

## Executive summary

- This report describes the results of a visitor mapping study at Independence National Historical Park during the week of July 31-August 6. Visitors were contacted in six city blocks surrounding park buildings. Questionnaires were administered to 1,300 visitors and 525 were returned, a 40% response rate.
- This visitor survey provides a profile of the people who visit Independence, which sites they visit, their activities, their reasons for purchasing items at park bookstores, their reasons for visiting the City Tavern, and their sources of information about the park. It also provides feedback on what visitors like most and least about Independence and Philadelphia in the form of responses to open-ended questions and general comments (found in Volume 2 of this report).
- Visitors were most likely to be in family groups of two to four people. Large proportions were children under 16; adults from 30 to 45 were also common. Most were making their first visit to Independence. Many were from foreign countries and U.S. visitors came from states throughout the country.
- Most visitors entered the park between 9:00 a.m. and 2:00 p.m., and stayed from two to four hours. Attending interpretive programs, visiting museums and exhibits, shopping, using restroom facilities, and getting information at the Visitor Center were the most common activities.
- Over 90 percent of all visitors visited the Liberty Bell Pavilion and Independence Hall. A majority stopped at the Visitor Center, Franklin Court, and Carpenters' Hall. One-fifth visited the City Tavern, while one-sixth visited the Todd and Bishop White Houses.
- Both the Liberty Bell Pavilion and the Visitor Center were common as first sites visited. Independence Hall and Carpenters' Hall were common as second site visited. Franklin Court and the Todd and Bishop White Houses were commonly third or fourth, while the City Tavern was commonly a fourth or fifth site visited.
- Comparing site visits with visitor behavior suggested that: 1) visitors who stopped at the Visitor Center were likely to engage in more park activities than those who did not; 2) visitors in large groups were less likely to visit the Liberty Bell Pavilion, Independence Hall, and the Visitor Center than smaller groups; 3) visitors in combined family and friend groups or organized groups were less likely to visit the Visitor Center than other groups; 4) older visitors were more likely to visit Carpenters' Hall than younger visitors; and 5) visitors who were from out of state or had visited Independence only a few times were more likely to visit the Liberty Bell Pavilion and Independence Hall than other visitors.
- Responses to special questions revealed that: 1) a majority of visitors purchase items at park bookstores, most often to keep the items as souvenirs; 2) over one-fifth of Independence visitors visit the City Tavern both to view the historic building and to dine, and 3) guidebooks and maps are the most common source of information about Independence.