

**Visitor Services Project**  
**Johnstown Flood National Memorial**  
**Report Summary**

- This report describes the results of a visitor study at Johnstown Flood National Memorial during July 30 – August 9, 2005. A total of 310 questionnaires were distributed to visitor groups. Of those, 232 questionnaires were returned resulting in a 75% response rate.
- This report profiles a random sample of Johnstown Flood National Memorial visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-one percent of visitor groups were in groups of two and 31% were in groups of three or four. Sixty-seven percent of the visitor groups were family groups. Forty-nine percent of visitors were ages 41-65 years and 15% were ages 15 or younger.
- United States visitors were from Pennsylvania (58%), 32 other states, Guam, and Washington, D.C. Sixty-eight percent of visitors visited Johnstown Flood National Memorial for the first time in their life and 90% visited once in the past 12 months.
- Prior to this visit, visitor groups most often obtained information about Johnstown Flood National Memorial through friends/relatives/word of mouth (40%) and previous visits (32%). Nine percent of visitor groups did not obtain any information before their visit. Most groups (93%) received the information they needed about the park.
- Visiting Johnstown Flood National Memorial (38%) was the most mentioned primary reason for visiting the area (within 45-minute drive of park). The most common activities on this visit to Johnstown Flood National Memorial included learning about the Johnstown Flood (84%) and watching visitor center movie (83%). The activities that visitor groups reported as primary reason for visiting Johnstown Flood National Memorial included watching visitor center movie (44%) and learning about the Johnstown Flood (18%).
- Of the total expenditure (inside and outside the park), the average expenditure per group was \$238. The median expenditure (50% of groups spent more and 50% of groups spent less) was \$90. The average expenditure per visitor (per capita) was \$70.
- 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 191 visitor groups included visitor center exhibits (93%), visitor center film/movie (91%), and visitor center restrooms (87%). The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included visitor center film/movie (92%, N=169), visitor center exhibits (92%, N=171), and directional signs on highway (84%, N=122). The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings included visitor center exhibits (98%, N=163), assistance from park staff (94%, N=115), and ranger talks/programs (94%, N=160).
- Most visitor groups (95%) rated the overall quality of services, facilities, and recreational opportunities at Johnstown Flood National Memorial as “very good” or “good.” Less than 1% 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>