Visitor Services Project — Bryce Canyon National Park

Introductory script used in contacting visitors:

Hello! The National Park Service is conducting a visitor survey at Bryce Canyon National Park to gather your opinions about the park's programs and services. Participation is voluntary. If you decide to participate we would like to have the survey mailed back. The mail-back questionnaire takes about 20 minutes to complete during or after your visit. Would you like to participate?

IF NO: Thank you. **IF YES**: Thank you. I have a few quick questions for you. Who in your group (at least 16 years old) has the next birthday?

Questions 1-4: Topic area 2—Trip/visit characteristics Question 5: Topic area 1—Individual Characteristics

- 1) What type of group are you traveling with today?
- 2) (If with an organized group-tours, school, etc.) How many people are in your group?
- 3) How many adults, 18 years and older, are in your personal group?
- 4) How many children, 17 years and younger, are in your personal group?
- 5) How old is the person who will complete the questionnaire?

So we can thank you and remind you to mail back the questionnaire, please write your name, address, and email address/phone number. Thank you. Be sure to mail the questionnaire—your opinions are important!

Training for interviewers: each interviewer receives 1-1/2 hours of training on how to conduct interviews. This training goes over every aspect of interviewing, including conducting the interviews using a sampling interval, avoiding sampling bias, and how to handle all types of interviewing situations, including safety of the visitor and the interviewer. Quality control is ensured by monitoring interviewers in the field, and by checking their paperwork at the end of each day of surveying.

1st follow-up printed on a scenic park postcard (sent to all participants 11 working days after completion of survey)

Dear Visitor:

Thank you for participating in the Bryce Canyon National Park visitor study. We look forward to hearing from you.

A select number of people were contacted for this study, so your opinions are very important!

If you have already returned your questionnaire, thank you. If not, please mail it today.

After eight months, look for the survey results at: www.psu.uidaho.edu/vsp.reports.htm.

Eddie L. Lopez, Superintendent Bryce Canyon National Park

2nd follow-up note and letter with replacement questionnaire (sent to non-respondents 21 working days after completion of survey)



United States Department of the Interior

NATIONAL PARK SERVICE Bryce Canyon National Park P.O. Box 640201 Bryce Canyon, UT 84764-0201

IN REPLY REFER TO:

September 2, 2009

Dear Visitor:

The National Park Service would like to thank you for participating in the Bryce Canyon National Park visitor study. As of today, we have not received your questionnaire. Because only a select number of visitors were contacted, each visitor's comments are very important.

If you have already returned your questionnaire, thank you. If you have not returned your questionnaire, please mail it today. Unless your questionnaire was mailed in the last few days, we would appreciate you completing another one. We are enclosing a replacement questionnaire.

In approximately eight months, the results of the visitor survey will be posted on the Visitor Services Project website at www.psu.uidaho.edu/vsp.reports.htm.

If you have any questions regarding your questionnaire, please contact Margaret Littlejohn, National Park Service Visitor Services Project Director by phone 208-885-7863 or email: littlej@uidaho.edu.

Thank you for sharing your opinions with us.

Sincerely,

Eddie L. Lopez, Superintendent Bryce Canyon National Park

3rd follow-up letter with replacement questionnaire (sent to non-respondents 35 working days after completion of survey)



United States Department of the Interior

NATIONAL PARK SERVICE

Visitor Services Project
PSU, College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139

September 22, 2009

I am writing about the visitor study at Bryce Canyon National Park, in which you agreed to participate. As of today, we have not received your completed questionnaire.

The waiting period for incoming questionnaires is almost over and we have not yet received yours. I would appreciate you completing another one unless you mailed it within the past few days.

а

The staff of Bryce Canyon National Park is anxiously awaiting the survey results. They want to use your ideas and opinions in making decisions about what services and programs to provide for visitors in the future.

I urge you to complete the enclosed questionnaire and return it by October 6th. Your contribution to the success of this study is greatly appreciated.

In approximately eight months, the results of the visitor survey will be posted on the Visitor Services Project website at www.psu.uidaho.edu/vsp.reports.htm.

Should you have questions regarding your questionnaire, please contact me by phone: (208)-885-7863 or email: littlej@uidaho.edu.

Sincerely,

Margaret Littlejohn

Margaret Littlejol

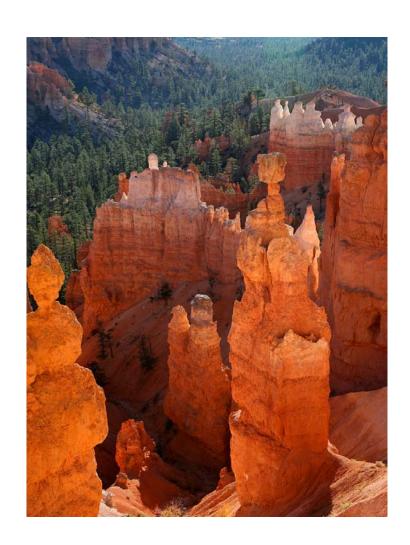
Director, Visitor Services Project



Social Science Program National Park Service U.S. Department of the Interior

Visitor Services Project

Bryce Canyon National Park Visitor Study



OMB Approval 1024- (NPS# 08) Expiration date:



United States Department of the Interior

NATIONAL PARK SERVICE

Bryce Canyon National Park P.O. Box 640201 Bryce Canyon, UT 84764-0201

IN REPLY REFER TO:

July, 2009

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Bryce Canyon National Park. This information will help us improve our management of this park and better serve you, our visitor.

This questionnaire will be given to only a select number of visitors, so your participation is very important! It should only take about 20 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 Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Eddie L. Lopez Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: Not like this: (1)

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

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. 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 Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Bryce Canyon National Park

NOTE: In this questionnaire, **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

ŗ	olan your visit, now did you and your personal group obtain information to blan your visit to Bryce Canyon National Park (NP)? Please mark (●) all that apply in the left column. [2.TPLAN11]
0	Obtained no information prior to visit → Go to part b of this question
0	Friends/relatives/word of mouth
Ο	Travel guides/tour books (such as AAA, etc.)
0	Park publications, maps, brochures, etc.
0	Newspaper/magazine articles
0	E-mail/written inquiry to park
0	Phone inquiry to park
0	Television/radio programs/videos
0	Bryce Canyon NP website: www.nps.gov/brca/
Ο	Park concession website: www.xanterra.com
0	Other websites
0	State welcome center/Chamber of commerce
0	Information from local motel or other business
Ο	Other (Please specify)
,	From the sources marked above, did you and your personal group receive the ype of information about the park that you needed? [2.TPLAN12]
(O No O Yes → Go to Question 2
	f NO, what type of park information did you and your personal group need that vas not available? Please be specific. [2.TPLAN13]

2.	inside		yon NP	or in th	e area	group stay overr within 50 miles o TRIPC13]		
	0	Yes	0	No	→	Go to Questio	n 3	
	follow					u and your perso ease write the nu		
b		r of nights park				outsid		nber of nights within 50 miles
	L	odge, mote	l, cabin,	rented	condo	home, or bed &	breakfa	st
		Camping in o	develope	d cam	pgroun	d		
	7	At which lo	ocation in	n park?	?			<u> </u>
	E	Backcountry	campsit	е				
	F	Personal sea	asonal re	sidend	e (sum	mer home)		
	F	Residence o	f friends	or rela	tives			
		Other (Pleas	e specify	/ below	/)			
	b)				_ c)			
3.	at Bry		NP? If y			ip stay on the ni gnome, please wri		ore your arrival name of your
	Near	est town/city	/:			State	e:	
		at town/city rture from E				ıp stay on the ni ç TRIPC17]	ght afte	er your
Г		est town/city				State	e:	
4.						of park resources group hike at Br	yce Ca	nyon NP?
	Ο	Yes	Ο	No	→	Go to Questio	n 5	
	b) If YE	S, where did	d you hik	e? Ple	ase ma	ırk (●) all that ap	ply.	
	0	Along can	yon rim			O Into ca	anyon b	elow the rim
	c) How	much total i	time did	you sp	end hik	ing in the park?	Please	mark (●) one .
O	Less	than 2 hour	s C) в	etweer	2 and 4 hours	Ο	More than 4 hours

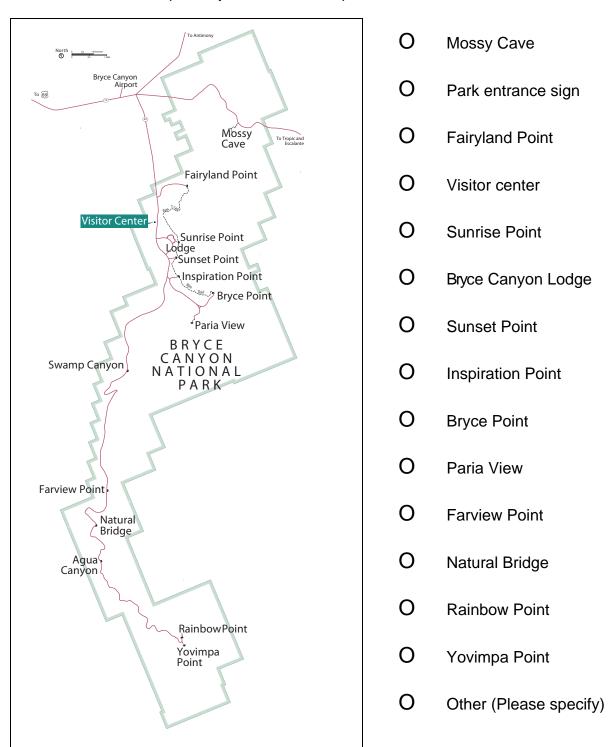
Bryo	e Cany	∕on Natio	nal Park	Visitor	Study
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- a) As you were <u>planning your trip</u>, what activities did you and your personal group expect to include on this visit? Please mark (●) all that apply in the left column. [3.ACT24]
 - b) On this visit, what activities did you and your personal group participate in? Please mark (●) all that apply in the right column.

a) Acti exp	vities <u>ected (</u> ●)	b) Activities actually participated in (●)					
0	Sightseeing/Scenic driving	Ο					
0	Day hiking	Ο					
0	Photography	Ο					
0	Attending ranger-led programs/activities	Ο					
Ο	Horseback riding	Ο					
Ο	Bicycling	Ο					
Ο	Overnight backpacking	Ο					
Ο	Camping in developed campgrounds	Ο					
Ο	Picnicking	Ο					
Ο	Nature study (plants, animals, etc.)	Ο					
Ο	Riding shuttle bus	Ο					
Ο	Shopping in gift shops/bookstores inside park	O					
Ο	Stargazing /Astronomy	Ο					
Ο	Other (Please specify below)	Ο					
Expect	ed: Actual:						
in wa	c) Which one of the above activities that you and your personal group participated in was your primary reason for visiting Bryce Canyon NP? Please list only one response. [3.ACT23]						
	visit to Bryce Canyon NP, how long did you and visiting the park? [3.TRIPC11]	d your personal group					
	Number of hours if less than 24 hours, OR						
	Number of days if 24 hours or more						

6.

- 7. a) For this trip, please mark (●) all of the locations in Bryce Canyon NP that you and your personal group visited. Use the map to help you identify the locations that you visited. [3.ITIN1]
 - O Did not stop at any locations in the park Go to Question 8



b) On this visit, what site in Bryce Canyon NP did you and your personal group visit **first**?

			<u>, </u>								
	c) O	n this visit, which of the above sites o	did you most enjoy?								
8.	a) Pi	lease mark (●) all information service oup used within Bryce Canyon NP d	ease mark (●) all information services and facilities that you or your personal oup used within Bryce Canyon NP during this visit. [6.EVALSERV21]								
	,	ext, for only those information service oup used , please rate their importan	•	or your personal							
		nally, for only those information serviersonal group used , please rate their		u or your							
			b) If used, how important?	c) If used, what quality?							
	fa	nformation services and acilities used	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good							
	Mark	(●)	5=Extremely important	5=very good							
	0	Assistance from park staff									
	Ο	Bryce Canyon NP website: www.nps.gov/brca/ (used before o	r during visit)								
	0	Bulletin boards									
	0	Junior Ranger program									
	0	Park brochure/map									
	0	Park newspaper – The Hoodoo									
	Ο	Park radio information stations: AM 1610 and/or AM 1590									
	Ο	Ranger-led programs									
	0	Roadside exhibits									
	Ο	Sales items in visitor center booksto (selection, price, etc.)	ore								
	0	Self-guided nature trails									
	0	Visitor center exhibits									
	0	Visitor center video									
	O	Park road directional signs (inside p	oark)								

Bryce Canyon National Park Visitor Study		N 1 41 1			~ .
	Bryce Cany	on National	⊢Park \	/isitor	Study

- a) Please mark (●) all recreational services and facilities that you or your group used within Bryce Canyon NP during this visit. [6.EVALSERV21]
 - b) Next, for only those recreational services and facilities that you or your group **used**, please rate their importance to your visit from 1-5.
 - c) Finally, for only those recreational services and facilities that you or your group **used**, please rate their quality from 1-5.

fa	ecreational services and acilities used	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good
Mark	(●)	5=Extremely important	5=Very good
Ο	Access for disabled persons		
0	Backcountry campsites		
Ο	Bryce Canyon Lodge		
Ο	Canyon Trail Rides horseback rides	<u> </u>	
Ο	Developed campgrounds		
Ο	General store		
Ο	Gift shop in Bryce Canyon Lodge		
Ο	Parking areas		
Ο	Picnic areas		
Ο	Recycling bins		
Ο	Restaurant in Bryce Canyon Lodge		
Ο	Restrooms		
Ο	Showers/laundromat		
0	Shuttle bus		
Ο	Trails		
0	Trash cans/dumpsters		

10. a) It is the National Park Service's responsibility to protect Bryce Canyon's natural and cultural resources/attributes and visitor experiences that depend on these. How important is the protection of the following to you and your group? Please mark (●) one answer for each attribute/resource [6.OPMGMT4]

Attribute/resource	Not important		Moderately important		Extremely important
Clean air	0	0	Ο	0	0
Geologic features	Ο	0	Ο	0	Ο
Scenic drive/scenic views	0	0	0	0	0
Interpretive/informational programs	0	Ο	0	0	Ο
Recreational opportunities (hiking, camping, biking, etc.)	0	Ο	0	0	0
Human/cultural history	0	0	0	0	0
Solitude	O	0	O	0	0
Natural quiet/sounds of nature	0	0	0	0	0
Plants and animals	0	0	0	Ο	0
Night sky/stargazing	Ο	0	Ο	0	0
Learning/educational opportunities	0	Ο	Ο	0	0
b) Did anything detract from y qualities?	our enjoyr	nent of any	of the abo	ve feature	es or
O Yes	O No	→ Go to	Question '	11	
If YES, how? Please expla	ain:				

11. a) Bryce Canyon NP interpretive programs and exhibits discuss topics such as: geology, American Indian culture/history, pioneer history, night skies/astronomy and plants/animals. Please mark (●) all of the topics you learned about on this visit. [3.LEARN1]

O Did not learn about any topics on this visit -> Go to part c of this question

Bryce Canyon National Park Visitor Study

- b) Please mark (●) in column b how much your understanding of each topic increased during your visit.
- c) Next, mark (●) **in column c** which topics you would be interested in learning more about on a future visit.

a) Learr this v		b) Increas	e in und	lerstanding?	•	c) Inter	rested re visit?
(●)		Not at all	A little	Somewhat	A lot	Yes	No
0	American Indian culture/history	0	0	0	0	0	0
0	Geology	0	0	0	0	0	0
0	Night skies/ astronomy	0	Ο	Ο	0	Ο	Ο
0	Pioneer history	0	0	0	Ο	0	Ο
0	Plants/animals	0	0	Ο	Ο	0	0
•	lease list any addit arning about Bryce	•	ΙΡ΄. ┌──	d your persor			

Q. 12: Topic area 1—Visitor characteristics

12. Please mark (●) your awareness level, both before and after your visit, of each safety issue at Bryce Canyon NP.

BEFOR	E visit				AFTE	R visit
Not aware	Somewhat aware	Very aware	Safety Issue	Not aware	Somewhat aware	Very aware
0	0	0	Need for appropriate footwear	0	0	0
0	0	0	Danger from lightning strikes	0	0	0
0	0	0	Need to drink plenty of water	Ο	0	0
0	0	0	How to cope with altitude sickness	0	0	0
0	0	0	Danger of health/safety risks from feeding wildlife	0	0	0
0	0	0	Danger from hiking off trails	0	0	0
0	0	0	Danger from climbing over railings	0	0	0
0	0	0	How to minimize sun exposure	0	Ο	0

a) Plea and/	se indicate hov or vehicles duri	v crowded y ng this visit.	ou and you . Please ma	r personal g irk (●) one f	roup felt by or each. [50	people CROWD2]
<u>How</u>	crowded?	Not at all Crowded	A little crowded	•	/ Very crowded	
Peop	ole	0	0	0	Ο	0
Vehi	cles	0	0	Ο	0	0
	ou felt "extreme tion where you					specific park
			1	Diago mo	ر ماه (۵) ماه	at annly
d) W	hat time of day	did you fee	i crowaea?	riease ma	rk (•) an th	at apply.
d) W O	hat time of day Morning (before noon)	O	Afternoo (Noon-6 p	n (O Eve	ening r 6 pm)
O a)Curre the m	Morning	O nyon NP pro rom May to	Afternoo (Noon-6 p ovides a shu September	n om) uttle bus to tu . On this visi	O Eve (afte	ening r 6 pm) itors around
O a)Curre the m	Morning (before noon) ently, Bryce Car nain park area f	O nyon NP pro rom May to	Afternoo (Noon-6 p ovides a shu September uttle bus? [3	n om) uttle bus to tu . On this visi	O Eve (afte ransport vis it, did you a	ening r 6 pm) itors around
O a)Curre the m perso	Morning (before noon) ently, Bryce Car nain park area fonal group ride	Onyon NP prorom May to the park shu	Afternoo (Noon-6 p ovides a shu September uttle bus? [3	n (om) uttle bus to tr . On this visi 3.TRANS2]	O Eve (afte ransport vis it, did you a	ening r 6 pm) itors around
O a)Curre the m perso O • c) If YE	Morning (before noon) ently, Bryce Car nain park area fonal group ride	Onyon NP proton May to the park shu	Afternoo (Noon-6 povides a shu September attle bus? [3 No → but r vehicle be	n (om) om) ottle bus to to on this visi on this visi on the bus to	O Even (after ansport visit, did you a	ening r 6 pm) itors around nd your
O a) Curre the m perso O • c) If YE	Morning (before noon) ently, Bryce Car nain park area fonal group ride Yes	Onyon NP proton May to the park shu	Afternoo (Noon-6 povides a shu September attle bus? [3 No → but r vehicle be S7]	n (om) om) ottle bus to to on this visi on this visi on the bus to	O Eve (afte ransport vis it, did you a y not?	ening r 6 pm) itors around nd your e bus?
O a) Curre the m perso O • C) If YE Plea	Morning (before noon) ently, Bryce Carnain park area fronal group ride Yes ES, where did you se mark (•) on	Onyon NP pro rom May to the park shu O ou park you e. [5.TRAN	Afternoo (Noon-6 povides a shu September uttle bus? [3 No • buttle be r vehicle be S7]	n (m) om) ottle bus to troit of the state	O Eve (afte ransport vis it, did you a your pot?	ening r 6 pm) itors around nd your e bus?
O a) Curre the m perso O • C) If YE Plea	Morning (before noon) ently, Bryce Carnain park area fronal group ride to Yes ES, where did yes e mark (•) on Ruby's Inn	Onyon NP proform May to the park shube park you e. [5.TRAN;	Afternoo (Noon-6 povides a shu September attle bus? [3] No r vehicle be S7] Shuttle E	n (m) om) ottle bus to troit. On this visite stands of the control of the contr	O Eve (afte ransport vis it, did you a y not?	ening r 6 pm) itors around nd your e bus?

Bry	Q Q	. 15:	Topic area 7 —	–Visit	or opinio	ns on	park	managen	nent		
15.	pre	serv	the National be places with or visitors to er	outst	anding n	atura	al and	•			
			ur opinion, ho cultural resour						ntific re	esearch	about natural
ir	No mpor		Somewha importan		Modera importa	-		ery ortant		emely ortant	Don't know
	С)	Ο		0			0	(0	0
			ou think condu s a good use c				search	about	resour	ces at B	ryce Canyon
	F	Publi	c lands	0	Yes		C) No)	0	Don't know
	F	Publi	c monies	0	Yes		C) No)	0	Don't know
			ou and your parch that is be							bout the	latest
	()	Yes	0	No	→	G	o to Qu	estion	16	
	d) I ^s	f YE Pleas	S, how would se mark (●) al	you a I that	and your apply. [3	grou 3.FV	ıp pre IS3]	fer to le	arn ab	out this	research?
	0		Park websi	te				0	Br	ochures	
	Ο		Ranger-led	prog	rams			0	Ex	hibits	
	Ο		Other (Plea	ase sp	pecify)						
16.	On gro	this ups′	visit, were you? Please mark	u and (●) c	your pe	rsona ach.	al gro [1.GF	up part (of the f	ollowing	types of
	a) (Com	mercial guided	d tour	group		C) Ye	S	Ο	No
	b) S	Scho	ool/educationa	l grou	ıp		C) Ye	s	Ο	No
	c) C		r organized gr usiness group			, etc.))) Ye	S	0	No
17.			visit, what kin were you with							chool/otl	ner organized
	Ο	ı	Alone				0	Family	/		
	0	F	Friends				0	Family	/ and fi	riends	

Other (Please specify)

0

10	0) On 41-1	o vioit hourmany sa		<u> </u>	n National Park Visitor Study					
۱δ.	a) On this visit, how many people were in your personal group, including yourself?									
		Number of people [1.GR3]								
	,	e number of vehicles that you and your group used to arrive at Bryce on NP? [1.GR4]								
		_ Number of vehicles								
		s trip, how many times did you and your personal group enter Bryce on NP? [3.TRIPC5]								
		_ Number of entries	OR	C) Don't Know					
19.	 For you and your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank. [1.AGE3] 									
		Current		ip Code						
		age	count	ame of ry other in U.S.	to Bryce Canyon NP (including this visit) lifetime					
You	ırself									
Member #2										
Mer	mber #3									
Mer	mber #4									
Mer	mber #5									
Mer	mber #6									
Mer	mber #7									
20. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in activities or services at Bryce Canyon NP? [1.GR2]										
	O Yes O No → Go to Question 21									
	b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please mark (●) all that apply.									
	0	Bryce Canyon Lodge	е	Ο	Campground					
	O Ranger-led activities		s/programs	Ο	Restrooms					
	O Trails			0	Viewpoints					
	0	Visitor center		Ο	Visitor center exhibits					
	0	Other (Please specif	fy)							

Bryo	ce Cany	on Natio	onal Park Vis	itor Stud	ly		
you						Canyon NP, whatefer to use for the	at one language do he following?
a) Sp	peaking	: O	English	0	Other (Specify)	
b) Reading: O Eng		English	0	Other (Specify)		
c) In	your o _l than E	pinion, v English?	what service Please spe	s in the բ cify a ser	oark need vice or ma	to be provided ark (●) None .	in languages other
	0	None		Ο	Service	(s):	
			nanager plan pose? Please			of Bryce Canyo PMGMT7]	n NP, what
			ng else you a /ce Canyon l				e to tell us about
24.	recrea	tional o	oportunities p	provided	to you an	e visitor facilities d your personal) one . [6.EVALS	group at Bryce
	Very	poor	Poor	А	verage	Good	Very good
	C)	O		O	Ο	O

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

Printed on recycled paper

OFFICIAL BUSINESS

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Park Studies Unit
College of Natural Resources
University of Idaho
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Moscow, Idaho 83844-1139