

Executive Summary

This visitor study report profiles a systematic random sample of Chickamauga and Chattanooga National Military Park visitors during July 22-28, 2014. A total of 645 questionnaires were distributed to visitor groups. Of those, 331 questionnaires were returned, resulting in a 51.3% response rate.

Group size and type	Thirty-eight percent of visitor groups consisted of two people and 36% were visiting in groups of three or four. Seventy-three percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 33 states and comprised 98% of total visitation during the survey period, with 23% from Tennessee and 21% from Georgia. There were too few international visitors to provide reliable data.
Frequency of visits	For 69% of visitors, this was their first visit to the park in their lifetime. Fourteen percent of visitors visit the park once a year and 11% visit the park several times a year.
Age, ethnicity, race, educational level, and income level	Thirty-three percent of visitors were ages 46 to 65 years, 24% were 26 to 45 years old, 24% were ages 15 years or younger, and 11% were 66 years or older. Fifty-three percent of visitors were male and 47% were female. One percent were Hispanic or Latino. Ninety-five percent of visitors were White and 2% were Asian. Thirty-three percent of respondents had completed a bachelor's degree and 31% had a graduate degree. Fifty-one percent of respondents reported an income level of \$50,000-\$149,999. Forty percent of visitor groups had two people in their household.
Physical conditions	Six percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Park as destination	During the on-site interview 53% of visitor groups said the park was their primary destination, 39% of visitor groups said the park was one of several destinations, and 8% of visitor groups said the park was not a planned destination.
Adequacy of directional signs	Fifty-six percent of visitor groups felt the interstate signs to the park were adequate and 58% felt the state highway signs directing them to the park adequate. Sixty-six percent of visitor groups felt the signs in local communities were adequate and 67% felt the Battlefield Tour Route signs were adequate.
Routes used to reach park	Forty-eight percent of visitor groups used Interstate 75 and 39% used Interstate 24 to reach the park.
Length of visit to battlefield sites	Of the visitor groups that spent less than 24 hours in the park, the average length of stay was 2.9 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 1.9 days.
Local attractions visited	Sixty-four percent of visitor groups visited other local attractions on this visit. Of those visitor groups that visited other local attractions, 52% visited Chattanooga Riverwalk, 48% visited Rock City, and 44% visited Ruby Falls.

Executive Summary (continued)

Sites visited	The most common sites visited in the park were Chickamauga Battlefield Visitor Center (64%), Recreation Field (52%), and Point Park (46%). Seventy percent of visitor groups visited the Chickamauga Battlefield Visitor Center first.
Activities on this visit	The most common activities were visiting visitor centers (75%), hiking/walking/jogging (53%), and taking self-guided tour other than cell phone tour (44%).
Ranger-led programs/talks	Twenty-five percent of visitor groups participated in ranger-led programs/talks during this visit. Forty percent of visitor groups attended the guided walk at Lookout Mt. Battlefield.
Topics learned on this visit	Eighty-four percent of visitor groups learned about events of the Civil War via park films/exhibits/ranger programs during this visit to the park and 76% learned about events of the campaign for Chattanooga.
Use of park bookstore	Fifty-five percent of visitor groups visited the park bookstore. Eight percent of visitor groups had sales items that they would have liked to purchase that were not available.
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were restrooms (69%), visitor center at Chickamauga Battlefield (63%), and indoor exhibits (62%).
Interaction with park rangers	Seventy-three percent of visitor groups had a personal interaction with a park ranger during this visit.
Methods of learning about the park on a future visit	Seventy-five percent of visitor groups were interested in learning about the park on a future visit.
Overall quality	Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Chickamauga and Chattanooga NMP as “very good” or “good.” One percent of groups rated the overall quality as “very poor” and no visitor group rate the overall quality as “poor.”

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