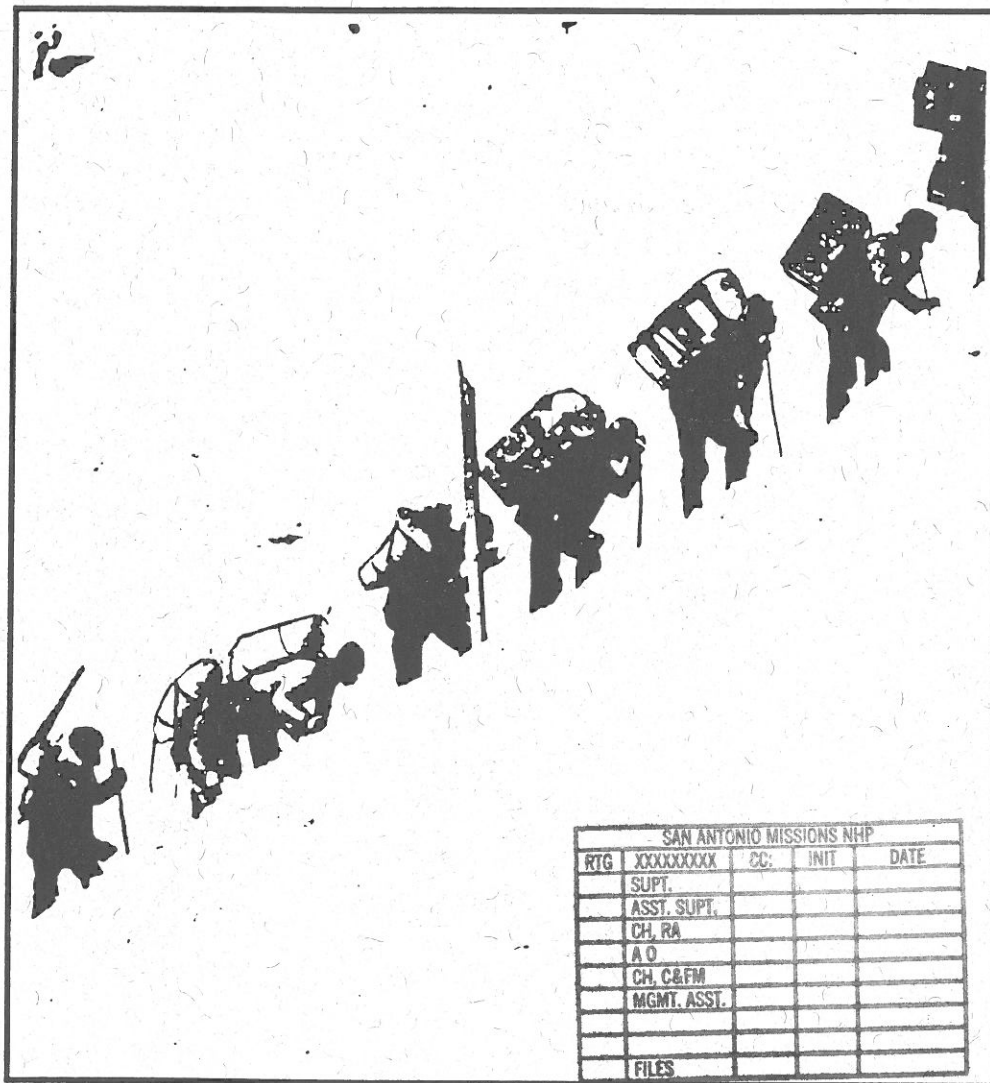
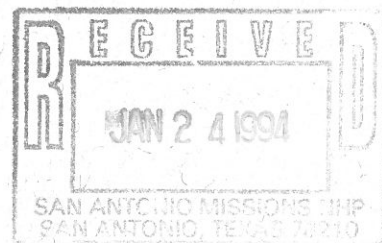


Visitor Services Project Klondike Gold Rush National Historical Park

Skagway, Alaska



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Visitor Services Project Report 52
Cooperative Park Studies Unit



University of Idaho



Visitor Services Project

Klondike Gold Rush National

Historical Park

Skagway, Alaska

Margaret Littlejohn

Report 52

March 1993

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Stuart Leidner and the staff at Klondike Gold Rush National Historical Park, Skagway, Alaska, 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.

Visitor Services Project
Klondike Gold Rush National Historical Park
Skagway, Alaska

Report Summary

- This report describes the results of a visitor study at Klondike Gold Rush National Historical Park during July 25-31, 1992. A total of 491 questionnaires were distributed and 411 returned, an 84% response rate.
- This report profiles Klondike Gold Rush visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in families (44%) or in guided tour groups (22%). Forty-five percent of visitors were in groups of two and 21% in groups of eleven or more. Fifty-eight percent of visitors were 51-70 years old. Most (91%) were first time visitors to Klondike Gold Rush.
- Visitors from foreign countries comprised 21% of the visitation, with 65% of the international visitors from Canada and 10% from Australia. United States visitors came from California (18%), with smaller numbers from 45 other states.
- Most visitors (67%) spent less than one day at Klondike Gold Rush. Most visitors shopped for souvenirs or gifts (89%), ate in a restaurant or cafe (64%) and used the city walking tour (53%). The most-visited park sites were the Depot/Klondike Gold Rush Visitor Center (85%), the Mascot Saloon (67%) and Moore Buildings (55%).
- The majority of visitors (81%) were not aware of Klondike Gold Rush prior to their visit. Most (55%) received no park information prior to their visit. The most used forms of transportation visitors used to get to and from the Skagway area were cruise ships, ferry and RVs. Almost half (49%) of visitors said their primary reason for visiting the Skagway area was that they were on a package tour.
- The most used interpretive visitor services were visitor center exhibits (69%), visitor center restrooms (57%) and park brochure/map (53%). The most important services were Mascot Saloon restrooms, visitor center orientation film and schedule of ranger/park activities. The highest quality services were the visitor center orientation film, visitor center information desk personnel and Mascot Saloon restrooms.
- In the Skagway area, the average visitor group expenditure was \$309 during this visit; the average per capita expenditure was \$102.
- Most visitors (81%) did not visit Dyea during this trip. Those visiting Dyea went to the historic townsite (61%), Chilkoot Trailhead (55%) and Slide Cemetery (48%).
- Visitors made many additional comments.

For more information about the Visitor Services Project, please contact
Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative
Park Studies Unit, College of Forestry, Wildlife and Range Sciences,
Moscow, Idaho 83844-1133 or call (208) 885-7129.

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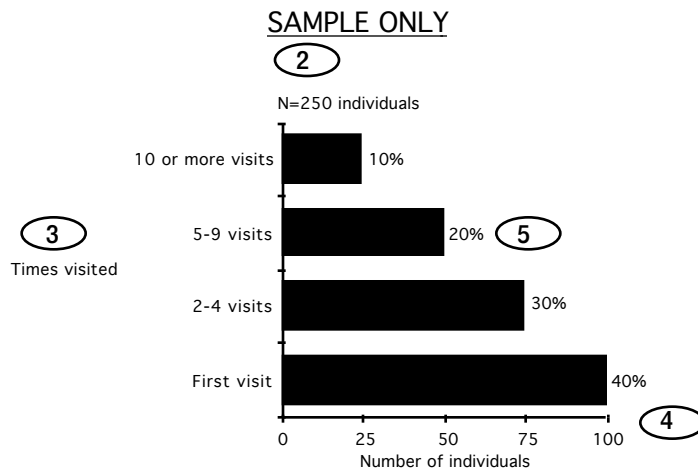
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INTRODUCTION

This report describes the results of a study of visitors at Klondike Gold Rush National Historical Park, Skagway, Alaska (referred to as "Klondike Gold Rush, Skagway, Alaska"). This visitor study was conducted July 25-31, 1992 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

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



(1) 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 visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
 - 3: Vertical information describes categories.
 - 4: Horizontal information shows the number or proportions in each category.
 - 5: In most graphs, percentages provide additional information.
-

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Klondike Gold Rush National Historical Park, Skagway, Alaska, during July 25-31, 1992. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design and administration

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they walked past two National Park Service buildings in the historic district of Skagway: the Klondike Gold Rush Visitor Center/Depot and the Mascot Saloon.

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

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.

Data analysis

Returned questionnaires were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

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 391 groups, Figure 3 presents data for 1025 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,
missing data
and
reporting
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 411 questionnaires were returned, Figure 1 shows data for only 391 respondents.

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

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

Limitations

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 as they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 25-31, 1992. The results do not necessarily apply to visitors using other sites in the park or 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.

The weather was quite cool and rainy during the week of July 25-31, 1992, which may have affected the numbers of visitors visiting Skagway.

**Special
Conditions**

RESULTS

Visitors contacted

Five hundred sixty-two visitor groups were contacted; 87% accepted questionnaires. Four hundred eleven visitor groups completed and returned their questionnaires, an 84% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias for group size was significant. We believe this is due to visitors responding accurately in the initial interview to the size of their social group (family, friends, and so forth) and over-reporting it in the written questionnaire (using cruise ship group size). This bias, due to questionnaire design, should not effect the data.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	491	55.3	404	56.2
Group size	491	9.9	391	17.3

Demographics

Group sizes varied from one person to 600 people (see Figure 1). More Klondike Gold Rush visitors (45%) came in groups of two people, 21% came in groups of eleven or more. Forty-four percent of visitors came in family groups, while 22% came in guided tour groups, as shown in Figure 2. "Other" groups listed were RV caravans and folk dance groups.

Figure 3 shows varied age groups; the most common were visitors aged 51-70 (58%). Most visitors (91%) were first time visitors to Klondike Gold Rush (see Figure 4).

Visitors from foreign countries comprised 21% of all visitation. Map 1 and Table 2 show that most international visitors came from Canada (65%) and Australia (10%). Most United States visitors came from California (18%), with smaller proportions from many other states (see Map 2 and Table 3).

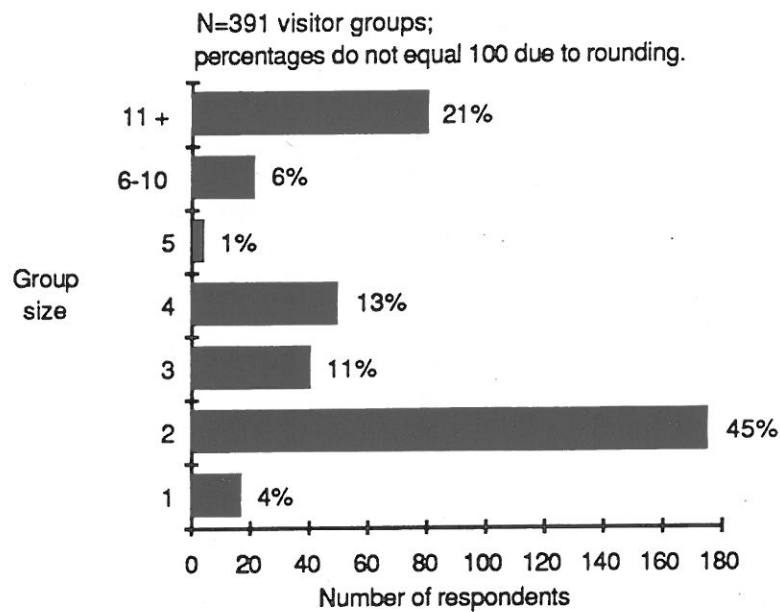


Figure 1: Visitor group sizes

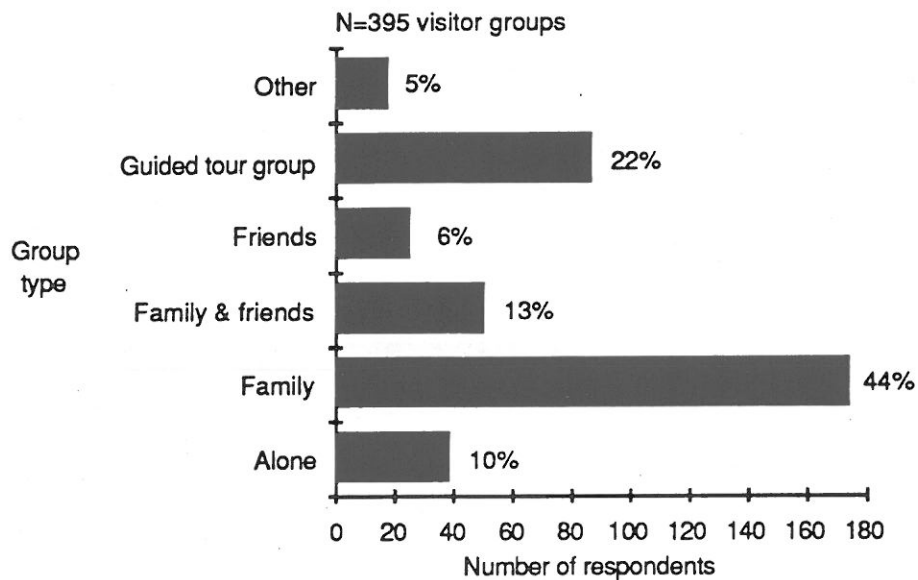


Figure 2: Visitor group types

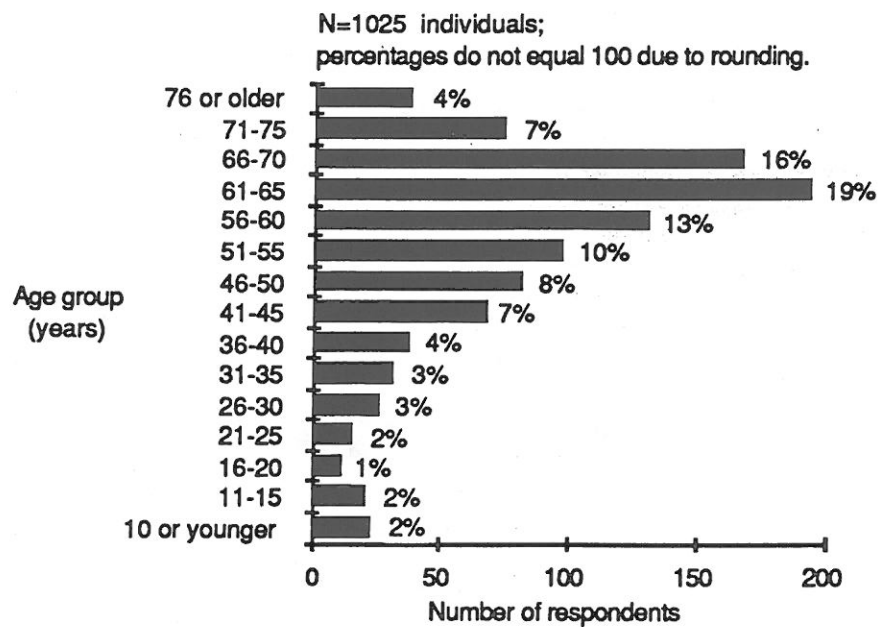


Figure 3: Visitor ages

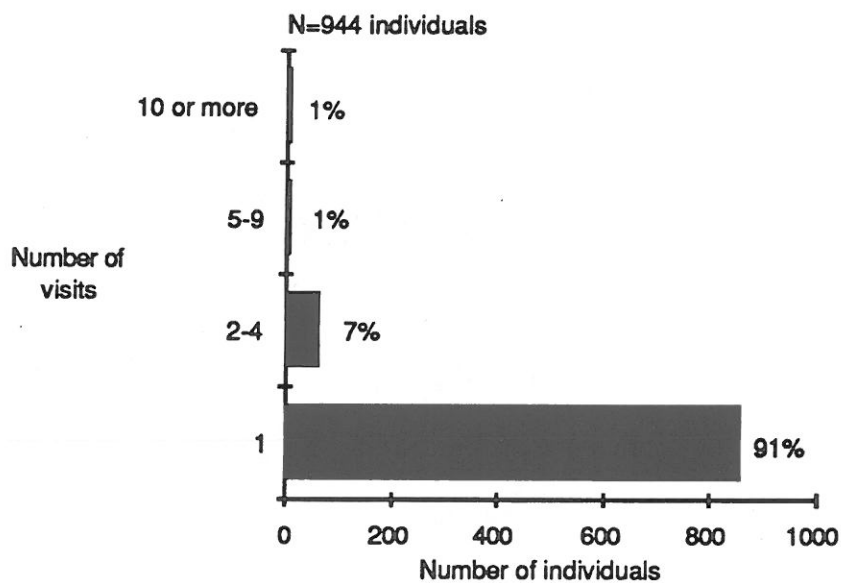


Figure 4: Number of visits

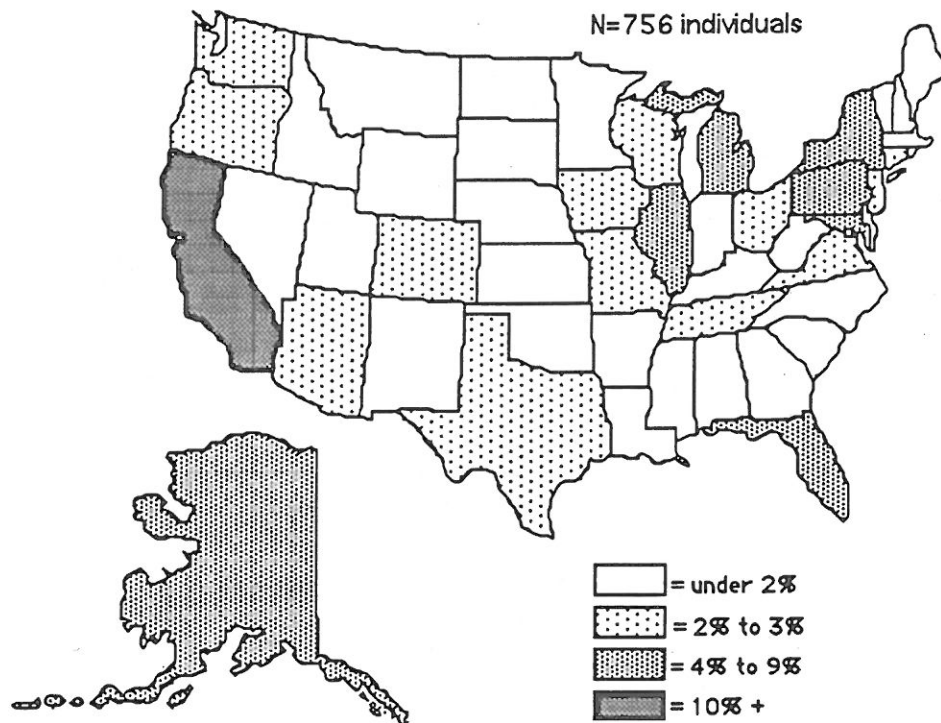


Map 1: Proportion of international visitors by country

Table 2: International visitors by country of residence

N=196 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of international visitors
Canada	127	65
Australia	19	10
Switzerland	14	7
Great Britain	13	7
Germany	11	6
France	2	1
Holland	2	1
Mexico	2	1
Norway	2	1
Africa	1	1
Japan	1	1
New Zealand	1	1
Sweden	1	1



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=756 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of U.S. visitors
California	134	18
Florida	47	6
Illinois	41	5
Michigan	35	5
Pennsylvania	33	4
Alaska	29	4
New York	29	4
Maryland	28	4
Washington	25	3
Colorado	23	3
Texas	23	3
New Jersey	22	3
Ohio	22	3
Oregon	21	3
Connecticut	20	3
Missouri	18	2
Virginia	18	2
Wisconsin	16	2
Tennessee	13	2
Arizona	12	2
Other states (26)	147	19

Sixty-seven percent of Klondike Gold Rush's visitors stayed less than one day (see Figure 5). Of the visitors who spent less than one day, over one third (36%) spent 7 hours or more, as shown in Figure 6.

Length of stay

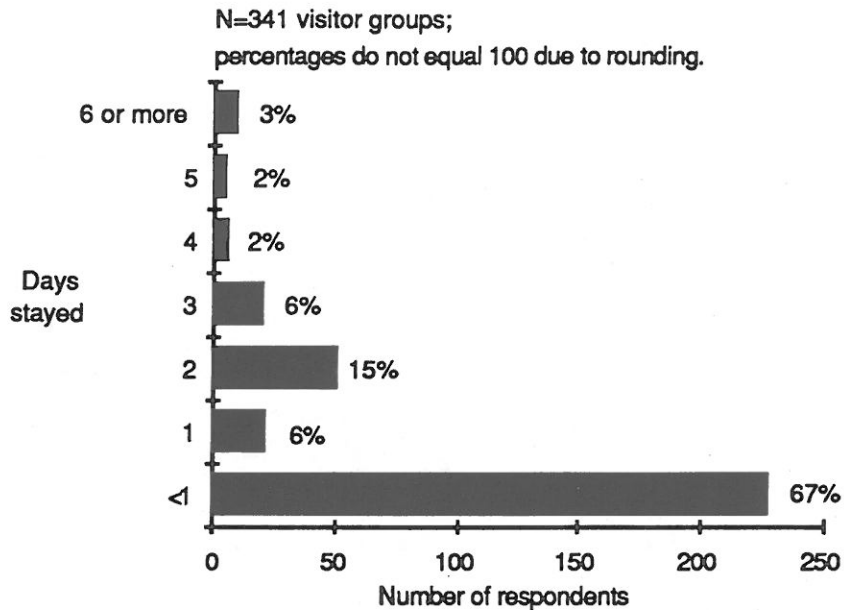


Figure 5: Length of stay (days)

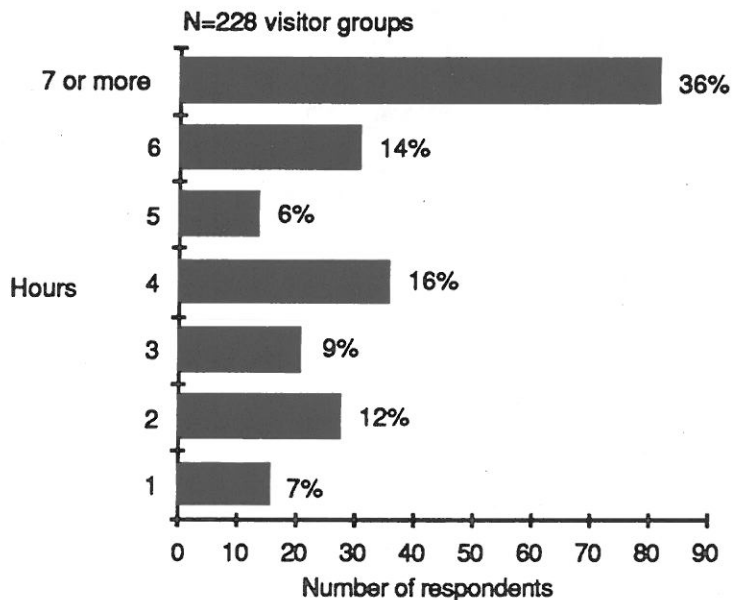


Figure 6: Length of stay (less than one day)

Activities

Figure 7 shows the proportion of visitor groups who participated in various activities during their visit. Common activities were shopping for souvenirs or gifts (89%), eating in a restaurant or cafe (64%), using the city walking tour brochure (58%), shopping for groceries (36%), taking the train to White Pass and back (35%) and viewing wildlife (34%). Some visitors (16%) described "other" activities they pursued, including seeing the "Days of 98" show, taking a van/bus ride to White Pass, visiting City Hall museum, taking a bus tour of the town, and taking a guided walking tour of town.

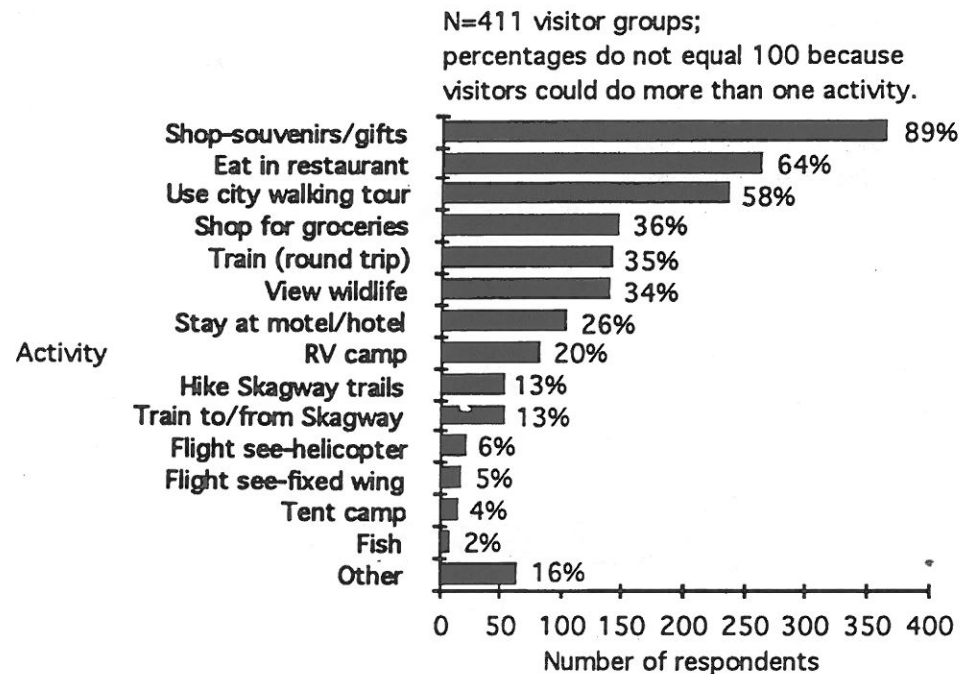


Figure 7: Visitor activities

Visitors were asked if prior to their visit, they were aware that Klondike Gold Rush National Historical Park existed. Eighty-one percent said they were not aware of the park prior to visiting (see Figure 8).

Knowledge of park's existence

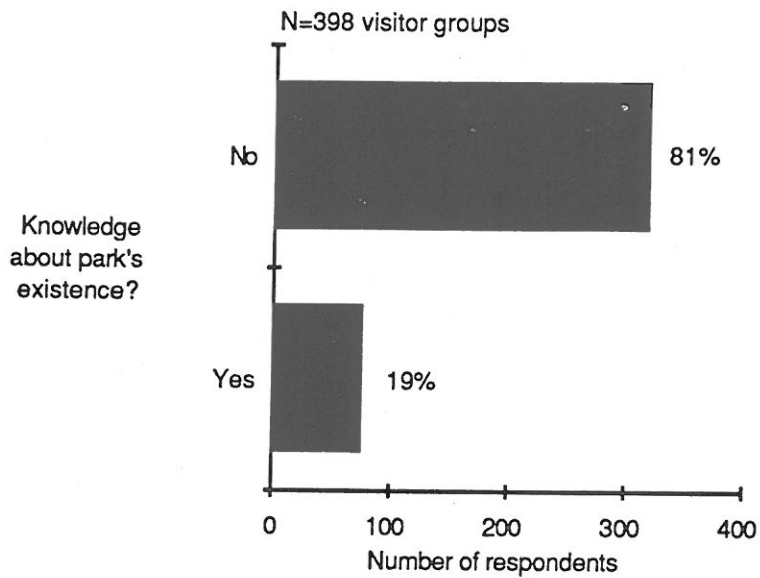
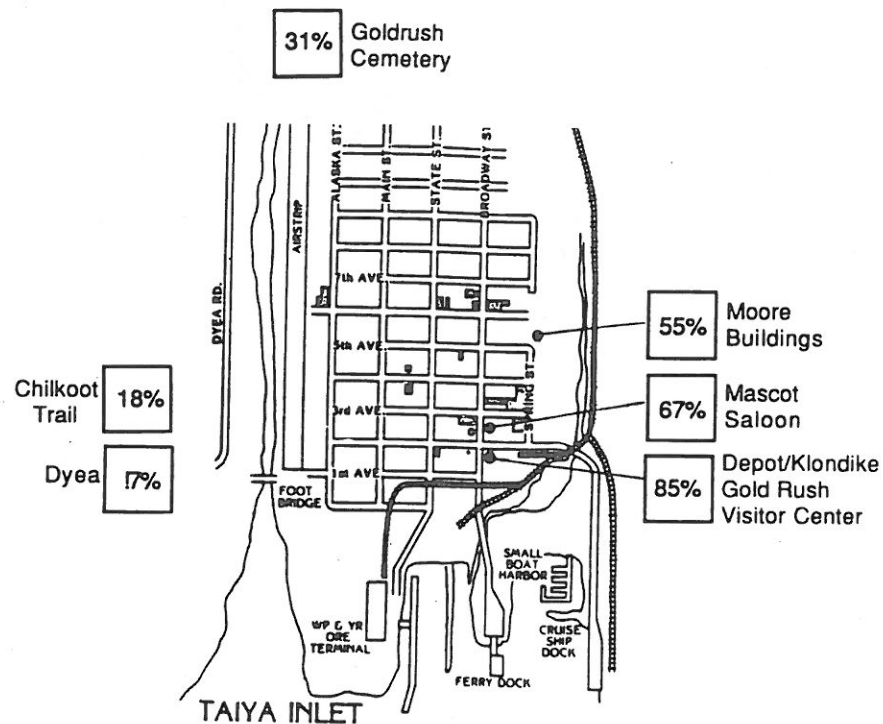


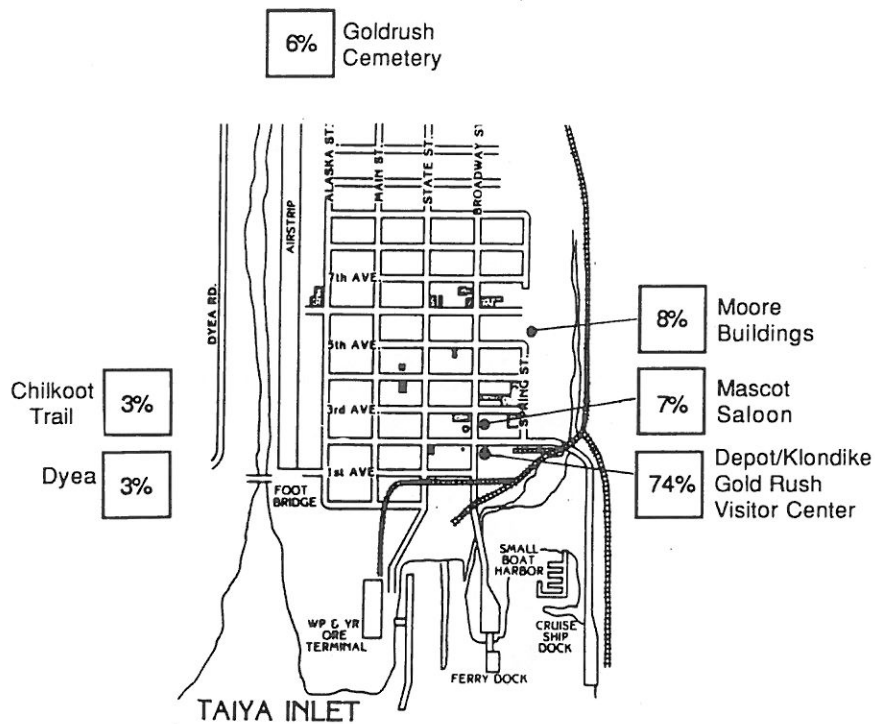
Figure 8: Knowledge of park's existence prior to visit

**Sites
visited**

Map 3 shows the proportion of visitor groups that visited selected sites at Klondike Gold Rush. Most visitors went to the Depot/Klondike Gold Rush Visitor Center (85%), Mascot Saloon (67%) and the Moore Buildings (55%), as shown in Map 3. Most visitors went first to the Depot/Klondike Gold Rush Visitor Center (74%), as shown in Map 4.

SKAGWAY

Map 3: Sites visited

SKAGWAY

Map 4: Proportion of visitors who visited each site first

Forms of transport to and from Skagway area

Visitors were asked what forms of transportation they used to get to and from the Skagway area. Many used a cruise ship (42%), ferry (24%) or RV (22%), as shown in Figure 9. "Other" forms of transportation listed included Haines water taxi, MV Fairweather, hiked/walked, taxi, boat, and motorcycle.

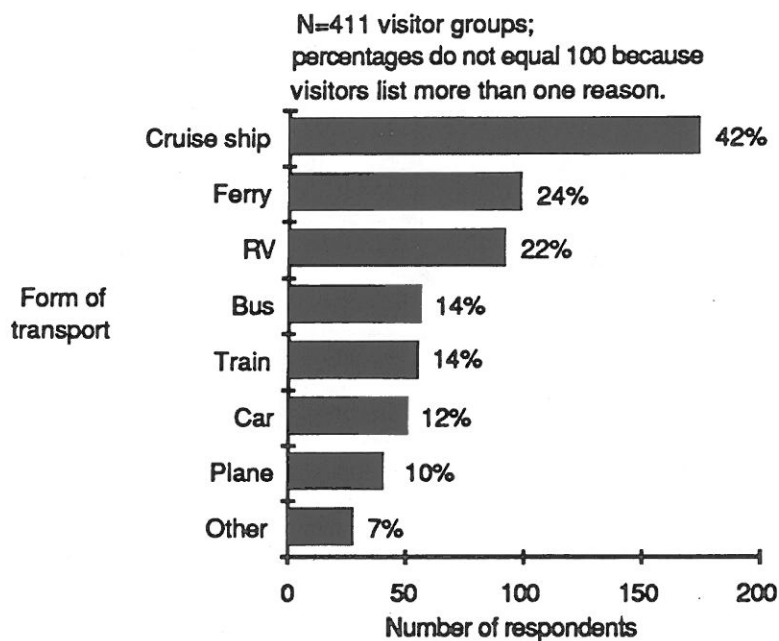


Figure 9: Forms of transportation used to get to and from Skagway area

**Map 4: Proportion of visitors who visited each site
first**

**Forms of
transport
to and
from
Skagway
area**

Visitors were asked what forms of transportation they used to get to and from the Skagway area. Many used a cruise ship (42%), ferry (24%) or RV (22%), as shown in Figure 9. "Other" forms of transportation listed included Haines water taxi, MV Fairweather, hiked/walked, taxi, boat, and motorcycle.

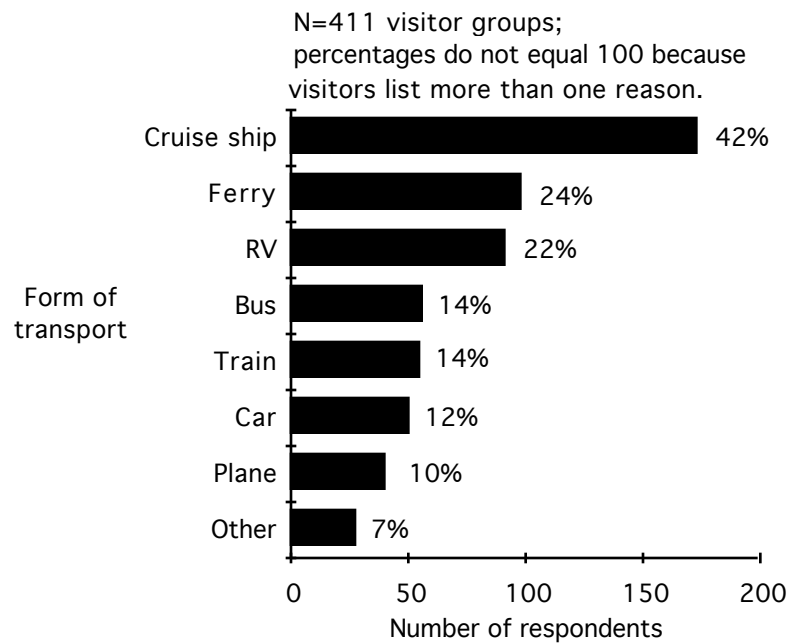


Figure 9: Forms of transportation used to get to and from Skagway area

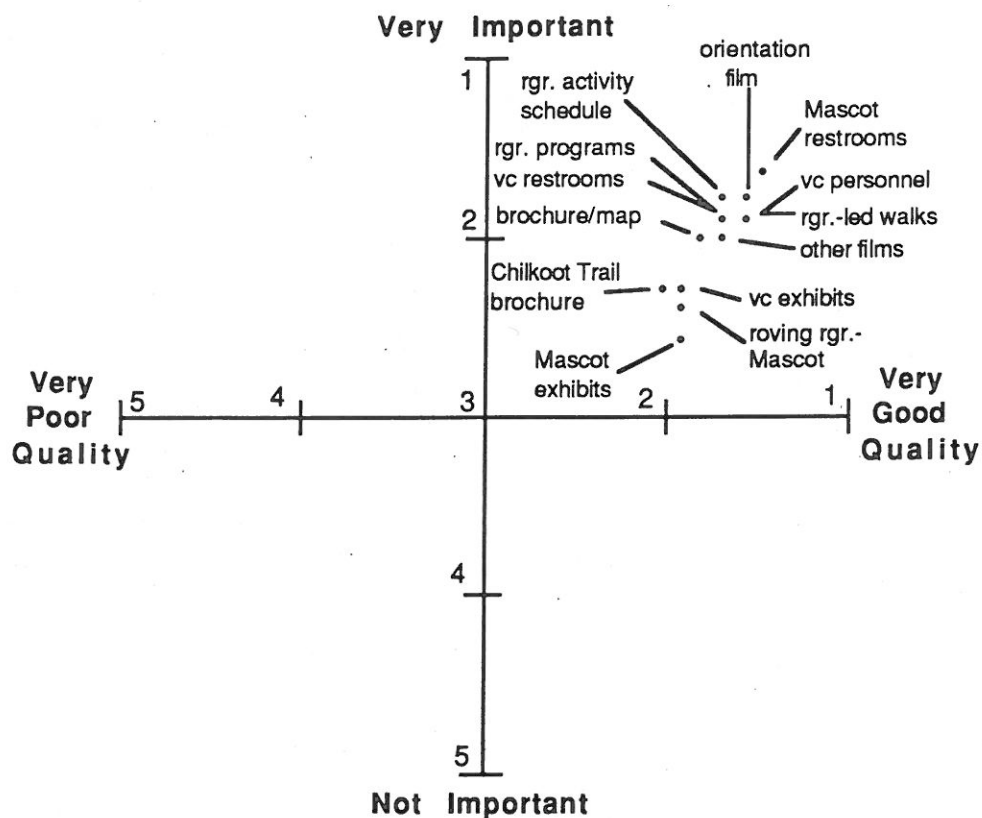


Figure 12: Average ratings of visitor services importance and quality

Figures 13-25 show that several services received the highest "very important" to "extremely important" ratings: Mascot Saloon restrooms (85%), visitor center orientation film (81%), and schedule of ranger/park activities (81%). The highest "somewhat important" to "not important" ratings were for the roving ranger at Mascot Saloon (20%) and the Mascot Saloon exhibits (19%).

Figures 26-38 show that several services were given high "good" to "very good" ratings: visitor center orientation film (89%), visitor center information desk personnel (86%), and Mascot Saloon restrooms (86%).

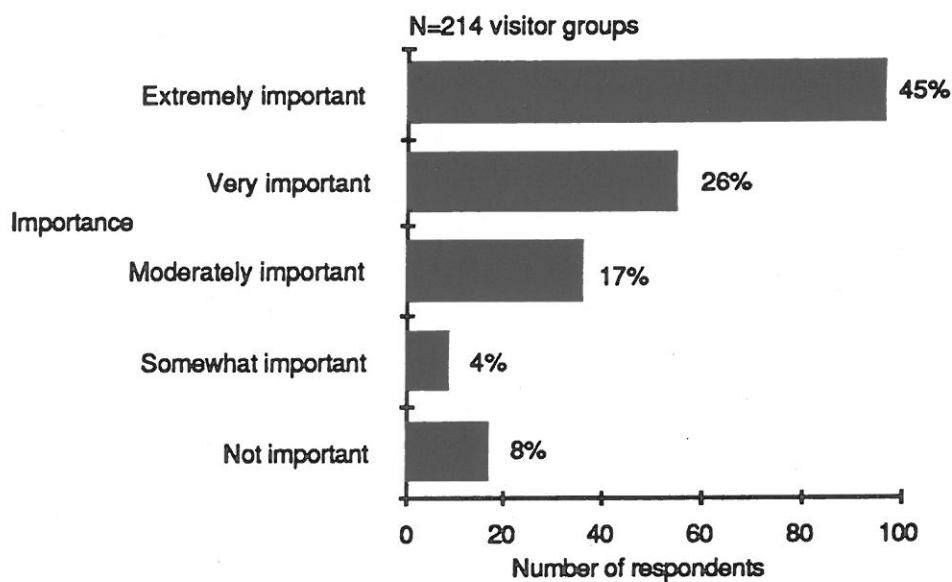


Figure 13: Importance of park brochure/map

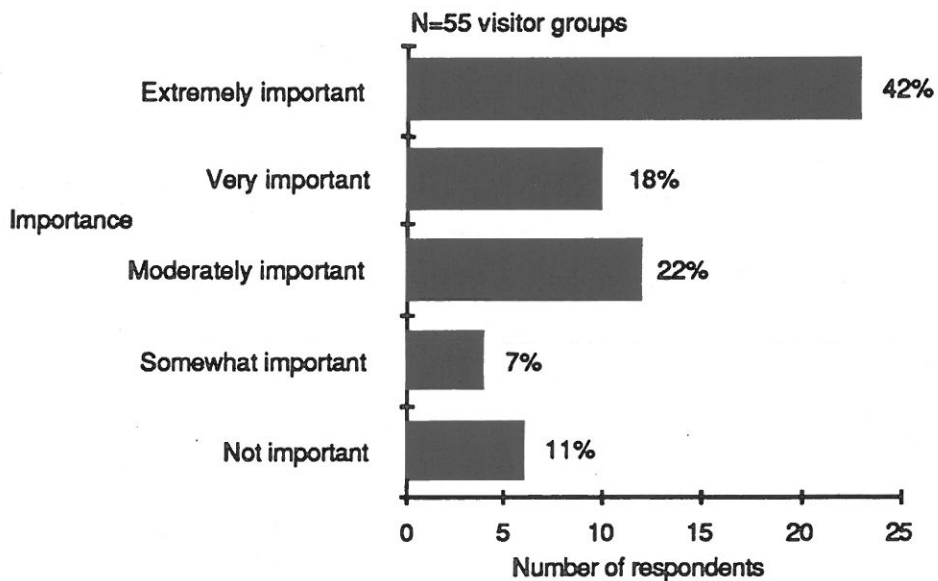


Figure 14: Importance of Chilkoot Trail brochure

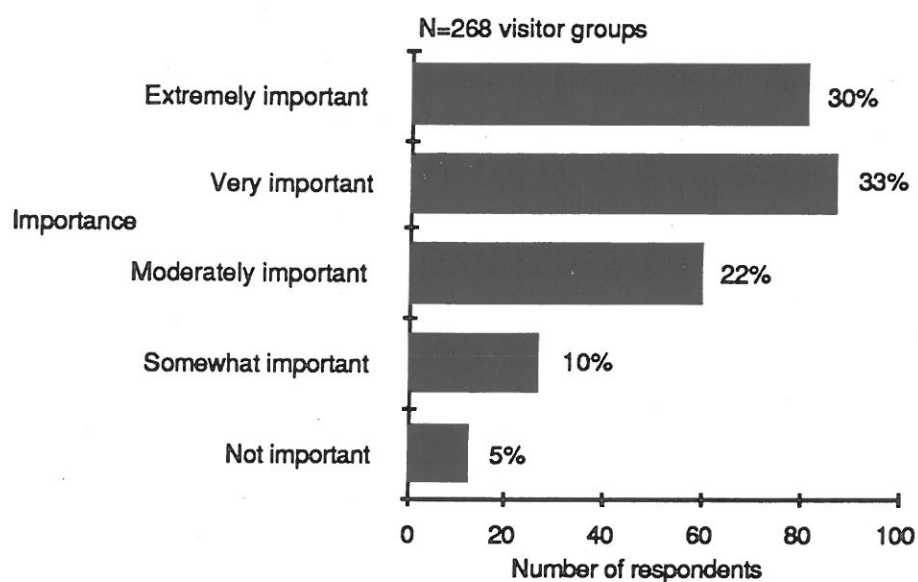


Figure 15: Importance of visitor center exhibits

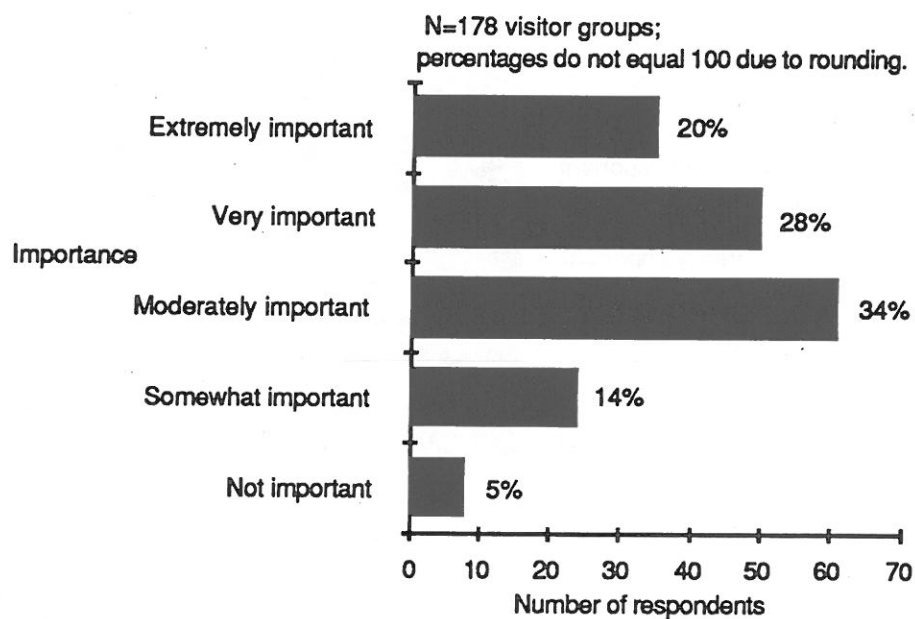


Figure 16: Importance of Mascot Saloon exhibits

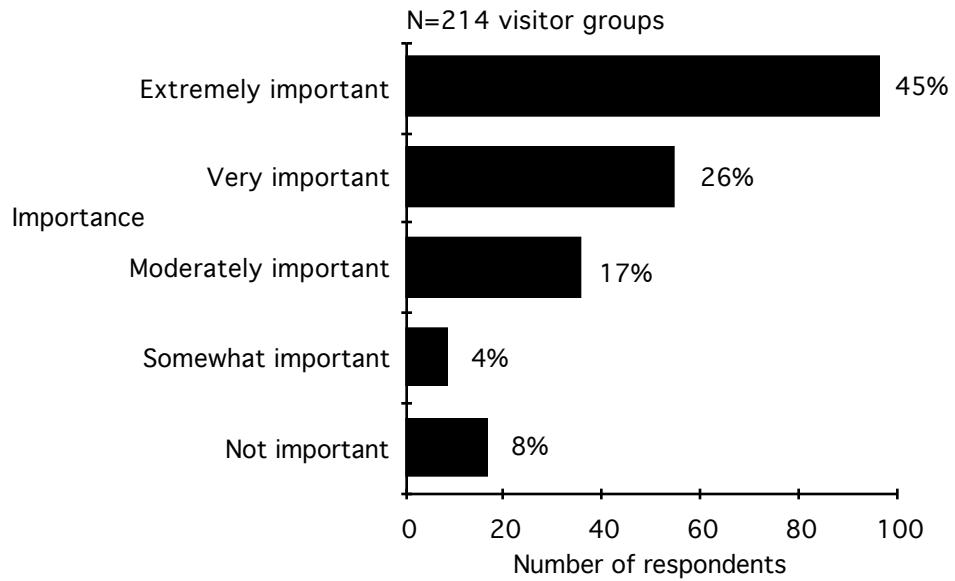


Figure 13: Importance of park brochure/map

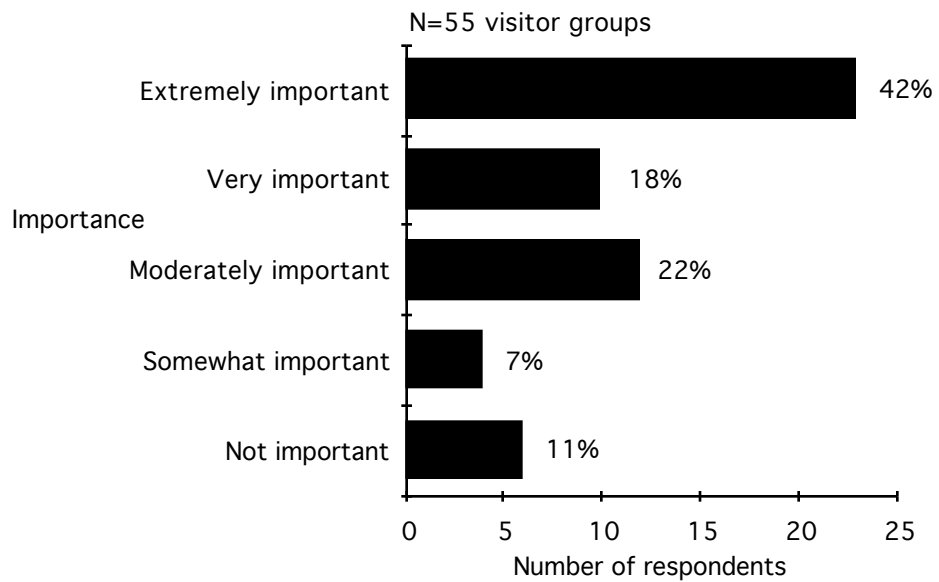


Figure 14: Importance of Chilkooot Trail brochure

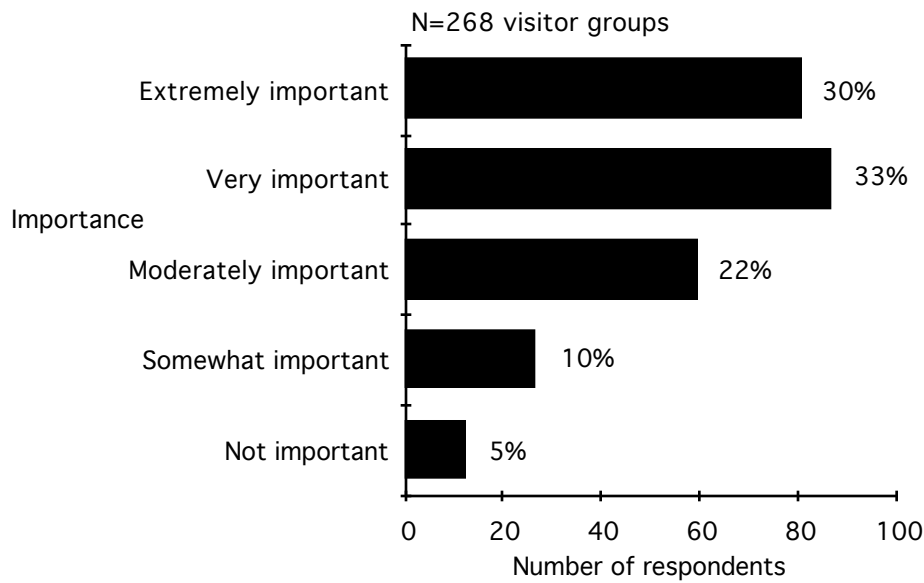


Figure 15: Importance of visitor center exhibits

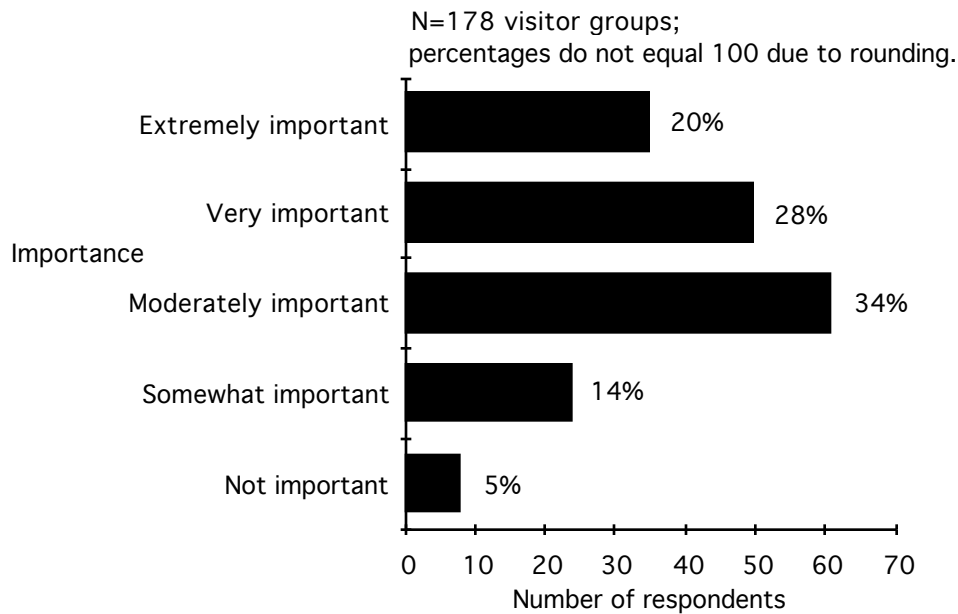


Figure 16: Importance of Mascot Saloon exhibits

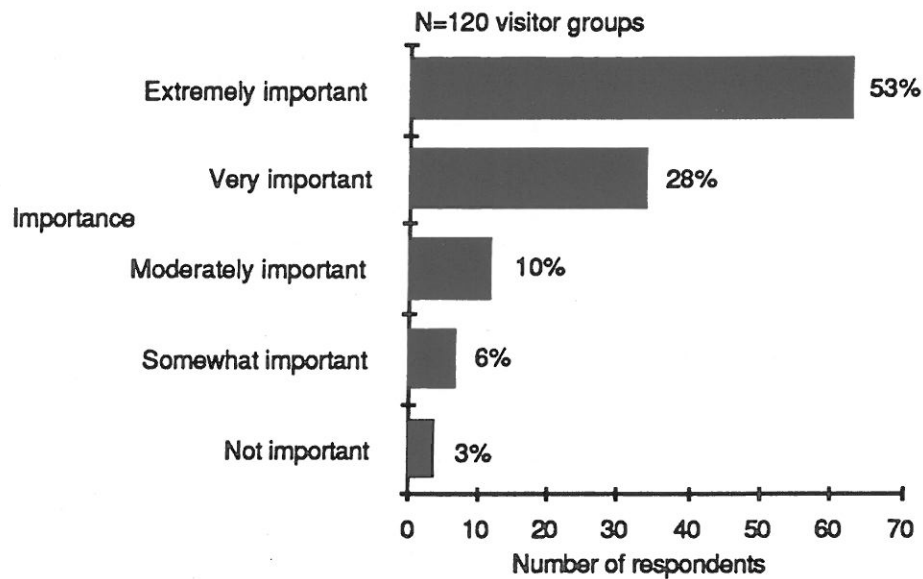


Figure 21: Importance of orientation film at Klondike Gold Rush visitor center

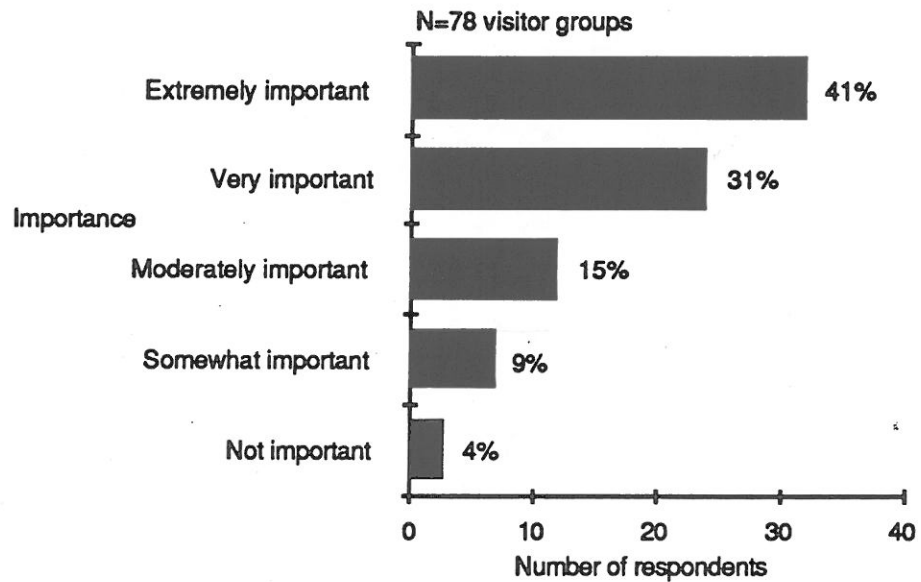


Figure 22: Importance of other films at Klondike Gold Rush visitor center

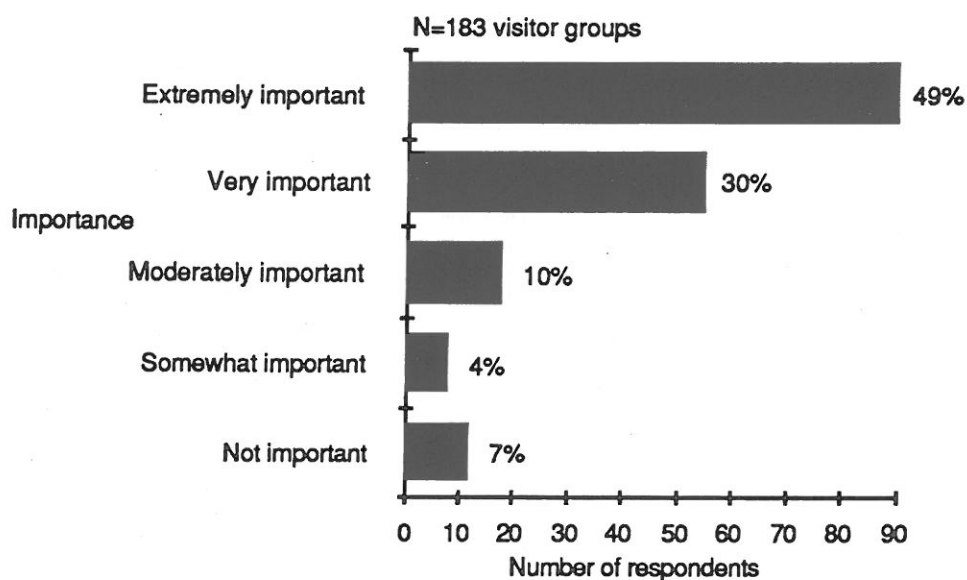


Figure 23: Importance of Klondike Gold Rush visitor center information desk personnel

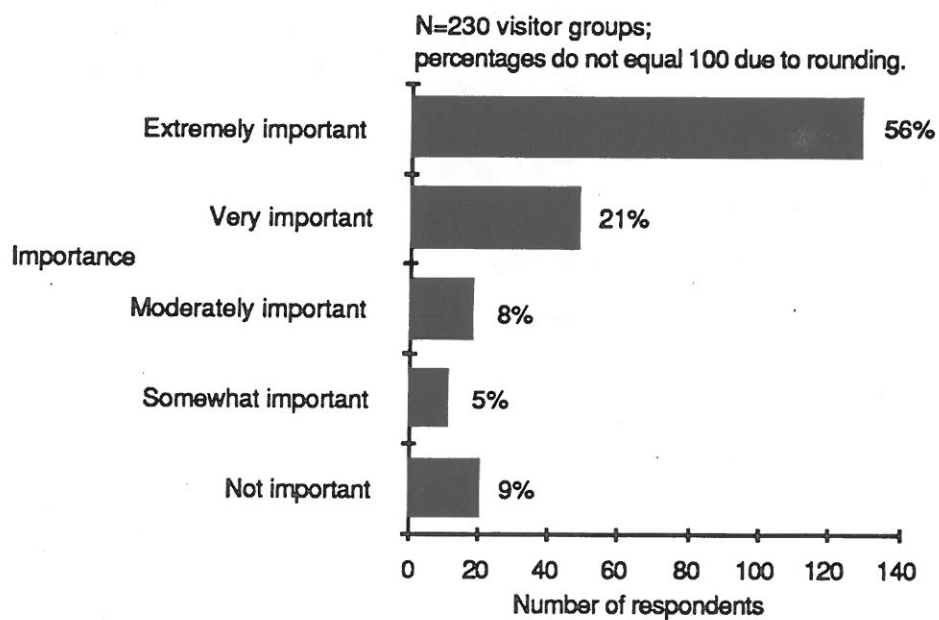


Figure 24: Importance of visitor center restrooms

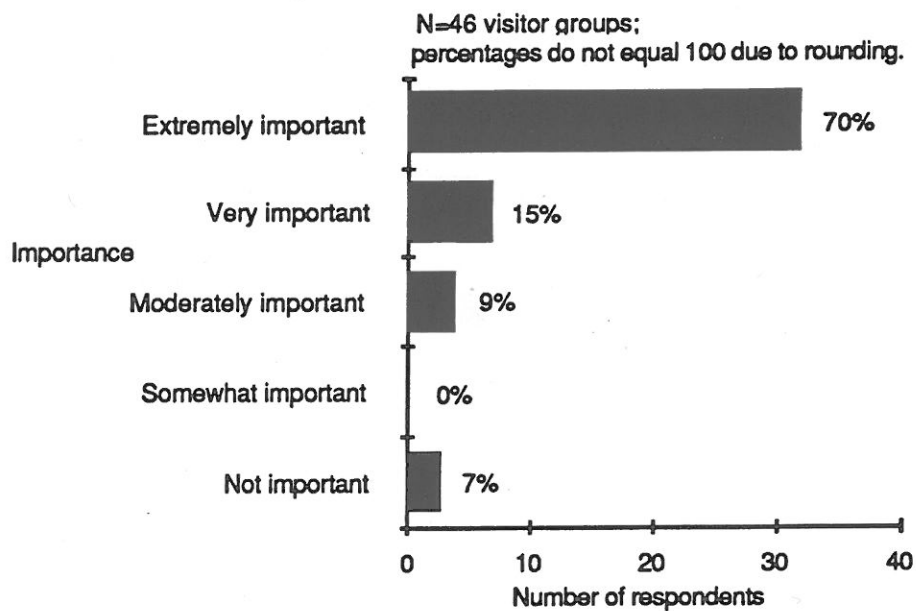


Figure 25: Importance of Mascot Saloon restrooms

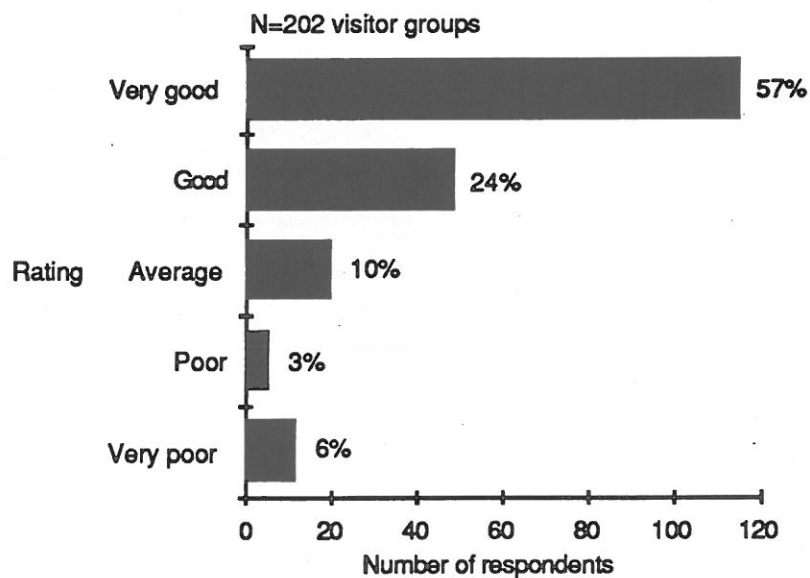


Figure 26: Quality of park brochure/map

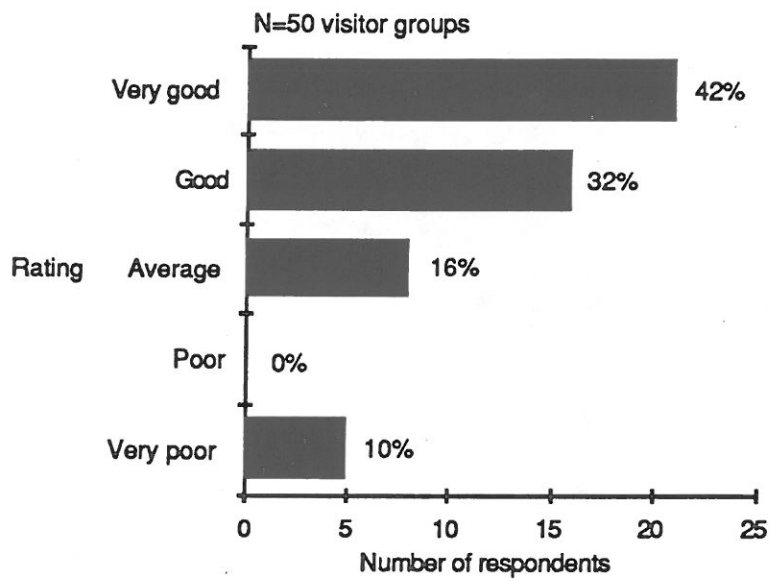


Figure 27: Quality of Chilkoot Trail brochure

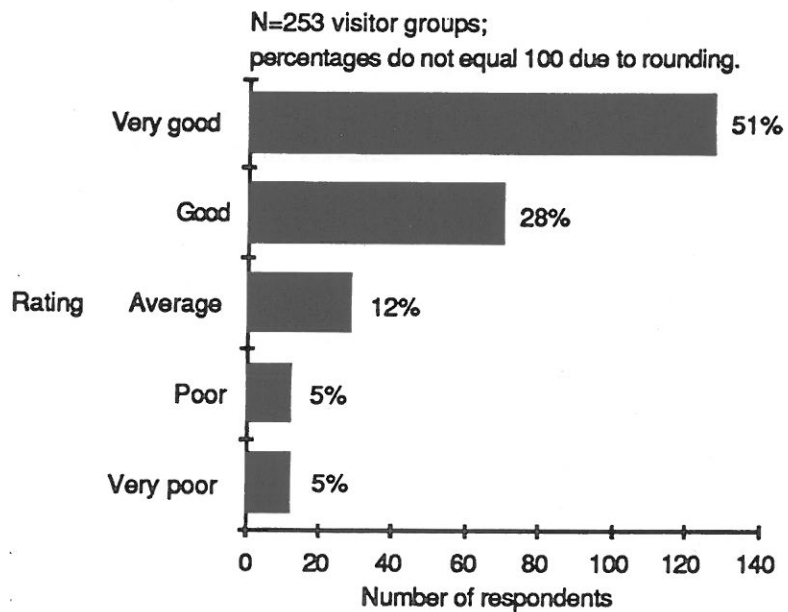


Figure 28: Quality of visitor center exhibits

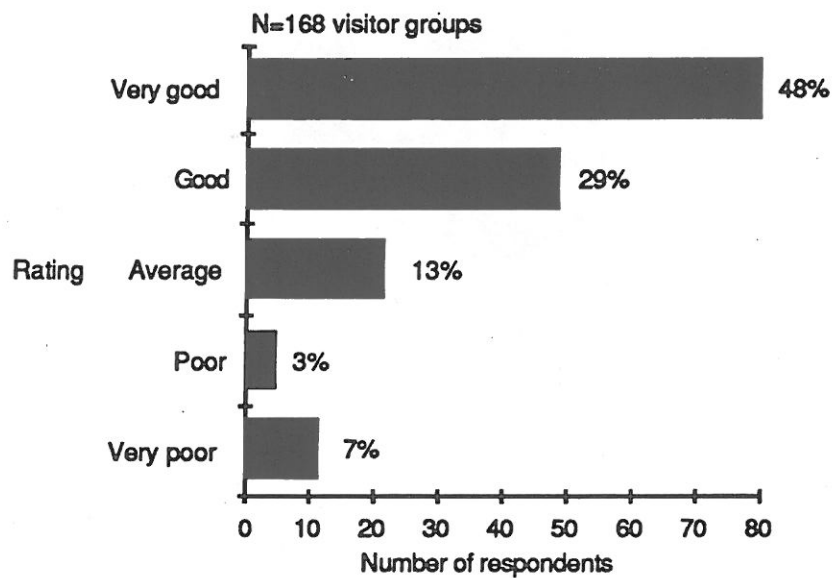


Figure 29: Quality of Mascot Saloon exhibits

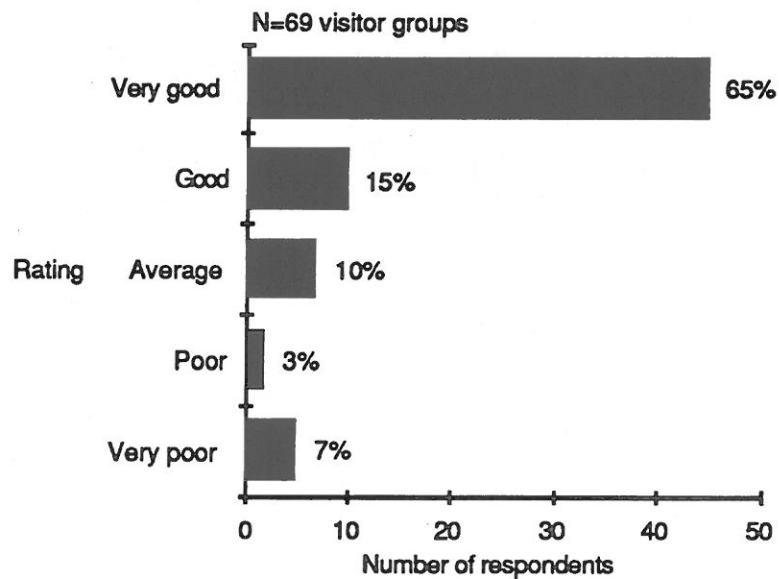


Figure 30: Quality of ranger-led walks

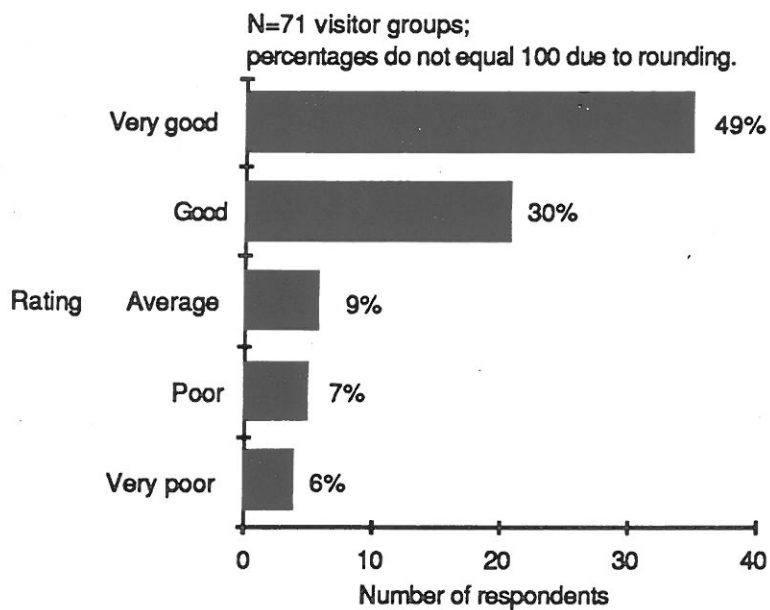


Figure 31: Quality of roving ranger at Mascot Saloon

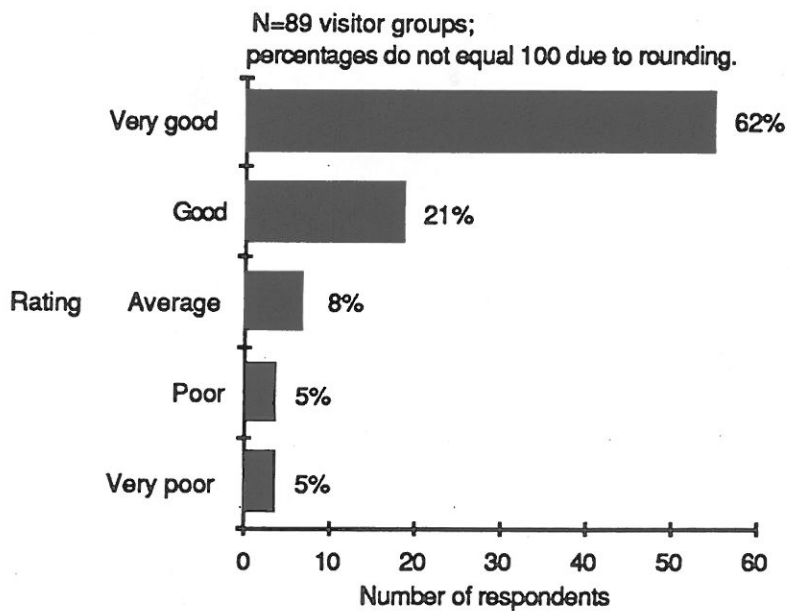


Figure 32: Quality of ranger programs in auditorium

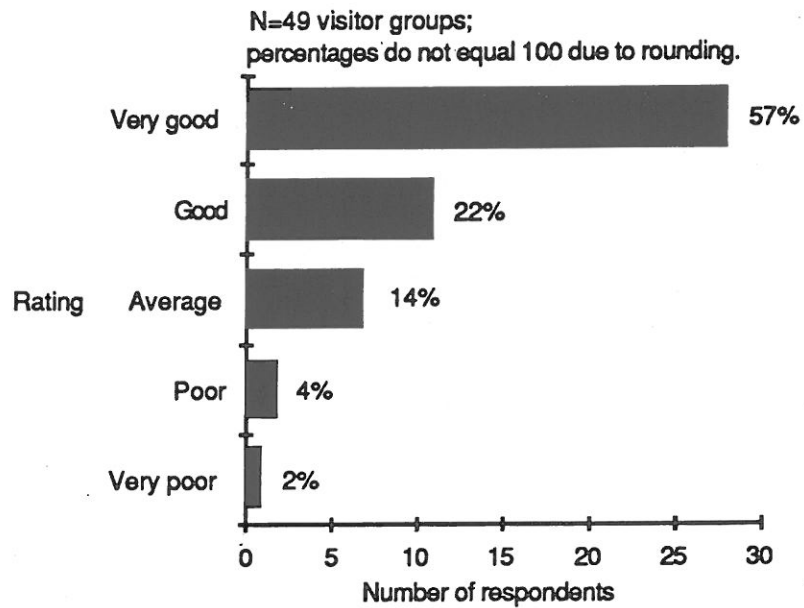


Figure 33: Quality of schedule of ranger/park activities

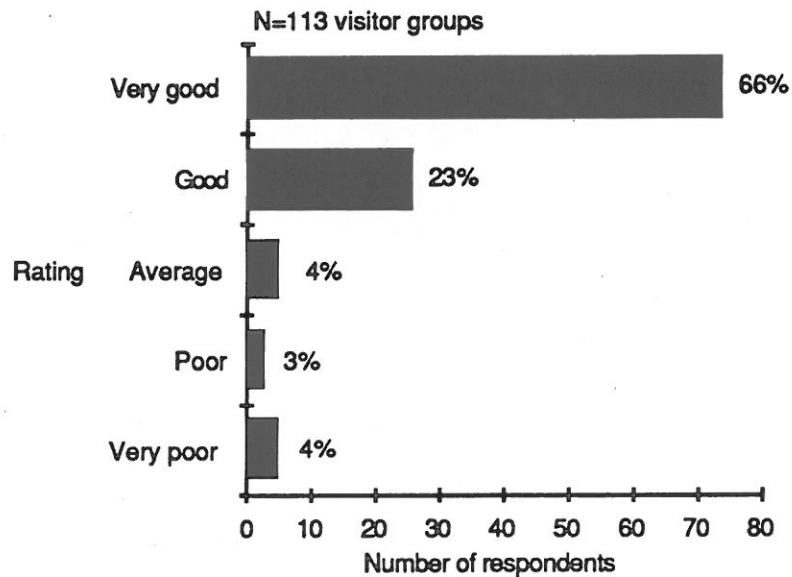


Figure 34: Quality of orientation film at Klondike Gold Rush visitor center

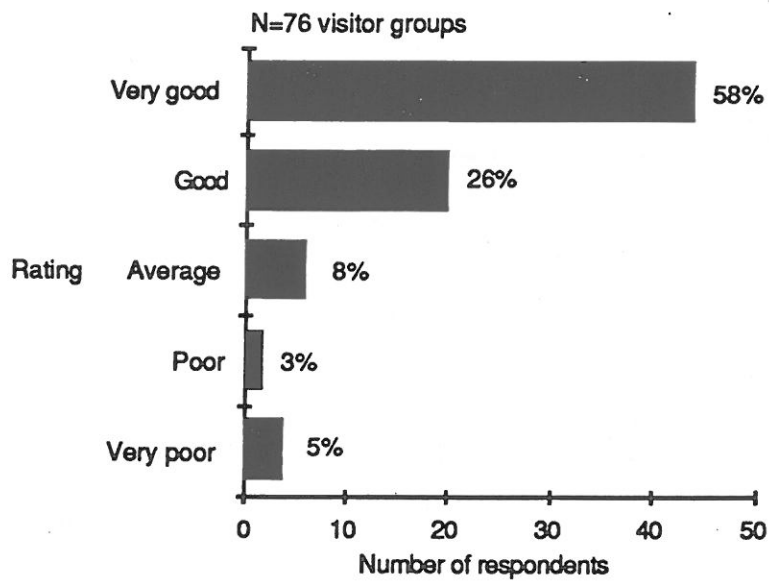


Figure 35: Quality of other films at Klondike Gold Rush visitor center

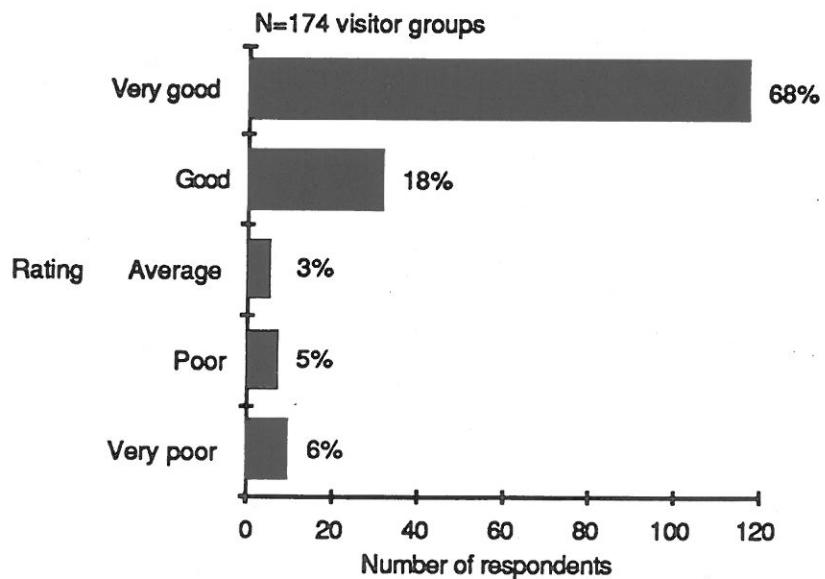


Figure 36: Quality of Klondike Gold Rush visitor center information desk personnel

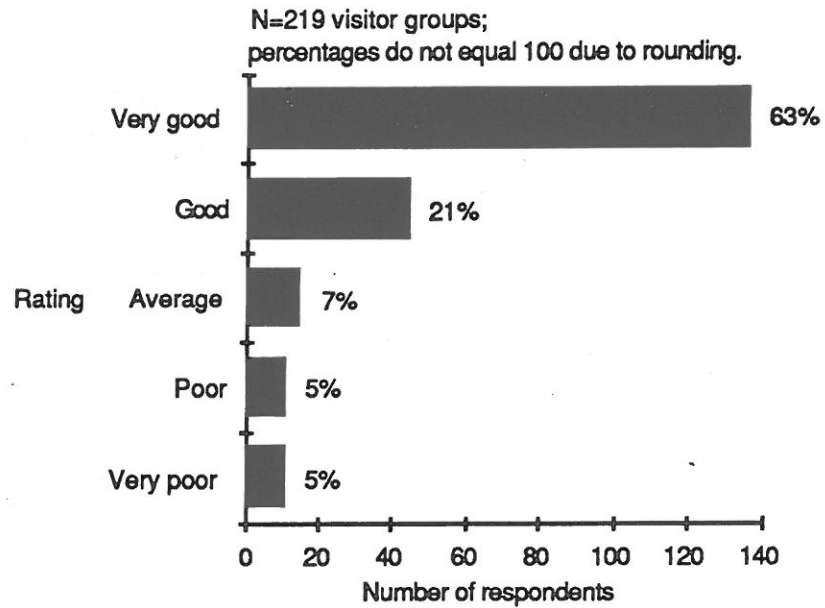


Figure 37: Quality of visitor center restrooms

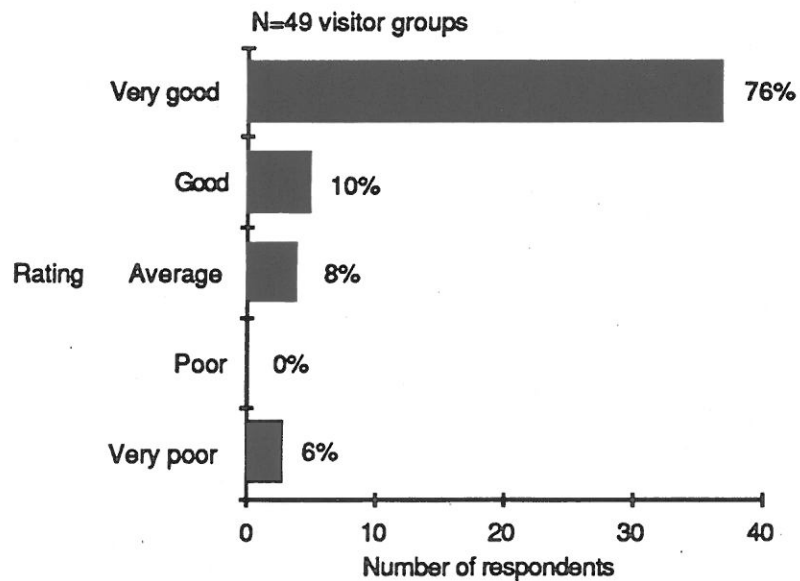


Figure 38: Quality of Mascot Saloon restrooms

Eighty-one percent of the visitors did not visit Dyea during this visit (see Figure 39). The visitors who visited Dyea (19%) were asked what sites they visited. They went to the historic townsite (61%), Chilkoot trailhead (55%) and Slide Cemetery (48%) most commonly, as shown in Figure 40.

Dyea visits

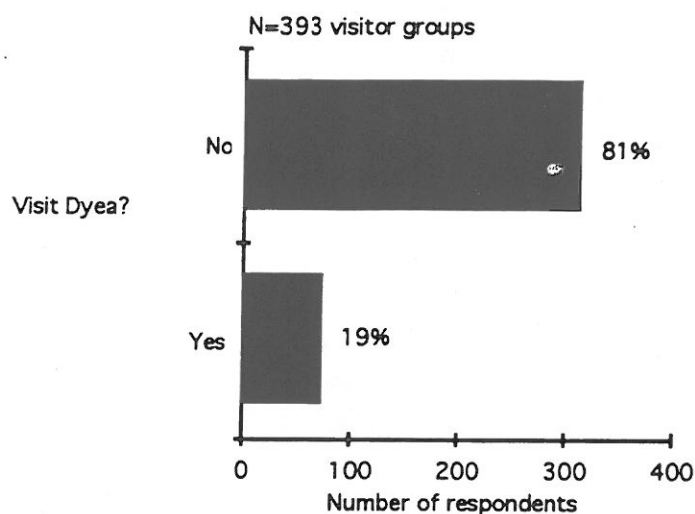


Figure 39: Dyea visits

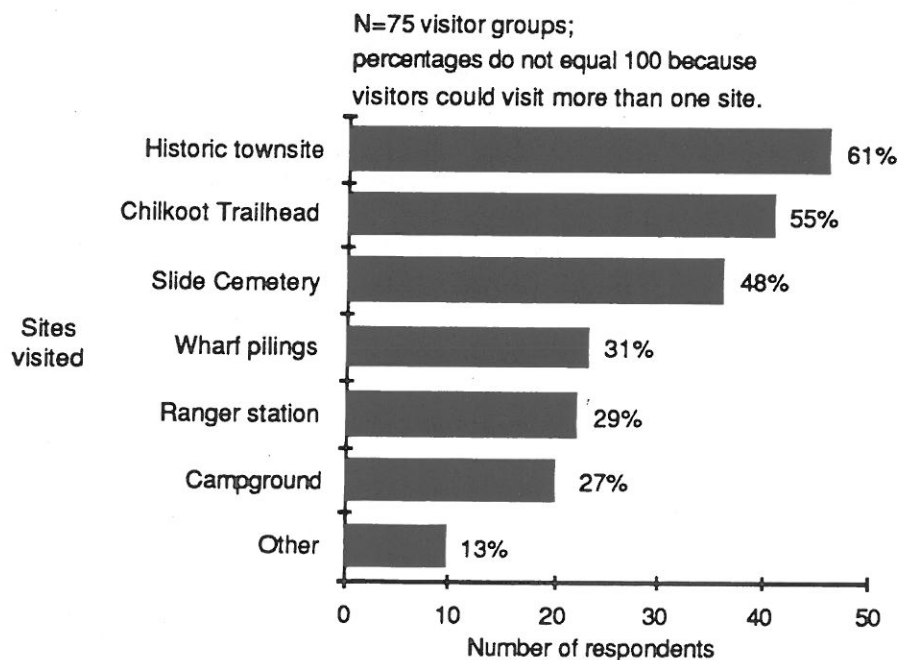


Figure 40: Dyea sites visited

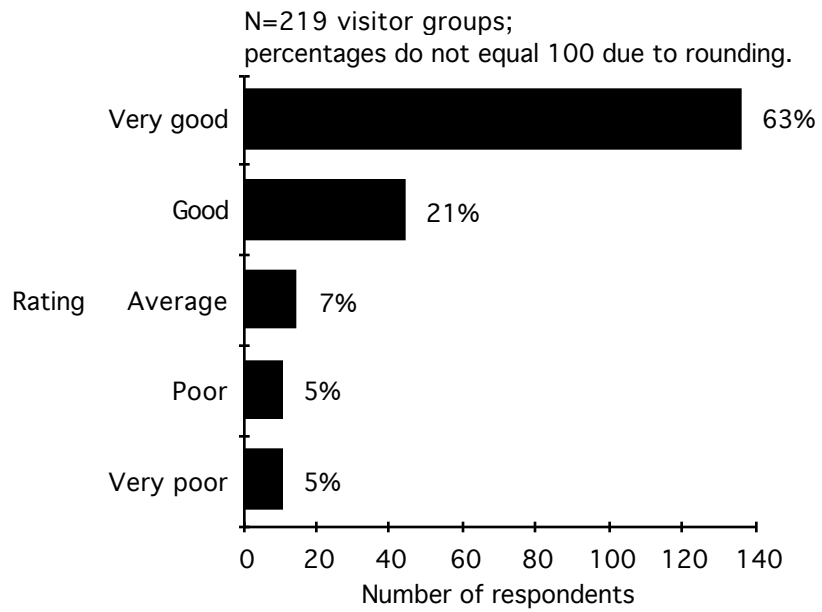


Figure 37: Quality of visitor center restrooms

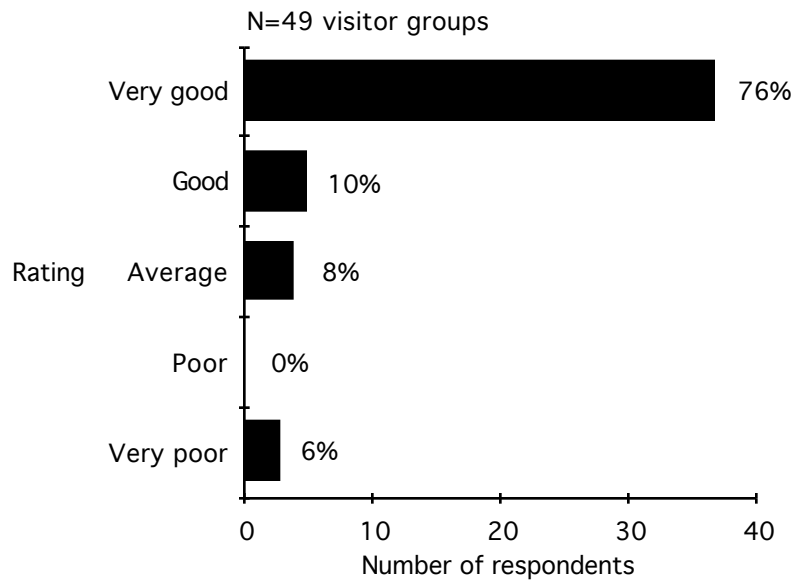


Figure 38: Quality of Mascot Saloon restrooms

Eighty-one percent of the visitors did not visit Dyea during this visit (see Figure 39). The visitors who visited Dyea (19%) were asked what sites they visited. They went to the historic townsite (61%), Chilkoot trailhead (55%) and Slide Cemetery (48%) most commonly, as shown in Figure 40.

Dyea visits

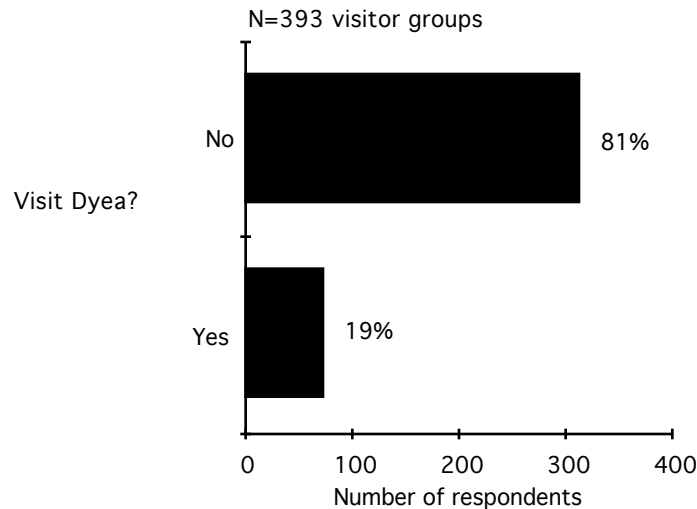


Figure 39: Dyea visits

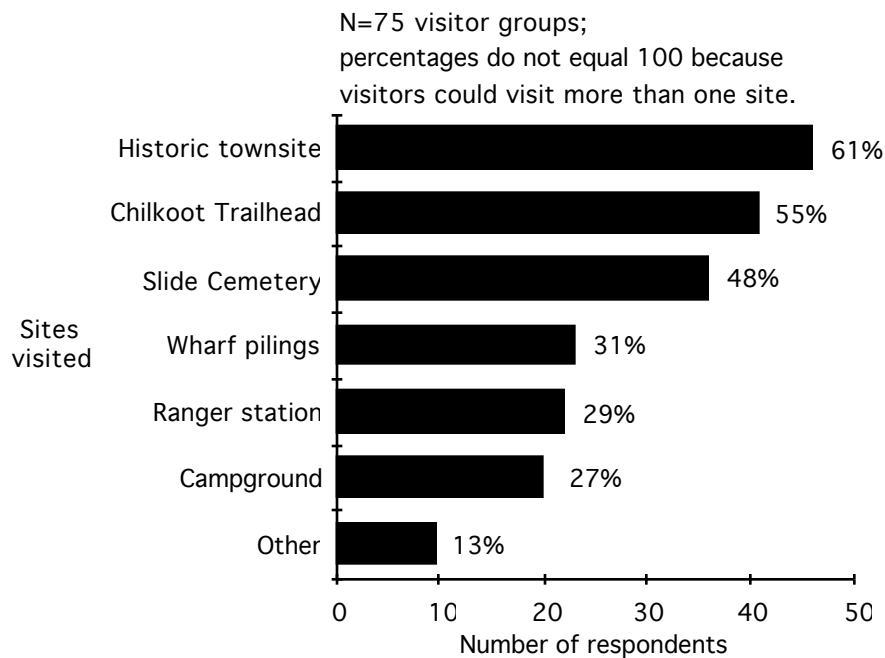


Figure 40: Dyea sites visited

**Need for
visitor
center
sales area**

Visitors were asked if a sales area should be added to the Klondike Gold Rush park visitor center in the future. Many visitors had no opinion (42%), 37% said a sales area should be added and 21% said a sales area should not be added (see Figure 41). Those visitors who would like a sales area said they would like publications on gold rush history (84%), maps (81%), publications on Alaska's national parks (73%) and videos or audio-cassettes (51%), as shown in Figure 42. "Other" items visitors listed included postcards, high quality souvenirs, slides, posters/pictures and Alaska native items.

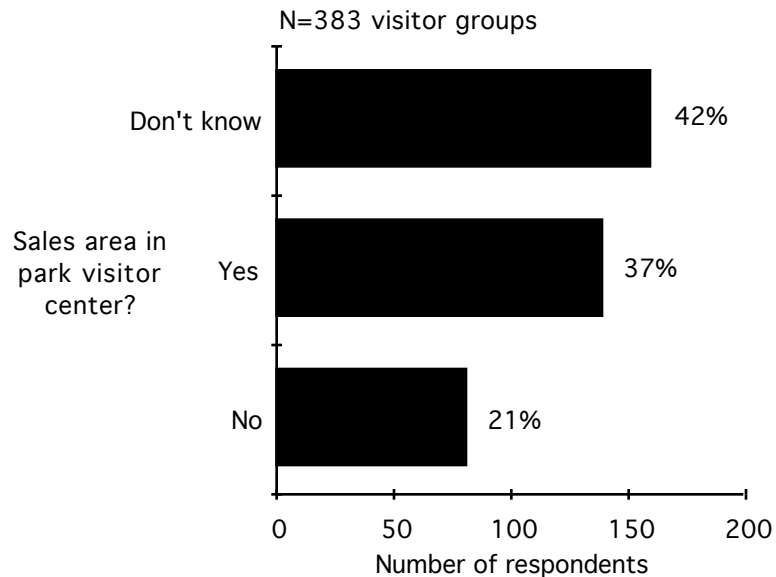


Figure 41: Need for sales area

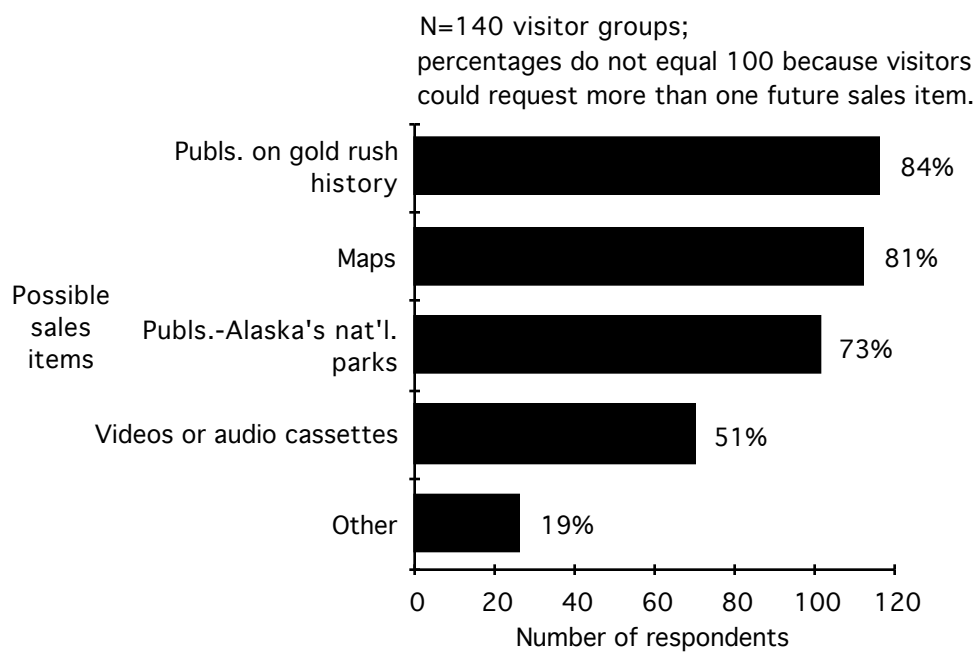


Figure 42: Types of future sales items

**Primary
reason
for visit**

Visitors identified their primary reason for visiting the Skagway area. Forty-nine percent said they were on a package tour, 12% came to visit Klondike Gold Rush, and 10% came to get access to the Alaska Marine Highway, as shown in Figure 43. "Other" reasons visitors listed included seeing the scenery of the area, to visit Skagway, to learn the history, to see White Pass, and to see Glacier Bay.

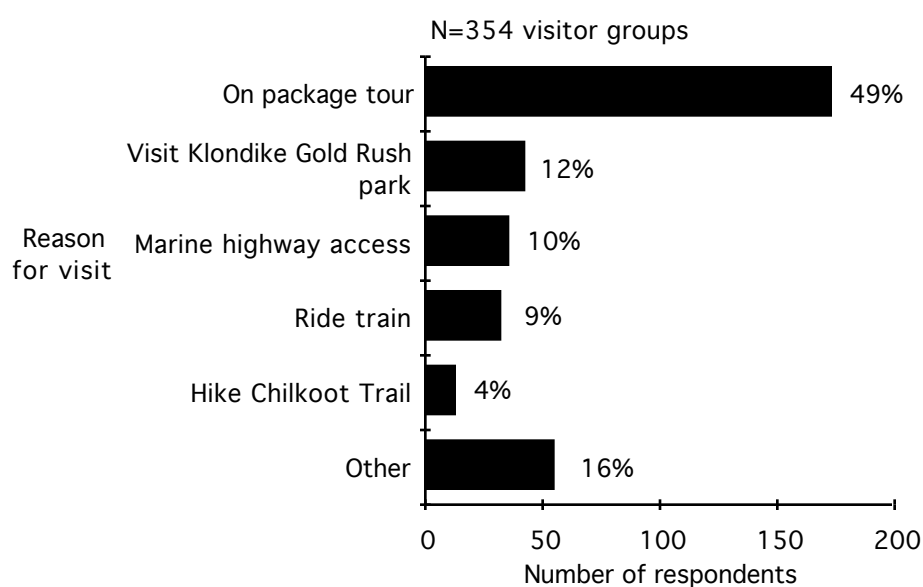


Figure 43: Primary reason for visiting

Expenditures

Visitor groups were asked to list their expenditures for lodging, travel, food and other items in the Skagway area during this visit.

Including visitor groups who spent no money during their visit, 26% spent up to \$50, and 25% spent \$351 or more for lodging, travel, food and other items in the Skagway area, as shown in Figure 44.

Figure 45 shows the proportion of money visitor groups spent for lodging, travel, food and other items. The greatest proportion of money was spent on "other" items (42%) and travel (32%). In the Skagway area, visitor groups often spent no money for lodging and travel, as shown in Figures 46-47. Figure 48 shows that 36% of the visitor groups spent \$25 or less for food. For other" items, 40% of visitor groups spent \$50 or less and 24% spent \$151 or more (see Figure 49).

Including visitors who spent no money, the average visitor group expenditure in the Skagway area was \$309; the average per capita expenditure was \$102.

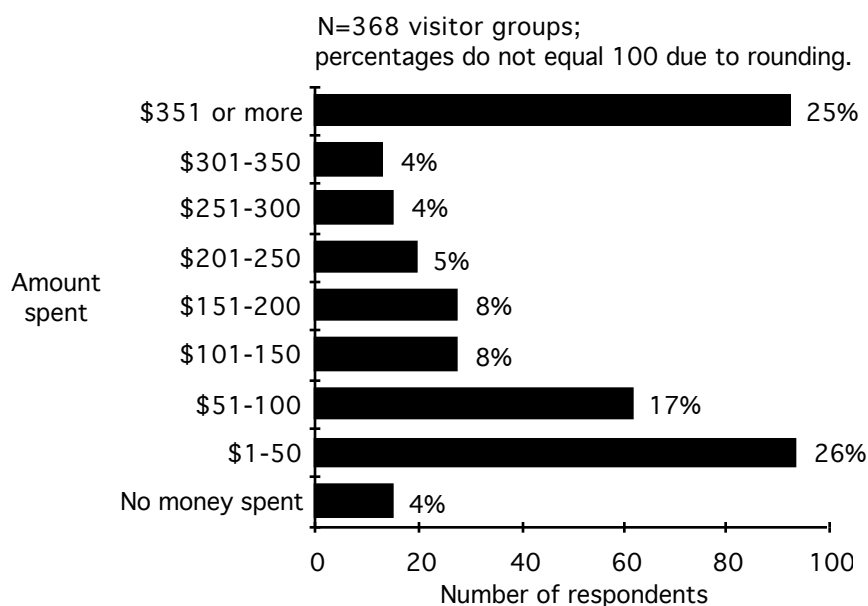


Figure 44: Total visitor group expenditures in Skagway area

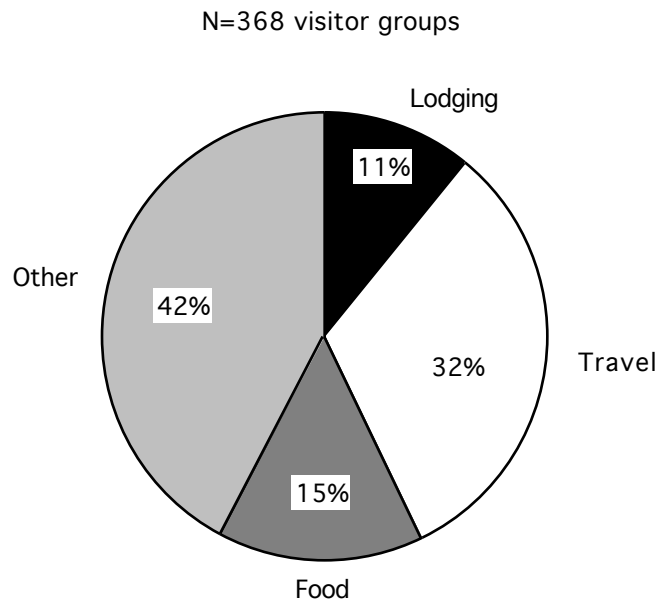


Figure 45: Proportion of visitor group expenditures by category

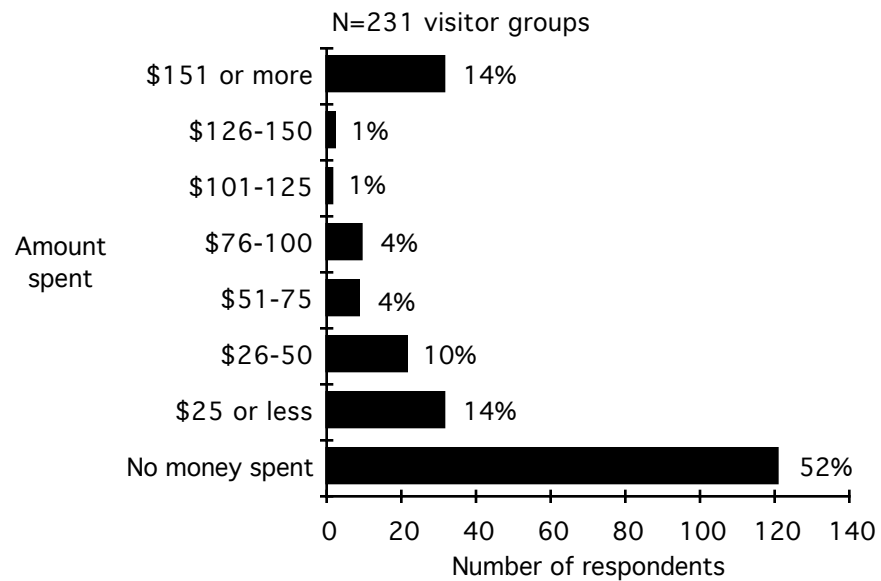


Figure 46: Visitor group expenses for lodging

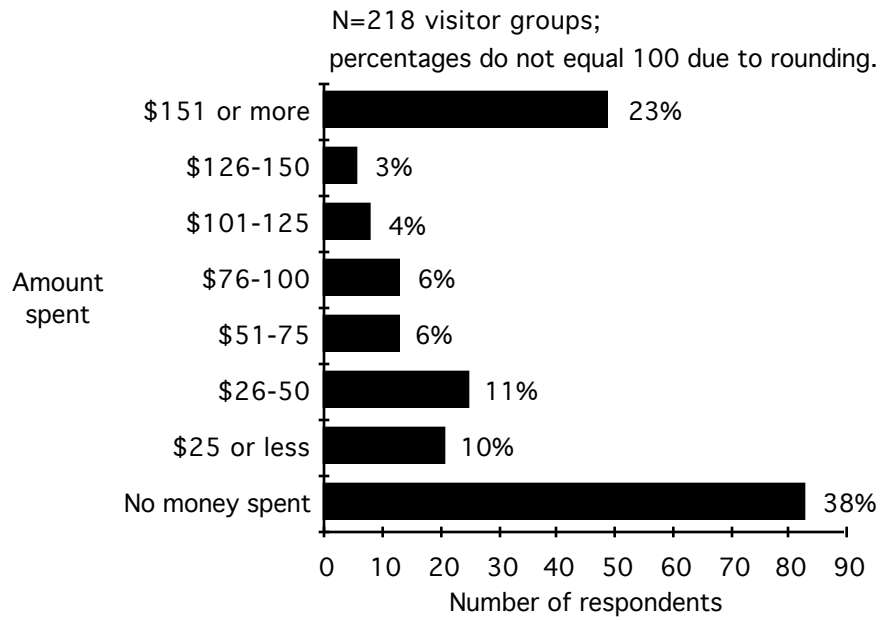


Figure 47: Visitor group expenses for travel

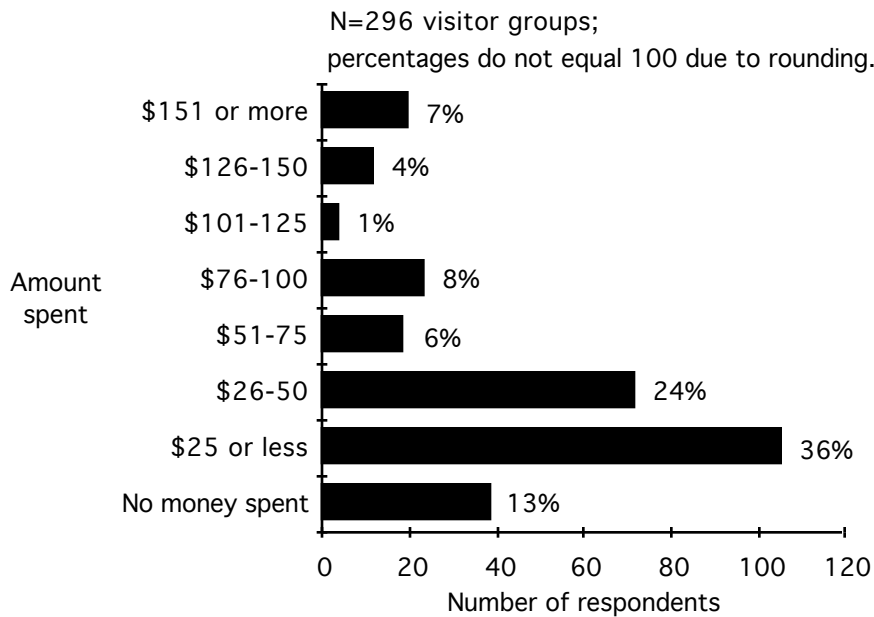


Figure 48: Visitor group expenses for food

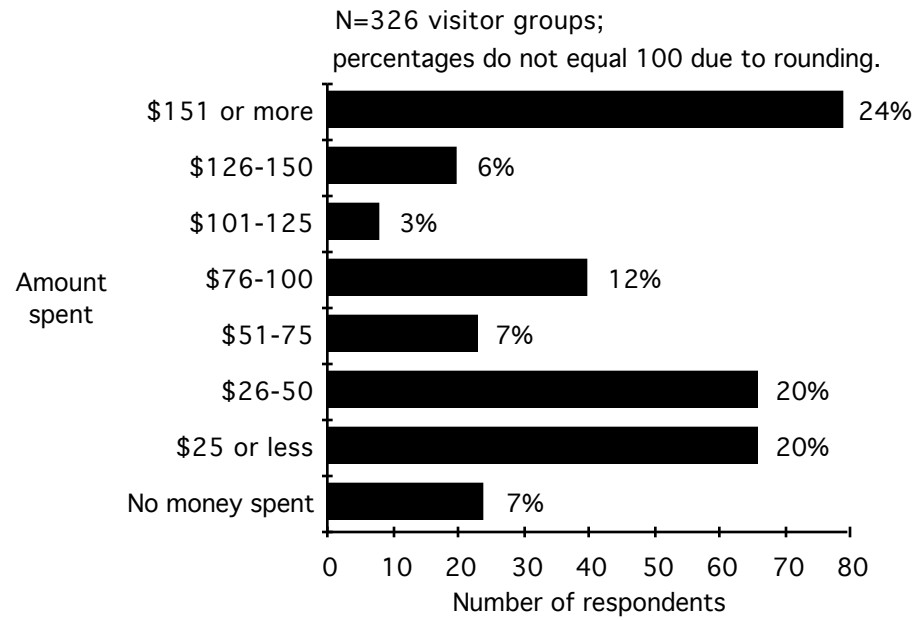
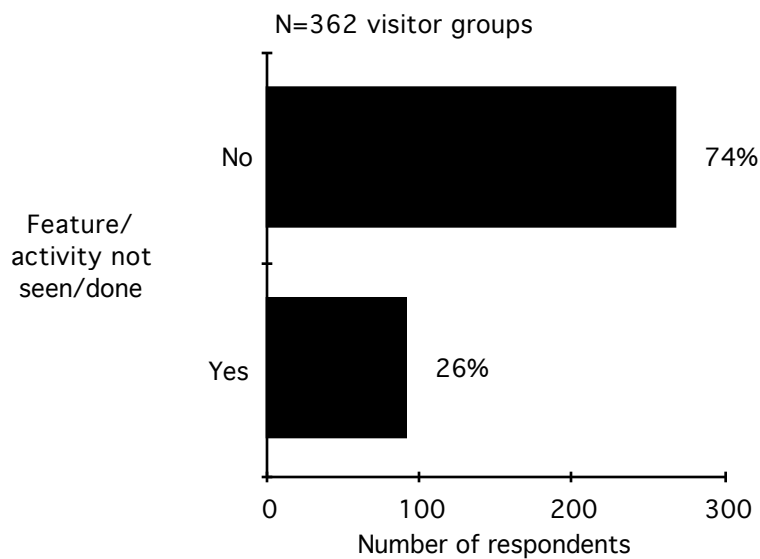


Figure 49: Visitor group expenses for "other" items

Visitors were asked whether there was anything specific which they wanted to see or do during this visit to Klondike Gold Rush, but were not able to. Most visitors (74%) answered no (see Figure 50). About one fourth (26%) of the visitors said they were unable to see or do something they wanted to see or do. Visitors identified the Chilkoot Trail, city tour, Gold Rush Cemetery, Dyea, and activities/performances and as features they wanted to see or activities they wanted to do (see Table 4 and the appendix). Reasons for being unable to see features or do activities were: not enough time, tours too expensive, bad weather and no transportation to get to the activity (see Table 5 and the appendix).

**Desired
features/
activities
visitors
were unable
to see or
do**



**Figure 50: Desired features not seen/
desired activities not done**

POLICIES

Fine people who litter 4

GENERAL IMPRESSIONS

Enjoyed visit 121
Beautiful area 44
Will/hope to return 36
Short visit/not enough time 26
Well managed--keep up the good work 23
Learned about area history 14
Everyone friendly 5
Weather disagreeable 4
Other comments 2

Skagway

Enjoyed train ride 12
Enjoyed gift shops 12
Everything well maintained 7
Provide RV overnight parking 5
Train rides too expensive 5
Streets well maintained 4
Improve ferry service from Haines 4
Need more grocery stores, drug stores 3
Need more showers at campgrounds 3
All services too expensive 3
Too many souvenir shops 3
Keep cars off main street 3
Need better forms of transportation 2
Should have more than one ferry per day 2
Enjoyed Soapy Smith show 2
Need more campgrounds 2
Other comments 28

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the activities of first time visitors, request a comparison of activity by first time visit; to help learn about the ages of visitors who attend ranger-led programs, request a comparison of visitor ages by ranger program attendance.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the sites visited by first time visitors who rode the train, request a comparison of (sites visited by first time visitors) by train riders; to learn about age group participation in a site activity, request a comparison of (age group by activity) by site visited.

Consult the list of characteristics for Klondike Gold Rush visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

Visitor Services Project Report 52
Analysis Order Form - Klondike Gold Rush National Historical Park

Date of request: ____/____/____
 Person requesting analysis: _____
 Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all that were listed in the questionnaire.

• Group size	• Order of sites visited	• Sales area in future?
• Group type	• Prior knowledge of park	• Types of future sales items
• Age	• Information sources	• Primary reason for visit
• State residence	• Forms of transportation	• Total expenses
• Country residence	• Visitor service use	• Lodging expenses
• Number times visited	• Visitor service importance	• Travel expenses
• Length of stay	• Visitor service quality	• Food expenses
• Activity	• Dyea visit	• Other expenses
• Sites visited	• Dyea sites visited	• Feature/activity not done

Two-way comparisons (write in the appropriate variables from the above list)
activity by first time visitors
 _____ by _____
 _____ by _____

Three-way comparisons (write in the appropriate variables from the above list)
sites visited by first time visitors train riders
 _____ by _____
 _____ by _____

Special instructions: Tell us why you need the information, what you're trying to find out, etc.

Mail to:
 Visitor Services Project, CPSU
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Moscow, Idaho 83844

POLICIES

Fine people who litter	4
------------------------	---

GENERAL IMPRESSIONS

Enjoyed visit	121
Beautiful area	44
Will/hope to return	36
Short visit/not enough time	26
Well managed--keep up the good work	23
Learned about area history	14
Everyone friendly	5
Weather disagreeable	4
Other comments	2

Skagway	
Enjoyed train ride	12
Enjoyed gift shops	12
Everything well maintained	7
Provide RV overnight parking	5
Train rides too expensive	5
Streets well maintained	4
Improve ferry service from Haines	4
Need more grocery stores, drug stores	3
Need more showers at campgrounds	3
All services too expensive	3
Too many souvenir shops	3
Keep cars off main street	3
Need better forms of transportation	2
Should have more than one ferry per day	2
Enjoyed Soapy Smith show	2
Need more campgrounds	2
Other comments	28

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics. For example, to learn about the activities of first time visitors, request a comparison of activity by first time visit; to help learn about the ages of visitors who attend ranger-led programs, request a comparison of visitor ages by ranger program attendance.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the sites visited by first time visitors who rode the train, request a comparison of (sites visited by first time visitors) by train riders; to learn about age group participation in a site activity, request a comparison of (age group by activity) by site visited.

Consult the list of characteristics for Klondike Gold Rush visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

Visitor Services Project Report 52
Analysis Order Form - Klondike Gold Rush National Historical Park

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all that were listed in the questionnaire.

- | | | |
|------------------------|------------------------------|-------------------------------|
| • Group size | • Order of sites visited | • Sales area in future? |
| • Group type | • Prior knowledge of park | • Types of future sales items |
| • Age | • Information sources | • Primary reason for visit |
| • State residence | • Forms of transportation | • Total expenses |
| • Country residence | • Visitor service use | • Lodging expenses |
| • Number times visited | • Visitor service importance | • Travel expenses |
| • Length of stay | • Visitor service quality | • Food expenses |
| • Activity | • Dyea visit | • Other expenses |
| • Sites visited | • Dyea sites visited | • Feature/activity not done |

Two-way comparisons (write in the appropriate variables from the above list)

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions _____

Mail to:
Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

1985

5. North Cascades National Park Service Complex

1986

6. Crater Lake National Park

1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
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
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park
29. White Sands National Monument
30. National Monuments
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
39. Joshua Tree National Monument
40. The White House Tours, President's Park
41. Natchez Trace Parkway
42. Stehekin-North Cascades National Park/Lake Chelan National Rec. Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park

1992

45. Big Bend National Park
 46. Frederick Douglass National Historic Site
 47. Glen Echo Park
 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
-

Visitor Services Project

**Klondike Gold Rush National
Historical Park**

Skagway, Alaska

Appendix

Visitor Services Project

Klondike Gold Rush National

Historical Park

Skagway, Alaska

Appendix

Margaret Littlejohn

Report 52

March 1993

This volume contains a summary of visitors' comments for Question 15.
The summary is followed by their unedited comments.

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Stuart Leidner and the staff at Klondike Gold Rush National Historical Park, Skagway, Alaska 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.

**Desired features not seen/
desired activities not done**

N=137 comments;
Some visitors made more than one comment.

Feature/activity	Number of times mentioned
Chilkoot Trail	28
City tour	15
Gold Rush Cemetery	14
Dyea	12
Activities/performances	12
Train ride	8
Fish	6
Hike	5
Ferry tour	5
See history of area	4
Museum	3
Flight see	3
Glacier Bay	3
Sunshine	2
Natural history of area	2
Specific city buildings	2
Other (listed once)	13

**Desired features not seen/
Desired activities not done**

N=113 comments

Feature/activity	Number of times mentioned
Not enough time	61
Tours too expensive	11
Weather unfavorable	8
No transportation to activity	7
Health	4
Steep dangerous road to Dyea	4
Activity sold out	3
Couldn't get information needed	3
Tours hard to find	2
Other (listed once)	10

Visitor Comment Summary

N=500 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Staff friendly, helpful, knowledgeable	44
--	----

INTERPRETIVE SERVICES

Nonpersonal	
Information center helpful	11
Wanted more info on Glacier Bay/surrounding area	8
Enjoyed exhibits	8
Advertise park more widely	6
Enjoyed nature trails	4
Other comments	12

Personal	
Tour guides should provide more details	2
Enjoyed tour	2

FACILITIES AND MAINTENANCE

General	
Continue restoration efforts	16
Do not commercialize park	2
Trails	
Enjoyed hiking Chilkoot Trail	4
Improve trail signing	2

POLICIES

Fine people who litter	4
------------------------	---

GENERAL IMPRESSIONS

Enjoyed visit	121
Beautiful area	44
Will/hope to return	36
Short visit/not enough time	26
Well managed--keep up the good work	23
Learned about area history	14
Everyone friendly	5
Weather disagreeable	4
Other comments	2

Skagway

Enjoyed train ride	12
Enjoyed gift shops	12
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Provide RV overnight parking	5
Train rides too expensive	5
Streets well maintained	4
Improve ferry service from Haines	4
Need more grocery stores, drug stores	3
Need more showers at campgrounds	3
All services too expensive	3
Too many souvenir shops	3
Keep cars off main street	3
Need better forms of transportation	2
Should have more than one ferry per day	2
Enjoyed Soapy Smith show	2
Need more campgrounds	2
Other comments	28
