

Visitor Services Project
George Washington Birthplace National Monument
Report Summary

- This report describes the results of a visitor study at George Washington Birthplace National Monument (NM) during July 1-7, 2004. A total of 312 questionnaires were distributed to visitor groups. Visitor groups returned 197 questionnaires for a 63% response rate.
- This report profiles George Washington Birthplace NM visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-three percent of visitor groups had two people and 31% were groups of three or four. Seventy-two percent of visitor groups were family groups. Fifty percent of visitors were ages 31-60 years and 24% were ages 15 years or younger.
- There was not enough data to provide reliable information about international visitors. United States visitors were from Virginia (50%), Maryland (11%), 29 other states, and Washington, D.C.
- Prior to this visit, visitor groups most often obtained information about George Washington Birthplace NM through previous visits (42%), live in the local area (38%), and travel guides/tour books/other printed materials (29%). Most groups (83%) received the information they needed about the park.
- Forty-two percent of visitor groups' primary reason for traveling to the George Washington Birthplace NM area was to visit George Washington Birthplace NM. On this visit, the most common activity while visiting George Washington Birthplace NM was visiting visitor center (67%) and the most important activity was visiting the Birthplace Site (28%).
- The average visitor group expenditure in and outside the park (within 50 miles of the park) was \$135. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$51. The average per capita expenditure was \$56.
- In regard to use, importance, and quality of park services and facilities, it is important to note the number of visitor groups that responded to each question. The most used information services and facilities by the 152 respondents included park brochure/map (67%), visitor center exhibits (65%), and visitor center restrooms (64%). The information services and facilities that received the highest combined proportions of "extremely important" and "very important" ratings included visitor center restrooms (91%, N=95), ranger-led walks/talks (91%, N=65), and picnic area and restrooms (91%, N=33). Ranger-led walks/talks (97%, N=63) and assistance from visitor center staff (96%, N=74) were the services that received the highest combined proportions of "very good" and "good" quality ratings.
- Most visitor groups (90%) rated the overall quality of visitor services at George Washington Birthplace NM as "very good" or "good." One percent of visitor groups rated the overall quality of visitor services as "poor" and no visitor group rated the overall quality as "very poor."

For more information about the Visitor Services Project, please visit the
University of Idaho Park Studies Unit website: www.psu.uidaho.edu