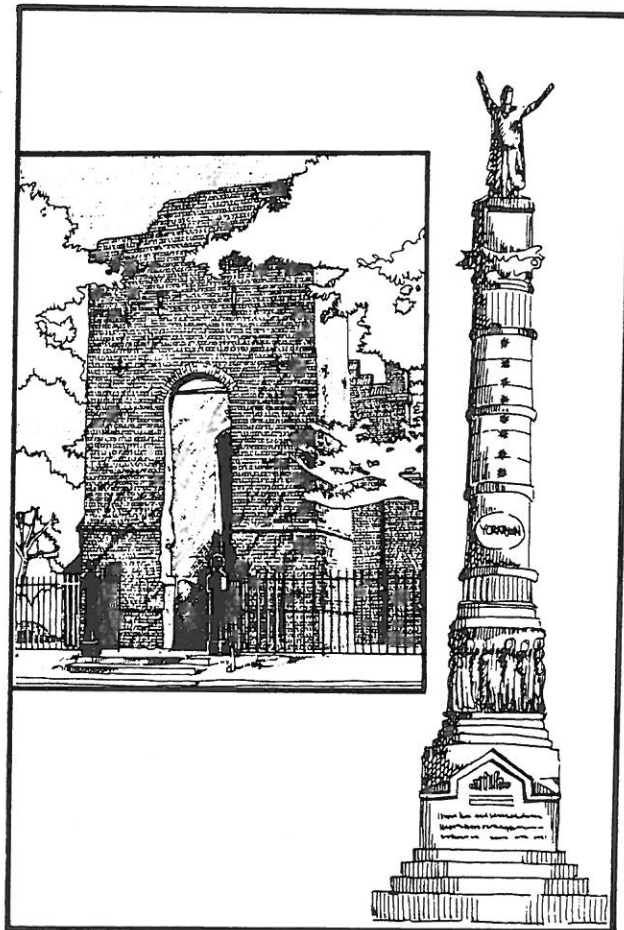


Visitor Services Project

Report 10

Colonial National Historical Park

Volume 1 of 2



Cooperative Park Studies Unit
University of Idaho

Visitor Services Project
Report 10
Colonial National Historical Park

Volume 1 of 2

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April, 1988

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Executive Summary

- This report describes the results of a visitor study at Colonial National Historical Park conducted during the weeks of July 12-18 and October 11-17, 1987. Questionnaires were given to 2212 visitor groups and 817 were returned, a 37% response rate.
- The survey provides a profile of the people who visited Colonial. Their general comments about the park are found in Volume 2 of the report and this volume has a summary of their comments.
- Visitors were most likely to be in family groups of two to four people. Most visitors were making their first visit to Colonial. The majority of visitors came from Virginia and Pennsylvania.
- Most visitors stayed two to four hours. Viewing the outdoor and indoor exhibits, viewing films/audio-visual programs, going on self-guided walks and shopping in the bookstore were the most common activities.
- The sites that received the greatest use (in order) were the Jamestown Visitor Center, the Colonial Parkway and the Jamestown Historic Townsite.
- Approximately ten percent of the visitor groups visiting Colonial were associated with someone from a southeast Virginia U.S. Armed Forces station.
- Visitors indicated that they visited several Williamsburg area attractions, the most common being Colonial Williamsburg, the Williamsburg Pottery Factory and the Jamestown Festival Park.
- Few of the visitor groups found it difficult to locate Colonial National Historical Park.
- Seasonal variations were found between visitor groups. Fall visitors came in smaller groups compared to Summer visitors. Fall visitors were commonly over the age of 55, Summer visitors commonly consisted of children and adults aged 36-45. A higher proportion of Summer visitor groups participated in the ranger-led programs. A higher proportion of Fall visitor groups watched films/audio-visual programs. A higher proportion of Fall visitor groups stopped at York Town and at the Yorktown Battlefield Drive. A higher proportion of Summer visitor groups stopped at the Jamestown Loop Drive, Jamestown Glasshouse and Jamestown Historic Townsite.
- Visitors made many additional comments about their visit to the park.

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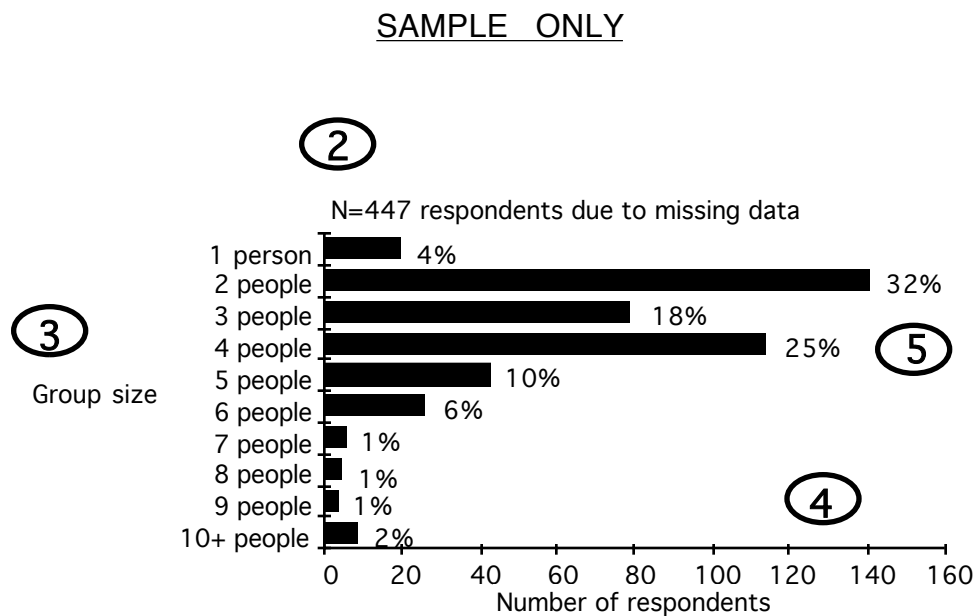
INTRODUCTION

This report describes the results of a visitor mapping study undertaken at Colonial National Historical Park (referred to as 'Colonial'). The study was conducted during the weeks of July 12-18 and October 11-17, 1987 by the Cooperative Park Studies Unit at the University of Idaho, as a part of its Visitor Services Project. A list of Visitor Services Project publications is included on the inside back cover of this report.

After this Introduction, the Methods are presented, along with limitations to the study. The Results for each season follow. Seasonal differences are then discussed, highlighting the significant variations between Summer and Fall visitor groups. Summaries of visitor comments for both seasons are also presented. Next, a Menu for Further Analysis is provided to help managers in requesting additional analyses. Finally, Appendix A contains the questionnaire used. Volume 2 of this report contains comments made by visitors who returned the questionnaires.

Many of the graphs in this report are like the example on the following page. The large numbers refer to explanations below the graph.

Introduction (continued)



(1) **Figure 1: Visitor group sizes**

- 1: The figure title provides a general description of the information contained in the graph and indicates which season the data represent.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart.
- 3: The vertical information describes categories.
- 4: The horizontal information shows the number of items that fall into each category. Proportions are shown in some graphs.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Questionnaires were distributed to a sample of randomly selected visitors entering Colonial during the two study periods of July 12-18 and October 11-17, 1987. Visitors completed the questionnaire during their trip and then returned it by mail. Returned questionnaires were analyzed and this report developed.

Questionnaire design

The questionnaire asked visitors to record where they went, what they did and whether they were associated with a U.S. Armed Forces station in southeastern Virginia (see Appendix A for a copy of the questionnaire). The questionnaire followed the standard format used in previous Visitor Services Project studies. Visitors also responded about the other attractions that they visited, why they came to Colonial, and if it was difficult to find the park, how to simplify locating it. Space was provided for respondents' comments.

Sampling

Visitors to Jamestown were randomly contacted at the entrance station from 8:00 a.m.-6:00 p.m. The visitors to Yorktown¹ were contacted at two parking areas each day for four hours, based upon randomly chosen starting times. Sampling consisted of approaching vehicles based upon

¹ Visitor group contacts were limited to those groups that had stopped at the Yorktown Visitor Center.

Sampling (continued)

different preselected intervals for both Jamestown and Yorktown.

The sample size was based upon 1986 visitor counts, the park's operating hours and staff availability. A total of 2212 questionnaires were distributed, 1232 during the summer and 980 during the fall.

Questionnaire administration

During each day's sampling period, interviewers would approach the occupants of each selected vehicle. Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If they consented, further instructions were given. One adult member of the group was asked to complete the questionnaire.

Data analysis

A cut-off date was established for incoming questionnaires approximately ten weeks after distribution. Questionnaires received within this period were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized and are included in the Results, with copies of the comments provided in Volume 2 of this report.

Sample size, missing data and reporting errors

Most of the information was collected on visitor groups, and some on individual group members. Therefore, the 'N', or number in the sample, varies from figure to figure. For example, Figure 1.1 shows information from

Sample size, missing data and reporting errors (continued)

437 respondents representing visitor groups, while Figure 1.3 shows information on 1404 individuals. Each figure contains a note above the graph that specifies which information it illustrates.

Occasionally, a respondent may not have answered all of the questions in the questionnaire, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 439 summer questionnaires were returned, Figure 1.1 only shows data for 437 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. For example, it is possible that some of the visitors' activities occurred outside of the park - they may not have understood to report only those activities done within the park.

Limitations

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

1. All visitors were asked to record sites visited and activities, however, it is not possible to know whether their responses reflect actual behavior. This disadvantage is applicable to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.

Limitations (continued)

2. The data reflect the use patterns of visitors during the designated study periods. The results do not necessarily apply to visitors using the park during different times of the year.

3. Data are not collected on non-respondents. Thus, it is not known if visitors who returned their questionnaires differ from those who did not.

RESULTS: SUMMER

A. Visitors contacted

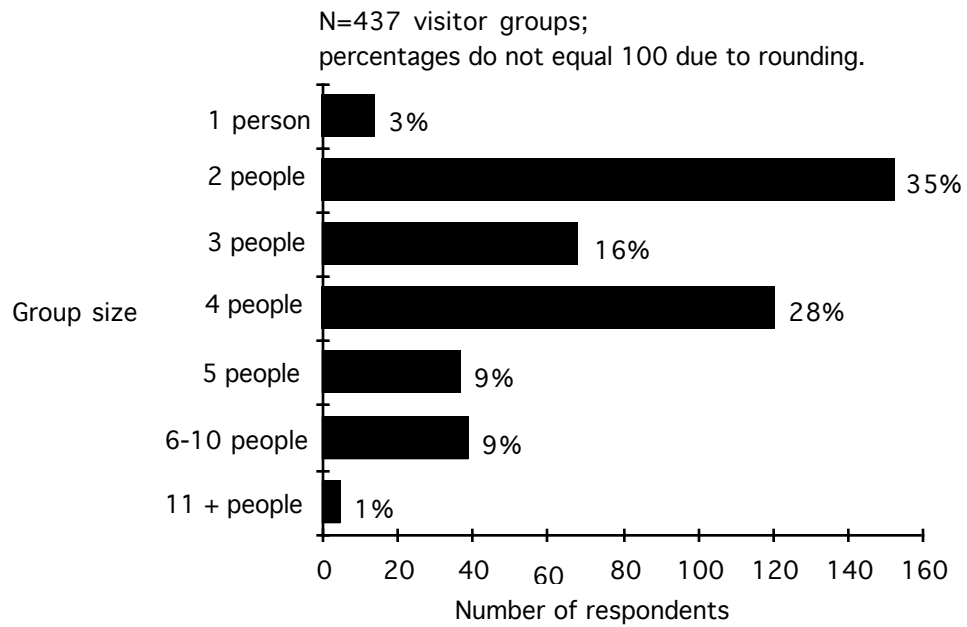
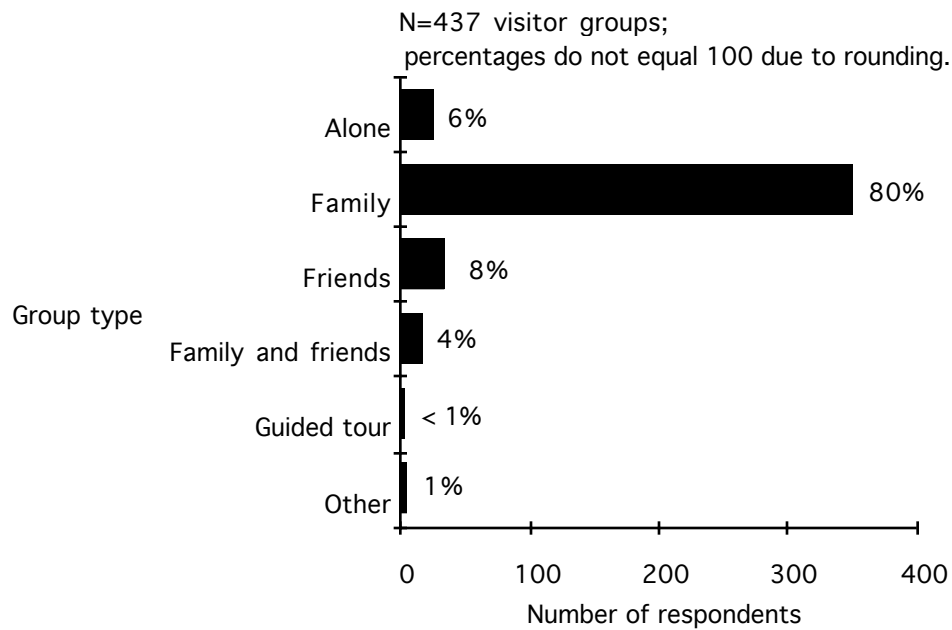
One thousand, two hundred and thirty-six visitor groups were contacted during the summer study period. One thousand, two hundred and thirty-two visitor groups agreed to participate. Thus, the acceptance rate was 99.7%. Four hundred and thirty-nine visitor groups completed and returned their questionnaires, a 36% response rate. The 99.7% acceptance rate is higher than the average acceptance rate of previous visitor mapping studies (97%). The summer response rate at Colonial (36%) was lower than the average response rate for previous visitor mapping studies (41%).

B. Visitor characteristics

Figure 1.1 shows Summer visitor group sizes, which ranged from one to 30 people. The most common group size was two people. Nearly four-fifths of the visitors came in family groups, as shown in Figure 1.2.

Figure 1.3 shows that there was a wide range of age groups represented; the most common were children and middle-aged adults. For 69% of the visitors, this was their first visit to Colonial.

Map 1.1 shows that most U.S. visitors originated from the states around Colonial (i.e. Maryland, Virginia and Pennsylvania). Three percent of all visitors were from foreign countries (see Map 1.2 and Table 1.1).

B. Visitor characteristics (continued)**Figure 1.1: Summer visitor group sizes****Figure 1.2: Summer visitor group types**

B. Visitor characteristics (continued)

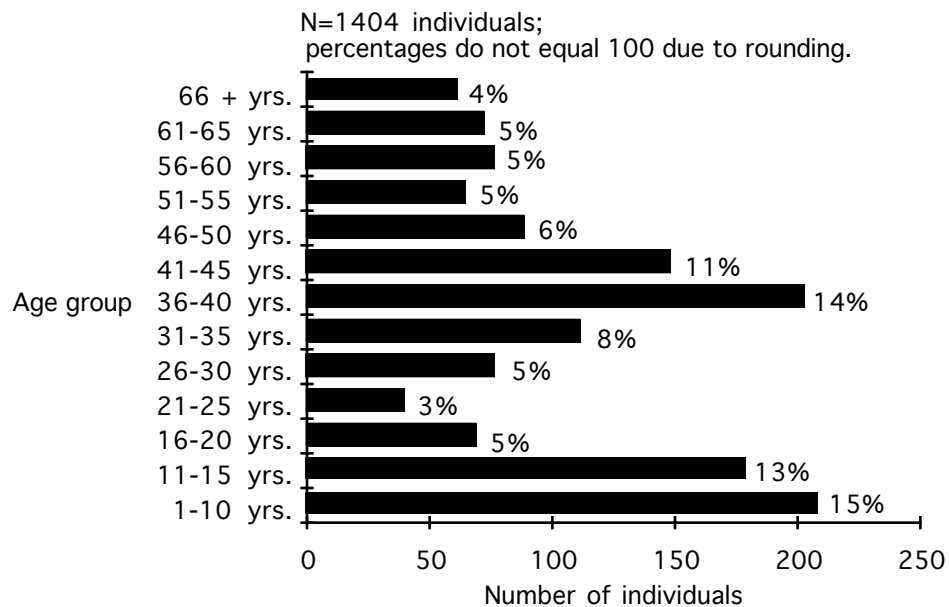


Figure 1.3: Summer visitor ages

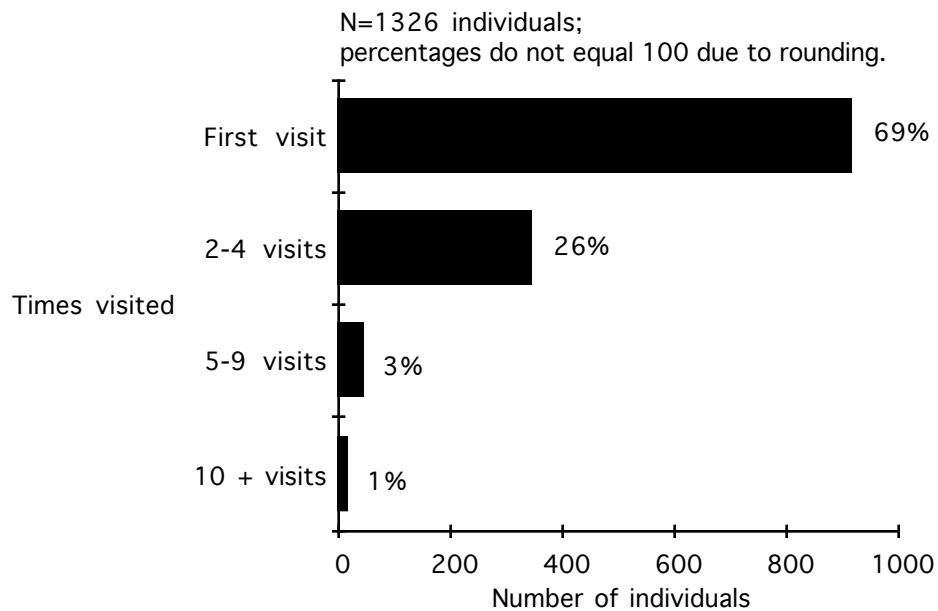
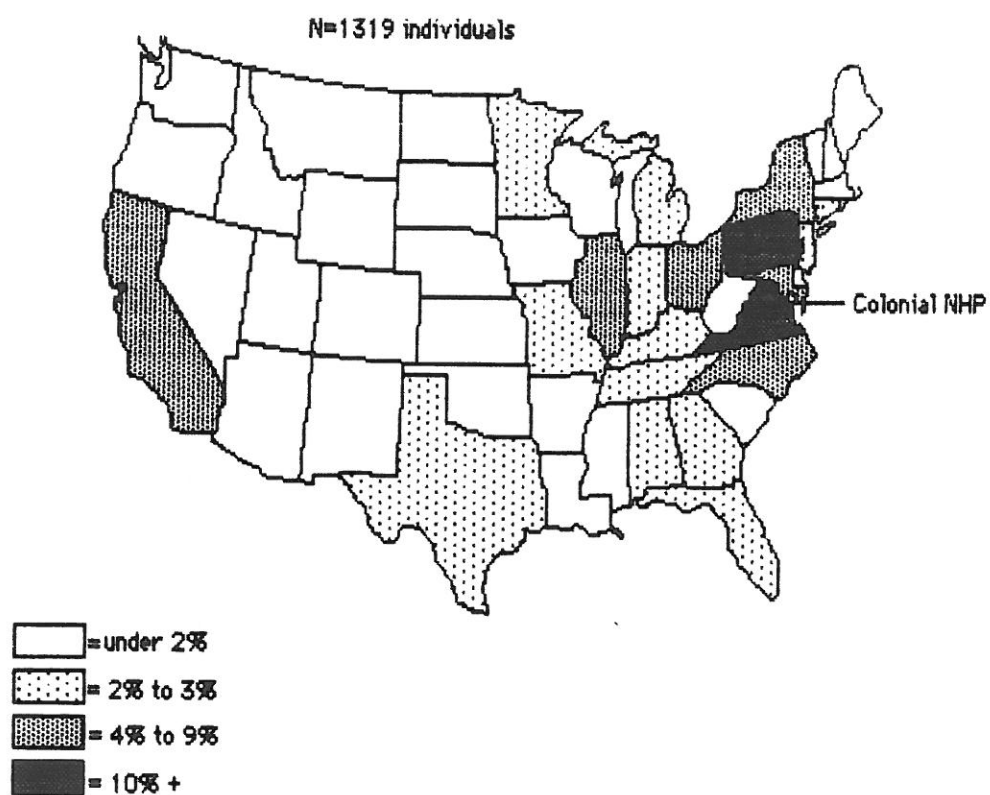
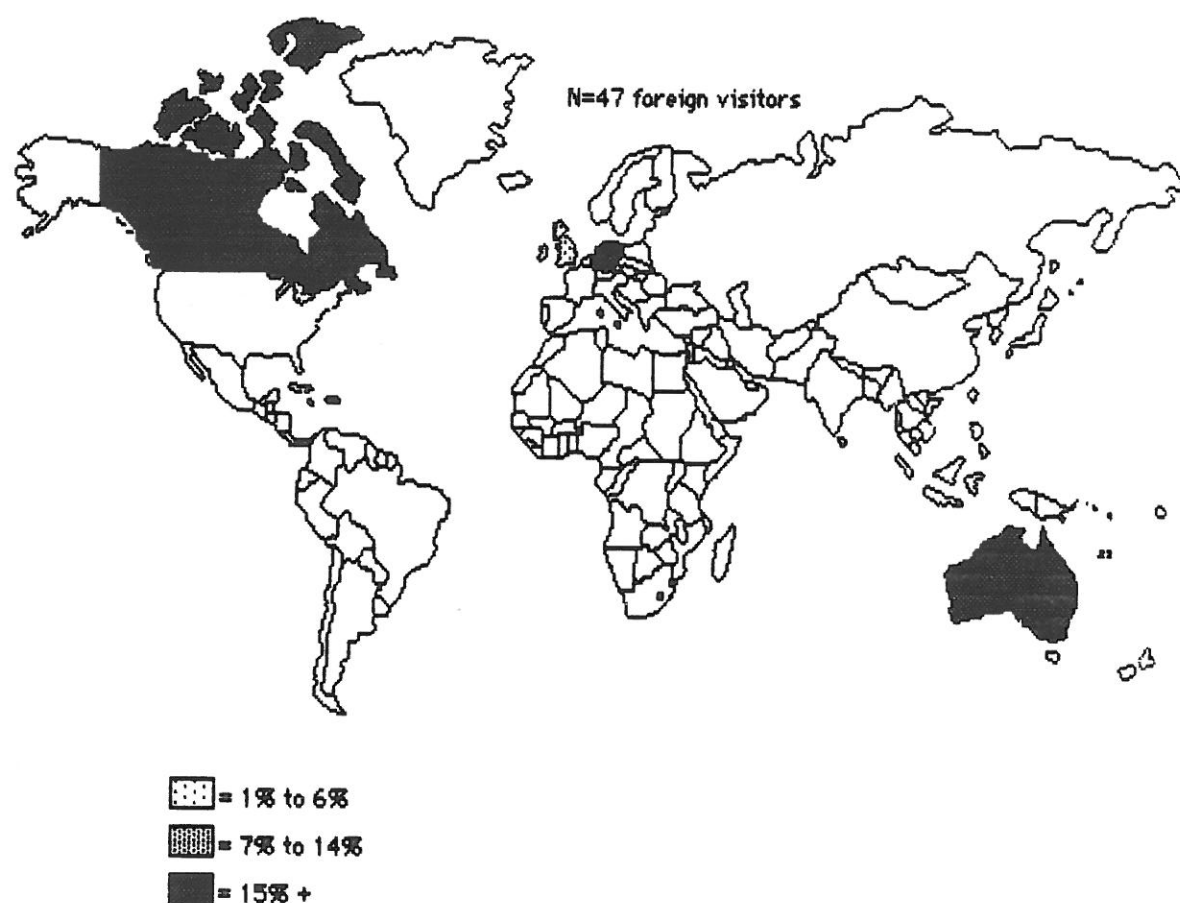


Figure 1.4: Number of visits made by Summer visitors

B. Visitor characteristics (continued)**Map 1.1: Proportion of Summer visitors from each state**

B. Visitor characteristics (continued)**Map 1.2: Proportion of foreign Summer visitors by country**

B. Visitor characteristics (continued)**Table 1.1: Proportion of Summer visitors from foreign countries**

N=47 foreign visitors;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
<u>North America</u>		23
Canada	9	
<u>Europe</u>		47
England	4	
Germany	11	
Netherlands	7	
<u>Australia</u>	11	23
<u>Asia</u>		11
Korea	2	
Syria	3	

C. Visitor use of time

Figure 1.5 shows that many Summer visitor groups (20%) entered Colonial from 10:00-11:00 a.m. Figure 1.6 illustrates that most Summer visitor groups (64%) stayed at Colonial for four hours or less, with a stay of three hours being common. Sixteen percent of the visitors stayed for seven or more hours.

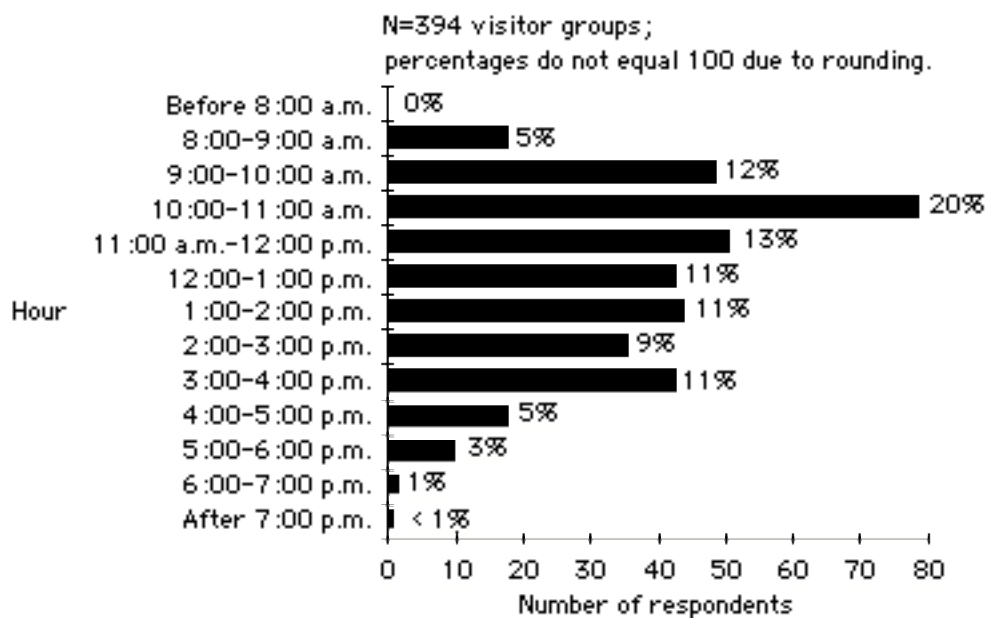
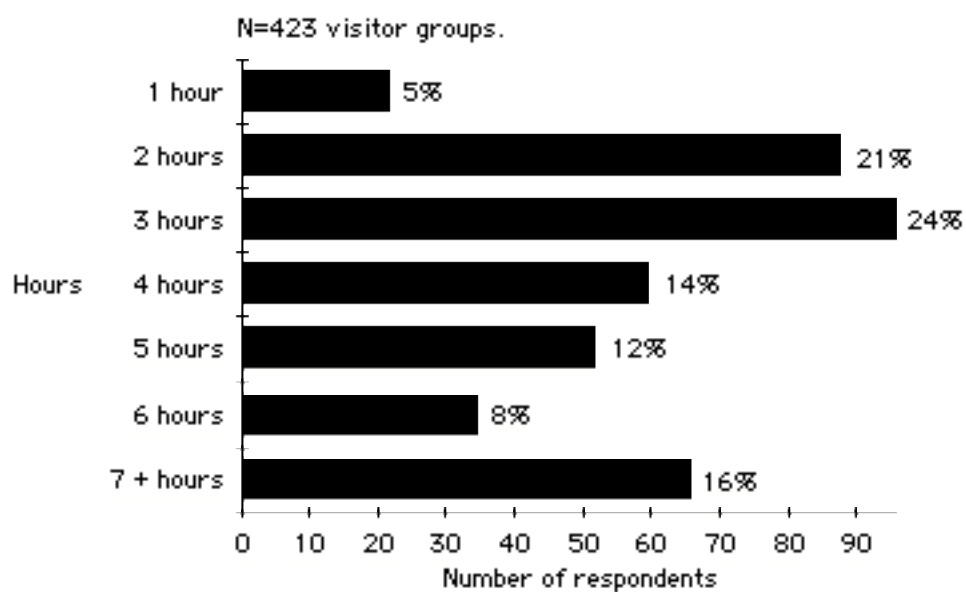


Figure 1.5: Summer visitors entering Colonial each hour of the day

C. Visitor use of time (continued)**Figure 1.6: Number of hours Summer visitors spent at Colonia**

D. Visitor activities

Figure 1.7 shows the proportion of Summer visitor groups who engaged in each activity during their visit. The activities pursued by the majority of visitor groups included viewing outdoor exhibits (94%) and indoor exhibits (92%), viewing films/audio-visual programs (78%), going on a self-guided walk (69%) and shopping in the bookstore (66%). Participation was less common in activities such as picnicking, participating in outdoor activities and 'others' (e.g. eating at restaurants).

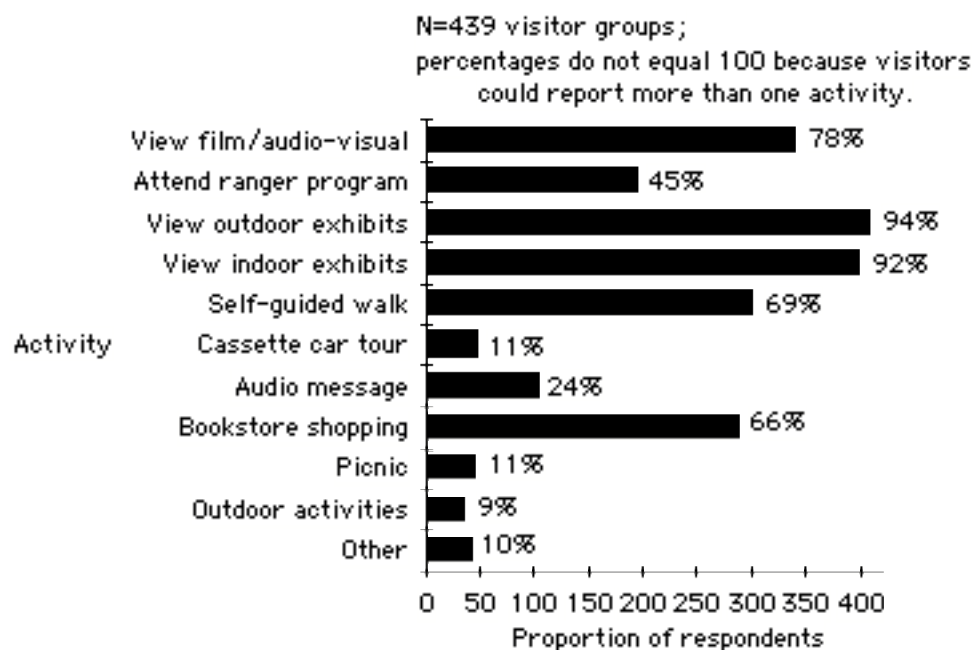


Figure 1.7: Proportion of Summer visitor groups participating in each activity

E. Visitor locations

Map 1.3 shows the proportion of Summer visitor groups that stopped at each site. The largest proportion of visitors stopped at the Jamestown Visitor Center (77%), the Colonial Parkway (75%) and the Jamestown Historic Townsite (72%).

Map 1.4 shows the proportion of Summer visitor groups who visited each site first. Forty-five percent of park visitors chose to make the Colonial Parkway their first stop, while 17% chose either the Yorktown Visitor Center or the Jamestown Glasshouse.

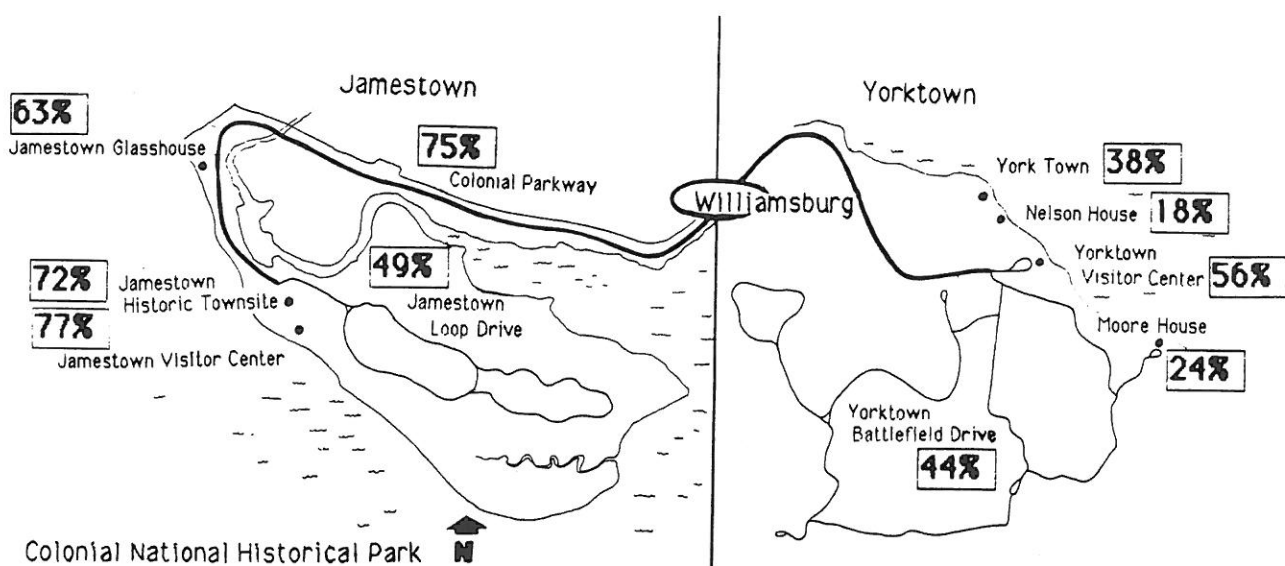
The order in which visitor groups stopped at sites during their visit is shown in Figures 1.8 through 1.17. Figure 1.8 shows visitor groups to the Colonial Parkway commonly went there at the beginning of their visit. Figures 1.9 and 1.10 show visitor groups to York Town and the Yorktown Visitor Center stopped at both sites throughout their visit. However, visitor groups to the Yorktown Visitor Center stopped there slightly earlier than later in their visit. As shown in Figure 1.11, most of the Moore House visitor groups stopped there in the early to middle part of their visit. Visitor groups to the Yorktown Battlefield Drive tended to go there earlier than later in their visit (Figure 1.12).

Figure 1.13 shows visitor groups to the Jamestown Loop Drive chose to go there mid-visit. Figure 1.14 shows visitor groups to the Jamestown Visitor Center stopped there more toward the early part of their visit. Visitors to the Jamestown Historic Townsite stopped there in the early to middle parts of their visit (Figure 1.15).

E. Visitor locations (continued)

Figure 1.16 shows visitor groups to the Jamestown Glasshouse commonly made it an early stop. Figure 1.17 shows that visitor groups to Nelson House tended to stop there more toward the earlier part of their visit.

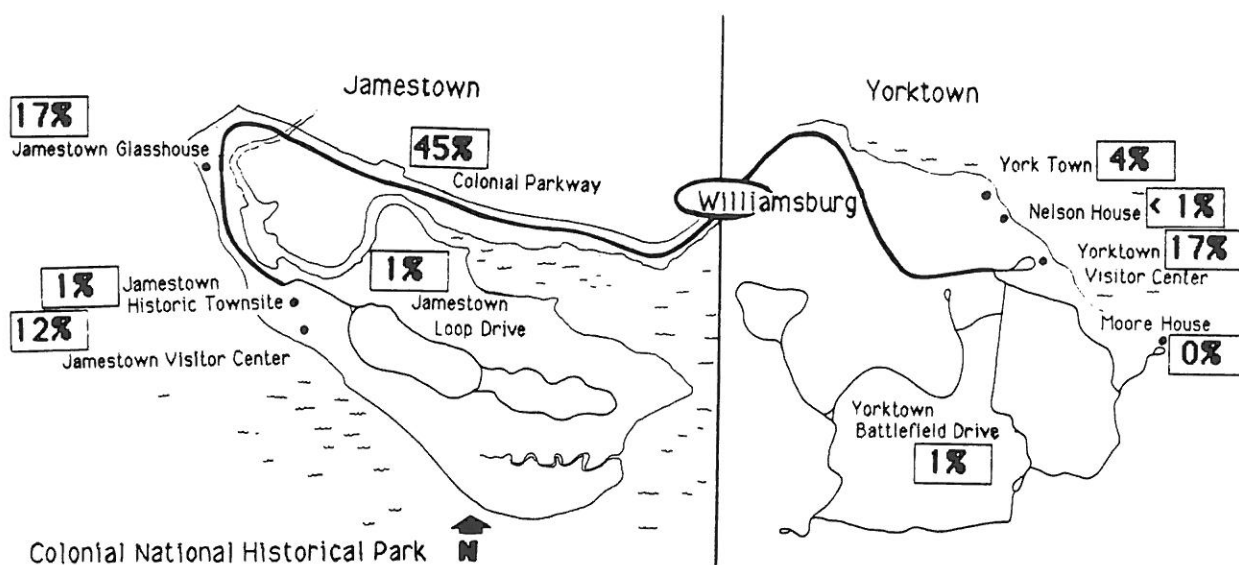
E. Visitor locations (continued)



N=439 visitor groups

Map 1.3: Proportion of all Summer visitors who stopped at each site

E. Visitor locations (continued)



N=370 visitor groups

Map 1.4: Proportion of Summer visitors who stopped at each site first

E. Visitor locations (continued)

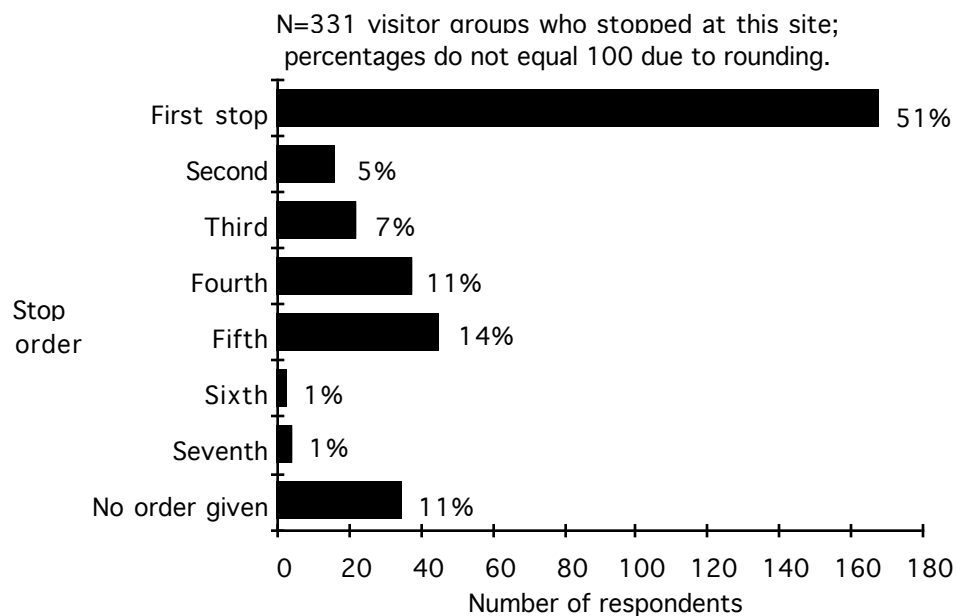


Figure 1.8: Order in which Summer visitors stopped at the Colonial Parkway

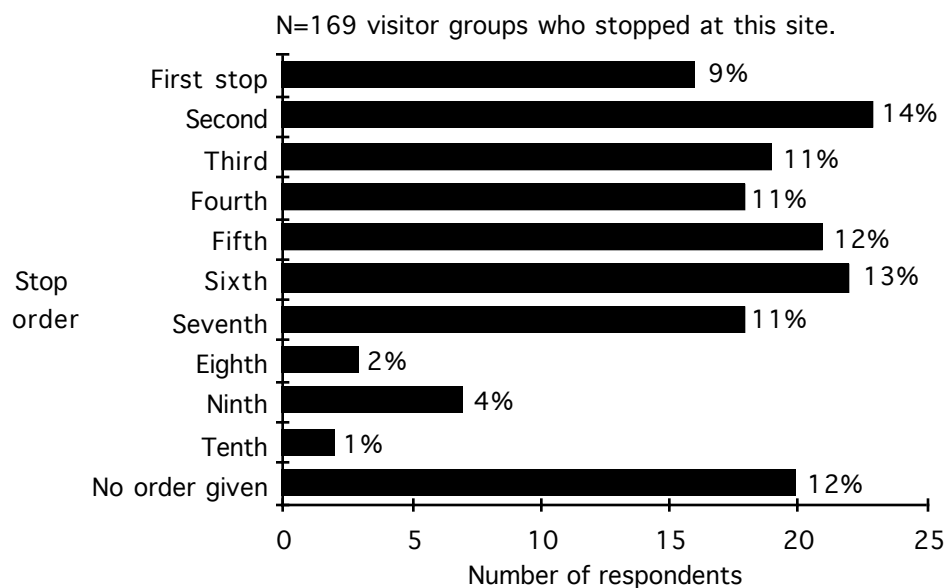


Figure 1.9: Order in which Summer visitors stopped at York Town

E. Visitor locations (continued)

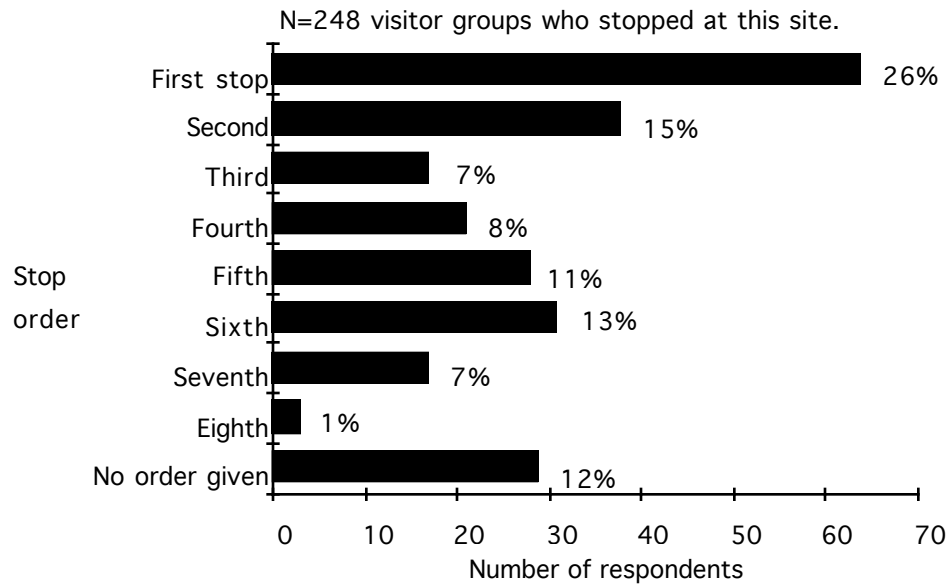


Figure 1.10: Order in which Summer visitors stopped at the York Town Visitor Center

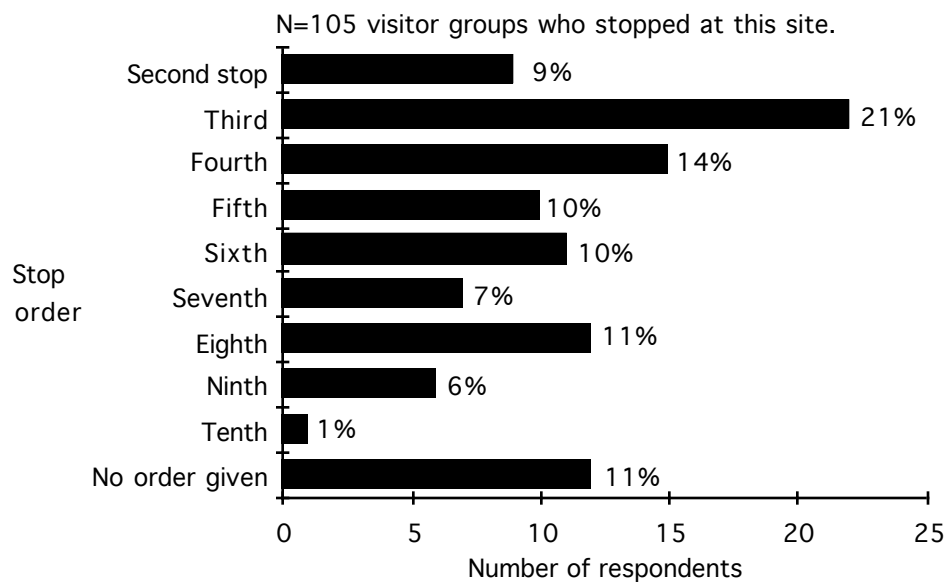


Figure 1.11: Order in which Summer visitors stopped at Moore House

E. Visitor locations (continued)

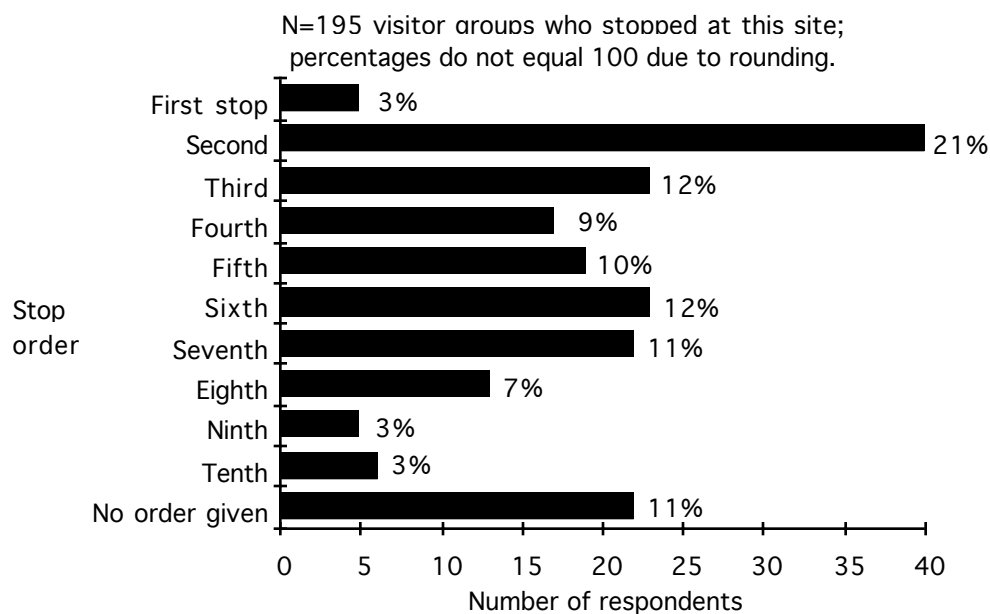


Figure 1.12: Order in which Summer visitors stopped at the Yorktown Battlefield Drive

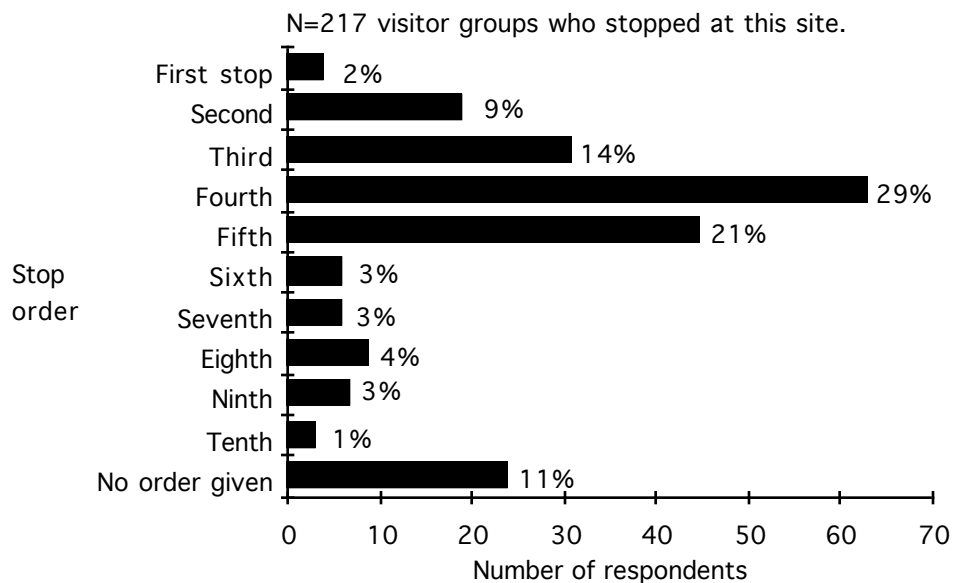


Figure 1.13: Order in which Summer visitors stopped at the Jamestown Loop Drive

E. Visitor locations (continued)

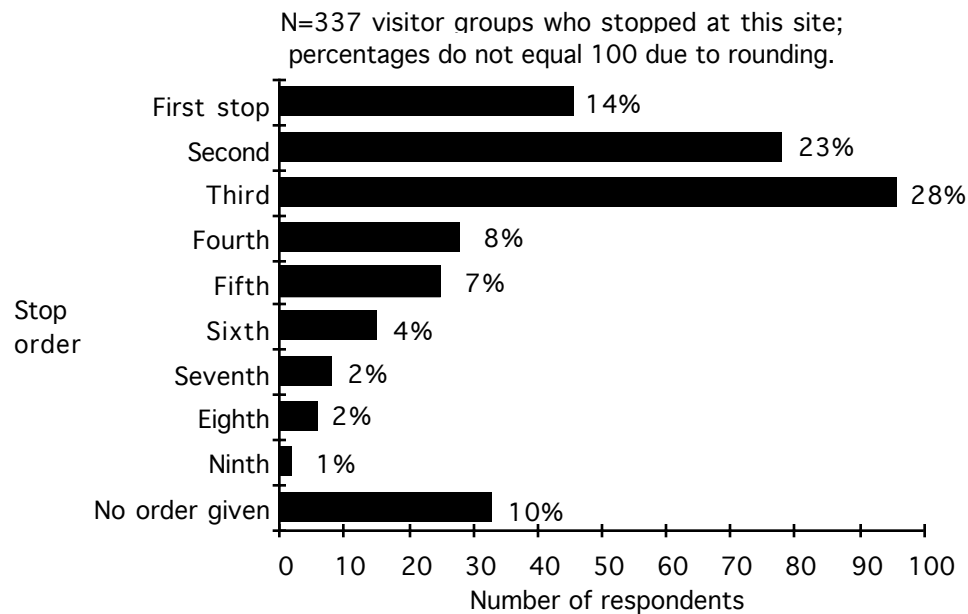


Figure 1.14: Order in which Summer visitors stopped at the Jamestown Visitor Center

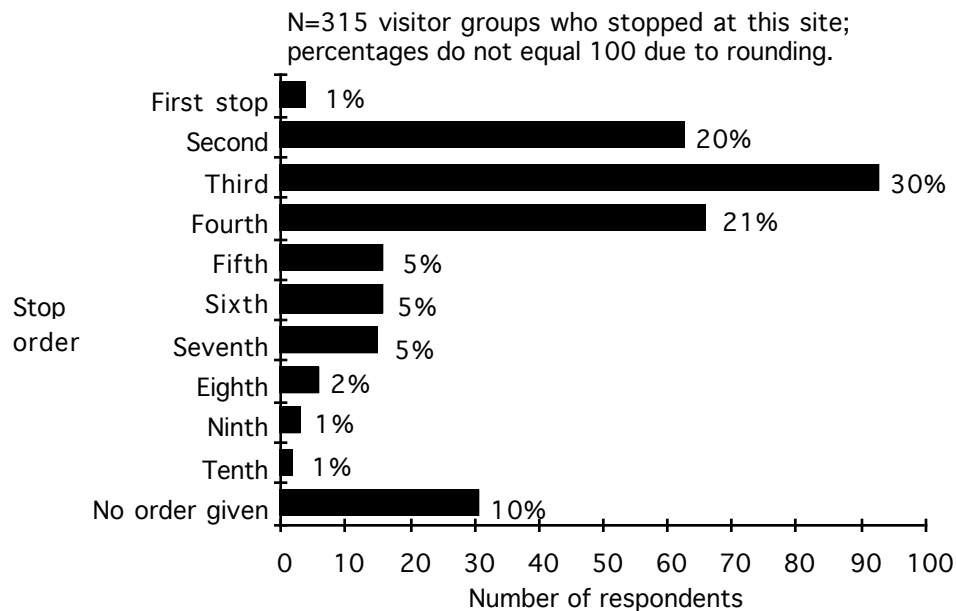


Figure 1.15: Order in which Summer visitors stopped at the Jamestown Historic Townsite

E. Visitor locations (continued)

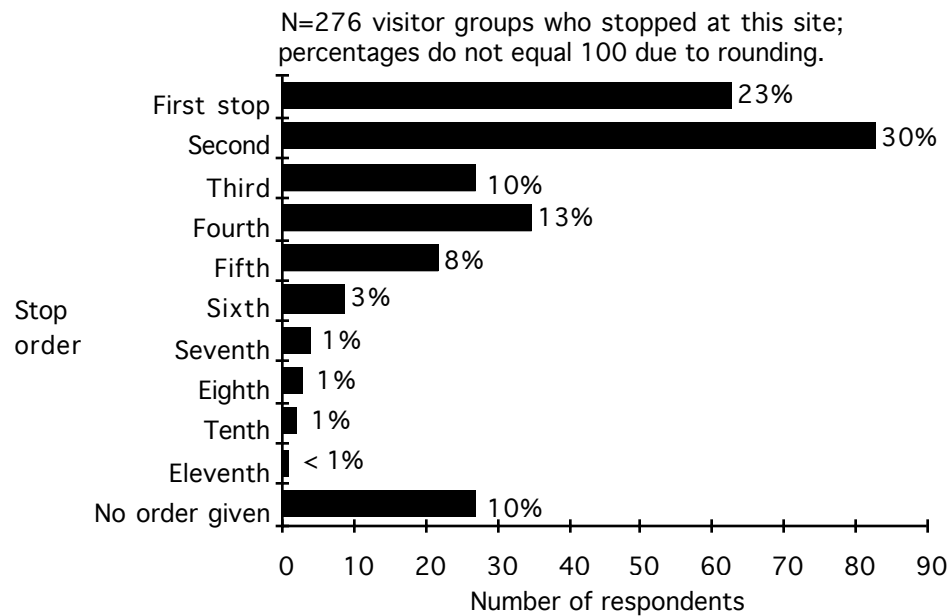


Figure 1.16: Order in which Summer visitors stopped at the Jamestown Glasshouse

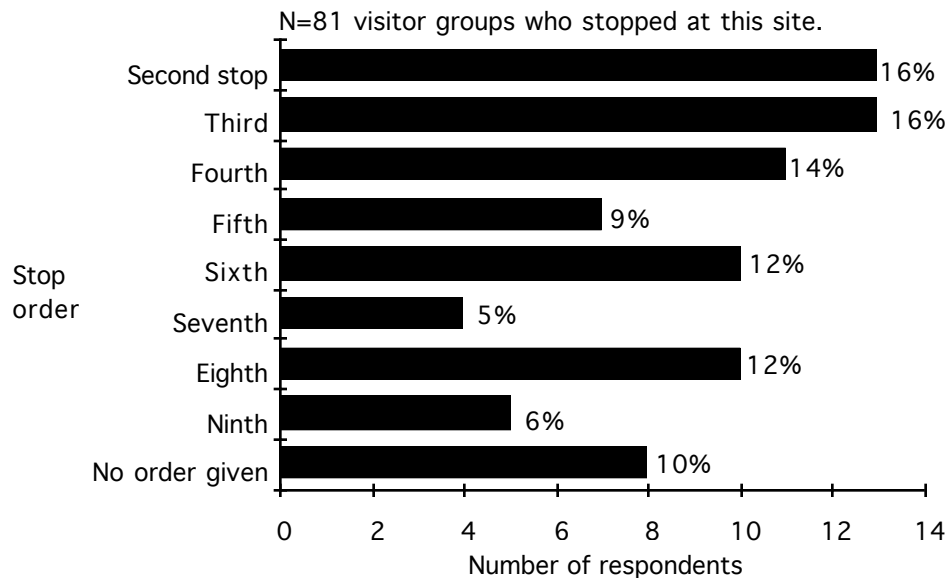


Figure 1.17: Order in which Summer visitors stopped at Nelson House

F. Special question 1: Association with Armed Forces stations

The survey asked Summer visitor groups whether anyone in the group was a member or related to a member of the U.S. Armed Forces stationed in southeastern Virginia. If yes, further specification of their posting was requested. Nine percent of the Summer visitor groups had either a member or someone related to a member of a southeast Virginia Armed Forces station. Figure 1.18 gives a breakdown of the most common sites. Langley Air Force Base was the station with the highest representation (39%) among the visitor groups at Colonial during the summer. Table 1.2 lists the remaining stations not shown in Figure 1.18.

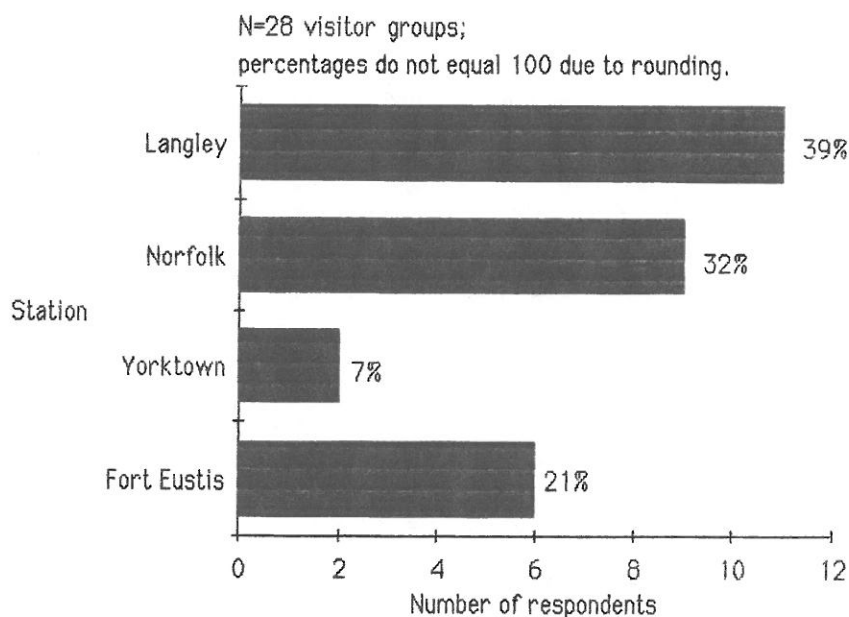


Figure 1.18: U.S. Armed Forces stations with which Summer visitors were associated

F. Special question 1: Armed Forces association (continued)

Table 1.2: United States Armed Forces stations in the Colonial National Historical Park region with which Summer visitor groups were associated

1. Fort Monroe
2. Dover AFB
3. Pentagon, Washington, D.C.
4. Fort Story
5. Henderson Hall HQMC
6. 5th Coast Guard District Office, Portsmouth
7. Fort Lee
8. Oceana
9. Virginia AFB
10. McGuire AFB
11. Dam Neck, Virginia Beach
12. USCG RTC 1
13. USS Eisenhower
14. USS Teddy Roosevelt

G. Special question 2: Williamsburg area attractions

The survey asked Summer visitor groups to specify what other attractions they visited while in the Williamsburg area. Figure 1.19 shows six of these attractions as well as "other" attractions. Colonial Williamsburg was the most commonly visited attraction (77%). The attraction most commonly visited among the other attractions in the area was the Carter Grove Plantation. Table 1.3 lists the other attractions mentioned by both Summer and Fall visitor groups.

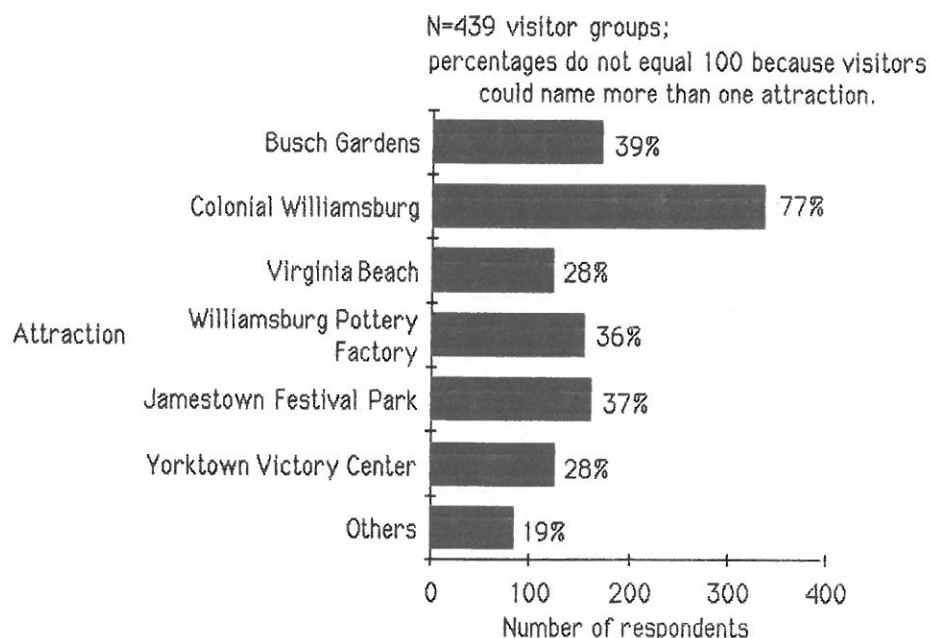


Figure 1.19: Other Williamsburg area attractions visited by Summer visitors

G. Special question 2 (continued)

Table 1.3: Other attractions named by visitors to the Colonial National Historical Park area:

N=278 Summer and Fall visitor groups;
percentages do not equal 100 due to rounding.

Attraction	Number of respondents	Percent (%) response
1. Carter Grove Plantation	23	9
2. NASA	17	7
3. Norfolk Navy Base	13	5
4. Water Country	13	5
5. Busch Brewery	9	3
6. Shirley Plantation	7	3
7. Berkley Plantation	6	2
8. Yorktown Visitor Center	5	2
9. Monticello	5	2
10. Fort Monroe Army Base	5	2
11. Mariners' Museum	5	2
12. Jamestown	4	2
13. Soap and candle factory	4	2
14. Richmond	4	2
15. Norfolk waterside	4	2
16. James River ferry	4	2
17. Fort Eustis	4	2
18. Newport News boat tour	4	2
19. William and May College	4	2
20. City of Williamsburg	4	2
21. War Museum	4	2
22. Hampton Visitor Center	3	1
23. Newport News	3	1
24. Battlefield Drive	3	1
25. Gloucester	3	1
26. Yorktown Battlefield	3	1
27. Nag's Head, N.C.	3	1
28. Shopping outlets	3	1
29. Hampton roads	3	1
30.-116. Other attractions	106	41

H. Special question 3: Difficulty locating Colonial

The survey asked Summer visitor groups if it was difficult to locate Colonial. Four percent said that it was difficult to find the park. Some of the suggestions given for improving the park location process included increasing the visibility of the signage along the route so that the Colonial Parkway could be found easily, and by providing better information in brochures (e.g. including directional maps).

RESULTS: FALL

A. Visitors contacted

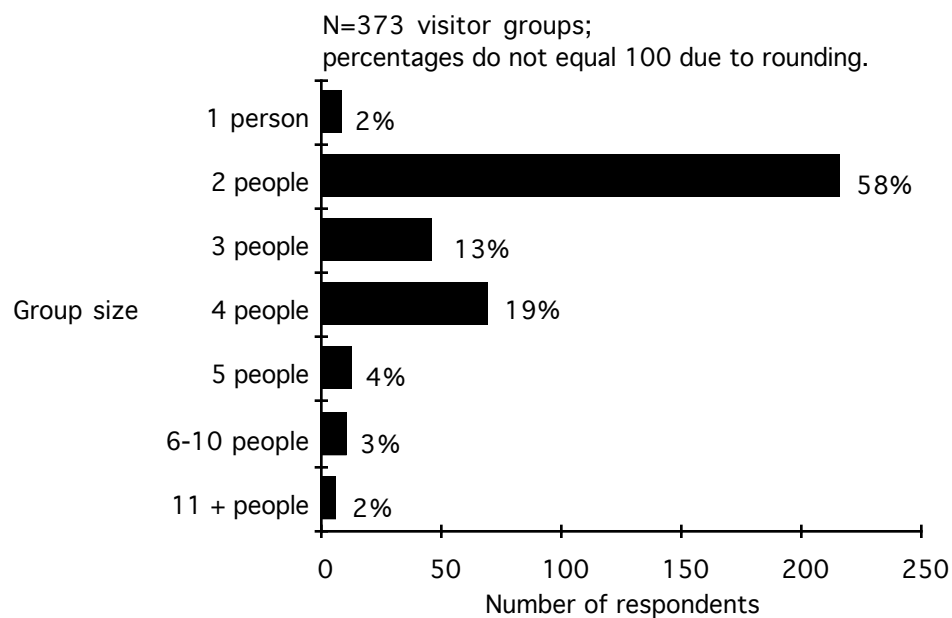
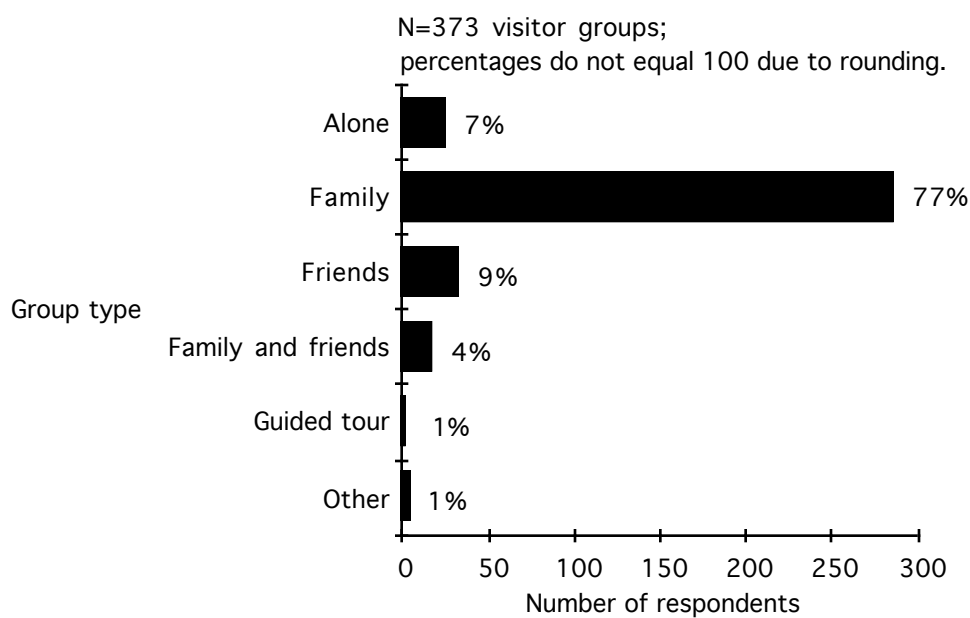
Nine hundred and eighty visitor groups were contacted during the fall study period. Nine hundred and seventy-seven visitor groups agreed to participate. Thus, the acceptance rate was 99.6%. Three hundred and seventy-three visitor groups completed and returned their questionnaires, a 38% response rate. The 99.6% acceptance rate is higher than the average acceptance rate of previous visitor mapping studies (97%). The fall response rate at Colonial (38%) was lower than the average response rate for previous visitor mapping studies (41%).

B. Visitor characteristics

Figure 2.1 shows Fall visitor group sizes, which ranged from one to 42 people. The most common group size was two people (58%). Over three-quarters of the visitors came in family groups, as shown in Figure 2.2.

Figure 2.3 shows that there was a wide range of age groups represented; the most common visitor age group consisted of adults over 50 years old (52%). For 63% of the visitors, this was their first visit to Colonial.

Map 2.1 shows that the most common U.S. state origins of Colonial visitors were Virginia and Pennsylvania. Six percent of all visitors were from foreign countries (see Map 2.2 and Table 2.1).

B. Visitor characteristics (continued)**Figure 2.1: Fall visitor group sizes****Figure 2.2: Fall visitor group types**

B. Visitor characteristics (continued)

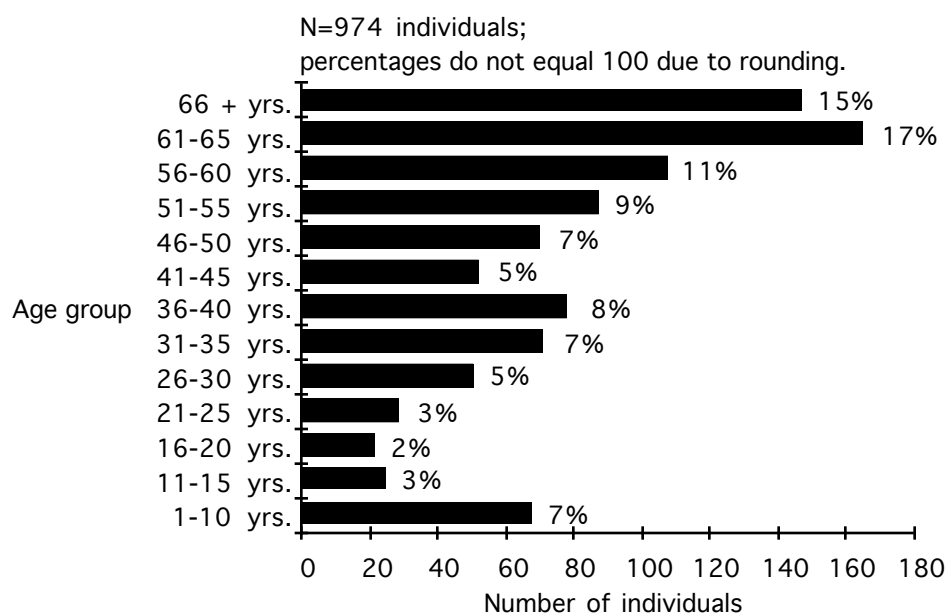


Figure 2.3: Fall visitor ages

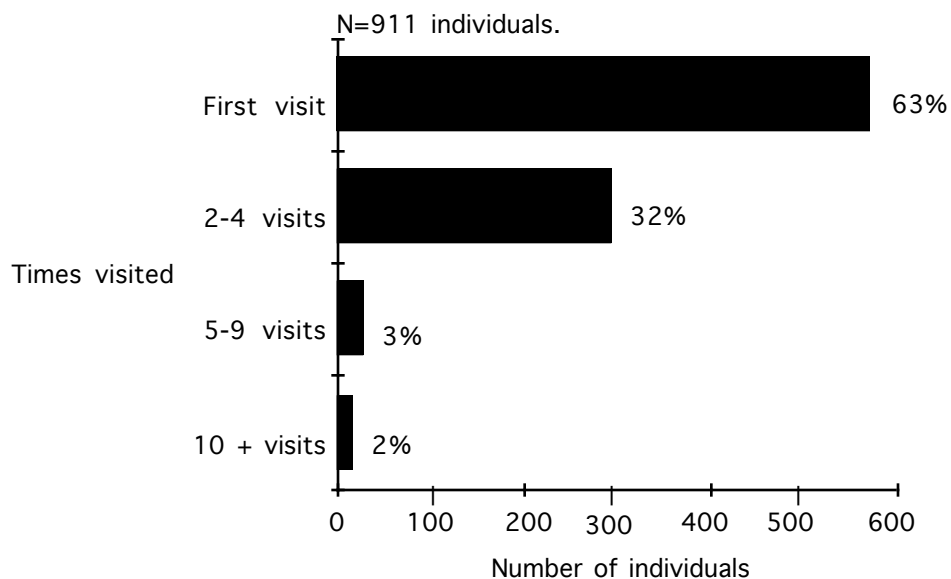
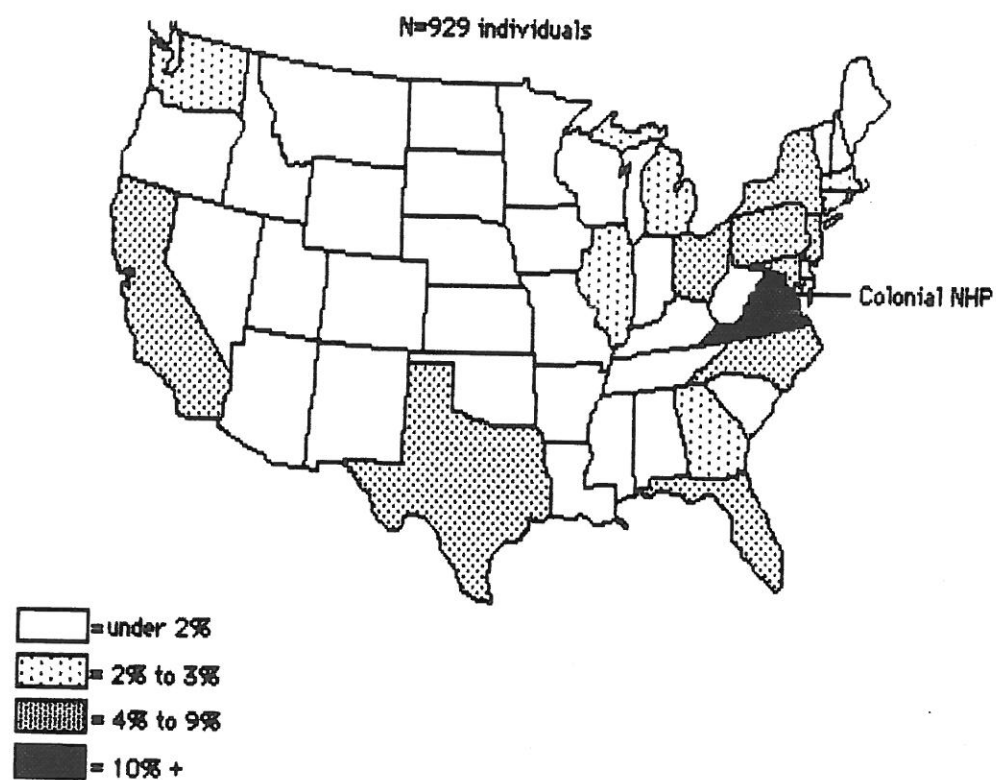
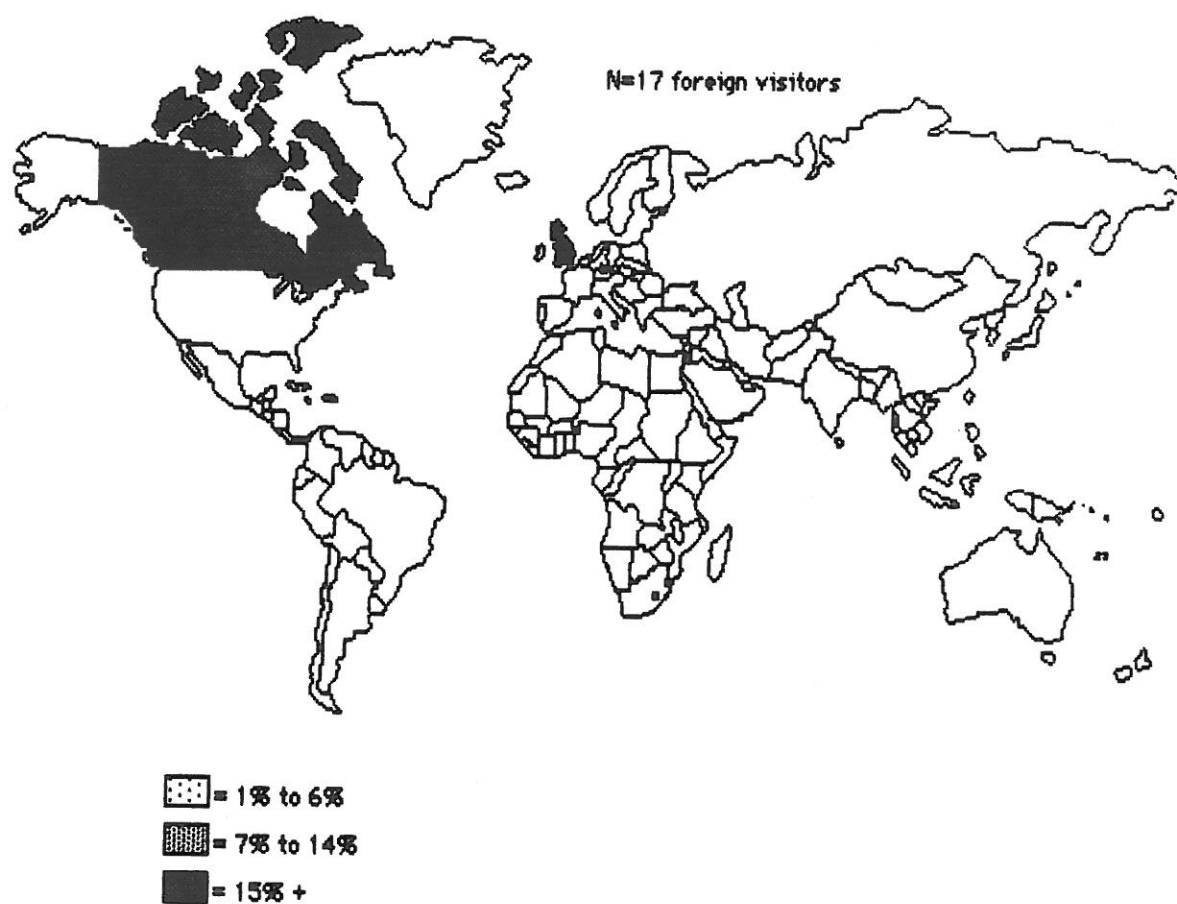


Figure 2.4: Number of visits made by Fall visitors

B. Visitor characteristics (continued)**Map 2.1: Proportion of Fall visitors from each state**

B. Visitor characteristics (continued)**Map 2.2: Proportion of foreign Fall visitors by country**

B. Visitor characteristics (continued)**Table 2.1: Proportion of Fall visitors from foreign countries**

N=17 foreign visitors.

Country	Number of individuals	% of foreign visitors
<u>North America</u>		53
Canada	9	
<u>Europe</u>		47
Germany	1	
Switzerland	1	
U.K.	6	

C. Visitor use of time

Figure 2.5 shows that Fall visitor groups commonly entered the park from 10:00a.m.-12:00 noon. Figure 2.6 illustrates that most Fall visitor groups (59%) stayed at Colonial for two to four hours, with a stay of three hours being the most common. Twenty-eight percent of the visitors stayed for six or more hours.

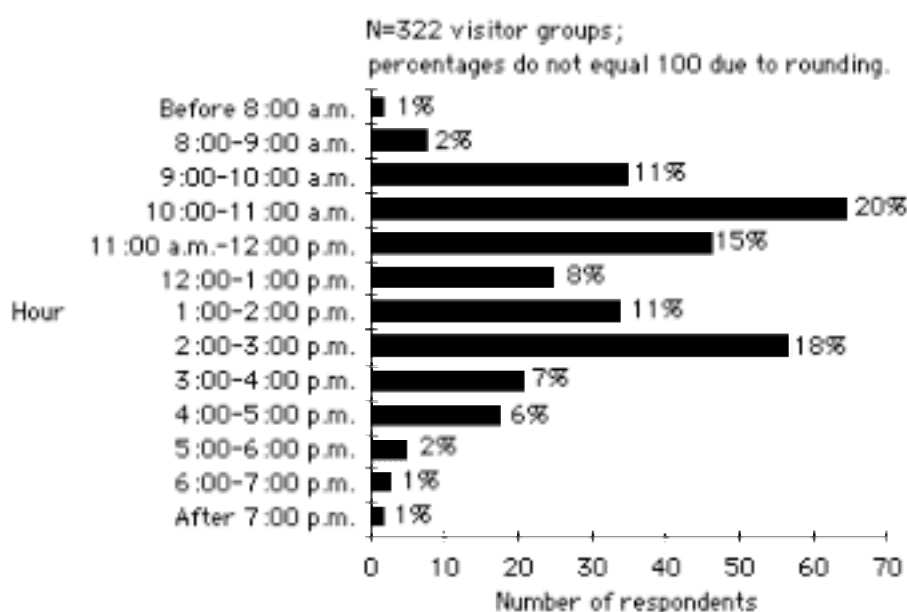
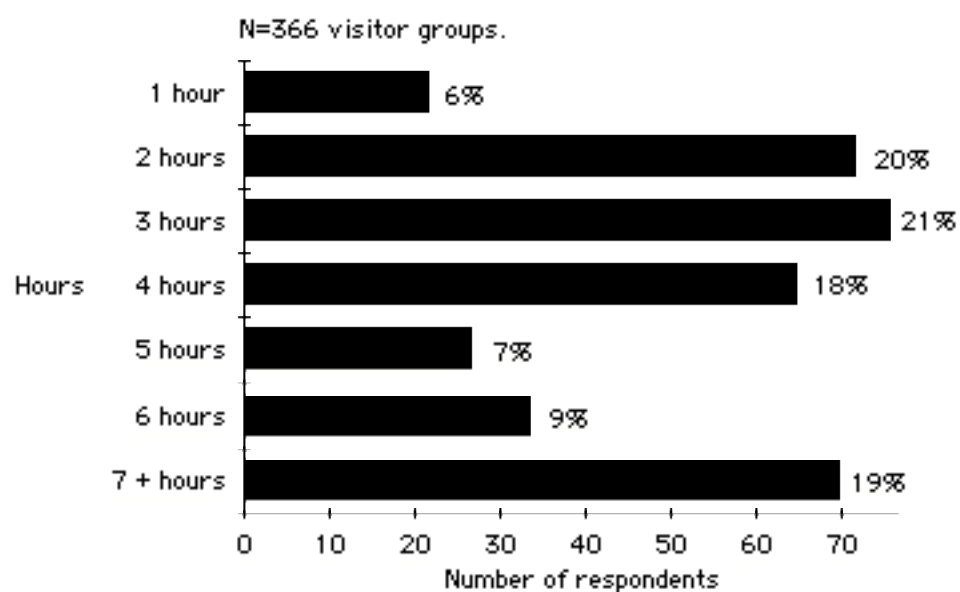


Figure 2.5: Fall visitors entering Colonial each hour of the

C. Visitor use of time (continued)**Figure 2.6: Number of hours Fall visitors spent at Colonia**

D. Visitor activities

Figure 2.7 shows the proportion of Fall visitor groups who engaged in each activity during their visit. The activities pursued by the majority of visitor groups included viewing outdoor exhibits (95%) and indoor exhibits (92%), viewing films/audio-visual programs (83%), going on a self-guided walk (71%) and shopping in the bookstore (67%). Participation was less common in activities such as picnicking, participating in outdoor activities and other activities.

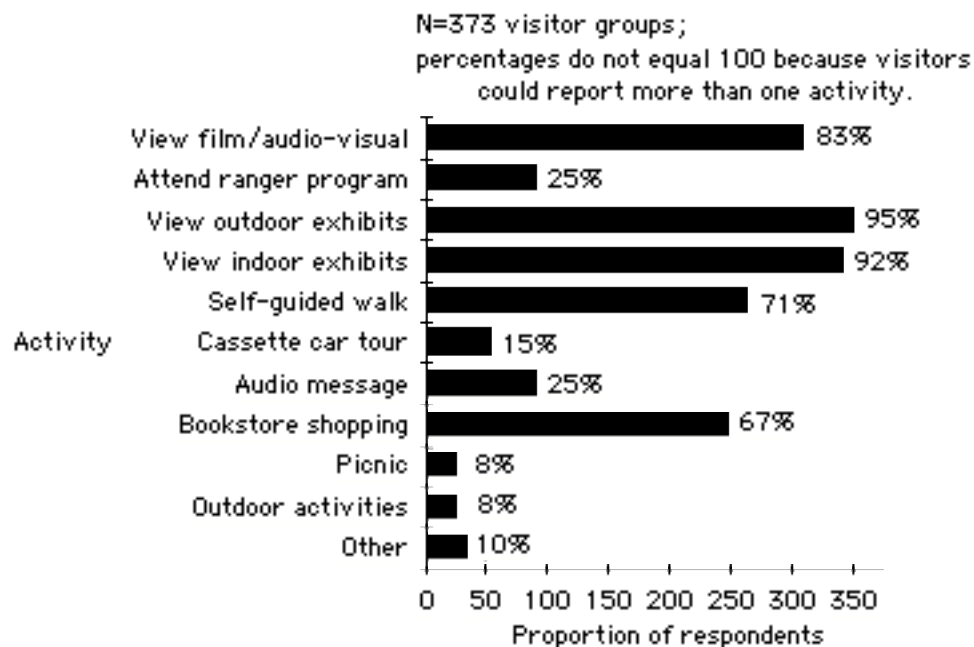


Figure 2.7: Proportion of Fall visitor groups participating in each activity

E. Visitor locations

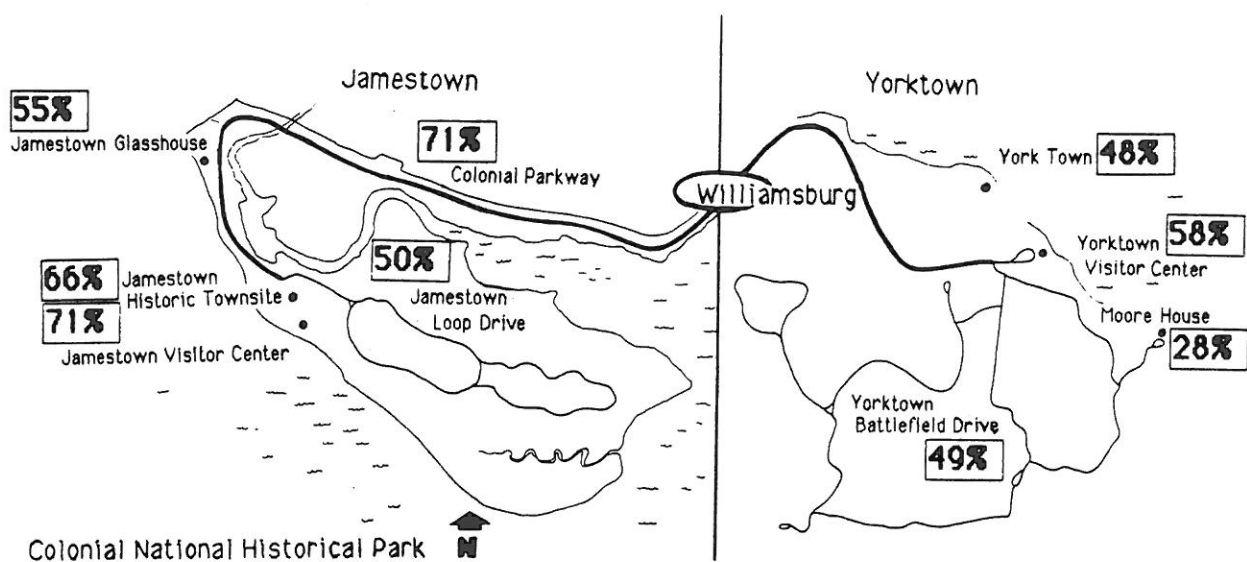
Map 2.3 shows the proportion of Fall visitor groups that stopped at each site. The largest proportion of visitor groups stopped at the Colonial Parkway (71%) and the Jamestown Visitor Center (71%), with the Jamestown Historic Townsite (66%) being the next most common destination.

Map 2.4 shows the proportion of Fall visitor groups who visited each site first. Forty-four percent of park visitor groups chose to go to the Colonial Parkway first, while 37% chose to stop at the Yorktown Visitor Center first.

The order in which Fall visitor groups stopped at sites during their visit is shown in Figures 2.8 through 2.16. Figure 2.8 shows visitor groups to the Colonial Parkway commonly went there at the beginning of their visit. Figures 2.9 and 2.10 show visitor groups to York Town and the Yorktown Visitor Center stopped at both sites throughout their visit, although slightly earlier than later for the Yorktown Visitor Center. As shown in Figure 2.11, most of the Moore House visitor groups stopped there from the early to middle part of their visit.

Visitor groups to the Yorktown Battlefield Drive tended to go there earlier than later in their visit (Figure 2.12). Figure 2.13 shows visitor groups to the Jamestown Loop Drive chose to go there mid-visit. Figure 2.14 shows visitor groups to the Jamestown Visitor Center stopped there more toward the early part of their visit. Visitors to the Jamestown Historic Townsite stopped there in the early to middle part of their visit (Figure 2.15). Figure 2.16 shows visitor groups to the Jamestown Glasshouse commonly made it an early stop.

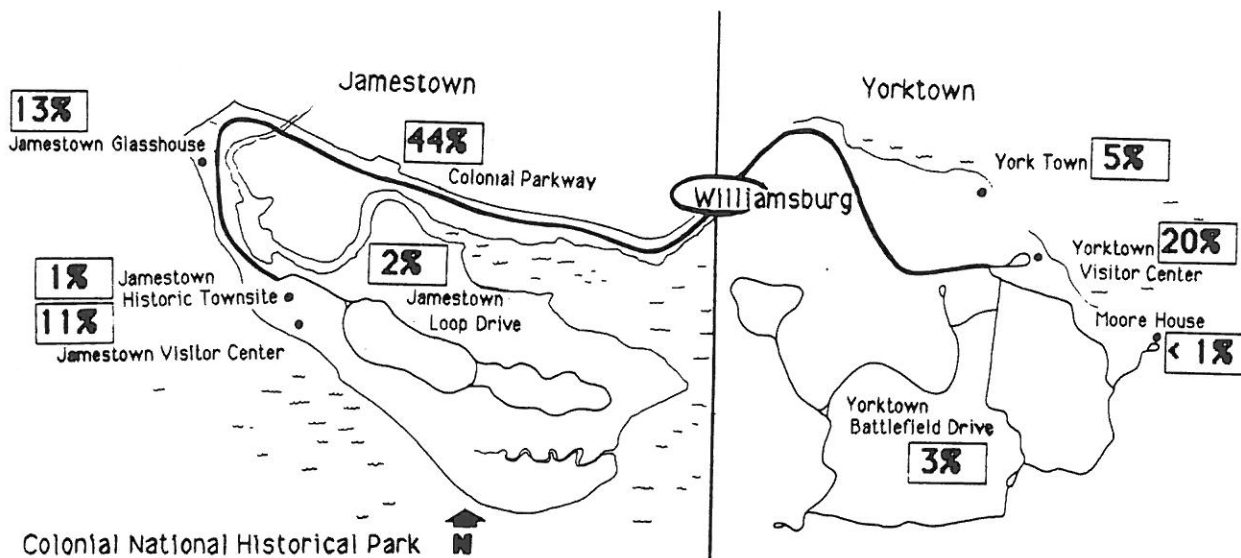
E. Visitor locations (continued)



N=373 visitor groups

Map 2.3: Proportion of all Fall visitors who stopped at each site

E. Visitor locations (continued)



N=267 visitor groups

Map 2.4: Proportion of Fall visitors who stopped at each site first

E. Visitor locations (continued)

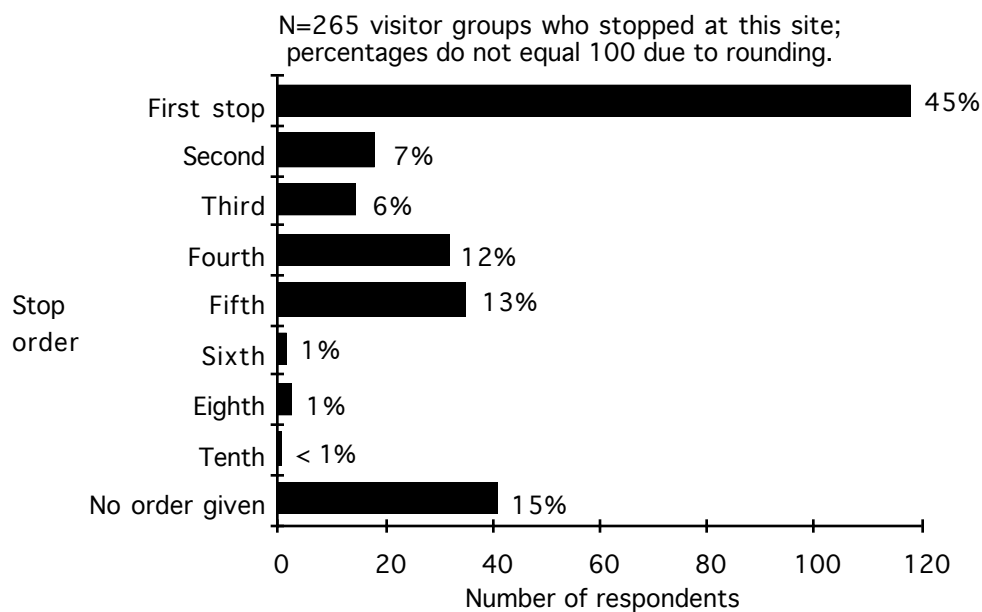


Figure 2.8: Order in which Fall visitors stopped at the Colonial Parkway

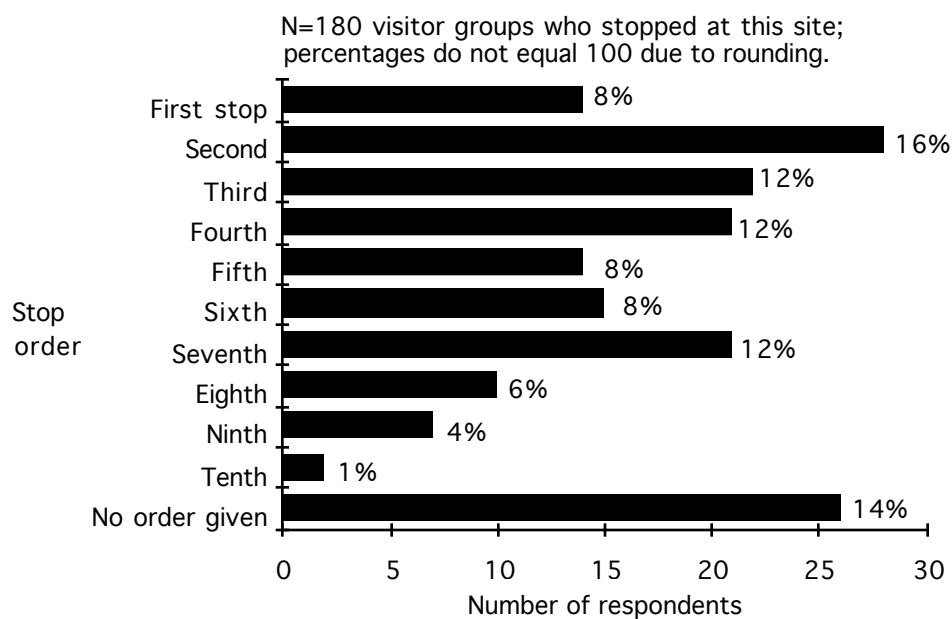


Figure 2.9: Order in which Fall visitors stopped at York Town

E. Visitor locations (continued)

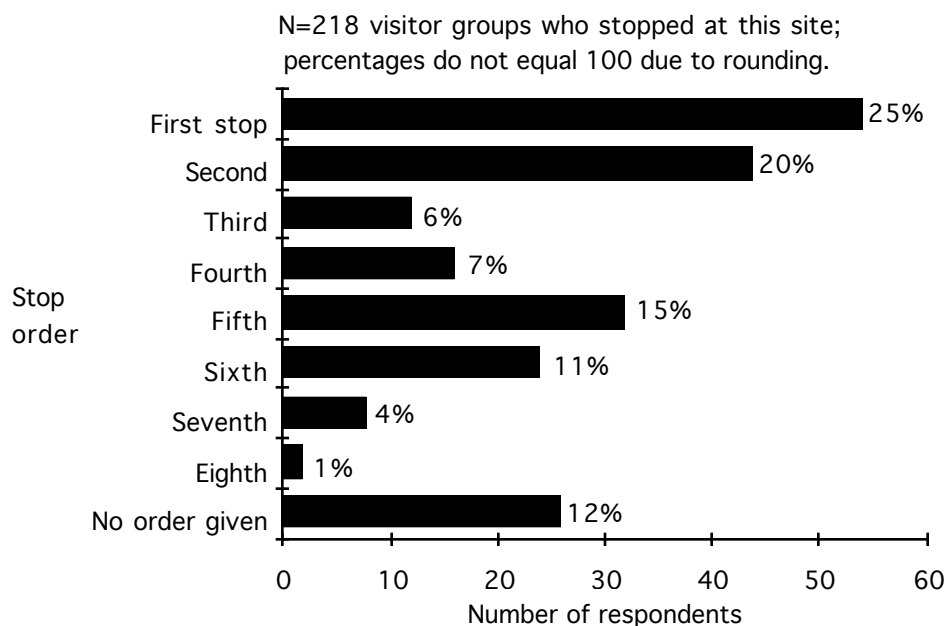


Figure 2.10: Order in which Fall visitors stopped at the York Town Visitor Center

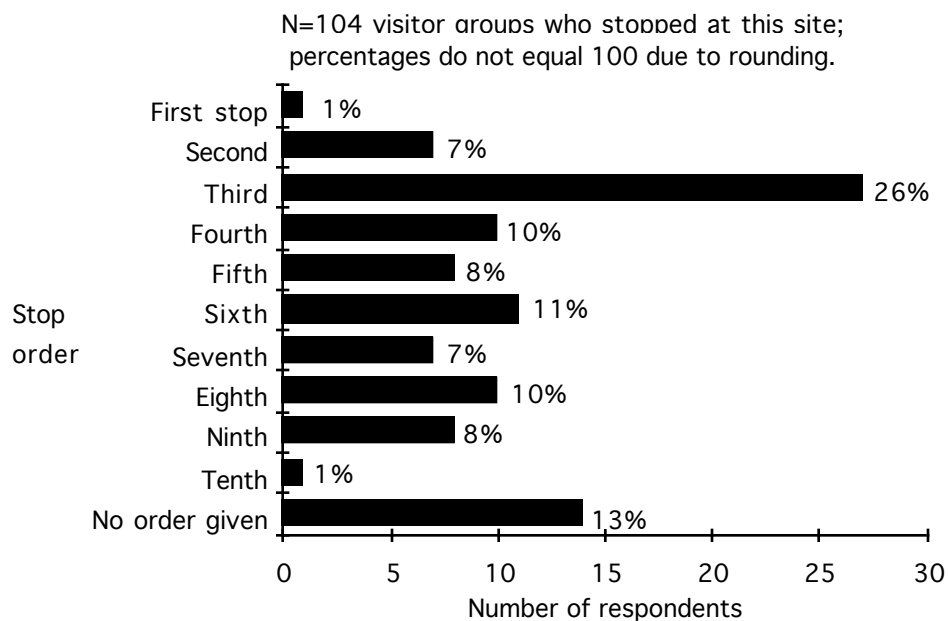


Figure 2.11: Order in which Fall visitors stopped at Moore House

E. Visitor locations (continued)

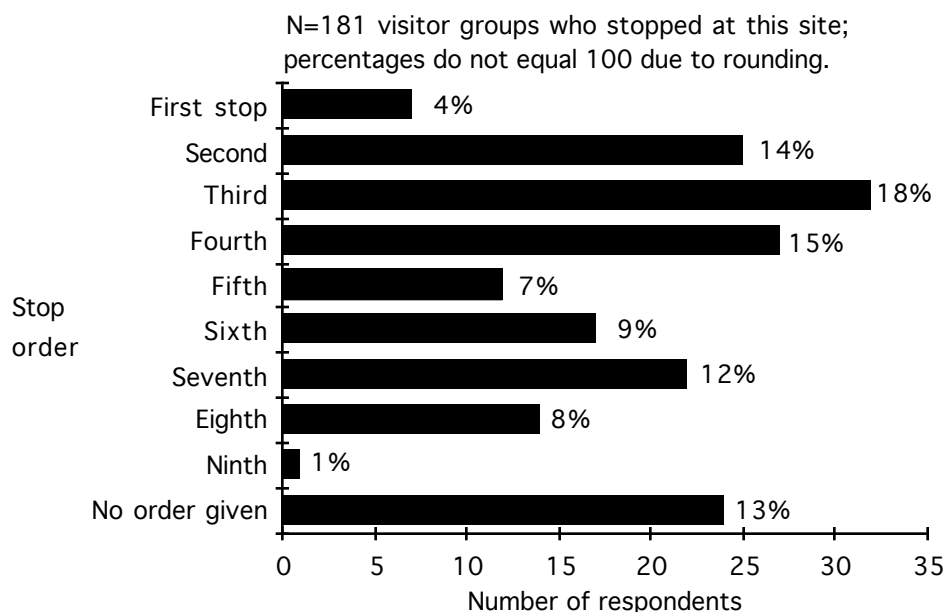


Figure 2.12: Order in which Fall visitors stopped at the Yorktown Battlefield Drive

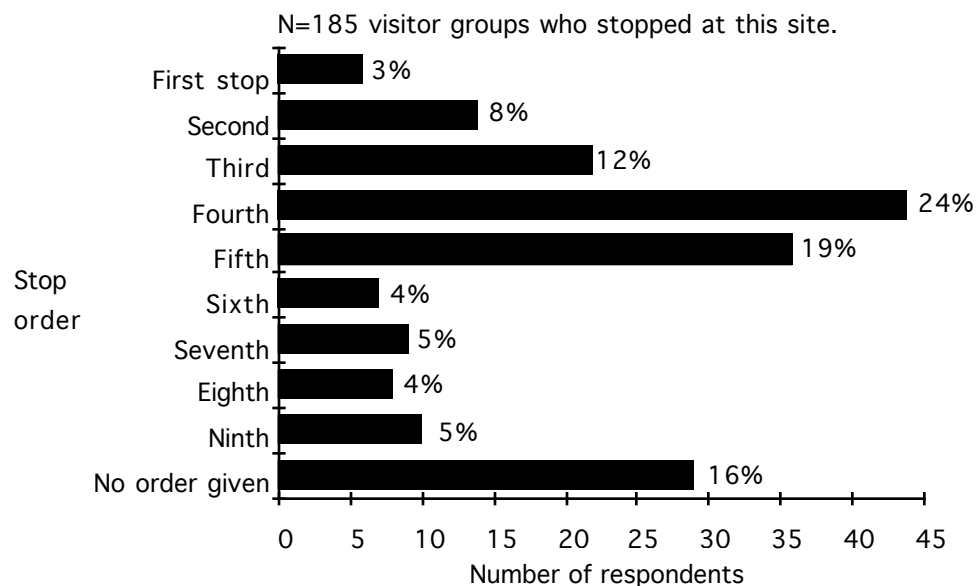


Figure 2.13: Order in which Fall visitors stopped at the Jamestown Loop Drive

E. Visitor locations (continued)

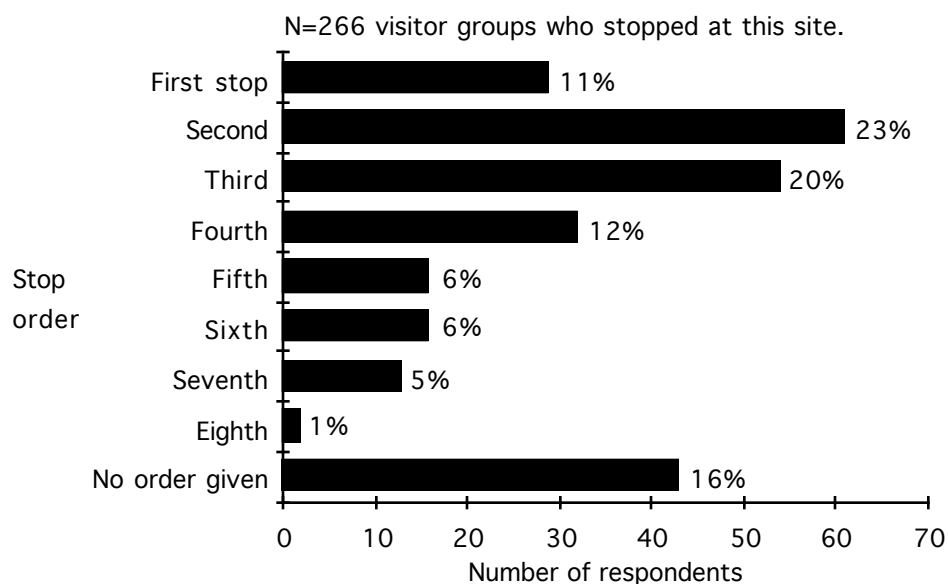


Figure 2.14: Order in which Fall visitors stopped at the Jamestown Visitor Center

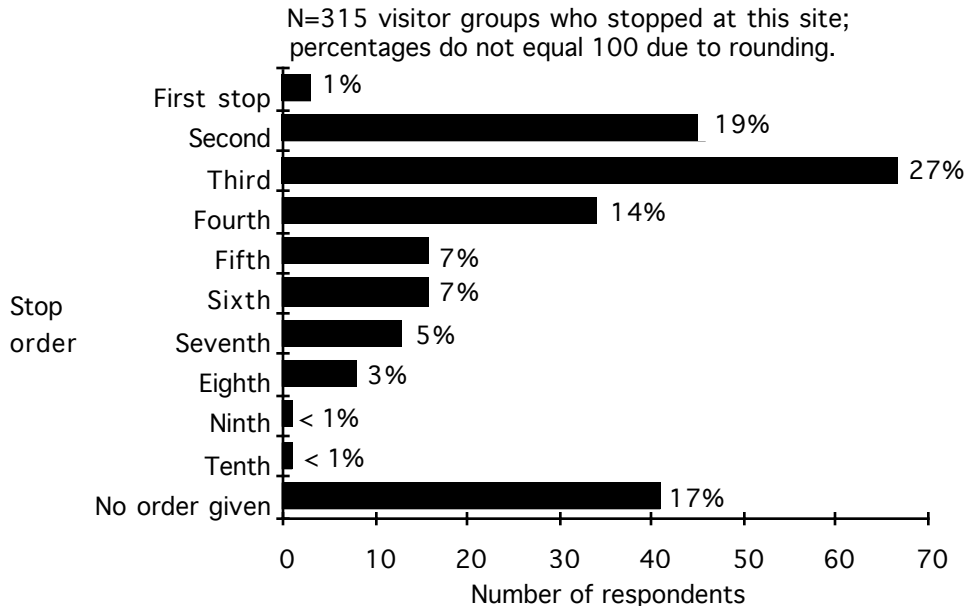


Figure 2.15: Order in which Fall visitors stopped at the Jamestown Historic Townsite

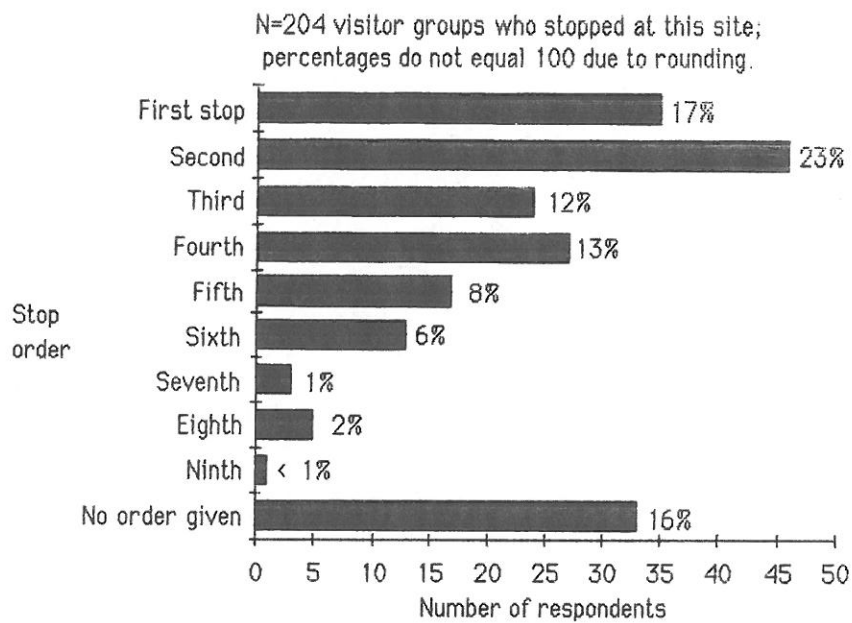
E. Visitor locations (continued)

Figure 2.16: Order in which Fall visitors stopped at the Jamestown Glasshouse

F. Special question 1: Association with Armed Forces stations

The survey asked Fall visitor groups if anyone was a member or related to a member of the U.S. Armed Forces stationed in southeastern Virginia. If yes, further specification of their posting was requested. Ten percent of the Fall visitor groups had either a member or someone related to a member of a southeast Virginia Armed Forces station. Figure 2.17 gives a breakdown of the most common sites. The Norfolk Naval Shipyard was the station with the highest representation among the Fall visitor groups at Colonial. Consult Table 1.2 for the remaining sites mentioned.

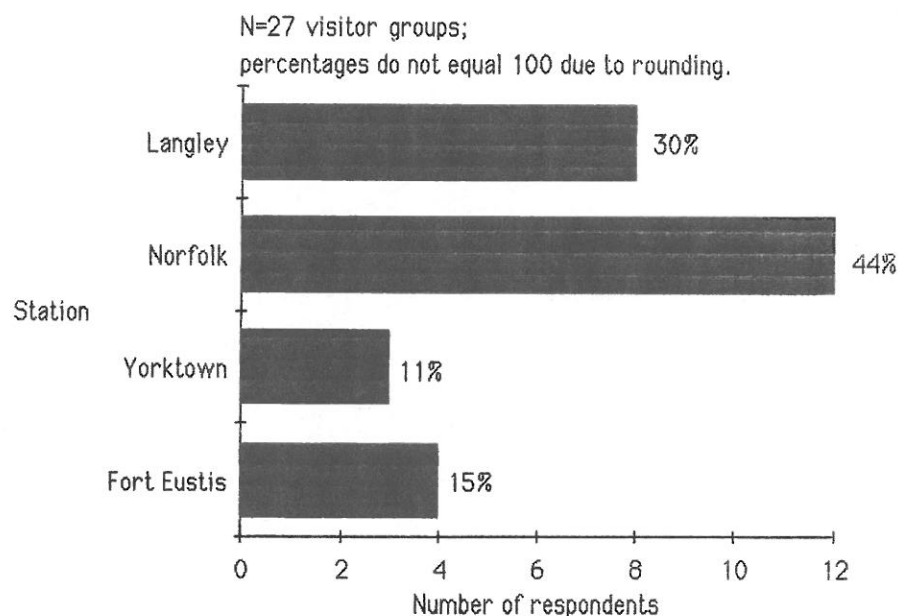


Figure 2.17: U.S. Armed Forces stations with which Fall visitors were associated

G. Special question 2: Williamsburg area attractions

The survey asked Fall visitor groups to specify what other attractions they visited in the Williamsburg area. Figure 2.19 shows six of these attractions as well as other attractions. Colonial Williamsburg was the most commonly visited attraction (76%). The attraction most commonly visited among the other attractions in the area was the Carter Grove Plantation. Table 1.3 lists further attractions mentioned by both Summer and Fall visitor groups.

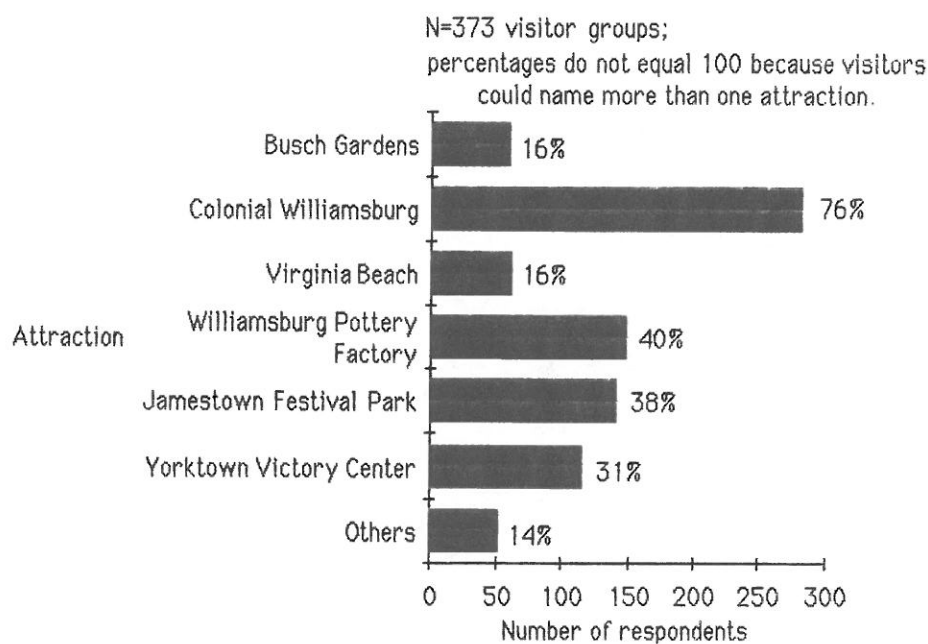


Figure 2.18: Other Williamsburg area attractions visited by Fall visitors

H. Special question 4: Difficulty locating Colonial

The survey asked Fall visitor groups if it was difficult to locate Colonial. Three percent said that it was difficult to find the park. The suggestions given for improving the park location process were similar to those mentioned by Summer visitor groups.

SIGNIFICANT SEASONAL VARIATIONS

This section compares the two seasons' results to highlight where significant seasonal variation existed. This comparison is not done by statistical means, rather by a visual inspection of the graphic results.

Visitor characteristics

Visitor group sizes differed between seasons in that there was a higher proportion of Fall visitor groups consisting of two people. In contrast, there was a higher proportion of Summer visitor groups consisting of four to five people.

Visitor ages varied between the seasons as well, with a significantly high proportion of Fall visitors being at least 56 years old. Summer visitors had higher proportions of children from 1-15 years of age and of adults aged 36-45 years.

A slight variation as to the number of visits made by visitors to the park was noticed between seasons. Summer visitors had a slightly higher proportion of visitors visiting for the first time, whereas Fall visitors had a slightly higher proportion of visitors visiting for their second to fourth time.

Visitor use of time

Little difference existed as to the time of arrival at the park between seasons, the only variation being that Fall visitor groups commonly tended to arrive earlier in the afternoon than did Summer visitor groups.

Significant seasonal variations (continued)Visitor activities

Most differences in activity participation between the seasons were slight. The exception was that Summer visitor groups had a much higher proportion who participated in a ranger-led program. Proportionately, participation by Summer visitor groups in picnicking was slightly higher. Slightly higher proportions of Fall visitor groups participated in both viewing films/audio-visual programs and going on self-guided walks.

Visitor locations

Differences in the total visitation to sites by visitor groups were evident. The proportions of first stops made by visitor groups did not vary much between seasons. Sites where the total visitation proportions varied the most included York Town, the Jamestown Visitor Center, Jamestown Glasshouse and the Jamestown Historic Townsite.

Special questions

Slight differences existed regarding the level of visitor group association with the four most commonly mentioned U.S. Armed Forces stations in the southeast Virginia region.

Visitor groups visited several other attractions in the Williamsburg area during both seasons. A higher proportion of Summer visitor groups visited Busch Gardens, Virginia Beach and other less mentioned attractions. A higher proportions of Fall visitor groups visited the Williamsburg Pottery Factory and the Yorktown Victory Center.

Table 3.1 summarizes these differences.

Significant seasonal variations (continued)

Table 3.1 Variation of Colonial results by variable and season
(proportion compared to other season).

Category	Variable		Summer	Fall
<u>Visitor Characteristics</u>				
	Group size	2 people 4-5 people	higher	higher
	Age in years	1-15 36-45 56+	higher higher	higher
	Number of visits	first time 2-4 times	higher	higher
<u>Visitor Use of Time</u>				
	Arrival time	early afternoon late afternoon	higher	higher
<u>Visitor Activities</u>				
		films/a.v. programs ranger-led programs self-guided walks cassette car tour picnicking	higher higher	higher higher higher
<u>Visitor Locations</u>				
	Total visitation	Yorktown Yorktown Battlefield Drive Jamestown Visitor Center Jamestown Historic Townsite Jamestown Glasshouse	 higher higher higher	higher higher
	First stop	Yorktown Visitor Center Jamestown Glasshouse	higher	higher
<u>Attractions</u>				
		Busch Gardens Virginia Beach Other attractions Williamsburg Pottery Factory Yorktown Victory Center	higher higher higher	higher higher

SUMMARIES OF VISITOR COMMENTS - Introduction

Volume 2 of this report contains unedited comments made by both Summer and Fall visitor groups. A summary of the comments made by Summer and Fall visitor groups appears below, and is also included within Volume 2. Some comments offer specific suggestions regarding what visitors like or dislike, while others contain general impressions. A wide variety of topics are discussed, including historical features, facilities, interpretation services, personnel, and maintenance.

Visitor Comment Summary: Summer

Visitors answers to question 7: "Why did you and your group come to Colonial National Historic Park?"*

Comment	Number
GENERAL COMMENTS	[521]
Interested in history or historic places	235
Wanted to show it to someone else	53
Vacationing through area	47
Near other area of interest	36
Enjoyed previous visit	23
For the area's particular attributes (well maintained, scenic, uncrowded, etc.)	23
Recommended by others	16
To see Jamestown	14
To see Yorktown Battlefield	12
Someone else wanted to see it	10
Relative or friend lives in area - something to do	8
Proximity to residence	6
Related to early colonial settlers	5
The variety of things to do in the area	5
Obtain historical information for educational purpose	5
Enjoyed visits to other NPS sites	5
Became interested through TV or magazine advertisement	3
Came across accidentally	3
Curiosity	3
Part of Boy Scout outing	2
To go sailing	1
To take the Loop Drive	1
Ads for Williamsburg created interest in other nearby areas	1
To ride the ferry	1
To be near the ocean	1
To bike on Colonial Parkway	1
To run	1

*N = 521. Many visitors gave more than one reason.

Summary of Summer visitor comments (continued)

Visitors' answers to question 8: "How could locating Colonial National Historic Park be made easier?"*

Comment	Number
Better or more signing	12
By clarifying which areas are part of the park	2
Clarify that Jamestown Festival Village and the original townsite are separate	2
Increase local advertising	1
Improve local maps	1
Signs need to be placed more in advance of turns	1
Better descriptive graphics on interstate signs	1
Place park brochures in local tourist information racks	1

*N = 21.

Summary of Summer visitor comments (continued)

Visitors' answers to question 9: "Is there anything else you would like to tell us about your visit to Colonial National Historical Park?"*

Comment	Number
GENERAL STATEMENTS OR IMPRESSIONS	[249]
Enjoyed visit	70
Clean or well maintained	36
Visit interesting or informative	30
Would like or plan to revisit	19
Scenic or beautiful area	17
Enjoyed lack of commercialization	9
Will recommend to others	6
Needed or wished we had more time	6
Fees for Jamestown too expensive	6
Keep up the good work	5
Well organized	4
Enjoyable historic atmosphere	4
Good use of tax money	3
Quiet or relaxing	3
Improved since last visit	3
NPS facilities are always excellent	3
Need more information before visit	2
Areas of interest easily assessable and well marked	2
Need better advertisements	2
Learn something new with each visit	2
Park maintenance needs improvement	2
Too hot or humid	2
Need more areas like this	1
Children were bored	1
Keep as natural as possible	1
Appreciated lack of fees	1
Fees reasonable	1
Not crowded	1
The way visitors treat park is disconcerting	1
Appreciated naturalness of area	1
Access for handicapped limited	1
Prevent private development or ownership	1
Why are there fees to National Park area	1
Park entrance fees are inconsistent	1
Hours need better posting	1

*N = 570. Many visitors gave more than one response. It should also be noted that a number of these comments may be about other than Park Service areas.

Summary of Summer visitor comments (continued)

INTERPRETIVE FACILITIES

[171]

Enjoyed interpretive programs (especially guided tours and living history)	39
Interpretive signs difficult to read	12
Enjoyed glassworks exhibit	10
Enjoyed films or movies	10
Visitor Center high quality	9
Enjoyed Colonial Parkway Drive	9
Movie disappointing	5
Enjoyed tape tour	4
Sites of interest need better marking	4
Battlefield area needs maintenance	4
Need more restoration	4
Have even more living history	3
Guides at Jamestown would have been helpful	3
Fees to see ships too high	3
Label trees and bushes	3
Enjoyed exhibits	3
Need more historic information	3
Enjoyed Jamestown loop drive	2
Self guiding map well done	2
Have bird list available	2
Expected more reconstruction	2
Develop additional interpretive facilities	2
Mark location of landing	1
Enjoyed cannon demonstration	1
Tour routes well marked	1
Interpretive emphasis needs adjusting	1
Yorktown Visitor Center disappointing	1
Need to make availability of guided tours better known	1
Outside pamphlet racks empty	1
Restorations should be on original sites	1
Too many bugs at Jamestown Visitor Center	1
Enjoyed paintings	1
Voice boxes inoperative	1
Museum excellent	1
Need more artifacts in museum	1
Post Visitor Center hours	1
Need guide book	1
Up-grade interpretive facilities	1
Have cannon firing demonstration	1
Nelson House disappointing	1
Enjoyed Nelson House	1
Parents of crying children in movie should be asked to leave	1
Offer tour of loop road on horseback	1
Films not geared towards children	1
Lighting in Visitor Center poor	1
Sell greater variety of items	1

Summary of Summer visitor comments (continued)

Some exhibits and displays not relevant	1
Tour maps hard to read	1
Signing to Carter's Grove Plantation inadequate	1
Auto tour disappointing	1
Provide more site information on Civil War history	1
Self guided tour routes poorly marked	1
Self guided tour routes easy to follow	1
Pullouts need better marking	1
Auto tour brochure should be distributed at gate	1

OTHER FACILITIES

[28]

Need food or drink concessions	7
Road signing inadequate	4
Restrooms dirty	3
Need more hiking trails	2
Need better access to tourist support services	1
Parking convenient	1
Good picnic facilities	1
Need pull-through parking for trailers	1
Air conditioned buildings appreciated	1
Need more trash cans	1
Restrooms clean	1
Picnic area would be appreciated	1
Need more comfortable benches	1
Not enough good restaurants	1
Not enough nightspots	1
Food is average	1

PERSONNEL

[91]

Staff friendly or helpful	42
Staff is of high quality (especially tour guides)	23
Staff knowledgeable or informative	21
Volunteer guides were good	2
Support student volunteer program	1
Would like to see more rangers	1
Rangers should patrol later in day	1

Summary of Summer visitor comments (continued)

MISCELLANEOUS

[31]

Williamsburg too expensive or too commercial	9
Differences between NPS historic sites and other sites with similar names confusing or unclear	6
Yorktown Victory Center over-priced	3
Jamestown Festival Village over-priced or poorly run	3
Victory Center and Festival Park should be run by NPS	2
Speed limits should be enforced	2
Would like to have seen deer	1
Jamestown Festival Village advertising misleading	1
Mayflies were annoying	1
Wished we saw more wildlife	1
Need more information on Festival Park	1
Missed outdoor play at Williamsburg	1

Visitor Comment Summary: Fall

Visitors' answers to question 7: "Why did you and your group visit Colonial National Historical Park?"*

Comment	Number
Interested in history or historic places	152
Travelling through or vacationing in area	33
Near other area(s) of interest	26
Enjoyed previous visit	23
To see Jamestown	20
Wanted to show it to someone else	16
To see Yorktown Battlefield site	15
Recommended by others	14
Visiting person in area - something to do	11
Particular attributes of park (quiet, relaxing, clean non commercial, etc.)	8
Related to early settlers	5
To see pottery and glasshouse exhibits	5
View autumn foliage	5
To relax	5
To enjoy a natural area and its scenery	5
Someone else wanted to see it	4
Enjoyed visits to other NPS sites	3
Shop	3
Get away from the city	2
Take photographs	2
Business	2
Bicycle ride	2
Saw advertisement for Williamsburg	1
To see military demonstration	1
I was bored	1
Yorktown Day weekend festivities	1
To walk dog	1
Walk around	1
Extra credit for history class	1
Attend church revival	1
Discovered by accident	1

*N = 370 responses. Many visitors gave more than one reason.

Summary of Fall visitor comments (continued)

Visitors' answers to question 8: "How could locating Colonial National Historical Park be made easier?"*

Comment	Number
Better signing	8
Light signs at night	1
Better maps	1
More advertising	

*N = 10.

Summary of Fall visitor comments (continued)

Visitors' answers to question 9: "Is there anything else you would like to tell us about your visit to Colonial National Historical Park?"*

Comment	Number
GENERAL STATEMENTS	[273]
Enjoyed visit	80
Clean or well maintained	41
Interesting or informative visit	35
Would like or plan to return	17
Scenic area	15
Needed or wished we had more time	12
Appreciate NPS system	11
Visit was inspiring	6
Enjoyed viewing wildlife	6
Quiet or relaxing	6
Should be visited by every American (esp. children)	4
Entrance fee inappropriate	4
Keep as natural as possible	4
Appreciated lack of commercialism	4
Points of interest well marked or easily accessible	3
Will recommend to others	2
Uncrowded	2
Appreciated lack of fees	2
Could have used more information before visit	2
Too many beer cans on ground	2
Not well maintained	2
Appreciated senior citizen discount	2
Appreciated military discount	2
Handicapped access limited	2
Learn something new with each visit	1
Do not commercialize	1
Good historic atmosphere	1
Points of interest difficult to find	1
Good use of tax dollars	1
Sites should be open till dark	1
Wished we had seen more wildlife	1

*N = 490.

Summary of Fall visitor comments (continued)

INTERPRETIVE FACILITIES

[94]

Enjoyed interpretive programs and facilities	19
Enjoyed films	10
Enjoyed Colonial Parkway Drive	8
Enjoyed Glasshouse exhibit	7
Interpretive information well presented	6
Interpretive signs hard to read	6
Enjoyed Jamestown Loop Drive	6
Battlefield area needs maintenance	3
Visitor Center well done	3
Need more specific historical information	3
Advertise availability of taped tour better	2
Film disappointing	2
Need better lighting in Visitor Center	1
Visitor Center exhibits poorly done	1
Yorktown Battlefield needs additional signing	1
Entrance and exit restrictions on Colonial Parkway create more traffic problems than they solve	1
More guided tours	1
Enjoyed Jamestown Church	1
Interpretive information should be available in French	1
Need more artifacts	1
Excellent maps	1
Information on plaque incorrect	1
Enjoyed self-guided walks	1
Film was in poor shape	1
Taped-tour excellent idea	1
Need information on other historic sites in Virginia	1
Advertise programs on TV	1
Would like to see more craftsmen at work	1
Model reconstruction of Jamestown would be useful	1
Wished craftspeople were there	1
Post hours for various sites at Visitor Center	1

OTHER FACILITIES

[29]

Restrooms dirty	3
Need better road signs	3
Restroom stalls need coat hooks	2
Good gift shop	2
Need refreshment stand	2
Should have snack bar	2
Parkway needs separate bicycle path	1
Better lighting needed in restrooms	1
Handicapped parking inadequate	1
Need fast food restaurant	1
Roads well marked	1

Summary of Fall visitor comments (continued)

Restrooms clean	1
Hand drying devices in restrooms too high for children	1
Need more trash cans	1
Need more parking areas along loop drive	1
Rent bicycles	1
Need better restroom facilities	1
Develop picnic area	1
Good bus service	1
More benches needed	1
Points of interest need better signing	1

Summary of Fall visitor comments (continued)

PERSONNEL

[75]

Staff friendly or helpful	40
Staff is of high quality	17
Staff knowledgeable or informative	15
Park Ranger rude	1
Tour guide seemed reluctant to discuss Festival Park	1
Clerk at Bookstore not helpful	1

MISCELLANEOUS

[19]

Fees too high	4
Fees at Williamsburg too high	3
Confused over differences between NPS areas and other nearby historic attractions	3
Yorktown Victory Center disappointing or too costly	2
Area parks should have one admission price	1
Williamsburg too crowded	1
Sites run by different entities need better coordination of information	1
Couldn't find shops	1
Hard to find good restaurant and hotel facilities	1
Shops at Williamsburg closed too early	1
Williamsburg too commercialized	1

MENU FOR FURTHER ANALYSIS

This report contains only some of the information that can be provided by the results of this study. By combining characteristics such as visitor ages, site visited, group size, and so forth, many further analyses can be made. Park personnel may wish to see other tables, graphs, and maps in order to learn more about visitors.

This menu is provided so that the requests for further analyses can be done easily.

Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics at a time. For example, if knowledge is desired about which activities a particular age group engaged in, a comparison of activity by age group could be requested; if knowledge about which expenditure varied the most between group types was required, a comparison of expenditures by group type could be requested.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, if knowledge was desired about the different activities of visitor group types to each site, a comparison of (activity by group type) by site visited could be requested; if knowledge about which age groups were participating in an activity at a particular site was required, a comparison of (age group by activity) by site visited could be requested.

In the first section of the sample order form found on the page after next is a complete list of the characteristics for which information was collected from the visitors to your park. Below this list is a series of blanks that are provided for specifying the variables that are to be requested in two-way comparisons. Simply select the two variables of interest from the list and write their names in the spaces provided.

Please indicate the season of interest and use a separate form for each season requested. Blank order forms are provided for tearing out and completing, as shown in the example.

Menu for further analysis (continued)

To request a three-way comparison, the next section of the order form provides blanks for specifying each of the three characteristics of interest. For example, if a comparison of activity by group type by age group is required, each of these characteristics should be listed in the space provided on the order form.

SAMPLE

Visitor Services Project
Analysis Order Form--Report 10 (Colonial)

Date of request: _____
Person requesting analysis: _____
Phone number (commercial): _____

Use the variable list below to choose the characteristics of interest to be specified in the following requests for two-way and three-way comparisons.

1. Group size
2. Group type
3. Age
4. State residence
5. Number of visits
6. Entry time
7. Entry day

8. Length of stay
9. Activity
10. Site visited
11. Armed forces associated
12. Other attractions
13. Visit reason
14. Difficulty locating park

1. Indicate the season of interest (please fill out a separate form for each season requested):
Summer _____ Fall _____

2. Additional two-way comparisons (please write in the appropriate variable names from the above list):

Variable	by	Variable
<u>group type</u>	by	<u>site visited</u>
_____	by	_____
_____	by	_____
_____	by	_____

3. Additional three-way comparisons (please describe, listing the three items of interest from the previous list):

Variable	by	Variable	by	Variable
<u>group type</u>	by	<u>activity</u>	by	<u>site visited</u>
_____	by	_____	by	_____
_____	by	_____	by	_____

4. Special Instructions

It may be helpful to know what format you need, the purpose for the information, and so forth.

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

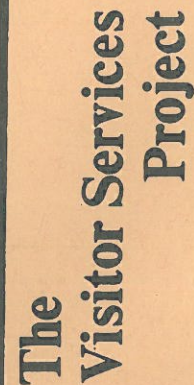
APPENDICES

Appendix A: Questionnaire

Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range
Sciences
University of Idaho
Moscow, Idaho 83843

OFFICIAL BUSINESS

Postage and Fees Paid



IMPORTANT

Colonial National Historical Park includes Jamestown National Historic Site, Yorktown National Battlefield, and the Colonial Parkway.

When did you first enter Colonial National Historical Park this visit?

____ DAY OF THE WEEK (M,T,W,Th,F,S,Su)

____ TIME OF DAY ____ am. ____ pm.

DIRECTIONS

One person in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. No postage is needed.

PLEASE GO ON TO NEXT PAGE



United States Department of the Interior

NATIONAL PARK SERVICE
COLONIAL NATIONAL HISTORICAL PARK
POST OFFICE BOX 210
YORKTOWN, VIRGINIA 23690

IN REPLY REFER TO:

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the activities that visitors to Colonial enjoy, the places they visit within the park, and to more accurately count visitors.

This questionnaire is only being given to a select number of visitors. Your participation is very important! It should only take a few minutes of your time during your visit to Colonial.

When your visit is over, please complete the questionnaire. Then, seal it with the sticker provided on the last page and simply drop it in any U.S. mailbox.

Please be assured that all of the information is confidential. Do not write your name on the questionnaire. If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate you help.

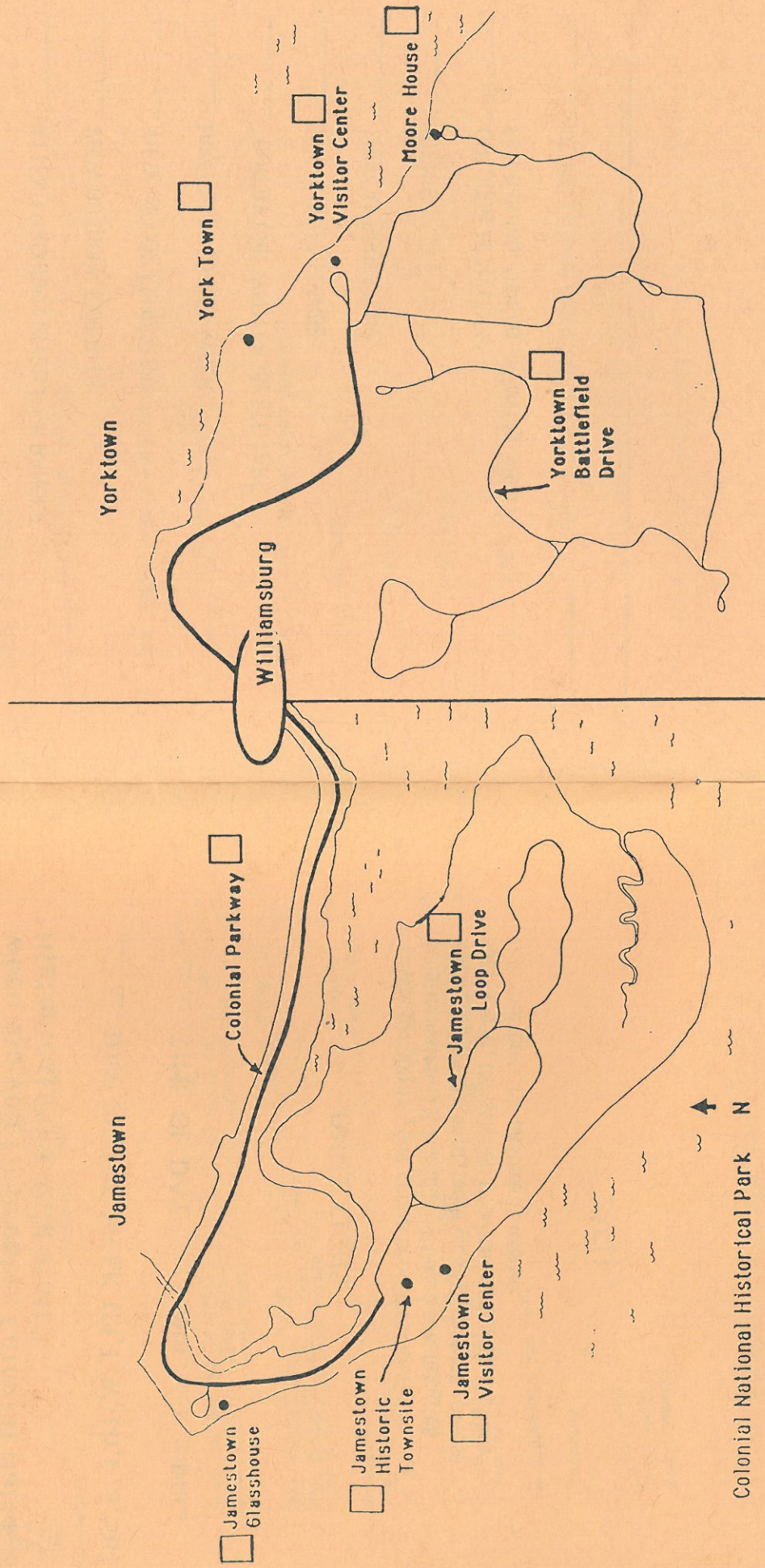
Sincerely,

David L. Moffitt
David Moffitt,
Superintendent

PLACES YOU VISITED

On the map below, please indicate the order of the places you visited in Colonial National Historical Park. Simply write 1st, 2nd, 3rd, and so forth, in the box beside each place you visited.

If you did not visit any of these places, please go on to page 6.



YOUR ACTIVITIES

Please check (☒) the activities that you and your group did in Colonial National Historical Park during your visit.
(Please check all that apply.)

_____ ATTEND FILM OR AUDIO-VISUAL PROGRAM

_____ ATTEND PROGRAM GIVEN BY A RANGER

_____ VIEW OUTDOOR EXHIBITS

_____ VIEW INDOOR EXHIBITS

_____ TAKE SELF-GUIDED WALK

_____ TOUR BY CAR WITH CASSETTE TAPE

_____ USE AUDIO MESSAGE

_____ SHOP AT BOOKSTORE

_____ PICNIC

_____ OUTDOOR ACTIVITIES--
(sunbathing, fishing, relaxing, etc.)

_____ OTHER (please describe: _____)

YOU AND YOUR OPINIONS

We hope you enjoyed your visit to Colonial National Historical Park. Below are several questions that will help us learn about the people who participated in the study and their thoughts about the park.

1. How many hours did you spend in Colonial National Historical Park this visit?

_____ NUMBER OF HOURS

2. How many people were in your group?

_____ NUMBER OF PEOPLE

3. What kind of group were you with?

_____ ALONE

_____ FAMILY

_____ FRIENDS

_____ FAMILY AND FRIENDS

_____ GUIDED TOUR GROUP

_____ OTHER GROUP (please describe: _____)

4. For yourself and each member of your group, please indicate:

- 1) your age on your last birthday
- 2) the zip code of your permanent residence (if you are from a country other than the United States, please give the name of that country), and
- 3) the number of times you have visited Colonial National Historical Park, including this visit.

	AGE	ZIP CODE (country)	# TIMES VISITED
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
additional members: (If large group, indicate sponsoring organization)			

5. Are you or any of your group a member (or related to a member) of the U.S. armed forces stationed in southeastern Virginia?

_____ YES

_____ NO

If so, which base?

6. During this visit to the Williamsburg area, which other attractions did you and your group visit? (Please check all that apply.)

_____ BUSCH GARDENS

_____ COLONIAL WILLIAMSBURG

_____ VIRGINIA BEACH

_____ WILLIAMSBURG POTTERY FACTORY

_____ JAMESTOWN FESTIVAL PARK

_____ YORK TOWN VICTORY CENTER

_____ OTHER (Please list: _____)

PLEASE GO ON TO NEXT PAGE

7. Why did you and your group come to Colonial National Historical Park? (Please describe your reasons.)

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

8. Did you find it difficult to locate Colonial National Historical Park?

YES-

22

If so, how could locating Colonial National Historical Park be made easier? (Please explain.)

PLEASE GO ON TO NEXT PAGE

9. Is there anything else you would like to tell us about your visit to Colonial National Historical Park?

This image shows a single sheet of cream-colored paper with horizontal blue or grey ruling lines. The paper is oriented vertically and appears to be a standard piece of stationery or notebook paper. There are approximately 20-22 lines visible across the page. The paper has a slightly textured appearance and some minor discoloration or aging marks. Faint, illegible markings are visible near the top edge, possibly from a previous page or a stamp.

Thank you for your help. Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox -- no postage is needed.

Phone number (commercial): _____

1. Group size
2. Group type
3. Age
4. State residence
5. Number of visits
6. Entry time
7. Entry day
8. Length of stay
9. Activity
10. Site visited
11. Armed forces associated
12. Other attractions
13. Visit reason
14. Difficulty locating park

Summer _____ **Fall** _____

[illegible]

Report 10: Order Form (continued)

3. Additional three-way comparisons (please describe, listing the three items of interest from the previous list):

<u>Variable</u>	<u>Variable</u>	<u>Variable</u>
_____	by _____	by _____
_____	by _____	by _____
_____	by _____	by _____

4. Special Instructions

Mail to:
 Cooperative Park Studies Unit
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Moscow, Idaho 83843