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TOURIST RECREATION INTERESTS IN LOGAN, UTAH
AND THE SURROUNDING AREA

by

M. Leon Hunsaker

A thesis submitted in partial fulfillment
of the requirements for the degree

of

MASTER OF SCIENCE

in

Recreation Education

UTAH STATE UNIVERSITY
Logan, Utah

1969

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Without the constant and unfailing support, interest and patient understanding of my parents, Mr. and Mrs. Allen C. Hunsaker, the opportunity for graduate study would not have been possible. To them this thesis is dedicated.

M. Leon Hunsaker

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ABSTRACT

Tourist Recreation Interests in Logan, Utah
and the Surrounding Area

by

M. Leon Hunsaker, Master of Science

Utah State University, 1969

Major Professor: Richard Boyce
Department: Health, Physical Education and Recreation

The purpose of this study was to determine the characteristics of the people that visited Bridgerland, the interests of these people and what these people participated in while visiting Bridgerland.

The population studied was the tourist group that visited a tourist information booth in Bridgerland during the 1967 and 1968 summer tourist seasons. Data collection was done in the form of a questionnaire which was given to the tourists who visited the tourist information booths in Bridgerland.

It was determined that in most cases the party head was an adult male. He was well educated, with a college degree or better, and he makes his home in a small city. He had an income of over \$10,000 and participated in the initial decision to visit Bridgerland.

Bridgerland tourists came from small cities, rural settings, and large metropolitan areas. They preferred to find their accommodations in hotels or motels and preferred to prepare their own meals.

Bridgerland tourists were just passing through and did not consider Bridgerland to be a vacation destination place. They were satisfied

with the recreation facilities in Bridgerland, visited Utah State Parks and historic sites, and found the natives of Bridgerland to be friendly.

(66 pages)

CHAPTER I

INTRODUCTION

Tourism is expanding swiftly as economy improves and more and more travelers seek new places to visit.

Since out-of-state visitors spent \$183 million in Utah in 1967, the economic impact on the state has clearly been great. Average spending per person per trip was about \$33.00 (Bradley and Lawson, 1968). The amount of money Utah receives from visitor expenditures is much greater than the amount of money leaving the state by vacationing Utahns. This means that tourism is a significant income-producer in Utah. It is very important, therefore, that cities and counties develop and protect existing tourist attractions.

In 1967 and 1968 a vast number of visitors traveled through the state of Utah. They came from all sections of the United States as well as from foreign countries. Many of the visitors came to Utah specifically to view and to study our many scenic wonders, and to visit the Logan area known as Bridgerland.

For the promotion of tourism, Utah has been divided into ten different regions, each one offering unique possibilities for the tourist.

The ten regions follow:

1. Mountainland
2. Golden Spike Empire
3. Color Country
4. Castle Country

5. Great Basin Country
6. Bridgerland
7. Historic Mormon Country
8. Panoramaland
9. Canyonlands
10. Dinosaurland

Bridgerland is located in Utah's Northeastern corner and is made up of Cache and Rich Counties. This area is appropriately named because the first man who explored the area was Jim Bridger. Bridger and his fellow mountain-men and trappers first discovered this land in the early 19th century. This Utah area attracts the tourists because of its rich history and beauty.

Many studies have been conducted in Utah concerning tourism. Some studies are concerned with the state as a vacation land. Others pertain to certain specific areas, such as Castle Country and Canyonlands (Lueck and Stewart, 1966).

It now is the desire of the Bridgerland Tourist and Publicity Council to have a study for Bridgerland alone, in order to determine its particular tourist recreation characteristics.

Statement of Problem

This survey has been conducted in order to assess clearly the characteristics of visitors who come to Bridgerland, what attracted them to Bridgerland and what these people did while visiting there. The survey also will identify the attitudes of these people and whether or not they will return to Bridgerland again.

Objectives

The purpose of this study was to determine what type of person visits Bridgerland, the interests of these people and what these people participated in while visiting Bridgerland.

To investigate this problem, a study with the following objectives was made and is reported in this thesis.

The objectives were to determine:

1. The personal, economic, and educational characteristics of the people who visit Bridgerland.
2. What motivated these people to visit Bridgerland.
3. What they did during their stay in Bridgerland.
4. What these people liked or disliked about Bridgerland.

Limitation

The population studied is the tourist group that visited a Tourist Information Booth in Bridgerland during the 1967 and 1968 tourist seasons.

Data collection was done in the form of a questionnaire which was given to the ones who visited the Tourist Information Booths in Bridgerland.

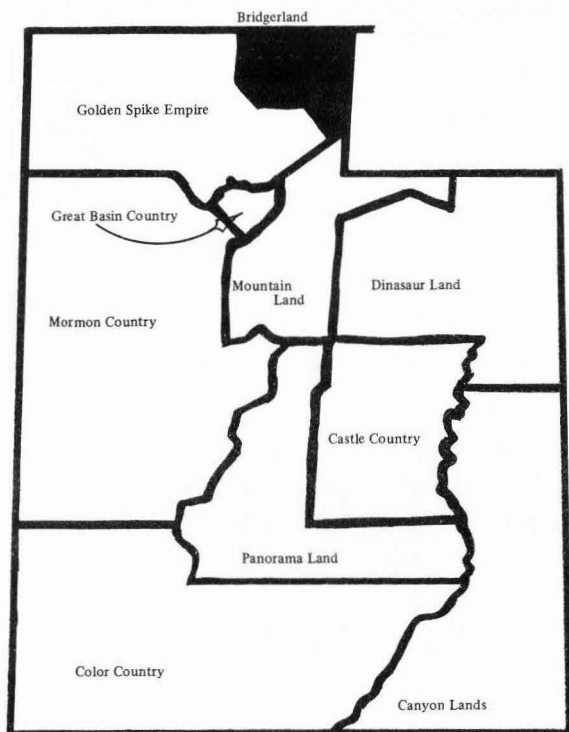


Figure 1. The Bridgerland Area in relationship to other promotional areas in the state of Utah.

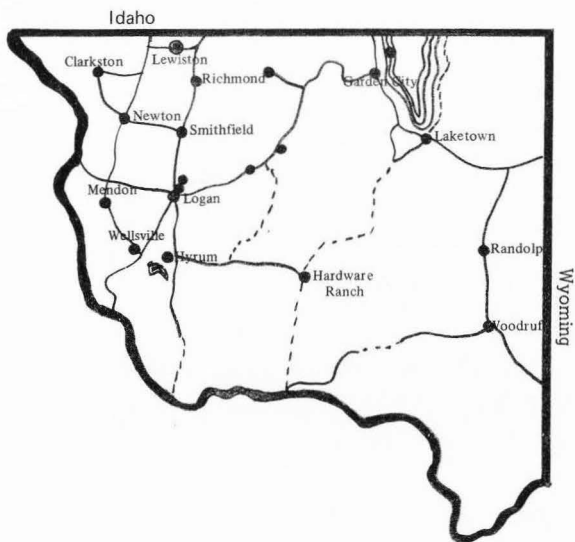


Figure 2. The Bridgerland Area

CHAPTER II

REVIEW OF RELATED LITERATURE

Many studies have been conducted in Utah on tourism.

One study, which was conducted by the Bureau of Economic and Business Research Foundation of the University of Utah, was concerned with the development of detailed information regarding the demand for outdoor recreation by Utah residents.

The Bureau felt that state and national parks located throughout Utah are definitely recreational drawing attractions, and that residents of Utah should be more aware of the state's recreational facilities than any other group. The purpose of this study was to see to what extent our scenic wonders attract Utahns.

From this study it was found that people in Utah participate more actively in outdoor recreation than do people on the average throughout the nation. For example, more than 80 per cent of Utah families enjoy participation in outdoor recreation (Perry and Richardson, 1966).

It also found that income was related to recreation participation. For instance, it was noted that the higher income classes--\$9,000 per year or more--participate in more recreational activities, whereas the lower income groups show less than average participation (Richardson and Perry, 1966).

The respondents to Richardson and Perry's study said the reasons for discontinuing some recreation activities were inadequate facilities. Participants said improvements which would encourage them to increase

their participation in outdoor recreation were:

1. More camping facilities.
2. Better information about the area.
3. Better access roads.
4. Improved fishing conditions.
5. Increased restroom facilities.
6. Better campsites.

Picnickers want improved trails, campsites, and restroom facilities, according to Richardson and Perry. Hunters and fishermen want improvements in fishing, boating facilities, and access roads. Low income families have the greatest interest in improvements in horseback riding facilities, more public showers, more campsites and improved camping facilities. Middle income families would like to see improvements made in camping facilities, more adequate information available and an increase in the number of campsites. High income people would like more motels, improved restaurants and additional boating facilities.

In this study, Richardson and Perry (1966) found that 80 per cent of the families in Utah took a vacation in 1964. Also, 94 per cent of those who had a vacation took an overnight or longer vacation trip, and only 39 per cent of the Utah families who took vacation trips remained in Utah. More than half of these families who took vacation trips said that their major activity had been driving and sight-seeing. They indicated that this was the main reason for taking vacation trips.

From these Utah vacationers it was found that 38 per cent went fishing, 34 per cent went camping, 29 per cent went swimming, and 19 per cent went boating. Only 36 per cent of the Utah families who went on vacation trips expressed a preference for motel and restaurant

accommodation. Thirty-three per cent of Utah vacationing families expressed a preference for combination of motels, restaurants and camping out. And only 10 per cent preferred traveling with a camper or trailer.

A second study was conducted by Richardson and Perry (1967) for the Bureau of Economic and Business Research College of Business, University of Utah, Salt Lake City. This study was concerned with the out-of-state visitor to Utah for the year 1965.

As a result of this second study by Richardson and Perry, a profile of out-of-state visitors to Utah was constructed. The average visitor to Utah comes from a higher income bracket (\$11,700) than the national yearly average (\$8,700). A large proportion of the visitors who came to Utah were either college graduates or had attended college at some time in their lives. The average length of stay in Utah for the tourist was 5.3 days; and while 86 per cent of the out-of-state visitors to Utah had vacations of eight or more days, only 18 per cent of them spent eight or more days in Utah.

Richardson and Perry in 1967 also discovered why the out-of-state visitor comes to Utah on his vacation: While 74 per cent of all visitors come to Utah for a vacation or a pleasure trip, 17 per cent of them were just passing through; 6 per cent combined business and pleasure, and 3 per cent were on business exclusively.

For many visitors, 45 per cent, Utah was just part of their route to or from a vacation period in another state. Some came because of a recommendation of others. Thirty-eight per cent of the visitors said they came to Utah because of reading about Utah in travel literature or saw advertising. Also, approximately one out of every six visitors came to Utah to visit friends or relatives (Richardson and Perry, 1967).

When looking at outdoor recreation activities, Richardson and Perry (1967) found that by far the largest number of visitors to Utah listed "Driving for sight-seeing and relaxation" as their most desirable activity. It was found that 48 per cent of the visitors inspected the historical sites, and that 33 per cent went camping while they were in Utah.

Richardson and Perry also discovered that the average vacationer to Utah showed a definite preference for outdoor accommodations while they were in Utah. The people combining business and pleasure, however, preferred both outdoor and indoor accommodations. Those in Utah on business only, or who were just passing through, had a definite preference for motel types of accommodations.

They also found that type of income has some effect on vacationers. It is as follows:

Income groups below \$9,000 had a definite preference for camping types of arrangements. Those from \$10,000 to \$14,000 still preferred outdoor accommodations, but of the more formal and costly type such as a camper or trailer. Those groups with incomes of \$15,000 or more definitely preferred motel types of accommodations.

Richardson and Perry (1967) also concluded that the vacation attractions in the Rocky Mountain states surrounding Utah are similar to those in this state. However, it seems possible that through better information and promotion and stepped-up development of outdoor recreational facilities in Utah, a larger proportion of Utah citizens could be persuaded to "See Utah First!"

Lueck and Stewart conducted similar studies in which they studied tourism in selected areas of Utah. They found that because Utah is

located in the center of the Western States, it has a definite advantage, because of the tourist attractions, over neighboring states.

Although Utah benefits from its position between so many tourist attractions, it also is handicapped somewhat by being surrounded by so many vacation spots. Lueck and Stewart (1966) said they believed that because of this, some vacation areas that compete with Utah are more popular simply because they are closer to great population centers; however, this has not been determined as yet.

Also, Lueck and Stewart (1966) studied tourism in three regions of the state:

1. Canyonlands,
2. Castle Country,
3. Treasure Mountains Region.

From the study of these areas they formulated characteristics of the Utah tourist.

The Utah tourist is an automobile driver. More than 85 per cent of visitors to Utah drive cars to the state and then use cars as the main transportation source to places within the state.

Almost half of the Utah tourists have the state as their primary destination. Almost 75 per cent of the tourists who pass through Utah, also are going to one of the Western states.

More than one-third of those coming to Utah have as their first chief destination, Salt Lake City. Second are the state's national parks, while third in interest is the state in general. The average Utah tourist travels in a group of 3.12 persons, of which 75 per cent are over the age of 18. These people spend about \$10.00 a day per person and stay in the state for about one-fourth of their vacation,

which is two or three days. The major expense for the Utah tourist is his automobile. Twenty-eight cents out of every \$1.00 is spent for transportation. The next most important expenditure is food and lodging. These two expenses combined take over 40 per cent of each \$1.00 spent. Utah tourists spend more than 5 per cent of each \$1.00 on gifts and souvenirs.

Lueck and Stewart (1966) found that more than 83 per cent of Utah's tourists like the way Utahns treat them, and over half of them would like to return to Utah in the future. From this total about one-third of them will return.

They found that the greatest tourist attraction in Utah is sight-seeing. Also, they found that tourists like the water-oriented activities which Utah offers. Along with these activities Utah also offers many seasonal attractions such as hunting, fishing, and snow skiing.

Consumer decisions affecting vacation patterns were in a study conducted by Hunt and Brown (1966). It also was concerned with tourism in Utah. They examined non-resident tourist use of Utah for the 1966 summer season, 1966 hunting season, and the 1966-'67 winter sports season.

Hunt and Brown found that one-fourth of Utah's visitors come from California, and that most of them come from Southern California. Almost two-fifths of the visiting parties are young families with children, although nearly 50 per cent of the visitors to Utah have no children or teen-agers in their party.

They found out, too, that the Utah tourist has a high education and an average income. More than 40 per cent had completed education in college or higher, and that they were now making between \$5,000 and \$9,000 per year.

Hunt and Brown's study showed that in 45 per cent of the cases the husband was the first to recommend a visit to Utah. Children only played a minor role in the vacation planning with only 4 per cent first suggesting Utah.

The 1966 Utah summer tourist parties took an average vacation of 22 days. Of these 22 days, 4.3 were spent in Utah which constituted 20 per cent of their trip.

Of the 1966 summer tourist, 50 per cent had previously visited Utah.

Most of the 1966 summer tourists were satisfied with Utah's accommodations and facilities. Only half of one per cent expressed any opinion against Utah's facilities.

Also, more than 50 per cent of Utah's visitors rated the people of Utah as very friendly. Forty-one per cent said that the Utah citizens were friendly, and only one per cent rated Utah's citizens as unfriendly.

It is evident that the studies concerning tourism in Utah are composities, directed toward the state as a unit. Also, it is evident that the characteristics of the Utah tourist are known. But the type of tourist who frequents each of the ten promotional areas still poses a question. The answer to this question has been asked for by the Bridgerland Tourist and Publicity Bureau and the Cache Chamber of Commerce. This study will attempt to outline the characteristics of the tourist in Bridgerland.

CHAPTER III

METHOD OF PROCEDURE

After a review of literature in tourist recreation and travel and personal conferences with local leaders in the field, a questionnaire was composed on basic criteria in tourist recreation. The questionnaire consisted of four major divisions:

1. Personal characteristics.
2. Travel information.
3. Attitudes.
4. Recreation.

The names and addresses of people who visited Bridgerland during the 1967 tourist season were recorded in tourist registration books.

These books were located in tourist information booths sponsored by the Bridgerland Tourist and Publicity Council in Garden City, Utah, in Rich County, and in Logan City, Cache County.

From these books, 300 names were selected. The ones chosen were completely legible and contained complete street addresses along with city and state. Also, they appeared to have been written by a mature person. They then were contacted by mail and asked to participate in this study.

From the original 300 questionnaires sent out, only seven were returned because of insufficient or changed addresses of the respondent. The ones who consented to participate returned a postcard with their name and address, and they then were sent a questionnaire concerning

their visit to Bridgerland. One-hundred and forty-seven of these questionnaires were sent to those participants.

To acquire a broader range of information, the same questionnaire was made available to each tourist who stopped at the previously-mentioned tourist information booths during the 1968 tourist season. Tourists who did not stop at tourist information booths during their visit to Bridgerland were not included in this study.

Because of the late date and the need to complete this study, only the first 250 returned questionnaires were used in compiling the information, statistics and figures indigenous to this thesis. All questionnaires returned after August 20, 1968 were disregarded.

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

Personal CharacteristicsParty composition

Party composition is an important characteristic in determining the probable markets for promotion of tourism. It is important in determining whether or not tourist parties are dictated in their activities by the skills, energies and knowledge associated with children or age. Changes occur in people's attitudes and behavior as they grow older, but these changes are not necessarily associated with the influence of age upon the individual's group membership. Therefore, stage in life cycle--as shown by party composition--may be superior to age-classes when investigating variations in socio-economic characteristics (Hunt and Brown, 1968).

The average tourist in Bridgerland during the 1967-68 summer seasons traveled in a group of 4.01 persons. This is greater than the average Utah tourist group, which was found to be 3.2 persons by Lueck and Stewart (1966).

Of these 4.01 people per group, adults composed 56 per cent of each group which was 2.31 persons per group. Children made up 29 per cent of each group, and teens accounted for 15 per cent.

Also, 47 per cent of the parties had children. "These parties are dictated in their activities to some extent by children," said

Hunt and Brown (1968, p.16). Thirty per cent had teens, and 37 per cent had neither children nor teens, but were composed of elderly couples and unattached individuals.

Education

The level of education attained by the tourist party head is important in identifying the tourist. "Educational level may indicate how advertising and information copy should be written," said Hunt and Brown (1968, p. 16).

The leaders of 1967 and 1968 Bridgerland summer tourist parties exhibited a high level of education. More than 69 per cent had completed college or some level of training beyond a four-year university program (Table 1).

Income

Income is an increasingly important factor in the distance the tourist party has to travel. In previous studies it also has become

Table 1. Educational level attained by leaders of Bridgerland summer tourist parties, 1967-68

Grade School Completed	5.97%
High School Completed	17.17
College Completed	37.31
Graduate School Completed	32.09
Business or Technical School	<u>7.46</u>
Total	100.00%

Table 2. Income levels of families who vacationed in Bridgerland during the 1967 and 1968 summer vacation season

Below \$5,000 per year	8.89%
\$5,000 to \$9,999	36.30
\$10,000 to \$14,999	34.07
\$15,000 plus	<u>20.74</u>
Total	100.00%

evident that the higher the average family income, the greater the traveling interest (Richardson and Perry, 1967). Higher incomes also have associated with higher levels of participation in outdoor recreation (Richardson and Perry, 1966).

In conjunction with the family income, it was found that 43.28 per cent of the visitors to Bridgerland who were questioned had more than one member of the family contributing to the family income.

This amount was a little less than one-half, leaving 56.72 per cent of the families that had only one source of income.

Residence

Like the level of education attained by the tourist party head, his place of residence also is important in identifying the tourist. The place of residence may show to what type of person advertising and information should be directed to produce the greatest response.

Over 48 per cent of the visitors to Bridgerland came from large population areas. This contrasts with 34.31 per cent from small cities, and only 16.79 per cent from the rural areas. (Table 3). Bridgerland

Table 3. Residence population areas of the visitor to Bridgerland during the 1967 and 1968 tourist season

Rural area	16.79%
Small City	34.31
Suburb of large city	25.54
Central city over 50,000 population	<u>23.36</u>
Total	100.00%

itself is considered to be a rural area.

Accommodations

When a family is planning a vacation, lodging and restaurant facilities--both en route and at the destination--are one of the most important considerations.

Table 4. Housing and overnight accommodations used by Bridgerland vacationers during 1967 and 1968

Motel or Hotel	46.48%
Tent	14.79
Pickup and Camper	10.56
Travel Trailer	6.34
House Trailer	4.93
Relatives and Friends	<u>16.90</u>
Total	100.00%

Table 5. Eating facilities used by visitors to Bridgerland during the 1967 and 1968 summer tourist seasons

Hotel or Motel service	11.80%
Self-prepared	47.19
Restaurant	39.89
Other	<u>1.12</u>
Total	100.00%

It was noted that 46.48 per cent of the tourists who visited Bridgerland found their lodging in local hotels or motels. The second most important form of lodging was found to be in homes of relatives and friends. Surprising enough, the use of tents was third in importance with 14.79 per cent (Table 4).

Self-prepared meals constituted 47.19 per cent of the total amount concerning meal preparation. This category also contained the topic of relatives and friends (Table 5).

Travel Information

Length of Bridgerland visit

It was concluded from the data collected that 42 per cent of the people who visited Bridgerland stayed more than one day. A total of 70 per cent spent the night there. This means that Bridgerland was a destination night-spot for these people.

This might have been affected, somewhat, by the manner in which the questionnaire was distributed. People who are planning to spend some time in an area might be prone to stop at tourist information

Table 6. Length of time spent in Bridgerland by 1967 and 1968 visitors who stopped at information booths

More than one day	42.43%
Overnight	28.03
One Day	18.18
Few hours	<u>11.36</u>
Total	100.00%

booths (Table 6).

Purpose of Bridgerland visit

Another important fact to know about a tourist is whether or not the party is just passing through or if there are attractions the tourists plan to visit. Of those people who visited Bridgerland, 51.82 per cent had no primary destination point in Bridgerland (Table 7).

Table 7. Purpose of Bridgerland visit of 1967 and 1968 summer season tourists

Vacation Destination	36.50%
Passing Through	51.82
Business Trip	<u>11.68</u>
Total	100.00%

Time of vacation

The time of year in which most people vacation is an important characteristic of the tourist. It is important to know when the bulk of tourists do their traveling.

In this study it was discovered that the school vacation was the most influential factor in determining the time for vacations.

This was followed very closely by individual schedules of employment, and third, by seasons and weather conditions (Table 8).

Billboard advertising

When asked if they remembered seeing any highway signs or billboards advertising Bridgerland while they were on vacation, 65.89 per cent said, "Yes."

This same question was asked in 1966 by Hunt and Brown. The results of their study indicate that only 11 per cent of the tourists had seen these displays of promotional media. The increase over the past two

Table 8. Factors that influenced the time of year for vacations in Bridgerland

School vacations	37.58%
Schedule of employment	33.33
Weather and seasons	12.73
Friends going	8.49
Business and pleasure	5.45
Less expensive rates	<u>2.42</u>
Total	100.00%

years can be accounted for by the additional number of signs and billboards installed by the Bridgerland Tourist and Publicity Council.

Who first suggested Bridgerland?

Hunt and Brown (1968) suggest that within the family or party we do not know to whom to direct our information. In trying to determine to whom promotion of Bridgerland should be directed, it seems realistic to consider who, within the tourist party, first suggests visiting Bridgerland.

It was found that in 26.51 per cent of the cases the husband was given credit for first suggesting Bridgerland.

The first suggestion to visit Bridgerland was made by the wife in 22.70 per cent; by the children in 7.94 per cent; by relatives in 16.67 per cent, and by outside sources in 26.18 per cent of the tourist parties.

In cases where the respondent had no family and was not married 23.02 per cent said that they made the decision themselves (Table 9).

Table 9. Who first suggested visiting Bridgerland in regard to summer tourist parties in 1967 and 1968?

Husband	26.51%
Wife	22.70
Children	7.94
Relative	16.67
Other	26.18
Self ^a	23.02

^aWhen the respondent was an unattached individual.

Hunt and Brown (1966) found that when they asked this question throughout the state that 45 per cent of all summer tourist parties identified the husband as first having suggested Utah, and children were credited with less than 4 per cent.

Hunt and Brown (1968) also found that these statistics vary among tourist parties in different areas of the state. For example, they found that in northern Utah (where Bridgerland is located) fewer husbands (23.5 per cent), more wives (20.5 per cent), and more children (9 per cent) first suggested Utah for their summer vacation trip.

Recreation

Planning for recreation and tourist facilities requires some knowledge about recreation demand in terms of types of activities pursued, and the geographic location of these activities pursued by visitors (Richardson and Perry, 1967).

This section deals with types of activities pursued by visitors to the state.

Table 10 shows the per cent of all respondents who engaged in recreation activities of one type or another.

It will be noted immediately that most frequently pursued activities were those connected with touring. Over 53 per cent of the total respondents indicated they took side-trips for sight-seeing; 55.07 per cent visited historic sites, and 48.18 per cent visited state parks while they were in Bridgerland.

Picnicking and camping appealed to almost half of the tourists, and community parks were visited by 41 per cent of the visitors.

Table 10. Activities which tourists took part in while they visited Bridgerland during the 1967 and 1968 tourist seasons^a

Historic Sites	55.07%
Scenic Attractions	53.96
Utah State Parks	48.18
Camping or picnicking	44.36
Logan City, Community Parks	41.79
Campfire	33.87
Swimming	30.15
Television or radio	21.86
Reading	19.68
Hunting and Fishing	14.71
Local entertainment and night clubs	13.66
Movies	10.93
Golf	8.09

^aSince the survey covered the peak period of tourist season, activities indicated by visitors exclude winter sports.

Bridgerland's swimming areas were an attraction to 30.15 per cent of the visitors.

In relation to night entertainment, campfires were listed higher than any other on the table and accounted for 33.87 per cent of the respondents.

Television and radio were second, with 21.86 per cent.

Reading was third, with 19.68 per cent.

It also is noted in the table that hunting and fishing and golfing are the lowest in per cent of participants. This may be explained by the lack of time available to the average tourist.

Of the visitors entering Bridgerland during the period surveyed, more than 51 per cent were passing through. This can account for the lack of recreation-participation by many of the visitors.

Attitudes

Before studies of this type can be of benefit to improving Bridgerland as a tourist attraction it must be determined how people react to the area in its existing state.

A vast majority of the 1967 and 1968 Bridgerland summer tourist parties were generally satisfied with the accommodations and facilities which were offered to them there.

Previous visits to Bridgerland

Over 40 per cent of the respondents had visited Bridgerland previously, and were so impressed that they returned for another visit.

Almost all of these tourists who had made previous calls to Bridgerland had visited the area three or more times. When the respondents were asked, "Did your visit to Bridgerland have any effect on helping you to decide where to vacation this year?" 28.24 per cent indicated that it did. Of this 28.24 per cent who were influenced, only 13.89 per cent said they would not desire to return. This gives some indication that most visitors will return to Bridgerland. When asked the specific question, "Will you return to Bridgerland?" 71.12 per cent answered, "Yes" (Table 11).

Table 11. Will you return to Bridgerland?

Yes	71.12%
No	14.81
Undecided	<u>14.07</u>
Total	100.00%

When this question was asked on a statewide basis by Richardson and Perry (1967), it was found that 88 per cent of the parties polled said they planned to return to Utah on a future vacation.

Hunt and Brown (1967) present an interesting comparison:

They found that 95 per cent of the out-of-state hunters who hunted in Utah in 1966 will hunt in Utah again, and that 90 per cent of the 1966-1967 Utah non-resident skier parties will ski Utah in future years.

When asked, "Would you recommend Bridgerland as a vacation place to your friends?" 84.33 per cent indicated in the affirmative.

Only 9.70 per cent did not feel that there is anything in Bridgerland that is outstanding enough to recommend it, and 5.97 per cent were undecided (Table 12).

Table 12. Will you recommend Bridgerland as a vacation place to your friends?

Yes	84.33%
No	9.70
Undecided	<u>5.97</u>
Total	100.00%

In the previously-mentioned state-wide study, Richardson and Perry (1967) found that 96 per cent of Utah's visitors would recommend Utah to their friends.

People from around the country like Utah, it was said, when they come here. Therefore, those who are interested in seeing the tourist industry develop in Utah rapidly need not have any concern about visitor disappointments. Rather, their concern should be how to get people from the rest of the country to come here in the first place! (Richardson and Perry, 1967).

Information booths

More than 96 per cent of the 1967 and 1968 summer tourists who visited Bridgerland and stopped at one of the area information booths indicated that they felt the booths were necessary and most helpful. Bridgerland's information booths were rated excellent by 57.44 per cent and 40.34 per cent indicated that they were satisfactory. Only 1.7 per cent rated them as disappointing, and only .52 per cent checked uninformative (Table 13).

Friendliness of people

Of the 1967 and 1968 summer tourist parties, 95.56 per cent of the parties indicated that Bridgerland citizens were friendly. Only 2.22 per cent of the summer tourist parties rated Bridgerland as unfriendly, and 2.22 per cent offered no opinion of the people in Bridgerland (Table 14).

Table 13. Discussion of information booths located in Bridgerland during 1967 and 1968 for convenience of tourists

<u>How do you feel about the information booth where you stopped?</u>	
Excellent	57.44%
Satisfactory	40.34
Disappointing	1.70
Uninformative	<u>.52</u>
Total	100.00%

<u>Do you feel that information booths are desirable and helpful?</u>	
Yes	96.23%
No	<u>3.77</u>
Total	100.00%

Table 14. Comparison of the friendliness of people in Bridgerland with citizens of the entire state. Opinions expressed by 1966 summer tourists to Utah, 1966 non-resident hunters and 1966-67 non-resident skiers.

<u>Rating</u>	<u>Bridgerland tourists</u>	<u>Utah^a tourists</u>	<u>Utah^a hunters</u>	<u>Utah^a skiers</u>
Very friendly	28.15%	61.00%	61.00% plus	50.00%
Friendly	67.41	41.00	37.50	45.00
Unfriendly	2.22	1.00	.50	2.50
No opinion	2.22	3.50	1.00	4.00

^a Figures from Consumer Decisions Affecting Vacation Patterns by Hunt and Brown (1967).

Organized tourist and recreation programs

In 1966 The Better Homes and Gardens Travel Study, conducted by Ross Journey and Associates, Inc., found that a large number of tourists prefer package tours which now are available through travel agencies.

However, when Bridgerland visitors were asked if they would participate in organized tours and recreation programs, 63.27 per cent said that they preferred planning their own activities. Twenty-eight per cent felt that they would like to participate in guided tours and lectures of local interest and supervised activities. Another 8.60 per cent offered no opinion at all.

Tourist evaluation of Bridgerland recreation

Of the summer tourist parties who visited Bridgerland during the 1967 and 1968 vacation season, 70.54 per cent were not attracted to Bridgerland because of its recreation facilities.

Only 29.46 per cent of the respondents came primarily to participate in some form of recreational activity. This can be accounted for by the fact that more than 51 per cent of the Bridgerland tourist population were merely passing through.

When these visitors were asked to evaluate five of the Bridgerland outdoor-recreation activities, more than 50 per cent had no opinion at all. However, of those who expressed an opinion, the majority felt that four out of five activities were excellent.

The one exception was hunting, which generally was rated as adequate (Table 15).

Table 15. Evaluation of outdoor-recreation facilities in Bridgerland by summer tourist parties of 1967 and 1968

	Excellent	Adequate	Poor	Don't know
Swimming	20.30%	18.05%	4.51%	57.14%
Hunting	7.56	10.61	5.30	76.53
Fishing	19.01	8.25	9.97	62.77
Boating	22.56	13.51	1.50	62.40
Camping	31.34	20.90	2.98	44.78

CHAPTER V

SUMMARY AND CONCLUSIONS

The study discussed on previous pages was designed in order to assess clearly the characteristics of visitors who come to Bridgerland, what attracted them to Bridgerland and what these people did while visiting there. The survey also attempted to identify the attitudes of these people and whether or not they will return to Bridgerland again.

The data presented examine non-resident tourist use of Bridgerland for the 1967 and 1968 summer seasons.

The average tourist party which passed through Bridgerland during this study period was of 4.01 persons. Fifty-six per cent of these tourists were adults; children made up 29 per cent of each group, and teens accounted for 15 per cent.

Party heads of these summer tourist parties exhibited a high level of education. Thirty-seven per cent of these individuals had completed college, and 32 per cent had finished graduate school. Another 8 per cent had attended some business or technical school.

The most common income group was \$5,000 to \$9,999 class. The remaining classes ranked by size are \$10,000 to \$14,999, \$15,000 plus, and below \$5,000.

It also was found that 43.28 per cent of the people polled had more than one member of the family contributing to the family income.

The most common residence was the small city, with over 25 per cent in this area.

The remaining areas are listed by size:

1. Suburb of large city,
2. Central city over 50,000 population,
3. Rural areas.

Forty-six per cent of the tourists who visited Bridgerland found their lodging in local hotels or motels.

Next in frequency was the class, relatives and friends, followed by the use of tents. Next came pickups and campers, and then trailers.

Forty-seven per cent of these tourists preferred to prepare their own meals while on vacation, and another 39.89 per cent ate in restaurants.

In determining what motivated these people to visit Bridgerland, it was discovered that 51.82 per cent were just passing through en route to other vacation spots. Thirty-seven per cent indicated that Bridgerland was their vacation destination, and another 11.36 per cent spent only a few hours there.

When deciding the time of year for a vacation, schedule of employment and school vacation were the two leading reasons followed by the weather conditions and the influence of friends.

More than 40 per cent of the visitors had been there previously.

Most suggestions to tour Bridgerland were made by the husbands or unattached individuals. Next in importance were sources outside the party, wives and then children.

Most of the summer tourists did not participate in summer recreation programs that required active participation. Swimming, golf, hunting and fishing, for example, did not appeal to 50 per cent of the tourists.

The most common forms of recreation used by the visitors were: looking at the scenery and taking side trips, visiting historic sites

and the Utah State Parks.

Evening entertainment consisted of campfire activity, 33.87 per cent; television and radio, 21.86 per cent; reading, 19.68 per cent, and local entertainment and night clubs, 13.66 per cent and going to movies, 10.93 per cent.

Tourists felt that the information booths provided throughout the area are very helpful and necessary to promote tourism.

The particular booths located in Bridgerland were rated as excellent and their services were greatly appreciated, tourists said. But when these people were asked to go one step farther and participate in organized tours and supervised recreation programs, only 28.13 per cent said, "Yes."

Seventy-one per cent indicated that they would return to Bridgerland in the future, and 84.33 per cent said they would recommend a vacation to Bridgerland to their friends.

Existing recreational facilities were generally rated as excellent and Bridgerland residents were found to be friendly in 95.56 per cent of the cases.

Conclusions

The following conclusions are presented on the basis of this study.

From the findings of this study, it was determined that the party head is an adult male. He is well educated, with a college degree or better, and he makes his home in a small city. And it was found that he has an income of over \$10,000 per year. Also it was concluded that the male member of the family made the initial decision to visit Bridgerland. Based on these findings it is concluded that Bridgerland publicity

be directed toward the well educated, adult male.

The results of this study indicated that the majority of Bridgerland's visitors come from a small city or rural setting. They generally prefer to find their accommodations in hotels or motels and usually prefer to prepare their own meals.

The vacation time for Bridgerland tourists is regulated by employment schedules and school vacations. It is not related to weather conditions and accommodation rates.

The majority of the people who visit Bridgerland are just passing through and do not consider Bridgerland to be a vacation destination place. However, once inside Bridgerland, most visitors spend one or more days there. Because of this fact, Bridgerland can be considered an over-night destination for the tourist who is just passing through Bridgerland.

Most Bridgerland visitors prefer to visit historic sites and Utah State Parks during their visit. They are not interested in participating in active recreation activities such as golf, swimming or hunting and fishing. Evening entertainment in the Bridgerland area is undesired by most tourists. They prefer to provide their own entertainment by watching television, reading or attending local movie theaters.

The average visitor has never been to Bridgerland before. However, he was so impressed with the Bridgerland area that he plans to return in the future and will recommend Bridgerland as a vacation place to his friends.

Tourists found the people of Bridgerland to be friendly. And, they found our tourist information booths were excellent. This service

provided by the Bridgerland Tourist and Publicity Council was well appreciated by the tourists.

Recommendations

The Bridgerland Tourist and Publicity Council should make use of the findings of this study in the improvement of their advertising program. This study shows that the visitor to Bridgerland has a relatively high income and is well educated. Therefore, advertising should be directed toward this type of individual.

These visitors to Bridgerland were not attracted to Bridgerland because of its recreation facilities. They were primarily passing through in-route to other recreation and vacation areas. Because of this fact, it is advised that the Publicity Council consider Bridgerland as a route to other areas.

This study shows that the major attractions in Bridgerland are historic sites and Utah State Parks. It is recommended that the council publicize these attractions to their fullest extent. They should not remain part of many attractions, but become the major attractions.

Tourist information booths were found to be greatly appreciated by the visitor to Bridgerland. It is recommended that this service be continued.

Because of the large per cent of visitors who came to Bridgerland to visit relatives and friends, it also is recommended that a program to encourage relatives and friends to visit Bridgerland be initiated.

The results of this study showed that the majority of Bridgerland's visitors come from a small city or rural setting. This can be interpreted

in two different ways. First, it could be concluded that advertising should be concentrated toward the people of the small cities or rural areas because of their interest in Bridgerland. Second, it seems possible that the advertising program in large metropolitan areas is lacking and should be increased in order to attract the people of these large populations.

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APPENDIXES

Appendix AQuestionnaire Used in This Study

BRIDGERLAND RECREATION

This questionnaire refers only to people who visited Bridgerland during 1967-68. Bridgerland is located in Northern Utah and consists of Logan City, Bear Lake and the surrounding area.

PERSONAL CHARACTERISTICS

- How many people were in your group?
Children _____ Teens _____ Adults _____
- What is the highest grade of education completed by the party head?
Grade school () Graduate school ()
High school () Business or
College () Technical School ()
- Does more than one person in your household have a job that contributes to your income?
Yes () No ()
- What is the approximate family income per year?
Less than \$5000 () \$10,000 to \$14,999 ()
\$5000 to \$9999 () \$15,000 plus ()
- Where do you live?
Rural area () Suburb of large city ()
Small city () Central city over 50,000 ()
- What method of housing did you use while you were on vacation?
Motel or Hotel () Folding travel trailer ()
House trailer () Pickup and camper ()
Tent () Relatives and Friends ()
- Where did you eat your meals while traveling?
Hotel or Motel service () Restaurant ()
Self-prepared () Other _____

TRAVEL INFORMATION

- How much time did you spend in Bridgerland?
Few hours () Overnight ()
One day () More, number of days _____

2. Why were you in Bridgerland during your visit?
 Vacation destination () Passing through ()
 Business trip () Other _____
3. What factors most influence the time of year for your vacation?
 Less expensive rates () Weather ()
 Schedule of employment () School vacation ()
 Business and pleasure () Friends ()
4. Did you see any highway signs advertising Bridgerland?
 Yes () No ()
5. Who first suggested that you visit Bridgerland?
 Husband () Self ()
 Wife () Relative ()
 Children () Other _____

RECREATION

1. What do you like to do in the evenings while you are on vacation?
 Television or radio () Movies ()
 Reading () Campfire ()
 Local entertainment and Night Clubs ()
2. Did you use any of the camping or picnic facilities available in Bridgerland?
 Yes () No ()
3. Did you take any unplanned side trips to see attractions in Bridgerland?
 Yes () No ()
4. Did you go swimming while you were in Bridgerland?
 Yes () No ()
5. Did you stop at any of the community parks in Logan City?
 Yes () No ()
6. Did you visit any historic sites while you were in Bridgerland?
 Yes () No ()
7. Did you play golf while you were in Bridgerland?
 Yes () No ()
8. Did you visit any of the Utah State Parks while you were in Bridgerland?
 Yes () No ()
9. Did you go hunting or fishing while you were in Bridgerland?
 Yes () No ()

ATTITUDES

1. Have you visited Bridgerland previously?
Yes () No () Number of times _____
2. Did your visit to Bridgerland have any effect on helping you to decide where to vacation this year? Yes () No ()
In what way?
Return to the same place ()
Go some place different ()
Other _____
3. How did you feel about the information booth where you stopped?
Excellent () Disappointing ()
Satisfactory () Uninformative ()
4. Do you feel that information booths are necessary and helpful?
Yes () No ()
5. Did you find the people in Bridgerland ?
Friendly () Unfriendly ()
Very friendly () Other _____
6. Would you participate in an organized tourist recreation program if one were available?
Yes () No ()
7. Did the recreation facilities in Bridgerland influence your decision to visit Bridgerland?
Yes () No ()
8. How would you rate the recreational facilities in Bridgerland?

	Excellent	Adequate	Poor	Don't Know
Swimming	_____	_____	_____	_____
Hunting	_____	_____	_____	_____
Fishing	_____	_____	_____	_____
Boating	_____	_____	_____	_____
Camping	_____	_____	_____	_____
9. Will you return to Bridgerland?
Yes () No ()
10. Will you recommend Bridgerland as a vacation place to your friends?
Yes () No ()
11. What was your most enjoyable activity or experience while in Bridgerland?

12. What was your most unfavorable?

COMMENTS

Appendix BLetter Sent to the People Who Visited BridgerlandDuring the 1967 Summer Tourist Season

223 West 3rd North
Brigham City, Utah
84302

Dear Visitor:

Through the cooperation of the Logan City, Utah, Travel Council, I have obtained your name as one of the many people who visited Bridgerland during 1967. Bridgerland is located in Northern Utah and consists of Logan City, Bear Lake, and the surrounding area.

I am currently working on a masters degree in Recreation at Utah State University and I need some information from you to help me in the completion of this course. I am compiling information on tourist recreation and would like to send you a short questionnaire. If you feel that you will be able to help me with the needed information, please fill out the enclosed, self addressed, card and drop it in a mail box.

I will be most grateful for your cooperation in helping me with my graduate studies.

Sincerely,

M. Leon Hunsaker
Graduate Student
Utah State University

Approved by:

Richard Boyce
Professor of Recreation
Utah State University

Appendix CSelf-addressed Return Post-card Accompanying theFirst Letter Sent to the People WhoVisited Bridgerland During the 1967Summer Tourist Season

Return this card if you will be willing to answer a short questionnaire about your visit to Bridgerland, Logan, Utah, and the surrounding area.

Name _____

Street _____

City & State _____ Zip _____

If there is any mistake in your address, please correct it.

Appendix DComments Expressed by Tourists Concerning LastTwo Questions Asked on Questionnaire

What was your most enjoyable activity or experience while in Bridgerland?

Comments follow:

Very lovely campsites.

Camping at Bear Lake State Park, and the delicious raspberries.

Inner-tubing down Logan Canyon.

Reaching Bear Lake after driving through from Boston, Mass., across the Plain States and then across Western Nebraska and Wyoming. "We felt as if we had arrived in the promised land."

The drives through Logan Canyon, around Bear Lake and enjoyed the superb scenery.

Children loved swimming.

Tasting raspberries.

Bear Lake itself.

Visiting with relatives.

Seeing the beautiful country and all of the real nice farms in the valleys, and the wonderful water--"I just couldn't drink enough. The mountains were beautiful; the farms raised the best-looking hay I've ever seen. I just could hardly believe what I saw."

Visit to Logan's Temple Square and camping at Logan.

Going to Logan Cave, Bear Lake and Rick's Spring.

Viewing the fine scenery.

Enjoyed Baugh Motel and colorful Logan Canyon.

Swimming at Hyrum Park.

Swimming at Bear Lake and views in the same area.

Just camping. "I was fascinated by the beautiful scenery around Bridgerland."

Programs in Logan Canyon. For example: N. J. Crooksten's story of "Old Ephraim, the Grizzly Bear."

Fishing the river.

The historic sights.

Visiting Logan City and seeing the Logan LDS Temple and surrounding attractions.

Good motel in Logan. (Sheep jumping over a fence on sign. Best motel of our 1,700-mile trip from Detroit West to Yellowstone National Park, Utah, Rocky Mountain parks and home). Welcoming guide for touring Temple Grounds.

Bear Lake scenery. Picnic area.

Bear Lake and drive from Logan City to Bear Lake.

Excellent food, friendly people. "I liked the country."

Rotary Club.

Sight-seeing.

Enjoyed shopping in Logan and visiting Bear Lake.

Driving and hiking in the mountains.

Scenery.

Visiting and the beauties of nature.

The friendliness of the people and their willingness to be helpful.

The beautiful scenery.

Nothing note-worthy, but the pretty scenery.

Trip from Laketown to Hyrum, past Old Ephraim's grave.

Visiting the natural wonders of canyons and streams.

Camping out in an almost empty campground.

Local facilities.

Visiting with friends and picking raspberries at Garden City.

Visiting the Utah State University at Logan, and Bear Lake.

Mingling with those of the Mormon Faith, whose personalities and mannerisms were truly magnetic.

Weather was good, scenery same.

We enjoyed the scenery, climate, swimming and the historical buildings.

Seeing historical places of interest, and noticing and seeing the nearby cities.

Visit to the Utah State University Campus.

"We went to a few dairies to see about a bull, and were impressed with the state dairy."

Visited the Swiss cheese plant near Smithfield.

Our visit was primarily to visit relatives, and we did not participate as tourists. However, our stay in general was enjoyable.

Beautiful drives and hikes through the timber country. The outdoor evening meals in the park areas.

Visits with relatives.

Round-trip drive over Highway 89 to visit Bear Lake.

Sight-seeing.

Visiting friends and relatives.

Limber Pine Trail, Smithfield Camp area for picnics, Guinevah slide lectures.

Visiting the Mormon Temple grounds, the Dinosaur Monument and fishing.

Enjoying the beautiful scenery.

Sight-seeing and visiting relatives.

Beautiful country.

Tupperware Jubilee.

Beautiful scenic drive from Salt Lake City to Wyoming.

Sight-seeing and mountains.

Seeing beautiful Bear Lake and camping in the National Forest Campgrounds.

Scenery and especially Bear Lake.

Visiting the LDS Temple in Logan, and the drive up Logan Canyon.

Since we were merely sight-seeing, we didn't participate in any activities. The signs and sights were wonderful.

Salt Lake City, Zion National Park, and the park just west of Provo on 189 Highway.

Scenery and going through Logan Temple.

Bear Lake.

Attending Utah State University.

Riding and walking in and around the beautiful little city of Logan.

Hunting and fishing.

Logan Canyon camping.

Visiting historic sites and museums.

"We enjoyed it very much. Liked the scenery and people. Our destination was World Scout Jamboree, so time was limited."

Hospitality and watering or irrigation throughout the city.

The historical exhibits and parks. None in particular.

Beautiful scenery and water activities at Bear Lake.

Camping.

Logan Canyon and Bear Lake.

Camping and meeting your local citizens.

Swimming.

The whole visit.

Logan Cave.

The trip through Zion Park.

Water-skiing at Hyrum Dam, USU ballet and concerts.

Viewing scenery and the rural life.

Bear Lake.

Wading in ice-cold mountain streams.

Just to have had the privilege of visiting the area, if only for one day and a night, was an enjoyable experience.

Visiting the LDS Temple in Logan, and meeting and talking to people.

Learning of its history and its pioneers and their experiences and trials. "Scenery is fascinating."

Camping and fishing in Logan Canyon.

Watching scenery.

When we went through the Church in Logan.

Many things: Operas and dances at the USU, picnics in Logan Canyon and Tony's Grove Lake, trips to Minatonka Cave and the cool, beautiful weather.

The scenery is beautiful.

Bear Lake.

Bear Lake.

Scenic drives.

Boating.

Swimming and boating.

Friendly associations. Fun in the sun--boating and water skiing.

Visiting the Mormon Churches and enjoying the scenery.

"I was just driving through to see the scenery, which was most enjoyable."

Swimming.

Bear Lake.

Bear Lake.

Bear Lake and Logan swimming pool.

Boating and fishing.

Boating, swimming and water sports.

Attending Logan LDS Temple, and driving through Logan Canyon.

Fireworks at the college and viewing Bear Lake.

Utah State University Campus. Views of Lake Bonneville terraces and the enjoyable country-side.

Family reunion. Driving in mountains.

"My most enjoyable experience was the view of Bear Lake, the patch of Heaven, sky blue. It was a surprise to me that Utah could have such a beautiful body of water."

What was your most unfavorable activity or experience while in Bridgerland?

Comments follow:

Didn't experience any.

Lack of beaches on Bear Lake.

The rainy weather.

Too little chance for swimming when swimming is desired.

"I had no unfavorable experience."

Bugs.

Bad weather.

The only unfavorable condition that I experienced was not being able to stay longer! However, this is a condition that will be eliminated next time, soon, we all hope.

Your road-side rest areas are very poor. They are dirty and not very well equipped.

Snow over the pass on July 4th.

Road construction.

We plan to come back to enjoy boating and fishing.

Thought Bear Lake was beautiful and wanted to picnic in the park, but turned around when we found we would be charged just to sit and eat and enjoy scenery and then to drive on. It was very frustrating.

The sidewalks are rolled up by 6 o'clock in the evening.

Very poor restaurant facilities.

The Great Salt Lake.

We're sorry we didn't have more time to spend there.

Being away from home two weeks.

"I didn't have any real negative feelings."

Lack of picnic areas, as I remember.

Roads under construction after leaving Bridgerland.

Not enough time for stay.

Logan Canyon makes me very car-sick.

The poor eating facilities in Logan.

Logan traffic lights.

Road construction.

Too much rain.

Nothing was unfavorable, and we hope to come back some time in the future.

None that I can remember.

No liquor.

That damn construction in Logan Canyon. It does and will detract from the over-all beauty and naturalness of the area.

Having to leave.

Crossing the salt flats when it was 117 degrees.

None to amount to anything. The wind blew hard once, but we nor you could stop that!

Road construction.

Roads.

Mosquitoes.

Logan restaurants and lack of other recreation facilities. No resorts nor ranches. Where do you find out about hunting and fishing?

Time was short.

Trip through Canyon saw a lot of construction.

Visited so-called bird sanctuary. Saw very few birds, drove out of our way and got lost trying to find our way back to the highway. I believe the bird sanctuary was advertised on signs in Brigham City as being something to see. We were disappointed.

Swimming pool in Logan should be open during the day for general swimming.

Too many people.

Leaving.

Logan Canyon construction.

Money-hungry service stations try to make a sale.

Appendix EGeneral Comments Expressed by TouristsConcerning Bridgerland

COMMENTS

We were passing through on our way to Yellowstone National Park and Jackson Lake. The route was recommended as scenic and enjoyable, which it was.

I was born and reared in Providence, Utah, and always enjoy going home to Cache Valley. Hope you have success, in the promotion of the beautiful country.

I since have decided to become a resident of Utah and live in Bridgerland.

Your citizens are so cooperative and informative.

Logan is a lovely town, beautiful scenery, clean air and friendly people. I'm sure living there would be a joy. If I could I would love to settle there. My daughter graduated from Utah State University and I visited there while she was in school 4 times. I also visited after she married and lived there.

I am very sorry that I didn't go to see the farmer who had the cow that had four calves down at Hyrum, Utah. I would have loved to see them, but I did not want to be a bother to the farmer and his family.

Local motels should be supplied with announcements of local entertainment. Summer tours of the University should be arranged.

We were particularly pleased with the friendliness of the people.

Just passing through, stopped at a historic site or Mormon place somewhere. In too much of a hurry to notice the countryside.

Enjoy going to Bridgerland each year. It's a lot of fun, with so many things to do.

Poorly marked trails and roads off the main highways. We turned off on several side trips and found a number of forks in the roads completely unmarked.

Would like to return to Bridgerland to explore the recreational facilities.

Looking forward to another visit to Bridgerland some time. Hope it will be soon.

It's a lovely country with fine, friendly people and many interesting things to see. Logan is a nice city. We enjoyed every bit of it.

Like most tourists from the East, we were primarily interested in the National Parks, Monuments and Western scenery. In the years 1966 and 1967 we drove straight to Logan in 3½ days, and there dropped our son off at the USU. From there we really started our vacation, and with only a few weeks it isn't possible to spend much time in one place.

We would love to stay longer, but are running out of time.

Just wish I had more time to spend there.

This is one of our favorite areas. Living in Southern California makes us particularly enjoy the lush greenery, the running rivers, and the lakes. We particularly noticed improvements in the roads in Utah since our previous visit.

Sorry that we couldn't be of much help as far as facilities are concerned, we were only passing through. I don't feel that Bridgerland is well publicized, however, being over-shadowed by Yellowstone National Park to out-of-state individuals. We are from Pennsylvania and don't believe it was mentioned in literature sent out by the state.

We hope to return again this year.

We were greatly impressed with Utah State Parks and facilities. Our trip through your section was part of a 10,000-mile trip: Boston to Montreal to Vancouver to Northern California to Grand Canyon, to Bryce, Zion Parks, Salt Lake City to Yellowstone and home.

I liked the area very much and was impressed with the cleanliness of Logan and the surrounding area.

Some day we'll come to your land and really see it as a pleasure trip.

It is beautiful country, and we would like to visit the area again when we can spend more time there.

My daughter lives in Logan, hence my vacation trips there.

Probably important to know age groups of visitors.

One comment that I would like to make is one that all of my friends have heard me say since my return: "As a professional photographer, if I could make a comparable living there I would not be here." As a person who loves the outdoors, I feel that I must congratulate you on having kept your land so clean and so darn beautiful!

My husband and myself found the people in Bridgerland--the entire state--were the friendliest we met on our entire vacation which included nearly 5,000 miles and many towns and cities not in Utah.

We are East Coast converts to the LDS Church. Enjoyed your beautiful country and friendly people.

My son and family have lived in Logan since 1956. He is at the USU. I love Logan and the Bridgerland area and look forward to a trip out there every summer.

We were very pleased with the facilities, cleanliness and lack of congestion in the camping areas throughout Utah, especially in Logan Canyon. We definitely will make it our vacation site again in the next few years.

We had very little time to really visit and see the many wonderful things. I hope some day to return with the family so that we can all enjoy it.

Please separate tent sites from pickup-camper or trailer sites. Self-sufficient, adequately-equipped campers and trailers occupy sites and do not use fireplaces and tables. Do this by means of your literature (in the form of a plea or recommendation or by signs within the campground).

VITA

M. Leon Hunsaker

Candidate for the Degree of

Master of Science

Thesis: Tourist Recreation Interests in Logan, Utah and the
Surrounding Area

Major Field: Recreation Education

Biographical Information:

Personal Data: Born at Brigham City, Utah, November 27, 1944,
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Education: Attended elementary school at Lincoln Elementary
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School in 1963; received the Bachelor of Science degree
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Professional Experience: 1968 to present, Assistant Field
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