



**Social Science Program
National Park Service
U.S. Department of the Interior**


Visitor Services Project



Harpers Ferry National Historical Park

Visitor Study

Summer 2005

 **University of Idaho**
Visitor Services Project
Park Studies Unit
Report 170



**Social Science Program
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**Visitor Services Project
Report 170**

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Visitor Services Project
Harpers Ferry National Historical Park
Report Summary

- This report describes the results of a visitor study at Harpers Ferry National Historical Park (NHP) during July 22-31, 2005. A total of 605 questionnaires were distributed to visitor groups. Of those, 367 questionnaires were returned resulting in a 61% response rate.
- This report profiles a random sample of Harpers Ferry NHP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments to open-ended questions are included in the report and complete comments are included in the Visitor Comments Appendix.
- Thirty-five percent of visitor groups were in groups of two and 36% were in groups of three or four. Sixty-seven percent of the visitor groups were family groups. Forty-seven percent of visitors were ages 36-60 years and 20% were ages 15 or younger. Fifty-eight percent of visitors went to Harpers Ferry NHP for the first time in their life.
- United States visitors were from Maryland (22%), Virginia (15%), Washington, D.C. (10%), and 38 other states. International visitors comprised 4% of the total visitation and were from England (31%), Canada (19%), and 10 other countries.
- Most visitor groups (79%) stayed at the park three or more hours. Thirty-nine percent of visitor groups stayed overnight away from home in the Harpers Ferry NHP area (within 60-miles of park).
- Prior to this visit, visitor groups most often obtained information about Harpers Ferry NHP through previous visits (51%) and friends/relatives/word of mouth (42%). Fifteen percent of visitor groups did not obtain any information before their visit. Most groups (92%) received the information they needed about the park.
- The person making the decision to visit Harpers Ferry NHP was most often the male head of household (53%), followed by the female head of household (42%). The decision to visit was most often made one to six months prior to visiting (29%). Twenty-four percent of groups made the decision less than one week prior to visiting and 21% decided on the day they received the questionnaire.
- Forty-nine percent of visitor groups' primary reason for traveling to the West Virginia Eastern Panhandle area was to visit Harpers Ferry NHP. On this visit, the most common activities were walking/hiking (82%) and viewing exhibits/museums (74%).
- 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 334 visitor groups included park brochure/map (82%), restrooms (80%), and visitor center (78%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included restrooms (90%, N=243), trails (84%, N=123), and exhibits/museums (82%, N=219). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included assistance from park staff (96%, N=108), exhibits/museums (90%, N=213), restrooms (90%, N=40), and park brochure/map (90%, N=243).
- The average total expenditure in and outside the park (within 60-minute drive of park) per visitor group was \$216. The median visitor group expenditure (50% of groups spent more, 50% of group spent less) was \$90. The average per capita expenditure was \$61.
- Most visitor groups (91%) rated the overall quality of services, facilities, and recreational opportunities at Harpers Ferry NHP as "very good" or "good." One percent of 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>

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INTRODUCTION

This report describes the results of a visitor study conducted at Harpers Ferry National Historical Park (NHP) during July 22-31, 2005 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit at the University of Idaho.

Organization of the report

The report is organized into three sections.

Section 1: Methods. This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire. Instead, the results are presented in the following order:

- *Demographics*
- *Information Prior to Visit*
- *Information During Visit*
- *Ratings of the Park's Services, Facilities, Resources, Qualities, Elements, and Value for Fee Paid*
- *Expenditures (only presented if the questionnaire included expenditure questions)*
- *Information about Future Preferences*
- *Overall Quality*
- *Visitor Comments*

Section 3: Appendices

Appendix 1: The *Questionnaire* contains a copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis* contains a list of options for cross references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after this study is published.

Appendix 3: *Decision Rules for Checking Non-response Bias*

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the VSP-PSU. Copies of these reports can be obtained by contacting the PSU office or visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>

Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are presented in the form of graphs (see example below), scatter plots, pie charts, tables, and text.

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, **CAUTION!** on the graph indicates the results may be unreliable.
 - * appears when total percentages do not equal 100 due to rounding.
 - ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.

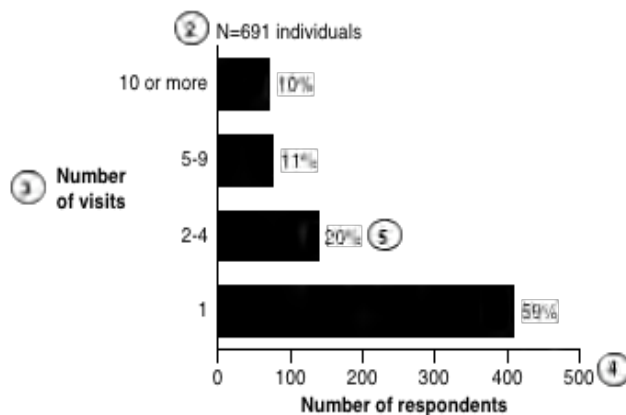


Figure 4: Number of visits

METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow the design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on park visitation statistics of previous years. To minimize coverage error, the sample size was also determined to provide adequate information about specific park sites, if requested.

Brief interviews were conducted with visitor groups, and 605 questionnaires were distributed to a random sample of visitor groups who arrived at Harpers Ferry NHP during July 22–31, 2005. Table 1 shows the numbers of questionnaires distributed at each park site. These sampling locations were selected based on park visitation statistics and advice from park staff.

Table 1: Questionnaire distribution location
N=number of questionnaires distributed

Sampling site	N	Percent
Visitor center	400	66
Shenandoah St. river access	60	10
Train station parking lot	80	13
Lewis & Clark exhibit/Potomac River pedestrian bridge	65	11
Total	605	100

Questionnaire design

The Harpers Ferry NHP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks, while others were customized for Harpers Ferry NHP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Harpers Ferry NHP questionnaire. However, all questions followed OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and proven.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was used to determine group size, group type, and the age of the group member (at least 16 years of age) who would complete the questionnaire. These individuals were asked for their names, addresses, and telephone numbers to mail them a reminder/thank you postcard and follow-ups. Visitor groups were given a questionnaire, asked to complete it after their visit, and return it by mail. The questionnaires were pre-addressed and affixed with a U.S. First Class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires were sent to visitors who had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using standard statistical software packages—Statistical Analysis System (SAS) and Statistical Package for the Social Sciences (SPSS). Descriptive statistics and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Limitations

This study has some limitations that should be considered when interpreting the results.

1. This was a self-administered survey. In addition, respondents completed the questionnaire after their visit, which may result in poor recall of the visit details. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflected use patterns of visitors to selected sites during the study period of July 22–31, 2005. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a number of respondents less than 30, as the results may be unreliable. Whenever this occurs, the word **"CAUTION!"** is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

Throughout the survey period, Harpers Ferry NHP and the surrounding area experienced some of the highest temperatures (90+ degrees Fahrenheit) of the summer. These conditions may have kept some visitors away from the park, or shortened their visit. Overall, the weather was typical of summers in the Appalachian region. Occasional thunderstorms left the area hot and humid afterwards.

Only two ranger-led tours per day were conducted. This was the lowest number of tours conducted since 1973 and may have affected the number of visitors who participated in ranger-led programs.

Checking Non-response Bias

At Harpers Ferry NHP, 645 visitor groups were contacted and 605 of these groups (94%) accepted the questionnaire. Questionnaires were completed and returned by 367 visitor groups, resulting in a 61% response rate for this study. The two variables used to check non-response bias were age of the group member who actually completed the questionnaire and group size.

Both of these tests have a p-value smaller than 0.05, meaning that there are significant differences between respondents and non-respondents age and group size. Therefore, a potential bias is present. The data may not be a good representation of the larger park visitor population. See Appendix 3 for more details of the non-response bias checking procedure.

Table 2: Comparison of respondents and non-respondents

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Age	354	48.3	225	41.2	0.039
Group size	365	4.2	232	3.6	0.015

RESULTS

Demographics

Visitor group size

Question 11a

On this visit, how many people were in your personal group, including yourself?

Results

- Visitor group size ranged from 1 person to 40 people.
- 35% of visitor groups consisted of two people (see Figure 1).
- 36% had 3 or 4 people.
- 27% had 5 or more people.

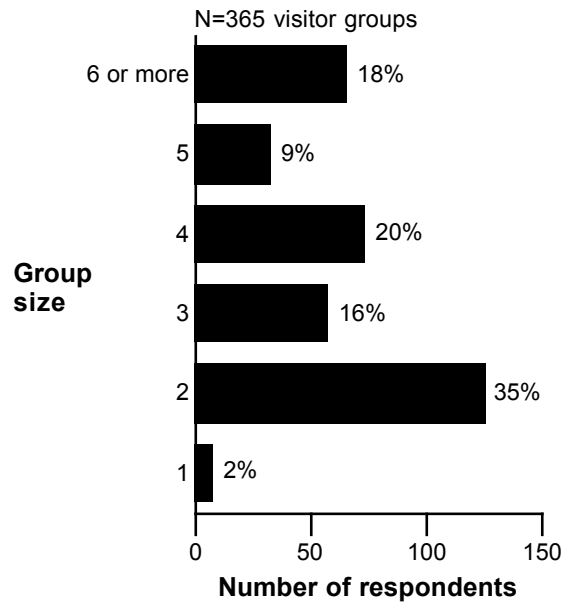


Figure 1: Visitor group size

Visitor group type

Question 13

On this visit, what kind of personal group (not guided tour/school group) were you with?

Results

- 67% of visitor groups were made up of family members (see Figure 2).
- 12% were with friends.
- 11% were with family and friends.
- 7% traveled alone.
- “Other” groups (3%) included:
 - Teachers
 - Scouts
 - Organizations
 - School camp

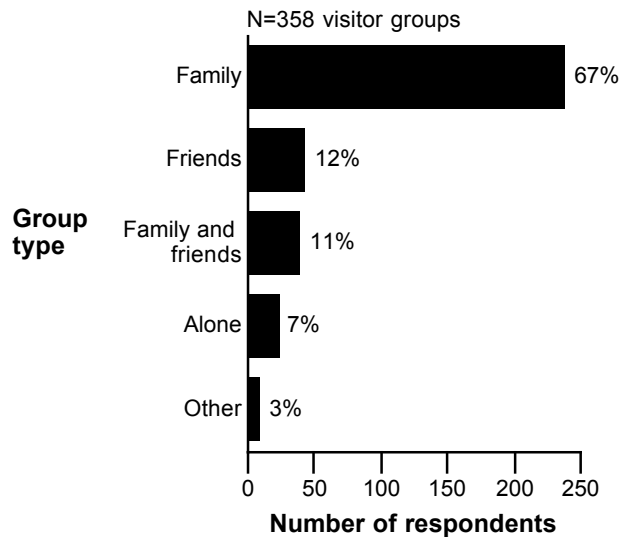


Figure 2: Visitor group type

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 12a

On this visit, were you and your personal group with a guided tour group?

Results

- 98% of visitor groups were not with a guided tour group on this visit (see Figure 3).
- 2% were with a guided tour group.

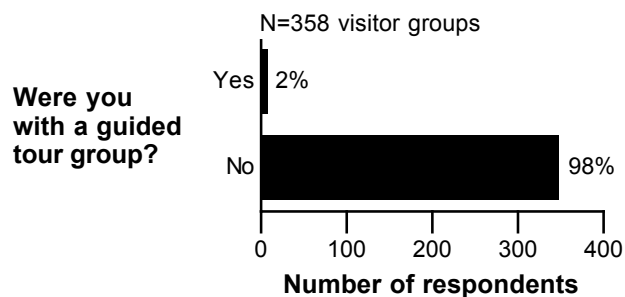


Figure 3: Visitors with a guided tour group

Question 12b

On this visit, were you and your personal group with a school/educational group?

Results

- 98% of visitor groups were not with a school/educational group (see Figure 4).
- 2% of visitor groups were with a school/educational group.

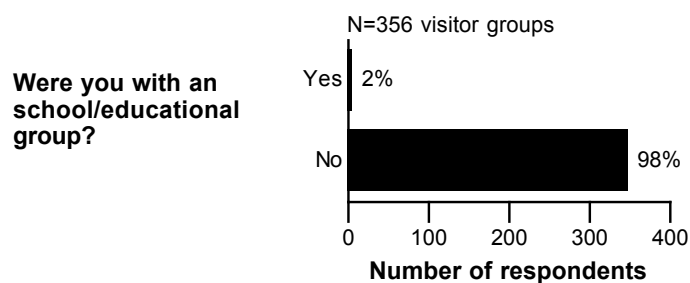


Figure 4: Visitors with a school/educational group

Number of visits to park in lifetime

Question 15

For you and your personal group on this visit, please indicate the number of visits to Harpers Ferry NHP during your lifetime (including this visit).

Note: Response was limited to seven members of each personal group.

Results

- 58% of visitors visited the park for the first time in their life (see Figure 5).
- 18% visited the park twice.
- 24% visited the park three or more times.

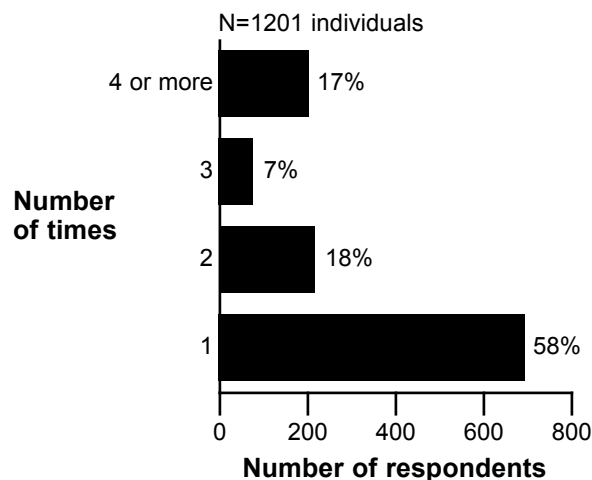


Figure 5: Number of visits to park in lifetime

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 15

For you and your personal group on this visit, please indicate your current age.

Note: Response was limited to seven members of each personal group.

Results

- Visitor ages ranged from 1 to 93 years old.
- 47% were in 36-60 age group.
- 20% of visitors were 15 years or younger (see Figure 6).
- 15% were 61 years or older.

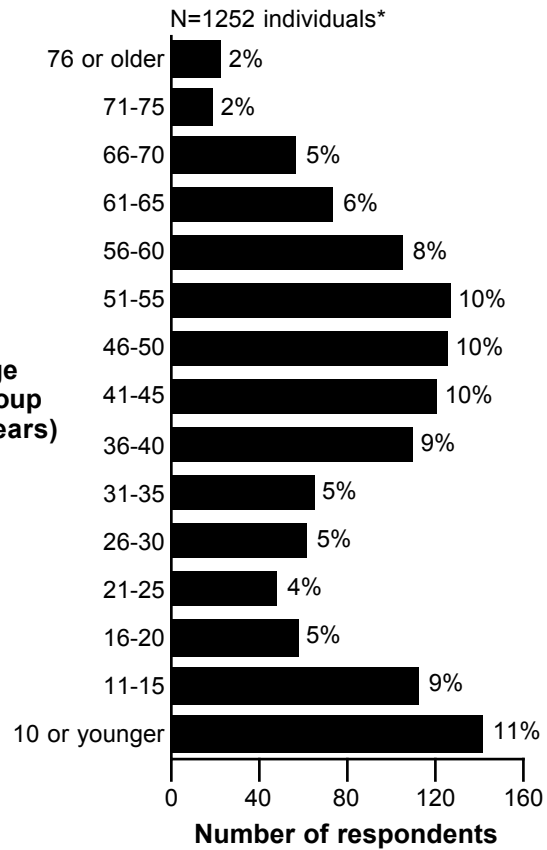


Figure 6: Visitor ages

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitors with disabilities/impairments

Question 14a

Does anyone in your group have any disabilities/impairments that limited their ability to visit Harpers Ferry NHP?

Results

- 94% of visitor groups did not have any members with disabilities/ impairments that affected their park experience (see Figure 7).

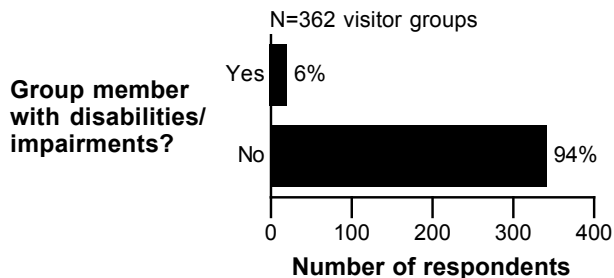


Figure 7: Visitors with disabilities/impairments

Question 14b

Because of the disability/impairment did you encounter any access/service problems in the park?

Results

- 76% of visitor groups that had members with disabilities/impairments encountered access/service problems (see Figure 8). Interpret with **CAUTION!**

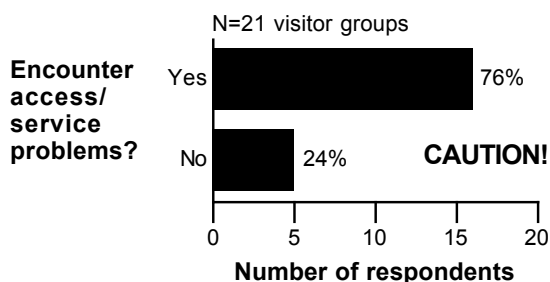


Figure 8: Visitors who encountered access/service problems due to disabilities/impairments

Question 14c

If Yes, what was the problem?

Results

- Problems stated by visitor groups were:

- Steep hills
- No handrails
- Sidewalk difficulty with wheelchair
- Parking difficulty
- Limited pet access

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

International visitors’ country of residence

Question 15

For you and your personal group on this visit, please indicate the name of your foreign country.

Table 3: International visitors’ country of residence*

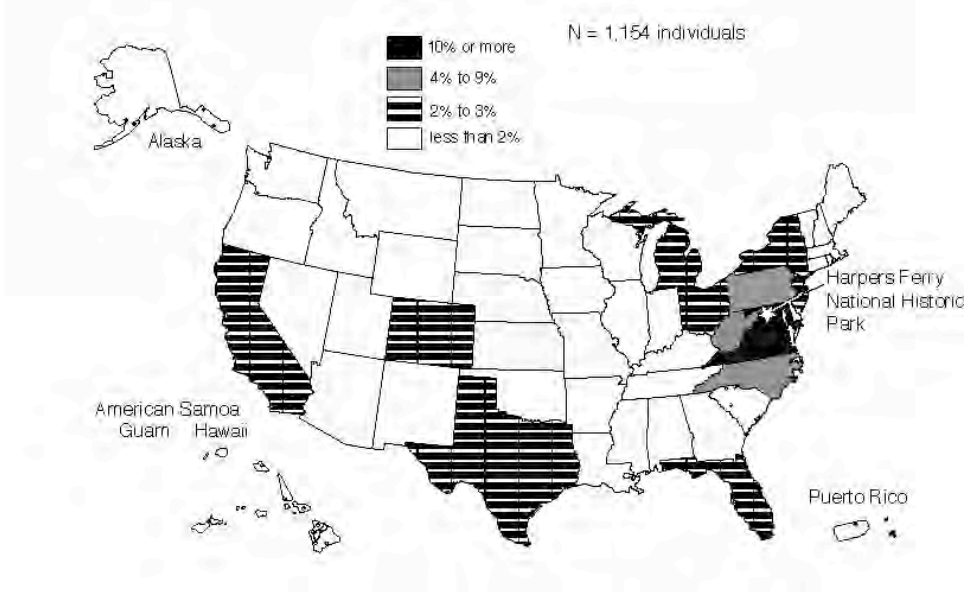
Note: Response was limited to seven members of each personal group.

Results

- As shown in Table 3, international visitors comprised 4% of total visitation to Harpers Ferry NHP.
- 31% of international visitors came from England.
- 19% came from Canada.
- Smaller proportions came from 10 other countries.

Country	Number of visitors	Percent of international visitors N=42 individuals	Percent of total visitors N=1,196 individuals
England	13	31	1
Canada	8	19	1
Poland	6	14	<1
Belgium	3	7	<1
Bosnia-Herzegovina	2	5	<1
Czech Republic	2	5	<1
France	2	5	<1
China	2	5	<1
Korea	1	2	<1
Philippines	1	2	<1
Scotland	1	2	<1
South Africa	1	2	<1

U.S. visitors’ state of residence



Map 1: Proportions of United States visitors’ state of residence

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

U.S. visitors’ state of residence (continued)

Question 15

For you and your group on this visit, please indicate your U.S. Zip Code.

Table 4: United States visitors’ state of residence*

	State	Number of visitors	% of U.S. visitors N=1,154 individuals	% of total visitors N=1,196 individuals
Note: Response was limited to seven members of each personal group.	Maryland	249	22	21
	Virginia	173	15	14
	Washington, D.C.	114	10	10
	Pennsylvania	105	9	9
	West Virginia	60	5	5
	North Carolina	45	4	4
	Ohio	37	3	3
	California	35	3	3
	New Jersey	34	3	3
	Florida	33	3	3
Results	New York	28	2	2
	Michigan	24	2	2
	Colorado	20	2	2
	Texas	18	2	2
	Georgia	15	1	1
	Indiana	14	1	1
	Missouri	14	1	1
	Illinois	13	1	1
	Connecticut	10	1	1
	Nebraska	10	1	1
	Kansas	9	1	1
	Kentucky	9	1	1
	Delaware	8	1	1
	Massachusetts	8	1	1
	South Carolina	8	1	1
	Idaho	7	1	1
	Rhode Island	7	1	1
	Arizona	6	1	1
	Washington	6	1	1
	12 other states	35	3	3

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Information Prior to Visit

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your group obtain information about Harpers Ferry NHP?

Results

- 85% of visitor groups obtained information about the park prior to their visit (see Figure 9).

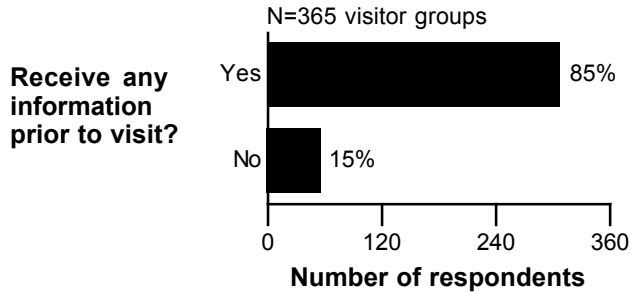


Figure 9: Visitors who obtained information about the park prior to this visit

- As shown in Figure 10, of those who obtained some information (85%), the most common sources of information included:

- 51% Previous visits
- 42% Friends/relatives/word of mouth
- 22% Travel guides/tour books
- 21% NPS park website

- Other information sources (10%) were:

- Appalachian Trail Conservancy
- Teachers
- Signs along the road

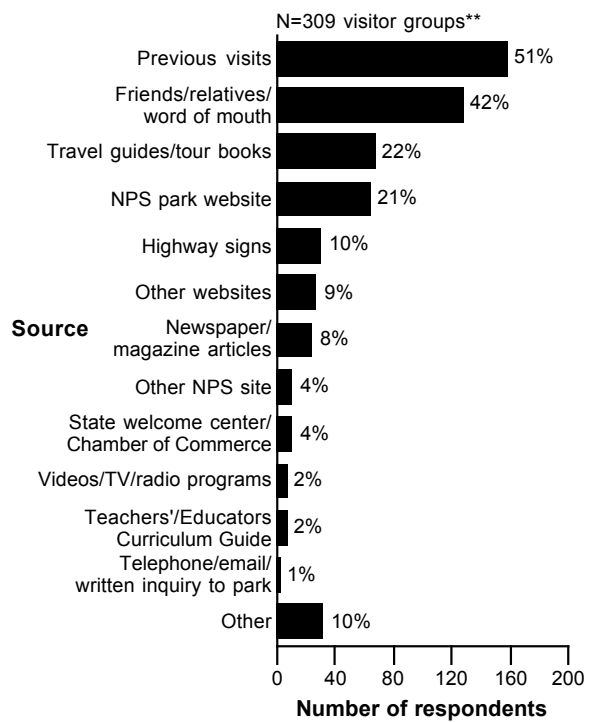


Figure 10: Sources of information used by visitor groups prior to this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 1b

From the sources you used prior to this visit, did you and your group receive the type of information about Harpers Ferry NHP that you needed?

Results

- 92% obtained information they needed to prepare for this trip to the park (see Figure 11).

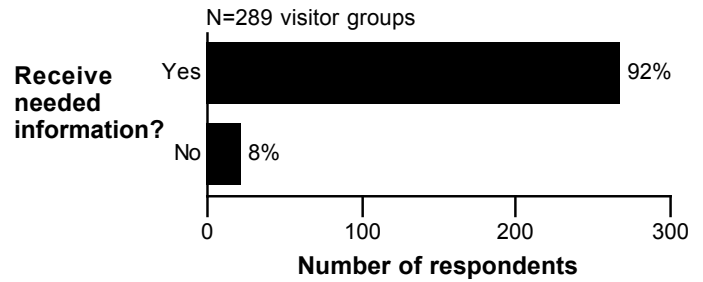


Figure 11: Visitor groups who obtained needed information prior to this visit to Harpers Ferry NHP

Question 1c

If No, what additional information did you and your group need?

Results

- Additional information that visitor groups needed but was not available through these sources included:

- Lodging information
- Specific directions to the park
- Pet information
- Entrance fees
- Parking information
- Special events

Decision maker and timing of visit

Question 2a

Prior to your visit, who in your group made the decision to visit Harpers Ferry NHP?

Results

- 53% of visitor groups had the decision made by the “male head of household,” as shown in Figure 12.
- “Other” individuals (19%) that made the decision to visit the park for visitor group were:

- Friends
- Co-workers
- Mutual decision
- Male and female head of household
- Consensus
- Everyone

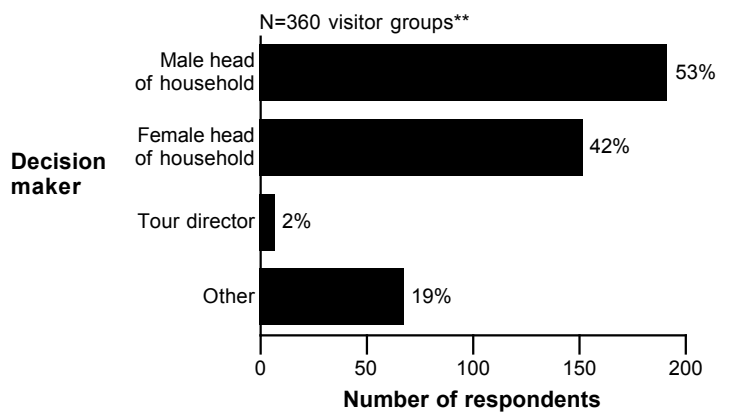


Figure 12: Visitor group decision maker

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 2b

When did you and your group make the decision to visit Harpers Ferry NHP?

Results

- 29% of visitor groups decided to visit one to six months ago (see Figure 13).
- 24% decided less than one week ago.
- 21% decided to visit on the day they received the questionnaire.

Timing of decision to visit park

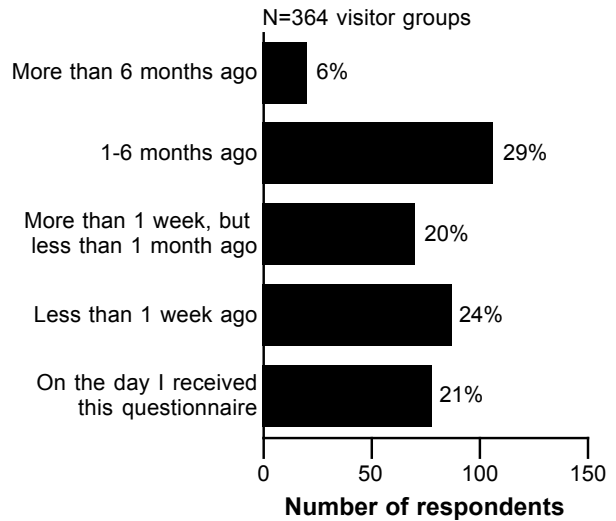


Figure 13: Timing of decision to visit Harpers Ferry NHP

Primary reason for visiting the West Virginia Eastern Panhandle area

Question 3

On this visit, what was the primary reason that you and your group visited the West Virginia Eastern Panhandle area?

Results

- 17% of visitor groups were residents of the area
- 49% of non-resident visitor groups visited Harpers Ferry NHP as the primary reason for visiting the West Virginia Eastern Panhandle area (see Figure 14).
- “Other” reasons (15%) for visiting were:

In-route to other locations
Hiking/outdoor activities

Reason

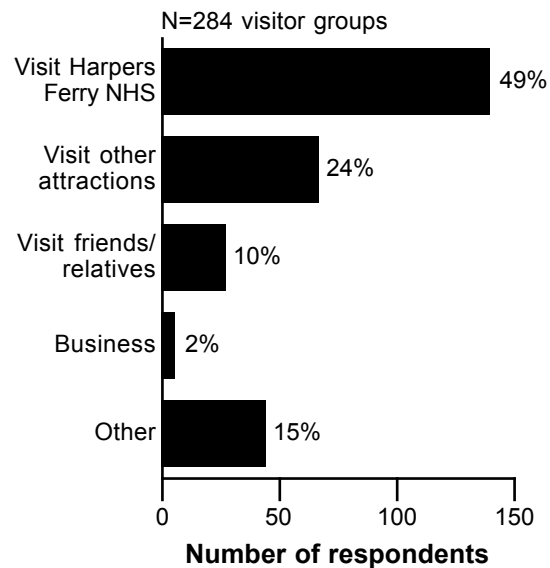


Figure 14: Visitor groups’ primary reason for visiting the West Virginia Eastern Panhandle area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Places visited in the area

Question 4

For this visit to Harpers Ferry NHP, what places in the area (within a 60-minute drive of the park) did you and your group visit?

Results

- 31% of visitor groups traveled to Gettysburg National Military Park (see Figure 15).
- 30% visited Antietam National Battlefield.
- Table 5 shows the “other” areas (38%) mentioned by visitor groups.

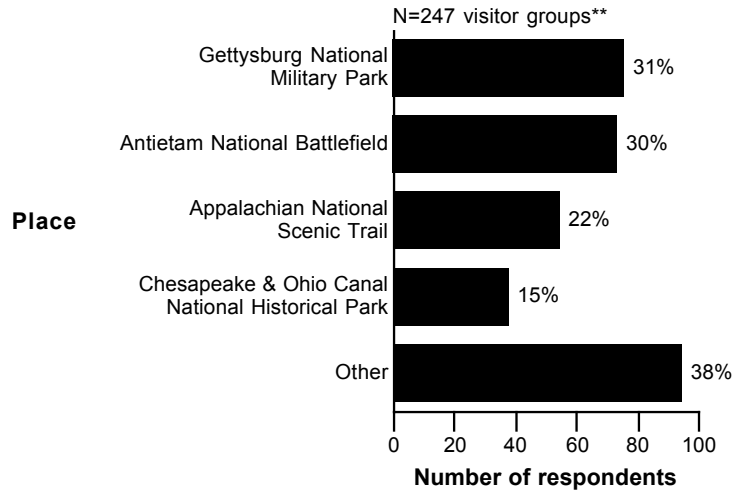


Figure 15: Places in the area (within a 60-minute drive of park) that groups visited

Table 5: “Other” areas that groups visited

N=102 comments;
some visitor groups made more than one comment.

Place	Number of times mentioned
Charles Town Races and Casino, WV	6
Shenandoah National Park, VA	6
Charles Town, WV	5
Shepherdstown, WV	5
Casino	4
Tubing on rivers	4
Appalachian Trail Conference	3
Baltimore, MD	2
Berkeley Springs, WV	2
George Washington National Forest, VA	2
Leesburg, VA	2
Luray Caverns, VA	2
Manassas National Battlefield Park, VA	2
The National Mall, Washington, D.C.	2
Shenandoah Caverns, VA	2
Vineyards	2
Other areas	51

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Information During Visit

Length of stay

Question 5a

On this visit, how long did you and your group stay at Harpers Ferry NHP on the day you received this questionnaire?

Results

- 79% of visitor groups visited for 3 or more hours (see Figure 16).

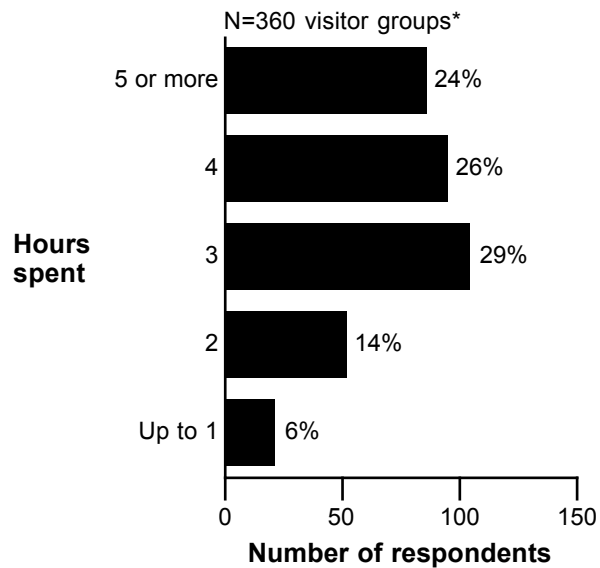


Figure 16: Number of hours spent at Harpers Ferry NHP on the day the questionnaire was received

Question 5b

Did you and your group visit Harpers Ferry NHP on more than one day during your stay in the area?

Results

- 7% of visitor groups spent more than one day visiting the park while in the area (see Figure 17).

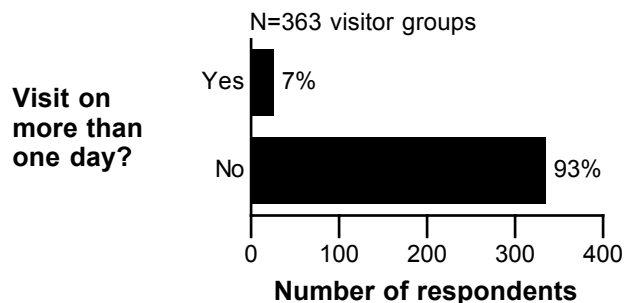


Figure 17: Visitor groups that visited Harpers Ferry NHP more than one day while in the area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 5c

If Yes, on how many days did you visit?

Results

- 83% of visitor groups that visited Harpers Ferry NHP more than one day, came two days (see Figure 18). Interpret with **CAUTION!**

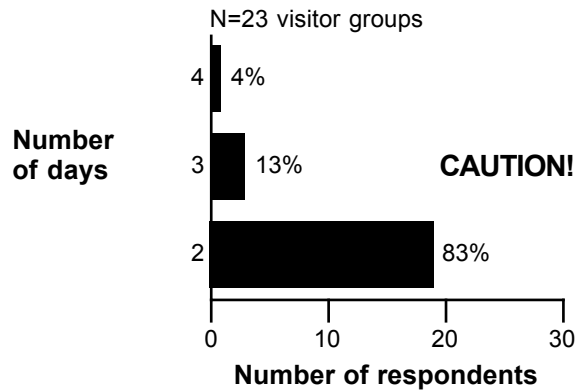


Figure 18: Number of days that visitor groups visited Harpers Ferry NHP

Number of vehicles used

Question 11b

For this visit to Harpers Ferry NHP, please list the number of vehicles in which you and your group arrived.

Results

- 85% of visitor groups used one vehicle to travel to Harpers Ferry NHP (see Figure 19).

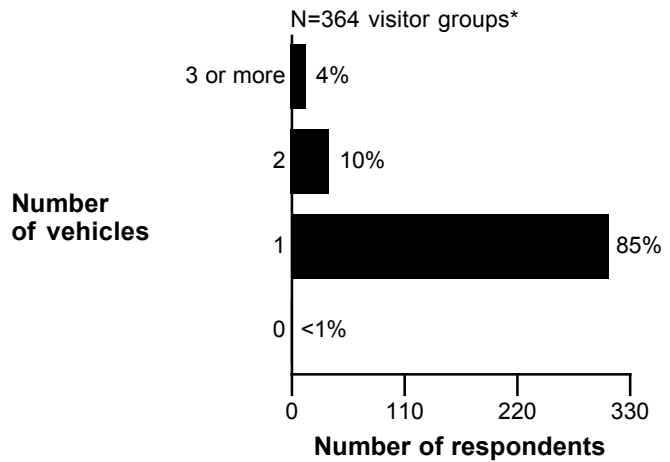


Figure 19: Number of vehicles used by visitor groups to travel to Harpers Ferry NHP

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Sites visited within Harpers Ferry NHP

Question 6

On this visit to Harpers Ferry NHP, which of the following sites did you visit?

a) Sites visited in the park

Results

- As shown in Figure 20, the most commonly visited sites in Harpers Ferry NHP were:

88% Lower Town
85% Visitor Center

- The least visited sites included:

6% Murphy Farm
6% Jackson's Right Flank

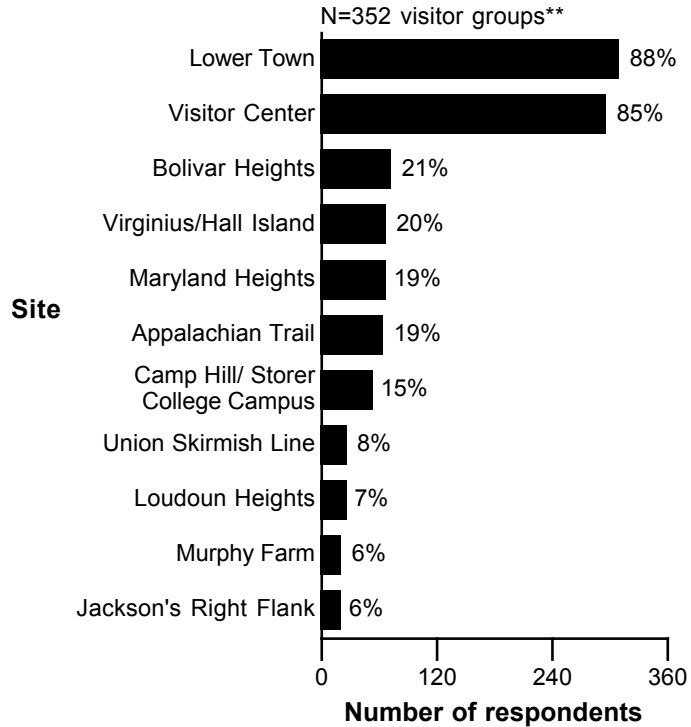


Figure 20: Sites visited on this visit

b) Sites visited in Lower Town

Results

- As shown in Figure 21, the most commonly visited sites in Lower Town were:

74% Footbridge over the Potomac River
70% Information Center

- The least visited sites included:

35% C & O Canal NHP
25% Harper Cemetery

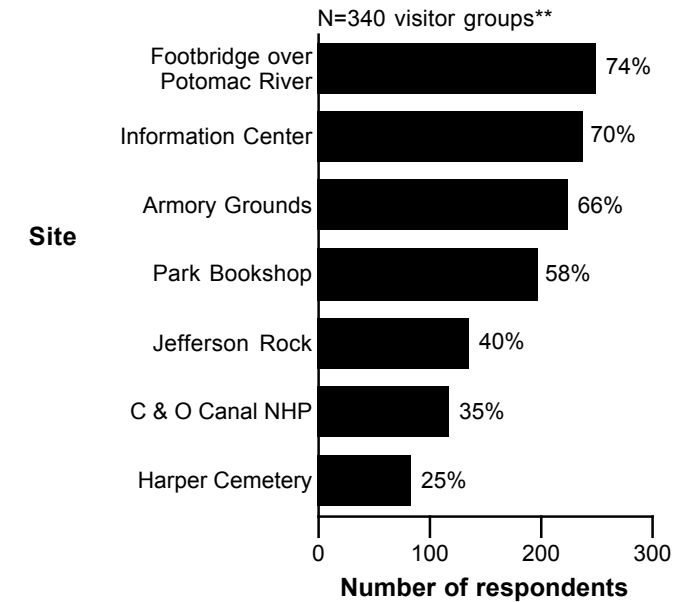


Figure 21: Sites visited in the Lower Town on this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Activities

Question 7

On this visit, what activities did you and your group participate in while at Harpers Ferry NHP?

Results

- As shown in Figure 22, the most common activities on this visit included:
 - 82% Walking/hiking
 - 74% Viewing exhibits/museums
 - 62% Shopping at shops/restaurants
- The least common activities included:
 - 8% Exercising
 - 7% Nature study/birdwatching
- Other activities (6%) that visitor groups listed were:
 - Eating
 - Rock climbing
 - Watching trains
 - Going to church

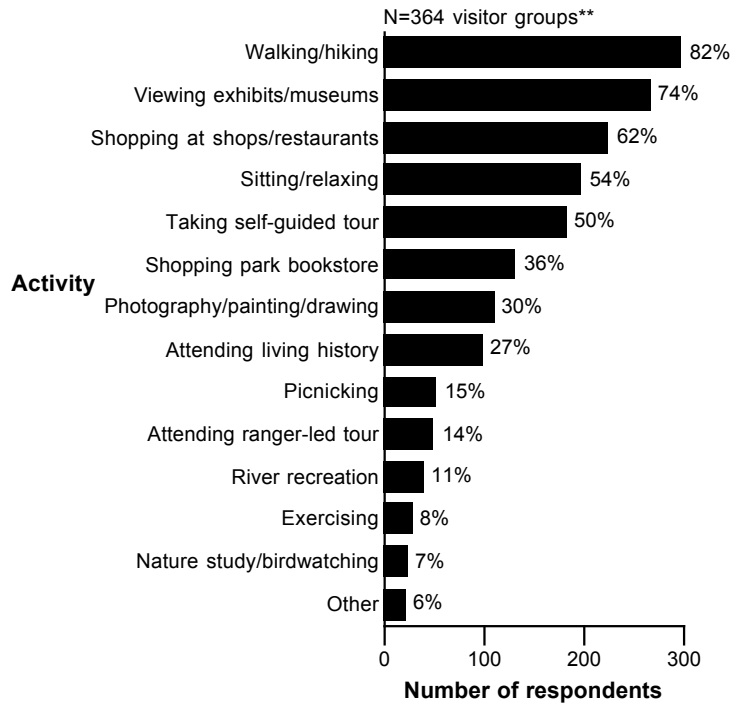


Figure 22: Visitor activities on this visit

Services used in nearby communities

Question 8

For each of the following nearby communities, please check all the services that you and your group used during this visit to Harpers Ferry NHP.

Results

- 63% of visitor groups used services in the communities near Harpers Ferry NHP (see Figure 23).

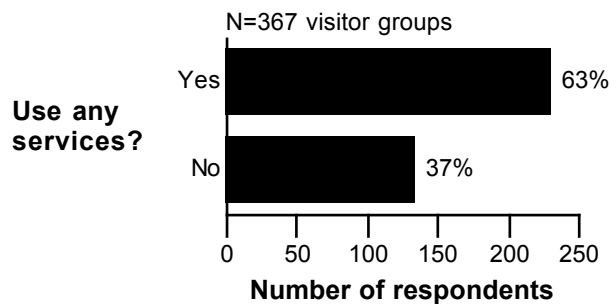


Figure 23: Visitor groups that used services in the communities near Harpers Ferry NHP

* total percentages do not equal 100 due to rounding
 ** total percentages do not equal 100 because visitors could select more than one answer

Harpers Ferry/Bolivar Business District

- 72% of visitor groups ate a meal in a restaurant/bar in Harpers Ferry/Bolivar Business District (see Figure 24).
- The least used service was renting a car/taking taxi/bus.

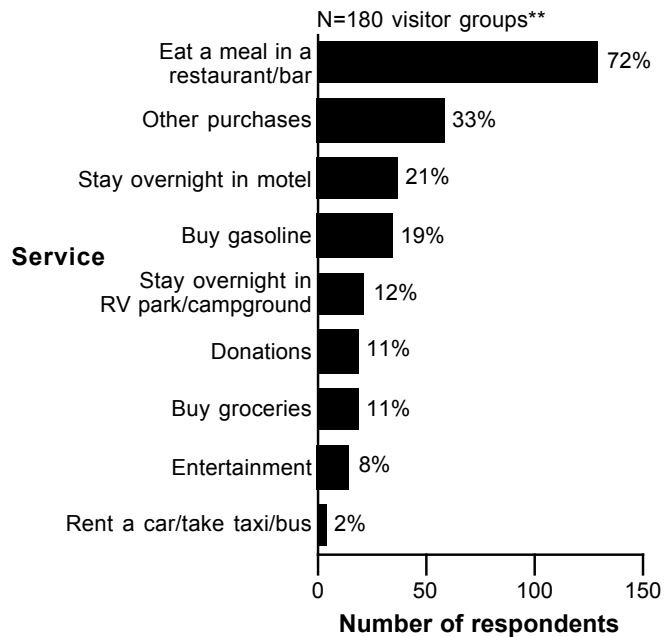


Figure 24: Services used in Harpers Ferry/Bolivar Business District

Charles Town

- 62% of visitor groups ate a meal in a restaurant/bar in Charles Town (see Figure 25).
- No visitor groups rented a car/took taxi/bus or stayed overnight in RV park/campground in Charles Town.

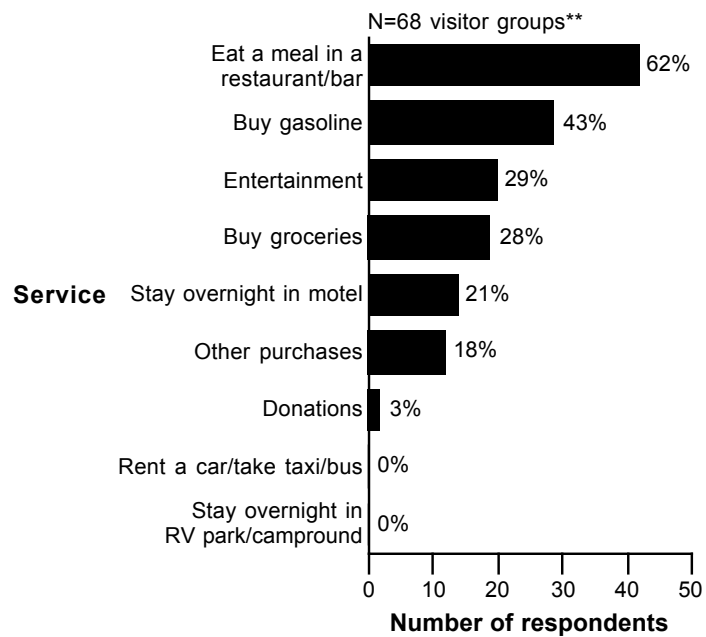


Figure 25: Services used in Charles Town

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Shepherdstown

- 77% of visitor groups ate a meal in a restaurant/bar in Shepherdstown (see Figure 26). Interpret with **CAUTION!**
- No visitor groups rented a car/took taxi/bus or stayed overnight in RV park/campground in Shepherdstown.

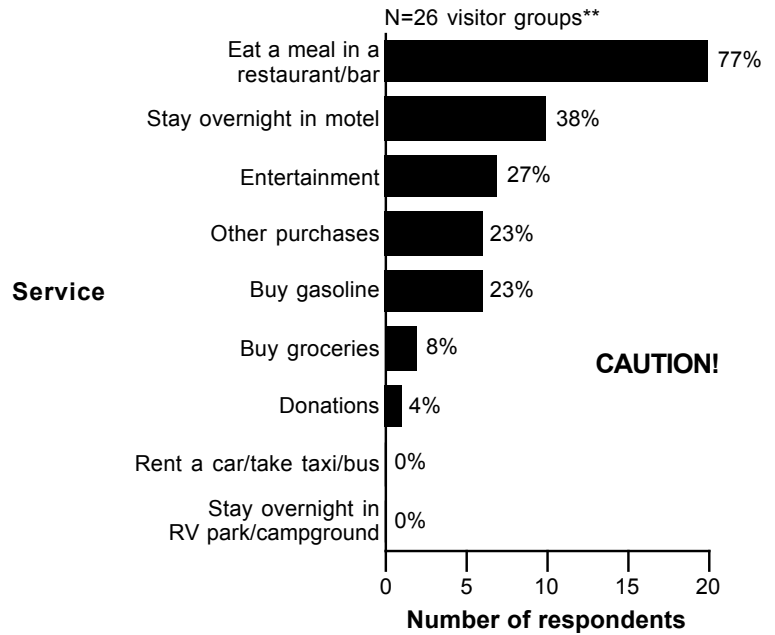


Figure 26: Services used in Shepherdstown

Overnight stay and accommodations

Question 9a

On this trip, did you and your group stay overnight away from home in the Harpers Ferry NHP area (within a 60-minute drive of park)?

Results

- 39% of visitor groups stayed overnight away from home in the Harpers Ferry NHP area (see Figure 27).

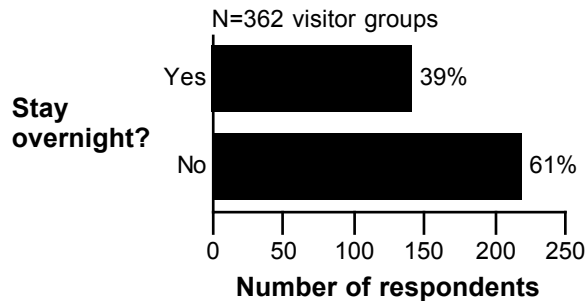


Figure 27: Overnight stay away from home in the Harpers Ferry (within a 60-minute drive of park)

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Question 9b

Please list the number of nights you and your group stayed.

Results

- 73% of visitor groups stayed one or two nights in the area in the Harpers Ferry NHP area (within a 60-minute drive of the park), as shown in Figure 28.
- 6% stayed five or more days.

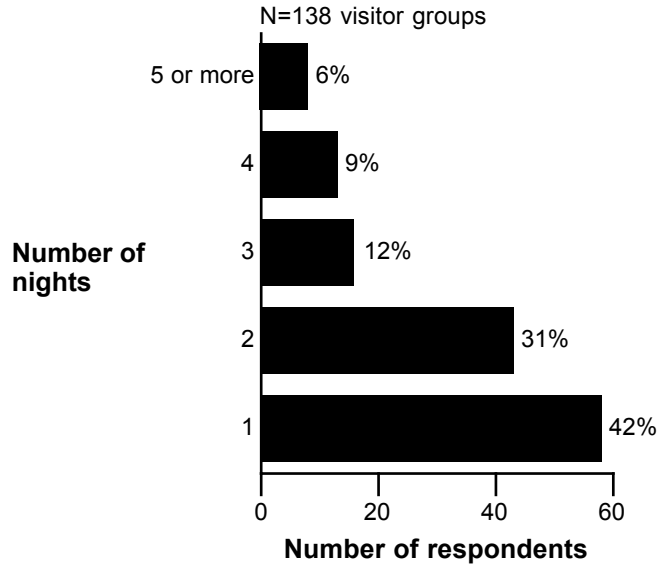


Figure 28: Number of nights visitor groups stayed in the Harpers Ferry NHP area (within a 60-minute drive of the park)

Question 9c

In what type of lodging did you and your group spend the nights in the area (within a 60-minute drive of the park)?

Results

- 72% of visitor groups spent the nights in a lodge, motel, hotel, cabin, rented condo, B&B, etc. (see Figure 29).
- No visitor groups spent the night in a personal seasonal residence.

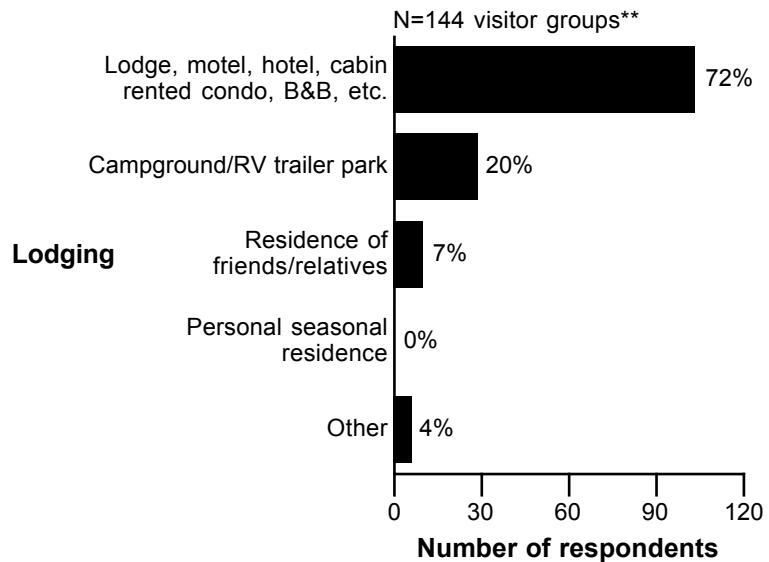


Figure 29: Type of lodging visitor groups spent the nights in the Harpers Ferry NHP area (within a 60-minute drive of the park)

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Information learned

Question 22a

During this visit to Harpers Ferry NHP, did you and your group learn any of the following information?

Results

- As shown in Figure 30, the information topics most commonly mentioned by visitor groups were:

85% John Brown's Raid
70% The Civil War story

- The least mentioned topic was upcoming park events (8%).

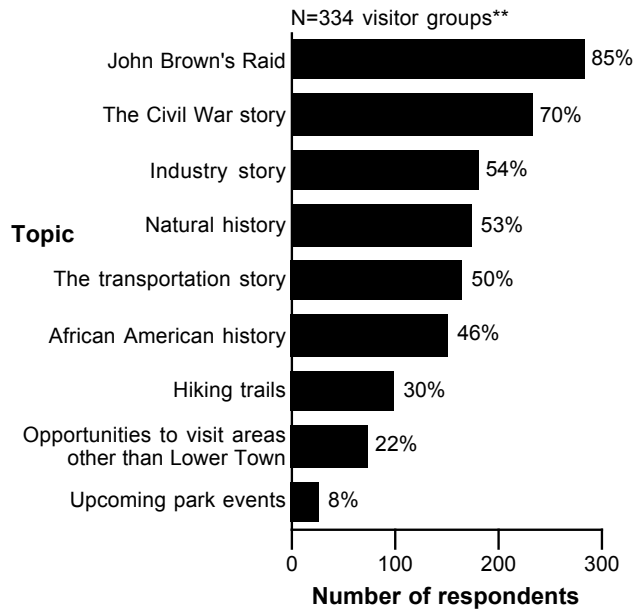


Figure 30: Topics learned about during this visit

Preferred future learning topics

Question 22b

Next, please check all of the topics you and your group are interested in learning about on a future visit.

Results

- As shown in Figure 31, the most commonly mentioned topics by visitor groups were:

60% Opportunities to visit areas other than Lower Town
47% Hiking trails
46% The transportation story

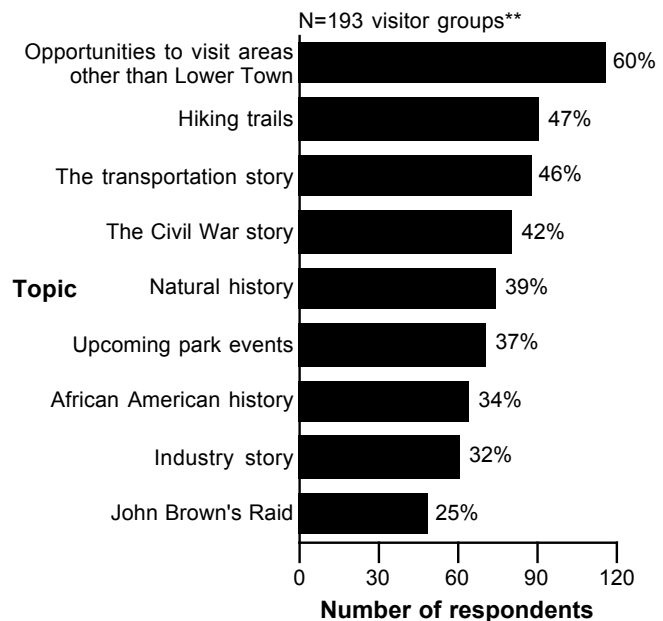


Figure 31: Preferred learning topics on a future visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Most important information learned on this visit

Question 22c
 In your opinion what was the most important information you learned during this visit to Harpers Ferry NHP?

Table 6: Most important information learned

N=312 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
John Brown and the historical raid	79
Civil War history	78
Harper's Ferry history	69
African American history	12
Natural history	8
Storer College/Niagara Movement	8
Lewis and Clark history	7
Recreational opportunities	7
Railroad history	6
Canal history	5
Transportation story	3
Geographical space of the area	2
Harpers Ferry NHP history	2
Other comments	26

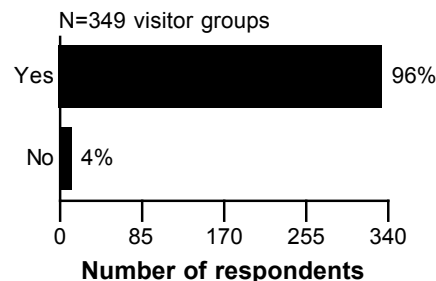
Results

- 67% of visitor groups (N=245) responded to this question.
- Table 6 shows the summary of visitor comments. Complete comments are in the Visitor Comments Appendix.

Sources that helped visitor groups develop an appreciation for the park

Question 21a
 Based on your park visit and experience, have you developed an appreciation for the historical and natural significance of Harpers Ferry NHP?

Develop appreciation of park significance?



Results

- 96% of visitor groups developed an appreciation for the historical and natural significance of Harpers Ferry NHP (see Figure 32).

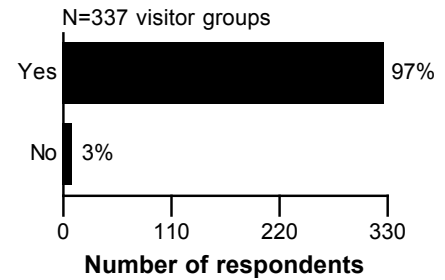
Figure 32: Visitor groups who developed an appreciation for the historical and natural significance of Harpers Ferry NHP

* total percentages do not equal 100 due to rounding
 ** total percentages do not equal 100 because visitors could select more than one answer

Question 21b

If Yes, which of the following sources helped you develop an appreciation for the historical and natural significance of Harpers Ferry NHP?

Have park resources been used to develop appreciation of park significance?



Results

- 97% of visitor groups used park resources to develop an appreciation of the park's significance (see Figure 33).
- As shown in Figure 34, the most common sources that visitor groups used to develop an appreciation for Harpers Ferry NHP were:
 - 87% Indoor exhibits/museums
 - 57% Printed materials
 - 57% Living history programs
- The least mentioned sources were:
 - 15% Park website
 - 6% Children's programs
- "Other" sources (7%) mentioned by visitor groups were:
 - Scenery/natural beauty
 - Videos
 - Staff
 - The preserved town

Figure 33: Visitor groups that used park resources to develop an appreciation of the historical and natural significance of Harpers Ferry NHP

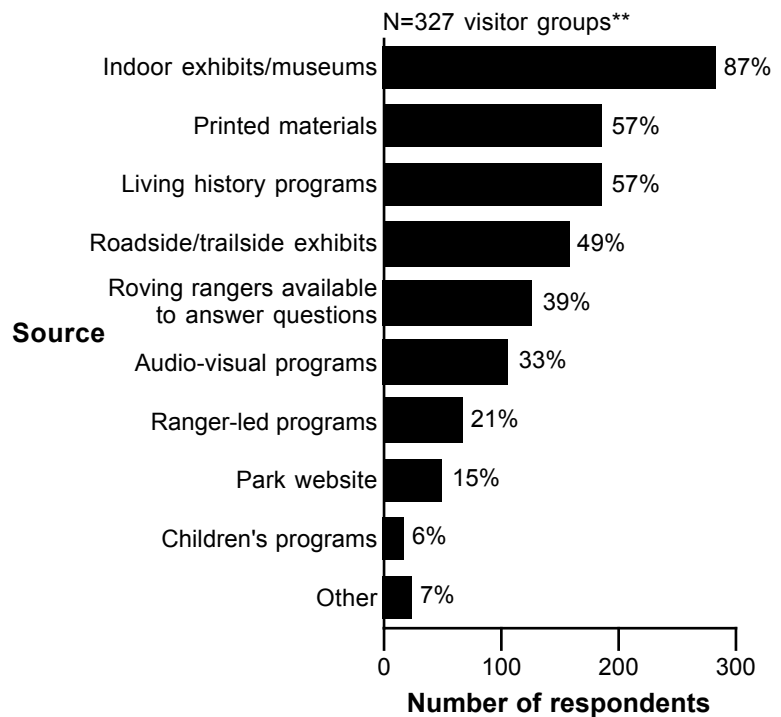


Figure 34: Sources that helped visitor groups appreciate the historical and natural significance of Harpers Ferry NHP

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Ratings of Visitor Services, Facilities, Elements, and Value for Fee Paid

Visitor services and facilities used

Question 10a

Please check all the services and facilities that you and your group used during this trip to Harpers Ferry NHP.

Results

- As shown in Figure 35, the most used visitor services and facilities included:

82% Park brochure/map
80% Restrooms
78% Visitor center

- The least used services and facilities included:

4% Access for disabled persons
1% Junior Ranger program

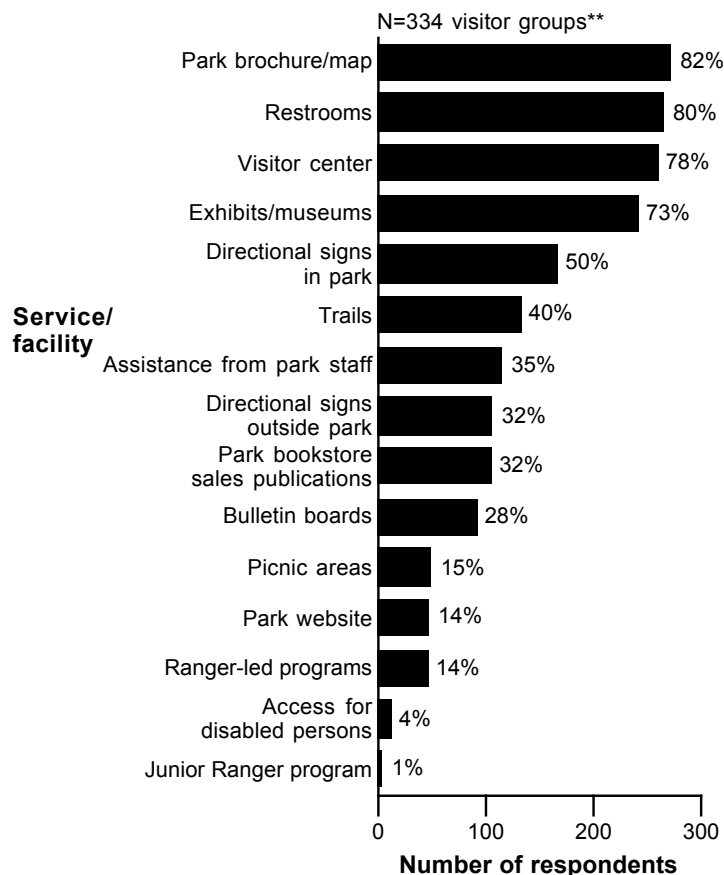


Figure 35: Visitor services and facilities used

* total percentages do not equal 100 due to rounding
** total percentages do not equal 100 because visitors could select more than one answer

Importance ratings for visitor services/facilities

Question 10b

Next, for only those services and facilities that you and your group used, please rate their importance from 1-5.

- 1-Not important
- 2-Somewhat important
- 3-Moderately important
- 4-Very important
- 5-Extremely important

Results

- Figure 36 shows the combined proportions of “extremely important” and “very important” ratings for all services and facilities that were rated by enough visitor groups (N≥30).
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 90% Restrooms
 - 84% Trails
 - 82% Exhibits/museums
- Figures 37 to 51 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating was:

6% Bulletin boards

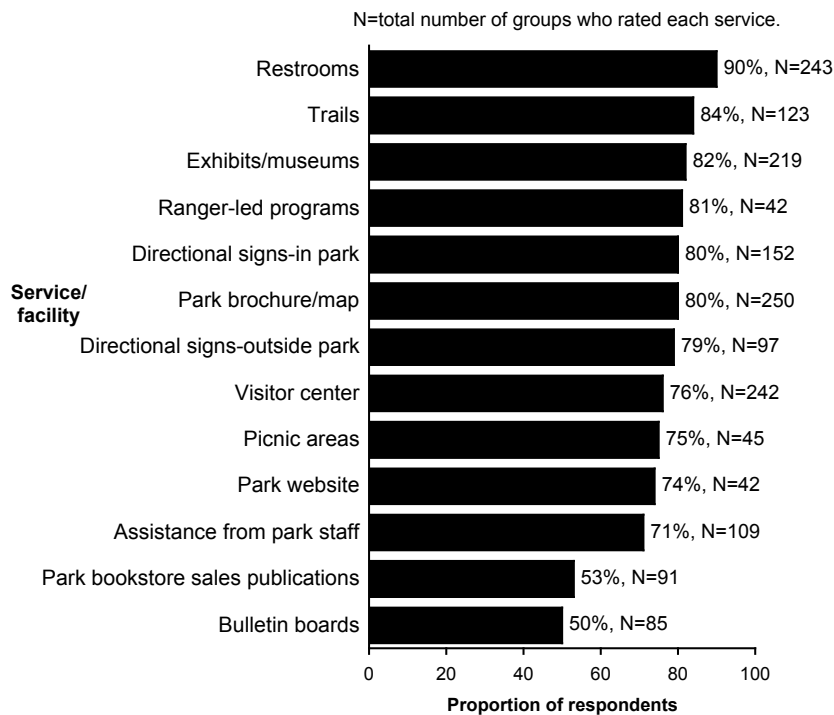


Figure 36: Combined proportions of “extremely important” and “very important” ratings for information services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

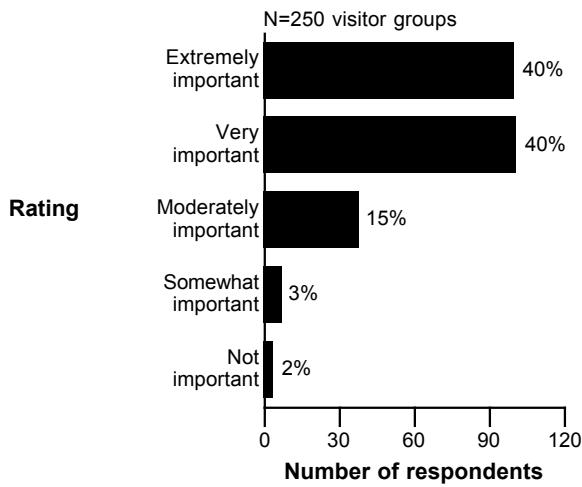


Figure 37: Importance of park brochure/map

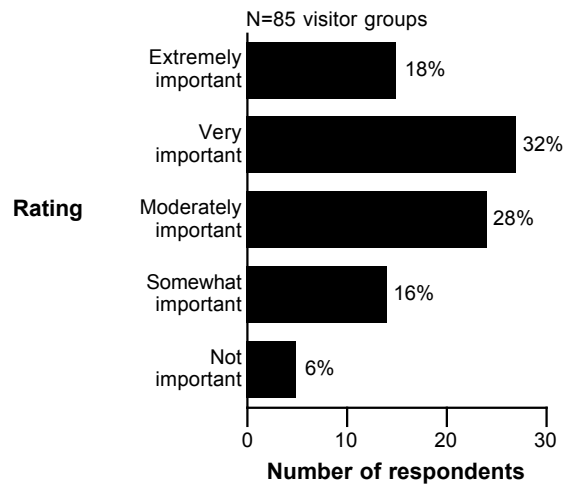


Figure 38: Importance of bulletin boards

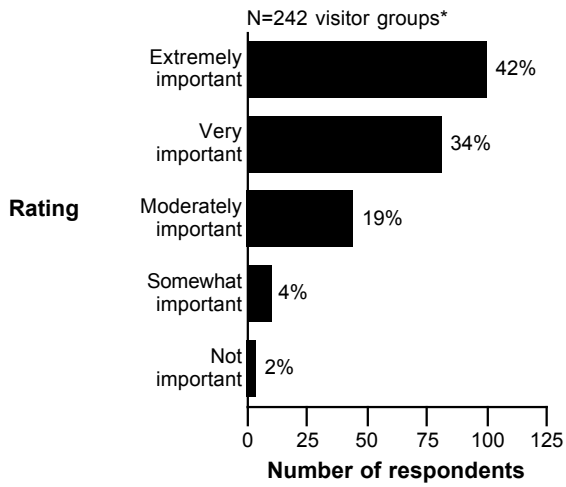


Figure 39: Importance of visitor center

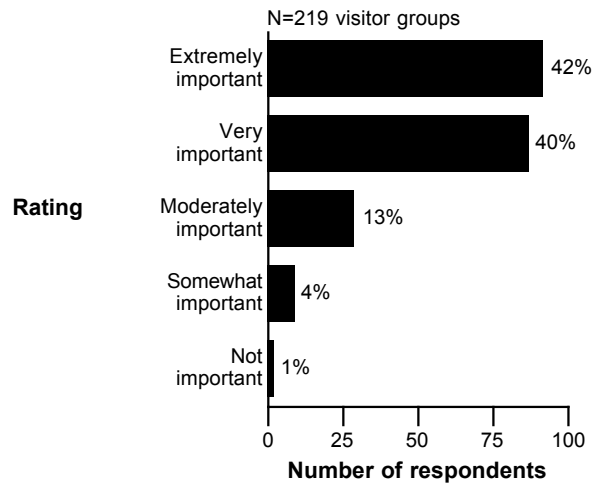


Figure 40: Importance of exhibits/museums

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

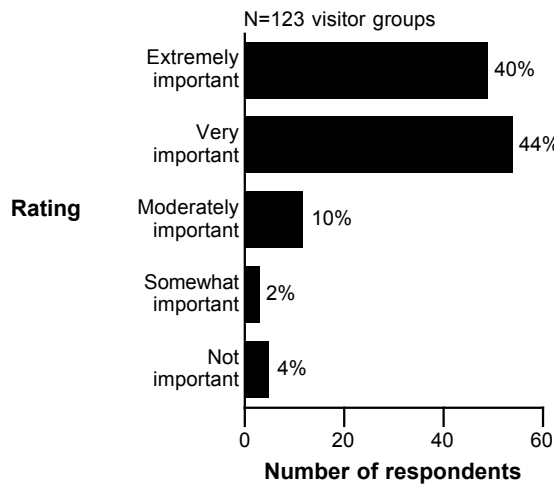


Figure 41: Importance of trails

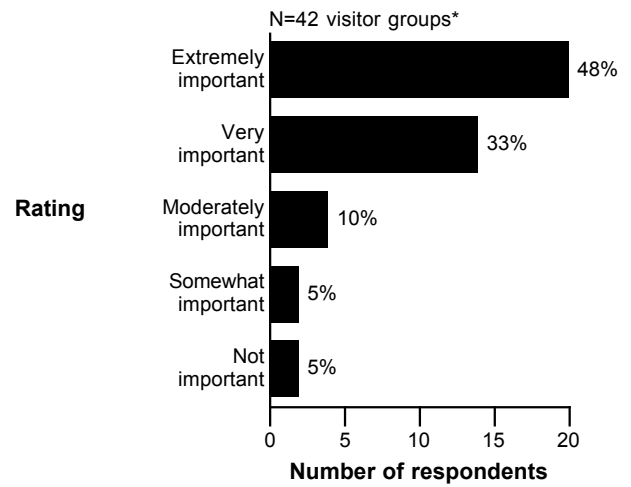


Figure 42: Importance of ranger-led programs

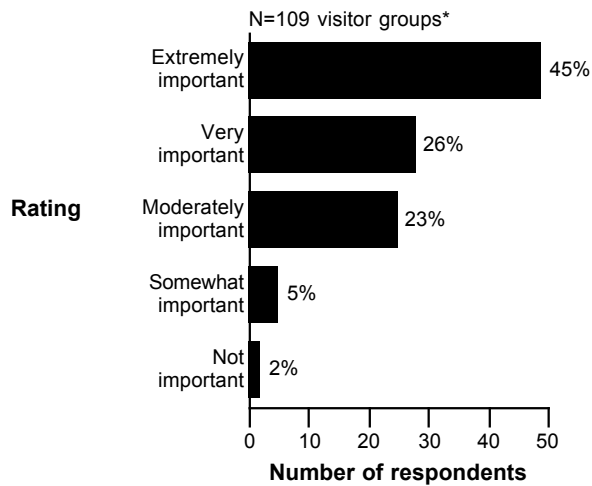


Figure 43: Importance of assistance from park staff

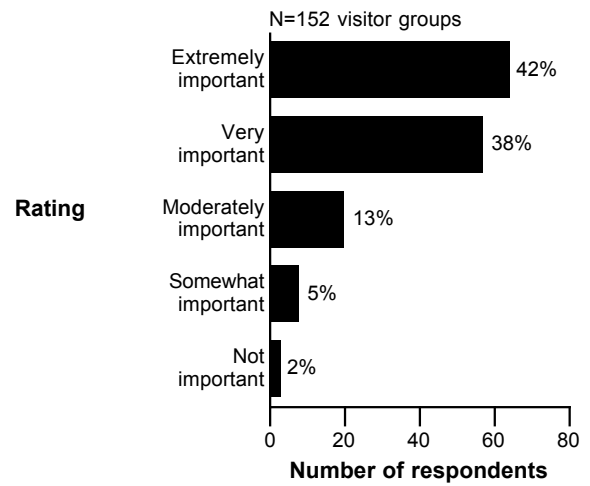


Figure 44: Importance of directional signs-in parks

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

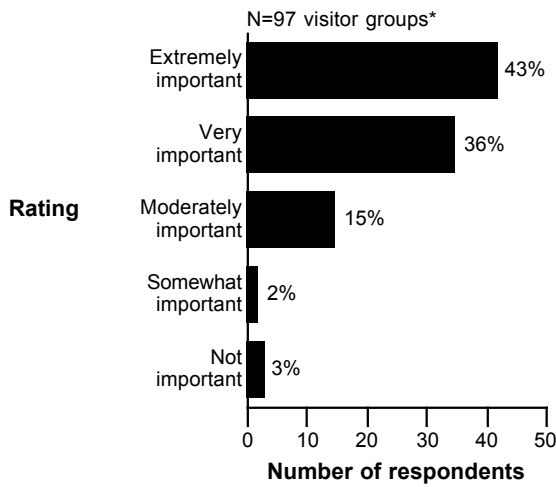


Figure 45: Importance of directional signs- outside park

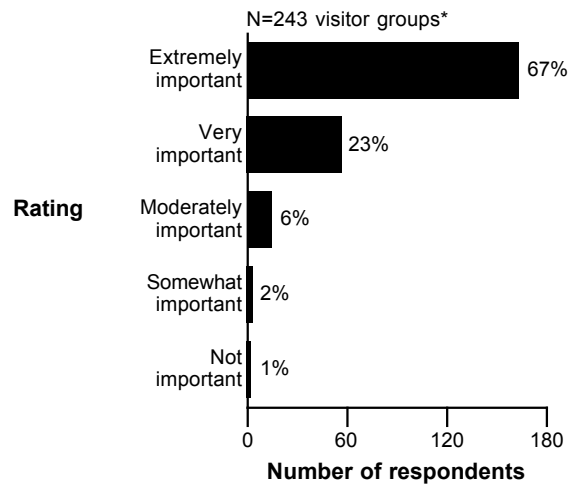


Figure 46: Importance of restrooms

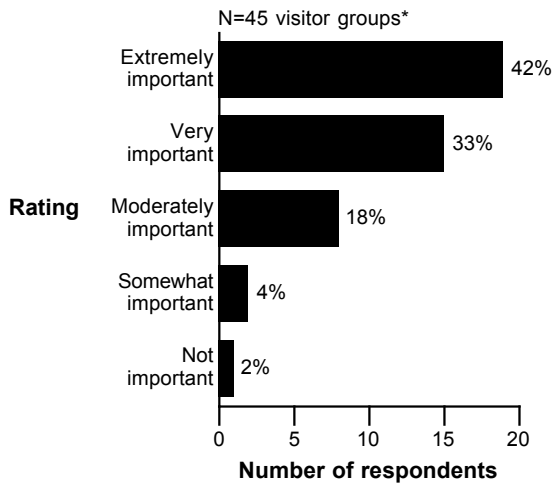


Figure 47: Importance of picnic areas

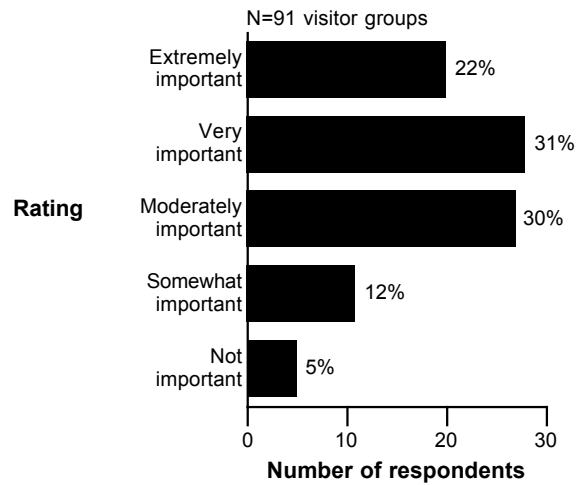


Figure 48: Importance of park bookstore sales publications

* total percentages do not equal 100 due to rounding
 ** total percentages do not equal 100 because visitors could select more than one answer

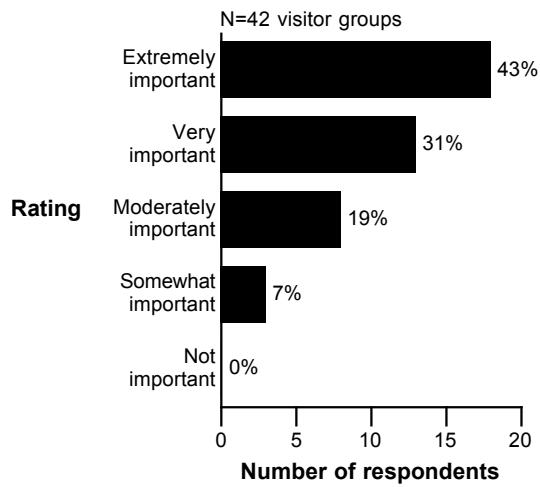


Figure 49: Importance of park website (www.nps.gov/hafe/) used before or during visit

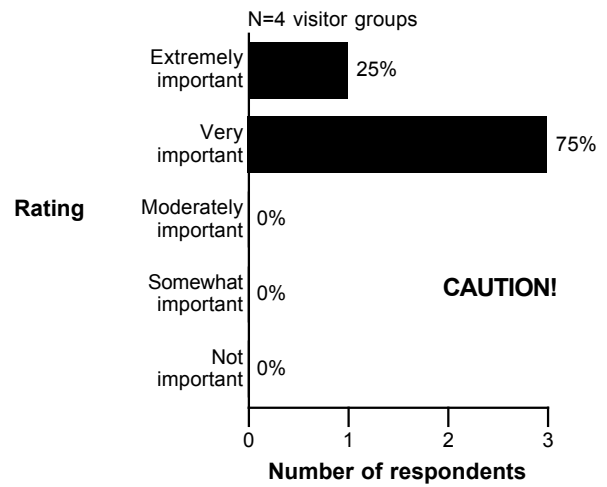


Figure 50: Importance of Junior Ranger program

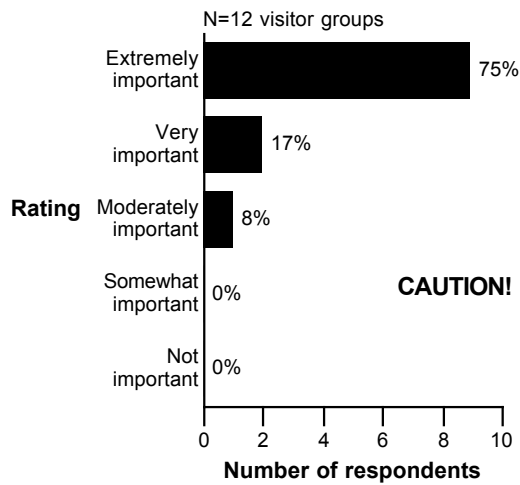


Figure 51: Importance of access for disabled persons

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Quality ratings for visitor services/facilities

Question 10c

Finally, for only those services and facilities that you and your group used please rate their quality from 1-5.

- 1-Very poor
- 2-Poor
- 3-Average
- 4-Good
- 5-Very good

Results

- Figure 52 shows the combined proportions of “very good” and “good” quality ratings for all services and facilities that were rated by enough visitor groups (N≥30).

- The services/facilities receiving the highest combined proportions of “very good” and “good” quality ratings were:

- 96% Assistance from park staff
- 90% Exhibits/museums
- 90% Ranger-led programs
- 90% Park brochure/map

- Figures 53 to 67 show the quality ratings for each service/facility.

- The service/facility receiving the highest “very poor” rating was:

2% Picnic areas

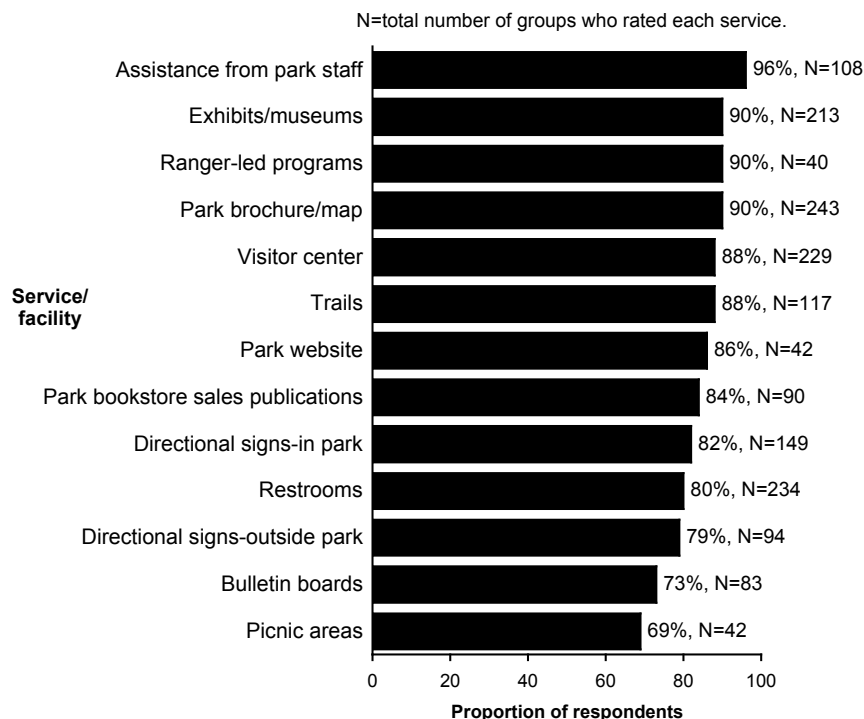


Figure 52: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

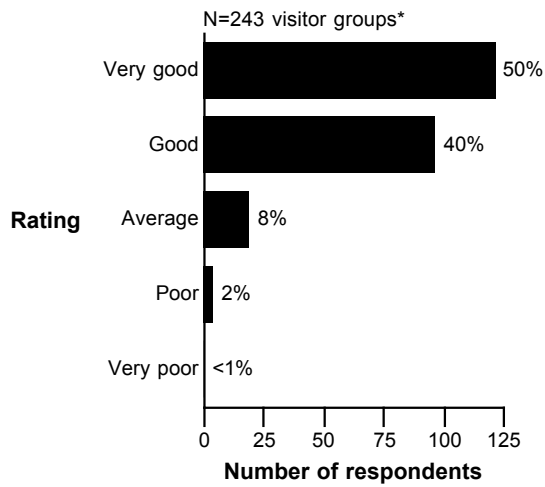


Figure 53: Quality of park brochure/map

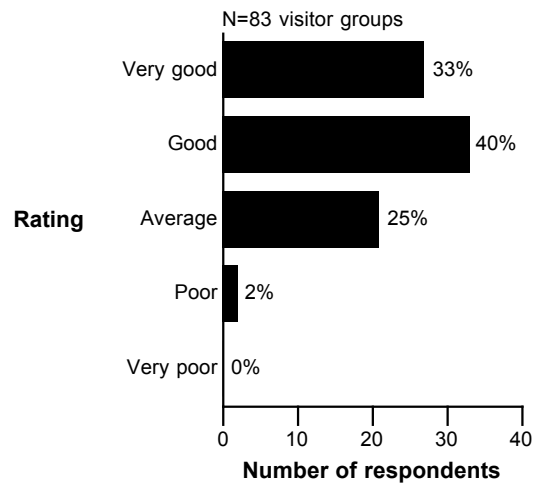


Figure 54: Quality of bulletin boards

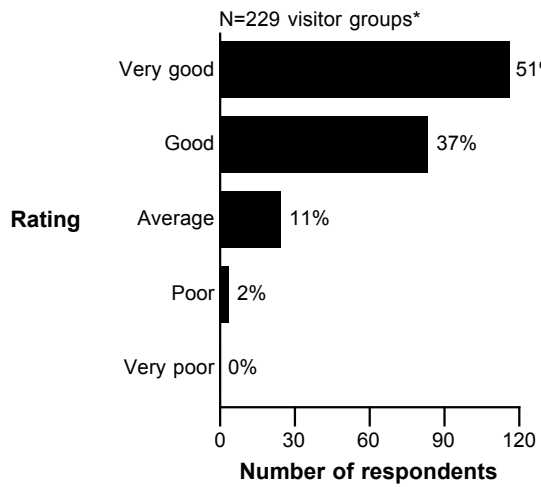


Figure 55: Quality of visitor center

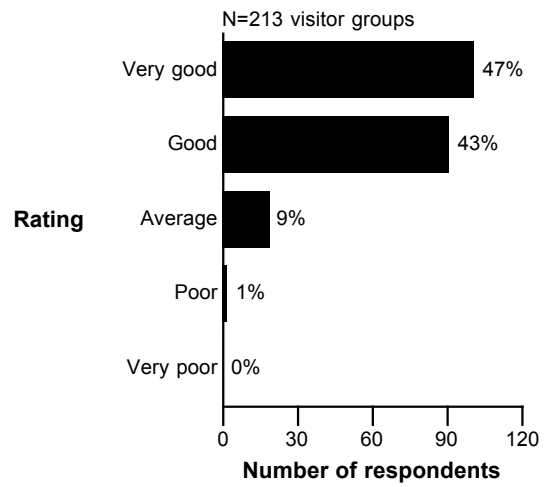


Figure 56: Quality of exhibits/museums

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

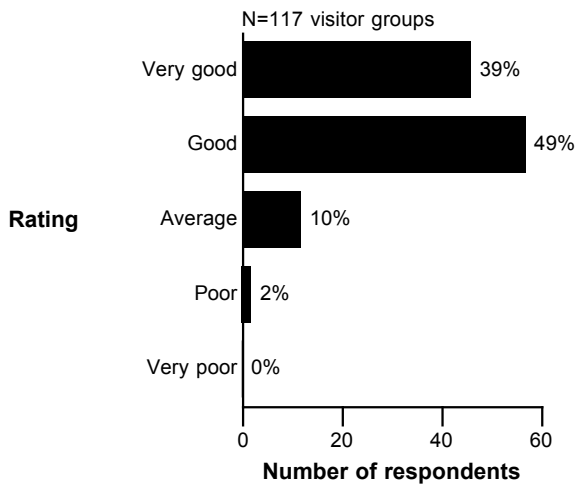


Figure 57: Quality of trails

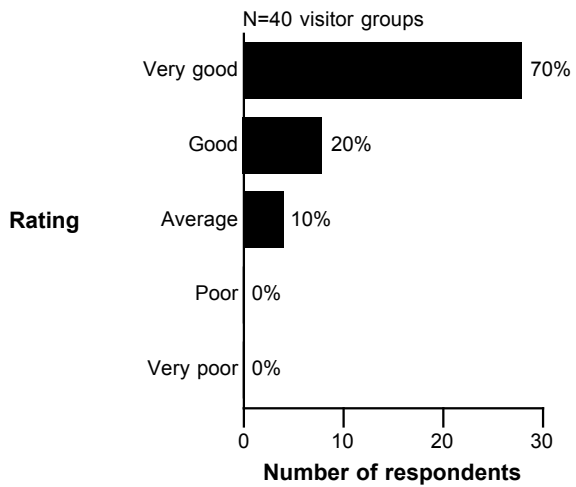


Figure 58: Quality of ranger-led programs

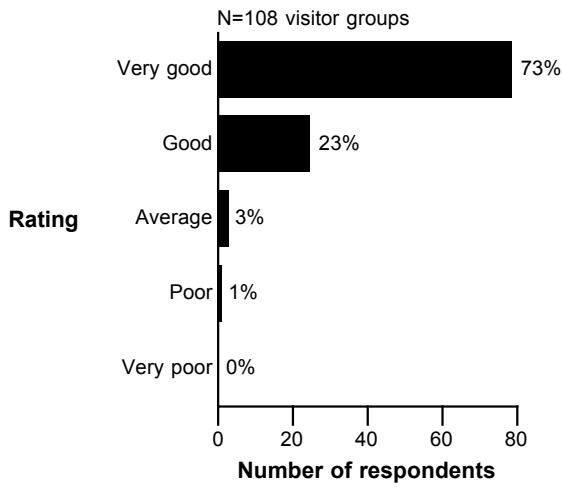


Figure 59: Quality of assistance from park staff

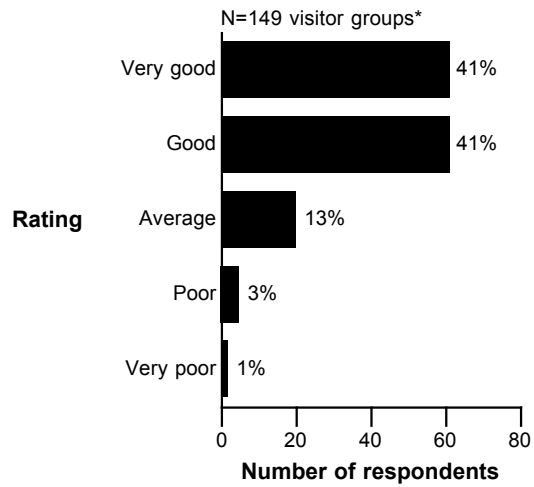


Figure 60: Quality of directional signs-in park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

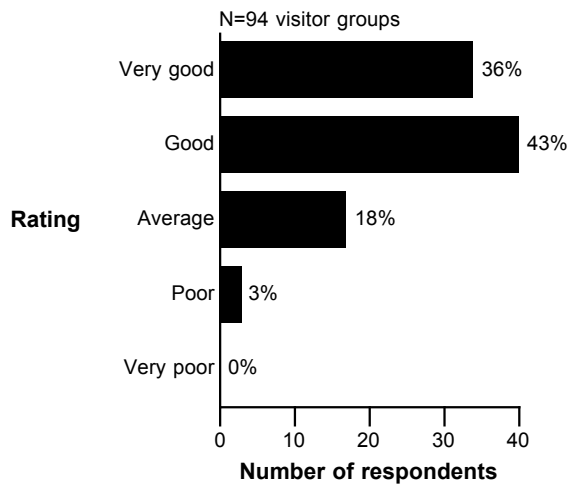


Figure 61: Quality of directional signs- outside park

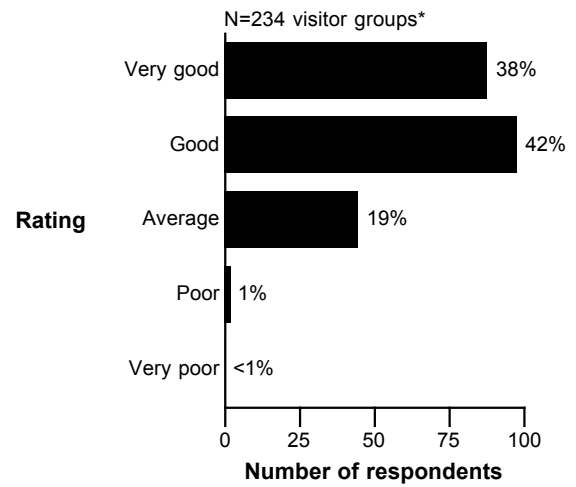


Figure 62: Quality of restrooms

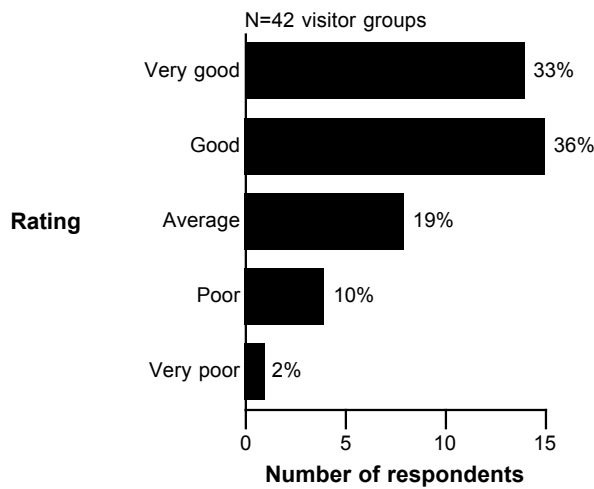


Figure 63: Quality of picnic areas

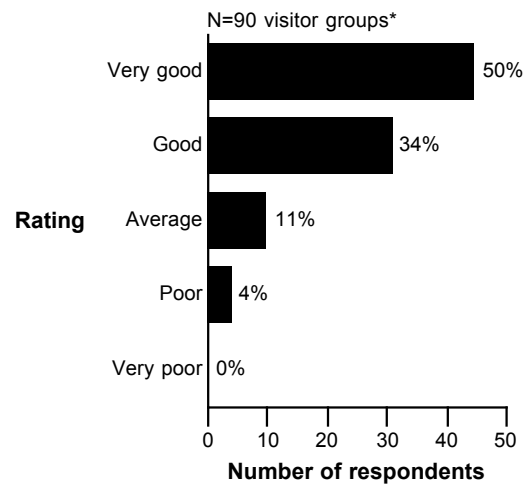


Figure 64: Quality of park bookstore sales publications

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

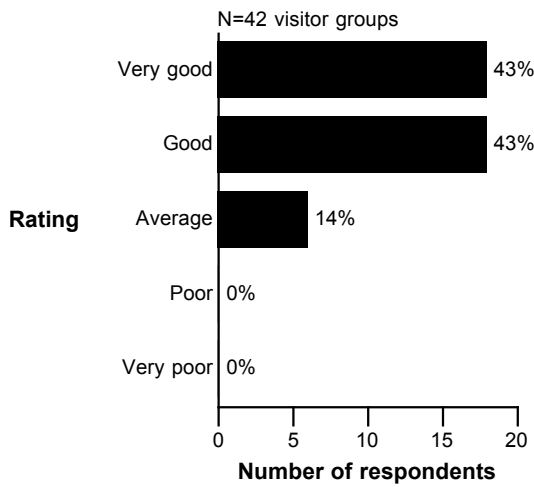


Figure 65: Quality of park website (www.nps.gov/hafe/) used before or during visit

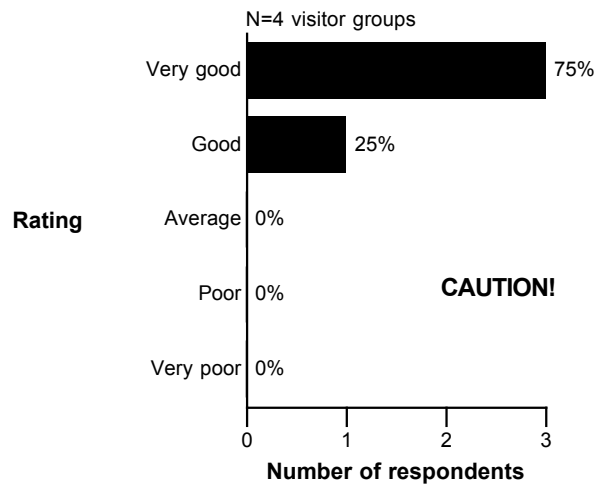


Figure 66: Quality of Junior Ranger program

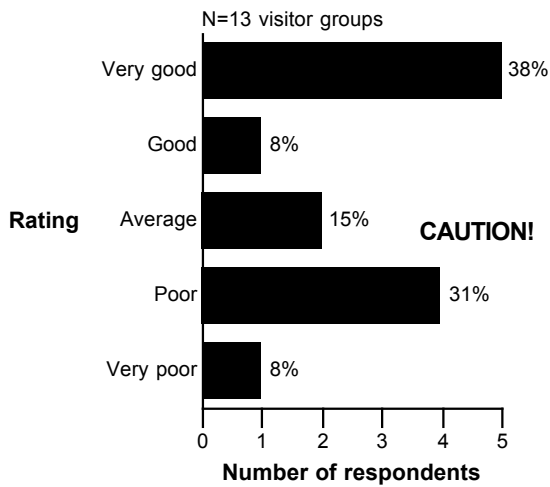


Figure 67: Quality of access for disabled persons

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Means of importance and quality scores

- Figures 68 and 69 show the mean scores of importance and quality ratings for visitor services and facilities.
- All services and facilities were rated above average in importance and quality.
- Note: The Junior Ranger program and access for disabled persons were not rated by enough visitors to provide reliable data.

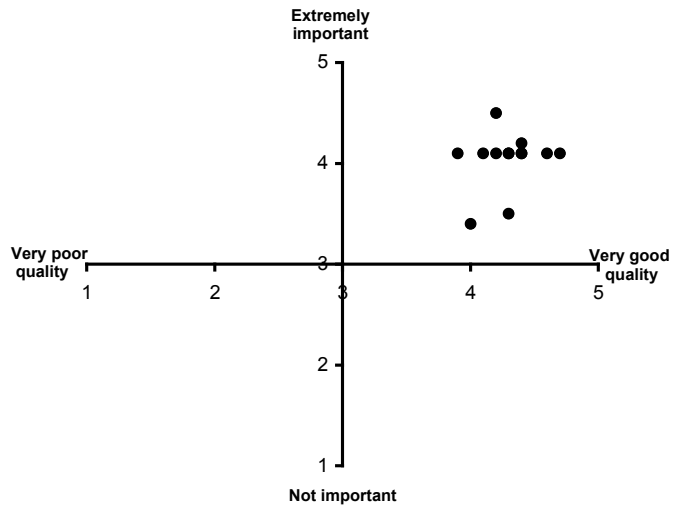


Figure 68: Mean scores of importance and quality ratings for visitor services and facilities

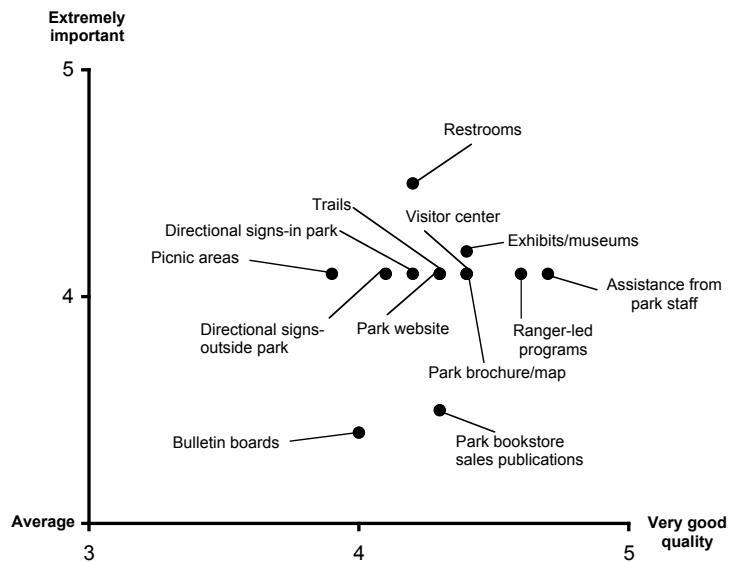


Figure 69: Detail of Figure 68

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Elements affecting park experience

Question 17

On this visit to Harpers Ferry NHP, please indicate how the following elements may have affected your park experience.

Results

- 57% of visitor groups responded that ranger/volunteer availability “added to” their experience at Harpers Ferry NHP (see Table 7).
- 11% of visitor groups said that parking availability “detracted from” their visit.

Table 7: Elements affecting park experience*					
N=number of visitor groups who rated each element					
Element	N	Rating (%)			
		Detracted from	No effect	Added to	Did not experience
Parking availability	357	11	54	30	5
Ranger/volunteer availability	349	1	32	57	10
Large number of visitors in park	345	3	66	1	30
Small number of visitors in park	344	<1	64	18	18

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Traffic conditions affecting park experience

Question 16a

A small part of Harpers Ferry NHP borders the town of Harpers Ferry. How did the traffic affect your park experience?

Results

- As a pedestrian, 10% of visitor groups responded that traffic “detracted from” their experience to Harpers Ferry NHP (see Table 8).
- While driving a vehicle, 6% of visitor groups responded that traffic “detracted from” their park experience.
- Forty-six visitor groups explained what “detracted from” their park visit (see Table 9).

Table 8: Traffic conditions affecting park experience*
N=number of visitor groups who rated each condition

Element	N	Rating (%)			
		Detracted from	No effect	Added to	Did not experience
As a pedestrian	343	10	80	1	10
While driving a vehicle	353	6	77	1	16

Table 9: Conditions that “detracted from” visit

N=53 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
Poor traffic conditions in Lower Town	9
Noise pollution	8
Safety issues	8
Stop through traffic in Lower Town	7
Detracted from the historic value	6
Motorcycle noise	5
Traffic on Route 340	2
Parking congestion	2
Other comments	6

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Safety concerns while visiting the park

Question 18a

For the question below, please indicate from 1 to 5 how safe you and your group felt from crime and accidents during this visit to Harpers Ferry NHP.

How safe did you and your group feel in Harpers Ferry NHP?

Results

- The majority of visitor groups felt very safe in all safety concerns (see Table 10).
- For personal property-from crime, 5% of visitor groups felt “very unsafe” or “somewhat unsafe.”
- For personal safety-from crime, 4% of visitor groups felt “very unsafe” or “somewhat unsafe” during their visit.
- For personal safety-from accidents, 5% of visitor groups felt “very unsafe” or “somewhat unsafe.”
- Visitor groups explained their safety concerns as:

- Traffic
- Motorcycles
- Rivers
- Steep steps
- Lack of rangers on trails

Table 10: Safety concerns while visiting the park* N=number of visitor groups who rated each element						
Element	N	Rating (%)				
		Very unsafe	Somewhat unsafe	Neither safe nor unsafe	Somewhat safe	Very safe
Personal property-from crime	360	4	1	6	10	80
Personal safety-from crime	360	4	0	6	8	83
Personal safety-from accidents	360	3	2	9	18	68

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Fee charged per vehicle

Question 20

An entrance fee is charged at Harpers Ferry NHP. Most of the funds collected (80%) remain at the park to be used to pay for such services as resource maintenance and protection, facility improvement, educational programs, and museum exhibits.

Question 20a

The current fee charged per vehicle at Harpers Ferry NHP is \$6. In your opinion, how appropriate is this amount?

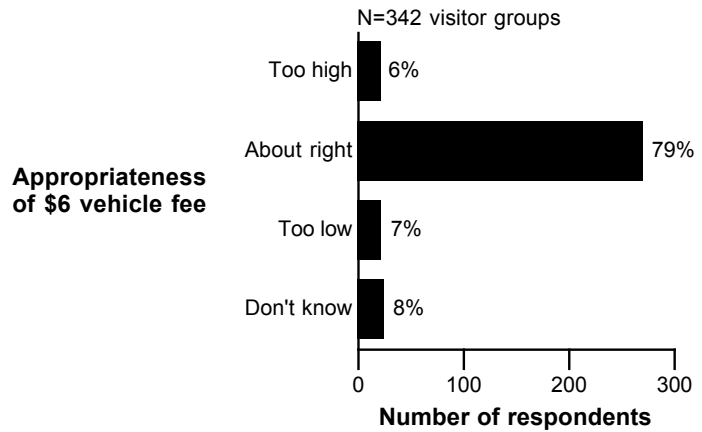


Figure 70: Visitor group opinions about the appropriateness of the current fee of \$6 per vehicle

Results

- As shown in Figure 70, the majority of visitor groups (79%) felt that the \$6 fee per vehicle was “about right.”

Fee charged per person

Question 20b

The current fee charged per person (walk-in, bicyclist) at Harpers Ferry NHP is \$4. In your opinion, how appropriate is this amount?

Results

- Most visitor groups (56%) felt the \$4 entrance fee per person was “about right,” as shown in Figure 71.
- 21% felt the fee was “too high.”

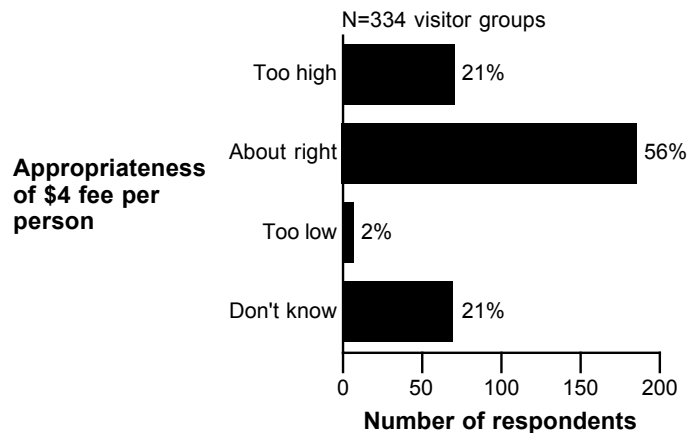


Figure 71: Visitor group opinions about the appropriateness of the current fee of \$4 per person

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Value for fee paid

Question 20c

On this visit, how would you and your group rate the value for the entrance fee you paid?

Results

- 76% of visitor groups rated the value for the entrance fee paid as “very good” or “good,” as shown in Figure 72.

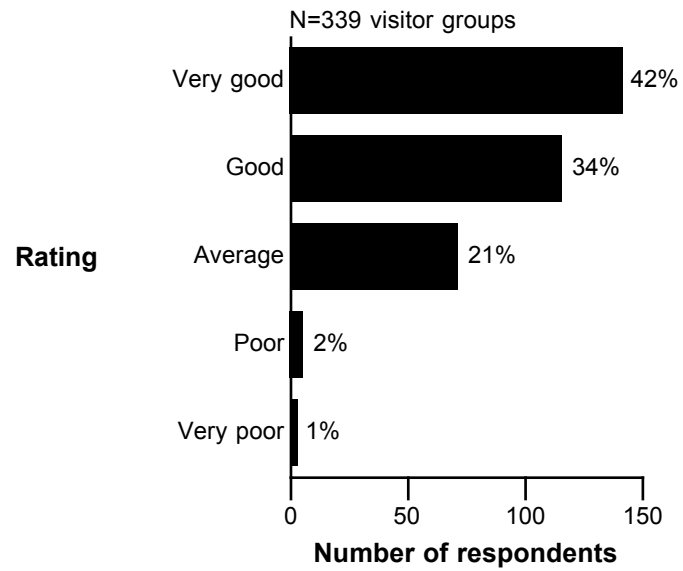


Figure 72: Visitor group ratings of the value for entrance fee paid

* total percentages do not equal 100 due to rounding
 ** total percentages do not equal 100 because visitors could select more than one answer

Expenditures

Total expenditures inside and outside of the park

Question 19

For you and your group, please report all expenditures for the items listed below for this visit to Harpers Ferry NHP and the surrounding area (within a 60-minute drive of park). Please write "0" if no money was spent in a particular category.

Note: Surrounding area residents should only include expenditures that were directly related to this visit to Harpers Ferry NHP.

Results

- 51% of visitor groups spent up to \$100 (see Figure 73).
- 30% spent \$201 or more.
- 2% did not spend any money.
- The average visitor group expenditure inside and outside of the park was \$216.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$90.
- Average total expenditure per person (per capita) was \$61.
- As shown in Figure 74, the largest proportions of total expenditures inside and outside the park were:
 - 33% hotels, motels, cabins, B&B, etc.
 - 23% restaurants and bars
 - 13% all other purchases

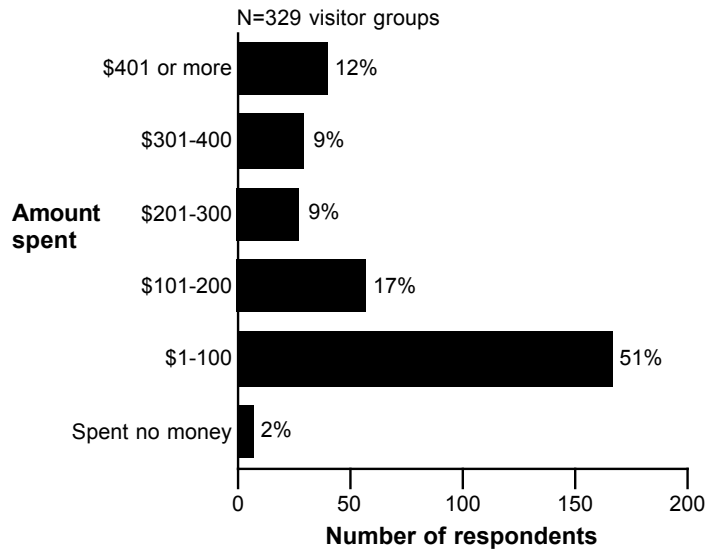


Figure 73: Total expenditures inside and outside the park

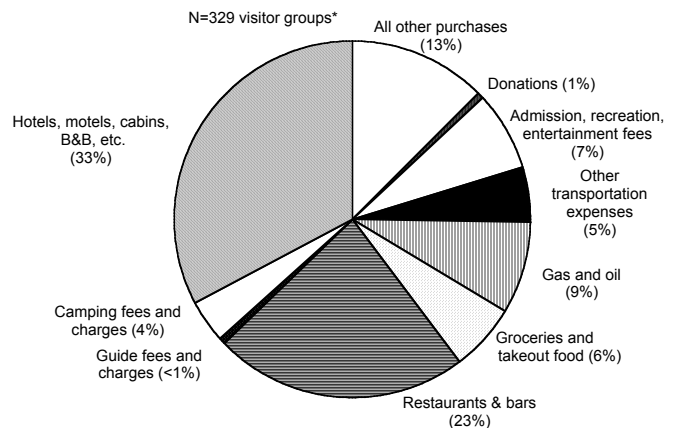


Figure 74: Proportions of total expenditures inside and outside the park

* total percentages do not equal 100 due to rounding
 ** total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by expenditures

Question 19c
How many people do the above expenses cover?

Results

- 59% of visitor groups had two adults covered by expenditures (see Figure 75).
- 37% had three more adults covered by expenditures.

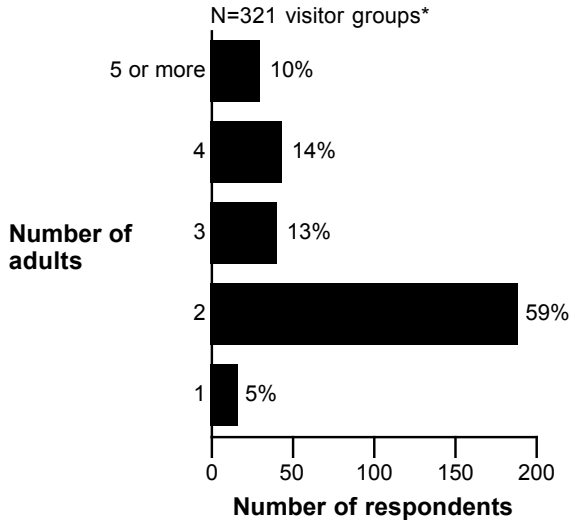


Figure 75: Number of adults covered by expenditures

Number of children covered by expenditures

Results

- 61% of visitor groups had one or two children covered by expenditures (see Figure 76).
- 24% had three or more children covered by expenditures.
- 14% had no children covered by expenditures.

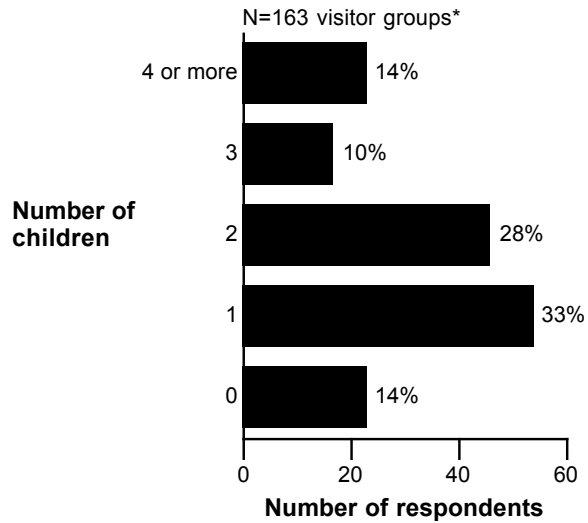


Figure 76: Number of children covered by expenditures

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Expenditures inside the park

Question 19a

Please list your group's total expenditures inside Harpers Ferry NHP.

Results

- 76% of visitor groups spent up to \$50 inside Harpers Ferry NHP (see Figure 77).
- 14% spent \$51 or more.
- The average visitor group expenditure inside the park was \$26.
- The median expenditure (50% of visitor groups spent more and 50% of visitor groups spent less) inside the park was \$12.
- Average expenditure inside the park per visitor (per capita) was \$9.
- As shown in Figure 78, the largest proportions of total expenditures inside the park were:
 - 65% All other purchases
 - 32% Admissions, recreation, entertainment fees
- Figures 79-81 show visitor group expenditures for each item.

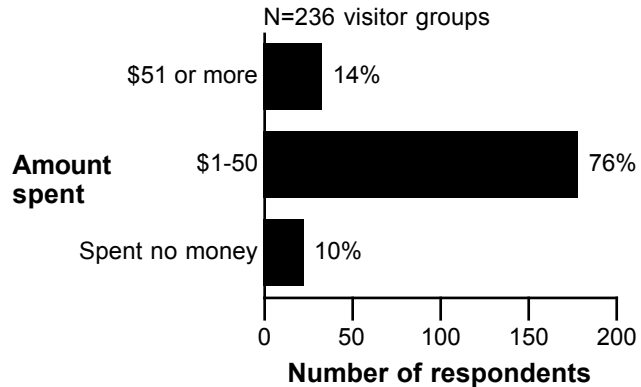


Figure 77: Total expenditures inside Harpers Ferry NHP

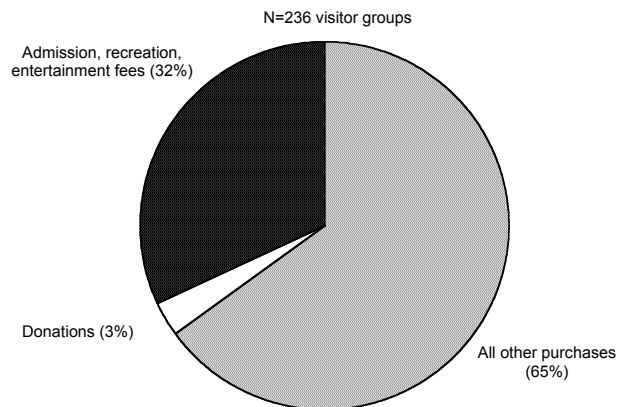


Figure 78: Proportions of expenditures inside the park

* total percentages do not equal 100 due to rounding
 ** total percentages do not equal 100 because visitors could select more than one answer

Admission, recreation, and entertainment

- 78% of visitor groups spent \$1-25 for admission, recreation, and entertainment inside the park (see Figure 79).

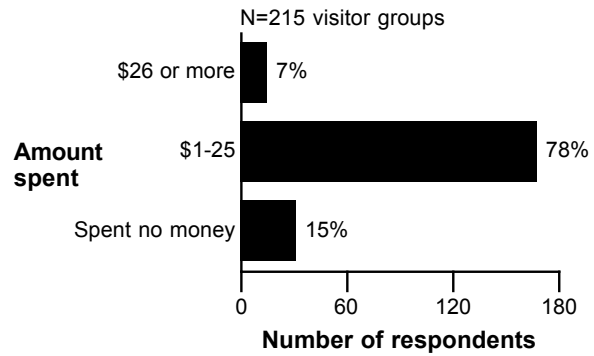


Figure 79: Expenditures for admission, recreation, and entertainment inside the park

All other purchases

- 53% of visitor groups spent \$1 or more on all other purchases (see Figure 80).

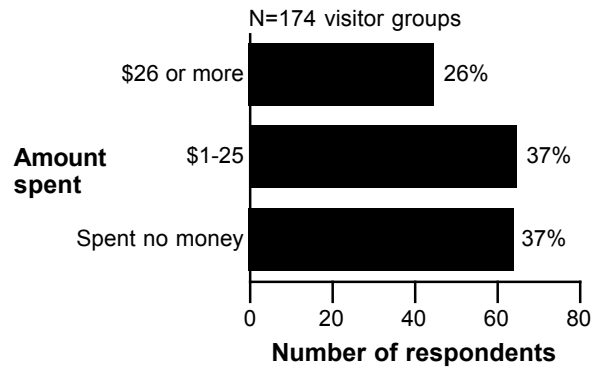


Figure 80: Expenditures for all other purchases inside the park

Donations

- 76% of visitor groups “spent no money” for donation inside the park (see Figure 81).

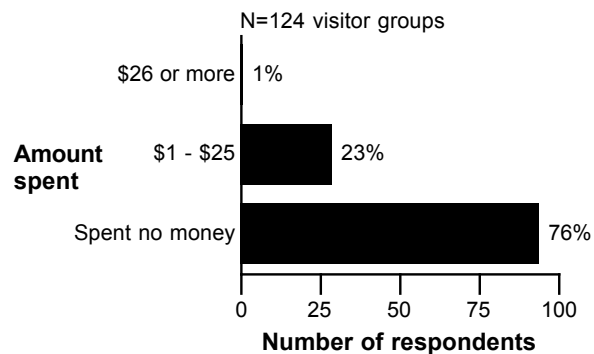


Figure 81: Expenditures for donations inside the park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Expenditures outside the park

Question 23b

Please list your group's total expenditures in the surrounding area (within a 60-minute drive of park).

Results

- 44% of visitor groups spent up to \$100 (see Figure 82).
- 27% spent \$101 - \$300.
- 20% spent \$301 or more.
- The average visitor group expenditure outside the park was \$212.
- The median expenditure (50% of groups spent more and 50% spent less) outside the park was \$90.
- The average expenditure per visitor (per capita) was \$66.
- As shown in Figure 83, the largest proportions of total expenditures in the surrounding area (within a 60 minute drive of the park) were:
 - 33% Hotels, motels, cabins, B&B, etc.
 - 23% Restaurants and bars
- Figures 84-93 show visitor group expenditures for each item.

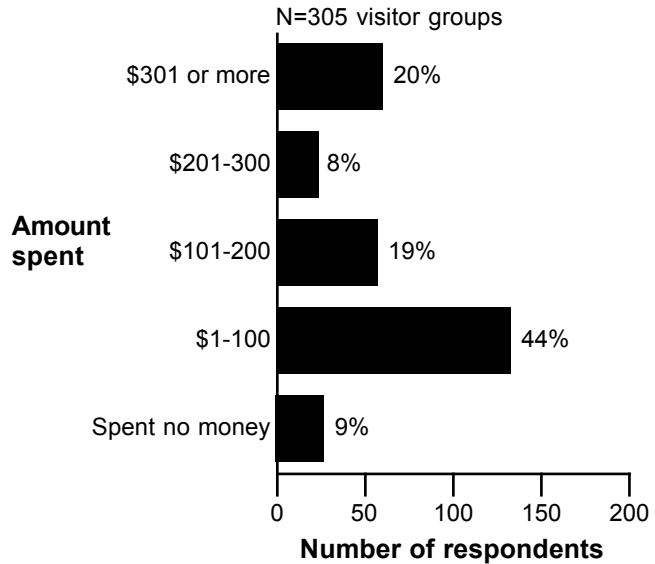


Figure 82: Expenditures outside the park

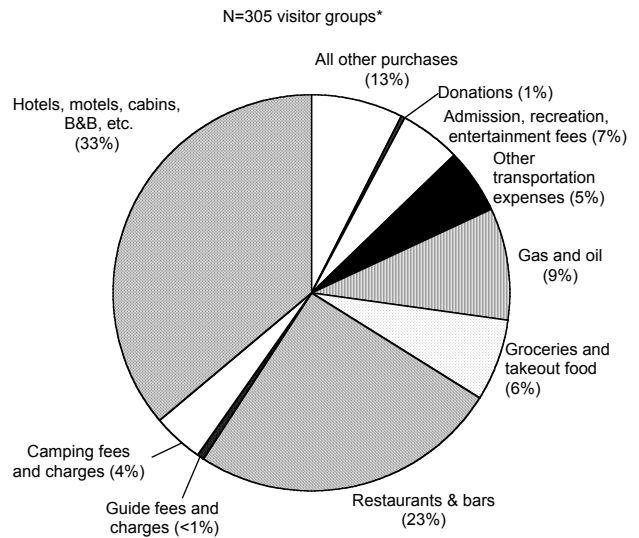


Figure 83: Proportions of expenditures outside the park

* total percentages do not equal 100 due to rounding
 ** total percentages do not equal 100 because visitors could select more than one answer

Hotel, motel, cabins, B&B, etc.

- 53% of visitor groups spent no money (see Figure 84).

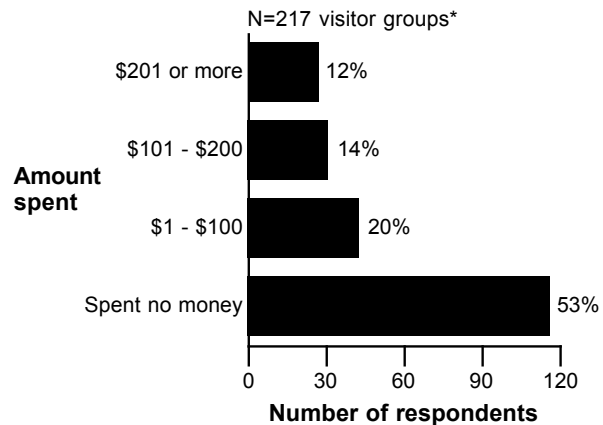


Figure 84: Expenditures for hotel/motel/cabins, B&B, etc. outside the park

Camping fees and charges

- 84% of visitor groups spent no money (see Figure 85).

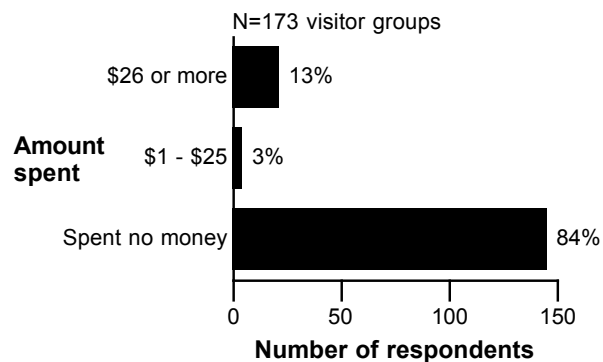


Figure 85: Expenditures for camping fees and charges outside the park

Guide fees and charges

- 94% of visitor groups spent no money (see Figure 86).

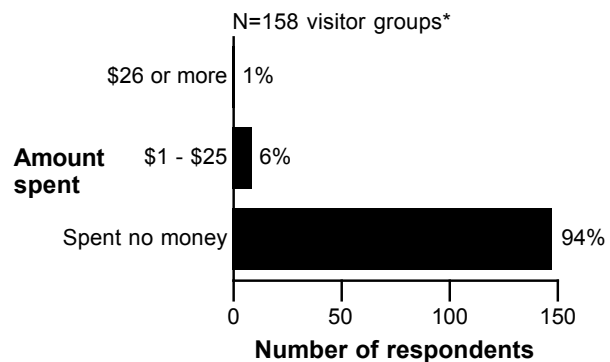


Figure 86: Expenditures for guide fees and charges outside the park

* total percentages do not equal 100 due to rounding
 ** total percentages do not equal 100 because visitors could select more than one answer

Restaurants and bars

- 58% of visitor groups spent more than \$25 (see Figure 87).

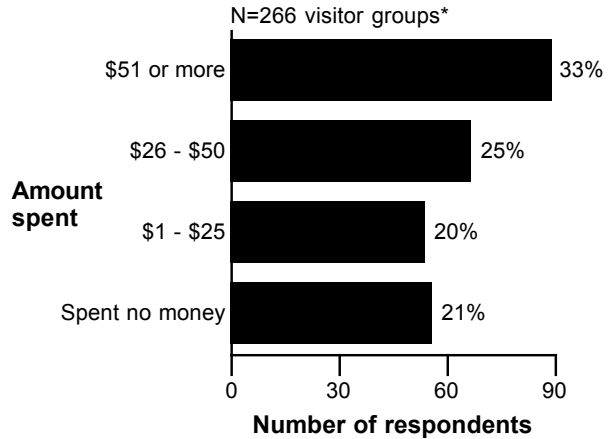


Figure 87: Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 57% of visitor groups spent no money (see Figure 88).

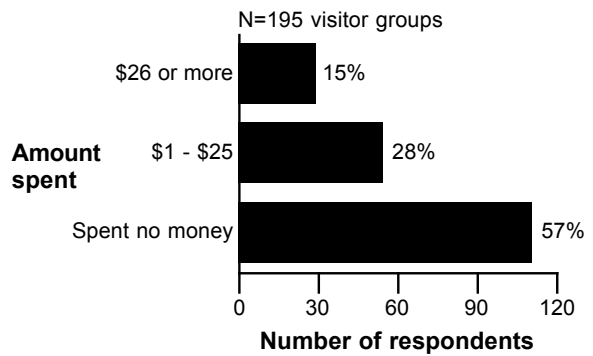


Figure 88: Expenditures for groceries and takeout food outside the park

Gas and oil

- 38% of visitor groups spent no money (see Figure 89).
- 37% spent \$26 or more.

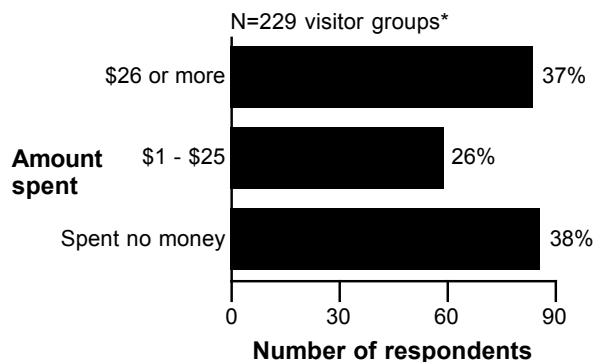


Figure 89: Expenditures for gas and oil outside the park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Other transportation expenses

- 90% of visitor groups spent no money (see Figure 90).

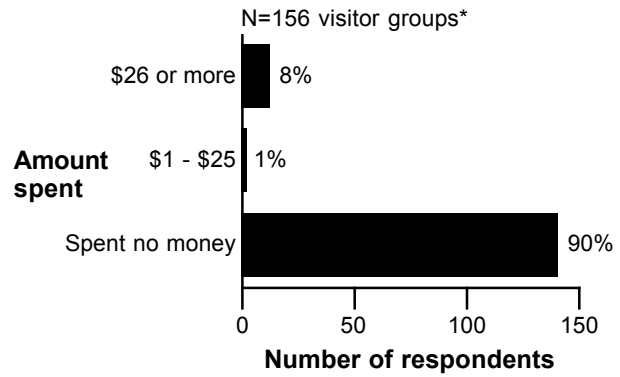


Figure 90: Expenditures for other transportation expenses outside the park

Admission, recreation, entertainment fees

- 53% of visitor groups spent no money (see Figure 91).

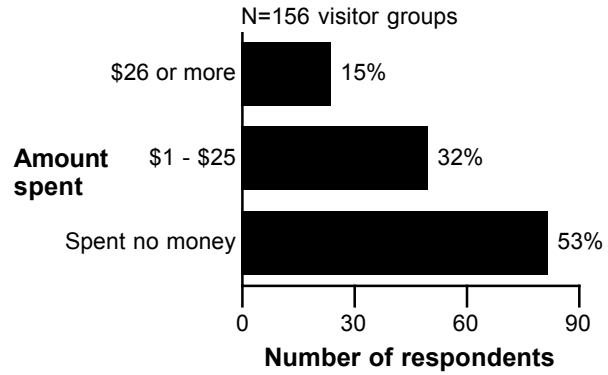


Figure 91: Expenditures for admission, recreation, entertainment fees outside the park

All other purchases

- 52% of visitor groups spent no money (see Figure 92).

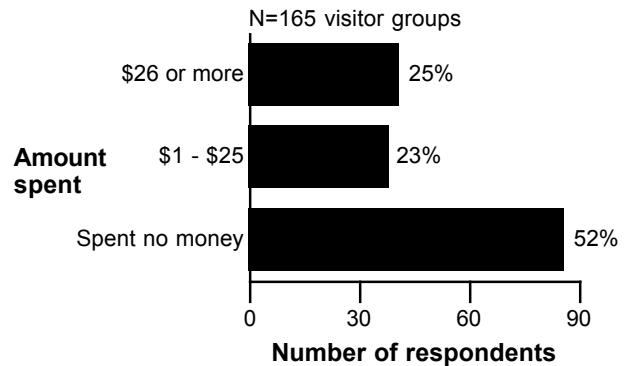


Figure 92: Expenditures for all other purchases outside the park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Donations

- 87% of visitor groups spent no money (see Figure 93).

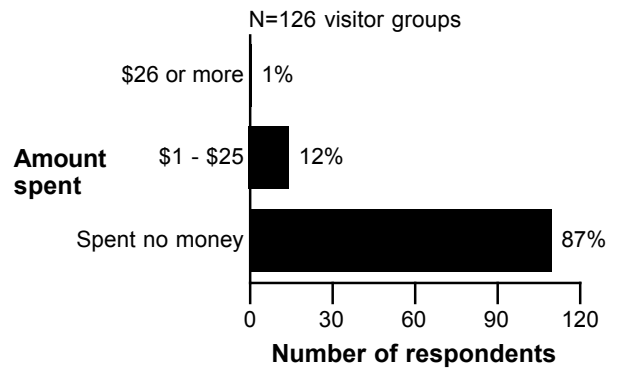


Figure 93: Expenditures for donations outside the park

* total percentages do not equal 100 due to rounding

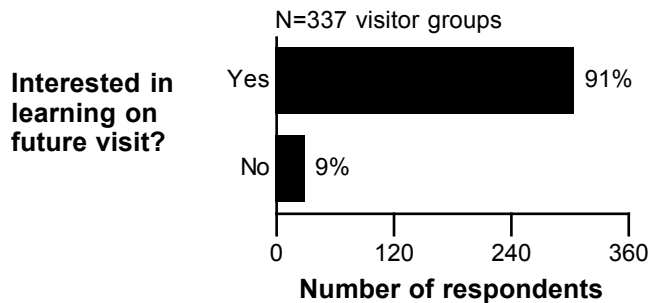
** total percentages do not equal 100 because visitors could select more than one answer

Information About Future Preferences

Preferred learning methods on a future visit

Question 25

On a future visit to Harpers Ferry NHP, how would you and your group prefer to learn about the cultural and natural history of the park?



Results

- 91% of visitor groups were interested in learning about natural and cultural history on a future visit to Harpers Ferry NHP (see Figure 94).

Figure 94: Visitor groups interested in learning on a future visit

- As shown in Figure 95, the most commonly mentioned sources of learning about cultural and natural history were:

73% History demonstrations
68% Watching artisans and craftsmen making their wares

- The least mentioned sources were:

26% Children's programs
21% Websites

- "Other" sources of learning (5%) mentioned by visitor groups were:

Workshops
Festivals
More scheduled events
Better brochures

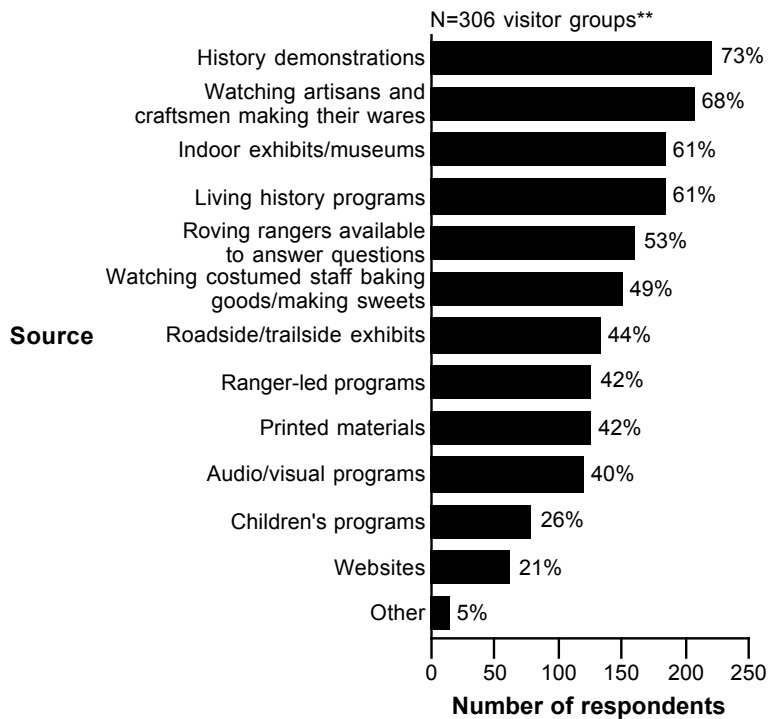


Figure 95: Visitor groups' preferred learning methods on a future visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 27

Overall, how would you and your group rate the quality of the facilities, services, and recreational opportunities at Harpers Ferry NHP during this visit?

Results

- 91% of visitor groups rated the overall quality as “very good” or “good,” as shown in Figure 96.
- 1% of visitor groups rated the overall quality as “poor.”
- No visitors rated the overall quality as “very poor.”

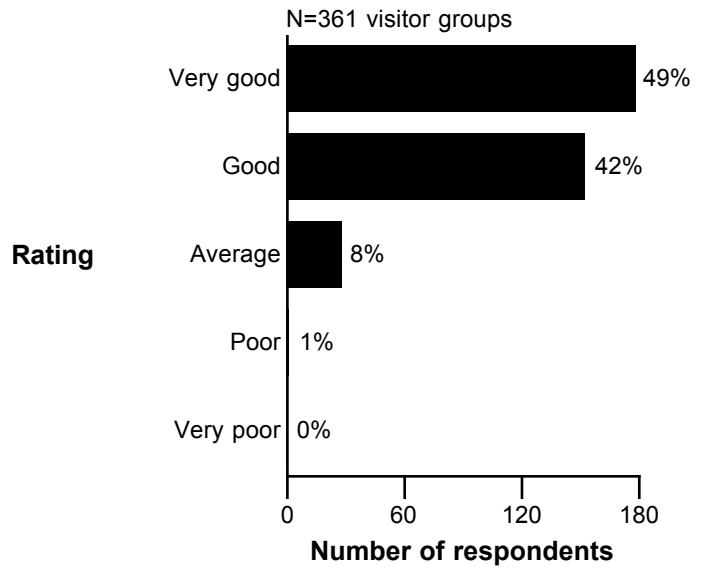


Figure 96: Overall quality of visitor facilities, services, and recreational opportunities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

Planning for the future

Question 23

If you were a park manager planning for the future of Harpers Ferry NHP, what would you propose?

Results

- 54% of visitor groups (N=197) responded to this question.
- Table 11 shows the summary of visitor comments. Complete comments are in the Visitor Comments Appendix.

Table 11: Planning for the future

N=252 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Increase staff within the park	8
Staff was great	2
INTERPRETIVE SERVICES	
Better access information to park facilities	29
More living history programs	19
Improve signage within park	14
Thematic changes to interpretive information	12
Develop more programs for children	6
Change times of tour programs	5
Better information for park activities	5
More written information about the park	4
Include more natural history interpretation	3
FACILITIES/MAINTENANCE	
Improve parking/traffic situation	16
Make changes to park facilities	15
Improve food service situation	11
Increase outdoor seating and picnic areas	6
More trails	5

**Table 11: Planning for the future
(continued)**

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Restore more of Harpers Ferry NHP	12
Develop other means of transportation	8
Close Lower Town to through traffic	7
Bus transportation policy changes	5
Extend park facility hours	4
Increase marketing/advertising	4
Lower entrance fees	3
Other comment	1
RESOURCE MANAGEMENT	
Unclear lines between NPS and commercial property	4
Other comment	1
GENERAL COMMENTS	
Keep up the good work	17
Other comments	26

What visitors liked most

Question 24a

What did you and your group like most about your visit to Harpers Ferry NHP?

Results

- 81% of visitor groups (N=297) responded to this question.
- Table 12 shows the summary of visitor comments. Complete comments are in the Visitor Comments Appendix.

Table 12: What visitors liked most
N=456 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Ranger interaction	15
Great staff	8
INTERPRETIVE SERVICES	
Historical aspects	80
Exhibits	26
Museums	22
Living history	18
John Brown information	10
Self-pace nature of tour	10
Audio-visual presentations	9
Ranger programs	4
FACILITIES/MAINTENANCE	
Historical downtown	34
Bridge/river crossing	10
Cleanliness of park	8
Railroad and trains	4
Food downtown	2
Church downtown	2
Storer College	2
Other comments	2
POLICIES/MANAGEMENT	
Transportation shuttle system	13
Lack of crowds	3
Other comment	1

**Table 12: What visitors liked most
(continued)**

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
River environment	29
Natural beauty	29
Scenic beauty	28
Hiking/recreational opportunities	28
Quietness/peacefulness	21
Wildlife	2
GENERAL COMMENTS	
Good atmosphere	28
Everything	4
Other comments	4

What visitors liked least

Question 24b

What did you and your group like least about your visit to Harpers Ferry NHP?

Results

- 55% of visitor groups (N=202) responded to this question.
- Table 13 shows the summary of visitor comments. Complete comments are in the Visitor Comments Appendix.

Table 13: What visitors liked least
N=230 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
INTERPRETIVE SERVICES	
Lack of interpretive information	9
Lack of activities in park	3
Map was confusing	3
Poor written material	2
Other comments	2
FACILITIES/MAINTENANCE	
Traffic situation	10
Lack of restrooms/restrooms out of order	8
Food service was poor	6
Inclines/hills	6
Better maintenance	5
Picnic area	4
Poor signage	3
Lack of facilities	2
Not enough trash receptacles	2
Poor trails	2
Other comments	6
POLICIES/MANAGEMENT	
The distance from parking to historic area/bus shuttle	23
Closed buildings/after hours	7
Noise pollution	9
Crowding	5
Over commercialized area	2
Transportation situation	2

**Table 13: What visitors liked least
(continued)**

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Animal droppings	4
Other comments	2
GENERAL COMMENTS	
Nothing	47
Weather	30
Limited time	13
Prices/costs of crafts	3
Lack of souvenirs	2
Other comments	7

Additional comments

Question 26

Is there anything else that you and your group would like to tell us about your visit to Harpers Ferry NHP?

Results

- 39% of visitor groups (N=145) responded to this question.
- Table 14 shows the summary of visitor comments. Complete comments are in the Visitor Comments Appendix.

Table 14: Additional comments
N=213 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff was great	15
INTERPRETIVE SERVICES	
Good information	10
Better interpretive signage	6
Enjoyed living history	4
Better interpretive information	2
Not much to do in the park	2
Other comment	1
FACILITIES/MAINTENANCE	
Clean/well kept park	4
More benches	2
POLICIES/MANAGEMENT	
Enjoyed transportation/shuttle service	6
Cost too high	3
Experienced closed buildings	3
Zoning and development issues	3
Improve advertising/marketing of the park	2
Other comments	2
RESOURCE MANAGEMENT	
Enjoyed river environment and scenery	3
Other comment	1
GENERAL COMMENTS	
Nice visit to the park	50
Nothing	19
Nice area	17
Will return	16
Needed more time	9
Thank you	8
Experienced hot weather	2
Other comments	23

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single programs/service/facility instead of all that were listed in the questionnaire. Include your name, address, and phone number in the request.

- Sources of information prior to visit
- Received needed information?
- Who made the decision to visit Harpers Ferry NHP
- When was the decision made to visit Harpers Ferry NHP
- Primary reason for visiting the West Virginia Eastern Panhandle
- Other places visited in the area
- Length of visit
- Number of days visited
- Sites visited in the park
- Sites visited in Lower Town
- Activities participated in
- Services and facilities used in nearby communities
- Overnight stay away from home/number of nights
- Type of lodging
- Visitor services and facilities used
- Importance of visitor services and facilities
- Quality of visitor services and facilities
- Group size
- Number of vehicles used
- Guided tour group
- School/educational tour group
- Group type
- Visitors with disabilities/ impairments
- Service/access problems
- Visitor age
- Zip code/state of residence
- Country of residence
- Number of times visited the park in visitor lifetime
- Traffic elements affecting park experience
- Elements affecting park experience
- Opinions about safety in park
- Total expenditures in and outside of park
- Number of children covered by expenses
- Number of adults covered by expenses
- Expenditures within park
- Expenditures outside park
- Visitor opinions about fees
- Sources that help develop an appreciation for the park
- Information learned on this visit
- Information interested in learning on a future visit
- Preference of learning method on a future visit
- Overall quality of visitor services and facilities

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Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Stoop 2004). In this study, group size and age of the group member (at least 16 years old) completing the survey were the two variables that were used to check for non-response bias.

Two-independent sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05 the two groups are judged to be insignificantly different. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes, the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification.

Therefore, the hypotheses for checking non-response bias are:

1. Average age of respondents – average age of non-respondents ≤ 5
2. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 2, the p-values for both of these tests are less than 0.05 indicating a significant difference between respondents and non-respondents age and group size. Thus, non-response bias is potentially present. The data may not be a good representation of the larger park visitation population.

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- Stoop, I. A.L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit (UI PSU). All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)
1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

Visitor Services Project Publications (continued)**2002**

- 131. Everglades National Park
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

2005

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park

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

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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