

Visitor Services Project
Saint-Gaudens National Historic Site
Report Summary

- This report describes the results of a visitor study at Saint-Gaudens National Historic Site (NHS) during August 14-22, 2004. A total of 346 questionnaires were distributed to visitor groups. Visitor groups returned 285 questionnaires for an 82% response rate.
- This report profiles Saint-Gaudens NHS visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-five percent of visitor groups consisted of two people and 34% had three or four people. Fifty-five percent of visitor groups were family groups and 25% were with friends. Seventy-one percent of visitors were aged 41-75 years, 10% were 76 or older, and 10% were aged 15 years or younger. Ten percent of visitors were with a group member who had disabilities/impairments that affected their visit to the park. Thirty-eight percent of visitors held a graduate degree, 35% held a bachelor's degree, and 16% had some college education. Three percent of visitors were with a guided tour group and less than 1% were with an educational/school group.
- There was not enough data to provide reliable information about international visitors. United States visitors were from New Hampshire (30%), Vermont (17%), Massachusetts (12%), 27 other states, and Washington, D.C.
- Prior to this visit, visitor groups most often obtained information about Saint-Gaudens NHS through friends/relatives/word of mouth (48%), previous visits (34%), and travel guides/tour books (19). Most groups (89%) received the information they needed about the park.
- Primary reasons for visiting the Saint-Gaudens NHS area included visiting Saint-Gaudens NHS (64%) and visiting friends/relatives (17%). Primary reasons for visiting the park included seeing sculptures/art by Augustus Saint-Gaudens (34%) and learning about Augustus Saint-Gaudens (22%). On this visit, the most common sites visited were the visitor center (89%), gardens (89%), and New Gallery (81%).
- In regard to use, importance, and quality of park services and facilities, it is important to note the number of visitor groups that responded to each question. The most used visitor services and facilities by the 257 respondents included restrooms (81%) and park brochure/map (79%). The visitor services and facilities that received the highest combined proportions of "extremely important" and "very important" ratings included restrooms (95%, N=188) and self-guided trail brochures (92%, N=37). Sunday concerts (97%, N=60), assistance from park staff (95%, N=115), and restrooms (95%, N=177) were the services and facilities that received the highest combined proportions of "very good" and "good" quality ratings.
- The average visitor group expenditure during this visit was \$162. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$30. The average per capita expenditure was \$71.
- Most visitor groups (98%) rated the overall quality of visitor services at Saint-Gaudens NHS as "very good" or "good." One percent of visitor groups rated the overall quality of visitor services as "poor" and no visitor groups rated the overall quality as "very poor."

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