

**Visitor Services Project**  
**Dayton Aviation Heritage National Historical Park**  
**Report Summary**

- This report describes the results of a visitor study at Dayton Aviation Heritage National Historical Park (NHP) during July 10-18, 2004. A total of 373 questionnaires were distributed to visitor groups. Visitor groups returned 280 questionnaires for a 75% response rate.
- This report profiles Dayton Aviation Heritage NHP visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Thirty-five percent of visitor groups consisted of two people and 33% were groups of three or four. Sixty-two percent of visitor groups were family groups and 17% were traveling alone. Fifty-two percent of visitors were aged 41-70 years and 21% were aged 15 years or younger.
- There was not enough data to provide reliable information about international visitors. United States visitors were from Ohio (59%), Michigan (4%), and 37 other states, and Washington, D.C.
- Prior to this visit, visitor groups most often obtained information about Dayton Aviation Heritage NHP through previous visits (39%), friends/relatives/word of mouth (25%), and U.S. Air Force Museum (23%). Eighty-two percent of visitor groups received information before their visit. Most groups (86%) received the information they needed about the park.
- Primary reasons for visiting the Dayton Aviation Heritage NHP area (within 1/2-hour drive of park) included visiting friends/relatives in the area (26%) and visiting the park (24%). On this visit, the most frequently visited sites at Dayton Aviation Heritage NHP were Wright-Dunbar Interpretive Center and Aviation Trail Visitor Center (53%), Wright Brothers Aviation Center (50%), and Wright Cycle Company (49%).
- In regard to 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 most used visitor services/facilities by respondents included 1905 Hangar exhibits (82%), replica Wright Brothers airplane/launching catapult (82%), park brochure/map (78%), and Huffman Prairie Flying Field trailside interpretive signs/exhibits (78%). The visitor services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included Wright Brothers Aviation Center exhibits (100%, N=127) and Huffman Prairie Flying Field trailside interpretive signs/exhibits (98%, N=37). The visitor services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included Wright-Dunbar Interpretive Center assistance from park staff (100%, N=72); Huffman Prairie Flying Field Interpretive Center visitor center exhibits (100%, N=57), assistance from park staff (100%, N=47), visitor center restrooms (100%, N=44); and Wright Brothers Aviation Center exhibits (99%, N=122) and assistance from park staff (99%, N=98).
- The average visitor group expenditure in and outside the park (within one-half hour drive of park) was \$169. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$45. The average per capita expenditure was \$65.
- Most visitor groups (99%) rated the overall quality of visitor services at Dayton Aviation Heritage NHP as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor" or "poor."

For more information about the Visitor Services Project, please visit the University of Idaho  
Park Studies Unit website [www.psu.uidaho.edu](http://www.psu.uidaho.edu)