

**Visitor Services Project**  
**Keweenaw National Historical Park**  
**Report Summary**

- This report describes the results of a visitor study at Keweenaw National Historical Park (NHP) during July 24 - August 1, 2004. A total of 565 questionnaires were distributed to visitor groups. Visitor groups returned 403 questionnaires for a 71% response rate.
- This report profiles Keweenaw NHP visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Thirty-four percent of visitor groups had two people and 32% were groups of three or four. Sixty-eight percent of the visitor groups were family groups. Fifty-seven percent of visitors were aged 36-70 years and 24% were aged 15 years or younger.
- There was not enough data to provide reliable information about international visitors. United States visitors were from Michigan (55%), Wisconsin (16%), and 29 other states and Washington, D.C.
- Prior to this visit, visitor groups most often obtained information about Keweenaw NHP through previous visits (41%), friends/relatives/word of mouth (36%), and maps/brochures (34%). Most groups (84%) received the information they needed about the park.
- For 32% of visitor groups, their primary reason for visiting the Keweenaw Peninsula area was to see natural resources/scenic beauty. On this visit, the most common activities while visiting Keweenaw Peninsula were visiting historic sites/ruins (58%), visiting gift shops at NPS Cooperating Sites (53%), and visiting lighthouses (47%).
- The average visitor group expenditure in Keweenaw NHP and the 17 NPS Cooperating Sites was \$365. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$51. The average per capita expenditure was \$189.
- In regard to use, importance, and quality of park services and facilities, it is important to note the number of visitor groups that responded to each question. The most used visitor services and facilities by the 312 respondents included park brochure/map (77%), parking areas (74%), and park directional road signs (70%). The visitor services and facilities that received the highest "extremely important" and "very important" ratings included trails (95%, N=175) and park directional road signs (92%, N=206). The park brochure/map (87%, N=219) and parking areas (87%, N=215) were the services and facilities that received the highest "good" and "very good" quality ratings.
- On a future visit to Keweenaw NHP, most visitor groups (80%) would be willing to pay \$20/adult for the combined ticket for admission to visit the five Cooperating Sites in the Quincy and Calumet unit. Thirty-nine percent of visitor groups would be interested in purchasing a combined ticket to enter up to 5 of the Cooperating Sites and 41% would be interested in buying a combined ticket to admit to all of the 17 Cooperating Sites.
- Most visitor groups (93%) rated the overall quality of visitor services at Keweenaw NHP as "very good" or "good." One percent of visitor groups rated the overall quality of visitor services as "poor" and no visitor group rated the overall quality as "very poor."

For more information about the Visitor Services Project, please visit the University of Idaho  
Park Studies Unit website: [www.psu.uidaho.edu](http://www.psu.uidaho.edu)