



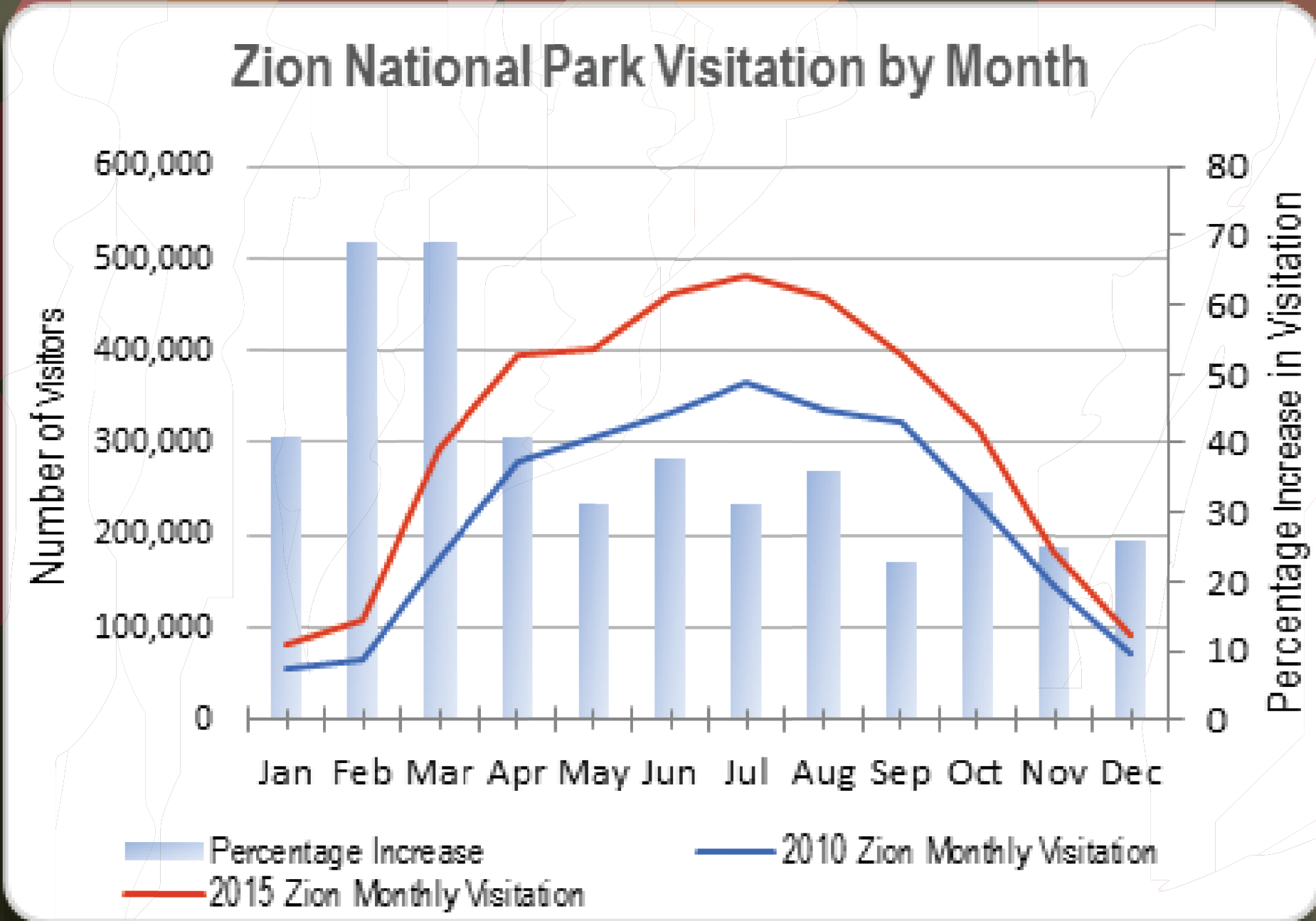
# Visitation Trends

## Growing visitation

The number of park visitors has increased for decades, and reached nearly 3.7 million last year. The most popular attraction for the ever growing number of visitors is Zion Canyon, a narrow canyon with vertical walls.



Since 2010, visitation has increased by nearly a million people (35%). In 2015 alone, visitation rose by 450,000 people from the previous year. Current visitation levels for 2016 are up 15% from last year.



Summer is the most popular season for visitors. Although, Spring and Fall are increasingly popular.



### The downside of growing visitation:

- Traffic congestion and gridlock in gateway towns
- 76% increase in emergency calls (went from 389 in 2011 to 686 in 2015)
- Up to two hours waits to enter the park and board shuttles.
- Long lines for basic services such as restrooms
- Damage to natural and cultural resources
- Health and safety problems on Angels Landing
- Increase in visitor complaints about their experience