
Visitor Services Project
Booker T. Washington National Monument
Report Summary

- This report describes the results of a visitor study at Booker T. Washington National Monument during August 10-20, 1995. A total of 239 questionnaires were distributed and 173 returned, a 72% response rate.
- This report profiles Booker T. Washington NM visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix contain summaries of visitor comments.
- Eighty percent of Booker T. Washington NM visitors were in family groups. Visitor group size was most commonly either 2 people (45%) or 4 people (21%). Visitor ages ranged from 1 to 81 with the largest cluster of visitors being 15 years or younger (27%) and 41 to 50 years old (22%).
- There were not enough international visitors to provide reliable information. Forty-five percent of the United States visitors to Booker T. Washington NM reside in Virginia. Smaller percentages of visitors came from North Carolina, Pennsylvania, Maryland and 23 other states.
- Eighty-four percent of visitors were visiting Booker T. Washington NM for the first time. It was the first visit to an NPS site with a focus on African American history for 6% of the visitor groups. Most visitors (89%) stayed at the site for 1 or 2 hours.
- Eighty-two percent of visitors stated that learning about Booker T. Washington was the reason for their visit. Forty-nine percent of the visitors felt that the discussion of subjects such as racial discrimination, lynching and slavery conditions was "extremely important" or "very important" to their visit.
- The activities that visitors participated in most frequently were talking with the park staff (83%), visiting the farm area (82%) and watching the slide show (80%). Visitors stated that the main ideas they learned at Booker T. Washington NM included: the life of Booker T. Washington, his accomplishments, his personality traits, and that you can achieve/succeed with hard work and determination.
- The most used visitor services and facilities at Booker T. Washington NM were the park brochure (85%), assistance from park staff (82%) and the restrooms (68%).
- Visitors rated living history presentations, road/trail-side exhibits, the restrooms, assistance from park staff, and the park brochure as the most important visitor services and facilities. The park brochure, assistance from park staff, the restrooms and the book sales area received the highest quality ratings.
- Ninety-four percent of visitors rated the overall quality of visitor services as "very good" or "good."
- On a future visit to Booker T. Washington NM, visitors stated they would be interested in learning about emancipation (61%), slavery (60%) and reconstruction (52%).
- Visitors made 192 comments about what they would plan for the future of Booker T. Washington NM. The majority of these comments were about interpretive services. One hundred thirty-six additional comments were also provided by visitors.

<p>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 83844-1133 or call (208) 885-7129.</p>
