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MOUNT WASHINGTON SURVEY

Prepared for
THE MOUNT WASHINGTON STUDY COMMITTEE
and the
RECREATION DIVISION
NEW HAMPSHIRE FORESTRY AND RECREATION DEPARTMENT



By
John P. Alevizos

BUREAU OF BUSINESS RESEARCH
BOSTON UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION

December, 1956

1972
1956

BOSTON UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION
685 COMMONWEALTH AVENUE
BOSTON 15, MASSACHUSETTS
Bureau of Business Research

Forestry and Recreation Department
State of New Hampshire
Concord, New Hampshire

Dear Sirs:

We take great pleasure in presenting the report on the potential of the Mount Washington area as a tourist and recreation attraction.

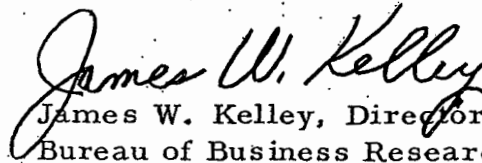
The work was under the direct supervision of John P. Alevizos, Professor of Marketing at the College of Business Administration. For the interview work and for certain portions of the data analysis he was ably assisted by members of advanced classes in Marketing and Statistics at the College and by the permanent staff of the Bureau of Business Research.

We trust this report will prove fruitful to the Committee which is charged with a most important task. The Committee should be complimented upon its open-minded approach to the problem and for the seriousness with which it has begun to tackle the job. We regard this kind of study as basic in all developmental work and perforce are proud to be a part of this specific effort.

Our approach throughout has been that of the researcher who undertakes a task without preconception and with a minimum of bias. Our answers and recommendations are based clearly on what we found from the study.

We are glad to have been able to serve you.

Very truly yours,


James W. Kelley, Director
Bureau of Business Research

JWK:rrc

FORWARD

During the summer and early fall of 1956, the Bureau of Business Research, Boston University College of Business Administration conducted a series of surveys of opinions, attitudes and experiences of vacationists, tourists, hikers, skiers, campers and business people of the Mount Washington area to determine the status of the Mount Washington Railway and Summit House as attractions and facilities to Mount Washington visitors. The major objective of the study, was to determine what, if necessary, need be done to protect the public interest and concern over conditions at the summit of Mount Washington and the operations of the Mount Washington Cog Railway.

The valuable contributions to this study made by the reports of previous Mount Washington Study Committees and members of the present Committee are greatly appreciated. Judge Peter Woodbury, and members of the Mount Washington Study Committee, were especially helpful through their enlightening meetings with federal, recreational, and business leaders of the Mount Washington and Presidential Range area.

The efforts of Mr. Russell Tobey in providing data, assistance and services of the Recreation Division and other departments of the State of New Hampshire were most important to this study.

Mr. Arthur Teague, President of the Mount Washington Cog Railway and Summit House, and members of his staff cooperated wholeheartedly. The fine assistance of Mr. Sullivan of the Mount Washington Auto Road Company was very much appreciated.

The study director is also deeply indebted to Messrs. Joseph Dodge of the A.M.C., G. S. Wheeler of the W.M.N.F., Arthur Boucher of C.N.S.P. and members of their staffs for their assistance in securing the interview samples of hikers, campers and skiers, and for their general interest and assistance.

This study could not have been conducted without the important assistance and contributions of the staff of the Bureau, and the fifteen graduate and undergraduate students who conducted personal interviews at the Base Station and Auto Road.

The undersigned assumes full responsibility for the opinions and conclusions expressed in this report.

JOHN P. ALEVIZOS

BOSTON, MASSACHUSETTS
December, 1956

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HOW THE STUDY WAS CONDUCTED

The Problem:

This mountain, the highest north of the Carolinas in the Northeast, has been of interest to tourists and the tourist business since about 1825. A carriage road to the summit from the east was built about a hundred years ago and now is operated as an automobile toll road by a private company. From the west a cog railway extends some three miles to the summit and has been in operation for nearly a hundred years. A network of nearly one thousand miles of foot trails within the White Mountain National Forest extends over adjacent ranges and converges on this mountain. The Appalachian Mountain Club, organized in 1876, provides food and shelter to hikers in nine high-mountain huts on these ranges. These various means of attaining the summit bring up to 150,000 visitors there annually from spring to fall.

On the summit, where trails, railway and auto road converge, are parking areas and a hotel with souvenir and food sales catering to visitors. During the past few years and with accelerating trend there have also developed on the summit a number of commercial, scientific and military uses -- a TV station, weather observatory, Air Force Climatic Laboratory, dormitory, helicopter testing area, water systems, sewage systems, generating plants, and other facilities for experimentation and utility purposes. Congestion, competition for space, and clutter have become acute; parking areas and space for tourist use have become inadequate to present use.

Recently Dartmouth College, as residuary legatee, became owner of the cog railway, the Summit House Hotel, and some sixty acres on the summit with its various leased operations. The College anticipates sale or lease of the railway but intends to retain title to the summit, because of a concern for the public interest on this "island" within the White Mountain National Forest and in view of its educational and scientific potentials.

PENDING A DECISION ON SALE AND/OR LEASE OF THIS PROPERTY IN WHICH THE COLLEGE HAS NO DESIRE TO BECOME THE OPERATOR, IT HAS FAVORED THE STATE OF NEW HAMPSHIRE WITH AN OPPORTUNITY TO DETERMINE IF THERE IS HERE A PUBLIC CONCERN IN WHICH THE STATE MAY NEED TO BE INVOLVED.

PURPOSE AND SCOPE OF THE SURVEY

As directed by the above statement of the problem, the purpose of this study was dedicated to determine the nature and extent to which the public interest may be involved by the conditions at the summit and the area at the base of Mount Washington.

It was therefore the goal of this study to:

- a) indicate the role and importance of Mount Washington to the vacation economy of New Hampshire and the Mount Washington area.
- b) analyze the affects of such conditions as may exist upon the vacation economy of New Hampshire and the Mount Washington area.
- c) Based upon the findings, to make recommendations as to restoration, development, improvement or other action.

Since vacationists, tourists, hikers, campers as well as the business people and citizenry of the area are the interests primarily involved, focus of this study was centered upon the opinions, attitudes and concern of these groups.

SIX SURVEYS WERE INCORPORATED IN THIS STUDY

Six separate surveys were conducted in this study of Mount Washington visitors.

Included are factual, opinion, and attitude surveys of the:

1. Dolly Copp Campers
2. Appalachian Mountain Club, hikers and guests
3. Summit House overnight guests
4. Auto Road users
5. Cog Railway passengers
6. Base station visitors

In addition, informal surveys of Zealand Forest Campers and hotel, motel, etc. operators were conducted. Business people on Routes 3, 16, 2 and 302 in the Mount Washington area were interviewed.

The first three groups were surveyed by a mail questionnaire sent to a random sample of 1956 visitors, including both persons who did and did not sign registration forms.

1,502 parties, or approximately 4,500 Cog Railroad passengers, Base Station visitors and Auto Road users were surveyed by personal interviews during the period August 1st to 7th inclusive.

A total of 2,108 personal interviews and mail questionnaires representing the opinions and attitudes of approximately 6,000 persons are incorporated in the findings of this "six survey" study.

SAMPLING METHODS

a) Base Station Visitors and Cog Railroad Passengers

Of the 3,494 passengers, or of the estimated 1,060 parties, riding the Cog Railroad during the 7-day period, August 1st to 7th inclusive, approximately 40% were interviewed by a staff of 15 graduate and undergraduate students of Marketing Research from Boston University College of Business Administration. The accompanying photographs, as well as the movie used in the oral presentation of this report, illustrates the interviewing procedure at the Base Station.

4.

It was obvious that the most productive interviews would be had after Base Station visitors had visited the summit and Base Station facilities and before visitors entered their cars to leave.

There is only one exit from the Base Station, however, there are two parking areas. This necessitated dividing the interviewing staff into three teams, with each team directed by a "dispatcher". Dispatchers assigned members of their teams to parties as they proceeded to their cars. One team covered the lower parking area and the second team the upper parking area. The third team rotated between the two areas as traffic required.

As shown, interviewers were stationed at strategic intervals "picking up" parties as they proceeded to their cars. In this way, almost 100% of all parties

about to leave the Base Station were interviewed during the periods when interviewing teams were on duty.

Teams were assigned tours of duty so that a cross-section of early, mid-afternoon and late afternoon train-riders including summit house overnight guests returning on early trains were interviewed.

As parties formed and proceeded to their cars, they were approached by an interviewer. After the introduction and showing of an identification card, parties were asked the questions on Questionnaire #1. If it was determined that the party had been to the summit, Questionnaire #2 was then employed. If the party had not been to the summit Questionnaire #1 was completed to determine the reasons for the party's not ascending to the summit.

Of the 1,580 persons or approximately 500 parties who ascended Mount Washington via the Auto Road during the period August 1st to 7th, approximately 25% were personally interviewed. The findings in this sample were projected in proportion to the Cog Railroad sample so that accurate measurements of where the overnight visitors stayed could be made.

c) Dolly Copp, Appalachian Mountain Club and Summit House Overnight Guests:

In each of the above, sample names were selected from every nth registration card for the year 1956. All Dolly Copp campers and Summit House overnight guests must and do make out registration cards. Only in the case of the Appalachian Mountain Club sample was it necessary to secure names of non-registrants. This was accomplished by taking names of hikers on the trail at Tuckerman Ravine who had not registered. The non-registrant sample was kept in proportion to the registrants sample as determined from interviewing hikers as to whether they had registered or not.

7.

Questionnaire #2

MT. WASHINGTON STUDY PROJECT
Bureau of Business Research
Boston University, College of Business Administration

1) [] []
2) [] [] []
3) [] []
4) A [] []
B [] []
C [] []
5) []
6) []
7) A []
B []
8) [] []
9) [] []
10) [] []

1 - HOW MANY PERSONS ARE THERE IN YOUR PARTY ON THIS TRIP? _____

2 - HOW MANY OF THESE PERSONS IN YOUR PARTY ARE. . . .

a) 50 years of age and older? _____
b) 40 to 49 years of age? _____
c) 30 to 39 years of age? _____
d) 20 to 29 years of age? _____
e) 15 to 19 years of age? _____
f) 14 years old and under? _____

3 - IN WHAT STATE OF THE U.S. DO YOU LIVE? _____ If Canada or other, _____

4 - a) HOW MANY DAYS DO YOU INTEND TO BE AWAY FROM HOME ON THIS TRIP? _____
b) HOW MANY OF THESE DAYS DO YOU INTEND TO STAY OVERNIGHT IN N. H. ? _____
c) HOW MANY OF THESE DAYS DO YOU INTEND TO STAY OVERNIGHT WITHIN 10 to about 15 MILES FROM HERE? _____
(NOTE: If answer to 4b is "none," omit 4c, 5, 6, 7, 8, 9, 10, and ask question #11.)

5 - DID YOU STAY IN NEW HAMPSHIRE LAST NIGHT? YES NO (circle)

6 - ARE YOU PLANNING TO STAY OVERNIGHT IN NEW HAMPSHIRE TONIGHT? YES NO

7 - a) WHICH OF THE FOLLOWING BEST DESCRIBES THE PLACE WHERE YOU STAYED LAST NIGHT?
WHICH OF THE FOLLOWING BEST DESCRIBES THE PLACE WHERE YOU PLAN TO STAY TONIGHT?

Table with 8 columns: Description, Stayed Last Night, Staying Tonight, Stayed Last Night, Staying Tonight. Rows include Motor Court of Motel, Hotel, Tourist Home, Camped Out, Friends or Relatives, Trailer, Own summer home, Own winter home.

8 - WHAT IS THE NAME OF THE CITY OR TOWN WHERE YOU STAYED LAST NIGHT? _____

9 - WHAT IS THE NAME OF THE CITY OR TOWN WHERE YOU PLAN TO STAY TONIGHT? _____

10 - IS THERE ANYTHING YOU DISLIKED ABOUT YOUR (HOTEL OR MOTEL) ACCOMODATIONS WHERE YOU STAYED LAST NIGHT? YES NO
IF YES, WHAT IS IT THAT YOU DISLIKED? _____

11 - HOW MANY IN YOUR PARTY HAVE BEEN UP TO THE TOP OF MT. WASHINGTON BEFORE TODAY? _____ ABOUT HOW LONG AGO? _____

12 - a) WHAT PLACES IN NEW HAMPSHIRE HAVE YOU ALREADY VISITED WHILE ON THIS TRIP?
b) WHAT OTHER PLACES IN NEW HAMPSHIRE DO YOU PLAN TO VISIT WHILE ON THIS TRIP?
Have Plan Have Plan Have Plan

14 - AS A VISITOR TO MOUNT WASHINGTON YOUR OPINIONS AND SUGGESTIONS ARE MOST IMPORTANT TO US. IN THESE LAST QUESTIONS, WE WOULD LIKE YOU TO HELP US FIND WHAT COULD BE DONE TO MAKE A VISIT TO MOUNT WASHINGTON MORE ENJOYABLE FOR YOU AND FUTURE VISITORS. YOUR ANSWERS ARE IMMENSELY APPRECIATED AND WILL BE HELD CONFIDENTIAL.

(Ask only "a" and "d" at Auto Road _____ Ask only "a", "b", and "c" at Cog Railway)

a) WHAT CHANGES OR IMPROVEMENTS WOULD YOU SUGGEST BE MADE AT THE TOP OF MOUNT WASHINGTON SO THAT VISITS THERE WOULD BE MORE ENJOYABLE? _____

14.
a
56 - 57

b
58 - 59

c
60 - 61

d
62 - 63

b) WHAT CHANGES OR IMPROVEMENTS WOULD YOU SUGGEST BE MADE WITH THE COG RAILWAY AND THE RIDE GOING UP THE MOUNTAIN? _____

c) WHAT CHANGES OR IMPROVEMENTS WOULD YOU SUGGEST BE MADE AT THE BASE STATION HERE AT THE BOTTOM OF THE MOUNTAIN? _____

d) WHAT CHANGES OR IMPROVEMENTS WOULD YOU SUGGEST BE MADE WITH THE AUTO RIDE ON THE WAY UP THE MOUNTAIN? _____

15 - HAVE YOU BEEN UP TO THE TOP OF ANY OTHER MOUNTAINS IN N.H. YES NO
IF YES:

15.
 Y-N
64

a) WHICH MOUNTAINS? _____

b) WHICH OF THE MOUNTAIN TOPS IN N.H. YOU VISITED HAS THE BEST SERVICES, FACILITIES, THINGS THAT HELPED MAKE YOUR STAY AT THE TOP MORE INTERESTING AND ENJOYABLE? _____

c
65 - 66

c) HOW DO THE BUILDINGS AND FACILITIES AT THE TOP OF MT. WASHINGTON COMPARE WITH THOSE AT THE OTHER SUMMITS YOU HAVE VISITED? _____

b
67 - 68

16 - (Refer back to Question #4: If respondent answered "6" or more to question 4a and "3" or less to 4c ask - WHY DON'T YOU PLAN TO STAY LONGER THAN _____ DAYS IN THE AREA AROUND MT. WASHINGTON? _____

c
69 - 70

17 - DO YOU OWN OR RENT THE HOME IN WHICH YOU LIVE? RENT OWN

16.

71 - 72

18 - YEAR AND MAKE OF AUTOMOBILE? Make: _____ Year: _____

DAY AND DATE OF INTERVIEW: Day: _____ Date: _____ Time: _____
PLACE OF INTERVIEW: _____ INTERVIEWER'S NAME & NO. _____

17.

73

18.

74 - 75

19.

76

20.

77

MT. WASHINGTON STUDY PROJECT
Boston University Bureau of Business Research
College of Business Administration

1. HAVE YOU EVER STAYED AT THE SUMMIT HOUSE BEFORE THIS PAST SUMMER?

Yes. . . . No. . . .

2. WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU REACHED THE TOP OF MT WASHINGTON ON YOUR LAST VISIT? (Please place "X" beside appropriate answer)

Hiked or walked up Rode up by Stage Coach at Auto Road. . .
Drove own car If other, please describe:
Rode up by Cog R.R. _____

3. WILL YOU PLEASE TELL US ABOUT ANYTHING YOU MAY HAVE DISLIKED ABOUT YOUR ACCOMMODATIONS AT THE SUMMIT HOUSE? _____

4. WOULD YOU RECOMMEND A STAY OVERNIGHT AT THE TOP OF MT. WASHINGTON?

Yes. . . . No. . . .

5. PLEASE TELL US WHY YOU WOULD, OR WOULD NOT, RECOMMEND AN OVERNIGHT STAY AT THE TOP OF MT. WASHINGTON. _____

MT. WASHINGTON STUDY PROJECT
 Boston University Bureau of Business Research
 College of Business Administration

1. ARE YOU A DUES-PAYING MEMBER OF THE APPALACHIAN MOUNTAIN CLUB?

Yes. . . . No. . . .

2. HAVE YOU EVER BEEN A PASSENGER ON THE MT. WASHINGTON COG RAILWAY?

Yes. . . . No. . . .

3. APPROXIMATELY HOW MANY TIMES HAVE YOU BEEN A PASSENGER ON THE MT. WASHINGTON COG RAILWAY? _____

4. APPROXIMATELY WHEN WAS THE LAST TIME YOU WERE A PASSENGER ON THE MT. WASHINGTON COG RAILWAY? _____

5. WHICH OF THE FOLLOWING HUTS AND CAMPING SHELTERS HAVE YOU USED?

- | | | | | |
|-----------------------------------|--------------------------|------------------------------|--------------------------|---------------------------|
| None | <input type="checkbox"/> | Pinkham Notch Camp | <input type="checkbox"/> | Please List Others: _____ |
| Great Gulf Shelter | <input type="checkbox"/> | Summit House | <input type="checkbox"/> | |
| Harvard Mtn. Club | <input type="checkbox"/> | Tip Top House | <input type="checkbox"/> | |
| Hermit Lake Shelter | <input type="checkbox"/> | Tuckerman Shelter | <input type="checkbox"/> | |
| Lakes of the Clouds Hut | <input type="checkbox"/> | | | |

6. WHICH OF THE FOLLOWING TRAILS HAVE YOU HIKED?

- | | | | | |
|-----------------------------|--------------------------|----------------------------|--------------------------|---------------------------|
| None | <input type="checkbox"/> | Lion Head | <input type="checkbox"/> | Please List Others: _____ |
| Alpine Garden | <input type="checkbox"/> | Nelson Crag | <input type="checkbox"/> | _____ |
| Boot Spur | <input type="checkbox"/> | Old Jackson Road | <input type="checkbox"/> | _____ |
| Camel | <input type="checkbox"/> | Raymond Path | <input type="checkbox"/> | _____ |
| Carriage Road | <input type="checkbox"/> | South Side | <input type="checkbox"/> | _____ |
| Crawford Path | <input type="checkbox"/> | Tuckerman Ravine | <input type="checkbox"/> | _____ |
| Glen Boulder | <input type="checkbox"/> | Wamsutta | <input type="checkbox"/> | _____ |
| Huntington Ravine | <input type="checkbox"/> | West Side | <input type="checkbox"/> | _____ |
| Lawn Cutoff | <input type="checkbox"/> | | | _____ |

7. ON WHICH OF THE FOLLOWING SKI TRAILS DID YOU EVER SKI?

- | | | | |
|--------------------------------------|--------------------------|---------------------------|-------|
| None | <input type="checkbox"/> | <u>Please List Others</u> | |
| Gulf of Slides Ski Trail | <input type="checkbox"/> | _____ | _____ |
| John Sherburne Ski Trail | <input type="checkbox"/> | _____ | _____ |
| Tuckerman Ravine Ski Trail | <input type="checkbox"/> | _____ | _____ |

8. WHAT IMPROVEMENTS WOULD YOU SUGGEST BE MADE IN THE FACILITIES FOR HIKERS OR SKIERS IN THE MOUNT WASHINGTON AREA THAT WOULD MAKE HIKING AND/OR SKIING MORE ENJOYABLE? (Please use reverse side if necessary.)

MT. WASHINGTON STUDY PROJECT
Boston University Bureau of Business Research
College of Business Administration

1. AT WHICH OF THE FOLLOWING PARKS AND CAMPS IN NEW HAMPSHIRE HAVE YOU EVER CAMPED OVERNIGHT? (Place "X" beside each place visited)

- State Parks
- Bear Brook
 - Crawford Notch
 - Franconia Notch
 - Lafayette Campground
 - Milan Hill
 - Monadnock
 - Moose Brook
 - Mount Sunapee
 - Pillsbury
 - White Lake
 - Belknap Mtn. Rec. Area.

- WMNF Camps
- Compton Pond
 - Cold River
 - Dolly Copp
 - Dugway
 - Oliverian
 - Passaconaway
 - Waterville
 - White Ledge
 - Wild River
 - Wildwood
 - Zealand

Please List
Other Places Below

2. IN WHAT YEAR DID YOU FIRST VISIT DOLLY COPP CAMP? _____

3. APPROXIMATELY HOW MANY TIMES HAVE YOU CAMPED AT DOLLY COPP SINCE YOUR FIRST VISIT? _____

4. APPROXIMATELY HOW MANY NIGHTS DID YOU CAMP OUT AT DOLLY COPP ON YOUR LAST VISIT THERE? _____

5. HAVE YOU EVER BEEN TO THE TOP OF MOUNT WASHINGTON? Yes . . . No . . .

6. IF YES TO QUESTION NO. 5, APPROXIMATELY HOW MANY TIMES HAVE YOU BEEN TO THE TOP OF MOUNT WASHINGTON? _____

7. IF YES TO QUESTION NO. 5, HOW DID YOU REACH THE TOP OF MOUNT WASHINGTON? (Please place "X" beside appropriate answer)

- Hiked or walked up
 - Drove own car
 - Rode up by Cog R.R.
 - Rode up by Stage Coach at Auto Road
- If other, please describe: _____

8. WHICH OF THE FOLLOWING PLACES DID YOU OR ANY MEMBER OF YOUR PARTY VISIT DURING YOUR LAST STAY AT DOLLY COPP? (Please place "X" beside each place visited)

- | | | |
|--|---|---|
| Aerial Tramway <input type="checkbox"/> | Twin Mtn. Drive-In <input type="checkbox"/> | <u>Please list other places visited</u> |
| Franconia Notch <input type="checkbox"/> | Dry River Camp <input type="checkbox"/> | _____ |
| Skimobile <input type="checkbox"/> | Zealand Camp <input type="checkbox"/> | _____ |
| Glen Ellis Falls <input type="checkbox"/> | Santa's Village <input type="checkbox"/> | _____ |
| Black Mtn. Chair Lift <input type="checkbox"/> | Fish Hatcheries <input type="checkbox"/> | _____ |
| Wildlife Exhibit <input type="checkbox"/> | Crawford Notch <input type="checkbox"/> | _____ |

9. WHILE ON YOUR LAST CAMPING TRIP IN NEW HAMPSHIRE, HOW MUCH MONEY DO YOU ESTIMATE YOU SPENT IN THE STATE OF NEW HAMPSHIRE FOR FOOD, GASOLINE, ENTERTAINMENT, ETC? _____

10. WHAT IMPROVEMENTS WOULD YOU SUGGEST BE MADE IN THE FACILITIES AT DOLLY COPP, OR ANYPLACE IN THE MOUNT WASHINGTON AREA YOU VISITED, THAT WOULD MAKE YOUR CAMPING MORE ENJOYABLE? (Please use reverse side if more space is necessary.)

THE MT. WASHINGTON
SUMMIT VISITOR

These are three persons in the average party visiting the summit of Mount Washington.



60% of parties own their home, compared to the U. S. Average of 55%

--- and ---

58% drive a 1954, 1955 or 1956 automobile compared to 44% for the United States.

* - - - *

The average Mount Washington party has visited three New Hampshire attractions before ascending to the summit and plan to visit at least two other places in New Hampshire.

* - - - *

DISTRIBUTION OF MT. WASHINGTON
VISITORS BY AGE GROUPS

		U. S. Pop.
14 and under	19.5%	26.9%
15 to 19 yrs.	4.1	7.0
20 to 29 yrs.	11.9	15.7
30 to 39 yrs.	17.7	15.1
40 to 49 yrs.	22.8	12.8
50 yrs and older	24.0	22.5
	<u>100.0%</u>	<u>100.0%</u>

* - - - *

14 OUT OF EVERY 100 PERSONS ARE ON A RETURN VISIT TO THE SUMMIT - 6 WITHIN THE PAST FIVE YEARS.

* - - - *

THE MT. WASHINGTON TOURIST MARKET IS INTERNATIONAL

Mount Washington summit visitors using the Cog Railroad come from 31 states in the United States and three foreign countries.

Six states represent two-thirds of the Mount Washington visitors:

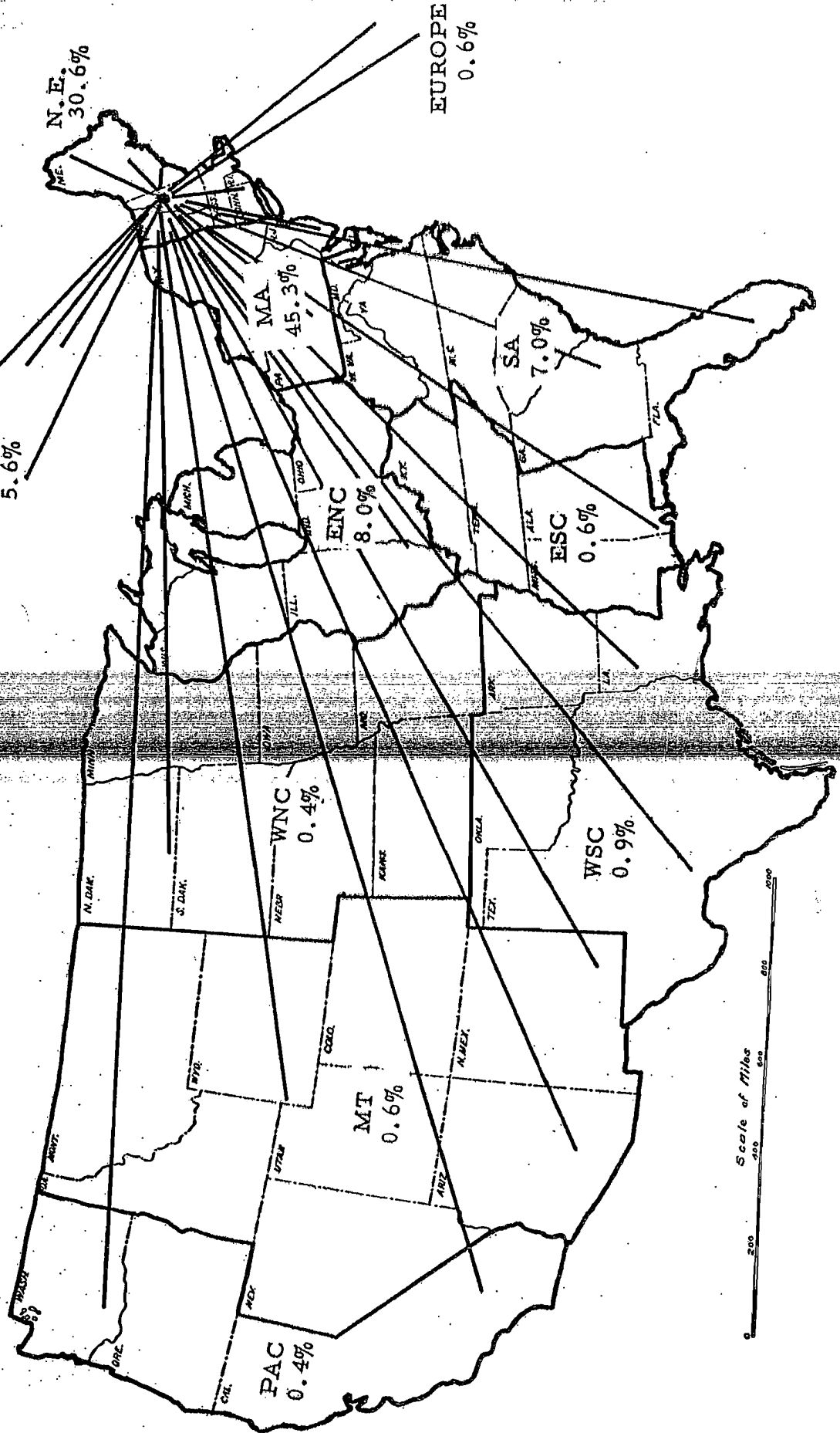
New York with 25.5% of the total, Massachusetts 16.6%, Pennsylvania, 10.9%, New Jersey 9.3%, Connecticut 6.8% and Ohio 4.4%.

Regionally, the Middle Atlantic States produce the largest group

45.3% and New England the second largest with 30.6%.

Canadians represented 5.6% of the total with England 0.4% and Austria 0.2%.

MT. WASHINGTON'S TOURIST MARKET IS INTERNATIONAL



Scale of Miles
0 200 400 600

WHERE DO MOUNT WASHINGTON SUMMIT VISITORS COME FROM?

6.2% - Foreign Countries

Canada	5.6%
England	0.4%
Austria	0.2%

30.6% - New England

Connecticut	6.8%
Maine	1.3
Massachusetts	16.6
New Hampshire	2.6
Vermont	0.9

7.0% - South Atlantic

West Virginia	0.2%
Maryland	2.0
Delaware	0.9
Virginia	0.9
No. Carolina	0.2
So. Carolina	0.6
Florida	1.3
Dist. of Columbia	0.9

45.3% - Middle Atlantic

New Jersey	9.3%
New York	25.5
Pennsylvania	10.5

0.4% - West North Central

Minnesota	0.2%
Missouri	0.2

8.0% - East North Central

Ohio	4.4%
Indiana	0.7
Illinois	0.7
Wisconsin	0.2
Michigan	2.0

0.9% - West South Central

Texas	0.7%
Louisiana	0.2

0.6% - East South Central

Mississippi	0.2%
Alabama	0.4

0.6% - Mountain States

New Mexico	0.4%
Colorado	0.2

0.4% - Pacific Coast

California	0.4%
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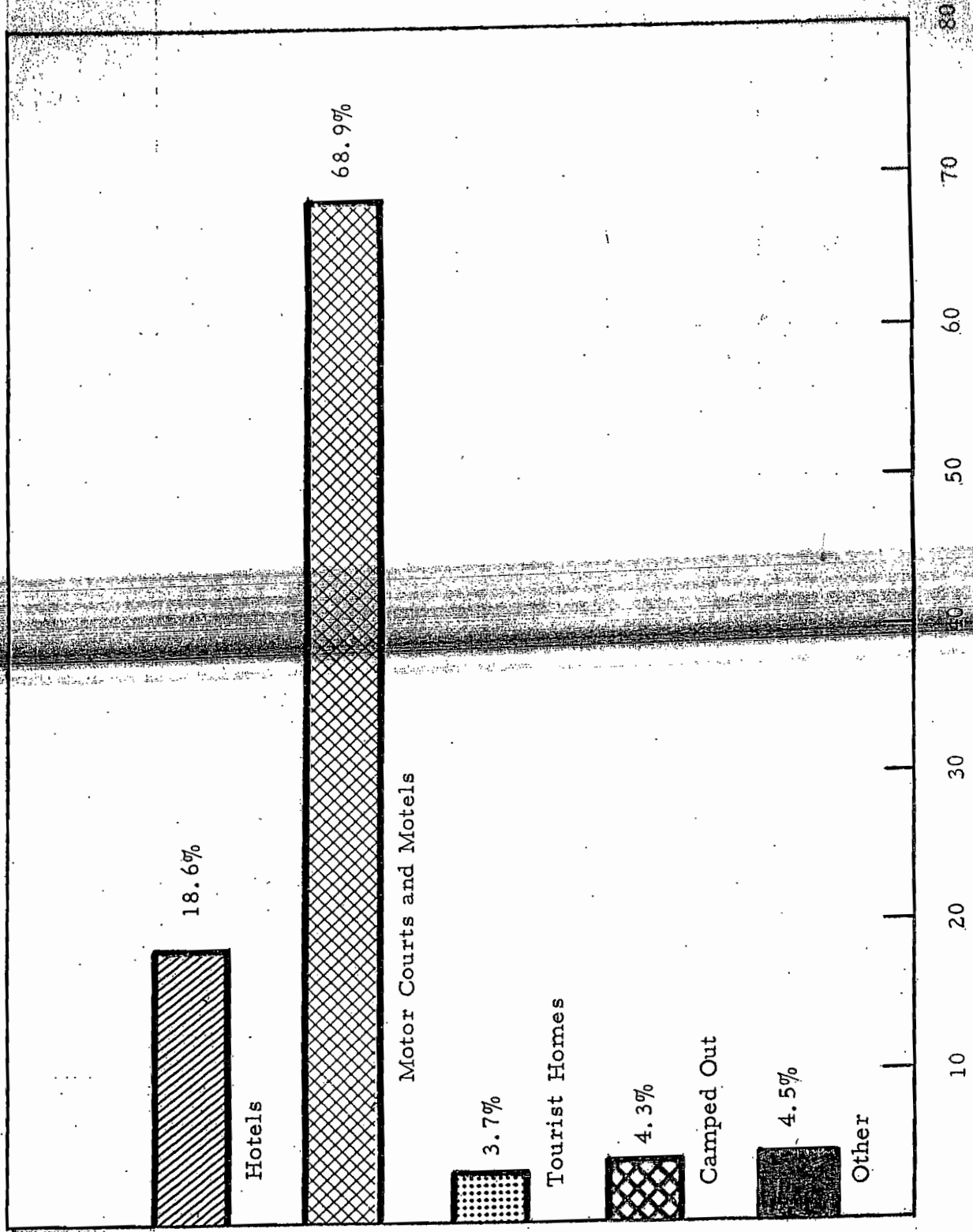
HOW LONG AND WHERE DO MOUNT WASHINGTON SUMMIT VISITORS
STAY IN NEW HAMPSHIRE?

The average Mt. Washington Summit visitor spends 8 days away from home. 93% stay at least one night in New Hampshire with the average party spending two nights in New Hampshire.

78.3% of all summit visitors spend at least one night in the Mount Washington area. 48.6% stay two and more nights in the Mount Washington area. 74.8% stay two and more nights somewhere in New Hampshire.

More overnight visitors use Motor Courts and Motels than any other type of lodging - 68.9% of the total. Hotels are patronized by 18.6% while 4.3% camp out, 3.7% stay in Tourist Homes while the remainder, 4.5%, in their own summer home, with relatives or friends, and in trailers.

TYPES OF LODGING USED BY SUMMER VISITORS WHILE IN NEW HAMPSHIRE



THE AVERAGE MT. WASHINGTON SUMMIT VISITOR
SPENDS 8 DAYS AWAY FROM HOME !

<u>Days away from home</u>	<u>Percent of Summit Visitors</u>
none	0.6%
one day	1.7
two days	7.2
three days	3.7
four days	5.7
5 to 8 days	31.3
9 to 11 days	13.1
12 to 15 days	23.0
16 to 21 days	8.5
More than 3 weeks	4.6
Don't Know	<u>0.6</u>
	100.0%

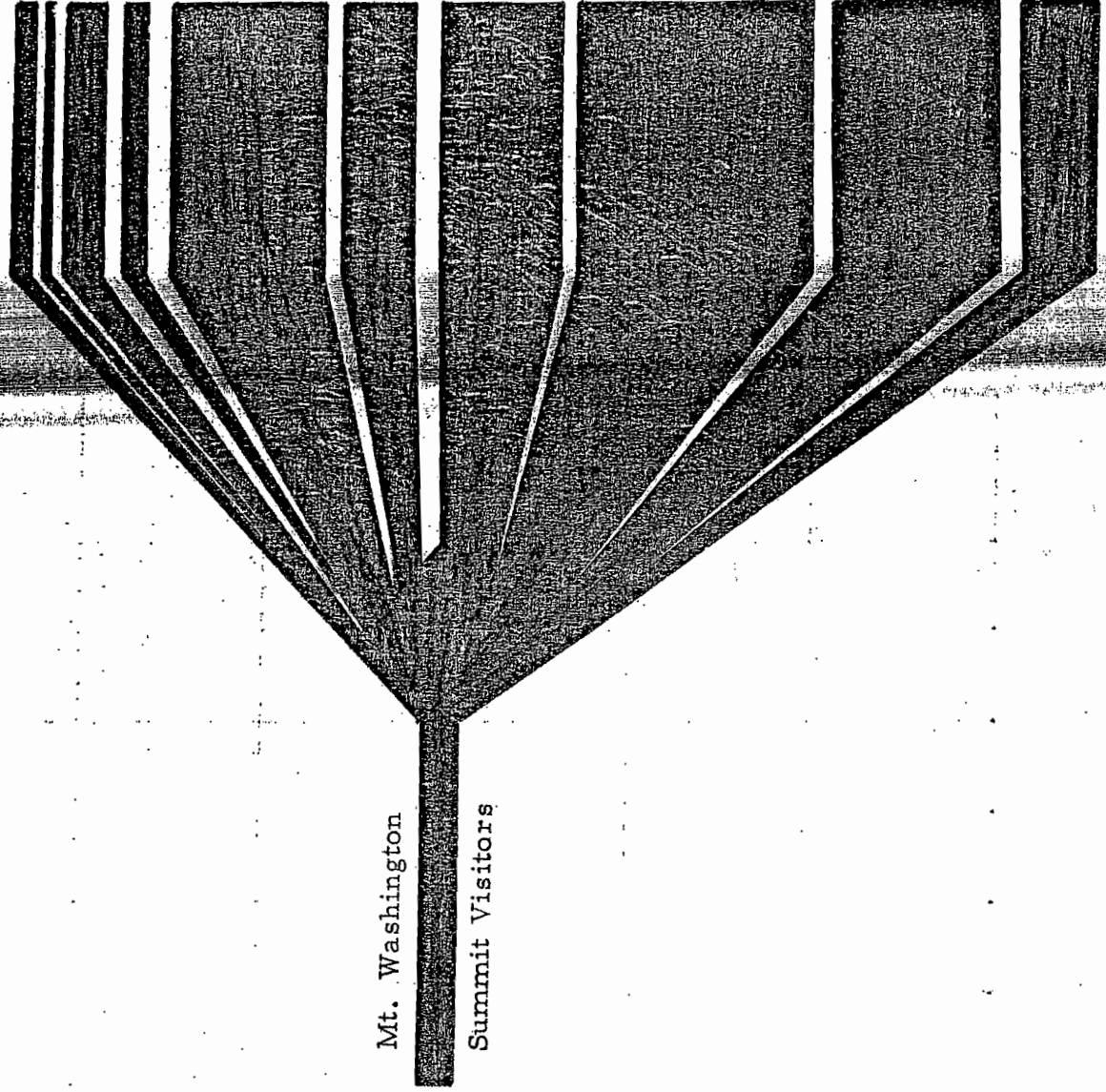
93 OUT OF 100 SUMMIT VISITORS STAY AT LEAST ONE NIGHT
IN NEW HAMPSHIRE

The average summit visitor spends 2 nights in New Hampshire and
one night in the Mount Washington area.

<u>Number of Nights</u>	<u>Stay Overnight Somewhere in N.H.</u>	<u>Stay Overnight in Mt. Washington Area</u>
None	7.6%	21.7%
One	17.6	30.7
Two	26.0	19.8
Three	13.0	5.4
Four	8.0	3.5
5 to 8	16.9	9.8
9 to 11	2.0	0.9
12 to 15	4.4	3.0
16 to 21	0.7	0.4
More than 3 weeks	1.9	0.9
Don't Know	<u>1.9</u>	<u>3.9</u>
	100.0%	100.0%

78 OUT OF 100 SUMMIT VISITORS SPEND AT LEAST ONE NIGHT
IN THE MOUNT WASHINGTON AREA !

PERCENT OF SUMMIT VISITORS STAYING IN NEW HAMPSHIRE



* undecided or don't know 1.9%

THERE ARE THREE PERSONS IN THE AVERAGE PARTY VISITING
THE SUMMIT OF MOUNT WASHINGTON

<u>Number of Persons in Party</u>	<u>Percent of Parties</u>
One	1.3%
Two	35.2
Three	15.2
Four	30.2
Five	8.3
Six	6.7
Seven	2.1
<u>Eight</u>	<u>1.0</u>
	100.0%

(Special Groups of 21, 32, 16, 19, etc. are not included in the above table.)

WHERE DO MOUNT WASHINGTON SUMMIT VISITORS STAY OVERNIGHT
IN NEW HAMPSHIRE?

The Mt. Washington Area:

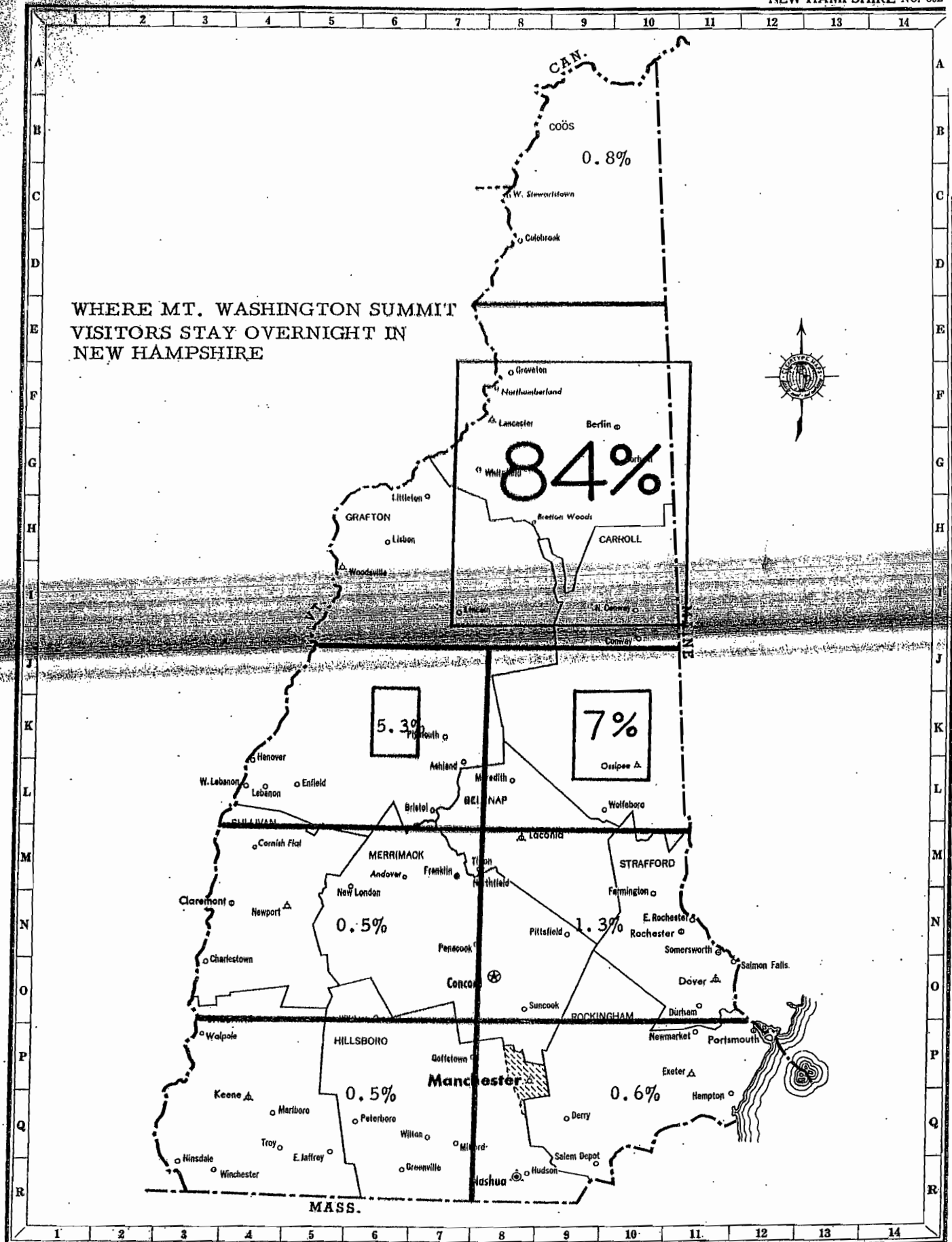
The great majority, 84% of summit visitors using either the Auto Road or Cog Railroad, stay overnight at places within approximately 35 miles of Mount Washington.

The Twin Mountain to Crawford area enjoys the largest share with 26.6%. The Intervale to Conway area accommodates the second largest at 14.9% of the total with the Route 3-Franconia Notch area third with 14.3% of the total.

~~The towns of Littleton and Gorham handle 6.2% and 6.5% respectively.~~

~~The eastern side of Mount Washington from Randolph and Berlin to Conway~~
take 33.1% of the total overnight market while the western side Lancaster-Jefferson-Whitefield-Littleton-Twin Mountain to Bartlett and Route 3 accommodate 59.8% with the Summit House 5.0% and the Base Station cabins 2.1%.

Analyzed by roadways: - Route 16 enjoys 31.3%, Route 302 accommodates 41.5%, Route 3 takes 16.1%, and, Route 2 houses 4% of the total overnight Mount Washington visitors who use either the Cog Railroad or the Auto Road to reach the summit.



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WHERE DO MOUNT WASHINGTON SUMMIT VISITORS STAY OVERNIGHT
IN NEW HAMPSHIRE?

Other Areas

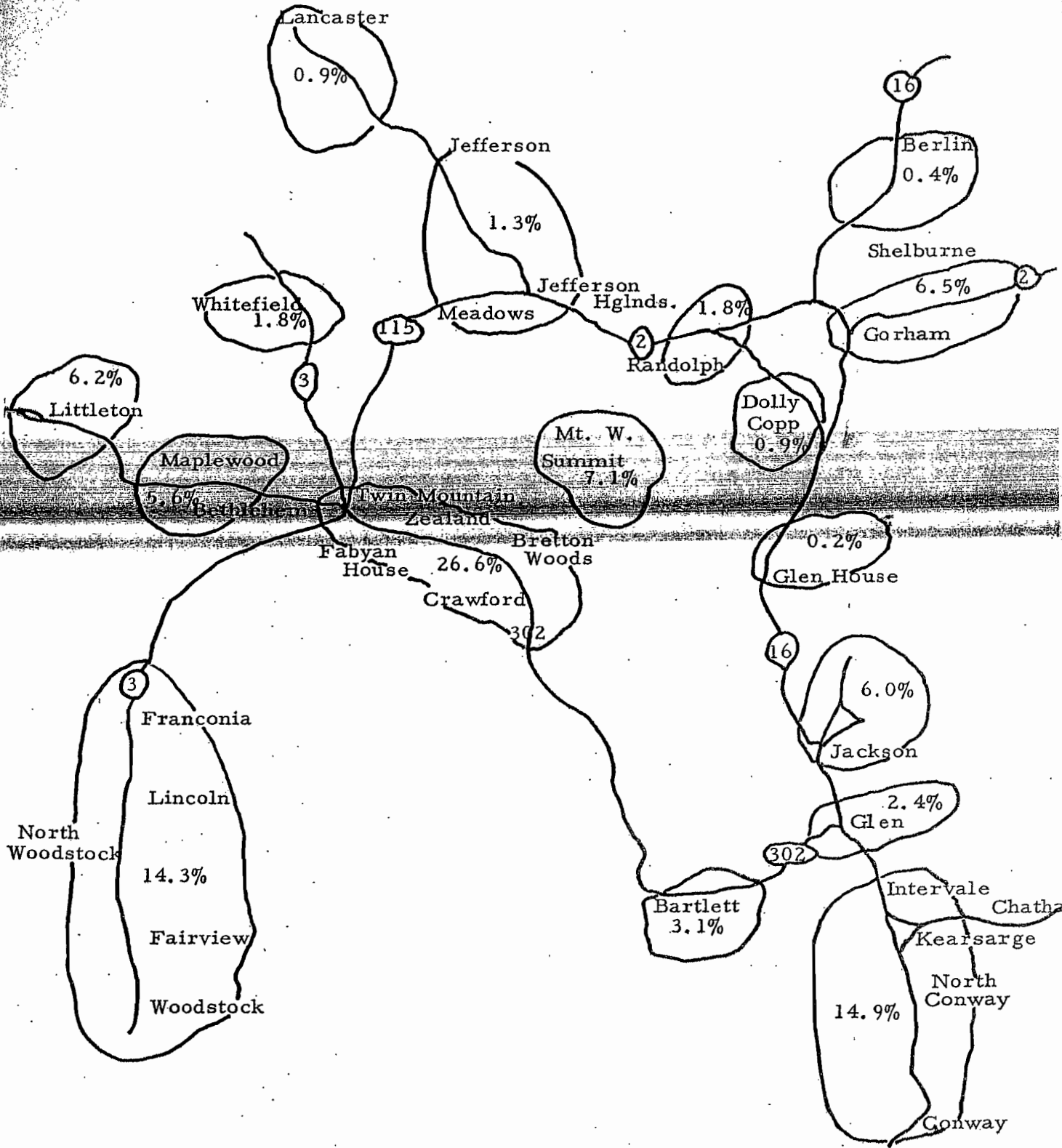
Of the remaining 16%, those who do not stay in the Mount Washington area, the Ossipee to Lake Winnepesaukee region or the Routes 16 and 109 area take 7.0% of the total overnight Mount Washington visitor market, and, the Routes 3 and 4 area from the western side of Lake Winnepesaukee to Lebanon accommodate 5.3%.

The southern counties of the state, Sullivan-Merrimac-Strafford-Rockingham-Guilford and Gheshtre accommodate 3.4% and the northernmost county, Coos 0.8%.

WHERE THE 84.0% OF SUMMIT VISITORS STAY OVERNIGHT IN THE MOUNT WASHINGTON AREA

<u>Percent Of Total Mount Washington Summit Visitors</u>	<u>Percent of Mount Washington Area</u>	<u>Area</u>
6.0%	7.1%	Summit House
4.7	5.6	Bethlehem
5.2	6.2	Maplewood-Wing Road
		Littleton
		Fairview
		Franconia
12.0	14.3	Lincoln
		North Woodstock
		Woodstock
		Bretton Woods
		Crawford
22.3	26.6	Fabyan House
		Twin Mountain
		Zealand
		Jefferson
1.1	1.3	Jefferson Highlands
		Meadows
		Starr King
		Grange
0.8	0.9	Lancaster
		Riverton
1.5	1.8	Whitefield
1.5	1.8	Randolph
0.3	0.4	Berlin
5.5	6.5	Gorham
		Shelburne
0.8	0.9	Dolly Copp
0.2	0.2	Glen House
5.0	6.0	Jackson
2.0	2.4	Glen
2.6	3.1	Bartlett
		Chatham
		Conway
12.5	14.9	Intervale
		Kearsarge
		Quint
		Redstone
<u>84.0%</u>	<u>100.0%</u>	

WHERE THE 84.0% OF SUMMIT VISITORS
STAY OVERNIGHT IN THE MOUNT WASHINGTON AREA



POINTS OF INTEREST TO MOUNT WASHINGTON SUMMIT VISITORS

The average Mount Washington party has visited 3 New Hampshire attractions before ascending to the summit via the Cog Railroad or Auto Road and plans to visit 2 other places in New Hampshire.

Their stop at the summit of Mount Washington is considered the "most impressive" of all New Hampshire points of interest they have visited.

POINTS OF INTEREST IN NEW HAMPSHIRE VISITED BY MOUNT WASHINGTON SUMMIT TOURISTS BEFORE ARRIVAL AT BASE STATION AND AUTO ROAD

(540 parties in sample)

What places in New Hampshire have you already visited while on this trip?

Of all the places you have already visited while in New Hampshire which one impressed you the most? Which impressed you the least?

<u>Points of Interest</u>	<u>Number of Mentions</u>	<u>Number Most Impressed</u>	<u>Number Least Impressed</u>
Androscoggin River	1	1	0
Belknap Mtn. Rec. Area	2		
Berlin Paper Mills	2		
Benson's Wild Animal Farm	2		
Bretton Woods Area	9	1	
Button Museum	1		
Cathedral of the Pines	3		
Chesterfield Gorge	1		
Chinook Kennels	2		
Connecticut Lakes	1		
Dixville Notch	7	1	
Fish Hatcheries	3		
Glacial Park	2		
Hampton Beach	7		
Jackson	13	1	
Mt. Adams	2		
Mt. Chicorua	2	1	
Mt. Washington	540	240	32
Morse Museum	4		
Ossipee Lake	1		
Polar Caves	39	2	7
Reptile Zoo	1		
Santa's Village	22		
Skimobile (No. Conway)	84	8	0
Squam Lake	2	1	0
<u>STATE PARKS</u>			
Bear Brook	1		
Cardigan	1		
Crawford Notch	63	3	3
Silver Cascade	3		
Wildlife Exhibit	10	1	0

POINTS OF INTEREST IN NEW HAMPSHIRE VISITED BY MOUNT
WASHINGTON SUMMIT TOURISTS BEFORE ARRIVAL AT BASE
STATION AND AUTO ROAD (Continued)

<u>Points of Interest</u>	<u>Number of Mentions</u>	<u>Number Most Impressed</u>	<u>Number Least Impressed</u>
Franconia Notch	166	12	2
Aerial Tram	127	16	2
Echo Lake	53	0	0
Flume	148	27	8
Indian Head	28	0	0
Lost River	51	7	2
Old Man	165	7	4
Pool & Basin	7	0	0
Forest Lake	1	0	0
Mt. Kearsarge	1	0	0
Monadnock	1	0	0
Pinkham Notch	19	1	0
Glen Ellis Falls	53	0	0
Silver Lake	1	0	0
Mt. Sunapee	6	2	0
Wellington	1	0	0
White Lake	1	0	0
Story Town	15	1	2
Lake Tarleton	1	0	0
Lake Winnepesaukee	90	9	5

ANALYSIS OF "MOST" AND "LEAST" IMPRESSIVE ATTRACTIONS
FOR MOUNT WASHINGTON SUMMIT VISITORS

(Attractions with samples of sufficient size to permit some reliability)

<u>Probable Error with 95% Certainty</u>	<u>Points of Interest</u>	<u>Number of Mentions</u>	<u>Percent "Most" Impressive</u>	<u>Percent "Least" Impressive</u>
+ - 4.5%	Mount Washington	540	44.4%	5.9%
+ - 15%	Polar Caves	39	3.7	13.0
+ - 5%	North Conway	84	9.5	0
+ - 5%	Crawford Notch	76	4.0	4.0
+ - 5%	Franconia Notch	166	7.2	1.2
+ - 5%	Aerial Tramway	127	12.6	1.6
	Echo Lake	53	0	0
+ - 8%	Flume	148	18.2	5.4
+ - 12%	Lost River	51	13.7	4.0
	Glen Ellis Falls	53	0	0
+ - 3.5%	Old Man of Mtns.	165	4.2	2.4
+ - 8%	Lake Winnepesaukee	90	10.0	5.6

The "Lost Potential" to the Vacation Economy
of New Hampshire and the Mount Washington Area

Out of every 100 parties visiting the Base Station 75 do NOT go to the summit of the mountain.

On Sundays 85 parties out of 100, and, on weekdays about 75 out of each 100 visiting parties leave the Base Station without visiting the Summit.

The high rate on Sundays is understandable since 72% of those who do not ride to the summit are from New England, principally one-day visitors.

However, on weekdays, most of the non-riders are from outside New England, 54%.

DID YOU RIDE THE COG RAILROAD TO THE SUMMIT TODAY?

Sample Size: 962

	<u>"Yes"</u>	<u>"No"</u>	<u>Pctge, from New England "Not" riding the Cog.R.R.</u>
Monday to Friday	29.8%	70.2%	46%
Saturday	16.9	83.1	50
Sunday	<u>14.4</u>	<u>85.6</u>	<u>71</u>
Totals for week	24.9%	75.1%	55%

The Sunday New England visitor may be very difficult to attract to the summit regardless of what improvements may be made because of the "wandering mood" and the limited time on a one-day jaunt.

But the weekday visitor, especially the non-New Englander, represents a sizeable potential not only to the Cog Railway but to the surrounding

hotels, motels, etc. A visit to the summit could stimulate many to spend a day or two in the Mount Washington Area.

Based on a projection of the sample (riders to non-riders) it is estimated that 68,000 weekday visitors, Monday to Friday, visit the Base Station during the season and do not take the Cog to the summit of Mount Washington.

In addition, some 42,000 do not ride to the summit on weekends.

Of the total 110,000 non-riders, 60,500 are from New England and 49,500 are from outside of New England.

Why don't these 110,000 Base Station visitors ride the Cog Railway to the Summit? The following reasons were offered by 718 parties responding to the question.

ANALYSIS OF REASONS WHY BASE STATION VISITORS
DO NOT RIDE THE COG RAILROAD TO THE
SUMMIT OF MT. WASHINGTON

<u>Time</u>	28.4%	<ul style="list-style-type: none"> 9.4% - Takes too long, too slow 9.5% - Not enough time on our trip 2.3% - Only here for the day 1.8% - No time today, may return 3.4% - Too late to go up today 2.0% - Have to wait too long for trail
<u>Price</u>	25.5%	<ul style="list-style-type: none"> 20.0% - Can't afford it, too expensive, going elsewhere at 1/2 the price 5.5% - Too expensive for family of 4, 5, or 6 persons
<u>Sightseers</u>	18.2%	<ul style="list-style-type: none"> 10.2% - I've been up before just showing to children, friends 5.5% - Just wandering around, brousing, sightseeing 2.5% - Going up auto road, wanted to see this side too
<u>Fear</u>	9.1%	<ul style="list-style-type: none"> 6.5% - Don't trust Cog, too dangerous, afraid 2.6% - Allergic to height
<u>Children</u>	3.2%	<ul style="list-style-type: none"> Infants , children too young, children impatient
<u>Lack of interest</u>	3.5%	Doesn't appear worth the trip.
<u>Health concern</u>	2.2%	<ul style="list-style-type: none"> 2.3% - Wife pregnant - heart trouble 0.7% - Member of party not feeling well
<u>Too Cold</u>	4.4%	Too cold on summit, not dressed for it
<u>Hikers</u>	1.2%	Hikers
<u>Miscellaneous</u>	3.5%	<ul style="list-style-type: none"> 1.1% - Too dirty looking 1.0% - Other places to see free 0.9% - Would not give reason 0.5% - Leaving now, coming back
	100.0%	

NOTE: Interviews were not conducted during rain, or when visibility of summit was poor.

If the trip to the summit of Mount Washington were speeded up and the price lowered, the volume of traffic to the summit would easily be doubled.

The price and time factors prevent 53.9%, or 59,290 visitors annually from taking the trip to the summit. Assuming that New Englanders would still not make the trip, the 26,590 from outside the region that do not reach the summit represent an important contribution to the vacation business of the Mount Washington area.

This survey, of course, could not measure the thousands of persons who never arrive at the Base Station because of the price, time, etc. factors.

The traffic to the summit could be doubled, possibly even trebled. Such an increase in traffic would justify a price reduction and the initial investment necessary to speed up service.

There should be little fear that the increased traffic to Mount Washington would result at the expense of the Aerial Tramway, Skimobile, etc. The improved attraction would mean a greater influx of New Hampshire vacationers.

These conclusions are also based on the assumption that the necessary improvements in facilities at the summit are made as listed in the "Recommendations" section of this report.

The reason for what present success the Mount Washington area and the Cog Railroad enjoys is due to the majestic drawing power of the view from

the summit. In short, the magnetic and historic attraction of the summit of Mount Washington is inadequately exploited by the New Hampshire state vacation economy.

The increased attraction of Mount Washington to visitors will not delay, deter or detract from other visitations, in fact, it will add to the pleasures derived from a New Hampshire vacation or visit.

The more outstanding attractions in the State, in fact the more intense the competition for the vacation dollar, the greater return for all the "competitors". This is a time-proven fact of our American economy.

The "Negative Attitude" of Mt. Washington Area Businessmen

"You cannot sell an idea, good or service, if you are not sold on the idea or product yourself". This adage summarizes the reaction of this analyst to the attitude and actions of the vacation business people of the routes 16, 302, 2, 3, and cities and towns in the Mount Washington Area.

The summit of Mount Washington is the focal point of the vacation economy of this area. It's potential is being neglected. The business interests, with few exceptions, advised not only the surveyor but their customers of the inadvisability of a trip to the Summit. This inn-keeper's comment typifies the attitude of most Mount Washington area businesspeople: "Why should I recommend a visit to the Summit, it's _____, it's _____ and _____, when I can send them to _____".

It is difficult to reconcile this opinion in view of these facts determined by the study:

1. 44.4% consider their visit to the Summit the most impressive feature of their New Hampshire trip.
2. Many visitors to the summit consider the "rough, uncomfortable almost primitive" conditions of the Cog Railroad and Summit facilities "Quaint", "What I expected" and "rustic"-- features of a Mount Washington visit.

The above should not be taken to indicate that the problem is psychological, non-existent or one only of a public relations nature.

There are several items that need immediate correction if the vacation economy of the Mount Washington area is to be revitalized to its proper place to the whole of the New Hampshire vacation economy.

That 13% of Mount Washington summit visitors made severe criticisms has long-range damaging repercussions not to be overlooked. Projected, this fact means that annually 5,000 summit visitors leave the Mount Washington area with negative, damaging opinions and criticisms of conditions at Mount Washington.

In time, dissatisfied vacationists and disgruntled business interests can mean repercussions of immense proportions to the vacation economy of the Mount Washington area as well as to the whole of New Hampshire.

That 44.4% consider their Mount Washington visit the "most impressive" attraction in New Hampshire should not diminish the interest of all concerned. The ominous fact remains that 13%, or 5,000 visitors annually leave this area dissatisfied.

What are the Criticisms of
Mount Washington Summit Visitors?

This question is best answered by a few excerpts from comments of parties that typify the 13% "dissatisfied" Mount Washington visitors. (A complete listing of all comments, pro and con, may be found in the appendix to this report.)

"A lot of things need improvement. There is much disorder and dirt. Dirty old pipes, cans and garbage lying around. We've heard so much about Mount Washington but we are very disappointed to find the upkeep so poor. It's a shame for such an important place to be like that. Virginia mountain tops are far superior."

"We came to see Mount Washington only...but will never return. We just wandered around, no one to guide us around the summit to make the visit meaningful. There's no decent path, observation tower or platform around the top. Nothing to do but stumble on big rocks everywhere you go."

"The Cog Railroad is completely awful. Stop the whole thing. It's shabby and unsafe."

"I expected the highest place in the East to have everything and it doesn't. The view is beautiful up there but you can't really enjoy it. Can't take pictures. Don't know what's what. There's much beauty and historic stuff but you can't enjoy it."

"I prefer the Auto Road. The Cog Railroad is crude. Tear it down. Make it smooth and modern."

"The summit house is filthy. Clean it up. There's no selection of food. No pathways, trails, observation platform. I was planning to write to the State. Make sure they know how I feel. What are those other buildings up there?"

"Would not take the train up again on a bet. The soot is terrible."

"It's expected that the outside of the buildings would be rustic, but the inside should be modern. There should be a glass enclosed observation room. There's one at the Grand Canyon! Gee, and no guide to tell you about the place."

"The lodge is ugly, noisy. Compared to Europe I thought Americans could do a better job in keeping a lodge. Beds were impossible. The rooms, pooh!"

The following tables offer a summary of visitors opinions and attitudes of the Cog Railroad and the Summit facilities and services.

It is important to note that in addition to the 13% irate, or "completely dissatisfied" visitors (9% Summit and 5% Cog including 1% both) there are many, who although expressing satisfaction offer criticism---27% about the Cog and 54% with summit facilities and services.

ANALYSIS OF VISITORS OPINIONS OF FACILITIES AND SERVICES AT SUMMIT OF MOUNT WASHINGTON

Typical Quotes of Opinions

91% - Satisfied Summit Visitors

- 2% - Complete satisfaction, High praise
 - { Couldn't be nicer
 - { Very good as is
 - { Everything was fine

- 35% - Satisfaction with no exceptions
 - { should be rugged
 - { OK, what I expected

28.7% Poor observation facilities, walking facilities; telescopes to view from; need wind shelters for photos

21.3% Poor food, dining facilities and service

10.7% Too confining; nothing to keep your interest; no guide.

54% - Satisfied but with some criticism

- 10.6% Dirty, greasy
- 6.5% Poor restrooms
- 9.0% Unattractive buildings
- 4.5% No place to sit down
- 3.2% Uninviting interior of Summit House
- 3.2% Need a better hotel
- 2.3% Not enough time at top.

9% - Dissatisfied Summit Visitors

- 9% - Service criticism complete dissatisfaction
 - { same as above

ANALYSIS OF COG RAILWAY PASSENGER ATTITUDES

95% - Satisfied Passengers

Attitudes

13% Complete satisfaction
and High Praise

An outstanding attraction
Quaint, love it
Picturesque
It is different
Outstanding
An experience
Keep as is by all means
Perfect

55% Satisfied with no
exceptions

Does job
All right
OK, for purpose
What should you expect

27% Satisfied, but with
criticism

7% - Too slow
5% - Uncomfortable
7% - Dirty
3% - Noisy
1% - High price
3% - Inadequate guide
1% - Unkempt personnel

5% - Dissatisfied Passengers

5% Severe Criticism
complete dissatisfaction

Unsafe
Dirty
Uncomfortable
Noisy
No guide
Unkempt Personnel
High Price
(each is less than 1%)

Although this analysis concentrated upon the 13% "completely dissatisfied" Mount Washington summit visitors it is important to note that 54%, although indicating satisfaction with their summit view and visit, had criticisms of the Summit and, 27% criticized the operations of the Cog Railroad.

These large proportions, although generally satisfied with their visit, expressed such criticisms that suggest a thin line exists between their satisfaction and dissatisfaction.

The development of the vacation economy of the Mount Washington area and New Hampshire cannot depend upon a large segment of visitors hovering on a thin line between satisfaction and dissatisfaction, but rather requires a large group of enthusiastic visitors bearing high praise for their Mount Washington visit.

When analyzed by the number of persons involved, the significance of this borderline group may be realized. The 54% offering criticism of the Summit represents 20,500 persons and the Cog's 27% some 10,000 persons. In all about 23,000 persons, since some criticized both the Cog Railroad and the Summit.

Including the 5,000 "completely dissatisfied" Mount Washington visitors it is estimated that more than 28,000 out of 38,000 Cog Railroad and Summit visitors annually bear some criticism of their Mount Washington visit. Yet with these large numbers bearing criticism, Mount Washington is still considered the most impressive feature of their New Hampshire visit by almost

half of those ascending the Summit via the Cog Railroad. This attests to the
regal attraction of Mount Washington and its power to overshadow complaints.

HOW MUCH MORE ATTRACTIVE AND IMPRESSIVE WOULD A MOUNT
WASHINGTON VISIT BE IF THE COMPLAINTS WERE ELIMINATED?

HOW MUCH WOULD A MORE ATTRACTIVE AND IMPRESSIVE VISIT TO
MOUNT WASHINGTON MEAN TO NEW HAMPSHIRE'S VACATION ECONOMY?

The preceding tables also reflect that severe criticism was made of the food
and dining facilities. Especial mention was made of the inefficiency and un-
sanitary handling of food by personnel on the refreshment stand in the Summit
House.

Of the persons patronizing the refreshment stand and dining room at the
Summit House more than 50% complained of various things including:

1. Inadequate dining room space
2. Very limited selection of food
3. Poor Service
4. Cold Food
5. Poor atmosphere

THE SUMMIT HOUSE OVERNIGHT GUEST

Four hundred questionnaires mailed to Summit House overnight guests selected at random from Registration Cards for the years 1951 to 1956 brought a response of 206 completed questionnaires, a return of 51%.

Tabulations indicate that 61% rode up to the summit via Cog Railroad, 6% by Stage Coach, 16% drove their own car, and 17% hiked to the summit of Mount Washington.

The magnetic attraction of an overnight stay atop Mount Washington is attested to by the fact that 21% of the 1956 overnight guests were on a return visit.

Asked the question: WOULD YOU RECOMMEND A STAY OVERNIGHT AT THE TOP OF MOUNT WASHINGTON? -- 87% of respondents answered "Yes"

and 13% answered "No". However, 16% of the respondents who recommended an overnight stay did so with critical reservations.

Statistics could certainly tell the story of opinions and attitudes of conditions at the summit, but statistics can hardly capture the impact of respondents own words. The following selection of responses to the question: PLEASE TELL US WHY YOU WOULD, OR WOULD NOT, RECOMMEND AN OVERNIGHT STAY AT THE TOP OF MOUNT WASHINGTON also reflects the reasons for some of the recommendations offered in another section of this report:

(NOTE: Signatures were not requested.)

43.
"We were disappointed because of fog. That we realize was no one's fault." - REV. & MRS. R. H. BEANE

"I do recommend it, although some improvements are necessary."
- J. DEBSKI, RAYTHEON MFG. CO.

"It is something of an unusual adventure that cannot be duplicated anywhere else. The changing weather, the winds, the grandeur of the space and scenery are inspiring. Considering the transportation of supplies problem, they really had a very nice place up there. The weather was miserable outside, but very comfortable inside."
- F. W. LUTTMAN, 5 Southview Rd., Chappaqua, New York

"I would not recommend an overnight stay at the top of Mt. Washington because the accommodations were terrible. Our room and meals were expensive for what we received. The room was old and dirty. We didn't even have a chair to sit on, or a hanger to put our clothes on. There was no private bathroom, just a public one which was far from clean. We felt miserable until we left that place. In fact it seem like an iternity before the first train came up in the morning to take us down. The other few couples we met up there felt the same as we did. In fact, I was very exhausted when we left because we couldn't sleep or be comfortable in such an atmosphere. It was very disappointing."

"I certainly would recommend staying overnight. The food was excellent, the students very polite that waited on tables and made us feel very much at home. The rooms nice and clean excellent service all the way through. We also enjoyed the cozy fireplace and TV." - MR. & MRS. FRANCIS ROGERS, 12 Heiser Ave. Trenton 10, N.J.

"I would recommend an overnight stay because of the beauty of the views, the sentimental associations of spending the night on top of New England. The food was ample and excellent, and the sleeping accommodations very comfortable. Would it be possible to arrange a showing of color slides of the Presidentials, or even a brief nature talk, similar to those in the Western National Parks?"

"As above, the quality of beds, food and service were poor. The blaring TV set until late hours (TV is not necessary on a mountain top--if necessary put it in an isolated room). The unsupervised teenage help and the resulting reluctant administering of service. Free and clean sanitation (both the men's room and the women's room). Suggestions: eliminate false advertising about the regular Cog Railway trips. If on a particular day, there are not sufficient passengers, the number of the trips are cut. Use the Cog Railway or trucks to haul comfortable bedding and good quality food to the Summit. If not, then reduce your prices. P.S. I had seriously considered writing a formal note to the management concerning the aforementioned complaints. I sincerely hope that your survey will be of value because I am a former resident of New Hampshire." - E.R. RIEBLING
Box 131, Niagara Falls, New York

114
"We would recommend an overnight stay to anyone who loved the outdoors not to the kind of people who go to night clubs. We are planning to have our grandchildren ages 12 and 7 to stay at the Summit House with us next summer. The thrill of riding up to the clouds through the vistas of the mountain, and seeing the clouds blown away and disclosing the glorious vista from the top, is an experience we will never forget." - W.R. & P.A. COLEY

"Because the ride up is fun and the idea of sleeping at the height is exciting. However, travellers today get so much luxury and modernity that the contrast is noticeable. A little refurbishing and I could recommend the Summit House to fussy people as well as to more rugged characters." - LESTER LEBER, 169 Brite Ave. Scarsdale, N.Y.

"We would not recommend a stay overnight for this reason: After the sunset (which is a must just for this alone) there is absolutely nothing else to do other than go to bed. Television is not too enjoyable for you can't get all the channels. The place is so darn cold that you can't walk around for awhile. So, a stay just for the sunset is about all we would recommend. The Summit House is too dismal to spend the night."

--MS

"Exceptional area hiking facilities. Recommend Summit House maintain stocks of playing cards, books, backgammon, checkers, etc. for overnight guests. Other than TV, which my wife and I dislike, you had no other amusements. Why not a stock of 25¢-35¢ pocket books on sale evenings!" - WH. MILTON, 219 Green St., Schenectady, N.Y.

"We were very impressed with the meals and the service of our waiter. After being taken to our room, we were wondering if the food would be as bad as the rooms. We truly were sorry that we had paid in advance. However, the two meals we did have, were surprisingly good. We would also suggest games or some form of preoccupation for guests in evening--and improvement of surroundings outside the building, which in itself is quite an eyesore." - DAN DIAMONT, 1360 Apple Lane, East Mea. N.Y.

"I would recommend a stay; because of the thrill, the suspense, the alarming feeling of being lost in the clouds. The thrill: because of the road. The suspense: because of the uncertainty of what's ahead. The lost feeling: because of the fog surrounding the top."

-MR. & MRS. JULIUS COOPER, 483 Leslie St. Newark, NJ

"Yes, I would recommend an overnight visit. The sunrise is a sight I don't think you would ever want to miss, and probably never would see again anywhere else. However, may I suggest that some music be added in the evening. Like a piano, radio or television. Or some inside games like ping pong, shuffle board or the like. There is absolutely nothing at all to do all evening after you get up there. A colored movie set up of Mt. Washington and the activities such as skiing, sledding, hiking, etc. makes an enjoyable evening. I saw this done at a Penn. Mt. resort. May I add that the food was very very good."

"Mt. Washington in itself is beautiful and the chances of a sunset or sunrise are part of the fun. Would only recommend the Summit House to certain people. The boys up there are wonderful and friendly but do have to "blare" the television at night. Not everyone is willing to accept the haphazard way the quarters are kept, meaning the lounge and area around outside. No better people can be found than those who are willing to spend summers on top of Mt. Washington. Certainly more help and better supervision is needed for them. Food good! Sunrise superb! A little more pride in the place would help."

"We would recommend an overnight stay. It is one place you can escape commercialized spots that are famous. There was no overcrowding of guests. There was spaciousness in the building--and of course, spectacular spaciousness outside! The quick changing atmosphere was challenging--from sun to fog to sun again in almost minutes. The sunrise is an experience never-to-be-forgotten. It sobers one's thinking. Man is so small! There is surely a Power beyond our puny wisdom and physical strength. The food was good--and enough of it. The rooms were cozily warm early in the morning."

"Miserable food. Accommodations very poor, not even one hook to hang your clothes on or an ashtray in room. One hardly expects the best on the top of a mountain, but at least they could have one hook, one ash tray and cleanliness." - MR. & MRS. E. A. HELLER, Jr.

"We were treated exceptionally well by the hotel staff, especially the young man at the desk, who also floated around conversing with all the guests. We particularly noted that we were not treated as "tourists", as we were elsewhere all during our vacation. Our Stay at Mt. Washington was the most enjoyed of all our two weeks vacation. We are looking forward to visiting you next year. Hope you don't change too much, such as "modernizing"." - W. HALLOCK, Staten Island, N. Y.

"We had read and planned for about fifteen years to make this trip, our first, to New England. Adn the Cog Railroad was early in our plans, and then we decided to stay at the top. The accommodations were clean and comfortable and all we would expect at such a location. Being a combined price for room and meals I wondered what the meals would be. They were above our expectations. Yet I think it was perhaps the uniqueness of the experience that appealed to us. Then one has to stay someplace and the combination cog railroad ride and the overnight stay made an excellent combination. And the prices are not too enhorbitant." - MILTON THOMAS, Clintonville, Pa.

"View is exceptional. Only mountain I have been to the top of where one can stay overnight without camping out. Accommodations are reasonably good now but only recommend short stay now--better accommodations would suggest a week's stay. Would also suggest large windows to see the view from inside. Think the State of New Hampshire has wonderful tourist attraction but not many people know about staying up at the Summit House."

"I have hiked to the summit of Mt. Washington every summer just about for the last eight years. I enjoy the hike, and I have met many very interesting people on the trails, in the huts, and at the Summit House. For these reasons I would recommend staying overnight. On the other hand, the weather is frequently very bad on the summit, making it less enjoyable staying on top. On one or two occasions, the food was mediocre (after hiking, a person wants a good meal.) I must say that I preferred the days before television, when at times someone would play the piano, and all those at the Summit House, or at least many, would gather around the piano and sing. Television has destroyed this not only at the Summit House, but in private homes throughout the country."

"I think this is an unforgettable experience. After the last Cog departs, the setting sun, the closing in of the cool night when it's hot in the valley--the arising to watch the sunrise--the plain but good food served by well-trained young people--the hiking around the rocks and trails--the visit to the weather bureau. I would suggest that some one from the weather bureau come to the Summit House and show movies of their work. Also a naturalist tell about animals, flowers etc. of the White Mountains. We had TV which was very clear--and we were very sleepy after a strenuous day, so we didn't miss being entertained. The beds were good and we slept soundly."

"Wonderful stage for soul searching and taking a complete personal inventory--and one can exert one's self to one's limit."

"During the last few years we have traveled through a good many of the states of the United States. We have visited Yellowstone National Park, Yosemite, Rocky Mountains, Zion, Little Bighorn, Grand Canyon, Roosevelt Dam, Denver Colorado, Pikes Peak, The Everglades, Calisbad Caverns and a few others. There is no place in New England that I would rather go to make a one-night trip from here than to stay overnight at the summit of Mt. Washington and see the sunrise on a nice morning." - MR. & MRS. EARL C. KIMBALL, 182 Central St. Norwich, Conn.

"It depends on the type of person. I am used to roughing it but for somebody who likes comfort I don't think it would be very recommendable. When I was up there, there was a wind velocity of 70 miles an hour and as it was the shutters kept on rattling all night so that I didn't sleep a wink. I have slept in hotels on swiss mountains and never experienced the like. The hike down early in the morning was the most rewarding experience of the trip."

"I would definitely recommend an overnight stay. I would like it to be just as it is. I thought it was the bleakest, remotest, loneliest spot I ever visited, yet somehow it was exhilarating, and wild. I could hear the wind howling all night, yet it was warm and comfortable inside. It was an experience I shall always remember. The sleeping accommodations were immaculate, comfortable, and the rooms were warm. The food too was very good."

"There is nothing there to do after you have had your dinner. After you have seen the view, you have seen all. A person may as well come right back down as stay up there and waste an evening. If you expect people to want to go back you must first make the place more attractive and then provide some amusement after dark."

- C. H. Neuf

"In my opinion the summit of Mt. Washington is one of the remarkable places of the United States. I have been there in all kinds of weather and to catch a clear day with sunset, clouds over the valley and sunrise is an unforgettable experience. To have a hotel of any kind there is remarkable. I cannot recommend the low-grade souvenir merchandise. I would prefer a higher grade material of more significance to the area, but of course, people's tastes differ. And the main thing is to have the facility maintained."

"The greatest draw back to going to the summit of Mt. Washington is the disgraceful condition of the Cog Railway. My husband, an engineer and no alarmist, breathed a sigh of relief when we reached the bottom and the train had not fallen apart as it threatened to do. Although the trip up on the railway is very beautiful and the mode of transportation novel, we certainly won't go again until it has been completely overhauled." - MRS. JOHN F. TAPLIN, 15 Sewall St., West Newton, Mass.

"Because it is run by amateurs from Dartmouth who have gradually run it into the ground. What could easily be a dream spot for lovers of the outdoors is, under Dartmouth-boy management, a cold, crude and depressing spot--all right for campers I suppose but unsuitable for adults. I consider the mismanagement of one fine old Summit House a New England tragedy. Can't anything be done to rescue it? Dartmouth boys just don't have the savoy" - DONALD MACCAMPBELL, 214 Hubbard, Stamford, Ct.

Must have been a Harvard man!

SARVY

"I think a stay overnight is most interesting--to be able to watch the sunset and rise. If the accommodations were improved somewhat, I believe more people would take advantage of an overnight stay, especially during clear weather when many photographs can be taken at different times of the day." - HELEN WILL

savoy - a cabbage of a sort having upright heads and wrinkled and curled leaves.

savvy - no such word.

savvy - perversion of the Spanish word "saber" meaning to know"

"Found Food excellent and the manager did his utmost to make our stay enjoyable. I can appreciate his job of having a Grand Central for 12 hours a day and just a few hours for his guests. We did like the sunrise bell so keep it ringing. A movie of winter conditions might be interesting to show the guests in the evening."

"Poor service, the whole place is not kept clean. Poor morale on part of all employees. Bad attitude is shown guests. These make a stay unpleasant."

"I heartily recommend a visit here. The experience of a full moon--gorgeous sunsets and sunrises alone justify the effort. One idea occurs to me--evening programs put on by the Weather Bureau.... Applachian Mt. Club personnel, etc. similar to the work done in Western National Parks might make evenings enjoyable for visitors."

- W. W. BOIS, Walpole, Mass.

"It's different, It's high, It's relaxing, It's cool, It's exhilarating."

"I would highly recommend an overnight stay to anyone with a spirit of adventure and the desire for new experiences. The hospitality was excellent, the opportunity to learn was something new was there for the asking, the food was good and the informal fun and fellowship after the "tourists" had left was very enjoyable and like one big happy family. Of course, there are always the few who expect super deluxe accommodations and service wherever they go, but we think you have done very well with the conditions you have to face. We have often spoken of the delightful experience we have shared with you and hope to return again sometime. Just this week my husband showed slides of our trip to a large group and recommended the trip highly."

"My reasons are obviously those outlined in question 3. In addition, the ride up the mountain by Cog railway was very dirty--smoke from the engine blew in our face the entire time and we were filthy when we arrived. To cap off the outing, the weather was foggy and disagreeable and we had no view at all. Inadequate double bed--poor springs. Illumination provided by single overhead light bulb in center of room. Toilet and tub facilities at end of hall. Cheerless, gloomy air about the place."

ANALYSIS OF APPALACHIAN MOUNTAIN CLUB
Members, Visitors & Hikers
AT PINKHAM NOTCH

This analysis is based on a sampling of registered and non-registered 1956 visitors of the AMC Hut at Pinkham Notch, as well as dues-paying members of the AMC.

Names of non-registrants were secured from hikers on the trails.

Five hundred questionnaires were mailed with a response of 210 completed questionnaires for a 42% return.

Of this sample only 8% rode the Cog Railway in 1956, with 31% having used the Cog Railway at one time or another over the last 20 years.

Because of the nature of AMC activities it seems unlikely that more Cog Railway riders can be promoted from this group.

66% of this sample have used the various ski trails about Mount Washington.

The Tuckerman Ravine Ski Trail was used by 55%, John Sherburne by 53% and Gulf of Slides by 24%.

Skiers and hikers expressed very strong, emphatic rejections of the idea of "commercializing" Mount Washington's ski trails with tows, lifts or other devices or other attractions for tourists and novice skiers.

Mixed reactions were offered about the Wildcat Mountain proposed ski development with most respondents in opposition.

Most hikers and skiers are intensely concerned over the possibility that the "natural" setting of Mount Washington might be disturbed.

The comments of 108 hikers and skiers in response to the query: **WHAT IMPROVEMENTS WOULD YOU SUGGEST BE MADE IN THE FACILITIES FOR HIKERS AND SKIERS IN THE MOUNT WASHINGTON AREA THAT WOULD MAKE HIKING AND/OR SKIING MORE ENJOYABLE?** are not tabulated so that the reader may appreciate the deep interest that nature lovers have for their "paradise". Some specific suggestions are offered that deserve consideration.

These unabridged responses that follow need careful consideration before any "development" projects are considered for Mount Washington. It should be borne in mind that "true natural settings" are as important as the "commercial attractions" in New Hampshire's vacation economy.

These strong expressions of hikers and skiers signal the possible dangers from over-exploitation of the natural and rugged beauty of a vacationland.

"None whatsoever! Please leave it as it is. The closer it is to its natural state, the better. Above all, NO SKI LIFTS! Spring skiing would never be the same if a lift was installed in Tuckerman's Ravine."

"None. Accommodations and trails are very good."

"Opening up of Wildcat Mountain with chair lift and complete camping facilities close by Pinkham Notch Camp. (Dolly Copp is a long way without a car.)"

"None. Leave Mt. Washington for the hiker and skier who is willing to climb. DO not add anything more on top. Definitely no ski tow to Tuckerman's. The season there is only April 15 to May 30 and too many people will injure themselves on the difficult terrain. I have no objections to a tow in the Wildcat area if it can run from Dec. 15-April 15 or thereabouts. But leave Mt. Washington itself alone!"

"Most enjoyable stay at both of the above huts."

"Make headwall practicable for medium skiers also. Improve Tuckerman shelter to overnight facilities."

"The installation of drying facilities in the different huts; wet clothes are a common problem in these parts."

"It is wonderful just as it is."

"Facilities for hikers and skiers are excellent. Mt. Washington is becoming too commercialized. The amount of activity on the peak during the summer months makes it unpleasant for hikers. Any more construction in that area will mar the beauty of the mountains."

"Am well-pleased with the area as it is. Widening of Gulf of Slides Trail would improve skiing there. I hope there will NEVER be a lift up Mt. Washington."

"Try to instill respect among skiers by what is available--reduce indiscriminate cutting and discarding trash."

"There is nothing I can suggest to improve the area except a better marking of the Tuckerman Trail in spring. The facilities as a whole are more than satisfactory, and for one, enjoy them very much as they are."

"Improve the washing facilities at Pinkham Notch Camp. Preserve Mt. Washington for skiers and hikers which are willing to use their own two legs."

"The snow conditions at Pinkham Notch are continuously better than many other New Hampshire ski areas. I imagine the attitude is the primary factor. Perhaps a development with ski lifts in the area of the Sherburne Trail would entice skiers to come into the area."

"Absolutely none, particularly no skiing improvements on Mt. Washington."

"I am in favor of the proposed ski lift on Wildcat Mt."

"Hikers - fine as is. Skiers-aerial tramway on Wildcat."

"None whatsoever! Sincerely think that if an uphill lift is established in the winter on Mt. Washington there would be a number of deaths there annually and eventually the whole mountain would have to be closed in the winter."

"Most important, I believe, is grading and good, fast-moving footways on certain "through trails" (i. e., westside)--leaving other trails in as near natural state as possible. Then a person desiring to move from one place to another say Pinkham to Lakes, or vice versa, could be assured of a trail on which he could run if need be--rather than pick his way from rock to rock. (In this specific instance it would imply a considerable improvement of the footway on the Tuckerman Crossover.) I also believe the summit facilities for hikers could be improved, taking the strain off the Lakes Hut during "campers" season in August."

"More adequate and comfortable lodging facilities at the Pinkham Notch Camp."

"Continuing preservation of the natural setting by discouraging installation of ski tows, refreshment stands or other aspects of civilization."

"Eliminate bad spots on Sherburne such as Windy corner and first downhill turn. Improve cleanliness and bathing facilities at Pinkham Notch Camp. Brush out trail from floor of Headwall to Sherburne."

"Everything connected with this area such as trails, cabins, etc. are in excellent condition--Feel there will be more skiing in the area if a lift were installed somewhere."

"Like it fine as it is."

"My wife would go if there a tow for skiing."

"Mt. Washington has more "improvements" than necessary already. Perhaps some road-side parking spots at the start of hiking trails are needed."

"Adequately clear a ski trail from the Tuckerman Ravine shelter up to the Little Headwall (with bridges over the brook) and from the top of the Little Headwall into the floor of Tuckerman Ravine."

"None."

"Build a lift. This is only skiable area for three months of the year."

"A lift in the snow areas wouldn't ruin this vast area for non-skiers. It would improve it!!!"

"Don't improve it. Leave it as it is for the real hikers. There are plenty of ski tows nearby for those who want them."

"I think that these are the best maintained and marked trails in New England."

"I feel that the facilities available are sufficient for the enjoyment of hiking and skiing, and further improvement would spoil this wonderful and most beautiful down to earth region which today is becoming alarming rare."

"Facilities are excellent. In order to maintain the natural beauty of the area, I would avoid building it up any further."

"I would suggest that hiking trails be better marked."

"A shelter in the Gulf of Slides."

"We found the accommodations, the food, the hospitality all one could ask for."

"Let's keep Tuckerman Ravine Trail free from such refuse as papers, beer cans, etc.--particularly the ravine itself."

"Better or more durable signs and trail markers."

"A ski trail from the "Howard Johnson" of Tuckerman's Ravine to parking lot of Dodges. Better to ski down than walk. A cable device, or snow tractor, etc. that would carry skis from parking lot to the Ravine for a nominal fee."

"Leave it as it is!"

"A lift on the Wildcat."

"I am quite pleased with things as they are. If only the area is not spoiled for hikers by the addition of too many tourist accommodations."

"For skiers, establish a "cat" service up to "Howard Johnson".

"For skiers, up hill lifts."

"Let's keep it as it is."

"Less improvements--and I'm not being facetious!!"

"Tows or lifts would make skiing earlier but would crowd slopes and spoil atmosphere. Mt. Washington is for adept skiers only, with the exception of the Sherburne Trail."

"Conditions are good as they now are."

"Perfectly satisfied as is."

"Keeping trails faces from wind and deadfall."

"Some facility to omit the hike to the ski area."

"Hiking: trail signs in and above timber line be checked for accuracy of direction and legibility following spring thaw. --trails crossing brooks should be made very obvious--the summit of Mt. Washington, New England's crowning glory, is a filthy mess. There is no reason why the clutter and mess could not be removed so that the summit would be an attractive spot. Between the D. O. C. and the Army engineers something could be done there. Skiing: Something be done to keep the sleeping areas dry in the Tuckerman Shelter. Fireplaces built with chimneys high enough to keep smoke out of the shelter but close enough so that cooking can be done in foul weather. Never, no never, ever build a lift in this area---just scout up more "swampys"."

"Could build more lean-to shelters."

"On all trails mentioned above I noticed that markers were a little too far apart, but the trails themselves I found well maintained. For example, the Glen Boulder Trail should be marked more closely over the first 1 1/4 mile, which would be a great help in foggy weather. This I found to be the only disadvantage on the many most enjoyable hikes I took."

"Cleaning the top off and keeping it for hikers instead of tourists. This is highly impractical of course, but many hikers enjoy the trails on the mountain but stay away from the "city" of Mt. Washington. I would like to suggest, however, that the Forest Service and the A.M.C. synchronize the distances on their signs in the area."

"The proposed trails and new lift on Wildcat will be a great asset and a much needed addition for the skiing in the area."

"I felt that the accommodations at the Joe Dodges and the arrangements at the Ravine for camping were excellent. My only trip to Mount Washington were for skiing---twice."

"Cheap maps showing approximate locations of trails and cabins."

"Novice ski trail in addition to lower Gulf of Slides. Clean up the Summit."

"I would suggest a few more signs on the pack trails to Madison and Galehead huts. I worked for Joe Dodge while I was at the above-mentioned huts."

"I only ski at Mt. Washington and am an active member of the Volunteer Ski Patrol. A First Aid Cache is desirable half way up Hillman's Highway. It would be very helpful if the Fire Trail were driveable by weasel through June for injured skiers to avoid carrying stretcher 2 1/4 miles. There seems no hope of better conveyance from the Ravine itself to Tuckerman's shelter. I am opposed to any other real changes for skiing, for the uphill climb limits the participants and avoids getting bunnies into a bad area for them. In favor of proposed Wildcat Development. N.H. is far behind Vermont in good facilities of a challenging nature."

"I like things as they are; although I don't object if Wildcat Mountain is opened up for a ski area."

"Better heating provision especially at Lakes of the Clouds hut."

"Put a lift on the Wildcat and make a big development out of it-- Leave the other side (Washington) for the intrepid."

"Do not ski. No comment as for the rest just leave it to nature and keep the trails open and well marked."

"In my opinion the huts, shelters, and trails for hikers are excellent. I feel that there are plenty of highly commercialized ski areas therefore the Mt. Washington area should not be overdeveloped."

"In general I have found the trails in good condition and the accommodations at the huts always good. I have climbed in the White Mountains for about 18 years, off and on and for the past two years my wife and I have spent our vacations in the mountains, using the trails and huts, and have very much enjoyed ourselves. I can, at the present, find nothing that could be improved. The conditions at the huts vary with the age of the hut and the crew that runs it. I would recommend maintaining the huts in good condition as they are and not making an tourist attraction of them. We plan on spending our next year's vacation at the huts."

"Just a wee bit more sunshine--then everything will be top-notch!"

"Keep it the way it is and it will be all right with me."

"Please, no lift on Mt. Washington itself!"

"Leave it as it is."

"Lift facilities, if at all possible, would allow more skiing time and less time involved in hiking. This of course is from the skiers point of view."

"Don't do anything! The skiing is good, but it's too crowded now."

"A lift to the Ravine, lift on east side of Summit."

"The Mt. Washington Summit is cluttered up with far too many buildings and gadgets, it could be the most scenic spot in New England and every year it looks more like Coney Island. The AMC trails are fine and all of the huts are excellent--they compare very well with similar places in Europe; the food and the bunks are better than what you find at high Alpine huts. May I suggest a stricter "No Smoking" rule at the bunkrooms. Summer camps on their outings are sometimes quite noisy at the huts."

"Erect a few more shelters in choice locations. Otherwise, keep the improvements the hell out of the area. Its attraction lies in its relatively unspoiled setting."

"I think it is very good the way it is and I think the walking is the best part."

"None, I feel that it would modernize the mountains too much. Remove the new Edmont Col Shelter."

"I would suggest installing a chair lift from Pinkham Notch to the Tuckerman Ravine Shelter and opening new trails down the mountain. Install better markers on the Lion Head specially for winter use."

"With regard to 'improvements' on Mt. Washington, I am an unashamed reactionary. There is certainly no need for new hiking trails, but of course help on their maintenance and marking is always welcome. There seem to be adequate huts and shelters; there is some crowding in August at Lakes of the Clouds, but larger facilities are probably not economic. As for skiing, an additional trail or two, as into Huntington, would be useful. But above all, no tows or lifts on Mt. Washington! There ought to be one place where one may ski without being overrun by hordes of lift-borne snowbunnies. The proposed Wildcat lift is bad enough in increasing congestion at Pinkham. But easier access (that is transportation other than on one's own feet) on Mt. Washington itself would destroy the finest place in New England for skiing with a real feeling of accomplishment. ~~With the multitude of lift and tow slopes, surely there can be one place kept for those who are willing to climb.~~"

"More huts of the Harvard Hut type for spring skiers. Trails be re-marked so as to be legible. "Windy-Corner" be eliminated on Shelburne Ski Trail. Some kind of hut facilities near the base of Tuckerman's Ravine for spring skiers."

"A shelter for skiers and hikers up in the Gulf of Slides. (I hope that no tramway will be built in Pinkham Notch)."

"I feel that the present facilities are very adequate for the hiker, and the skier in the Mount Washington area. With the proposed Wildcat Mt. Corporation soon to be in operation. I feel that skiing facilities for the "tow" skier will be a great asset to the Mt. Washington area. I am very thankful that the proposed ski lift is being located across from Mt. Washington and not in Tuckerman's Ravine. I would hate to see the Tuckerman's Area receive such use. With the lift in mind, I believe that it will be in the greatest public good to have such facilities available for the fullest enjoyment of this recreational activity, but the facilities should be located as they are so they don't interfere with the present, unspoiled area on the west side of Route 16 or eastern side of the Presidential Range. It is my intention to endorse the present facilities and also to endorse the Wildcat ski lift operation as it has been presented in the present form. I hope the Mt. Washington Area in the Pinkham Notch sector does not become another Franconia Notch."

"Keep the darn "goofers" out."

"None--there has been some comments by various individuals that a ski tow be installed. However I feel that there are enough tow areas without commercializing this area."

"Just be sure never to allow a ski tow into Tuckerman's."

"I have been quite satisfied with them as they are and think it would be unfortunate to turn this area into just another highly commercialized resort area. From the point of view of the hiker, I think it is unfortunate that it has been necessary to have so extensive and unsightly a building program on top of Mt. Washington."

"Everything is just fine as is!"

"Facilities very adequate. Let's not commercialize the area too much."

"Improvement of some of the trail bridges over creeks, which are not usable when water level rises, i. e., on Wildcat Ridge trail. A minimum of other improvements, particularly ski-wise, in order to preserve the one place in the Eastern U.S. which is not completely over-run by novices in ski season, and to preserve the snow cover. I do not believe that the Mt. Washington side should be developed, since no one who is unwilling to hike up belongs in Tuckerman's. As to the Wildcat side, my opposition would be based on two factors...~~the coming of a lift will make the Wildcat trail too heavily skied to hold its snow and it will result in such demand for accommodations at Pinkham Notch Camp that the average hiker or skier who can now "drop in" will not be able to do so without long-range prior arrangements.~~ I wish to congratulate AMC or whoever else is sponsoring this survey, on the idea of doing such a job."

"I am afraid that the summit of Washington has been built up so far and so fast that the trend can never be reversed, but that would certainly be an improvement. I view with some regret the plans of my good friends Macomber, Nordblom, and Dodge to develop Wildcat, but I also suppose that this, too, was inevitable. I hope, however, that what facilities are developed there are kept as separate from Pinkham itself: parking lots, warming huts, ski rental, refreshment stands, etc. The parking at Pinkham summer and winter has already been stretched to the limit. And please no tow into the Ravine---ever. I regret that my comments have to be so negative."

"None. Additional improvements would make the area more crowded. However, I would like to see Route 16 improved in order to make the area more accessible from Massachusetts."

"Install a lift."

58.
"I would like to see a warming hut in Tuckerman's Ravine, in case of rain or very cold weather, otherwise I like it just the way it is."

"Improvement at those hiking trails which have been severely eroded (i. e. Tuckerman Fire Trail) marking of safe and unsafe water in the numerous streams. For the record, my use of the trails and shelters in the Mt. Washington area has been influenced by motives other than recreation. I have been engaged in a study of alpine soils, and because of the wealth of background information available for this specific area my travels have been more restricted than I would have preferred. Speaking as one who has grown to love the area, I would like to state that I lived closer to the White Mountains, I would utilize both the Cog railway and the ski trails more than I have. If the results of this survey are to be published, I would appreciate a copy if it is possible."

"Tremendous trash pit for hermit lakes and Tuckerman shelter. Make Madison emergency shelter fit for humans also. Mark Harvard cabin better. Smooth the Sherburne Trail a little."

"In view of the Wildcat Ski Area, I have no further recommendations. As for hiking, if something could be done about trash throwers along the trails, it would make the trails more enjoyable."

"Leave it as is."

"Encourage climbing of the other peaks so as to avoid the congestion on and near Mt. Washington."

"No improvement, it is excellent as it is."

"The Fire Trail should be improved so that in the spring one does not have to walk up in water most of the way. The out houses at the Howard Johnsons could be improved too."

"Do something about the top of Mt. Washington. In June, 1952 it looked like a bit of slums. I was shocked by its slummy appearance and hustled away as fast as possible."

"More big cairns between top of Tuckerman headwall and summit. New rental crampons in Pinkham Notch Camp."

"The Sherburne Ski Trail should be widened and smoothed to handle spring traffic."

"I think it's just perfect! It's nice to find a place where people have to walk--not use tows."

"Only make drinking water accessible to all mountain camp sites and fire trail."

"Facilities seem adequate to me. I suggest great caution in expansion of any facilities on the mountain--lest the wilderness quality of the place be lost entirely."

WHICH OF THE FOLLOWING TRAILS HAVE YOU HIKED?

	<u>Percent of Sample</u>
None	8.7%
Alpine Garden	45.7
Boot Spur	44.6
Camel	13.6
Carriage Road	47.4
Crawford Path	40.4
Glen Boulder	25.3
Huntington Ravine	33.5
Lawn Cutoff	24.2
Lion Head	50.0
Nelson Crag	25.3
Old Jackson Road	41.2
Raymond Path	24.2
Southside	13.7
Tuckerman Ravine	83.3
Wamsutta	10.3
West Side	26.4

Please list others used:

Gulpide Trail	20.1
Ammoposuc Trail	15.3
Great Gulf Trail	14.2
Osgood	12.5
Davis Path	12.5
Madison Gulf	10.9
Wildcat Ridge	9.3
Jewell	6.0
Webster Cliff Trail	4.9
Carter Dome Trail	4.4
Airline	3.3
A-Z	3.3
IMP.	2.7
Valley Way	2.7
Bridle Path	2.7
Ridge of Caps	2.7
Link of the Boot Spur	2.7
Zealand Trail	2.2
Sphinx	2.2
19 mile Brook Trail	2.2
Tuckerman Coosoner	2.2
Chandler Brook	4.4
Six Husbands	2.7
Fire Trail	2.2

ON WHICH OF THE FOLLOWING SKI TRAILS DID YOU EVER SKI?

None	34.1
Gulf of Sides Ski Trail	23.6
John Sherburne Ski Trail	53.9
Tuckerman Ravine Ski Trail	55.5

Please list others you have used:

Hillmans Highway	16.5
Wildcat	13.2
The Snowfields	5.0
The Headwall	3.8
Little Headwall	3.3
Harvard Trail	1.6
Carriage Road	1.6
Slalam Slope	1.1
Practice Slope	1.1
Alpine Gardens & Cove	1.1
Left Gully	1.1
Pinkham North Practice Slope	0.5
Devil's Highway	0.5
Katzeitcing	0.5
Summit Snow	0.5
Lower Headwall	0.5
Intervale	0.5
Cranmore	0.5
Old Jackson Road	0.5
East Slope	0.5

WHICH OF THE FOLLOWING HUTS AND CAMPING SHELTERS HAVE YOU USED?

	<u>Percent of Sample</u>
None	2.2%
Great Gulf Shelter	15.4
Harvard Mtn. Club	15.9
Hermit Lake Shelters	30.8
Lake of the Clouds Hut	51.7
Pinkham Notch Camp	94.0
Summit House	28.0
Tip Top House	12.1
Tuckerman Shelter	58.8

Please list others used:

Madison Hut	19.8
Carter Notch Hut	14.3
Zealand Hut	10.4
Lonesome Lake Hut	8.8
Greenleaf Hut	8.8
Galehead Hut	8.8
Crag Camp	5.5
All A. M. C. Huts	3.8
Evans Notch Hut	3.3
IMP Shelter	2.8
Mizpah Spring Shelter	2.2
Old Hutman's Cabin	1.6
Isolation Shelter	1.6
Jack Dodges Place	1.6
Wildcat Mountain Hut	1.1
Lafayette	1.1
Tent	1.1
Cardigan Reservation	1.1

Although campers may not be important to hotels and motels as a source of business, the camper is a desirable customer of New Hampshire food markets, gas stations and many commercial attractions.

The average Dolly Copp camp party spent forty to fifty dollars on their last visit to New Hampshire.

Insofar as Mount Washington is concerned 68 out of 100 Dolly Coppers have been to the summit. Of these 68, thirty-seven have been to the top two or more times. Their most popular method of ascending to the summit is by hiking.

52% of all Dolly Coppers have hiked to the summit and 43% have driven their own cars to the summit. However, the Cog Railway has been used by only 18%. 5% have been to the summit by Stage Coach, 1% by motorcycle and 1% via skis.

Whereas only 18% have used the Cog, 40% have been up to Cannon Mountain by Aerial Tramway. The price factor at the Cog Railroad was given as the major deterrent to its use by Dolly Copp campers.

The average Dolly Copp party stays 3 nights at Dolly Copp Camp, 54.6% stay 1 or 2 nights.

APPROXIMATELY HOW MANY NIGHTS DID YOU CAMP
OUT AT DOLLY COPP ON YOUR LAST VISIT THERE?

<u>Number of Nights Camped out at Dolly Copp</u>	<u>Percent of Sample</u>
One night	27.0%
Two nights	27.6
Three nights	8.0
4 to 6 nights	15.4
7 to 9 nights	9.0
10 to 13 nights	6.3
2 weeks & more	<u>6.7</u>
	100.0%

44% of Dolly Copp campers in 1956 were on a return visit.

The average Dolly Copp party has stayed overnight at 2 other White Mountain National Forest Camps or State Parks in New Hampshire at one time or another.

Of the 1956 visitors, 43% have never been to any other New Hampshire State Park or WMNF Camp.

With regard to changes or improvements, Dolly Copp campers appear to be very satisfied. However, some complaints were made about toilet facilities. Many recommended the selling or making of firewood more readily available. Other than the above, Dolly Copp is considered by its visitors an ideal camping site.

AT WHICH OF THE FOLLOWING PARKS AND CAMPS IN NEW HAMPSHIRE HAVE YOU EVER CAMPED OVERNIGHT?
(Place an "x" beside each place visited).

<u>State Parks</u>	<u>Percent of Sample</u>
Bear Brook	9.9%
Crawford Notch	9.1
Franconia Notch	8.7
Lafayette Campground	16.1
Milan Hill	3.3
Monadnock	7.4
Moose Brook	8.3
Mount Sunapee	4.1
Pillsbury	2.1
White Lake	13.6
Belknap Mtn. Rec. Area	5.8

<u>WMNF Camps</u>	<u>Percent of Sample</u>
Compton Pond	7.4%
Cola River	2.9
Dolly Copp	100.0
Dugway	2.5
Oliverian	.9
Passaconaway	5.4
Waterville	2.5
Whiteledge	8.7
Wild River	7.9
Wildwood	3.3
Zealand	9.1

RECOMMENDATIONS

Out of the facts and figures, the quantitative and the qualitative data obtained in the survey of the users of the Mt. Washington area come the material for the consideration of the key questions which underlie this whole study.

1. Should Mt. Washington be restored to its proper role as a major attraction for visitors from all over the country?

2. If the answer is "yes" to the first question, then the question is what should be done?

THE MT. WASHINGTON SUMMIT VISITOR answers "yes" to the first question and we present several suggestions for the development of the Mountain. We have taken our position for some very simple reasons. In the first place to allow the Mountain to deteriorate as a tourist attraction would violate the opinions expressed by those who answered our inquiries.

Secondly, as it now stands somewhere in the vicinity of 110,000 people come at least to the base of the Mountain and provide a sizable support to the business and service enterprises in the area. It is to the interest of the merchant that bigger and better attractions in his shopping area mean more traffic and a larger market to draw from. The elimination of a "competitor" does not mean that the remaining "enterprises" will divide the spoils.

Accordingly then, we present here recommendations for what should be done to develop the Mountain and to overcome the criticisms of 54% of the visitors. We are not here concerned with implementation either financially or otherwise; nor are we engineers to determine the technical feasibility of our recommendations. However, it is our feeling that our suggestions are not fool-

hardy ventures, impossible of implementation.

I. THE COG RAILROAD

The Cog Railroad is the most used travel media to the top of the mountain. It has been in existence many years, is known far and wide because it is unique. But the following improvements must be made if development is to be under taken:

1. Lower passenger rates
2. Increased passenger capacity
3. Reduction in elapsed time of trip to and from the summit.
4. A cleaner, quieter and more comfortable ride
5. Better facilities for observation; better description of land marks and scenery.

Without doubt considerable controversy will be generated among citizens of New Hampshire at the suggestion that the Cog Railroad be replaced by a more modern device. To be sure, because the facility has been in operation for many years and has grown to be almost an historical land mark, modernization will be hard to accomplish. But the facts are quite clear. The Railroad is "uncomfortable", "dirty", "overpriced"⁽¹⁾ and can be classed as a novelty rather than an efficient facility for carrying passengers to the Summit. Considerable unfavorable comment about the Mt. Washington area is generated by the Railroad itself and whatever attraction Mt. Washington

(1) These exact words were used by many of those interviewed.

itself has is often seriously affected after an "experience" on the Railroad.

How many thousands of people are dissuaded from coming even to the Base Station by adverse word of mouth publicity can only be contemplated.

To contend that the Cog Railroad is the only steam engine in the country; is one of the few cog railroads left in the world; is evidence of past engineering genius; or that the Cog Railroad is a trademark of the White Mountains does not mean that more people will want to ride it. Rather it may mean that they want to see it, in which case the engine and cars could be preserved perhaps in a base station museum. But the plain facts are that persons who come to see the Railroad rather than ride it are more inclined to move in and out of the area more quickly than those who are attracted to the Summit. And those who go to the summit spend more days - and more money- in the Mt. Washington area, and it follows, spend more time in New Hampshire. In an earlier section of this report it was stated that of the roughly 110,000 persons who visit the Base Station only about 38,000 travel to the summit. If by chance one-half of those persons who don't go to the Summit could be attracted to spend one more day in the Mountain area, conservatively at say an expenditure of only \$10 per day \$360,000 could be received by business establishments, motels, restaurants, and others.

Thus, it seems fairly clear, that the bold step of replacing the Cog Railroad with a faster, more modern device with more comfort and at lower cost is a possibility. Perhaps the train could be electrified, new sections of track laid to enable trains to pass (thus eliminating the present

(time consuming switching sections), more modern and comfortable cars provided.

But almost paradoxically additional track, power conversion, modern equipment still may not increase the passenger capacity sufficiently to lower per passenger costs both fixed and variable. For as now constructed the Cog Railroad has limits. Railroads pay for their fixed charges by high density freight revenues or in other words, haul more revenue producing traffic with the same operation costs. But because of the grade on Mt. Washington and the safety factor it is not feasible to run a string of passenger cars from one engine so that little if any savings can be contemplated by increasing passenger capacity through the buying of more engines and more cars and hiring more engineers and brakemen and other personnel. In other words, the device which must replace the Cog Railroad must be one on which

~~increased passenger capacity and also will reduce per passenger cost and thus~~

make possible lower fares, quicker, more comfortable and pleasant ascent and descent.

As much as we may hope that the replacement of the Cog Railroad would solve the problems at Mt. Washington in the main, and although many may be disturbed at the thought of replacing it, the prospect of Mt. Washington becoming a second rate tourist attraction is even more disturbing. Consequently, although we may provide an easier way to get to the Summit, it too may prove abortive unless certain developments are undertaken at the top of the mountain.

One fact must be made clear before discussing the Summit facilities. The development of a modern and adequate transportation facility would be of

little use if the visitor is literally dumped in to inadequate facilities at the Summit. And it follows that to develop the top of the mountain may prove abortive unless an adequate volume of visitors can be carried to the top. Therefore, the recommendations regarding the Cog Railway and those which follow for the Summit are not mutually exclusive; rather they are strongly dependent one upon the other.

II. SUMMIT FACILITIES

The following is a general outline for possible development of the Summit.

A. A staff of alpine-uniformed escorts should be trained to conduct guided tours, or be stationed at strategic points about the summit to describe the various landmarks, history, geology, horticulture, etc. of the summit and surrounding area. A staff well-versed in the folk-lore and culture of the ~~White Mountains could cite interesting anecdotes and historic tales of the~~ mountains and trails that will give significant and dramatic meaning to the summit visit. Tours to some of the government and military facilities should be included, if possible. If not, exhibits at each site or in a central facility should be set up.

B. The Summit House should be reconstructed or renovated and enlarged to provide:

1. Larger, more efficient and complete dining room and refreshment facilities. The refreshment stand was particularly criticized. Possibly automatic vending machines for sandwiches, hot drinks, etc. may be the answer to the personnel problem. The main dining room menu was considered lacking by most transients, however, overnight guests were quite satisfied.

2. 100 modern hotel rooms.
3. A combination Exhibition-Foyer Hall large enough to comfortably accommodate 150 to 200 visitors. Exhibits should line this room showing the history, geology, etc. of Mt. Washington and the White Mountains that guides could describe. Exhibits should also be self-descriptive for those who prefer to move about without guides.
4. A Boardwalk-Observatory should be constructed to completely encircle the "new" Summit House so that visitors may comfortably promenade and enjoy the view.
5. Windbreakers, or stands should be placed at appropriate points so that photographers and sightseers may enjoy themselves. Pointers, large arrows or other devices including telescopes should be placed at appropriate points so that promenaders may identify landmarks ~~and points of interest. Guides located at appropriate spots could~~
direct visitors attention to the various scenic views, landmarks, etc.
6. An Observatory-Pavilion could also be constructed on the roof-top of the Summit House with similar features as on the Boardwalk-Observatory.
7. Ample seating should be provided inside and outside the Summit House building. Benches could be constructed along the outside wall and on the proposed Boardwalk-Observatory.
8. There was a great deal of criticism of both men's and women's restrooms. A new modern building would solve the problem.

9. An evening program of events should be developed for overnight

guests to include:

- a. - Nightly movies
- b. - Weekly dance
- c. - Game, card and recreation rooms
- d. - Lectures, fireside chats, etc. on physical, historic, etc. characteristics of Mt. Washington and the White Mountains.

10. A very brief, but appropriate ritual initiating every summit visitor to the Mt. Washington "Summiteers" with a pin, certificate or banner to symbolize their ascent.

11. A New Hampshire Hotel-Motel-Recreation Information Service Booth.

C. Little mention was made by Summit visitors of the appearance and location of the government buildings at the summit. However, many of those interviewed expressed curiosity as to their use. Activities, or exhibits that are not classified could be displayed in the Exhibition-Foyer and described by the Alpine-Escorts, or tours of the buildings arranged for the public. If exhibits are set up at each building, they certainly should be more elaborate than the confining bleak "closet" at the Weather Station.

III. ADMINISTRATION

The business management responsibilities of the Cog Railroad, Base Station and Summit facilities are varied in scope under the present operating conditions. With the broadened activities embodied in these recommendations a business manager should be engaged to coordinate the operations, recreational activities, public relations and promotional responsibilities for the whole mountain program. Wherein certain private rights (the carriage road) may be involved, liaison could be established to effect coordination.

IV. APPALACHIAN MOUNTAIN CLUB, DOLLY COPP AND ZEALAND FOREST CAMP FACILITIES

The facilities and services of AMC, Dolly Copp and Zealand camp were very highly praised by those interviewed in this study. The few criticisms were minor and involve a few simple operational changes. (See comments in Appendix to the report.)

However, as is well known, Mt. Washington attracts a varied clientele including campers, hikers, skiers, sightseers and tourists whose interests are varied. Therefore the development problem is the multiple one of satisfying the dyed-in-the-wood camper and hiker, the skier, the tourist, and the sightseer. From AMC devotees comes concern over the possibilities of "commercialization". Skiers, without being asked emphatically stated "No lifts or tows, please" and "keep the novice skier and traffic out". Some even criticized the contemplated Wildcat Development on the basis that inexperienced skiers would invade the "domain" of the expert on the Route 16 side of the Mountain.

On balance the hiker, skier, camper "market" is not a primary market for commercial attraction nor does it reach the same volume as the commercial visitor. Nevertheless these people do make a major contribution to the vacation economy and materially aid the reputation of the State of New Hampshire as a vacation and recreation state. It seem wise therefore to consider the hiker, camper, and skier in over-all development plans. Certainly the steps already taken in Dolly Copp, Zealand and the more recent Crawford areas are in the right direction and they may in a considerable way help in the development of the Summit.

General Comments

Our recommendations serve at least two purposes. First, they should provide a starting point to generate some further developmental thinking. Second, in a specific way they state improvements which, if accomplished, would provide the kinds of things the market seems to want. Beyond this, the road is not overly clear. Certainly if the development idea is accepted, it will take money in sizable amounts, to carry out a plan. It will take money to tell the tourist about the new facilities and attract the customer. The average American has gone through a long training process whereby wrongly or rightly he leans heavily upon advertising to make his decisions for him. Wrongly or rightly he likes multicolored cars, the breakfast cereal that makes him a champion and the toothpaste that makes his teeth shiny white. So, in the recreation field the average American must be shown how and why he can get enjoyment. Promotion thus becomes a key.

Recently the legislature of one of our border states was asked to act on a bill totaling \$400,000 for advertising of the State's facilities. The reasoning went simply this way. If the tourists who now visited the State on their way to some major vacation spot could be persuaded to spend only one more day, the total revenue for business and service establishments would total more than \$4 million dollars a year. Thus, the \$400,000 was regarded as an investment designed to bring a tenfold return.

Although we may not be talking about figures of \$4 billion dollar magnitude (or maybe we are) it does follow that to develop and promote an attraction like Mt. Washington will not only help the immediate area but spill its effects over the entire State.

QUESTION #14a

WHAT CHANGES OR IMPROVEMENTS WOULD YOU SUGGEST BE MADE AT THE TOP OF MOUNT WASHINGTON SO THAT VISITS THERE WOULD BE MORE ENJOYABLE

QUESTIONNAIRE NUMBER

COMMENT

- 1 A lot of little things need improving. Much disorder and dirt. Dirth old pipes, cans and garbage lying around. Had heard so much about it and was very disappointed to find the upkeep so poor. It is a shame for such an important place to be like that. Virginia mountain tops far superior. Poor management.
- 2 O. K. as it is.
- 3 Need something there to keep your interest.
- 4 Adequate. It is the usual kind of thing you would expect to find on top of a mountain.
- 6 Considering the importance of such a place it was too confining. There is nothing in the way of meals or things to do. "I didn't know you could go to the observatory."
- 7 Food server should not pick up frankfurters with bar hands.
- 8 Would like a cocktail lounge there.
- 11 Needs a glass enclosed area. Need a better restaurant with a wider selection of food and faster moving lines.
- 12 Make Summit House over to look like a Swiss Chalet.
- 13 Need a better layout and more telescopes.
- 14 Fix the rattling windows in the Summit House.
- 15 Needs a glass enclosure and more signs giving information.
- 17 Paint buildings and redecorate interior.
- 18 Lacks restaurant atmosphere. Need better food, wider choice and better service.
- 20 Glassed-in tower.
- 21 A larger telescope should be set up.
- 22 Clean up the grease. Paint the buildings. Construct walking paths.
- 23 Need better food and food facilities. The dining room and Summit House should be cleaner.

- 126 Should be as beautiful as the scenery. Improve the food.
- 127 Satisfied.
- 128c Put up a better hotel.
- 129 Nice lodge -- it should be kept cleaner.
- 131 Need a bigger place to walk around. Paths need improvement.
- 132 Price too steep.
- 133 Nicer restaurant.
- 134 Better coffee.
- 135 No heat. More flavors of ice cream. Lights in ladies room?
Looks like junk yard.. broken glass and bottles.. clean it up.
- 138 Very primitive, shabby. Telescopes were not working. No places of interest. Nothing to attract your attention.
- 140 Facilities are terrible. Clean up rest rooms.. Redecorate buildings.. Serve better food.. They charge too much for food.
- 141 It was, more or less, what they expected.
- 142 Observatory - More live broadcasts - for instance on T.V.
- 143 It was stuffy. Build smooth surface around main building to allow people to walk around and view in all directions.
- 144 Food was terrible.
- 145 Have more and better food, better served, not sloppily.
"I expected a hot bowl of soup when I reached the top but instead the only thing hot I had was a Hot dog."
- 146 Cold. Very interesting.
- 147 Thought it was very nice.
- 148 Use loud speaker system to notify people of happening events and to guide people. Give maps of trails of Mt. Have flower chart made to show people different type of flowers on way to summit. (Put this on cog car)
- 149 Very nice. Just what was expected.
- 150 It is everything anybody would need. Could use a place to walk around.
- 151 Make paths more accessible. Need signs.
- 152 Paths. Remove some of those stones. Shrubs for landscape.
- 153 It was cold. (weather.)

QUESTIONNAIRE
NUMBER

COMMENT

A 17

- 456 Wind shelter for viewing. Quite windy.
- 458 Observation tower needed. Because of wind enclosure is needed. Buildings on top are old.
- 459 Points of interests are not pointed out.
- 460 Improve appearance of Summit House.
- 461 Better Summit House. Should have view deck with wind breakers. It is difficult to handle children and cope with the wind. Conditions in Summit House need improving.
- 463 Need closed observation point.
- 464 Modern observatory, the present location is dingy.
- 467 Improve help and refreshment stand.
- 468 Price of food is high.
- 469 Need little map of area and surrounding mountains. Had no desire to stay at Inn as it is so morbid looking. Facilities at top are poor. Difficult to get anything but cold sandwiches. Need foot paths and picnic tables.
- 470 Very nice as is -- adequate.
- 471 O. K. as is.
- 472 Need more time at top. Need observatory. Weather station not worthwhile.
- 473 Very satisfactory.
- 474 Like natural environment and informality.
- 476 Make it more receptive on top. Not inviting enough. It is cold and impersonal.
- 477 Too dirty. Need better food and the waiters were poor. Should offer a better selection of food.
- 478 Need observation platform and means to locate different spots. Need more information and publicity on use of trails. Had no information as to where they lead. Should have telescope pointing out interesting points.
- 479 Beautify. Too desolate and too rugged.
- 480 Need telescope. Need finer restaurant and place to sit.

QUESTION #14b

WHAT CHANGES OR IMPROVEMENTS WOULD YOU SUGGEST BE MADE WITH THE COG RAILWAY AND THE RIDE GOING UP THE MOUNTAIN

QUESTIONNAIRE
NUMBER

COMMENT

- 1 Enjoyed it very much. Guide (brakeman) was good.
- 2 Coal dust is dirty. Should have refreshments in car on way up.
- 4 Antiquated, very slow, uncomfortable, very noisy. Had no description of sights, etc.
- 5 Improve roadbed for smoother ride.
- 6 Atmosphere is important. Its quaintness is important. I like it. Leave it as is.
- 7 It in itself is an outstanding attraction. It is comfortable after a while.
- 8 Windows rattle, don't work. Can't open them. Should not take your money on bad days.
- 11 Should be less expensive. Have longer stop at top. Less vibration.
- ~~12 Change to cable system.~~
- 13 Install cable system.
- 17 Give more verbal information on way up.
- 18 Run trains more often.
- 21 Have more courteous employees. Less soot and noise. Have screen on windows or modern cars.
- 22 Have glass-domed cars. Have new cars.
- 24 Have better maintenance of small details.
- 25 New cars.
- 30 New locomotives.
- 35 Have diesel instead of sooty coal engine. New cars. Explain why train stops. Allow no babies.
- 37 Have fewer stops.

- 110 Make it electric. Gets too dirty.
- 111 Train is old and worn out. Windows are too small.
- 112 Guide was unkempt and dirty. Hire clean man who can talk as guide. Could not understand what he says. Have separate man to tend train. Price is too high for working people. Guide should not tell people about dangers of train. Guides need more education.
- 113 Very picturesque, no improvement is necessary.
- 114 Very nice.
- 116 Eliminate soot to make picture taking out of train window easier.
- 117 More modern method of transportation - possibly electric. Delay for trains passing one another should be less. Chairs should be adjusted so that a person could sit straight on the incline. Make seating more comfortable.
- 118 "Change oil of brakeman - he can't talk."
- 119 Less soot. Guide was excellent.
- ~~126 Jerky ride; could not take pictures.~~
- 128 Liked ride.
- 129 Windows broken; cars old.
- 131 Try diesel, smoke spoils ride.
- 132 Blank
- 134 Unique
- 135 It is so different - don't change.
- 136 Enjoyable
- 137 O.K. Doing the best with what they have.
- 138 Enjoyed enormously. Need loud speaker system to give details.
- 141 No. They thought it was a very slow ride.
- 142 Should have luggage racks on train.

QUESTIONNAIRE
NUMBER

COMMENT

QUESTIONNAIRE NUMBER	COMMENT
177	Very good.
189	Need loudspeaker and guide. Modernize with Diesel engines.
190	Should be a little faster going up.
191	Need loudspeaker.
192	Should have newer cars. Window kept falling down. Would like information while going up and a guide to give it. Brakeman came in once but could not hear him.
193	Use oil instead of coal. Smoke blinds view.
194	Completely awful. Stop whole thing. It's shabby and unsafe.
195	Liked it. Party was noisy. Should put families in one car and couples in another. Ride was thrilling.
196	Need guides and information on trip.
197	Very nice.
198	Dirty. Wash windows. Diesels? But it does have charm and has been running since 1869.
199	Needs wider seats and bigger windows. Very nice.
200	A little slow.
202	The brakeman is a southerner and lets every one know it.
204	Too much dirt on ride up.
206	It is not very comfortable.
208	Ride is too slow. Too much soot and dirt.
210	Have two tracks as it takes too much time going up and coming down. Two tracks would save time.
212	Suggest spurs be made into by-passes to save time. (see diagram)
216	Modernize the cars inside. Outside is very dirty.
227	Leave it as is.

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