

Executive Summary

This visitor study report profiles a systematic random sample of Fort Stanwix National Monument (NM) visitors during July 17 – August 6, 2011. A total of 339 questionnaires were distributed to visitor groups. Of those, 208 questionnaires were returned, resulting in a 61.4% response rate.

Group size and type	Thirty-four percent of visitor groups consisted of two people, while 22% consisted of three people. Eighty percent of visitor groups consisted of family groups. Five percent of visitors were with a school/educational group.
State or country of residence	United States visitors were from 36 states and comprised 95% of total visitation during the survey period, with 55% from New York. International visitors were from 5 countries and comprised 5% of total visitation during the survey period with 57% from Canada.
Frequency of visits	Most visitors (91%) visited the park once in the past 12 months. In their lifetime, 68% were on their first visit, while 20% had visited two or three times.
Age and education level	Thirty-two percent of visitors were ages 15 years or younger, 30% were 36-55 years old, 14% were 56-65 years old, and 12% were 66 years or older. Thirty-five percent of respondents had completed a graduate degree and 32% had a bachelor's degree.
Physical conditions	Ten percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Awareness of park management	Fifty-five percent of visitor groups were aware that Fort Stanwix NM is a unit of the National Park System.
Information sources	Most visitor groups (77%) obtained information about the park prior to their visit through friends/relatives/word of mouth (43%) and the park website (36%). Most visitors (93%) received the information they needed. Seventy-two percent of visitor groups prefer to use the park website to obtain information for a future visit.
Park website	Of those visitor groups that used the park website, 97% received the information they needed, and 90% rated the quality as "very good" or "good."
Park as destination	For 49% of visitor groups, the park was their primary destination and for 40%, the park was one of several destinations.
Timing of decision to visit the park	Forty-one percent of visitor groups made the decision to visit the park on the day of their visit, while 32% decided to visit 2-7 days before their visit.
Primary reason for visiting the area	Thirty percent of visitor groups were residents of the area (within a 60-mile drive of the park). The most common primary reasons for visiting the park area among non-resident visitor groups were to visit friends/relatives in the area (30%), visit the park (22%), and traveling through–unplanned visit (21%).
Services used in nearby communities	Sixty-three percent of visitor groups obtained support services in nearby communities. The communities most often used included Rome, NY (67%), Utica, NY (20%), and Syracuse, NY (18%).

Executive Summary (continued)

Overnight stays	Fifty-four percent of visitor groups stayed overnight in the area within a 60-mile drive of the park, of which 35% stayed four or more nights. Fifty-five percent of visitor groups stayed in lodges, hotels, vacation rentals, B&Bs, etc.
Length of stay	The average length of stay for visitor groups was 1.9 hours. Four percent of visitor groups visited the park on more than one day.
Places visited in the Rome, NY area	Sixty-nine percent of visitor groups visited other places in the Rome, NY area (within a 2-hour drive of the park). The most commonly visited sites were Oriskany Battlefield (26%) and Erie Canal Village (24%).
Activities on this visit	The most common activities of visitor groups were viewing reconstructed fort (92%), viewing exhibits (89%), and general sightseeing (83%). Most visitor groups (94%) learned about Revolutionary War topics on this visit, of which 84% learned about the Revolutionary War and 83% learned about fort life/colonial life.
Aspects of fort tour	Thirty percent of visitor groups took the fort tour on this visit. Of those, 91% found the length of the tour to be “about right,” 96% were able to take the tour at their desired time, and 55% learned something relevant or meaningful to their life.
Visitor services and facilities	The visitor services and facilities most commonly used by visitor groups were the visitor center exhibits (79%), visitor center overall (78%), and assistance from park staff (78%).
Parking facilities	Eighty-four percent of visitor groups found the parking facilities satisfactory.
Quality of interaction with park rangers	Ninety percent of visitor groups had personal interactions with a park ranger on this visit. The combined proportions of “very good” and “good” ratings of the quality of the interaction were: courteousness (98%), helpfulness (98%), and quality of information provided (98%).
Expenditures	The average visitor group expenditure (inside and outside the park within a 60-mile drive) was \$212. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$50, and the average total expenditure per person (per capita) was \$94.
Future preferences	Most visitor groups (97%) were interested in living history programs and encampments on a future visit to the park. Fifty-four percent of visitor groups preferred a 1770’s appearance with farm crops and native grasses.
Expectations about the park	Forty-three percent of visitor groups felt the park met their expectations, while 40% felt the park exceeded their expectations.
Overall quality	Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Fort Stanwix NM as “very good” or “good”. One percent 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 at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.