

Visitor Services Project
Klondike Gold Rush National Historical Park Seattle Unit
Report Summary

- This report describes the results of a visitor study at Klondike Gold Rush National Historical Park (NHP) Seattle Unit during July 5-11, 2009. A total of 339 questionnaires were distributed to visitor groups. Of those, 220 questionnaires were returned, resulting in a 64.9% response rate.
 - This report profiles a systematic random sample of Klondike Gold Rush NHP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
 - Forty-nine percent of visitor groups were in groups of two and 22% were in groups of four or more. Sixty-six percent of visitor groups were in family groups.
 - United States visitors comprised 86% of total visitors during the survey period, with 24% from Washington, 17% from California, and smaller proportions from 40 other states. International visitors were from 12 countries and comprised 14% of total visitation with 16% from Germany and 16% from the United Kingdom. Smaller proportions came from 10 other countries.
 - Most (96%) visitors were visiting the park for the first time since June 2006, while 4% had visited two or more times.
 - Thirty-four percent of visitors were ages 51-65 years, 14% were over 65 years, and 14% were ages 15 years or younger.
 - Prior to this visit, 39% of visitor groups were aware that Klondike Gold Rush NHP is a unit of the National Park System and 13% were aware that Klondike Gold Rush NHP is a part of Klondike Gold Rush International Historical Park. Eighteen percent were aware of the related site, Klondike Gold Rush NHP in Skagway, Alaska. Sixteen percent had visited the Skagway site and 21% were likely to visit the Skagway site in the future.
 - Most visitor groups (70%) obtained information about the park prior to their visit. The most common sources of information obtained prior to this visit were travel guides/tour guides (39%) and maps and brochures (33%). Most visitor groups (96%) received the information they needed.
 - A majority of visitor groups (54%) indicated they would prefer to obtain information for a future visit from the park website and 39% preferred to use travel guides/tour books.
 - Klondike Gold Rush NHP was not a planned destination for 47% of visitor groups, and for 47%, the park was one of several destinations.
 - Thirty-one percent of visitor groups drove to the park, and 12% experienced parking problems. Of those that drove to the park, 100% used one vehicle. The most common form of transportation used by visitor groups to arrive at the park was walking from their home, hotel, or other attractions (34%), and 32% percent walked from a public transportation station.
 - Sixty-nine percent of visitor groups spent one hour visiting the park, while 23% spent two or more hours. The average length of visit was one hour.
 - The Seattle City site most commonly visited by visitor groups was Pike Place Market/Space Needle/Seattle Center (79%), followed by the Underground Tour (31%) and the Sculpture Garden (30%).
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- The most common visitor activities were viewing visitor center exhibits (76%), enjoying Seattle and Puget Sound (57%), and shopping in the park bookstore (31%). The primary activity was viewing visitor center exhibits (50%).
- Fifty percent of visitor groups visited the park bookstore, and 78% found the items they wanted.
- The most common topics that visitor groups learned about were: “Seattle’s location and promotion of the gold rush and ability to provide supplies/services improved financial Seattle’s prosperity/status” (85%); “The Klondike Gold Rush established Seattle as a leading seaport city” (81%); and “The Klondike Gold Rush attracted a large number of diverse people from all over the world, for different reasons” (81%).
- The visitor service and facility most commonly used by visitor groups was the exhibits (non-interactive) at the visitor center (86%). The service receiving the highest importance rating was restrooms (85%). The services receiving the highest quality rating were restrooms (96%) and assistance from park staff (96%).
- Fifty-nine percent would visit the park in the future, and 98% would recommend the park to others. Seventy-four percent of visitor groups felt it was “very important” or “extremely important” to preserve the park for future generations.
- Most visitor groups (68%) were interested in taking a self-guided tour of Pioneer Square on a future visit, and 81% would prefer to use brochures for such a tour.
- Nearly all visitor groups (97%) were interested in learning about the park. The most preferred methods for learning about the park were indoor exhibits (78%), self-guided tours (64%), and films/movies/slideshows (58%).
- Fifty-four percent of visitor groups were interested in attending lectures/demonstrations on various topics, and 92% would prefer a program of two hours in length. Thirty-two percent would be willing to pay \$15/adult to attend a program up to four hours in length.
- Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Klondike Gold Rush National Historical Park as “very good” or “good.” No visitor groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.