

**Visitor Services Project  
Bryce Canyon National Park  
Report Summary**

- This report describes the results of a visitor study at Bryce Canyon National Park during July 26-August 1, 2009. A total of 860 questionnaires were distributed to visitor groups. Of those, 626 questionnaires were returned, resulting in a 73% response rate.
- This report profiles a systematic random sample of Bryce Canyon National Park 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.
- Thirty-seven percent of visitor groups were in groups of two and 36% were in groups of three or four. Seventy-nine percent of visitor groups were in family groups.
- United States visitors comprised 60% of total visitation during the survey period, with 23% from California, 12% from Utah, and smaller proportions from 41 other states and Washington, D.C. International visitors were from 25 countries and comprised 40% of total visitation, with 25% from Netherlands, 21% from France, 13% from Germany, and smaller proportions from 22 other countries.
- Most visitors (76%) were visiting the park for the first time and 21% had visited two or three times.
- Thirty-seven percent of visitors were ages 41-60 years, 24% were ages 15 years or younger, and 8% were 66 years or older. Ten percent of visitor groups included members who had physical conditions that made it difficult to access or participate in park activities or services.
- Most visitor groups (95%) obtained information about the park prior to their visit, most often through travel guides/tour books (52%) and friends/relatives/word of mouth (47%). Most visitor groups (93%) received the information they needed.
- Of those visitors who stayed overnight in the park or in the area within 50 miles of the park (81%), 40% spent two nights in the park, and 40% spent one night in the area outside the park. The average length of stay in the park was 24 hours (1 day).
- The most common site visited by visitor groups was Sunset Point (89%) followed by Sunrise Point (84%). The most common visitor activities were sightseeing/scenic drive (95%) and photography (90%). For 67% of visitor groups the primary activity was sightseeing/scenic drive.
- Forty-eight percent of visitor groups reported using the park's shuttle bus system.
- For 98% of visitor groups, the park's scenic vistas were rated as "extremely important" and "very important," followed by geologic formations (93%).
- The information service/facility most commonly used by visitor groups was the park brochure/map (86%). The most commonly used visitor service/facility was the restrooms (84%).
- Most visitor groups (97%) rated the overall quality of facilities, services, and recreational opportunities at Bryce Canyon National Park as "very good" or "good." Less than one percent 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>.



