

**Visitor Services Project
Women's Rights National Historical Park
Report Summary**

- This report describes the results of a visitor study at Women's Rights National Historical Park (NHP) during June 28 - July 12, 2009. A total of 340 questionnaires were distributed to visitor groups. Of those, 243 questionnaires were returned, resulting in a 71.5% response rate.
- This report profiles a systematic random sample of Women's Rights NHP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Fifty percent of visitor groups were in groups of two and 30% were in groups of three or four. Seventy-five percent of visitor groups were in family groups.
- United States visitors comprised 95% of total visitation during the survey period, with 33% from New York, and smaller proportions from 37 other states and Washington, D.C. International visitors were from 10 countries and comprised 5% of total visitation.
- Most visitors (87%) were visiting the park for the first time, while 8% had visited two times in their lifetime. Ninety-four percent of visitors used one vehicle to arrive at the park.
- Forty-one percent of visitors were ages 46-65 years, 12% were over 66 years, and 17% were ages 15 years or younger. Seventy-five percent of respondents were female. Less than 1% of visitors were Hispanic or Latino, and 95% were White.
- Most visitor groups (86%) obtained information about the park prior to their visit. The most commonly used sources of information were the park website (32%) and travel guides/tour books (31%). Sixty percent indicated they would prefer to obtain information for a future visit from the park website.
- Of those visitors who stayed overnight in the area within 20 miles of the park, 47% stayed one night. Twenty-six percent spent two nights in the area. Of the visitors who stayed overnight in the area, 75% stayed in lodges, hotels, vacation rentals, B&B, etc.
- Forty-four percent of visitor groups spent two hours visiting the park, while 40% spent one hour. The most common site visited by visitor groups was the visitor center (97%), followed by Wesleyan Chapel (68%).
- The most common visitor activities were visiting the visitor center (90%), viewing indoor exhibits (85%), and general sightseeing (67%). The most common primary activities were general sightseeing (29%), and viewing indoor exhibits (20%).
- The services and facilities most commonly used by visitor groups were the visitor center exhibits (90%) and restrooms (75%). The service/facility that received the highest combined proportion of "extremely important" and "very important" ratings was ranger-led programs (91%, N=59). The service/facility that received the highest combined proportion of "very good" and "good" quality ratings was assistance from park staff (97%, N=147).
- The average group expenditure in the park and the surrounding area (within 20 miles of the park) was \$237, with a median (50% spent more and 50% spent less) of \$83. The average total expenditure per person was \$91.
- Most visitor groups (90%) rated the overall quality of facilities, services, and recreational opportunities at Women's Rights NHP as "very good" or "good." One percent of visitor groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>