

**Visitor Services Project
Fort Sumter National Monument
Report Summary**

- This report describes the results of a visitor study at Fort Sumter National Monument during July 17-23, 2005. A total of 594 questionnaires were distributed to visitor groups. Of those, 380 questionnaires were returned resulting in a 64% response rate.
- This report profiles Fort Sumter National Monument visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in this report and complete comments are included in an appendix.
- Forty-one percent of visitor groups were in groups of two and 33% were in groups of three or four. Seventy-eight percent of visitor groups were family groups. Forty-nine percent of visitors were ages 36-60 years and 21% were ages 15 or younger.
- United States visitors were from South Carolina (13%), North Carolina (9%), Georgia (9%), 38 other states, and Washington, D.C. International visitors comprised less than 1% of the total visitation. Eighty-three percent of visitors visited Fort Sumter National Monument for the first time in their lifetime and 97% visited only once in the past 12 months.
- Prior to this visit, visitor groups most often obtained information about Fort Sumter National Monument through travel guides/tour books (53%) and maps/brochures (43%). Sixteen percent of visitor groups did not obtain any information before their visit. Most groups (90%) received the information they needed about the park.
- Seventy percent of visitor groups' primary reason for visiting Fort Sumter National Monument was to see where the American Civil War started. The most common activities on this visit to Fort Sumter National Monument included visiting Fort Sumter (92%) and reading indoor and outdoor exhibits at Fort Sumter (85%).
- In regard to 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 viewed/read exhibits by 357 visitor groups included Fort Sumter outdoor exhibits (89%) and Fort Sumter indoor exhibits (85%). Most visitor groups found that Fort Sumter indoor exhibits (86%, N=282) and Liberty Square indoor exhibits (83%, N=281) were "extremely interesting" or "very interesting." Fort Sumter indoor exhibits (89%, N=265) and Liberty Square indoor exhibits (87%, N=260) were also the exhibits that received the highest combined proportions of "extremely helpful" and "very helpful" ratings in understanding the history of the site.
- The most used visitor services/facilities by the 360 visitor groups included park brochure/map (75%) and Visitor Education Center at Liberty Square (74%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included assistance from park staff (93%, N=58) and restrooms at Liberty Square (92%, N=211). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included assistance from park staff (97%, N=58) and ranger talks/programs (94%, N=198).
- Most visitor groups (90%) rated the overall quality of services, facilities, and recreational opportunities at Fort Sumter National Monument as "very good" or "good." Less than 1% of 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 or at the following website <http://www.psu.uidaho.edu>