



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

Visitor Services Project



Fort Donelson National Battlefield Visitor Study

Summer 2007



University of Idaho
Park Studies Unit
Visitor Services Project
Report 190



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**Visitor Services Project
Fort Donelson National Battlefield
Report Summary**

- This report describes the results of a visitor study at Fort Donelson National Battlefield during July 3-22, 2007. A total of 453 visitor groups were contacted with 438 accepting questionnaires. Of those, 284 questionnaires were returned resulting in a 64.8% response rate.
- This report profiles a systematic random sample of Fort Donelson National Battlefield. 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-five percent of visitor groups were in groups of one or two and 39% were in groups of four or more. Seventy-three percent of visitor groups were family groups and 12% were traveling alone. Five percent of visitor groups were traveling with a Civil War enthusiast group.
- Forty-six percent of visitors were ages 41-65 years, 12% were 66 years or older, and 21% were 15 years or younger. Seventy percent of visitors visited the park for the first time in their life, while 14% visited four or more times. United States visitors were from Tennessee (31%), Illinois (12%), Kentucky (11%), 32 other states, and Washington, D.C. International visitors comprised 1% of the total visitation, but this data should be viewed with caution due to the small number of respondents.
- Prior to this visit, visitor groups most often obtained information about the park through previous visits (37%), friends/relatives/word of mouth (35%), and travel guides/tour books/publications (32%). The most preferred source to use for planning a future visit was the park website (58%).
- Of visitor groups (94%) who visited the park within one day, 63% spent up to two hours and 23% spent three hours. The average length of visit was three hours. Seventy percent of visitor groups had not planned a specific amount of time to spend at the park, while 59% spent the amount of time they had planned.
- The most common activities in which visitor groups participated were viewing exhibits in the visitor center (86%) and self-guided tour (84%). The most commonly visited sites were the visitor center (96%), River Batteries (92%), and Fort Donelson (84%). The site most often listed as most important to the visit was River Batteries (46%).
- The topics that most visitors learned on this visit were the importance of the Tennessee Cumberland River during the Civil War (95%) and tactics/strategies used to take control of the river (90%). Preferred topics to learn on a future visit included Fort Donelson's connection to other civil war sites (91%) and the importance of the Tennessee Cumberland River during the Civil War (91%).
- Regarding use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities included visitor center exhibits (95%) and visitor center restrooms (83%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included directional signs to find park sites (92%, N=209) and park brochure/map (91%, N=215). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were the park website (95%, N=41) and assistance from park staff (95%, N=116).
- Most visitor groups (93%) rated the overall quality of services, facilities, and recreational opportunities at Fort Donelson National Battlefield 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 at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.

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INTRODUCTION

This report describes the results of a visitor study at Fort Donelson National Battlefield during July 3 – July 22, 2007 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

Fort Donelson National Battlefield near Dover, Tennessee, was established on March 26, 1928. The park is the site of the battle in which Ulysses S. Grant captured Fort Donelson, Fort Henry and Fort Heiman in February, 1862. Grant became known for his words, "No terms except an unconditional and immediate surrender can be accepted," in forcing Brigadier General Simon Bolivar Buckner to surrender. The Union had won its first big victory of the Civil War.

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 same 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 options for cross-references and cross comparisons. These comparisons can be analyzed within 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 PSU. Copies of these reports can be obtained by visiting the website:

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

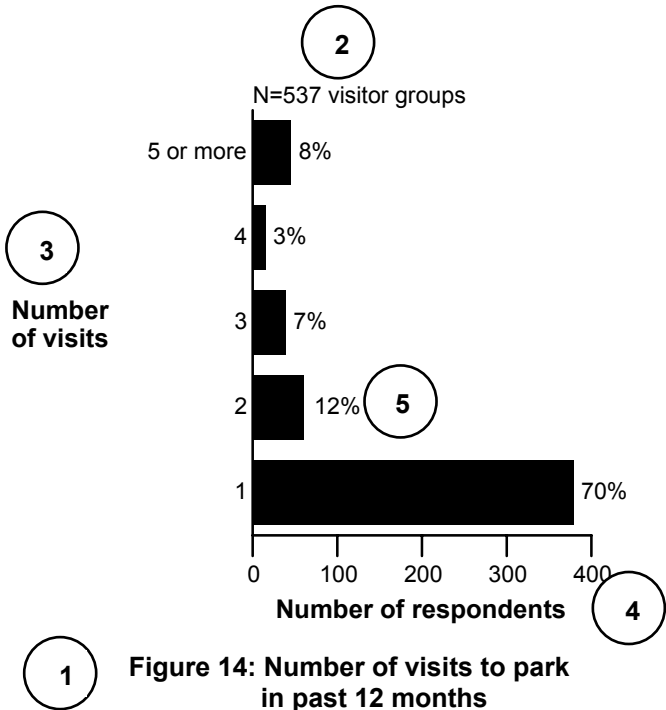
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

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

SAMPLE 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* (2000). Using this methodology, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Fort Donelson National Battlefield during July 3 - 22, 2007. Interviewers contacted 453 visitor groups of which 438 (96.7%) accepted questionnaires. Questionnaires were completed and returned by 284 visitor groups resulting in a 64.8% response rate for this study.

The majority of questionnaires were distributed at the visitor center. On occasion, the interviewers roved around different park sites to distribute questionnaires.

Questionnaire design

The Fort Donelson National Battlefield 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 Fort Donelson National Battlefield. 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 Fort Donelson National Battlefield 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 of age) 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 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. 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.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), 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. The data were entered twice—by two independent data entry staff—and validated by a third staff member.

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 July 3 – 22, 2007. 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 was typical of the area during the time period with high temperatures and high humidity and an occasional rainy day. The survey was conducted over the 4th of July weekend, which may have affected the number and characteristics of the people visiting the park. No other special events/activities were reported occurring in the area during the survey period.

Checking Non-response Bias

The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire, and group size.

Table 1 shows insignificant differences between group types. There are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes (see Table 2). See Appendix 3 for more details of the non-response bias checking procedure.

**Table 1: Comparison of respondents and non-respondents
group type**

Group type	Respondent	Non-respondent	Total
Alone	32	14	46
Family	202	120	322
Friends	24	3	21
Family and friends	18	16	38
Other	4	0	4
Total	278	153	431

Chi-square = 8.008^a df = 4 p-value = 0.091

a. 2 cells (20%) have expected count less than 5. The minimum expected count is 1.42.

**Table 2: Comparison of respondents and non-respondents
group size and age**

Variable	Respondent		Non-respondent		p-value
	N	Average	N	Average	(t-test)
Group size	277	3.38	149	3.30	0.671
Age	275	50.73	152	43.51	<0.001

There are insignificant differences in group size and group type between respondents and non-respondents. A seven-year difference was detected in average age of respondents compare to non-respondents. However, the differences may due to the fact that an older person in the group completed the survey while an younger person accepted the survey at the park. Occasionally, survey respondents may answer the age question incorrectly with the oldest person in the first slot, which was designated for the respondents. The survey was designed to collect group information but not individual information. Since the two group parameters were the same for both respondents and non-respondents, the response bias is judged to be insignificant. The data is a good representation of a larger Fort Donelson National Battlefield visitor population for the duration of the survey period.

RESULTS

Demographics

Visitor group size

Question 15a

For this visit to Fort Donelson National Battlefield, how many people were in your personal group, including yourself?

Results

- 35% of visitor groups were in groups of two (see Figure 1).
- 34% were in groups of three or four.
- 21% were in groups of 5 or more.

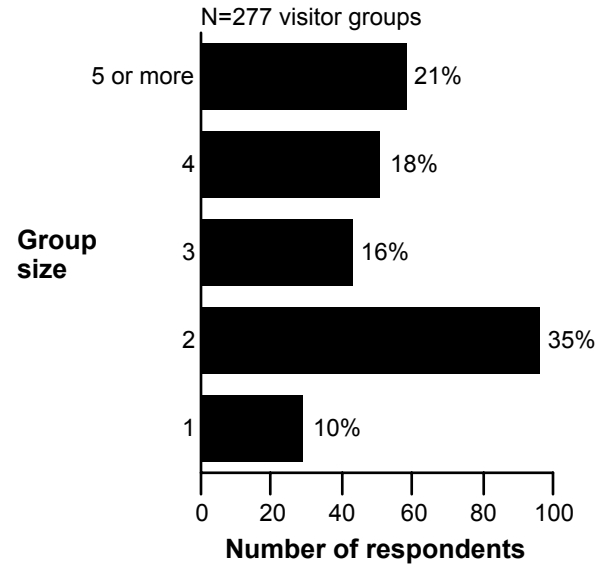


Figure 1: Visitor group size

Visitor group type

Question 14

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

Results

- 73% of visitor groups were made up of family members (see Figure 2).
- 12% were alone.
- 8% were with family and friends.
- 8% were with family and friends.
- “Other” groups (1%) included:
 - University field class
 - Ghost hunting group
 - Group of people with disabilities

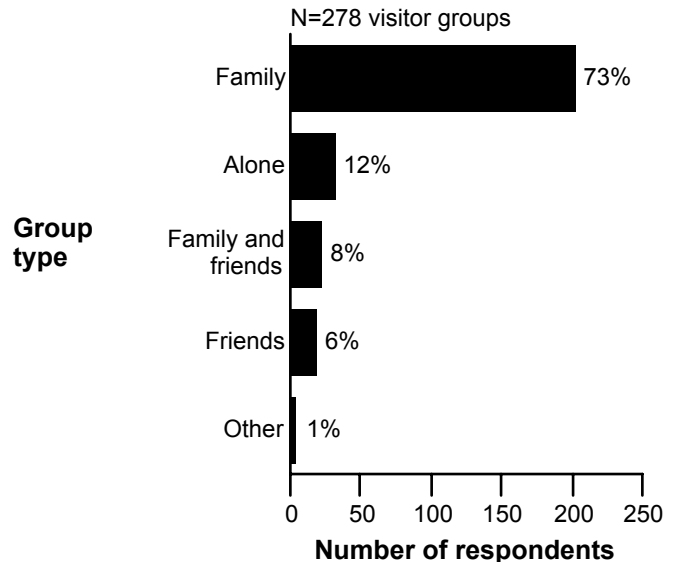


Figure 2: Visitor group type

*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 13a

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

Results

- 100% of visitor groups did not travel with a commercial guided tour group (see Figure 3).

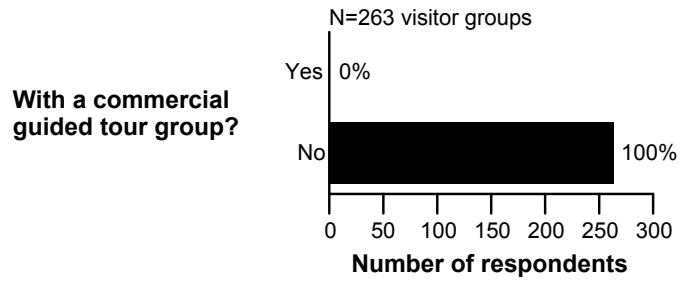


Figure 3: Visitors traveling with a commercial guided tour group

Question 13b

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

Results

- 2% of visitor groups were with a school/educational group (see Figure 4).

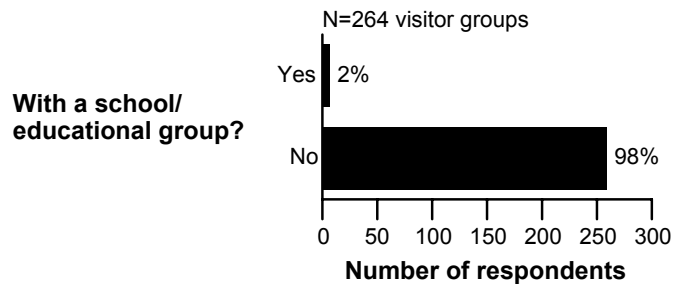


Figure 4: Visitors traveling with a commercial guided tour group

Question 13c

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

Results

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

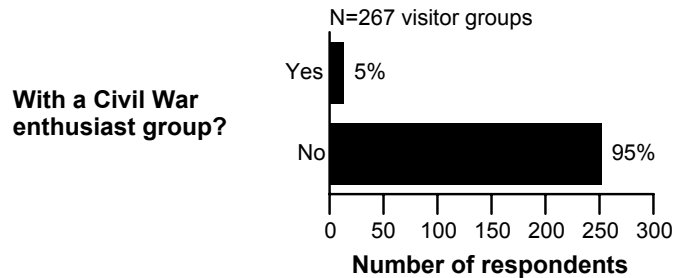


Figure 5: Visitors traveling with a Civil War enthusiast group

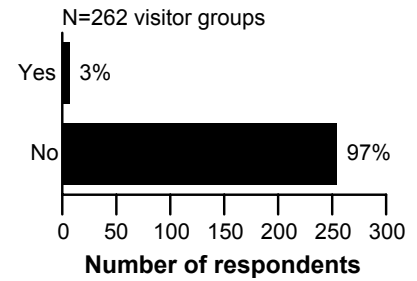
*total percentages do not equal 100 due to rounding

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

Question 13c

On this visit, were you and your personal group with other type of organized group (church, business, etc.)?

With other type of organized group?



Results

- 3% of visitor groups were with other type of organized group (see Figure 6).

Figure 6: Visitors with other type of organized group

Visitor age

Question 16a

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 93 years old.
- 46% of visitors were in the 41-65 years age group (see Figure 7).
- 21% were 15 years or younger.
- 12% were 66 years or older.

Age group (years)

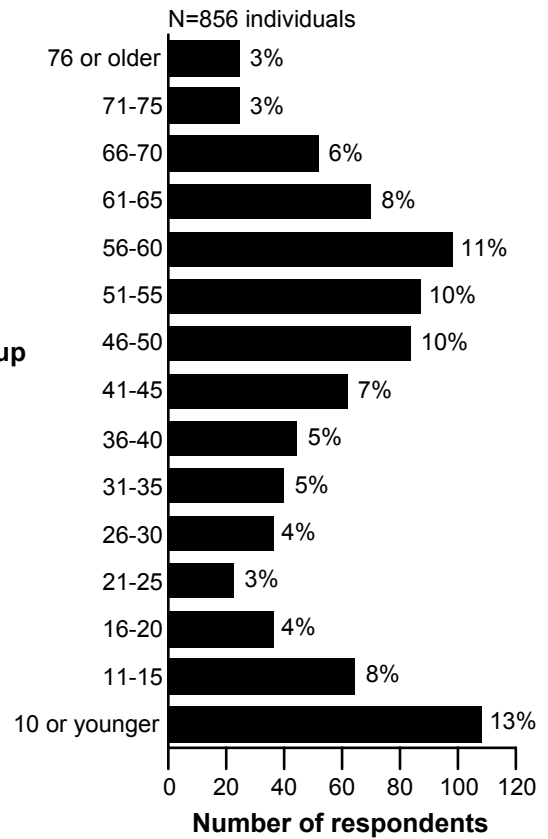


Figure 7: Visitor age

*total percentages do not equal 100 due to rounding

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

United States visitors by state of residence

Question 16b

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

Table 3: United States visitors by state of residence*

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

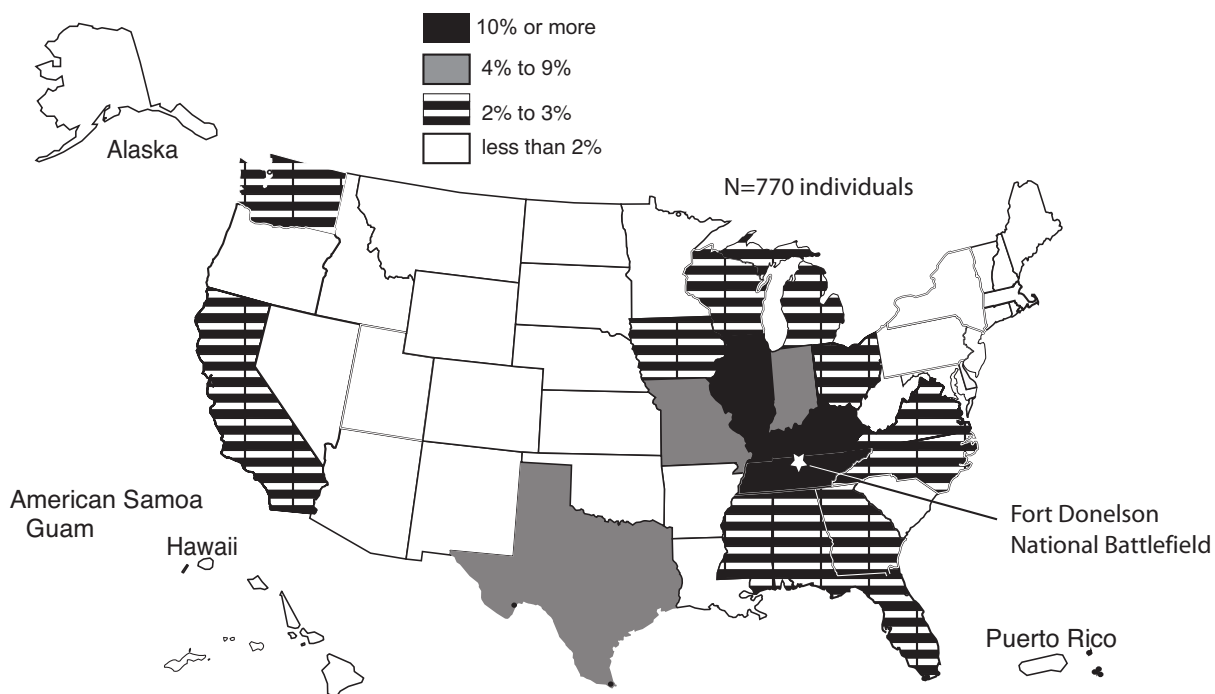
Results

- U.S. visitors from 35 states and Washington, D.C. comprised 99% of total visitation to the park during the survey period.
- 31% of U.S. visitors came from Tennessee (see Table 3 and Map 1).
- 12% came from Illinois and 11% came from Kentucky.
- Smaller proportions came from 32 other states and Washington, D.C.

State	Number of visitors	Percent of U.S. visitors N=770 individuals	Percent of total visitors N=779 individuals
Tennessee	237	31	30
Illinois	92	12	12
Kentucky	86	11	11
Indiana	34	4	4
Missouri	27	4	3
Texas	27	4	3
Georgia	21	3	3
Florida	20	3	3
Virginia	19	2	2
North Carolina	18	2	2
Ohio	16	2	2
Mississippi	14	2	2
Alabama	13	2	2
Michigan	13	2	2
Washington	13	2	2
Wisconsin	13	2	2
California	12	2	2
Iowa	12	2	2
Colorado	11	1	1
Maryland	10	1	1
Arizona	8	1	1
Kansas	8	1	1
Arkansas	6	1	1
New York	6	1	1
Pennsylvania	6	1	1
Massachusetts	4	1	1
South Carolina	4	1	1
8 other states and Washington, D.C.	20	3	3

*total percentages do not equal 100 due to rounding

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



Map 1: Proportions of United States visitors by state of residence

International visitors by country of residence

Question 16b

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

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

Results – Interpret with **CAUTION!**

- International visitors from four countries comprised 1% of total visitation to the park during the survey period.
- Not enough visitor groups answered the question to provide reliable data (see

Table 4: International visitors by country of residence * CAUTION!

Country	Number of visitors	Percent of international visitors N=9 individuals	Percent of total visitors N=779 individuals
United Kingdom	4	44	1
Canada	3	33	<1
The Netherlands	1	11	<1
New Zealand	1	11	<1

*total percentages do not equal 100 due to rounding

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

Number of visits to the park in past 12 months

Question 16c

For you and your personal group, how many times have you visited Fort Donelson National Battlefield during the past 12 months (including this visit)?

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

Results

- 87% of visitors visited the park once in the past 12 months (see Figure 8).
- 9% visited twice.

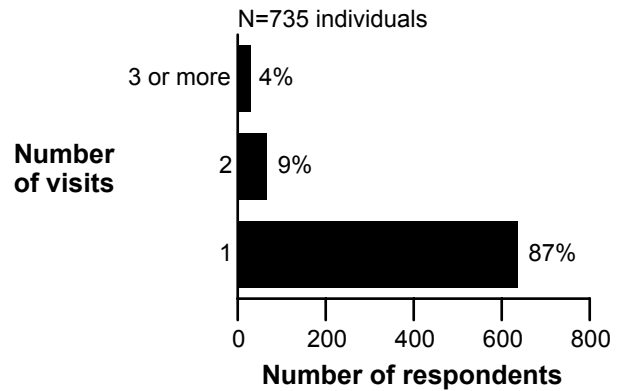


Figure 8: Number of visits to park in the past 12 months

Number of visits to the park in lifetime

Question 16c

For you and your personal group, how many times have you visited Fort Donelson National Battlefield in your lifetime (including this visit)?

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

Results

- 70% of visitors visited the park for the first time in their lifetime (see Figure 9).
- 14% visited four or more times.

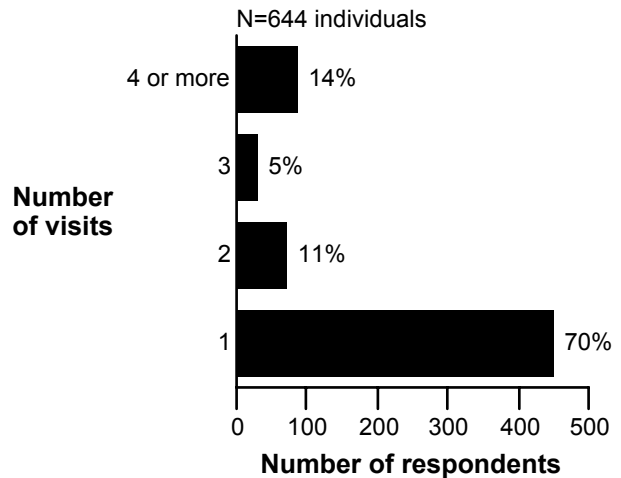


Figure 9: Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

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

Visitors with disabilities/impairments

Question 17a

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

Results

- 14% of visitors groups had members with disabilities/impairments that made it difficult to access or participate in park activities or services (see Figure 10).

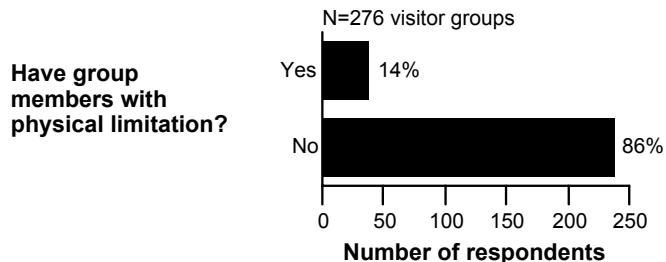


Figure 10: Visitors with a physical condition that made it difficult to access or participate in park activities or services

Question 17b

If YES, what activities or services did the person(s) have difficulty accessing or using?

Results – Interpret with CAUTION!

- Not enough visitor groups answered this question to provide reliable data (see Figure 11).
- “Other” activities or services (24%) included:
 Problem with walking in general/
 no specific site or facility

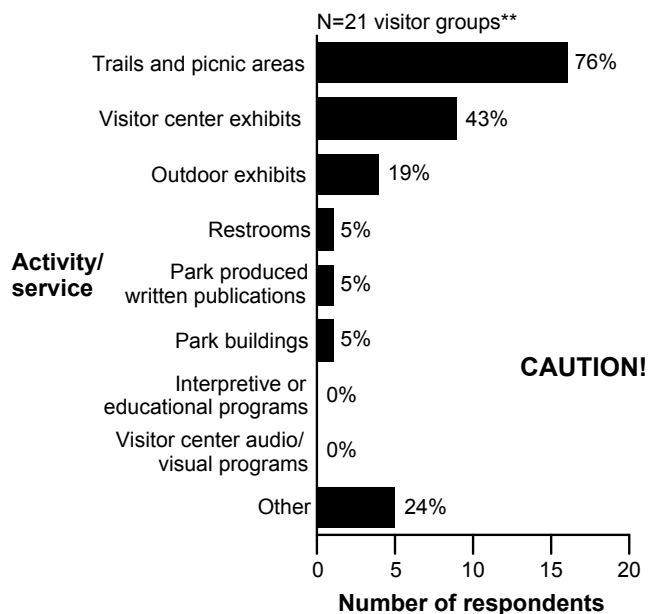


Figure 11: Park activities or services that were difficult to access

*total percentages do not equal 100 due to rounding

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

Question 17c

Because of the physical condition, what specific problems did the person(s) have?

Results – Interpret with **CAUTION!**

- Not enough visitor groups answered the question to provide reliable data (see Figure 12).

- “Other” type of disability/impairment (5%) included:

Problems with heat
 Difficulty with walking in general

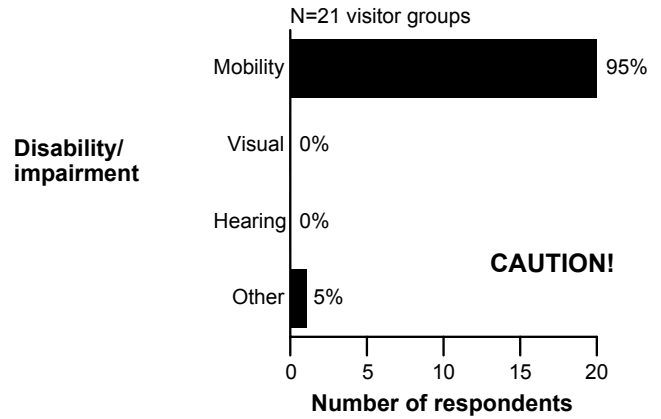


Figure 12: Types of disabilities/impairments

*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

Visitor awareness that the park is a unit of the National Park System

Question 2a

Prior to this visit, were you and your personal group aware that Fort Donelson National Battlefield is a unit of the National Park System?

Results

- 67% of visitor groups were aware that Fort Donelson National Battlefield is a unit of the National Park System prior to this visit (see Figure 13).

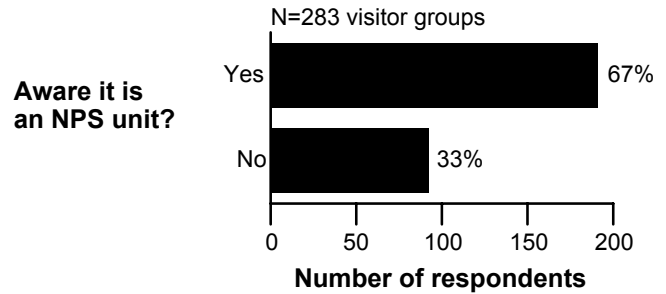


Figure 13: Visitor awareness that the park is a unit of National Park System

Question 2b

If NO (if visitors were not aware that Fort Donelson National Battlefield is a unit of the National Park System), how did you find out?

Results

- 62% of visitor groups found out that Fort Donelson National Battlefield is a unit of the National Park System by reading road signs (see Figure 14).
- 31% read park publication/map.
- "Other" sources (13%) included:
 - Previous visit
 - On the Internet
 - History book
 - Friends/relatives

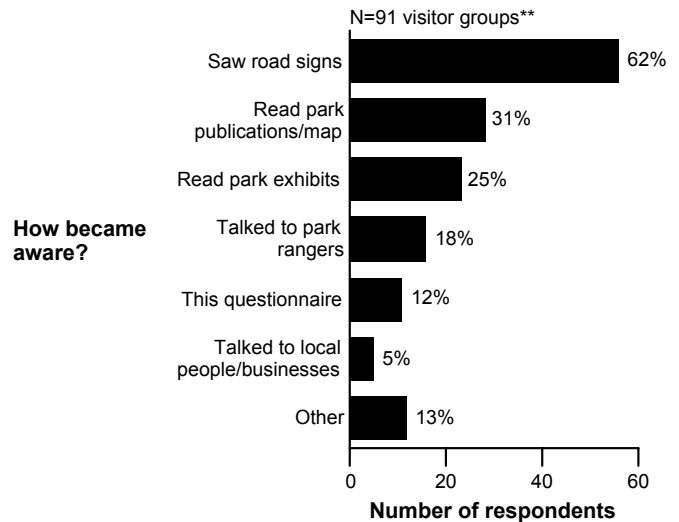


Figure 14: Sources of visitor knowledge that Fort Donelson National Battlefield is a unit of the National Park System

*total percentages do not equal 100 due to rounding

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

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your personal group get information about Fort Donelson National Battlefield?

Results

- 76% of visitor groups obtained information about the park prior to their visit (see Figure 15).
- As shown in Figure 16, the most common sources of information used by visitor groups were:

- 37% Previous visits
- 35% Friends/relatives/word of mouth
- 32% Travel guides/tour books/publications

- “Other” sources of information (15%) included:

- History books
- History classes
- Live in local area

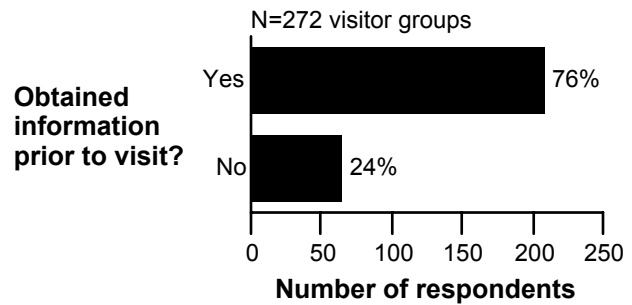


Figure 15: Visitor groups who obtained information about Fort Donelson National Battlefield prior to this visit

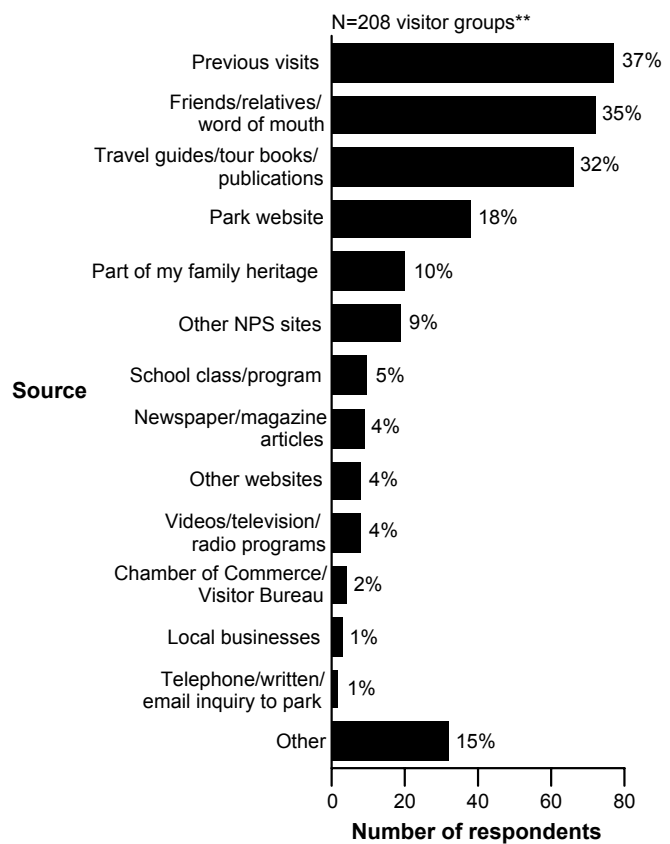


Figure 16: Sources of information used by visitor groups prior to this visit

*total percentages do not equal 100 due to rounding

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

Question 1c

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

Results

- 93% of visitor groups received the information they needed for this trip to Fort Donelson National Battlefield (see Figure 17).

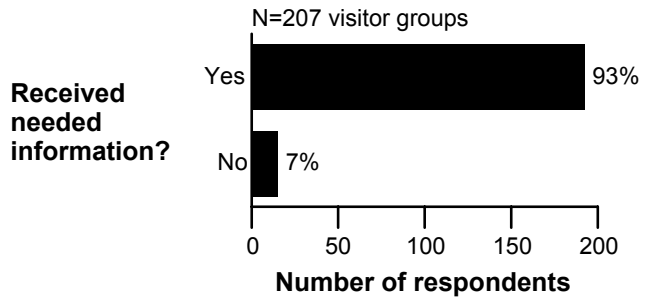


Figure 17: Visitor groups who received needed information prior to this visit

Question 1d

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

Results – Interpret with **CAUTION!**

- 14 visitor groups responded to this question.
- Additional information that visitor groups needed included:

- Better driving directions
- More on what to expect at the park
- More on programs/tours offered at the park
- More information on history
- More understanding of the various places in Dover that are part of the tour
- The park was not in guide book such as Lonely Planet

*total percentages do not equal 100 due to rounding

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

Information sources to plan a future visit

Question 1b

On a future visit to Fort Donelson National Battlefield, what sources would you and your personal group prefer to use to obtain information in planning your visit?

Results

- As shown in Figure 18, the most common sources of information visitor groups preferred to use to plan a future visit to the park were:

- 58% Fort Donelson National Battlefield website
- 36% Travel guides/tour books/publications
- 28% Previous visits
- 23% Other NPS sites

- “Other” sources of information (4%) included:

- Highway signs
- History teachers

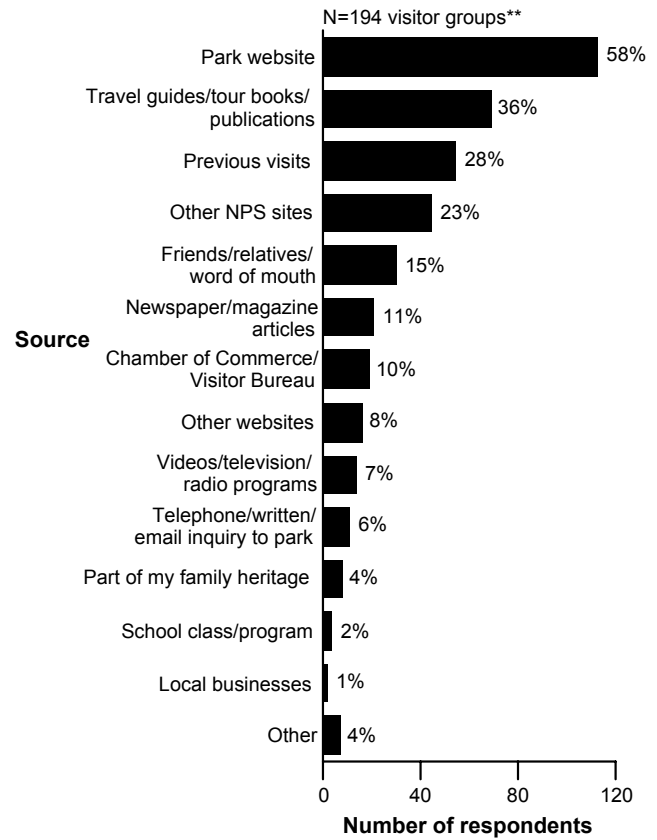


Figure 18: Sources of information to plan a future visit

*total percentages do not equal 100 due to rounding

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

Park as destination

Question 3

On this trip, how did your visit to Fort Donelson National Battlefield fit into your personal group travel plans?

Results

- 49% of visitor groups indicated the park was one of several destinations (see Figure 19).

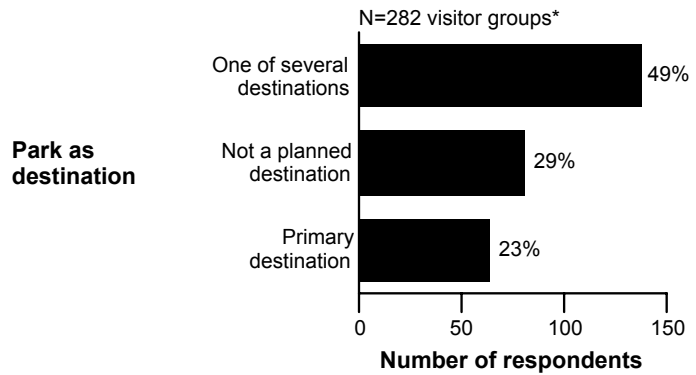


Figure 19: Park visit as part of travel plans

Length of visit

Question 4a

On this visit to Fort Donelson National Battlefield, did you and your personal group visit the park on more than one day?

Results

- 6% of visitors groups visited the park on more than one day (see Figure 20).

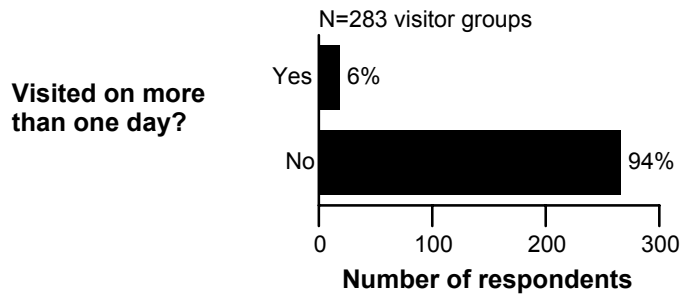


Figure 20: Visitor groups who visited the park on more than one day

Question 4b

If YES, on how many days did you visit Fort Donelson National Battlefield?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to provide reliable data (see Figure 22).

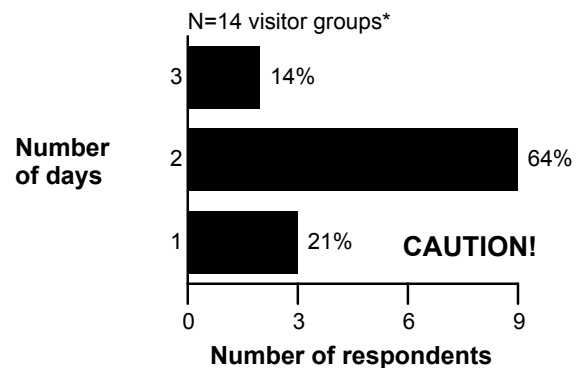


Figure 21: Number of days visiting the park

*total percentages do not equal 100 due to rounding

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

Question 4c

If NO, how many hours did you visit Fort Donelson National Battlefield?

Results

- 43% of visitors groups spent two hours at the park (see Figure 21).
- 37% of visitor groups spent three or more hours.

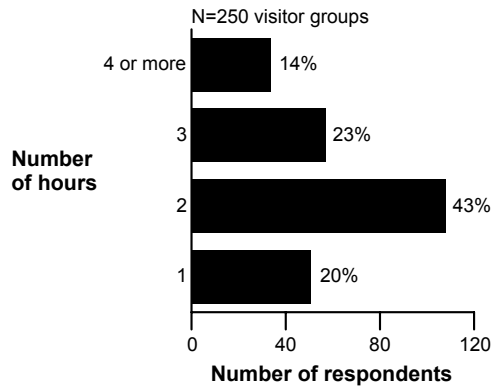


Figure 22: Number of hours visiting the park

Time spent at park compared with time planned

Question 4d

How did the amount of time you and your personal group spent at Fort Donelson National Battlefield compare with what you had planned to stay there?

Results

- 70% of visitor groups had not planned a specific amount of time to spend at the park (see Figure 23).
- Of those who had a planned amount of time, 59% spent about the amount of time that they expected (see Figure 24).

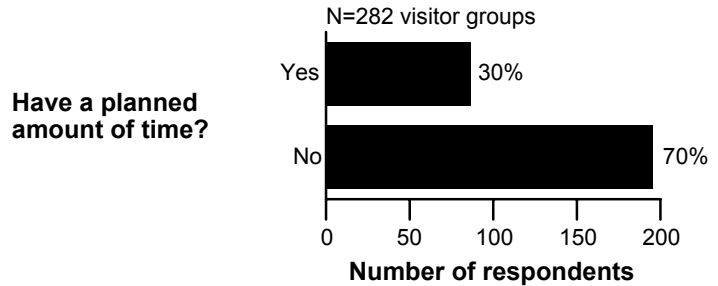


Figure 23: Visitor groups with a planned amount of time spent visiting the park

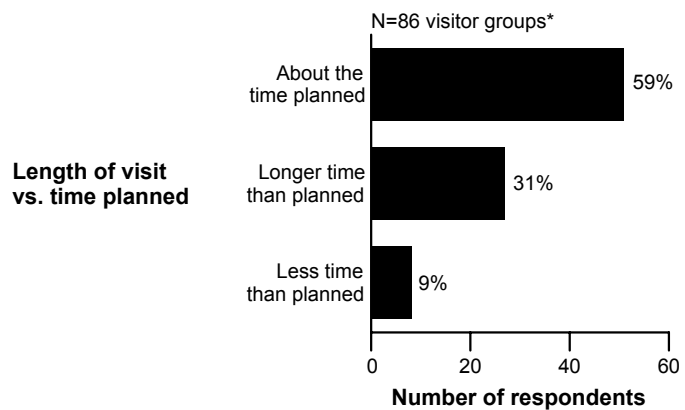


Figure 24: Time spent at park compared with time planned

*total percentages do not equal 100 due to rounding

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

Expected activities

Question 6a

As you were planning your trip, what activities did you and your personal group expect to include on this visit?

Results

- As shown in Figure 25, the most common activities that visitor groups expected to do were:

- 81% Self-guided tour
- 75% Viewing exhibits in visitor center
- 48% Viewing movies in visitor center

- “Other” activities (3%) included:

- Photography
- Field botany class
- Eagle viewing
- Civil war music

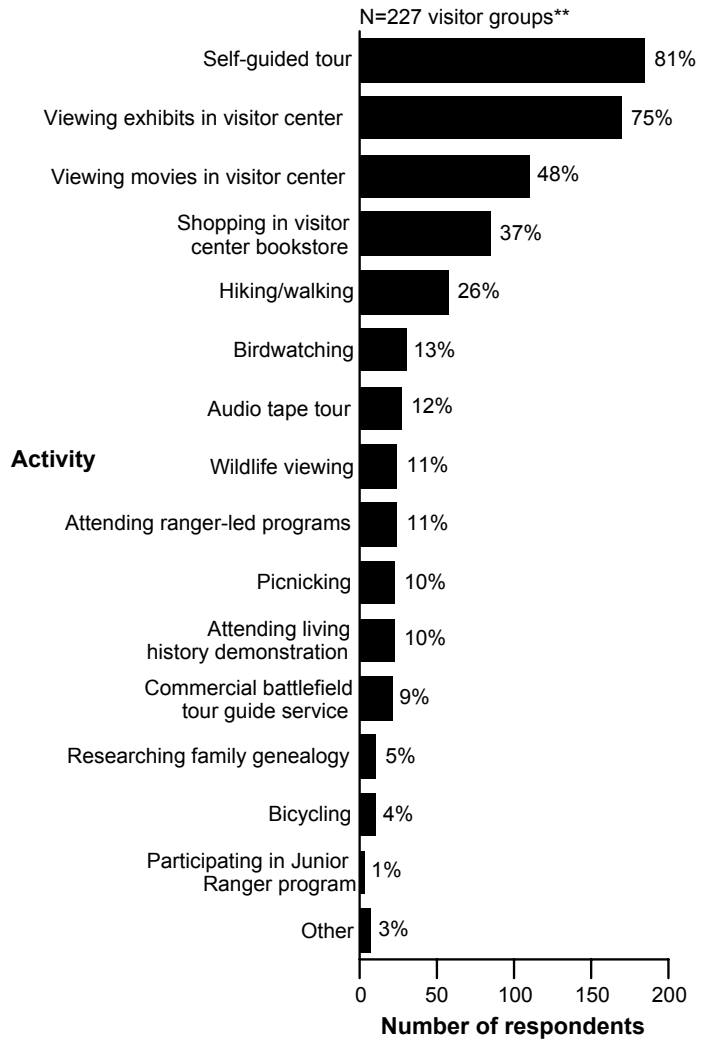


Figure 25: Expected activities

*total percentages do not equal 100 due to rounding

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

Activities on this visit

Question 6b

On this visit, what activities did you and your group participate in?

Results

- As shown in Figure 26, the most common activities that visitor groups participated in were:
 - 86% Viewing exhibits in visitor center
 - 84% Self-guided tour
 - 60% Viewing movies in visitor center
- “Other” activities (4%) included:
 - Civil war music
 - Relaxed by the river
 - Viewing special exhibits
 - Photography

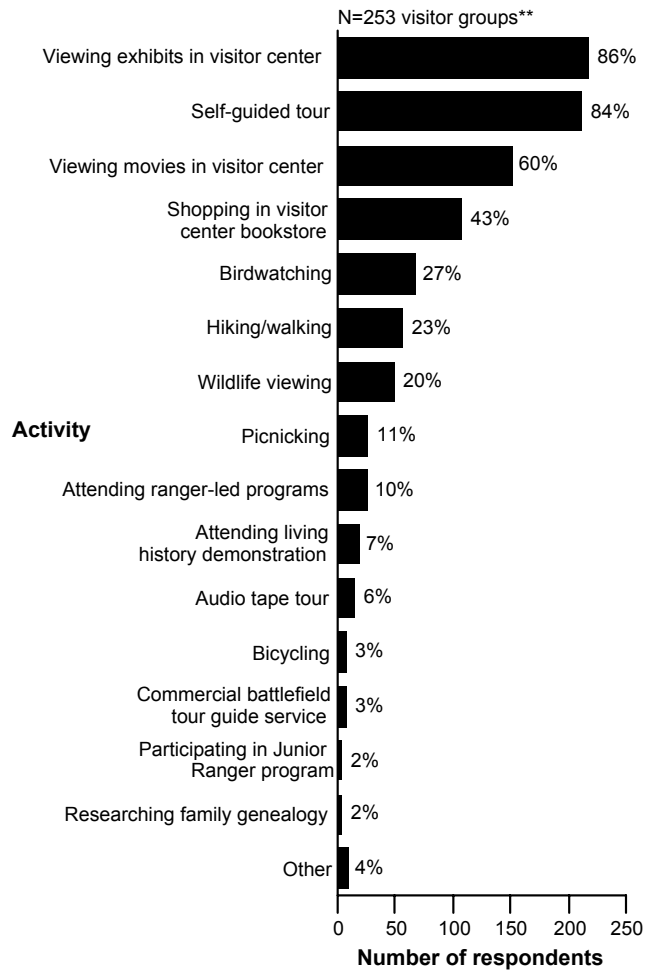


Figure 26: Visitor activities

Expected activities visitors were unable to participate in

Question 6c

Were there activities that you had expected to do, but were unable to?

Results

- 19% of visitor groups indicated they were unable to participate in some expected activities (see Figure 27).

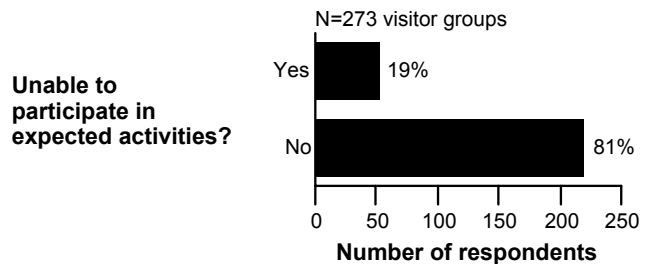


Figure 27: Visitor groups who were unable to participate in some expected activities

*total percentages do not equal 100 due to rounding

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

Question 6d
 If YES what prevented you from doing the activities?

Results

- As shown in Figure 28, factors preventing visitor groups from participating in activities that they expected to do included:
 - 38% Time constraints
 - 26% Services not available during visit
 - 6% Weather conditions
- “Other” reasons (34%) included:
 - Dover Hotel was closed
 - No auto tour tape available
 - Walking path closed
 - Some park areas were not accessible

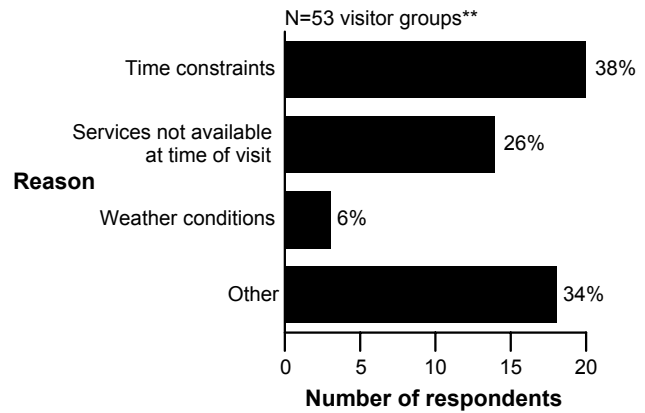


Figure 28: Factors preventing visitors from participating in expected activities

Number of vehicles

Question 15b
 On this visit, how many vehicles did you and your personal group use to travel to Fort Donelson National Battlefield?

Results

- 91% of visitor groups used one vehicle to travel to the park (see Figure 29).
- 6% used two vehicles.

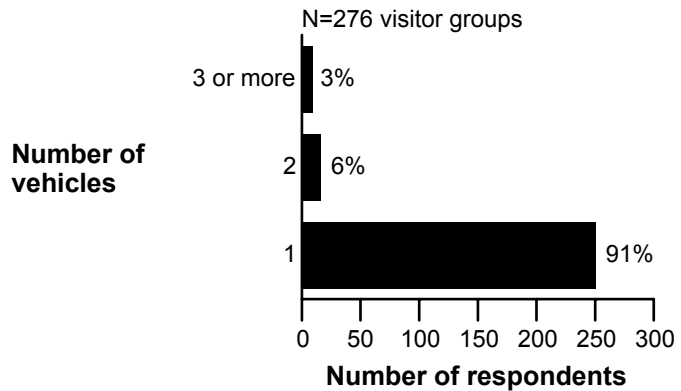


Figure 29: Number of vehicles used to travel to park

*total percentages do not equal 100 due to rounding

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

Sites visited

Question 7a

For this visit, please indicate all sites that you and your personal group visited at Fort Donelson National Battlefield.

Results

- As shown in Figure 30, the sites most often visited were:
 - 96% Visitor center
 - 92% River Batteries
 - 84% Fort Donelson
 - 82% Confederate Monument
- “Other” site that visitor groups visited (2%) included:
 - Edge of the forest for botanical study
 - Civil War music

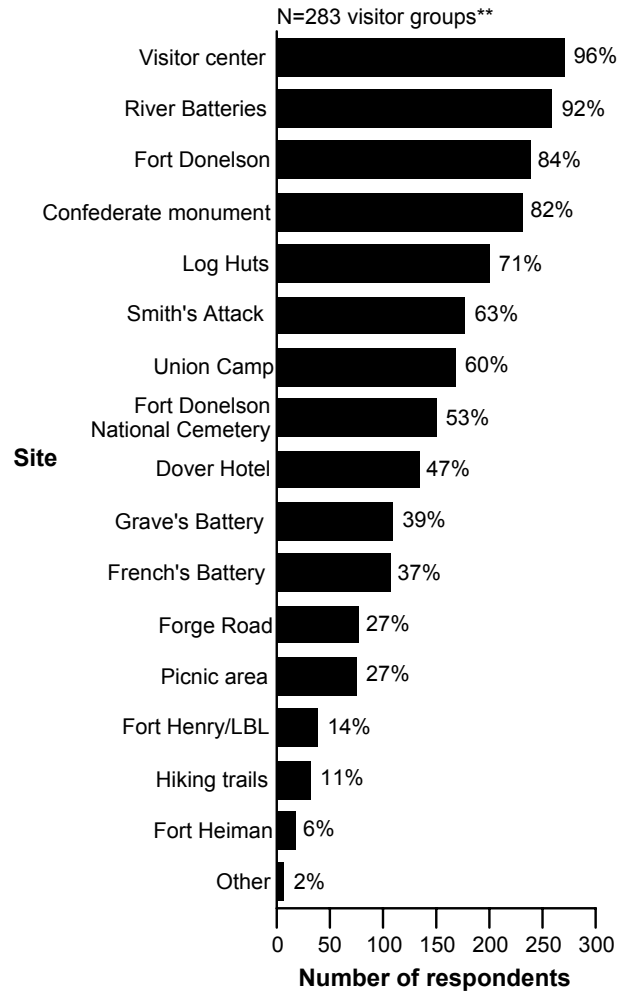


Figure 30: Sites visited

*total percentages do not equal 100 due to rounding

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

Most important site

Question 7b

Which one site was the most important to your visit? (open-ended)

Results

- As shown in Figure 31, sites identified as most important by visitor groups included:

46% River Batteries
29% Visitor center

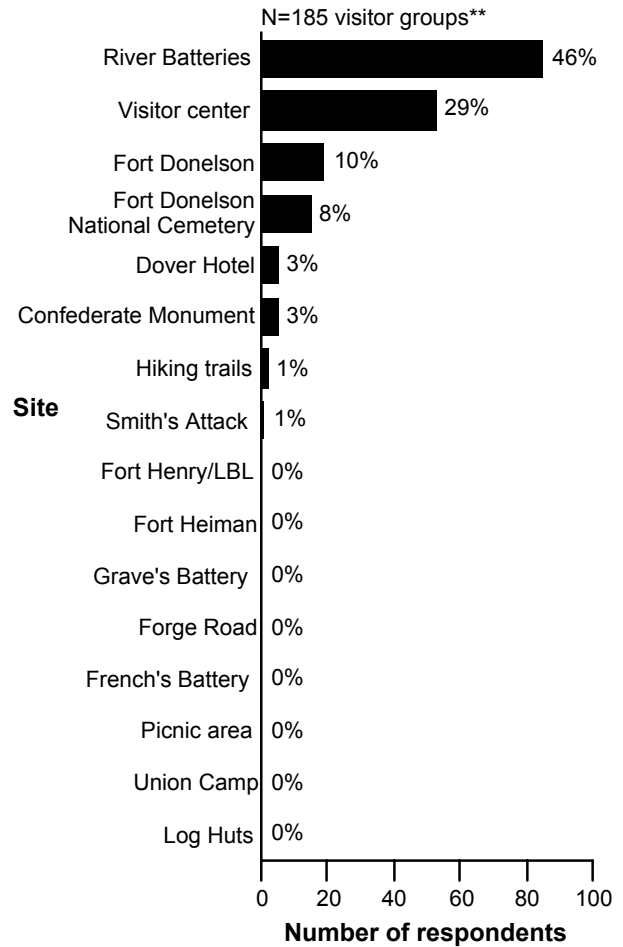


Figure 31: Most important site

*total percentages do not equal 100 due to rounding

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

Reasons for not visiting other park sites

Question 7c

Why did you choose not to visit the other sites?

Results

- As shown in Figure 32, the most common reasons for not visiting other sites in the park included:
 - 68% Lack of time
 - 20% Did not know about the existence of site
 - 16% Not interested
- “Other” reasons (7%) included:
 - Got a speeding ticket
 - Did not want to drive that far
 - Not in our plan
 - Already saw them before
 - Too hot
 - Tired children
 - Did not pay attention, missed the site
 - Forgot about Dover Hotel

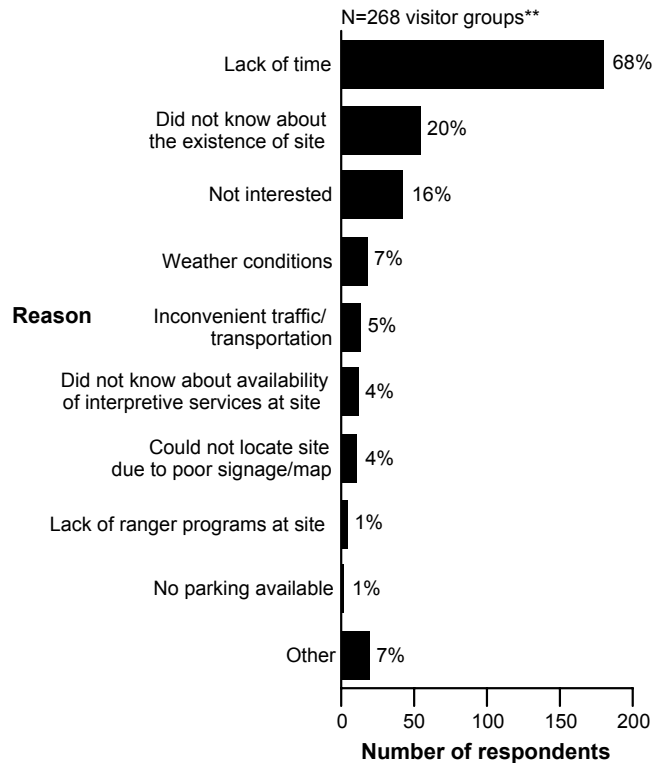


Figure 32: Reasons for not visiting other park sites

Interest in visiting Fort Heiman or Fort Henry on a future visit

Question 7d

On a future visit to Fort Donelson National Battlefield, would you and your personal group like to visit Fort Heiman or Fort Henry?

Results

- 83% of visitor groups were interested in visiting Fort Heiman or Fort Henry on a future visit (see Figure 33).

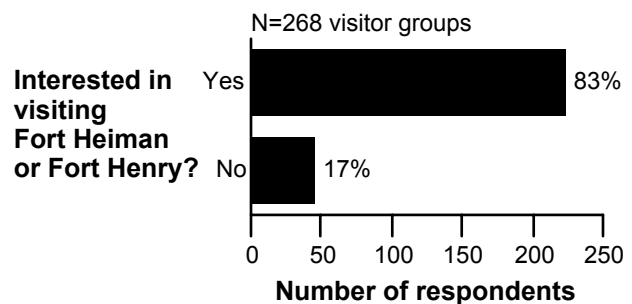


Figure 33: Interest in visiting Fort Heiman or Fort Henry on a future visit

*total percentages do not equal 100 due to rounding

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

Question 7e

What would you like to have available there (at Fort Heiman or Fort Henry)?

Results

- As shown in Figure 34, services/facilities that visitor groups would like to have available at Fort Heiman or Fort Henry included:

88% Exhibits
82% Restrooms

- “Other” services/facilities (10%) included:

Audio tour
Snack bar
Informative movie/video
Have directions well marked
Batteries
Museum gift shop

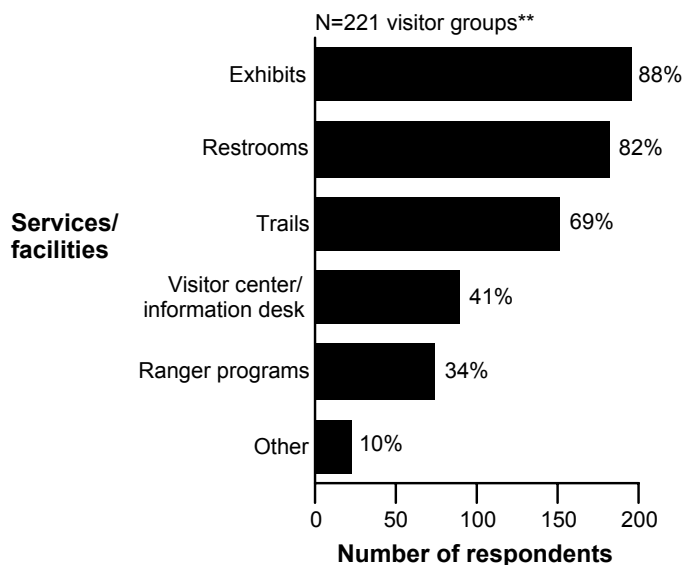


Figure 34: Desired services at Fort Heiman or Fort Henry

Topics learned on this visit

Question 9a

During this visit to Fort Donelson National Battlefield, did you and your personal group learn about the following topics?

Results

- As shown in Figure 35, the topics that visitor groups learned on this visit included:

95% Importance of Tennessee Cumberland River during the Civil War
90% Tactics/strategies used to take control of river

- “Other” topics (37%) included:

Interpret with **CAUTION!**
Eagle behavior
Soldiers’ everyday life
Artillery pieces used
Supplies and resources for soldiers
Construction of Union armored boats
Insights of the Civil War

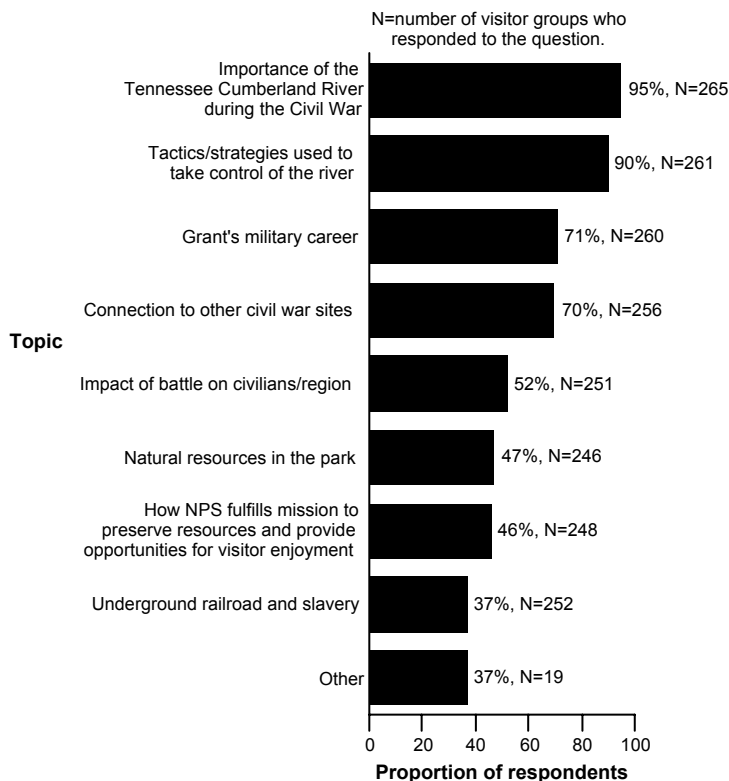


Figure 35: Topics learned on this visit

*total percentages do not equal 100 due to rounding

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

Topics to learn on a future visit

Question 9b

Would you and your personal group be interested in learning about these topics on a future visit to Fort Donelson National Battlefield?

Results

- As shown in Figure 36, the topics that visitor groups preferred to learn on a future visit included:

- 91% Connection to other Civil War sites
- 91% Importance of Tennessee Cumberland River during the Civil War
- 90% Impact of battle on civilians/region

- “Other” topics (63%) included:

- Nathan Bedford forest
- Locations of recovered relics
- Naval engagement and vessel descriptions
- More ranger programs
- More on river warfare
- Use of rivers for supply

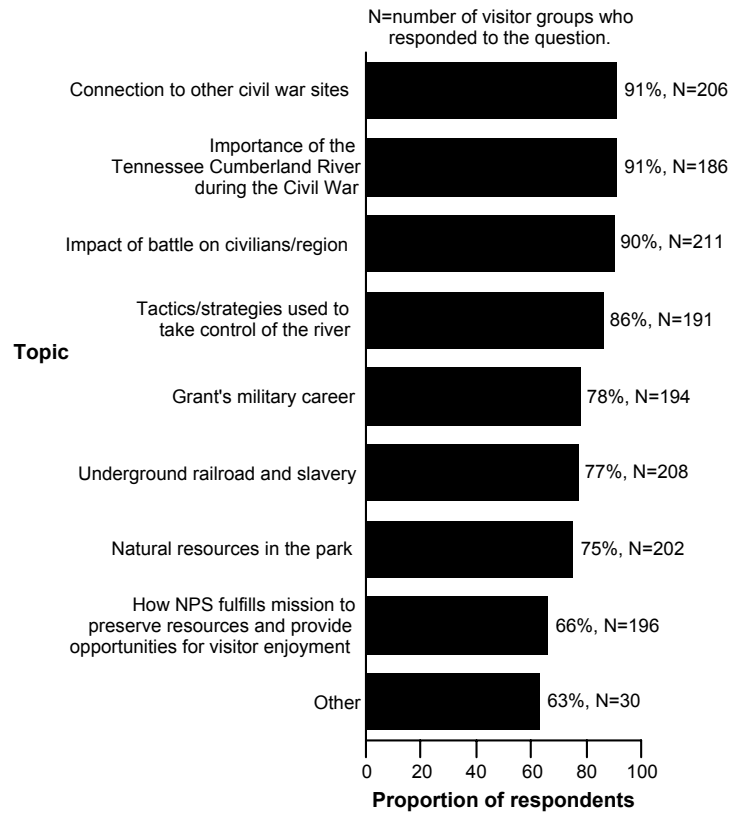


Figure 36: Topics to learn on a future visit

*total percentages do not equal 100 due to rounding

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

Interpretive programs/information services preferred for a future visit

Question 21

On a future visit to Fort Donelson National Battlefield, which of the following interpretive programs/information services would you and your personal group like to have available at the park?

Results

- 85% of visitor groups were interested in interpretive programs/information services on a future visit (see Figure 37).

- As shown in Figure 38, the interpretive programs/information services that visitor groups prefer were:

- 66% Historian/expert lectures/talks
- 61% Living history programs
- 61% Indoor exhibits
- 59% Outdoor exhibits

- “Other” interpretive programs/information services (3%) included:

- More genuine artifacts
- Information on Civil War times
- Videos/interactive media to help children learn the importance of the Civil War
- Audio services at sites explaining events/importance

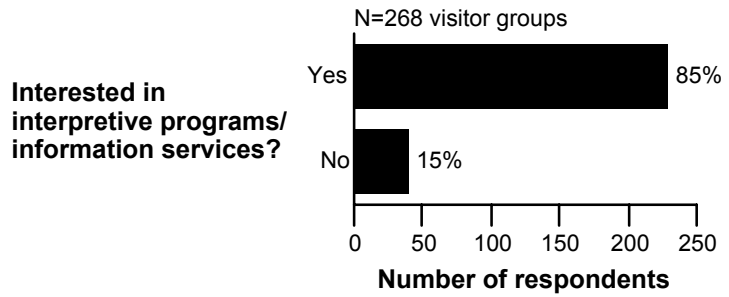


Figure 37: Interest in interpretive programs/information services on future visit

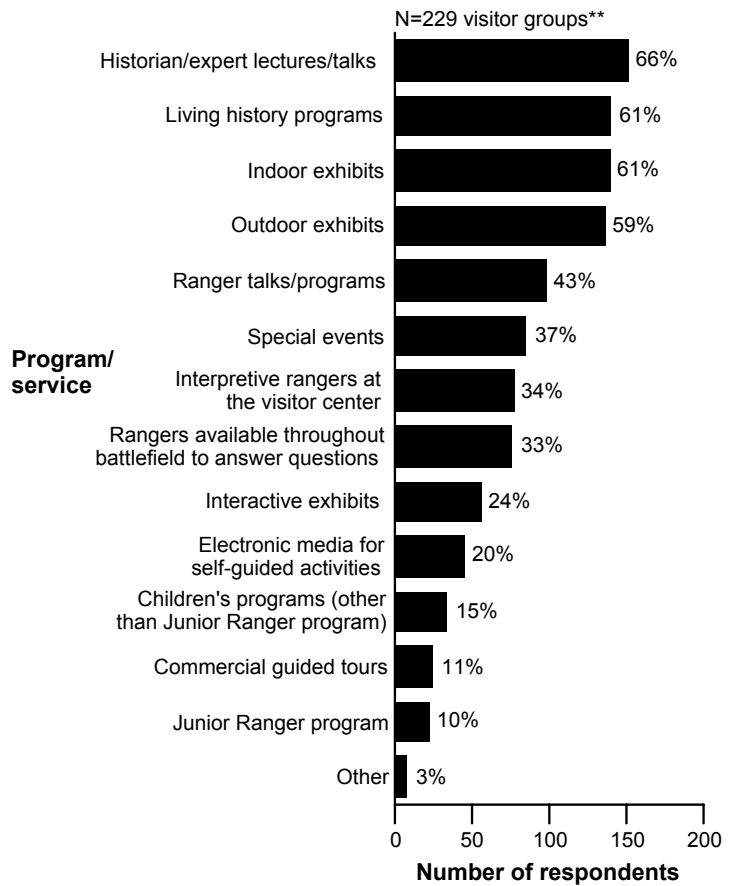


Figure 38: Preferred interpretive programs/information services for future visit

*total percentages do not equal 100 due to rounding

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

Services used in local communities

Question 5a

What services did you and your personal group use in the communities of Dover, Clarksville, Paris, TN or Murray, KY that were specifically related to this park visit?

Results

- 75% of visitor groups used services in the communities of Dover, Clarksville, Paris, TN or Murray, KY (see Figure 39).

- As shown in Figure 40, the most common services used were:

- 76% Eat a meal
- 59% Buy gasoline
- 27% Shop

- “Other” services (9%) used in all four communities included:

- Golf in Paris Landing State Park
- Civil War gift shop
- Marina to dock boat
- Copies of original handwritten documents for use in English course

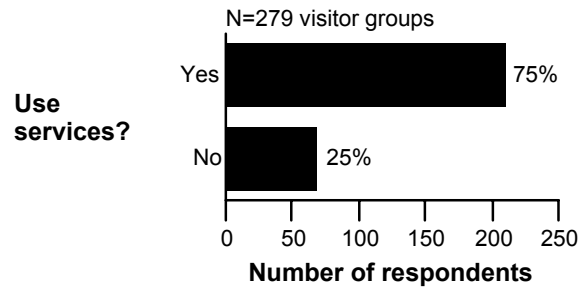


Figure 39: Visitor groups who used services in local communities

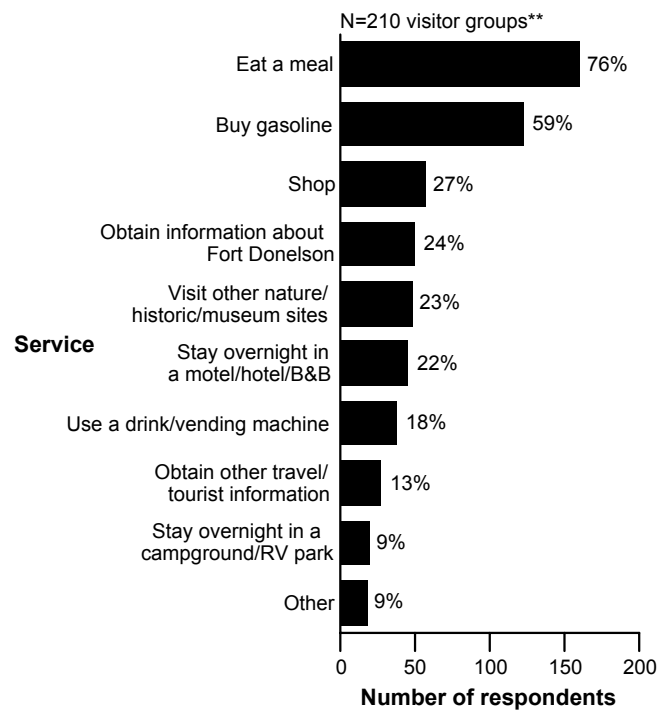


Figure 40: Services used in all four communities

*total percentages do not equal 100 due to rounding

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

Question 5b

In what communities did you obtain these support services?

Results

- 64% obtained information about Fort Donelson National Battlefield in Dover (see Table 5).
- 61% used a restaurant in Dover to eat a meal.
- 39% used a hotel/motel in Clarksville.

Table 5: Services used in each community

Total percentages do not equal to 100% because visitor groups could use the same service in different communities

Service	N	Community (%)			
		Dover	Clarksville	Paris	Murray
Buy gasoline	123	44	32	23	7
Eat a meal	160	61	27	20	8
Use a drink/vending machine	38	45	26	29	3
Stay overnight in a motel/hotel/B&B	46	22	39	33	7
Stay overnight in a campground/RV park CAUTION!	19	42	21	26	5
Shop	57	47	37	28	18
Obtain information about Fort Donelson	50	64	12	22	0
Obtain other travel/tourist information CAUTION!	28	61	18	25	7
Visit other nature/historic/museum sites	48	73	21	21	8
Other CAUTION!	18	39	22	11	6

*total percentages do not equal 100 due to rounding

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

Question 5c

Do you have any comments about these services, or services you would like to see provided in Dover, Clarksville, Paris, TN or Murray, KY?

Results – Interpret the results with **CAUTION!**

- 17 visitor groups responded to this question.
- Table 6 shows visitor comments on existing services, or services they would like to have available in each community.

Table 6: Comments on services

N=17 comments

CAUTION!

Community	Service	Comment
Clarksville	Campground	Very good
	General	Everything is great
Paris	General	Good
Murray	General	Good
Dover	Eat a meal	Nice bar/nightclub
		Cindy's is a great place to eat
		Always nice to have new places
		Riverfront Plantation Inn has very good lunch
Dover	Hotel/motel	Need more coffee/sandwich shops
		Need to be better equipped
Dover	Obtain travel/ tourism information	Would be nice to have a hotel closer to the park
		Friendly, helpful
Dover	Shop	Need more signs to find Dover Hotel
		Interesting gift shop
		Lack of shop, do something like Grand River, KY
All		Good bookstore, got all that we needed for class
		Need more information/website to draw the Civil War enthusiasts

*total percentages do not equal 100 due to rounding

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

Places stayed on night prior arrival at the park

Question 10a

In what town/city did you and your personal group stay on the night before your arrival at Fort Donelson National Battlefield? If you stayed at home please write the name of the town where you live.

Result

- As shown in Table 7 the most common places that visitor groups spent the night prior to visiting the park included:

18% Clarksville, TN
 7% Paris, TN
 7% Dover, TN

Table 7: Places where visitor groups spent the night prior to arrival at the park*
 N=277 visitor groups

Town/city	N	Percentage	Town/city	N	Percentage
Clarksville, TN	49	18	Greenbrier, TN	2	1
Paris, TN	20	7	Hurricane Mills, TN	2	1
Dover, TN	19	7	Indian Mound, TN	2	1
Nashville, TN	13	5	Jonesboro, AR	2	1
Murray, KY	10	4	McKenzie, TN	2	1
Land Between the Lakes, KY	8	3	Metropolis, IL	2	1
Cadiz, KY	6	2	Murfreesboro, TN	2	1
Grand Rivers, KY	6	2	New Concord, KY	2	1
Jackson, TN	5	2	Oak Grove, KY	2	1
Aurora, KY	4	1	Piney Campground, TN	2	1
Paris Landing, TN	4	1	Princeton, KY	2	1
Bowling Green, KY	3	1	Springfield, TN	2	1
Evansville, IN	3	1	Other places in Tennessee	36	13
Hopkinsville, KY	3	1	Other places in Kentucky	22	8
Martin, TN	3	1	Other places in Illinois	6	2
Memphis, TN	3	1	Other places in Missouri	4	1
Springville, TN	3	1	Other places in Indiana	3	1
Union City, TN	3	1	Other places in Mississippi	2	1
Woodlawn, TN	3	1	Other places in Alabama	1	<1
Big Rock, TN	2	1	Other places in Florida	1	<1
Big Sandy, TN	2	1	Other places in Ohio	1	<1
Bumpus Mills, TN	2	1	Other places in South Carolina	1	<1
Columbia, TN	2	1			

*total percentages do not equal 100 due to rounding

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

Places stayed on night after departure from park

Question 10b

In what town/city did you and your personal group stay on the night after your departure from Fort Donelson National Battlefield? If you stayed at home please write the name of the town where you live.

Results

- As shown in Table 8 the most common places that visitor groups spent the night prior to visiting the park included:

14% Clarksville, TN
7% Dover, TN
7% Paris, TN

Table 8: Places where visitor groups spent the night after departure from the park*
N=271 visitor groups

Town/city	N	Percentage	Town/city	N	Percentage
Clarksville, TN	37	14	Bumpus Mills, TN	2	1
Dover, TN	19	7	Greenbrier, TN	2	1
Paris, TN	19	7	Indian Mound, TN	2	1
Nashville, TN	11	4	Jackson, TN	2	1
Cadiz, KY	9	3	Land Between the Lakes, KY	2	1
Murray, KY	7	3	McKenzie, TN	2	1
Murfreesboro, TN	5	2	Memphis, TN	2	1
Bowling Green, KY	4	1	New Concord, KY	2	1
Grand Rivers, KY	4	1	Oak Grove, KY	2	1
Paducah, KY	4	1	Savannah, TN	2	1
Paris Landing, TN	4	1	Springfield, TN	2	1
Barkley State Park, KY	3	1	Texarkana, TX	2	1
Carbondale, IL	3	1	Woodlawn, TN	2	1
Gallatin, TN	3	1	Other places in Tennessee	41	15
Hopkinsville, KY	3	1	Other places in Kentucky	25	5
Louisville, KY	3	1	Other places in Illinois	8	3
Martin, TN	3	1	Other places in Missouri	5	2
Princeton, KY	3	1	Other places in Indiana	4	1
Springville, TN	3	1	Other places in Arkansas	3	1
Union City, TN	3	1	Other places in Georgia	2	1
Big Rock, TN	2	1	Other places in Alabama	1	<1
Big Sandy, TN	2	1	Other places in New York	1	<1

*total percentages do not equal 100 due to rounding

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

Likelihood of visiting the park in the future

Question 18a

Would you and members of your personal group consider visiting Fort Donelson National Battlefield again in the future?

Results

- 80% of visitor group would visit the park again in the future (see Figure 41).
- 13% were “not sure”.

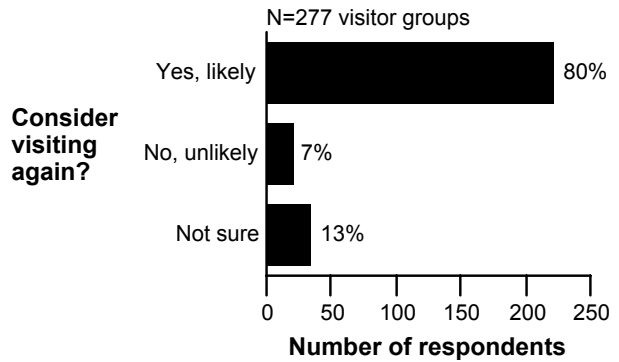


Figure 41: Visitor groups who would consider visiting the park again

Question 18b

Would you and members of your personal group recommend visiting Fort Donelson National Battlefield to your friends/relatives?

Results

- 97% of visitor group would recommend visiting the park to their friends/relatives (see Figure 42).
- 2% were “not sure.”

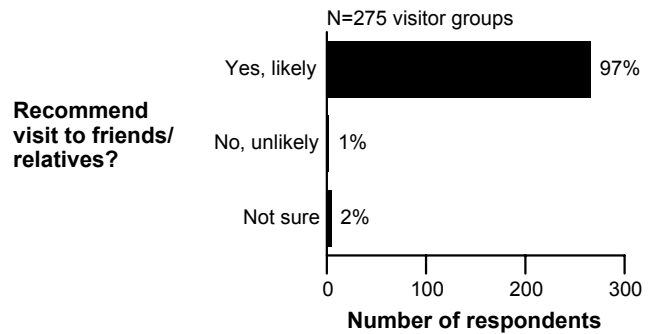


Figure 42: Visitor groups who would recommend park visit to friends/relatives

*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, Elements, Attributes and Resources

Visitor services and facilities used

Question 11a

Please indicate all visitor services and facilities that you and your personal group used during this visit to Fort Donelson National Battlefield.

Results

- As shown in Figure 43, the most commonly used visitor services/facilities included:

- 95% Visitor center exhibits
- 83% Visitor center restrooms
- 81% Parking areas
- 80% Park brochure/map

- The least used service/facility was:

- 7% Junior Ranger program

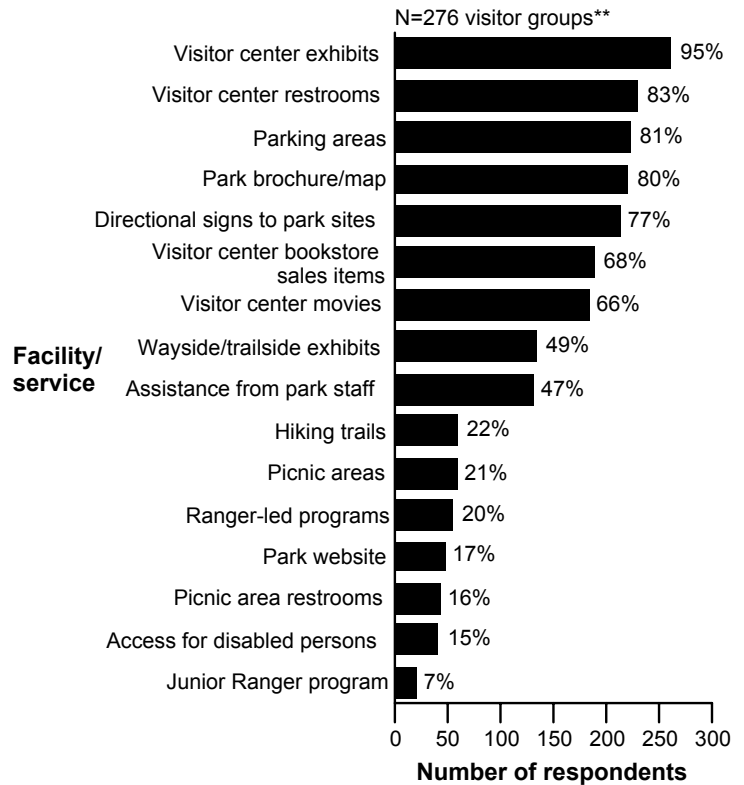


Figure 43: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

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

Importance ratings of visitor services and facilities

Question 11b

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

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

Results

- Figure 44 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/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 92% Directional signs to find park sites
- 91% Park brochure/map
- 89% Visitor center restrooms
- 89% Visitor center exhibits

- Figures 45 to 60 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating was:

- 16% Access for disabled persons

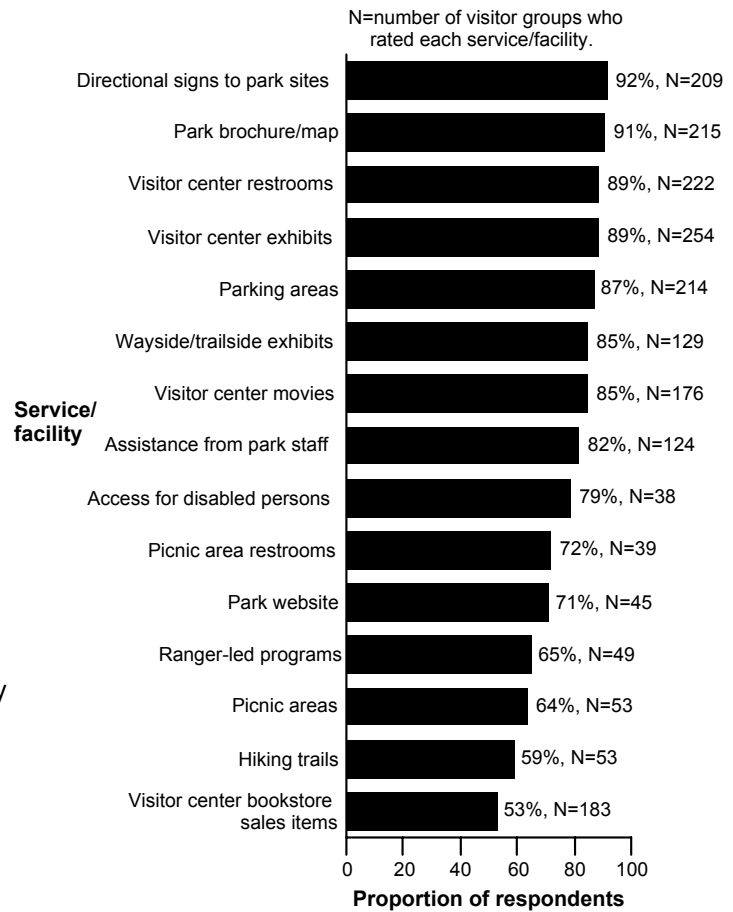


Figure 44: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding

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

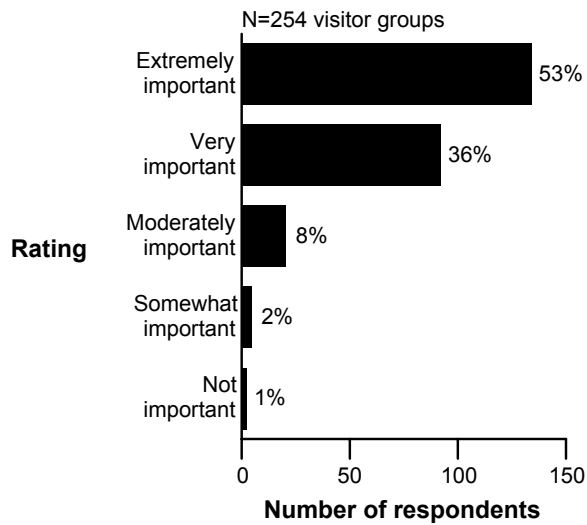


Figure 45: Importance of visitor center exhibits

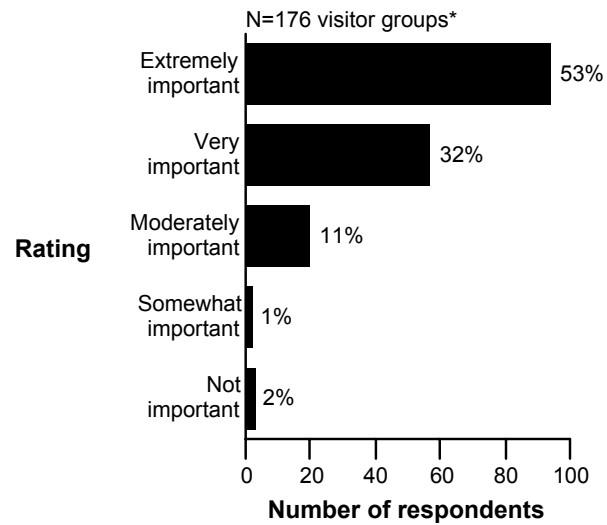


Figure 46: Importance of visitor center movies

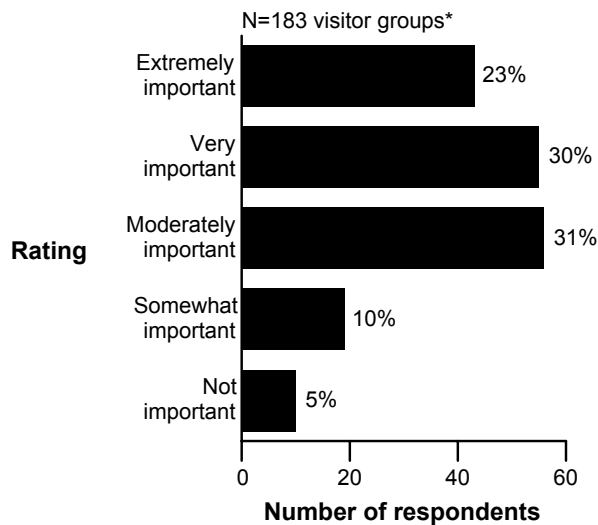


Figure 47: Importance visitor center bookstore sales items (selection, quality, price, etc.)

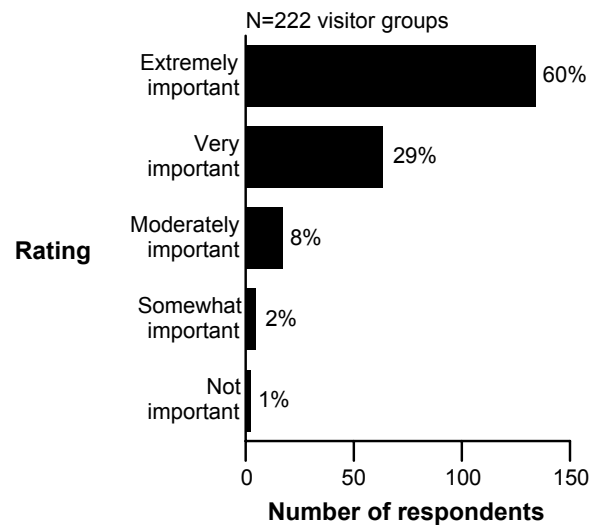


Figure 48: Importance of visitor center restrooms

*total percentages do not equal 100 due to rounding

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

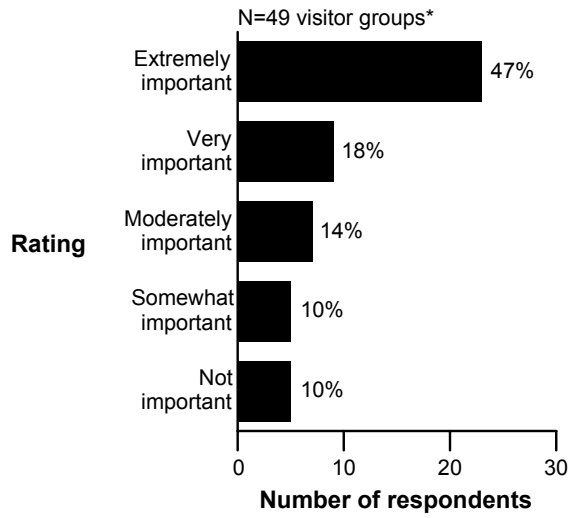


Figure 49: Importance of ranger-led programs

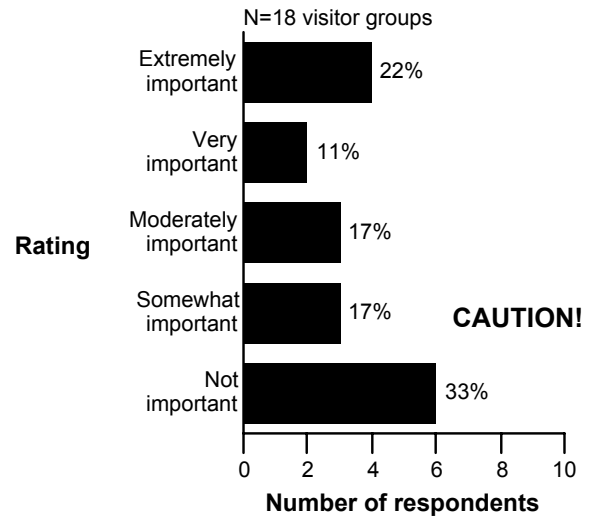


Figure 50: Importance of Junior Ranger program

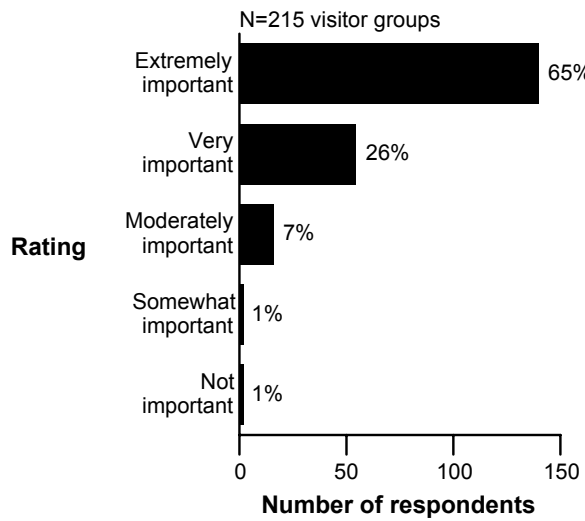


Figure 51: Importance of park brochure/map

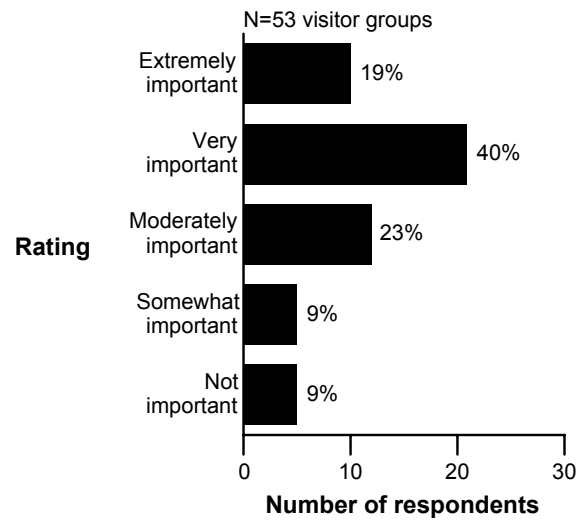


Figure 52: Importance of hiking trails

*total percentages do not equal 100 due to rounding

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

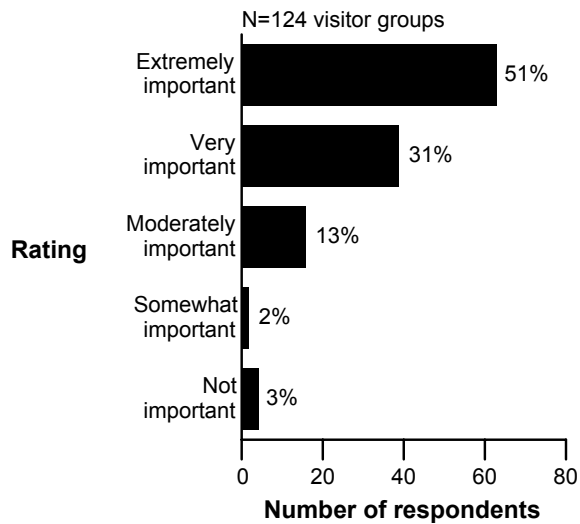


Figure 53: Importance of assistance from park staff

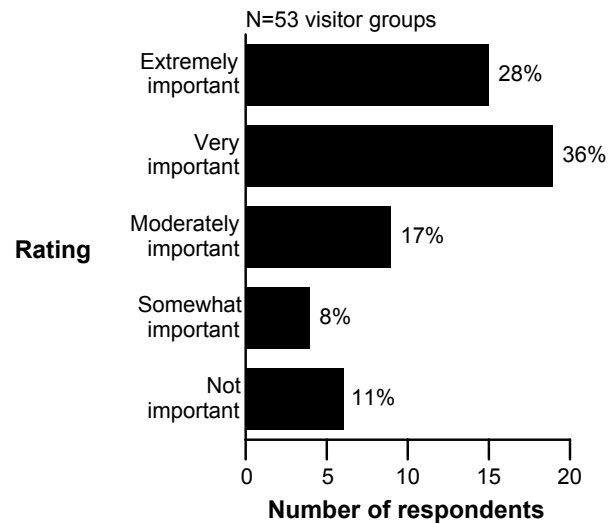


Figure 54: Importance of picnic areas

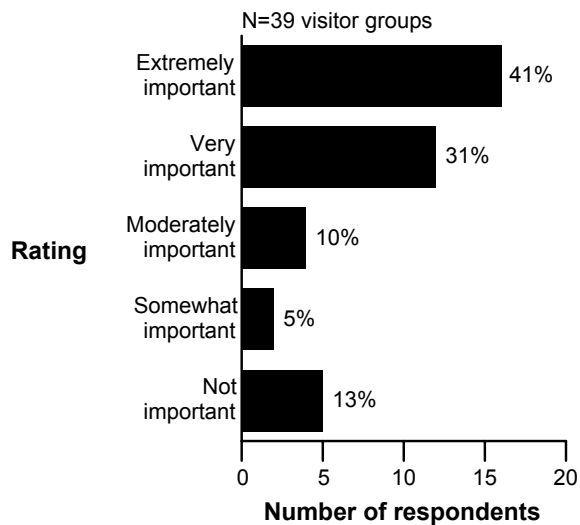


Figure 55: Importance of picnic area restrooms

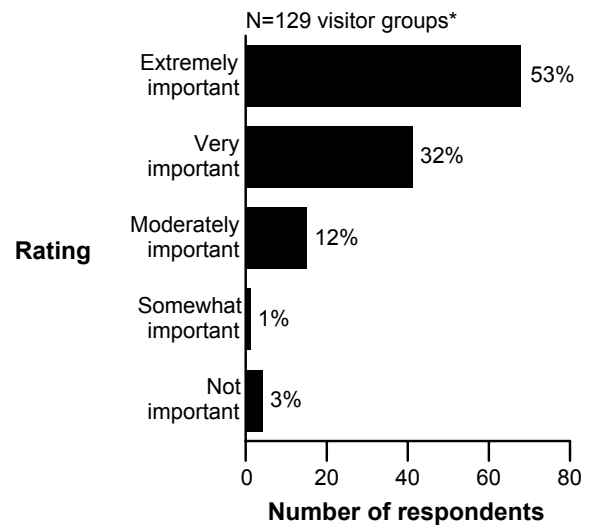


Figure 56: Importance of wayside/trailside exhibits

*total percentages do not equal 100 due to rounding

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

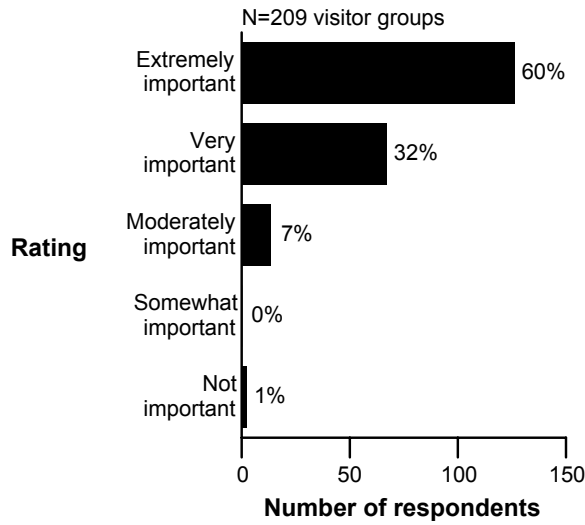


Figure 57: Importance of directional signs to find park sites

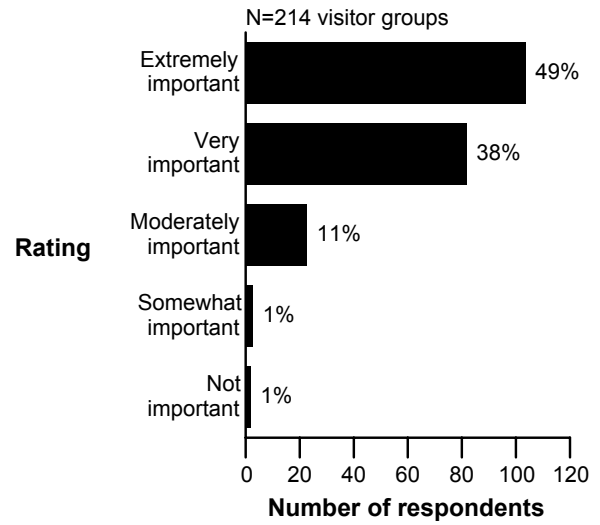


Figure 58: Importance of parking areas

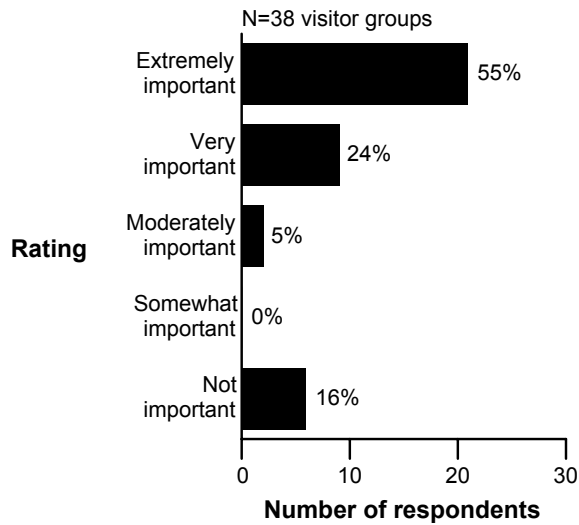


Figure 59: Importance of access for disabled persons

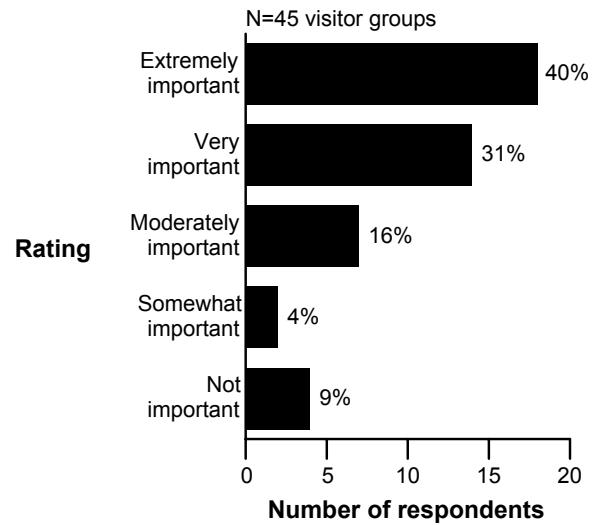


Figure 60: Importance of Fort Donelson National Battlefield website (used before or during visit)

*total percentages do not equal 100 due to rounding

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

Quality ratings of visitor services and facilities

Question 11c

Finally, for only those services or facilities that you and 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 61 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/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 95% Park website
 - 95% Assistance from park staff
 - 93% Park brochure/map
 - 91% Visitor center exhibits
- Figures 62 to 77 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality rating was:
 - 5% Ranger-led programs

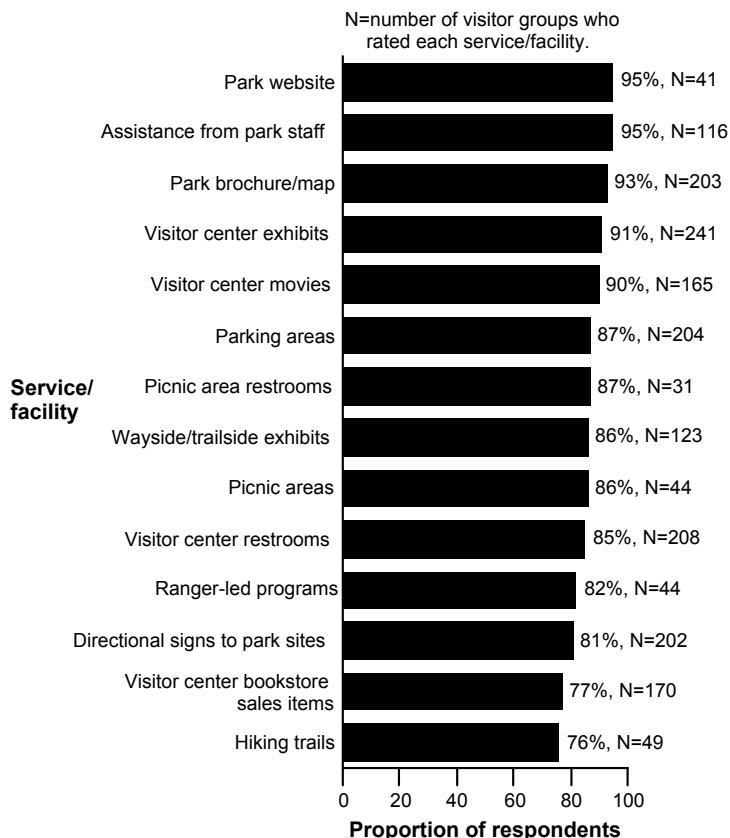


Figure 61: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding

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

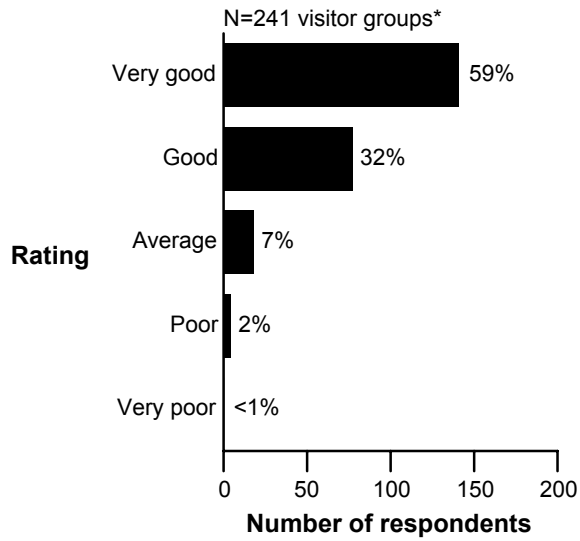


Figure 62: Quality of visitor center exhibits

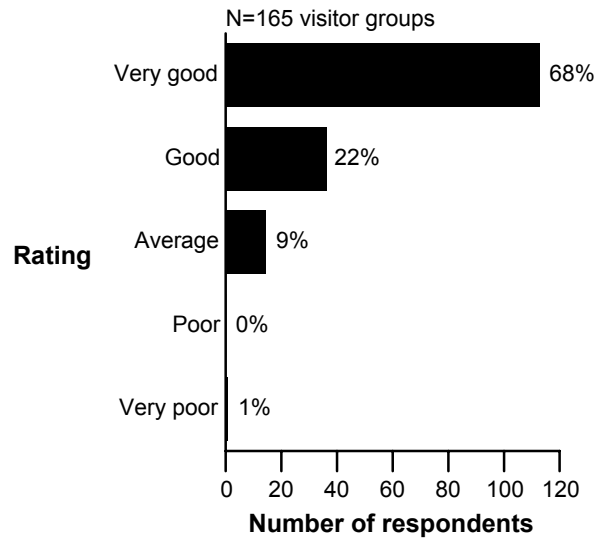


Figure 63: Quality of visitor center movies

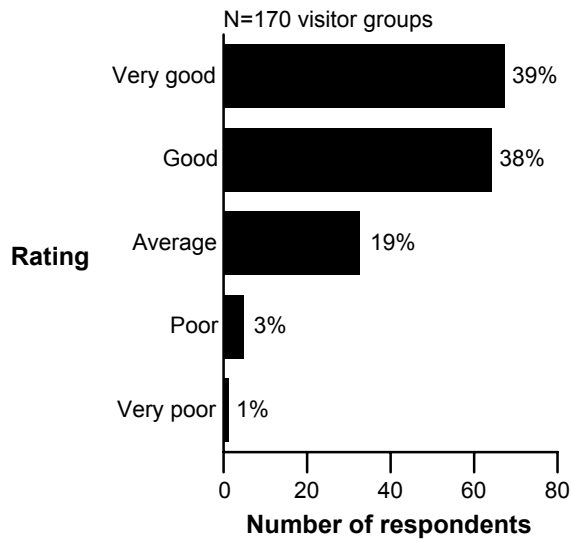


Figure 64: Quality of visitor center bookstore sales items (selection, quality, price, etc.)

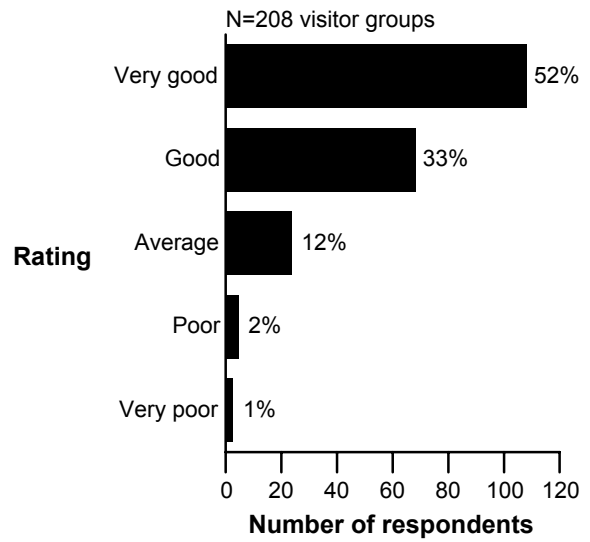


Figure 65: Quality of visitor center restrooms

*total percentages do not equal 100 due to rounding

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

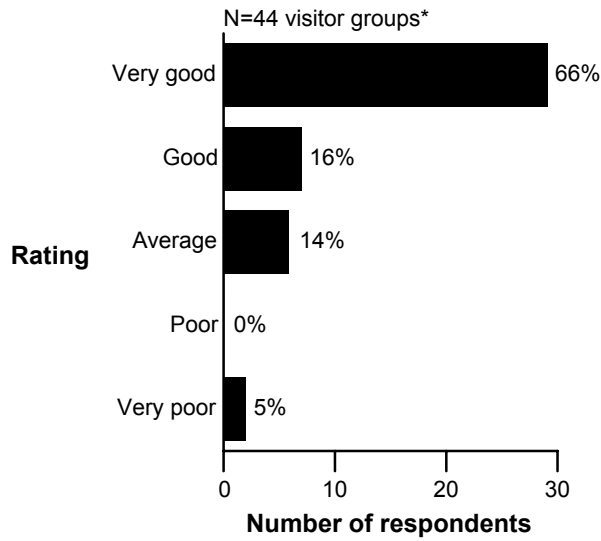


Figure 66: Quality of ranger-led programs

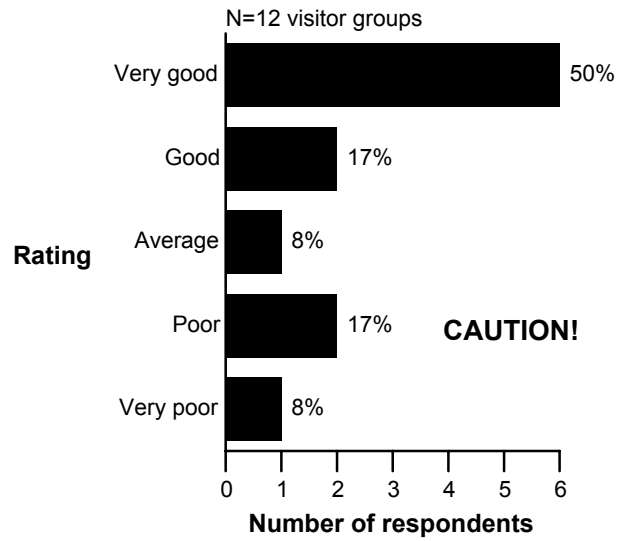


Figure 67: Quality of Junior Ranger program

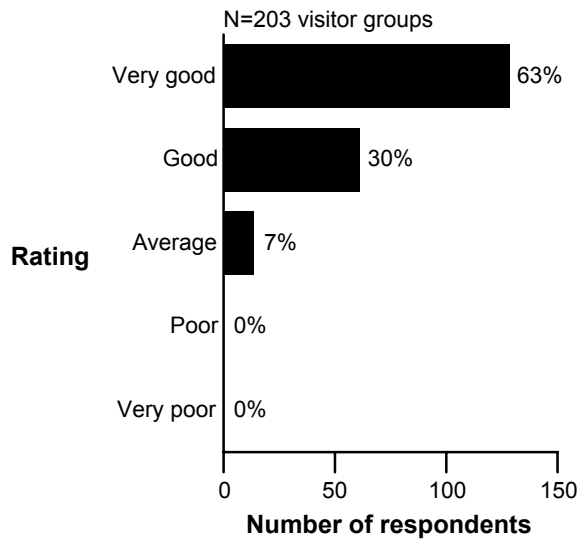


Figure 68: Quality of park brochure/map

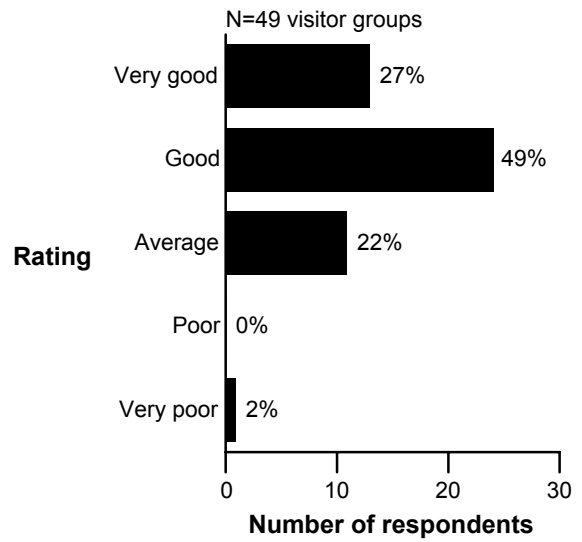


Figure 69: Quality of hiking trails

*total percentages do not equal 100 due to rounding

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

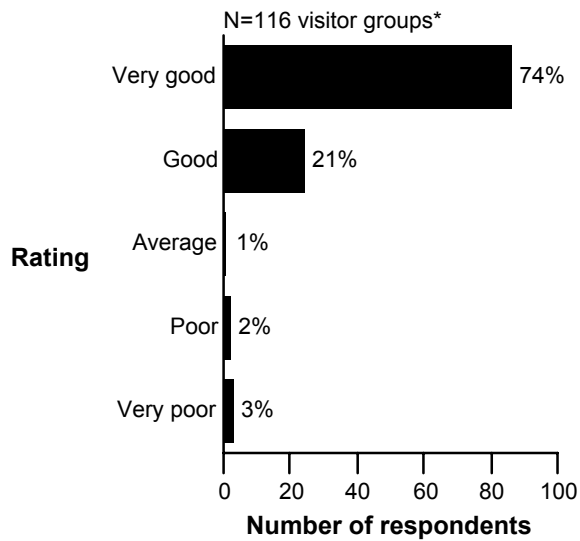


Figure 70: Quality of assistance from park staff

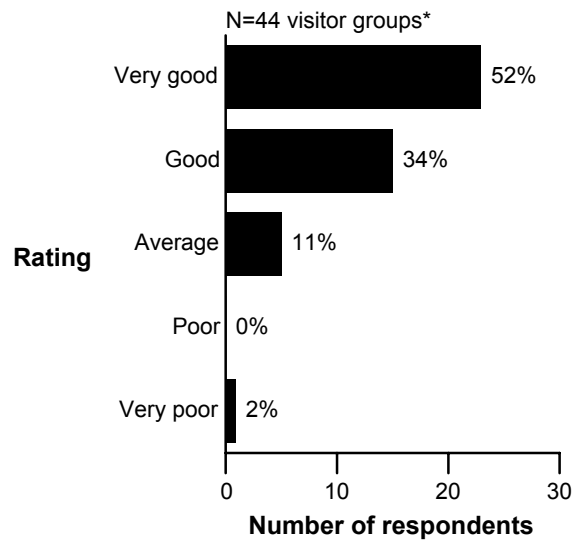


Figure 71: Quality of picnic areas

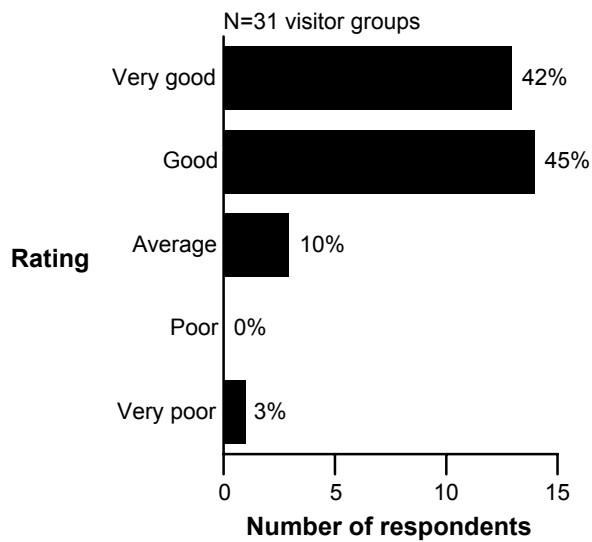


Figure 72: Quality of picnic area restrooms

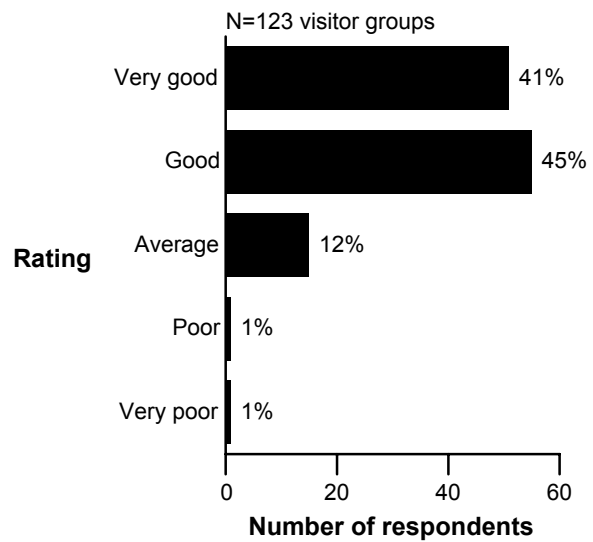


Figure 73: Quality of wayside/trailside exhibits

*total percentages do not equal 100 due to rounding

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

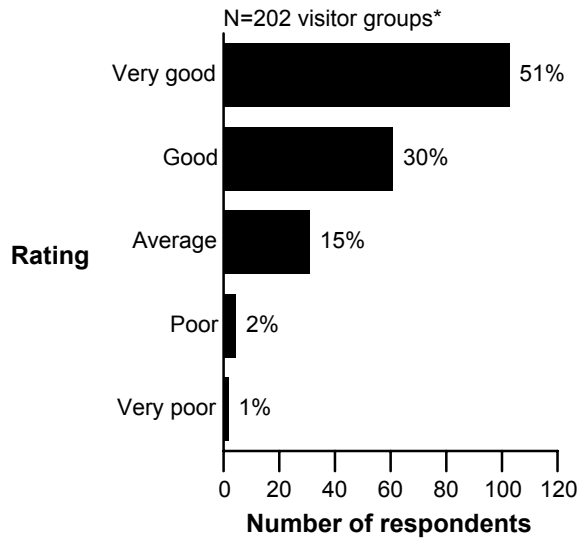


Figure 74: Quality of directional signs to find park sites

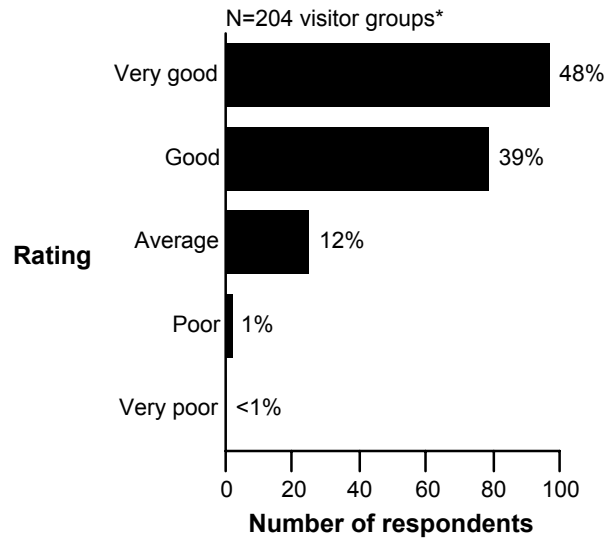


Figure 75: Quality of parking areas

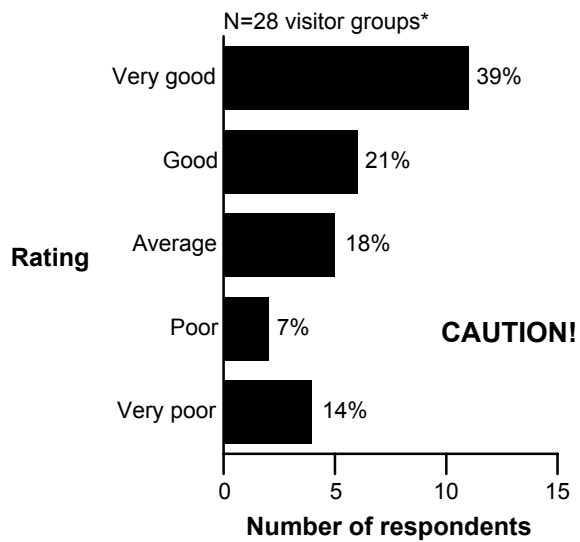


Figure 76: Quality of access for disabled persons

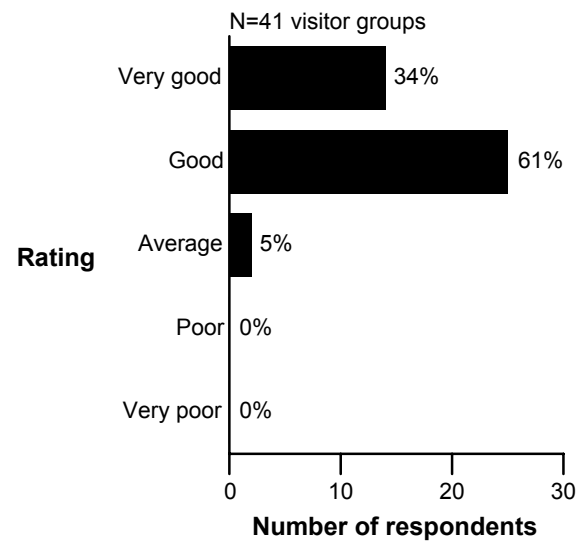


Figure 77: Quality of Fort Donelson National Battlefield website: (used before or during visit)

*total percentages do not equal 100 due to rounding

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

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

- Figures 78 and 79 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 visitor services/facilities were rated above average in importance and quality.

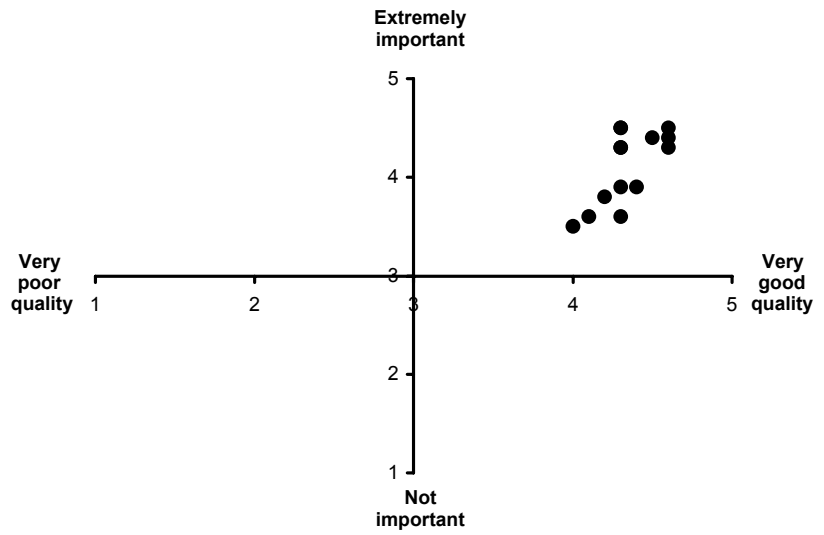


Figure 78: Mean scores of importance and quality ratings for visitor services and facilities

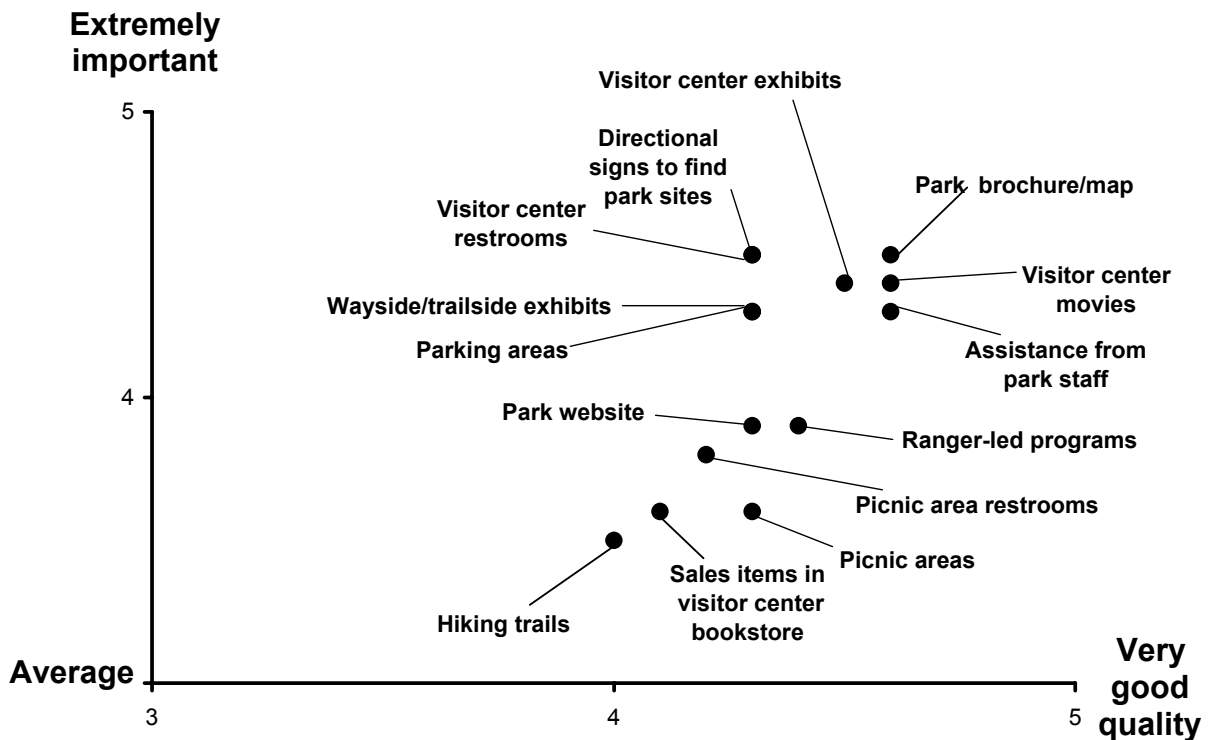


Figure 79: Detail of Figure 78

*total percentages do not equal 100 due to rounding

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

Question 11d

If you rated any items above as “poor” or “very poor,” please explain why. (open-ended)

Results - Interpret the results with **CAUTION!**

- 23 visitor groups responded to this question.
- Table 9 shows visitor group comments on services rated as “poor” or “very poor.”

Table 9: Visitor comments on services/facilities that were rated as “poor” or “very poor”

N=28 visitor groups;
some visitor groups made more than one comment.

CAUTION!

Service/facility	Comment	Number of times mentioned
Access for disabled persons	Not enough access	5
Bookstore/gift shop	Not enough interesting items/selection	4
Directional signs	Not enough signs	2
	Did not correspond to the map	1
Exhibits	Could not find some of them	1
	Need to be modernized	1
	Need more information on wayside exhibits	1
	Not interesting, too static	1
	Too small compared to significance of the site	1
Parking areas	Unable to park trailer	2
Ranger/staff	Rude	1
	Not helpful	1
	Not enough staff, no one was around to ask for information	1
Restrooms	Should be on the main level, not downstairs	2
	Toilet did not flush	2
	Need baby changing station	1
	Old hardware	1

*total percentages do not equal 100 due to rounding

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

Importance of protecting park attributes/resources

Question 8

It is the National Park Service’s responsibility to protect the natural, scenic and cultural resources at Fort Donelson National Battlefield while providing for public enjoyment. On this visit, how important were the following attributes/resources to you and your personal group?

Results

- As shown in Figure 80, the park attributes/resources receiving the highest combined proportions of “extremely important” and “very important” ratings included:

- 96% Preservation of historic/cultural resources
- 85% Landscape restored to 1862 appearance
- 82% Lack of development and modern intrusions along Cumberland River and park boundary

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

- 20% Genealogy research opportunities

- Table 10 shows the importance ratings for attributes/resources as rated by visitor groups.

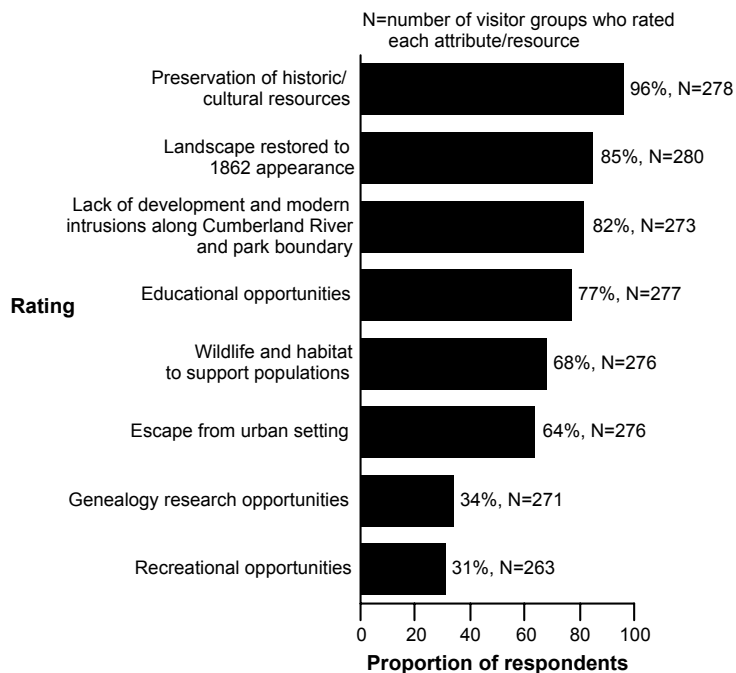


Figure 80: Combined proportions of "extremely important" and "very important" ratings of park attributes/resources

*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: Importance of protection of park attributes/resources*
 N=number of visitor groups that rated each attribute/resource/experience

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Preservation of historical/cultural resources (earthworks, cannons, buildings, etc.)	278	0	<1	4	31	65
Escape from urban setting	276	5	11	20	39	25
Lack of development and modern intrusions along Cumberland River and park boundary (historic view)	273	2	3	13	38	44
Educational opportunities	277	1	3	18	45	32
Recreational opportunities	263	15	20	34	22	9
Wildlife and habitat to support populations	276	3	8	21	34	34
Genealogy research opportunities (databases, archives, etc.)	271	20	19	26	18	16
Landscape restored to historic 1862 appearance (fields of native grasses, lack of development and modern intrusions, etc.)	280	0	5	11	36	49

*total percentages do not equal 100 due to rounding

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

Effects of certain elements on park experience

Question 12a

On a future visit to Fort Donelson National Battlefield, please indicate how the following elements may affect your park experience.

Results

- 84% of visitor groups felt additional orientation and information aids at the visitor center would “add to” their experience (see Table 11).
- 65% felt additional commemorative monuments/memorials/statues would “add to” their experience.
- 65% felt limited development along river and adjacent to the park boundary would “add to” their experience.
- 39% felt additional primitive overnight camping facilities would have “no effect” on their experience, while 17% felt it would “detract from” their experience.
- 37% felt additional facilities and services would “detract from” their experience.

Table 11: How elements may affect park experience*

N=number of visitor groups who rated each element

Element	N	Rating (%)			
		Detract from	No effect	Add to	Not sure
Infrequently mowed native grasses in fields, no trees on earthworks, battlefield restored to 1862 appearance (historic scene)	258	10	18	61	11
Additional commemorative monuments/memorials/statues	257	6	18	65	11
Additional facilities and services (vending machines, restrooms, RV/bus parking, developed picnic areas-grills, water fountains, etc.) within the battlefield landscape	259	37	24	25	14
Limited development along river and adjacent to the park boundary (preserve views and historic setting)	257	15	9	65	11
Additional primitive overnight camping facilities for youth groups (campgrounds without running water and flush toilets)	256	17	39	17	27
Additional orientation and information aids at visitor center (i.e. topographic relief map of battlefield, troop positions and movement, etc.)	256	1	7	84	8

*total percentages do not equal 100 due to rounding

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

Question 12b

Please explain any “detract from” responses (open-ended).

Results

- 94 visitor groups made comments on how certain elements would detract from their park experience (see Table 12).

Table 12: Visitor comments on elements that would detract from park experience

N=156 comments;
some visitors made more than one comment.

Element	Comment	Number of times mentioned
Additional commemorative monuments	This would detract from the historic integrity, what it was really like in 1862	7
	This would detract from the atmosphere	2
	This would ruin the views	2
	I believe that monuments and statues detract from the scenery and statues of one person belittle the sacrifices of the soldiers who gave their lives	1
Additional orientation aids	Not interested in topography maps	1
Additional primitive overnight camping	Not natural/limit development	9
	This would take away from the historical integrity	8
	Not needed	5
	Could cause damage to the area	2
	More litter	2
	Campers might not respect the ground	1
	Camping is okay but not at travel stops or sites	1
	Can be done elsewhere	1
	Decrease accessibility	1
	Increased crowding	1
Less wildlife	1	
Additional services and facilities	Historical integrity would be compromised	36
	Not natural/limit development	19
	Not needed	13
	More litter	3
	Vending machines are loud and unsightly	1
	Vending machines? where?	1
	Would take away from the serenity of the setting	2

*total percentages do not equal 100 due to rounding

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

Table 12: Visitor comments on elements that would detract from park experience
(continued)

Element	Comment	Number of times mentioned
Infrequently mowed native grasses	Should not look uncared for	5
	Keep it natural/preserved	3
	Although originality is good- unkempt grounds might incite vandalism and hinder tourism	1
	If area were not kept up, I think it would seem as if no one cared about the site. However, showing an area as it might have appeared in the 1860's might give a clearer vision of how the troops actually managed on a day-to-day basis	1
	Trees are too precious to remove	1
Limited development along river	Historical integrity would be compromised	12
	Development not wanted/needed	8
	Would detract from serenity of setting	2
	Pristine condition of park is very important	1
	Some additions take away the real sense	1

*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 23

Overall, how would you and your personal group rate the quality of the facilities, services, and recreational opportunities at Fort Donelson National Battlefield during this trip?

Results

- 93% of visitor groups rated the overall quality as “very good” or “good” (see Figure 81).
- Less than 1% rated the overall quality as “very poor” or “poor.”

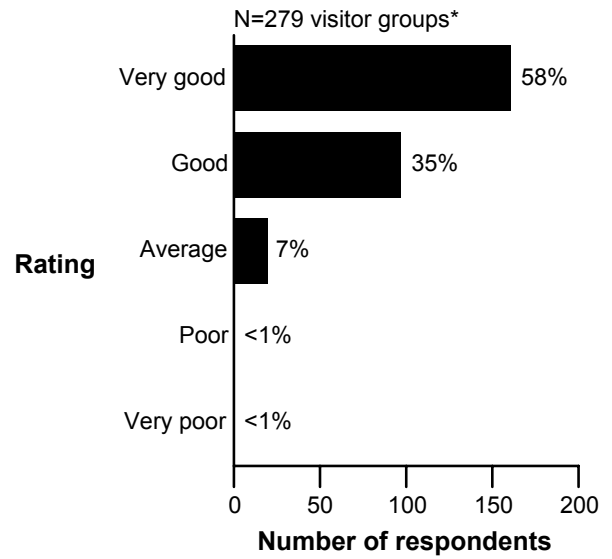


Figure 81: Overall quality of visitor facilities, services, and recreational opportunities

*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 19a

What did you and your personal group like most about your visit to Fort Donelson National Battlefield?

Results

- 87% of visitor groups (N=248) 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: What visitors liked most
N=416 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly	4
Helpful	3
Knowledgeable staff	2
Other comments	5
INTERPRETIVE SERVICES	
Movie	33
Visitor center	20
History	16
Exhibits	15
Ranger-led programs	12
Learning about history	7
Historic significance	6
Additional exhibit at visitor center	4
Exhibits in visitor center	4
Museum	3
Battle history	2
Exhibit of private collection	2
Good trail brochure	2
Historical significance of river batteries	2
Learning about the park	2
Maps	2
Self-guided tour	2
Signage	2
Other comments	30
FACILITIES/MAINTENANCE	
Historic site preservation	9
Cleanliness	6
Well-kept	5
Hiking trails	2
Picnic areas	2
Other comments	2

Table 13: What visitors liked most
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Lack of development	4
RESOURCE MANAGEMENT	
River batteries	33
Bald eagles	25
River overlooks	11
Cannons	11
Batteries	8
Dover Hotel	6
Wildlife	5
Fort	4
Earthworks	3
Importance of preserving park	3
Barge	2
Other comments	12
GENERAL COMMENTS	
Beautiful setting/scenery	8
Historic setting	8
Beautiful landscape	7
River	7
All	6
Peaceful setting	5
Quiet	5
Natural setting	5
Self-paced visit	3
Sites	3
Layout of park	2
Simplicity of fort	2
Other comments	22

What visitors liked least

Question 19b

What did you and your group like least about your visit to Fort Donelson National Battlefield?

Results

- 58% of visitor groups (N=164) responded to this question.
- Table 14 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 14: What visitors liked least
N=164 comments

Comment	Number of times mentioned
PERSONNEL	
Comment	1
INTERPRETIVE SERVICES	
No guided/audio tour	5
Exhibits need more detailed information	3
Lack of exhibits	3
Difficult to trace the actions of the battle	2
Lack of selection at bookstore	2
Small visitor center	2
Other comments	13
FACILITIES/MAINTENANCE	
Dirty picnic areas	4
Lack of parking	3
Vague signage/directions to cemetery	2
Other comments	12
POLICY/MANAGEMENT	
Dover Hotel was closed	5
Exclusively car based	2
Extra driving outside the park to other areas	2
Other comments	5
RESOURCE MANAGEMENT	
Did not see an eagle	3
Other comments	5
GENERAL COMMENTS	
Nothing to dislike	51
Lack of time	9
The weather	9
Lack of things to see	3
Difficulty finding site	2
Other comments	16

Planning for the future

Question 20

If you were a manager planning for the future of Fort Donelson National Battlefield, what would you propose?

Results

- 57% of visitor groups (N=163) responded to this question.
- Table 15 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 15: Planning for the future
N=271 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers at sites to interpret site and battle	4
Provide staff to assist visitors find and see eagles	2
INTERPRETIVE SERVICES	
Reenactments	15
More exhibits	14
Bigger visitor center	8
Provide markers to indicate troops battle positions	8
Interpretive talks/guided tours	7
Better, more visible road signs	6
Live demonstrations	5
Update video in visitor center	5
Upgrade visitor center	5
Living history programs	4
Add more wayside exhibits	3
Audio tours	3
Explain connections between Forts Donelson, Henry, Heiman	3
More artifacts in museum	3
Soldiers in uniform at sites to provide interpretation	3
Improve maps	2
More history	2
Provide good selection of books for sale	2
Provide historical battle photos at visitor center and on site	2
Other comments	58
FACILITIES/MAINTENANCE	
More picnic areas	9
Provide RV parking	8
Better, more visible signage	3
Other comments	12

Table 15: Planning for the future
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Maintain everything as it is	10
Restore battlefield to 1862 conditions	8
Build Iron clad replica	5
Build replica bunkers and encampments	4
Advertise the facility	4
Limit development	4
Acquire surrounding land	3
Allow primitive camping	2
Build a replica of Fort Donelson	2
Other comments	10
RESOURCE MANAGEMENT	
Keep the fort as authentic as possible	6
Keep everything original	5
Other comments	11
GENERAL COMMENTS	
Comment	1

Additional comments

Question 22

Is there anything else you would like to tell us about your visit to Fort Donelson National Battlefield?

Results

- 43% of visitor groups (N=121) responded to this question.
- Table 16 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 16: Additional comments
N=195 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Helpful	6
Friendly	3
Great	3
Knowledgeable	3
Courteous/polite	2
Other comments	2
INTERPRETIVE SERVICES	
Learned something	7
Informative	3
Enjoyed private display of artifacts	2
Enjoyed visitor center	2
Learned the significance of the fort	2
More information about other forts	2
Special exhibit was interesting	2
Want guided tours or audio self-guided tours	2
Other comments	24
FACILITIES/MAINTENANCE	
Well-kept	6
Comments	3
POLICIES/MANAGEMENT	
Comments	4
RESOURCE MANAGEMENT	
Love to see the eagles	7
Other comments	6

Table 16: Additional comments
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Enjoyed visit	36
Nice park	10
Will return to park again	5
Great job!	4
Beautiful area	3
Keep our history alive	3
Wanted to stay longer	3
Caused much reflection	2
Enjoyed outdoor music	2
Civil war enthusiast	2
Like to bring visitors here	2
Walk frequently in park	2
Interesting	2
Other comments	28

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Obtain information about park prior to visit?
- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Aware that the park is unit of NPS?
- If not aware of NPS status, how did you find out?
- Park as destination
- Visited the park on more than one day?
- Number of days visiting the park
- Number of hours visiting the park
- Time spent in park vs. time planned
- Services used in local communities
- Expected activities
- Activities this visit
- Unable to participate in activity?
- Reason for not being able to participate in activity
- Sites visited
- Most important site
- Reason for not visiting some sites
- Interest in visiting Fort Heiman/Fort Henry on a future visit
- Preferred services/facilities at Fort Heiman/Fort Henry
- Importance of attributes/resources
- Topics learned on this visit
- Topics to learn on future visit
- Places stayed night before arrival
- Places stayed night after departure
- Visitor services/facilities used
- Importance of visitor services/facilities
- Quality of visitor services/facilities
- Elements affecting park experience on future visit
- With commercial group?
- With school/educational group?
- With Civil War enthusiast group?
- With organized group?
- Group type
- Group size
- Number of vehicles
- Visitor age
- State of residence
- Country of residence
- Number of visit in the past 12 months
- Number of visits in lifetime
- Visitors with disabilities/impairments
- Difficulty participating in/accessing activities/services
- Types of disabilities/impairments
- Likelihood of visiting the park again in the future
- Likelihood of recommending the park to others
- Preferred interpretive programs/information services on a future visit
- Overall quality

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Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

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

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 2 shows no significant difference in group type. As shown in Table 3, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the preserve. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification. Therefore, non-response bias is judged to be insignificant.

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Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. 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 Preserve (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)
- 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
(summer & 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 &
Preserve (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. Fort Union Trading Post National Historic
Site (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
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoclin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

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

2003 (continued)

- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)

2004

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

2005

- 163. Congaree National Park
- 164. San Francisco Maritime National Historical Park
- 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) (spring)
- 185. Hawai'i Volcanoes National Park (spring)
- 186.1 Glen Canyon National Recreation Area (spring)
- 186.2 Glen Canyon National Recreation Area (summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post National Historic Site
- 190. Fort Donelson National Battlefield

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.

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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