



National Park Service
U.S. Department of the Interior

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Gettysburg National Military Park News Release

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Gettysburg National Military Park updates visitor estimates

The National Park Service has updated the formula used to estimate monthly and annual visitation to Gettysburg National Military Park. Retroactive to Jan. 1, 2009, the park's visitation estimates have been revised to use new people-per-vehicle numbers, resulting in a lower estimate of park visitation. The people-per-vehicle numbers are based on the results of a 12-month survey.

"This new visitation estimate will create a more accurate baseline and provide a better look at trends for the future," said acting superintendent Brion FitzGerald.

The National Park Service Public Use Statistics Office requested a persons-per-vehicle (ppv) study at Gettysburg National Military Park (NMP) to provide an update to the formula the park had been using since 1992. Statistics for people-per-vehicle (ppv) are used to estimate monthly visitation to national parks. The park conducted the persons-per-vehicle study from October 2008 to August 2009 on Hancock Avenue within Gettysburg National Military Park (NMP).

The survey and the formula used for estimating park visitation follow procedures recommended by the National Park Service Public Use Statistics Office, which coordinates visitor counting protocols throughout the National Park system and provides visitation statistics for areas administered by the National Park Service.

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Survey Results

The National Park Service survey determined a new person-per-vehicle multiplier of 2.4 for November through March; and 2.6 for April through October. Previously the park had been using a multiplier of 3.3 for November through March; and 4.0 for April through October. These outdated numbers were the highest in use in any park in the National Park system.

How Gettysburg National Military Park's Visitation Estimate is Determined

The National Park Service estimates monthly and annual visitation to Gettysburg NMP based on readings from an inductive loop traffic counter across Hancock Avenue (one-way traffic only) adjacent to the 19th Maine Infantry marker. The traffic count is reduced for guide tour buses and battlefield tour buses. The reduced traffic count is multiplied by the persons-per-vehicle multiplier of 2.4 for November through March; and 2.6 for April through October.

The number of buses is estimated by taking the total guided bus count from the park's Museum and Visitor Center plus 20 percent to estimate the buses not recorded and multiplying the count by 40 (the number of persons per bus). In addition, the number of commercial use visitors such as those on horseback, Segway, bicycle tours, etc., the number of battlefield bus tour visitors, and the number of visitors staying in the park's youth group campground are accounted for.

Attendance figures for the park's Museum and Visitor Center are collected and managed by the Gettysburg Foundation and are not specifically included in the park visitation estimates.

The Gettysburg Convention and Visitors Bureau estimates that 3 million people per year visit the Gettysburg area.

For more information contact Gettysburg National Military Park at (717) 334-1124, or visit the park Web site at www.nps.gov/gett.

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