



Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project



Perry's Victory and International Peace Memorial Visitor Study

Summer 2009

University of Idaho
A LEGACY OF LEADING

Park Studies Unit
Visitor Services Project
Report 212



**Social Science Program
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Nancy Holmes is a Research Assistant and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Katheryn Bilodeau and the staff of Perry's Victory and International Peace Memorial for assisting with the survey, and David Vollmer and Yanyin Xu for data processing.

**Visitor Services Project
Perry's Victory and International Peace Memorial
Report Summary**

- This report describes the results of a visitor study at Perry's Victory and International Peace Memorial during June 24-30, 2009. A total of 503 questionnaires were distributed to visitor groups. Of those, 354 questionnaires were returned, resulting in a 70.4% response rate.
 - This report profiles a systematic random sample of Perry's Victory and International Peace Memorial visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in this report and complete comments are included in the Visitor Comments Appendix.
 - Thirty-four percent of visitor groups were in groups of two, 25% were in groups of four, and 22% were in groups of six or more. Sixty-eight percent of visitor groups were in family groups.
 - United States visitors comprised 98% of total visitors during the survey period, with 71% from Ohio, 5% from Michigan, and smaller proportions from 27 other states. International visitors during the survey period comprised 1% of total visitation, with a majority from Canada (43%), but this data should be read with caution due to the small number of respondents.
 - Forty-four percent of visitors were ages 36-60 years, 8% were over 65 years, and 21% were ages 15 years or younger. Five percent of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services.
 - Fifty-eight percent of visitors were visiting the park for the first time, while 21% had visited two or three times, and 16% visited five or more times.
 - Three percent of respondents were Hispanic or Latino, and 97% were White.
 - Most visitor groups (99%) used English for speaking, and 100% used English for reading.
 - Thirty-three percent of respondents had a bachelor's degree, 29% had attended some college, and 19% had a graduate degree.
 - Forty-three percent of respondents reported an annual household income of \$50,000 to \$100,000.
 - Fifty-three percent of visitor groups were aware that Perry's Victory and International Peace Memorial was a unit of the National Park System. Sixty-four percent were aware that the park commemorates the Battle of Lake Erie, and 39% were aware that the park celebrates the long-lasting peace between Canada, Great Britain, and the United States.
 - For 61% of visitor groups, visiting other attractions in the area was the most common reason for coming to South Bass Island. Visiting Perry's Victory and International Peace Memorial was the reason that 12% of visitor groups came to the area. Perry's Victory and International Peace Memorial was one of several destinations for 72% of visitor groups.
 - Most visitor groups (75%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about Perry's Victory and International Peace Memorial through previous visits (67%) and friends/relatives/word of mouth (30%).
 - Sixty-eight percent of visitor groups spent one hour visiting the park. Of those visitor groups (12%) that spent more than one day visiting the park, 85% spent 2 days. The average length of stay was 1.2 hours.
-

- The most common visitor activities were visiting the visitor center (73%) and walking around park grounds (71%). Note: During the last four days of the survey period (June 27-30), an elevator malfunction prevented visitors from accessing the observation deck. On a future visit, 83% of visitor groups would prefer to enjoy the view from the observation deck and 57% would visit the visitor center.
- Seventeen percent of visitor groups participated in ranger programs and 96% indicated they would be interested in learning about the park on a future visit. On a future visit, 61% of percent would prefer to learn about the park through living history demonstrations/costumed interpretive programs.
- Seventy-one percent of visitor groups had a personal interaction with a park ranger during their visit. Ninety-five percent of visitor groups rated the courteousness of park rangers as "very good" or "good," 93% rated the helpfulness of rangers as "very good" or "good," and 92% rated the quality of information given by park rangers as "very good" or "good."
- The visitor services and facilities most commonly used by visitor groups were the exhibits at the visitor center (70%), the restrooms (67%), and assistance from park staff (60%). All visitor services and facilities were rated as above average in their importance and quality. The services receiving the highest importance ratings were the video/film in the visitor center (88%) and the restrooms (88%). The services receiving the highest quality ratings were living history demonstrations (100%) and the video/film in the visitor center (95%).
- The average group expenditure in the park, South Bass Island, and within 10 miles of Port Clinton, was \$433, with a median (50% spent more and 50% spent less) of \$271. The average total expenditure per person was \$128. Sixty percent of visitor groups had two adults covered by expenditures and 54% had no children covered by expenses.
- If Perry's Victory and International Peace Memorial were to offer ranger-led tours of the observation deck of 10 people/tour, 67% of visitor groups would be willing to take the tour, and a longer wait to take a tour was acceptable to 40% of visitor groups. Forty-four percent would prefer a pre-visit reservation system.
- Most visitor groups (88%) rated the overall quality of facilities, services, and recreational opportunities at Perry's Victory and International Peace Memorial as "very good" or "good." Two percent of visitor groups rated the overall quality as "very poor" or "poor."

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INTRODUCTION

This report describes the results of a visitor study at Perry's Victory and International Peace Memorial, conducted June 24-30, 2009 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 Perry's Victory and International Peace Memorial describes the park: "Perry's Victory and International Peace Memorial was established to honor those who fought in the Battle of Lake Erie during the War of 1812, and to celebrate the long-lasting peace between Britain, Canada and the U.S. The Memorial, a Doric column rising 352 feet over Lake Erie is situated 5 miles from the longest undefended border in the world" (<http://www.nps.gov/pevi>, November, 2009).

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 results of the study.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. 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 groups.

Appendix 2: *Additional Analysis*. A list of sample questions for cross-references and cross comparisons.

Comparisons can be analyzed within the park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

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 contacting the PSU office at (208) 885-7863 or by visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>.

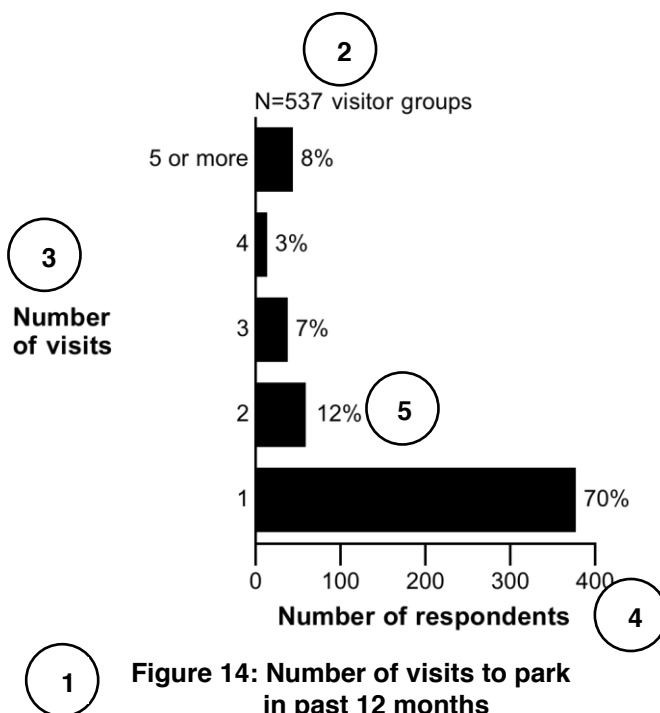
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

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

SAMPLE ONLY

- 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.



METHODS

Survey Design

Sample size and sampling plan

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

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at selected locations in Perry's Victory and International Peace Memorial during June 24-30, 2009. Table 1 shows the two locations, the number of questionnaires distributed at each location, and the response rate for each location. Visitors were surveyed between the hours of 10 a.m. and 7 p.m. During this survey, 564 visitor groups were contacted and 503 of these groups (89.2%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies is 91.4%). Questionnaires were completed and returned by 354 visitor groups resulting in a 70.4% response rate for this study. The average response rate for the 205 VSP visitor studies conducted from 1988 through 2008 was 74.2%.

Table 1: Questionnaire distribution
 N_1 =number of questionnaires distributed
 N_2 =number of questionnaires returned

Sampling site	Distributed		Returned	
	N_1	%	N_2	%
Visitor center	223	44	164	46
Monument	280	56	190	54
Total	503	100	354	100

Questionnaire design

The Perry's Victory and International Peace Memorial 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 Perry's Victory and International Peace Memorial. 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 Perry's Victory and International Peace Memorial 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	July 16, 2009	490	7	497
1 st Replacement	July 30, 2009	231	5	236
2 nd Replacement	August 19, 2009	207	0	207

Data Analysis

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

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.

2. The data reflect visitor use patterns to the selected sites during the study period of June 24-30, 2009. 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 varied from hot and humid to cool and windy. On June 25, the second day of the survey, a severe thunderstorm during the late afternoon disrupted visitation for the remainder of the day.

On the morning of June 27, soon after the park's opening, the elevator in the monument malfunctioned. Visitors were not able to ascend to the monument's observation deck for the remainder of the survey period. Results from data collected during the time when the observation deck was inaccessible, and that relate to the use of the observation deck, are displayed in modified graphs.

Checking Non-response Bias

Three variables were used to check non-response bias: respondents' age, travel distance from home to the park, overall quality rating score. There were no significant differences between early and late responders in any of these variables (see Table 3). Non-response bias is thus judged to be insignificant. See Appendix 4 for more details of the non-response bias checking procedures.

Table 3: Comparison of respondents at different mailing waves				
Variable	Before 1 st replacement	Between 1 st and 2 nd replacement	After 2 nd replacement	p-value (ANOVA)
Age (years)	47.33	46.72	42.33	0.071
Travel distance to park (miles)	151.19	196.12	183.87	0.378
Overall quality rating (scale from 1 to 5)	4.36	4.35	4.34	0.650

RESULTS

Group and Visitor Characteristics

Visitor group size

Question 21b

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

Results

- 34% of visitors were in groups of two (see Figure 1).
- 25% were in groups of four.
- 22% were in groups of six or more.

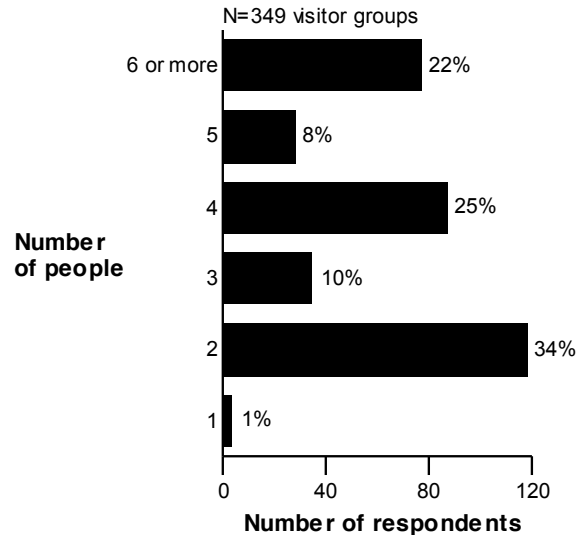


Figure 1: Visitor group size

Visitor group type

Question 21a

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

Results

- 68% of visitor groups were made up of family members (see Figure 2).
- 15% were with family and friends.
- 15% were with friends.
- "Other" groups (1%) included:

Car club
Seniors

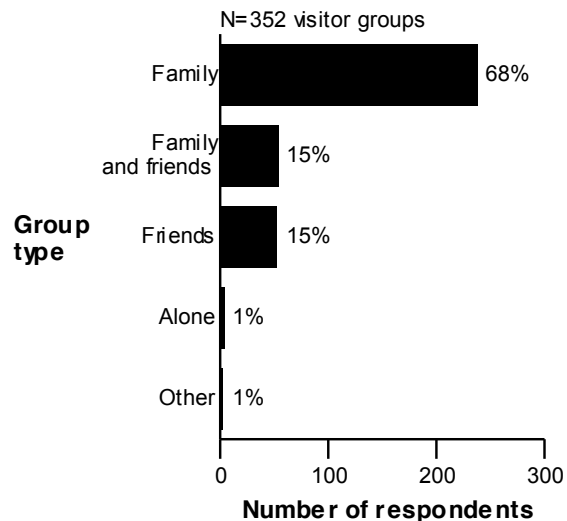


Figure 2: Visitor group type

*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 20a

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

Results

- 2% of visitor groups were part of a commercial guided tour group (see Figure 3).

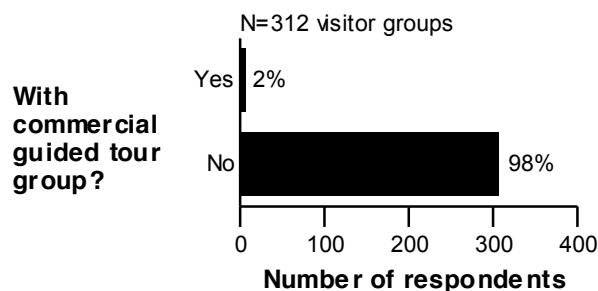


Figure 3: Visitors with a commercial guided tour group

Question 20b

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

Results

- 1% of visitor groups were part of a school/educational group (see Figure 4).

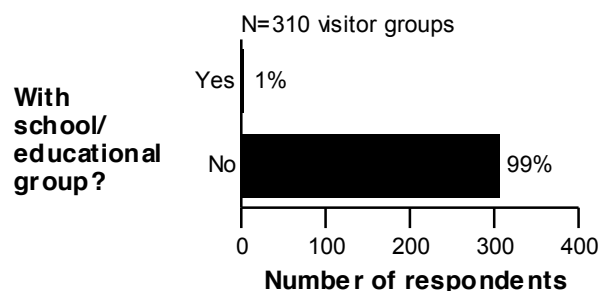


Figure 4: Visitors with a school/educational group

Question 20c

On this visit, were you and your personal group part of an "other" organized group (such as scouts, work, church, etc.)?

Results

- 4% of visitor groups were part of an "other" organized group (see Figure 5).

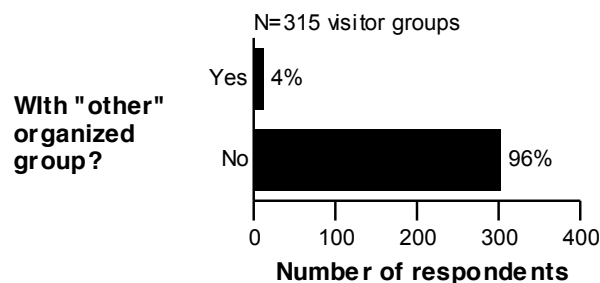


Figure 5: Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

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

Question 20d

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

Results – Interpret results with **CAUTION!**

- Not enough visitors responded to this question to provide reliable data (see Figure 6).

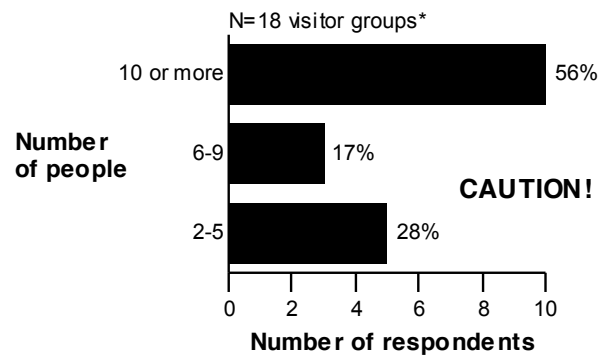


Figure 6: Organized group size

*total percentages do not equal 100 due to rounding

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

United States visitors by state of residence

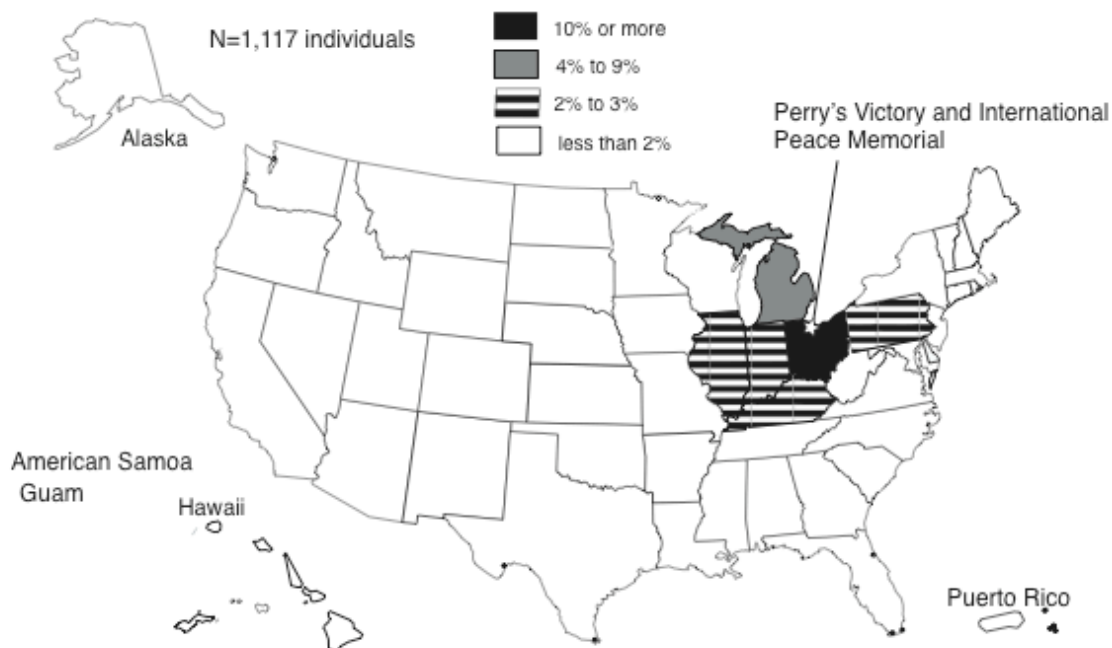
Question 22b

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

Table 4: United States visitors by state of residence*

	State	Number of visitors	Percent of U.S. visitors N=1,117 individuals	Percent of total visitors N=1,131 individuals
Note: Response was limited to seven members from each visitor group.	Ohio	794	71	70
	Michigan	59	5	5
Results	Indiana	38	3	3
	Pennsylvania	28	3	2
	Kentucky	19	2	2
	Illinois	18	2	2
	Georgia	14	1	1
	North Carolina	14	1	1
	Virginia	14	1	1
	Tennessee	13	1	1
	Florida	12	1	1
	18 other states	94	8	8

- U.S. visitors were from 29 states and comprised 98% of total visitation to the park during the survey period.
- 71% of U.S. visitors came from Ohio (see Table 4 and Map 1).
- Smaller proportions of U.S. visitors came from 28 other states.



Map 1: Proportions of 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

International visitors by country of residence

Question 22b

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

Table 5: International visitors by country of residence*
CAUTION!

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

Results – Interpret with **CAUTION!**

- International visitors were from 6 countries and comprised 1% of total visitation to the park during the survey period (see Table 5.)

Country	Number of visitors	Percent of international visitors N=14 individuals	Percent of total visitors N=1,131 individuals
Canada	6	43	1
Norway	3	21	<1
Macedonia	2	14	<1
Australia	1	7	<1
Japan	1	7	<1
United Kingdom	1	7	<1

Number of visits

Question 22c

For you and your personal group on this visit, how many times have you visited Perry's Victory and International Peace Memorial in your lifetime (including this visit)?

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

Results

- 58% of visitors were visiting the park for the first time (see Figure 7).
- 21% had visited two or three times.
- 16% had visited the park five or more times.

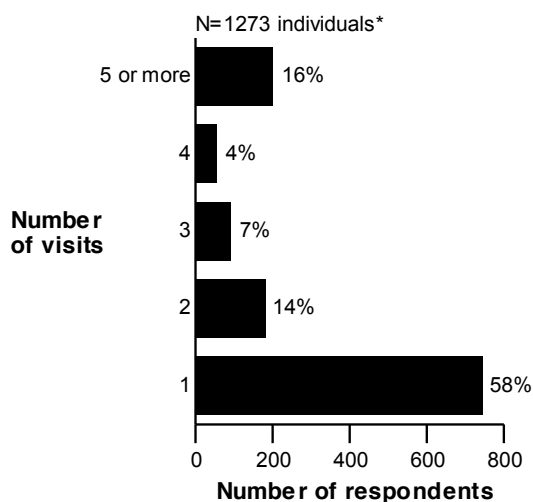


Figure 7: Number of visits to park

*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 22a

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 83 years.
- 44% of visitors were in the 36-60 years age group (see Figure 8).
- 21% were 15 years and younger.
- 8% were over 66 years or older.

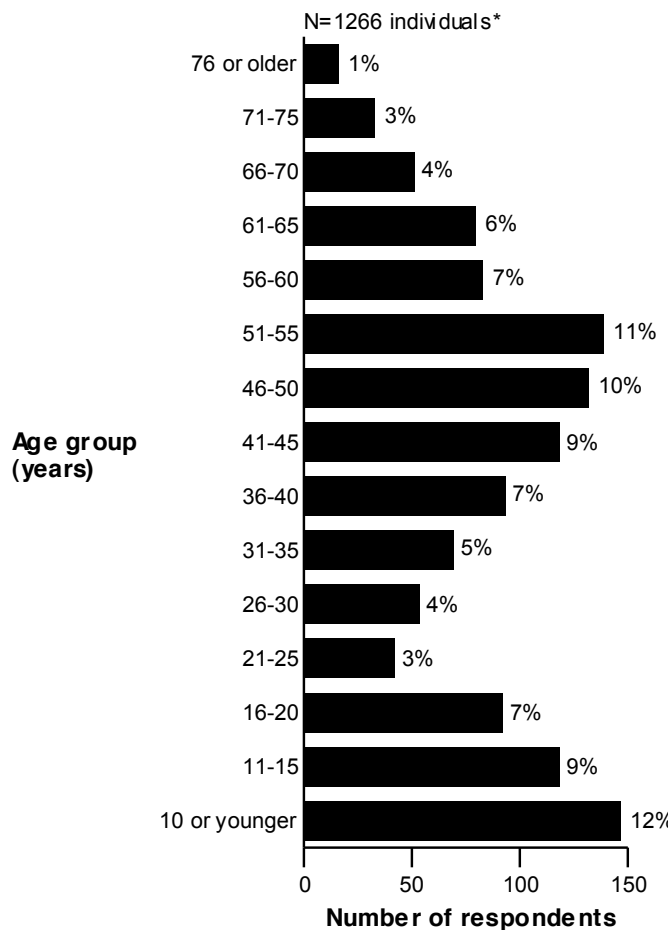


Figure 8: Visitor age

*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 25a

Are you or members of your group
Hispanic or Latino?

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

Results

- 3% of visitors were Hispanic or Latino (see Figure 9).

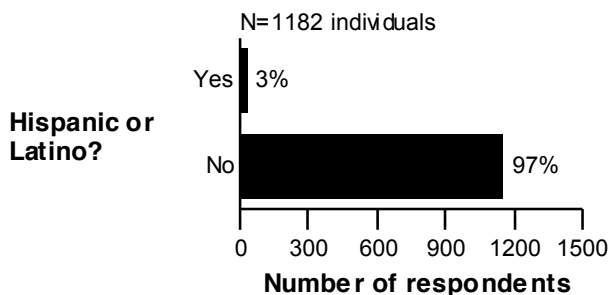


Figure 9: Visitors who were Hispanic or Latino

Visitor race

Question 25b

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

- 97% of visitors were White (see Figure 10).

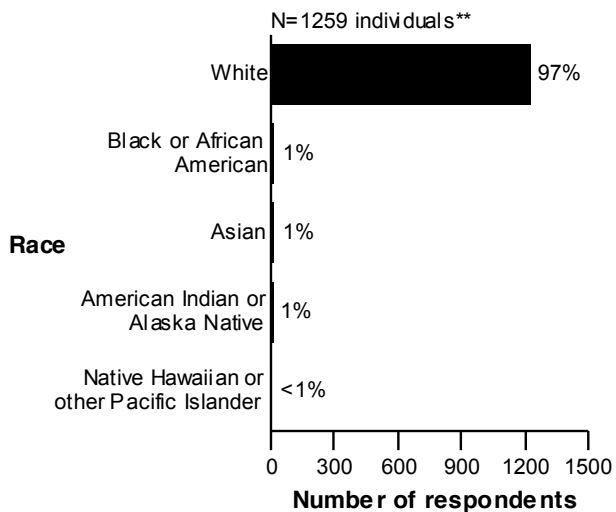


Figure 10: Visitor race

*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 23a

When visiting a site such as Perry's Victory and International Peace Memorial, which one language do you and most members of your personal group prefer to use for speaking?

Results

- 99% visitor groups reported English as their preferred language for speaking (see Figure 11).
- The "other" language (1%) was:
Romanian

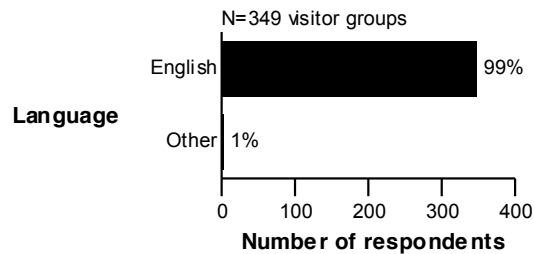


Figure 11: Language preferred for speaking

Question 23b

When visiting a site such as Perry's Victory and International Peace Memorial, which one language do you and most members of your personal group prefer to use for reading?

Results

- 100% visitor groups preferred English for reading (see Figure 12).
- No "other" languages were specified.

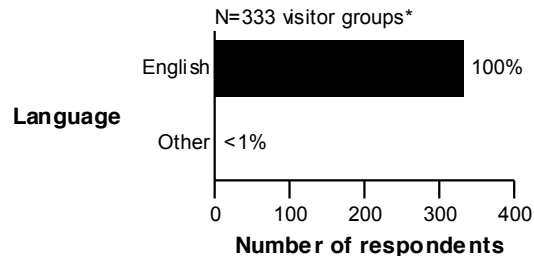


Figure 12: Language preferred for reading

*total percentages do not equal 100 due to rounding

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

Services in languages other than English

Question 23c

What services in the park would you like to have provided in languages other than English? (open-ended)

Results – Interpret with **CAUTION!**

- Six visitor groups commented on services they would like to have provided in languages other than English (see Table 6).

Table 6: Services in other languages
N=12 comments;
some visitor groups made more than one comment.
CAUTION!

Service	Number of times mentioned
Directions	2
Signage	2
Audio tour	1
Brochures	1
Electronic guides/devices	1
Information	1
Information on ranger programs	1
Literature	1
Movie narration	1
Welcome sign	1

*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 26a

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 13).

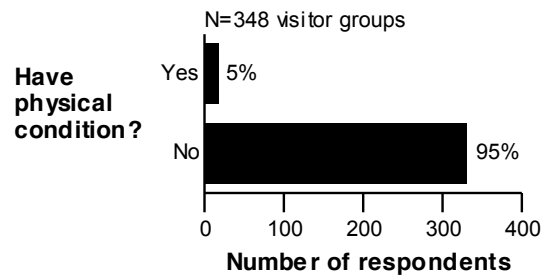


Figure 13: Visitor groups that had members with physical conditions

Question 26b

If YES, what services or activities were difficult to access/participate in?

Results – Interpret with **CAUTION!**

- Fifteen visitor groups commented on the services and activities that were difficult to access or participate in (see Table 7).

Table 7: Services/activities that were difficult to access/participate in

N=17 comments;

some visitor groups made more than one comment.

CAUTION!

Service	Number of times mentioned
Stairs	10
Walking	5
Access to monument	1
Bicycling	1

*total percentages do not equal 100 due to rounding

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

Respondents' level of education

Question 24

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

Results

- 33% of respondents had a bachelor's degree (see Figure 14).
- 29% had completed some college.

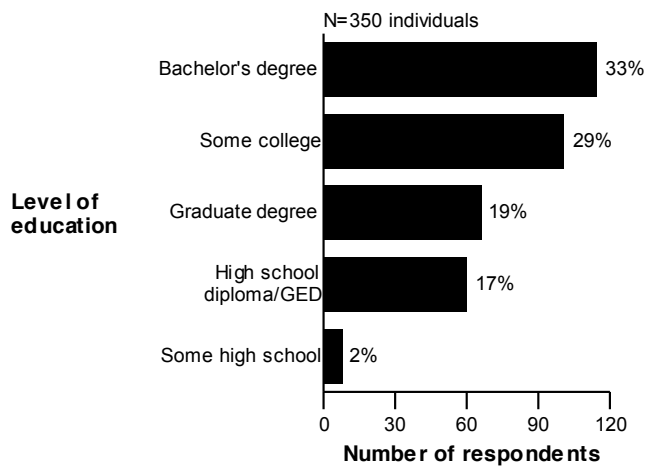


Figure 14: Respondents' level of education

*total percentages do not equal 100 due to rounding

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

Household income

Question 31a

Which category best represents your annual household income?

Results

- 23% of respondents reported a household income of \$50,000 - \$74,999 (see Figure 15).
- 20% had an income of \$75,000 - \$99,999.
- 16% reported an income of \$100,000 - \$149,999.

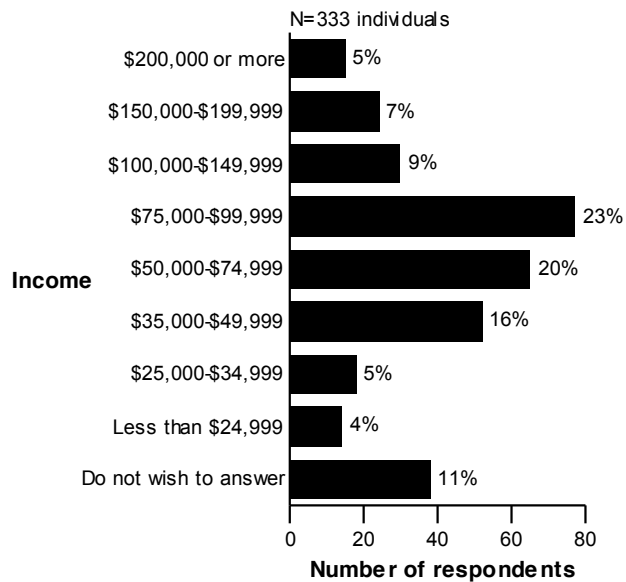


Figure 15: Annual household income

Question 31b

How many people are in your household?

Results

- 36% of respondents had two people in their household (see Figure 16).
- 29% had four people.

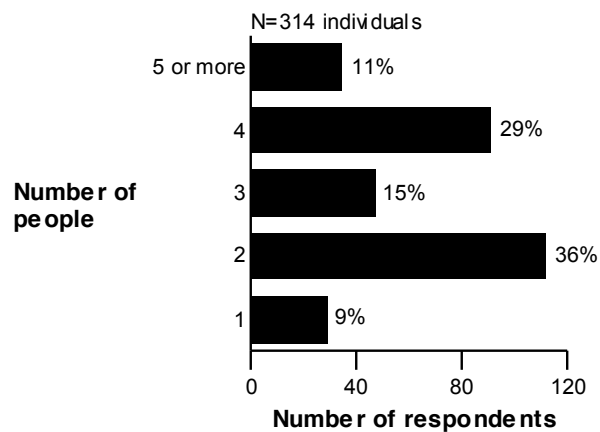


Figure 16: Number of people in household

*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 NPS management

Question 2

Prior to this visit, were you and your personal group aware that Perry's Victory and International Peace Memorial is a unit of the National Park System?

Results

- 53% of visitor groups were aware that Perry's Victory and International Peace Memorial is a unit of the National Park System (see Figure 17).

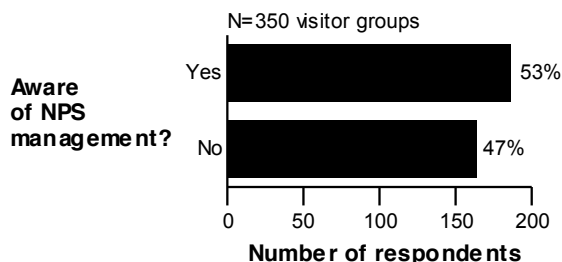


Figure 17: Visitor groups that were aware the park is a unit of the NPS

Awareness of battle commemoration

Question 3a

Prior to this visit, were you and your personal group aware that Perry's Victory and International Peace Memorial commemorates those who fought in the Battle of Lake Erie during the War of 1812?

Results

- 64% of visitor groups were aware that Perry's Victory and International Peace Memorial commemorates the Battle of Lake Erie during the war of 1812 (see Figure 18).

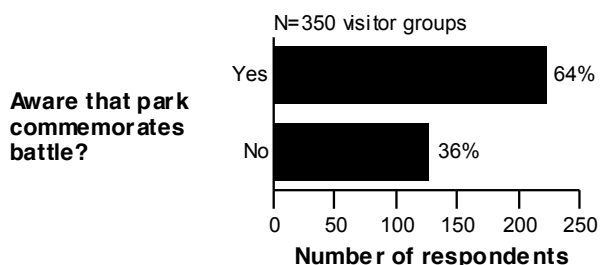


Figure 18: Visitor groups that were aware the park commemorates the Battle of Lake Erie

Awareness of peace celebration

Question 3b

Prior to this visit, were you and your personal group aware that Perry's Victory and International Peace Memorial celebrates the long-lasting peace between Canada, Great Britain, and the United States?

Results

- 39% of visitor groups were aware that Perry's Victory and International Peace Memorial celebrates long-lasting peace between Canada, Great Britain, and the United States (see Figure 19).

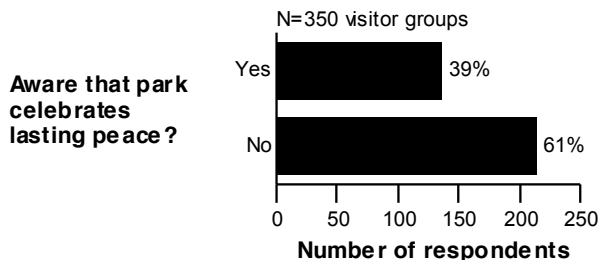


Figure 19: Visitor groups that were aware the park celebrates long-lasting peace between Canada, Great Britain, and the United States

*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 1

Prior to your visit, how did you and your personal group obtain information about Perry's Victory and International Peace Memorial?

Results

- 75% of visitor groups obtained information about Perry's Victory and International Peace Memorial prior to their visit (see Figure 20).

- As shown in Figure 21, among those visitor groups who obtained information about Perry's Victory and International Peace Memorial prior to their visit, the most common sources were:

67% Previous visits
30% Friends/relatives/word of mouth
23% Put-in-Bay Visitor Guide website

- "Other" sources (7%) were:

Lakeland Boating
Library books
Nearby resident
Park ranger
Presque Isle State Park
Related to one of Perry's sharpshooters
Saw it from afar

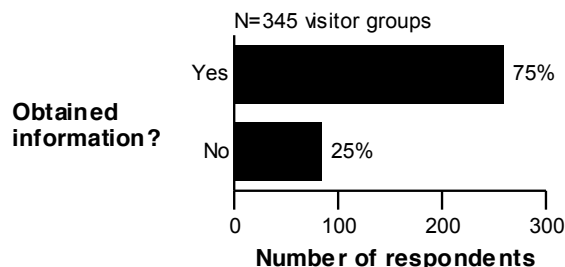


Figure 20: Visitor groups that obtained information about Perry's Victory and International Peace Memorial prior to visit

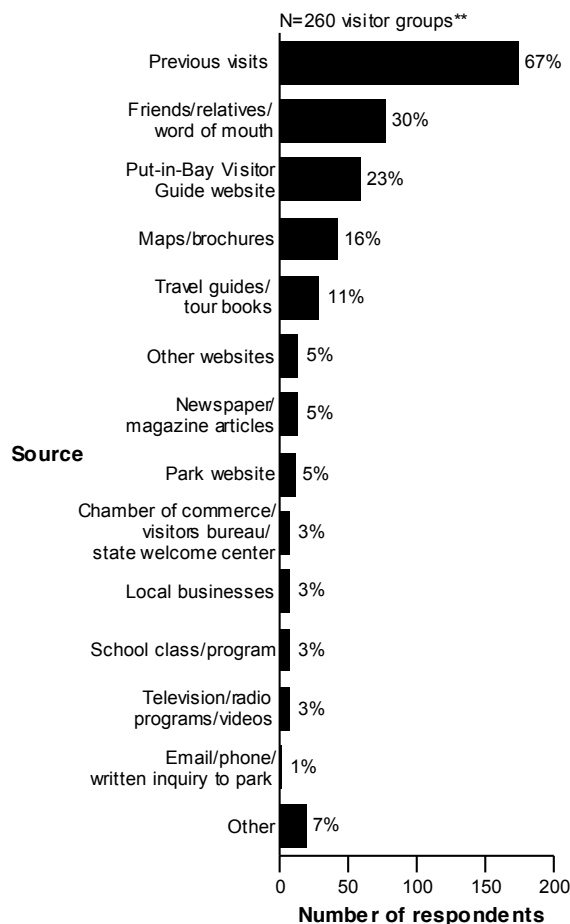


Figure 21: Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

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

Park as destination

Question 6

On this trip, how did your visit to Perry's Victory and International Peace Memorial fit into you and your group's travel plans?

Results

- For 72% of visitor groups, Perry's Victory and International Peace Memorial was one of several destinations (see Figure 22).

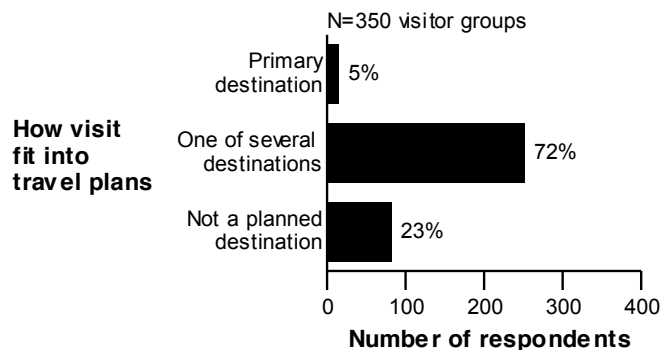


Figure 22: How visit to park fit into visitor groups' travel plans

Primary reason for visit to South Bass Island

Question 4

On this trip, what was the primary reason that you and your personal group came to South Bass Island?

Results

99% of visitor groups were not residents South Bass Island (see Figure 23).

- As shown in Figure 24, among visitor groups who were not residents of South Bass Island, the primary reasons for visiting South Bass Island were:

61% Visit other attractions in the area

12% Visit Perry's Victory and International Peace Memorial

- Table 8 shows "other" reasons (20%) that visitors groups came to South Bass Island

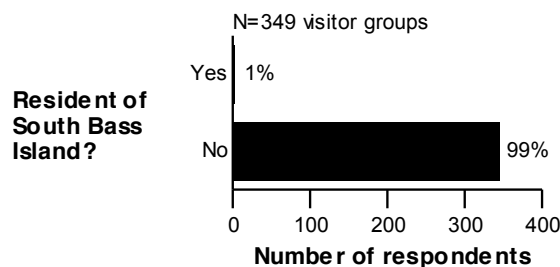


Figure 23: Visitor groups that were residents South Bass Island

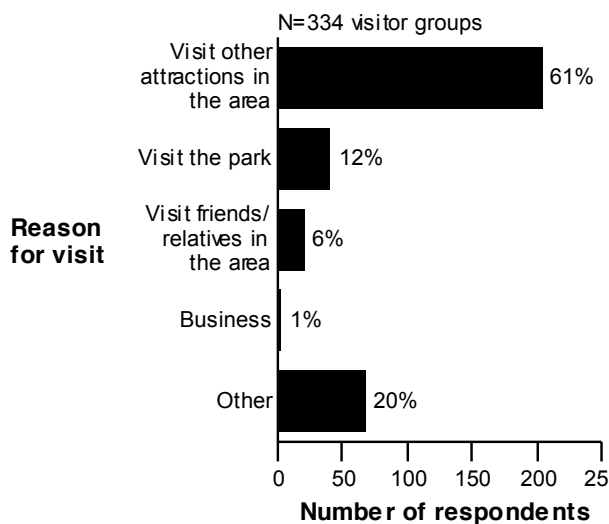


Figure 24: Primary reason for visiting South Bass Island

*total percentages do not equal 100 due to rounding

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

Table 8: Other reasons for visit to South Bass Island

N=65 comments.

Reason	Number of times mentioned
Vacation	17
See the island	10
To show a family member or friend	5
Boating	4
Dining	4
Leisure	4
Recreational activities	4
Take a day trip	2
Wanted to go someplace new/different	2
Wedding	2
Brought cannons over	1
Car club convention group	1
Family gathering	1
Field trip for school	1
For the view	1
Looking for plaque with ancestor's name	1
Pirate Festival	1
Relive childhood memories	1
Social trip	1
Visit everything	1
Volunteer in parks (Oak Point State Park)	1

*total percentages do not equal 100 due to rounding

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

Adequacy of directional signs

Question 5

On this visit, were signs directing you and your personal group to and around Perry's Victory and International Peace Memorial adequate?

Results

a. Interstate signs

- 74% of visitor groups did not use interstate signs to direct them to Perry's Victory and International Peace Memorial (see Figure 25).
- 19% indicated the interstate signs were adequate.

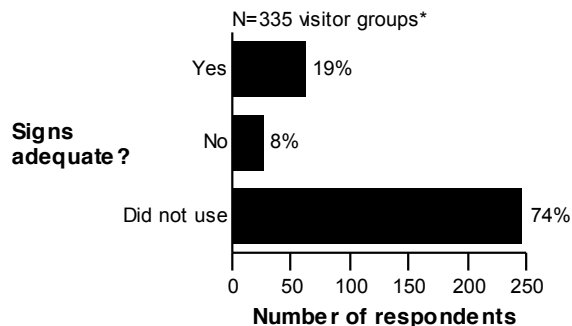


Figure 25: Visitor groups' opinions on the adequacy of interstate signs

b. State highway signs

69% of visitor groups did not use state highway signs to direct them to Perry's Victory and International Peace Memorial (see Figure 26).

- 21% indicated the highway signs were adequate.

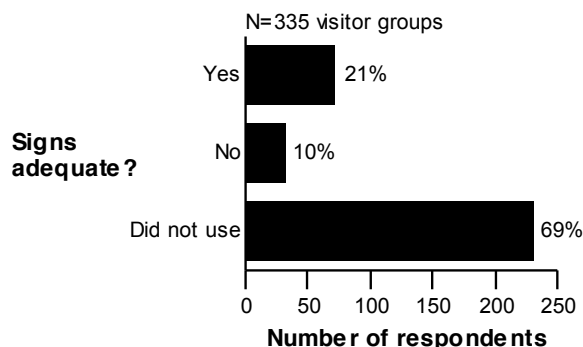


Figure 26: Visitor groups' opinions on the adequacy of state highway signs

c. Signs in local communities

- 51% of visitor groups did not use signs in local communities to direct them to Perry's Victory and International Peace Memorial (see Figure 27).
- 43% indicated the signs in local communities were adequate.

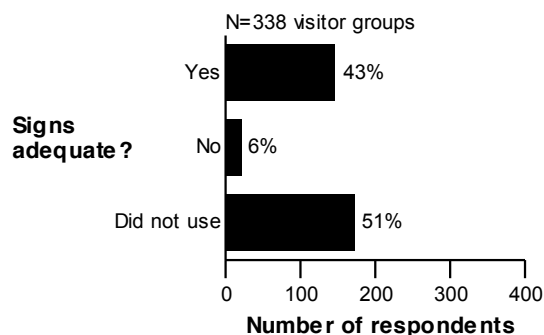


Figure 27: Visitor groups' opinions on the adequacy of signs in local communities

*total percentages do not equal 100 due to rounding

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

d. Signs in the park

- 67% of visitor groups indicated the park signs were to direct them around Perry's Victory and International Peace Memorial were adequate (see Figure 28).
- 29% did not use signs in the park.

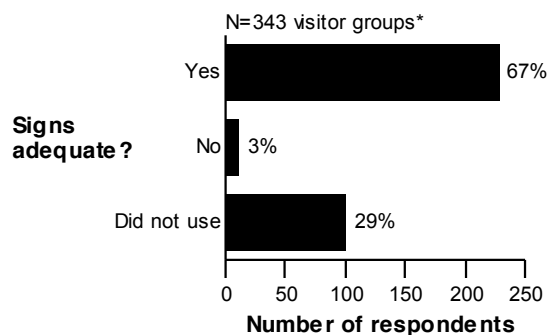


Figure 28: Visitor groups' opinions on the adequacy of park signs

Question 5e

If you answered NO for any of the above, please explain? (open-ended)

Results

- Ninety-eight visitor groups commented on signs directing them to and around Perry's Victory and International Peace Memorial (see Table 9).

Table 9: Comments on directional signs
N=99 comments;
some visitor groups made more than one comment.

Sign location	Comment	Number of times mentioned
Interstate signs	Did not see any signs	28
	Hard to find	1
State highway signs	Did not see any signs	29
	Need new signs	1
	No sign to indicate park	1
Signs in local communities	Did not see any signs	21
	Park not indicated	1
	Signs were hard to find	1
Signs in the park	Did not see signs	14
	Building not well signed	1
	Was hard to find	1

*total percentages do not equal 100 due to rounding

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

Vehicles brought from mainland

Question 21c

On this visit did you and your personal group use a vehicle brought from the mainland to arrive at the park?

Results

- 14% of visitor groups used a vehicle brought from the mainland to arrive at the park (see Figure 29).

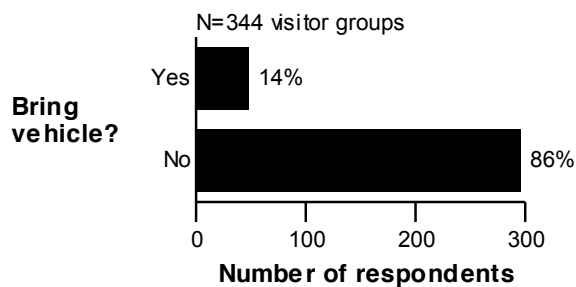


Figure 29: Visitor groups that brought a vehicle from the mainland to arrive at the park

Number of vehicles

Question 21d

If YES, how many vehicles did you and your personal group bring to the park?

Results

- 73% of visitor groups brought one vehicle to the park (see Figure 30).
- 26% brought two or three vehicles.

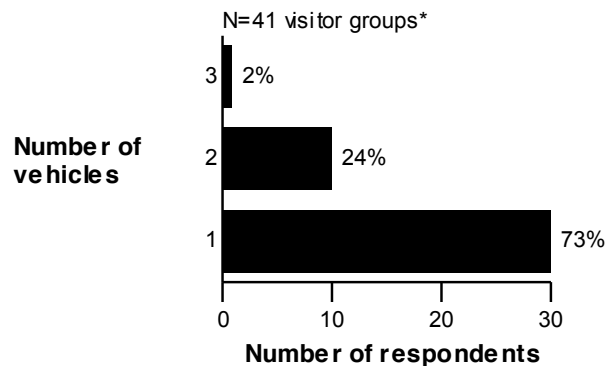


Figure 30: Number of vehicles brought to park

*total percentages do not equal 100 due to rounding

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

Overnight stay and accommodations

Question 7a

Is anyone in your personal group a resident of the following places?

Results

- 95% of visitor groups were not residents of either community (see Figure 31).
- 4% were residents of Port Clinton.
- 1% were residents of South Bass Island.

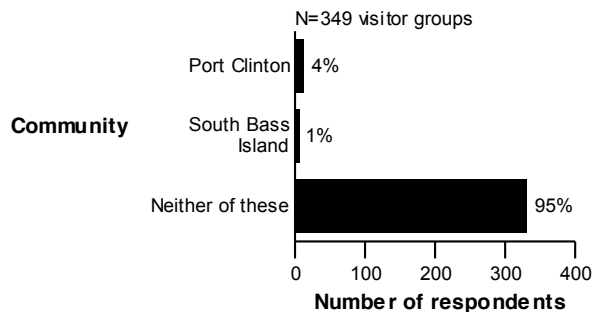


Figure 31: Communities in which visitor groups were residents

Question 7b

On this trip, did you and your personal group stay overnight away from your permanent residence on South Bass Island or within 10 miles of Port Clinton?

Results

- 57% of visitor groups stayed overnight away from their permanent residence on South Bass Island or within 10 miles of Port Clinton (see Figure 32).

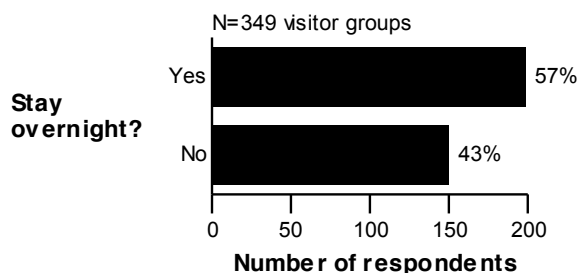


Figure 32: Visitor groups that stayed overnight on South Bass Island or within 10 miles of Port Clinton

Question 7c

If YES, please list the number of nights you and your personal group stayed on South Bass Island.

Results

- 41% of visitor groups stayed two nights on South Bass Island (see Figure 33).
- 30% stayed one night.
- 29% stayed three or more nights.

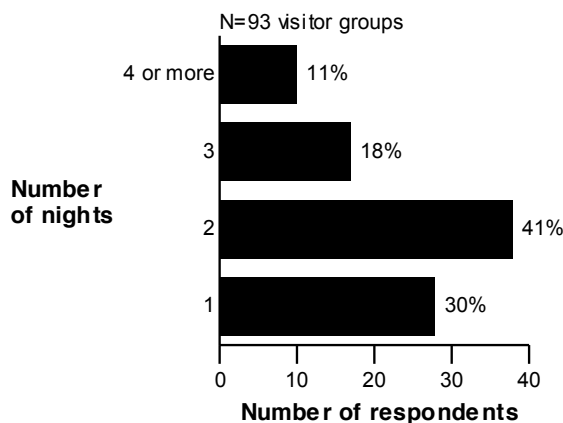


Figure 33: Number of nights on South Bass Island

*total percentages do not equal 100 due to rounding

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

Question 7c

If YES, please list the number of nights you and your personal group stayed within 10 miles of Port Clinton.

Results

- 33% of visitor groups stayed four or more nights within 10 miles of Port Clinton (see Figure 34).
- 29% stayed two nights.

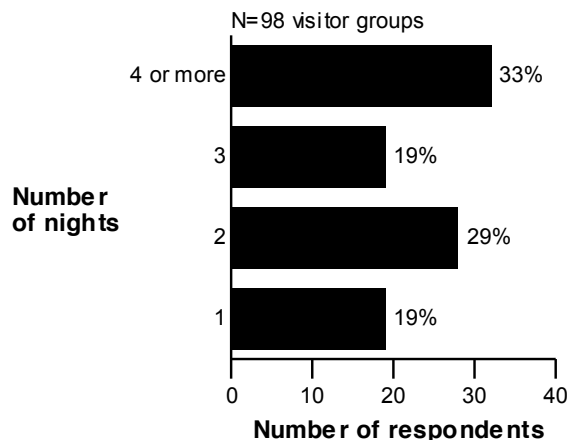


Figure 34: Number of nights within 10 miles of Port Clinton

Type of lodging

Question 7d

In which types of lodging did you and your personal group spend the night(s) outside the park on South Bass Island?

Results

- As shown in Figure 35, the lodging most commonly used by visitor groups that spent the night(s) outside the park on South Bass Island were:

52% Lodge/motel, hotel, cabin/B&B, etc.
 21% Campground/trailer park
 13% On a boat

- "Other" types of lodging (7%) included:

Island Bike & Cart Rental housing
 Island Resort dorms
 Oak Point State Park

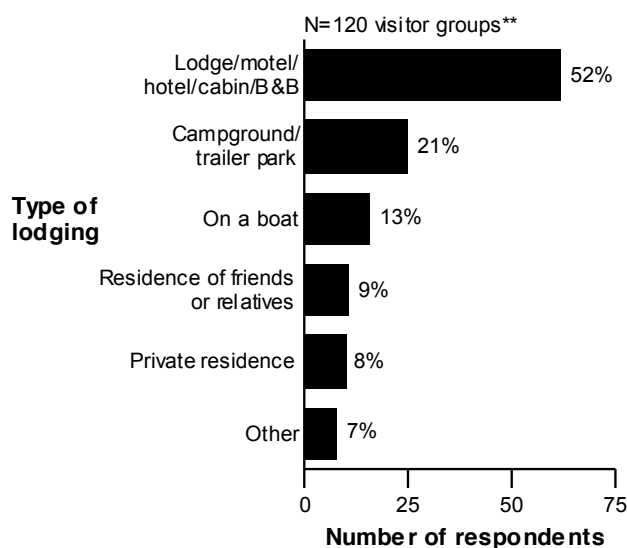


Figure 35: Type of lodging used on South Bass Island

*total percentages do not equal 100 due to rounding

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

Question 7e

In which types of lodging did you and your personal group spend the night(s) outside the park within 10 miles of Port Clinton?

Results

- As shown in Figure 36, the types of lodging most commonly used by visitor groups that spent the night(s) outside the park within 10 miles of Port Clinton were:

63% Lodge/motel, hotel, cabin/B&B, etc.
 20% Campground/trailer park
 15% Residence of friends or relatives

- "Other" types of lodging (3%) included:

Camp Perry
 Catawa Island

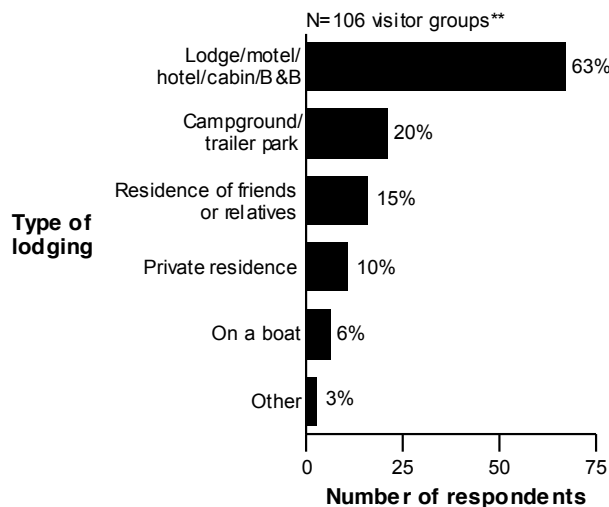


Figure 36: Type of lodging used within 10 miles within Port Clinton

*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 stay

Question 8a

How many hours in total did you and your personal group spend visiting Perry's Victory and International Peace Memorial on this trip?

Results

- 68% of visitor groups spent one hour visiting the park (see Figure 37).
- 22% spent two or more hours.
- The average length of stay was 1.2 hours.

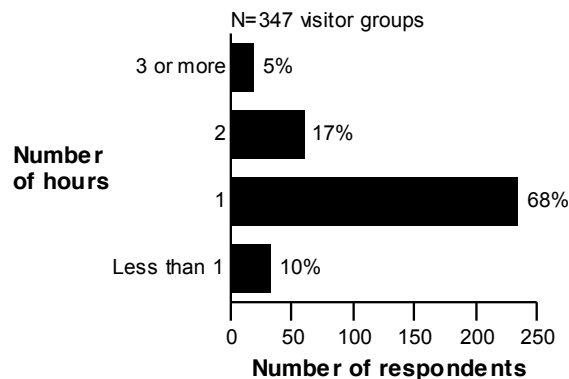


Figure 37: Number of hours spent visiting the park

Question 8b

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

Results

- 12% of visitor groups spent more than one day visiting the park (see Figure 38).

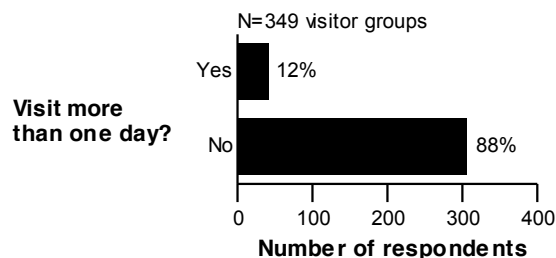


Figure 38: Visitor groups that spent more than one day in the park

Question 8c

If YES, on how many days did you visit the park?

Results

- Of the visitor groups that spent more than one day visiting the park, 85% spent two days (see Figure 39).
- The average length of stay was 2.8 days.

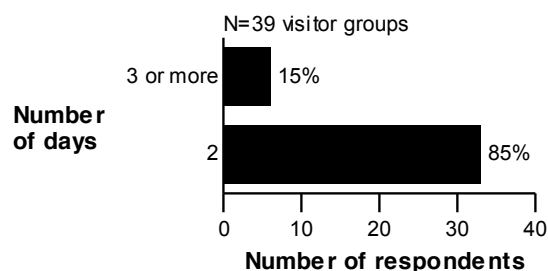


Figure 39: Number of days spent visiting the park

*total percentages do not equal 100 due to rounding

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

Activities on this visit

Note: During a portion of the survey period (June 27-30), an elevator malfunction prevented visitors from accessing the observation deck. Figure 42 compares the visitor groups' activities during the time when the observation deck was open to the time when the observation deck was closed.

Question 9

On this visit, in which activities did you and your personal group participate within Perry's Victory and International Peace Memorial?

Results

- As shown in Figure 40, for visitor groups who had access to the observation deck, the most common activities in which they participated were:

75% Enjoying view from observation deck
72% Visiting visitor center
65% Walking around park grounds

- The most common activities for visitor groups that did not have access to the observation deck were:

77% Walking around park grounds
74% Visiting visitor center

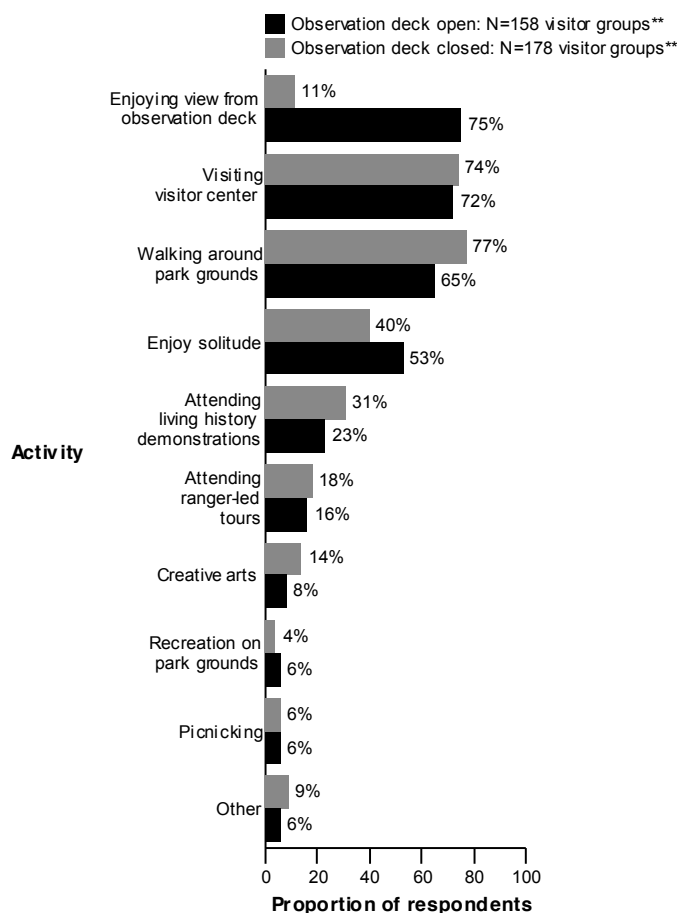


Figure 40: Activities on this visit

- "Other" activities for visitor groups with access to the observation deck (6%) were:

Cycling
Partying
Perry Cave Stone Hedge
Watch arrival of USS Niagara
Watch park movie

- "Other" activities for visitor groups that did not have access to the observation deck (9%) were:

Carousel ride
Dining
Go-carts
Historical study
Junior Ranger program
Looking for maps
May Fly Festival
Rotunda visit
Shopping
Watch park movie

*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 9b

If you were to visit the park in the future, in which activities would you and your personal group prefer to participate at the park?

Results

- As shown in Figure 41, the most common activities in which visitor groups would prefer to participate in the future were:

83% Enjoying view from observation deck

57% Visiting visitor center

53% Walking around park grounds

53% Attending living history demonstrations

- "Other" activities (5%) were:

Cycling

Fireworks

Geocaching

Grills and table for cookout

Historical study

New citizens swearing in ceremony

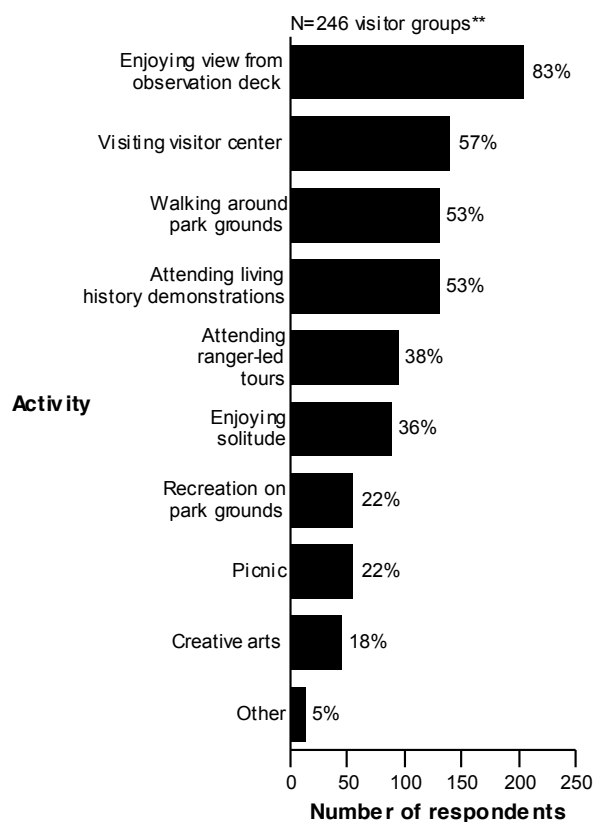


Figure 41: Activities on future visit

*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 observation deck

Question 10a

On this visit, did you and your personal group visit the observation deck at Perry's Victory and International Peace Memorial?

Results

- 44% of visitor groups visited the observation deck (see Figure 42).
- 56% did not visit the observation deck.

Note: During a portion of the survey period (June 27-30), an elevator malfunction prevented visitors from accessing the observation deck.

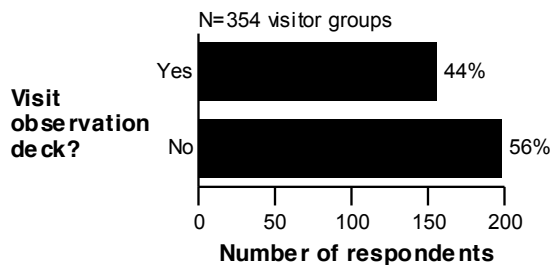


Figure 42: Visitor groups that visited the observation deck

Question 10b

How much time did you and your group spend on the observation deck?

Results

- Of the visitor groups that visited the observation deck, 44% spent 11 to 20 minutes there (see Figure 43).

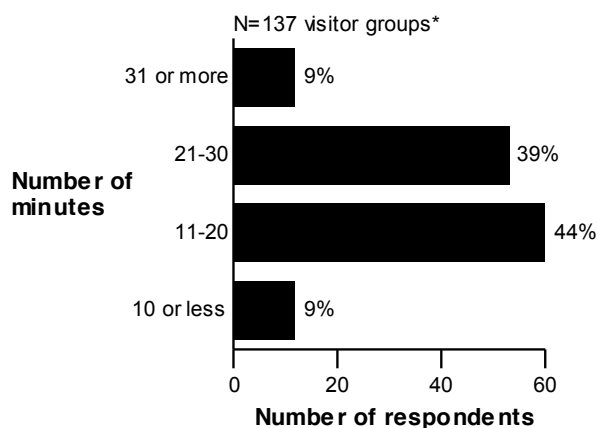


Figure 43: Time spent on observation deck

Number of visits to observation deck

Question 21e

On this visit to South Bass Island, how many times did you and your personal group visit the observation deck at Perry's Victory and International Peace Memorial?

Results

- Of those visitor groups that were able to visit the observation deck 91% visited one time (see Figure 44).

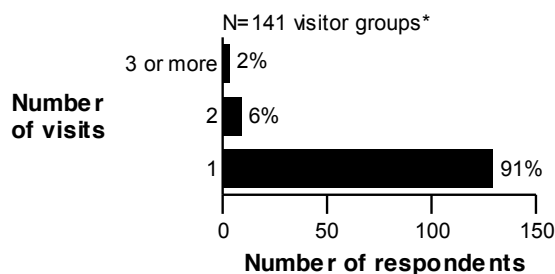


Figure 44: Number of visits to observation deck

*total percentages do not equal 100 due to rounding

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

Question 10c

What were your reasons for visiting the observation deck?

Results

- Of the visitor groups that visited the observation deck, 93% did so for the scenic view (see Figure 45).
- "Other" reasons (11%) were:
 - Beautiful day, clear
 - It was recommended
 - Last chance before it closes
 - Learn about neighboring islands
 - Platas
 - See islands
 - See maps of location of islands
 - To propose
 - To talk to rangers about battle

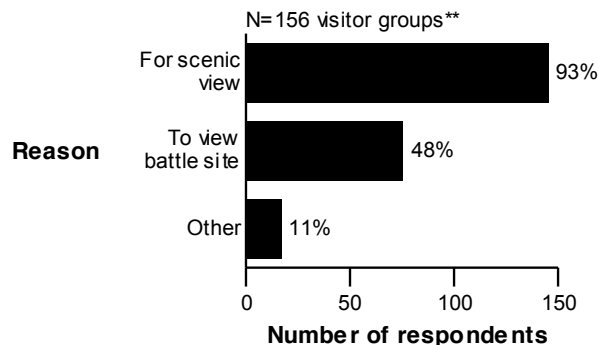


Figure 45: Reasons for visiting observation deck

Number of entries to visitor center

Note: During a portion of the survey period (June 27-30), an elevator malfunction prevented visitors from accessing the observation deck. Figure 32 compares the number of visitor center entries during the period when the observation deck was open to the period when the observation deck was closed.

Question 21e

On this visit to South Bass Island, how many times did you and your personal group enter the visitor center at Perry's Victory and International Peace Memorial?

Results

- 85% of visitor groups entered the visitor center once (see Figure 46).
- 15% visited two or more times.

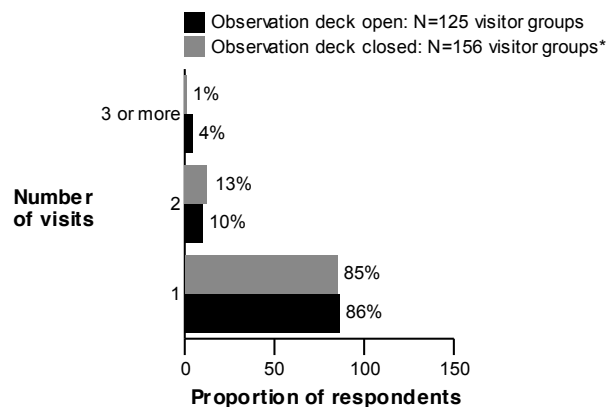


Figure 46: Number of entries to visitor center

*total percentages do not equal 100 due to rounding

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

Participation in ranger programs

Question 17a

On this visit to Perry's Victory and International Peace Memorial, did anyone in your personal group participate in any of the ranger programs?

Results

17% of visitor groups participated in ranger programs (see Figure 47).

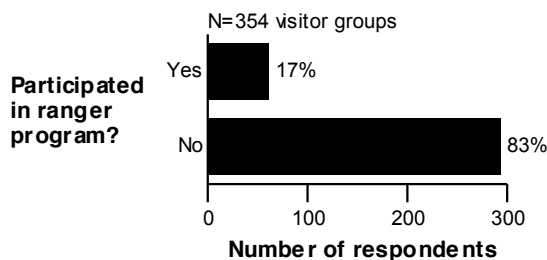


Figure 47: Visitor groups that participated in ranger programs

Question 17b

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

Results

- Of the visitor groups that did not participate in ranger programs, 43% did not because of lack of time (see Figure 48).
- 42% were not aware of any ranger programs.
- 21% were not interested.
- "Other" reasons (7%) were:
 - Children were too young
 - Crowded
 - Elevator broken/monument was closed
 - Played with snakes
 - Previous knowledge/experience
 - Programs were for children
 - Unaware of program times
 - Unaware of programs
 - Watched a demonstration

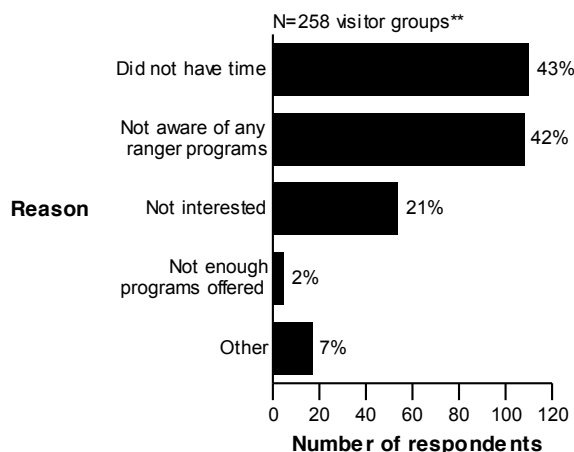


Figure 48: Reasons for not participating in ranger programs

*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 Visitor Services, Facilities, Attributes and Resources

Visitor services and facilities used

Question 13a

Please indicate all of the visitor services and facilities that you or your personal group used at Perry's Victory and International Peace Memorial during this visit.

Results

- As shown in Figure 49, the most commonly used visitor services and facilities were:

70% Visitor center exhibits
67% Restrooms
60% Assistance from park staff

- The least used service/facility was:

4% Junior Ranger program

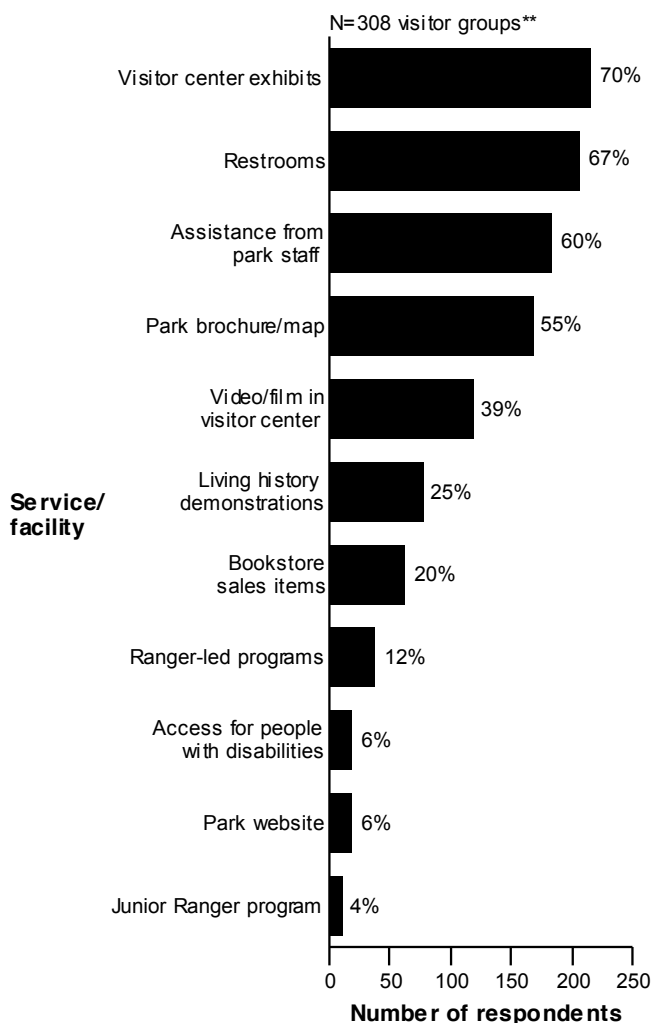


Figure 49: Visitor services and facilities used

*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 13b

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

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

Results

- Figure 50 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 88% Video/film in visitor center
- 88% Restrooms
- 88% Visitor center exhibits

- Figures 51 to 61 show the importance ratings for each service and facility.

- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

- 4% Bookstore sales items

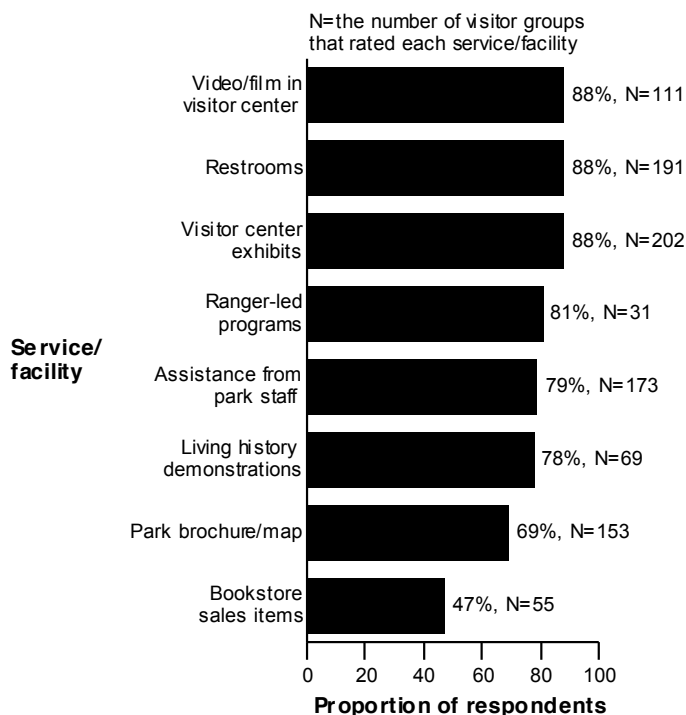


Figure 50: Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

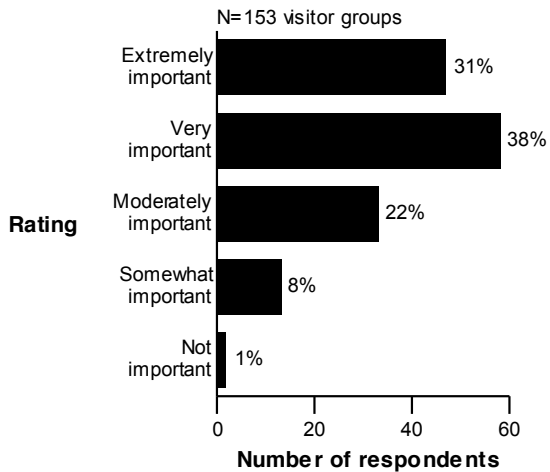


Figure 51: Importance park brochure/map

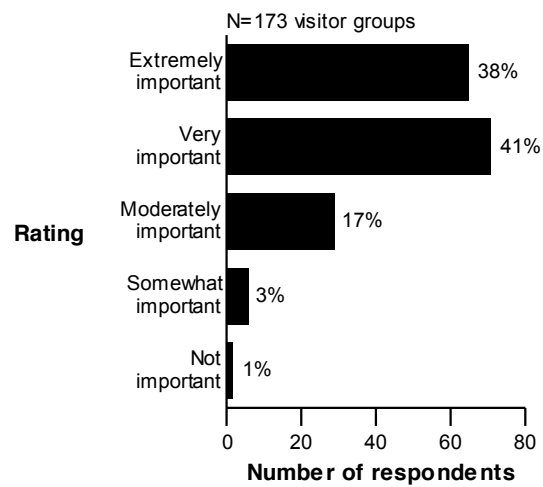


Figure 52: Importance assistance from park staff

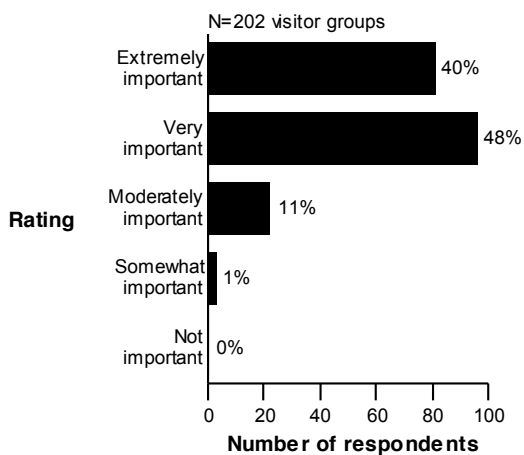


Figure 53: Importance of visitor center exhibits

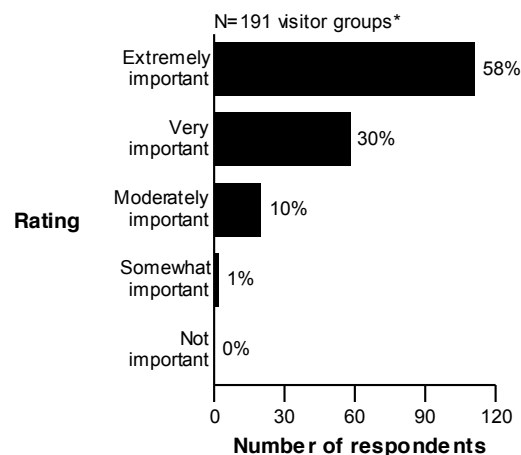


Figure 54: Importance of restrooms

*total percentages do not equal 100 due to rounding

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

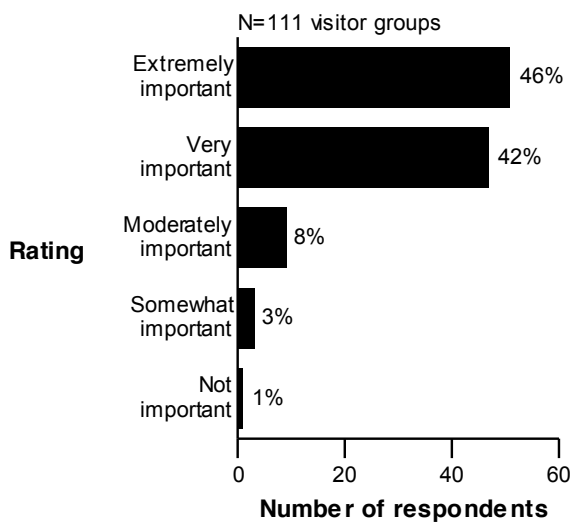


Figure 55: Importance of video/film in visitor center

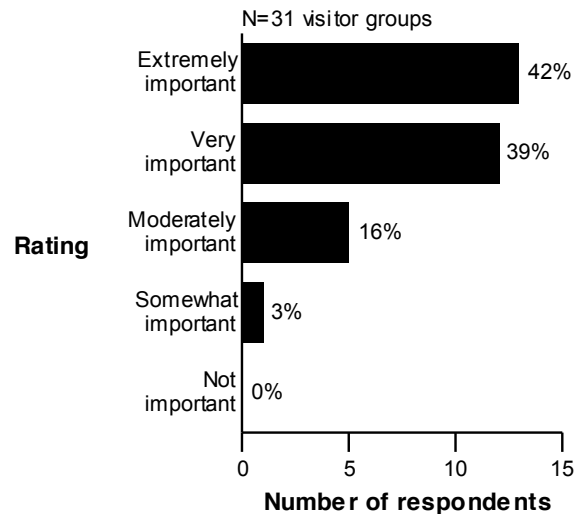


Figure 56: Importance of ranger-led programs

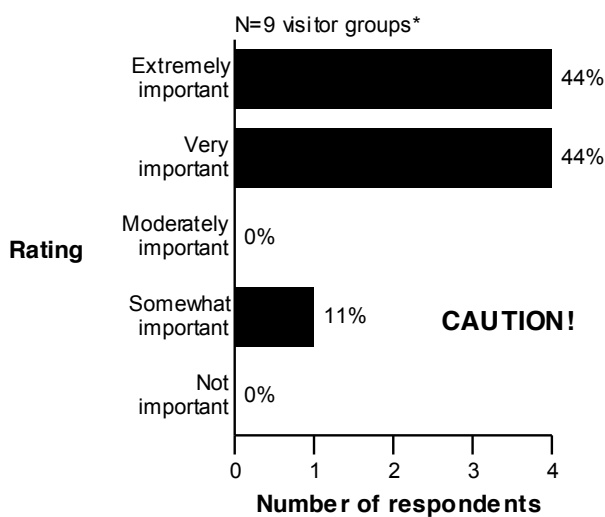


Figure 57: Importance of Junior Ranger programs

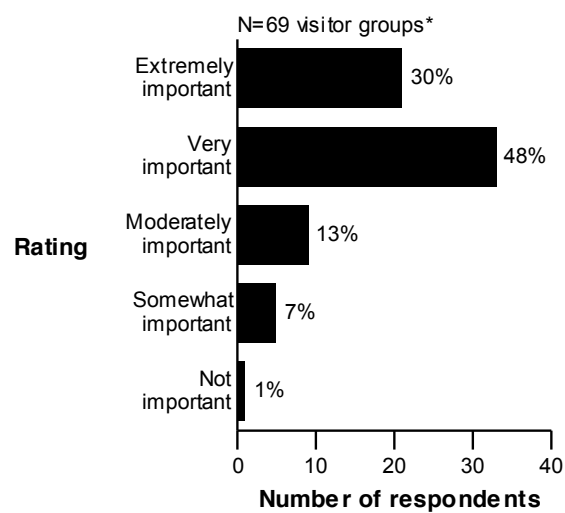
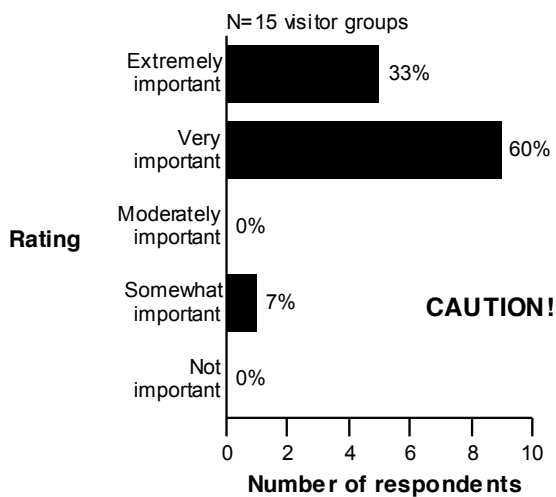


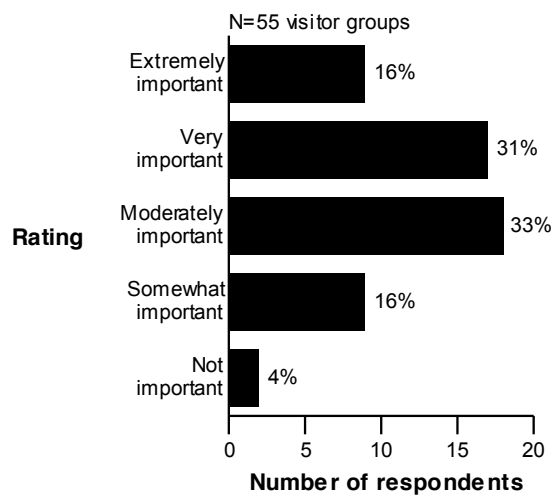
Figure 58: Importance of living history demonstrations

*total percentages do not equal 100 due to rounding

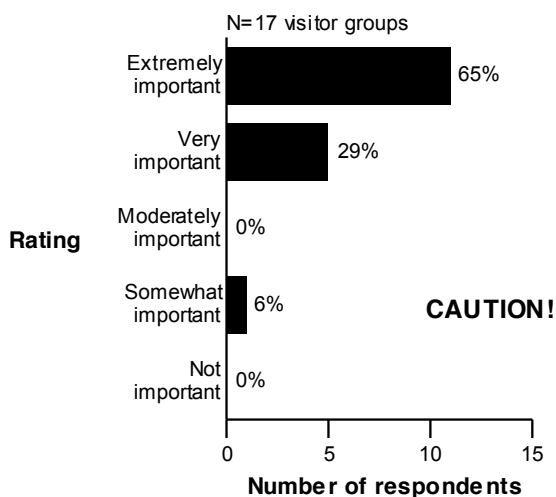
**total percentages do not equal 100 because visitors could select more than one answer



**Figure 59: Importance of park website
www.nps.gov/pevi**



**Figure 60: Importance of bookstore sales
items**



**Figure 61: Importance of access for
people with disabilities**

*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 13c

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 62 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 100% Living history demonstrations
 - 95% Video/film in visitor center
 - 95% Restrooms
 - 94% Assistance from park staff
- Figures 63 to 75 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups was:
 - 3% Ranger-led programs

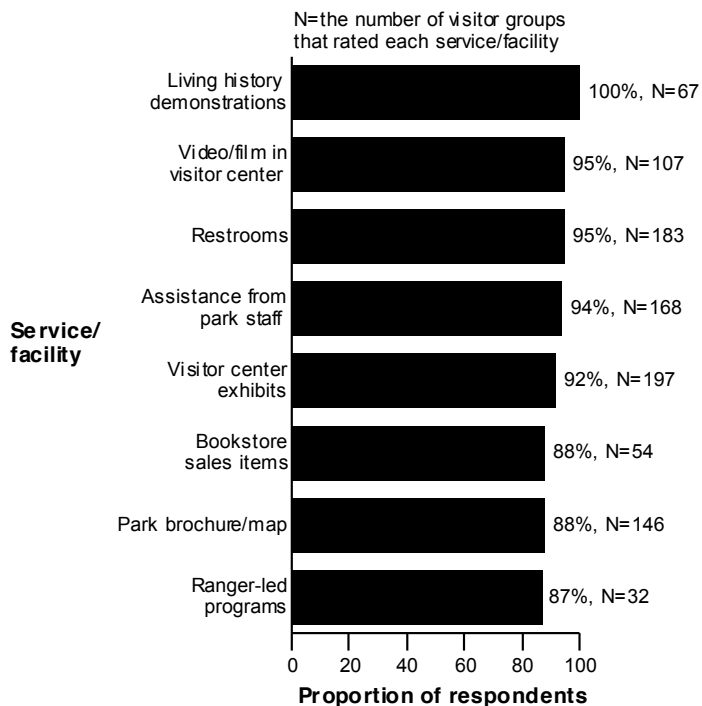


Figure 62: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

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

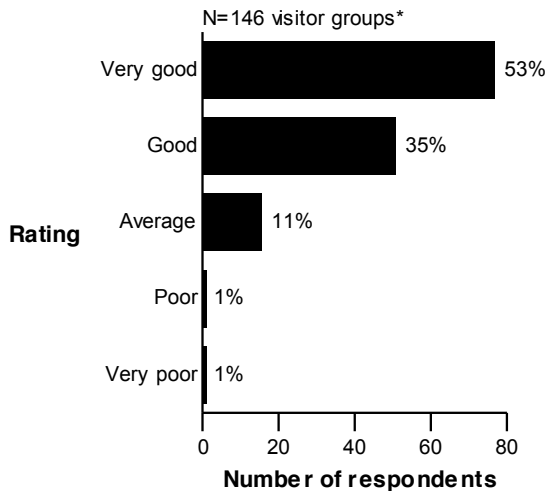


Figure 63: Quality of park brochure/map

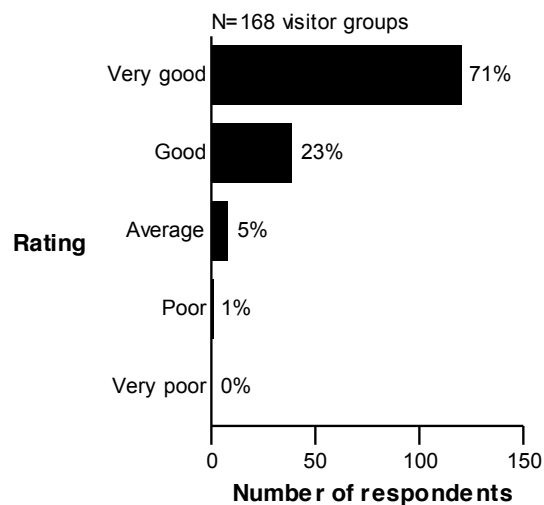


Figure 64: Quality of assistance from park staff

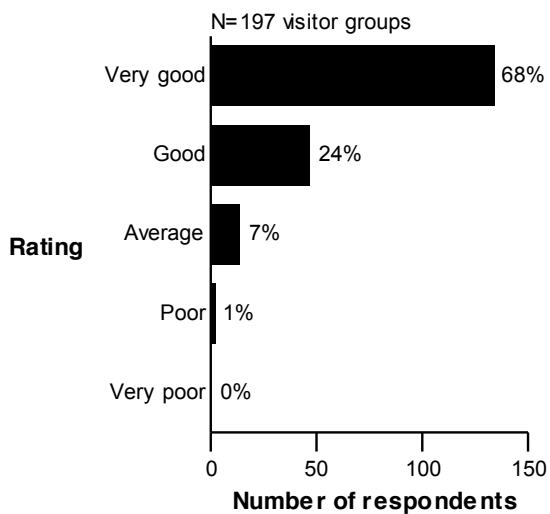


Figure 65: Quality of visitor center exhibits

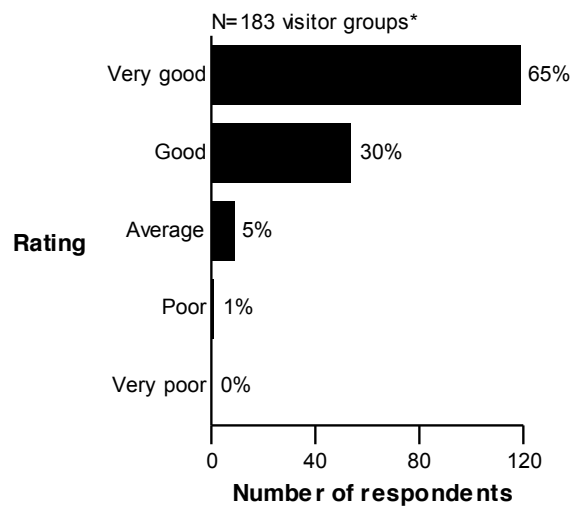


Figure 66: Quality of restrooms

*total percentages do not equal 100 due to rounding

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

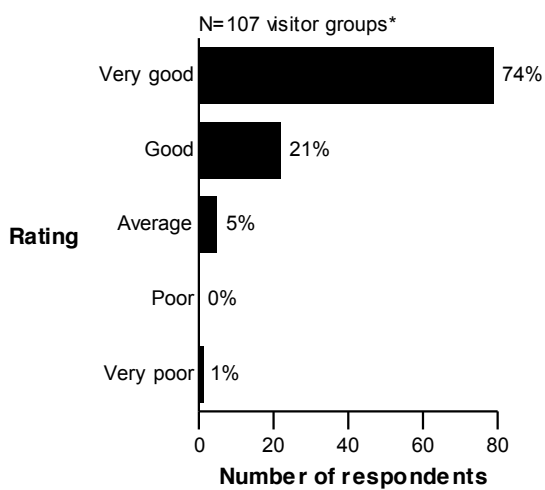


Figure 67: Quality of video/film in visitor center

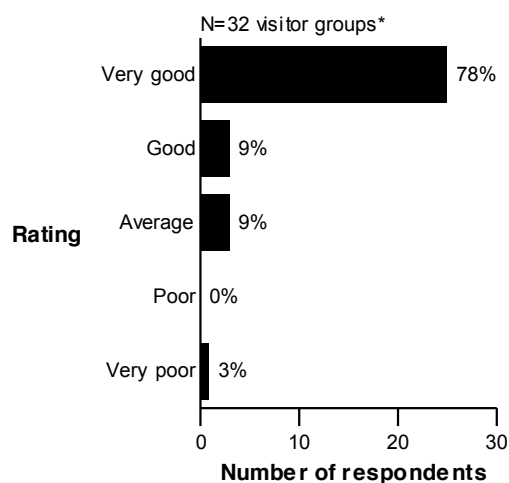


Figure 68: Quality of ranger-led programs

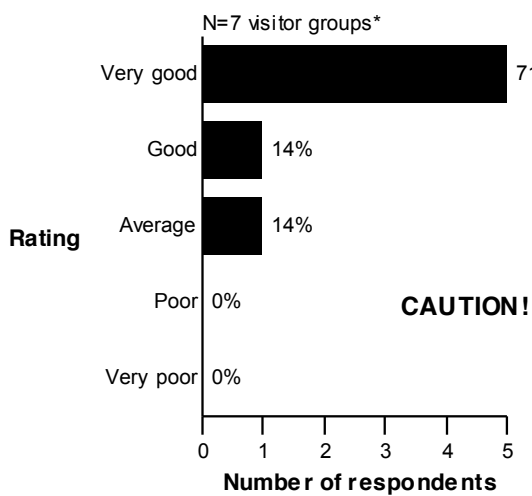


Figure 69: Quality of Junior Ranger program

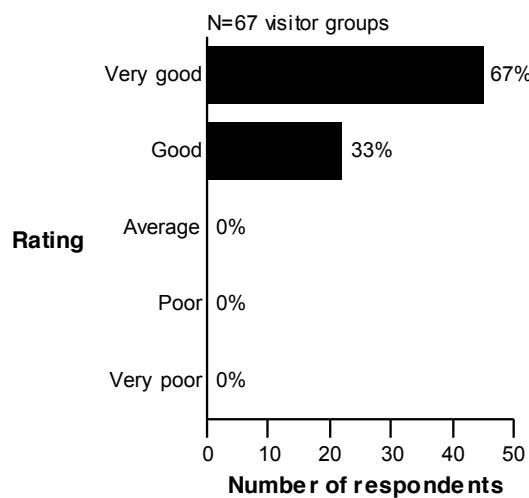
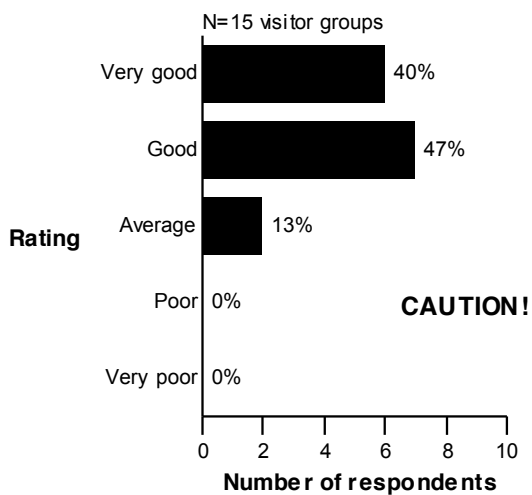


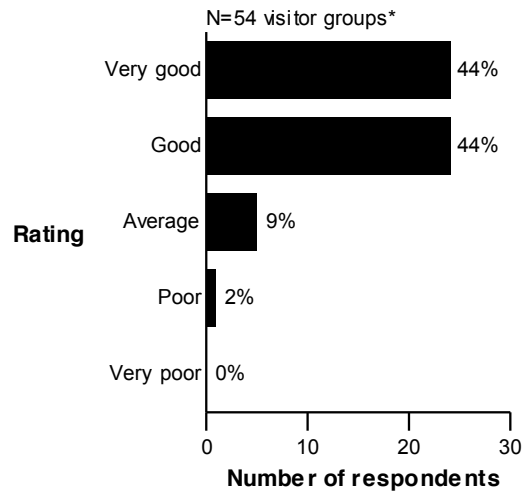
Figure 70: Quality of living history demonstrations

*total percentages do not equal 100 due to rounding

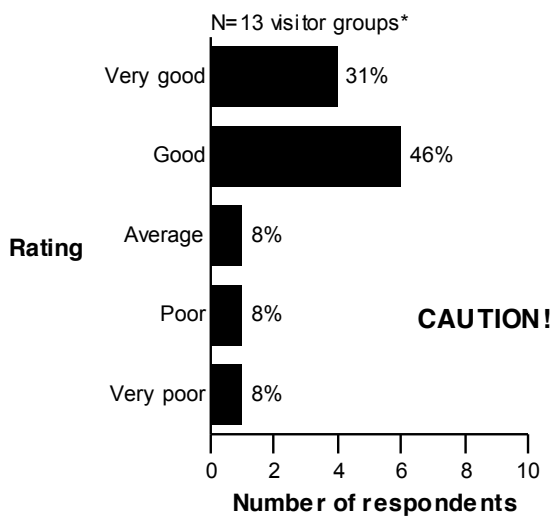
**total percentages do not equal 100 because visitors could select more than one answer



**Figure 71: Quality of park website
www.nps.gov/pevi**



**Figure 72: Quality of bookstore sales
items**



**Figure 73: Quality of access for people
with disabilities**

*total percentages do not equal 100 due to rounding

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

Mean scores of importance and quality ratings for visitor services and facilities

- Figures 74 and 75 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average.

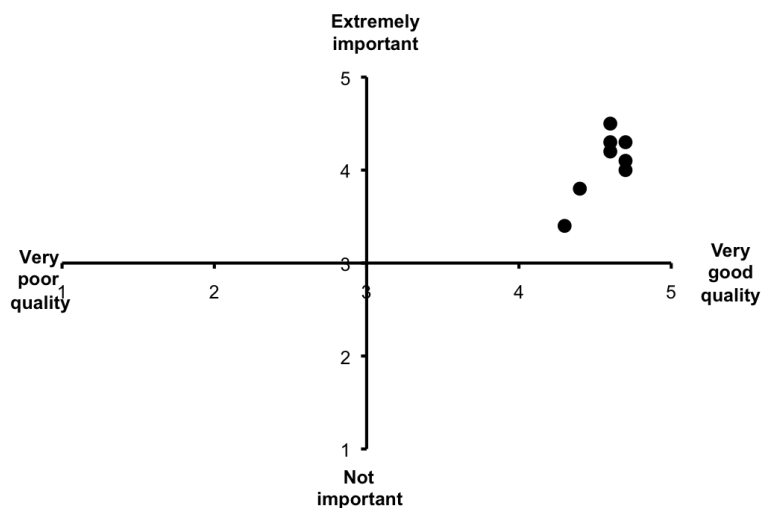


Figure 74: Mean scores of importance and quality ratings for visitor services/facilities

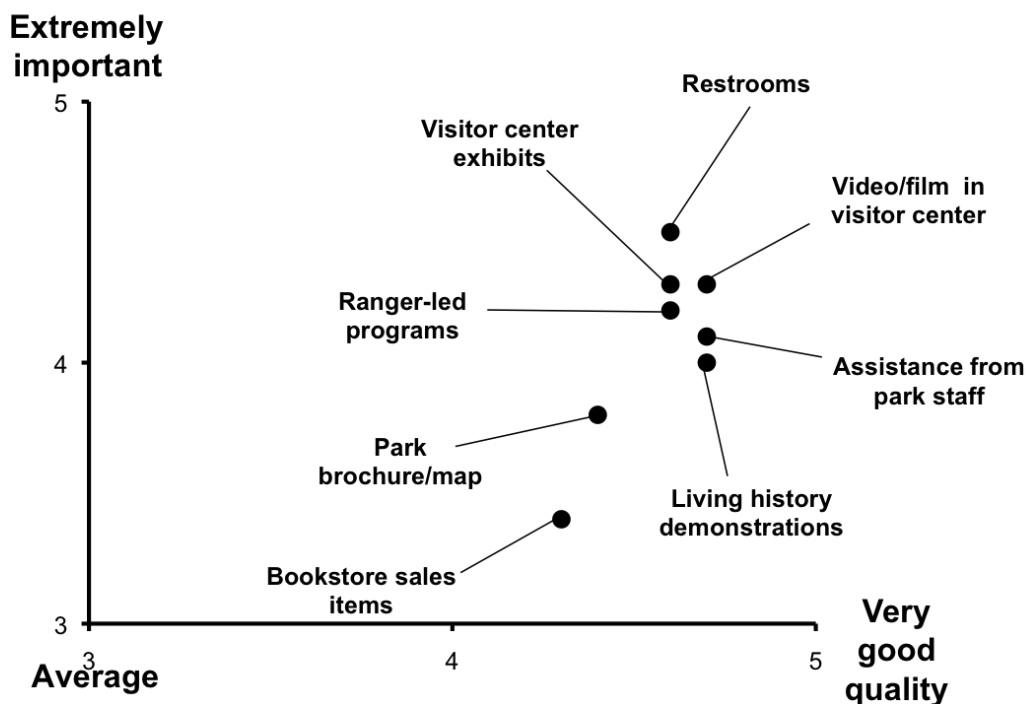


Figure 75: Detail of Figure 74

*total percentages do not equal 100 due to rounding

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

Importance of protecting park resources/attributes

Question 11

It is the National Park Services's responsibility to protect Perry's Victory and International Peace Memorial's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to you and your personal group?

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

Results

- As shown in Figure 76, the resources/attributes with highest combined proportions of "extremely important" and "very important" ratings included:
 - 86% Memorial (repair/maintenance)
 - 86% Clean water
 - 86% Clean air (visibility)
 - 85% Scenic views
- The resource/attribute that received the highest "not important" rating was:
 - 17% Recreational opportunities
- Table 10 shows the importance ratings of park resources/ attributes.

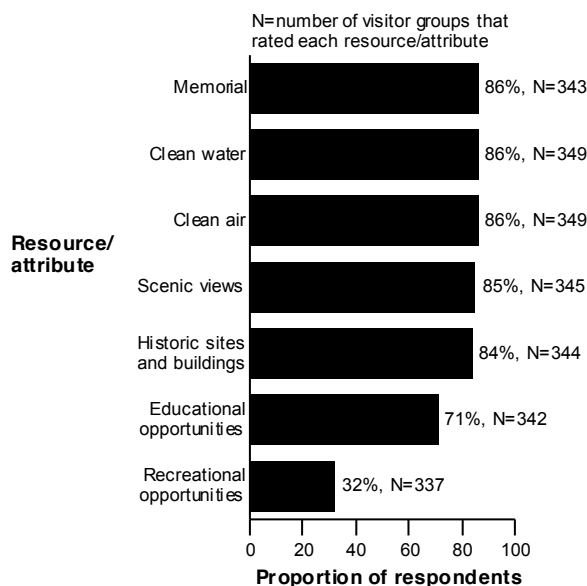


Figure 76: Combined proportions of "extremely important" and "very important" ratings of park resources/attributes

*total percentages do not equal 100 due to rounding

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

Table 10: Visitor ratings of importance of protecting park resources/attributes

N=number of visitors that rated each resource/attribute

Resource/attribute	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Somewhat important	Extremely important
Clean air (visibility)	349	2	3	9	42	44
Clean water	349	2	3	7	34	54
Educational opportunities	342	1	7	20	41	30
Historic sites and buildings	344	1	2	14	42	42
Memorial (repair/maintenance)	343	1	2	11	36	50
Recreational opportunities (dog walking, kite flying, Frisbee throwing, etc.)	337	17	22	29	20	12
Scenic views	345	<1	1	13	43	42

*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 15a

During this visit to Perry's Victory and International Peace Memorial, did you and your personal group have a personal interaction with a park ranger?

Results

- 71% of visitor groups had a personal interaction with a park ranger (see Figure 77).

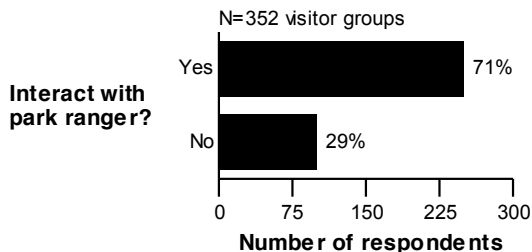


Figure 77: Visitor groups that had personal interactions with park rangers

Question 15b

If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park ranger?

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

Results

- Visitor groups rated park rangers as “very good” or “good” as follows (see Figures 78).

95% Courteousness
93% Helpfulness
92% Quality of information provided

- Figures 79-81 show visitor groups' ratings of the quality of each element of interactions with park rangers.

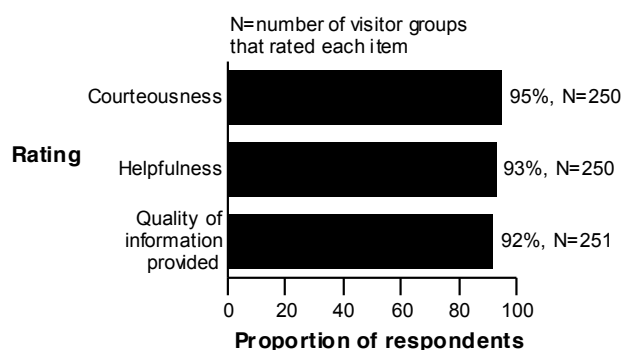
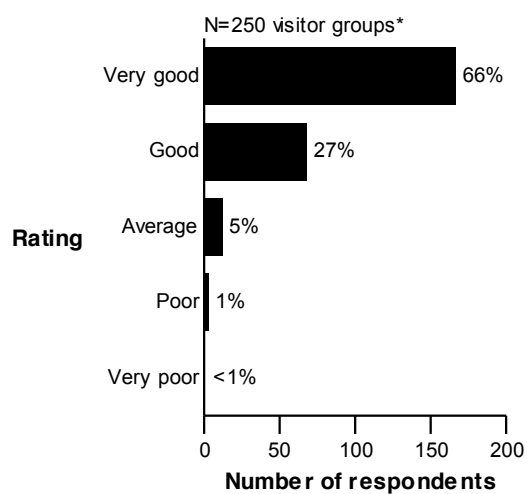


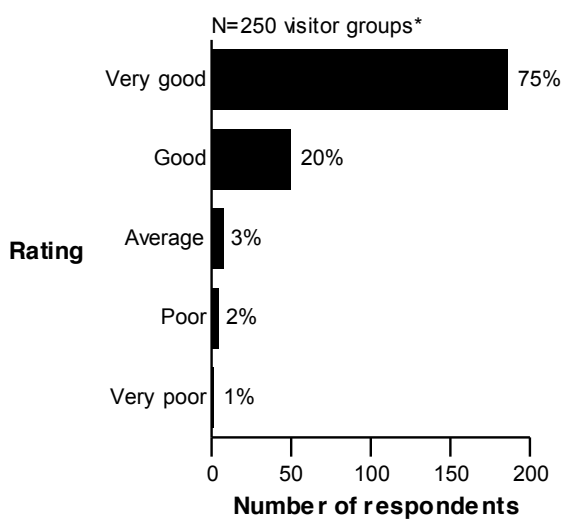
Figure 78: Combined proportions of “very good” and “good” quality ratings of interactions with park rangers

*total percentages do not equal 100 due to rounding

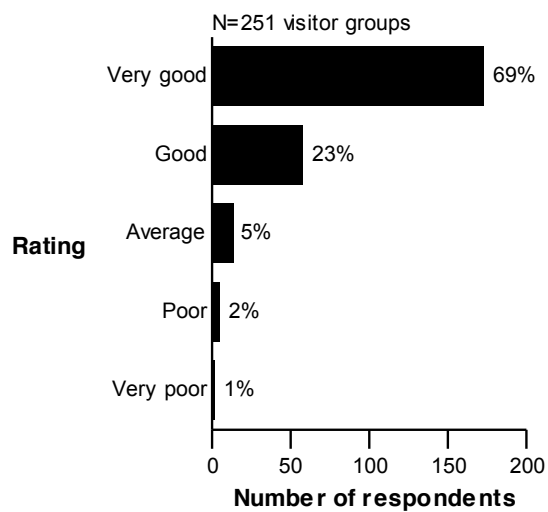
**total percentages do not equal 100 because visitors could select more than one answer



**Figure 79: Quality of interaction:
Helpfulness**



**Figure 80: Quality of interaction:
Courteousness**



**Figure 81: Quality of interaction:
Quality of information
provided**

*total percentages do not equal 100 due to rounding

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

Expenditures

Total expenditures inside and outside the park

Question 16

For you and your personal group, please estimate all expenditures for the items listed below for this visit to Perry's Victory and International Peace Memorial, South Bass Island, and within 10 miles of Port Clinton.

Results

- 37% of visitor groups spent \$1-\$200 (see Figure 82).
- 27% spent \$201-\$400.
- 35% spent \$401 or more.
- The average visitor group expenditure was \$433.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$271.
- Average total expenditure per person (per capita) was \$128.
- As shown in Figure 83, the largest proportions of total expenditures inside and outside the park were:
 - 31% Lodges, hotels, motels, cabins, B&B, etc.
 - 27% Restaurants and bars
 - 11% Other transportation expenses

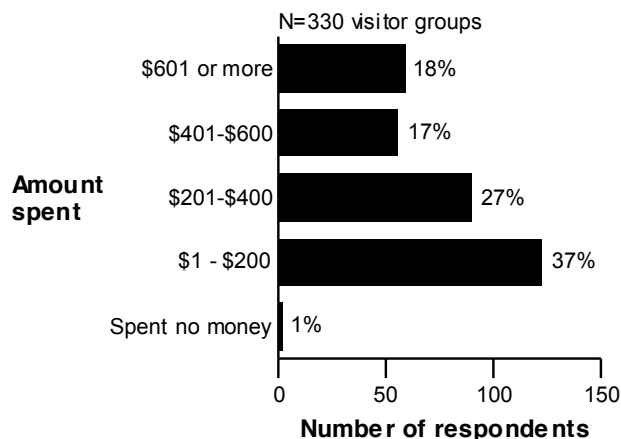


Figure 82: Total expenditures inside and outside the park

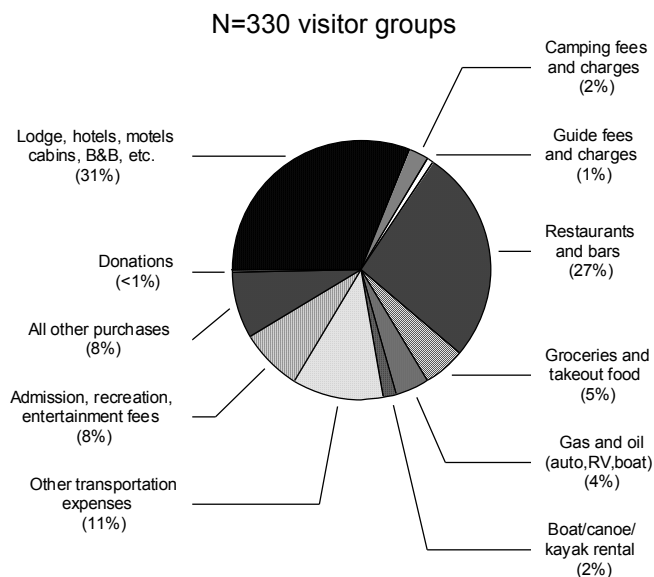


Figure 83: Proportions of total expenditures inside and outside the park

*total percentages do not equal 100 due to rounding

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

Number of adults covered by expenditures

Question 16c

How many adults (18 years or older) do these expenses cover?

Results

- 60% of visitor groups had two adults covered by expenditures (see Figure 84).
- 35% had three or more adults.

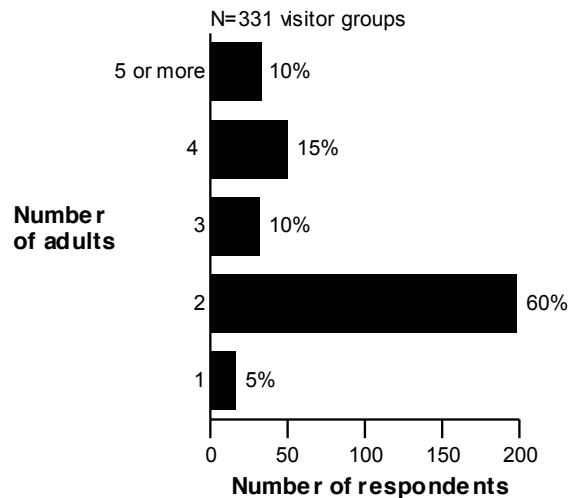


Figure 84: Number of adults covered by expenditures

Number of children covered by expenditures

Question 16c

How many children (under 18 years) do these expenses cover?

Results

- 54% of visitor groups had no children covered by expenditures (see Figure 85).
- 23% had two children.

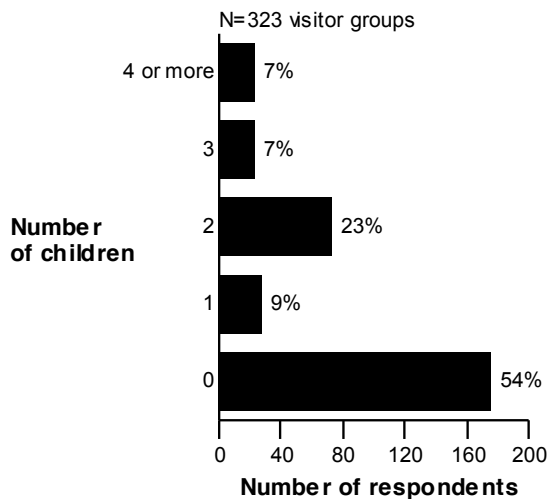


Figure 85: Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

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

Expenditures inside the park

Question 16a

Please list your personal group's total expenditures inside Perry's Victory and International Peace Memorial.

Results

48% of visitor groups spent no money inside the park (see Figure 86).

- 44% spent \$1-\$50.
- The average visitor group expenditure inside the park was \$15.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$3.
- Average total expenditure per person (per capita) was \$8.
- As shown in Figure 87, the largest proportions of total expenditures inside the park were:
 - 49% Admission, recreation, entertainment fees
 - 42% All other purchases

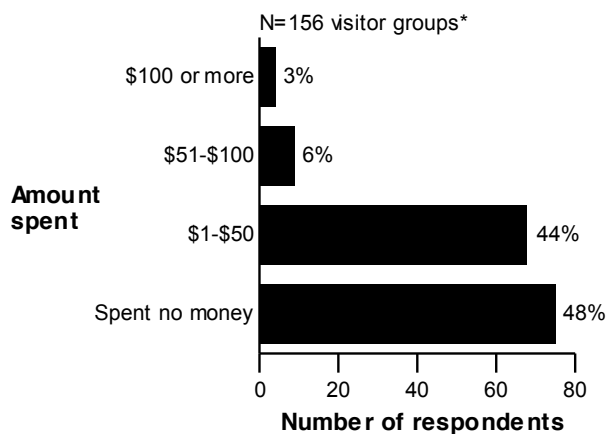


Figure 86: Total expenditures inside the park

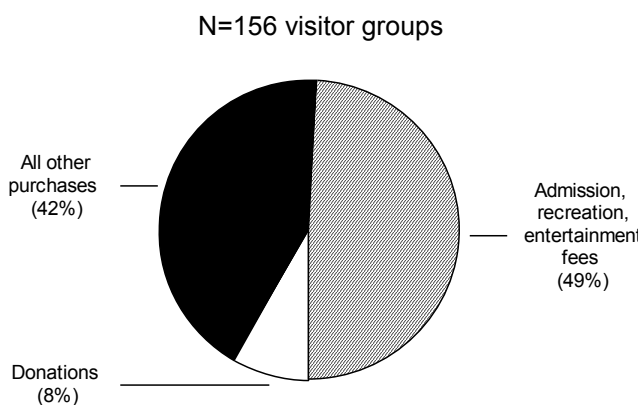


Figure 87: Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, entertainment fees

- 61% of visitor groups did not spend any money on admission, recreation, entertainment fees inside the park (see Figure 88).
- 19% spent up to \$10.
- 19% spent \$11 or more.

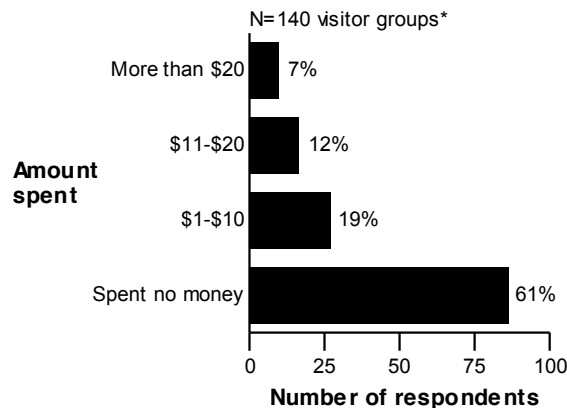


Figure 88: Expenditures for admission, recreation, entertainment fees inside the park

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 70% of visitor groups did not spend any money on other purchases inside the park (see Figure 89).
- 15% spent up to \$20.

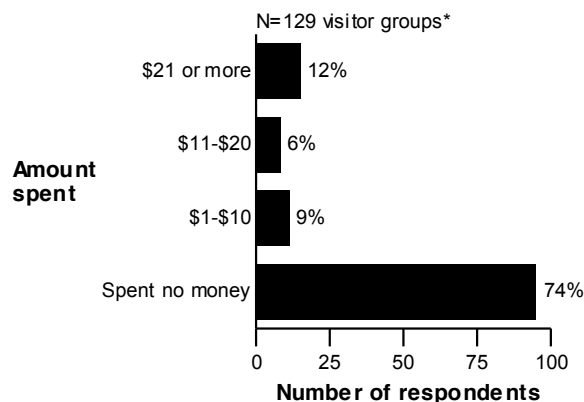


Figure 89: Expenditures for all other purchases inside the park

Donations

- 83% of visitor groups did not spend any money on donations inside the park (see Figure 90).
- 14% spent up to \$10.

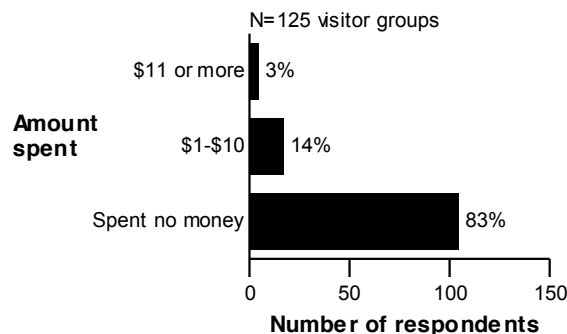


Figure 90: Expenditures for donations inside the park

*total percentages do not equal 100 due to rounding

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

Expenditures outside the park

Question 16b

Please list your group's total expenditures outside the park on South Bass Island and within 10 miles of Port Clinton.

Results

- 38% of visitor groups spent up to \$200 (see Figure 91).
- 28% spent \$201-\$400.
- 18% spent \$601 or more.
- The average visitor group expenditure outside the park was \$354.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$239.
- Average total expenditure per person (per capita) was \$160.
- As shown in Figure 92, the largest proportions of total expenditures outside the park were:

32% Lodges, hotels, motels, cabins, B&B, etc.
27% Restaurants and bars
11% Other transportation expenses

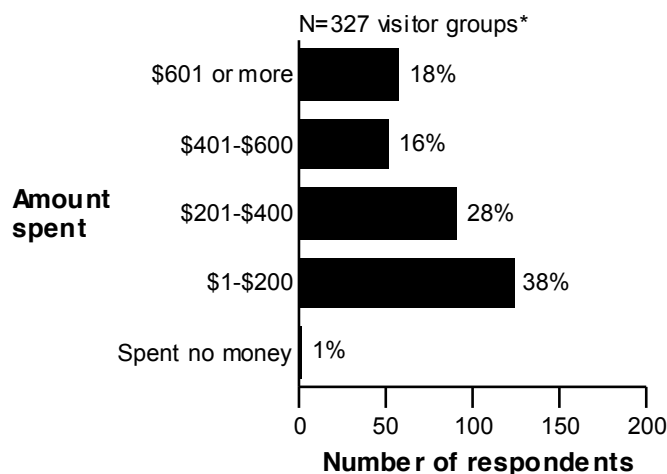


Figure 91: Total expenditures outside the park on South Bass Island and within 10 miles of Port Clinton

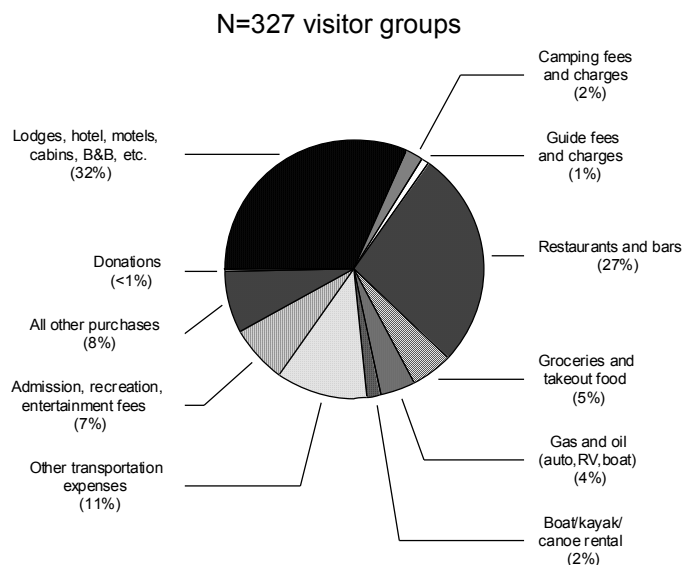


Figure 92: Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

Lodge, hotel, motel, cabins, B&B, etc.

- 49% of visitor groups did not spend any money on lodging outside the park (see Figure 93).
- 27% spent \$201 or more.

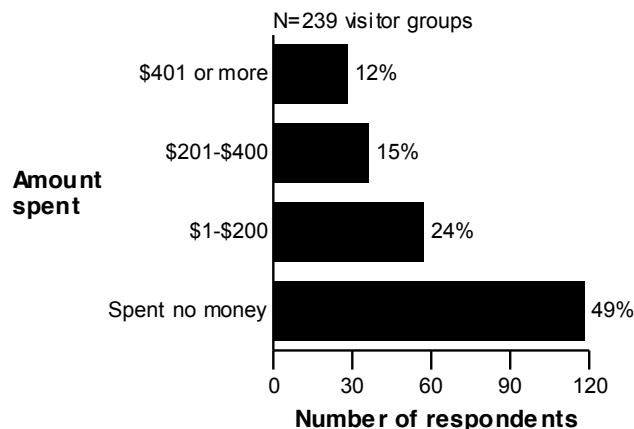


Figure 93: Expenditures for lodging outside the park

Camping fees and charges

- 84% of visitor groups did not spend any money on camping fees and charges outside the park (see Figure 94).
- 10% spent up to \$100.

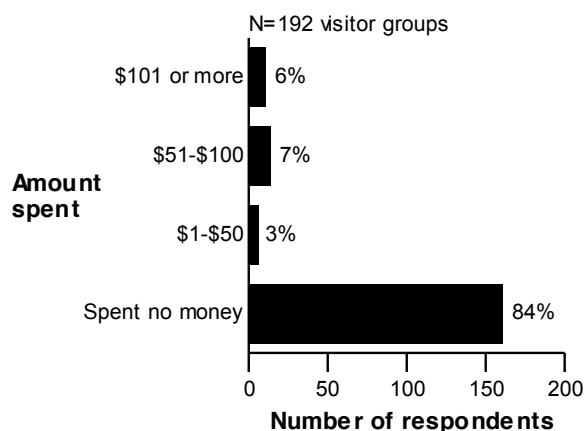


Figure 94: Expenditures for camping fees and charges outside the park

Guide fees and charges

- 84% of visitor groups did not spend any money on guide fees and charges outside the park (see Figure 95).
- 14% spent up to \$50.

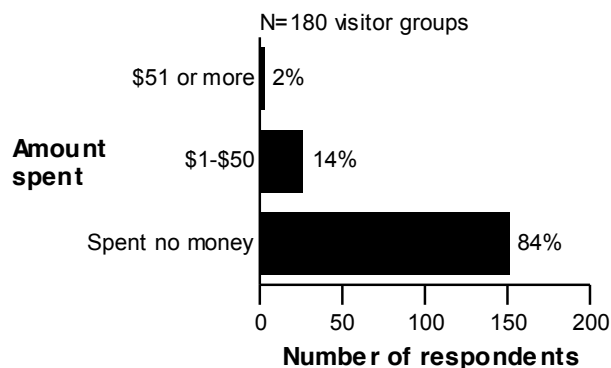


Figure 95: Expenditures for guide fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

Restaurants and bars

- 62% of visitor groups spent up to \$100 on restaurants and bars outside the park (see Figure 96).
- 29% spent \$100-\$300.

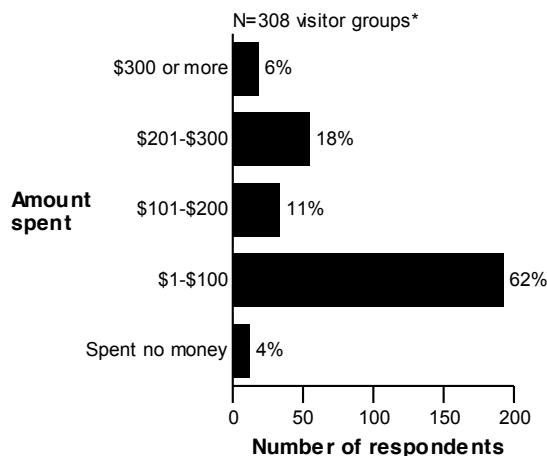


Figure 96: Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 51% of visitor groups did not spend any money on groceries and takeout food outside the park (see Figure 97).
- 32% spent up to \$50.

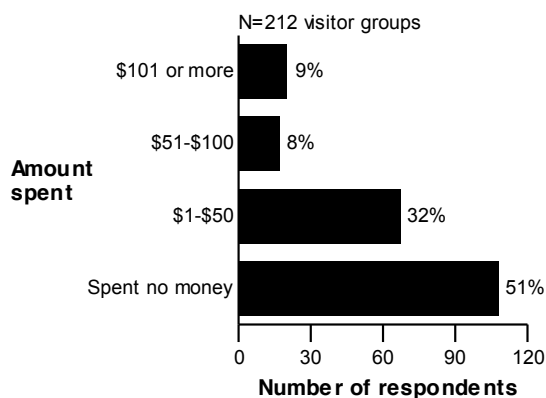


Figure 97: Expenditures for groceries and takeout food outside the park

Gas and oil (auto, RV, boat, etc.)

- 56% of visitor groups did not spend any money on gas and oil outside the park (see Figure 98).
- 31% spent up to \$50.

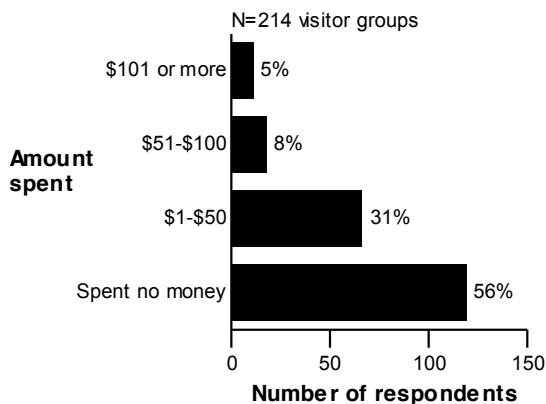


Figure 98: Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding

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

Boat/canoe/kayak rental

- 81% of visitor groups did not spend any money on boat/canoe/kayak rentals outside the park (see Figure 99).
- 10% spent up to \$50.

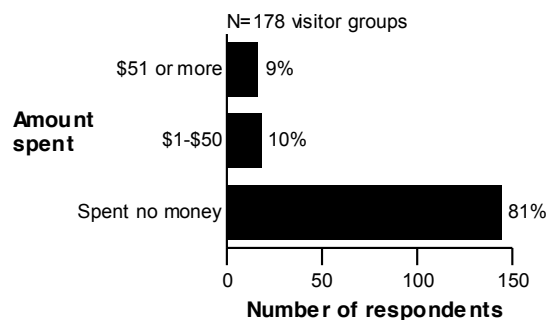


Figure 99: Expenditures for boat/canoe/kayak rental outside the park

Other transportation expenses (rental cars, auto repairs, etc.)

- 34% of visitor groups spent \$51 - \$100 on other transportation outside the park (see Figure 100).
- 32% spent up to \$50.

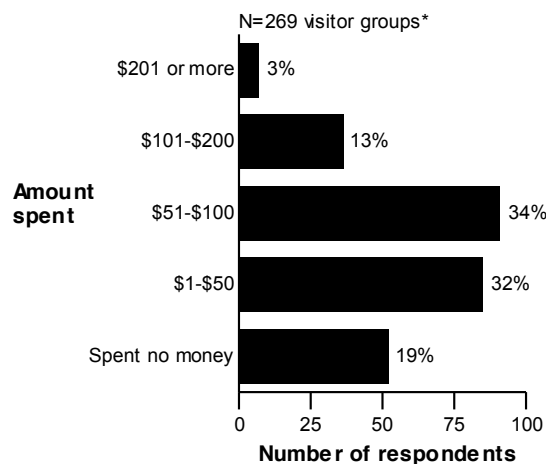


Figure 100: Expenditures for other transportation outside the park

Admission, recreation, entertainment fees

- 44% of visitor groups spent up to \$50 on admission, recreation, entertainment fees outside the park (see Figure 101).
- 33% did not spend any money.

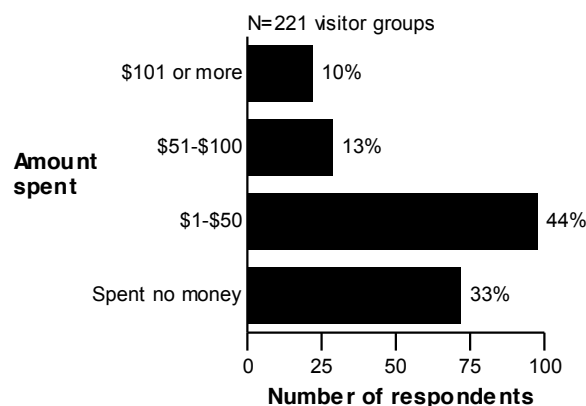


Figure 101: Expenditures for admission, recreation, entertainment fees outside the park

*total percentages do not equal 100 due to rounding

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

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 48% of visitor groups spent up to \$50 on all other purchases outside the park (see Figure 102).
- 26% did not spend any money.

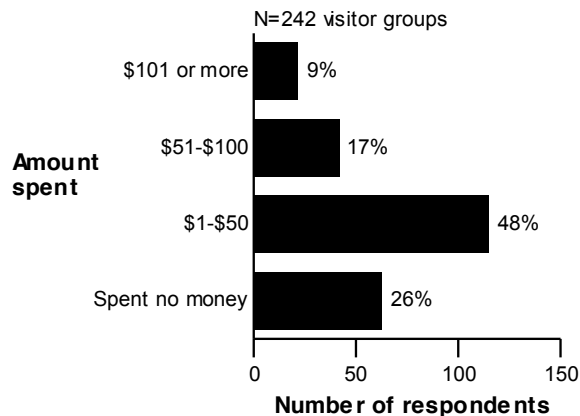


Figure 102: Expenditures for all other purchases outside the park

Donations

- 88% of visitor groups did not spend any money on donations outside the park (see Figure 103).
- 10% spent up to \$20.

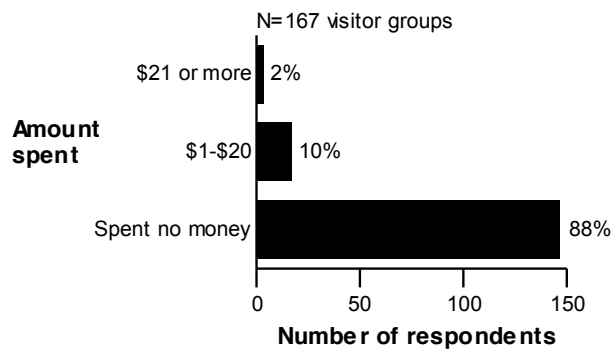


Figure 103: Expenditures for donations outside the park

*total percentages do not equal 100 due to rounding

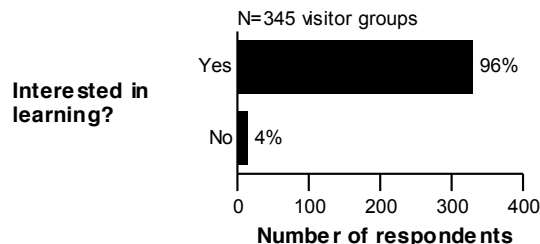
**total percentages do not equal 100 because visitors could select more than one answer

Preferences for future visit

Preferred methods to learn about the park

Question 18

If you were to visit Perry's Victory and International Peace Memorial in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Perry's Victory and International Peace Memorial?



Results

- 96% of visitor groups would be interested in learning about cultural and natural history/features of Perry's Victory and International Peace Memorial on a future visit (see Figure 104).
- As shown in Figure 105, among those visitor groups who were interested in learning about Perry's Victory and International Peace Memorial on a future visit, the most preferred methods were:

61% Living history demonstration/costumed interpretive programs
 60% Self-guided tours
 58% Printed materials

- "Other" methods (4%) were:

A geocache program
 Interactive activities/exhibits
 Long ships in port
 Movement of ships/battle
 Recommended movies/TV programs on 1812 period
 Self-guided activities
 Well-informed help desk

Figure 104: Visitor groups that were interested in learning about the park on a future visit

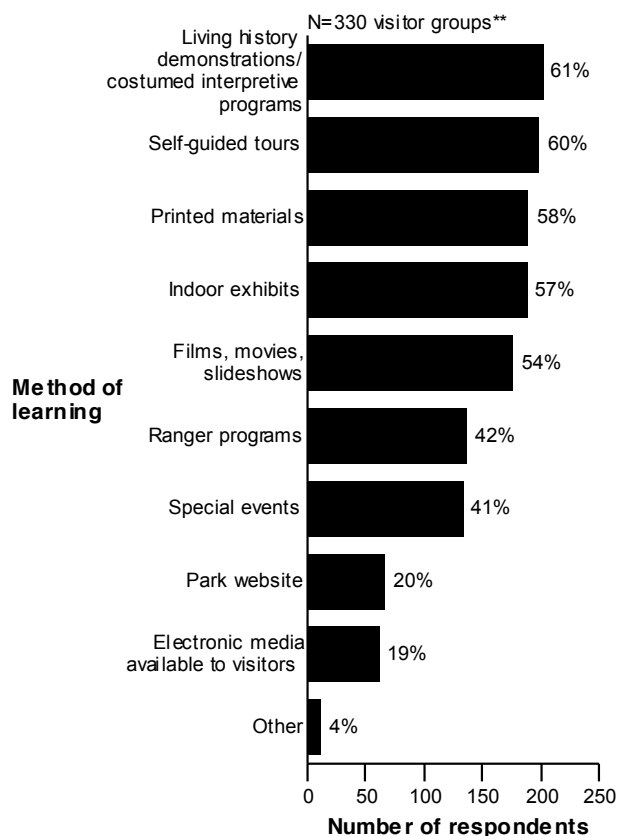


Figure 105: Preferred methods for learning

*total percentages do not equal 100 due to rounding

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

Observation deck tours

Question 19a

In the future, the park is considering offering ranger-led tours to the observation deck for a maximum of 10 people/tour. Would you and your personal group be willing to participate in such a tour?

Results

- 67% of visitor groups were willing to participate in a ranger-led tour to the observation deck on a future visit (see Figure 106).

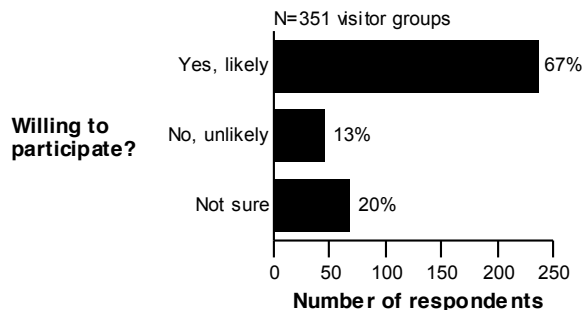


Figure 106: Likelihood of participating in a ranger-led tour to the observation deck

Question 19b

If the above proposal to limit the number of people per tour is implemented, the wait to visit the observation deck could be longer. Is a longer wait acceptable to you and your personal group?

Results

- 40% of visitor groups indicated that a longer wait to visit the observation deck was acceptable (see Figure 107).
- 33% were not sure.

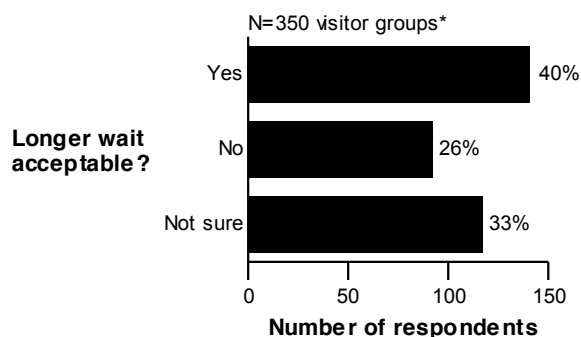


Figure 107: Visitor groups that felt a longer wait was acceptable

Question 19c

On a future monument tour at Perry's Victory and International Peace Memorial, would you and your personal group prefer to have a pre-visit reservation system to obtain tickets for the tour in order to eliminate wait time?

Results

- 44% of visitor groups would prefer a pre-visit reservation system (see Figure 108).
- 34% would not prefer such a system.

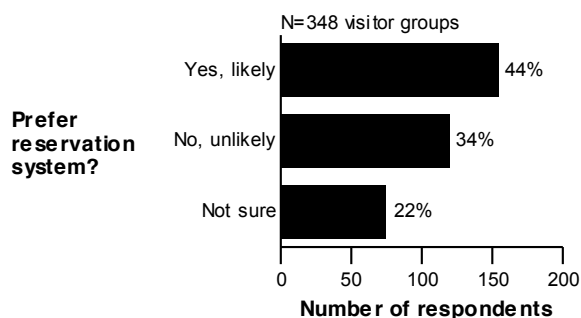


Figure 108: Visitor groups that preferred a reservation system

*total percentages do not equal 100 due to rounding

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

Bicentennial commemoration preferences

Question 12

Perry's Victory and International Peace Memorial is in the process of preparing for the bicentennial anniversary of the War of 1812 and the Battle Lake Erie. In your opinion, what would be the most appropriate way to commemorate these events at Perry's Victory and International Peace Memorial?

Results

- 49% of visitor groups felt that a weeklong event was the most appropriate way to commemorate the bicentennial anniversary of the War of 1812 and the Battle Lake Erie (see Figure 109).

"Other" ways to commemorate (3%) were:

- A series of events throughout the season/year
- Any of the above with cheaper shuttle service to the island
- Cannon shots
- Celebrate peace, not war
- Coordinate with other sites
- Daily commemorations
- Educational speakers and activists
- Fix elevator
- Invite visitors from Canada
- Offer rides
- Presidential visit
- Something major

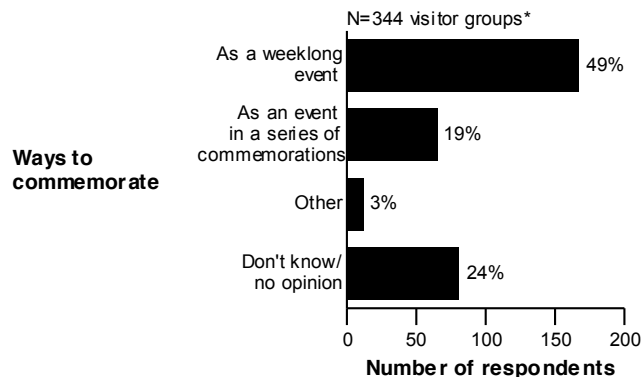


Figure 109: Appropriate ways to commemorate bicentennial

*total percentages do not equal 100 due to rounding

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

Picnic table availability

Question 14

If you were to visit Perry's Victory and International Peace Memorial in the future, would you and your group like to have picnic tables available in the park?

Results

- 48% of visitor groups were interested in having picnic tables in the park (see Figure 110).

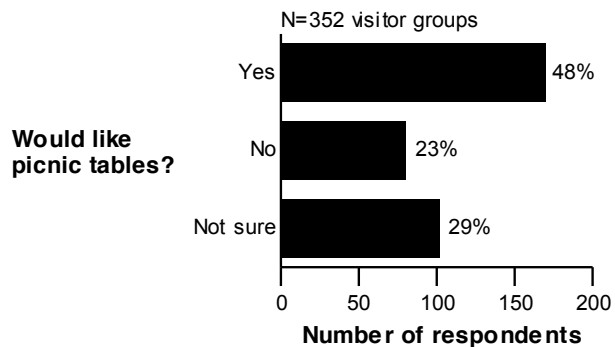


Figure 110: Visitor groups that would like to have picnic tables available

*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 30

Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Perry's Victory and International Peace Memorial during this visit?

Results

- 88% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as "very good" or "good" (see Figure 111).
- Less than 2% rated the quality as "very poor" or "poor."

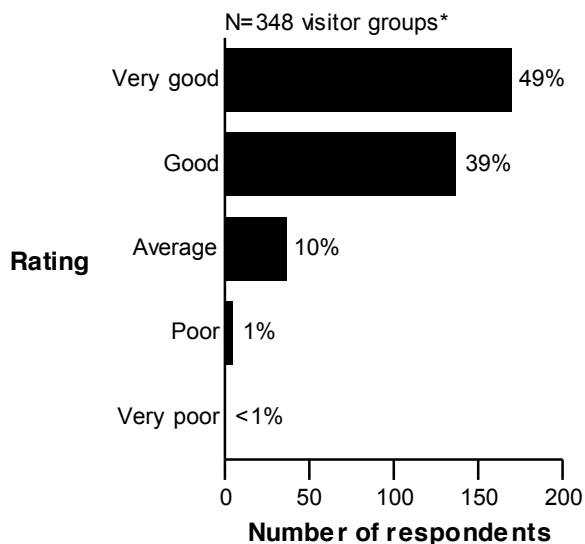


Figure 111: Overall quality rating of facilities, services, and recreational opportunities

*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 Perry's Victory and International Peace Memorial?

Results

- 60% of visitor groups (N=304) responded to this question.
- Table 11 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 11: What visitors liked most
N=459 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly, courteous rangers	8
Rangers	4
Knowledgeable rangers	3
Park staff	3
Ranger at observation deck	3
Other comment	1
INTERPRETIVE SERVICES	
Park movie	44
History	27
Visitor center exhibits	25
Living history program/ demonstration	12
Learning about history	11
Carronade firing	8
Information	8
Learning about Battle of Lake Erie	8
Historical significance	7
Ranger talk	7
Musket firing demonstration	6
Models of battle	5
Models of ships	4
Artifacts	3
Information from rangers	3
Maps on observation deck	3
Plaques inside monument	3
Ranger's snake program	3
Bookstore	2
Junior Ranger program	2
Learning about War of 1812	2
Mayfly festival/program	2
Reenactment	2
Other comments	10

Table 11: What visitors liked most
(continued)

Comment	Number of times mentioned
INTERPRETIVE SERVICES (continued)	
Reenactment	2
Other comments	10
FACILITIES/MAINTENANCE	
Observation deck	21
Visitor center	17
The monument	16
Park grounds	10
Cleanliness of site	7
Size/height of monument	6
Air conditioning	3
Architecture	3
Cleanliness of visitor center	2
Monument rotunda	2
Visitor center - shelter from rain	2
Other comments	3
GENERAL	
View	67
View from observation deck	17
Beauty of site	10
Peacefulness/quiet	9
Liked everything	5
Nice weather	4
Scenery	4
Lack of crowds	2
Visit of U.S. Brig Niagara	2
Other comments	18

What visitors liked least

Question 27b

What did you and your personal group like least about your visit to Perry's Victory and International Peace Memorial?

Results

- 48% of visitor groups (N=246) responded to this question.
- Table 12 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 12: What visitors liked least
N=256 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Some rangers were rude/unfriendly	4
Other comments	2
INTERPRETIVE SERVICES	
Park movie not working	3
Other comments	10
FACILITIES/MAINTENANCE	
Monument/observation deck was closed	68
Elevator to observation deck not working	52
Base of monument fenced off	17
Monument/plaza in disrepair	6
Parking	3
Stairs	3
Elevator too small	2
Steps leading to monument are difficult	2
Other comments	7
POLICY/MANAGEMENT	
Waiting in line for elevator	11
Fee to ascend monument	4
Late opening hours	2
Not allowed to use stairs	2
Survey	2
Other comments	2
GENERAL	
Nothing to dislike	33
Hot weather	6
Lack of time	3
Expenses	2
Other comments	10

Planning for the future

Question 28

If you were a manager planning for the future of Perry's Victory and International Peace Memorial, what would you and your personal group propose?

Results

- 33% of visitor groups (N=164) responded to this question.
- Table 13 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 13: Planning for the future

N=190 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
INTERPRETIVE SERVICES	
More ranger-led tours/programs	9
Offer children's activities/exhibits	8
Historic reenactments/demonstrations	7
Offer hands-on/interactive activities/exhibits	6
Outdoor exhibits/displays	5
Living history tours/talks	4
More advertising	4
Provide orientation/information before entering monument	4
Ship replica for touring	4
Battle reenactments	3
Binoculars/telescopes on observation deck	3
Special cultural events	3
Better posting of daily activities	2
Invite peace activists/speakers	2
Longer movies	2
More information on ships	2
Post sign/information about monument repairs	2
Other comments	41
FACILITIES/MAINTENANCE	
Continue upkeep and maintenance	6
Provide benches/seating	6
Keep the observation deck open	4
Picnic areas/tables	3
Repair the elevator	3
Repair the observation deck	3
Handicap accessibility	2
Improve access to elevator	2

Table 13: Planning for the future
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Maintain park grounds	2
Repair the monument	2
Repair the monument base	2
Other comments	15
POLICY/MANAGEMENT	
Maintain as is	10
Allow use of stairs	2
Limit visitors' time on observation deck	2
Other comments	5
GENERAL	
Fireworks	2
Keep up the good work	2
Other comments	6

Additional comments

Question 29

Is there anything else you and your personal group would like to tell us about your visit to Perry's Victory and International Peace Memorial?

Results

- 22% of visitor groups (N=112) responded to this question.
- Table 14 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 14: Additional comments

N=142 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers were friendly/courteous	7
Rangers were knowledgeable/informed	3
Rangers were rude	3
Enjoyed the park rangers	2
Other comment	1
INTERPRETIVE SERVICES	
Informative visit	11
Enjoyed learning history	4
Enjoyed ranger demonstrations	2
Enjoyed ranger talks	2
Enjoyed interpretive programs	2
Enjoyed visitor center	2
Other comments	21
FACILITIES/MAINTENANCE	
Elevator broken/observation deck closed	7
Well-maintained/attractive grounds	5
Repair the monument	3
Other comments	7
POLICY/MANAGEMENT	
Comments	11
GENERAL	
Enjoyed visit	23
Enjoyed the view	5
Keep up the good work	4
Enjoyed the park	3
Enjoyed the monument	2
It was the highlight of the island	2
Other comments	11

Appendix 1: The Questionnaire



Social Science Program
National Park Service
U.S. Department of the Interior
Visitor Services Project

Perry's Victory and International Peace Memorial Visitor Study

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139

OFFICIAL BUSINESS





United States Department of the Interior

NATIONAL PARK SERVICE
Perry's Victory and International Peace Memorial
93 Delaware Ave, P.O. Box 549
Put-in-Bay, OH 43456-0549

IN REPLY REFER TO:

Summer 2009

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Perry's Victory and International Peace Memorial. This information will assist us in our efforts to better manage this park and to serve you, our visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Blanca Alvarez Stransky

Blanca Alvarez Stransky
Superintendent

This visitor study is partially funded by Recreation Fee Program funding.

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ☒ Not like this: ☒ ☒

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your personal group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Perry's Victory and International Peace Memorial

NOTE: In this questionnaire, your **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. Prior to your visit, how did you and your personal group obtain information about Perry's Victory and International Peace Memorial? Please mark (●) **all** that apply.

☐ Did not obtain information prior to visit → **Go to Question 2**

☐ Previous visits

☐ Friends/relatives/word of mouth

☐ Travel guides/tour books (such as AAA, etc.)

☐ Maps/brochures

☐ Newspaper/magazine articles

☐ Inquiry to park via phone, mail, email

☐ Television/radio programs/videos

☐ Perry's Victory and International Peace Memorial website: www.nps.gov/pevi

☐ Put-in-Bay Visitor Guide website: www.put-in-bay.com/

☐ Other websites

☐ School class/program

☐ Local businesses (hotels, motels, restaurants, etc.)

☐ Chamber of commerce/visitors bureau/state welcome center

☐ Other (Please specify) _____

2. Prior to this visit, were you and your personal group aware that Perry's Victory and International Peace Memorial is a unit of National Park System?

☐ Yes ☐ No

3. a) Prior to this visit, were you and your personal group aware that Perry's Victory and International Peace Memorial commemorates those who fought in the Battle of Lake Erie during the War of 1812? Please mark (●) **one**.

☐ Yes, aware that park commemorates the Battle of Lake Erie

☐ No, not aware that park commemorates the Battle of Lake Erie

- b) Prior to this visit, were you and your personal group aware that Perry's Victory and International Peace Memorial celebrates the long-lasting peace between Canada, Great Britain, and the United States? Please mark (●) **one**.

☐ Yes, aware that the park celebrates the lasting peace between Canada, Great Britain, and the United States

☐ No, not aware that the park celebrates the lasting peace between Canada, Great Britain, and the United States

4. On this trip, what was the **primary** reason that you and your personal group came to South Bass Island? Please mark (●) **one**.

☐ Resident of South Bass Island → **Go to Question 5**

☐ Visit Perry's Victory and International Peace Memorial

☐ Visit other attractions in the area

☐ Visit friends/relatives in the area

☐ Business

☐ Other (Please specify) _____

5. On this visit, were the signs directing you and your personal group to and around Perry's Victory and International Peace Memorial adequate? Please mark (●) **one** answer for each of the following.

a) Interstate signs ☐ Yes ☐ No ☐ Did not use

b) State highway signs ☐ Yes ☐ No ☐ Did not use

c) Signs in local communities ☐ Yes ☐ No ☐ Did not use

d) Signs in the park ☐ Yes ☐ No ☐ Did not use

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

Interstate _____

State highway _____

In local communities _____

In park _____

6. On this trip, how did your visit to Perry's Victory and International Peace Memorial fit into you and your personal group's travel plans? Please mark (●) **one**.

- ☐ Perry's Victory and International Peace Memorial was the primary destination
- ☐ Perry's Victory and International Peace Memorial was one of several destinations
- ☐ Perry's Victory and International Peace Memorial was not a planned destination

7. a) Is anyone in your personal group a resident of the following places?

☐ South Bass Island ☐ Port Clinton ☐ Neither of these

b) On this trip, did you and your personal group stay overnight **away from your permanent residence** on South Bass Island or within 10 miles of Port Clinton?

☐ Yes ☐ No → **Go to Question 8**

c) If YES, please list the number of nights you and your personal group stayed on South Bass Island or within 10 miles of Port Clinton?

_____ Number of nights on South Bass Island

_____ Number of nights within 10 miles of Port Clinton

d & e) In which types of lodging did you and your personal group spend the night(s) outside park on South Bass Island or within 10 miles of Port Clinton? Please mark (●) **all** that apply.

d) **On South Bass Island** e) **Within 10 miles of Port Clinton**

- ☐ Lodge/motel/hotel/cabin/B&B, etc. ☐
- ☐ Campground/trailer park ☐
- ☐ On a boat ☐
- ☐ Private residence ☐
- ☐ Residence of friends or relatives ☐
- ☐ Other (Please specify) ☐

South Bass Island _____ Port Clinton _____

8. a) How many hours in **total** did you and your personal group spend visiting Perry's Victory and International Peace Memorial on this trip?

_____ Total number of hours (Please list partial hours as 1/4, 1/2, 3/4.)

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

☐ Yes ☐ No → **Go to Question 9**

c) If YES, on how many days did you visit the park?

_____ Number of days

9. a) On this visit, in which activities did you and your personal group participate within Perry's Victory and International Peace Memorial? Please mark (●) **all** that apply in column (a).

b) If you were to visit the park in the future, in which activities would you and your personal group prefer to participate at the park? Please mark (●) **all** that apply in column (b).

a) **Activities on this visit** b) **Activities on future visit**

- ☐ Attending living history demonstrations ☐
- ☐ Attending ranger programs ☐
- ☐ Creative arts (photography/drawing/painting/writing) ☐
- ☐ Enjoying solitude/quiet ☐
- ☐ Picnicking ☐
- ☐ Enjoying the view from the memorial observation deck ☐
- ☐ Visiting visitor center ☐
- ☐ Walking around park grounds ☐
- ☐ Recreation on park grounds (kite flying, throwing Frisbee, dog walking, etc.) ☐
- ☐ Other (Please specify below) ☐

This visit _____

Future visit _____

10. a) On this visit, did you and your personal group visit the observation deck at Perry's Victory and International Peace Memorial?

☐ Yes ☐ No → **Go on to Question 11**

b) How much time did you and your personal group spend on the observation deck?

_____ Number of minutes

- c) What were your reasons for visiting the observation deck? Please mark (●) all that apply.

- ☐ For the scenic view
- ☐ To view the site where the Battle of Lake Erie was fought
- ☐ Other (Please specify) _____

11. It is the National Park Service's responsibility to protect Perry's Victory and International Peace Memorial's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to you and your personal group? Please mark (●) one answer for each resource/attribute.

Resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Memorial (repair/maintenance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities (dog walking, kite flying, Frisbee throwing, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Perry's Victory and International Peace Memorial is in the process of preparing for the bicentennial anniversary of the War of 1812 and Battle of Lake Erie. In your opinion, what would be the most appropriate way to commemorate these events at Perry's Victory and International Peace Memorial? Please mark (●) one.

- ☐ As a separate event (not in conjunction with current weekend anniversary)
- ☐ As a weeklong event (in conjunction with current weekend anniversary of the Battle of Lake Erie)
- ☐ As an event in a series of War of 1812 commemorations held at other sites such as Ft. McHenry, Horseshoe Bend, Ft. Meigs, etc.
- ☐ Don't know/no opinion
- ☐ Other (Please specify) _____

13. a) Please mark (●) all of the visitor services and facilities that you or your personal group used at Perry's Victory and International Peace Memorial during this visit.

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

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

a) Visitor services/facilities used	Mark (●)	b) If used, how important?	c) If used, what quality?
		1=Not important	1=Very poor
		2=Somewhat important	2=Poor
		3=Moderately important	3=Average
		4=Very important	4=Good
		5=Extremely important	5=Very good

<input type="radio"/> Park brochure/map	_____	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____	_____
<input type="radio"/> Restrooms	_____	_____	_____
<input type="radio"/> Video/film in visitor center	_____	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____	_____
<input type="radio"/> Living history demonstrations	_____	_____	_____
<input type="radio"/> Park website: www.nps.gov/pevi/	_____	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____	_____
<input type="radio"/> Access for people with disabilities	_____	_____	_____

14. If you were to visit Perry's Victory and International Peace Memorial in the future, would you and your personal group like to have picnic tables available in the park?

☐ Yes ☐ No ☐ Not sure

15. a) During this visit to Perry's Victory and International Peace Memorial, did you and your personal group have a personal interaction with a park ranger?

☐ Yes ☐ No → Go to Question 16

- b) If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park ranger. Please mark (●) **one** response for each item.

Interaction with park ranger	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Perry's Victory and International Peace Memorial, South Bass Island, and within 10 miles of Port Clinton. **Please write "0" if no money was spent in a particular category.**

- a) Please list your group's total expenditures inside Perry's Victory and International Peace Memorial.
- b) Please list your group's total expenditures on South Bass Island and within 10 miles of Port Clinton.

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Perry's Victory and International Peace Memorial.

EXPENDITURES

b) South Bass Island and Port Clinton

a) Inside park	
Lodges, hotels, motels, cabins, B&B, etc.	n/a \$
Camping fees and charges	n/a \$
Guide fees and charges	n/a \$
Restaurants and bars	n/a \$
Groceries and takeout food	n/a \$
Gas and oil (auto, RV, boat, etc.)	n/a \$
Boat/canoe/kayak rentals	n/a \$
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a \$
Admission, recreation, entertainment fees	\$
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$
Donations	\$

- c) How many people do the above expenses cover?

_____ Adults (18 years or over) _____ Children (under 18 years)

Please write "0" if no children were covered by the expenditures.

17. a) On this visit to Perry's Victory and International Peace Memorial, did anyone in your personal group participate in any of the ranger programs?

☐ No ☐ Yes → **Go to Question 18**

- b) If NO, what prevented you and your personal group from participating in ranger programs? Please mark (●) **all** that apply.

☐ Not interested

☐ Did not have time for this activity

☐ Not aware of any ranger programs offered at the memorial

☐ Not enough programs offered

☐ Other (Please specify) _____

18. If you were to visit Perry's Victory and International Peace Memorial in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Perry's Victory and International Peace Memorial? Please mark (●) **all** that apply.

☐ Not interested in learning about the park → **Go to Question 19**

☐ Indoor exhibits

☐ Self-guided tours

☐ Park website: www.nps.gov/pevi

☐ Special events

☐ Ranger programs

☐ Living history demonstrations/costumed interpretive programs

☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer tours, audio, etc.)

☐ Films, movies, slideshows

☐ Printed materials (brochures, books, maps, etc.)

☐ Other (Please specify) _____

19. a) In the future, the park is considering offering ranger-led tours to the observation deck for a maximum of 10 people/tour. Would you and your personal group be willing to participate in such a tour?
- ☐ Yes, likely ☐ No, unlikely ☐ Not sure
- b) If the above proposal to limit number of people per tour is implemented, the wait to visit the observation deck could be longer. Is a longer wait acceptable to you and your personal group?
- ☐ Yes, acceptable ☐ No, unacceptable ☐ Not sure
- c) On a future monument tour at Perry's Victory and International Peace Memorial, would you and your personal group prefer to have a pre-visit reservation system to obtain tickets for the tour in order to eliminate wait time?
- ☐ Yes, likely ☐ No, unlikely ☐ Not sure

20. On this visit, were you and your personal group part of the following types of organized groups?

- a) Commercial guided tour group ☐ Yes ☐ No
- b) School/educational group ☐ Yes ☐ No
- c) Other group (scouts, work, church, etc.) ☐ Yes ☐ No

d) If YES for any of the above, how many people, including yourself, were in the organized group?

_____ Number of people in organized group

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

- ☐ Alone ☐ Friends
- ☐ Family ☐ Family and friends
- ☐ Other (Please specify) _____

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

_____ Number of people in personal group

c) On this visit, did you and your personal group use a vehicle brought from the mainland to arrive at the park?

- ☐ South Bass Island resident → Go to Question 21e
- ☐ Yes ☐ No → Go to Question 21e

d) If YES, how many vehicles did you and your personal group bring to the park?

_____ Number of vehicles

e) On this visit to South Bass Island, how many times did you and your personal group visit Perry's Victory and International Peace Memorial?

- _____ Number of times visiting the observation deck
- _____ Number of times entering the visitor center

22. For you and your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

c) Number of lifetime visits to Perry's Victory and International Peace Memorial (including this visit)

a) Current age _____

b) U.S. ZIP code or name of country other than U.S. _____

Yourself _____

Member #2 _____

Member #3 _____

Member #4 _____

Member #5 _____

Member #6 _____

Member #7 _____

23. When visiting a site such as Perry's Victory and International Peace Memorial, which one language do you and most members of your personal group prefer to use for the following?

a) Speaking: ☐ English ☐ Other (Specify) _____

b) Reading: ☐ English ☐ Other (Specify) _____

c) What services in the park would you like to have provided in languages other than English? Please specify a service(s) or mark "None."

Service(s) _____ ☐ None

24. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

- ☐ Some high school ☐ Bachelor's degree
- ☐ High school diploma/GED ☐ Graduate degree
- ☐ Some college

25. a) Are you or members of your group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is your race? What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

☐ Yes ☐ No → **Go on to Question 27**

b) If YES, what services or activities were difficult to access/participate in?

27. a) What did you and your personal group like **most** about your visit to Perry's Victory and International Peace Memorial?

b) What did you and your personal group like **least** about your visit to Perry's Victory and International Peace Memorial?

28. If you were a manager planning for the future of Perry's Victory and International Peace Memorial what would you and your personal group propose?

29. Is there anything else you and your personal group would like to tell us about your visit to Perry's Victory and International Peace Memorial?

30. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Perry's Victory and International Peace Memorial during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. a) Which category best represents your annual **household** income? Please mark (●) **only one**.

- ☐ Less than \$24,999 ☐ \$50,000-\$74,999 ☐ \$150,000-\$199,999
- ☐ \$25,000-\$34,999 ☐ \$75,000-\$99,999 ☐ \$200,000 or more
- ☐ \$35,000-\$49,999 ☐ \$100,000-\$149,999 ☐ Do not wish to answer

b) How many people are in your household? _____ Number of people

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

Appendix 2: Additional Analysis

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

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

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

For more information please contact:

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Appendix 3: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Fillion 1976; Dey 1997). Since non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002), Groves (2000) also suggest that saliency of topic has an effect on response rate. In our visitor study, visitors' 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 were categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the 1st replacement, the second wave is between 1st and 2nd replacement, and the third wave contains surveys received after the 2nd replacement. Analysis of variance was used to detect differences in age, distance of travel to the park, and overall quality rating scores among different mailing waves.

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

1. Respondents of different mailing waves have the same average age.
2. On average respondents of different mailing waves traveled the same distance to the park.
3. Respondents of different mailing waves have the same average satisfaction scores.

Table 3 shows no significant difference in age, travel distance to park, and overall quality rating as all p-values are greater than 0.05. The non-response bias is thus judged to be insignificant.

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Appendix 4: Visitor Services Project Publications

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

1982

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

1983

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

1985

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

1986

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

1987

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

1988

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

1989

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

1989 (continued)

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

1990

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

1991

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

1992

45. Big Bend National Park (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

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

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

1994

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

1995

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

1996

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

1996 (continued)

- 86. Fort Bowie National Historic Site (spring)
- 87. Great 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
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

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

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

2001

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

2002

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

2003

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

2003 continued

- 151. Mojave National Preserve (fall)

2004

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

2005

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

2006

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

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

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

2008

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

2009

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

2009 (continued)

- 212. Perry's Victory & International Peace Memorial

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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Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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