

Executive Summary

This visitor study report profiles a systematic random sample of Canyon de Chelly National Monument (NM) visitors during August 15–21, 2012. A total of 536 questionnaires were distributed to visitor groups. Of those, 337 questionnaires were returned, resulting in a 62.9% response rate.

Group size and type	Fifty percent of visitor groups consisted of two people and 39% were visiting in groups of three or four. Seventy percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 40 states and Washington, DC and comprised 62% of total visitation during the survey period, with 26% from Arizona. Eight percent of visitor groups were residents of the area (within 10 miles of the park). International visitors were from 18 countries and comprised 38% of total visitation during the survey period with 28% from Italy.
Frequency of visits	Ninety-five percent of visitors visited the park once in the past 12 months. For 77%, this was their first visit in their lifetime, while 18% had visited two or three times.
Age, ethnicity, race, and income level	Thirty-seven percent of visitors were ages 41-60 years, 30% were 61 years or older, and 14% were 15 years or younger. Five percent were Hispanic or Latino. Ninety-two percent of visitors were White, 3% were American Indian or Alaska Native, and 3% were Asian. Twenty percent of respondents reported a household income of \$50,000-\$74,999.
Physical conditions	Ten percent of visitor groups had members with physical conditions affecting their ability to access or participate in park activities or services.
Awareness of park prior to visit	Seventy-two percent of visitor groups were aware that Canyon de Chelly NM is a unit of the National Park System prior to their visit. Prior to this visit, 50% of visitor groups were aware that Canyon de Chelly sustains a living community of Navajo people.
Information sources	Most visitor groups (86%) obtained information about the park prior to their visit through the Canyon de Chelly NM website (51%), friends/relatives/word of mouth (45%), and travel guides/tour books (41%). For a future visit, 74% of visitor groups prefer to use the Canyon de Chelly NM website to obtain information.
Park as destination	During the on-site interview, 68% of visitor groups said Canyon de Chelly NM was one of several destinations and for 24%, the park was their primary destination.
Primary reason for visiting the area	For 81% of visitor groups, visiting the park was the primary reason nonresident group members visited the area.
Transportation	Sixty percent of nonresident visitor groups used a car to travel most of the distance from their home to the park area and 19% used an airplane. Most visitor groups (94%) used one vehicle to arrive at the park.

Executive Summary (continued)

Overnight stays	Fifty-seven percent of visitor groups stayed overnight in the area within 10 miles of the park. Twenty-six percent of visitor groups stayed at the Best Western and 25% stayed at the Holiday Inn.
Length of visit	Sixty-nine percent of visitor groups spent less than 24 hours in the park, with an average length of stay of five hours. Thirty-one percent of visitor groups spent 24 hours or more, with an average length of stay of two days. The average length of stay for all visitor groups was 18 hours or 0.8 days.
Sites visited	The most common places visited in the park were White House Overlook (87%), visitor center (86%), and Spider Rock Overlook (70%).
Activities on this visit	The most common activities were visiting the visitor center (87%) and stopping at scenic overlooks (87%). On a future visit, the most common activities in which visitor groups would prefer to participate were visiting the visitor center (67%), stopping at scenic overlooks (64%), and attending ranger-led talks/programs/hikes (54%).
Ranger-led talks/programs	Three percent of visitor groups attended ranger-led talks/programs. The most common reasons for not attending a ranger-led program were lack of time (54%) and having other plans (43%).
Services	The services most often used by visitor groups were the park brochure/map (78%), visitor center (overall) (74%), and roadside overlook exhibits (61%).
Facilities	The facilities most often used by visitor groups were restrooms (77%), highway directional signs (65%), garbage disposal/recycling (25%), and campground picnic areas (25%).
Opinions about safety	Most (90%) visitor groups felt “very safe” or “safe” from crime, 89% felt “very safe” or “safe” from accidents, and 80% felt their personal property was “very safe” or “safe” from crime.
Expenditures	The average visitor group expenditure (inside and outside the park within 10 miles of the park) was \$234. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$120. The average total expenditure per person (per capita) was \$109.
Methods of learning about the park	Ninety-four percent of visitor groups were interested in learning about the park, most often through printed materials (68%), outdoor exhibits (61%), and indoor exhibits (52%).
Overall quality	Most visitor groups (84%) rated the overall quality of facilities, services, and recreational opportunities at Canyon de Chelly NM as “very good” or “good.” Two percent rated the overall quality as “poor.” No visitor groups rated the overall quality as “very poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.