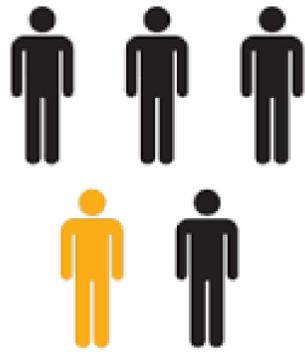


Differentiating Displacement: Visitor's Onsite & Intended Actions

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20% of selected visitors **avoid crowds before** they travel



In response to onsite conflict, **48%** intend to **spatially displace**



Suggest mgmt share commercial operator schedules & **plan** for temporal & spatial displacement

Introduction & Purpose

Like other National Park Service units, Pictured Rocks National Lakeshore (PIRO) has experienced increased visitation since the mid-2000s. Increased visitation is likely the result of successful awareness & promotion campaigns at the national and state levels.

Miners Beach and Sand Point Beach are along the 42-mile National Lakeshore where visitors enjoy the view, beach and water (private or commercial boats). Public and management concern arose about potential density issues and resultant displacement.

Thus, the **purpose** was to evaluate visitor perceptions of onsite conditions & potential displacement.

Methods

What	On site questionnaire Measures: perceived crowding (scale 1 to 7) potential & actual displacement
When	Summer 2017
Where	Miners Beach & Sand Point Beach at Pictured Rocks National Lakeshore
Who	Commercial trip kayakers & non-commercial beach visitors

Results

43% visitors crowded, on average, on the beach but low problem

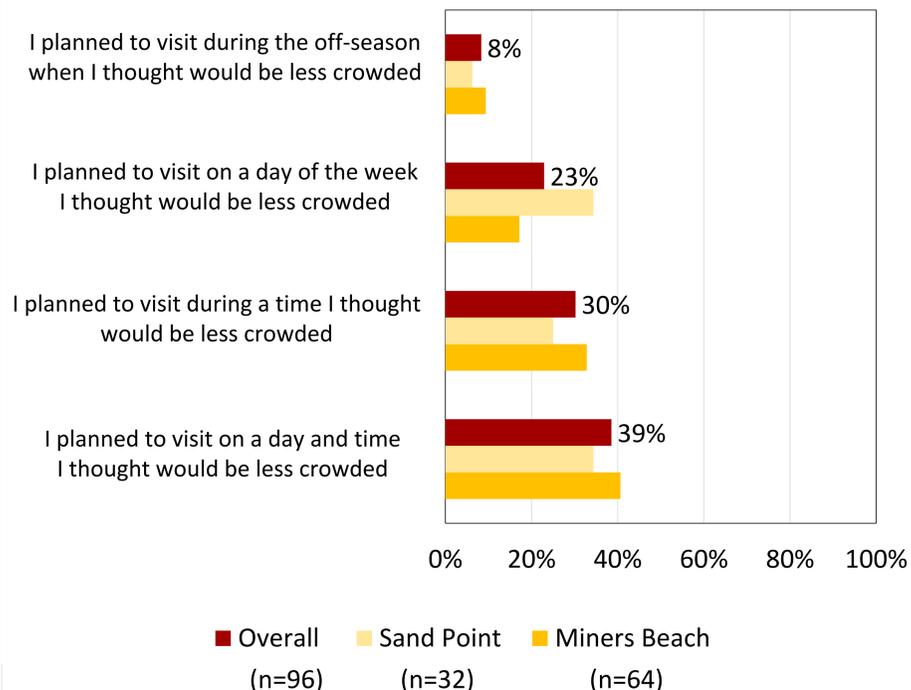
8% indicate onsite conflict & plan displacement

45% immediate intra-site spatial displacement &

58% intend to spatially displace

45% intend to temporally displace

20% visitors avoid crowds before their trip (Figure 1)



So what?

Inventory, evaluate and improve information shared with visitors to accurately inform visitor planning & provide ideas for times that are less visited and places where density may be lower.

Continue to coordinate with private and public partners to ensure consistent messaging and optimize visitor experiences and expenditures

Plan staffing and programming across broader time periods to sufficiently serve non-peak visitors and consider the potential changes in natural resource impacts with more distributed use

Continue to monitor perceived crowding & visitor behaviors to consider unacceptable conditions & possible management actions

Survey visitors on additional & multiple beaches across jurisdictions to assess actual displacement and reality of substitutability

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