
**Visitor Services Project
Gettysburg National Military Park
Eisenhower National Historic Site**

Report Summary

- This report describes the results of a visitor study at Gettysburg National Military Park during October 10-16, 1994. A total of 508 questionnaires were distributed and 432 returned, an 85% response rate.
- This report profiles Gettysburg NMP visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix contain a summary of visitor comments.
- Visitors were often in family groups (60%). Groups often consisted of two people (49%); 18% of the groups included 11 or more visitors. Visitors aged 61-70 comprised 24% of the visitors surveyed. More than half of the visitors (59%) were visiting Gettysburg NMP for the first time; 30% had visited 2-4 times previously.
- Visitors from foreign countries comprised 3% of the visitation. Most United States visitors came from Pennsylvania (15%), Maryland (10%) and California (10%), with smaller proportions from 42 other states.
- Twenty-three percent of Gettysburg NMP visitors spent 9 or more hours at the site. Sixteen percent of visitors reported staying at the site four hours.
- During their visit to the Gettysburg area, the average visitor group expenditure was \$263. The average per capita expenditure was \$68. The largest proportion of visitor's money (38%) was spent on lodging.
- Most visitors (88%) cited learning about area history and culture as a reason for visiting Gettysburg NMP. Visitors also listed traveling the scenic views and drives (53%) and recreation (49%) as reasons for visiting the park.
- The most visited sites were the visitor center (95%), Little Round Top (82%), the town of Gettysburg (76%), and the National Cemetery (71%). Twenty-nine percent of Gettysburg NMP visitors reported visiting Eisenhower NHS. Touring the battlefield was the most frequently reported activity of Gettysburg NMP visitors (96%). Just over half of the visitor groups (51%) visited the Gettysburg Address exhibit.
- The most used visitor services and facilities were the restrooms (88%), museum exhibits (84%) and the visitor information desk (77%). The least used services and facilities were the self-guided hiking trail brochures (11%), the park traveler information station (10%), and a tour by bus with cassette tape (10%). Tours conducted by rangers, museum exhibits, and tours by a licensed battlefield guide received the highest quality ratings.
- Most Gettysburg NMP visitors (73%) claimed that noise, modern structures or air pollution did not interfere with their park experience.
- Sixty-three percent of Gettysburg NMP visitors stated that they would likely use a proposed shuttle system through the battlefield on a future visit.
- Visitors made 336 comments about what they would plan for the future of Gettysburg NMP; 73 comments about what they would plan for the future of Eisenhower NHS. Four hundred fourteen additional comments were also provided by visitors.

<p>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 83844-1133 or call (208) 885-7129.</p>
