

Visitor Services Project
Colonial National Historical Park—Jamestown Island
Report Summary

- This report describes the results of a visitor study at Colonial National Historical Park (NHP)—Jamestown Island during June 24-30, 2001. A total of 600 questionnaires were distributed to visitors. Visitors returned 475 questionnaires for a 79.2% response rate.
- This report profiles Colonial NHP—Jamestown Island visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Thirty percent of visitor groups were groups of two. Seventy-nine percent of the visitor groups were family groups. Thirty-two percent of visitors were aged 36-50.
- Three percent of all visitors were international: with 46% from England, 15% from Korea, and 12% from Northern Ireland. United States visitors were from Pennsylvania (10%), Virginia (9%), California (7%), and 37 other states, Washington, D.C., and Puerto Rico.
- Thirty-one percent of visitor groups had Bachelor's degrees, 25% had graduate degrees, 25% had some college education, and 3% had some high school education.
- On this visit, the most common activities were walking (96%), birdwatching (11%) and bicycling (3%).
- Travel guides/ tour books (46%), friends and relatives (32%), and previous visits (30%) were the most used sources of information by visitor groups.
- Most visitor groups (74%) were not aware of the difference between Jamestown Island and Jamestown Settlement. Fifty-one percent of visitor groups indicated that they did not visit Jamestown Settlement. Most visitor groups (76%) visited Colonial Williamsburg. Fifty-eight percent of visitor groups want tickets to be available for both Colonial Williamsburg and Jamestown Island at both locations.
- Concerning their reason for visiting Jamestown Island, most visitors (74%) were on vacation in the area, while 67% were visiting to learn about Jamestown history.
- In regard to the use, importance and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The services that were most used by 418 respondents were the Jamestown brochure/ map (89%) and visitor center museum exhibits (67%). According to visitors, the most important services were park ranger tours (90% of 100 respondents) and the living history/ costumed presentations (88% of 114 respondents). The highest quality services were the living history/ costumed presentations (93% of 109 respondents) and the park ranger tours (89% of 92 respondents).
- Most visitor groups (76%) said that the \$6/ person entrance fee currently charged is "about right". Fifty-three percent of visitor groups indicated that they would be interested in attending special evening events at Jamestown Island.
- The average visitor group expenditure was \$702. The average per capita expenditure was \$208. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$519. One percent of visitor groups spent no money and 22% spent \$1001 or more in total expenditures in Colonial NHP-Jamestown Island and within 1-hour of the park. Of the total expenditures by groups, 39% was for lodging and 24% was for restaurants and bars.
- Most visitor groups rated the overall quality of visitor services at Jamestown Island as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor."

For more information about the Visitor Services Project, please contact the
University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.