

Grand Canyon National Park Northern Arizona

SOUTH RIM STUDY



Photo: Mike Quinn, NPS

NORTHERN
ARIZONA
UNIVERSITY



FOUNDED 1899

June 2005

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PREFACE

This document is one in a series of reports produced from the first comprehensive survey of GCNP visitors in more than a decade. The *Grand Canyon National Park & Northern Arizona Tourism Survey: South Rim Report* represents a summary of findings from those visitors who were surveyed *only* at the South Rim District of Grand Canyon National Park. This report, therefore, presents a profile of visitors to the South Rim of Grand Canyon, in contrast to those who also visit the parks' North Rim. Survey data from visitors to the North Rim or the park as a whole are available in other reports. This report is one of three currently available including:

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

The format of each report presents the survey findings per question with an introduction that describes the methodology which guided the survey project.

Future data analysis incorporating cross-tabs, correlations, and comparisons may be forthcoming and can be performed upon request.

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 unfailing 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 for the South Rim only. Additional reports are available covering parkwide and North Rim results.

- 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 36 foreign countries. Overall, 83 percent were domestic visitors residing in the United States; California (12.3%), Arizona (8.8%), 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 (3.8%), Japan (2.5%), Germany (1.9%) and Australia (1.2%).
- Overall, travel party size averaged 3.4 persons and most parties were comprised of 2.8 adults. Children under age 18 averaged 2.4 per party. Considering only median values, typical parties reflected two adults (one man/one woman) and two children.
- Grand Canyon visitors averaged 48.5 years of age. Nearly half (47.8%) of South Rim survey respondents were between the ages of 46 and 65. Those 26 to 45 years comprised over a third of the sample (35.4%). Visitors over age 65 years (11.2%), and those 25 years or younger (5.6%) completed the age segments.
- GCNP South Rim visitors were highly educated. The vast majority of respondents (84.9%) had attended some college. Of these, one-fourth (24.9%) had completed a 4-year degree, while another 32.9 percent engaged in graduate study or earned graduate degrees.
- First-time visitors (61.4%) accounted for three out of five travelers to Grand Canyon National Park. The remaining 38.6 percent were repeat visitors to the park.
- The majority of participants in this survey entered the park at the South Rim or Tusayan entrance (82.4%). The Desert View or East entrance on the South Rim accounted for 17.3 percent of respondents.
- Personal vehicles dominated visitors' transportation modes. Private vehicles (59.2%) combined with Rental vehicles (37.8%) were used by 97 percent of respondents. Allowing for multiple responses, Commercial airlines (16.7%) and RVs (7.6%, private and rental) were also significant travel modes.
- The South Rim of Grand Canyon National Park is a family destination; fully 75.6 percent of visitors traveled to the park with family members. When combined with the 6.5 percent who traveled with family and friends, four out of five visitors shared the Grand

Canyon experience with family. Friends traveling together (12.9%) and those traveling alone (4.1%) completed personal groups.

- Personal group composition affected party size. Groups of family and friends comprised the largest groups (5.1 person mean), compared to friends traveling together (3.9 persons) and family only (3.4 persons).
- South Rim Respondents most often identified their ethnic origin to be White (78%). Visitors of Hispanic or Latino origin reflected an additional 9.2 percent of all visitors.
- Three out of four South Rim visitors (74.6%) obtained information about Grand Canyon National Park or the surrounding area before leaving home. Sources most often tapped were: Family and Friends (47%), Previous Visit (45.1%), the Internet (42.6%), Travel Guidebooks (38.9%), and the GCNP website (36.1%). These same sources were also rated highest in terms of their *importance* and *quality*.
- Not only did most visitors obtain pre-trip information, but 59.1 percent also booked advance reservations, most often for Lodging (82.6%), Rental cars (48%) and Airline travel (47.3%). 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 percent of those surveyed, while 66 percent planned to include Grand Canyon as one stop on a longer trip, reflecting the appeal of the region.
- Traveling largely in personal vehicles, South Rim visitors averaged 808 miles of driving in Arizona, most often using Interstate 40 as a travel corridor (62.6%). Other highways providing significant access to and from Grand Canyon included: Hwy 64 Williams to GCNP (46.8%), Hwy 64 Cameron to GCNP (43.5%), Hwy 89 (43.2%), and Hwy 180 (41.9%).
- On a scale of one to five, South Rim visitors rated Arizona roadways highly, both for quality (4.1) and safety (4.0); only 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 (46.1%), followed by Las Vegas McCarran International Airport (36%). These same cities, Phoenix (35.1%) and Las Vegas (33.0%), were also the top picks for acquiring rental vehicles.

- South Rim travelers were asked to identify communities in which they spent the night *prior to* arriving at Grand Canyon National Park. Flagstaff led the list (18%), followed by Williams (13.4%), Las Vegas (9.5%), Sedona (6.3%) and Phoenix (5.7%).
- Las Vegas (12.8%) led the list of communities in which South Rim visitors spent the *night after* the Grand Canyon visit, followed by Flagstaff (10.8%), Phoenix (8.4%), Williams (7.8%), and Sedona (7.0%).
- South Rim respondents also specified *all* communities visited on the Grand Canyon trip. Again, Flagstaff led, having been visited by 41.9 percent of respondents; it was followed by Sedona (40.1%), Las Vegas (38.0%), Phoenix (30.8%) and Williams (27.9%). One in five respondents also visited the Navajo Nation (20.2%). Of these communities, Phoenix and Las Vegas captured the longest average overnight stays, at 3.9 and 3.1 nights respectively in addition to Tucson (3.4 nights).
- When asked to identify other attractions visited in the region, Las Vegas (44.2%) and nearby Hoover Dam (33.2%) rated among the top five, as did Sedona/Oak Creek Canyon (35.6%) and Phoenix (29.9%). North of the Grand Canyon, Zion National Park (27.4%) 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, 32.6 percent of visitors responded positively if it were free, while 12.8 percent responded yes if moderately priced (\leq \$25). Indicating no interest in public transit were 37.4 percent of respondents, while 17.2 percent 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 5.2 days (median 2.3 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 (24.6%) within GCNP, with an additional 3.7 percent camping in backcountry locations. Outside the park, camping and backcountry use declined to 14.1 percent and 2.1 percent 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 (3.6), 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.)
- 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 \$537 per travel party *in the park* and \$595 per travel party *within 90 miles of the park*. Note: The total annual economic impact (direct, indirect and induced) of all Grand Canyon National Park visitors (North and South Rim) was \$687 million of output into the regional economy, which supported 12,000 full-time equivalent jobs in the area. This full economic analysis is available in the comprehensive final report.

EXECUTIVE SUMMARY-NORTH AND SOUTH RIM COMPARISON

The following summarizes Part Four of this report only which offers a comparison of North and South rim data from selected portions of the survey.

- Visitors to the North Rim of Grand Canyon National Park were most often repeat visitors (54.9%) compared to 38.6 percent of those surveyed on the South Rim.
- When asked if visiting Grand Canyon National Park was the primary reason for their trip, 67.3 percent of South Rim visitors confirmed that visiting Grand Canyon was indeed their primary reason for travel. A higher percentage (35.5%) of North Rim visitors indicated they were visiting a number of attractions in the area, though 55.1 percent identified Grand Canyon National Park as the primary reason for their trip. Visiting

friends/family (2.6% North Rim, 3.6% South Rim) and Business Travel (1.3% North Rim, 2.6% South Rim) were relatively small portions of the sample.

- Additional attractions visited by North Rim respondents most often included Zion National Park (61.7%), Bryce Canyon National Park (50.4%) and Las Vegas, Nevada (49.3%). South Rim visitors identified Las Vegas (44.1%) most often followed by Sedona/Oak Creek Canyon (35.5%), Hoover Dam (33.1%) and Phoenix, Arizona (29.8%).
- When asked where they spent the night before traveling to Grand Canyon National Park, Flagstaff dominated among both North Rim (11.9%) and South Rim (18%) respondents. On the South Rim, nearby Williams (13.3%) was also popular while Kanab, Utah hosted 7.8 percent of parties the night before traveling to the North Rim. Las Vegas ranked high for all visitors- North Rim (8.6%) and South Rim (9.4%).
- After leaving Grand Canyon National Park, the greatest number of visitors spent the night in Las Vegas (11.8% North Rim, 12.7% South Rim) followed by Flagstaff (9.1% North Rim, 10.7% South Rim). Phoenix (8.3%) also rated high among South Rim travelers while Page captured 5.8 percent of North Rim visitors the night after leaving the Grand Canyon.
- North Rim visitors traveling to the region by airline most often chose Las Vegas McCarran International Airport (54.1%) followed by Phoenix Sky Harbor International Airport (22.3%). For South Rim destined travelers, Phoenix Sky Harbor (46.2%) was used most often though over a third flew into Las Vegas McCarran (36.1%).
- Like airport arrivals, North Rim visitors favored Las Vegas for securing a rental vehicle (47.3%) followed by Phoenix (17.1%). South Rim visitors rented vehicles in both Phoenix (35.1%) and Las Vegas (33.1%) at similar rates. California served one in ten Grand Canyon visitors as a pick-up location for rental cars.
- When asked to identify roadways traveled in Arizona, North Rim visitors indicated US Hwy 89 (77.8%) most often followed by Interstate 40 (37.4%). Among South Rim visitors, I-40 dominated (62.2%) though other highway systems were also often used including: Hwy 64- Williams to GCNP (46.5%), US Hwy 89 (43.6%), Hwy 64- Cameron to GCNP (43.3%), Hwy 180 (41.7%) and Interstate 17 (36.6%).
- Information sources used by Grand Canyon visitors in planning their trip varied somewhat between rims. North Rim survey respondents relied most on Previous visits (55.6%) followed by the Internet (50%) while on the South Rim, visitors favored Recommendations of family and friends (47%) and Previous visits (45.1%).

- When booking advance reservations, North Rim visitors more often planned further in advance for lodging, campgrounds, RV parks, and backcountry trips as compared to South Rim visitors. Airline reservations and rental vehicles had similar booking timeframes for visitors to both rims.
- When asked if certain circumstances had effected their visit, North Rim travelers more frequently identified air quality (19.1%) and helicopter/airplane overflights (18.9%) as detracting from their experience while on the South Rim Availability of parking spaces (23.8%) was of more concern. Overall, the majority of these visitors felt such variables added to or had no effect on their park experience.
- Frequency in the use of concession and park facilities was generally consistent on both the North and South rims. Rim trails (54% North Rim, 48.7% South Rim) along with campgrounds (15.2% North Rim, 10.4% South Rim) on the North Rim were however used more frequently.
- Demographically, North Rim visitors were slightly older than those on the South Rim and ethnically more often White (85.6% North Rim, 78% South Rim). Other ethnic differences included: Hispanic (5.2% North Rim, 9.2 % South Rim), Asian (2.6% North Rim, 9.6% South Rim) and African American (0.9% North Rim, 2.4% South Rim).
- Educational levels were high among visitors to both rims with the majority having attended college or completed a four-year degree. The frequency of those completing graduate degrees was greater on the North Rim.

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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 represents the South Rim District findings only, one of three initial reports prepared from this study. Given the geographical range which encompasses Grand Canyon National Park, separate North and South rim analyses have been conducted, in addition to the cumulative Final Report. The methodologies and survey instruments used in collection of this data were consistent regardless of location and are included in the following discussion.

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. Results for the South Rim were 6,803 intercepts and 4,035 returned mailback surveys for a 59 percent response rate. On the North Rim, due to the seasonal closure, survey schedules were limited. A total of 1,024 intercepts were completed with a return of 416 mailbacks and a resulting 41 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 South Rim visitors during each month of the calendar year, beginning in September 2003 and ending in August 2004. A total of 6,803 individuals volunteered to participate by providing information on the initial one-page intercept survey form after being contacted by survey staff at the South Rim.

The final summer quarter (June thru August 2004) represented the most intensive period of visitor contact when 49.8% of surveys were distributed. This was preceded by spring quarter (March thru May) when 23.4 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 10.0 and 16.8 percent respectively of total intercept forms collected. See Table 1.

Table 1. Survey Seasons

Season of survey				
	Frequency	Percent	Valid Percent	Cumulative Percent
September to November 2003	1146	16.8%	16.8%	16.8%
December 2003, January to February 2004	680	10.0%	10.0%	26.8%
March to May 2004	1589	23.4%	23.4%	50.2%
June to August 2004	3388	49.8%	49.8%	100.0%
Total	6803	100.0%	100.0%	

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. Nearly all, 90.5 percent, of visitor intercepts were

conducted in this area of the park. The Desert View (East) entrance and Watchtower area were focal points for collecting an additional 6.2 percent. Visitors arriving at the South Rim Village on the Grand Canyon Railway from Williams were also represented in the total sample at 3.3 percent or 225

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 visited				
	Frequency	Percent	Valid Percent	Cumulative Percent
South Rim (Tusayan)	6153	90.4%	90.5%	90.5%
Grand Canyon Railway	225	3.3%	3.3%	93.8%
East Gate (Desert View)	424	6.2%	6.2%	100.0%
Total	6802	100.0%	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. South Rim survey respondents represented not only all 50 American states, the District of Columbia (DC) and Puerto Rico, but also 36 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 12.3 percent, followed by residents of Arizona at 8.8 percent. Colorado (2.5%) represented an additional western state among the top ten. Completing the top ten after California and Arizona were, in order of frequency: Texas (4.8%) Florida (3.4%) New York (3.2%) Ohio (3.0%), Illinois (2.9%), Pennsylvania (2.4%) and Massachusetts (2.4%). Combined, these ten states accounted for almost half

(45.7%) of domestic visitation to Grand Canyon National Park.

It is worth noting that with the exception of the two western states in the top ten – Arizona and Colorado– the remaining eight are also among the most populous 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 of visitors to Grand Canyon National Park		
	Count	Column %
International	875	17.3%
California	625	12.3%
Arizona	443	8.8%
Texas	244	4.8%
Florida	170	3.4%
New York	161	3.2%
Ohio	151	3.0%
Illinois	146	2.9%
Colorado	129	2.5%
Pennsylvania	124	2.4%
Massachusetts	121	2.4%
Michigan	113	2.2%
Washington	107	2.1%
Virginia	96	1.9%
Minnesota	96	1.9%
Indiana	95	1.9%
North Carolina	92	1.8%
Missouri	83	1.6%
New Jersey	80	1.6%
Oregon	69	1.4%
Nevada	68	1.3%
Wisconsin	67	1.3%
Georgia	62	1.2%
Maryland	59	1.2%
Tennessee	53	1.0%
Oklahoma	53	1.0%
Iowa	52	1.0%
New Mexico	49	1.0%
Connecticut	49	1.0%
Kentucky	45	.9%
Kansas	45	.9%
Alabama	44	.9%
Utah	42	.8%
Louisiana	39	.8%
Arkansas	38	.8%
South Carolina	28	.6%
New Hampshire	22	.4%
Montana	21	.4%
Maine	21	.4%
Vermont	20	.4%
Mississippi	19	.4%
Nebraska	17	.3%
West Virginia	16	.3%
Idaho	16	.3%
Alaska	16	.3%
South Dakota	15	.3%
North Dakota	15	.3%
Rhode Island	13	.3%
Delaware	12	.2%
Hawaii	10	.2%
Wyoming	7	.1%
District of Columbia	6	.1%
Puerto Rico	3	.1%
Total	5062	100.0%

Country of Origin

In this survey, international visitors represented 17 percent of South Rim intercept respondents (total of 875 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 on the South Rim were visitors from the United Kingdom and Canada, each representing 3.8 percent of South Rim visitors. Other English-speaking countries among the top ten included: Australia (1.2%) and New Zealand (0.3%).

Other European countries were among the top 10, as follows: Germany (1.9%), The Netherlands (1.1%), France (0.4%), Italy (0.3%) 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 128 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

**Country of Origin of visitors to Grand Canyon National
Park**

	Count	Column %
USA	4184	82.6%
United Kingdom	193	3.8%
Canada	192	3.8%
Japan	128	2.5%
Germany	94	1.9%
Australia	60	1.2%
The Netherlands	58	1.1%
France	20	.4%
New Zealand	17	.3%
Belgium	14	.3%
Italy	13	.3%
Ireland	11	.2%
Denmark	10	.2%
Sweden	9	.2%
Austria	8	.2%
Israel	6	.1%
Switzerland	4	.1%
Singapore	4	.1%
Poland	4	.1%
Mexico	4	.1%
Puerto Rico	3	.1%
Norway	3	.1%
Northern Ireland	3	.1%
Czech Republic	3	.1%
China	3	.1%
Spain	2	.0%
South Africa	2	.0%
Portugal	2	.0%
Russia	1	.0%
Nigeria	1	.0%
Nepal	1	.0%
Luxemburg	1	.0%
Finland	1	.0%
Costa Rica	1	.0%
Chile	1	.0%
Brazil	1	.0%
Bermuda	1	.0%
Total	5063	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 2.4 children. Since the mean can be skewed by large parties, the median - two adults, two children – is probably a more accurate descriptor of

party composition in this case. Thus, the majority of Grand Canyon South Rim travelers were adults, probably couples some of which were traveling with children. Results of the mail back survey that follows will define party composition in much greater detail. See Table 5.

Table 5. Party Characteristics

Party Characteristics		
	Mean	Median
Number in your travel party	3.4	2.0
Number of women	1.9	1.0
Number of men	2.0	1.0
Number of adults	2.8	2.0
Number of children (under 18)	2.4	2.0

Age of Respondent

Grand Canyon National Park South Rim visitors are predominately mature adults. Nearly half of respondents (47.8%) identified themselves as between 46 and 65 years of age; when added to the 11.2 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 5.6 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 35.4 percent were in the 26 to 45 year old age group, which 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 47.8 percent of South Rim 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 contribute a disproportionately smaller percentage of overall visitation. See Table 6.

Table 6. Age of Respondents

Age of Respondents		
	Count	Column %
20 and under	76	1.6%
21 - 25 years	195	4.0%
26 - 30 years	312	6.5%
31 - 35 years	347	7.2%
36 - 40 years	476	9.9%
41 - 45 years	570	11.8%
46 - 50 years	630	13.1%
51 - 55 years	624	12.9%
56 - 60 years	588	12.2%
61 - 65 years	461	9.6%
66 - 70 years	316	6.6%
71 - 75 years	131	2.7%
76 years and older	93	1.9%
Total	4819	100.0%

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

Educational Level

Grand Canyon South Rim visitors are a highly educated group. One-fourth (24.9%) were college graduates and another third (32.9%) had engaged in post-graduate study or earned graduate degrees – a much higher percentage than the U.S. population

generally. Of the remainder, 15.1 percent were high school graduates and 27.1 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?

What is the highest level of education you have completed?		
	Count	Column %
High school or less	722	15.1%
Attended College (less than 4 years)	1291	27.1%
Graduated from a 4-year college	1189	24.9%
Post-graduate study without degree	407	8.5%
Master degree	880	18.5%
Doctorate	280	5.9%
Total	4769	100.0%

Previous Trip

A perhaps surprising percentage of South Rim visitors, given their older ages, were first-time visitors. Three out of five or 61.4 percent were visiting for the first time, while two out of five (38.6%) 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. See Table 8.

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

Is this your first visit to Grand Canyon National Park		
	Count	Column %
Yes	2929	61.4%
No	1845	38.6%
Total	4774	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 82.4 percent. The East gate at Desert View accounted for 17.3

percent of those visiting the South Rim of Grand Canyon. 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. 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	Column %
South Gate (Tusayan)	3866	82.4%
East gate (Desert View)	827	17.3%
Total	4693	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 59.2 percent of respondents. Rental vehicles were the second most-used travel mode, representing a strong 37.8 percent of visitor travel modes. Thus, fully 97.0 percent of South Rim respondents used a motor vehicle for some part of their Grand Canyon visit. Private (5.9%) and rental (1.7%) RVs, and motorcycles (1.2%) were used by much smaller percentages of respondents.

Commercial air service was listed as a travel mode for 16.7 percent of South Rim 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 (16.7%) Grand Canyon Railway (5.3%), Commercial Bus Tours (3.1%), and Amtrak (0.8%). 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)	2369	59.2%
Rental vehicle	1512	37.8%
Commercial airline	668	16.7%
Private RV	236	5.9%
Grand Canyon Railway	211	5.3%
Commercial bus tour	126	3.1%
Rental RV	70	1.7%
Motorcycle	49	1.2%
Amtrak	33	.8%
Total	4003	100.0%

This concludes the summary of data supplied by the 6,803 Grand Canyon National Park South Rim 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 4,035 respondents who participated in the initial South Rim 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 South Rim 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 South Rim. The first question asked respondents to identify their travel party type. South Rim 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 – 75.6 percent traveled with family. A much smaller percentage of parties (12.9%) traveled with friends. The balance of parties traveled with family and friends (6.5%), alone (4.1%), or with business associates (0.9%). See Table 11.

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

What kind of personal group are you traveling in?

	Count	Col %
With family	3009	75.6%
With friends	512	12.9%
With family and friends	258	6.5%
Alone	165	4.1%
With business associates	36	.9%
Total	3980	100.0%

A second personal group question asked whether South Rim respondents were traveling as part of a tour. A relatively small number of respondents – 1.8 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?

Are you traveling as a part of a bus tour?		
	Count	Col %
Traveling as part of a tour	120	1.8%
Other travel mode	6683	98.2%
Total	6803	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. This section uses data from both sources to describe party size and attributes. The average South Rim travel party consisted of 3.4 persons. Travel

parties were heavily weighted towards adults, with a mean of 2.8 adults per party. For parties with children, the mean was 2.4 children and the median was 2.0 children/party. Adults were evenly split between males (1.0 per party) and females (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	1.9	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 39.7 percent of all parties traveling with children. Parties traveling with a single child accounted for a further 34.1 percent of all parties

traveling with children. Together, one and two child parties accounted for almost three fourths (73.8%) of all parties traveling with children. Parties traveling with three children accounted for a further 14.8 percent of those traveling with children. Those parties traveling with more than three children

represented only about ten percent, when combined. See Table 14.

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

	Count	Column %
One child	513	34.1%
Two children	597	39.7%
Three children	223	14.8%
Four children	83	5.5%
Five children	32	2.1%
Six children	18	1.2%
Seven to ten children	23	1.5%
Ten or more children	14	.9%
Total	1503	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 83.8 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

South Rim	Frequency	Percent
1	5	0.3%
2	10	0.7%
4	10	0.7%
5	10	0.7%
6	5	0.3%
7	5	0.3%
8	16	1.0%
9	21	1.4%
10	10	0.7%
11	73	4.8%
12	78	5.2%
13	234	15.6%
14	192	12.8%
15	203	13.5%
16	213	14.2%
17	229	15.2%
18	187	12.5%
Total	1503	100.0%

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 (46.2%) of the total sample – essentially couples traveling together. Parties consisting of four persons

(19.7%) or three persons (12.1%) 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 84.3 percent of the sample. See Table 16.

Table 16. Party Composition, Frequency Distribution

Party Composition		
	Count	Column %
Alone	251	6.3%
2 members	1851	46.2%
3 members	483	12.1%
4 members	790	19.7%
5 members	258	6.4%
6 members	136	3.4%
7 or more members	235	5.9%
Total	4004	100.0%

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 (0.9%) are excluded, then the findings show that those traveling with family had the

smallest party size (3.4 persons). This was followed by those traveling with friends (3.9 persons), and lastly by those traveling with family and friends (5.1 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?

Party Composition					
	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?	1.1	3.9	3.4	5.1	3.9

Age of Grand Canyon Visitors

The mail back survey asked South Rim 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 38.9 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 37.1 years, while fourth party members averaged 29 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

Age of each party member		
	Mean	Median
Yourself – age	38.9	38.0
Member 2 – age	44.9	47.0
Member 3 – age	37.1	33.0
Member 4 – age	29.0	22.0
Member 5 – age	31.2	24.0
Member 6 – age	33.3	26.5

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. South Rim 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 South Rim respondents (78% 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 (9.6%), African American (2.4%) or Pacific Islander (2.3%).

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.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Average
White	82.3%	81.1%	79.3%	80.3%	71.2%	73.7%	78.0%
American Indian or Alaskan Native	7.5%	8.8%	8.4%	8.6%	12.9%	0.0%	7.7%
Asian	7.7%	7.2%	8.5%	7.1%	11.5%	15.7%	9.6%
Black or African American	1.8%	2.1%	2.4%	3.6%	2.8%	1.7%	2.4%
Pacific Islander	0.6%	0.8%	1.4%	0.3%	1.6%	8.9%	2.3%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Approximately one in ten visitors (9.2%) indicated that they were of Latino or Hispanic origin – a finding slightly lower than 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.

Latino origin			
	Frequency	Percent	Valid Percent
Hispanic Origin	625	9.2%	100.0%
Non Hispanic Origin	6178	90.8%	
Total	6803	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%	26.5%	30.3%	30.7%
Member 2 - education	2.4%	16.9%	27.2%	27.5%	25.9%
Member 3 - education	7.5%	24.2%	24.4%	26.7%	17.2%
Member 4 - education	6.9%	27.6%	22.1%	25.5%	17.8%
Member 5 - education	8.5%	31.1%	15.2%	29.3%	15.9%
Member 6 - education	6.4%	33.6%	15.5%	28.2%	16.4%

Visitor Origin – Domestic Visitors

Where did visitors to Grand Canyon South Rim 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 22. 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 (14.8%) and Arizona (11.3%) 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.

Origin of domestic visitors	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Average
California	13.8	14.6	14.9	13.5	14.9	16.9	14.8
Arizona	9.4	9.5	9.8	9.3	13.2	16.9	11.3
Texas	4.9	4.9	5.4	5.1	7.0	3.4	5.1
Ohio	4.3	4.5	4.1	4.7	5.1	4.1	4.5
Florida	3.5	4.0	3.0	3.2	3.1	9.5	4.4
Massachusetts	3.1	3.6	5.2	5.4	4.5	4.1	4.3
Illinois	5.5	5.8	4.2	3.7	3.1	2.0	4.0
Wisconsin	4.8	4.6	4.9	5.3	2.5	0.7	3.8
New York	3.3	3.6	3.5	3.9	4.8	0.7	3.3
Pennsylvania	3.4	2.5	3.2	2.4	4.2	3.4	3.2
Virginia	3.0	3.0	3.0	3.5	2.8	3.4	3.1
Colorado	3.0	2.6	3.1	3.0	2.5	2.0	2.7
Michigan	3.3	3.4	2.7	2.5	1.4	2.0	2.6
Washington	2.7	2.6	2.0	2.8	2.8	2.0	2.5
New Jersey	1.9	1.8	1.8	2.8	2.5	2.7	2.2
Nevada	2.2	2.0	1.8	2.2	3.7	1.4	2.2
North Carolina	2.1	2.3	2.2	2.2	2.3	1.4	2.1
Indiana	1.6	1.8	1.6	2.3	2.3	2.0	1.9
Kentucky	1.5	1.3	1.8	1.9	1.7	2.7	1.8
Maryland	1.6	1.6	1.3	1.6	2.8	1.4	1.7
Connecticut	1.2	1.3	1.4	1.7	1.7	2.7	1.7
Georgia	1.9	1.6	1.3	2.7	0.8	0.7	1.5
Utah	1.7	1.3	1.7	1.0	1.7	0.7	1.3
Oklahoma	1.0	0.9	1.2	1.2	1.7	2.0	1.3
Tennessee	1.2	0.9	1.1	0.9	0.8	2.7	1.3
Oregon	1.8	1.9	1.3	1.2	0.6	0.7	1.2
Kansas	0.8	0.9	1.3	1.1	0.8	1.4	1.0
Alabama	1.2	0.9	1.4	0.7			1.0
Louisiana	0.9	1.1	0.8	0.9			0.9
New Mexico	1.4	1.1	1.0	0.8	0.3	0.7	0.9
Iowa	1.3	1.1	1.0	0.8	0.3	0.7	0.8
New Hampshire	0.8	0.9	1.0	0.2			0.7
Arkansas	0.7	0.6	0.8	0.9	0.6		0.7
Maine	0.6	0.7	0.5	0.4	0.3	1.4	0.6
Vermont	0.6	0.6	0.7	0.7	0.3	0.7	0.6
South Carolina	0.6	0.5	0.4	0.6	0.8	0.7	0.6
West Virginia	0.3	0.4	0.6	0.9			0.5
South Dakota	0.3	0.2	0.2	0.4	0.6	1.4	0.5
Idaho	0.5	0.4	0.4				0.4
Mississippi	0.3	0.4	0.1		0.6	0.7	0.4
Delaware	0.2	0.3	0.4	0.6			0.4
Montana	0.4	0.4	0.3	0.3	0.3		0.4
Nebraska	0.2	0.3	0.2	0.2	0.3	0.7	0.3
North Dakota	0.3	0.4	0.2				0.3
District of Columbia	0.2	0.1	0.5				0.3
Rhode Island	0.4	0.4	0.1	0.1			0.2
Hawaii	0.2	0.2	0.1	0.2			0.2
Alaska	0.2	0.2	0.1	0.1	0.3		0.2
Wyoming	0.1	0.0	0.1	0.2			0.1

Country of Origin – International Visitors

International visitors accounted for 17.0 percent of all South Rim respondents, according to the intercept data discussed in Part One of this report – internationals representing 36 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 (13.6%). Beyond that, considerable variation occurred. Canadians represented 21.8 percent of *respondents*, but only 6.4 percent of total foreigners on average. French visitors, on the other hand, constituted only 4.4 percent of *respondents* but 11.4 percent of foreign visitors on average. Italy also represented only 1.8 percent of *respondents* but 9.5 percent of all foreign

nations in the survey. Likewise, Brazilian and Danish visitors were a tiny percentage of respondents (0.2% each), but a larger percentage of foreigners on average (9.3% and 13.5% 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 Denmark, France, Italy, Brazil, Australia, The Netherlands, Germany, Canada, and Belgium. 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.

Origin of international visitors by party membership	Yourself	Member 2	Member 3	Member 4	Member 5	Member 6	Average
UNITED KINGDOM	21.8	5.4					13.6
DENMARK	0.2			0.8	23.0	30.0	13.5
FRANCE	4.4	16.8	4.1	7.6	8.2	27.5	11.4
ITALY	1.8		14.1	0.8	21.3		9.5
BRAZIL	0.2	1.0	20.9	24.4	1.6	7.5	9.3
AUSTRALIA	7.2	11.5	8.6	9.2	9.8	5.0	8.5
THE NETHERLANDS	4.4	2.0	15.0				7.1
GERMANY	11.6	0.5	16.4	2.3	3.3		6.8
CANADA	21.8	0.2	0.9		1.6	7.5	6.4
BELGIUM	1.7	2.4	1.4	0.8	19.7	12.5	6.4
JAPAN	13.9	0.2		4.6			6.3
PORTUGAL	0.6	0.7	1.4	20.6			5.8
ISRAEL	0.7	17.3	2.7	1.5	1.6		4.8
HONG KONG	0.2	2.2	0.5	13.7	4.9		4.3
ESTONIA		4.9		3.1	1.6	7.5	4.3
NEW ZEALAND	2.9	0.2	4.5	0.8			2.1
AUSTRIA	1.7	2.0	0.9	1.5	3.3	2.5	2.0
SWEDEN	0.9	0.2	3.2				1.4
N IRELAND	0.4	0.5	0.9	3.1			1.2
NIGERIA	0.2	2.9	0.5	0.8			1.1
NORWAY	0.2	0.2	0.5	3.1			1.0
SWITZERLAND	1.5	1.0	0.5				1.0
RUSSIA	1.1	0.2	0.5				0.6
MEXICO	0.2	0.2	0.9	0.8			0.5
SOUTH AFRICA	0.2	0.2	0.9				0.4
POLAND	0.2	0.2	0.5	0.8			0.4
SPAIN	0.2	0.2	0.5				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 South Rim visitors – 96 percent - said they planned their Grand Canyon trip in advance; therefore, it is not surprising that three quarters (74.6%) 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?

Prior to this trip did you or your group obtain information about Grand Canyon National Park or the area around the park?

	Count	Col %
Yes	2958	74.6%
No	1008	25.4%
Total	3966	100.0%

What sources of available information about the Grand Canyon and the region did visitors use most frequently? South Rim visitors tended to rely most heavily on sources they trusted – especially friends and family (47%) and, of course, their own recollections from previous visits (45.1%). 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 (42.6%) 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 (36.1%). Travel guide books were also very popular and used by 38.9 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. Information Sources Used

Information used before this trip?		
	Count	Column %
Recommendations of family and friends	946	47.0%
Previous visit	907	45.1%
Internet or other website	857	42.6%
Travel guide book (Frommer's Fodor's)	783	38.9%
GCNP website (www.nps.gov/gcra)	726	36.1%
TV programs and documentaries	359	17.9%
Newspaper or magazine article	228	11.3%
Highway signage	224	11.1%
Other (please specify)	199	9.9%
Arizona Office of Tourism	188	9.3%
Travel agents or professionals	163	8.1%
Arizona Welcome Center	128	6.4%
Telephone inquiry to GCNP	126	6.3%
Written inquiry to GCNP or trip planner	37	1.8%

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 (45.8%). 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.

If you used an information source how important was it?							
	Not important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Extremely important	Dont know	
	Row %	Row %	Row %	Row %	Row %	Row %	Mean
Previous visit	10.9%	4.1%	18.6%	27.1%	39.3%	.0%	3.8
Recommendations of family and friends	10.1%	5.8%	24.0%	30.8%	29.3%	.0%	3.6
Travel agents or professionals	49.8%	4.9%	14.2%	14.2%	16.9%	.0%	2.4
Travel guide book (Frommer's Fodor's)	11.5%	4.4%	21.3%	33.3%	29.5%	.0%	3.6
Arizona Office of Tourism	34.2%	4.7%	15.0%	26.3%	19.7%	.0%	2.9
Arizona Welcome Center	36.3%	4.4%	15.4%	19.3%	24.5%	.0%	2.9
TV programs and documentaries	20.1%	7.3%	30.2%	24.2%	18.2%	.0%	3.1
Telephone inquiry to GCNP	43.8%	6.0%	12.2%	15.9%	22.1%	.0%	2.7
Written inquiry to GCNP or trip planner	69.6%	3.6%	9.2%	5.2%	12.4%	.0%	1.9
Newspaper or magazine article	28.4%	6.4%	25.7%	26.5%	12.9%	.0%	2.9
GCNP website (www.nps.gov/gcra)	9.7%	3.0%	13.1%	28.5%	45.8%	.0%	4.0
Internet or other website	8.5%	3.0%	16.6%	33.0%	38.8%	.0%	3.9
Highway signage	19.5%	4.8%	18.1%	20.5%	37.1%	.0%	3.5
Other (please specify)	27.6%	2.2%	9.2%	22.1%	39.0%	.0%	3.4

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.

If you used an information source what was the quality?						
	Very poor	Poor	Neither good nor poor	Good	Very good	
	Row %	Row %	Row %	Row %	Row %	Mean
Previous visit	1.6%	3.9%	15.7%	25.4%	53.4%	4.3
Recommendations of family and friends	1.3%	3.4%	21.6%	30.7%	43.1%	4.1
Travel agents or professionals	13.2%	5.3%	22.8%	25.8%	32.8%	3.6
Travel guide book (Frommer's Fodor's)	1.6%	4.2%	21.6%	38.5%	34.1%	4.0
Arizona Office of Tourism	6.2%	3.9%	19.0%	32.7%	38.2%	3.9
Arizona Welcome Center	7.4%	4.3%	13.8%	33.2%	41.2%	4.0
TV programs and documentaries	2.9%	3.8%	22.8%	33.8%	36.6%	4.0
Telephone inquiry to GCNP	12.4%	3.5%	18.4%	26.2%	39.4%	3.8
Written inquiry to GCNP or trip planner	21.6%	1.8%	19.8%	20.7%	36.0%	3.5
Newspaper or magazine article	4.2%	2.6%	32.3%	34.1%	26.9%	3.8
GCNP website (www.nps.gov/gcra)	1.5%	2.7%	12.8%	36.6%	46.5%	4.2
Internet or other website	1.9%	2.1%	22.0%	38.5%	35.5%	4.0
Highway signage	3.2%	3.6%	22.1%	31.7%	39.3%	4.0
Other (please specify)	3.6%	5.2%	8.3%	31.3%	51.6%	4.2

Advance Bookings

A large majority of Grand Canyon visitors (59.1%) 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 (38.2%) did not make any pre-trip bookings, while 2.7 percent were actually part of a pre-booked package tour. See Table 28.

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

Prior to this trip did you make any bookings?		
	Count	Col %
Yes	2375	59.1%
No	1535	38.2%
Visit is part of a package tour	110	2.7%

By far the most common advance bookings were made for lodging, which was booked by 82.6 percent of respondents. Well behind lodging but still very significant, was the fact that almost half (48.0%) of those who made pre-bookings made rental car reservations. Equally important and probably linked to the reserved rental

cars were the 47.3 percent of respondents who made airline reservations. Of much less significance were reservations for campgrounds (11.6%), Grand Canyon Railway (9%), RV parks (4%), Colorado River trips (3.3%), and Backcountry hiking trips (0.7%). See Table 29.

Table 29. Booked the following activities on this trip?

What activities did you or your party book before this trip?		
	Count	Column %
Lodging (Hotel, Motel or B&B)	1391	82.6%
Rental car	809	48.0%
Airline reservations	797	47.3%
Campground reservation	195	11.6%
Grand Canyon Railway	151	9.0%
RV park reservation	68	4.0%
Colorado River trip	55	3.3%
Backcountry hiking trip (commercial)	11	.7%

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 less than one month to three months in advance. Among the reservations that were also 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.

Length of time of advanced booking				
	Less than 1 month	1 to 3 months	3 to 6 months	More than 6 months
Hotel, Motel or B&B	36.3%	34.7%	19.2%	9.9%
Campground reservation	46.7%	25.5%	24.7%	3.1%
RV park reservation	40.4%	32.7%	17.3%	9.6%
Grand Canyon Railway	45.9%	34.4%	13.8%	6.0%
Airline reservations	16.9%	45.1%	28.8%	9.2%
Rental car	32.4%	40.2%	21.3%	6.1%
Colorado River trip	19.6%	18.5%	31.5%	30.4%
Backcountry hiking trip (commercial)	36.8%	26.3%	31.6%	5.3%

This concludes the analyses of the Travel Planning section of the Grand Canyon South Rim 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 to the South Rim (65.7%) it was 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 (30.3%) 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?

How does this visit to Grand Canyon National Park fit into your travel plans?		
	Count	Col %
Grand Canyon NP was the primary destination of this trip	1230	30.3%
Grand Canyon NP was one planned stop on a longer trip	2667	65.7%
Grand Canyon NP was not a planned destination on this trip	163	4.0%
Total	4060	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 percent of visitors. Next were Sedona and Phoenix in Arizona. A number of national parks in the western region, such as Yellowstone, and Zion, also figured prominently as destinations. Major metropolitan areas – including

San Diego, San Francisco and Los Angeles – 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 two-thirds of South Rim 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?

Other Destinations

	Count	Col %
LAS VEGAS, NV	185	10.0%
SEDONA, AZ	90	4.9%
PHOENIX, AZ	84	4.5%
CALIFORNIA	27	1.5%
YELLOWSTONE NATIONAL PARK	26	1.4%
SAN DIEGO, CA	25	1.4%
SAN FRANCISCO, CA	25	1.4%
LOS ANGELES, CA	23	1.2%
ZION NATIONAL PARK	22	1.2%
FLAGSTAFF, AZ	18	1.0%

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 (5.9%), rental RVs (1.7%), and Motorcycles (1.2%).

Commercial Airlines also provided some part of the trip for 16.7 percent of respondents, or roughly one in six. The Grand Canyon Railway carried one of 20 respondents (5.3%), along with Commercial Bus Tours (3.1%), and Amtrak (0.8%).

It is clear, however, that virtually all South Rim 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?

What type of transportation did you use?

	Count	Column %
Private vehicle (car van or pickup)	2369	59.2%
Rental vehicle	1512	37.8%
Commercial airline	668	16.7%
Private RV	236	5.9%
Grand Canyon Railway	211	5.3%
Commercial bus tour	126	3.1%
Rental RV	70	1.7%
Motorcycle	49	1.2%
Amtrak	33	.8%

Rental Car Pick-up Location

South Rim survey respondents who rented vehicles were asked to identify the location of pickup. Phoenix, Arizona was mentioned most frequently (35.1%), although it was followed closely by Las Vegas, Nevada (33%). 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?

Where did you rent your vehicle

	Count	Col %
PHOENIX, AZ	496	35.1%
LAS VEGAS, NV	467	33.0%
LOS ANGELES, CA	94	6.6%
SAN FRANCISCO, CA	71	5.0%
ALBUQUERQUE, NM	37	2.6%
DENVER, CO	35	2.5%
FLAGSTAFF, AZ	30	2.1%
TUCSON, AZ	13	.9%
SALT LAKE CITY, UT	10	.7%
SAN DIEGO, CA	8	.6%

Distances Traveled on the Grand Canyon Trip

Not only were personal motor vehicles the predominant transportation mode for South Rim 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 808 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 South Rim 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 62.6 percent of

respondents. Other routes were used by fewer though still significant percentages of travel parties. Overall, State Route 64, running between Williams and the South Rim Village at Grand Canyon National Park, was used by fully 46.8 percent of travelers. Next in importance, at 43.5 percent, was State Route 64 between the Desert View or east entrance to Grand Canyon and Cameron. US Highway 89 which links Flagstaff to Cameron then continues north to the Utah border was used by almost half (43.2%) of Grand Canyon visitors. This was followed by Highway 180 from Flagstaff to the South Rim, which was used by 41.9 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 (36.6%).

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. 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?

What roads did you drive to get to the Grand Canyon National Park?		
	Count	Column %
Interstate 40	2339	62.6%
State Route 64 (Williams to GCNP)	1751	46.8%
State Route 64 (Cameron to GCNP East Entrance	1626	43.5%
US Highway 89 (Flagstaff to Cameron to Utah border	1617	43.2%
State Route 180 (Flagstaff to GCNP)	1568	41.9%
Interstate 17	1370	36.6%

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 a 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?

Opinions about the Arizona Highway System?						
	Very poor	Poor	Neither poor nor good	Good	Excellent	
	Row %	Row %	Row %	Row %	Row %	Mean
Quality of Arizona highways	.2%	.9%	17.1%	49.1%	32.7%	4.1
Safety of Arizona highways	.5%	1.8%	21.6%	48.0%	28.2%	4.0
Highway signage (clarity and effectiveness)	1.2%	5.5%	21.4%	44.1%	27.8%	3.9
Traveler amenities (availability)	2.7%	11.3%	37.3%	34.7%	14.1%	3.5
Rest stops frequency	7.2%	20.0%	37.2%	25.1%	10.5%	3.1
Rest stops quality	4.5%	10.2%	37.7%	33.5%	14.2%	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 highways generally to be congested? Highway congestion appeared to be of little concern to most South Rim visitors, only 10.4 percent 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?

Opinions about Arizona highways congestion?						
	Not at all congested	Un-congested	Neither congested nor un-congested	Congested	Very congested	
	Row %	Row %	Row %	Row %	Row %	Mean
Regarding traffic congestion on the highways did you find that Arizona highways were	26.9%	31.7%	30.9%	8.9%	1.5%	2.3

Arrival Airport

Those visiting Grand Canyon South Rim 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 46.1 percent, followed by Las Vegas (McCarran) International Airport at 36 percent. Together, these two airports served the vast majority –

82.1 percent - of visitors flying into the region. Los Angeles (7.1%) and San Francisco (5.7%) 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?

If you flew to the area on a commercial airline what airport did you arrive at?		
	Count	Column %
Phoenix International Airport	823	46.1%
Las Vegas Nevada International Airport	643	36.0%
Los Angeles California International (LAX)	126	7.1%
San Francisco California International	102	5.7%
Other please specify	82	4.6%
Grand Canyon Airport	43	2.4%
Albuquerque New Mexico International Airport	41	2.3%
Flagstaff Pulliam Airport	37	2.1%
Salt lake City Utah International Airport	30	1.7%
Tucson International Airport	24	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 the South Rim. Here, Arizona communities, located in close proximity to the park, accounted for eight of the top 10, led by Flagstaff (18%) and Williams (13.4%), but also including in order of frequency: Sedona (6.3%), Phoenix (5.7%), Tusayan (4.3%), Page (3.1%),

Scottsdale (1.5%) and Tucson (1.3%). Collectively, these eight Arizona communities provided overnight lodging for half (53.6%) of all survey participants prior to their arrival at Grand Canyon National Park. Las Vegas, Nevada (9.5%) actually ranked third behind Flagstaff and Williams in

frequency of overnight stays *before* the park visit. Bryce Canyon National Park located in southern Utah was also used for overnight stays by 1.5 percent of those prior to their visit to the South Rim. The top 17 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?

Where did you spend the night before getting to the GCNP?

	Count	Col %
FLAGSTAFF, AZ	685	18.0%
WILLIAMS, AZ	508	13.4%
LAS VEGAS, NV	359	9.5%
SEDONA, AZ	238	6.3%
PHOENIX, AZ	218	5.7%
TUSAYAN, AZ	165	4.3%
PAGE, AZ	117	3.1%
BRYCE CANYON NATIONAL PARK, UT	57	1.5%
SCOTTSDALE, AZ	57	1.5%
TUCSON, AZ	48	1.3%
KANAB, UT	47	1.2%
KINGMAN, AZ	46	1.2%
ST GEORGE, UT	44	1.2%
JACOB LAKE, AZ	42	1.1%
HOLBROOK, AZ	40	1.1%
ALBUQUERQUE, NM	39	1.0%
ZION NATIONAL PARK, UT	38	1.0%

Night After Grand Canyon

Respondents were also asked to identify the community where they stayed the night *after* leaving Grand Canyon South Rim. Responses generally mirrored gateway communities identified as night-before stops, although now Las

Vegas emerged in the top position at 12.8 percent, followed by Flagstaff (10.8%), Phoenix (8.4%), and Williams (7.8%), with a high ranking for Sedona at 7.0%. Eight of the top ten communities listed were in Arizona and collectively accounted for 43.8 percent of all overnights after leaving the park. Seven of these eight matched

communities identified for prior night stays, with the addition of Kingman in eighth place.

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	481	12.8%
FLAGSTAFF, AZ	405	10.8%
PHOENIX, AZ	315	8.4%
WILLIAMS, AZ	292	7.8%
SEDONA, AZ	264	7.0%
PAGE, AZ	142	3.8%
TUSAYAN, AZ	91	2.4%
KINGMAN, AZ	79	2.1%
BRYCE CANYON NATIONAL PARK, UT	68	1.8%
SCOTTSDALE, AZ	57	1.5%
ZION NATIONAL PARK, UT	53	1.4%
ALBUQUERQUE, NM	49	1.3%
KANAB, UT	42	1.1%
ST GEORGE, UT	42	1.1%
HOLBROOK, AZ	41	1.1%
GALLUP, NM	36	1.0%
LAUGHLIN, NV	35	.9%
CORTEZ, CO	33	.9%
PRESCOTT, AZ	33	.9%
MOAB, UT	32	.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 (41.9%)
- Sedona (40.1%)
- Las Vegas (38%)
- Phoenix (30.8%), and
- Williams (27.9%).

See Table 41.

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

Did you or will you visit the following communities?		
	Count	Column %
Flagstaff, AZ	1328	41.9%
Sedona, AZ	1272	40.1%
Las Vegas, NV	1206	38.0%
Phoenix, AZ	977	30.8%
Williams, AZ	885	27.9%
Navajo Nation	639	20.2%
Page, AZ	479	15.1%
Kingman, AZ	426	13.4%
Tucson, AZ	353	11.1%
St George, UT	308	9.7%
Fredonia Jacob Lake, AZ	282	8.9%
Prescott, AZ	246	7.8%
Hopi Reservation	243	7.7%
Cedar City, UT	152	4.8%

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 Hopi Reservation (1.6 nights)
- Fredonia/Jacob Lake (1.6 nights)
- the Navajo Nation (1.4 nights)
- Southern Utah communities in the vicinity of the north rim of Grand Canyon, specifically St. George (1.6 nights) and Cedar City (1.1nights).
- Also included on the list were two additional Arizona cities – Prescott (2.4 nights) and Tucson (3.4 nights).

See Table 42.

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

Stayed overnight in the following communities?	Count	Column %	Days
Las Vegas, NV	1118	40.8	3.1
Flagstaff, AZ	862	31.4	2.6
Phoenix, AZ	664	24.2	3.9
Williams, AZ	539	19.7	1.9
Sedona, AZ	465	17.0	2.4
Page, AZ	341	12.4	1.6
Tucson, AZ	193	7.0	3.4
Navajo Nation	181	6.6	1.4
Kingman, AZ	151	5.5	1.6
St George, UT	141	5.1	1.6
Cedar City, UT	70	2.6	1.1
Fredonia Jacob Lake, AZ	64	2.3	1.6
Prescott, AZ	64	2.3	2.4
Hopi Reservation	18	0.7	1.6

Attractions

The multiple communities and attractions visited in conjunction with the Grand Canyon South Rim 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 (44.2%) indicated they also planned to visit Las Vegas.

Sedona/Oak Creek Canyon recorded the second highest rate of visitation at 35.6 percent. Third, and logically visited in conjunction with Las Vegas, was Hoover Dam at 33.2%. In fourth and sixth positions were Phoenix (29.9%) and the Painted Desert (24.9%). In fifth spot

was Zion National Park (27.4%) which was popular along with Bryce Canyon National Park (24.1%), both indicating a Utah link for visitors. 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, 16.8 percent or one in six, also visited the nearby Navajo Nation. See Table 43.

Table 43. Other Attractions Visited in the Region?

	Count	Column %
Las Vegas, Nevada	1609	44.2%
Sedona Oak Creek Canyon	1297	35.6%
Hoover Dam	1208	33.2%
Phoenix, Arizona	1089	29.9%
Zion National Park	998	27.4%
The Painted Desert	907	24.9%
Bryce Canyon National Park	879	24.1%
IMAX Grand Canyon theatre	777	21.3%
Petrified Forest National Park	744	20.4%
Monument Valley	640	17.6%
Page/Lake Powell	616	16.9%
Navajo Nation Reservation	612	16.8%
Cameron Trading Post	544	14.9%
Sunset Crater Volcano National Monument and Wupatki National Monument	433	11.9%
Meteor Crater	431	11.8%
Tucson, Arizona	404	11.1%
Grand Canyon Railway	286	7.9%
Prescott, Arizona	272	7.5%
Hopi Tribe Reservation	264	7.3%
Walnut Canyon National Monument	237	6.5%
Canyon De Chelly National Monument	236	6.5%
Lowell Observatory	164	4.5%
Museum of Northern Arizona	110	3.0%
The White Mountains	84	2.3%
Hualapai Reservation	81	2.2%
Total	3640	100.0%

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 the South Rim of 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 (32.6%) indicated they would use public transit to enter the park if it were free, while an additional 12.8 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 17.2 percent of respondents indicated they were not sure whether or not they would use public transportation. Finally, 37.4 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?

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	32.6%	12.8%	37.4%	17.2%

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 (65.7%).
- The option of parking in Williams and riding a high speed train came in third, at 52.4 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 (22.6%) 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?

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	1306	66.4%
Park your car in Tusayan (gateway community) and ride a shuttle bus into GCNP	1292	65.7%
Park your car in Williams and ride train (high speed) into GCNP	1030	52.4%
Park your car in Flagstaff and ride public transportation into GCNP	445	22.6%

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 5.2 days, although the median stay was 2.3 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?

How much time did you spend at the Grand Canyon

	Valid N	Mean	Median
On this trip how much time did you and your group spend at the GCNP? – hours	N=2184	7.3	6.0
On this trip how much time did you and your group spend at the GCNP? – days	N=1738	5.2	2.3

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 79.6 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?

Did you stay overnight in the GCNP or within 90 miles

	Count	Column %
Yes	3158	79.6%
No	810	20.4%
Total	3968	100.0%

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 (24.6%) 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 3.7 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 9.2 percent of lodging, while 2.7 percent stayed in the residences of friends/family. See Table 48.

Table 48. Accommodations inside the GCNP?

Accommodations within the park?

	Count	Column %
Other please specify	1152	66.8%
Campground trailer or RV park	424	24.6%
Seasonal residence	158	9.2%
Back country or wilderness site	63	3.7%
Residence of friends or relatives	46	2.7%

The vast majority, or two-thirds of all respondents (66.8%), said they stayed in ‘Other’ lodging inside the park and specified the actual type, primarily hotels and motels operated by park concessionaire Xanterra (34.8%). While technically outside of park boundaries,

lodging facilities in Tusayan were also included in this category. Apparently many visitors perceived Tusayan lodging – used by 22.9% 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?

Other accommodations inside the GCNP

	Count	Column %
Lodge/Xanterra	388	34.8%
Tusayan	255	22.9%
Bright Angel Lodge	101	9.1%
Maswik Lodge	98	8.8%
Yavapai Lodge	89	8.0%
North Rim	86	7.7%
El Tovar Hotel	62	5.6%
Thunderbird Lodge	12	1.1%
Kachina Lodge	10	.9%
Other in Park	7	.6%
Phantom Ranch	7	.6%
Ten X/Camping	0	.0%
Total	1115	100.0%

Lodging types used *outside of the park* were primarily hotel and motel facilities specified under the category “Other.” Here, 78.9 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 14.1 percent of overnight accommodations used by travelers during their trip. Backcountry use outside of the park dropped to a

mere 2.1 percent. Those staying in a seasonal residence (4.6%) or with family

and friends (4.8%) rounded out the survey results. See Table 50.

Table 50. Accommodations outside the GCNP?

Accommodations outside the park?		
	Count	Column %
Other please specify	1654	78.9%
Campground trailer or RV park	296	14.1%
Residence of friends or relatives	101	4.8%
Seasonal residence	96	4.6%
Back country or wilderness site	44	2.1%

In specifying accommodations used *outside the park*, the vast majority of respondents (78.9%) again selected ‘Other’ lodging, and specified the actual types, which were primarily hotels and motels in Northern Arizona communities (72.2%). Some other communities were also noted by visitors, including

Flagstaff (9.5%), Williams (5.1%), and several others (4.2%). 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?

Other accommodations outside GCNP		
	Count	Column %
Hotel/Motel	970	72.2%
Flagstaff	127	9.5%
Not stated	88	6.6%
Williams	69	5.1%
Other	57	4.2%
Tusayan	20	1.5%
Sedona	10	.7%
Las Vegas	2	.1%
Total	1343	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 South Rim 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.

Parties interest in specific areas of Grand Canyon National Park						
	Little or no interest	Little interest	Neutral interest	Strong interest	Very strong interest	
	Row %	Row %	Row %	Row %	Row %	Mean
Origins formations and geology	3.6%	7.6%	23.3%	32.4%	33.0%	3.8
Animals and plants	3.1%	9.4%	28.3%	36.2%	23.0%	3.7
Cultural history of native inhabitants	4.3%	11.7%	28.9%	32.3%	22.8%	3.6
Park ecosystems and ecology	6.5%	13.8%	33.7%	29.6%	16.5%	3.4
Wilderness preservation and solitude	4.2%	11.3%	26.0%	30.3%	28.3%	3.7
Organized educational workshops and lectures	22.6%	24.3%	27.7%	17.0%	8.3%	2.6
Helicopter or fixed wing air tours of the Grand Canyon	51.0%	15.7%	14.5%	9.8%	9.1%	2.1
The Grand Canyon Railway	29.9%	19.5%	24.1%	16.0%	10.4%	2.6
Jeep or wilderness tours	42.9%	19.2%	19.3%	11.9%	6.8%	2.2
Back country hiking and biking (includes tours)	26.9%	13.8%	17.5%	20.9%	20.9%	3.0
Colorado River rafting trips	27.3%	12.8%	19.9%	20.7%	19.3%	2.9
Mule rides into the canyon	31.0%	16.4%	20.8%	18.4%	13.4%	2.7
ATV forest tours (all terrain vehicles)	56.5%	14.3%	15.1%	8.9%	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, South Rim 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, South Rim 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 South Rim 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	
	Row %	Row %	Row %	Row %	Row %	Mean
Visiting national or state parks	.3%	1.0%	10.6%	26.7%	61.4%	4.5
Archeology or paleontology	7.3%	17.4%	33.4%	24.2%	17.7%	3.3
Skiing or snow sports	42.3%	21.4%	17.7%	9.8%	8.9%	2.2
Ecotourism and the environment	9.8%	15.8%	34.3%	22.7%	17.4%	3.2
Mountain biking	53.0%	19.5%	16.9%	6.4%	4.1%	1.9
History or historic sites	1.6%	6.1%	23.4%	36.0%	32.9%	3.9
Museums or cultural attractions	3.7%	9.1%	29.6%	34.8%	22.7%	3.6
Fishing or hunting	53.9%	15.9%	13.9%	9.5%	6.8%	2.0
Shopping	25.0%	20.1%	29.3%	16.3%	9.2%	2.6
Gambling-gaming	69.7%	12.2%	10.3%	4.9%	2.9%	1.6
Dining out	5.8%	10.3%	30.3%	28.9%	24.7%	3.6
White water rafting or water sports	27.9%	15.6%	23.5%	20.1%	13.0%	2.7
Golf	65.8%	12.0%	10.8%	6.5%	4.9%	1.7
Rock climbing	58.5%	16.9%	14.2%	6.9%	3.5%	1.8
Camping or tenting	33.2%	14.1%	17.3%	17.1%	18.2%	2.7
RV-ing	55.9%	12.7%	11.4%	8.2%	11.8%	2.1

Protection of Resources

South Rim 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, South Rim 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”:

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

- Clean Air (4.7)

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.

Protection of Resources/Qualities/Opportunities for public enjoyment						
	Not important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Extremely important	
	Row %	Row %	Row %	Row %	Row %	Mean
Native plants and animals	.6%	1.0%	5.5%	16.8%	76.2%	4.7
Endangered species	1.1%	1.3%	5.2%	13.9%	78.6%	4.7
Clean air	.6%	.4%	3.4%	14.8%	80.8%	4.7
Clean water	.5%	.1%	3.3%	13.6%	82.5%	4.8
Natural quiet and the sounds of nature	.8%	.5%	6.8%	19.3%	72.6%	4.6
Solitude	1.8%	2.7%	16.0%	23.7%	55.7%	4.3
Recreational opportunities (hiking camping etc)	3.3%	4.2%	17.8%	29.2%	45.6%	4.1
Educational opportunities	2.8%	6.1%	22.9%	31.7%	36.5%	3.9
Historic buildings or archeological sites	1.1%	4.1%	18.0%	29.2%	47.5%	4.2
Night sky or stargazing	3.7%	7.5%	20.9%	26.5%	41.3%	3.9
Designated wilderness or backcountry	4.8%	6.2%	19.9%	25.2%	43.8%	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 South Rim 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’ (71.2%) and ‘Number of private vehicles in park’ (75.1%) – 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 (23.8%). Still, however, 59.6 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 81.9 percent of respondents indicated “no effect” from these flights. “Air quality in the park” (36.3%) and “Getting to and from the park” (27.4%) were identified by the largest number of South Rim 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.

Did you experience any of the following on your visit to GCNP			
	Added to visit	No effect	Detracted from visit
	%	%	%
Number of people in park	13.4%	71.2%	15.4%
Number of private vehicles in park	6.8%	75.1%	18.1%
Availability of parking spaces	16.6%	59.6%	23.8%
Air quality in park	36.3%	55.1%	8.6%
Helicopter or airplane park over flights	5.6%	81.9%	12.5%
Getting to and from park	27.4%	66.4%	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 (80.9%) and Parking lots (77.3%). Also, 44.6 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 (74.9%) of participants. Other information sources included “The Guide” newspaper (57.6%), contact with park rangers (39.9%), and Park safety information (30.8%). While park rangers were often approached for information, only 18.6 percent of South Rim 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 (69.8%) and park restaurants (60.1%). Stays in park lodging facilities were only reported by 26.7 percent of those surveyed. While

canyon overlooks were used by nearly everyone, rim hiking trails attracted only about half (48.7%) of visitors. Also, while half hiked *rim trails*, only about one in five visitors (21.4 %) hiked

below-the-rim trails – more “soft” than “hard” adventure. See Table 56.

Table 56. In-Park services.

Did you use in-park services		
	Count	Column %
Canyon overlooks	2317	90.6%
Directional road signs	2069	80.9%
Parking spaces and lots	1976	77.3%
Visitor center	1915	74.9%
Visitor center restrooms	1795	70.2%
Park souvenir and gift shops	1784	69.8%
Park restaurants and food service	1537	60.1%
Park newspaper The Guide	1471	57.6%
Rim hiking trails	1244	48.7%
Free park shuttle buses	1140	44.6%
Access to (talk with) park rangers	1019	39.9%
Park safety information	786	30.8%
Park lodging	683	26.7%
Below-the-rim hiking trails	548	21.4%
Ranger led programs	475	18.6%
Park campgrounds	266	10.4%
Grand Canyon Railway	158	6.2%
Other	130	5.1%
Concessionaire guided bus tour	126	4.9%
Access for disabled persons	114	4.5%
Trailer village	54	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 77.2 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:

- Free Park Shuttle Bus (4.5)
- Rim Hiking Trails (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.

Importance of In-park services						
	Not important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Extremely important	
	Row %	Row %	Row %	Row %	Row %	Mean
Visitor center	1.9%	3.6%	17.4%	32.1%	45.1%	4.1
Visitor center restrooms	.8%	.6%	8.6%	21.9%	68.1%	4.6
Directional road signs	.7%	.6%	7.6%	26.0%	65.1%	4.5
Canyon overlooks	.4%	.1%	1.4%	11.3%	86.9%	4.8
Access to (talk with) park rangers	3.0%	2.9%	20.2%	33.8%	40.1%	4.1
Park restaurants and food service	3.1%	3.1%	20.4%	35.3%	38.1%	4.0
Park lodging	10.3%	2.8%	11.4%	24.6%	50.9%	4.0
Park campgrounds	19.6%	6.9%	10.3%	15.4%	47.7%	3.6
Trailer village	45.1%	10.1%	14.1%	12.2%	18.5%	2.5
Rim hiking trails	4.8%	1.0%	5.8%	21.9%	66.6%	4.4
Below-the-rim hiking trails	12.0%	2.4%	9.2%	17.8%	58.6%	4.1
Access for disabled persons	23.3%	3.5%	14.4%	16.0%	42.9%	3.5
Park souvenir and gift shops	4.8%	7.7%	34.8%	31.6%	21.1%	3.6
Ranger led programs	7.5%	3.9%	16.4%	28.2%	43.9%	4.0
Free park shuttle buses	3.7%	1.8%	7.7%	19.1%	67.8%	4.5
Concessionaire guided bus tour	27.0%	7.6%	20.6%	17.1%	27.7%	3.1
Park newspaper The Guide	2.8%	1.8%	12.8%	26.9%	55.6%	4.3
Grand Canyon Railway	19.9%	7.6%	19.1%	20.9%	32.4%	3.4
Parking spaces and lots	.9%	1.1%	8.6%	25.2%	64.2%	4.5
Park safety information	1.5%	1.2%	10.9%	25.1%	61.3%	4.4
Other	11.0%	3.9%	10.2%	14.2%	60.6%	4.1

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 five other categories also rated 4.3, only the Visitor Center and Below Rim hiking trails recorded *quality* ratings which exceeded that of their corresponding importance scores; 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 was the Grand Canyon Railway (4.2) exceeding its respective score on Importance. See Table 58.

Table 58. Quality of in-park services.

If used In-park services what quality						
	Very poor	Poor	Neither good nor poor	Good	Very good	
	Row %	Row %	Row %	Row %	Row %	Mean
Visitor center	.7%	2.3%	11.9%	31.8%	53.3%	4.3
Visitor center restrooms	1.3%	2.3%	13.9%	33.0%	49.5%	4.3
Directional road signs	3.9%	9.2%	20.2%	30.5%	36.2%	3.9
Canyon overlooks	.1%	.9%	5.7%	22.2%	71.0%	4.6
Access to (talk with) park rangers	3.6%	4.4%	17.3%	25.0%	49.7%	4.1
Park restaurants and food service	3.3%	9.6%	30.9%	34.0%	22.2%	3.6
Park lodging	2.8%	7.5%	23.6%	36.0%	30.0%	3.8
Park campgrounds	3.5%	7.4%	22.2%	28.0%	38.9%	3.9
Trailer village	8.6%	11.8%	29.6%	27.0%	23.0%	3.4
Rim hiking trails	.4%	1.6%	8.0%	33.9%	56.0%	4.4
Below-the-rim hiking trails	1.3%	2.6%	15.5%	29.9%	50.7%	4.3
Access for disabled persons	10.3%	10.7%	23.8%	25.2%	30.0%	3.5
Park souvenir and gift shops	.7%	3.6%	23.3%	39.2%	33.3%	4.0
Ranger led programs	1.9%	2.0%	10.9%	24.5%	60.7%	4.4
Free park shuttle buses	1.3%	3.5%	11.7%	26.6%	56.9%	4.3
Concessionaire guided bus tour	4.7%	6.4%	25.0%	26.0%	37.8%	3.9
Park newspaper The Guide	1.0%	2.3%	13.1%	33.4%	50.2%	4.3
Grand Canyon Railway	2.4%	2.4%	16.8%	25.2%	53.2%	4.2
Parking spaces and lots	4.3%	9.4%	21.8%	33.8%	30.7%	3.8
Park safety information	1.0%	2.0%	12.5%	33.4%	51.1%	4.3
Other	14.6%	12.6%	9.7%	18.4%	44.7%	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 (67.4%) identified visiting the park itself as the main reason for their visit. Next, though a much less important reason (22.7%) 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 (3.6%) or Attending business-related functions in the area (2.6%) 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.

What is the primary reason for your party's visit to the GCNP?		
	Count	Col %
Visit Grand Canyon NP	2680	67.4%
Visit a number of attractions in the area	903	22.7%
Other please specify	149	3.7%
Visit friends or relatives in the area	143	3.6%
Business (conventions or conference in the area)	103	2.6%
Total	3978	100.0%

Recommend Visit to Friends and Family

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 60.

Table 60. 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 Grand Canyon NP		
	Count	Col %
Yes	3944	99.3%
No	27	.7%
Total	3971	100.0%

Note: A series of open-ended questions which allowed visitors to contribute comments were included at the end of the mailback survey instrument. These comments, from both North and South rim visitors, were clustered and summarized by topic and published in the *Grand Canyon National Park & Northern Arizona Tourism Study: Final Report*. While the comments made by North Rim visitors were broken out and summarized separately in the *Grand Canyon National Park & Northern Arizona Tourism Study: North Rim*, they represented less than ten percent of all comments made. Therefore, the summary in the final report in large part reflects the views of South Rim respondents.

In addition, all comments were transcribed and included in a separate document. Copies of these comments, as

well as the final report, are available upon request.

The following questions were included in this separate analyses:

- What was the highlight of your visit to Grand Canyon National Park?
- 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?
- If Yes, What kept you from seeing or doing what you expected to?
- 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.

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.

South Rim 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 2.7 adults, and 1.6 children under age 18. When combined, this yields an average party size of 3.43 persons.

The *in-park* expenditures for South Rim visitors are found in Table 61. 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 \$187 for their trip. It is important to note that not all visitors had expenditures in every category; only 21 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 \$95; 14 percent of visitors indicated that they had food and beverage expenditures. Tourist shopping, which averaged \$80 per-party, was the most common in-park expenditure, engaged in by 31 percent of all visitors. Transportation expenditures, averaged \$55 per-party, and were the fourth highest in-park expenditures; 19 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 25 percent of the sample. Grocery expenditures averaged \$29 per-party and were reported by 19 percent of the sample.

Camping fees averaged \$23 per-party and were reported by 9 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 accounted for 31 percent of the sample. See Table 61.

Table 61. How much did you spend *in* the National Park on the following?

Expenditures inside GCNP		
	Mean	Median
Lodging (hotel motel cabin B&B etc)	\$187.2	\$128.0
Camping fees and charges	\$23.3	\$4.0
Food and beverage (restaurants bars etc)	\$95.3	\$50.0
Grocery store purchases	\$29.3	\$15.5
Entertainment recreation (admissions and entrance fees	\$38.3	\$20.0
Transportation (include gas oil auto and RV expenses	\$55.1	\$20.0
Shopping (souvenirs gifts film clothing etc)	\$79.6	\$50.0
Other (all other purchases)	\$28.4	\$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.

South Rim 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 \$182 per party. It is important to note that not all visitors had expenditures in each category; only about one-third (33%) of all visitors in the sample had lodging

expenditures. Food and beverage rated second highest with average per-party expenditures of \$100; 12 percent of all visitors indicating they had food and beverage expenses. The third largest expenditure was for transportation expenditures, with an average of \$83 per-party; 36 percent had transportation expenditures. Tourist shopping averaged \$78 per-party; 21 percent of all visitors indicating they had tourist shopping expenses. Recreation expenditures (including admissions and entrance fees) averaged \$46 per-party with 22 percent of respondents indicating they had recreation/entertainment expenditures. This was followed by “Other” expenditures which averaged \$45 per party and were recorded by 35 percent. Expenditures on grocery and camping expenditures accounted for an average of \$39 per-party for grocery and \$22 per party for camping. The participation levels were low for these expenditures as well, with 26 percent reporting grocery expenditures and 10 percent camping fees and charges. See Table 62.

Table 62. How much did you spend within 90 miles of the National Park on the following?

Expenditures outside GCNP

	Mean	Median
Lodging (hotel motel cabin B&B etc)	\$182.4	\$130.0
Camping fees and charges	\$21.9	\$0
Food and beverage (restaurants bars etc)	\$99.5	\$60.0
Grocery store purchases	\$39.0	\$20.0
Entertainment recreation (admissions and entrance fees	\$46.2	\$20.0
Transportation (include gas oil auto and RV expenses	\$83.0	\$40.0
Shopping (souvenirs gifts film clothing etc)	\$77.8	\$40.0
Other (all other purchases)	\$45.4	\$0

PART FOUR

Selected North and South Rim Response Comparisons

Grand Canyon National Park is divided into two distinct administrative areas – the North Rim and the South Rim. The distance between these two park areas is considerable: as the crow flies, the distance from one rim to the other averages 10 miles; traveling by foot through the canyon on the Kaibab Trail, the rim-to-rim distance is 21.5 miles; traveling by automobile, the distance is 211 miles. While some travelers visit both parts of the park, it is more common, given the distance, that they are visiting one or the other district. Which district of Grand Canyon National Park travelers choose to visit, or whether they visit both the north and south rims, can influence their experiences within the park and in the region surrounding the park.

This section of the report compares and contrasts North Rim and South Rim visitor responses to the survey, highlighting similarities and differences in their characteristics, travel patterns and activities. As was noted in Part One of this report, operations at the North Rim are seasonal; no road access into the park is possible during the winter months. Generally, the North Rim is less developed than the South Rim, although both districts offer lodging, restaurants, retail, camping and shower facilities in addition to a visitor center and canyon overlooks. Additional visitor amenities on the South Rim include a bank and medical/dental clinic inside the park, along with airport operations in the gateway community of Tusayan, which offer scenic overflights. Finally, public shuttle buses currently operate only

within the South Rim village area and West Rim Drive, but are not available at the North Rim. The same survey form was used to collect visitor responses at both rim districts. (See Survey Instruments in Appendix 2 and 3)

Previous Visits and Primary Reason for Visit

The North Rim at Grand Canyon National Park attracts more repeat visitors than does the South Rim. Over half of North Rim visitors (54.9%) indicated they had been to Grand Canyon National Park previously, while only 38.6 percent of South Rim respondents were identified as repeat visitors. This may be explained by the fact that North Rim visitors had previously visited the park's more popular and accessible South Rim.

In addition, visits to the North Rim were more frequently linked to visits to other area attractions, especially Bryce Canyon and Zion national parks. Thus, more than one-third (35.5%) of North Rim visitors described the primary reason for their park visit as seeing multiple attractions in the area, as opposed to fewer than one-fourth (22.8%) of South Rim visitors. Visitors to the more remote North Rim appeared to plan their park visit around a larger regional itinerary. Therefore, South Rim visitors were more likely to indicate that visiting Grand Canyon National Park was their primary reason for travel (67.3%), closely paralleling the percentage of those who were visiting the park for the first time. Only a quarter of South Rim visitors (22.8%) indicated

their primary motive was visiting a number of attractions in the area. At the North Rim the percentage of those visiting multiple attractions was considerably higher – 35.5 percent –

though visiting Grand Canyon National Park was still the dominant reason for 55.1 percent of those surveyed. See Tables 63 and 64.

Table 63. Is this your first visit to Grand Canyon National Park?

Is this your first visit to Grand Canyon National Park		
	North or South Rim of the Grand canyon National Park?	
	South Rim	North Rim
	Column %	Column %
Yes	61.4%	45.1%
No	38.6%	54.9%
Total	100.0%	100.0%

Table 64. What is the primary reason for visiting GCNP?

What is the groups primary reason for visiting the GCNP?		
	North or South Rim	
	North Rim	South Rim
	Column %	Column %
Visit Grand Canyon NP	55.1%	67.3%
Visit a number of attractions in the area	35.5%	22.8%
Other please specify	5.6%	3.8%
Visit friends or relatives in the area	2.6%	3.6%
Business (conventions or conference in the area)	1.3%	2.6%
Total	100.0%	100.0%

Attractions Visited

Significant differences appeared between North Rim and South Rim visitors in terms of other attractions visited as part of the overall trip. When asked to choose from a list of attractions in the region, North Rim visitors identified Zion National Park (61.7%) and Bryce Canyon National Park (50.4%) as the most frequently visited attractions included as part of their trip. The proximity of these three national parks – Bryce Canyon, Zion, and the North Rim of Grand Canyon – has made them a popular tour for decades. The circular route that visitors traveled between them was historically called the *Grand Circle*. Today, the Grand Circle tour has expanded to include visits to Lake Powell, Monument Valley, Capitol Reef and Canyonlands National Park areas as well. Much higher percentages of respondents planned visits to other national parks in the region, a finding

that clearly distinguishes North Rim respondents from those at the South Rim. Thus, the top three attractions for North Rim visitors – Zion (61.7%), Bryce Canyon (50.4%), and Las Vegas (49.3%) – were dramatically different and occurred at higher concentrations, than did visits to the top three attractions for South Rim visitors – Las Vegas (44.1%), Sedona (35.5%), and Hoover Dam (33.1%).

Las Vegas was a popular destination for visitors to both the North and South Rims, although Las Vegas attracted a higher percentage of North Rim (49.3%) than South Rim (44.1%) visitors as part of their overall Grand Canyon trip. Interestingly, Las Vegas is the single important destination that is equally accessible to visitors at both park districts. See Table 65.

Table 65. Do you plan to visit or experience any of the following attractions?

Do you plan to visit or experience any of the following attractions

	North or South Rim	
	North Rim	South Rim
	Column %	Column %
Las Vegas Nevada	49.3%	44.1%
Sedona Oak Creek Canyon	18.7%	35.5%
Hoover Dam	28.2%	33.1%
Zion National Park	61.7%	27.6%
Phoenix Arizona	13.8%	29.8%
Bryce Canyon National Park	50.4%	24.3%
The Painted Desert	20.2%	24.9%
Petrified Forest National Park	19.9%	20.3%
IMAX Grand Canyon theatre	4.9%	21.2%
Page/Lake Powell	26.5%	17.1%
Monument Valley	20.5%	17.6%
Navajo Nation Reservation	14.7%	16.9%
Cameron Trading Post	13.3%	15.0%
Sunset Crater Volcano Nat Mon and Wupatki National Monument	9.5%	11.9%
Meteor Crater	8.1%	11.8%
Tucson Arizona	5.2%	11.0%
Grand Canyon Railway	4.9%	7.8%
Prescott Arizona	3.7%	7.4%
Hopi Tribe Reservation	5.2%	7.3%
Canyon De Chelly National Monument	5.5%	6.5%
Walnut Canyon National Monument	4.3%	6.5%
Lowell Observatory	2.9%	4.5%
Museum of Northern Arizona	1.2%	3.0%
The White Mountains	3.5%	2.3%
Hualapai Reservation	1.7%	2.2%
Total	100.0%	100.0%

Where Spent Night Before/After

A divergent pattern also appeared between the North and South Rim visitors in terms of the communities in which they spent the night *before and after* visiting the two districts of Grand Canyon National Park. Flagstaff and Williams, logically, were used more frequently for overnight stays by South Rim visitors, due to their proximity and convenient access to the park. Sedona

and Phoenix also attracted more South Rim visitors for overnight stays, indicating a greater link between South Rim visitors and Arizona's southern desert communities.

At the North Rim, Las Vegas and Flagstaff were the most popular overnight communities both before and after the North Rim visit. *Before* the

visit, these were followed by Kanab, UT, Page, AZ, and Zion National Park. *After* the North Rim visit, Page, AZ, Bryce Canyon, and Phoenix were also important overnight stops.

Thus, Las Vegas was a notable overnight stop for *both* North and South rim visitors. After leaving Grand Canyon National Park, more travelers at both the North and South Rims stayed in Las Vegas than in any other location. See Tables 66 and 67.

Table 66. On this trip where did you and your group spend the night prior to your arrival at the GCNP?

On this trip where did you and your group spend the night prior to your arrival at the GCNP

	North or South Rim	
	North Rim	South Rim
	Column %	Column %
FLAGSTAFF, AZ	11.9%	18.0%
WILLIAMS, AZ	5.0%	13.3%
LAS VEGAS, NV	8.6%	9.4%
SEDONA, AZ	2.5%	6.3%
PHOENIX, AZ	1.4%	5.7%
TUSAYAN, AZ	3.9%	4.3%
PAGE, AZ	6.7%	3.1%
KANAB, UT	7.8%	1.3%
BRYCE CANYON NATIONAL PARK, UT	3.6%	1.5%
ST GEORGE, UT	4.2%	1.2%
ZION NATIONAL PARK, UT	5.3%	1.0%
SCOTTSDALE, AZ	.3%	1.5%
JACOB LAKE, AZ	3.6%	1.2%
KINGMAN, AZ	2.5%	1.2%
TUCSON, AZ	.8%	1.3%
HOLBROOK, AZ	1.4%	1.0%
ALBUQUERQUE, NM	.8%	1.0%
CAMERON, AZ	1.1%	.9%
KAYENTA, AZ	.8%	.9%
TUBA CITY, AZ	.8%	.9%
PRESCOTT, AZ	.6%	.9%
LAUGHLIN, NV	.6%	.8%

Table 67. On this trip where did you and your group spend the night after leaving the GCNP?

On this trip where did you and your group spend the night after leaving the GCNP

	North or South Rim	
	North Rim	South Rim
	Column %	Column %
LAS VEGAS, NV	11.8%	12.7%
FLAGSTAFF, AZ	9.1%	10.7%
PHOENIX, AZ	5.5%	8.3%
WILLIAMS, AZ	2.8%	7.7%
SEDONA, AZ	3.3%	7.0%
PAGE, AZ	5.8%	3.8%
TUSAYAN, AZ	2.5%	2.4%
BRYCE CANYON NATIONAL PARK, UT	5.5%	1.8%
KINGMAN, AZ	1.7%	2.1%
ZION NATIONAL PARK, UT	5.0%	1.4%
SCOTTSDALE, AZ	.8%	1.5%
ST GEORGE, UT	4.1%	1.2%
KANAB, UT	4.4%	1.2%
ALBUQUERQUE, NM	.6%	1.3%
HOLBROOK, AZ	1.4%	1.1%
LAUGHLIN, NV	1.1%	.9%

Arrival Airport

Airport arrival locations further distinguish visitors to the North and South Rims. North Rim visitors used Las Vegas McCarran International Airport (54.1%) at more than twice the rate of Phoenix Sky Harbor International Airport (22.3%). The opposite pattern, though less skewed, prevailed among visitors to the South Rim; here, South Rim visitors used Phoenix Sky Harbor (46.2%) more than Las Vegas McCarran

(36.1%). While these two airports indisputably served the majority of air travelers to the region, the proximity of Las Vegas to the North Rim of Grand Canyon National Park clearly determined McCarran as the airport of choice for the majority of North Rim travelers. See Table 68.

Table 68. If you flew to the area on a commercial airline, what was your arrival airport?

	What airport did you use if you flew in?	
	North or South Rim	
	North Rim	South Rim
	Column %	Column %
Phoenix International Airport	22.3%	46.2%
Las Vegas Nevada International Airport	54.1%	36.1%
Los Angeles California International (LAX)	4.7%	7.1%
San Francisco California International	4.7%	5.7%
Other please specify	6.8%	4.6%
Albuquerque New Mexico International Airport	4.1%	2.3%
Grand Canyon Airport	.7%	2.4%
Flagstaff Pulliam Airport	.7%	2.1%
Salt lake City Utah International Airport	5.4%	1.6%
Tucson International Airport	2.0%	1.3%

Rental Vehicle Pick-up Location

The dependence on McCarran as the primary air hub for travelers to the North Rim also determined that a greatly disproportionate percentage of rental vehicles were secured in Las Vegas as well. Thus, nearly half of North Rim visitors (47.3%) rented vehicles in Las Vegas, while Phoenix registered as a distant second for obtaining rentals, at 17.1 percent. On the other hand, South Rim visitors most often secured rental

cars in Phoenix (35.1%), although Las Vegas nearly matched this figure at 33.1 percent. Visitors to the South Rim used Phoenix and Las Vegas more equally as a transportation hub, while North Rim visitors clearly favored Las Vegas. Large metropolitan areas in adjacent states, especially California and Colorado, also served fewer but significant numbers of travelers picking up rental vehicles. See Table 69.

Table 69. If you rented a vehicle in what town did you pick it up?

If you rented a vehicle in what town did you pick up the vehicle

	North or South Rim	
	North Rim	South Rim
	Column %	Column %
LAS VEGAS, NV	47.3%	33.1%
PHOENIX, AZ	17.1%	35.1%
LOS ANGELES, CA	5.4%	6.6%
SAN FRANCISCO, CA	3.1%	5.0%
DENVER, CO	6.2%	2.5%
ALBUQUERQUE, NM	2.3%	2.6%
FLAGSTAFF, AZ	.8%	2.1%
TUCSON, AZ	.8%	.8%
SALT LAKE CITY, UT	2.3%	.6%
SAN DIEGO, CA	1.6%	.6%
ST GEORGE, UT	1.6%	.5%
SALT LAKE, UT	.8%	.5%

Roadways Traveled

The vast majority of both North (98%) and South (97%) Rim visitors reported using personal or rental vehicles to reach Grand Canyon National Park. Visitors were also asked to identify the Arizona roads and highway systems on which they traveled. Distinct differences were seen, as expected, between North and South Rim visitors in this regard – not surprising given the great distances between the two park areas.

Over three fourths of North Rim visitors (77.8%) traveled on US Hwy 89, the major arterial linking Northern Arizona and Southern Utah. US Hwy 89 accounted for the highest overall frequency of any roadway traveled in conjunction with North Rim visits. Interestingly, 37.4 percent of North Rim visitors also reported using Interstate 40, the east-west corridor across Northern Arizona, for some part of their trip to the North Rim. A significant number of

North Rim visitors also indicated they had used one of three roadways which lead to the South Rim of Grand Canyon – Hwy 64 (Cameron to Desert View, 23%), Hwy 64 (Williams to GCNP, 18.6%), and Hwy 180 (Flagstaff to GCNP, 19.1%) – possibly identifying those who traveled to both rims.

Interstate 40 dominated the list of travel corridors for South Rim visitors (62.2%). All other roadways on the list were also used frequently, which is understandable since South Rim visitors can combine road systems allowing them to enter and leave the park by the most direct routes. Notable also was Interstate 17, linking Phoenix and Flagstaff, which was used significantly more by South Rim visitors (36.6%) than those traveling to the North Rim (18.8%) – evidence that supports previously mentioned findings regarding communities visited. See Table 70.

Table 70. What roads did you use to get to the GCNP?

	What roads did you use to get to the GCNP?	
	North or South Rim	
	North Rim	South Rim
	Column %	Column %
Interstate 40	37.4%	62.2%
US Highway 89 (Flagstaff to Cameron to Utah border)	77.8%	43.6%
State Route 64 (Williams to GCNP)	18.6%	46.5%
State Route 64 (Cameron to GCNP East Entrance	23.0%	43.3%
State Route 180 - (Flagstaff to GCNP)	19.1%	41.7%
Interstate 17	18.8%	36.6%

Information Sources

Three quarters of both North and South Rim visitors indicated that they obtained information about the area prior to their trip. In addition, three out of five secured advance bookings for trip-related services. The information sources used by visitors varied somewhat, with North Rim visitors more reliant on previous visits (55.6%) and the Internet

(50%), while South Rim visitors favored Recommendations of family and friends (47%) followed by Previous Visits (45.1%). Travel guidebooks and the Grand Canyon National Park website specifically were identified by travelers to both park areas as important information sources. See Table 71.

Table 71. Information sources used

Information source that was used		
	North or South Rim of the Grand canyon National Park?	
	South Rim	North Rim
	Column %	Column %
Recommendations of family and friends	47.0%	43.4%
Previous visit	45.1%	55.6%
Internet or other website	42.6%	50.0%
Travel guide book (Frommer's Fodor's)	38.9%	41.4%
GCNP website (www.nps.gov/gcra)	36.1%	37.9%
TV programs and documentaries	17.9%	18.7%
Newspaper or magazine article	11.3%	13.1%
Highway signage	11.1%	11.6%
Other (please specify)	9.9%	12.1%
Arizona Office of Tourism	9.3%	7.1%
Travel agents or professionals	8.1%	5.6%
Telephone inquiry to GCNP	6.3%	9.1%
Arizona Welcome Center	6.4%	6.6%
Written inquiry to GCNP or trip planner	1.8%	1.5%

Advance Bookings

Furthermore, when booking reservations, differences between North and South Rim visitors occurred not only among the sources of information used but also in the time frames for securing them. North Rim visitors generally reserved lodging, campgrounds, RV park sites, and backcountry trips further in advance than did South Rim visitors, possibly due to the more limited supply

and seasonal nature of such services on the North Rim. Less variability was seen for airline and rental vehicle reservations, although South Rim respondents planned ahead more frequently for Colorado River trips. Details and time frames are available in the following tables, Table 72.

Table 72. Length of Booking- North Rim and South Rim

Length of booking - North Rim

	Less than 1 month	1 to 3 months	3 to 6 months	More than 6 months
	%	%	%	%
Hotel, Motel or B&B	22.6%	33.3%	24.1%	20.0%
Campground reservation	24.4%	51.2%	24.4%	
RV park reservation	15.4%	61.5%	15.4%	7.7%
Grand Canyon Railway	36.4%	18.2%	36.4%	9.1%
Airline reservations	8.7%	40.4%	42.3%	8.7%
Rental car	28.2%	38.2%	26.4%	7.3%
Colorado River trip	25.0%	37.5%	25.0%	12.5%
Backcountry hiking trip (commercial)	20.0%	60.0%	20.0%	

Length of booking - South Rim

	Less than 1 month	1 to 3 months	3 to 6 months	More than 6 months
	%	%	%	%
Hotel, Motel or B&B	36.3%	34.7%	19.2%	9.9%
Campground reservation	46.7%	25.5%	24.7%	3.1%
RV park reservation	40.4%	32.7%	17.3%	9.6%
Grand Canyon Railway	45.9%	34.4%	13.8%	6.0%
Airline reservations	16.9%	45.1%	28.8%	9.2%
Rental car	32.4%	40.2%	21.3%	6.1%
Colorado River trip	19.6%	18.5%	31.5%	30.4%
Backcountry hiking trip (commercial)	36.8%	26.3%	31.6%	5.3%

Park Experiences

The general leisure interests of North and South Rim visitors were fairly consistent. They shared an interest in subjects related to the natural environment, including support for protecting natural resources and wildlife. When asked about circumstances that may have detracted from or added to their park visit, air quality and helicopter/airplane overflights were perceived somewhat more negatively by North Rim visitors. Prescribed burns

and forest fires in the North Rim area during the Fall survey period undoubtedly contributed to the negative comments about air quality by North Rim visitors.

Availability of parking spaces detracted more from the visits to the South Rim than the North Rim, while air quality at the South Rim was more favorably rated. Overall, the vast majority of visitors to both rims were unaffected by the items queried in the survey. See Table 73.

Table 73. Did you experience any of the following on your visit to GCNP?

Did you experience any of the following on your visit to GCNP - North Rim

	Added to visit	No effect	Detracted from visit
	%	%	%
Number of people in park	11.8%	73.9%	14.3%
Number of private vehicles in park	6.2%	77.8%	16.0%
Availability of parking spaces	14.8%	65.5%	19.8%
Air quality in park	31.5%	49.4%	19.1%
Helicopter or airplane park over flights	1.6%	79.5%	18.9%
Getting to and from park	31.5%	61.9%	6.6%

Did you experience any of the following on your visit to GCNP - South Rim

	Added to visit	No effect	Detracted from visit
	%	%	%
Number of people in park	13.4%	71.2%	15.4%
Number of private vehicles in park	6.8%	75.1%	18.1%
Availability of parking spaces	16.6%	59.6%	23.8%
Air quality in park	36.3%	55.1%	8.6%
Helicopter or airplane park over flights	5.6%	81.9%	12.5%
Getting to and from park	27.4%	66.4%	6.2%

Park Facilities and Services

No significant differences appeared in the use of park facilities and services by visitors to the North vs. South Rim. When asked about their use of park facilities, more North than South Rim visitors used Rim Trails (54% vs. 48.7%) and Campgrounds (15.2% vs. 10.4%), while more South Rim visitors used the Grand Canyon Railway and Concession-guided bus tours (both of which are only available on the South Rim). Generally, however, frequency in use of lodges, restaurants, retail facilities, visitor centers and ranger-led programs was consistent at both rims.

Visitor Demographics

Visitor origins were for the most part similar on both rims, although more international visitors were found in the

South Rim sample (36 foreign countries in South Rim sample vs. 25 foreign countries in North Rim sample).

Within the United States, the more populated states – CA, TX, OH, FL – along with Arizona (South Rim) and Utah (North Rim), dominated visitor origins. Party composition of visitors was also similar at both rims, with two adults and two children reflecting the average party (two individuals, the median party). The age structure of visitors was also similar at both the North and South Rims, although visitors were slightly older at the North Rim. The South Rim hosted slightly more individuals in the Baby Boomer category (46-65 years), than did the North Rim (47.8% vs. 43.3%). Those above age 65 made up a greater percentage of North

Rim (18%) than South Rim (11.2%) visitors. The South Rim of Grand Canyon attracts a more diverse visitor population than does the North Rim. More visitors to the North Rim identified their ethnic origin as White (85.6%) than did South Rim visitors (78%). American Indian or Alaska Native visitors also appeared in slightly greater numbers on the North Rim (8.3%) than the South Rim (7.7%).

Those of Hispanic origin were almost twice as likely to have been visiting the South Rim (9.2%) compared to the North Rim (5.2%). Other racial groups were much more likely to have been contacted at the South Rim than the

North Rim, including: Asians (2.6% North Rim vs. 9.6% South Rim), and Black or African Americans (0.9% North Rim vs. 2.4% South Rim).

The average educational level of visitors to the North Rim was higher than that of visitors to the South Rim, although the educational level of visitors to both park areas was high, with the majority having attended or graduated from college. Those who had completed graduate degrees however, were consistently higher on the North Rim, especially among party members 4, 5, and 6 as identified in the table below. See Table 74.

Table 74. Highest level of education achieved for group members

		North or South Rim of the Grand canyon National Park?	
		South Rim	North Rim
		Col %	Col %
Yourself – education	Some high school	1.5%	1.7%
	High school graduate	11.1%	11.4%
	Some college	26.5%	26.2%
	Bachelors degree	30.3%	29.4%
	Graduate degree	30.7%	31.4%
Member 2 – education	Some high school	2.4%	3.7%
	High school graduate	16.9%	17.8%
	Some college	27.2%	25.3%
	Bachelors degree	27.5%	26.9%
	Graduate degree	25.9%	26.3%
Member 3 – education	Some high school	7.5%	5.7%
	High school graduate	24.2%	22.6%
	Some college	24.4%	30.2%
	Bachelors degree	26.7%	21.7%
	Graduate degree	17.2%	19.8%
Member 4 – education	Some high school	6.9%	8.5%
	High school graduate	27.6%	32.2%
	Some college	22.1%	11.9%
	Bachelors degree	25.5%	25.4%
	Graduate degree	17.8%	22.0%
Member 5 – education	Some high school	8.5%	9.1%
	High school graduate	31.1%	36.4%
	Some college	15.2%	4.5%
	Bachelors degree	29.3%	22.7%
	Graduate degree	15.9%	27.3%
Member 6 – education	Some high school	6.4%	
	High school graduate	33.6%	42.9%
	Some college	15.5%	7.1%
	Bachelors degree	28.2%	21.4%
	Graduate degree	16.4%	28.6%

In conclusion, while visitors to both the North and South Rims of Grand Canyon National Park shared many common characteristics differences also existed. Demographically, North Rim visitors were slightly older, more highly educated, and more racially homogeneous (e.g., white). North Rim visitors were also significantly more likely to be repeat park visitors, whereas visitors to the South Rim were more likely to be experiencing the park for the first time. North Rim visitors were also more likely to be engaged in a regional national parks tour – specifically visiting Bryce Canyon and Zion along with the North Rim.

Airports and overnight communities used by visitors also diverged, with greater reliance on McCarran and Las Vegas by North Rim visitors, and more dependence on Phoenix and Sky Harbor by South Rim visitors. Thus, in terms of highways traveled, and communities and attractions visited, North and South Rim travelers differed substantially.

North Rim and South Rim visitors were more alike than they were different, however, in terms of their general leisure interests, and in their use and ranking of in-park facilities and activities. Visitors at both rim districts utilized park facilities and services similarly, and both had strong interests in the environment and in protecting the park's natural and cultural resources.

The greater number of survey contacts made at the South Rim, its year-round operation, and the expanded park facilities, activities and schedules available on the South Rim, may all have contributed to the greater diversity of visitors and visitor characteristics found there.

Overall, visitor experiences and choices differed to the extent that options were available to them. Specific gateway communities, roadways, attractions, and amenities proximate to the North Rim and South Rim park areas strongly influenced overall travel planning and trip outcomes.

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 ☐ Post-graduate study without degree
☐ Attended College (less than 4 years) ☐ Masters degree
☐ Graduated from a 4-year college ☐ 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) ☐ RENTAL VEHICLE
☐ PRIVATE RV ☐ RENTAL RV
☐ COMMERCIAL BUS TOUR ☐ GRAND CANYON RAILWAY / AMTRAK
☐ COMMERCIAL AIRLINE ☐ 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	1	2	3	Extremely Important	Very Poor	1	2	3	4	5	Very Good
<input type="checkbox"/> PREVIOUS VISITS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> RECOMMENDATIONS OF FRIENDS /RELATIVES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> TRAVEL AGENT/PROFESSIONAL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> TRAVEL GUIDE/BOOK (Fromers, Fodor's)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> ARIZONA OFFICE OF TOURISM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> ARIZONA WELCOME CENTER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> TV PROGRAMS/DOCUMENTARIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> TELEPHONE INQUIRY TO GCNP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> WRITTEN INQUIRY TO GCNP/TRIP PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> NEWSPAPER/MAGAZINE ARTICLE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> GCNP WEBSITE (www.nps.gov/grca)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> INTERNET OR OTHER WEBSITE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> HIGHWAY SIGNAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> OTHER (Please specify:)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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="text"/>	<input type="checkbox"/> HOPI TRIBE RESERVATION	<input type="text"/>
<input type="checkbox"/> CAMERON TRADING POST	<input type="text"/>	<input type="checkbox"/> PETRIFIED FOREST NAT PARK	<input type="text"/>
<input type="checkbox"/> PAGE/LAKE POWELL	<input type="text"/>	<input type="checkbox"/> THE PAINTED DESERT	<input type="text"/>
<input type="checkbox"/> LOWELL OBSERVATORY	<input type="text"/>	<input type="checkbox"/> SEDONA/OAK CREEK	<input type="text"/>
<input type="checkbox"/> MUSEUM OF NORTHERN ARIZONA	<input type="text"/>	<input type="checkbox"/> ZION NATIONAL PARK, UT	<input type="text"/>
<input type="checkbox"/> GRAND CANYON RAILWAY	<input type="text"/>	<input type="checkbox"/> BRYCE CANYON NATIONAL PARK, UT	<input type="text"/>
<input type="checkbox"/> WALNUT CANYON NAT MON	<input type="text"/>	<input type="checkbox"/> MONUMENT VALLEY	<input type="text"/>
<input type="checkbox"/> SUNSET CRATER VOLCANO NAT MON AND WUPATKI NAT MON	<input type="text"/>	<input type="checkbox"/> CANYON DE CHELLY NATIONAL MONUMENT	<input type="text"/>
<input type="checkbox"/> METEOR CRATER	<input type="text"/>		

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	1	2	3	4	Very strong interest
ORIGINS, FORMATION & GEOLOGY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ANIMALS AND PLANTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CULTURAL HISTORY OF NATIVE INHABITANTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PARK ECOSYSTEMS AND ECOLOGY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WILDERNESS PRESERVATION & SOLITUDE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ORGANIZED EDUCATIONAL WORKSHOPS & LECTURES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HELICOPTER OR FIXED-WING AIR TOURS OF THE GRAND CANYON	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
THE GRAND CANYON RAILWAY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JEEP OR WILDERNESS TOURS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BACK COUNTRY HIKING & BIKING (Hwy. 7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COLORADO RIVER RAFTING TRIPS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MULE RIDES INTO GRAND CANYON	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ATV FOREST TOURS (ALL TERRAIN VEHICLES)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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.

	Not important	1	2	3	4	5	Very important	Don't know
RESOURCES/QUALITIES/OPPORTUNITIES:								
NATIVE PLANTS/ANIMALS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ENDANGERED SPECIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLEAN AIR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLEAN WATER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NATURAL QUIET/SOUNDS OF NATURE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOLITUDE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECREATIONAL OPPORTUNITIES (hiking, camping etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EDUCATIONAL OPPORTUNITIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HISTORIC BUILDINGS/ARCHEOLOGICAL SITES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NIGHT SKY/STAR GAZING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DESIGNATED WILDERNESS/BACKCOUNTRY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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	1	2	3	4	5	Very interested
VISITING NATIONAL/STATE PARKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ARCHAEOLOGY/PALEONTOLOGY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SKIING/SNOW SPORTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ECOTOURISM & THE ENVIRONMENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MOUNTAIN BIKING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HISTORY/HISTORIC SITES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MUSEUM/CULTURAL ATTRACTIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FISHING/HUNTING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SHOPPING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GAMBLING/GAMING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WHITE WATER RAFTING/WATER SPORTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GOLF	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ROCK CLIMBING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CAMPING/TENTING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RV-ING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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?

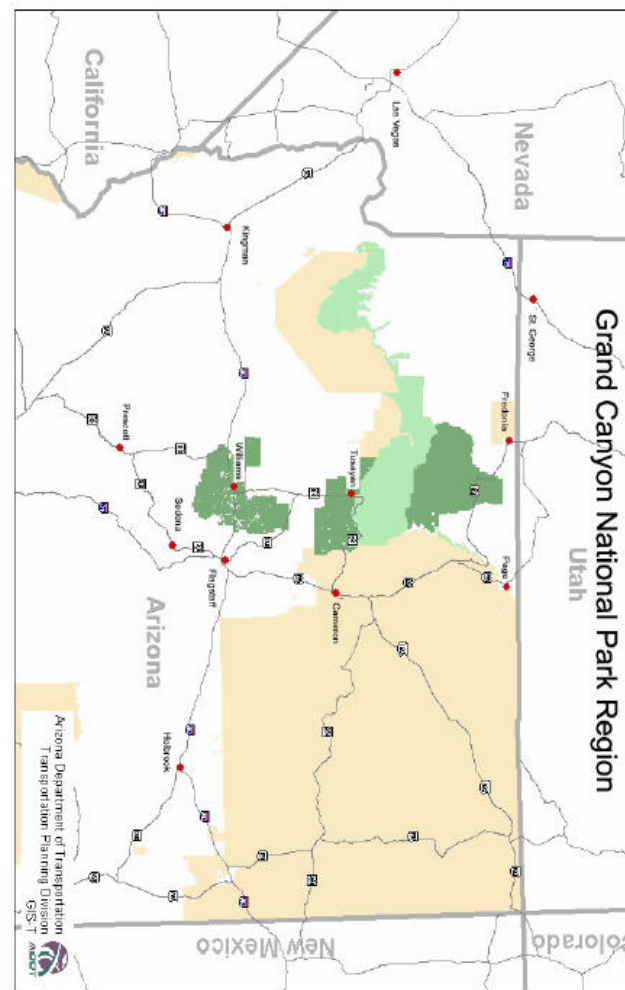
If you drove a motor vehicle, please approximate the total number of highway miles you have traveled (or expect to travel) in Arizona on this trip.

 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)

5



6

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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SAFETY OF ARIZONA HIGHWAYS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HIGHWAY SIGNAGE (CLARITY/EFFECTIVENESS)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRAVELER AMENITIES (AVAILABILITY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
REST STOPS FREQUENCY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
REST STOPS QUALITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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

- ☐ 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

OUTSIDE PARK

- ☐
☐
☐
☐
☐
☐

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 type="text"/> <input type="text"/>	<input type="text"/>	<input type="text"/> <input type="text"/>
MEMBER #2	<input type="text"/> <input type="text"/>	<input type="text"/>	<input type="text"/> <input type="text"/>
MEMBER #3	<input type="text"/> <input type="text"/>	<input type="text"/>	<input type="text"/> <input type="text"/>
MEMBER #4	<input type="text"/> <input type="text"/>	<input type="text"/>	<input type="text"/> <input type="text"/>
MEMBER #5	<input type="text"/> <input type="text"/>	<input type="text"/>	<input type="text"/> <input type="text"/>
MEMBER #6	<input type="text"/> <input type="text"/>	<input type="text"/>	<input type="text"/> <input 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 type="text"/>
MEMBER #2	<input type="checkbox"/>	<input type="text"/>
MEMBER #3	<input type="checkbox"/>	<input type="text"/>
MEMBER #4	<input type="checkbox"/>	<input type="text"/>
MEMBER #5	<input type="checkbox"/>	<input type="text"/>
MEMBER #6	<input type="checkbox"/>	<input 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADULT#1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADULT#2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADULT#3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADULT#4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADULT#5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>
CEDAR CITY, UT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
FREDONIA/JACOB LAKE, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
PAGE, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
FLAGSTAFF, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
WILLIAMS, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
SEDONA, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
KINGMAN, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
LAS VEGAS, NV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
NAVAJO NATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
HOPI RESERVATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
PRESCOTT, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
PHOENIX, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
TUCSON, AZ	<input type="checkbox"/>	<input type="checkbox"/>	<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 <u>used</u>	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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> VISITOR CENTER RESTROOMS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> DIRECTIONAL ROAD SIGNS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> CANYON OVERLOOKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> ACCESS TO (TALK WITH) PARK RANGERS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> PARK RESTAURANTS & FOODSERVICE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> PARK LODGING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> PARK CAMPGROUNDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> TRAILER VILLAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> RIM HIKING TRAILS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> BELOW-THE-RIM HIKING TRAILS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> ACCESS FOR DISABLED PERSONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> PARK SOUVENIR & GIFT SHOPS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> RANGER-LED PROGRAMS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> FREE PARK SHUTTLE BUSES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> CONCESSIONAIRE GUIDED BUS TOUR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> PARK NEWSPAPER, <i>THE GUIDE</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> PARKING SPACES & LOTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> PARK SAFETY INFORMATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> OTHER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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.

