

Executive Summary

This visitor study report profiles a systematic random sample of Fort Bowie National Historic Site (NHS) visitors during March 1 – May 2, 2011. A total of 336 questionnaires were distributed to visitor groups. Of those, 286 questionnaires were returned, resulting in an 85.1% response rate.

Group size and type	Fifty-eight percent of visitor groups were comprised of two people and 20% were in groups of four or more. Fifty-eight percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 42 states and comprised 96% of total visitation during the survey period, with 36% from Arizona and smaller portions from 41 other states. International visitors were from 7 countries and comprised 4% of total visitation.
Frequency of visits	Eighty-five percent of visitors had visited the park once in the last 5 years. Eighty-one percent of visitors were visiting the park for the first time in their lifetime.
Age and household income	Fifty-three percent of visitors were ages 56-70 years, 14% were ages 15 years or younger, and 6% were 71 or older. Twenty-three percent of respondents reported a household income of \$50,000-\$74,999.
Physical conditions	Fourteen percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities and services.
Information sources	Most visitors (93%) obtained information about the park prior to their visit, through maps and brochures (41%), the park website (33%), and friends/relatives/word of mouth (31%); and most (89%) received the information they needed. Sixty-nine percent of visitor groups would use the park website to obtain information for a future visit.
Primary reason for visiting the area	Nine percent of visitor groups were residents of the area (within 75 miles of the park). The most common primary reasons for visiting the park area among non-resident visitor groups were to visit the park (44%) and visit other attractions in the area (35%).
Transportation	Seven percent of visitor groups drove a recreational vehicle to the park, and 5% were pulling a trailer or another vehicle.
Overnight stays	Sixty-three percent of visitor groups stayed overnight in the area within 75 miles of the park, of which 35% stayed two nights and 31% spent four or more nights. Fifty-six percent of visitor groups stayed in lodges, hotels, motels, vacation rentals, bed and breakfasts, etc., while 25% were RV/trailer camping.
Length of stay	Forty percent of visitor groups spent three hours visiting the park. The average length of visit in the park was 3.3 hours. Of those visitor groups that spent less than 24 hours visiting the area within 75 miles of the park, 33% spent four to five hours. Of those that spent 24 hours or more, 54% spent two to three days. The average length of stay to the park area for all visitor groups was 3.6 days.

Executive Summary (continued)

Activities on this visit	The most common park activities were visiting the visitor center (96%), general sightseeing (90%), and walking/day hiking (89%). Visitor groups' most important activities were studying history (98%) and walking/day hiking.
Ranger-led programs	Four percent of visitor groups attended ranger-led programs. Seventy percent were not aware of any ranger-led programs, and 67% would likely attend a program on a future visit. The interpretive topics that most interested visitors on a future visit were events of the Battle of Apache Pass (90%) and natural setting where the events occurred (89%).
Information services and facilities	The information services and facilities most commonly used by visitor groups were the visitor center exhibits (92%), the trailside exhibits (84%), and the park brochure/map (76%).
Interpretive exhibits along the trail	Visitor groups (95%) viewed interpretive exhibits along trails and ruins. Of those who viewed the trailside exhibits, 93% of visitor groups felt the number of exhibits was "about right" and 92% felt the amount of information was "about right".
Expenditures	The average visitor group expenditure (inside and outside the park within 75 miles) was \$334. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$135, and the average total expenditure per person (per capita) was \$154.
Learning about the park	Ninety percent of visitor groups were interested in ranger-led hikes on a future visit. The most common topic of interest were Apache (84%) and Army/Buffalo Soldiers (%).
Overall quality	Most visitor groups (92%) rated the overall quality of facilities, services, and recreational opportunities at Fort Bowie NHS as "very good" or "good". Two percent of groups rated the overall quality as "poor."