

## Visitor Services Project

# Glen Echo Park

### Report Summary

- This report describes the results of a visitor study at Glen Echo Park during May 22-31, 1992. A total of 1,000 questionnaires were distributed and 794 returned, a 79% response rate.
- This report profiles Glen Echo visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Thirty-one percent of weekday visitors and 46% of festival visitors were in family groups. Twenty-six percent of weekday visitors and 21% of festival visitors were ten years old or younger. Approximately three-quarters of all visitors had made more than one visit to Glen Echo Park.
- Visitors from foreign countries comprised 3% of the visitation. Ninety-seven percent of weekday and 89% of festival visitors came from Maryland, Virginia and Washington D.C., with smaller numbers from many other states.
- Eighty-eight percent of weekday visitors and 91% of festival visitors arrived at Glen Echo Park by private vehicle. Ninety-nine percent of weekday and 72% of festival visitors spent four hours or less at the site.
- Festival visitors relied on previous visits (59%), newspaper articles (54%) and advice from friends and relatives (43%) as the most often used sources of information about the park.
- The activities that weekday visitors participated in the most during their visit were dance (29%), classes (28%) and riding on the carousel (22%). Festival visitors reported attending the festival (79%), riding on the carousel (35%) and dancing (26%) as the activities they participated in during their visit.
- The activities that weekday visitors have participated in the most during past visits were riding on the carousel (56%), attending a festival (45%) and using the playground equipment (42%). Festival visitors reported attending a festival (48%), riding on the carousel (47%), dancing and watching theater (36%) as the activities they participated in during past visits.
- The most used interpretive services by weekday visitors were signs (51%), park staff (41%) and the Glen Echo class schedule (33%). The park staff, park brochure and the Glen Echo class schedule received the highest quality ratings.
- The most used visitor services by festival visitors were the festival performances (78%), festival activity schedule (50%) and visitor crafts display & sales (45%). The Glen Echo class schedule, the park staff and the park brochure received the highest quality ratings.
- Visitors made many additional comments.

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