
Visitor Services Project
Klondike Gold Rush National Historical Park
Report Summary

- This report describes the results of a visitor study at Klondike Gold Rush National Historical Park during July 6-12, 1998. A total of 666 questionnaires were distributed to visitors. Visitors returned 546 questionnaires for an 82% response rate.
- This report profiles Klondike Gold Rush National Historical Park visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Fifty-four percent of the visitor groups were family groups. Fifty-two percent of visitor groups were groups of two. Sixty-three percent of visitors were aged 46-70.
- Ninety-one percent of visitors were making their first visits to Klondike Gold Rush National Historical Park. Seventy-seven percent of the visitor groups spent less than a day at the park and 15% spent one or two days. Of those groups that spent less than a day at the park, 43% spent two to four hours.
- Visitors from foreign countries comprised 19% of total visitation, with 66% of international visitors from Canada and 9% from England. United States visitors were from California (10%) and Florida (8%) with smaller numbers from 47 other states, Washington D.C. and Puerto Rico.
- On this visit, the most common activities were taking photographs (93%), visiting museums/information centers (89%) and shopping for souvenirs (85%).
- Fifty-three percent of visitor groups received no information prior to their visit. Travel guide/tour books (23%), maps and brochures (13%), and ship personnel (11%) were the most used sources of information by visitor groups.
- Sixty percent of visitor groups traveled on cruise ships to get to and from the Skagway area. Smaller percentages of groups used RV's (14%), ferries (14%), and cars (13%) to get to and from the Skagway area.
- Fifty-two percent of visitor groups indicated that being on a packaged tour was the primary reason for visiting the Skagway area. Another 11% reported that visiting Klondike Gold Rush National Historical Park was the primary reason for visiting the area.
- The most commonly visited sites in the park were the Klondike Gold Rush Visitor Center (86%), the Mascot Saloon (50%), the Trail Center (40%) and the Gold Rush Cemetery (37%).
- In regard to the use, importance and quality of services, it is important to note the number of visitor groups that responded to each question. The services that were most used by 467 respondents were the visitor center desk personnel (78%) and restrooms at the visitor center or Mascot Saloon (61%). According to visitors, the most important services were ranger-led tours (94% of 87 respondents) and restrooms at the visitor center or Mascot Saloon (94% of 260 respondents). The highest quality services were the live presentations in the visitor center auditorium (98% of 69 respondents) and the ranger-led walking tours (96% of 86 respondents).
- Twenty-four percent of visitor groups visited Moore House. Of those, 88% indicated that the fee was "about right."
- Seven percent of visitor groups spent no money on lodging, travel, food or "other" items such as souvenirs, film and gifts in the Skagway area, while 26% spent from \$1 to \$50 and 19% spent over \$350. Of the total expenditures by groups, 46% was for "other" items, such as recreation, tours, film and gifts, while 22% was for travel.

For more information about the Visitor Services Project, please contact the
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