
Visitor Services Project Manassas National Battlefield Park Report Summary

- This report describes part of the results of a visitor study at Manassas National Battlefield Park during August 1-7, 1995. A total of 609 questionnaires were distributed to visitors. Visitors returned 492 questionnaires for an 81% response rate.
- This report profiles Manassas National Battlefield Park visitors. A separate appendix contains visitors' comments about their visit; this report and the appendix include a summary of visitors' comments.
- Sixty-three percent of the visitors were in family groups; 20% were alone. Thirty-four percent of Manassas visitors were in groups of two. Most visitors (53%) were aged 26-55. Eighty-three percent were first-time visitors to Manassas.
- Among Manassas visitors, 4% were international visitors. Twenty-six percent of those visitors were from England. United States visitors were from Virginia (26%), Illinois (7%), California (6%) and 42 other states.
- Of the visitors who stayed less than one day, 66% stayed two to four hours. On this visit, the most common activities were visiting the visitor center museum (83%), using the information desk (74%), viewing the battle map (74%) and watching the slide program (67%).
- Maps (43%) were the most used sources of information about the park. The most visited sites were Henry Hill (82%), Stone House (69%) and Stone Bridge (64%).
- Ninety-one percent of visitors groups did not have difficulty in locating Manassas National Battlefield Park. Many visitors (43%) came from the East to arrive at Manassas. Over half (53%) of visitors used Route 234 to first arrive at the park.
- Visitors' primary reasons for visiting the Manassas/ Washington, D.C. area were to visit Manassas National Battlefield Park (51%), visit this park along with other battlefields (38%), recreate (27%) and visit friends and relatives (27%).
- The most used visitor services and facilities were the park brochure/ map (87%), museum exhibits (78%), slide program (67%) and outside information exhibits (63%). According to visitors, the most important services were the Henry Hill Walking Tour Trail, First Manassas Battlefield Trail, park brochure/ map and information from park employees. The best quality services were information from park employees, park brochure/ map, bookstore sales items and First Manassas Battlefield Trail.
- Half of the visitor groups (50%) used the Second Manassas self-guided auto driving tour. Of those that took the auto tour, 57% did not complete the entire tour. Visitors listed lack of time and weather conditions as reasons for not completing the tour.
- The average visitor group expenditure in the Manassas area during this visit was \$45. The average per capita expenditure was \$19.
- Most of the visitors (92%) rated the overall quality of park services as "good" or "very 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>
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