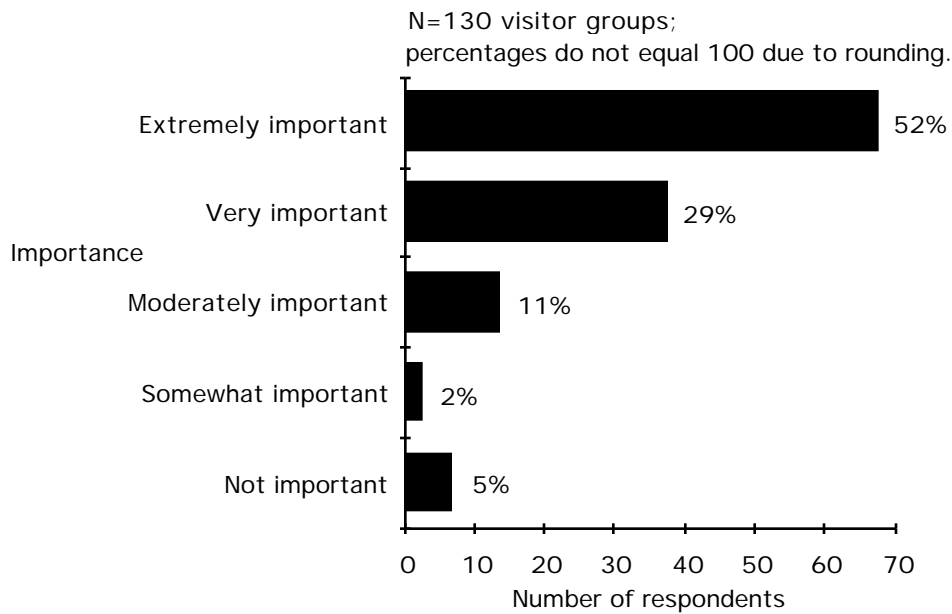


Figure 31: Importance of lodging

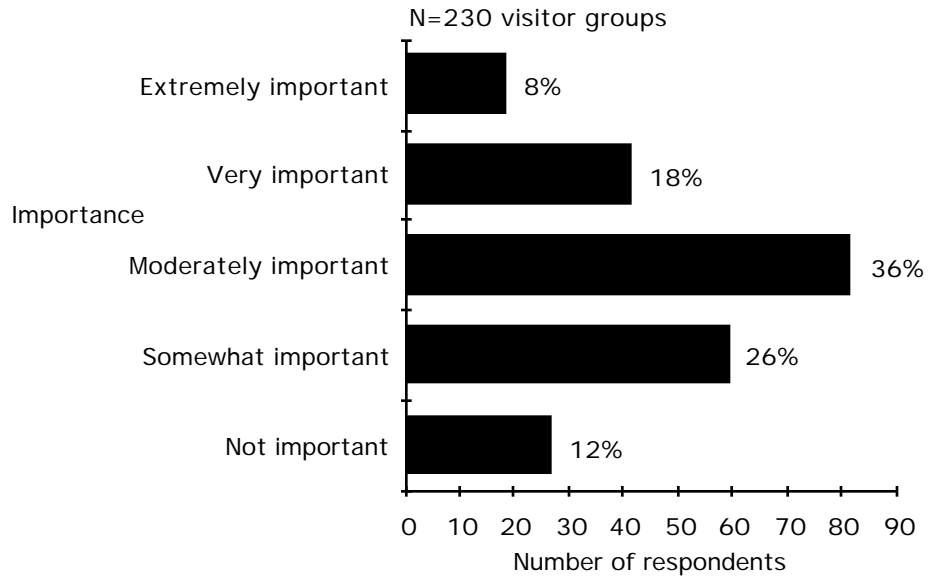


Figure 32: Importance of gift shop

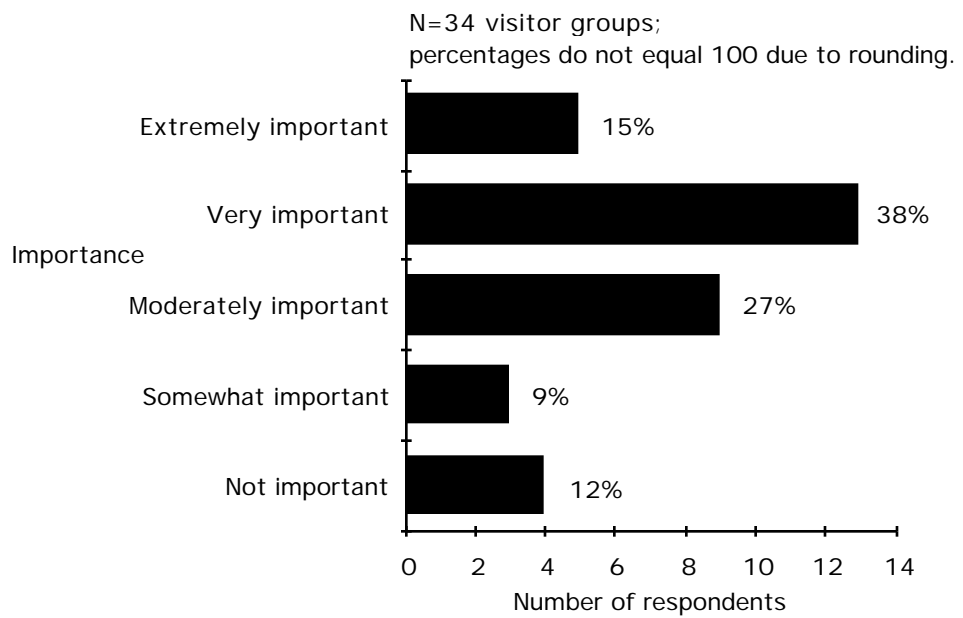


Figure 33: Importance of horseback rides

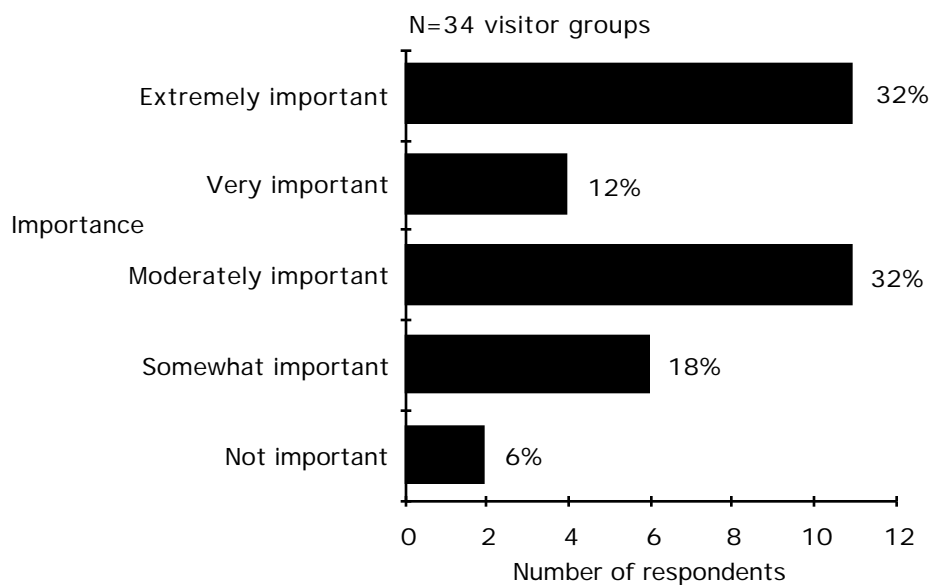


Figure 34: Importance of tram tour

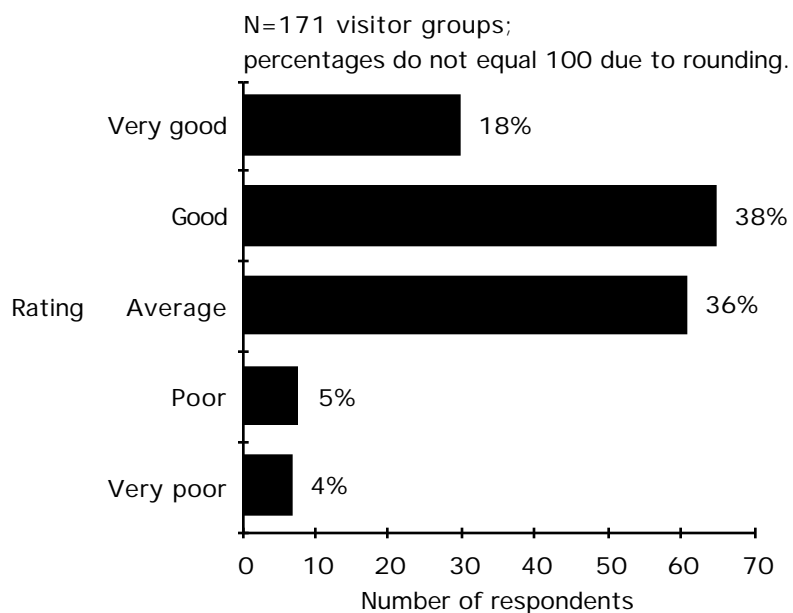


Figure 35: Quality of food service

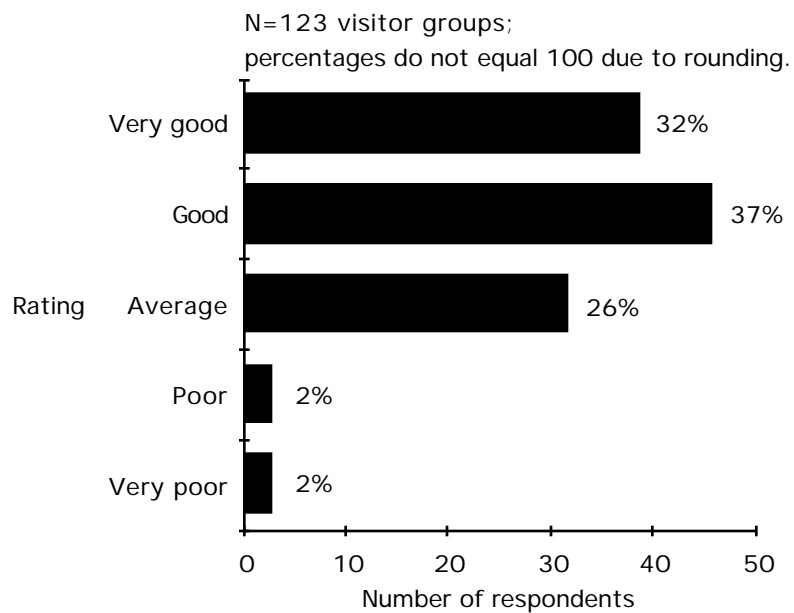


Figure 36: Quality of lodging

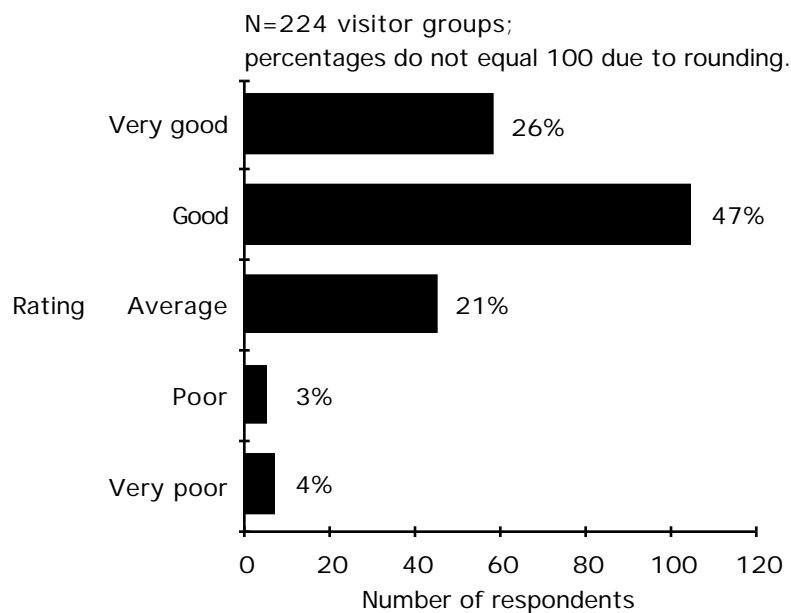


Figure 37: Quality of gift shop

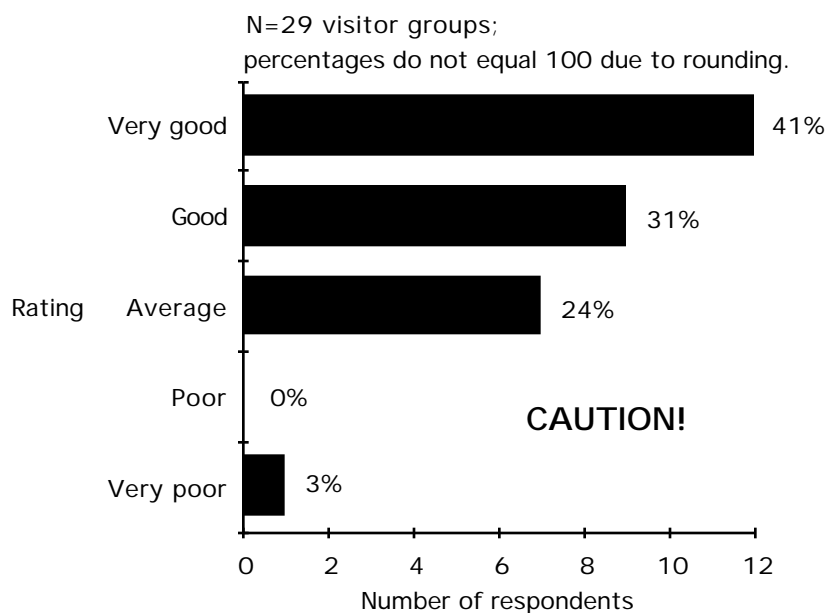


Figure 38: Quality of horseback rides

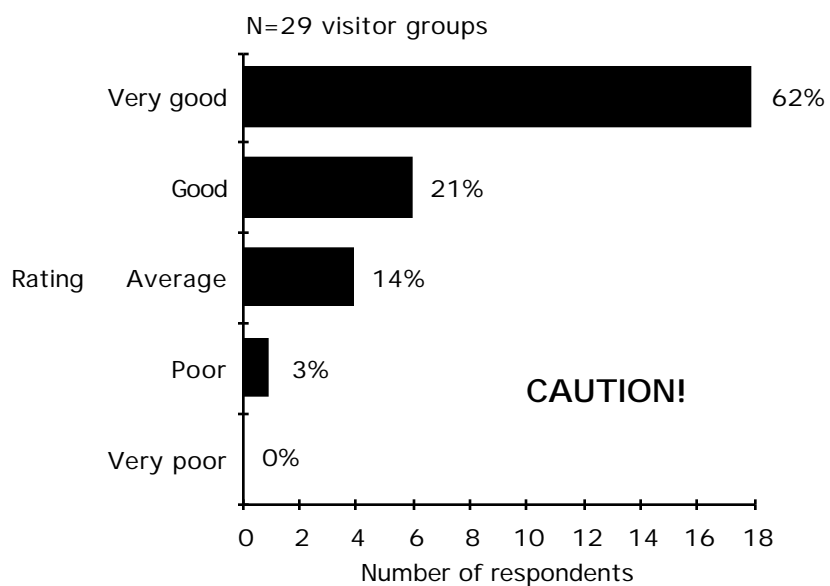


Figure 39: Quality of tram tour

Interpretive services: use, importance and quality

The most commonly used interpretive services were the park brochure/map (83%), highway directional signs (63%), park newspaper (52%) and visitor center exhibits (50%), as shown in Figure 40.



Figure 40: Use of interpretive services

Visitors rated the importance and quality of interpretive services they used. They used a five point scale (see boxes below).

IMPORTANCE	QUALITY
1=extremely important	1=very good
2=very important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

Figure 41 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 41. All services except the park radio information station, were rated above average in importance and quality. Too few visitors rated the importance and quality of the junior ranger program and ranger-led programs to provide reliable information, so that information is omitted.

Figures 42-53 show that several services received the highest "very important" to "extremely important" ratings: highway directional signs (87%), park brochure/map (86%), safety information (84%) and visitor center personnel (81%). The highest "somewhat important" to "not important" ratings were for park radio information station (24%), visitor center publications (20%) and the park newspaper (19%).

Figures 54-65 show that several services were given high "good" to "very good" ratings: park brochure/map (87%), safety information brochures (86%), visitor center exhibits (85%), visitor center sales publications (85%), and visitor center personnel (84%). The services receiving the highest "poor" to "very poor" ratings was the park radio information station (41%).

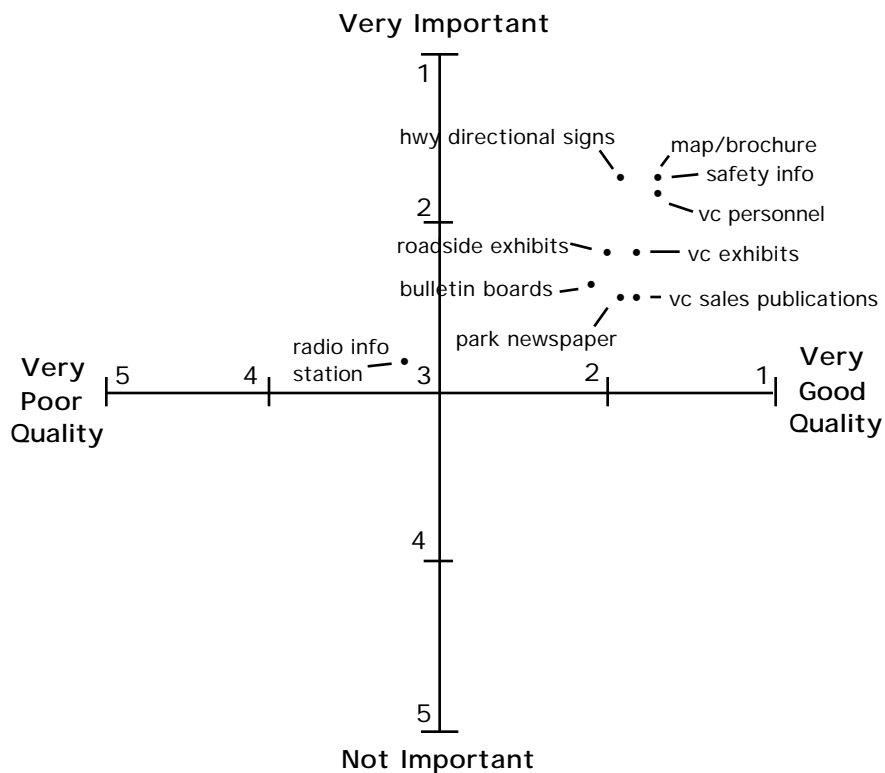


Figure 41: Average ratings of visitor services importance and quality

CAUTION: The interpretive services not included in the above graph were rated by too few visitors to provide reliable information.

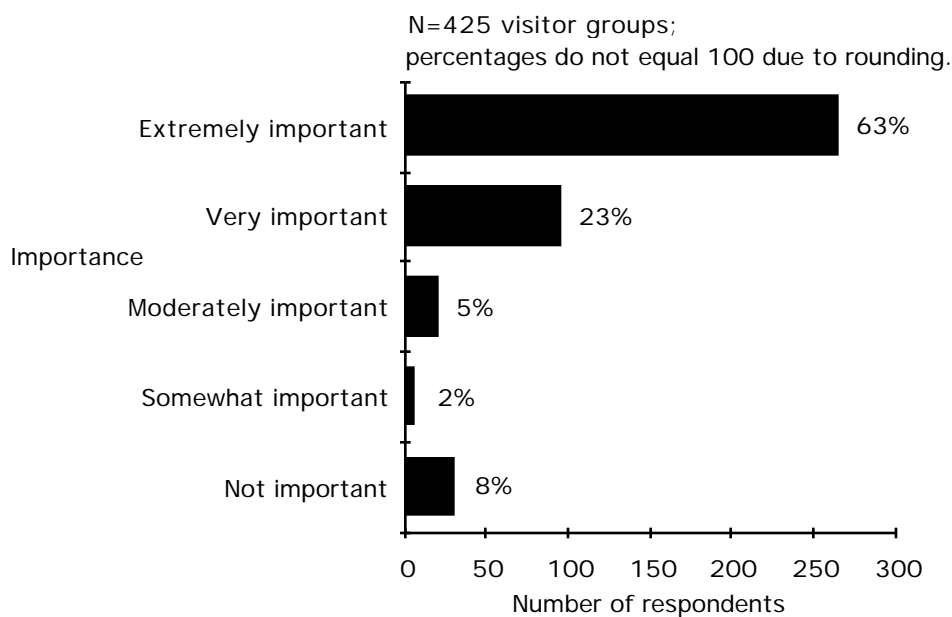


Figure 42: Importance of park map/brochure

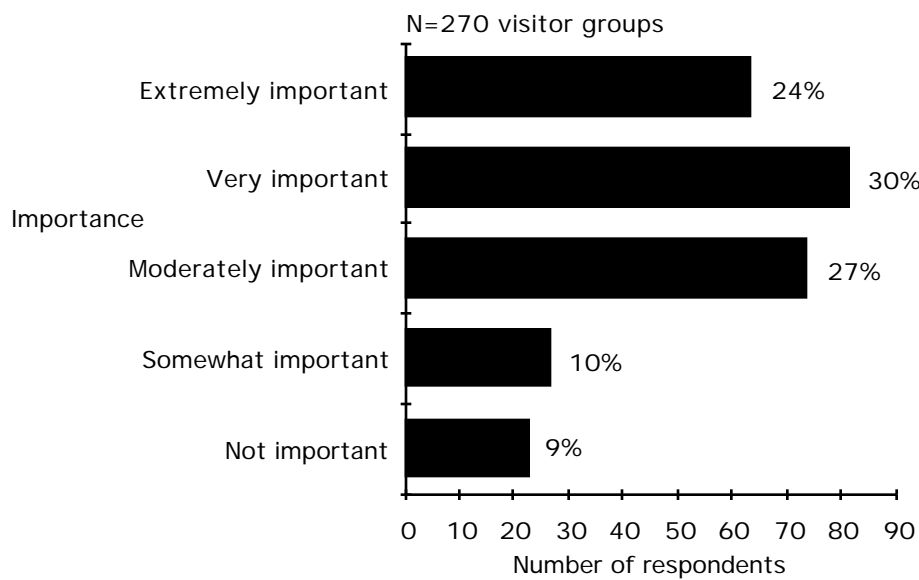


Figure 43: Importance of park newspaper
(*The Sentinel*)

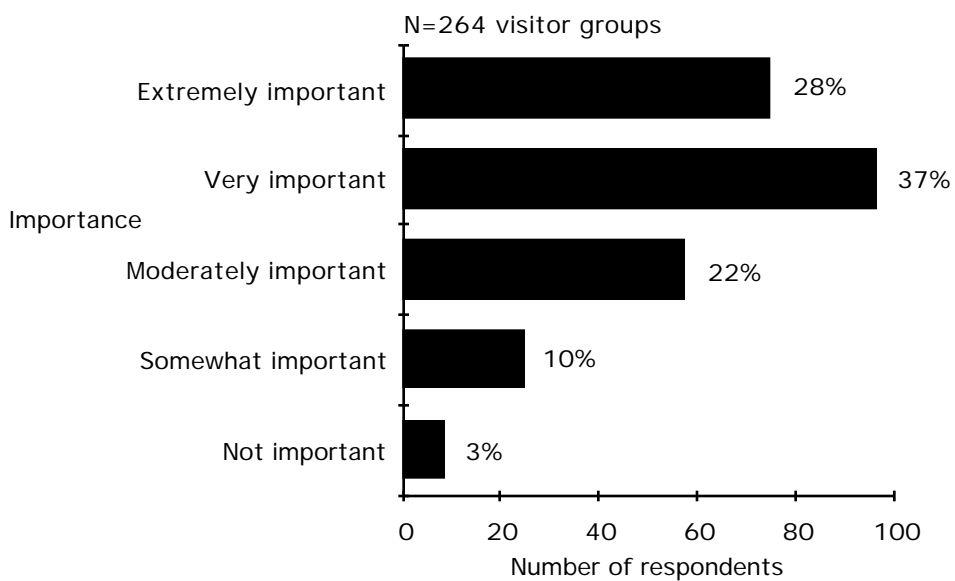


Figure 44: Importance of visitor center exhibits

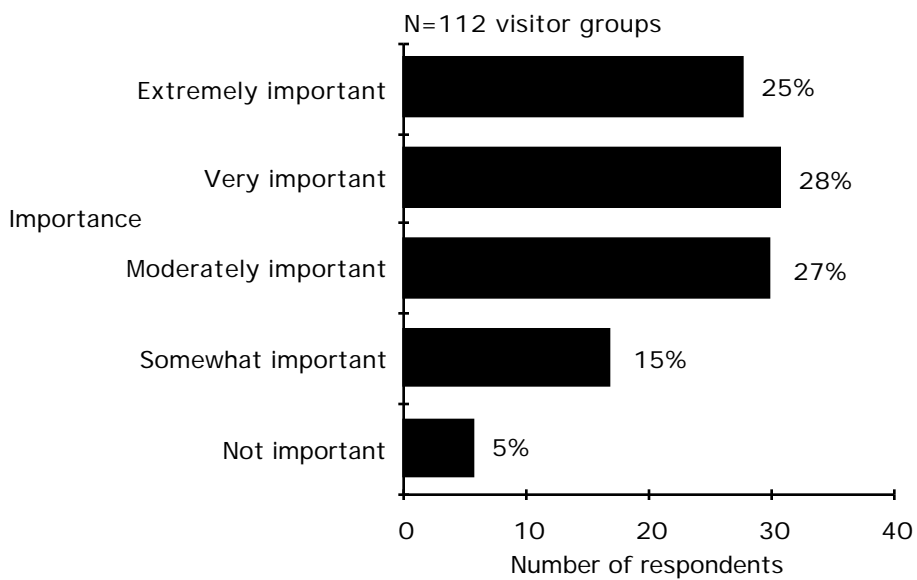


Figure 45: Importance of visitor center sales publications

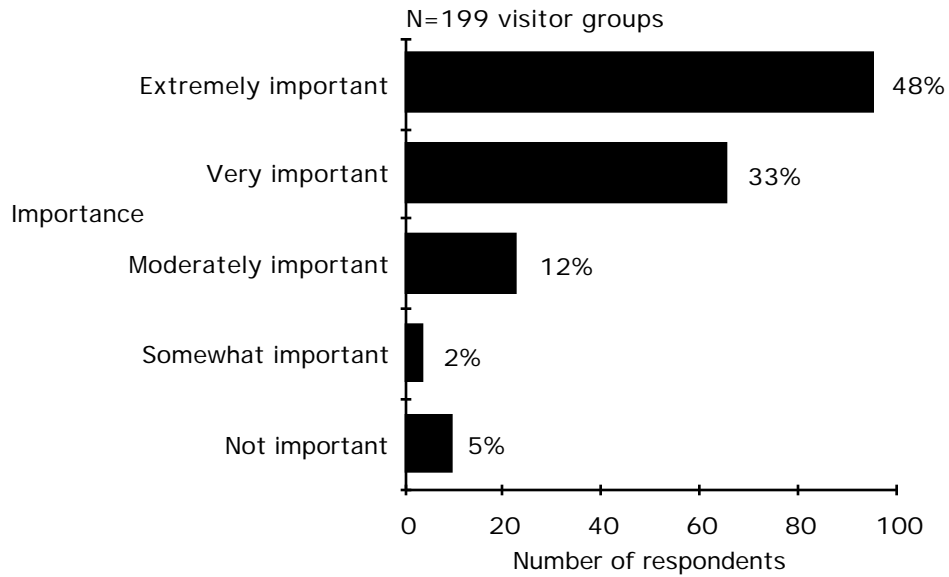


Figure 46: Importance of visitor center personnel

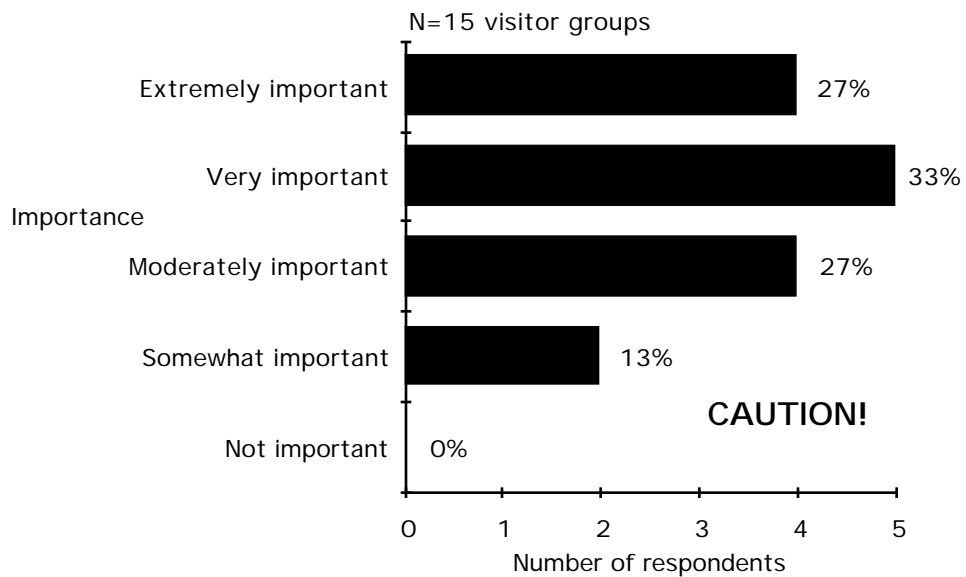


Figure 47: Importance of Junior Ranger program

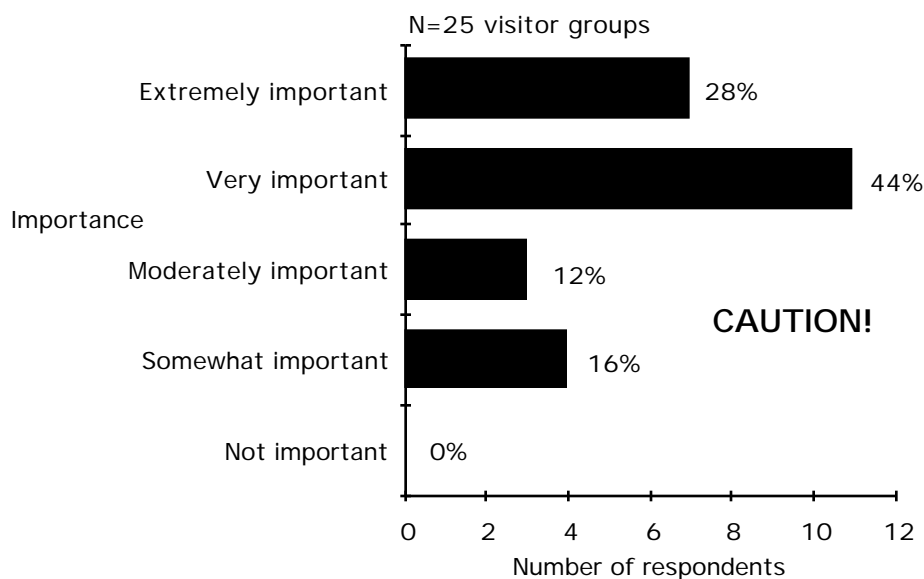


Figure 48: Importance of ranger-led programs (other than Junior Ranger)

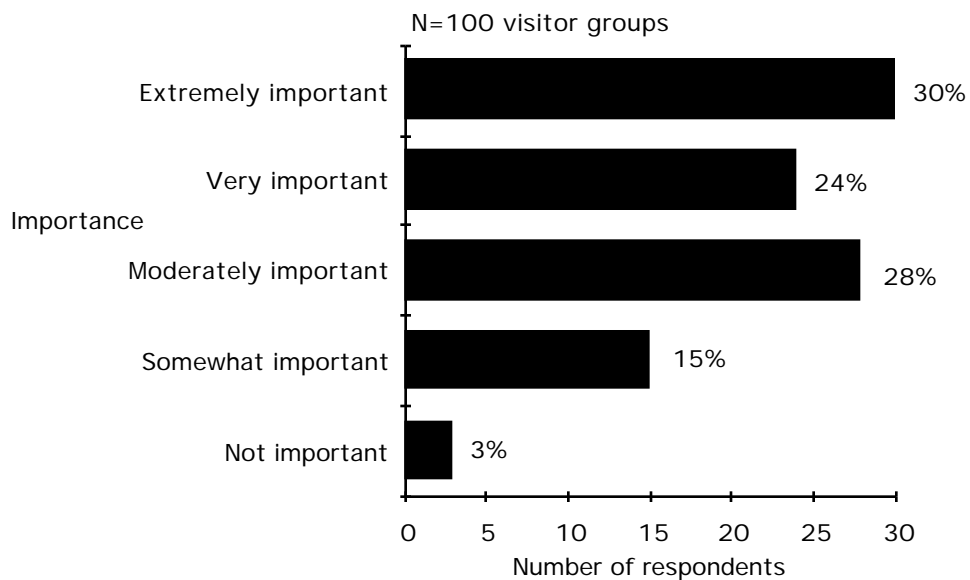


Figure 49: Importance of bulletin boards

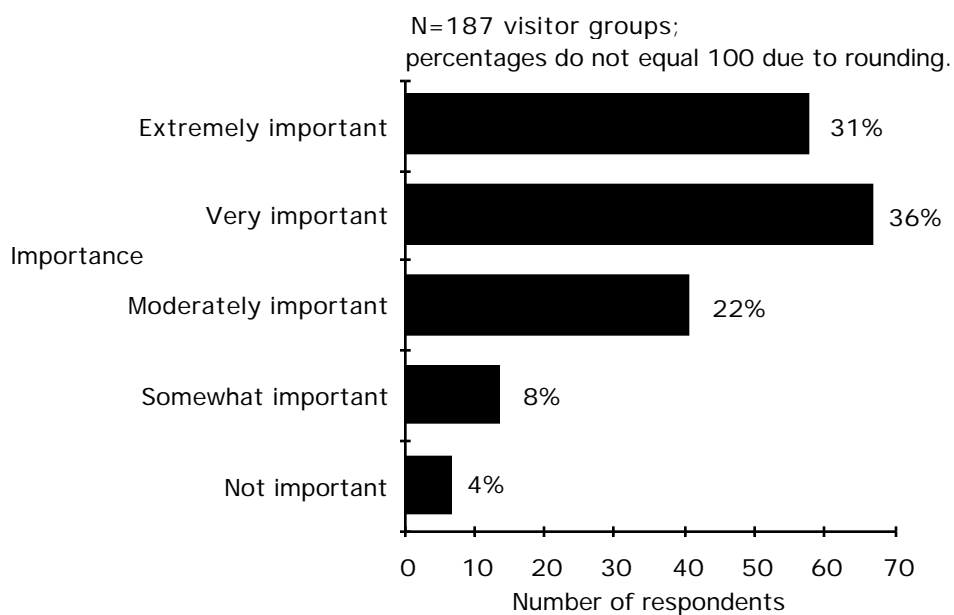


Figure 50: Importance of roadside exhibits

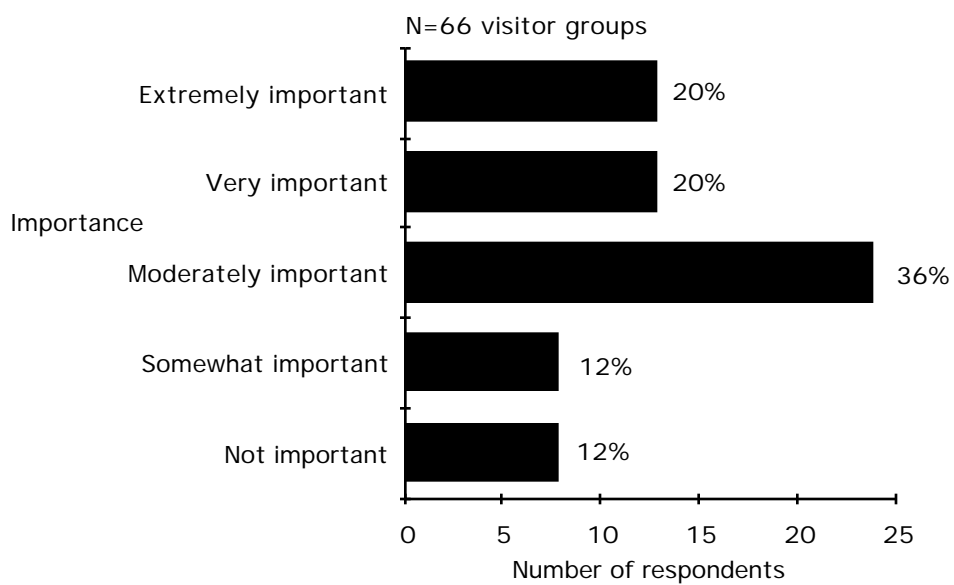


Figure 51: Importance of park radio information station

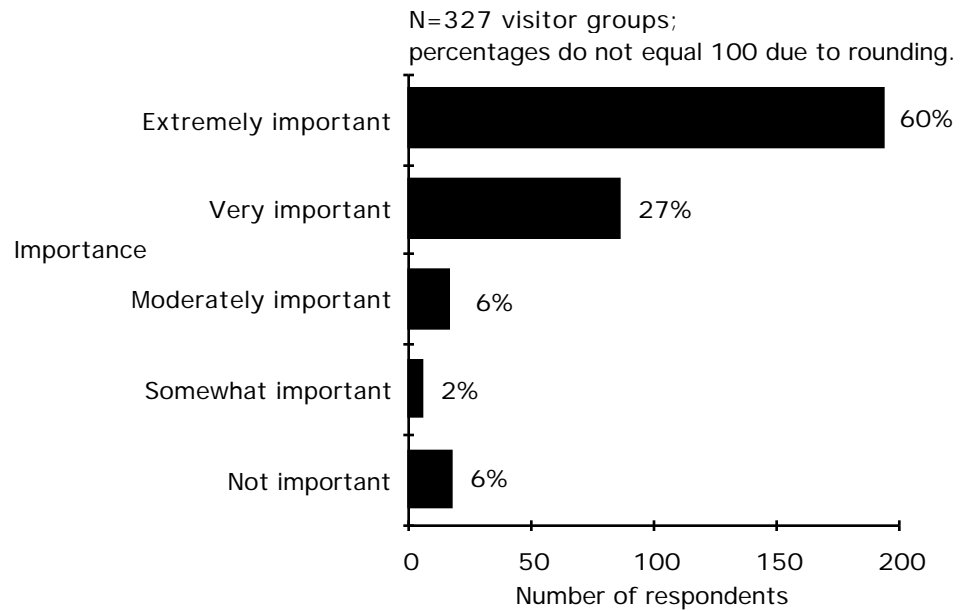


Figure 52: Importance of highway directional signs

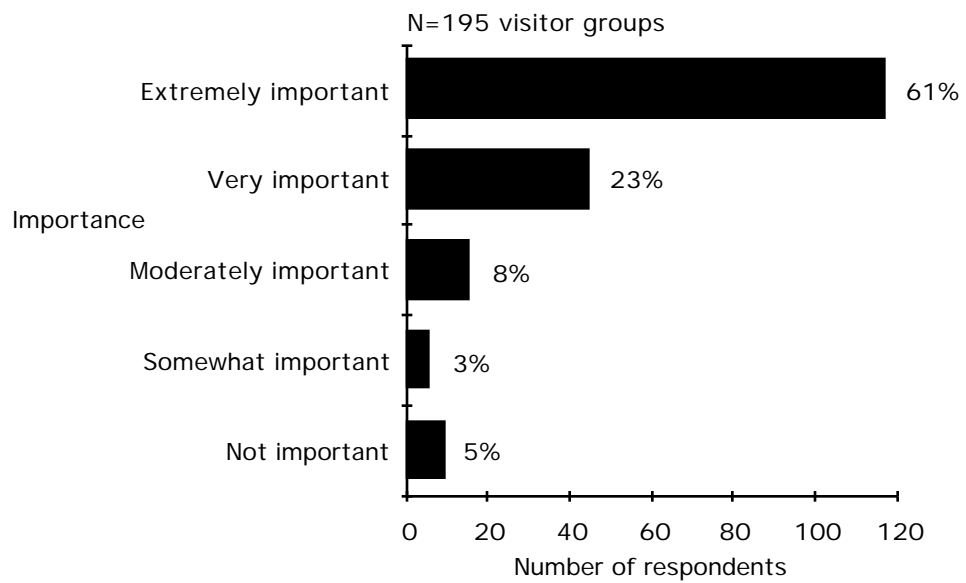


Figure 53: Importance of safety information

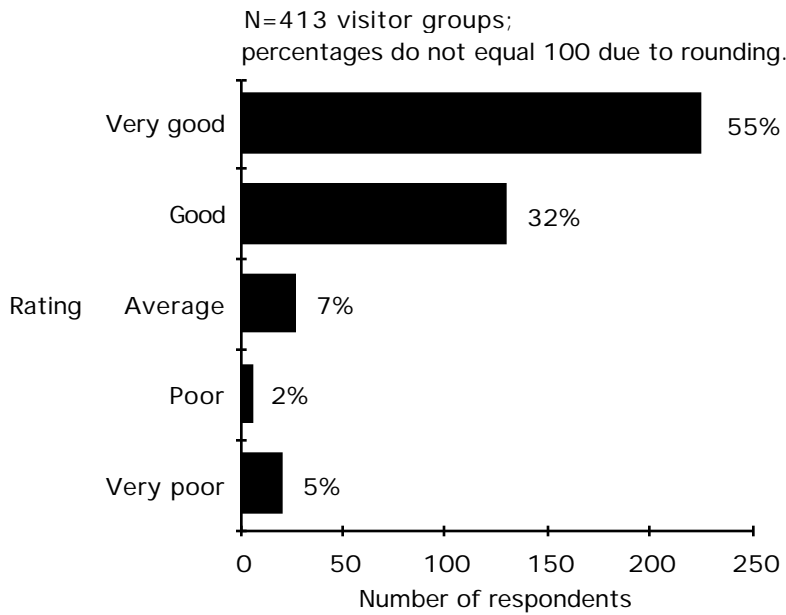


Figure 54: Quality of park map/brochure

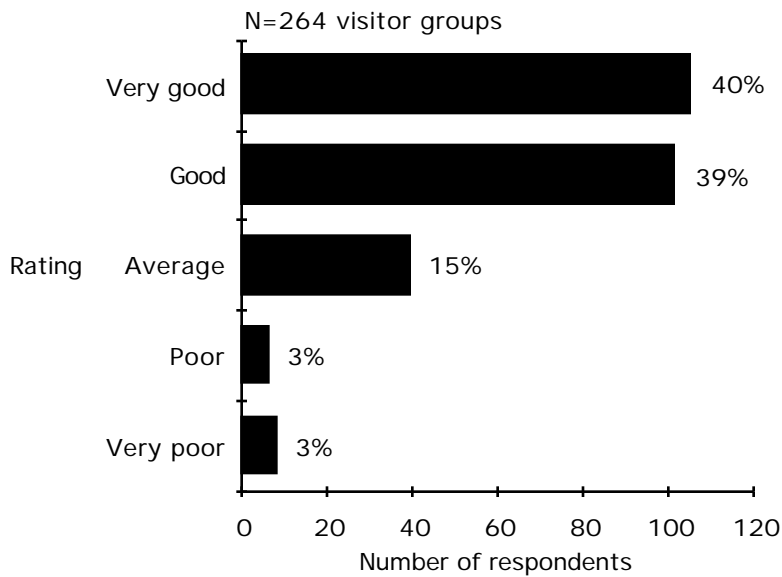


Figure 55: Quality of park newspaper (*The Sentinel*)

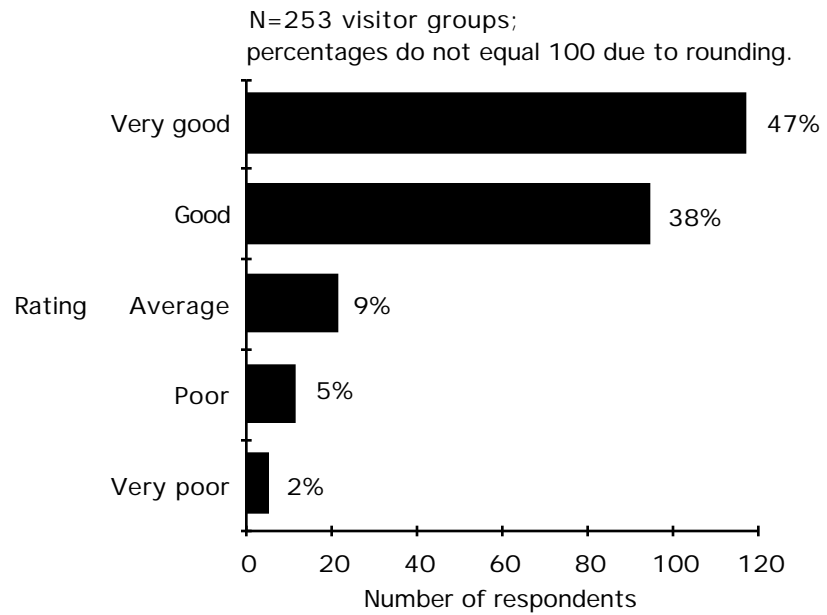


Figure 56: Quality of visitor center exhibits

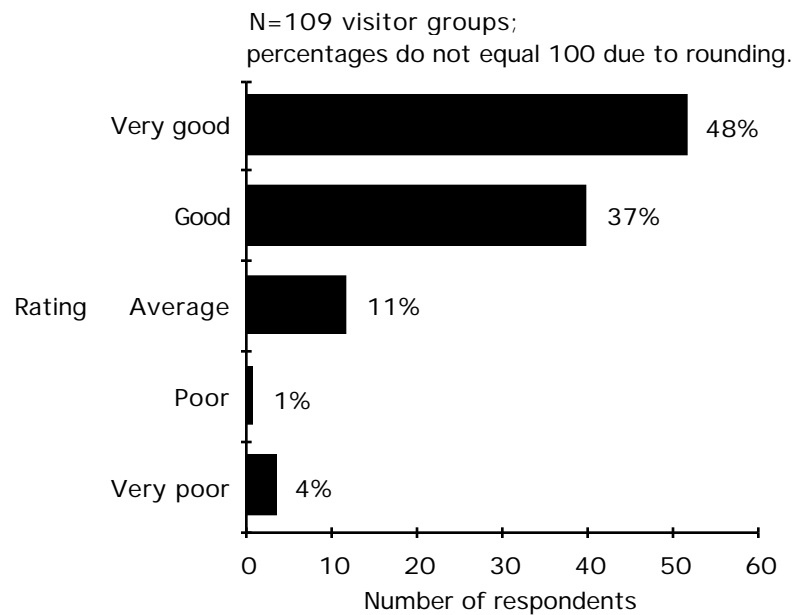


Figure 57: Quality of visitor center sales publications

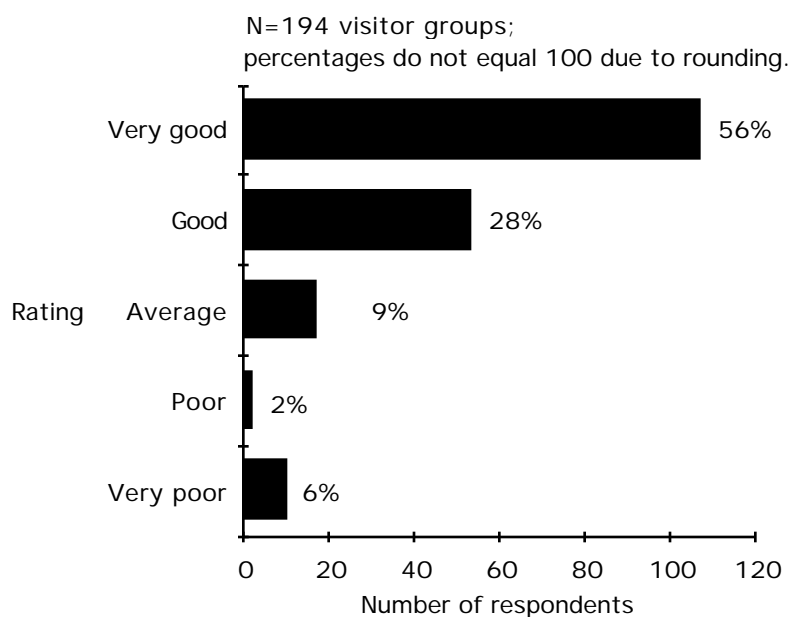


Figure 58: Quality of visitor center personnel

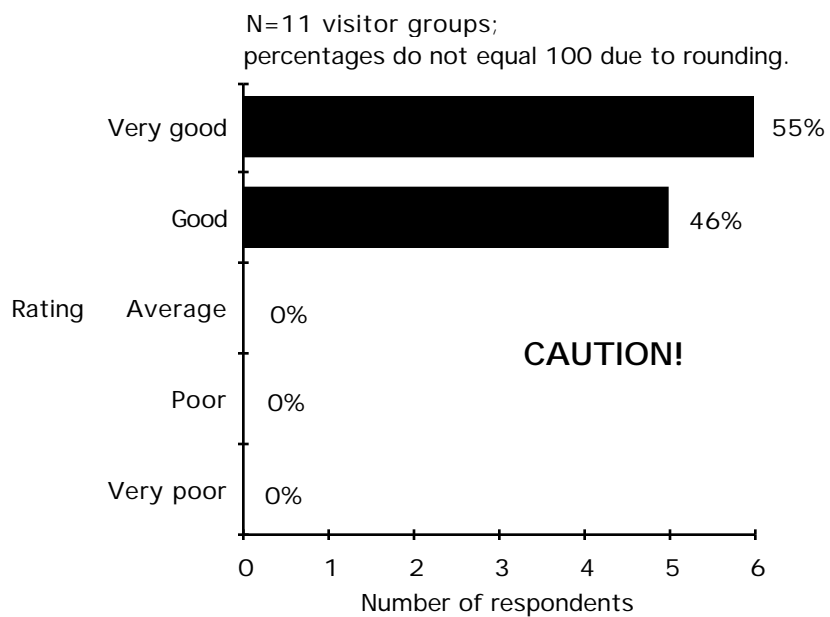


Figure 59: Quality of Junior Ranger program

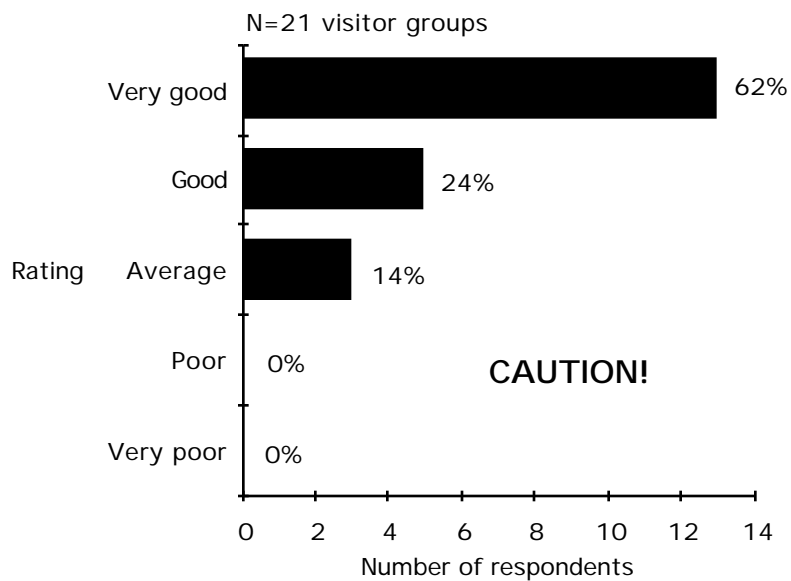


Figure 60: Quality of ranger-led programs (other than Junior Ranger)

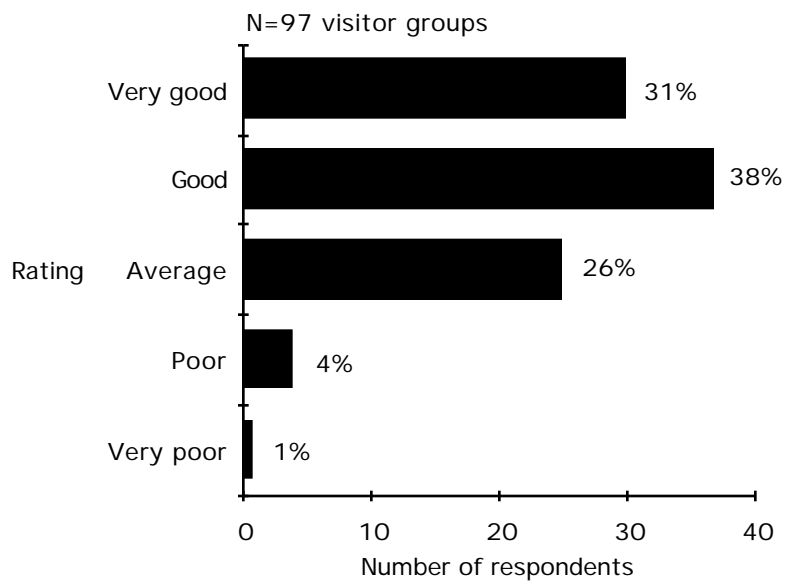


Figure 61: Quality of bulletin boards

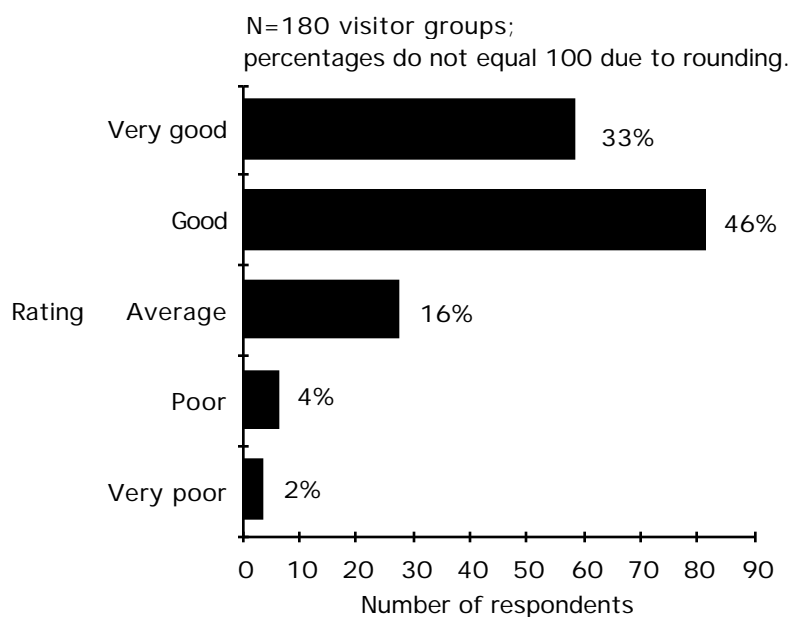


Figure 62: Quality of roadside exhibits

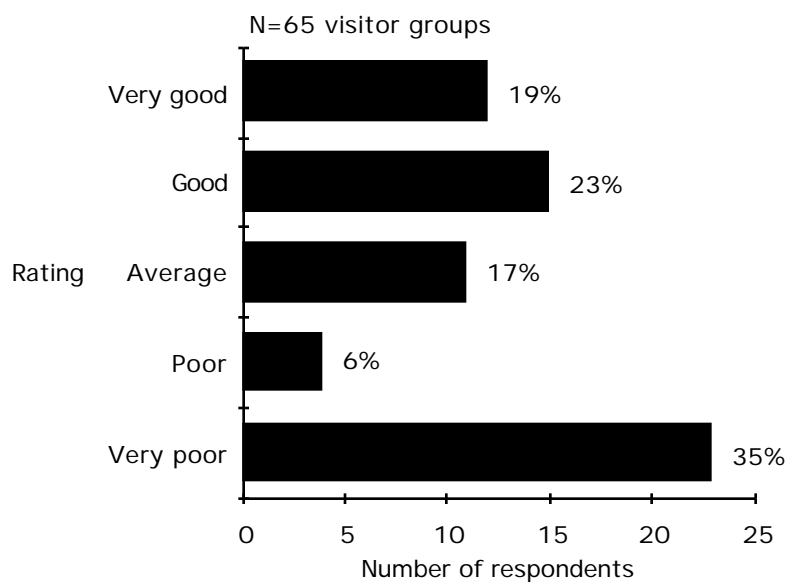


Figure 63: Quality of park radio information station

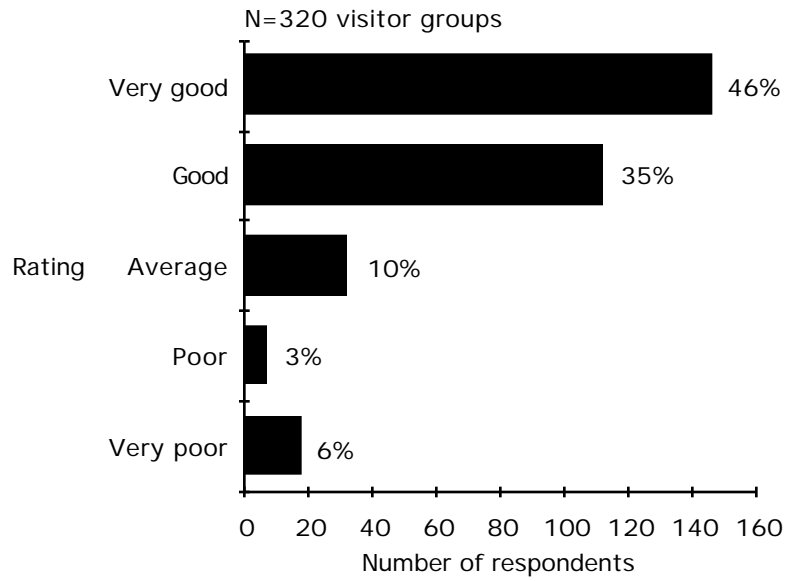


Figure 64: Quality of highway directional signs

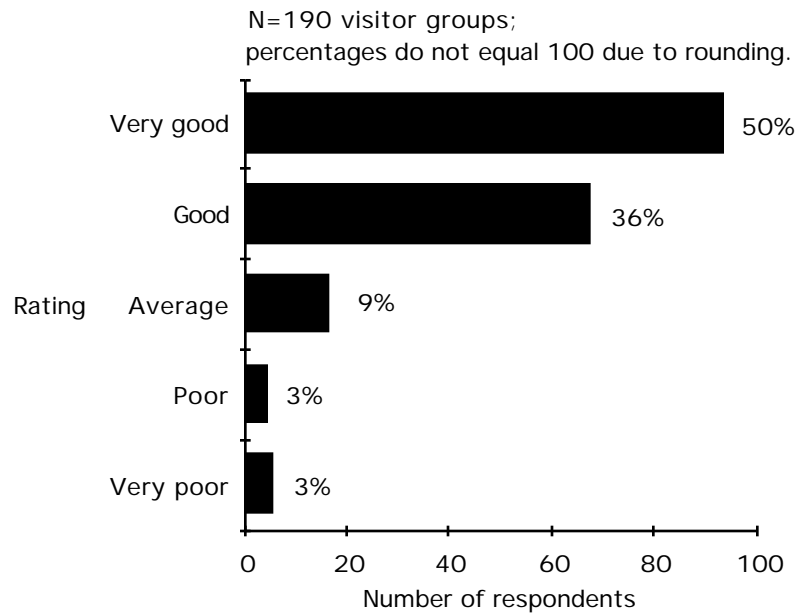


Figure 65: Quality of safety information

Visitors identified their reasons for visiting southern Utah. These included visiting Zion (35%), traveling through (no planned destination in area) (21%), and visiting area attractions (17%), as shown in Figure 66. "Other" reasons visitors listed included to visit Utah's national parks, on a trip across the country, have condominium in St. George, and visiting the North Rim of the Grand Canyon.

Reasons for visiting southern Utah

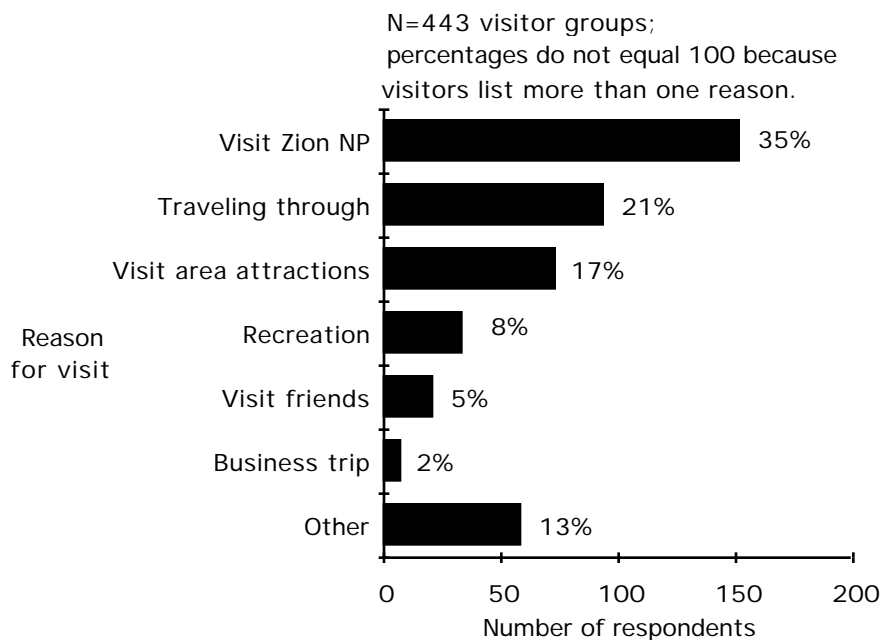


Figure 66: Reasons for visiting southern Utah

Opinions about crowding

Visitors were asked, "During this visit to Zion National Park, did you and your group feel crowded?" Most visitors (60%) said they did not feel crowded, while 37% said they felt crowded, as shown in Figure 67.

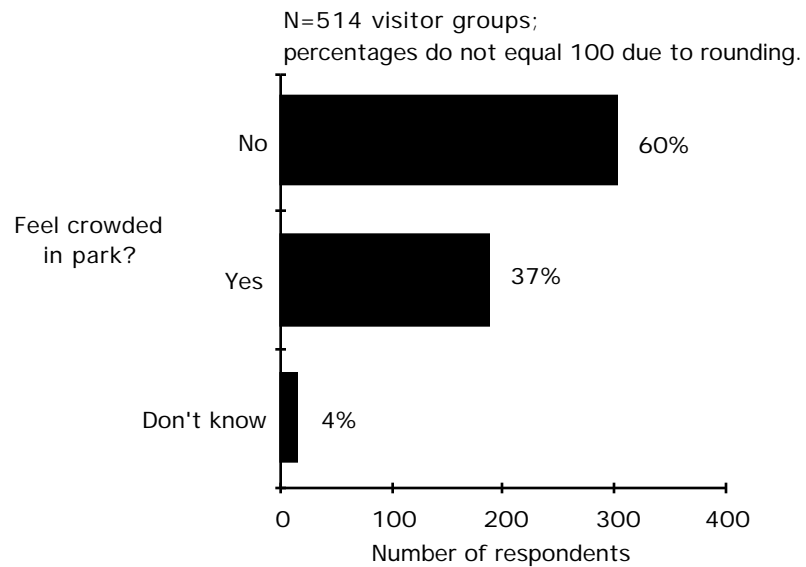


Figure 67: Visitors who felt crowded in the park

Visitors were then asked to use the scale in the box below to rate whether they felt that the park was crowded in the number of people and in the number of vehicles present during their visit.

1=NOT AT ALL CROWDED
2=SLIGHTLY CROWDED
3=MODERATELY CROWDED
4=EXTREMELY CROWDED

For the number of people present during their visit, 9% of the visitors said they felt extremely crowded, 27% moderately crowded, 37% slightly crowded, and 26% not crowded, as shown in Figure 68. For the number of vehicles present during their visit, 25% of the visitors felt it was extremely crowded, 30% moderately crowded, 26% slightly crowded and 19% not crowded (see Figure 69).

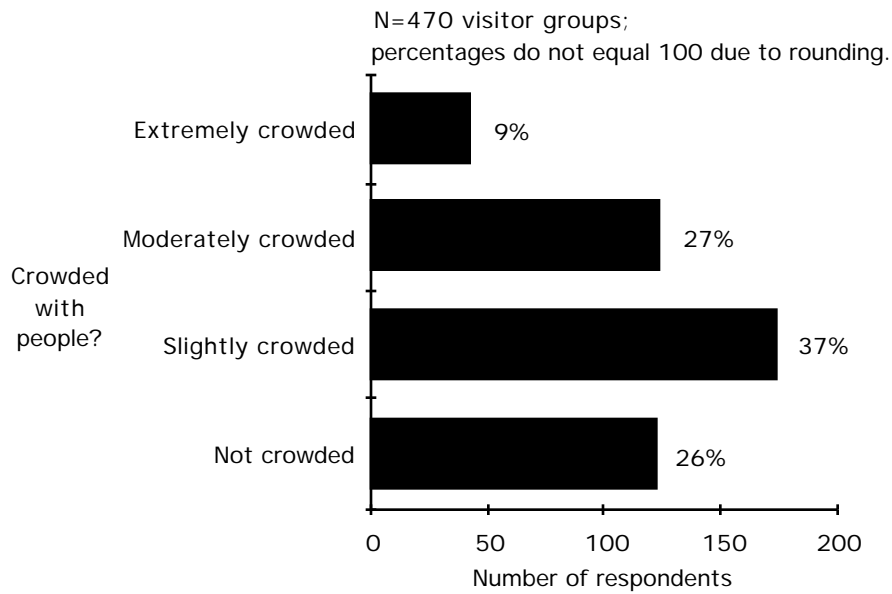


Figure 68: Opinions about park crowding - number of people

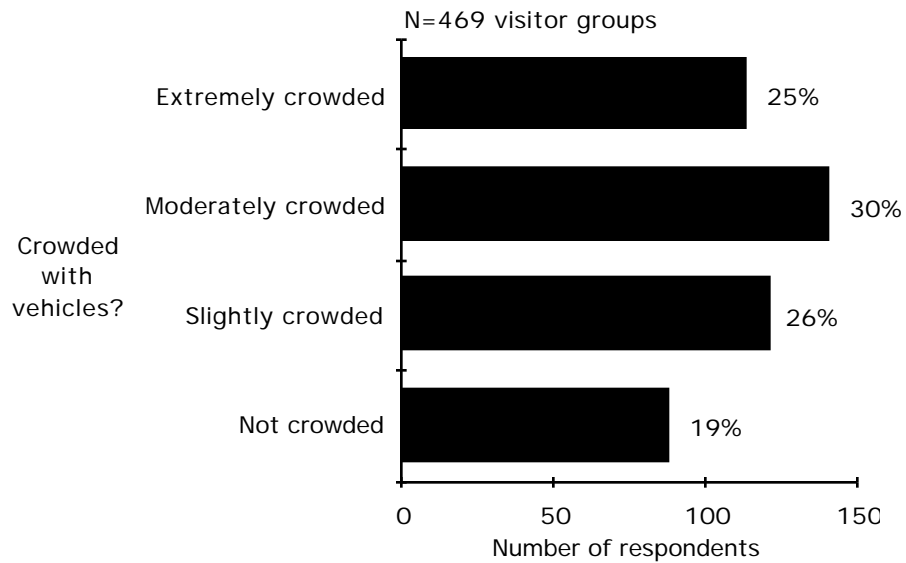


Figure 69: Opinions about park crowding - number of vehicles

Preferred alternatives for information station

An additional visitor information station is being considered for Zion National Park. Visitors were given three alternatives plus "other," and asked which they would prefer. More of the visitors (42%) preferred an information station at the park's east entrance, while 32% felt an information station is not needed (see Figure 70). An additional 22% of the visitors would like an information station at the junction of U.S. 9 and U.S. 89 (Mt. Carmel Junction).

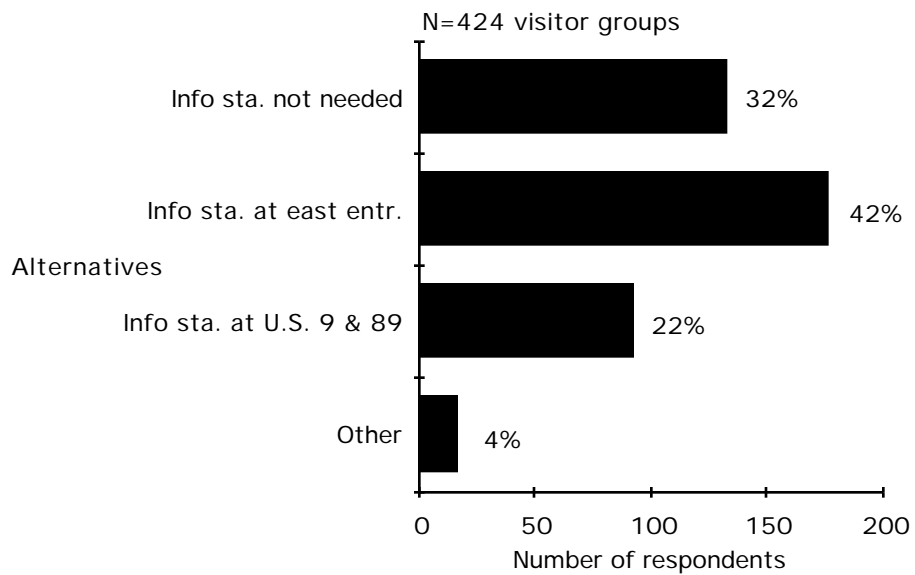


Figure 70: Preferred alternatives for information station

Visitors were asked what they liked most about their visit to Zion. Their comments are listed below and in the appendix.

**What
visitors
liked most**

Visitors' likes

N=795 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Rangers friendly, helpful, knowledgeable	9
Kolob rangers friendly, helpful	2
Other comments	2

INTERPRETIVE SERVICES

Ranger program	6
Visitor center	6
Information	5
Exhibits	2
Other comments	3

FACILITIES AND MAINTENANCE

Trails	33
Tunnels	10
Park well maintained/clean	9
Good roads	9
Camping/campsite/campground	7
Canyon Overlook Trail	6
Trails well marked	4
Trails well maintained	4
Scenic pullouts for photos	4
Good accessibility	3
Red road	3
Separate trails for hiking and horses	2
Other comments	5

CONCESSION

Zion Lodge/area	5
Horseback riding	5
Tram tours	2
Good restaurant at lodge	2

RESOURCE MANAGEMENT

Lack of crowding	10
Seeing wildlife	8
Naturalness of park	5
Wildflowers/plants	4
Other comment	1

GENERAL IMPRESSIONS

Beautiful	316
Landscape/rocks/colors	62
Good hiking/walking	58
The Narrows	31
River/river access	15
Emerald Pools	14
Angels Landing	14
Quiet/peaceful/relaxing	10
Gateway to the Narrows	9
Wading/walking in water	9
Kolob Canyons	8
Weeping Rock	7
Everything	6
Good weather	6
Photographing views	6
Scenic drive through park	5
Waterfalls	5
Tubing	5
Solitude	3
Checkerboard Mesa	3
Friendly people	3
Springdale facilities	3
Night skies	2
Cool air	2
Hidden Canyon	2
Pools	2
Other comments	13

Visitors were asked what they liked least about their visit to Zion. They made many different comments listed below and in the appendix.

**What
visitors
liked least**

Visitor dislikes

N=545 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff rude/unhelpful	2
Other comments	2
INTERPRETIVE SERVICES	
Hiking information needs improvement	4
Slide show not informative	4
Lacked advance information	2
Visitor center needs improvement	2
Other comments	4
FACILITIES AND MAINTENANCE	
Lack of parking	76
No showers in campgrounds	10
Restrooms not clean	8
Campground sites too close together	8
Not enough pullouts	7
Pullouts should be larger	6
Campgrounds full	4
Narrow roads	4
Lack of drinking fountains/spigots	3
Some trails not well marked	3
Litter on trails	3
No water in campground	2
Pit toilets	2
Lack of restrooms	2
Lack of campground sinks for dishwashing	2
Campgrounds need improvement	2
Other comments	10

CONCESSION

Lodge full	9
Lodge restaurant meal poor quality	4
Improve lodge/services	4
Restaurant food variety/service poor	3
Horseback rides need improvement	3
Snack shop food poor quality	2
Restaurant facilities too small	2
Gift shop needs improvement	2
Tram operation	2
Other comments	2

POLICIES

Wait at tunnel	13
Cost to go through tunnel	4
Dogs not allowed on trail	3
Other visitors' abuse of park rules	3
Provide free park brochure at entrance	2
Wait to enter park	2
Other comments	4

RESOURCE MANAGEMENT

Too crowded	25
Too many people	22
Traffic	17
Too many vehicles	16
People too noisy/rude	6
Tour buses	3
The RV's	3
Encroaching commercialization/development	3
Too many RV's	2
Cars	2
Free mass transit not available	2
Park too accessible to cars - provide parking outside	2
Other comments	5

GENERAL IMPRESSIONS

Nothing	72
Lack of time	39
Hot weather	16
Bad weather	13
Road construction outside park	10
Narrows closed	5
Facilities outside park	4
Emerald Pools	4
Insects/ants	4
Wind at night	3

Area motels full	3
Specific places in park	3
RV park outside park	2
Lodging expensive	2
Nothing to do in evenings	2
Slow vehicles which would not pull over	2
No bikes available to rent	2
Other comments	15

Visitors were asked "If you were a manager planning for the future of Zion National Park, what would you propose?" Their suggestions are listed below and in the appendix.

Planning for the future

Planning for the Future

N=656 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	---------------------------

PERSONNEL

Improve ranger's knowledge of park	2
Other comments	2

INTERPRETIVE SERVICES

Nonpersonal

Advertise more widely/more detailed information	9
Improve trail maps/descriptions	8
Provide more detailed information	6
Provide more information on geology	5
Provide more nature trails	5
Provide more information at entrances	5
Provide more information in other languages	4
Add substance to slide program	4
Provide advance information about tunnel	3
Provide auto tape tour	2
Add roadside exhibits	2
Provide more information on minimum impact	2
Provide more information about Kolob in main park	2
Provide more safety information	2
Improve bookstore/items	2
Promote year-round visitation	2
Other comments	6

Personal

Offer more kinds/times of naturalist activities	12
Do programs about park in evenings	2
Use roving rangers on heavily used trails	2

FACILITIES AND MAINTENANCE**General**

Need more picnic areas	6
Add more restrooms	6
Provide more drinking fountains	5
Provide more litter cans	5
Add more recycling bins	4
Continue keeping park clean	3
Improve restroom cleanliness	2
Provide easier access to Narrows	2
Add aerial tram	2
Other comments	8

Campgrounds

Add more campsites	17
Add showers in campgrounds	17
Add grocery store to campground	5
Provide shade at all campsites	4
Improve campsite privacy	3
Improve campground facilities	2
Add camper sink in campground	2
Need hookups in campground	2
Separate tent and RV sites	2
Other comments	2

Trails

Add more trails	15
Trails should be better signed	10
Add bike trails/paths	10
Improve trail maintenance	5
Add railings to steep hiking trails	3
Add trail benches/shelters	2
Add pedestrian walks along road/tunnel	2
Add handicapped trails	2
Other comment	1

Roads

Build more parking spaces	47
Need more and larger pullouts	22
Improve road signs--missed some points of interest	8
Add more roads--need more sightseeing from auto	5
Add more handicapped parking	4
Improve roads	2
Connect Kolob Canyon road to rest of park	2
Provide alternate to Highway 9 and tunnel	2
Add rest stops with food/restrooms	2
Other comments	5

CONCESSION

Add more lodging in park	15
Improve food choices/service	9
Improve tram operation	5
Lodging too expensive	4
Write concession contract to meet new requirements	3
Keep lodging/dining affordable for average person	2
Provide better snack bar	2
Add more restaurants in park	2
Add grocery store	2
Add gift shop	2
More lodge parking--closer to buildings	2
Keep out concessioners	2
Encourage biking--rent bikes	2
Provide additional lodge facilities	2
Other comments	7

POLICIES

Raise entrance fee	5
Limit access	5
Park map should be free/available to everyone	4
Move vehicles through tunnel more efficiently	3
Prohibit large vehicles through tunnel	3
Improve entrance operation	3
Raise camping fee to encourage use outside park	2
Law enforcement rangers needed to assist traffic tie-ups	2
Allow tubing in park	2
Fine visitors who break park rules	2
Other comments	12

RESOURCE MANAGEMENT

Preserve park	15
Don't allow too much commercial development	8
Balance park resources and number of visitors	6
Minimize human impact	3
Other comments	3

CROWDING/SHUTTLE

Prohibit vehicles in canyon--use shuttles	51
Offer shuttle trips	25
Build parking lot outside of park--use shuttles	18
Limit number of vehicles in park	17
Limit number of people in park	9
Offer free shuttle trips	9
Prohibit RV's/large vehicles in park	6
Encourage use of shuttle	5
Use electric open air shuttle	3

Require purchase of advance entrance tickets	3
Allow private vehicles to campgrounds only	2
Other comments	2

GENERAL

Keep it as it is--you are doing a good job	21
Encourage legislation to preserve park/do research	3
Do highway construction during off-season	2
Continue opposing theater	2
Other comments	2

Comment Summary

Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

Visitor Comment Summary

N=604 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Rangers/staff friendly, helpful, knowledgeable	25
Rangers unhelpful, unknowledgeable	3
Need larger staff to assist visitors/protect resource abuse	2
Increase ranger salaries	2
Other comments	3

INTERPRETIVE SERVICES

Nonpersonal	
Provide more park information	3
Maps should be provided free at entrance	3
Improve slide show	2
Slide show should provide information	2
Need more roadside exhibits	2
Provide better information on trail difficulty	2
Continue educating visitors about caring for park resources	2
Enjoyed visitor center	2
Other comments	14

Personal

Enjoyed ranger programs	3
Need more ranger programs	2
Other comment	1

FACILITIES AND MAINTENANCE**General**

Park clean/well maintained	13
Keep park clean	2
Need more drinking fountains	2
Do more recycling/provide more containers	2
Appreciated handicapped access	2
Increase parking	2
Other comments	2

Campgrounds

Need showers in campgrounds	2
Need more campsites	2
Campgrounds poor quality	2
Other comment	1

Roads

Roads in good condition	3
Good/clear road signs	2
Roads fit the landscape	2
Other comments	3

Trails

Improve trail/trailhead signing	5
Trails well maintained	3
Other comments	7

CONCESSION

Offer different horse rides for different capabilities	2
Add more lodging	2
Other comments	7

POLICIES

Didn't like people sitting/swimming in Emerald Pools	2
Glad bikes allowed--include in future planning	2
Reduce speed limits--pedestrians endangered	2
Pets should be allowed	2
Other comments	8

RESOURCE MANAGEMENT

Preserve park	28
Park too crowded	8
Balance park resources & visitors/development	6
Limit development	6
Park outside/use shuttle	5
Glad park is preserved	3
Park relatively uncrowded	2
Expand park	2
Concerned about wildlife	2
Other comments	8

VISITOR SERVICES PROJECT

Thanks for chance to express opinions	3
Other comments	4

GENERAL IMPRESSIONS

Enjoyed visit	103
Beautiful	97
Hope/plan to return	51
Well managed/keep up good work	20
Short visit/not enough time	15
Thank you	11
Have visited before	9
Prefer less crowded/cooler season	6
People friendly	6
Enjoyed Springdale & small town atmosphere	5
Enjoyed peace/relaxation	5
Enjoyed hiking	4
Enjoyed tubing	2
Enjoyed tunnel	2
Too hot	2
Other comments	32

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the overnight use by first time visitors, request a comparison of overnight use by first time visit; to help learn about the ages of visitors who use visitor center exhibits, request a comparison of visitor ages by visitor center exhibits.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the sites visited by first time visitors who used visitor center sales publications, request a comparison of (sites visited by first time visitors) by visitor center sales publications; to learn about age group participation in a site activity, request a comparison of (age group by activity) by site visited.

Consult the list of characteristics for Zion visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

QUESTIONNAIRE

Visitor Services Project Analysis Order Form
Zion National Park - Report 50

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible-- you may select a single program/service/facility from those listed in the questionnaire.

- | | | |
|--------------------------|--|----------------------------|
| • Group size | • Commercial service use | • Reason for S. Utah visit |
| • Group type | • Commercial service importance | • Total expenses |
| • Age | • Commercial service quality | • Lodging expenses |
| • State residence | • Interpretive service use | • Travel expenses |
| • Country residence | • Interpretive service importance | • Food expenses |
| • Number times visited | • Interpretive service quality | • Other expenses |
| • Length of stay | • Kolob Canyon visit | • Crowding |
| • Activity | • Kolob Canyon activity | • People crowding rating |
| • Order of sites visited | • Zion Canyon visit | • Vehicle crowding rating |
| • Information sources | • Zion Canyon visit because of Kolob visit | • Additional info. station |

Two-way comparisons (write in the appropriate variables from the above list)

_____ by _____
_____ by _____
_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions _____

Mail to:

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 83844-1133 or call (208) 885-7129.



Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

1985

5. North Cascades National Park Service Complex

1986

6. Crater Lake National Park

1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
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
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
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
29. White Sands National Monument
30. National Monuments
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
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
39. Joshua Tree National Monument
40. The White House Tours, President's Park
41. Natchez Trace Parkway
42. Stehekin-North Cascades National Park/Lake Chelan National Rec. Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park

1992

45. Big Bend National Park
46. Frederick Douglass National Historic Site
47. Glen Echo Park
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park

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 83844-1133 or call (208) 885-7129.

Visitor Services Project Zion National Park

Appendix

Visitor Services Project

Zion National Park

Appendix

Margaret Littlejohn

Report 50

March 1993

This volume contains a summary of visitors' comments for Question 17.
The summary is followed by their unedited comments.

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Zion National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitors' likes

N=795 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers friendly, helpful, knowledgeable	9
Kolob rangers friendly, helpful	2
Other comments	2
INTERPRETIVE SERVICES	
Ranger program	6
Visitor center	6
Information	5
Exhibits	2
Other comments	3
FACILITIES AND MAINTENANCE	
Trails	33
Tunnels	10
Park well maintained/clean	9
Good roads	9
Camping/campsite/campground	7
Canyon Overlook Trail	6
Trails well marked	4
Trails well maintained	4
Scenic pullouts for photos	4
Good accessibility	3
Red road	3
Separate trails for hiking and horses	2
Other comments	5
CONCESSION	
Zion Lodge/area	5
Horseback riding	5
Tram tours	2
Good restaurant at lodge	2

RESOURCE MANAGEMENT

Lack of crowding	10
Seeing wildlife	8
Naturalness of park	5
Wildflowers/plants	4
Other comment	1

GENERAL IMPRESSIONS

Beautiful	316
Landscape/rocks/colors	62
Good hiking/walking	58
The Narrows	31
River/river access	15
Emerald Pools	14
Angels Landing	14
Quiet/peaceful/relaxing	10
Gateway to the Narrows	9
Wading/walking in water	9
Kolob Canyons	8
Weeping Rock	7
Everything	6
Good weather	6
Photographing views	6
Scenic drive through park	5
Waterfalls	5
Tubing	5
Solitude	3
Checkerboard Mesa	3
Friendly people	3
Springdale facilities	3
Night skies	2
Cool air	2
Hidden Canyon	2
Pools	2
Other comments	13

Visitor dislikes

N=545 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
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PERSONNEL

Staff rude/unhelpful	2
Other comments	2

INTERPRETIVE SERVICES

Hiking information needs improvement	4
Slide show not informative	4
Lacked advance information	2
Visitor center needs improvement	2
Other comments	4

FACILITIES AND MAINTENANCE

Lack of parking	76
No showers in campgrounds	10
Restrooms not clean	8
Campground sites too close together	8
Not enough pullouts	7
Pullouts should be larger	6
Campgrounds full	4
Narrow roads	4
Lack of drinking fountains/spigots	3
Some trails not well marked	3
Litter on trails	3
No water in campground	2
Pit toilets	2
Lack of restrooms	2
Lack of campground sinks for dishwashing	2
Campgrounds need improvement	2
Other comments	10

CONCESSION

Lodge full	9
Lodge restaurant meal poor quality	4
Improve lodge/services	4
Restaurant food variety/service poor	3
Horseback rides need improvement	3
Snack shop food poor quality	2
Restaurant facilities too small	2

Gift shop needs improvement	2
Tram operation	2
Other comments	2

POLICIES

Wait at tunnel	13
Cost to go through tunnel	4
Dogs not allowed on trail	3
Other visitors' abuse of park rules	3
Provide free park brochure at entrance	2
Wait to enter park	2
Other comments	4

RESOURCE MANAGEMENT

Too crowded	25
Too many people	22
Traffic	17
Too many vehicles	16
People too noisy/rude	6
Tour buses	3
The RV's	3
Encroaching commercialization/development	3
Too many RV's	2
Cars	2
Free mass transit not available	2
Park too accessible to cars - provide parking outside	2
Other comments	5

GENERAL IMPRESSIONS

Nothing	72
Lack of time	39
Hot weather	16
Bad weather	13
Road construction outside park	10
Narrows closed	5
Facilities outside park	4
Emerald Pools	4
Insects/ants	4
Wind at night	3
Area motels full	3
Specific places in park	3
RV park outside park	2
Lodging expensive	2
Nothing to do in evenings	2
Slow vehicles which would not pull over	2
No bikes available to rent	2
Other comments	15

Planning for the Future

N=656 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
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PERSONNEL

Improve ranger's knowledge of park	2
Other comments	2

INTERPRETIVE SERVICES

Nonpersonal

Advertise more widely/more detailed information	9
Improve trail maps/descriptions	8
Provide more detailed information	6
Provide more information on geology	5
Provide more nature trails	5
Provide more information at entrances	5
Provide more information in other languages	4
Add substance to slide program	4
Provide advance information about tunnel	3
Provide auto tape tour	2
Add roadside exhibits	2
Provide more information on minimum impact	2
Provide more information about Kolob in main park	2
Provide more safety information	2
Improve bookstore/items	2
Promote year-round visitation	2
Other comments	6

Personal

Offer more kinds/times of naturalist activities	12
Do programs about park in evenings	2
Use roving rangers on heavily used trails	2

FACILITIES AND MAINTENANCE

General

Need more picnic areas	6
Add more restrooms	6
Provide more drinking fountains	5
Provide more litter cans	5
Add more recycling bins	4
Continue keeping park clean	3
Improve restroom cleanliness	2
Provide easier access to Narrows	2
Add aerial tram	2
Other comments	8

Campgrounds	
Add more campsites	17
Add showers in campgrounds	17
Add grocery store to campground	5
Provide shade at all campsites	4
Improve campsite privacy	3
Improve campground facilities	2
Add camper sink in campground	2
Need hookups in campground	2
Separate tent and RV sites	2
Other comments	2
Trails	
Add more trails	15
Trails should be better signed	10
Add bike trails/paths	10
Improve trail maintenance	5
Add railings to steep hiking trails	3
Add trail benches/shelters	2
Add pedestrian walks along road/tunnel	2
Add handicapped trails	2
Other comment	1
Roads	
Build more parking spaces	47
Need more and larger pullouts	22
Improve road signs--missed some points of interest	8
Add more roads--need more sightseeing from auto	5
Add more handicapped parking	4
Improve roads	2
Connect Kolob Canyon road to rest of park	2
Provide alternate to Highway 9 and tunnel	2
Add rest stops with food/restrooms	2
Other comments	5
CONCESSION	
Add more lodging in park	15
Improve food choices/service	9
Improve tram operation	5
Lodging too expensive	4
Write concession contract to meet new requirements	3
Keep lodging/dining affordable for average person	2
Provide better snack bar	2
Add more restaurants in park	2
Add grocery store	2
Add gift shop	2
More lodge parking--closer to buildings	2
Keep out concessioners	2
Encourage biking--rent bikes	2
Provide additional lodge facilities	2
Other comments	7

POLICIES

Raise entrance fee	5
Limit access	5
Park map should be free/available to everyone	4
Move vehicles through tunnel more efficiently	3
Prohibit large vehicles through tunnel	3
Improve entrance operation	3
Raise camping fee to encourage use outside park	2
Law enforcement rangers needed to assist traffic tie-ups	2
Allow tubing in park	2
Fine visitors who break park rules	2
Other comments	12

RESOURCE MANAGEMENT

Preserve park	15
Don't allow too much commercial development	8
Balance park resources and number of visitors	6
Minimize human impact	3
Other comments	3

CROWDING/SHUTTLE

Prohibit vehicles in canyon--use shuttles	51
Offer shuttle trips	25
Build parking lot outside of park--use shuttles	18
Limit number of vehicles in park	17
Limit number of people in park	9
Offer free shuttle trips	9
Prohibit RV's/large vehicles in park	6
Encourage use of shuttle	5
Use electric open air shuttle	3
Require purchase of advance entrance tickets	3
Allow private vehicles to campgrounds only	2
Other comments	2

GENERAL

Keep it as it is--you are doing a good job	21
Encourage legislation to preserve park/do research	3
Do highway construction during off-season	2
Continue opposing theater	2
Other comments	2

Visitor Comment Summary

N=604 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
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PERSONNEL

Rangers/staff friendly, helpful, knowledgeable	25
Rangers unhelpful, unknowledgeable	3
Need larger staff to assist visitors/protect resource abuse	2
Increase ranger salaries	2
Other comments	3

INTERPRETIVE SERVICES

Nonpersonal

Provide more park information	3
Maps should be provided free at entrance	3
Improve slide show	2
Slide show should provide information	2
Need more roadside exhibits	2
Provide better information on trail difficulty	2
Continue educating visitors about caring for park resources	2
Enjoyed visitor center	2
Other comments	14

Personal

Enjoyed ranger programs	3
Need more ranger programs	2
Other comment	1

FACILITIES AND MAINTENANCE

General

Park clean/well maintained	13
Keep park clean	2
Need more drinking fountains	2
Do more recycling/provide more containers	2
Appreciated handicapped access	2
Increase parking	2
Other comments	2

Campgrounds

Need showers in campgrounds	2
Need more campsites	2
Campgrounds poor quality	2
Other comment	1

Roads

Roads in good condition	3
Good/clear road signs	2
Roads fit the landscape	2
Other comments	3

Trails

Improve trail/trailhead signing	5
Trails well maintained	3
Other comments	7

CONCESSION

Offer different horse rides for different capabilities	2
Add more lodging	2
Other comments	7

POLICIES

Didn't like people sitting/swimming in Emerald Pools	2
Glad bikes allowed--include in future planning	2
Reduce speed limits--pedestrians endangered	2
Pets should be allowed	2
Other comments	8

RESOURCE MANAGEMENT

Preserve park	28
Park too crowded	8
Balance park resources & visitors/development	6
Limit development	6
Park outside/use shuttle	5
Glad park is preserved	3
Park relatively uncrowded	2
Expand park	2
Concerned about wildlife	2
Other comments	8

VISITOR SERVICES PROJECT

Thanks for chance to express opinions	3
Other comments	4

GENERAL IMPRESSIONS

Enjoyed visit	103
Beautiful	97
Hope/plan to return	51
Well managed/keep up good work	20

Short visit/not enough time	15
Thank you	11
Have visited before	9
Prefer less crowded/cooler season	6
People friendly	6
Enjoyed Springdale & small town atmosphere	5
Enjoyed peace/relaxation	5
Enjoyed hiking	4
Enjoyed tubing	2
Enjoyed tunnel	2
Too hot	2
Other comments	32