

**Visitor Services Project**  
**Perry's Victory and International Peace Memorial**  
**Report Summary**

- This report describes the results of a visitor study at Perry's Victory and International Peace Memorial during June 24-30, 2009. A total of 503 questionnaires were distributed to visitor groups. Of those, 354 questionnaires were returned, resulting in a 70.4% response rate.
  - This report profiles a systematic random sample of Perry's Victory and International Peace Memorial 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 the Visitor Comments Appendix.
  - Thirty-four percent of visitor groups were in groups of two, 25% were in groups of four, and 22% were in groups of six or more. Sixty-eight percent of visitor groups were in family groups.
  - United States visitors comprised 98% of total visitors during the survey period, with 71% from Ohio, 5% from Michigan, and smaller proportions from 27 other states. International visitors during the survey period comprised 1% of total visitation, with a majority from Canada (43%), but this data should be read with caution due to the small number of respondents.
  - Forty-four percent of visitors were ages 36-60 years, 8% were over 65 years, and 21% were ages 15 years or younger. Five percent of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services.
  - Fifty-eight percent of visitors were visiting the park for the first time, while 21% had visited two or three times, and 16% visited five or more times.
  - Three percent of respondents were Hispanic or Latino, and 97% were White.
  - Most visitor groups (99%) used English for speaking, and 100% used English for reading.
  - Thirty-three percent of respondents had a bachelor's degree, 29% had attended some college, and 19% had a graduate degree.
  - Forty-three percent of respondents reported an annual household income of \$50,000 to \$100,000.
  - Fifty-three percent of visitor groups were aware that Perry's Victory and International Peace Memorial was a unit of the National Park System. Sixty-four percent were aware that the park commemorates the Battle of Lake Erie, and 39% were aware that the park celebrates the long-lasting peace between Canada, Great Britain, and the United States.
  - For 61% of visitor groups, visiting other attractions in the area was the most common reason for coming to South Bass Island. Visiting Perry's Victory and International Peace Memorial was the reason that 12% of visitor groups came to the area. Perry's Victory and International Peace Memorial was one of several destinations for 72% of visitor groups.
  - Most visitor groups (75%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about Perry's Victory and International Peace Memorial through previous visits (67%) and friends/relatives/word of mouth (30%).
  - Sixty-eight percent of visitor groups spent one hour visiting the park. Of those visitor groups (12%) that spent more than one day visiting the park, 85% spent 2 days. The average length of stay was 1.2 hours.
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- The most common visitor activities were visiting the visitor center (73%) and walking around park grounds (71%). Note: During the last four days of the survey period (June 27-30), an elevator malfunction prevented visitors from accessing the observation deck. On a future visit, 83% of visitor groups would prefer to enjoy the view from the observation deck and 57% would visit the visitor center.
- Seventeen percent of visitor groups participated in ranger programs and 96% indicated they would be interested in learning about the park on a future visit. On a future visit, 61% of percent would prefer to learn about the park through living history demonstrations/costumed interpretive programs.
- Seventy-one percent of visitor groups had a personal interaction with a park ranger during their visit. Ninety-five percent of visitor groups rated the courteousness of park rangers as “very good” or “good,” 93% rated the helpfulness of rangers as “very good” or “good,” and 92% rated the quality of information given by park rangers as “very good” or “good.”
- The visitor services and facilities most commonly used by visitor groups were the exhibits at the visitor center (70%), the restrooms (67%), and assistance from park staff (60%). All visitor services and facilities were rated as above average in their importance and quality. The services receiving the highest importance ratings were the video/film in the visitor center (88%) and the restrooms (88%). The services receiving the highest quality ratings were living history demonstrations (100%) and the video/film in the visitor center (95%).
- The average group expenditure in the park, South Bass Island, and within 10 miles of Port Clinton, was \$433, with a median (50% spent more and 50% spent less) of \$271. The average total expenditure per person was \$128. Sixty percent of visitor groups had two adults covered by expenditures and 54% had no children covered by expenses.
- If Perry's Victory and International Peace Memorial were to offer ranger-led tours of the observation deck of 10 people/tour, 67% of visitor groups would be willing to take the tour, and a longer wait to take a tour was acceptable to 40% of visitor groups. Forty-four percent would prefer a pre-visit reservation system.
- Most visitor groups (88%) rated the overall quality of facilities, services, and recreational opportunities at Perry's Victory and International Peace Memorial as “very good” or “good.” Two percent of visitor 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 at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.