

Executive summary

- This report describes the results of a visitor mapping study undertaken at Valley Forge National Historical Park during the week of August 9-15, 1986. Visitors were contacted at 10 different sites throughout the park. Questionnaires were distributed to 782 visitors and 353 were returned, a 45 percent response rate.
- This visitor survey provides a profile of the people who visit Valley Forge, how they spent their time, which areas of the park they use, their activities, their visit frequencies, and which service types 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 people, although single visitors were common. Large proportions were children under 15 or adults between 25 and 45 years old. Only a small proportion of Valley Forge's visitors were from foreign countries. Although visitors came from several states, nearly one-half were from Pennsylvania, primarily from counties in the southeastern section of the state.
- Most visitors entered Valley Forge between mid-morning and mid-afternoon and spent from one to three hours in the park. Most activity took place during the afternoon.
- Interpretive managers divided the park into zones they wished to study. Visitors were asked to report their locations, by zone, during each time period. Thus, maps showing the use of each zone are included.
- Except for zone G, visitor use was widely distributed throughout the park. Zone A received the largest proportion of use during the morning periods.
- Visiting historic buildings was the most common activity, followed by walking and hiking. Jogging was the most common activity during the sunrise period, and visiting historic buildings was the most common activity from late morning through early evening. Several activities, such as picnicking, nature study, biking, walking/hiking, and jogging were distributed throughout most zones of the park.
- Responses to special questions revealed that:
 - 1) Although over one-half of the visitors enter Valley Forge via route PA23/US 422 from the east, a variety of other routes are used as well.
 - 2) Nearly one-half of the visitors had been to Valley Forge only once in the past year; visitors who visited Valley Forge once a week or more were also common.
 - 3) Over one-half of Valley Forge visitors use interpretive exhibits, signs, or buildings or visit the Visitor Center.
 - 4) Visitors who have visited only once are more likely to use the different interpretive services than frequent visitors.
 - 5) A small proportion of visitors felt that other visitors and their activities interfered with their visit.