



National Park Service
U.S. Department of the Interior

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Mount Rushmore National Memorial News Release

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Visitor Study Workshop Held

KEYSTONE, SD: Cheryl Schreier, Superintendent of Mount Rushmore National Memorial, is releasing the data from a recent visitor study conducted in summer 2013. Community leaders, visitor industry officials or anyone interested in learning about the data is invited to attend a workshop to be held in the conference room at the Black Hills, Badlands and Lakes Visitor Information Center in Rapid City at 2 pm on Tuesday, April 8. The one-hour presentation includes comparisons of data from the recent study, the 2006 visitor study, other national parks and the census. Margaret Littlejohn of the University of Idaho Park Studies Unit will lead the workshop and provide perspective on the survey results.

“This is an excellent opportunity for the tourism community to learn about the Mount Rushmore National Memorial visitor,” stated Superintendent Schreier. The report includes information about visitor demographics, including age, group size, group type, race and ethnicity, number of visits, and activities. Visitors listed their reasons for visiting, overnight stays, as well as rating the importance and quality of the park services and facilities they used. Also of interest is the amount of money that visitors spent related to their trip to the park.

The visitor study report is available online at <http://psu.uidaho.edu/c5/vsp/vsp-reports/>. Additional information about Mount Rushmore National Memorial can be found online at www.nps.gov/moru.

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