

Visitor Services Project
John F. Kennedy National Historic Site
Report Summary

- This report describes the results of a visitor study at John F. Kennedy National Historic Site (NHS) during June 28 -- July 25, 2006. A total of 473 questionnaires were distributed to visitor groups. Of those, 316 questionnaires were returned, resulting in a 66.8% response rate.
- This report profiles a random sample of John F. Kennedy NHS visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-four percent of visitor groups were in groups of two and 30% were in groups of three or four. Fifty-seven percent of the visitor groups were family groups. Forty-eight percent of visitors were ages 41-65 years and 11% were ages 15 years or younger.
- Most of visitors (84%) visited John F. Kennedy NHS for the first time in their lifetime and 94% visited only once in the last 12 months. Sixty-nine percent of visitors (16 years or older) held a bachelor's degree or higher.
- United States visitors were from Massachusetts (31%), New York (10%), California (8%), and smaller proportions came from 39 other states. International visitors comprised 14% of the total visitation. Of the international visitors, 25% came from Japan, 12% from Australia, and smaller proportions came from 19 other countries.
- Prior to this visit, of the visitor groups who read information visitor groups most often obtained information about John F. Kennedy NHS through travel guides/tour books/publications (44%), friends/relatives/word of mouth (30%), and living in the local area (30%). Sixteen percent of visitor groups did not obtain any information about the park before their visit. Most groups (76%) received the information they needed about the park. On a future visit to the park, the sources of information that visitor preferred to use included the park website (56%), and travel guides/tour books/other publications (41%)
- Forty-three percent of visitor groups' reason for traveling to Boston, MA was to visit other attractions in the area, while 39% came to visit friends/relatives. John F. Kennedy NHS was a reason that 23% of visitor groups visited Boston, MA.
- The most common activities that visitor groups participated in were to learn about the Kennedy family (77%), take the ranger-led house tour (76%), and to learn about JFK (71%).
- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by the 286 visitor groups included the ranger-led house tour (74%), visitor center film/video (53%), and visitor center exhibits (51%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included the ranger-led house tour (95%, N=202), audio house tour (88%, N=51), and visitor center restrooms (81%, N=77). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included ranger-led house tour (97%, N=197), assistance from park staff (96%, N=114), and visitor center restrooms (90%, N=77).
- Most visitor groups (89%) rated the overall quality of services, facilities, and recreational opportunities at John F. Kennedy NHS as "very good" or "good." One percent of visitor groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho or at the following website <http://www.psu.uidaho.edu>