

Visitor Services Project
Klondike Gold Rush National Historical Park
Skagway, Alaska

Report Summary

- This report describes the results of a visitor study at Klondike Gold Rush National Historical Park during July 25-31, 1992. A total of 491 questionnaires were distributed and 411 returned, an 84% response rate.
- This report profiles Klondike Gold Rush visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in families (44%) or in guided tour groups (22%). Forty-five percent of visitors were in groups of two and 21% in groups of eleven or more. Fifty-eight percent of visitors were 51-70 years old. Most (91%) were first time visitors to Klondike Gold Rush.
- Visitors from foreign countries comprised 21% of the visitation, with 65% of the international visitors from Canada and 10% from Australia. United States visitors came from California (18%), with smaller numbers from 45 other states.
- Most visitors (67%) spent less than one day at Klondike Gold Rush. Most visitors shopped for souvenirs or gifts (89%), ate in a restaurant or cafe (64%) and used the city walking tour (53%). The most-visited park sites were the Depot/Klondike Gold Rush Visitor Center (85%), the Mascot Saloon (67%) and Moore Buildings (55%).
- The majority of visitors (81%) were not aware of Klondike Gold Rush prior to their visit. Most (55%) received no park information prior to their visit. The most used forms of transportation visitors used to get to and from the Skagway area were cruise ships, ferry and RVs. Almost half (49%) of visitors said their primary reason for visiting the Skagway area was that they were on a package tour.
- The most used interpretive visitor services were visitor center exhibits (69%), visitor center restrooms (57%) and park brochure/map (53%). The most important services were Mascot Saloon restrooms, visitor center orientation film and schedule of ranger/park activities. The highest quality services were the visitor center orientation film, visitor center information desk personnel and Mascot Saloon restrooms.
- In the Skagway area, the average visitor group expenditure was \$309 during this visit; the average per capita expenditure was \$102.
- Most visitors (81%) did not visit Dyea during this trip. Those visiting Dyea went to the historic townsite (61%), Chilkoot Trailhead (55%) and Slide Cemetery (48%).
- Visitors made many additional comments.

<p>For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844-1133 or call (208) 885-7129.</p>
