

**Visitor Characteristics of Park and Garden Sites  
in the Silos and Smokestacks National Heritage Area**



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**Visitor Characteristics of Park and Garden Sites  
in the Silos and Smokestacks National Heritage Area**



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University of Northern Iowa  
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## EXECUTIVE SUMMARY

Tourism makes a significant contribution to the communities in Northeast Iowa. Silos and Smokestacks National Heritage Area (SSNHA) has the opportunity to improve the quality of life for citizens, the economic viability of the area and the image of Northeast Iowa in the eyes of residents and tourists. This study, conducted in co-operation with the Sustainable Tourism and Environment Program, at the University of Northern Iowa, and SSNHA was initiated to help partner sites better serve visitors to the SSNHA and therefore to identify opportunities for future initiatives in the SSNHA.

- The study includes an analysis of travel characteristics, visitors' demographic profile, economic and marketing assessment, and visitors' satisfaction in seven SSNHA park and garden sites.
- The study concluded that:
  - The SSNHA park and garden sites rely on repeat visitors (79%). Visitors had, on average, three to four trips to the region.
  - Almost three-quarters of the visitors were on a day trip (72%). The average stay for overnight visitors was 14 days.
  - The primary purpose of the trip for 34% of the visitors was a special even or festival.
  - The primary purpose of the trip for the majority of visitors (75%) was to visit friends and relatives.
  - Generally, the visitors to the SSNHA museum sites (36%) are 56 years of age or above.
  - The majority of visitors (79.8%) either went to college or graduated from college and 31.6% of those held a post graduate degree.
  - The largest group of visitors (20.9%) had an income ranging from \$50,000 to \$74,999.
  - On average, visitors to the SSNHA spent just as much on lodging (\$71.62) as they did on shopping (\$71.59).
  - Most of the visitors (73%) did not receive any information before they left on their trip, and 50% did not plan before taking the trip. The most common medium where they saw some advertisement before visiting the region was the newspaper (18.8%). The most common place to receive information while on the trip was at the place of accommodation (30.6%).
  - Generally visitors were satisfied or very satisfied with hospitality, visitor services, attractions, and things to do in the region. A majority of the visitors (52.9%) responded that they were very satisfied with the scenery.

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## I. INTRODUCTION

Every year, visitors to parks and gardens across the world create much revenue for area organizations and businesses. For example, in 2003, there were 123,000 visitors to the Alfred B. Maclay Gardens State Park that raised \$2.8 million dollars for Tallahassee and nearby businesses (Weidner, E., 2003).

Silos and Smokestacks National Heritage Area (SSNHA) in Northeast Iowa covers 37 counties, 20,000 square-mile areas, which is devoted to preserving Iowa's agricultural heritage. There are currently over seventy partner sites within the SSNHA. Within these partnerships, there are seven park and garden sites. According to J. Haukeland (1992), discovering why tourists do certain things is relevant for (at least) two interrelated reasons: the management of tourism and academic investigation. There is a need to find the link between the visitors (and their motivators) and the site visited. This will help with more direct marketing to the demographic group that would potentially visit SSNHA park and garden sites.

Despite the importance of parks and gardens in Iowa, little is known about the characteristics that influence park and garden visitation behavior in the Silos and Smokestacks area. The University Of Northern Iowa's STEP (Sustainable Tourism and Environmental Program) recently completed a study of visitor characteristics and economic impacts of tourism in the SSNHA.

## II. PURPOSE AND OBJECTIVES

The purpose of the study is to help SSNHA and its partner sites to better assist the visitors to the various park and gardens sites. This study will also help identify future endeavors of SSNHA.

The objectives of the study were to:

1. Identify characteristics of visitors to the SSNHA park and garden sites;
2. Identify the reasons for visits to SSNHA park and garden sites;
3. Assess the economic impact of visitors to SSNHA park and garden sites;
4. Assess park and garden sites marketing within the SSNHA;
5. Assess satisfaction levels of visitors to the SSNHA park and garden sites.

### III. METHODOLOGY

A questionnaire-based survey was designed in order to address the objectives of this study (see Appendix A). There were five sections to the survey.

The first section asked visitors about their travel characteristics. This included questions such as first trip to the region, primary purpose of the trip, day or overnight trip, lodging used, length of stay, and traveling party size. The second section asked visitors about the planning process of their trip. This included questions about the planning process before the trip, information they found while on the trip, how beneficial the information they found was to their trip, and their awareness of SSNHA. The third section of the survey asked visitors about spending patterns during the trip. This included questions about their spending patterns for lodging, restaurants, groceries, transportation expenses, admissions to recreation and entertainment, and shopping. The fourth section assessed satisfaction with the services and attractions offered. Services that were addressed included lodging, restaurants, customer service, and visitor information. Attractions included recreation opportunities and cultural and historical attractions. The fifth section of the survey asked visitors about their demographics. This included questions such as age, income, gender, education level, and where they were from.

Visitors were intercepted at seven partner sites of the SSNHA area that were considered park and garden sites. At each site, the surveys were given out by students from the University of Northern Iowa (STEP) or by the partner site staff. The visitors that were stopped to fill out a survey included anyone that was visiting the site. The survey was in progress during August 2003 and continued through June 2004. This length of time was set in place in order to gather a larger representation of the visitors traveling during different seasons. At the conclusion of June 2004, 85 surveys had been completed.

## IV. OVERALL SURVEY RESULTS

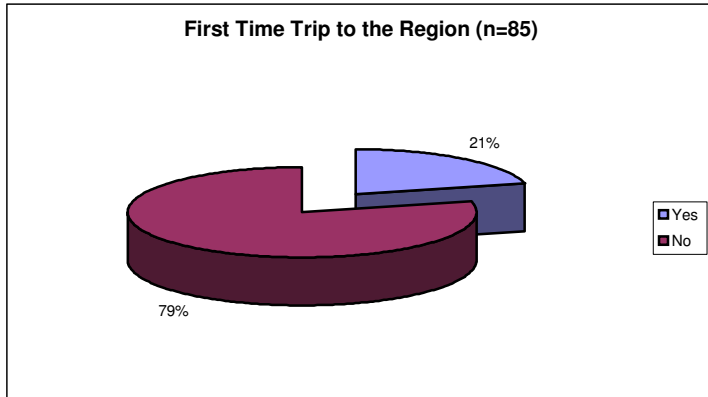
### A. Trip Characteristics of Visitors to SSNHA Sites

Several trip characteristics were asked in the questionnaire. Visitors were asked if they were a return or first time visitor, with an organized group or not, the size of their travel party, and other places they were visiting in the area.

#### 1. Previous Visits

Visitors were asked if they had ever visited the region before this trip. Most of the visitors who visited the SSNHA sites have been to the region previously. Seventy-nine percent said they had visited the region and 21.2% said they had never visited the region (chart no.1).

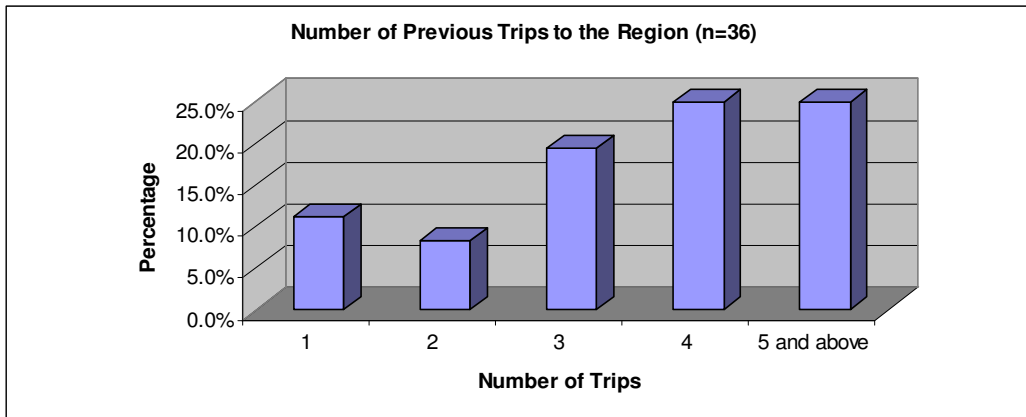
Chart no. 1



Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Nineteen percent of the repeat visitors indicated that they visited the area one to two times and 44% visited the area three to four times (chart no.2).

Chart no. 2

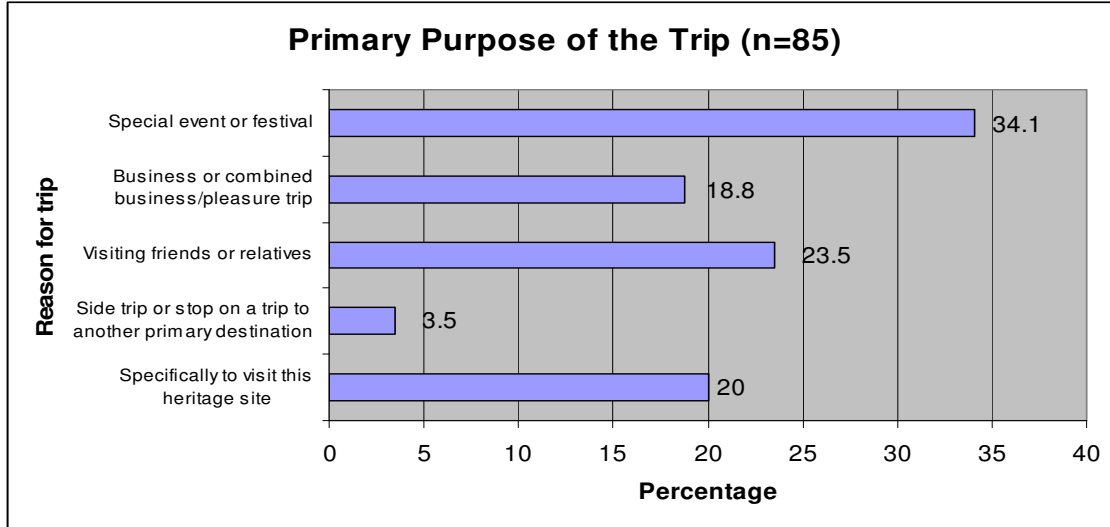


Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

## 2. Primary Purpose

Visitors were asked why they came to the region. The questionnaire provided five options from which to choose. These options included a festival or special event, a combined business/pleasure trip, to visit friends and /or family, a side trip on the way to another place, or to visit specifically the SSNHA.

Chart no. 3



Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Most of the visitors (34.1%) have as their primary purpose of their trip visiting a special event or festival (chart no.3). Other reasons for visiting were visiting friends and relatives (23.5%), visiting this specific park and garden site (20%), for business purposes (18.8%), and this park and garden site was a side trip or a stop on a trip to another primary destination (4.5%).

The majority of visitors on a day trip (93.3%) made the trip as part of business or combined business/pleasure trip. Also, 92.3% of day trip visitors made the trip due to a special event. Yet, 87.5% of day trip visitors made the trip specifically to this park and garden site.

Table no.1 Primary Trip Purpose for First Time Visitors and Repeat Visitors (n=83) (in percentage)

Primary Trip Purpose	First Trip	Repeat Visitor
Specifically to visit this park and garden site	16.7	20.9
Side trip or stop on a trip to another primary destination	0	4.5
Visiting friends or relatives	66.7	11.9
Business or combined business/pleasure trip	11.1	20.9
Special event or festival	5.6	41.8

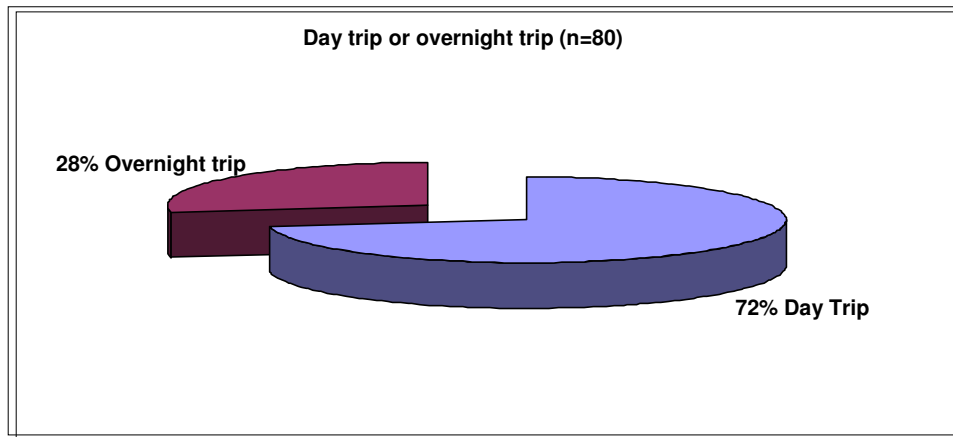
Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

The primary purpose of visitors who were on their first trip to the park and garden sites was visiting their friends or relatives (66.7%). The repeat visitors stated that their primary purpose was to attend a special event or festival (41.8%). Yet, business or combined business/pleasure trip and specifically visiting the park and garden site, both had 20.9% of the visitors (table no.1) as their primary purpose of their visit.

### 3. Length of Stay

On the questionnaire, the question was asked as to what type of visit they were making to the region: a day or an overnight trip.

Chart no. 4



Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Response to this question was a clear division with almost three-quarters of the visitors (72%) responding they were on a day trip and 28% responding that they were on an overnight trip (chart no.4).

Table no. 2 compares the visitors' primary purpose of the trip for repeat and first time visitors in the area.

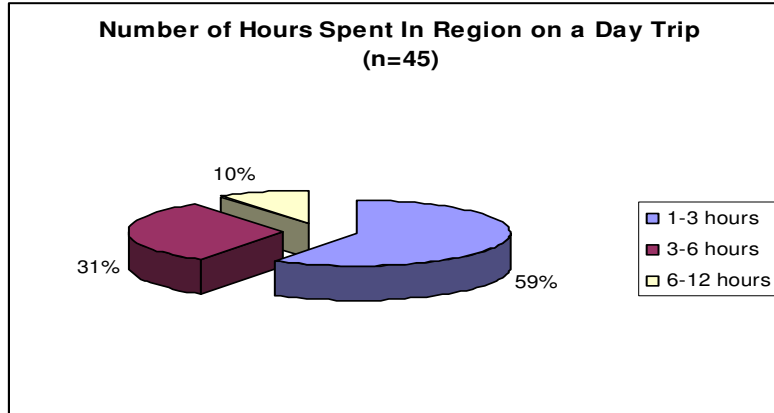
Table no.2 Primary Trip Purpose for Day Trip and Overnight (n=83) (in percentage)

<b>Primary Trip Purpose</b>	<b>Day Trip</b>	<b>Overnight Trip</b>
Specifically to visit this park and garden site	87.5	12.5
Side trip or stop on a trip to another primary destination	33.3	66.7
Visiting friends or relatives	25.0	75.0
Business or combined business/pleasure trip	93.3	6.7
Special event or festival	92.3	7.7

Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Visitors were asked how long they had been in the region and how much longer they were planning on staying in the region. The results of these two questions calculated together are shown in chart no. 5.

Chart no.5

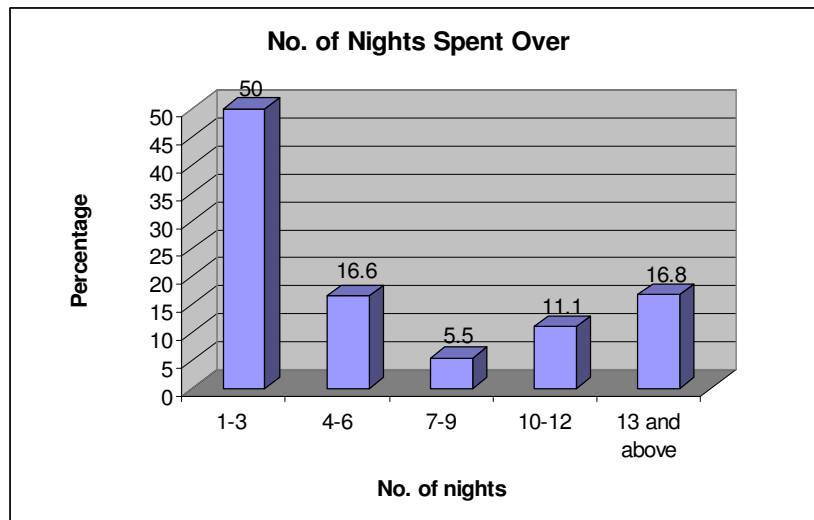


Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Most visitors (59%) stayed from one to three hours in the region when they were on a day trip (chart no.5).

Visitors were asked how many nights they had stayed in the area and how many more nights they were planning on staying in the area. The results of these two questions, calculated together are shown in chart no.6.

Chart no.6

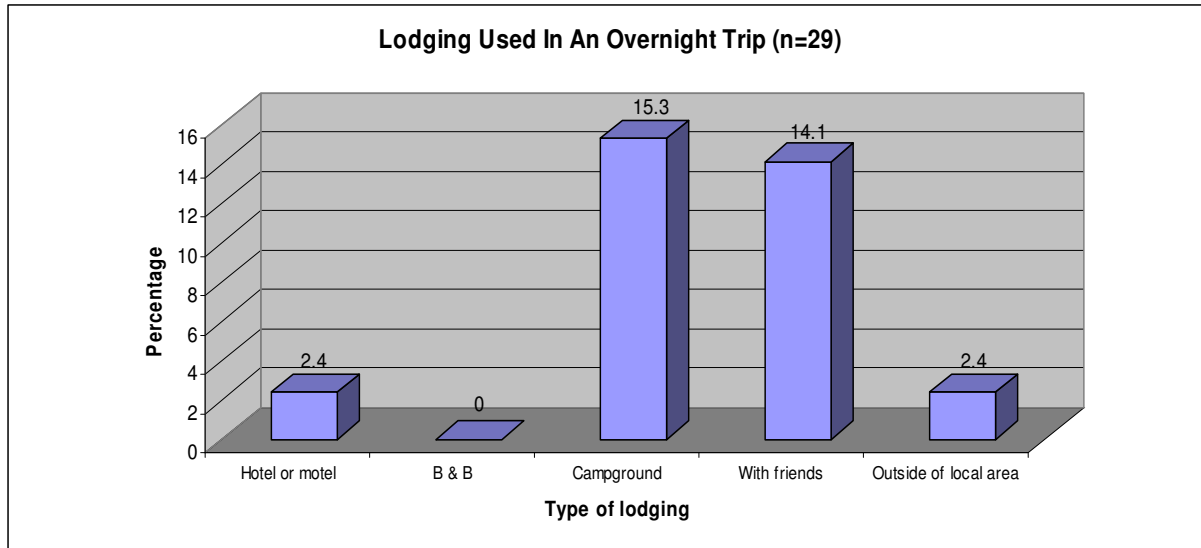


Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Most visitors (45.5%) stayed one night in the region during their visit (chart no.6). One-third of the over night visitors stayed for three nights. Visitors staying four to ten nights included 18.2% of the respondents.

The visitors who stayed over night (28% of the respondents) in the SSNHA were asked about the type of accommodation they were using. Five choices were provided, which included staying outside the area, with friends and/or relatives, at a campground, at a bed & breakfast, or at a hotel or motel.

Chart no.7



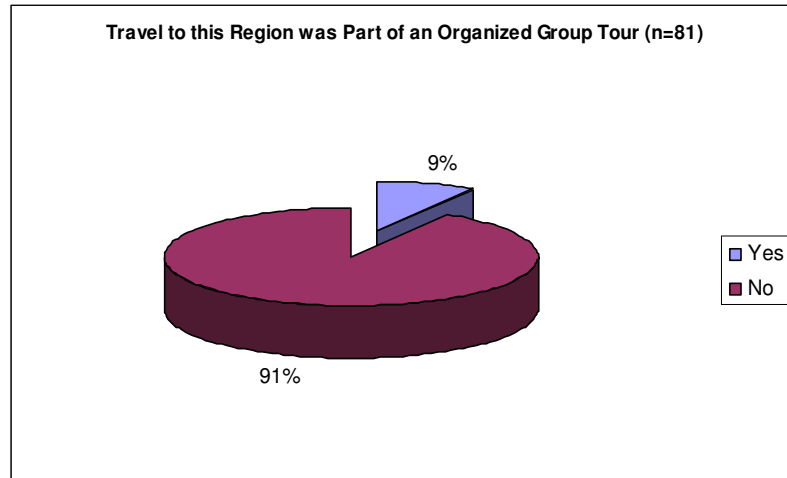
Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Most of the visitors (15.3%) stayed at a campground, but a large portion of the sample (14.1%) also stayed with friend and relatives (chart no.7). While, 2.4% stayed at both a hotel and motel as well as outside of the local area. Yet, no one stayed used a Bed and Breakfast type of lodging.

#### 4. Being in an Organized Group

Visitors were also asked if they were with an organized group or traveling by themselves.

Chart no.8



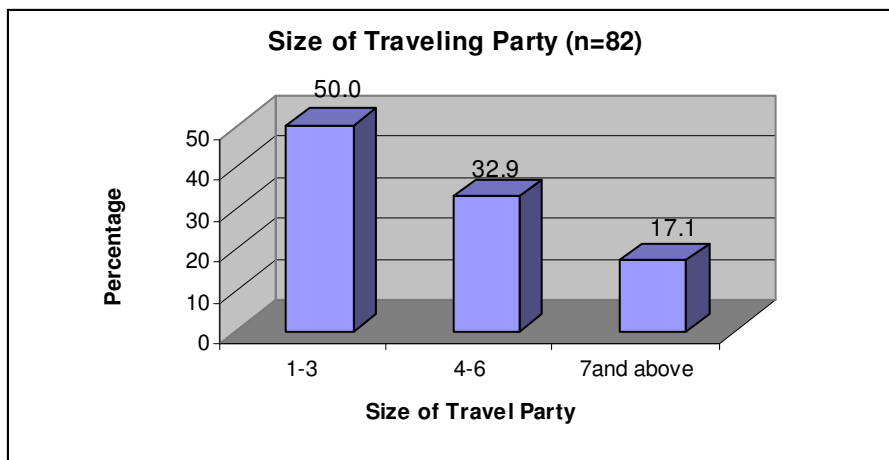
Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

The visitors traveling with an organized group when they visited the park and garden site represented only 9% of the respondents (chart no.8). The majority (91%) were not part of an organized group visiting the area.

### 5. Traveling Party Size

The survey included also a question that asked about the size of the party traveling.

Chart no.9



Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

The results ranged from a one person party to seven and above. Most of the visitors (50%) were traveling with one to three people in their party (chart no.9). Others with four to six people in their party

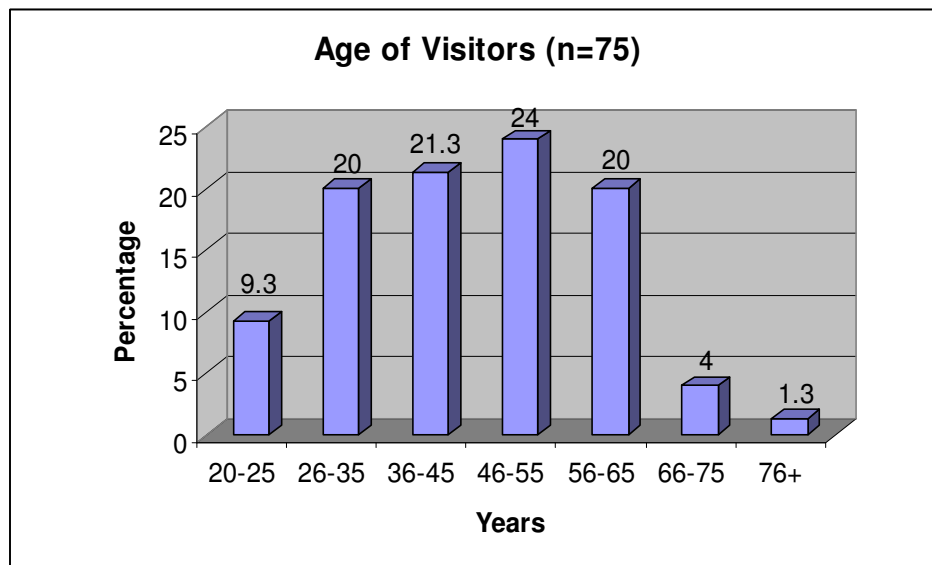
made up of (32.9%) (chart no.9). Those who traveled with seven or more in their party consisted of (17.1%) (chart no.9).

## B. Visitors Profile

Several demographic questions were included at the end of the questionnaire. These included questions regarding age, gender, location of residence, education level, and income.

### 1. Age

Chart no.10

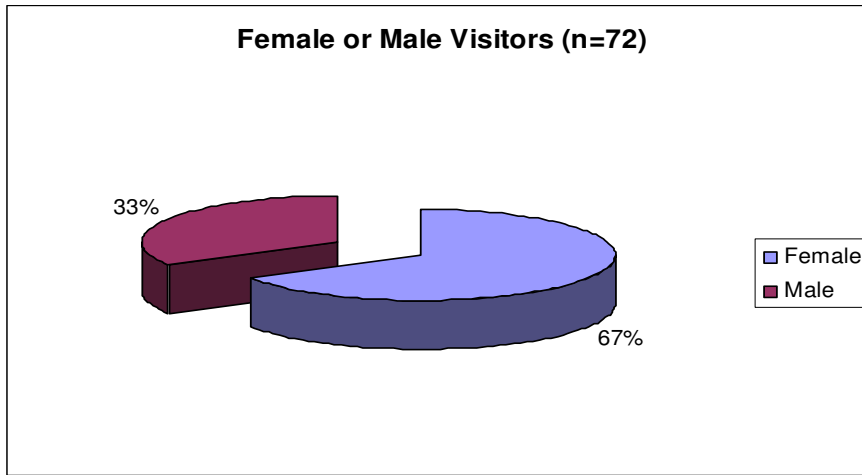


Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

The largest group of respondents (24%) ranged from 46 to 55 years old, followed by the age group 36-45 years old with 21.3% (chart no.10). About 5.3% of the respondents were over 66 years old and 9.3% were under 25 years old.

## 2. Gender

Chart no.11



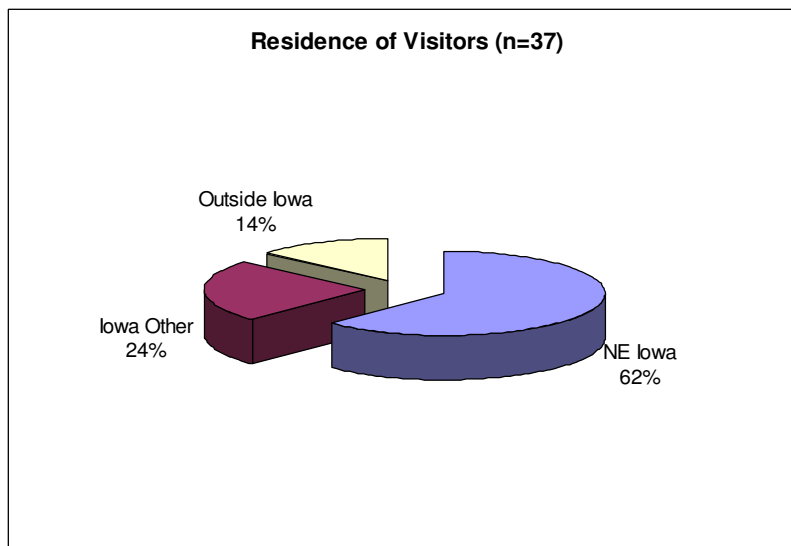
Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

A higher percent of respondents were females (67%). Males represent 33% of the visitors (chart no.11). Females represented 67% of the sample while males represented 33% of the sample.

## 3. Location of Residence

A majority of the respondents were from north east Iowa. Nearly two-quarters of the respondents were traveling from other areas in Iowa. Chart no.12 shows the residence of the visitors coming to SSNHA.

Chart no.12

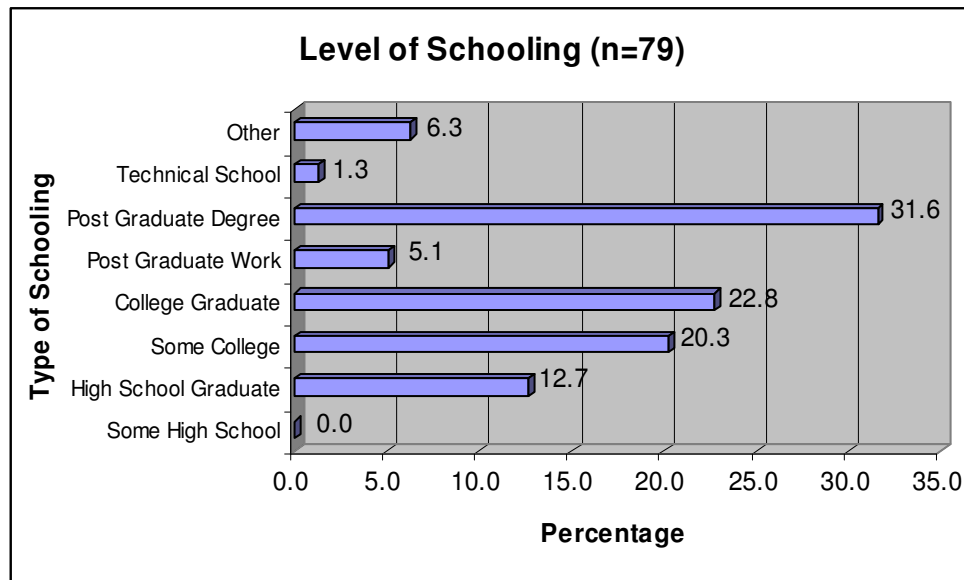


Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

#### 4. Education Level

On the survey, respondents were asked about their level of education. These categories ranged from some high school to a post-graduate degree.

Chart no.13



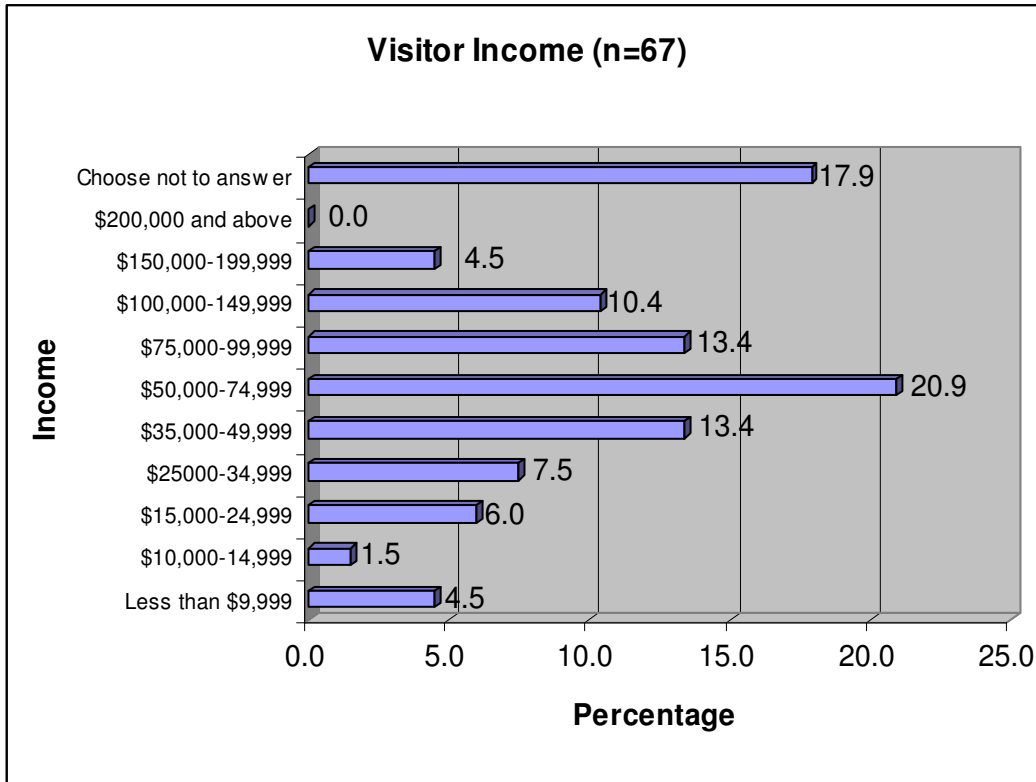
Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Nearly 60% of the respondents had a college degree (chart no.13). 20.3% who said they attended college of those the respondents had a post graduate degree.

#### 5. Income

Visitors were asked about their current income level.

Chart no.14



Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Visitors income ranging from \$50,000-\$74,999 represented the largest category (20.9%) and 13.4% of the visitors indicated their income level at \$35,000-\$49,999 (chart no.14). The median income for households in Iowa is \$39,469 and nationally \$41,994 (US Census Data, 2000).

### C. Spending Patterns

Visitors were asked about their spending patterns during their trip in the area. Table no.2 gives the mean, median, and total spent by visitor party size (mean party size=9, median party size=4.5), while they were in the region.

Table no.2 Mean, Median, and Total of Spending Categories per Party Size

Spending Categories	Mean	Median	Total
Lodging	\$71.62	\$33.00	\$931.00
Restaurant	\$50.73	\$45.00	\$1,420.50
Grocery	\$49.00	\$35.00	\$1,372.00
Transportation	\$43.00	\$30.00	\$1,075.00
Admissions	\$37.45	\$20.00	\$824.00
Shopping	\$71.59	\$25.00	\$1,575.00
<b>Total Spending</b>	<b>\$323.39</b>	<b>\$188.00</b>	<b>\$7,197.50</b>

Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Lodging had the highest average spending followed by shopping. Shopping was the highest total spending category, with \$1,575, followed by restaurants. The median on restaurants was \$45.00. The average spending on shopping is \$71.59 per travel party, while the median is \$25.00 (table no.2). The lowest spending was for admissions with an average of \$37.45 per party with a median of \$20. The average total expenditure per travel party is \$323.39 with a median of \$188.

Table no.3 Means of Spending Categories per First Time and Repeat Visitors

<b>Spending Categories</b>	<b>First Time Visitors</b>	<b>Repeat Visitors</b>
Lodging	33.33	104.43
Restaurant	69.00	46.76
Groceries	61.11	43.26
Transportation	39.00	45.67
Admissions	37.80	37.35
Shopping	128.00	55.00

Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

In lodging, first time visitors (M=33.33, SD=15.591) spent less than repeat visitors (M=104.43, SD=177.051), but this result is not statistically significant at .351 level [t(11) = -.974]. At restaurants, first time visitors (M=69.00, SD=31.305) spent more than repeat visitors (M=46.76, SD=39.074), but also this result is not statistically significant at .246 level [t(26) = 1.187]. First time visitors (M=61.11, SD=34.440) spent more than repeat visitors (M=43.26, SD=38.702) in groceries, but also this result is not statistically significant at .249 level [t(26) = 1.178]. While for shopping, first time visitors (M=128.00, SD=121.326) spent statistically significantly more than repeat visitors (M=55.00, SD=63.091, at .265 level [t(4.654) = 1.295].

Women spent in shopping significantly (M=56.57, SD=60.859) less than men (M=109.00, SD=115.030), at .293 level [t(7.727)=-1.129].

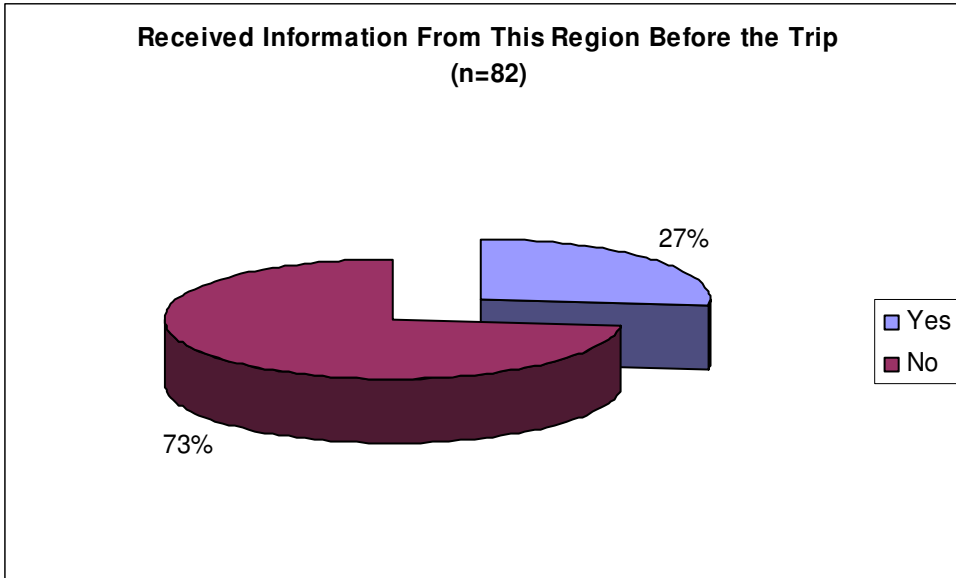
#### D. Trip Planning and Information Seeking

Visitors were asked questions about the types of information they received before and during their trip. They were asked if they received information prior to their trip and if so what type of information, what was their source of information while they were on the trip, how helpful was the information they received, and how familiar were they with the Silos and Smokestacks National Heritage Area.

### 1. Information Used for Planning Trip

The survey asked if visitors had received any travel information when they planned their trip.

Chart no.15

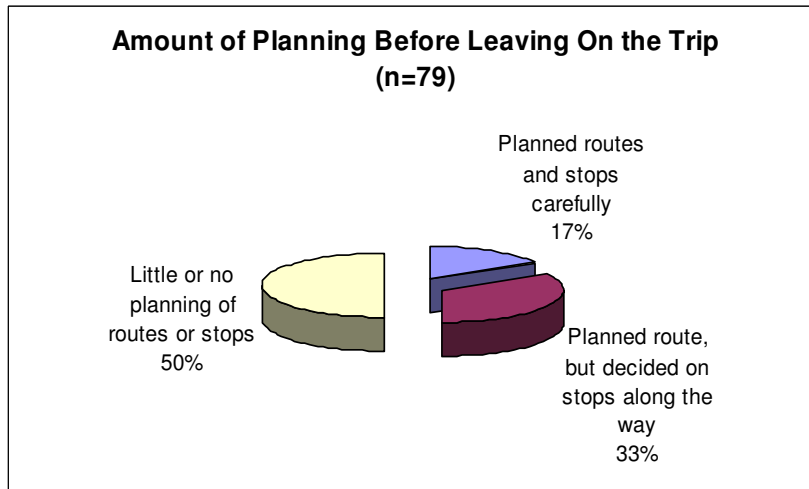


Source: UNI-STEP; 2003-2004 SSNHA Economic Impact and Visitor Study

Over half of the visitors (73%), said they did not receive any information before they left on their trip (chart no.15). Twenty-seven percent said they did receive information before they took their trip.

Visitors were also asked how much they planned their trip prior to leaving. Their choices were they planned carefully, they planned but they changed their plans along the way, or they did little or no planning before they left.

Chart no.16

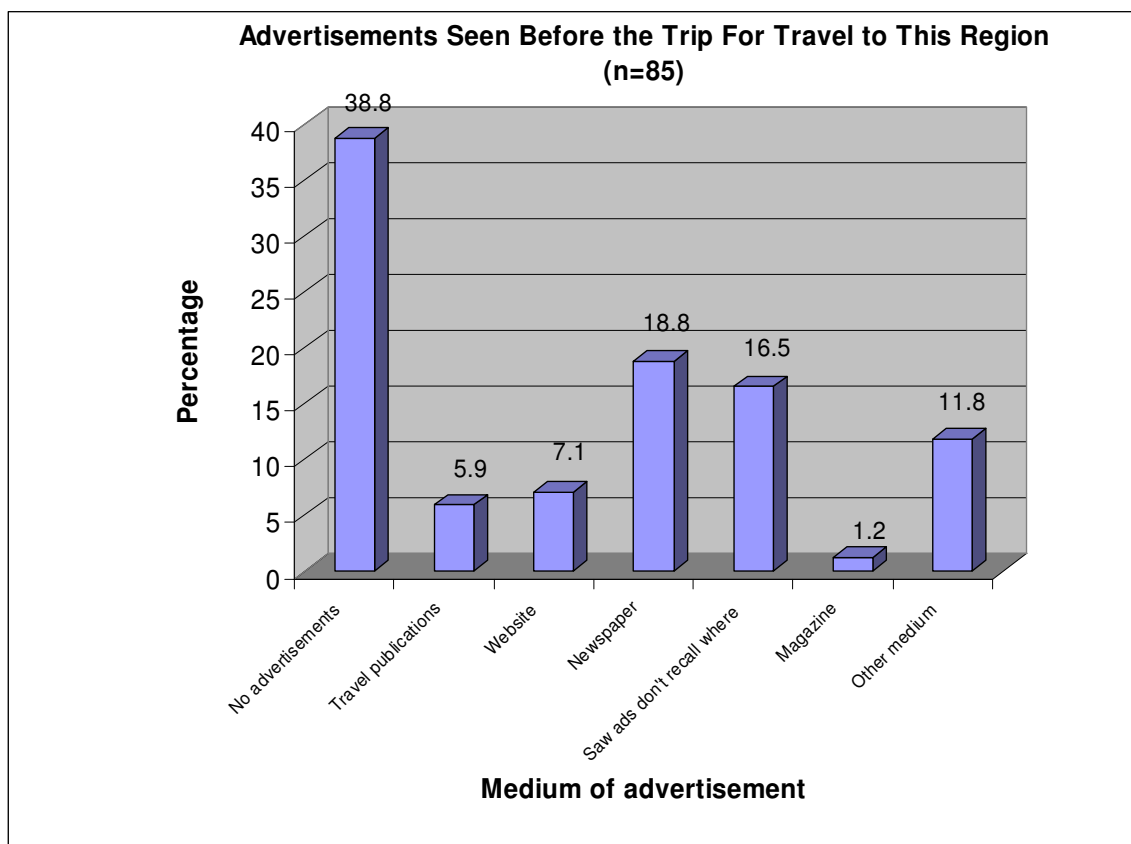


Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Most of the visitors (50%) said they did not plan before they left on their trip and 33% said they planned but then they changed their plans along the way (chart no.16). Only 17% said they planned their trip carefully. Of the visitors that had little or no planning on either trips or stops, 66.7% were on their first trip to the region.

The visitors were asked if they saw any advertisements before they came to the region and if they did see any advertisements where did they see them.

Chart no.17



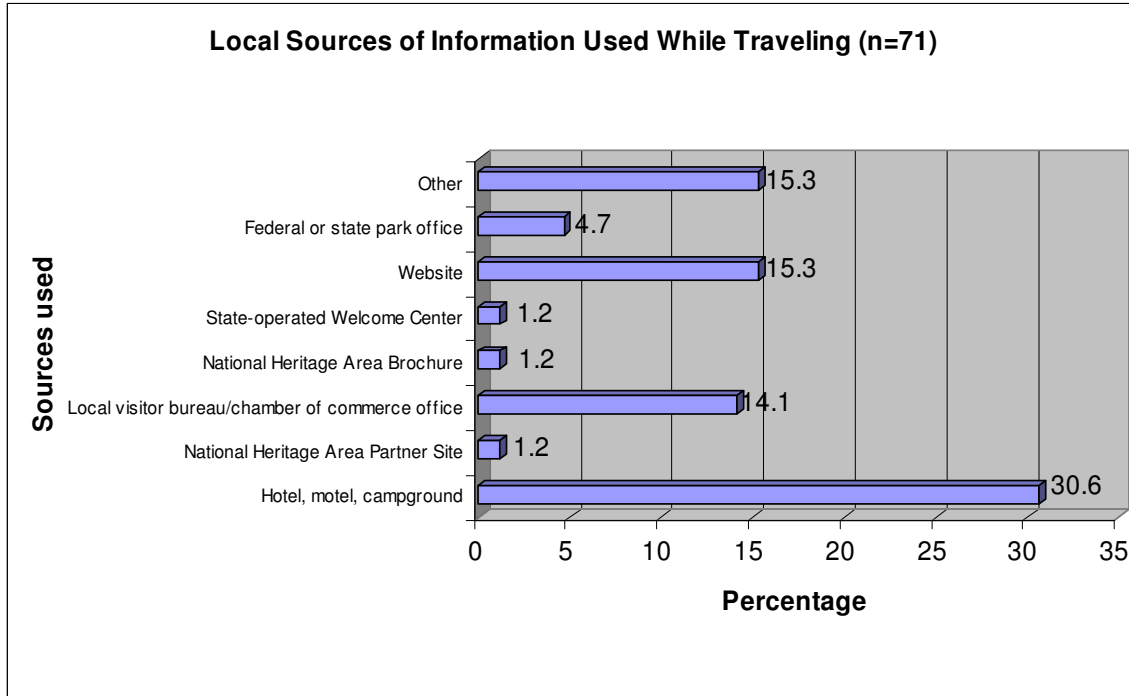
Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Most of the visitors (38.8%) did not see any advertisements for travel to this region prior to their trip (chart no.17). The most common advertisement seen was in the newspaper (18.8%).

## 2. Source of Information Used While Traveling

Visitors were asked where they received their information while they were in Iowa.

Chart no.18



Source:

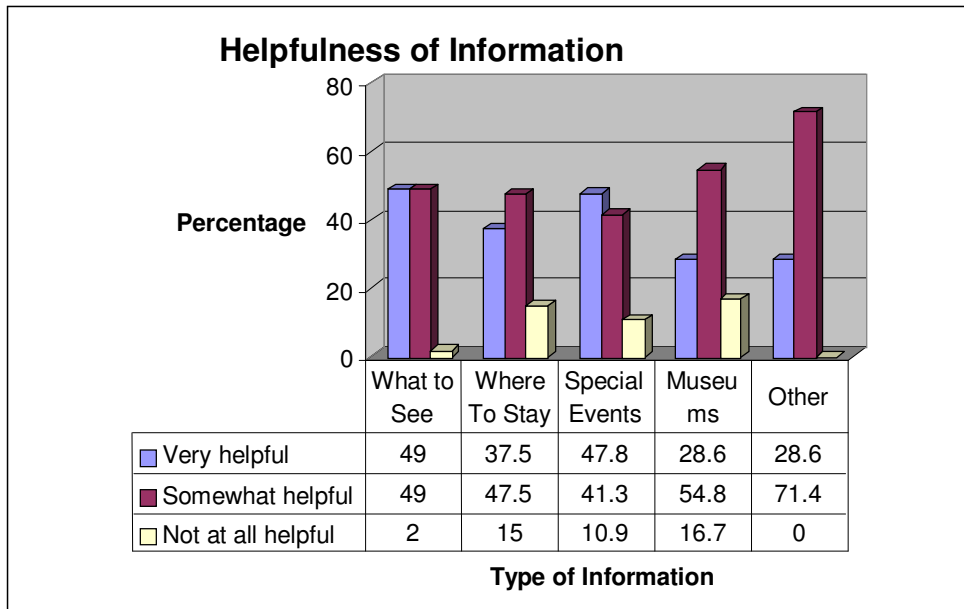
UNI-STEP; 2003-2004 SSNHA Visitor Study

Almost 31% of the visitors received their travel information at the place they were accommodated (chart no.18). The other two top choices (both were 15.3%) were websites and other places.

## 3. Helpfulness of Information

Visitors were asked to rate the helpfulness of the information they received.

Chart no.19



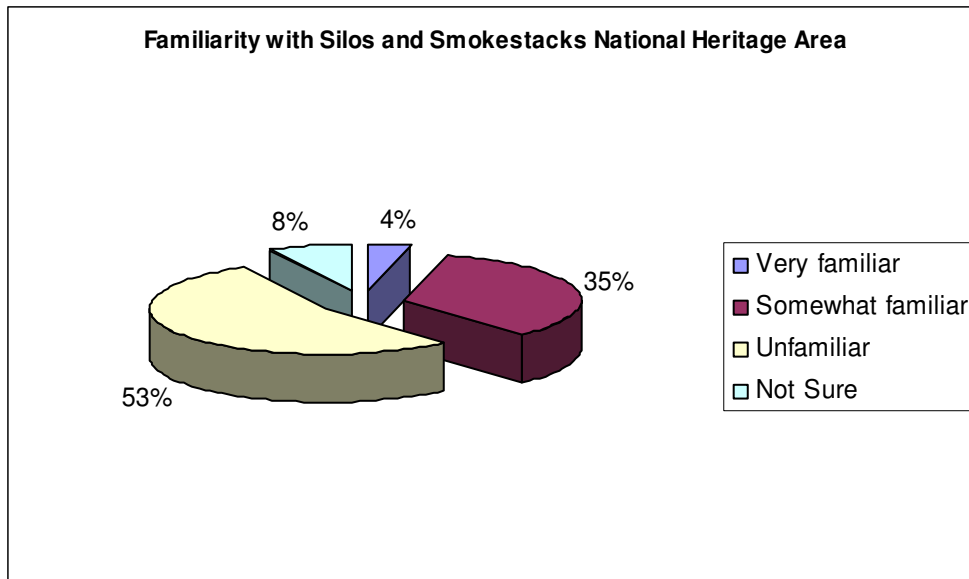
Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

The majority of visitors thought the information they received about the region was very helpful or somewhat helpful (chart no.19). Most of the visitors (49%) found the information on what to see and do was very helpful, 37.5% for where to stay, 47.8% for special events and festivals, and 28.6% for the museums. There were only a few visitors who said the information they used to plan was not helpful at all particularly with regard to lodging and cultural/historical attractions.

#### 4. Familiarity of SSNHA

Visitors were asked if they were familiar with the location of the Silos and Smokestacks National Heritage Area.

Chart no.20



Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Only 35% of the visitors were somewhat familiar with the SSNHA (chart no.20). Over 60% of the visitors were either unfamiliar or not sure about the SSNHA.

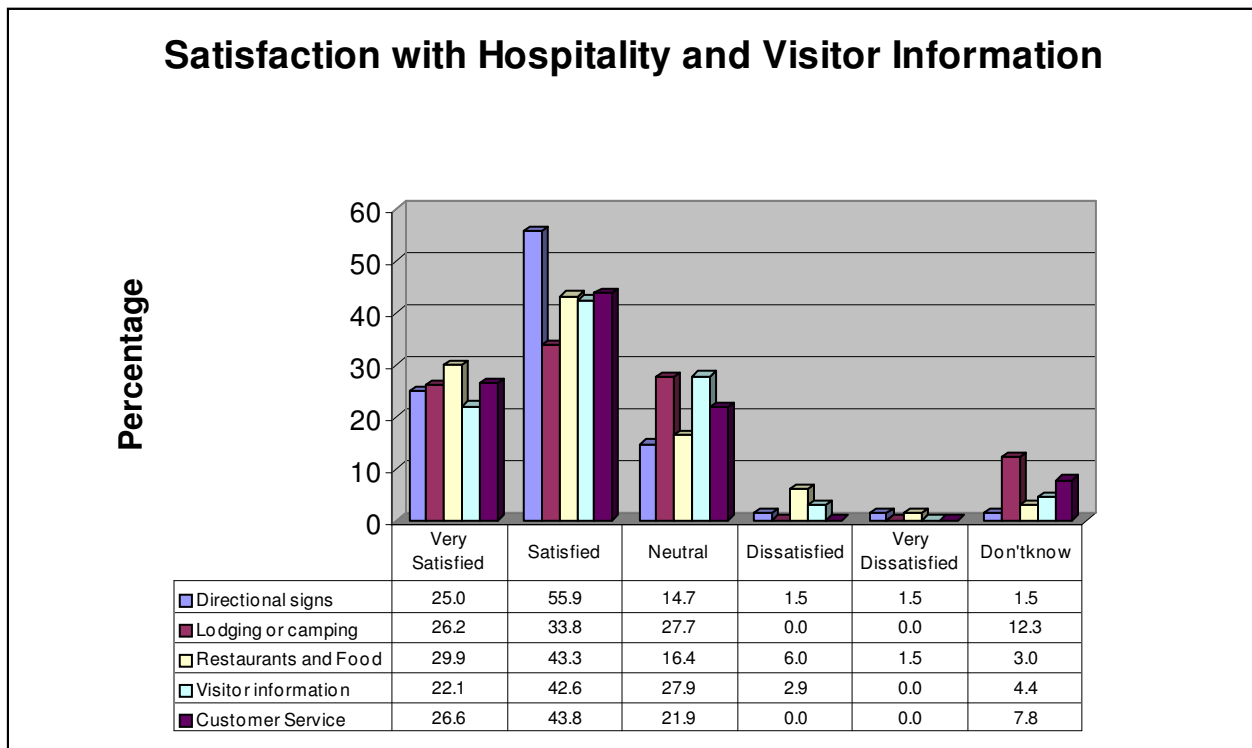
## E. Visitor Satisfaction

Visitors responded to questions regarding how satisfied they were with the region. This section included different choices from three general categories. These categories included hospitality and visitor information, cultural and historical attractions, and things to do/activities.

### 1. Hospitality and Visitor Information

This category combined five different types of services that visitors would be likely to encounter in the region. These services included restaurants and food, customer service, lodging or camping, visitor information, and directional signage.

Chart no.21



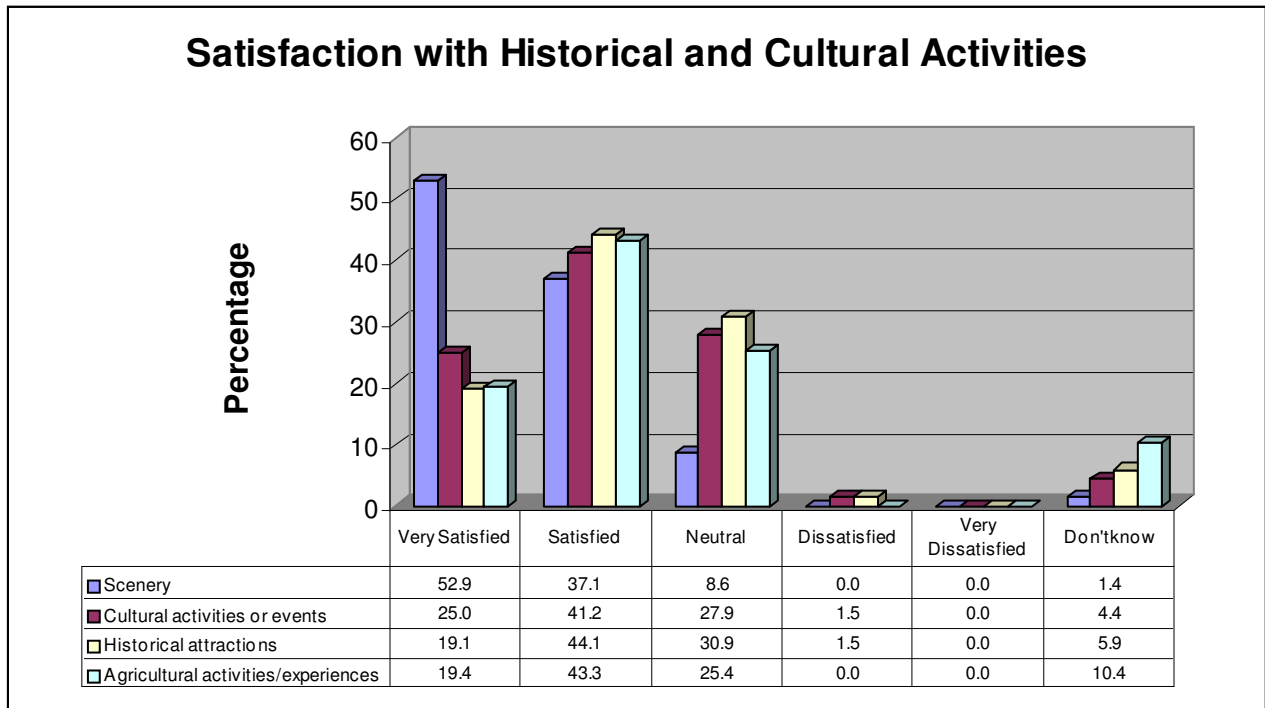
Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

For the most part visitors to the region were either satisfied or very satisfied with the hospitality and visitor information they received while they were in the area (chart no.21). Restaurants and food had the highest percent in the very satisfied category, followed by customer service, lodging/camping, directional signs, and visitor information.

## 2. Cultural/Historical Attractions

This category included four aspects of cultural and historical attractions within the region. These included cultural activities and events, historical attractions, agricultural activities/experiences, and scenery.

Chart no.22



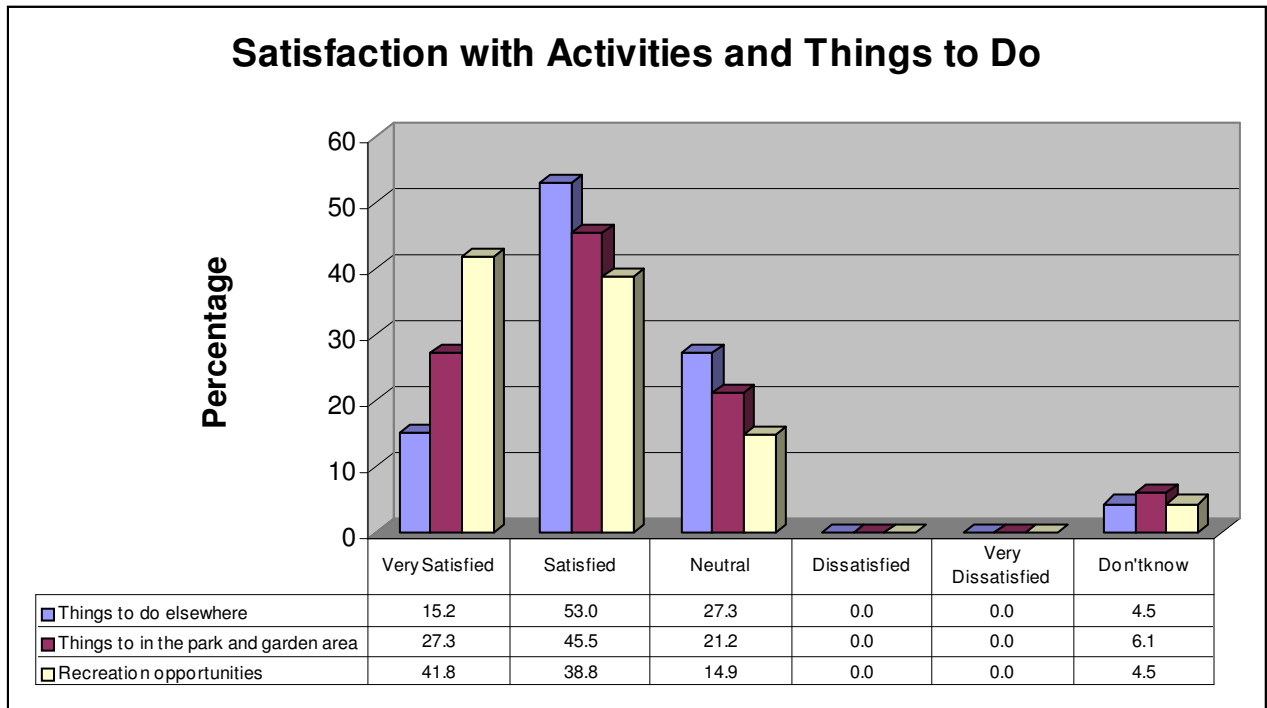
Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

For the most part visitors were very satisfied or satisfied with the cultural and historical attractions in the region. A majority (52.9%) of the visitors was very satisfied with the scenery in the region with 52.9% (chart no.22). Visitors were satisfied with the historical attractions with 44.1%, followed by the cultural activities or events with 41.2%.

### 3. Activities/Things to Do

This category included three things to do while visiting the region and the state of Iowa. The choices to respond to were recreational opportunities, things to do in the park and garden area, and things to do elsewhere in Iowa.

Chart no.23



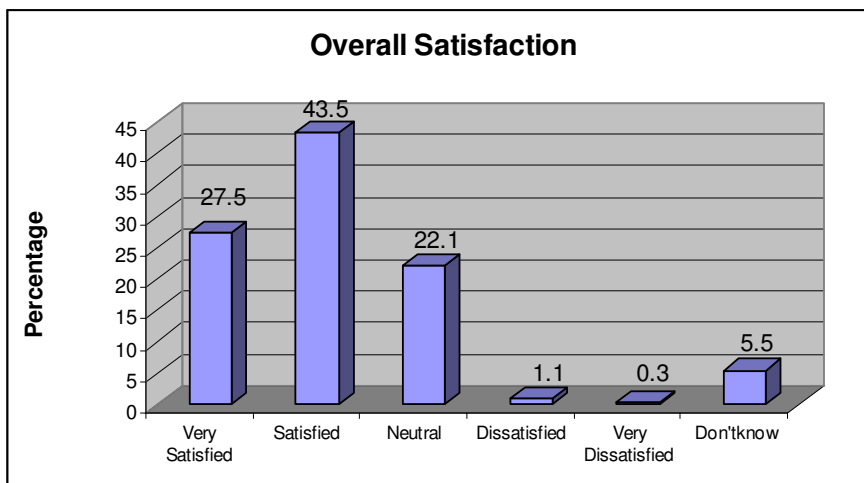
Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

Most of the visitors were very satisfied or satisfied with the activities or things to do in the region. Over fourth of the respondents were very satisfied with the things to do at the park and garden site (chart no.23).

#### 4. Overall Visitor Satisfaction

Visitors were satisfied with their travel in the region as reflected in chart no.25.

Chart no.24



Source: UNI-STEP; 2003-2004 SSNHA Visitor Study

## V. OVERALL SURVEY RESULTS

### A. Trip Characteristics

The SSNHA park and garden sites rely on repeat visitors. Most of the trips (79%) are not first time trips and visitors have had on average six to eight trips to the region. The primary purpose of the trip for the visitors (34.1%) was a special event or festival. Two other main reasons for traveling included visiting friends/family (23.5%) and to specifically to visit this park and garden site (20%). Most of the visitors staying overnight (75%) had as their primary purpose of the visit visiting friends and relatives.

Almost three-quarters of the visitors were on a day trip (72%) and the other 28% were staying overnight. In a day trip, most of the visitors (59%) stayed from one to three hours, and those on an overnight trip (57%), stayed one to two nights. The visitors of the park and garden sites mostly stayed at campgrounds (15.3%), yet visitors also stayed with friends (14.1%).

This data does not represent visitors on an organized tour. Only 9% of the visitors were part of an organized group and only to educational institutions. The median party size was 4.5 people.

### B. Visitors Demographic Profile

Generally the visitor to the SSNHA, for 36.1% of the respondents, is 56 years of age and above. The majority of visitors (79.8%) either went to college or graduated from college and 31.6% of those held a postgraduate degree. The largest group of visitors (20.9%), had an income ranging between \$50,000 to \$74,999. Almost 13.4% of the visitors indicated their income level at \$35,000 to \$49,999.

### C. Spending Assessment

Six categories of spending were selected: lodging, restaurants, grocery/convenience stores, transportation, admissions, and shopping. The average amount per party size (median=2) for lodging expenditures was \$71.62, for restaurants was \$50.73, for groceries was \$49.00, for transportation was \$43.00, for admissions was \$37.45 and for shopping was \$71.59. In total, visitors in SSNHA parks and gardens spent on average \$323.39 per party size.

First time visitors spent on average significantly more than repeat visitors on shopping. Males were found to spend on average significantly more than women on shopping.

## D. Marketing Assessment

Most of the visitors (73%) did not receive any information before they left on their trip, and 50% did not plan before taking the trip. In addition, 38.8 % of the visitors did not see any advertisements for the region before they visited and 33% were flexible with their trip itinerary. The most common medium where they saw some advertisement before visiting the region was the newspaper (18.8%). While they were in Iowa, the most common place to receive information was at the place of accommodation (30.6%), followed by websites and other sites (15.3%). Those that received information thought the information was very helpful. A majority of the visitors (53%) were not familiar with SSNHA.

Since visitors did not plan before leaving on their trip to the SSNHA, information and brochures at the attractions and places of accommodation relating to the SSNHA are needed. Also, new and better ways need to be found to reach people before they get to the area because visitors are not seeing any advertisements for the park and garden site until they are already here. Visitors are not familiar with SSNHA.

## E. Visitor Satisfaction

Generally visitors were satisfied or very satisfied with the hospitality, visitor services, attractions and things to do in the region. More than half of those responded (52.9%) was very satisfied with scenery. Rural landscapes are important to the visitor industry. This suggests a need for the industry in Iowa to work with city and county government to preserve rural areas. There was high level of satisfaction expressed for restaurant and camping (29.9%) and the things to do in the park and garden site (27.3%).

## Appendix 1

### Silos & Smokestacks National Heritage Area Tourism Study

Please take a few moments to fill out this questionnaire. The Silos & Smokestacks National Heritage Areas (NHA) is studying our visitors in order to make their experiences here in our communities more enjoyable. We thank you for your assistance. If you have a question, please call: Candy Streed, Program & Marketing Director at (319) 234-4567 or by email at [cstreed@silosandsmokestacks.org](mailto:cstreed@silosandsmokestacks.org)

1. Is this your first trip to this region? (See Map)  
Yes  
No, if no how many other trips have you taken to this region in 2002-2003? \_\_\_\_\_ (# of trips)
2. What is the primary purpose of this trip? (Check one)  
Specifically to visit this heritage site  
This heritage site was a side trip or stop on a trip to another primary destination  
Visiting friends or relatives  
Business or combined business/pleasure trip  
Special event or festival
3. Is your visit to the region part of a:            Day trip            or            Overnight trip  
  
If an overnight trip, what type of lodging are you using or do you plan to use in the local area?  
Hotel or motel  
B & B  
Campground  
Staying with friends or relatives in the area  
Staying overnight outside the local area or just passing through
4. How long have you spent, so far, in the local area?  
\_\_\_\_\_ hours if on a day trip  
\_\_\_\_\_ nights if an overnight trip
5. How much longer do you plan on staying in the local area?  
\_\_\_\_\_ hours if on a day trip  
\_\_\_\_\_ nights in an overnight trip
6. Did you travel to this region as part of an organized group tour?  
Yes                    No
7. The total number of people (including yourself) in your immediate traveling party is: \_\_\_\_\_ people
8. Did you receive any travel information from this region before you left for this trip?  
Yes                    No
9. How much did you plan this trip **before** you left home?  
Planned our routes and stops carefully  
Planned our route, but decided on stops as we went along  
Little or no planning for either our route or our stops

10. Prior to your trip did you see any advertisements for travel to this region?

- I saw no advertising      I saw advertising, but I can't recall where  
 Travel publications      Magazine (List if possible) \_\_\_\_\_  
 Website      Other medium (Please describe) \_\_\_\_\_  
 Newspaper

11. While traveling **within** Iowa, what local source of information for travelers did you use? (*Check all that apply*)

- Hotel, motel, campground or other accommodation      Website (which one: \_\_\_\_\_)  
 National Heritage Area Partner Site      Federal or state park office  
 Local visitor bureau or chamber of commerce office      Other (please describe) \_\_\_\_\_  
 National Heritage Area Brochure  
 State-operated Welcome Center (which one: \_\_\_\_\_)

12. How helpful was the information you received for planning and possibly taking a trip to this region?  
 (*Circle one response for each item*)

	Very Helpful	Somewhat Helpful	Not at all Helpful
What to see and do	1	2	3
Where to stay	1	2	3
Special events/festivals	1	2	3
Museums	1	2	3
Other:	1	2	3

13. Are you familiar with the Silos & Smokestacks National Heritage Area?

- Very familiar      Somewhat familiar      Unfamiliar      Not Sure

14. What communities, site, and/or attractions have you visited or do you plan to visit during your stay in this area?  
 (*Please List*)

\_\_\_\_\_

\_\_\_\_\_

15. How much money do you and other members of your travel party plan to spend on your trip? Include the amount of money spent so far and money you intend to spend. Report all spending **within the Northeast Iowa region**. (See Map) (*Enter spending to the nearest dollar in each category below. Leave space blank if you spent nothing in a category.*)

**Spending categories:**

**Spending in Northeast Iowa**

- Lodging (Hotel, Motel, Campground, Cabin)      \$ \_\_\_\_\_  
 Restaurant and bar meals and drinks      \$ \_\_\_\_\_  
 Grocery/Convenience store food and drink      \$ \_\_\_\_\_  
 Other Transportation expenses      \$ \_\_\_\_\_  
 Admissions (recreation and entertainment)      \$ \_\_\_\_\_  
 Shopping (e.g., souvenirs, film, clothes)      \$ \_\_\_\_\_

16. How many people in your travel party do these expenses cover? \_\_\_\_\_

17. How would you rate the region with respect to each of the following:  
(check one response for each item)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Recreation opportunities						
Directional signs						
Lodging or camping						
Restaurants and Food						
Scenery						
Things to do in the Heritage Area						
Things to do elsewhere in Iowa						
Cultural activities or events						
Historical attractions						
Agricultural activities/experiences						
Visitor information						
Customer Service						

**About You**

18. Where do you live? City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_  
Postal or zip code \_\_\_\_\_

19. You are: \_\_\_\_\_ years old      Are you? \_\_\_ Female \_\_\_ Male

20. What level of education have you completed? (Select one)  
 Some High School      Some College      Post Graduate Work      Technical School  
 High School Graduate      College Graduate      Post Graduate Degree      Other \_\_\_\_\_

21. Which statement best describes your total 2002 annual household income (from all sources and before taxes)? (Check one)

Less than \$9,999	\$25,000-34,999	\$75,000-99,999	\$200,000 and above
\$10,000-14,999	\$35,000-49,999	\$100,000-149,999	Choose not to answer
\$15,000-24,999	\$50,000-74,999	\$150,000-199,999	

22. And finally, please write any further comments you might have about your trip to this site, please include your opinion on strengths and weakness of the region:

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THANK YOU VERY MUCH FOR YOUR INFORMATION!

## References

STEP – UNI (2004). Silos and Smokestacks National Heritage Area 2003-2004 Economic Impact and Visitor Survey. Cedar Falls: University of Northern Iowa.

Weidner, E. (2003). Maclay Gardens State Park Celebrates 50th Anniversary. January 25, 2005. <http://www.dep.state.fl.us/secretary/news/2004/jan/0124.htm>.