



Richmond National Battlefield Park Visitor Study

Summer 2010

Natural Resource Report NPS/NRPC/SSD/NRR—2011/367/107288



Civil War Visitor Center
at Tredegar Iron Works

Malvern Hill Battlefield

ON THE COVER

Malvern Hill Battlefield and Civil War Visitor Center at Tredegar Iron Works
Photograph courtesy of Richmond National Battlefield Park

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Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

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Executive Summary

This visitor study report profiles a systematic random sample of Richmond National Battlefield Park (NBP) visitors during July 10-18, 2010. A total of 396 questionnaires was distributed to visitor groups. Of those, 246 questionnaires were returned, resulting in a 62% response rate.

Group size and type	Forty-six percent of visitor groups were in groups of two, and 29% were in groups of three or more. Fifty-eight percent of visitor groups were in family groups.
State or country of residence	United States visitors comprised 94% of total visitation during the survey period, with 41% from Virginia and smaller proportions from 34 other states and Washington, D.C. International visitors came from six countries and comprised 6% of total visitation, with 30% from Canada and smaller proportions from five other countries.
Frequency of visits	Sixty-three percent of visitors were visiting the park for the first time in their lifetime, while 26% had visited three or more times.
Age, ethnicity, race, and education level	Thirty-two percent of visitors were ages 51-65 years, 18% were 15 years or younger, and 14% were 66 years or older. Four percent were Hispanic or Latino. Ninety-one percent of visitors were White, and 5% were Black or African American. Thirty-eight percent of respondents had completed a bachelor's degree, and thirty-six percent had graduate degrees.
Physical conditions	Five percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities and services. Thirty-five percent of visitor groups were aware that special needs equipment is available.
Awareness of interpretive center management	Forty-three percent of visitor groups did not know who managed Richmond NBP nor the American Civil War Center. Thirty-three percent thought the National Park Service managed both sites.
Information sources	Most visitor groups (74%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through maps/brochures (36%) and the park website (32%), and most (91%) received the information they needed. To obtain information for a future visit, 60% of visitor groups would use the park website.
How visit fit into travel plans	For 47% of visitor groups, the park was one of several destinations, and for 28%, the park was not a planned destination.
Overnight stays	Forty-nine percent of visitor groups stayed overnight away from their permanent residences in the area within 25 miles of the park, of which 53% stayed two or three nights. Of those that stayed overnight in the area, 87% stayed in lodges, hotels, motels, vacation rentals, B&B's, etc.
Length of visit in park	Fifty-two percent of visitor groups spent up to two hours visiting the park, while 19% spent six or more hours. The average length of visit was 4.1 hours. Twenty-five percent of visitor groups visited the park on more than one day, of which 73% visited two days.

Executive summary (continued)

Length of visit in park area	The average length of visit for visitor groups that spent less than one day in the area (within 25 miles of any park site) was 5.4 hours. The average length of stay for visitor groups that spent more than one day in the area was 4.2 days. The overall average length of visit in the park area was 65.2 hours, or 2.7 days.
Sites visited in the park	The most common sites visited in the park were the Civil War Visitor Center at Tredegar Iron Works (53%) and Cold Harbor Battlefield and Visitor Center (42%).
Sites visited in area	Seventy-four percent of visitor groups visited other historic sites while in the Richmond area. The most commonly visited sites were the Museum of the Confederacy (42%), the State Capitol (30%), Petersburg National Battlefield (30%), and Colonial Williamsburg (30%).
Activities on this visit	The most common activities were walking trails for historical interest (54%), touring Civil War battlefields (52%), and general sightseeing (52%). The most important activity was touring Civil War battlefields (22%).
Use of park bookstore	Fifty-five percent of visitor groups visited the park bookstore. Of those groups, 13% would have liked to purchase sales items in the park bookstore that were not available.
Ranger-led talks and tours	Thirty-four percent of visitor groups attended ranger-led talks or tours at the park. Of those, 96% felt that the program length was “about right” and 98% were able to participate at their desired time. One hundred percent of visitor groups felt that the topics discussed were of interest, and 66% learned something relevant or meaningful.
Visitor services and facilities	The visitor services and facilities most commonly used by visitor groups were the visitor center exhibits (69%), the visitor center restrooms (67%), and the trails (58%).
Protecting park attributes and resources	The highest combined proportions of “extremely important” and “very important” ratings of protecting park attributes, resources, and experiences included historic structures/buildings (93%), preserved battlefield landscape (90%), and historic trails with interpretation (89%).
Personal interactions with a park ranger	Seventy-seven percent of visitor groups had a personal interaction with a park ranger. The highest combined proportions of “very good” and “good” ratings for these interactions were courteousness (96%) and helpfulness (94%).
Future visit	Eighty-three percent of visitor groups would consider visiting the park again in the future, and 94% would recommend visiting Richmond NBP to friends and/or relatives.
Overall quality	Most visitor groups (91%) rated the overall quality of facilities, services, and recreational opportunities at Richmond NBP as “very good” or “good.” Three percent 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 Dr. Yen Le for overseeing the survey, Elise Nussbaum, William Nussbaum, Eleonora Papadogiannaki, and the staff and volunteers of Richmond National Battlefield Park for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

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Introduction

This report describes the results of a visitor study at Richmond National Battlefield Park (NBP) in Richmond, Virginia conducted July 10-18, 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 Richmond NBP describes the park: "Richmond's story is not just the tale of one large Civil War battle, nor even one important campaign. Instead, the park's resources include a naval battle, a key industrial complex, the Confederacy's largest hospital, dozens of miles of elaborate original fortifications, and the evocative spots where determined soldiers stood paces apart and fought with rifles, reaping a staggering human cost" (www.nps.gov/rich, retrieved December, 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 and includes visitor comments to open-ended questions. 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 a 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.

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.

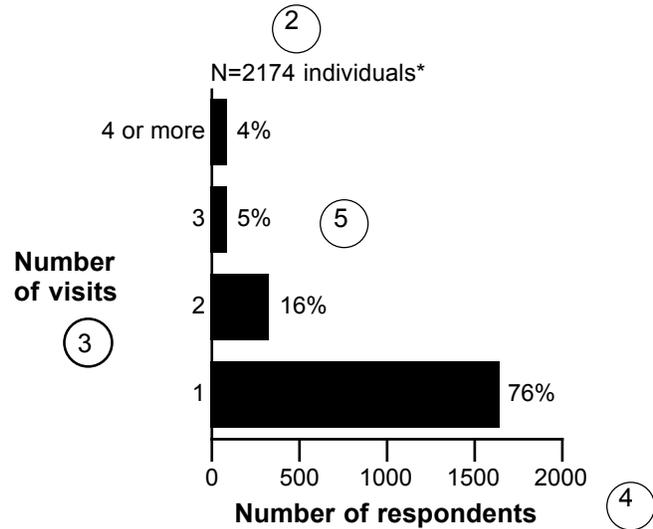


Figure 14. Number of visits to the park in past 12 months

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 method, 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 Richmond NBP during July 10-18, 2010. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. Table 1 shows the eight locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 410 visitor groups were contacted and 396 of these groups (97%) accepted questionnaires. (The average acceptance rate for 228 VSP visitor studies conducted from 1988 through 2010 is 91.5%.) Questionnaires were completed and returned by 246 visitor groups, resulting in a 62% response rate for this study. (The average response rate for the 228 VSP visitor studies is 72.6%.)

Table 1. Questionnaire distribution

Sampling site	Distributed		Returned	
	N ₁	%	N ₂	%
Chickahominy Bluff	12	3	8	3
Chimborazo Medical Museum	17	4	9	4
Cold Harbor Visitor Center	98	25	67	27
Drewry's Bluff	26	7	17	7
Fort Harrison Visitor Center	24	6	14	6
Gaines Mill	9	2	8	3
Malvern Hill Visitor Center	31	8	24	10
Tredegar Visitor Center	179	45	99	40
Total	396	100	246	100

Questionnaire design

The Richmond NBP 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 Richmond NBP. 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 Richmond NBP 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.

Table 2. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	2 August, 2010	357	20	377
1 st Replacement	16 August, 2010	209	11	220
2 nd Replacement	2 September, 2010	178	0	178

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; 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

As 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 at the selected sites during the study period of July 10-18, 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 warm, sunny, and humid with occasional clouds and rain. A special reenactment event at Malvern Hill and a closure of the Willis Church Bridge both may have affected the type and the amount of visitation to the park.

Checking non-response bias

Four variables were used to check non-response bias: respondents' age, group size, overall quality rating score, and level of education. Participants at higher age ranges may be more responsive to the survey, but there was no significant difference in group size (see Table 3). There were no significant differences between early and late responders in terms of level of education and overall quality rating (see Table 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)
Age (years)	51.64 (N=246)	47.19 (N=149)	0.002
Group size	2.43 (N=241)	2.67 (N=147)	0.184

Table 4. Comparison of respondents at different mailing waves

	Before postcard	Between postcard and 2nd replacement	After 2nd replacement	p-value
Education level (number of respondents in each category – Chi-square test)				
Some high school	0	1	1	
High school diploma/GED	9	1	4	
Some college	23	9	14	
Bachelor's degree	48	11	30	
Graduate degree	45	15	24	0.694
Overall quality (Average rating within each mailing wave – ANOVA)				
	4.40	4.57	4.18	0.26

Results

Group and Visitor Characteristics

Visitor group size

Question 20b

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

Results

- 46% of visitors were in groups of two (see Figure 1).
- 29% were in groups of three or more.
- 24% were alone.

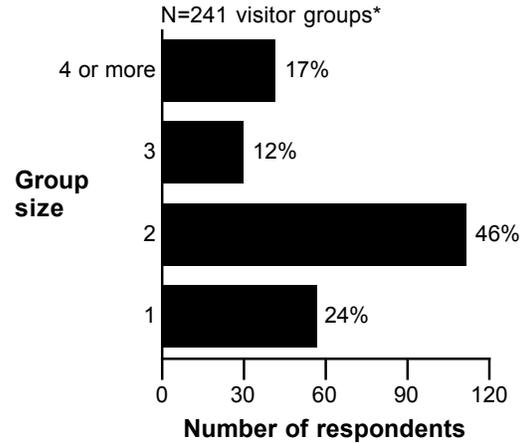


Figure 1. Visitor group size

Visitor group type

Question 20a

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

Results

- 58% of visitor groups were made up of family members (see Figure 2).
- 23% were alone.

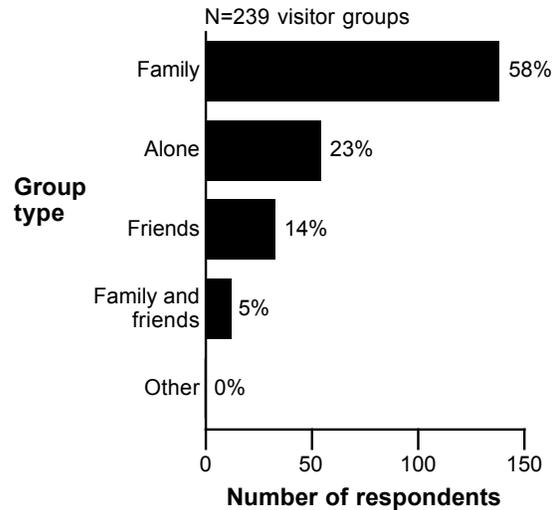


Figure 2. Visitor group type

*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 19a

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

Results

- 1% of visitor groups were part of a commercial guided tour group (see Figure 3).

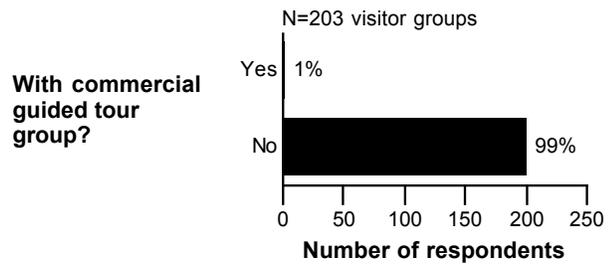


Figure 3. Visitors with a commercial guided tour group

Question 19b

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

Results

- 3% of visitor groups were part of a school/educational group (see Figure 4).

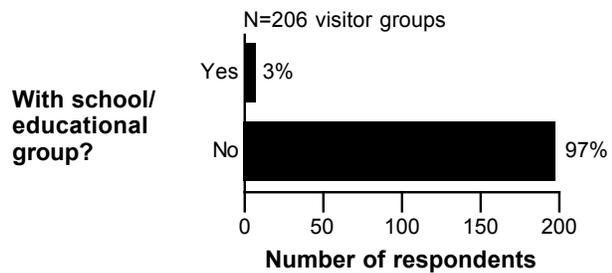


Figure 4. Visitors with a school/educational group

Question 19c

On this visit, were you and your personal group part of a Civil War enthusiast group?

Results

- 10% of visitor groups were part of a Civil War enthusiast group (see Figure 5).

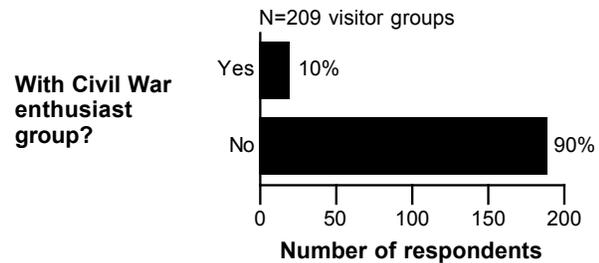


Figure 5. Visitors with a Civil War enthusiast group

*total percentages do not equal 100 due to rounding

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

Question 19c

On this visit, were you and your personal group part of an “other” organized group (business, church, scout, etc.)?

Results

- 2% of visitor groups were part of an “other” organized group (see Figure 6).

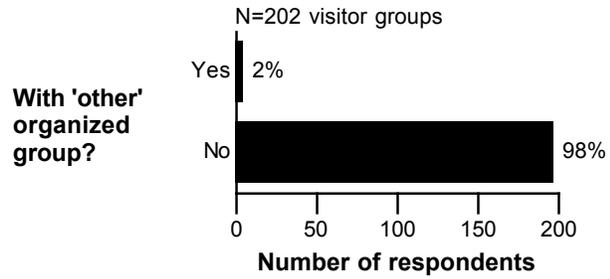


Figure 6. Visitors with an “other” organized group

Question 19d

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

Results – Interpret with CAUTION!

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

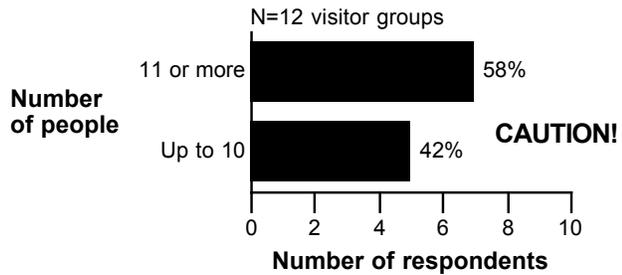


Figure 7. Organized group size

*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

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 35 states and Washington, D.C. and comprised 94% of total visitation to the park during the survey period.
- 41% of U.S. visitors came from Virginia (see Table 5 and Figure 8).
- 6% came from Pennsylvania.
- Smaller proportions of U.S. visitors came from 33 other states and Washington, D.C.

Table 5. United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=495 individuals	Percent of total visitors N=525 individuals
Virginia	202	41	38
Pennsylvania	31	6	6
Florida	26	5	5
Maryland	24	5	5
Texas	24	5	5
North Carolina	23	5	4
Ohio	15	3	3
West Virginia	15	3	3
California	14	3	3
Georgia	12	2	2
South Carolina	11	2	2
Illinois	9	2	2
Indiana	9	2	2
Washington	8	2	2
21 other states and Washington, D.C.	72	15	14

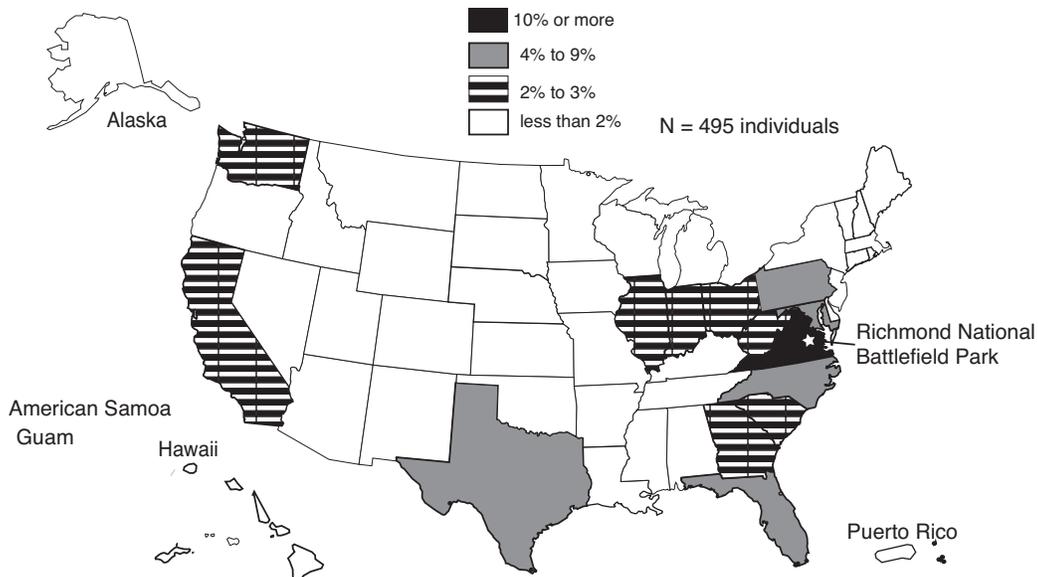


Figure 8. United States visitors by state of residence

*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 Virginia and adjacent states, by county of residence

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

- Visitors from Virginia and adjacent states were from 44 counties and 9 independent cities and comprised 51% of the total U.S. visitation to the park during the survey period.
- 22% came from Richmond (city), VA (see Table 6).
- 12% came from Rockbridge County, VA.
- 6% came from Chesterfield County, VA.
- Smaller proportions of visitors came from 42 other counties and 8 other cities.

Table 6. Visitors from Virginia and adjacent states by county of residence*

County (or city), State	Number of visitors N=267 individuals	Percent
Richmond (city), VA	60	22
Rockbridge, VA	33	12
Chesterfield, VA	16	6
Norfolk (city), VA	11	4
Wake, NC	10	4
Henrico, VA	9	3
Montgomery, MD	8	3
Williamsburg (city), VA	8	3
Washington, DC	7	3
Fairfax, VA	7	3
Anne Arundel, MD	6	2
Hanover, VA	5	2
Virginia Beach (city), VA	5	2
Charlottesville (city), VA	4	2
Jackson, WV	4	2
Patrick, VA	4	2
Suffolk (city), VA	4	2
Wayne, NC	4	2
Alexandria (city), VA	3	1
Kanawha, WV	3	1
New Kent, VA	3	1
Powhatan, VA	3	1
Prince William, VA	3	1
Washington, VA	3	1
27 other counties and 2 other cities	44	16

*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

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

- International visitors were from six countries and comprised 6% of the total visitation to the park during the survey period (see Table 7).
- 30% of international visitors came from Canada.
- Smaller proportions came from five other countries.

Table 7. International visitors by country of residence*

	Number of visitors	Percent of international visitors N=30 individuals	Percent of total visitors N=525 individuals
Canada	9	30	2
France	7	23	1
Germany	6	20	1
United Kingdom	5	17	1
Australia	2	7	<1
Thailand	1	3	<1

*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 in lifetime

Question 24c

For you and your personal group on this visit, how many times have you visited Richmond NBP in your lifetime (including this visit)?

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

Results

- 63% of visitors were visiting the park for the first time (see Figure 9).
- 15% had visited six or more times.

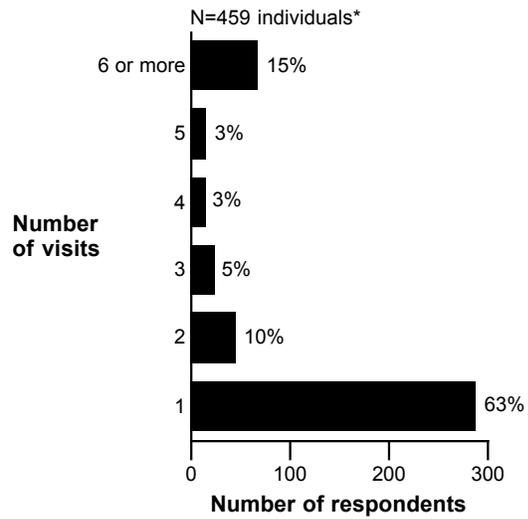


Figure 9. Number of visits to park in lifetime

*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 1 to 84 years.
- 32% of visitors were 51 to 65 years old (see Figure 10).
- 24% of visitors were 36 to 50 years old.
- 18% of visitors were in the 15 years or younger age group.
- 14% were 66 years or older.

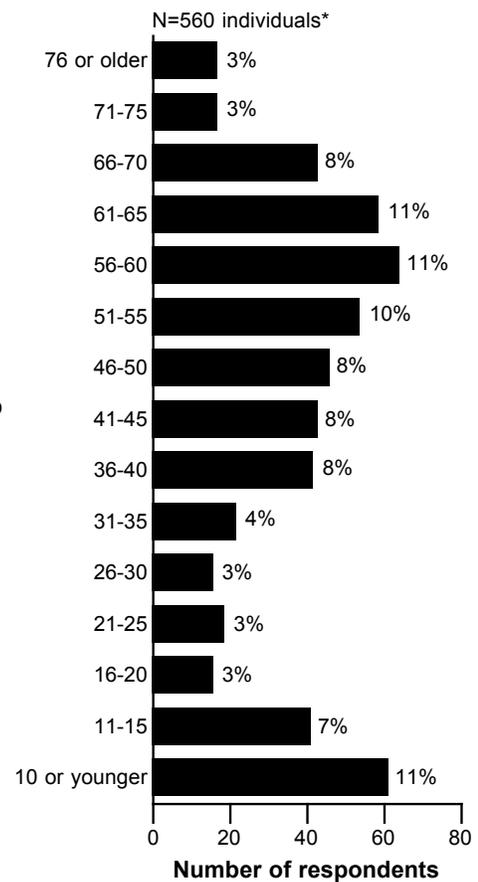


Figure 10. Visitor age

*total percentages do not equal 100 due to rounding

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

Visitor ethnicity

Question 23a

Are you or members of your personal group Hispanic or Latino?

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

Results

- 4% of visitors were Hispanic or Latino (see Figure 11).

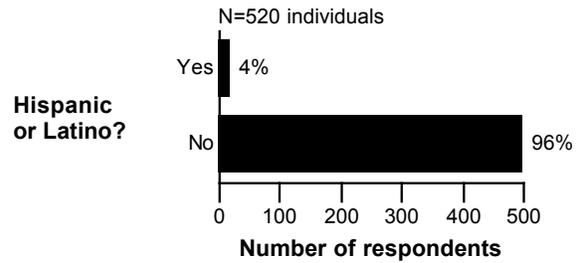


Figure 11. Visitors who were Hispanic or Latino

Visitor race

Question 23b

What is your race? What is the race of each member of your personal group?

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

Results

- 91% of visitors were White (see Figure 12).
- 5% were Black or African American.

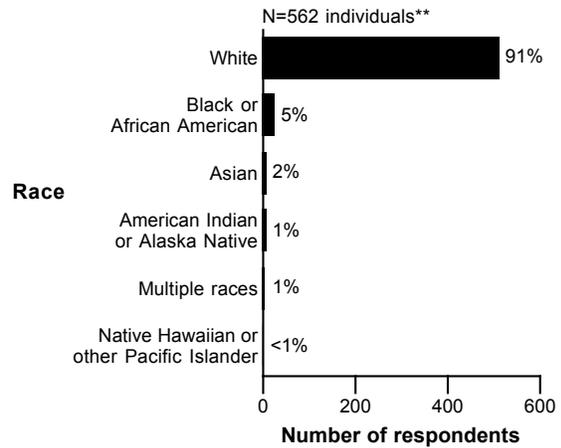


Figure 12. Visitor race

*total percentages do not equal 100 due to rounding

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

Language used for speaking and reading

Question 22a

When visiting an area such as Richmond NBP, which language(s) do you and most members of your personal group prefer to use for speaking?

Results

- 96% of visitor groups reported English as their preferred language for speaking (see Figure 13).
- “Other” languages (4%) are listed in Table 8.

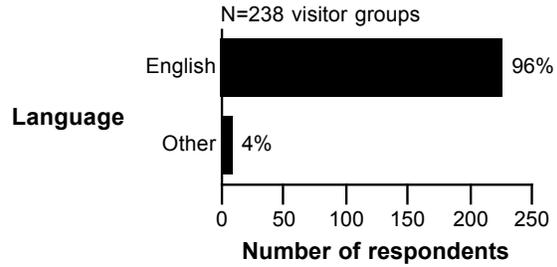


Figure 13. Language preferred for speaking

Question 22b

When visiting an area such as Richmond NBP, which language(s) do you and most members of your personal group prefer to use for reading?

Results

- 95% of visitor groups preferred English for reading (see Figure 14).
- “Other” languages (5%) are listed in Table 9.

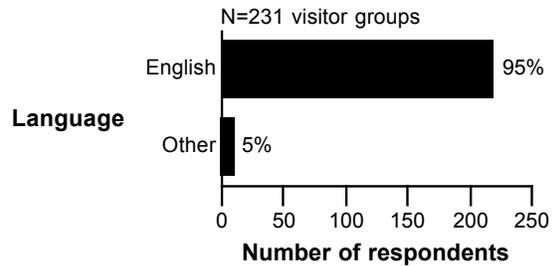


Figure 14. Language preferred for reading

Table 8. “Other” languages preferred for speaking (N=4 comments) **CAUTION!**

Language	Number of times mentioned
French	2
German	2

Table 9. “Other” languages preferred for reading (N=5 comments) **CAUTION!**

Language	Number of times mentioned
French	3
German	2

*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 physical conditions

Question 25b

Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 5% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 15).

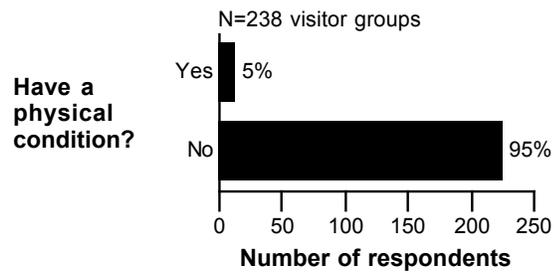


Figure 15. Visitor groups that had members with physical conditions

Question 25c

If YES, what services or activities were difficult to access/participate in? (Open-ended)

Results – Interpret with CAUTION!

- 10 visitor groups commented on services or activities that were difficult to access/participate in (see Table 10).

Table 10. Services or activities that were difficult to access/participate in – **CAUTION!** (N=13; some visitor groups made more than one comment)

Service/activity	Number of times mentioned
Walking	7
Stairs	5
Wheelchair access at Chimborazo	1

*total percentages do not equal 100 due to rounding

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

Question 25a

Were you and your personal group aware that special needs equipment (listening device, wheelchair, etc.) is available to visitors?

Results

- 35% of visitor groups were aware that special needs equipment is available (see Figure 16).

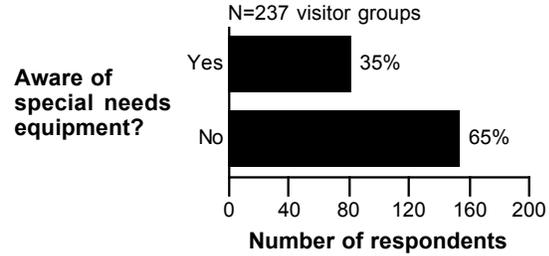


Figure 16. Visitor groups that were aware that special needs equipment is available

Question 25d

Did you and your personal group use any of the special needs equipment?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 17).

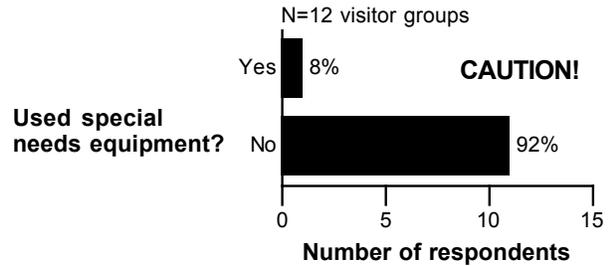


Figure 17. Visitor groups that used special needs equipment

Question 25e

If YES, was the special needs equipment easy to use?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 18).

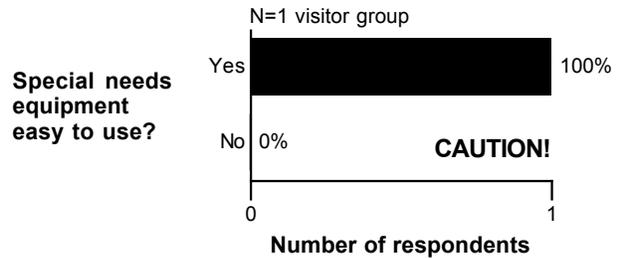


Figure 18. Visitor groups for which special needs equipment was easy to use

*total percentages do not equal 100 due to rounding

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

Respondent level of education

Question 26

For you only, what is the highest level of education you have completed?

Results

- 38% of respondents had a bachelor’s degree (see Figure 19).
- 36% had a graduate degree.

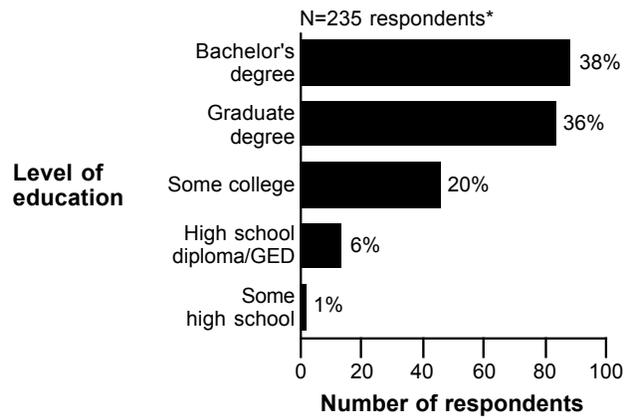


Figure 19. Respondent level of education

*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 interpretive center management

Question 2b

At Historic Tredegar Iron Works there are two separate interpretive centers managed by two different entities. Richmond National Battlefield Park Visitor Center is managed by the National Park Service while the grounds and the American Civil War Center are managed by Tredegar National Civil War Center Foundation. Prior to this visit, were you and your personal group aware of this fact?

Results

- 43% of visitor groups did not know who managed either site (see Figure 20).
- 33% of visitor groups thought the National Park Service managed both sites.

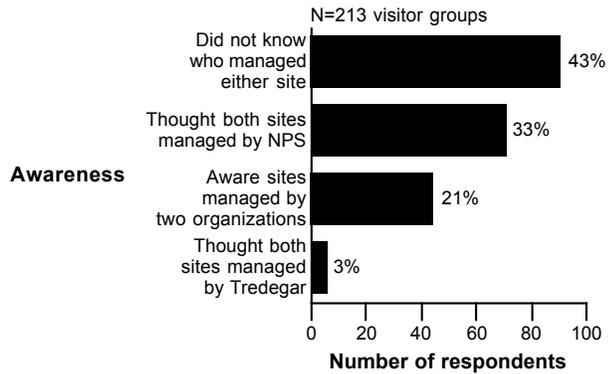


Figure 20. Visitor groups' awareness of interpretive center management

Question 2a

On this visit, did you and your personal group visit Historic Tredegar Iron Works in the city of Richmond?

Results

- 54% of visitor groups visited Historic Tredegar Iron Works on this visit (see Figure 21).



Figure 21. Visitor groups that visited Historic Tredegar Iron Works 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

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did you and your personal group obtain information about Richmond NBP?

Results

- 74% of visitor groups obtained information about Richmond NBP prior to their visit (see Figure 22).
- As shown in Figure 23, among those visitor groups that obtained information about Richmond NBP prior to their visit, the most common sources were:

36% Maps/brochures
 32% Park website
 31% Previous visits

- “Other” websites (6%) listed by visitor groups were:

civilwarroundtablefredrickburg.com
 civilwar.org
 civilwartraveler.com
 google.com
 moc.org
 tredegar.org
 virginia.org

- “Other” sources (12%) were:

Conference
 Drove by
 Entertainment book
 German book
 History books
 Live locally
 National Park passport
 Personal knowledge
 Sign on road
 Smithsonian Associates

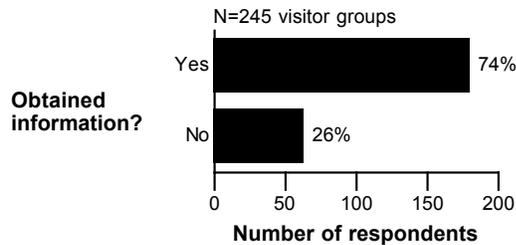


Figure 22. Visitor groups that obtained information about Richmond NBP prior to visit

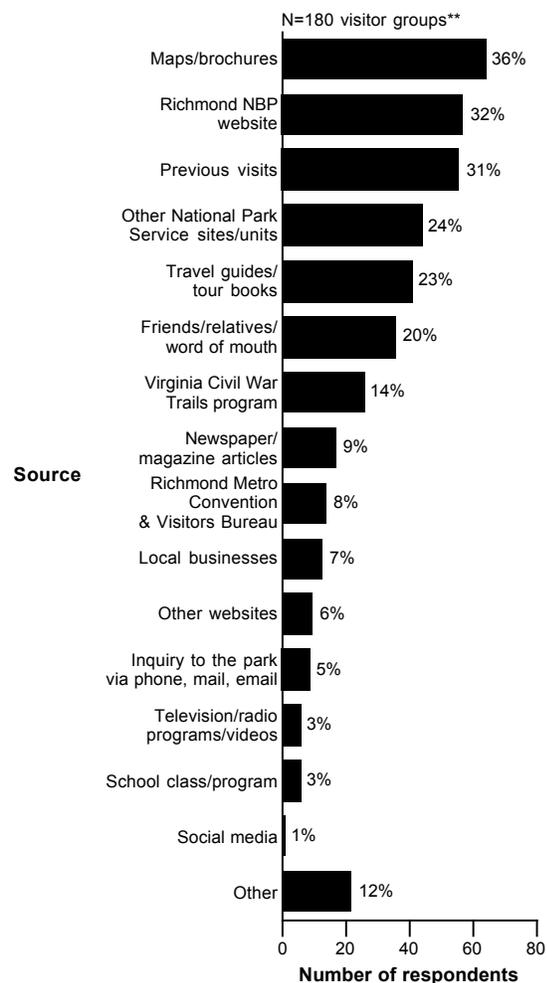


Figure 23. Sources of information used prior to visit

*total percentages do not equal 100 due to rounding

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

Question 1c

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

Results

- 91% of visitor groups received needed information prior to their visit (see Figure 24).

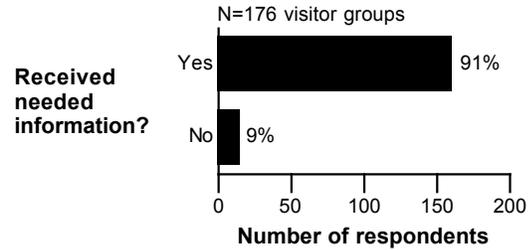


Figure 24. Visitor groups that received needed information prior to their visit

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!

- 10 visitor groups listed information they needed but was not available (see Table 11).

Table 11. Needed information (N=10 comments) **CAUTION!**

Type of information	Number of times mentioned
Address for Cold Harbor Battlefield for GPS	1
Combination ticket with Confederate Museum	1
Hours of operation	1
Location of the 7:00 program	1
Map (detailed for car tour)	1
Map (present day)	1
Parking availability	1
Presence of facilities (i.e., water fountains)	1
Suggested starting point to tour Richmond	1
Website affiliated with Richmond website	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 Richmond NBP in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 25, visitor groups' most preferred sources of information for a future visit included:

60% Park website
 34% Maps/brochures
 27% Other National Park Service sites/units

- "Other" sources of information (3%) were:

Academic research
 Smithsonian
 The Confederate Museum

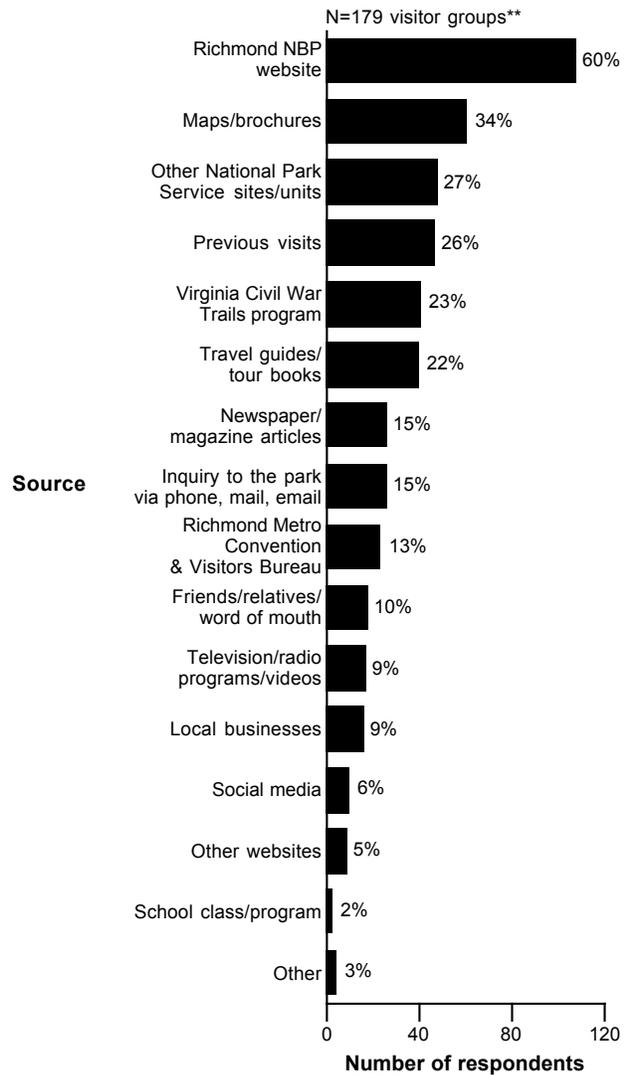


Figure 25. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

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

How visit fit into travel plans

Question 4

How did this visit to Richmond NBP fit into your personal group's travel plans?

Results

- 47% of visitor groups visited Richmond NBP as one of several destinations (see Figure 26).
- 28% did not include the park as a planned destination.
- 26% considered the park their primary destination.

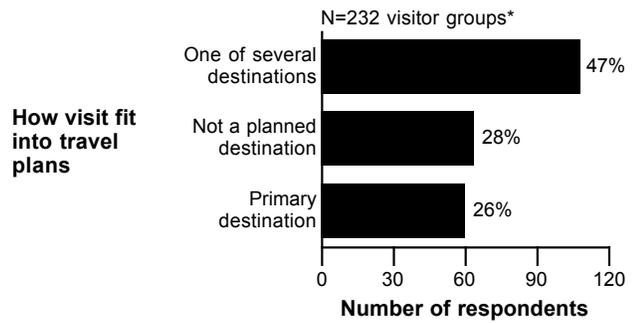


Figure 26. How visit fit into visitor groups' travel plans

*total percentages do not equal 100 due to rounding

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

Adequacy of directional signs

Questions 3a-3d

On this visit, were the signs directing you and your personal group to Richmond NBP adequate?

Results

- Table 12 shows visitor groups' opinions on the adequacy of signs directing them to the park.

Table 12. Comments on directional signs

(N=number of visitor groups that commented on each sign type; n=number of visitor groups that did not use each sign.)

Sign type	Adequacy (%)			Did not use	
	N	Yes	No	n	% of total
Interstate signs	126	86	14	108	46
State highway signs	138	84	16	92	40
Signs in local communities	162	85	15	70	30
Battlefield Tour route signs	153	86	14	78	34

Question 3e

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

Results

- 64 visitor groups commented on problems with directional signs (see Table 13).

Table 13. Comments on directional signs

(N=66 comments; some visitor groups made more than one comment.)

Sign type	Comment	Number of times mentioned
Interstate	Didn't see any signs	5
	Directions were wrong	2
	Not enough signs	2
	Not looking for signs	2
	Should have signs from Confederate White House/Confederate Museum	1
	Signs need maintenance	1
	State highway	Didn't see any signs
Not enough signs		2
Got lost		1
Needed a sign informing route after exiting interstate		1
No sign visible going south to Drewry's Bluff		1
Should have signs from Confederate White House/Confederate Museum		1
Signs difficult to read		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 13. Comments on directional signs (continued)

Sign type	Comment	Number of times mentioned
Signs in local communities	Didn't see any signs	4
	Need more signs	4
	Got lost	3
	Did not see 5 th Street sign/markers	1
	No signs seen until very near the visitor center	1
	Should have signs from Confederate White House/Confederate Museum	1
	Signs confusing	1
	Signs difficult to see	1
	Signs not correct	1
	The Cold Harbor sign between Cold Harbor and Gaines Mill was poorly placed	1
Battlefield Tour route signs	Didn't see any signs	4
	Not enough signs	2
	At some turns or road splits, signs were not adequate	1
	From one site to the other the road had changed names and I was confused	1
	Got lost with signs pointing in 2 directions at interchanges	1
	Lots of battlefield historical markers, but need in-town signs too	1
	Never found Malvern Hill	1
	Should have signs from Confederate White House/Confederate Museum	1
	Signs obscure in some areas	1
	Signs poorly placed	1
	Signs were awful - we ended up going across bridge	1
	Signs were inadequate	1
	Some signs are missing	1
	Some sites hard to find	1
	Street signs sometimes not same as on park brochure map	1
	The signs around Fort Harrison were confusing and did not easily lead to that visitor area	1
	Tour signs at Cold Harbor unclear	1
Wasn't sure where one ended and the other began	1	

*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 vehicles

Question 21

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

Results

- 91% of visitor groups used one vehicle to arrive at the park (see Figure 27).

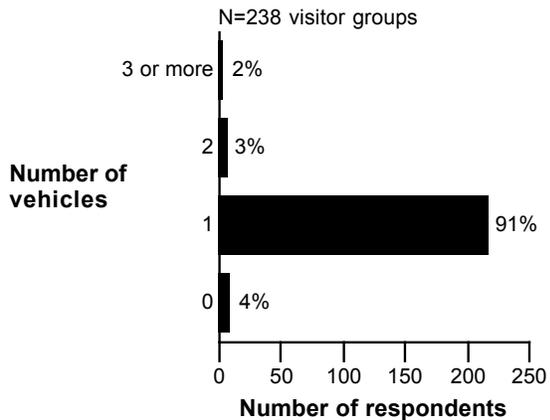


Figure 27. Number of vehicles used to arrived at the park

Overnight stays

Question 6a

On this trip, did you and your personal group stay overnight away from your permanent residence in the surrounding area of Richmond NBP (within 25 miles of any park site)?

Results

- 49% of visitor groups stayed overnight away from their permanent residence within 25 miles of any park site (see Figure 28).

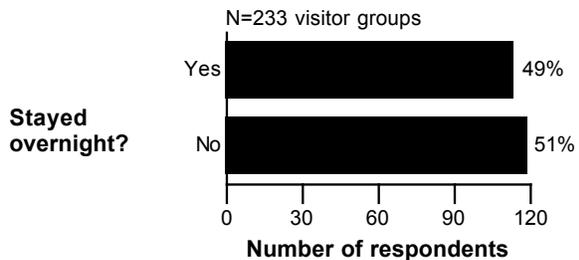


Figure 28. Visitor groups that stayed overnight in the surrounding area (within 25 miles of any park site)

Question 6b

If YES, please list the number of nights you and your personal group stayed in the surrounding area of Richmond NBP.

Results

- 30% of visitor groups stayed one night within 25 miles of any park site (see Figure 29).
- 27% stayed three nights.

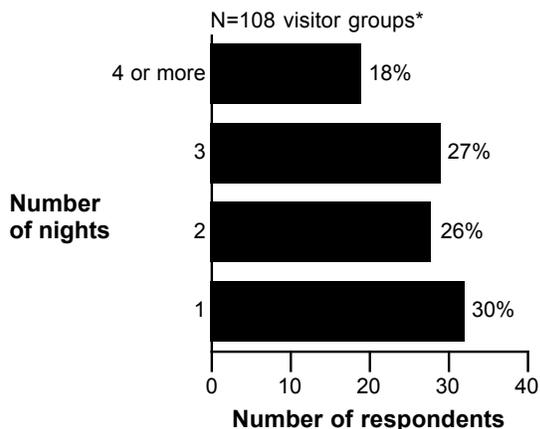


Figure 29. Number of nights spent in the surrounding area (within 25 miles of any park site)

*total percentages do not equal 100 due to rounding

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

Lodging

Question 6c

In which types of lodging did you and your personal group spend the night(s) in the surrounding area (within 25 miles of any park site)?

Results

- 87% of visitor groups stayed in a lodge, hotel, motel, vacation rental, B&B, etc. (see Figure 30).
- 7% stayed at a residence of friends or relatives.

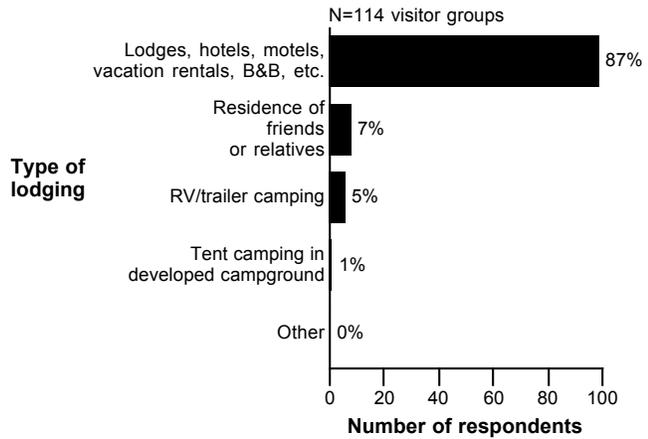


Figure 30. Lodging used in the surrounding area (within 25 miles of any park site)

*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 in park

Question 8a

On this visit to Richmond NBP, how much time in total did you and your personal group spend visiting park sites?

Results

- 52% of visitor groups spent up to two hours visiting park sites (see Figure 31).
- 19% of visitors spent six or more hours visiting.
- The average length of visit was 4.1 hours.

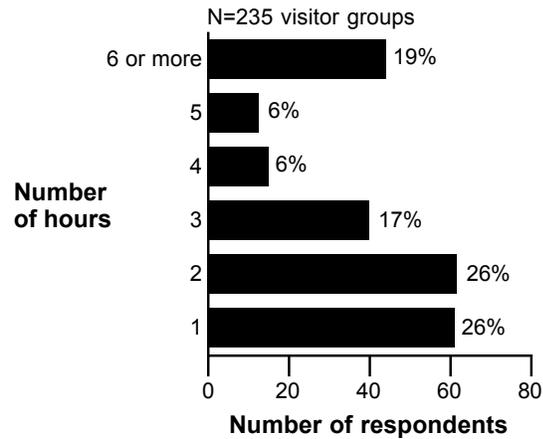


Figure 31. Number of hours spent visiting the park

Question 8b

Did you and your personal group visit the park on more than one day?

Results

- 25% of visitor groups spent more than one day visiting the park (see Figure 32).

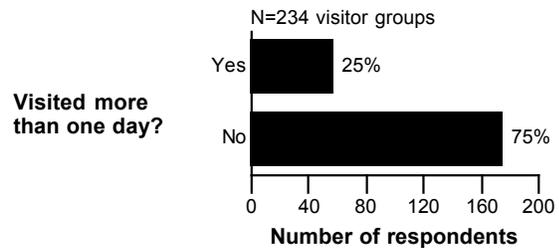


Figure 32. Visitor groups that visited the park on more than one day

Question 8c

If YES, how many days?

Results

- Of those visitor groups that spent more than one day visiting the park, 73% spent two days (see Figure 33).
- 27% spent three or more days visiting the park.

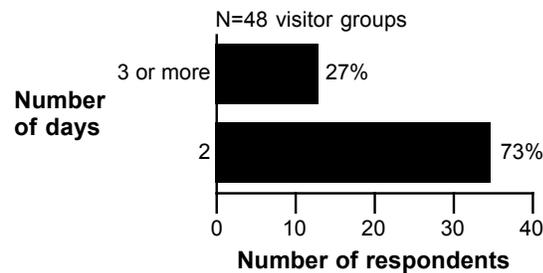


Figure 33. Number of days spent visiting the park

*total percentages do not equal 100 due to rounding

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

Length of visit in park area

Question 8d

On this visit to Richmond NBP, how long did you and your personal group stay in the area (within 25 miles of any park site)?

Results

- 33% of visitor groups were residents of the area (see Figure 34).

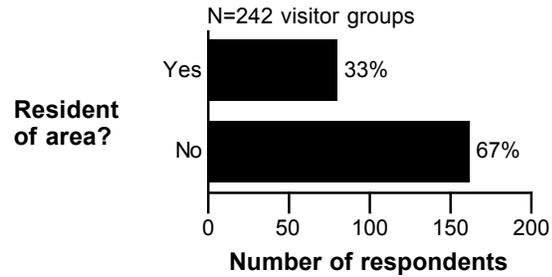


Figure 34. Visitor groups that were residents of the area

Number of hours if less than 24 hours

- Of those non-resident visitor groups that stayed in the area less than 24 hours, 38% spent six hours or more (see Figure 35).
- The average length of visit for visitor groups that spent less than 24 hours in the area was 5.4 hours.

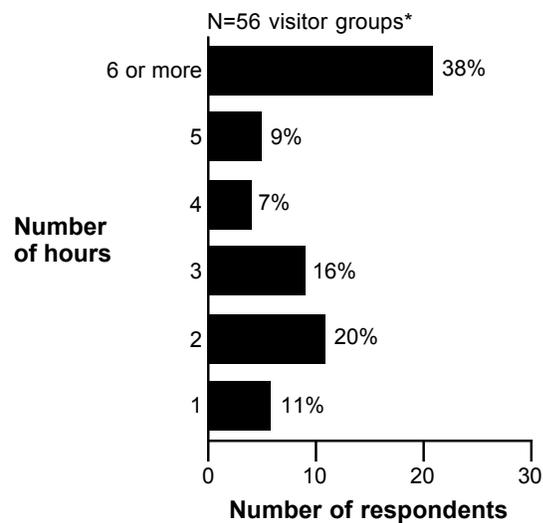


Figure 35. Hours spent in the area

Number of days if 24 hours or more

- Of those non-resident visitor groups that spent 24 hours or more in the area, 42% spent two days (see Figure 36).
- The average length of stay for visitor groups that spent 24 hours or more in the area was 4.2 days.

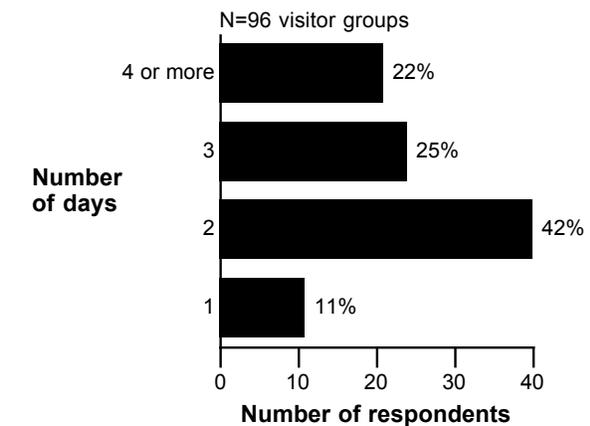


Figure 36. Days spent in the area

Average length of visit

- The average length of stay in the area for all visitor groups was 65.2 hours, or 2.7 days.

*total percentages do not equal 100 due to rounding

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

Order of sites visited in the park

Question 9a

For this visit, please list the order in which you and your personal group visited the following sites at Richmond NBP.

Results

- The order in which the sites were visited is shown in Table 14.

Table 14. Order of sites visited
(N=number of visitor groups that visited each site)

Site	N	Order visited (%)				
		1 st	2 nd	3 rd	4 th	5 th and up
Civil War Visitor Center at Tredegar Iron Works	113	78	12	6	2	3
Cold Harbor Battlefield and Visitor Center	90	48	13	19	11	8
Drewry's Bluff	34	47	15	12	6	21
Chimborazo Medical Museum – CAUTION!	26	46	35	-	12	8
Fort Harrison Visitor Center and adjacent sites	40	30	25	18	10	20
Beaver Dam Creek Battlefield	37	27	24	8	11	30
Malvern Hill Battlefield	55	27	15	16	11	31
Fort Brady – CAUTION!	11	18	18	27	9	27
Chickahominy Bluff	33	15	36	12	12	24
Parker's Battery – CAUTION!	9	11	11	11	33	33
Glendale Battlefield and Visitor Center – CAUTION!	21	10	10	-	24	57
Gaines' Mill Battlefield	52	10	38	20	8	25
Garthright House – CAUTION!	26	4	19	27	19	31
Other – CAUTION!	0	-	-	-	-	-

*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 in the park

- As shown in Figure 37, the park sites most visited by visitor groups were:

53% Civil War Visitor Center at Tredegar Iron Works
 42% Cold Harbor Battlefield and Visitor Center

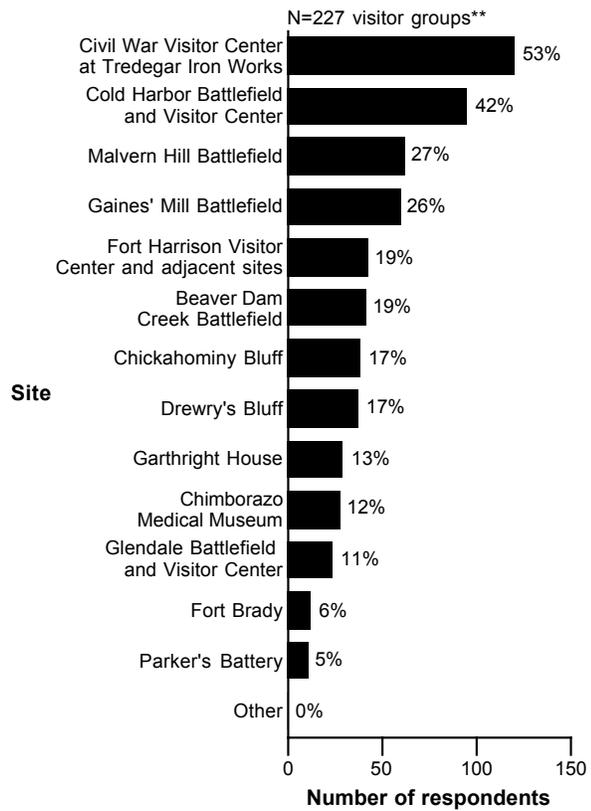


Figure 37. Sites visited

*total percentages do not equal 100 due to rounding

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

Time spent at park sites

Question 9b

For each site that you and your personal group visited, how much time did your personal group spend at the site?

Results

- Table 15 shows the number of hours spent at each site in the park.

Table 15. Number of hours spent at park sites
(N=number of visitor groups that provided a time spent at each site)

Location	N	Number of hours (%)*			Average (hours)
		Up to 1	2	3 or more	
Beaver Dam Creek Battlefield	32	94	3	3	0.66
Chickahominy Bluff	32	97	-	3	0.58
Chimborazo Medical Museum – CAUTION!	26	77	19	4	0.99
Civil War Visitor Center at Tredegar Iron Works	93	26	51	22	1.91
Cold Harbor Battlefield and Visitor Center	79	66	20	14	1.41
Drewry's Bluff – CAUTION!	28	86	11	4	0.98
Fort Brady – CAUTION!	9	100	-	-	0.53
Fort Harrison Visitor Center and adjacent sites	31	68	19	13	1.27
Gaines' Mill Battlefield	44	80	18	2	0.87
Garthright House – CAUTION!	21	95	5	-	0.42
Glendale Battlefield and Visitor Center – CAUTION!	18	72	28	-	0.91
Malvern Hill Battlefield	45	49	36	16	1.68
Parker's Battery – CAUTION!	8	100	-	-	0.69
Other	0	-	-	-	-

*total percentages do not equal 100 due to rounding

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

Park sites to visit in the future

Question 9c

If you were to visit Richmond NBP in the future, which park sites would you and your personal group be likely to visit?

Results

- As shown in Figure 38, the park sites that visitor groups would be most likely to visit in the future were:

64% Civil War Visitor Center
 Site of Tredegar Iron Works
 53% Cold Harbor

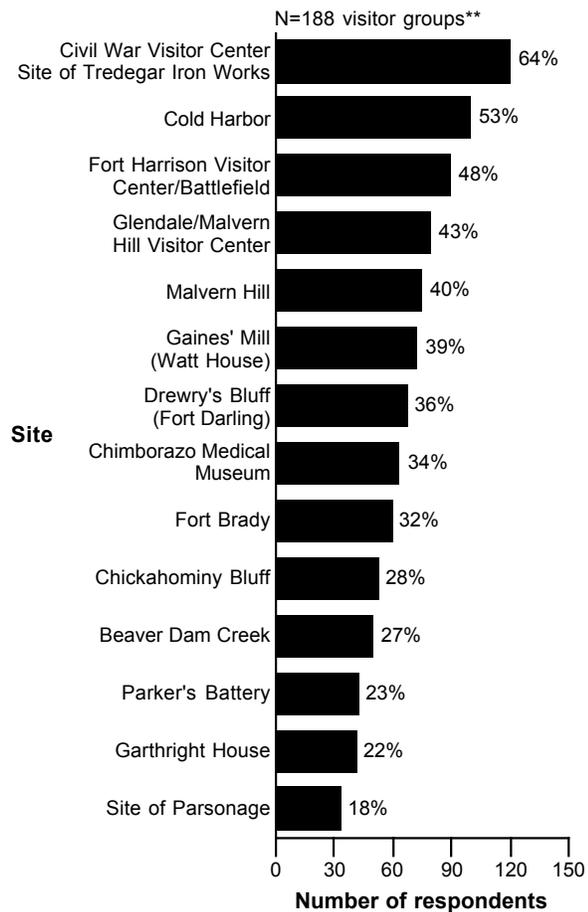


Figure 38. Sites for future visits to Richmond NBP

*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 in the Richmond area

Question 5

Which other historic sites did you and your personal group visit while in the Richmond area?

Results

- 74% of visitor groups visited other historic sites in the Richmond area (see Figure 39).
- As shown in Figure 40, the historic sites most commonly visited by visitor groups were:
 - 42% Museum of the Confederacy
 - 30% State Capitol
 - 30% Petersburg National Battlefield
 - 30% Colonial Williamsburg
- “Other” sites (30%) are listed in Table 16.

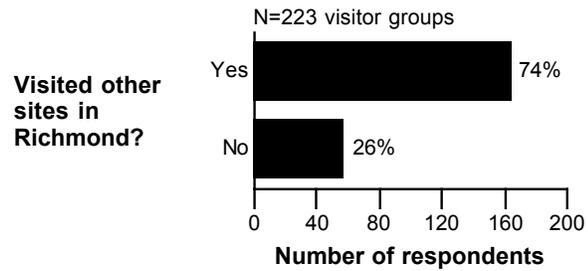


Figure 39. Visitor groups that visited other historic sites while in the Richmond area

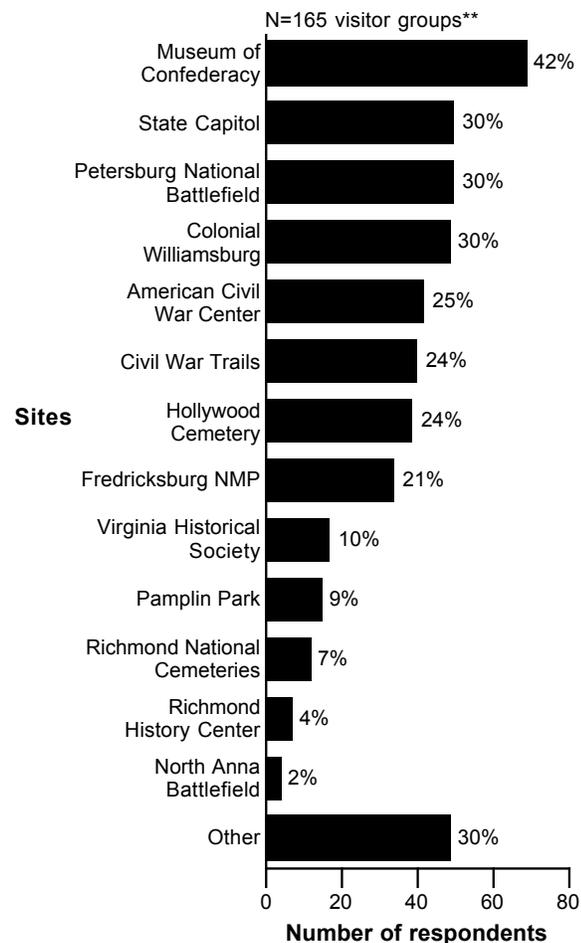


Figure 40. Sites visited on this trip to Richmond NBP area

*total percentages do not equal 100 due to rounding

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

Table 16. “Other” historic sites that visitor groups visited in the area (N=73 comments)

Comment	Number of times mentioned
Jamestown	6
Edgar Allen Poe Museum	5
Appomattox	4
St John's Church	4
Belle's Island	3
Virginia Museum of Fine Arts	3
Yorktown	3
Appomattox Court House	2
Federal Reserve Bank	2
Governor's Mansion	2
Henricus	2
Jeb Stuart Monument	2
Lewis Ginter Botanical Gardens	2
Maymont Park	2
Monticello	2
Violet Bank	2
Agecroft Hall	1
Art museum	1
Berkeley	1
Black History Museum	1
Brandy Station	1
Cartersville	1
Cedar Mountain	1
City Hall	1
Fort Harrison National Cemetery	1
George Washington Birthplace National Monument	1
Holocaust Museum	1
Kelly's Ford	1
Liberty of Virginia	1
Maggie L. Walker Home	1
Manassas	1
Monument Avenue	1
Norfolk	1
Petersburg	1
Saylors Creek	1
Segway of Richmond	1
St. Paul's Church	1
State markers	1
Stonewall Jackson	1
United Daughters of the Confederacy Headquarters	1
Vauter's Church	1
Virginia Holocaust Museum	1
Yellow Tavern	1

*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 7a

On this visit, in which activities did you and your personal group participate within Richmond NBP?

Results

- As shown in Figure 41, the most common activities in which visitor groups participated were:

- 54% Walking trails for historical interest
- 52% Touring Civil War battlefields
- 52% General sightseeing

- “Other” activities (9%) were:

- Attending reenactment at Malvern Hill
- Bicycling
- Business
- Completing Junior Ranger program
- Picnicking
- Preparing for giving a battlefield tour
- Purchasing books
- Talking with rangers
- Visiting Cold Harbor

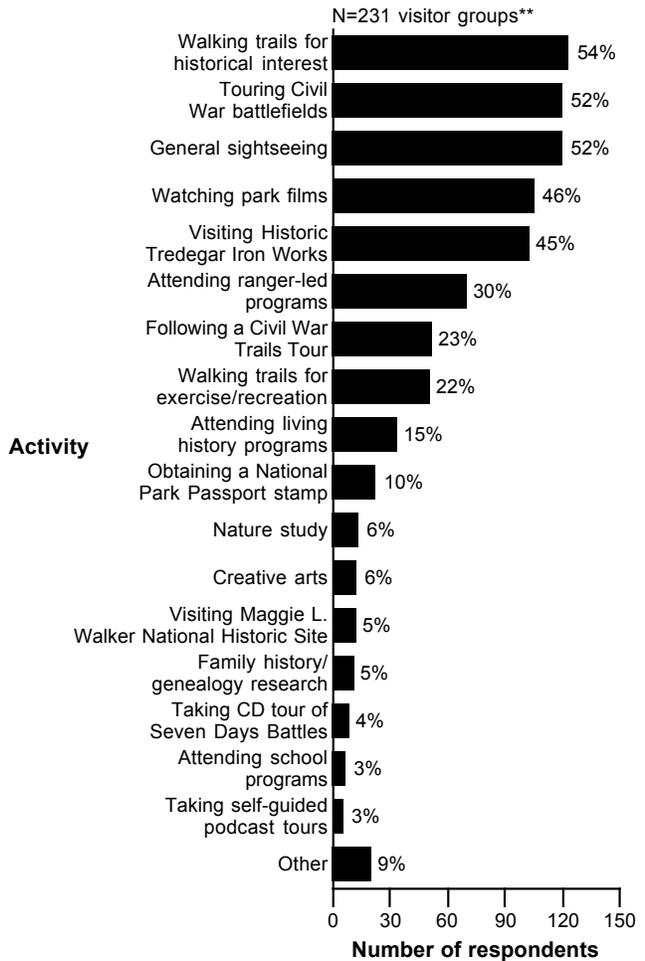


Figure 41. Activities on this visit

*total percentages do not equal 100 due to rounding

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

Most important activity

Question 7c

Which one of the above activities was most important to you and your personal group on this visit to Richmond NBP?

Results

- As shown in Figure 42, the most important activities listed by visitor groups were:
 - 22% Touring Civil War battlefields
 - 16% General sightseeing
 - 11% Visiting Historic Tredegar Iron Works
- “Other” activities (7%) were:
 - Bicycling
 - Cold Harbor National Cemetery
 - Junior Ranger program
 - Picnicking
 - Preparing to give a battlefield tour
 - Reenactment at Malvern Hill
 - The park rangers

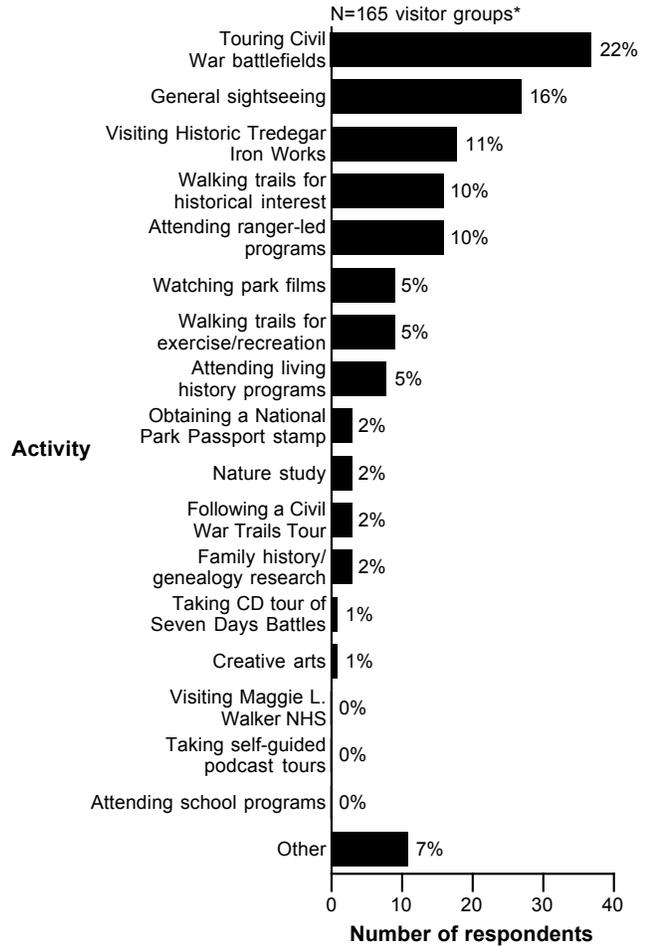


Figure 42. Most important activities at Richmond NBP

*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 future visit

Question 7b

If you were to visit Richmond NBP in the future, in which activities would you and your personal group expect to participate?

Results

- As shown in Figure 43, the most common activities in which visitor groups would expect to participate on a future visit were:

- 63% Touring Civil War battlefields
- 57% Walking trails for historical interest
- 49% Following a Civil War Trails Tour

- “Other” future activities (5%) were:

- Attending musical programs in summer
- Attending reenactments
- Bicycling
- Business
- Completing Junior Ranger Program
- Talking with rangers
- Visiting Chimborazo Medical Museum

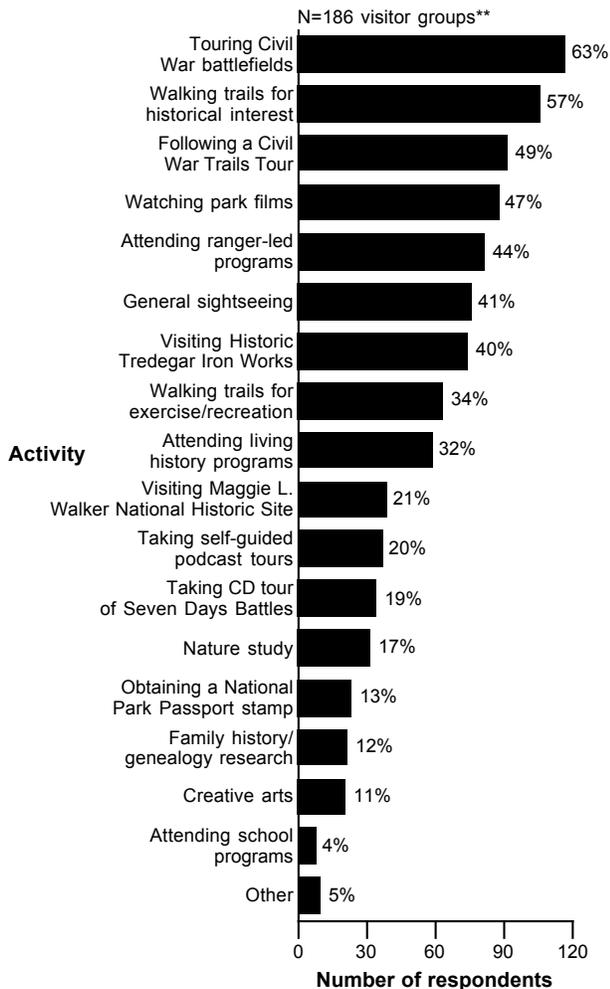


Figure 43. Activities on a future visit

*total percentages do not equal 100 due to rounding

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

Use of park bookstore

Question 14a

Did you and your personal group visit the park bookstore?

Results

- 55% of visitor groups visited the park bookstore (see Figure 44).

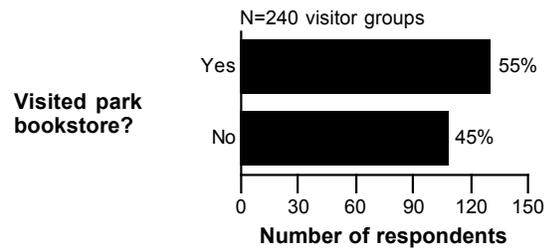


Figure 44. Visitor groups that visited the park bookstore

Question 14b

If YES, were there any sales items that you and your personal group would have liked to purchase that are not currently available?

Results

- 13% of visitor groups would have liked to purchase sales items in the park bookstore that were not available (see Figure 45).

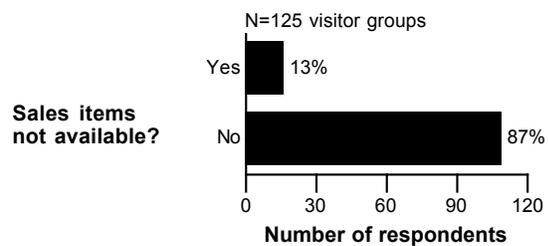


Figure 45. Visitor groups that would have liked to purchase sales items not currently available in the park bookstore

*total percentages do not equal 100 due to rounding

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

Question 14c

If YES, which items would you and your personal group like to have available for purchase on a future visit?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 46).

- “Other” sales items (47%) were:

- Moderately priced troop movement maps
- More preschool items
- Passport stamp series prior to 2007
- Patches and/or postcards from each of the battles
- Posters for classroom of Lincoln or Civil War
- Shirts with park emblems
- They were out of Lee's surrender picture

- Suggested subjects for additional publications were:

- Brochures or booklets on state capital
- Christian spirituality in Civil War
- Genealogy
- Life and campaign of McClellan
- Nursing and medical instruments
- Touring Virginia's and West Virginia's civil war
- Walking tours books

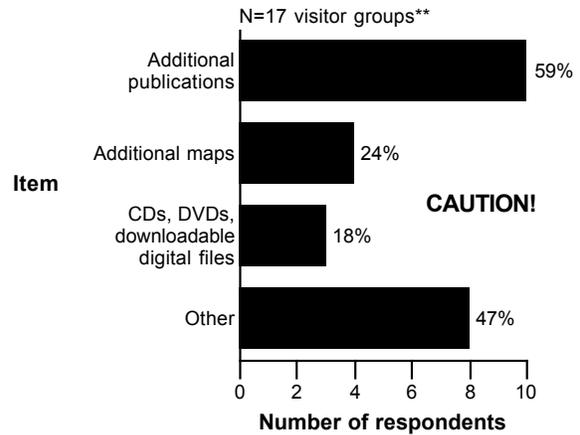


Figure 46. Sales items that visitor groups would like to have available in the park bookstore

*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 and tours

Question 12

On this visit, did you and your personal group attend any ranger-led talks or ranger-led tours at Richmond NBP?

Results

- 34% of visitor groups attended ranger-led talks or ranger-led tours at the park (see Figure 47).

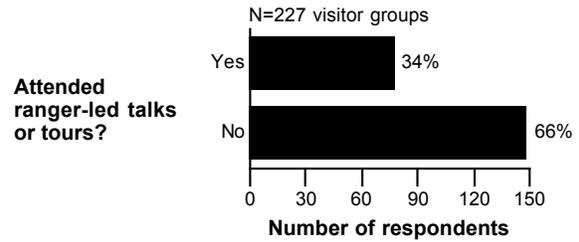


Figure 47. Visitor groups that attended ranger-led talks or ranger-led tours at the park

Question 13a

If you and your personal group attended any ranger-led talks or ranger-led tours, please comment on the program length.

Results

- 96% of visitor groups felt that the program length was about right (see Figure 48).

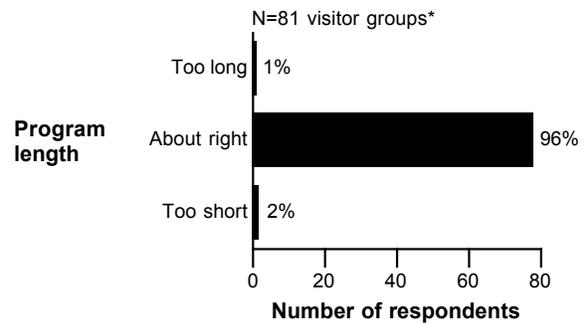


Figure 48. Visitor groups' opinions of length of ranger-led talks or ranger-led tours

Question 13b

If you and your personal group attended any ranger-led talks or ranger-led tours, please comment on the timing of the programs.

Results

- 98% of visitor groups were able to participate at their desired time (see Figure 49).

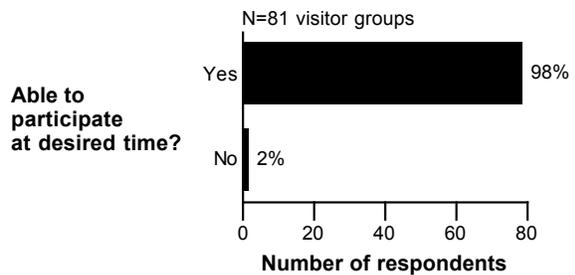


Figure 49. Visitor groups that were able to participate in ranger-led talks or ranger-led tours at their desired time

*total percentages do not equal 100 due to rounding

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

Question 13c

If you and your personal group attended any ranger-led talks or ranger-led tours, please comment on the topics discussed.

Results

- 100% of visitor groups felt that the topics discussed were of interest (see Figure 50).

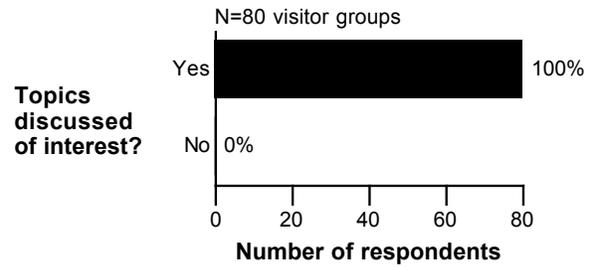


Figure 50. Visitor groups that found the topics discussed of interest

Question 13d

Did you learn something from ranger-led talks or ranger-led tours at Richmond NBP that is relevant or meaningful to your life today?

Results

- 66% of visitor groups learned something relevant or meaningful (see Figure 51).
- 24% of visitor groups were not sure whether they learned something relevant or meaningful.

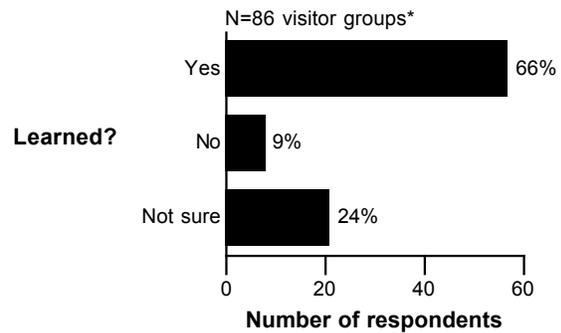


Figure 51. Visitor groups that learned something relevant or meaningful

*total percentages do not equal 100 due to rounding

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

Question 13e

If YES, what did you learn that is relevant or meaningful to your life today?

Results

- 37 visitor groups commented on what they learned that was relevant or meaningful to their lives (see Table 17).

Table 17. What visitor groups learned that was relevant or meaningful to their lives (N=41 comments; some visitors made more than one comment.)

Comment	Number of times mentioned
Learning about an ancestor who was in the war	5
American history	4
History of battles	2
Learning how a cannon works	2
Appreciation of sacrifice	1
Connection with the American experience	1
Everybody hates canister shots	1
Everything	1
General history of Richmond and Confederacy and Civil War	1
Historical facts	1
Historical information for the classroom	1
History of 1862 and 1864 campaigns	1
History of Iron Works and how it related to Civil War	1
How the military and political operations affected each other	1
How they used waterways	1
Human error	1
Life during war in the fort	1
Life is easy now compared to then	1
Need to persevere through hard times	1
Pride	1
Renewed awareness of cost of the war	1
Renewed patriotism	1
Resourcefulness	1
Respect for those who fought in the war	1
Sacrifice of soldiers	1
The condition of life in historical America	1
The etiquette of battle	1
The horror of war	1
The importance of preserving our national parks	1
The soldiers/officers were very much humans like us	1
Weapons of Civil War	1
Where Mahone's Bridge was in this action	1

*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 11a

Please indicate all the visitor services and facilities that you or your personal group used during this visit to Richmond NBP.

Results

- As shown in Figure 52, the most common visitor services and facilities used by visitor groups were:

69% Visitor center exhibits
 67% Visitor center restrooms
 58% Trails
 50% Assistance from park staff

- The least used services/facilities were:

3% Junior Ranger program
 3% Podcasts

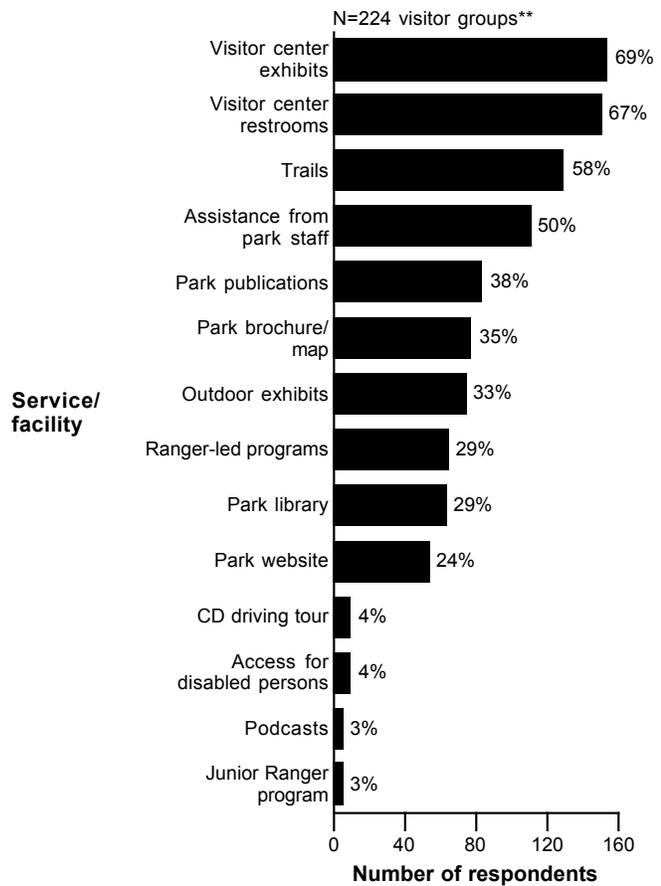


Figure 52. Visitor services and facilities used

*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 11b

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

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

Results

- Figure 53 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 85% Park brochure/map
- 85% Outdoor exhibits

- Table 18 shows the importance ratings of each service and facility.
- The services/facilities receiving the highest “not important” ratings that were rated by 30 or more visitor groups were:

- 4% Assistance from park staff
- 4% Visitor center exhibits

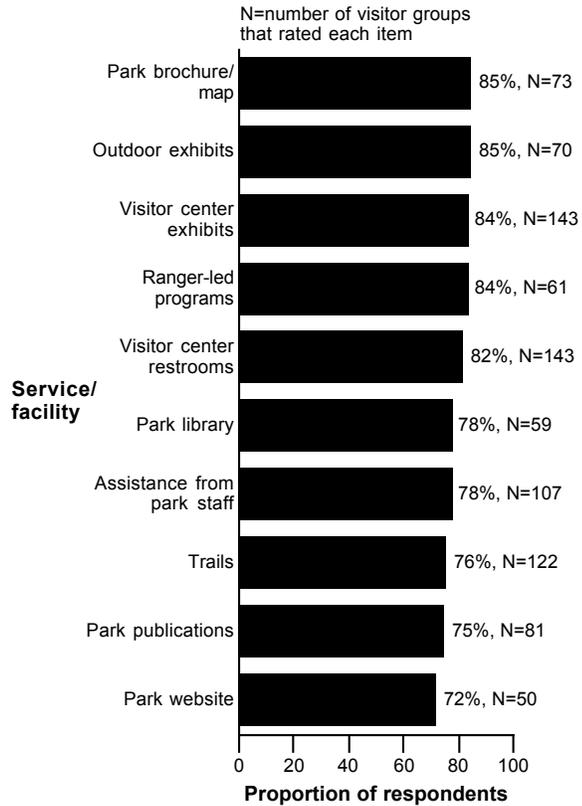


Figure 53. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

Table 18. Importance ratings of each service and facility
(N=number of visitors that rated each service and facility)

Service/facility	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Access for disabled persons – CAUTION!	5	20	20	20	0	40
Assistance from park staff	107	4	3	15	38	40
CD driving tour – CAUTION!	9	11	11	0	33	44
Junior Ranger program – CAUTION!	6	0	0	17	33	50
Park publications (other than park brochure/map)	81	1	6	17	37	38
Outdoor exhibits	70	0	3	13	36	49
Park library	59	2	2	19	31	47
Park brochure/map	73	1	3	11	40	45
Podcasts – CAUTION!	5	0	0	40	40	20
Ranger-led programs	61	2	0	15	33	51
Park website	50	0	4	24	30	42
Trails	122	2	7	15	34	42
Visitor center exhibits	143	4	3	10	41	43
Visitor center restrooms	143	3	4	10	29	53

*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 11c

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

- The services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

- 98% Ranger-led programs
 - 96% Assistance from park staff

- Table 19 shows the quality ratings of each service and facility.

- The service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups was:

- 3% Visitor center restrooms

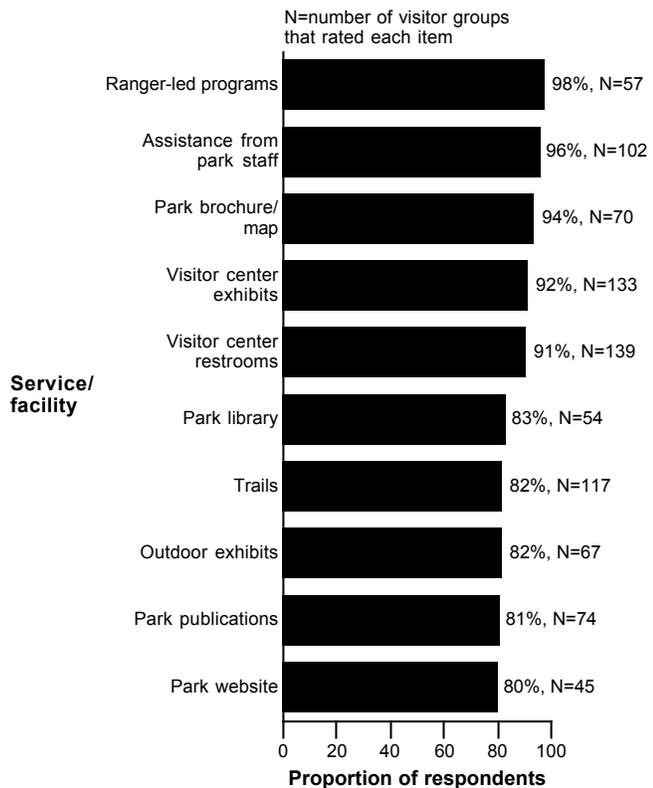


Figure 54. Combined proportions of “very good” and “good” quality ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

Table 19. Quality ratings of each service and facility
(N=number of visitors that rated each service and facility)

Service/facility	N	Rating (%)				
		Very poor	Poor	Average	Good	Very good
Access for disabled persons – CAUTION!	3	0	33	0	0	67
Assistance from park staff	102	1	1	3	21	75
CD driving tour – CAUTION!	9	0	0	33	22	44
Junior Ranger program – CAUTION!	6	0	0	17	17	67
Park publications (other than park brochure/map)	74	0	3	16	36	45
Outdoor exhibits	67	0	1	16	36	46
Park library	54	2	2	13	31	52
Park brochure/map	70	0	0	6	41	53
Podcasts – CAUTION!	5	0	0	0	40	60
Ranger-led programs	57	2	0	0	19	79
Park website	45	0	4	16	42	38
Trails	117	2	3	14	33	49
Visitor center exhibits	133	1	2	6	41	51
Visitor center restrooms	139	3	0	6	37	54

*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 of visitor services and facilities

- Figures 55 and 56 show the mean scores of importance and quality ratings of all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.

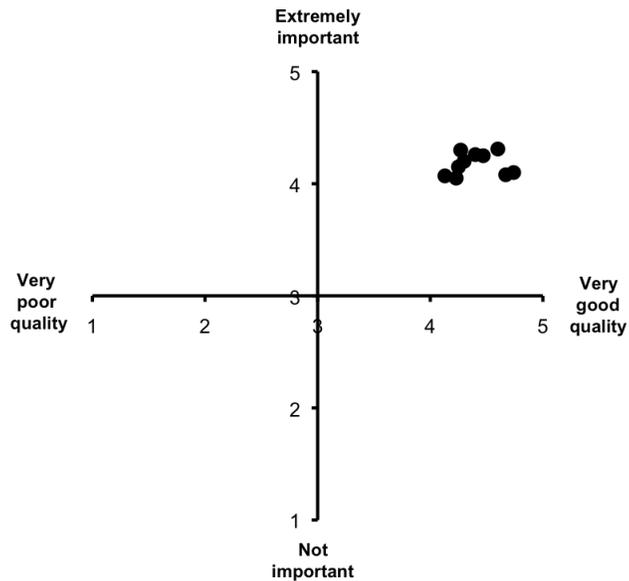


Figure 55. Mean scores of importance and quality ratings of visitor services and facilities

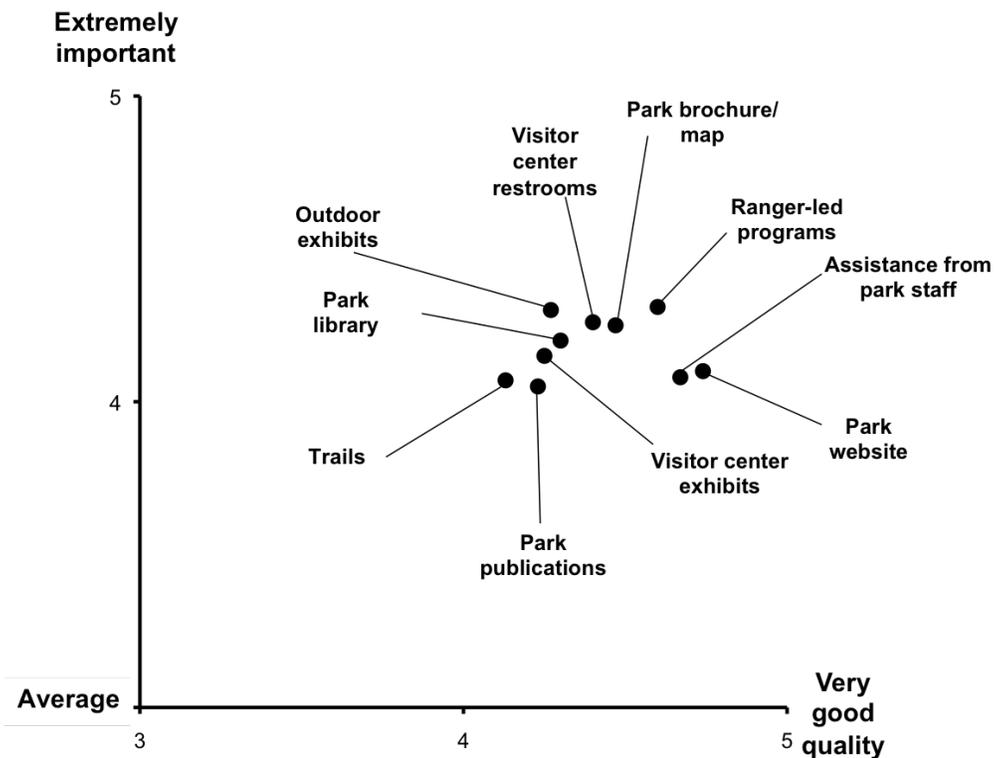


Figure 56. Detail of Figure 55

*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 attributes, resources, and experiences

Question 17

It is the National Park Service's responsibility to protect Richmond NBP's natural, scenic, and cultural resources and visitor experiences that depend on these. How important is protection of the following to you and your personal group?

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

Results

- As shown in Figure 57, the highest combined proportions of "extremely important" and "very important" ratings of park attributes, resources, and experiences were:

- 93% Historic structures/buildings
- 90% Preserved battlefield landscape
- 89% Historic trails with interpretation

- Table 20 shows the importance ratings of park attributes, resources, and experiences.
- The attribute/resource/experience that received the highest "not important" rating was:

18% Solitude

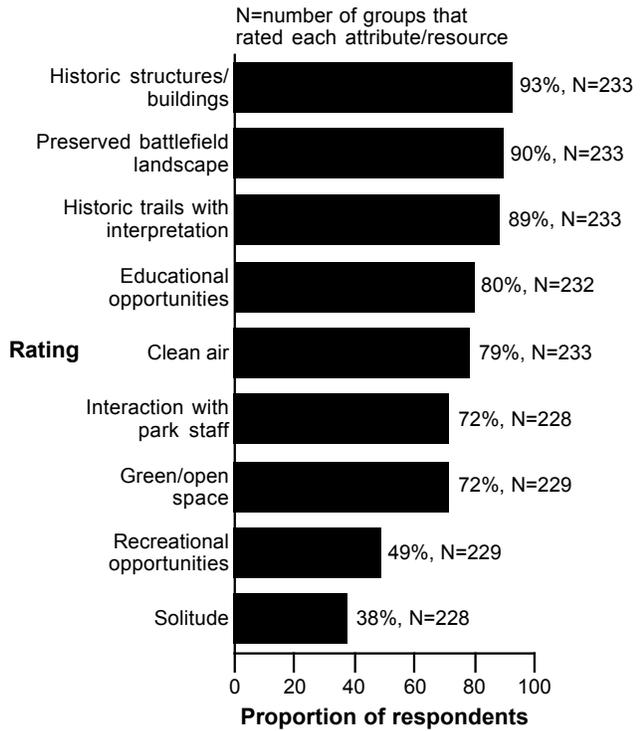


Figure 57. Combined proportions of "extremely important" and "very important" ratings of park attributes, resources, and experiences

*total percentages do not equal 100 due to rounding

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

Table 20. Visitor ratings of importance of protecting park attributes, resources and experiences (N=number of visitors that rated each attribute/resource/experience)

Attribute/resource/ experience	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	233	3	4	14	43	36
Educational opportunities	232	3	3	13	45	35
Green/open space	229	2	7	19	39	33
Historic structures/buildings	233	<1	1	5	31	62
Historic trails with interpretation	233	<1	2	8	35	54
Interaction with park staff	228	2	5	21	36	36
Preserved battlefield landscape	233	1	1	8	26	64
Recreational opportunities (hiking, exercising, etc.)	229	12	17	22	28	21
Solitude	228	18	16	29	21	17

*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 10a

During this visit to Richmond NBP, did you and your personal group have any personal interaction with a park ranger?

Results

- 77% of visitor groups had a personal interaction with a park ranger (see Figure 58).

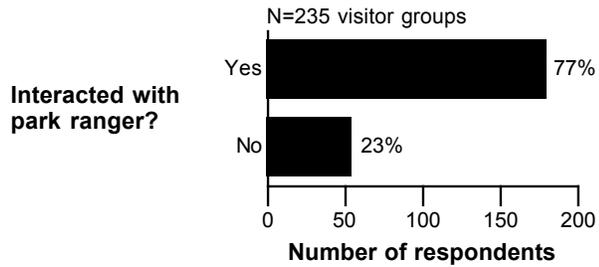


Figure 58. Visitor groups that had a personal interaction with a park ranger

Question 10b

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

Results

- Visitor groups rated the quality of their interaction with park rangers as “very good” or “good” as follows (see Figure 59):

- 96% Courteousness
- 94% Helpfulness
- 93% Quality of information provided

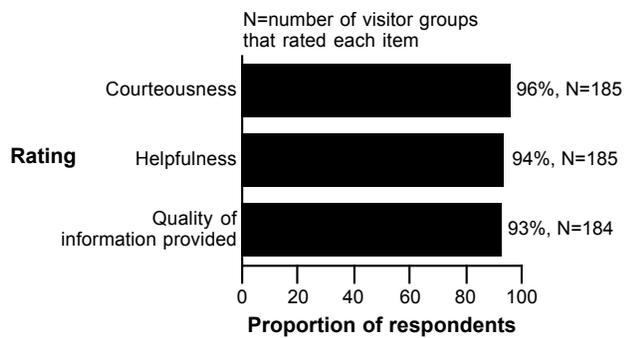


Figure 59. Combined proportions of “very good” and “good” quality ratings of interactions with park rangers

- Table 21 shows visitor groups’ quality ratings of each element of their interactions with park rangers.

Table 21. Visitor groups’ quality ratings of each element (N=number of visitor groups that rated each element)

Element	N	Rating (%)				
		Very poor	Poor	Average	Good	Very good
Helpfulness	185	2	1	3	17	77
Courteousness	185	1	1	2	14	82
Information provided	184	2	1	5	14	79

*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 Visits

Likelihood of future visit

Question 15a

Would you or members of your personal group consider visiting Richmond NBP again in the future?

Results

- 83% of visitor groups would consider visiting the park again in the future (see Figure 60).

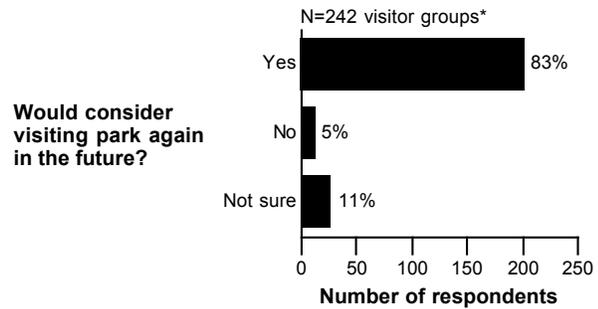


Figure 60. Visitor groups that would consider visiting Richmond NBP in the future

Question 15b

Would you or members of your personal group recommend visiting Richmond NBP to your friends and/or relatives?

Results

- 94% of visitor groups would recommend visiting the park to friends and/or relatives (see Figure 61).

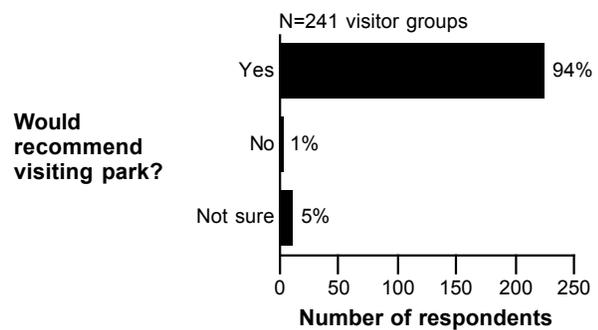


Figure 61. Visitor groups that would recommend Richmond NBP to friends or relatives

*total percentages do not equal 100 due to rounding

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

Preferred topics for interpretive programs

Question 18

If you were to visit Richmond NBP in the future, which topics would you and your personal group like to learn (or learn more) about through interpretive programs?

Results

- 91% of visitor groups were interested in interpretive programs for a future visit (see Figure 62).
- As shown in Figure 63, among those visitor groups that were interested in interpretive programs, the most commonly preferred topics were:

78% Military history
 66% Local history
 52% Civilian history

- “Other” topics (2%) were:
 How preservation efforts are spent
 Importance of stewardship of land
 More first person accounts
 Spiritual and religious history

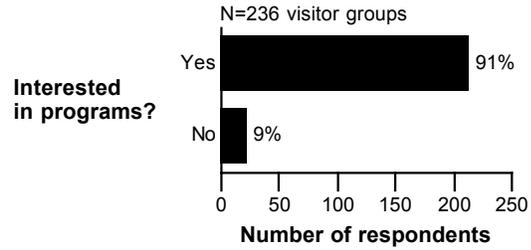


Figure 62. Visitor groups interested in interpretive programs

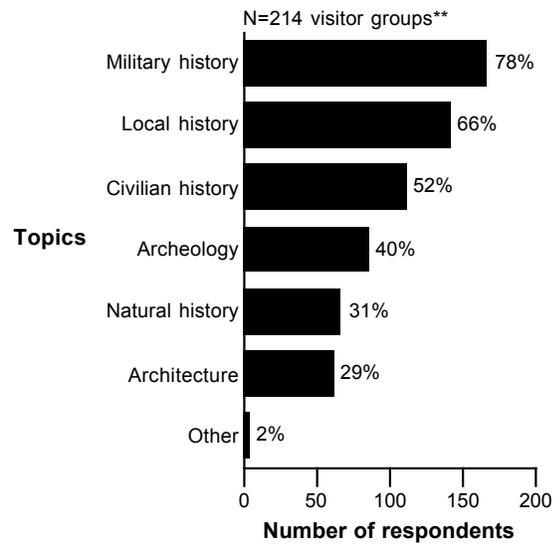


Figure 63. Preferred topics for interpretive programs

*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 16

Overall, how would you and your personal group rate the quality of facilities, services, and recreational opportunities at Richmond NBP during this visit?

Results

- 91% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 64).
- 3% of visitor groups rated the quality as “poor” or “very poor.”

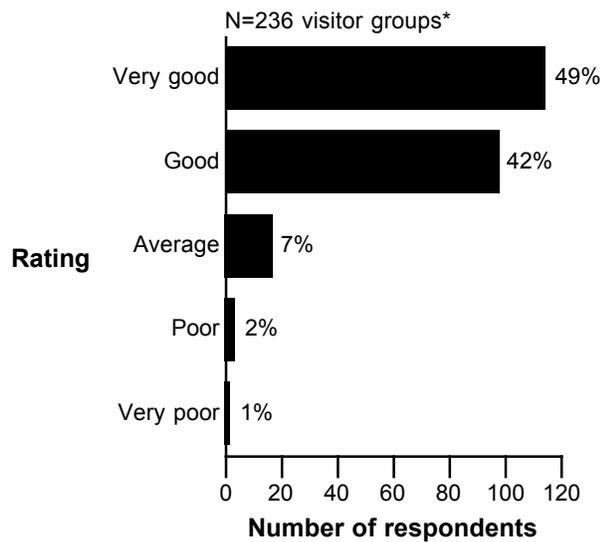


Figure 64. Overall quality rating of facilities, services, and recreational opportunities

*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

What visitors liked most

Question 27a

What did you and your personal group like most about your visit to Richmond NBP?
(Open-ended)

Results

- 80% of visitor groups (N=196) responded to this question.
- Table 22 shows a summary of visitor comments followed by the hand-written comments.

Table 22. What visitors liked most
(N=276 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (11%)	
Knowledgeable staff/rangers	10
Friendly staff/rangers	4
Helpful staff/rangers	4
Information provided by rangers	4
Conversing with staff/rangers	2
Rangers	2
Other comments	4
INTERPRETIVE SERVICES (46%)	
Ranger-led interpretive programs	27
Video	19
Historical information	16
Preservation of history	14
Exhibits	11
History	11
Historic plaques along trails	7
Driving tour around the battlefield	3
Interactive battle ground map	2
Malvern Hill artillery program reenactment	2
Other comments	15
FACILITIES/MAINTENANCE (20%)	
Trails	18
Cleanliness of the area	10
Tredegar Iron Works	6
Abraham Lincoln statue	2
American Civil War Center	2
Parking	2
Other comments	15
POLICIES/MANAGEMENT (2%)	
Free admission	2
Other comments	3

Table 22. What visitors liked most (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT (19%)	
Cannon	7
Battlefields	5
Artifacts	4
Battlefields (condition)	3
Historic structures	3
Other comments	4
GENERAL (12%)	
Serenity/solitude	6
Everything	4
Placing the history I've read into context	3
Authenticity	2
Natural beauty	2
Scenery	2
View of the river	2
Other comments	12

What visitors liked least**Question 27b**

What did you and your personal group like least about your visit to Richmond NBP?
(Open-ended)

Results

- 50% of visitor groups (N=124) responded to this question.
- Table 23 shows a summary of visitor comments followed by the hand-written comments.

Table 23. What visitors liked least
(N=133 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (2%)	
Comments	3
INTERPRETIVE SERVICES (20%)	
Poor directions to sites	6
Lack of information/interpretive signs	3
Lack of trail map	2
Other comments	16
FACILITIES/MAINTENANCE (25%)	
Lack of directional signs	3
Navigating through Richmond	3
Some grounds need maintenance (grass trimming, etc.)	3
Trash	3
Busy roads adjacent to the park/traffic	2
Confusing directional signs	2
Lack of restrooms	2
Some signs need maintenance	2
Urban sprawl/development	2
Other comments	11
POLICIES/MANAGEMENT (12%)	
Parking fees	10
Expensive	2
Survey	2
Other comments	2
GENERAL (40%)	
Inclement weather	19
Nothing to dislike	15
Time limitations	8
Amount of walking	2
Didn't live up to expectations	2
Insects	2
Other comments	6

Planning for the future

Question 28

If you were a manager planning for the future of Richmond NBP, what would you and your personal group propose? (Open-ended)

Results

- 48% of visitor groups (N=118) responded to this question.
- Table 24 shows a summary of visitor comments followed by the hand-written comments.

Table 24. Planning for the future
(N=144 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
INTERPRETIVE SERVICES (45%)	
Add detailed information (e.g., African Americans, munitions, iron production, military history)	5
Better advertise the park	5
Add living history programs	4
Add ranger-led programs	4
Add reenactors/reenactments	3
Add exhibits	2
Continued expansion of electronic media	2
Coordinate tours with schools	2
Improve site map	2
Make it more interactive	2
Promote interpretive programs	2
Provide interactive opportunities for kids	2
Provide sample itineraries	2
Put address of each park site on website (for GPS)	2
Other comments	26
FACILITIES/MAINTENANCE (18%)	
Add trails	5
Improve directional signs	3
Add water fountains	2
Better maintain the grounds	2
Increase parking	2
Maintain trails	2
Other comments	10
POLICIES/MANAGEMENT (22%)	
Keep (or return) it in the condition it was during the battle	10
Expand park size/add sites	8
Focus on and continue preservation	4
Limit commercialism/development	3
Provide free parking	3
Add shuttles between sites	2
Other comments	2

Table 24. Planning for the future (continued)

Comment	Number of times mentioned
PERSONNEL (1%)	
Comments	2
GENERAL (13%)	
Keep doing what you're doing	9
Other comments	10

Additional comments

Question 29

Is there anything else you and your personal group would like to tell us about your visit to Richmond NBP? (Open-ended)

Results

- 39% of visitor groups (N=95) responded to this question.
- Table 25 shows a summary of visitor comments followed by the hand-written comments.

Table 25. Additional comments
(N=139 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (14%)	
Friendly rangers/staff	4
Helpful rangers/staff	4
Great rangers/staff	3
Knowledgeable rangers/staff	3
Courteous staff	2
Other comments	3
INTERPRETIVE SERVICES (21%)	
Enjoyed interpretive program	6
Add ranger-led programs	2
Other comments	21
FACILITIES/MAINTENANCE (14%)	
Impressed by Tredegar Iron Works	3
Well-maintained/clean park	3
Add trash cans	2
Other comments	11
POLICIES/MANAGEMENT (9%)	
Appreciate NPS and their quality work	2
Survey too long	2
Comments	8
RESOURCE MANAGEMENT (1%)	
Comment	1
GENERAL COMMENTS (42%)	
Enjoyed visit	27
Thank you	7
Park is a treasure/legacy	6
Keep up the good work	4
Will return	4
Repeat visitor	3
Love our national parks	2
Park is worth our tax dollars	2
Other comments	4

Visitor Comments

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?

The VSP database website (<https://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

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; Fillion 1976; Dey 1997). Because 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 then were categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the postcards were mailed, the second wave is between postcard and 1st replacement, and the third wave contains surveys received after the 1st replacement. A Chi-square test was used to detect the difference in education levels at different mailing waves and an ANOVA was used to test the difference in overall rating score. The hypothesis was that group types are equally represented. 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. Respondents of different education levels are equally represented in different mailing waves.

Tables 3 and 4 show no significant difference in group size, overall quality rating, and level of education. However, there was a significant difference in average age between respondents and nonrespondents. 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 demographics, 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
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 (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
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

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)

Visitor Services Project Publications (continued)**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)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls 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 (fall)
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park

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)

Visitor Services Project Publications (continued)**2002 (continued)**

- 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
- 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)

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
- 212. Perry's Victory & International Peace Memorial

Visitor Services Project Publications (continued)

2009 (continued)

- 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)
- 224.2 Death Valley National Park (spring)
- 225. San Juan National Historic Site (spring)
- 226. Ninety Six National Historic Site (spring)
- 227. Kalaupapa National Historical Park
- 228. Little River Canyon National Preserve
- 229. George Washington Carver National
Monument
- 230. Chattahoochee River National Recreation Area
- 231. Black Canyon of the Gunnison National Park
- 232. Fort Union National Monument
- 233. Curecanti National Recreation Area
- 234. Richmond National Battlefield Park

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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