

# Grand Canyon National Park Northern Arizona

## TOURISM STUDY



NORTHERN  
ARIZONA  
UNIVERSITY



FOUNDED 1899

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## PREFACE

As the first comprehensive survey of Grand Canyon National Park visitors in more than a decade, we offer this report to all who are interested in Grand Canyon National Park- its present and its future. While the amount and quality of data collected by this survey allow for considerable additional data analyses – cross-tabs, correlations, comparisons – few were performed for this report. The *Grand Canyon National Park & Northern Arizona Tourism Study: Final Report* presents the survey findings per question, without further analysis, although such can be performed upon request.

However, this document is only the first in a series of reports that will be prepared from data collected in the *Grand Canyon National Park & Northern Arizona Tourism Study*. The series of reports will initially include:

1. Grand Canyon National Park & Northern Arizona Tourism Study:  
Final Report
2. Grand Canyon National Park & Northern Arizona Tourism Study:  
South Rim Report
3. Grand Canyon National Park & Northern Arizona Tourism Study:  
North Rim Report

## **ACKNOWLEDGEMENTS**

Any study of this nature is the product of the efforts and support of many people and agencies, without whose help it could not have been completed. This is our opportunity to thank them.

First, we want to acknowledge assistance from the National Park Service. Our gratitude goes to Joseph Alston, Superintendent of Grand Canyon National Park, for his support of the project. In particular, thanks go to Judy Hellmich, Chief of Interpretation at Grand Canyon, for her continued support and guidance; she could always be counted on at critical times to help move the project forward. Also, the encouragement and assistance of Maureen Oltrogge, Public Affairs Specialist for Grand Canyon NP, was unflinching from the start. Our gratitude also extends to managers and employees at the South Rim, North Rim and Desert View gates of the park for helping us to stop cars to participate in the survey – always a challenging undertaking. In this regard, appreciation also extends to Paul Cox, Acting Fee Program Manager, and Jim O’Sickey, Fee and Revenue Analyst for their support on the project. Thanks also to Mark Law, District Ranger for the South Rim who provided insight and assistance in locating appropriate areas to conduct the survey safely and effectively. Special thanks as well go to Phil Walker, Unit Manager and Jenny Kish-Albrinck, District Interpreter at the North Rim of Grand Canyon. Jenny facilitated the collection of surveys there and helped to arrange for temporary housing for survey staff.

At the Social Science Division of the National Park Service, we want to acknowledge Brian Forist, Senior Research Associate for his astute counsel in getting the survey instrument approved and through the OMB process. Here, we want to put in a plug for the continuance of the “expedited process,” by which survey projects in the national parks are afforded quicker review and approval.

Our thanks go also to Bill Johnston, General Manager of Xanterra concession operations at Grand Canyon National Park. He arranged free lodging for several of our survey workers during the course of conducting surveys at the canyon.

Next, we are pleased to acknowledge the funding contributions that made this work possible. First is the Arizona Office of Tourism, whose support (\$20,000) was pivotal to launching the project. We want to thank AOT Director, Margie Emmerman, and AnnDee Johnson, Director of Research & Strategic Planning, for recognizing Grand Canyon’s special place as Arizona’s premier destination. The Arizona Department of Transportation also helped fund this research (\$15,000) as part of its transportation planning efforts. John Semmens, Research Project Manager, shepherded the study through the ADOT funding process. Finally, our thanks go to David Chambers, President of the Grand Canyon Railway, for his generous contribution (\$10,000) and his recognition of the importance of basic research to planning and marketing efforts at Grand Canyon. Finally, we thank Tom DePaolo for a small (\$1,000) but thoughtful contribution.

Next, our appreciation goes to the survey staff, the backbone of this operation – we literally could not have achieved this without them. For his superior project management, we acknowledge the work of Daniel Foster, NAU graduate student (M.S. Political Science), who with great diligence oversaw the day-to-day mechanics of this survey project for AHRRC. Dan’s management of the survey crews at the South, North and East gates, and his personal survey work at the North Rim was crucial. Lastly, we applaud a special group who “manned” the front lines, braved the crowds and the weather, bore the sting of rejection and the thrill of acceptance, for 12 long months of surveying at Grand Canyon – our intercept survey workers who stopped visitors and encouraged them to complete the survey. At the South Rim, the team was led by ever-vigilant Nancy Knapp, along with Andrea Anderson-Jones and Carol Kissner. Special thanks to Meg Inokuma for her assistance in surveying Japanese visitors. The survey specialist at the east Desert View gate was Peggy Russell, who persevered in surveying visitors despite considerable construction turmoil at the site. At the North Rim, we want to thank Dan Foster, Chris Hinkle, and Katherine Meyer.

Finally, a critical part of this report was contributed by Evan E. Hjerpe of the Northern Arizona University, School of Forestry. Using the IMPLAN model, he calculated the Regional Economic Impact of Grand Canyon Visitors, which appears in Part Three of this report. This analysis illuminates our understanding of the spending patterns of Grand Canyon visitors throughout the region.

Without the support, funding and efforts of all the above-named this seminal *Grand Canyon & Northern Arizona Tourism Study* would not have been possible. We thank all those who supported the project, while acknowledging that any failings are ours alone.

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Flagstaff, Arizona  
April 2005

## EXECUTIVE SUMMARY

The *Grand Canyon National Park & Northern Arizona Tourism Study* was a year-long survey of visitors to Grand Canyon National Park, conducted at both the South Rim and North Rim sites from September 2003 thru August 2004. The survey captured information about visitors' experiences both in the park and in the region surrounding the park. This Executive Summary provides a brief review of the report's overall findings.

- According to Grand Canyon National Park visitation records, 4,287,296 recreational visitors entered the park during the survey period encompassing September 2003 thru August 2004.
- Grand Canyon National Park is one of the world's premier attractions, with the power to draw visitors from great distances. This survey documented visitors from all 50 U.S. states and Puerto Rico, plus visitors from 41 foreign countries. Overall, 83% were domestic visitors residing in the United States; California (12.2%), Arizona (8.9%), Texas (4.8%), Florida (3.4%) and New York (3.2%) represented the top domestic markets. Seventeen percent of visitors were of foreign origins, and the top foreign markets were: the United Kingdom (3.8%), Canada (3.5%), Japan (2.1%), Germany (1.9%) and The Netherlands (1.2%).
- Overall, travel party size averaged 3.4 persons and most parties were comprised of two adults. Only 30% of travel parties contained children under age 18, and these averaged one child per party. Considering only median values, typical parties reflected two adults (one man/one woman) and no children.
- Grand Canyon visitors averaged 48.5 years of age. Nearly half (47.5%) of survey respondents were between the ages of 46 and 65. Those 26 to 45 years comprised over a third of the sample (35.2%). Visitors over age 65 years (11.5%), and those 25 years or younger (5.8%) completed the age segments.
- GCNP visitors were highly educated. The vast majority of respondents (85.2%) had attended some college. Of these, one-fourth (24.8%) had completed a 4-year degree, while another 34.3% engaged in graduate study or earned graduate degrees.
- First-time visitors (58.6%) accounted for three out of five travelers to Grand Canyon National Park. The remaining 41.4% were repeat visitors to the park.
- The majority of participants in this survey entered the park at the South Rim or Tusayan entrance (69.3%). North Rim surveys reflected 16.7% of visitor arrivals. The Desert View or East entrance on the South Rim accounted for 14.0% of respondents.
- Personal vehicles dominated visitors' transportation modes. Private vehicles (59.7%) combined with Rental vehicles (37.4%) were used by 97.1% of respondents. Allowing for multiple responses, Commercial airlines (16.4%) and RVs (7.8%, private and rental) were also significant travel modes.

- Grand Canyon National Park is a family destination; fully 75.2% of visitors traveled to the park with family members. When combined with the 6.6% who traveled with family and friends, four out of five visitors shared the Grand Canyon experience with family. Friends traveling together (13.1%) and those traveling alone (4.4%) completed personal groups.
- Personal group composition affected party size. Groups of family and friends comprised the largest groups (5.2 person mean), compared to friends traveling together (3.9 persons) and family only (3.5 persons).
- Respondents most often identified their ethnic origin to be White (78.7%). Visitors of Hispanic or Latino origin reflected an additional 12.4% of all visitors.
- Three out of four visitors (74.7%) obtained information about Grand Canyon National Park or the surrounding area before leaving home. Sources most often tapped were: Family and Friends (46.7%), Previous Visit (46.0%), the Internet (43.3%), Travel Guidebooks (39.2%), and the GCNP website (36.3%). These same sources were also rated highest in terms of their *importance* and *quality*.
- Not only did most visitors obtain pre-trip information, but 58.8% also booked advance reservations, most often for Lodging (82.0%), Rental cars (48.1%) and Airline travel (47.2%). Booking times varied widely, but Colorado River Trips reported the longest lead times (3 to 6 months or more), followed by airline bookings (3 to 6 months), then lodging and rental cars (1 to 3 months). Grand Canyon Railway had some of the shortest booking times (less than 1 month).
- When making travel plans, Grand Canyon National Park was considered the primary destination by 30% of those surveyed, while 66% planned to include Grand Canyon as one stop on a longer trip, reflecting the appeal of the region.
- Traveling largely in personal vehicles, visitors averaged 792 miles of driving in Arizona, most often using Interstate 40 as a travel corridor (60.1%). Other highways providing significant access to and from Grand Canyon included: Hwy 89 (46.6%), Hwy 64 Williams to GCNP (44.1%), Hwy 64 Cameron to GCNP (41.5%), and Hwy 180 (39.7%).
- On a scale of one to five, Grand Canyon visitors rated Arizona roadways highly, both for quality (4.1) and safety (4.0); less than 10 percent identified Arizona highways as being congested. Highway signage (3.9) was also perceived positively by a majority of motorists; availability of traveler amenities (3.5) and frequency of rest stops (3.1) reported the lowest overall rankings.
- Among commercial air travelers, Phoenix Sky Harbor International Airport was used most frequently (44.3%), followed by Las Vegas McCarran International Airport (37.5%). These same cities, Phoenix (33.6%) and Las Vegas (34.3%), were also the top picks for acquiring rental vehicles.

- Travelers were asked to identify communities in which they spent the night *prior to* arriving at Grand Canyon National Park. Flagstaff led the list (17.5%), followed by Williams (12.6%), Las Vegas (9.4%), Sedona (6.0%) and Phoenix (5.3%).
- Las Vegas (12.7%) led the list of communities in which visitors spent the *night after* the Grand Canyon visit, followed by Flagstaff (10.6%), Phoenix (8.0%), Williams (7.3%), and Sedona (6.7%).
- Respondents also specified *all* communities visited on the Grand Canyon trip. Again, Flagstaff led, having been visited by 40.5% of respondents; it was followed by Las Vegas (38.7%), Sedona (38.0%), Phoenix (29.1%) and Williams (26.3%). One in five respondents also visited the Navajo Nation (20.0%). Of these communities, Phoenix and Las Vegas captured the longest average overnight stays, at 3.9 and 3.1 nights respectively.
- When asked to identify other attractions visited in the region, Las Vegas (44.6%) and nearby Hoover Dam (32.7%) rated among the top five, as did Sedona/Oak Creek Canyon (34.0%) and Phoenix (28.4%). North of the Grand Canyon, Zion National Park (30.6%) in neighboring Utah was a strong regional draw as well.
- When asked about the likelihood of using public transit if available on future GCNP trips, 32.3% of visitors responded positively if it were free, while 12.5% responded yes if moderately priced ( $\leq$  \$25). Indicating no interest in public transit were 38.1% of respondents, while 17.0% were “not sure” about its use.
- Respondents’ length of stay at Grand Canyon National Park averaged 7.3 hours (median 6.0 hours) for day visits, and 5.3 days (median 2.5 days) for overnight visits. [Because unusually long stays can skew the mean, the medians here may represent more reliable estimates.]
- Visitors most often secured overnight accommodation in hotels and motels both inside and outside of Grand Canyon National Park. Still, rim campgrounds were used by one in four overnight visitors (24.8%) within GCNP, with an additional 4.0% camping in backcountry locations. Outside the park, camping and backcountry use declined to 14.9% and 2.2% respectively.
- When asked to rank their *interest* in activities and themes available at Grand Canyon National Park, visitors responded most positively to those related to natural and cultural resources. Ranked in descending order by mean, the top five areas of interest were: Canyon origins, formations and geology (3.8 mean), Animals and plants (3.7), Wilderness preservation and solitude (3.7), Cultural history of native inhabitants (3.6), Park ecosystem and ecology (3.4).

- When asked to respond to a list representing *general leisure interests*, respondents chose the following five, ranked in descending order by mean: Visiting national and state parks (4.5 mean), History or historic sites (3.9), Museums or cultural attractions (3.6), Dining out (3.5), and Archaeology or paleontology (3.3).
- Grand Canyon visitors strongly supported protecting the park’s natural resources. Respondents identified the following five as the most important park resources (descending order by mean): Clean water (4.8), Clean air, Native plants animals, and Endangered species (4.7 each), Natural quiet and the sounds of nature (4.6).
- Grand Canyon visitors appeared to be somewhat prepared for the crowds they would encounter in the park; thus a majority of respondents reported that the number of people, number of cars, lack of parking spaces, helicopter or airplane overflights and other conditions that might have detracted from their visit, in fact had “no effect”. Park congestion has, however, caused visitation to increase in the shoulder seasons (Spring and Fall) and decline in the traditionally busy Summer months.
- Visitors were asked to identify which park services and facilities they used, and to rank these according to their importance and quality. Overwhelmingly, Canyon Overlooks scored highest for use, importance and quality. The Visitor Center and affiliated Restroom facilities also produced high positive responses. (The complete list included 21 items.)
- Respondents were asked to report the “highlight of their visit.” Topping the list of visitor highlights were: the canyon itself, the spectacular scenic views and amazing colors, great hiking trails, photo opportunities, and wildlife.
- Three-fourths of visitors reported that their park expectations were fulfilled. Principal reasons listed for expectations *not* being fulfilled included: lack of time for hiking, lack of reservations (mules, etc.), or lack of solitude. Lack of time was the most cited reason for visitors not seeing and doing all that they expected to do.
- Visitor suggestions to the Grand Canyon National Park superintendent focused on: improved signage; more shuttles/buses; more parking; more lodging and concession services; and improved safety (railing/fencing at canyon edge).
- Satisfaction with the Grand Canyon National Park experience was very high. Visitors would unanimously (99.3%) recommend a visit to friends and family.
- Grand Canyon visitor expenditures averaged \$536 per travel party *in the park* and \$595 per travel party *within 90 miles of the park*.
- The total annual economic impact (direct, indirect and induced) of Grand Canyon National Park visitors was \$687 million of output into the regional economy, which supported 12,000 full-time equivalent jobs in the area.

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# Introduction

In 2003, the Arizona Hospitality Research and Resource Center at Northern Arizona University received authorization from the Social Science Division of the National Park Service and approval from the U.S. Office of Management and Budget to undertake a year-long survey of visitors inside Grand Canyon National Park (GCNP). This would constitute the first major study of park visitors in many years and one of the most comprehensive and far-reaching ever.

*The Grand Canyon National Park & Northern Arizona Tourism Study* set out to understand much more than visitors' in-park experiences. Rather, its aim was to profile visitors' activities, travel patterns, and expenditures throughout the entire region. This study was much like one undertaken a half-century earlier – by the Arizona Department of Transportation (ADOT) in 1954. That study, too, surveyed park visitors about their trip throughout the entire region.

Historical comparisons are a great teacher; they remind us that our own time is not as unique as we often think. Surprisingly, though the two studies occurred 50 years apart, they illuminate both the continuity and the changes that have taken place at America's premier national park – the park President Theodore Roosevelt proclaimed every American must visit – the Grand Canyon.

The roughly five million visitors who travel to Grand Canyon National Park each year have an enormous impact on the park and on the entire Four Corners

region. In the 1954 study, the economic sphere of influence of the Grand Canyon was estimated to be 300 miles from both the North and South Rims – a determination that remains as true today as it was then. Thus, the reach of the park, like the Grand Canyon itself, is broad and deep. Canyon visitors generate profound impacts on nearby gateway communities, on Native American tribes, on regional airports, and on cities and towns over a large geographic expanse. This report begins with a discussion of the continuity and the changes at Grand Canyon National Park revealed by this study.

## Continuity

In comparing the two Grand Canyon visitor studies, conducted 50 years apart, it was striking how much of the visitor experience had remained unchanged at Grand Canyon National Park. Perhaps the most interesting continuity is that this spectacular park was rarely a primary destination for visitors; rather, for most it was always one stop on a longer trip. With so much spectacular scenery, so many national parks, Native American tribes, and unique historic communities to see, the Grand Canyon visit was in 1954, and continues to be today, but one stop on a multi-stop trip through the region. In 2004, two-thirds of Grand Canyon visitors defined their trip as one stop on a longer regional journey. In 1954, visitors put an average of 4,500 miles on the family car on their total trip. In 2004, air service has reduced total highway miles traveled, although Grand Canyon visitors still averaged 800 miles of driving in Arizona.

Grand Canyon National Park also continues to be, as it was in 1954, a family experience. In 2004, more than 80 percent of visitors traveled with family members. Party size, that is, the average number of people inside each car as it entered the gate, remained almost identical to 50 years ago: 3.3 persons/car in 1954 and 3.4 persons/car in 2004. Travel mode, then as now, continues overwhelmingly to be the motor vehicle: 92 percent in 1954 and 97 percent in 2004 traveled to the Grand Canyon in automobiles – though considerably more rentals appeared in 2004.

Another continuity is that the communities in which visitors spent the night *before and after* their park visit have remained remarkably stable. The top 2004 overnight stops *before* the GCNP visit – Flagstaff, Williams and Las Vegas – were also ranked as the top three towns 50 years ago; in fact, they retain the same order of importance today. While Flagstaff and Williams’ percentages have declined and Las Vegas’ has increased, their rank order remains unchanged. Perhaps more surprising, Las Vegas was the top-ranked community for the overnight stop *after* visiting GCNP 50 years ago, and it retains that rank today – followed by Flagstaff in second place, and Phoenix third; Phoenix replaced Williams in the number three spot. Thus, a visit to Las Vegas was as much a part of the overall Grand Canyon car trip in 1954 as it is today.

Another surprising bit of continuity is found in the percentage of visitors carried into the park by the Grand Canyon Railway – about 5 percent in

both 1954 and 2004. Of course, the railway found it hard to compete with the automobile and went out of business entirely in the 1960s, only to reappear by the 1990s as a historical experience. How surprising that the historic steam train would carry today the same percentage (though a larger *number*) of park visitors as it did a half century ago.

Another striking similarity is found in the origins of Grand Canyon visitors. The top 10 U.S. states of origin were strikingly similar in 2004 and 1954. California led the list contributing the most visitors, then as now. Eight of the top 10 states remain the same: California, Texas, Arizona, Illinois, Ohio, New York, Pennsylvania, and Colorado. Only Michigan and Missouri dropped out of the top group to be replaced by Florida and Washington.

Finally, and perhaps the most surprising similarity is found in the fact that perceptions of crowding in the park were commonly expressed by visitors in 1954, as they are today. Visitors 50 years ago complained about the shortage of parking spaces and that the roads carried far more cars than they were designed to carry. Thus, congestion was identified as the single factor that most diminished the visitor experience, 50 years ago and today.

## Change

Acknowledging that much has remained constant in the Grand Canyon visitor experience and that every new generation experiences the park much as its predecessors did, what parts of it have changed in 50 years? Obviously, total visitor numbers have changed

dramatically – from 814,000 visitors in 1954 to 4.7 million in 2004 (recreation-only visitors totaled 4.33 million in 2004). This increase of roughly a million visitors per decade – has likewise produced another striking shift – in seasonal visitation patterns.

In fact, the change in seasonal visitation has been one of the most striking changes at the park. In 1954, almost two-thirds (65%) of visits occurred during the Summer months when children were out of school and families headed out on cross-country car trips. Then, only about 10 percent of visits occurred in each of the other seasons – 9 percent in Winter, 14 percent in Spring and 12 percent in Fall. Today, Grand Canyon visitation is much more evenly spread across the seasons, especially filling out the shoulder seasons of Spring and Fall. In 2004, seasonal percentages were: 11 percent in Winter, 27 percent in Spring, 39 percent in Summer, and 23 percent in Fall. Summer still attracts the largest number of visitors, but they constitute a much smaller percentage of overall visitation.

<u>Visitors by Season</u>		
	<u>1954</u>	<u>2004</u>
Winter	9%	11%
Spring	14%	27%
Summer	65%	39%
Fall	12%	23%

This self-imposed seasonal dispersion on the part of visitors is a reaction to summer crowding and congestion, and also reflects the dramatic increase in the number of retirees and “snowbirds” who are free to travel throughout the year.

Both continuity and change occurred in terms of visitor origins. While much

continuity remains in the top 10 states of origin, their percentages have changed. For example, while California still contributes the largest number of visitors to the park – more than 500,000/ year – the *percentage* of visitors from California has actually declined by 38% from what it was 50 years ago. Meanwhile, the percentage of Arizona resident visitors – which now ranks second – has increased by 41 percent. These origin percentages reflect general U.S. population shifts – migration to the South (Florida) and West (Washington and Arizona), and declining populations in the Midwest (Michigan, Missouri, Ohio and Illinois). Visitor percentages from these states also closely track with Arizona immigration patterns; visitors become residents whose families in turn visit the state’s attractions.

A final dramatic change has been in overall visitor expenditures at Grand Canyon and in the surrounding communities. In 1954, direct spending was \$14.17 per person; by 2004, direct spending had grown to \$154 per person. Even adjusted for inflation this is dramatic growth.

## Methods

The following is a brief methods section outlining how the study was conducted. The study was a year-long survey of GCNP visitors. The length of time taken for this study is one of its greatest strengths, as normally NPS visitor surveys are conducted by the Social Science Division of the National Park Service during a single week or two of the year, usually during the busiest season, commonly in summer. However, such a brief survey period produces only a snapshot of a park’s visitors, which for

a park with as large and varied visitation as Grand Canyon is insufficient to provide the detailed, cross-sectional and seasonal data needed for a thorough analysis. It was, therefore, imperative that a 12-month study be conducted to provide comprehensive, as well as seasonal data, to account for variations in length of stay, economic impact, and travel patterns.

This survey was administered to visitors inside GCNP, at both the North and South Rims and at the East Gate. Survey workers intercepted visitors in the park during one week out of each month, including both weekday and weekend day intercepts, in order to obtain truly representative samples. Note: This study did not survey visitors on tour buses or those who flew to the park on fixed-wing aircraft from Las Vegas, then toured the park by bus or helicopter. These are a special subset of visitors who will be profiled in a separate report on the Las Vegas visitor.

Survey personnel were trained to use pre-determined visitor selection criteria. Visitors were approached either at a traffic stop, at parking lots inside the park, or at the park's Visitor Centers on the South and North Rims and asked to participate in the survey. Once visitors agreed, the survey personnel handed them an intercept survey on a clipboard, and asked them to complete all the information contained on the survey. The intercept instrument was designed to collect basic identification data including visitors' names, addresses and origin data. Once visitors completed the intercept survey, they were handed the 16-page mail back survey. Visitors who participated in the survey were

encouraged to complete the mail back after they left the park so that their entire park experience could be evaluated. Once respondents completed the survey, they dropped the postage-paid sealed survey into the nearest US mailbox, by which it was returned to the AHRRC for automated data processing and analysis.

In order to achieve a desired 65 percent survey response rate, a rigorous follow-up procedure was implemented for each respondent. Respondents, whose mail back surveys were not returned within two weeks of the survey period, were sent a reminder/thank you postcard. The purpose of this postcard was two-fold: (1) it served to thank those who had responded; and (2) to jog the memory of those who had not yet completed the survey to return it forthwith. If the postcard did not produce the returned survey instrument within four weeks after the initial interview, a replacement survey and follow-up letter were mailed. Respondents who did not respond to the first mailing were sent a second follow-up survey packet encouraging them to return the completed questionnaire within seven weeks of the initial intercept. By using this modified Dillman approach, it was assumed that a 65 percent response rate could be achieved for this survey. (Dillman is the "gold standard" in methodology for obtaining high survey response rates.) The margin of error for the total sample is 1.5 percentage points at a 95 percent confidence level. The margin of error for sub-samples will be higher.

### **Sample Description**

As mentioned in the previous section, survey respondents were first asked to complete a short intercept survey, which

was retained and provided immediate visitor data for entry by the AHRRC staff. After completing the seven-question intercept survey respondents were provided with a more extensive postage-paid mail back survey to be completed once they left the park. Data was obtained, therefore, from two sources: the intercept and mail back surveys.

Because of the nature of the study and the follow-up necessary to obtain a sufficient sample size, more intercept surveys are present in the database, in

any given quarter, than are mail back surveys. For the entire survey period, a total of 7,827 intercepts were collected; of these, a total of 4,451 surveys were returned, yielding a 57 percent response rate. Given the greater difficulty today of getting people to participate in surveys, this represents a strong and more than sufficient response rate.

The next section of this report presents the results of the intercept survey and provides a broad overview of Grand Canyon National Park visitor characteristics.

# PART ONE

## INTERCEPT SURVEY RESULTS

### Season of Survey

Arizona is a land of contrasts, and northern Arizona is particularly characterized by dramatic seasonal changes. In order to capture these seasonal variations, surveys were distributed to Grand Canyon visitors during each month of the calendar year, beginning in September 2003 and ending in August 2004. A total of 7,827 individuals volunteered to participate by providing information on the initial one-page intercept survey form after being contacted by survey staff.

The final summer quarter (June thru August 2004) represented the most intensive period of visitor contact when 54.3% of surveys were distributed. This was preceded by spring quarter (March thru May) when 20.3 percent of visitor contacts were made. The winter season (December thru February) and initial fall season (September thru November), while still representing hundreds of contacts, were less intensive returning 8.7 and 16.7 percent respectively of total intercept forms collected. See Table 1.

Table 1. Survey Seasons

Season of survey			
	Frequency	Valid Percent	Cumulative Percent
September to November 2003	1304	16.7%	16.7%
December 2003, January to February 2004	681	8.7%	25.4%
March to May 2004	1591	20.3%	45.7%
June to August 2004	4251	54.3%	100.0%
Total	7827	100.0%	

Surveying at the North Rim was not year-round. Adhering to the operational schedule at the North Rim, no visitors were contacted there during the park winter closure. This distribution schedule parallels visitation patterns in the park as reflected in monthly public use reports prepared by the National Park Service. More intensive surveying was weighted and scheduled to

correspond with peaks in visitation numbers.

### Park Distribution Points

The South Rim entrance to Grand Canyon National Park at Tusayan and nearby locations within the park which incorporate the village loop, to include the visitor center and area overlooks, dominated the contact points for

distribution of the survey. Over two thirds, 68.5 percent, of visitor intercepts were conducted in this area of the park. Still over a thousand forms, representing 12.8 percent of the total, were distributed among North Rim visitors. The Desert View (East) entrance and Watchtower area were focal points for collecting an additional 16.2 percent. Visitors arriving at the South Rim Village on the Grand

Canyon Railway from Williams were also represented in the total sample at 2.5 percent or 194 participants. With the exception of the railway passengers who received surveys directly from railway staff, all others were contacted by Northern Arizona University survey staff at area overlooks and visitor facilities or by flagging down incoming vehicles at approved locations. See Table 2.

Table 2. Park Distribution Points

Park units surveyed during GCNP study

	Frequency	Valid Percent	Cumulative Percent
North Rim	1005	12.8%	12.8%
South Rim	5362	68.5%	81.3%
East Gate	1266	16.2%	97.5%
Grand Canyon Railway	194	2.5%	100.0%
Total	7827	100.0%	

### State of Origin

Surveys have determined the Grand Canyon to be among the most sought-after, top 10, destinations in the world. This survey bears out this finding. Survey respondents represented not only all 50 American states, the District of Columbia (DC) and Puerto Rico, but also 41 foreign countries. A total of 83 percent of respondents originated within the United States, while 17 percent were international visitors. Among U.S. residents, California was the source of the most visitors at 12.2 percent, followed by residents of Arizona at 8.9 percent. Two other western states were represented among the top ten – Colorado (2.4%) and Washington (2.3%). Completing the top ten after California and Arizona were, in order of frequency: Texas (4.8%) Florida (3.4%) New York (3.2%) Ohio (3.1%) Illinois

(2.7%), and Pennsylvania (2.5%). Combined, these ten states accounted for almost half (45.5%) of domestic visitation to Grand Canyon National Park.

It is worth noting that with the exception of the three western states in the top ten – Arizona, Colorado and Washington – the remaining seven are also the most populous seven states in the country, according to 2004 U.S. Census Bureau estimates. Thus, while the reach of the Grand Canyon is vast in attracting visitors from distant places, a direct and logical relationship exists between visitor numbers at the canyon and overall state populations, i.e., Grand Canyon lures the most visitors from states like California, Texas, and Florida because they have the most potential visitors to contribute, whereas states with small populations (Wyoming,

Rhode Island, etc.) do not. This has obvious implications for marketing the park and the region. Population centers,

therefore, represent a logical determining factor in the overall visitor construct. See Table 3.

Table 3. Origin of visitors to Grand Canyon National Park.

Origins	Frequency	Percent
International	1029	17.0%
California	739	12.2%
Arizona	535	8.9%
Texas	288	4.8%
Florida	204	3.4%
New York	195	3.2%
Ohio	190	3.1%
Illinois	165	2.7%
Pennsylvania	152	2.5%
Colorado	145	2.4%
Washington	138	2.3%
Massachusetts	137	2.3%
Michigan	133	2.2%
Virginia	116	1.9%
Indiana	110	1.8%
Minnesota	108	1.8%
North Carolina	105	1.7%
Nevada	104	1.7%
Utah	100	1.7%
New Jersey	92	1.5%
Missouri	91	1.5%
Wisconsin	82	1.4%
Oregon	81	1.3%
Georgia	71	1.2%
Maryland	69	1.1%
Tennessee	62	1.0%
Oklahoma	61	1.0%
Iowa	59	1.0%
Connecticut	57	.9%
New Mexico	55	.9%
Kansas	54	.9%
Kentucky	50	.8%
Alabama	48	.8%
Arkansas	44	.7%
Louisiana	42	.7%
South Carolina	32	.5%
New Hampshire	30	.5%
Montana	24	.4%
Vermont	23	.4%
Nebraska	22	.4%

Table 3. Origins of visitors to Grand Canyon National Park .continued

Origins	Frequency	Percent
Maine	22	.4%
Mississippi	20	.3%
West Virginia	19	.3%
Idaho	18	.3%
South Dakota	17	.3%
North Dakota	17	.3%
Alaska	17	.3%
Rhode Island	16	.3%
Delaware	15	.2%
Hawaii	14	.2%
Wyoming	9	.1%
District of Columbia	7	.1%
Puerto Rico	3	.0%
Total	6036	100.0%

### Country of Origin

In this survey, international visitors represented 17 percent of total intercept respondents (total of 1,029 foreign visitors). However, this percentage does not represent overall foreign visitation at the park. This survey process – stopping visitors traveling inside the park – did not capture foreigners flying into Grand Canyon and taking tours, either on tour buses or helicopter overflights. Most of these originate in Las Vegas and will be dealt with in a separate report on the Grand Canyon-Las Vegas connection.

Topping the list of foreign intercepts collected in this survey were visitors from the United Kingdom, who represented 3.8 percent of all Grand Canyon visitors and one-fourth (22%) of all internationals in the survey. Following closely behind the UK, was Canada at 3.5 percent. Other English-speaking countries among the top ten included: Australia (1.1%) and New Zealand (0.3%).

Several other European countries were among the top 10, as follows: Germany (1.9%), The Netherlands (1.2%), France (0.6%), Italy (0.4%) and Belgium (0.3%). Japanese visitors ranked third among international visitors to GCNP; for Arizona generally, Japanese visitors also typically rank third. Due to a special interest in capturing information from Japanese visitors, the survey was translated into Japanese and distributed by a Japanese student among the visitor population at South Rim area overlooks. This special survey contributed 129 Japanese visitors to the database. While this focused effort produced excellent information about this one group, it also undoubtedly contributed to a higher relative percentage of Japanese in the sample, as compared to other foreign visitors who were contacted via random, non-targeted sampling techniques. The survey instrument was not translated from English into any other language except Japanese and language-related refusals to participate did occur among

some individuals contacted. A separate report on Japanese visitors will be produced as another part of this series of reports on Grand Canyon visitors.

Thus, contributing roughly one-in-five visitors to Grand Canyon parties entering the park – not counting those who fly in or take tour buses –

international visitors represent an extremely important population group at Grand Canyon. Accommodating their needs and expectations – language assistance, ethnic foods, in-park lodging – should be prominent among the concerns of park managers and planners. See Table 4.

Table 4. Country of origin

	Count	Column %
USA	5012	82.9%
United Kingdom	227	3.8%
Canada	209	3.5%
Japan	129	2.1%
Germany	117	1.9%
The Netherlands	71	1.2%
Australia	65	1.1%
France	36	.6%
Italy	23	.4%
New Zealand	19	.3%
Belgium	19	.3%
Denmark	17	.3%
Sweden	12	.2%
Austria	12	.2%
Ireland	11	.2%
Switzerland	7	.1%
Israel	7	.1%
Poland	5	.1%
Singapore	4	.1%
Norway	4	.1%
Mexico	4	.1%
Czech Republic	4	.1%
China	4	.1%
Puerto Rico	3	.0%
Portugal	3	.0%
Northern Ireland	3	.0%
Spain	2	.0%
South Africa	2	.0%
Brazil	2	.0%
Taiwan	1	.0%
Russia	1	.0%
Nigeria	1	.0%
Nepal	1	.0%
Luxemburg	1	.0%
Hungary	1	.0%
Finland	1	.0%
Estonia	1	.0%
Costa Rica	1	.0%
Chile	1	.0%
Bulgaria	1	.0%
Bermuda	1	.0%
Total	6045	100.0%

## Party Characteristics

The mean for party size in the survey sample was 3.4 persons, consisting of 2.8 adults (evenly divided between men and women) and one child. Since the mean can be skewed by large parties, the median - two adults, no children – is probably a more accurate descriptor of

party composition in this case. Thus, the majority of Grand Canyon travelers were adults, probably couples; larger family groups or those with multiple children were the exception. Results of the mail back survey that follows will define party composition in much greater detail. See Table 5.

Table 5. Party Characteristics

	Mean	Median
Number in your travel party	3.4	2
Number of adults	2.8	2
Number of children (under 18)	1.0	0
Number of women	1.9	1
Number of men	1.9	1

## Age of Respondent

Grand Canyon National Park visitors are predominately mature adults. Nearly half of respondents (47.5%) identified themselves as between 46 and 65 years of age; when added to the 11.5 percent who were 66 years or older, they accounted for 59 percent of all those surveyed. Young adults (under 26 years) and children (under age 18) accounted for only 5.8 percent of participants. Those under the age of 18 generally were not contacted to complete surveys, and therefore were not represented in the intercept results. The remaining 35.2 percent were in the 26 to 45 year old age group, which closely parallels their percentage of the U.S. population generally – 29 percent

according to the U.S. Census Bureau. The Baby Boomer generation, on the other hand – captured in the 45 to 65 age group – were vastly over-represented in the sample. Baby Boomers represent 23.6 percent of the U.S. population generally, but accounted for 47.5 percent of survey respondents. Those 66 years or older again more closely paralleled the 12.3 percent of all American adults in this age group as indicated by the U.S. Census. Such contrasts indicate that a greater proportion of mature and retired individuals choose to visit Grand Canyon, while younger adults and families, especially those with children, contribute a disproportionately smaller percentage of overall visitation. See Table 6.

Table 6. Age of Respondents

	Count	Col %
20 and under	89	1.5%
21 - 25 years	247	4.3%
26 - 30 years	371	6.4%
31 - 35 years	411	7.1%
36 - 40 years	564	9.7%
41 - 45 years	696	12.0%
46 - 50 years	768	13.3%
51 - 55 years	733	12.7%
56 - 60 years	696	12.0%
61 - 65 years	550	9.5%
66 - 70 years	376	6.5%
71 - 75 years	174	3.0%
76 years and older	118	2.0%
Total	5793	100.0%

Mean = 48.5 years  
 Median = 49.0 years  
 Mode = 57.0 years

### Educational Level

Grand Canyon National Park visitors are a highly educated group. One-fourth (24.8%) were college graduates and another third (34.3%) had engaged in post-graduate study or earned graduate degrees – a much higher percentage than the U.S. population generally. Of the

remainder, 14.9 percent were high school graduates and 26.1 percent had attended some college. The very high level of educational attainment of park visitors should be factored into all aspects of park planning and management. See Table 7.

Table 7. What is the highest level of education you have completed?

	Count	Col %
High school or less	854	14.9%
Attended College (less than 4 years)	1498	26.1%
Graduated from a 4-year college	1424	24.8%
Post-graduate study without degree	490	8.5%
Master degree	1112	19.4%
Doctorate	368	6.4%
Total	5746	100.0%

### Previous Trip

A perhaps surprising percentage of Grand Canyon visitors, given their older ages, were first-time visitors. Three out of five or 58.6 percent were visiting for the first time, while two out of five (41.4%) were repeat visitors to the park. Thus, the majority of visitors were experiencing the canyon for the first time. These results attest to the

canyon's allure both for those who have already experienced the park and for those on a first visit. The unique nature of the Grand Canyon, combined with the many other attractions in the region, contribute to its strength as a visitor attraction. In addition, the continued migration of the U.S. population to the South and Southwest also puts many more people – who never visited before – within closer proximity of the park.

Table 8. Is this your first visit to Grand Canyon National Park?

	Count	Col %
Yes	3374	58.6%
No	2386	41.4%
Total	5760	100.0%

### Entrance Gate

The South Rim entrance at Tusayan, which provides direct access to the Grand Canyon Village, was the predominant entry gate for visitor arrivals, at 69.3 percent. Trailing much further behind was the North Rim at 16.7 percent, followed by the Desert View or East Gate at 14.0 percent. Dominant

travel corridors, including I-40, Highway 64 out of Williams, and Highway 180 out of Flagstaff are the arteries that literally drive traffic to the South Rim entrance. The greater inaccessibility and seasonality of operations at the North Rim (the park is closed from November through May) – are additional factors in South Rim dominance. See Table 9.

Table 9. At what entrance gate did you arrive?

**At which entrance station did you arrive at Grand canyon  
National Park**

	Count	Col %
South Gate (Tusayan)	3921	69.3%
North Rim	946	16.7%
East gate (Desert View)	793	14.0%
Total	5660	100.0%

**Transportation**

The remoteness of Grand Canyon National Park largely dictates the motor vehicle as the dominant travel mode for visitors to the park. While numerous transportation options were provided on the survey (and multiple responses were allowed), private vehicles still dominated, carrying 59.7 percent of respondents. Rental vehicles were the second most-used travel mode, representing a strong 37.4 percent of visitor travel modes. Thus, fully 97.1 percent of respondents used a motor vehicle for some part of their Grand Canyon visit. Private (6.1%) and rental (1.7%) RVs, and motorcycles (1.4%) were used by much smaller percentages of respondents.

Commercial air service was listed as a travel mode for 16.4 percent of visitors; including those who flew to a regional airport, then rented a car, drove with family, etc. Visitors generally used commercial transportation much less frequently, as follows: Airlines (16.4%) Grand Canyon Railway (4.9%), Commercial Bus Tours (2.9%), and Amtrak (0.7%). It should be noted that while individual incoming cars were flagged over as one method of distributing surveys, commercial buses and vans were avoided, possibly contributing to these results. Visitors arriving by these commercial means might nevertheless have been contacted at the visitor center or at area overlooks when these areas were canvassed by survey staff. See Table 10.

Table 10. What transport did you use on this trip to get to Grand Canyon National Park?

How did you arrive at the Grand Canyon National Park?		
	Count	Column %
Private vehicle (car van or pickup)	2635	59.7%
Rental vehicle	1651	37.4%
Commercial airline	723	16.4%
Private RV	269	6.1%
Grand Canyon Railway	216	4.9%
Commercial bus tour	128	2.9%
Rental RV	77	1.7%
Motorcycle	60	1.4%
Amtrak	33	.7%
Total	4416	100.0%

This concludes the summary of data supplied by the 7,827 Grand Canyon National Park visitors who completed intercept surveys from September 2003 through August 2004. The next section of the report presents the findings for the longer (16 page) much more detailed mail back survey, which was completed by 4,451 respondents who participated in the initial intercept survey. Both the intercept and mail back instruments are presented in Appendices 1 and 2.

For this report, the order of questions asked in the mail back survey has been altered somewhat in order to group the

findings more thematically and to provide a more logical presentation of data. The sections that follow, therefore, are in this order:

- Grand Canyon Visitor Demographics
- Travel Planning, Travel Routes and Regional Attractions Visited
- Internal Park Service Operations and Service-related Questions
- The Economic Impact of Grand Canyon National Park on the region.

## PART TWO

### Demographics and Group Characteristics

#### What Kind Of Personal Group Are You Traveling With?

A trip to Grand Canyon National Park is for most visitors a family adventure. Like many national parks, the Grand Canyon visit provides an opportunity to create lasting family memories.

The survey went to great lengths to determine the group characteristics of travel parties to the Grand Canyon. The first question asked respondents to

identify their travel party type.

Respondents could choose whether they were traveling with family, with friends, with family and friends, alone, or with business associates. Results overwhelmingly indicated that visitors traveled in family groups – 75.2 percent traveled with family. A much smaller percentage of parties (13.1%) traveled with friends. The balance of parties traveled with family and friends (6.6%), alone (4.4%), or with business associates (0.8%). See Table 11.

Table 11. On this trip what kind of personal group are you traveling with?

	Count	Column %
With family	3299	75.2%
With friends	573	13.1%
With family and friends	290	6.6%
Alone	191	4.4%
With business associates	36	.8%
Total	4389	100.0%

A second personal group question asked whether respondents were traveling as part of a tour. A relatively small number of respondents – 1.6 percent – indicated that they were indeed traveling as a part of an organized tour. This figure is likely under-represented given the fact that tour buses were not (and could not be) pulled over as part of the survey

process. Individuals from tours may have been contacted at area overlooks, although the inherent and tightly-scheduled nature of tour groups likely served as a variable to their exclusion. Generally, organized tour groups were not approached by surveyors. See Table 12.

Table 12. Are you traveling as a part of a group tour?

	Count	Table %
Traveling as part of a tour	128	1.6%
Other travel mode	7699	98.4%
Total	7827	100.0%

### What Is Your Party Size

Information about party size and composition was obtained from the intercept survey and from the mail back survey, with some dissimilar findings. This section uses data from both sources to describe party size and attributes. The average travel party consisted of 3.4 persons. Travel parties were heavily weighted towards adults, with a mean of 2.8 adults per party. Only about one-third (30.5%) of all parties traveled with

children under age 18; for these parties with children, the mean was 2.4 children and the median was 2.0 children/party. (Intercept survey results found the average party traveling with children contained only one child.) The largest single party of adults consisted of one party of seven adults, while the median party consisted of two adults. Adults were evenly split between males and females, with females averaging 1.0 person per party and males averaging 1.0 per party. See Table 13.

Table 13. Party Size and Composition

	Mean	Median
Number in your travel party	3.4	2.0
Number of adults	2.8	2.0
Number of children (under 18)	2.4	2.0
Number of women	2.0	1.0
Number of men	2.0	1.0

### Children in Your Party

It is important to establish the typical age ranges and number of children under age 18 traveling to Grand Canyon National Park since the National Park Service directs a great deal of activity toward children, structuring exhibits and interpretive programs to reach this age

group – perhaps motivated by a desire to encourage a lifetime of appreciation of national parks. This section, therefore, examines the question of the number of children who visited the park, and the group sizes they represented.

The average number of children found in parties traveling with children was 2.4. Parties with two children in the travel group accounted for 39.2 percent of all parties traveling with children. Parties traveling with a single child accounted for a further 35.0 percent of all parties traveling with children. Together, one and two child parties accounted for almost three fourths (74.2%) of all parties traveling with children. Parties traveling with three children accounted for a further 5.1 percent of those traveling with children. Those parties

traveling with more than three children represented only about ten percent, when combined. See Table 14.

The largest party traveling with children contained 41 children and probably represented an educational or school field trip to the Canyon.

Table 14. How many children under 18 years of age are traveling in your group?

Number of children	Frequency	Percent
One child	641	35.0%
Two children	718	39.2%
Three children	276	15.1%
Four children	95	5.2%
Five Children	38	2.1%
Six Children	20	1.1%
Seven to ten children	10	0.5%
Ten or more children	35	1.9%
Total	1833	100.0%

When considering the ages of children traveling to Grand Canyon NP, older children were far more dominant than younger children. Teenagers (ages 13 to 18) accounted for 88 percent of all those under age 18. Elementary and pre-school age children constituted a relatively small portion of under age 18 park visitors. These results may indicate

that visiting groups or families perceive the Grand Canyon experience as one more suitable for or best appreciated by children when they are older. Comments collected in the survey did express some concerns over safety and risk exposure at the canyon rim, especially with regard to young children. See Table 15.

Table 15. Age distribution of children under 18 years of age traveling in your group

Age	Frequency	Percent
1	6	0.4%
2	13	0.7%
4	13	0.7%
5	13	0.7%
6	6	0.4%
7	6	0.4%
8	19	1.1%
9	26	1.4%
10	13	0.7%
11	91	4.9%
12	71	3.9%
13	272	14.8%
14	240	13.1%
15	253	13.8%
16	266	14.5%
17	285	15.5%
18	240	13.1%
Total	1833	100%

### Party Composition

Another way of expressing party composition is by a frequency distribution, as presented in Table 16. Calculated by frequency, two person groups represented the largest cohort or roughly half (47%) of the total sample – essentially couples traveling together. Parties consisting of four persons

(19.5%) or three persons (12.0%) accounted for the next largest cohorts. This analysis confirms that two-person parties were the most common; and that large parties were the exception. Parties consisting of four or fewer persons constituted 84.1 percent of the sample. See Table 16.

Table 16. Party Composition, Frequency Distribution

On this trip to the GCNP how many people are in your personal group including yourself?	Frequency	Percent
Alone	247	5.6%
2 members	2075	47.0%
3 members	530	12.0%
4 members	862	19.5%
5 members	281	6.4%
6 members	148	3.4%
7 or more members	270	6.1%
Total	4413	100%

Finally, how did overall party *size* correlate with party *type*? A cross-tabulation of these two factors is shown in Table 17. If the very small percentages of the total sample traveling with business associates (0.8%) are excluded, then the findings show that those traveling with family had the

smallest party size (3.5 persons). This was followed by those traveling with friends (3.9 persons), and lastly by those traveling with family and friends (5.2 persons) – all perfectly logical. These findings reconfirm the smaller family sizes, which match recent U.S. Census data findings. See Table 17.

Table 17. How many people in your individual group including yourself by personal group type?

	On this trip what kind of personal group are you traveling in?				
	Alone	With friends	With family	With family and friends	With business associates
	Mean	Mean	Mean	Mean	Mean
On this trip to the GCNP how many people are in your personal group including yourself?	1.0	3.9	3.5	5.2	3.9

### Age of Grand Canyon Visitors

The mail back survey asked respondents to report the ages of all travel party members, and allowed up to six entries. This data had a tendency to compress and lower average age estimates of Grand Canyon visitors presented in the intercept analysis earlier in this report. This was no doubt due to the random order by which party members could be listed. That is, older party members might have been put in the first or second position or in the third or fourth position with younger party members, thus compressing older ages and elevating younger ones. This data help us understand the multi-generational

composition of travel parties. While the average age of the respondents filling in the survey was 39.0 years, the average age of the second party member was 44.9 years. This reinforces previous data that visitor parties are mainly comprised of two members of roughly similar ages, probably couples. The average age of third party member decreased somewhat to 37.0 years, while fourth party members averaged 28.9 years. Fifth and sixth party members' ages actually increased above that of the fourth party member. Overall, average ages were younger than expected for the first and second members and older than expected for the others. See Table 18.

Table 18. Age of each party member

	Mean	Median
Yourself – age	39.0	38.0
Member 2 – age	44.9	47.0
Member 3 – age	37.0	33.0
Member 4 – age	28.9	22.0
Member 5 – age	31.4	24.0
Member 6 – age	33.3	27.0

### Racial Characteristics of Members Of Your Personal Group

The racial characteristics of visitors are of great interest to National Park Service managers who are eager to ensure that National Parks provide universal access. Respondents were asked to indicate their

racial origin, and that of all party members. Respondents were asked to choose from a list of race categories consistent with that used by the U.S. Census Bureau, including: American Indian or Alaska Native; Asian; Black or African American; Native Hawaiian or other Pacific Islander; and White or Caucasian. Respondents were asked to

indicate separately whether they were of Hispanic or Latino origin.

The overwhelming majority of respondents (78.7% or “yourself” in the table under “Average” column) were White, although smaller but significant percentages of respondents were American Indian or Alaska Native (7.7%), Asian (9.2%), African American (2.3%) or Pacific Islander (2.1%).

Interestingly, more racial variation occurred in the cases of additional party members, who though still overwhelmingly white, were also increasingly of other ethnic backgrounds. Racial composition of personal groups can be found in Table 19.

Table 19. Racial characteristics of members of your personal group.

Race	Yourself	Member 2	Member 3	Member 4	Member 5	Member 6	Average
White	83.1%	81.7%	79.8%	80.4%	72.8%	74.4%	78.7%
American Indian or Alaskan Native	7.4%	8.5%	8.6%	8.8%	12.6%	0.0%	7.7%
Asian	7.3%	6.9%	8.0%	6.8%	10.4%	15.6%	9.2%
	1.6%	1.9%	2.3%	3.5%	2.6%	1.9%	2.3%
Pacific Islander	0.6%	0.9%	1.2%	0.4%	1.6%	8.1%	2.1%
Total	100.0%	99.9%	99.9%	99.9%	100.0%	100.0%	100.0%

Approximately one in eight visitors (12.4%) indicated that they were of Latino or Hispanic origin – a finding that coincides with their percentage of the U.S. population generally (12.5%). Thus, visitors of Hispanic or Latino origin were fairly well-represented in

national terms, but less so in terms of their percentage of the population in the Southwest region. For example, California is 32.4 percent Latino and Arizona is 25.3 percent Latino according to the US Census Bureau. See Table 20.

Table 20. Hispanic origin visitors to Grand Canyon National Park.

Hispanic origin of visitors	Frequency	Percentage
Hispanic origin	552	12.4%
Non-Hispanic origin	3899	87.6%
Total	4451	100.0%

## Educational Level of Grand Canyon Visitors

As with age and ethnicity, the mail back survey requested the educational level of each party member. Findings are displayed in Table 21 below. Since the educational level completed generally declined for additional party members, we can assume the pattern may reflect

decreasing ages. For example, members three through six were increasingly likely to be in the “some high school” or “high school graduate” categories, while members one and two were more likely to have completed college or post-graduate degrees. Again, the percentages of bachelor’s and graduate degrees reflect a highly educated adult visitor population. See Table 21.

Table 21. Highest level of education achieved for group members.

	Some high school	High school graduate	Some college	Bachelors degree	Graduate degree
	%	%	%	%	%
Yourself – education	1.5%	11.1%	26.4%	30.2%	30.8%
Member 2 – education	2.5%	17.0%	27.0%	27.5%	26.0%
Member 3 – education	7.3%	24.1%	24.9%	26.3%	17.5%
Member 4 – education	7.0%	28.0%	21.3%	25.5%	18.2%
Member 5 – education	8.6%	31.7%	14.0%	28.5%	17.2%
Member 6 – education	5.6%	34.7%	14.5%	27.4%	17.7%

## Visitor Origin – Domestic Visitors

Where did visitors to Grand Canyon National Park originate? Visitors who were U.S. residents indicated their state of origin by writing in their zip code. If respondents were from a foreign country, they were asked to write in the name of that country. As with previous demographics, respondents were asked to indicate their origin and those of up to five additional party members. The results are shown in Table 20. The respondent appears as “yourself,” followed by the rank order of each

additional party member; the final column represents an average origin percentage for each state. While California (14.3%) and Arizona (11.4%) were the top two states of origin for each party member category, considerable variation existed in the rank order of states that followed these two. However, the general pattern of the intercept survey persisted: the most populous states (CA, TX, FL, NY, etc.) contributed more visitors as did neighboring states in the region in closer proximity to the park (CO, NV, UT, etc.). See Table 22.

Table 22. State of origin of domestic visitors.

	Yourself	Member #1	Member #2	Member #3	Member #4	Member #5	Average
California	13.8	14.7	14.6	13.0	14.3	15.5	14.3
Arizona	9.6	9.7	9.8	9.1	13.3	16.7	11.4
Illinois	5.1	5.4	4.2	3.6	3.1	1.8	3.9
Texas	4.7	4.8	5.4	4.9	6.6	3.6	5.0
Wisconsin	4.7	4.4	4.8	5.1	2.3	0.6	3.6
Ohio	4.5	4.7	4.4	5.0	5.9	5.4	5.0
Florida	3.6	4.1	3.1	3.0	3.1	8.3	4.2
Pennsylvania	3.4	2.6	3.1	2.3	3.8	3.0	3.0
New York	3.4	3.6	3.4	3.8	4.6	0.6	3.2
Michigan	3.2	3.2	2.8	2.7	1.3	1.8	2.5
Virginia	2.9	3.0	3.1	3.8	3.3	3.6	3.3
Colorado	2.9	2.6	2.9	2.9	2.3	1.8	2.6
Massachusetts	2.9	3.4	5.0	5.4	4.3	4.2	4.2
Washington	2.8	2.6	2.1	2.8	2.8	1.8	2.5
Nevada	2.4	2.2	1.9	2.2	3.8	1.8	2.4
Utah	2.0	1.7	1.9	1.3	1.8	0.6	1.6
North Carolina	2.0	2.1	2.1	2.1	2.0	1.8	2.0
Oregon	1.8	1.9	1.5	1.4	1.0	1.2	1.5
New Jersey	1.8	1.7	1.7	2.6	2.6	3.0	2.2
Georgia	1.8	1.6	1.3	2.6	0.8	0.6	1.4
Indiana	1.7	1.8	1.8	2.5	2.0	1.8	1.9
Maryland	1.6	1.6	1.5	1.7	2.6	1.2	1.7
Kentucky	1.4	1.2	1.7	1.8	1.8	3.0	1.8
New Mexico	1.4	1.1	0.9	0.7	0.3	0.6	0.8
Connecticut	1.3	1.3	1.3	1.6	1.5	2.4	1.6
Tennessee	1.3	1.1	1.3	1.3	1.8	4.2	1.8
Iowa	1.2	1.0	0.9	0.8	0.5	1.2	1.0
Alabama	1.0	0.9	1.3	0.6			0.9
Oklahoma	1.0	0.8	1.1	1.2	1.5	1.8	1.2
Louisiana	0.9	1.0	0.8	0.9	0.3		0.8
New Hampshire	0.8	0.9	1.1	0.4			0.8
Kansas	0.8	0.9	1.1	1.0	0.8	1.2	1.0
Arkansas	0.7	0.7	0.9	1.0	0.5		0.8
Vermont	0.6	0.7	0.7	0.8	0.3	0.6	0.6
Maine	0.6	0.7	0.5	0.5	0.5	1.8	0.8
South Carolina	0.5	0.4	0.4	0.5	0.8	0.6	0.5
Idaho	0.5	0.4	0.4				0.4
Montana	0.4	0.4	0.3	0.3	0.3		0.4
West Virginia	0.4	0.4	0.7	1.0			0.6
South Dakota	0.4	0.3	0.2	0.4	0.5	1.2	0.5
Rhode Island	0.3	0.3	0.1	0.1			0.2

Table 22. State of origin of domestic visitors. continued

	Yourself	Member #1	Member #2	Member #3	Member #4	Member #5	Average
North Dakota	0.3	0.3	0.2				0.3
Delaware	0.3	0.3	0.5	0.5			0.4
Mississippi	0.3	0.3	0.1		0.5	0.6	0.4
Nebraska	0.2	0.3	0.2	0.2	0.3	0.6	0.3
Alaska	0.2	0.3	0.1	0.1	0.3		0.2
District of Columbia	0.2	0.1	0.5				0.3
Hawaii	0.2	0.3	0.1	0.2			0.2
Wyoming	0.1	0.0	0.1	0.2			0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

### Country of Origin – International Visitors

International visitors accounted for 17.0 percent of all respondents, according to the intercept data discussed in Part One of this report – internationals representing 41 countries. Results from the mail back survey represented only 27 countries, thus indicating that *all* intercept visitors did not return their mail back surveys. As with domestic visitors, foreign visitors were asked to list the origin of all party members. Like the intercept, visitors from the United Kingdom constituted the largest cohort (24.0%) – approximately one-quarter of these visitors. Beyond that, considerable variation occurred. Canadians represented 21.5 percent of *respondents*, but only 5.2 percent of total foreigners on average. French visitors, on the other hand, constituted only 4.7 percent of *respondents* but 10.7 percent of foreign visitors on average. Likewise, Brazilian and Danish visitors were a tiny

percentage of respondents (0.2% and 0.3% respectively), but a larger percentage of foreigners on average (8.7% and 8.4% respectively). Thus the average rank order of foreign visitors looks different than it did on the intercept survey: the UK is still first, but is now followed by France, Brazil, Denmark, Australia, Netherlands, Italy, Germany, Belgium and Portugal. Apparently, the operative principle here was that the most adept English-speaker in the party completed the survey, but did not necessarily reflect accurately the overall origins of all party members.

It should also be noted that those in the sample with international addresses did not receive follow-up postcards and letters encouraging them to respond as did domestic visitors (due to the difficulties of foreign postage on the mail back). Therefore, travelers from outside the U.S. were contacted only once. See results in Table 23.

Table 23. Origin of international visitors all travel party members.

	Yourself	Member 2	Member 3	Member 4	Member 5	Member 6	Average
United Kingdom	22.3	25.7					24.0
Canada	21.5	0.2	0.9	0.7	1.5	6.7	5.2
Japan	13.1	0.2	0.4	4.3			4.5
Germany	12.1	0.4	15.9	2.2	3.0		6.7
Australia	6.9	8.7	8.2	8.7	9.1	4.4	7.7
France	4.7	13.8	4.3	7.2	7.6	26.7	10.7
The Netherlands	4.5	1.6	16.4				7.5
New Zealand	2.9	0.2	4.3	0.7			2.0
Italy	1.7	0.2	13.4	0.7	21.2		7.4
Switzerland	1.7	0.7	0.4				1.0
Austria	1.6	1.4	1.3	2.2	4.5	2.2	2.2
Belgium	1.6	2.0	1.3	0.7	18.2	11.1	5.8
Russia	1.0	0.2	0.4				0.6
Sweden	0.9	0.2	3.0				1.4
Israel	0.7	12.9	2.6	1.4	1.5		3.8
Portugal	0.5	0.5	1.3	20.3			5.7
Denmark	0.3	0.2	0.4	1.4	21.2	26.7	8.4
N Ireland	0.3	0.4	0.9	3.6			1.3
Brazil	0.2	0.7	19.8	23.2	1.5	6.7	8.7
Estonia	0.2	4.2	0.4	2.9	1.5	6.7	2.6
Hong Kong	0.2	1.6	0.4	13.0	4.5		4.0
Mexico	0.2	0.2	0.9	0.7			0.5
Nigeria	0.2	2.4	0.4	0.7			0.9
Norway	0.2	0.2	0.4	2.9			0.9
Poland	0.2	0.2	0.4	0.7			0.4
South Africa	0.2	0.2	0.9				0.4
Spain	0.2	0.2	0.4				0.3

## Travel Planning

### Information Sources

Of importance to park managers as well as area businesses and attractions is knowledge of how those visiting the Grand Canyon area obtained pre-trip information and how they coordinated their travel arrangements. The following section investigates use of and satisfaction with the numerous travel planning resources available to visitors.

The vast majority of visitors – 96 percent - said they planned their Grand Canyon trip in advance; therefore, it is not surprising that three quarters (74.7%) also obtained information about the park and surrounding area prior to their trip. See Table 24.

Table 24. Prior to the trip did you or your group obtain information about GCNP or the area around the park?

	Count	Col %
Yes	3262	74.7%
No	1105	25.3%
Total	4367	100.0%

What sources of available information about the Grand Canyon and the region did visitors use most frequently?

Visitors tended to rely most heavily on sources they trusted – especially friends and family (46.7%) and, of course, their own recollections from previous visits (46.0%). Research has found that Americans are much more skeptical today and less willing to put their faith in media and advertising generally; they are three times more likely to rely on friends and family than any other source.

The Internet (43.3%) has clearly become very important and ranked third as an information source. The Grand Canyon National Park website specifically was heavily used by more than one-third of respondents (36.3%). Travel guide books were also very popular and used by 39.2 percent of respondents. Other sources – from TV to newspapers, from the Arizona Office of Tourism to travel agents – were used much less frequently as information sources. See Table 25.

Table 25. Prior to the trip did you or your group obtain information about GCNP or the area around the park?

	Count	Column %
Recommendations of family and friends	1032	46.7%
Previous visit	1017	46.0%
Internet or other website	956	43.3%
Travel guide book (Frommer's Fodor's)	865	39.2%
GCNP website (www.nps.gov/gcra)	801	36.3%
TV programs and documentaries	396	17.9%
Newspaper or magazine article	254	11.5%
Highway signage	247	11.2%
Other (please specify)	223	10.1%
Arizona Office of Tourism	202	9.1%
Travel agents or professionals	174	7.9%
Telephone inquiry to GCNP	144	6.5%
Arizona Welcome Center	141	6.4%
Written inquiry to GCNP or trip planner	40	1.8%
Total	2209	100.0%

The survey next asked respondents to rate both the *quality* and the *importance* of the information sources they used. In terms of most important sources, mean order of responses indicated that the GCNP website and the Internet generally emerged as the most *important* sources – more than recommendations of friends and family or previous visits. The GCNP website was “extremely important” to almost half of all respondents (45.3%). Guidebooks and

highway signage also earned high mean rankings on the *importance* scale.

Interestingly, and as a corollary to the rise of the Internet, traditional written sources – such as newspapers and magazines – were much less important information sources. Generally, the sources that individuals reportedly *used* most often were understandably also viewed by most as somewhat or extremely *important*. See Table 26.

Table 26. Importance of Information sources.

	Not important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Extremely important	Don't know	Mean
GCNP website (www.nps.gov/gcra)	9.6	3.6	13.3	28.1	45.3	0.0	4.0
Internet or other website	8.4	3.2	17.0	32.6	38.8	0.0	3.9
Previous visit	10.7	4.1	18.5	26.4	40.3	0.0	3.8
Travel guide book (Fromers Fodors)	11.3	4.6	21.3	33.3	29.5	0.0	3.7
Recommendations of family and friends	10.2	6.2	23.6	30.5	29.6	0.0	3.6
Highway signage	19.4	5.0	18.0	20.3	37.4	0.0	3.5
Other (please specify)	26.7	3.0	8.7	22.3	39.3	0.0	3.4
TV programs and documentaries	20.0	7.4	29.9	24.2	18.5	0.0	3.1
Arizona Office of Tourism	35.1	4.5	15.4	26.3	18.6	0.0	2.9
Newspaper or magazine article	28.2	7.0	25.9	25.9	13.0	0.0	2.9
Arizona Welcome Center	37.1	4.4	15.5	19.4	23.6	0.0	2.9
Telephone inquiry to GCNP	43.3	6.3	12.3	15.1	23.0	0.0	2.7
Travel agents or professionals	51.3	5.1	13.5	13.8	16.3	0.0	2.4
Written inquiry to GCNP or trip planner	70.2	3.8	8.6	5.9	11.5	0.0	1.8

How did respondents rank the *quality* of the information sources used? While the GCNP website retained its stellar rank as second in the quality measure, previous visits and friends/family recommendations reemerged as more important than the Internet generally, in

terms of their *quality* – reinforcing the trust factor. It is also notable that the *quality* of information sources used, exceeded the *importance* ratings, indicating that travelers were largely satisfied with the resources available to them. See Table 27.

Table 27. If used what was the quality of the information source.

	Very poor	Poor	Neither good nor poor	Good	Very good	Mean
Previous visit	1.4	3.9	15.4	24.8	54.5	4.3
GCNP website (www.nps.gov/gcra)	1.5	2.9	13.0	36.5	46.0	4.2
Other (please specify)	4.2	4.7	9.4	31.9	49.8	4.2
Recommendations of family and friends	1.5	3.2	21.6	30.2	43.4	4.1
Internet or other website	1.8	2.4	22.3	37.9	35.7	4.0
Highway signage	3.3	3.8	21.6	31.4	39.9	4.0
Travel guide book (Fromers Fodors)	1.5	4.3	21.8	38.0	34.3	4.0
TV programs and documentaries	2.8	3.9	22.8	33.3	37.2	4.0
Arizona Welcome Center	7.4	4.0	14.2	33.7	40.8	4.0
Arizona Office of Tourism	6.2	3.6	19.9	33.1	37.2	3.9
Telephone inquiry to GCNP	12.7	3.2	17.7	27.5	38.9	3.8
Newspaper or magazine article	4.3	2.5	33.1	33.5	26.7	3.8
Travel agents or professionals	13.4	5.8	23.8	25.6	31.4	3.6
Written inquiry to GCNP or trip planner	22.3	2.5	19.8	21.5	33.9	3.4

### Advance Bookings

A large majority of Grand Canyon visitors (58.8%) made advance bookings for some part of their trip prior to leaving home, a finding that coincides with the tendency of four out of five

visitors to seek out pre-trip *information*. Roughly two of five respondents (38.6%) did not make any pre-trip bookings, while 2.5 percent were actually part of a pre-booked package tour. See Table 28.

Table 28. Prior to this trip did you make any bookings?

	Count	Col %
Yes	2611	58.8%
No	1714	38.6%
Visit is part of a package tour	113	2.5%

By far the most common advance bookings were made for lodging, which was booked by 82 percent of respondents. Well behind lodging but

still very significant, was the fact that almost half (48.1%) of those who made pre-bookings made rental car reservations. Equally important and

probably linked to the reserved rental cars were the 47.2 percent of respondents who made airline reservations. Of much less significance were reservations for campgrounds

(11.9%), Grand Canyon Railway (8.5%), RV parks (4.1%), Colorado River trips (3.3%), and backcountry hiking trips (0.8%). See Table 29.

Table 29. Booked the following activities on this trip?

	Count	Column %
Lodging (Hotel, Motel or B&B)	1514	82.0%
Rental car	888	48.1%
Airline reservations	872	47.2%
Campground reservation	219	11.9%
Grand Canyon Railway	157	8.5%
RV park reservation	76	4.1%
Colorado River trip	61	3.3%
Backcountry hiking trip (commercial)	15	.8%

How far in advance of the trip were these bookings made? With the exception of Colorado River Trips, which can be limited and require lengthy advance planning, most other services were booked within a period of one to three months in advance. Among the reservations that were often booked

three to six months in advance were airline tickets, backcountry hiking trips, and campground reservations. The Grand Canyon Railway had one of the shortest pre-booking periods. The Internet was probably an important source of booking information and special pricing. See Table 30.

Table 30. Length of time of advanced bookings.

	Less than 1 month	1 to 3 months	3 to 6 months	More than 6 months
Lodging - Hotel, Motel or B&B	35.1%	34.6%	19.6%	10.7%
Campground reservation	43.7%	29.0%	24.7%	2.7%
RV park reservation	37.6%	35.9%	17.1%	9.4%
Grand Canyon Railway	45.4%	33.6%	14.8%	6.1%
Airline reservations	16.3%	44.7%	29.9%	9.1%
Rental car	32.0%	40.0%	21.7%	6.2%
Colorado River trip	20.0%	20.0%	31.0%	29.0%
Backcountry hiking trip (commercial)	33.3%	33.3%	29.2%	4.2%

This concludes the analysis of the Travel Planning section of the Grand Canyon visitor survey. The following section

provides much greater detail on actual travel patterns within the region.

## Regional Travel Patterns

### Travel Planning

A visit to Grand Canyon National Park is much more than a trip to the park; for two-thirds of visitors (66%) it is part of a larger trip throughout the region. While the Grand Canyon was one stop on a more extensive itinerary for the vast

majority, for one-third (30%) of visitors the park was actually the primary destination. For a small four percent of visitors it was not a planned stop at all. See Table 31.

Table 31. How does this visit to Grand Canyon National Park figure in your travel plans?

	Count	Column %
Grand Canyon NP was not a planned destination on this trip	177	4.0%
Grand Canyon NP was the primary destination of this trip	1344	30.0%
Grand Canyon NP was one planned stop on a longer trip	2955	66.0%
Total	4476	100.0%

When asked what destination beyond Grand Canyon National Park was considered the primary focus or destination of their trip, answers varied considerably. Las Vegas, Nevada topped the list of choices, but only for 10% of visitors. Next were Sedona and Phoenix in Arizona. A number of national parks in the western region,

such as Yellowstone, Zion and Bryce, also figured prominently as destinations. Major metropolitan areas – including Los Angeles, San Francisco and San Diego – were also in the top group of destinations. Flagstaff, a major gateway to the canyon, also made the top group. Much more significant, however, than these responses, is the fact that almost

three-fourths of respondents listed some “other” destination in response to this

question. The top ten individual destinations can be found in Table 32.

Table 32. How does this visit to Grand Canyon National Park figure in your travel plans- other?

	Count	Col %
Las Vegas, NV	196	9.6%
Sedona, AZ	92	4.5%
Phoenix, AZ	88	4.3%
California	31	1.5%
Yellowstone National Park	31	1.5%
Zion National Park	28	1.4%
San Diego, CA	27	1.3%
Los Angeles, CA	26	1.3%
San Francisco, CA	26	1.3%
Flagstaff, AZ	19	0.9%
Other	1473	72.3%
Total	2037	100.0%

### Mode of Transportation

Ground transportation, consisting largely of private or rental vehicles, dominated transportation modes to Grand Canyon National Park. Private and rental cars combined accounted for a whopping 97.1 percent of responses. The question allowed for multiple selections, and included other sources of individual travel, such as private RVs (6.1%), rental RVs (1.7%), and Motorcycles (1.4%).

Commercial Airlines also provided some part of the trip for 16.4 percent of respondents, or roughly one in six. The Grand Canyon Railway carried one of 20 respondents (4.9%), along with Commercial Bus Tours (2.9%), and Amtrak (0.7%).

It is clear, however, that virtually all Grand Canyon visitors relied on some form of motor vehicle transport to access the park, thus underscoring the tremendous challenge faced by park managers to accommodate the increasing numbers of vehicles on park roads and in parking lots. All of the transportation alternatives currently under consideration by the NPS, the U.S. Congress, and other interested parties involve the introduction of some form of public transportation to achieve the desired balance – to diminish use of private motor vehicles (with their attendant environmental costs) inside the park without detracting from the overall park experience for visitors. See Table 33.

Table 33. What modes of transportation did you or your group use on this trip?

	Count	Column %
Private vehicle (car van or pickup)	2635	59.7%
Rental vehicle	1651	37.4%
Commercial airline	723	16.4%
Private RV	269	6.1%
Grand Canyon Railway	216	4.9%
Commercial bus tour	128	2.9%
Rental RV	77	1.7%
Motorcycle	60	1.4%
Amtrak	33	.7%

### Rental Car Pick-up Location

Survey respondents who rented vehicles were asked to identify the location of pickup. Las Vegas, Nevada was mentioned most frequently (34.3%), although it was followed closely by Phoenix, Arizona (33.6%). These two cities overshadowed all others for rental car pick-ups, accounting for over two-thirds of responses. Other significant points for obtaining rental vehicles included: Los Angeles and San Francisco in California, Denver, Colorado and Albuquerque, New

Mexico. While representing a relatively small part of the overall sample, Flagstaff and Tucson were also mentioned as cities from which rental vehicles were obtained. The predominant tendency to secure rental cars in western cities seems to indicate that individuals are either originating from western states, or are using other sources (airlines, buses, trains) to reach these western cities from which they secure rental vehicles to continue the trip to the Grand Canyon. The top 10 rental pick-up locations are included in Table 34.

Table 34. If you rented a vehicle in what town did you pick up the vehicle?

	Count	Col %
LAS VEGAS, NV	529	34.3%
PHOENIX, AZ	519	33.6%
LOS ANGELES, CA	101	6.5%
SAN FRANCISCO, CA	75	4.9%
DENVER, CO	43	2.8%
ALBUQUERQUE, NM	40	2.6%
FLAGSTAFF, AZ	31	2.0%
TUCSON, AZ	13	.8%
SALT LAKE CITY, UT	12	.8%
SAN DIEGO, CA	10	.6%

### Distances Traveled on the Grand Canyon Trip

Not only were personal motor vehicles the predominant transportation mode for Grand Canyon travelers, they were used extensively to tour Arizona. When asked to estimate the miles traveled within Arizona on their trip to the Grand Canyon, the average was an impressive 792 miles. Of course, distances to be traversed in rural Arizona can be large, as the following samples testify:

- From Arizona’s east to west border on Interstate 40, 375 miles;
- From Phoenix to Grand Canyon National Park (South Rim), 227 miles;
- From Fredonia, Arizona to Grand Canyon National Park (South Rim Entrance), 203 miles.

### Roads Traveled

The survey asked respondents to provide greater detail on their travel patterns within the region generally, including identifying all highways on which they traveled. Not surprisingly, Interstate 40, Arizona’s major east-west arterial, was

the most frequently mentioned by 60.1 percent of respondents. Other routes were used by fewer though still significant percentages of travel parties. Overall, US Highway 89 which links Flagstaff to Cameron then continues north to the Utah border was used by almost half (46.6%) of Grand Canyon visitors. State Route 64, running between Williams and the South Rim Village at Grand Canyon National Park, was used by fully 44.1 percent of travelers. Next in importance, at 41.5 percent, was State Route 64 between the Desert View or east entrance to Grand Canyon and Cameron. This was followed by Highway 180 from Flagstaff to the South Rim, which was used by 39.7 percent of those visiting Grand Canyon National Park, or two of five respondents. Least used, though still very important, was Interstate 17 from Phoenix to Flagstaff (35%).

These results indicate that all the major roadways providing access to the Grand Canyon are heavily used. Those traveling east-west rely principally on I-40, while north-south travelers use Highways 89, 64 and 180, as well as I-17. State highways provide the

essential links from Flagstaff and Williams to the Canyon gates. Those traveling to the north rim of the Grand Canyon, or incorporating routes from northern states like Colorado and Utah,

likely use US Highway 89. These corridors offer multiple options for developing Grand Canyon and regional travel itineraries. See Table 35.

Table 35. What roads did you drive to get to the Grand Canyon National Park?

	Count	Column %
Interstate 40	2472	60.1%
US Highway 89 (Flagstaff to Cameron to Utah border)	1919	46.6%
State Route 64 (Williams to GCNP)	1814	44.1%
State Route 64 (Cameron to GCNP East Entrance)	1710	41.5%
State Route 180 (Flagstaff to GCNP)	1636	39.7%
Interstate 17	1441	35.0%

### Satisfaction with Arizona Highways

The Arizona Department of Transportation and other agencies are concerned with how visitors perceive the highways within Arizona on which they must travel to reach the park. The next question asked respondents to rate Arizona highways according to a number of variables, including: quality, safety, signage, traveler amenities, and rest stops – shown in Table 36.

Satisfaction with the quality and safety of Arizona highways was high among survey participants, with over three fourths scoring them “Good” or

“Excellent” on these two factors. The clarity and effectiveness of highway signage also rated highly, at 3.9 on the 1 to 5 scale. The availability of traveler amenities also ranked well at a 3.5 mean.

The lowest mean scores were reported for Arizona rest stops – in both their quality (3.4) and their frequency (3.1). While no highway satisfaction variable fell below the mid-point rating of 3.0, clearly rest stop frequency was the one variable of Arizona highways for which visitors would welcome improvements. See Table 36.

Table 36. Opinions about the Arizona Highway System?

	Very poor	Poor	Neither poor nor good	Good	Excellent	Mean
Quality of Arizona highways	.2%	1.0%	17.3%	48.6%	32.9%	4.1
Safety of Arizona highways	.5%	1.7%	22.0%	47.7%	28.1%	4.0
Highway signage (clarity and effectiveness)	1.1%	5.6%	21.5%	44.0%	27.8%	3.9
Traveler amenities (availability)	2.6%	11.5%	38.1%	33.9%	13.9%	3.5
Rest stops frequency	7.1%	20.0%	37.2%	25.1%	10.5%	3.1
Rest stops quality	4.4%	10.3%	37.8%	33.3%	14.3%	3.4

**Highway Congestion**

It is well-known that Grand Canyon visitors often comment that the park is congested, but did respondents likewise consider Arizona’s highway generally to be congested? Highway congestion appeared to be of little concern to most Grand Canyon visitors, only 10% of whom identified them as “Congested” or

“Very Congested.” Roughly two-thirds judged Arizona highways to be “not at all congested” or “uncongested.” Overall, therefore, Arizona highways and associated facilities appear to have successfully met the needs and expectations of travelers to the Grand Canyon – with the possible exception of the number and frequency of rest stops. See Table 37.

Table 37. Opinions about Arizona highways congestion?

**Traffic Congestion on Arizona Highways**

	Not at all congested	Un-congested	Neither congested nor un-congested	Congested	Very congested	Mean
	%	%	%	%	%	
Regarding traffic congestion on the highways did you find that Arizona highways were	27.6%	31.5%	31.0%	8.4%	1.5%	2.2

## Arrival Airport

Those visiting Grand Canyon who used a commercial airline for some part of their trip were asked to identify the airport used. Here, Phoenix Sky Harbor International Airport emerged as the most used at 44.3 percent, followed by Las Vegas (McCarran) International Airport at 37.5 percent. Together, these

two airports served the vast majority - 81.8 percent - of visitors flying into the region. Los Angeles (6.9%) and San Francisco (5.6%) International airports, though much less frequently used by Grand Canyon-bound travelers, were nonetheless important hubs, especially for international visitors. Smaller or regional airports carried the remainder of air passengers. See Table 38.

Table 38. If you flew to the area on a commercial airline what airport did you arrive at?

	Count	Column %
Phoenix International Airport	856	44.3%
Las Vegas Nevada International Airport	724	37.5%
Los Angeles California International (LAX)	133	6.9%
San Francisco California International	109	5.6%
Other please specify	92	4.8%
Albuquerque New Mexico International Airport	47	2.4%
Grand Canyon Airport	44	2.3%
Flagstaff Pulliam Airport	38	2.0%
Salt lake City Utah International Airport	37	1.9%
Tucson International Airport	26	1.3%

## Night Before Grand Canyon

Communities that serve as gateways to national parks serve vital functions in providing visitor services and infrastructure – especially providing lodging, restaurants, gas stations and other traveler amenities and activities. Determining where visitors spend the night *before* and *after* their park visit helps define the most important gateways and is useful knowledge for

marketing, planning, and product development throughout the region.

Thus, travelers were asked to identify the name of the city or town they stayed in the night *prior* to visiting Grand Canyon National Park. Here, Arizona communities, located in close proximity to the park, accounted for six of the top 10, led by Flagstaff (17.5%) and Williams (12.6%), but also including in order of frequency: Sedona (6.0%), Phoenix (5.3%), Tusayan (4.3%) and Page (3.4%). Collectively, these six

Arizona communities provided overnight lodging for half (49.1%) of all survey participants prior to their arrival at Grand Canyon National Park.

Las Vegas, Nevada (9.4%) actually ranked third behind Flagstaff and Williams in frequency of overnight stays *before* the park visit. Southern Utah areas located in proximity to the north

rim of Grand Canyon National Park completed the top ten areas as follows: Kanab, Utah (1.9%), Bryce Canyon National Park (1.7%), and St. George, Utah (1.5%). The top 18 communities for overnight stays *before* the canyon visit are shown in Table 39.

Table 39. Where did you spend the night before getting to the GCNP?

	Count	Col %
FLAGSTAFF, AZ	729	17.5%
WILLIAMS, AZ	527	12.6%
LAS VEGAS, NV	391	9.4%
SEDONA, AZ	249	6.0%
PHOENIX, AZ	222	5.3%
TUSAYAN, AZ	178	4.3%
PAGE, AZ	143	3.4%
KANAB, UT	79	1.9%
BRYCE CANYON NATIONAL PARK, UT	69	1.7%
ST GEORGE, UT	62	1.5%
SCOTTSDALE, AZ	59	1.4%
ZION NATIONAL PARK, UT	59	1.4%
JACOB LAKE, AZ	57	1.4%
KINGMAN, AZ	55	1.3%
TUCSON, AZ	51	1.2%
HOLBROOK, AZ	45	1.1%
ALBUQUERQUE, NM	42	1.0%
CAMERON, AZ	40	1.0%

### Night After Grand Canyon

Respondents were also asked to identify the community where they stayed the night *after* leaving Grand Canyon National Park. Responses generally mirrored gateway communities

identified as night-before stops, although now Las Vegas emerged in the top position at 12.7 percent, followed by Flagstaff (10.6%), Phoenix (8.0%), and Williams (7.3%), with a high ranking for Sedona at 6.7%. Seven of the top ten communities listed were in Arizona and

collectively accounted for 41.1 percent of all overnights after leaving the park. Six of these seven matched communities identified for prior night stays, with the addition of Kingman in seventh place.

Las Vegas Nevada, with 12.7 percent of travelers, was the top overnight destination for those leaving the Grand

Canyon. Bryce Canyon National Park and Zion National Park are often visited in conjunction with the North Rim of the Grand Canyon and provide important overnight lodging for travelers on this three-park circuit. The top 20 night-after communities are included in Table 40.

Table 40. Where did you spend the night after leaving the GCNP?

**Where did you spend the night after leaving the GCNP?**

	Count	Col %
LAS VEGAS, NV	525	12.7%
FLAGSTAFF, AZ	439	10.6%
PHOENIX, AZ	334	8.0%
WILLIAMS, AZ	302	7.3%
SEDONA, AZ	276	6.7%
PAGE, AZ	166	4.0%
TUSAYAN, AZ	99	2.4%
BRYCE CANYON NATIONAL PARK, UT	87	2.1%
KINGMAN, AZ	86	2.1%
ZION NATIONAL PARK, UT	71	1.7%
SCOTTSDALE, AZ	61	1.5%
KANAB, UT	60	1.4%
ST GEORGE, UT	60	1.4%
ALBUQUERQUE, NM	51	1.2%
HOLBROOK, AZ	45	1.1%
KAYENTA, AZ	39	.9%
LAUGHLIN, NV	39	.9%
GALLUP, NM	37	.9%
MOAB, UT	34	.8%
CEDAR CITY, UT	33	.8%

## Communities Visited

While the previous two questions asked visitors to specify the communities they spent the night in immediately prior to and after their Grand Canyon National Park visit, a follow-up question asked them to check all communities visited in conjunction with their Grand Canyon trip. Additionally, they were asked to identify if they stayed overnight in that community and if so, how many nights.

The top five communities that were visited in order of frequency were:

- Flagstaff (40.5%)
- Las Vegas (38.7%)
- Sedona (38%)
- Phoenix (29.1%), and
- Williams (26.3%).

See Table 41.

Table 41. Did you or will you visit the following communities?

	Count	Column %
Flagstaff AZ	1415	40.5%
Las Vegas NV	1354	38.7%
Sedona AZ	1329	38.0%
Phoenix AZ	1018	29.1%
Williams AZ	919	26.3%
Navajo Nation	701	20.0%
Page AZ	561	16.0%
Kingman AZ	445	12.7%
Fredonia Jacob Lake AZ	419	12.0%
St George UT	398	11.4%
Tucson AZ	371	10.6%
Hopi Reservation	266	7.6%
Prescott AZ	256	7.3%
Cedar City UT	198	5.7%

When asked if they stayed overnight in these communities the same top choices appeared, although with a different order of frequency. This time, the list was led by Las Vegas, followed by Flagstaff, Phoenix, Williams and Sedona. In terms of length of stay, the longest average overnight stays were in the metropolitan areas of Phoenix (3.9 nights) and Las Vegas (3.1 nights), possibly identifying these areas as hubs for travel to

surrounding areas and as locations for arriving to and/or departing the area by airline. In addition, the long Phoenix stays may reflect a high percentage of those visiting friends and relatives, while the Las Vegas stays perhaps involved additional sightseeing.

Flagstaff (2.6 nights), Sedona (2.4 nights) and Williams (1.9 nights) also reported significant multiple overnight stays.

While visited by smaller percentages, locations further north also hosted overnight travelers as part of their overall trip, including:

- Page (1.6 nights)
- the Navajo Nation (1.4 nights)
- the Hopi Reservation (1.5 nights)
- Fredonia/Jacob Lake (2.4 nights)
- Southern Utah communities in the vicinity of the north rim of Grand Canyon, specifically St.

George (2.1 nights) and Cedar City (1.1nights).

- Also included on the list were two additional Arizona cities – Prescott (2.4 nights) and Tucson (3.3 nights).

See Table 42.

Table 42. Stayed overnight in the following communities and length of stay?

	Count	Column %	Days
Las Vegas, NV	1239	41.1	3.1
Flagstaff, AZ	914	30.3	2.6
Phoenix, AZ	696	23.1	3.9
Williams, AZ	559	18.5	1.9
Sedona, AZ	489	16.2	2.4
Page, AZ	404	13.4	1.6
Tucson, AZ	204	6.8	3.3
Navajo Nation	200	6.6	1.4
St George, UT	185	6.1	2.1
Kingman, AZ	160	5.3	1.5
Fredonia Jacob Lake, AZ	94	3.1	2.4
Cedar City, UT	88	2.9	1.1
Prescott, AZ	66	2.2	2.4
Hopi Reservation	18	0.6	1.5

## Attractions

The multiple communities and attractions visited in conjunction with the Grand Canyon visit underscore that the trip to the canyon was but one stop on a longer trip throughout the region. To rank other area attractions visited, Grand Canyon National Park visitors were provided with a list of regional attractions and asked to identify those

they had visited or planned to visit on their current trip. Again, Las Vegas was prominent among responses; nearly half of GCNP respondents (44.6%) indicated they also planned to visit Las Vegas.

Sedona/Oak Creek Canyon recorded the second highest rate of visitation at 34 percent. Third, and logically visited in conjunction with Las Vegas, was Hoover Dam at 32.7%. In fourth and sixth

positions were Zion (30.6%) and Bryce Canyon (26.5%) national parks. In fifth spot was Phoenix, which was visited by roughly one fourth of Grand Canyon visitors (28.4%). All other attractions from the list are located in Arizona. Most important among these were several other national parks, along with impressive visitor percentages for Native American tribal lands. For example, 17 percent or one in six, also visited the nearby Navajo Nation.

Table 43. Other Attractions Visited in the Region?

	Count	Column %
Las Vegas Nevada	1784	44.6%
Sedona Oak Creek Canyon	1363	34.0%
Hoover Dam	1309	32.7%
Zion National Park	1225	30.6%
Phoenix Arizona	1138	28.4%
Bryce Canyon National Park	1063	26.5%
The Painted Desert	979	24.5%
Petrified Forest National Park	813	20.3%
IMAX Grand Canyon theatre	794	19.8%
Page/Lake Powell	719	18.0%
Monument Valley	716	17.9%
Navajo Nation Reservation	669	16.7%
Cameron Trading Post	594	14.8%
Sunset Crater Volcano Nat Monument and Wupatki National Monument	468	11.7%
Meteor Crater	460	11.5%
Tucson Arizona	420	10.5%
Grand Canyon Railway	303	7.6%
Prescott Arizona	285	7.1%
Hopi Tribe Reservation	284	7.1%
Canyon De Chelly National Monument	257	6.4%
Walnut Canyon National Monument	253	6.3%
Lowell Observatory	174	4.3%
Museum of Northern Arizona	114	2.8%
The White Mountains	96	2.4%
Hualapai Reservation	88	2.2%

This concludes the Regional Travel Patterns section of the report. The next section focuses on questions directly related to the visitor experience inside

Grand Canyon National Park and other management responsibilities of the National Park Service.

## National Park Service Management

### Public Transportation

As reported in the previous section, private and rental vehicles dominated transportation modes for visitors to Grand Canyon. This fact has long posed problems for Grand Canyon park managers; even 50 years ago visitors identified the number of vehicles on park roads and lack of parking spaces as major sources of park congestion. The number of automobiles has also been the impetus and focus of lengthy and involved planning processes aimed at alleviating vehicle stresses in the park by the use of public transportation. Thus, respondents to this survey were asked

whether or not they would be likely to use public transport on a future trip to Grand Canyon. One third (32.3%) indicated they would use public transit to enter the park if it were free, while an additional 12.5 percent said they would do so if moderately priced ( $\leq$ \$25). [The \$25/person was used as a likely approximation since the exact fees needed to run a public transport system are not known; this number may in fact be too high or too low.] Another 17 percent of respondents indicated they were not sure whether or not they would use public transportation. Finally, 38.1 percent said they would be unlikely to use public transportation. See Table 44.

Table 44. On a future visit would you or your group be likely to use public transport to enter the GCNP?

	Yes likely if free	Yes likely if moderately priced (maximum \$25 per person)	No unlikely	Not sure
	%	%	%	%
On a future visit would you or your group be likely to use public transport to enter the GCNP	32.3%	12.5%	38.1%	17.0%

Those who responded that they *would* use public transportation were then given a choice of options to consider. Allowing for multiple responses, the results were:

- Two-thirds said they would park in Tusayan and ride a light rail train into the park (66.4%).
- Two-thirds said they would park in Tusayan and ride a bus (65.6%).
- The option of parking in Williams and riding a high speed train came in third, at 51.6 percent.

- Parking in Flagstaff and riding public transportation from there was the least popular of the choices, by far, although one fourth of those surveyed (22.5%) said they would also do this.

Since high percentages of visitors overnight in Flagstaff and Williams, before and after the park visit, these may present reasonable alternatives for public transportation hubs. See Table 45.

Table 45. If yes, what type of public transport would you or your group be willing to use?

	Count	Column %
Park in Tusayan (gateway community) and ride a train (light rail) into GCNP	1414	66.4%
Park your car in Tusayan (gateway community) and ride a shuttle bus into GCNP	1397	65.6%
Park your car in Williams and ride train (high speed) into GCNP	1100	51.6%
Park your car in Flagstaff and ride public transportation into GCNP	479	22.5%

### Time Spent at Grand Canyon National Park

Respondents were asked to indicate the length of time they spent in Grand Canyon National Park. For those staying less than 24 hours, the average time was reported in hours, and the average (mean) stay was 7.3 hours (the median was 6.0 hours).

Visitors who spent the night reported their trip in days, which averaged 5.3 days, although the median stay was 2.5 days. Because of long stays that can skew the mean, the median numbers here are probably the more reliable. See Table 46.

Table 46. Time spent at Grand Canyon National Park?

	Valid N	Mean	Median
On this trip how much time did you and your group spend at the GCNP? – hours	N=2411	7.3	6.0
On this trip how much time did you and your group spend at the GCNP? – days	N=1911	5.3	2.5

**Did you stay overnight away from home within the GCNP or within 90 miles?**

What percentage of Grand Canyon visitors did stay overnight, either within the park or within 90 miles of the park? Survey results show that fully 78.6 percent, or roughly four out of five parties, spent at least one night in or near the park. Furthermore, these overnight

stays averaged 1.8 nights inside the park and 2.1 nights within a 90 mile radius of the canyon. Once again, these results confirm that Grand Canyon visitors are not just passing through; they are visiting multiple communities and attractions in the region, often using gateway communities in a hub-and-spoke fashion to visit multiple area sights and attractions. See Table 47.

Table 47. Did you stay overnight away from home within the GCNP or within 90 miles?

	Count	Col %
Yes	3440	78.6%
No	934	21.4%

**Accommodations Inside and Outside the Park**

The vast majority of lodging that was used inside and outside the park was hotels/motels. Categories of lodging types were provided and respondents were asked to identify those they used both inside and outside of Grand Canyon National Park.

*Inside the park*, a quarter (25%) of respondents used campgrounds or RV

parks, reflecting a strong camping tradition among park visitors as well as a growing interest in the recreational vehicle market. An additional 4 percent stayed overnight in the park’s backcountry, thereby utilizing campgrounds such as Phantom Ranch or non-developed primitive areas. Seasonal residences in the park accounted for a surprising 9.3 percent of lodging, while 2.6 percent stayed in the residences of friends/family (2.6%). See Table 48.

Table 48. Accommodations inside the GCNP?

	Count	Column %
Other please specify	1261	66.1%
Campground trailer or RV park	474	24.8%
Seasonal residence	178	9.3%
Back country or wilderness site	76	4.0%
Residence of friends or relatives	49	2.6%

The vast majority, or two-thirds of all respondents (66.1%), said they stayed in ‘Other’ lodging inside the park and specified the actual type, primarily hotels and motels operated by park concessionaire Xanterra (35.0%). While technically outside of park boundaries,

lodging facilities in Tusayan were also included in this category. Apparently many visitors perceived Tusayan lodging – used by 23% of visitors – to be inside the park and identified it as such in this portion of the survey. See Table 49

Table 49. “Other” accommodations inside the GCNP?

	Count	Column %
Lodge/Xanterra	426	35.0%
Tusayan	280	23.0%
Bright Angel Lodge	115	9.4%
Maswik Lodge	103	8.5%
North Rim	101	8.3%
Yavapai Lodge	89	7.3%
El Tovar Hotel	65	5.3%
Thunderbird Lodge	13	1.1%
Kachina Lodge	12	1.0%
Other in Park	7	.6%
Phantom Ranch	7	.6%
Ten X/Camping	0	.0%
Total	1218	100.0%

Lodging types used *outside of the park* were primarily hotel and motel facilities specified under the category “Other.” Here, 78.1 percent of visitors spending a night outside of the park indicated they had used a hotel or motel. Campgrounds and RV parks outside the park, while used less frequently than those inside the

park, still accounted for 14.9 percent of overnight accommodations used by travelers during their trip. Backcountry use outside of the park dropped to a mere 2.2 percent. Those staying in a seasonal residence (4.8%) or with family and friends (4.6%) rounded out the survey results. See Table 50.

Table 50. Accommodations outside the GCNP?

	Count	Column %
Other please specify	1787	78.1%
Campground trailer or RV park	340	14.9%
Seasonal residence	109	4.8%
Residence of friends or relatives	105	4.6%
Back country or wilderness site	50	2.2%

In specifying accommodations used *outside the park*, the vast majority of respondents (78.1%) again selected ‘Other’ lodging, and specified the actual types, which were primarily hotels and motels in Northern Arizona communities (72.1%). Some other communities were also noted by visitors, including

Flagstaff (9.8%), Williams (5.0%), and several others (4.3%). These findings confirm all previous findings about the large percentage of overnight stays in gateway communities. See Table 51.

Table 51. Other accommodations outside the GCNP?

	Count	Col %
Hotel/Motel	1045	72.1%
Flagstaff	142	9.8%
Not stated	94	6.5%
Williams	73	5.0%
Other	62	4.3%
Tusayan	21	1.4%
Sedona	11	.8%
Las Vegas	2	.1%
Total	1450	100.0%

## **Grand Canyon National Park- Areas of Interest**

People visit national parks for a variety of personal and social reasons. This section of the report focuses on visitors' specific and general interests as they relate to their Grand Canyon National Park visit. This section also looks at park resources, their value to visitors, as well as visitors' opinions of the quality and importance of the park services offered.

Respondents were provided with a list of interpretive themes and activities or experiences available at Grand Canyon National Park and asked to rate their interest in them on a scale of 1 to 5. Visitors strongly favored all activities and interests that were a *natural* part of the Grand Canyon's history and geography. The top ranked visitor interests at the Grand Canyon were:

- Origins, Formation and geology (3.8)
- Animals and Plants (3.7)
- Wilderness Preservation and Solitude (3.7)
- Cultural History of Native Inhabitants (3.6), and

- Park Ecosystem and Ecology (3.4).

While these topics were of interest to the majority of respondents, equally large majorities expressed little or no interest in organized educational workshops and lectures on these topics. One possible explanation for this may be that sufficient take-away or self-guided materials were available, especially for such highly educated visitors, that no felt need existed to attend organized lectures. Visitors may also prefer passive to active learning while on vacation.

At the other end, at the bottom of the list of visitor interests, appeared all things mechanical or unnatural to the park, such as: ATVs (1.9), helicopter rides (2.1), and jeep tours (2.2). In the middle group were the more physically active pursuits that put visitors in closer touch with the park – river rafting (2.9), backcountry hiking (3.0) or mule rides (2.7), which were popular, although clearly not for everyone. See Table 52.

Table 52. Travel party interests in the Grand Canyon National Park.

	Little or no interest	Little interest	Neutral interest	Strong interest	Very strong interest	Total
	Row %	Row %	Row %	Row %	Row %	Mean
Origins formations and geology	3.6%	7.9%	23.2%	32.5%	32.8%	3.8
Animals and plants	3.1%	9.2%	28.6%	36.0%	23.0%	3.7
Cultural history of native inhabitants	4.4%	12.0%	29.2%	32.3%	22.2%	3.6
Park ecosystems and ecology	6.4%	13.7%	33.8%	29.1%	16.9%	3.4
Wilderness preservation and solitude	4.3%	11.0%	25.4%	30.2%	29.0%	3.7
Organized educational workshops and lectures	23.3%	24.4%	27.5%	16.7%	8.1%	2.6
Helicopter or fixed wing air tours of the Grand Canyon	52.4%	15.6%	13.9%	9.4%	8.7%	2.1
The Grand Canyon Railway	30.9%	19.4%	23.9%	15.7%	10.1%	2.5
Jeep or wilderness tours	43.9%	19.1%	18.6%	11.6%	6.7%	2.2
Back country hiking and biking (includes tours)	26.8%	13.5%	17.5%	21.0%	21.1%	3.0
Colorado River rafting trips	27.5%	12.8%	20.0%	20.5%	19.2%	2.9
Mule rides into the canyon	31.4%	16.6%	20.5%	18.5%	13.1%	2.7
ATV forest tours (all terrain vehicles)	57.0%	14.5%	14.7%	8.7%	5.2%	1.9

### Leisure Interests

What are the everyday or general leisure interests of Grand Canyon visitors – i.e., what leisure activities do they engage in at home? This can be important information for refining current park offerings or planning future park activities, or for proposed product development in the region. To ascertain these interests, a list of leisure activities, including some available in the region, were listed on the survey form. Using the 1 to 5 scale, respondents were asked to rate their interest in each. The results varied dramatically across the scale, from 1.6 to 4.5.

Reflecting their age and higher educational attainment, Grand Canyon respondents were generally most interested in cultural/historic and educational pursuits, and least interested in such things as gambling and golf.

Despite their high propensity to add Las Vegas to the Grand Canyon trip itinerary, perhaps they were going there not to gamble, but to see the sights. They were generally not attracted to “hard” adventure activities like rock climbing or mountain biking, but preferred dining out or shopping. Their interests classify them very much as the “Geotourists” identified by the Travel Industry Association of America – especially their strong interest in ecotourism and the environment.

Thus, not surprisingly, visiting national and state parks topped the list of general interests with a score of 4.5. Visiting historic sites (3.9) and museum/cultural attractions (3.6) were also ranked highly. At the bottom of the list of interests for Grand Canyon National Park visitors completing the survey were: gambling (1.6), golf (1.7), and rock climbing (1.8). See Table 53.

Table 53. Travel parties leisure interests.

	Not at all interested	Uninterested	Neither interested nor uninterested	Interested	Very interested	Total
	Row %	Row %	Row %	Row %	Row %	Mean
Visiting national or state parks	.3%	1.0%	10.1%	26.3%	62.3%	4.5
Archeology or paleontology	7.4%	17.1%	33.5%	24.4%	17.6%	3.3
Skiing or snow sports	42.1%	21.4%	17.5%	9.9%	9.0%	2.2
Ecotourism and the environment	9.6%	15.7%	34.1%	22.9%	17.6%	3.2
Mountain biking	52.6%	19.8%	16.8%	6.5%	4.3%	1.9
History or historic sites	1.6%	6.2%	23.6%	35.7%	32.9%	3.9
Museums or cultural attractions	3.7%	9.4%	29.7%	34.8%	22.5%	3.6
Fishing or hunting	53.7%	16.0%	14.0%	9.3%	6.9%	2.0
Shopping	25.6%	20.1%	28.9%	16.2%	9.2%	2.6
Gambling-gaming	69.9%	12.5%	10.0%	4.6%	2.9%	1.6
Dining out	6.1%	10.5%	30.4%	28.6%	24.3%	3.5
White water rafting or water sports	27.9%	15.6%	23.8%	19.9%	12.9%	2.7
Golf	66.0%	12.3%	10.6%	6.4%	4.8%	1.7
Rock climbing	58.4%	17.0%	14.1%	7.1%	3.4%	1.8
Camping or tenting	32.9%	14.1%	17.1%	17.0%	18.9%	2.7
RV-ing	55.9%	12.6%	11.4%	8.0%	12.1%	2.1

### Protection of Resources

Grand Canyon visitors showed a strong interest in protecting the park’s natural resources. Clearly, preservation of the park’s natural resources for future generations – the preservation part of the park’s mission, in addition to the recreation part – was very important to park visitors.

Again, respondents used the rating system of 1 to 5, representing low to high importance, to rank the importance of various park resources or opportunities. Findings for this question were closely grouped indicating that respondents were highly supportive of protecting *all* park variables, with average scores ranging from 4.8 to 3.9.

As before, visitors most valued the natural resources of the park above the developed resources. Three-fourths of survey participants identified protection of the following to be “Extremely Important”:

- Native Plants and Animals (4.7)
- Endangered Species (4.7)
- Clean Air (4.7)
- Clean Water (4.8).

Other highly valued park resources included:

- Natural quiet and the sounds of nature (4.6) and
- Protection of solitude (4.3).

See all responses in Table 54.

Table 54. Protection of resources.

	Not important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Extremely important	Total
	Row %	Row %	Row %	Row %	Row %	Mean
Native plants and animals	.5%	1.0%	5.5%	17.0%	76.1%	4.7
Endangered species	1.0%	1.3%	5.2%	13.9%	78.5%	4.7
Clean air	.5%	.4%	3.6%	14.9%	80.6%	4.7
Clean water	.5%	.1%	3.5%	13.7%	82.2%	4.8
Natural quiet and the sounds of nature	.8%	.5%	6.6%	19.6%	72.4%	4.6
Solitude	1.8%	2.8%	15.4%	23.9%	56.1%	4.3
Recreational opportunities (hiking camping etc)	3.2%	4.1%	17.7%	29.2%	45.8%	4.1
Educational opportunities	2.9%	6.3%	23.0%	31.6%	36.1%	3.9
Historic buildings or archeological sites	1.2%	4.2%	18.3%	29.5%	46.7%	4.2
Night sky or stargazing	3.8%	7.7%	20.7%	26.8%	41.0%	3.9
Designated wilderness or backcountry	5.0%	6.4%	19.7%	25.1%	43.9%	4.0

### Park Experiences

Grand Canyon National Park visitors highly value the natural environment protected by the park. Do they feel that any parts of their visitor experience are being unduly compromised by current practices or conditions in the park?

The next question listed six circumstances that could potentially influence visitor experiences, either positively or negatively. Participants were asked to specify whether each ‘Added to’, ‘Detracted from’ or had ‘No effect’ on their visit to Grand Canyon National Park. Please bear in mind that the following table does not present this data by seasons; rather, these responses are averaged for the year.

Experiences related to crowding – ‘Number of people in park’ (71.5%) and ‘Number of private vehicles in park’ (75.4%) – were surprisingly judged by three-fourths of visitors to have “no

effect” on their visits. While the number of vehicles was not perceived as a major detraction, the availability of parking spaces or the lack thereof, *did* detract from the visits of nearly a quarter of those entering the park (23.4%). Still, however, 60.1 percent said that parking space availability had “no effect” on their experience.

Did helicopter or airplane overflights of the canyon have an influence on the visitor experience? Apparently not, since 81.6 percent of respondents indicated “no effect” from these flights. “Air quality in the park” (35.9%) and “Getting to and from the park” (27.8%) were identified by the largest number of visitors as “adding to the visit.” The redeeming experience of viewing the canyon, added to the fact that visitors *expect* the park to be crowded, may offset the potentially negative effects of crowding, congestion, and overflights. See Table 55.

Table 55. Park experiences.

	Added to visit	No effect	Detracted from visit
	%	%	%
Number of people in park	13.2%	71.5%	15.3%
Number of private vehicles in park	6.8%	75.4%	17.9%
Availability of parking spaces	16.5%	60.1%	23.4%
Air quality in park	35.9%	54.5%	9.6%
Helicopter or airplane park over flights	5.3%	81.6%	13.1%
Getting to and from park	27.8%	66.0%	6.2%

### In-Park Services

Grand Canyon National Park provides many amenities and services to enhance the park experience for visitors. Which of these are most used and valued by visitors? A list of 21 services available within Grand Canyon National Park was included on the survey form. Participants were directed to mark each item that they used while visiting Grand Canyon National Park.

Not surprisingly, in first place were the spectacular canyon overlooks, which were used by nearly all visitors (90.6%) and are an essential unifying element of the Grand Canyon experience. Also, not surprising given the predominance of personal vehicles as transportation modes in the park, were high response rates for use of Directional road signs (81.3%) and Parking lots (77.8%). Also, 42.5 percent of those surveyed used the free park shuttle system.

Among the information sources on the list, the Visitor Center was included as a stop for over three quarters (77.8%) of participants. Other information sources included “The Guide” newspaper

(57.6%), contact with park rangers (40.2%), and Park safety information (30.6%). While park rangers were often approached for information, only 18.6 percent of visitors chose to participate in a ranger-led program. Thus, visitors were twice as likely to speak with or casually access park rangers as to attend an organized ranger-led program – again, the passive vs. active split.

Restrooms, gift shops and restaurants were also very important to visitors. The most popular concession operations were retail gift shops (69.5%) and park restaurants (60.3%). Stays in park lodging facilities were only reported by 26.9 percent of those surveyed. While canyon overlooks were used by nearly everyone, rim hiking trails attracted only about half (49.1%) of visitors. Also, while half hiked *rim trails*, only about one in five visitors (21.5%) hiked *below-the-rim* trails – more “soft” than “hard” adventure. See Table 56.

Table 56. In-Park services.

	Count	Column %
Canyon overlooks	2542	90.6%
Directional road signs	2282	81.3%
Parking spaces and lots	2183	77.8%
Visitor center	2104	75.0%
Visitor center restrooms	1973	70.3%
Park souvenir and gift shops	1951	69.5%
Park restaurants and food service	1693	60.3%
Park newspaper The Guide	1617	57.6%
Rim hiking trails	1379	49.1%
Free park shuttle buses	1193	42.5%
Access to (talk with) park rangers	1127	40.2%
Park safety information	859	30.6%
Park lodging	754	26.9%
Below-the-rim hiking trails	604	21.5%
Ranger led programs	522	18.6%
Park campgrounds	304	10.8%
Grand Canyon Railway	165	5.9%
Other	144	5.1%
Concessionaire guided bus tour	131	4.7%
Access for disabled persons	122	4.3%
Trailer village	59	2.1%

### In-Park Services- Importance

After visitors identified the in-park services they used, they were directed to rate the importance of these same services on the 1 to 5 scale, where 1 was 'Not Important' and 5 was 'Extremely Important'. The results show that high importance often correlated with high use rates; for example, highly used Canyon overlooks also ranked highest in importance with a mean score of 4.8. While the Visitor Center was perceived by 76.6 percent to be somewhat or extremely important, visitor center *restrooms* actually outranked the center as a whole (4.1 mean) with an even higher mean score of 4.6, reflecting the

90 percent who felt restrooms were somewhat or extremely important. Again, due to the high use of personal vehicles in the park, Directional road signs and Parking spaces each averaged a high of 4.5 in importance. Other mean scores above 4.0 in importance included:

- Rim Hiking Trails (4.4)
- Free Park Shuttle Bus (4.4)
- Park Safety Information (4.4)
- The Guide Newspaper (4.3)
- Visitor Center (4.1) and
- Below-Rim Hiking Trails (4.1).

While below-rim hiking trails were used by less than one-fourth of visitors, they were ranked more highly in importance (4.1). The least important park service turned out to

be the trailer village (2.5). See Table 57.

Table 57. Importance of in-park services.

	Not important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Extremely important	Total
	Row %	Row %	Row %	Row %	Row %	Mean
Visitor center	1.8%	3.7%	17.8%	32.0%	44.6%	4.1
Visitor center restrooms	.8%	.6%	8.6%	22.2%	67.8%	4.6
Directional road signs	.7%	.6%	7.8%	26.2%	64.7%	4.5
Canyon overlooks	.4%	.1%	1.4%	11.5%	86.6%	4.8
Access to (talk with) park rangers	3.0%	3.1%	20.2%	33.6%	40.1%	4.0
Park restaurants and food service	3.3%	3.1%	20.3%	35.4%	37.9%	4.0
Park lodging	10.5%	2.7%	11.1%	24.7%	51.0%	4.0
Park campgrounds	19.5%	6.8%	11.0%	15.5%	47.2%	3.6
Trailer village	45.5%	10.2%	13.8%	12.4%	18.1%	2.5
Rim hiking trails	4.9%	.9%	5.6%	21.8%	66.8%	4.4
Below-the-rim hiking trails	12.2%	2.3%	9.1%	17.9%	58.4%	4.1
Access for disabled persons	24.4%	3.4%	14.6%	15.5%	42.1%	3.5
Park souvenir and gift shops	5.2%	7.9%	35.0%	31.0%	20.9%	3.5
Ranger led programs	8.1%	3.8%	16.3%	28.1%	43.8%	4.0
Free park shuttle buses	4.5%	1.9%	7.7%	19.1%	66.9%	4.4
Concessionaire guided bus tour	28.7%	7.8%	20.5%	16.3%	26.7%	3.0
Park newspaper The Guide	3.0%	1.9%	12.8%	27.1%	55.2%	4.3
Grand Canyon Railway	21.9%	7.5%	19.1%	20.4%	31.0%	3.3
Parking spaces and lots	.9%	1.2%	8.7%	25.4%	63.7%	4.5
Park safety information	1.7%	1.3%	11.0%	25.2%	60.8%	4.4
Other	13.9%	4.4%	11.7%	13.1%	56.9%	3.9

### In-Park Services- Quality

Finally, visitors were asked to rate the *quality* of the same list of available park services. Again, the categories that ranked highest in quality generally paralleled those ranked highly for use and importance. Canyon overlooks garnered the highest *quality* mean rating of 4.6. The importance attached to the Grand Canyon's views was reinforced by the high quality ranking for rim hiking trails, which scored exactly the same in importance and quality – 4.4.

Of higher *quality* (4.4) than importance (4.0) were Ranger-led programs. Quality equaled importance for *The Guide* newspaper (both at 4.3).

While four other categories also rated 4.3, only the Visitor Center's *quality* rating exceeded that of its corresponding importance score; the other three did not and may indicate areas where visitor expectations are not being met, and these included: Visitor center restrooms (4.3) Park Shuttle (4.3) and Park Safety (4.3).

Also notable in the top 10 scores for quality were the Grand Canyon Railway (4.2) and Below-rim hiking trails (4.2),

each exceeding their respective scores on Importance. See Table 58.

Table 58. Quality of in-park services.

	Very poor	Poor	Neither good nor poor	Good	Very good	Total
	Row %	Row %	Row %	Row %	Row %	Mean
Visitor center	.7%	2.3%	12.0%	32.2%	52.7%	4.3
Visitor center restrooms	1.2%	2.2%	13.9%	33.3%	49.4%	4.3
Directional road signs	3.6%	8.9%	19.9%	30.9%	36.7%	3.9
Canyon overlooks	.2%	.9%	5.8%	22.2%	70.9%	4.6
Access to (talk with) park rangers	3.4%	4.3%	17.6%	25.3%	49.3%	4.1
Park restaurants and food service	3.4%	9.8%	30.7%	33.8%	22.4%	3.6
Park lodging	2.8%	7.6%	23.7%	35.5%	30.4%	3.8
Park campgrounds	3.4%	7.3%	22.6%	28.4%	38.3%	3.9
Trailer village	9.5%	11.3%	29.2%	26.2%	23.8%	3.4
Rim hiking trails	.4%	1.5%	8.0%	34.1%	56.0%	4.4
Below-the-rim hiking trails	1.5%	3.2%	15.7%	29.4%	50.2%	4.2
Access for disabled persons	10.7%	10.3%	24.1%	24.8%	30.1%	3.5
Park souvenir and gift shops	.7%	3.4%	23.6%	39.0%	33.3%	4.0
Ranger led programs	1.8%	2.2%	10.8%	25.0%	60.2%	4.4
Free park shuttle buses	1.5%	3.5%	12.1%	26.6%	56.4%	4.3
Concessionaire guided bus tour	5.1%	6.7%	24.1%	25.4%	38.7%	3.9
Park newspaper The Guide	1.0%	2.2%	13.1%	33.6%	50.1%	4.3
Grand Canyon Railway	2.6%	2.3%	16.9%	25.2%	53.0%	4.2
Parking spaces and lots	4.1%	9.0%	21.8%	33.9%	31.1%	3.8
Park safety information	1.0%	1.9%	12.5%	33.5%	51.1%	4.3
Other	14.0%	12.1%	12.1%	17.8%	43.9%	3.7

### Primary Reason for Grand Canyon National Park Visit

The next question asked respondents to identify the primary reason for their visit to Grand Canyon National Park. Not surprisingly, two-thirds (66.2%) identified visiting the park itself as the main reason for their visit. Next, though a much less important reason (24.0%) was visiting a number of attractions in the area. These results should not be seen to contradict earlier findings about

the Grand Canyon as a primary destination vs. a multi-stop trip; they do not. The two questions were getting at very different things: identification of primary destination vs. main reason for visiting Grand Canyon specifically.

Visiting friends or relatives (3.5%) or Attending business-related functions in the area (2.5%) were mentioned by very small percentages. Thus, most people visiting Grand Canyon National Park purposely set out to do so. See Table 59.

Table 59. Primary reason for visit to Grand Canyon National Park.

	Count	Col %
Visit Grand Canyon NP	2904	66.2%
Visit a number of attractions in the area	1051	24.0%
Other please specify	172	3.9%
Visit friends or relatives in the area	153	3.5%
Business (conventions or conference in the area)	108	2.5%
Total	4388	100.0%

Visitor groups were also asked “What was the highlight of your visit to Grand Canyon National Park?” Eighty-seven percent (3910 groups) responded to this open-ended question. Their responses were clustered and summarized in the following table. For most, the highlight was the sheer scenic beauty of the canyon, along with hiking trails, wildlife and other visitor amenities. See Table 60.

Table 60. What was the highlight of your visit to Grand Canyon National Park?

Comment	Number of times mentioned
<b>The Grand Canyon/Grandeur/Beauty</b>	
The canyon itself, depth, beauty, colors	773
Statements about wonder, amazement, awe inspiring	532
Spectacular views of the canyon, colors	510
Scenery	219
Grand Canyon National Park, a special place	147
Spectacular overlooks, views of the canyon	139
Experiences of the beauty of the canyon	123
Serenity, peace/ and quiet of the canyon	99
Enjoyment of the Canyon, experiences	85
Observe nature, taking pictures, documenting the canyon	30
<b>Interpretive Services</b>	
Hiking trails, Kaibab, Bright Angel, etc.	427

Rim hiking trails	174
North Rim experiences	157
Natural Processes, Colorado River, Geology of the Canyon	169
Children/Kids (21)	21
Earth sciences	4
<b>Maintenance &amp; Facilities</b>	
Visitor amenities at GCNP, well designed, availability	158
Architecture, Mary Coulter, Desert View Tower, rim architecture, El Tovar	121
Benefits of trip, experiences at the Canyon	48
Availability of bus tours, bus drivers, knowledge and access	32
<b>General</b>	
Experiences related to time of the day, photographs etc.	213
Weather, the impact of weather on the canyon, views etc.	66
Experiences with family members, grandchildren, bonding	17
<b>Resource Management</b>	
Wildlife, condors, elk, turkeys, vultures, mule deer	225
<b>Traffic/Car/Transportation</b>	
General transport, availability of shuttles, bus, Grand Canyon Railway	76
Helicopter tours, fixed wing tours, visitor experiences	58
Driving along the rim, the ability to visit over look sights, convenience	19
<b>Concessions</b>	
Grand Canyon Lodges, personnel, El Tovar, Maswick & Bright Angel lodges, restaurants, food service, availability	124

Visitor groups were also asked, “During your visit to Grand Canyon NP, was there anything you or your group expected to see or do but were not able to?” Slightly more than one-fourth

(26.4%) of visitors indicated that there was something specific that they were not able to see or do on their trip to Grand Canyon National Park. See Table 61.

Table 61. During your visit to Grand Canyon NP, was there anything you or your group expected to see or do but were not able to?

**During your visit to the GCNP was there anything specific that your group expected to see but were not able to?**

	Frequency	Valid Percent	Cumulative Percent
Yes	1075	26.4%	26.4%
No	2995	73.6%	100.0%
Total	4070	100.0%	

If visitor groups answered “Yes” they were asked to write in what it was they expected to see or do. Twenty-six percent (1075 groups) responded to this question, and their comments were

clustered and summarized in the table below. Generally, responses centered around inability to go hiking, or get reservations for activities, such as mule rides or view wildlife. See Table 62.

Table 62. What was it that you expected to see or do?

<b>Comment</b>	<b>Number of times mentioned</b>
<b>Traffic/Car/Transportation</b>	
Lack of transport options to get around the park	44
Lack of parking spaces	7
<b>Interpretive Services</b>	
Not enough time available on trip to see all visitors wanted to see	154
Could not go hiking/walking, health reasons, access, etc.	96
Trail conditions, icy trails, trails closed	61
Not physically able to hike, go to the bottom of the Canyon	39
Views obscured because of haze, clouds, smoke	34
Access to all rim trails and overlooks	32
Access to other areas, West Rim, Point Imperial	19

Table 62. What was it that you expected to see or do? continued

<b>Comment</b>	Number of times mentioned
<b>Concessions</b>	
Could not get reservations for mule rides, weight issues, availability	136
Xanterra and lodging related, availability, quality etc.	52
Cost of helicopter, appropriateness	24
Food & restaurants, availability, quality and price	19
<b>Maintenance &amp; Facilities</b>	
Services and amenities available in park, restrooms etc.	36
Smoke, wildfire, RX burns	32
North rim closed, weather	27
Movement around the rim, park	24
Unable to visit North Rim	15
Perceived lack of safety	8
Crowding conditions	3
<b>Resource Management</b>	
Access to the bottom of the Canyon for all groups, abilities, etc.	179
Wildlife, deer, elk, condors not seen	108
Park services not available, ranger talks, trails etc.	104
Access to Colorado river	38
Availability of rafting, reservations	21
<b>General</b>	
Miscellaneous comments, visitor behavior, sunsets, lack of solitudes	167
Inclement weather, snow, thunder storms, rain etc.	80
Time of day affected visit, sunset, sunrise, clouds etc.	48

Next, visitor groups were asked, “What kept you from seeing or doing what you expected to?” Twenty-six percent (1075 groups) responded to this question, and their comments are summarized below.

Generally, it was lack of time or weather that prevented visitors from seeing or doing all they expected to do. See Table 63.

Table 63. What kept you from seeing or doing what you expected to?

<b>Comment</b>	<b>Number of times mentioned</b>
<b>No Time or Lack of Time at Canyon</b>	
Lack of time at the Canyon, on this trip	146
Inclement weather reduced time, snow, wind, rain, heat etc.	83
No time to see all sights, view points or participate in activities	66
Trip duration too short, bus trip, train etc.	16
<b>Interpretive Services</b>	
The need for advanced reservations, not able to take river trip, mule ride, etc.	24
Too many people, lack of solitudes, crowding	18
Not enough activities for children, too dangerous for children	16
Lack of information available about bus routes, driving directions	9
Poor air quality, haze, smoke, pollution	8
Not able to go hiking in specific areas, trail conditions etc.	6
<b>Maintenance &amp; Facilities</b>	
Road conditions, road construction	36
Difficulty of traveling to areas of the park	24
Travel closure North Rim closed	21
Resources not available, shuttles, parking spaces, ranger guided talks etc.	21
Lack of parking spaces	19
Shuttle buses, crowded, not running, infrequency	17
Travel restrictions relating to road closures, rim closures etc.	17
Transport issues, shuttles, parking etc.	8
<b>Resource Management</b>	
Presence of smoke from prescribed burns and wildfire	20
Wildfire activity on North and South Rim	18

Table 63. What kept you from seeing or doing what you expected to? continued

<b>Comment</b>	Number of times mentioned
<b>Concessions</b>	
Cost of lodging, food and activities i.e. river trip, helicopter and lodging	23
Conditions created by mules on trails, cost of mule trips, inability to reserve mule trips	9
<b>General</b>	
Health related issues, weight, bad knees, unable to hike, surface of trails, diabetes, age related	42
Lack of picnic facilities on the South Rim, lack of restaurants with food that visitors want, cost of food	12
Weather conditions, wind, snow, fog, heat, rain	12

Visitor groups were also asked, “If you were the GCNP superintendent, what is the single improvement you would make to most improve the park experience for visitors?” Sixty- seven percent (3008 groups) responded to this question. Their comments about the improvements they would make as superintendent are summarized below. Generally, visitors

would install more signage and directions, provide more shuttle buses, more parking, as well as interpretive and concession services for visitors. They also expressed a need to improve safety at the canyon’s edge. Others commented that the park experience could not be improved. See Table 64.

Table 64. If you were the Superintendent what would you change?

<b>Comment</b>	<b>Number of times mentioned</b>
<b>Traffic/Cars/Transportation</b>	
Directions/Signage	330
Shuttles/Bus	294
Parking, lack of spaces	248
Limit private vehicles in the park	121
Traffic congestion	96
Road conditions	68
Transportation related issues	66
General traffic, entrance congestion	54
Grand Canyon Railway	43
Ban or limit cars, helicopters, fixed wing airplanes in park	9
<b>Interpretive Services</b>	
Beauty and grandeur of GCNP	228
Information sources in park	183
Hiking above and below rim	107
People, lack of solitude, congestion	102
Visitor center programs	93
Rangers, access to, ranger programs, presence	82
Views, view points, West Rim access	32
Children, programs, interpretation	18
<b>Concessions/Activities/Services</b>	
Lodge, El Tovar, Maswick, and services	237
Restaurant/food, availability, quality, service	130
Campgrounds, reservations, showers, RV's	107
Stores, access, times and availability	65
Mule rides, weight limits, reservations	23
Reservations, lodging and mule ride reservations	15
Foreigners, materials	6

Table 64. If you were the Superintendent what would you change? continued.

<b>Maintenance &amp; Facilities</b>	
Safety concerns, railings, fences, too close to the edge of the canyon	222
South Rim issues, access to West Rim, Hermits Rest	106
Entrance fees, cost of entrance and other programs	91
Facilities & services, trash pickup, cleanliness of restrooms etc.	52
Ease of movement about the park, travel route planning	45
Weather related, snow and icy conditions on rim trails	43
Special areas, Grand View, Point Imperial, access	43
North Rim, lack of commercialization	39
Water fountains, lack of available water	34
Air quality, related to wildfire and haze	32
Trails, conditions, access, maps	30
Problems related to number of visitors	30
Handicap/Disabled Services, lack of, ADA	22
Access to the village, services etc.	20
<b>Resource Management</b>	
Access to the Canyon for all, get into the Canyon, tram, Cable car Cog Railway	90
Congestion during summer months	83
Influence of visitors, lack of solitude, experiences etc	44
Visiting the Canyon interior/Phantom Ranch	17
Reduce impacts of commercialization on South Rim	14
Nature, grandeur and beauty of the Grand Canyon	10
<b>General</b>	
Good Experience/Positive comments about the Park	263
Nothing, cannot improve on nature, no Improvement needed	71
Health concerns of visitors, altitude of the park	5

Finally, visitor groups were asked, “Would your group recommend to friends and family that they visit Grand Canyon National Park?” Less than one percent (0.7%) of visitors indicated that they would not recommend a visit to the

Grand Canyon National Park to friends or relatives, while 99.3 percent said they would. This is an overwhelming affirmation of the level of visitor satisfaction with the Grand Canyon experience. See Table 65.

Table 65. Would your group recommend to friends and family that they visit Grand Canyon National Park?

**Would your group recommend to friends and family that they visit GCNP**

	Frequency	Valid Percent	Cumulative Percent
Yes	4346	99.3%	99.3%
No	30	.7%	100.0%
Total	4376	100.0%	

If visitor groups responded “No” they were asked to explain “Why not?” Three percent (145 groups) responded to this question. It is interesting to note, that only 30 respondents indicated that they would not recommend the GCNP to friends or family. However, 145 groups responded, and when the responses are analyzed, we find that 81 responses (54.3%) are positive, with the remainder

of responses reflecting negative aspects of the Grand Canyon National Park experience. It appears from this question, that visitors have a positive view of the Canyon, their experiences and the staff of the park. The summarized comments of visitors who would not recommend the park to family and friends can be found in Table 66.

Table 66. Would your group recommend to friends and family that they visit Grand Canyon National Park?

<b>Comment</b>	<b>Number of times mentioned</b>
<b>Grandeur/Beauty of the Grand Canyon/</b>	
The beauty, magnificence of the Canyon	30
The Grand Canyon, geology, the Colorado River	20
<b>Interpretive Services</b>	
North Rim less crowded, more natural	14
South Rim, more crowded, more amenities	13
Crowds and congestion at the park	17
Good place for family vacation, children's activities	15
Good information on geology, the canyon and natural processes	13
Importance of visiting in specific seasons, winter for less crowding	6
<b>Maintenance &amp; Facilities</b>	
Anti vehicle agenda, traffic congestion	3
Availability of lodging at Park	2
Would recommend GCNP to others	3
<b>Dissatisfaction</b>	
Generally dissatisfied with park experience, not as pretty as postcards, too much hype	7
Reduce costs of lodging, food and entrance fees	6

This concludes the In-Park Services section of the report. The Economic Impact of Grand Canyon National Park and visitor expenditure data are presented in the following section.

## PART THREE

### The Economic Impact of Grand Canyon National Park

#### Estimated In-Park Expenditures of Grand Canyon Visitors

National Parks are important to regional economies. Visitors spend money both at the park and in the surrounding area, and their expenditures have a significant impact on local economies, on tourist service providers and the extended community generally. Numerous studies have pointed out the impact that national park visitors have on local communities, and Grand Canyon park visitors are no exception.

Park visitors were asked to estimate the total expenditure for their group in two ways: (1) *in the park* and (2) *within 90 miles of the park*. Respondents were asked to estimate the expenditures for their party in the following categories: lodging (hotel, motel, cabin, etc.); camping fees and charges; food and beverages (restaurants, bars, etc); grocery store purchases; entertainment/recreation (admission and entrance fees); transportation (including gas, oil, auto and RV expenses); shopping (souvenirs, gifts, film, clothing etc.); and other (all other purchases).

Respondents were also asked to indicate the number of people the above expenses were for – i.e., party size. They indicated that the expenditures were for an average of 2.8 adults, and 1.4 children under age 18. When combined, this yields an average party size of 3.42 persons.

The *in-park* expenditures for Grand Canyon visitors are found in Table 67. The expenditures are shown both as the mean (arithmetic average) and the median (the value above and below which half the cases fall, or the 50th percentile). The median tends to be less influenced by extreme values, both high and low, which can have an adverse impact on the mean.

The largest expenditures in the park were for visitors who stayed in National Park lodgings, with average expenditures of \$188 for their trip. It is important to note that not all visitors had expenditures in every category; only 25.4 percent had lodging expenditures in the park. The next largest expenditures were for food and beverage in the park, with average per-party expenditures of \$96; 41.5 percent of visitors indicated that they had food and beverage expenditures. Tourist shopping, which averaged \$78 per-party, was the most common in-park expenditure, engaged in by 42 percent of all visitors.

Transportation expenditures, averaged \$56 per-party, and were the fourth highest in-park expenditures; 13 percent of respondents indicated spending money on transportation. Expenditures on entertainment/recreation, including entrance fees and admissions, accounted for an average of \$38 per-party, and had moderate participation at 31 percent of the sample. Grocery expenditures averaged \$29 per-party and were reported by 23 percent of the sample. Camping fees averaged \$24 per-party

and were reported by 15.7 percent of the sample.

“Other” expenditures, which averaged \$28 per-party, accounted for the balance;

these were not enumerated, although they may include expenditures on such things as tours, group activities, etc. “Other” expenditures had the lowest participation rate, accounting for 9.8 percent of the sample. See Table 67.

Table 67. How much did you spend *in* the National Park on the following?

	Mean	Median
Lodging (hotel motel cabin B&B etc)	\$188.1	\$127.0
Camping fees and charges	\$23.9	\$4.0
Food and beverage (restaurants bars etc)	\$95.9	\$50.0
Grocery store purchases	\$28.7	\$15.0
Entertainment recreation (admissions and entrance fees)	\$38.2	\$20.0
Transportation (include gas oil auto and RV expenses)	\$55.8	\$20.0
Shopping (souvenirs gifts film clothing etc)	\$77.9	\$50.0
Other (all other purchases)	\$27.7	\$0

### Estimated Outside-Park Expenditures of Grand Canyon Visitors

National park visitor expenditures in outlying and gateway communities are very important for two major reasons. In the southwest, national parks are normally located in rural counties with small populations whose economies are dependent upon resource extraction and tourism. Therefore, visitor expenditures normally occur in rural communities disproportionately dependent on tourism. Thus, expenditures by national park visitors are very important to local economies. Visitors pay for goods and services in the gateway communities, in hinterlands adjacent to the park. These

expenditures for goods and services are the focus of this analysis.

Visitors were asked to estimate the total expenditure for their group *within 90 miles of the park*. The 90-mile boundary includes the communities of Tusayan, Cameron, Flagstaff and Williams. Respondents were asked to estimate the expenditures for their party in the following categories: lodging (hotel, motel, cabin, etc.); camping fees and charges; food and beverages (restaurants, bars, etc); grocery store purchases; entertainment/recreation (admission and entrance fees); transportation (including gas, oil, auto and RV expenses); shopping (souvenirs, gifts, film, clothing, etc.); and other (all

“other” purchases). Respondents were also asked to include the number of people the above expenses covered, i.e., party size. Respondents indicated that the expenditures were for an average of 2.8 adults, and 1.4 children under age 18. When combined this yields a party size of 3.42 persons. Expenditures for visitors *outside and within 90 miles of the park* are found in Table 68, and shown both as the mean (arithmetic average) and the median (the value above and below which half of the cases fall; the 50th percentile). The median is less influenced by extreme values, both high and low, which tend to have an adverse impact on the mean.

Highest expenditures were for lodging with average expenditure of \$181 per party. It is important to note that not all visitors had expenditures in each category; only about one-third (30.7%) of all visitors in the sample had lodging expenditures. Food and beverage rated second highest with average per-party

expenditures of \$99; 34 percent of all visitors indicating they had food and beverage expenses. The third largest expenditure was for transportation expenditures, with an average of \$82 per-party; 33.5 percent had transportation expenditures. Tourist shopping averaged \$76 per-party; 24.6 percent of all visitors indicating they had tourist shopping expenses. “Other” expenditures averaged \$46 per party. While “other” expenditures were the fifth highest they had the lowest contributor percent at 10 percent of the sample. Recreation expenditures (including admissions and entrance fees) averaged \$45 per-party with 21 percent of respondents indicating they had recreation/entertainment expenditures. Expenditures on camping and grocery expenditures accounted for an average of \$39 per-party for grocery and \$24 per party for camping. The participation levels were low for these expenditures as well, with 21 percent reporting grocery expenditures and 12 percent camping fees and charges. See Table 68.

Table 68. How much did you spend within 90 miles of the National Park on the following?

	Mean	Median
Lodging (hotel motel cabin B&B etc)	\$181.2	\$130.0
Camping fees and charges	\$24.5	\$0
Food and beverage (restaurants bars etc)	\$98.9	\$60.0
Grocery store purchases	\$39.5	\$20.0
Entertainment recreation (admissions and entrance fees)	\$45.3	\$20.0
Transportation (include gas oil auto and RV expenses)	\$82.5	\$40.0
Shopping (souvenirs gifts film clothing etc)	\$76.2	\$40.0
Other (all other purchases)	\$46.5	\$0

# The Regional Economic Impact of Grand Canyon Visitors

## Introduction

The regional economic impact of Grand Canyon visitors is very important. To estimate the impact of Grand Canyon on the regional economy, the principals hired a regional economist, Evan E. Hjerpe, of the School of Forestry at Northern Arizona University to calculate the impact using the IMPLAN model.

Question #19 of the Grand Canyon National Park Visitor Study examines the regional economic impact of visitors. Visitors were asked to detail the amount of trip-related expenditures made inside the national park and within the surrounding region. Regional economic impact analysis can illustrate the significant effects of Grand Canyon tourism on surrounding communities and can highlight specific economic sector contributions.

Grand Canyon National Park (GCNP) is located primarily in Coconino County, Arizona. The developed areas within the park on the South Rim and the North Rim are both located within Coconino County, as are the primary gateway communities to Grand Canyon National Park: Flagstaff, Williams, Tusayan, Cameron, Page, Marble Canyon, Fredonia, and Jacob Lake. These communities can be generalized as having rural populations, higher unemployment rates, and low per capita wages.

## Methods

Visitors were requested to estimate the total trip expenditures in eight

categories: lodging, camping fees, food and beverage, groceries, entertainment/recreation, transportation, shopping, and other. For all questions, visitors were asked to list expenditures made within GCNP and expenditures made within 90 miles of GCNP. Answers from survey respondents were totaled for each category and were averaged to represent the mean expenditures of a typical Grand Canyon visitor.

Mean expenditures were multiplied by the total number of Grand Canyon visitors (4,287,296) for the year 2004 to estimate annual regional expenditures. The totals from each of the eight categories were then entered into IMPLAN's Impact Analysis. IMPLAN (IMpact Analysis for PLANing) is economic modeling software originally developed to assist the USDA Forest Service in resource and land management planning. IMPLAN utilizes input-output methods to estimate the direct, indirect, and induced effects of initial industry expenditures. IMPLAN can be used to identify multiplier effects, which represent the backward linkages of a final transaction. Backward linkages are the goods and services purchased by an industry in order to produce a final product. In the case of Grand Canyon tourism, backward linkages are represented by inter-industry transactions needed to produce lodging, groceries, souvenirs, etc. IMPLAN's Impact Analysis was used to illustrate the extended economic effects associated with changes in final demand.

IMPLAN Inc. uses aggregated databases to construct a picture of the regional economy, and can provide national, state, or county data. IMPLAN Inc. organizes the data in a matrix of 528 different industrial sectors. For this study, impacts were entered into the study area of Coconino County, AZ, which is roughly equivalent to the 90-mile radius extending from the North and South Rim entrances of GCNP. Detailed economic information for Coconino County was obtained from IMPLAN.

Entries into IMPLAN's Impact Analysis need to be bridged to specific economic sectors. For the most part, the eight expenditure categories in Question #19 can be bridged directly to a corresponding IMPLAN industrial sector (for example "Lodging" directly corresponds with IMPLAN sector #479 "Motels and Hotels"). However, two of the eight spending categories were divided among a few industrial sectors to more accurately portray the economic impacts. The "Transportation" category was separated into "Auto Repair," "Gas Stations," and "Scenic and Sightseeing Transport." The "Entertainment and Recreation Fees" for inside GCNP were allocated to the "Federal Non-Military" sector, while the "Entertainment and Recreation Fees" for outside of the park were allocated to the "Amusement and Recreation" sector.

Finally, expenditures entered into IMPLAN's Impact Analysis were deflated to year 2001 dollars to coincide with the latest IMPLAN data available for counties (2001). Also, expenditures for commodities need to be margined to fully depict the regional impacts. If, for example, a Grand Canyon visitor

purchases a roll of film within the region, transportation and production margins need to be accounted for because the film was most likely manufactured outside of the region. IMPLAN uses area-specific Regional Purchase Coefficients (RPCs) to determine the amount of margins occurring outside of the region for each commodity purchased.

## Results

A total of 4,161 people responded to Question #19. Respondents were asked to detail regional expenditures for their entire group. With the average group size being 3.42 people, the survey totals represented approximately 14,231 GCNP visitors. This data was then used to calculate the average per-group expenditures, the average per-person expenditures and finally the average total expenditures for the year long study.

The next section contains an explanation of Table 69, shows an example of how the data were calculated to estimate the annual food and beverage expenditures in the canyon. First the total number of survey respondents is multiplied by the average party size (4,161 x 3.42) yielding 14,321 visitors represented by the survey data. Next the sum for all food and beverage expenditures (\$220,159) for all respondents (inside GCNP) is divided by 14,321 (total number of visitors represented by the survey). The resulting division yields a per-visitor average expenditure of \$15.47 for food and beverage expenditures in the park. Next the average per visitor expenditure for food & beverage is expanded to the total annual number of visitors to the Canyon during the survey period (4,287,296).

The result (\$66,325,000) is the total annual estimate for food and beverage expenditures inside the park, for all Grand Canyon National Park visitors.

Using the mean expenditures for all GCNP 2004 visitors, the total spending for each category is presented in Table 69 for in-park expenditures and in Table 70 for out-of-park expenditures.

Table 69. Estimate of in-park expenditures by Grand Canyon visitors.

In-park expenditure category	Per Party (n=4,161)	Per Person (n=14,231)	Total expenditures (n=4,287,296)
Lodging	\$298,116.00	\$20.95	\$89,811,786.55
Camping Fees and Charges	\$25,317.00	\$1.78	\$7,627,114.95
Food and Beverages	\$220,159.00	\$15.47	\$66,326,104.99
Grocery Store Purchases	\$41,835.00	\$2.94	\$12,603,403.00
Entertainment/Recreation	\$70,770.00	\$4.97	\$21,320,493.14
Transportation	\$79,449.00	\$5.58	\$23,935,168.29
Shopping	\$181,738.00	\$12.77	\$54,751,219.20
Other Purchases	\$19,409.00	\$1.36	\$5,847,243.91
<b>Total</b>	<b>\$936,793.00</b>	<b>\$65.83</b>	<b>\$282,222,534.03</b>

In the same manner estimated expenditures for outside-park categories are calculated.

Table 70. Estimate of outside-park expenditures by Grand Canyon visitors.

Outside-park expenditure category	Per Party (n=4,161)	Per Person (n=14,231)	Total expenditures (n=4,287,296)
Lodging	\$435,611.00	\$30.61	\$131,234,157.67
Camping Fees and Charges	\$22,603.00	\$1.59	\$6,809,482.92
Food and Beverages	\$262,253.00	\$18.43	\$79,007,535.51
Grocery Store Purchases	\$63,073.00	\$4.43	\$19,001,659.80
Entertainment/Recreation	\$73,285.00	\$5.15	\$22,078,173.52
Transportation	\$216,183.00	\$15.19	\$65,128,277.08
Shopping	\$146,147.00	\$10.27	\$44,028,912.13
Other Purchases	\$36,573.00	\$2.57	\$11,018,148.87
<b>Total</b>	<b>\$1,255,728.00</b>	<b>\$88.24</b>	<b>\$378,306,347.52</b>

In all, Grand Canyon visitors annually spend approximately \$282 million inside the park, and approximately \$378 million within the surrounding region. Combining annual direct expenditures

both inside and surrounding the park, visitors to GCNP spend approximately \$660 million regionally. These expenditures critically contribute to the overall regional economy. See Table 71.

Table 71. Annual Grand Canyon Tourist Expenditures

Expenditure Category	Amount Inside GCNP	Amount Outside GCNP
Lodging	\$89,810,400	\$131,232,200
Camping Fees and Charges	\$7,627,000	\$6,809,400
Food and Beverages	\$66,325,100	\$79,006,300
Grocery Store Purchases	\$12,603,200	\$19,001,400
Entertainment/Recreation	\$21,320,200	\$22,077,800
Transportation	\$23,934,800	\$65,127,300
Shopping	\$54,750,400	\$44,028,200
Other Purchases	\$5,847,200	\$11,018,000
<b>Total</b>	<b>\$282,218,300</b>	<b>\$378,300,600</b>

### IMPLAN Results

The total number of GCNP visitors in 2004 was 4,287,296. These visitors were responsible for \$660,519,000 worth of expenditures in the regional economy, with an average regional expenditure of \$154 per visitor. Table 72 reveals the industrial sectors receiving the most economic impact from Grand Canyon tourism. Portions of the initial expenditures are immediately lost to outside regions that can supply the Grand Canyon economy with goods that

are not locally produced (e.g., camera film, gasoline, etc). Subtracting the margins on imported goods from the original \$660,519,000 of regional expenditures resulted in a final demand impetus to the Grand Canyon regional economy of \$495,093,000. Including the indirect and induced effects of these expenditures yielded a total effect of \$686,744,000 of output and led to the creation of 11,977 full-time equivalent (FTE) jobs in the area. See Table 73.

Table 72. Industries most affected by Grand Canyon visitor regional<sup>1</sup> expenditures in 2004

Affected Industrial Sector	Regional Expenditures	Average Regional Expenditure Per Visitor
Lodging (Hotels and Motels)	\$221,043,000	\$52
Food Services and Drinking Places	\$145,331,000	\$34
Retail/Merchandise Stores	\$98,779,000	\$23
Transportation, Gas Stations, and Auto Repair	\$89,062,000	\$21
Food and Beverage Stores	\$31,605,000	\$7
<b>Total for All Sectors</b>	<b>\$660,519,000</b>	<b>\$154</b>

<sup>1</sup> The Grand Canyon regional economy is defined as Coconino County, AZ.

Multipliers were calculated for output, income, and employment effects of Grand Canyon visitor expenditures. IMPLAN's Type SAM multipliers were chosen, which are comparable to Type III multipliers in the accounting of induced effects and the incorporation of employment-based Personal Consumption Expenditures (PCE) to model the induced effects. National household PCEs are estimated by

IMPLAN for nine separate income groups and then are correlated to the number of households in each income group within the designed region (IMPLAN Analysis Guide, 1999). Multipliers are a very useful indicator of the extended effects associated with initial visitor expenditures. The overall calculated multipliers represent a ratio of total effects to direct effects. Multipliers and effects of GCNP visitor expenditures are displayed in Table 73.

Table 73. Effects<sup>1</sup> and Multipliers of \$660,519,000 of Regional Expenditures by Grand Canyon Visitors

Economic Impacts	Direct Effects	Indirect Effects	Induced Effects	Total	Type SAM Multipliers
Total Output (\$)	\$495,043,000	\$53,017,000	\$138,685,000	\$686,744,000	1.39
Total Employment (jobs)	9,144	854	1,979	11,977	1.31
Total Labor Income (\$) <sup>2</sup>	\$176,027,000	\$6,859,000	\$56,824,000	\$239,709,000	1.36

<sup>1</sup> Effects are presented in 2001 dollars.

<sup>2</sup> Total labor income includes employee compensation and proprietor income.

The annual expenditures of GCNP visitors also have a substantial impact on local and regional tax bases. IMPLAN's Impact Analysis shows that visitor expenditures directly resulted in \$27.7 million of taxes being collected by regional governments. The majority of these taxes stem from sales tax paid to hotels, restaurants, and general merchandise stores. Tourism vendors in Flagstaff, the largest gateway city to GCNP and the largest city in Coconino County, collect an additional 2% tax known as the Bed, Board, and Booze tax. These taxes are re-invested into infrastructure and community needs. Including the indirect and induced effects, GCNP visitor expenditures generate an additional \$10 million in regional taxes, bringing the total regional tax impact to \$38.4 million.

## **Discussion**

The regional economic impact of over four million annual GCNP visitors substantially contributes to the economies surrounding the Grand Canyon National Park. The regional economic impact becomes even more significant in the Grand Canyon region, which is typified by rural communities with stagnant economic bases.

Overall, GCNP visitors were responsible for approximately \$687 million of regional output and the maintenance of approximately 12,000 FTE jobs. Regional output from GCNP visitors represents 14% of the total industrial output for the region (Coconino County) and 17% of total employment for the region (2001 IMPLAN Regional Data for Coconino County, AZ).

## Appendices

**Appendix 1 Questionnaire  
Intercept Survey**

8244046200

GRAND CANYON NATIONAL PARK  
IN-PARK INTERCEPT

- South Rim
- North Rim
- Grand Canyon Railway

FIRST NAME

LAST NAME

ADDRESS

CITY

STATE / PROVINCE

COUNTRY

ZIPCODE

 - 

PHONE NUMBER

(    )   -

VISITOR DEMOGRAPHICS

TOTAL NUMBER IN YOUR TRAVEL PARTY?

HOW MANY ADULTS (18 AND OVER):

HOW MANY CHILDREN (UNDER 18):

NUMBER OF FEMALES:

NUMBER OF MALES:

IN WHAT YEAR WERE YOU BORN? 19

WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE COMPLETED?

- High school or less
- Attended College (less than 4 years)
- Graduated from a 4-year college
- Post-graduate study without degree
- Masters degree
- Doctorate

IS THIS YOUR FIRST TRIP TO GRAND CANYON NATIONAL PARK?  Yes  No

AT WHICH ENTRANCE DID YOU ARRIVE AT GRAND CANYON NATIONAL PARK?

- MAIN GATE (TUSAYAN)
- EAST GATE (DESERT VIEW)
- NORTH RIM

HOW DID YOU ARRIVE AT GRAND CANYON NATIONAL PARK?

- PRIVATE VEHICLE (CAR / VAN / PICKUP)
- PRIVATE RV
- COMMERCIAL BUS TOUR
- COMMERCIAL AIRLINE
- RENTAL VEHICLE
- RENTAL RV
- GRAND CANYON RAILWAY / AMTRAK
- MOTORCYCLE

Reset

Forward

**Appendix 2 Questionnaire**  
**Mailback Survey**

1971601881

Grand Canyon National Park  
Northern Arizona Tourism Study



Grand Canyon National Park Visitor Study

OMB Approval: 1024-0224 (NPS 03-034)  
Expiration Date: 02/28/05



United States Department of the Interior

NATIONAL PARK SERVICE  
Grand Canyon National Park  
P.O. Box 129  
Flagstaff, Arizona 86023

July, 2003

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Grand Canyon National Park (NP). This information will assist us in our efforts to better manage these sites and to serve you, the visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take a few minutes after your visit to complete.

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Cheryl Cothran, Project Coordinator, AHRRC, School of Hotel & Restaurant Management, P.O. Box 6024, Northern Arizona University, Flagstaff, Arizona 86011-6024, phone 928-523-2132, email: Cheryl.Cothran@nau.edu

We appreciate your help.

Sincerely,

Joseph F. Alston  
Superintendent

Reset

Forward

## DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PLEASE GO TO THE NEXT PAGE

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.



**YOUR VISIT TO GRAND CANYON NATIONAL PARK**

1. How does this visit to Grand Canyon National Park (GCNP) fit into your travel plans? **Please check (x) only one** of the following statements that best describes your trip.

- Grand Canyon National Park was the primary destination of this trip
- Grand Canyon NP was one planned stop on a longer trip
- Grand Canyon NP was not a planned destination of this trip

If GCNP was not the primary destination, what was? Write below.

2. Prior to this trip, did you and your group obtain information about Grand Canyon National Park or the area around the park?  Yes  No

If yes, **please check (x) in the left column** all of the following information sources that you used. Then in the right columns, rate on the scales from 1 to 5, the **importance** and the **quality** of each type of information to your trip planning.

	If used, how important?					If used, what quality?				
	Not Important		Extremely Important			Very Poor		Very Good		
	1	2	3	4	5	1	2	3	4	5
<input type="checkbox"/> PREVIOUS VISITS	<input type="checkbox"/>									
<input type="checkbox"/> RECOMMENDATIONS OF FRIENDS /RELATIVES	<input type="checkbox"/>									
<input type="checkbox"/> TRAVEL AGENT/PROFESSIONAL	<input type="checkbox"/>									
<input type="checkbox"/> TRAVEL GUIDE/BOOK (Fromers, Fodor's)	<input type="checkbox"/>									
<input type="checkbox"/> ARIZONA OFFICE OF TOURISM	<input type="checkbox"/>									
<input type="checkbox"/> ARIZONA WELCOME CENTER	<input type="checkbox"/>									
<input type="checkbox"/> TV PROGRAMS/DOCUMENTARIES	<input type="checkbox"/>									
<input type="checkbox"/> TELEPHONE INQUIRY TO GCNP	<input type="checkbox"/>									
<input type="checkbox"/> WRITTEN INQUIRY TO GCNP/TRIP PLANNER	<input type="checkbox"/>									
<input type="checkbox"/> NEWSPAPER/MAGAZINE ARTICLE	<input type="checkbox"/>									
<input type="checkbox"/> GCNP WEBSITE (www.nps.gov/grca)	<input type="checkbox"/>									
<input type="checkbox"/> INTERNET OR OTHER WEBSITE	<input type="checkbox"/>									
<input type="checkbox"/> HIGHWAY SIGNAGE	<input type="checkbox"/>									
<input type="checkbox"/> OTHER (Please specify:)	<input type="checkbox"/>									

3. Prior to this trip, did you and your group make any bookings or reservations for this trip?  Yes  No  Visit is part of a Package Tour

If YES, please **check in the left (x) all** of the following activities that were booked prior to your trip, and indicate in the right columns how far in advance that booking or reservation was made.

Booked	Less than 1 month	1 to 3 months	3 to 6 months	More than 6 months
<input type="checkbox"/> LODGING (HOTEL/MOTEL, B&B, ETC.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> CAMPGROUND RESERVATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> RV PARK RESERVATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> GRAND CANYON RAILWAY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> AIRLINE RESERVATIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> RENTAL CAR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> COLORADO RIVER TRIP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> BACKCOUNTRY HIKING TRIP (COMMERCIAL)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. On this trip did you visit or experience (or do you plan to visit/experience) any other attractions in the region? **Please put a check (x) in front** of those you have visited or plan to visit on this trip. In the "importance" boxes that follow, number the top three attractions (#1,2,3) that were most important in your decision to visit this area.

Visited	Importance	Visited	Importance
<input type="checkbox"/> IMAX GRAND CANYON THEATRE	<input type="checkbox"/>	<input type="checkbox"/> HOPI TRIBE RESERVATION	<input type="checkbox"/>
<input type="checkbox"/> CAMERON TRADING POST	<input type="checkbox"/>	<input type="checkbox"/> PETRIFIED FOREST NAT PARK	<input type="checkbox"/>
<input type="checkbox"/> PAGE/LAKE POWELL	<input type="checkbox"/>	<input type="checkbox"/> THE PAINTED DESERT	<input type="checkbox"/>
<input type="checkbox"/> LOWELL OBSERVATORY	<input type="checkbox"/>	<input type="checkbox"/> SEDONA/OAK CREEK	<input type="checkbox"/>
<input type="checkbox"/> MUSEUM OF NORTHERN ARIZONA	<input type="checkbox"/>	<input type="checkbox"/> ZION NATIONAL PARK, UT	<input type="checkbox"/>
<input type="checkbox"/> GRAND CANYON RAILWAY	<input type="checkbox"/>	<input type="checkbox"/> BRYCE CANYON NATIONAL PARK, UT	<input type="checkbox"/>
<input type="checkbox"/> WALNUT CANYON NAT MON	<input type="checkbox"/>	<input type="checkbox"/> MONUMENT VALLEY	<input type="checkbox"/>
<input type="checkbox"/> SUNSET CRATER VOLCANO NAT MON AND WUPATKI NAT MON	<input type="checkbox"/>	<input type="checkbox"/> CANYON DE CHELLY NATIONAL MONUMENT	<input type="checkbox"/>
<input type="checkbox"/> METEOR CRATER	<input type="checkbox"/>		

4. Continued.

Visited	Importance	Visited	Importance
<input type="checkbox"/> NAVAJO NATION RESERVATION	<input type="checkbox"/>	<input type="checkbox"/> THE WHITE MOUNTAINS	<input type="checkbox"/>
<input type="checkbox"/> HUALAPAI RESERVATION	<input type="checkbox"/>	<input type="checkbox"/> PRESCOTT, AZ	<input type="checkbox"/>
<input type="checkbox"/> LAS VEGAS, NV	<input type="checkbox"/>	<input type="checkbox"/> TUCSON, AZ	<input type="checkbox"/>
<input type="checkbox"/> HOOVER DAM	<input type="checkbox"/>	<input type="checkbox"/> PHOENIX, AZ	<input type="checkbox"/>
OTHER (Please List)	<input type="text"/>		

5. On this trip (or a future trip) to Grand Canyon National Park, what are your party's specific interests in each of the following at Grand Canyon National Park? Please check (x) one number on the 1 to 5 scale for each interest area.

GRAND CANYON:	Little or no interest					Very strong interest
	1	2	3	4	5	
ORIGINS, FORMATION & GEOLOGY	<input type="checkbox"/>					
ANIMALS AND PLANTS	<input type="checkbox"/>					
CULTURAL HISTORY OF NATIVE INHABITANTS	<input type="checkbox"/>					
PARK ECOSYSTEMS AND ECOLOGY	<input type="checkbox"/>					
WILDERNESS PRESERVATION & SOLITUDE	<input type="checkbox"/>					
ORGANIZED EDUCATIONAL WORKSHOPS & LECTURES	<input type="checkbox"/>					
HELICOPTER OR FIXED-WING AIR TOURS OF THE GRAND CANYON	<input type="checkbox"/>					
THE GRAND CANYON RAILWAY	<input type="checkbox"/>					
JEEP OR WILDERNESS TOURS	<input type="checkbox"/>					
BACK COUNTRY HIKING & BIKING (Hwy. TOURS)	<input type="checkbox"/>					
COLORADO RIVER RAFTING TRIPS	<input type="checkbox"/>					
MULE RIDES INTO GRAND CANYON	<input type="checkbox"/>					
ATV FOREST TOURS (ALL TERRAIN VEHICLES)	<input type="checkbox"/>					
OTHER: PLEASE LIST	<input type="text"/>					

6. It is the National Park Service's responsibility to protect the natural, scenic and cultural resources of the Grand Canyon while at the same time providing for public enjoyment. How important is protection of the following resources/qualities/opportunities in the park to you? Please check (x) one box on the scale for each item.

RESOURCES/QUALITIES/OPPORTUNITIES:	Not important		Very important			Don't know
	1	2	3	4	5	
NATIVE PLANTS/ANIMALS	<input type="checkbox"/>					
ENDANGERED SPECIES	<input type="checkbox"/>					
CLEAN AIR	<input type="checkbox"/>					
CLEAN WATER	<input type="checkbox"/>					
NATURAL QUIET/SOUNDS OF NATURE	<input type="checkbox"/>					
SOLITUDE	<input type="checkbox"/>					
RECREATIONAL OPPORTUNITIES (hiking, camping etc.)	<input type="checkbox"/>					
EDUCATIONAL OPPORTUNITIES	<input type="checkbox"/>					
HISTORIC BUILDINGS/ARCHEOLOGICAL SITES	<input type="checkbox"/>					
NIGHT SKY/STAR GAZING	<input type="checkbox"/>					
DESIGNATED WILDERNESS/BACKCOUNTRY	<input type="checkbox"/>					

7. What are the general leisure interests of your party? On a scale of 1 to 5 (where 1 is "not at all interested" and 5 is "very interested") indicate the level of interest your party has in each of the following? Please check (x) one box for each interest.

	Not at all interested		Very interested		
	1	2	3	4	5
VISITING NATIONAL/STATE PARKS	<input type="checkbox"/>				
ARCHAEOLOGY/PALEONTOLOGY	<input type="checkbox"/>				
SKIING/SNOW SPORTS	<input type="checkbox"/>				
ECOTOURISM & THE ENVIRONMENT	<input type="checkbox"/>				
MOUNTAIN BIKING	<input type="checkbox"/>				
HISTORY/HISTORIC SITES	<input type="checkbox"/>				
MUSEUM/CULTURAL ATTRACTIONS	<input type="checkbox"/>				
FISHING/HUNTING	<input type="checkbox"/>				
SHOPPING	<input type="checkbox"/>				
GAMBLING/GAMING	<input type="checkbox"/>				

Question 7 continued....

	Not at all interested					Very interested				
	1	2	3	4	5	1	2	3	4	5
DINING OUT	<input type="checkbox"/>									
WHITE WATER RAFTING/WATER SPORTS	<input type="checkbox"/>									
GOLF	<input type="checkbox"/>									
ROCK CLIMBING	<input type="checkbox"/>									
CAMPING/TENTING	<input type="checkbox"/>									
RV-ING	<input type="checkbox"/>									

8. What modes of transportation did you and your group use to reach Grand Canyon National Park on this trip? Please check all (x) that apply.

- PRIVATE VEHICLE (CAR / VAN / PICKUP)
- PRIVATE RV
- COMMERCIAL BUS TOUR
- COMMERCIAL AIRLINE
- RENTAL VEHICLE
- RENTAL RV
- GRAND CANYON RAILWAY
- AMTRAK
- MOTORCYCLE

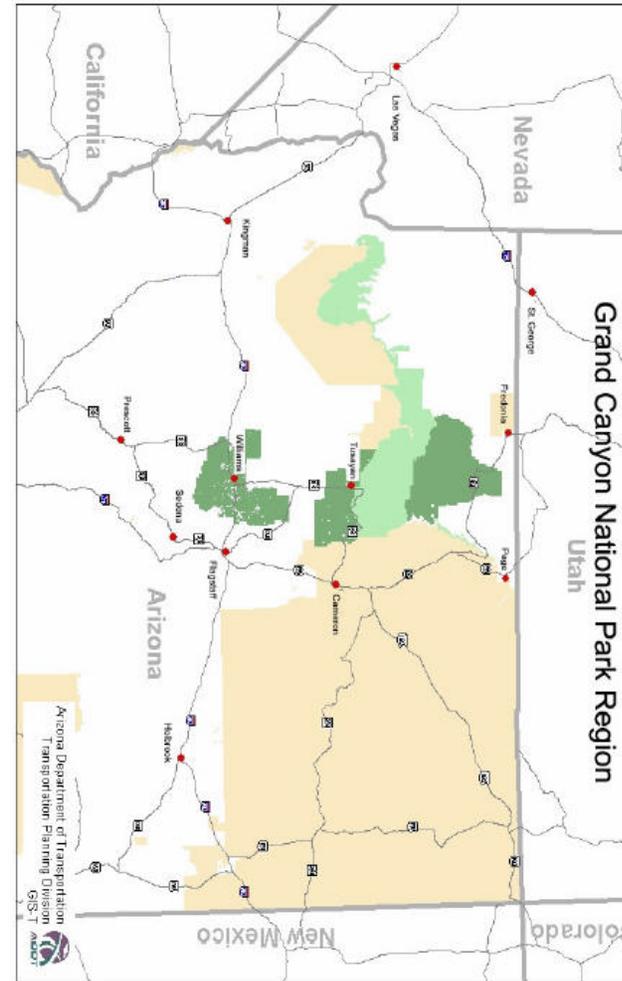
If you rented a car or RV, in what TOWN/CITY did you pick it up?

If you drove a motor vehicle, please approximate the total number of highway miles you have traveled (or expect to travel) in Arizona on this trip.

 miles

If you drove a motor vehicle, which of the following roads did you and your group travel on to reach or depart from Grand Canyon National Park on this trip? Please check all (x) that apply. [Refer to map on the opposite page]

- INTERSTATE 40
- STATE ROUTE 180 (FLAGSTAFF TO GCNP)
- US HIGHWAY 89 (FLAGSTAFF TO CAMERON TO UTAH BORDER)
- STATE ROUTE 64 (CAMERON TO GCNP/EAST ENTRANCE)
- INTERSTATE 17 (FLAGSTAFF TO PHOENIX)
- STATE ROUTE 64 (WILLIAMS TO GCNP)



If you drove a motor vehicle on this trip, what is your opinion of the Arizona highway system to and from the Grand Canyon? Please circle one number for each of the following factors on the scale from 1 to 5, where 1 is "Very Poor" and 5 is "Excellent." [Refer to map on the previous page]

	Very Poor					Excellent				
	1	2	3	4	5	1	2	3	4	5
QUALITY OF ARIZONA HIGHWAYS	<input type="checkbox"/>									
SAFETY OF ARIZONA HIGHWAYS	<input type="checkbox"/>									
HIGHWAY SIGNAGE (CLARITY/EFFECTIVENESS)	<input type="checkbox"/>									
TRAVELER AMENITIES (AVAILABILITY)	<input type="checkbox"/>									
REST STOPS FREQUENCY	<input type="checkbox"/>									
REST STOPS QUALITY	<input type="checkbox"/>									

Regarding traffic congestion on the highways, did you find that Arizona highways were

	Not at all congested					Very congested				
	1	2	3	4	5	1	2	3	4	5
CONGESTION OF HIGHWAYS	<input type="checkbox"/>									

If you flew to the area on a commercial airline, please check (x) your arrival airport(s). Please check (x) all that apply.

- GRAND CANYON AIRPORT  
 FLAGSTAFF PULLIAM AIRPORT  
 TUCSON INTERNATIONAL AIRPORT  
 PHOENIX INTERNATIONAL AIRPORT  
 LAS VEGAS NV INTERNATIONAL AIRPORT  
 ALBUQUERQUE NM INTERNATIONAL AIRPORT  
 LOS ANGELES CA INTERNATIONAL (LAX) AIRPORT  
 SAN FRANCISCO CA INTERNATIONAL AIRPORT  
 SALT LAKE CITY UT INTERNATIONAL AIRPORT  
 OTHER, PLEASE SPECIFY NAME OF AIRPORT

9. On this trip, where did you and your group spend the night prior to your arrival at Grand Canyon National Park?

Town/City

10. On this trip, where did you and your group spend the night after leaving the Grand Canyon National Park?

Town/City

11. On this trip, how much time did you and your group spend at Grand Canyon National Park? Enter numbers below.

IF LESS THAN 24 HOURS   .  NUMBER OF HOURS (ROUND TO NEAREST 1/2 HOUR)

IF 24 HOURS OR MORE   .  NUMBER OF DAYS (ROUND TO NEAREST 1/2 DAY)

12. On this trip, did you and your group stay overnight away from home within GCNP or within a 90-mile radius of Grand Canyon National Park (includes Flagstaff, Williams, Tusayan, Cameron)? Please check (x) below.

Yes

No IF NO, PROCEED TO QUESTION 13

If YES, please list the number of nights you and your group stayed.

NUMBER OF NIGHTS IN THE GRAND CANYON NATIONAL PARK

NUMBER OF NIGHTS OUTSIDE THE PARK (WITHIN 90 MILES)

In what type of lodging did you and your group spend the night(s)? Please check (x) on the left those you used inside the park and on the right for those you used outside the park.

INSIDE PARK

OUTSIDE PARK

- LODGE, MOTEL, CABIN, RENTED CONDO, HOME, B&B  
 CAMPGROUND, TRAILER OR RV PARK  
 BACKCOUNTRY OR WILDERNESS CAMPSITE  
 SEASONAL RESIDENCE  
 RESIDENCE OF FRIENDS OR RELATIVES  
 OTHER, PLEASE SPECIFY OTHER

-

13. On this trip, what kind of personal group are you traveling with? Please check (x) only one of the following

- ALONE
- WITH FAMILY AND FRIENDS
- WITH FRIENDS
- WITH BUSINESS ASSOCIATES
- WITH FAMILY

Please check (x) if your personal group is traveling as a part of a tour.

14. What is the primary reason for your party's visit to Grand Canyon NP? Check (x) only one.

- VISIT GRAND CANYON NATIONAL PARK
- VISIT A NUMBER OF ATTRACTIONS IN THE AREA
- VISIT FRIENDS OR RELATIVES IN THE AREA
- BUSINESS (CONVENTION/CONFERENCE IN THE AREA)
- OTHER, PLEASE SPECIFY OTHER

15. On this visit to GCNP, how many people are in your personal group, including yourself?

NUMBER OF PEOPLE

For every member of your personal group, please fill in the following information.

	Current age	US ZIPCode or foreign country of residence	# of visits to GCNP (include this one)
YOURSELF	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
MEMBER #2	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
MEMBER #3	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
MEMBER #4	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
MEMBER #5	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
MEMBER #6	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>

For every member of your personal group please check (x) the box on the left if you are Hispanic or Latino. In the box on the right please indicate your race. Choose all letter codes that apply from the list provided i.e., W for white, or A for Asian.

Hispanic or Latino	Race, please insert letter codes in the box
YOURSELF <input type="checkbox"/>	<input style="width: 100%; height: 20px;" type="text"/>
MEMBER #2 <input type="checkbox"/>	<input style="width: 100%; height: 20px;" type="text"/>
MEMBER #3 <input type="checkbox"/>	<input style="width: 100%; height: 20px;" type="text"/>
MEMBER #4 <input type="checkbox"/>	<input style="width: 100%; height: 20px;" type="text"/>
MEMBER #5 <input type="checkbox"/>	<input style="width: 100%; height: 20px;" type="text"/>
MEMBER #6 <input type="checkbox"/>	<input style="width: 100%; height: 20px;" type="text"/>
MEMBER #8 <input type="checkbox"/>	<input style="width: 100%; height: 20px;" type="text"/>

**RACE CATEGORIES:**

I = AMERICAN INDIAN OR ALASKA NATIVE  
 A = ASIAN  
 B = BLACK OR AFRICAN AMERICAN  
 P = NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER  
 W = WHITE

16. For each of the adults (age 18 or over) in your personal group on this visit, please indicate the highest level of education achieved. Please check (x) only one for each person.

	Some High School	High School Graduate	Some College	Bachelor's Degree	Graduate Degree
YOURSELF	<input type="checkbox"/>				
ADULT#1	<input type="checkbox"/>				
ADULT#2	<input type="checkbox"/>				
ADULT#3	<input type="checkbox"/>				
ADULT#4	<input type="checkbox"/>				
ADULT#5	<input type="checkbox"/>				

17. If you and your group experienced any of the following on your visit to Grand Canyon NP, indicate if or how it affected your visit. Please check (x) only one response for each.

	Added To Visit	No Effect	Detracted From Visit
NUMBER OF PEOPLE IN PARK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NUMBER OF PRIVATE VEHICLES IN PARK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AVAILABILITY OF PARKING SPACES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AIR QUALITY IN PARK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HELICOPTER / AIRPLANE PARK OVERFLIGHTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GETTING TO AND FROM THE PARK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. On a future visit, would you and your group be likely to use public transportation to enter Grand Canyon National Park if it were provided? Please check (x) only one.

- YES, LIKELY IF FREE
- YES, LIKELY IF MODERATELY PRICED (Maximum \$25)
- NO, UNLIKELY
- NOT SURE

If YES, what types of public transportation would you and your group be willing to use? Please check (x) all of the following that you would be willing to use.

- PARK YOUR CAR IN TUSAYAN (GATEWAY TOWN) AND RIDE SHUTTLE BUS INTO GCNP
- PARK YOUR CAR IN TUSAYAN AND RIDE A TRAIN (e.g., LIGHT RAIL) INTO GCNP
- PARK YOUR CAR IN WILLIAMS AND RIDE A TRAIN (e.g., HIGH SPEED) INTO GCNP
- PARK YOUR CAR IN FLAGSTAFF AND RIDE PUBLIC TRANSPORTATION INTO GCNP

19. Economic Impact. Could you estimate total trip expenditures for your travel party on this trip:

(1) inside Grand Canyon NP and (2) within 90-miles of the park (includes Flagstaff, Williams & Cameron) for each of the following? Enter a dollar amount on each line.

	Inside GCNP	Outside Park (within 90 miles)
LODGING (HOTEL, MOTEL, CABIN, B&B, ETC)	\$ <input type="text"/>	\$ <input type="text"/>
CAMPING FEES AND CHARGES	\$ <input type="text"/>	\$ <input type="text"/>
FOOD & BEVERAGES (RESTAURANTS, BARS, ETC.)	\$ <input type="text"/>	\$ <input type="text"/>
GROCERY STORE PURCHASES	\$ <input type="text"/>	\$ <input type="text"/>
ENTERTAINMENT/RECREATION (ADMISSIONS, ENTRANCE FEES)	\$ <input type="text"/>	\$ <input type="text"/>
TRANSPORTATION (INCL. GAS, OIL, AUTO & RV EXPENSES)	\$ <input type="text"/>	\$ <input type="text"/>
SHOPPING (SOUVENIRS, GIFTS, FILM, CLOTHING, ETC.)	\$ <input type="text"/>	\$ <input type="text"/>
OTHER (ALL OTHER PURCHASES)	\$ <input type="text"/>	\$ <input type="text"/>

How many people do the above expenses cover? List number below.

- ADULTS (18 YRS OR OVER)
- CHILDREN (UNDER 18 YRS)

20. What communities in the GCNP area did you and your group visit or do you plan to visit on this trip? Please check (x) if you visited the community, check (x) if you spent the night there, & finally write in the # of nights you stayed there.

	Visited	Spent Night	# of overnights
ST. GEORGE, UT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
CEDAR CITY, UT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
FREDONIA/JACOB LAKE, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
PAGE, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
FLAGSTAFF, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
WILLIAMS, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
SEDONA, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
KINGMAN, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
LAS VEGAS, NV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
NAVAJO NATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
HOPI RESERVATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
PRESCOTT, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
PHOENIX, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
TUCSON, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/> <input type="text"/>

21. What was the highlight of your visit to Grand Canyon National Park?

22. During your visit to Grand Canyon NP, was there anything specific that you or your group expected to see or do, but were not able to?

YES  NO

If Yes, what was it you expected to see or do?

What kept you from seeing or doing what you expected to?

23. If you were the Grand Canyon NP superintendent, what is the single improvement you would make to most improve the park experience for visitors? Be specific.

24. Would your group recommend to friends and family that they visit Grand Canyon NP? Please check (x) one.

YES  NO

If NO, why not?

25. How would you rate the **in-park visitor services** provided to you and your group during this trip? In the far left column, check ( X ) all services you used. Then, for those services used, indicate in the right columns first **how important** each was (1 to 5 scale), then rate its **quality** (1 to 5 scale).

Check if <b>used</b>	If used, how important?					If used, what quality?				
	Not Important		Extremely Important			Very Poor		Very Good		
	1	2	3	4	5	1	2	3	4	5
<input type="checkbox"/> VISITOR CENTER	<input type="checkbox"/>									
<input type="checkbox"/> VISITOR CENTER RESTROOMS	<input type="checkbox"/>									
<input type="checkbox"/> DIRECTIONAL ROAD SIGNS	<input type="checkbox"/>									
<input type="checkbox"/> CANYON OVERLOOKS	<input type="checkbox"/>									
<input type="checkbox"/> ACCESS TO (TALK WITH) PARK RANGERS	<input type="checkbox"/>									
<input type="checkbox"/> PARK RESTAURANTS & FOODSERVICE	<input type="checkbox"/>									
<input type="checkbox"/> PARK LODGING	<input type="checkbox"/>									
<input type="checkbox"/> PARK CAMPGROUNDS	<input type="checkbox"/>									
<input type="checkbox"/> TRAILER VILLAGE	<input type="checkbox"/>									
<input type="checkbox"/> RIM HIKING TRAILS	<input type="checkbox"/>									
<input type="checkbox"/> BELOW-THE-RIM HIKING TRAILS	<input type="checkbox"/>									
<input type="checkbox"/> ACCESS FOR DISABLED PERSONS	<input type="checkbox"/>									
<input type="checkbox"/> PARK SOUVENIR & GIFT SHOPS	<input type="checkbox"/>									
<input type="checkbox"/> RANGER-LED PROGRAMS	<input type="checkbox"/>									
<input type="checkbox"/> FREE PARK SHUTTLE BUSES	<input type="checkbox"/>									
<input type="checkbox"/> CONCESSIONAIRE GUIDED BUS TOUR	<input type="checkbox"/>									
<input type="checkbox"/> PARK NEWSPAPER, <i>THE GUIDE</i>	<input type="checkbox"/>									
<input type="checkbox"/> GRAND CANYON RAILWAY	<input type="checkbox"/>									
<input type="checkbox"/> PARKING SPACES & LOTS	<input type="checkbox"/>									
<input type="checkbox"/> PARK SAFETY INFORMATION	<input type="checkbox"/>									
<input type="checkbox"/> OTHER	<input type="checkbox"/>									

PLEASE SPECIFY OTHER

26. Finally, what else would you like to tell us about your visit to Grand Canyon National Park? Please write in the space below.

**THANK YOU FOR YOUR HELP! YOUR ANSWERS WILL HELP TO IMPROVE THE GRAND CANYON PARK EXPERIENCE FOR FUTURE VISITORS.**

Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

