



Ninety Six National Historic Site Visitor Study

Spring 2010

Natural Resource Report NPS/NRPC/SSD/NRR—2010/463/106102



ON THE COVER

Stockade Fort at Ninety Six National Historic Site

Photograph courtesy of Ninety Six National Historic Site

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Natural Resource Report NPS/NRPC/SSD/NRR—2010/463/106102

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Executive Summary

- This report describes the results of a visitor study at Ninety Six National Historic Site (NHS) during April 10 - June 13, 2010, which included general visitors and the annual encampment special event (also known as Lifeways of the Cherokee Indians and Colonial Settlers). A total of 347 questionnaires were distributed to general visitor groups. Of those, 237 questionnaires were returned resulting in a 68.3% response rate. Another 206 questionnaires were distributed to encampment visitor groups. Of those, 143 were returned resulting in a 69.4% response rate. The overall response rate was 68.7%.
- This report profiles a systematic random sample of Ninety Six NHS visitors. Most results are presented in graphs and frequency tables.
- Fifty-three percent of general visitor groups and 38% of encampment visitor groups were in groups of two. Sixty-two percent of general visitor groups and 65% of encampment visitor groups were in family groups.
- General U.S. visitors were from 29 states. Encampment U.S. visitors were from 14 states. The highest proportion of visitors was from South Carolina (57% general, 89% encampment). General international visitors were from two countries. There were no international encampment visitors.
- Seventy-four percent of general visitors and 42% of encampment visitors were visiting the park for the first time.
- Forty-four percent of general visitors were ages 51-70 years, 12% were ages 15 years or younger, and 12% were ages 71 or older. Twenty-nine percent of encampment visitors were ages 51-70 years, 33% were 15 years or younger, and 6% were 71 or older.
- Most general visitor groups (88%) and all encampment visitor groups obtained information about the park prior to their visit. Prior to this visit, both general visitor groups (37%) and encampment visitor groups (50%) most often obtained information about the park through friends/relatives/word of mouth. Most general visitor groups (94%) and most encampment visitor groups (93%) received the information they needed.
- For 44% of general visitor groups and 79% of encampment visitor groups, Ninety Six NHS was the primary destination. Sixty percent of general visitor groups visited the park to learn Revolutionary War history. Seventy-four percent of encampment visitor groups visited the park to attend a program or event.
- The average length of visit for general visitor groups was 2.2 hours and the average for encampment visitor groups was 2.8 hours.
- The most common park site general visitor groups visited was the visitor center (82%), and the most common park site encampment visitor groups visited was the visitor center (75%).
- The most common activities general visitor groups participated in were learning history (75%) and walking/hiking (69%). The most common activities encampment visitor groups participated in were attending special events (86%) and learning history (73%).
- Most general visitor groups (96%) and most encampment visitor groups (94%) rated the overall quality of facilities, services, and recreational opportunities at Ninety Six NHS as “very good” or “good.” No visitor groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu..>

Acknowledgements

We thank Nancy Holmes for overseeing the fieldwork, the staff and volunteers of Ninety Six National Historic Site for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

About the Authors

Ariel Blotkamp and Nancy Holmes are Research Assistants with the Visitor Services Project. Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho.

Introduction

This report describes the results of a visitor study at Ninety Six National Historic Site (NHS) in Ninety Six, South Carolina, conducted April 10 - June 13, 2010 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The National Park Service website for Ninety Six NHS describes it, “Here settlers struggled against the harsh backcountry to survive, Cherokee Indians hunted and fought to keep their land, two towns and a trading post were formed and abandoned to the elements, and two Revolutionary War battles that claimed over 100 lives took place” (www.nps.gov/nisi, retrieved August, 2010).

Organization of the Report

The report is organized into three sections.

Section 1: **Methods.** This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: **Results.** This section provides summary information for each question in the questionnaire. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: **Appendices**

Appendix 1: The *Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis*. A list of sample questions for cross-references and cross-comparisons. Comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report.

Appendix 3: *Decision rules for checking non-response bias*. An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications*. A complete list of publications by the VSP. Copies of these reports can be obtained by visiting the website: www.psu.uidaho.edu/vsp/reports.htm or by contacting the VSP office at (208) 885-7863.

Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the Results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE

1. The figure title describes the graph's information.

2. Listed above the graph, the “N” shows the number of individuals or visitor groups responding to the question. If “N” is less than 30, “CAUTION!” is shown on the graph to indicate the results may be unreliable.

* appears when total percentages do not equal 100 due to rounding.

**appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportions of responses in each category.

5. In most graphs, percentages provide additional information.

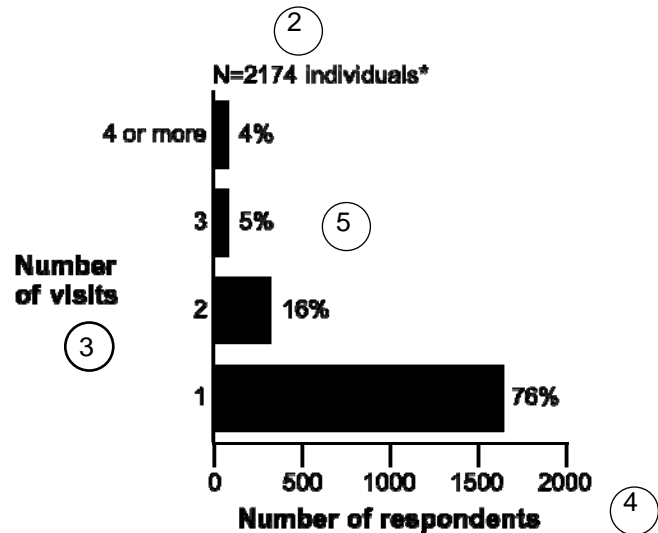


Figure 14. Number of visits to the park in past 12 months

Methods

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at selected locations in Ninety Six NHS during April 10 - June 13, 2010. Visitors were surveyed between the hours of 7 a.m. and 5 p.m. Table 1 shows the two locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 574 visitor groups were contacted and 553 of these groups (96%) accepted questionnaires (average acceptance rate for 211 VSP visitor studies conducted from 1988 through 2009 is 91.3%). A total of 347 questionnaires were distributed to general visitor groups. Of those, 237 questionnaires were returned resulting in a 68.3% response rate. Another 206 questionnaires were distributed to encampment visitor groups. Of those, 143 were returned resulting in a 69.4% response rate. The overall response rate for this study was 68.7%. The average response rate for the 211 VSP visitor studies is 73.5%.

Table 1. Questionnaire distribution, spring 2010 (N₁=number of questionnaires distributed; N₂=number of questionnaires returned.)

Sampling site	Dates	Distributed		Returned	
		N ₁	%	N ₂	%
Visitor center – general visitors	April 12 – June 13	282	51	216	57
Star Fort Reservoir – general visitors	April 12-17	67	12	21	6
Encampment	April 10-11	204	37	143	38
Total		553	100	380	101*

*Percentage does not equal 100 due to rounding.

Questionnaire design

The Ninety Six NHS questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Ninety Six NHS. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Ninety Six NHS questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys, thus the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first-class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires. In order to distribute all 553 questionnaires, the survey period was extended. This resulted in multiple rounds of follow-up mailings.

Table 2. Follow-up mailing distribution

Round 1 mailing	Date	U.S.	International	Total
Postcards	May 3, 2010	369	1	370
1 st Replacement	May 17, 2010	188	1	189
2 nd Replacement	June 7, 2010	156	0	156

Round 2 mailing	Date	U.S.	International	Total
Postcards	May 17, 2010	45	0	45
1 st Replacement	June 1, 2010	16	0	16
2 nd Replacement	June 21, 2010	9	0	9

Round 3 mailing	Date	U.S.	International	Total
Postcards	June 1, 2010	54	2	56
1st Replacement	June 15, 2010	23	0	23
2nd Replacement	July 6, 2010	18	0	18

Round 4 mailing	Date	U.S.	International	Total
Postcards	June 15, 2010	44	0	44
1st Replacement	June 29, 2010	25	0	25
2nd Replacement	July 20, 2010	16	0	16

Round 5 mailing	Date	U.S.	International	Total
Postcards	June 28, 2010	19	0	19
1st Replacement	July 13, 2010	11	0	11
2nd Replacement	August 2, 2010	11	0	11

Data analysis

Returned questionnaires were coded and the visitor responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of April 10 - June 13, 2010. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period was generally sunny and warm, with occasional breezy periods. Temperatures varied from the upper 60s to the lower 80s. During the first weekend of the survey, the park held an annual encampment special event (also known as Lifeways of the Cherokee Indians and Colonial Settlers), which drew a large number of visitors.

Checking non-response bias

Three variables were used to check non-response bias: respondents' age, group size, and overall quality ratings. There was a significant difference in respondents' age vs. nonrespondents' age. Participants at the higher age range seemed to be more responsive to the survey. However, there were no significant differences in other variables (see Tables 3 and 4). See Appendix 3 for more details of the non-response bias checking procedures.

Table 3. Comparison of respondents and nonrespondents

	Variable	Respondents	Nonrespondents	p-value (t-test)
Encampment event	Age (years)	52.16 (N=143)	45.73 (N=60)	0.005
	Group size	3.49 (N=141)	3.30 (N=61)	0.580
General	Age (years)	53.97 (N=236)	46.65 (N=110)	<0.001
	Group size	2.44 (N=232)	2.19 (N=108)	0.097

Table 4. Comparison of respondents at different mailing waves (average overall quality rating)

Overall quality rating	Before reminders	After reminders	p-value (t-test)
Encampment event	4.56 (N=91)	4.68 (N=50)	0.256
General	4.64 (N=160)	4.65 (N=75)	0.839

Results

Group and Visitor Characteristics

Visitor group size

Question 23b

On this visit, how many people were in your personal group, including yourself?

Results

- As shown in Figure 1, the most common visitor group size was:

General
53% groups of two

Encampment
38% groups of two

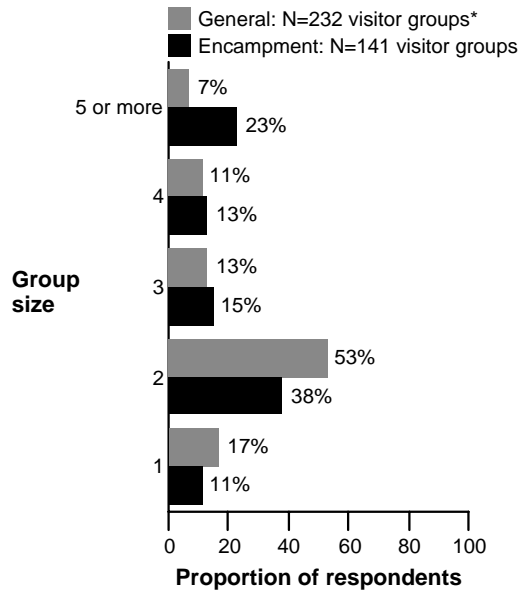


Figure 1. Visitor group size

Visitor group type

Question 23a

On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results

- As shown in Figure 2, the most common visitor group type was:

General
62% family

Encampment
65% family

- No "other" group types were specified.

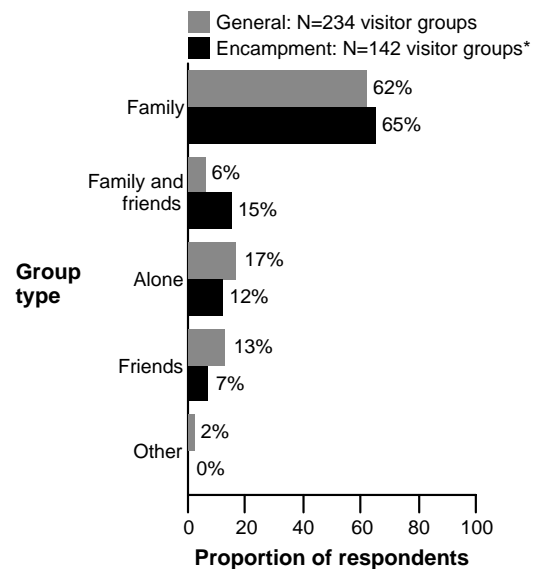


Figure 2. Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 22a

On this visit, were you and your personal group part of a commercial guided tour group?

Results

- As shown in Figure 3, the proportion of visitor groups with a commercial guided tour group were:

1% General
1% Encampment

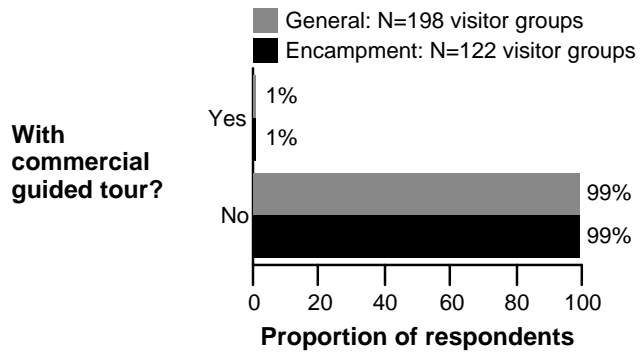


Figure 3. Visitors with a commercial guided tour group

Question 22b

On this visit, were you and your personal group part of a school/educational group?

Results

- As shown in Figure 4, the proportion of visitor groups with a school/educational group were:

4% General
5% Encampment

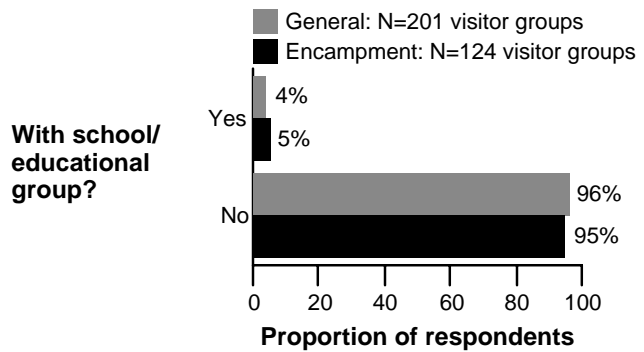


Figure 4. Visitors with a school/educational group

Question 22c

On this visit, were you and your personal group part of an "other" organized group (scouts, work, church, senior center)?

Results

- As shown in Figure 5, the proportion of visitor groups with an "other" organized group (scouts, work, church, senior center) were:

7% General
8% Encampment

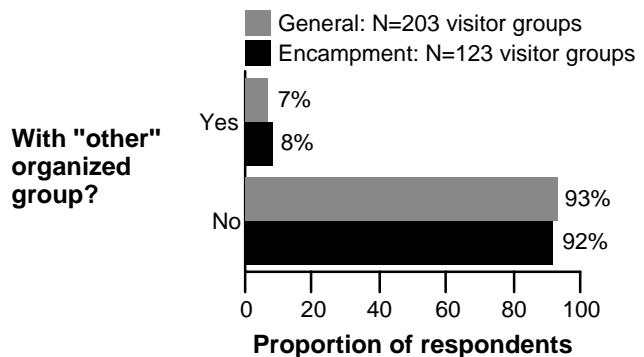


Figure 5. Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 22d

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results - Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

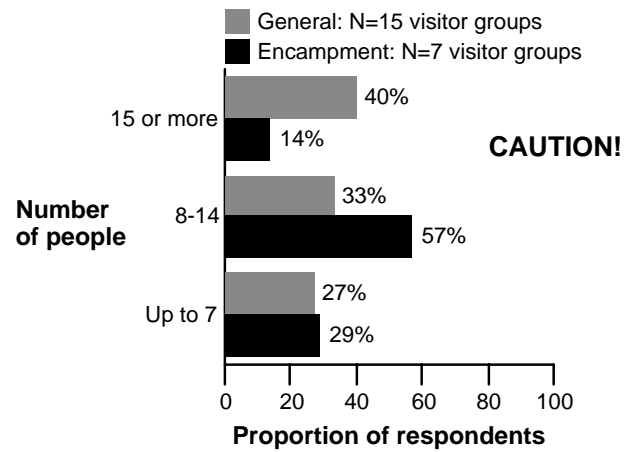


Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence – General visitors

Question 24b

For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 29 states and comprised 99% of total visitation to the park during the survey period.
- 57% came from South Carolina (see Table 5a and Figure 7).
- 7% came from North Carolina.
- 7% came from North Carolina.
- Smaller proportions came from 27 other states.

Table 5a. United States visitors by state of residence* (General visitors)

State	Number of visitors	Percent of U.S. visitors N=523 individuals	Percent of total visitors N=527 individuals
South Carolina	297	57	56
North Carolina	36	7	7
Florida	23	4	4
Georgia	18	3	3
Pennsylvania	16	3	3
Tennessee	13	2	2
Texas	12	2	2
Illinois	11	2	2
New York	11	2	2
Virginia	11	2	2
Ohio	10	2	2
Maryland	8	2	2
17 other states	57	11	11

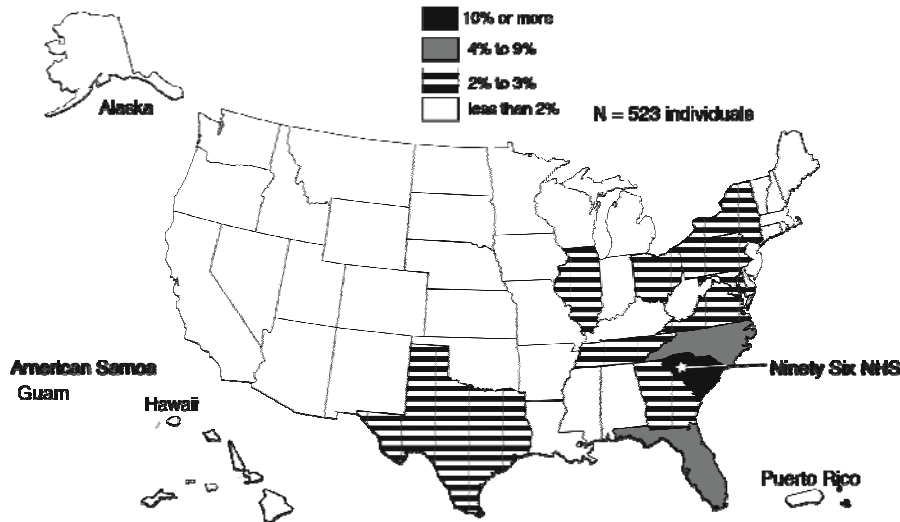


Figure 7. Proportions of United States visitors by state of residence - General visitors

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence – Encampment visitors

Question 24b

For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 14 states and comprised 100% of total visitation to the park during the survey period.
- 89% came from South Carolina (see Table 5b and Figure 8).
- 3% came from Georgia and 2% were from Florida.
- Smaller proportions came from 11 other states.

Table 5b: United States visitors by state of residence* (Encampment visitors)

State	Number of visitors	Percent of U.S. visitors N=419 individuals	Percent of total visitors N=419 individuals
South Carolina	371	89	89
Georgia	12	3	3
Florida	7	2	2
Wisconsin	6	1	1
North Carolina	5	1	1
Michigan	4	1	1
8 other states	14	3	3

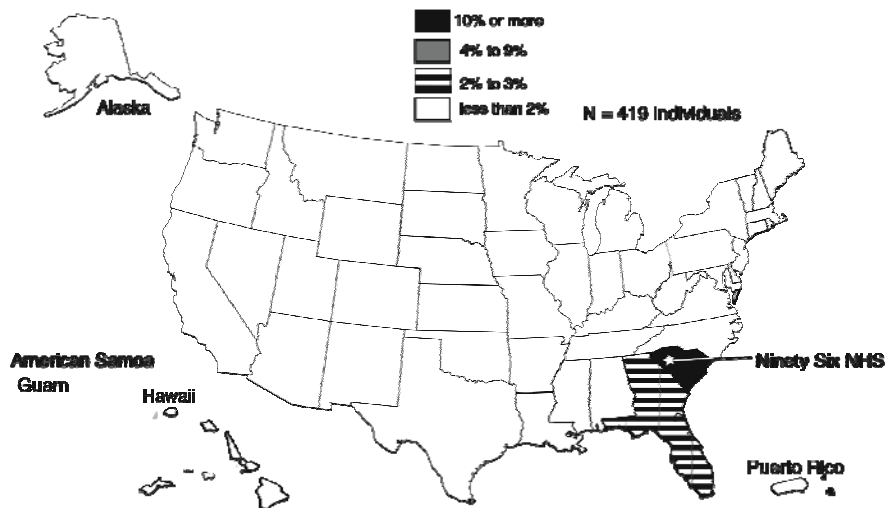


Figure 8. Proportions of United States visitors by state of residence - Encampment visitors

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors from S. Carolina and adjacent states, by county of residence – General visitors

- Visitors from adjacent states were from 32 counties and comprised 61% of the U.S. general visitation to the park during the survey period.
- 31% came from Greenwood County, SC (see Table 6a and Figure 9).
- 9% came from Greenville County, SC.
- 9% came from Spartanburg County, SC.
- Smaller proportions came from 29 other counties.

Table 6a. Visitors from adjacent states by county of residence* (General visitors)

County, State	Number of adjacent state visitors N=318 individuals	Percent
Greenwood, SC	97	31
Greenville, SC	29	9
Spartanburg, SC	29	9
Aiken, SC	17	5
Laurens, SC	16	5
Pickens, SC	13	4
Anderson, SC	11	3
Lexington, SC	10	3
Beaufort, SC	9	3
Charleston, SC	9	3
Abbeville, SC	8	3
Richland, SC	8	3
Buncombe, NC	7	2
Berkeley, SC	6	2
Horry, SC	6	2
McCormick, SC	6	2
Columbus, NC	5	2
Newberry, SC	5	2
14 other counties	27	8

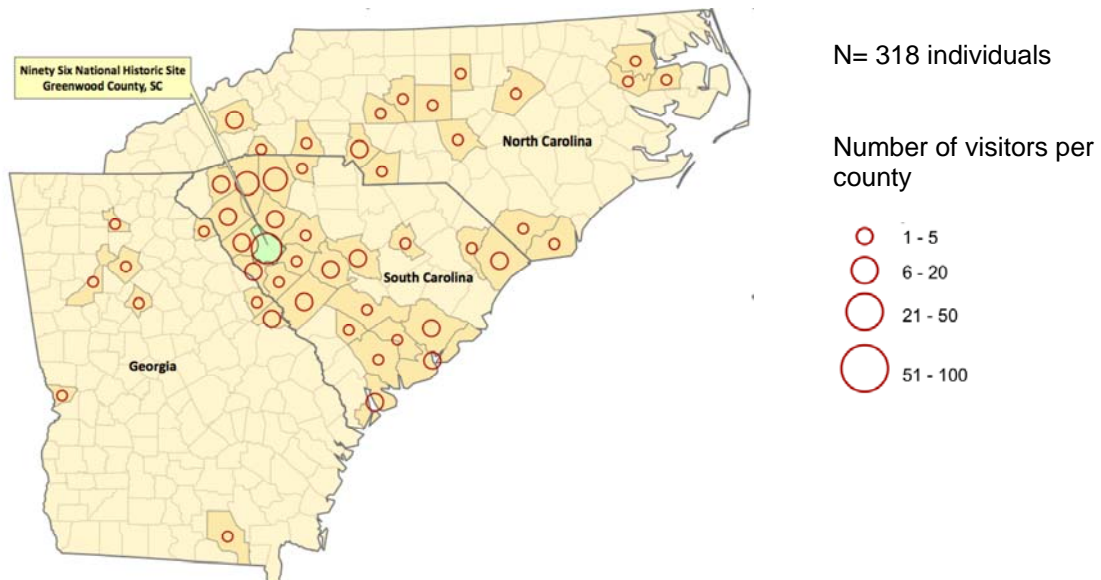


Figure 9. Number of visitors by county of residence - General visitors

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors from S. Carolina and adjacent states, by county of residence – Encampment visitors

- Visitors from adjacent states were from 27 counties and comprised 93% of the encampment U.S. visitation to the park during the survey period.
- 54% came from Greenwood County, SC (see Table 6b and Figure 10).
- 9% came from Greenville, SC.
- 9% came from Newberry County, SC.
- Smaller proportions came from 24 other counties.

Table 6b. Visitors from adjacent states by county of residence* (Encampment visitors)

County, State	Number of adjacent state visitors N=388 individuals	Percent
Greenwood, SC	211	54
Greenville, SC	36	9
Newberry, SC	36	9
Aiken, SC	16	4
Abbeville, SC	9	2
Richland, SC	9	2
Lexington, SC	8	2
Saluda, SC	8	2
Spartanburg, SC	8	2
Anderson, SC	5	1
Laurens, SC	5	1
Richmond, GA	5	1
Berkeley, SC	4	1
McCormick, SC	4	1
Edgefield, SC	3	1
Kershaw, SC	3	1
Mecklenburg, NC	3	1
10 other counties	15	4

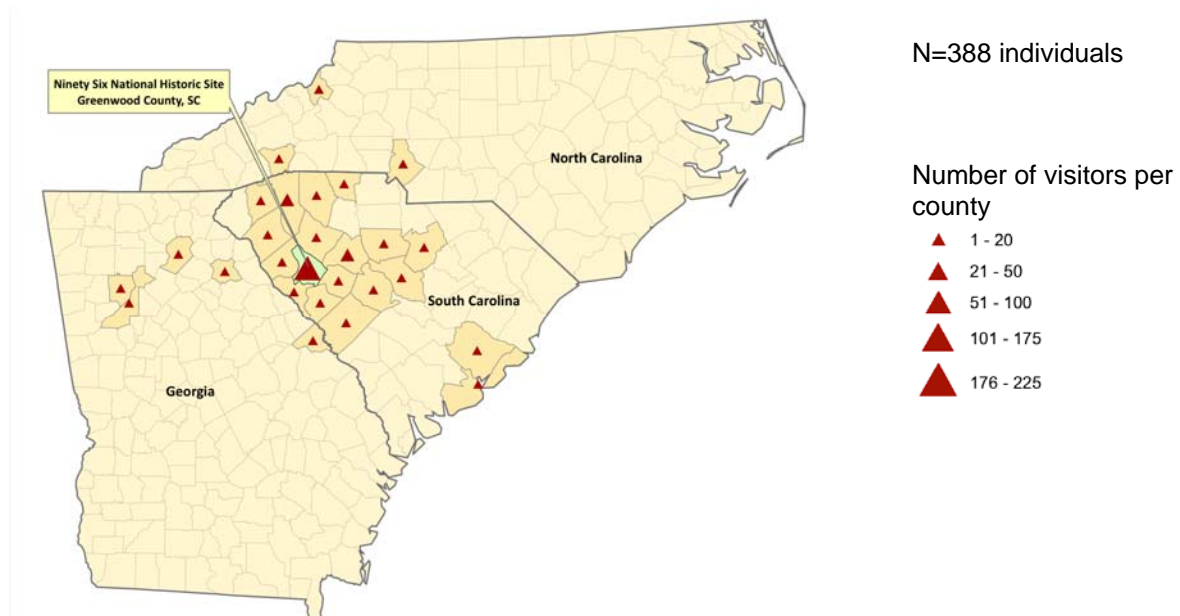


Figure 10. Number of visitors by county of residence - Encampment visitors

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence – General visitors

Question 24b

For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Table 7).

Table 7. International visitors by country of residence* (General visitors) - **CAUTION!**

Country	Number of visitors	Percent of international visitors N=4 individuals	Percent of total visitors N=527 individuals
United Kingdom	3	75	<1
Canada	1	25	<1

International visitors by country of residence – Encampment visitors

Question 24b

For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results

- No encampment visitors were international visitors.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits

Question 24c

For you and your personal group on this visit, how often do you visit Ninety Six NHS (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- As shown in Figure 11, the proportion of first time visitors was:
 - 75% General
 - 42% Encampment
- The proportion of visitors who visit the park several times a year was:
 - 18% General
 - 49% Encampment

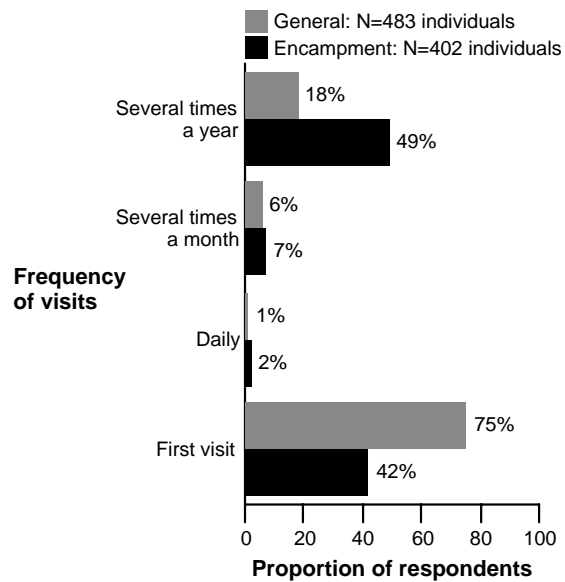


Figure 11. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 24a

For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from:
 General: 1- 92 years
 Encampment: 1- 84 years
- As shown in Figure 12, visitor age groups included:

General

44% 51 - 70 years
 12% 15 and younger
 12% 71 and older

Encampment

29% 51 - 70 years
 33% 15 and younger
 6% 71 and older

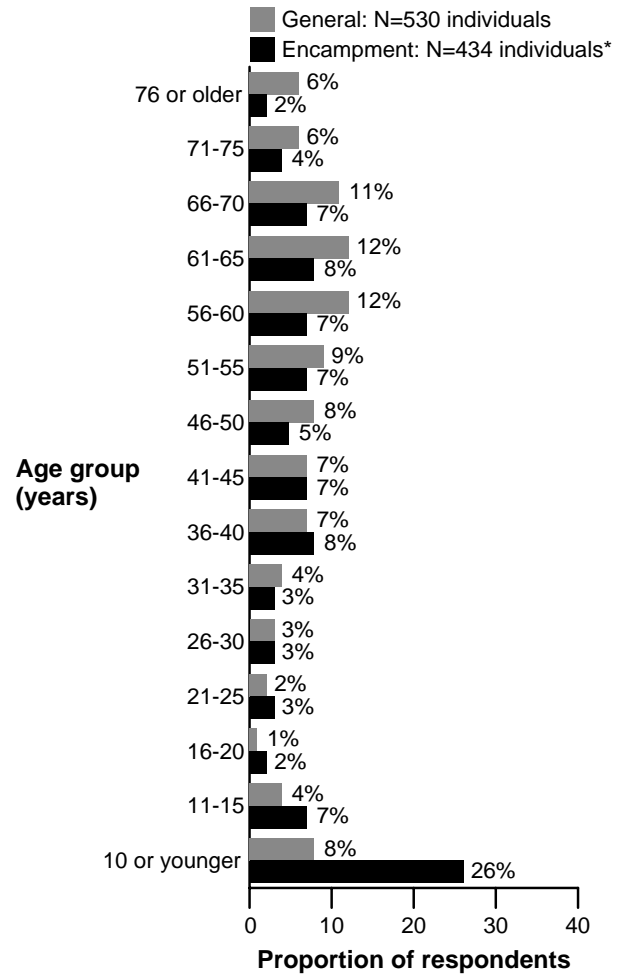


Figure 12. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Awareness of park management

Question 2a

Prior to this visit, were you and your personal group aware that Ninety Six NHS is a Revolutionary War battle site?

Results

- As shown in Figure 13, the proportion of visitor groups that were aware that Ninety Six NHS is a Revolutionary War battle site was:

78% General
90% Encampment

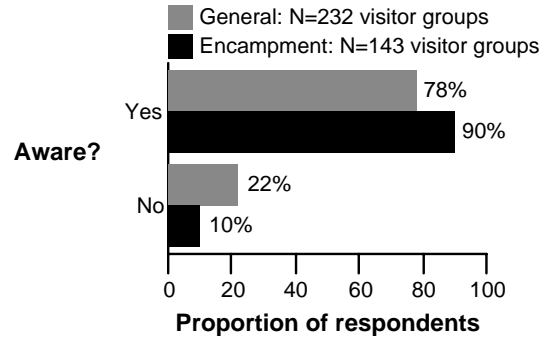


Figure 13. Visitor groups that were aware that Ninety Six NHS is a Revolutionary War battle site

Question 2b

Prior to this visit, were you and your personal group aware that Ninety Six NHS is managed by the National Park Service?

Results

- As shown in Figure 14, the proportion of visitor groups that were aware that Ninety Six NHS is managed by the National Park Service was:

68% General
80% Encampment

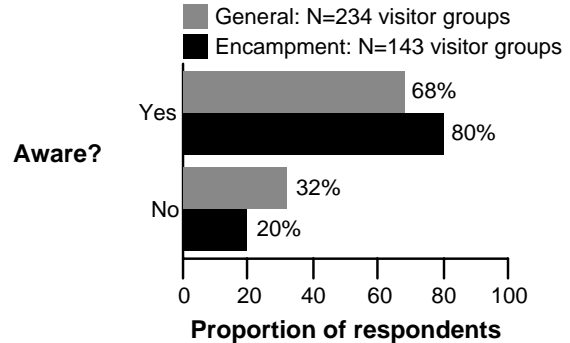


Figure 14. Visitor groups that were aware that Ninety Six NHS is managed by the National Park Service

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your personal group obtain information about Ninety Six NHS?

Results

- As shown in Figure 15, the proportion of visitor groups that obtained information about Ninety Six NHS prior to their visit was:

88% General
100% Encampment

- As shown in Figure 16, among those visitor groups that obtained information about Ninety Six NHS prior to their visit, the most common sources were:

General
37% Friends/relatives/word of mouth
34% Park website
25% Previous visits

Encampment
50% Friends/relatives/word of mouth
39% Previous visits
31% Newspaper/magazine articles

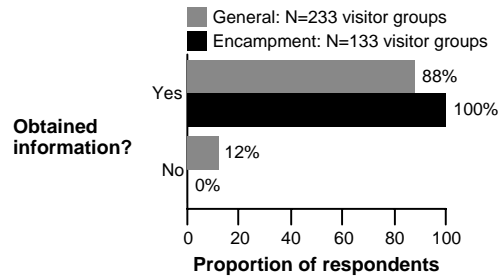


Figure 15. Visitor groups that obtained information about Ninety Six NHS prior to visit

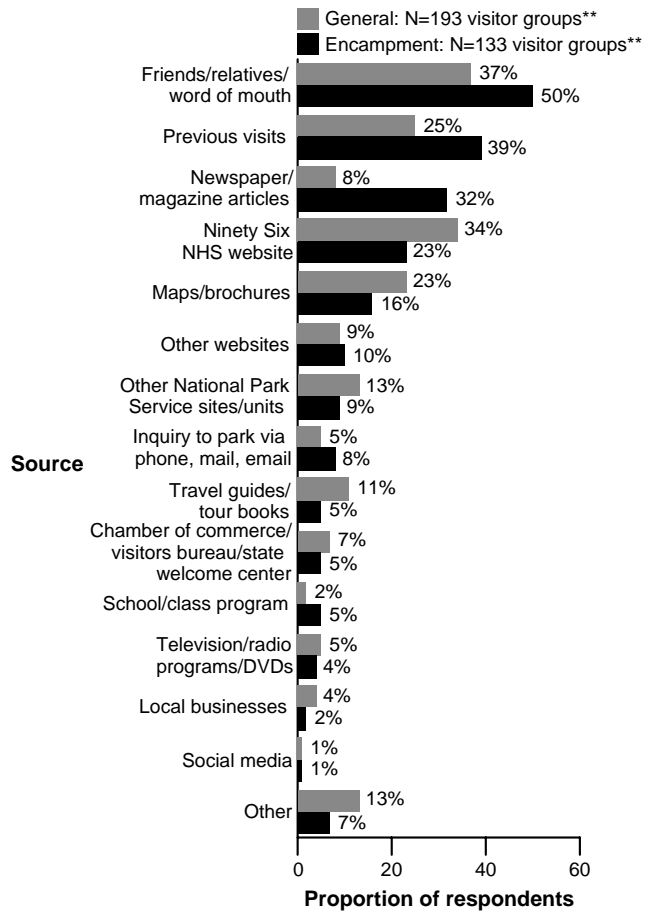


Figure 16. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

- “Other” sources used to obtain information about the park prior to their visit were:

General (13%)

- Book
- Boy Scout Blue Ridge Council
- Driving by
- Former employee
- Genealogy research
- Google Maps
- History books
- Moved to the area
- National Park Passport Book
- National Park Regional Guidebook
- Native Plant Society
- Revolutionary War research
- Road signs
- SC DNR Fishing

Encampment (7%)

- Camdam
- Flyer in library
- Geocaching
- Live locally
- Local library
- Reenactor
- Road signs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

From the sources used prior to your visit, did you and your personal group receive the type of information about the park that you needed?

Results

- As shown in Figure 17, the proportion of visitor groups that received needed information prior to their visit was:

94% General
93% Encampment

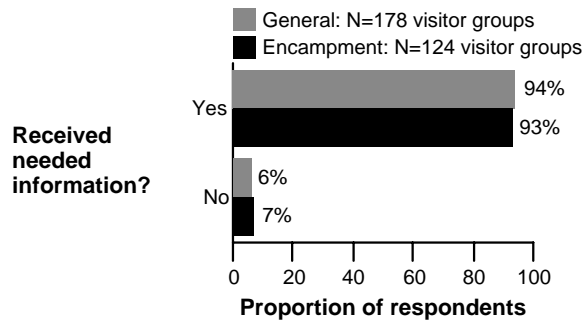


Figure 17. Visitor groups that received needed information prior to their visit

Question 1d

If NO, what type of park information did you and your personal group need that was not available? (open-ended)

Results – Interpret with CAUTION!

- 6 general visitor groups listed information they needed but was not available (see Table 8a).
- 8 encampment visitor groups listed information they needed but was not available (see Table 8b).

Table 8a. Needed information – General visitors (N=6 comments) **CAUTION!**

Type of information	Number of times mentioned
Could not find much historical information	1
Directional signs to the park in Ninety Six	1
Directions to the park from major South Carolina cities	1
Information about events	1
Need the park's street address or GPS coordinates	1
Hours of operation	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 8b. Needed information – Encampment visitors (N=9 comments; one visitor group made more than one comment.) **CAUTION!**

Type of information	Number of times mentioned
Better directions	1
Better map on the website	1
Had no idea about it until a friend told me	1
How to sign up for future mailing	1
Map of the Greenwood area	1
Only knew about reenactors	1
Time schedules	1
Times of events on the website	1
Types of demonstrations	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources for future visit

Question 1b

If you were to visit Ninety Six NHS in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 18, the most common sources of information that visitor groups preferred for a future visit were:

General

- 62% Park website
- 22% Maps/brochures

Encampment

- 49% Park website
- 43% Newspaper/magazine articles

- “Other” sources were:

2% General

- National Parks Passport book
- Reenacting Revolutionary War pension application

5% Encampment

- Live locally

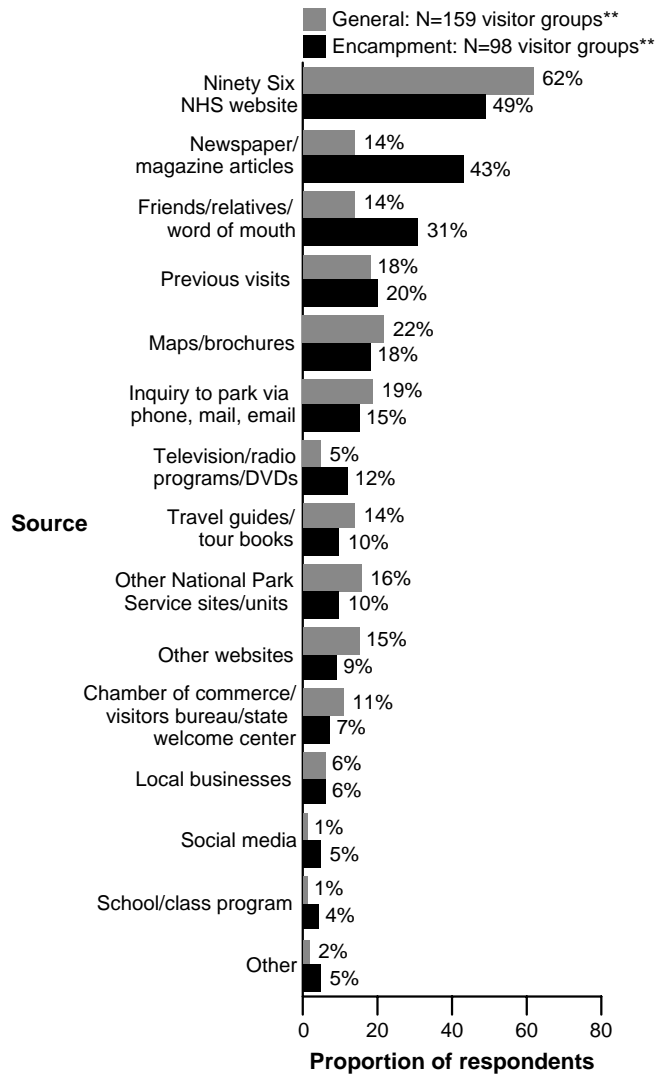


Figure 18. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park website

Question 9a

Did you and your personal group use the park website (<http://www.nps.gov/nisi>) to plan your trip to Ninety Six NHS?

Results

- As shown in Figure 19, the proportion of visitor groups that used the park website was:

33% General
33% Encampment

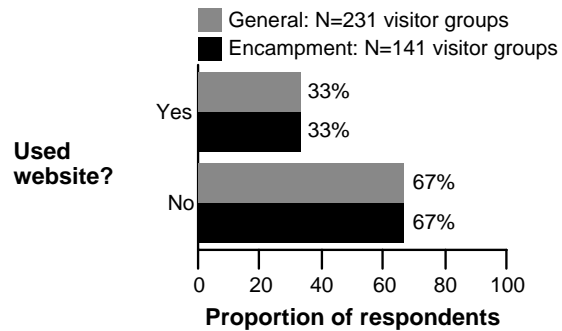


Figure 19. Visitor groups that used the park website

Question 9b

Overall, how would you rate the importance of the information provided on the park website?

Results

- As shown in Figure 20, the proportion of visitor groups that rated the information on the park website as “extremely important” or “very important” in planning their visit was:

70% General
66% Encampment

- The proportion that rated the information on the park website as “moderately important” was:

22% General
21% Encampment

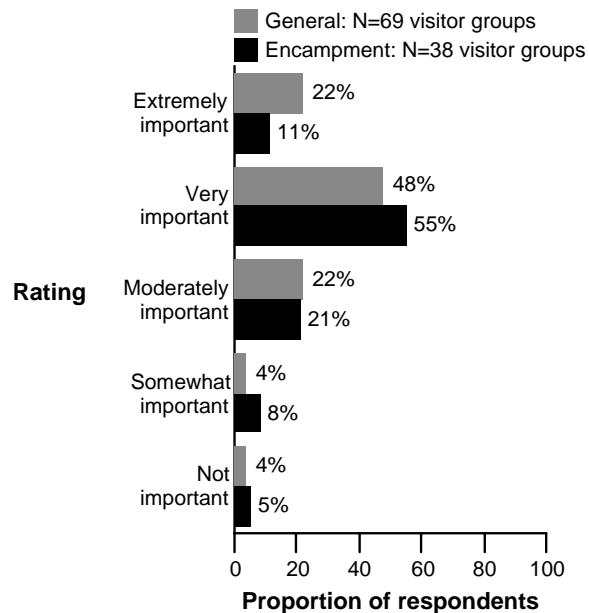


Figure 20. Importance of park website

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 9c

Overall, how would you rate the quality of information provided on the park website?

Results

- As shown in Figure 21, the proportion of visitor groups that rated the quality of the information provided on the park website as “very good” or “good” was:

84% General
71% Encampment

- The proportion that rated the quality of the information on the park website as “average” was:

16% General
29% Encampment

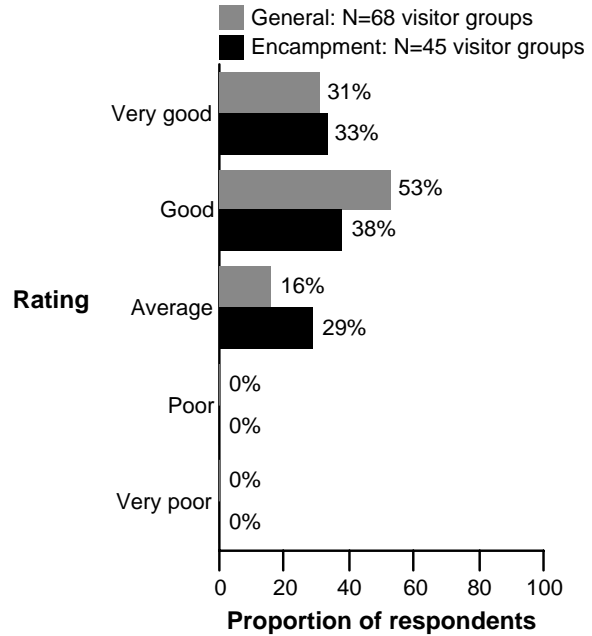


Figure 21. Quality of park website

Question 9d

Did you find the information that you needed on the park website?

Results

- As shown in Figure 22, the proportion of visitor groups that received needed information on the park website was:

84% General
73% Encampment

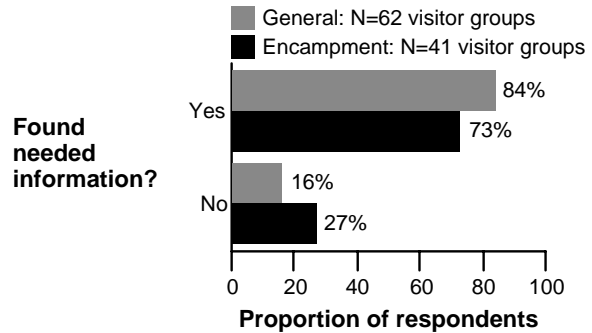


Figure 22. Visitor groups that found needed information on the park website

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 9e

If NO, what type of information did you and your personal group need that was not available on the park website? (open-ended)

Results – Interpret with **CAUTION!**

- 5 general visitor groups listed information they needed but was not available on the park website (see Table 9a).
- 8 encampment visitor groups listed information they needed but was not available on the park website (see Table 9b).

Table 9a. Needed information – General visitors (N=5 comments) **CAUTION!**

Type of information	Number of times mentioned
History/curriculum for park itself	1
Include information useful to GPS: coordinates and address	1
Need better directions	1
PDF of the paper brochure handed out at the visitor center	1
Should have Junior Ranger books downloadable	1

Table 9b. Needed information – Encampment visitors (N=8 comments) **CAUTION!**

Type of information	Number of times mentioned
Schedule of events	2
A link to Google Maps to show where park is located	1
Better directions to the site coordinated with Google and Mapquest	1
Detailed information of activities	1
History of the area prior to the Revolutionary War	1
Schedule of demonstrations	1
Time frame	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question 6

How did your visit to Ninety Six NHS fit into your personal group’s travel plans?

Results

- As shown in Figure 23, the proportion of visitor groups for which Ninety Six NHS was the primary destination was:

44% General
79% Encampment

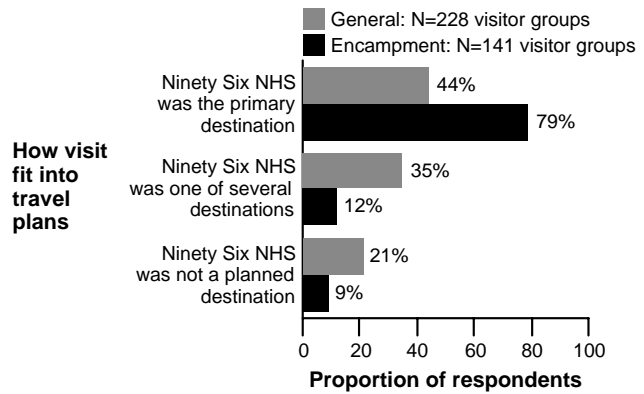


Figure 23. How visit to park fit into visitor groups’ travel plans

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reasons for visiting the park

Question 3

On this trip, what were the reasons that you and your personal group visited Ninety Six NHS?

Results

- As shown in Figure 24, the most common reasons for visiting Ninety Six NHS were:

General

- 60% Learn Revolutionary War history
- 43% Participate in recreation

Encampment

- 74% Attend a program or special event
- 59% Learn Revolutionary War history

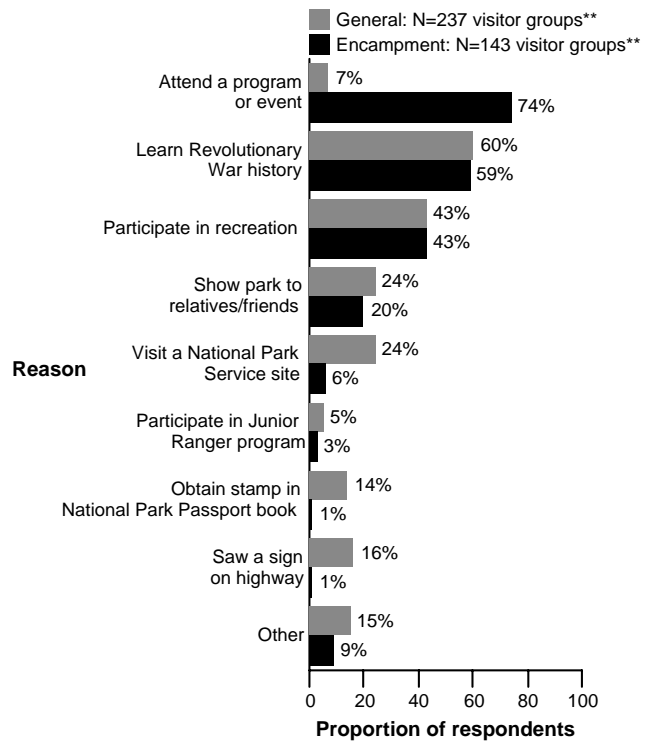


Figure 24. Reasons for visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

- “Other” primary reasons for visiting the park were:

General (15%)

Brought grandkids to skate
 Buy metal soldiers at store
 Came to get a park pass
 Came with SC Native Plant Society
 Celebrate a birthday
 Cub Scout merit badge
 Display for program
 Enjoy nature
 Genealogy
 Natural history study
 Passing by on scooter
 Photography
 Picnic
 Research
 Research for possible future staff ride
 Saw marking on SC road map
 SC National Heritage Corridor recommended
 To relate experience to SAR camp
 To view new film
 Travel books and AAA auto book
 Try to imagine the historical events which took place here
 Visit Star Fort
 Visitor center
 Wife found on map
 Wildflower walk

Encampment (9%)

Boy Scout historic site
 Buy a book about Col. James Williams
 Educational and fun
 Engage chief ranger for a group educational program
 Family regularly attends Revolutionary War events
 Family told us
 Grew up in this area
 Live locally
 Look at old weapons and kvatts
 Out for a ride
 Research and photos to write history book
 Revolutionary reenactors event
 Take pictures of grandson

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Adequacy of directional signs

Question 5

On this visit, were the signs directing you and your personal group to Ninety Six NHS adequate?

Results

- Figures 25 – 27 show the proportion of visitor groups that rated directional signs as adequate.

a. Interstate signs

34% General
16% Encampment

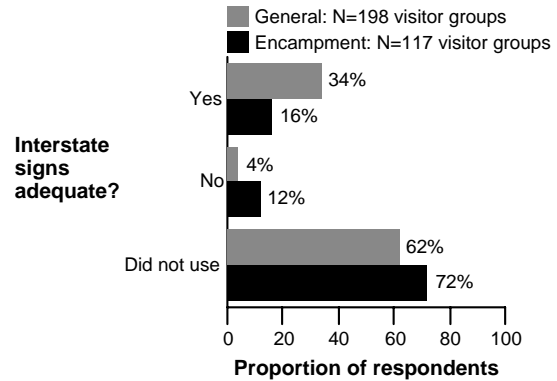


Figure 25. Visitor groups' opinions on adequacy of interstate signs

b. State highway signs

61% General
45% Encampment

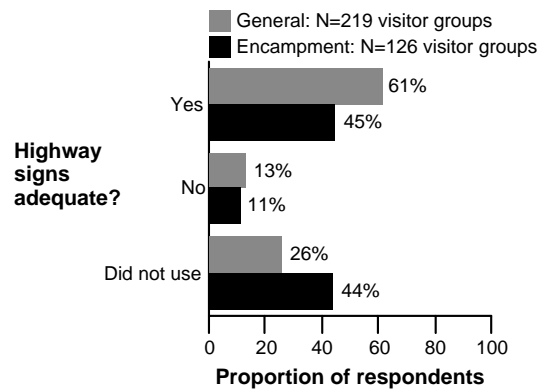


Figure 26. Visitor groups' opinions on adequacy of state highway signs

c. Signs in local communities

67% General
64% Encampment

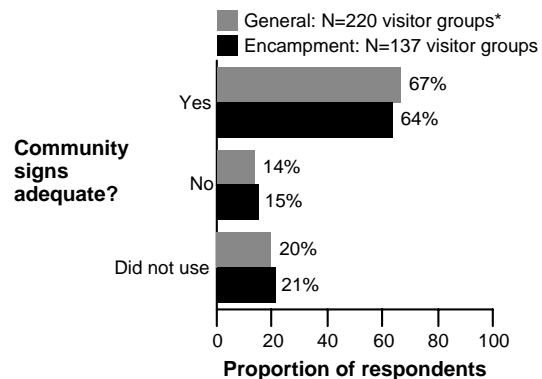


Figure 27. Visitor groups' opinions on adequacy of signs in the local communities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 5d

If you answered NO for any of the above, please explain.

Results

- 34 general visitor groups commented on problems with directional signs (see Table 10a).
- 27 encampment visitor groups commented on problems with directional signs (see Table 10b).

Table 10a. Comments on directional signs – General visitors
(N=48 comments; some visitor groups made more than one comment.)

Sign type	Comment	Number of times mentioned
Interstate	Saw no signs for park on I-26	3
	Hard to see	1
	No signage for park	1
State highway	Not enough signs	3
	Saw no signs	3
	Saw no signs until entrance	2
	Saw one state road sign	2
	Coming from Columbia on 178 would appreciate a sign for the park	1
	Did not see signs until SC 72/221 intersected	1
	Hard to see	1
	Not adequate	1
	Saw no sign at Ninety-Six town intersection	1
	Saw no signs even within 10 miles from North and East	1
	Saw no signs until Ninety Six	1
	Signs only in community	1
	There didn't seem to be signs from 96 on the 248	1
Would have been nice to have a sign on 25 N	1	
Local communities	No sign in Ninety Six	4
	Saw no signs	4
	Too few signs	3
	Had to ask how to get to Ninety Six	2
	Had to find route again - signs gone	1
	Hard to see	1
	Need a sign in downtown Ninety Six by the fountain	1
	Not adequate	1
	Not until the actual road 3 miles from site	1
	Only saw the sign in one direction	1
	Saw very small sign in Ninety Six	1
	The sign wasn't brown, it was green	1
	Too few signs to Star Fort from Ninety Six	1
We were nearby and had to lookup on a map	1	

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 10b. Comments on directional signs – Encampment visitors
(N=34 comments; some visitor groups made more than one comment.)

Sign type	Comment	Number of times mentioned
Interstate	Saw no signs	4
	Live in area	1
	Roadwork/detour (took alternate route)	1
	Saw no signs on I-26 South	1
	Took wrong exit	1
	Vague on direction to go	1
State highway	Saw no signs	7
	From Route 34, no sign on Route 248	1
	None on State Highway 25	1
	Signs Highway 248 from the north were few; route hard to follow	1
	Vague on direction to go	1
Local communities	Saw no signs	3
	No sign in Ninety Six	2
	Came to the Start Fort Pond sign first and turned there instead of the road to the fort	1
	Didn't see sign on Loudon Road	1
	No sign indicating when to turn off Main Street, from the west	1
	Nothing in Greenwood or Ninety Six about special event this weekend	1
	Only one at turn in 34	1
	The sign was very late	1
	There was only one	1
	Vague on direction to go	1
	We saw no signs except in Ninety Six	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Routes used to reach the park

Question 4

On this visit to Ninety Six NHS, which routes did you and your personal group use to reach the park?

Results

- As shown in Figure 28, the route most commonly used by visitor groups to reach Ninety Six NHS was:

General

34% Highway 248 from the north

Encampment

34% Highway 248 from the north

- “Other” routes were:

General (6%)

Highway 34 from east
Highway 34 from west

Encampment (6%)

Highway 34 from east
Highway 34 from west

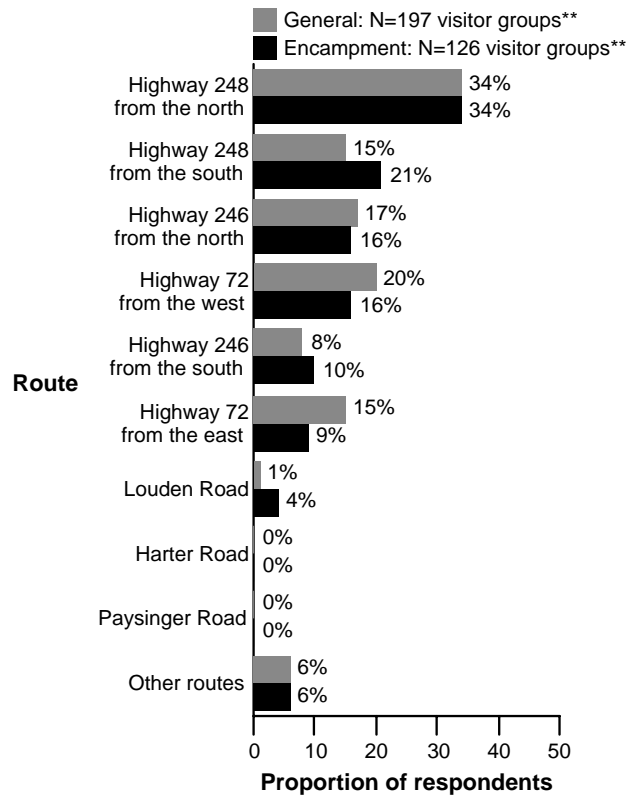


Figure 28. Routes used by visitor groups to reach the park

Number of vehicles

Question 23c

On this visit, how many vehicles did you and your personal group use to arrive at the park?

Results

- As shown in Figure 29, the proportion of visitor groups that used one vehicle to arrive at the park was:

93% General

81% Encampment

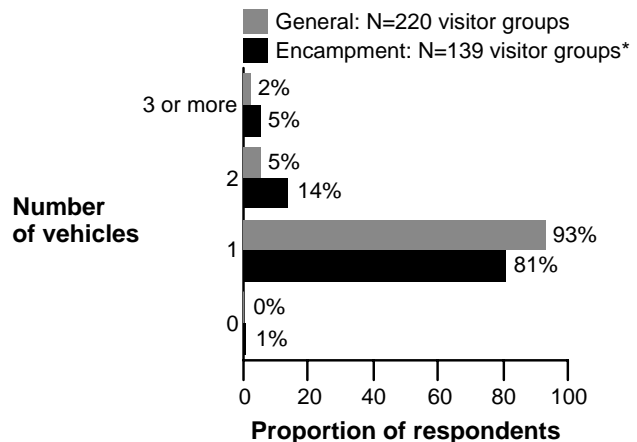


Figure 29. Number of vehicles used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of visit

Question 8

On this visit, how much time in total did you and your personal group spend at Ninety Six NHS?

Results

- As shown in Figure 30, the number of hours spent visiting the park included:

General

42% 2 hours
29% Up to 1 hour

Encampment

33% 2 hours
25% 3 hours

The average length of visit

- The average length of visit for all visitor groups was:

General: 2.2 hours
Encampment: 2.8 hours

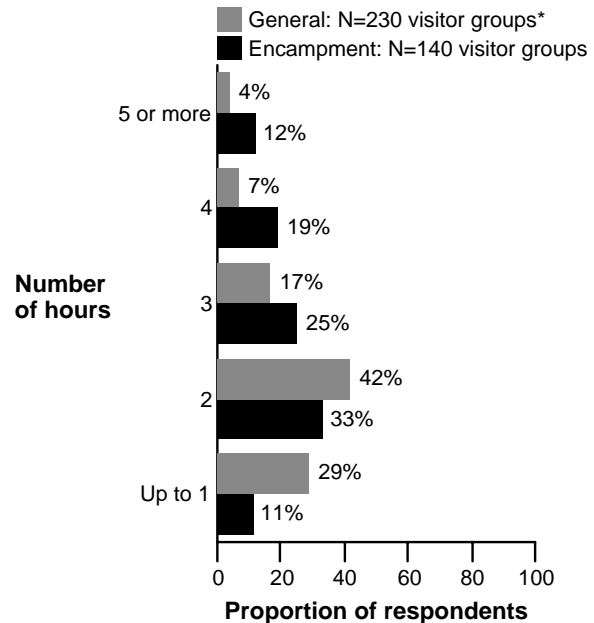


Figure 30. Number of hours spent visiting the park

Planned length of visit versus actual visit in the park

Question 7

How did the amount of time you and your personal group spent at Ninety Six NHS compare with the time you had planned to stay there?

Results

- As shown in Figure 31, the proportion of visitor groups that did not have a planned amount of time were:

56% General
54% Encampment

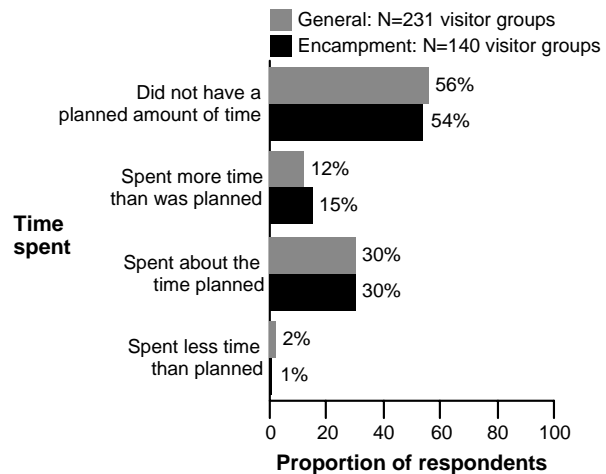


Figure 31. Time spent compared to time planned

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 7

If YES, why?

Results

- 31 general visitor groups listed reasons the length of their visit was different than planned (see Table 11a).
- 23 encampment visitor groups listed reasons the length of their visit was different than planned (see Table 11b).

Table 11a. Reasons for length of visit different than planned – General visitors (N=36 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
Visit was longer than planned (N=33)	
Walked/hiked trails/battlefield	6
Found it very interesting	5
Watched the video	4
More extensive then expected	2
More to do than expected	2
Very pleasant/enjoyable	2
Beautiful park	1
Because of how nice the park service has taken care of a great historical site	1
Great park	1
Had no prior information about the area	1
History and natural beauty	1
Pleasant employees	1
Reading all the information available	1
Really enjoyed fishing	1
To read plaques and dwell	1
Too much fun to leave	1
Very interesting to see wagon road, Indian trail, battlefield, museum	1
Was not a planned stop	1
Visit was shorter than planned (N=3)	
Late arrival	2
Scheduling	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 11b. Reasons for length of visit different than planned – Encampment visitors (N=26 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
Visit longer than planned (N=24)	
Enjoyed the events	4
Enjoyed the park	4
Enjoyed reeanctors	2
Awesome experience	1
Children had so much fun, they did not want to leave	1
Children wanted to stay and talk	1
Felt welcomed and things were interesting	1
Grandchildren enjoyed site	1
Interesting	1
Kids program - Ninety Six militia	1
Liked information and people there	1
More to see than expected	1
Much to see and learn	1
New interpretive signs	1
Talking with people there	1
The reenactment stations were great	1
We were somewhat slower that day	1
Visit was shorter than planned (N=2)	
We arrived late	1
Work	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited

Question 10

On this visit to Ninety Six NHS, which park sites did you and your personal group visit?

Results

- As shown in Figure 32, the most common sites that visitor groups visited were:

General

- 82% Visitor center
- 76% Walking tour

Encampment

- 75% Visitor center
- 72% Walking tour

- “Other” trails were:

3% General

- Fishing trail around pond
- Nature walk
- Old Charlestown Road
- Other gravel trails

Encampment (6%)

- All the exhibits
- Island Ford Road
- Just where the special demonstrations were
- Revolutionary reenactment areas
- Special tour
- Walked length of Charleston Road
- Went to look at the Hamilton Survey Line

- “Other” sites were:

4% General

- Log house
- Off-trail with naturalist-led hike
- Restrooms
- Stayed in circular CRV Drive
- Stockade Fort
- Taver

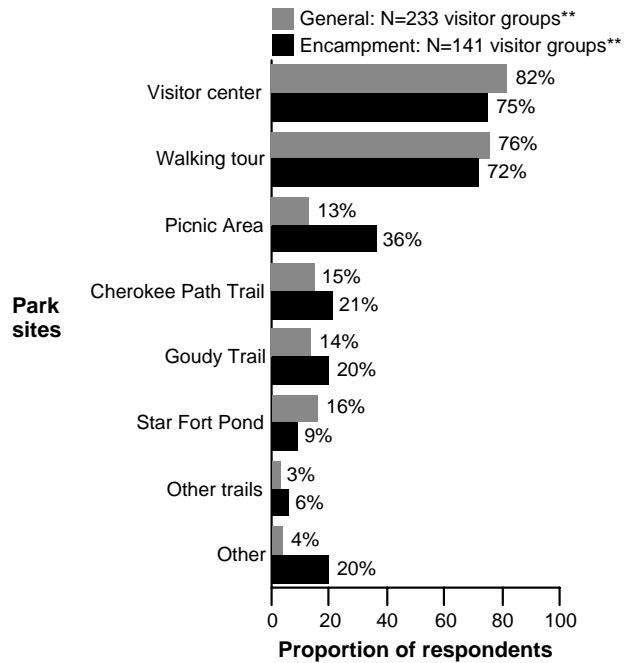


Figure 32. Sites visited

- “Other” sites (continued):

Encampment (20%)

- Bunker and special activity
- Campsites near Black Swan Tavern
- Colonial Days exhibits
- Colonial reenactment area
- Fort
- Fort Holmes
- Grounds around the log cabin
- Indian dancing, stockade weapon demonstration
- Lifeways of Settlers
- Lifeways of the Cherokee Indians
- Living history village
- Logan House and area in front of that
- Looked at special program
- Reenactment sites
- Reserved sites (tents)
- Special event
- Star Fort
- Stockade Fort

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on past visits

Question 12a

On past visits, in which activities have you and your personal group participated within Ninety Six NHS?

Results

- As shown in Figure 33, the proportion of visitor groups for which this was their first visit was:

48% General
27% Encampment

- As shown in Figure 34, the most common sites visited on past visits were:

General

64% Learning history
58% Walking/hiking

Encampment

77% Learning history
77% Attending special events

- “Other” activities were:

General (13%)

Catering for film company
Junior Ranger program
Learning about the area
Looking for ghosts
Museum
Photography
Scout outing
Setting up living history activities/
displays
Viewing film

Encampment (10%)

Bike riding
Boy Scouts
Cherokee Indian program
Family day at park
Geocaching
School program
Viewing film

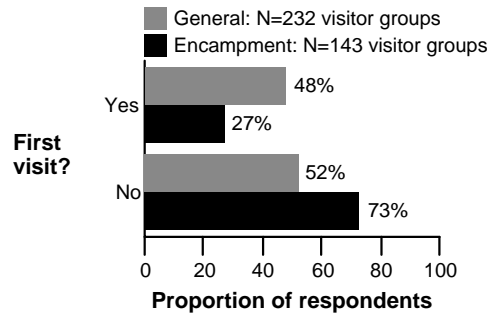


Figure 33. Visitor groups visiting for the first time

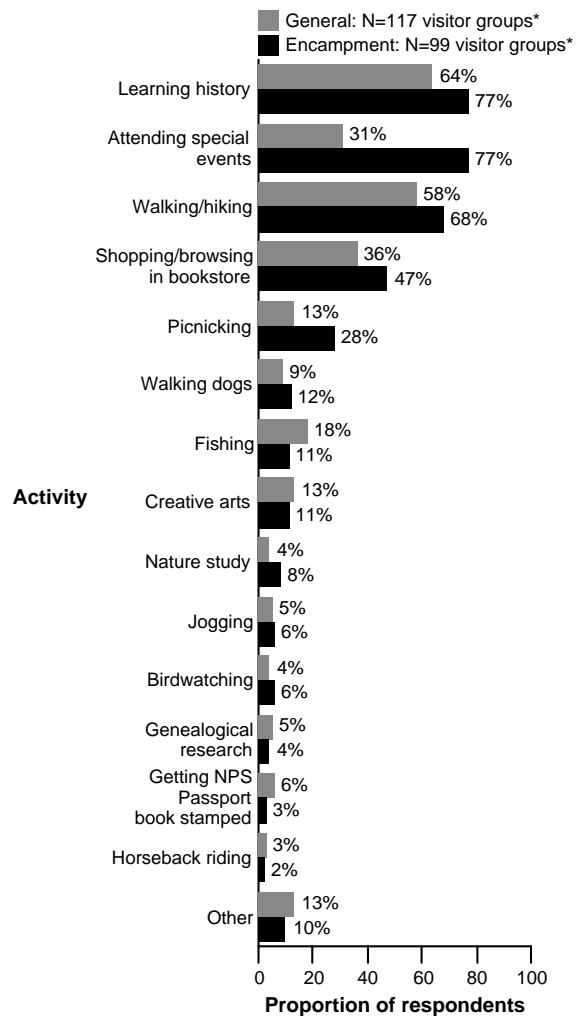


Figure 34. Activities on past visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 12b

On this visit, in which activities did you and your personal group participate within Ninety Six NHS?

Results

- As shown in Figure 35, the most common activities included:

General

- 75% Learning history
- 69% Walking/hiking
- 51% Shopping/browsing in visitor center bookstore

Encampment

- 86% Attending special events
- 73% Learning history
- 53% Walking/hiking

Note: Visitor groups that participated in horseback riding may be underrepresented, as they did not enter the park at the location where visitors were contacted for the study.

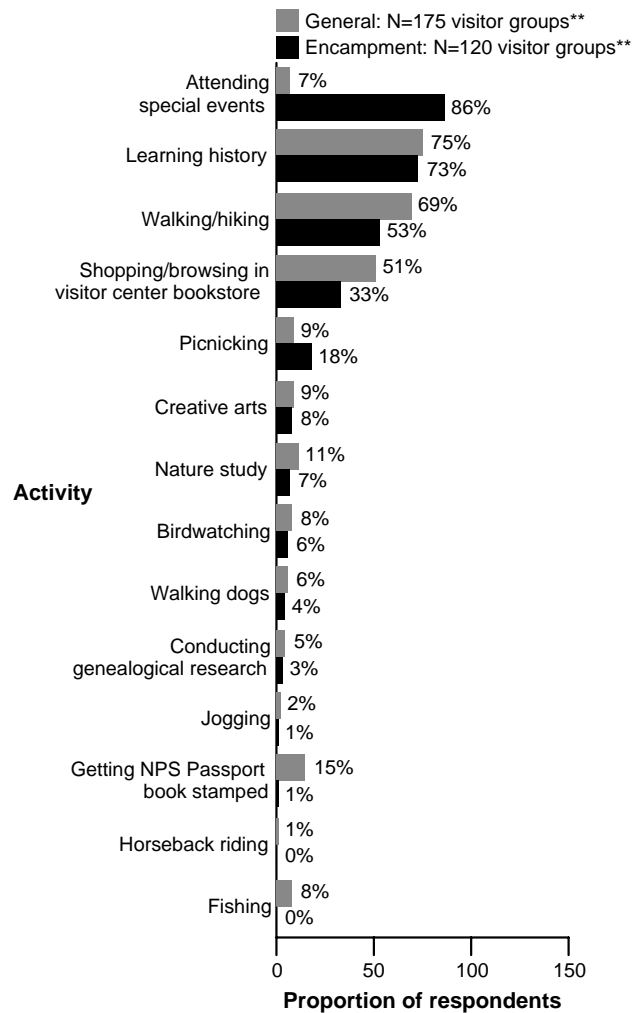


Figure 35. Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for this visit

Question 12c

Which one of the above activities in column (b) was most important to you and your personal group on this visit to Ninety Six NHS?

Results

- As shown in Figure 36, visitor groups' most important activities on this visit to Ninety Six NHS were:

General

- 61% Learning history
- 13% Walking/hiking

Encampment

- 44% Attending special events
- 40% Learning history

- "Other" activities were:

General (3%)

- Reenacting living history
- Setting up living history activities/displays
- Watching video

Encampment (4%)

- Watching video

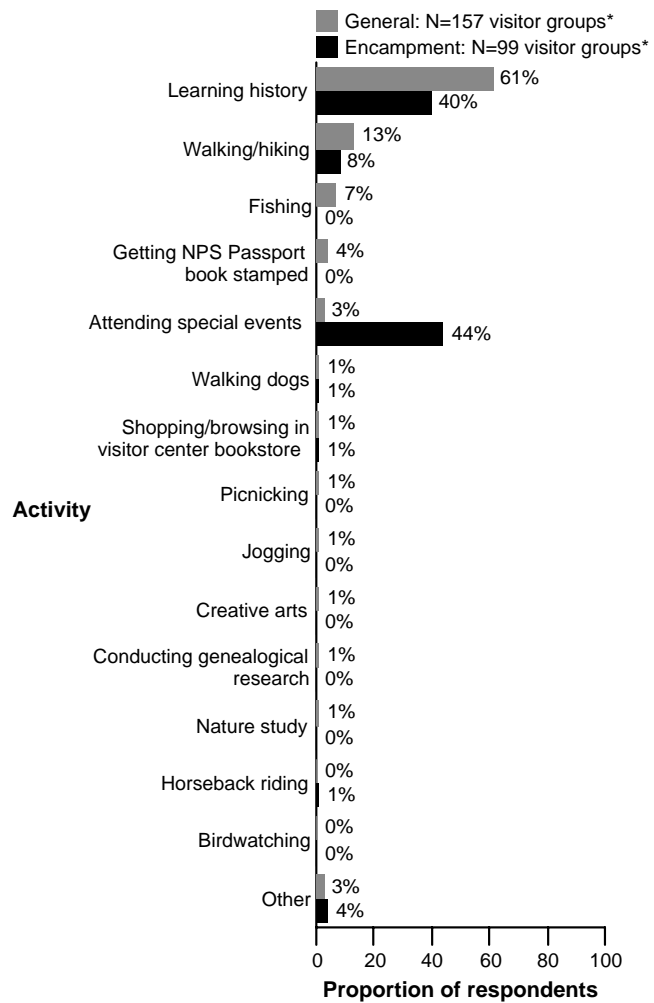


Figure 36. Most important activity

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ranger-led talks/programs

Question 11a

On this visit to Ninety Six NHS, did anyone in your personal group participate in any of the ranger-led talks/programs?

Results

- As shown in Figure 37, the proportion of visitor groups that participated in ranger-led talks/programs was:

9% General
29% Encampment

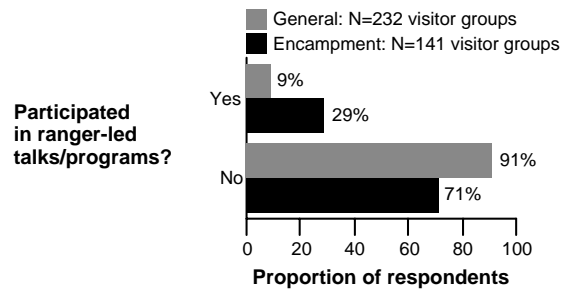


Figure 37. Visitor groups that participated in ranger-led programs

Question 11b

If NO, what prevented you and your personal group from participating in ranger-led talks/programs?

Results

- As shown in Figure 38, the most common reason visitor groups did not participate in ranger-led talks/programs was:

General
40% Not aware

Encampment
48% Did not have time

- “Other” reasons are listed in Tables 12a and 12b.

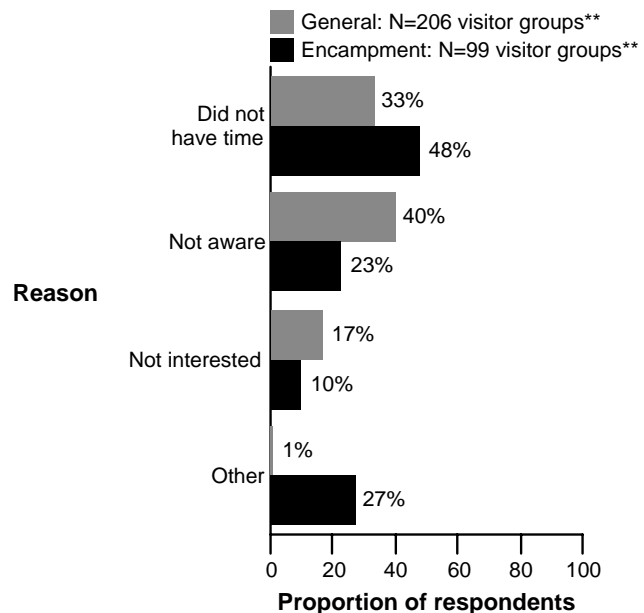


Figure 38. Reasons for not participating in ranger-led talks/programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 12a. “Other” reasons (19%) for not attending ranger-led talks/programs – General visitors (N=38 comments)

Reason	Number of times mentioned
None offered at time of visit	9
Saw the film	7
Just there for walking/exercise	4
Came only to fish	3
Already attended in the past	2
Raining	2
Time of arrival too late	2
Did not see ranger	1
Had a master naturalist guide	1
Have heard these talks previously	1
Not open when we were there	1
No programs offered at pond	1
Poison ivy in the past	1
Was led around site by someone else	1
With elderly relative	1
You need to hire more staff	1

Table 12b. “Other” reasons (27%) for not attending talks/ranger-led programs – Encampment visitors (N=25 comments)

Reason	Number of times mentioned
Had small children along	5
Attended reenactment events not led by rangers	2
Came for reenactment	2
Did other activities	2
Had participated before	2
Arrival time wrong	1
End of weekend	1
Got there too late	1
I was alone (67 years old)	1
Not going on when we were there	1
Physical limitations	1
Preferred to explore at our own pace	1
Seniors	1
Signs on paths offer enough information	1
They were full	1
Walked and read signs	1
Watching movie when tour started	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Topics learned this visit

Question 17a

Ninety Six NHS interpretive programs and exhibits discuss topics related to the Revolutionary War battle that took place here and colonial backcountry life. Please indicate all the topics you learned (or learned more) about on this visit.

Results

- As shown in Figure 39, the proportion of visitor groups that learned about topics this visit was:

86% General
95% Encampment

- As shown in Figure 40, the topics that most visitor groups learned about were:

General
98% Revolutionary War
93% Colonial life/settlement

Encampment
98% Colonial life/settlement
89% Revolutionary War

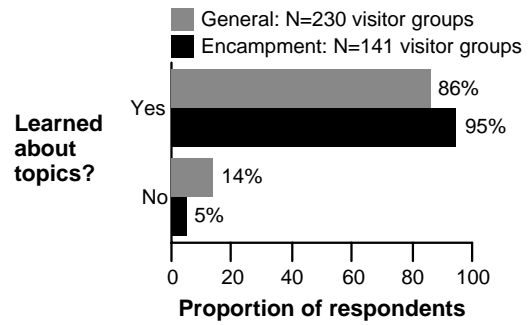


Figure 39. Visitor groups that learned about any topics on this visit

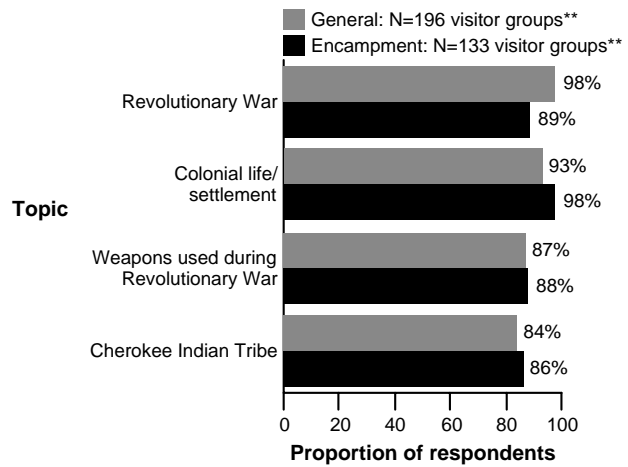


Figure 40. Topics visitor groups learned about

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Improved level of understanding

Question 17b

Please indicate how much your level of understanding of each topic improved during your visit.

Results

- Figures 41 – 44 and Tables 13a and 13b show the degree to which visitors’ level of understanding of each topic improved.

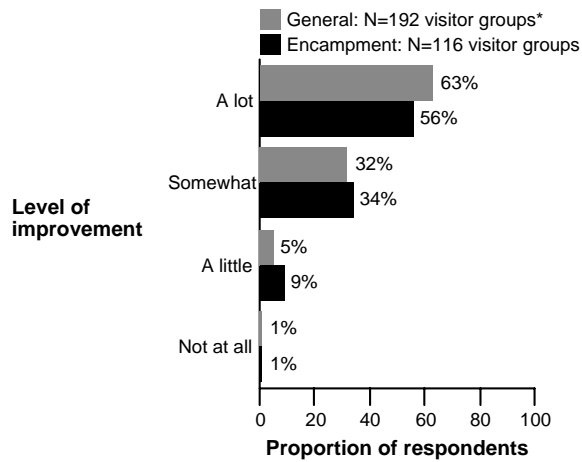


Figure 41. Understanding of Revolutionary War

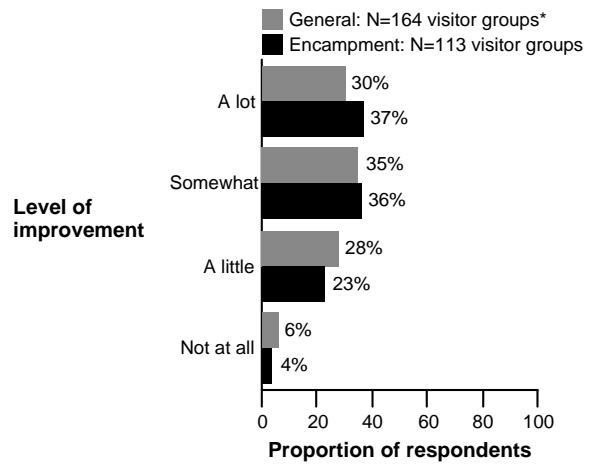


Figure 42. Understanding of Cherokee Indian Tribe

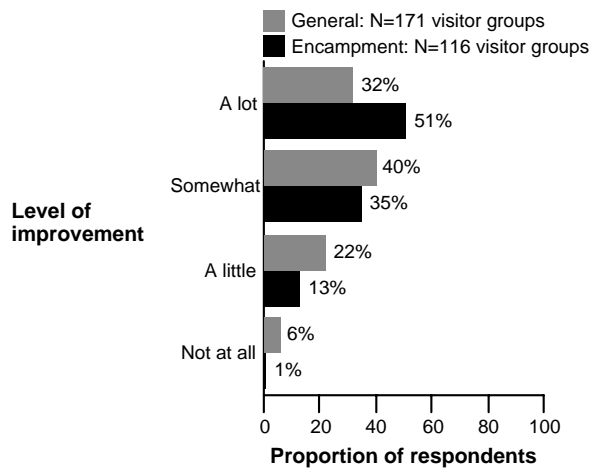


Figure 43. Understanding of weapons of used during Revolutionary War

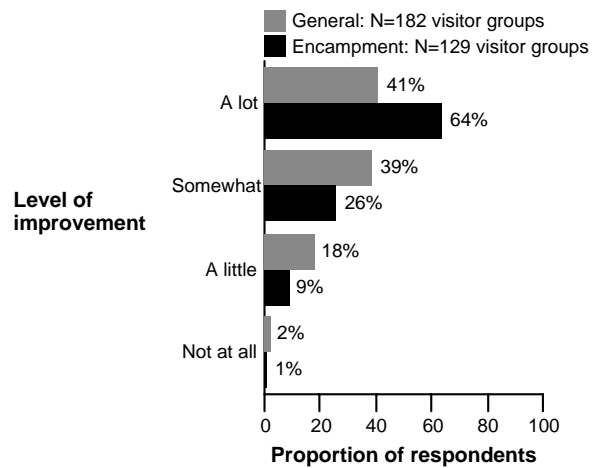


Figure 44. Understanding of colonial life/settlement

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 13a. Improved level of understanding of topics learned this visit – General visitors
(N=number of visitor groups that responded to each item)

Topic	N	Improvement (%)			
		Not at all %	A little %	Somewhat %	A lot %
Revolutionary War	192	1	5	32	63
Cherokee Indian Tribe	164	6	28	35	30
Weapons used during Revolutionary War	171	6	22	40	32
Colonial life/settlement	182	2	18	39	41

Table 13b. Improved level of understanding of topics learned this visit – Encampment visitors
(N=number of visitor groups that responded to each item)

Topic	N	Improvement (%)			
		Not at all %	A little %	Somewhat %	A lot %
Revolutionary War	116	1	9	34	56
Cherokee Indian Tribe	113	4	23	36	37
Weapons used during Revolutionary War	116	1	13	35	51
Colonial life/settlement	129	1	9	26	64

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Topics to learn on a future visit

Question 17c

Next, indicate the topics you would be interested in learning (or learning more) about on a future visit.

Results

- As shown in Figure 45, the topics that most visitor groups are interested in learning or learning more about on a future visit were:

General

- 93% Revolutionary War
- 91% Cherokee Indian Tribe
- 90% Colonial life/settlement

Encampment

- 98% Revolutionary War
- 98% Colonial life/settlement
- 97% Cherokee Indian Tribe

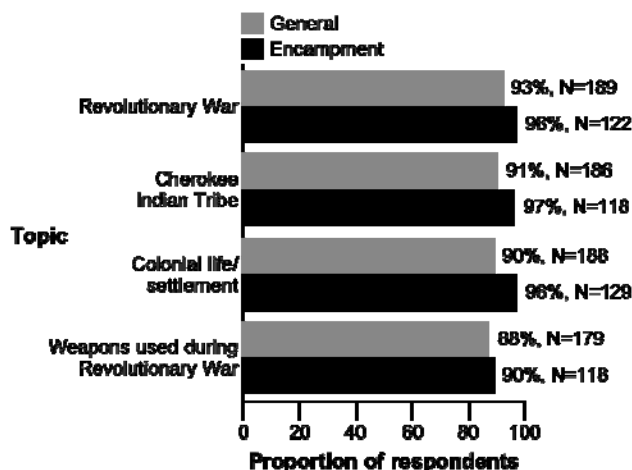


Figure 45. Topics to learn or learn more about on a future visit

Question 17d

Please list any additional topics you and your personal group are interested in learning about at Ninety Six NHS.

Results

- 16 general visitor groups listed topics they would be interested in learning about on a future visit (see Table 14a).
- 20 encampment visitor groups listed topics they would be interested in learning about on a future visit (see Table 14b).

Table 14a. “Other” topics to learn about on a future visit – General visitors (N=18 comments; some visitor groups made more than one comment.)

Topic	Number of times mentioned
Reenacting events	2
All that has to do with history	1
Anything the staff may produce	1
Anything to help kids understand past and future of Ninety Six	1
Cherokee Nation involvement in the war	1
Explaining who were patriots and loyalists	1
Food cooked	1
How trading post operated	1
List of the patriots present at siege of Ninety Six in 1781	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 14a. “Other” topics to learn about on a future visit – General visitors (continued)

Topic	Number of times mentioned
Living history (weapons)	1
Living history with key trades people	1
Memorial to fallen soldiers with names, dates	1
More battle strategy	1
Native plants and animals	1
Natural history	1
Travel time from Ninety Six to Charleston back then	1
Units involved in the battle	1

Table 14b. “Other” topics to learn about on a future visit – Encampment visitors (N=23 comments; some visitor groups made more than one comment.)

Topic	Number of times mentioned
Archaeological excavations	2
Anglo-Cherokee War History	1
Any Jewish settlers	1
Colonial life	1
Details of the war	1
Enjoyed learning about useful herbs	1
French-Indian War	1
Furniture making	1
History of original families	1
Information on area after Revolutionary War to present	1
Kids hands-on programs	1
Knitting	1
More detail about participants of siege	1
More stories of our past history	1
Names and surnames of earliest settlers and burial sites in the area	1
Native herbal/gardening walk (edible plants)	1
Occupations of pre-historic people	1
Pre-historic information	1
Seen and heard most	1
The archaeology history and discoveries of the site	1
The role that Christianity played to settlers	1
Trade and trading post	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Exhibits viewed

Question 18a

On this visit, did you and your personal group view the Ninety Six NHS visitor center exhibits?

Results

- As shown in Figure 46, the proportion of visitor groups that viewed visitor center exhibits was:

79% General
66% Encampment

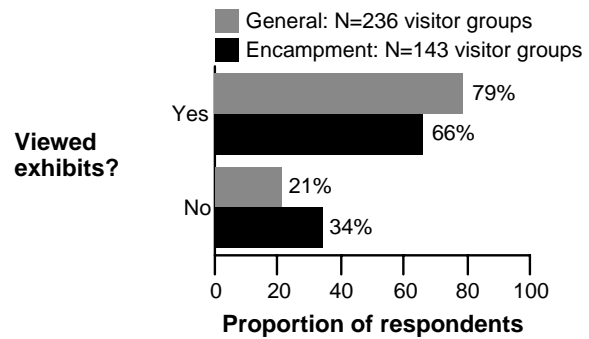


Figure 46. Visitor groups that viewed visitor center exhibits

Interest in exhibit objects

Question 18b

If YES, did you and your personal group find the exhibit objects interesting?

Results

- As shown in Figure 47, the proportion of visitor groups that found the visitor center exhibits interesting was:

98% General
95% Encampment

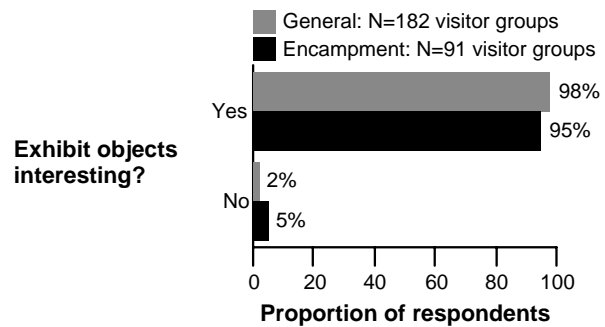


Figure 47. Visitor groups that found the visitor center exhibits interesting

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of exhibit text

Question 18c

Please rate the length of the exhibit text.

Results

- As shown in Figure 48, the proportion of visitor groups that found the length of the visitor center exhibit text to be “about right” was:

89% General
83% Encampment

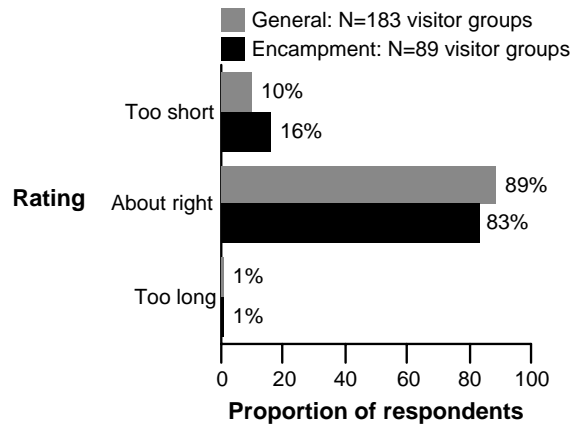


Figure 48. Visitor groups’ ratings of the length of visitor center exhibits

Hands-on exhibits

Question 18d

Would you and your personal group like more hands-on exhibits?

Results

- As shown in Figure 49, the proportion of visitor groups that would like more hands-on exhibits was:

52% General
77% Encampment

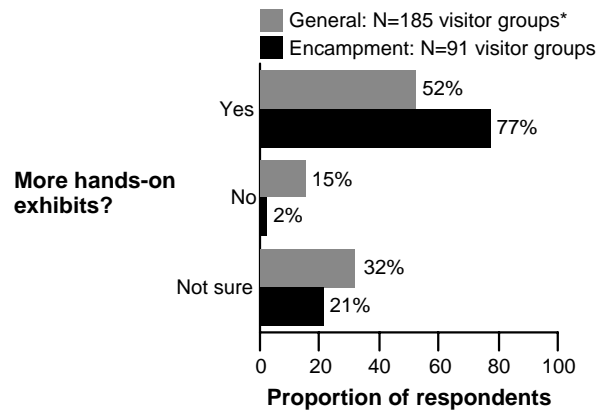


Figure 49. Visitor groups that would like more hands-on exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Electronic exhibits

Question 18e

Would you and your personal group like more electronic exhibits?

Results

- As shown in Figure 50, the proportion of visitor groups that would like more electronic exhibits was:

36% General
30% Encampment

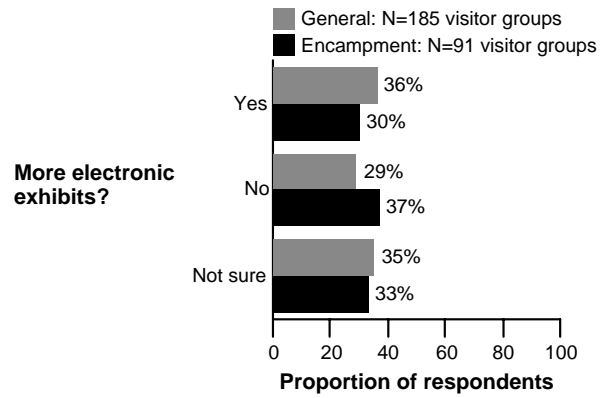


Figure 50. Visitor groups that would like more electronic exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, and Resources

Visitor services and facilities used

Question 14a

Please indicate all the visitor services and facilities that you or your personal group used at Ninety Six NHS during this visit.

Results

- As shown in Figure 51, the most common visitor services and facilities used by visitor groups were:

General

- 81% Visitor center
- 80% Restrooms
- 67% Trails

Encampment

- 76% Outdoor exhibits
- 72% Visitor center
- 65% Restrooms

- The least used service/facility was:

General

- 1% Weapons firing demonstrations

Encampment

- 9% Junior Ranger program

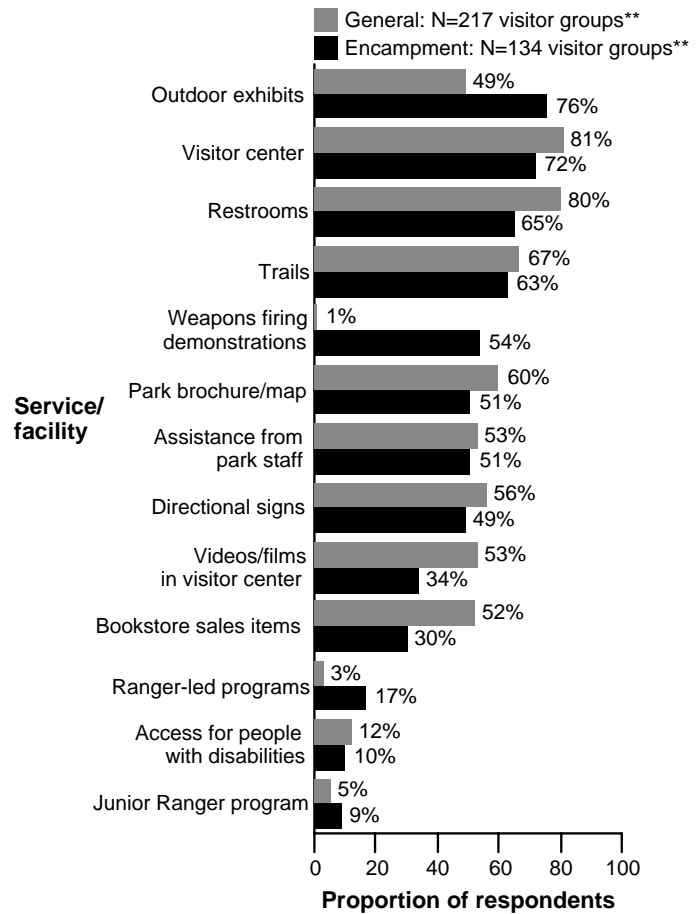


Figure 51. Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 14b

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1-5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 52 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportion of “extremely important” and “very important” ratings were:

General

92% Restrooms

Encampment

93% Restrooms

- Figures 53 to 65 show the importance ratings for each service and facility.
- The services and facilities receiving the highest “not important” ratings that were rated by 30 or more visitor groups were:

General

3% Bookstore sales items

Encampment

3% Bookstore sales times
3% Weapons firing demonstration

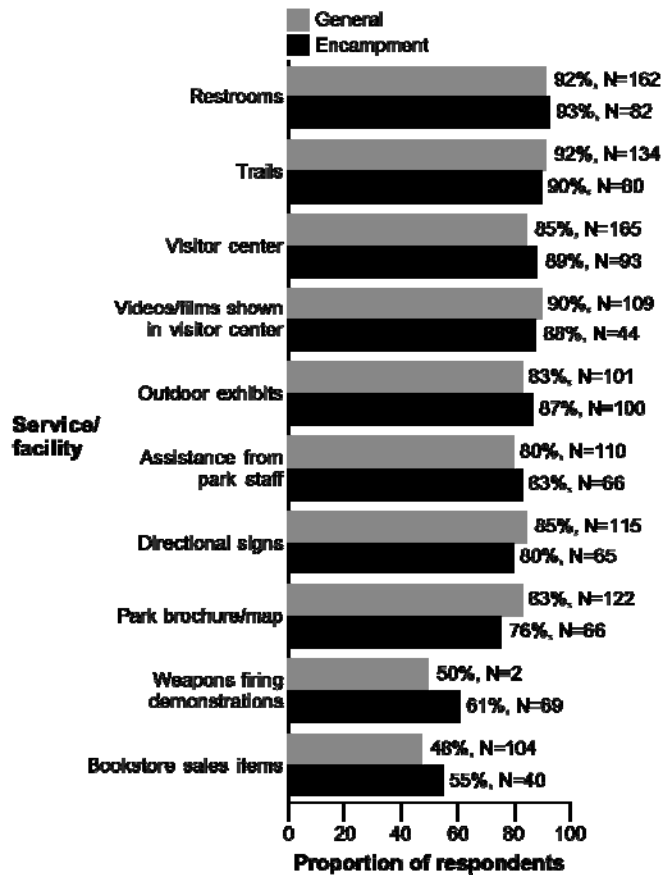


Figure 52. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

- **CAUTION!** Only two general visitor groups rated the importance of the weapons firing demonstrations.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

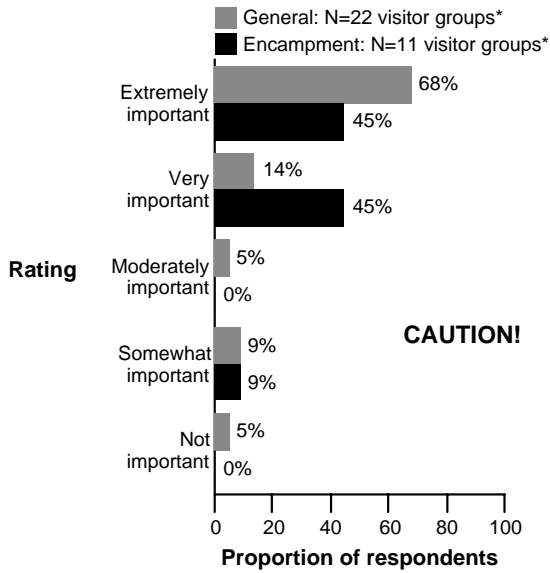


Figure 53. Importance of access for people with disabilities

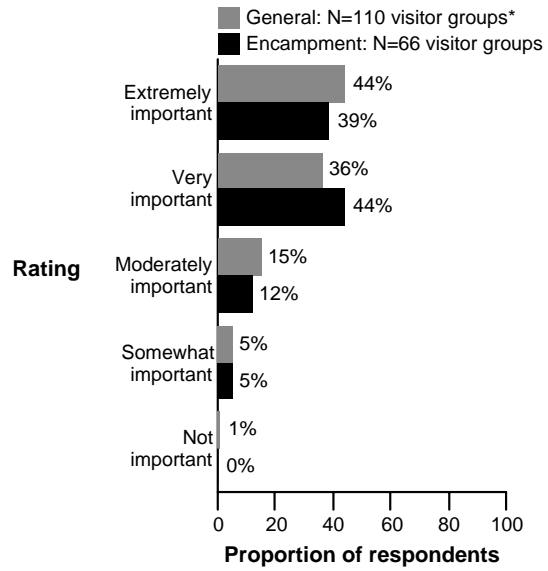


Figure 54. Importance of assistance from park staff

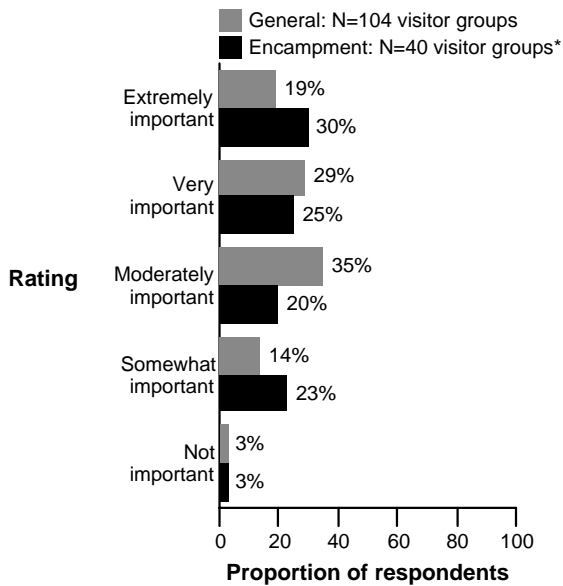


Figure 55. Importance of bookstore sales items (selection, price, etc.)

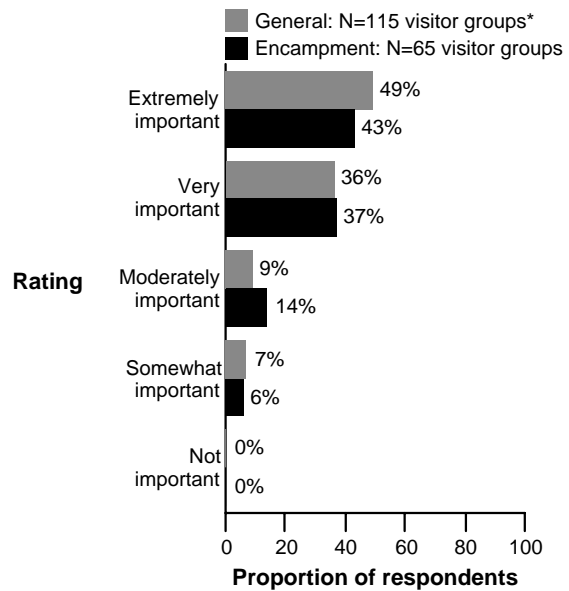


Figure 56. Importance of directional signs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

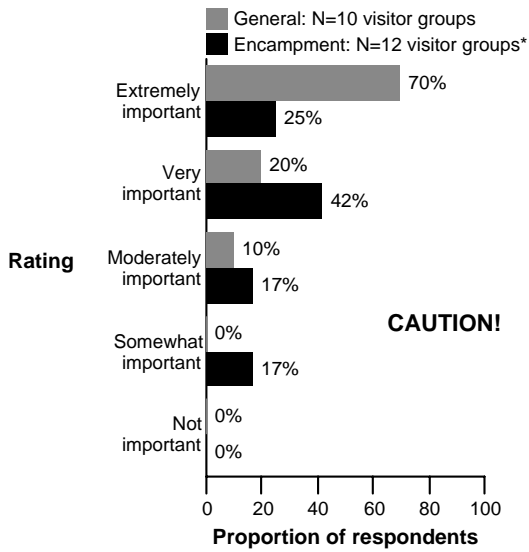


Figure 57. Importance of Junior Ranger program

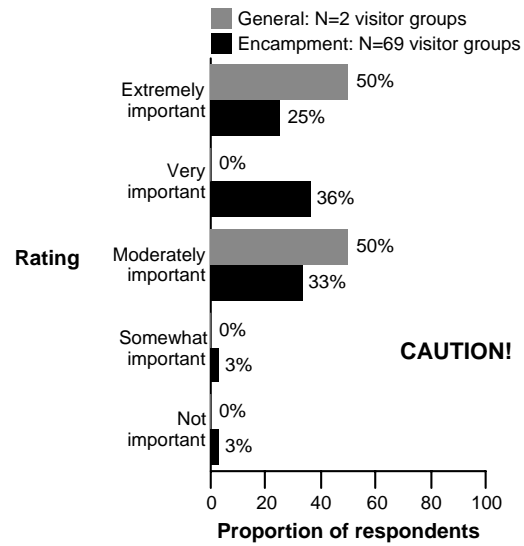


Figure 58. Importance of weapons firing demonstrations

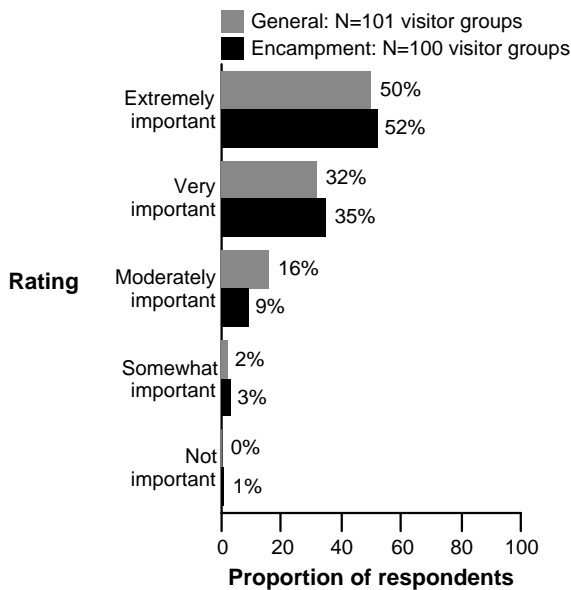


Figure 59. Importance of outdoor exhibits

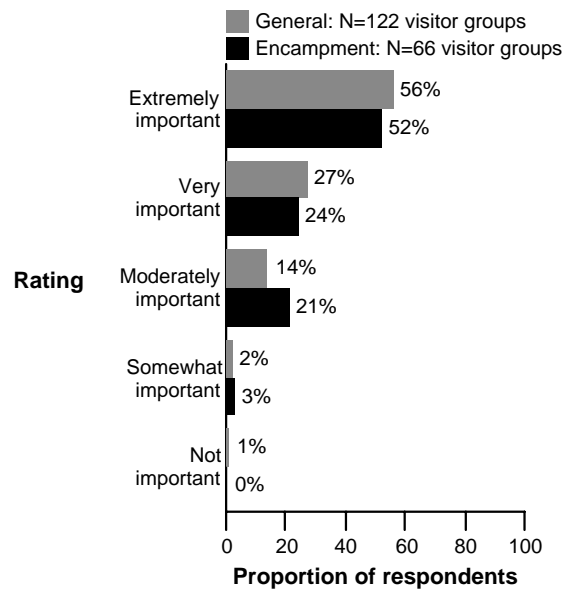


Figure 60. Importance of park brochure/map

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

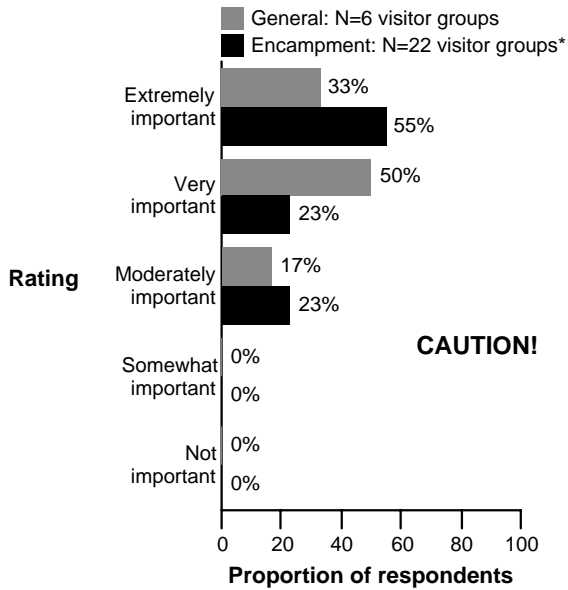


Figure 61. Importance of ranger-led programs

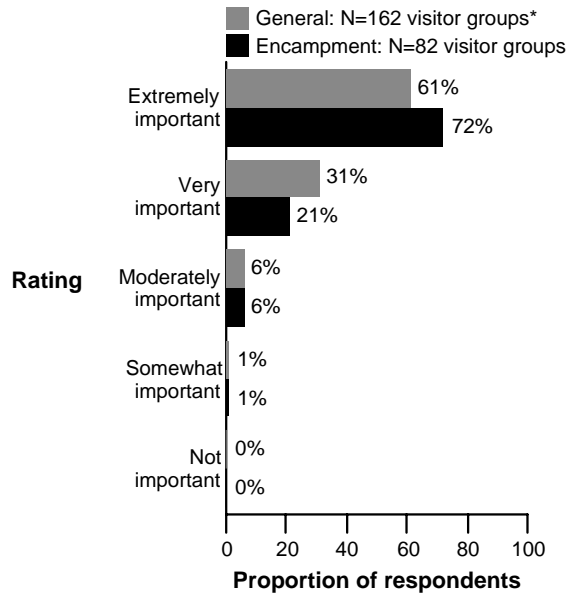


Figure 62. Importance of restrooms

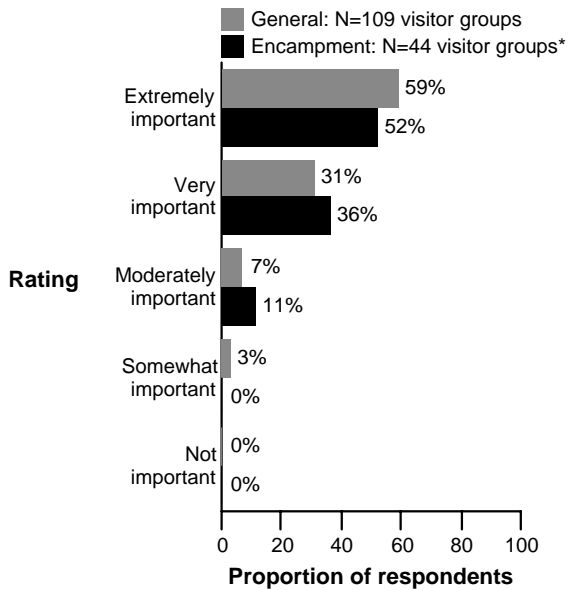


Figure 63. Importance of videos/films shown in visitor center

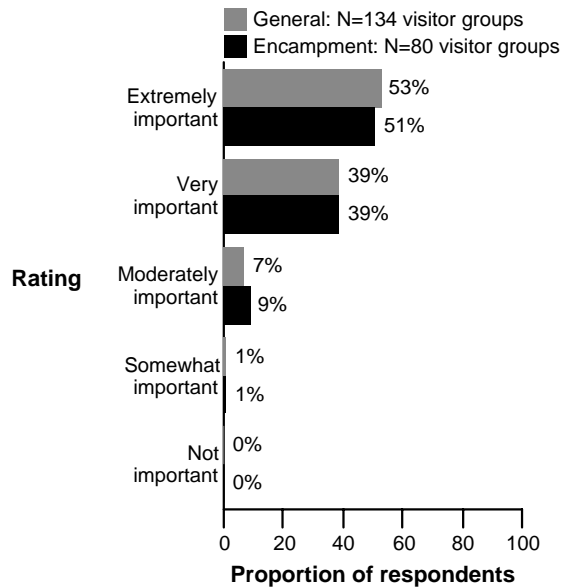


Figure 64. Importance of trails

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

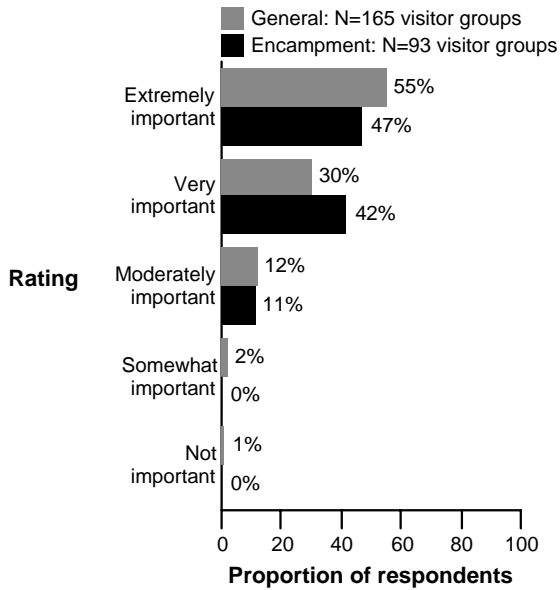


Figure 65. Importance of visitor center

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 14c

Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 66 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

General

- 99% Videos/films in visitor center
- 97% Trails
- 97% Assistance from park staff

Encampment

- 98% Trails
- 98% Assistance from park staff
- 97% Park brochure/map

- Figures 67 to 79 show the importance ratings for each service and facility.
- The services and facilities receiving the highest “very poor” ratings that were rated by 30 or more visitor groups were:

General

- 2% Restrooms

Encampment

- 3% Bookstore sales items

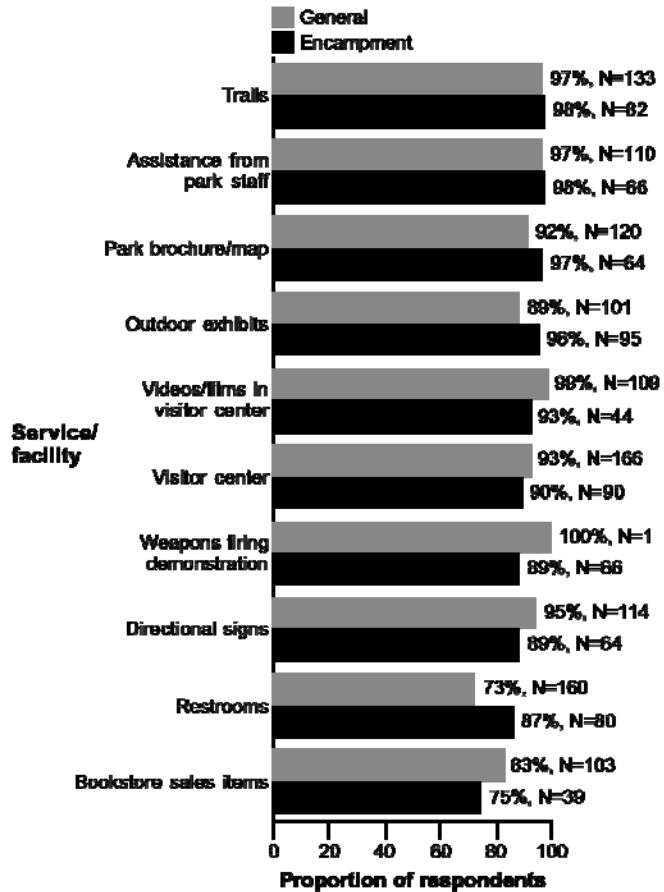


Figure 66. Combined proportions of “very good” and “good” quality ratings of visitor services and facilities

- **CAUTION!** Only one general visitor group rated the quality of the weapons firing demonstrations.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

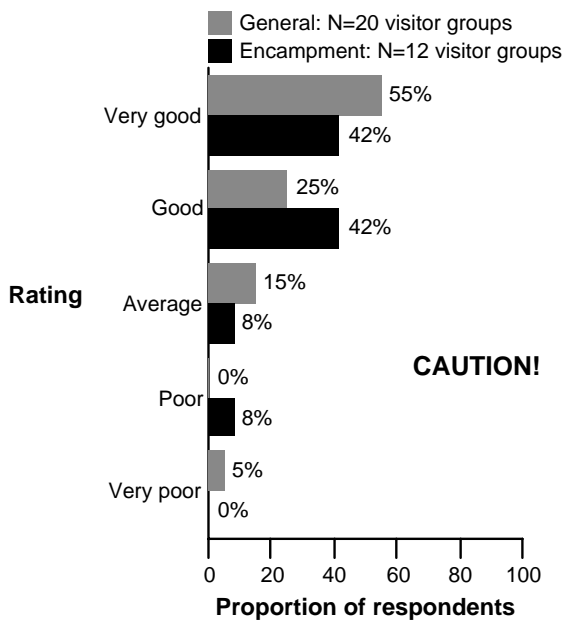


Figure 67. Quality of access for people with disabilities

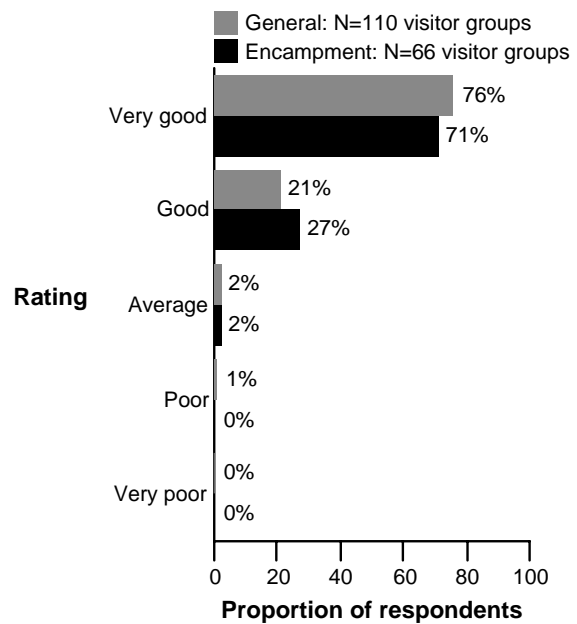


Figure 68. Quality of assistance from park staff

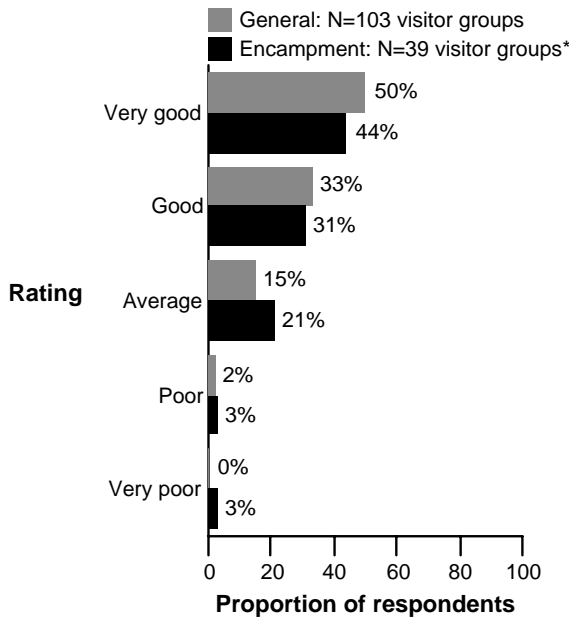


Figure 69. Quality of bookstore sales items (selection, price, etc.)

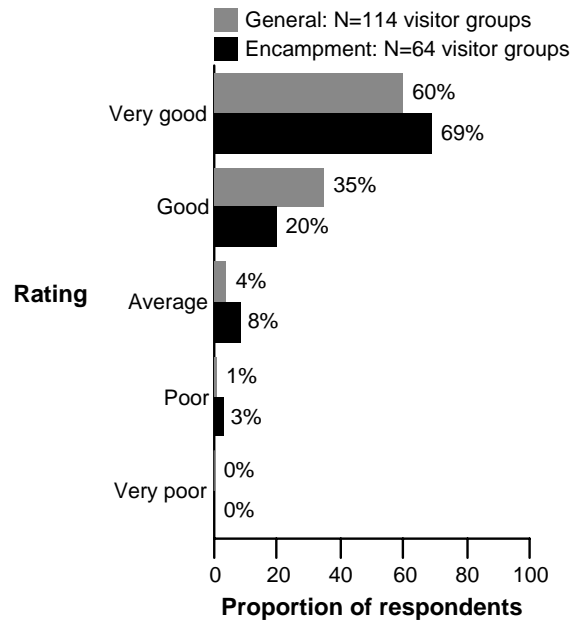


Figure 70. Quality of directional signs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

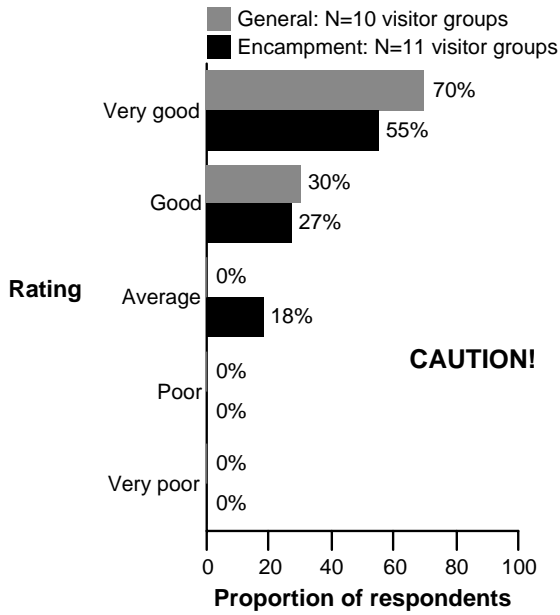


Figure 71. Quality of Junior Ranger program

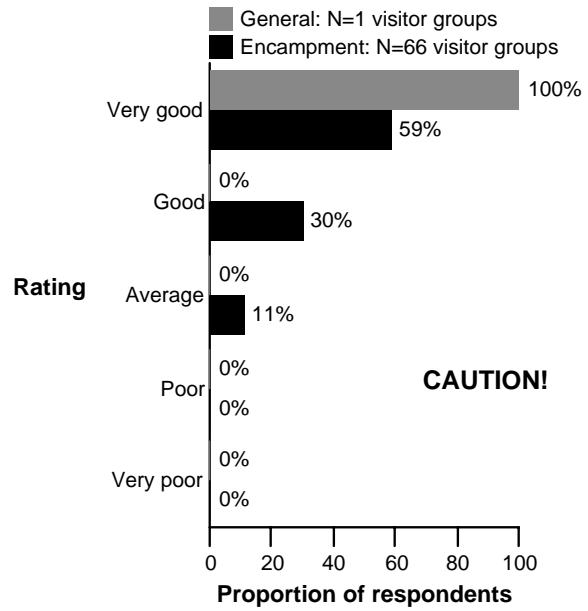


Figure 72. Quality of weapons firing demonstrations

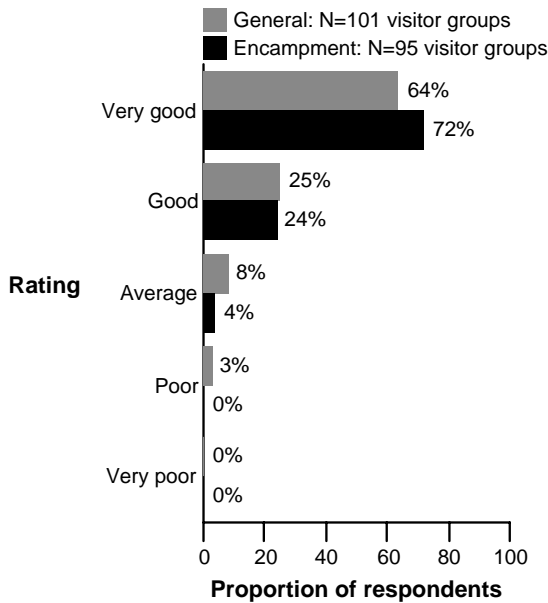


Figure 73. Quality of outdoor exhibits

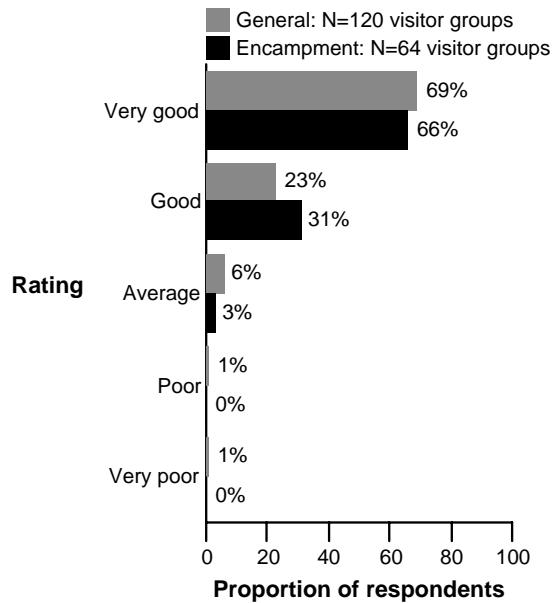


Figure 74. Quality of park brochure/map

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

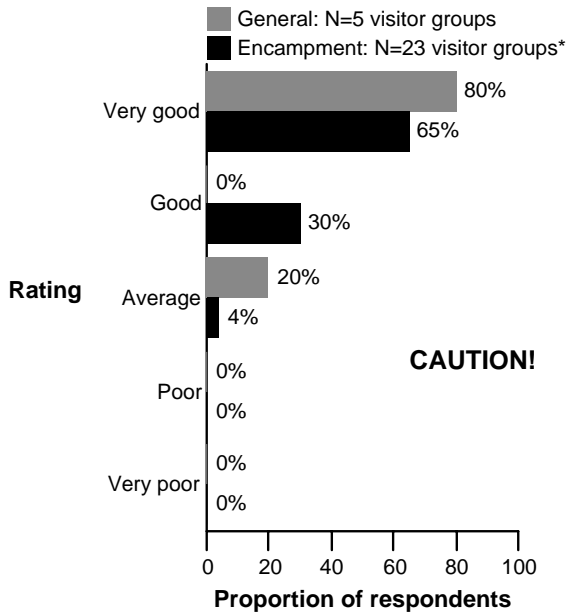


Figure 75. Quality of ranger-led programs

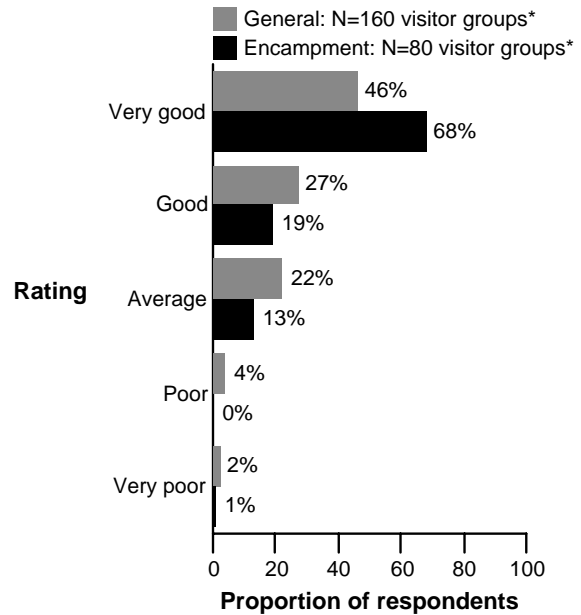


Figure 76. Quality of restrooms

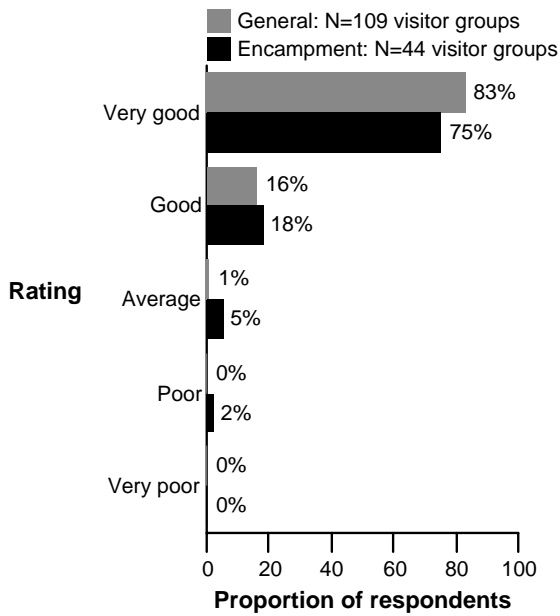


Figure 77. Quality of videos/films shown in visitor center

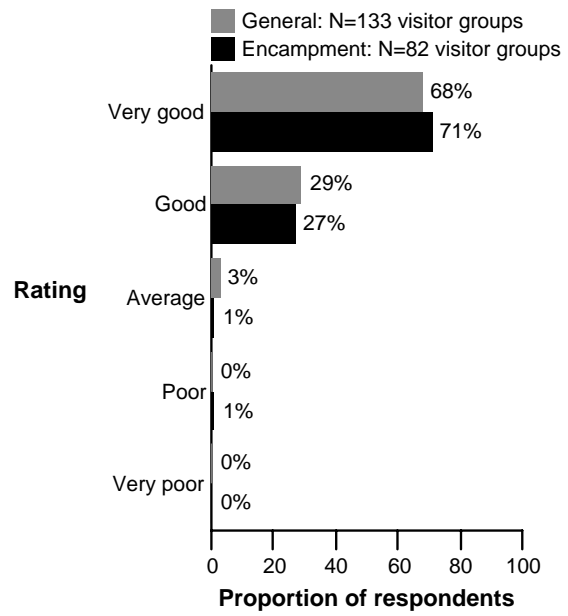


Figure 78. Quality of trails

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

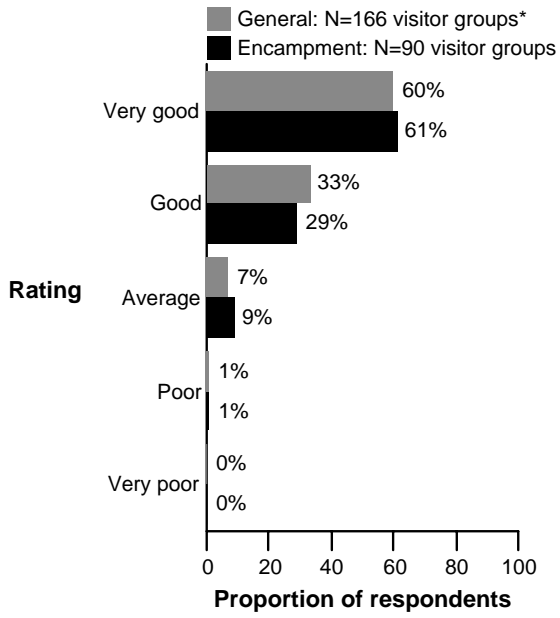


Figure 79. Quality of visitor center

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings for visitor services and facilities – General visitors

- Figures 80 and 81 show the mean scores of importance and quality ratings for all visitor services/facilities that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average.

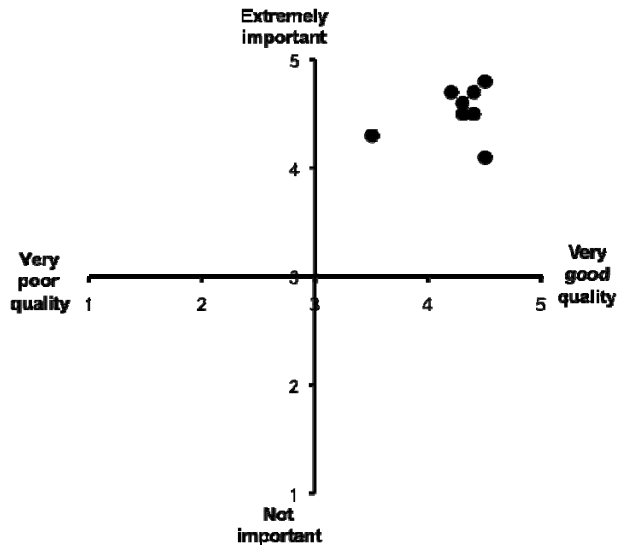


Figure 80. Mean scores of importance and quality ratings for visitor services and facilities (General visitors)

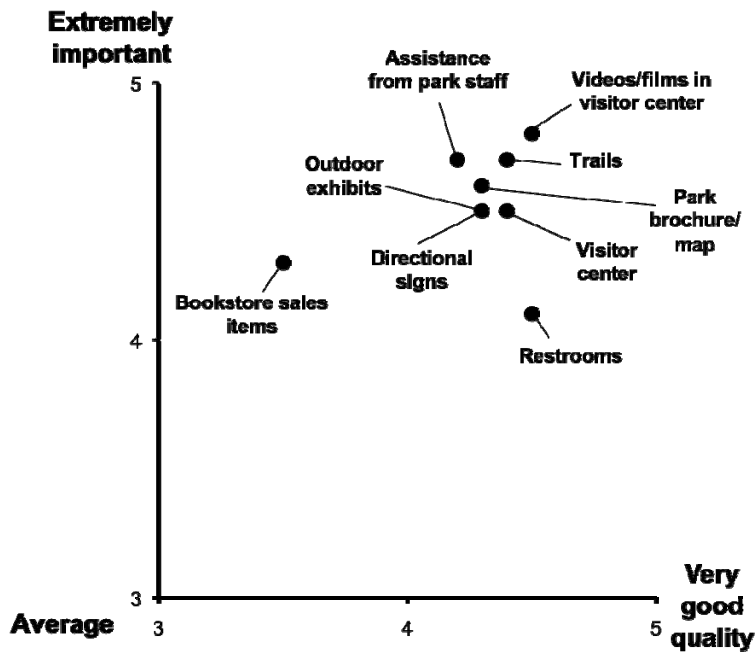


Figure 81. Detail of Figure 80

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings for visitor services and facilities – Encampment visitors

- Figures 82 and 83 show the mean scores of importance and quality ratings for all visitor services/facilities that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average.

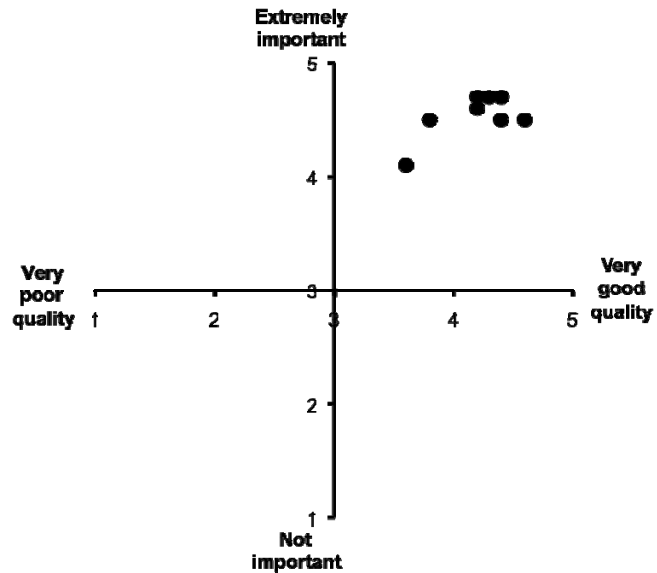


Figure 82. Mean scores of importance and quality ratings for visitor services and facilities (Encampment visitors)

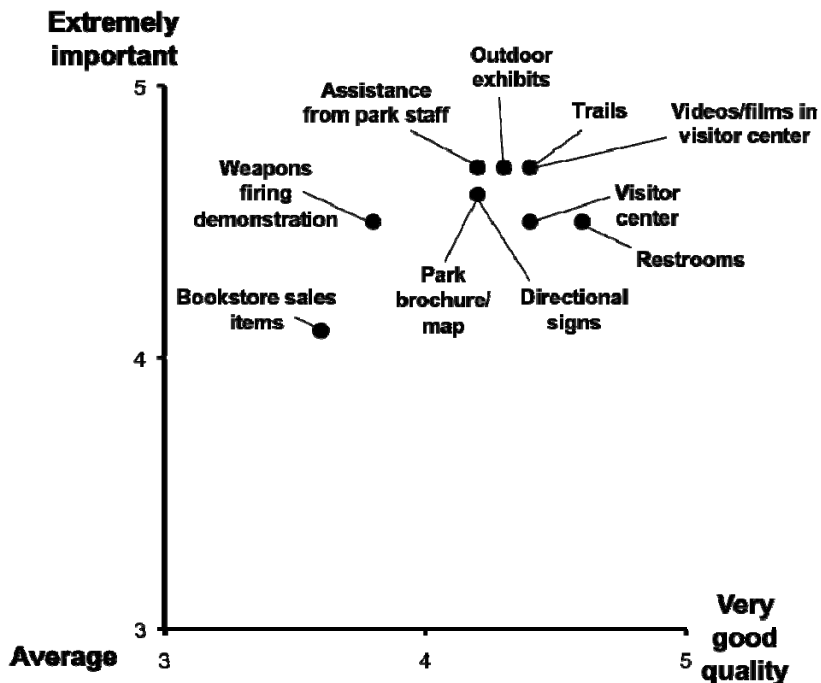


Figure 83. Detail of Figure 82

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality of personal interaction with a park ranger

Question 20a

During this visit to Ninety Six NHS, did you and your personal group have any personal interaction with a park ranger?

Results

- As shown in Figure 84, the proportion of visitor groups that had personal interactions with a park ranger was:

63% General
70% Encampment

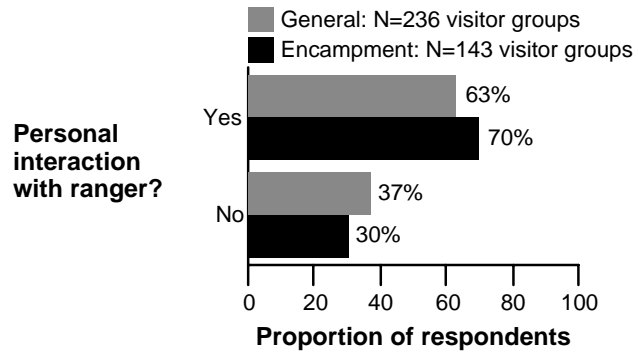


Figure 84. Visitor groups that had personal interactions with park rangers

Question 20b

If YES, please rate the quality of your interaction with the park ranger.

Results

- As shown in Figure 85 the combined proportions of “very good” and “good” quality ratings of visitor groups’ interactions with park rangers were:

General
98% Helpfulness
97% Quality of information provided
96% Courteousness

Encampment
99% Helpfulness
98% Courteousness
97% Quality of information provided

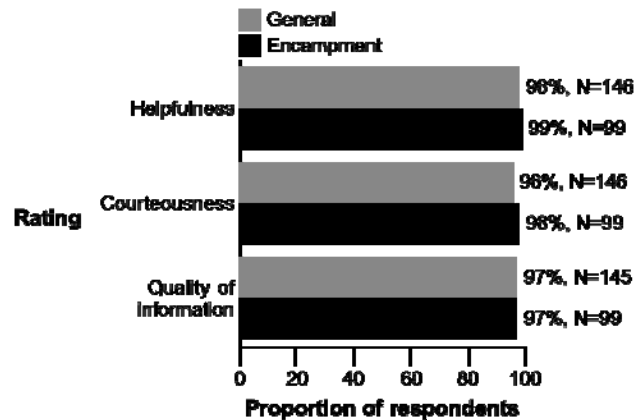


Figure 85. Combined proportions of “very good” and “good” quality ratings of interactions with park rangers

- Figures 86 – 88 show visitor groups’ rating of the quality of each element of interactions with park rangers.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

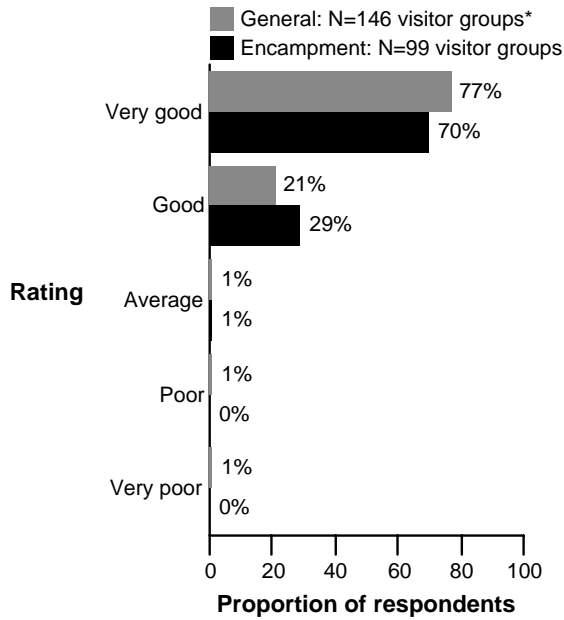


Figure 86. Quality of interaction: Helpfulness

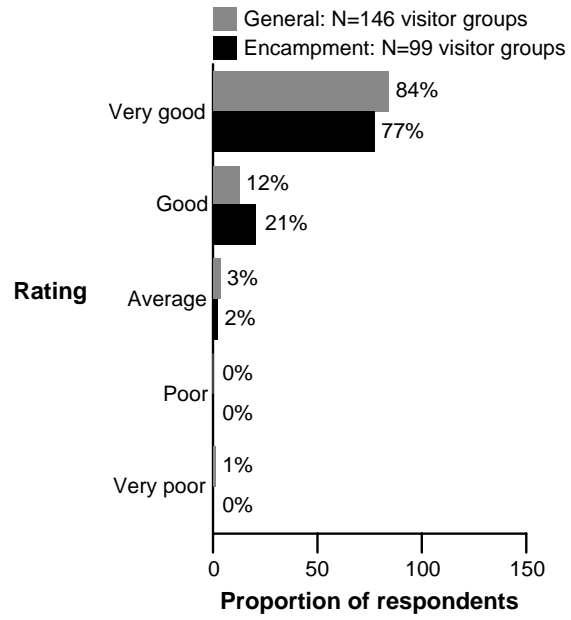


Figure 87. Quality of interaction: Courteousness

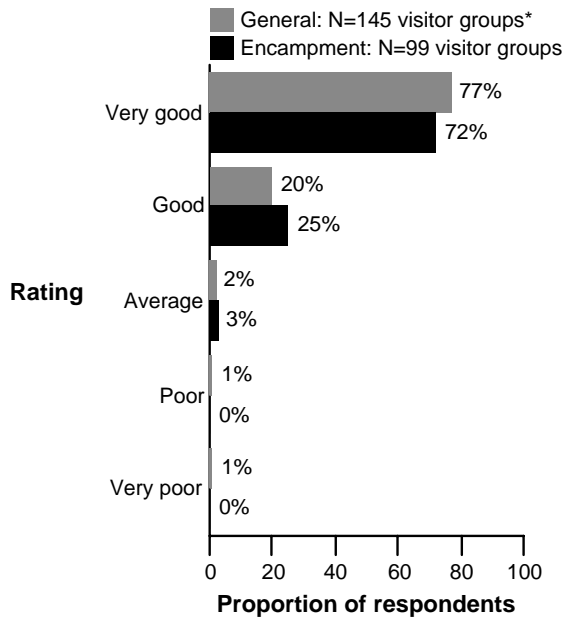


Figure 88. Quality of interaction: Information provided

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance of protecting park resources and attributes

Question 15

It is the National Park Service’s responsibility to protect Ninety Six NHS’s natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to you and your personal group?

Results

- As shown in Figure 89, the highest combined proportions of “extremely important” and “very important” ratings of park resources and attributes included:

General

- 90% Historic structures/buildings
- 90% Clean water
- 85% Clean air (visibility)
- 83% Educational opportunities

Encampment

- 92% Historic structures/buildings
- 92% Clean water
- 91% Clean air (visibility)
- 86% Educational opportunities

- The resource/attribute that received the highest “not important” rating was:

General

- 5% Recreational opportunities

Encampment

- 3% Recreational opportunities

- Tables 15a and 15b show the importance ratings of park resources and attributes.

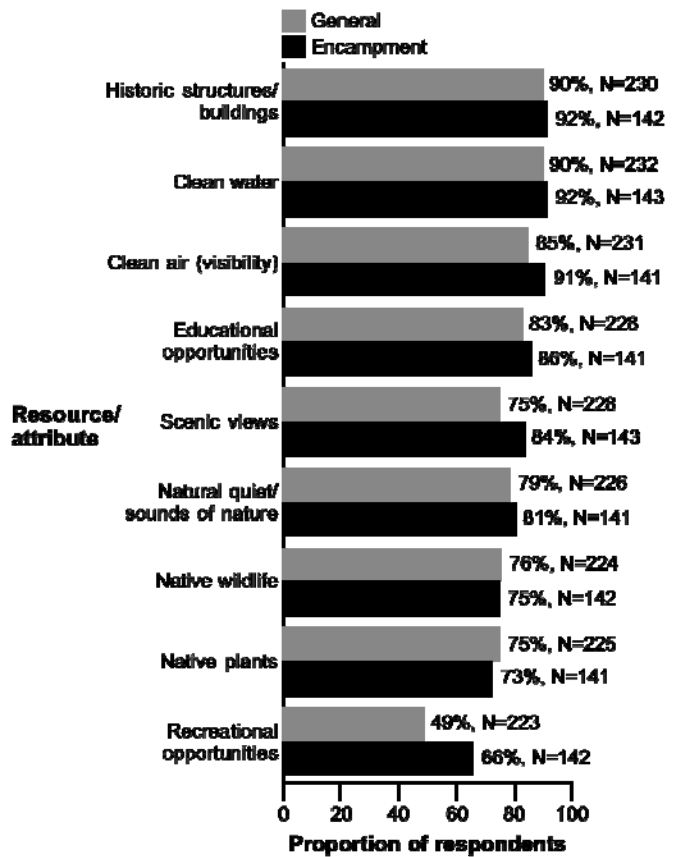


Figure 89. Combined proportions of “extremely important” and “very important” ratings of park resources and attributes

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15a. Visitor ratings of importance of protecting park resources and attributes – General visitors (N=number of visitors that rated each resource/attribute.)

Resource/attribute	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	231	1	3	11	32	53
Clean water	232	1	2	8	29	61
Educational opportunities	228	<1	4	13	39	44
Historic structures/buildings	230	<1	1	9	36	54
Native plants	225	<1	8	16	33	42
Native wildlife	224	1	8	16	33	43
Natural quiet/sounds of nature	226	1	6	13	31	48
Recreational opportunities	223	5	18	27	27	22
Scenic views	228	1	8	15	36	40

Table 15b. Visitor ratings of importance of protecting park resources and attributes – Encampment visitors (N=number of visitors that rated each resource/attribute.)

Resource/attribute	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	141	2	3	4	39	52
Clean water	143	2	2	4	31	61
Educational opportunities	141	1	1	11	41	45
Historic structures/buildings	142	1	1	6	38	54
Native plants	141	1	3	23	39	34
Native wildlife	142	1	4	21	37	38
Natural quiet/sounds of nature	141	2	3	13	40	41
Recreational opportunities	142	3	6	25	40	26
Scenic views	143	1	4	12	46	38

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visit

Visit in future

Question 25

Would you and your personal group be likely to visit Ninety Six NHS again in the future?

Results

- As shown in Figure 90, the proportion of visitor groups that would be likely to visit Ninety Six NHS again in the future was:

73% General
92% Encampment

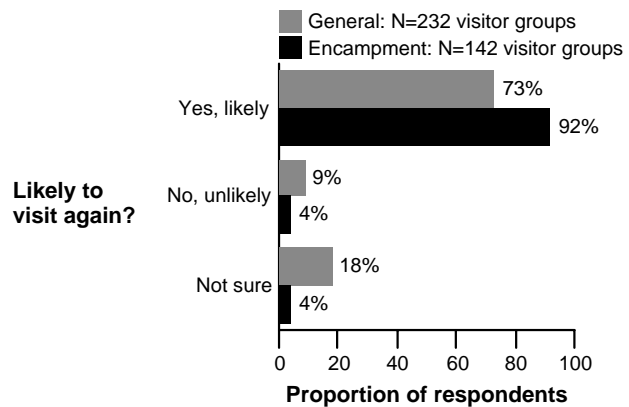


Figure 90. Visitor groups that would be likely to visit Ninety Six NHS again in the future

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred methods to learn about the park

Question 19

If you were to visit Ninety Six NHS in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Ninety Six NHS?

Results

- As shown in Figure 91, the proportion of visitor groups that were interested in learning about the park on a future visit were:

90% General
97% Encampment

- As shown in Figure 92, among those visitor groups that were interested in learning about the park, the most preferred methods were:

General
71% Outdoor exhibits
66% Printed materials

Encampment
84% Outdoor exhibits
79% Special events

- “Other” methods were:
 General (3%)
 Battle reenactments similar to 1976 reenactment
 Gun shop and repair
 Historian talks
 Lists of soldiers who fought there
 Encampment (1%)
 Christian church services

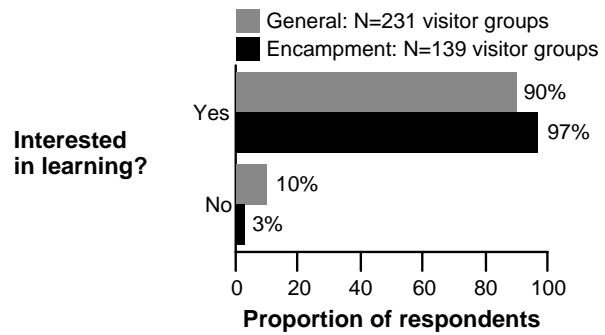


Figure 91. Visitor groups that were interested in learning about the park

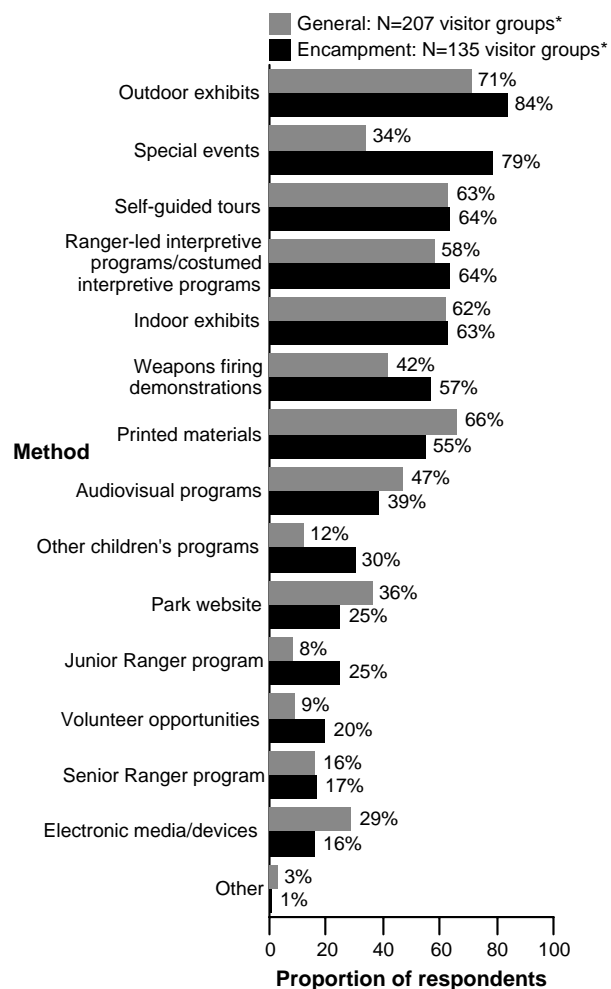


Figure 92. Preferred methods for learning

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ranger-led program preferences

Question 16a

If you were to visit in the future, would you and your personal group be interested in attending ranger-led programs at Ninety Six NHS?

Results

- As shown in Figure 93, the proportion of visitor groups that would be interested in attending ranger-led programs on a future visit were:

63% General
68% Encampment

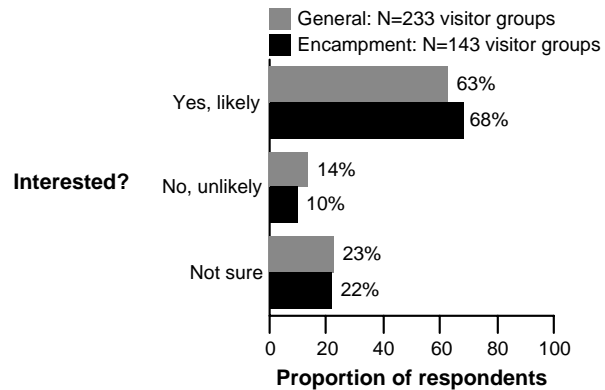


Figure 93. Visitor groups that were interested in attending ranger-led programs on a future visit

Question 16b

If YES, which types of programs would you and your personal group be most likely to attend?

Results

- As shown in Figure 94, the most common types of programs that visitor groups would be most likely to attend were:

General
93% On-site programs at the park
66% Activities at historic cabin

Encampment
94% On-site programs at the park
79% Hands-on demonstrations

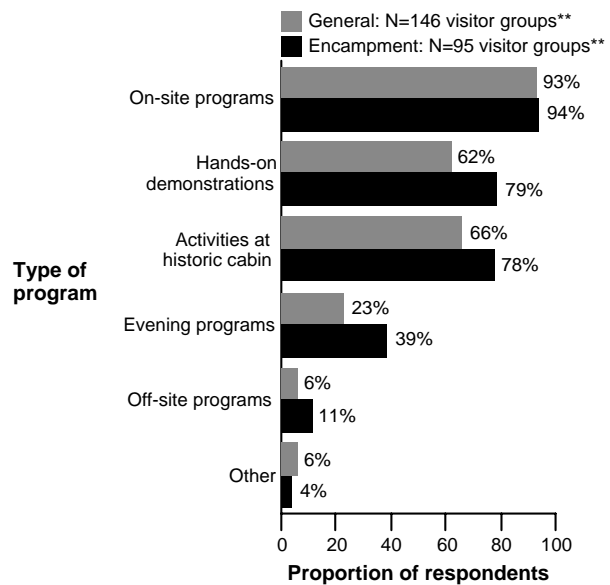


Figure 94. Preferred types of programs

- “Other” methods were:

General (6%)
Anything for kids
Historian talks
Programs to learn time period crafts for holiday seasons
Reenactments
Volunteer programs
Would likely attend any program

- “Other” methods (continued)

Encampment (4%)
Historic wagon/hay ride (ranger-led)
Nature information walks or rides
Ranger-led
Staff ride of battle

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 16c

If YES, what length of program would you and your personal group be most likely to attend?

Results

- As shown in Figure 95, the length of program that most visitor groups were most likely to attend was:

General

60% One half hour to one hour

Encampment

61% One half hour to one hour

- “Other” lengths were:

General (3%)

- 1 hour to whatever it takes
- 1/2 day
- 3-4 hours
- All day
- Depends on program
- One day/two day

Encampment (2%)

- Depends on program

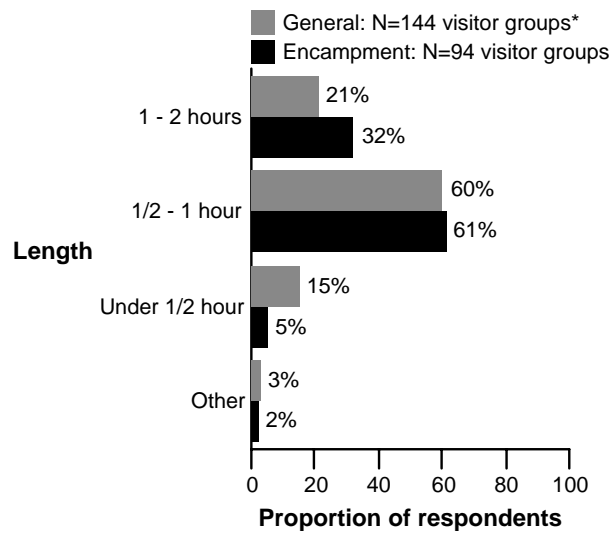


Figure 95. Preferred length of ranger-led program

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Bookstore sales item preferences

Question 21a

If you were to visit the Ninety Six NHS visitor center bookstore in the future, are there any sales items that you and your personal group would like to purchase that are not currently available?

Results

- As shown in Figure 96, the proportion of visitor groups that would like to purchase items from the bookstore that are not currently available were:

20% General
21% Encampment

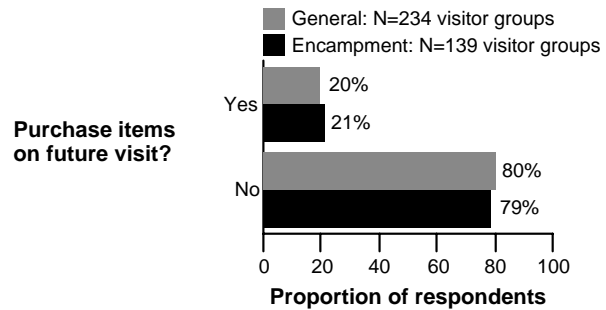


Figure 96. Visitor groups that would like to purchase bookstore sales items that are not currently available

Question 21b

If YES, which items would you like to have available for purchase?

Results

- As shown in Figure 97, the most common types of bookstore sales items that visitor groups would like to have available for purchase were:

General
56% Additional publications
44% Additional maps

Encampment – **CAUTION!**
Not enough visitor groups responded to this question to provide reliable results.

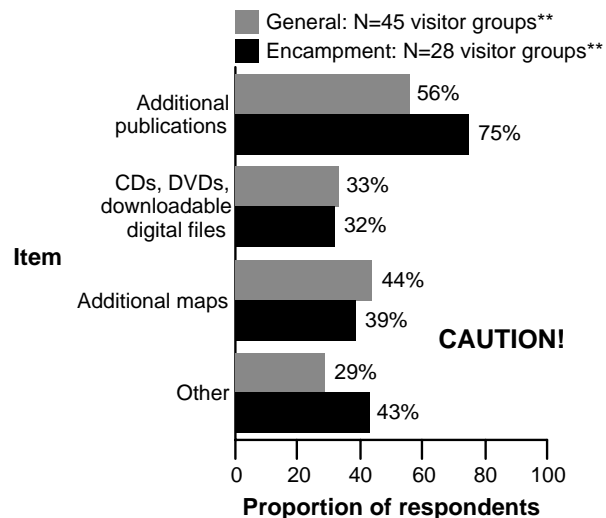


Figure 97. Preferred bookstore sales items

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

- “Other” sales items visitor groups would like to have available for purchase were:

General (29%)

"Don't tread on me" items
List of all national parks
More war era memorabilia (like
Guilford Courthouse shop
and Kings Mountain
National Military Park)
NPS hiking stick medallions
Postcard of 3lb cannon
Shot glass
Silver metal soldiers
The 2010 national parks stamp
set

Encampment (43%)

Food/drink
Better patch
Commemorative stamps and coins
Knives/swords
Larger selection of items in the gift
shop
More T-shirts, moccasins, etc.
Ninety Six maps
Period replicas
Star Fort postcard (out-of-stock in store
at time of visit)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 21b

List subjects you are interested in (open-ended).

Results

- 21 general visitor groups subjects for additional publications (see Table 16a).
- 15 encampment visitor groups listed subjects for additional publications (see Table 16b).

Table 16a. Subjects for additional publications - General visitors (N=26 comments; some visitor groups made more than one comment)

Subject	Number of times mentioned
Revolutionary War history	3
Colonial life	2
Area trail guides	1
Battle of Musgrove's Hill	1
Book on Colonel James Williams	1
Book selection is pretty good	1
Botany	1
Calhoun settlement	1
Colonial South Carolina primary sources	1
Crow Indians	1
Decorative flags or windsocks	1
Drill Manuals	1
Entire Ninety Six district pre-revolution	1
From other parks to	1
History of nearby towns	1
Local farming and early manufacturing	1
Long Canes	1
More history about Ninety Six area	1
Novels about revolutions - for adults and children	1
Revolutionary War battles, leaders, campaigns	1
Revolutionary War items	1
Spoons and shot glasses	1
Weapons used in this battle	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 16b. Subjects for additional publications – Encampment visitors (N=20 comments; some visitor groups made more than one comment.)

Subject	Number of times mentioned
Anglo-Cherokee War	1
Detailed time lines	1
Diaries of folks who experienced the battle	1
French and Indian War	1
Hand tools and their uses	1
Historical fiction	1
History	1
I would like to see my books for sale	1
More about native Americans	1
More for elementary school age children	1
More selection of Revolutionary history and colonial history	1
Parker's Guide to Revolutionary War in South Carolina	1
Pre-revolution	1
Revolution/colonial life	1
Revolutionary war and colonial life	1
Revolutionary war in South Carolina	1
South Carolina history	1
T-shirts	1
Time-Life civil war series	1
Walking tour guide	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park trails

Question 13

Currently, Ninety Six NHS has several relatively short trails (up to 2 miles long). If you were to visit the park in the future, would you and your personal group be interested in walking a longer nature trail?

Results

- As shown in Figure 98, the proportion of visitor groups that would be interested in walking a longer nature trail was:

54% General
54% Encampment

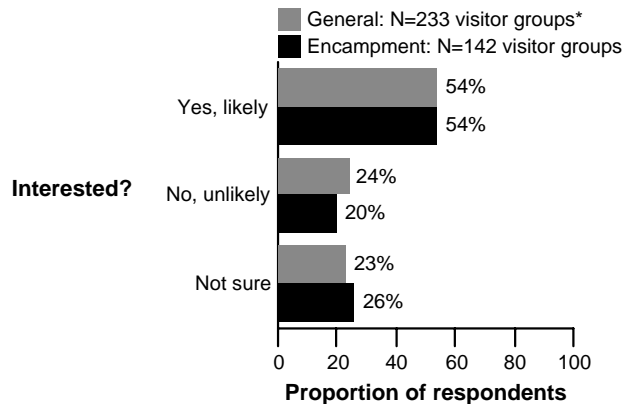


Figure 98. Visitor groups that would be interested in walking a longer nature trail

Question 26

If Ninety Six NHS were to have an electric golf cart available for visitors unable to walk the 1-mile historic trail, is there anyone in your group who would be likely to use it?

Results

- As shown in Figure 99, the proportion of visitor groups that would be likely to use an electric golf cart was:

32% General
38% Encampment

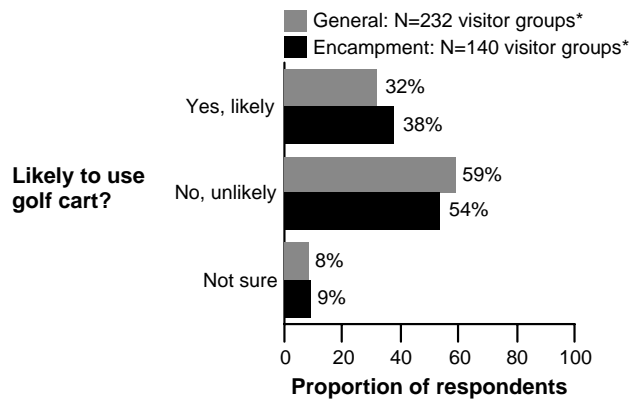


Figure 99. Visitor groups that would be likely to use an electric golf cart

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 31

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Ninety Six NHS during this visit?

Results

- As shown in Figure 100, the proportion of visitor groups that rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” was:

96% General

94% Encampment

- No visitor groups rated the overall quality as “very poor” or “poor.”

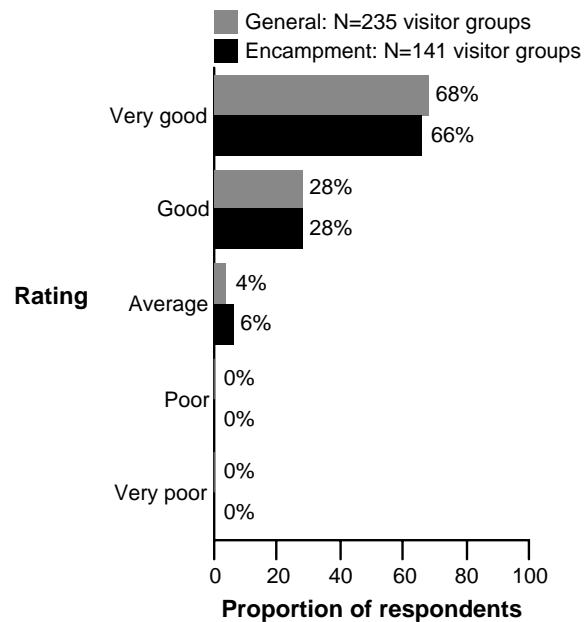


Figure 100. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

National Park Service anniversary events

Question 28

The National Park Service will be celebrating its 100th anniversary in 2016. How would you and your personal group like to see Ninety Six NHS celebrate this event? (open-ended)

Results

- 52% of general visitor groups (N=123) responded to this question.
- 55% of encampment visitor groups (N=77) responded to this question.
- Tables 17a and 17b show a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 17a. NPS anniversary event suggestions – General visitors (N=150 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
Would support a celebration	25
Reenactment	21
Don't know/not sure	16
Living history activities	8
Revolutionary War battle reenactment	8
Fireworks	7
Interpretive programs	5
Special events	4
Reenactment of village life during the era	3
Barbecue	2
Big party/celebration	2
Children's events	2
Costumed interpreter guided walks	2
Food and drinks from the period	2
Invite famous actors	2
Living history demonstrations	2
Revolutionary War era fair	2
Additional information	1
All about park and people	1
Anything would be fine	1
Candlelight walks	1
Combine with tour of Kings Mountain NMP and Cowpens NB	1
Community event	1
Don't do events	1
Erect a monument to patriots	1
Evening worship/gospel sing	1
Exhibits of village culture	1
Extended celebration with activities	1
Fundraiser for additional historic structures	1
Fundraising	1
Happy birthday banner	1
Historians on site	1

Table 17a. NPS anniversary event suggestions – General visitors
(continued)

Comment	Number of times mentioned
Historical presentations	1
Improve advertisement to schools	1
Indians	1
Invite descendants of Ninety Six settlers	1
Live music	1
Living history hands-on demonstrations	1
Media coverage	1
More local and regional publicity	1
More staff along the trail to interact with visitors	1
Not important	1
Open house at the cabin	1
Open the tunnel	1
Picnic	1
Provide lists of other national parks	1
Ranger presence	1
Reconstruct the shooting tower	1
Remembrances of early park employees/founders	1
Special event with food	1
Special fishing days for seniors and disabled	1
Special site-specific stamp for the 100th	1
Time line of the establishment of this park	1
Weapons demonstrations	1

Table 17b. NPS anniversary event suggestions – Encampment visitors (N=77 comments; some visitors made more than one comment.)

Comment	Number of times mentioned
Reenactment	10
Revolutionary War battle reenactment	9
Living history encampment	6
Special events	5
Don't know/not sure	4
Fireworks	4
Anything	3
Crafts	3
Living history exhibits/demonstration	3
Big party/celebration	2
Monthly special events throughout the year	2
More interpretive/ranger programs/tours	2
Not interested	2
Parade	2
Activities and events for all ages	1
Big screen movie about Star Fort battle	1
Bring Smokey Bear	1
Cake and coffee served in the cabin	1
Celebrate colonial life	1
Celebration of Indians	1
Celebration with live music	1
Cherokee Indian reenactment battles	1
Christian church service	1
Demonstrations throughout the site (Star Fort and original town)	1
Give door prizes	1
Family fun day	1
Focus on what this site brought to U.S. history	1
Food	1
Food and drinks	1
Food and drinks from the period	1
Hand-outs on British history	1
Hands-on colonial events	1
Have a cookout	1
Hay rides	1
History programs	1
Independence Day festivities	1
Indian pow-wow	1
Interpretive/ranger programs/tours	1
Involve local schools	1

Table 17b. NPS anniversary event suggestions – Encampment visitors
(continued)

Comment	Number of times mentioned
Like it as it is	1
Live music	1
Local entertainment	1
Military programs	1
More character presentations like Goudy's	1
More exhibits	1
More historical structures (replicas)	1
More information on slavery in the Carolina colonies	1
More school programs	1
Native Americans	1
Nature walks	1
New exhibits	1
Night time weapons firing	1
Old movies about the Revolutionary War	1
Period activities for children	1
Place a 100th Anniversary geocache	1
Programs like today's	1
Publicize at other parks	1
Rebuild the town	1
Rendezvous	1
Sell shirts	1
Similar to 4th of July celebration	1
Similar to April 11, 2010 but even more	1
Special events on multiple weekends	1
Special events throughout the year	1
Special guided tour	1
Star-themed activities	1
Storytellers	1
Tours	1

What visitors liked most

Question 27a

What did you and your personal group like most about your visit to Ninety Six NHS? (open-ended)

Results

- 89% of General visitor groups (N=210) responded to this question.
- 84% of Encampment visitor groups (N=120) responded to this question.
- Tables 18a and 18b show a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 18a. Liked most – General visitors
(N=333 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (5%)	
Friendly staff/rangers	8
Knowledgeable rangers	4
Helpful staff/rangers	2
Rangers	2
Other comment	1
INTERPRETIVE SERVICES (39%)	
Park video	34
Interpretive trail	17
Historical information	15
Learning about history	11
Trailside signs/exhibits	9
Informative/educational	8
Indoor exhibits	6
Learning Revolutionary War history	6
Walking tour	4
Bookstore	2
Historical relevance/significance	2
Junior Ranger program	2
Museum	2
Portraits/paintings in the visitor center	2
Ranger program	2
U.S. history	2
Other comments	6

Table 18a. Liked most – General visitors (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (16%)	
Cleanliness/maintenance of site	19
Trails	13
Interpretive trail	5
Paved trails	3
Visitor center	3
Historic roads/trails still maintained	2
Other comments	7
POLICY/MANAGEMENT (2%)	
Off-trail walking allowed	2
Other comments	3
RESOURCE MANAGEMENT (10%)	
Seeing the Star Fort	11
Seeing the Earthenworks	4
Historical structures	3
Preservation of site	2
Reservoir/Star Fort Pond	2
Seeing the town site	2
Other comments	9
GENERAL (29%)	
Peacefulness/quiet	21
Everything	9
Fishing	8
Walk/exercise	8
Beautiful place	5
Nature	5
Scenery	5
Natural beauty	3
Being outside	2
Did not know it existed	2
Enjoyed visit	2
Park is accessible	2
Site	2
Trailside signs/exhibits	2
Other comments	20

Table 18b. Liked most – Encampment visitors
(N=195 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (3%)	
Friendly park staff	3
Other comments	2
INTERPRETIVE SERVICES (23%)	
Learning history	13
Park video	8
History	6
Trailside signs/exhibits	6
Ranger-led program/walking tour	5
Exhibits	2
Other comments	4
INTERPRETATION/REENACTMENT (37%)	
Reenactment activities/demonstrations	12
Reenactment event	8
Friendly reenactors	8
Conversations/interaction with reenactors	6
Indian reenactors/dancers	5
Living history of colonial life	5
Knowledgeable reenactors	4
Authenticity of the reenactment	2
Beehive ovens	2
Cannon firing demonstration	2
Reenactment craft demonstrations	2
Weapons demonstrations	2
Other comments	15
FACILITIES/MAINTENANCE (13%)	
Trails	10
Cleanliness/maintenance of park	7
Other comments	9
RESOURCE MANAGEMENT (2%)	
Comments	3
GENERAL (23%)	
Liked everything	4
Scenery	4
Beauty	3
Being outdoors	3
Peacefulness/quiet	3
Nature	2
People	2
Proximity to home	2
Walking/hiking	2
Other comments	19

What visitors liked least

Question 27a

What did you and your personal group like least about your visit to Ninety Six NHS? (open-ended)

Results

- 51% of general visitor groups (N=121) responded to this question.
- 56% of encampment visitor groups (N=80) responded to this question.
- Tables 19a and 19b show a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 19a. Liked least – General visitors
(N=138 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (2%)	
More staff needed	2
Other comment	1
INTERPRETIVE SERVICES (14%)	
Lack of interpretive programs	2
Other comments	18
FACILITIES/MAINTENANCE (26%)	
Lack of directional signs	4
Restrooms	4
Walk/trail was too long	4
More parking after hours	3
Museum is too small	2
Other comments	19
POLICY/MANAGEMENT (4%)	
Comments	5
RESOURCE MANAGEMENT (8%)	
Increase creel limits for fish	2
Lack of historic structures	2
Other comments	7
GENERAL (46%)	
Nothing to dislike	31
Not enough time	12
Heat	6
Missed the special event	3
Enjoyed visit	2
Humidity	2
Other comments	7

Table 19b. Liked least – Encampment visitors
(N=86 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (1%)	
Comment	1
INTERPRETIVE SERVICES (13%)	
Indian dancers	2
Other comments	9
FACILITIES/MAINTENANCE (22%)	
Need more seating/benches	3
Improve directional signage (highway)	2
Portable toilets	2
Visitor center	2
Other comments	10
POLICY/MANAGEMENT (5%)	
The survey	2
Other comments	2
RESOURCE MANGEMENT (2%)	
Comments	2
GENERAL (57%)	
Nothing to dislike	27
No food services	5
Not enough time	4
Other comments	13

Planning for the future

Question 29

If you were a manager planning for the future of Ninety Six NHS, what would you and your personal group propose? (open-ended)

Results

- 48% of general visitor groups (N=114) responded to this question.
- 50% of encampment visitor groups (N=72) responded to this question.
- Tables 20a and 20b show a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 20a. Planning for future – General visitors (N=173 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (3%)	
More rangers	2
Other comments	4
INTERPRETIVE SERVICES (45%)	
Expand the museum exhibits	6
Living history events/demonstrations	5
Promote non-historic aspects of the site (running, hiking, nature)	3
Ranger-led tours/programs	3
3-D map/model of the battlefield	2
Continue historical preservation	2
iPod/smart phone/headphone tours	2
Identification of plants/trees/shrubs	2
Interactive web/YouTube tours	2
Larger video screen	2
More outdoor activities	2
Reenactments	2
Other comments	45
FACILITIES/MAINTENANCE (17%)	
Improve directional signage	5
Golf carts for the mobility-challenged	3
Continue high level of park maintenance	2
More walk/hiking trails	2
Other comments	18

Table 20a. Planning for future – General visitors
(continued)

Comment	Number of times mentioned
POLICY/MANAGEMENT (19%)	
Maintain park to current standards	7
More advertisement	4
Advertise via newspaper and internet	2
Increase publicity/advertising	2
Keep it open	2
Open log cabin to the public	2
Other comments	14
RESOURCE MANAGEMENT (10%)	
Reconstruct/restore historic buildings	6
Reconstruction of siege/battle works	6
Reconstruct historical buildings	2
Other comments	4
GENERAL (5%)	
No suggestions	5
Other comments	3

Table 20b. Planning for future – Encampment visitors
(N=113 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (2%)	
Comments	2
INTERPRETIVE SERVICES (35%)	
Increase outreach to area schools	4
Add hands-on experiences/activities	3
Add interactive exhibits	2
Expand/update museum and exhibits	2
More information on Cherokee Indians	2
Other comments	27
FACILITIES/MAINTENANCE (18%)	
Improve directional signage to the park	2
Improve/modernize/replace visitor center	2
More horse trails	2
More walking trails	2
Other comments	12
POLICY/MANAGEMENT (21%)	
Increase advertisement of the fort/site	6
Advertise through local television/radio/newspaper	2
Keep up the good work	2
Offer food service	2
Other comments	12
RESOURCE MANAGEMENT (17%)	
Reconstruct historic buildings	5
More archeological research	3
Continue researching Ninety Six village	2
Restore/reconstruct the Star Fort	2
Other comments	7
GENERAL (7%)	
Enjoyed visit	2
Other comments	6

Additional comments

Question 30

Is there anything else you and your personal group would like to tell us about your visit to Ninety Six NHS? (open-ended)

Results

- 41% of general visitor groups (N=98) responded to this question.
- 38% of encampment visitor groups (N=54) responded to this question.
- Tables 21a and 21b show a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 21a. Additional comments – General visitors
(N=136 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (19%)	
Helpful staff	9
Courteous staff	4
Friendly staff	4
Knowledgeable staff	3
Other comments	6
INTERPRETIVE SERVICES (15%)	
Educational experience/opportunity	5
Interpretive signs were informative	2
Park video was informational	2
Other comments	12
FACILITIES/MAINTENANCE (13%)	
Clean/well-maintained	9
Enjoy the trails	2
Other comments	7
POLICY/MANAGEMENT (4%)	
Questionnaire is too long	2
Other comments	4
RESOURCE MANAGEMENT (4%)	
Comments	5
GENERAL COMMENTS (44%)	
Enjoyed visit	33
No comment	6
Will return	4
Keep up the good work	3
Enjoyed walk	2
Other comments	12

Table 21b. Additional comments – Encampment visitors
(N=80 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (5%)	
Comments	4
INTERPRETIVE SERVICES (25%)	
Visit was educational/informative	7
Historically significant	2
Other comments	11
FACILITIES/MAINTENANCE (13%)	
Enjoyed the trails	2
Grounds have been much improved	2
Other comments	6
POLICY/MANAGEMENT (8%)	
Comments	6
GENERAL (50%)	
Enjoyed visit	14
Great job	4
Thank you	3
We love the park	3
Enjoyed nature	2
Park is good for children	2
Other comments	12

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience, and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

For more information please contact:

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Appendix 3: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to the general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Filion 1976; Dey 1997). Since non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002) and Groves (2000) also suggest that saliency of topic has an effect on response rate. In this visitor study, visitor satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

Respondents and nonrespondents were compared using age and group size. Independent sample T-test was used to test the difference between respondents and nonrespondents. Respondents were then categorized based on the date their questionnaire was received. Average overall quality ratings were compared between respondent who returned their questionnaires before and after reminders were sent. The hypothesis was that respondents have the same average overall quality rating. This is based on the assumption that satisfaction with park services and facilities is independent from the likelihood of returning a questionnaire. If the p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Therefore, the hypotheses for checking non-response bias are:

1. There was no significant difference between respondents' and nonrespondents' average age.
2. There was no significant difference between respondents' and nonrespondents' average group size.
3. Average quality rating among respondents who returned their questionnaire before reminders is the same as those who returned questionnaires after reminder.

Tables 3 and 4 show no significant difference in group size and average quality rating. However, there is a significant difference in average age. Sometimes, a younger person in the group accepted the questionnaire but an older person in the group actually completed it. This may cause discrepancy in age. While it is necessary to exercise some caution in interpreting visitor demographic, there is no evidence of potential bias in visitors' opinions about park operation.

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Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu.vsp.reports.htm. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

1989 (continued)

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (Encampment)
46. Frederick Douglass National Historic Site (Encampment)
47. Glen Echo Park (Encampment)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

Visitor Services Project Publications (continued)**1993**

- 54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
- 55. Santa Monica Mountains National Recreation Area (spring)
- 56. Whitman Mission National Historic Site
- 57. Sitka National Historical Park
- 58. Indiana Dunes National Lakeshore
- 59. Redwood National Park
- 60. Channel Islands National Park
- 61. Pecos National Historical Park
- 62. Canyon de Chelly National Monument
- 63. Bryce Canyon National Park (fall)

1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)

1996 (continued)

- 86. Fort Bowie National Historic Site (spring)
- 87. Great Generals Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Park (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

Visitor Services Project Publications (continued)**2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoclin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield (fall)

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

2003 continued

- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

2005

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

2006

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Preserve
- 183. Zion National Park (spring and fall)

Visitor Services Project Publications (continued)**2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186. Glen Canyon National Recreation Area (spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post NHS
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

2008

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park (winter)
- 199. Everglades National Park (winter and spring)
- 200. Horseshoe Bend National Military Park (spring)
- 201. Carl Sandburg Home National Historic Site (spring)
- 202. Fire Island National Seashore resident (spring)
- 203. Fire Island National Seashore visitor
- 204. Capitol Reef National Park
- 205.1 Great Smoky Mountains National Park (summer)
- 205.2 Great Smoky Mountains National Park (fall)
- 206. Grand Teton National Park
- 207. Herbert Hoover National Historic Site
- 208. City of Rocks National Reserve

2009

- 209. Fort Larned National Historic Site
- 210. Homestead National Monument of America
- 211. Minuteman Missile National Historic Site

2009 (continued)

- 212. Perry's Victory & International Peace Memorial
- 213. Women's Rights National Historical Park
- 214. Klondike Gold Rush National Historical Park Unit -Seattle
- 215. Yosemite National Park
- 216. Sleeping Bear Dunes National Lakeshore
- 217. James A. Garfield National Historic Site
- 218. Boston National Historical Park
- 219. Bryce Canyon National Park
- 220. Indiana Dunes National Lakeshore
- 221. Acadia National Park
- 222. Laurance S. Rockefeller Preserve
- 223. Martin Van Buren National Historic Site

2010

- 224.1. Death Valley National Park (fall 2009)
- 224.2. Death Valley National Park (spring)
- 225. San Juan National Historic Site
- 226. Ninety Six National Historic Site (spring)

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.

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