Klondike Gold Rush National Historical Park
Visitor Study
Superintendent letter to go here
DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:
16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement:
Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Office of Information and Regulatory Affairs of OMB, Attention Desk Officer for the Interior Department, Office of Management and Budget, Washington, D.C. 20503; and to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

PLEASE GO ON TO NEXT PAGE
VISITING KLONDIKE GOLD RUSH

1. Prior to your visit, were you and your group aware that Klondike Gold Rush National Historical Park existed?

   _____ YES    _____ NO    _____ NOT SURE

2. On the map below, please indicate the sites which you and your group visited at Klondike Gold Rush National Historical Park during this visit. Simply check (√) the box next to each site you visited. If you did not visit a site, leave the box blank.
3. Prior to your visit, how did you and your group get information about Klondike Gold Rush National Historical Park? Please check (✓) all that apply.

- RECEIVED NO INFORMATION PRIOR TO VISIT - GO ON TO QUESTION 4
- WRITTEN INFORMATION FROM PARK
- TRAVEL GUIDE / TOUR BOOK(S)
- NEWSPAPER / MAGAZINE ARTICLE(S)
- MAPS OR BROCHURES
- ADVICE FROM FRIENDS OR RELATIVES
- SHIP PERSONNEL
- TOUR DIRECTOR
- PREVIOUS VISIT(S)
- OTHER (Please specify: ____________________________)

4. What forms of transportation did you and your group use to get to and from the Skagway area? Please check (✓) all that apply.

- TRAIN
- BUS
- CAR
- PLANE
- RV
- CRUISE SHIP
- FERRY
- FOOT (walked or hiked)
- BICYCLE
- OTHER (Please specify: ____________________________)

PLEASE GO ON TO NEXT PAGE
5. On this trip, how much time did you and your group spend in Klondike Gold Rush National Historical Park?

If less than 24 hours: _____ NUMBER OF HOURS

If 24 hours or more: _____ NUMBER OF DAYS
(Please list partial days as 1/4, 1/2, etc.)

YOUR ACTIVITIES

6. On the list below, please check all of the activities that you and your group participated in during this visit to Skagway. Please check (✓) all that apply.

_____ TAKE PHOTOGRAPHS
_____ VISIT MUSEUMS OR INFORMATION CENTERS
_____ TOUR HISTORIC BUILDINGS
_____ TAKE COMMERCIAL TOUR FOR VIEWING SCENERY / WILDLIFE
_____ HIKE CHILKOOT TRAIL
_____ HIKE LOCAL TRAILS (other than Chilkoot Trail)
_____ TAKE TRAIN RIDE (local or one-way)
_____ FLIGHTSEE OR GLACIER FLIGHT BY HELICOPTER / FIXED-WING AIRCRAFT
_____ DINE IN RESTAURANTS
_____ SHOP FOR GROCERIES
_____ SHOP FOR SOUVENIRS OR GIFTS
_____ STAY OVERNIGHT IN HOTEL OR MOTEL
_____ CAMP IN RV OR TENT
_____ USE PUBLIC TELEPHONE
_____ OTHER (Please describe:______________________________ )
YOU AND YOUR OPINIONS

7. How many people were in your immediate group on this visit, including yourself?
   _____ NUMBER OF PEOPLE

8. On this visit, were you with a guided tour group?
   _____ YES   _____ NO

9. What kind of group were you with? Please check (✓) only one.
   _____ ALONE
   _____ FAMILY
   _____ FRIENDS
   _____ FAMILY AND FRIENDS
   _____ OTHER (Please describe: ____________________________)

10. For you and your group, please indicate:

<table>
<thead>
<tr>
<th>CURRENT AGE</th>
<th>U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY</th>
<th>NUMBER OF VISITS TO THIS PARK (INCLUDING THIS VISIT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOURSELF</td>
<td>____</td>
<td>____</td>
</tr>
<tr>
<td>MEMBER #2</td>
<td>____</td>
<td>____</td>
</tr>
<tr>
<td>MEMBER #3</td>
<td>____</td>
<td>____</td>
</tr>
<tr>
<td>MEMBER #4</td>
<td>____</td>
<td>____</td>
</tr>
<tr>
<td>MEMBER #5</td>
<td>____</td>
<td>____</td>
</tr>
<tr>
<td>MEMBER #6</td>
<td>____</td>
<td>____</td>
</tr>
<tr>
<td>MEMBER #7</td>
<td>____</td>
<td>____</td>
</tr>
</tbody>
</table>

PLEASE GO ON TO NEXT PAGE
11. a) Please check (✓) the National Park Service (NPS) visitor services which you or your group used at Klondike Gold Rush National Historical Park during this visit.

b) Next, for only those services which you or your group used, please rate their importance from 1-5.

c) Finally, for only those services which you or your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Used service in Klondike Gold Rush NHP?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td>Not important</td>
<td>Extremely important</td>
</tr>
<tr>
<td>NPS VISITOR CENTER INFORMATION DESK PERSONNEL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS RANGER PROGRAM IN VISITOR CENTER AUDITORIUM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS VISITOR CENTER FILM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS LIVE PRESENTATION IN VISITOR CENTER AUDITORIUM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS VISITOR CENTER EXHIBITS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS RANGER-LED WALKING TOUR OF SKAGWAY HISTORIC DISTRICT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS TOUR OF MOORE HOUSE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS MASCOT SALOON EXHIBITS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS PARK BROCHURE / MAP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS DAILY ACTIVITIES SCHEDULE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS RESTROOMS AT VISITOR CENTER OR MASCOT SALOON</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TRAIL CENTER SERVICES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SELF-GUIDED TOUR OF SKAGWAY HISTORIC DISTRICT (map)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUSHWHACK TOUR OF DYEA AREA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
12. a) During this visit, did you and your group visit Dyea?
   _____ YES  _____ NO - GO ON TO QUESTION 13

   b) Please check (√) all of the Dyea sites and services you and your group visited or used.
   _____ RANGER STATION
   _____ CAMPGROUND
   _____ CHILKOOT TRAILHEAD
   _____ SLIDE CEMETERY
   _____ HISTORIC TOWNSITE
   _____ WHARF PILINGS
   _____ BUSHWHACK TOUR
   _____ OTHER (Please specify: ____________________________)

13. a) Prior to completing this questionnaire, were you aware that Klondike Gold Rush National Historical Park has publication sales areas at the National Park Service Visitor Center and the Trail Center?
   _____ YES  _____ NO

   b) On a future visit to the park, what types of items would you like to have available for purchase in the National Park Service sales areas? Please check (√) all that apply.
   _____ NOT INTERESTED IN SALES ITEMS - GO ON TO QUESTION 14
   _____ MAPS
   _____ PUBLICATIONS ON KLONDIKE GOLD RUSH HISTORY
   _____ PUBLICATIONS ON ALASKA'S NATIONAL PARKS
   _____ VIDEOTAPES OR AUDIO CASSETTES / CDs
   _____ SELF-GUIDED WALKING AUDIO TOUR OF SKAGWAY HISTORIC DISTRICT
   _____ OTHER (Please specify: ____________________________)

   PLEASE GO ON TO NEXT PAGE
14. On this visit, what was your primary reason for visiting the Skagway area? Please check (✓) only one.

_____ VISIT KLONDIKE GOLD RUSH NATIONAL HISTORICAL PARK
_____ PART OF PACKAGE TOUR
_____ HIKE CHILKOOT TRAIL
_____ RIDE TRAIN
_____ ACCESS TO ALASKA MARINE HIGHWAY
_____ OTHER (Please specify: )

15. During this visit to Klondike Gold Rush National Historical Park, how much money did you and your group spend for lodging, travel, food, and other items in the Skagway area? Please write "0" if you did not spend any money.

Local residents should only include expenditures that were directly related to this visit to the park.

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>LODGING (motel, camping, etc.)</td>
<td>$ ______</td>
</tr>
<tr>
<td>TRAVEL (gas, ferry fare, etc.)</td>
<td>$ ______</td>
</tr>
<tr>
<td>FOOD (restaurant, groceries, etc.)</td>
<td>$ ______</td>
</tr>
<tr>
<td>OTHER (recreation, tours, film, gifts, etc.)</td>
<td>$ ______</td>
</tr>
</tbody>
</table>

16. a) During this visit to Klondike Gold Rush National Historical Park, was there anything specific which you and your group wanted to see or do, but were not able to?

_____ YES  _____ NO  - GO ON TO QUESTION 17

[ ] b) What was it?

[ ] c) What prevented you from being able to see that feature or do that activity?

________________________________________________________________________

________________________________________________________________________
17. a) During this visit, did you or your group visit Moore House?

[ ] YES  [ ] NO

b) If you did visit Moore House, how appropriate is the amount of the fee ($2 for adults, $1 for children and seniors; American dollars)?
Please check (✓) only one.

[ ] TOO HIGH
[ ] ABOUT RIGHT
[ ] TOO LOW
[ ] DON'T KNOW

c) If you did not visit Moore House, why not?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

18. Is there anything else you and your group would like to tell us about your visit to Klondike Gold Rush National Historical Park and the surrounding area?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Thank you for your help! Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox.
OFFICIAL BUSINESS

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