
The Netherlands Carillon/ The United States Marine Corps War Memorial (Iwo Jima)

Visitor Study Spring 1998

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Visitor Services Project
Report 104

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Chris Hoffman is a VSP Research Associate based at the Cooperative Park Studies Unit, University of Idaho. I thank Margaret Littlejohn, Debbie Shipley and the staff of George Washington Memorial Parkway for their assistance with this study. The VSP acknowledges the

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Visitor Services Project
The Netherlands Carillon/The United States Marine Corps
War Memorial (Iwo Jima)
Report Summary

- This report describes the results of a visitor study at The Netherlands Carillon/The United States Marine Corps War Memorial (Iwo Jima), also referred to as "The Carillon/Iwo Jima Memorial," during May 30-June 7, 1998. A total of 809 questionnaires were distributed to visitors. Visitors returned 576 questionnaires for a 71% response rate.
- This report profiles The Carillon/Iwo Jima Memorial visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Thirty-seven percent of the visitor groups were family groups. Twenty percent of visitor groups came to The Carillon/Iwo Jima Memorial alone. Thirty-one percent of visitors were aged 36-50. Twenty-one percent of visitors were under the age of 15.
- Fifty percent of visitors were making their first visits to The Carillon/Iwo Jima Memorial. Eighty-two percent of the visitor groups spent one hour or less at the park and of those, 44% spent one half hour or less. For those groups who were making a return visit, 58% visit The Carillon/Iwo Jima Memorial less than once a month.
- United States visitors were from Virginia (17%), Texas (11%), California (5%), Illinois (5%), 41 other states, Washington D.C., Guam and Puerto Rico. Eight percent of visitors were international, from England (3%) and 26 other countries. Ninety-four percent of visitors regularly speak English at home and 7% speak Spanish.
- On this visit, the most common activities were viewing memorials (87%), photography (48%) and enjoying the outdoor setting (47%).
- Forty percent of visitors traveled by foot to get to The Carillon/Iwo Jima Memorial, 34% used a private vehicle, and 25% arrived at The Carillon/Iwo Jima Memorial on an organized tour group bus.
- Seventy-four percent of visitor groups indicated that visiting the U.S. Marine Corps War Memorial (Iwo Jima) was a primary reason for visiting The Carillon/Iwo Jima Memorial. Another 26% reported that recreation (walking, jogging, bicycling, sunbathing etc.) was a primary reason for visiting The Carillon/Iwo Jima Memorial. Nineteen percent of visitor groups listed personal reasons as the primary reason for visiting The Carillon/Iwo Jima Memorial.
- Forty-six percent of visitor groups were aware that The Carillon/Iwo Jima Memorial is managed by the National Park Service prior to their visit.
- In regard to the use, importance and quality of services, it is important to note the number of visitor groups that responded to each question. The services that were most used by 462 respondents were The Carillon/Iwo Jima Memorial grounds (78%) and parking (50%). According to visitors, the most important services were parking (89% of 222 respondents) and highway signs (84% of 160 respondents). The highest quality services were grounds (91% of 337 respondents) and park staff (89% of 62 respondents).
- Forty-six percent of visitor groups indicated that they would prefer to have exhibits about memorials on a future visit. Another 42% reported they would prefer to have restrooms available on a future visit to The Carillon/Iwo Jima Memorial.
- Eighty-three percent of visitor groups rated the overall quality of visitor services at The Netherlands Carillon/The United States Marine Corps War Memorial (Iwo Jima) as "very good" or "good." One percent of groups rated services as "very poor."

For more information about the Visitor Services Project, please contact the

University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.

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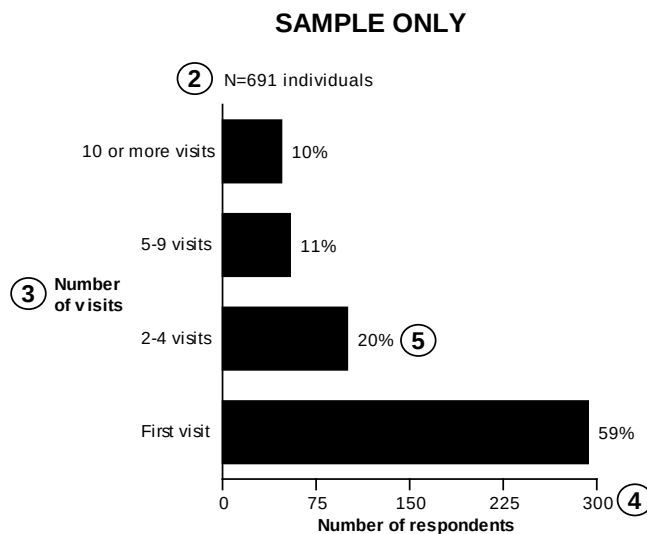
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INTRODUCTION

This report describes the results of a study of visitors at The Netherlands Carillon/The United States Marine Corps War Memorial (Iwo Jima), which will also be referred to as “The Carillon/Iwo Jima Memorial” study. This visitor study was conducted May 30-June 7, 1998 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A **Methods** section discusses the procedures and limitations of the study. A **Results** section follows, including a summary of visitor comments. Next, an **Additional Analysis** page helps managers request additional analyses. The final section has a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① **Figure 4: Number of visits**

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at The Carillon/Iwo Jima Memorial during the period from May 30–June 7, 1998. Visitors were sampled as they entered the park at four locations: the bus parking area, the car parking lot, the Carillon, and the grassy field near the Arlington Cemetery gate.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. This individual was given a questionnaire and was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package. Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 567 visitor groups, Figure 5 presents data for 1,560 individuals. A note above each graph specifies the information illustrated.

**Sample size,
missing data
and
reporting
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although 576 questionnaires were returned by The Carillon/Iwo Jima Memorial visitors, Figure 1 shows data for only 567 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

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

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of May 30-June 7, 1998. The results 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 or table.

4. Caution is also advised when interpreting the visitor group size data (question 9 in the questionnaire) due to the confusion visitors may have had when answering this question. Visitor groups were not asked to discern between the size of their immediate group and the size of the tour group with which they arrived at The Carillon/Iwo Jima Memorial. Therefore, the word "**CAUTION!**" is included in Figure 1.

**Special
Conditions**

Many visitors who were asked to participate were unable to because they did not speak English. Because of this, non-English speaking visitors are under-represented in the final sample and in the results presented in this report.

RESULTS

At The Carillon/Iwo Jima Memorial, 948 visitor groups were contacted, and 809 of these groups (85%) accepted questionnaires.

Visitors contacted

Questionnaires were completed and returned by 576 visitor groups, resulting in a 71% response rate for this study.

Table 1 compares age information collected from the total sample of visitors contacted with that from those who actually returned questionnaires. Based on this variable of respondent age, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	775	41.6	556	42.5

Figure 1 shows visitor group sizes, which ranged from one person to 235 people. Twenty-two percent of visitor groups consisted of two people, while 26% consisted of 11 or more people. The word **“CAUTION”** is included in Figure 1 because the data may be unreliable concerning group size. It is unknown whether groups listed their size based on the size of their tour group, or on the size of their immediate group. Thirty-seven percent of visitor groups were made up of family members, 20% were visiting alone, and 13% were made up of friends (see Figure 2). Groups listing themselves as “other” for group type included school groups and tour groups. Twenty-five percent of the visitor groups at The Carillon/Iwo Jima Memorial were with an organized tour group (see Figure 3), while 20% of visitor groups were with an educational group (see Figure 4).

Demographics

As is shown by Figure 5, 31% of visitors were in the 36-50 age group, while 24% were in the 21-35 age group. Twenty-one percent were aged 15 or younger. As is shown by Figure 6, an equal proportion of visitor groups (50%) were making their first visit and making a return visit. Of those making a return visit, 58% of visitor groups said they visit the park less than once a month, while 19% said they visit the park one to six times a week

(see Figure 7).

Eighty percent of visitor groups were making their first visit to the park in the last 12 months (see Figure 8) while 68% of visitors were making their first visit to the park in the last five years (see Figure 9). Ninety-four percent of visitor groups listed English as the language regularly spoken at home while 7% listed Spanish as a language regularly spoken at home (see Figure 10). "Other" regularly spoken languages listed by visitor groups included Italian, Czechoslovakian, and Russian.

There were 117 international visitors (8% of all visitors) from 27 different countries (see Table 2). Eight percent of all visitors were from countries other than the United States. The largest proportions of international visitors were from England (33%), and Germany (9%). The largest proportions of United States visitors were from Virginia (17%), Texas (11%), California (5%) and Illinois (5%). Smaller proportions of U.S. visitors came from another forty-one states, Washington D.C., Guam, and Puerto Rico (see Map 1 and Table 3).

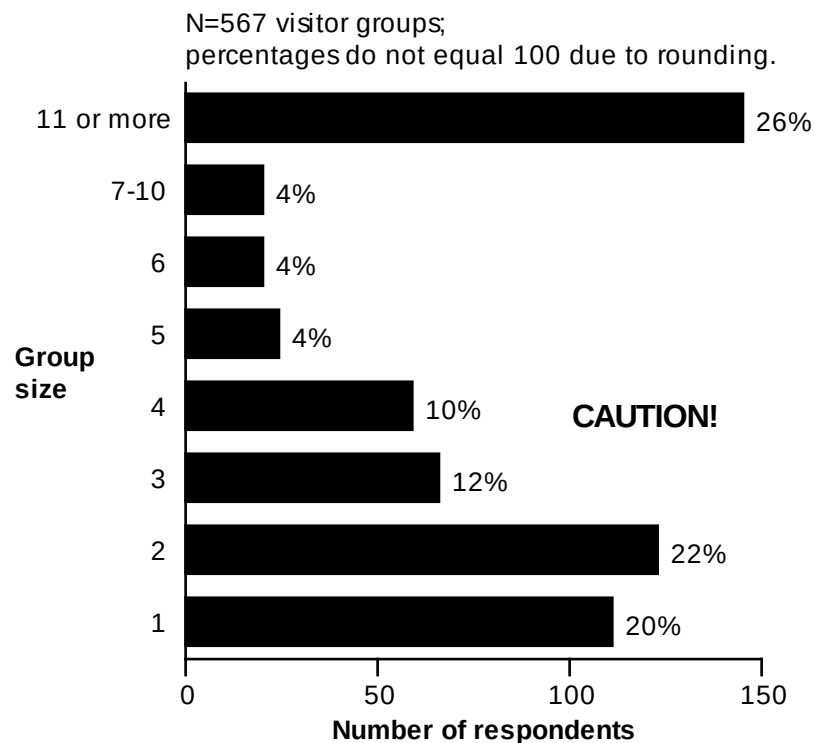


Figure 1: Visitor group sizes

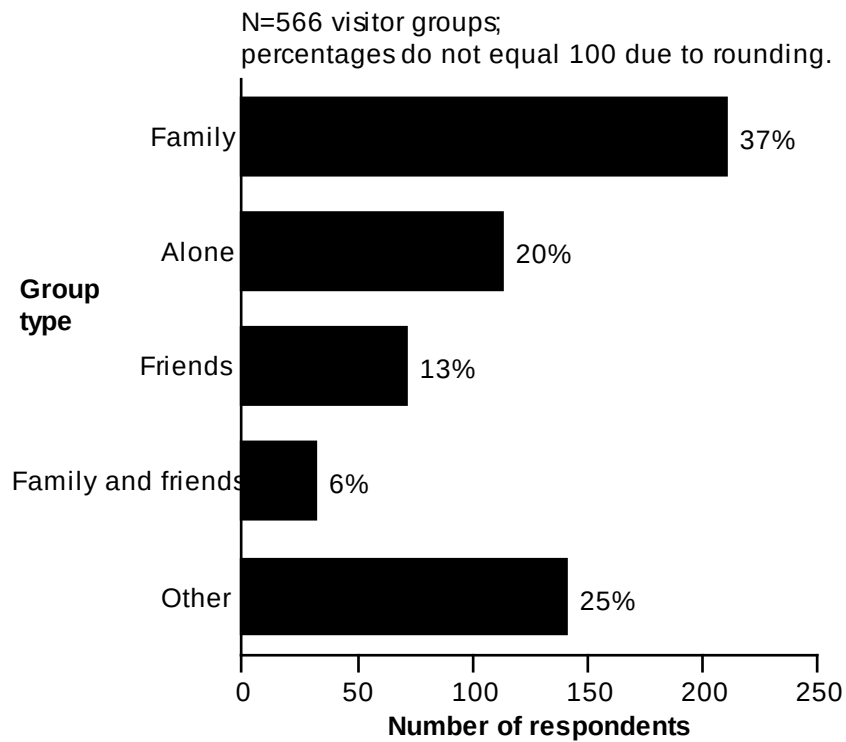


Figure 2: Visitor group types

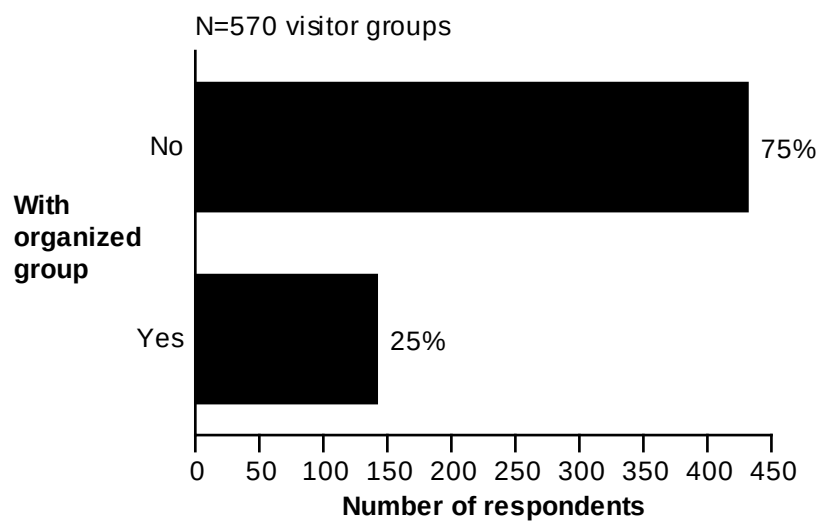


Figure 3: With organized tour group?

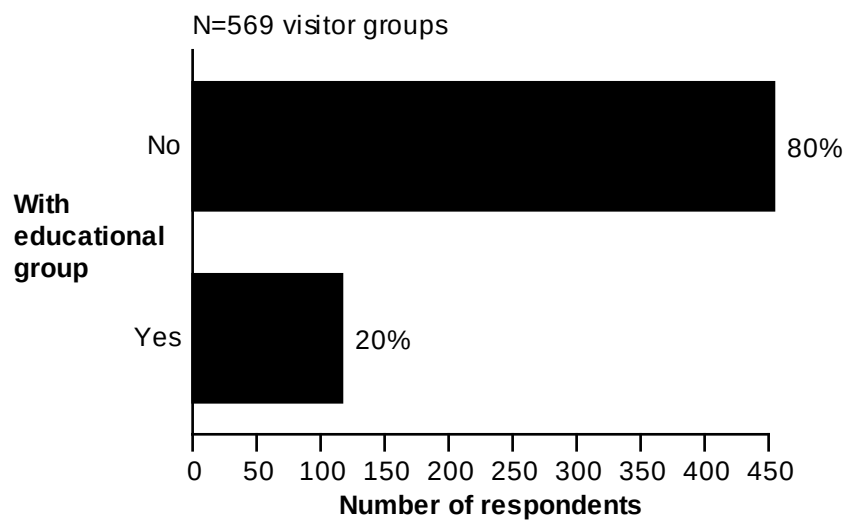


Figure 4: With educational group

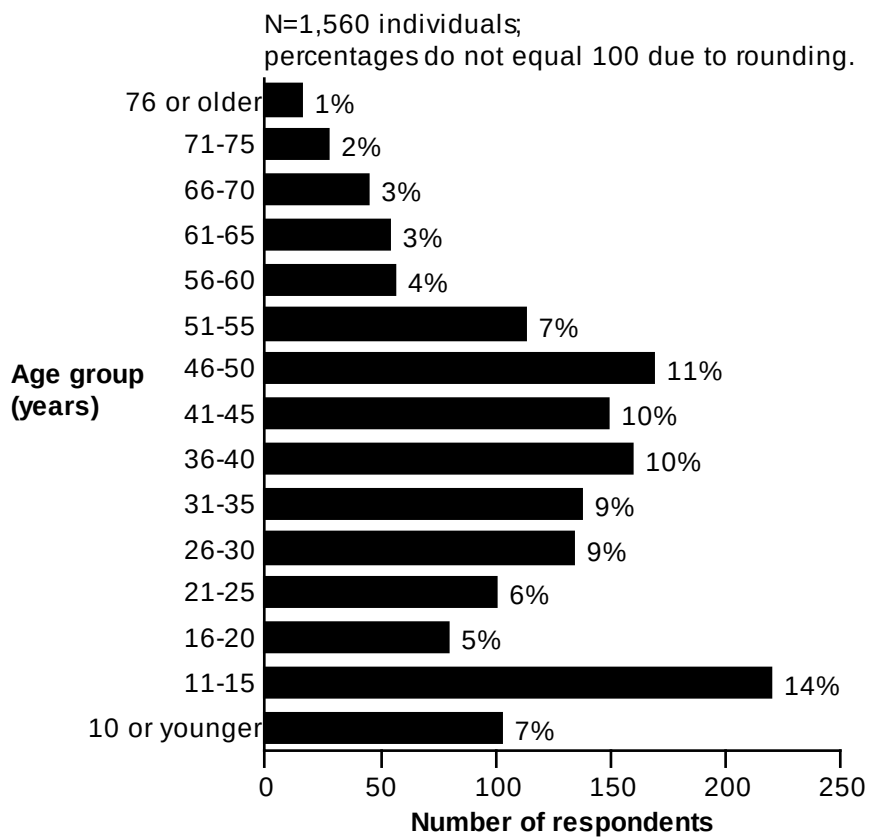


Figure 5: Visitor ages

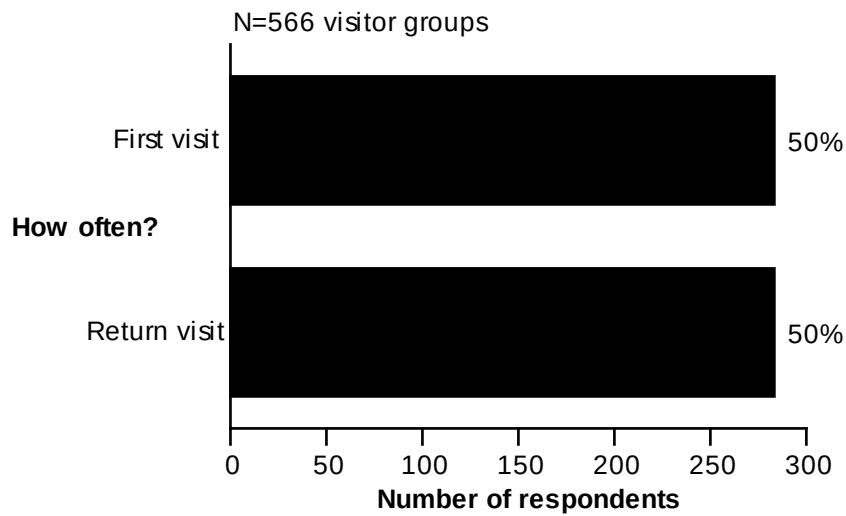


Figure 6: How often visited?

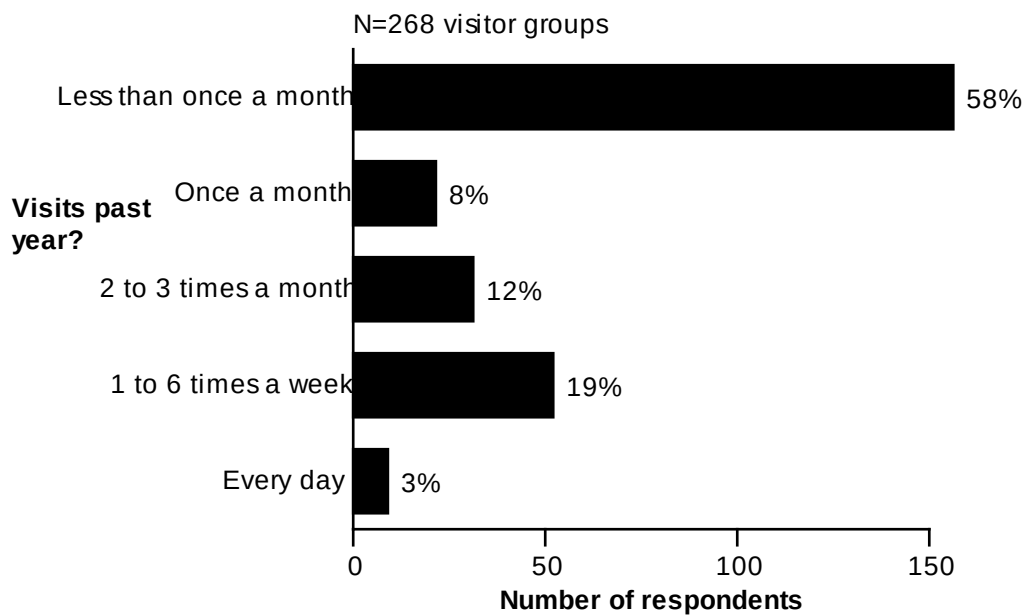
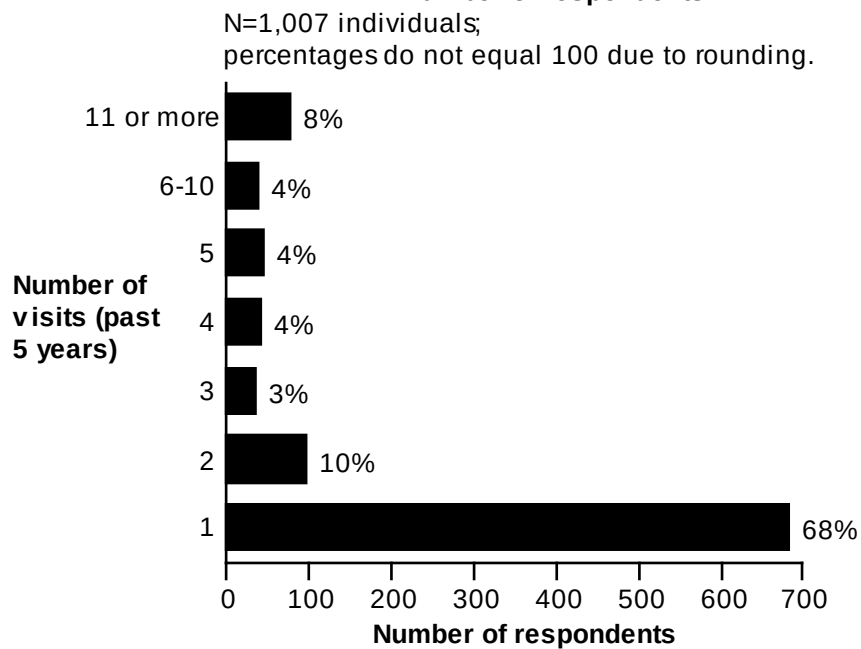
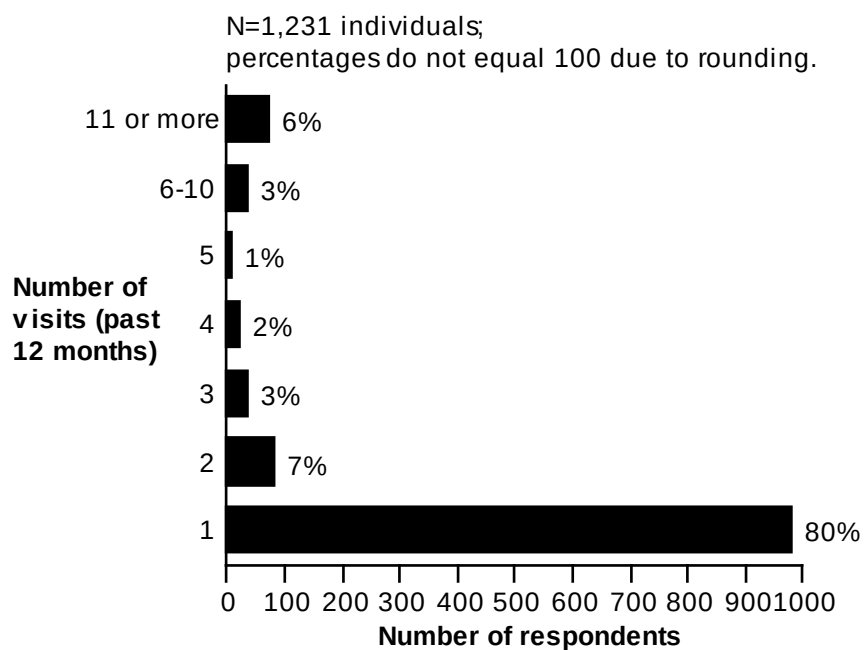


Figure 7: How often visited last year?



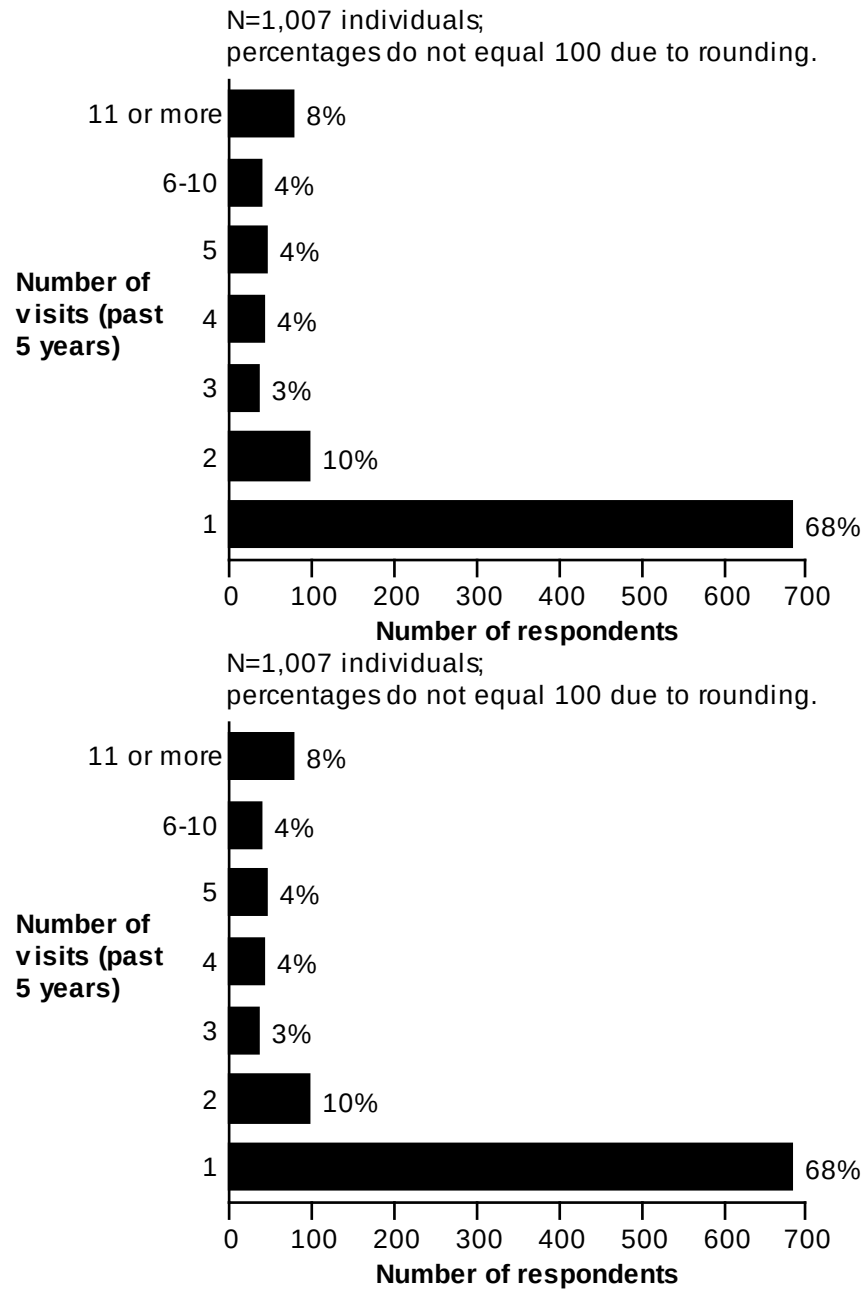


Figure 8: Number of visits to (past 12 months)

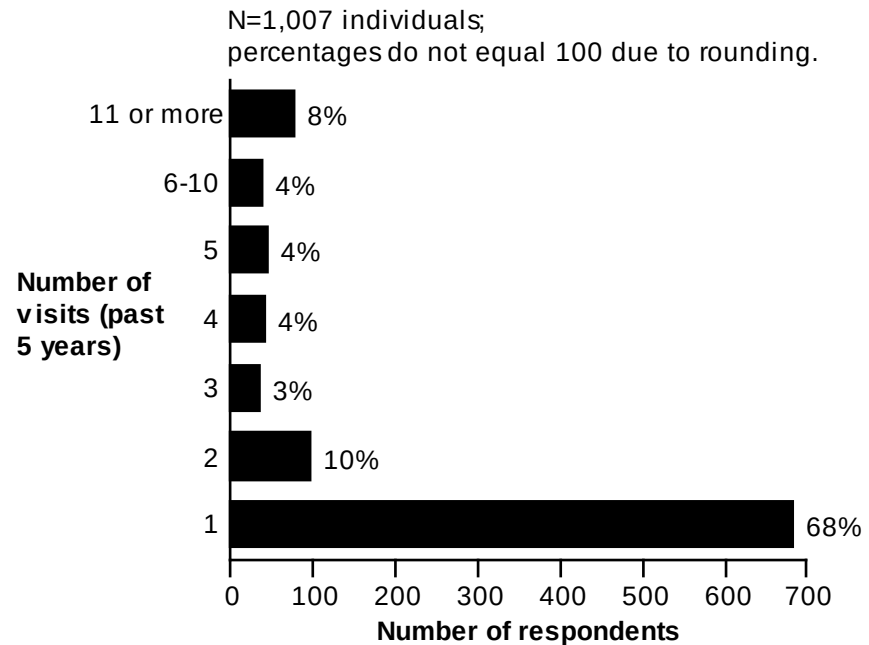


Figure 9: Number of visits to park (past 5 years)

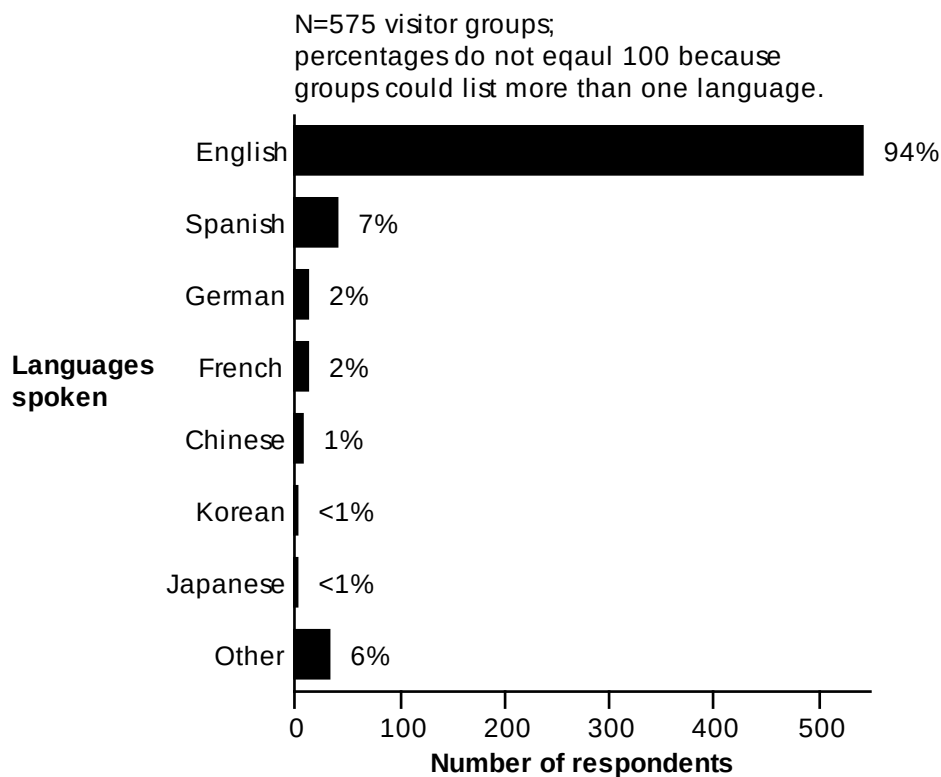


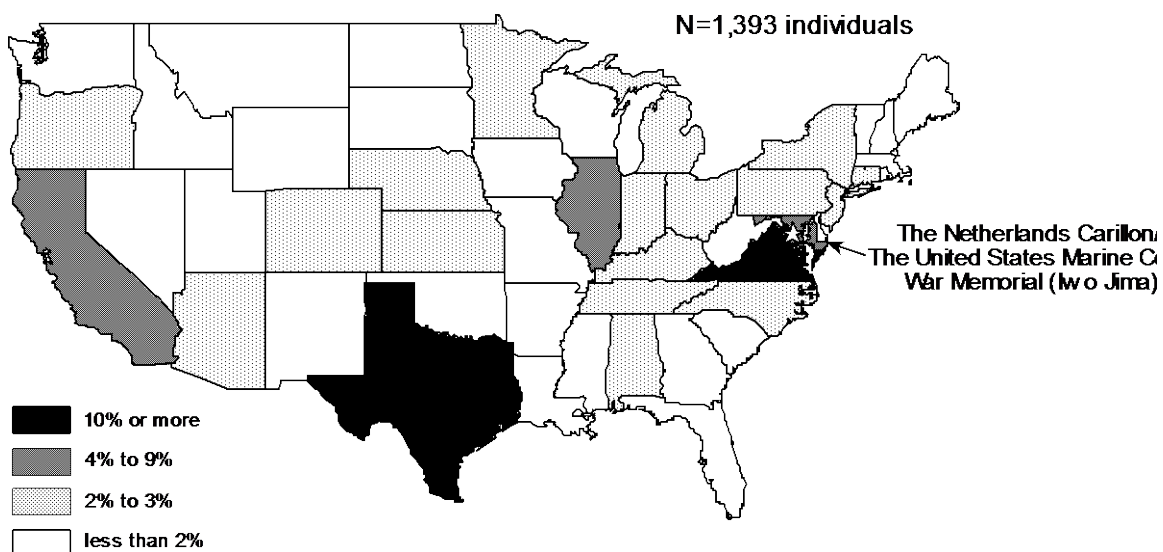
Figure 10: Languages regularly spoken at home

Table 2: International visitors by country of residence

N=117 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of Int'l visitors	Percent of total visitors
---------	--------------------------	------------------------------	------------------------------

England	38	33	3
Germany	11	9	less than 1%
Australia	6	5	↓
Holland	6	5	
Sweden	6	5	
Belgium	5	4	
Canada	5	4	
Denmark	5	4	
Sri Lanka	4	3	
Czech Republic	3	3	
France	3	3	
Venezuela	3	3	
Bulgaria	2	2	
China	2	2	
India	2	2	
Ireland	2	2	
New Zealand	2	2	
Philippines	2	2	
Thailand	2	2	
Argentina	1	1	
Estonia	1	1	
Greece	1	1	
Latvia	1	1	
Lithuania	1	1	
Poland	1	1	
Romania	1	1	
Switzerland	1	1	



Map 1: Proportion of United States visitors by state of residence

Table 3: United States visitors by state of residence

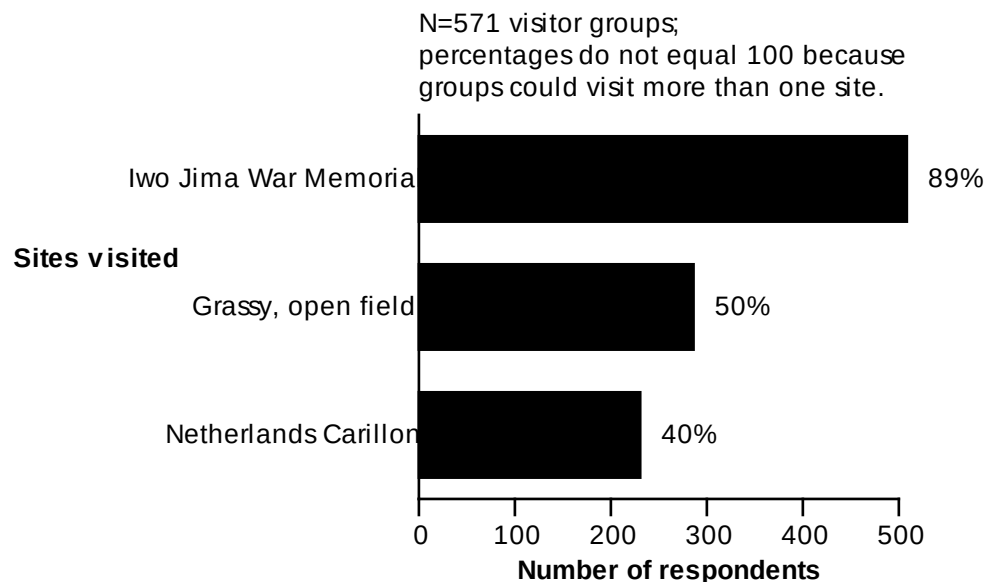
N=1393 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors	Percent of total visitors
Virginia	243	17	16
Texas	152	11	10
California	73	5	5
Illinois	65	5	4
Maryland	59	4	4
Washington D.C.	52	4	3
Ohio	48	3	3
New York	44	3	3
North Carolina	43	3	3
Pennsylvania	39	3	3
Indiana	38	3	3
Nebraska	31	2	2
Kansas	28	2	2
New Jersey	28	2	2
Arizona	27	2	2
Connecticut	26	2	2
Colorado	24	2	2
Michigan	24	2	2
Minnesota	24	2	2
27 other states, Guam and Puerto Rico	244	18	16

Sites visited/ length of stay

Visitor groups were asked to indicate the sites they visited while visiting The Carillon/Iwo Jima Memorial. They were also asked how much time they spent at each of the three sites -- the Netherlands Carillon, the Iwo Jima War Memorial, and the grassy, open field -- and the total amount of time they spent at The Netherlands Carillon/The United States Marine Corps War Memorial.

Eighty-nine percent of visitor groups visited the Iwo Jima War Memorial, while 50% visited the grassy, open field and 40 % visited the Netherlands Carillon (see Figure 11). Ninety-three percent of visitor groups spent one half hour or less at the Netherlands Carillon (see Figure 12), 90% spent one half hour or less at the Iwo Jima War Memorial (see Figure 13), and 83% spent one half hour or less at the grassy, open field (see Figure 14). Eighty-two percent of visitor groups reported that they spent one hour or less at the park (see Figure 15).

**Figure 11: Sites visited**

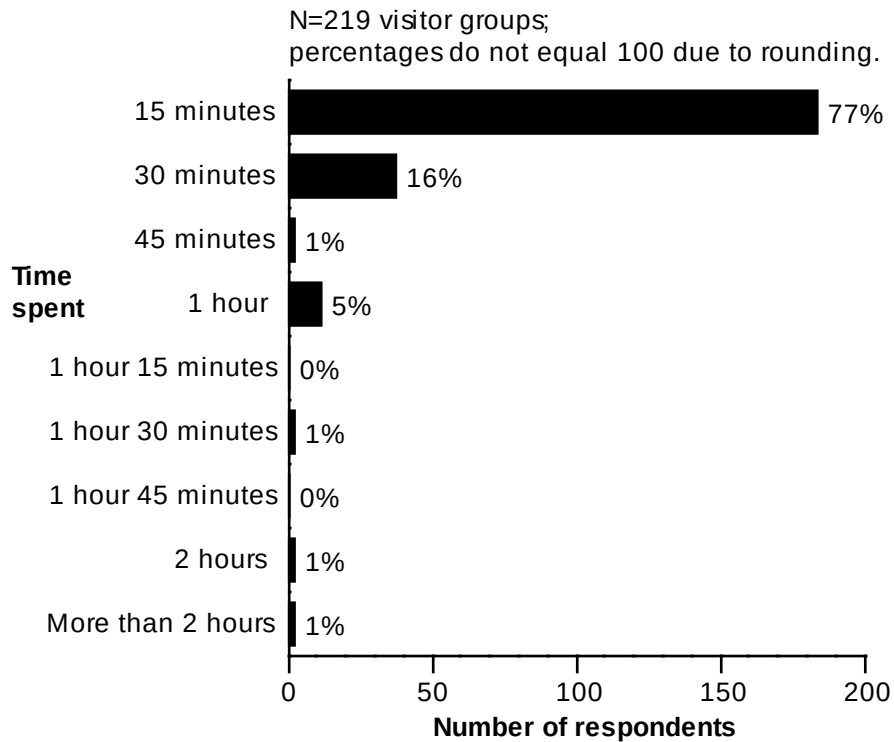


Figure 12: Time spent at Netherlands Carillon

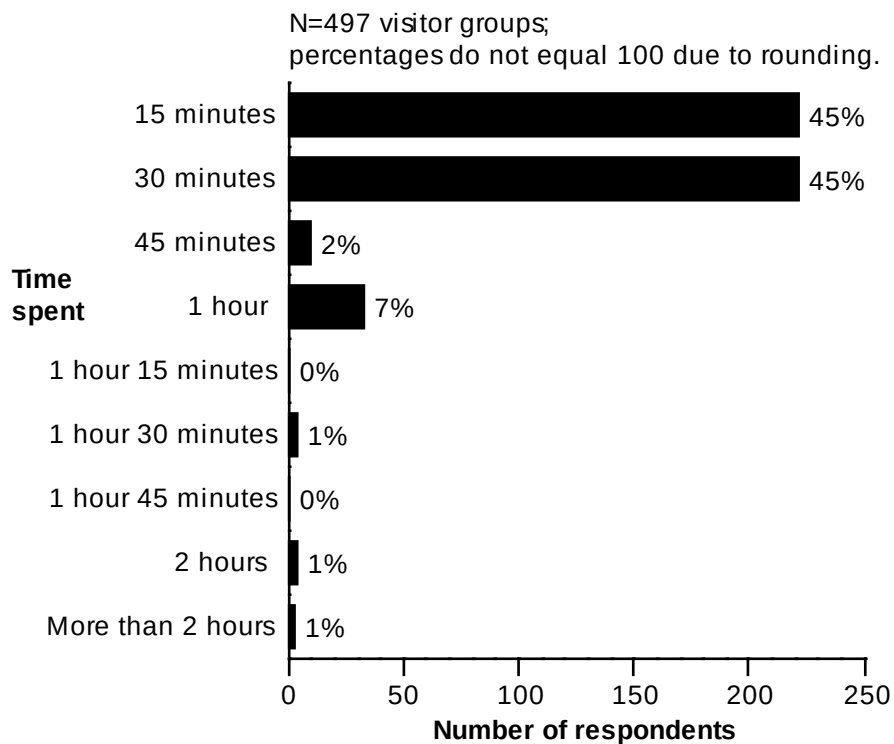


Figure 13: Time spent at Iwo Jima War Memorial

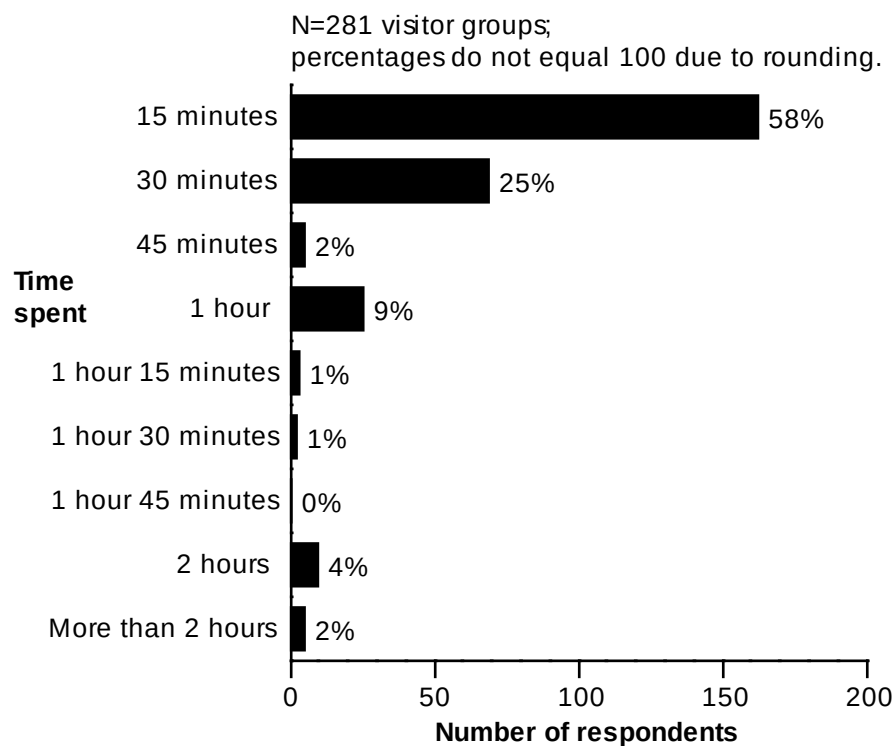


Figure 14: Time spent at grassy, open field

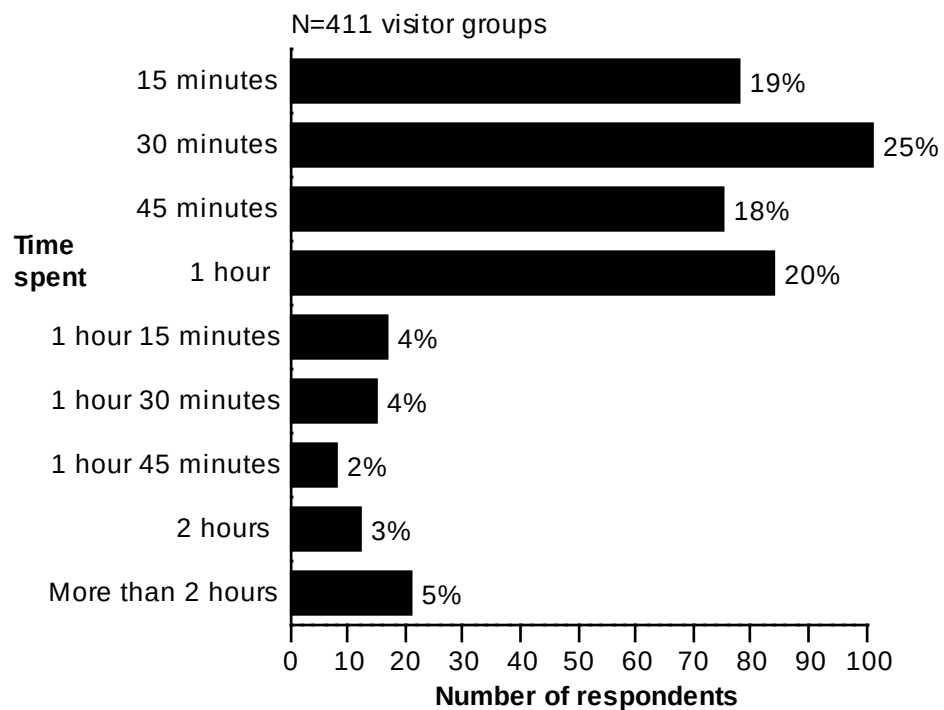


Figure 15: Total time spent at park

Figure 16 shows the percentages of visitor groups which participated in a variety of activities at The Carillon/ Memorial. The most common activities were viewing memorials (87%), photography (48%), and enjoying the outdoor setting (47%). Visitor groups participated in a number of "other" activities including walking, viewing Washington, D.C., and watching marines practice. **Note:** the Sunset parade was cancelled the week of the survey.

Activities

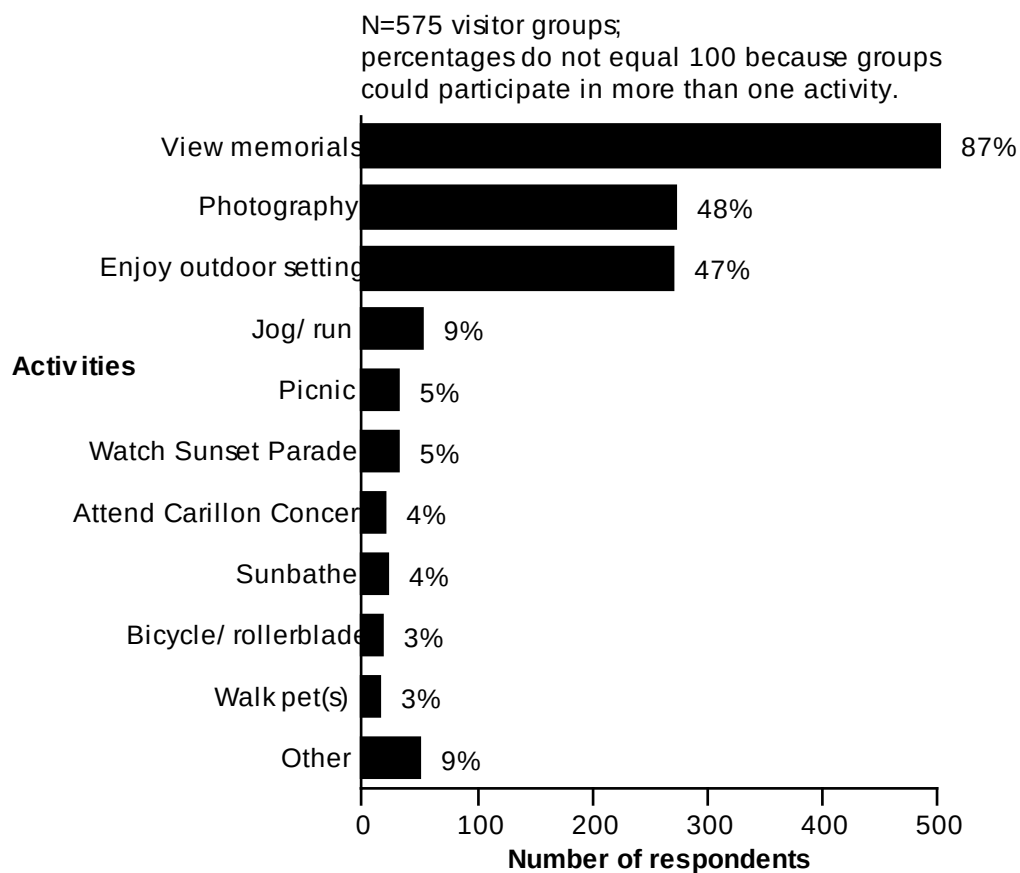


Figure 16: Visitor activities

**Aware of NPS
management**

Visitor groups were asked if they were aware that The Carillon/Iwo Jima Memorial was managed by the National Park Service (NPS) prior to their visit. As is shown by Figure 17, 46% of visitor groups were aware that The Carillon/ Memorial was managed by the National Park Service prior to their visit. Forty-four percent of visitors were not aware that the site was managed by the NPS and 11% were not sure.

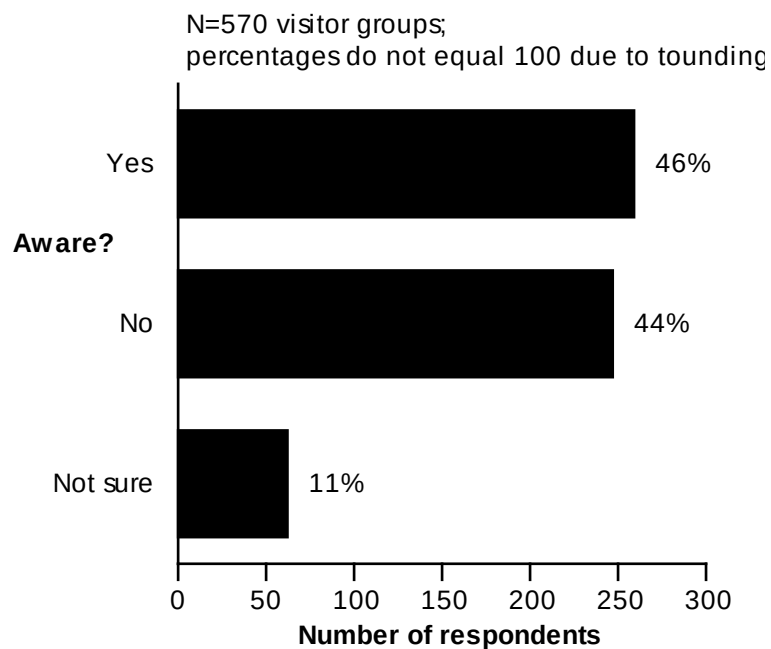


**Figure 17: Awareness of National Park Service
Management**

Visitor groups were asked to indicate if they received enough information about The Carillon/ Memorial during this visit. Forty-nine percent of visitor groups received enough information while 41% indicated they did not receive enough information (see Figure 18). Visitor groups who reported that they did not receive enough information were asked how they would prefer to receive information during a future visit. Sixty-eight percent of these visitor groups indicated they would prefer to receive information from brochures, 47% would prefer information from written exhibits, and 42% from a ranger on site (see Figure 19). "Other" sources of information preferred by visitor groups included a combination of brochures and audio tapes, documentary videos, and the internet.

Sources of information

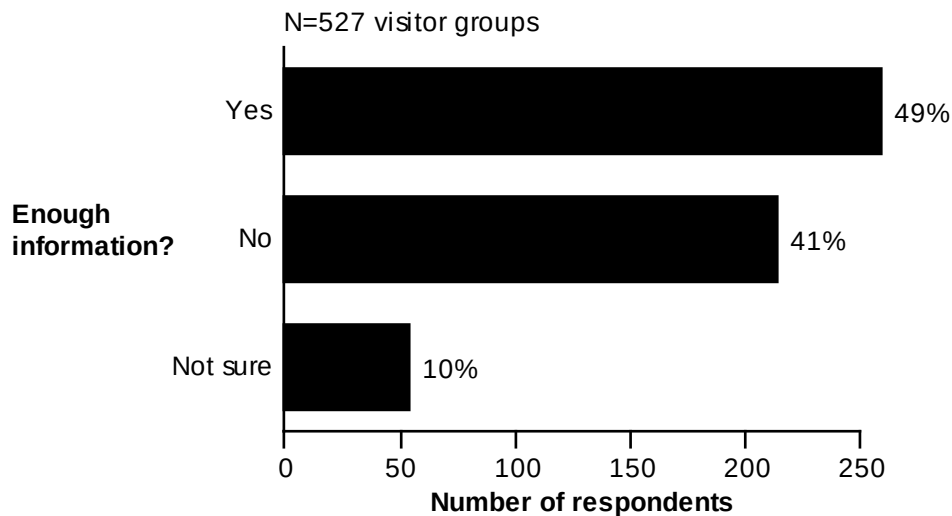


Figure 18: Receive enough information?

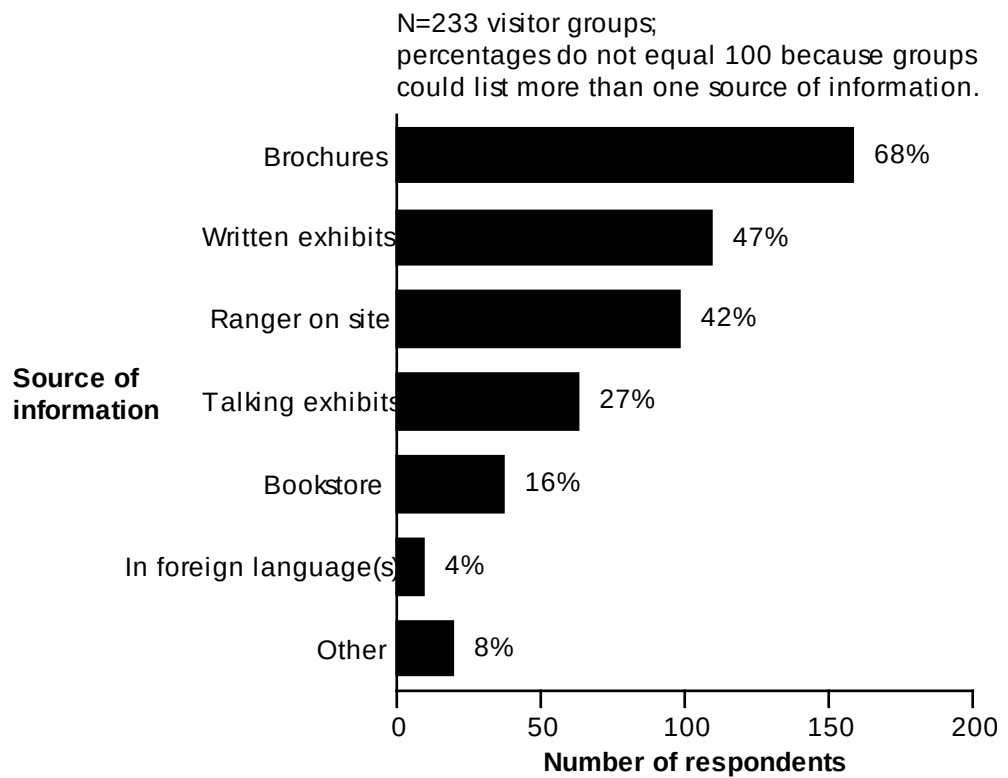


Figure 19: Preferred sources of information

Visitor groups were asked to indicate their reasons for visiting The Netherlands Carillon/ The United States Marine Corps War Memorial (Iwo Jima). Seventy-four percent of the visitor groups were at The Carillon/ Memorial to visit the Iwo Jima War Memorial, 26% were there to recreate (walk, jog, bicycle, rollerblade, sunbathe, etc.), 19% were visiting for personal reasons to honor those who died in war, and 17% were there as part of a prepackaged tour (see Figure 20). Visitor groups mentioned a number of "other" reasons for visiting, including showing visitors the memorials, contemplating history, and picnicking.

Visitor groups were also asked to list their primary reason for visiting The Carillon/ Memorial. Eighty-three percent of visitor groups (479 groups) responded. As is shown in Table 4 the most common primary reasons were visiting the U.S. Marine Corps War Memorial (Iwo Jima), recreating, and being part of a prepackaged tour.

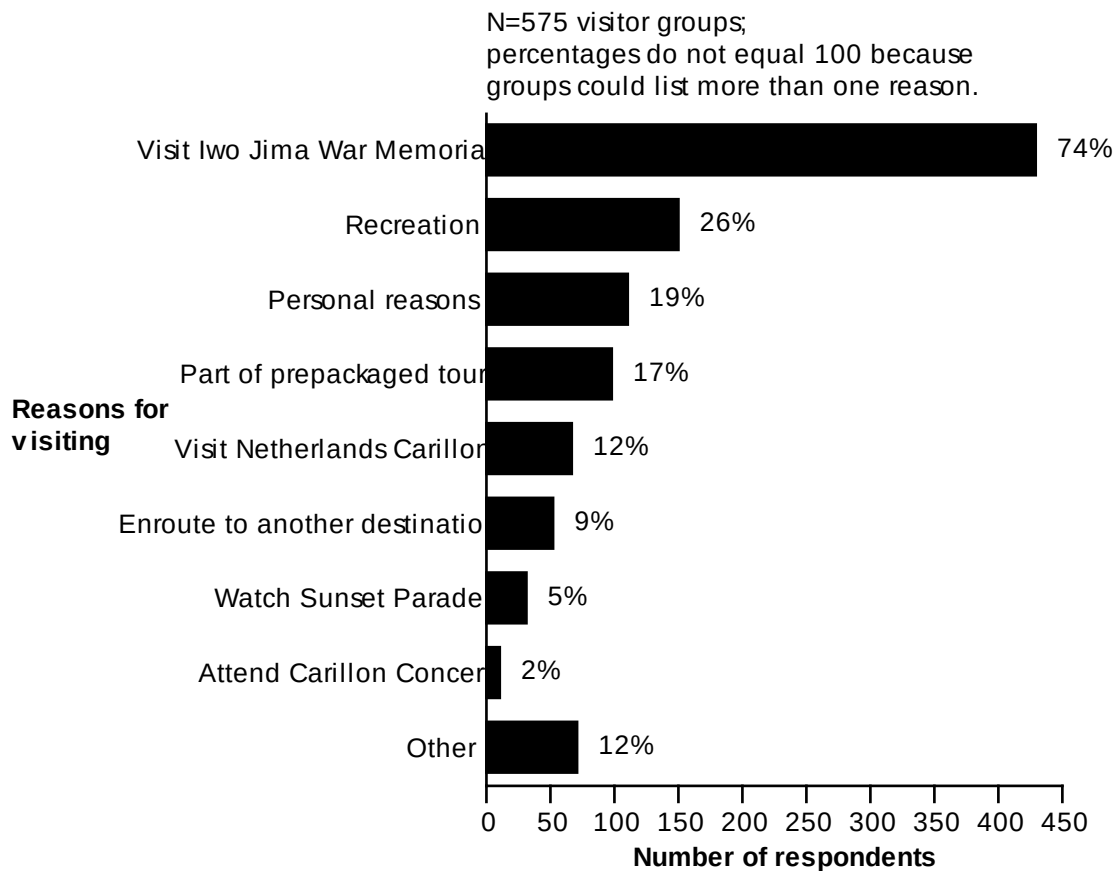


Figure 20: Reasons for visiting

**Table 4: Primary reasons for visiting The Carillon/
Iwo Jima Memorial**

N=479 comments

Comment	Number of times mentioned
Visiting U.S. Marine Corps War Memorial	192
Recreation	50
Part of a prepackaged tour	36
Remembering/honoring those who fought and died	34
Personal reasons	17
Walking	12
Sunset parade	10
Eat lunch/picnic	8
Sense of history	7
Jogging	7
Bicycling/walking enroute to another destination	6
Never seen it before	5
Son is in the marines	5
Was/am in the marines	5
Wanted family to see memorial	5
Educational	4
Carillon Concert	4
Enjoy the view	4
Sightseeing	4
Part of an Arlington Cemetery visit	4
Visit friends	3
Show to visitors	3
Its my neighborhood park	2
Reflection	2
Served on Iwo Jima	2
Enjoy peacefulness	2
Take pictures	2
The spectacular outdoor setting	2
Other comments	42

Visitor groups were asked to indicate the forms of transportation they used to get to The Carillon/Iwo Jima Memorial. As is shown by Figure 21, the most common way to arrive at The Carillon/Iwo Jima Memorial was by foot (40%), by private vehicle (34%), organized tour group bus (25%) and the Metro (9%). The least common form of transportation used by visitor groups was the shuttle from Arlington Cemetery (less than 1%). "Other" forms of transportation used by visitor groups included private tours.

Forms of transportation

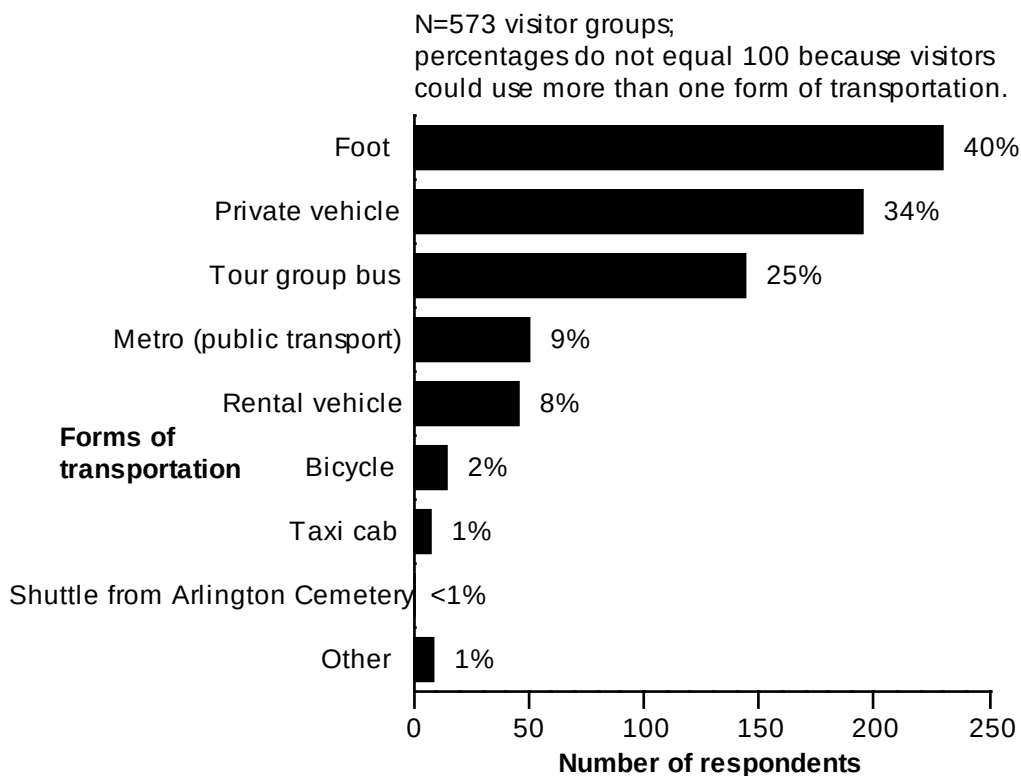
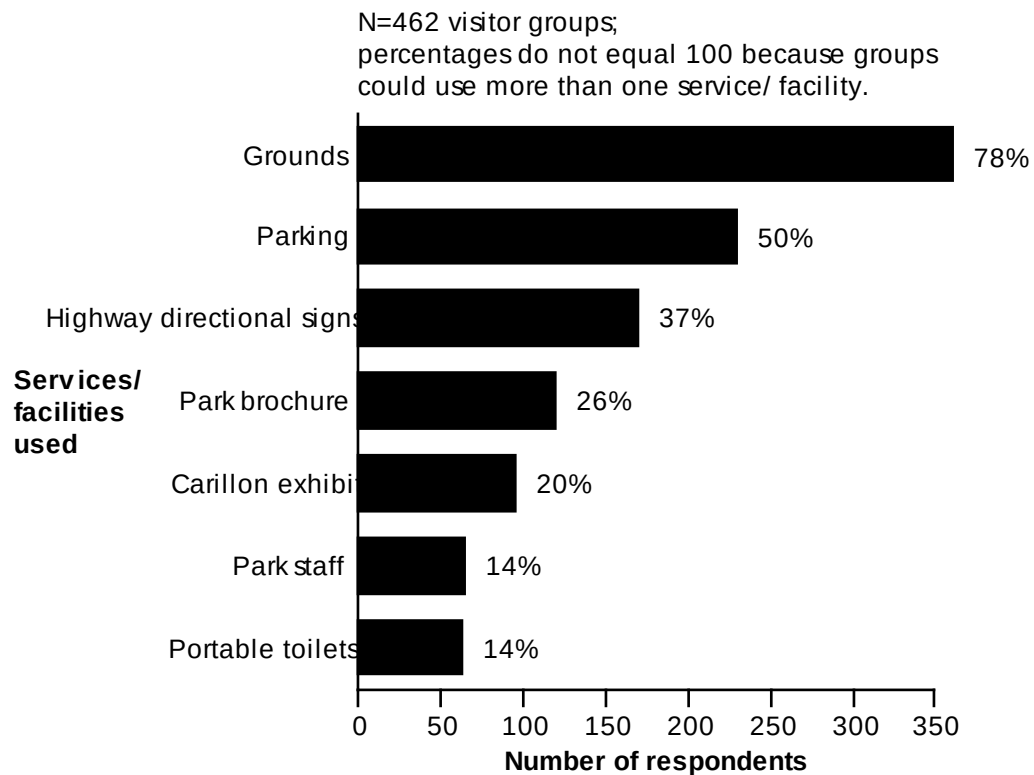


Figure 21: Forms of transportation

Visitor services and facilities: use, importance and quality

Visitor groups were asked to note the park services and facilities they used during their visit to The Carillon/Iwo Jima Memorial. As is shown by Figure 22, the services and facilities that were most commonly used by visitor groups were the grounds (78%), parking (50%), highway signs (37%) and the park brochure (26%). The least used service/facility were the portable toilets (14%) and park staff (14%).

**Figure 22: Services used**

Visitor groups rated the importance and quality of each of the services and facilities they used. The following five point scales were used in the questionnaire:

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

Figure 23 shows the average importance and quality ratings for visitor services and facilities. An average score was determined for each service based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grid shown in Figure 23. All services and facilities were rated as above "average" both in importance and quality. Figures 24-30 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "extremely important" or "very important" ratings included parking (89%), highway signs (84%) and grounds (83%). The highest proportion of "not important" ratings was for highway signs (3%).

Figures 31-37 show the quality ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "very good" or "good" ratings included grounds (91%), park staff (89%) and parking (80%). The highest proportion of "very poor" ratings was for portable toilets (14%).

Figure 38 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.

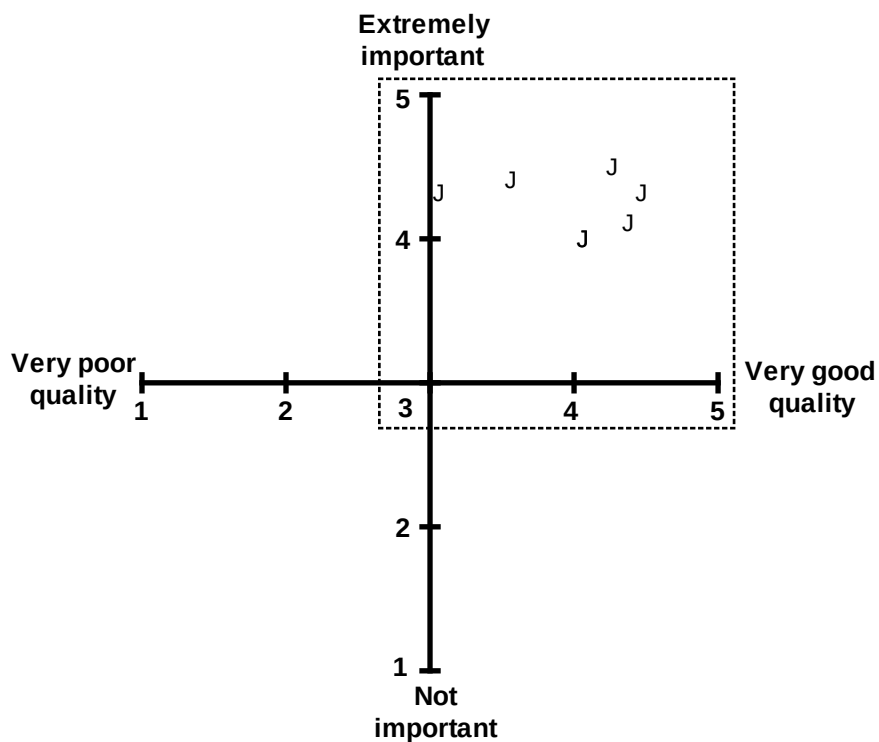


Figure 23: Average ratings of service and facility importance and quality

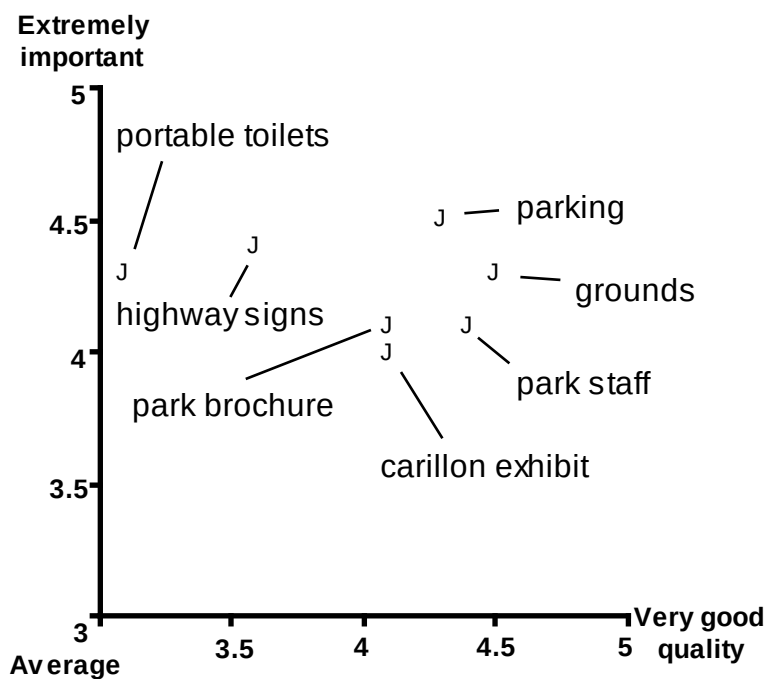


Figure 23: Detail

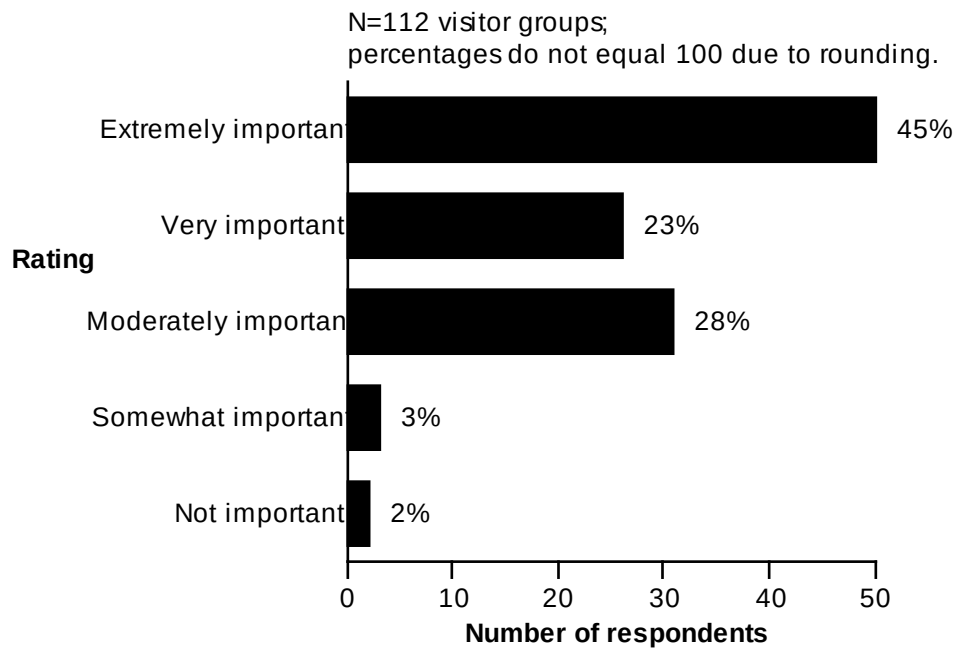


Figure 24: Importance of park brochure

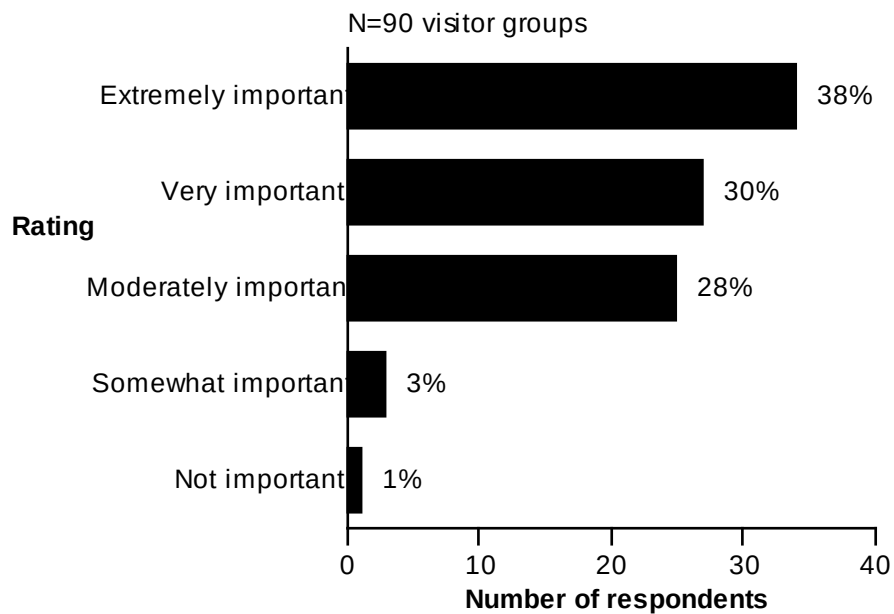


Figure 25: Importance of Carillon Exhibit

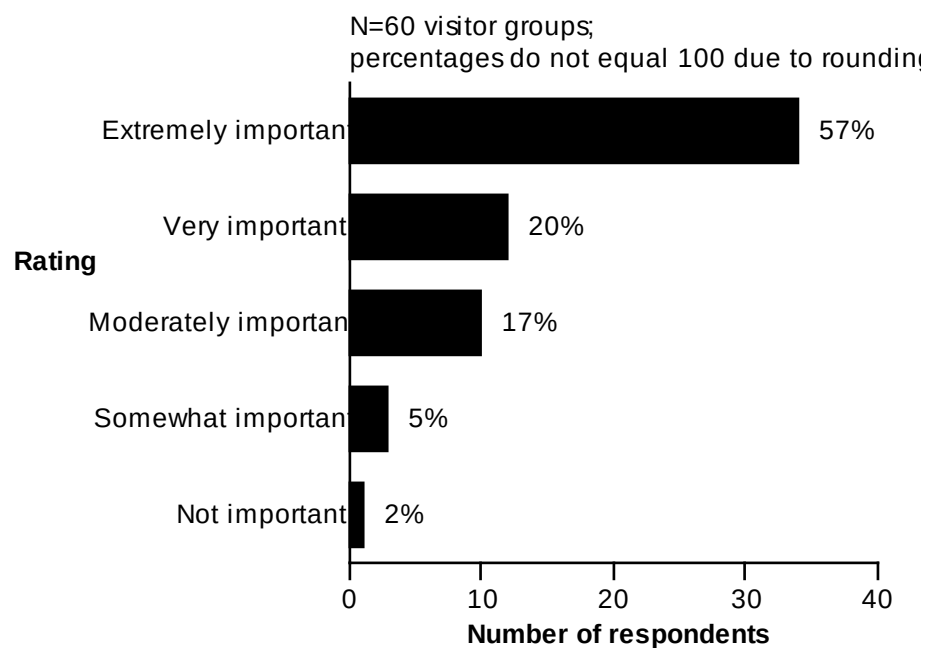


Figure 26: Importance of portable toilets

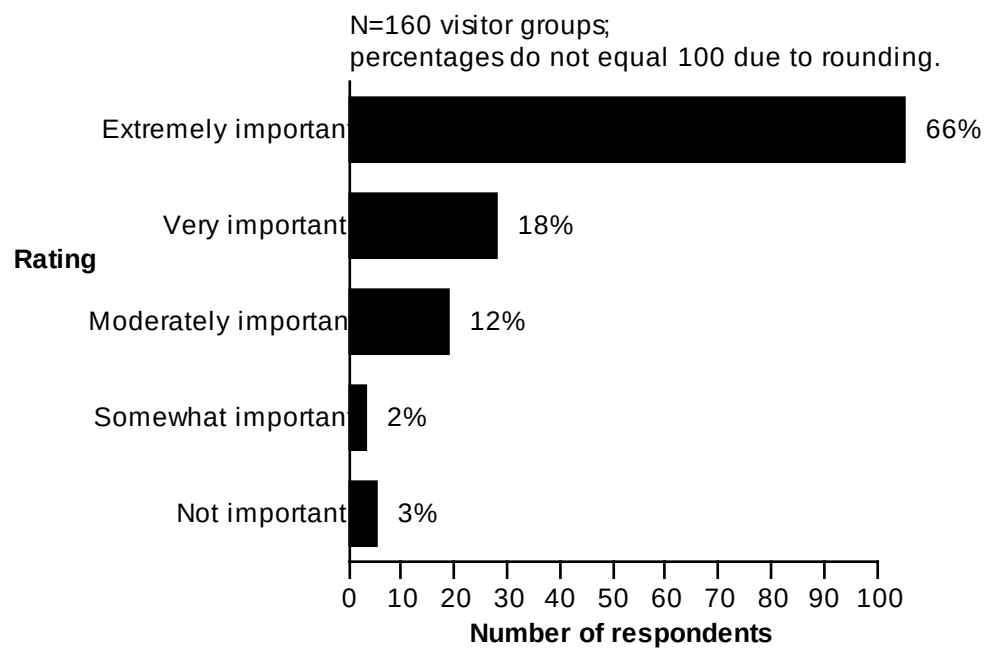


Figure 27: Importance of highway directional signs

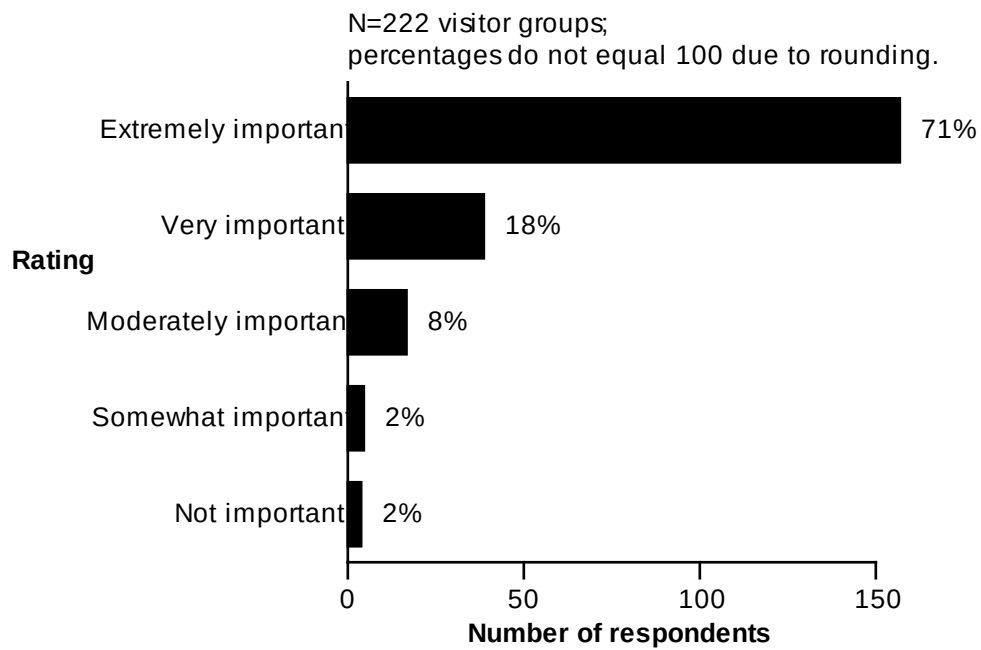


Figure 28: Importance of parking

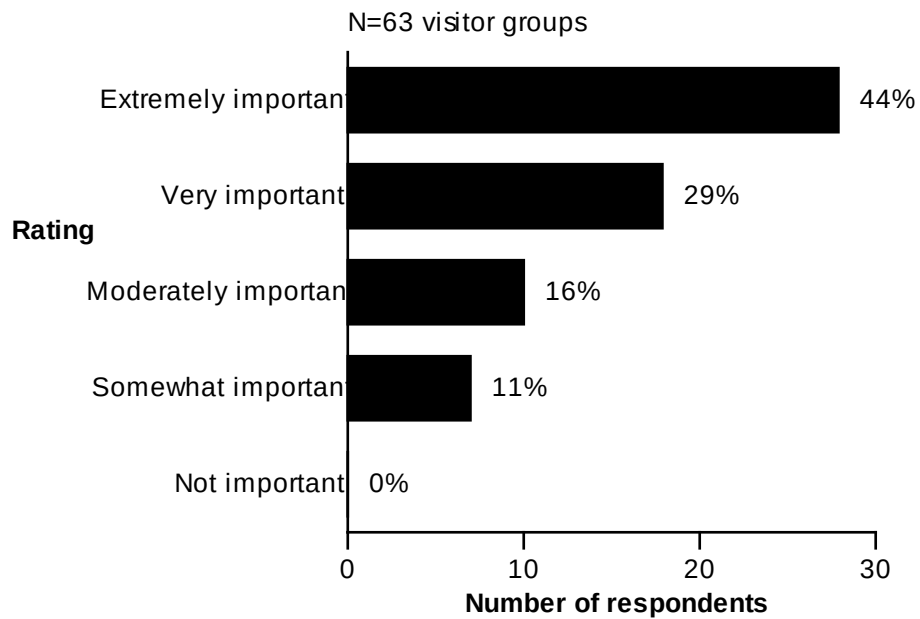


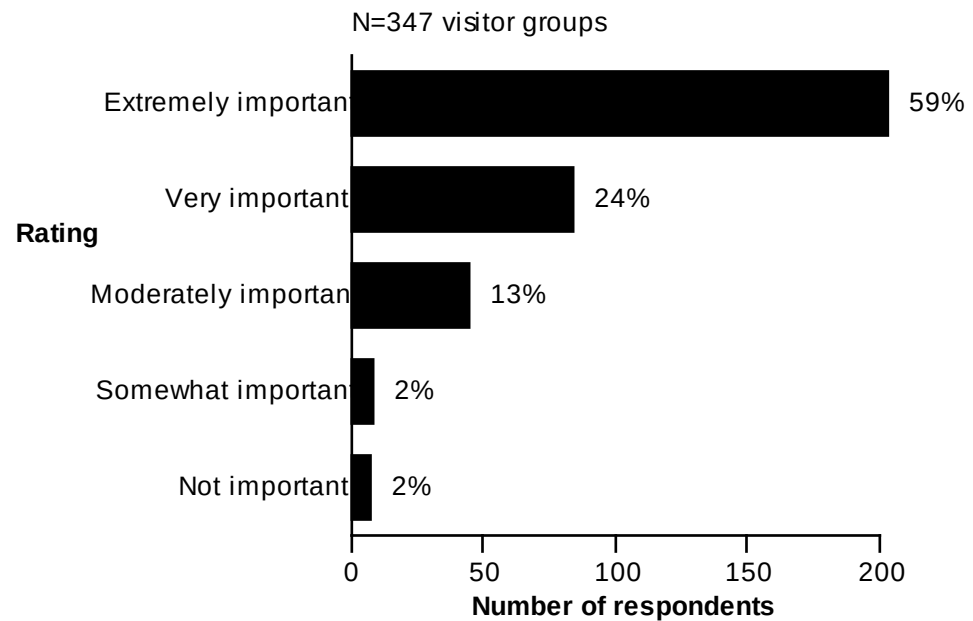
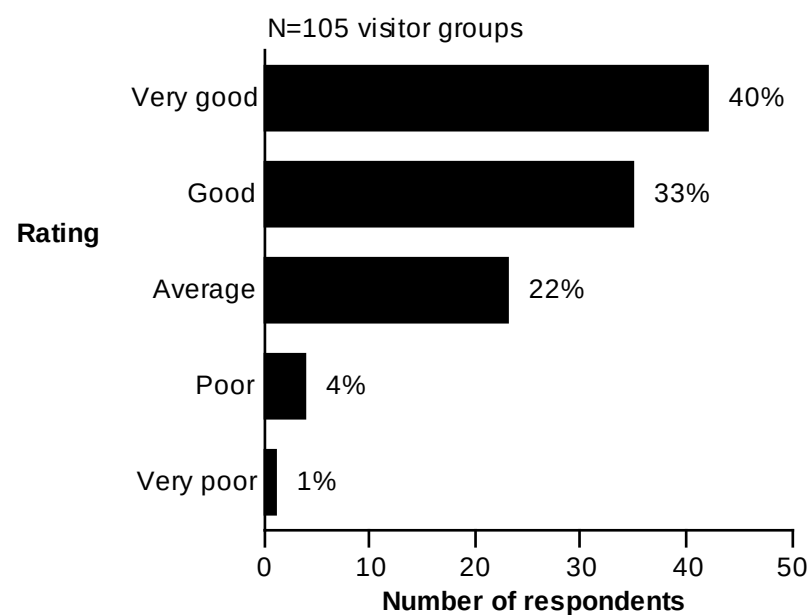
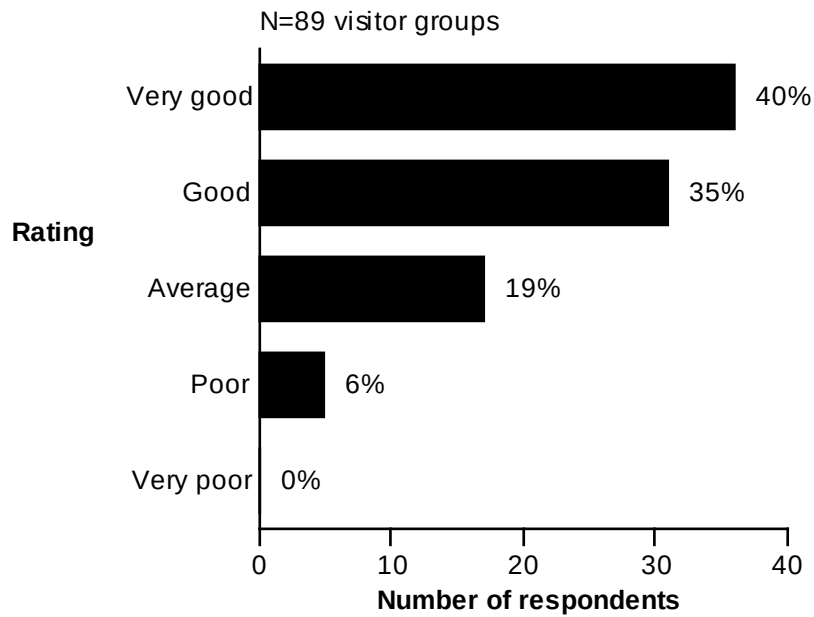
Figure 29: Importance of park staff**Figure 30: Importance of grounds**

Figure 31: Quality of park brochure**Figure 32: Quality of Carillon exhibit**

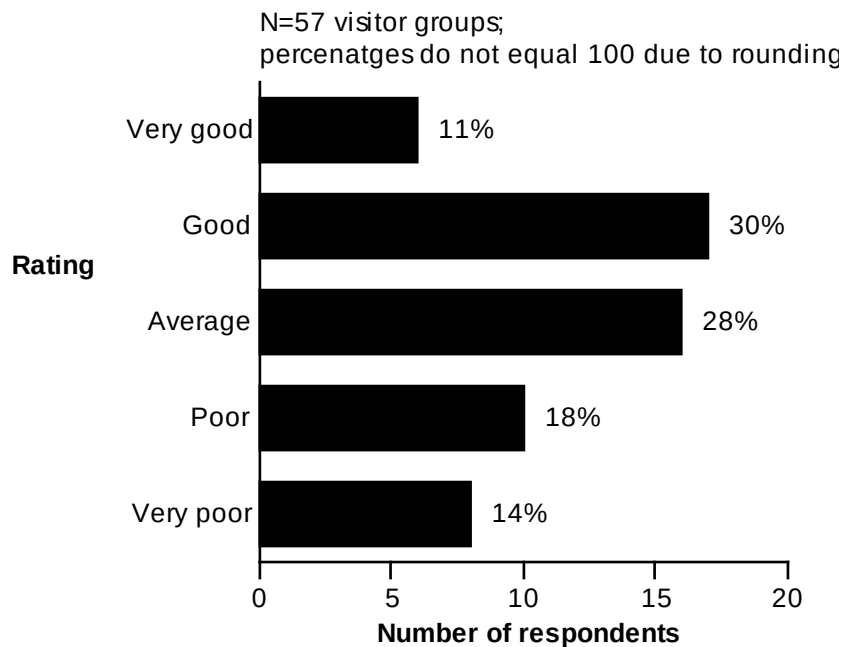


Figure 33: Quality of portable toilets

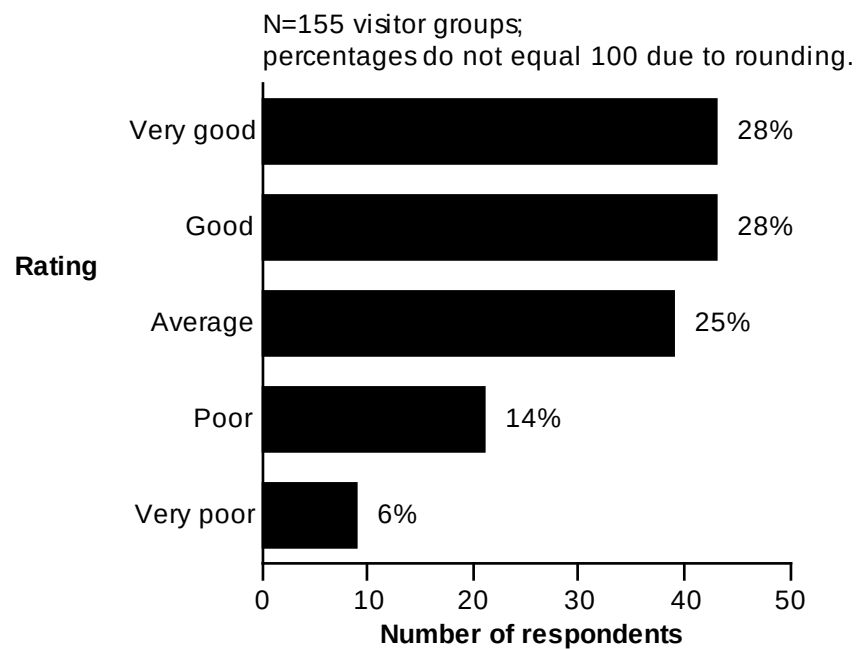


Figure 34: Quality of highway directional signs

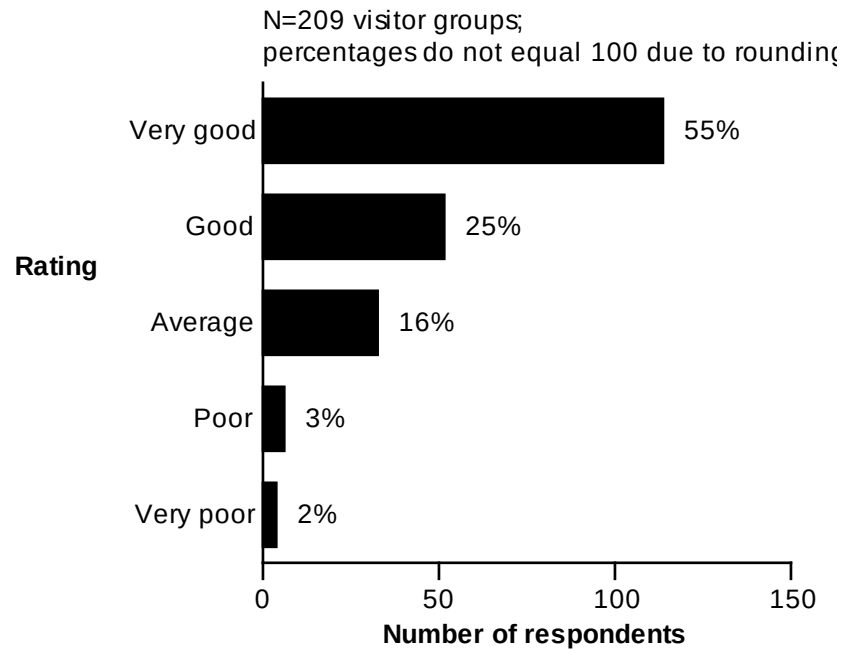


Figure 35: Quality of parking

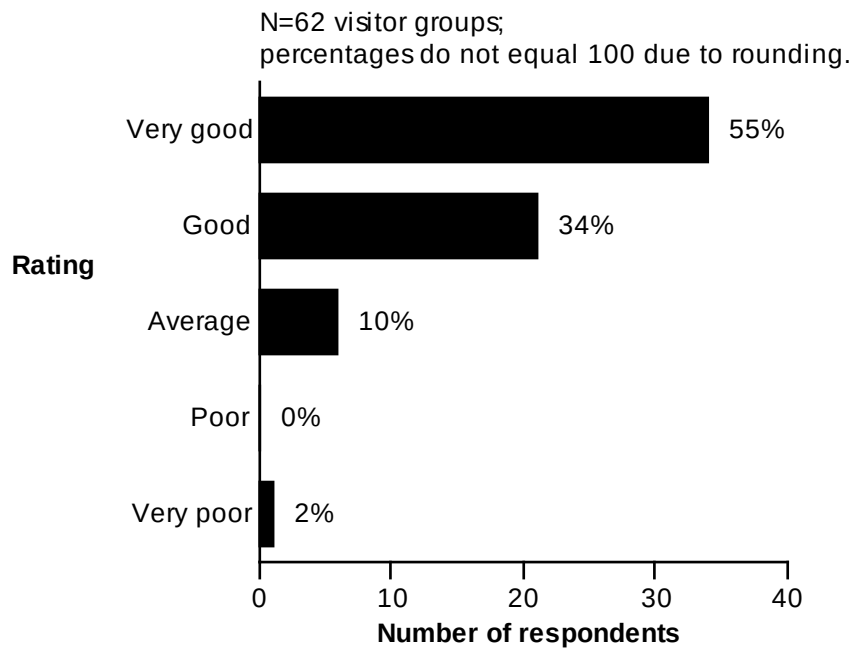


Figure 36: Quality of park staff

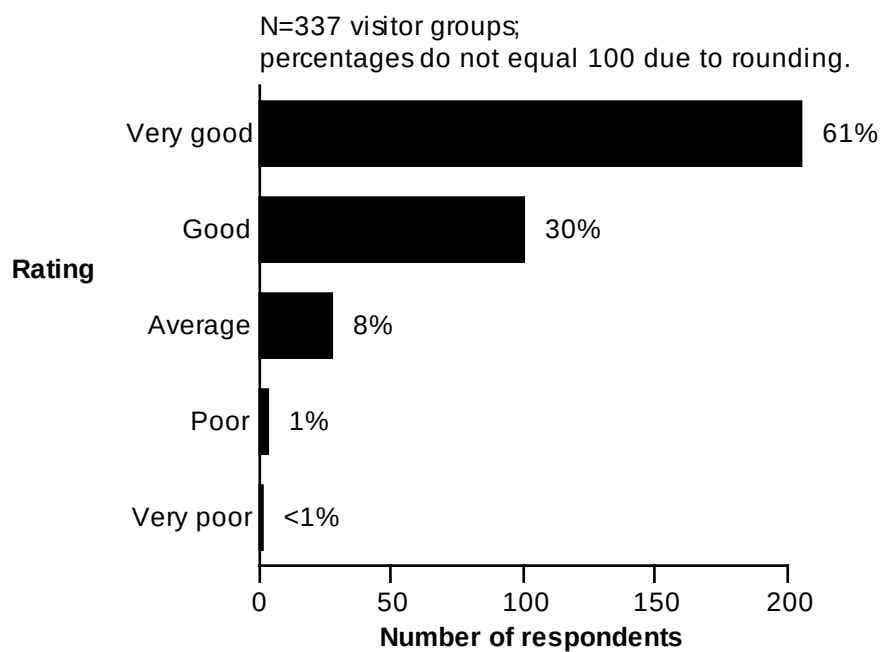


Figure 37: Quality of grounds

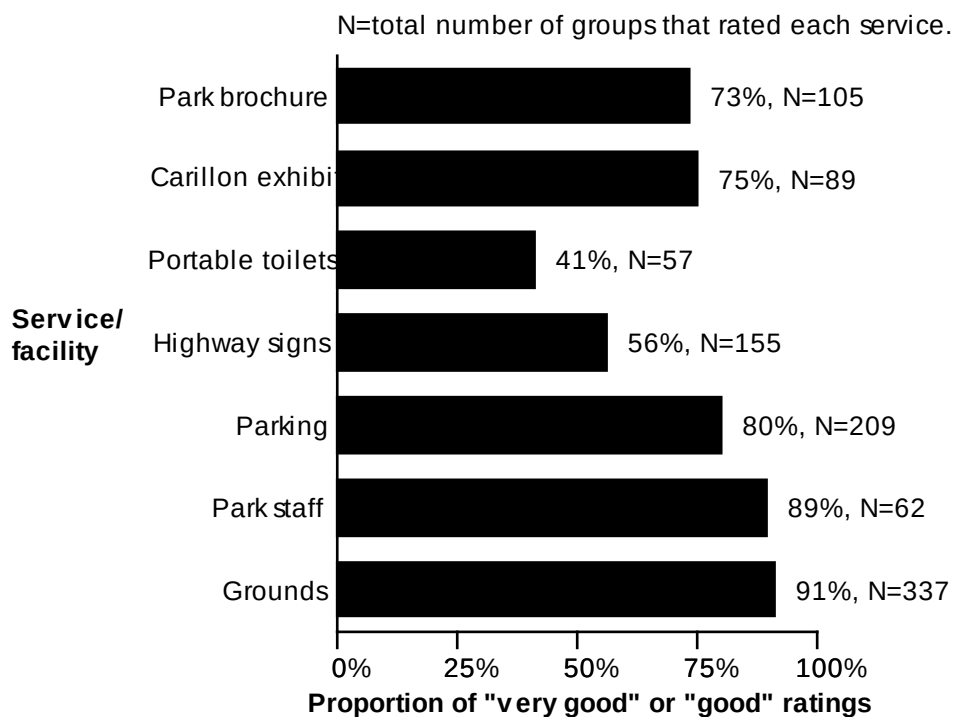


**Figure 38: Combined proportions of “very good” or “good”
quality ratings for services**

Visitor groups were asked to note services and facilities they would prefer during a future visit to The Carillon/Iwo Jima Memorial. As is shown by Figure 39, the services and facilities that were most preferred by visitor groups were exhibits about memorials (46%), restrooms (42%), roving rangers (35%) and rangers at an information station (23%). The least preferred service/facility service were telephones (8%). “Other” services and facilities that visitor groups would prefer were more drinking fountains, carillon schedules, and picnic tables.

**Preferred visitor
services and
facilities**

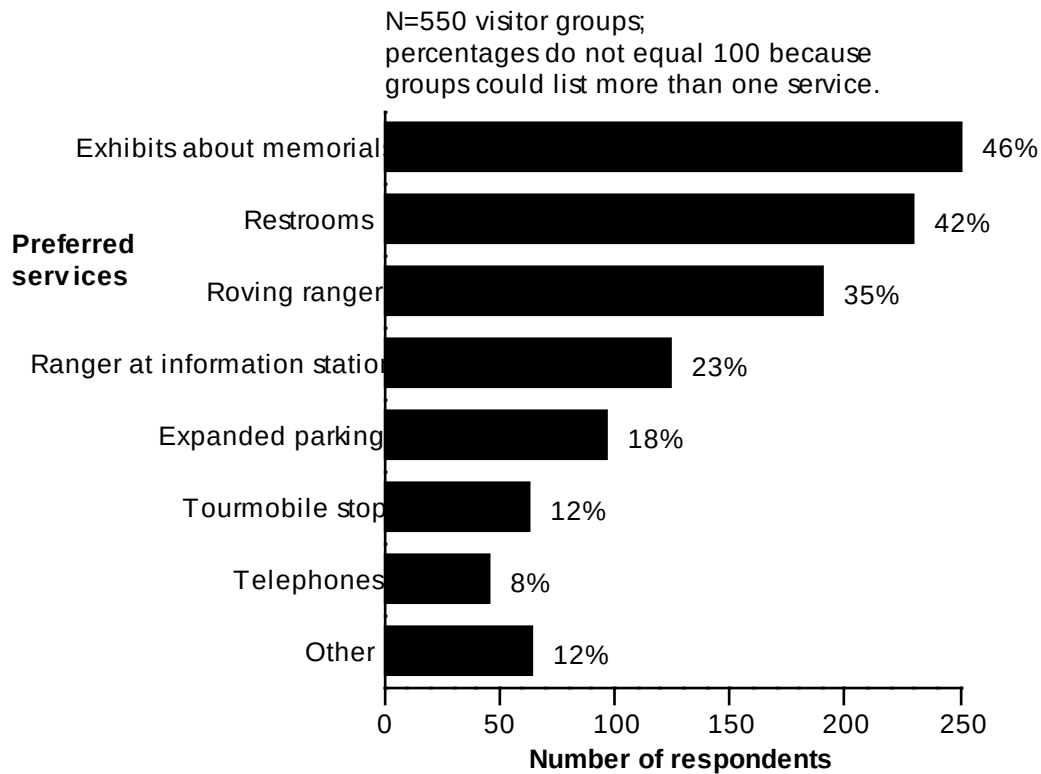


Figure 39: Preferred services and facilities

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at The Carillon/Iwo Jima Memorial during this visit. As is shown by Figure 40, 83% of visitor groups rated services as "very good" or "good". Only three visitor groups (1% of respondents) rated services as "very poor."

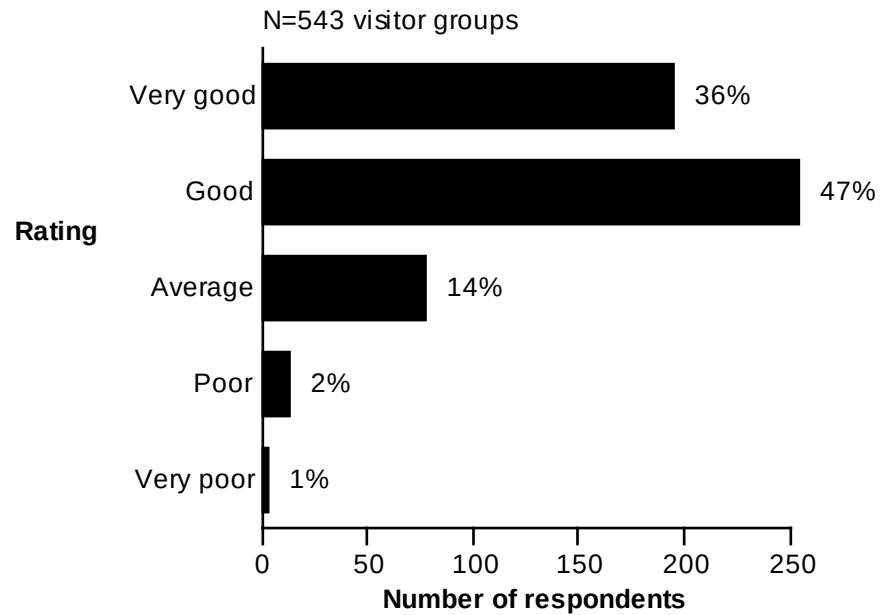


Figure 40: Overall quality of visitor services

Visitor groups were asked "What did you like most about your visit to The Netherlands Carillon/The United States Marine Corps War Memorial (Iwo Jima)?" Eighty-one percent of visitor groups (464 groups) responded to this question. A summary of their responses is listed below in Table 5 and in the appendix.

**What visitors
liked most**

Table 5: Visitor likes

N=617 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Explanation from tour guide	4
Helpful/friendly ranger	4
Sunset Parade/Watching Marines in formation	3
Other comments	3
INTERPRETIVE SERVICES	
History	16
Sign with names of battles marines fought in	6
Explanation about history/men	2
Other comments	2
FACILITIES AND MAINTENANCE	
Iwo Jima Memorial	125
Layout/landscaping	38
Design/beauty/realism of sculpture	28
Size of statue	19
Cleanliness	18
Grounds well-maintained	15
Well kept	9
The carillon	7
Illusion of flag being raised	5
Accessibility	4
Hearing carillon concert	4
Lighting at night	3
Paths	2
Benches	2
Other comments	10
POLICIES	
Lack of commercialism/people trying to sell something	2
Other comments	4
RESOURCE MANAGEMENT	
Quiet/peaceful	57
View of DC and surrounding area	42
Beautiful setting	29

Great park setting	24
Open grassy areas	18
Flowers	9
Great for taking pictures	7
Trees	4
Not crowded	4
Open space/open air	3
Atmosphere	3
Pleasant for walking	3
Other comments	1

GENERAL IMPRESSIONS

Impressive/powerful/moving/great memorial	31
Opportunity to honor those who fought and died for our country	5
Inspirational	4
Enjoyed beauty of Carillon and Iwo Jima	4
Remembrance/sense of sacrifice	3
Very enjoyable	2
Good evening visit	2
Location	2
Counting hands on memorial	2
Seeing the memorial in person	2
Other comments	21

Visitor groups were asked "What did you like least about your visit to The Netherlands Carillon/The United States Marine Corps War Memorial (Iwo Jima)?" Fifty-nine percent of visitor groups (337 groups) responded to this question. A summary of their responses is listed below in Table 6 and in the appendix.

What visitors liked least

Table 6: Visitor dislikes

N=343 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
No rangers present	5
Need ranger to furnish information	3
Other comments	1
INTERPRETIVE SERVICES	
Need more information about the memorials	54
No information about carillon	8
No information about events	3
Need concert schedule	2
Other comments	8
FACILITIES AND MAINTENANCE	
Portable restrooms/need real restrooms	11
Signs from highway were poor	10
Ugly/smelly port-a-potty	8
Access to memorial is difficult/weird	6
Difficulty getting to/from part (Rt. 66)	5
Not enough restrooms	4
The parking area	4
Need picnic tables	3
Need (more) water fountains	3
Restrooms	3
Lack of facilities	3
Had to walk too far (elderly)	3
The carillon	3
Signs from Arlington Cemetery	2
Want shuttle from Arlington	2
Memorial is hard to find/out of the way	2
Other comments	36
POLICIES	
Too many tour busses	5
Idling busses/exhaust from busses	3
Carillon should play more	2
Inability to climb bell tower	2
Other comments	9
RESOURCE MANAGEMENT	
Still signs of damage from last marine marathon	2
Crowds	2
Other comments	8

GENERAL IMPRESSIONS

All good/no complaints	59
Disappointed Sunset Parade was cancelled	14
Lack of time	11
Would like to have heard carillon	8
Desecration/the idea of another memorial here	4
Carillon closed/didn't get to visit	3
Never heard carillon	3
Arrived too late at night	2
Large group of kids/loud students	2
Planes are very loud	2
Other comments	10

Visitor groups were asked "If you were a park manager planning for the future of The Netherlands Carillon/The United States Marine Corps War Memorial (Iwo Jima), what would you propose? Please be specific." Sixty-one percent of visitor groups (351 groups) responded to this question. A summary of their responses is listed below in Table 7 and in the appendix.

**Planning for
the future**

Table 7: Planning for the future

N=641 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need a park ranger available to answer questions	29
INTERPRETIVE SERVICES	
Need more on-site information --exhibits/plaques/signs	37
Need to post/publish current events & concert schedule	21
Need brochures	21
Need more information about the memorial	15
Need staffed information booth	11
Tell the story behind the memorial/carillon	8
More history in the displays	8
More information on the history of the Marines	6
Need audio explanations	6
More information about the Marines that held the flag	6
Provide more information to tour companies	5
Need information about each site at both sites	5
More information about the sculpture	4
Need more information on WWII (for younger visitors)	4
Need to better link with other Washington D.C. memorials	3
Need documentary video of Marine WWII activities	3
Need brief history of wars listed on the memorial	3
Need map of war/Iwo Jima	2
Missed Sunset Parade because unaware of schedule	2
Other comments	11

Comment	Number of times mentioned
---------	------------------------------

FACILITIES AND MAINTENANCE

Build restrooms	38
Need better access signs (road)	20
Need better pedestrian access	12
Need more parking	11
Need more park benches (with shade)	11
Need picnic tables/picnic area	10
Build visitor center	8

Need more info/better labeling of carillon	8
Better landscaping/more flowers & plants	8
Need drinking fountains	6
Need shuttle system between other memorials	6
Need telephones	5
Need signs/path to carillon	5
Need to take better care of grass	4
Keep grounds neat & accessible for public	4
Better landscaping around carillon garden	4
Need more garbage cans	4
Improve signing	3
Build viewing /photo platform	3
Keep open areas to enjoy views (of city)	3
Need parking closer to site	3
Need better travel path to Arlington	3
Improve signs on footpath to Arlington	2
Need better direct Metro access	2
Traffic congestion is a problem here	2
Give suggestions for parking nearby memorial	2
Build a fountain	2
Don't ruin the view	2
Other comments	15

POLICIES

Keep as is	44
Do not build USAF Memorial at this site	21
Play carillon more often/ring bells hourly	21
Need more publicity of this memorial	10
Have Marines on duty	8
Don't add other memorials here	5
Additional facilities would increase congestion and decrease impact of the memorial	5
Don't let people play ball here	5
Greatly limit construction in the area	4
Do not build additional facilities here	4
Make this a Tourmobile stop	4
Busses must turn off engines when parked	3
Provide audio tapes when carillon is unavailable	3
Confusion over multiple names for memorial	3
Build USAF memorial here	3
Keep people from climbing on the memorial	2
Other comments	26

Comment	Number of times mentioned
---------	------------------------------

RESOURCE MANAGEMENT

Maintain grandeur/serenity/simplicity	5
Need some form of security/rules enforcement	2
Keep open, grassy area	2
Other comments	1

CONCESSION/COMMERCIAL SERVICES

Build a bookstore	9
Should provide concessions	4
Other comments	1

GENERAL IMPRESSIONS

Didn't see/hear carillon	5
Keep this as a place of honor	3
Unaware of both sites prior to visit	2
Need to lose reputation as gay hangout at night	2
Would have liked more time	2
Beautiful/awesome	2
Other comments	14

**Comment
summary**

Thirty-two percent of visitor groups (186 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about The Netherlands Carillon/The United States Marine Corps War Memorial (Iwo Jima) are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 8: Visitor comment summary

N=238 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comments	2
INTERPRETIVE SERVICES	
Would like to know more about "13 hands, 11 legs"	2
Other comments	12
FACILITIES AND MAINTENANCE	
Very clean and well taken care of	7
Try to do something about the directional signs	3
Other comments	13
POLICIES	
Keep as is/maintain as you have been	11
Do not build USAF memorial here (it will anger many)	6
Other comments	10
RESOURCE MANAGEMENT	
Comments	2

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Great – enjoyed visit	40
Inspiring/very moving	17
Lovely/beautiful	13
I live in the area – frequent visitor	9
Thank you	8
Interesting, educational, informative	6
Excellent service from NPS/great job	6
Great view of the city	4
Most beautiful/impressive site in Washington D.C.	4
Grateful to the Marines	4
Would have liked to stay longer	3

Plan to return	3
Awesome – more than history	3
Glad we could comment on this important place	2
Liked illusion of flag pole raising	2
Summer tour bus congestion is bad	2
Disappointed to miss Sunset Parade	2
One of the Marines was from home (Texas)	2
Great music	2
Good to see this in person	2
Quiet/peaceful	2
Other comments	32

**The Netherlands Carillon/ The United States Marine Corps
War Memorial (Iwo Jima)
Additional Analysis
VSP Report 104**

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

Additional Analysis

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/ service/ facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- | | | |
|--------------------------|---------------------------------------|---------------------------------|
| • Sources of information | • Country of residence | • Age |
| • Hours spent in park | • Visits past twelve months | • Awareness of NPS management |
| • How often visited | • Visits past five years | • Group size |
| • Group type | • Reasons for visiting | • With organized tour group |
| • Primary language | • Preferences for services/facilities | • With educational group |
| • Visitor activities | • Service/facility use | • Overall quality rating |
| • Sites visited | • Service/facility importance | • Received enough information |
| • State of residence | • Service/facility quality | • Prefer to receive information |

Database

A database has been developed which contains all the VSP visitor study results from 1988 through the present. The database became operational in April, 1996. In order to use the database it will be necessary to have a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:Mail, e:mail or fax, and the same forms of media will be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those from studies held at NPS sites across the nation, with those within a specific region or type of NPS site, or with those that meet criteria that are of importance to you as a park manager, researcher or other interested party.

Phone/send requests to:

**Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133**

**Phone: 208-885-2819
FAX: 208-885-4261
cc:Mail: VSP Database NP- -PNR
e-mail: vspdatabase@uidaho.edu**

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI CPSU. 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
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 (summer)
24. Lincoln Home National Historical 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, 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 Preserve (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 (summer)
 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 Farm 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 (summer)
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)

1997

- 92. Great Smoky Mountains National Park (summer & fall)
- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historical Park (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998 (studies currently underway)

- 101. Jean Lafitte National Historical Park & Preserve (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

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7863.



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The Netherlands Carillon/ The United States Marine Corps War Memorial (Iwo Jima)

Visitor Study Spring 1998

Appendix

Chris Hoffman

Visitor Services Project
Report 104

December 1998

This volume contains a summary of visitors' comments for Questions 17,18 and 19. The summary is followed by visitors' unedited comments.

Chris Hoffman is a VSP Research Associate based at the Cooperative Park Studies Unit, University of Idaho. I thank Margaret Littlejohn, Debbie Shipley, and the staff of George Washington Memorial Parkway for their assistance with this study. The VSP acknowledges the

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