

Visitor Services Project
Pipestone National Monument
Report Summary

- This report describes the results of a visitor study at Pipestone National Monument (NM) during July 7-13, 2002. A total of 398 questionnaires were distributed to visitors. Visitors returned 312 questionnaires for a 78.4% response rate.
- This report profiles Pipestone NM visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-five percent of visitor groups were in groups of two. Seventy-one percent of the visitor groups were family groups. Thirty-nine percent of visitors were aged 46-70 years and 24% were aged 15 or younger.
- United States visitors were from Minnesota (29%), South Dakota (6%), Nebraska (6%), California (6%), 36 other states and Washington, D.C. Four percent of all visitors were international, with Canada (21%), Israel (18%) and Norway (15%) as the countries most often represented.
- One percent of visitors were of Hispanic/Latino ethnicity. Most visitors were of White racial background (94%), followed by American Indian (6%) and smaller proportions of other racial backgrounds.
- Ten percent of groups had at least one group member with a disability or impairment. Mobility (93%) and hearing (13%) were the most often listed types of disabilities. Seventeen percent of these visitors experienced access/service problems in the monument.
- Most visitors (81%) were visiting Pipestone NM for the first time during the past 5 years. Ninety-five percent of the visitors spent less than one day in the monument. Forty-one percent of visitors stayed overnight away from home within 25 miles of Pipestone NM.
- Friends/relatives/word of mouth (42%), previous visits (33%), and maps/brochures (31%) were the most used sources of information about the monument prior to visiting. Most visitors (82%) said they received the information they needed to plan their visit to Pipestone NM.
- The most commonly visited sites in the monument were the visitor center (96%), Pipestone Quarry exhibit (82%), Circle Trail (80%), Leaping Rock/Old Stone Face (78%), and Oracle (77%). The most visited site in the surrounding area was Pipestone Downtown Historic District (41%). On this visit, the most common activities were viewing museum exhibits (87%), walking/hiking (83%), observing pipe/craft demonstrations (76%) and viewing quarries/quarrying process (64%).
- In regard to use, and the importance and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services by the 302 respondents included the visitor center (99%) and parking (91%). The most important service was the visitor center (91% of 290 respondents) and the best quality service was parking (92% of 257 respondents)
- Over one-half of the visitors (57%) were aware that the monument is sacred to many North American Indians.
- Most visitors (91%) rated the current entrance fee amounts as "about right." Seven percent said the fee amounts were "too low" and 3% said they were "too high."
- In and outside the monument, the average visitor group expenditure during this visit was \$106. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$60. The average per capita expenditure was \$44.
- Most visitor groups (90%) rated the overall quality of visitor services at Pipestone NM as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho
Park Studies Unit; phone 208-885-7863 or go to website:
<http://www.nps.gov/socialscience/waso/products.htm>