



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

**Visitor Services Project**

# **Keweenaw National Historical Park Visitor Study**



**Summer 2004**



**University of Idaho**

**Report 158  
Park Studies Unit**





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

**Visitor Services Project**

# **Keweenaw National Historical Park**

## **Visitor Study Summer 2004**

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### **Visitor Services Project Report 158**

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Yen Le is a research assistant for the VSP, Brian Forist is the Research Associate for the NPS Social Science Program in Washington D.C., and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank the staff and volunteers of Keweenaw National Historical Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance. This visitor study is partially funded by Fee Demonstration Funding.

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## **Visitor Services Project Keweenaw National Historical Park Report Summary**

This report describes the results of a visitor study at Keweenaw National Historical Park (NHP) during July 24 - August 1, 2004. A total of 565 questionnaires were distributed to visitor groups. Visitor groups returned 403 questionnaires for a 71% response rate.

This report profiles Keweenaw NHP visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.

Thirty-four percent of visitor groups had two people and 32% were groups of three or four. Sixty-eight percent of the visitor groups were family groups. Fifty-seven percent of visitors were aged 36-70 years and 24% were aged 15 years or younger.

There was not enough data to provide reliable information about international visitors. United States visitors were from Michigan (55%), Wisconsin (16%), and 29 other states and Washington, D.C.

Prior to this visit, visitor groups most often obtained information about Keweenaw NHP through previous visits (41%), friends/relatives/word of mouth (36%), and maps/brochures (34%). Most groups (84%) received the information they needed about the park.

For 32% of visitor groups, their primary reason for visiting the Keweenaw Peninsula area was to see natural resources/scenic beauty. On this visit, the most common activities while visiting Keweenaw Peninsula were visiting historic sites/ruins (58%), visiting gift shops at NPS Cooperating Sites (53%), and visiting lighthouses (47%).

The average visitor group expenditure in Keweenaw NHP and the 17 NPS Cooperating Sites was \$365. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$51. The average per capita expenditure was \$189.

In regard to use, importance, and quality of park services and facilities, it is important to note the number of visitor groups that responded to each question. The most used visitor services and facilities by the 312 respondents included park brochure/map (77%), parking areas (74%), and park directional road signs (70%). The visitor services and facilities that received the highest "extremely important" and "very important" ratings included trails (95%, N=175) and park directional road signs (92%, N=206). The park brochure/map (87%, N=219) and parking areas (87%, N=215) were the services and facilities that received the highest "good" and "very good" quality ratings.

On a future visit to Keweenaw NHP, most visitor groups (80%) would be willing to pay \$20/adult for the combined ticket for admission to visit the five Cooperating Sites in the Quincy and Calumet unit. Thirty-nine percent of visitor groups would be interested in purchasing a combined ticket to enter up to 5 of the Cooperating Sites and 41% would be interested in buying a combined ticket to admit to all of the 17 Cooperating Sites.

Most visitor groups (93%) rated the overall quality of visitor services at Keweenaw NHP as "very good" or "good." One percent of visitor groups rated the overall quality of visitor services as "poor" and no visitor group rated the overall quality as "very poor."

For more information about the Visitor Services Project, please visit the University of Idaho Park Studies Unit website: [www.psu.uidaho.edu](http://www.psu.uidaho.edu)



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## INTRODUCTION

This report describes the results of a visitor study at Keweenaw National Historical Park that consists of 17 Cooperating Sites scattered around the Keweenaw Peninsula in Michigan. These sites, which are owned and operated by state and local governments, private businesses, and non-profit organizations, work with the National Park Service (NPS) to preserve the history and heritage of copper mining. The 17 Cooperating Sites include:

- A. E. Seaman Mineral Museum
- Calumet Theater
- Copper Range Historical Museum
- Coppertown, USA
- Delaware Mine
- Fort Wilkins State Park
- Hanka Homestead
- Houghton County Historical Museum
- Keweenaw Convention and Visitors Bureau
- Keweenaw County Historical Museum
- Keweenaw Heritage Center at St. Anne's
- Laurium Manor Inn
- McLain State Park
- Old Victoria
- Porcupine Mountains Wilderness State Park
- Quincy Mine Hoist and Underground Mine
- Upper Peninsula Firefighters' Memorial Museum

This visitor study was conducted from July 24 - August 1, 2004 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.

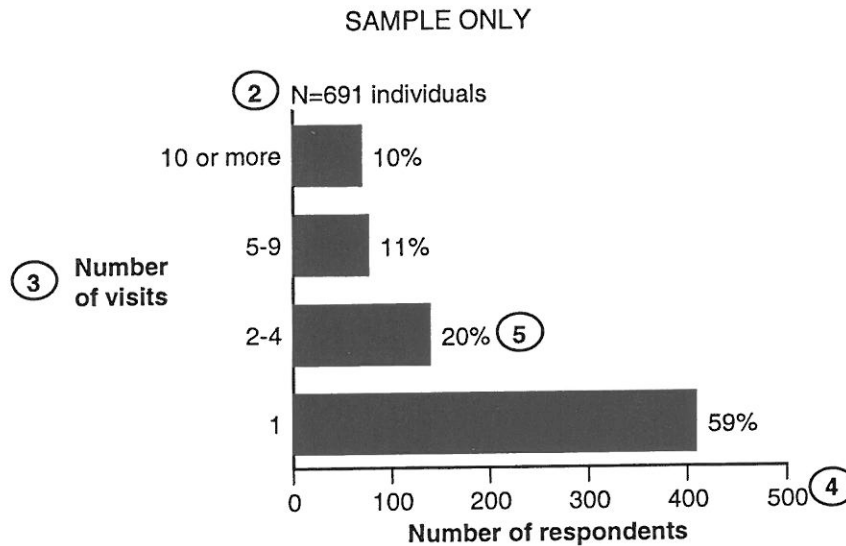


Figure 4: Number of visits

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.

## METHODS

### Questionnaire design and administration

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). The Keweenaw NHP questionnaire was developed at a workshop held with park staff and the Advisory Commission Executive Director to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks; others were customized for Keweenaw NHP. Many questions asked visitors to choose answers from a list that was provided, often with an open-ended option, while others were completely open-ended.

Interviews were conducted, and 565 questionnaires were distributed to a sample of visitor groups who arrived at Keweenaw NHP during the period from July 24 - August 1, 2004. Table 1 presents the questionnaire distribution locations. These locations were selected by park staff and the proportion of questionnaires distributed was based on park visitation statistics.

**Table 1: Questionnaire distribution locations**

N= number of questionnaires distributed at each location;  
total percentage does not equal 100 due to rounding.

Site	N	%
Fort Wilkins State Park	100	18
Porcupine Mountains Wilderness State Park	100	18
Quincy Mine Hoist	92	16
McLain State Park	84	15
Keweenaw Tourism Council	50	9
Delaware Copper Mine	39	7
Calumet Theatre	22	4
Houghton County Historical Museum	20	4
Coppertown USA	20	4
Eagle Harbor	20	4
A.E. Seaman Mineral Museum	11	2
Laurium Manor Inn	7	1
Totals	565	102

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was used to determine group size, group type, and the age of the member (at least 16

years of age) who would complete the questionnaire. These individuals were then asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups if needed. Visitor groups were given a questionnaire, asked to complete it after their visit and then return it by mail. The questionnaires were pre-addressed and stamped.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

### **Data analysis**

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distribution and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized.

### **Sample size, missing data, and reporting items**

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N") varies from figure to figure. For example, while Figure 1 shows information for 396 visitor groups, Figure 5 presents data for 1,410 individuals. A note above each graph or table specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Keweenaw NHP visitors returned 403 questionnaires, Figure 1 shows data for only 396 respondents.

Questions answered incorrectly due to carelessness, misunderstood directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

<b>Limitations</b>
--------------------

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 24 - August 1, 2004. The results do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure, or table.

<b>Special conditions</b>
---------------------------

Weather conditions during the visitor study were typical July weather for the Keweenaw NHP area were mostly sunny and warm with an occasional rainy day.

## RESULTS

### Visitor groups contacted

At Keweenaw NHP, 596 visitor groups were contacted and 565 of these groups (95%) accepted questionnaires. Questionnaires were completed and returned by 403 visitor groups, resulting in a 71% response rate for this study.

Table 2 compares age and group size information collected from the total sample of visitors, who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

**Table 2: Comparison of total sample and actual respondents**

Variable	Total sample		Actual respondents	
	N	Average	N	Average
Age of respondents	560	48.1	395	49.3
Group size	563	4.2	396	5.1

### Demographics

**Group size:** Figure 1 shows visitor group sizes, which ranged from one person to 200 people. Thirty-four percent of visitor groups consisted of two people, while another 32% had three or four people.

**Group type:** Sixty-eight percent of visitor groups were made up of family members and 13% were with friends (see Figure 2). "Other" group types included elder hostel group, senior tour group, and tour boat. Most visitor groups (97%) were not with a tour group, while 3% visited Keweenaw NHP with a tour group (see Figure 3). As shown in Figure 4, most visitor groups (99%) were not school/educational groups and 1% were with a school/educational group.

**Visitor age:** Fifty-seven percent of the visitors were in the 36-70 age group and 24% were 15 years or younger (see Figure 5).

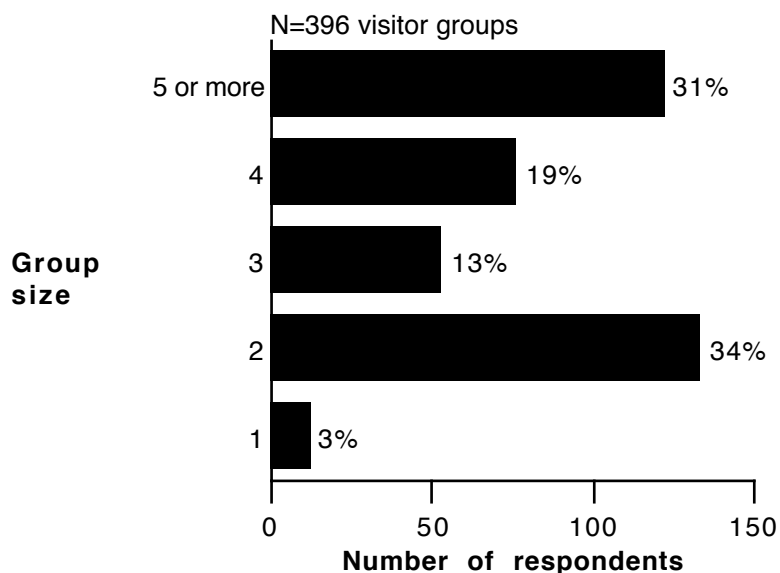
**Visitors with disabilities/impairments:** Most visitor groups (91%) did not have any members with disabilities/ impairments that affected their visit to Keweenaw NHP, however 9% did (see Figure 6). Visitor groups who had members with disabilities/impairments were then asked to report the types of disabilities. The most common types of disabilities were mobility (85%) and hearing (12%), as shown in Figure

7. “Other” disabilities included hemiplegics and allergies. Forty-seven percent of visitors with disabilities/impairments encountered access problems during their park visit (see Figure 8). The problems included steep staircases with many steps, lack of path for wheelchair access to beach, lack of handicapped ramp, rocky trail, and pesticide chemicals used in the park.

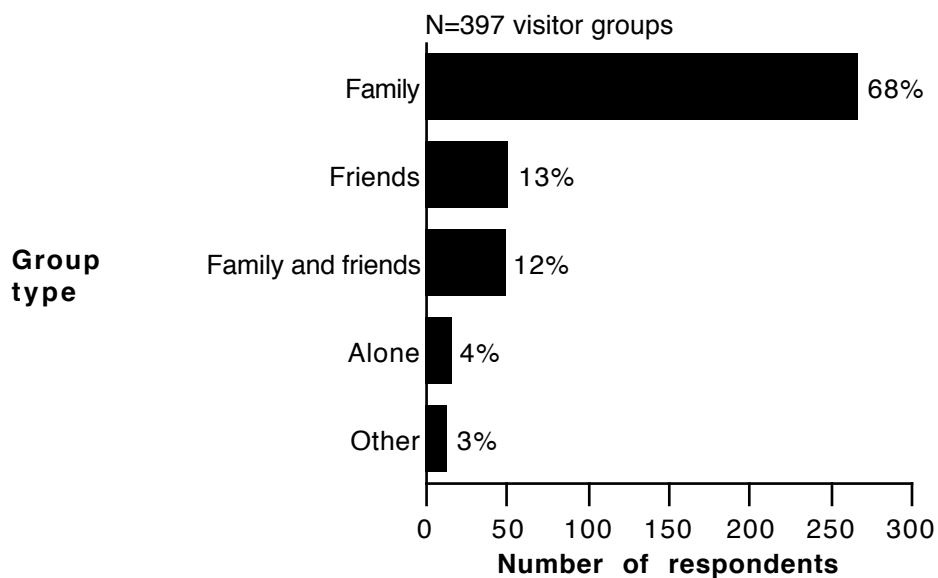
**Number of times visited:** Fifty-five percent of visitors were visiting Keweenaw NHP for the first time in their lifetimes and 27% had visited the park between two and five times, as shown in Figure 9.

**International visitors:** One percent of visitor groups were international (see Table 3). There were not enough international visitors to provide reliable data.

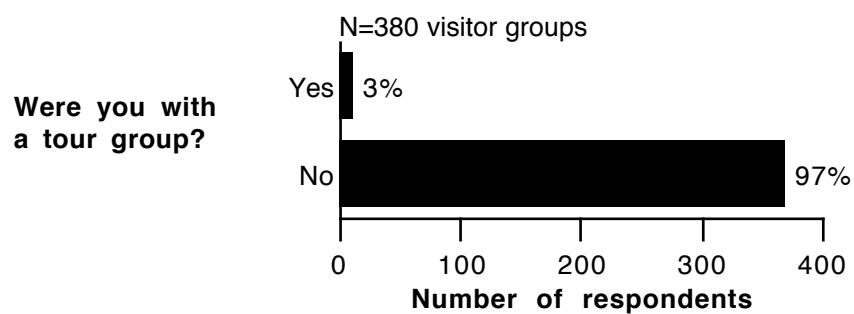
**U.S. visitors:** The largest proportions of United States visitors were from Michigan (55%) and Wisconsin (16%), as shown in Map 1 and Table 4. Smaller proportions of U.S. visitors came from 29 other states and Washington, D.C.



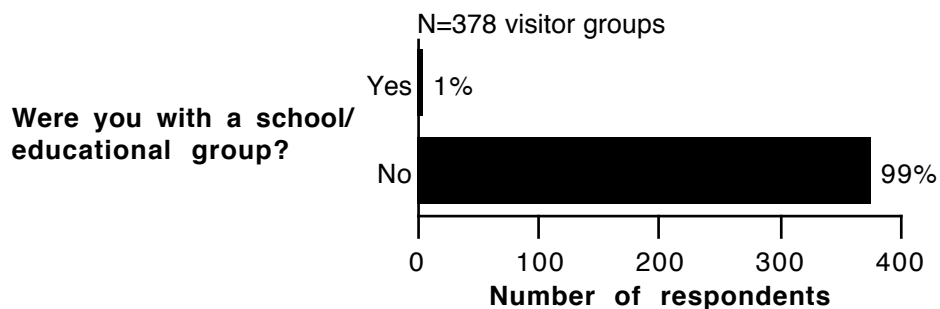
**Figure 1: Visitor group size**



**Figure 2: Visitor group type**

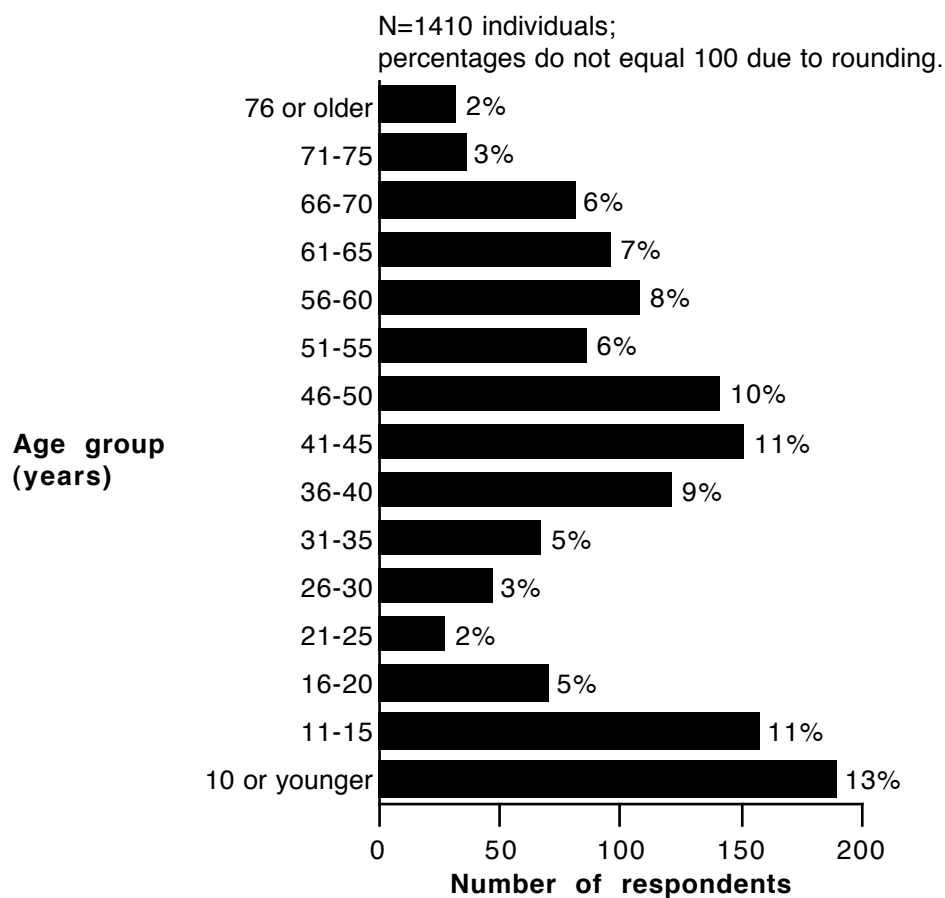


**Figure 3: Visitors traveling with a tour group**

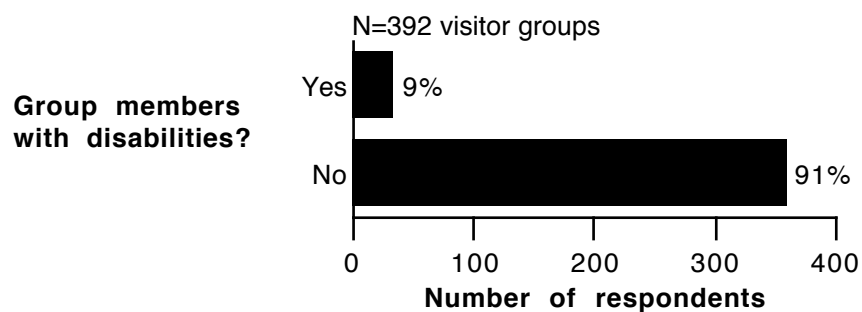


**Figure 4: Visitors traveling with a school/educational group**

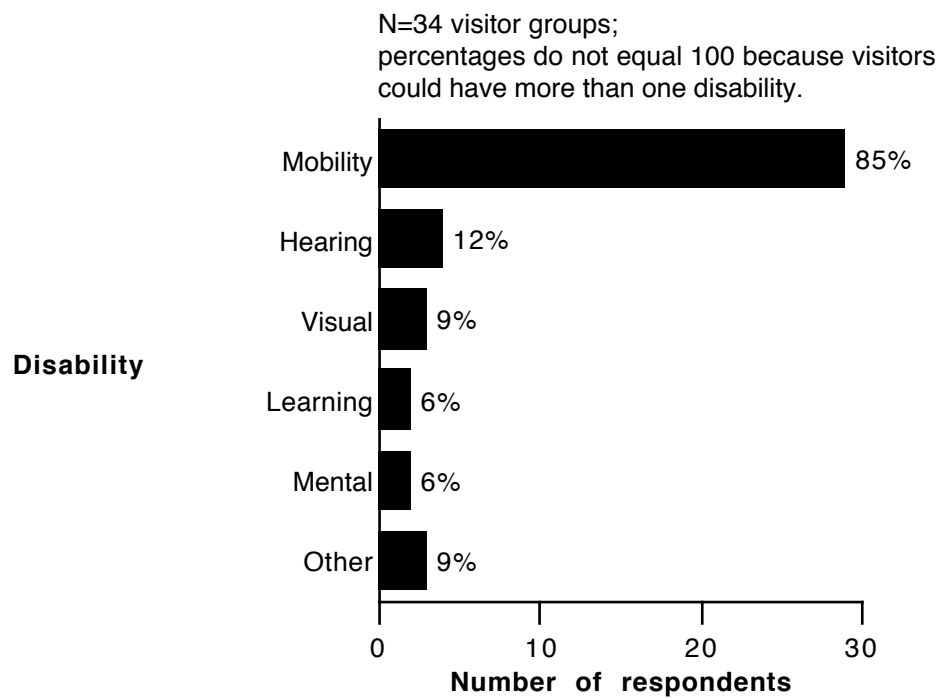




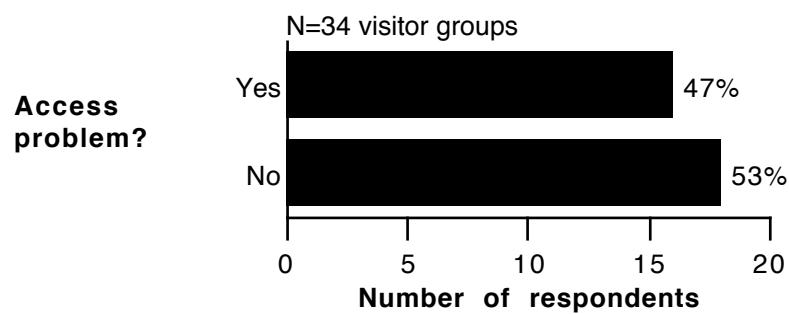
**Figure 5: Visitor ages**



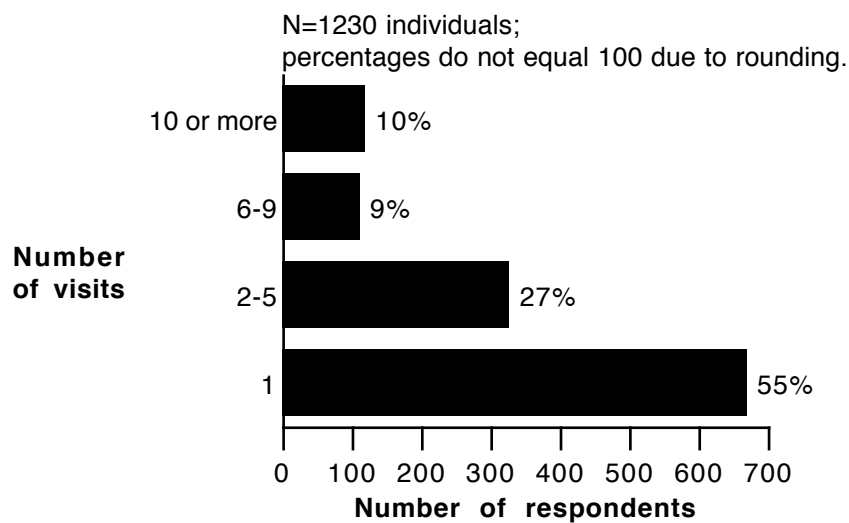
**Figure 6: Visitor groups with disabilities/impairments that limited ability to visit Keweenaw NHP**



**Figure 7: Types of visitor disabilities/impairments**



**Figure 8: Encounter disability access problems at park?**



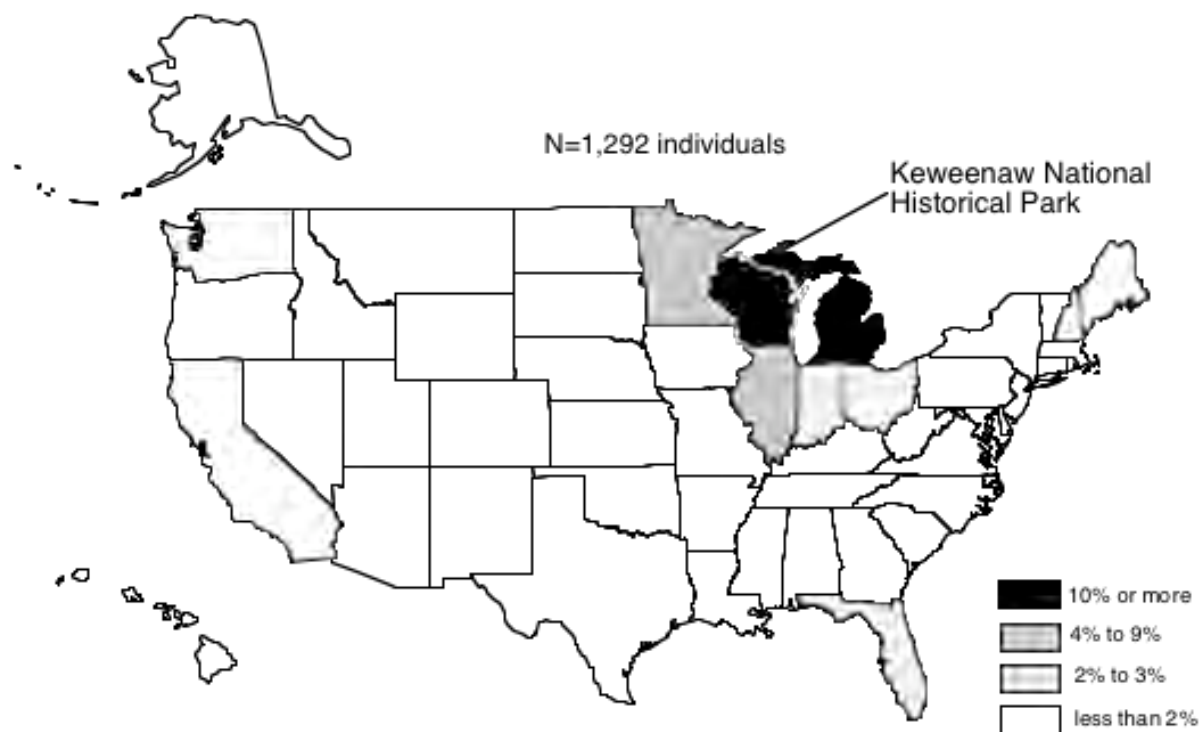
**Figure 9: Number of visits to Keweenaw NHP during lifetime  
(including this visit)**

**Table 3: International visitors by country of residence**

percentages may not equal 100 due to rounding.

**CAUTION!**

Country	Number of individuals	Percent of international visitors N=10 individuals	Percent of total visitors N=1,302 individuals
Canada	9	90	1
France	1	10	<1



**Map 1: Proportion of United States visitors by state of residence**

**Table 4: United States visitors by state of residence**

percentages may not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=1,292 individuals	Percent of total visitors N=1,302 individuals
Michigan	706	55	54
Wisconsin	203	16	16
Illinois	99	8	8
Minnesota	72	6	6
Indiana	30	2	2
Ohio	21	2	2
Florida	20	2	2
California	17	1	1
Colorado	15	1	1
Iowa	13	1	1
Texas	11	1	1
Maryland	8	1	1
Oklahoma	8	1	1
18 other states and Washington, D.C.	69	5	5

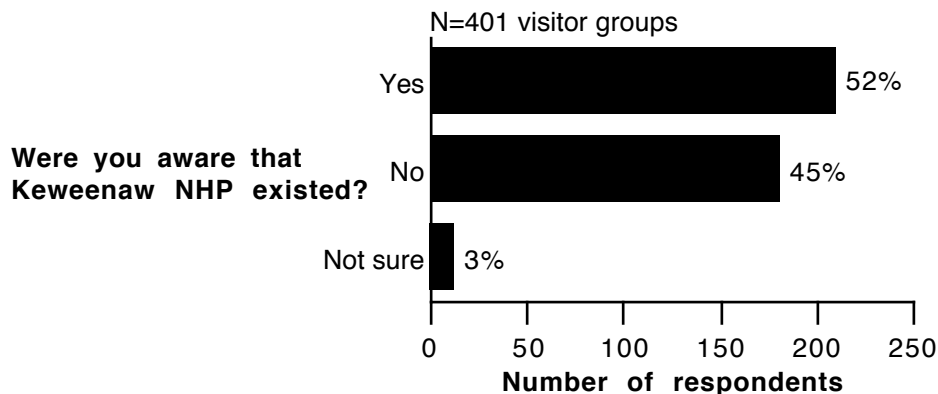
**Visitor awareness about Keweenaw NHP**

Visitor groups were asked a series of questions regarding their awareness about different aspects of Keweenaw NHP. First, visitor groups were asked, “Prior to your visit, were you and your group aware that Keweenaw NHP existed?” As shown in Figure 10, more than one-half of visitor groups (52%) were aware of the existence of Keweenaw NHP. However, 45% were not aware and 3% were “not sure.”

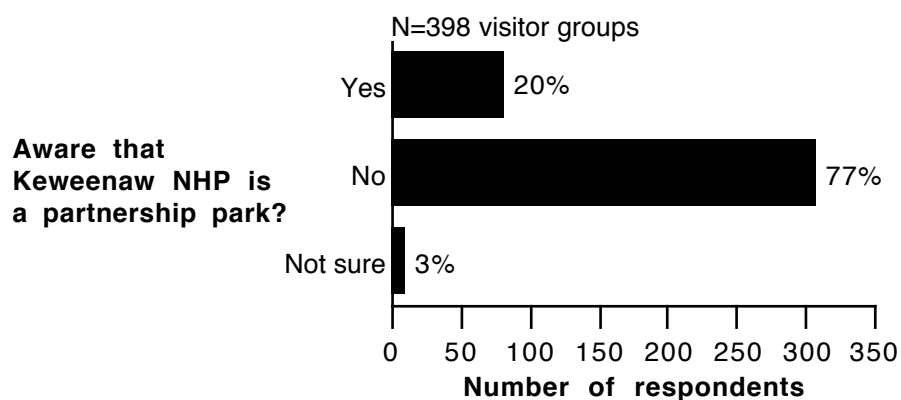
Keweenaw NHP is a partnership park of federally-owned land and 17 Cooperating Sites that work together to preserve and tell the history of the copper mining industry. As shown in Figure 11, most visitor groups (77%) were not aware, while 20% were aware and 3% were “not sure” that Keweenaw NHP is a partnership park.

Prior to this visit, most visitor groups (71%) did not understand what a National Park Service Cooperating Site is, while 20% understood, and 9% were “not sure,” as shown in Figure 12. Forty-six percent of visitor groups reported that park boundary signs would help them better understand this partnership park (see Figure 13). However, 33% were “not sure” and 20% reported park boundary signs would not have helped improve their understanding of Keweenaw NHP.

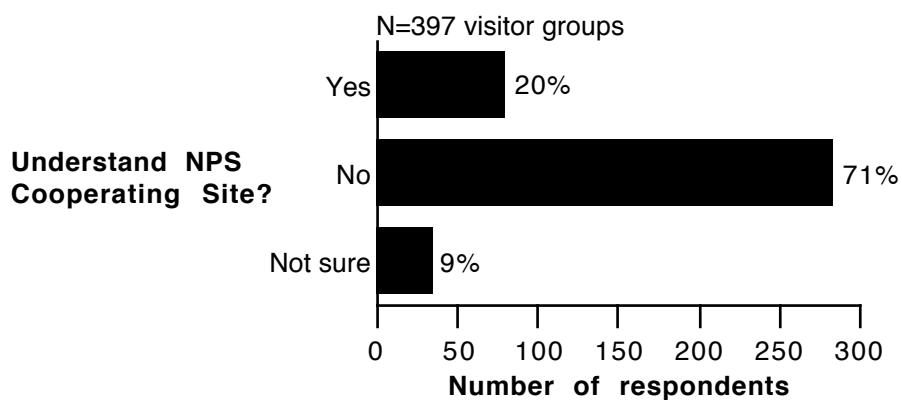
Finally, visitor groups were asked to provide their opinion about visiting a partnership park such as Keweenaw NHP. Visitor comments are listed in Table 5.



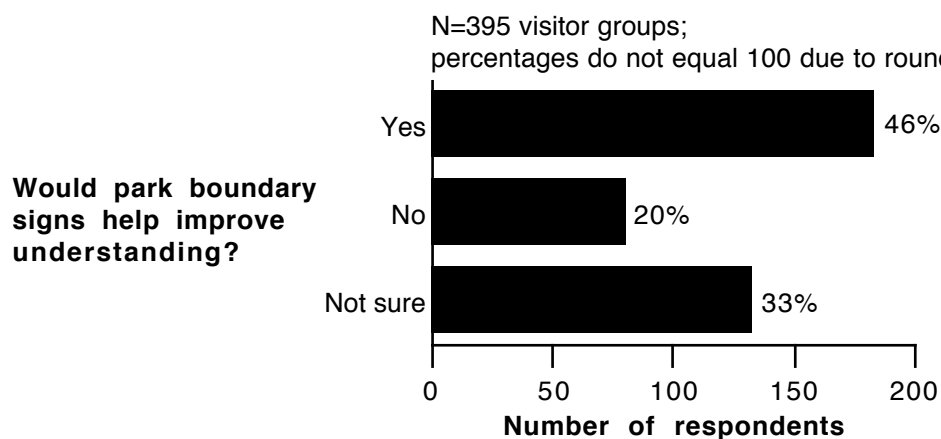
**Figure 10: Visitor awareness of the existence of Keweenaw NHP**



**Figure 11: Visitor awareness that Keweenaw NHP is a partnership park**



**Figure 12: Visitor understanding of the concept of NPS Cooperating Site**



**Figure 13: Would park boundary signs help improve understanding of partnership park?**

**Table 5: Visitor opinions about visiting a partnership park**

N=221 comments;  
some visitor groups made more than one comment.

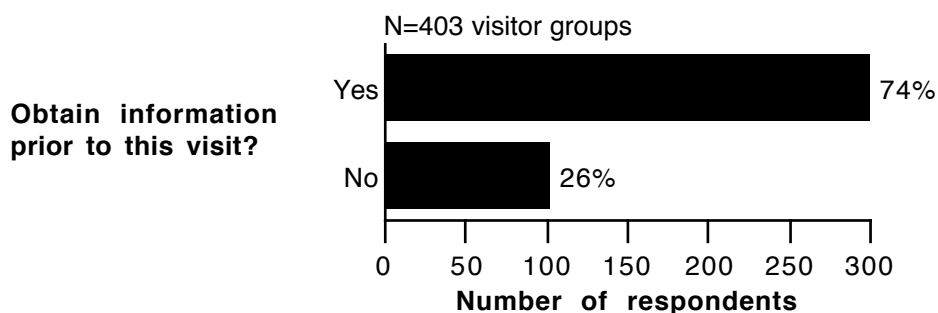
Comment	Number of times mentioned
Good/great experience	57
Good idea of pooling resources to preserve our historical heritage	49
Need to explain more about the concept of a partnership park	16
Interesting	15
Enjoyable	12
Nice area	12
No preference	11
Informative park	9
Like it very much	8
Educational visit	8
Valuable historical and cultural resources	4
Worthwhile visit	4
Very well maintained	4
Beautiful	3
Other comments	9

### Sources of information

Most visitor groups (74%) obtained information about Keweenaw NHP prior to their visit to the park, while 26% did not receive any information (see Figure 14). The most common sources of information used by visitor groups included previous visits (41%), friends/relatives/word of mouth (36%), and maps/brochures (34%), as shown in Figure 15. "Other" sources of information included a coordinator of elderly community, part of a cruise ship program, American Automobile Association (AAA), living in the area, a store owner in Wisconsin, and working for National Park Service.

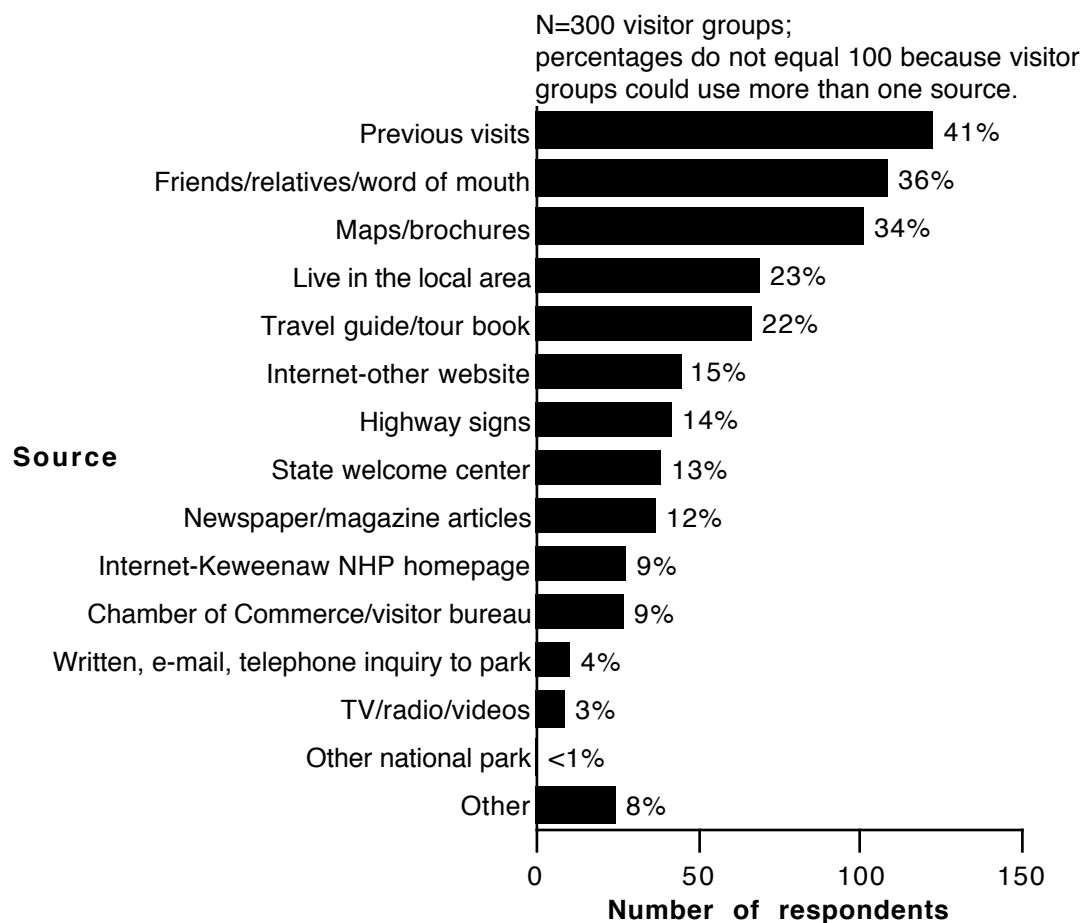
Visitor groups who obtained information about Keweenaw NHP prior to this visit were then asked whether they received the needed information. Most visitor groups (84%) reported that they received information they needed (see Figure 16). However, 7% of visitor groups reported that they did not receive the information they needed and 9% were "not sure."

The information that visitor groups needed but were unable to obtain included entrance fees, hours of operation, maps with more details, sites that are part of the cooperating sites, and road conditions for people with RV's.

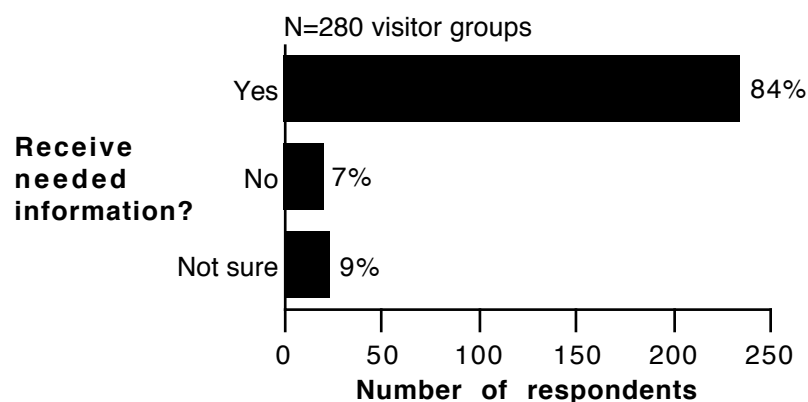


**Figure 14: Visitors who obtained information about Keweenaw NHP prior to this visit**





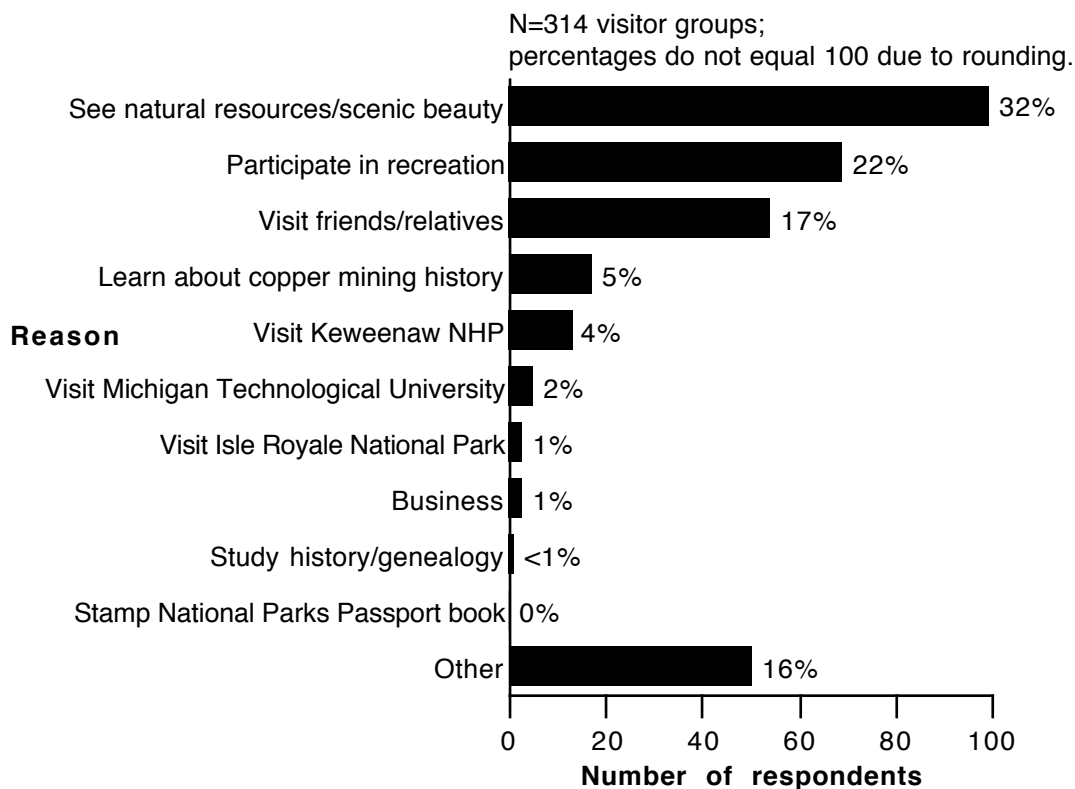
**Figure 15: Sources of information used by visitor groups prior to this visit**



**Figure 16: Visitor groups who received needed information prior to this visit**

### Primary reason for visiting the area

Thirty-two percent of visitor groups reported that seeing natural resources/scenic beauty was their primary reason for visiting the Keweenaw Peninsula (see Figure 17). The Keweenaw Peninsula is at the northwestern end of Michigan's Upper Peninsula surrounded on three sides by Lake Superior. Other primary reasons for visiting included participating in recreation (22%) and visiting friends/relatives (17%). "Other" reasons for visiting the Keweenaw Peninsula included a family gathering, enjoying beach area, walking, relaxing, a trip with grandchildren to historical sites, train ride, attending a concert at Calumet Theatre, staying at second home/cabin, showing friends around the area, and a trip exploring Michigan's parks.

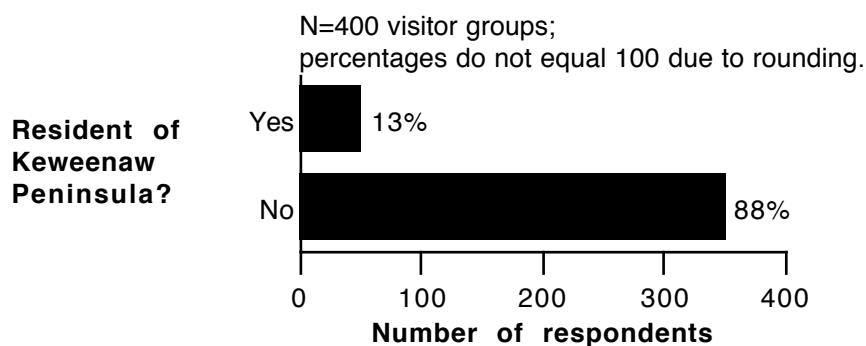


**Figure 17: Primary reason for visiting the Keweenaw Peninsula**

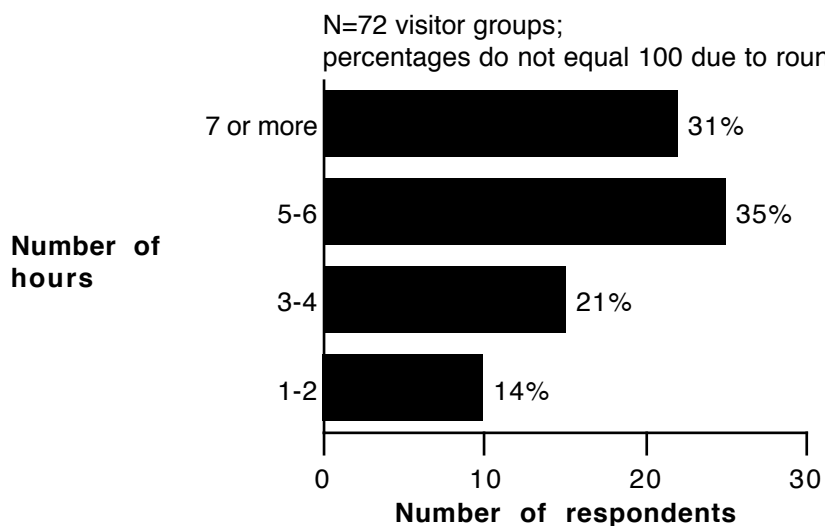
### Length of visit to the Keweenaw Peninsula Number of vehicles

**Length of visit:** Most visitor groups (88%) did not live full-time or part-time on the Keweenaw Peninsula and 13% were residents of the area (see Figure 18). Visitor groups who did not live in the area were then asked to note their length of visit to the Keweenaw Peninsula. On this visit, 35% of visitor groups spent three or four hours visiting the Keweenaw Peninsula and 31% spent seven or more hours, as shown in Figure 19. For visitor groups who spent 24 or more hours visiting the Keweenaw Peninsula, 33% spent up to two days, 24% spent four or five days, and 20% spent three days (see Figure 20).

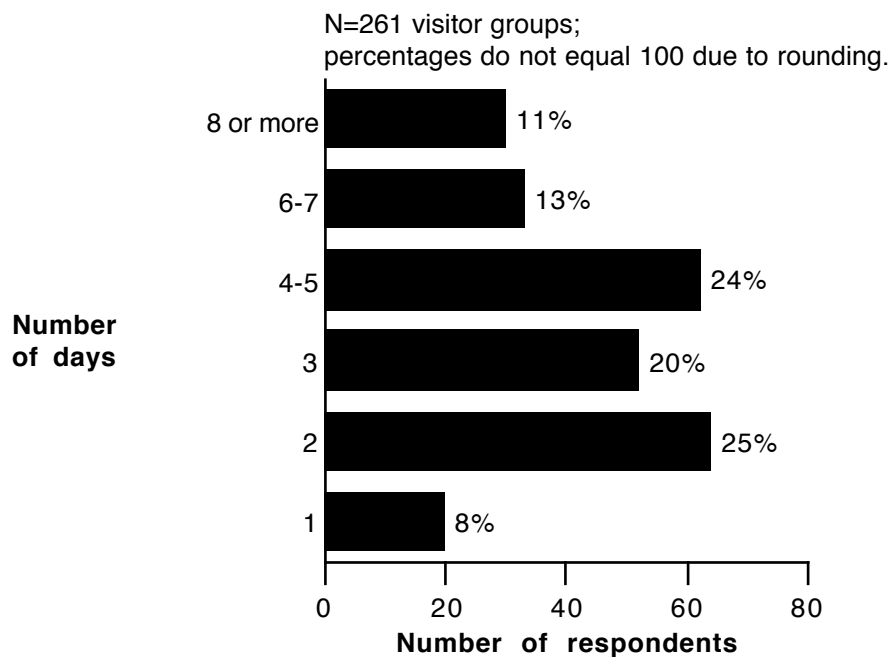
**Number of vehicles:** On this visit, most visitor groups (80%) arrived at the first Cooperating Site that they visited in Keweenaw NHP in one vehicle (see Figure 21). Thirteen percent of visitor groups used two vehicles, 7% used three or more vehicles, and less than 1% of visitor groups arrived at the first site on foot.



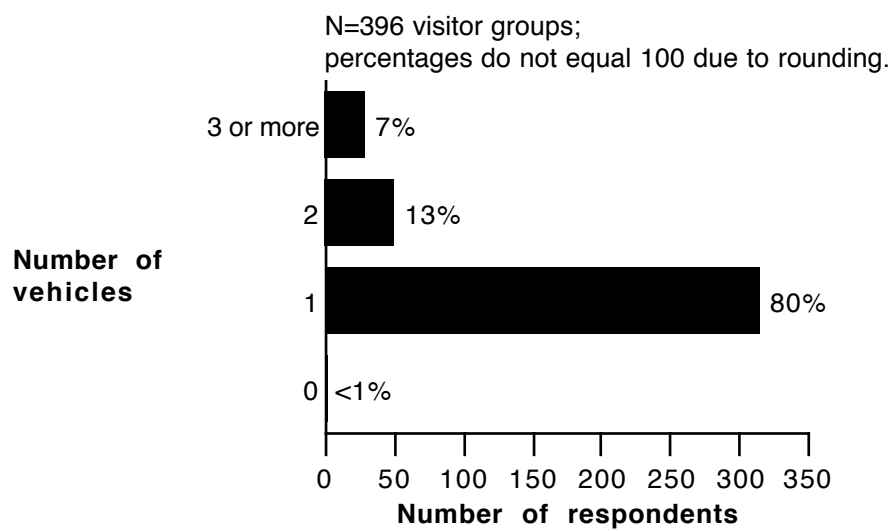
**Figure 18: Visitor groups who live part-time or full-time on Keweenaw Peninsula**



**Figure 19: Number of hours spent visiting Keweenaw Peninsula by visitors who spent less than 24 hours**



**Figure 20: Number of days spent visiting Keweenaw Peninsula by visitors who spent 24 or more hours**



**Figure 21: Number of vehicles per visitor group**

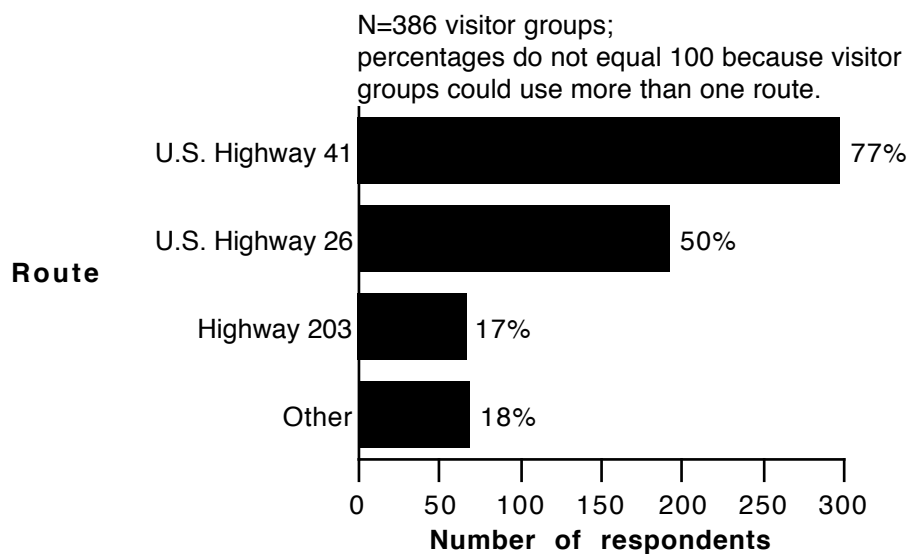
### Highways used to arrive at park Way finding

**Highways used:** On this trip, 77% of visitor groups arrived at Keweenaw NHP from U.S. Highway 41, while 50% used U.S. Highway 26, and 17% used Highway 203, as shown in Map 2 and Figure 22. “Other” highways that visitor groups used to arrive at park included Highway 2, 10, 28, 38, 45, 46, 51, M-64, I-75, 77, M-107, 117, and 131.

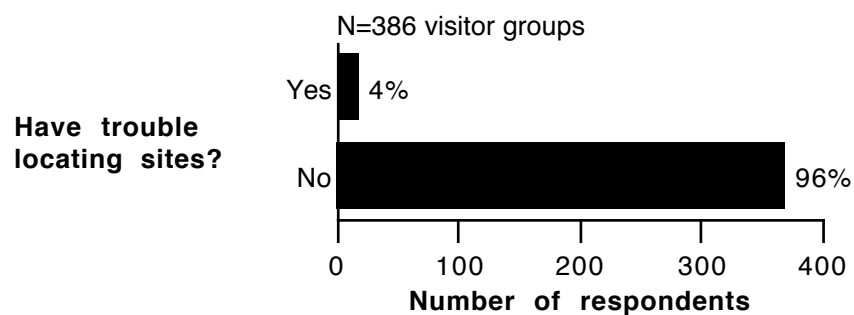
**Way finding:** Most visitor groups (96%) did not have any difficulty finding their way to the sites of Keweenaw NHP on this visit (see Figure 23). Visitor groups who encountered difficulty locating sites in the park (4%) were then asked to provide locations and reasons that they had problems. The locations where visitors had difficulty included Hancock, Montreal Falls, detours at Calumet, lighthouses, Agate beach, no signs on Highways 41 and 26, and not sure where NHP started. The reasons that visitors encountered difficulty in locating park sites included small signage and signs placed at point of interest made it difficult to determine turns, no markers for the lighthouses, road construction, incomprehensible map, no signs for sites on Crit Road, path from Lake Linden to Copper Harbor through Calumet was not well marked, and not clear what area the NHP covers.



**Map 2: Highways to Keweenaw NHP and Cooperating Sites**



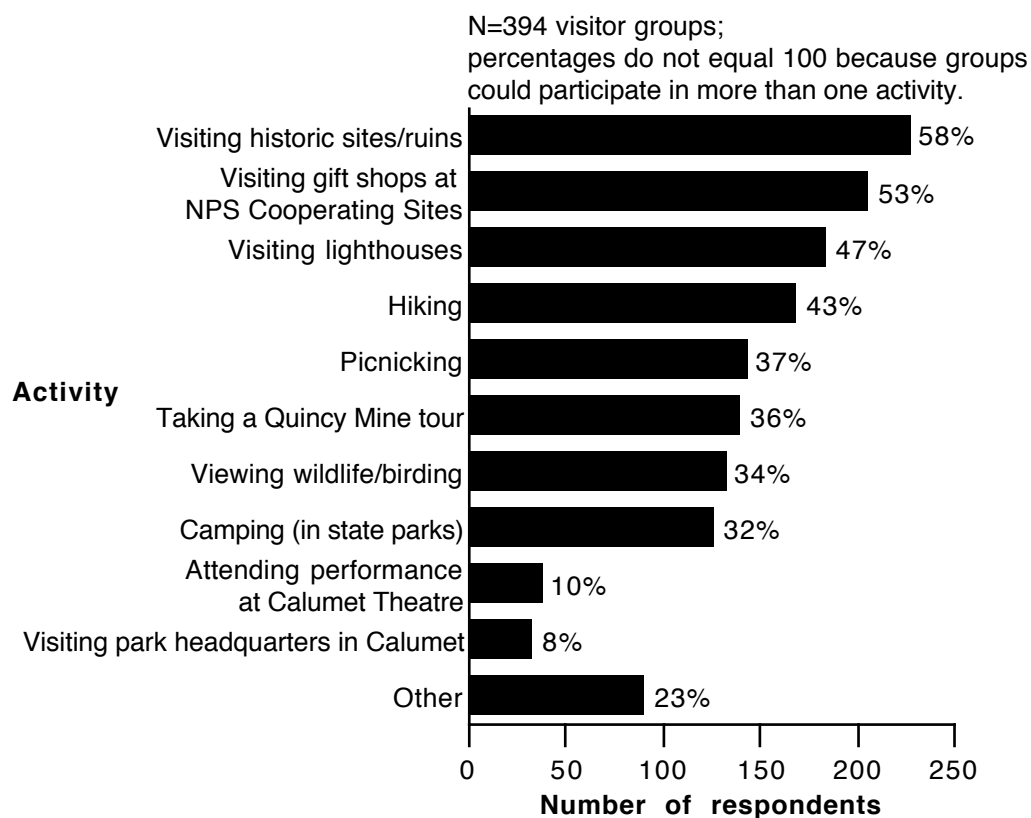
**Figure 22: Highways used to arrive at Keweenaw NHP**



**Figure 23: Visitors who had difficulty finding way to the sites of Keweenaw NHP**

### Activities

On this visit, the most common activities were visiting historic sites/ruins (58%), visiting gift shops at NPS Cooperating Sites (53%), and visiting lighthouses (47%), as shown in Figure 24. The least common activity was visiting park headquarters in Calumet (8%). “Other” activities that visitor groups participated in included bicycling, swimming, fishing, kayaking, rock hunting, berry picking, canoeing, playing golf, scenic driving, dining at various places, visiting friends/relatives, taking waterfall tour, visiting mineral museum, visiting The Jam Pot, visiting Calumet Theatre, and attending local events.



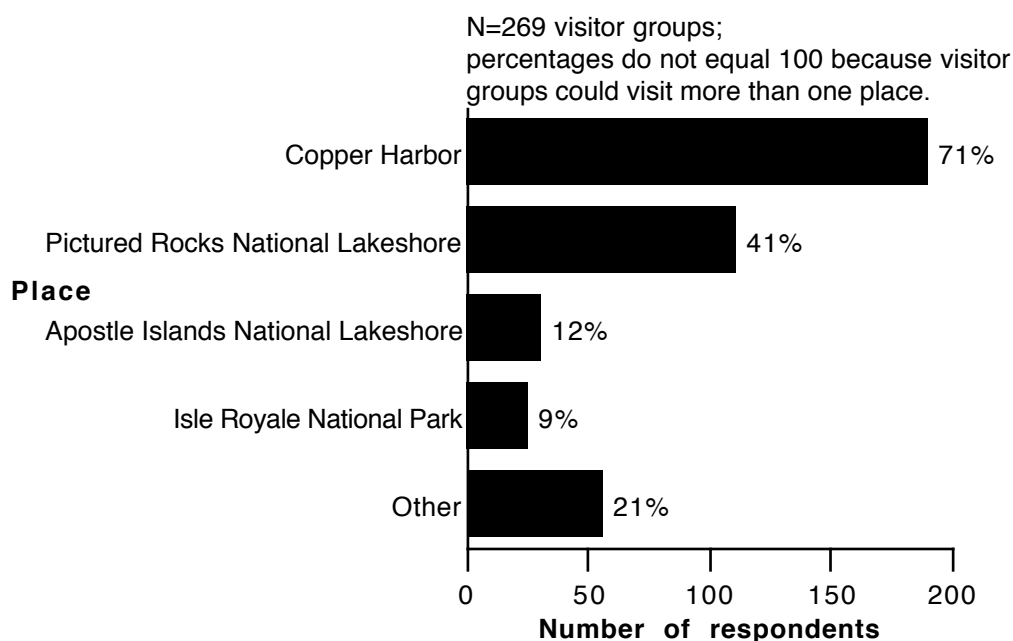
**Figure 24: Visitor activities**



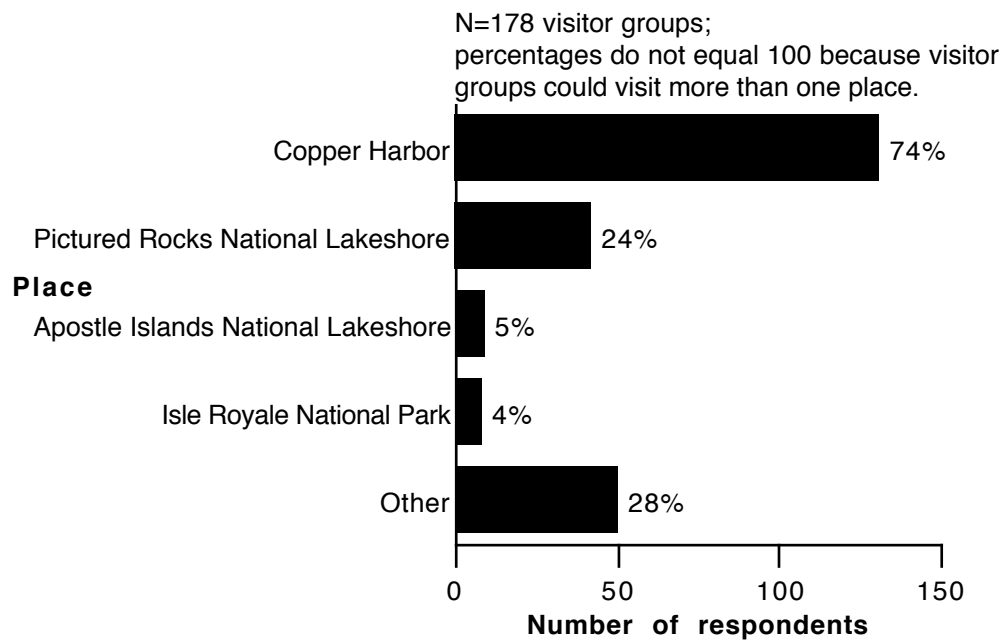
**Places visited before and after park visit**

Before this visit to Keweenaw NHP, most visitor groups (71%) visited Copper Harbor, followed by Pictured Rocks National Lakeshore (41%), as shown in Figure 25. “Other” places that visitors visited before visiting Keweenaw NHP included North Manitou Island, lighthouses in the area, Big Bay, Lake of the Clouds, Marquette, Mackinaw Island, Grand Marais, Whitefish Point, Brockway Mountain, Presque Isle Park, and Munising.

Copper Harbor was the place that most visitor groups (74%) visited after this trip to Keweenaw NHP (see Figure 26). “Other” places that visitor groups visited after visiting Keweenaw NHP included Agate Beach, Misery Bay, Sault St. Marie Locks, White City Beach Lighthouse, Michigan Technological University, Brockway Mountain, Fort Wilkins, Lake Linden, Iron Mountain, lighthouses, and waterfalls in the area.



**Figure 25: Places visited before visiting Keweenaw NHP**



**Figure 26: Places visited after visiting Keweenaw NHP**

### **Overnight accommodations**

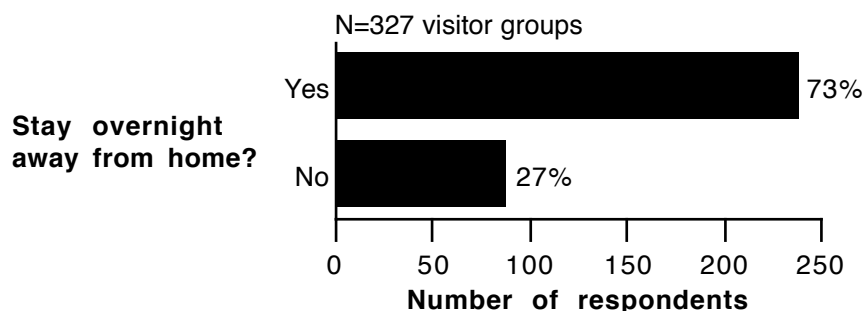
#### **Location stayed on the night before and after visiting the park**

Visitor groups were asked a series of questions concerning their overnight accommodations in the Keweenaw Peninsula area (within a 1-hour drive of the park). First, visitor groups were asked if they stayed overnight away from home in the area. Most visitor groups (73%) stayed overnight away from home in the Keweenaw Peninsula area, while 27% did not stay overnight (see Figure 27).

Visitor groups who stayed overnight away from home were then asked to report the place they stayed on the night before arriving at the Keweenaw Peninsula area. These places are listed in Table 6.

Table 7 shows the number of nights that visitor groups stayed away from home at each location within the Keweenaw Peninsula (Keweenaw NHP boundaries, a Cooperating Site location, and within a 1-hour drive of the park). No respondents stayed at Oak Street Inn on this visit.

The most common type of lodging that visitor groups used was a lodge, hotel, motel, cabin, rented condo, or Bed and Breakfast (52%), followed by a campground (40%), as shown in Figure 28. "Other" types of lodging included an apartment at Michigan Technology University, cruise ship, and motor vessel.



**Figure 27: Visitor groups who stayed overnight away from home in the Keweenaw Peninsula area (within a 1-hour drive of the park)**

**Table 6: Place visitors stayed on the night before  
arriving at Keweenaw NHP**

N=244 places

Town/city and state	Number of times mentioned
Houghton, MI	36
Copper Harbor, MI	21
Baraga, MI	14
Ontonagon, MI	12
Hancock, MI	11
Munising, MI	10
Marquette, MI	9
Laurium, MI	5
Porcupine Mountains, MI	5
Ishpeming, MI	4
Lake Gogebic, MI	4
Mackinaw, MI	4
Sault St. Marie, MI	4
Silver City, MI	4
St. Ignace, MI	4
L'Anse, MI	4
Iron Mountain, MI	3
McLain State Park, MI	3
Wausau, WI	3
Ahmeek, MI	2
Ashland, WI	2
Bergland, MI	2
Calumet, MI	2
Cruise boat on Lake Superior	2
Crystal Falls, MI	2
Dollar Bay, MI	2
Eagle River, MI	2
Gogebic, MI	2
Green Bay, WI	2
Merill, WI	2
Paradise, MI	2
Twin Lakes, MI	2
Watersmeet, WI	2

**Table 6: Places visitors stayed on the night before  
arriving at Keweenaw NHP  
(continued)**

Town/city and state	Number of times mentioned
Amasa, MI	1
Ames, IA	1
Ann Arbor, MI	1
Auburn, MI	1
Big Bay, MI	1
Brimley, MI	1
Brookfield, IL	1
Cedarville, MI	1
Chassel, MI	1
Chicago, IL	1
Crivitz, WI	1
Deerfield, MI	1
Delton, MI	1
Doken, MI	1
Emily Lake Campground, MI	1
Ewen, MI	1
Fraser, MI	1
Gaylord, MI	1
Genoa, IL	1
Greenland, MI	1
Griffith, IN	1
Gwinn, MI	1
Hurley, WI	1
Ironwood, MI	1
Ladysmith, WI	1
Lake Bob Campground, Ottawa, Canada	1
Lake Linden, MI	1
Lakewood, WI	1
Lansing, MI	1
Luin Lake, MI	1
Madison, WI	1
Manistique, MI	1
Midland, MI	1
Milwaukee, WI	1
Minocqua, WI	1
Napa, CA	1

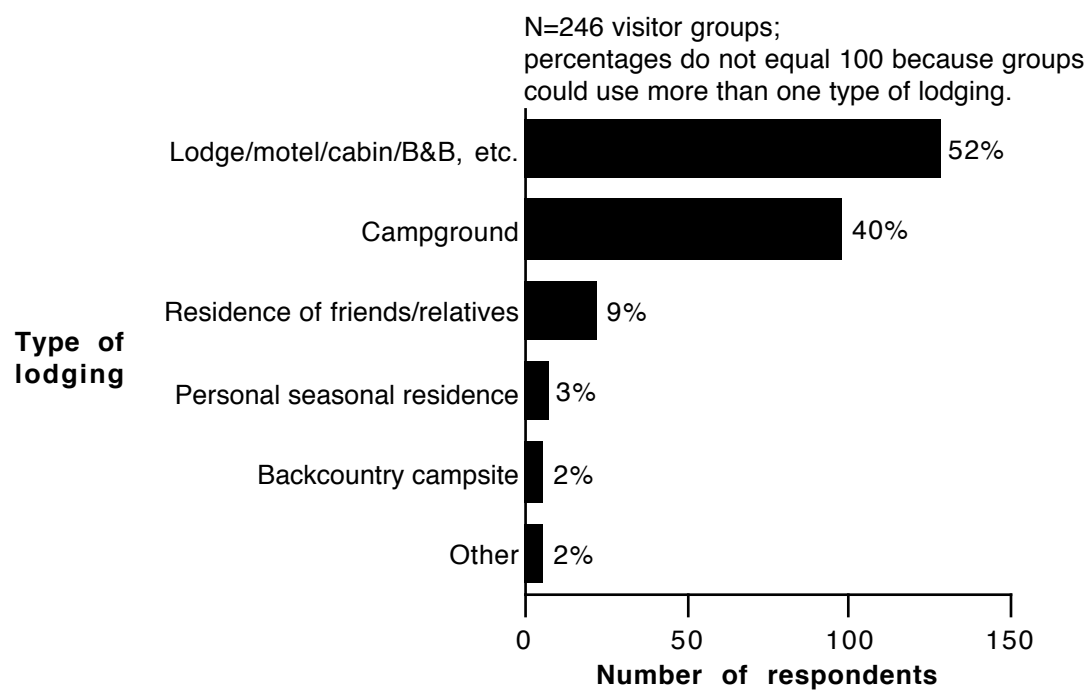
**Table 6: Places visitors stayed on the night before arriving at Keweenaw NHP (continued)**

Town/city and state	Number of times mentioned
Naubinway, MI	1
Neenah, WI	1
Nisula, MI	1
Oshkosh, WI	1
Perrysburg, OH	1
Pictured Rocks, MI	1
Rapid River, MI	1
Rockford, MI	1
Schaumburg, IL	1
Sheboygan, WI	1
Shingleton, MI	1
South Range, MI	1
Springfield, IL	1
Stevens Point, WI	1
Tamarack, MI	1
Traverse City, MI	1
Trout Creek, MI	1
Two Harbors, MN	1
Van Riper State Park, MI	1
White Silver, WI	1

**Table 7: Number of nights stayed in Keweenaw Peninsula area**

N=number of visitor groups who stayed overnight at each site;  
percentages may not equal 100 due to rounding.

Site	N	Number of nights (%)		
		1 night	2 nights	3 or more nights
Elms Motel <b>CAUTION!</b>	2	50	0	50
Oak Street Inn	0	0	0	0
Americinn <b>CAUTION!</b>	10	60	30	10
Laurium Manor Inn <b>CAUTION!</b>	10	30	40	30
Fort Wilkins State Park	36	17	31	53
McLain State Park <b>CAUTION!</b>	24	21	13	67
Porcupine Mountains Wilderness State Park	32	31	17	53
Houghton area	71	28	27	45
Lake Linden area <b>CAUTION!</b>	9	0	11	89
Hancock area <b>CAUTION!</b>	14	21	29	50
Copper Harbor area	44	41	27	32



**Figure 28: Type of lodging visitor groups used in the area  
(within a 1-hour drive of the park)**

### Park sites: visited, length of visit, importance, and quality

As a partnership park, Keweenaw NHP works with 17 Cooperating Sites that are scattered across 100 miles of the Keweenaw Peninsula. Visitor groups were asked first to note the sites that they visited on this trip to the Keweenaw Peninsula. Map 2 was provided to help visitors locate the sites. Visitor groups were then asked their length of visit at each site. Finally, visitor groups were asked to rate the importance and quality of the sites that they visited on a scale from 1 to 5.

IMPORTANCE	QUALITY
5=Extremely important	5=Very good
4=Very important	4=Good
3=Moderately important	3=Average
2=Somewhat important	2=Poor
1=Not important	1=Very poor

**Sites visited:** On this visit, the most visited sites were Fort Wilkins State Park (52%), Porcupine Mountains Wilderness State Park (38%), and Quincy Mine Hoist and Underground Tours (35%), as shown in Figure 29. The least visited site was Hanka Homestead (2%).

**Length of visit:** Table 8 shows the number of hours visitor groups visited each site. On average, Porcupine Mountains Wilderness State Park (3.9 hours), McLain State Park (3.5 hours), and Quincy Mine Hoist and Underground Tours (2.9 hours) were the sites where visitor groups spent the longest amount of time.

Table 9 shows proportions of visitor groups who stayed overnight at selected sites and the number of days they spent there. There were not enough visitor groups visiting Laurium Manor Inn to provide reliable data. Of 111 visitor groups who visited McLain State Park, 26% stayed overnight. For those who stayed overnight, most visitor groups (88%) spent three or more days at the site.

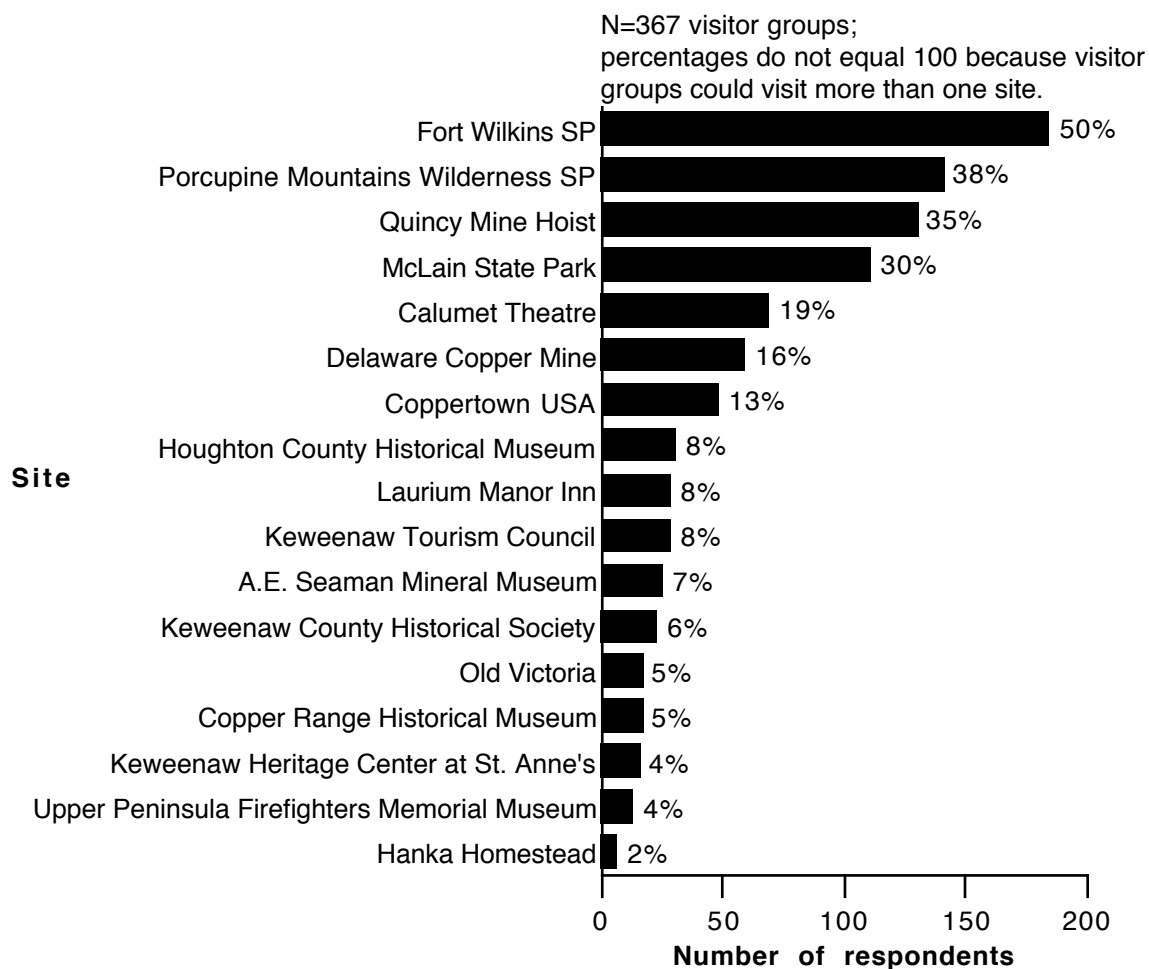
**Importance of sites:** Table 10 shows importance ratings for each site. Figure 30 shows the combined proportions of “extremely important” and “very important” ratings for sites that were visited by enough visitor groups (30 or more) to provide reliable data. Sites receiving the highest “extremely important” and “very important” ratings included Delaware Copper Mine (82%), Porcupine Mountains Wilderness State Park (81%), and Quincy Mine Hoist and Underground Tours (80%).



**Quality of sites:** Figure 31 shows the combined proportions of “very good” and “good” ratings for sites that were visited by enough visitor groups (30 or more) to provide reliable data. Table 11 shows the detailed quality ratings for each site. Sites receiving the highest “very good” and “good” ratings included Calumet Theatre (90%), Fort Wilkins State Park (86%), and Porcupine Mountains Wilderness State Park (86%). Coppertown USA was the site that received the highest “very poor” rating (3%).



**Map 3: Keweenaw NHP and Cooperating Sites**

**Figure 29: Site visited**

**Table 8: Number of hours visitor groups spent at each site**

N=number of respondents;  
percentages may not equal 100 due to rounding.

Site	N	Average (hours)	Number of hours (%)		
			Up to 1 hour	2 hours	3 or more hours
Calumet Theatre	52	1.8	37	38	25
Coppertown USA	38	2.0	47	32	21
Keweenaw Heritage Center at St. Anne's <b>CAUTION!</b>	15	0.9	87	13	0
Upper Peninsula Firefighters Memorial Museum <b>CAUTION!</b>	10	1.1	60	40	0
Keweenaw Tourism Council <b>CAUTION!</b>	24	0.7	92	8	0
Quincy Mine Hoist and underground mine	114	2.9	3	34	63
A. E. Seaman Mineral Museum <b>CAUTION!</b>	20	2.4	25	40	35
Copper Range Historical Museum <b>CAUTION!</b>	13	1.7	31	62	8
Delaware Copper Mine	52	2.0	17	58	25
Fort Wilkins State Park	133	2.4	18	44	38
Hanka Homestead <b>CAUTION!</b>	4	1.4	50	50	0
Houghton County Historical Museum <b>CAUTION!</b>	25	2.1	24	14	32
Keweenaw County Historical Society <b>CAUTION!</b>	21	1.3	62	33	5
Laurium Manor Inn <b>CAUTION!</b>	14	1.2	64	36	0
McLain State Park	60	3.5	22	28	50
Old Victoria <b>CAUTION!</b>	13	2.0	77	15	8
Porcupine Mountains Wilderness State Park	67	3.9	16	16	67

**Table 9: Visitor groups who stayed overnight at selected sites and number of days stayed**

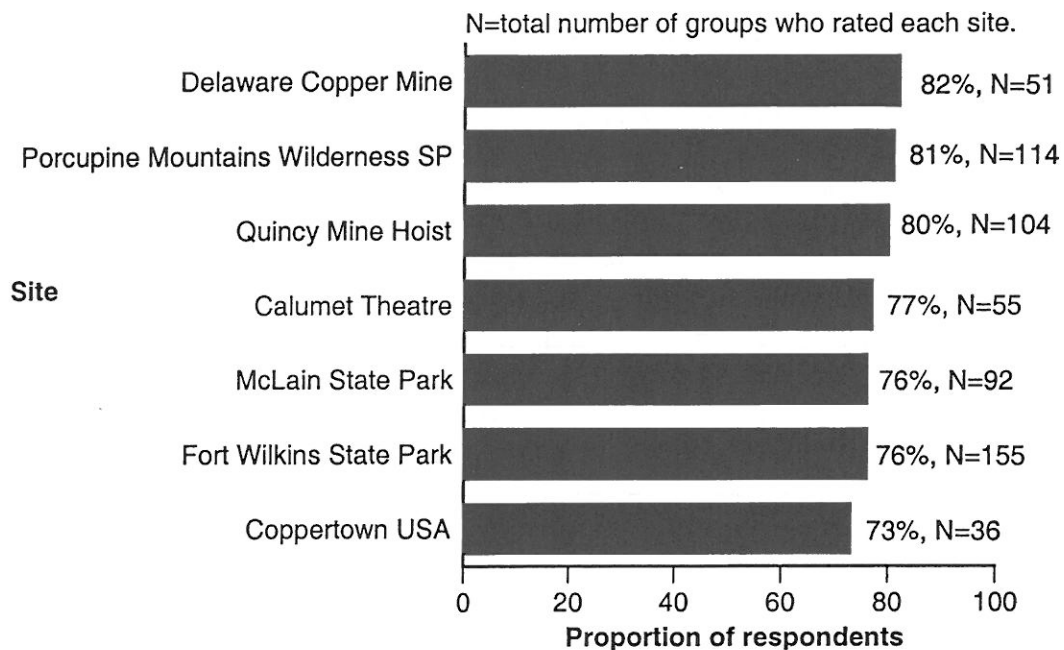
N=number of respondents;  
percentages may not equal 100 due to rounding

Site	Stay overnight?		Number of days			
	Number of groups visited	% stayed overnight	N	1 day (%)	2 days (%)	3 or more days (%)
Fort Wilkins State Park	184	14	32	19	28	53
Laurium Manor Inn <b>CAUTION!</b>	29	28	7	43	29	29
McLain State Park	111	26	33	12	0	88
Porcupine Mountain Wilderness State Park	141	24	51	24	27	49

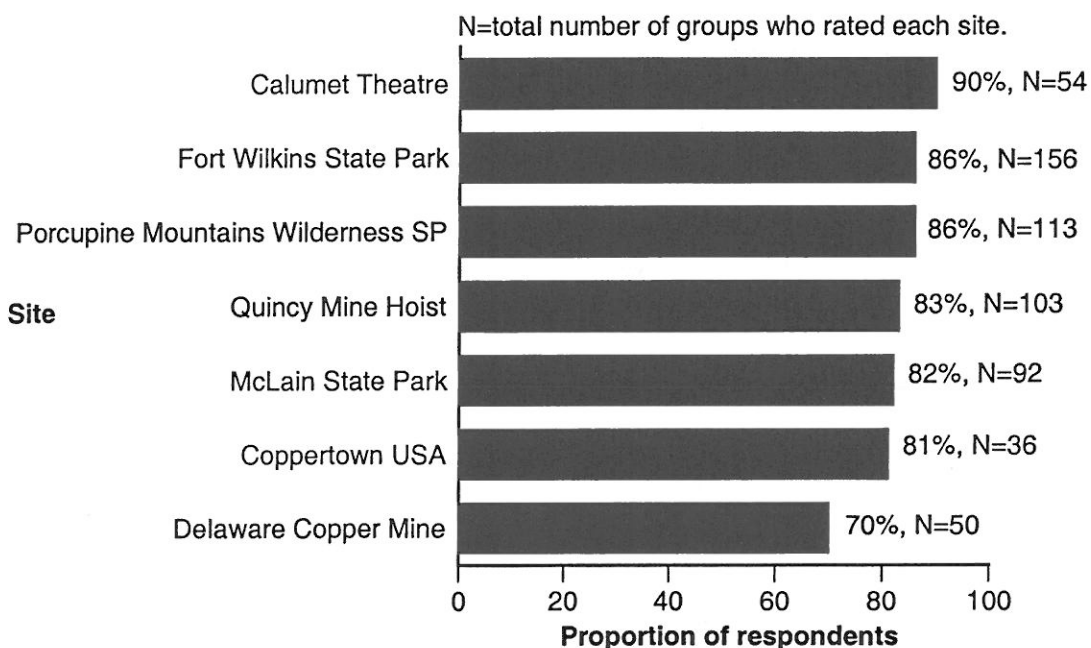
**Table 10: Importance ratings for Keweenaw NHP  
including 17 Cooperating Sites**

N=number of visitor groups who rated each site  
percentages may not equal 100 due to rounding.

Site	N	Rating (%)				
		Extremely important	Very important	Moderately important	Somewhat important	Not important
Calumet Theatre	55	55	22	20	2	2
Coppertown USA	36	31	42	25	3	0
Keweenaw Heritage Center at St. Anne's <b>CAUTION!</b>	15	33	33	13	7	13
Upper Peninsula Firefighters Memorial Museum <b>CAUTION!</b>	4	50	25	0	0	25
Keweenaw Tourism Council <b>CAUTION!</b>	21	43	29	19	5	5
Quincy Mine Hoist and underground mine	104	52	28	17	3	0
A. E. Seaman Mineral Museum <b>CAUTION!</b>	22	55	32	9	5	0
Copper Range Historical Museum <b>CAUTION!</b>	15	40	27	33	0	0
Delaware Copper Mine	51	43	39	16	2	0
Fort Wilkins State Park	155	42	34	19	5	1
Hanka Homestead <b>CAUTION!</b>	4	50	25	25	0	0
Houghton County Historical Museum <b>CAUTION!</b>	23	35	30	30	4	0
Keweenaw County Historical Society <b>CAUTION!</b>	20	40	35	25	0	0
Laurium Manor Inn <b>CAUTION!</b>	24	38	21	29	8	4
McLain State Park	92	46	30	16	8	0
Old Victoria <b>CAUTION!</b>	12	17	25	50	8	0
Porcupine Mountains Wilderness State Park	114	54	27	16	2	2



**Figure 30: Combined proportions of “extremely important” and “very important” ratings for sites visited**

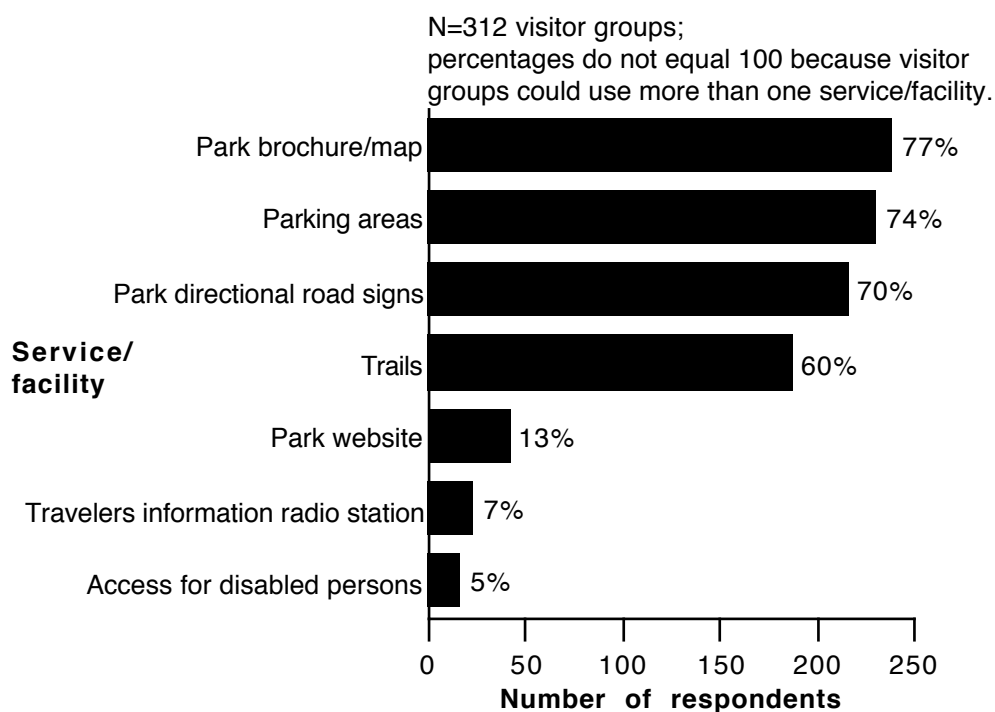


**Figure 31: Combined proportions of “very good” and “good” ratings for sites visited**

<b>Table 11: Quality ratings for Keweenaw NHP including 17 Cooperating Sites</b> N=number of visitor groups who rated each site percentages may not equal 100 due to rounding.						
Site	N	Rating (%)				
		Very good	Good	Average	Poor	Very poor
Calumet Theatre	54	59	31	7	2	0
Coppertown USA	36	39	42	14	3	3
Keweenaw Heritage Center at St. Anne's <b>CAUTION!</b>	15	27	33	20	13	7
Upper Peninsula Firefighters Memorial Museum <b>CAUTION!</b>	4	50	25	0	25	0
Keweenaw Tourism Council <b>CAUTION!</b>	21	48	29	19	5	0
Quincy Mine Hoist and underground mine	103	59	24	15	2	0
A.E.Seaman Mineral Museum <b>CAUTION!</b>	22	64	32	5	0	0
Copper Range Historical Museum <b>CAUTION!</b>	15	33	40	27	0	0
Delaware Copper Mine	50	30	40	22	6	2
Fort Wilkins State Park	156	51	35	10	3	1
Hanka Homestead <b>CAUTION!</b>	5	40	40	20	0	0
Houghton County Historical Museum <b>CAUTION!</b>	24	42	46	13	0	0
Keweenaw County Historical Society <b>CAUTION!</b>	20	35	35	30	0	0
Laurium Manor Inn <b>CAUTION!</b>	23	52	39	9	0	0
McLain State Park	92	47	35	13	5	0
Old Victoria <b>CAUTION!</b>	12	8	67	17	8	0
Porcupine Mountains Wilderness State Park	113	57	29	13	1	0

**Visitor services and facilities: use**

Visitors were asked to note the visitor services and facilities they used during this visit to Keweenaw NHP including the 17 Cooperating Sites. The most used services and facilities included the park brochure/map (77%), parking areas (74%), and park directional road signs (70%), as shown in Figure 32. The least used service was access for disabled persons (5%).



**Figure 32: Visitor services and facilities used**

**Visitor services and facilities: importance and quality**

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five-point scales were used in the questionnaire.

**IMPORTANCE**

5=Extremely important  
4=Very important  
3=Moderately important  
2=Somewhat important  
1=Not important

**QUALITY**

5=Very good  
4=Good  
3=Average  
2=Poor  
1=Very poor

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 33 and 34 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: Access for disabled persons and travelers information radio station were not rated by enough visitors to provide reliable data.

Figures 35-41 show the importance ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest proportion of “extremely important” and “very important” ratings included trails (95%, N=175), park directional road signs (92%, N=206), and parking areas (90%, N=217), as shown in Figure 42. The highest proportion of “not important” ratings were for park directional road signs (1%) and parking areas (1%).

Figures 43-49 show the quality ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest proportion of “very good” and “good” ratings included park brochure/map (87%, N=219) parking areas (87%, N=215), and trails (86%, N=174), as shown in Figure 50. The services/facilities receiving the highest “very poor” rating by visitor groups were park directional road signs (2%), and park brochure/map (1%).



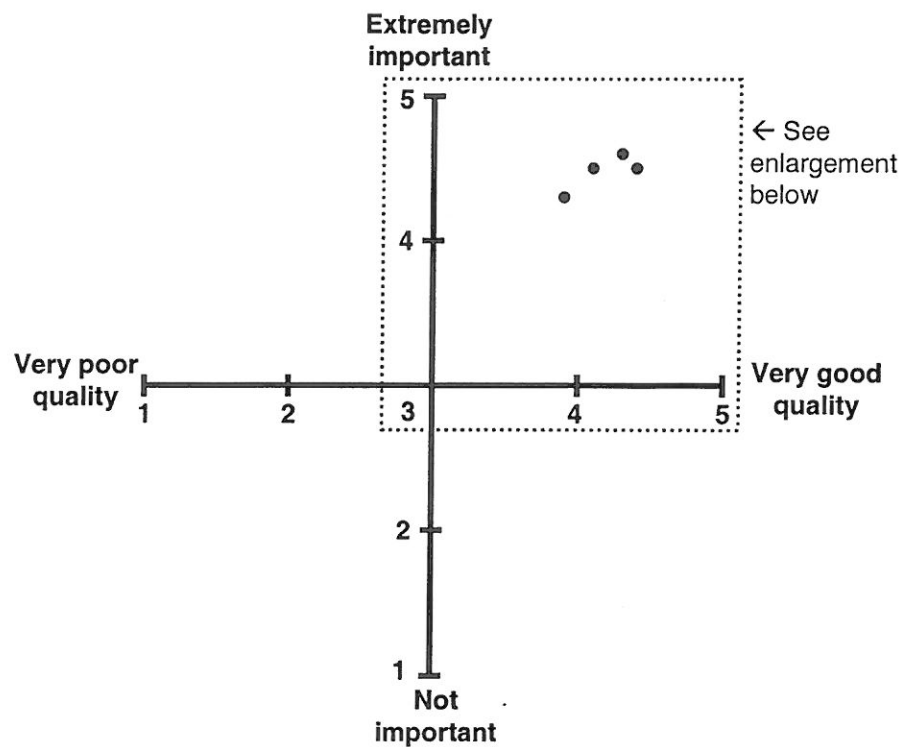


Figure 33: Average importance and quality ratings for visitor services and facilities

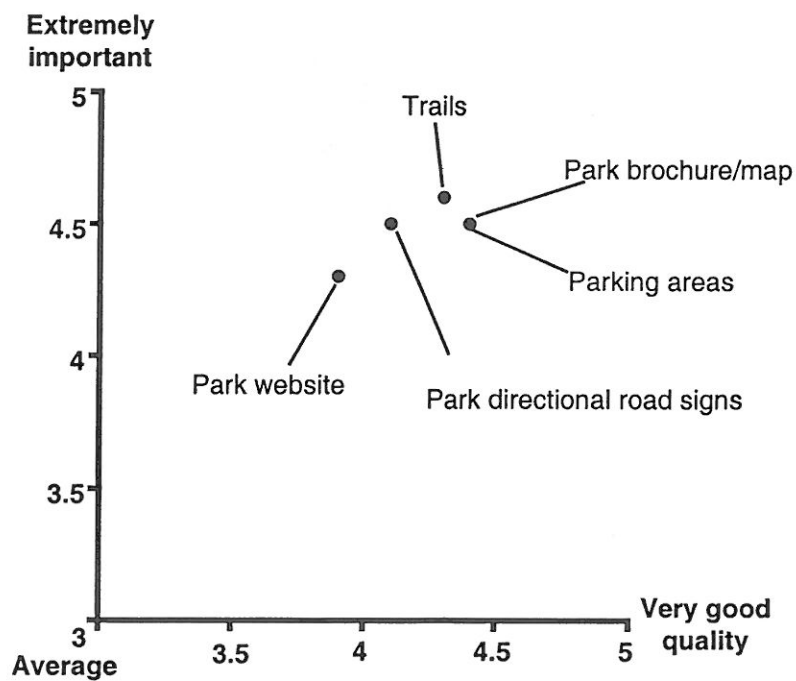
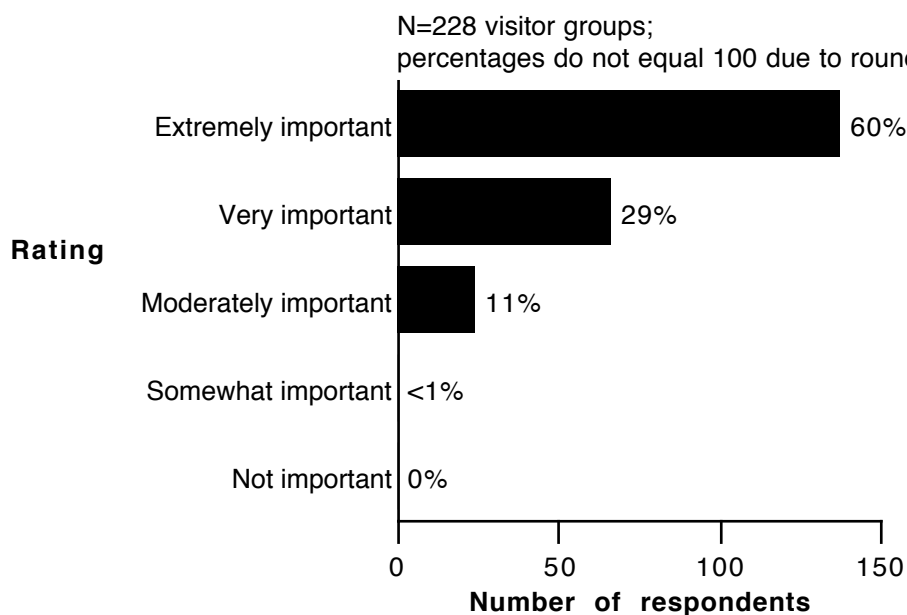
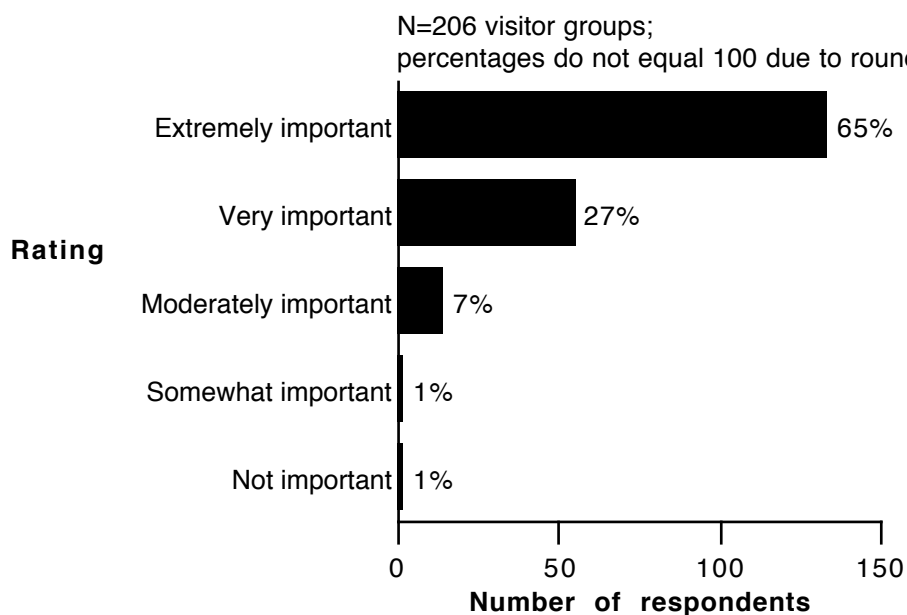


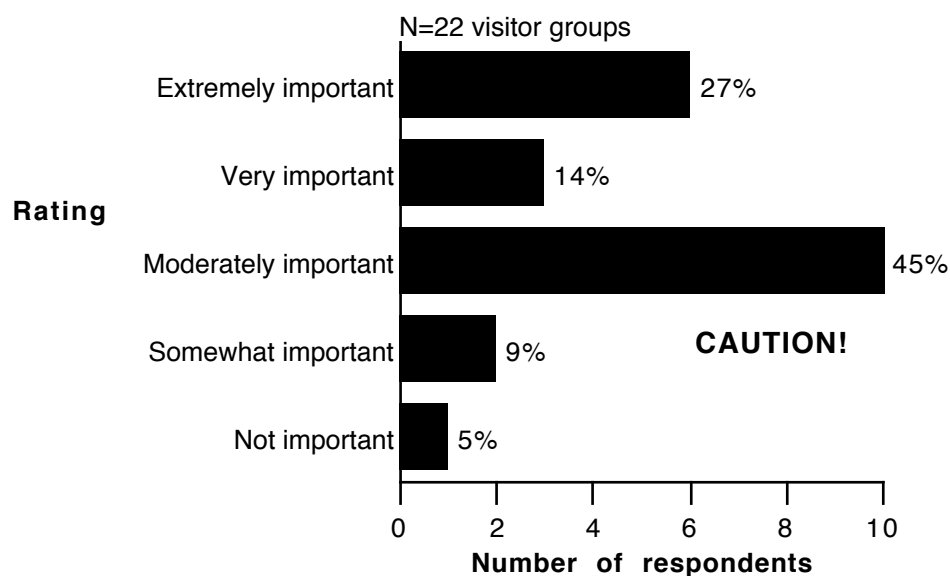
Figure 34: Detail of Figure 33



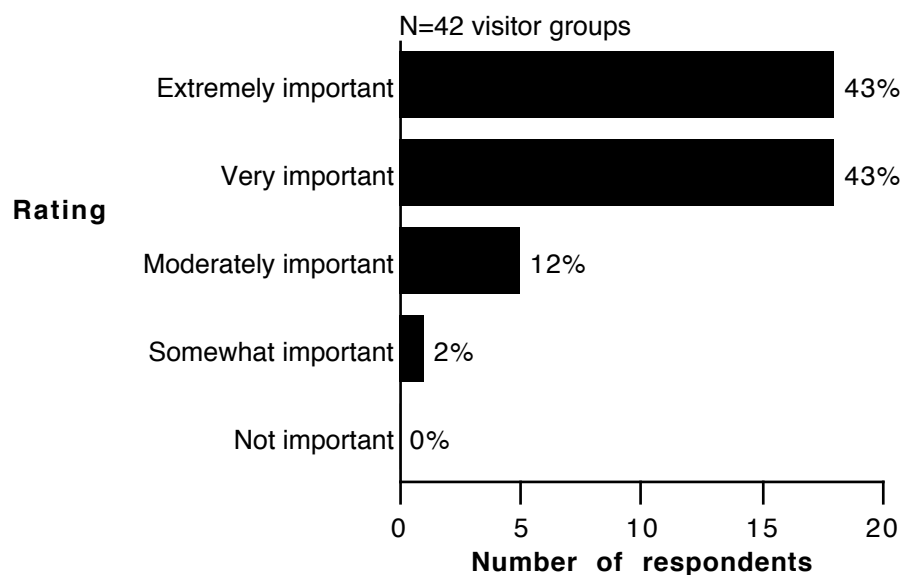
**Figure 35: Importance of park brochure/map**



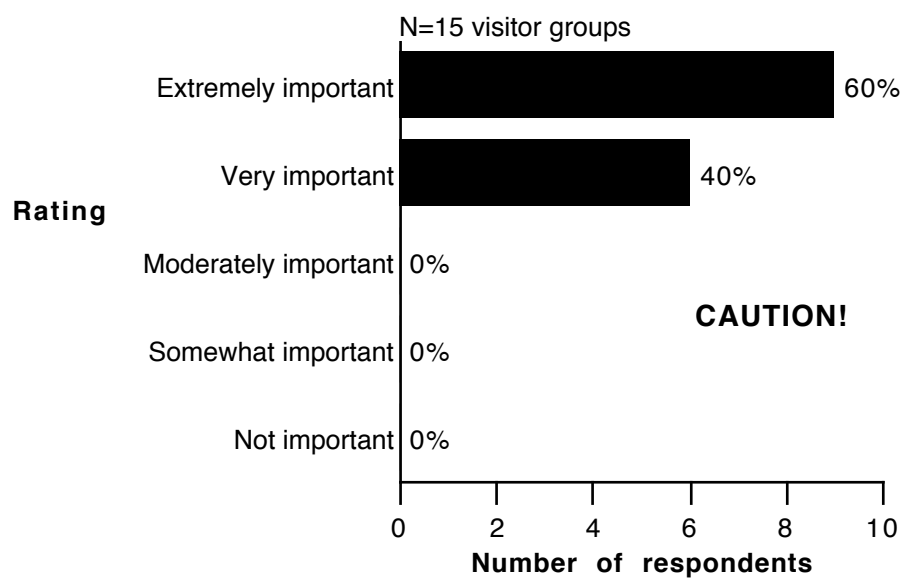
**Figure 36: Importance of park directional road signs  
(outside of park)**



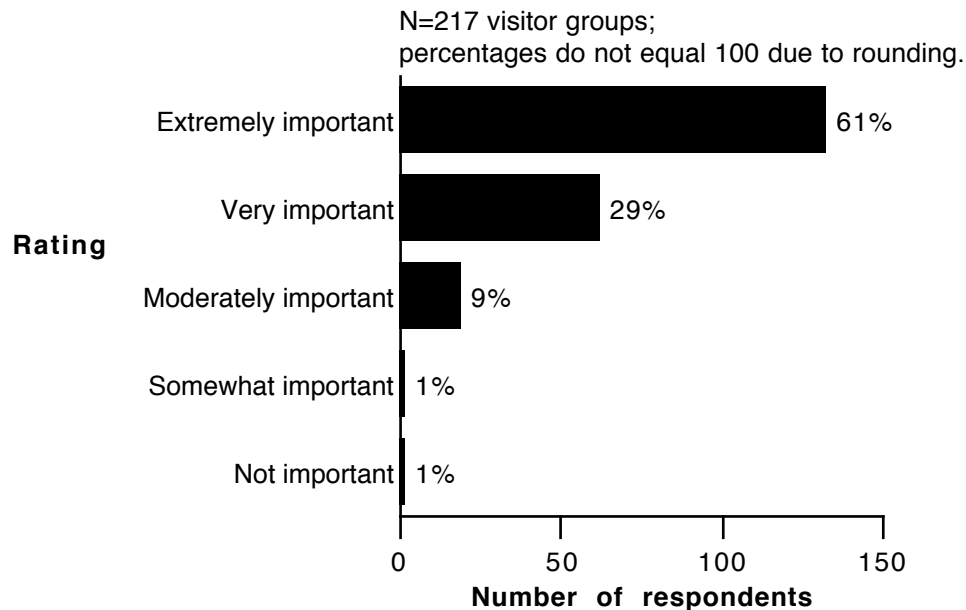
**Figure 37: Importance of travelers information radio station**



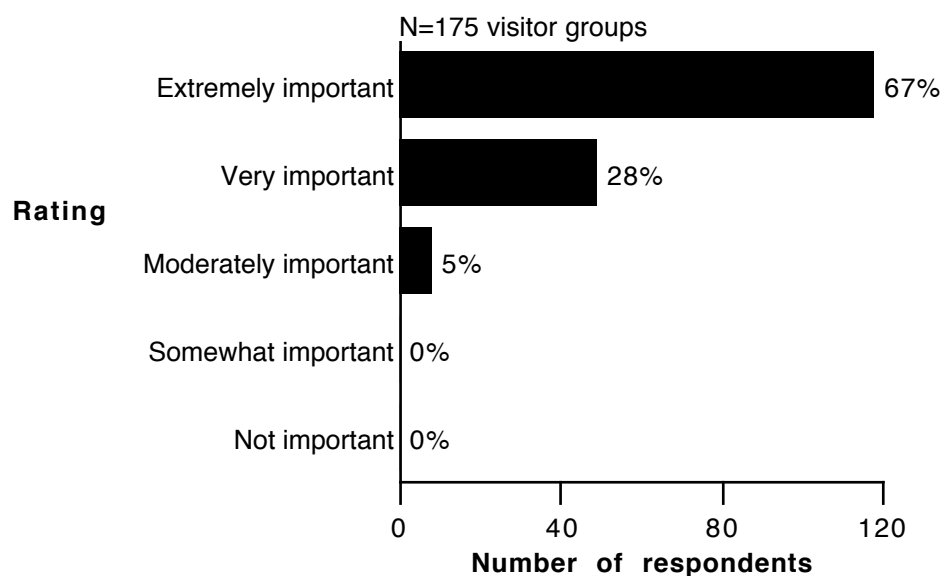
**Figure 38: Importance of park website (used before or during visit)**



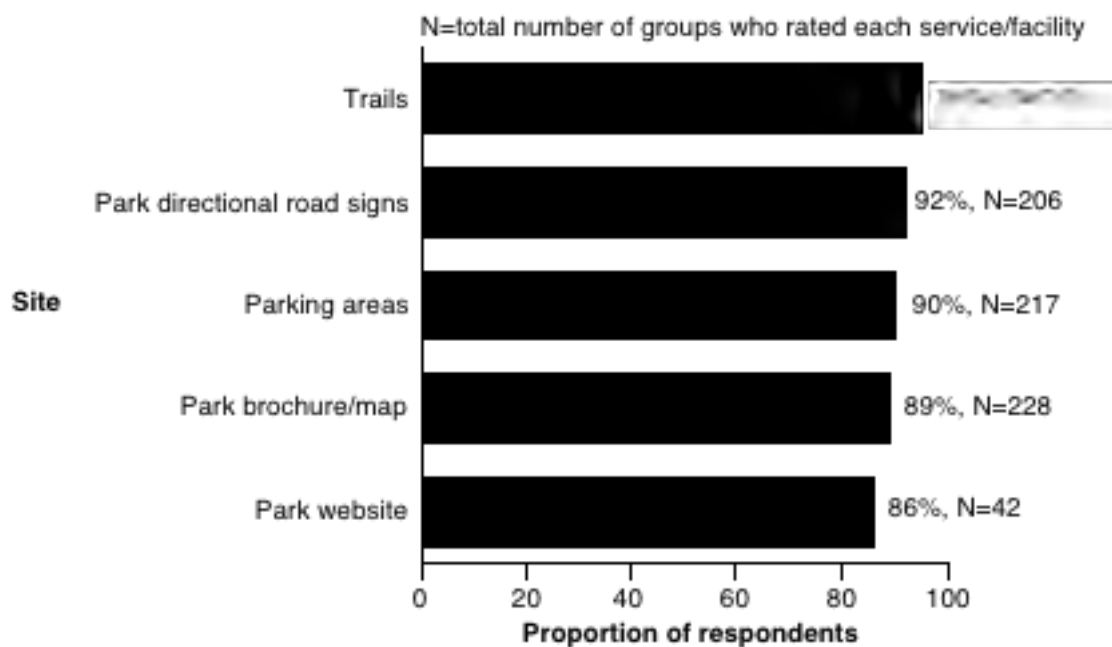
**Figure 39: Importance of access for disabled persons**



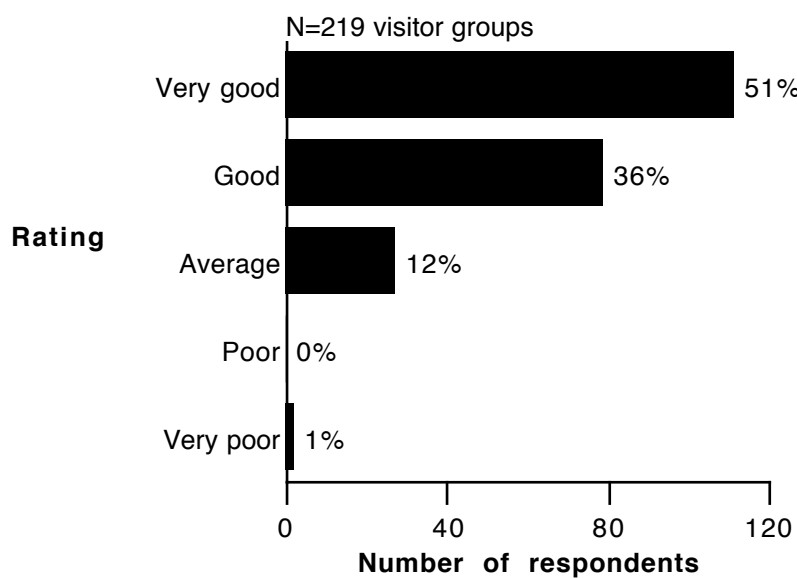
**Figure 40: Importance of parking areas**



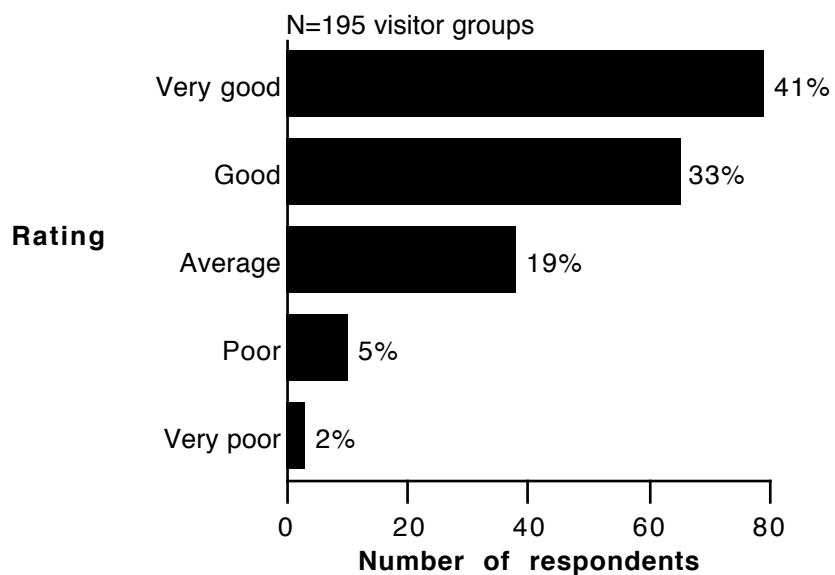
**Figure 41: Importance of trails**



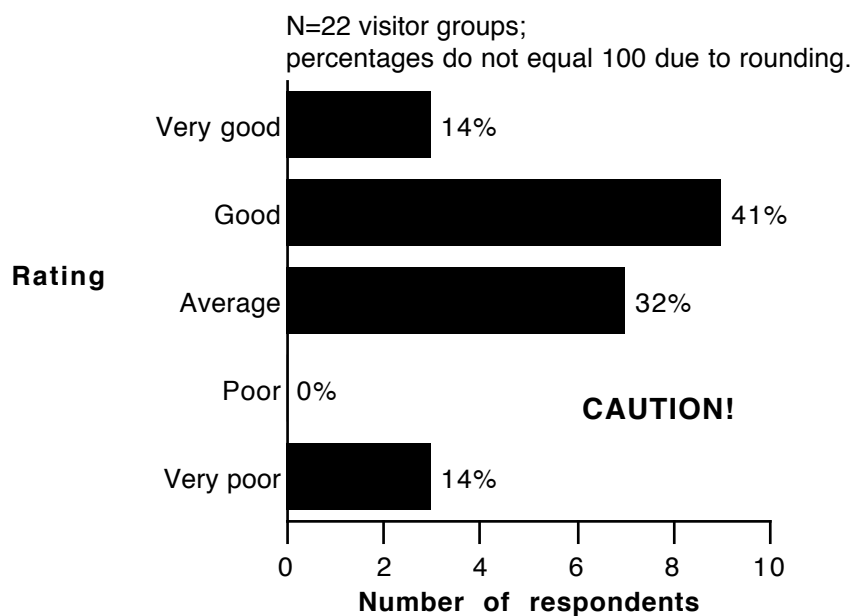
**Figure 42: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities**



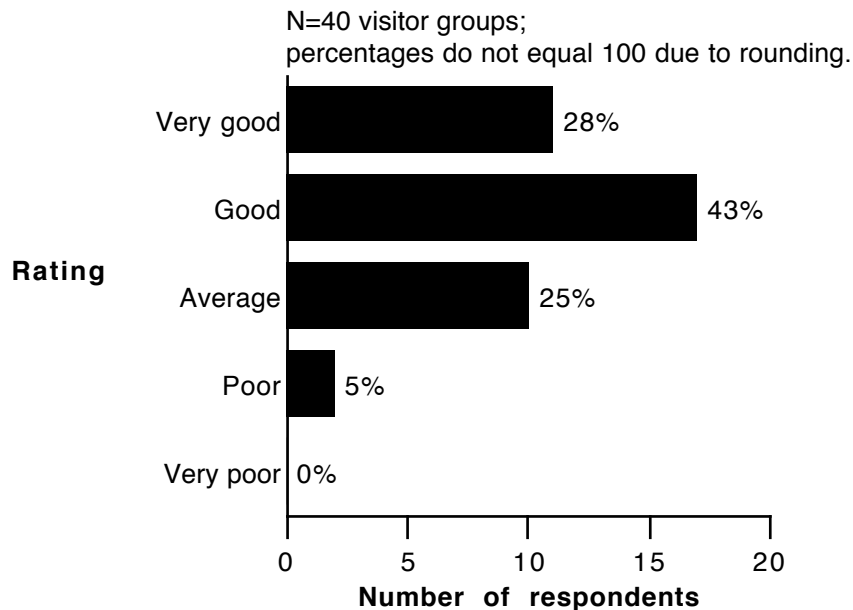
**Figure 43: Quality of park brochure/map**



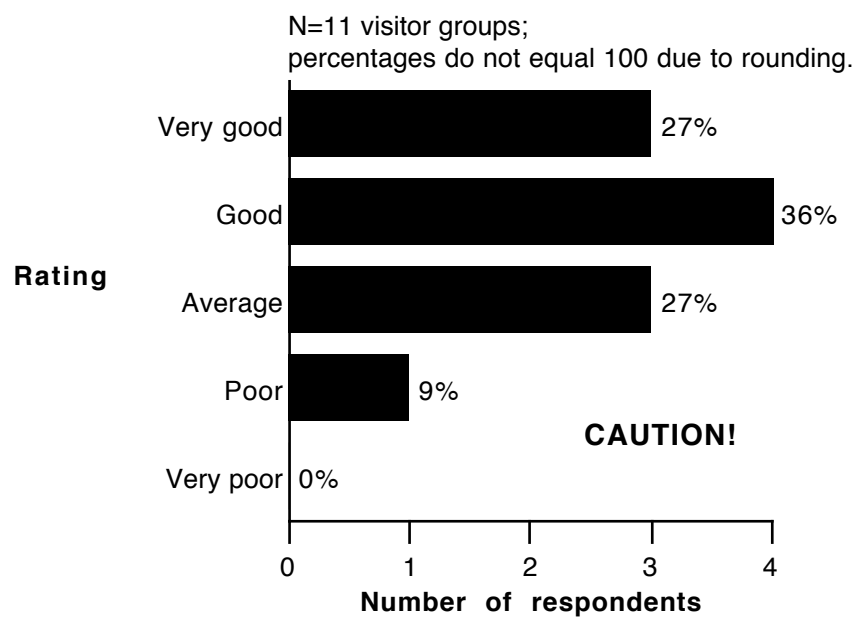
**Figure 44: Quality of park directional road signs**



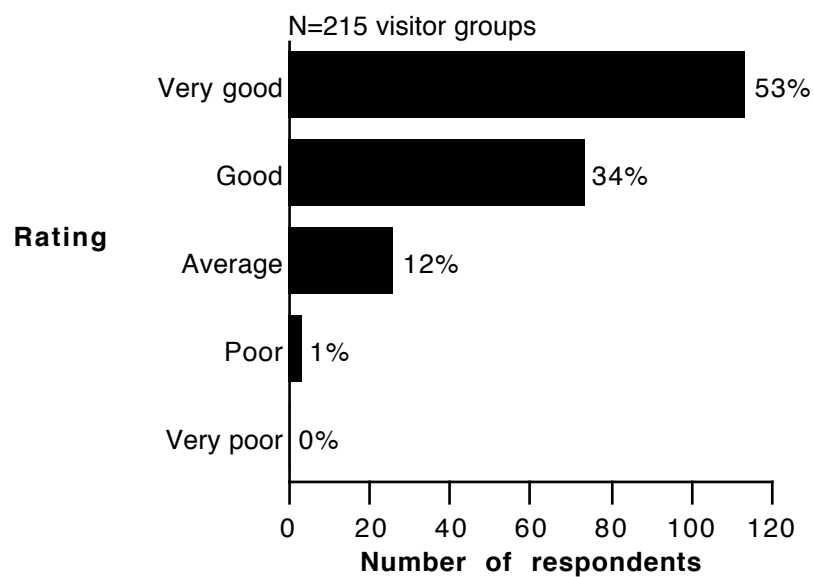
**Figure 45: Quality of travelers information radio station**



**Figure 46: Quality of park website**



**Figure 47: Quality of access for disabled persons**



**Figure 48: Quality of parking areas**



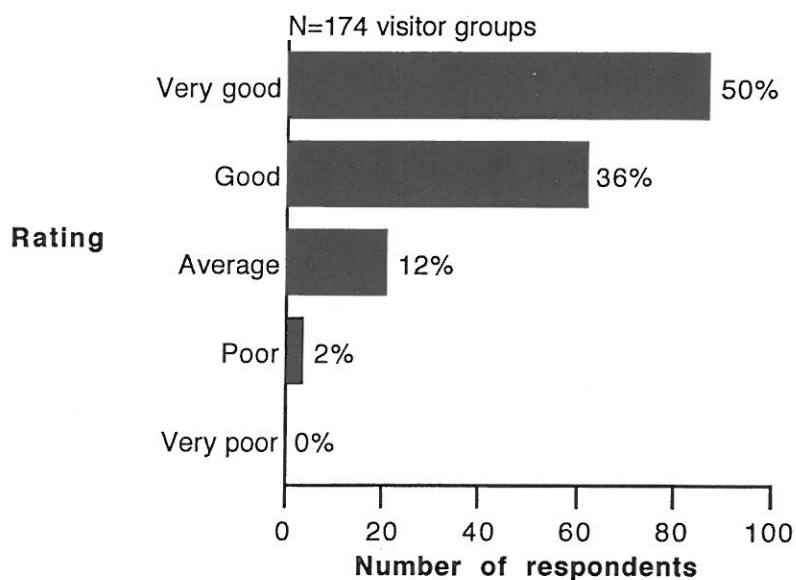


Figure 49: Quality of trails

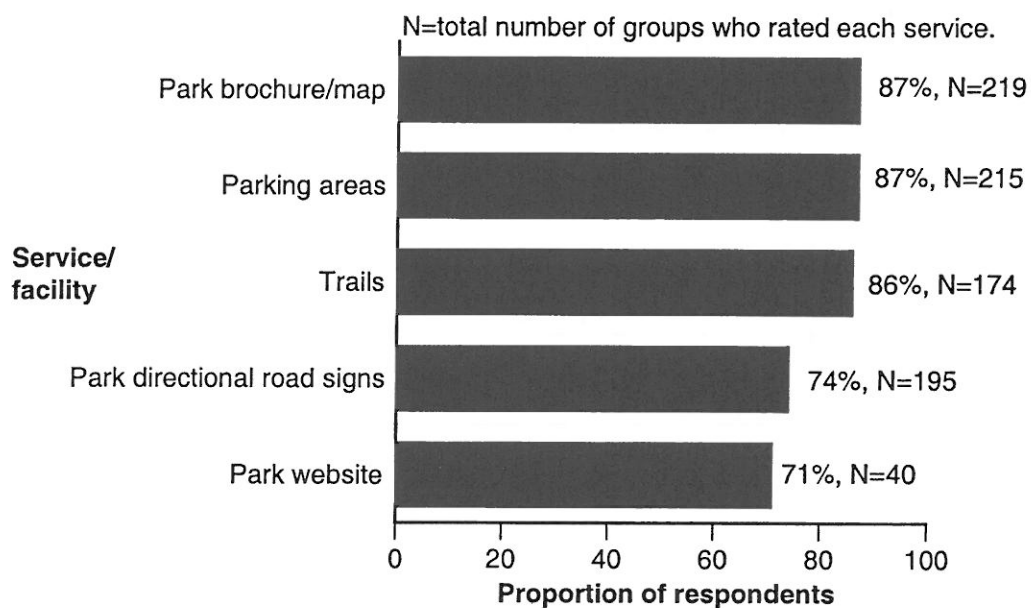
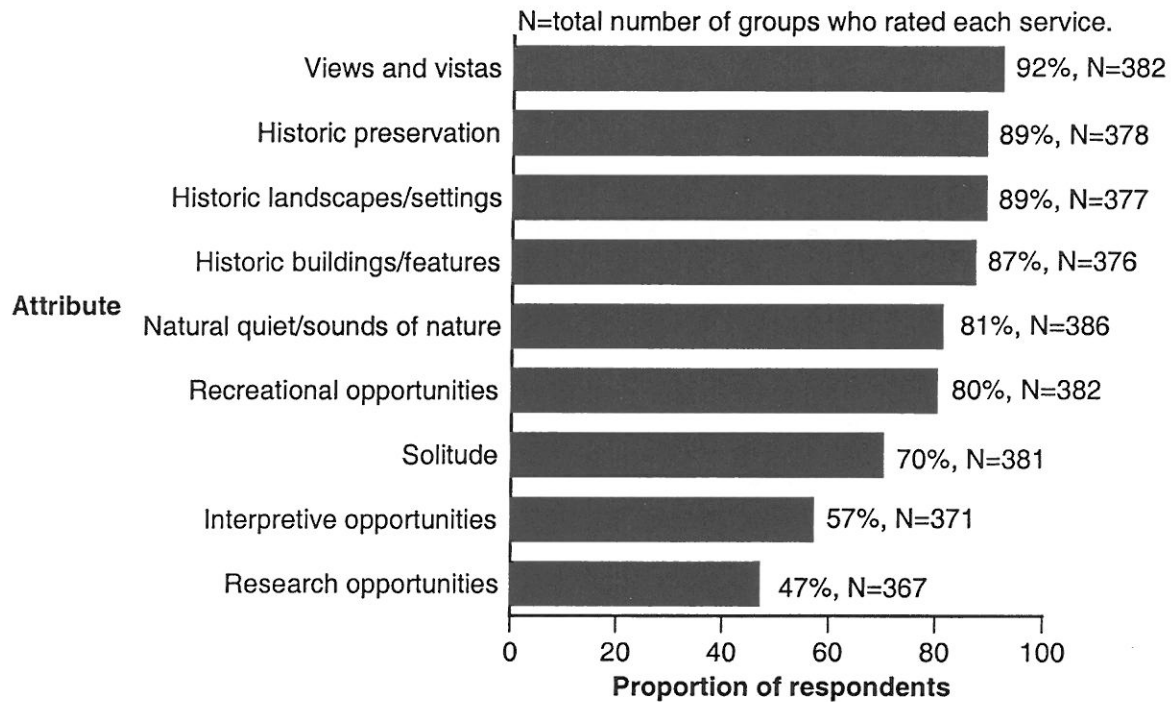


Figure 50: Combined "very good" and "good" quality ratings for visitor services and facilities

### Importance of selected park attributes

In planning for the preservation of Keweenaw NHP for future generations, visitor groups were asked to rate the importance of selected park attributes. Table 12 shows the ratings for each attribute and Figure 51 shows the combined proportions of “extremely important” and “very important” ratings. Views and vistas (92%), historic preservation (89%), and historic landscape/setting (89%) were the attributes that received the highest “extremely important” and “very important” ratings. The attribute that received the highest “not important” rating was research opportunities (4%).

<b>Table 12: Importance ratings for selected attributes</b> N=number of visitor groups who rated each quality/resource; percentages may not equal 100 due to rounding.							
Attribute	N	Rating (%)					
		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know
Historic buildings/features	376	61	26	9	2	0	3
Historic preservation	378	67	22	8	1	0	2
Views and vistas	382	69	23	6	<1	<1	1
Historic landscape/settings	377	57	32	9	1	<1	2
Recreational opportunities	382	54	26	14	3	1	2
Interpretive opportunities	371	27	30	26	4	2	11
Research opportunities	367	22	25	25	10	4	14
Solitude	381	40	30	18	6	3	3
Natural quiet/sounds of nature	386	55	26	12	4	1	2



**Figure 51: Combined proportions of “extremely important” and “very important” ratings for selected attributes**

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**Total expenditures**

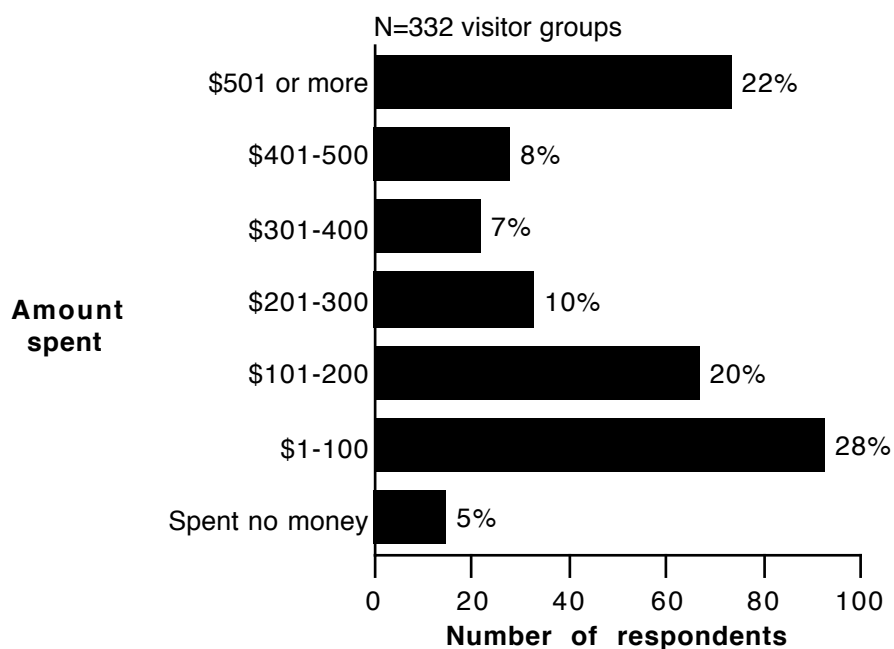
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Visitor groups were asked to list the amount of money they spent on their visit to Keweenaw NHP including the 17 Cooperating Sites. These were categorized into three separate units including Calumet Unit, Quincy Unit, and other NPS Cooperating Sites. Visitor groups were asked to list the amounts they spent for lodging; camping fees; guide fees; restaurants and bars; groceries and take-out food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; all other purchases; and donations.

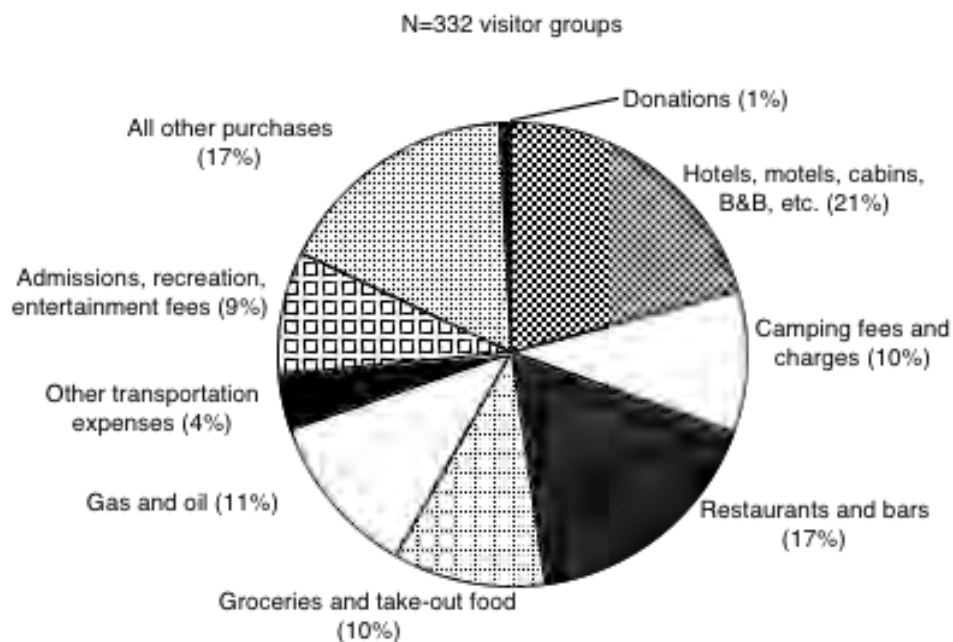
For total expenditures in Keweenaw NHP including the 17 Cooperating Sites, 28% of visitor groups spent between \$1 and \$100 during their visit (see Figure 52). Twenty percent of visitors spent between \$101 and \$200; and 22% spent \$501 or more. The greatest proportion of expenditures was for hotels, motels, cabins, etc. (21%), followed by restaurants and bars (17%), and all other purchases (17%), as shown in Figure 53.

The average visitor group expenditure during the visit was \$365. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$51. The average per capita expenditure was \$189.

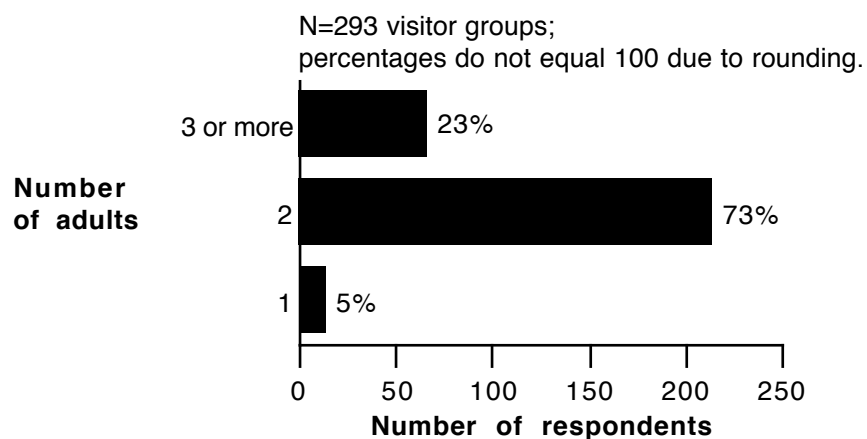
Visitor groups were asked to list how many adults (18 years or older) and children (under 18 years) were covered by their expenditures. Seventy-three percent of visitor groups had two adults, while 23% had three or more adults (see Figure 54). Figure 55 shows that 32% of groups had two children and 28% had three children or more covered by the expenditures. Twelve percent of visitor groups did not visit with children.



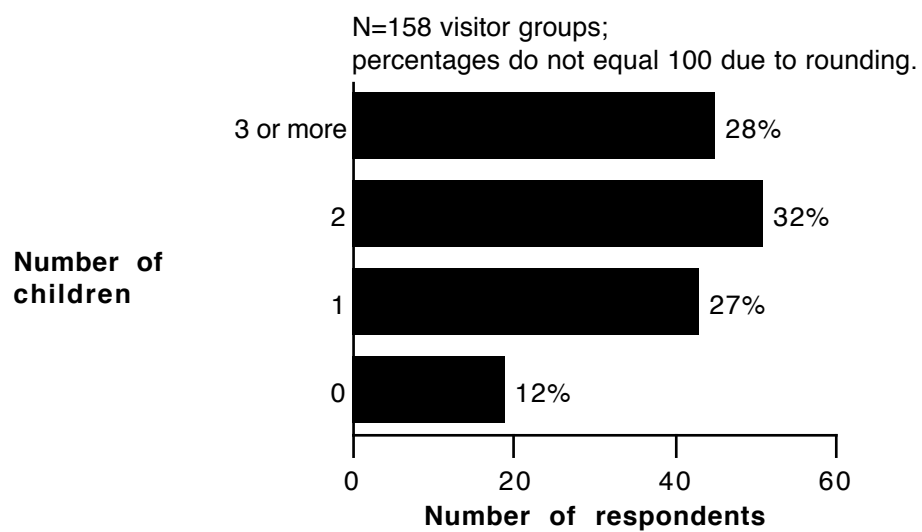
**Figure 52: Total expenditures during this visit to Keweenaw NHP including 17 Cooperating Sites**



**Figure 53: Proportions of total expenditures during this visit to Keweenaw NHP including 17 Cooperating Sites**



**Figure 54: Number of adults covered by expenditures**



**Figure 55: Number of children covered by expenditures**

### Expenditures in the Calumet Unit

**Total expenditures in Calumet Unit:** The Calumet Unit includes Calumet Theatre, Coppertown USA, Keweenaw Heritage Center at St. Anne's and Upper Peninsula Firefighters Memorial Museum. On this visit, 38% of visitor groups spent no money and 26% spent up to \$100 (see Figure 56).

Hotels, motels, cabins, etc. accounted for 26% of expenditures in the Calumet Unit (see Figure 57). Another 18% was for restaurants and bars.

The average visitor group expenditure in the Calumet Unit during this visit was \$166. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$30. The average per capita expenditure was \$47.

**Hotels, motels, cabins, B&B, etc. in the Calumet Unit:** Most visitor groups (75%) spent no money and 15% spent up to \$200 (see Figure 58).

**Restaurants and bars in the Calumet Unit:** Fifty-three percent of visitor groups spent no money and 24% spent up to \$50 (see Figure 59).

**Groceries and take-out food in the Calumet Unit:** Over one-half of visitor groups (57%) spent no money and 30% spent up to \$100 (see Figure 60).

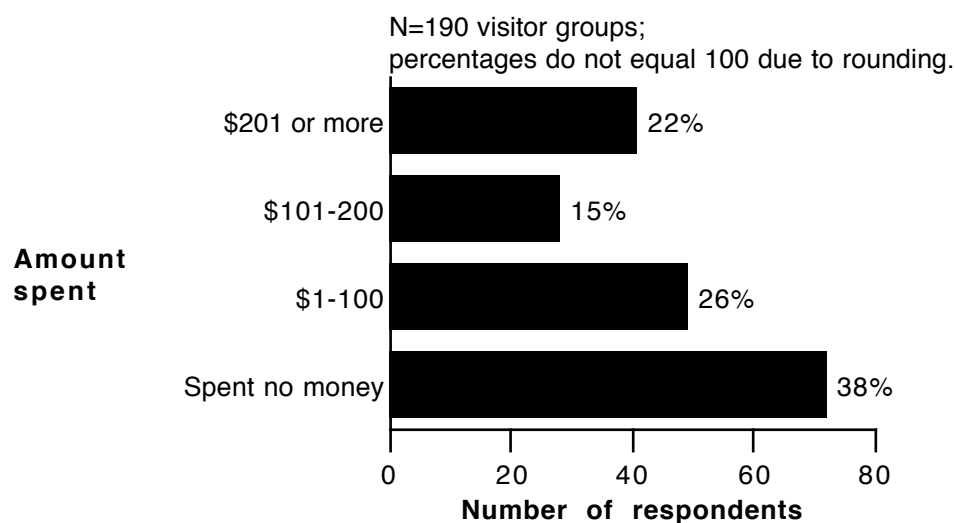
**Gas and oil in the Calumet Unit:** Forty-nine percent of visitor groups spent no money and 38% spent up to \$50 (see Figure 61).

**Other transportation in Calumet Unit:** Most visitor groups (95%) spent no money (see Figure 62).

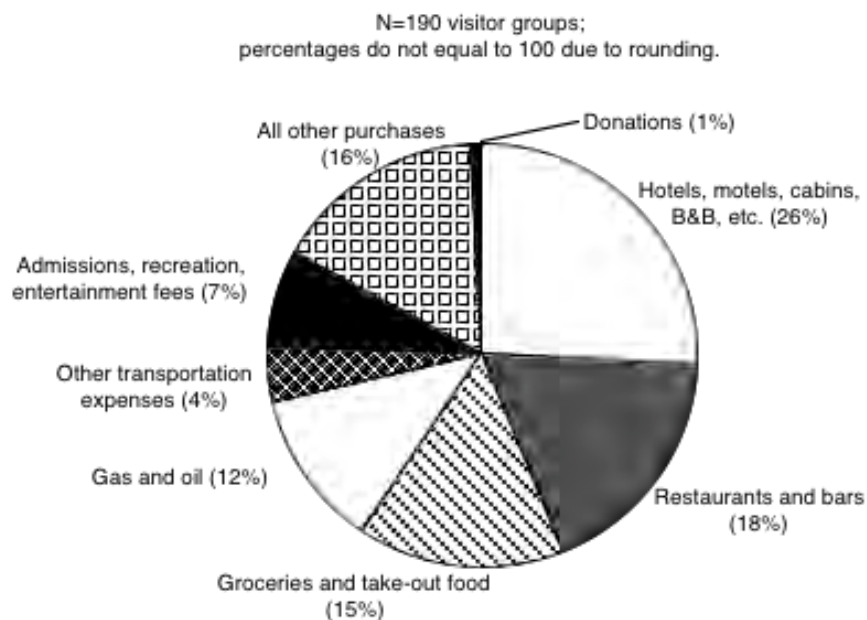
**Admission, recreation, and entertainment fees in the Calumet Unit:** Fifty percent of visitor groups spent no money and 44% spent up to \$50 (see Figure 63).

**All other purchases in the Calumet Unit:** Slightly over one-half of visitor groups (51%) spent no money and 30% spent up to \$50 (see Figure 64).

**Donations in the Calumet Unit:** Most visitor groups (82%) did not donate any money at Calumet Unit and 18% spent up to \$50 (see Figure 65).

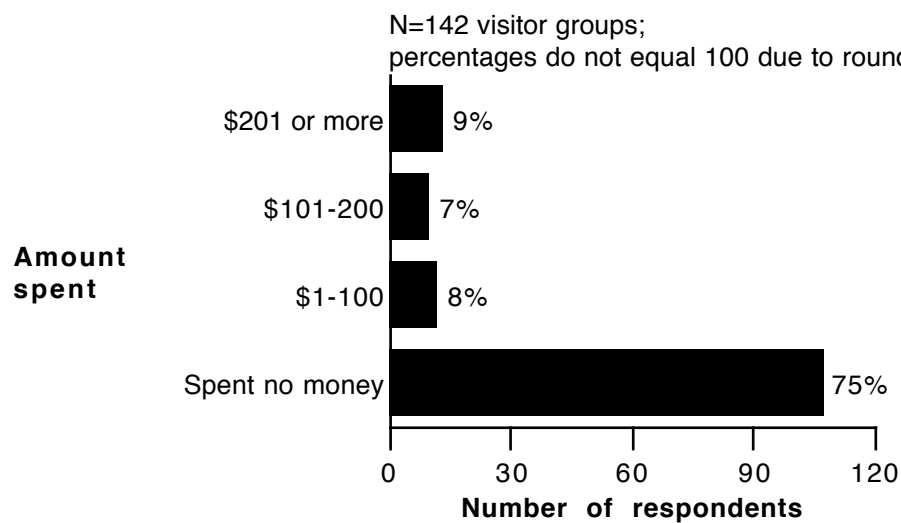


**Figure 56: Total expenditures in the Calumet Unit**

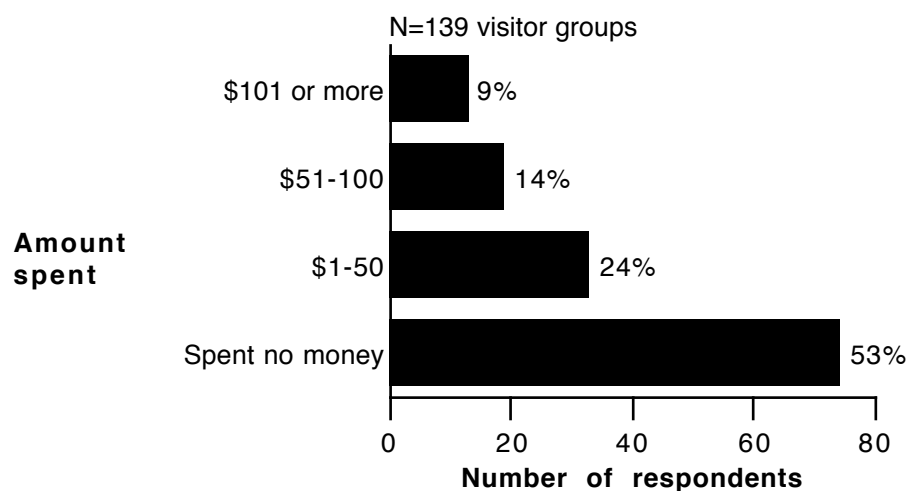


**Figure 57: Proportions of expenditures in the Calumet Unit**

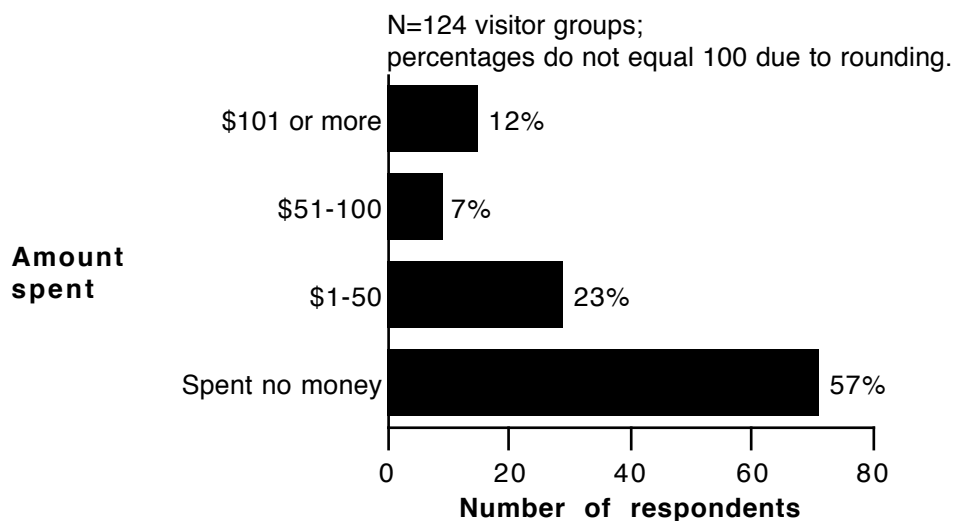




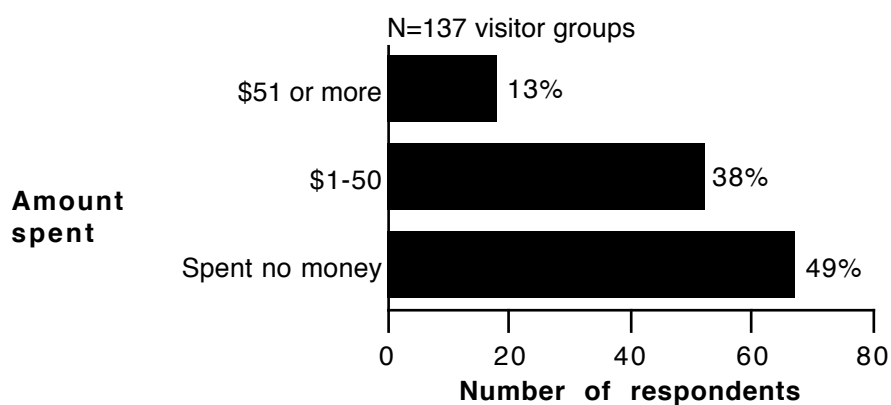
**Figure 58: Expenditures for hotels, motels, cabins, etc. in the Calumet Unit**



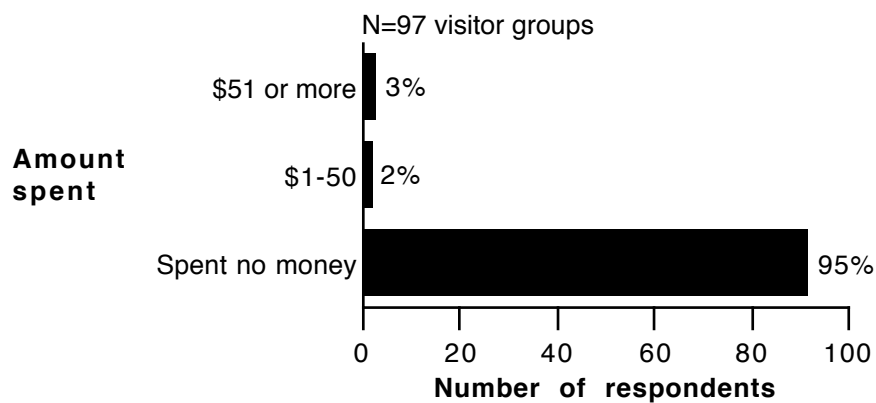
**Figure 59: Expenditures for restaurants and bars in the Calumet Unit**



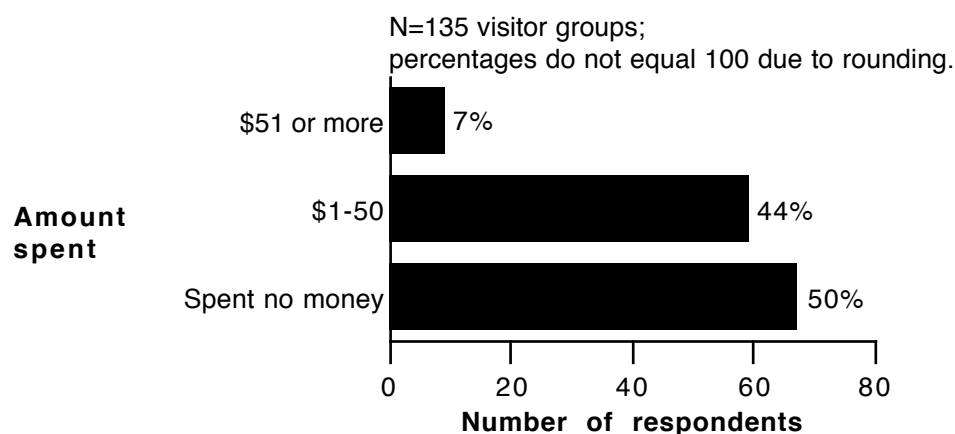
**Figure 60: Expenditures for groceries and take-out food in the Calumet Unit**



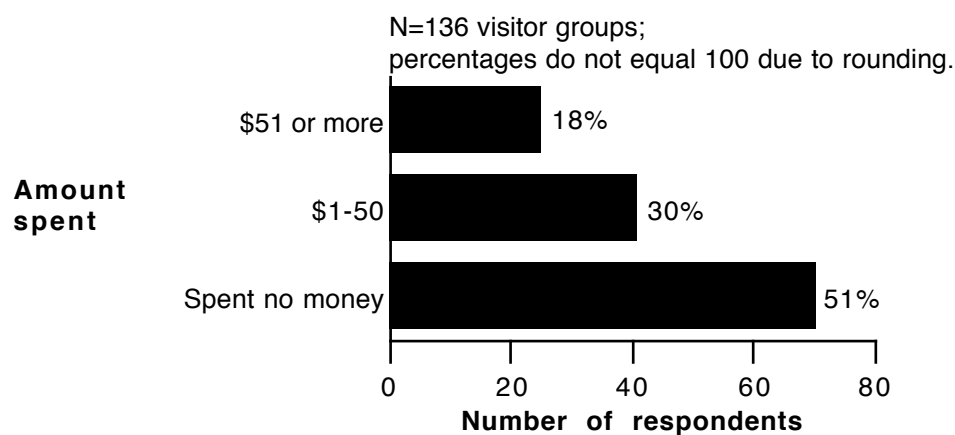
**Figure 61: Expenditures for gas and oil in the Calumet Unit**



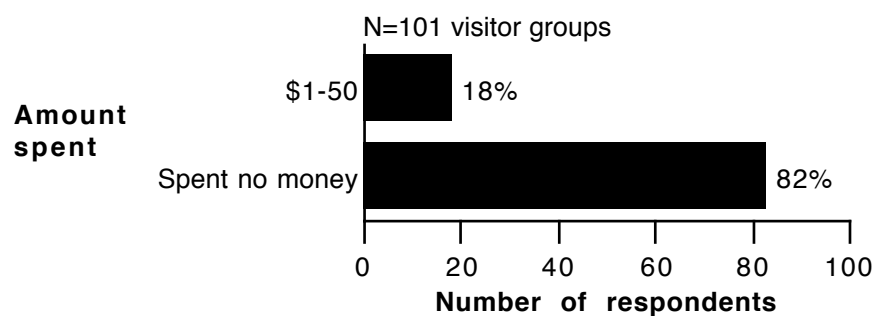
**Figure 62: Expenditures for other transportation expenses in Calumet Unit**



**Figure 63: Expenditures for admission, recreation, and entertainment fees in the Calumet Unit**



**Figure 64: Expenditures for all other purchases in the Calumet Unit**



**Figure 65: Expenditures for donations in the Calumet Unit**

### Expenditures in the Quincy Unit

The Quincy Mine Hoist and Underground Mine make up the Quincy Unit of Keweenaw NHP. Visitors were asked to report their expenditures in Quincy Unit during this visit.

**Total expenditures in the Quincy Unit:** Fifty percent of visitor groups spent no money, while 25% spent up to \$50 and another 25% spent \$51 or more in Quincy Unit, on this visit to Keweenaw NHP (see Figure 66).

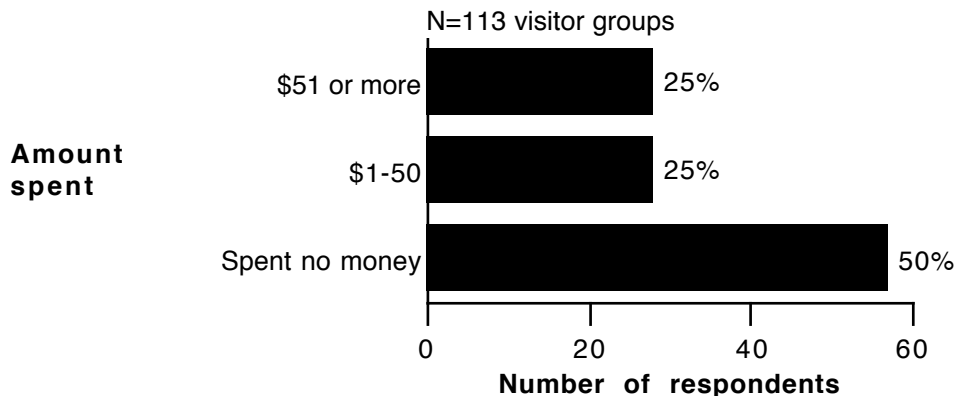
The largest proportions of expenditures in the Quincy Unit were for all other purchases (53%) and admission, recreation, and entertainment fees (46%), as shown in Figure 67.

The average visitor group expenditure in the Quincy Unit during this visit was \$36. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$0. The average per capita expenditure was \$9.

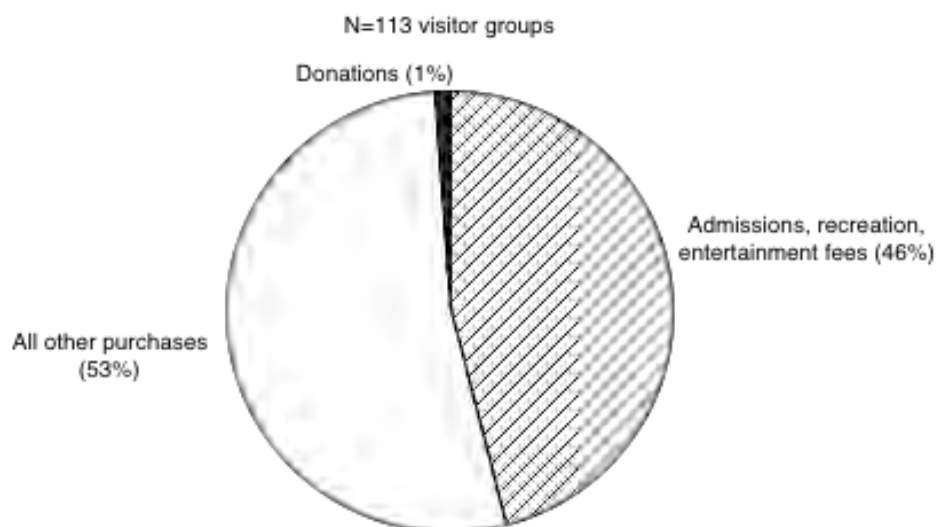
**Admission, recreation, and entertainment fees in the Quincy Unit:** Over one-half of visitor groups (52%) spent no money and 40% spent up to \$50 (see Figure 68).

**All other purchases in the Quincy Unit:** Sixty-one percent of visitor groups spent no money and 33% spent up to \$50 (see Figure 69).

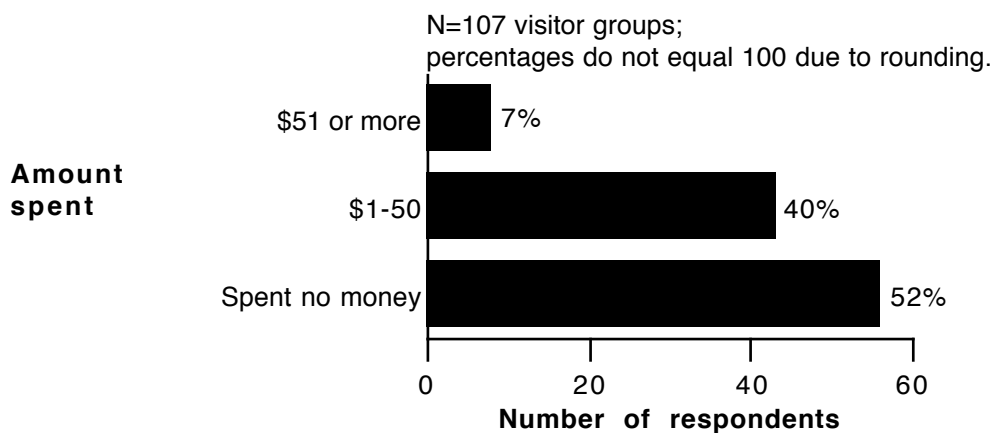
**Donations in the Quincy Unit:** Most visitor groups (94%) did not donate any money and 6% donated up to \$50 (see Figure 70).



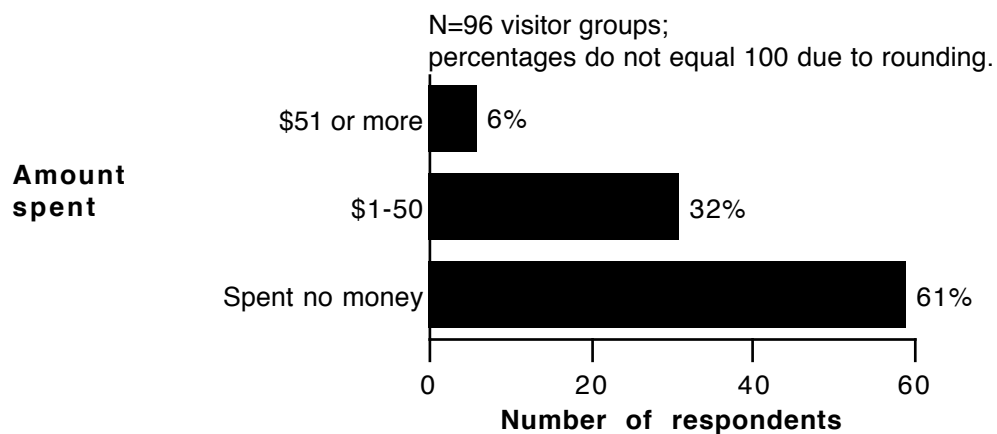
**Figure 66: Total expenditures in the Quincy Unit**



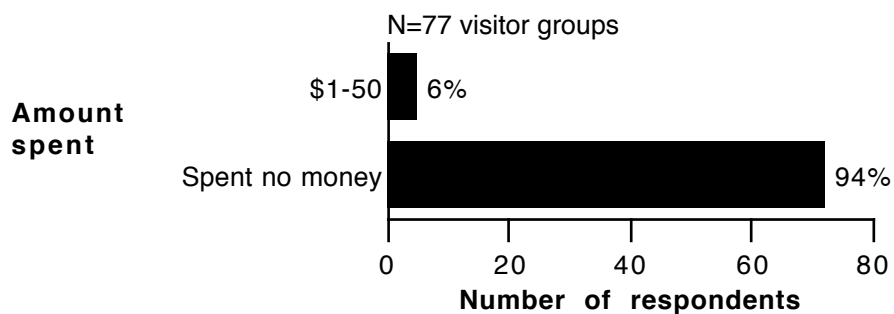
**Figure 67: Proportions of total expenditures in the Quincy Unit**



**Figure 68: Expenditures for admission, recreation, and entertainment fees in the Quincy Unit**



**Figure 69: Expenditures for all other purchases in the Quincy Unit**



**Figure 70: Expenditures for donations in the Quincy Unit**

### Expenditures in other NPS Cooperating Sites

**Total expenditures in other NPS Cooperating Sites:** Thirty percent of visitor groups spent up to \$100, while 18% spent between \$101 and \$200 in other NPS Cooperating Sites on this visit to Keweenaw NHP (see Figure 71).

The largest proportions of Expenditures in other NPS Cooperating Sites were for hotels, motels, etc. (20%) restaurants and bars (18%), as shown in Figure 72.

The average visitor group expenditure in other NPS Cooperating Sites during this visit was \$320. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$177. The average per capita expenditure was \$110.

**Hotels, motels, cabins, B&B, etc. in other NPS Cooperating Sites:** Fifty-nine percent of visitor groups spent no money and 22% spent up to \$200 (see Figure 73).

**Camping fees and charges in other NPS Cooperating Sites:** Thirty-six percent of visitor groups spent no money and 26% spent between \$51 and \$100 (see Figure 74).

**Restaurants and bars in other NPS Cooperating Sites:** Thirty percent of visitor groups spent no money and 26% spent up to \$50 (see Figure 75).

**Groceries and take-out food in other NPS Cooperating Sites:** Forty-four percent of visitor groups spent up to \$50 and 31% spent no money (see Figure 76).

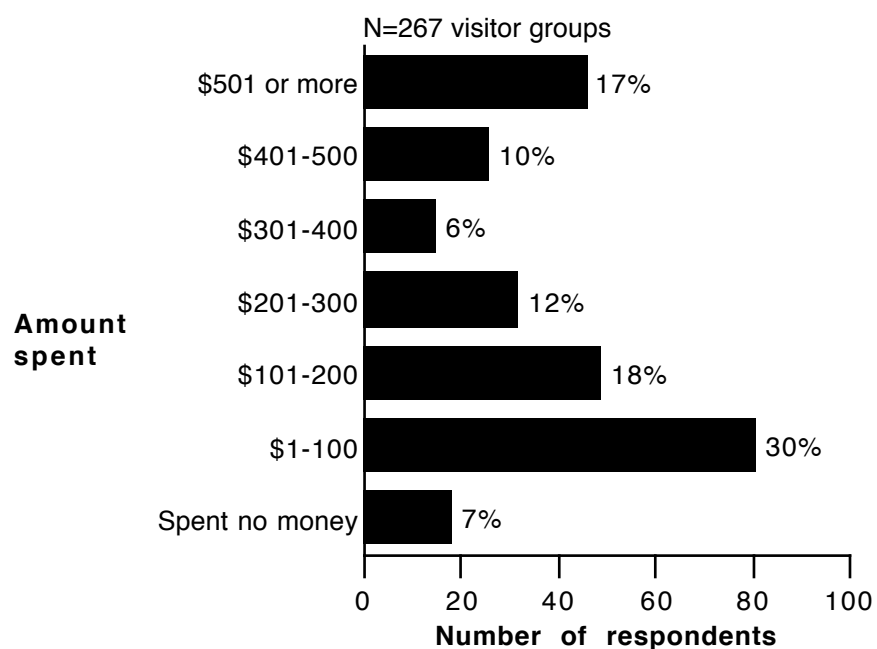
**Gas and oil in other NPS Cooperating Sites:** Forty-six percent of visitor groups spent up to \$50, and 27% spent no money (see Figure 77).

**Other transportation expenses in other NPS Cooperating Sites:** Most visitor groups (89%) spent no money, 6% spent up to \$50, and another 6% \$51 or more (see Figure 78).

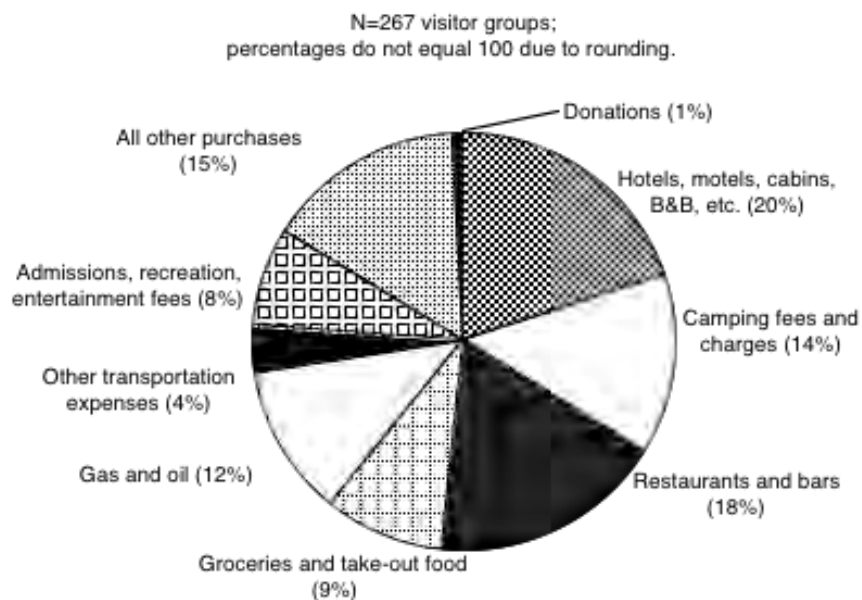
**Admission, recreation, and entertainment fees in other NPS Cooperating Sites:** Sixty percent of visitor groups spent up to \$50 and 24% spent no money (see Figure 79).

**All other purchases in other NPS Cooperating Sites:** Forty-five percent of visitor groups spent up to \$50 and 35% spent \$51 or more (see Figure 80).

**Donations in other NPS Cooperating Sites:** Most visitor groups (68%) did not donate any money and 30% donated up to \$50 (see Figure 81).

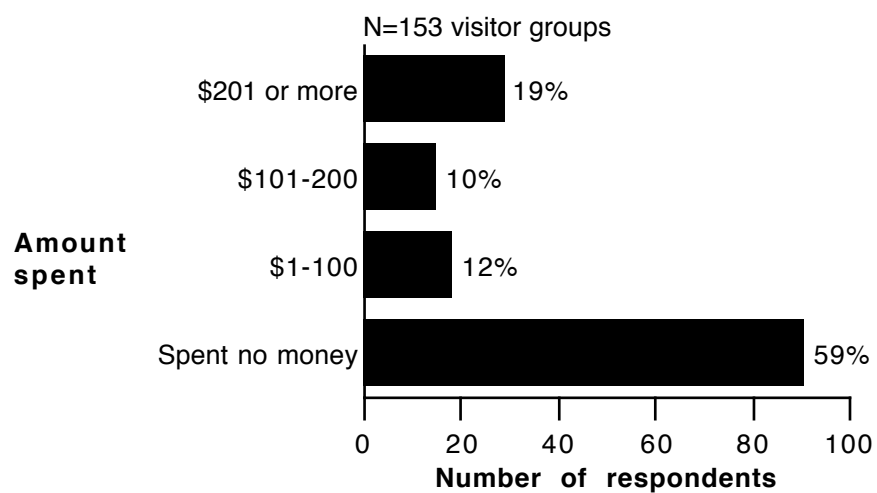


**Figure 71: Total expenditures in other NPS Cooperating Sites**

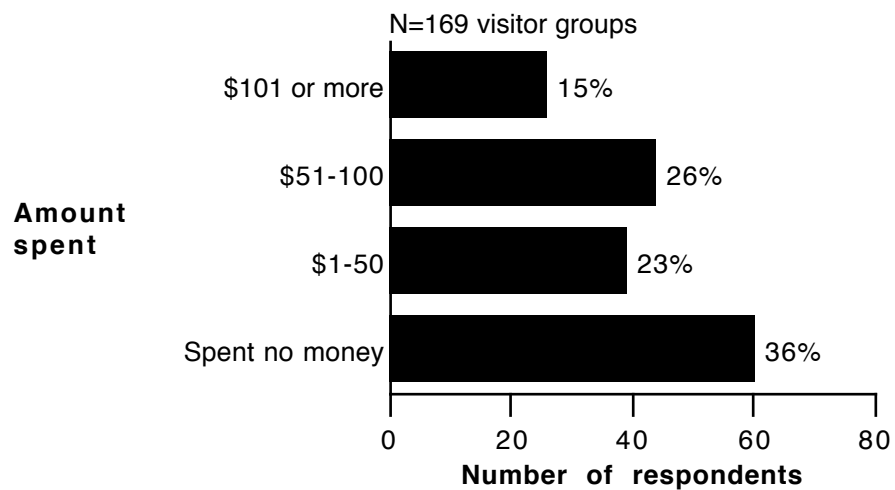


**Figure 72: Proportions of expenditures in other NPS Cooperating Sites**

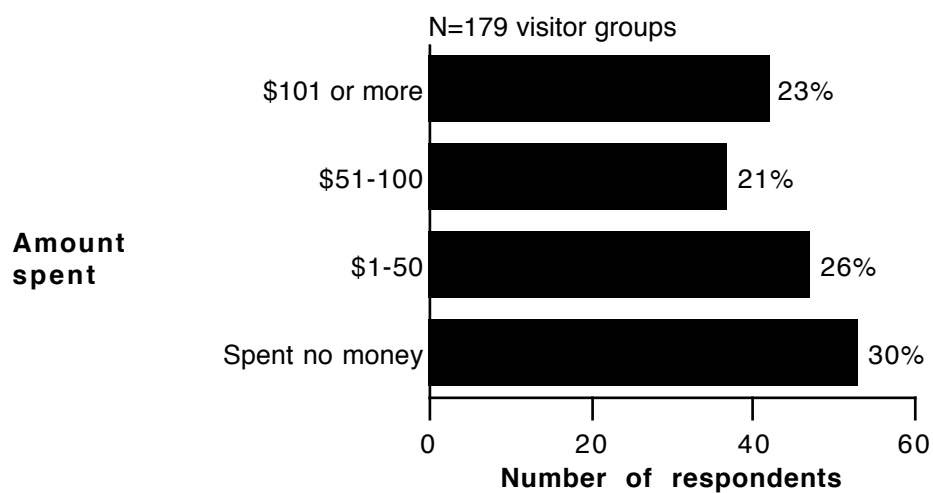




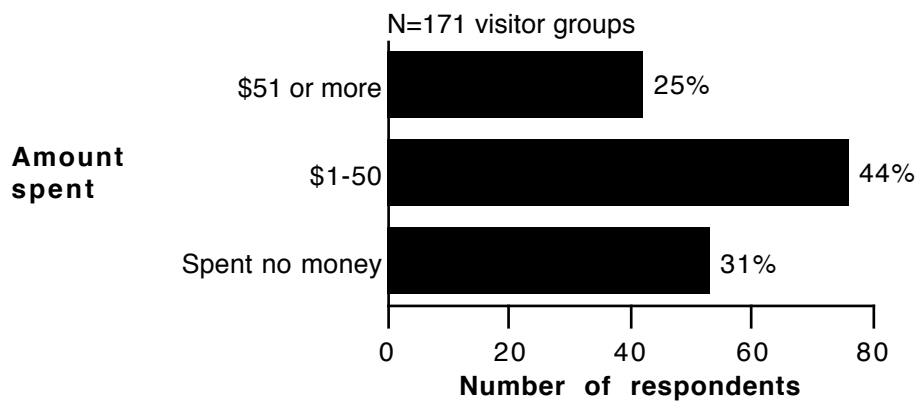
**Figure 73: Expenditures for hotels, motels, cabins, B&B, etc. in other NPS Cooperating Sites**



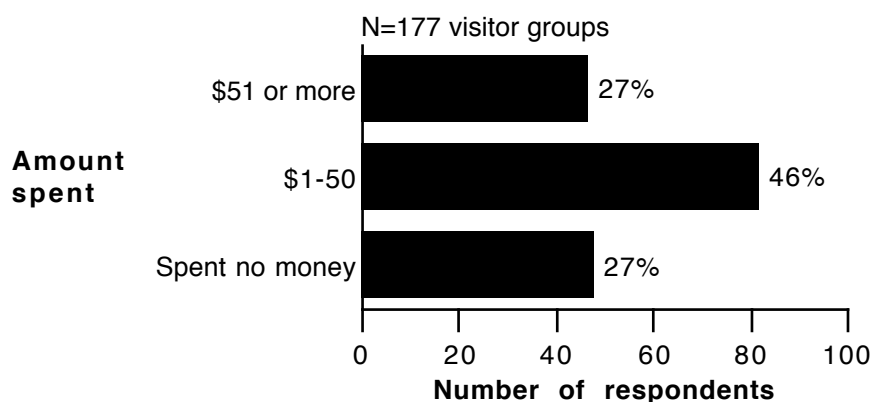
**Figure 74: Expenditures for camping fees and charges at NPS Cooperating Sites**



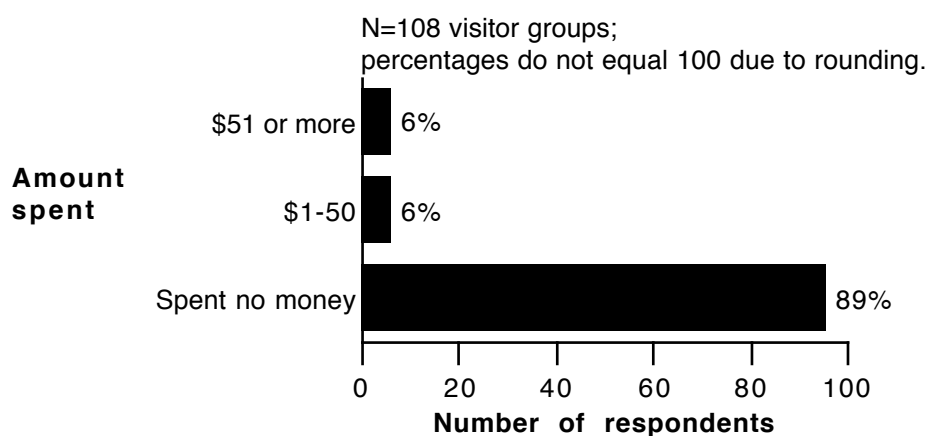
**Figure 75: Expenditures for restaurants and bars in other NPS Cooperating Sites**



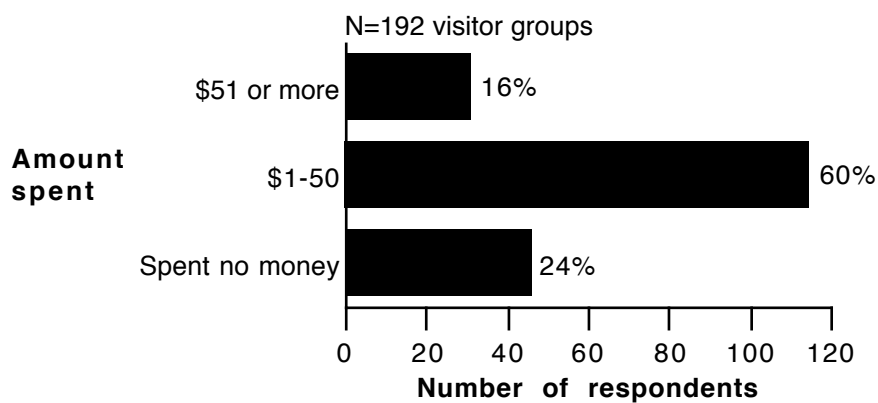
**Figure 76: Expenditures for groceries and take-out food in other NPS Cooperating Sites**



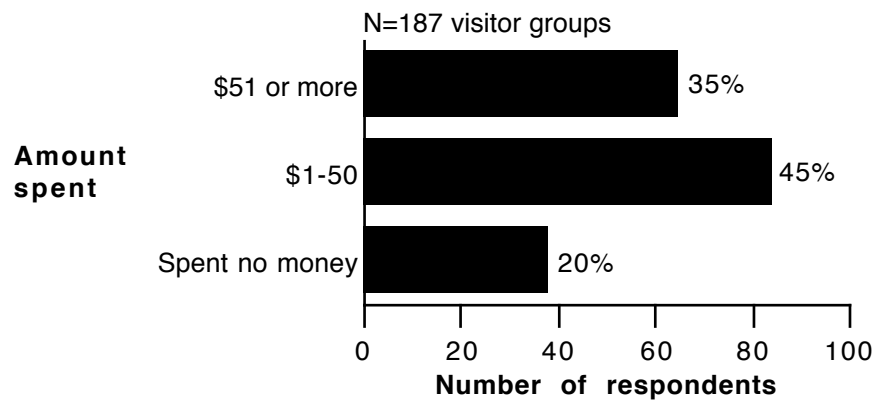
**Figure 77: Expenditures for gas and oil in other NPS Cooperating Sites**



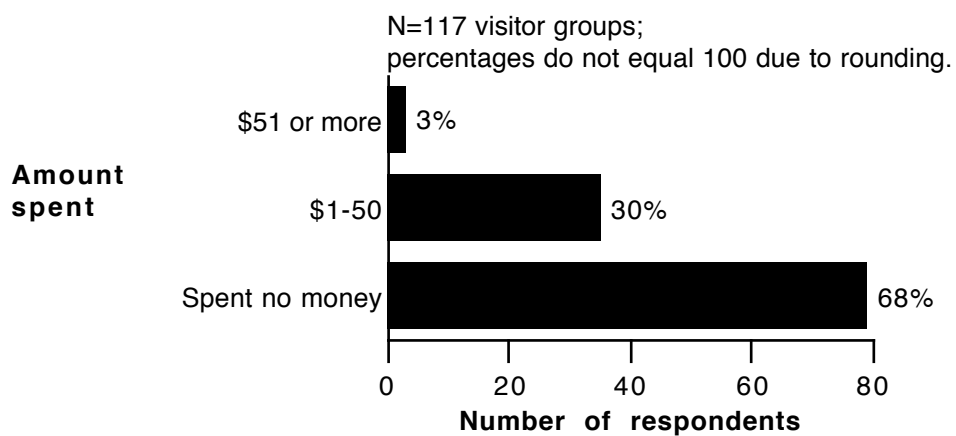
**Figure 78: Expenditures for other transportation expenses in other NPS Cooperating Sites**



**Figure 79: Expenditures for admission, recreation, and entertainment fees in other NPS Cooperating Sites**



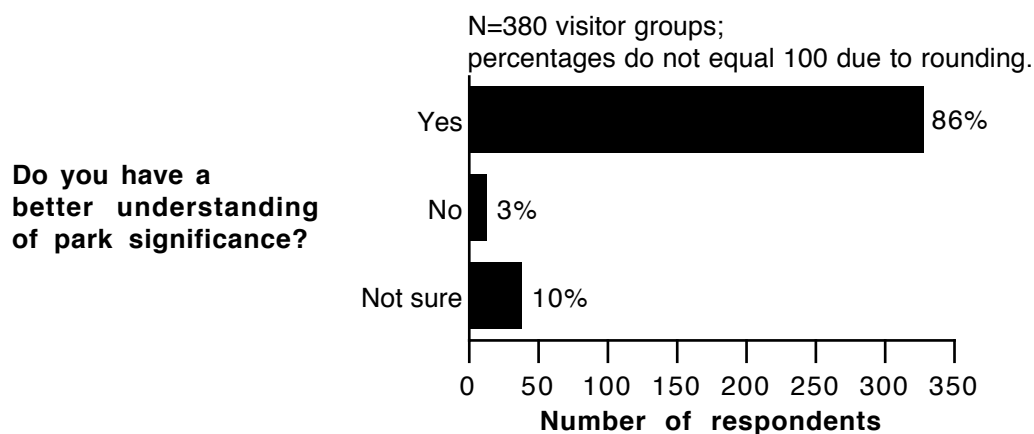
**Figure 80: Expenditures for all other purchases in other NPS Cooperating Sites**



**Figure 81: Expenditures for donations in other NPS Cooperating Sites**

**Visitor understanding of park significance**

As explained in the questionnaire, the National Park Service's mission at Keweenaw NHP is to preserve the history of copper mining and the immigrants who worked in the mines. Visitor groups were asked, "Since your visit, do you think you have a better understanding of why this site is of national significance?" Most visitor groups (86%) reported that their understanding of the national significance of the park had improved after their visit, as shown in Figure 82. However, 10% of visitor groups were "not sure" and 3% reported that this visit did not help improve their understanding of the park's national significance.



**Figure 82: Visitor understanding of park significance after visiting the park**

### Visitor opinions about public transportation in park

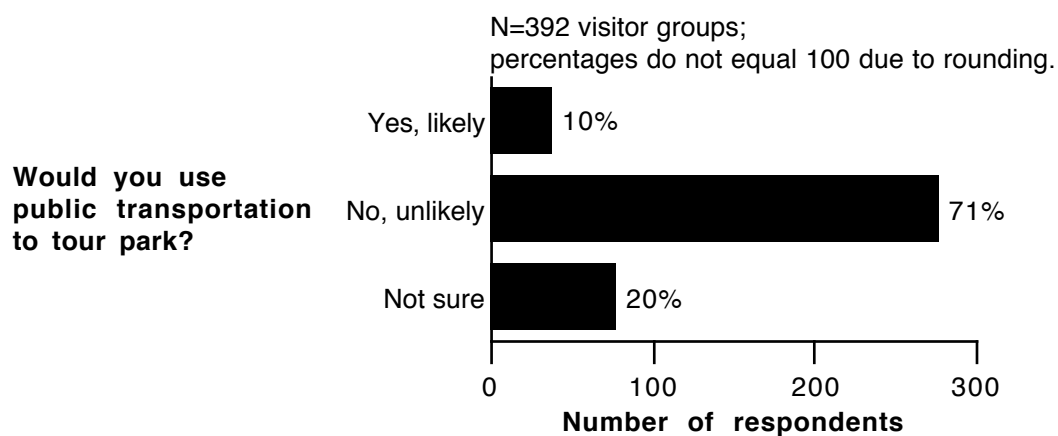
A series of questions concerning touring Keweenaw NHP and other NPS Cooperating Sites by public transportation were addressed to obtain visitor opinions. First, visitors were asked whether they would be willing to use public transportation on a future visit, if it were provided. As shown in Figure 83, most visitor groups (71%) would not be willing, while 20% were “not sure” and another 10% would likely be willing to use public transportation to tour the park.

Visitor groups who were willing to use public transportation on a future visit were then asked what type of transportation they would prefer. Most visitor groups preferred to use a steam locomotive (86%) and another 84% preferred a cog railroad (between Calumet Welcome Center and Quincy Mine Hoist), as shown in Figure 84. The only “other” type of public transportation that visitor groups suggested was a lake tour motor vessel.

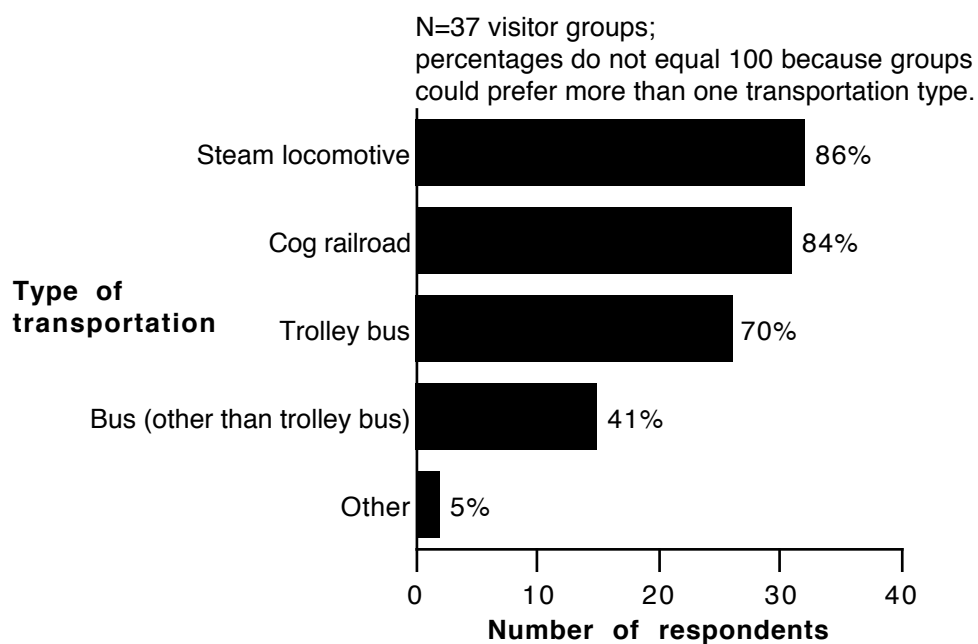
Visitors were then asked whether they wanted to have a tour guide aboard on the type of public transportation that they were willing to ride. As shown in Table 13, most visitor groups wanted to have a tour guide aboard on steam locomotive (88%) and cog railroad (87%). Trolley bus and other bus were not rated by enough visitors to provide reliable data.

The Cooperating Sites that visitor groups would like to be transported to by a public transportation included Porcupine Mountains, Delaware Mine, Hanka Homestead, Eagle River, Copper Harbor, Fort Wilkins, Quincy Mine, Houghton County Historical Museum, Calumet Unit, A. E. Seaman Mineral Museum, Michigan Technology University, McLain State Park, and an all day tour around the park.

If alternative transportation were offered to outlying sites, such as Fort Wilkins State Park, Old Victoria, and Porcupine Mountains Wilderness State Park, 53% of visitor groups would be willing to use that transportation (see Figure 85). However, 28% were not willing and 20% were “not sure.”

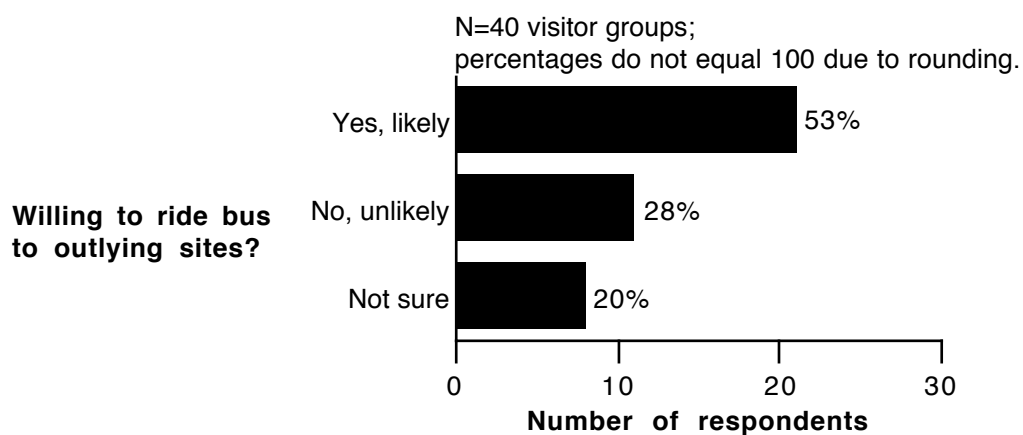


**Figure 83: Visitor willingness to use public transportation to tour park**



**Figure 84: Preferred types of transportation**

<b>Table 13: Visitor preference about having tour guide aboard on public transportation</b> N=number of respondents				
Type of transportation	N	Tour guide aboard? (%)		
		Yes	No	Not sure
Trolley bus <b>CAUTION!</b>	25	92	0	8
Bus (other than trolley bus) <b>CAUTION!</b>	14	86	7	7
Steam locomotive	32	88	3	9
Cog railroad (between Calumet Welcome Center and Quincy Mine Hoist)	31	87	0	13
Other <b>CAUTION!</b>	2	50	0	50

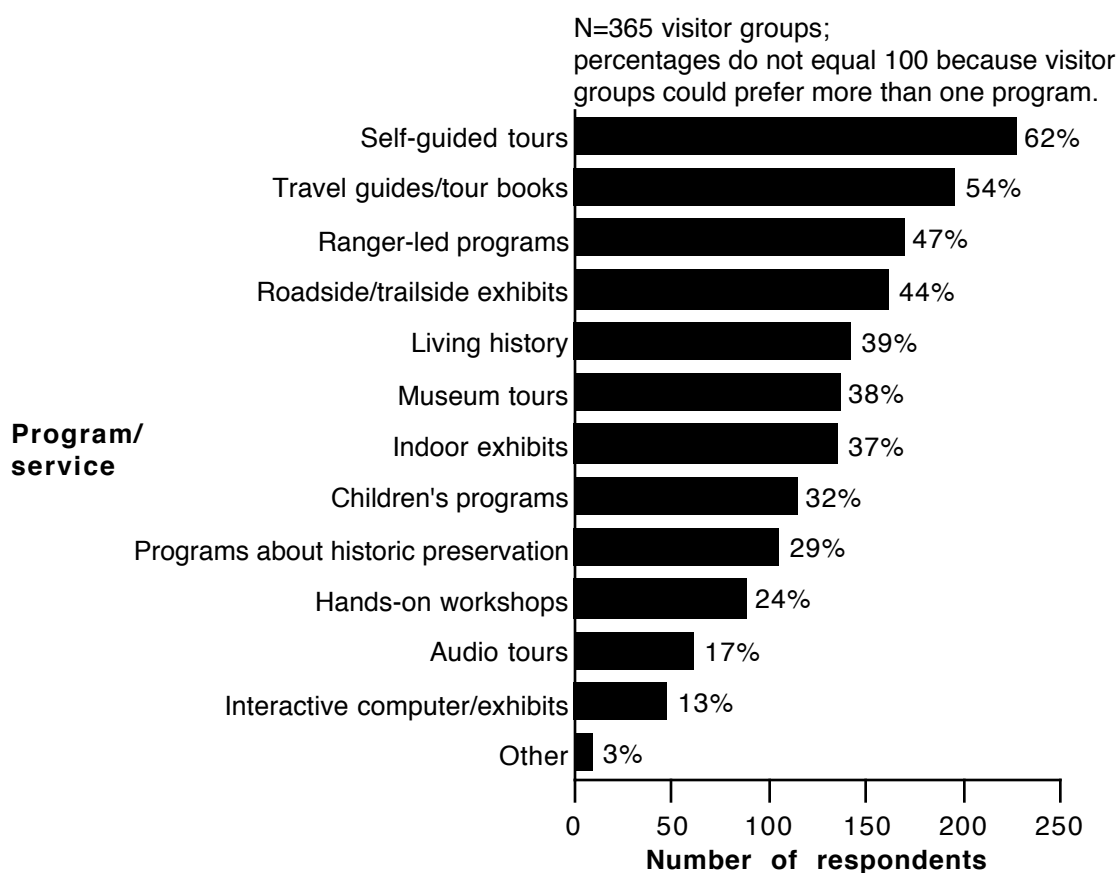


**Figure 85: Visitor willingness to ride alternative transportation to outlying sites**



**Interpretive programs/services preference**

On a future visit to Keweenaw NHP, the interpretive programs/services that most visitor groups would like to have available included self-guided tours (62%), travel guides/tour books (54%), and ranger-led programs (47%), as shown in Figure 86. The least preferred programs/services were interactive computer/exhibits (13%) and audio tours (17%). “Other” interpretive programs/services included the park website with links to all Cooperating Sites, lighthouses, and workshops on historic preservation techniques, and walks/talks on natural and historic trails.

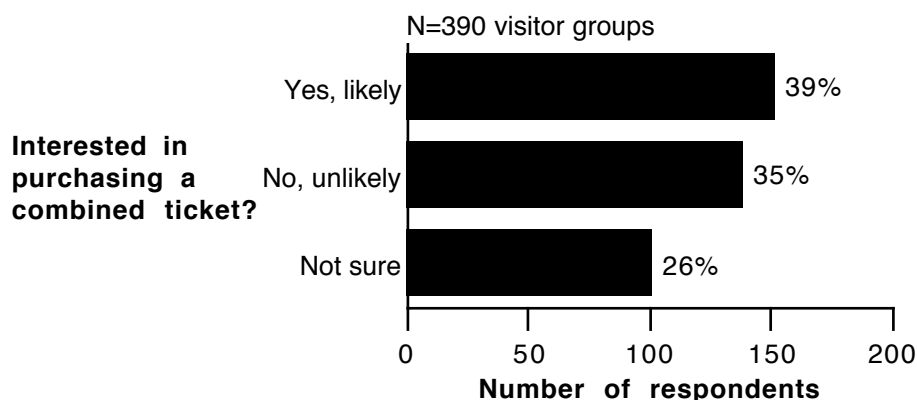
**Figure 86: Interpretive programs/services**

### Opinion about fees

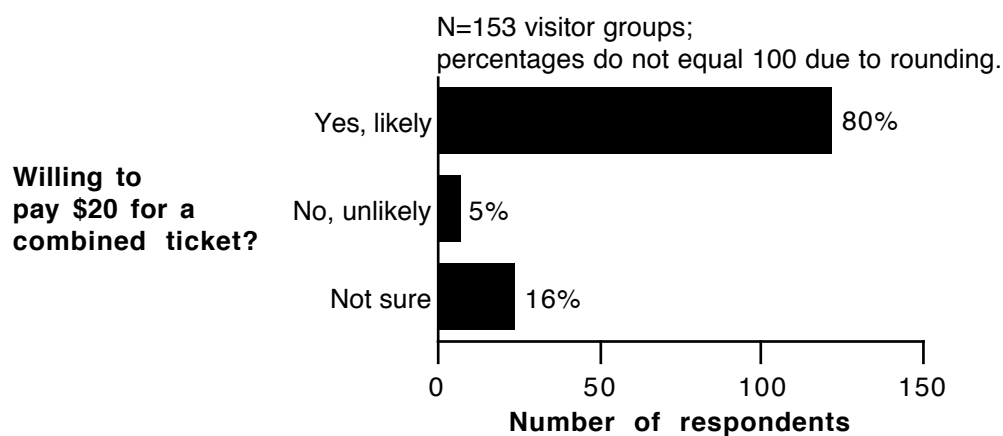
Currently, visitors have to pay entrance fees at some locations of Keweenaw NHP including the 17 NPS Cooperating Sites. Visitor groups were asked for their opinion about several fee combinations that would eliminate paying fees at each location. Thirty-nine percent of visitor groups would be likely to purchase a combined ticket to enter up to five Cooperating Sites located in the Quincy or Calumet Units, while 35% were not interested and 26% were “not sure,” as shown in Figure 87.

The current total entrance fee to visit the five Cooperating Sites in the Quincy and Calumet Units is approximately \$23/adult. Most visitor groups (80%) would be willing to pay \$20/adult for a combined ticket, 16% were “not sure,” and 5% were not interested (see Figure 88).

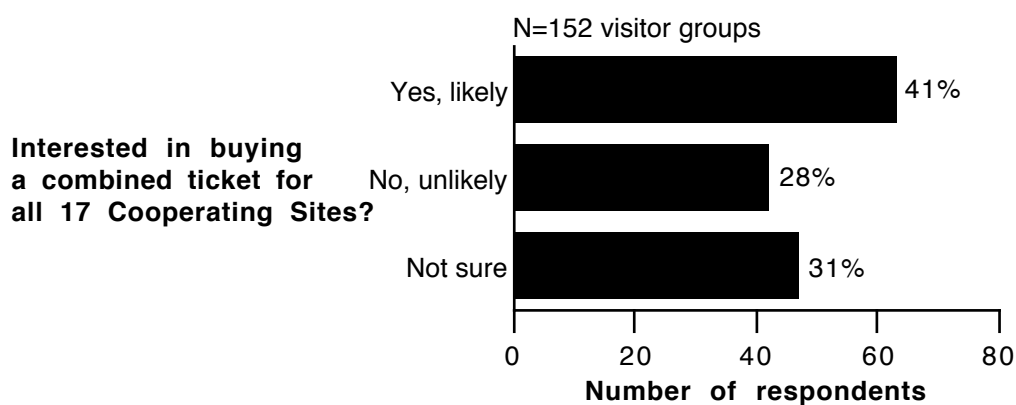
Forty-one percent of visitor groups were interested in buying a combined ticket for admission to all of the 17 Cooperating Sites (see Figure 89). However, 31% were “not sure” and 28% were not interested.



**Figure 87: Visitor groups interest in purchasing a combined ticket to enter up to five of the Cooperating Sites**



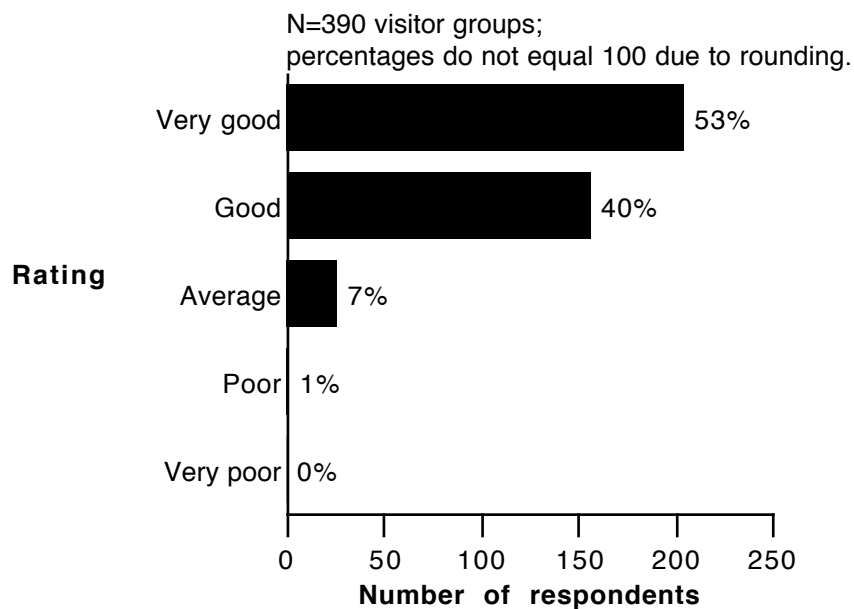
**Figure 88: Visitor groups interest in paying \$20/adult for a combined ticket to visit five Cooperating Sites**



**Figure 89: Visitor groups interest in purchasing a combined ticket to visit all of the 17 Cooperating Sites**

**Overall quality of visitor services**

Visitor groups were asked to rate the overall quality of visitor services on this visit to Keweenaw NHP. Most visitor groups (93%) rated the overall quality as “very good” or “good,” as shown in Figure 90. However, 1% of visitor groups rated the overall quality as “poor.”



**Figure 90: Overall quality of visitor services**

### What visitors liked most

Eighty-six percent of visitor groups (N=345 groups) provided comments about what they liked most about this visit to Keweenaw NHP. Table 14 lists these comments and complete copies of visitor responses are contained in the appendix.

**Table 14: What visitors like most**

N=504 comments;

Some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>INTERPRETIVE SERVICES</b>	
Quincy Mine tour	24
History information	32
Learning experience	13
Availability of information	13
Interpretive programs	9
Mineral Museum	5
<b>RESOURCE MANAGEMENT</b>	
Lighthouses	20
Copper mines	19
Lakes	19
Fort Wilkins	18
Beaches	17
McLain State Park	11
Calumet Theatre	9
Waterfalls	7
Copper Harbor	7
Clean air	3
<b>FACILITIES/MAINTENANCE</b>	
Well maintained park	12
Good campsites	11
Not overly developed	8
Historic buildings	6
Clean park	5
Brockway Mountain Drive	4
Board walk for handicapped people	2
Other comments	3

---

**Table 14: What visitors liked most  
(continued)**

Comment	Number of times mentioned
<b>GENERAL COMMENTS</b>	
Natural beauty	55
Scenic views/scenery	55
Quietness/peacefulness/relaxing atmosphere	24
Going underground into the mine	11
Hiking	12
Not too crowded	7
Everything	7
Friendly people	6
Being outdoors	5
Swimming	3
Rock hunting	3
Nice weather	3
Wildlife	3
Being together with friends/family	3
Eating thimbleberries	2
Variety of things to do	2
Other comments	26

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### What visitors liked least

Fifty-five percent of visitor groups (N=222 groups) responded to the question, "What did you like least about your visit to Keweenaw NHP?" Their comments are listed in Table 15 and complete copies of visitor responses are contained in the appendix.

**Table 15: What visitor liked least**

N=224 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Rude staff	2
<b>INTERPRETIVE SERVICES</b>	
Poor road signage	13
No costumed demonstrations	5
Opening hours should be earlier	2
Park should open longer hours	2
Poor trail marking	2
Poor map	2
Other comments	9
<b>FACILITIES/MAINTENANCE</b>	
Traffic delayed due to road construction (Route 41 near Quincy Unit)	10
Limited variety of food choice/restaurants	7
Smelly pit toilets	7
Not enough bathrooms	5
Campsites too close to each other	5
Lack of trash receptacles	3
Rough roads	3
Other comments	10
<b>POLICIES/MANAGEMENT</b>	
High entrance fees	4
Confusing about partnership park	3

---

**Table 15: What visitors liked least  
(continued)**

Comment	Number of times mentioned
<b>GENERAL COMMENTS</b>	
Nothing to dislike	36
Bugs/insects	21
Long drive to park	14
Lack of time to do more	10
Irresponsible visitors	9
Commercialized development of the area	5
Long drive from one site to another	5
Bad weather	4
Unable to get internet connection	2
Intruding development blocking the view	2
Empty storefronts at Calumet	2
Other comments	17

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### Planning for the future

Visitor groups were asked to provide suggestions for the future of Keweenaw NHP. Fifty-five percent of visitor groups (N=222 groups) responded to this question. A summary of their responses is listed below in Table 16 and complete copies of visitor responses are contained in the appendix.

**Table 16: Planning for the future**

N=269 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Comments	3
<b>INTERPRETIVE SERVICES</b>	
Advertise, let public know more about park	17
Complete map/brochure including all 17 sites	9
More hands-on activities	8
More information about cooperative park concept	7
More ranger-guided tours	7
More re-enactment/ranger-in-costume demonstrations	6
Add central visitor center for all sites	5
More interpretive signs/boards	5
More materials for self-guided tours	5
Story telling program	2
More historic photos	2
Continue educating visitors about significance of park	2
Improve website	2
Other comments	9
<b>FACILITIES/MAINTENANCE</b>	
Better road signage	14
Add food court/restaurants	9
More campsites	9
Preservation of historic buildings	5
More hiking trails	4
Add ramps/lift for handicapped persons	4
More modern facilities in park	4
Road maintenance	4
Plant more trees to provide shaded rest areas	3
Improve trail markings	2
More parking	2
Add a gas station	2
Add shower in campgrounds	2
Other comments	10

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**Table 16: Planning for the future  
(continued)**

Comment	Number of times mentioned
<b>RESOURCE MANAGEMENT</b>	
Preserve more sites	10
Keep it as is, don't commercialize the park	10
Protect the natural environment	6
Link between preservation of historical and natural resources	5
Trim down bushes/small trees blocking the view	2
Other comment	1
<b>POLICIES/MANAGEMENT</b>	
Continue on preservation of history	10
Expand park boundary along lakeshore	5
Purchase more land around park	5
Working with local businesses to promote the area	5
Combined ticket for all sites	4
Increase funding for park	3
Don't overcharge, make it accessible for all	3
Lower entrance fee for large family/group	2
Other comments	8
<b>GENERAL COMMENTS</b>	
Keep up the good work	7
Other comments	15

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<b>Additional comments</b>
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Forty percent of visitor groups (N=162) wrote additional comments. Their comments about Keweenaw NHP are summarized below (see Table 17). Complete copies of visitor comments are included in the appendix.

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**Table 17: Additional comments**

N=219 comments

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Park staff were friendly and helpful	11
Tour guides/interpreters were very knowledgeable	8
<b>INTERPRETIVE SERVICES</b>	
Very informative and educational	11
Provide a comprehensive brochure/booklet that shows all sites	2
Advertise – let more people know about park	3
Other comments	7
<b>FACILITY/MAINTENANCE</b>	
Add some modern facilities in the area (restaurant, RV hook-up campground, lodging, stores)	5
Improve road signage	4
Very well kept	4
Add running water at campgrounds	3
Very good campgrounds	2
Add gift shop with more items	2
Excellent hiking trails	2
Other comments	3
<b>RESOURCE/MANAGEMENT</b>	
Preservation for future generation	6
Preserve historic buildings	3
Other comments	3
<b>POLICIES/MANAGEMENT</b>	
Keep commercialized development out of the area	6
Partnership park is a good idea	4
Other comments	3

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**Table 17: Additional comments  
(continued)**

Comment	Number of times mentioned
<b>GENERAL COMMENTS</b>	
Enjoyed our visit	27
Beautiful	21
Will come back to explore more	17
Love it	13
We visit frequently and there are always things to do	8
Unique combination of historic and natural beauty	7
Never knew it was a national park	5
Wish we had more time	4
Will tell others about this treasure	3
Impressed with the northern lights	2
Other comments	16

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## ADDITIONAL ANALYSIS

### Keweenaw National Historical Park VSP Report 158

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address, and phone number in the request.

- |  |  |  |
|--|--|--|
| • Awareness of park existence                        | • Number of days spent at selected sites | • Visitors with disabilities   |
| • Sources of information prior to visit              | • Importance of site visited             | • Opinion about public transportation system                           |
| • Visitor groups received needed information         | • Quality of site visited                | • Learning preference  |
| • Visitor understanding of park partnership concept  | • Importance of selected park attributes | • Opinion about combined ticket options                                |
| • Primary reasons for visiting the area              | • Visitor service/facility used          | • Total expenditures   |
| • Highways used to arrive at park                    | • Importance of visitor service/facility | • Expenditures in Calumet Unit   |
| • Places visited before and after visiting the park  | • Quality of visitor service/facility    | • Expenditures in other Cooperating Sites                              |
| • Activities participated in during this visit       | • Group type                             | • Expenditures in Quincy Unit  |
| • Length of visiting the area                        | • Group size                             | • Number of adults covered by expenses                                 |
| • Number of nights stayed away from home in the area | • Number of vehicles                     | • Number of children covered by expenses                               |
| • Type of lodging                                    | • Age                                    | • Visitor understanding of park significance as a result of this visit |
| • Sites visited                                      | • Zip code/state of residence            | • Overall quality  |
| • Number of hours visited each site                  | • Number of visits in lifetime           |  |

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## QUESTIONNAIRE





## VISITOR SERVICES PROJECT PUBLICATIONS

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

### 1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

### 1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

### 1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

### 1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

### 1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

### 1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

### 1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

### 1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

### 1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

### 1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

### 1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

## VISITOR SERVICES PROJECT PUBLICATIONS (continued)

**1994**

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

**1995**

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

**1996**

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

**1997**

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

**1998**

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

**1999**

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

**2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

**2001**

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

## **VISITOR SERVICES PROJECT PUBLICATIONS (continued)**

### **2002**

- 131. Everglades National Park
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

### **2003**

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)


### **2004**

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument and Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park

For more information about the Visitor Services Project, please visit the University of Idaho, Park Studies Unit website: <a href="http://www.psu.uidaho.edu">www.psu.uidaho.edu</a>
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