
**National Park Service
Visitor Services Project**

Glen Echo Park

Visitor Services Project Report 47
February 1993

VSP Report NPS/PNRUI/NRTR-February 1993/47

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**Cooperative Park Studies Unit
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Visitor Services Project Glen Echo Park

Dwight L. Madison

Report 47

March 1993

Dwight Madison is VSP Eastern Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff of the George Washington Memorial Parkway and Glen Echo Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Glen Echo Park

Report Summary

- This report describes the results of a visitor study at Glen Echo Park during May 22-31, 1992. A total of 1,000 questionnaires were distributed and 794 returned, a 79% response rate.
- This report profiles Glen Echo visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Thirty-one percent of weekday visitors and 46% of festival visitors were in family groups. Twenty-six percent of weekday visitors and 21% of festival visitors were ten years old or younger. Approximately three-quarters of all visitors had made more than one visit to Glen Echo Park.
- Visitors from foreign countries comprised 3% of the visitation. Ninety-seven percent of weekday and 89% of festival visitors came from Maryland, Virginia and Washington D.C., with smaller numbers from many other states.
- Eighty-eight percent of weekday visitors and 91% of festival visitors arrived at Glen Echo Park by private vehicle. Ninety-nine percent of weekday and 72% of festival visitors spent four hours or less at the site.
- Festival visitors relied on previous visits (59%), newspaper articles (54%) and advice from friends and relatives (43%) as the most often used sources of information about the park.
- The activities that weekday visitors participated in the most during their visit were dance (29%), classes (28%) and riding on the carousel (22%). Festival visitors reported attending the festival (79%), riding on the carousel (35%) and dancing (26%) as the activities they participated in during their visit.
- The activities that weekday visitors have participated in the most during past visits were riding on the carousel (56%), attending a festival (45%) and using the playground equipment (42%). Festival visitors reported attending a festival (48%), riding on the carousel (47%), dancing and watching theater (36%) as the activities they participated in during past visits.
- The most used interpretive services by weekday visitors were signs (51%), park staff (41%) and the Glen Echo class schedule (33%). The park staff, park brochure and the Glen Echo class schedule received the highest quality ratings.
- The most used visitor services by festival visitors were the festival performances (78%), festival activity schedule (50%) and visitor crafts display & sales (45%). The Glen Echo class schedule, the park staff and the park brochure received the highest quality ratings.
- Visitors made many additional comments.

<p>For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843-4199 or call (208) 885-7129.</p>

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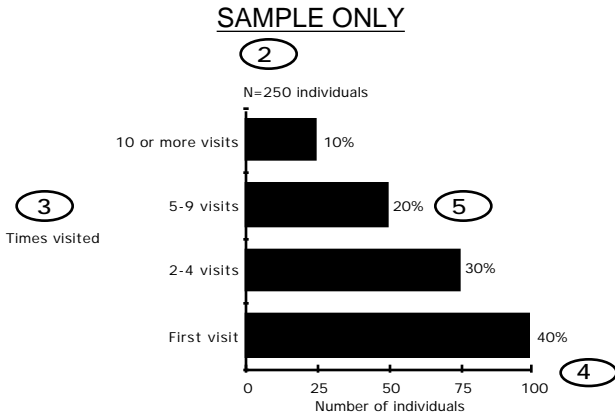
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INTRODUCTION

This report describes the results of a study of visitors at Glen Echo Park (referred to as "Glen Echo"). This visitor study was conducted May 22-31, 1992 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho. There are two kinds of visitors described in this report. Weekday visitors are visitors who visited the park Monday through Friday. Festival visitors are those visitors who visited the park on the Saturdays and Sundays when the Folk Festival and the Irish Festival were being held. The report first describes results for the weekday visitors and then for the festival visitors.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has copies of the Questionnaires. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



1 Figure 4: Number of visits

- 1: The figure title describes the graph's information.
 - 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
 - 3: Vertical information describes categories.
 - 4: Horizontal information shows the number or proportions in each category.
-

5: In most graphs, percentages provide additional information.

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Glen Echo Park during May 22-31, 1992. Visitors completed the questionnaire after their visit and then returned it by mail.

Questionnaire design and administration

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they exited Glen Echo Park. Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey.

Data analysis

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 320 groups, Figure 3 presents data for 723 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,
missing data
and reporting
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 328 questionnaires were returned, by weekdays visitors Figure 1 shows data for only 320 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Like all surveys, this study has limitations which should be considered when interpreting the results.

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of May 22-31, 1992. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

RESULTS

Visitors contacted

One thousand fifty-six visitor groups were contacted; 97% accepted questionnaires. Seven hundred and ninety four visitor groups completed and returned their questionnaires, a 79% response rate. The response rate for weekday visitors was 82% and festival visitor response rate was 77%.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. While the response rate was moderate the non-response bias was insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	979	42.0	779	42.5
Group size	998	3.7	785	4.3

Demographics

WEEKDAY VISITORS RESULTS

Figure 1 shows group sizes, which varied from one person to 160 people. Seventy-five percent of weekday Glen Echo visitors came in groups of three people or less. Thirty-one percent of visitors came in groups identified as family while 28% came alone, as shown in Figure 2.

Figure 3 shows varied age groups; the most common were visitors aged 26-50 (49%), with 26% of visitors 10 years old or younger. Most visitors (47%) had visited 10 or more times (see Figure 4).

Visitors from foreign countries comprised 4% of all weekday visitation. Map 2 and Table 3 show that the many of the American visitors came from Maryland, Virginia and Washington D.C.

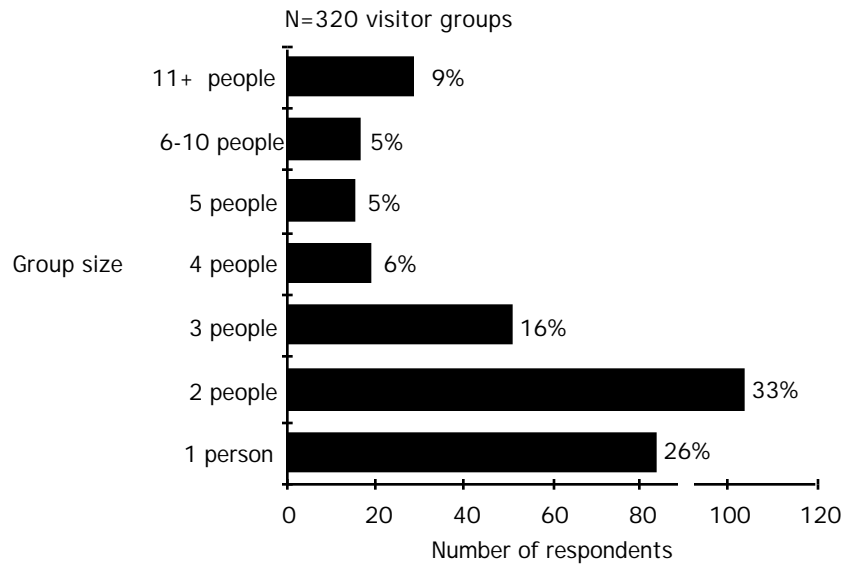


Figure 1: Visitor group sizes (weekday visitors)

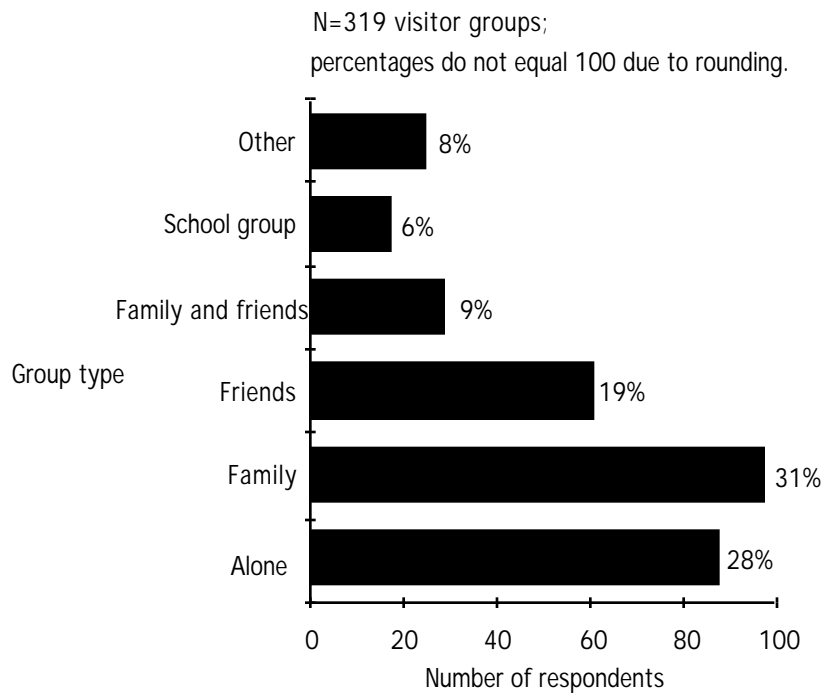


Figure 2: Visitor group types (weekday visitors)

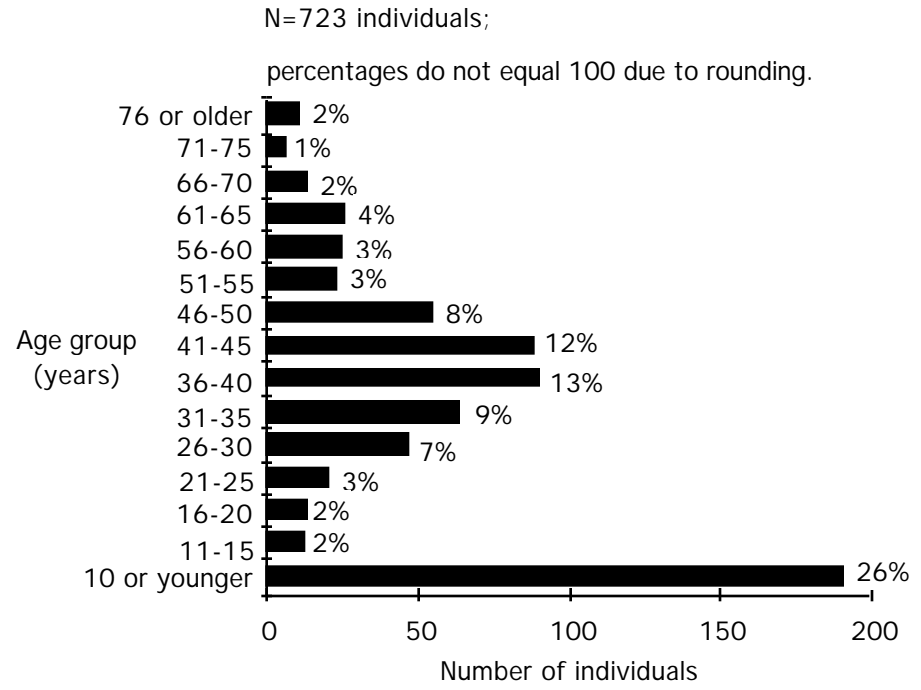


Figure 3: Visitor ages (weekday visitors)

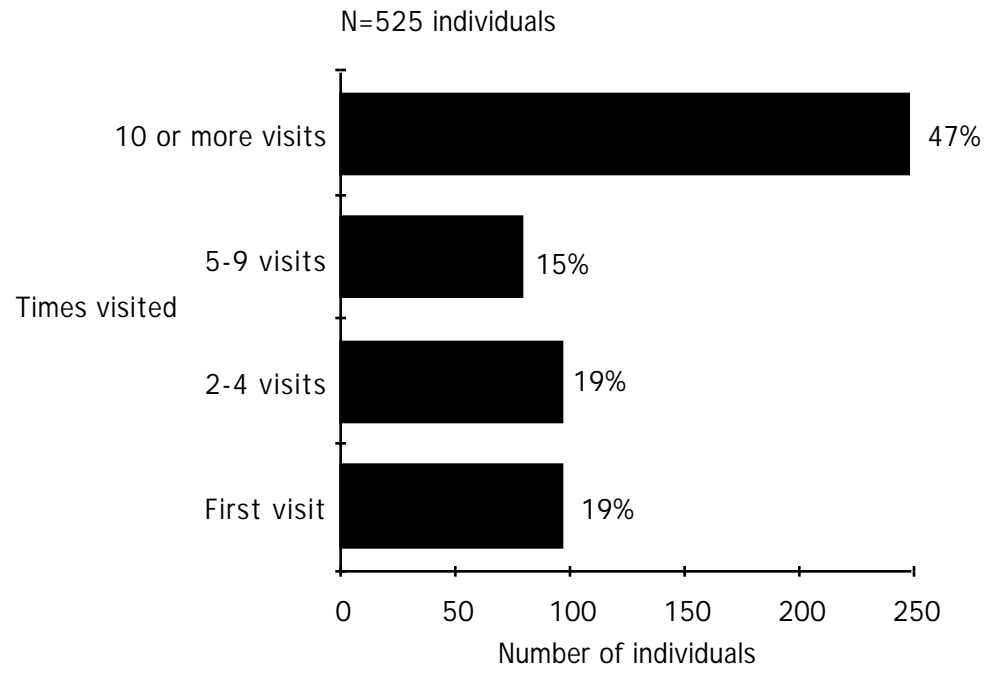


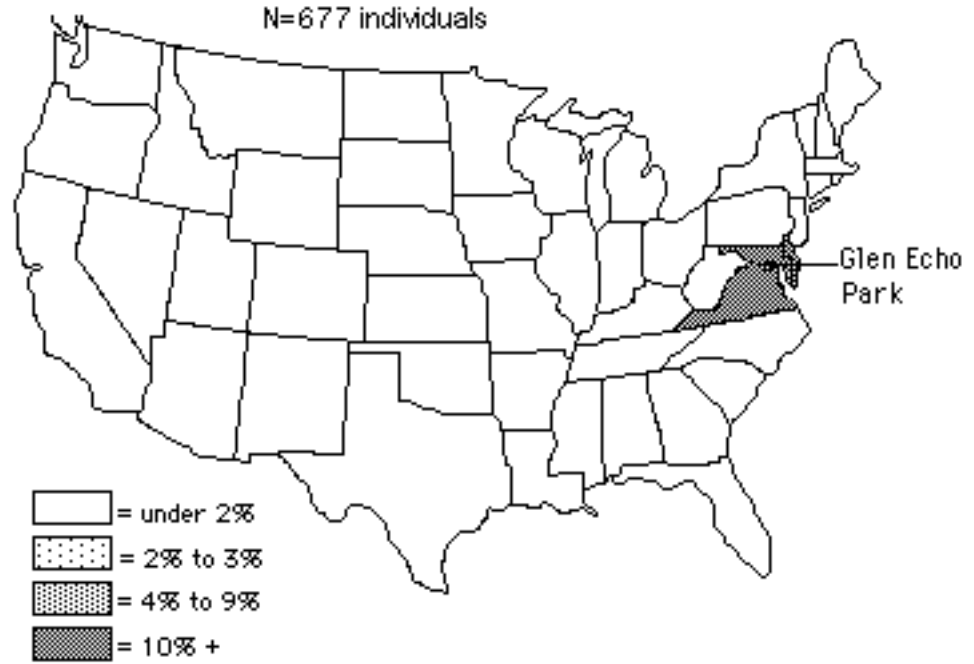
Figure 4: Number of visits (weekday visitors)



**Map 1: Proportion of international visitors by country
(weekday visitors)**

**Table 2: Foreign visitors by country of residence
(weekday visitors)**
 N=13 individuals
CAUTION!

Country	Number of individuals	% of foreign visitors
Japan	3	23
Argentina	2	15
Australia	2	15
Italy	2	15
Columbia	1	8
Hungary	1	8
Iran	1	8
South Africa	1	8



Map 2: Proportion of visitors from each state (weekday visitors)

Table 3: Proportion of visitors from each state (weekday visitors)

N=677 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Maryland	454	67
Virginia	130	19
Washington D.C.	73	11
Other states (12)	20	3

Most weekday visitors to Glen Echo Park arrived by private vehicle (88%), walking (12%), and bicycle (4%). Figure 5 shows the proportion of weekday visitor groups that used each type of available transport.

**Trans-
portation
type**

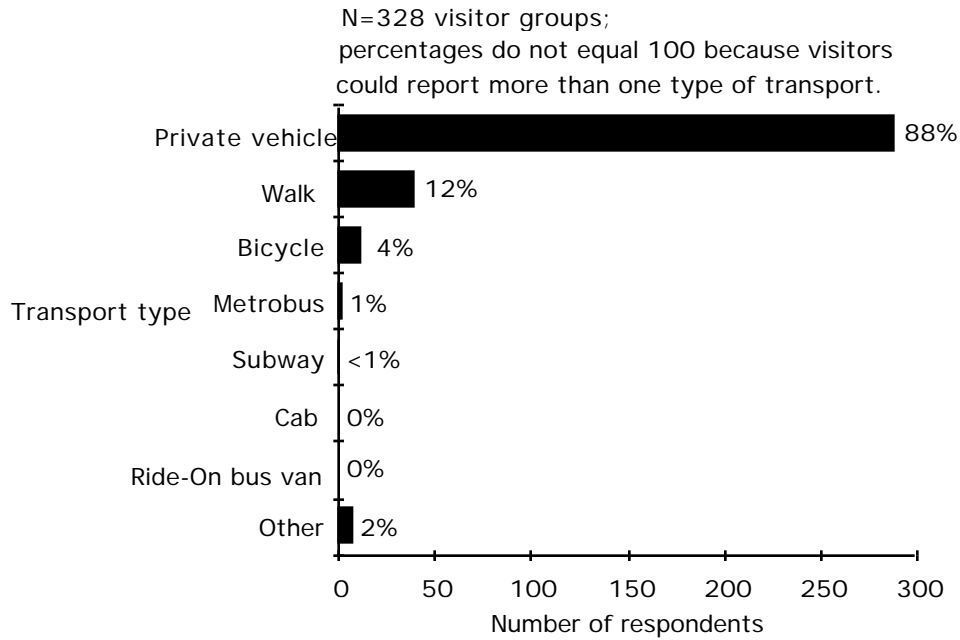


Figure 5: Proportion of visitor groups using each transport type (weekday visitors)

Length of stay

Eighty-eight percent of weekday visitors to Glen Echo Park stayed three hours or less (see Figure 6). Of the weekday visitors who spent three hours or less, most (36%) spent two hours.

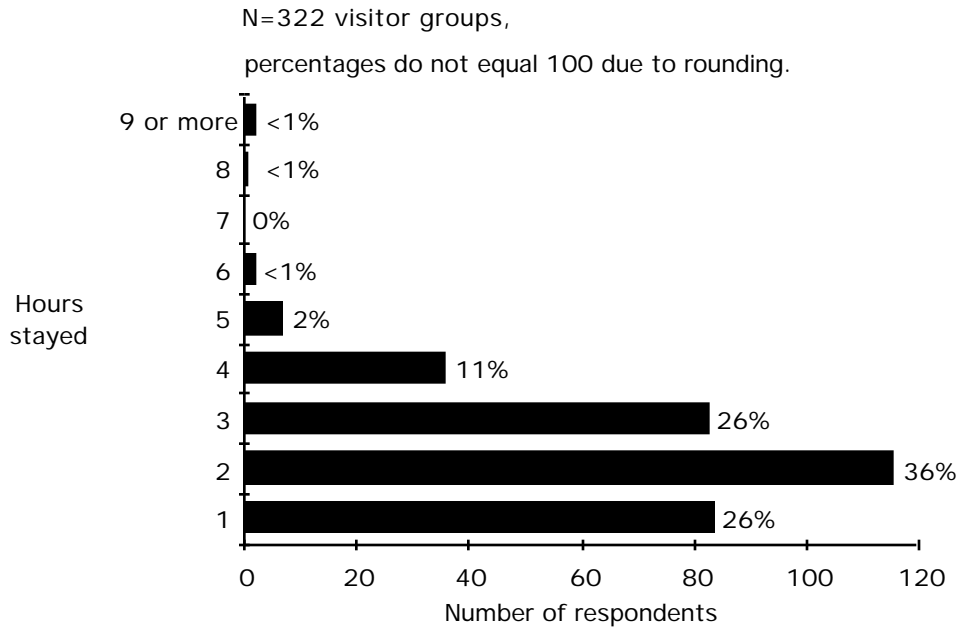


Figure 6: Length of stay (weekday visitors)

Figure 7 shows the proportion of weekday visitor groups who participated in each activity during their visit. Common activities were dances (29%), classes (28%), and riding the carousel (22%). "Other" activities mentioned included walking around and feeding the horses.

Activities

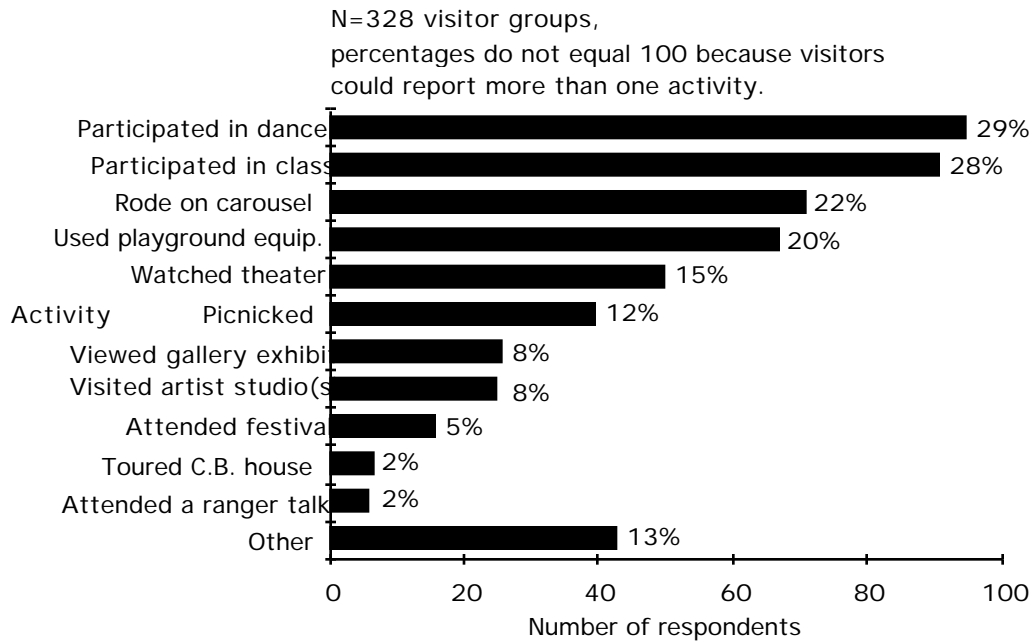


Figure 7: Proportion of visitor groups participating in each activity (weekday visitors)

Past activities

Figure 8 shows the proportion of weekday visitor groups who participated in each activity during past visits. Common activities were riding on the carousel (56%), attending a festival (45%), using playground equipment (42%) and watching theater (42%). "Other activities mentioned were walking around and visiting the park.

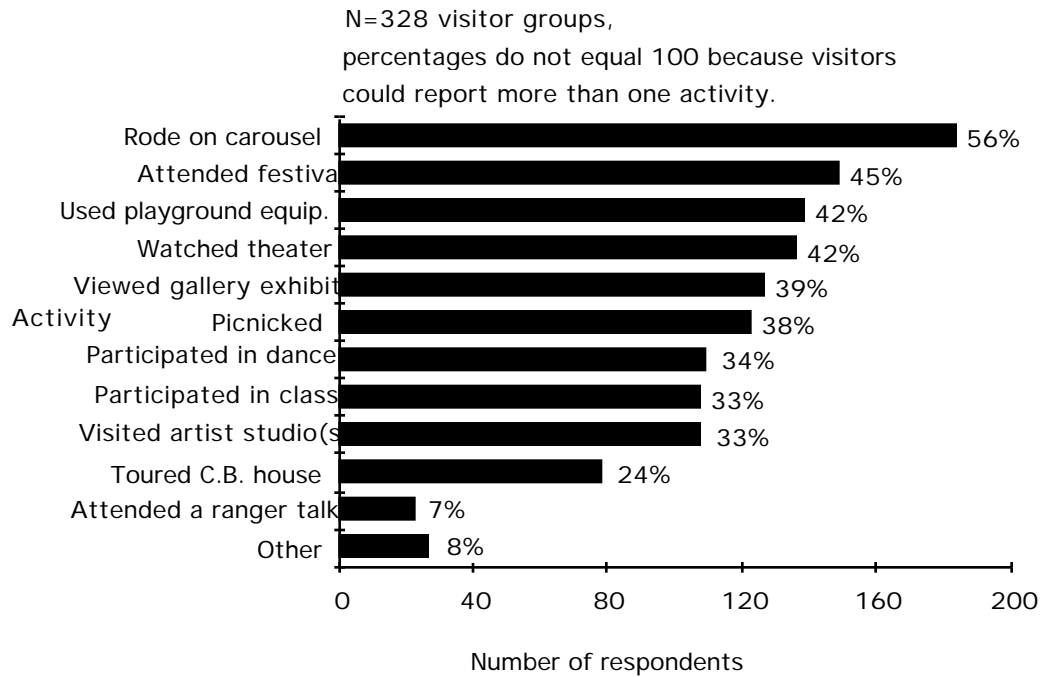


Figure 8: Proportion of visitor groups participating in each past activity (weekday visitors)

The most commonly used visitor services by weekday visitors were the signs (51%), park staff (41%), Glen Echo class schedule (33%), and the park brochure (30%), as shown in Figure 9. The least used service was bulletin boards (29%).

**Visitor services:
use and quality**

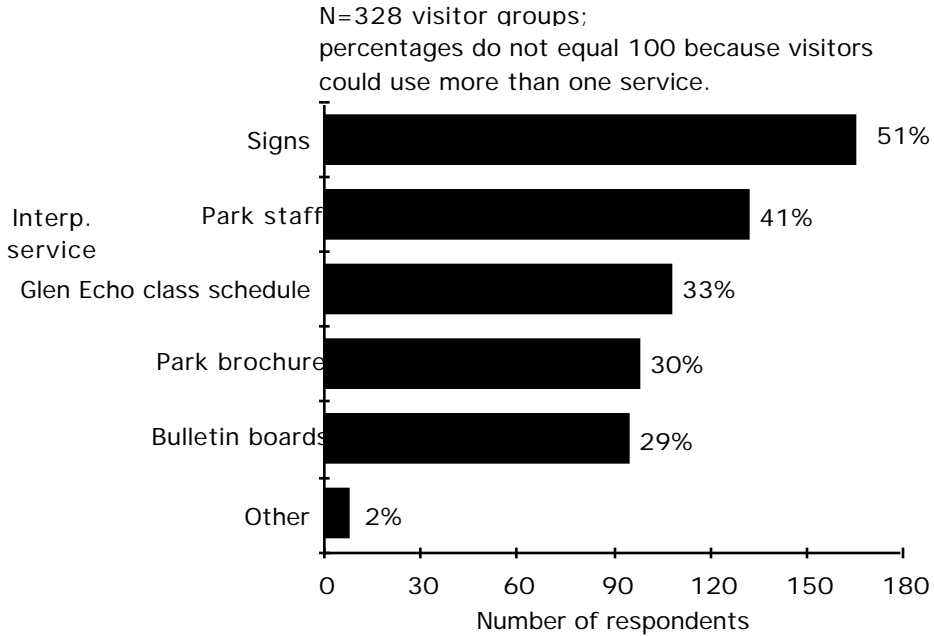


Figure 9 Use of interpretive services (weekday visitors)

Weekday visitors rated the quality of visitor services they used. They used a five point scale (see the box below).

QUALITY	
1=	very good
2=	good
3=	average
4=	poor
5=	very poor

Figures 10-15 show that several services were given high "good" to "very good" ratings: the park staff (93%), park brochure (92%) and Glen Echo class schedule (91%). The service receiving the highest "poor" to "very poor" ratings was the signs (13%).

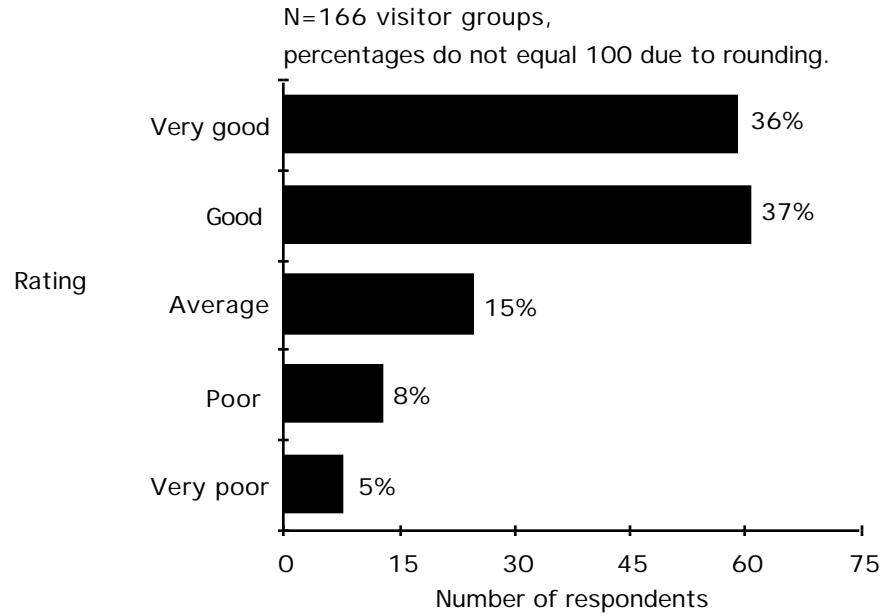


Figure 10: Quality of signs (weekday visitors)

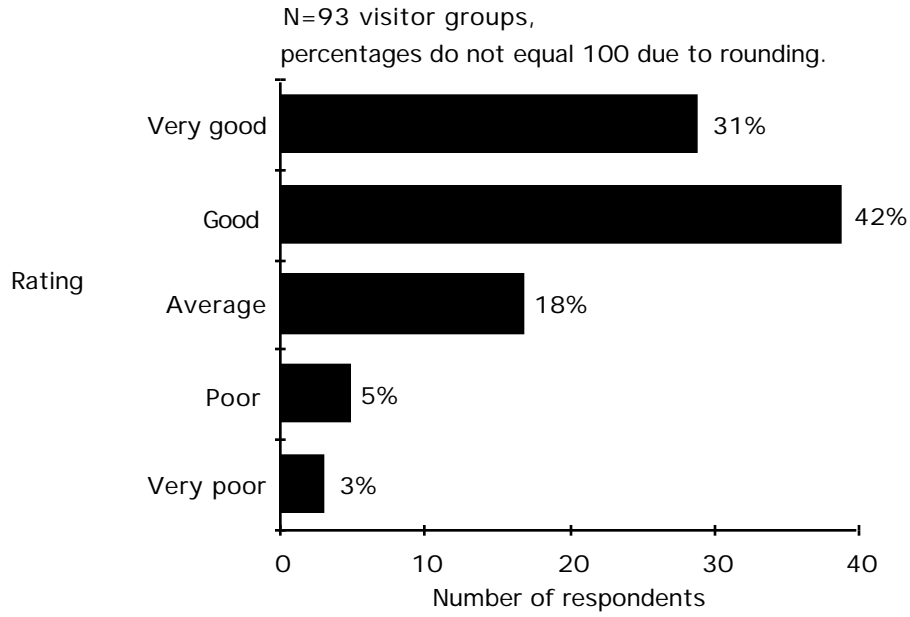


Figure 11: Quality of bulletin boards (weekday visitors)

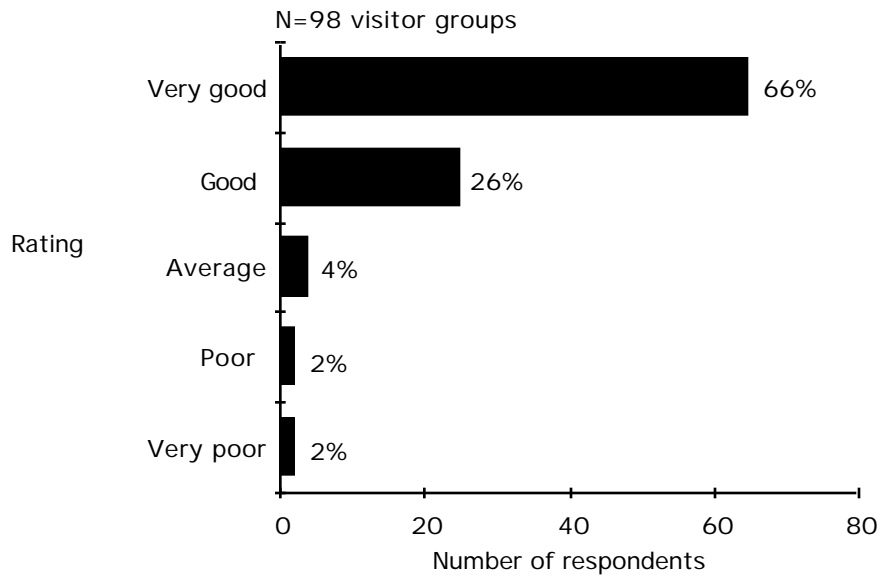


Figure 12: Quality of park brochure (weekday visitors)

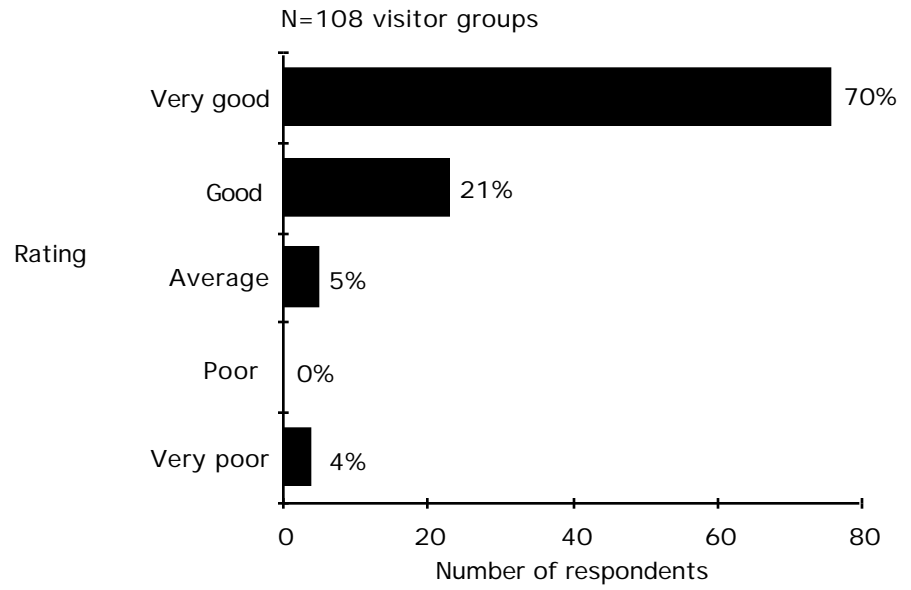


Figure 13: Quality of Glen Echo class schedule (weekday visitors)

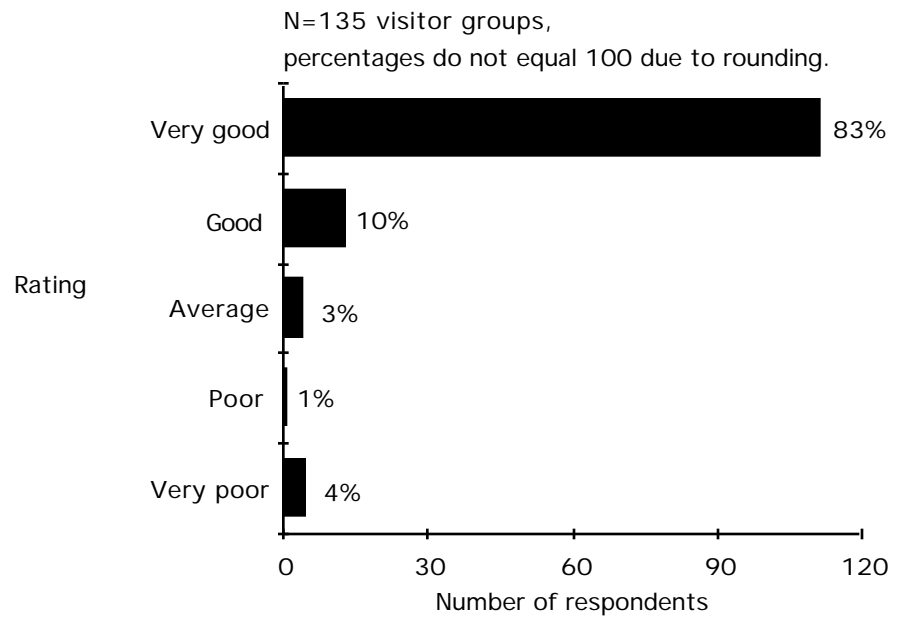


Figure 14: Quality of park staff (weekday visitors)

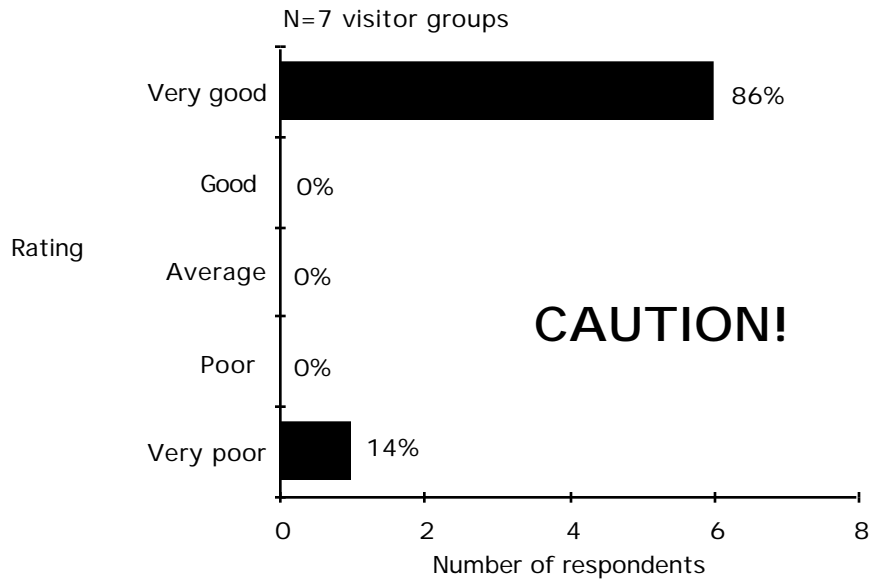


Figure 15: Quality of "other" interpretive services (weekday visitors)

Facilities use and quality

The most commonly used facilities by weekday visitors were the Glen Echo parking lot (82%), restrooms (64%) and drinking fountains (39%) as shown in Figure. 16. The least used facility was the public phones (11%).



Figure 16: Use of visitor facilities (weekday visitors)

Weekday visitors rated the quality of facilities they used. They used a five point scale (see the box below).

QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

Figures 17-23 show that the facilities given high "good" to "very good" ratings were the Creek overlook (87%), Glen Echo parking lot (76%) and restrooms (54%). The service receiving the highest "poor" to "very poor" ratings was the drinking fountains (22%).

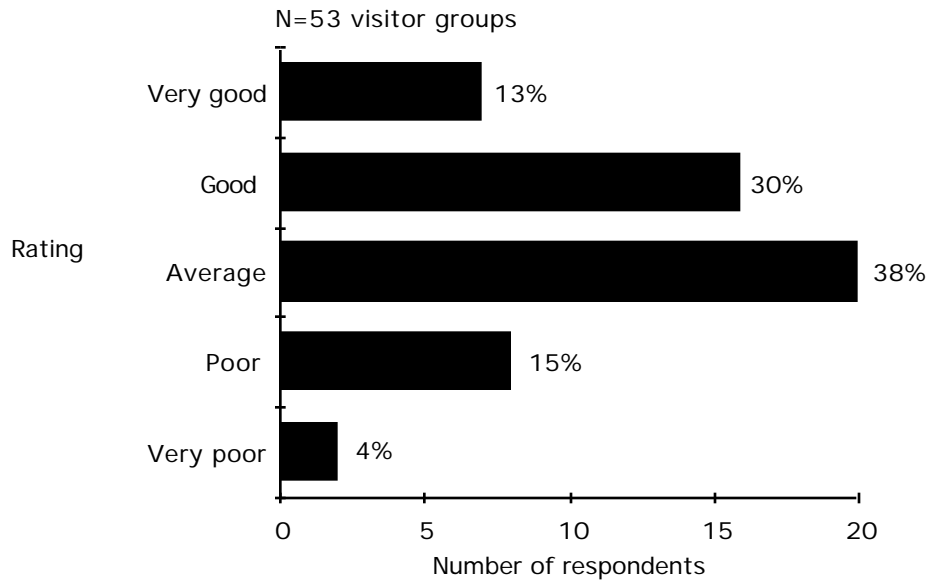


Figure 17: Quality of park refreshment stand (weekday visitors)

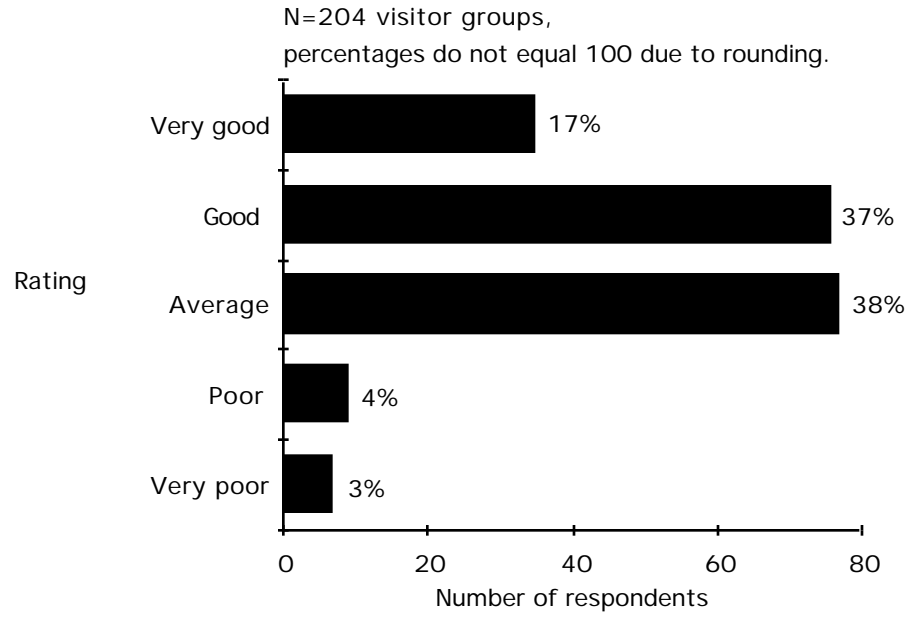


Figure 18: Quality of restrooms (weekday visitors)

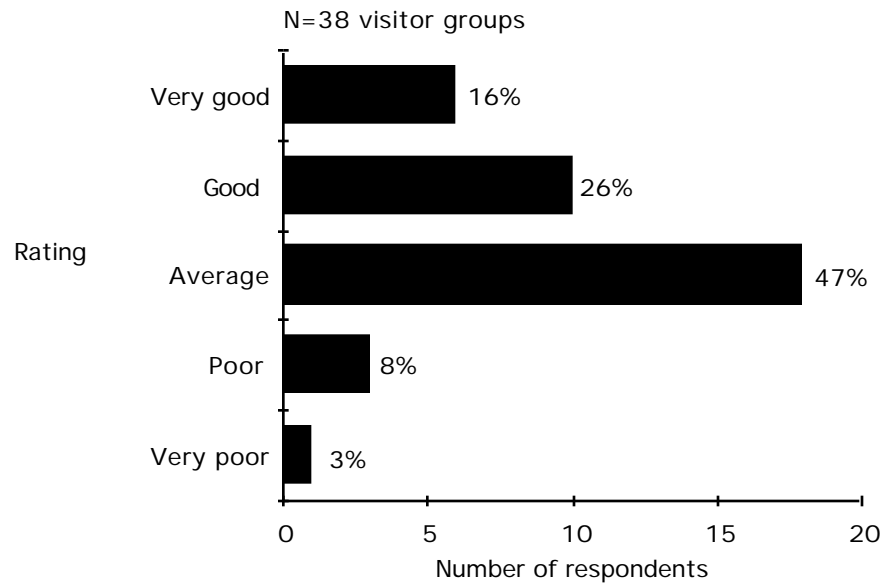


Figure 19: Quality of public phones (weekday visitors)

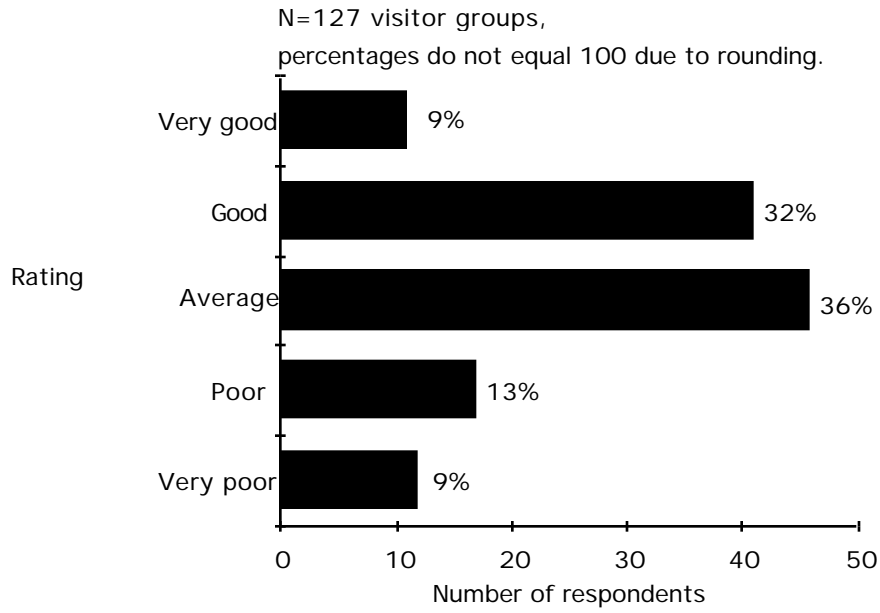


Figure 20: Quality of drinking fountains (weekday visitors)

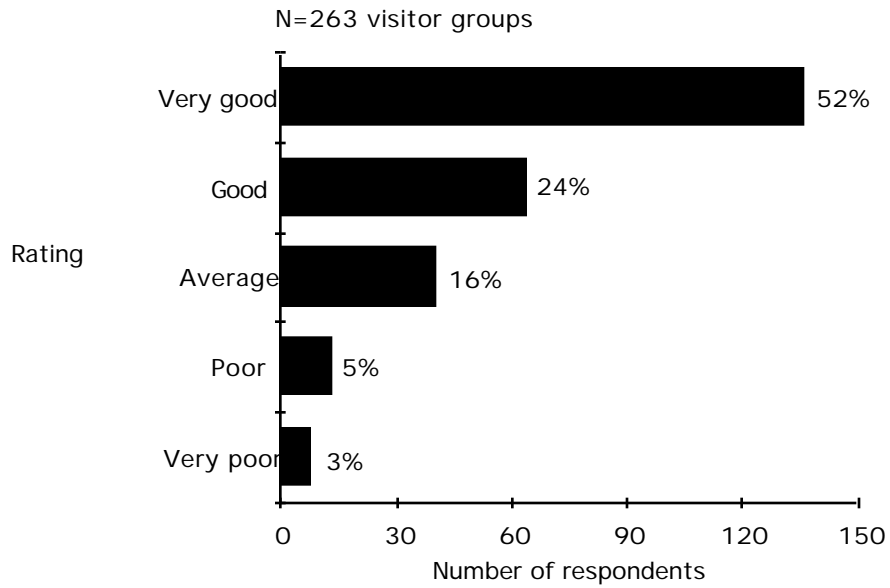


Figure 21: Quality of Glen Echo parking lot (weekday visitors)

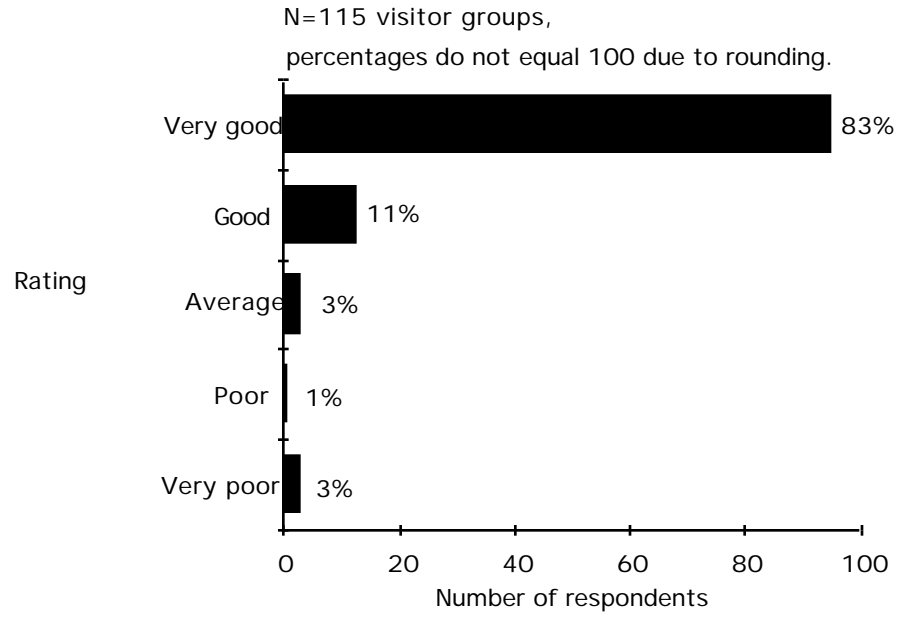


Figure 22: Quality of Creek overlook (weekday visitors)

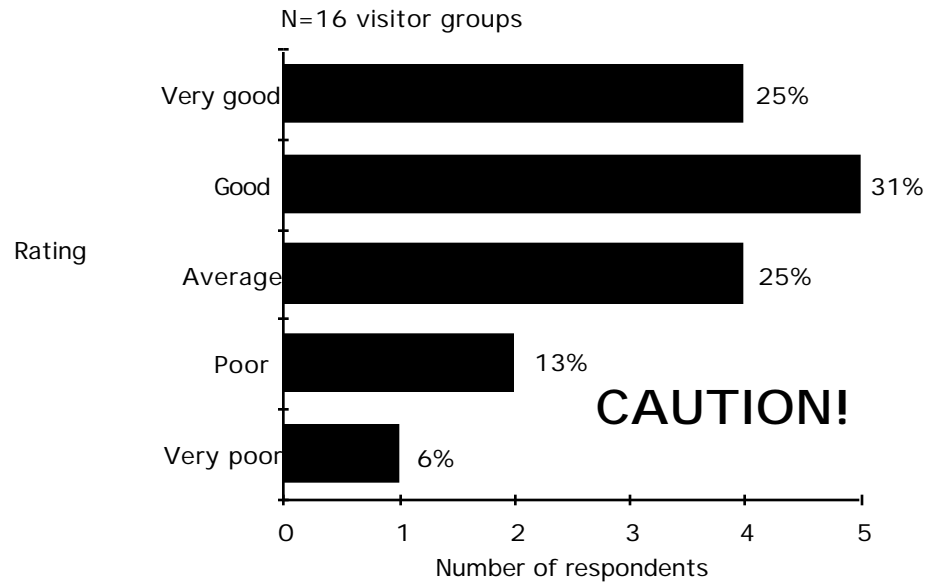


Figure 23: Quality of "other" facilities (weekday visitors)

Eighty-one percent of the weekday visitor respondents felt they would likely use a proposed visitor center, if it were available; 6% felt they would be unlikely to do so (Figure 24).

Potential use of a visitor center

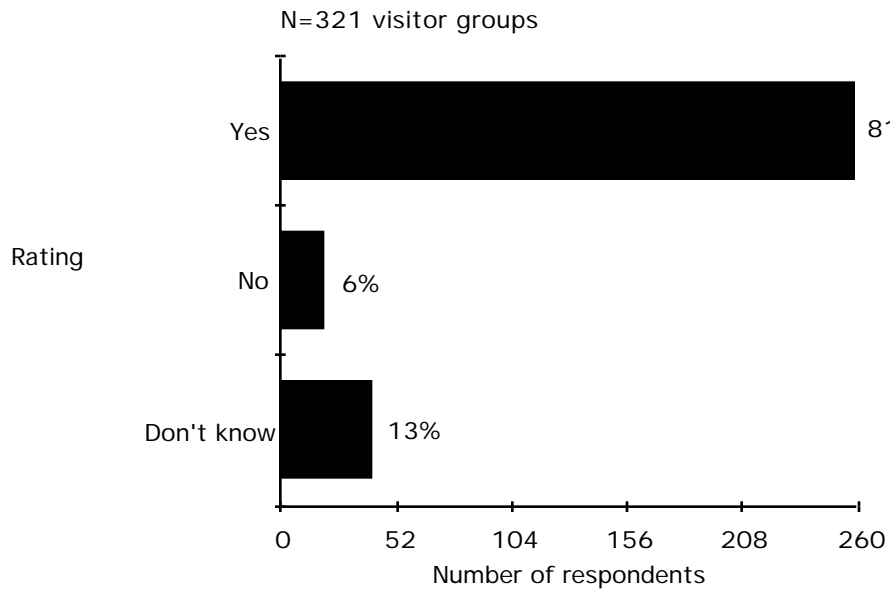


Figure 24: Use a planned visitor center (weekday visitors)

Proposals for future planning Weekday visitors were asked, "If you were planning for the future of Glen Echo Park what would you propose? Please be specific." A summary of their comments appears below.

**Proposals for future planning
(Weekday visitors)**

N= 590 comments
many visitors made more than one comment

Comment	Number of times mentioned
---------	---------------------------

INTERPRETIVE SERVICES

Display and advertise parks history	15
More arts and crafts show	14
Publicize artists and their works	13
More advertisement of park	11
More signs	11
Add more family oriented classes/activities	10
Add a nature center	8
Add a adult oriented center	7
A display of upcoming events with phone number	6
Expand the time the carousel runs	6
Provide more information about public transportation	6
Provide variety in children's classes	5
Build an art center for the public	4
Institute more festivals	4
No visitor center is needed	4
Provide diverse musical concerts	2
Build a ride share board	2
Provide more theater workshops	2
Provide more activities in the winter	2
Other comments	4

FACILITIES AND MAINTENANCE

Completely restore old amusement park	97
Restore Spanish ballroom	44
More and safer playground equipment	30
Keep the park the way it is	27
Temperature control the ballroom	24
Add more amusement rides and attractions	20
Add water fountains and restrooms to ballroom	18
Add concession stand with good food	16
Improve the parking lot	16
More landscaping	16
Better equipped/clean classrooms	11
Better lighting throughout the park	10
Resurface walkways	10
Better restrooms	10
Replace the pool	9

Improve and enlarge the picnic area		9
Reinstate the trolley line	7	
Restore the carousel		5
More benches throughout the park		5
Add a restaurant		5
Reinstate miniature golf course		3
Add a roller blade area		2
Build a multi-purpose building in the park		2
Greater accessibility for the handicapped		2
More pay phones		2
Build cover for outdoor concerts	2	
Make nature trails		2
Better sound system needed in the ballroom		2
Other comments		7

POLICY

Do not let the park turn commercial		5
Charge admission fee between \$1 to \$5	4	
Sell park to private investor		3
More money needs to go into the park		3
Work on safety precautions in the park		2
Staff should display a more positive attitude		2
Do not allow smoking throughout the park		2
Maintain reasonable fees for classes		2
Park needs more animals		2
Provide horse/pony rides		2
Other comments		3

GENERAL IMPRESSIONS

Keep up the good work		11
-----------------------	--	----

What visitors liked most Weekday visitors were asked, "What did you like most about your visit to Glen Echo Park"? A summary of their comments appears below and in the appendix.

**Visitors' likes
(Weekday visitors)**

N= 593 comments;
many visitors made more than one comment

Comment	Number of times mentioned
---------	---------------------------

PERSONNEL

National Park Service

Rangers/ staff helpful or friendly	28
Class instructors knowledgeable/friendly	13

INTERPRETIVE SERVICES

Enjoyed the carousel	156
Enjoyed exhibits/activities in the park	48
Liked the dance programs/classes	41
Activities that are scheduled are intriguing	8
Liked the pottery house	3
Liked the gallery	2
Other comments	1

FACILITIES AND MAINTENANCE

The ballroom is magnificent	34
Creek overlook well done	21
New parking facilities nice	20
Ground maintenance well done	11
Liked playground	6
Facilities in good condition	6
Restrooms well maintained	3
Like the bridge leading to Clara Barton house	2
Like the yurts	2
Other comments	2

Policy

Please help restore Glen Echo	4
Glad the park is not commercialized	2

GENERAL IMPRESSIONS

Park has a nice atmosphere		96
Park makes me feel nostalgic		78
Enjoyed visit to the park	38	
Good inexpensive family outing		10
Park is close to home		5
Park felt safe		4
Nice place to picnic		4
Liked the cats wandering around		2
Feeling of community in the park		2

What visitors liked least Weekday visitors were asked, "What did you like least about your visit to Glen Echo Park"? A summary of their comments appears below and in the appendix.

**Visitor dislikes
(weekday visitors)**

N= 191 comments;
many visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
National Park Service	
Park police disturbed atmosphere	3
Staff personnel abrupt and rude	2
FACILITIES AND MAINTENANCE	
Upgrade park and its facilities	56
Heat/Air condition. needed in buildings	19
Restrooms not adequate	16
Need more water fountains	14
Lack of parking	10
Indoor facilities poorly lit and need paint	9
Inadequate playground	7
Food service needs to be upgraded	6
Lights in Spanish ballroom too bright	4
More safety precautions need to be taken in park	4
Parking lot not well marked	3
Need more restrooms	3
More wood chips on paths, don't pave	3
Carousel not running	2
Restrooms need ventilation	2
Sidewalks need to be fixed	2
Need shade on play areas	2
GENERAL IMPRESSIONS	
Park too far away	6
Not much to do	5
Take more safety precautions in park	4
Lower the bee population	3
Closed- down feeling in the park	2
Ballroom floor causes allergic reactions	2
Weather was bad	2

Many weekday visitors wrote additional comments, which are included in the separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what weekday visitors enjoyed or did not enjoy.

Comment summary

Visitor comment summary (weekday visitors)

N=251 comments;
many visitors made more than one comment

Comment times	Number of mentioned
------------------	------------------------

PERSONNEL

National Park Service

Rangers helpful/ friendly	22
Park staff not helpful/friendly	2

INTERPRETIVE SERVICES

Classes/activities great	13
Love the carousel	12
Need more advertisement of events	4
Feels its important to support folk festivals	4
Will attend classes in the future	4

FACILITIES AND MAINTENANCE

Upgrade the park and facilities	25
Grounds well maintained	5
Love the ballroom	4
Like new landscaping	3
Parking lot was well done	3
Park has easy access	2
Other comments	8

Policies

Don't ever close Glen Echo	14
Need a shuttle system	2
Other comments	4

GENERAL IMPRESSIONS

Enjoyed the park	72
Keep up the good work	14
Will visit again	9
This was a nostalgic visit	8
Wonderful place for children	4
This is my favorite park	3
Don't commercialize park	3
Nice place to picnic	3
Glad Glen Echo is involved with community	2
Other comments	2

Demographic

FESTIVAL VISITORS RESULTS

Figure 25 shows group sizes, which varied from one person to 30 people. Eighty-four percent of Glen Echo festival visitors came in groups of four people or less. Thirty-nine percent of festival visitors came in groups of two, as shown in Figure 26.

Figure 27 shows varied age groups; the most common were visitors aged 26-50 (53%), with 21% of visitors 10 years old or younger. Most festival visitors (73%) had visited the park before (see Figure 28).

Festival visitors from foreign countries comprised 2% of all visitation (Map 3 and Table 4). Map 4 and Table 5 show that the majority of the American visitors came from Maryland, Virginia and Washington D.C.

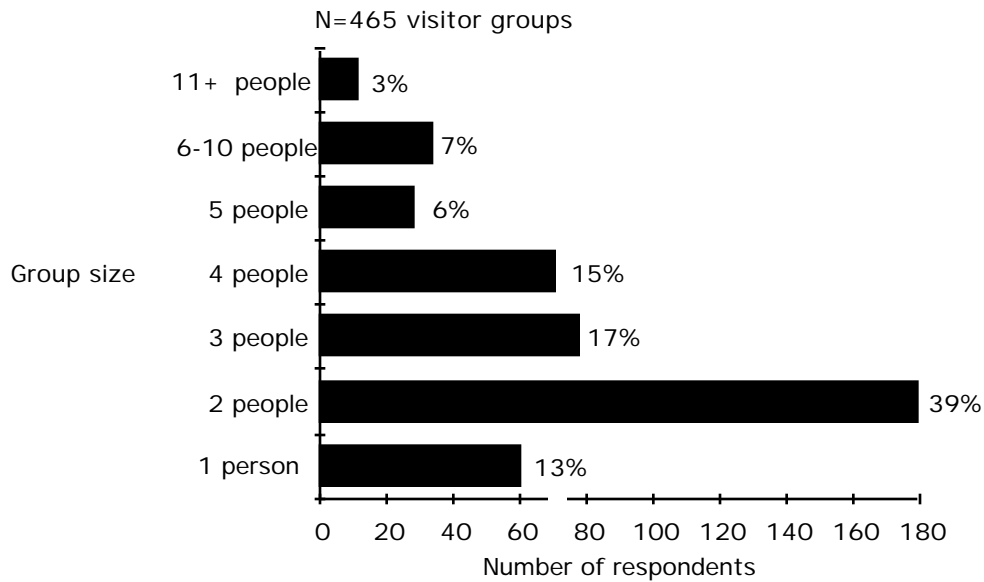


Figure 25: Visitor group sizes (festival visitors)

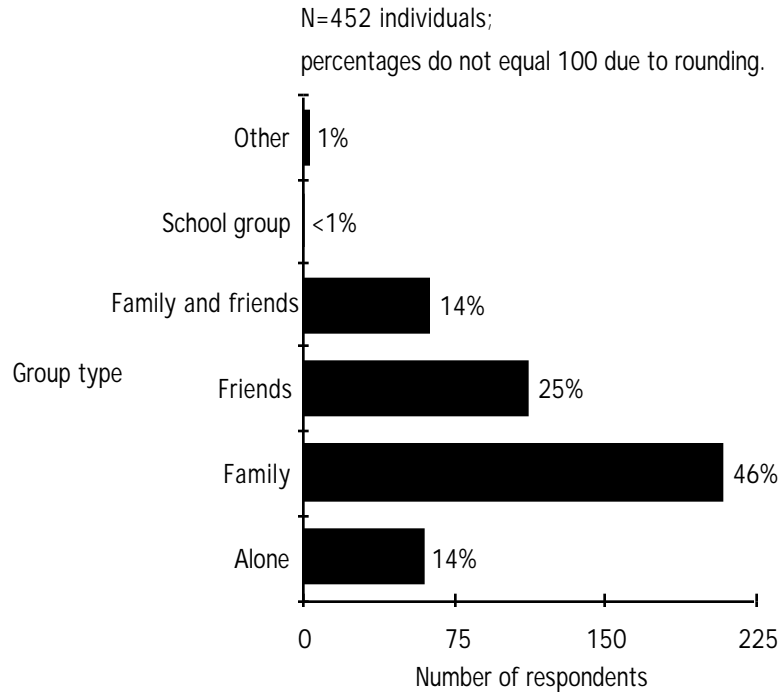


Figure 26: Visitor group types (festival visitors)

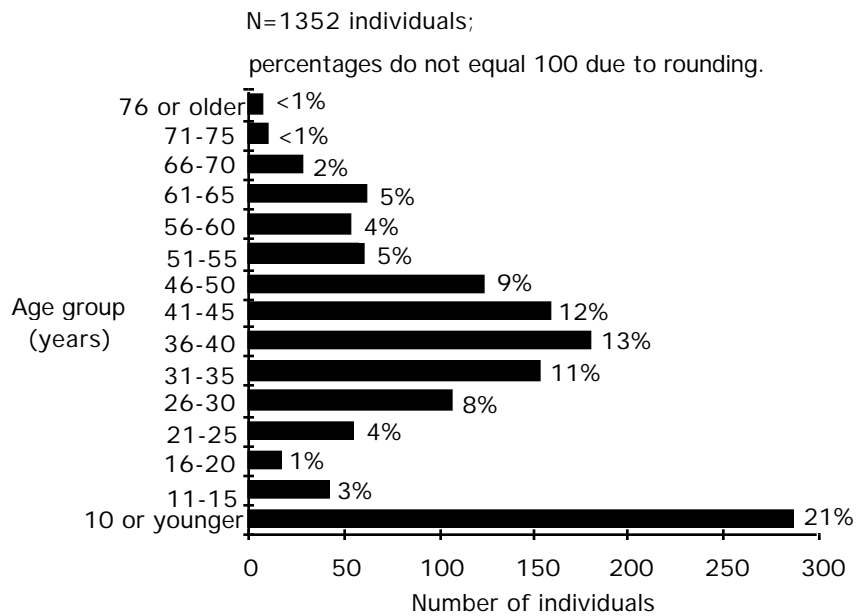


Figure 27: Visitor ages (festival visitors)

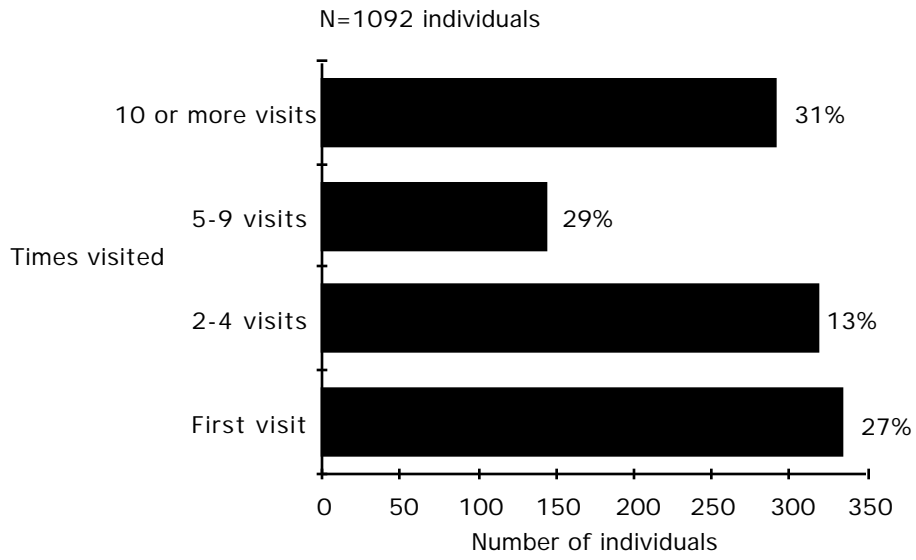


Figure 28: Number of visits (festival visitors)



**Map 3: Proportion of international visitors by country
(festival visitors)**

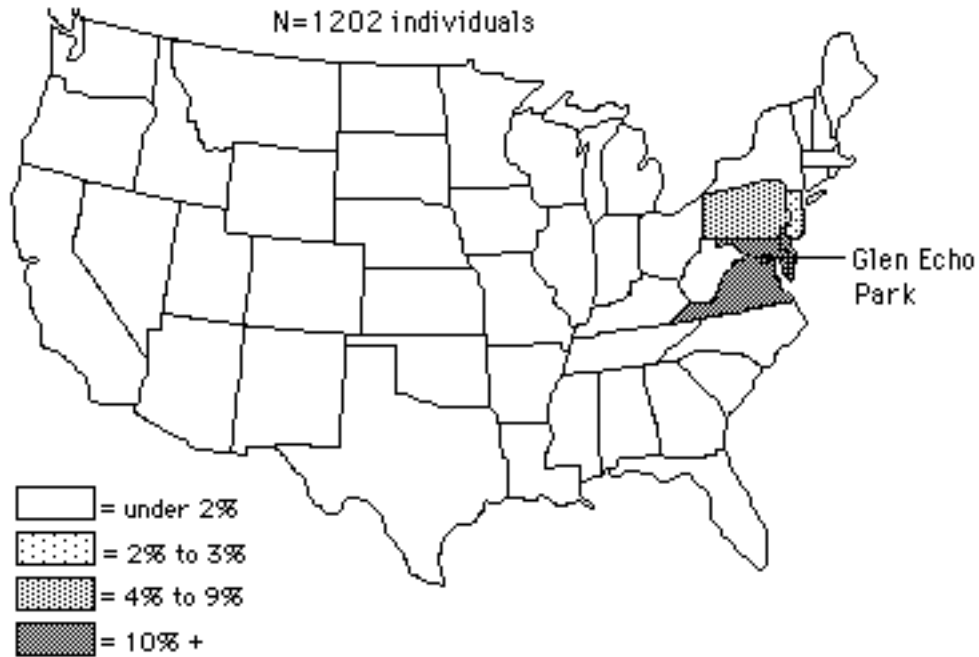
**Table 4: Foreign visitors by country of residence
(festival visitors)**

N=9 individuals

percentages do not equal 100 due to rounding.

CAUTION!

Country	Number of individuals	% of visitors
Ireland	2	22
Ecuador	1	11
Guinea	1	11
Hungary	1	11
Morocco	1	11
New Zealand	1	11
Spain	1	11
Sweden	1	11



Map 4: Proportion of visitors from each state (festival visitors)

**Table 5: Proportion of visitors from each state
(festival visitors)**
N=1202 individuals;

State	Number of individual	% of visitors
Maryland	660	55
Virginia	281	23
Washington D.C.	126	11
Pennsylvania	49	4
New Jersey	36	3
New York	11	1
Other states (19)	39	3

**Trans-
portation
type**

Most festival visitors to Glen Echo Park arrived by private vehicle (91%), walking (14%), and Ride-On bus van (12%). Figure 5 shows the proportion of visitor groups that used each type of available transport.

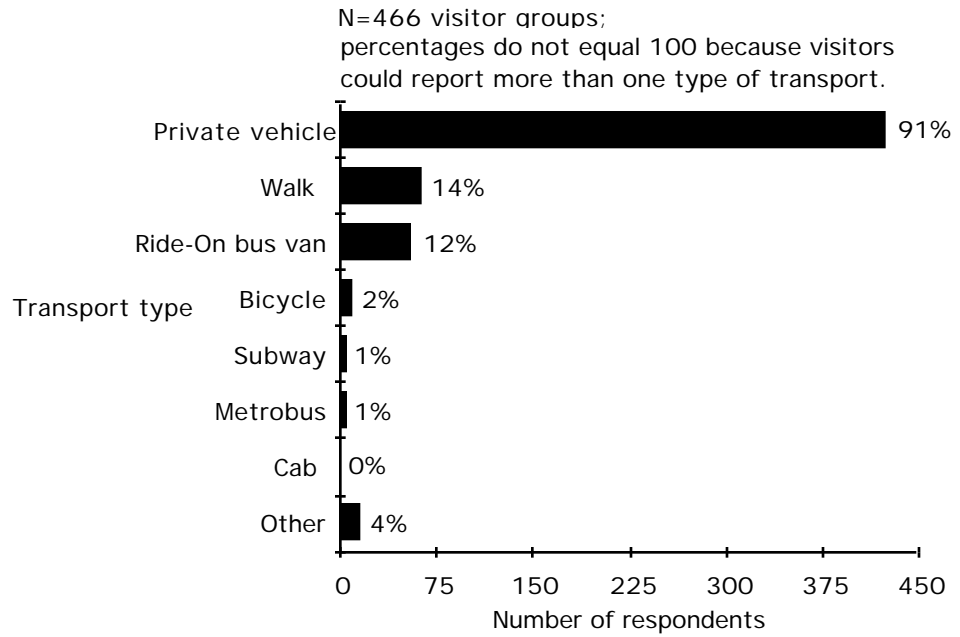


Figure 29: Proportion of visitor groups using each transport type (festival visitors)

Seventy-two percent of festival visitors to Glen Echo Park stayed four hours or less (see Figure 6). Of the festival visitors who spent three hours or less, most (44%) spent two to three hours.

Length of stay

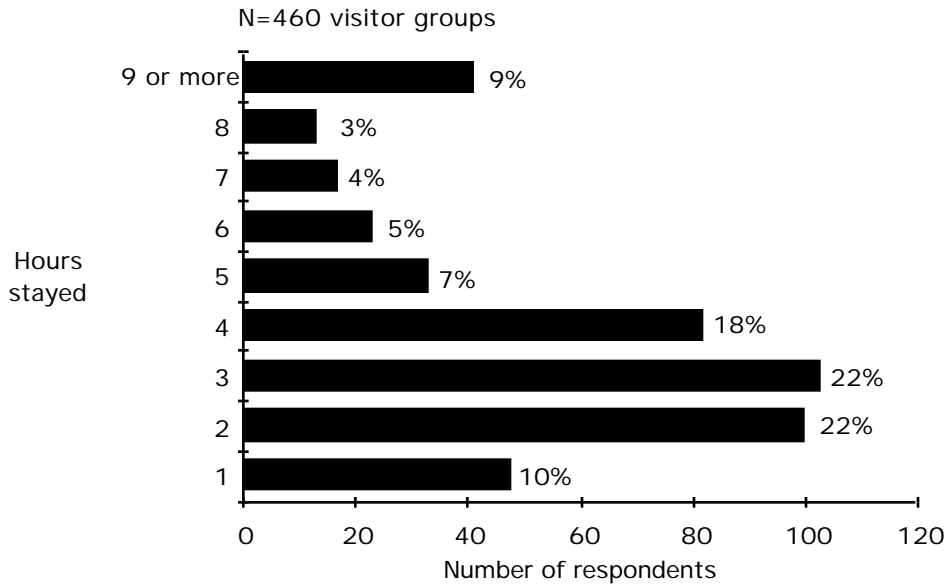


Figure 30: Length of stay (festival visitors)

Sources of park information

The most often used sources of information about the park by festival visitors were previous visits (59%), newspaper articles (54%), and advice from friends or relatives (43%), as shown in Figure 31. "Other" sources included Folk Society newsletter and Irish dance festivals.

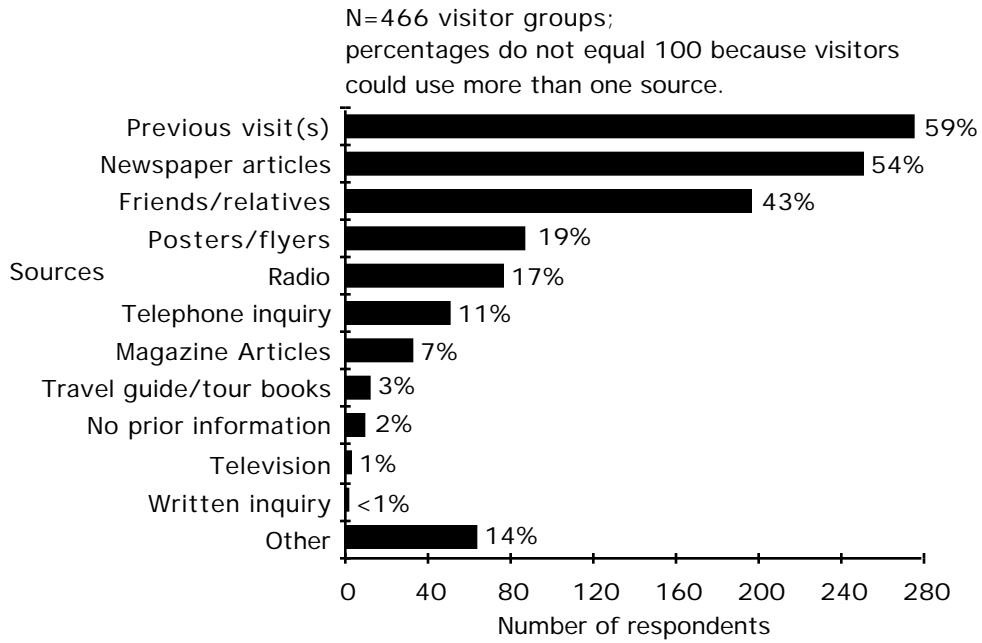


Figure 31: Sources of park information (festival visitors)

Figure 32 shows the proportion of festival visitor groups who participated in each activity during their visit. Common activities were attending the festival (79%), riding on the carousel (35%) and dancing (26%). "Other" activities mentioned included walking around.

Activities

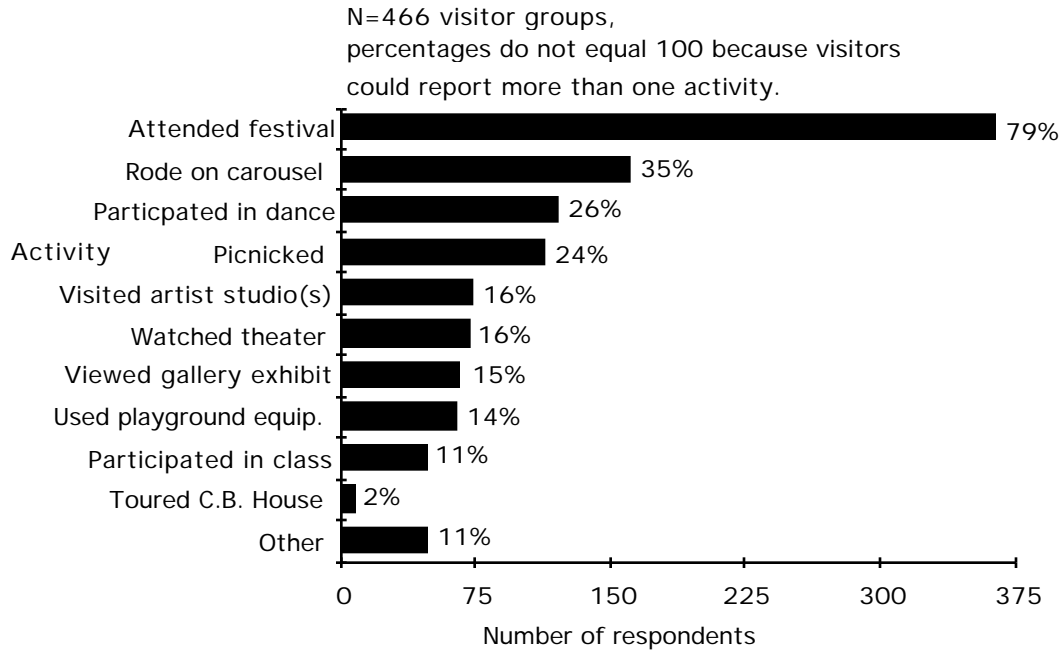


Figure 32: Proportion of visitor groups participating in each activity (festival visitors)

Past activities

Figure 33 shows the proportion of festival visitor groups who participated in each activity during past visits. Common activities were attending festivals (48%), riding on the carousel (47%), dancing and watching theater (36%). "Other" activities mentioned were walking around the park and enjoying the sites.

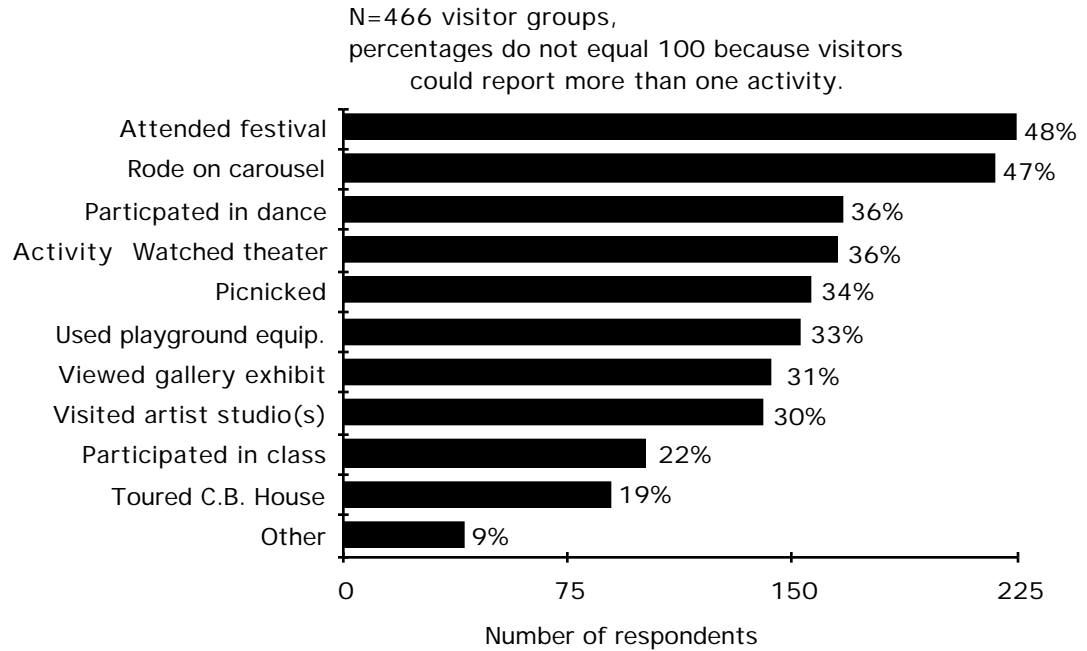


Figure 33: Proportion of visitor groups participating in each past activity (festival visitors)

The most commonly used programs or services were the festival performances (78%), festival activity schedule (50%) and the crafts display and sales (45%), as shown in Figure 34. The least used service was "other" (5%), which was identified by visitors as food vendors and the table display about dance activities.

Visitor services: use and quality

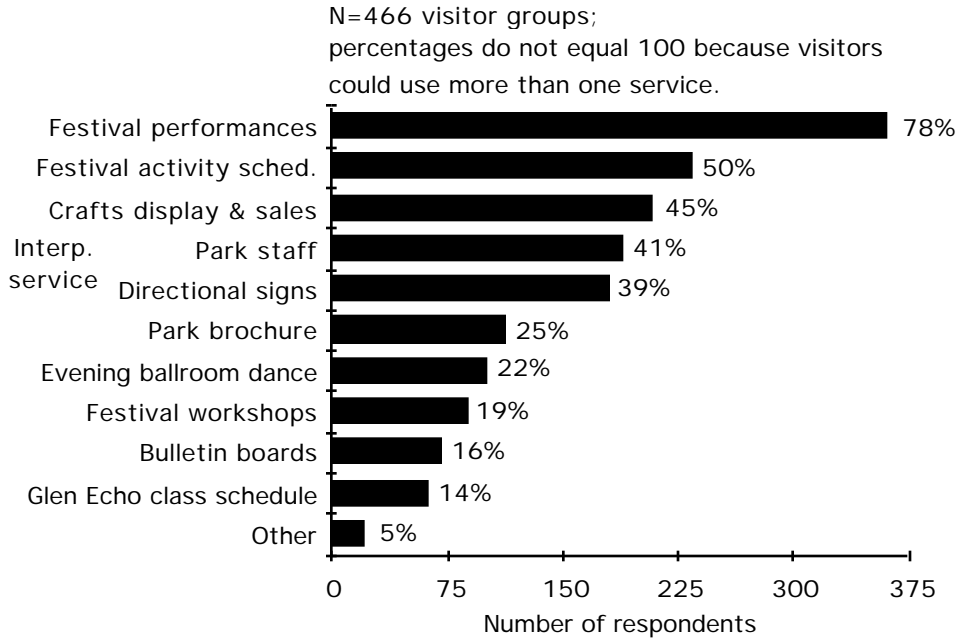


Figure 34: Use of programs/services (festival visitors)

Visitors rated the quality of visitor services they used. They used a five point scale (see the box below).

QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

Figures 35-45 show that several services were given high "good" to "very good" ratings: the Glen Echo class schedule (95%), park brochure (92%), park staff (92%), festival activity schedule (91%), evening ballroom dance (90%) and festival performances (90%). The service receiving the highest "poor" to "very poor" ratings was directional signs (11%).

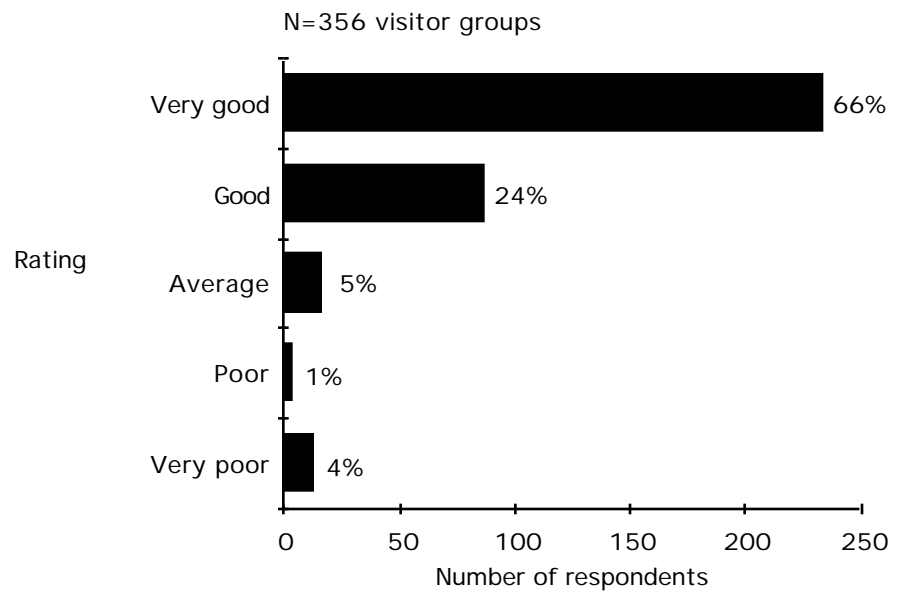


Figure 35: Quality of festival performances (festival visitors)

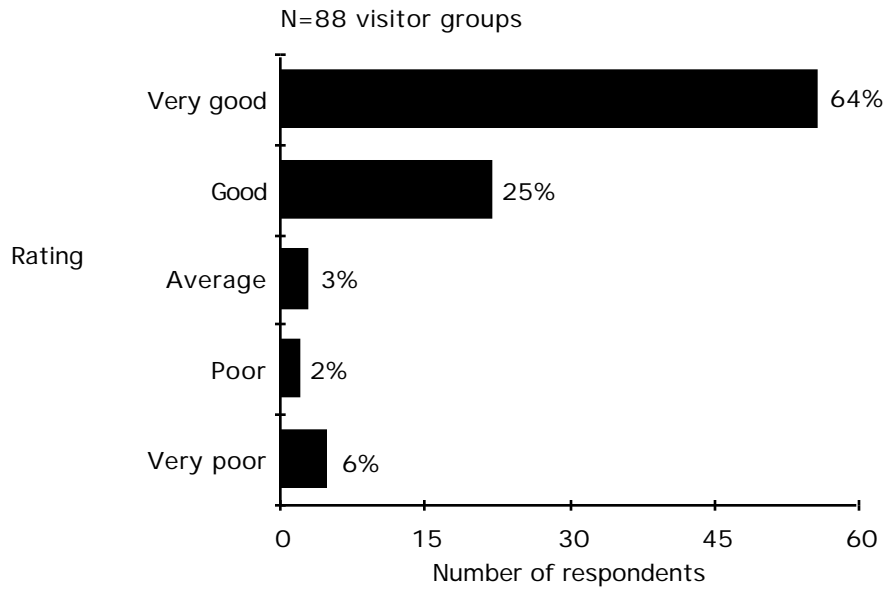


Figure 36: Quality of festival workshops (festival visitors)

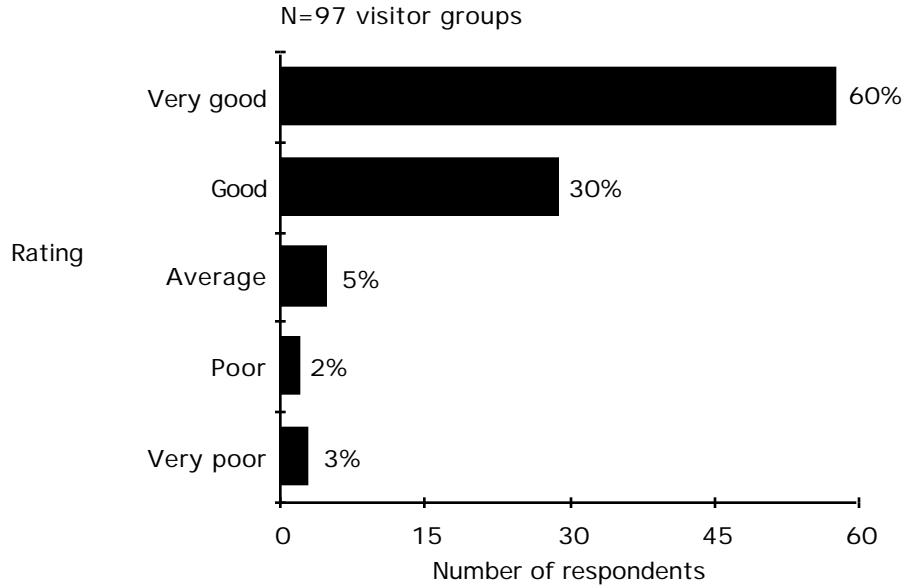


Figure 37: Quality of evening ballroom dance (festival visitors)

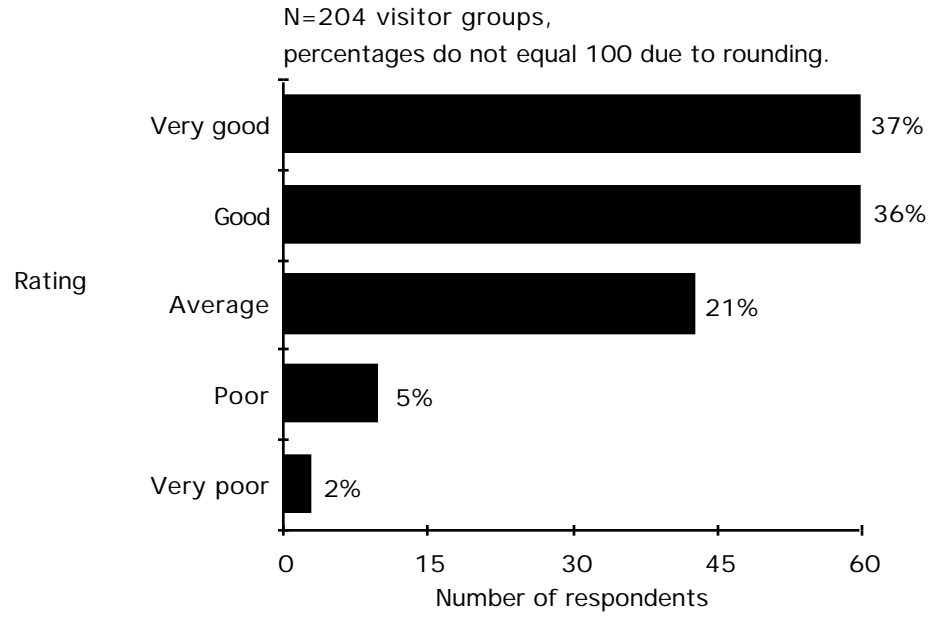


Figure 38: Quality of crafts display & sales (festival visitors)

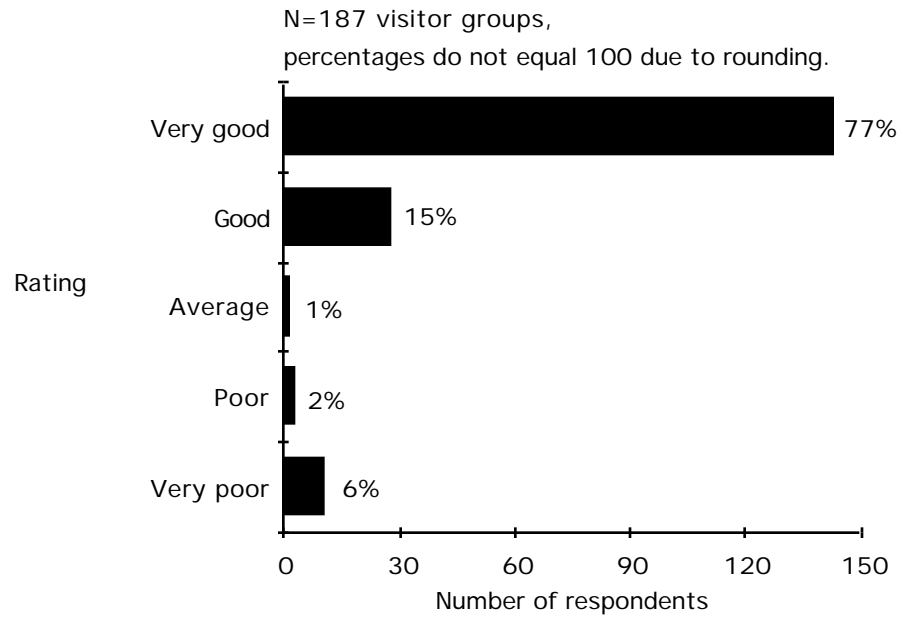


Figure 39: Quality of park staff (festival visitors)

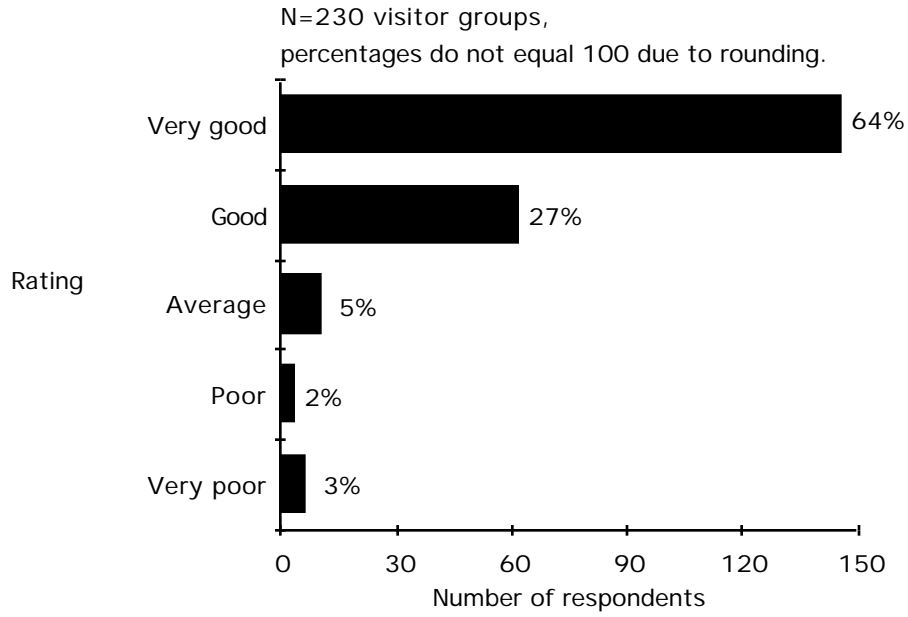


Figure 40: Quality of festival activity schedule (festival visitors)

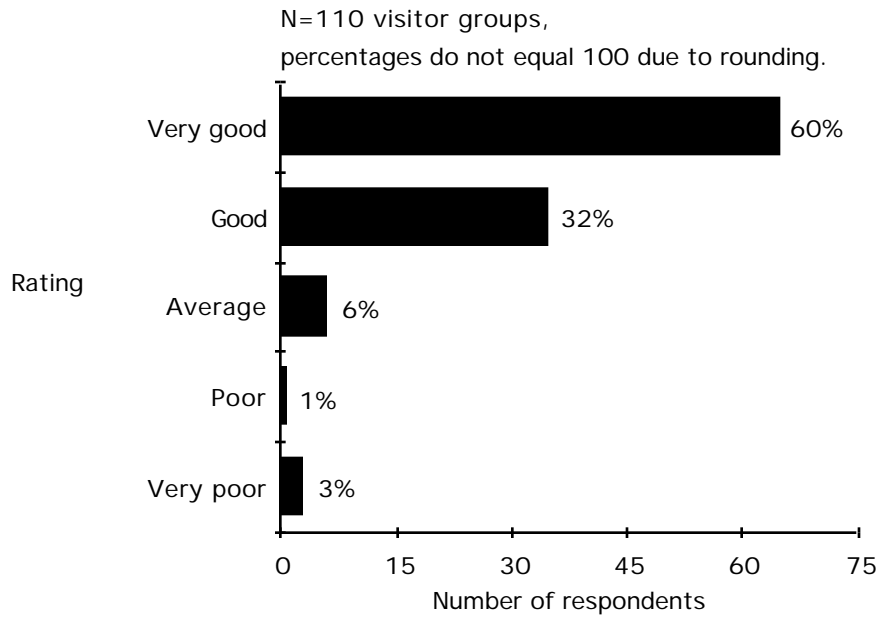


Figure 41: Quality of park brochure (festival visitors)

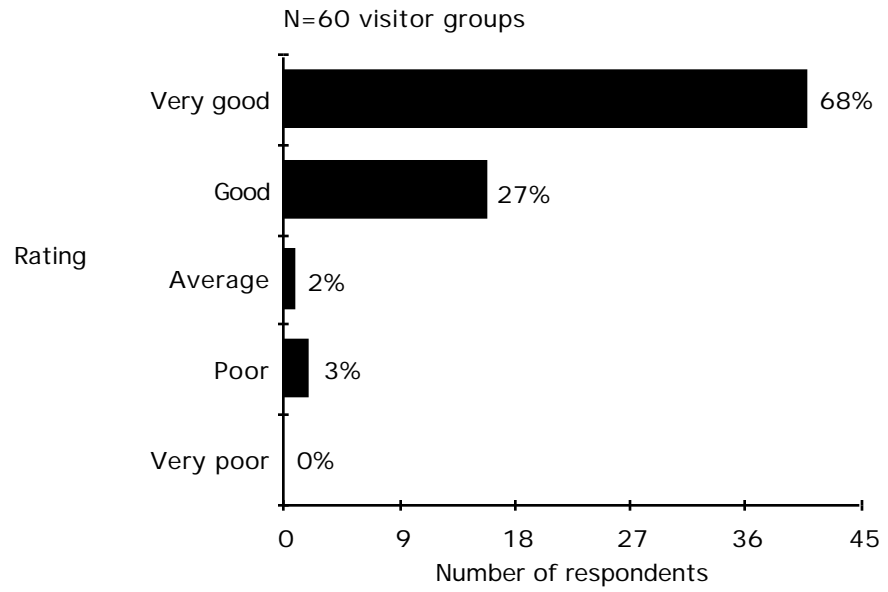


Figure 42: Quality of Glen Echo class schedule (festival visitors)

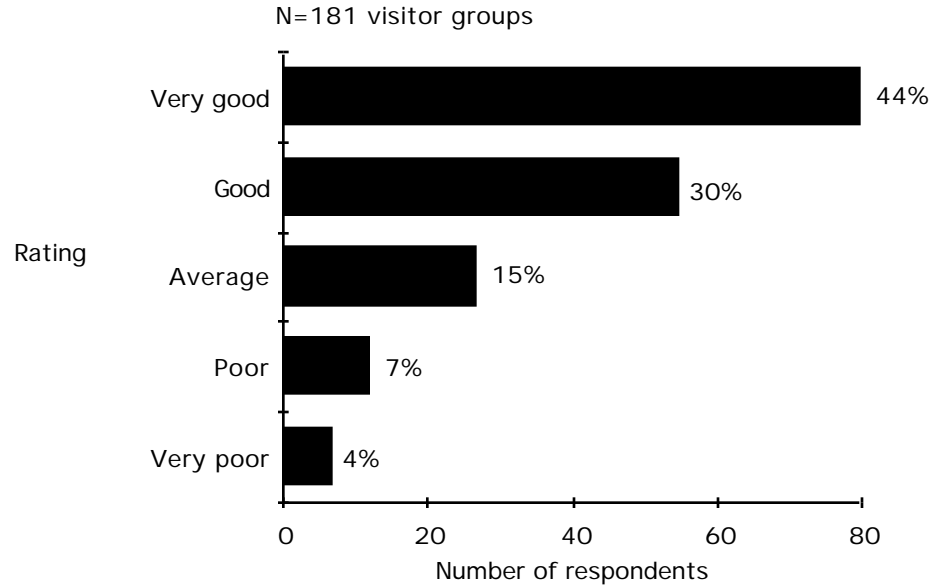


Figure 43: Quality of directional signs (festival visitors)

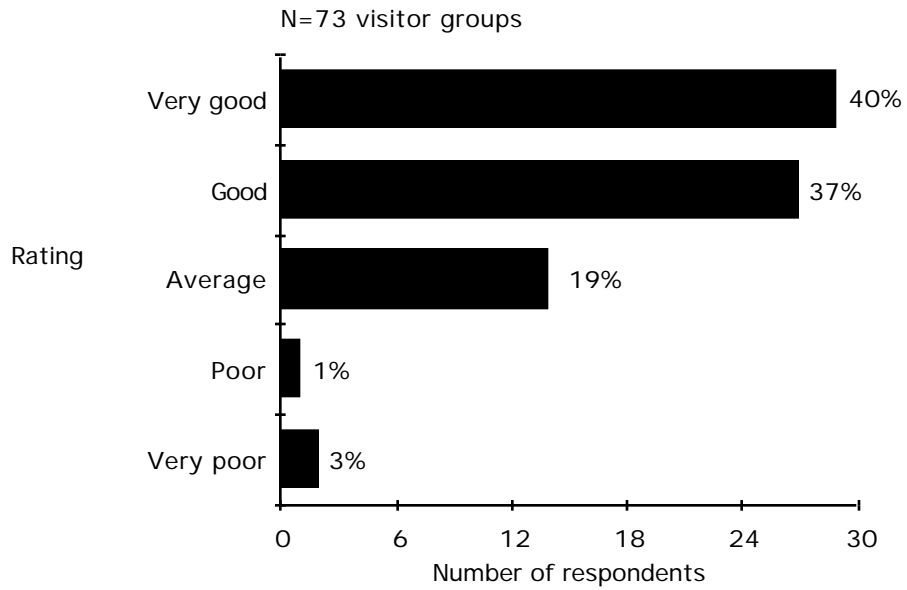


Figure 44: Quality of bulletin boards (festival visitors)

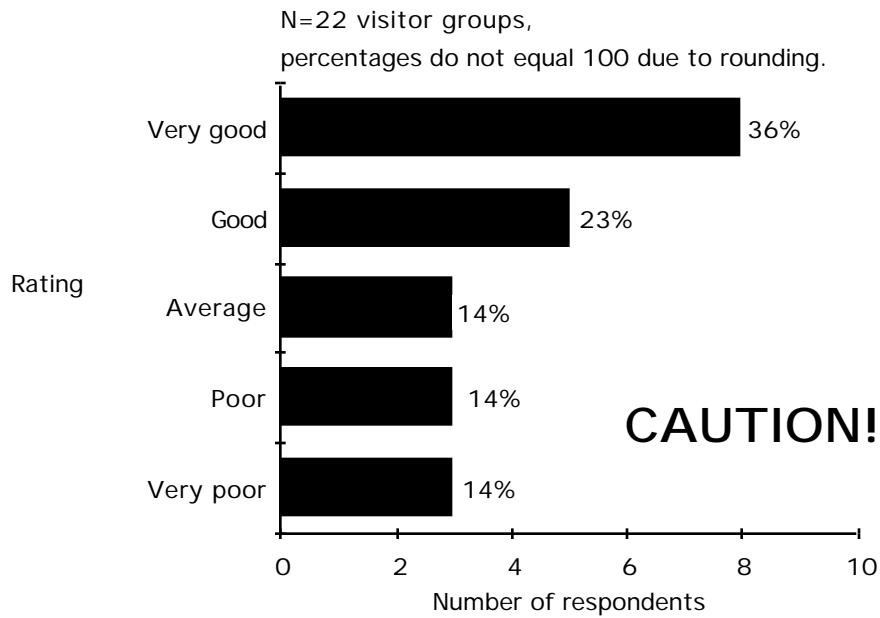


Figure 45: Quality of "other" programs/services (festival visitors)

Visitor facilities: use and quality

The most commonly used facilities by festival visitors were the restrooms (69%), food service (53%) and the Glen Echo parking lot (50%), as shown in Figure 46 . The least used facility was the passenger drop off area (9%).

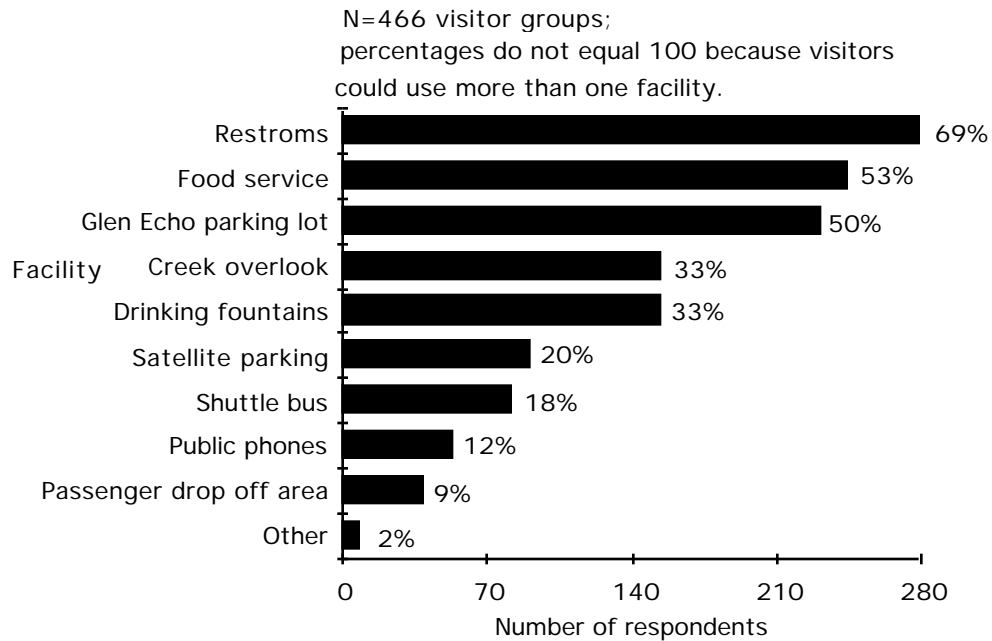


Figure 46 Use of facilities (festival visitors)

Visitors rated the quality of visitor services they used. They used a five point scale (see the box below).

QUALITY	
1	=very good
2	=good
3	=average
4	=poor
5	=very poor

Figures 47-56 show that several services were given high "good" to "very good" ratings: the creek overlook (96%), shuttle bus (91%), satellite parking (85%), passenger drop off area (81%), and the Glen Echo parking lot (80%). The services receiving the highest "poor" to "very poor" ratings were the food service and the drinking fountains (21%).

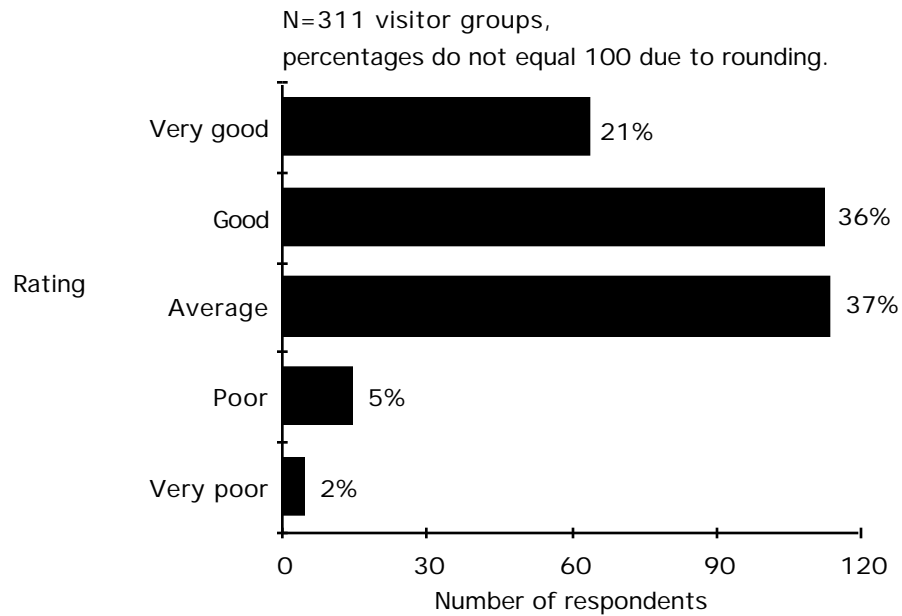


Figure 47: Quality of restrooms (festival visitors)

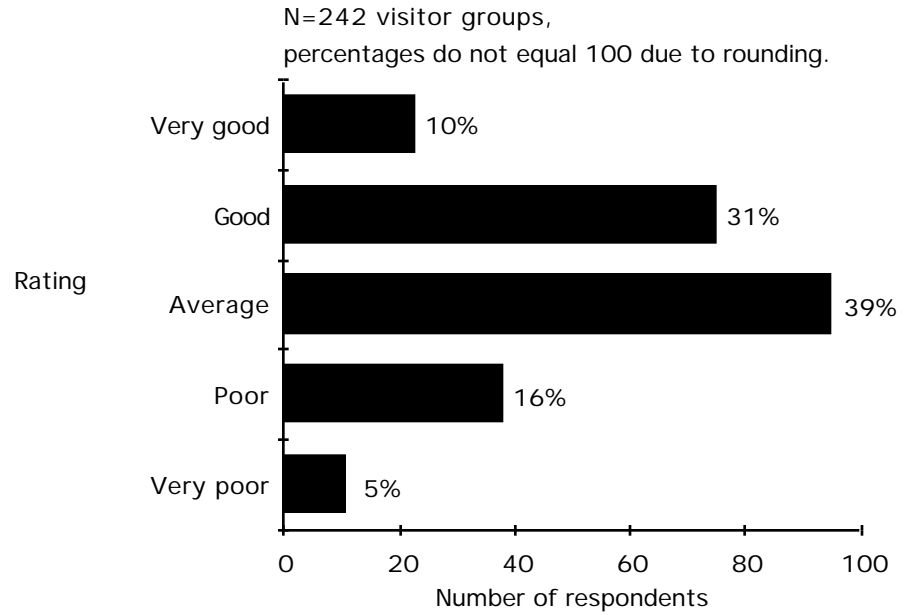


Figure 48: Quality of food service (festival visitors)

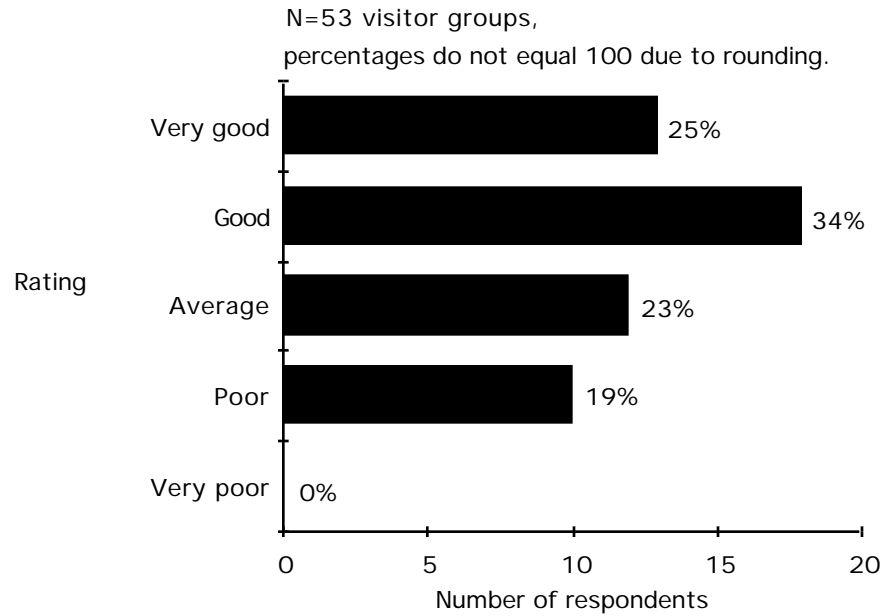


Figure 49: Quality of public phones (festival visitors)

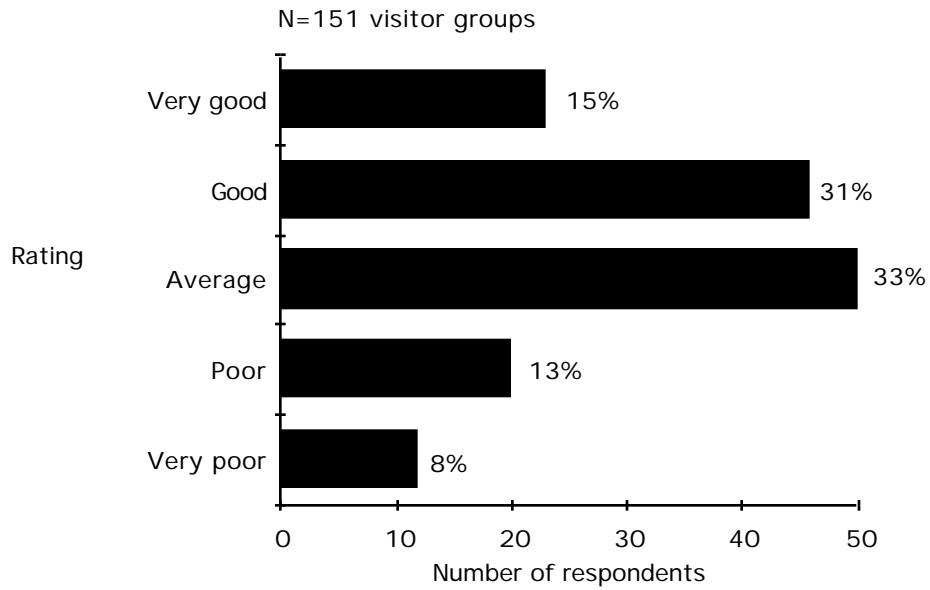


Figure 50: Quality of drinking fountains (festival visitors)

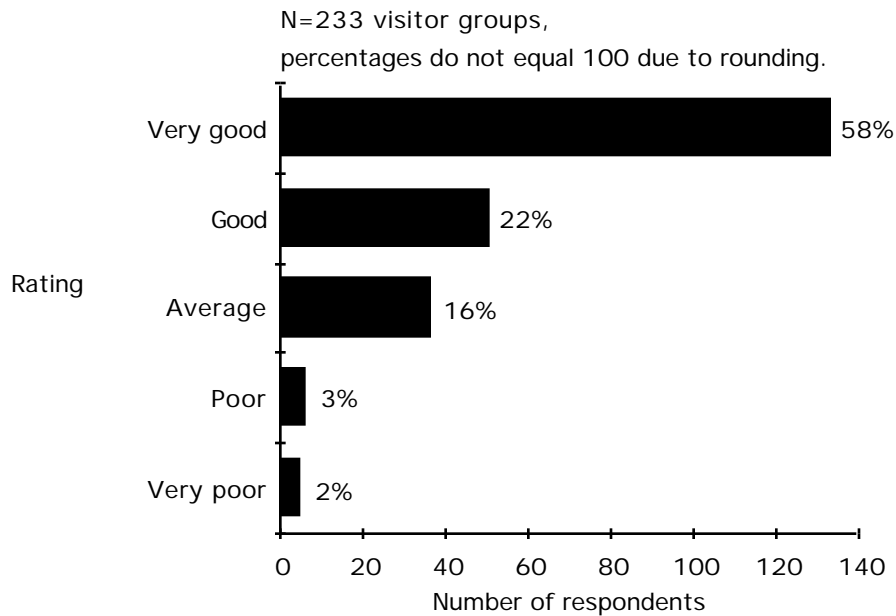


Figure 51: Quality of Glen Echo parking lot (festival visitors)

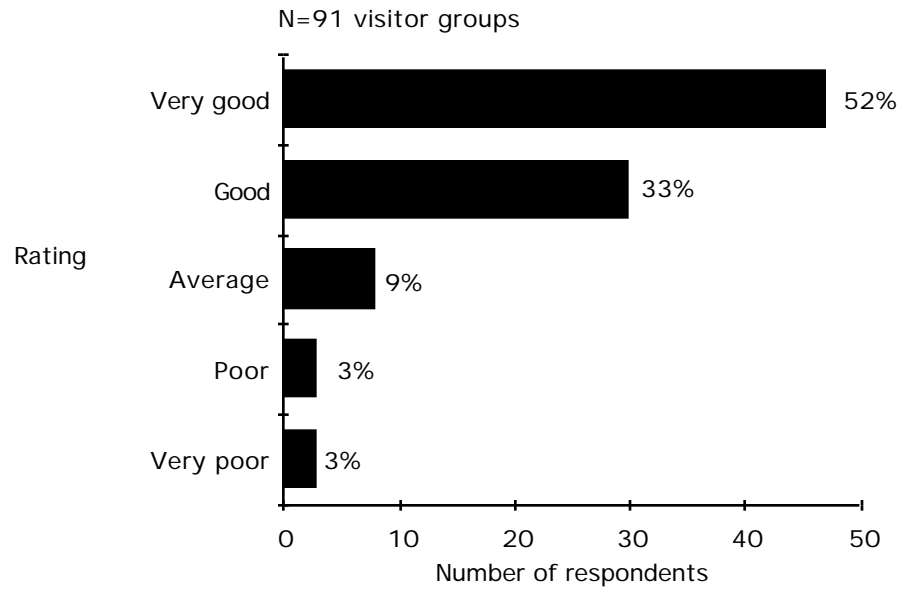


Figure 52: Quality of satellite parking (festival visitors)

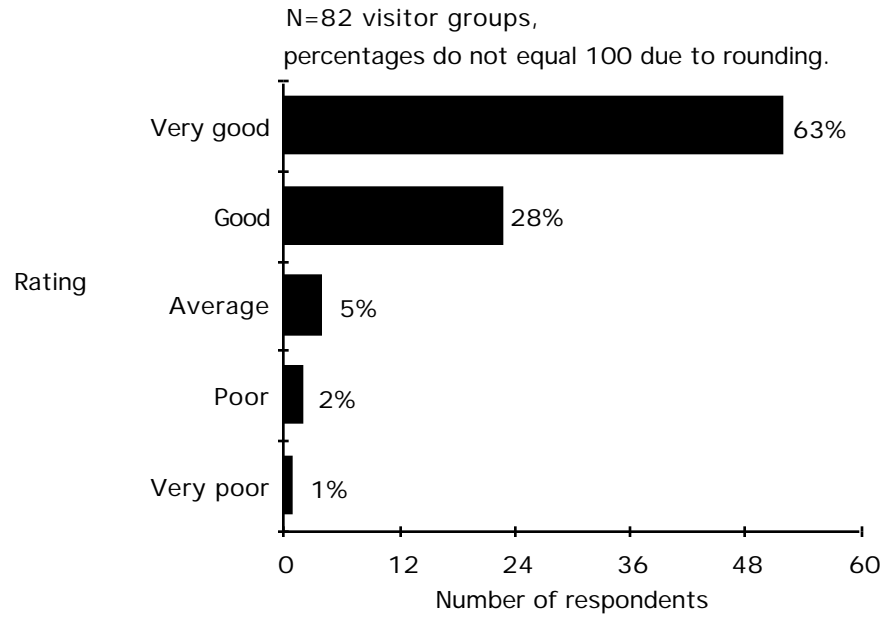


Figure 53: Quality of shuttle bus (festival visitors)

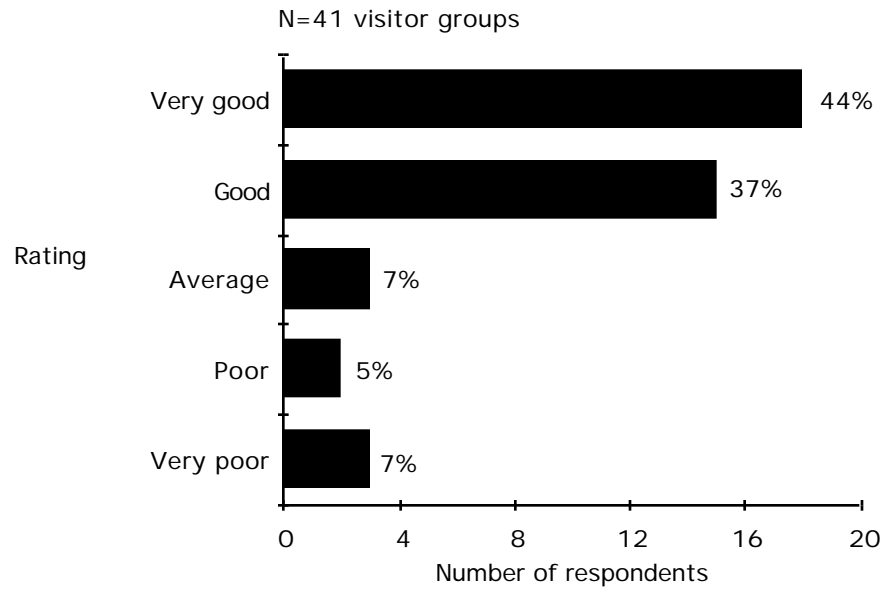


Figure 54: Quality of passenger drop-off area (festival visitors)

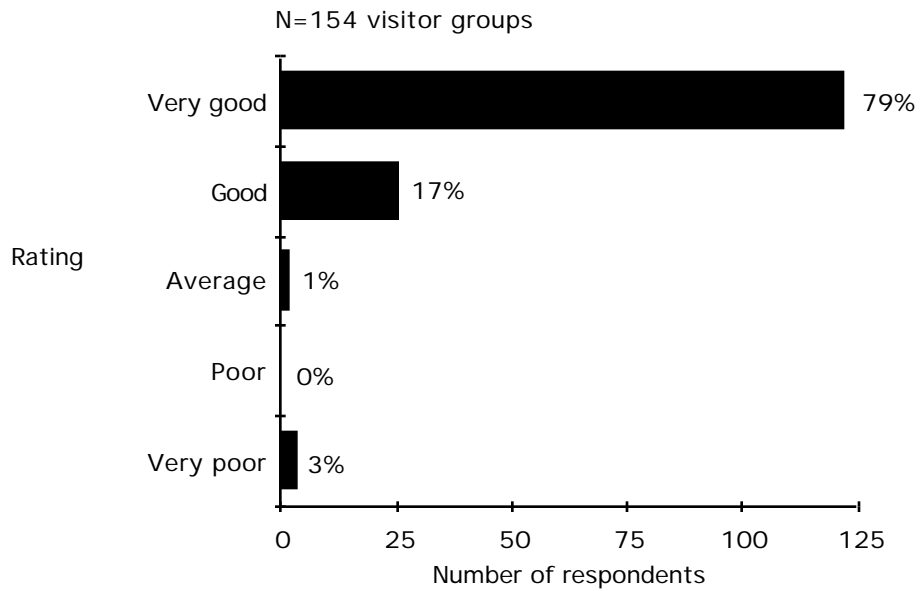


Figure 55: Quality of Creek overlook (festival visitors)

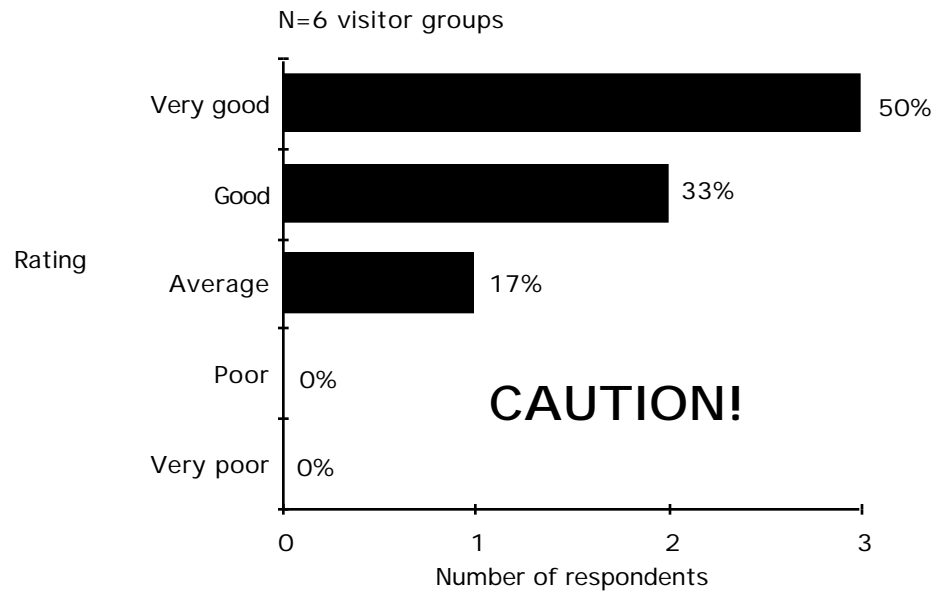


Figure 56: Quality of "other" facilities (festival visitors)

Festival visitors were asked "The National Park Service is considering a modest fee for festival activities to keep the festival at its current size and quality. Would you be willing to pay for the activities you participate in at future festivals?" Figure 57 shows that 62% answered yes, 15% answered no and 23% did not know if they were willing to pay.

**Future
festival fee
proposal**

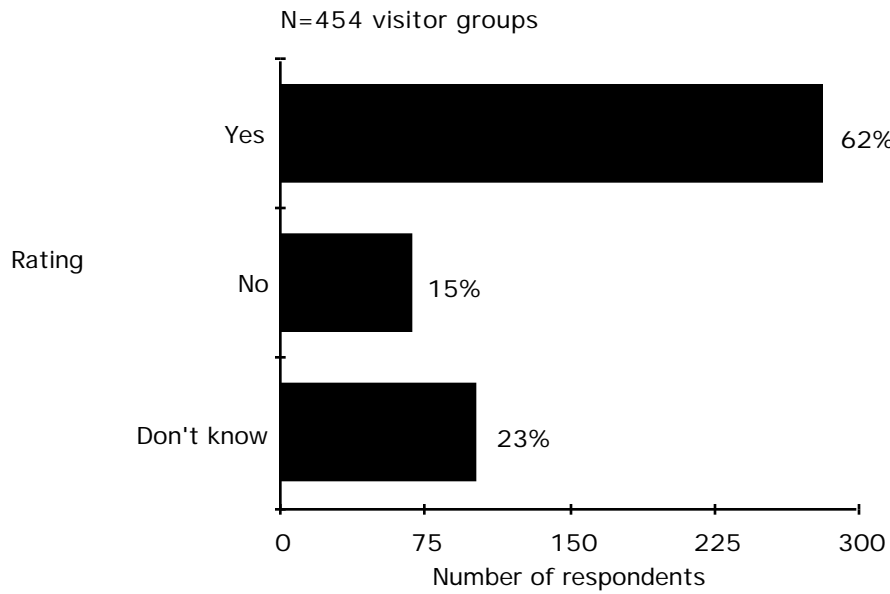


Figure 57: Willingness to pay fee for festival (festival visitors)

Proposals for future planning Festival visitors were asked, "If you were planning for the future of Glen Echo Park what would you propose? Please be specific." A summary of their comments appears below.

**Proposals for future planning
(Festival visitors)**

N= 651 comments
many visitors made more than one comment

Comment	Number of times mentioned
----------------	----------------------------------

INTERPRETIVE SERVICES

Continue festivals, activities and classes	84
Advertise and publish park history	15
Increase publicity	11
Provide more children's activities	11
Better directional signs around beltway needed	8
Park needs more attractions/activities	5
Continue to hold evening dances	4
Maintain Adventure Theater	3
Provide a better map of the area	3
Provide a blues/bluegrass festival	3
Provide a board of events calendar	3
Provide a newsletter	2
Expand class variety	2
Other comments	11

FACILITIES AND MAINTENANCE

Completely restore old amusement park	99
Restore ballroom	44
Keep the park the way it is now	37
Ballroom needs temperature control	27
Continue maintaining carousel	22
Better parking facilities needed	18
More landscaping	18
Expand & improve playground	17
Build an amphitheater	10
Restore the crystal pool	8
Enlarge picnic facilities	7
Restrooms need better maintenance	7
Provide public transportation to the park	7
Provide more restrooms	6
Build more benches	8
Provide more drinking fountains	6
Provide better lighting throughout park	5
Repair walkways	4
Reinstate the trolley	3
Provide baby changing tables in restrooms	3
Build more walkways	3
Reopen miniature golf course	3
Provide more telephones	2

Provide an animal petting zoo		2
Build more rain shelters	2	
Provide easier handicapped access		2
Other comments		5

POLICY

Make the park more family oriented		12
Center the park around the arts		11
Park needs funds		10
Do not charge an admission fee	10	
Charge a minimal entrance fee		8
Increase time allowed on carousel		5
Don't let park become commercial		4
Control traffic		3
Expand the park		3
Reopen yurt village		2

CONCESSIONS

Provide better & cheaper food concessions		31
Provide more craft stands		9
Park needs a restaurant/cafe		8

GENERAL IMPRESSIONS

Keep up the good work		3
-----------------------	--	---

What visitors liked most Festival visitors were asked, "What did you like most about your visit to Glen Echo Park"? A summary of their comments appears below and in the appendix.

**Visitors' likes
(Festival visitors)**

N= 679 comments;
many visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
National Park Service	
Rangers/ staff helpful or friendly	45
Class instructors knowledgeable/friendly	5
INTERPRETIVE SERVICES	
Enjoyed Festival	112
Enjoyed exhibits/activities in the park	49
Enjoyed festival performances	48
Enjoyed ballroom activities	32
Festival well organized	12
FACILITIES AND MAINTENANCE	
Enjoyed carousel	92
Renovation well done	30
Maintenance well done	19
Access to park convenient	16
Like the picnic area	5
Restrooms adequate	5
Like playground	4
Sound system at festival excellent	3
Policy	
Like free admission	10
Keep commercial development out of the park	8
Shuttle parking a good idea	3
No smoking/drinking policy in ballroom a good idea	3

GENERAL IMPRESSIONS

Park has a nice atmosphere		118
Park gives me feeling of nostalgia		24
Enjoyed visit to park		15
Crowds at festival well behaved	12	
Park not crowded		4
Park is safe		3
Keep up the good work		2

What visitors liked least Festival visitors were asked, "What did you like least about your visit to Glen Echo Park"? A summary of their comments appears below and in the appendix.

**Visitor dislikes
(Festival visitors)**

N= 334 comments;
many visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Park staff not friendly/helpful	2
Not enough signs and maps around during festivals	6
INTERPRETIVE SERVICES	
Schedule of activities conflict	2
Not enough information about activities	2
FACILITIES AND MAINTENANCE	
Park appears run down	62
Lack of convenient parking	30
Restrooms inadequate	25
Paths need repair	21
Not enough drinking fountains	14
More seating needed during festivals	13
Ballroom needs to be maintained better	9
Picnic facilities inadequate	6
More restrooms needed	6
More rain shelters needed	5
Crowded traffic in parking lot	5
Not enough public phones	3
Handicapped access limited	2
Ballroom needs temperature control	2
Park needs more lights	2
POLICY	
Need more to do when festivals aren't happening	6
Festivals not well organized	4
Concessions	
Food prices and service inadequate	25
Did not like shuttle ride	3

GENERAL IMPRESSIONS

Weather was bad	52
Too crowded	16
Did not visit festivals	6
Park too far away from place of residence	5

**Comment
summary**

Many festival visitors wrote additional comments, which are included in the separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

**Comment summary
(festival visitors)**

N=304 comments;
many visitors made more than one comment

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Park staff helpful/friendly	16
-----------------------------	----

INTERPRETIVE SERVICES

Better advertisement of events needed	10
Activities/exhibits of high quality	5

FACILITIES AND MAINTENANCE

Renovation is well done	34
Facilities need to be updated	17
Like the carousel	15
Reinstate the old amusement park	3
Festivals require more seating	3
Need better paths/sidewalks	3
Do not like new parking lot	3
Temperature control needed in ballroom	2
Better methods of transportation needed	2
Liked the shuttle system	2

Policies

Please preserve the park	15
Do not charge admission to the park	9
Keep the park the way it is	4
Don't commercialize the park	3
Park needs to be utilized better	3

GENERAL IMPRESSIONS

Liked the park		58
Will return to park		24
Keep up the good work		24
Enjoy the festivals		18
Park is a great asset to the area	18	
Park gives me a sense of nostalgia		10
Park provides a pleasant family outing		3

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics. For example, to learn about which information sources a particular age group consulted, request a comparison of information sources by age group; to learn about how the use of information sources varied among group types, request a comparison of information sources by group type.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about what interpretive/information services were used by different visitor group types and sizes, request a comparison of interpretation/information services used by group type by group size; to learn about what interpretive/information services were used by different age groups by group type, request a comparison of interpretive/information services by age groups by group type.

Consult the list of characteristics for Glen Echo visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

QUESTIONNAIRES

**Visitor Services Project
Analysis Order Form
Glen Echo Park
Report 47**

Date of request: ____ / ____ / ____

Person requesting analysis: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all that were listed in the questionnaire.

- Group size
- Group type
- Age
- State residence
- Country residence
- Information sources (Festival only)
- Interpretive programs or services used
- Interpretive programs or services quality
- Transportation type
- Potential visitor center use (Regular only)
- Festival fee (Festival only)
- Number times visited
- Length of stay
- Facilities used
- Facilities quality
- Activities this visit
- Activities past visit

Two-way comparisons (write in the appropriate variables from the above list) be sure to designate festival or weekday visitors.

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (write in the appropriate variables from the above list) be sure to designate festival or weekday visitors.

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions _____

Mail to:
**Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843-4199**

Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

1985

5. North Cascades National Park Service Complex

Park Studies Unit, College of Forestry, Wildlife Moscow, Idaho 83843-4199 or call (208) 885-4199

1986

6. Crater Lake National Park

1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative

1990

28. Canyonlands National Park
29. White Sands National Monument
30. National Monuments
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park
39. Joshua Tree National Monument
40. The White House Tours, President's Park
41. Natchez Trace Parkway
42. Stehekin-North Cascades National Park/Lake Chelan National Rec. Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park

1992

45. Big Bend National Park
 46. Frederick Douglass National Historic Site
 47. Glen Echo Park
-

Visitor Services Project
Frederick Douglass
National Historic Site

Appendix

Visitor Services Project Frederick Douglass National Historic Site

Appendix

Dwight L. Madison

Report 46

December 1992

This volume contains a summary of visitors' comments for Question 15. The summary is followed by their unedited comments.

Dwight Madison is VSP Eastern Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Glen Echo Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.



Carnell Poole
Site Manager
Frederick Douglass Home NHS
1411 "W" Street S.E.
Washington DC, 20020

REGULAR VISITORS

FESTIVAL VISITORS

**Printing Instructions for
Glen Echo Park
Report & Appendix**

Glen Echo Park Report

I need 27 copies : 26 bound copies and 1 copy unbound.
All copies should have a **gray front & back cover**

Inside Title page should be on white paper (single page).
Report Summary page should be Xeroxed on blue paper (single page).
Table of contents page should be Xeroxed on white paper (single page).

Pages 1-63 should be duplexed on white paper.

Analysis order forms should be on white paper (single page)

Page 65 (Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

* **NPS D 94 March 1993 page** should be facing inside back cover page

Inside back cover page is the one that has the VSP publications listed.

Jefferson National Expansion Memorial Appendix Section

I need 9 copies : 8 bound copies and 1 copy unbound.
All copies should have a **gray front & back cover** .

Inside Title page should be Xeroxed on white paper (single page).

Pages 1-10 (Visitor likes, dislikes & comment summary) duplex on blue paper.

Visitor comment pages duplex on white paper.

Separate the regular visitor comment section with a blank piece of white paper.

Separate the regular visitor comment section from the festival visitor comment sections with a blank piece of blue paper.

Inside back cover page is the one that has the VSP publications listed.

Can you take the picture off of volume I and place it on the Appendix section for a clearer cover? If so, please do.
