

Executive Summary

This visitor study report profiles a systematic random sample of Richmond National Battlefield Park (NBP) visitors during July 10-18, 2010. A total of 396 questionnaires was distributed to visitor groups. Of those, 246 questionnaires were returned, resulting in a 62% response rate.

Group size and type	Forty-six percent of visitor groups were in groups of two, and 29% were in groups of three or more. Fifty-eight percent of visitor groups were in family groups.
State or country of residence	United States visitors comprised 94% of total visitation during the survey period, with 41% from Virginia and smaller proportions from 34 other states and Washington, D.C. International visitors came from six countries and comprised 6% of total visitation, with 30% from Canada and smaller proportions from five other countries.
Frequency of visits	Sixty-three percent of visitors were visiting the park for the first time in their lifetime, while 26% had visited three or more times.
Age, ethnicity, race, and education level	Thirty-two percent of visitors were ages 51-65 years, 18% were 15 years or younger, and 14% were 66 years or older. Four percent were Hispanic or Latino. Ninety-one percent of visitors were White, and 5% were Black or African American. Thirty-eight percent of respondents had completed a bachelor's degree, and thirty-six percent had graduate degrees.
Physical conditions	Five percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities and services. Thirty-five percent of visitor groups were aware that special needs equipment is available.
Awareness of interpretive center management	Forty-three percent of visitor groups did not know who managed Richmond NBP nor the American Civil War Center. Thirty-three percent thought the National Park Service managed both sites.
Information sources	Most visitor groups (74%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through maps/brochures (36%) and the park website (32%), and most (91%) received the information they needed. To obtain information for a future visit, 60% of visitor groups would use the park website.
How visit fit into travel plans	For 47% of visitor groups, the park was one of several destinations, and for 28%, the park was not a planned destination.
Overnight stays	Forty-nine percent of visitor groups stayed overnight away from their permanent residences in the area within 25 miles of the park, of which 53% stayed two or three nights. Of those that stayed overnight in the area, 87% stayed in lodges, hotels, motels, vacation rentals, B&B's, etc.
Length of visit in park	Fifty-two percent of visitor groups spent up to two hours visiting the park, while 19% spent six or more hours. The average length of visit was 4.1 hours. Twenty-five percent of visitor groups visited the park on more than one day, of which 73% visited two days.

Executive summary (continued)

Length of visit in park area	The average length of visit for visitor groups that spent less than one day in the area (within 25 miles of any park site) was 5.4 hours. The average length of stay for visitor groups that spent more than one day in the area was 4.2 days. The overall average length of visit in the park area was 65.2 hours, or 2.7 days.
Sites visited in the park	The most common sites visited in the park were the Civil War Visitor Center at Tredegar Iron Works (53%) and Cold Harbor Battlefield and Visitor Center (42%).
Sites visited in area	Seventy-four percent of visitor groups visited other historic sites while in the Richmond area. The most commonly visited sites were the Museum of the Confederacy (42%), the State Capitol (30%), Petersburg National Battlefield (30%), and Colonial Williamsburg (30%).
Activities on this visit	The most common activities were walking trails for historical interest (54%), touring Civil War battlefields (52%), and general sightseeing (52%). The most important activity was touring Civil War battlefields (22%).
Use of park bookstore	Fifty-five percent of visitor groups visited the park bookstore. Of those groups, 13% would have liked to purchase sales items in the park bookstore that were not available.
Ranger-led talks and tours	Thirty-four percent of visitor groups attended ranger-led talks or tours at the park. Of those, 96% felt that the program length was “about right” and 98% were able to participate at their desired time. One hundred percent of visitor groups felt that the topics discussed were of interest, and 66% learned some relevant or meaningful.
Visitor services and facilities	The visitor services and facilities most commonly used by visitor groups were the visitor center exhibits (69%), the visitor center restrooms (67%), and the trails (58%).
Protecting park attributes and resources	The highest combined proportions of “extremely important” and “very important” ratings of protecting park attributes, resources, and experiences included historic structures/buildings (93%), preserved battlefield landscape (90%), and historic trails with interpretation (89%).
Personal interactions with a park ranger	Seventy-seven percent of visitor groups had a personal interaction with a park ranger. The highest combined proportions of “very good” and “good” ratings for these interactions were courteousness (96%) and helpfulness (94%).
Future visit	Eighty-three percent of visitor groups would consider visiting the park again in the future, and 94% would recommend visiting Richmond NBP to friends and/or relatives.
Overall quality	Most visitor groups (91%) rated the overall quality of facilities, services, and recreational opportunities at Richmond NBP as “very good” or “good.” Three percent 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>.