

Visitor Services Project
Knife River Indian Villages National Historic Site
Report Summary

- This report describes the results of a visitor study at Knife River Indian Villages National Historic Site (NHS) during July 18-26, 2003. A total of 312 questionnaires were distributed to visitors. Visitors returned 270 questionnaires for a 86.5% response rate.
- This report profiles Knife River Indian Villages NHS visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Fifty-two percent of visitor groups were groups of two; another 24% were in groups of three or four people. Most visitor groups (69%) were family groups. Forty-five percent of visitors were aged 36-60 years and 17% were aged 15 or younger.
- United States visitors were from North Dakota (29%), Minnesota (10%), California (6%), Illinois (5%) and 39 other states. There were too few international visitors to provide reliable data.
- Most visitors (90%) were on their first visit to Knife River Indian Villages NHS during the past twelve months. Many visitors (82%) were also visiting for the first time in their lifetime. Most visitors (94%) visited the Knife River Indian Villages NHS in less than one day on this visit.
- Prior to this visit, visitors most often obtained information about Knife River Indian Villages NHS from maps/ brochures (55%). Most visitor groups (88%) received information they needed to plan their visit.
- For 67% of visitors, Knife River Indian Villages NHS was one of the destinations that brought them to the area. On this visit, the most common activities were visiting earth lodge (96%) and visiting visitor center (91%). The most common activity on past visit(s) was learning history (92%). The most important activity visitors identified was visiting earth lodge.
- The most visited place was the visitor center (92%), followed by Lower Hidatsa Village (56%). Most visitors (94%) visited the visitor center first on this visit to Knife River Indian Villages NHS. Most visitors (94%) used one vehicle to arrive at the park. Visitors most often arrived at the park using Highway 200A (52%).
- In regard to 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 most used services/ facilities by 243 visitor groups were visitor center exhibits (92%) and restrooms (80%). The most important services/ facilities were visitor center exhibits (87%, N=211), earth lodge talk (85%, N= 128), and assistance from park staff (82%, N=147). The best services/ qualities were restrooms (97%, N=173), assistance from park staff (93%, N=141), earth lodge talk (93%, N=125), and visitor center exhibits (93%, N=204).
- The average visitor group expenditure in and outside the park (including Stanton, Washburn, Bismarck, Hazen and Beulah) was \$222. The average per capita expenditure was \$90. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$113. Thirty-nine percent of visitor groups spent between \$1 and \$100 in the Knife River Indian Villages NHS area during this visit. Of the total expenditures by groups, 31% was for lodging, 19% for restaurants and bars, and 15% for all other purchases.
- Most visitor groups (98%) rated the overall quality of visitor services at Knife River Indian Villages NHS as "very good" or "good." No visitor groups rated the overall quality as "poor" or "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or visit the following website: <http://www.psu.uidaho.edu>

