



Cumberland Island National Seashore Visitor Survey

Fall 2012 and Winter 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2013/706



ON THE COVER

Visitors approaching Dungeness Ruins
Photograph courtesy of Phuc Dao

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Natural Resource Report NPS/NRSS/EQD/NRR—2013/706

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Executive Summary

This report profiles a systematic random sample of participants who visited Cumberland Island National Seashore between September 25, 2012 and March 26, 2013. A total of 674 visitors were approached, of whom 663 accepted the questionnaire and 626 completed and returned the instrument, resulting in a response rate of 93%.

Group size and type	Fifty-three percent of respondents were in groups of two people and 32% were in groups of four or more. Fifty-three percent of respondents were in family groups.
State or country of residence	United States visitors were 96% of total visitation during the survey period, with 33% from Georgia, 29% from Florida, and the rest from 26 other states. There were too few international visitors to provide reliable data.
Frequency of visits	Sixty-four percent of respondents were first-time visitors, 14% had visited two times, and 17% had visited four or more times.
Age and income	Thirty-four percent of respondents were 46 to 60 years old and 31% were 61 to 70 years old. Twenty percent reported a household income between \$100,000 and \$149,999 and 19% had an income between \$50,000 to \$74,999.
Information sources	Most respondents (94%) obtained information about the park prior to their visit, and did so through the park website (56%), friends/relatives/word of mouth (41%), and previous visits (33%). Most visitors (92%) received the information they needed.
Length of stay	The total length of visit ranged from one-quarter hour to seven days. The average (mean) length of stay was 13 hours, but the most frequent response (mode) was four hours by 18% of respondents.
Activities on this visit	The most common activities were general sightseeing (88%), wildlife viewing (81%), and picnicking (62%).
Sites visited	The most common sites visited were Dungeness Ruins (87%), beach (85%), and visitor center (80%).
Land and Legacies Tour	Eighty-five percent of respondents did not take the Land and Legacies Tour. About half (51%) of respondents were not aware of the tour.
Interest in Plum Orchard Mansion tour	If it were offered, 80% of respondents would be interested in a guided tour of Plum Orchard Mansion. Sixty-nine percent would be willing to pay a fee of \$10 per adult and \$7 for senior citizens and children under 12.
Satisfaction with services	A majority of respondents were “very satisfied” or “completely satisfied” with each of the following services: ferry/water transportation (95%), picnic areas (92%), campsites (92%), ranger-led programs (90%), special events/ programs (89%), information services (82%), and visitor center/exhibits (79%).
Overall quality	Most respondents (94%) rated the overall quality of facilities, services, and recreational opportunities at Cumberland Island National Seashore as “very good” or “good.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Ally Begly for assisting with the report, Maggie Tyler for overseeing the fieldwork, Anthony Bates who was on detail from the Selma to Montgomery NHT during the survey period, the staff and volunteers of Cumberland Island National Seashore for assisting with the survey, and Matthew Strawn for data processing.

About the Authors

Yen Le, Ph.D., is the acting Director of the Park Studies Unit and assistant professor with the Department of Conservation Social Sciences, University of Idaho.

Introduction

This report describes the results of a visitor survey at Cumberland Island National Seashore in St. Marys, Georgia, conducted between September 25, 2012 to March 26, 2013 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described on the National Park Service website, “Cumberland Island National Seashore is Georgia's largest and southernmost barrier island. Here pristine maritime forests, undeveloped beaches and wide marshes whisper the stories of both man and nature” (<http://www.nps.gov/cuis/index.htm> retrieved April 2013).

Organization of the Report

This report is organized into three sections.

Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results

This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study follows the order of questions in the questionnaire.

Section 3: Appendices

Appendix 1. Visitor Comments

Appendix 2. *The Questionnaire*. A copy of the questionnaire distributed to respondents.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

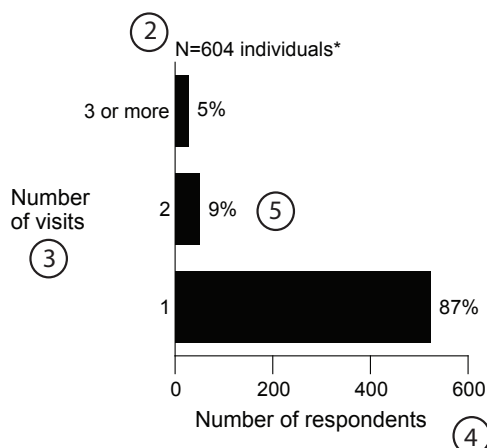
Example 1

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or respondents responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

* appears when the total percentages do not equal 100 due to rounding.

** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.
4. Horizontal information shows the number or proportion of responses in each category.
5. In most graphs, percentages provide additional information.



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park visitation statistics of previous years.

Due to the nature of the study, eligible participants only included visitors who were at least 18 years of age who visited Cumberland Island National Seashore during the survey period. Only one questionnaire was offered to each individual group. If there was more than one adult in the group, we used the next birthday method to randomize selection of the survey participant. Upon completion of the tour, selected individuals were offered a chance to complete a questionnaire while they were waiting for the ferry to return to the mainland. The selected individuals were instructed to return the completed questionnaire to a locked box on the island or at the visitor center. Every participant was asked three questions, and gender was noted, for checking non-response bias.

1. Is it your first visit to the island?
2. What is your zip code (or name of country)?
3. What is your age?

The information was recorded on a survey log. Reasons for refusing to participate in the survey were also noted when appropriate. During the survey period between September 25, 2012 to March 26, 2013 a total of 674 visitors were approached, of whom 663 accepted the questionnaire and 626 completed and returned the instrument, resulting in a response rate of 93%.

Questionnaire design

The Cumberland Island National Seashore Visitor Survey questionnaire was developed through conference calls between the park and the VSP staff to design and prioritize questions. Several iterations of the questionnaires were circulated among park staff, the NPS Southeast Regional Office, and transportation planning specialists. The final version of the questionnaire incorporated all comments through several editing rounds. A pilot of the instrument was conducted using a group of graduate students at the University of Idaho. The pilot group helped to refine the questions and improve clarity. Finally, the questionnaire was reviewed and approved by U.S. Office of Management and Budget (OMB).

The questionnaire includes questions specific to the visitor experience on their visit to Cumberland Island National Seashore and general question to help establish demographics of park visitors. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended. The questionnaire was designed in booklet form with an appropriate size to fit the lock box.

Survey procedure

The survey was conducted on site by Cumberland Island National Seashore staff and volunteers. The survey distributors were instructed to approach visitor groups who have completed their visit and were waiting for the ferry to go back to the mainland. Potential survey participants were identified as they were waiting for the ferry around the dock area. Visitors were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 18 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. The participants then had a chance to complete the questionnaire while waiting for the ferry to transport them to the mainland. Since the questionnaire was completed on-site, follow-up was not necessary.

Data analysis

Questionnaire responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions for paper were categorized and summarized prior to data analysis.

Numeric data were processed and descriptive statistics were calculated using Statistical Analysis Software® (SAS) and IBM SPSS Statistics.

Limitations

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may affect their recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of September 25, 2012 to March 26, 2013. A lack of personnel available to distribute questionnaires, and a decrease in visitation levels caused the survey period to be extended. The results present a 'snapshot in time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. When the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or respondents) when interpreting the results.

Special conditions

Since the survey was conducted over a long period of time, the changes in weather include a wide range of conditions from sunny, nice days to stormy, rainy weather. The survey was not distributed during the two holiday periods of Thanksgiving and Christmas due to lack of staffing.

Checking non-response bias

Because the response rate was under 100% some errors may occur due to non-response bias. In order to determine the effect of non-response bias, an independent T-test and three Chi-square tests were used to determine the differences between respondents and non-respondents (see Tables 1 – 4). The four variables used in the tests were respondent's age, gender, whether the respondent was a first time visitor, and the distance from home to St. Marys. The hypotheses were that respondents and non-respondents were not significantly different in each of those comparisons. An independent t-test was conducted to compare average age. Chi-square tests were conducted to compare respondents' gender, whether they were first time visitors, and distance from home. All four tests have p-value greater than 0.05 indicating insignificant differences between respondents and non-respondents. The non-response bias thus is judged to be insignificant (the results were not skewed towards any specific demographic group).

Table 1. Comparison of respondents and non-respondents by average age

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	52.80 (N=576)	53.37 (N=30)	0.839

Table 2. Comparison of respondents and non-respondents by gender

Gender	Respondents	Non-respondents	p-value (chi-square)
Male	241 (40%)	15 (39%)	0.528
Female	356 (60%)	23 (61%)	

Table 3. Comparison of respondents and non-respondents time of visit

First time visitor?	Respondents	Non-respondents	p-value (chi-square)
Yes	397 (65%)	30 (73%)	0.883
No	214 (35%)	11 (27%)	

Table 4. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 100 miles	150 (30%)	11 (32%)	0.916
101-200 miles	57 (11%)	3 (9%)	
201-300 miles	144 (29%)	8 (24%)	
301 miles or more	135 (27%)	11 (32%)	
International	19 (4%)	1 (3%)	

Results

Information sources prior to visit

Question 1a

Prior to this visit, how did you obtain information about Cumberland Island National Seashore?

Results

- 94% of respondents obtained information about Cumberland Island National Seashore prior to their visit (see Figure 1).

- As shown in Figure 2, among those respondents that obtained information about Cumberland Island National Seashore prior to their visit, the most common sources used were:

56% Cumberland Island National Seashore website

41% Friends/relatives/word of mouth

33% Previous visits

- “Other” websites (7%) were:

Cumberland Island

NPS website

Tripadvisor.com

Georgia State Parks

Saint Marys

Google

Pbandjadventures.com

- “Other” sources (11%) were:

Road Scholar program

Newcomer’s Club – St. Simons Island

Georgia State University – Touch the Earth

Member of Atlanta Outdoor Club

Sailing/waterway/boating guide book

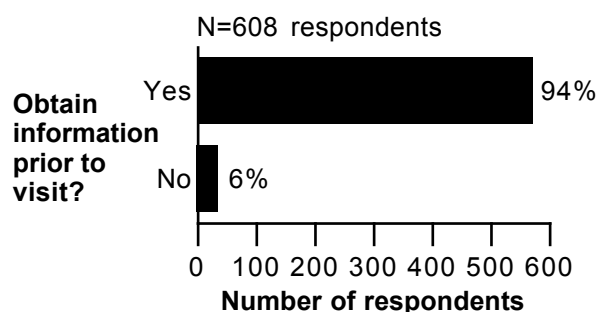


Figure 1. Respondents who obtained travel information prior to visit

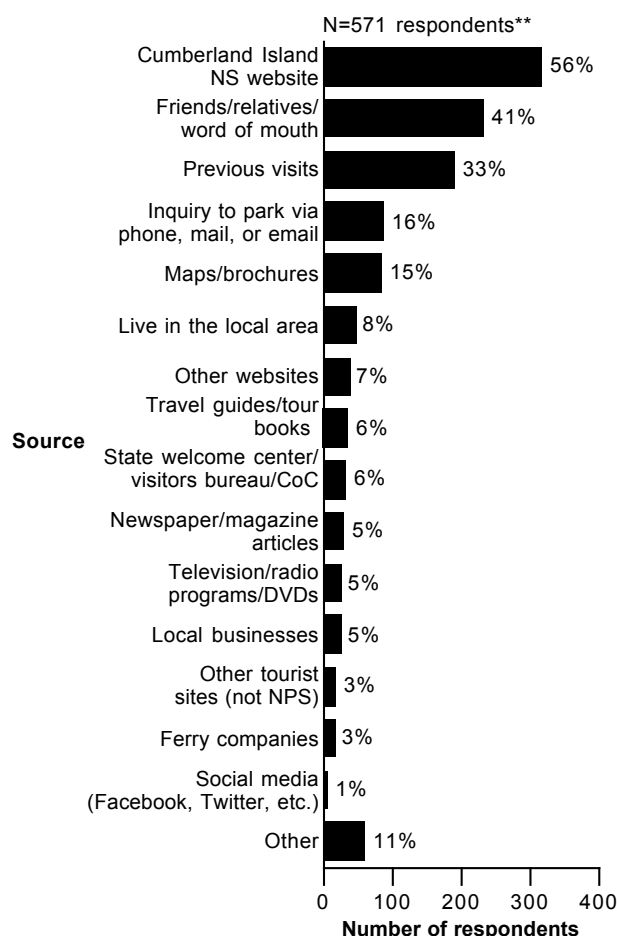


Figure 2. Sources of information used by respondents prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1b

From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

Results

- 92% of respondents received the information they needed prior to their visit (see Figure 3).

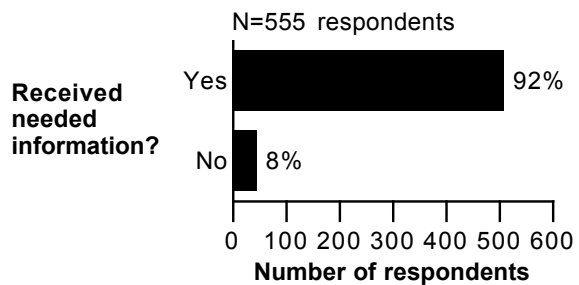


Figure 3. Respondents that received needed information prior to their visit

Question 1c

If NO, what type of park information did you need that was not available? (Open-ended)

Results

- Respondents listed the following types of information that they needed, but was not available:

More information about facilities (rentals, campsites, tours, etc.)

Clearer info about trail length, better trail maps, etc.

Bug/insect information

Shoe type

Website should be updated, more inclusive

Need shuttle information

Didn't realize Stafford was private property

Bike rental

Wanted to hear about what was available on island

Website not clear about walking opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited

Question 2

Please list all the sites that you visited at Cumberland Island National Seashore on this visit.

Results

- As shown in Figure 4, the sites that most respondents visited at the park were:

87% Dungeness Ruin
85% Beach
80% Park visitor center

- “Other” sites (9%) were:

Backcountry campsites
Beach
Bluff and river
Brickhill Campground
Campsite
Green Cemetery
Greyfield Beach
Greyfield Inn
Marsh at Dungeness ruins
Ranger station
Restrooms
River Trail
Sea Camp
Sea Camp Campground
Sea Camp Ranger Station
Showers
Southend Trail
Stafford Beach
Stafford Beach Campground
Walks in natural areas
Willow Pond and Table Point Trails

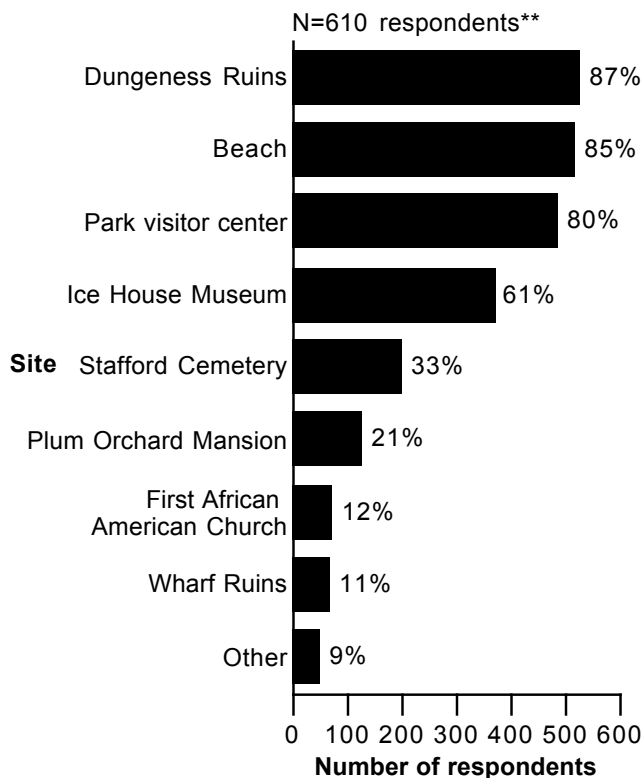


Figure 4. Sites visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of visit

Question 3

- On this visit to Cumberland Island National Seashore, how much time in total did you spend on the island?
- Did you visit the park on more than one day? If yes, how many days?

Results

- The total length of visit ranged from one-quarter hour to seven days. (Stays are limited to seven days maximum.)
- 42% of respondents spent four to six hours visiting the island (see Figure 5).
- The most frequent responses were four hours (18%), seven hours (14%), and 4.5 hours (11%).
- The average (mean) length of visit was 13 hours.
- 19% of respondents reported that they visited the island on more than one day (see Figure 6).
- For those who visited the park on more than one day, 76% spent two or three days (see Figure 7).

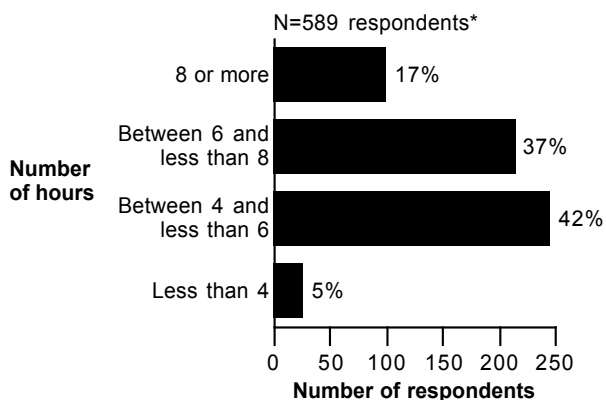


Figure 5. Number of hours spent on the island

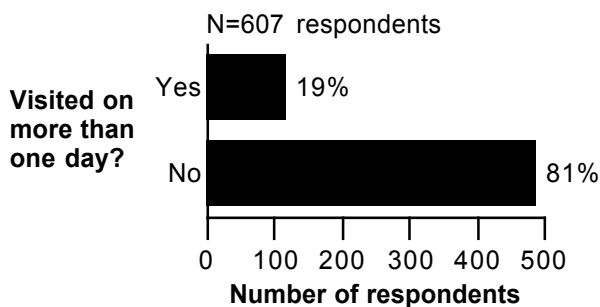


Figure 6. Respondents who visited the park on more than one day

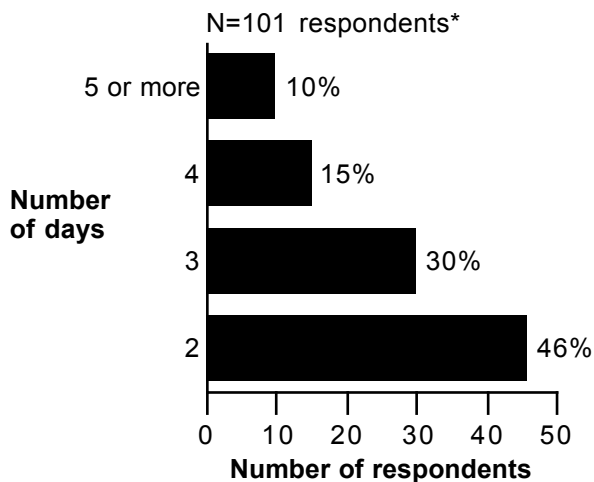


Figure 7. Number of days visiting the park for those who spent more than one day

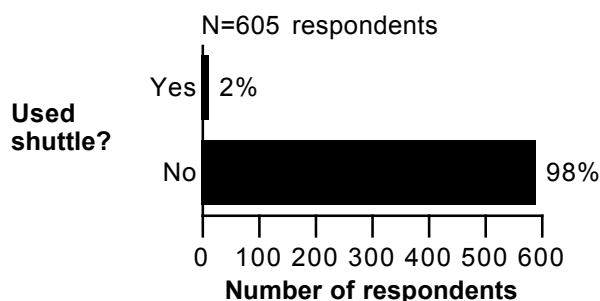
*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Satisfaction with shuttle service

Question 4a

Currently Cumberland Island National Seashore offers a free, unscheduled shuttle service to transport visitors along 3-mile loops at the south end of the island from Dungeness Dock to Dungeness Ruins and Sea Camp. On this visit, did you take the South End Shuttle?



Results

- As shown in Figure 8, only 2% of respondents reported using the shuttle service during their visit.

CAUTION: The shuttle service was only offered for a brief period of time at the beginning of the survey period. The shuttle vehicle was not running for the remainder of the time. Thus the percentages used did not reflect the actual demand for the service.

Figure 8. Respondents who took the shuttle service

Question 4b

If Yes (took the shuttle service), how satisfied were you with the shuttle service?

Results

- Since a very small proportion of respondents actually had an opportunity to utilize the shuttle service, there were not enough data to provide reliable results. The number of respondents who rated the service is shown below in Table 5.

Table 5. Satisfaction of shuttle service (n=14).

Level of Satisfaction	Number Respondents
Not at all satisfied	1 (7%)
Slightly satisfied	1 (7%)
Somewhat satisfied	4 (29%)
Very satisfied	8 (57%)
Completely satisfied	0 (0%)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reasons for not using the shuttle service

Question 5

If you did not take the South End Shuttle Service during this visit, what prevented you from using the shuttle service?

Results

- 68% of respondents reported they were not aware of the shuttle service (see Figure 9).
- 40% preferred to walk/bike.
- “Other” reasons (14%) included:

Back condition
Backpacking
Came too late
Did not know about it
Don't like added impact of shuttles
Dungeness walking tour
Group walking tour
Have friend on island with car
Lack of time
No car seats
Not available
On another tour
Other activities
Our teachers
Rented bikes
Seeing the wild horses

CAUTION: The shuttle service was only offered for a brief period of time at the beginning of the survey period. The shuttle vehicle was not running for the remainder of the time. Thus the results may not accurately reflect the reason for not using the shuttle service.

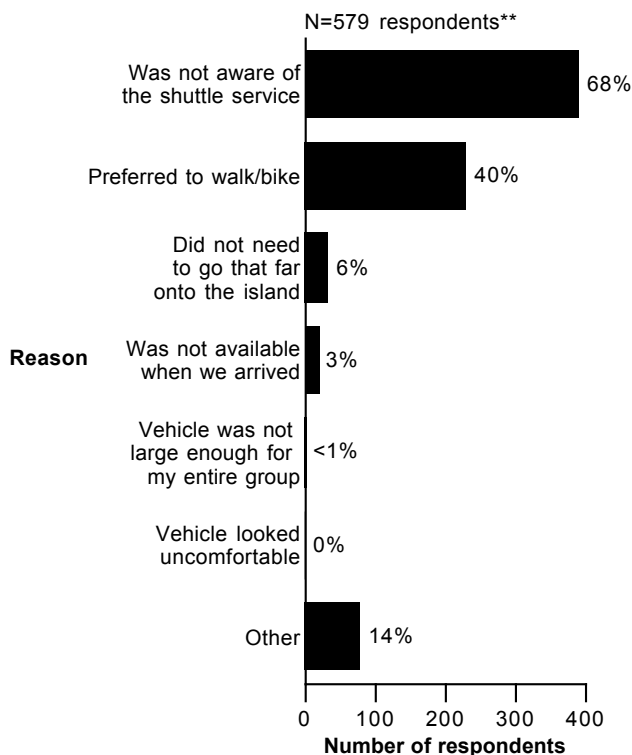


Figure 9. Reasons respondents who did not take the shuttle service

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities this visit

Question 6a

On this visit, in which activities did you participate within Cumberland Island National Seashore?

Results

- As shown in Figure 10, the most common activities in which respondents participated were:

88% General sightseeing
81% Viewing wildlife
62% Picnicking

- “Other” activities (11%) were:

Boy Scouts
Hiking/walking
Hunting shark’s teeth
I came to see the houses
Long nap on beach
Mini bus tour and south end of island tour
Museum
Photography
Sea kayaking
Seeing horses
Shell collecting
Shuttle to Plum Orchard
Taught Leave No Trace ethics
Wanted to walk
Wildfire control research

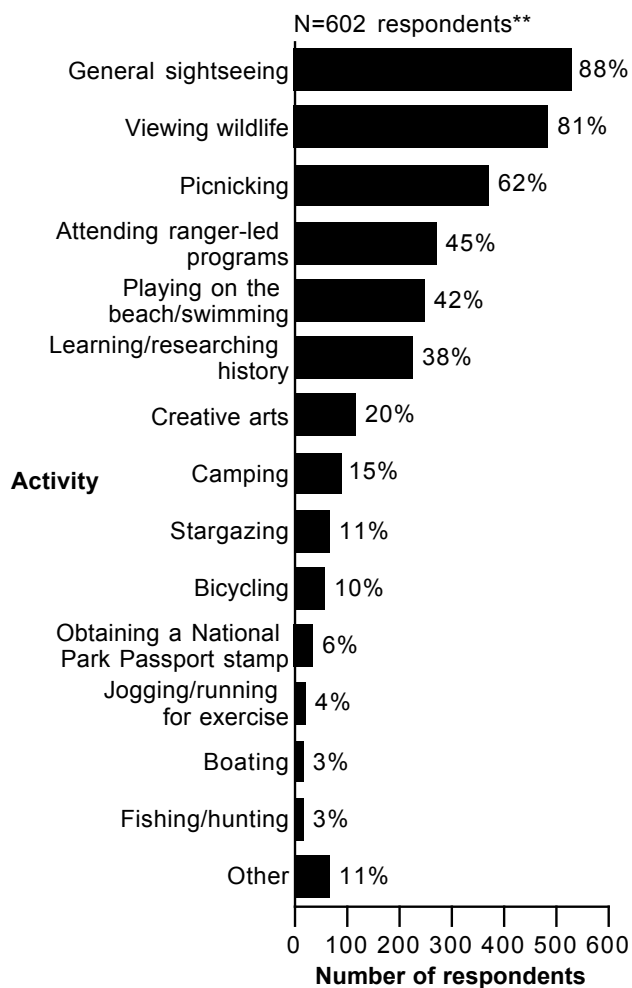


Figure 10. Activities this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred activities on a future visit**Question 6b**

If you were to visit Cumberland Island National Seashore in the future, in which activities would you prefer to participate?

Results

- As shown in Figure 11, the activities that respondents most preferred for a future visit were:

65% Viewing wildlife

64% General sightseeing

- “Other” activities (10%) were:

Hiking

Hunting shark's teeth

New mansions

Relaxing with book

Riding that shuttle

Seeing horses

Seeing the movie about

Cumberland Island

Shell collecting

Shuttle to Plum Orchard

Staying at bed and breakfast

Staying at Greyfield Inn

Taking tour to north end of island

Teaching Leave No Trace

Various species

View turtles, hatching/heading back to ocean

Visiting wilderness area

Walking on beach

Wild horse rodeo/lasso activity

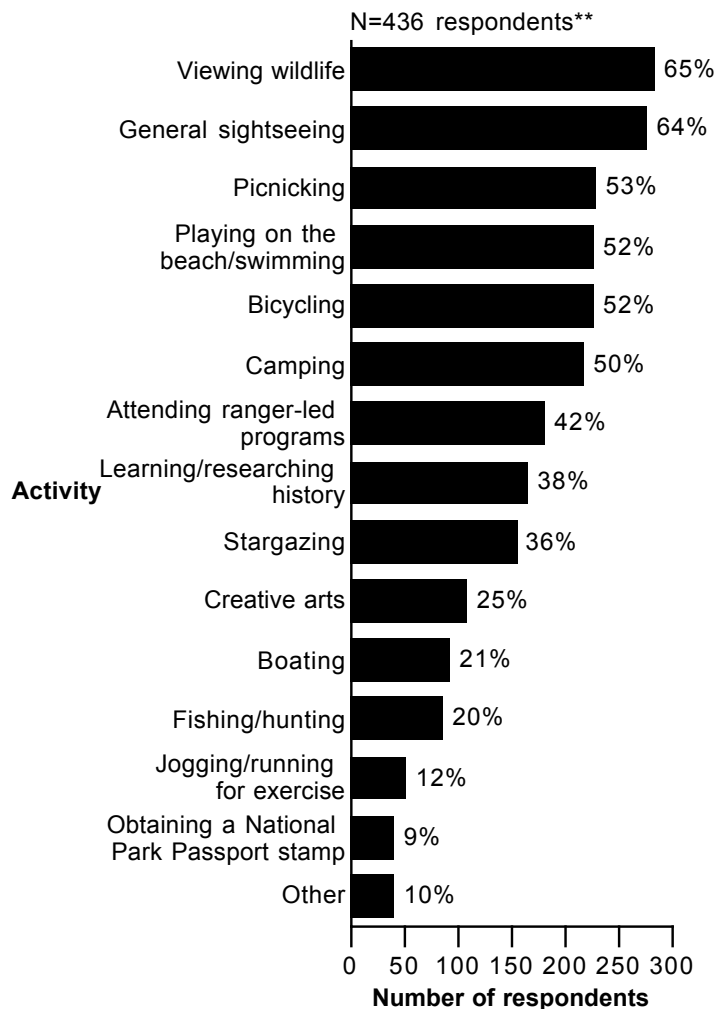


Figure 11. Activities preferred on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reasons for not taking Lands and Legacies Tour

Question 7

Currently Cumberland Island National Seashore offers a guided motorized tour of the North End of the island called the “Lands and Legacies Tour.” The tour is guided by park staff, takes five to six hours, and includes both natural and cultural sites.

- a) Prior to receiving this questionnaire, were you aware of the Land and Legacies Tour?
- b) On this visit, did you take the Lands and Legacies Tour?
- c) If No, what prevented you from taking the Lands and Legacies Tour on this visit?

Results

- 49% of respondents were aware of the Lands and Legacies Tour (see Figure 12).
- 15% of respondents indicated that they took the Lands and Legacies Tour on this visit (see Figure 13).

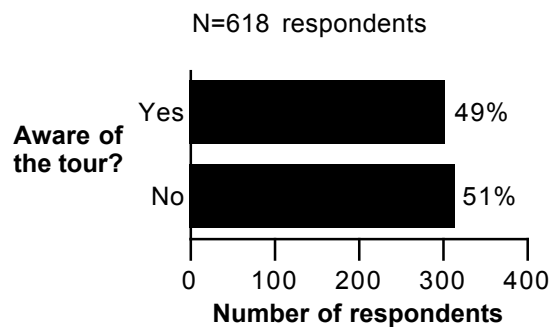


Figure 12. Awareness of Lands and Legacies Tour

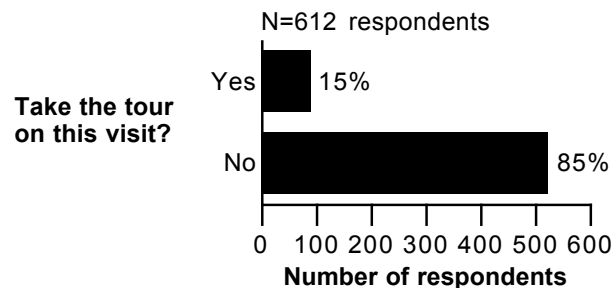


Figure 13. Respondents who took the tour on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reasons for not taking Lands and Legacies Tour (continued)

Results

- 25% respondents listed “tour is too long, did not have time” as the reason for not taking the Lands and Legacies Tour (see Figure 14).
- 16% were generally not interested in guided tours.
- “Other” reasons (52%) were:

Arrived too late
 Backpacking
 Came to see horses
 Did not know about it
 Disagree with high impact of tours
 Ferry schedule
 Forgot
 Had children along
 Had not enough money
 Had other plans/activities
 Hunt in progress
 Just relaxing
 Next visit
 Not enough time
 Not interested
 On a planned tour
 On Road Scholar tour
 Physical condition
 Short visit
 Too early
 Took a different tour
 Tour was full
 Tour was too long
 Wanted to walk
 Was already on North end

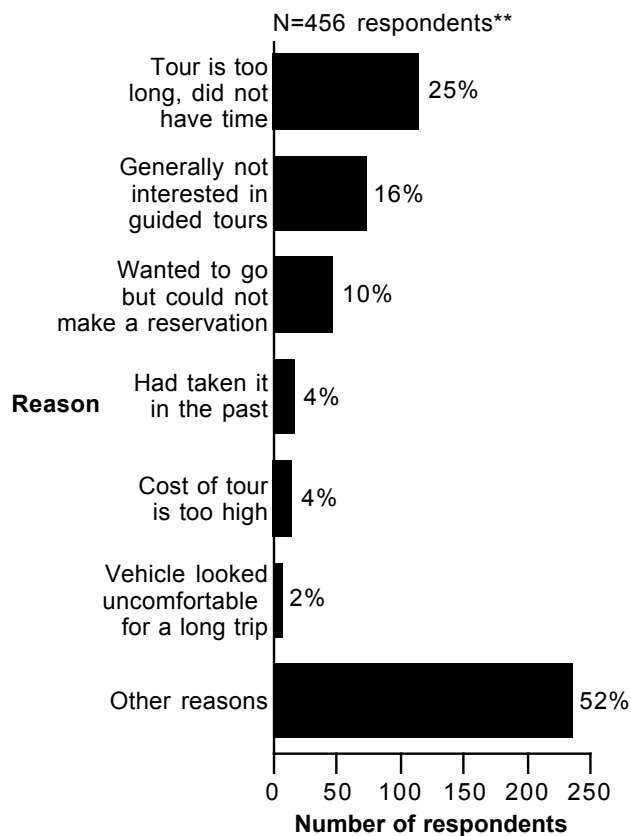


Figure 14. Reasons for not taking the Lands and Legacies Tour

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Interest in Lands and Legacies Tour on a future visit

Question 8

If you were to visit Cumberland Island National Seashore in the future, would you be interested in taking the Lands and Legacies Tour?

Results

- 65% of respondents indicated that they would be interested in taking the Lands and Legacies Tour on a future visit to the park (see Figure 15).

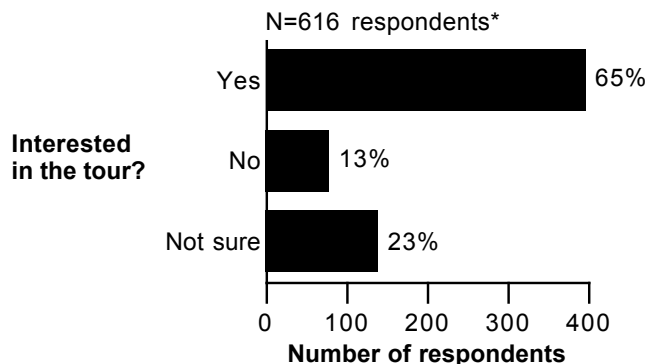


Figure 15. Interest in the Lands and Legacies Tour on a future visit

Opinions about Lands and Legacies Tour fees

Question 9

- Currently the charge for the Lands and Legacies Tour is \$15 per adult and \$12 for senior citizen and children under 12. In your opinion, is this amount appropriate?
- On a future visit, would you be willing to pay \$20 per adult, and \$17 for senior citizens and children under 12, if the fees were used to fund the increasing costs of operating the Lands and Legacies Tour?

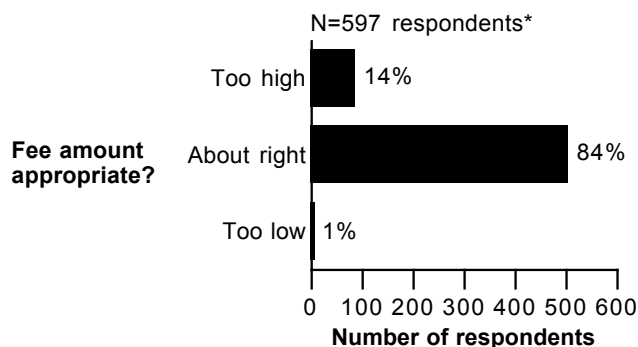


Figure 16. Appropriateness of current fee

Results

- 84% of respondents thought the current fees for the tour were “about right” (see Figure 16).
- 41% of respondents would be willing to pay the proposed fees if they were to take the tour on a future visit (see Figure 17).
- 31% said it was unlikely they would be willing to pay the proposed fees.

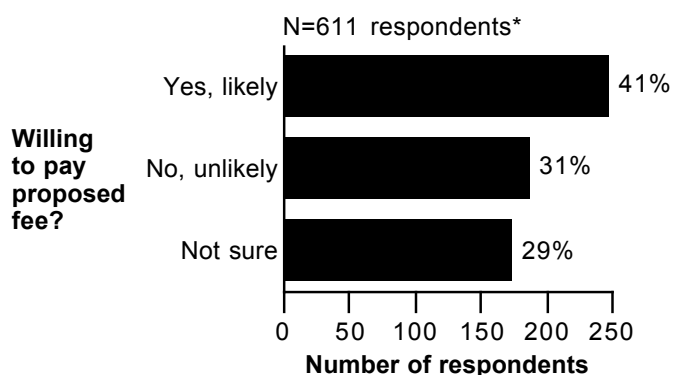


Figure 17. Willingness to pay proposed fees

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Interest in taking Plum Orchard Mansion tour

Question 10a

If transportation was offered would you be interested in taking a guided tour of Plum Orchard Mansion?

Results

- 80% of respondents would be interested in taking the Plum Orchard Mansion tour (see Figure 18).

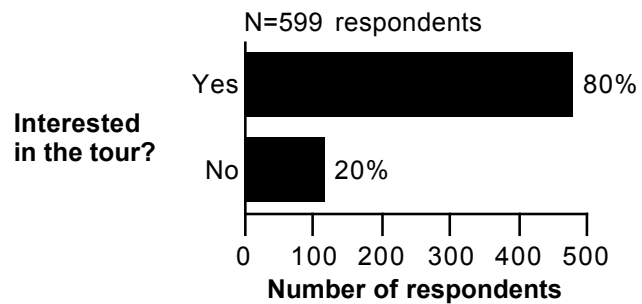


Figure 18. Interest in Plum Orchard Mansion Tour

Willingness to pay Plum Orchard Mansion tour fee

Question 10b

Would you be willing to pay a fee of \$10 per adult and \$7 for senior citizens and children under 12 to take the Plum Orchard Mansion tour?

Results

- 69% of respondents were willing to pay the proposed fees to take the Plum Orchard Mansion tour (see Figure 19).

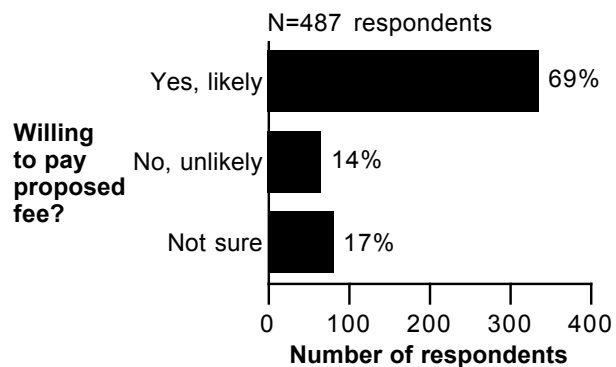


Figure 19. Willingness to pay the tour fee

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Services used

Question 11a

On this visit to Cumberland Island National Seashore, please indicate how satisfied you were with the following services.

Results

- From this question, data was collected about the proportion of use for each service.
- 94% of respondents used the ferry/water transportation service (see Figure 20).
- 87% used information services.
- The least used service was “special events/programs” at 8%.

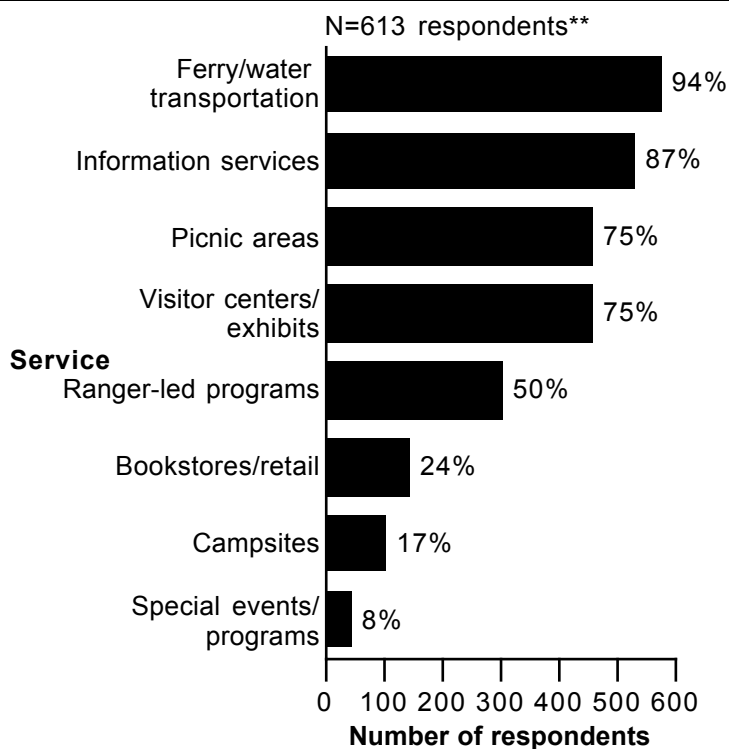


Figure 20. Services used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor satisfaction with services used

- Table 6 shows respondents' satisfaction with each service provided by the park among those who used the services.
- Figure 21 shows the combined proportions of “very satisfied” and “completely satisfied.”
- The service that received the highest combined proportions of “very satisfied” and “completely satisfied” was ferry/water transportation service at 95%.
- The service that received the highest proportion of “not at all satisfied” was bookstores/retail (3%).

Table 6. Respondents' satisfaction with services provided by the park

Service	Number of respondents	Satisfaction level (Percent of respondents)				
		Not at all	Slightly	Somewhat	Very	Completely
Bookstores/retail	145	3	3	21	43	30
Campsites	105	0	0	8	36	56
Ferry/water transportation	578	0	1	4	37	58
Information services	532	2	5	11	39	43
Picnic areas	460	<1	1	7	48	44
Ranger-led programs	305	1	2	7	30	60
Special events/programs	47	0	4	6	38	51
Visitor centers/exhibits	459	<1	3	17	40	39

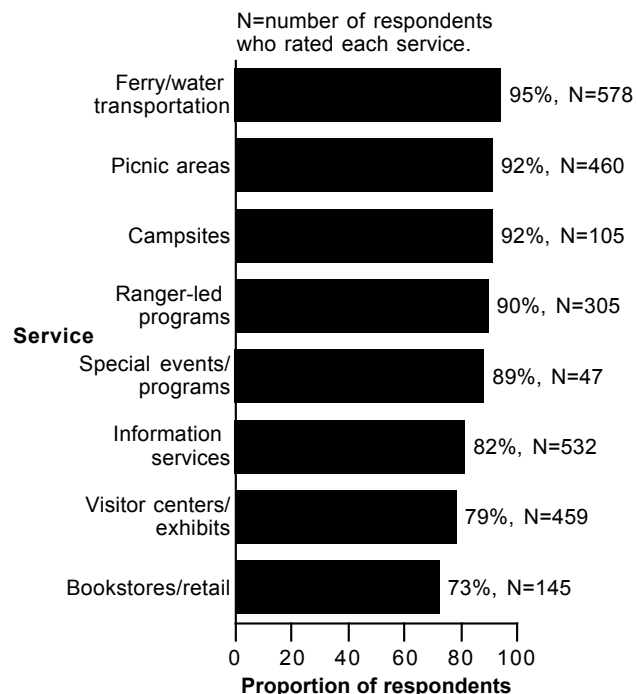


Figure 21. Combined proportions of “very satisfied” and “completely satisfied”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reasons for being unsatisfied with services used

Question 11b

For any service that was not satisfactory, please explain the problem.

Results

- Table 7 lists the explanations respondents gave for their dissatisfaction.

Table 7. Explanations of satisfaction ratings
(N=47 comments; some respondents made more than one comment.)

Explanation	Number of times mentioned
Bookstores/retail	
Cost of \$35.00 too high for periodicals	1
Gift shop closes too soon	1
Visitor center only had XL and 2XL clothing items	1
Campsites	
Trash at backwoods campsite (Brickhill Bluff) and loud campers	1
Campground reservation system complicated for booking groups	1
Too hard to make reservations!	1
Need better description of campsites, locations and ease of use	1
Ferry/water transportation	
Ferry/water transport was slightly overpriced	1
Were not told when making ferry reservations about hunting closure	1
Could not hear instructions or commentary on ferry	1
Too crowded, not enough seating.	1
Information services	
More accurate park maps and distances between sites	2
Not enough information made available	2
Brochure was poorly written	2
Better trail signage	2
Not made aware of all services	2
Maybe a map of spots to highlight a bike tour with mileage etc.	1
Self guided tour - maybe a walked self guided tour with audio	1
Unaware of tours - no communication when exited our private boat	1
Need clearer history account	1
More written African American and Indian history during walks	1
North End Tour sign-up not mentioned in some places	1
Need information center	1
No sign on part directing to Stafford	1
No sign stating that you are entering wilderness zone.	1
More directional signs e.g. from beach back to Sea Camp Dock	1
Better backcountry maps with mileage	1
Need more identification signs	1
Leave No Trace needs to be stressed more for backcountry.	1
Office on street in town was closed - no hours posted.	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 7. Explanations of satisfaction ratings (continued)

Explanation	Number of times mentioned
Picnic areas	
No garbage cans	2
More picnic areas	2
Ranger-led programs	
Ranger talked a little too long on Dungeness Tour	1
Special events/ programs	
Not aware of shuttle	2
Was not informed of events/programs	1
More bike paths	1
Visitor centers/ exhibits	
Movie should be shown continuously	1
Some of the exhibits looked worn	1
Lighting dim, hard to read signs	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall satisfaction

Question 12

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you at Cumberland Island National Seashore during this visit?

Results

- 94% of respondents rated the overall quality as “very good” or “good” (see Figure 22).
- Less than 1% of respondents rated the overall quality as “very poor” or “poor” (total of 3 people).

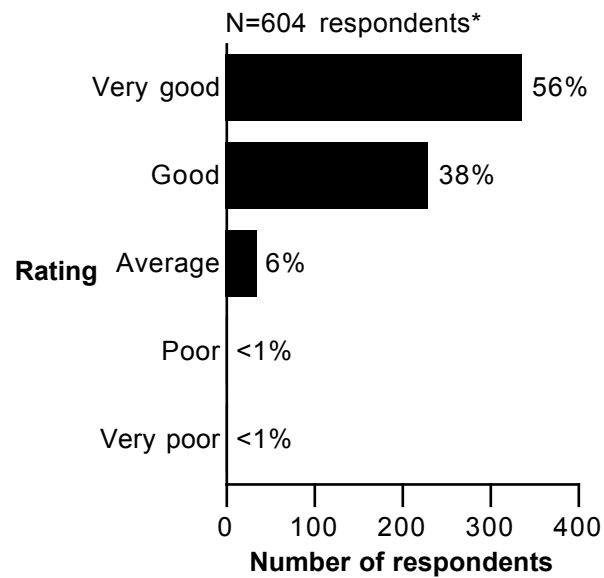


Figure 22. Overall quality rating

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park planning**Question 13**

If you were a park manager planning for the future of Cumberland Island National Seashore, what would you propose? (Open-ended)

Results

- 82% of respondents (N=145) answered this question.
- Table 8 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 8. Park planning
(N=224 comments; some respondents made more than one comment.)

Comment	Number of times mentioned
Information services	
Better signage	27
More history	6
More interpretive programs	4
More tours	4
Better maps	3
Wildlife programs	2
Better wildlife exhibit	1
Bicycle tours	1
Boater information	1
Ecology programs	1
Give star gazing tour	1
Guided walks	1
Horse drawn wagon tours	1
Horse rides	1
Larger museum	1
Lunch and lecture program	1
More first-time visitor information	1
More advertising	1
Motorized tours	1
Non-motorized Ranger programs	1
Shorter tour option	1
Show film more	1
Sightseeing	1
“Things To Do” board	1

Table 8. Park planning (continued)

Comment	Number of times mentioned
Park management	
Keep it wild/natural	10
Limit motorized vehicles	8
Increased access to north end	4
Limit number of visitors	4
Make booking campsite easier	3
More advertising	3
Rental cabins	3
Handicap accessibility	2
More building restoration	2
No change	2
Allow campsite selection	1
Allow group booking	1
Allow small groups to use group campsites during offseason	1
Concern for seniors	1
Docks	1
Easy to make reservations	1
Firewood access	1
Free tours	1
Group rates	1
Horse rides	1
Horse sales	1
Keep costs down	1
Keep Plum Orchard open to visitors	1
Knowledge of Leave No Trace	1
Lower fees	1
No wake zones	1
School outreach	1
Ticket that includes all services	1
Tram system to take people around the park	1
Resource management	
Maintain wild areas	2
Conservation	1
Keep historic and natural features intact	1
Limit human impact	1
More prescribed burns	1
Plant oak trees to return island to earlier state	1
Protect structures	1
Remove burrs	1
Take care of horses	1
Tick control	1

Table 8. Park planning (continued)

Comment	Number of times mentioned
Concessions	
Increase shuttle services on island	18
Allow personal bikes on ferry	3
Increased ferry trips	3
More shops	2
Better information on bikes	1
Bigger gift shop	1
Bike rentals for kids	1
Boat rentals	1
Decrease bike rental cost	1
Earlier ferry on Sunday	1
Ferry stop at Plum Orchard	1
Increased food availability	1
Later ferry	1
More transportation options for elderly	1
Night ferry	1
Sell bug spray	1
Facilities and maintenance	
More trash cans	9
Storage lockers	3
Heated water	2
More seating	2
Better museum lighting	1
Improve roads	1
Maintain basic health and sanitation services	1
More bathrooms	1
More benches	1
More recycling	1
More trash pickup	1
New bath house	1
Play area for children	1
Replace hand dryers at Sun Campground	1
Replace showers	1
Solar arrays to heat water	1
Trail maintenance	1
General	
No change	13
Not sure	4
Horses look skinny	1

Visitors with organized groups

Question 14

On this visit, were you part of a larger organized group (such as a tour, school, scout, church group, etc.)?

Results

- 9% of respondents were with an organized group (see Figure 23).

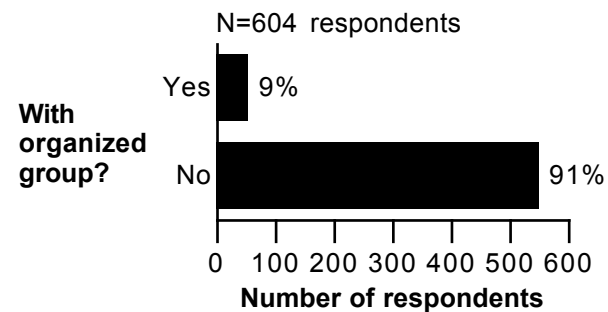


Figure 23. Respondents with an organized group

Group type

Question 15a

On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

Results

- 53% of respondents traveled in family groups (see Figure 24).
- 27% traveled with friends.
- “Other” groups (5%) were:

Road Scholar group
School group
Kayaking group
Church group
Scouts
Guided packing

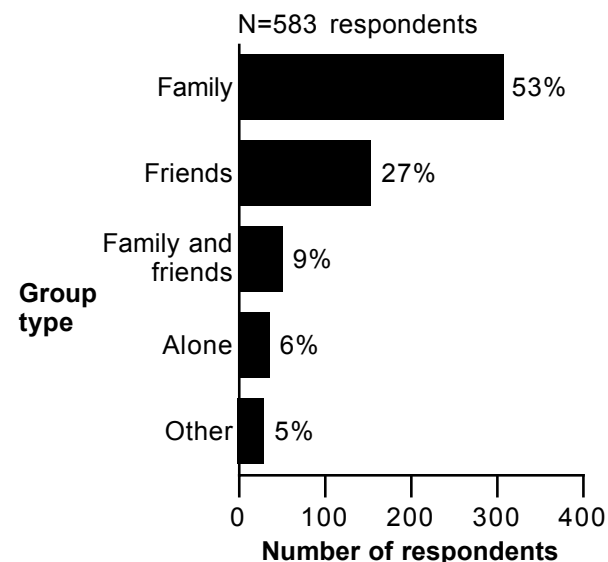


Figure 24. Group type

Group size

Question 15b

On this visit, how many people were in your personal group, including yourself?

Results

- The smallest group size was one person and the largest group size was 34 people.
- Average group size was four people, and median (50% more and 50% less) was two people.
- 53% were in groups of two (see Figure 25).
- 32% were in groups of four or more.
- 83% of groups were adult-only groups.
- 17% of groups traveled with children under 18 years of age.

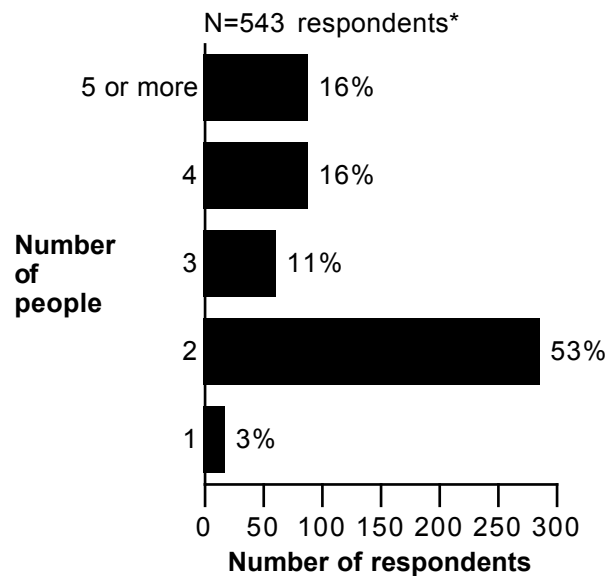


Figure 25. Group size

Respondent age

Question 16

What is your age?

Results

Note: the questionnaires were only distributed to visitors aged 18 or older, thus there are no respondents under 18 years old.

- Respondent ages ranged from 18 to 86 years.
- 42% of respondents were 56 to 70 years old (see Figure 26).
- 31% were 41 to 55 years old.

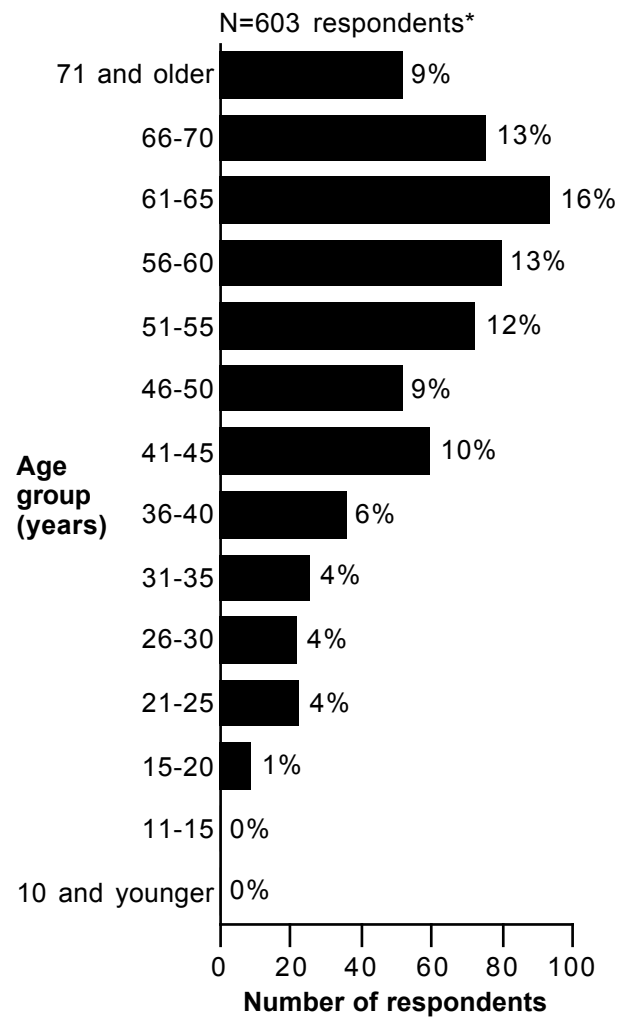


Figure 26. Respondent age

Respondent place of residence**Question 17**

What is your zip code? If you are not from the U.S please specify the name of your country.

Results

- 33% of respondents were from Georgia (see Table 9).
- 29% were from Florida.
- Smaller proportions came from 41 other states.
- 4% of respondents came from other countries as shown in Table 10, although this data must be viewed with **CAUTION!** due to the small number of respondents.

Table 9. Respondent place of residence (n=613)

State	Frequency	Percent
Georgia	205	33
Florida	175	29
North Carolina	19	3
South Carolina	18	3
Ohio	16	3
New York	13	2
Tennessee	13	2
Michigan	12	2
Illinois	11	2
Virginia	8	1
Indiana	7	1
Kentucky	6	1
Texas	6	1
Alabama	5	1
Maryland	5	1
Massachusetts	5	1
Colorado	4	1
Missouri	4	1
New Jersey	4	1
Pennsylvania	4	1
Connecticut	3	<1
Iowa	3	<1
Montana	3	<1

Table 9. Respondent place of residence (continued)

State	Frequency	Percent
New Hampshire	3	<1
Oregon	3	<1
South Dakota	3	<1
West Virginia	3	<1
Wisconsin	3	<1
Arizona	2	<1
California	2	<1
Delaware	2	<1
Kansas	2	<1
Louisiana	2	<1
Maine	2	<1
Minnesota	2	<1
Vermont	2	<1
Alaska	1	<1
Arkansas	1	<1
Idaho	1	<1
Nevada	1	<1
New Mexico	1	<1
North Dakota	1	<1
Washington	1	<1
International	26	4

Table 10. Respondent country of residence* (n=26) **CAUTION!**

Country	Frequency	Percent
Canada	7	27
United Kingdom	6	23
Germany	5	19
Australia	2	8
Switzerland	2	8
Belgium	1	4
India	1	4
Japan	1	4
Australia	1	4

Number of visits to Cumberland Island National Seashore

Question 18

Including this visit, how many times have you visited Cumberland Island National Seashore?

Results

- 64% of respondents were first time visitors (see Figure 27).
- 22% had visited three or more times.
- 14% had visited the park twice.

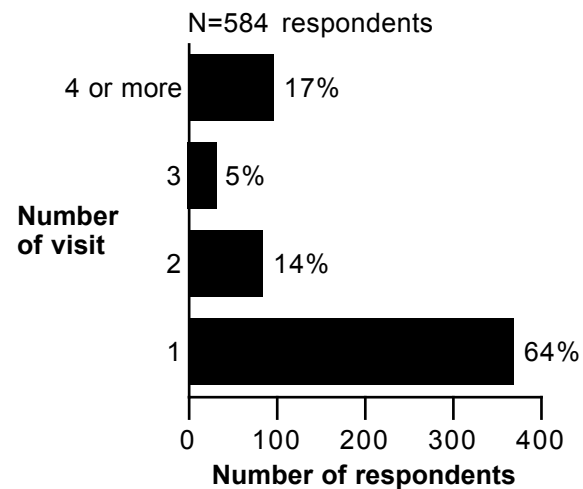


Figure 27. Number of visits to park

Respondent household income

Question 19a

Which category best represents your annual household income?

Results

- 20% of respondents reported a household income of \$100,000 to \$149,999 (see Figure 28).
- 19% had incomes between \$50,000 and \$74,999.
- 14% had incomes between \$75,000 and \$99,999.

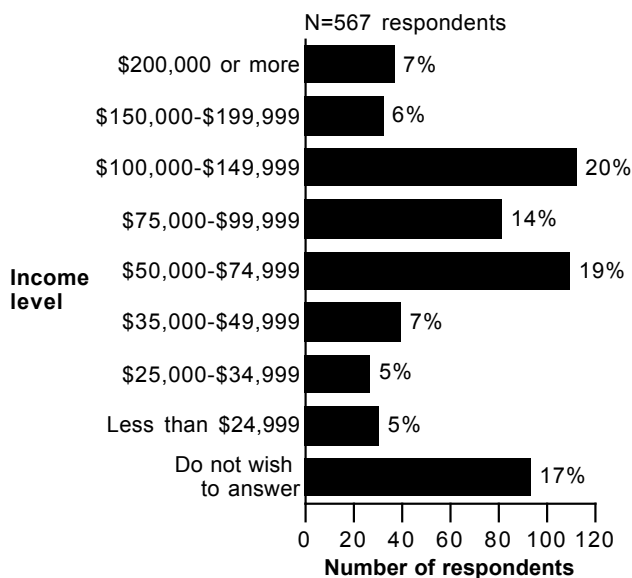


Figure 28. Respondent household income

Respondent household size

Question 19b

How many people are in your household?

Results

- 59% of respondents had two people in their household (see Figure 29).
- 16% were in a single person household.

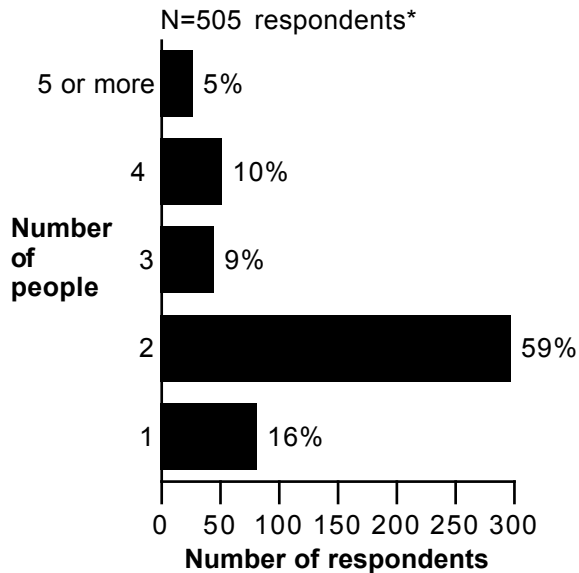


Figure 29. Number of people in household

Additional comments**Question 20**

Is there anything else you would like to tell us about your visit to Cumberland Island National Seashore? (Open-ended)

Results

- Table 11 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 11. Additional comments

(N=112 comments; some respondents made more than one comment.)

Comment	Number of times mentioned
Concessions	
Shuttle services desired	6
More food options	2
Add gift shops to Sea Camp	1
Bike offerings at both stops	1
Bike rental for seniors too expensive	1
Enjoyed the park	1
Ferry essential to experience	1
Ferry runs more often	1
Gift shop on the mainland should be open when ferry arrives	1
Shuttle should span entire island	1
Water bottle holders on bikes	1
Facilities and maintenance	
More trash cans	2
Broken soap dispensers	1
Clean and organized nicely	1
Clean facilities	1
Hand dryers are too loud	1
Hooks on restroom doors	1
Install light sensors in all restrooms	1
More benches	1
More signs for bathrooms	1
More water spigots	1
Restrooms well maintained	1
Love how well park is maintained	1
Information services	
Better advertising of services	3
More emphasis on flora/fauna/history	2
Ask visitors if they are aware of services	1
Better advertising of closing times	1
Improve signage	1
More ecology	1
Personnel	
Great and helpful personnel	14
Good tour guide	2
Give rangers a raise	1
Love the National Park Service	1

Table 11. Additional comments (continued)

Comment	Number of times mentioned
General	
Enjoyed the park	30
Beautiful	19
Love the park	19
Thank you	8
Will return	8
Great place	4
Keep up the good work	3
Love the wildlife	3
Relaxing	2
Very nice	2
Awesome/wonderful	2
Best park I have visited	1
Favorite place on earth	1
For question #8, yes if shorter	1
Glad everyone can enjoy	1
Glad park is not overrun with people	1
Glad to be back	1
Great experience	1
Great opportunity	1
Informative	1
Interesting	1
Liked the hiking trails	1
Love that park is protected	1
Magical	1
More time in the day	1
Park was great	1
People are nice	1
People should be aware of Leave No Trace ethic	1
Question 19 is rude	1
Really need to take tour before answer (#9a)	1
Ruins were amazing	1
Scenic	1
Secluded	1
Tranquil	1
Would like to stay	1
Park management	
Preserve park	5
Do not commercialize park	2
Eliminate tours	1
Entry fees too high	1
Glad it is undeveloped	1
Group services are excellent	1
Increased tour options	1
Reduced tour cost	1
Reservation process is difficult	1
Too touristy	1
Understand struggle of park management	1
Well run	1

Appendix 1. Visitor Comments

This section contains visitor responses to open-ended questions.

Question 13. If you were a park manager planning for the future of Cumberland Island National Seashore, what would you propose? Please be specific.

- A board with info of what there is to do rather than leave it just to the volunteers
- A few more trail signs w/ distance stated
- A play area for children
- A shuttle to Plum Orchard for those that only have a few hours or want to do Plum Orchard + other.
- Access and tours of more of the island
- Access to the north not requiring all day/shuttle north to south every hour
- All ruins be labeled with an explanation of how it was used
- Allow people to bring their own bikes on the ferry for day trips
- Any more publicity could harm this fragile gem. Keep it wild please.
- As is
- Backcountry permit holders should be evaluated on Leave No Trace.
- Better advertisement and promotion of interpretive programs
- Better communication regarding bike rentals
- Better lighting in museum, better map and signage
- Better marked trails
- Better reservation system
- Better signage
- Better signage from beach back to dock
- Better signage from Dungeness ruin to seashore
- Better signage of distances of trails/roads
- Better signage to the beach over the dunes; later ferry at 7 PM
- Better signage! For example Dungeness signage to designate ruins, outbuilding, etc. history and use of these.
- Better signage.
- Better signs in backcountry
- Better signs/information at each relic building
- Better trail markings, especially at beach
- Better walking maps (hiking)
- Bigger souvenir shop
- Boat rentals
- Cabins (like at Hanna Park)
- Can't think of anything
- Clear trails Mill Pond - bad make sure backpackers know where water sources
- Conservation. Support for wildlife programs. Keep it wild.
- Continual north to south shuttle stopping at each major site - would be willing to pay \$20
- Continue offering free tours.
- Continue to protect as is. We like not having so many people.
- Distances to next area, also difficulty of trail (easy to hard) more benches for those who have problems walking
- Do not allow vehicles on beach
- Don't change a thing.
- Don't change anything!
- Don't know enough to offer advice
- Easy to make reservations!
- Easy, very affordable, were advanced shuttle to and from north end of is
- Get rid of all motorized vehicles on the island
- Get rid of burrs

- Golf cart rentals/or transportation
- Great job like it is
- Guided natural history/environment walks
- Guided tours via vehicle from south of the island to the north of the island
- Handicap accessibility
- Have a ferry stop at Plum Orchard, replace the hand dryers (too loud) at Sun Camp Campground. Disturbs the peace and quiet at campsites.
- Have an annual sale of horses. This would thin the herd, thicken the grass, increase the health of the herd, and provide income for you.
- Have trash cans at docks, have recycle bins at docks
- Have truck to take campers north to start camping/hiking so can hike north with one night stay
- Haven't spent enough time on the island to tell
- Heated water
- Historical literature pamphlets
- Horse and wildlife watching
- Horses look skinny
- Hot showers
- I have no idea on this
- I think bicycle guided tours would be great
- I think more people need to be made aware of what a magical place this is - I think more info about the every day lives and how people lived here. Kind of behind the scenes - both the Carnegies and employees.
- I would allow people to bring their own bicycles or lower the price of renting them, \$18 is too high
- I would be careful to limit motorized activities that would detract from the natural part of the island. Not this trip, but I bring thirty 8th graders each May
- Ice cream for sale at docks
- If golf carts could be rented it would help those of us that are older and would like to visit all the island at our own pace.
- If you did a comprehensive ticket that included all the special events, tours, and ferry for one price (the Plum Orchard and Lands and Legacies Tours)
- Increased signage between beach and ferry pickup points
- Install solar array in campground for hot water similar to Everglades Flamingo Campground
- Invite groups to have gatherings for special group rates.
- Just offer tour to Plum Orchard.
- Keep it as is
- Keep it as natural and untouched as possible. This is why we would return.
- Keep it as simple as possible, as natural as can be
- Keep it more rugged with really isolated feeling
- Keep it natural and maintain the history of the island. That's what makes it unique.
- Keep it natural!
- Keep it natural. More trash pickup and have trash receptacles on beach trail access points. On Sunday have an earlier ferry (2:45 pm)
- Keep it the same
- Keep it the way it is. Larger museum with more history.
- Keep Plum Orchard open to visitors. Change if needed, but keep it always open
- Keep same number of people visiting
- Keep vehicle traffic to absolute minimum
- Keep wild areas pristine, give star gazing tour
- Keeping staff vehicles to a minimum while visitors are on island
- Kid sized bikes for rent
- Leave it alone
- Leave the island in its current state. No future development.
- Limit number of visitors; leave environment as is, minimize infrastructure (pure nature)
- Limit the number of visitors so it is not hard on the environment (don't add more ferry boat trips)
- Little more concern for seniors
- Lockers for one day guests

- Log lunches along some trails
- Longer ferry hours, more advertising (knowledge makes good decisions)
- Lower fees, more tour opportunities to north end of island
- Maintain strict limits on number of visitors per day and restrict private automobile travel on roads
- Maintain the historic and natural features that make this park unique
- Maintain wild areas
- Make booking campsites easier. Allow specific number of sites booked in one call. Allow group site to be booked. Just charge a fee for it, many empty sites but we had to fit big group into one site.
- Make it easier to reach someone by telephone to make reservations. Make reservations have the right date. Ours was at end of month and when we called to confirm we were told there was a glitch with the computer program that makes it have the wrong date on our confirmation for ferry. Also when we got on the island we were first night in backcountry and next two nights in Sea Camp. We were told there was no listing for us to be in Sea Camp the second and third nights. Luckily, we preferred to stay in Stafford.
- Make sure people visiting have opportunities to learn history of the island. Make shuttles available to get some of the areas.
- More access to north end
- More accommodating for handicapped
- More advertising; keep costs down; shuttle service to north end and back
- More and better identification and explanation of both historic and natural sights
- More bathrooms
- More building restoration, remove all but emergency gas powered vehicles
- More detailed maps, exhibit of wildlife on island
- More ferry options, trash cans, and more money put into restoring the ruins and other buildings
- More history, more island tours
- More identification of foundation structures. All ruins should be identified as to what their purpose was.
- More info available for private boaters
- More information for first time visitors (i.e. 'push button' recordings with descriptions of parts of island and what would be enjoyable to do there).
- More information signs to identify each site or ruin
- More land legacy tours
- More motorized tours
- More placard info at each of the sites
- More placards with info on sites.
- More pleasure craft docks.
- More prescribed burns (parts of the island seem very overgrown); more interpretive programs at Sea Camp/Dungeness
- More rocking chairs. Lockers for temp storage horse riding transportation food available.
- More shuttles (return)
- More signage to get from Dungeness to beach, golf carts for elderly
- More tour buses, some on south side
- More transportation options on island; i.e. golf carts to rent, Segways, etc.
- N/A
- Nature tours boat/land
- Need more areas along the trails, benches or remote picnic tables
- New bath house
- No additional development
- No changes
- No wake zone for anchorage.
- Not sure
- Nothing motorized, horse drawn wagon tours
- Perhaps a garbage can
- Perhaps inspiring the roads to the other part of the island for faster commute either by bicycle or shuttle so more time is spent learning about the history

- Place for visitor, ranger native sightings, brochures of flora and fauna on island and displays (photo), take care of horses. I know there are some legal issues.
- Plant more oak trees to return the island to its 1600/1700 condition
- Possibly a night ferry back to allow time for stargazing
- Protect existing structures! Plum Orchard Mansion. Find ways so more school children could experience it!
- Provide limited access to firewood to reduce damage to native vegetation from wood scavenging
- Provide rental cabins
- Put tram in so visitors can see more in one day had to choose between north side and south side
- Put up better trail signs to beach, etc.
- Quiet tram that would take people to Plum Orchard and on to north end non-periodically
- Ranger-led programs without van as transportation. Ecology tours/programs. Rentable cabins. Rideable horses. More ferry ride options-more than twice a day.
- Rent golf carts or some sort of small motorized transportation
- Replace showers
- Segway would be wonderful to get around the island
- Sell bug spray
- Shorter tour for people taking 11:45 ferry
- Show the film more!
- Shuttle to & from beach & camping area
- Shuttle to abandoned lighthouse
- Sightseeing
- Small retail shop for snacks, drinks, etc.
- Some place for people who find trash, to be able to dispose of it
- Status quo
- Storage lockers.
- Taste ferry
- That during a few times of the year, allow groups smaller than 10 to utilize the group campsites especially if no one else were coming in for the remainder of the week
- Tick control. I would not want to bring my children have to camp because of the tick infestation.
- Trash cans
- Trash cans. I would give out more info on what activities are on the island.
- Trashcans at dock area only would suffice. More signs during walk on road between stops.
- Try to keep it as natural as possible
- Use of bringing private bikes on the island
- Waste/trash bins
- We do not need many services. This is a remote and undeveloped island. It should remain that way! Maintain basic health and sanitation services and information about services to visitors.
- We had a hard time finding our way because the trails were not clearly marked. Took several. Also we tried calling the ranger station but couldn't get a hold of a human.
- We walked everywhere during our visit. Short as it was, it would have been nice to see more of the island by allowing us a shuttle to visit areas in the upper and mid sections of the island.

Question 20. Is there anything else you would like to tell us about your visit to Cumberland Island National Seashore?

- A scheduled shuttle should span the length of the island's main road. Need to make visitors more aware of services. Rented bikes were more expensive for seniors than the Land and Legacies Tour (6 hours). We rode our bikes to POM and it was closed. No notice of it closing at ranger station/visitor's center. Very bad! Note: \$7.00 for tour would be more appropriate. We thoroughly enjoyed our visit to the island and will return if we are in the area again.
- Absolutely stunning. Enjoyed much, love the corp parks and how they are kept up.
- Add a gift shop to Sea Camp. Time waiting for ferry can translate to money. Information and guests who go away with something to share with others.
- Always a treat
- At the men's restroom near storage buildings the soap dispenser was broken. Soap was in the dispenser but would not dispense.
- Awesome! I love that the island and wildlife are protected.
- Beautiful and clean! Landscaping is great! Love the quiet atmosphere.
- Beautiful place - nice to see nature so beautifully preserved
- Beautiful views, great history and nature talk, with our ranger who guided us through Dungeness
- Blowers for hand drying in bathrooms are so loud they made my short stay there barely tolerable
- Can't wait to come back!
- Competent, friendly staff and volunteers. Clean bathroom. Liked the services provided to scouts and groups. What an opportunity. Couldn't find a second bathroom. Signage may be helpful.
- Could use more time on daily visit
- Cumberland is my favorite place on earth. Since 1983, I have introduced scores of people (8th graders, family, friends) to Cumberland at a minimum of 400 miles away. Please maintain the natural integrity of this most unique place.
- Enjoyed greatly - glad it has been kept undeveloped
- Enjoyed it
- Enjoyed it
- Enjoyed it! Great job for the junior ranger program.
- Enjoyed the experience and would return for a longer stay
- Enjoyed the visit, but have difficulty walking, had to cut day short. Wish I could have known about the transportation on south end of island, would be willing to pay for transportation between docks.
- Everything was great.
- Fabulous ranger tour and talk great to see an island not built up thus natural beauty - thank you national parks and sensible land owners
- for question #8 yes if shorter
- Friendly rangers, beautiful place
- Glad to be back
- Great and helpful personnel
- Great experience
- Great island, but already quite touristy; preserve it and reduce tourist stuff
- Great place, so grateful to have this wonderful resource
- Great ranger led hike at Dungeness with Rene Noe. Very intelligent and humorous, very informative.
- Had a wonderful time, beautiful, calm, and peaceful
- Have camped here on three prior occasions and loved it - beautiful, peaceful and so natural. The ferry ride over and back is an essential part of the Cumberland experience.
- I do love its wildness and understand the delicate balance of encouraging visitation and losing that magical quality. Personally, I love learning about its history, flora, fauna, and would love to see improvements in that area.
- I enjoyed the visit a lot, wish I had learned more about the wildlife and flora, rented a bike (maybe) and some to the northern part.

- I have heard about CI for so long and everything was even better than I'd been told. Keep up the good work!
- I love how natural it is
- I love this island and all its history. Keep up the great work!
- I love this place
- I loved the entire experience. The ranger led hike was very informative. Directions to the beach were very easy. I took lots of pictures of the wild horses, turkeys, alligator, and the beautiful scenery.
- I think you could put out these 8th graders to work picking up beach trash! Thanks for a great visit.
- I would have liked more detailed information regarding the backcountry campsites
- Install light sensors in all restrooms as are operating in the Sea Camp office restrooms. PS We had a great camping visit - need more Armadillos!
- It is a very beautiful, natural place to visit
- It is always wonderful in every way!
- It was beautiful - there are only a few places in the US like this - no cars, limited people and all nature. Wonderful.
- It was beautiful!
- It was great!
- It was great! Thank you for this wonderful opportunity.
- It was wonderful and I thoroughly enjoyed myself
- It would be good to have an alternative way to tour the island - besides the tour (when full) and bicycles - for a shorter period of time than 6+ hours.
- It's a beautiful place. Restroom/shower facility at Stafford was a pleasant surprise.
- Just very enjoyable - and informative
- Keep it natural.
- Large groups (over 5 people) should display knowledge of Leave No Trace ethics.
- Liked wildlife and seclusion and the hiking trails
- Love it
- Love it!
- Love it!
- Love the island, would come more if booking not such a headache. Every year we book multiple sites and show up and have to share one.
- Love the island. Very glad it is available for everyone to visit.
- Loved it, very beautiful. Would like to stay.
- Loved it; wish I had seen wildlife other than horses
- Loved the island! It would be beneficial to have more available history either posted or written. Our main thought was that we wanted to know more about the Dungeness Ruins and their history, etc.
- Loved the place. Wish I could've seen armadillos, but understand they had a hard winter a while back.
- Loved the woodpeckers, horses, and turkeys
- Magical
- Make sure more trash cans available at picnic areas, provide vending or hot dog/hamburger stand
- Maybe being asked at the ticket counter, if you know about all possibilities e.g. bike hire etc.
- More ecology; info on sea level rise; issues relating to maintaining wild life.
- More transportation for couples (seniors) like (golf carts) so we can see the island
- N/A
- Need a hook on restroom door to hang pack up - don't like putting bags on restroom floors
- Nice to have water bottle holder on bikes
- Nice, tranquil. Bike offerings at both stops.
- No
- No
- No complaints. I had a great visit!
- No tours! Walk, bike - this is not Disneyland. Spotless bathrooms! Give that ranger a raise!

- No, was nice
- Nope
- Not aware of needing to sign up. Some info did not mentioned. Very nice. Like to come back for North End Tour.
- One of the best parks I have visited, and I have been to 250+ of them.
- Our tour hostess was very informative and helpful. (Ms. Johnston)
- People here are very nice
- Please install more resting beaches on the main road in the private lands, if they will allow you
- Please keep it as natural as possible. I enjoy spending the day here, very beautiful.
- Please keep up the good work, Cumberland Island is a treasure - the best of GA
- Question 19 is rude
- Really enjoyed
- Really enjoyed it!
- Really need to take tour before answer (#9a)
- Rene Noe is the best tour ranger.
- Rene Noe was amazing! She is knowledgeable and her tour was presented with eloquence. No doubt she loves this island heritage and wildlife - it was the best!
- Renee provides excellent information and has a wealth of knowledge
- Signage on trails needs improving
- Story telling by park rangers! Love it.
- Thank you
- Thank you for all you do to make places like Cumberland Island accessible to people while protecting it from overuse
- Thank you for the beauty and preservation!
- Thanks, enjoyed
- Thanks.
- The gift shop on the mainland should be open when the 4:45 ferry pulls in. It's a pain to have to pay and carry purchase all pay.
- The island is beautiful
- The natural beauty is amazing. Do not commercialize the park.
- The natural beauty is spectacular. I appreciated the lack of commercialism.
- The ruins were amazing. We were sad the hunt was happening so the north was inaccessible (we knew ahead of time). Guess that means we'll be visiting again!
- There should be some kind of expressway to get from one end to the other. So when you have only one day you would be able to see more.
- This is a beautiful pristine part of our wonderful country. Having this opportunity to visit is a pleasure I hope to be able to continue for many generations to come.
- This is a lovely place and should not be spoiled
- This place is amazing. We love it.
- Trash cans availability, vending machines, or snacks, drinks
- Very affable rangers
- Very beautiful and interesting
- Very enjoyable and informative
- Very enthusiastic rangers and park volunteers
- Very glad to find out not all national parks are overrun with people!
- Very nice - relaxing - good tour guide for Dungeness area - a beautiful day!
- Very nice island
- Very pretty!
- Very relaxing
- Very scenic and great nature/wildlife in natural surroundings. Thanks.
- Very unique place and so glad they've been able to share it with the public without ruining it
- Very well run. Clean and organized nicely.
- Water is great service. Maybe a few more spigots closer to campsites.
- We come south to Florida in the winter on our boat and this is a great stop - the rangers are helpful and great to talk to.
- We love seeing the wildlife from the turkeys and horses to the sea birds

- We love the empty beaches and the wild horses! Thank you for taking care of this lovely island.
- We love the nature, wildlife and quiet atmosphere
- We never saw the shuttle and would've loved it. I enjoyed the park very much.
- We really enjoyed our stay
- We thoroughly enjoyed our visit!
- We thoroughly enjoyed the entire day
- We were married here 15 years ago and love the island!
- We will be back - it is so beautiful!
- We'll be back
- With park entry fees already \$24, too high. An inexpensive shuttle that ran on the hour would make it easier for guests to tour the island in full. We've only been able to see a small portion on foot. More ferry ruins to and from the island would be good too.
- Within the entire framework of our federal government, the national park service exceeds all of the branches of our extremely ineffective government branches and agencies. We love the national park service.
- Wonderful visit and place!
- Would like to see a shuttle service to north end of island
- Would love to return and take a tour next time. Very interested in the history of the island. I feel like we only were able to see a portion of what's here. Not everyone can walk to all the areas.

Appendix 2: The Questionnaire

19. a) Which category best represents your annual household income? Please mark (●) one.

- ☐ Less than \$24,999 ☐ \$50,000-\$74,999 ☐ \$150,000-\$199,999
- ☐ \$25,000-\$34,999 ☐ \$75,000-\$99,999 ☐ \$200,000 or more
- ☐ \$35,000-\$49,999 ☐ \$100,000-\$149,999 ☐ Do not wish to answer

b) How many people are in your household? _____ Number of people

20. Is there anything else you would like to tell us about your visit to Cumberland Island National Seashore?

Thank you very much for your valuable input. Please return your completed questionnaire to the drop boxes by Sea Camp Ranger Station or on the ferry.

Paperwork Reduction Act Statement: This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate the transportation services provided by Cumberland Island National Seashore. Your responses are voluntary and anonymous. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number and expiration date. We estimate that it will take an average of 15 minutes to complete the questionnaire. You may send any comments concerning the burden estimates or any aspect of this information collection to Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; or le nale@uidaho.edu (email).

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United States Department of the Interior

NATIONAL PARK SERVICE
Cumberland Island National Seashore
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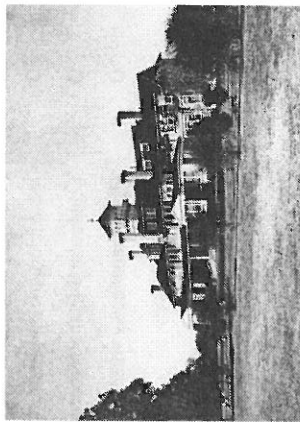


Visitor Survey

Fall 2012

Dear Park Visitor,

Thank you for participating in this study. We would like to hear about your experience at Cumberland Island National Seashore, and learn about your opinions of visitor services and facilities on the island. We are especially interested in your opinions about transportation services on the island. This information will be used in park transportation planning processes, which aim to improve the quality of services and provide better visitor experiences.



This questionnaire is only being given to a select number of visitors, so your participation is important and appreciated. It should only take about 10 minutes to complete. Please return your completed questionnaire to the drop boxes by the Sea Camp Ranger Station or on the ferry.

We appreciate your help.

Sincerely,

Fred Boyles
Superintendent

Instructions:

For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this: ○ ✗ ⊗

1. a) Prior to this visit, how did you obtain information to prepare for your visit to Cumberland Island National Seashore? Please mark (●) all that apply.

☐ Did not obtain information prior to visit → Go to Question 2

☐ Previous visits

☐ Live in the local area

☐ Friends/relatives/word of mouth

☐ Inquiry to park via phone, mail, or email

☐ Cumberland Island National Seashore website: www.nps.gov/cuis

☐ Other websites — which one(s)? _____

☐ Ferry companies

☐ Local businesses (hotels/motels, restaurants, etc.)

☐ Maps/brochures

☐ Newspaper/magazine articles

☐ Other tourist sites (not National Park Service)

☐ Social media (such as Facebook, Twitter, etc.)

☐ State welcome center/visitors bureau/chamber of commerce

☐ Television/radio programs/DVDs

☐ Travel guides/tour books (such as AAA, etc.)

☐ Other (Please specify) _____

- b) From the sources you used prior to this visit, did you receive the type of information about the park that you needed?

☐ No ☐ Yes → Go to Question 2

- c) If NO, what type of park information did you need that was not available? Please be specific.

2. Please list all the sites that you visited at Cumberland Island National Seashore on this visit. Please mark (●) all that apply.

☐ Park visitor center ☐ Beach

☐ Ice House Museum ☐ Dungeness Ruins

☐ Plum Orchard Mansion ☐ Stafford Cemetery

☐ First African American Church ☐ Wharf Ruins

☐ Other (please be specific) _____

3. a) On this visit to Cumberland Island National Seashore, how much time in total did you spend on the island? Please list partial hours as 1/4, 1/2, 3/4.

_____ Total number of hours

- b) Did you visit the park on more than one day?

☐ No ☐ Yes → c) If YES, how many days? _____

4. a) Currently Cumberland Island National Seashore offers a free, unscheduled shuttle service to transport visitors along 3-mile loops at the south end of the island from Dungeness Dock to Dungeness Ruins and Sea Camp. On this visit, did you take the South End Shuttle?

☐ Yes ☐ No → Go on to Question 5

- b) If Yes, how satisfied were you with the shuttle service? Please mark (●) one.

Not at all satisfied ☐ Slightly satisfied ☐ Somewhat satisfied ☐ Very satisfied ☐ Completely satisfied ☐

5. If you did not take the South End Shuttle Service during this visit, what prevented you from using the shuttle service? Please mark (●) all that apply.

☐ Was not aware of the shuttle service

☐ Wanted to take the shuttle but it wasn't available when we arrived

☐ Preferred to walk/bike

☐ Did not need to go that far onto the island

☐ The vehicle was not large enough for my entire group

☐ The vehicle looked uncomfortable

☐ Other (Please specify) _____

6. a) On this visit, in which activities did you participate within Cumberland Island National Seashore? Please mark (●) all that apply in column a).
- b) If you were to visit Cumberland Island National Seashore in the future, in which activities would you prefer to participate? Please mark (●) all that apply in column b).

a) This visit	b) Future visit	Activity
☐	☐	Attending ranger-led programs
☐	☐	Bicycling
☐	☐	Boating
☐	☐	Camping
☐	☐	Creative arts (photography/drawing/painting/writing)
☐	☐	Fishing/hunting
☐	☐	General sightseeing
☐	☐	Jogging/running for exercise
☐	☐	Learning/researching history
☐	☐	Obtaining a National Park Passport stamp
☐	☐	Picnicking
☐	☐	Playing on the beach/swimming
☐	☐	Stargazing
☐	☐	Viewing wildlife
☐	☐	Other, this visit (Specify) _____
☐	☐	Other, future visit (Specify) _____

7. Currently Cumberland Island National Seashore offers a guided motorized tour of the North End of the island called the "Lands and Legacies Tour." The tour is guided by park staff, takes five to six hours, and includes both natural and cultural sites.

- a) Prior to receiving this questionnaire, were you aware of the Lands and Legacies Tour?
- ☐ Yes ☐ No
- b) On this visit, did you take the Lands and Legacies Tour?
- ☐ No ☐ Yes → **Go to Question 8**
- c) If NO, what prevented you from taking the Lands and Legacies Tour on this visit? Please mark (●) all that apply.
- ☐ Had taken it in the past
- ☐ Generally not interested in guided tours
- ☐ Wanted to go but could not make a reservation
- ☐ The vehicle looked uncomfortable for a long trip
- ☐ Tour is too long, did not have time
- ☐ Cost of tour is too high
- ☐ Other reasons (Please specify) _____

8. If you were to visit Cumberland Island National Seashore in the future, would you be interested in taking the Lands and Legacies Tour? Please mark (●) only one.

☐ Yes ☐ No ☐ Not sure

9. a) Currently the charge for the Lands and Legacies Tour is \$15 per adult, and \$12 for senior citizens and children under 12. In your opinion is this amount appropriate? Please mark (●) only one.

☐ Too high ☐ About right ☐ Too low

b) On a future visit, would you be willing to pay \$20 per adult and \$17 for senior citizens and children under 12, if the fees were used to fund the increasing costs of operating the Lands and Legacies Tour? Please mark (●) one.

☐ Yes, likely ☐ No, unlikely ☐ Not sure

10. a) If transportation were offered, would you be interested in taking a guided tour of Plum Orchard Mansion?

☐ Yes ☐ No → **Go to Question 11**

b) Would you be willing to pay a fee of \$10 per adult and \$7 for senior citizens and children under 12, to take the Plum Orchard Mansion tour? Please mark (●) **one**.

☐ Yes, likely ☐ No, unlikely ☐ Not sure

11. a) On this visit to Cumberland Island National Seashore, please indicate how satisfied you were with the following services. Please mark (●) **one** for each service.

Service	Did not use	Not at all satisfied	Slightly satisfied	Somewhat satisfied	Very satisfied	Completely satisfied
Bookstores/retail	☐	☐	☐	☐	☐	☐
Campsites	☐	☐	☐	☐	☐	☐
Ferry/water transportation	☐	☐	☐	☐	☐	☐
Information services	☐	☐	☐	☐	☐	☐
Picnic areas	☐	☐	☐	☐	☐	☐
Ranger-led programs	☐	☐	☐	☐	☐	☐
Special events/programs	☐	☐	☐	☐	☐	☐
Visitor centers/exhibits	☐	☐	☐	☐	☐	☐

b) For any service that was not satisfactory, please explain the problem.

12. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you at Cumberland Island National Seashore during this visit? Please mark (●) **one**.

Very poor ☐ Poor ☐ Average ☐ Good ☐ Very good ☐

13. If you were a park manager planning for the future of Cumberland Island National Seashore, what would you propose? Please be specific.

14. On this visit, were you part of a larger organized group (such as a tour, school, scout, church group, etc.)? ☐ Yes ☐ No

15. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

☐ Alone ☐ Friends ☐ Family and friends
☐ Family ☐ Other (Please specify) _____

b) On this visit, how many people were in your **personal group**, including yourself?

_____ Number of people 18 years of age and over _____ Number of people under 18 years

16. What is your age? _____

17. a) What is your U.S. ZIP code? _____

b) If you are not from the U.S., please specify the name of your country _____

18. Including this visit, how many times have you visited Cumberland Island National Seashore?

_____ Number of visits

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 640/122187, August 2013

**National Park Service
U.S. Department of the Interior**



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