

Executive Summary

This visitor study report profiles a systematic random sample of Jefferson National Expansion Memorial visitors during July 23-29, 2012. A total of 1145 questionnaires were distributed to visitor groups. Of those, 547 questionnaires were returned, resulting in a 47.8% response rate.

Group size and type	Twenty-nine percent of visitor groups consisted of two people and 24% consisted of four people. Seventy-nine percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 44 states and Washington, DC and comprised 97% of total visitation during the survey period, with 15% from Missouri. Twelve percent of visitor groups were residents of the area (within 30 miles of the park). International visitors were from 18 countries and comprised 3% of total visitation during the survey period with 22% from Canada and 16% from the United Kingdom.
Frequency of visits	Ninety-two percent of visitors visited the park once in the past 12 months. In their lifetime, 57% were visiting for the first time, while 33% had visited two or three times.
Age, ethnicity, race, and income level	Forty-five percent of visitors were ages 31-60 years, 29% were ages 15 years or younger, and 7% were 66 years or older. Five percent were Hispanic or Latino. Ninety percent of visitors were White, 4% were Black or African American, and 4% were Asian. Twenty-three percent of respondents reported a household income of \$100,000-\$149,999.
Physical conditions	Five percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Awareness of park prior to visit	Forty-four percent of visitor groups were aware that Jefferson National Expansion Memorial is a unit of the National Park Service. Thirty-six percent were aware of the reason for the park's establishment.
Park as destination	During the on-site interview, 50% of visitor groups said the park was one of several destinations, and 36% said the park was their primary destination.
Decision to visit the park, primary reason for visiting the area, and reasons for visiting the park	Thirty percent of visitor groups made the decision to visit the park more than a week to a month before the visit. Thirty-five percent of visitor groups indicated visiting the park was the primary reason they came to the St. Louis area (within 30 miles of the park). The most common reasons for visiting the park were to travel to top of the Gateway Arch (77%) and to learn history (45%).
Transportation and parking	Sixty-four percent of non-resident visitor groups used a car to travel most of the distance from their home to the park area (within 30 miles of the park), and 17% used a SUV/truck/van. Most visitor groups (92%) used one vehicle to arrive at the park, and 5% used two vehicles. Sixty-nine percent of visitor groups parked at the Memorial parking, 22% walked/bicycled/used public transportation, and 10% parked somewhere else. Ninety-two percent of visitor groups found the parking location convenient and 98% felt safe parking at the Memorial parking.

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Overnight stays	Seventy-five percent of visitor groups stayed overnight in the area within 30 miles of the park, of which 47% stayed two or three nights and 33% stayed one night. Eighty-six percent of visitor groups stayed in lodges, hotels, motels, vacation rentals, B&Bs, etc., and 11% stayed with friends or relatives.
Length of visit	Fifty-eight percent of visitor groups spent two or three hours in the park, and 28% spent four or more hours. The average length of stay was 2.7 hours. Fourteen percent of visitor groups visited the park on more than one day. Of those, 88% visited on two days.
Local attractions visited	The most common local attractions visited were a St. Louis Cardinals game (43%), Forest Park (43%), and City Museum (25%).
Local attractions to visit in the future	The most common local attractions that visitor groups would visit in the future were Forest Park (67%) and a St. Louis Cardinals game (53%).
Sites visited	Twenty-eight percent of visitor groups visited the Old Courthouse. Ninety-five percent visited the Gateway Arch. Ninety percent of visitor groups visited the Gateway Arch first.
Activities on this visit	The most common activities were visiting the Museum of Westward Expansion at the Arch (79%), the tram ride to the top of the Arch (74%), and walking the park grounds (63%).
Activities on future visits	The most common activities in which visitor groups would prefer to participate on a future visit were tram ride to the top of the Arch (55%) and visiting the Old Courthouse (53%).
Opinions about safety	Eight-eight percent of visitor groups felt “very safe” or “safe” from crime, 83% felt their personal property was “very safe” or “safe” from crime, and 89% felt “very safe” or “safe” from accidents.
Expenditures	The average visitor group expenditure (inside and outside the park within 30 miles of the park) was \$505. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$323, and the average total expenditure per person (per capita) was \$167.
Opinions about fees	Most visitor groups (87%) felt the parking fee was “about right,” 84% felt the fee for the Arch tram was “about right,” 53% felt the fee for the Lewis and Clark movie was “about right,” and 54% felt the fee for the <i>Monument to the Dream</i> movie was “too high.”
Activities and programs on a future visit	Eighty-three percent of visitor groups were interested in using/participating in activities and programs on a future visit. Of those, the most common activities/programs were indoor exhibits (68%), outdoor exhibits (54%), and self-guided tours (50%).
Outdoor activities and programs on a future visit	Eighty-one percent of visitor groups were interested in outdoor activities and programs on a future visit. Of those, the most common activities/programs were walking tours (55%), self-guided tours (53%), and picnicking (40%).

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Activities/programs along the riverfront on a future visit	Most visitor groups (91%) were interested in activities and programs along the riverfront on a future visit. Of those, the most common activities/programs were riverboat cruise (65%), dining (64%), and watching the river (55%).
Park expansion	Forty-nine percent of visitor groups were interested in visiting a new addition to the park in the future. The most common methods of transportation to the new addition were private vehicle (31%) and walking (28%).
Overall quality	Most visitor groups (94%) rated the overall quality of facilities, services, and recreational opportunities at Jefferson National Expansion Memorial as “very good” or “good.” Less than 2% of 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) 885-2585 or the following website <http://www.psu.uidaho.edu>.