

## Executive summary

- This report describes the results of a visitor mapping study undertaken at Gettysburg National Military Park during the week of July 22-28, 1986. Visitors were contacted at 11 different sites throughout the park. Questionnaires were administered to 1093 visitors and 454 were returned, a 41% response rate.
- This visitor survey provides a profile of the people who visit Gettysburg, how they spent their time, which sites they visit, and which visitor services they use. It also provides visitor comments (found in Volume 2 of this report). Volume 3 contains an interpretive profile developed in conjunction with this study.
- Visitors were most likely to be in family groups of two or four people. Large proportions were children; adults between 35 and 45 were also common. Only a small proportion were from foreign countries. U.S. visitors came from states throughout the country.
- Most visitors entered Gettysburg during the middle of the day and spent from three to six hours in the park. Most activity in the park took place during the early afternoon. About one-half of the visitors stayed in the area overnight.
- Motorized travel was the most common activity, followed by resting, and viewing interpretive facilities. Resting was more common during sunrise and evening, while picnicking, hiking/walking, attending interpretive program, and viewing interpretive facilities were more common during the morning and afternoon.
- Over 80 percent of all the visitors went to the Visitor Center, the Soldiers' National Cemetery, and Little Round Top. Seventy to 80 percent went to the Virginia Memorial, Culp's Hill, and the Eternal Light Peace Memorial. Sixty-one percent went to the Cyclorama Center. One-half went to the East Cavalry Battlefield and one-quarter went to the Eisenhower Farm.
- A large majority of visitors started their visit at the Visitor Center; many others started their visit at the Eternal Light Peace Memorial. The Soldiers' National Cemetery, Eisenhower Farm, East Cavalry Battlefield, and Cyclorama Center were popular as second sites visited.
- The most commonly used visitor services were the self-guided auto tour, the Electric Map, and the Visitor Center bookstore. While most of the services listed received favorable ratings, large majorities rate the Electric Map and the Licensed Battlefield Guide tours as 'extremely useful.'
- The study also revealed that: 1) 80 percent of the visitors felt making the tour stops in chronological order was important for understanding the battle, 2) Most visitors relied on guidebooks, maps, and road signs to locate the park, and 3) 25 percent of the respondents felt distracted by the presence of modern structures surrounding the historical scene.