

Executive Summary

This visitor study profiles a systematic random sample of Gettysburg National Military Park visitors during June 24–30, 2017, October 20–26, 2017, and April 12–20, 2018. A total of 2,584 questionnaires were distributed to visitor groups. Of those, 1,526 questionnaires were returned, resulting in a 59.1% completion rate.

Group size and type	Eighty-seven percent of Overall visitor groups consisted of one to four people, 11% were visiting in groups of five to ten, and 2% were visiting in groups of 11 or more. Seventy-four percent of Overall visitor groups consisted of family groups.
State or country of residence	United States visitors were from all 50 states and the District of Columbia, and comprised 97% of total visitation during the Overall survey period, with 21% from Pennsylvania. International visitors came from 16 different countries throughout the Overall survey period and comprised roughly 3% of the total visitation.
Frequency of visits	For 52% of total visitors this was their first visit to the park. Thirty-seven percent of visitors had visited before, but less than 10 times. Roughly 10% have visited between 10 and 100 times, and 2% indicated they have visited 100 times or more in their lifetime.
Age and gender	Fifty-five percent of visitors were 50 years old or older, 22% were between 31 and 50 years old, and 23% were 30 years old or younger. Forty-seven percent of Overall visitors were male, 51% were female, and 2% selected the “no answer” option.
Sources of information	Ninety percent of visitor groups obtained information about the park prior to their visit. Some of the most common sources of information across the Overall survey period were the Gettysburg National Military Park website (53%), previous visits (53%), friends/relatives/word of mouth (40%), maps/brochures (25%), and travel guides/tour books (16%). Ninety-six percent said they received the information about the park they needed.
Quality of information on park website	Thirty-seven percent of Overall visitor groups indicated they did not use the park website as a source of information. Of those visitors that visited the website, 31% rated the quality of information as very good, 28% said it was good, and 4% indicated the information quality was average. Less than 1% gave a “poor” or “very poor” quality rating.
Importance of factors in decision to visit	For 92% of Overall visitor groups, learning about American history and the Battle of Gettysburg was “very important” or “extremely important” in their decision to visit the park. It was “very or extremely important” to 76% to visit for pleasure or vacation, 61% to spend time with friends/family, 53% to visit the Museum/Cyclorama/film, 23% for the physical exercise, and 23% to learn about ancestors that fought in the battle.
Awareness of the Gettysburg Foundation	Overall, 23% of visitor groups were aware of the Gettysburg Foundation prior to their visit. Forty-four percent of total visitor groups were aware after their visit to the park.

Executive summary (continued)

Length of stay	Forty-five percent of Overall visitor groups spent more than one day at Gettysburg National Military Park. Of those who spent more than one day, 87% stayed between two and three days, 10% between four and five days, and 4% indicated they visited the park for six days or longer. Of those who only visited for one day, 36% visited for five or six hours, 34% visited for three or four hours, and 16% stayed for seven or eight hours.
Park locations visited	The top three sites visited throughout the Overall survey period were Little Round Top (90%), the Museum and Visitor Center (84%), and Devil’s Den (71%). The three least visited sites were East Cavalry Field (19%), David Wills House (19%), and the Gettysburg Lincoln Train Station (14%).
Historical preservation	Seventy-six percent of Overall visitor groups indicated the historical preservation quality at the park was “extremely good”, 23% indicated it was “good”, 1% said it was “neither poor nor good”, and 1% provided a rating of “extremely poor” quality.
Activities experienced and importance	A majority (91%) of total visitor groups experienced viewing the exhibits, 86% learned/researched history, 70% went to the Museum/Film/Cyclorama, 46% hiked, 25% experienced the ranger programs, and 25% saw living history demonstrations. Of those that experienced viewing the exhibits, 91% rated its importance as “important” or “extremely important”. Ninety-three percent of visitor groups learning/researching history, 84% visiting the Museum/ Film/Cyclorama, 49% hiking, 63% experiencing the ranger programs, and 61% seeing the living history demonstrations rated those activities as “important” or “extremely important”.
Depth of information and emphasis	Overall, 97% of visitor groups felt the depth of information provided in the programs they attended was “about right”, 2% thought it was “too simple”, and 1% felt it was “too complex”. A majority (87%) of Overall visitor groups felt the stories presented are properly emphasized. Eighty-nine percent of visitor groups provided one or more comments about areas that could be strengthened.
Additional services, signage, or facilities	Overall, 9% of total visitor groups indicated one or more areas in the park that would benefit from additional services, signage, or facilities. Of the locations marked, 51% were for additional informational/directional signs, 24% for additional parking, 15% for increased ranger presence, 6% for more emergency/safety information, and 4% for additional trails.
Transit (bus) service	Eleven percent of Overall visitor groups indicated they would be “extremely likely” to use a transit (bus) service were it available at the park. Thirteen percent would be “very likely”, 19% “slightly likely”, 21% “moderately likely”, and 28% would be “unlikely” to use the service if it were provided.
Overall quality	Ninety-eight percent of total visitor groups rated the Overall quality of the facilities, services, and interpretive opportunities provided at the park as “good” or “very good”.