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.

For more information about the Visitor Services Project, please contact
Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit,
College of Forestry, Wildlife and Range Sciences,
Moscow, Idaho 83843-4199 or call (208) 885-7129.