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**Visitor Services Project  
Wolf Trap Farm Park  
for the Performing Arts  
Report Summary**

- This report describes the results of a visitor study at Wolf Trap Farm Park for the Performing Arts during July 16-25, 1994. A total of 775 questionnaires were distributed at the Children's Theatre-in-the-Woods and Filene Center and 551 were returned, a 71% response rate.
- This report profiles Wolf Trap Farm Park visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.

Children's Theatre-in-the-Woods Visitors

- Forty-eight percent of the Children's Theatre-in-the-Woods visitors were in family groups. Fifty-seven percent of all Children's Theatre-in-the-Woods visitors were ten years old or younger. Approximately three-quarters of all visitors (78%) were repeat visitors to Wolf Trap Farm Park. One-fourth of adults (25%) were accompanying organized groups of children. Forty-eight percent of organized children's groups were in groups of ten to twenty people.
- Only one international visitor (from Italy) attended the Children's Theatre-in-the-Woods performances. Ninety-six percent of the visitors came from Virginia, Maryland and Washington D.C., with smaller proportions from several other states.
- Eighty percent of the visitors stayed two to three hours at the Children's Theatre-in-the-Woods. Most learned about Wolf Trap Farm Park from friends or relatives or previous visits.
- Ninety-four percent of the Children's Theatre-in-the-Woods visitors arrived at Wolf Trap by private vehicle. Most (68%) brought one vehicle to the park.
- The most used services were parking and Children's Theatre-in-the-Woods benches (94% each). The best quality services according to visitors were paths/trails and picnic areas.

Filene Center Visitors

- Forty-two percent of Filene Center visitors were in family groups. Sixty-one percent of all Filene Center visitors were ages 31-50. Approximately three-quarters (73%) of the visitors were repeat visitors to Wolf Trap.
- International visitors comprised 3% of those attending Filene Center performances. Ninety-two percent of the visitors came from Virginia, Maryland and Washington D.C., with smaller proportions from many other states.
- Most visitors (73%) stayed four to five hours at Filene Center. Most learned about Wolf Trap from newspapers/magazines, previous visits or the Wolf Trap Foundation calendar.
- Most Filene Center visitors (98%) arrived at Wolf Trap by private vehicle. Most (67%) brought one vehicle to the park. Most visitors (58%) parked on paved/gravel parking lots in the park.
- Visitors evaluated seating locations; lawn and front orchestra received the best sound quality ratings. The best sound volume was in lawn and rear orchestra seating. The best stage view was from front and rear orchestra seating.
- Visitors made many additional comments.

<p>For more information about the Visitor Services Project, please contact: Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844-1133 or call (208) 885-7129.</p>
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