

Executive Summary

This visitor study profiles a systematic random sample of Glen Canyon National Recreation Area visitors between October 14 and October 23, 2016. A total of 1,561 questionnaires were distributed to visitor groups. Of those, 863 questionnaires were returned, resulting in a 55.3% response rate. The following results were from unweighted responses.

- Group size and type** Fifty-one percent of visitor groups consisted of two people and 17% were visiting in groups of six or more. Sixty-four percent of visitor groups consisted of family groups.
- State or country of residence** United States visitors were from 50 states and territories, and comprised 83% of total visitation during the survey period, with 27% from Utah. International visitors came from 27 different countries and comprised 16% of total visitation during the survey period.
- Number of visits** For 69% of visitors, this was their first and only visit to the park in the past 12 months. Thirty-four percent of visitors have visited other National Parks sites between four and six times in the last 12 months.
- Age, ethnicity, race, and education level** Twenty-two percent of visitors were 65 years old or older, 12% were 17 years old or younger, and 12% were between 56 and 60 years old. Fifty-three percent of visitors were male. Three percent of visitors identified as Hispanic or Latino. Ninety-two percent of visitors identified as White. Thirty percent of respondents reported having some college, business, or trade school education.
- Awareness of NPS management and rules/regulations** Sixty-two percent of visitor groups were aware that the park is a unit of the National Park System. Eighty-two percent of visitors were aware prior to their visit, that writing/painting/carving your name or other graffiti on the rocks within Glen Canyon is illegal. Thirty-six percent learned during this visit that Lake Powell is infested with quagga mussels. Sixty-two percent learned about rules/regulations by reading signs.
- Sources of information** Ninety-three percent of visitor groups obtained information about the park prior to their visit. Some of the most common sources of information obtained prior to their visit were previous visits (41%), friends/relatives/word of mouth (39%), park website (29%), and maps/brochures (19%). Ninety-one percent of visitors said they received the information about the park that they needed.

Executive summary (continued)

Transportation and parking	Seventy-five percent of visitor groups traveled to the park in a private vehicle. Seventy-seven percent of visitor groups arrived at the park in one vehicle. Ninety-five percent of visitor groups did not experience any parking problems. Fifty-one percent would be willing to ride a shuttle if they encountered parking problems.
Length of stay and overnight accommodations	Sixty percent of visitor groups visited the park on more than one day on this trip. Of those who visited on more than one day, 54% visited between two and three days. Of those who only visited on one day, 39% spent two to three hours visiting the park. Sixty-two percent of visitors stayed overnight away from home on this trip. The most common accommodations used included: lodging outside the park (33%), camping in developed campgrounds in the park (25%), and lodging inside the park (20%).
Locations visited	The most popular developed sites visited by groups on this trip were Horseshoe Bend (45%), Carl Hayden Visitor Center (41%), Wahweap (41%), Antelope Point (31%), Lone Rock (24%), and Lee's Ferry (23%).
Activities this visit	The most common activities visitor groups participated in on this visit included viewing wildlife, scenery, etc. (79%), walking/short hike (57%), scenic driving on paved road (52%), and motorized water travel (36%). The most important activities that visitor groups listed for this visit included: viewing wildlife, scenery, etc. (20%), motorized water travel (16%), and fishing (8%).
Physical conditions difficult to participate	Ninety-three percent of visitor groups did not have a physical condition that made it difficult to participate in activities or services on this visit.
Importance and quality of facilities	Facilities that visitor groups indicated were important to them include campgrounds (66%), Glen Canyon Dam (55%), Bullfrog Marina (49%), and Carl Hayden Visitor Center (48%). Facilities that visitor groups rated highest in quality included Glen Canyon Dam (89%), Escalante Visitor Center (87%), Carl Hayden Visitor Center (86%), and Antelope Point Marina (84%).
Importance and quality of services and attributes/resources	The most important visitor services included park brochure/map (77%), assistance from park rangers (64%), and Glen Canyon NRA website (60%). The visitor services that were rated the highest in quality included assistance from park rangers (90%), Glen Canyon Dam Tour (87%), and park brochure/map (84%). The most important attributes include clean water (94%), natural settings (94%), and scenic views (94%).

Executive summary (continued)

Overall quality Ninety-three percent of visitor groups rated the overall quality of the facilities, services, and recreational opportunities provided as “Good” or “Very good.”

Summer 2016 survey In the summer of 2016, the NPS conducted a visitor survey at Glen Canyon National Recreation Area as a part of the larger Socioeconomic Monitoring (SEM) pilot program. The sampling period at Glen Canyon NRA was from June 18 through June 26, 2016. During the sampling period, 786 visitor groups were contacted to participate in the survey. Of those groups, 660 agreed to participate in the study by accepting a mail-back survey packet. Questionnaires were completed and returned by 296 visitor groups, resulting in a completion rate of 45% among those visitor groups that agreed to participate in the study and an overall response rate of 38% for the study.

Key comparisons The Fall and Summer surveys used two different instruments which include some common questions. Double-bar graphs were created for comparison purposes of the common variables. The results reflect unweighted frequencies from both surveys. Details are listed in the report. The key differences include:

Demographics

- Visitors in the Fall tended to travel in a smaller group of adults (51% group of two travelers in the Fall compared to 39% in the Summer) with no children (80% of the groups in the Fall did not travel with children compared to 59% in the Summer).
- While visitors from Utah, Arizona, Colorado, and California comprised the largest proportion of visitors in both seasons, visitors in the Fall were more diverse and came from all 50 states compared to 36 states during the Summer.
- Visitors in the Fall also tend to be older (22% were 65 or older compared to 13% in the Summer) and more educated (77% hold a Bachelor’s degree or higher compared to 65% in Summer).

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Length of visit

- Summer visitors were more likely to stay overnight in the area surrounding the park (62% in the Fall compared to 78% in the Summer).

Activities participated in this visit

- The activity of Viewing wildlife, scenery, etc. for Summer and Fall was similar (79% in the Fall compared to 76% in the Summer), while for the Walking/short/hike activity they were the same (57% Fall and Summer).
- Fifty-two percent of Fall visitors listed Scenic driving on paved road compared to 38% in the Summer.
- There was significantly more water activity in the Summer than the Fall (43% Motorized water travel in the Summer compared to 36% in the Fall; 37% Water play in the Summer compared to 22% in the Fall).

Use of Services

- Sixty-six percent of visitor groups used Park brochures/maps in the Fall, compared to 40% in the Summer.
- Forty-seven percent listed Interacting with park rangers in the Fall compared to 34% in the Summer.

Overall Quality

- Ninety-three percent of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “Very good” or “Good” in the Fall, compared to 88% in the Summer.