



2016 Gettysburg Intercept Visitor Survey  
Summary Report

Submitted May 2017:  
Dr. Susan Ryan, Director  
Cal U Tourism Research Center

Submitted to:  
Mr. Norris Flowers, Executive Director  
Destination Gettysburg

California University of Pennsylvania is an affiliate member of the World Tourism Organization Education Council, which is comprised of worldwide leading tourism education institutions.



## Introduction

The following report summarizes findings from the 2016 Gettysburg Visitor Study conducted by Dr. Susan Ryan and a study team from California University of Pennsylvania's Tourism Research Center.

The Gettysburg Intercept Project was initiated in the fall of 2006. Previous report submissions include the 2007–2015 Gettysburg Intercept Survey Reports. This report presents a summary of the 2016 visitation year for Gettysburg, Pennsylvania.

The 2016 report summary includes demographics, trip characteristics, destination choice resources, spending estimates, and trip experience and satisfaction ratings. In addition to the narrative sections that comprise most of this report, Appendix A contains summarizing tables for reference and review.

## The 2016 Study Team

Study Team members for 2016 include Katelyn Klenk, (Lead Fieldworker and Project Specialist), Victoria Jackson, Anisa Miller, Erin Scanlon, Hayley Walters (Project and Research Specialists)(see Figure 1), Trent Neely (GIS Specialist), and Sean Hayes (Statistical Research Consultant, Former Faculty Member, and Report Co-author).

Appropriate on-site permissions were obtained for the 2016 study year. As in prior years, the study team established approval of the Gettysburg Intercept Survey through the California University of Pennsylvania Institutional Review Board for the ethical treatment of human subjects in research.

Surveys were conducted throughout the destination of Gettysburg. 2016 survey locations included:

- American Civil War Wax Museum/Gettysburg Heritage Center;
- Devil's Den;
- East Cemetery Hill and Culp's Hill;
- Eternal Light Peace Memorial;
- High Water Mark Monument;
- Intersection of Baltimore St. and Steinwehr Ave.;
- Lincoln Square;
- Little Round Top Monument;
- National Park's Service Visitor's Center;

- Outlet Shoppes at Gettysburg; and,
- The Pennsylvania State Memorial.

The 2016 database, consisting of 813 useable responses, was analyzed and the results were compiled for this report.

The information obtained from the survey (see Appendix B) was analyzed using IBM Statistical Package for the Social Sciences. The following sections summarize the results of the 2016 Gettysburg Visitor Study. This study represents all 2016 tourist seasons in geographically representative locations throughout the destination. Furthermore, the data represent visitors of all types to Gettysburg including those that stay for less than one day and those that stay multiple nights.



Figure 1 2016 Project and Research Specialists Anisa Miller and Hayley Walters

## Analysis for 2016

From 2010 on, the study team has used an approach that applies simple methods to produce quality results and reduce error probability. One way that this is accomplished is through a more frequent use of median as a central tendency measure (mean/average, median, and mode are measures of central tendency). Median describes the middle value in a dataset, meaning that approximately half the values within the set are positioned above and below the calculated median number. By using median as a measure of central tendency the need to remove outliers (extremely high or low values that are rare within a group of data) is eliminated.

As in previous reports, the 2016 summary report includes a categorization method for some of the figures. The figures present some variables using a natural breaks categorization method. Natural break category figures can prevent the misrepresentation of data for situations in which one single number cannot adequately describe a group of visitor responses. Both median values and natural break figures are presented for some variables within this report to provide an in-depth examination of visitor behavior.

## Explanation for Use of Median

Median is appropriate when data have one mode (most common value), but are not normally distributed (a normal distribution would approximate a bell-shaped curve). When there are many low values or high values in a dataset, the distribution of values does not approximate a curve that is considered normal (statistically). In cases where the data are normally distributed (for example, visitor age), an average describes the entire set in an acceptable manner. Average values tend to be less than optimal when a group of responses contains rare and abnormally high values, as is the case with many Gettysburg Intercept Survey variables.

Prior year reports sometimes described visitor group responses in averages. In some cases, it has been determined that median is a more appropriate descriptive method. In cases where a new descriptive technique has been applied, the value for each past year has been calculated and included for comparison (see Appendix A).

## Explanation for Natural Breaks Figures

---

Another phenomenon that occasionally occurs within data is the presence of more than one most common value (also called mode). For example, if 10% of visitors report a total spending estimate of \$100 and a separate 10% report a total spending estimate of \$200, then the distribution can be considered non-normal and bimodal. In situations such as the aforementioned example, a single summarizing value (such as median or average) can misrepresent a large portion of visitor group information.

In theory, multiple modes could indicate the presence of multiple subpopulations within the primary population of interest. For example, the total Gettysburg Visitor Population might consist of two primary total spending subpopulations. One of these subpopulations might possess spending habits that would approximate a \$100 total spending estimate, while the other subpopulation would possess spending habits that would approximate a \$200 total spending estimate. To address this challenge, the 2016 summary of Gettysburg Visitors (and several prior years) makes use of natural breaks categorical figures to describe non-normal and multimodal data. Natural breaks categories are established using the top-ranked visitor values as separation points in the data. This method results in a visual representation of non-normal multimodal data that is more inclusive and presumably more useful than central tendency measures alone. Although natural breaks are the primary method for analyzing non-normal multimodal variables, median is provided for some of these variables as a reference to compare to past study years.

While using averages to describe spending estimates has been determined to be less than optimal, spending estimate averages are included in Appendix A. However, the research study team has determined that average values are highly volatile with respect to spending estimates and thus, average spending figures should be used cautiously in the decision-making process. When extremely high values are present in a dataset, an average can represent the extreme scores more than the majority of the dataset. Charts such as those included in the spending estimates section of this report describe spending practices of the survey group more completely than single values like averages can (refer to Figure 16).

## Visitors to Gettysburg in 2016

### Demographic Information

The following section summarizes the key demographic characteristics of visitors to Gettysburg in 2016. These include visitor point of origin, age, education, income, and gender.

### Visitor Point of Origin

In order to represent tourist visitation accurately, the study team defined a geographical threshold surrounding Gettysburg. Thus, respondents within a twenty-mile threshold of Gettysburg were not included in the survey. These visitors would be considered local visitors (or recreationalists), which would not meet the definition of tourists with respect to the informational needs of Destination Gettysburg (see Figure 2). While the industry standard is a fifty-mile threshold from usual places of work or home, the unique geographical and market characteristics of Gettysburg were taken into account in the delineation of a twenty-mile threshold.

Zip Codes of Survey Responses with 20 Miles Buffer

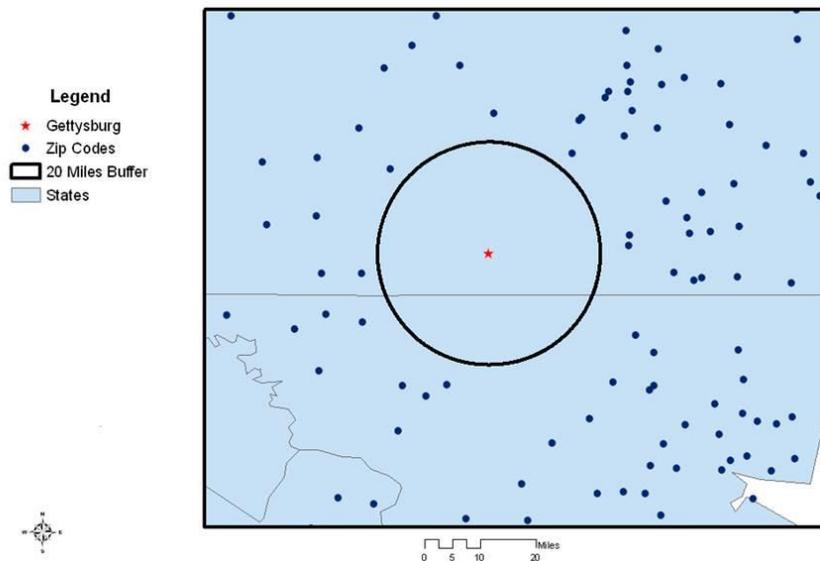


Figure 2

The majority of visitors to Gettysburg in 2016 were from the United States (97.4%; a 0.6% increase from 2015). The most frequent domestic states of origin were Pennsylvania, Maryland, New Jersey, Virginia, and Ohio (Figures 3, 4, and 5).

Gettysburg did experience international visitation (2.6%); however, the rates of international visitation were relatively low. Each international point of origin occurred with a frequency rate below 1.1%. The median rate of international visitation to Gettysburg for the past 10 years of data is 2.7%. International visitation has never exceeded 4.2% (occurring in 2014) and it has never been lower than 1.5% (2010) since the beginning of the Gettysburg Intercept Visitor Study. Overall, visitor point of origin data has remained stable throughout the 10-year life of the survey.

---

### Age

The average age of visitors to Gettysburg in 2016 was 52 years. The average age has been 53 for the past 4 years. In 2016, ages ranged from 19 to 87 years. The distribution of age approximates a normal curve in this sample and, thus, the average age value appropriately describes visitor age.

As in prior years, ethical constraints do not allow the study team to survey respondents under 18 years of age. Therefore, this study does not include responses from visitors under this age.

---

### Education

Visitors were also asked about educational attainment. 56.9% indicated the achievement of at least a Bachelor's Degree (3.6% less than 2015). 28.4% of visitors claim to have completed some college or an Associate's Degree (1.8% increase from 2015). 85.3% of visitors claim to have pursued some form of post-secondary education (1.8% decrease from 2015). Table 1 displays the visitors' educational attainment distribution for 2016.

Throughout the life of the Gettysburg Intercept Survey, visitors with some college have always outnumbered visitors with no college. Median values for all 10 years of data across education level categories are listed in Table 1 for comparison.

<b>Level of Education</b>	<b>Percentage of 2016 Respondents</b>	<b>Median % for All 10 Years</b>
Bachelor's Degree	<b>27.8%</b>	<b>33.2%</b>
Graduate or Professional Degree	<b>27.6%</b>	<b>24.1%</b>
Some College (no degree)	<b>17.1%</b>	<b>16.1%</b>
Associates Degree	<b>11.3%</b>	<b>12.6%</b>
High School Diploma	<b>13.5%</b>	<b>11.8%</b>
Some High School (no diploma)	<b>1.2%</b>	<b>0.8%</b>
Less than 9 <sup>th</sup> Grade	<b>0.1%</b>	<b>0.2%</b>

**Table 1**

# Gettysburg Visitor Point of Origin 2016

Authored by: Trent Neely GIS Specialist Cal U Tourism Research Center

Data from: Cal U Tourism Research Center and ESRI  
Created: May 2017

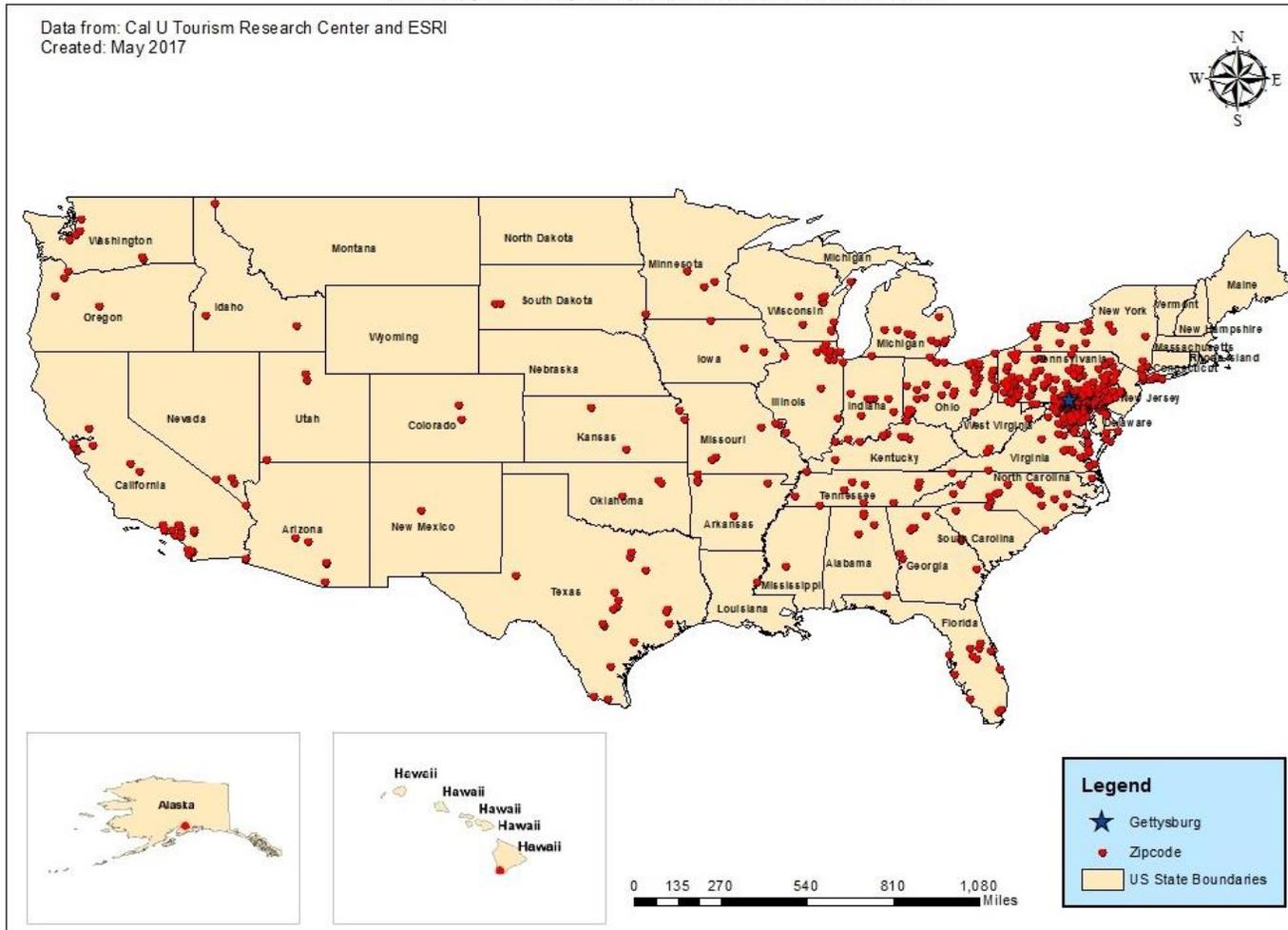


Figure 3

# Gettysburg Visitor Point of Origin 2016

Authored by: Trent Neely GIS Specialist Cal U Tourism Research Center

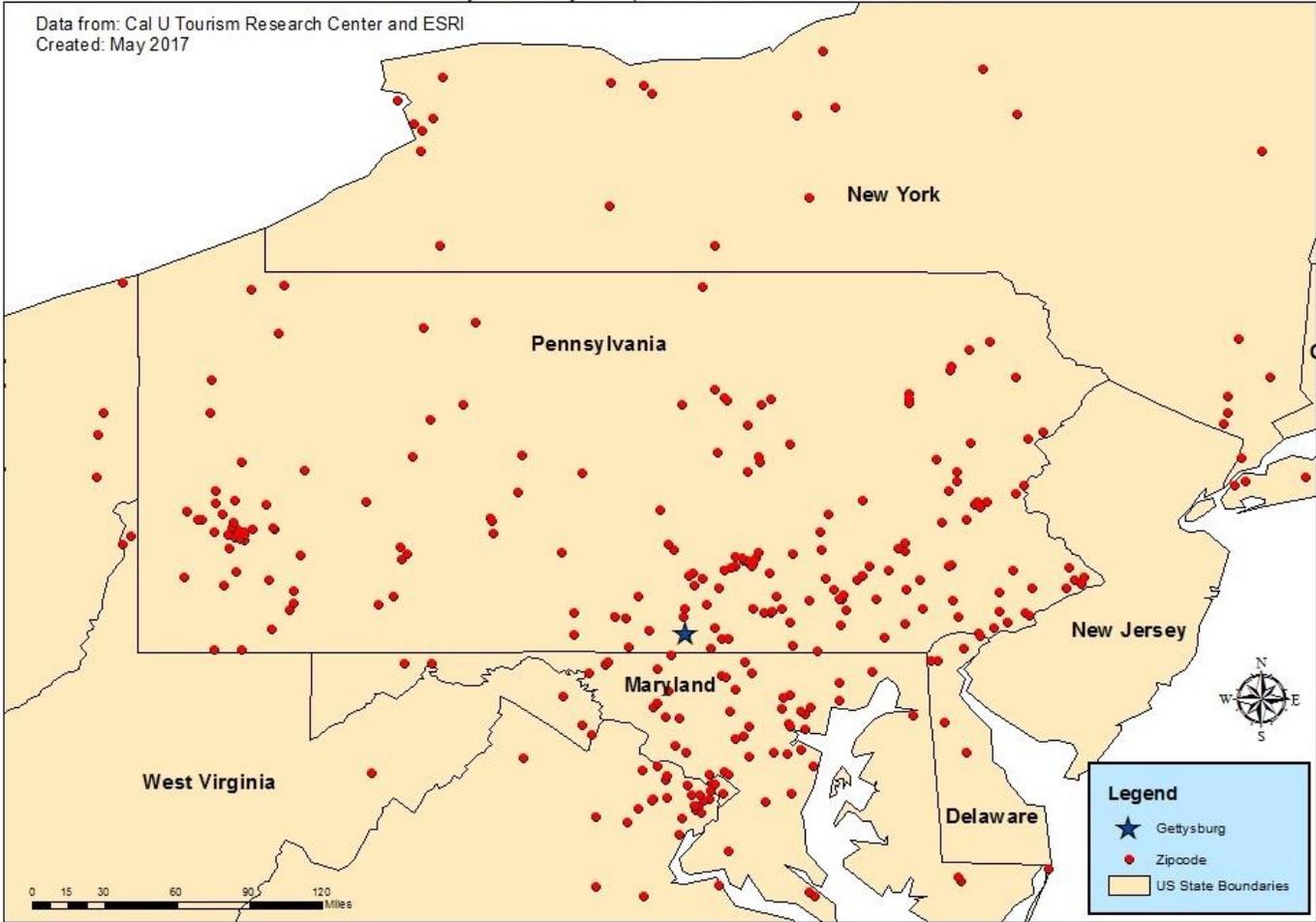


Figure 4

# Gettysburg Visitor Point of Origin 2016

Authored by: Trent Neely GIS Specialist Cal U Tourism Research Center

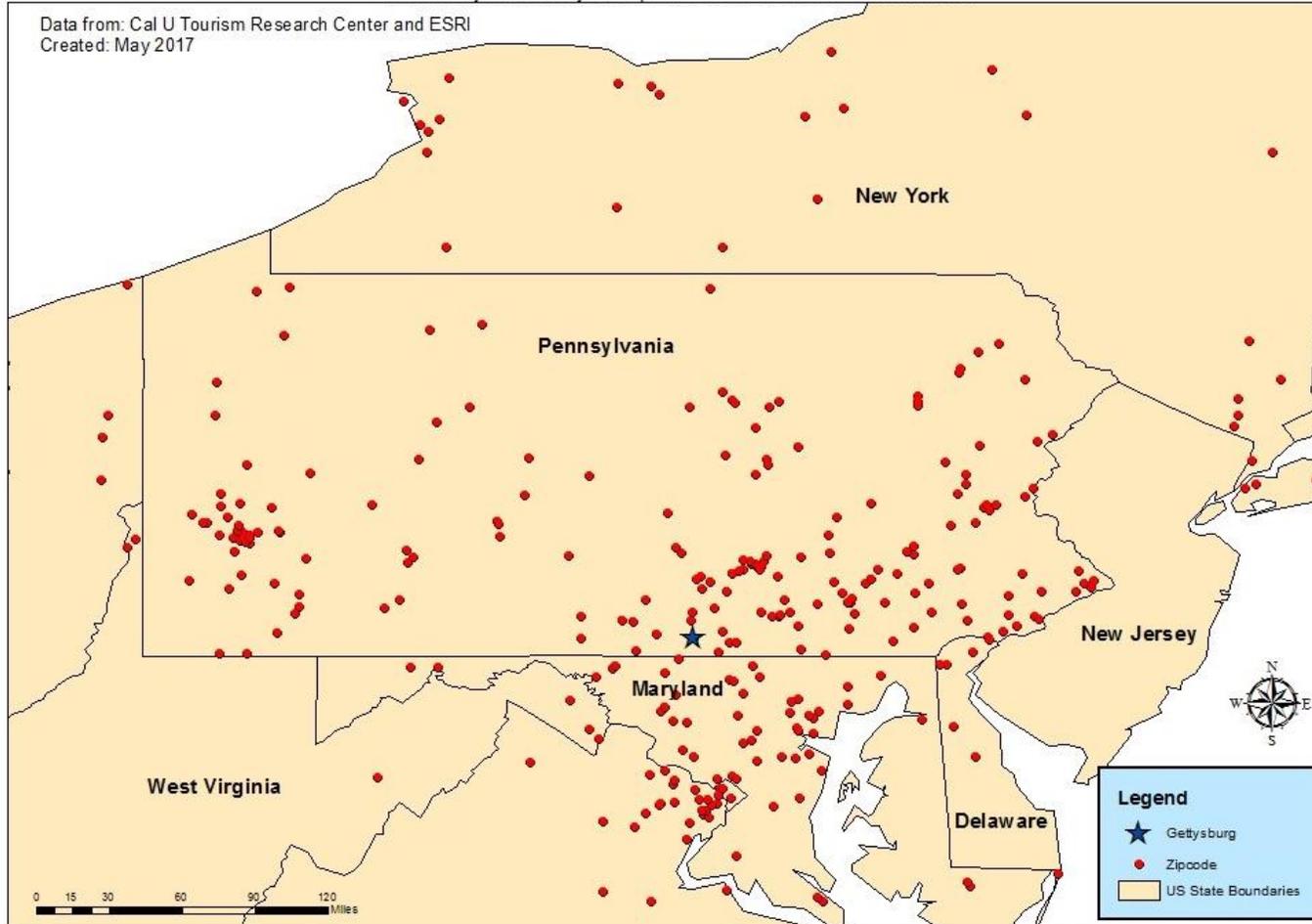


Figure 5

## Income

---

In 2016, 16.8% of visitors to Gettysburg reported a total annual income ranging from \$75,000-\$99,999 (10-year median is 13.7% for this category). 14.0% of visitors reported an annual income of \$60,000-\$74,999 (10-year median is 13.3%). 12.5% reported an annual income of \$50,000-\$59,999 (10-year median is 13.8%). With respect to larger categories, 26.6% reported annual income less than \$50,000 (10-year median is 27.5%). The \$50,000 to \$99,999 income group represents 43.3% of visitors (10-year median is 40.2%). 27.4% reported an income range from \$100,000-\$199,999 (10-year median is 24.3%). 5.5% of respondents reported an income range in excess of \$200,000 (10-year median is 5.0%). Appendix A provides a comparison between study years.

Throughout the 10 years of data in the life of this survey, the \$50,000-\$59,999 income category has registered a higher median response rate than all other categories (13.8% was the median value across all years of data.) The \$75,000-\$99,999 income category ranked second over the past 10 years with a median value of 13.7%. The third category over the past ten years is the \$60,000-\$74,999 category (with a median value of 13.3%). Table 2 compares the current year income frequency to the median frequency of all study years.

Income Range	Percentage of 2016 Respondents	Median Value for this Category Over All 10 Years
\$75,000-\$99,999	16.8%	13.7%
\$60,000-\$74,999	14.0%	13.3%
\$50,000-\$59,999	12.5%	13.8%
\$100,000-\$124,999	10.8%	11.4%
\$40,000-\$49,999	10.3%	11.3%
\$30,000-\$39,000	8.5%	6.3%
\$125,000-\$149,999	7.7%	5.7%
\$150,000-\$199,999	6.2%	5.2%
\$200,000 or more	5.5%	5.0%
Less than \$10,000	3.7%	2.7%
\$20,000-\$29,999	2.3%	5.2%
\$10,000-\$19,999	1.8%	2.5%

Table 2

## Gender

Information regarding gender characteristics of visitors was also gathered (see Figure 6). Gender is observed by the field worker and recorded upon conclusion of the survey. In 2016, 52.5% of respondents were male (a 0.2% decrease from 2015). 47.5% of respondents were female (a 0.2% increase from last year). Over all the previous years of data, females have outnumbered males slightly in most years (50.15% median for females versus 49.85% median for males; nearly an even 50:50 ratio over the life of the survey).

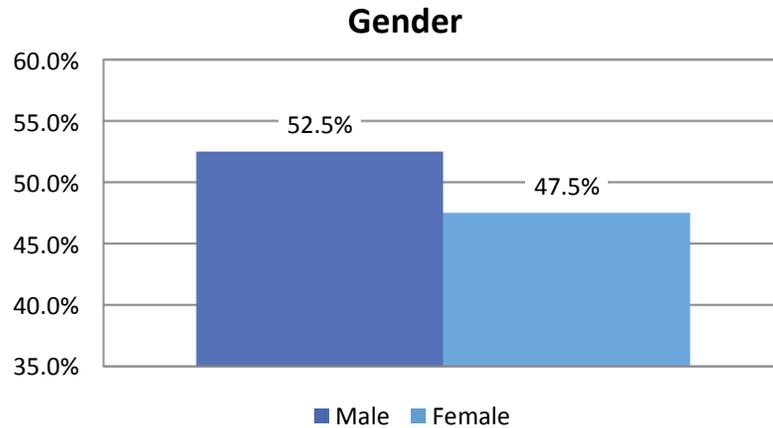


Figure 6

### Trip Characteristics

The following section reports results from the 2016 Visitor Study that questioned the characteristics of the visitor’s current trip. These included repeat visitation, purpose of visit, primary destination choices, length of stay, party composition, and group size.

### Repeat Visitation

Gettysburg continues to experience moderate to high levels of repeat visitation. In 2016, the repeat visitation rate was 58.2% (a 5.3% increase from 2015). 41.8% indicated it was their first visit (a decrease of the same 5.3% margin; see Figure 7).

## Is This Your First Visit to Gettysburg?

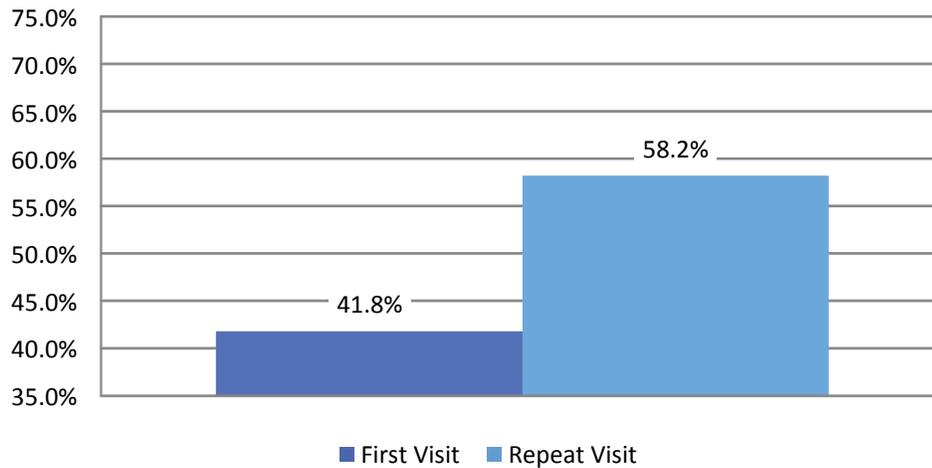


Figure 7

### Repeat Visitation Over All 10 Years

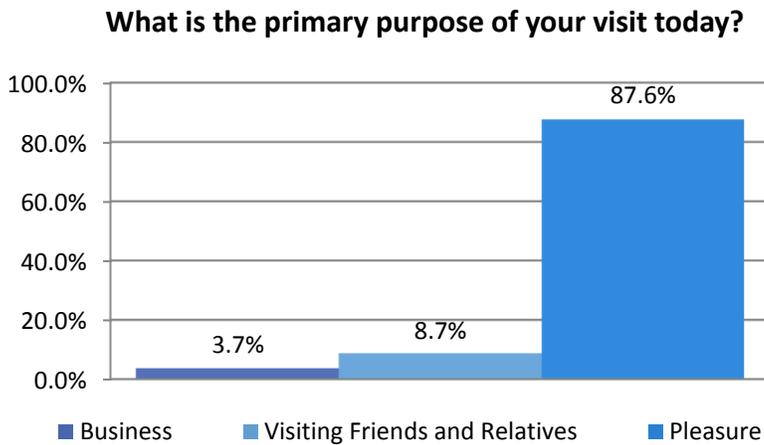
Repeat visitation has remained relatively constant over the life of the survey. Table 3 compared the repeat visitation rate for the current year to the median repeat visitation rate.

Previous Visits to Gettysburg	Percentage of Respondents	10-Year Median
1 <sup>st</sup> Trip to Gettysburg	41.8%	44.3%
Not 1 <sup>st</sup> Trip to Gettysburg	58.2%	49.9%

Table 3

### Purpose of visit

Although visitors may be motivated by multiple trip purposes, respondents were asked to identify the primary purpose of their visit. The majority of visitors in 2016 traveled to Gettysburg for the primary purpose of pleasure. Visitors also indicated traveling to visit friends and relatives (VFR) and business travel (see Figure 8). In comparison to 2015, business as a trip motivator decreased to 3.7%; a decrease of 1.1% (business as a trip motivator also decreased in 2014 by 0.8%). Visiting friends and relatives was reported in 8.7% of 2016 cases (a 2.0% increase from last year). In 2016, pleasure as a trip motivator was reported by 87.6% of respondents (a decrease of 0.9%).



**Figure 8**

When visitors were questioned about their primary destination, 81.0% indicated that Gettysburg was the primary destination (a 5.1% decrease from 2015). 14.4% indicated Gettysburg was one of several destinations (a 2.4% increase from 2015). 4.6% indicated that Gettysburg was not a planned destination (a 2.7% increase; see Figure 9).

Over the past 10 years, Gettysburg has been the primary destination for most visitors in this survey. The median value for visitors claiming Gettysburg as their primary destination is 84.1% across all 10 years of data. The median value for Gettysburg as one of several destinations is 13.0% for all 10 years of data. Those reporting that Gettysburg was not a planned destination occurred with a median value of 3.8% over the life of the survey.

### Was Gettysburg the primary destination of your visit today?

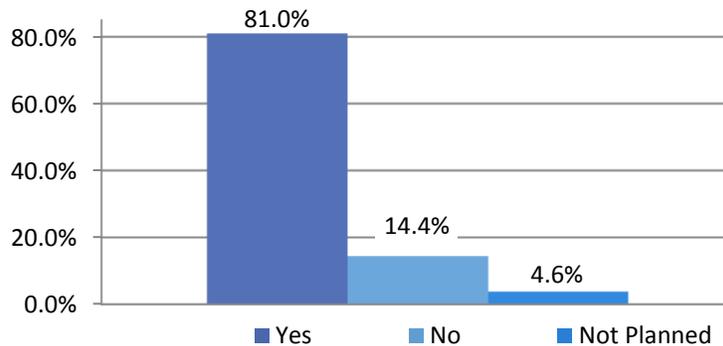


Figure 9

Respondents who did not intend to visit Gettysburg as a primary destination were asked to identify a destination they considered primary, within the course of their trip. Within this group of respondents, the most commonly identified destinations were within the state of Pennsylvania. Popular destination regions for visitors whose primary destination was not Gettysburg included Washington D.C., other Pennsylvania cities, and various other destinations along the United States East Coast. The most commonly identified destination city was Washington D.C. (identified in 3.1% of all cases; see Figure 10).

The data appear to infer that 2016 visitors not identifying Gettysburg as a primary destination may choose to visit Gettysburg because transportation routes make it convenient to do so. Thus, the major transportation routes that surround Gettysburg (Interstates 81, 83, 70, and 76) appear to be supportive to Gettysburg's marketing success. Additionally, since Washington D.C. has been frequently mentioned as a primary destination over the years, there may be a viable market that is interested in Gettysburg for the same reasons of interest in Washington D.C.

### If not Gettysburg, what is your primary destination?

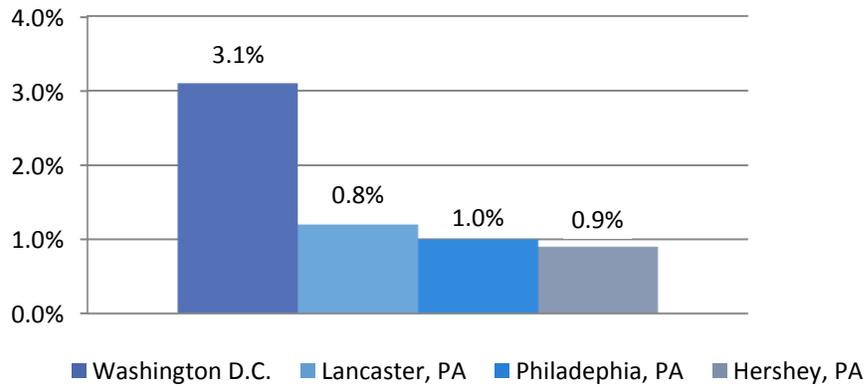


Figure 10

### Length of Stay

Visitors were also questioned about length of stay. In 2016, most visitors indicated that they would be staying more than one night (50.9%; a 23.4% increase from 2015). Another group of visitors intended to stay in Gettysburg for one day or less (35.1%; a 24.3% increase from 2015). 13.3% were planning to stay one night (a 0.2% increase from 2015).

In 2016, overnight stays were most common. The most common length of stay for those staying overnight was 2.00 nights. Since 2014, the median length of stay for those staying overnight has been 2.00 nights, demonstrating an increase in length of stay over the life of the survey, and particularly in the past 3 to 4 years. Since the distribution of responses is not normal from a statistical perspective, the most reliable central tendency measure for describing trip duration is median.



Figure 11 Project and Research Specialist, Anisa Miller, surveys a visitor.

Daytrips decreased to 35.1% this year (a 24.3% decrease). The reduced frequency of daytrips could be explained by more reports of overnight stays. Figure 12 presents Trip Duration Estimates.

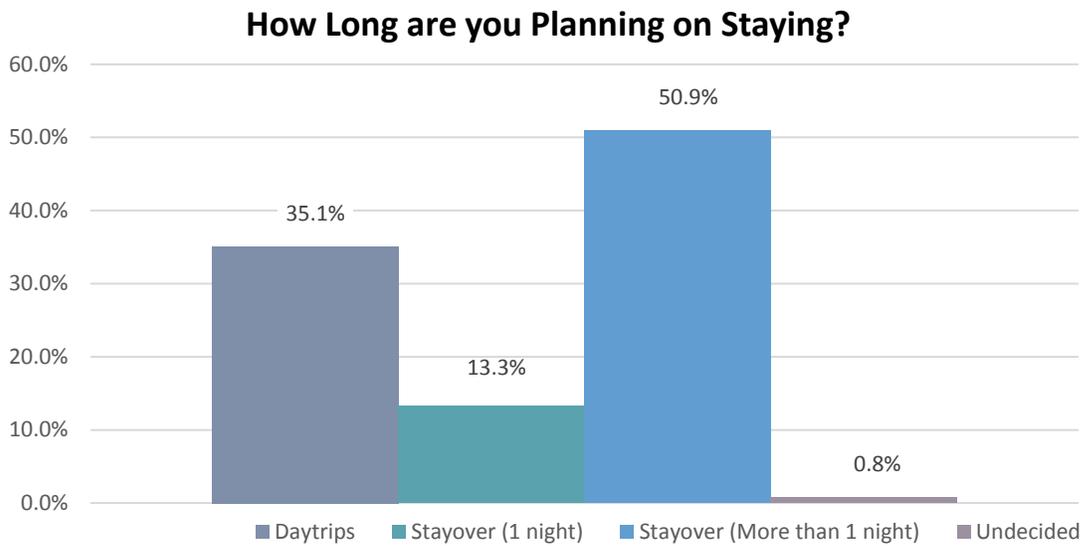


Figure 12

Length of Stay	Current Year	Median Value in this
	2016	Category for all Ten Years
Daytrip	35.1%	43.5%
Stayover (1 night)	13.3%	18.6%
Stayover (2 nights)	27.5%	17.6%
Stayover (3 nights)	12.5%	8.5%
Stayover (More than 3 nights)	10.4%	7.9%

Table 4

Visitors were also asked about Gettysburg accommodations. Of those who provided information about accommodation practices, the majority indicated a hotel or motel as their accommodation choice (66.6%; a decrease of 1.1% from 2015). Campground as an accommodation was selected with a frequency of 14.9% (a 2.4% decrease from 2015). Bed and breakfast as an accommodation increased to 8.7% selection frequency (increasing by 2.6% compared to 2015). Staying with friends or family decreased to 3.7% (1.2% less than 2015; see Figure 13).

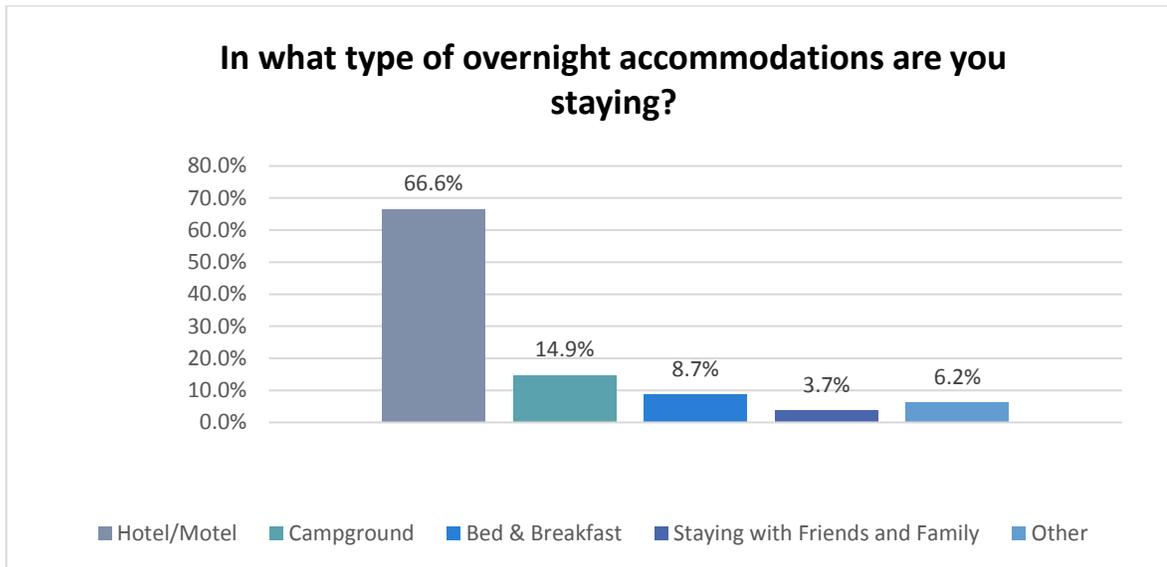


Figure 13

## Party Composition

Visitors were asked, “How many people, including yourself, are traveling with you on your current trip?” For this variable, most responses indicated less than 10 group members per group (94.3%; almost no change compared to last year). In the earlier years of this survey, lower category values only revealed that most visitor groups contain low numbers of visitors. For an improved view of group composition, categorical representations of groups have been adjusted to reflect the distribution of group size in a more specific manner.

The most common group consisted of two visitors (44.7%; 2.00 is the mode for this variable; nearly the same as last year). Groups consisting of two visitors have been most common over the past ten years of data. Visitor groups composed of four people were second most common in 2016 (15.4%; almost no change from last year). Groups consisting of three people were found in 12.6% of cases (almost no change compared to 2015). Figure 14 visually presents party size frequencies categorically. Group size for the current year is compared to the median value of all years in Table 5.

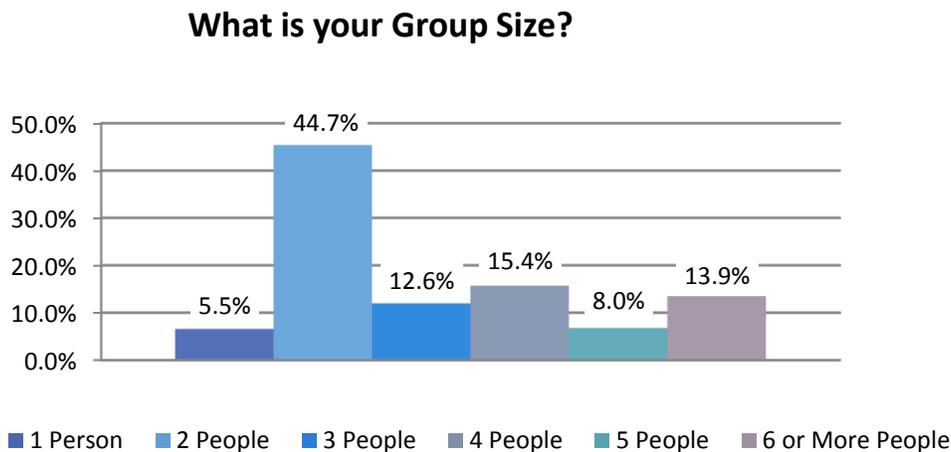


Figure 14

Group Size	Current Year 2016	Median Value for this Category for All 10 Years
1 Person	5.5%	6.7%
2 People	44.7%	44.8%
3 People	12.6%	14.2%
4 People	15.4%	15.5%
5 People	8.0%	6.4%
6 or More People	13.9%	13.6%

Table 5

In 2016, 72.7% of visitor groups consisted of 2, 3, or 4 individual visitors (almost no change from 2015). In 2016, the majority of visitor groups included children (65.7% of visitor groups). Of the visitor groups with children, 66.9% included 1 or 2 children within the group (almost no change from 2015).

Children or No Children	Current Year 2016	Median Value for this Category for 9 Years
Groups with at least 1 Child	65.7%	35.6%
Groups without Children	34.3%	64.4%

Table 6

The data from 2015 appear to indicate that groups including children have increased this year. In 2013 and 2014, groups with children increased compared to prior years. In 2015, groups with children decreased sharply. In 2016, groups including children have exceeded records from all past years. The current year percentage of 65.7% is considerably higher than the median percentage from prior years (35.6%), and it is much higher than the 27.3% from last year's report.

## Destination Choice Resources

The following section summarizes how visitors chose Gettysburg for their current trip in 2016. This includes their use of marketing resources in a variety of categories related to destination choice.

### Use of Marketing Resources for Choosing Gettysburg as a Destination

Visitors were questioned about the methods they used to make their decision to choose Gettysburg for their current trip. Respondents were offered several potential marketing resources and were asked to choose the methods that applied to their 2016 trip. 44.2% identified that a previous visit was the reason for this decision (5.2% increase from 2015). 25.1% identified word of mouth or a referral (a 6.2% decrease from 2015). 22.7% used the internet or a website (a decrease of 4.0%). In 2016, word of mouth or a referral exceeded internet or a website as a destination choice resource. Travel Book or Travel Guide was selected as a destination choice resource in 7.4% of 2016 cases. The internet as a destination choice resource has only exceeded referral in one other study year (in 2011). All other destination choice resources were identified in less than 2.8% of cases. Figure 15 presents the top five marketing resource choices.

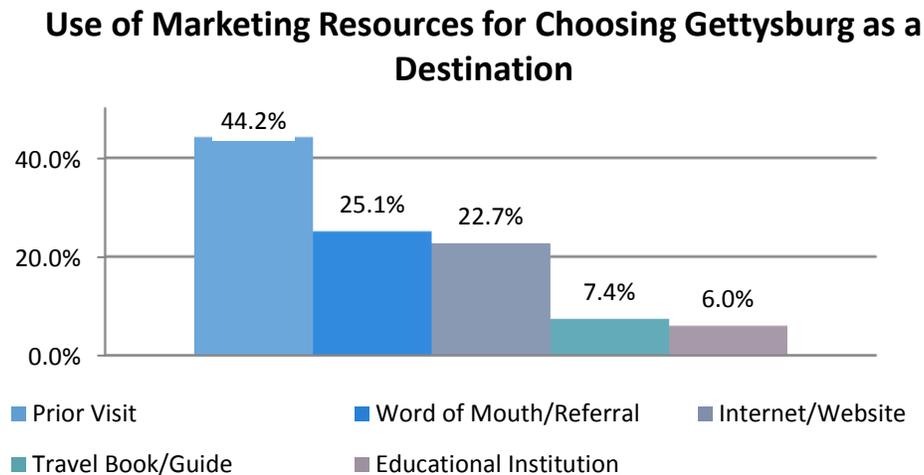


Figure 15

Marketing resources with identification rates less than 5.0% included the following:

- Brochures (2.7%),
- Information/Welcome Center (2.4%),
- Social Media (1.9%),
- Billboards/Signs (1.0%),
- Magazine Ads (0.3%),

- Magazine Articles (0.3%),
- Special Offers/Coupons (0.1%).

The Other category consisted of incomprehensible responses or responses that would not fit into any particular established category (such as Work or Boy Scouts). The most prominent listing in the other category was related to Convenience stating “just in the area” or a similar statement (2.6%). Work was also mentioned with a 0.6% frequency this year (last year it was the top Other category).

Table 7 presents the top five current year marketing resource response rates and compares them to the median value for each respective category over the life of the survey.

Marketing Resource	Current Year	Median Value for this
	2016	Category Across Prior Years
Prior Visit	<b>44.2%</b>	<b>39.0%</b>
Word of Mouth/Referral	<b>25.1%</b>	<b>23.2%</b>
Internet	<b>22.7%</b>	<b>26.7%</b>
Travel Book/Guide	<b>7.4%</b>	<b>5.6%</b>
Educational Institution	<b>6.0%</b>	<b>7.4%</b>

Table 7

## Visitor Spending

In the third year of study, the research team was able to review spending data with a greater frame of reference. Spending data presentation was restructured based on two factors. First, the high variability of spending data weakened the usability of average or median spending estimates. Second, the possibility of bimodal data created a challenge with respect to presenting only central tendency measures as representations of data.

To resolve the variability problem, spending data are presented in figures that divide spending estimates into categories (where natural breaks occur). Figure 16 presents categorical natural breaks for spending in the Gettysburg Intercept Study.

While using averages to describe spending estimates has been determined to be less than optimal, spending estimate averages are included in Appendix A (adjusted for inflation). However, the

research study team has determined that the average values are highly volatile with respect to spending estimates and thus, average spending figures should be considered carefully if involved in any decision-making process. Figures such as those included in the spending estimates section of this report describe spending practices of the survey group more completely than single values like average or median.

### Total Spending

Total spending, as a variable, follows a standard skewed distribution pattern. Median total spending is \$200 per visitor group in 2016. The median in 2015 was \$150 total spending per group. This value is a middle number not subjected to the influence of extremely high or low values. Across the entire distribution, it is within reasonable limits to describe the entire Total Spending variable using median. Total spending in 2016 is of one mode.

Throughout the life of the Gettysburg Intercept Survey, Total Spending has been divided between two main groups. The first group spends near the \$0 side of the distribution and the second group spends more than \$300 per group, according to respective reports. In 2016, total spending follows this pattern to some degree. Visitor spending below \$400 accounted for 74.8% of all visitors (indicating that reports of spending more than \$400 increased by 5.6% since last year). The final 2016 natural break spending category (More than \$500) is exactly equal to the \$301 to \$500 category. The two final spending categories, when combined, occur with nearly the same frequency as the \$0 to \$50 category. This demonstrates an excellent example of a bimodal distribution curve, highlighting the two main categories of respondents with different spending habits.

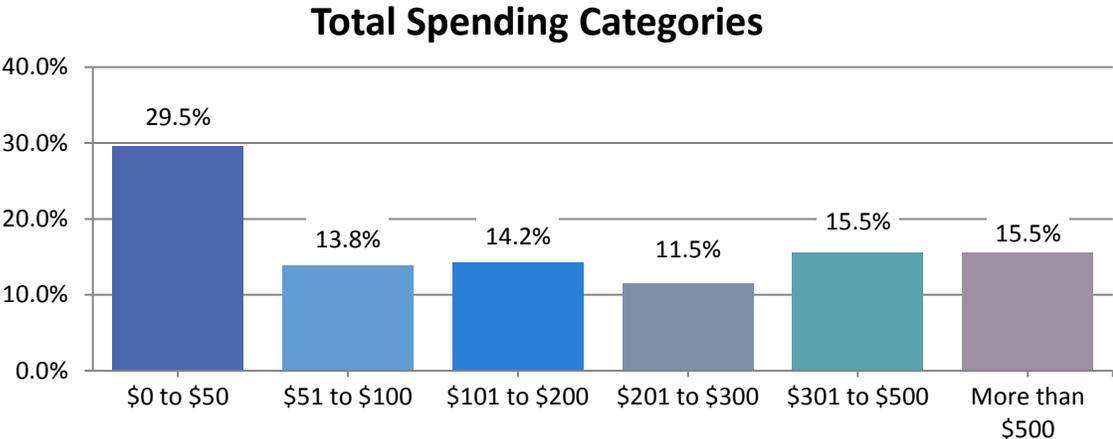


Figure 16

## Visitor Experience and Satisfaction

---

The following section summarizes overall visitor experiences and satisfaction levels. The survey questioned what attracted the visitor to Gettysburg, their visitation to Gettysburg National Military Park, their overall satisfaction, their propensity to return, and their willingness to recommend Gettysburg as a destination.

## Attraction to Gettysburg

---

Visitors were asked to describe what attracted them to Gettysburg. This was an open and qualitative question, which provided different feedback on what motivated the visitor to select Gettysburg as a destination. The most popular response, by far, was Gettysburg's historical value. The list that follows contains a categorization of this open-ended question on visitor motivation. Each categorization is listed in order of response rate. When describing the attractiveness of Gettysburg, or reasons that visitors were attracted to the destination, the top five responses could be categorized as:

- Historical value (38.0%);
- Area Attractions or Events (5.4%);
- Friends, Family, or Heritage (2.3%);
- Convenience (1.2%);
- Work (1.0%).

In 2016, interest in visiting the Gettysburg National Military was found in 94.4% of responses. 5.6% of respondents did not visit or intend to visit the Gettysburg National Military Park on their current trip (see Figure 17).

### Have You Visited or Do You Intend on Visiting Gettysburg National Military Battlefield, on This Current Trip?

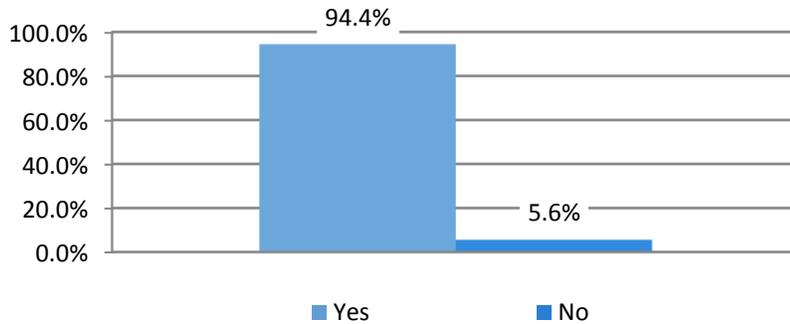


Figure 17

### Satisfaction Levels

Visitors were asked to rate their current trip to Gettysburg on a scale of one to five. The options for the respondent were “very poor,” “poor,” “average,” “good,” and “excellent.” Once this question was scaled, visitors rated Gettysburg an average of 4.70 out of a possible 5.00 points (slightly higher than the prior year). This means the majority of visitors (96.3%) rated their experience as “good” or “excellent,” but more frequently “excellent” thus indicating very high levels of visitor satisfaction in 2016.

Furthermore, visitors were asked their likelihood of returning to Gettysburg in the future. Respondents were asked to choose one response from “not at all likely,” “somewhat likely,” “maybe,” “likely,” and “very likely.” On average visitors rated their propensity to return as 4.07 out of 5 points. This means that the majority of visitors (76.7%; almost no change from last year) claim to be “likely” or “very likely” to return to Gettysburg for a repeat visit.

Visitors were also asked if they would recommend Gettysburg to others as a destination. 99.8% of visitors indicated that they would recommend Gettysburg to others (see Figure 18).

### Would You Recommend Others Visit Gettysburg?

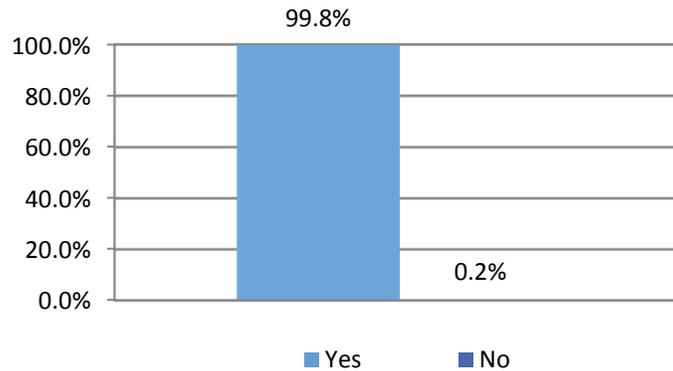


Figure 18

### Conclusions

This report has summarized the data collected for the 2016 Gettysburg Visitor Study. The 2016 study has included the collection and analysis of data from 813 Gettysburg visitor questionnaires. The data have been summarized in the categories of demographics, trip characteristics, destination choice resources, spending, and trip experience and satisfaction. This year's study has also presented current-year values and compared those values to measures that describe variables across the entire life of this 10-year survey. The California University of Pennsylvania Tourism Research Team is confident that this year's data report will assist Destination Gettysburg in achieving its goals and promoting Gettysburg as a premier travel destination for the betterment of visitors, its members, and the community. The team looks forward to providing continued support to the Destination Gettysburg in future efforts.

## Appendix A: Table for Comparison by Year (Section 1)

For some variables, average values are provided for your review only. Such information is identified using italics in the tables below. Italicized values have been determined to be less than optimal relative to the variable each italicized value describes. These values should be used cautiously in the decision-making process.

Descriptor	2016 Value	2015 Value	2014 Value	2013 Value	2012 Value	2011 Value	2010 Value	2009 Value	2008 Value	2007 Value
US Visitors	<b>97.4%</b>	96.8%	95.8%	97.5%	96.7%	97.3%	98.5%	96.6%	97.3%	98.0%
Non-US Visitors	<b>2.6%</b>	3.2%	4.2%	2.5%	3.3%	2.7%	1.5%	3.4%	2.7%	2.0%
Avg. Age	<b>52</b>	53	53	53	53	52	49	51	48	47
< 9th Grade	<b>0.1%</b>	0%	0.6%	0.2%	0.5%	0.2%	1.1%	0%	0.2%	0.2%
Some HS	<b>1.2%</b>	0.7%	0.8%	0%	1.0%	0.8%	2.8%	0.8%	1.0%	0.0%
HS Grad only	<b>13.5%</b>	11.2%	9.8%	10.3%	14.5%	14.4%	11.5%	14.2%	12.1%	6.5%
College no degree	<b>17.1%</b>	12.8%	17.1%	15.4%	15.7%	14.3%	17.2%	20.0%	16.5%	11.7%
Associate Degree	<b>11.3%</b>	13.8%	10.0%	10.3%	14.5%	9.7%	15.5%	11.1%	14.5%	18.9%
Bachelor's Degree	<b>27.8%</b>	40.1%	38.6%	27.7%	32.8%	33.5%	26.9%	26.6%	33.5%	43.8%
Grad/Prof. Degree	<b>29.1%</b>	20.4%	23.2%	36.1%	21.0%	27.0%	25.0%	27.3%	22.2%	18.8%
Some college +	<b>85.3%</b>	87.1%	88.9%	89.5%	84.0%	84.5%	84.6%	85.0%	86.7%	93.2%
Degree > HS Dip.	<b>66.7%</b>	74.3%	71.8%	74.1%	68.3%	70.2%	67.4%	65.0%	70.2%	81.5%
\$75,000-\$99,999	<b>16.8%</b>	11.2%	13.7%	13.7%	19.3%	18.8%	10.4%	11.3%	16.3%	12.0%
\$60,000-\$74,999	<b>14.0%</b>	13.0%	12.2%	12.7%	14.5%	15.9%	13.5%	12.0%	10.1%	16.3%
\$50,000-\$59,999	<b>12.5%</b>	13.4%	10.9%	9.8%	14.5%	11.9%	18.9%	14.8%	14.1%	14.8%
\$100K-\$124,999	<b>10.8%</b>	6.4%	13.7%	12.9%	11.9%	13.5%	8.0%	8.5%	13.8%	9.1%
\$40,000-\$49,999	<b>10.3%</b>	17.4%	9.1%	8.1%	9.6%	9.9%	14.0%	14.4%	12.3%	14.3%
\$30,000-\$39,999	<b>8.5%</b>	17.3%	5.8%	6.7%	4.6%	5.9%	7.9%	6.6%	2.2%	1.0%
\$125K-\$149,999	<b>7.7%</b>	4.0%	8.4%	8.2%	6.3%	5.3%	6.1%	5.2%	4.0%	5.1%

\$150K-\$199,999	<b>6.2%</b>	2.0%	7.8%	8.9%	6.6%	5.1%	3.7%	5.2%	3.2%	2.3%
\$200K or more	<b>5.5%</b>	1.6%	5.0%	11.7%	4.8%	4.9%	2.9%	4.2%	6.3%	9.8%
Less than \$10,000	<b>3.7%</b>	4.4%	6.3%	1.6%	2.6%	2.7%	1.9%	3.7%	1.9%	0.5%
\$20,000-\$29,999	<b>2.3%</b>	5.8%	4.6%	3.4%	4.6%	4.2%	9.6%	9.3%	9.9%	12.4%
\$10,000-\$19,999	<b>1.8%</b>	3.5%	2.5%	2.3%	0.7%	1.9%	3.0%	5.0%	5.9%	2.5%
< \$50,000	<b>26.6%</b>	48.3%	28.3%	22.1%	22.1%	24.6%	36.4%	35.1%	40.1%	25.1%
\$50,000-\$99,999	<b>43.3%</b>	37.6%	36.8%	36.2%	48.3%	46.6%	42.8%	26.8%	36.5%	45.4%
\$100K-\$199,999	<b>24.7%</b>	12.4%	29.9%	30.0%	24.8%	23.9%	17.8%	18.7%	20.2%	27.3%

**Appendix A: Table for Comparison by Year (Section 2)**

Descriptor	2016 Value	2015 Value	2014 Value	2013 Value	2012 Value	2011 Value	2010 Value	2009 Value	2008 Value	2007 Value
Female visitors	47.5%	47.3%	48.8%	54.1%	51.6%	41.8%	47.2%	53.4%	51.5%	52.1%
Male visitors	52.5%	52.7%	51.2%	45.9%	48.4%	58.2%	52.8%	46.6%	48.5%	47.9%
1st GB Trip	41.8%	47.1%	46.2%	41.2%	46.7%	48.1%	43.3%	41.0%	37.0%	45.3%
Not 1st GB Trip	58.2%	52.9%	53.8%	58.8%	53.3%	51.9%	56.7%	59.0%	63.0%	54.5%
Purpose: Pleasure	87.6%	88.5%	83.1%	87.2%	88.6%	88.2%	82.7%	90.8%	89.0%	86.7%
Purpose: Family	8.7%	6.7%	11.3%	8.9%	6.4%	7.8%	10.3%	6.5%	7.2%	2.0%
Purpose: Business	3.7%	4.8%	5.6%	3.9%	5.0%	4.0%	7.0%	2.6%	3.8%	10.5%
GB Main Destination	81.0%	86.1%	84.5%	79.0%	70.0%	71.7%	87.3%	85.8%	86.5%	83.7%
GB One of many Dest.	14.4%	12.0%	13.7%	17.0%	26.6%	23.0%	9.2%	11.0%	7.8%	12.2%
GB Not planned Dest.	4.6%	1.9%	1.8%	4.0%	3.4%	5.3%	3.5%	3.2%	5.7%	4.1%
<b>Median Length of Stay*</b>	<b>2.00</b>	2.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Stay: Day (not overnight)	35.1%	59.4%	50.4%	40.3%	38.8%	38.5%	43.6%	43.4%	51.0%	51.8%
Stay: Stayover (one night)	13.3%	13.1%	14.8%	25.3%	19.9%	21.0%	22.2%	17.3%	16.9%	23.9%
Stay: Stayover (two nights)	27.5%	15.8%	19.9%	17.0%	19.0%	17.8%	15.4%	19.4%	17.3%	11.0%
Stay: Stayover (three nights)	12.5%	6.4%	7.7%	8.5%	12.7%	10.6%	8.1%	11.3%	8.5%	7.3%
Stay: Stayover (> 3 nights)	10.4%	5.3%	7.2%	8.1%	9.6%	12.0%	9.2%	7.7%	5.5%	5.8%
GB accommodation	90.2%	10.9%	38.5%	45.7%	21.2%	49.7%	63.2%	N/V	N/V	42.6%
Staying, % hotel/motel	66.6%	68.7%	72.7%	66.3%	70.3%	69.2%	65.2%	75.5%	67.2%	56.5%
Staying, % campground	14.9%	17.3%	11.3%	11.1%	10.3%	13.3%	9.2%	14.6%	14.0%	5.3%
Staying, % bed & breakfast	8.7%	6.1%	6.8%	17.2%	12.4%	10.9%	18.0%	7.5%	14.0%	31.7%
Staying, % friends/relatives	3.7%	4.9%	6.8%	4.2%	4.7%	4.5%	6.6%	2.2%	4.3%	6.3%

Of those staying, % Other	6.7%	4.0%	2.4%	1.1%	2.4%	2.0%	0.9%	0.2%	0.5%	0.2%
<b>Median Party Size</b>	<b>2.00</b>	2.00	3.00	2.00	2.00	3.00	2.00	2.00	3.00	3.00
Group size of: 1 person	5.5%	6.6%	7.9%	6.8%	5.0%	8.2%	7.7%	7.3%	6.3%	4.8%
Group size of: 2 people	44.7%	45.4%	39.7%	48.6%	55.8%	40.4%	44.2%	49.0%	39.3%	38.2%
Group size of: 3 people	12.6%	12.0%	15.8%	15.8%	12.2%	13.7%	14.6%	15.3%	13.7%	15.3%
Group size of: 4 people	15.4%	15.7%	17.2%	10.9%	12.6%	15.6%	14.9%	14.0%	18.2%	18.7%
Group size of: 5 people	8.0%	6.8%	4.0%	4.2%	4.4%	7.1%	5.8%	6.0%	7.7%	9.3%
Group size: 6 or more	13.9%	13.5%	15.4%	13.7%	10.0%	15.0%	12.8%	8.4%	9.4%	13.7%

**Appendix A: Table for Comparison by Year (Section 3)**

Descriptor	2016 Value	2015 Value	2014 Value	2013 Value	2012 Value	2011 Value	2010 Value	2009 Value	2008 Value	2007 Value
Groups with at least 1 child <sup>1</sup>	65.7%	27.3%	58.8%	47.7%	21.7%	32.4%	35.6%	28.5%	38.1%	N/C
Groups without children <sup>1</sup>	34.3%	72.7%	41.2%	52.3%	79.3%	67.6%	64.4%	71.5%	61.9%	N/C
Median under age 18 <sup>1</sup>	1.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	N/C
Med.<18(w/children only) <sup>1</sup>	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	N/C
Decision: Prior visit	44.2%	39.0%	37.3%	44.3%	36.2%	36.8%	38.5%	45.1%	50.7%	Q/C
Referral	25.1%	31.3%	21.4%	23.2%	22.9%	20.4%	23.9%	26.7%	20.3%	Q/C
Internet/website	22.7%	26.7%	35.4%	41.5%	23.6%	19.7%	36.8%	35.9%	25.0%	Q/C
Travel book/guide	7.4%	2.3%	5.6%	13.2%	3.7%	4.0%	8.7%	13.7%	5.6%	Q/C
Edu. Institution	6.0%	3.6%	6.5%	4.2%	8.7%	13.3%	8.4%	13.1%	C/A	Q/C
Avg. spent total trip <sup>2</sup>	\$323.71	\$262.64	\$361.72	\$515.45	\$593.90	\$533.07	\$422.98	\$410.91	\$375.51	\$442.50
Visiting Military Park	94.4%	97.4%	89.0%	96.4%	94.5%	97.2%	94.3%	90.4%	89.5%	Q/C
Avg. GB satisfaction	4.70	4.65	4.70	4.71	4.63	4.71	4.58	4.62	4.63	4.85
Returning? (1-5 scale)	4.07	4.07	4.17	4.28	4.10	4.13	4.23	4.15	4.24	4.16
Recommend to others	99.8%	99.9%	99.5%	99.8%	99.7%	99.8%	99.7%	99.9%	99.9%	99.6%

<sup>1</sup> Group composition data did not include number of children within each group for the 2007 survey.

<sup>2</sup> All values are shown in 2017 dollars - appropriately adjusted for inflation. Please note that extremely high spending estimates in only a few respondents can have a considerable influence on these values.

N/A = Not applicable

N/V = Not valid

N/C = Not conducted

Q/C = Question Changed (Comparison not appropriate.)

C/A = Category Added

**Appendix B: Paper Version of Visitor Survey**



*Interviewer Script- Could you please take a few moments to complete this survey? This is a visitors survey being conducted for Destination Gettysburg. All responses are voluntary, anonymous, and risk free. You may discontinue at anytime. Completion of this survey is an indication of consent to use the data. The data will be kept in a secure location at California University of Pennsylvania.*

*Interviewer Script- In the first few questions, we want to know a little about you.*

1. What is your postal/zip code?  (If postal code, answer 1b) 1b. What is your country of origin?

2. In what year were you born?

*Interviewer Script- Next, we want to know about your current trip to Gettysburg.*

3. Is this your first visit to Gettysburg?  Yes  No

4. What is the primary purpose of your visit today?  Business  Pleasure  Visiting friends and/or relatives

5a. Was Gettysburg the primary destination of your visit today?  Yes  No, one of several  No, it was not a planned destination  
5b. What is your primary destination? \_\_\_\_\_

6a. How long are you planning on staying?  More than one night (go to Q6B)  One night (go to Q6C)  One day or less (go to Q7)  
 Undecided (go to Q7)

6b. If staying more than one night, please specify how many nights \_\_\_\_\_

6c. Are you staying in an overnight accommodation within a 15 mile radius of Gettysburg?  Yes (go to Q6D)  No (go to Q7)

6d. At what type of overnight accommodation in Gettysburg are you staying?  Hotel/Motel  Bed and Breakfast  Campground  
 Staying with Friends or Family  Other (please specify) \_\_\_\_\_

7. How many people, including yourself, are traveling with you on your current trip? \_\_\_\_\_ people

8. How many people in your party are under the age of 18? \_\_\_\_\_ people

9. What is the group size (do not ask, use Q8 info to complete)?  1-5  6-10  11-15  16-24  25+

10. What method(s) did you use to make your decision about choosing Gettysburg for your current trip? (please look at the orange card)
- Billboard  Brochure  Travel Book/Guide  Magazine Ad  Magazine Article  Social Media (if checked, go to Q10B)
- Internet  Word of Mouth/Referral  Return Visit  Educational Institution  Information/Welcome Center
- Special Coupons/Offer  Other (please specify) \_\_\_\_\_

10b. If you used social media to make your decision, please specify which network(s) you used \_\_\_\_\_

11. What attracted you to choose Gettysburg as the destination for your current trip? \_\_\_\_\_

12. Have you visited or do you intend on visiting the Gettysburg National Military Battlefield on this current trip (do not ask if intercept point is NMP)?  Yes  No

*Interviewer Script- Now I am going to ask you some questions about your spending on your current trip.*

13. Upon the conclusion of your current trip, what will be the best estimate of U.S dollars you will have spent total here in Gettysburg? \_\_\_\_\_

*Interviewer script: In the next few questions, I am going to ask you about your experience in Gettysburg.*

14. How would you rate your current trip to Gettysburg?  Very Poor  Poor  Average  Good  Excellent

15. How likely are you to visit Gettysburg in the future?  Not at all likely  Somewhat likely  Maybe  Likely  Very likely

16. Would you recommend others to visit Gettysburg?  Yes  No

*Interviewer Script-When the respondent reaches questions 24 and 25 they will be handed a set of colored index cards with the question and responses.*

*Interviewer script - The last 2 questions of the survey are for classification purposes only. I remind you that your responses are voluntary and anonymous.*

17. Please look at the green card. Which of the following letters best describes you?

- A. Less than 9<sup>th</sup> grade  B. Some High School (no diploma)  C. High School Diploma  D. Some College (no degree)
- E. Associate Degree  F. Bachelors Degree  G. Graduate/Professional Degree

18. Please look at the yellow card. Which of the following letters best describes you?

- A. Less than 10,000  B. 10,000-19,999  C. 20,000-29,999  D. 30,000-39,999  E. 40,000-49,999  F. 50,000-59,999
- G. 60,000-74,999  H. 75,000-99,999  I. 100,000-124,999  J. 125,000-149,999  K. 150,000-199,999
- L. 200,000 or more

*Interviewer script-Thank you for participating in the Gettysburg Visitors Study. Do you need to Contact anyone regarding this survey? ( if yes, hand out the follow up card. Any Questions regarding this survey can be directed to Dr., Susan Ryan by email or by telephone, which is specified on the card.)*

Gender  Female  Male Time: \_\_\_\_\_ Site/Location: \_\_\_\_\_ Date: \_\_\_\_\_ Interviewer Name: \_\_\_\_\_

