

## **Executive Summary**

This report presents the results of focus groups held at the Martin Luther King Jr. National Historic Site (NHS) in Atlanta, Georgia, during the week of November 2-7, 2012. Two separate focus group studies were conducted, first with park visitors then with park partners, to answer questions about directional and interpretive signage, visitor safety, and visitor services. Thirty-four individuals participated in seven visitor focus groups, and 19 individuals representing 12 organizations participated in two park partner focus groups. The focus groups revealed that challenges faced by visitors to the NHS include a lack of directional signs, perceptions of unsafe conditions, and a need for expanded visitor services within the park area. The two sets of focus groups, while revealing different perspectives of the visitor experience of navigating to the NHS and engaging in its activities, nevertheless merged at several points. The report concludes with a comprehensive list of recommendations based on input from visitors and park partners.

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>.