
Visitor Services Project
Voyageurs National Park
Report Summary

- This report describes the results of a visitor study at Voyageurs National Park during July 25 - August 3, 1997. A total of 896 questionnaires were distributed. Visitors returned 718 questionnaires for an 80% response rate.
- This report profiles Voyageurs NP visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Sixty percent of the visitors were in family groups. Thirty-three percent of Voyageurs NP visitors were in groups of two; 33% were in groups of three or four. Three percent of visitors were in organized tour groups. Many visitors (34%) were aged 36-55 and 20% were aged 15 years or younger.
- Among Voyageurs NP visitors, 1% were international visitors. They were from Canada (31%), Germany (19%), United Kingdom (13%), New Guinea (9%) and 5 other countries. United States visitors were from Minnesota (61%), Illinois (12%), Iowa (5%), 38 other states and Puerto Rico.
- Almost two-thirds of the visitors (64%) were visiting Voyageurs NP for the first time during the past twelve months. Thirty-five percent of visitors stayed less than one day in the park; 21% spent 7 days or more. Common activities on this visit to Voyageurs NP were sightseeing (79%), viewing wildlife (77%), fishing without a guide (66%), visiting a visitor center (57%) and photography (51%). Most visitors (87%) used or traveled in a boat during this visit.
- Prior to visiting, many visitors relied on previous visits (44%) and friends/relatives (38%) as sources of information about the park. The most often listed reasons for visiting were viewing scenery/wildlife (77%), fishing (64%) and experiencing solitude (47%).
- The most visited places in Voyageurs NP were Kabetogama Lake (56%), Kabetogama Lake Visitor Center (42%), Namakan Lake (39%), Ash River Visitor Center (36%), Kettle Falls (35%) and Rainy Lake Visitor Center (33%).
- For the use, importance and quality of visitor information and ranger services, it is important to note the number of visitor groups who responded to each question. The most used information services by 500 respondents were the park brochure/map (75%) and visitor center personnel (59%). According to visitors, visitor center personnel (81% of 285 respondents) and the park map/brochure (81% of 363 respondents) were the most important services. The best quality service was assistance from employees (93% of 97 respondents).
- The most used visitor services and facilities by 657 respondents were parking areas (73%), restrooms (73%), docks (53%) and boat ramps (52%). The most important visitor services were boat ramps (93% of 330 respondents) and navigational aids (93% of 218 respondents). The best quality services were docks (93% of 326 respondents) and boat ramps (92% of 320 respondents).
- The average in-park visitor group expenditure was \$176. The average in-park per capita expenditure was \$58. The median visitor group expenditure (50% of groups spent more; 50% spent less) was \$30. The average out-of-park visitor group expenditure was \$432. The average out-of-park per capita expenditure was \$110 and the median visitor group expenditure was \$110.
- Most visitors (90%) rated the overall quality of services in the park as "good" or "very good." Visitors made many additional comments.

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