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## Visitor Services Project Fort Bowie National Historic Site Report Summary

- This report describes the results of a visitor study at Fort Bowie National Historic Site during March 26-April 1, 1996. A total of 86 questionnaires were distributed to visitors. Visitors returned 76 questionnaires for an 88% response rate.
- This report profiles Fort Bowie visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of visitors' comments.
- Fifty-nine percent of the visitor groups were family groups; 22% were groups of friends. Fifty percent of visitor groups were groups of two. Sixty-four percent of visitors were aged 41-70.
- International visitors came from England (35%), Germany (29%), and three other countries. United States visitors came from Arizona (33%), Michigan (8%), and 25 other states.
- Forty-two percent of visitor groups spent three hours at the site; 35% of the groups spent four hours. For 76% of the visitors, this was a first visit to Fort Bowie.
- On this visit, the most common activities were walking/day hiking (92%), touring the Fort Bowie ruins (88%), and taking photographs (80%).
- The most frequently used pre-trip information sources were travel guides/tour books (33%), highway signs (21%), and friends or relatives (20%).
- Eight percent of visitor groups arrived in recreational vehicles, and one group (2%) pulled a trailer or other vehicle. Ninety-seven percent of the groups used a car, pickup truck or van at the park.
- The most commonly visited sites at the park were the cemetery (99%), the ranger station (99%), and the Fort Bowie ruins trail (93%). The site that most visitor groups stopped at first was the cemetery (96%).
- One hundred percent of the visitor groups made the walk from the parking area to the fort, and 83% made the walk through the Fort Bowie ruins. Eighty-four percent of the groups felt the amount of information on the trails was about right.
- Seventy-five percent of the visitor groups indicated a special interest in Western history, and listed topics such as military history, Apache Indians, and Native American history. Visitor groups expressed an interest in learning about historic resources/ruins preservation (87%) and wilderness (56%) on a future visit.
- Eighty-eight percent of visitor groups supported the NPS management objective of maintaining a remote site with minimal improvements. Ninety-two percent of the groups felt that this objective was being achieved.
- The most used visitor services and facilities were trails (93%), trailside exhibits (88%), the Fort Bowie ruins (85%), and parking (84%). Trailside exhibits received the highest proportion of "extremely important" and "very important" ratings (94%) and information from park employees received the highest proportion of "very good" and "good" quality ratings (97%). All services and facilities were rated as above "average" in importance and quality.
- Visitor groups rated historic setting (97%), scenery (92%), and clean air (86%) as "extremely important" or "very important" park qualities.
- Ninety-eight percent of the visitor groups rated the overall quality of visitor services and facilities as "very good" or "good." None of the groups rated services and facilities as "very poor."

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