

Visitor Services Project
**Jean Lafitte National Historical
Park and Preserve**



JEAN LAFITTE NATIONAL HISTORICAL PARK AND PRESERVE

Visitor Services Project Report 38
Cooperative Park Studies Unit



Visitor Services Project

Jean Lafitte National Historical Park and Preserve

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Report 38

October 1991

Ms. Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the Jean Lafitte National Historical Park and Preserve staff for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

Visitor Services Project Jean Lafitte National Historical Park and Preserve

Report Summary

- This report describes the results of a visitor study at Jean Lafitte National Historical Park and Preserve during March 13-19, 1991. A total of 447 questionnaires were distributed and 376 returned, an 84% response rate.
- This report profiles Jean Lafitte visitors. A separate appendix has their comments about the park and their visit. A summary of these comments is included in this report and the appendix.
- Visitors were commonly families (56%); often in groups of two (58%). Thirty-two percent of the visitors were 36-50 years old and 29% were 51-65 years old. Most (63%) were on their first Jean Lafitte visit.
- Foreign visitors comprised 7% of the total visitation and commonly came from Canada (48%) and Germany (23%). Americans came from Texas (10%), California (8%), Pennsylvania, New York and Louisiana (each 6%) and many other states.
- Most visitors did general sightseeing, went dining/drinking, visited Bourbon Street, watched street artists, and listened to live music. Jackson Square (97%) and the French Market (94%) were visited by most visitors. Most visitors went to New Orleans to vacation (68%).
- Most visitors (72%) were not aware of the park's existence prior to their visit. The most visited site at Jean Lafitte was the visitor center (79%), followed by Barataria and Chalmette (10% each). Half of the visitors (50%) took an NPS walking tour; 28% did not take an organized tour. Half of the visitors (50%) did not get any information about Jean Lafitte prior to their visit.
- The most important and the highest quality interpretive services according to visitors who used them were walking tours, visitor center personnel, the park brochure/map, and visitor center. The least important interpretive service was sales publications and the lowest quality service was other printed information.
- Most visitor groups (95%) did not have members who lived in the Greater New Orleans Metro area. These groups used commercial airlines (47%) and private cars (34%) to get there.
- Many visitors (72%) would likely use a shuttle from the French Quarter to other units of Jean Lafitte if one were available in the future. In the future, most visitors would prefer a guided tour (67%) than other types of tours. They would prefer tours which last one to two hours (59%). They made many additional comments.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

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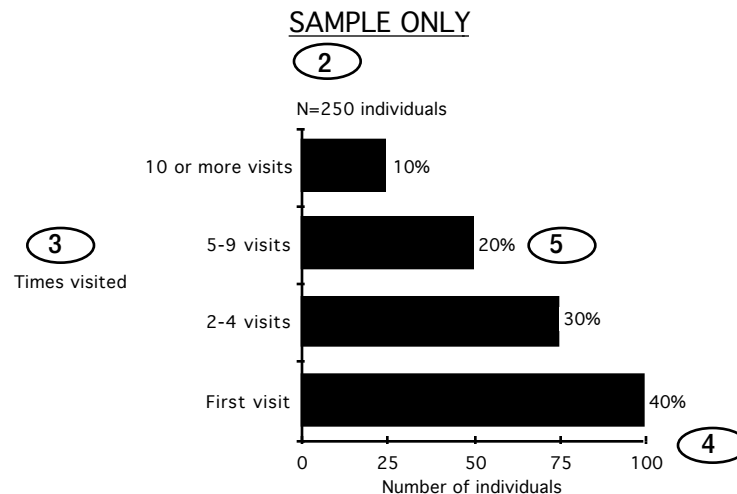
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INTRODUCTION

This report describes the results of a study of visitors at the French Quarter of Jean Lafitte National Historical Park and Preserve (referred to as "Jean Lafitte"). This visitor study was conducted March 13-19, 1991 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) **Figure 4: Number of visits**

- 1: The figure title is a general description of the graph's information.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use **CAUTION** when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the item number in each category; proportions may be shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors who exited the Jean Lafitte French Quarter visitor center or waited in line for NPS guided tours during March 13-19, 1991. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design and administration

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

During the week, visitors were randomly sampled (sampling ranged from asking every other group to every sixth group to participate) as they exited the Jean Lafitte French Quarter visitor center or as they waited in line to take NPS guided tours.

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Data analysis

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Questionnaires returned within ten weeks were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 369 groups, Figure 3 presents data for 956 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 376 questionnaires were returned, Figure 1 shows data for only 369 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations which should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of March 13-19, 1991. The results do not necessarily apply to visitors using other sites in the park or to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION**" is included in the graph, figure or table.

Special Conditions

The weather was often cold and sometimes rainy during the week, which may have reduced the number of visitors to the Jean Lafitte French Quarter visitor center.

RESULTS

A. Visitors contacted

A total of 469 visitor groups were contacted; 95% accepted questionnaires. Of these, 376 visitor groups completed and returned their questionnaires, an 84% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias was insignificant.

Table 1: Comparison of total sample and actual respondents

| Variable | Total sample | | Actual respondents | |
|---------------------------|--------------|------|--------------------|------|
| | N | Avg. | N | Avg. |
| Age of respondent (years) | 447 | 45.9 | 371 | 46.2 |
| Group size | 447 | 3.1 | 369 | 3.2 |

B. Characteristics

Figure 1 shows group sizes, which varied from one person to 41 people. Fifty-eight percent of Jean Lafitte visitors came in groups of two people. Fifty-six percent of visitors came in family groups, as shown in Figure 2.

Figure 3 shows that adults aged 41-50 (22%) were the most common age group, followed by visitors aged 51-65 (29%). Sixty-three percent of visitors were at Jean Lafitte for the first time (Figure 4).

Foreign visitors comprised 7% of all visitation. Map 1 and Table 2 show that most foreign visitors came from Canada (48%) and Germany (23%). Map 2 and Table 3 show that most American visitors came from Texas (10%), California (8%), Pennsylvania, New York, and Louisiana (each 6%), as well as many other states.

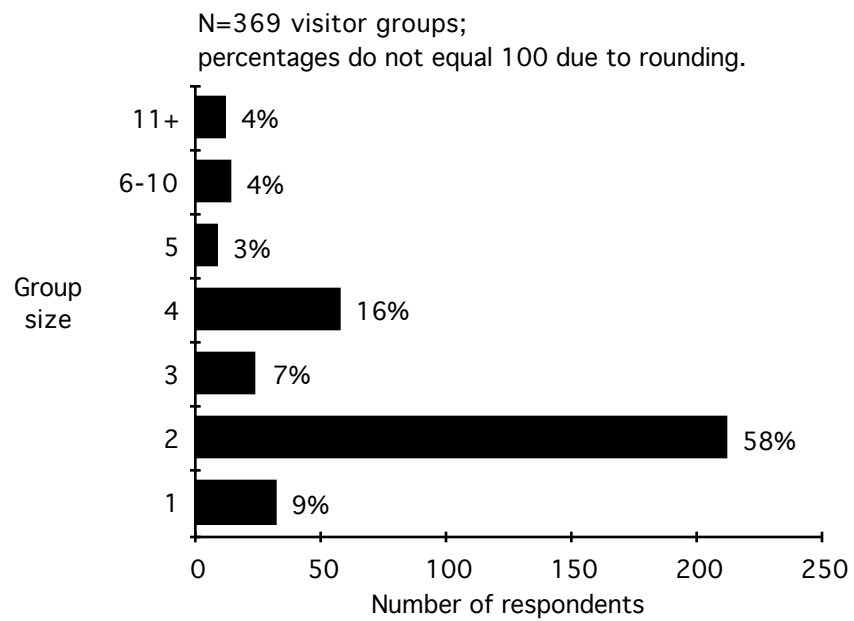


Figure 1: Visitor group sizes

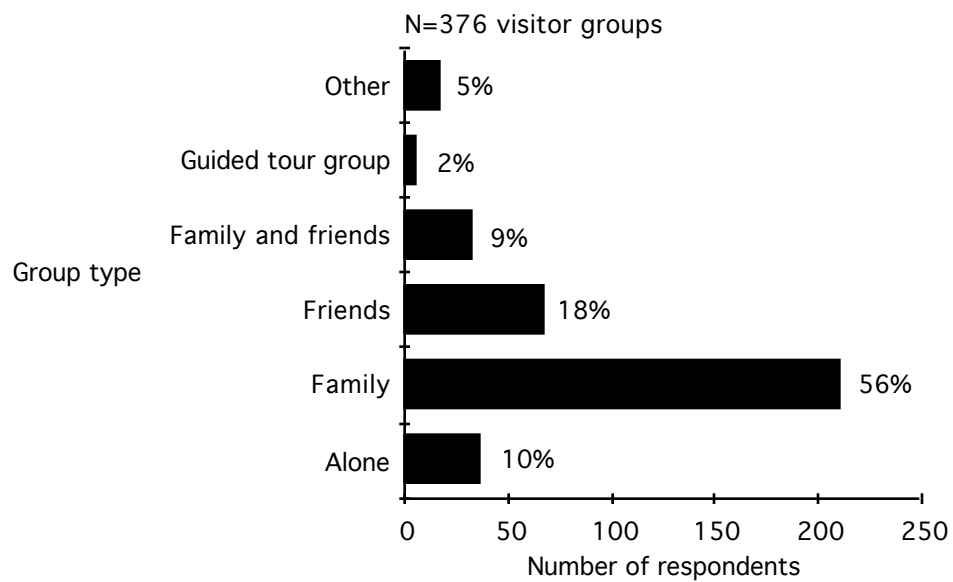


Figure 2: Visitor group types

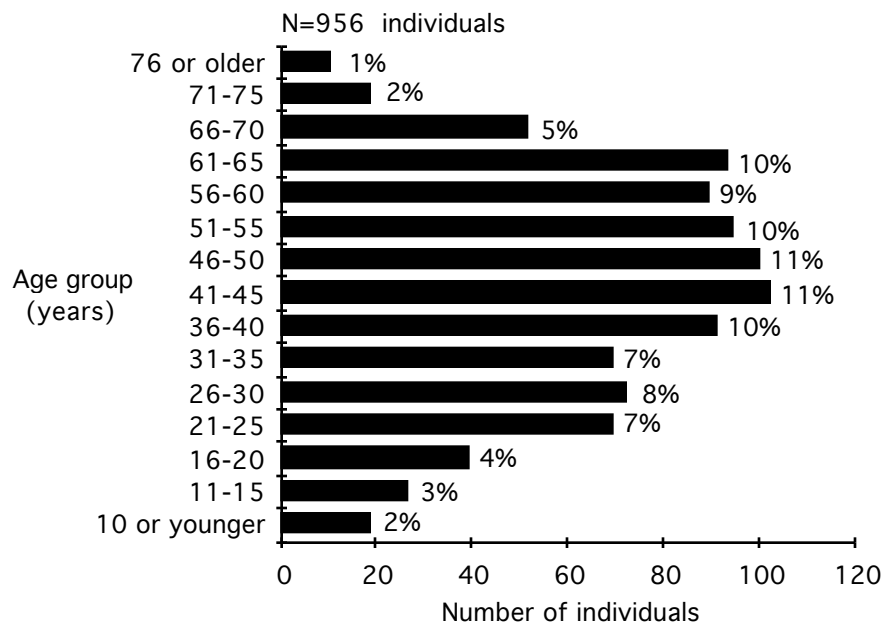


Figure 3: Visitor ages

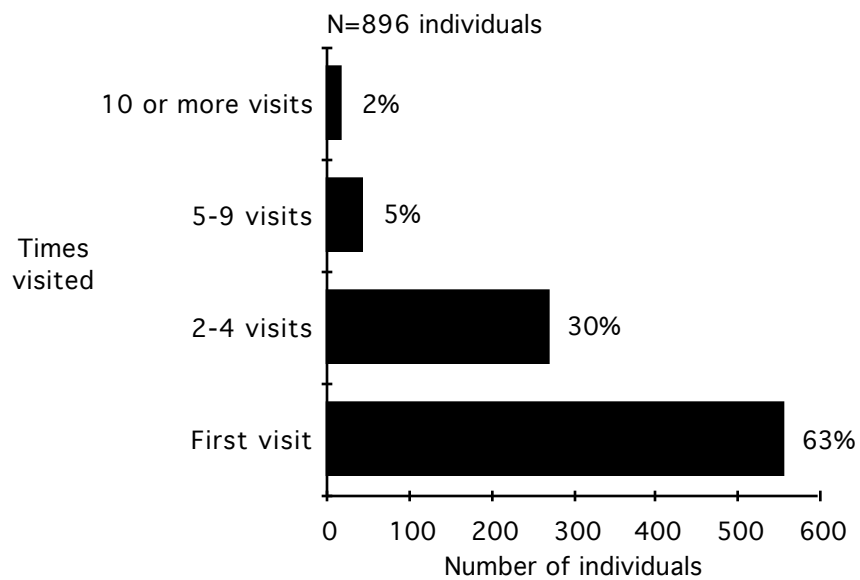


Figure 4: Number of visits



Map 1: Proportion of foreign visitors by country

Table 2: Proportion of visitors from foreign countries

N=62 individuals from foreign countries

| Country | Number of individuals | % of foreign visitors |
|----------------|-----------------------|-----------------------|
| Canada | 30 | 48 |
| Germany | 14 | 23 |
| Australia | 7 | 11 |
| Great Britain | 5 | 8 |
| New Zealand | 3 | 5 |
| Switzerland | 2 | 3 |
| Czechoslovakia | 1 | 2 |

C. Number of visits to the Jean Lafitte French Quarter visitor center

Figure 5 shows that 61% of the visitors were visiting the Jean Lafitte French Quarter visitor center for the first time. Over one-third (34%) of the visitors had visited the visitor center between two and four times.

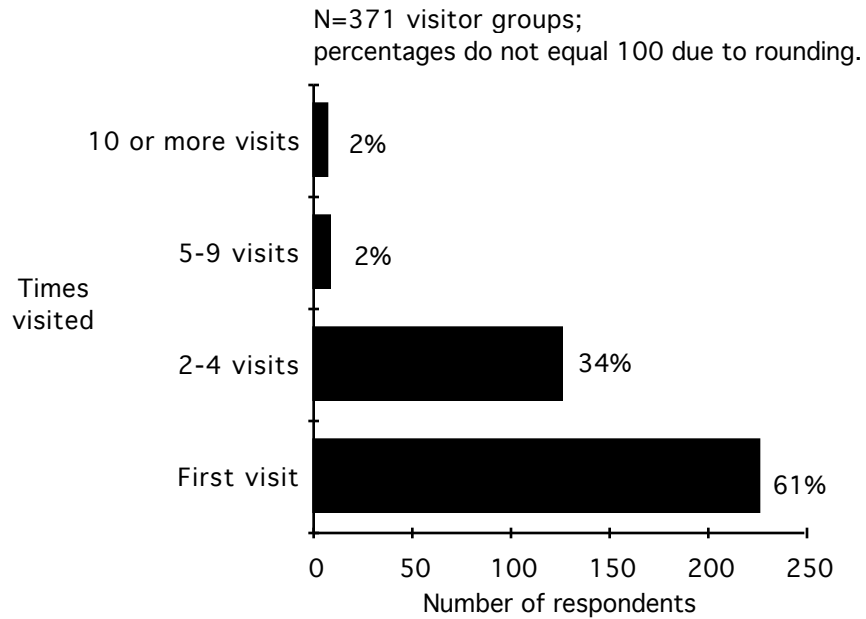


Figure 5: Number of visits to Jean Lafitte French Quarter visitor center

D. Activities

Figure 6 shows the proportion of visitor groups who participated in each activity during their visit. Common activities were general sightseeing (97%), dining/drinking (88%), visiting Bourbon Street (87%), listening to or watching street artists (84%), listening to live music in a club or bar (67%), visiting museums and historic homes (53%), and riding the St. Charles streetcar (52%). Among the "other" activities described, visitors listed shopping, visiting plantations, visiting Cajun country, attending conferences, watching parades, taking riverboat cruises, visiting the Aquarium, and visiting botanical gardens.

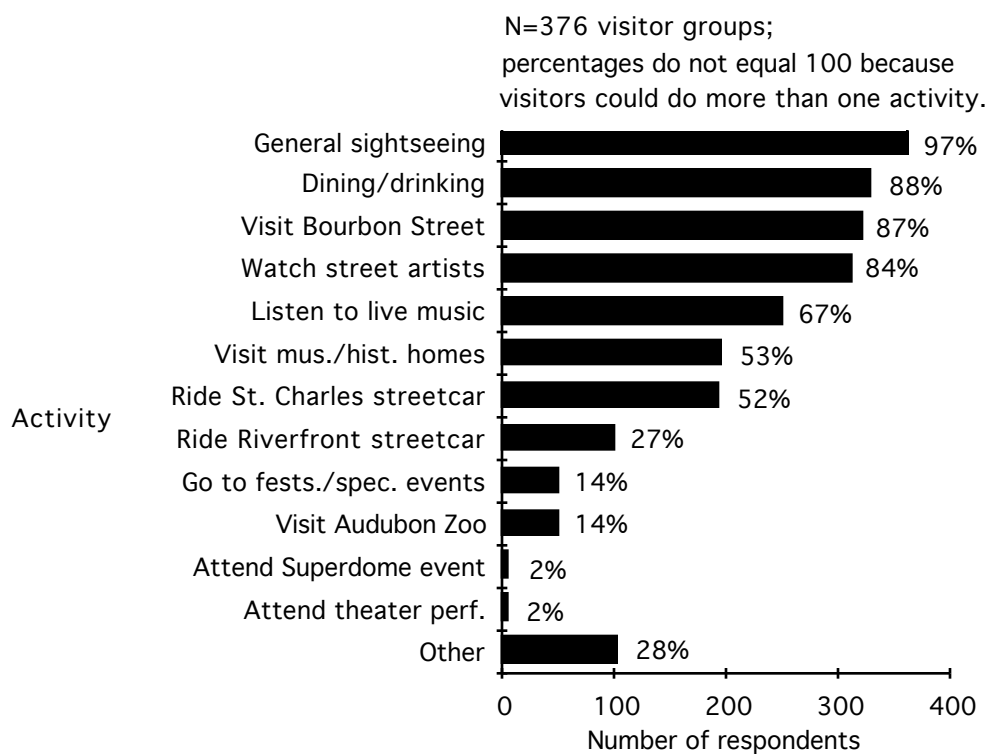


Figure 6: Proportion of visitor groups participating in each activity

E. Sites visited at New Orleans' French Quarter

Figure 7 shows the proportion of visitor groups that visited selected sites at New Orleans' French Quarter. Most visitors went to Jackson Square (97%), the French Market (94%), St. Louis Cathedral (69%), Moonwalk (55%), and Woldenberg River Park (51%).

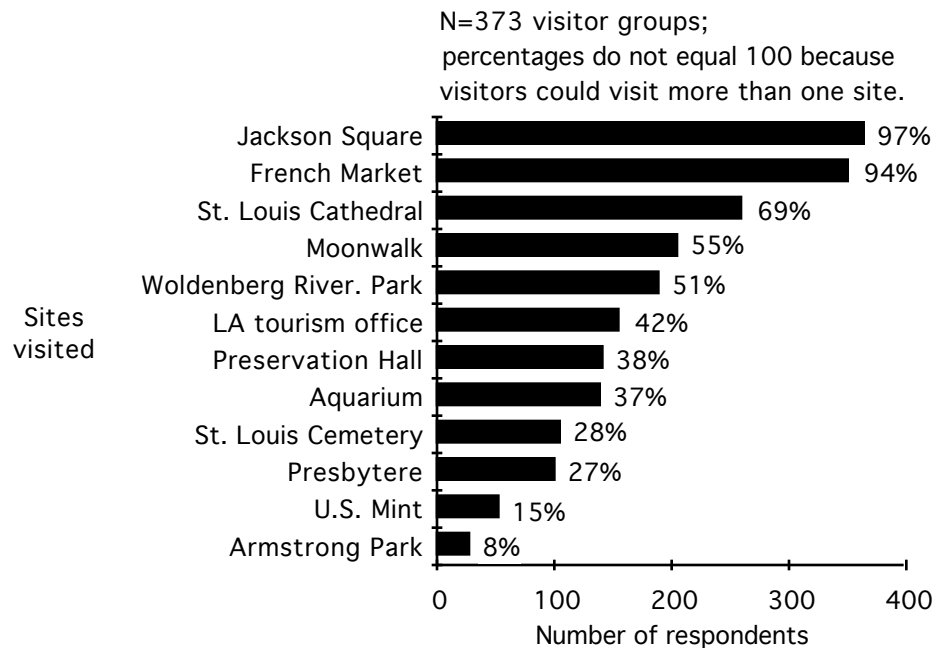


Figure 7: Sites visited on this trip to New Orleans' French Quarter

F. Jean Lafitte sites visited

Almost three-fourths (72%) of the visitors were not aware of the park's existence prior to their visit to the French Quarter visitor center (see Figure 8). Map 3 shows the proportion of visitor groups that visited selected Jean Lafitte sites. The most visited sites was the French Quarter visitor center (79%), followed by Barataria (10%) and Chalmette (10%). This question was not completed on 75 of the 376 questionnaires returned, which may give inaccurate results.

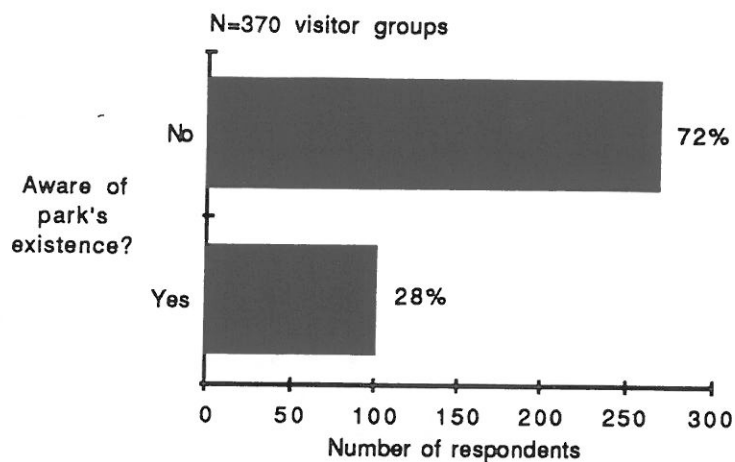
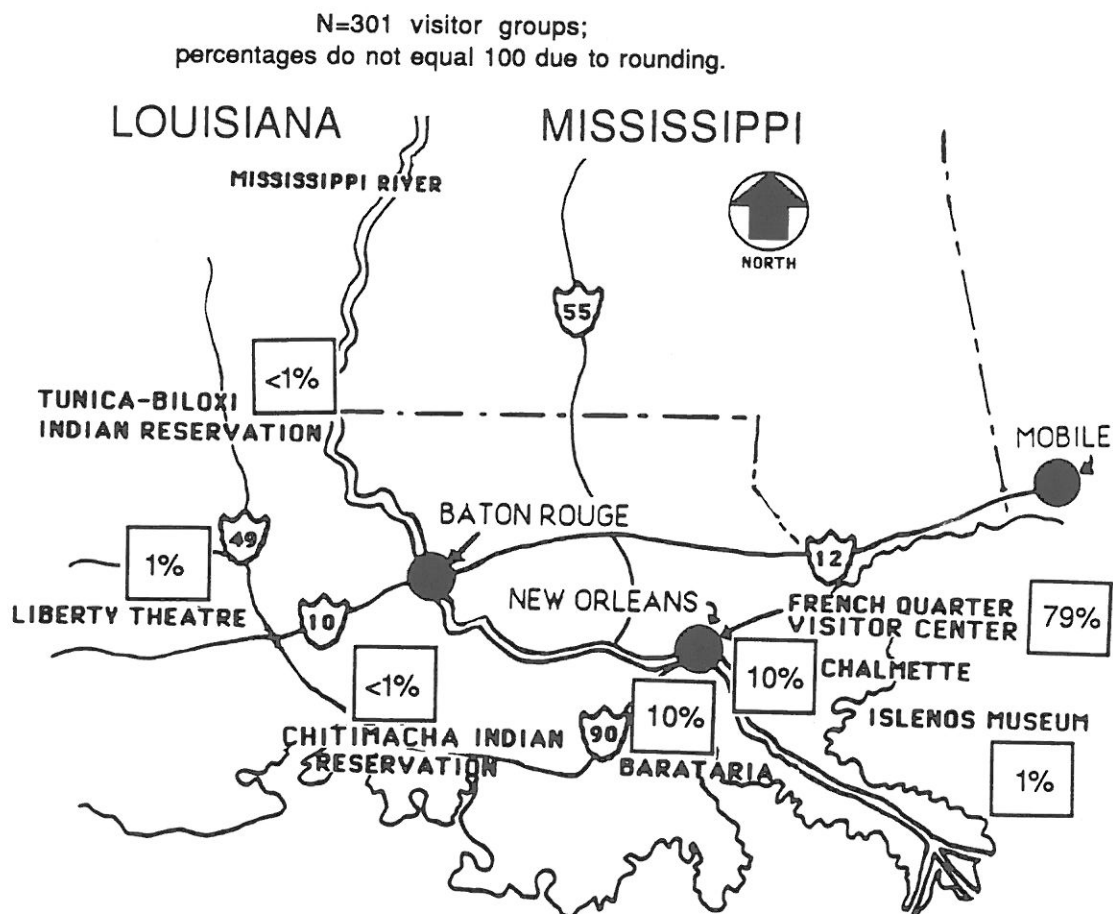


Figure 8: Awareness of park's existence prior to visit



Map 3: Proportion of visits to selected Jean Lafitte sites

G. Use of organized tours

Twenty-eight percent of the visitors said they did not take an organized tour (see Figure 9). Half of the visitors (50%) said they took a National Park Service walking tour. The other organized tours most often taken were the river boat (25%), swamp boat (15%) and New Orleans bus tours (15%). "Other" tours identified included: Voodoo Museum, Hermann-Grima House, self-guided AAA, walking Algiers Point, and St. Charles Streetcar.



Figure 9: Types of organized tours taken

H. Source of information about Jean Lafitte

Visitors were asked how they got information about Jean Lafitte when planning for their visit. Half of the visitors (50%) said they did not get information about Jean Lafitte prior to their visit (see Figure 10). Of those who did get information, 27% used travel guides/tour books, 14% got advice from friends or relatives, 12% from previous visits, and 11% from maps or brochures. "Other" sources visitors listed included hearing about it at a hostel, from NPS literature, tourist information center, tour group leader, because it was a Volkswalk checkpoint, and some found it as they walked by.

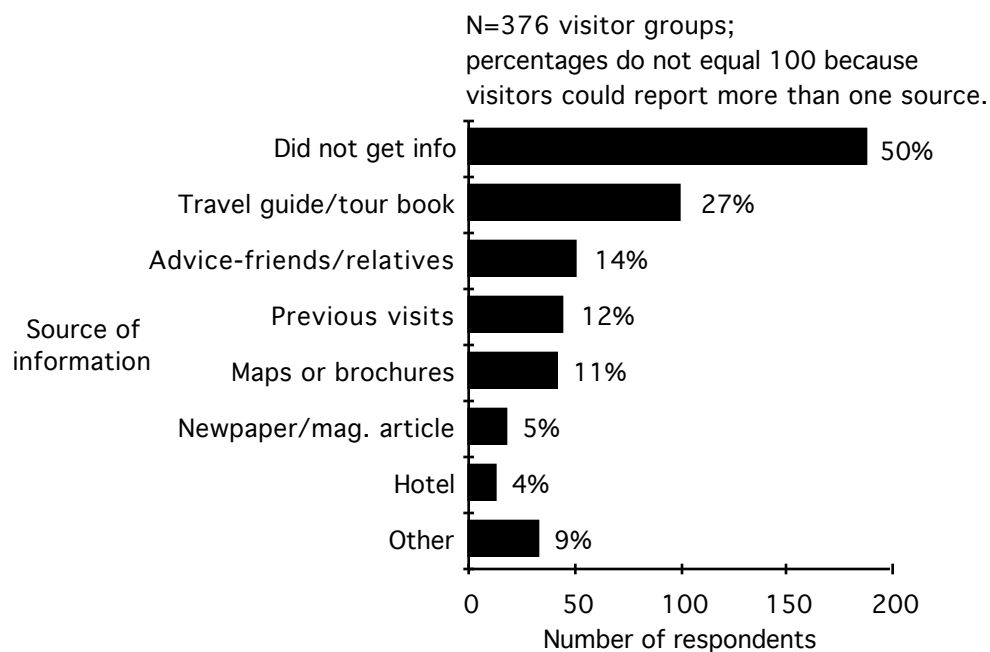


Figure 10: Sources of information used to plan Jean Lafitte visit

I. Primary reason for New Orleans visit

Visitors were asked to identify their primary reason for visiting New Orleans. Figure 11 shows that the largest proportion of visitors said that they were on vacation (68%). The next most often listed reason was to attend a conference/convention (19%). Under "other" reasons, they listed to attend friend's wedding, to shop, and to visit a relative.

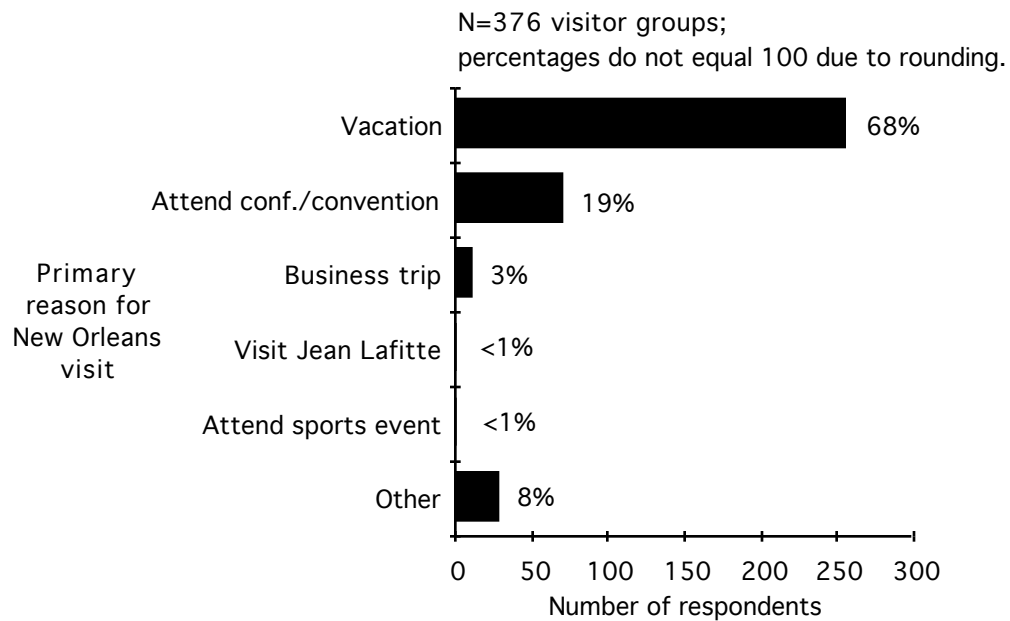


Figure 11: Primary reason for visiting New Orleans

J. Interpretive and visitor services' importance and quality evaluations

Visitors rated the importance and quality of interpretive and visitor services they used. Visitors rated the services' importance on a five point scale: 1=extremely important, 2=very important, 3=moderately important, 4=somewhat important, and 5=not important. Visitors also used a five point scale to rate the quality of the services they used: 1=very good, 2=good, 3=average, 4=poor, and 5=very poor.

Figure 12 shows the average importance and quality rating for each service. Services were rated along the importance scale, but all were rated above average in quality. Walking tours, visitor center personnel, the park brochure/map and the visitor center were the most important and the highest quality services.

Figures 13-21 show that several services received the highest "very important" to "extremely important" ratings: walking tours (78%), visitor center personnel (71%), park brochure/map (64%) and visitor center (62%). The service receiving the highest "somewhat important" to "not important" ratings was sales publications (65%).

Figures 22-30 show that several services were given high "good" to "very good" quality ratings: walking tours (85%), visitor center personnel (83%), the park brochure/map (78%) and the visitor center (76%). The service receiving the highest "poor" to "very poor" quality ratings was other printed information (10%).

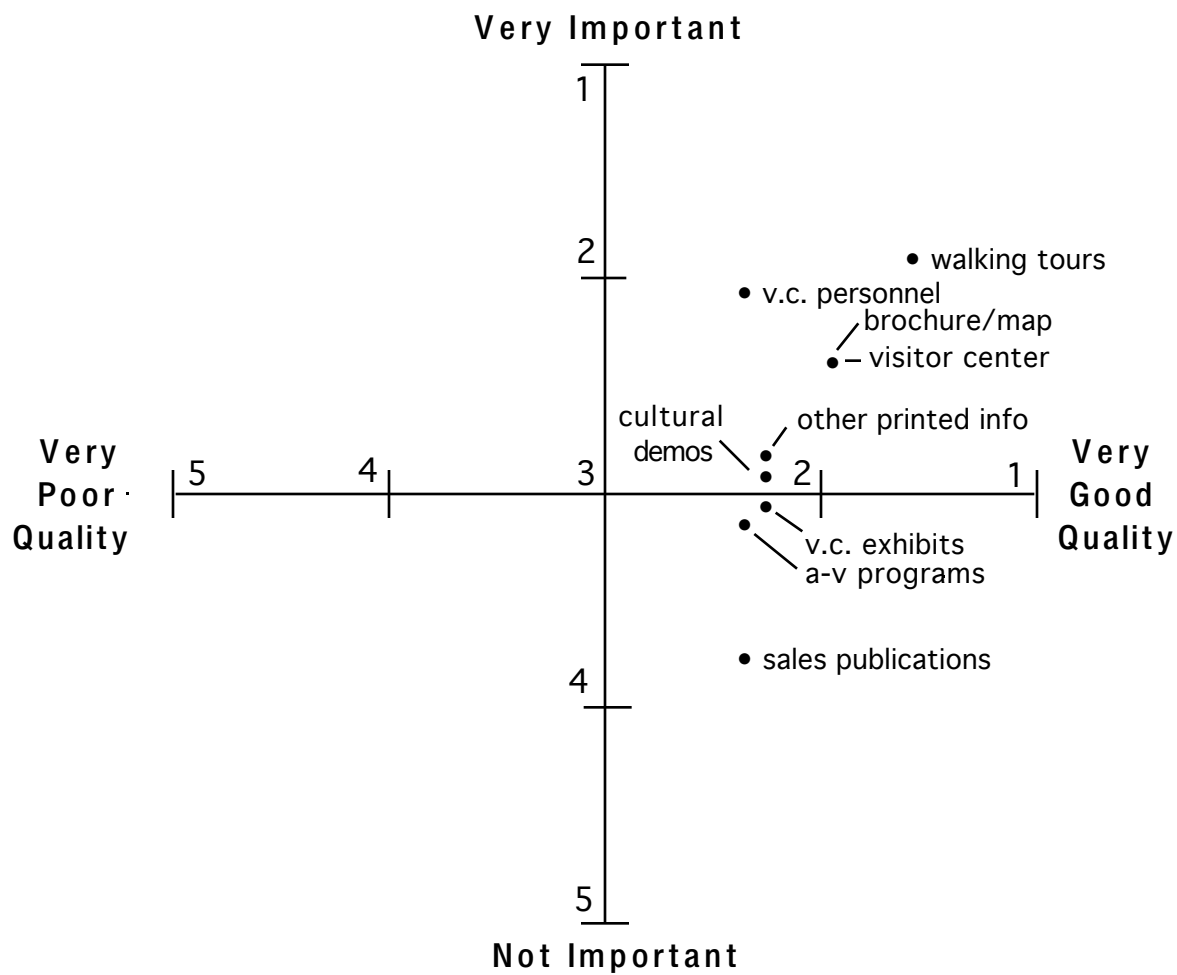


Figure 12: Average ratings of service importance and quality

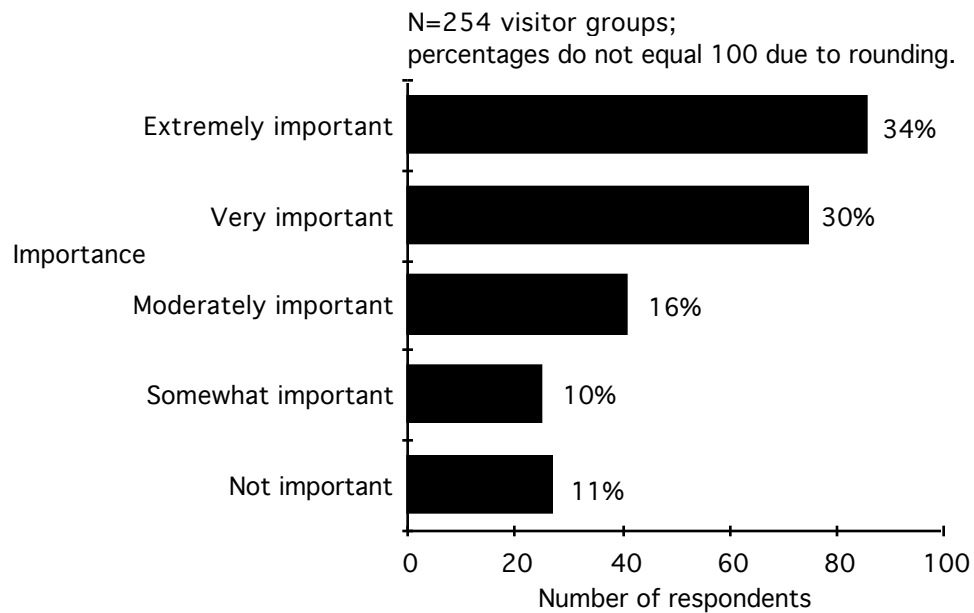


Figure 13: Importance ratings of park brochure/map

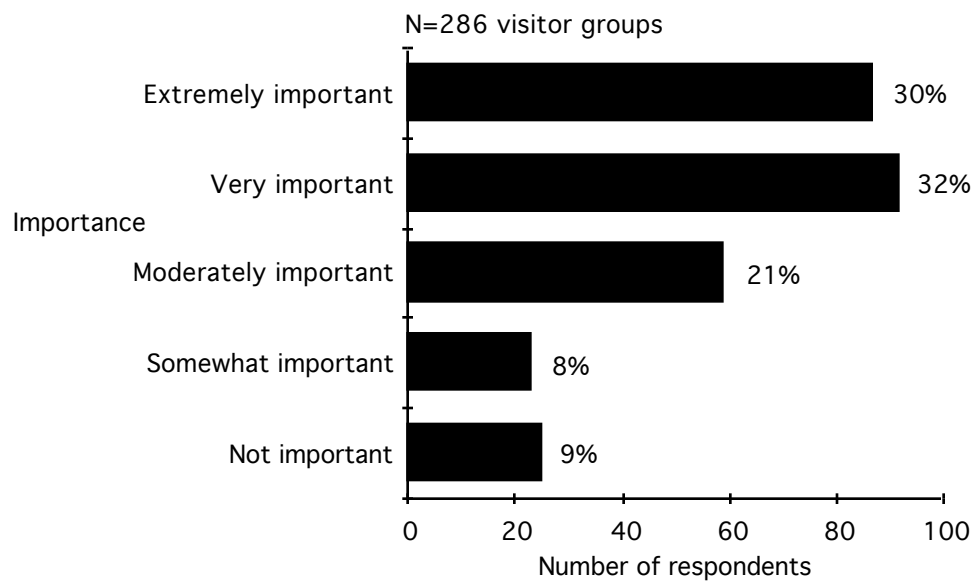


Figure 14: Importance ratings of visitor center

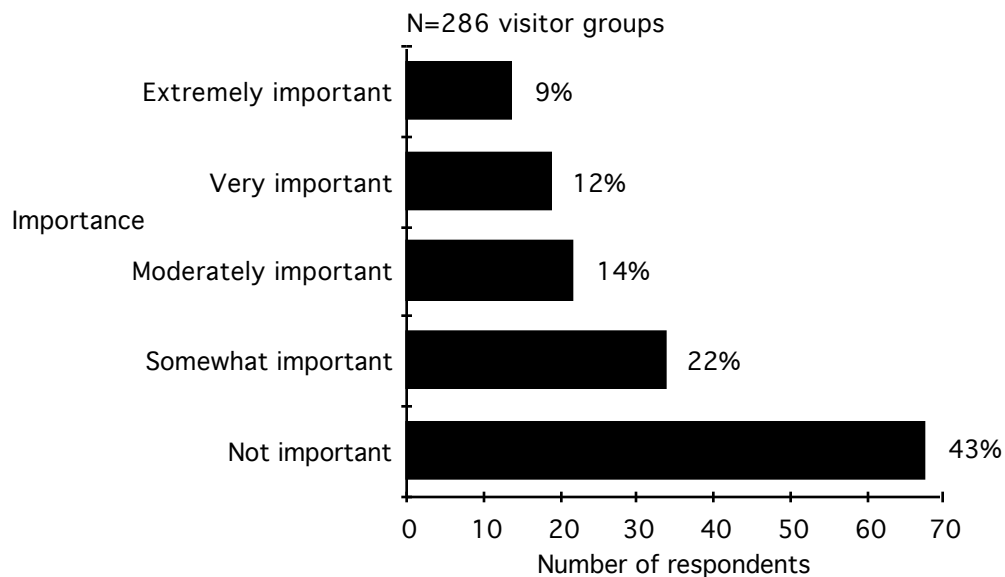


Figure 15: Importance ratings of sales publications

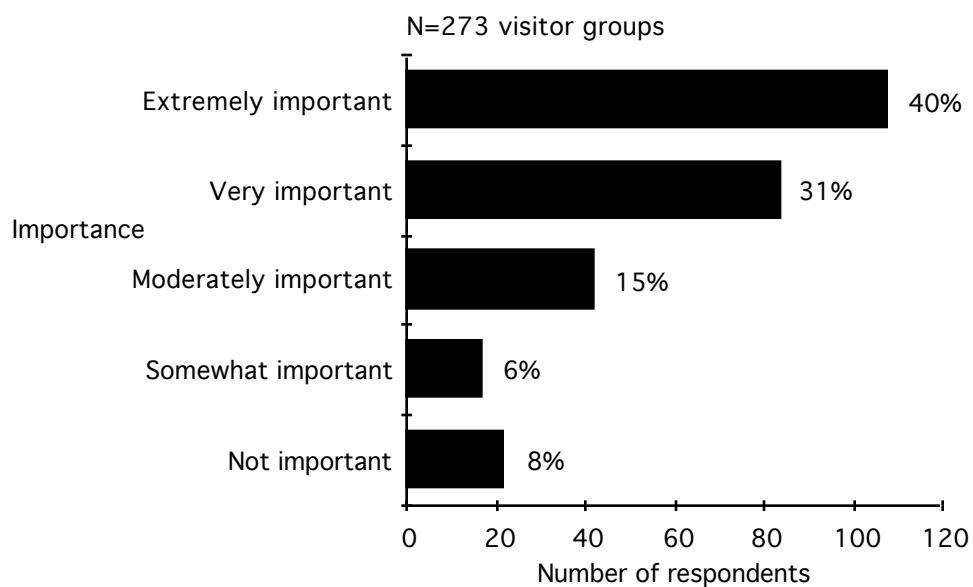


Figure 16: Importance ratings of visitor center personnel

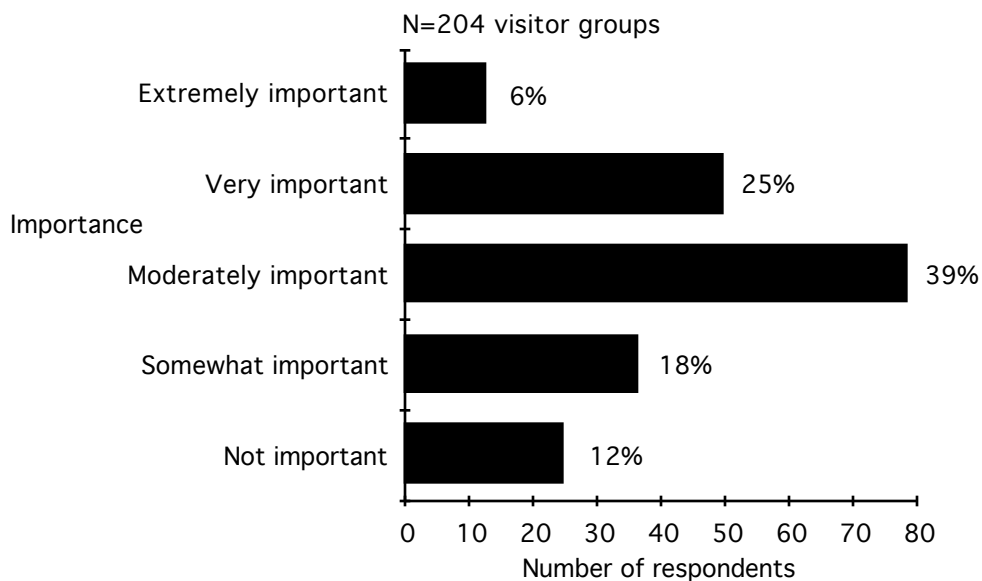


Figure 17: Importance ratings of visitor center exhibits

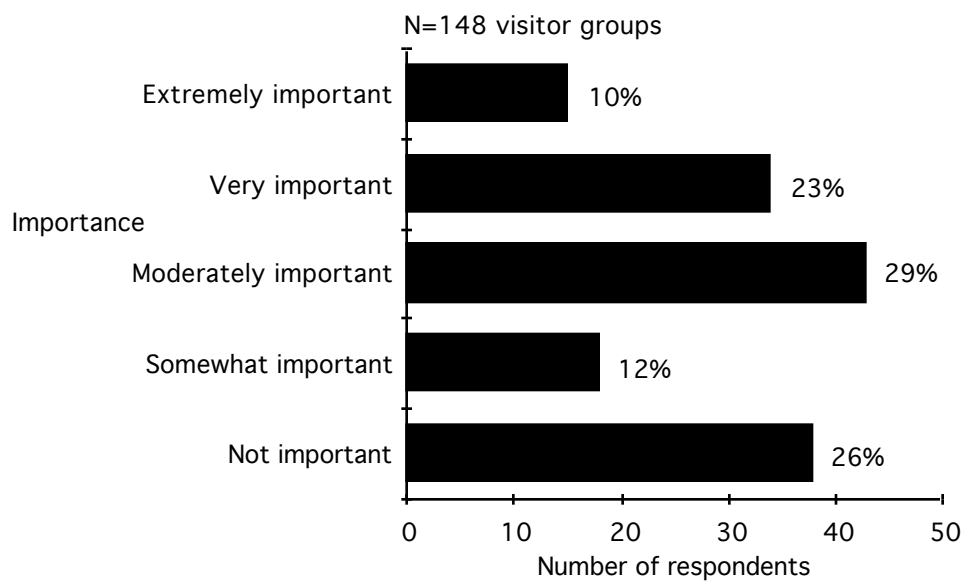


Figure 18: Importance ratings of audio-visual programs

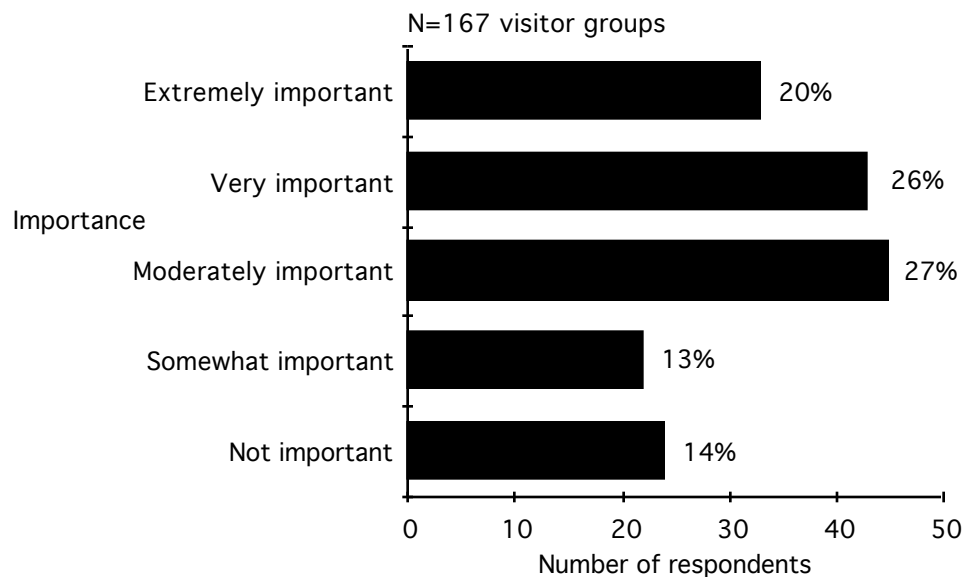


Figure 19: Importance ratings of other printed information

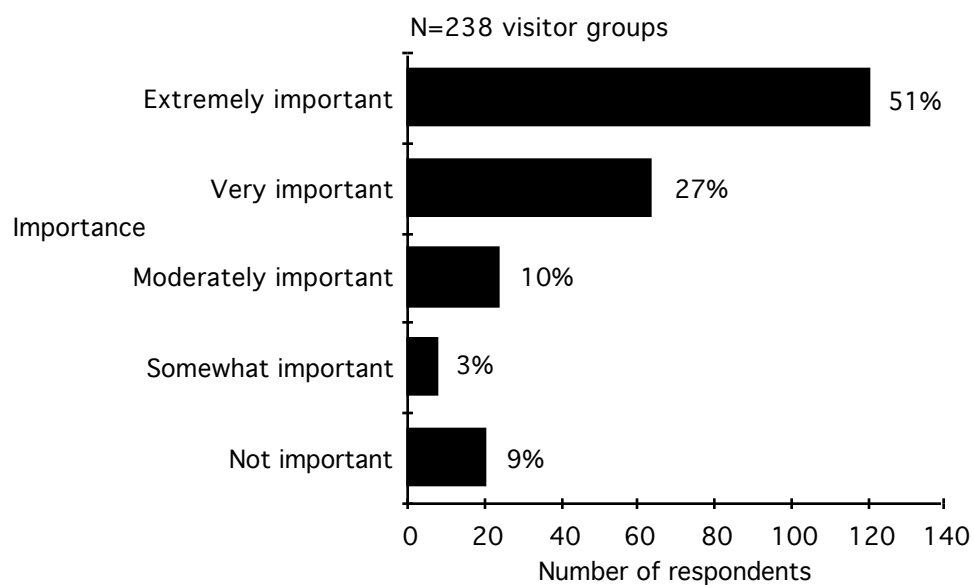


Figure 20: Importance ratings of walking tours

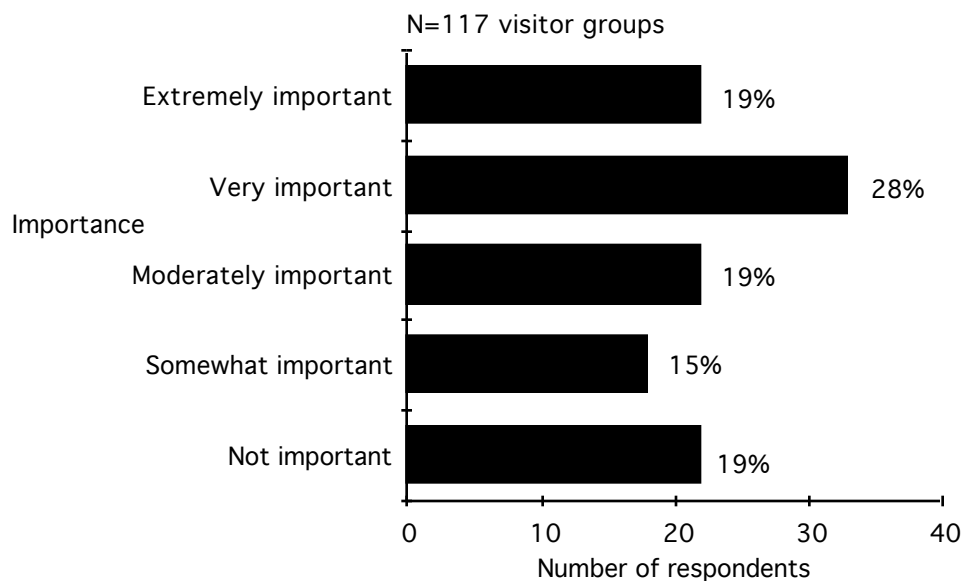


Figure 21: Importance ratings of cultural demonstrations

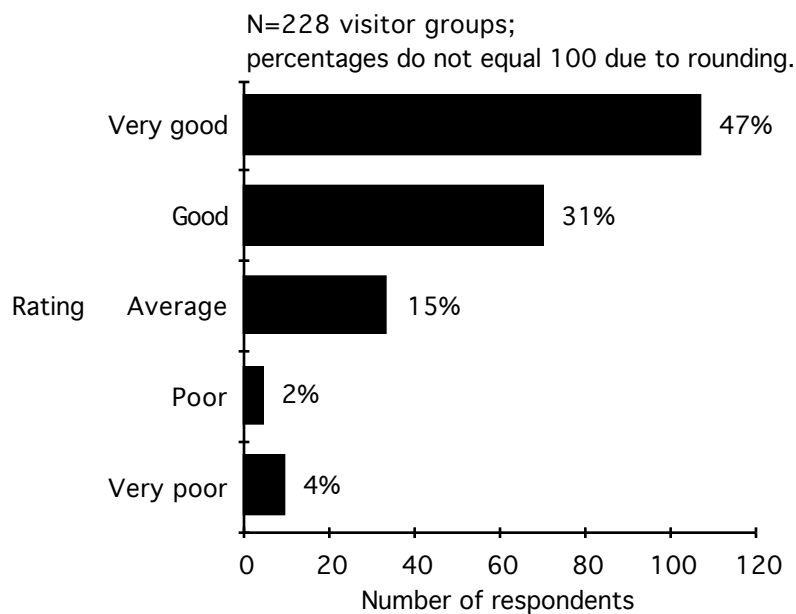


Figure 22: Quality ratings of park brochure/map

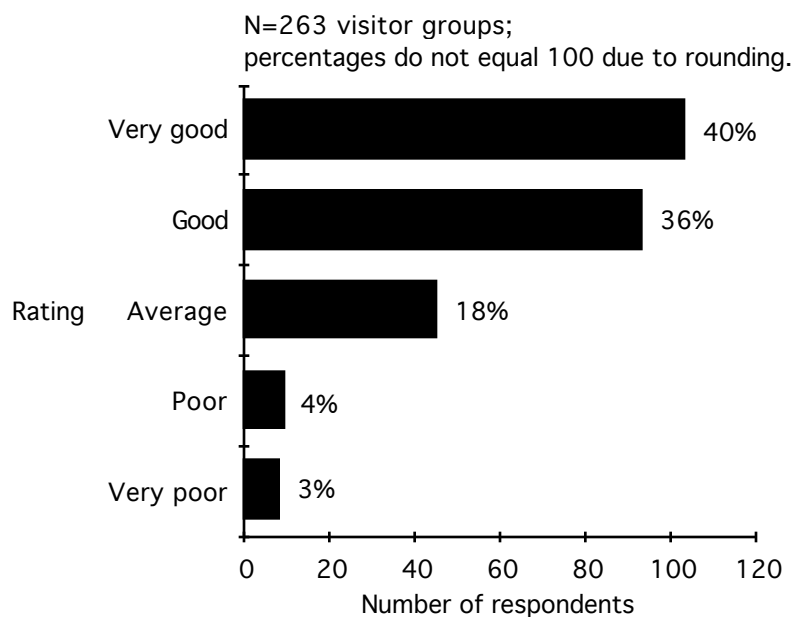


Figure 23: Quality ratings of visitor center

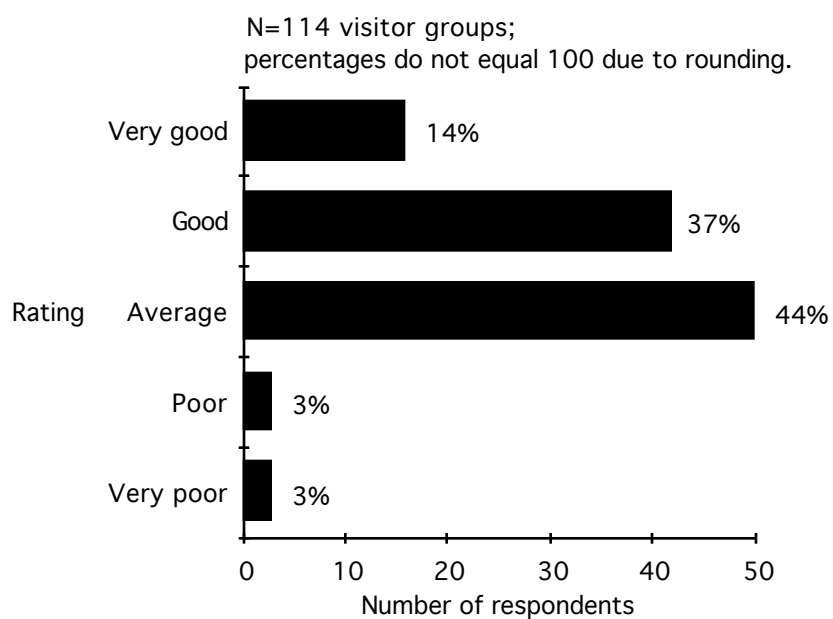


Figure 24: Quality ratings of sales publications

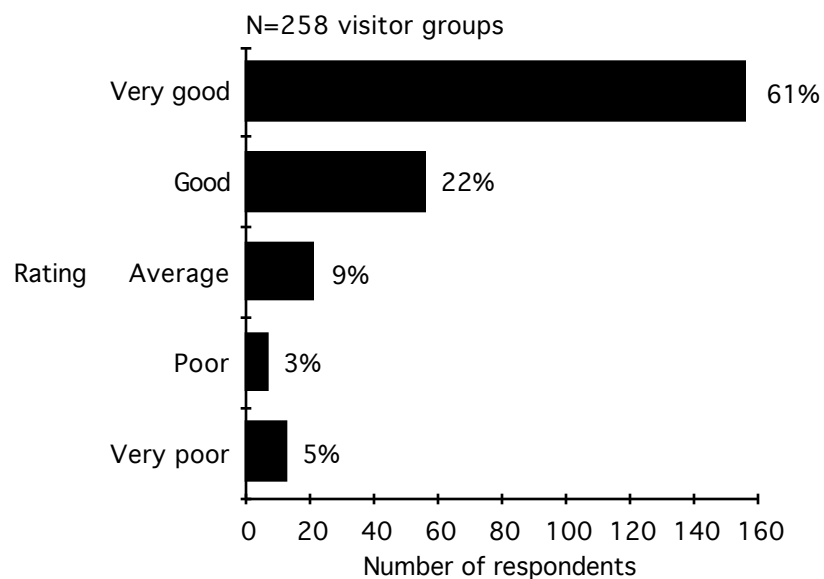


Figure 25: Quality ratings of visitor center personnel

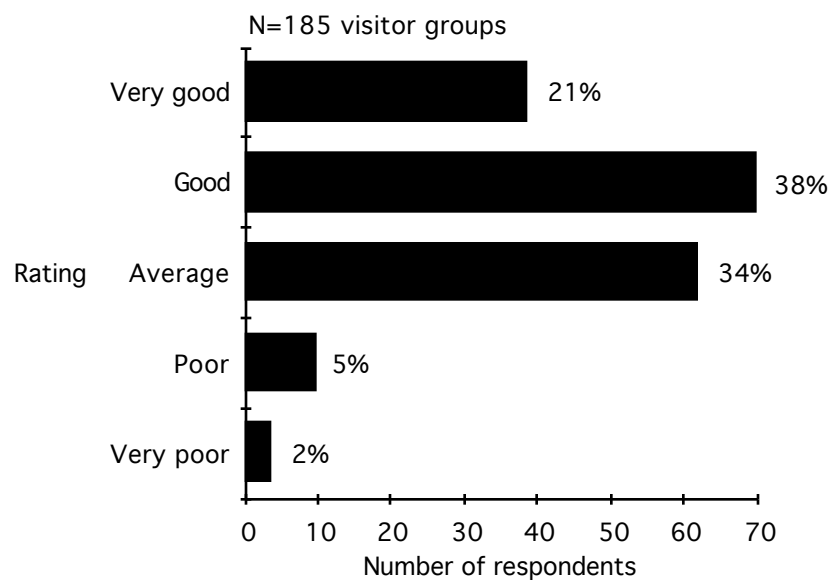


Figure 26: Quality ratings of visitor center exhibits

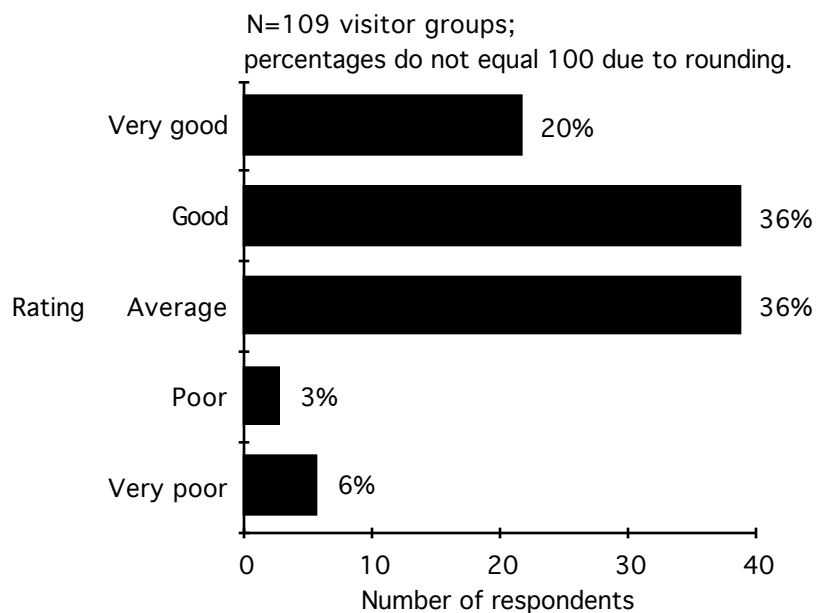


Figure 27: Quality ratings of audio-visual programs

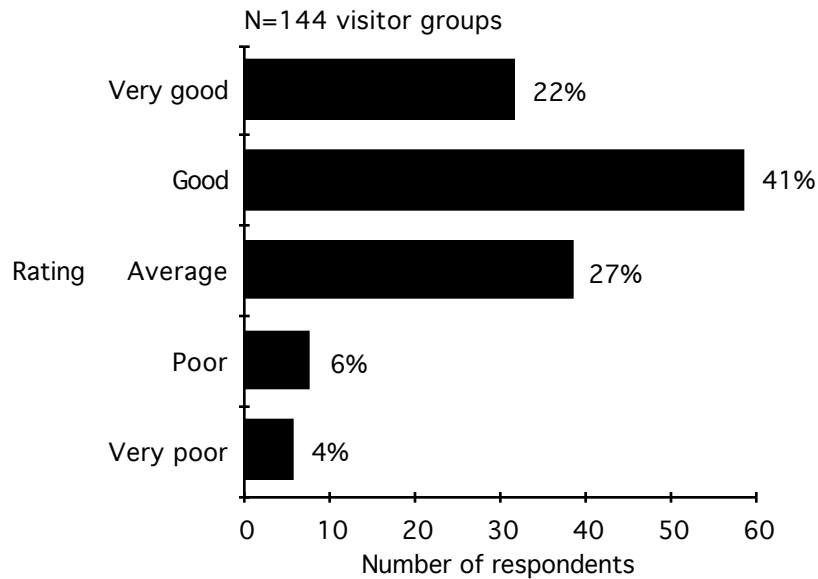


Figure 28: Quality ratings of other printed information

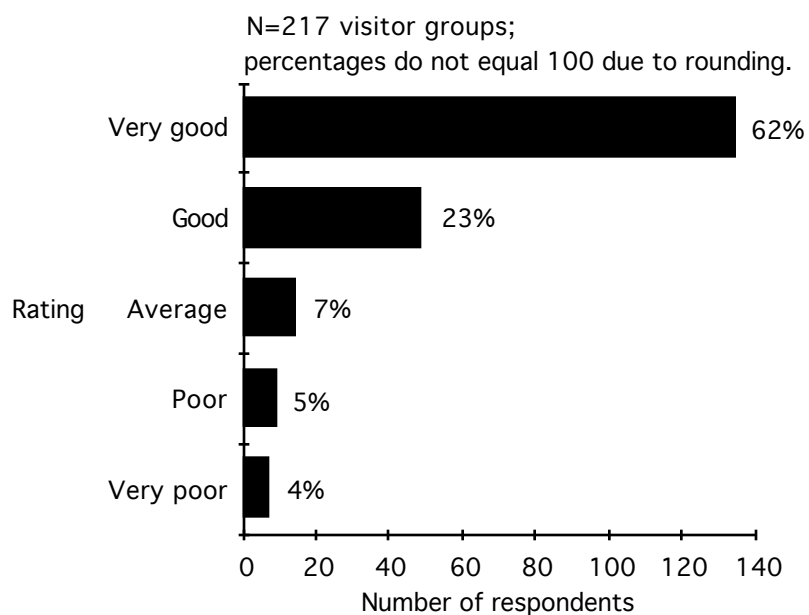


Figure 29: Quality ratings of walking tours

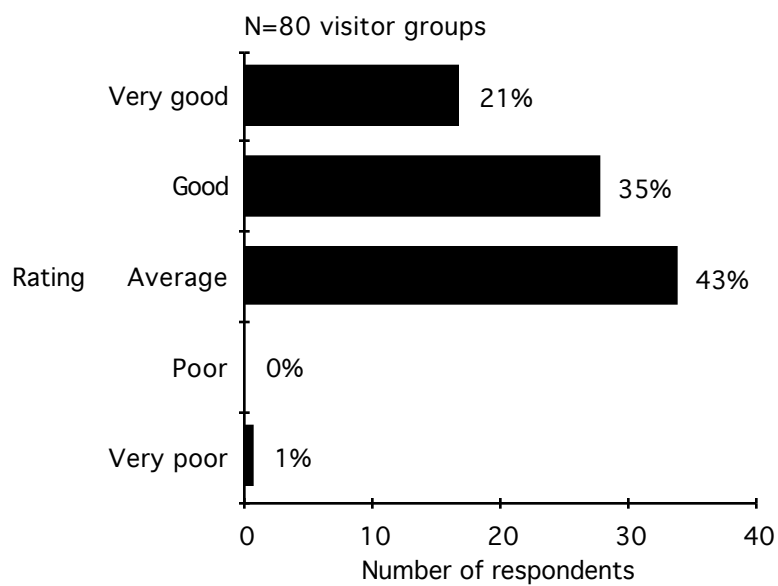


Figure 30: Quality ratings of cultural demonstrations

K. Forms of transportation used

Most (95%) of the visitor groups had no members who lived in the Greater New Orleans Metro area (see Figure 31). These groups reported on the forms of transportation they used to get to Greater New Orleans Metro area. The form of transportation most frequently was a commercial airline (47%) followed by a private car (34%) and rental car (11%), as in Figure 32. "Other" types of transportation listed were taxis and streetcars.

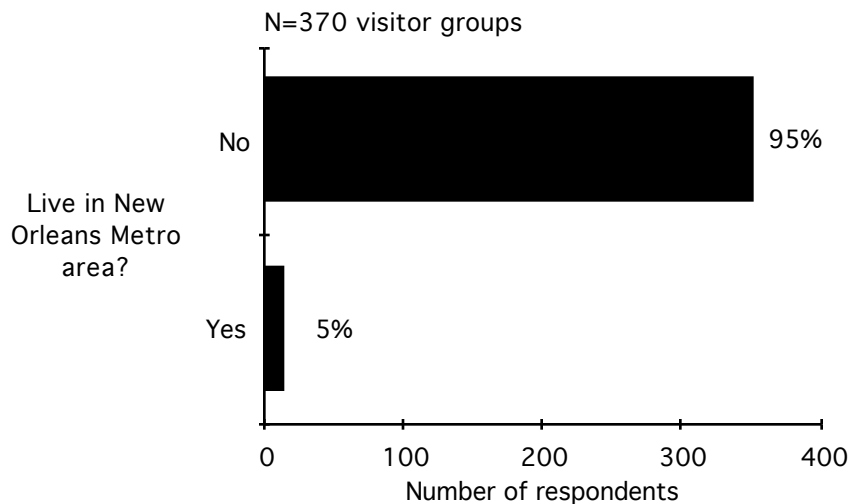


Figure 31: Number of visitor groups with members residing in the Greater New Orleans Metro area

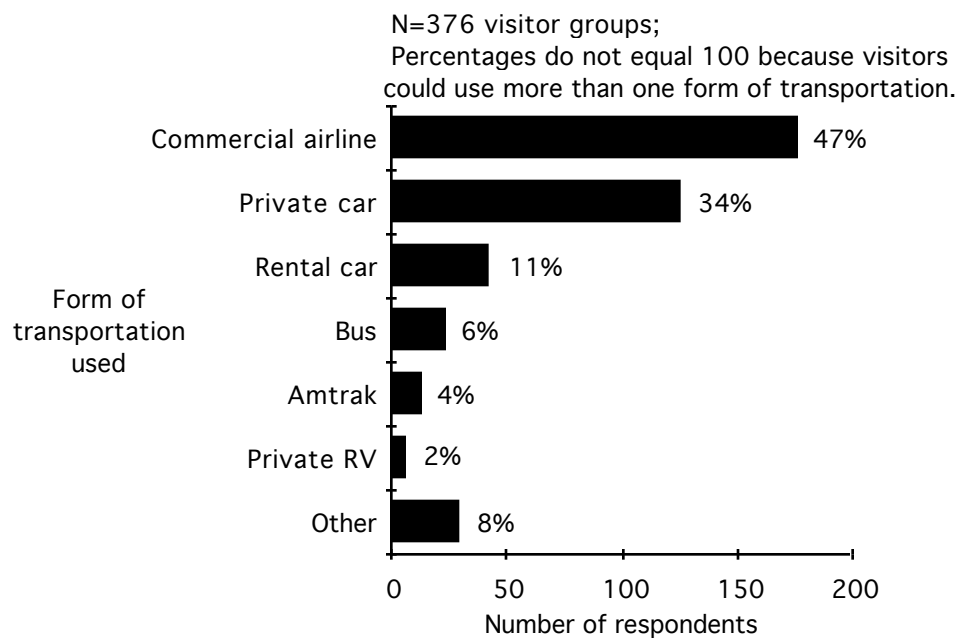


Figure 32: Types of transportation used to get to Greater New Orleans Metro Area

L. Usefulness of future shuttle system

Almost three-fourths (74%) of the visitors said it is likely that on their next visit, they would use a shuttle system connecting the French Quarter to other units of Jean Lafitte if it were available (see Figure 33). Seventeen percent said they didn't know if they would use such a shuttle and 9% said it was unlikely that they would use a shuttle.

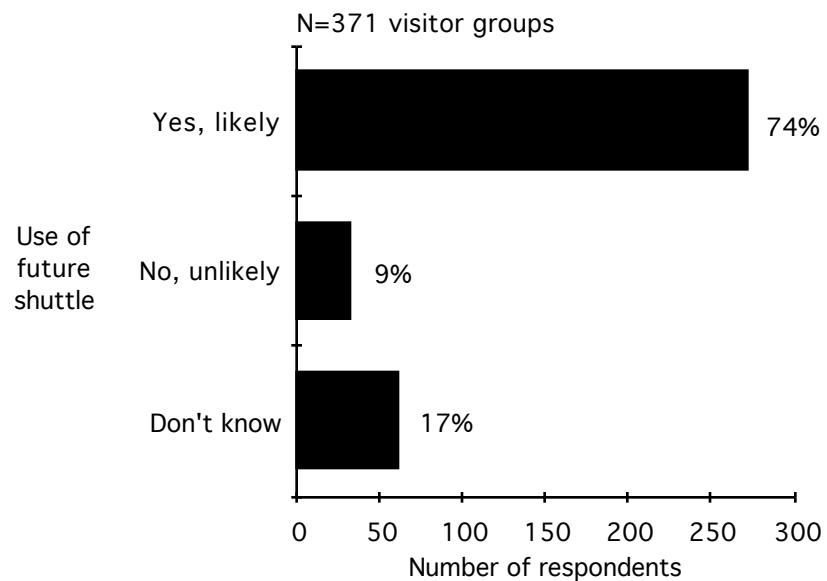


Figure 33: Visitors possible use of future shuttle system

M. Use of ranger-led tours; reasons for taking them

Fifty-one percent of the visitor groups took a National Park Service ranger-led tour of the French Quarter (see Figure 34). Visitors taking the tour listed the reasons they took the tour, as shown in Table 4. Their most common responses were to learn history, because it sounded interesting or informative, and because it was free.

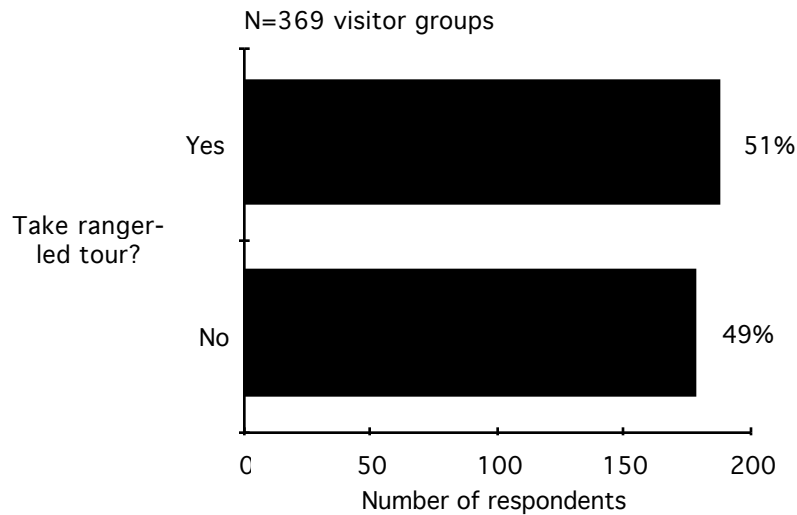


Figure 34: Visitors' use of NPS ranger-led walking tour of French Quarter

Table 4: Reasons for taking National Park Service tour
 N=273 visitor comments;
 Some visitors listed more than one reason.

| | |
|--|----|
| To learn history | 55 |
| Sounded interesting/informative | 39 |
| It was free | 36 |
| To get oriented to area | 30 |
| Pleased with quality of NPS tours in other parks | 20 |
| It was recommended to us | 14 |
| For availability/convenience | 11 |
| Accuracy/reliability of information | 9 |
| Quality of ranger guides | 9 |
| It was the most comprehensive/informative | 8 |
| For cemetery tour/history/safety | 7 |
| To learn architecture | 6 |
| Had taken tour previously | 5 |
| Always enjoy walking tours | 4 |
| For more information than other tours | 4 |
| Seemed like good idea | 3 |
| Could get questions answered | 3 |
| Other reasons | 10 |

N. Future tour preferences

Visitors were asked the type and length of tours they would most prefer to take on a future visit to Jean Lafitte. Most visitors (67%) said they would prefer to take a guided tour (see Figure 35). Almost one-fourth (21%) said they would prefer a self-guided tour. Most visitors (59%) want tours to last one to two hours (see Figure 36). Thirty-four percent of the visitors would prefer a one-half to one hour tour length.

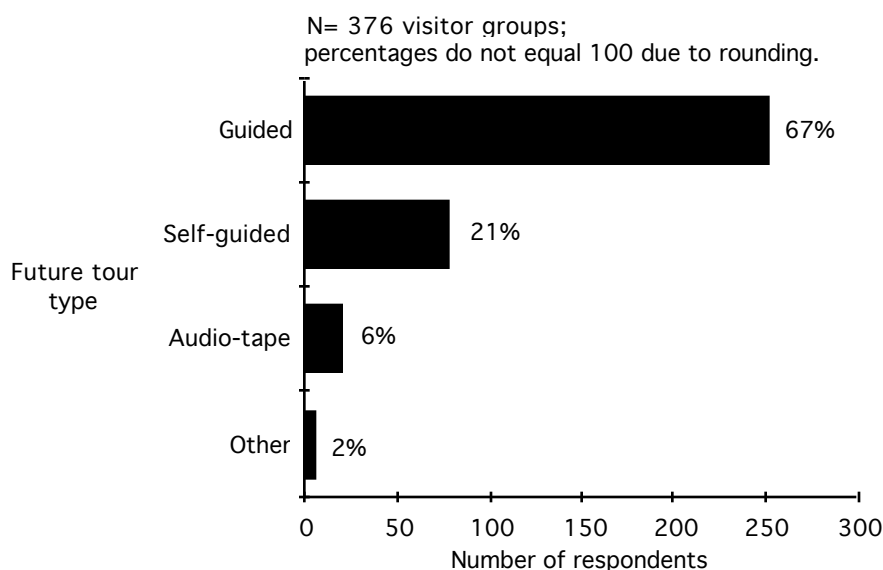


Figure 35: Preferred type of future Jean Lafitte tour

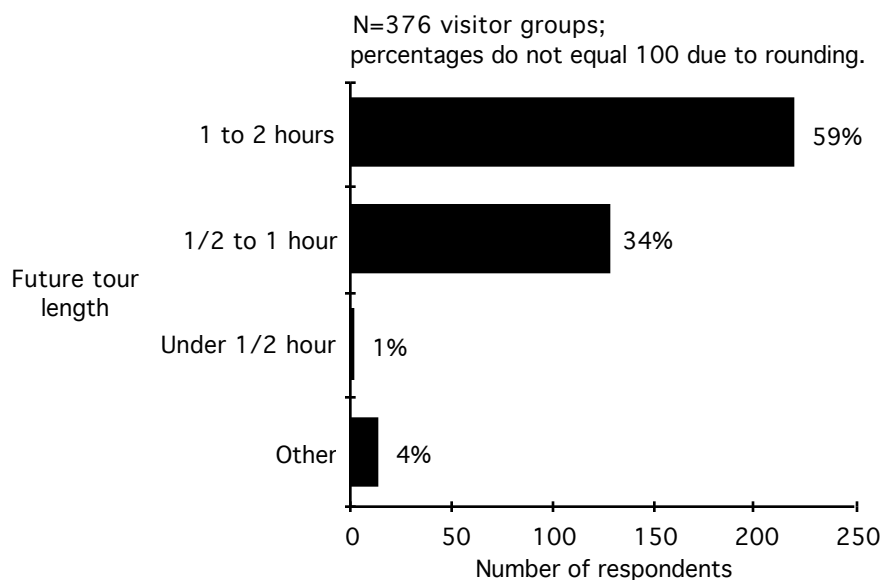


Figure 36: Preferred length of future Jean Lafitte tour

Currently, French Quarter tours deal with subjects such as history, present day life, cultural diversity, and so forth. Visitors were asked to list the topics they would be most interested in hearing about on a future ranger-led tour. Many visitors said the current topics were what they would like to hear about on a future tour. Other topics they listed included history, architecture, cultures or cultural diversity, music, famous historical characters, food, and present day life, as Table 5 shows.

Table 5: Future tour topics

N=378 visitor comments;
Some visitors listed more than one topic.

| | |
|---|----|
| Same as current | 87 |
| History | 69 |
| Architecture | 31 |
| Culture/cultural diversity | 28 |
| Music | 17 |
| Famous historical characters | 15 |
| Cuisine/culinary demonstrations | 13 |
| Present day life | 10 |
| Jazz history | 9 |
| Tour restored homes/courtyards | 7 |
| Voodoo | 7 |
| Traditions/legends/folklore | 6 |
| Art | 5 |
| Geology/flood control of Mississippi River | 5 |
| Commerce/economy | 4 |
| Past daily life | 4 |
| Cajun history | 3 |
| Cemeteries | 3 |
| Environmental issues | 3 |
| Geography | 3 |
| Mardi Gras traditions/costumes | 3 |
| Slavery | 3 |
| Women/women's lives | 3 |
| Animals | 2 |
| Antiques | 2 |
| Arts and crafts | 2 |
| Dance demonstrations | 2 |
| Early French/Spanish history | 2 |
| Gardens/plants | 2 |
| Literature | 2 |
| More information on current subjects | 2 |
| New Orleans as a major port | 2 |
| Pioneering businesses/stores | 2 |
| Problems of historical preservation in F.Q. | 2 |
| Religion | 2 |
| River life | 2 |
| Other topics | 14 |

0. Comment summary - Introduction

Visitors were asked if there was anything else they wanted to tell us about their visit to Jean Lafitte. A summary of their comments appears below, and in the separate appendix, which also contains their unedited comments. Their comments mention a variety of subjects.

Visitor Comment Summary

N=419 comments;
many visitors made more than one comment.

| Comment | Number of times mentioned |
|---------|------------------------------|
|---------|------------------------------|

PERSONNEL

| | |
|--|----|
| Ranger guides professional, knowledgeable | 33 |
| All staff courteous, knowledgeable, professional | 29 |
| Ranger guide unknowledgeable, unfriendly | 7 |
| Information desk person rude/unwelcoming | 3 |
| Need more rangers | 2 |
| Other comments | 3 |

INTERPRETIVE SERVICES

Nonpersonal

| | |
|--|----|
| Advertise Jean Lafitte park/location | 15 |
| Came across park/V.C. by accident | 9 |
| Provide more information on other JELA units | 3 |
| Enjoyed audio-visual/video program | 3 |
| Haven't visited preserve, only visitor center | 3 |
| Had great difficulty locating park | 2 |
| Enjoyed Jean Lafitte services | 2 |
| Provide/sell video of walking tour | 2 |
| Incorporate more music/dance into park programs | 2 |
| Look forward to new exhibits, new visitor center | 2 |
| Need more interpretive displays | 2 |
| Enjoyed exhibits | 2 |
| Other comments | 8 |

Personal

| | |
|---|----|
| Enjoyed walking tour | 30 |
| Offer more walking tours each day | 20 |
| Need more cemetery tours | 18 |
| Need better tour system for those with limited time | 16 |
| Hope/plan to take NPS tour next time | 11 |
| Improve aspect of tours | 8 |
| Advertise tour times/types | 7 |
| Appreciate accuracy of NPS tours | 6 |
| Pass out tour tags as visitors ask--eliminate wait | 4 |

| | |
|--|---|
| Improve tour system | 4 |
| Take reservations for all tours | 3 |
| Tours should include more stops/less detail | 3 |
| Provide pamphlets with tour information, esp. for children | 3 |
| Offer longer tour with more stops | 2 |
| Enjoyed guided walk at Barataria | 2 |
| Not enough time to take tour | 2 |
| Provide living history demonstrations | 2 |
| Couldn't hear tour guide | 2 |
| Offer shorter tours more often | 2 |
| Taking tour improved visitor's appreciation of culture/history | 2 |
| Other comments | 8 |

FACILITIES AND MAINTENANCE

General

| | |
|-----------------------------------|---|
| Facilities clean, well maintained | 2 |
| Comment | 1 |

RESOURCE MANAGEMENT

| | |
|----------|---|
| Comments | 1 |
|----------|---|

VISITOR SERVICES PROJECT

| | |
|------------------------------|---|
| Glad you used recycled paper | 2 |
| Comment | 1 |

NATIONAL PARK SERVICE

| | |
|--|---|
| NPS does great job/impressed by services | 7 |
|--|---|

GENERAL IMPRESSIONS

| | |
|--|----|
| Enjoyed visit | 27 |
| Thanks | 16 |
| Well done | 15 |
| Hope/plan to return | 12 |
| New Orleans people friendly, helpful | 3 |
| City should improve publicity/signing | 3 |
| Rainy weather limited sightseeing | 3 |
| Not enough time | 3 |
| Not enough time to visit other units | 3 |
| Need shuttle--had no way to get to other units of park | 3 |
| Informative visit | 2 |
| Visited Chalmette | 2 |
| Used different sources to get information to tour town | 2 |
| Other comments | 24 |

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the activities of a particular group types, request a comparison of activity by group type; to learn the ages of visitors using ranger-led tours, request a comparison of age group by ranger-led tour users.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the site activities of visitor group types, request a comparison of (activity by site visited) by group type; to learn about the future tour preferences of visitors who took ranger-led or other organized tours, request a comparison of organized tour users by type and length of future tours.

Consult the complete list of characteristics from Jean Lafitte visitors; then write those desired in the appropriate blanks on the order form. Two order forms follow the example below.

SAMPLE

Analysis Order Form
Visitor Services Project
Report 38 (Jean Lafitte)

Date of request: _____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

| | | |
|---------------------|--------------------------------|-----------------------------------|
| • Group size | • Site visited-Fr. Qtr. | • Interp. service importance |
| • Group type | • Site visited-JELA | • Interp. service quality |
| • Age | • Organized tour use | • Form of transportation used |
| • State residence | • JELA info source | • Future use of shuttle |
| • Country-residence | • Primary reason for visit | • Type of future tour preferred |
| • Number of visits | • Number of V.C. visits | • Length of future tour preferred |
| • Activity | • Reside in Greater Metro area | • Ranger-led walking tour use |

Two-way comparisons (please write in the appropriate variables from the above list)

age group by ranger-led tour users

by _____

by _____

Three-way comparisons (please write in the appropriate variables from the above list)

org. tour visitors, tour type by tour length

by _____

by _____

by _____

Special instructions: it may be helpful to know what format you need the purpose of the information and so forth.

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

Analysis Order Form
Visitor Services Project
Report 38 (Jean Lafitte)

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- | | | |
|---------------------|--------------------------------|-----------------------------------|
| • Group size | • Site visited-Fr. Qtr. | • Interp. service importance |
| • Group type | • Site visited-JELA | • Interp. service quality |
| • Age | • Organized tour use | • Form of transportation used |
| • State residence | • JELA info source | • Future use of shuttle |
| • Country-residence | • Primary reason for visit | • Type of future tour preferred |
| • Number of visits | • Number of V.C. visits | • Length of future tour preferred |
| • Activity | • Reside in Greater Metro area | • Ranger-led walking tour use |

Two-way comparisons (please write in the appropriate variables from the above list)

_____ by _____
_____ by _____
_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions:

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

QUESTIONNAIRE

STAMP

OFFICIAL BUSINESS

Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho 83843

NPS D-86

October 1991

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

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, 1984.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984.
4. Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.
5. North Cascades National Park Service Complex, 1985.
6. Crater Lake National Park, 1986.
7. Gettysburg National Military Park, 1987.
8. Independence National Historical Park, 1987.
9. Valley Forge National Historical Park, 1987.
10. Colonial National Historical Park, 1988.
11. Grand Teton National Park, 1988.
12. Harpers Ferry National Historical Park, 1988.
13. Mesa Verde National Park, 1988.
14. Shenandoah National Park, 1988.
15. Yellowstone National Park, 1988.
16. Independence National Historical Park: Four Seasons Study, 1988.
17. Glen Canyon National Recreation Area, 1989.
18. Denali National Park and Preserve, 1989.
19. Bryce Canyon National Park, 1989.
20. Craters of the Moon National Monument, 1989.
21. Everglades National Park, 1989.
22. Statue of Liberty National Monument, 1990.
23. The White House Tours, President's Park, 1990.
24. Lincoln Home National Historic Site, 1990.
25. Yellowstone National Park, 1990.
26. Delaware Water Gap National Recreation Area, 1990.
27. Muir Woods National Monument, 1990.
28. Canyonlands National Park, 1990.
29. White Sands National Monument, 1990.
30. National Monuments, 1991.
31. Kenai Fjords National Park, 1991.
32. Gateway National Recreation Area, 1991.
33. Petersburg National Battlefield, 1991.
34. Death Valley National Monument, 1991.
35. Glacier National Park, 1991.
36. Scott's Bluff National Monument, 1991.
37. John Day Fossil Beds National Monument, 1991.
38. Jean Lafitte National Historical Park and Preserve, 1991.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

Visitor Services Project

**Jean Lafitte National Historical
Park & Preserve**

Appendix

Visitor Services Project

Jean Lafitte National Historical Park & Preserve

Appendix

Margaret Littlejohn

Report 38

October 1991

This volume contains a summary of comments to Question 17 made by visitors who participated in the study. The summary is followed by their unedited comments.

Ms. Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the Jean Lafitte National Historical Park and Preserve staff for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

Visitor Comment Summary

N=419 comments;
many visitors made more than one comment.

| Comment | Number of times mentioned |
|---------|------------------------------|
|---------|------------------------------|

PERSONNEL

| | |
|--|----|
| Ranger guides professional, knowledgeable | 33 |
| All staff courteous, knowledgeable, professional | 29 |
| Ranger guide unknowledgeable, unfriendly | 7 |
| Information desk person rude/unwelcoming | 3 |
| Need more rangers | 2 |
| Other comments | 3 |

INTERPRETIVE SERVICES

Nonpersonal

| | |
|--|----|
| Advertise Jean Lafitte park/location | 15 |
| Came across park/V.C. by accident | 9 |
| Provide more information on other JELA units | 3 |
| Enjoyed audio-visual/video program | 3 |
| Haven't visited preserve, only visitor center | 3 |
| Had great difficulty locating park | 2 |
| Enjoyed Jean Lafitte services | 2 |
| Provide/sell video of walking tour | 2 |
| Incorporate more music/dance into park programs | 2 |
| Look forward to new exhibits, new visitor center | 2 |
| Need more interpretive displays | 2 |
| Enjoyed exhibits | 2 |
| Other comments | 8 |

Personal

| | |
|--|----|
| Enjoyed walking tour | 30 |
| Offer more walking tours each day | 20 |
| Need more cemetery tours | 18 |
| Need better tour system for those with limited time | 16 |
| Hope/plan to take NPS tour next time | 11 |
| Improve aspect of tours | 8 |
| Advertise tour times/types | 7 |
| Appreciate accuracy of NPS tours | 6 |
| Pass out tour tags as visitors ask--eliminate wait | 4 |
| Improve tour system | 4 |
| Take reservations for all tours | 3 |
| Tours should include more stops/less detail | 3 |
| Provide pamphlets with tour information, esp. for children | 3 |
| Offer longer tour with more stops | 2 |
| Enjoyed guided walk at Barataria | 2 |
| Not enough time to take tour | 2 |
| Provide living history demonstrations | 2 |

| | |
|--|---|
| Couldn't hear tour guide | 2 |
| Offer shorter tours more often | 2 |
| Taking tour improved visitor's appreciation of culture/history | 2 |
| Other comments | 8 |

FACILITIES AND MAINTENANCE

General

| | |
|-----------------------------------|---|
| Facilities clean, well maintained | 2 |
| Comment | 1 |

RESOURCE MANAGEMENT

| | |
|----------|---|
| Comments | 1 |
|----------|---|

VISITOR SERVICES PROJECT

| | |
|------------------------------|---|
| Glad you used recycled paper | 2 |
| Comment | 1 |

NATIONAL PARK SERVICE

| | |
|--|---|
| NPS does great job/impressed by services | 7 |
|--|---|

GENERAL IMPRESSIONS

| | |
|--|----|
| Enjoyed visit | 27 |
| Thanks | 16 |
| Well done | 15 |
| Hope/plan to return | 12 |
| New Orleans people friendly, helpful | 3 |
| City should improve publicity/signing | 3 |
| Rainy weather limited sightseeing | 3 |
| Not enough time | 3 |
| Not enough time to visit other units | 3 |
| Need shuttle--had no way to get to other units of park | 3 |
| Informative visit | 2 |
| Visited Chalmette | 2 |
| Used different sources to get information to tour town | 2 |
| Other comments | 24 |