

Executive Summary

This visitor study report profiles a systematic random sample of Fort Monroe National Monument visitors from July 9 to August 23, 2014. A total of 464 questionnaires were distributed to visitor groups. Of those, 206 questionnaires were returned, resulting in a 44.4% response rate.

Group size and type	Thirty-two percent of visitor groups consisted of two people and 27% were in groups of three or four. Fifty percent of visitor groups consisted of family groups and 21% were with family and friends. One percent were with a commercial guided tour group and 18% were in military service.
State or country of residence	United States visitors were from 24 states and comprised 99% of total visitation during the survey period, with 78% from Virginia and 22% from outside Virginia. Sixty-two percent of visitor groups were residents of the area (within 30 miles) and 19% lived on the Fort Monroe NM peninsula. International visitors were from 3 countries and comprised 1% of total visitation during the survey period.
Frequency of visits	Thirty-nine percent of visitors were visiting the park for the first time in their lifetime, while 34% visited eight or more times.
Age and income level	Thirty-four percent of visitors were ages 51 to 70 years old, 21% were ages 15 years or younger, 19% were 36 to 50 years old, and 19% were 16 to 35 years old. Fifty-seven percent of respondents reported an annual household income level between \$50,000 and \$149,999.
Language used for speaking and reading	Ninety-five percent of visitor groups preferred English for speaking and 98% preferred English for reading. Five percent of visitor groups felt services need to be provided in languages other than English.
Physical conditions	Eight percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Information sources	Most visitor groups (63%) obtained information about the park prior to their visit most often through friends/relatives/word of mouth (60%), previous visits (48%), and Fort Monroe NM website (29%). Most visitor groups (83%) received the information they needed. Fifty-one percent of visitor groups prefer to use the park website to obtain information for a future visit and 49% prefer to use previous visits.
Mapping devices used to locate the park	Thirty-seven percent of visitor groups used mapping devices to locate the park. Fifty-one percent of visitor groups used GPS devices and 38% used online mapping tools.
Travel plans	During the on-site interview, 81% of visitor groups said the park was their primary destination, while 17% said the park was one of several destinations. For 10% of visitor groups, the park was not a planned destination.
Primary reason for visiting the park	Thirty-seven percent of visitor groups said visiting the park was the primary reason nonresident members visited the area.

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Access to the peninsula and transportation	Ninety-one percent of visitor groups used a car, pickup, van, SUV, or motorcycle to access the peninsula and 11% accessed the park on foot. Of those visitor groups who used a vehicle to access the park, seventy-eight percent used one vehicle to arrive at Fort Monroe NM and 15% used two vehicles.
Overnight stays	Twenty-seven percent of visitor groups stayed overnight on the Fort Monroe peninsula or in the area (within 30 miles). Forty percent of visitor groups stayed five or more nights in the Fort Monroe area within 30 miles. Not enough visitor groups (N=20) responded to the question about staying on the Fort Monroe peninsula for a reliable result.
Accommodations used in the park and area	Not enough visitor groups stayed overnight on the peninsula (N=19) for a reliable result. Of the visitor groups who stayed overnight in the area, the most common accommodations used were residence of friends or relatives (54%) and lodge, hotel, motel, cabin, B&B, etc. (34%).
Length of stay	Of the visitor groups who spent less than 24 hours in the park, the average length of stay was 4 hours. Of the visitor groups who spent 24 hours or more, the average length of stay was 4 days. The average length of stay for all visitor groups was 61 hours, or 2.5 days.
Time spent visiting the park	Fifty percent of visitor groups spent 2-4 hours visiting the park and 23% spent more than 4 hours. Forty percent of visitor groups visited the park on more than one day. Of those who spent more than one day, 30% visited for two days.
Number of entries into the park	Seventy-seven percent of visitor groups entered the park once on this visit, while 11% entered twice.
Places visited in local area	Fifty-six percent of visitor groups visited Fort Monroe NM only. Of the visitor groups who visited other places in the local area, 49% visited Buckroe Beach and 35% visited Virginia Beach.
Services used in nearby communities	Thirty-seven percent of visitor groups obtained support services from area communities. The nearby communities visitor groups most often obtained support services from were Hampton, VA (61%), Newport News, VA (22%), and Colonial Williamsburg, VA (16%).
Activities on this visit	The most common activities were walking along Outlook Beach (44%), visiting the Casemate Museum (34%), and visiting the Fort Monroe NM grounds (33%).
Activities on a future visit	The most common activities in which to participate on a future visit walking along Outlook Beach (64%), visiting the Casemate Museum (55%). And exploring the North Beach area and trails (51%).
Topics learned this visit	Forty-six percent of visitor groups learned (or learned more about) specific topics on this visit. Among those visitor groups who learned about topics on this visit, the most common topics learned about were “400-year history of coastal defense and training” (79%) and “Events significant to ending slavery in the U.S.” (74%).

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Visitor services and facilities	The visitor services and facilities most often used by visitor groups were restrooms (63%) and Casemate Museum (42%).
Elements affecting visitor experience	Eighty-six percent of visitor groups did not experience anything that detracted from their park experience.
Expenditures	The average visitor group expenditure (inside and outside the park within a 60-miles radius) was \$226. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$31. The average total expenditure per person (per capita) was \$72.
Methods of learning on a future visit	Eighty-nine percent of visitor groups were interested in learning about the park's cultural and natural history on a future visit. Of those visitor groups interested in learning about park history, 61% preferred self-guided tours, 55% trailside exhibits, and 51% printed materials.
Proposed fees and rentals	Eighty-one percent of respondents said "No" or "Not sure" they would pay \$10/hour to rent a bicycle. Sixty-eight percent of respondents said "No" or "Not sure" they would be willing to pay \$5/person for a 1-day pass for access to the historic fort, Casemate Museum, beach, trails, and wildlife observation deck. Ninety percent of respondents said "No" or "Not sure" they would be willing to pay \$14 for a 7-day pass. Seventy-eight percent of respondents said "No" or "Not sure" they would be willing to pay \$1/hour to park. Sixty-six percent said \$1/hour parking fee is "Too high".
Access to the park in the future	Eighty-five percent of visitor groups would prefer to have cars, pickups, vans, SUVs, and motorcycles allowed to access the peninsula in the future. Fifty-eight percent of visitor groups would not prefer to have only foot traffic allowed inside the stone fort.
Recommend visiting park to others	Ninety-seven percent of personal groups would recommend visiting Fort Monroe NM to others.
Overall quality	Most visitor groups (80%) rated the overall quality of facilities, services, and recreational opportunities at Fort Monroe National Monument as "very good" or "good." Two percent of groups rated the overall quality as "poor." Two percent of visitor groups rated the overall quality as "very poor."

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