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**Visitors to North Dakota Heritage and Cultural Tourism Sites:  
Visitor Profile, Motivation, Perceptions, and Family Decision Making**

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## **Abstract**

Interest in cultural/heritage tourism has been increasing in recent years. The number of person-trips has increased from 192 million in 1996 to almost 217 million in 2005 (a person trip is one person traveling 50 miles or more away from home, one way). Thus, the number of travelers visiting heritage/cultural events and attractions combined with their propensity to spend more money, make them a very attractive market segment for the state of North Dakota which is home to a wide variety of heritage and cultural attractions. The aim of this project was to assess the characteristics of visitors to North Dakota heritage and cultural tourism sites. Intercept surveys were conducted at three heritage/cultural tourism attractions.

Visitors to North Dakota Cultural/Heritage tourism sites were most likely to be married, around 50 years old, with moderate incomes and well educated. They were most likely to find out about the attraction through friends or relatives, followed by the North Dakota State Tourism guide.

Medora and the International Peace Garden were assumed to be primary destinations, whereas the Lewis & Clark Interpretive Center visitors were likely on a trip elsewhere when they stopped by the site. A majority of Medora respondents had previously visited the site, as had the respondents from the International Peace Garden. Site characteristics and the fact that the Lewis & Clark Interpretive Center is a newer site, make it less likely to have as many repeat visitors as the other two study locations.

Almost all respondents were likely or very likely to recommend all the sites to others and overall respondents were very satisfied with their visit to the study locations. Most visitors learned about and received information about the attraction from friends or relatives.

Lewis & Clark Interpretive Center and Medora visitors were more likely to participate in other activities while on their trip. Respondents to Lewis and Clark Interpretive Center and Medora most frequently planned to participate in art/cultural attractions and pioneer/frontier history. Visitors to the International Peace Garden were not as likely to participate in other activities as visitors to the other study locations.

Respondents had a positive perception of North Dakota. The most positive perception was of the state's beautiful scenery, which correlates with what respondents indicated was their motivation for traveling. Respondents most frequently indicated they participated in leisure travel to enjoy scenery and for sightseeing. Most traveling decisions were made jointly by couples.

**Key Words:** heritage and cultural tourism, visitor profile, visitor motivation, visitor perceptions

# **Visitors to North Dakota Heritage and Cultural Tourism Sites: Visitor Profile, Motivation, Perceptions, and Family Decision Making**

Kara L. Wolfe, Nancy M. Hodur, and F. Larry Leistritz<sup>1</sup>

## **INTRODUCTION**

Interest in cultural/heritage tourism has been increasing in recent years. The number of person-trips has increased from 192 million in 1996 to almost 217 million in 2005 (a person trip is one person traveling 50 miles or more away from home, one way). According to the Travel Industry Association of America (TIA, 2003), three-fourths of adults in the United States attended a cultural activity or event while on a trip during the previous year. Research also suggests that the average heritage/cultural tourist spends about one-third more money on trips (\$623 compared to \$457, excluding transportation) (Goeldner & Ritchie, 2006), and a Wyoming study showed that visitors who stopped at historical sites took longer trips and had daily expenditures that were 22 percent more on average than other summer visitors (Taylor et al., 1993). Thus, the number of travelers visiting heritage/cultural events and attractions combined with their propensity to spend more money, make them a very attractive market segment for the state of North Dakota which is home to a wide variety of heritage and cultural attractions. Some examples of cultural attractions include churches, museums, performing arts, expeditions, agriculture, handicrafts and other events that portray the residents' way of life. The Tourism Division of the North Dakota Department of Commerce defines cultural and heritage tourism as "experiencing the places and activities that authentically represent the stories and people of North Dakota's past and present" (Schilling 2008).

The aim of this project was to assess the characteristics of visitors to North Dakota heritage and cultural tourism sites. Intercept surveys were conducted at three heritage/cultural tourism attractions. Information obtained was used to assess the economic impact of the tourists (see Hodur et al., 2009), as well as assess participant's motivation for visiting and their interest in participating in other activities in the region. Survey findings also assessed the likelihood of visitors returning, visitor's motivations and family decision-making processes and provide an overview of visitor characteristics and trip characteristics. The results can be used to plan new or enhance current events and activities and guide marketing efforts, helping attraction managers, policy makers and business and community leaders more effectively manage and develop heritage and cultural tourism attractions and events in North Dakota.

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## **METHODS**

Data were collected via intercept surveys at Medora, the Lewis & Clark Interpretive Center (LCIC) (near Washburn, ND) and the International Peace Garden (IPG). Four questionnaires were developed. One questionnaire was designed for local residents and inquiries were limited to questions about their level of satisfaction with attractions, amenities and services and basic demographic information. The other three questionnaires were for non-local visitors and queried respondents about their primary reason for visiting the site, expenditures associated with visitation, satisfaction with the facilities, the type of activities they participated in and demographic data (Appendix A). In order to collect data on visitor perceptions, motivation for travel and family decision making processes without making the questionnaires too long, three different versions of the non-local questionnaire were developed. The final section of the each of the non-local questionnaires were different. One version had questions on visitor perceptions, one on travel motivations and one on family decision making processes. The three questionnaires were collated, and were distributed evenly (i.e. 1<sup>st</sup> person received the perception version, 2<sup>nd</sup> person received the motivation version, the 3<sup>rd</sup> person received the family decision-making version and so forth).

Questionnaires were administered by workers and volunteers at each site. Data were collected June 1- August 31, 2006. The goal was to administer approximately 10 surveys per day at each site. At the top of each hour (9am, 10am, etc.) workers/volunteers asked the first visitor who was over 18 years of age, if s/he would be willing to complete a questionnaire. (Sample script – “Welcome, how can we help you...Thanks for visiting, would you be willing to help us out, by telling us about your visit, so we can make improvements...”) If the visitor said “No”, the next visitor was asked to complete the questionnaire. If the visitor said “Yes”, s/he was asked if s/he was a local resident (living within 50 miles), if so the short “local resident” questionnaire was given to the visitor. If the visitor was not a local resident, one of the three longer “non-resident” questionnaires was administered. The visitors were asked to return the questionnaire to the designated drop box at the site.

## **RESULTS**

A total of 1,528 non-local questionnaires were collected of which 1,037 were usable. Data from the local resident questionnaire was not included in the analysis. Data from non-local questionnaires incorrectly completed by local residents was also eliminated from the analysis. Local residents that incorrectly completed non-resident questionnaires were identified by zip code.

The distribution of completed questionnaires by site and by type of questionnaire was fairly even (see Table 1). Roughly 300 questionnaires were collected at the LCIC and the IPG. Just over 400 questionnaires were collected at Medora. The distribution by type of questionnaire was also fairly even. Approximately the same number of decision making, motivation and perception questionnaires were collected at each study location. Around 100 of each type of questionnaire were collected at IPG and LCIC with around 145 of each type collected at Medora.



Table 1. Distribution of Completed Questionnaires by Study Location and Type of Questionnaire, Heritage and Cultural Tourism Survey, 2006

Site	<u>Questionnaire Type</u>			<u>Total</u>	
	Family Decision Making	Motivation	Perception	All	Percent
	----- number -----				
LCIC	112	106	97	315	29.6
Medora	145	144	142	431	40.5
IPG	106	102	111	319	30.0
Total	363	352	350	1,065	100.0

### Visitor Profile

Most respondents were married (80 percent), and a majority (59 percent) had an annual household income of between \$25,000-74,999 (Table 2). LCIC respondents had the highest percentage of respondents with college degrees or graduate school experience, 70 percent compared to 48 percent of Medora visitors and 24 percent of IPG visitors. IPG respondents were more likely to have children under the age of 18 living at home, 40 percent compared to 25 percent for visitors to Medora and LCIC. Consistent with a higher percentage of respondents with children under the age of 18 living at home, respondents at the IPG were slightly younger than visitors to Medora and LCIC, 45 years compared to 54 at both Medora and LCIC, a significant difference.

The results of this study were similar to those from the Travel Industry Association of America (TIA). The TIA study reported travelers' average age was 48 years and that a majority were married (62 percent). However, the percentage of respondents that indicated they were married was higher for the North Dakota sites. Seventy percent of IPG respondents indicated they were married, with 81 and 86 percent of LCIC and Medora respondents that indicated they were married, respectively. The TIA study also reported well educated travelers, 59 percent have a college degree with 20 percent with graduate school experience or degree. The TIA study found that 34 percent of travelers had children living at home and their average income was \$70,000 (median = \$59,000) (TIA, 2005b).

Table 2. Demographic Characteristics by Study Location, Heritage and Cultural Tourism Survey, 2006

	LCIC	Medora	IPG	All
<b>Gender</b>	----- percent -----			
Female	65	65	63	65
Male	35	35	37	35
(n)	(280)	(390)	(302)	(972)
<b>Status</b>				
Married	80.8	86.1	71.1	80.1
Single	14.6	11.3	27.7	17.1
Partner/significant other	4.6	2.6	1.3	2.8
(n)	(302)	(426)	(307)	(1,035)
<b>Age</b>				
Under 18	2.0	0.9	10.9	4.2
18 to 24	3.0	1.4	5.6	3.1
25 to 34	3.4	5.2	9.6	6.0
35 to 44	16.5	15.5	23.4	18.2
45 to 54	20.2	24.6	17.2	21.1
55 to 64	25.6	26.7	17.8	23.7
65 and older	29.3	25.5	15.5	23.6
Average age <sup>1</sup> (SD)	54 <sup>a</sup> (15)	54 <sup>a</sup> (14)	45 <sup>b</sup> (18)	52(16)
(n)	(297)	(419)	(303)	(1,019)
<b>Education</b>				
Grade School	2.7	0.9	34.2	11.1
High School or GED	7.7	20.7	8.1	13.2
Vocational/ Technical	3.7	13.0	19.3	12.1
Some College	16.0	21.9	13.9	17.9
College Degree	29.7	25.9	11.2	22.8
Graduate School	40.3	17.4	13.2	23.0
(n)	(300)	(424)	(295)	(1,019)
<b>Income</b>				
less than \$25,000	7.9	4.7	18.3	9.6
\$25,000 to \$49,999	18.3	27.3	17.9	21.9
\$50,000 to \$74,000	22.9	29.0	38.3	29.9
\$75,000 to \$99,999	18.3	18.2	16.2	17.6
\$100,000 to \$124,999	14.6	10.3	5.5	10.2
\$125,000 and higher	17.9	10.6	3.8	10.8
(n)	(240)	(341)	(235)	(816)
<b>Minor children at home (under age 18)</b>				
Yes	25	25	40	71
No	75	75	60	30
(n)	(295)	(424)	(293)	(1,012)

<sup>1</sup> Means with the same letter are not significantly different.

## Travel Frequency and Duration

Respondents' spent an average of 11 nights away from home, with visitors to LCIC spending the most nights away from home, 17 nights on average compared to 7 and 9 nights for visitors to Medora and the IPG, respectively (Table 3). Median number of nights away was 6 for all respondents and ranged from 3 nights to 10 nights depending on study location (Table 3). Visitors most frequently took trips where they spent one or two nights away from home (data not shown). Most Medora and IPG respondents spent a majority of their trip in North Dakota. Seventy percent of Medora and IPG respondents stayed the longest in North Dakota while on their trip compared to only 50 percent of LCIC respondents.

Visitors were also asked how many short getaway trips they took in 2005. Respondents at LCIC and Medora took on average 3 short getaway trips in 2005 while visitors to the IPG reported taking an average of 4 short getaway trips in 2005. The TIA study (2005b) reported people most often took trips that lasted 1-2 nights (35 percent) or 3-6 nights (29 percent).

Table 3. Trip Characteristics by Study Location, Heritage and Cultural Tourism Survey, 2006

Item	LCIC	Medora	IPG	All
	----- number -----			
<b>Nights spent away from home:</b>				
Mean (SD)	17.1(19.8)	7.2(12.5)	9.2(13.3)	10.8(16.0)
Median	10.5	3.0	6.0	6.0
Range	0-120	0-90	0-120	0-120
(n)	(300)	(412)	(212)	(924)
<b>State/country where stayed longest:</b>	----- percent -----			
North Dakota	48.8	70.7	68.9	63.1
Montana	14.0	10.4	1.7	9.2
Canada	1.0	1.3	21.2	7.3
South Dakota	9.2	8.7	1.2	6.7
All Others	27.0	8.9	7.0	13.7
(n)	(293)	(375)	(241)	(909)
<b>Number of short get-away trips in previous year (2005):</b>	----- number -----			
Mean (SD)	3.5(2.9)	3.3(2.5)	4.2(8.0)	3.6(4.9)
Median	3.0	3.0	2.0	3.0
Range	0-25	0-20	0-86	0-86
(n)	(285)	(409)	(291)	(985)

## **Visitor Residence and Information Sources**

Respondents were most frequently out-of-state residents, except at IPG, 88 percent at LCIC, 52 percent at Medora and 46 percent at IPG. The percentage of respondents from North Dakota varied considerably by study location and ranged from 40 percent at Medora, 26 percent at the IPG and 10 percent at LCIC (Table 4). Out-of-state respondents were most frequently from Minnesota at the LCIC and Medora, 12 and 18 percent respectively, while out-of-state visitors to IPG were most frequently international, likely most from Canada, 27 percent.

Respondents were asked how they learned about the attraction. More than 50 percent of respondents cited ‘a friend or relative’ or ‘the ND State Tourism Guide’ as their source of information for the attraction with some variability between attractions. Sixty-five percent of Medora respondents indicated they learned of the attraction from ‘a friend or relative’ or ‘the ND State Tourism Guide’ while 48 percent of visitors to the IPG indicated the same. ‘Local media’ was more frequently a source of attraction information for visitors to Medora than the other two study locations. Twenty percent of Medora respondents indicated they learned of the attraction from ‘local media’ compared to 6 and 3 percent of respondents at LCIC and IPG, respectively. Alternately ‘local hotel, restaurant, or store employees’ was cited more frequently as how the respondent learned of the attraction at IPG than the other two locations, 12 percent of respondents compared to 3 and 2 percent of respondents at LCIC and Medora, respectively (Table 4). The TIA (2005a) also reported family and friends as the number one source of travel information, followed by state tourism offices.

Table 4. Respondent Residency and Source of Attraction Information, by Study Location, Heritage and Cultural Tourism Survey, 2006

Item	LCIC	Medora	IPG	All
	----- percent -----			
<b>Respondents' Residency</b>				
International visitors	1.7	7.1	27.4	11.7
North Dakota	10.0	40.5	26.4	27.4
Out of state	88.4	52.4	46.2	60.9
Total	29.0	40.7	30.3	100.0
(n)	(301)	(422)	(314)	(1,037)
<b>State/Province of Residence:</b>				
North Dakota	10.0	40.5	26.4	27.4
Minnesota	11.6	18.2	5.1	12.3
International	1.7	7.1	27.4	11.7
Montana	1.7	6.6	0.6	3.4
Wisconsin	4.3	1.9	3.5	3.1
South Dakota	1.3	4.0	2.9	2.8
All other states	69.4	21.8	34.1	39.3
(n)	(301)	(422)	(314)	(1,037)
<b>Information Sources:</b>				
Friend or relative	27.3	51.4	28.7	37.5
Other	21.0	24.1	19.9	21.8
ND Tourism Guide	29.4	13.8	18.9	19.9
Brochure	13.8	14.1	6.6	11.7
Local media (newspaper, radio)	5.6	20.2	2.8	10.7
Web search or ND tourism website	12.1	8.4	3.8	8.0
Billboard	9.8	10.7	2.0	7.5
TV ad	2.6	10.7	3.3	6.0
Local hotel, restaurant, store employee	3.3	1.9	12.3	5.9
Magazine	8.9	5.6	2.6	5.4
(n)	(303)	(425)	(317)	(1,037)

### Reason for Visiting and Planning Time Frame

About 65 percent of visitors to Medora and the IPG indicated that the attraction was their primary destination. On the other hand, only 28 percent of visitors to the LCIC indicated that the site was their primary destination (Table 5). For those that indicated the site was not their primary reason for visiting the area, most indicated they were 'visiting friends or relatives' (31 percent) or 'passing through the area' (29 percent)(Table 5). Respondents were more frequently 'visiting friend and relatives' at the IPG than the other two locations, 49 percent compared to 28 and 25 percent for LCIC and Medora, respectively. Visitors to LCIC and Medora were more frequently 'passing through the area' than visitors to the IPG, 31 percent for LCIC and Medora respondents compared to 10 percent of IPG respondents.

Respondents most frequently started to make plans to visit the attraction less than one month before their trip; however, there was variability between study locations. More than 50 percent of LCIC and IPG visitors made trip plans 1 week or less from the time of their visit compared to only 26 percent of Medora respondents (Table 5). A third (34 percent) of Medora respondents indicated they planned their trip 1 to 3 months in advance compared to only 18 and 16 percent of LCIC and IPG respondents, respectively.

Table 5. Reason for Visiting Study Location and Trip Planning Time Frame, by Study Location, Heritage and Cultural Tourism Survey, 2006

Item	LCIC	Medora	IPG	All
	----- percent -----			
<b>Reason for visiting area:</b>				
Site was primary destination	28.2	65.3	63.5	53.9
Site was not primary destination	71.8	34.7	36.5	46.1
(n)	(305)	(426)	(315)	(1,046)
<b>Primary Reasons</b>				
Visiting friends and relatives	28.9	25.2	48.6	30.7
Passing through	30.7	30.9	10.5	28.9
Vacation in area	18.5	18.7	11.4	18.5
Another event	8.2	10.8	6.7	8.2
Business	7.3	9.3	8.6	7.3
Other	6.2	5.0	14.3	6.2
(n)	(449)	(139)	(105)	(449)
<b>Time frame for trip planning:</b>				
1 week or less	51.5	26.5	56.9	42.9
1 week to 1 month	13.9	25.6	10.5	17.7
1 to 3 months	18.5	34.3	16.3	24.3
4 to 6 months	7.3	7.7	9.9	8.2
More than 7 months	8.9	5.9	6.4	6.9
(n)	(303)	(426)	(313)	(1,042)

## Accommodations

A majority of respondents at each study location stayed in motels or hotels (Table 6). Camping was the second most frequently reported form of accommodation. Again there was variation between study locations. Hotels and motels were most frequently used by 71 percent of respondents at the IPG compared to 55 and 65 percent of visitors to LCIC and Medora, respectively. Visitors to LCIC and Medora more frequently reported 'camping' as their most frequently used type of accommodation, 30 and 25 percent, respectively, compared to 11 percent of IPG respondents. TIA (2005a) reports that 54 percent of travelers stayed in a motel, hotel, or bed and breakfast.

Table 6. Type of Accommodation Respondents Most Frequently Used During Their Trip, by Study Location, Heritage and Cultural Tourism Survey, 2006

Type of Accommodation	LCIC	Medora	IPG	All
	-----percent-----			
Hotel/motel	55.3	64.9	71.3	63.1
Camping	30.3	24.6	11.4	23.5
Friends/relatives home	13.0	8.6	11.4	10.6
Other	1.3	2.0	5.9	2.6
(n)	(300)	(407)	(202)	(909)

### Previous Visitation and Satisfaction

Over half of Medora and LCIC respondents had visited the attraction previously (Table 7). Alternately, only 14 percent of LCIC visitors had visited previously. Similarly, respondents at Medora and IPG more frequently indicated they were either likely or very likely to visit the attraction again in the next year, 57 and 59 percent compared to only 18 percent of LCIC respondents. It should be noted that the LCIC is a newer attraction which may account for some of the difference. Alternately, the nature of the attraction and the fact that the attraction was not the primary reason for visiting for a majority of visitors also are likely factors that may make LCIC less likely to draw repeat visitors. A large majority of respondents, over 90 percent at all three study locations, reported that they were likely or very likely to recommend the attraction to others.

Visitors to all study locations expressed a high level of satisfaction with the overall quality of the attraction and other site attributes. All site attributes ('overall quality', 'lodging in the area', 'restaurants in the area', 'entrance fees', and 'signage') were given ratings of 4 or higher on a 5 point scale where 1 is strongly disagree and 5 is strongly agree. The only exception was 'restaurants' and 'lodging' in the area near the LCIC which received average scores of 3.8 and 3.9. While those scores are less than the average scores for other area attributes, they are still satisfactory.

Table 7. Percentage of Respondents That Previously Visited Study Locations, Likelihood of Recommending Attraction, Likelihood of Returning, and Overall Satisfaction, by Study Location, Heritage and Cultural Tourism Survey, 2006

Item	LCIC	Medora	IPG	All
	----- percent -----			
Have previously visited site (n)	14.3 (307)	72.1 (430)	53.8 (316)	49.7 (1,053)
Likely or very likely to recommend (n)	94.4 (302)	98.6 (428)	97.8 (316)	97.1 (1,046)
Likely or very likely to return (n)	18.5 (308)	57.1 (428)	59.2 (316)	42.3 (1,052)
<b>Satisfaction with Site:</b>	----- average score <sup>1,2</sup> -----			
Overall quality (SD)	4.6 <sup>b</sup> (0.6)	4.6 <sup>b</sup> (0.5)	4.7 <sup>a</sup> (0.5)	4.6(0.5)
Lodging in the area (SD)	3.9 <sup>b</sup> (1.0)	4.1 <sup>a</sup> (0.9)	4.4 <sup>a</sup> (0.9)	4.2(0.9)
Entrance fees (SD)	4.0 <sup>b</sup> (1.0)	4.1 <sup>b</sup> (0.8)	4.5 <sup>a</sup> (0.7)	4.2(0.9)
Signage (SD)	4.4 <sup>b</sup> (0.8)	4.4 <sup>b</sup> (0.6)	4.6 <sup>a</sup> (0.7)	4.5(0.7)
Restaurants in the area (SD) (n)	3.8 <sup>b</sup> (1.0) (142-290)	4.3 <sup>a</sup> (0.7) (370-404)	4.4 <sup>a</sup> (0.8) (261-305)	4.2(0.9) (783-999)

<sup>1</sup>Average score based on a score of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

<sup>2</sup>Means with the same letter are not significantly different.

## Participation In Activities

Respondents were asked about activities they either have participated in or plan to participate in during their trip. Respondents most frequently reported they either had or were planning to visit ‘art/cultural attractions’ (62 percent), activities featuring ‘pioneer/frontier history’ (51 percent), ‘bird/wildlife watching’ (40 percent) and ‘cowboy/old west attractions’ (33 percent) (Table 8). For nearly every activity, visitors to the LCIC and Medora more frequently reported participating in additional activities than visitors to the IPG. For example, three fourths of LCIC and Medora respondents either had participated or planned to participate in ‘art/cultural attractions’ compared to only 28 percent of IPG respondents. Over half of LCIC and Medora respondents either had participated or planned to participate in activities featuring ‘pioneer/frontier history’ compared to only 17 percent of IPG respondents.



Table 8. Percentage of Respondents that Have Either Participated or Plan to Participate in Various Activities While on this Trip, by Study Location, Heritage and Cultural Tourism Survey, 2006

Activity	LCIC	Medora	IPG	All
	-----percent-----			
Art/cultural attraction (such as museum or craft demo)	73.7	73.8	28.5	62.4
Pioneer/frontier history (such as forts, covered wagon trails)	71.9	55.0	16.9	51.3
Bird/wildlife watching, nature photography	47.4	40.8	29.1	40.0
Cowboy/Old West attractions (such as rodeo or horseback riding)	28.6	48.2	11.3	33.3
Camping	38.0	28.2	13.5	27.7
Hiking or biking	38.4	20.2	26.0	27.4
Local fair/festival	28.3	23.2	13.1	22.3
Native American Heritage tours and/or Pow Wow	32.3	9.4	7.8	16.3
Golf	7.5	19.2	12.0	13.7
Fishing, water sports, boating	19.4	3.9	19.5	12.8
Fossil digs	5.8	5.8	3.7	5.3
Visiting agricultural sites (such as a farm)	6.8	4.9	3.9	5.2
(n)	(277-297)	(382-404)	(190-226)	(875-936)

### Perceptions of North Dakota

Respondents were asked to rate their level of agreement with various statements about North Dakota (Table 9). Respondents most frequently agreed with the statement that 'North Dakota has beautiful scenery' with an average score of 4.4 on a 5 point scale where 1 is strongly disagree and 5 is strongly agree. Respondents also agreed with the statement that 'North Dakota residents and businesses are friendly' and that 'the state has several historical attractions'. Each had an average score of 4.3. In only one category at one study location did the average score fall below 4.0. The statement 'there are many activities and attractions for children in ND' received an average score of 3.8 from respondents at LCIC. Overall, respondent's perceptions were very positive.

Table 9. Respondent's Level of Agreement with Various Statements About North Dakota, by Study Location, Heritage and Cultural Tourism Survey, 2006

Item	LCIC	Medora	IPG	All
	----- average score <sup>1,2</sup> -----			
ND has beautiful scenery (SD)	4.4 <sup>a,b</sup> (0.8)	4.5 <sup>a</sup> (0.6)	4.3(0.7)	4.4(0.7)
ND has several historic attractions (SD)	4.4 <sup>a</sup> (0.7)	4.4 <sup>a</sup> (0.7)	4.2 <sup>a</sup> (0.7)	4.3(0.7)
ND residents and businesses are friendly (SD)	4.3 <sup>b</sup> (0.8)	4.5 <sup>a</sup> (0.5)	4.2 <sup>a</sup> (0.7)	4.3(0.7)
There are many outdoor recreation opportunities in ND (SD)	4.2 <sup>a</sup> (0.8)	4.3 <sup>a</sup> (0.7)	4.2 <sup>a</sup> (0.8)	4.2(0.8)
ND is a good place to take children (SD)	4.0 <sup>b</sup> (0.7)	4.4 <sup>a</sup> (0.7)	4.2 <sup>a</sup> (0.7)	4.2(0.7)
ND offers several cultural and arts related activities and attractions (SD)	4.1 <sup>a</sup> (0.7)	4.2 <sup>a</sup> (0.8)	4.2 <sup>a</sup> (0.7)	4.2(0.7)
ND is a good vacation destination (SD)	4.1 <sup>a</sup> (0.7)	4.3 <sup>a</sup> (0.7)	4.2 <sup>a</sup> (0.7)	4.2(0.7)
ND provided a good value for my money (SD)	4.2 <sup>a</sup> (0.8)	4.2 <sup>a</sup> (0.7)	4.2 <sup>a</sup> (0.7)	4.2(0.8)
There are many activities and attractions for children in ND (SD)	3.8 <sup>b</sup> (0.8)	4.0 <sup>a</sup> (0.9)	4.1 <sup>a</sup> (0.8)	4.0(0.8)
(n)	(83-90)	(131-136)	(102-105)	(316-331)

<sup>1</sup>Average score based on a score of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

<sup>2</sup>Means with the same letter are not significantly different.

## Tourism Motivations

Respondents were asked to rate their level of agreement with various statements that describe why they choose to participate in leisure travel using the same 5 point scale to calculate average scores. The highest ratings were given to 'enjoy sightseeing/scenery' with an average score of 4.6 followed by 'have fun' with an average score of 4.5, 'see/experience something new/different' with an average score of 4.3, 'be close to nature and wildlife' with an average score of 4.2. 'Learn about history/culture in the area' and 'gain general knowledge' each had an average score of 4.1 (Table 10). All other categories had average scores of between 3 and 4 except 'escape family problems' and 'get away from people I work with' with average scores of 2.4 and 2.8, respectively. Motivations for tourism have been categorized into seeking and escaping motives (Iso-Ahola, 1982). The motivations rated highly by visitors to the study locations primarily fall into the seeking category, while escaping motives generally received lower ratings. While there was some variation in average score between study locations, the overall trend of higher scores in the seeking category than in the escaping category were consistent across all study locations. The respondents' motivations were also consistent with their perceptions of North Dakota.

The questionnaires distributed at the LCIC asked visitors to rate their interest in Lewis & Clark events and attractions. Half of the visitors had previously visited an average of two Lewis & Clark attractions. When asked to rate their interest, more than half (55 percent) indicated they were either enthusiasts or avid enthusiasts of Lewis & Clark events and attractions (data not shown).

Table 10. Respondents' Level of Agreement on Various Statements Regarding Motivation for Participating in Leisure Travel, by Study Location, Heritage and Cultural Tourism Survey, 2006

Motivation	LCIC	Medora	IPG	All
	-----average score <sup>1,2</sup> -----			
Enjoy sightseeing/scenery (SD)	4.4 <sup>b</sup> (0.7)	4.7 <sup>a</sup> (0.9)	4.5 <sup>a,b</sup> (0.9)	4.6(0.7)
Have fun (SD)	4.3 <sup>b</sup> (0.7)	4.6 <sup>a</sup> (0.5)	4.5 <sup>a,b</sup> (0.9)	4.5(0.7)
See/experience something new/different (SD)	4.4 <sup>a</sup> (0.7)	4.3 <sup>a</sup> (0.8)	4.3 <sup>a</sup> (0.9)	4.3(0.8)
Be close to nature/wildlife (SD)	4.0 <sup>b</sup> (0.9)	4.2 <sup>a,b</sup> (0.5)	4.3 <sup>a</sup> (1.0)	4.2(1.0)
Learn about history/culture in the area (SD)	4.6 <sup>a</sup> (0.5)	3.8 <sup>b</sup> (0.9)	4.1 <sup>b</sup> (1.2)	4.1(1.0)
Gain general knowledge (SD)	4.5 <sup>a</sup> (0.6)	3.8 <sup>b</sup> (1.1)	4.2 <sup>a</sup> (1.0)	4.1(1.0)
Spend time with my family (SD)	3.9 <sup>a</sup> (1.3)	4.0 <sup>a</sup> (1.2)	4.2 <sup>a</sup> (1.2)	4.0(1.2)
Have a change in my daily routine (SD)	3.5 <sup>b</sup> (1.2)	4.0 <sup>a</sup> (1.0)	4.2 <sup>a</sup> (1.1)	3.9(1.1)
Rest and relax (SD)	3.5 <sup>c</sup> (1.0)	4.0 <sup>b</sup> (0.9)	3.4 <sup>a</sup> (1.0)	3.9(1.0)
Tell my friends about the trip (SD)	3.4 <sup>b</sup> (1.1)	3.6 <sup>b</sup> (1.2)	4.1 <sup>a</sup> (1.2)	3.7(1.2)
Be physically active (walk/hike) (SD)	3.5 <sup>b</sup> (1.1)	3.3 <sup>b</sup> (1.1)	4.0 <sup>a</sup> (1.2)	3.6(1.2)
Forget about work and other responsibilities (SD)	2.8 <sup>c</sup> (1.4)	3.5 <sup>b</sup> (1.4)	4.0 <sup>a</sup> (1.4)	3.5(1.4)
Provide educational experiences for my children/grandchildren (SD)	3.3 <sup>b</sup> (1.4)	3.2 <sup>b</sup> (1.4)	3.8 <sup>a</sup> (1.4)	3.4(1.4)
Escape stress (SD)	2.7 <sup>c</sup> (1.3)	3.4 <sup>b</sup> (1.4)	4.0 <sup>a</sup> (1.2)	3.3(1.4)
Meet people in the host community (SD)	2.8 <sup>b</sup> (1.1)	3.0 <sup>b</sup> (1.2)	3.9 <sup>a</sup> (1.3)	3.2(1.3)
Forget about personal worries and troubles (SD)	2.3 <sup>c</sup> (1.2)	3.0 <sup>b</sup> (1.4)	3.9 <sup>a</sup>	3.1(1.5)
Get away from crowds (SD)	2.7 <sup>b</sup> (1.2)	2.7 <sup>b</sup> (1.1)	3.8 <sup>a</sup> (1.4)	3.0(1.3)
Get away from people I work with (SD)	2.3 <sup>b</sup> (1.3)	2.6 <sup>b</sup> (1.4)	3.8 <sup>a</sup> (1.4)	2.8(1.5)
Escape family problems (SD)	1.8 <sup>b</sup> (1.1)	2.1 <sup>b</sup> (1.3)	3.6 <sup>a</sup> (1.6)	2.4(1.5)
(n)	(92-98)	(126-134)	(88-92)	(307-322)

<sup>1</sup>Average score based on a score of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

<sup>2</sup>Means with the same letter are not significantly different.

## Family Decision Making

Respondents were asked about the role of various family members in the trip planning process. Respondents were asked to rate on a 10 point scale the relative influence of various family members on different aspects of trip planning and decisions related to the trip. Respondents generally identified themselves as having the greatest role in planning and decision making with relative contributions that ranged from just under 50 percent for 'decided in which activities to participate' to nearly 60 percent for 'collected travel information' and 'made travel arrangements' (57 percent). The relative contribution of a spouse or partner was fairly consistent and ranged from 30 to 39 percent. A spouse or partner made their greatest relative contribution to the decision making process with 'felt the need to take this trip' and 'decided the length of trip' (39 percent each). The relative contribution for a spouse or partner was lowest for 'collected travel information' (30 percent). Children and parents relative contribution to the

decision making process was quite small, around 10 percent. Male and female respondents gave similar answers to these questions (Table 11).

Table 11. Relative Influence of Family Members in the Decision Making Process Regarding This Trip, All Respondents, Heritage and Cultural Tourism Survey, 2006

Item	Relative Contribution (%)			
	Yourself	Spouse/Partner	Children	Parents
Collected travel information	58.8	30.0	1.8	7.3
Made travel arrangements (transportation, route)	57.1	32.6	1.1	8.2
Reviewed travel information collected	54.3	33.5	3.0	7.4
Selected lodging accommodations	53.4	37.3	1.2	9.1
Decided travel budget	52.3	36.7	1.0	8.5
Decided to visit a particular location	51.7	36.8	3.6	7.5
Decided where to travel in general	51.3	37.6	2.6	5.7
Decided length of trip	50.3	39.1	2.8	7.5
Felt the need to take this trip	49.0	38.8	4.5	7.3
Decided in which activities to participate	48.6	37.6	5.0	7.6
(n)		(293)		

## DISCUSSION AND CONCLUSION

Tourism has been a growing sector within the North Dakota economy, and state decision makers are increasingly recognizing its potential to contribute to economic development. However, as state leaders and industry participants have attempted to support the growth of tourism in North Dakota, it has become apparent that little is known about visitors to the state's attractions. This study attempted to fill this void with a survey of visitors to three of North Dakota's heritage and cultural tourism sites. The visitors had moderate incomes (almost half reported household incomes between \$50,000 and \$100,000) and were well educated (44 percent had college degrees). Most learned of the attraction either from friends or relatives or from the North Dakota Tourism Guide (published annually by the ND Tourism Division).

A majority of visitors had visited the attraction previously, and almost all would be likely or very likely to recommend the site to others. Many also indicated they were likely to return within a year. This is consistent with the high ratings that visitors gave to various site attributes.

Visitors perceived North Dakota to have beautiful scenery, friendly people, a number of historical attractions, and to provide a good value for their money. These features could be emphasized in future promotion of the state as a tourism destination. Promoting these features would also be consistent with visitors' motivations for travel, which included enjoying sightseeing and scenery, experiencing something new or different, being close to nature and wildlife, and learning about the area's history and culture. Overall, visitors' response to the attractions and to the state in general should be encouraging for those promoting tourism in North Dakota.

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## **Appendix A**

# NDSU

North Dakota State University

701.231.7441

*Department of Agribusiness and Applied Economics*

*Fax 701.231.7400*

P.O. Box 5636

Fargo, ND 58105-5636

coa-econ@ndsuxext.nodak.edu

Dear Medora and the surrounding Badlands Visitor:

We hope you are enjoying your visit to Medora and the surrounding Badlands, but we need your help! North Dakota State University in cooperation with Medora and the surrounding Badlands is conducting a survey of visitors. Will you please take a moment from your visit to complete this brief questionnaire?

While participation is voluntary, without your help this research simply would not be possible. Your responses will enable us to help Medora and the surrounding Badlands make your visit as enjoyable as possible and best meet your needs and expectations. All responses are completely confidential and the questionnaire has been designed so you can move through it quickly.

We would like to personally thank you for your participation. We would be happy to answer any questions you may have about this research and can be reached at the numbers listed below. If you have any questions regarding participation in research at North Dakota State University, please contact the Institutional Review Board at (701)231-8908.

Again thank you for your help. We hope you have enjoyed your visit to Medora and the surrounding Badlands and we hope you enjoy the rest of your trip!

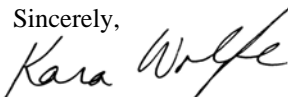
Sincerely,



F. Larry Leistritz, Professor  
Dept. of Agribusiness and  
Applied Economics

PH: 701-231-7455

Sincerely,



Kara Wolfe, Assistant Professor  
Dept. of Apparel, Design,  
Facility and Hospitality Mgmt

PH: 701-231-8224



**2006**  
**Travel Information Survey**



1. Please circle the month and day you received this questionnaire.

June		July			Aug	
Mon	Tues	Wed	Thurs	Fri	Sat	Sun

2. What is your residential zip code or postal code? \_\_\_\_\_

3. How did you find out about this attraction? (*Please check all that apply.*)

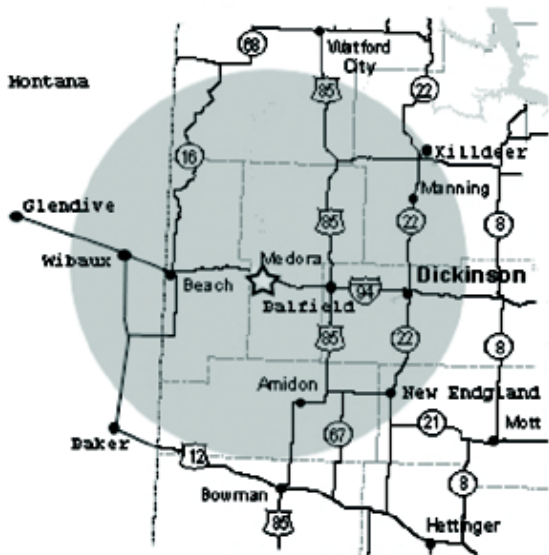
\_\_\_\_\_ ND State Tourism Guide  
\_\_\_\_\_ Web search or ND Tourism website  
\_\_\_\_\_ Brochure  
\_\_\_\_\_ Local media (*newspaper, radio, etc.*)  
\_\_\_\_\_ Magazine (*Better Homes & Gardens, AAA magazine, etc.*)

\_\_\_\_\_ Local hotel, restaurant, store employee  
\_\_\_\_\_ Friend or relative  
\_\_\_\_\_ TV ad  
\_\_\_\_\_ Billboard  
\_\_\_\_\_ Other (*please specify*)  
\_\_\_\_\_

4. How far in advance of your trip did you start to make plans to visit *Medora and the surrounding Badlands*? (*Please check one.*)

\_\_\_\_\_ One week or less  
\_\_\_\_\_ More than one week, but less than one month  
\_\_\_\_\_ One to three months  
\_\_\_\_\_ Four to six months  
\_\_\_\_\_ Seven months or more

5. Was the <i>Medora and the surrounding Badlands</i> your primary reason for visiting the area?	
YES	NO
	<p>If no, what was your <u>primary</u> purpose for traveling to this area? (choose one)</p> <p>_____ visit friends/relatives</p> <p>_____ business/convention/meeting</p> <p>_____ vacation in surrounding area</p> <p>_____ another event, attraction or festival in the area (<i>please specify</i>)</p> <p>_____</p> <p>_____ passing through the area en route to another destination</p> <p>_____ other ( <i>please specify</i>)</p> <p>_____</p>



Shaded Area is Local Area

6. How much do you plan to spend on the following while on this trip (in US\$)?		
	The local area \$	The rest of ND \$
Food and beverage (restaurants, bars, etc.)	\$_____	\$_____
Lodging (hotels, motels, etc.)	\$_____	\$_____
Personal items/retail purchases, etc.	\$_____	\$_____
Souvenirs	\$_____	\$_____
Transportation (gas, taxi, bus)	\$_____	\$_____
Other entertainment (charitable gaming, local attractions)	\$_____	\$_____
Other (please specify)_____	\$_____	\$_____

7. Is the spending above for <b>only you OR everyone</b> in your family or group? (Circle only one.)	
<b>Only Me</b>	<b>My Family</b>
	<b>If for your family</b> , how many in your family? _____

8. Will you be staying overnight in the local area?	
<b>NO</b>	<b>YES</b>
	<b>If yes</b> , how many nights? _____

9. Will you be staying overnight elsewhere in North Dakota?	
<b>NO</b>	<b>YES</b>
	<b>If yes</b> , where? _____  How many nights? _____

10. How many nights did/will you spend away from home on this trip?

\_\_\_\_\_

11. In what type of overnight accommodations will you spend the most nights while on this trip?

☐ Hotel/motel

☐ Camping (Camper/trailer/tent)

☐ At home of friends or relatives

☐ Other (Specify)\_\_\_\_\_

12. In what state did you stay the longest during this trip?

\_\_\_\_\_

13. Have you visited *Medora and the surrounding Badlands* in the past? (*Please circle one.*)

**NO**

**YES**

14. How likely would you be to recommend *Medora and the surrounding Badlands* to someone else? (*Please circle one.*)

**Not at  
all likely**

**Neither**

**Very  
Likely**

1

2

3

4

5

15. How likely are to visit *Medora and the surrounding Badlands* again next year? (*Please circle one.*)

**Not at  
all likely**

**Neither**

**Very  
Likely**

1

2

3

4

5

17. (Continued)			
	No plans to do this activity	Plan to do this while on this trip	Yes, already participated in the activity on this trip
Visiting local fairs and festivals	1	2	3
Bird watching, wild life watching, nature photography	1	2	3
Visiting cowboy and old west attractions ( <i>i.e., rodeos and horseback riding</i> )	1	2	3
Visiting pioneer and frontier history sites ( <i>i.e., forts and covered wagon trails</i> )	1	2	3
Visiting agricultural sites ( <i>i.e., working farms</i> )	1	2	3
Other _____	1	2	3

18. How important are the following when you travel:										
	Not important at all			Neither				Extremely Important		
Meet people	1	2	3	4	5	6	7	8	9	10
Get away from people	1	2	3	4	5	6	7	8	9	10
Get away from daily routine	1	2	3	4	5	6	7	8	9	10
Pursue personal interests and activities	1	2	3	4	5	6	7	8	9	10

19. What is your gender?	
<b>Male</b>	<b>Female</b>

20. What is your marital status?

☐ Married

☐ Unmarried

☐ Living with domestic partner or significant other

21. What is your age? \_\_\_\_\_

22. What is the highest level of education you have completed?

\_\_\_\_\_ Grade School

\_\_\_\_\_ Some College

\_\_\_\_\_ High School or GED

\_\_\_\_\_ College Degree

\_\_\_\_\_ Vocational or Technical School

\_\_\_\_\_ Some Graduate School or Graduate Degree

23. If 18 or older, what is your annual household income?

\_\_\_\_\_ less than \$25,000

\_\_\_\_\_ \$ 75,000 - 99,999

\_\_\_\_\_ \$25,000 - \$49,999

\_\_\_\_\_ \$100,000 - 124,999

\_\_\_\_\_ \$50,000 - \$74,999

\_\_\_\_\_ \$125,000 or more

24. Do you have children under the age of 18 living at home?

☐ Yes

☐ No

25. Number of vacations and short get-aways taken in 2005:

\_\_\_\_\_

26. Please indicate the extent to which you agree or disagree with the following reasons for your leisure travel.

<b>I visited this attraction to:</b>	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Rest and relax	1	2	3	4	5
Escape family problems	1	2	3	4	5
Have a change in my daily routine	1	2	3	4	5
Meet people in the host community	1	2	3	4	5
Get away from people I work with	1	2	3	4	5
Gain general knowledge	1	2	3	4	5
Forget about personal worries and troubles	1	2	3	4	5
Escape stress	1	2	3	4	5
Be physically active (such as walk/hike)	1	2	3	4	5
Learn about history/culture in the area	1	2	3	4	5
Spend time with family	1	2	3	4	5
Tell my friends about the trip	1	2	3	4	5
Provide educational experiences for my children/grandchildren	1	2	3	4	5
Forget about work and other responsibilities	1	2	3	4	5
See/experience something new/different	1	2	3	4	5



26. (Continued)					
I visited this attraction to:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Get away from crowds	1	2	3	4	5
Have fun	1	2	3	4	5
Enjoy sightseeing/ scenery	1	2	3	4	5
Be close to nature/ wildlife	1	2	3	4	5

Comments:

**Thank you for your participation.** Please return the questionnaire to a staff member or place in the survey drop box.

**Enjoy your stay in North Dakota!**

## Decision-Making

We would like to know who makes what decisions in your family. Let's suppose the decision is made of 10 "influence points". Please allocate the 10 points among members of your family for each of the following decisions/activities made for this recent trip to the *Medora and the surrounding Badlands*.

For example: The decision on where to eat was made jointly by you and your spouse/partner in a 60/40 split. You would give yourself 6 points and your spouse/partner 4 points to add up to 10 total points.

	Yourself	Spouse/ Partner	Children	Parents	Total
Decided where to eat	6	4	0	0	10

27. Now, it's your turn. . .

	Yourself	Spouse/ Partner	Children	Parents	Total
Felt the need to take this trip					10
Collected travel information					10
Reviewed travel information collected					10
Decided to visit a particular location					10
Decided length of trip					10
Decided travel budget					10
Decided in which activities to participate					10
Selected lodging accommodations					10
Decided where to travel in general					10
Made travel arrangements (transportation route)					10

Comments:

**Thank you for your participation.** Please return the questionnaire to a staff member or place in the survey drop box.

**Enjoy your stay in North Dakota!**

## Perceptions

26. Please rate your level of agreement with the following statements.					
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
North Dakota is a good vacation destination	1	2	3	4	5
North Dakota is a good place to take children	1	2	3	4	5
North Dakota residents and businesses are friendly	1	2	3	4	5
North Dakota has several historic attractions	1	2	3	4	5
North Dakota offers several cultural and arts related activities and attractions.	1	2	3	4	5
North Dakota has beautiful scenery	1	2	3	4	5
There are many outdoor recreation opportunities in North Dakota	1	2	3	4	5
North Dakota provides a good value for my money.	1	2	3	4	5
There are many activities and attractions for children in North Dakota.	1	2	3	4	5

Comments:

**Thank you for your participation.** Please return the questionnaire to a staff member or place in the survey drop box.

**Enjoy your stay in North Dakota!**