

## **Visitor Services Project Pictured Rocks National Lakeshore Report Summary**

- This report describes the results of a visitor study at Pictured Rocks National Lakeshore during July 29-August 4, 2001. A total of 616 questionnaires were distributed to visitors. Visitors returned 505 questionnaires for a 82.0% response rate.
- This report profiles Pictured Rocks NL visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Thirty-six percent of visitor groups were groups of two; thirty-six were in groups of three to five. Sixty-seven percent of visitor groups were family groups. Forty-six percent of visitors were aged 31-55; 26% were aged 15 years or younger.
- Eighty-five percent of visitor groups had visited only once in the past 12 months. Over one-half (54%) of visitor groups had visited one to four times in the past two to five years.
- Three percent of all visitors were international: 41% from Germany, 22% from Canada, 9% from France and 7 other countries. United States visitors were from Michigan (60%), Illinois (8%), Wisconsin (8%), and 35 other states.
- Forty-seven percent of visitors spent less than 24 hours at the park. Twenty-eight percent of visitor groups spent one or two days, and 11% spent three days at the park.
- Previous visits (51%), friends and relatives (47%), and travel guides/ tour books (41%) were the most used sources of information by visitor groups prior to visiting on this trip. Travel guides/ tour books (40%), personal experience (32%), and the Michigan Travel Center (29%) were the most used sources of information by visitor groups during this visit.
- Sixty-one percent of visitor groups visited Pictured Rocks NL as one of several destinations, 30% as their primary destination, and 9% had not planned on visiting.
- The Miner's Area (59%), Munising Falls (47%), and the Visitor Information Center (42%) were the most visited sites by visitor groups. The least visited site was the Grand Marais Maritime Museum (12%).
- The most common activities of visitor groups were sightseeing (78%), beach activities (67%), day hiking (66%) and enjoying solitude/ quiet (65%).
- In regard to the use, importance and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The services that were most used by 432 respondents were the park brochure/ map (74%) and the information desk service (57%). According to visitors, the most important services were park brochure/ map (86% of 380 respondents) and the information desk service (81% of 239 respondents). The highest quality services were park personnel (91% of 133 respondents) and information desk service (89% of 223 respondents).
- Seventy percent of visitor groups said that wildlife added to their park experience. Twenty-three percent of visitor groups said that personal watercraft detracted from their park experience.
- The average visitor group expenditure was \$294. The average per capita expenditure was \$87. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$170. Forty-three percent of visitor groups spent between \$1 and \$150 and 27% spent \$351 or more in total expenditures in Pictured Rocks NL and within 60 miles of the park. Of the total expenditures by groups, 30% was for lodging and 17% was for restaurants and bars.
- Most visitor groups (95%) rated the overall quality of visitor services at Pictured Rocks NL as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor."

For more information about the Visitor Services Project, please contact the  
University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.

