
Visitor Services Project Indiana Dunes National Lakeshore Report Summary

- This report describes the results of a visitor study at Indiana Dunes National Lakeshore during September 17-23, 1994. A total of 588 questionnaires were distributed to both "festival" visitors (September 17-18) and to "general" visitors (September 17-23). Visitors returned 456 questionnaires for a 78% response rate.
- This report profiles Indiana Dunes visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.

Festival visitors

- Sixty-six percent of the festival visitors were in family groups. Over one-third (35%) of all festival visitors were fifteen years old or younger. Three-fourths of all visitors (75%) were repeat visitors to Indiana Dunes.
- There were no international visitors among the festival respondents. Ninety-five percent of the visitors came from Indiana and Illinois with smaller proportions from several other states.
- Seventy-five percent of the festival visitors stayed two to four hours at the park. On this visit, the most common activity was attending the festival (94%). On past visits, visitors' activities included walking on beaches, walking on hiking trails, and walking/jogging for exercise.
- Almost three-fourths (72%) of festival visitors learned about Indiana Dunes from previous visits. Some also used newspapers/magazines (53%) and friends/relatives (43%).
- The Duneland Harvest Festival was the most often listed reason (90%) for visiting Indiana Dunes, followed by enjoying nature (59%).
- The most used facilities were parking lots and festival performances. Trails received the best quality rating. The most used services were directional/informational signs and festival staff. The best quality services were festival staff and the park brochure.

General visitors

- Sixty percent of general visitors were in family groups. Over one fourth (26%) of all general visitors were ages 35-45. Over half (58%) of the visitors were repeat visitors to Indiana Dunes.
- International visitors comprised 5% of general visitors. Seventy-nine percent of the visitors came from Indiana and Illinois, with smaller proportions from other states.
- Most general visitors (54%) stayed one to two hours at Indiana Dunes. Most visitors (73%) came to the park to enjoy nature. Common activities on this visit were walking/jogging for exercise and walking on the beach. On past visits, visitors walked trails and walked on beaches.
- Most visitors learned about the park from previous visits (67%) and friends/relatives (35%).
- The most used facilities were restrooms and trails. According to general visitors, the best quality facility was picnic areas. The most used services were directional and informational signs. The best quality services were park brochures and uniformed park staff.
- 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>
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