

**Visitor Services Project
Eisenhower National Historic Site
Report Summary**

- This report describes the results of a visitor study at Eisenhower NHS during July 23-29, 2000. A total of 700 questionnaires were distributed to visitors. Eisenhower visitors returned 346 questionnaires and Gettysburg NMP visitors returned 212 questionnaires for an overall 79.7% response rate.
- In two chapters, this report profiles Eisenhower NHS visitors, and Gettysburg NMP visitors who did not visit Eisenhower NHS. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.

Eisenhower NHS visitors

- Seventy-five percent of the visitors were in family groups. Forty percent of visitors were in groups of two; 38% were in groups of three or four. Fifty-eight percent of visitors were aged 41-70 years, while 21% were aged 15 years or younger.
- United States visitors were from Pennsylvania (23%), 41 other states and Washington D.C. There were too few international visitors to provide reliable information.
- Most (86%) of visitors were making their first visit to Eisenhower NHS. Most visitors (75%) were aware of Eisenhower NHS prior to visiting. The most commonly used sources of information were travel guides/ tour books and previous visits. Most visitors' (83%) primary reason for visiting was to see Eisenhower's home and farm.
- On this visit, the female head of household made the decision to visit for 56% of groups; the male head of household made the decision for 53% of groups. Forty percent made the decision after arriving in town; 32% decided to visit less than one month before visiting. Ninety percent or more of the visitors felt each of the admission fees was "appropriate."
- Visitors were asked many additional questions and made many additional comments.

Gettysburg NMP (non-Eisenhower NHS) visitors

- Seventy-four percent of the visitor groups were family groups. Thirty percent of visitor groups were groups of two; 40% were in groups of three or four. Forty-three percent of visitors were aged 36-55 years, while 27% were aged 15 years or younger.
- United States visitors were from Pennsylvania (15%), 39 other states and Washington D.C. International visitors comprised 5% of the Gettysburg NMP (non-Eisenhower) visitors.
- Over one-half of visitors (55%) were making their first visit to Gettysburg NMP. Over one-half of visitors (54%) were not aware of the existence of Eisenhower NHS. The most commonly used sources of information were travel guides/ tour books and previous visits.
- On this visit, the male head of household made the decision to visit Gettysburg NMP for 66% of groups; the female head of household made the decision for 31% of groups. Seventy-six percent of visitors made the decision prior to arriving in town and up to six months before visiting. Seventy-four percent of the visitors listed "lack of time" as the reason they did not visit Eisenhower NHS; 27% cited "lack of interest."
- Visitors were asked many additional questions and made many additional comments.

For more information about the Visitor Services Project, please contact the
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