

**Visitor Services Project
Nicodemus National Historic Site
Report Summary**

- This report describes the results of a visitor study at Nicodemus National Historic Site (NHS) during July 23–September 13, 2005. A total of 302 questionnaires were distributed to visitor groups. Of those, 208 questionnaires were returned resulting in a 68.9% response rate.
- This report profiles a random sample of Nicodemus NHS visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-nine percent of visitor groups were in groups of two, 22% were in groups of three or four, and 13% were groups of five or more. Fifty-two percent of the visitor groups were family groups. Fifty-three percent of visitors were ages 41-65 years and 12% were ages 15 years or younger.
- Seventy-eight percent of visitors visited Nicodemus NHS for the first time and 68% visited for the first time since 1996. Twenty-eight percent of visitors had some college education, 28% held a bachelor's degree, and 24% held a graduate degree.
- United States visitors were from Kansas (46%), Nebraska (8%), Colorado (8%), and 28 other states. International visitors, comprising <1% of the total visitation, were from Canada (50%) and Spain (50%).
- Prior to this visit, visitor groups most often obtained information about Nicodemus NHS through friends/relatives/word of mouth (43%), newspaper/magazine articles (26%), and previous visits (26%). Nine percent of visitor groups did not obtain any information about the park before their visit. Most groups (82%) received the information they needed about the park.
- Sixty-three percent of visitor groups' reason for traveling to the Nicodemus NHS area (within 1-hour drive of park) was to visit Nicodemus NHS, while 49% came to learn African American history. The most common primary reasons for visiting the Nicodemus area were visiting Nicodemus NHS (24%) and attend Homecoming events (15%).
- 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 201 visitor groups included the visitor center (96%), indoor exhibits and information panels (87%), park history brochure (81%), and assistance from park staff (77%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included visitor center (92%, N=183), assistance from park staff (89%, N=145), and indoor exhibits and information panels (86%, N=163). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included assistance from park staff (96%, N=142), indoor exhibit and information panels (90%, N=162), and visitor center (87%, N=179).
- The average total expenditures in and outside the park (within 1-hour drive of park) per visitor group was \$143. The median visitor group expenditure (50% of groups spent more, 50% of group spent less) was \$35. The average per capita expenditure was \$46.
- Most visitor groups (73%) rated the overall quality of services, facilities, and recreational opportunities at Nicodemus NHS as "very good" or "good." Nine 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>