

# Klondike Gold Rush National Historical Park Visitor Study



**The  
Visitor  
Services  
Project**

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

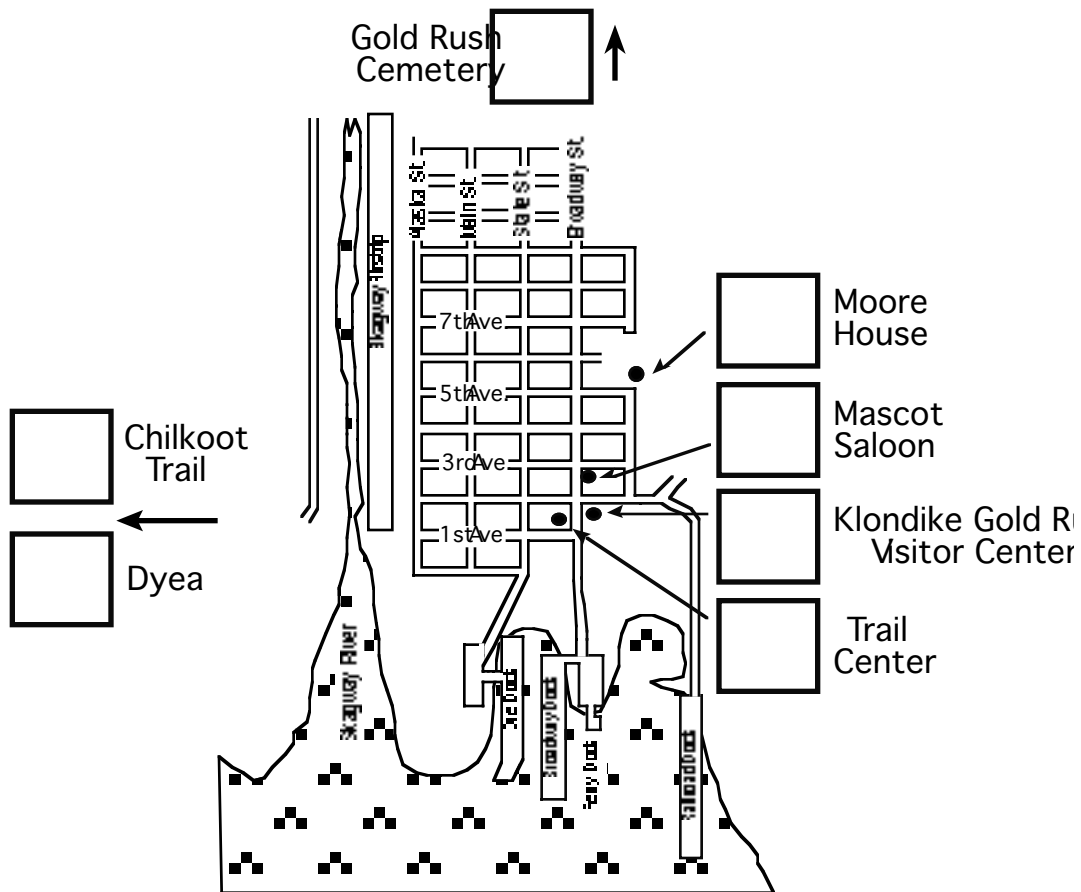


## VISITING KLONDIKE GOLD RUSH

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**



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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:

	<b>CURRENT AGE</b>	<b>U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY</b>	<b>NUMBER OF VISITS TO THIS PARK (INCLUDING THIS VISIT)</b>
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

**PLEASE GO ON TO NEXT PAGE**







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**



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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.

**MONEY SPENT IN  
SKAGWAY AREA**

LODGING (motel, camping, etc.) \$ \_\_\_\_\_

TRAVEL (gas, ferry fare, etc.) \$ \_\_\_\_\_

FOOD (restaurant, groceries, etc.) \$ \_\_\_\_\_

OTHER (recreation, tours, film, gifts, etc.) \$ \_\_\_\_\_

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?

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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?

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



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**OFFICIAL BUSINESS**

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