



Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project



Apostle Islands National Lakeshore Visitor Study

Summer 2004
Report 157



University of Idaho

Park Studies Unit



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Margaret A. Littlejohn
Steven J. Hollenhorst

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April 2005

Margaret Littlejohn is the National Park Service VSP Coordinator and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Yen Le, Pixie Siebe, and the staff and volunteers of Apostle Islands National Lakeshore for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project
Apostle Islands National Lakeshore
Report Summary

This report describes the results of a visitor study at Apostle Islands National Lakeshore (NL) during July 24 - August 1, 2004. A total of 671 questionnaires were distributed to visitor groups. Visitor groups returned 505 questionnaires for a 75% response rate.

This report profiles Apostle Islands NL visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.

Forty percent of visitor groups had two people, 28% had three or four people, and 22% had six or more people. Many visitor groups consisted of family (47%) and friends (24%). Fifty-nine percent of visitors were ages 36-60 years and 11% were ages 15 years or younger.

International visitors, comprising 2% of the total visitation, were from Canada (38%), France (13%), Spain (13%), and 5 other countries. United States visitors were from Wisconsin (42%), Minnesota (33%), Illinois (5%), and 30 other states.

When asked to list the number of visits to the park during 2004, 72% of visitors said this was their first visit of the year. One-third of groups (33%) were visiting for the first time in their lifetime. Visitor groups were asked how long they spent in Apostle Islands, including the waters within 1/4-mile of any park land. For those who spent less than 24 hours, the average length of stay was 5.5 hours. For those who spent 24 hours or more, the average length of stay was 4.6 days.

Forty-eight percent of visitors said their primary reason for visiting the area was to visit Apostle Islands NL. The most visited places included Bayfield, WI (65%), Madeline Island (31%), Stockton Island, Meyers Beach/Sea Caves, and Raspberry Island (each 28%). Lack of time (57%) was the most common reason for not visiting the park islands, while 20% said they didn't own a boat. The most used form of transportation to visit the park was a private vehicle (68%), followed by foot (27%), kayak (25%), powerboat (21%), sailboat (15%) and commercial cruise boat (14%).

Most groups (77%) stayed overnight away from home in the park or in the area within a 30-mile or 45-minute drive of Bayfield, WI. In the park, 72% of visitors stayed from one to three nights; outside the park 79% stayed from one to three nights. The most common types of lodging used: in the park—on a boat (51%) or at an island campsite (38%) and outside the park—car or RV campground (31%) or a motel (30%).

The average visitor group expenditure during the visit was \$586. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$270. The average per capita expenditure was \$164.

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/facilities by the 432 respondents included the park brochure/map (54%), vault toilets/outhouses (53%), and trails (51%). The visitor services/facilities that received highest combined proportions of "extremely important" and "very important" ratings included campsites (96%, N=89), trails (82%, N=206), vault toilets/ outhouses (82%, N=220), and cruise boat tour (81%, N=58). The Northern Great Lakes Visitor Center (97%, N=97), ranger programs/tours (95%, N=70), and park brochure/map (88%, N=201) received highest combined proportions of "very good" and "good" quality ratings.

Most visitor groups (92%) rated the overall quality of visitor services at Apostle Islands NL as "very good" or "good." One percent of groups rated the overall quality as "very poor" or "poor."

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

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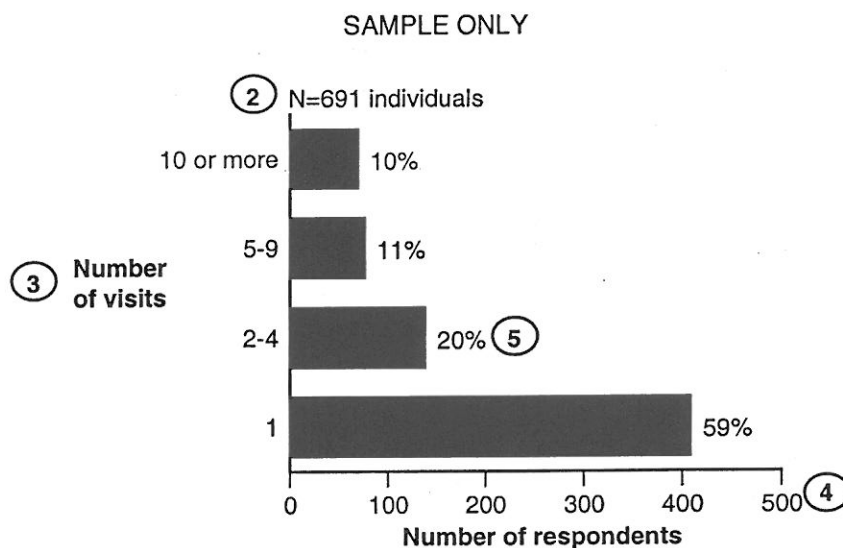
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INTRODUCTION

This report describes the results of a visitor study at Apostle Islands National Lakeshore (NL). This visitor study was conducted from July 24 - August 1, 2004 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① **Figure 4: Number of visits**

1: The figure title describes the graph's information.

2: Listed above the graph, the "N" shows the number of visitors responding to the question.

Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.

3: Vertical information describes response categories.

4: Horizontal information shows the number or proportions of responses in each category.

5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). The Apostle Islands NL questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks; others were customized for Apostle Islands NL. Many questions asked visitors to choose answers from a list that was provided, often with an open-ended option, while others were completely open-ended.

Interviews were conducted, and 671 questionnaires were distributed to a sample of visitor groups who arrived at Apostle Islands NL during the period from July 24 - August 1, 2004. Questionnaires were distributed at ten selected locations in the park (see Table 1), based on park visitation statistics and advice from park staff.

Table 1: Questionnaire distribution locations

N=number of questionnaires
percentages do not equal 100 due to rounding.

Location	N	%
Meyers Beach	149	22
Little Sand Bay Visitor Center	144	21
Stockton Island	76	11
Bayfield Visitor Center	75	11
Northern Great Lakes Visitor Center	75	11
Rocky Island	65	10
Raspberry Island	36	5
Sand Island	20	3
Devils Island	16	2
Long Island	15	2
Total	671	98

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes, was conducted to determine group size, group type, and the age of the group member (at least 16 years of age) who would complete the questionnaire. These individuals were then asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and additional follow-ups, if needed. Visitor groups were given a questionnaire, asked to complete it after their visit and then return it by mail. The distributed questionnaires were pre-stamped and addressed.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distribution and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Sample size, missing data, and reporting items

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N") varies from figure to figure. For example, while Figure 1 shows information for 491 visitor groups, Figure 4 presents data for 1,543 individuals. A note above each graph or table specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Apostle Islands NL visitors returned 505 questionnaires, Figure 1 shows data for only 491 respondents.

Questions answered incorrectly due to carelessness, misunderstood directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 24 - August 1, 2004. The results do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word **"CAUTION!"** is included in the graph, figure, or table.

Special conditions

Weather conditions during the visitor study were sunny and warm to rainy and cool—typical summer weather for the Apostle Islands NL area. The weather may have affected what activities visitor groups participated in or their length of stay.

RESULTS

Visitor groups contacted

At Apostle Islands NL, 718 visitor groups were contacted and 671 of these groups (93%) accepted questionnaires. Questionnaires were completed and returned by 505 visitor groups, resulting in a 75% response rate for this study.

Table 2 compares age and group size information collected from the total sample of visitors who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Average	N	Average
Age of respondents	664	47.4	495	48.8
Group size	669	4.0	491	4.2

Demographics

Group size: Figure 1 shows visitor group sizes, which ranged from one person to 53 people. Forty percent of visitor groups consisted of two people, while another 28% of groups had three or four people and 22% had six or more people.

Group type: Forty-seven percent of visitor groups were made up of family, while 24% were friends and 19% were family and friends (see Figure 2). "Other" group types included boating club, outing club, school group, fiancée, and family/4-H children. Eight percent of visitors were with guided tour groups, such as bus tours, fishing charters, sailboat charters, and kayak outfitters (see Figure 3).

Age: Fifty-nine percent of the visitors were ages 36 to 60 years and 11% were 15 years or younger (see Figure 4).

Education: Visitors at least 18 years of age were asked to provide their highest level of education. Bachelor's degrees (35%) and graduate degrees (29%) were the most common responses (see Figure 5).

Income level: Visitors were also asked for their current income level. Fifteen percent of visitors chose not to answer the question (see Figure 6). Of those responding, the most common income levels were \$30,001-\$60,000 (39%), less than \$30,000 (28%), and \$60,001-\$90,000 (18%), as shown in Figure 7.

Number of visits: When asked to list the number of times they had visited in 2004, most visitors (72%) were visiting for the first time during the year (see Figure 8). During their lifetime, 33% of visitors had visited once, while 68% had visited more than once (see Figure 9).

Country of residence: Two percent of visitor groups were international, from Canada (38%), France (13%), Spain (13%), and 5 other countries (see Table 3).

State of residence: The largest proportions of United States visitors were from Wisconsin (42%), Minnesota (33%), and Illinois (5%), as shown in Map 1 and Table 4. Smaller proportions of U.S. visitors came from another 30 states.

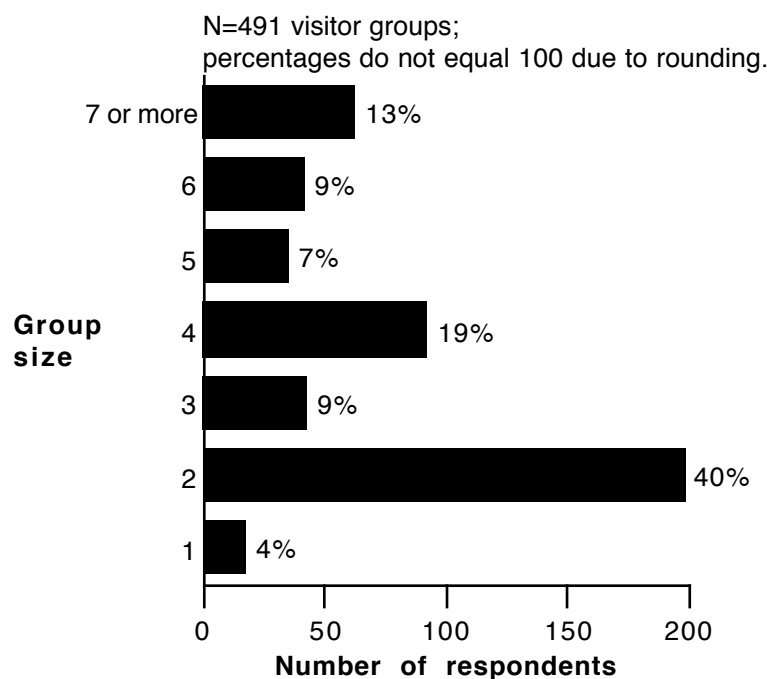


Figure 1: Visitor group sizes

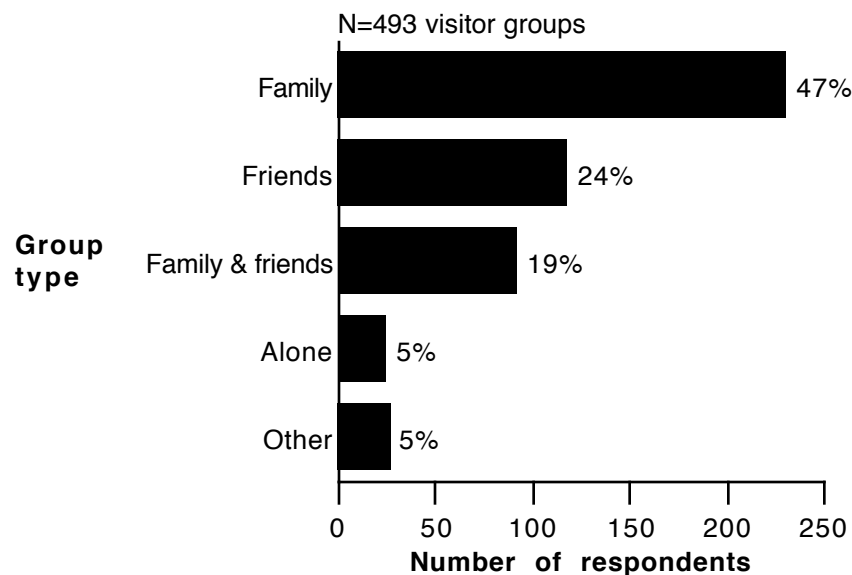


Figure 2: Visitor group types

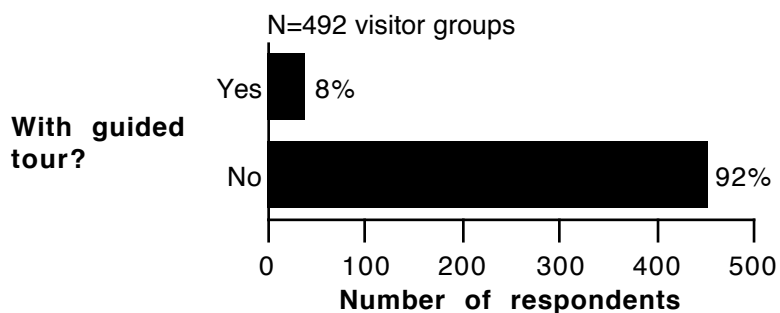
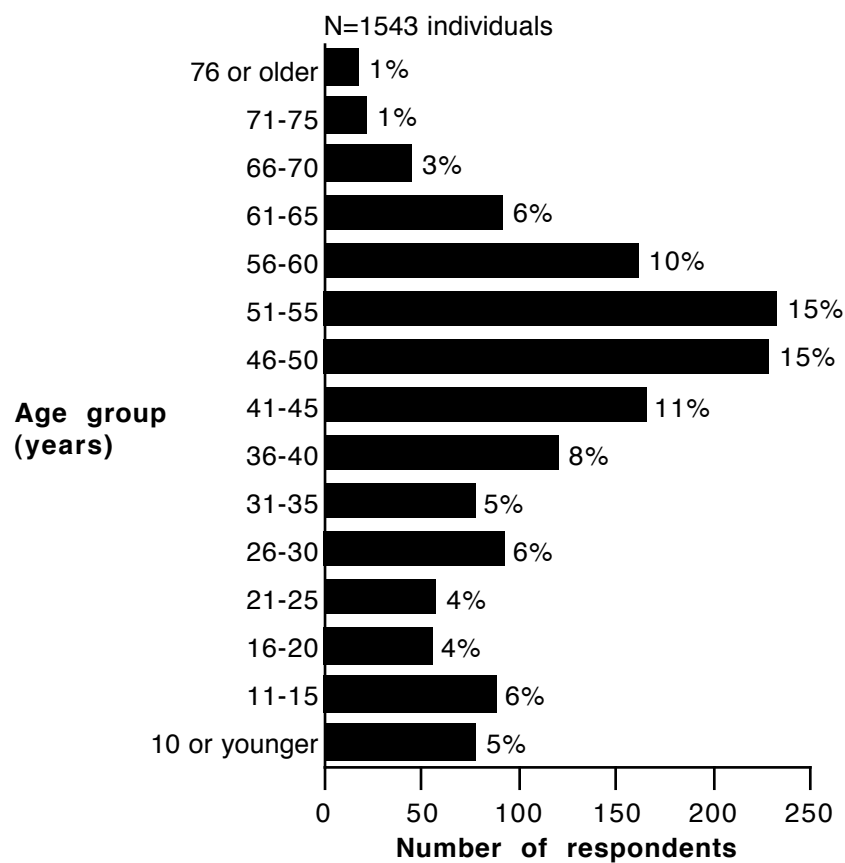
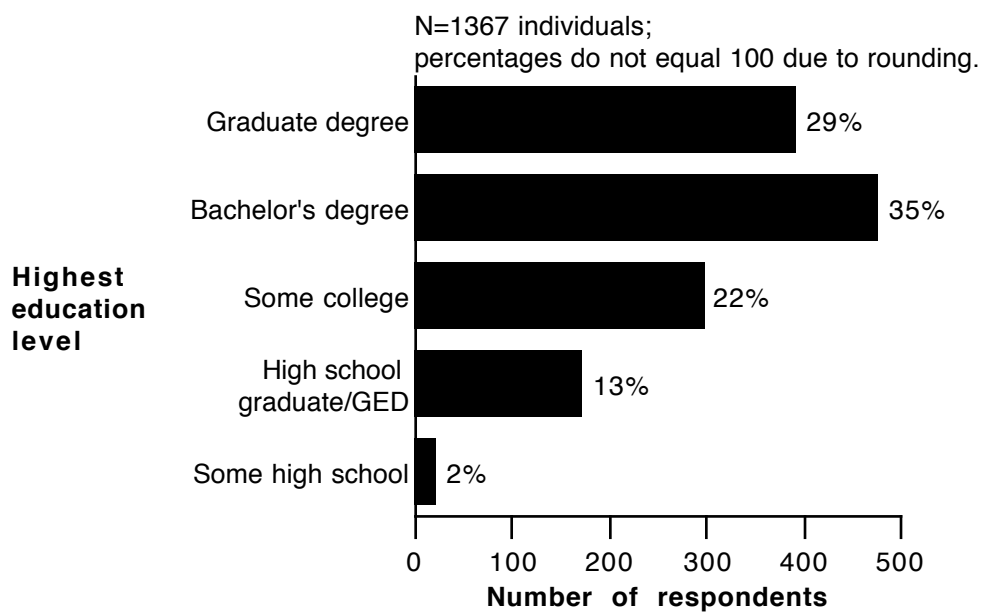


Figure 3: Visitors with guided tour groups (such as bus tour, fishing charter, sailboat charter, kayak outfitter)

**Figure 4: Visitor ages****Figure 5: Adult (age 18 and over) highest level of education**

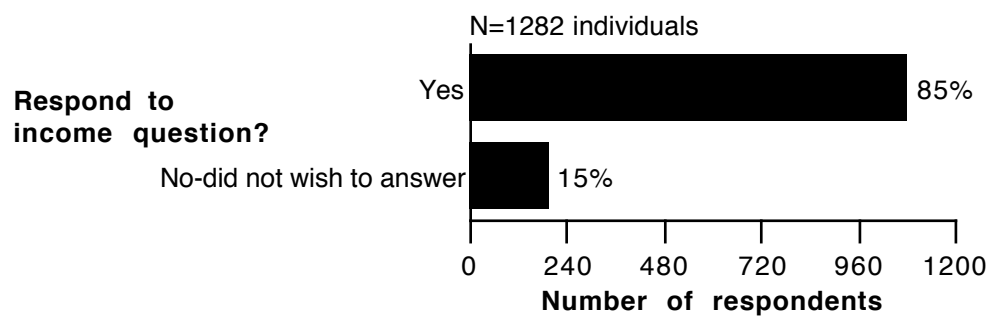


Figure 6: Responses to income question

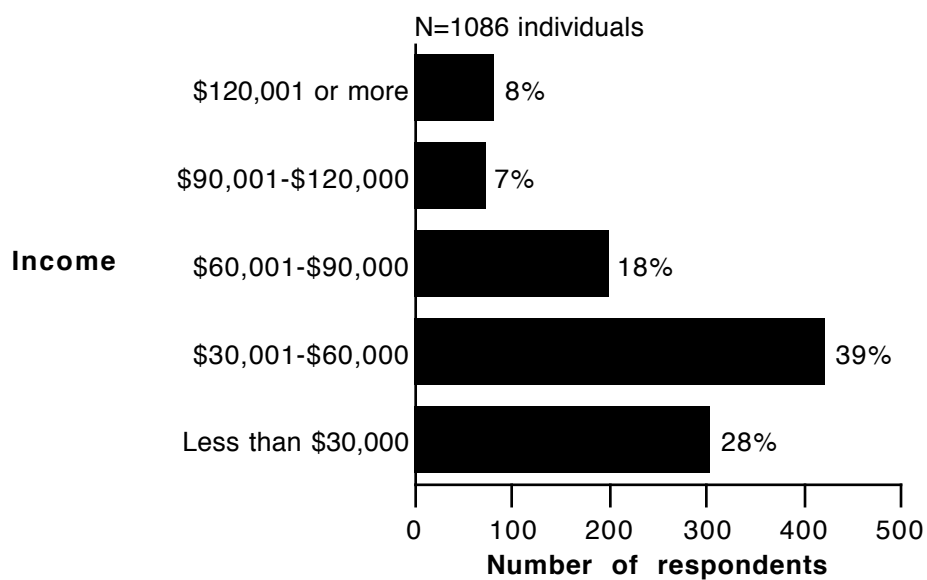


Figure 7: Adult current income level

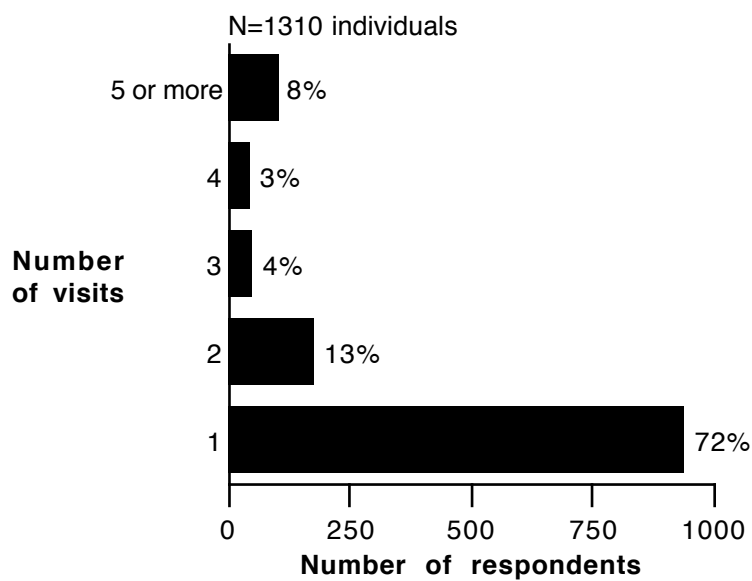


Figure 8: Number of visits to Apostle Islands NL during 2004 (including this visit)

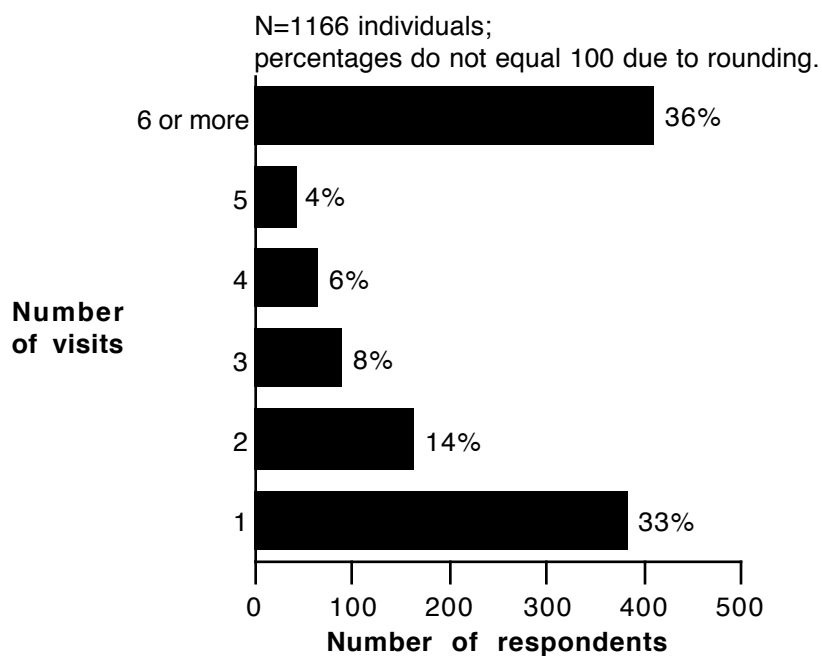
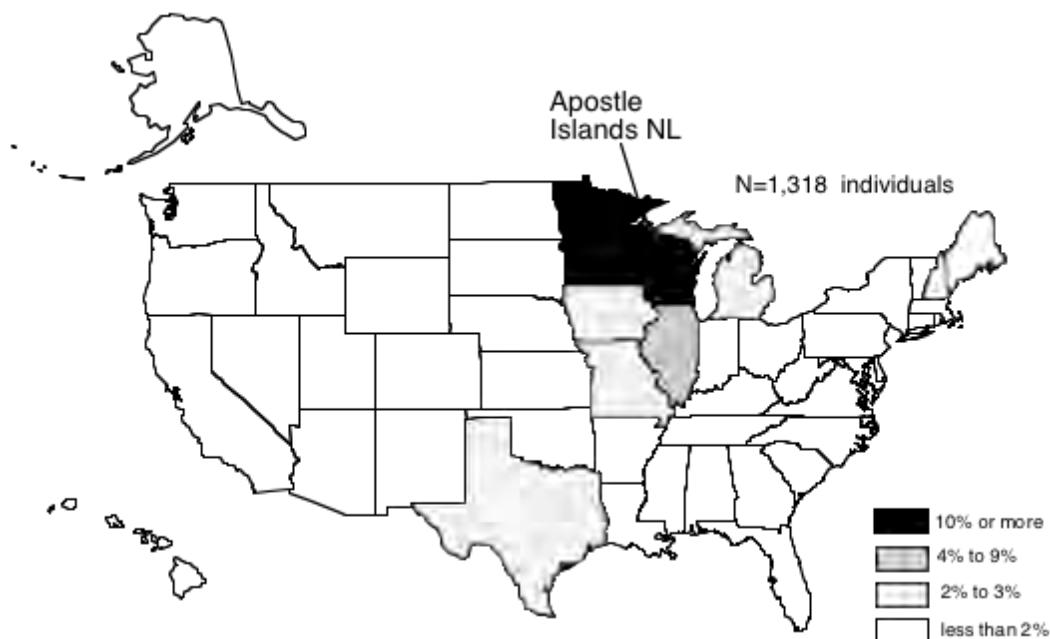


Figure 9: Number of visits to Apostle Islands NL during visitor lifetime (including this visit)

Table 3: International visitors by country of residence

percentages may not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors N=32 individuals	Percent of total visitors N=1,350 individuals
Canada	12	38	1
France	4	13	<1
Spain	4	13	<1
England	3	9	<1
Germany	3	9	<1
Norway	3	9	<1
Columbia	2	6	<1
Mexico	1	3	<1



Map 1: Proportion of United States visitors by state of residence

Table 4: United States visitors by state of residence

percentages may not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=1,318 individuals	Percent of total visitors N=1,350 individuals
Wisconsin	555	42	41
Minnesota	438	33	32
Illinois	67	5	5
Michigan	42	3	3
Iowa	37	3	3
Texas	24	2	2
Missouri	21	2	2
Nebraska	13	1	1
Arizona	12	1	1
Arkansas	8	1	1
Colorado	8	1	1
Montana	8	1	1
North Dakota	8	1	1
California	7	1	1
Florida	7	1	1
Indiana	7	1	1
Kansas	7	1	1
Maryland	6	<1	<1
Ohio	6	<1	<1
New York	5	<1	<1
Nevada	4	<1	<1
Oregon	4	<1	<1
South Dakota	4	<1	<1
10 other states	20	2	1

Length of stay in park and area
Places visited
Length of stay at places visited

Visitor groups were asked several questions about their length of stay in the park and in the area, the places they visited, and the length of time they spent on the islands, at a dock or other selected locations, and the time they spent on the water near the islands. The questionnaire defined a visit as "visiting the National Park Service facilities on the mainland, stepping foot on an island inside the park boundary, or coming within 1/4-mile (about 4 football fields) of any park land in a boat."

Park: Visitor groups were asked to report the number of hours and days they spent at the park including on the water near park islands (not including Madeline Island, which is not in the park). Forty-four percent of groups (N=215, see Figure 10) spent less than 24 hours, while 56% (N=273, see Figure 11) spent 24 or more hours. Of groups who spent less than 24 hours, 42% spent six or more hours and 48% spent one to four hours (see Figure 10). For the visitor groups who spent 24 or more hours on this visit, most (70%) spent two to four days (see Figure 11). Seventeen percent spent seven or more days.

Area: For the surrounding area (including Bayfield, Ashland, Washburn, Cornucopia, Herbster, Port Wing, Madeline Island or points in between), visitor groups were also asked to report their length of stay, not including the time spent in the park. Thirty-two percent of visitor groups (N=135) spent less than 24 hours, while 68% of visitor groups (N=289) spent 24 or more hours (see Figures 12 and 13). Of those who spent less than 24 hours, 36% of groups spent seven or more hours, while 49% spent one to four hours (see Figure 12). Of those who spent 24 or more hours, 67% of visitor groups spent two to four days (see Figure 13).

Places visited: Groups were also asked to list the places they visited on this trip, in the park, Madeline Island, and the City of Bayfield. The City of Bayfield was the most visited place with 65% of visitor groups spending time there (see Figure 14). Other commonly visited places included Madeline Island (31%), Stockton Island (28%), Meyers Beach/Sea Caves (28%), Raspberry Island (28%), and Little Sand Bay (27%). The least visited place was Gull Island (<1%).

Length of stay at places visited: Visitor groups reported the hours or days that they spent at each location they visited (see Table 5 for the average length of stay at each place). View responses for less than 30 visitor groups with CAUTION! due to the small number of respondents.

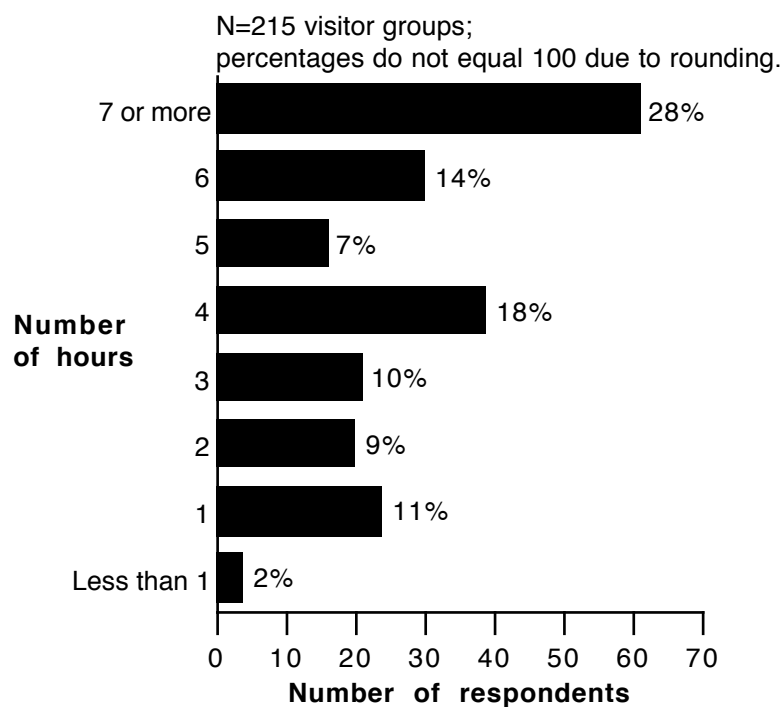


Figure 10: Number of hours visitors spent at Apostle Islands NL, including waters surrounding park islands

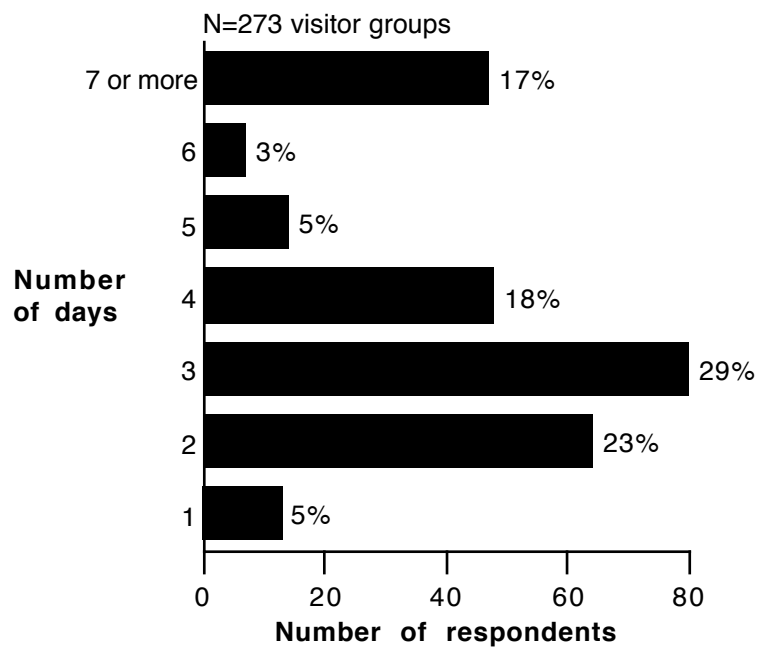


Figure 11: Number of days visitors spent at Apostle Islands NL, including waters surrounding park islands

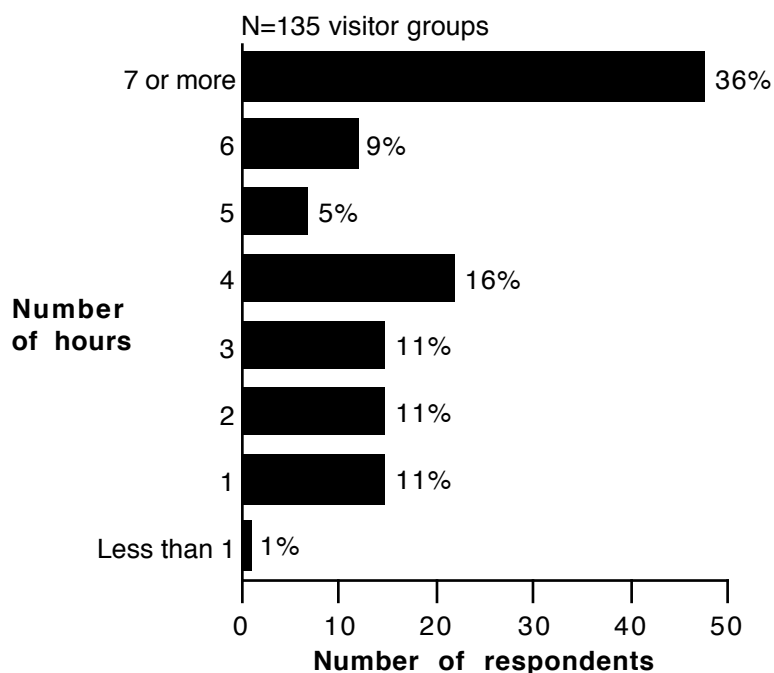


Figure 12: Number of hours visitors spent in the area surrounding Apostle Islands NL (including Bayfield, Ashland, Washburn, Cornucopia, Herbster, Port Wing, Madeline Island, or points in between)

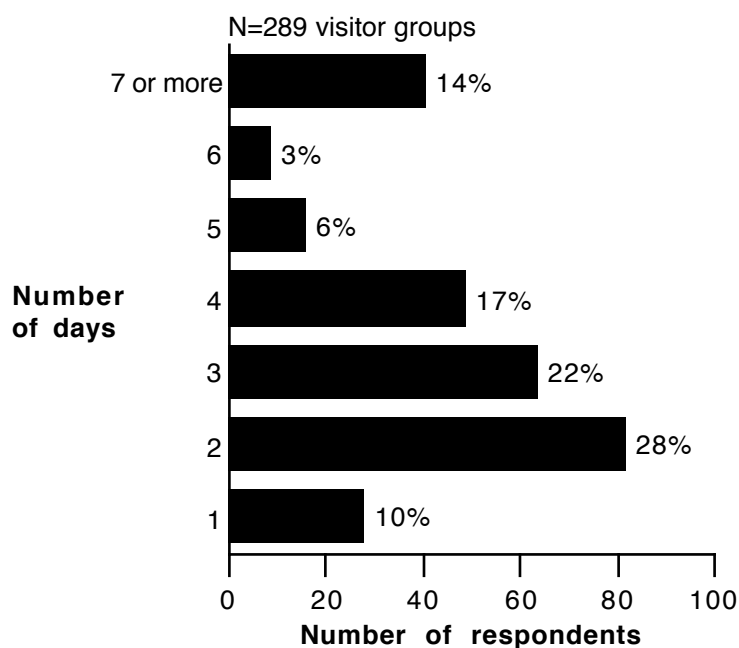


Figure 13: Number of days visitors spent in the area surrounding Apostle Islands NL (including Bayfield, Ashland, Washburn, Cornucopia, Herbster, Port Wing, Madeline Island, or points in between)

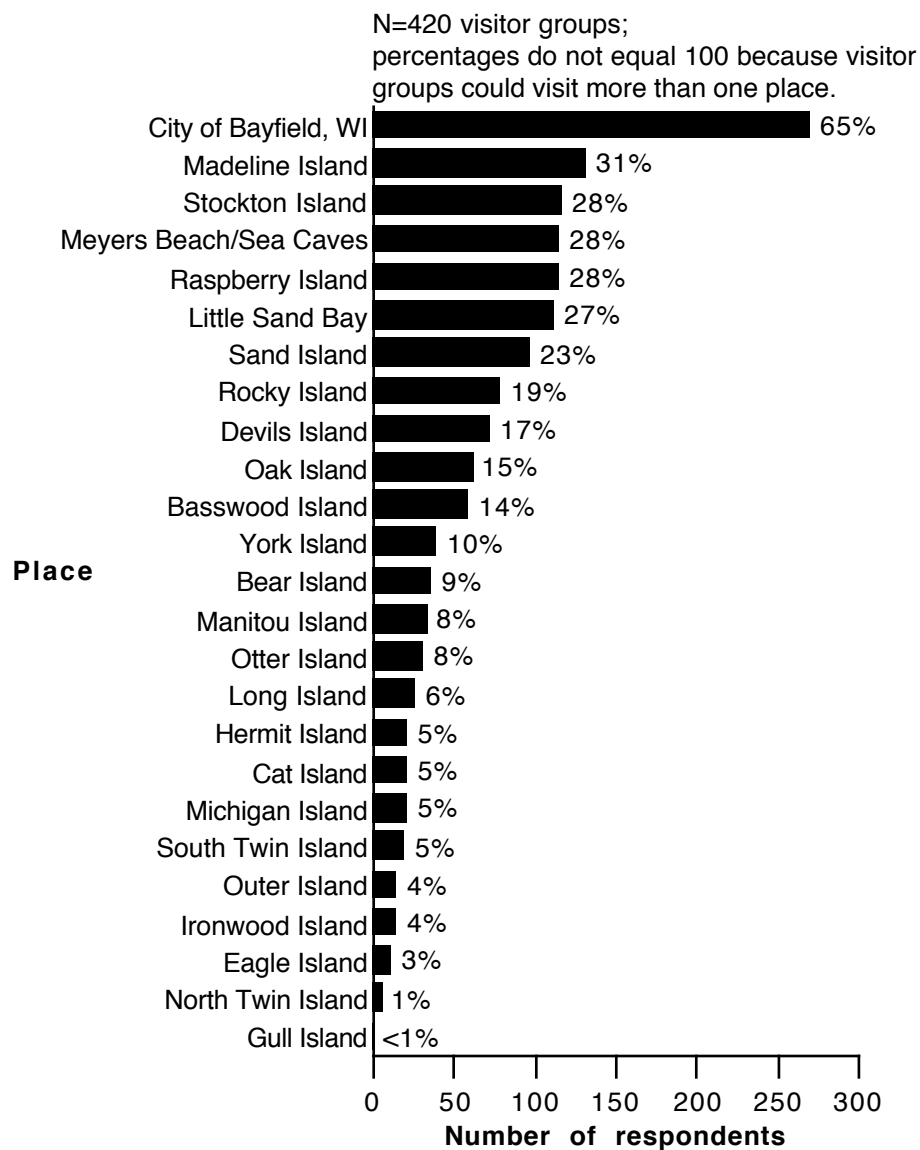


Figure 14: Places visited

Note: The questionnaire defined a visit as "visiting the National Park Service facilities on the mainland, stepping foot on an island inside the park boundary, or coming within 1/4-mile (about 4 football fields) of any park land in a boat."

Table 5: Length of stay at places visited N=number of visitor groups who visited each place; Use CAUTION for data with N=<30 visitor groups									
Place		Time spent on island or at dock				Time spent on water near island			
		Less than 24 hours		24 hours or more		Less than 24 hours		24 hours or more	
	Visited N	Avg. hours	N	Avg. days	N	Avg. hours	N	Avg. days	N
Basswood Island	59	3.9	27	2	7	2.3	29	0	0
Bear Island	37	5.3	12	1.8	5	1.6	22	1.9	4
Cat Island	22	2.0	4	1.8	4	3.5	12	2.5	2
Devils Island	73	3.1	33	1.4	9	2.3	39	2.8	5
Eagle Island	12	0	0	0	0	1.6	11	0	0
Gull Island	1	0	0	0	0	0.3	1	0	0
Hermit Island	22	1.8	4	1.0	1	1.2	15	8.0	1
Ironwood Island	15	6.2	3	1.0	2	0.8	10	2.0	1
Long Island	26	3.3	13	1.5	3	3.3	14	0	0
Manitou Island	34	3.0	8	2.4	5	2.1	13	5.0	1
Michigan Island	21	2.0	9	1.5	2	0.8	10	1.0	1
North Twin Island	6	1.1	2	0	0	0.7	4	0	0
Oak Island	62	5.4	22	1.8	10	2.5	30	4.0	5
Otter Island	32	2.2	10	2.0	4	2.1	16	2.0	1
Outer Island	15	1.6	6	1.0	2	2.1	5	1.0	1
Raspberry Island	116	2.4	70	2.4	5	2.0	48	2.5	12
Rocky Island	80	6.2	26	2.2	18	4.0	26	2.4	17
Sand Island	97	5.3	44	2.5	19	4.1	52	4.4	9
South Twin Island	20	5.9	5	1.7	6	1.5	8	0	0
Stockton Island	118	5.3	47	2.5	43	6.6	38	1.6	17
York Island	40	1.8	18	1.9	6	2.2	25	7.7	3
Madeline Island (not in park)	132	5.2	71	2.3	27	N/A			
Little Sand Bay	113	3.7	89	2.7	21				
Meyers Beach and Sea Caves	116	4.1	103	2.5	10				
City of Bayfield, WI	271	4.6	153	3.8	97				

Visitor awareness of park management by NPS

Visitor groups were asked if, prior to their visit, they were aware that Apostle Islands NL is managed by the National Park Service. Most groups (78%) were aware that the park is managed by the NPS, while 19% were not (see Figure 15). Four percent were "not sure."

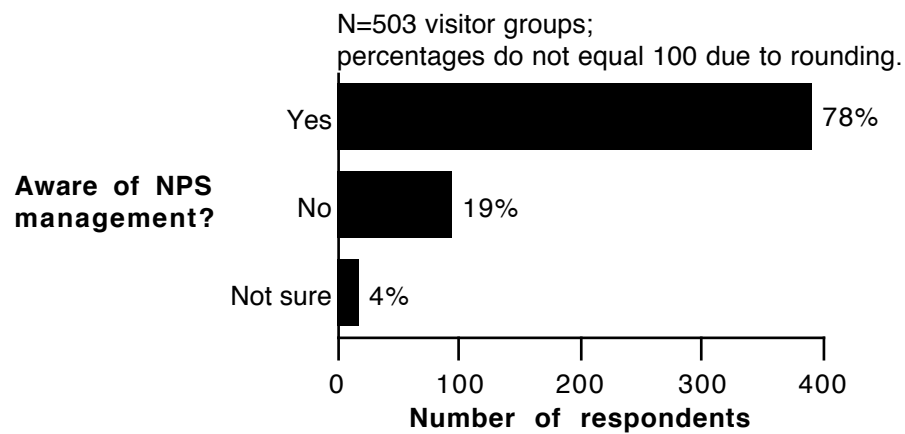


Figure 15: Awareness of park management by NPS

Sources of information

Prior to their park visit, most visitor groups (89%) obtained information about Apostle Islands NL, while 11% did not (see Figure 16). The most common sources of information used by visitor groups included previous visits (64%), friends/relatives/ word of mouth (50%), brochures/maps (40%), and the NPS Apostle Islands NL website (32%), as shown in Figure 17. The least used source of information was travel agents (<1%). “Other” sources of information included living in the area, growing up in Apostle Island lighthouses, and the Bayfield Visitor Center.

Visitor groups who obtained information about Apostle Islands NL prior to this visit were then asked whether they received the needed information. Most visitor groups (89%) reported that they received the type of information about the park that they needed (see Figure 18). However, 8% of visitor groups did not receive information that they needed and 3% were “not sure.”

Some of the commonly mentioned types of information that visitor groups needed but were more detailed maps, more specific information about camping, weather conditions, trails, kayaking, caves, and where to rent boats.

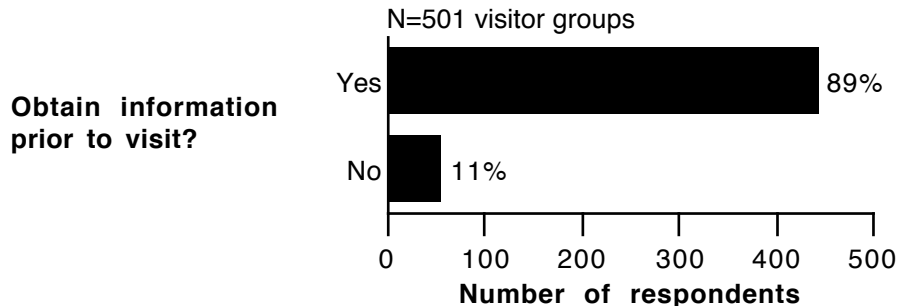


Figure 16: Visitors who obtained information about Apostle Islands NL prior to this visit

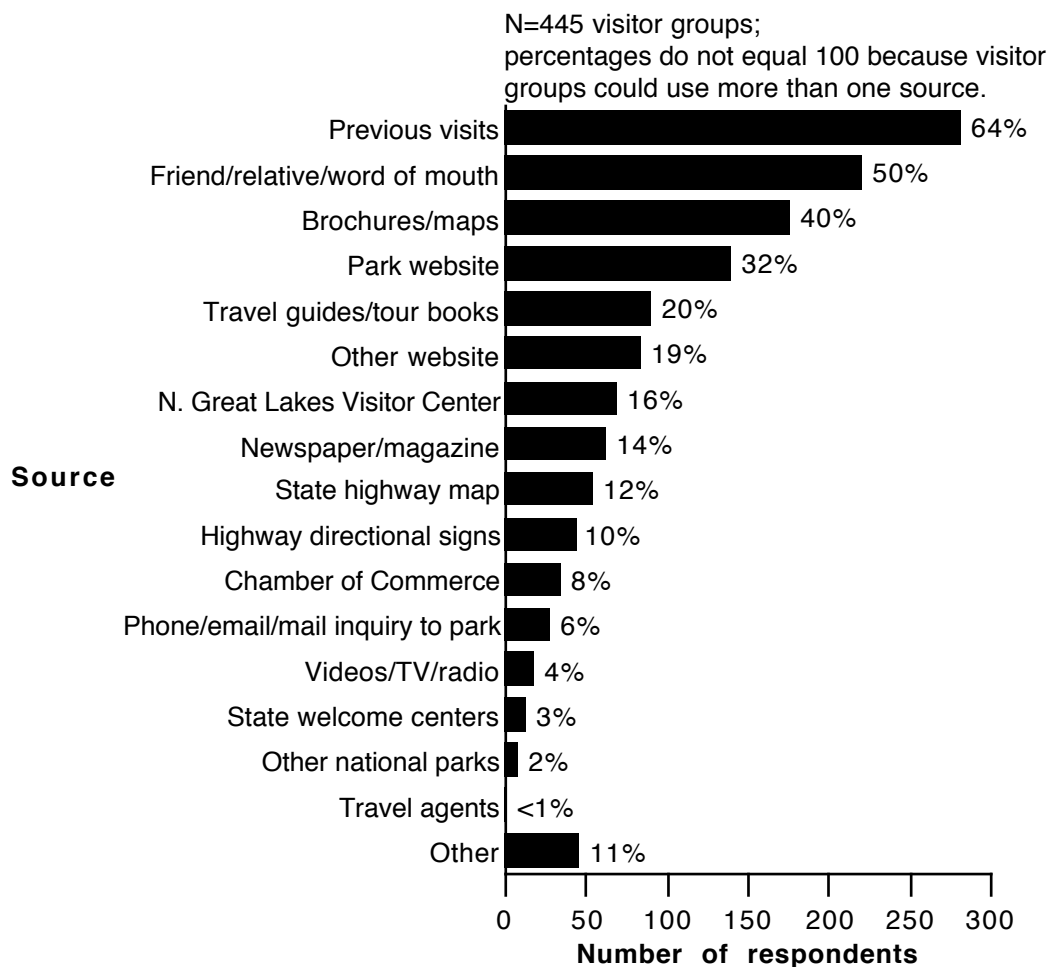


Figure 17: Sources of information used by visitor groups prior to this visit

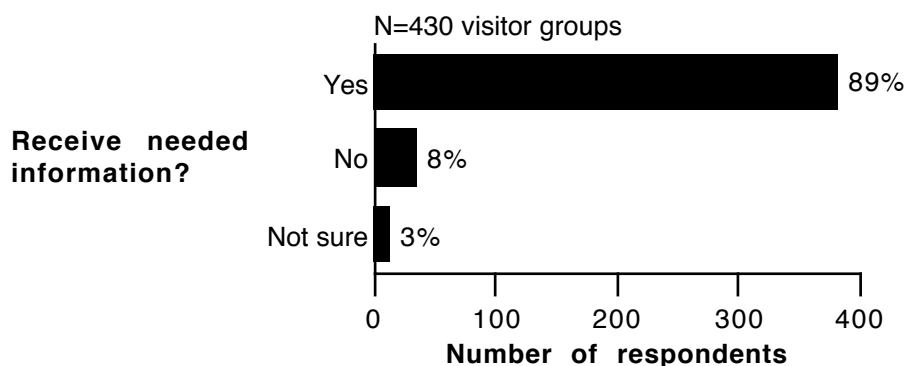


Figure 18: Visitors who received needed information prior to this visit to Apostle Islands NL

Primary reason for visiting the area

Visitor groups were asked to identify their primary reason for visiting the northern Wisconsin area. Almost one-half of the groups (48%) came to visit Apostle Islands NL, followed by recreation (22%), as shown in Figure 19. "Other" primary reasons included boating, kayaking, stay at cabin, vacation, and see Sea Caves.

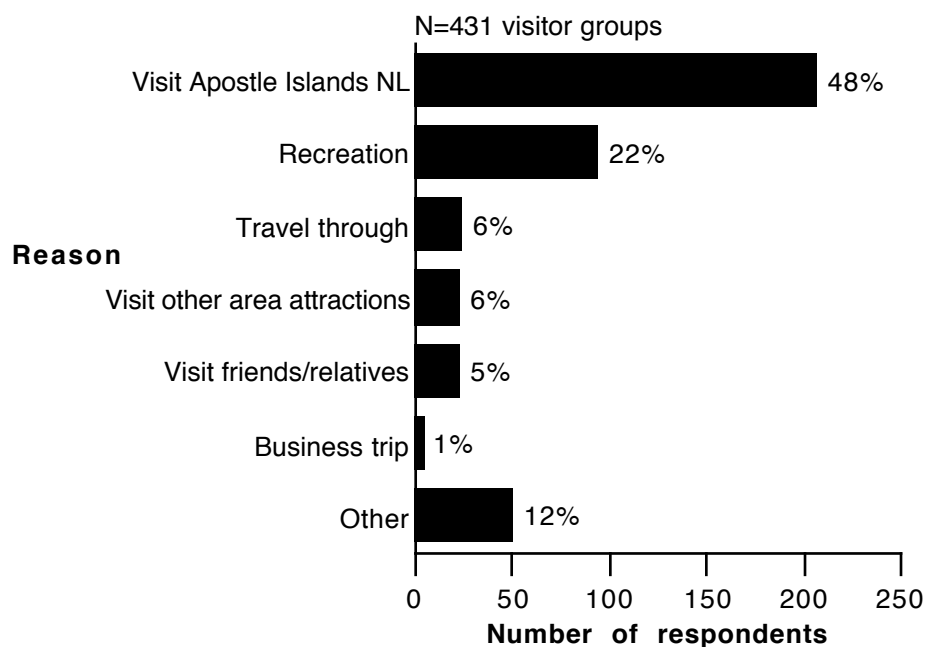
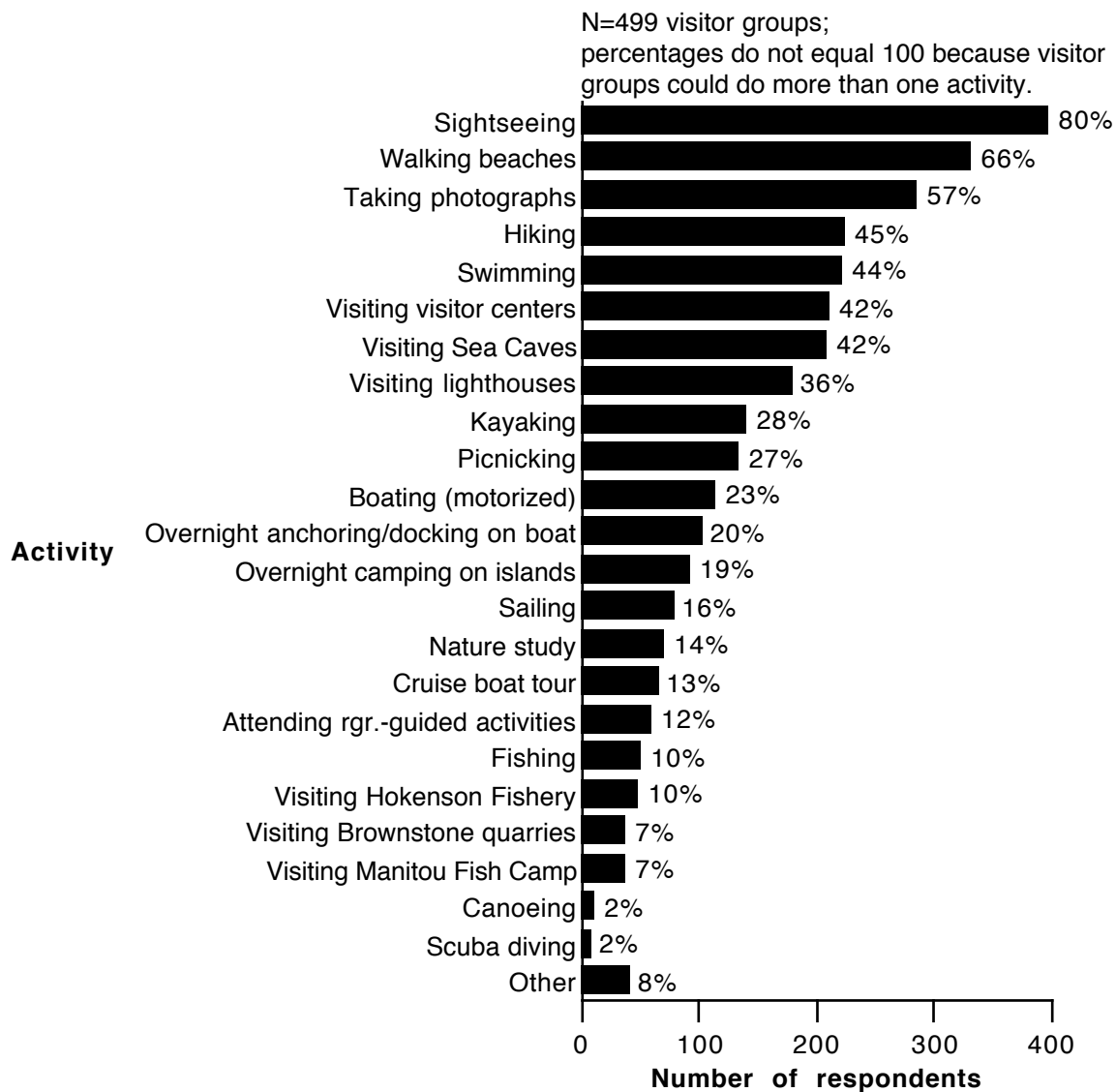


Figure 19: Primary reason for visiting the area

Activities

The most common activities that visitor groups participated in during this visit to the Apostle Islands NL included sightseeing (80%), walking beaches (66%), and taking photographs (57%), as shown in Figure 20. The least common activities were canoeing and scuba diving (each 2%). "Other" activities included resting, bicycling, visiting friend, and gardening.

Groups were also asked to identify which of the activities was their primary reason for visiting Apostle Islands NL on this visit. The most common responses were kayaking (23%), sightseeing (14%), motorized boating (13%), and sailing (13%), as shown in Figure 21. No groups listed visiting the historic Brownstone quarries as their primary reason for visiting. "Other" primary reasons included walking dog, building sand castles, and resting.

**Figure 20: Visitor activities**

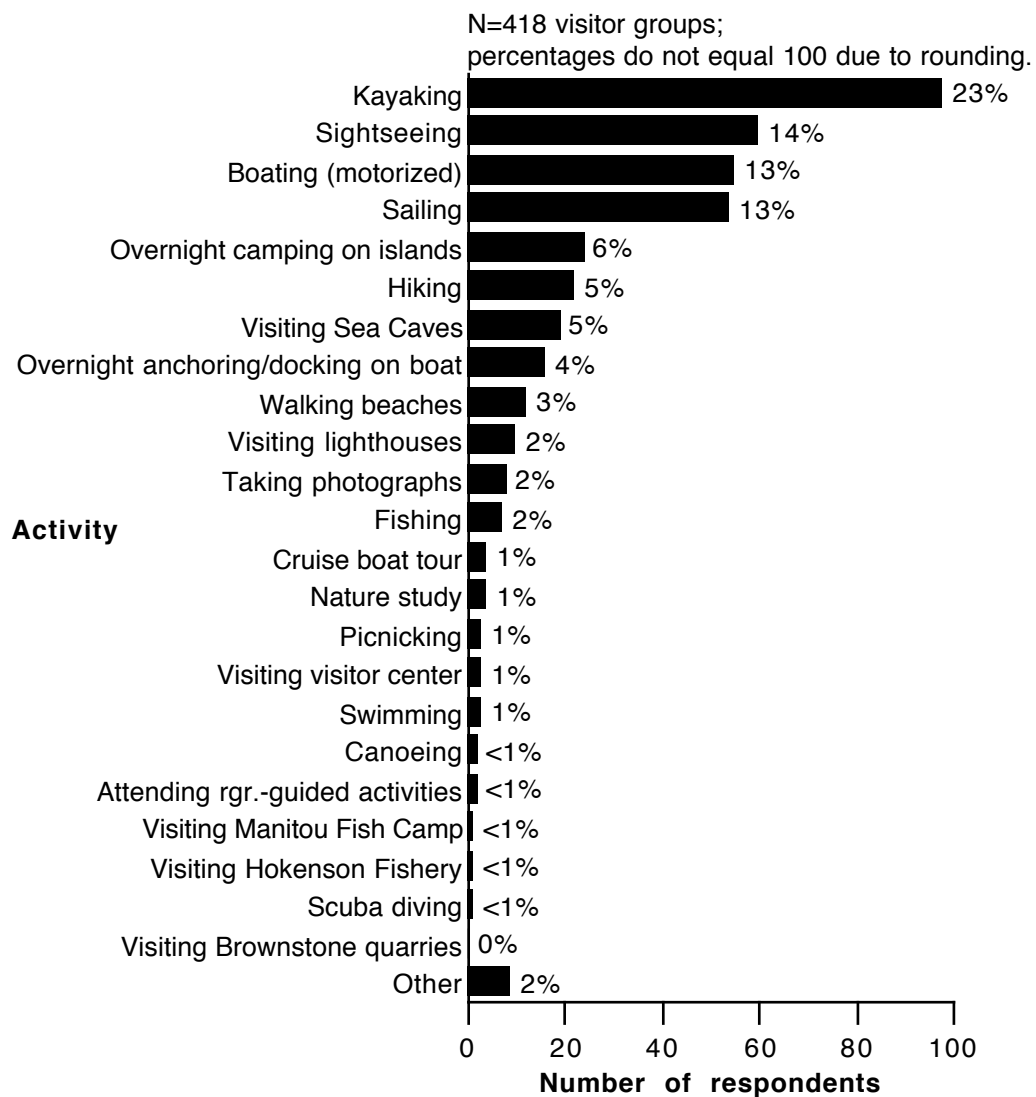


Figure 21: Activity that was primary reason for park visit

Forms of transportation used

When asked to list the forms of transportation that they used to visit the park, 68% of visitor groups most often said they used a private vehicle (see Figure 22). Groups also used foot (27%), kayak (25%), power boat (21%), sailboat (15%), and commercial cruise (14%) to visit the park. "Other" types of transportation included rental car and kayak outfitter van.

Groups were also asked to list the boat launches or marinas where they launched their boats or kayaks (see Tables 6 and 7).

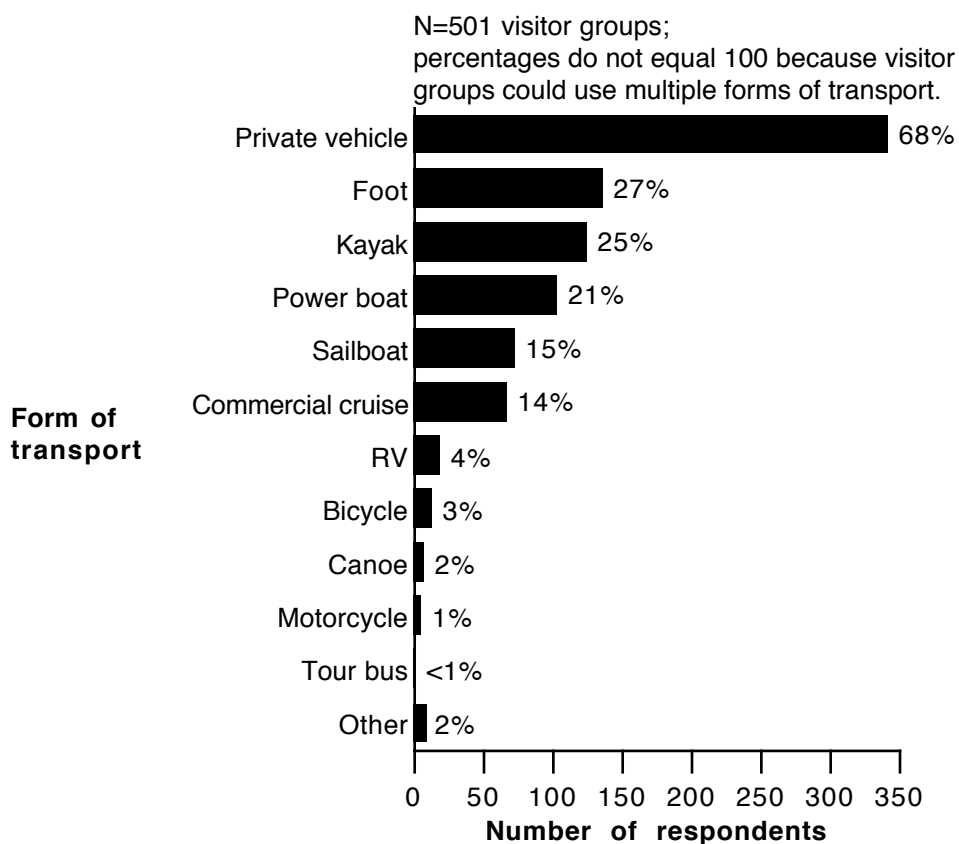


Figure 22: Forms of transportation used

Table 6: Boat launch or marina used to launch boat

N=227 responses

Boat launch/marina #1 N=227	Number of times mentioned	Boat launch/marina #2 or #3 N=6	Number of times mentioned
Bayfield	75	Little Sand Bay	2
Little Sand Bay	33	Bayfield	2
Port Superior/Marina	31	Madeline	1
Washburn	18	Port Superior	1
Ashland	12		
Duluth, MN	9		
Pikes Bay Marina	6		
Red Cliff	6		
Roy's Point	5		
Cornucopia	4		
Madeline Island	4		
Meyers Beach	4		
Bayfield Marina	3		
Sand Island	3		
Silver Bay	2		
Buffalo Bay	2		
Black River Harbor	1		
Ken Dobson Marina	1		
Main dock	1		
Port Wing	1		
Private dock	1		
PSMA	1		
Saxon Harbor	1		
Siskiwit Bay Marina	1		
Thunder Bay @ Grand	1		
Marais, MN	1		
Windigo @ Isle Royale	1		

Table 7: Boat launch or marina used to launch kayak

N=135 responses

Boat launch/marina #1 N=114	Number of times mentioned	Boat launch/marina #2 or #3 N=21	Number of times mentioned
Little Sand Bay	43	Little Sand Bay	6
Meyers Beach	41	Meyers Beach	4
Red Cliff	11	Bayfield	3
Bayfield	9	Red Cliff	3
Buffalo Bay	4	Buffalo Bay	1
Living Adventure at Red Cliff	1	North end of Madeline Island	1
Stockton Island	2	Sand Point	1
Point Detour	1	Bayview Beach at Sioux River	1
Sand Point	1	Unknown	1

Reasons for not visiting park islands

When asked why they did not visit any of the 21 park islands on this trip, visitor groups most often responded that there was not enough time (57%). The next most common reasons included that they did not own a boat (20%), it was too expensive (13%), and did not know how (9%), as shown in Figure 23. No groups cited worrying about bears as a reason for not visiting the islands. Thirty percent of visitor groups wrote "other" reasons why they did not visit the islands, including wanting to spend time on mainland, worried about family, health issues, rough water, and looks empty.

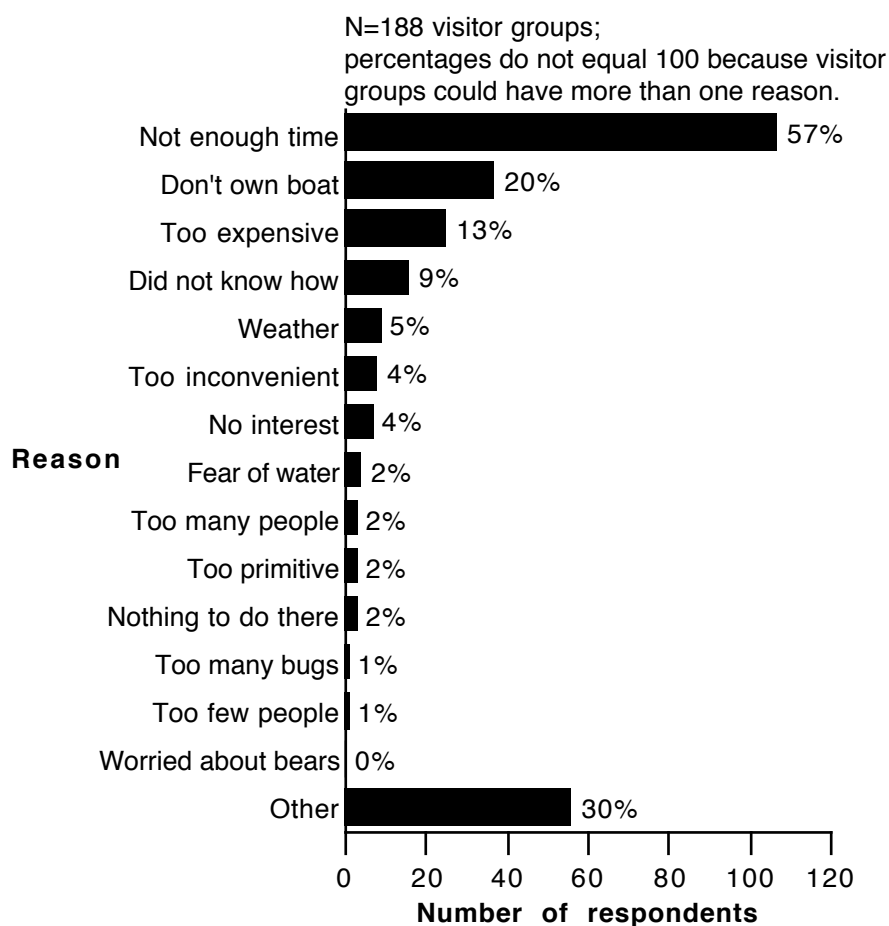


Figure 23: Reasons for not visiting park islands

Overnight accommodations

Visitor groups were asked a series of questions about their overnight accommodations in Apostle Islands NL and the surrounding area (within a 30-mile or 45-minute drive of Bayfield). First, visitor groups were asked if they stayed overnight away from home in the park or area within a 30-mile (or 45-minute) drive. Most groups (77%) stayed overnight away from home within the park area, while 23% did not stay overnight (see Figure 24).

Number of nights stayed: Visitor groups who stayed overnight away from home were then asked to report the number of nights they stayed inside the park and in the surrounding area. In the park, 72% of visitor groups stayed one to three nights, as shown in Figure 25. Outside the park in the area, 79% spent one to three nights (see Figure 26).

Types of lodging used: The most common type of lodging that visitor groups used inside Apostle Islands NL was on a boat (51%), followed by island campsite (38%), as shown in Figure 27. "Other" types of lodging in the park included wilderness camping and private cottage. Outside the park, the most common types of lodging used were a car or RV campground (31%) and motel (30%), as shown in Figure 28. "Other" types of lodging included camping on a private beach and college.

Location stayed: When asked to list the city/town where they stayed on the night prior to their park visit, visitor groups' top three responses were Bayfield, WI; Ashland, WI; and Duluth, MN (see Table 8). The cities/towns where groups most often stayed on the night after their park visit were Bayfield, WI; Duluth, MN; and Minneapolis, MN (see Table 9).

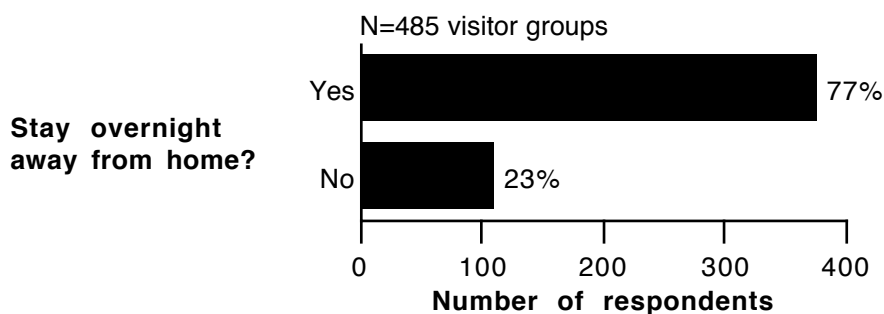


Figure 24: Visitor groups who stayed overnight away from home outside the park (in Bayfield or within 30 miles of Bayfield)

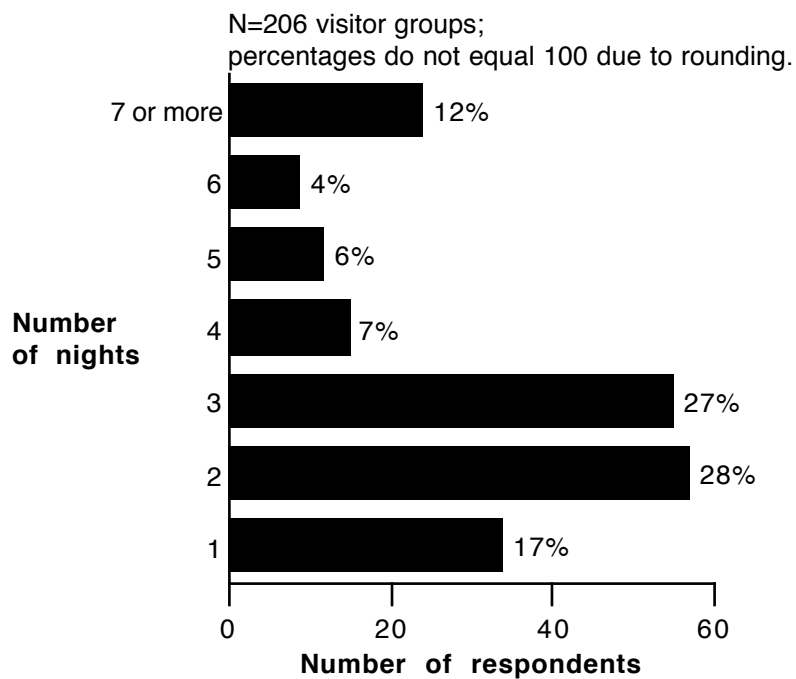


Figure 25: Number of nights visitor groups stayed inside the park

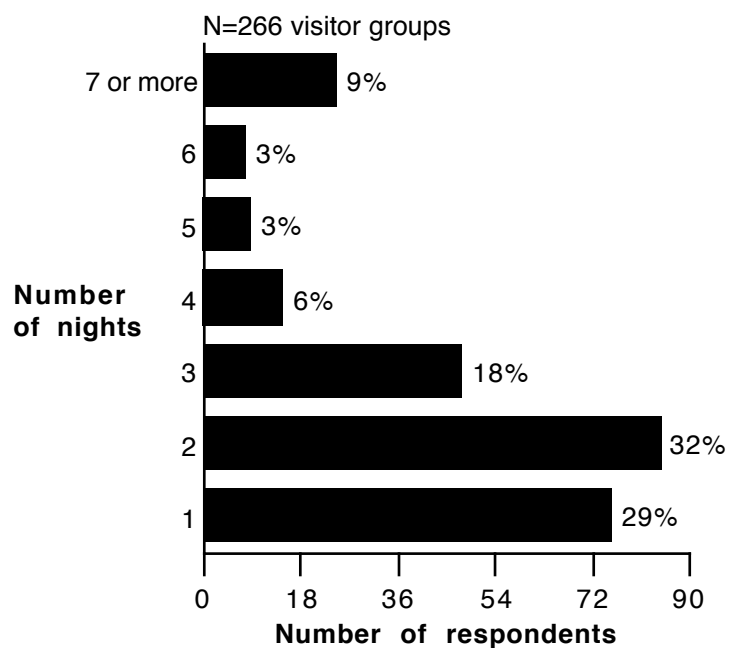


Figure 26: Number of nights visitor groups stayed outside the park (in Bayfield or within 30 miles of Bayfield)

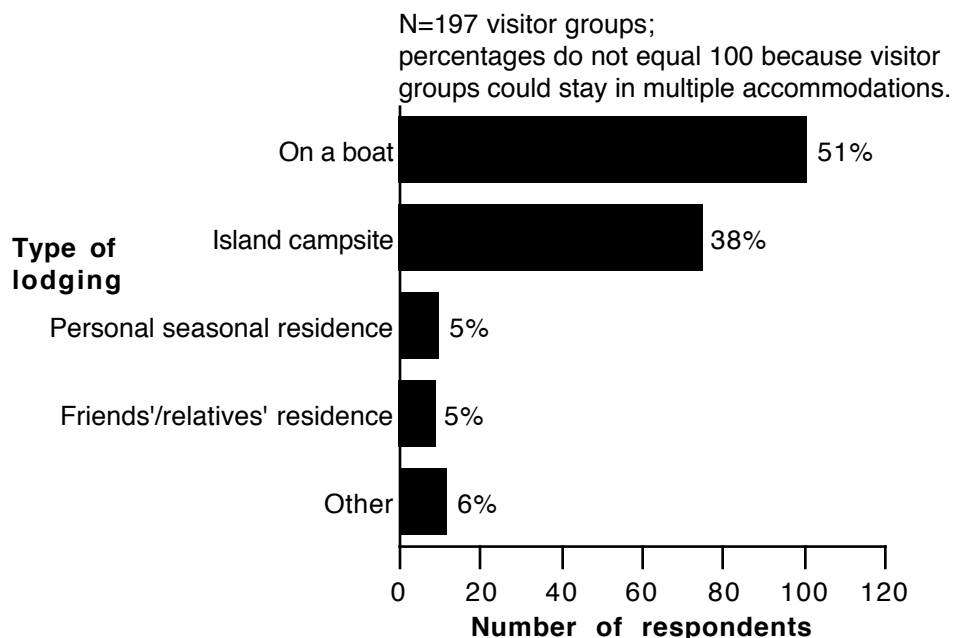
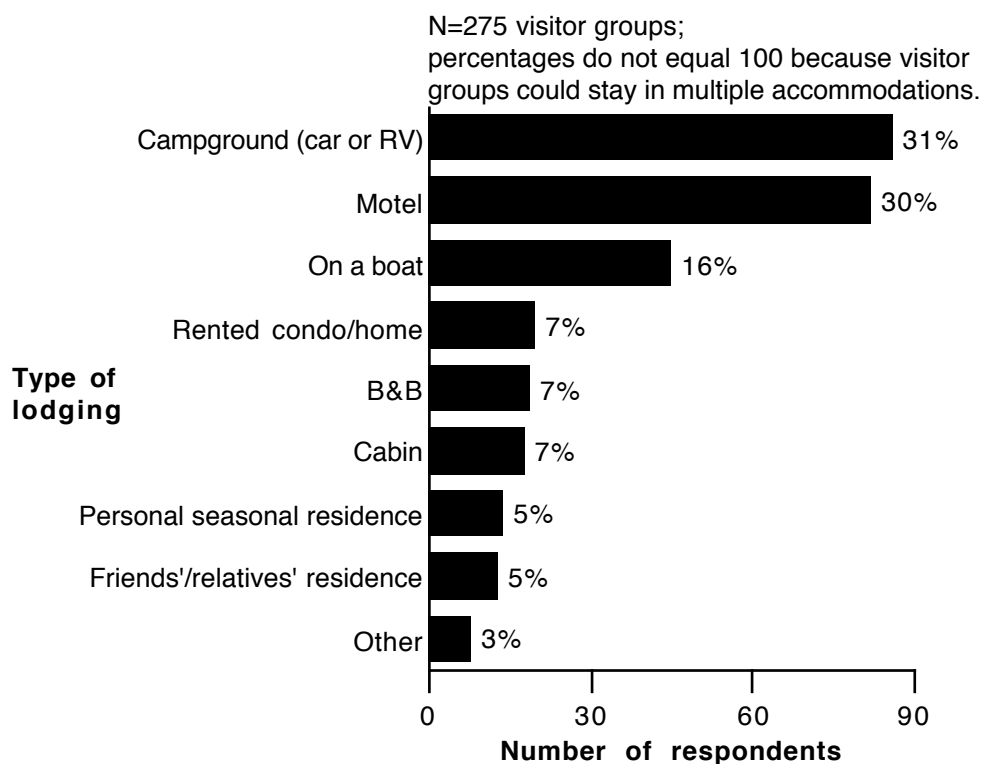


Figure 27: Type of lodging visitor groups used inside the park



**Figure 28: Type of lodging visitor groups used outside the park
(in Bayfield or within 30 miles of Bayfield)**

Table 8: Places stayed on night before park visit

N=361 places

City/town and state		Number of times mentioned
Bayfield	MI	40
Ashland	WI	22
Duluth	MN	22
Superior	WI	14
Washburn	WI	14
Minneapolis	MN	13
St. Paul	MN	11
Cornucopia	WI	8
Eau Claire	WI	7
Hayward	WI	6
Minocqua	WI	5
Mellen	WI	4
Red Cliff	WI	4
Cable	WI	3
Colfax	WI	3
Eagle River	WI	3
Eden Prairie	MN	3
Herbster	WI	3
Milaca	MN	3
Park Falls	WI	3
Port Wing	WI	3
Sayner	WI	3
Stevens Point	WI	3
Stillwater	MN	3
Brainerd	MN	2
Brule	WI	2
Chicago	IL	2
Chippewa Falls	WI	2
Clam Lake	WI	2
Drummond	WI	2
Grand Marais	MN	2
Iron River	WI	2
Ironwood	MI	2
La Crosse	WI	2
La Pointe	WI	2
Lakeville	MN	2
Madeline Island	WI	2
Milwaukee	WI	2
Munising	MI	2
North Branch	MN	2
Onalaska	WI	2
Owatonna	MN	2

**Table 8: Places stayed on night before park visit
(continued)**

City/town and state		Number of times mentioned
Port Superior	WI	2
Portage	WI	2
Silver Bay	MN	2
Spooner	WI	2
St. Croix Falls	WI	2
Stone Lake	WI	2
Viroqua	WI	2
Watersmeet	MI	2
Wausau	WI	2
Wisconsin Rapids	WI	2
Albany	MN	1
Amery	WI	1
Andover	MN	1
Appleton	WI	1
Arden Hills	MN	1
Ashfield	WI	1
Atlanta	MI	1
Bad River	WI	1
Bancroft	WI	1
Baraboo	WI	1
Barnes	WI	1
Becker	MN	1
Bemidji	MN	1
Black River	MI	1
Black River Falls	WI	1
Brookfield	IL	1
Burnsville	MN	1
Butternut	WI	1
Carlton	MN	1
Cascade River State Park	MN	1
Chisago City	MN	1
Clear Lake	MN	1
Cloverland-Poplar	WI	1
Copper Falls State Park	WI	1
Copper Harbor	MI	1
Delafield	WI	1
Delta	WI	1
Dodgeville	WI	1
Du Lac Indian Reservation	MN	1
Eagan	MN	1
Fargo	ND	1
Fond du Lac	WI	1
Forest Lake	MN	1

**Table 8: Places stayed on night before park visit
(continued)**

City/town and state		Number of times mentioned
Gordon	WI	1
Green Bay	WI	1
Hackensack	MN	1
Harpers Ferry	IA	1
Haugen	WI	1
Hazelhurst	WI	1
Houston	TX	1
Hudson	WI	1
Hutchinson	MN	1
Iron River	MI	1
Isanti	MN	1
Isle Royale	MI	1
Kaukauna	WI	1
La Valle	WI	1
Ladysmith	WI	1
Land O'Lakes	WI	1
Little Falls	MN	1
Long Lake	WI	1
Long Prairie	MN	1
Loretto	MN	1
Luck	WI	1
Lutin	MN	1
Mackinac Island	MI	1
Manitowish Water	WI	1
Maple	WI	1
Marquette	MI	1
McFarland	WI	1
Mercer	WI	1
Middleton	WI	1
Minong	WI	1
Moose Lake	MN	1
Namekagon	WI	1
Naperville	IL	1
New Brighton	MN	1
Odanah	WI	1
Ontonagon	MI	1
Palatine	IL	1
Park Rapids	MN	1
Phillips	WI	1
Pikes Bay Marina	WI	1
Platte City	MO	1
Plover	WI	1

**Table 8: Places stayed on night before park visit
(continued)**

City/town and state		Number of times mentioned
Plymouth	MN	1
Presque Isle	WI	1
Prior Lake	MN	1
Rhineland	WI	1
River Falls	WI	1
Rockford	IL	1
Rogers	MN	1
Russell	WI	1
Sarona	WI	1
Shell Lake	WI	1
Siren	WI	1
Spicer	MN	1
Springstead	WI	1
St. Joseph	MN	1
Stacy	MN	1
Sun Prairie	WI	1
Thunder Bay	Ontario	1
Tip of Bark Point	WI	1
Tomahawk	WI	1
Treyo	WI	1
Twin Harbors	MN	1
Ward	SD	1
Windigo, Isle Royale	MI	1
Winneonne	WI	1
Wisconsin Dells	WI	1
Woodruff	WI	1
Wyoming	MN	1

Table 9: Places stayed on night after park visit

N=340 places

City/town and state		Number of times mentioned
Bayfield	WI	19
Duluth	MN	18
Minneapolis	MN	18
Ashland	WI	16
St. Paul	MN	13
Superior	WI	9
Madison	WI	8
Washburn	WI	8
Eau Claire	WI	7
Cornucopia	WI	6
Hayward	WI	6
Brule	WI	5
Eagle River	WI	5
Ironwood	MI	4
Marquette	MI	4
Minocqua	WI	4
Cable	WI	3
Chicago	IL	3
Drummond	WI	3
Eden Prairie	MN	3
Ely	MN	3
Grand Marais	MN	3
Green Bay	WI	3
Iron River	WI	3
Milaca	MN	3
Owatonna	MN	3
Rhineland	WI	3
Sayner	WI	3
Stillwater	MN	3
Wisconsin Rapids	WI	3
Bad River Casino	WI	2
Chippewa Falls	WI	2
Clam Lake	WI	2
Copper Harbor	MI	2
Lakeville	MN	2
Madeline Island	WI	2
Mellen	WI	2
Middleton	WI	2
Milwaukee	WI	2
Odanah	WI	2
Poplar	WI	2
Port Wing	WI	2
Silver Bay	MN	2
Taylors Falls	MN	2

**Table 9: Places stayed on night after park visit
(continued)**

City/town and state		Number of times mentioned
Tomahawk	WI	2
Viroqua	WI	2
Watersmeet	MI	2
Wausau	WI	2
Amery	WI	1
Anoka	MN	1
Appleton	WI	1
Arden Hills	MN	1
Bancroft	WI	1
Barnes	WI	1
Barronett	WI	1
Beaver Bay	MN	1
Becker	MN	1
Bloomington	MN	1
Brainerd	MN	1
Brookfield	IL	1
Burnsville	MN	1
Caledonia	IL	1
Champaign	IL	1
Chisago City	MN	1
Christmas	MI	1
Clear Lake	MN	1
Clearwater	MN	1
Clinton	WI	1
Cold Spring	MN	1
Colfax	WI	1
Copper Falls State Park	WI	1
Cortland	NE	1
Cottage Grove	MN	1
Crandon	WI	1
Danbury	WI	1
Deerfield	WI	1
Delafield	WI	1
Delta	WI	1
Dubuque	IA	1
Eagan	MN	1
Escanaba	MI	1
Esko	MN	1
Fargo	ND	1
Flint	MI	1
Fond du Lac	WI	1
Forest Lake	MN	1
Fridley	MN	1
Geneva	IL	1

**Table 9: Places stayed on night after park visit
(continued)**

City/town and state		Number of times mentioned
Hackensack	MN	1
Hancock City Campground	MI	1
Herbster	WI	1
Hortonville	WI	1
Houston	TX	1
Hudson	WI	1
Independence	IA	1
Iron Mountain	MI	1
Kabetogama	MI	1
Kaukauna	WI	1
Kenora	Ontario	1
Keshena	WI	1
Keweenaw Waterway	MI	1
La Crosse	WI	1
La Pointe	WI	1
La Valle	WI	1
Ladysmith	WI	1
Lakemills	WI	1
Lakewood	WI	1
Land O'Lakes	WI	1
Lansing	MI	1
Long Lake	WI	1
Long Prairie	WI	1
Loretto	MN	1
Luck	WI	1
Manitowish Water	WI	1
Maple	WI	1
Maple Grove	MN	1
McFarland	WI	1
Mora	MN	1
Mounds View	MN	1
Munising	MI	1
Naperville	IL	1
New Auburn	WI	1
New Brighton	MN	1
Nipigon	Canada	1
North Branch	MN	1
Oakfield	WI	1
Onalaska	WI	1
Ontonagon	MI	1
Osceola	WI	1
Oshkosh	WI	1

**Table 9: Places stayed on night after park visit
(continued)**

City/town and state		Number of times mentioned
Park City	WI	1
Park Falls	WI	1
Phillips	MN	1
Platte City	MO	1
Plover	WI	1
Plymouth	MN	1
Port Superior	WI	1
Presque Isle	WI	1
Prior Lake	MN	1
Richland Center	WI	1
Rock City	MN	1
Rockford	IL	1
Saronia/Long Lake	WI	1
Saxon Harbor	WI	1
Shell Lake	WI	1
Sparta	MI	1
Spicer	MN	1
Spooner	WI	1
Springstead	WI	1
St. Croix Falls	WI	1
Stacy	MN	1
Stevens Point	WI	1
Sun Prairie	WI	1
Three Lakes	WI	1
Thunder Bay	Ontario	1
Tip of Bark Point	WI	1
Treyo	WI	1
Virginia	MN	1
Wild River State Park	MN	1
Wiston	WI	1
Woodruff	MN	1

Use of visitor services and facilities

Visitors were asked to note the visitor services and facilities they used during this visit to Apostle Islands NL. The most used services and facilities included the park brochure/map (54%), vault toilets/outhouses (53%), and trails (51%), as shown in Figure 29. The least used service was kayak outfitters (10%).

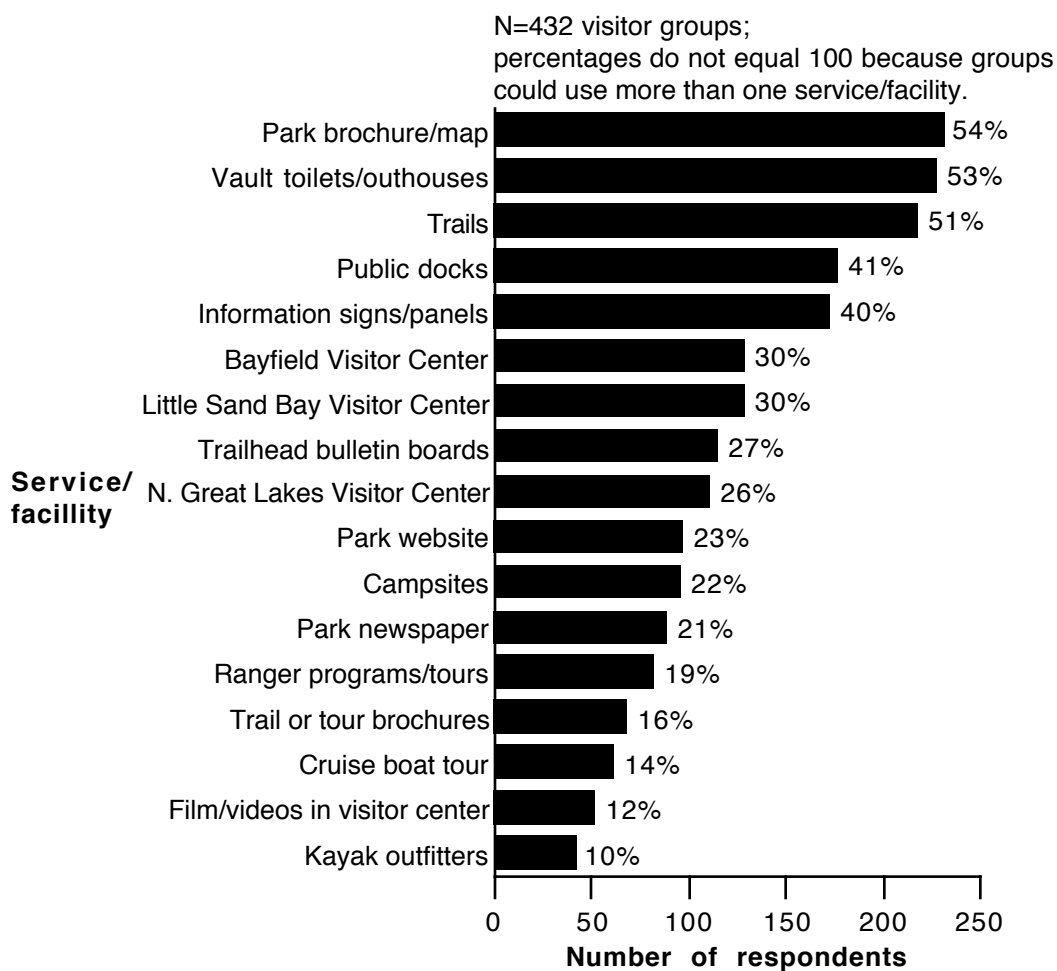


Figure 29: Visitor services and facilities used

Importance and quality of visitor services and facilities

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five-point scales were used in the questionnaire.

IMPORTANCE 1=not important 2=somewhat important 3=moderately important 4=very important 5=extremely important	QUALITY 1=very poor 2=poor 3=average 4=good 5=very good
---	---

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 30 and 31 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality.

Importance ratings: Figures 32-48 show the importance ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings included campsites (96%, N=89), trails (82%, N=206), vault toilets/outhouses (82%, N=220), and cruise boat tour (81%, N=58), as shown in Figure 49. The highest proportions of “not important” ratings were for the park newspaper (8%, N=86) and trail/tour brochures (7%, N=61).

Quality ratings: Figures 50-66 show the quality ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest combined proportions of “very good” and “good” ratings included Northern Great Lake Visitor Center (97%, N=97), ranger programs/tours (95%, N=70), and park brochure/map (88%, N=201), as shown in Figure 67. The services/facilities receiving the highest “very poor” ratings were the cruise boat tour (8%, N=53), film/videos in visitor center (6%, N=47), and vault toilet/outhouses (6%, N=206).

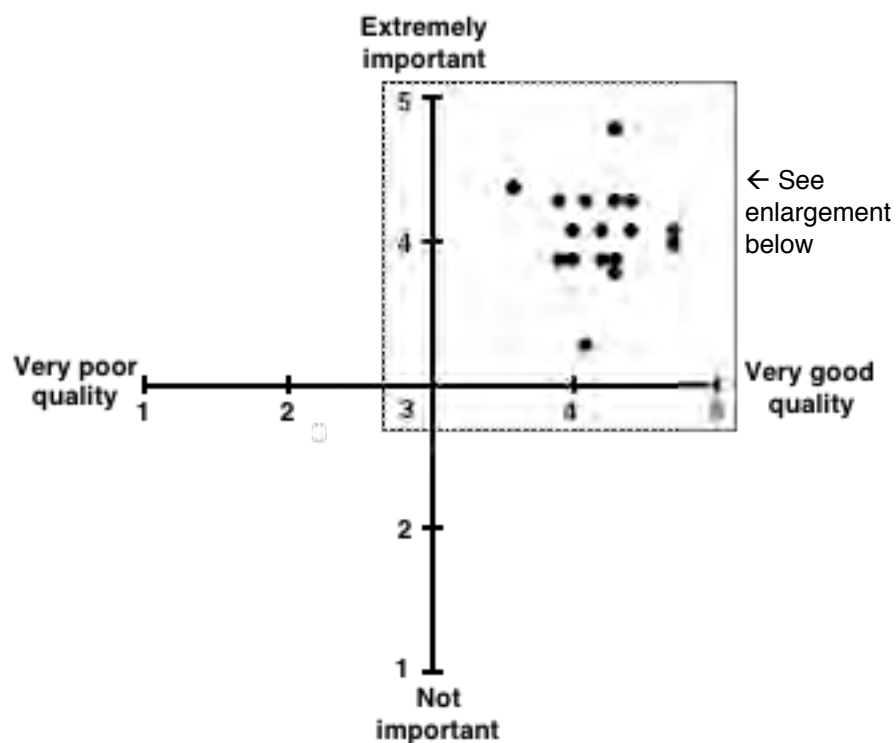


Figure 30: Average importance and quality ratings for visitor services and facilities

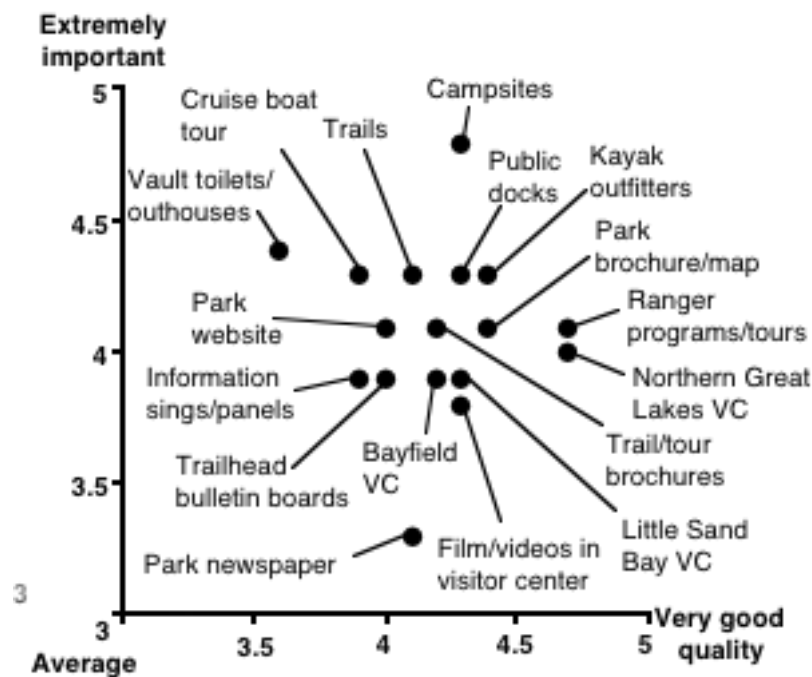


Figure 31: Detail of Figure 30

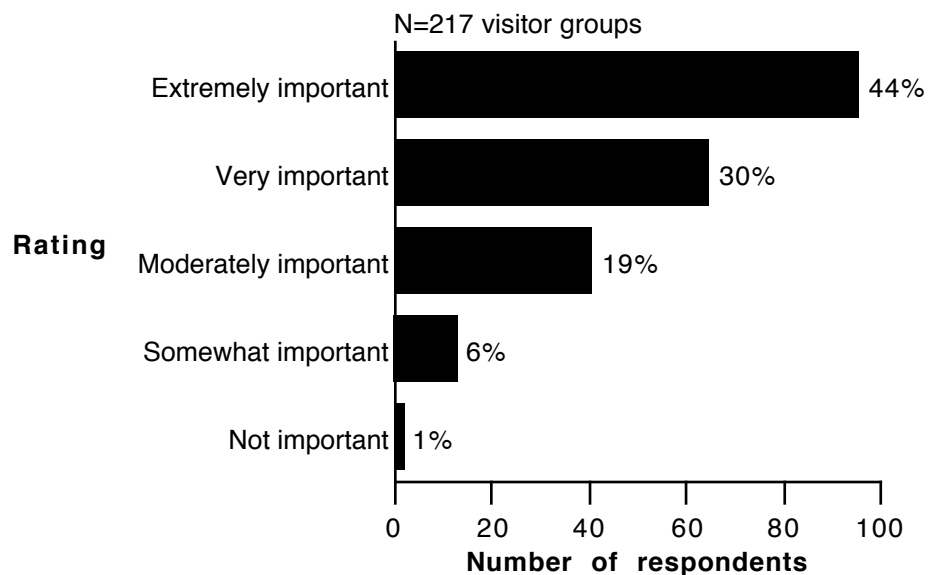
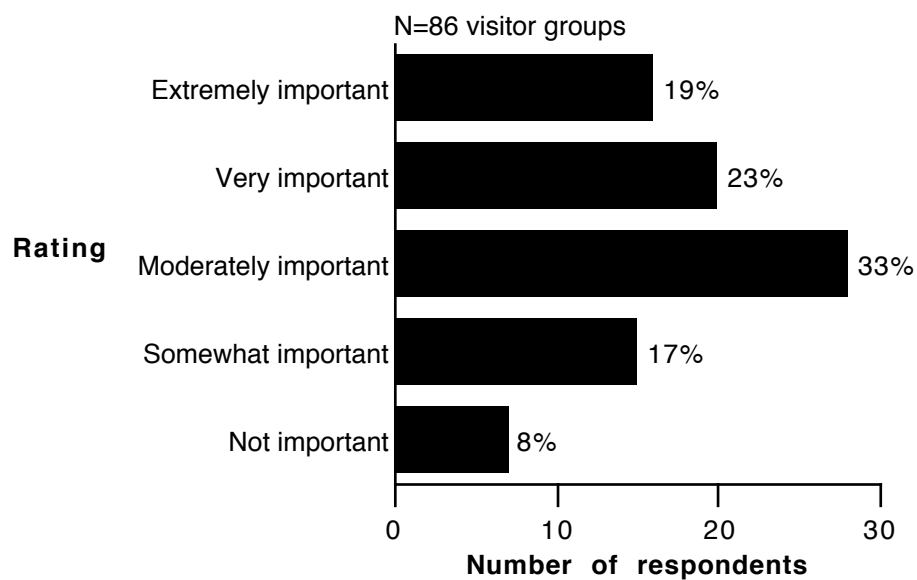


Figure 32: Importance of park brochure/map



**Figure 33: Importance of park newspaper
*Around the Archipelago***

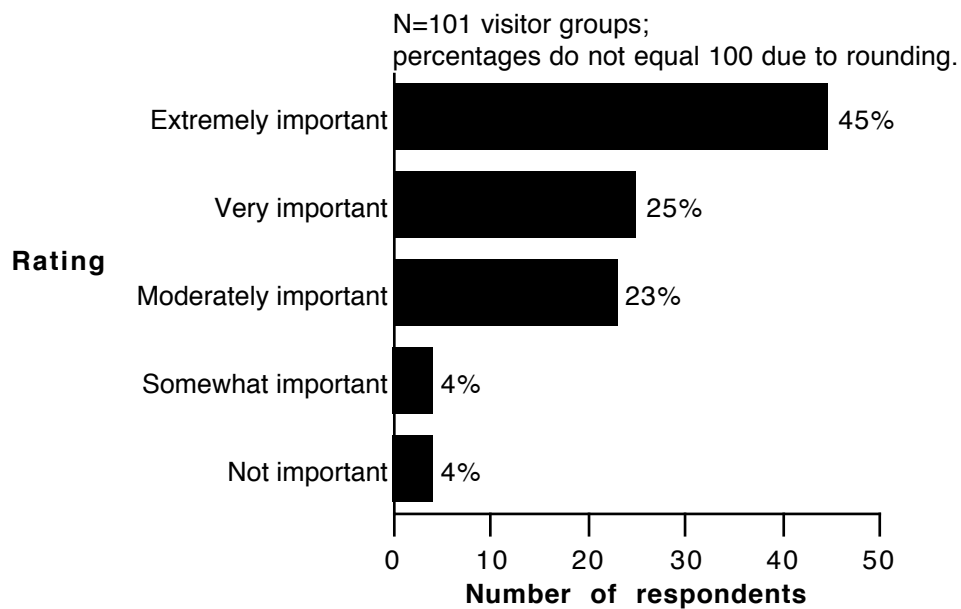


Figure 34: Importance of Northern Great Lakes Visitor Center

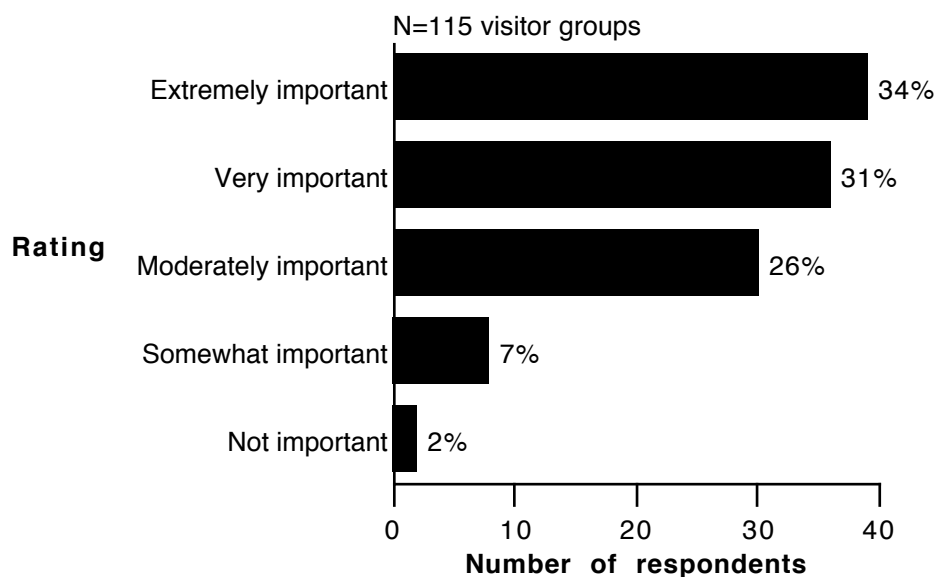


Figure 35: Importance of Bayfield Visitor Center

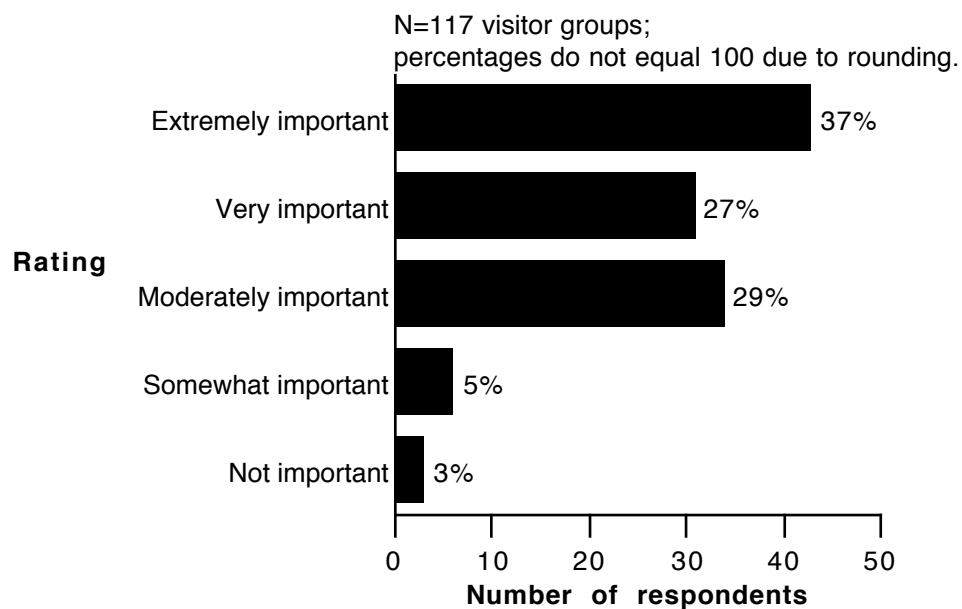


Figure 36: Importance of Little Sand Bay Visitor Center

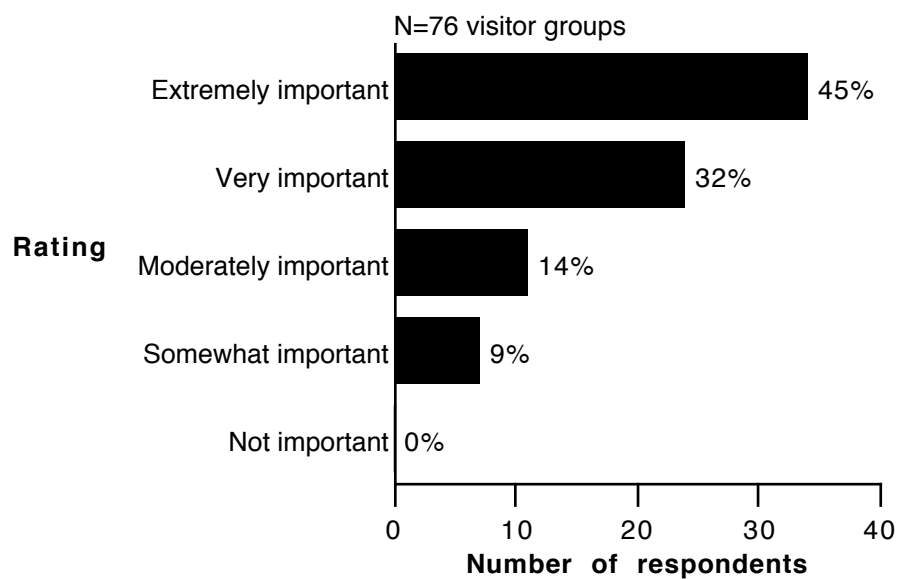


Figure 37: Importance of ranger programs/tours

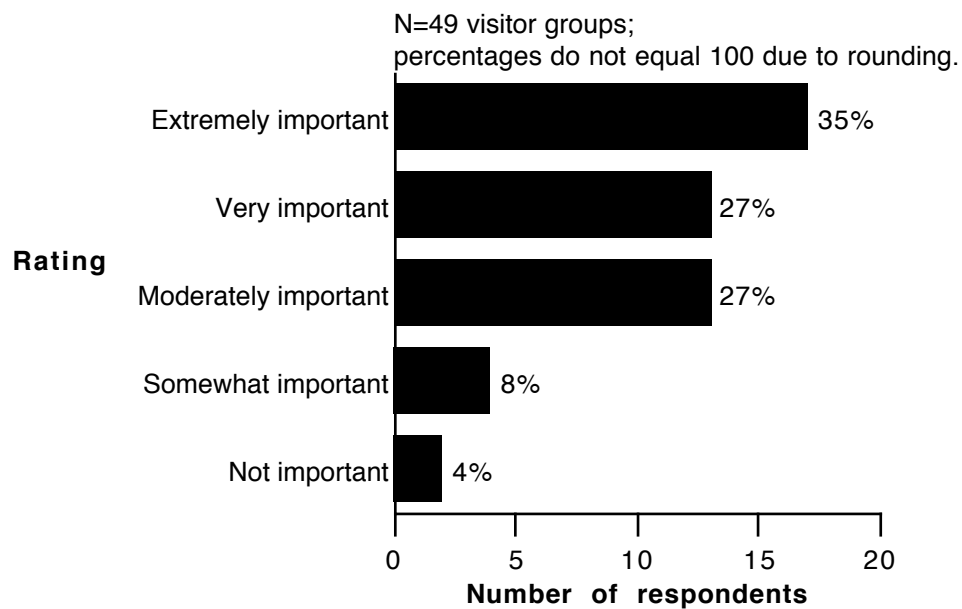


Figure 38: Importance of film/videos in visitor centers

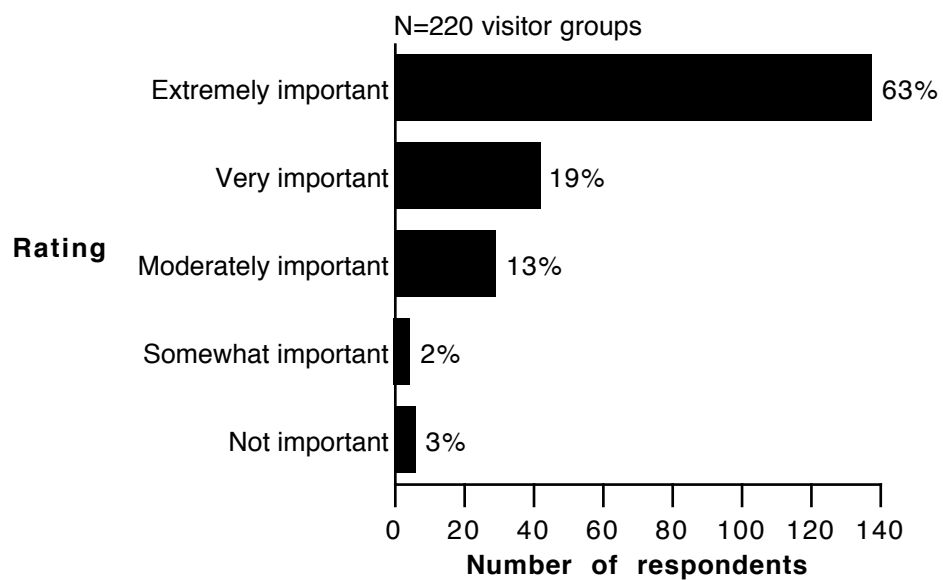
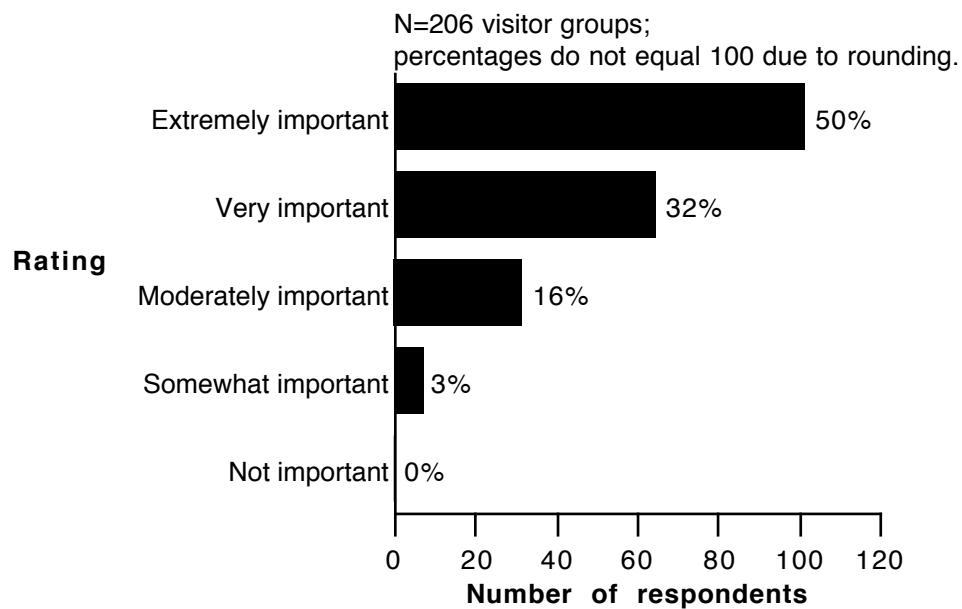
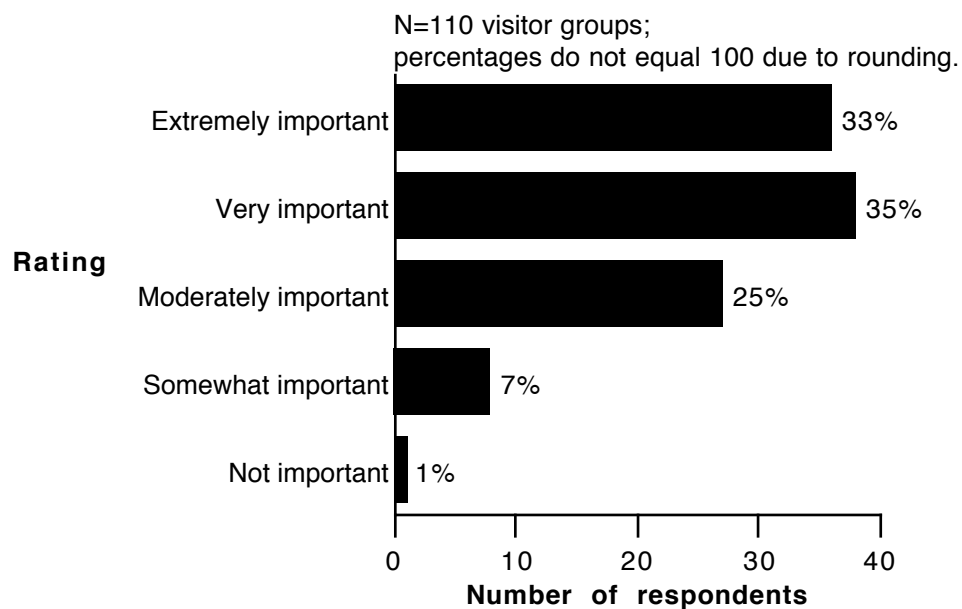


Figure 39: Importance of vault toilets/outhouses

**Figure 40: Importance of trails****Figure 41: Importance of trailhead bulletin boards**

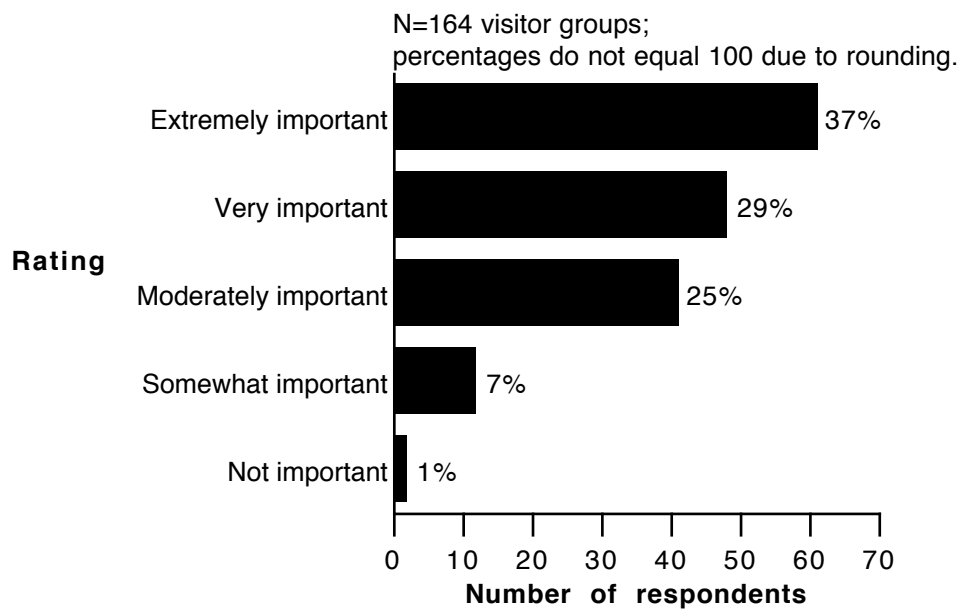


Figure 42: Importance of information signs/panels

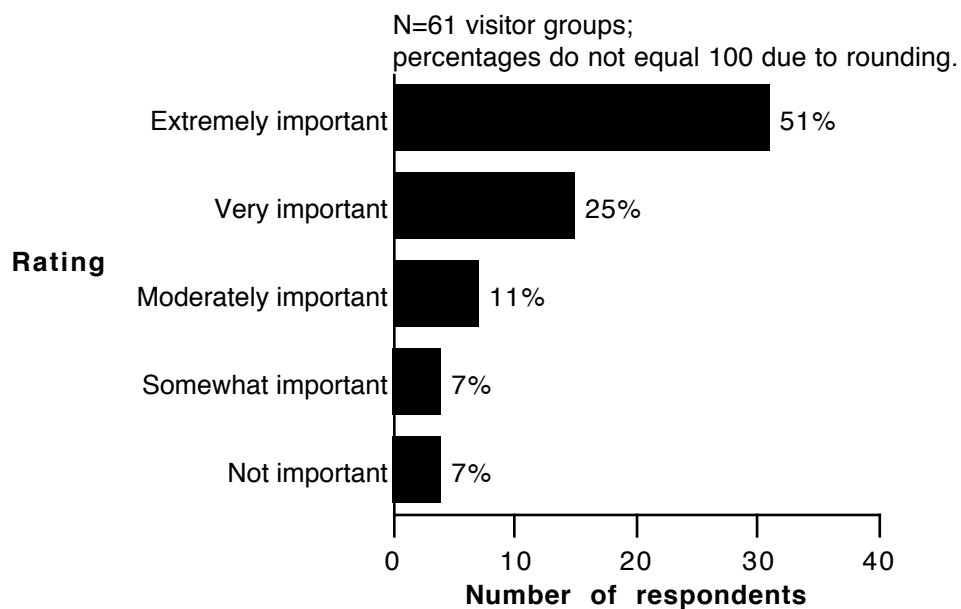
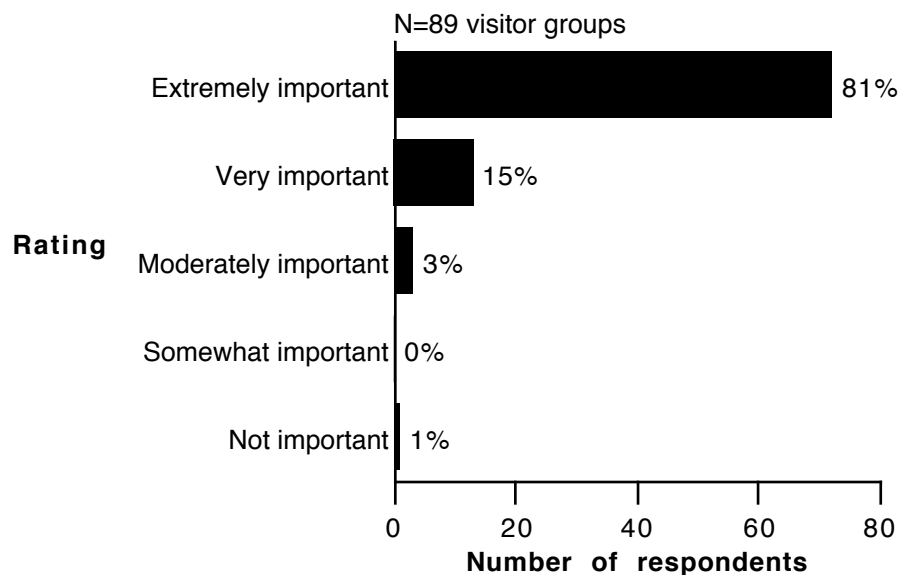
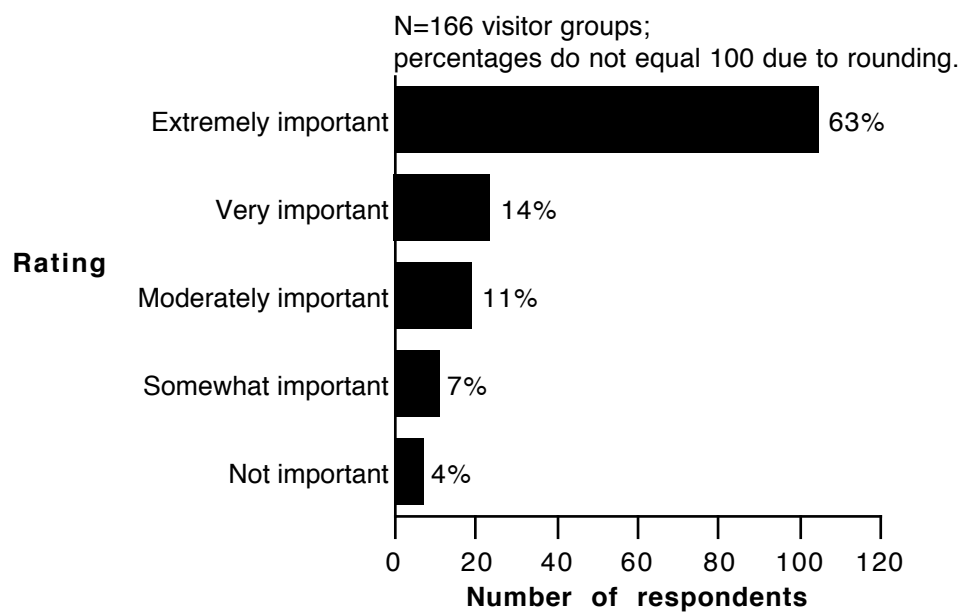


Figure 43: Importance of trail or tour brochures

**Figure 44: Importance of campsites****Figure 45: Importance of public docks**

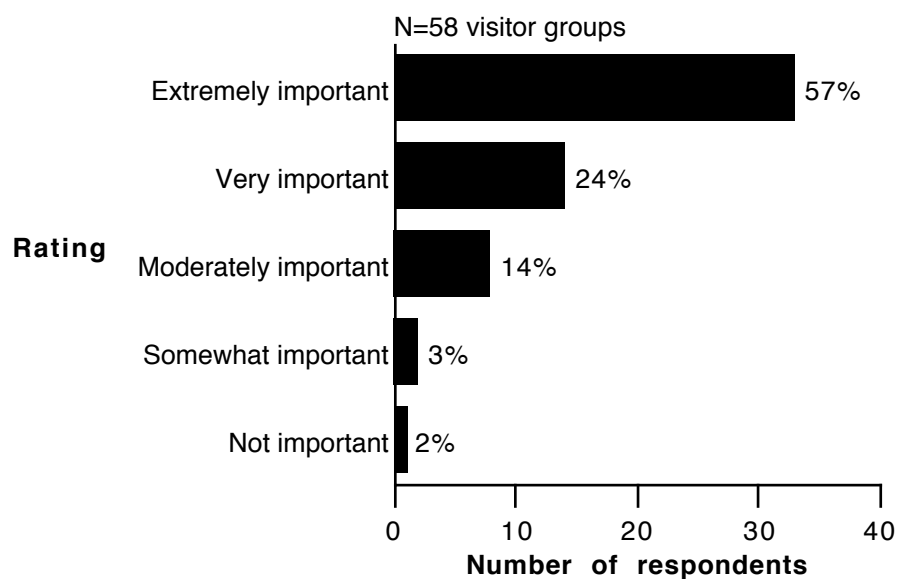


Figure 46: Importance of cruise boat tour

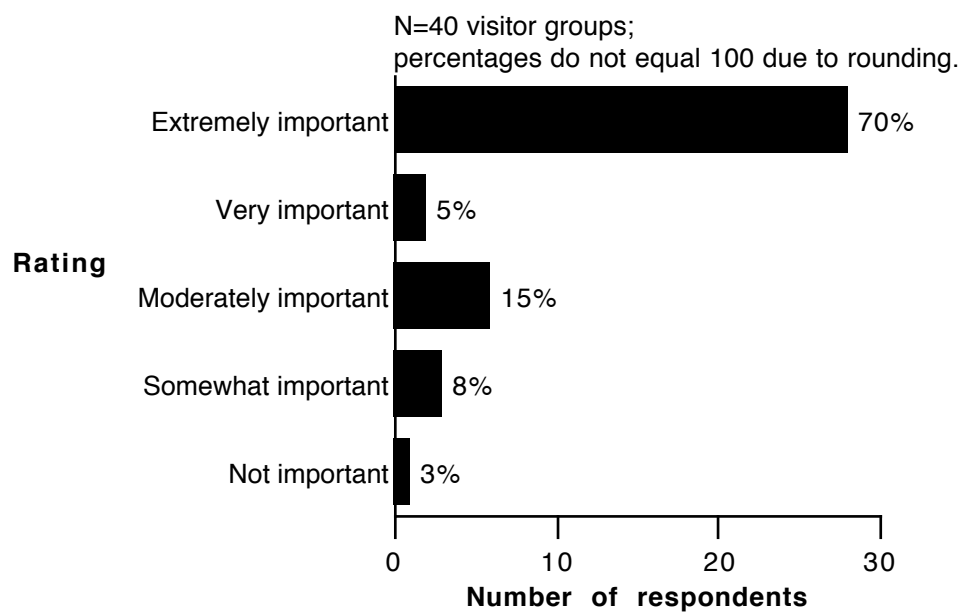


Figure 47: Importance of kayak outfitters

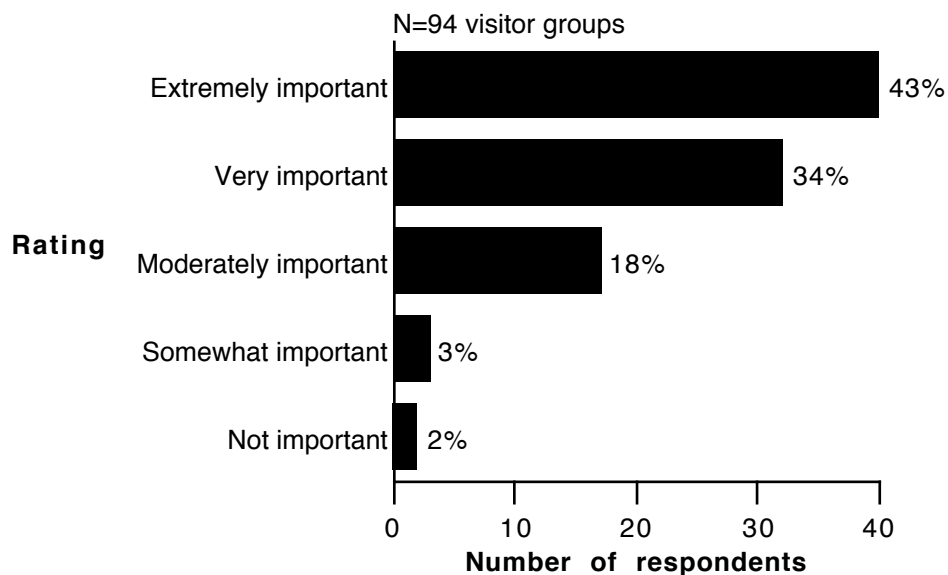


Figure 48: Importance of park website (www.nps.gov/apis) used before or during visit

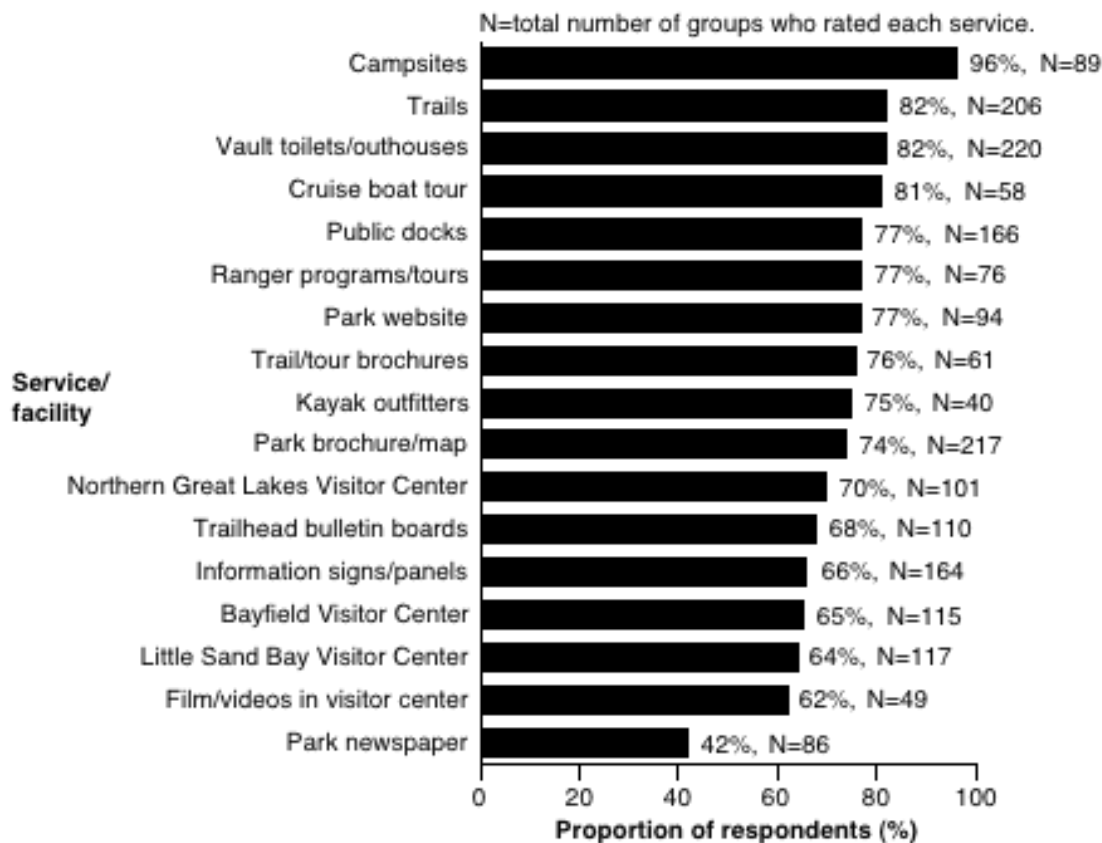


Figure 49: Combined proportions of "extremely important" and "very important" ratings for visitor services and facilities

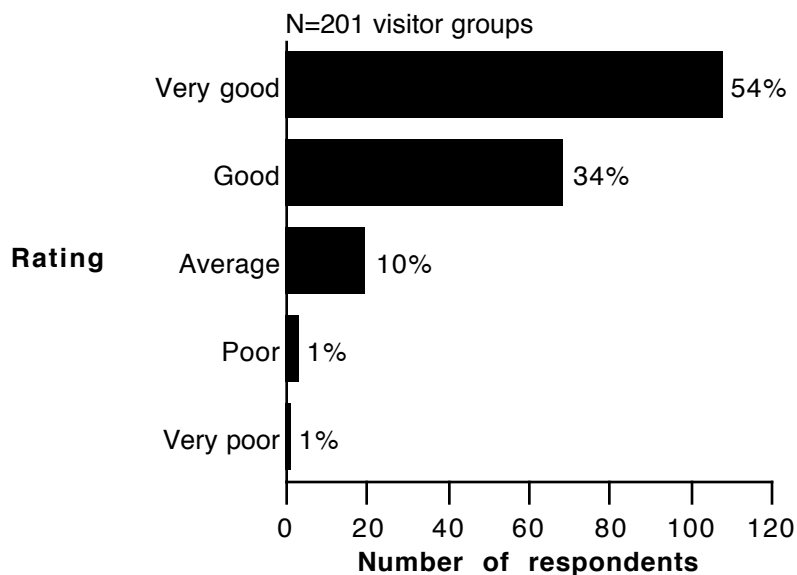
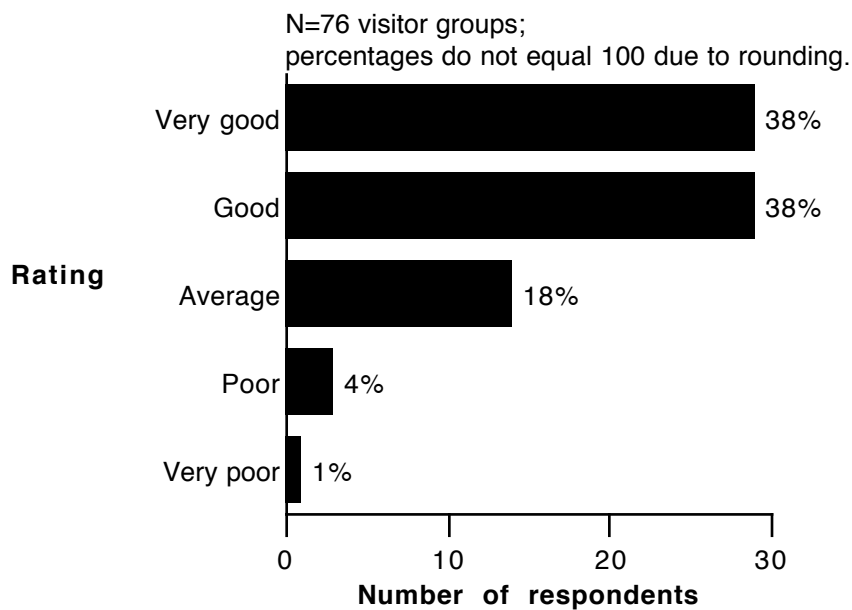


Figure 50: Quality of park brochure/map



**Figure 51: Quality of park newspaper
*Around the Archipelago***

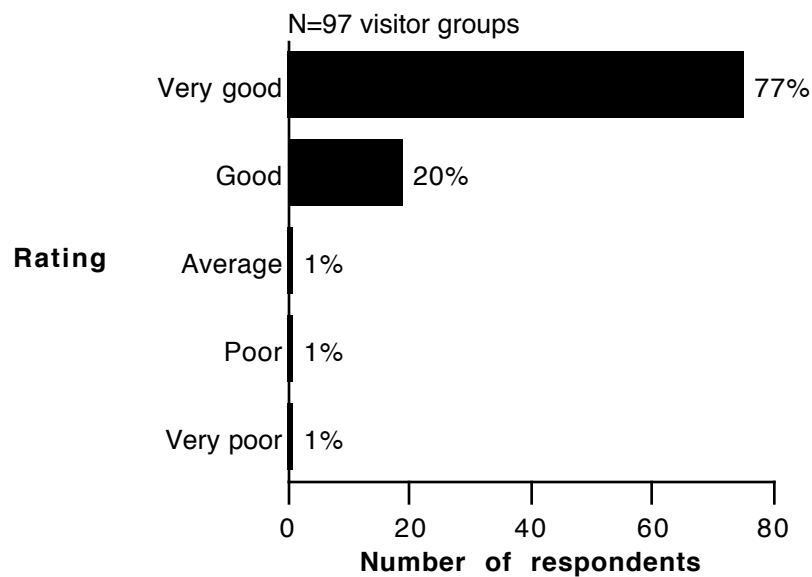


Figure 52: Quality of Northern Great Lakes Visitor Center

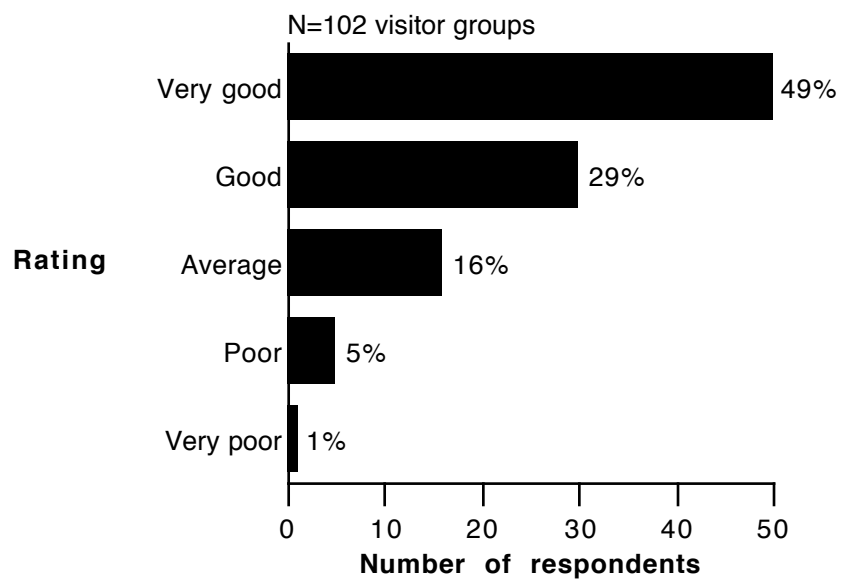


Figure 53: Quality of Bayfield Visitor Center

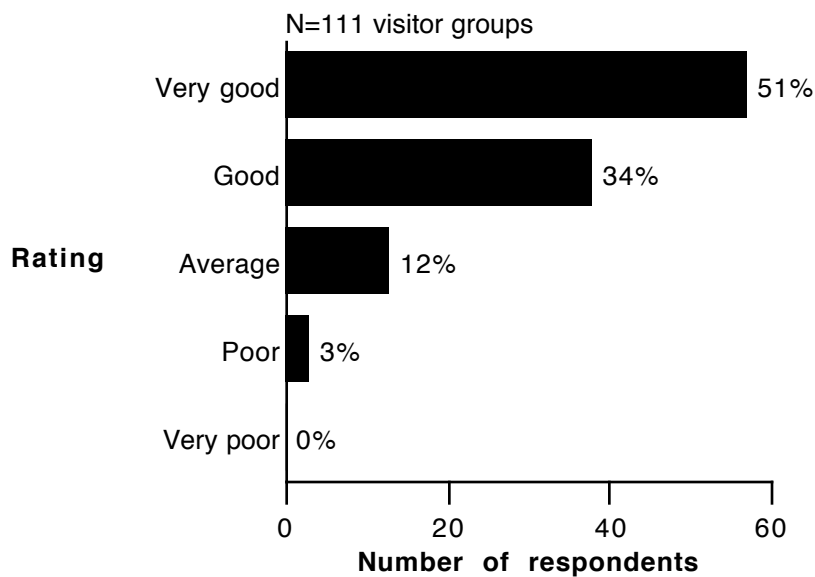


Figure 54: Quality of Little Sand Bay Visitor Center

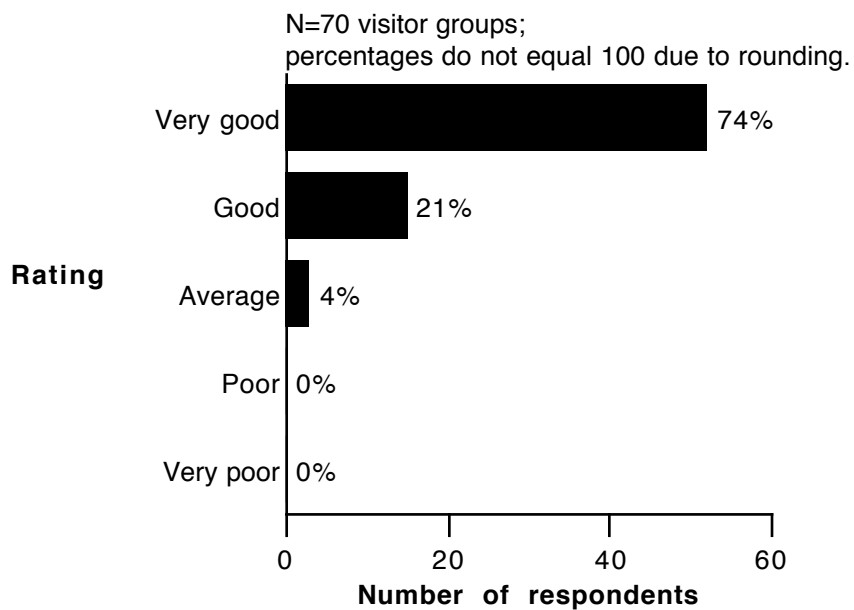


Figure 55: Quality of ranger programs/tours

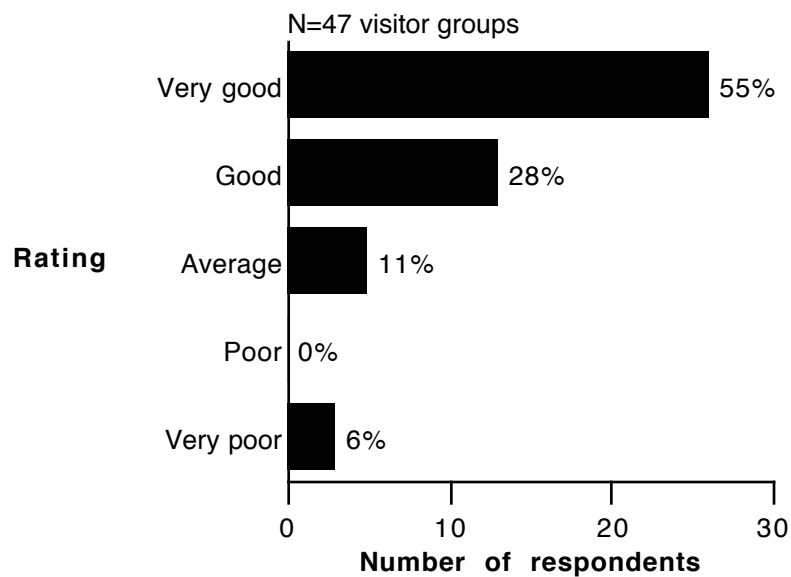


Figure 56: Quality of film/videos in visitor centers

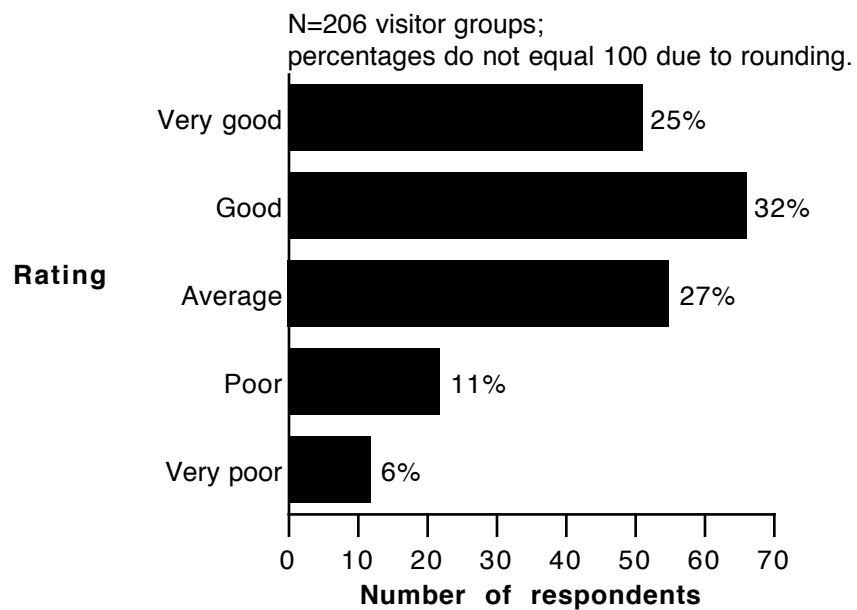
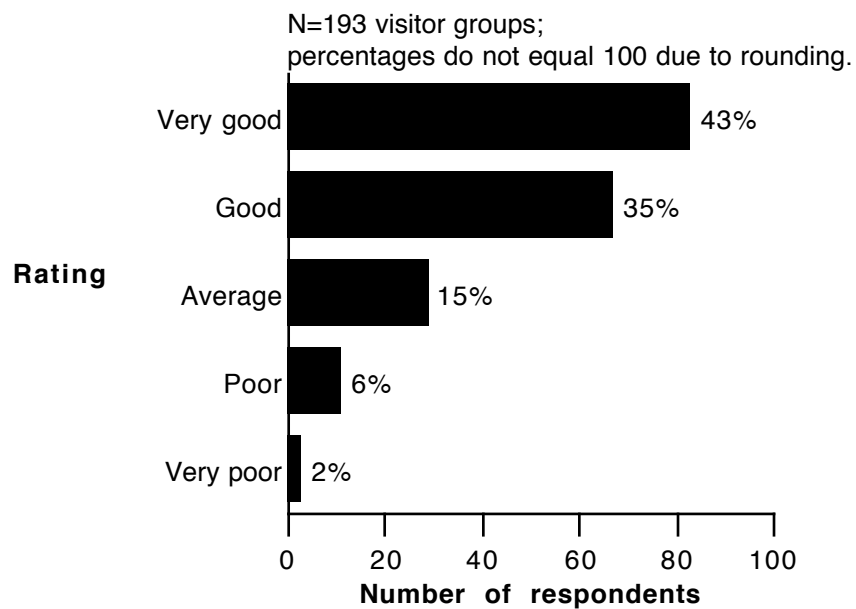
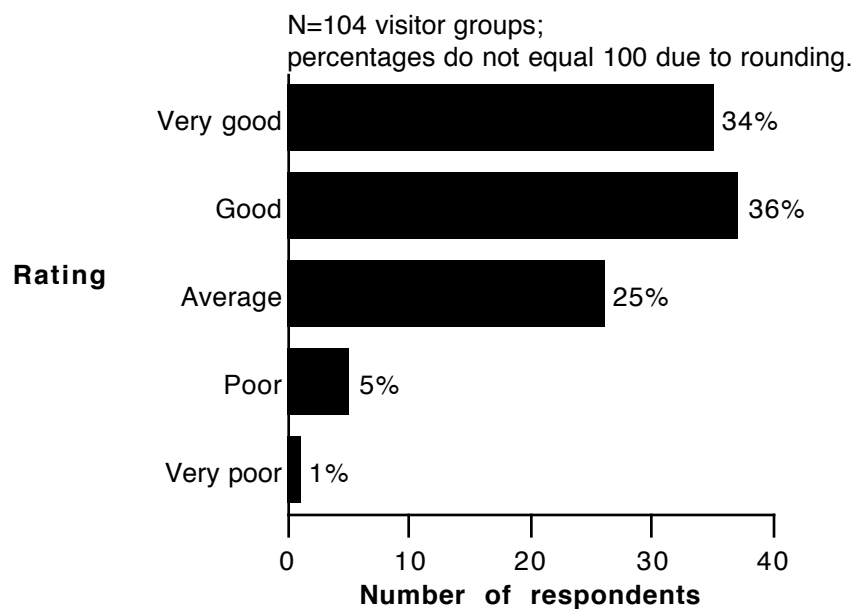


Figure 57: Quality of vault toilets/outhouses

**Figure 58: Quality of trails****Figure 59: Quality of trailhead bulletin boards**

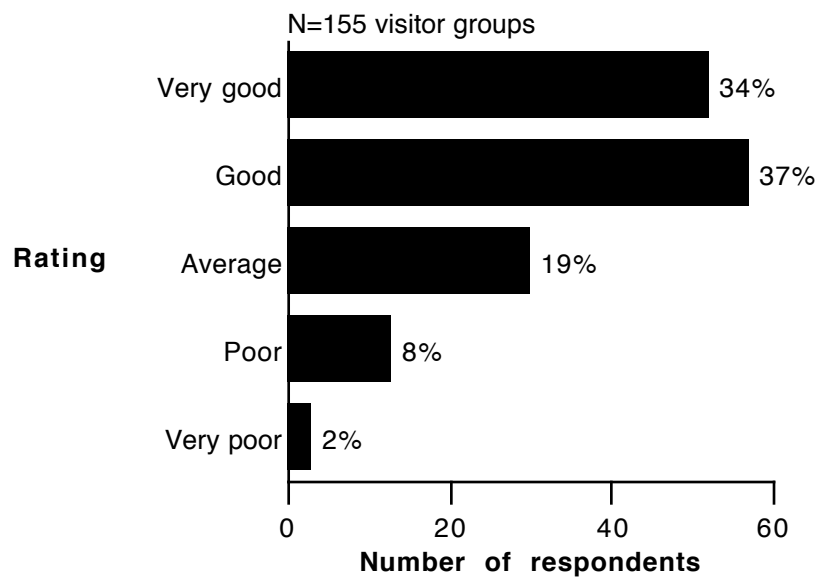


Figure 60: Quality of information signs/panels

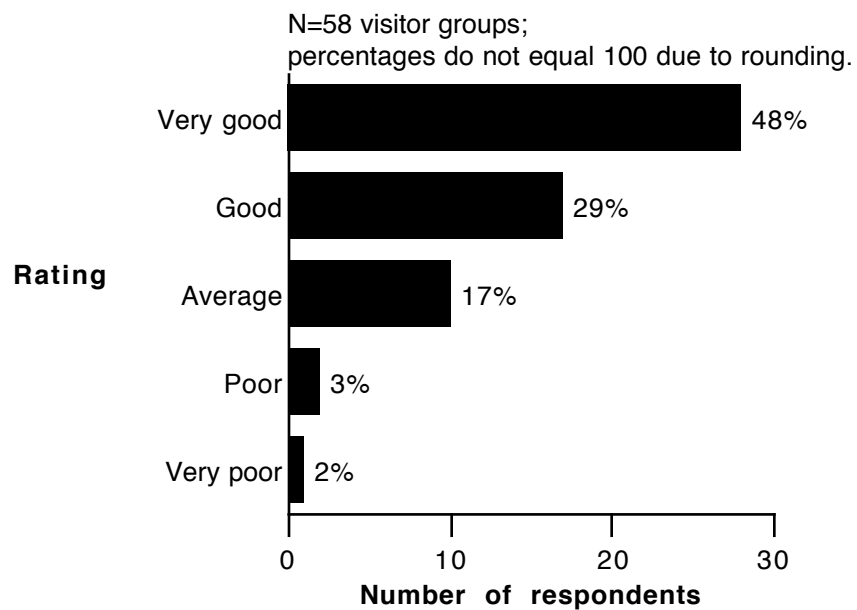


Figure 61: Quality of trail/tour brochures

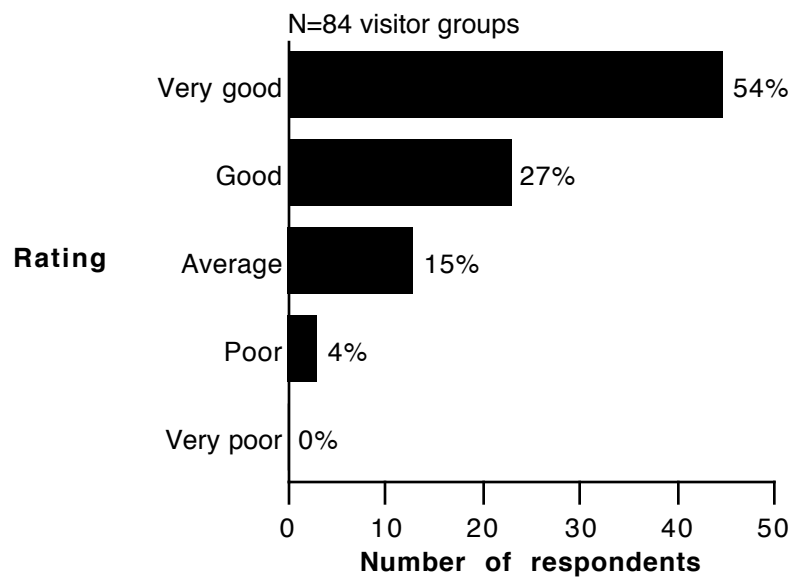


Figure 62: Quality of campsites

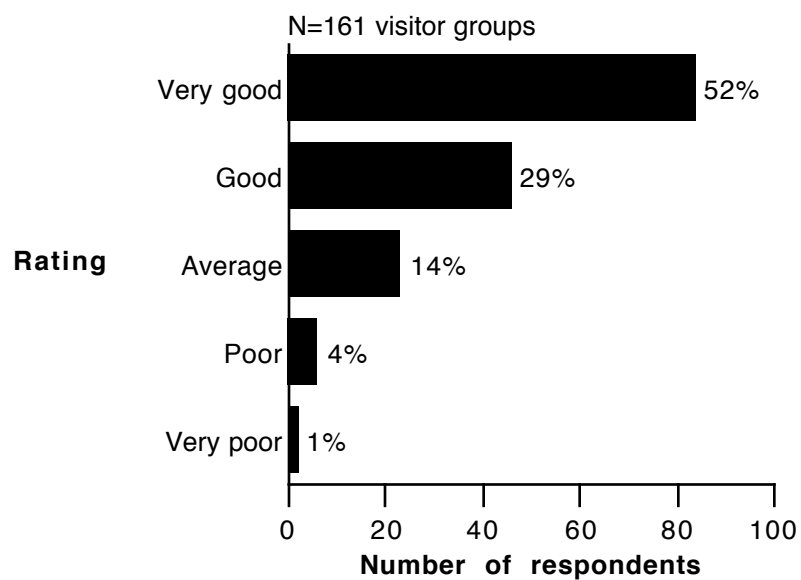


Figure 63: Quality of public docks

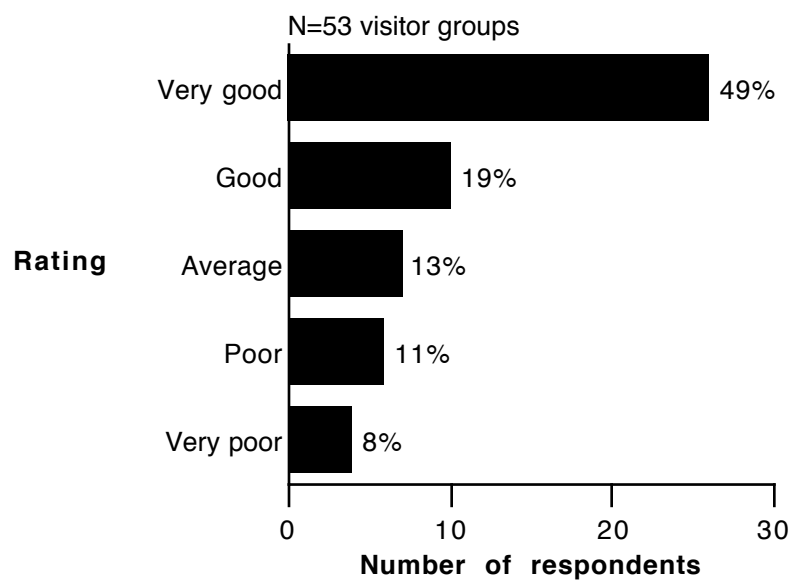


Figure 64: Quality of cruise boat tour

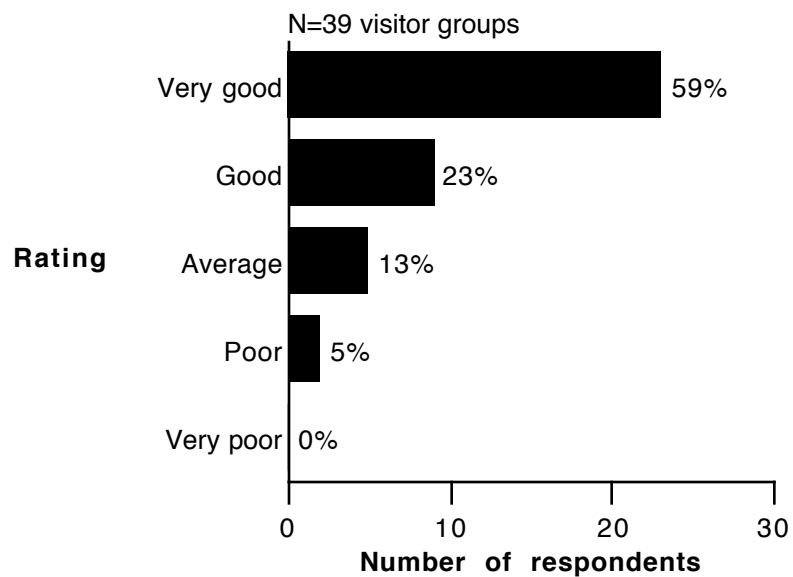


Figure 65: Quality of kayak outfitters

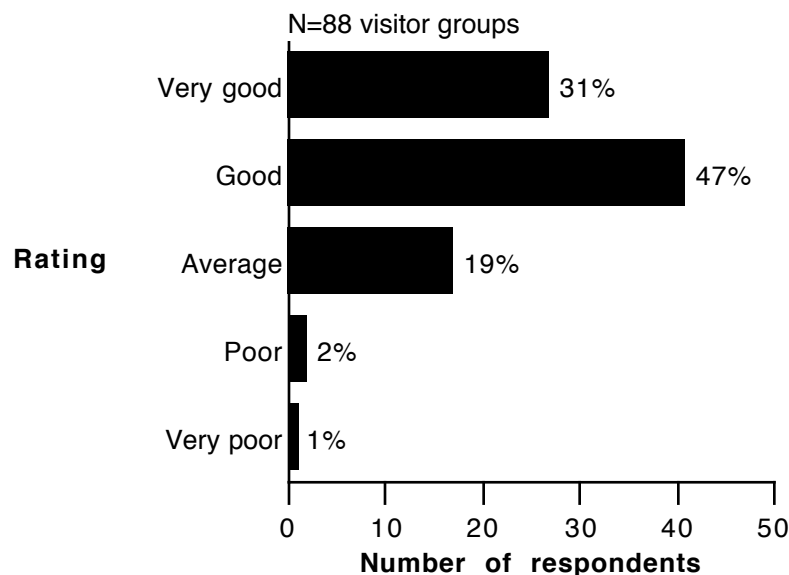


Figure 66: Quality of park website (www.nps.gov/apis) used before or during visit

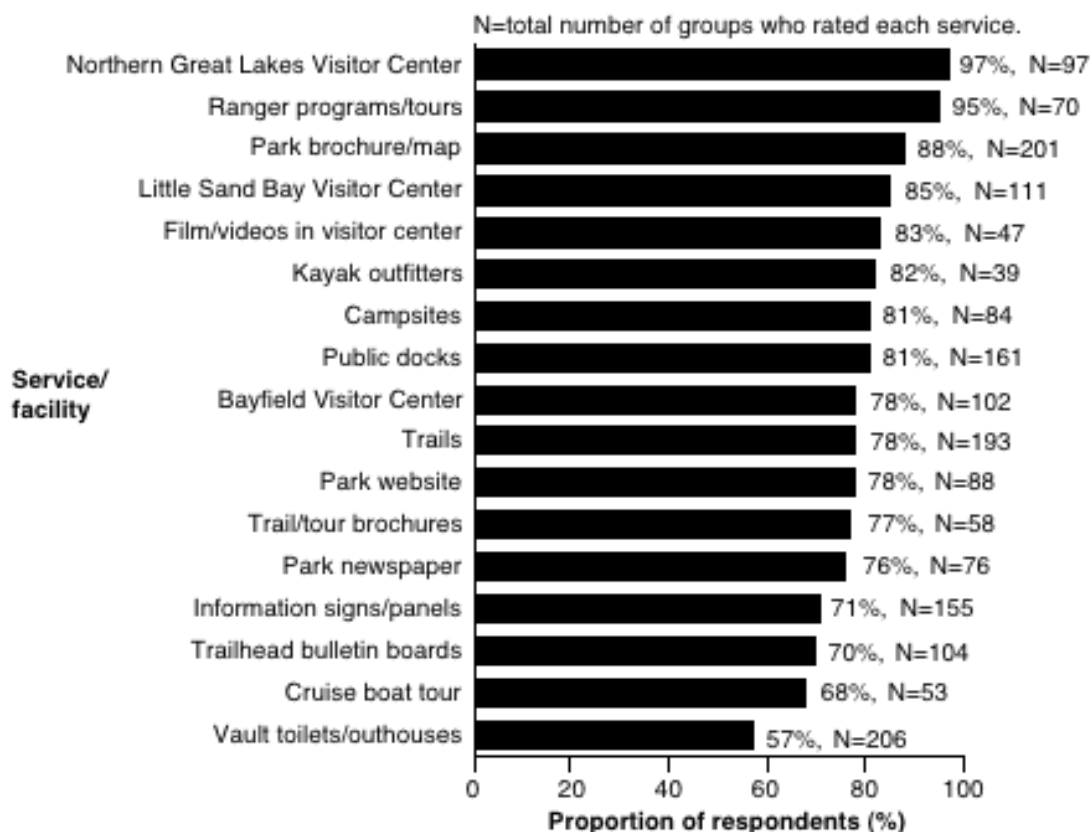


Figure 67: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities

Reasons for visiting the visitor centers

Visitor groups were asked whether they had visited a park visitor center and if they had, then to identify reasons that they visited the visitor center. Most visitor groups (72%) visited a visitor center during their visit, while 28% did not (see Figure 68). The most common reasons for visiting a visitor center were to use the restroom (57%), view exhibits (56%), and obtain information from park staff (51%), as shown in Figure 69. The least common reason was to use the telephone (2%). "Other" reasons included launching a boat or kayak, ask about weather, get park passport stamped, and hear ranger talk.

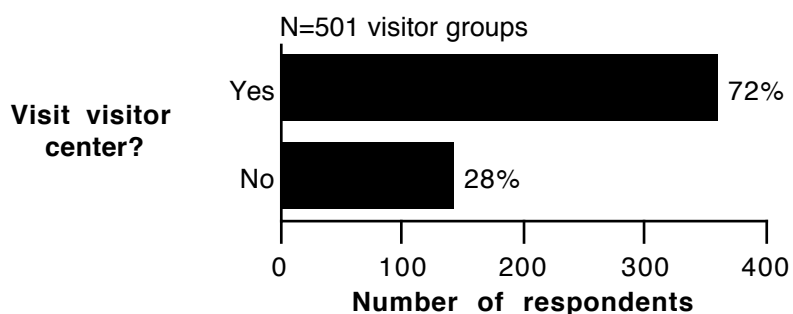


Figure 68: Visitors who visited visitor centers

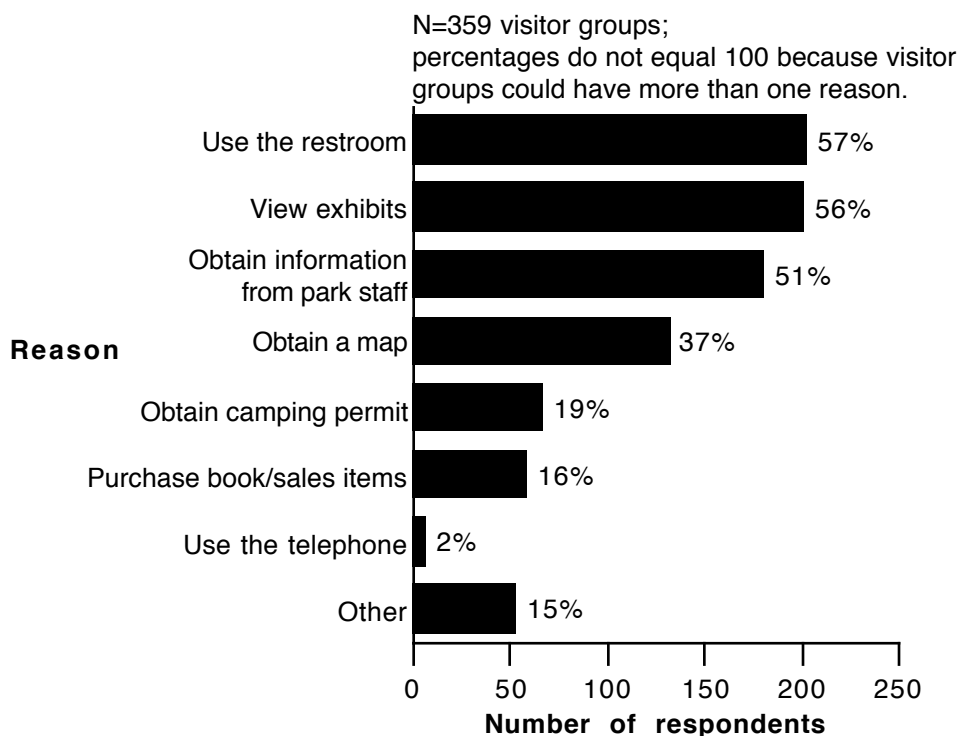


Figure 69: Reasons for visiting the visitor centers

Effects of selected elements on visitor experience

Visitor groups were asked how fourteen selected elements, such as bears, litter, crowding, etc., that they had experienced at Apostle Islands NL may have affected their park experience. Table 10 shows that the element that most "added to" visitor experiences was access to the lake (76%), followed by encounters with a ranger (58%). The elements that most detracted from the visitor experience were crowding at docks (19%), litter (17%), and crowding at parking lots (16%).

Groups were asked to make comments on any element in Table 10 that detracted from their visit. Table 11 shows comments from 40% of the visitor groups (N=203) about various elements.

Table 10: Elements' effect on visitor experience N=number of visitor groups who rated each element; percentages may not equal 100 due to rounding.					
		Rating %			
Element	N	Detracted from	No effect	Added to	Did not experience
Access to lake	417	5	12	76	7
Bears	381	1	20	12	66
Crowding at Sea Caves	390	7	24	1	68
Crowding at parking lots	400	16	36	1	47
Crowding at docks	394	19	34	2	45
Visible human waste	376	6	11	0	83
Litter	382	17	13	1	70
Camping reservation system	367	5	15	11	68
Unclear rules and regulations	368	5	20	1	75
Unleashed pets	372	5	17	1	77
Finding a place to picnic	374	2	20	19	60
Encounters with ranger	396	3	18	58	20
Lighthouse tours	381	0	6	38	56
Information on park issues	373	1	24	35	40

Table 11: Elements that detracted from the visitor experience	
Element	Comment
Access to lake	Meyers Beach access road is in poor condition.
Access to lake	It seems the area is for super rich who can boat or can pay for multiple boat tours.
Access to lake	Too hard to get there.
Access to lake	High waves.
Access to lake, Volunteers, Crowding at dock	Red Cliff, expensive to park poor facilities. Lighthouses and on islands added to expense. Campsites by docks affected by noisy motor boats.
Access	Little Sand Bay and Meyers Beach were excellent. But we spent hours trying to find kayak access for Basswood or Hermit Islands.
Access	Difficult, expensive, and very limited hours.
Activities at docks	Some activities at docks seem incompatible with wilderness experience; noise, smoke, etc.
Bayfield docks	Too crowded.
Bears	It's a real issue and the only one that concerns personal safety!
Bears	Didn't experience, but their (bears) potential presence added a challenge.
Bears	Too many bears on Stockton island. Concern for children visiting island.
Being able to use park	Many things are up in the air and possibly limiting use for no reason.
Boat tour	We took the boat tour, waste of money. Did not want to pay high price to get to an island after the poor boat tour.
Bugs	None.
Campground reservation system	Too cumbersome.
Cold rain	Didn't explore as much as would have liked to.
Commercial enterprise	Creeping into area.
Contamination/pollution	I already mentioned the human waste; also there was the grease from sailboats grills. I would like to see serious clamping down on Superior Charters to make sure every boat head is in perfect condition.
Crowded docks, Crowded parking	Difficult landing kayaks. Loading area was gridlock.
Crowded parking lots	Pulling a camper hard to maneuver.
Crowded parking	Very busy Saturday in high season, this is to be expected.
Crowding at docks	Wanted to land at Michigan Island dock but Park Service boat made safe dockage inaccessible. We were unable to see and tour the lighthouses.
Crowding at docks	Some docks were full so we could not get on island.
Crowding at docks	The park needs more docks and another dock like Stockton's Presque Isle dock, an all weather dock, for protection from winds.
Crowding at docks	Should limit number of nights a boat can be at same dock. Some boats at Stockton for three or four weeks. Need more mooring!

Table 11: Elements that detracted from the visitor experience (continued)	
Element	Comment
Crowding at docks	We had a group of five boats making it tough to tie up at docks in the islands.
Crowding at docks, Park issues	Sailboats tying far apart to save a space. Don't make this like Isle Royale with user fees and special taxes.
Crowding at docks, Rangers	They were doing maintenance on dock at Stockton the week we were there. Had a couple encounters with Ranger Terry DeFrance that took away from our pleasant experiences; he needs to back off and mellow out!
Crowding at parking lots and docks	Too many people make it frustrating to enjoy peace at designated areas.
Crowding at parking lots	Difficult to find parking in Bayfield for two vehicles anywhere near each other. Not a big problem; we like to walk.
Crowding at parking lots	Parked between no parking signs that are only on side of road. Signs blocked by other traffic, not visible. Fined. Sign on opposite side stating no parking area, both sides are preferable.
Crowding was somewhat bad at times	We're not always sure of rules and places to picnic.
Crowding	It is a beautiful area many people want to enjoy. I prefer solitude while camping, but will accept crowds to paddle in the Apostles.
Crowding	Just a little busy.
Crowding	Difficult to find parking at dock; no picnic tables in Bayfield. Reserved cruise tours several months in advanced and got an upper deck ticket but no seats were available. Overweight people taking 2 seats each.
Crowding	Wasn't that bad, just had to search a little bit for parking.
Crowding	Because of art festival in Bayfield.
Crowding	Not enough dock space at the islands.
Crowding, Litter	Hampered access to bathroom. A sense of poor human conduct, detracts from beauty of area.
Crowding, Ranger encounter	Development on Meyers Road is slow and long past due, not maintained. What is LNT? Common sense or law, tell the public correctly, not me.
Crowds bring litter unfortunately	None.
Directions, Information	I would have liked a lighthouse tour. No way to get there. It is not easy to find this park or know what to expect when you get there.
Dock crowding	Occasional crowding at docks, probably not much that can be done.
Dock space	Some boats stay at docks for long periods of time limiting availability to others.
Dock	Full dock at Rocky. Seldom full, however.

Table 11: Elements that detracted from the visitor experience (continued)	
Element	Comment
Dock	Boats backing in at dock, the dock at Rocky was full, a 38' sailboat turned and backed up to the dock to allow 2 other 38' sailboats that he was waiting for on to back in. Which allowed for an incredible number of people at an otherwise very nice dock.
Dock	Dock space is not always available.
Dock, Litter	Don't know if there will be dockage for the night. Da (litter).
Dockage	Four or five docking broadside at Stockton for full weeks. Couldn't get in.
Docking	Inefficient docking methods. Need more would save space. Too much reserved space. Rangers could enforce spacing - boats and dinghies.
Docking	Keep the docks small to limit density per location, but add new locations.
Docks crowded	Small boats (18ft type) could tie up on NE side of northern most pier and dredge out that side every year for docking
Docks	Poor design (Michigan) causes fill-in. There should never be litter! Educate. Should develop more docks/campsites.
Docks	Docks are shallow and tough to get into. In addition, the tow boats take up half the dock.
Docks	Due to the small size of the docks, we were forced to anchor out our entire visit. We prefer to tie up to a dock.
Docks	Not enough space for sailboats. Power boaters sit for days at docks and never move.
Docks	Tried to use dock at Quarry Bay, but was full all day.
Docks	Could not find room to dock at some docks.
Docks	Very few places to dock a sailboat. Depth not marked.
Docks	Docks are essential to many visitors, not everyone can kayak.
Docks, Litter, Pets	Crowding at docks, less flexibility on docks to moor at. Litter detracts from park beauty. Unleashed pets harassed our leashed pets.
Dogs	Barking, ruined serenity of experience.
Eagle Island regulations	Signs say no visits in summer (Sept. 1) but have been told no visits allowed. Issue is misrepresentation of access by park personnel.
Fees	Cost of tours and ferry.
Hiking trails	I would have like better access to hiking trails on the islands, especially for those of us who do not have a canoe.
Hiking	We would appreciate more extensive paths for hiking on Stockton.
Human waste and litter	Because they foul the environment; especially when you arrive at a campsite, it's discouraging to see people not adhering to park regulations with their waste.

Table 11: Elements that detracted from the visitor experience (continued)	
Element	Comment
Human waste, Rules	Outhouses at all camping areas should be a priority. All park users should be regulated so they can be informed of the rules, which should apply equally to all. Unfortunately, rangers, who used to be friendly naturalists and fun to encounter, have now evolved into poorly trained cops who interrupt the solitude and detract from the visit.
Kayak training and launching at Meyers Beach	Took away from quiet beach experience.
Lack of parking near docks	Slowed us down.
Lakeshore hike to Sea Caves	Absolutely needs attention. Trails washed away, terrible erosion, steps unusable and unsafe.
Large groups	We have kayaked to Sea Caves from Meyers Beach several times in the past and never experienced the large groups with outfitters as this time.
Launch site at Meyers Beach	Very crowded, many kayak groups at Sea Caves.
Lighthouse tour	Raspberry Island, spent too much time in kitchen. After twenty minutes I departed.
Limited parking at Meyers Beach	People parked on dirt road that was too narrow for parking.
Litter	I hate litter.
Litter	Litter on roadside and in some of the dock areas, but it is better (cleaner) than I have seen on other places.
Litter and waste, Fees	Litter and waste was minimal but always detracts. Should charge boats to tie up and per night, per person fee for campsites in addition to \$15.00.
Litter on path	Candy wrappers, tops from water bottles. Felt like previous visitors didn't respect the trail.
Litter	Too much.
Litter	Found some on island (bear-caused), but overall Little Sand Bay Visitor Center was really clean.
Litter	Cigarette butts and other litter primarily near town of Russell picnic area. Perhaps garbage and recycling cans by the town of Russell (at the edge of that parking lot) would help.
Litter	Minor amount of trash on Bear Island beach.
Litter	It always detracts.
Litter	We visit the Apostle Islands park as a way to enjoy the serenity and beauty of nature. It's disturbing to see litter, evidence that others don't care much for this place.
Litter	Spoils the natural environment.
Litter	Seems no matter where you go (Manitou Island) there will be litter, we picked it all up and brought it out.
Litter	You would think that if people took the time to come out to these islands they would want to keep them pristine.
Litter	Some litter on Long Island Beach.
Litter, Firewood, Pets	Beer cans at docks in water, how could they? Little (firewood) available so campers were cutting their own standing timber. Leashed pets, I just don't enjoy in a wilderness setting.

Table 11: Elements that detracted from the visitor experience (continued)	
Element	Comment
Litter, Pets	I don't expect to see it and it's disheartening. There are clear and frequent signs on leashing, it bugs me when people ignore the rules.
Litter, Picnics	There wasn't much (litter), but any detracts. Many visitors at lighthouse, sat on garden (for picnic).
Litter, Reservation system	Always a bad thing. Should be done by local parks, not a National system, they don't know the parks.
Litter, Reservations	Too much (litter) at Little Sand. Unable to get to Bayfield between 8 and 4:30, would not mail permit or leave in box.
Little Sand Bay Dock	Not clear about fees for kayaks, or who collects. Lack of space to land and unload kayaks.
Little Sand Bay, Boat docks	I was told parking lot was full, take out destination. People set up furniture and use all day (only at Basswood).
Little Sand	Almost impossible to find a place to park.
Local city is setting up a campground	NPS didn't seem to know or care much about it while it is all part of a visitor's experience.
Meyers Beach parking area	Meyers Beach parking area access road needs grading or paving.
Meyers Beach parking poor	Driveway in utter disrepair.
Meyers Beach Road	None.
Meyers Beach Road	It was awful last year, how could you tolerate it being worse this year???
Meyers Beach	Inadequate parking, no boat launch without carrying kayaks up and down steep stairs. Most kayakers were 50+ like we are so it was hard to do.
Meyers Beach	Bad road, crowded parking lot.
Meyers Road	Needs to be paved.
Motorized dinghies in Sea Caves	Were noisy, smelly and made waves.
Outfitters Safety	On weekends it is very crowded with the outfitters at the landings, which makes parking a problem. They need a railing on the steps at Meyers Beach.
Outhouses	Yuck, but yours are done as good as any!
Parking by Sea Caves Beach area	Packed, ended up on street.
Parking lot crowding, Regulations and rules	Vehicles without trailers or kayak racks were using trailer parking spaces, they need to be ticketed. (Rules and Regulations are clear) but very little enforcement. Rules and regulations are useless unless enforced. Dock crowding doesn't seem to happen very often, but sometimes there could be better organization.
Parking lot	Small.
Parking lots	Many inconsiderate people parking in 2X spots and not parking efficiently.
Parking lots	Not enough parking at times.
Parking	Not enough.
Parking	No major public parking downtown. Couldn't find a place along shore to picnic in Bayfield.

Table 11: Elements that detracted from the visitor experience (continued)	
Element	Comment
Parking	Bad road conditions. Hard to find a spot. Worried about getting hit by car in parking area.
Parking	Need larger parking lot at Meyers Beach.
Parking	Needed a lot of time to get loaded and unloaded at Meyers Beach.
Parking	Hard to get by everyone and turn around and find parking to load and unload.
Parking	Obvious reasons.
Parking	Parking was rough (up hill). Not enough parking lots.
Parking	We had a hard time finding a place to park. The lot was full and we had to park along side the road.
Parking, Litter	Difficult to find place to leave vehicle for overnight parking. We picked up litter along beach and campsite.
Parking/poor roads/steep stairs	Made a difficult kayak entrance late at Meyers Road.
Pets	Unleashed pets should be allowed within reason.
Pets	We came across several unleashed dogs on Madeline Island.
Pets, Docks	Dogs running free on islands and owners not picking up. Docks need to have room sail and power boats, all docks had powerboats parked all day.
Poor boat landing and parking at Bayfield	No parking spots in town.
Power boats	Motored right up to caves, weren't looking out for kayaks.
Powerboats at Stockton	Folks in powerboats docked at Stockton had loud music and we understand powerboats paid no park fee so never got the "camping" etiquette guidelines and bear safety rules which is adverse to campers.
Quarry Bay campsite, Litter all over site	Littered with used toilet paper and "stuff." Fire burning in pit upon our arrival.
Rangers	Very friendly and personable. Signs very clear and appreciated, provided useful information.
Reservation system	Reservation system for camping on islands is not user friendly. Sea Caves were the busiest we had ever seen them, but it was ok.
Reservation system	Reservation system favors those who plan trip months in advance. I like to go when weather looks good and I have the time.
Reservation system	Vague protocols, clumsy system.
Reservation system	We did not realize the rules had changed to a early reservation system so it changed our plans with friends, but we still enjoyed our visit.
Reserved camping @ Stockton	Already made the comment. Since hikers can't get to Stockton until later in the afternoon, kayakers and sailboats come in earlier and reserve multiple sites for larger parties together and then we end up scrambling for sites (1-19) not knowing what's available.

Table 11: Elements that detracted from the visitor experience (continued)	
Element	Comment
Restoration	Sad to see the condition of Raspberry Lighthouse. Please restore it. Would have enjoyed more time on the island.
Restroom facilities, Water	Not maintained and very dirty. Why is the water fountain not maintained and working.
Restrooms	Maintenance of restrooms at Little Sand Bay was very poor this year.
Road, Litter	The road into Meyers Beach is full of potholes! It keeps speeds down, but it can't be good for our cars! It's ugly (litter).
Road, Trail	Road to Meyers Beach was poorly maintained and the trails were soaked with toilet paper at the trailheads. More trail markers would be appreciated (other than that still a great hike).
Roads, Rangers	Road to Meyers Beach was very rough. Would like to have seen Ranger presence out at Sea Caves.
Roadways	The road to Meyers Beach (Sea Caves) was full of potholes. Parking was limited.
Sand Bay Boat Launch	Should be set up to dock boats on both sides of the pier. This would help with inconsiderate boaters.
Sea Cave crowding, Litter and human waste	Natural beauty cluttered by many kayaks (crowding). Minimal but natural beauty diminished by these items (litter and human waste).
Sea Caves	I felt it would have been enjoyable with fewer people, less human noise.
Sea Caves	Boats motored in (4), 2 anchored, played loud music, and partied. We paddled a long way to get there. Prefer a more serene experience.
Signs	Better signage into Visitor Center for RV's.
Stockton Island	For us, Stockton Island is a "magical " place and it's disgusting when people won't dispose of waste properly or "pack it in, pack it out."
Sunning on beach	Dogs running around in sand and water.
Tables	Tables grouped in little bunches, should be more spread out.
Too many kayakers	Very rude Ranger too many people, you must know of complaints.
Too much litter	But it's always unwelcome.
Tying up	Unclear rules.
Unclear/inconsistent rules and regulations	Day visitors can build campfire on beach, campers cannot.
Unleashed pets	Please ban all pets from the park; noisy and defecating everywhere!
Unsafe conditions	Not enough dock space.
Visible human waste	Yuuuuuck!!!
Visitor Center times	Closing the visitor center at 4:30 made it possible to visit only because it was a rainy day.
Wells, water	Wells, water that are in place but cannot be used because of budget.
No element listed	More docking.
Table 11: Elements that detracted from the visitor experience (continued)	

Element	Comment
No element listed	Could use a NLS boat (ramp's) open to the public.
No element listed	Sand Island boat launch and channel were very low.
No element listed	The rangers at Stockton have in the past been rude (one older female in particular).
No element listed	We could not get to the Sea Caves. Did not see lighthouses.
No element listed	At times it is hard to find a place to dock.
No element listed	Very busy.
No element listed	Prefer at least illusion of wilderness. Lake shore is over managed, over organized and over policed. Leave people alone.
No element listed	Detractors were in Bayfield.
No element listed	We really spent so little time, didn't experience much of this.
No element listed	So many people at the put in.
No element listed	Not enough campsites.
No element listed	Not enough trash cans.
No element listed	Would have liked to have seen more protection staff out in the public or patrol to keep people safe.
No element listed	People throwing things in water at Bayfield and LaPointe.
No element listed	Meyers Beach was very busy. We selfishly thought we would have the beach to ourselves.
No element listed	Seems like this area is having higher traffic.
No element listed	A posting of some common boating rules would be helpful.
No element listed	Harassment by one male ranger (short, dark hair).
No element listed	No electric generators running at the docks (too long a wait. Cruise boat there). On several occasions while we've been on the island (Stockton) they ran all afternoon and into the night.
No element listed	Few slips together when in a group. More garbage cans needed. Enough said.
No element listed	Med. Mooring will make sufficient room available at docks.
No element listed	Concerned about having to pay a fee for access. Don't want it. We pay taxes to government now for parks.
No element listed	The islands need larger and improved docks!!!
No element listed	The powerboats and sailboats need to be limited. Too many, loud at night, especially off York Island. Dogs brought to beach to go to the bathroom!
No element listed	All parking spots taken, very busy.
No element listed	The dock at Manitou was small, and the end occupied by a powerboat which could have moved in and made room for us.
No element listed	Saw visitors using shampoo in the lake.
No element listed	Once again, the Raspberry tour guide was very rude to our guests.
No element listed	Reservations were thru LAI.
No element listed	Not enough time to walk around lighthouse and island.
No element listed	Too many kayaks around Sea Caves, like flies and mosquitoes.

Importance ratings of selected resources/qualities/facilities

Visitor groups were given the following information, followed by a question. "It is the National Park Service's responsibility to protect Apostle Islands NL's natural, scenic and cultural resources while at the same time providing for public enjoyment. How important is it to you that the NPS place an **increased** priority on the following resources/qualities/facilities in future park planning or budgeting issues?" Table 12 and Figure 70 show that clean air/water received the highest combined proportions of "extremely important" and "very important" ratings (90%). The highest "not important" ratings were for new campsites (26%) and new picnic facilities (25%).

Groups were asked where improvements or new facilities were needed. The locations are listed in Table 13.

Table 12: Importance ratings of selected resources/qualities/facilities N=number of visitor groups who rated each resource; percentages may not equal 100 due to rounding.							
Resource/quality/facility	N	Rating (%)					
		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know
Native plants/animals	472	45	30	15	6	2	3
Clean air/water	477	70	20	5	2	1	1
Natural quiet/ sounds of nature	476	50	30	11	5	3	1
Solitude	468	41	29	18	6	4	2
Educational opportunities	467	20	30	30	13	5	2
Historic buildings/ archeological sites	471	31	33	24	7	3	2
Night sky/stargazing	470	24	27	28	10	7	4
Hiking trail improvements	451	10	18	26	12	11	22
New hiking trails	446	7	11	17	13	20	32
Campsite improvements	441	6	10	16	11	17	40
New campsites	438	5	8	11	9	26	40
New picnic facilities	441	2	8	14	12	25	39
Dock repairs/ improvements	439	14	13	12	10	17	35
Potable drinking water	441	14	16	15	11	15	29
New or improved restrooms	453	14	17	18	12	15	23
Other	129	25	9	5	1	5	55

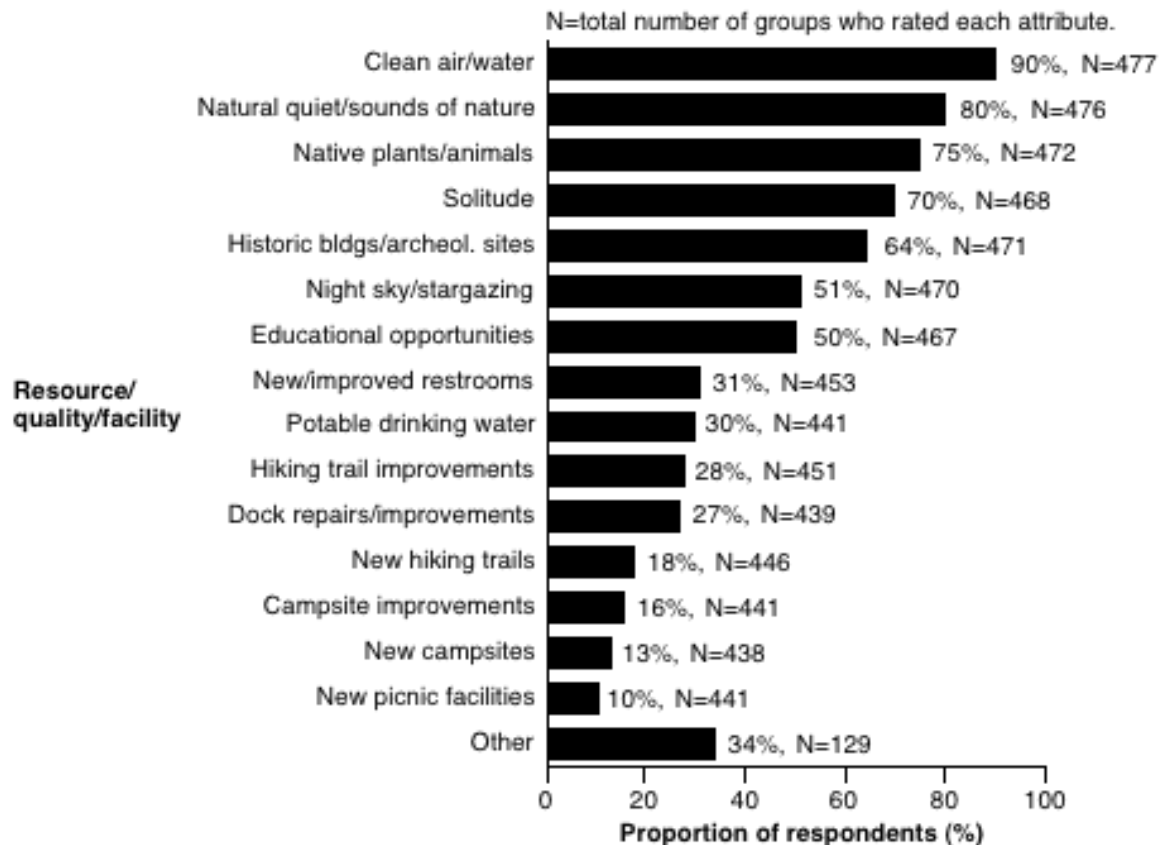


Figure 70: Combined proportions of "extremely important" and "very important" ratings for selected park resources/qualities/facilities

Table 13: Locations where improvements or new facilities are needed

Location	Number of times mentioned
Hiking trail improvements N=67	
Meyers Beach	11
All islands	8
Sea Caves	8
Basswood Island	4
Quarry Bay Trail	4
Rocky Island	4
Sand Island	4
Stockton Island	5
Raspberry Island	3
Little Sand Bay	2
Otter Island	2
Outer Island	2
Trout Point Trail	2
Devils Island	1
Julian Bay	1
Mainland	1
Manitou Island	1
Oak Island	1
South Twin Island	1
All sites	1
Other: Big Bay to Town Park Bog	1
New hiking trails N=42	
Anywhere	4
Stockton Island	4
All islands	3
Basswood Island	3
Bear Island	3
Little Sand Bay	3
On islands where there are none	3
Cat Island	2
Hermit Island	2
Mainland	2
On islands	2
Meyers Beach	2
Sand Island	2
Big Bay	1
Eagle Island	1
Otter Island	1
Raspberry Island	1
Rocky Island	1
Sea Caves	1
York Island	1

Table 13: Locations where improvements or new facilities are needed (continued)

Location	Number of times mentioned
Campsite improvements N=32	
Little Sand Bay	6
Sand Island	5
All campsites	4
Stockton Island	3
Outer Island	2
Rocky Island	2
Basswood Island	1
Bear Island	1
Ironwood Island	1
Manitou Island	1
Most campsites	1
On islands	1
Oak Island	1
Otter Island	1
York Island	1
Other: Madeline Island	1
New campsites N=48	
Little Sand Bay	14
All locations	5
Bear Island	5
Sand Island	4
Devils Island	2
Oak Island	2
Outer Island	2
Stockton Island	2
York Island	2
Where there are few or none	2
Basswood Island	1
Cat Island	1
Eagle Island	1
Hermit Island	1
Otter Island	1
Raspberry Island	1
Where feasible	1
Other: Madeline Island	1

Table 13: Locations where improvements or new facilities are needed (continued)

Location	Number of times mentioned
New picnic facilities N=20	
Stockton Island	3
All locations	2
Little Sand Bay	2
Outer Island	2
As needed	1
Basswood Island	1
Bear Island	1
By docks	1
Cat Island	1
Closer to lake	1
Eagle Island	1
Meyers Beach	1
Quarry Bay	1
Sand Island	1
Other: Madeline Island	1
Dock repairs/improvements N=69	
Maintain all	16
Devils Island	9
South Twin Island	7
Sand Island	6
Where needed/more	6
Michigan Island	5
Outer Island	5
Stockton Island	4
Rocky Island	3
Little Sand Bay	2
Basswood Island	1
Joni's Beach	1
Manitou Island	1
Oak Island	1
Otter Island	1
Other: Madeline Island	1

Table 13: Locations where improvements or new facilities are needed (continued)

Location	Number of times mentioned
Potable drinking water N=65	
All locations	16
Rocky Island	9
Near docks/picnic areas	5
Little Sand Bay	5
Quarry Bay	4
Existing wells	4
Otter Island	3
Stockton Island	3
South Twin Island	3
Meyers Beach	2
Oak Island	2
Sand Island	2
Cat Island	1
Basswood Island	1
Devils Island	1
Manitou Island	1
Raspberry Island	1
Restroom	1
Other: Cornucopia	1
New or improved restrooms N=71	
Little Sand Bay	12
All	9
Meyers Beach	9
Maintain existing	7
Sand Island	7
Stockton Island	7
More docks	3
Raspberry Island	3
Rocky Island	2
All camps	2
Bear Island	1
Darymple	1
Hermit Island	1
Julian Bay	1
Lighthouses	1
Michigan Island	1
Quarry Bay	1
York Island	1
Other: Bayfield	1
Other: Red Cliff Marina	1

Table 13: Locations where improvements or new facilities are needed (continued)

Location	Number of times mentioned
Other comments N=54	
Fix Meyers Beach Road	4
Lighthouses open to more people	3
Cheaper access to islands	3
More options for accessing islands	2
Ranger boats to take visitors to islands	2
Keep jet skis banned	2
Bear boxes at campsites	2
Docks for all islands	2
Minimize human impact—protect it	2
Add showers at campground	2
Add new safe harbor/dock in islands	2
Other comments	28

Total expenditures

Visitor groups were asked to list the amount of money they spent on their visit to Apostle Islands NL and the surrounding area (within a 30-mile or 45-minute drive of the park). Groups were asked to list the amounts they spent for lodging; camping fees; restaurants and bars; groceries and takeout food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; and all other purchases.

Total expenditures: For total expenditures in and around the park, 29% of visitor groups spent \$601 or more during their visit, while 50% spent between \$1 and \$300 (see Figure 71). The greatest proportions of expenditures were for restaurants and bars (19%), other transportation (18%), and hotels, motels and cabins (16%), as shown in Figure 72.

Average expenditures: The average visitor group expenditure during the visit was \$586. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$270. The average per capita expenditure was \$164.

Adults/children covered by expenditures: Visitor groups were asked to list how many adults (18 years or older) and children (under 18 years) were covered by their expenditures. Fifty-seven percent of visitor groups had two adults, while 27% had four or more adults (see Figure 73). Figure 74 shows that 47% of visitor groups did not visit with children and 38% of visitor groups had one or two children.

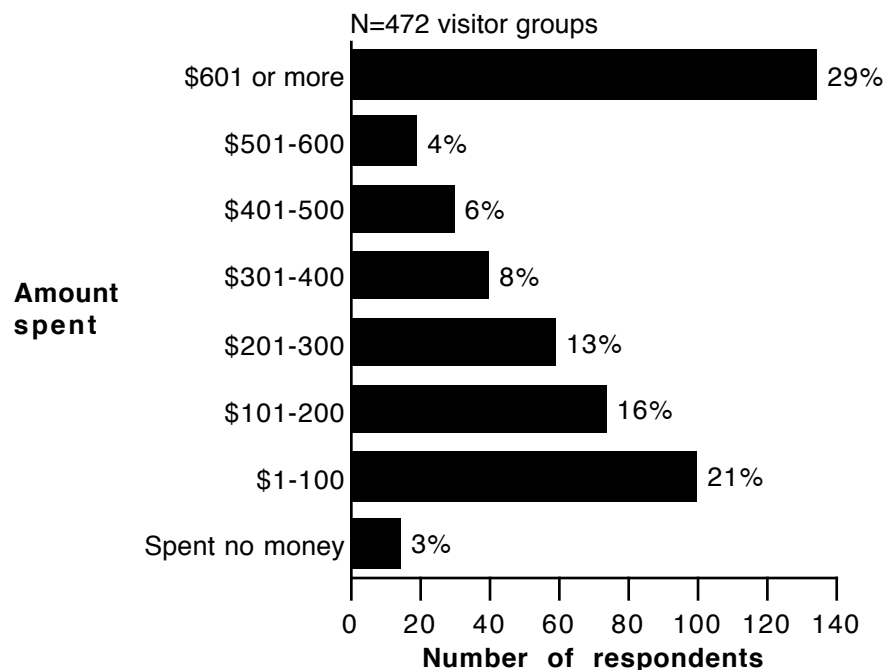


Figure 71: Total expenditures in and out of Apostle Islands NL (within a 30-mile drive of Bayfield)

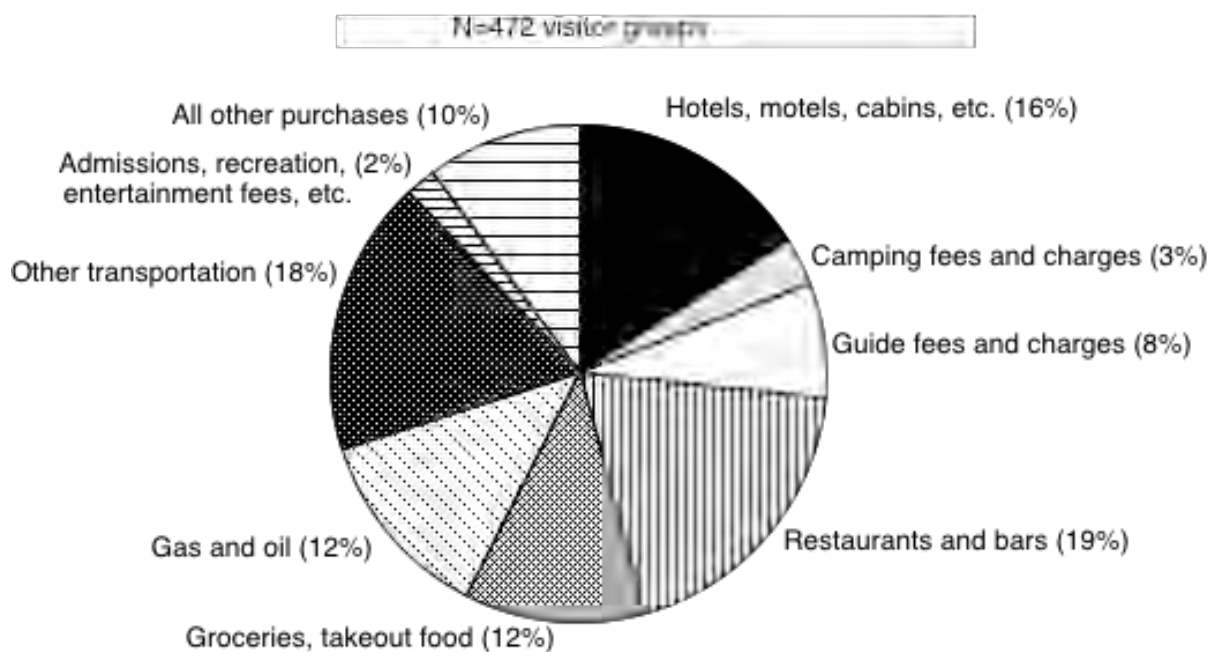


Figure 72: Proportions of expenditures in and out of Apostle Islands NL (within a 30-mile drive of Bayfield)

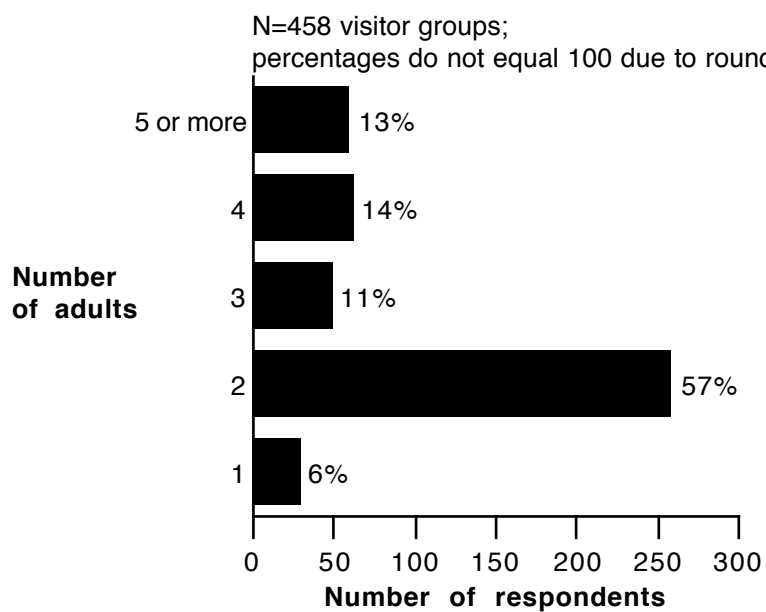


Figure 73: Number of adults covered by expenditures

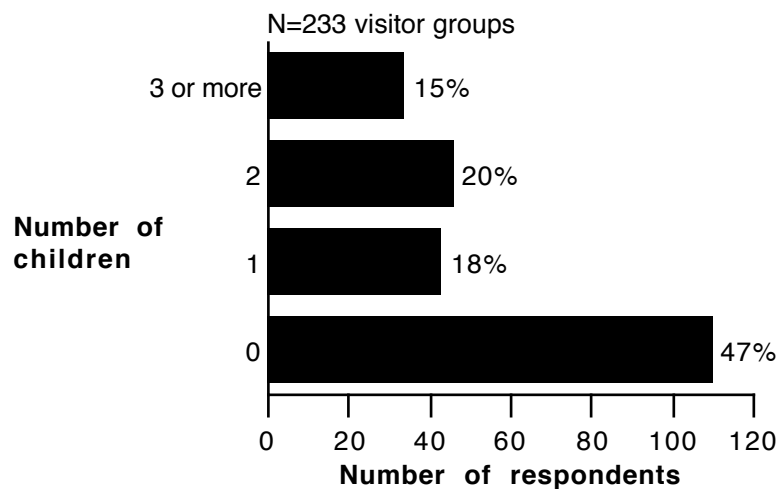


Figure 74: Number of children covered by expenditures

Expenditures inside the park

Total expenditures inside the park: Fifty-five percent of visitor groups spent no money, while 35% spent between \$1 and \$50 (see Figure 75). The greatest proportion of expenditures was for camping fees and charges (62%), as shown in Figure 76.

The average visitor group expenditure in the park during this visit was \$26. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$0. The average per capita expenditure was \$17.

Camping fees and charges: Sixty-four percent of visitor groups spent no money in the park and 30% of visitors spent up to \$50 (see Figure 77).

All other purchases: Sixty-five percent of groups spent no money and 26% spent between \$1 and \$50 (see Figure 78).

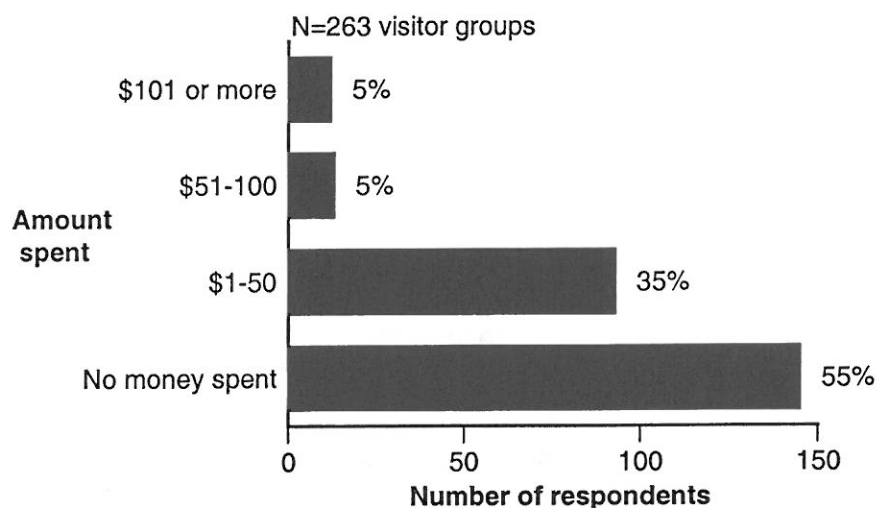


Figure 75: Total expenditures inside the park

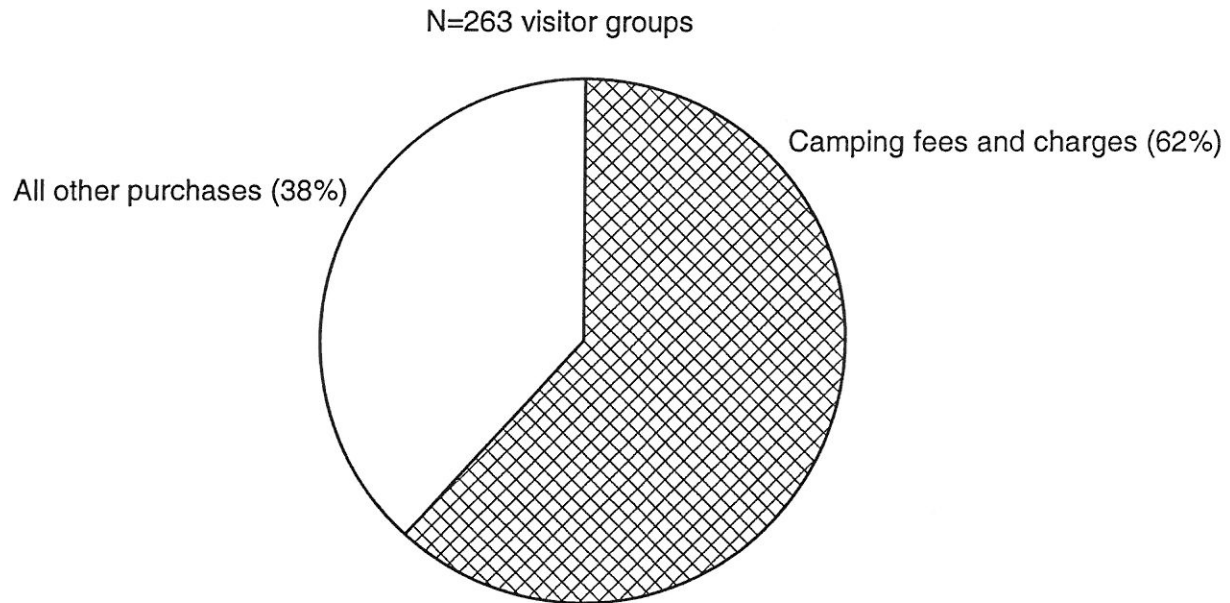
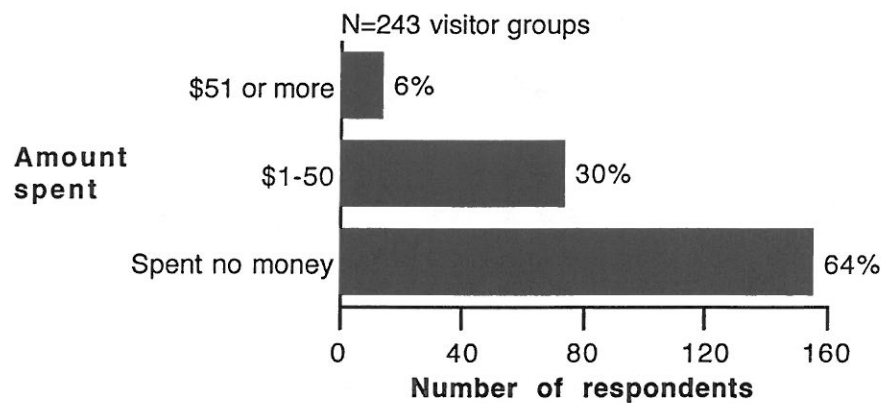
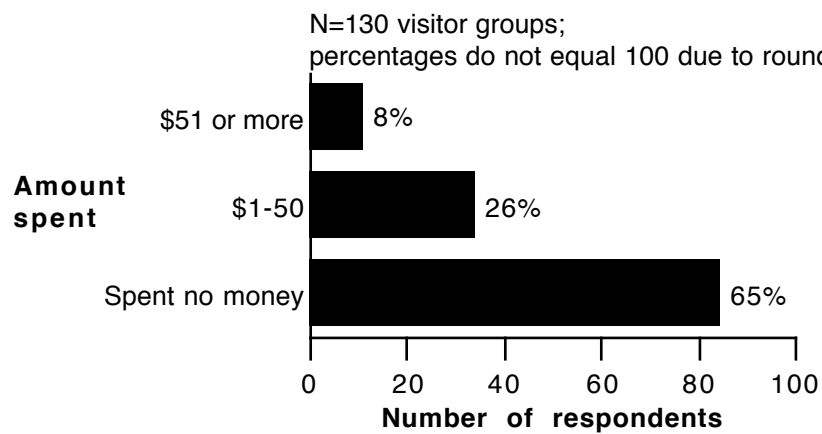


Figure 76: Proportions of expenditures inside the park



**Figure 77: Expenditures for camping fees and charges
Inside the park**



**Figure 78: Expenditures for all other purchases
Inside the park**

Expenditures outside the park

Total expenditures outside the park: Fifty-one percent of groups spent between \$1 and \$300 in the area outside Apostle Islands NL within a 30-mile or 45-minute drive (see Figure 79). Twenty-eight percent of visitor groups spent \$601 or more. The greatest proportions of expenditures outside of the park were for restaurants and bars (19%), other transportation (18%), and hotels, motels, cabins, etc. (16%), as shown in Figure 80.

The average visitor group expenditure outside of the park during this visit was \$576. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$260. The average per capita expenditure was \$166.

Hotels, motels, cabins, B&B, etc. outside the park: Fifty-five percent of visitor groups spent no money and 24% spent between \$1 and \$200 (see Figure 81).

Camping fees and charges outside the park: Most groups (67%) spent no money and 23% spent up to \$50 (see Figure 82).

Guide fees and charges: Most groups (86%) spent no money (see Figure 83).

Restaurants and bars outside the park: Fifty-five percent of groups spent between \$1 and \$100, 14% spent no money, and 13% spent \$201 or more (see Figure 84).

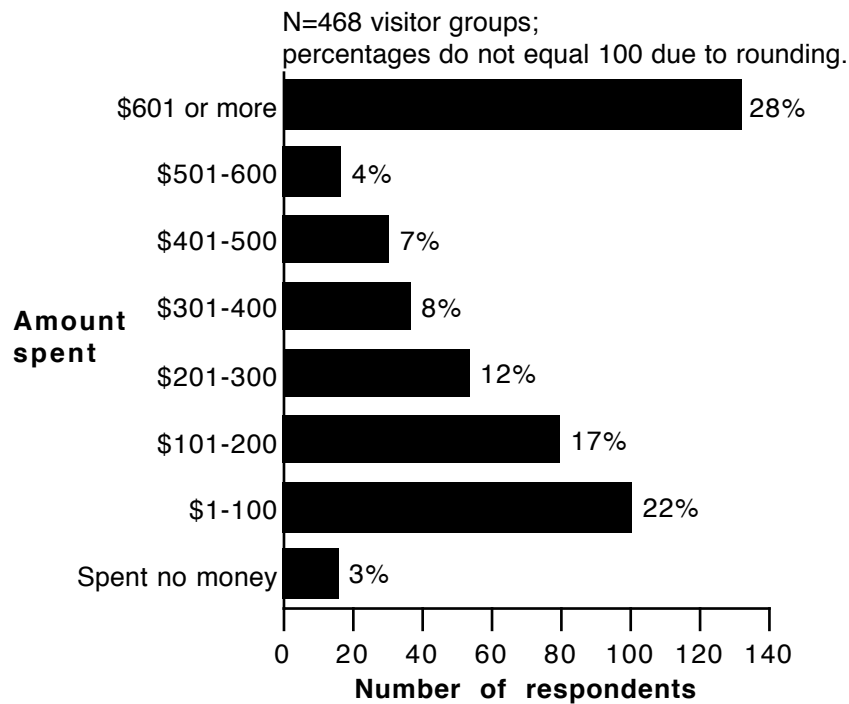
Groceries and takeout food outside the park: Sixty-six of visitor groups spent between \$1 and \$100, while 19% spent no money (see Figure 85).

Gas and oil outside the park: Almost three-fourths of groups (72%) spent up to \$100 (see Figure 86).

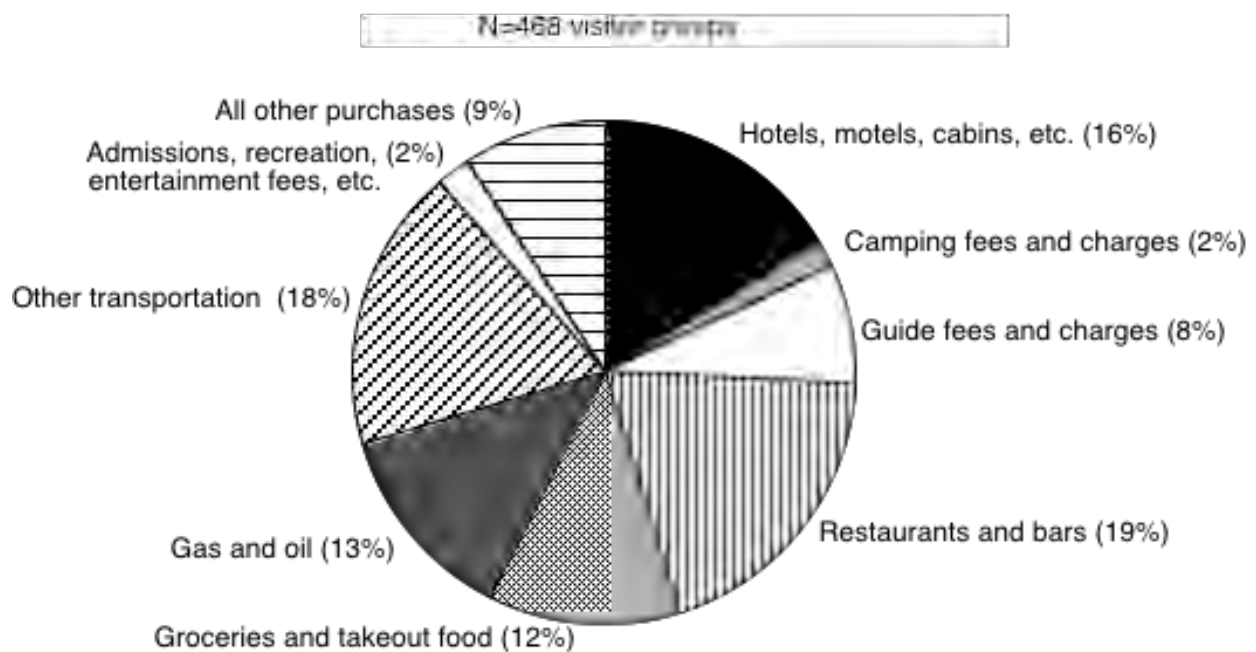
Other transportation expenses outside the park: Fifty-three percent of visitor groups spent no money and 31% spent between \$1 and \$100 (see Figure 87).

Admission, recreation, and entertainment fees outside the park: Most groups (69%) spent no money and 29% spent up to \$100 (see Figure 88).

All other purchases outside the park: Over one-half of visitor groups (56%) spent between \$1 and \$100, while 27% spent no money (see Figure 89).



**Figure 79: Total expenditures outside the park
(within 30 miles of Bayfield)**



**Figure 80: Proportions of expenditures outside the park
(within 30 miles of Bayfield)**

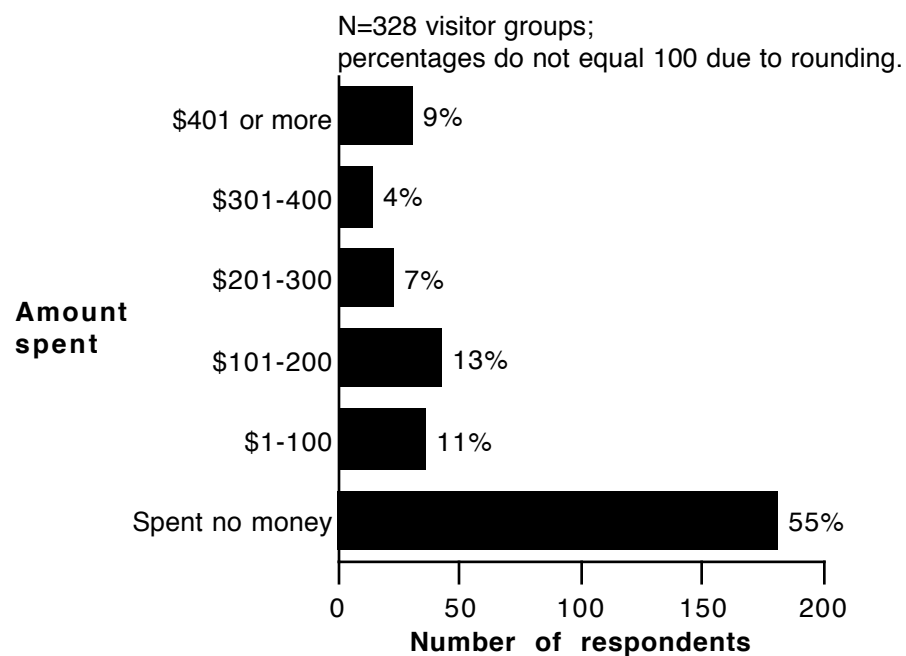


Figure 81: Expenditures for hotels, motels, cabins, B&B, etc. outside the park (within 30 miles of Bayfield)

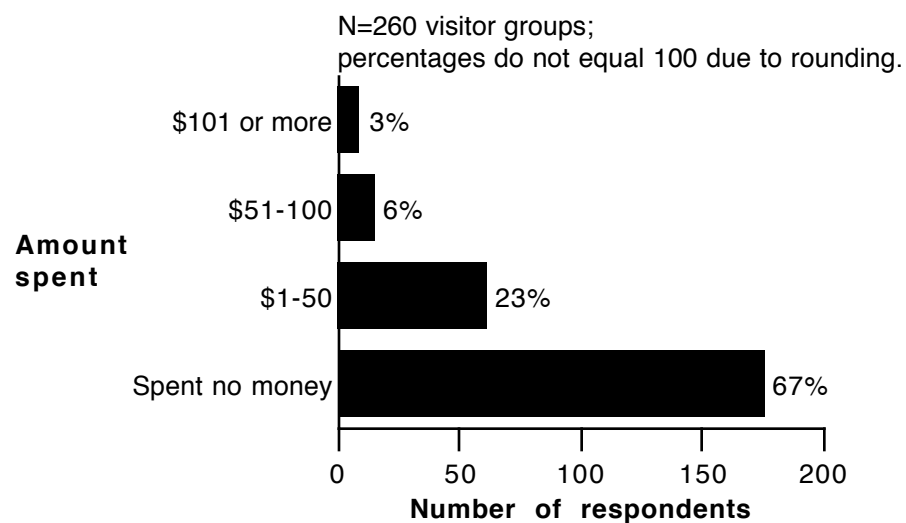


Figure 82: Expenditures for camping fees and charges outside the park (within 30 miles of Bayfield)

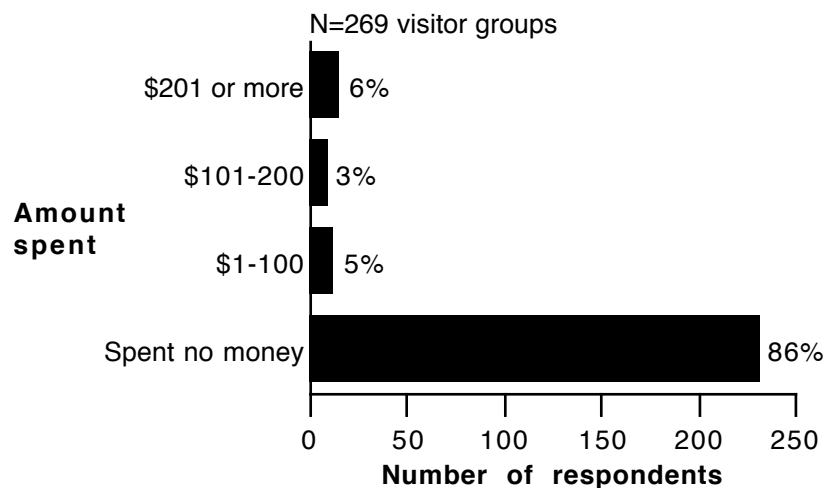


Figure 83: Expenditures for guide fees and charges outside the park (within 30 miles of Bayfield)

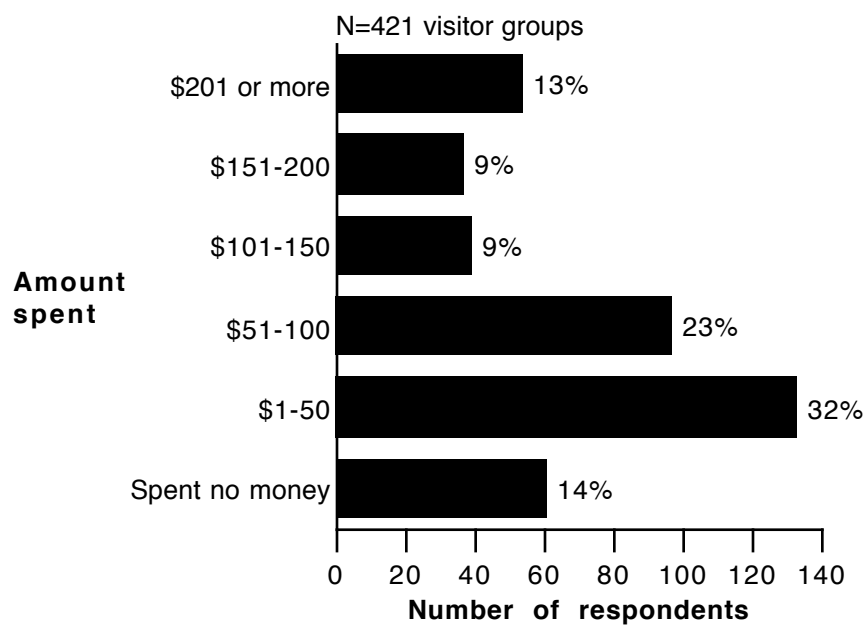


Figure 84: Expenditures for restaurants and bars outside the park (within 30 miles of Bayfield)

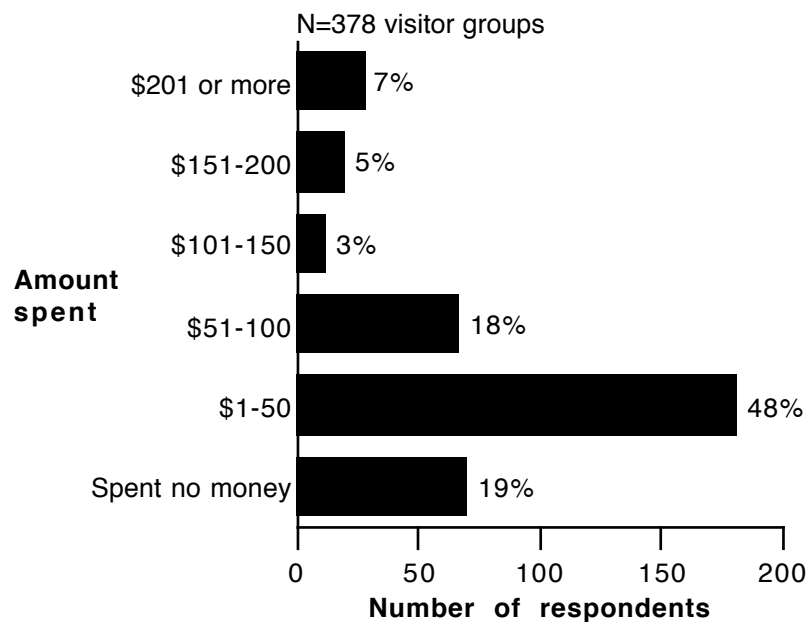


Figure 85: Expenditures for groceries and takeout food outside the park (within 30 miles of Bayfield)

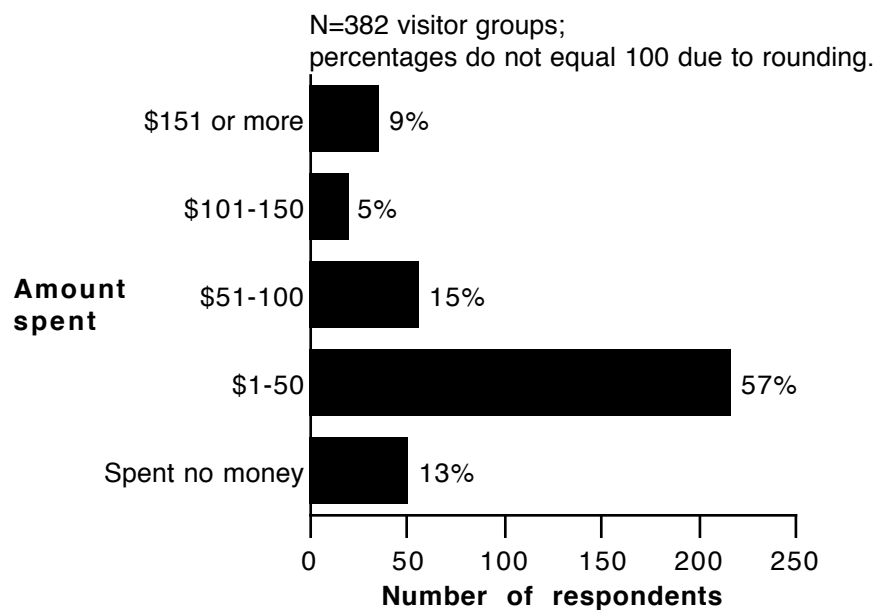


Figure 86: Expenditures for gas and oil outside the park (within 30 miles of Bayfield)

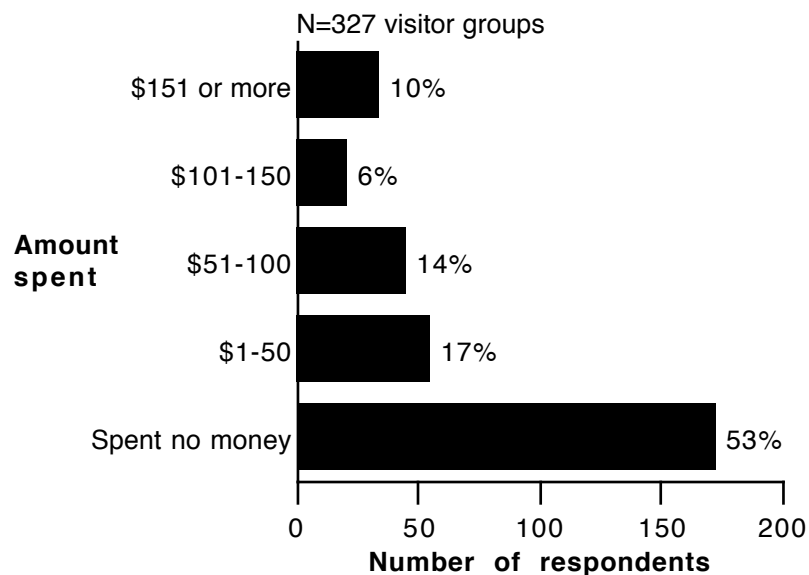


Figure 87: Expenditures for other transportation expenses outside the park (within 30 miles of Bayfield)

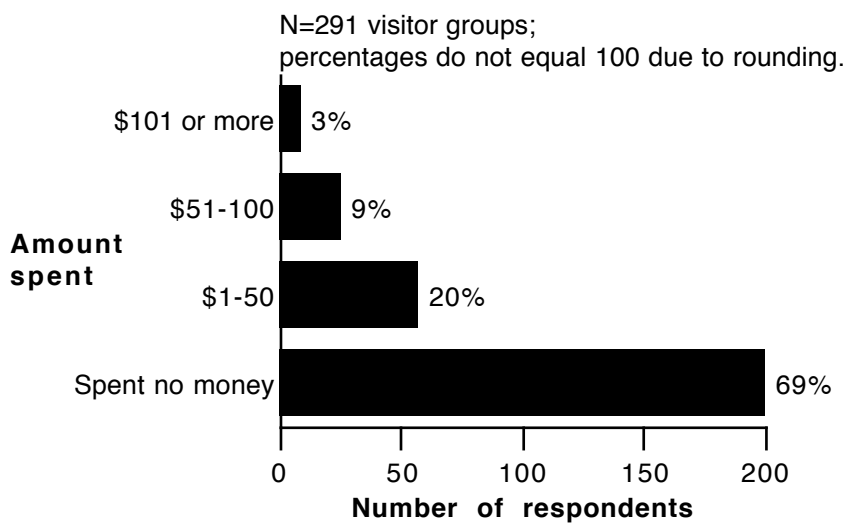


Figure 88: Expenditures for admission, recreation, and entertainment fees outside the park (within 30 miles of Bayfield)

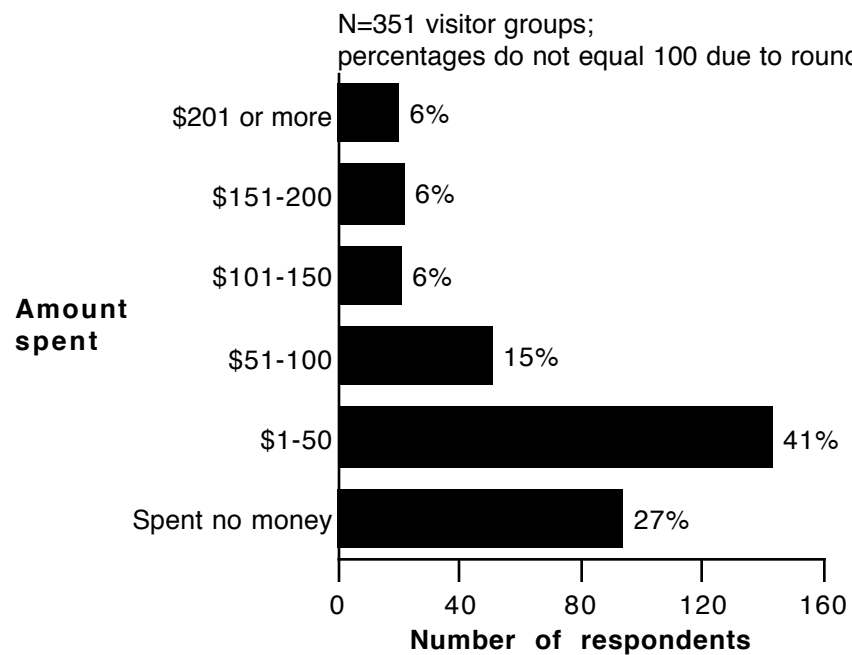


Figure 89: Expenditures for all other purchases outside the park

Overall quality

Visitor groups were asked to rate the overall quality of the visitor services provided at Apostle Islands NL during this visit. Most visitor groups (92%) rated the overall quality as “very good” or “good,” as shown in Figure 90. One percent of visitor groups rated the overall quality as “poor” and none rated it as “very poor.”

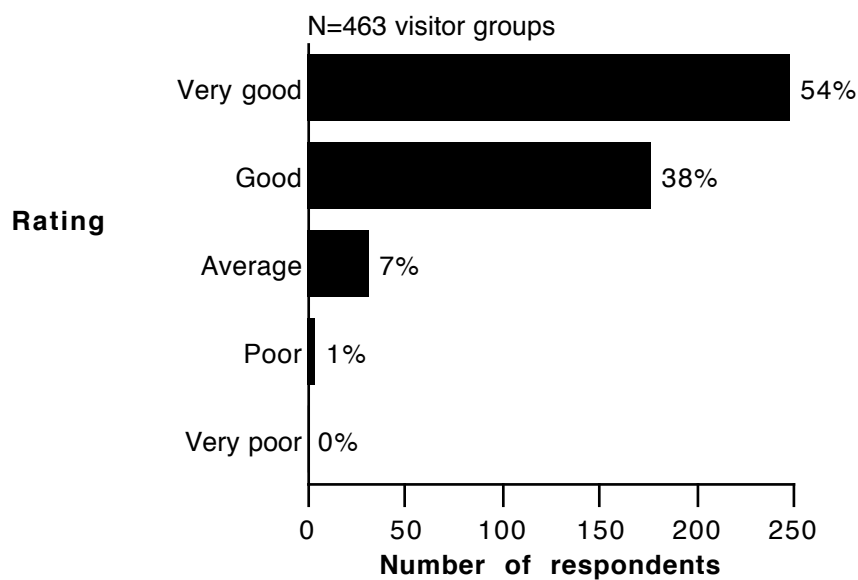


Figure 90: Overall quality of visitor services

What visitors liked most about information signs/panels

Fifty-seven percent of visitor groups (N=289) provided comments about what they liked most about the information signs/panels at Apostle Islands NL. Table 14 lists visitors' comments; complete copies of visitor responses are in the appendix.

Table 14: What visitors liked most about information signs/panels

N=303 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Informative/helpful	92
Easy to read	34
Well located	23
Clear	18
History information	15
Maps	15
Did not see any	13
Adequate	12
All good	9
Weather information	8
Well designed	7
Fit with surroundings	6
Directions	5
Few in number	5
Photos	4
Interesting	4
Campsite information	3
Nothing	3
Concise	2
Current information	2
Great Lakes Visitor Center	2
Have read in past	2
Leave no trace ethics	2
Lots of them	2
Raspberry Island information	2
Thorough	2
Trail information	2
Well maintained	2
Other comments	7

What visitors liked least about information signs/panels

Thirty-three percent of visitor groups (N=167) made comments about what they liked least about Apostle Islands NL information signs/panels. Their comments are listed in Table 15; complete copies of visitor responses are in the appendix.

Table 15: What visitors liked least about information signs/panels

N=190 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Nothing	57
Not applicable	45
Need more information	15
Need more trails signs	11
Need more signs	10
Hard to find	5
Need more information at docks	4
Signs reduce esthetics	4
Too many signs	4
Inaccurate	2
Have read before—information never changes	2
Need more maps on signs	2
Outdated	2
Post closures at docks	2
Signs need better maintained	2
Replace missing signs	2
Other comments	21

What visitors liked most

Ninety-one percent of visitor groups (N=462) provided comments about what they liked most about this visit to Apostle Islands NL. Table 16 lists visitor comments; complete copies of visitor responses are in the appendix.

Table 16: What visitors liked most

N=750 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly/helpful staff	14
INTERPRETIVE SERVICES	
Lighthouse tours	11
Visitor center	9
History	4
Ranger talk/tour	4
Movie	2
Visitor center exhibits	2
Other comments	3
FACILITIES/MAINTENANCE	
Clean	11
Trails	11
Campsites	5
Anchorage	3
Docks	3
Good facilities	2
Picnic facilities	2
Well maintained	2
Other comments	2
POLICIES/MANAGEMENT	
Accessibility	8
Other comment	1

Table 16: What visitors liked most (continued)

Comment	Number of times mentioned
RESOURCES MANAGEMENT	
Sea Caves	56
Beaches	34
Lighthouses	28
Natural setting	20
Clean water	16
Lake Superior	14
Uncrowded	12
Water	11
Islands	11
Wildlife	8
Wilderness	5
Lack of development	5
Meyers Beach	3
Sand Island	2
Stockton Island	2
Pristine	2
Historical sites	2
Other comments	5

Table 16: What visitors liked most (continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Scenery	87
Beauty	69
Kayaking	31
Sailing	26
Weather	17
Hiking	16
Relaxing	11
Boating	10
Quiet	10
Everything	9
Other people	9
Swimming	9
Peace	8
Serenity/tranquility	8
Sightseeing/exploring	8
Camping	7
Walking	6
Remoteness	5
Solitude	5
Fishing	4
Paddling	4
With family	4
With friends	4
Shorelines	4
Shopping	3
Madeline Island	3
Touring on our boat	3
Restaurants/bars	3
Special place	3
Bayfield	3
Sunrise/sunset	3
Chataqua	2
Food	2
Photography	2
Northern lights	2
Boat tour	2
Other comments	13

What visitors liked least

Seventy-six percent of visitor groups (N=385) wrote comments about what they liked least about this visit to Apostle Island NL. Table 17 lists visitor comments; complete copies of visitor responses are in the appendix.

Table 17: What visitors liked least

N=440 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Ranger rude	7
Lack of rangers	2
Other comments	2
INTERPRETIVE SERVICES	
Limited visitor center hours	3
Lack of needed map	2
Lack of information on docking	2
Other comments	4
FACILITIES/MAINTENANCE	
Lack of docks	13
Meyers Beach Road	12
Lack of parking	8
Lack of drinking water	6
Toilets	5
Lack of restrooms	5
Lack of showers	5
Improve restroom maintenance	4
Road conditions	4
Trail conditions	4
Improve campsite maintenance	3
Lack of maintenance	3
Lack of campsites on mainland	3
Lack of signs	2
Litter	2
People walking through campsite	2
Other comments	14

Table 17: What visitors liked least (continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Lack of access to islands	16
Noisy boats	5
Lack of access to lighthouses	4
Cost of access to islands	4
Noisy people	4
NPS regulations	3
Nets	3
Others polluting lake water	3
Noisy power boaters	2
Commercialization	2
Congestion of boats	2
Cuts in NPS funding	2
Access to beaches	2
Future restrictions in park	2
Other comments	20
RESOURCE MANAGEMENT	
Crowded	13
Bears	2
Other comments	3
GENERAL COMMENTS	
Flies/bugs/mosquitoes	60
Nothing	56
Weather	32
Lack of time	13
Expensive	5
Leaving	4
Time on island too short	4
Tour boat expensive	4
Conflicts between different types of boaters	3
Power boats	3
Bayfield too crowded	2
Caught no fish	2
Drive	2
Ferry cost	2
Inexperienced kayakers	2
Lack of boat	2
Survey	2
Other comments	33

Additional comments

Fifty-three percent of visitor groups (N=266 visitor groups) wrote additional comments about this visit to Apostle Islands NL (see Table 18). Visitor comments are summarized below: complete copies are in the appendix.

Table 18: Additional comments

N=435 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff friendly, helpful	15
Ranger not polite	3
Need more rangers	2
Other comments	5
INTERPRETIVE SERVICES	
Needed more information	5
Tours informative	2
Other comments	8
FACILITIES/MAINTENANCE	
Add campsites	7
Clean	5
Like lighthouse restoration	4
Add docks	3
Add trails	3
Improve litter situation	3
Improve Meyers Beach road	3
Add lake access	2
Enjoyed campsites	2
Good lake access	2
Improve campgrounds	2
Improve maintenance	2
Maintain existing facilities	2
Trails not well marked	2
Other comments	11

Table 18: Additional comments (continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Keep up the good work	10
Keep it as it is	7
Enforce rules	3
Excellent park system	3
Need better access to islands	3
No user fees	3
Increase fees for park improvements	2
Allow more access to lighthouses	2
Ban jet skis	2
Designate wilderness	2
Enforce waste disposal by boaters	2
Make kayaks more visible	2
No wilderness designation	2
Other comments	43
RESOURCE MANAGEMENT	
Keep it protected/preserved	18
Thank you for preserving	4
Keep it wilderness	3
Uncrowded	3
No development	2
Other comments	5
GENERAL COMMENTS	
Enjoyed visit	81
Want to return	37
Beautiful	33
Repeat visit	10
Special place	8
Thank you	5
Enjoyed Sea Caves	4
Visit too short	4
Enjoyed kayaking	3
Enjoyed scenery	3
Apology about survey	2
Questionnaire encourages return visit	2
Survey too long	2
Other comments	27

ADDITIONAL ANALYSIS

Apostle Islands National Lakeshore VSP Report 157

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/ facility instead of all that were listed in the questionnaire. Include your name, address, and phone number in the request.

• Prior to visit aware of NPS management?	• Length of stay on water near island	• Group size
• Sources of information used prior to visit	• Stay overnight away from home?	• Age
• Receive needed information?	• Number of nights in park	• Zip code or country of residence
• Length of stay in park	• Number of nights in area	• Number of visits in 2004/ lifetime
• Length of stay in area	• Type of lodging used in park	• Highest level of education
• Primary reason for visit	• Type of lodging used in area	• Current income level
• Reasons for visiting visitor centers	• Visitor services/facilities used	• Importance of resource/ quality/facility
• Activities	• Importance of visitor services/ facilities	• Expenditures inside park
• Activity that was primary reason for visit	• Quality of visitor services/ facilities	• Expenditures outside park
• Forms of transportation used	• Overall quality of services	• Expenditures in and outside park
• Reasons for not visiting islands	• Selected elements' effect on visitor experience	• Number of adults covered by expenditures
• Places visited	• Group type	• Number of children covered by expenditures
• Length of stay on island/ dock	• With guided tour group?	

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Park Studies Unit website: www.psu.uidaho.edu

QUESTIONNAIRE

VISITOR SERVICES PROJECT PUBLICATIONS

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the Park Studies Unit website: <<http://www.psu.uidaho.edu>>. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

VISITOR SERVICES PROJECT PUBLICATIONS (continued)**1994**

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

VISITOR SERVICES PROJECT PUBLICATIONS (continued)**2002**

- 131. Everglades National Park
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore

For more information about the Visitor Services Project, please visit the Park Studies Unit website: http://www.psu.uidaho.edu

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