
Visitor Services Project Adams National Historic Site Report Summary

- This report describes the results of a visitor study at Adams National Historic Site during July 24-30 and August 8-10, 1995. A total of 325 questionnaires were distributed to visitors. Visitors returned 263 questionnaires for an 81% response rate.
- This report profiles Adams visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of visitors' comments.
- Sixty-two percent of the visitors were in family groups; 16% were visiting the park alone. Forty-two percent of Adams visitors were in groups of two. Thirty-nine percent of visitors were aged 36-55.
- There were not enough international visitors to provide reliable information. United States visitors were from Massachusetts (35%), California (8%), Ohio (6%) and 39 other states and Washington, D.C.
- On this visit, the most common activities were stopping at the visitor center (89%), taking a guided tour of the Adams Old House (76%), and walking around the Adams Old House garden and grounds (70%).
- Travel guides/ tour books (36%) were the most used source of pre-trip information. Forty-one percent of visitors said that Adams was one of several destinations for this trip.
- The most visited sites were the visitor center and the Adams Old House (each 88%). Seventy-four percent of the visitors went to the visitor center first. Other sites visited included other Boston sites (62%), the Quincy Homestead (31%) and the Hancock Cemetery (21%).
- The most commonly used forms of transportation to get to the park were private vehicles (81%), tour buses (13%) and the MBTA subway (10%). The reasons for visiting Adams NHS were an interest in historic homes (68%), to learn about U.S. history (62%), and an interest in the Adams family (61%).
- The most used visitor services and facilities were the visitor center (92%), the Adams Old House tour (73%), and park personnel (72%). According to visitors, the most important services and facilities were the Adams Old House tour, the Adams Birthplace tour, park personnel and park brochure/map. The highest quality services and facilities were the park personnel, visitor center, Adams Old House tour, and the trolley to the sites.
- Forty-five percent of visitors had to wait for a tour of the Adams Old House. Of those visitors, 72% waited 15 minutes or less. Many visitors felt that the tour lengths were "about right" at the Adams Old House (88%), the Adams Birthplace (85%), and the United First Parish Church (85%).
- Sixty-five percent of visitors said that they would likely be willing to pay a modest fee to take a guided trolley tour of Adams National Historic Site. Sixty-three percent would be willing to pay a fee for a guided trolley tour of both Adams National Historic Site and the Quincy area.
- The average visitor group expenditure in the Quincy area during this visit was \$28. The average per capita expenditure was \$11.
- Many of the visitors (96%) rated the overall quality of visitor services as "very good" or "good." Visitors made many additional comments.

<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>
