

Visitor Services Project Fort Stanwix NM Visitor Study Report Summary

- This report describes the results of a visitor study at Fort Stanwix NM from July 24-30, 2003. A total of 317 questionnaires were distributed to visitors. Visitors returned 216 questionnaires for a 67.8% response rate.
- This report profiles Fort Stanwix NM visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Twenty-nine percent of visitor groups were groups of two; 47% were in groups of four or more. Seventy-six percent of the visitors were traveling with family. Forty-one percent of visitors were aged 36-60 years and 30% were aged 15 or younger.
- United States visitors were from New York (61%), Pennsylvania (5%) with smaller proportions from 30 other states, Washington D.C. and Puerto Rico. There were not enough international visitors to provide reliable data.
- Most visitors (88%) were visiting Fort Stanwix NM for the first time in the past 12 months. Fifty-nine percent of visitors also reported this as their first visit to Fort Stanwix NM in their lifetime.
- Most visitors (57%) to Fort Stanwix NM had a bachelor's degree or higher and 28% had some college. Fifty-one percent of visitors were female and 49% were male.
- Prior to this visit, visitor groups often obtained information about Fort Stanwix NM through previous visits (50%) and friends/relatives/word of mouth (42%). Most visitor groups (80%) reported that they received the information they needed. Sources of information that groups preferred to use prior to a future visit included the National Park website (47%), travel guide/tour book (36%), and previous visits (36%).
- Visiting Fort Stanwix NM (55%) was the most often listed reason for visiting the Rome, NY area. Twenty-nine percent of visitor groups came to learn revolutionary war and 23% came to visit family/friends.
- On this visit, the most common activities was viewing the reconstructed fort (84%), visiting the visitor center (76%), and taking a self-guided tour (74%). Forty-six percent of visitor groups spent two hours visiting the park; 33% spent one hour. Most visitors (96%) visited the park on only one day.
- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups (N) that responded to each question. The most used visitor services/facilities by 186 visitor groups were the visitor center (77%), exhibits in fort (66%), and park brochure/map (65%). Services/facilities that received the highest "extremely important" and "very important" ratings included exhibits in fort (95%, N=113), visitor center (92%, N=138), living history programs (88%, N=51). Services/facilities that received the highest "very good" and "good" quality ratings included assistance from park staff (98%, N=87), ranger-led walks/talks (92%, N=61), living history programs (92%, N=50), and exhibits in fort (92%, N=108).
- Most visitor groups (57%) spent between \$1 and \$100 in total expenditures during this visit. The average visitor group expenditure was \$128, the median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$35, and the per capita expenditure was \$40.
- Most visitor groups (96%) rated the overall quality of visitor services at Fort Stanwix NM as "very good" or "good." No visitor groups rated the overall quality of visitor services as "poor" or "very poor."

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