



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

Visitor Services Project



Outer Banks Group Parks:

**Cape Hatteras National Seashore
Fort Raleigh National Historic Site
Wright Brothers National Memorial**

Visitor Study

Summer 2002

Report 136



Park Studies Unit



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

Visitor Services Project

Outer Banks Group Parks

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**Visitor Services Project
Report 136**

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Visitor Services Project Outer Banks Group parks Report Summary

- This report describes the results of a visitor study at the National Park Service (NPS) Outer Banks Group parks: Cape Hatteras National Seashore (NS), Fort Raleigh National Historic Site (NHS), and Wright Brothers National Memorial (NMEM) during July 12-18, 2002. A total of 954 questionnaires were distributed to visitors. Visitors returned 711 questionnaires for a 74.5% response rate.
 - This report profiles visitors to the Outer Banks Group parks. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
 - Thirty-two percent of visitor groups were groups of two. 71% of the visitor groups were family groups. 41% of visitors were aged 36-55 years and 27% were aged 15 or younger.
 - United States visitors were from North Carolina (18%), Virginia (17%), Pennsylvania (10%), 37 other states and Washington, D.C. International visitors made up 1% of total visitors, among those 54% from Canada, 14% from Germany, 9% from France, and a small proportion from 5 other countries.
 - Forty-nine percent of visitors were visiting Cape Hatteras NS for the first time; 51% had visited in the past. Most visitors reported that they had visited Fort Raleigh NHS (71%) and Wright Brothers NMEM (70%) for the first time.
 - The most used sources of information prior to visiting the Outer Banks parks were previous visits (47%), friends/relatives/word of mouth (40%) and travel guide/tour books (31%).
 - Visitors were asked the importance of visiting the Outer Banks parks in their decision to visit the Outer Banks. For each of the parks, the proportion of visitors who rated visiting the parks as "extremely" or "very" important in their decision was 42% for Cape Hatteras NS, 31% for Wright Brothers NMEM and 18% for Fort Raleigh NHS.
 - On this visit, the most common activities at the parks were visiting historic sites (81%), swimming/sunbathing (67%) and walking (64%). On past visits, the most common activities at the parks were visiting historic sites (44%), swimming/sunbathing (40%) and walking (32%). According to visitors, the most important reason for visiting Cape Hatteras NS was "visiting lighthouses." "Historical significance" was listed as the most important reason for visiting Fort Raleigh NHS and Wright Brothers NMEM.
 - Fifty percent of visitor groups had visited one or more of the Outer Banks parks in the past. Most visitor groups (55%) said that any differences/similarities in park programs/activities had no effect on their visit.
 - Most visitor groups (54%) reported that they would not consider camping at a NPS campground on a future visit to Cape Hatteras NS. Most visitors (62%) percent of visitor groups said they "don't camp/prefer hotels/cottages/condos."
 - Visitors were asked to rate the importance of selected attributes in planning for the preservation of the Outer Banks parks. The highest "extremely" or "very" important ratings were for preserving historic sites (88%), educational opportunities (75%) and preserving natural open space (72%).
 - Visitors were also asked how selected factors may have affected their park experience. Of those who experienced the factors, the highest "detracted from" rating was for litter. The highest "added to" ratings were for fires on beaches and vehicles on beaches, each 10%.
-

**Visitor Services Project
Outer Banks Group parks
Report Summary (continued)**

- Forty-six percent of visitors visited Bodie Island on this trip. With regard to use, importance and quality of services and facilities, it is important to note the number of visitor groups that responded to each question (N=). The most used services and facilities by visitors at Bodie Island were Bodie Island Lighthouse (85%) and Bodie Island Visitor Center (63%). The services and facilities that received the most important ratings were the restrooms (93%, N=169), Bodie Island Lighthouse (90%, N=235) and park directional signs (86%, N=123). The services and facilities that received the highest quality ratings were the Coquina Beach Bathhouse (96%, N=46), assistance from park staff (92%, N=95) and park brochure/map (89%, N=157).
- Sixty percent of visitors visited Hatteras Island on this trip. The most used services and facilities at Hatteras Island were the Cape Hatteras Lighthouse (83%) and restrooms (67%). The services and facilities that received the most important ratings were the restrooms (93%, N=241), park directional signs (91%, N=143), and Cape Hatteras Lighthouse (90%, N=366). The services and facilities that received the highest quality ratings were the park brochure/map (92%, N=200), assistance from park staff (89%, N=113) and Hatteras Island Visitor Center (88%, N=180).
- Thirty-nine percent of visitors visited Ocracoke Island on this trip. The most used services and facilities at Ocracoke Island were the Ocracoke Lighthouse (73%) and parking (61%). The services and facilities that received the most important ratings were the restrooms (91%, N=119), park directional signs (89%, N=79) and parking (89%, N=141). The services and facilities that received the highest quality ratings were the park brochure/map (88%, N=115), assistance from park staff (87%, N=64) and Ocracoke Island Visitor Center (86%, N=101). Most visitor groups (81%) had adequate access to park staff at Cape Hatteras NS.
- Forty-two percent of the visitors visited Fort Raleigh NHS on this trip. The most used services and facilities at Fort Raleigh NHS were the visitor center (81%) and park brochure/map (75%). The services and facilities that received the most important ratings were "Lost Colony" Theatre (96%, N=152), ranger-led programs (94%, N=60) and restrooms (92%, N=247). The services and facilities that received the highest quality ratings were assistance from park staff (96%, N=144), parking lots (94%, N=184) "Lost Colony" Theatre (92%, N=181) and visitor center (92%, N=206). Most visitor groups (87%) had adequate access to Fort Raleigh NHS park staff during this visit.
- Sixty percent of the visitors visited Wright Brothers NMEM on this trip. The most used services and facilities at Wright Brothers NMEM were the visitor center (91%) and parking lots (81%). The services and facilities that received the most important ratings were the First Flight Airstrip (95%, N=160), First Flight Boulder and 1903 Flight Path (91%, N=280), restrooms (88%, N=243), and Wright Brothers Monument and trails (88%, N=281). The services and facilities that received the highest quality ratings were the First Flight Airstrip (94%, N=152), ranger-led programs (93%, N=99) and road (93%, N=206). Most visitor groups (84%) reported they had adequate access to Wright Brothers NMEM park staff during this visit.
- Forty-one percent of visitor groups felt "somewhat crowded," another 36% felt "not at all crowded." Of the visitor groups who felt crowded, most (73%) reported that they felt crowded in the afternoon. Forty-eight percent of visitor groups said that crowding had "no effect" on their park experience.
- Most visitor groups (90%) responded that they were prepared for the common safety situations that were encountered at the parks. Common safety situations encountered at all of the Outer Banks Group parks included heat, sun, and inadequate water supply/dehydration.
- Most visitor groups (94%) rated the overall quality of visitor services at the Outer Banks Group parks as "very good" or "good." Less than one percent of the visitor groups rated the overall quality of visitor services as "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863. For a copy of this report, visit the following website:
<http://www.psu.uidaho.edu>

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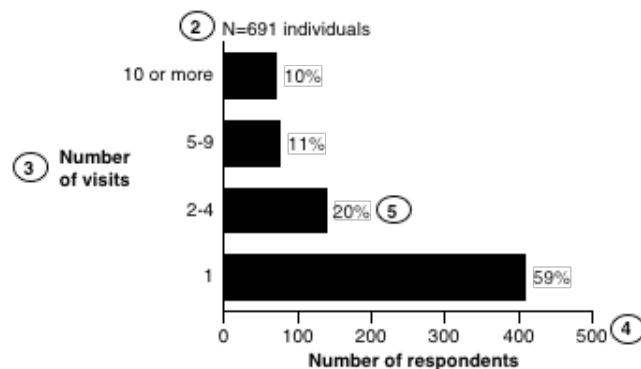
INTRODUCTION

This report describes the results of a visitor study at the National Park Service (NPS) Outer Banks Group parks, including Cape Hatteras National Seashore (NS), Fort Raleigh National Historic Site (NHS) and Wright Brothers National Memorial (NMEM). This visitor study was conducted July 12-18, 2002 by the National Park Service Visitor Services Project (VSP), part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.

SAMPLE ONLY



① Figure 4: Number of visits

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. Some of the questions were comparable with VSP studies conducted at other parks. Other questions were customized for Outer Banks Group parks.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at the Outer Banks Group parks during the period from July 12-18, 2002. Visitors were sampled as they arrived at 11 locations (see Table 1).

Of the visitor groups who responded, most (37%) received their questionnaires from Cape Hatteras NS (see Figure 1).

Table 1: Questionnaire distribution locations

percentages do not equal 100 due to rounding.

Location	Number of questionnaires distributed	Percent (%)
Wright Brothers NMEM Visitor Center	299	31
Ft. Raleigh NHS Visitor Center	277	29
Coquina Beach	80	8
Cape Hatteras Lighthouse and Visitor Center	60	6
Ocracoke Lighthouse and Visitor Center	59	6
Cape Hatteras 4 x 4 Ramp #4 (Oregon Inlet)	49	5
Cape Point 4 x 4 Ramp #43	30	3
Whalebone Information Center	30	3
Haulover day use area	30	3
"Lost Colony" Play	22	2
Cape Hatteras/Frisco campgrounds	18	2
GRAND TOTAL	954	100

Visitor groups who returned their questionnaires said they received them at the following parks: 37% at Cape Hatteras NS, 32% at Wright Brothers NMEM and 30% received at Fort Raleigh NHS (see Figure 1).

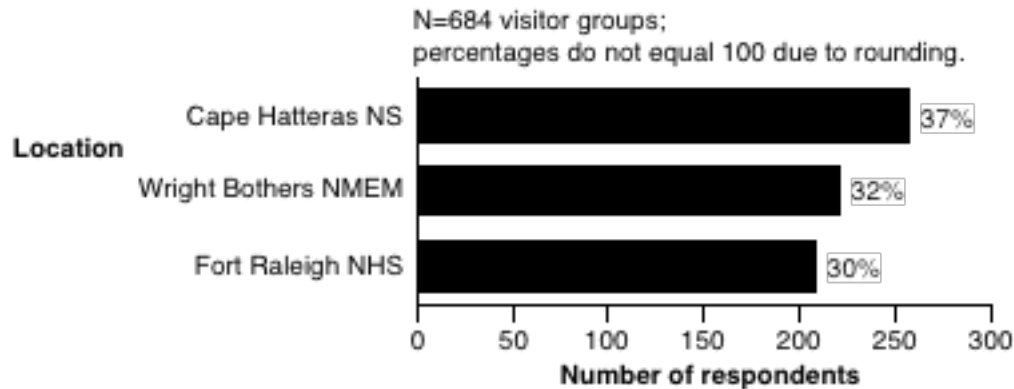


Figure 1: Locations questionnaires received by respondents

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Methods (continued)

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Data analysis

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 2 shows information for 699 visitor groups, Figure 5 presents data for 2,709 individuals. A note above each graph specifies the information illustrated.

Sample size, missing data and reporting errors

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although the Outer Banks Group parks visitors returned 711 questionnaires, Figure 2 shows data for only 699 respondents.

**Sample size,
missing data
and reporting
errors
(continued)**

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

**Limitations
(continued)**

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

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 12–18, 2002. The results 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. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

**Special
conditions**

Weather conditions during the visitor study were typical of July in the NPS Outer Banks Group parks area, with warm, sunny days, and the occasional thunderstorm. There were no hurricanes at the Outer Banks during the 2003 hurricane season.

The Cape Hatteras Lighthouse, which was moved inland in 1999 for repairs, was closed to visitors throughout the survey period.

The Wright Brothers NMEM Visitor Center was closed for renovations during 2002. The temporary visitor center, book sales area, and restrooms operated out of trailers near the closed visitor center.

Since the events of September 11, 2001, less people have been flying than prior to that date. Travelers have often been seeking domestic destinations rather than international.

RESULTS

At NPS Outer Banks Group parks, 1,031 visitor groups were contacted, and 954 of these groups (93%) accepted questionnaires. Questionnaires were completed and returned by 711 visitor groups, resulting in a 74.5% response rate for this study.

Visitors contacted

Table 2 compares age and group size information collected from the total sample of visitors who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	948	45.0	711	46.1
Group size	951	5.2	699	5.1

Group size: Figure 1 shows visitor group sizes, which ranged from one person to 91 people. Thirty-two percent of visitor groups consisted of two people, while another 40% consisted of three or four people. Ten percent had eleven or more people.

Demographics

Group type: Seventy-one percent of visitor groups were made up of family members and 15% were visitors traveling with family and friends, as shown in Figure 3. Groups listing themselves as "other" group type included those traveling with pets, girlfriend/boyfriend/partner and theatre camp. Most visitors (99%) indicated their personal groups were not a part of guided tour groups (see Figure 4).

Visitor ages: Forty-one percent of the visitors were in the 36-55 age group and another 27% of visitors were aged 15 years or younger, as shown in Figure 5.

Demographics (continued)

Number of visits: Visitor groups were asked how many times each member in the group had visited each of the Outer Banks Group parks including this visit. As shown in Figure 6, most visitors (51%) have visited Cape Hatteras NS two or more times, while 49% were visiting the seashore for the first time.

The majority of visitors (71%) indicated that it was their first visit to Fort Raleigh NHS, while 26% had visited two to four times (see Figure 7).

Seventy percent of visitors indicated that this visit was their first time to Wright Brothers NMEM, while 25% had visited two to four times, as shown in Figure 8.

International/U.S. visitors: International visitors to the Outer Banks Group parks comprised one percent of the total visitation. The countries most often represented were Canada (54%), Germany (14%) and France (9%), as shown in Table 3. The largest proportions of United States visitors were from North Carolina (18%), Virginia (17%) and Pennsylvania (10%). Smaller proportions of U.S. visitors came from another 37 states and Washington, D.C. (see Map 1 and Table 4).

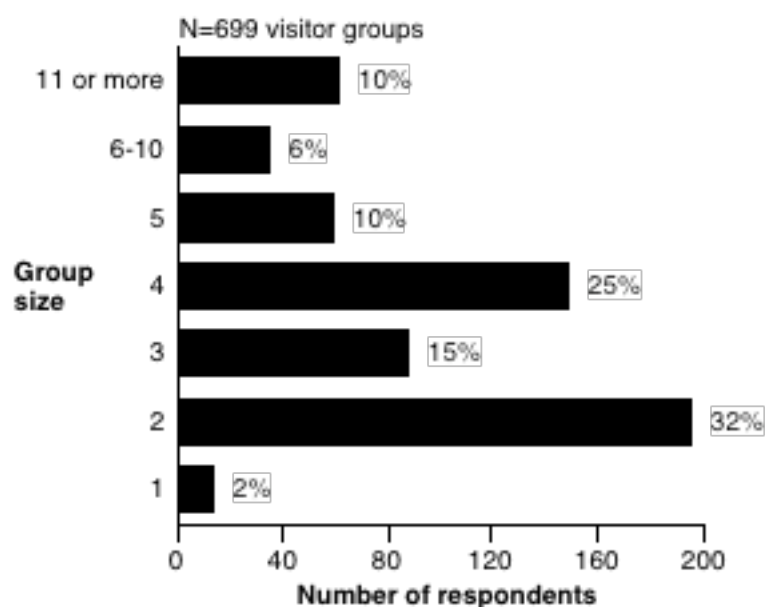


Figure 2: Visitor group sizes

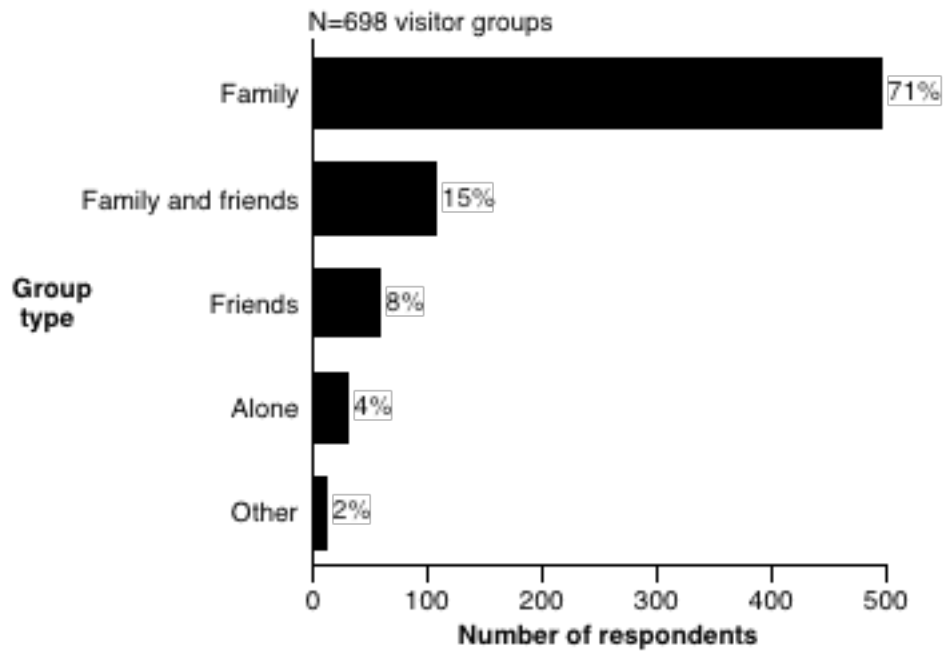


Figure 3: Visitor group types

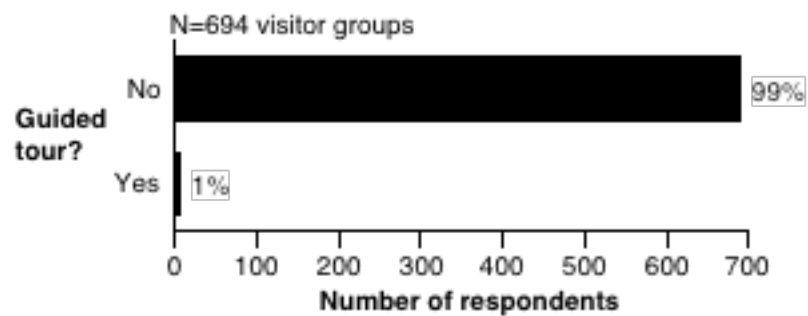


Figure 4: Visitors with guided tour group

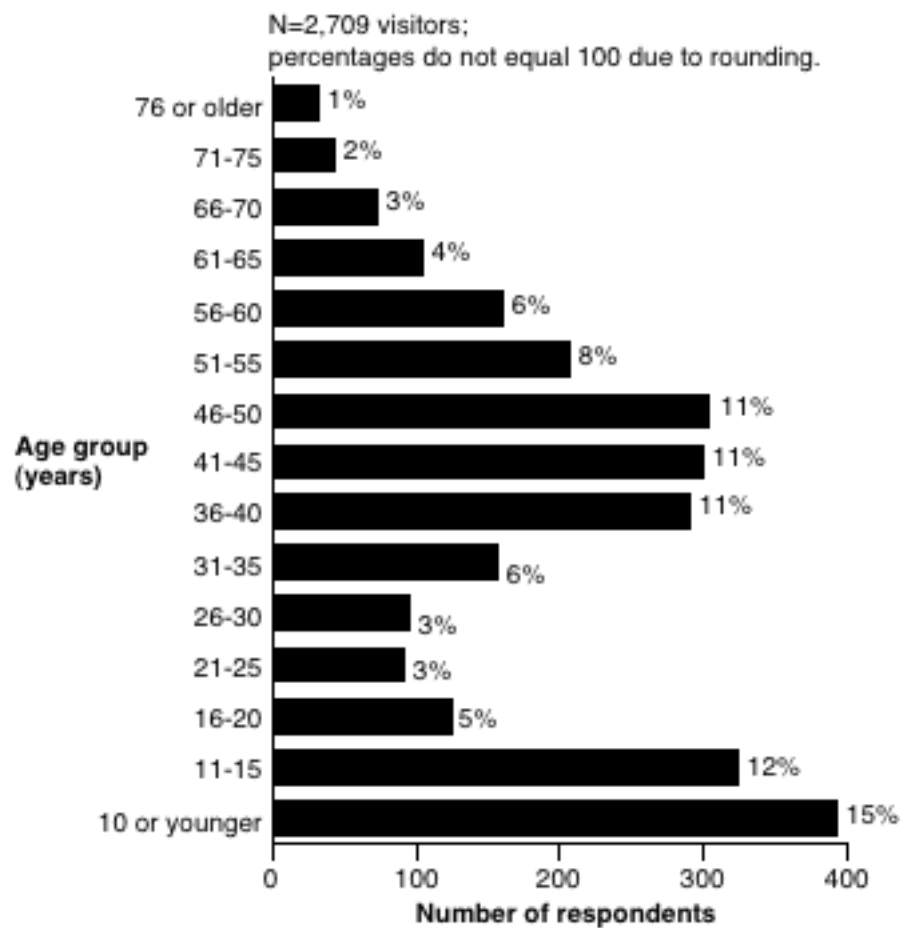


Figure 5: Visitor ages

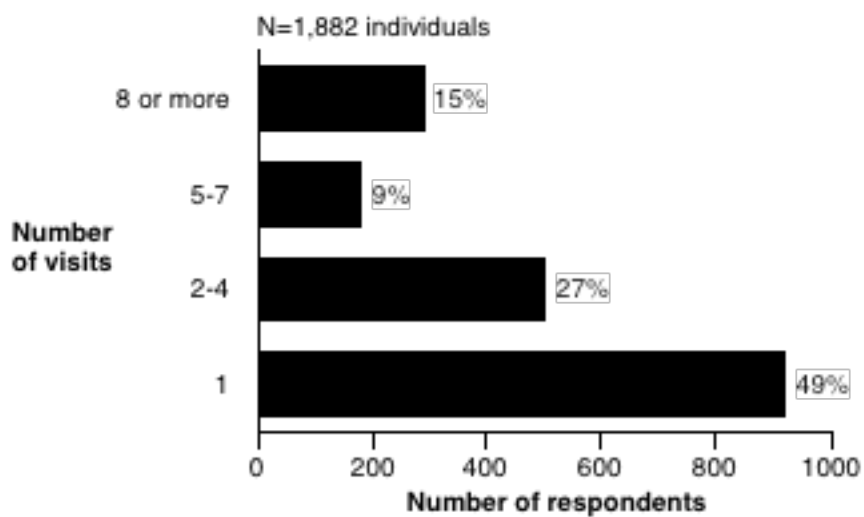


Figure 6: Number of visits to Cape Hatteras NS
(including this visit)

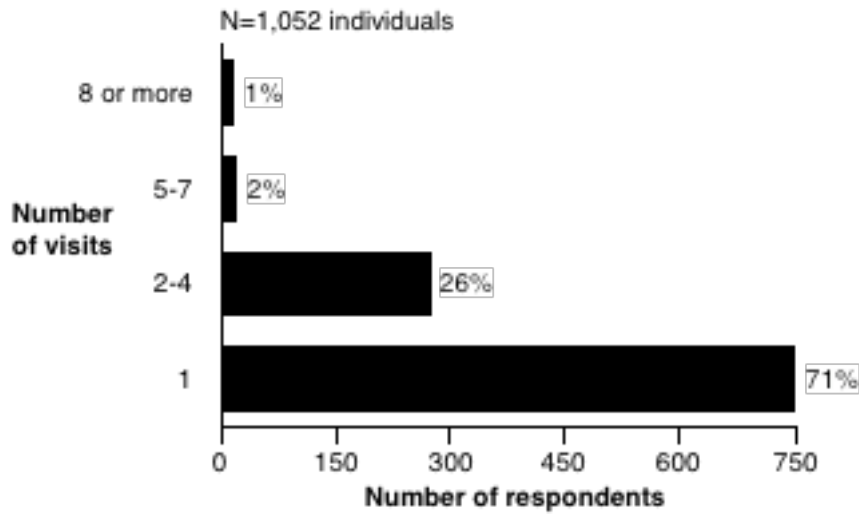


**Figure 7: Number of visits to Fort Raleigh NHS
(including this visit)**

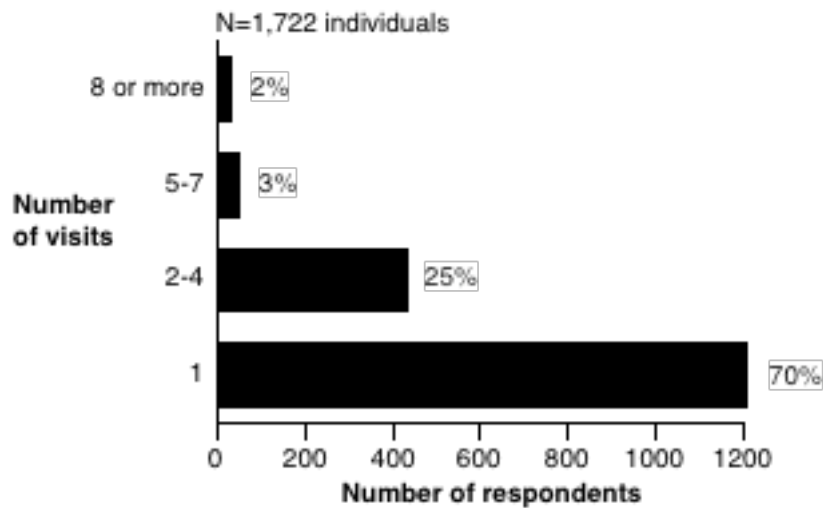
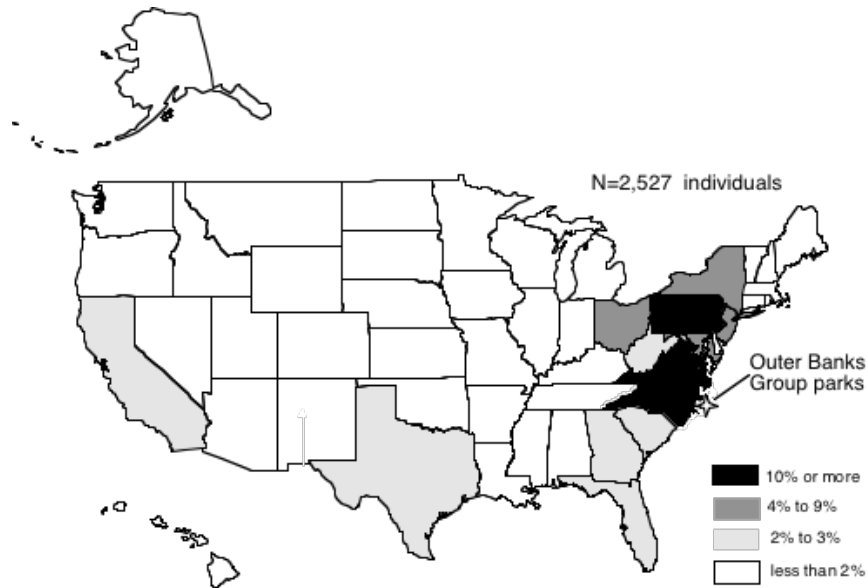


**Figure 8: Number of visits to Wright Brothers NMEM
(including this visit)**

Table 3: International visitors by country of residence

percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors N=35 individuals	Percent of total visitors N=2,562
individuals			
Canada	19	54	<1
Germany	5	14	<1
France	3	9	<1
England	2	6	<1
Holland	2	6	<1
Scotland	2	6	<1
Hungary	1	3	<1
Israel	1	3	<1



Map 1: Proportion of United States visitors by state of residence

Table 4: United States visitors by state of residence

State	Number of individuals	Percent of U.S. visitors N=2,527 individuals	Percent of total visitors N=2,562 individuals
North Carolina	444	18	17
Virginia	440	17	17
Pennsylvania	265	10	10
Ohio	188	7	7
Maryland	174	7	7
New York	143	6	6
New Jersey	116	5	5
West Virginia	72	3	3
Florida	63	2	2
Georgia	52	2	2
California	45	2	2
Texas	43	2	2
Washington, D.C.	41	2	2
South Carolina	40	2	2
Illinois	37	1	1
Connecticut	35	1	1
Kentucky	35	1	1
Colorado	29	1	1
Michigan	29	1	1
Indiana	26	1	1
Missouri	25	1	1
Tennessee	22	1	1
Delaware	19	1	1
Massachusetts	16	1	1
Oregon	16	1	1
Kansas	14	1	1
14 other states	96	4	4

Length of visit

On this trip, visitor groups were asked how long they spent visiting each of the NPS Outer Banks Group parks on each day of the week during the survey period. Tables 5-7 list the results for each of the Outer Banks Group parks.

Table 5: Time spent at Cape Hatteras NS

Number of hours	Number of times mentioned
Sunday N=157	
21-24 hours	41
17-20 hours	1
13-16 hours	3
9-12 hours	14
5-8 hours	39
1-4 hours	58
<1 hour	1
Monday N=175	
21-24 hours	41
17-20 hours	4
13-16 hours	2
9-12 hours	12
5-8 hours	45
1-4 hours	71
Tuesday N=176	
21-24 hours	42
17-20 hours	5
13-16 hours	2
9-12 hours	12
5-8 hours	41
1-4 hours	73
<1 hour	1
Wednesday N=200	
21-24 hours	45
17-20 hours	2
13-16 hours	2
9-12 hours	19
5-8 hours	55
1-4 hours	77
Thursday N=189	
21-24 hours	49
17-20 hours	1
13-16 hours	3
9-12 hours	15
5-8 hours	48
1-4 hours	73

Table 5: Time spent at Cape Hatteras NS (continued)

Number of hours	Number of times mentioned
Friday	N=152
21-24 hours	51
17-20 hours	1
13-16 hours	3
9-12 hours	12
5-8 hours	40
1-4 hours	45
Saturday	N=136
21-24 hours	45
17-20 hours	2
13-16 hours	2
9-12 hours	8
5-8 hours	32
1-4 hours	47

Table 6: Time spent at Fort Raleigh NHS

Length of stay	Number of times mentioned
Sunday	N=28
5 hours or longer	2
4 hours	1
3 hours	4
2 hours	12
1 hour	9
Monday	N=43
5 hours or longer	4
4 hours	8
3 hours	13
2 hours	10
1 hour	8
Tuesday	N=55
5 hours or longer	9
4 hours	14
3 hours	16
2 hours	8
1 hour	8
Wednesday	N=63
5 hours or longer	14
4 hours	17
3 hours	13
2 hours	12
1 hour	7
Thursday	N=52
5 hours or longer	5
4 hours	9
3 hours	8
2 hours	23
1 hour	7
Friday	N=41
5 hours or longer	6
4 hours	14
3 hours	5
2 hours	10
1 hour	6
Saturday	N=33
5 hours or longer	6
4 hours	3
3 hours	4
2 hours	8
1 hour	12

Table 7: Time spent at Wright Brothers NMEM

Length of stay	Number of times mentioned
Sunday	N=50
5 hours or longer	2
4 hours	5
3 hours	9
2 hours	23
1 hour	11
Monday	N=46
5 hours or longer	3
4 hours	1
3 hours	15
2 hours	16
1 hour	11
Tuesday	N=63
5 hours or longer	5
4 hours	4
3 hours	13
2 hours	29
1 hour	12
Wednesday	N=77
5 hours or longer	6
4 hours	3
3 hours	22
2 hours	30
1 hour	16
Thursday	N=59
5 hours or longer	2
4 hours	5
3 hours	4
2 hours	26
1 hour	22
Friday	N=43
5 hours or longer	2
4 hours	3
3 hours	5
2 hours	21
1 hour	12
Saturday	N=47
5 hours or longer	4
4 hours	6
3 hours	5
2 hours	18
1 hour	13

Sources of information

Visitor groups were asked to indicate the sources from which they had received information about the NPS Outer Banks Group parks prior to their visit. Sixteen percent of visitor groups received no information prior to their visit. Of those visitor groups who received information, the most common sources were previous visits (47%), friends, relatives or word of mouth (40%) and travel guides/tour books (31%), as shown in Figure 9. The least used sources were the Fort Raleigh homepage (3%), telephone, e-mail, or written inquiry to park, videos/television/ radio programs, and Wright Brothers NMEM homepage (each 4%). "Other" sources of information used by visitor groups included being a local resident, North Carolina visitor centers, and National Parks Passport.

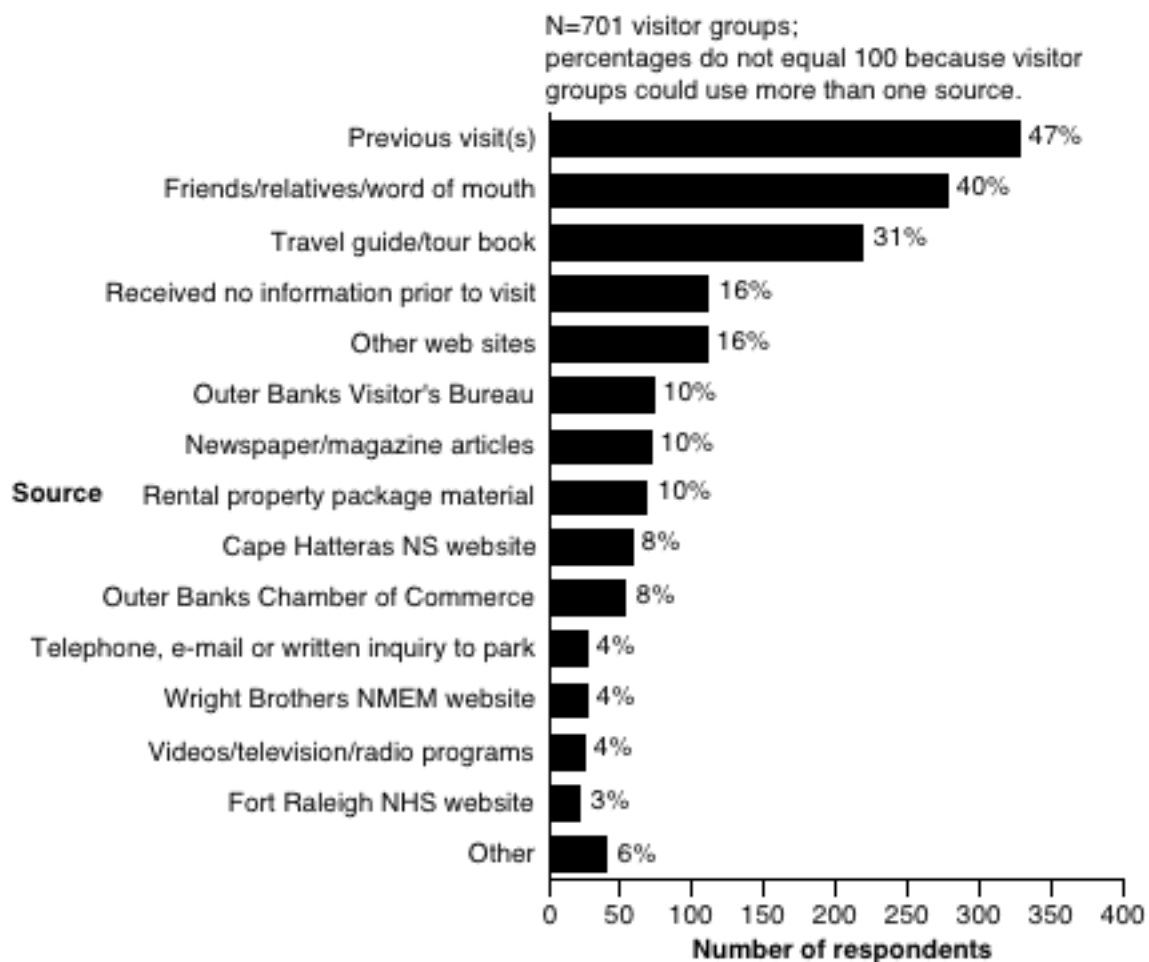


Figure 9: Sources of information used by visitors prior to arriving

Visitors were asked: "Prior to your trip, how important of a role did visiting the National Park Service Outer Banks parks have in your decision to visit the Outer Banks?" Visitors listing their visit to a NPS Outer Banks Group park as having an "extremely important" or "very important" role in their decision to visit the Outer Banks were as follows: Cape Hatteras NS (42%), Fort Raleigh NHS (18%) and Wright Brothers NMEM (31%), as shown in Table 8 and Figure 10. Twenty-four percent of visitors said Fort Raleigh NHS was "not important" in their decision to visit the Outer Banks.

Importance of visiting Outer Banks Group parks in decision to visit the Outer Banks

Table 8: Importance of visiting the Outer Banks Group parks in decision to visit the Outer Banks

N=number of respondents;
percentages may not equal 100 due to rounding.

Park		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know/did not visit
Cape Hatteras NS	N=673	29%	13%	21%	8%	18%	11%
Wright Brothers NMEM	N=647	17%	14%	23%	10%	20%	16%
Fort Raleigh NHS	N=620	10%	8%	16%	11%	24%	31%

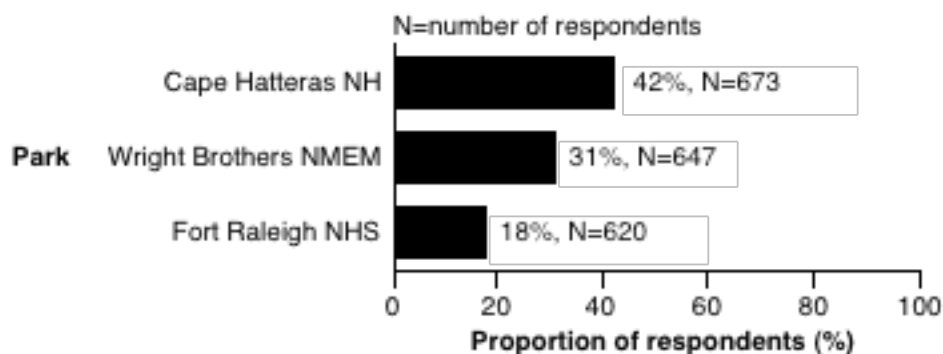


Figure 10: Combined proportions of "extremely important" and "very important" ratings for role that visiting NPS Outer Banks parks had in decision to visit the Outer Banks

Reasons for visiting Outer Banks Group parks

Visitor groups were asked to list the top three reasons for visiting each of the Outer Banks Group parks. The lighthouse, historical significance, beach/swimming, and uncrowded conditions/solitude were listed as the most common reasons for visiting Cape Hatteras NS (see Tables 9-11).

At Fort Raleigh NHS, historical significance, attending "Lost Colony" theatre, and general interest/to see it were listed as the three most important reasons for visiting (see Tables 12-14).

At Wright Brothers NM, historical significance, educational purpose (teach/research), and interest in flight were listed as the three most important reasons for visiting (see Tables 15-17).

Table 9: Most important reason for visiting Cape Hatteras NS

N=516 comments

Comment	Number of times mentioned
Lighthouse	133
Historical significance	61
Beach/beachcombing/seashells	56
Beauty of the area/scenery	34
Fishing/charter fishing	22
Swimming	21
Beach driving	13
Sightseeing	12
Uncrowded/solitude/low population	12
Camping	12
General interest/to see it	11
First time visited/seeing different area	10
Surfing/windsurfing	9
Educational purpose (teach/research)	8
Peaceful/quiet/relaxing/restful	7
Lighthouse being moved	7
Ocean/seashore	6
Live nearby	6
Vacation	6
Nature study	5
For the children/grandchildren	4
To show family/friends	4
Tradition/visit every time while in the area	3
Reputation/recommendation	3
Family beach	3
Unspoiled nature/no development	3
To do something new	3

**Table 9: Most important reason for visiting Cape Hatteras NS
(continued)**

Comment	Number of times mentioned
Enjoy the park	2
Recreation	2
Walking/hiking	2
Biking	2
Favorite park	2
Family time	2
Nice facilities	2
Cleanliness	2
Inspiration/atmosphere/emotionally moving	2
Birds/birdwatching	2
Other comments	22

**Table 10: Second most important reason for visiting Cape
Hatteras NS**

N=370 comments

Comment	Number of times mentioned
Lighthouse	36
Swimming	26
Historical significance	25
Beach/beachcombing/seashells	22
Beauty of the area/scenery	19
Uncrowded/solitude/low population	15
Camping	14
Fishing/charter fishing	13
Lighthouse being moved	13
Peaceful/quiet/relaxing/restful	12
Photography	12
Nature study	10
Beach driving	9
Ocean/seashore	8
For the children/grandchildren	8
General interest/to see it	8
Walking/hiking	5
Educational purpose (teach/research)	5
Ferry ride/boat tour	5
Cleanliness	5
Live nearby	5
Vacation	5
Wildlife	4
Unspoiled nature/no development	4
Pets allowed	4
Shopping at bookstore/gift shop	4
Enjoy the park	4
Surfing/windsurfing	3
Kayaking/canoeing/boating	3
Sightseeing	3

Table 10: Second important reason for visiting Cape Hatteras NS (continued)

Comment	Number of times mentioned
Location	3
Sun/sunshine/sunbathing	3
Ocracoke Harbor	3
First time visiting/seeing different area	3
Birds/birdwatching	2
Fun/play	2
Wind	2
Junior Ranger Program/PATCH Program	2
Shipwrecks	2
Exploration/investigation	2
Reputation/recommendation	2
To do something new	2
Ranger programs and talks	2
Other comments	31

Table 11: Third most important reason for visiting Cape Hatteras NS

N=247 comments

Comment	Number of times mentioned
Uncrowded/solitude/low population	17
Beach/beachcombing/seashells	15
Peaceful/quiet/relaxing/restful	14
Historical significance	13
Swimming	13
Beauty of the area/scenery	12
Photography	11
Ocean/seashore	8
Walking/hiking	8
Nature study	8
Lighthouse	7
Surfing/windsurfing	7
Kayaking/canoeing/boating	7
Fishing/charter fishing	7
To show family/friends	6
Camping	5
Live nearby	5
Fun/play	4
Family time	4
Educational purpose (teach/research)	4
Birds/birdwatching	3
Wildlife	3
Beach driving	3
Unspoiled nature/no development	3
Sightseeing	3
Sun/sunshine/sunbathing	3

**Table 11: Third important reason for visiting Cape Hatteras
NS (continued)**

Comment	Number of times mentioned
Shopping at bookstore/gift shop	3
Museum/artifacts	3
For the children/grandchildren	3
Enjoy the park	3
General interest/to see it	3
Tradition/visit every time while in the area	2
To do something new	2
Vacation	2
Other comments	33

**Table 12: Most important reason for visiting Fort Raleigh
NHS**

N=288 comments

Comment	Number of times mentioned
Historical significance	134
Visiting "Lost Colony" theatre	47
General interest/to see it	14
To see the play at "Lost Colony" theatre	12
Educational purpose (teach/research)	11
First time visited/seeing different area	6
Gardens	6
Sightseeing	6
For the children/grandchildren	4
To do something new	4
Visiting the Fort	3
Live nearby	3
Nature study	2
Fun/play	2
Mystery	2
Information	2
Roanoke Island	2
Museum/artifacts	2
To show family/friends	2
Enjoy the park	2
Other comments	22

Table 13: Second most important reason for visiting Fort Raleigh NHS

N=167 comments

Comment	Number of times mentioned
Historical significance	21
Visiting "Lost Colony" theatre	17
Educational purpose (teach/research)	16
General interest/to see it	12
Gardens	10
To see the play at "Lost Colony" theatre	8
For the children/grandchildren	7
Beauty of the area/scenery	6
Sightseeing	6
Photography/taking pictures	6
First time visited/seeing different area	6
Visiting the Fort	6
Live nearby	5
Enjoy the park	3
Ranger programs and talks	3
Walking/hiking	3
Nature study	3
American history	2
To do something new	2
Museum/artifacts	2
To get National Parks Passport stamped	2
Other comments	21

Table 14: Third most important reason for visiting Fort Raleigh NHS

N=90 comments

Comment	Number of times mentioned
Historical significance	10
Beauty of the area/scenery	7
General interest/to see it	6
To see the play at "Lost Colony" theatre	5
Live nearby	4
To show family/friends	4
Gardens	4
Educational purpose (teach/research)	3
To do something new	3
Museum/artifacts	3
Visiting the Fort	3
Uncrowded/solitude/low population	3
Walking/hiking	3
Enjoy the park	3
First time visiting/seeing different area	2
For the children/grandchildren	2
Visitor center	2
Photography	2
Peaceful/quiet/relaxing/rest/relax	2
Other comments	19

Table 15: Most important reason for visiting Wright Brothers NMEM

N=432 comments

Comment	Number of times mentioned
Historical significance	234
Educational purpose (teach/research)	30
Interest in flight/reverence for flight pioneers	23
Memorial/monument	20
For the children/grandchildren	14
General interest/to see it	12
See first flight location	9
Sightseeing	8
To show family/friends	7
First time visited/seeing different area	6
Live nearby	6
Walking/hiking	5
Enjoy the park	4
Location	4
To do something new	3
Parent was a pilot	3
To see reproduction of Wright Brothers' plane	3
Museum/artifacts	3
Build a plane	2
Fun/play	2
Tradition/visit every time while in the area	2
Wedding/anniversary/birthday	2
The Wright Brothers	2
To get National Parks Passport stamp	2
Information	2
Kite flying	2
Other comments	22

Table 16: Second most important reason for visiting Wright Brothers NMEM

N=229 comments

Comment	Number of times mentioned
Historical significance	40
Educational purpose (teach/research)	26
Interest in flight/reverence for flight pioneers	14
General interest/to see it	12
Live nearby	12
For the children/grandchildren	12
First time visited/seeing different area	8
Memorial/monument	8
To see reproduction of Wright Brothers' plane	8
Museum/artifacts	7
Beauty of the area/scenery	5
Walking/hiking	5

Table 16: Second important reason for visiting Wright Brothers NMEM (continued)

Comment	Number of times mentioned
See first flight location	4
Location	4
Sightseeing	4
Enjoyment/just like being there	3
To do something new	3
Exploration/investigation	3
To show family/friends	3
Ranger programs and talks	3
Reputation/recommendation	2
Easy access	2
Visiting from out of state	2
Visitor center	2
To see the reproduction of Wright Brothers' airplane	2
Nice facilities	2
Inexpensive/free	2
Information	2
Inspiration/atmosphere/emotionally moving	2
Dunes	2
Other comments	25

Table 17: Third most important reason for visiting Wright Brothers NMEM

N=133 comments

Comment	Number of times mentioned
Historical significance	14
Memorial/monument	10
General interest/to see it	9
Interest in flight/reverence for flight pioneers	9
Educational purpose (teach/research)	8
Live nearby	8
Memorial/monument	6
Sightseeing	5
Beauty of the area/scenery	5
First time visiting/seeing different area	3
Reputation/recommendation	3
To show family friends	3
Ranger programs and talks	3
To get National Parks Passport stamp	3
Inexpensive/free	3
Walking/hiking	3
Shopping at bookstore/gift shop	2
Tours	2
Photography	2
Location	2
Inspiration/atmosphere/emotionally moving	2
Kite flying	2
Other comments	26

Visitor groups were asked to list the activities that they participated in at the NPS Outer Banks Group parks on this visit. The most common activities were visiting historic sites (83%), swimming/sunbathing (69%), and walking (65%), as shown in Figure 11. Boat fishing (5%) was the least common activity. "Other" activities included watching "Lost Colony" play, family time/visiting relatives/family reunion, fishing/clamming/crabbing, shelling, shopping/bookstores, and history/education.

On past visits, the most common activities were visiting historic sites (88%), swimming/sunbathing (79%) and walking (63%), as shown in Figure 12. Boat fishing (13%) was the least common activity on past visits. "Other" activities on past visits included viewing "Lost Colony" play, visiting family/friends, and history.

Activities

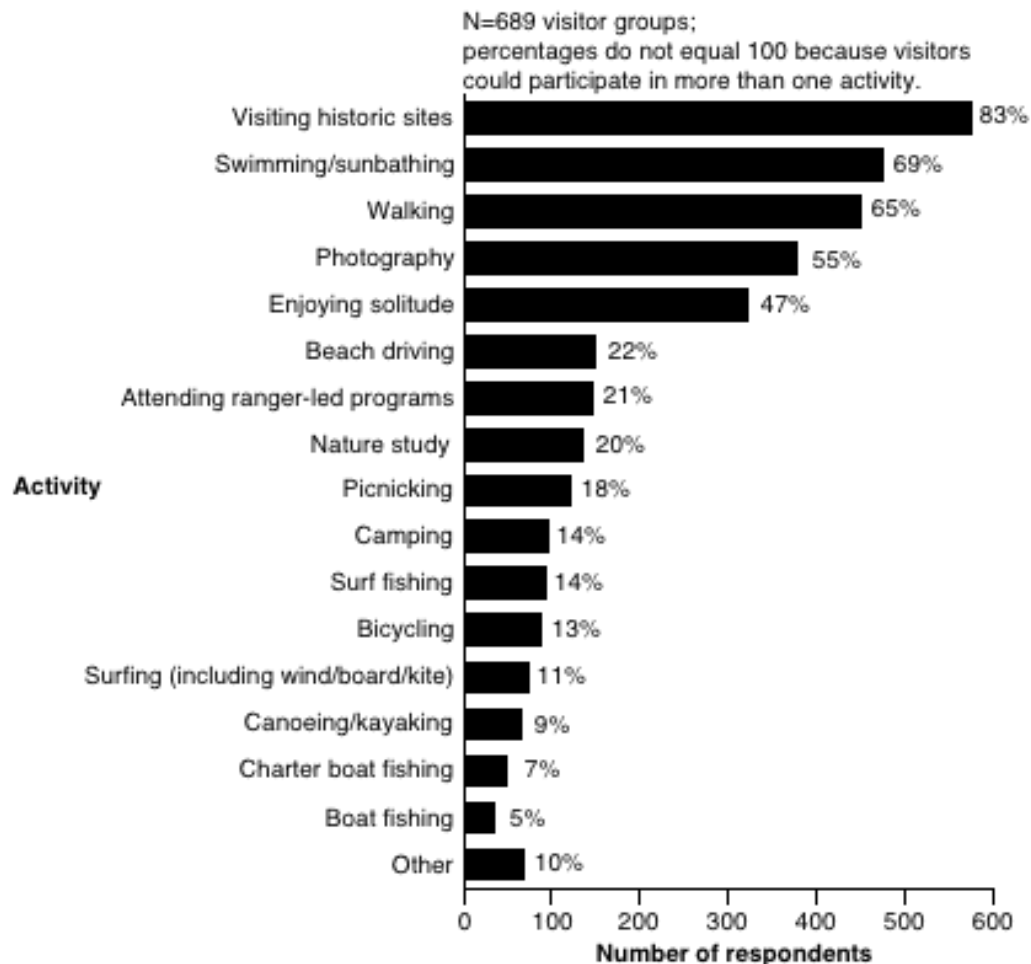


Figure 11: Visitor activities on this visit

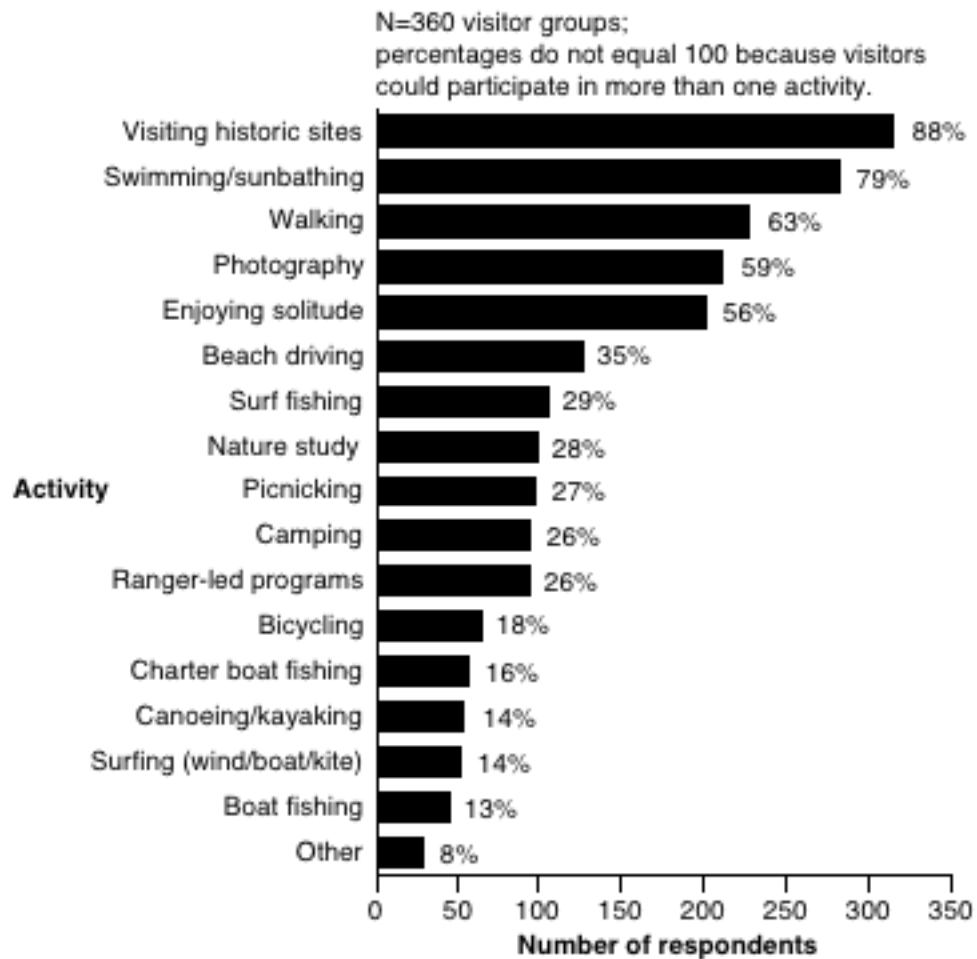


Figure 12: Visitor activities past visit(s)

Visitors were asked several questions regarding their use of visitor services and facilities at different locations of the Outer Banks Group parks. These locations included Bodie Island, Hatteras Island, and Ocracoke Island (all parts of Cape Hatteras NS), Wright Brothers NMEM, and Fort Raleigh NHS.

Visitor services and facilities at Bodie Island: use, importance and quality

First, visitors were asked if they visited Bodie Island, part of Cape Hatteras NS, on this trip. As shown in Figure 13, most visitor groups (54%) did not visit Bodie Island, but 46% did visit.

The most commonly used services and facilities at Bodie Island included the Bodie Island Lighthouse (85%), Bodie Island Visitor Center (63%), restrooms (61%) and park brochure/map (57%), as shown in Figure 14. The least used services or facilities were access for disabled persons (6%) and the Oregon Inlet Boat Ramp (3%).

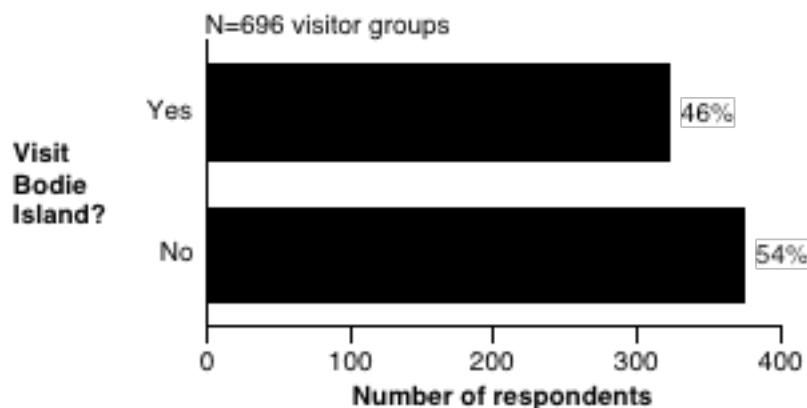


Figure 13: Visit Bodie Island on this trip?

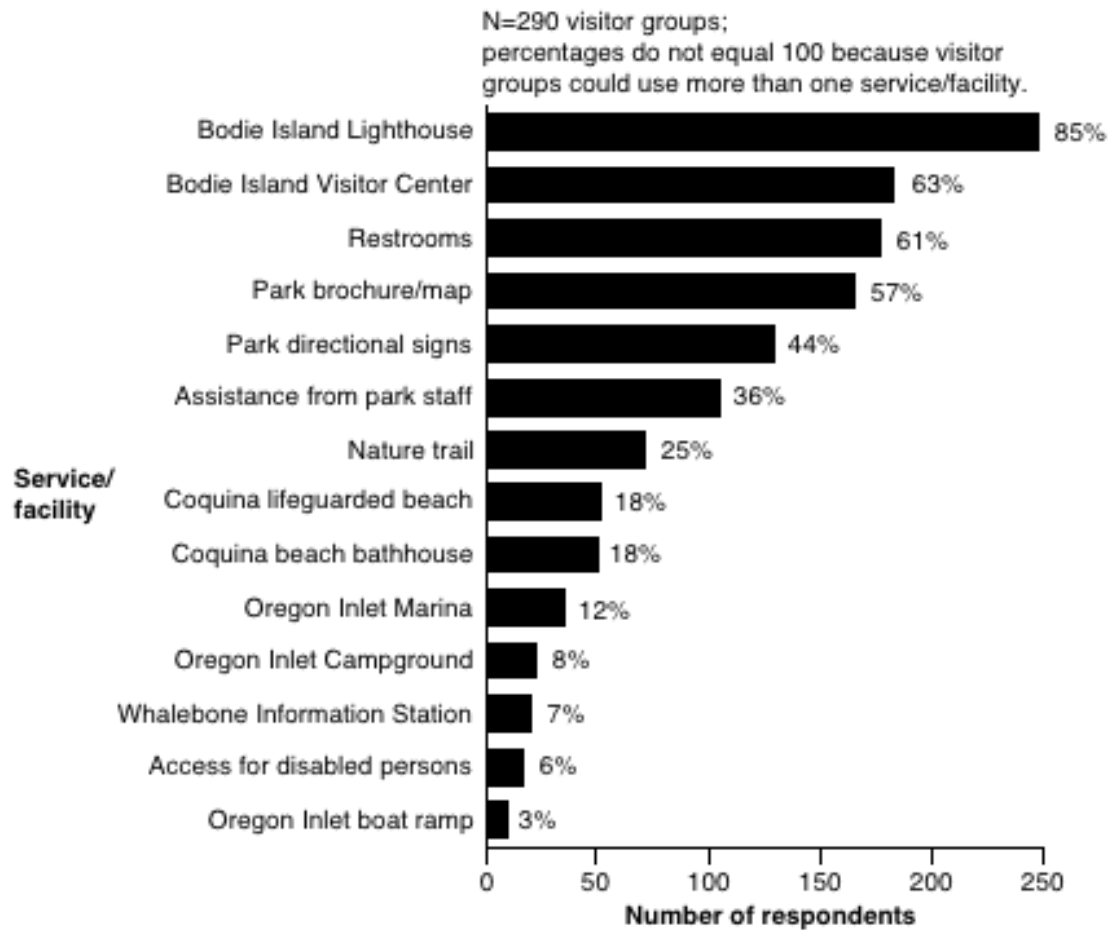


Figure 14: Services and facilities used at Bodie Island

Visitor groups were then asked to rate the importance and quality of each of the visitor services and facilities they used at Bodie Island. The following five point scales were used in the questionnaire.

IMPORTANCE 5=extremely important 4=very important 3=moderately important 2=somewhat important 1=not important	QUALITY 5=very good 4=good 3=average 2=poor 1=very poor
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The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility (see Figures 15 and 16). All services and facilities were rated above average in importance and quality. NOTE: access for disabled persons, Oregon Inlet boat ramp, Whalebone Information Station, and Oregon Inlet Campground were not rated by enough visitors to provide reliable information.

Table 18 compares the importance ratings for visitor services and facilities. The services and facilities that received the highest proportion of “extremely important” and “very important” ratings were restrooms (93%), Bodie Island Lighthouse (90%) and park directional signs (86%). Those services and facilities receiving the highest proportion of “not important” ratings included Coquina Lifeguarded Beach (2%) and park directional signs (2%).

Table 19 compares the quality ratings for the same services and facilities. The services and facilities that received the highest proportion of “very good” and “good” ratings were Coquina Beach Bathhouse (96%), assistance from park staff (92%), and Coquina Lifeguarded Beach (90%). Those services and facilities receiving the highest proportion “very poor” ratings included nature trail (3%) and park directional signs (1%).

Figure 17 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

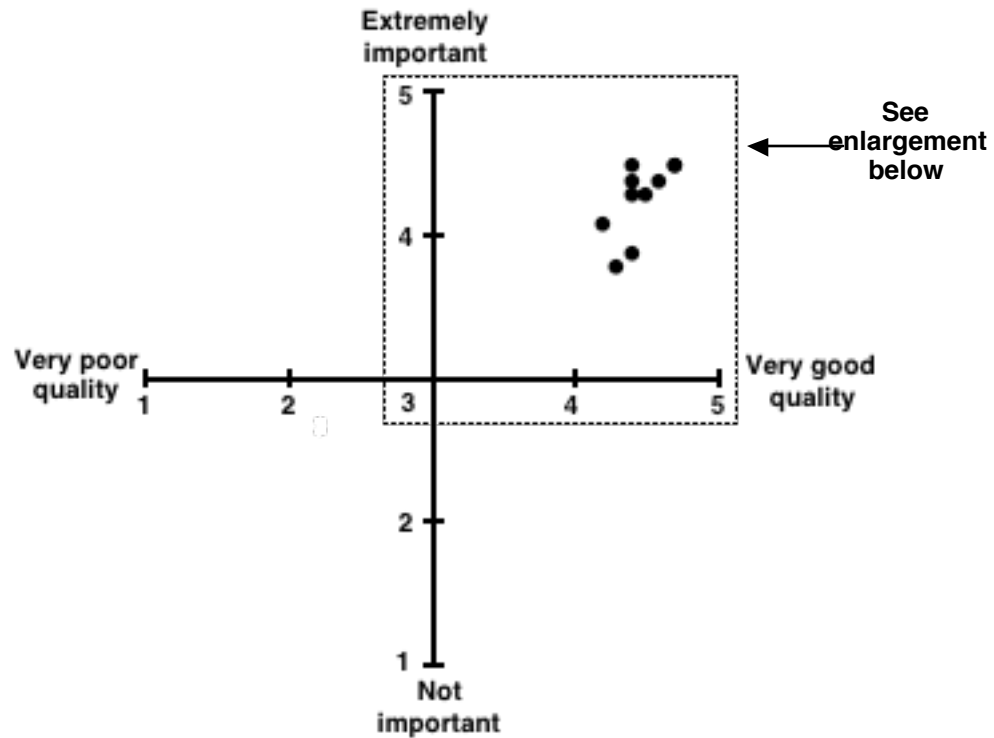


Figure 15: Average rating of visitor services and facilities importance and quality at Bodie Island

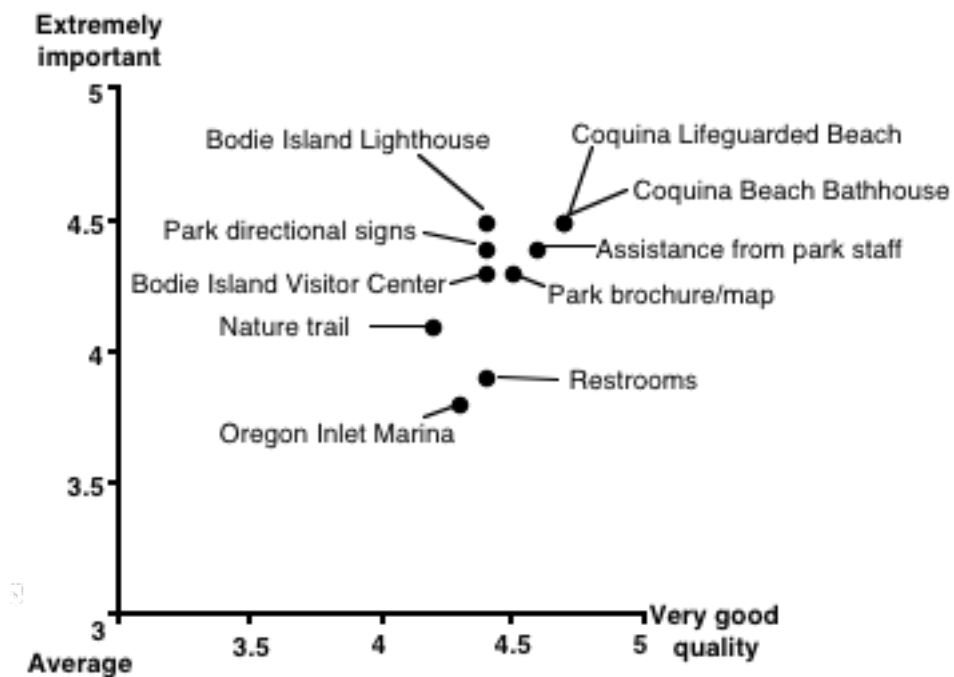


Figure 16: Detail of Figure 15

Table 18: Importance of visitor services and facilities at Bodie Island

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Extremely important	Very important	Moderately important	Somewhat important	Not important
Park brochure/map	N=161	49%	34%	16%	2%	0%
Bodie Island Visitor Center	N=180	53%	29%	15%	3%	0%
Assistance from park staff	N=102	49%	36%	14%	1%	0%
Bodie Island Lighthouse	N=235	63%	27%	8%	2%	0%
Nature trail	N=71	44%	27%	25%	3%	1%
Restrooms	N=169	72%	21%	7%	1%	0%
Access for disabled persons CAUTION	N=6	69%	6%	13%	13%	0%
Park directional signs	N=123	64%	22%	10%	2%	2%
Whalebone Information Station CAUTION!	N=8	39%	22%	33%	0%	6%
Oregon Inlet Boat Ramp CAUTION	N=7	43%	43%	14%	0%	0%
Oregon Inlet marina	N=33	30%	27%	33%	6%	3%
Oregon Inlet Campground CAUTION	N=22	91%	0%	9%	0%	0%
Coquina Lifeguarded Beach	N=52	69%	13%	15%	0%	2%
Coquina Beach Bathhouse	N=50	70%	14%	12%	4%	0%

Table 19: Quality of visitor services and facilities at Bodie Island

N= number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Very good	Good	Average	Poor	Very poor
Park brochure/map	N=157	57%	32%	10%	1%	0%
Bodie Island Visitor Center	N=175	54%	34%	11%	1%	1%
Assistance from park staff	N=95	63%	29%	7%	0%	0%
Bodie Island Lighthouse	N=229	55%	31%	10%	4%	0%
Nature trail	N=68	50%	31%	13%	3%	3%
Restrooms	N=164	55%	29%	14%	2%	0%
Access for disabled persons CAUTION	N=14	64%	7%	7%	7%	14%
Park directional signs	N=119	61%	26%	8%	4%	1%
Whalebone Information Station CAUTION	N=17	59%	24%	12%	0%	6%
Oregon Inlet Boat Ramp CAUTION	N=6	50%	13%	17%	0%	0%
Oregon Inlet Marina	N=30	40%	47%	13%	0%	0%
Oregon Inlet Campground CAUTION	N=20	55%	15%	25%	5%	0%
Coquina Lifeguarded Beach	N=48	77%	13%	10%	0%	0%
Coquina Beach Bathhouse	N=46	74%	22%	4%	0%	0%

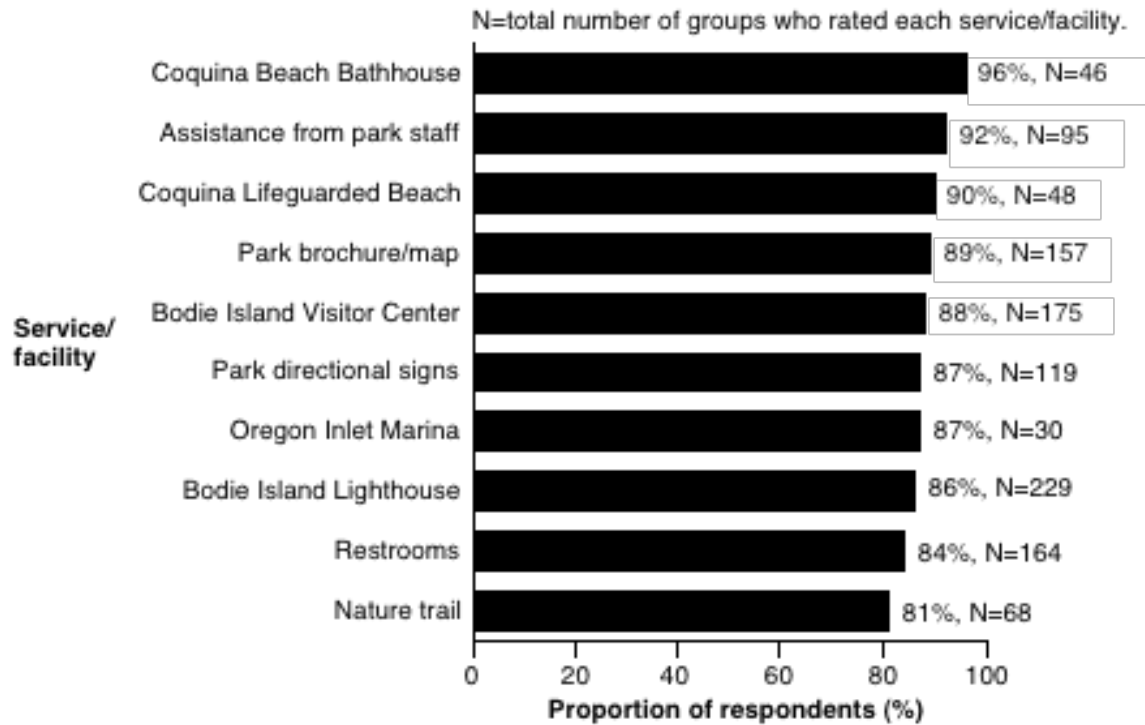


Figure 17: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities at Bodie Island

Visitor services and facilities at Hatteras Island: use, importance and quality

Visitors were asked: “On this visit, did you and your group visit the Hatteras Island part of Cape Hatteras NS?” As shown in Figure 18, most visitor groups (60%) indicated that they visited Hatteras Island, while 40% said that they did not visit.

Visitor groups were then asked to note the park services and facilities they used during this visit to Hatteras Island at the NPS Outer Banks Group parks. The most commonly used services and facilities were Cape Hatteras Island Lighthouse (83%), restrooms (67%), park brochure/map (59%) and Hatteras Island Visitor Center (54%), as shown in Figure 19. The least used services or facilities were access for disabled persons (4%) and the Oregon Inlet Boat Ramp (4%).

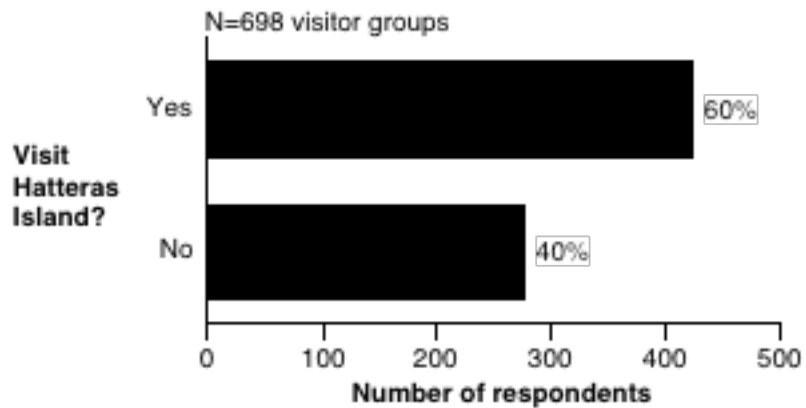


Figure 18: Visit Hatteras Island on this trip?

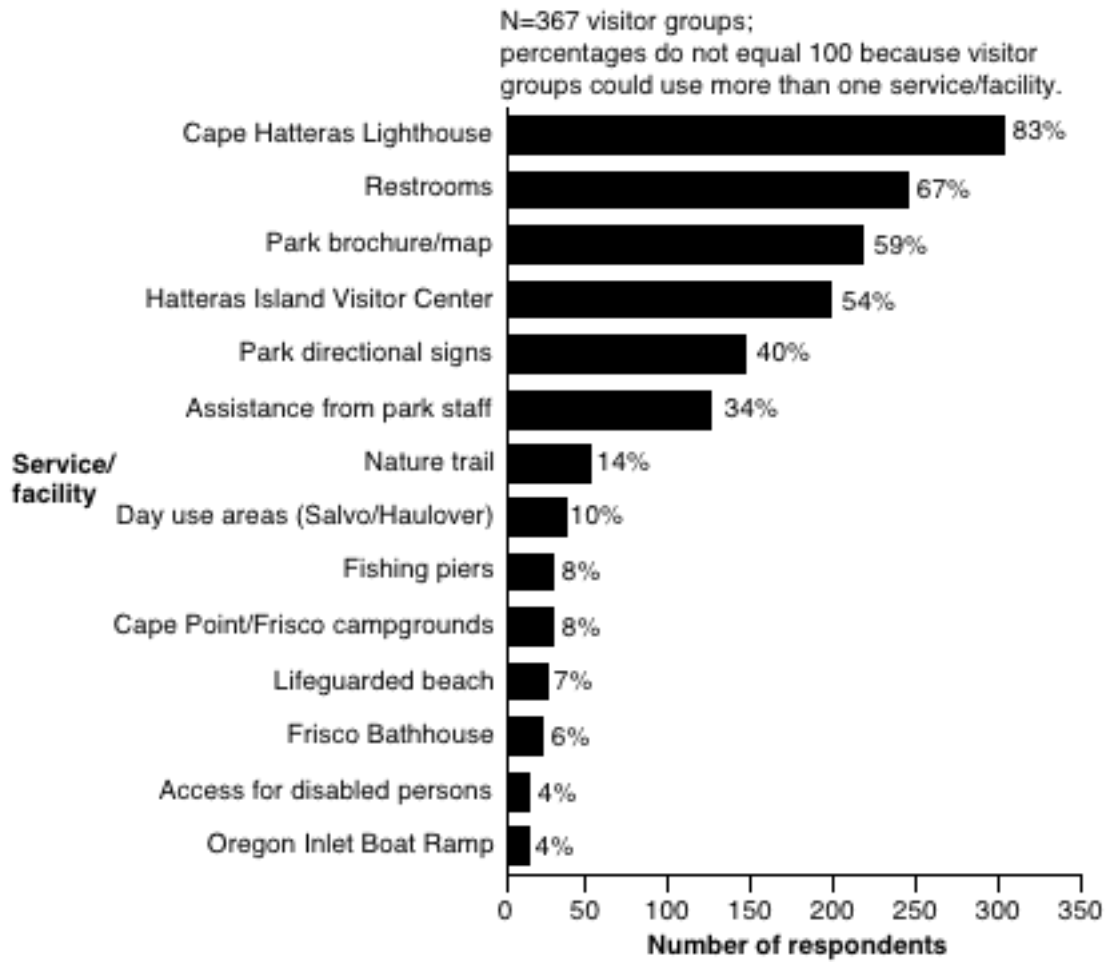


Figure 19: Services and facilities used at Hatteras Island

Visitor groups that visited Hatteras Island rated the importance and quality of each of the services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility (see Figures 20 and 21). All services and facilities were rated above average in importance and quality. NOTE: Oregon Inlet Boat Ramp, access for disabled persons, Lifeguarded Beach, Frisco/Cape Point Campgrounds, and fishing piers were not rated by enough visitors to provide reliable information.

Table 20 compares the importance ratings for selected services and facilities. The services and facilities that received the highest proportion of “extremely important” and “very important” ratings were restrooms (93%), park directional signs (91%), and Cape Hatteras Lighthouse (90%). The service/facility receiving the highest proportion of “not important” ratings was Cape Hatteras Lighthouse (2%).

Table 21 compares the quality ratings for selected services and facilities. The services and facilities that received the highest proportion of “very good” and “good” ratings were park brochure/map (92%), assistance from park staff (89%) and Hatteras Island Visitor Center (88%). The service/facility receiving the highest proportion “very poor” ratings was Cape Hatteras Lighthouse (4%).

Figure 22 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

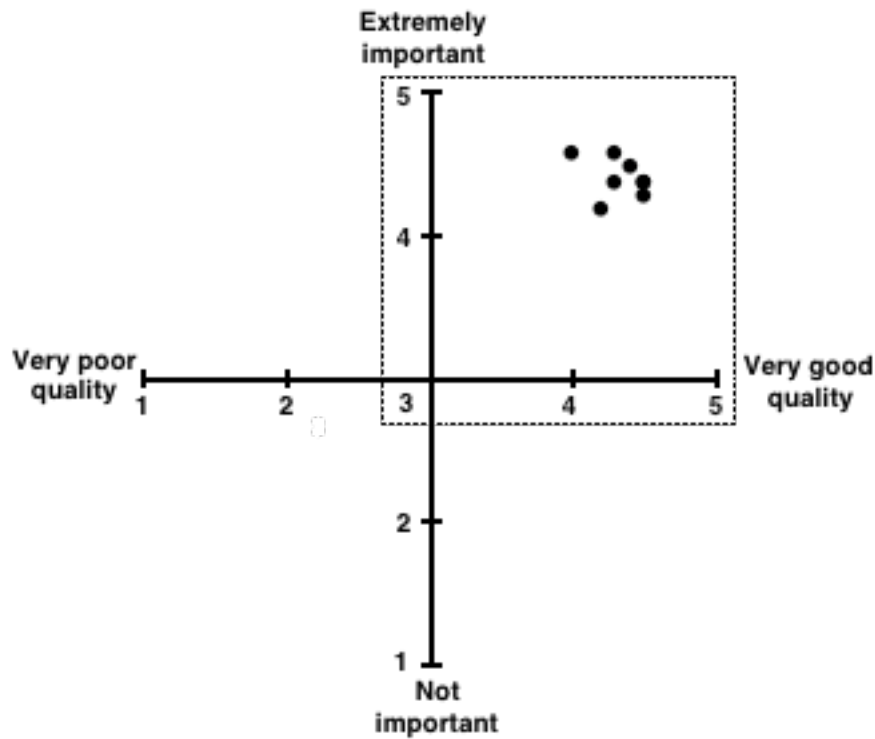


Figure 20: Average rating of visitor services and facilities importance and quality as Hatteras Island

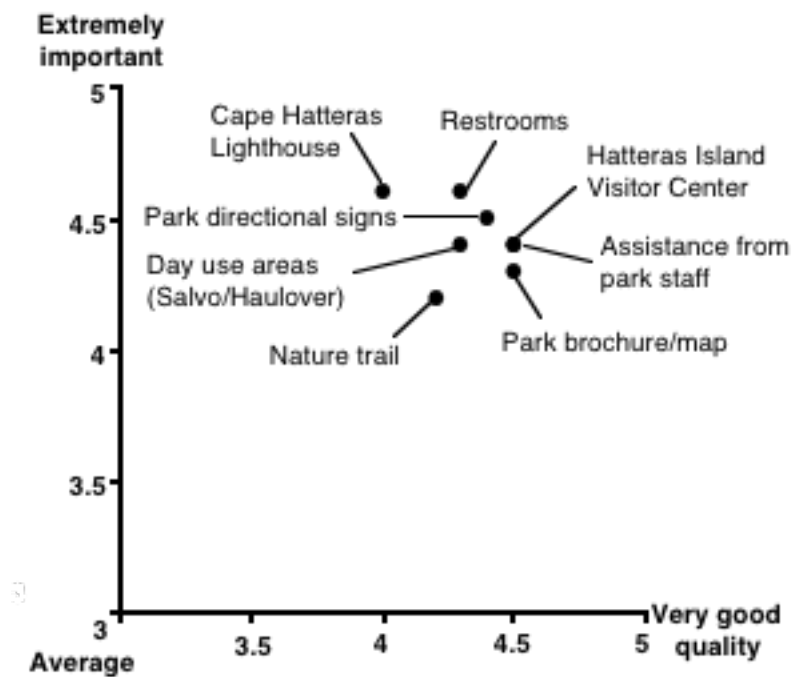


Figure 21: Detail of Figure 20

Table 20: Importance of visitor services and facilities at Hatteras Island

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Extremely important	Very important	Moderately important	Somewhat important	Not important
Park brochure/map	N=213	49%	32%	15%	3%	<1%
Hatteras Island Visitor Center	N=195	59%	23%	15%	3%	0%
Assistance from park staff	N=120	57%	28%	14%	1%	0%
Cape Hatteras Lighthouse	N=287	72%	18%	7%	1%	2%
Nature trail	N=50	38%	44%	16%	2%	0%
Restrooms	N=241	71%	22%	5%	1%	0%
Access for disabled persons CAUTION!	N=11	64%	27%	9%	0%	0%
Oregon Inlet Boat Ramp CAUTION!	N=12	67%	33%	0%	0%	0%
Park directional signs	N=143	64%	27%	7%	2%	1%
Lifeguarded beach CAUTION!	N=25	56%	20%	20%	4%	0%
Cape Point/Frisco campgrounds CAUTION!	N=29	86%	10%	3%	0%	0%
Day use areas	N=37	65%	14%	14%	8%	0%
Fishing piers CAUTION!	N=27	59%	19%	22%	0%	0%
Frisco Bathhouse CAUTION!	N=22	77%	23%	0%	0%	0%

Table 21: Quality of visitor services and facilities at Hatteras Island

N=number of visitor groups who rated each service/facility
percentages may not equal 100 due to rounding.

Visitor service/facility		Very good	Good	Average	Poor	Very poor
Park brochure/map	N=200	57%	35%	8%	1%	1%
Hatteras Island Visitor Center	N=180	61%	27%	9%	2%	1%
Assistance from park staff	N=113	68%	21%	6%	3%	2%
Cape Hatteras Lighthouse	N=265	46%	22%	21%	6%	4%
Nature trail	N=48	38%	46%	13%	4%	0%
Restrooms	N=220	51%	34%	11%	3%	1%
Access for disabled persons CAUTION!	N=10	50%	20%	20%	0%	10%
Oregon Inlet Boat Ramp CAUTION	N=11	55%	45%	0%	0%	0%
Park directional signs	N=137	56%	30%	12%	1%	1%
Lifeguarded beach CAUTION!	N=24	58%	33%	8%	0%	0%
Cape Point/Frisco Campgrounds CAUTION	N=28	54%	32%	14%	0%	0%
Day use areas	N=36	47%	33%	17%	3%	0%
Fishing piers CAUTION	N=26	38%	38%	15%	0%	8%
Frisco bathhouse CAUTION	N=22	41%	41%	14%	5%	0%

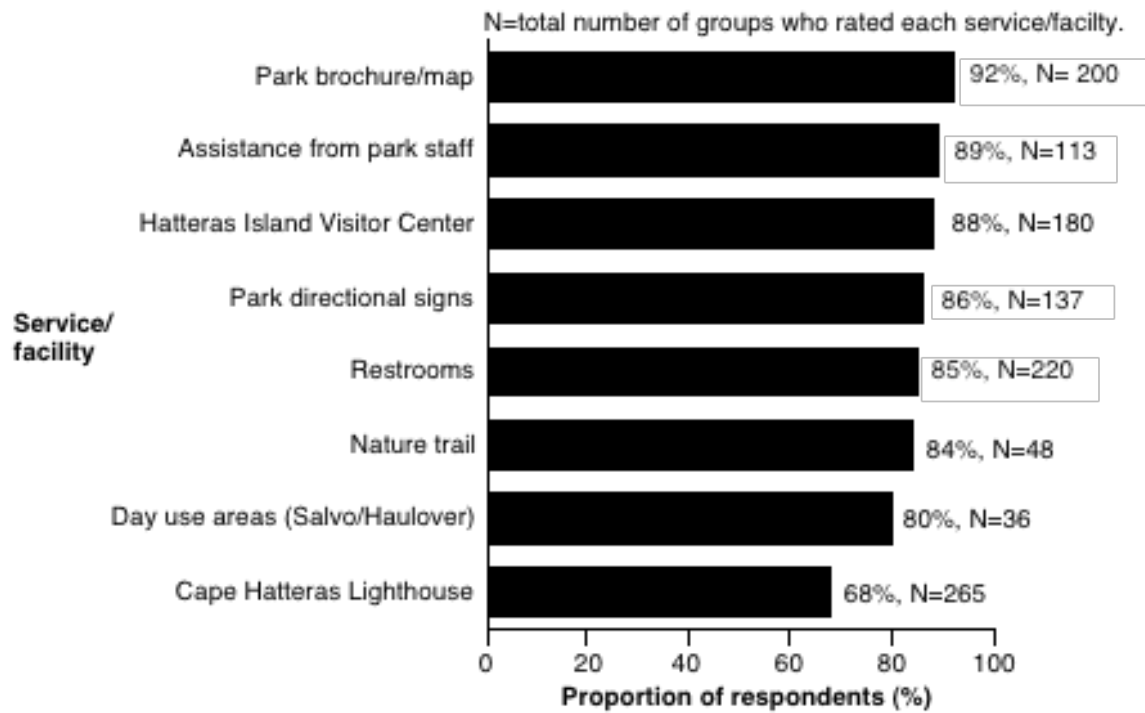


Figure 22: Combined proportions of “very good” and “good” quality ratings for services and facilities at Hatteras Island

Visitors were asked: "On this visit, did you and your group visit the Ocracoke Island part of Cape Hatteras NS?" As shown in Figure 23, most visitor groups (61%) did not visit, but 39% said that they visited Ocracoke Island.

Visitor services and facilities at Ocracoke Island: use, importance and quality

Visitor groups were asked to note the park services and facilities at Ocracoke Island that they used during this visit to the NPS Outer Banks Group parks. As shown in Figure 24, the services and facilities that were most commonly used at Ocracoke Island by visitor groups were Ocracoke Island Lighthouse (73%), parking (61%) and park brochure/map (54%). The least used services or facilities were Ocracoke Campground (6%) and access for disabled persons (3%).

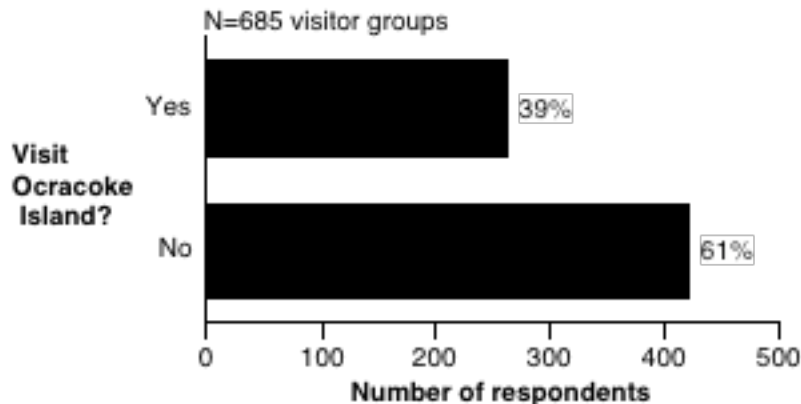


Figure 23: Visit Ocracoke Island on this trip?

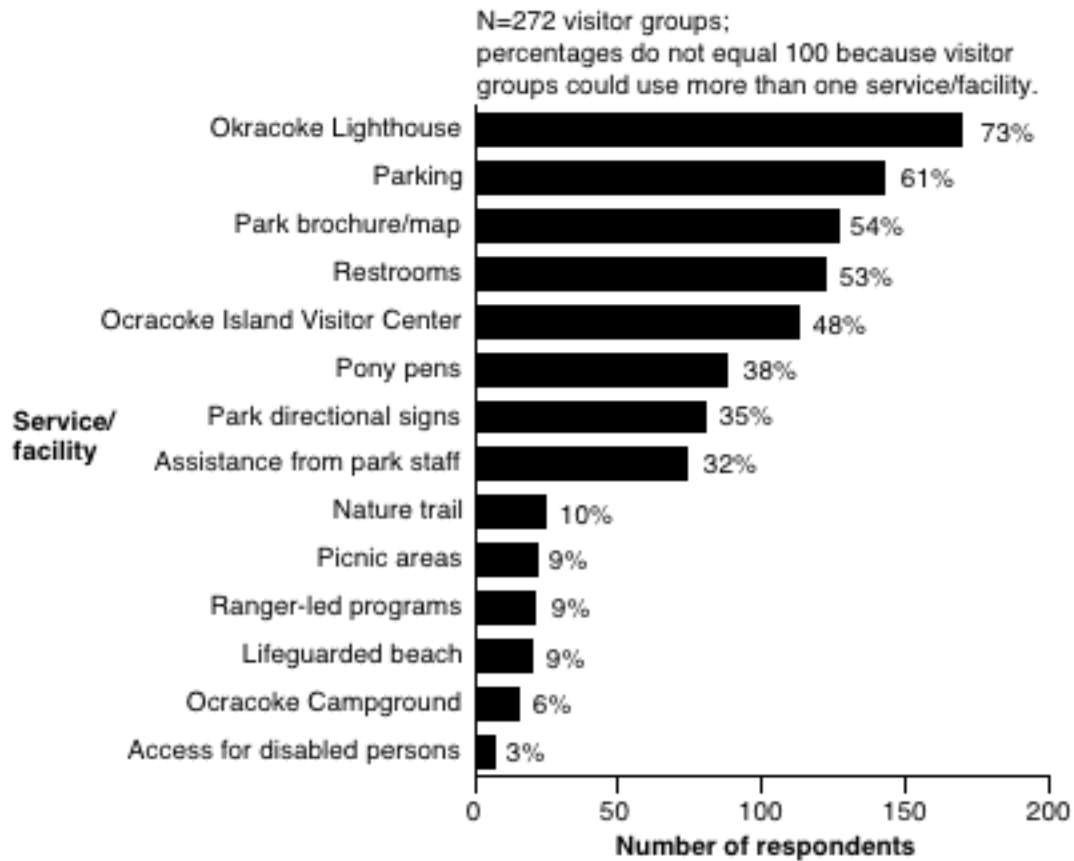


Figure 24: Services and facilities used at Ocracoke Island

Visitor groups that visited Ocracoke Island rated the importance and quality of each of the services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility (see Figures 25 and 26). All services and facilities were rated above average in importance and quality. NOTE: Evening campground programs and access for disabled people were not rated by enough visitors to provide reliable information.

Table 22 compares the importance ratings for selected services and facilities. The services and facilities that received the highest proportion of “extremely important” and “very important” ratings were restrooms (91%), park directional signs (89%) and parking (89%). Those services and facilities receiving the highest proportion of “not important” ratings included pony pens (8%) and assistance from park staff (3%).

Table 23 compares the quality ratings for selected services and facilities. The services and facilities that received the highest proportion of “very good” and “good” ratings were park brochure/map (88%), assistance from park staff (87%) and Ocracoke Island Visitor Center (86%). Those services and facilities receiving the highest proportion “very poor” ratings included parking (10%) and park directional signs (8%).

Figure 27 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

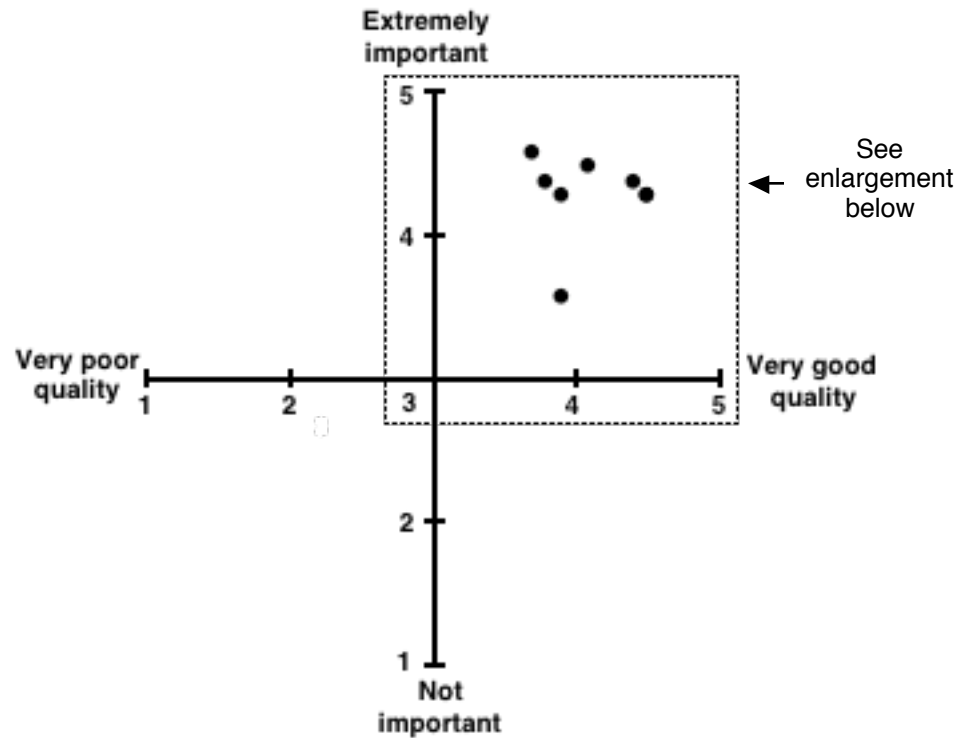


Figure 25: Average rating of visitor services and facilities importance and quality at Ocracoke Island

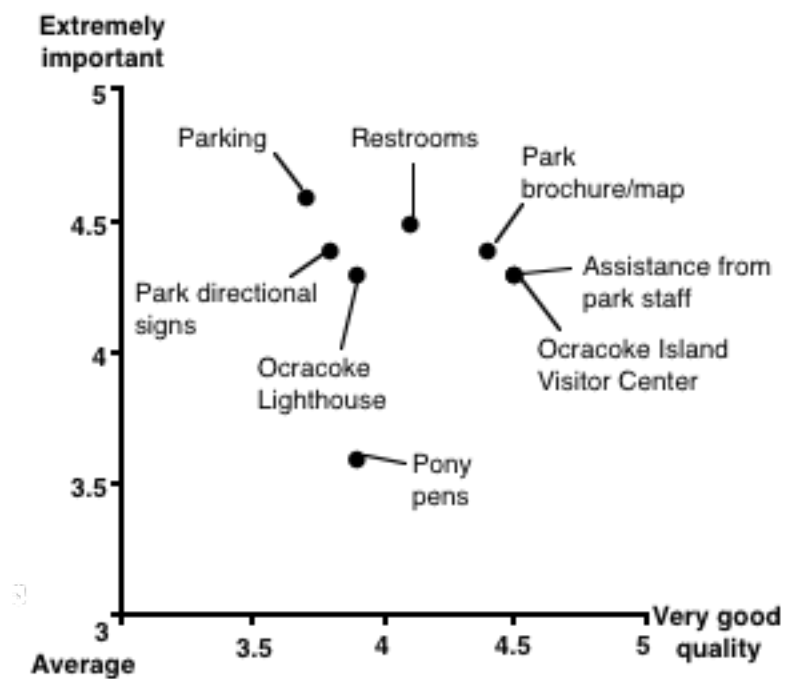


Figure 26: Detail of Figure 25

Table 22: Importance of visitor services and facilities at Ocracoke Island

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Extremely important	Very important	Moderately important	Somewhat important	Not important
Park brochure/map	N=124	56%	32%	10%	1%	0%
Ocracoke Island Visitor Center	N=108	54%	26%	17%	3%	1%
Assistance from park staff	N=70	54%	29%	14%	0%	3%
Ocracoke Lighthouse	N=166	54%	27%	17%	1%	1%
Nature trail CAUTION!	N=24	42%	29%	25%	0%	4%
Restrooms	N=119	65%	26%	8%	0%	2%
Ranger-led programs CAUTION!	N=20	40%	15%	40%	0%	5%
Access for disabled persons CAUTION!	N=5	40%	20%	20%	0%	20%
Picnic areas CAUTION!	N=21	57%	14%	24%	0%	5%
Ocracoke Campground CAUTION!	N=15	60%	13%	20%	0%	7%
Park directional signs	N=79	57%	32%	10%	0%	1%
Lifeguarded beach CAUTION!	N=19	63%	11%	11%	5%	11%
Pony pens	N=86	30%	26%	29%	7%	8%
Parking	N=141	68%	21%	9%	1%	1%

Table 23: Quality of visitor services and facilities at Ocracoke Island

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Very good	Good	Average	Poor	Very poor
Park brochure/map	N=115	53%	35%	10%	3%	0%
Ocracoke Island Visitor Center	N=101	65%	21%	10%	3%	1%
Assistance from park staff	N=64	70%	17%	9%	3%	0%
Ocracoke Lighthouse	N=154	42%	24%	22%	8%	4%
Nature trail CAUTION!	N=23	52%	26%	17%	0%	4%
Restrooms	N=110	45%	34%	14%	3%	5%
Ranger-led programs CAUTION!	N=19	53%	11%	21%	5%	11%
Access for disabled persons CAUTION!	N=5	20%	20%	40%	0%	20%
Picnic areas CAUTION!	N=20	50%	15%	20%	10%	5%
Ocracoke Campground CAUTION!	N=15	40%	20%	27%	0%	13%
Park directional signs	N=76	39%	26%	17%	9%	8%
Lifeguarded beach CAUTION!	N=18	44%	33%	17%	0%	6%
Pony pens	N=83	33%	33%	25%	7%	2%
Parking	N=134	43%	19%	13%	14%	10%

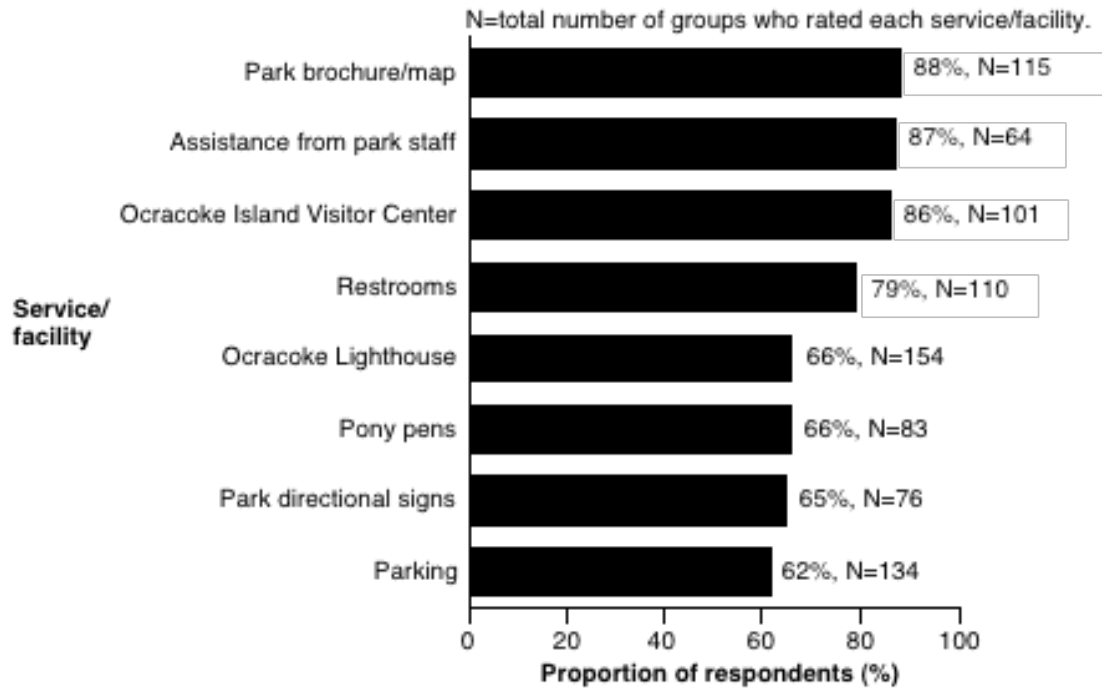


Figure 27: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities at Ocracoke Island

**Visitor services
and facilities at
Fort Raleigh NHS:
use, importance
and quality**

Visitors were asked: “On this visit, did you and your group visit Fort Raleigh NHS?” As shown in Figure 28, most visitor groups (58%) did not visit, but 42% said that they visited Fort Raleigh NHS on this trip to the NPS Outer Banks Group parks.

The most commonly used services and facilities at Fort Raleigh NHS on this visit were the visitor center (81%), park brochure/map (75%) and parking lots (74%), as shown in Figure 29. The least used services or facilities were access for disabled persons (6%) and picnic areas (3%).

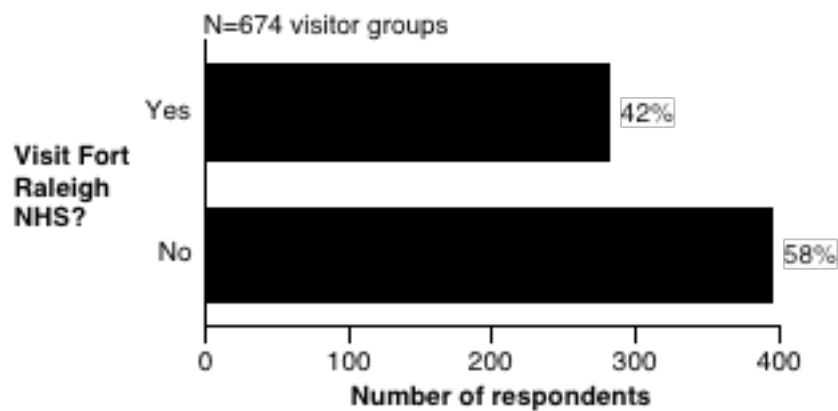


Figure 28: Visit Fort Raleigh NHS on this trip?

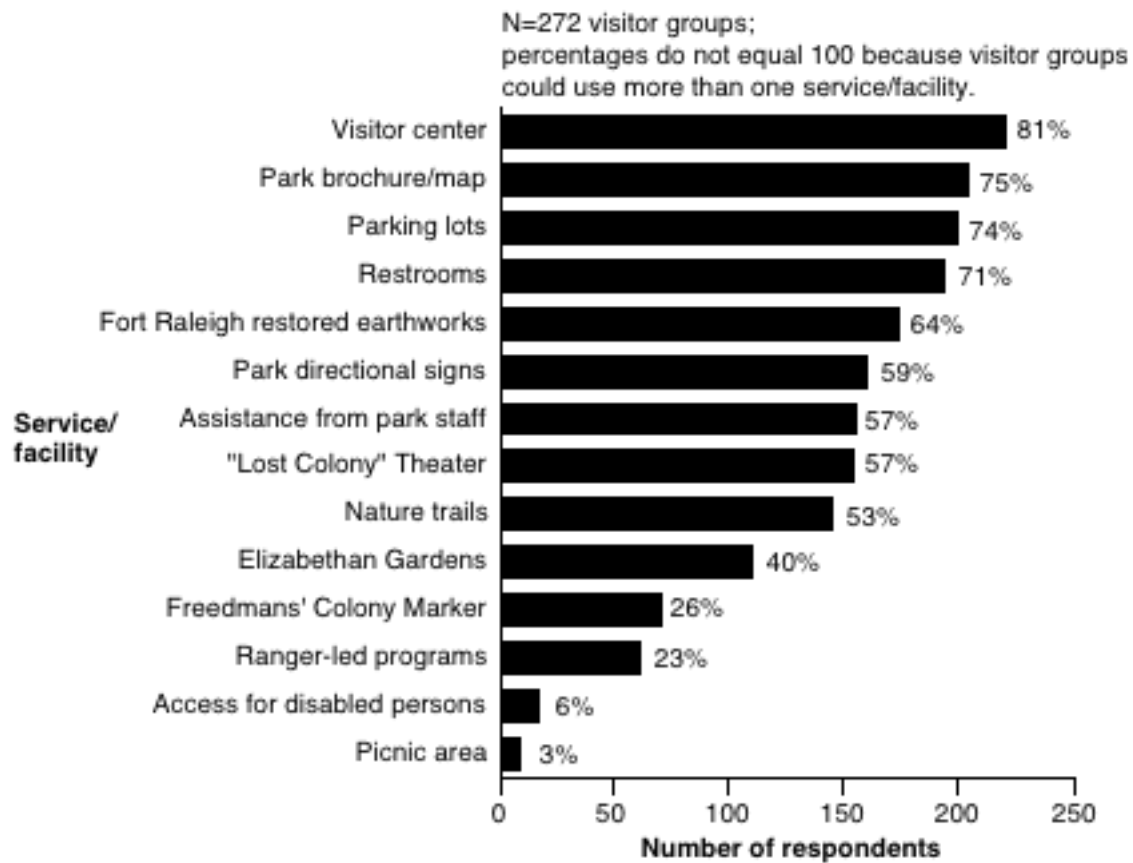


Figure 29: Services and facilities used at Fort Raleigh NHS

Visitor groups that visited Fort Raleigh NHS rated the importance and quality of each of the services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE 5=extremely important 4=very important 3=moderately important 2=somewhat important 1=not important	QUALITY 5=very good 4=good 3=average 2=poor 1=very poor
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The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility (see Figures 30 and 31). All services and facilities were rated above average in importance and quality. NOTE: Evening campground programs and access for disabled people were not rated by enough visitors to provide reliable information.

Table 24 compares the importance ratings for selected services and facilities. The services and facilities that received the highest proportion of “extremely important” and “very important” ratings were “Lost Colony” Theatre (96%), ranger-led programs (94%), restrooms (92%) and park directional signs (88%). Those services and facilities receiving the highest proportion of “not important” ratings included Freedmans' Colony marker (3%), nature trails and restored earthworks (each 2%).

Table 25 compares the quality ratings for selected services and facilities. The services and facilities that received the highest proportion of “very good” and “good” ratings were assistance from park staff (96%), parking lots (94%), “Lost Colony” Theatre (92%) and visitor center (92%). Those services and facilities receiving the highest proportion of “very poor” ratings included restored earthworks, Freedmans' Colony marker and park directional signs (each 2%).

Figure 32 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

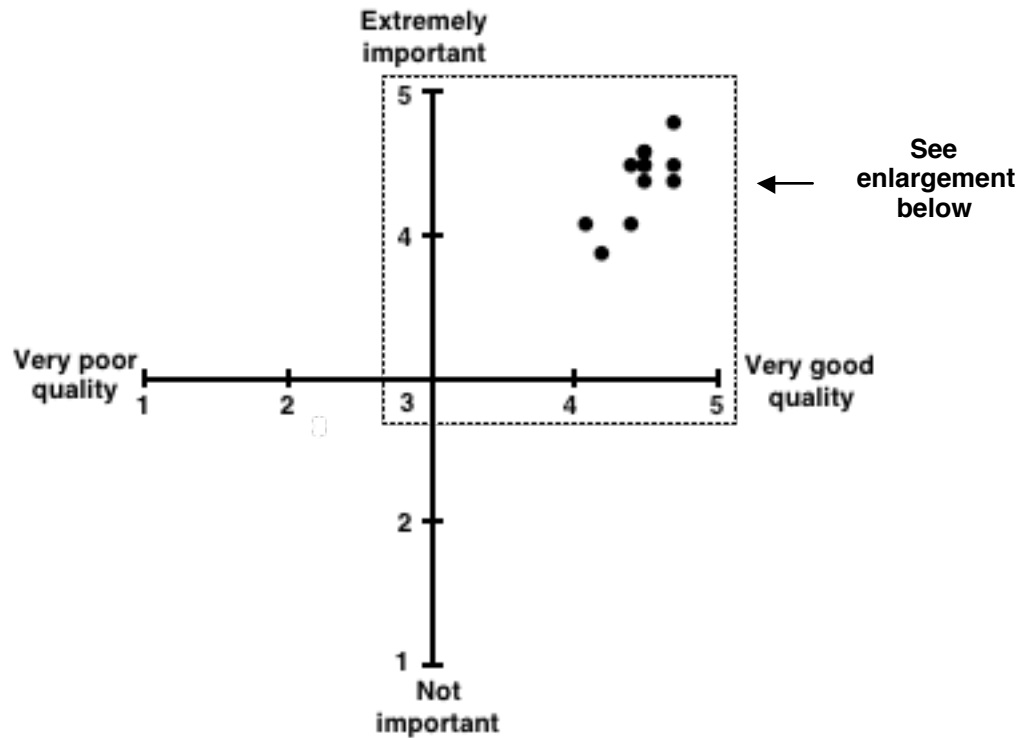


Figure 30: Average rating of visitor services and facilities importance and quality at Fort Raleigh NHS

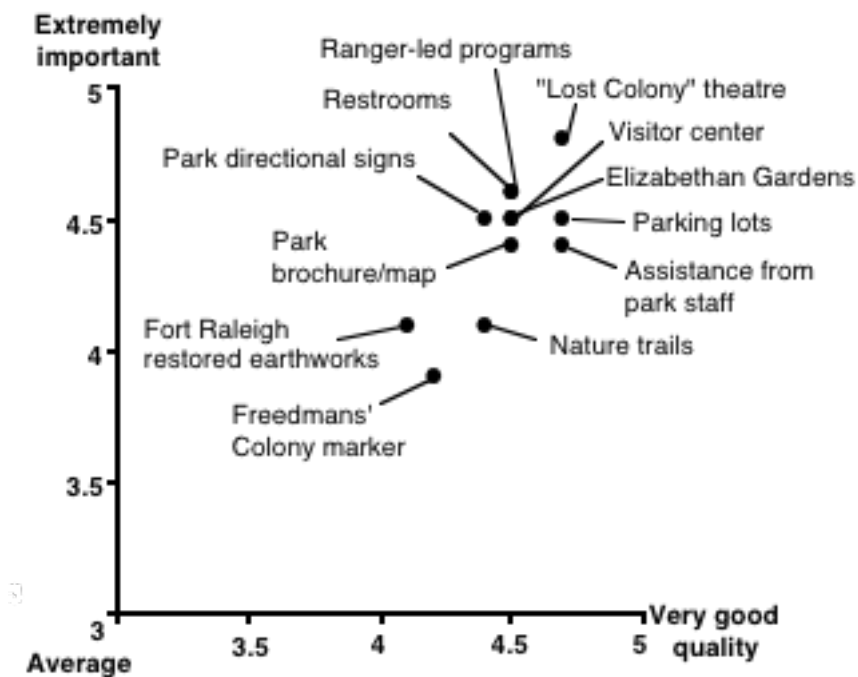


Figure 31: Detail of Figure 30

Table 24: Importance of visitor services and facilities at Fort Raleigh NHS

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Extremely important	Very important	Moderately important	Somewhat important	Not important
Park brochure/map	N=198	56%	31%	10%	2%	1%
Visitor center	N=214	65%	22%	10%	2%	1%
Assistance from park staff	N=151	60%	26%	10%	3%	1%
Nature trails	N=141	41%	32%	22%	3%	2%
Fort Raleigh restored earthworks	N=166	45%	29%	17%	6%	2%
Freedmans' Colony marker	N=69	41%	26%	20%	10%	3%
Ranger-led programs	N=60	67%	27%	7%	0%	0%
Restrooms	N=187	68%	24%	7%	1%	0%
Access for disabled persons CAUTION!	N=15	87%	7%	7%	0%	0%
Picnic area CAUTION!	N=9	78%	11%	11%	0%	0%
Park directional signs	N=156	65%	23%	10%	1%	1%
Parking lots	N=187	65%	22%	12%	1%	1%
"Lost Colony" Theatre	N=152	82%	14%	4%	1%	0%
Elizabethan Gardens	N=106	65%	22%	9%	4%	0%

Table 25: Quality of visitor services and facilities at Fort Raleigh NHS

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Very good	Good	Average	Poor	Very poor
Park brochure/map	N=189	61%	30%	7%	1%	1%
Visitor center	N=206	63%	29%	8%	<1%	<1%
Assistance from park staff	N=144	72%	24%	3%	0%	1%
Nature trails	N=135	52%	33%	13%	1%	0%
Fort Raleigh restored earthworks	N=158	42%	28%	23%	4%	2%
Freedmans' Colony marker	N=64	52%	25%	19%	3%	2%
Ranger-led programs	N=58	67%	21%	9%	3%	0%
Restrooms	N=180	59%	31%	9%	1%	0%
Access for disabled persons CAUTION!	N=12	67%	8%	8%	8%	8%
Picnic area CAUTION!	N=9	56%	22%	22%	0%	0%
Park directional signs	N=152	59%	28%	11%	0%	2%
Parking lots	N=184	72%	22%	6%	1%	0%
"Lost Colony" Theatre	N=149	79%	13%	6%	2%	1%
Elizabethan Gardens	N=105	66%	20%	12%	1%	1%

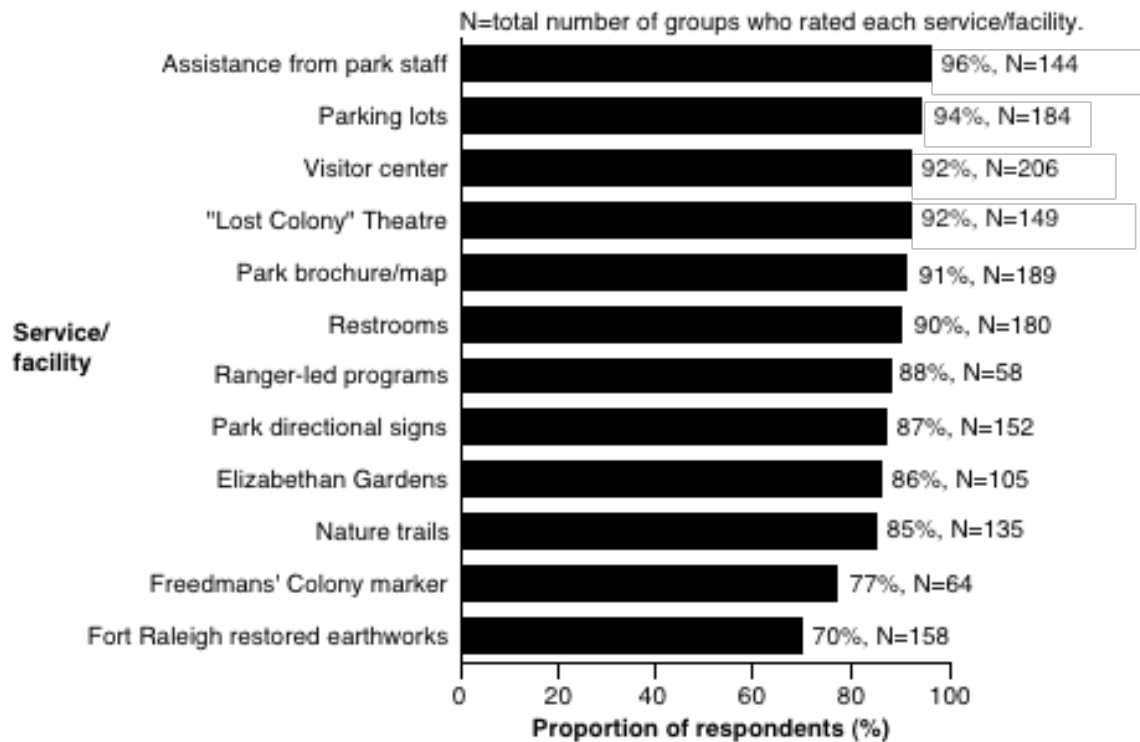


Figure 32: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities at Fort Raleigh NHS

Visitors were asked: "On this visit, did you and your group visit Wright Brothers NMEM?" As shown in Figure 33, most visitor groups (60%) visited Wright Brothers NMEM on this visit, but 40% did not visit.

As shown in Figure 34, the most commonly used services and facilities at Wright Brothers NMEM on this visit were the visitor center (91%), parking lots (81%) and Wright Brothers Monument and trails (79%). The least used services or facilities were access for disabled persons (6%) and picnic areas (4%).

Visitor services and facilities at Wright Brothers NMEM: use, importance and quality

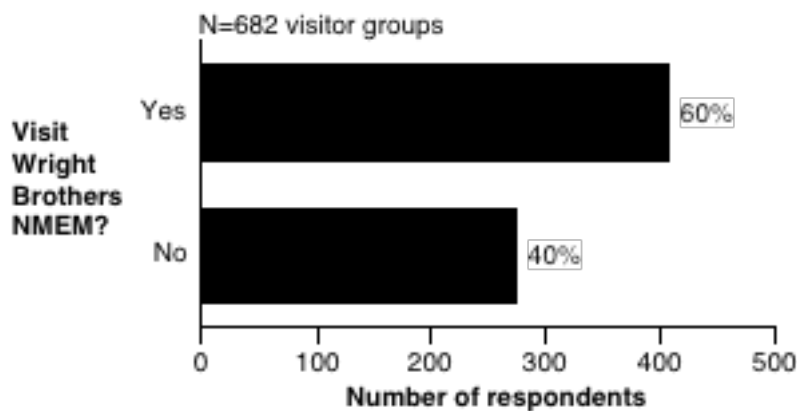


Figure 33: Visit Wright Brothers NMEM on this trip?

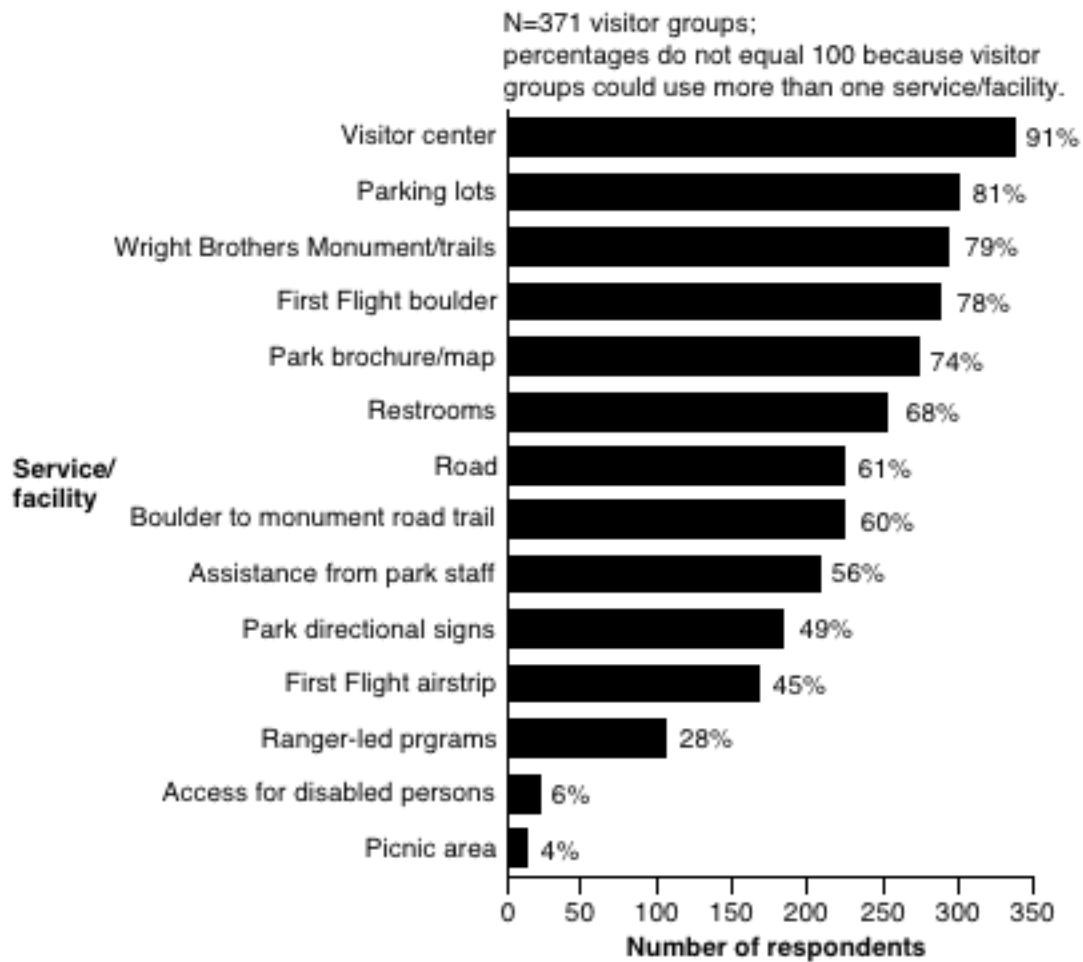


Figure 34: Services and facilities used at Wright Brothers NMEM

Visitor groups that visited Wright Brothers NMEM rated the importance and quality of each of the services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 35 and 36 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. NOTE: Evening campground programs and access for disabled people were not rated by enough visitors to provide reliable information.

Table 26 compares the importance ratings for selected services and facilities. The services and facilities that received the highest proportion of “extremely important” and “very important” ratings were First Flight airstrip (95%), First Flight Boulder and 1903 airstrip (91%), Wright Brothers Monument and trails and restrooms (each 88%). Those services and facilities receiving the highest proportion of “not important” ratings included park brochure/map, assistance from park staff, visitor center, and park directional signs (each 1%).

Table 27 compares the importance ratings for selected services and facilities. The services and facilities that received the highest proportion of “very good” and “good” ratings were First Flight airstrip (94%), ranger-led programs, and road (each 93%). Those services and facilities receiving the highest proportion “very poor” ratings included visitor center (8%) and park directional signs, restrooms, and ranger-led program (each 2%).

Figure 37 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

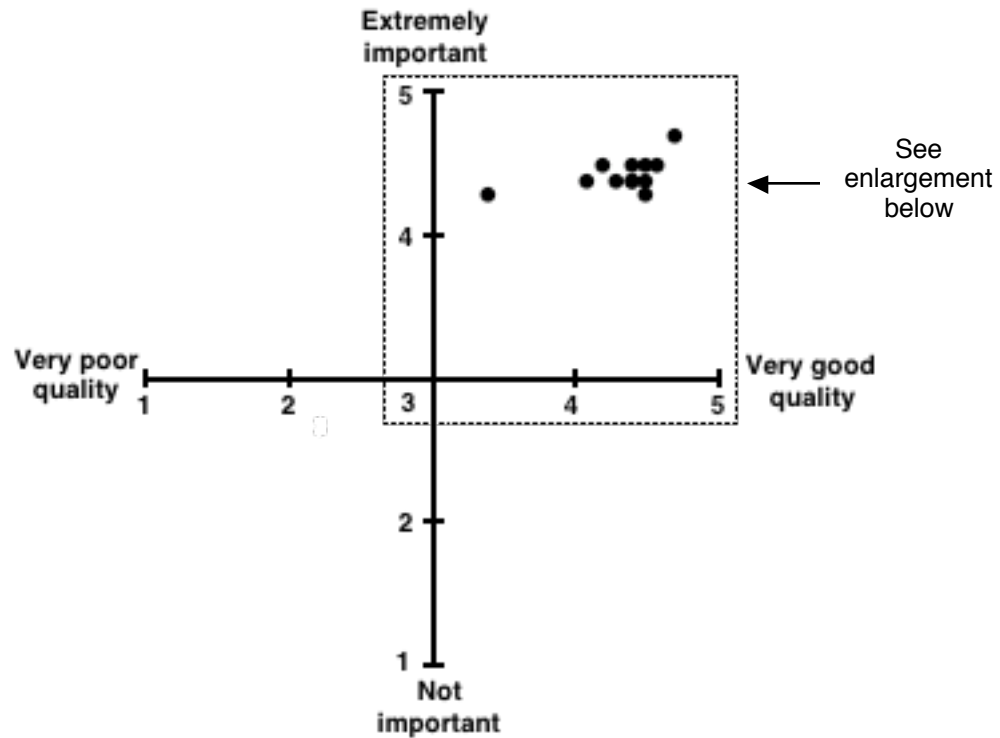


Figure 35: Average rating of visitor services and facilities importance and quality at Wright Brothers NMEM

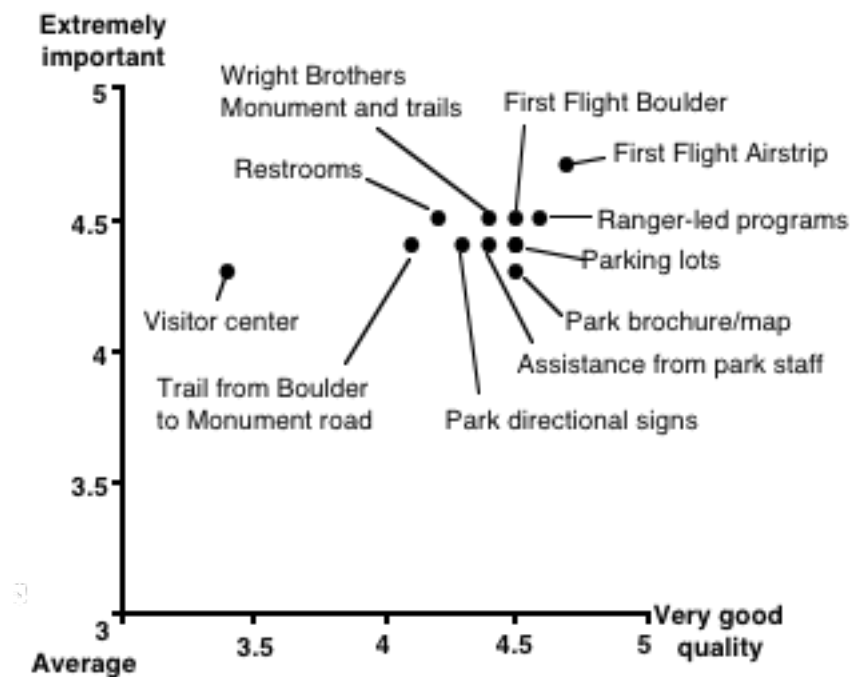


Figure 36: Detail of Figure 35

Table 26: Importance of visitor services and facilities at Wright Brothers NMEM

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Extremely important	Very important	Moderately important	Somewhat important	Not important
Park brochure/map	N=263	52%	32%	14%	2%	1%
Visitor center	N=321	57%	25%	16%	2%	1%
Assistance from park staff	N=201	57%	30%	11%	1%	1%
First Flight Boulder/ 1903 Flight Path	N=280	61%	30%	8%	1%	<1%
Trail from Boulder to Monument road	N=217	53%	31%	12%	3%	0%
Wright Brothers Monument and trails	N=281	62%	26%	11%	1%	<1%
Ranger-led programs	N=104	65%	22%	12%	1%	0%
Restrooms	N=243	65%	23%	10%	1%	<1%
Access for disabled persons CAUTION!	N=19	74%	11%	5%	0%	11%
Picnic area CAUTION!	N=10	70%	10%	20%	0%	0%
Park directional signs	N=178	60%	22%	16%	1%	1%
Road	N=216	56%	29%	13%	2%	<1%
Parking lots	N=291	56%	27%	15%	2%	0%
First Flight Airstrip	N=160	71%	24%	5%	0%	0%

Table 27: Quality of visitor services and facilities at Wright Brothers NMEM

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.

Visitor service/facility		Very good	Good	Average	Poor	Very poor
Park brochure/map	N=251	59%	31%	8%	1%	1%
Visitor center	N=303	27%	20%	27%	18%	8%
Assistance from park staff	N=192	63%	22%	9%	4%	1%
First Flight Boulder and 1903 Flight Path	N=266	61%	30%	7%	1%	<1%
Trail from boulder to monument road	N=207	46%	31%	16%	6%	1%
Wright Brothers monument and trails	N=269	57%	30%	11%	1%	1%
Ranger-led programs	N=99	75%	18%	4%	1%	2%
Restrooms	N=229	47%	33%	14%	4%	2%
Access for disabled persons CAUTION!	N=18	22%	22%	28%	6%	22%
Picnic area CAUTION!	N=10	70%	10%	10%	0%	10%
Park directional signs	N=169	55%	31%	9%	3%	2%
Road	N=206	59%	34%	6%	<1%	<1%
Parking lots	N=280	58%	31%	10%	1%	<1%
First Flight airstrip	N=152	75%	19%	5%	1%	1%

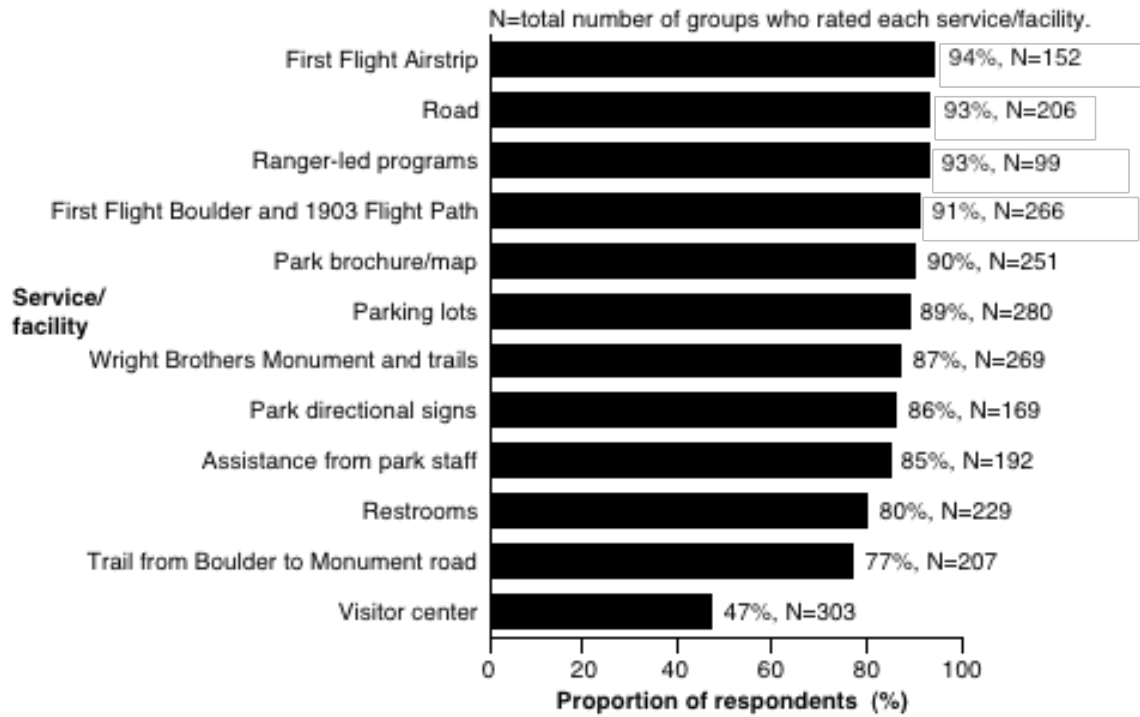


Figure 37: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities at Wright Brothers NMEM

Visitors were asked whether they had adequate access to park staff during this visit to Cape Hatteras NS, Fort Raleigh NHS, and Wright Brothers NMEN. Most visitor groups (81%) indicated that they had adequate access to park staff at Cape Hatteras NS during this visit, 15% were “not sure,” and 4% said they did not have adequate access to staff (see Figure 38).

Opinions about access to park staff

At Wright Brothers NMEN, 84% of visitor groups felt that they had adequate access to park staff during this visit, 10% were “not sure,” and 5% said that they did not have adequate access to staff (see Figure 39).

As shown in Figure 40, most visitor groups (87%) had adequate access to park staff during this visit to Fort Raleigh NHS. Eight percent of visitor groups were “not sure” and 5% felt that they did not have adequate access to staff during this visit.

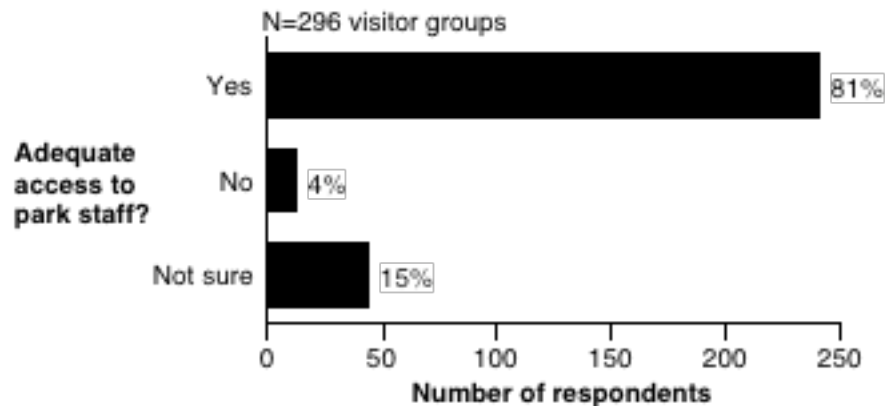


Figure 38: Access to park staff at Cape Hatteras NS

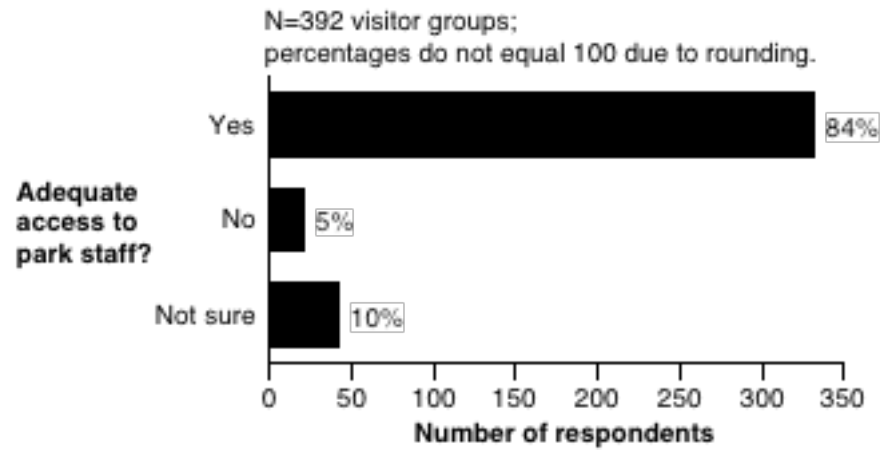


Figure 39: Access to park staff at Wright Brothers NMEM

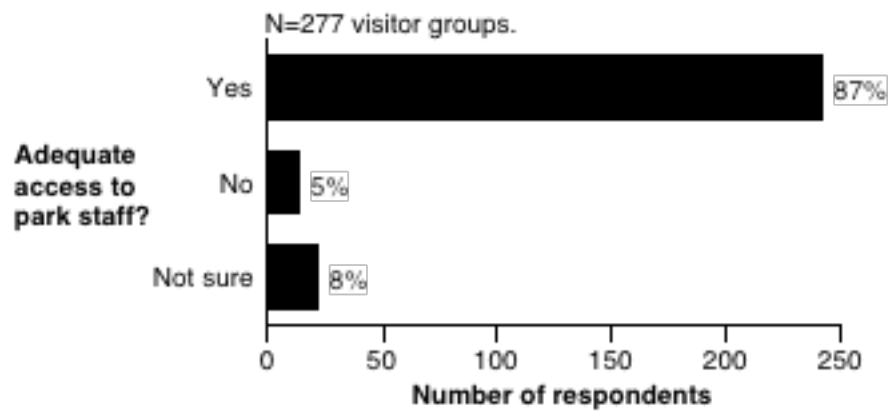


Figure 40: Access to park staff at Fort Raleigh NHS

**Comparison of
current programs/
activities with past
visit(s)**

Visitor groups who had visited Outer Banks Group parks in the past were asked to compare the programs/activities on this visit with those on past visits. One-half of visitor groups (50%) had visited one or more of the Outer Bank Group parks in the past; another 50% said it was their first time visiting the parks (see Figure 41).

Visitor groups who had visited the parks in the past were then asked to compare park programs/activities on this visit with what they experienced in the past. Table 28 lists visitors' comments on the similarities/differences in the programs.

Finally, visitors were asked: "Did the differences/similarities have any impact on your visit?" Most visitor groups (55%) felt that the differences/similarities have "no impact" on their visit, 28% indicated that they "added to" their experience and another 17% said that the changes/similarities "detracted from" their experience in the parks, as shown in Figure 42.

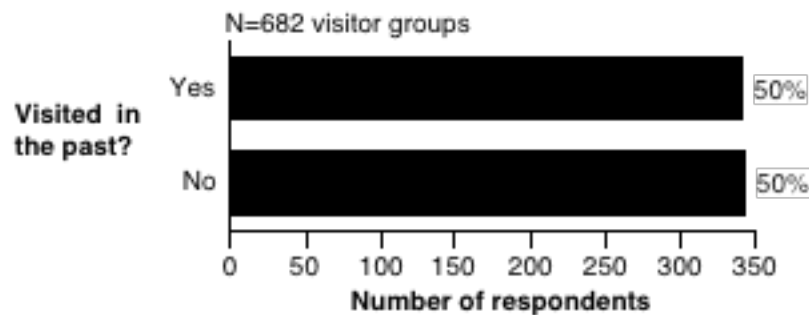
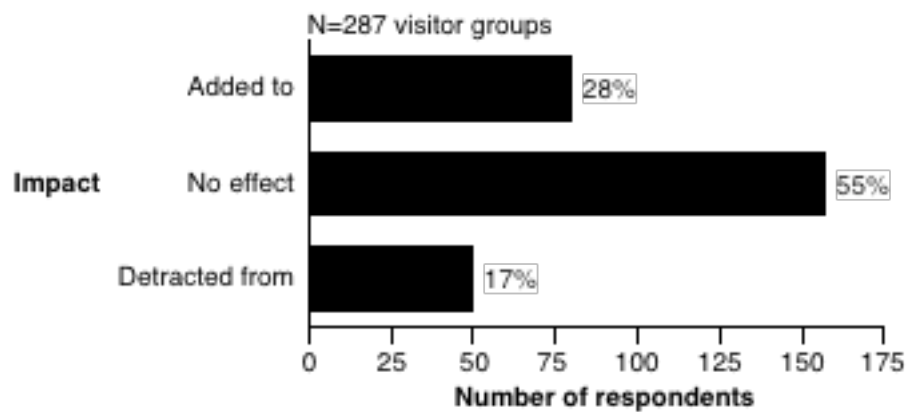


Figure 41: Have you visited one or more of the Outer Banks Group parks in the past?

Table 28: Comparing services and facilities with those on past visit(s)

N=104 comments

Comment	Number of times mentioned
None/no change/similar	63
No museum/museum closed/museum in trailer	10
Improvements to all facilities/facilities better	9
Better ranger talks-programs/more interesting	9
More-people/development/more crowded	5
Ranger more knowledgeable/friendly	3
Less ranger talks	3
Cape Hatteras NS less crowded	2

**Figure 42: Impact of differences/similarities on park experience**

Visitors were asked: "On a future visit to Cape Hatteras NS, would you and your group consider camping in a National Park Service campground?" Most visitor groups (54%) indicated they would not consider camping in a NPS campground (see Figure 43). Thirty-two percent said they would use a NPS campground on a future visit to Cape Hatteras NS and 13% were unsure.

Future use of NPS Cape Hatteras NS campgrounds

Visitors who answered "no" were asked to explain why they would not consider camping in a NPS campground on a future visit to Cape Hatteras NS. Out of 353 visitor groups who responded to this question, 62% indicated that they do not camp but prefer hotels/cottages /condos. Other comments included heat/humidity, no modern hookups/showers/electricity/water and being a local property owner/renter.

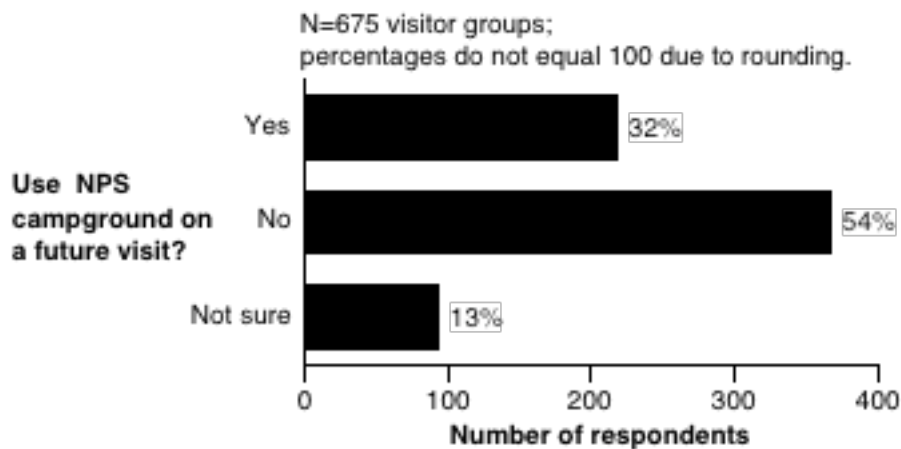


Figure 43: Use of NPS campground on a future visit to Cape Hatteras NS

Visitors were asked to rate the importance of selected attributes in planning for the preservation of the National Park Service Outer Banks Group parks for future generations. Table 29 compares the ratings of the attributes by the visitors of all three parks. The attributes that received the highest proportion of “extremely important” and “very important” ratings were preserving historic sites (88%), educational opportunities (75%), and natural open space (72%), as shown in Figure 44. The attributes receiving the highest proportion of “not important” ratings included night sky/stargazing (20%), wildlife viewing (16%) and solitude (16%).

Importance of selected park attributes

Table 29: Importance of attributes in planning for the preservation of NPS Outer Banks parks for future generations

N=number of visitor groups who rated each attribute;
percentages may not equal 100 due to rounding.

Attribute		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know
Scenic views	N=684	48%	21%	21%	5%	4%	1%
Wildlife viewing	N=663	21%	16%	24%	15%	16%	8%
Recreational opportunities	N=665	30%	21%	18%	12%	14%	5%
Natural quiet/sounds of nature	N=665	37%	20%	21%	9%	10%	4%
Night sky/stargazing	N=660	21%	17%	16%	11%	20%	15%
Solitude	N=666	29%	19%	18%	12%	16%	6%
Educational opportunities	N=671	52%	23%	14%	4%	4%	3%
Preserving historic sites	N=676	70%	18%	7%	2%	2%	1%
Natural open space	N=674	50%	22%	16%	5%	5%	3%

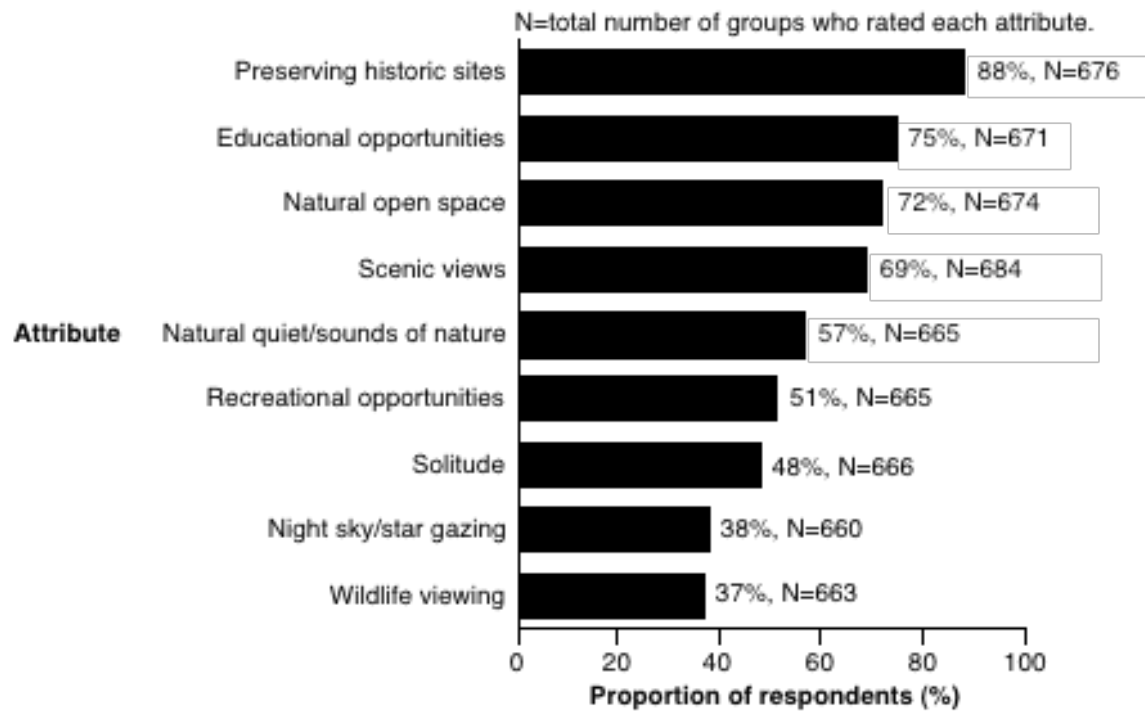


Figure 44: Combined proportions of “extremely important” and “very important” ratings for selected attributes of the NPS Outer Banks Group parks

Table 30 compares the ratings of four selected attributes at Cape Hatteras NS only: availability of beach access, availability of lifeguarded beaches, beach driving and campgrounds. Figure 45 shows the combined proportions of “extremely important” and “very important” ratings for attributes of Cape Hatteras NS. The attribute that received the highest proportion of “extremely important” and “very important” ratings was availability of beach access (75%). The attribute receiving the highest proportion of “not important” ratings was beach driving (25%).

Importance of selected park attributes at Cape Hatteras NS

Table 30: Importance of attributes in planning for the preservation of Cape Hatteras NS for future generations

N=number of visitor groups who rated each attribute;
percentages may not equal 100 due to rounding.

Attribute		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know
Availability of beach access	N=462	58%	17%	9%	3%	2%	10%
Availability of lifeguarded beaches	N=456	20%	14%	24%	13%	15%	14%
Beach driving	N=459	25%	9%	14%	12%	25%	14%
Campgrounds	N=454	21%	13%	20%	11%	19%	15%

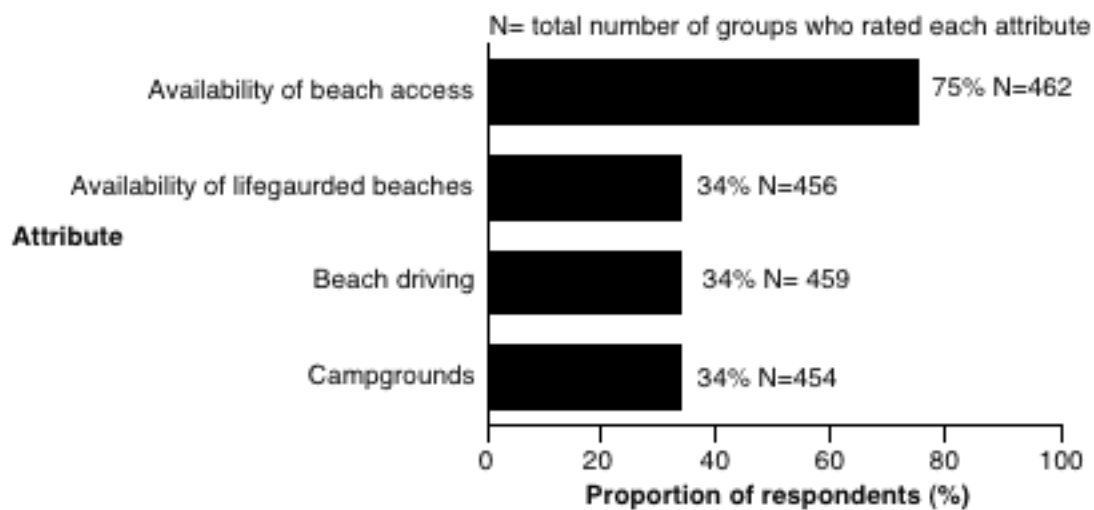


Figure 45: Combined proportions of “extremely important” and “very important” ratings for selected attributes of Cape Hatteras NS only

Selected factors' effect on visitor experience

Visitors were asked to rate how selected factors may have affected their park experience. Of those visitors who experienced the factors, the largest proportion indicated that those factors had “no effect” on their park experience (see Table 31). The factors receiving the highest proportion of “added to” ratings included fires on beach (10%) and vehicles on beach (10%). The factors that received the highest proportion of “detracted from” ratings were litter (32%), dogs off leash (14%) and vehicles on beach (13%).

Table 31: Selected factors' effect on visitor experience

N=number of respondents;
percentages may not equal 100 due to rounding.

Factor		Added to	No effect	Detracted from	Did not experience
RV electric generators	N=665	<1%	15%	8%	77%
Airplane overflights	N=661	8%	42%	7%	43%
Fires on beach	N=662	10%	22%	4%	64%
Dogs off leash	N=667	4%	26%	14%	56%
Visitors drinking alcohol	N=664	4%	24%	10%	61%
Litter	N=663	1%	12%	32%	55%
Vehicles on beach	N=666	10%	29%	13%	48%

Visitors were asked several questions regarding their perceptions about crowding in the Outer Banks Group parks. Visitor groups were first asked to rate how crowded they felt during this visit. Twenty-four percent of visitors felt "crowded" to "extremely crowded," as shown in Figure 46. Forty-one percent of visitor groups indicated that they felt "somewhat crowded," and 36% said that they felt "not at all crowded."

Perceptions about crowding

Visitor groups who said that they felt "crowded," "very crowded," or "extremely crowded" during their visit were asked to list where they felt crowded (155 groups responses are shown in Table 32). The visitor center/visitor center museum/gift shop was the most common answer.

Figure 47 shows the time of day when visitor groups felt crowded. Most visitor groups (73%) felt crowded in the afternoon (noon to 6 p.m.), 22% felt crowded in the morning (6 a.m. to noon), and 14% felt crowded in the evening (6 p.m. to midnight).

Finally, visitor groups were asked about the effect of crowding on their park experience. Forty-eight percent of visitor groups said crowding had "no effect," while 47% indicated that crowding "detracted from" their park experience on this visit (see Figure 48).

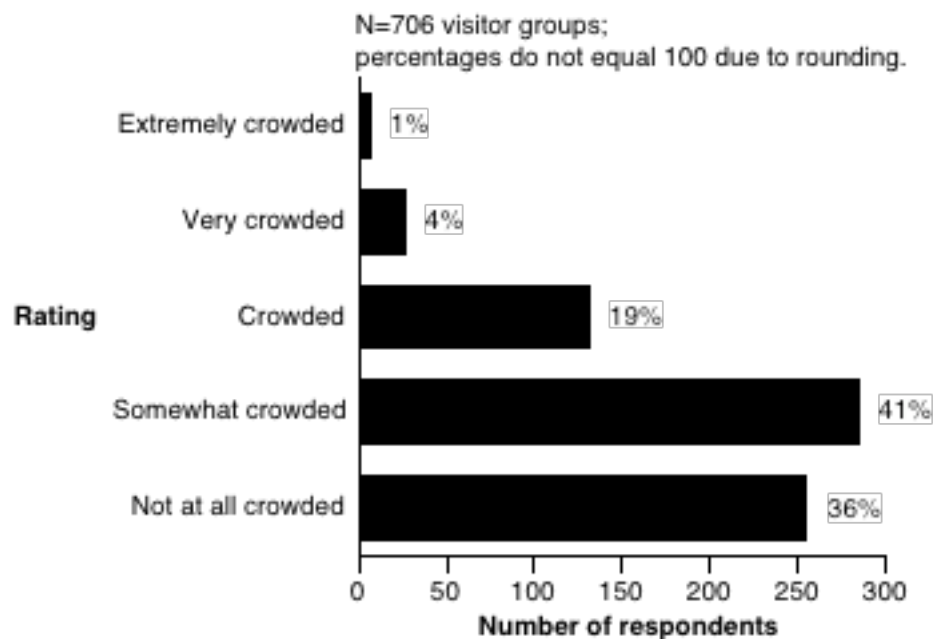
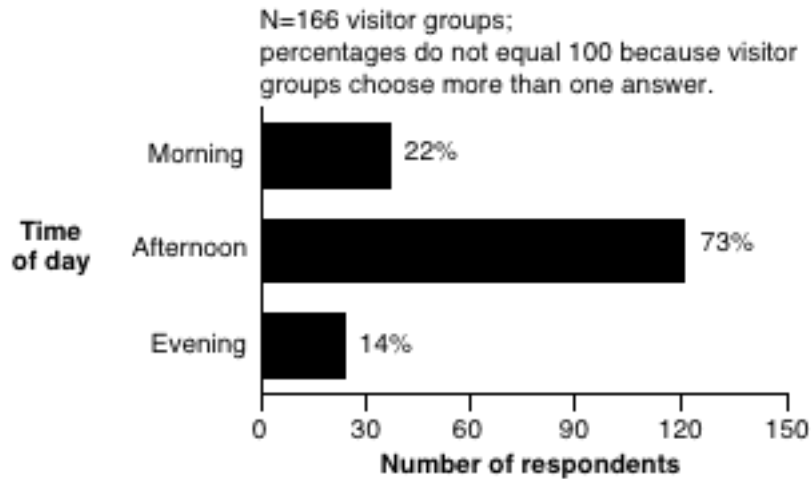
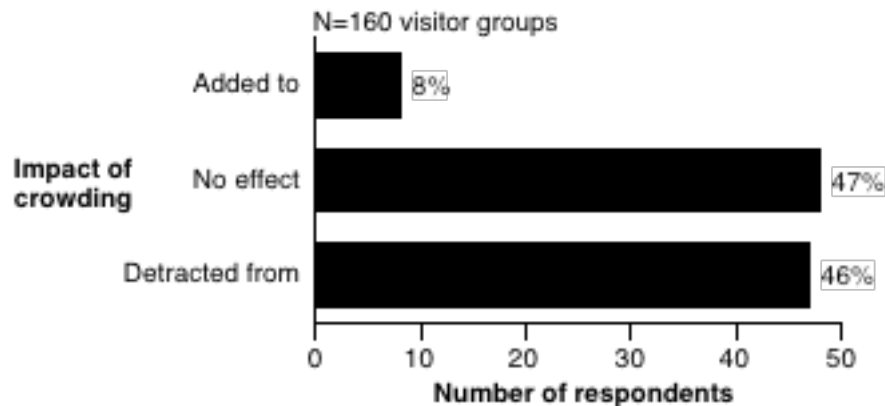


Figure 46: Opinions about crowding

Table 32: Places where visitors felt crowded

N=155 visitor groups;
some visitors listed more than one place.

Place	Number of times mentioned
Visitor center/visitor center museum/gift shop	81
Lighthouses	34
Beaches	35
Wright Brothers Monument	29
Ferry terminals	19
"Lost Colony" play	8
Roads	6
Campgrounds	7
Aquarium	4
Parking lots	4
Ranger talks	4
Other comments	17

**Figure 47: Time of day that visitors felt crowded****Figure 48: Impact of crowding on park experience**

**Opinions
about safety**

Visitors were asked a number of questions about common safety situations. First, visitor groups were asked: “On this trip to one or more of the Outer Banks Group parks, did you and your group feel prepared for common safety situations (such as exposure to sun, heat, ocean and tidal currents, etc.) that you encountered in those parks?” Most visitor groups (90%) said that they were prepared for the common safety situations that they encountered, as shown in Figure 49.

Visitor groups who did not feel prepared were then asked how they would have prepared differently for a safer visit. Comments included “learn more about tidal currents,” “wear hats/sunscreen/less time in sun” and “would have brought/drank more water.”

Finally, visitors were asked to list the three most common safety situations and the park where they encountered them. Common visitor group responses at Cape Hatteras NS included “sun,” “heat,” and “tide/tidal currents” (see Table 33). Common visitor group responses at Fort Raleigh NHS included “sun,” “heat,” and “insect/mosquitoes,” as shown in Table 34. Common visitor group responses at Wright Brothers NMEM included “sun,” “heat,” and “cactus” (see Table 35).

Common visitor group responses for safety situations encountered at all NPS Outer Banks Group parks included “heat,” “sun,” and “dehydration/inadequate water supply” (see Table 36).

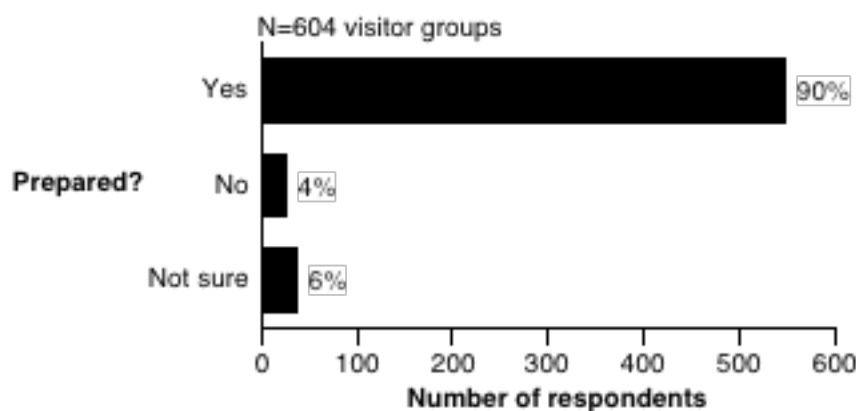


Figure 49: Visitor preparedness for common safety situations

Table 33: Common safety situations encountered at Cape Hatteras NS

Comment	Number of times mentioned
First safety situation N=152	
Sun	99
Tide/tidal currents	17
Heat	11
Ocean	7
Shaded areas	2
Insects/mosquitoes	2
Rain	2
Other comments	12
Second safety situation N=92	
Heat	57
Sun	14
Tide/tidal currents	12
Ocean	5
Other comments	4
Third safety situation N=50	
Tide/tidal currents	14
Heat	10
Ocean	10
Insects/mosquitoes	4
Sun	3
Inadequate drinking water available	2
Other comments	7

Table 34: Common safety situations encountered at Fort Raleigh NHS

Comment	Number of times mentioned
First safety situation N=39	
Sun	17
Heat	12
Insects/mosquitoes	3
Construction/park maintenance	2
Other comments	5
Second safety situation N=19	
Insects/mosquitoes	6
Heat	5
Sun	4
Other comments	4
Third safety situation N=7	
Sun	6
Heat	1

Table 35: Common safety situations encountered at Wright Brothers NMEM

Comment	Number of times mentioned
First safety situation N=85	
Sun	64
Heat	12
Cactus	2
Other comments	5
Second safety situation N=56	
Heat	33
Sun	14
Cactus	2
Wind	2
Other comments	5
Third safety situation N=16	
Sun	6
Heat	4
Other comments	7

Table 36: Common safety situations encountered at all three NPS Outer Banks Group parks

Comment	Number of times mentioned
First safety situation N=34	
Sun	19
Heat	10
Other comments	5
Second safety situation N=23	
Heat	13
Sun	6
Inadequate drinking water available	2
Other comments	2
Third safety situation N=8	
Heat	2
Dehydration	2
Other comments	4

Overall quality

Visitor groups were asked: "Overall, how would you rate the quality of the visitor services provided to you and your group at the Outer Banks Group parks during this visit?" Most visitor group (94%) rated overall quality of the Outer Banks Group parks as "very good" or "good" and less than one percent rated "poor" or "very poor," as shown in Figure 50.

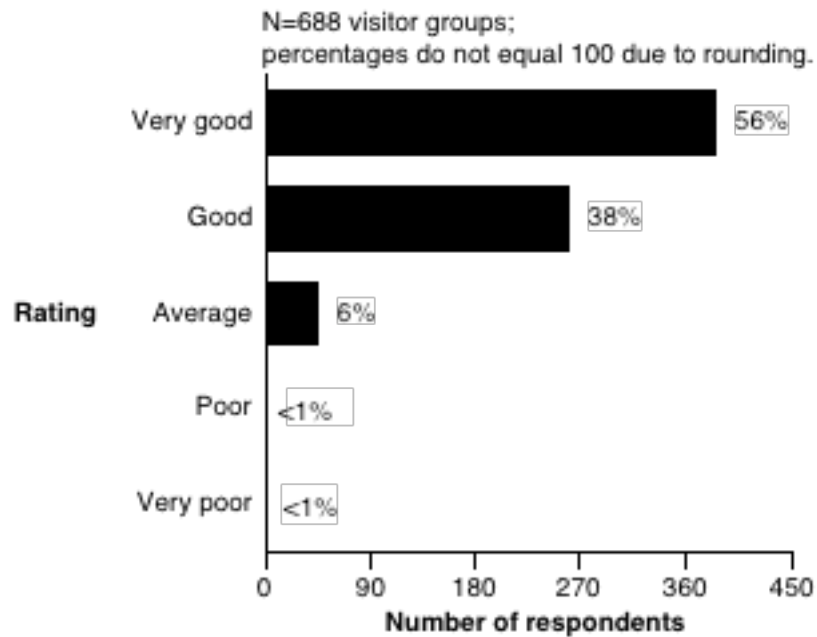


Figure 50: Overall quality of visitor services at the Outer Banks Group parks

Visitor groups were asked, "What did you like most about your visit to the NPS Outer Bank Group parks?" Eighty-seven percent of visitor groups (615 groups) responded to this question. A summary of their responses is listed below in Table 37 and complete copies of visitor responses are contained in the appendix.

What visitors liked most

Table 37: What visitors liked most

N=946 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers friendly/helpful/knowledgeable	30
Other comments	3
INTERPRETIVE SERVICES	
History/sense of history	70
Ranger-talks/ranger-led programs	45
Informative/educational	40
"Lost Colony" play	38
Junior Ranger program/kids activities	5
Museums/displays	3
Other comments	8
FACILITIES & MAINTENANCE	
Lighthouse(s)	58
Cleanliness	51
Wright Brothers NM	23
Elizabethan Gardens	22
Cape Hatteras NS	17
Flight path/markings	11
Fort Raleigh NHS	9
Coquina Beach	8
Bathhouse/showers	7
Ocracoke Island	6
Wright Brothers well maintained	4
Walking trails	4
Shipwreck	2
Gift shops	2
Parking	2
Campgrounds	2
Jockey's Ridge	2
Restrooms	2
Other comments	15
POLICY	
Naturalness/lack of development	71
Beach access allowed	13
Beach fires	2
Pets allowed	2
No fees/free	2
Other comments	3

Table 37: What visitors liked most (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Beach/sand dunes	80
Naturalness/lack of development	71
Fishing	18
Ocean	10
Camping	9
Bird/wildlife watching	8
Bird refuge	2
Other comments	3
GENERAL IMPRESSIONS	
Beauty/scenery	49
Solitude/quiet/spiritual	32
Uncrowded	12
Everything	11
Ocean activities/swimming/surfing	10
Relaxing	6
Convenience	5
Ferry ride	5
Sun/sunbathing	5
Vast space	4
Riding bikes	2
Weather	2
Safety	2

Visitor groups were asked, "What did you like least about your visit to the NPS Outer Bank Group parks?" Sixty-two percent of visitor groups (444 groups) responded to this question. A summary of their responses is listed below in Table 38 and complete copies of visitor responses are contained in the appendix.

What visitors liked least

Table 38: What visitors liked least

N=452 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
No ranger/staff to answer questions	7
Ranger/staff attitudes and rudeness	6
INTERPRETIVE SERVICES	
Wright Brothers disappointing/expected more	15
Confusing signage	10
Fort Raleigh disappointing/expected more	9
Missing display artifacts/need more replicas	8
Visitor centers closed too early	8
Poor displays	6
"Lost Colony" play	3
Fort Raleigh did not recreate settlement	2
Other comments	12
FACILITIES & MAINTENANCE	
Wright Brothers Visitor Center under construction	51
No access to lighthouse/lighthouse closed	45
Construction	30
Lack of parking at Ocracoke Lighthouse	11
No hot showers at beaches/campgrounds/trails	7
Finding Ocracoke Lighthouse	6
Lack of access for disabled persons	4
Lack of restrooms	2
Other comments	25
POLICY	
Too crowded	16
Litter	10
Unleashed dogs	6
Paying fee to visit park	6
RV generators	5
Beach fires/parties	2
Lack of law enforcement	2
Drunkenness	2
Restricted beach access	2
Paying to enter Elizabethan Gardens	2
Other comments	16

Table 38: What visitors liked least (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Prickly pear/sand burs/cactus	4
Beach erosion	3
GENERAL IMPRESSIONS	
Having to leave	32
Bad weather	19
Traffic	16
Insects	10
Wait at ferry terminal	8
Heat	5
Noise	4
Nothing to see from road	3
Other comments	12

Visitor groups were asked, "If you were a manager planning for the future of the NPS Outer Banks Group parks, what would you propose?" Fifty-five percent of visitor groups (390 groups) responded to this question. A summary of their responses is listed below in Table 39 and complete copies of visitor responses are contained in the appendix.

Planning for the future

Table 39: Planning for the future

N=503 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more interpretive staff to answer questions	6
Maintain professionalism and friendliness of park staff/rangers	4
More lifeguards on beach	3
INTERPRETIVE SERVICES	
More artifacts/replicas	18
Provide more historical information	14
More hand-on programs for children	13
More exhibits	9
Add an extensive ranger-led nature tour	8
Improve visitor centers	8
Should advertise/publicly announce when facilities closed	7
Add evening activities/campfire programs	6
Educational programs should be continued and enhanced	5
Advertise Junior Ranger programs	5
Open Fort Raleigh Visitor Center before the play	5
Add more interpretive trails	4
Warn about common safety situations (heat, sand, cactus)	4
More information about shipwreck	3
Add video shows about history with scientific facts	3
Provide an overall booklet about the Outer Banks	2
Reenact live/more interaction at Fort Raleigh	2
Other comments	4
FACILITIES & MAINTENANCE	
Plant more trees or put up shelter for shade	18
More drinking fountains	16
Open lighthouse for people to climb in	16
Add more bathhouses	15
Keep maintaining park facilities	13
More parking	9
Need more shaded picnic areas	8
More items at bookstore/sales areas	8
Add hot showers	8
Add full hook-up campground	8
Better road signage	8
Upgrade restroom facilities	7

Table 39: Planning for the future (continued)

Comment	Number of times mentioned
FACILITIES & MAINTENANCE	
Build boardwalk access to beach	6
Better access to monument for elderly/disabled persons	6
Add small store/concession stand	6
Need more trash cans	5
Add shower at dock for people on boats	3
Separate campsites more	2
Add recycling bins	2
Construction needed to be more organized/tidy	2
Add small lodge/cabins	2
Other comments	17
POLICY	
Limit number of vehicles on beach	14
Prevent surrounding development from approaching parks	11
Enforce law/fine for litter on beach	9
Produce pamphlet to educate and enforce law on visitor courtesy	9
Increase beach access	8
Continue to allow beach driving	6
Parks should be open longer	6
Limit number of visitors to avoid overcrowding	5
Do not allow pets on beach	4
Allow reservations for campsites	4
Do not charge fee for seeing the monument	4
Reduce traffic	3
Keep campground open all year round	3
Prohibit all water jets	3
Other comments	3
RESOURCE MANAGEMENT	
No more commercial development in parks	25
Leave it as natural as possible	24
Continue protecting seashore/dunes	3
Give more sanctuary areas for birds/wildlife	3
GENERAL IMPRESSIONS	
Excellent job, do not change anything	29
Be prepared for higher demand at all parks/attractions	3
Other comments	3

Thirty-eight percent of visitor groups (266 groups) wrote additional comments. A summary of their responses is listed below in Table 40 and complete copies of visitor responses are contained in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Additional comments

Table 40: Additional comments

N=361 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff/rangers friendly and helpful	32
Rude park staff	4
Need more park rangers around to enforce park rules	4
INTERPRETIVE SERVICES	
Informative/educational	17
Disappointed that visitor center was closed	8
Enjoyed "Lost Colony" play	8
Disappointed that lighthouse closed	7
Need more history information/display	5
Ranger programs very insightful and professional	4
Include more about park resources in children's education	4
Should have sign indicating lighthouse closed	3
Good Junior Ranger program	2
Provide information about sharks	2
Other comments	4
FACILITIES & MAINTENANCE	
Well kept facilities	32
Excellent campground	7
Continue to protect/maintain lighthouse	4
Make it more accessible for disabled persons	3
Well done restoration of gardens	3
Provide more parking	2
Good wheelchair access	2
Other comments	5
POLICY	
Love that everything is free	5
Do not limit beach access	5
Limit beach driving	2
RESOURCE MANAGEMENT	
Preserve parks' natural state	14
Keep development out of parks	11
Other comments	4

Table 40: Additional comments (continued)

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Enjoyed visit	52
Beautiful	19
Our regular family vacation destination	18
Love the Outer Banks	16
Will be back	16
Local people are very friendly, hospitable	6
Wish we had more time	6
Great place to relax	3
Too hot	2
Other comments	11

Outer Banks Group Parks Visitor Study Additional Analysis VSP Report 136

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data.

Additional Analysis

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- | | | |
|---|--|--|
| • Sources of information prior to visit | • Visit Ocracoke Island? | • Age |
| • Importance Outer Banks Group parks had in decision to visit Outer Banks | • Ocracoke Island services and facilities used | • Zip code/state of residence |
| • Activities on this trip | • Importance of Ocracoke Island services and facilities | • Country of residence (other than U.S.) |
| • Activities on past trips | • Quality of Ocracoke Island services and facilities | • Number of lifetime visits to Cape Hatteras NS |
| • Top three reasons for visiting Cape Hatteras NS | • Visit Fort Raleigh NHS? | • Number of lifetime visits to Fort Raleigh NHS |
| • Top three reasons for visiting Fort Raleigh NHS | • Fort Raleigh NHS services and facilities used | • Number of lifetime visits to Wright Brothers NMEM |
| • Top three reasons for visiting Wright Brothers NMEM | • Importance of Fort Raleigh NHS services and facilities | • Days of week/number of hours spent at Cape Hatteras NS |
| • Location questionnaire was received | • Quality of Fort Raleigh NHS services and facilities | • Days of week/number of hours spent at Fort Raleigh NHS |
| • Importance of attributes in planning for park preservation | • Visit Wright Brothers NMEM? | • Days of week/number of hours spent at Wright Brothers NMEM |
| • Factors' effect on park experience | • Wright Brothers NMEM services and facilities used | • How crowded? |
| • Visit Bodie Island? | • Importance of Wright Brothers NMEM services and facilities | • Time of day crowded |
| • Bodie Island services and facilities used | • Quality of Wright Brothers NMEM services and facilities | • Effect of crowding |
| • Importance of Bodie Island services and facilities | • Adequate access to staff at Cape Hatteras NS? | • Past visits to Outer Banks Group parks? |
| • Quality of Bodie Island services and facilities | • Adequate access to staff at Fort Raleigh NHS? | • Effect of differences/similarities on visit |
| • Visit Hatteras Island? | • Adequate access to staff at Wright Brothers NMEM? | • Preparedness for common safety situations |
| • Hatteras Island services and facilities used | • Group type | • Common safety situations encountered at parks |
| • Importance of Hatteras Island services and facilities | • Group size | • Camp in future at Cape Hatteras NS campgrounds? |
| • Quality of Hatteras Island services and facilities | • With guided tour? | • Overall quality of services |

Phone/send requests to:
Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, Idaho 83844-1139

Phone: 208-885-7863
FAX: 208-885-4261
Email: littlej@uidaho.edu

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan National Recreation Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park (AK)
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
 55. Santa Monica Mountains National Recreation Area (spring)
 56. Whitman Mission National Historic Site
 57. Sitka National Historical Park
 58. Indiana Dunes National Lakeshore (summer)
 59. Redwood National Park
 60. Channel Islands National Park
 61. Pecos National Historical Park
 62. Canyon de Chelly National Monument
 63. Bryce Canyon National Park (fall)
-

Visitor Services Project Publications (continued)

1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)

1997

- 92. Great Smoky Mountains National Park (summer & fall)
- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)

1998 (continued)

- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park (AK)
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site (Puerto Rico)
- 111. Saint Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park & Preserve
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historic Park (fall)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument and Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Fort Raleigh National Historic Site and Wright Brothers National Memorial)

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