

Visitor Services Project
Kings Mountain National Military Park
Report Summary

- This report describes the results of a visitor study at Kings Mountain National Military Park (NMP) during May 21-27, 2006. A total of 343 questionnaires were distributed to visitor groups. Of those, 228 questionnaires were returned, resulting in a 66.5% response rate.
- This report profiles a sample of Kings Mountain NMP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-four percent of visitor groups were in groups of two, 26% were in groups of three or four, and 13% were groups of five or more. Sixty-two percent of the visitor groups were family groups. Fifty-seven percent of visitors were ages 31-65 years and 23% were ages 15 years or younger.
- Fifty-five percent of visitors visited Kings Mountain NMP for the first time in their lifetime and 70% visited for the first time in the last 12 months. Thirty-one percent of visitors (16 years or older) had some college education and 29% held a bachelor's degree.
- United States visitors were from North Carolina (42%), South Carolina (30%), and 27 other states. International visitors, comprising 2% of the total visitation, had too few respondents to provide reliable data.
- Prior to this visit, visitor groups most often obtained information about Kings Mountain NMP through living in the local area (47%), previous visits (43%), friends/relatives/word of mouth (25%), and park website (20%). Fourteen percent of visitor groups did not obtain any information about the park before their visit. Most groups (90%) received the information they needed about the park.
- Forty-six percent of visitor groups reported that the park was their primary destination. Forty percent of visitor groups' reason for traveling to the Kings Mountain NMP area (within 45-minute drive of park) was to visit Kings Mountain NMP, while 12% came to visit Kings Mountain State Park. Sixty-eight percent of visitor groups visited the park to learn Revolutionary War history.
- Sixty-four percent of visitor groups spent up to two hours at the park. Forty-four percent of visitor groups reported they spent the amount of time they had planned at the park, while 40% did not have a planned amount of time set aside to visit the park.
- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by 219 visitor groups included the visitor center exhibits (87%) and visitor center restrooms (85%). The services/ facilities that received the highest combined proportions of "extremely important" and "very important" ratings included Battlefield Trail (93%, N=125) and visitor center restrooms (92%, N=174). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included assistance from park staff (96%, N=105), and Battlefield Trail (93%, N=123).
- The average total expenditures in and outside the park (within 45-minute drive of park) per visitor group was \$115. The median visitor group expenditure (50% of groups spent more, 50% of group spent less) was \$27. The average per capita expenditure was \$61.
- Most visitor groups (94%) rated the overall quality of services, facilities, and recreational opportunities at Kings Mountain NMP as "very good" or "good." Less than 1% of visitor groups rated the overall quality as "very poor" or "poor."

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