National Park Service
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Natural Resource Stewardship and Science

New Bedford Whaling National Historical Park Visitor Study

Summer 2010

Natural Resource Report NPS/NRSS/SSD/NRR—2011/497/107704

ON THE COVER
Living history at New Bedford Whaling National Historical Park
Photograph courtesy of New Bedford Whaling National Historical Park

New Bedford Whaling National Historical Park Visitor Study

Summer 2010

Natural Resource Report NPS/NRSS/SSD/NRR—2011/497/107704

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May 2011

U.S. Department of the Interior
National Park Service
Natural Resource Stewardship and Science
Fort Collins, Colorado

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Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

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Please cite this publication as:

Nussbaum, K. E., M. F. Manni, M. A. Schuett, S. J. Hollenhorst. 2011. New Bedford Whaling National Historical Park: Summer 2010. Natural Resource Report NPS/NRSS/SSD/NRR—2011/497/107704. National Park Service, Fort Collins, Colorado.

NPS 497/107704 May 2011

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Executive Summary

This visitor study report profiles a systematic random sample of New Bedford Whaling National Historical Park (NHP) visitors during July 25 - August 8, 2010. A total of 597 questionnaires was distributed to visitor groups. Of those, 377 questionnaires were returned, resulting in a 63.1% response rate.

Group size and type Forty-six percent of visitor groups consisted of two people and 18% were in groups of three. Seventy-one percent of visitor groups consisted of family groups.

State or country of residence United States visitors were from 42 states and Washington, D.C. and comprised 92% of total visitation during the survey period, with 37% from Massachusetts and smaller proportions from 41 other states and Washington, D.C. International visitors were from 9 countries and comprised 8% of total visitation.

Frequency of visits Fifty-six percent visit the park once a year, while 29% visit several times per year. Seventy-two percent of visitors were visiting the park for the first time in their lifetime.

Age, ethnicity, race, and education level Forty percent of visitors were ages 46-65 years, 19% were ages 15 years or younger, and 18% were ages 66 or older. Five percent were Hispanic or Latino. Ninety-four percent of visitors were White and 3% were Asian. Forty-nine percent of respondents had completed a graduate degree.

Physical conditions Seven percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities and services.

Awareness of park prior to visit Sixty-eight percent of visitor groups were aware of New Bedford Whaling NHP's existence. Thirty-five percent were aware that the park consists of several sites.

Information sources Most visitor groups (77%) obtained information about the park prior to their visit through friends/relatives/word of mouth (35%), and most (93%) received the information they needed. Sixty-one percent of visitor groups would use the park website to obtain information for a future visit.

How visit fit into travel plans For 42% of visitor groups, the park was one of several destinations, and for 31%, the park was the primary destination.

Primary reason for visiting park area Fifteen percent of visitor groups were residents of the area (including the city of New Bedford and within 10 miles of the park). The most common primary reasons for visiting the park area among non-resident visitor groups were to visit the park (38%) and visit friends/relatives in the area (16%).

Services used in nearby communities Eighty percent of visitor groups obtained support services in nearby communities. The communities most often used included New Bedford, MA (51%), Cape Cod, MA (17%), and Boston, MA (14%).

Executive summary (continued)

Transportation	Seventy-eight percent of visitor groups used a private car to travel between overnight accommodations or home and the park.
Overnight stays	Thirty-eight percent of visitor groups stayed overnight in the area within 10 miles of the park, of which 39% stayed four or more nights. Fifty-seven percent of visitor groups stayed in motels, hotels, vacation rentals, bed and breakfasts, etc.
Length of visit in park	The average length of visit was 2.8 hours. Eleven percent visited on more than one day, of which 66% spent two days visiting the park.
Time spent at park	Sixty-three percent of visitor groups had a planned amount of time to spend at the park. Of those, 65% spent about the same amount of time as they planned, while 29% stayed longer than they had planned.
Activities on this visit	The most common activities were learning about whaling and maritime history (79%), learning about New Bedford history (63%), and general sightseeing (62%). The most important activity was learning about whaling and maritime history (49%).
Information services and facilities	The information services and facilities most commonly used by visitor groups were the New Bedford Whaling Museum (76%), assistance from NPS staff/volunteers (64%), and the NPS park brochure (50%).
Visitor services and facilities	The visitor services and facilities most commonly used by visitor groups were the NPS Visitor Center overall (55%), restaurants (52%), and NPS Visitor Center exhibits (52%).
Expenditures	The average visitor group expenditure (in New Bedford and within 10 miles of the park) was $241. The median group expenditure (50% of groups spent more and 50% of groups spent less) was $85, and the average total expenditure per person (per capita) was $87.
Future visit	Ninety-five percent of visitor groups were interested in learning about the park on a future visit through printed materials (59%), indoor exhibits (59%), and self-guided tours (54%).
Interest in a shuttle bus	Fifty-five percent of visitor groups would be likely to ride a shuttle bus between park sites on a future visit, and 63% would be willing to pay $1 per adult per day to ride the bus.
Overall quality	Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at New Bedford Whaling NHP as “very good” or “good.” Less than two percent rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website http://www.psu.uidaho.edu.

Acknowledgements

We thank Dr. Michael Schuett for overseeing the fieldwork, Marc Manni, and the staff and volunteers of New Bedford Whaling NHP for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

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Introduction

This report describes the results of a visitor study at New Bedford Whaling National Historical Park (NHP) in New Bedford, MA, conducted July 25 - August 8, 2010 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for New Bedford Whaling NHP, "New Bedford was the mid 19th century's preeminent whaling port and for a time 'the richest city in the world.' Visitors can stroll down cobblestone streets, visit the world's largest whaling museum, tour a whaling merchant's home and whaleman's chapel, and walk a 19th century schooner's decks" (www.nps.gov/nebe, retrieved February, 2010).

Organization of the Report

The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: **Appendices**

Appendix 1: *The Questionnaire.* A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis*. A list of sample questions for cross-references and cross-comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3: *Decision rules for checking non-response bias.* An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications.* A complete list of publications by the VSP. Copies of these reports can be obtained by visiting the website: www.psu.uidaho.edu/vsp/reports.htm or by contacting the VSP office at (208) 885-7863.

Presentation of the Results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE

1. The figure title describes the graph's information.

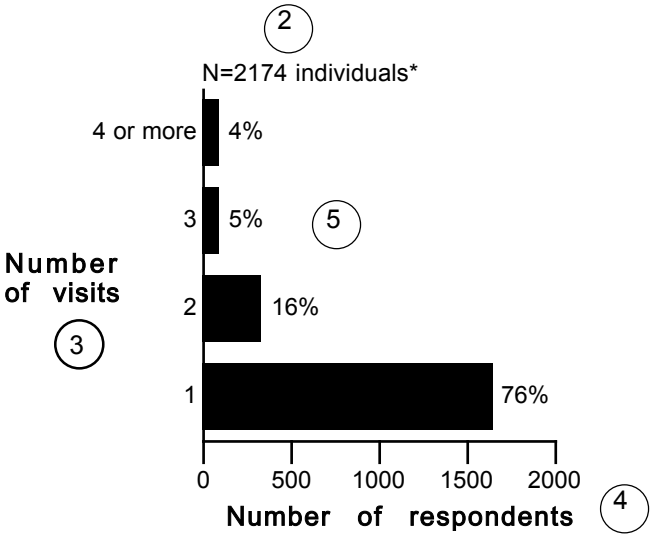
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

* appears when total percentages do not equal 100 due to rounding.
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportions of responses in each category.

5. In most graphs, percentages provide additional information.



1 **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at five sites during July 25 - August 8, 2010. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. Table 1 shows the five locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 656 visitor groups were contacted and 597 of these groups (91%) accepted questionnaires. (The average acceptance rate for 228 VSP visitor studies conducted from 1988 through 2010 is 91.5%). Questionnaires were completed and returned by 377 visitor groups, resulting in a 63.1% response rate for this study. (The average response rate for the 228 VSP visitor studies is 72.6%.)

Table 1. Questionnaire distribution, summer 2010

	Distributed		Returned	
Sampling site	N	%	N	%
Whaling Museum	220	37	140	37
NPS Visitor Center	243	41	152	40
Waterfront Visitor Center	90	15	57	15
Seamen's Bethel	41	7	26	7
Roth-Jones-Duff House	3	1	2	1
Total	597	101*	377	100

* total percentages do not equal 100 due to rounding

Questionnaire design

The New Bedford Whaling NHP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for New Bedford Whaling NHP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the New Bedford Whaling NHP questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first-class postage stamp.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

Round 1 mailing	Date	U.S.	International	Total
Postcards	August 23, 2010	546	28	574
1st Replacement	September 2, 2010	300	20	320
2nd Replacement	September 23, 2010	266	0	266

Data analysis

Returned questionnaires were coded and the visitor responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data; responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.

2. The data reflect visitor use patterns at the selected sites during the study period of July 25 - August 8, 2010. The results present a 'snapshot in time' and do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure, table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period was generally hot and humid, with temperatures ranging from 70 to 90 degrees, and occasional rain. Several local events took place during the survey period. The tall ship Gazela, a historic fishing vessel, was docked in New Bedford for a five-day port visit from July 29 - August 2. The Feast of the Blessed Sacrament, a traditional Portuguese event, was held July 29 - August 1. Herman Melville Family Day, a celebration of the author's birthday, was held July 31 at the New Bedford Whaling Museum.

Checking Non-response Bias

Four variables were used to check non-response bias: respondents' age, group size, overall quality rating score, and level of education. Participants at higher age ranges may be more responsive to the survey but there was no significant difference in group size (see Table 3). There were no significant differences between early and late responders in terms of level of education and overall quality rating (see Table 4). See Appendix 3 for more details of the non-response bias checking procedures.

Table 3. Comparison of respondents and nonrespondents

Variable	Respondents	Nonrespondents	p-value (t-test)
Age (years)	55.22 (N=376)	48.28 (N=218)	<0.001
Group size	2.95 (N=372)	3.02 (N=219)	0.662

Table 4. Comparison of respondents at different mailing waves

	Before postcard	Between postcard and 1st replacement	After 1st replacement	p-value
Education level (number of respondents in each category – Chi-square test)				
Some high school	0	2	1	
High school diploma/GED	10	5	6	
Some college	35	16	14	
Bachelor's degree	105	44	32	
Graduate degree	55	23	20	
				0.649
Overall quality (Average rating within each mailing wave – ANOVA)				
	4.52	4.49	4.58	0.680

Results

Group and Visitor Characteristics

Visitor group size

Question 19b

On this visit, how many people were in your personal group, including yourself?

Results

- 46% of visitor groups consisted of two people (see Figure 1).
- 35% were in groups of three or four.

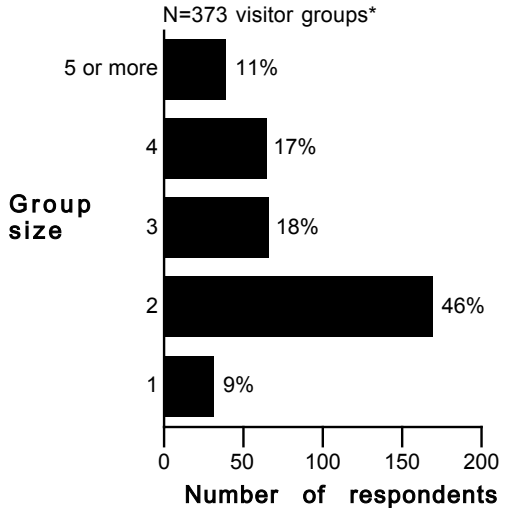


Figure 1. Visitor group size

Visitor group type

Question 19a

On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results

- 71% of visitor groups consisted of of family members (see Figure 2).
- 11% were with friends.
- No "other" group types (<1%) were specified.

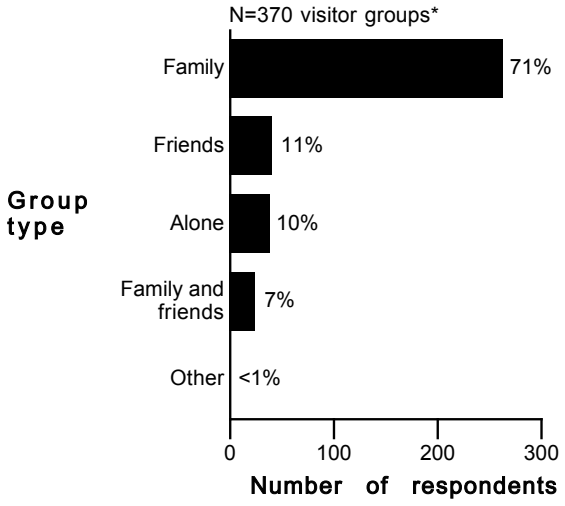


Figure 2. Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 18a

On this visit, were you and your personal group with a commercial guided tour?

Results

- 4% of visitor groups were with a commercial guided tour group (see Figure 3).

Figure 3. Visitors with a commercial guided tour group

Question 18b

On this visit, were you and your personal group with a school/ educational group?

Results

- 2% of visitor groups were with a school/educational group (see Figure 4).

Figure 4. Visitors with a school/educational group

Question 18c

On this visit, were you and your personal group with an "other" organized group (scouts, work, church)?

Results

- 2% of visitor groups were with an "other" organized group (see Figure 5).

Figure 5. Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 18d

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 22b

For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 42 states and Washington, D.C. and comprised 92% of total visitation to the park during the survey period.
- 37% of U.S. visitors came from Massachusetts (see Table 5 and Figure 7).
- 6% came from New York and 6% were from Pennsylvania.
- Smaller proportions of U.S. visitors came from 39 other states and Washington, D.C.

Table 5. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=866 individuals*	Percent of total visitors N=938 individuals
Massachusetts	318	37	34
New York	53	6	6
Pennsylvania	51	6	5
California	36	4	4
Florida	33	4	4
Virginia	31	4	3
Rhode Island	29	3	3
New Jersey	27	3	3
Maryland	26	3	3
Connecticut	22	3	2
Texas	22	3	2
Ohio	18	2	2
Kansas	14	2	1
Georgia	13	2	1
North Carolina	13	2	1
27 other states and Washington, D.C.	160	18	17

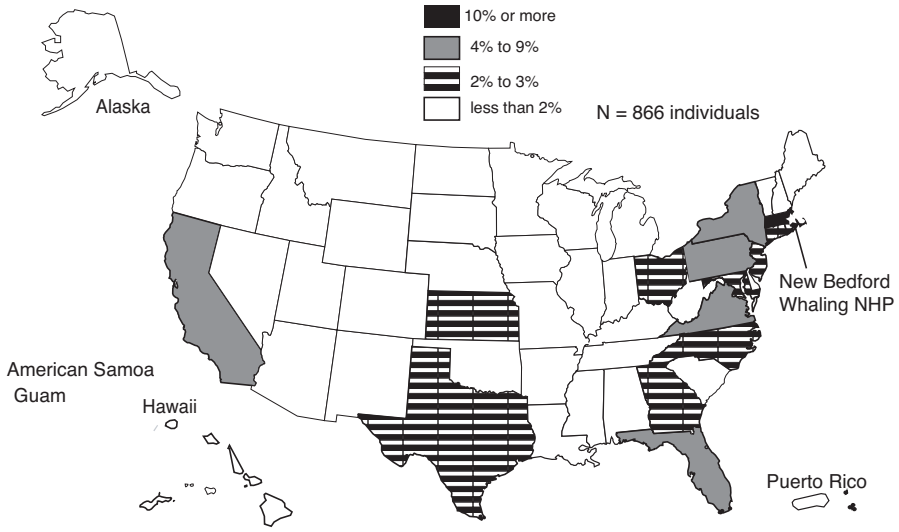


Figure 7. United States visitors by state of residence

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitors from Massachusetts and adjacent states by county residence

Note: Response was limited to seven members from each visitor group.

Results

- Visitors from Massachusetts and adjacent states were from 51 counties and comprised 51% of the total U.S. visitation to the park during the survey period.
- 30% came from Bristol County, MA (see Table 6).
- 13% came from Plymouth County, MA.
- 8% came from Middlesex County, MA.
- Smaller proportions of visitors came from 48 other counties in Massachusetts and adjacent states.

Table 6. Visitors from Massachusetts and adjacent states by county of residence

County, State	Number of visitors N=440 individuals	Percent*
Bristol, MA	134	30
Plymouth, MA	55	13
Middlesex, MA	33	8
Norfolk, MA	21	5
Worcester, MA	21	5
Barnstable, MA	15	3
Essex, MA	11	3
Providence, RI	11	3
Hampshire, MA	10	2
Westchester, NY	10	2
Erie, NY	7	2
New London, CT	7	2
Newport, RI	7	2
Fairfield, CT	6	1
Hartford, CT	6	1
Washington, RI	6	1
Albany, NY	5	1
Berkshire, MA	5	1
Chittenden, VT	5	1
Schenectady, NY	5	1
Suffolk, MA	4	1
30 other counties	56	13

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence

Question 22b

For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results

- International visitors were from 9 countries and comprised 8% of total visitation to the park during the survey period.
- 31% of international visitors came from Canada (see Table 7).
- 29% came from Germany.
- 11% came from France.
- Smaller proportions of international visitors came from 6 other countries.

Table 7. International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=72 individuals*	Percent of total visitors N=938 individuals
Canada	22	31	2
Germany	21	29	2
France	8	11	1
Spain	5	7	<1
Denmark	4	6	<1
Japan	4	6	<1
Netherlands	3	4	<1
United Kingdom	3	4	<1
Sweden	2	3	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Frequency of visits

Question 22c

For you and your personal group, do you visit New Bedford Whaling NHP once a year (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 56% of visitors visit the park once a year (see Figure 8).

Figure 8. Visitors that visit New Bedford Whaling NHP once a year

Question 22d

For you and your personal group, do you visit New Bedford Whaling NHP several times a year (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 29% of visitors visit the park several times a year (see Figure 9).

Figure 9. Visitors that visit New Bedford Whaling NHP several times per year

Number of lifetime visits

Question 22e

For you and your personal group, how many times have you visited New Bedford Whaling NHP to date (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 72% of visitors were visiting the park for the first time in their lifetime (see Figure 10).
- 13% had visited two times.

Figure 10. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 22a

For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 89 years.
- 40% of visitors were 46 to 65 years old (see Figure 11).
- 19% of visitors were in the 15 years or younger age group.
- 18% were 66 years or older.

Figure 11. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor ethnicity

Question 23a

Are you or members of your personal group Hispanic or Latino?

Note: Response was limited to seven members from each visitor group.

Results

- 5% of visitors were Hispanic or Latino (see Figure 12).

Figure 12. Visitors who were Hispanic or Latino

Question 23c

Please indicate all of the following ethnic groups with which you and members of your personal group identify yourselves.

Results

- 101 visitor groups identified themselves with specific ethnic groups (see Table 8).

Table 8. Ethnic groups with which visitors identified themselves
(N=104 comments; some visitors identified with more than one ethnic group)

Ethnicity	Number of times mentioned
Historic New Bedford whaling ethnicities	
Portuguese	35
Cape Verdean	5
Azorean	5
Madeiran	5
Brazilian	2
Other ethnicities	
European	45
Asian	2
First Nations Canadian	1
Hawaiian	1
Jewish	1
Mexican Indian	1
Middle Eastern	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor race

Question 23b

What is your race? What is the race of each member of your personal group?

Note: Response was limited to seven members from each visitor group.

Results

- 94% of visitors were White (see Figure 13).
- 3% were Asian.

Figure 13. Visitor race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions

Question 21a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 7% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 14).

Figure 14. Visitor groups that had members with physical conditions

Question 21b

If YES, what services or activities were difficult to access/participate in? (Open-ended)

Results – Interpret with **CAUTION!**

- 17 visitor groups commented on services or activities that were difficult to access/ participate in (see Table 9).

Table 9. Services or activities that were difficult to access/participate in (N=24 comments; some visitor groups made more than one comment) **CAUTION!**

Service or activity	Number of times mentioned
Walking up/down stairs	8
Walking	3
Walking on cobblestone streets	2
Accessing restaurants	1
Accessing Seamen's Bethel	1
Accessing stores	1
Exhibits that lack seating	1
Highway bridge walkway	1
Hill to climb	1
Library stairs	1
Movie theater stairs	1
Sidewalk difficult with wheelchair	1
Sidewalks very uneven	1
Walking around downtown	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent level of education

Question 20

For you only, what is the highest level of education you have completed?

Results

- 49% of respondents had a graduate degree (see Figure 15).
- 27% had a bachelor's degree.

Figure 15. Respondent level of education

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Awareness of park prior to visit

Question 2a

Prior to this visit, were you and your personal group aware that New Bedford Whaling NHP existed?

Results

- 68% of visitor groups were aware of New Bedford Whaling NHP's existence (see Figure 16).

Figure 16. Visitor groups that were aware of New Bedford Whaling NHP's existence

Question 2b

Prior to this visit, were you and your personal group aware that New Bedford Whaling NHP consists of several sites besides the visitor center, such as the Whaling Museum, Rotch-Jones-Duff House, and others?

Results

- 35% of visitor groups were aware that New Bedford Whaling NHP consists of several sites (see Figure 17).

Figure 17. Visitor groups that were aware that the park consists of several sites

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Prior knowledge of special events

Question 3a

Prior to this visit, had you and your personal group ever heard of the following special events?

Results

- As shown in Figure 18, the special events that visitors most commonly had heard of were:

  74% Feast of the Blessed Sacrament
  50% Working Waterfront Festival
  47% Art • History • Architecture AHA!) cultural nights

Figure 18. Special events heard of prior to visit

Question 3b

Has any member of your personal group ever attended any of the following special events?

Results

- As shown in Figure 19, the special events that visitor groups most commonly had attended were:

  75% Feast of the Blessed Sacrament
  59% Summerfest
  57% Working Waterfront Festival

Figure 19. Special events attended prior to visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your personal group obtain information about New Bedford Whaling NHP?

Results

- 77% of visitor groups obtained information about New Bedford Whaling NHP prior to their visit (see Figure 20).

- As shown in Figure 21, among those visitor groups that obtained information about New Bedford Whaling NHP prior to their visit, the most common source was:

  35% Friends/relatives/word of mouth

- "Other" websites (7%) were:

  AAA.com
  Blue Star Museum Initiative
  Freestones.com
  Google.com
  Unspecified history/museum sites
  Mapquest.com
  Maps.google.com
  Newbedford360.com
  Whalingmuseum.org
  Wikipedia.com

- "Other" sources (11%) were:

  American Cruise Lines
  Grew up in Massachusetts
  History books
  Live locally
  National Park Passport Book
  Network of maritime museums reciprocal privileges
  Reading about Melville
  Stumbled upon it while driving around
  The novel Moby Dick
  Through work
  Walked by

Figure 20. Visitor groups that obtained information about New Bedford NHP prior to visit

Figure 21. Sources of information used prior to visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

Results

- 93% of visitor groups received needed information prior to their visit (see Figure 22).

Figure 22. Visitor groups that received needed information prior to their visit

Question 1d

If NO, what type of park information did you and your personal group need that was not available? (Open-ended)

Results – Interpret with **CAUTION!**

- 12 visitor groups listed information they needed but was not available (see Table 10).

Table 10. Needed information
(N=14 comments; some visitor groups made more than one comment) **CAUTION!**

Type of information	Number of times mentioned
Directions from highway	1
Information regarding specific sites	1
Map with location of park	1
Map with location of parking	1
More specific information	1
Needed background and importance of park	1
Parking availability	1
Parking fees and hour limits for lots	1
Price and conditions for admission	1
Purpose of park	1
The extent of the park	1
Things to see	1
Whaling boat exhibit was closed	1
Whaling museum passes wouldn't work because of renovation delays	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Information sources for future visit

Question 1b

If you were to visit New Bedford Whaling NHP in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 23, visitor groups' most preferred sources of information for a future visit were:

  61% Park website
  31% Local businesses
  27% Travel guides/tour books

- "Other" websites (5%) were:

  Google.com
  Ma.gov
  Mapquest.com
  Maps.google.com
  Newbedford360.com
  Travel.yahoo.com
  Whalingmuseum.org
  Wikipedia.com

- "Other" sources of information (2%) were:

  Development office mailings
  Invitations to special events and fundraisers
  New Bedford Whaling Museum mailing list

Figure 23. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question 4

How did your visit to New Bedford Whaling NHP fit into your personal group's travel plans?

Results

- For 42% of visitor groups, New Bedford Whaling NHP was one of several destinations (see Figure 24).
- 31% indicated that the park was the primary destination.

Figure 24. How visit to park fit into travel plans

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting park area

Question 5

On this trip, what was the primary reason that you and your personal group came to the New Bedford Whaling NHP area (including the city of New Bedford and within 10 miles of the park)?

Results

- 15% of visitor groups were residents of the area (see Figure 25).
- As shown in Figure 26, the most common primary reasons for visiting the park area among non-resident visitor groups were:

  38% Visit the park
  16% Visit friends/relatives in the area
  14% Traveling through – unplanned visit

- "Other" reasons (11%) are shown in Table 11.

Figure 25. Residents of the area (including the city of New Bedford and within 10 miles of the park)

Figure 26. Primary reason for visiting the area (including the city of New Bedford and within 10 miles of the park)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 11. "Other" reasons for visiting park area
(N=32 comments)

Reason	Number of times mentioned
Part of tour	8
Visit tall ship Gazela	3
Attending summer program at university	1
Children at camp	1
Church event	1
Go to beach	1
Herman Melville's birthday	1
Lighthouse search USLHS	1
Looking for a vacation home in area	1
Obtain information about public boat access	1
Part of day trip	1
Portuguese feast	1
Recommendation of friend	1
Research at library	1
River cruise	1
Ship	1
Show friends	1
Spontaneous visit	1
Take harbor boat tour	1
Vacationing	1
Visit churches and services	1
Visiting colleges	1
Yacht Club Cruise	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Services used in nearby communities

Question 9a

In which communities did you and your personal group obtain support services (e.g., information, gas, food, lodging) for this visit to New Bedford Whaling NHP?

Results

- 80% of visitor groups obtained support services in nearby communities (see Figure 27).
- As shown in Figure 28, the communities in which support services were most commonly obtained were:

  51% New Bedford, MA
  17% Cape Cod, MA
  14% Boston, MA

- Table 12 shows the "other" communities (20%) listed by visitor groups.

Figure 27. Visitor groups that obtained support services in nearby communities on this visit

Figure 28. Communities used to obtain support services

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 12. “Other” communities where visitors obtained support services (N=51 comments)

Community	Number of times mentioned
Marion, MA	5
Mattapoisett, MA	5
Newport, RI	4
Martha's Vineyard, MA	3
Acushnet, MA	2
Bristol, RI	2
Lakeville, MA	2
Middleboro, MA	2
Mystic, CT	2
Attleboro, MA	1
Cape Cod, MA	1
Cuttyhunk, MA	1
Dighton, MA	1
Falmouth, MA	1
Guilford, CT	1
Little Compton, RI	1
Marshfield, MA	1
Middletown, RI	1
Milford, MA	1
Nantucket, MA	1
Narragansett, RI	1
New London, CT	1
Onset, MA	1
Padanaram, MA	1
Plymouth, MA	1
Portsmouth, RI	1
Quincy, MA	1
Raynham, MA	1
Salem, MA	1
Seekonk, MA	1
Somerset, MA	1
Wareham, MA	1
Woods Hob, MA	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 9b

Were you and your personal group able to obtain all the services that you needed in New Bedford, MA?

Results

- 95% of visitor groups were able to obtain the services they needed in New Bedford, MA (see Figure 29).

Figure 29. Visitor groups that were able to obtain needed services in New Bedford, MA

Question 9c

If NO, what needed services were not available in New Bedford, MA? (Open-ended)

Results – Interpret with **CAUTION!**

- 21 visitor groups listed services they needed but were not available (see Table 13).

Table 13. Services needed in New Bedford, MA
(N=22 comments; one visitor made more than one comment.) **CAUTION!**

Service	Comment	Number of times mentioned
Accessibility	Streets and sidewalks not wheelchair friendly	1
Camping	No comment provided	1
Food	No comment provided	1
Gas	Gas near entrance to highway	1
Hampton Inn or Hilton facility	Stayed in Fairhaven	1
Highway signs	Better signs to museum from Highway 6	1
Information	About New Bedford public library resources	1
Launch services	No evidence of launch	1
Lodging	Stayed at home in Fairhaven	1
Lunch	The restaurants didn't look very good	1
Mooring	No one came to collect fee	1
No service listed	Needed more time for research	1
Parking	Greater than two hours	1
Parking	Parking difficult/full	1
Private beaches	Like Nonquit	1
Restaurants	Needed in park area	1
Retail shops	Needed in park area	1
Safe beach visit	PCB contamination in New Bedford	1
Showers/facilities	Not available as advertised	1
Souvenir shops	Needed in park area	1
Tour on CD at museum	No comment provided	1
Water	More fountains or bottles	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Forms of transportation

Question 7a

On this visit, which forms of transportation did you and your personal group use to travel between your overnight accommodations or home and New Bedford Whaling NHP?

Results

- 78% of visitor groups used a private car (see Figure 30).
- 13% used a rental car.
- Ferries (1%) used were:

  Martha's Vineyard Ferry
  Cuttyhunk Ferry
  Fast Ferry

- "Other" forms of transportation (4%) were:

  On foot
  Taxi

Figure 30. Forms of transportation used to arrive at New Bedford Whaling NHP

Number of vehicles

Question 19c

On this visit, how many vehicles did you and your personal group use to arrive at the park?

Results

- 88% of visitor groups used one vehicle to arrive at the park (see Figure 31).

Figure 31. Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Parking location

Question 7b

If you and your personal group drove a vehicle to New Bedford Whaling NHP on this visit, where did you park?

Results

- 93% of visitor groups drove to New Bedford Whaling NHP (see Figure 32).
- Of those visitor groups that drove to the park, 61% used street parking (see Figure 33).
- 22% used a parking lot.
- "Other" places (<1%) visitor groups parked were:

  At work
  Parked by the visitor center

Figure 32. Visitor groups who drove to the park

Figure 33. Parking location

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Overnight stays

Question 6a

On this trip, did you and your personal group stay overnight away from your permanent residence in the surrounding area (within 10 miles of the park, including the city of New Bedford)?

Results

- 38% of visitor groups stayed overnight away from their permanent residence in the surrounding area (see Figure 34).

Figure 34. Visitor groups that stayed overnight in the surrounding area

Question 6b

If YES, please list the number of nights you and your personal group stayed in the surrounding area.

Results

- 39% of visitor groups stayed four or more nights in the surrounding area (see Figure 35).

Figure 35. Number of nights in the surrounding area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Accommodations

Question 6c

In which types of lodging did you and your personal group spend the night(s) in the surrounding area?

Results

- 57% of visitor groups stayed in motels, hotels, vacation rentals, B&B, etc. (see Figure 36).
- 23% stayed at the residence of friends or relatives.
- "Other" types of lodging (12%) were:

  American Cruise Lines ship
  Cruise ship
  Private boat
  Private sailboat
  Sailboat
  Ship
  Tall ship Gazela

Figure 36. Lodging used in the surrounding area

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Length of visit

Question 8a

On this visit to New Bedford Whaling NHP, how many hours in total did you and your personal group spend visiting the park?

Results

- 32% of visitor groups spent 2 hours visiting the park (see Figure 37).
- 25% spent 3 hours.
- The average length of visit was 2.8 hours.

Figure 37. Hours spent at the park

Question 8b

Did you and your personal group visit the park on more than one day?

Results

- 11% of visitor groups visited the park on more than one day (see Figure 38).

Figure 38. Visitor groups that visited the park on more than one day

Question 8c

If YES, on how many days did you visit New Bedford Whaling NHP?

Results

- Of those visitor groups that visited the park on more than one day, 66% visited on two days (see Figure 39).
- 22% visited on three days.
- Of those that visited on more than one day, the average length of visit was 2.1 days.

Figure 39. Days spent at the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Time spent at park compared to time planned

Question 16a

Compared to what you had planned, how much time did you and your personal group spend visiting New Bedford Whaling NHP?

Results

- 63% of visitor groups had a planned amount of time to spend at the park (see Figure 40).
- 65% spent about the same time as they had planned (see Figure 41).
- 29% spent stayed longer than they had planned.

Figure 40. Visitor groups that had a planned amount of time to spend at the park

Figure 41. Time spent visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 16b

If the amount of time you and your personal group spent visiting New Bedford Whaling NHP differed from what you had planned (longer or shorter), what were the reasons for changing your plans? (Open-ended)

Results

- 83 visitor groups listed reasons why their time visiting the park was longer or shorter than planned (see Table 14).

Table 14. Reasons for changing plans
(N=91 comments; some visitor groups made more than one comment.)

Reason	Number of times mentioned
LONGER THAN PLANNED (N=61)	
More to see and do than expected	14
So much to see and do	6
Park was very interesting/informative	8
More interesting than expected	4
Museum was wonderful/interesting	4
Took unplanned walking tour	3
Very enjoyable/interesting	3
Interested in architecture/gardens	2
Walking tour was longer than expected	2
Ate at restaurant	1
Audubon exhibit at museum	1
Enjoyed air conditioning	1
Exhibits were interesting	1
Fun activities for children	1
Good weather encouraged longer stay	1
Had more research to do	1
Length of concert	1
Nicer than expected	1
Photographed	1
Ranger suggested driving tour	1
Stayed to watch movie in museum	1
Took unplanned harbor tour	1
Unplanned visit to visitor center	1
Went shopping	1
SHORTER THAN PLANNED (N=23)	
Limited by travel itinerary	5
Arrived late	3
Limited by parking meter	2
Museum was under construction	2
Bad weather shortened visit	1
Children were a limiting factor	1
Did not plan enough time	1
Had to leave early for personal reasons	1
Lagado not opened	1
Park event was not held as expected	1
Part of tour group	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 14. Reasons for changing plans (continued)

Reason	Number of times mentioned
SHORTER THAN PLANNED (continued)	
Restaurants were unclean, poor quality	1
Seaman's Bethel was closed	1
Time was limited	1
Unable to visit museum	1
UNSPECIFIED (N=7)	
Was not aware of national park status	2
Museum was not what was expected	1
Spent time on the beach	1
Timing of movie showings	1
Unplanned visit	1
Visited museum	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Expected activities

Question 10a

Please indicate all the activities you and your personal group expected to do within New Bedford Whaling NHP and downtown New Bedford on this visit?

Results

- As shown in Figure 42, the most common activities in which visitor groups expected to participate were:

  76% Learning about whaling and maritime history
  65% General sightseeing
  64% Learning about New Bedford history

- Table 15 shows the "other" expected activities (12%) listed by visitor groups.

Figure 42. Expected activities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 15. Other expected activities
(N=36 comments)

Activity	Number of times mentioned
Visit Whaling Museum	9
Attend Portuguese feast	3
Visit Ocean Explorium	3
Go to beach	2
Visit tall ship Gazela	2
Age appropriate fun for my young children	1
Church visit and service	1
Herman Melville related activities	1
Learning more specifics about current fishing	1
Meet someone	1
Meet with NOAA port agent	1
Moby Dick	1
Moby Dick associations	1
Obtain information	1
Purchase a copy of Moby Dick in town	1
Researching public boat ramp info	1
Visit lighthouses	1
Visit New Bedford Art Museum	1
Visit public library	1
Visit Rotch-Jones-Duff House	1
Visit studio glass	1
Visit with intern and park staff	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 10b

On this visit, in which activities did you and your personal group participate within New Bedford Whaling NHP and downtown New Bedford?

Results

- As shown in Figure 43, the most common activities in which visitor groups participated on this visit were:

  79% Learning about whaling and maritime history
  63% Learning about New Bedford history
  62% General sightseeing

- Table 16 shows the "other" activities on this visit (15%) listed by visitor groups.

Figure 43. Activities on this visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 16. "Other" activities on this visit
(N=54 comments)

Activity	Number of times mentioned
Visit Whaling Museum	19
Attend Portuguese feast	4
Visit Seaman's Bethel	3
Attend church event	2
Walking tour	2
Visit Ocean Explorium	2
Attend performance at the Zeiterion Theater	1
Chorale on William Street	1
Guided tour at whaling museum	1
Learned about fishing industry	1
Learning history	1
Lunch/drinks, Herman Melville related activities	1
Meet someone	1
Moby Dick associations	1
Obtain information	1
Photograph whale boat model	1
Tour the tall ship Gazela	1
View Audubon exhibit	1
Visit beach	1
Visit city hall	1
Visit family	1
Visit Fire Museum	1
Visit lighthouses	1
Visit New Bedford Rural Cemetery	1
Visit public library	1
Visit winery	1
Visit with intern and park staff	1
Visit with NOAA port agent	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Most important activity

Question 10d

Which one of the above activities was most important to you and your personal group on this visit to New Bedford Whaling NHP?

Results

- As shown in Figure 44, the most important activities listed by visitor groups were:

  49% Learning about whaling and maritime history
  10% General sightseeing
  9% Learning about New Bedford history

- Table 17 shows the "other" most important activities (18%) listed by visitor groups.

Figure 44. Most important activity at New Bedford Whaling NHP

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 17. "Other" most important activities on this visit
(N=37 comments)

Activity	Number of times mentioned
Whaling Museum	17
Museum	3
Walking tour	2
Age appropriate fun for my young children	1
Audubon Exhibit	1
Chorale on William Street	1
Church visit and service	1
Feast of the Blessed Sacrament	1
Guided tour, whaling museum	1
Lighthouses	1
Obtain information	1
Ocean Explorium	1
Performance at the Zeiterion Theater	1
Photograph whale boat model	1
Seaman's Bethel	1
The church	1
Visit with intern and park staff	1
Visiting family	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Activities on a future visit

Question 10c

If you were to visit in the future, in which activities would you and your personal group prefer to participate within New Bedford Whaling NHP and downtown New Bedford?

Results

- As shown in Figure 45, the most common activities in which visitor groups would prefer to participate in the future were:

  51% General sightseeing
  48% Shopping/dining out
  45% Learning about New Bedford history
  45% Learning about whaling and maritime history

- "Other" activities (7%) were:

  Learn women's history
  Meet with NOAA port agent
  Visit Bristol Gardens
  Visit city hall
  Visit Martha's Vineyard
  Visit Masonic lodges
  Visit public library
  Visit winery

Figure 45. Activities on a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Safety issues at New Bedford Whaling NHP

Question 15a

For the safety issues below, please indicate how safe you and your personal group felt from crime during this visit to New Bedford Whaling NHP.

Results

Personal safety from crime

- 66% of visitor groups felt "very safe" from crime during this visit to New Bedford Whaling NHP (see Figure 46).
- 22% felt "somewhat safe."

Figure 46. Personal safety from crime at New Bedford Whaling NHP

Personal safety from accidents

- 61% of visitor groups felt "very safe" from accidents during this visit to New Bedford Whaling NHP (see Figure 47).
- 26% felt "somewhat safe."

Figure 47. Personal safety from accidents at New Bedford Whaling NHP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Safety of personal property from crime

- 58% of visitor groups felt their personal property was "very safe" from crime during this visit to New Bedford Whaling NHP (see Figure 48).
- 29% felt property was "somewhat safe."

Figure 48. Safety of personal property from crime in New Bedford Whaling NHP

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Reasons for feeling unsafe in the park

Question 15b
If you marked "very unsafe" or "somewhat unsafe" for any of the above issues, please explain why. (Open-ended)

Results
- 40 visitor groups listed reasons for feeling "very unsafe" or "somewhat unsafe" during this visit to New Bedford Whaling NHP (see Table 18).

Table 18. Reasons for feeling unsafe during this visit to New Bedford Whaling NHP (N=46 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Street crossings were difficult (speeding cars, traffic, etc.)	7
People/homeless loitering	6
Pedestrian overpass seemed unsafe/rundown	5
New Bedford's bad reputation	3
People loitering on highway walking bridge	3
Streets/cobblestones uneven	3
Area is rundown, shabby	2
Lack of security personnel	2
Concerned about car in parking garage	1
Do not like leaving my camper RV in city parking lots	1
Graffiti, broken glass	1
Media perception and reporting	1
Need to clear footbridge	1
New Bedford's residents' warnings to us	1
No knowledge of area	1
Not used to walking city streets	1
Not very friendly public	1
On-street parking on narrow streets	1
Parking garage was unattended	1
The roads/freeways are wide and fast	1
Unguarded street parking	1
Vacant storefronts	1
Wallet stolen while at the museum	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, and Resources

Information services and facilities used

Question 11a

Please indicate all the information services and facilities that you or your personal group used at New Bedford Whaling NHP during this visit.

Results

- As shown in Figure 49, the most common information services and facilities used by visitor groups were:

  76% New Bedford Whaling Museum
  64% Assistance from NPS staff/volunteers
  50% NPS park brochure

- The least used service/facility was:

  2% Preservation Society self-guided architecture tour

Figure 49. Information services and facilities used

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of information services and facilities

Question 11b

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1-5.

1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 50 shows the combined proportions of "extremely important" and "very important" ratings of information services and facilities that were rated by 30 or more visitor groups.

- The information services and facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  88% Self-guided tours
  87% New Bedford Whaling Museum
  80% NPS guided walking tour

- Table 19 shows the importance ratings of each service and facility.

- The service/facility receiving the highest "not important" rating that was rated by 30 or more visitor groups was:

  8% Importance of Schooner Ernestina

Figure 50. Combined proportions of "extremely important" and "very important" ratings of information services and facilities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 19. Importance ratings of information services and facilities
(N=number of visitors that rated each service and facility)

		Rating (%)*				
Service/facility	**N**	**Not important**	**Somewhat important**	**Moderately important**	**Very important**	**Extremely important**
Access for people with disabilities – **CAUTION!**	23	13	0	9	26	52
AM 1610 radio (traveler's information) – **CAUTION!**	10	10	10	70	10	0
Assistance from NPS staff/volunteers	210	0	10	20	33	37
NPS Junior Ranger program – **CAUTION!**	9	0	22	0	33	44
NPS guided walking tour	60	0	5	15	40	40
NPS park brochure	163	3	7	26	30	33
NPS park website (used before or during this visit)	51	2	6	22	27	43
New Bedford Whaling Museum	246	2	3	9	29	58
Preservation Society self-guided architecture tour – **CAUTION!**	7	0	0	14	43	43
Rotch-Jones-Duff House – **CAUTION!**	26	0	0	46	31	23
Seamen's Bethel	122	2	7	24	39	29
Self-guided tours (besides the Preservation Society self-guided tours)	32	0	3	9	38	50
Schooner Ernestina	53	8	25	38	21	9
Underground Railroad information	53	6	6	28	30	30

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of information services and facilities

Question 11c

Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results

- Figure 51 shows the combined proportions of "very good" and "good" quality ratings of information services and facilities that were rated by 30 or more visitor groups.

- The information services and facilities that received the highest combined proportions of "very good" and "good" quality ratings were:

  95% Assistance from NPS staff/volunteers
  93% New Bedford Whaling Museum
  91% Underground Railroad information
  91% NPS guided walking tour

- Table 20 shows the quality ratings of each service and facility.

- The service/facility receiving the highest "very poor" quality rating that was rated by 30 or more visitor groups was:

  4% Schooner Ernestina

Figure 51. Combined proportions of "very good" and "good" quality ratings of information services and facilities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 20. Quality ratings of information services and facilities
(N=number of visitors that rated each service and facility)

		Rating (%)*				
Service/facility	**N**	**Very poor**	**Poor**	**Average**	**Good**	**Very good**
Access for people with disabilities – **CAUTION!**	20	5	0	10	45	40
AM 1610 radio (traveler's information) – **CAUTION!**	11	27	9	9	55	0
Assistance from NPS staff/volunteers	207	0	1	4	18	77
NPS Junior Ranger program – **CAUTION!**	9	0	0	0	11	89
NPS guided walking tour	59	0	0	8	22	69
NPS park brochure	157	0	1	9	38	52
NPS park website (used before or during this visit)	49	2	0	10	24	63
New Bedford Whaling Museum	242	0	<1	7	19	74
Preservation Society self-guided architecture tour – **CAUTION!**	7	0	0	0	57	43
Rotch-Jones-Duff House – **CAUTION!**	25	0	0	12	28	60
Seamen's Bethel	122	0	1	13	23	63
Self-guided tours (besides the Preservation Society self-guided tours)	31	3	3	6	42	45
Schooner Ernestina	49	4	4	43	37	12
Underground Railroad information	46	0	0	9	41	50

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of information services and facilities

- Figures 52 and 53 show the mean scores of importance and quality ratings of all information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average, except for Schooner Ernestina, which was rated average in importance.

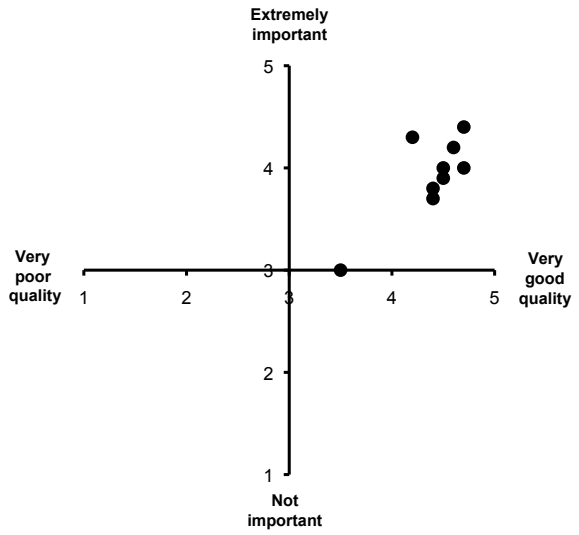


Figure 52. Mean scores of importance and quality ratings of information services and facilities

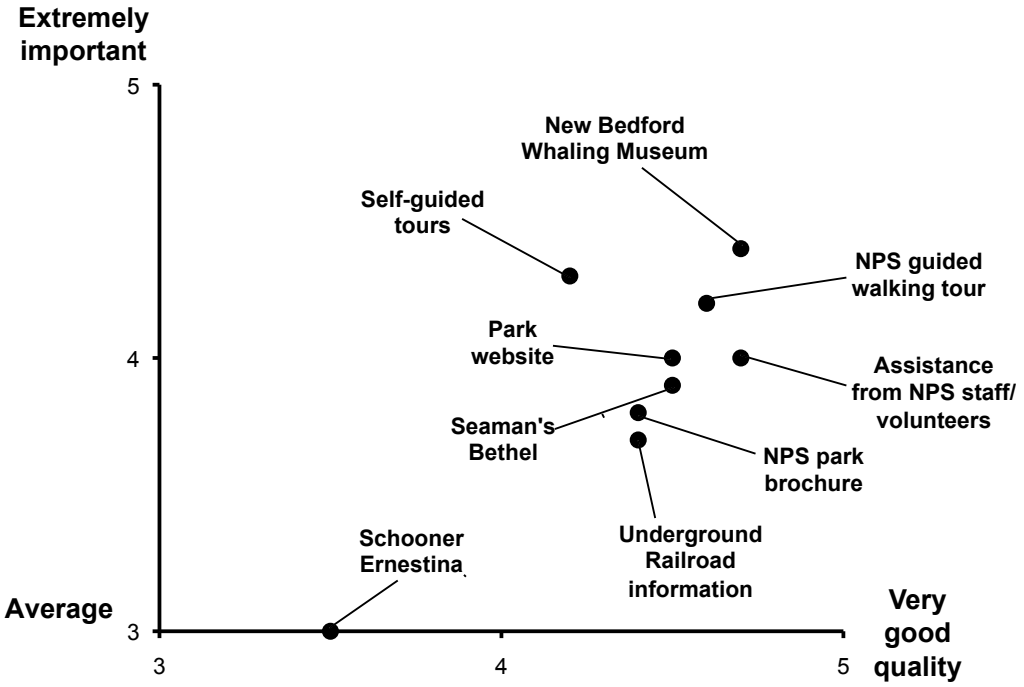


Figure 53. Detail of Figure 52

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor services and facilities used

Question 13a

Please indicate all the visitor services and facilities that you or your personal group used while in the city of New Bedford.

Results

- As shown in Figure 54, the most common visitor services and facilities used by visitor groups were:

  55% NPS Visitor Center (overall)
  52% Restaurants
  52% NPS Visitor Center exhibits

- The least used service/facility was:

  4% Ferries

Figure 54. Visitor services and facilities used

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 13b

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1-5.

1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 55 shows the combined proportions of "extremely important" and "very important" ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The services and facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  94% Hotels/motels
  82% NPS Visitor Center (overall)
  81% Restaurants
  81% NPS Visitor Center movie

- Table 21 shows the importance ratings of each service and facility.

- The service/facility receiving the highest "not important" rating that was rated by 30 or more visitor groups was:

  3% Importance of NPS Visitor Center bookstore sales items

Figure 55. Combined proportions of "extremely important" and "very important" ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 21. Importance ratings of visitor services and facilities
(N=number of visitors that rated each service and facility)

		Rating (%)*				
Service/facility	**N**	**Not important**	**Somewhat important**	**Moderately important**	**Very important**	**Extremely important**
NPS Visitor Center bookstore sales items (selection, price, etc.)	109	3	17	30	22	28
NPS Visitor Center exhibits	169	1	4	21	45	30
NPS Visitor Center movie	108	0	2	17	46	35
NPS Visitor Center (overall)	177	0	5	13	37	45
Waterfront Visitor Center exhibits	71	1	8	27	32	31
Waterfront Visitor Center (overall)	86	2	8	21	33	36
Ferries – **CAUTION!**	13	0	0	15	54	31
Garage/parking lot	84	0	4	20	36	40
Hotels/motels	36	0	0	6	33	61
Restaurants	163	0	2	17	44	37
Shops in New Bedford	88	2	5	40	34	19
Street parking	158	1	6	19	36	37

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 13c

Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results

- Figure 56 shows the combined proportions of "very good" and "good" quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The services and facilities that received the highest combined proportions of "very good" and "good" quality ratings were:

  97% NPS Visitor Center (overall)
  93% NPS Visitor Center movie
  92% NPS Visitor Center exhibits

- Table 22 shows the quality ratings of each service and facility.

- The service/facility receiving the highest "very poor" quality rating that was rated by 30 or more visitor groups was:

  3% Street parking

Figure 56. Combined proportions of "very good" and "good" quality ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 22. Quality ratings of visitor services and facilities
(N=number of visitors that rated each service and facility)

Service/facility	N	Rating (%)* Very poor	Poor	Average	Good	Very good
NPS Visitor Center bookstore sales items (selection, price, etc.)	109	0	1	15	39	46
NPS Visitor Center exhibits	162	0	1	8	38	54
NPS Visitor Center movie	104	0	0	7	26	67
NPS Visitor Center (overall)	176	0	0	3	32	65
Waterfront Visitor Center exhibits	69	1	0	20	35	43
Waterfront Visitor Center (overall)	87	1	1	16	32	49
Ferries – **CAUTION!**	10	0	0	10	60	30
Garage/parking lot	81	1	4	21	38	36
Hotels/motels	34	0	6	12	29	53
Restaurants	160	0	3	16	42	40
Shops in New Bedford	85	2	2	19	44	33
Street parking	152	3	7	19	37	35

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figures 57 and 58 show the mean scores of importance and quality ratings of all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.

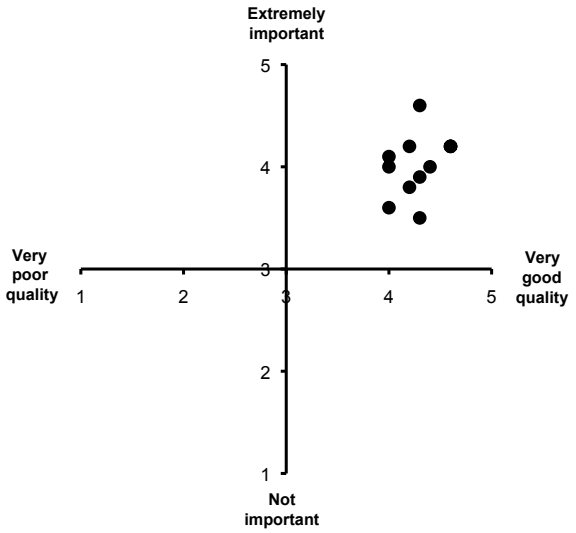


Figure 57. Mean scores of importance and quality ratings of visitor services and facilities

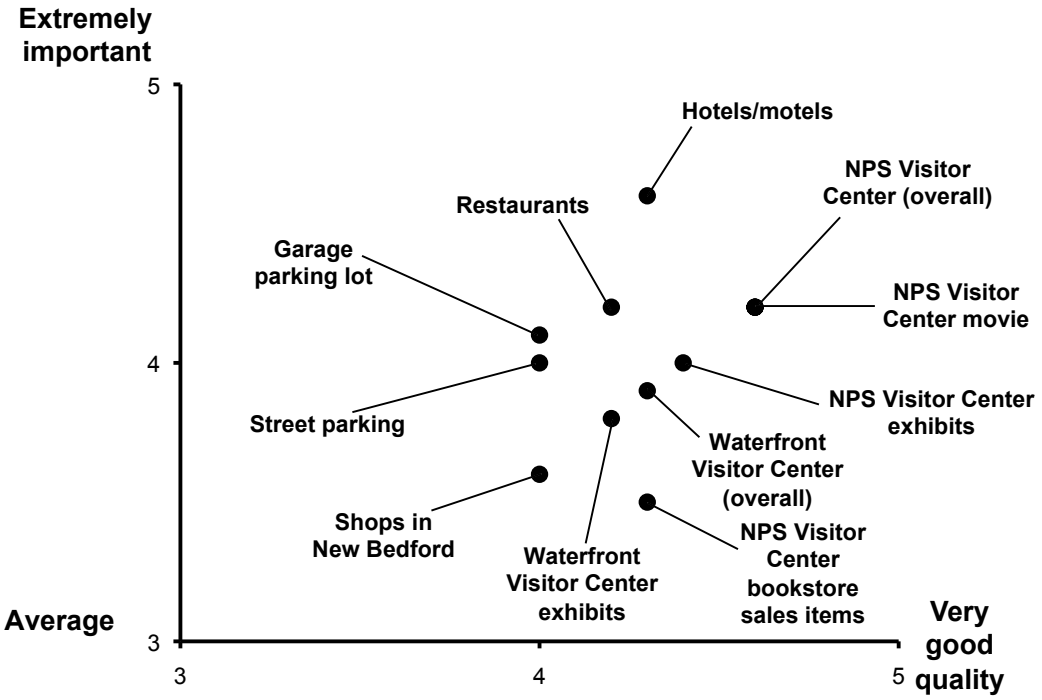


Figure 58. Detail of Figure 57

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Expenditures

Expenditures in New Bedford, MA and within 10 miles of the park

Question 17a

For you and your personal group on this visit to New Bedford Whaling NHP, please estimate all expenditures for the items listed below in the area within 10 miles of the park**.**

Results

- 52% of visitor groups spent $1-$100 (see Figure 59).
- 17% spent $101-$200.
- The average visitor group expenditure was $241.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $85.
- The average total expenditure per person (per capita) was $87.
- As shown in Figure 60, the largest proportions of total expenditures were:

  37% Hotels, motels, vacation rentals, B&B, etc.
  25% Restaurants and bars
  11% All other purchases

Figure 59. Expenditures in New Bedford MA and within 10 miles of the park

N=343 visitor groups

Figure 60. Proportions of expenditures in New Bedford, MA and within 10 miles of the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Hotels, motels, vacation rentals, B&B, etc.

- 65% of visitor groups spent no money on hotels, motels, vacation rentals, B&B, etc. (see Figure 61).
- 13% spent $101-$200.

Figure 61. Expenditures for lodging

Camping fees and charges

- 96% of visitor groups spent no money on camping fees and charges (see Figure 62).

Figure 62. Expenditures for camping fees and charges

Guide fees and charges

- 95% of visitor groups spent no money on guide fees and charges (see Figure 63).

Figure 63. Expenditures for guide fees and charges

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Restaurants and bars

- 27% of visitor groups spent $21-$40 at restaurants and bars (see Figure 64).
- 24% spent $81 or more.

Figure 64. Expenditures for restaurants and bars

Groceries and takeout food

- 66% of visitor groups spent no money on groceries and takeout food (see Figure 65).
- 19% spent $1-$40.

Figure 65. Expenditures for groceries and takeout food

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Gas and oil (auto, RV, boat, etc.)

- 51% of visitor groups spent no money on gas and oil (see Figure 66).
- 35% spent $1-$40.

Figure 66. Expenditures for gas and oil

Boat tours

- 79% of visitor groups spent no money on boat tours (see Figure 67).
- 13% spent $21-$40.

Figure 67. Expenditures for boat tours

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 83% of visitor groups spent no money on other transportation (see Figure 68).
- 8% spent $1-$50.

Figure 68. Expenditures for other transportation

Admission, recreation, and entertainment fees

- 60% of visitor groups spent $1-$40 on admission, recreation, and entertainment fees (see Figure 69).
- 26% spent no money.

Figure 69. Expenditures for admission, recreation, and entertainment fees

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

All other purchases (souvenirs, books, sporting goods, clothing, etc.)

- 31% of visitor groups spent no money on all other purchases (see Figure 70).
- 30% spent $1-$20.

Figure 70. Expenditures for all other purchases

Donations

- 55% of visitor groups spent no money on donations (see Figure 71).
- 33% spent $1-$10.

Figure 71. Expenditures for donations

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by expenditures

Question 17b

How many adults (18 years or older) do these expenses cover?

Results

- 59% of visitor groups had two adults covered by expenditures (see Figure 72).
- 17% had one adult covered by expenditures.

Figure 72. Number of adults covered by expenditures

Number of children covered by expenditures

Question 17b

How many children (under 18 years) do these expenses cover?

Results

- 66% of visitor groups had no children covered by expenditures (see Figure 73).
- 17% had two children covered by expenditures.

Figure 73. Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Methods to learn about the park on future visits

Question 14

If you were to visit New Bedford Whaling NHP in the future, how would you and your personal group prefer to learn about cultural and natural history/features of New Bedford Whaling NHP?

Results

- 95% of visitor groups were interested in learning about the park on a future visit (see Figure 74).

- As shown in Figure 75, among those visitor groups that were interested in learning about the park, the most preferred methods were:

  59% Printed materials
  59% Indoor exhibits
  54% Self-guided tours

- "Other" methods (1%) were:

  Connect with local culture
  Lectures by experts, curators, authors
  Sailing
  Tour tall ships

Figure 74. Visitor groups that were interested in learning about the park on a future visit

Figure 75. Preferred method of learning

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Interest in using and paying for shuttle bus on future visits

Question 12a

In the future, if a free shuttle bus were available to travel between park facilities, would you and your personal group be interested in riding it?

Results

- 55% of visitor groups would be likely to ride a shuttle bus between park facilities on a future visit (see Figure 76).

Figure 76. Visitor groups that would be interested in riding a shuttle bus between park facilities

Question 12b

Would you and your personal group be willing to pay $1 per adult per day to ride a shuttle bus between park facilities?

Results

- 63% of visitor groups would be willing to pay $1 per adult per day to ride a shuttle bus between park facilities (see Figure 77).

Figure 77. Visitor groups that would be willing to pay $1 per adult per day to ride a shuttle bus between park facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 27

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at New Bedford Whaling NHP during this visit?

Results

- 95% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 78).
- Less than 2% of visitor groups rated the quality as “very poor” or “poor.”

Figure 78. Overall quality rating of facilities, services, and recreational opportunities

Visitor Comment Summaries

Aspect of the park's story to share

Question 24

After visiting New Bedford Whaling NHP, what aspect of the park's story would you share with family and friends? (Open-ended)

Results

- 68% of visitor groups (N=257) responded to this question.
- Table 23 shows a summary of visitor comments followed by the handwritten comments.

Table 23. Aspect of park story to share
(N=460 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
BUILDINGS/ARCHITECTURE (4%)	
Architecture in New Bedford	10
Historic buildings	5
Grandest homes belonged to slave traders	1
Historic preservation importance	1
Rotch-Jones-Duff House	1
INTERPRETIVE SERVICES (14%)	
Whaling Museum	25
Exhibits	9
Harbor tour	4
Interesting information and sites	4
Movie	3
Ship model	3
Lagoda	2
Walking tour very informative	2
Brochures	1
Curator who spoke made history come alive	1
Fortier/Concordia display	1
Fun activities for kids in summer	1
Guided tour	1
Historic black and white photos	1
Model of sleeping bunks	1
Models	1
Paintings	1
Renovations of the schooner	1
Rescue exhibits	1
The ship	1
Touching real baleen plates	1
Visitor center	1

Table 23. Aspect of park story to share (continued)

Comment	Number of times mentioned
FISHING INDUSTRY/HISTORY (4%)	
Fishing industry	5
Fishing	3
Fishing boat fleet	3
Fishing history	2
Fish auction	1
Fishing port	1
Demise of fishing industry	1
Importance of fishing today	1
GENERAL (10%)	
Everything	9
View/scenery	5
Great place	4
Park is more than whaling museum	3
All events	1
Awesome surveys	1
Beauty of the park	1
Beautiful facilities	1
Charming city	1
Cleanliness	1
Enjoyed visit	1
Enough to see, do and learn	1
Excellent experience	1
Family history	1
Friendly place	1
Importance of protecting life	1
Improved appearance of area	1
Nice family atmosphere	1
Park complements whaling museum	1
Park getting better with age	1
People were wonderful	1
Personal experience	1
Received survey at park	1
Relationship to current oil money	1
Restaurants	1
Shopping	1
Well preserved historic atmosphere of park	1
Zoo	1

Table 23. Aspect of park story to share (continued)

Comment	Number of times mentioned
HISTORY (33%)	
Whaling history	47
Underground railroad	21
History	18
History of New Bedford	11
New Bedford's wealth	6
Role/history of Quakers	5
Maritime history	3
African-American history	3
Azorean whalers	2
Ethnic history	2
Immigrant history	2
Rise and fall of the whaling industry	2
Abraham Lincoln's speech in New Bedford	1
Christian community started whaling industry	1
Christian values of the community accepted women and blacks	1
Connection between Alaska and New Bedford	1
Cultural components of whaling industry	1
Cultural stories	1
Culture	1
Entrepreneurship	1
Family history	1
Fugitive slaves accepted into community	1
Global trade	1
Historical importance of New Bedford whaling	1
Historical significance	1
History of area	1
History of the museums	1
History of whales	1
How New Bedford survived changing economies	1
How young men ended up here and on ships	1
Importance of preserving history	1

Table 23. Aspect of park story to share (continued)

Comment	Number of times mentioned
HISTORY (continued)	
Importance to Massachusetts history	1
Inability of fishermen to make living because of regulation	1
Indigenous people of area	1
Involvement of immigrants	1
Nation's reliance on whaling for oil	1
New Bedford's place past and present	1
New England history	1
Our family's history in the town	1
Power of women	1
Pride in multicultural history of New Bedford	1
Rich history	1
Social history of whaling's heyday	1
Steeped in history and culture	1
LITERATURE/ART (4%)	
Artwork/art gallery	4
Story of Moby Dick	4
Herman Melville	3
Herman Melville's connection to New Bedford	3
Scrimshaw art	3
Audubon exhibit at art museum	1
Books	1
Literary and whaling connections	1
PERSONNEL (2%)	
Friendly staff	5
Excellent staff	1
Friendly people	1
Knowledgeable boat tour guide	1
Knowledgeable park guide	1
NEW BEDFORD/WATERFRONT (8%)	
Seamen's Bethel	10
Waterfront	3
Fort Taber	2
Lovely place with European flavor	2
Schooner Ernestina	2
Ships	2
Cultural diversity of New Bedford	1

Table 23. Aspect of park story to share (continued)

Comment	Number of times mentioned
NEW BEDFORD/WATERFRONT (continued)	
Diversity of New Bedford	1
Gazela	1
Harbor geography	1
Harbor tour	1
Historical sites	1
Hurricane Wall	1
Markers 3 and 4 (local)	1
Other parts of the park	1
Recent renovations	1
Redevelopment of harbor	1
Revitalized downtown	1
Sea shanties	1
See an actual working waterfront, not just a museum	1
Sites	1
Streets of New Bedford are clean	1
Streetscape	1
Working harbor	1
WHALES/WHALING (20%)	
Whaling	19
Whale skeletons	12
Life of whalers	6
Hardships of whaling	5
Biology and ecology of whales	4
Whale conservation	4
Whale products	4
Whaling industry	4
Importance of the whaling industry	2
Whaling methods	2
Whaling tools	2
Wildlife preservation	2
Boats lost at sea	1
Cultural exchange created by whaling shipping lanes	1
How dangerous the whales were	1
Importance of conservation	1
Importance of whale oil before petroleum	1
Length of whaling expeditions	1

Table 23. Aspect of park story to share (continued)

Comment	Number of times mentioned
WHALES/WHALING (continued)	
Life in a whaling village in early years	1
Lives of those engaged in whaling industry	1
Number of crew members	1
Number of oil barrels	1
Number of whales killed	1
Rich history of whaling	1
Role of New Bedford in whaling	1
Significance of whale oil	1
Size of the fleet	1
The sea	1
Transition from whaling to conservation	1
Usefulness of whale products	1
Whale conservation today	1
Whale oil business	1
Whale skeleton dripping oil	1
Whales killed just for their blubber	1
Whales used to be close to shore	1
Whaling boats	1
Whaling center	1
World's dependence on whale oil	1

Planning for the future

Question 25

If you were a manager planning for the future of New Bedford Whaling NHP, what would you and your personal group propose? (Open-ended)

Results

- 50% of visitor groups (N=189) responded to this question.
- Table 24 shows a summary of visitor comments followed by the handwritten comments.

Table 24. Planning for the future
(N=331 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (2%)	
Comments	6
INTERPRETIVE SERVICES (41%)	
Period activities/living history demonstrations	13
Guided tours	7
Audio tour/podcast/cell phone tour	6
More hands-on children's activities	6
Include/tell more personal stories/adventures	5
More interactive activities/exhibits	5
More children's activities	4
More Melville related exhibits/events	4
Add audio of whaling ship/ocean/whales	3
Expand exhibits	3
Create "whaling trail" from site to site	2
Evening ranger programs	2
More music programs	2
School programs/tours	2
Other comments	73
FACILITIES/MAINTENANCE (7%)	
Enjoyed renovations/improvements	2
Improve signage to museum	2
More benches	2
More directional signs to museum	2
Other comments	16
POLICIES/MANAGEMENT (19%)	
Advertise more	12
Have one ticket for entry at all the sites	3
Free trolley	2
Post guided tour schedule on website	2
Shuttle bus between sites	2
Other comments	41

Table 24. Planning for the future (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT (1%)	
Comments	3
CONCESSION SERVICES (2%)	
Offer tourist packages (hotel/dining/tour)	2
Other comments	6
GENERAL (12%)	
Would not change anything	7
Keep up the good work	6
Great place	2
Other comments	25
CITY/LOCAL ISSUES (15%)	
Clean/improve pedestrian bridge	6
Improve/increase parking	5
Improve access from whaling museum to harbor	2
More shops/stores	3
Nicer restaurants	3
Add a cafe	2
Expand free parking	2
Other comments	28

Additional comments

Question 26

Is there anything else you and your personal group would like to tell us about your visit to New Bedford Whaling NHP? (Open-ended)

Results

- 46% of visitor groups (N=171) responded to this question.
- Table 25 shows a summary of visitor comments followed by the handwritten comments.

Table 25. Additional comments
(N=405 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (17%)	
Helpful staff/volunteers	20
Friendly staff	14
Knowledgeable staff/volunteers	10
Excellent staff	8
Accommodating staff	3
Enthusiastic staff	3
Other comments	11
INTERPRETIVE SERVICES (18%)	
Excellent museum	7
Informative and interesting	6
Enjoyed movies	3
Loved exhibits	3
Visitor center was great	3
Guided tour excellent	2
Informative/interesting exhibits	2
Other comments	46
FACILITIES/MAINTENANCE (5%)	
Comments	20
POLICIES/MANAGEMENT (3%)	
Survey too wordy and long	2
Advertise more	2
Other comments	10
RESOURCE MANAGEMENT (1%)	
Comments	4
CONCESSIONS (<1%)	
Comments	2

Table 25. Additional comments (continued)

Comment	Number of times mentioned
GENERAL COMMENTS (43%)	
Enjoyed visit	50
Will visit again	17
Thanks	8
Need more time	7
Keep up the good work	6
Loved it	6
Live in area	5
Enjoyed sharing with family/friends	4
Beautiful place	3
First time visitor	2
Good weather	2
Park is a hidden treasure	2
We visit often	2
Other comments	61
CITY/LOCAL ISSUE (12%)	
Appreciate the revitalization of New Bedford	6
Clean up pedestrian overpass	2
Clean up streets	2
Concerned about personal safety	2
Did not feel safe	2
Enjoyed food/atmosphere at Dave Jones Locker	2
Improve access to waterfront	2
Open shops/restaurants on Sunday	2
Shops were open on Sunday	2
Other comments	27

Visitor Comments

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?

2. Is there a correlation between visitors' ages and their preferred sources of information about the park?

3. Are highly satisfied visitors more likely to return for a future visit?

4. How many international visitors participate in hiking?

5. What ages of visitors would use the park website as a source of information on a future visit?

6. Is there a correlation between visitor groups' rating of the overall quality of their park experience, and their ratings of individual services and facilities?

7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?

8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (https://vsp.uidaho.edu) allows data searches for comparisons of data from one or more parks.

For more information please contact:

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Appendix 3: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to the general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Filion 1976; Dey 1997). Because non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002) and Groves (2000) also suggest that saliency of topic has an effect on response rate. In this visitor study, visitor satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

Respondents and nonrespondents were compared using age and group size. Independent sample T-test was used to test the difference between respondents and nonrespondents. Respondents then were categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the postcards were mailed, the second wave is between postcard and 1st replacement, and the third wave contains surveys received after the 1st replacement. A Chi-square test was used to detect the difference in education levels at different mailing waves and an ANOVA was used to test the difference in overall rating score. The hypothesis was that group types are equally represented. If the p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Therefore, the hypotheses for checking non-response bias are:

1. There was no significant difference between respondents' and nonrespondents' average age.

2. There was no significant difference between respondents' and nonrespondents' average group size.

3. Levels of education are not significantly different among early and late responders.

4. Overall quality ratings are not significantly different among early and late responders

Tables 3 and 4 show no significant difference in group size, overall quality rating, and level of education. However, there was a significant difference in average age between respondents and nonrespondents. Sometimes, a younger person in the group accepted the questionnaire but an older person in the group actually completed it. This may cause discrepancies in age. While it is necessary to exercise some caution in interpreting visitor demographics, there is no evidence of potential bias in visitors' opinions about park operations.

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Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu.vsp.reports.htm.
All studies were conducted in summer unless otherwise noted.

1982
1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983
2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985
5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986
7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987
10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988
17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990
28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991
38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992
45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

1993
54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)

1994
64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap National Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995
74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996
84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park (fall)

1997
93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998
101. Jean Lafitte National Historical Park & Park (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999
109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park (fall)
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park

2000
118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

2001
125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

2002
131. Everglades National Park (spring)
132. Dry Tortugas National Park (spring)
133. Pinnacles National Monument (spring)
134. Great Sand Dunes National Park & Preserve
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)

Visitor Services Project Publications (continued)

2002 (continued)
137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
138. Catoctin Mountain Park
139. Hopewell Furnace National Historic Site
140. Stones River National Battlefield (fall)

2003
141. Gateway National Recreation Area: Floyd Bennett Field (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages National Historic Site
149. Fort Stanwix National Monument
150. Arches National Park
151. Mojave National Preserve (fall)

2004
152. Joshua Tree National Park (spring)
153. New River Gorge National River
154. George Washington Birthplace National Monument
155. Craters of the Moon National Monument & Preserve
156. Dayton Aviation Heritage National Historical Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument
160. Saint-Gaudens National Historic Site
161. Manzanar National Historic Site
162. John Day Fossil Beds National Monument

2005
163. Congaree National Park (spring)
164. San Francisco Maritime National Historical Park (spring)
165. Lincoln Home National Historic Site
166. Chickasaw National Recreation Area
167. Timpanogos Cave National Monument
168. Yosemite National Park
169. Fort Sumter National Monument
170. Harpers Ferry National Historical Park
171. Cuyahoga Valley National Park
172. Johnstown Flood National Memorial
173. Nicodemus National Historic Site

2006
174. Kings Mountain National Military Park (spring)
175. John Fitzgerald Kennedy National Historic Site
176. Devils Postpile National Monument
177. Mammoth Cave National Park
178. Yellowstone National Park
179. Monocacy National Battlefield
180. Denali National Park & Preserve
181. Golden Spike National Historic Site
182. Katmai National Park and Preserve
183. Zion National Park (spring and fall)

2007
184.1. Big Cypress National Preserve (spring)
184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
185. Hawaii Volcanoes National Park (spring)
186. Glen Canyon National Recreation Area (spring and summer)
187. Lava Beds National Monument
188. John Muir National Historic Site
189. Fort Union Trading Post NHS
190. Fort Donelson National Battlefield
191. Agate Fossil Beds National Monument
192. Mount Rushmore National Memorial
193. Ebey's Landing National Historical Reserve
194. Rainbow Bridge National Monument
195. Independence National Historical Park
196. Minute Man National Historical Park

2008
197. Blue Ridge Parkway (fall and summer)
198. Yosemite National Park (winter)
199. Everglades National Park (winter and spring)
200. Horseshoe Bend National Military Park (spring)
201. Carl Sandburg Home National Historic Site (spring)
202. Fire Island National Seashore resident (spring)
203. Fire Island National Seashore visitor
204. Capitol Reef National Park
205.1 Great Smoky Mountains National Park (summer)
205.2 Great Smoky Mountains National Park (fall)
206. Grand Teton National Park
207. Herbert Hoover National Historic Site
208. City of Rocks National Reserve

2009
209. Fort Larned National Historic Site
210. Homestead National Monument of America
211. Minuteman Missile National Historic Site
212. Perry's Victory & International Peace Memorial

Visitor Services Project Publications (continued)

2009 (continued)
213. Women's Rights National Historical Park
214. Klondike Gold Rush National Historical Park Unit -Seattle
215. Yosemite National Park
216. Sleeping Bear Dunes National Lakeshore
217. James A. Garfield National Historic Site
218. Boston National Historical Park
219. Bryce Canyon National Park
220. Indiana Dunes National Lakeshore
221. Acadia National Park
222. Laurance S. Rockefeller Preserve
223. Martin Van Buren National Historic Site

2010
224.1 Death Valley National Park (fall)
224.2 Death Valley National Park (spring)
225. San Juan National Historic Site (spring)
226. Ninety Six National Historic Site (spring)
227. Kalaupapa National Historical Park (winter)
228. Little River Canyon National Preserve
229. George Washington Carver National Monument
230. Chattahoochee River National Recreation Area
231. Black Canyon of the Gunnison National Park
232. Fort Union National Monument
233. Curecanti National Recreation Area
234. Richmond National Battlefield Park
235. Rocky Mountain National Park
236. New Bedford Whaling National Historical Park

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.

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'S 2011/497/107704, May 2011

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