

## 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.