

Visitor Services Project
Whitman Mission
National Historic Site

Report Summary

- This report describes the results of a visitor study at Whitman Mission National Historic Site during June 27 to July 3, 1993. A total of 290 questionnaires were distributed and 242 returned, an 83% response rate.
- This report profiles Whitman Mission National Historic Site visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (74%). Twenty-six percent of visitors were 15 years old or younger; 26% were 36-50 years old. Most (70%) were first time visitors to Whitman Mission.
- Visitors from foreign countries comprised 6% of the visitation. Seventy-seven percent of the U.S. visitors came from Washington and Oregon, with smaller numbers from many other states.
- Eighty-eight percent of the visitors reported staying two hours or less at Whitman Mission. Seventy-nine percent of visitors reported visiting the visitor center.
- Visitors most often used previous visits (32%), advice from friends and relatives (27%) and maps (26%) as sources of information about the park. Ninety-four percent of the visitors did not feel that Whitman Mission National Historic Site was difficult to locate.
- The most commonly used interpretive/information services were the visitor center exhibits (93%), the park brochure (81%) and the ranger at the information desk (76%). The ranger at the information desk, the visitor center exhibits and the park brochure received the highest quality ratings.
- The most commonly used facilities were the parking area (97%), the trails (90%) and the restrooms (84%). The restrooms, the sales publications area and the parking area received the highest quality ratings.
- Local sites most often visited were the Fort Walla Walla Museum (34%), Whitman College (24%) and Pioneer Park (23%). Ninety-five per cent of visitors said noise, modern structures, and air or other types of pollution did not interfere with their experience at Whitman Mission.
- Most visitors (64%) would prefer that the Mission House area be maintained as it is now.
- Visitors 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 83844 or call (208) 885-7129.