

Visitor Services Project Bryce Canyon National Park Report Summary

- This report describes the results of a visitor study conducted at Bryce Canyon National Park during the week of July 10-16, 1988. Questionnaires were given to 484 visitor groups and 406 were returned, an 84% response rate.
- The report provides a statistical profile of the people who visited Bryce Canyon National Park. This volume also summarizes the visitors' general comments, found in Volume 2 of this report.
- Seventy-five percent of the visitors were on their first visit to Bryce Canyon. Thirty-five percent of the U.S. visitors reside in California and Utah. Foreign visitors comprised 32% of the total visitation, with the greatest proportion from Germany.
- Sixty percent of all visitors stayed overnight. Of that group, 59% stayed one night. Of those visitors spending less than one day, 53% spent 3-4 hours.
- The greatest proportion of visitors visited Sunrise and Sunset Points (86%), followed by Bryce Point (75%).
- The average per capita expenditure during the visit was \$28.00. The average visitor group expenditure was \$90.00.
- Visitors rated directional signs, visitor center information, and printed materials as the most important services. Horseback riding was rated the least important service. The services and facilities receiving the highest quality rating included visitor center information, printed materials, and exhibits. Horseback riding received the lower ratings.
- Visitors commented about enjoying their visit, the park's beauty, their desire to return, their lack of time, and the friendly, helpful personnel, as well as many other 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 83843 or call (208) 885-7129.