

Executive Summary

- This report describes the results of a visitor study at Ninety Six National Historic Site (NHS) during April 10 - June 13, 2010, which included general visitors and the annual encampment special event (also known as Lifeways of the Cherokee Indians and Colonial Settlers). A total of 347 questionnaires were distributed to general visitor groups. Of those, 237 questionnaires were returned resulting in a 68.3% response rate. Another 206 questionnaires were distributed to encampment visitor groups. Of those, 143 were returned resulting in a 69.4% response rate. The overall response rate was 68.7%.
- This report profiles a systematic random sample of Ninety Six NHS visitors. Most results are presented in graphs and frequency tables.
- Fifty-three percent of general visitor groups and 38% of encampment visitor groups were in groups of two. Sixty-two percent of general visitor groups and 65% of encampment visitor groups were in family groups.
- General U.S. visitors were from 29 states. Encampment U.S. visitors were from 14 states. The highest proportion of visitors was from South Carolina (57% general, 89% encampment). General international visitors were from two countries. There were no international encampment visitors.
- Seventy-four percent of general visitors and 42% of encampment visitors were visiting the park for the first time.
- Forty-four percent of general visitors were ages 51-70 years, 12% were ages 15 years or younger, and 12% were ages 71 or older. Twenty-nine percent of encampment visitors were ages 51-70 years, 33% were 15 years or younger, and 6% were 71 or older.
- Most general visitor groups (88%) and all encampment visitor groups obtained information about the park prior to their visit. Prior to this visit, both general visitor groups (37%) and encampment visitor groups (50%) most often obtained information about the park through friends/relatives/word of mouth. Most general visitor groups (94%) and most encampment visitor groups (93%) received the information they needed.
- For 44% of general visitor groups and 79% of encampment visitor groups, Ninety Six NHS was the primary destination. Sixty percent of general visitor groups visited the park to learn Revolutionary War history. Seventy-four percent of encampment visitor groups visited the park to attend a program or event.
- The average length of visit for general visitor groups was 2.2 hours and the average for encampment visitor groups was 2.8 hours.
- The most common park site general visitor groups visited was the visitor center (82%), and the most common park site encampment visitor groups visited was the visitor center (75%).
- The most common activities general visitor groups participated in were learning history (75%) and walking/hiking (69%). The most common activities encampment visitor groups participated in were attending special events (86%) and learning history (73%).
- Most general visitor groups (96%) and most encampment visitor groups (94%) rated the overall quality of facilities, services, and recreational opportunities at Ninety Six NHS as “very good” or “good.” No 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>.

