

Visitor Services Project
Hopewell Furnace National Historic Site
Report Summary

- This report describes the results of a visitor study at Hopewell Furnace National Historic Site (NHS) during August 3-11, 2002. A total of **321 questionnaires were distributed** to visitors. Visitors **returned 252 questionnaires** for a **78.5% response rate**.
- This report profiles Hopewell Furnace NHS visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Thirty-five percent of visitor groups were groups of two. Sixty-eight percent of the visitor groups were family groups. Forty-two percent of visitors were aged 31-55 years and 31% were aged 15 or younger.
- United States visitors were from Pennsylvania (73%), New Jersey (7%), Maryland (3%), 25 other states, and Washington, D.C. International visitors accounted for 4% of all visitors. Of those, 22% visited from Germany, and another 22% were from Spain.
- For most visitors (84%) this visit was their only visit in the last 12 months. During their lifetime, 60% of visitors had visited the park one time and 18% had visited the park 2 times.
- On this visit, the activities in which visitors most often participated were learning history (91%), seeing living history demonstrations (85%) and visiting the visitor center (76%). When asked to list the three most important activities, visitors most often responded "learning history."
- Living in the local area (42%), previous visit(s) (40%), and word of mouth/friends/relatives (24%), were the most used sources of information about the park prior to visiting.
- Most visitor groups (94%) visited Hopewell Furnace NHS on only one day. Of those who visited for less than one day, 13% spent one hour and 72% spent 2 or 3 hours in the park.
- Forty-three percent of visitor groups indicated that Hopewell Furnace NHS was a primary destination of their trip; 10% indicated that the park was not a planned destination. Most visitor groups (60%) did not stay overnight away from home in the Hopewell Furnace NHS area. Of those who stayed overnight in the area, 20% stayed one night and 40% stayed two nights. The most common type of lodging was tent camping (41%).
- The most common routes that visitor groups used to arrive at Hopewell Furnace NHS were Route 23 from the east (21%) and Route 23 from the west (20%). Most visitor groups (93%) had no difficulty in locating the park, although 7% did have difficulty.
- The park brochure/map (85%), parking area (82%), restrooms (80%), living history demonstrations (78%) and visitor center exhibits (72%) were the most used services/facilities by 232 visitor groups at Hopewell Furnace NHS. Living history demonstrations were the most important (96% of 177 respondents) and the best quality (98% of 169 respondents) service.
- In and out of the park, the average visitor group expenditure was \$111. The average per capita expenditure was \$27. The median visitor group expenditure (50% of groups spent more, 50% spent less) was \$35. In and out of the park, 69% of visitors spent between \$1 and \$100 in total expenditures. Of the total expenditures by groups, 19% was for lodging, and 17% was for restaurants and bars.
- When asked to rate the overall quality of visitor services at Hopewell Furnace NHS, as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor."

For more information about the Visitor Services Project, please contact the
University of Idaho Park Studies Unit; phone (208) 885-7863.
Website <http://www.psu.uidaho.edu>