

Visitor Services Project
Ebey's Landing National Historical Reserve
Report Summary

- This report describes the results of a visitor study at Ebey's Landing National Historical Reserve (NHR) during July 13-21, 2007. A total of 539 questionnaires were distributed to visitor groups. Of those, 362 questionnaires were returned, resulting in a 67.2% response rate.
- This report profiles a systematic random sample of Ebey's Landing NHR. 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.
- Thirty-four percent of visitor groups were in groups of two and 31% were in groups of three or four. Fifty-six percent of visitor groups were in family groups.
- United States visitors comprised 93% of total visitors, from Washington (73%), California (5%), and 33 other states. International visitors represented 7% of total visitation, with 48% from Canada, 11% from United Kingdom, and seven other countries.
- Fifty-five percent of visitors were ages 36-65 years, 12% were over 65 years, and 19% were ages 15 years or younger. Nine percent of visitor groups reported physical conditions that made it difficult to access or participate in Reserve activities or services.
- Forty-one percent of visitors had visited the Reserve once in their lifetime, and 40% had visited four or more times. For 61% of visitors, this was their first visit in the past 12 months, while 16% had visited four or more times in the past 12 months.
- Prior to this visit, 55% of visitor groups were not aware that Ebey's Landing NHR is a unit of the National Park System. The Ebey's Landing NHR partnership logo was recognized by 38% of visitor groups, and 51% learned to recognize this logo during their visit.
- Prior to this visit, visitor groups most often obtained information about Ebey's Landing NHR through previous visits (70%) and friends/relatives/word of mouth (55%). Twenty-two percent of visitor groups did not obtain any information about the Reserve prior to their visit. Fifty-seven percent indicated they would prefer to obtain information for a future visit from the NHR website.
- Most visitor groups (76%, N=238 groups) visited the Reserve for less than one day. For those who visited for more than one day (N=71 groups), 44% spent two days. The average time spent (including visitor groups who spent hours or days) was 20.2 hours.
- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups (see N= below) that responded to each question. The most used services/facilities included trails (63%) and the Coupeville Wharf exhibits (38%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included trails (89% N=175) and campgrounds (98%, N=51). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were Ebey's Landing brochure (94%, N=74), campgrounds (86%, N=49), and trails (85%, N=168).
- The average group expenditure in the Reserve and the surrounding area (on Whidbey Island) was \$273, with a median (50% spent more and 50% spent less) of \$86. The average total expenditure per person was \$95.
- Most visitor groups (87%) rated the overall quality of services, facilities, and recreational opportunities at Ebey's Landing National Historical Reserve as "very good" or "good." Less than 2% 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 at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>