



2022 Socioeconomic Research of Fort Bowie National Historic Site

Report on 2022 Data Collection (Revised)



Bath house and laundry room—Fort Bowie National Historic Site.

NPS

2022 Socioeconomic Research of Fort Bowie National Historic Site: Report on 2022 Data Collection (Revised)

Science Report NPS/SR—2026/467

Otak Inc.¹, RRC Associates Inc.², University of Montana³

¹ Otak, Inc.

Portland, Oregon

² RRC Associates, Inc.

Boulder, Colorado

³ University of Montana

Institute for Tourism & Recreation Research

Missoula, Montana

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Abstract

A strong mandate and need for socioeconomic monitoring are expressed in the NPS strategic goals for science, in statements by the NPS leadership, and the report of the Second Century Commission. This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S; the current study uses outcomes from the first stage of the pilot program and progresses into a second stage of the pilot process at 24 NPS units across the United States. Fort Bowie National Historic Site (Fort Bowie) was selected as one of these units. This report informs core issues of visitor use management and develops a deeper, contemporary understanding of who visits Fort Bowie and what they do during their visit. It uses a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior: (1) an on-site intercept survey conducted via tablet, and (2) a follow up (mail-back and/or online survey) for full trip details. The results are organized by these two phases and are intended to assist park managers in understanding current utilization and perception of park resources, operations and potential issues, as well as to facilitate communication and decision-making processes within the park and between the park and its local partners and stakeholders.

The revised version of this report corrects a previous error identified in Figure 8 and includes minor editorial, formatting, and accessibility updates. No substantive changes have been made to the findings or conclusions presented in the original 2022 report.

Introduction

The National Park Service (NPS) has both a strong mandate and need for socioeconomic research. This is expressed in the NPS strategic goals for science, in statements by the NPS leadership, in the report of the Second Century Commission, and through the Department of the Interior priorities for 2018–2022. Additionally, a recent U.S. Government Accountability Office (GAO) report identified the needs to better understand and monitor customer experience dimensions where results more directly link to investments made. The need for socioeconomic research and monitoring also was identified in an external review of the NPS Social Science Program and supported in the 2008 Interior Appropriations Bill Joint Explanatory Statement.

This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S., previously described as “Phase One.” The current study uses outcomes from the 2015/16 pilot program and progresses into “Phase Two” of the pilot process at 24 NPS units across the United States. Fort Bowie National Historic Site (Fort Bowie) was selected as one of these units. Phase Two seeks to further explore visitor demographics and characteristics, applying recommendations from the 2015/16 Phase One pilot program and validating instrument and method refinements. It is part of the program designed to collect data from in-park visitors at a broad agency level in order to best represent information needs regarding visitors across the National Park System. Data collected during the 2022 Phase Two sampling period¹ are intended to inform individual park managers of key information about their visitors and allow for analysis of data at the agency level for future implementation.

The purpose of this study is to inform core issues of visitor use management, management solutions, and to develop a current and deeper understanding of who visits Fort Bowie National Historic Site, what they do during their visit, and their spending profile. The results of the study are intended to assist Fort Bowie National Historic Site managers in understanding current utilization and perception of park resources, operations, and issues that may exist due to increasing visitation, and facilitating communication and decision processes within the park and between the park and its local partners and stakeholders.

The study was conducted by a large-scale research team from Otak, Inc., RRC Associates, Inc., and the Institute for Tourism and Recreation Research at the University of Montana.

¹ It is important to note that during the 2022 Phase Two sampling period, some aspects of the visitor profiles (e.g., perceptions and behavior) may have been impacted, to varying degrees, by the COVID-19 pandemic.



Sunset over Fort Bowie National Historic Site.
NPS

Methods

The study used a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior:

1. An on-site intercept survey conducted via tablet, and
2. A follow-up (mail-back and/or online) survey for full trip details.

This comprehensive two-phase approach provides the necessary information to make on-the-ground decisions using immediate feedback from the intercept survey while also capturing key in-depth information on visitor spending profiles and trip characteristics for long-term planning. Additionally, the tablet survey was kept brief to ensure the visitor's experience was not altered. The methods also permit a larger sample to be collected on key questions of interest.

Study Area

The Fort Bowie local area map is shown in Figure 1. The local area around Fort Bowie consists of Cochise County, Arizona. Within Fort Bowie, the study area was comprised of two primary locations. Table 1 shows more details about sampling locations. The locations and volumes of surveyor effort were determined based on historic visitor volumes and distribution across the park's main areas.

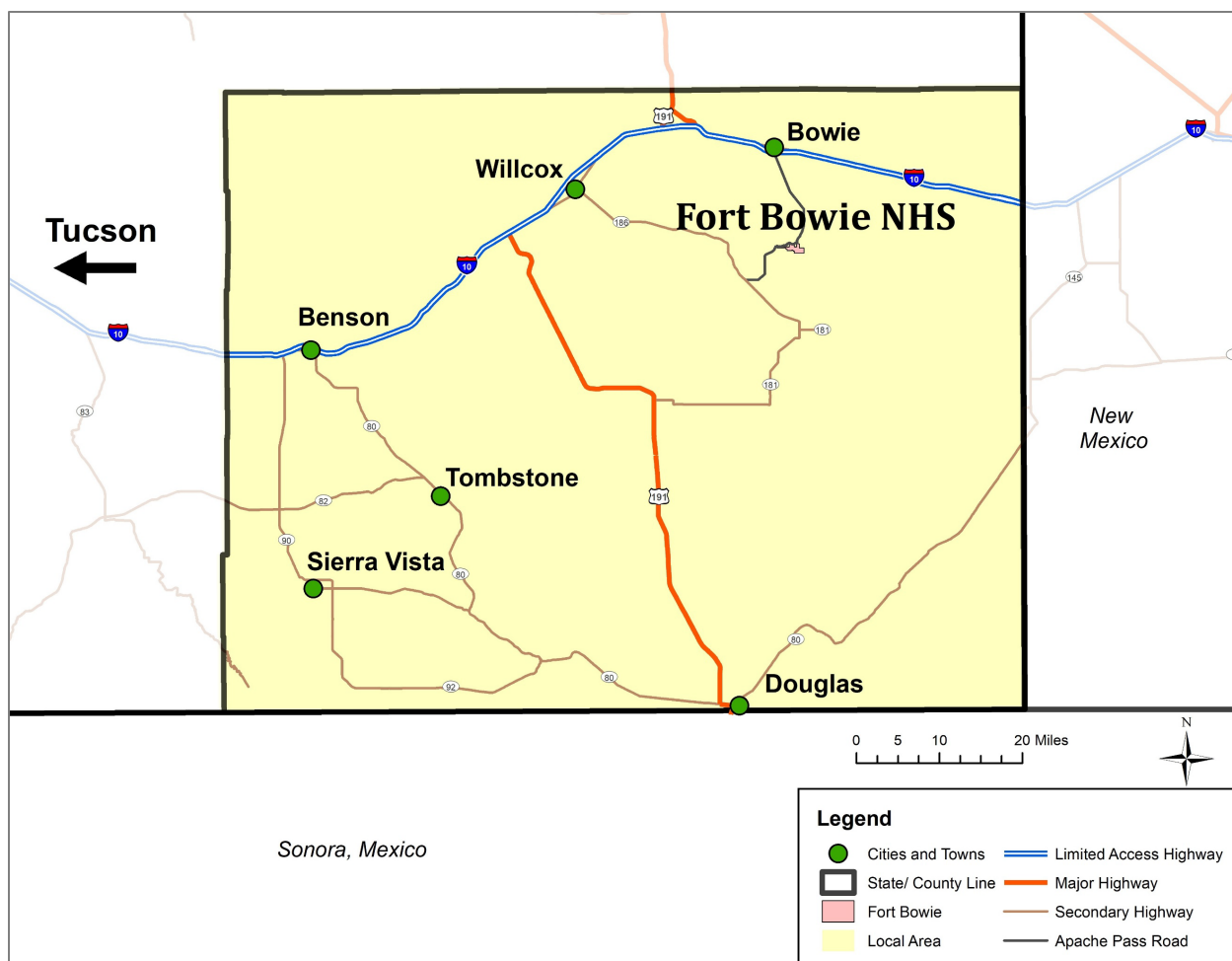


Figure 1. Fort Bowie National Historic Site local area map.

NPS

Table 1. Information about sampling locations in Fort Bowie.

Intercept Site	Completed Intercept Surveys		Nearby Attractions
	Number of Surveys	Percent of Surveys	
Entrance Trailhead	225	82.7%	Parking Lot, Entrance Trail
Visitor Center	47	17.3%	Visitor Center, Accessible Parking

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey was developed to collect rapid visitor information via tablet-based responses, which were then analyzed and provided for park managers within several weeks of conclusion of data collection. This effort allowed for immediate management action if needed.

The intercept sampling was conducted during the period of March 19th to April 2nd, 2022. A sample of visitors were intercepted while visiting Fort Bowie across the designated locations listed in Table 1, above. There were no roadway surveys conducted and respondents were visitors on foot at these locations.

Surveyors approached potential respondents at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Fort Bowie (NPS, 2022). If the visitor was eligible (at least 18 years of age, not a Fort Bowie employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see Non-Response Bias Analysis section). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, and approach the next visitor group.

At the end of the intercept survey, visitors were invited to participate in a follow-up survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the follow-up survey and hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the follow-up survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

1. Complete refusal, refusing to answer any questions, including non-response bias questions;
2. Partial refusal, answering non-response questions but nothing further;
3. Complete intercept, but refuse to take follow-up;
4. Complete intercept and take follow-up.

Table 2. Response outcomes—Fort Bowie intercept Survey.

Outcome	Total
Eligible visitors contacted	277
Complete refusals	3
Partial refusals (non-response questions completed)	2
Intercept surveys completed	272
Follow-up surveys distributed	255
Intercept response rate	98.2%
Follow-up acceptance rate	93.8%

During the sampling period, 2 surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Fort Bowie but generally took place between 8:30am and 4:00pm. Each surveyor worked thirteen 7-hour

days (six hours data collection and one-hour lunch break) and rotated between two sampling locations sites. Each surveyor had two days off during the 15-day sampling window.

Mail-Back/Online Survey

The follow-up mail-back/online survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to Fort Bowie. This method extended data collection and asked participants to complete the survey after their visit either through a postage-paid envelope provided to them, or online via a provided survey link. The follow-up survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2022). Both the intercept survey and the follow-up survey were tagged with a unique identifier (four-digit code) for each respondent so their on-site tablet responses could be paired with their follow-up responses. Joining the two datasets provides a more complete picture of connecting in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all contacts about a week following the end of each data collection period. This postcard or email thanked them for their original participation and encouraged them to complete the follow-up if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rate for the follow-up mail-back/online survey.

Table 3. Response rate—Fort Bowie follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	255
Valid follow-up surveys completed	150
Response rate	58.8%

Non-Response Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the on-site intercept survey. These three questions can then be compared to both those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys. With an intercept survey response rate of 98.2%, concern over *intercept* non-response is muted. Tables 4 through 6 below show results of bias testing between intercept-only and full survey respondents.

Table 4. Non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Fort Bowie?” Note: p-value = 0.14.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	6	4.0%	10	8.2%
No	144	96.0%	112	91.8%

Table 5. Non-response bias question: “Do you currently live in the United States?” Note: p-value = 0.34.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	144	96.0%	114	93.4%
No	6	4.0%	8	6.6%

Table 6. Non-response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Fort Bowie and/or within the local area?” Note: p-value = 0.0001.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	111	85.4%	79	64.8%
No	19	14.6%	43	35.2%

Using a p-value of 0.05, the distribution of responses among full survey respondents and intercept-only respondents differed significantly for one question: overnight visitation. Therefore, day visitors are not as well represented in the full responses as would be desired.

Results

Intercept Survey Results

The following section provides results of the 272 visitor intercept surveys conducted in Fort Bowie National Historic Site from March 19th to April 2nd, 2022. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than $n = 30$. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option. To preserve the data for additional analyses, outliers for open-ended numeric questions (e.g., nights spent, days in local area, etc.) have not been removed. Given these outliers, medians are shown instead of means throughout the report, in order to better represent the central tendency.

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around Fort Bowie. If they did not reside permanently or seasonally in the local area, they were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

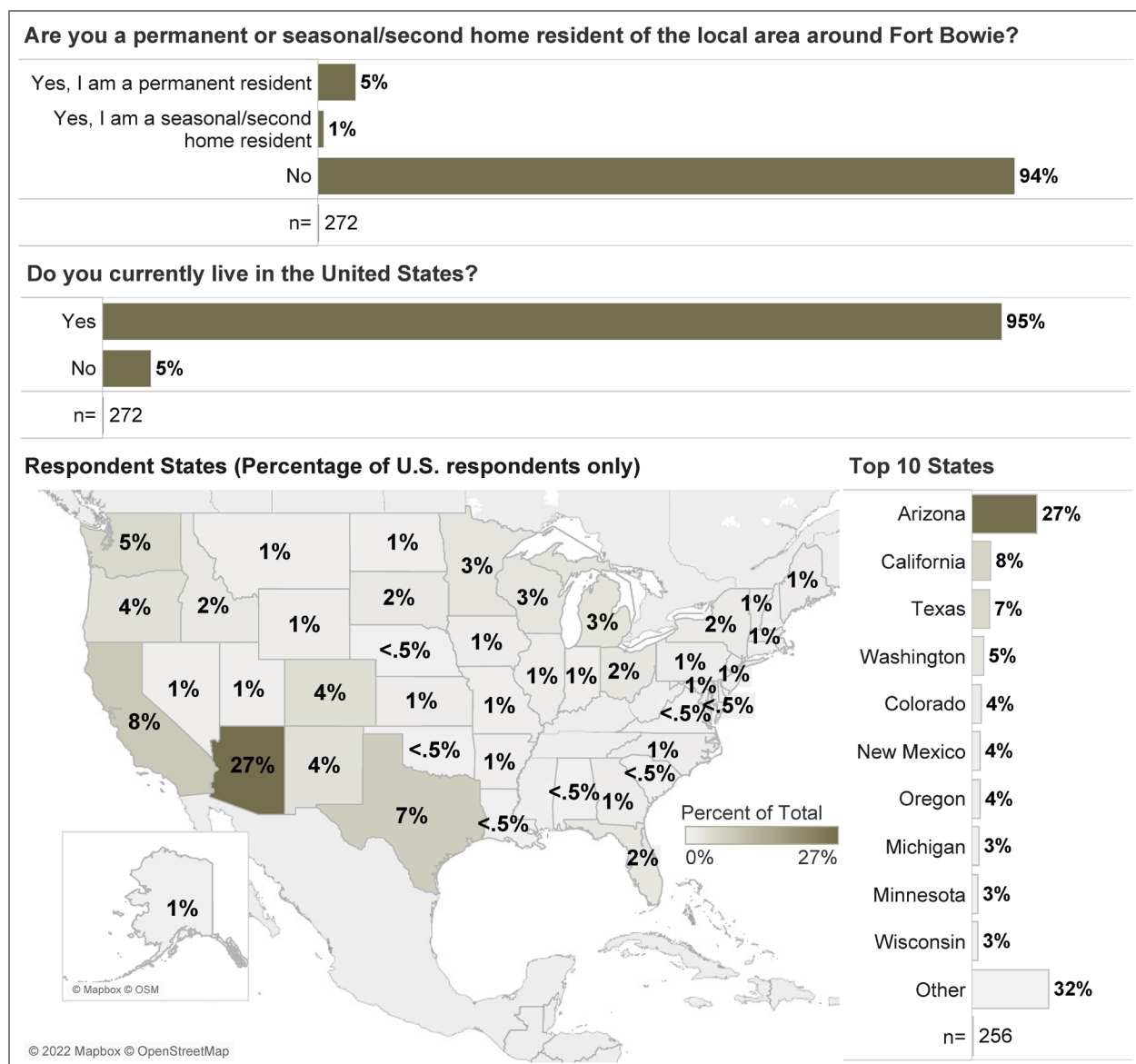


Figure 2. Visitor local residency status and geographic origin of domestic visitors to Fort Bowie.
NPS

- A small percentage of respondents (a combined 6%) stated that they were either permanent or seasonal residents of the local area around Fort Bowie.
- There was a large geographic concentration of visitors from Arizona (where Fort Bowie is located).
- Among the 95% of respondents currently residing in the U.S., 27% reside in Arizona, followed by 8% from California, and 7% from Texas.

Question 3: Trip Purpose

If respondents indicated that they were not permanent or seasonal residents of the local area, they were asked about the overall purpose for their trip away from home (Figure 3).

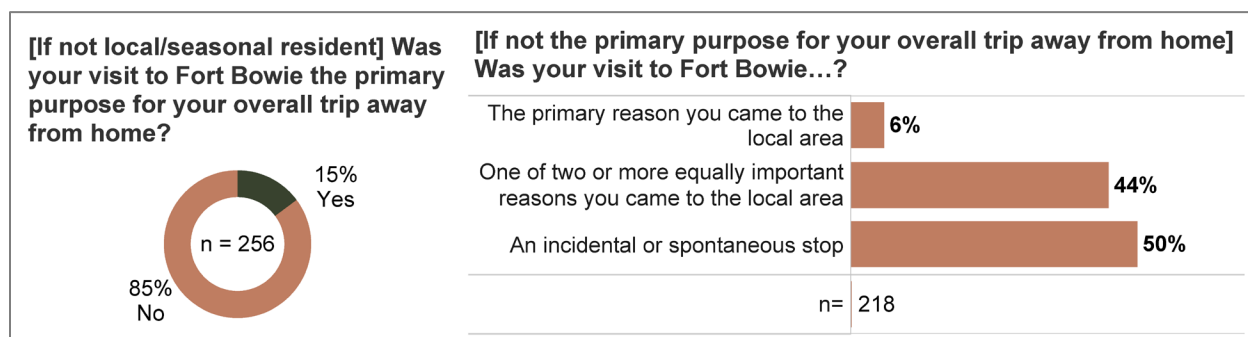


Figure 3. Role of Fort Bowie in overall trip purpose.

NPS

- For the large majority of non-local respondents (85%), visiting Fort Bowie was not the primary purpose for their overall trip away from home.
- Among those respondents for whom Fort Bowie was not their primary trip purpose, 50% stated that their visit to Fort Bowie was an incidental or spontaneous stop, while another 44% indicated that it was one of two or more equally important reasons they came to the local area.

Question 4: Length of Stay

If respondents indicated that they were not permanent or seasonal residents of the local area around Fort Bowie, they were asked how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area. Responses to both of these questions are depicted in Figure 4.

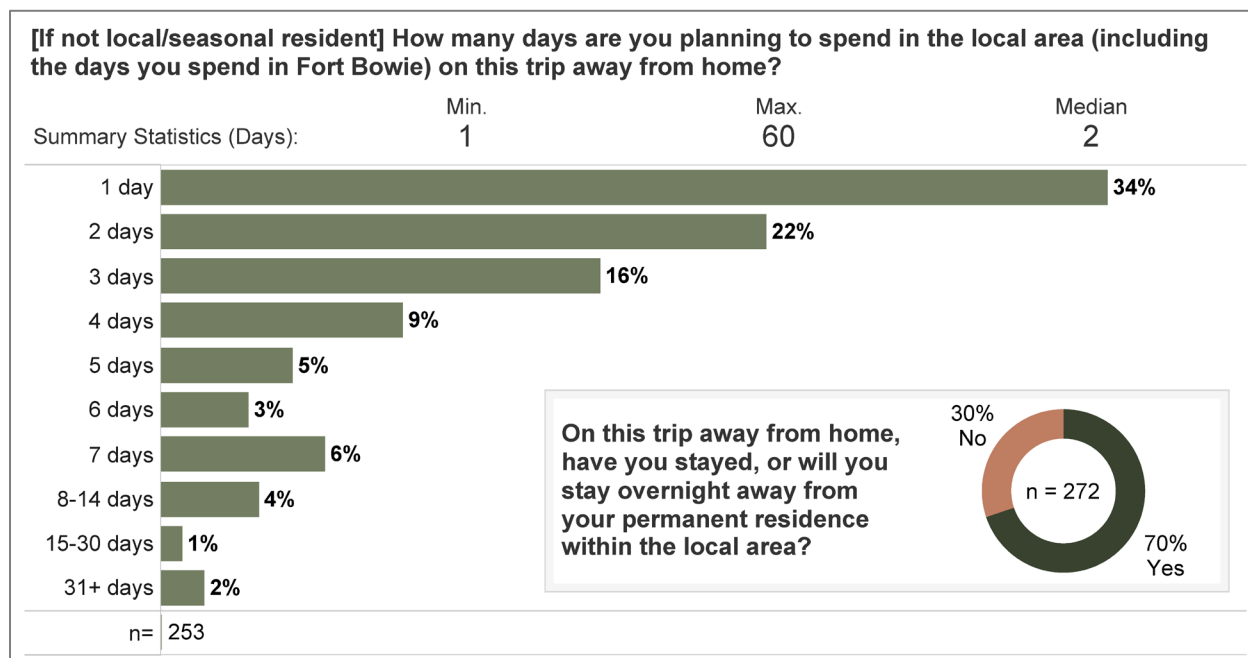


Figure 4. Time spent in the local area around Fort Bowie.

NPS

- Just over a third of non-local respondents (34%) spent one day in the local area, while 22% spent 2 days, and 16% spent 3 days. The median length of stay was two days.
- Additionally, over two-thirds of all respondents (70%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 5–6: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 5).

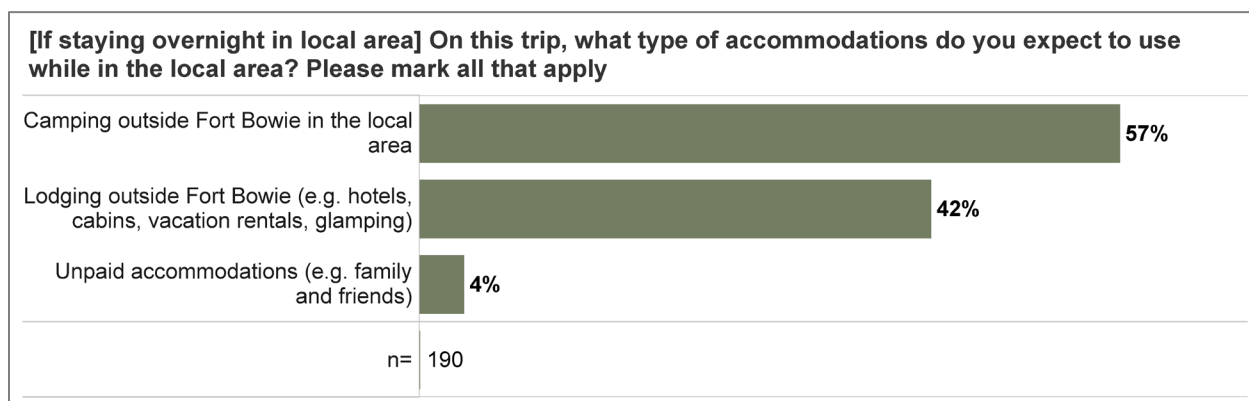


Figure 5. Accommodation types used in the local area around Fort Bowie.

NPS

- A majority of overnight respondents (57%) camped outside Fort Bowie in the local area.
- This was followed in prevalence by those who had lodging outside Fort Bowie (42%), and those who used unpaid accommodations (e.g., family and friends) (4%).

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 6).

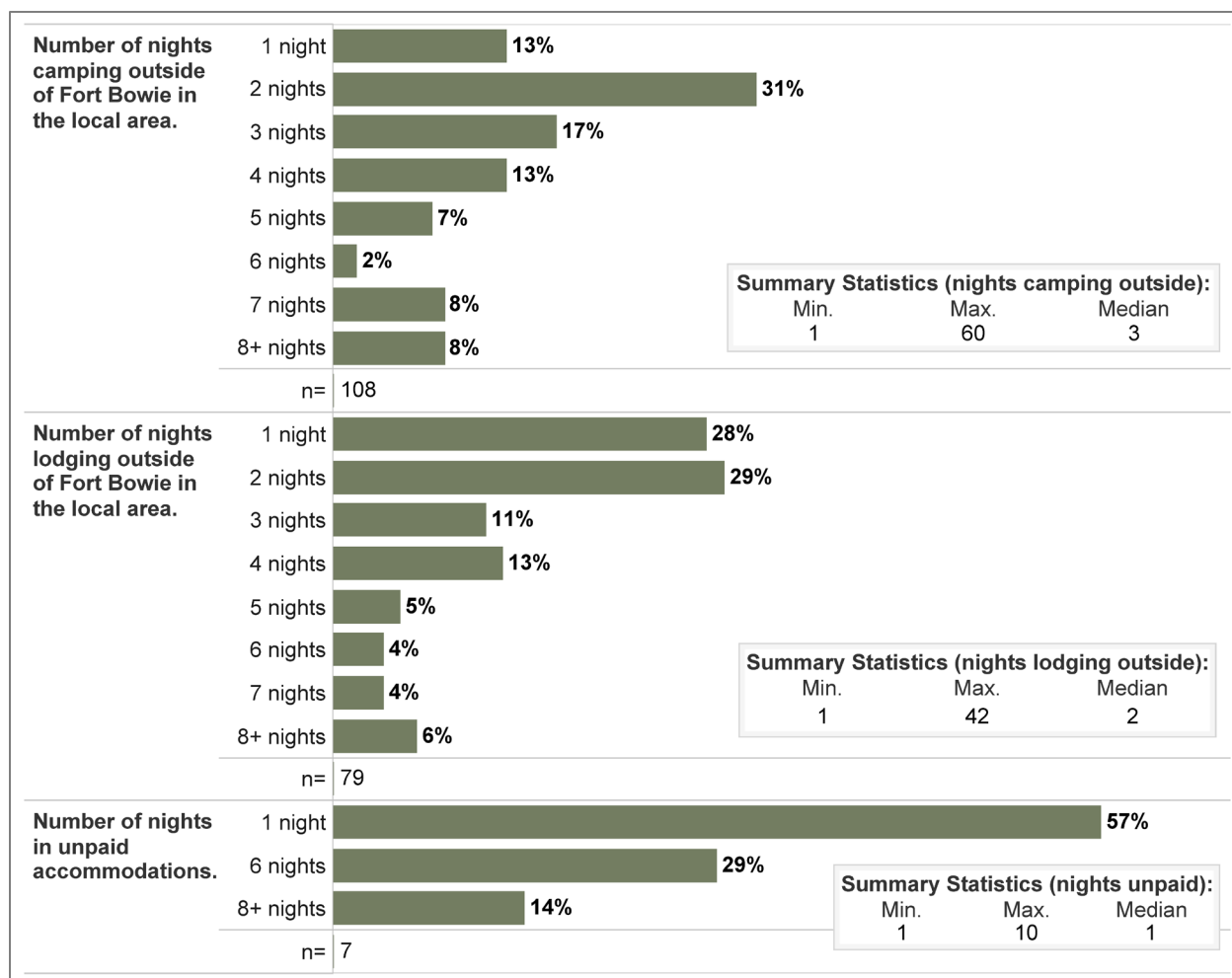


Figure 6. Number of nights spent in the local area around Fort Bowie, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

NPS

- Among the 57% of overnight respondents who camped outside of Fort Bowie (per Figure 5), median length of stay was three nights, though the plurality (31%) stayed just two nights.
- Among the 42% of overnight respondents who lodged outside of Fort Bowie in the local area (per Figure 5), median length of stay was two nights. A majority (57%) lodged 2 nights or fewer in the local area this trip; 68% spent 3 nights or fewer.
- Among the 4% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), their median length of stay was one night. A majority of respondents (57%) reported staying just one night, while the remaining 43% reported staying at least six nights or greater. There was much broader spread in length of overnight stay among those staying in unpaid accommodations than those in paid options.

Questions 9–11: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Fort Bowie (Figure 7). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but visitors were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

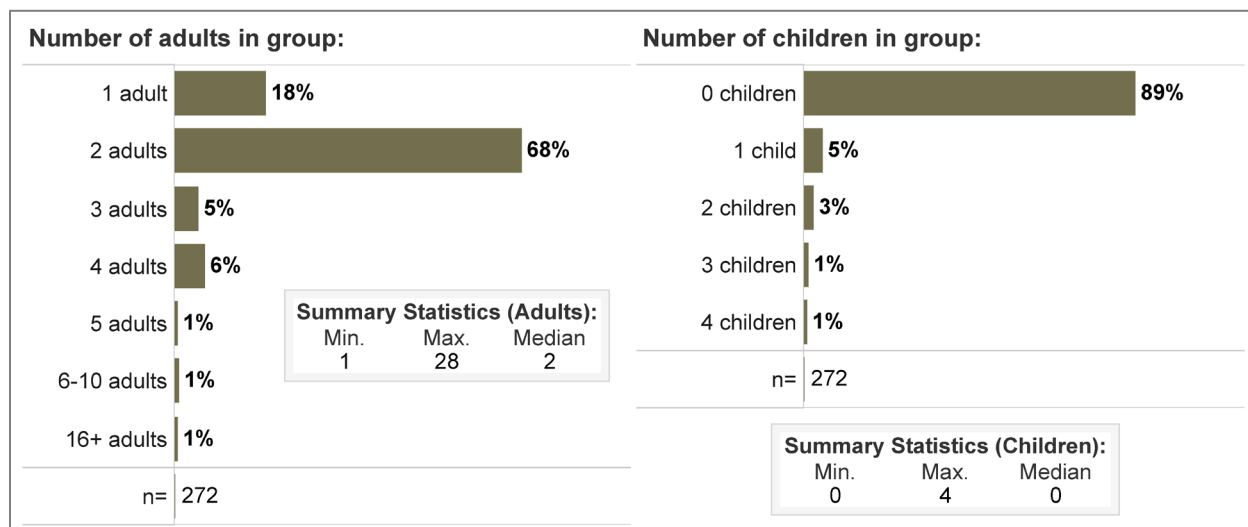


Figure 7. Number of adults and children in respondent's personal group while visiting Fort Bowie. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

NPS

- The median number of adults per group was two. Most groups (68%) included 2 adults.
- Most groups (89%) did not include any children.

Respondents were then asked to provide the age of each member of their group (Figure 8).

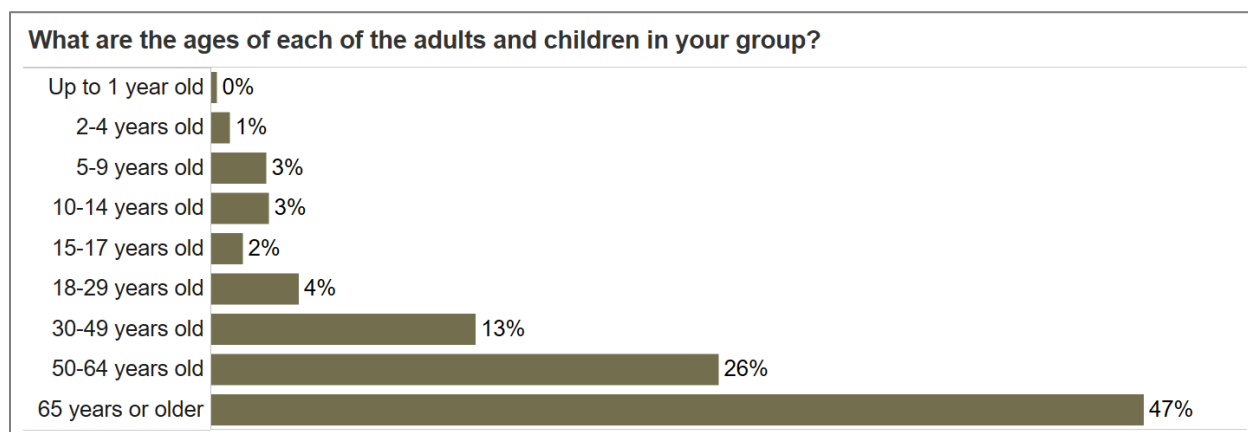


Figure 8. Age distribution of all members of respondent's personal group while visiting Fort Bowie.

NPS

- The most common age of the adults and children in a personal group was 65 years or older (47%), followed by 50–64 years old (26%), and 30–49 years old (13%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 9% of group members.

Questions 13–15: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit Fort Bowie for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 9 and Table 7).

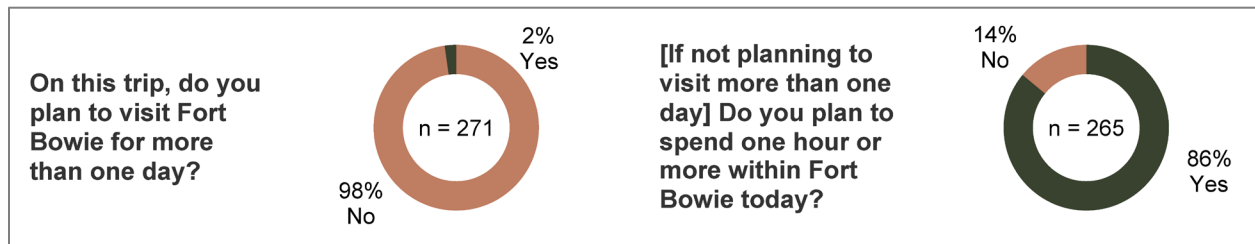


Figure 9. Duration of the respondent's trip to Fort Bowie.

NPS

Table 7. Amount of time spent within Fort Bowie.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Fort Bowie today?	36	1	59	30
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Fort Bowie today?	227	1	6	2
[If planning to visit at least one day] How many days do you plan to spend within Fort Bowie on this trip?	6	1	2	2
[If planning to visit at least one day] On how many different days do you expect to enter the park?	6	1	2	2

- While visiting Fort Bowie, nearly all visitors (98%) did not plan to spend more than one day in the park.
- Among the 98% of visitors who did not spend more than a day in Fort Bowie, the overwhelming majority (86%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was two hours.
- The remaining 2% of visitors planned to visit the park for more than one day; among those visitors, the median length of stay was two days.
- Those respondents who spent at least one day in the park were also asked on how many different days they expected to enter the park; the median answer was two days.

Next, respondents were asked to indicate the most recent entrance they used to enter Fort Bowie (Figure 10).

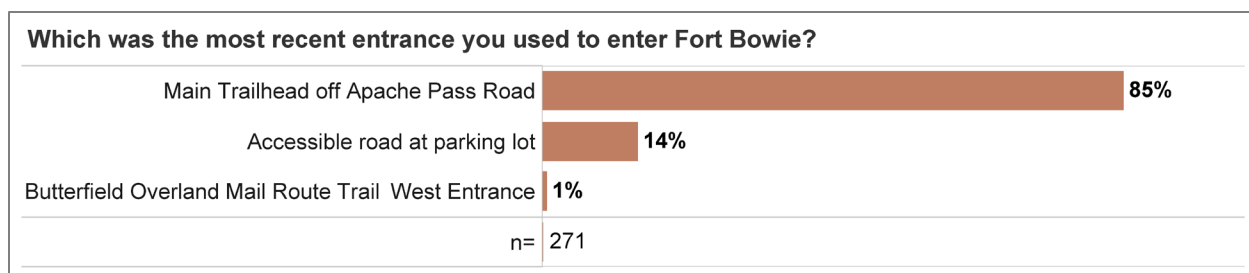


Figure 10. Most recent entrance used to enter Fort Bowie.

NPS

- The Main Trailhead off Apache Pass Road was the most commonly used entrance to Fort Bowie (85%).
- Fourteen percent of respondents entered Fort Bowie via an Accessible Road at a parking lot, while the remaining 1% of respondents used the Butterfield Overland Mail Route Trail West Entrance.

Respondents were also presented with a list of locations within Fort Bowie and asked to indicate if they had been to, or planned to visit them, that day (Figure 11).

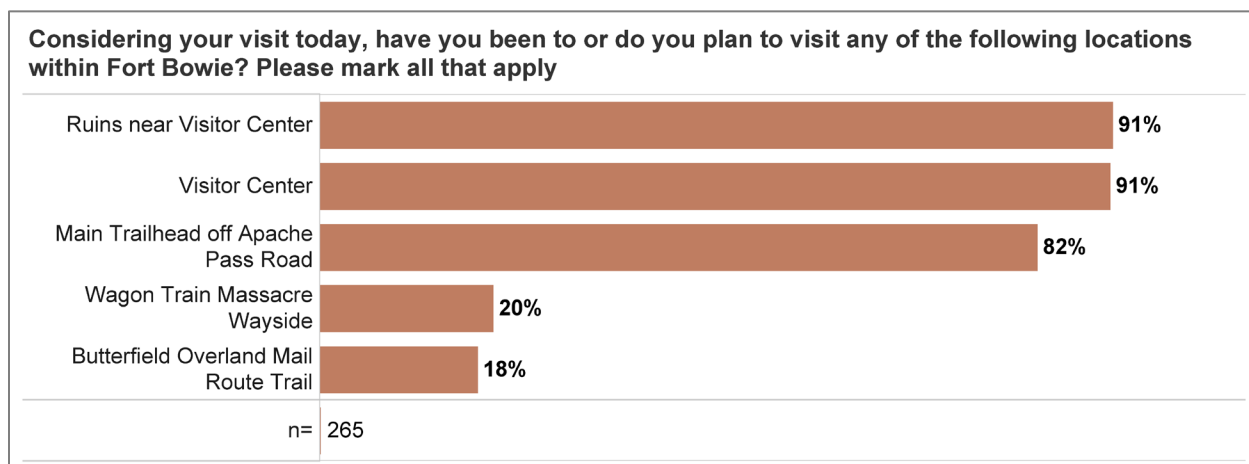


Figure 11. Park locations visited during the most recent trip to Fort Bowie.

NPS

- The most commonly visited locations in Fort Bowie were the Ruins near the Visitor Center and the Visitor Center itself (91% of respondents had either been there or planned to visit them on their trip, respectively), followed by the Main Trailhead off Apache Pass Road (82%) and the Wagon Train Massacre Wayside (20%).
- The Butterfield Overland Mail Route Trail was the least-visited location from the list provided, with only 18% of respondents reporting having visited or planning to visit.

Question 16: Transportation

Visitors were asked about the form of transportation they used to enter Fort Bowie on the day they were surveyed (Figure 12).

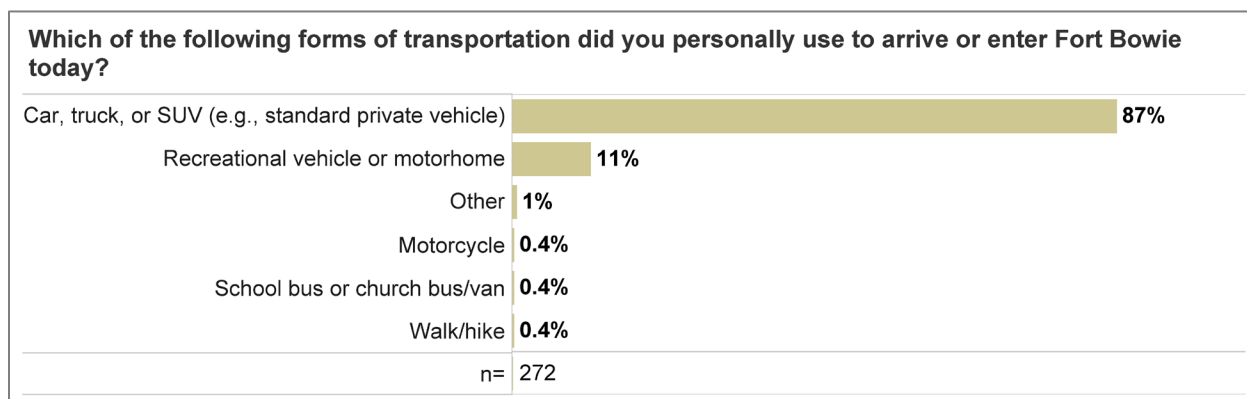


Figure 12. Form of transportation used to enter Fort Bowie on the day of the survey.

NPS

- The majority of respondents (87%) reported that they used their car, truck, or SUV to enter Fort Bowie on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (11%), and respondents who chose “Other” (1%).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV; recreational vehicle or motorhome; or motorcycle), they were asked to indicate how many people were traveling in or on that vehicle (Figure 13).

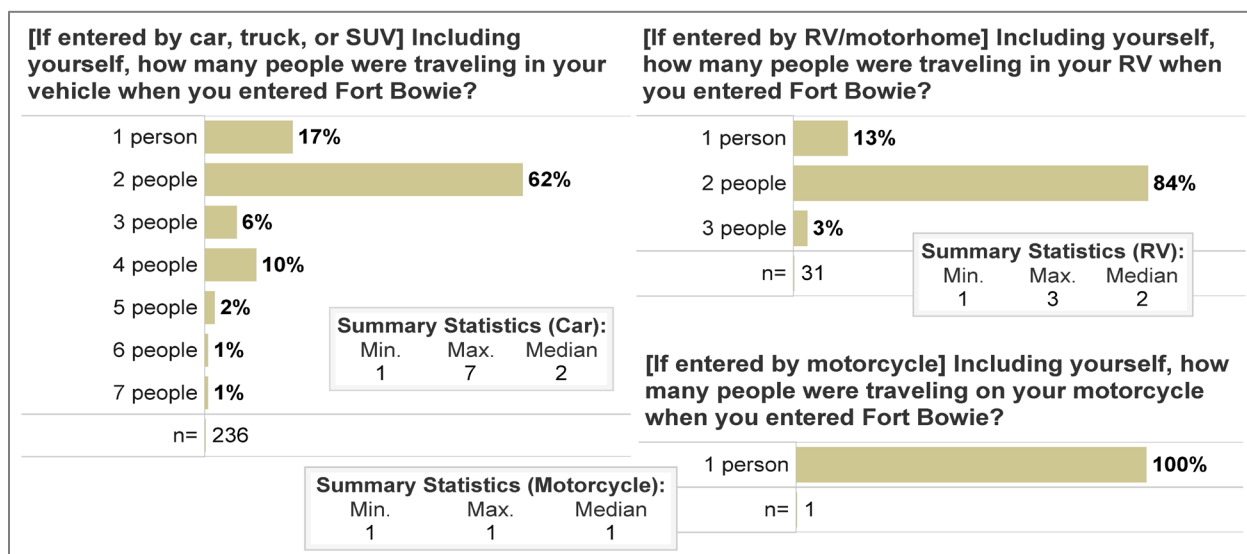


Figure 13. Number of people in or on respondent's vehicle when entering Fort Bowie. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

NPS

- Just under two-thirds of respondents (62%) traveling by car reported two people. The next common group size was a single passenger (17%), followed by four people (10%).
- The majority of respondents entering Fort Bowie by RV/motorhome reported traveling in a group of two people (84%), followed by single passengers (13%), then groups of three (3%).

Question 18: Previous Visits to Fort Bowie

Respondents were asked if they were first time visitors to Fort Bowie. Repeat visitors were then asked how many visits they have made to Fort Bowie in the last 12 months and the last five years (Figure 14).

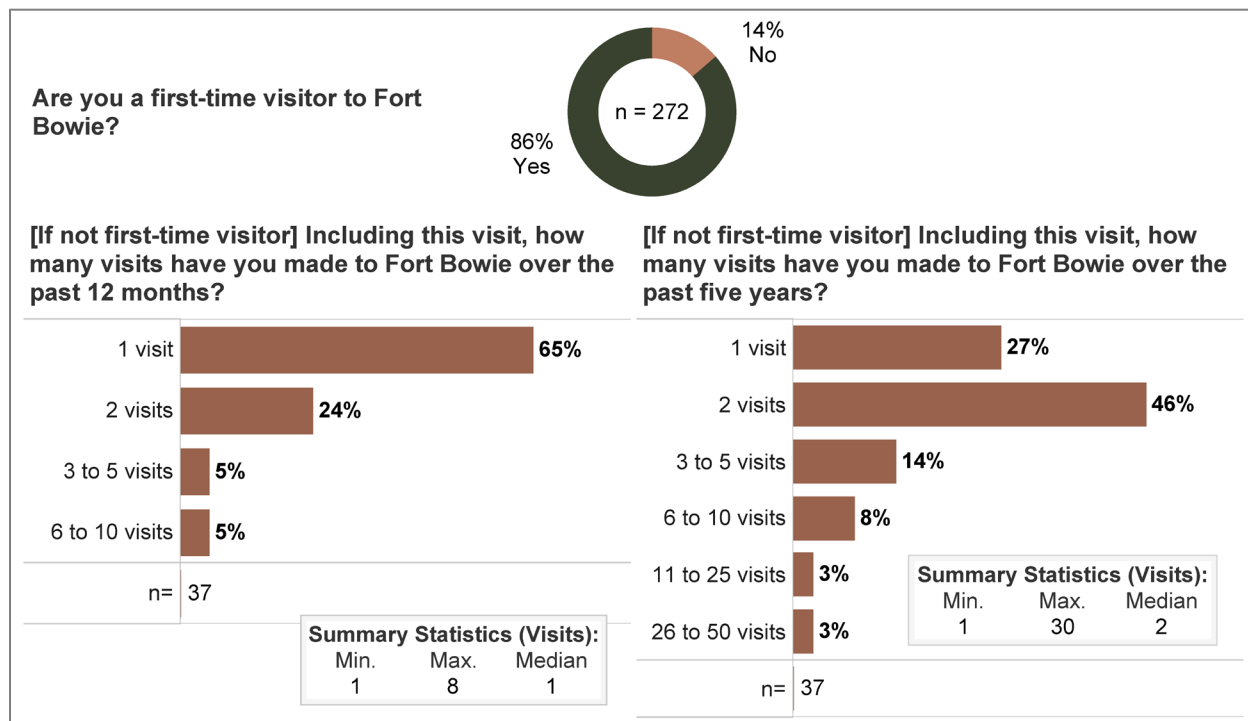


Figure 14. Previous visits to Fort Bowie. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- Most respondents (86%) were on their first ever trip to Fort Bowie.
- Among the 14% of respondents who were repeat visitors, the majority (65%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- The largest proportion of repeat visitors (46%) had visited at two times in the past 5 years.
- The median number of visits made in the past 5 years was 2, including the current trip; 6% of repeat visitors had made more than 10 visits in the past 5 years.

Question 19: Previous Visits to Other NPS Units

Finally, respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 15).

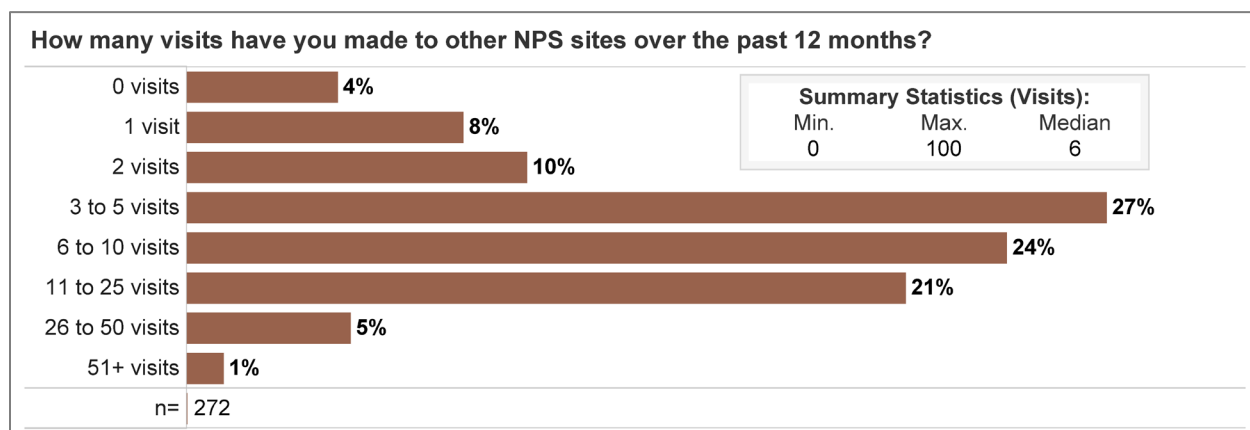


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- The majority of respondents (96%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was 6, though a combined 78% had made 3 or more visits in the past year.

Follow-Up Survey Results

The following section provides results of the 150 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Fort Bowie National Historic Site in spring of 2022. Again, caution is recommended in the interpretation of figures with sample size lower than $n = 30$, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information About Fort Bowie

First, respondents were asked what sources they used to obtain information about Fort Bowie prior to their trip, and whether they had the information they needed on their trip (Figure 16).

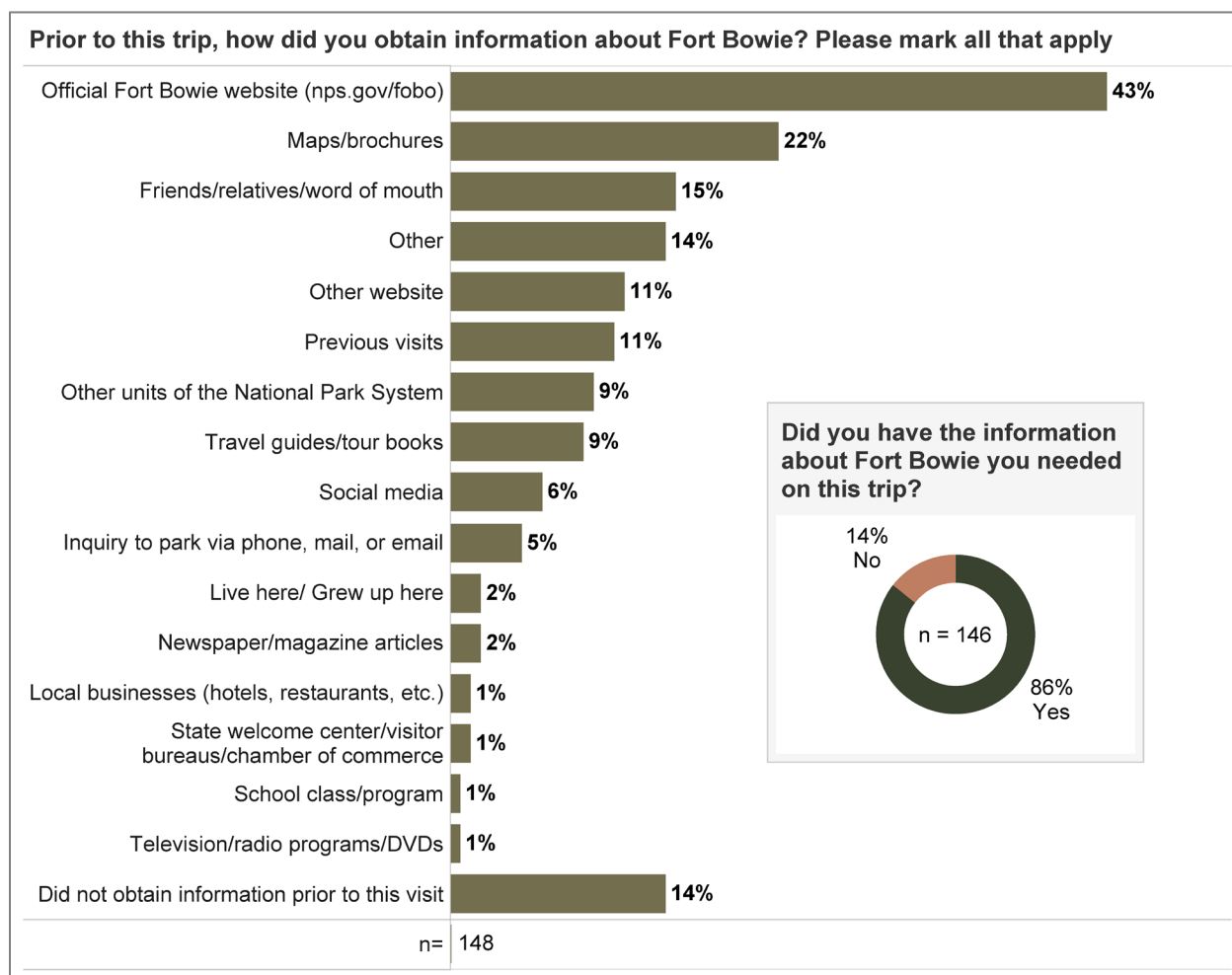


Figure 16. Sources used to obtain information about Fort Bowie prior to the trip.

NPS

- The most used resource was the official Fort Bowie website (nps.gov/fobo), with 43% of respondents reportedly using it. The second most common source were maps/brochures (22%), followed by friends/relatives/word of mouth (15%), other (14%), and other websites (11%) and previous visits (11%), respectively.

- In a follow-up question, 86% of respondents said that they had the information about Fort Bowie that they needed on their trip, while 14% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate. These comments are provided as an accompanying document for review.

Question 3: Transportation

While in the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept. The follow-up survey asked respondents to select all forms of transportation they personally used to travel from their home to Fort Bowie on their trip (Figure 17).

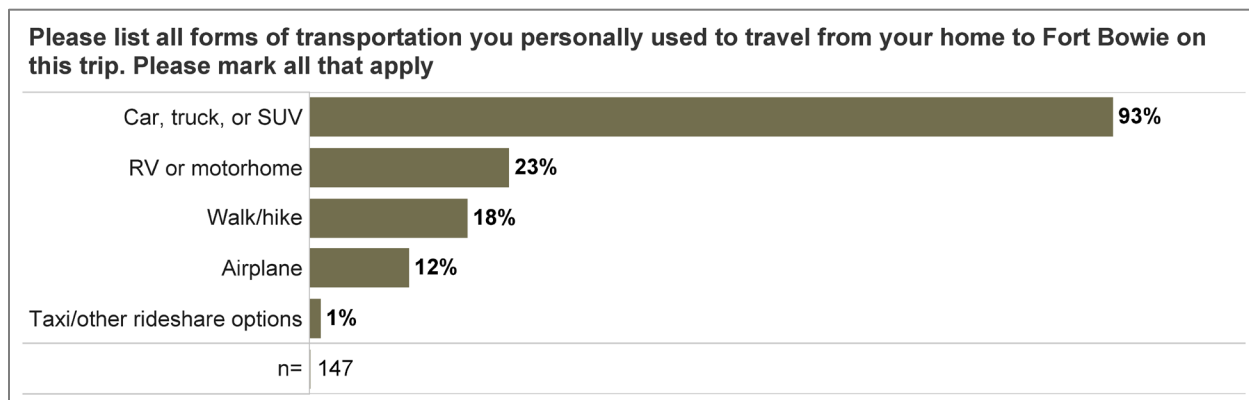


Figure 17. Forms of transportation used to travel from home to Fort Bowie on the recent trip.

NPS

- Nearly all respondents (93%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Fort Bowie.
- The second most common mode of travel was an RV or motorhome (23%), followed by walk/hike (18%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Fort Bowie on the day of the survey (Figure 18).

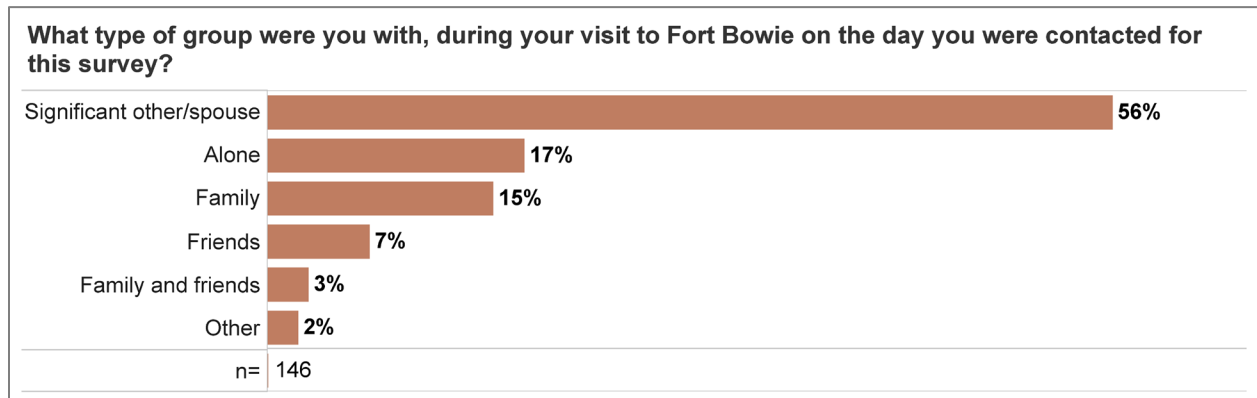


Figure 18. Travel party composition during Fort Bowie visit.

NPS

- Over half of respondents (56%) visited Fort Bowie with their significant other or spouse on the day of the survey.
- Less than one in five respondents (17%) explored Fort Bowie alone while another 15% visited the park with their family.

Question 10: Entrance Fees

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to Fort Bowie² (Figure 19).

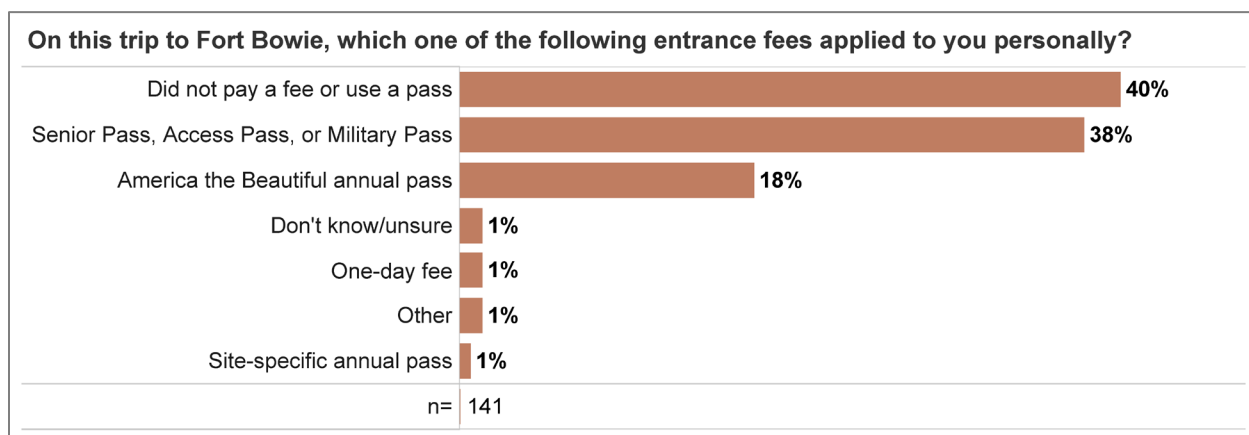


Figure 19. Entrance fees to enter Fort Bowie on the most recent trip.

NPS

- The highest proportion of respondents (40%) reported that they did not pay a fee or use a pass, while another 38% entered using a Senior Pass, Access Pass, or Military Pass.
- Roughly one in five respondents (18%) reported using an America the Beautiful annual pass.

² Fort Bowie does not charge an entrance fee. However, this question was asked as part of the standard survey fielded at units across the NPS system.

Questions 12–14: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 20).

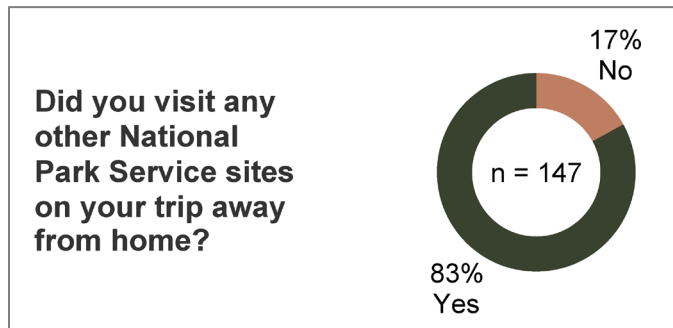


Figure 20. NPS sites visited on trip away from home.

NPS

- The majority (83%) of all respondents had visited other NPS sites on their trip, while 17% identified Fort Bowie as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s). These comments are provided in an accompanying document.

Survey respondents were then asked to identify all activities that they participated in while visiting Fort Bowie, and which of those was their primary activity (Figure 21).

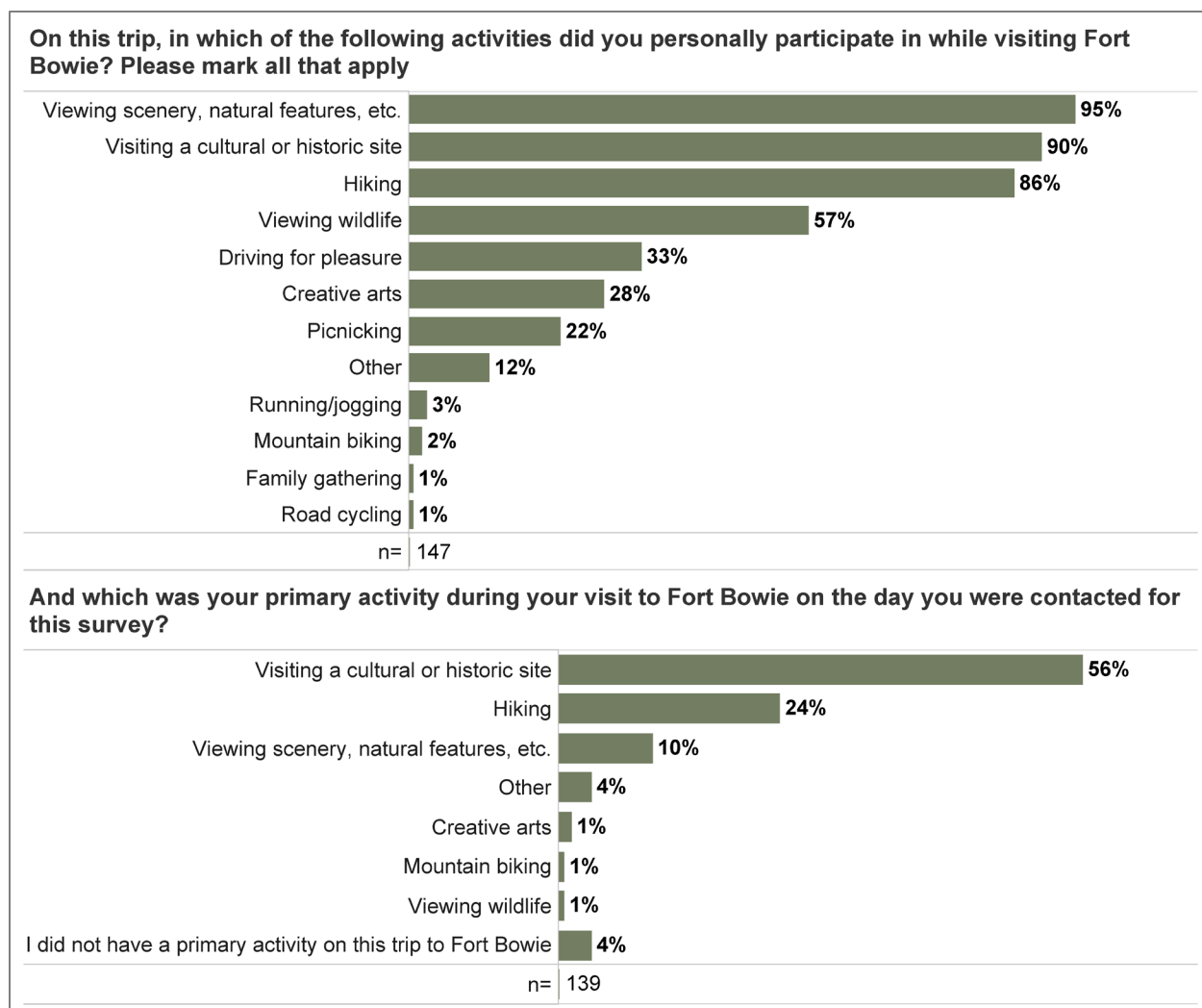


Figure 21. Participation in activities at Fort Bowie.

NPS

- A substantial majority of visitors reported viewing scenery, natural features, etc. (95%), visiting cultural or historic sites (90%), and hiking (86%).
- Running/jogging, mountain biking, family gatherings, and road cycling were all uncommon activities (reported by 3% or fewer of respondents).
- The majority of respondents (56%) reported visiting a cultural or historical site as their primary activity, followed by hiking (24%).
- Notably, while nearly everyone reported viewing scenery, natural features, etc., during their trip, just 10% of respondents identified this as their primary activity.

Questions 15–16: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Fort Bowie on their trip, then asked which of those was the most important reason for them to visit Fort Bowie (Figure 22).

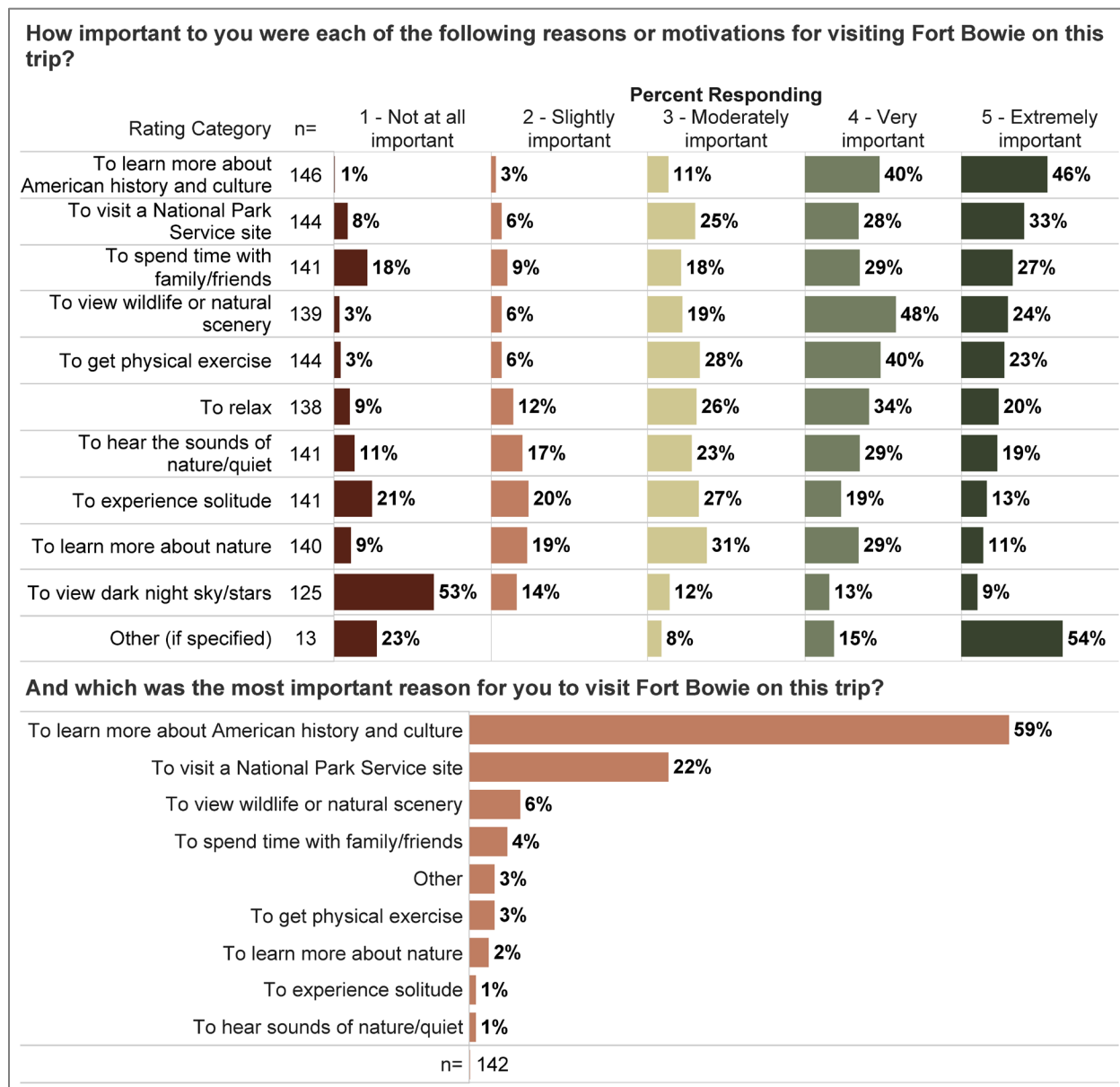


Figure 22. Reasons or motivations to visit Fort Bowie. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- Nearly half of respondents (46%) stated it was extremely important to them to learn more about American history and culture, while 33% said an extremely important reason for their trip to Fort Bowie was to visit a National Park Service site.

- Other important reasons were to spend time with family/friends and to view wildlife or natural scenery (27% and 24% of respondents, respectively, rated them as extremely important).
- The least important reasons (of those with a sample size larger than $n = 30$) were to view dark night sky/stars and to experience solitude (only 9% and 13% of respondents, respectively, reported them as extremely important, and 53% and 21% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was to learn more about American history and culture (56%), followed by visiting a National Park Service site (22%), and to view wildlife or natural scenery (6%).

Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in in Fort Bowie during their trip (Figure 23).

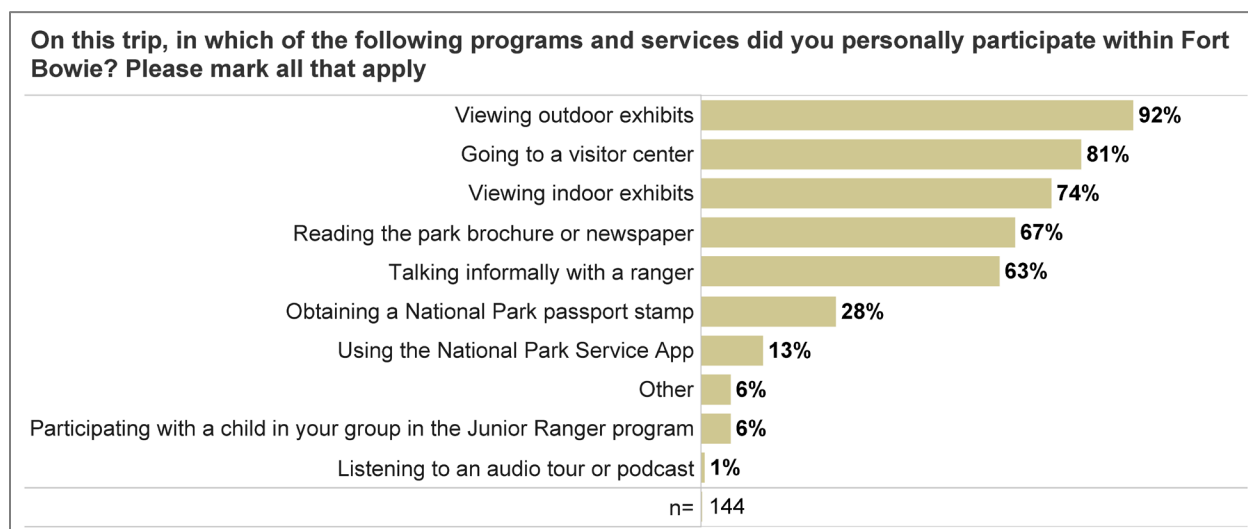


Figure 23. Programs participated while visiting Fort Bowie.

NPS

- The two most-used programs were viewing outdoor exhibits and going to a visitor center, with a large majority of respondents (81%) reporting participating in each of them.
- Several other programs were engaged in by over half of respondents: viewing indoor exhibits (74%), reading the park brochure or newspaper (67%), and talking informally with a ranger (63%).

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 24).

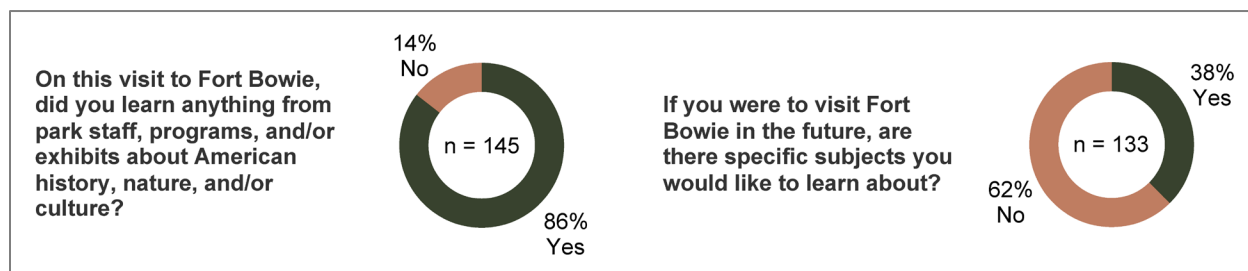


Figure 24. Learning.

NPS

- Nearly nine out of ten of respondents (86%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

- Just over one-third of respondents (38%) reported that if they were to visit Fort Bowie in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate. These comments are provided as an accompanying document for review.

Questions 20–21: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Fort Bowie (Figure 25).

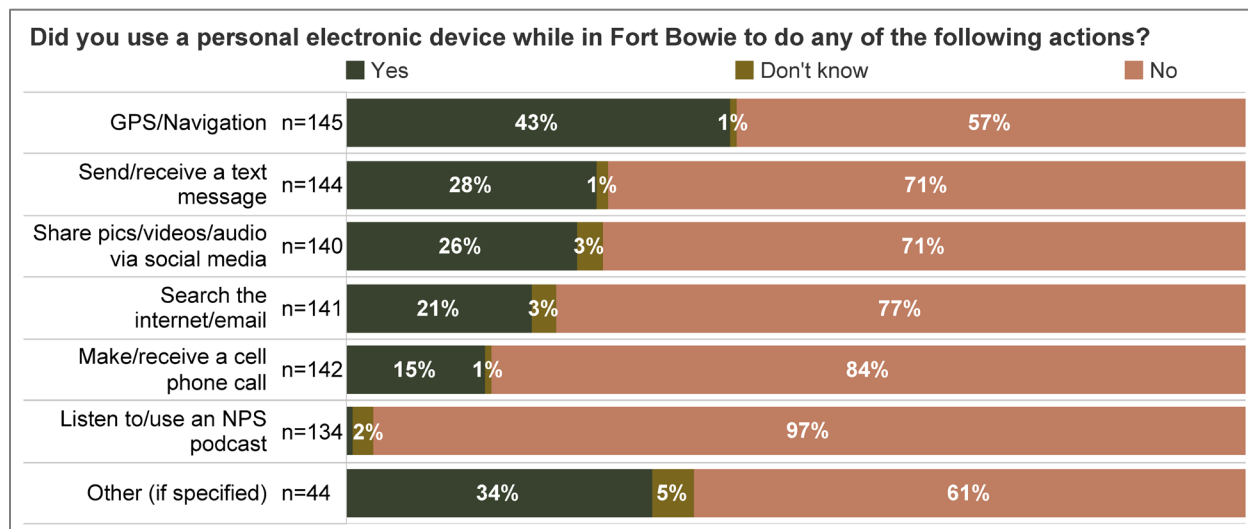


Figure 25. Use of personal electronic devices while visiting Fort Bowie. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

NPS

- Less than half of respondents (43%) reported using GPS/Navigation, and just over one quarter of respondents (28%) reported sending/receiving a text message.
- Conversely, only 1% of respondents listened to or used an NPS podcast.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 26), and the quality of their service (Figure 27).

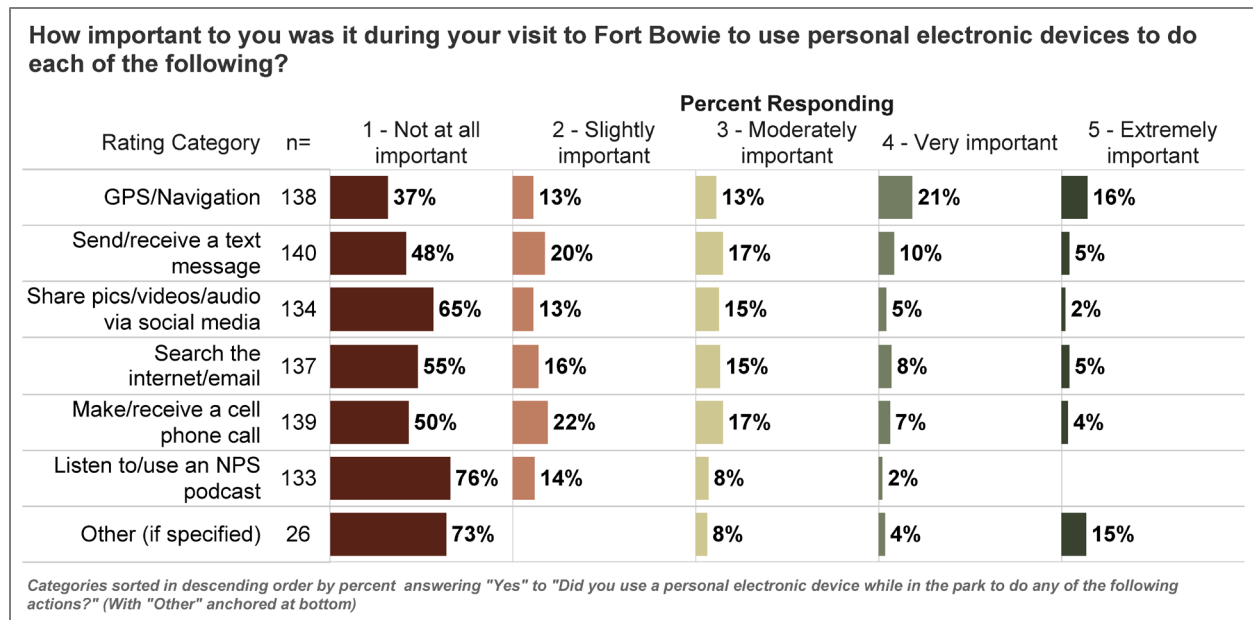


Figure 26. The importance of use of personal electronic devices while visiting Fort Bowie. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

- The most important device uses were GPS/Navigation (16% as extremely important) and to send/receive a text message and search the internet/email (5% of respondents, respectively, rated them as extremely important).
- Listening to and using an NPS podcast was not rated as extremely important by any respondents, and not at all important by 76% of respondents.

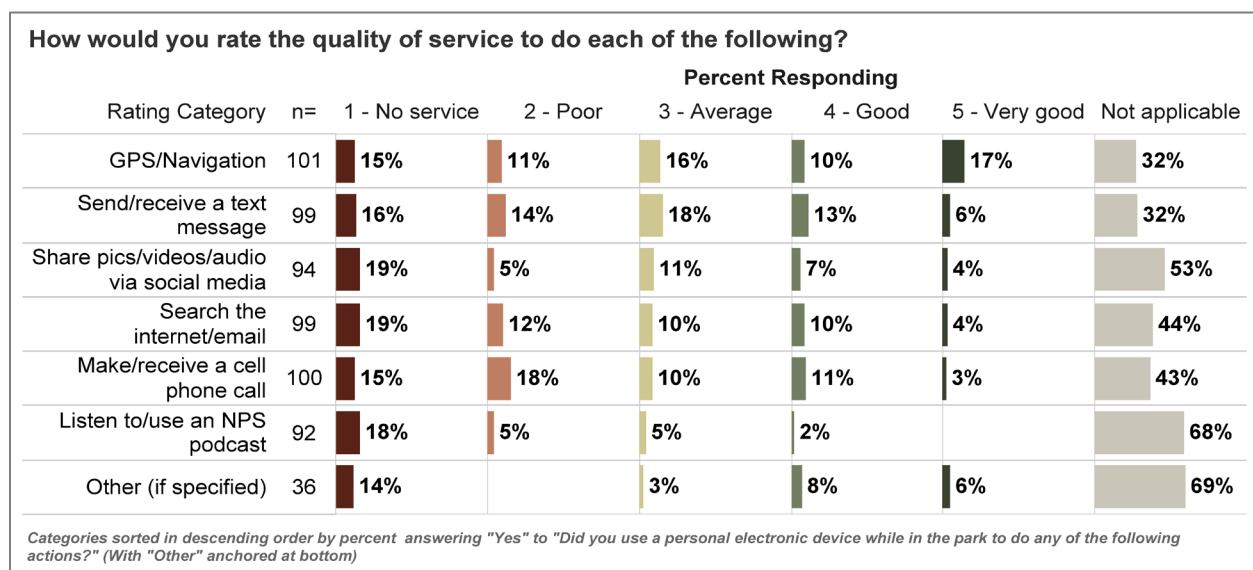


Figure 27. Quality of service of personal electronic devices while visiting Fort Bowie. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- The use of GPS/Navigation was rated as very good or good by 17% and 10% of respondents, respectively. However, 15% of respondents reported that they had no service for this.
- Roughly one in five respondents (19%) reported that they also had no service to share pics/videos/audio via social media or search the internet/email, respectively.
- Making/receiving a cell phone call was rated as poor by 18% of respondents, while another 15% reported having no service at all, the largest combination of the two categories for any service.

Question 22: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Fort Bowie. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 28).

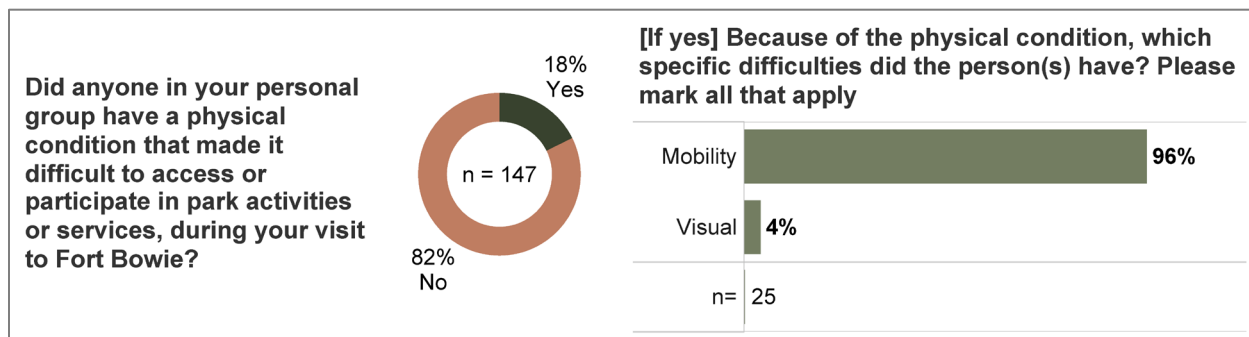


Figure 28. Physical difficulties while visiting Fort Bowie.

NPS

- The majority of respondents (82%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Fort Bowie.
- Among the 18% of visitors who identified at least one difficulty, 96% reported mobility issues in their group, with small portions also reporting hearing and/or visual difficulties.

Questions 25–28: Visitor Experience

Respondents were asked if their visit to Fort Bowie met their expectations (Figure 29).

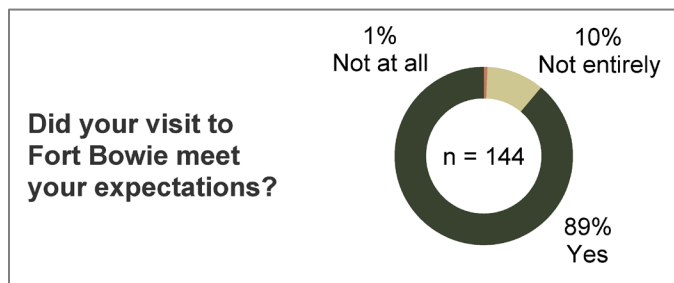


Figure 29. Meeting Fort Bowie expectations.

NPS

- The majority of respondents (89%) reported that their visit to Fort Bowie met their expectations, 10% of respondents said it did not meet their expectations entirely, and only 1% of respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents who indicated that Fort Bowie did not meet their expectations were asked to elaborate. These comments are provided as an accompanying document for review.

Respondents were then given several statements about Fort Bowie and asked to indicate their level of agreement or disagreement with each given statement (Figure 30).

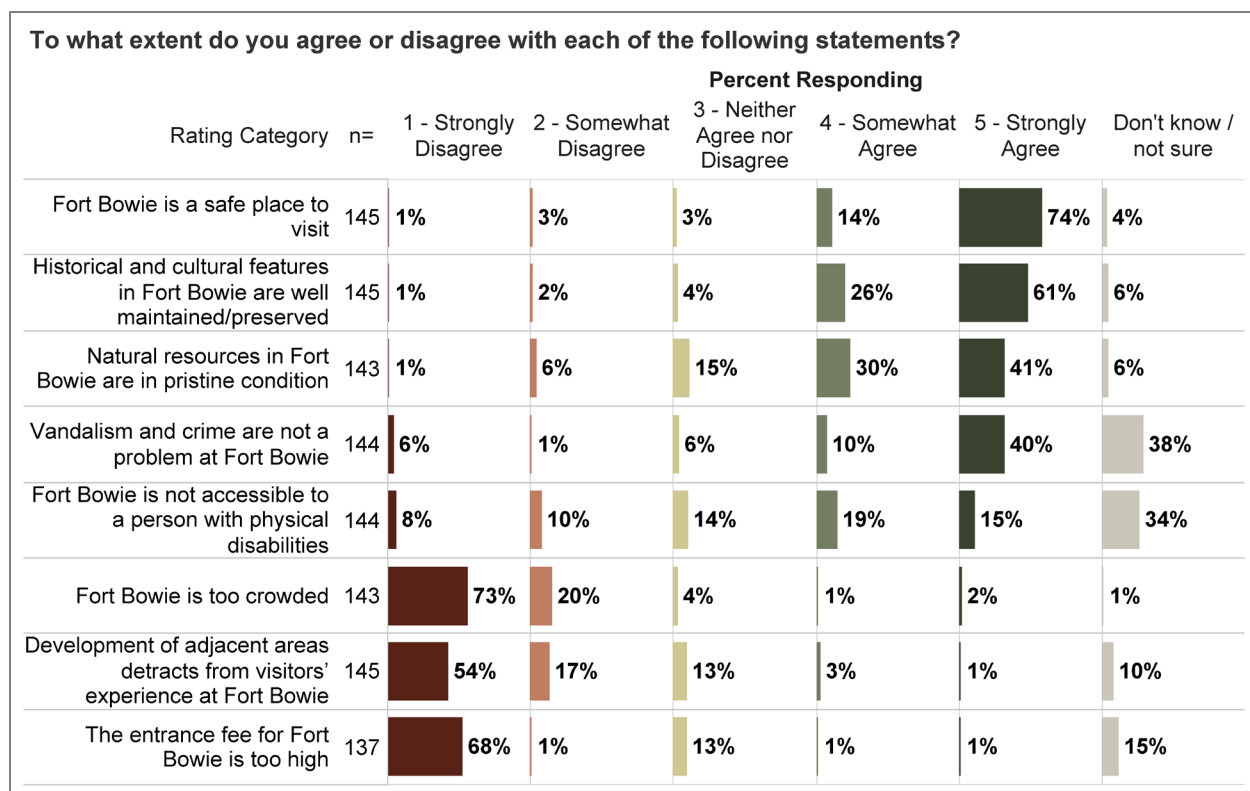


Figure 30. Rating Fort Bowie experience. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

NPS

- From all the statements listed, “Fort Bowie is a safe place to visit” received the most consensus with a combined 88% of respondents saying they either strongly or somewhat agree with it. That was followed by “Historical and cultural features in Fort Bowie are well maintained/preserved” and “Natural resources in Fort Bowie are in pristine condition” (87% and 71% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “The entrance fee for Fort Bowie is too high” and “Fort Bowie is too crowded” received the least support, with roughly 3–4% of respondents either somewhat or strongly agreeing with these statements, and the majority of respondents strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Fort Bowie (Figure 31).

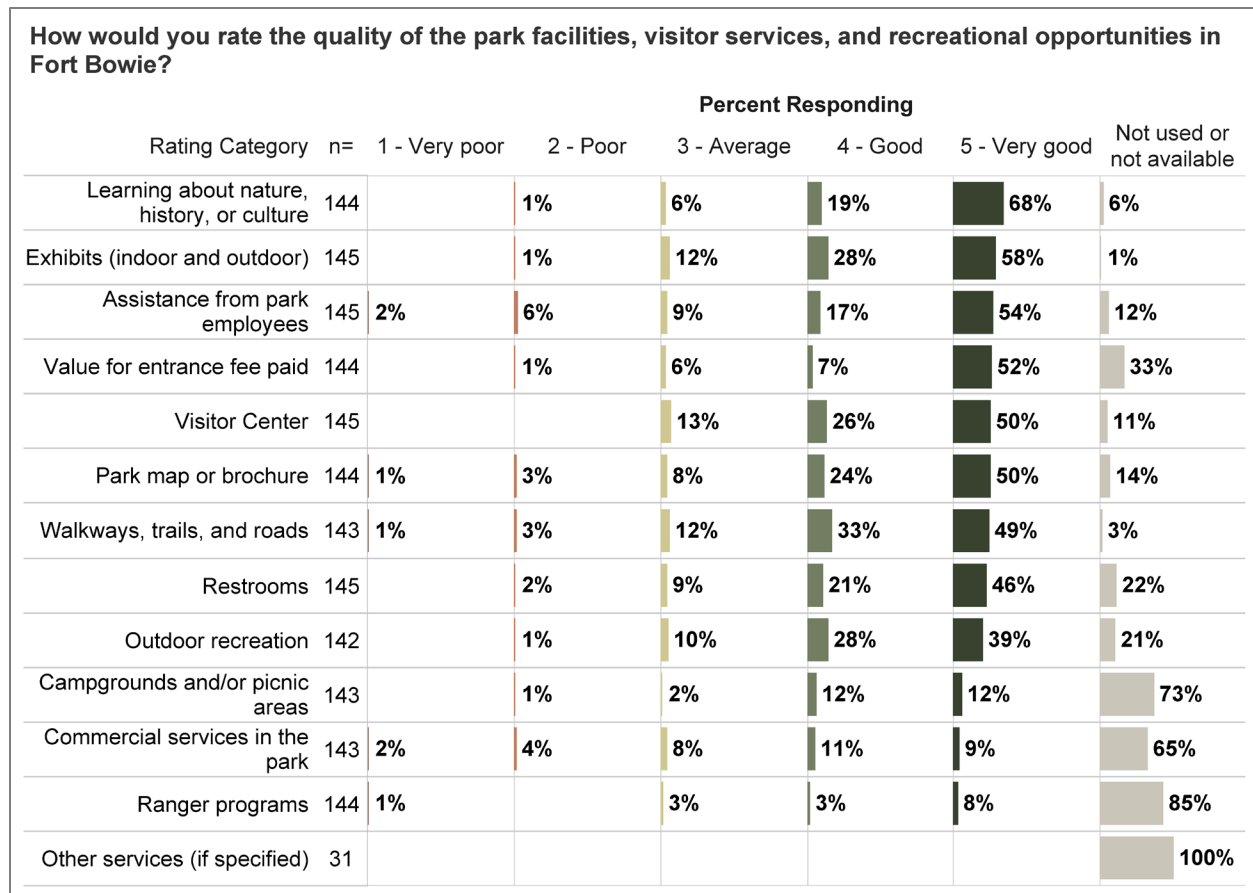


Figure 31. Rating the quality of Fort Bowie facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

- Over half of visitors (ranging from 50% to 68%) rated learning about nature, history or culture, exhibits (indoor and outdoor), assistance from park employees, value for entrance fee paid, Visitor Center, and park maps or brochures as very good.
- Conversely, fewer than half of visitors rated walkways, trails, and roads, restrooms, outdoor recreation, campgrounds and/or picnic areas, commercial services in the park, and ranger programs as very good. For these ratings categories, visitors were most likely to say that they were either not available, they did not use them, or rated as good. For all categories, a small percentage of respondents reported very poor or poor quality.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 32).

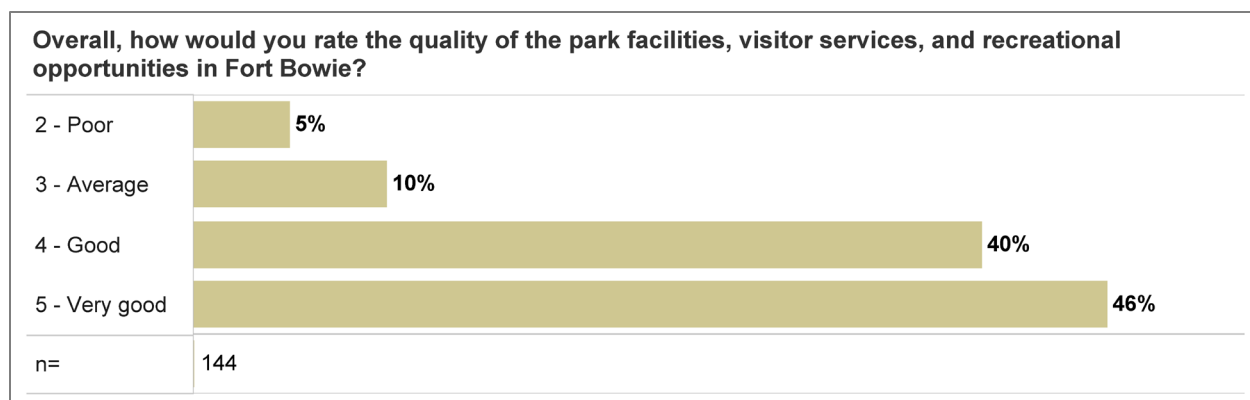


Figure 32. Rating overall quality of Fort Bowie facilities, visitor services, and recreational opportunities.
NPS

- In general, nearly half of respondents (46%) rated the quality of the park facilities, visitor services, and recreational opportunities in Fort Bowie as very good, and another 40% rated them as good.
- Roughly one in seven visitors (15%) rated the overall quality as average or below.

Questions 31–39: Background/Demographics

In the final section of the follow-up survey, respondents were asked various questions about their personal and household demographics. Figure 33 depicts descriptive statistics for respondent gender, age, and education.

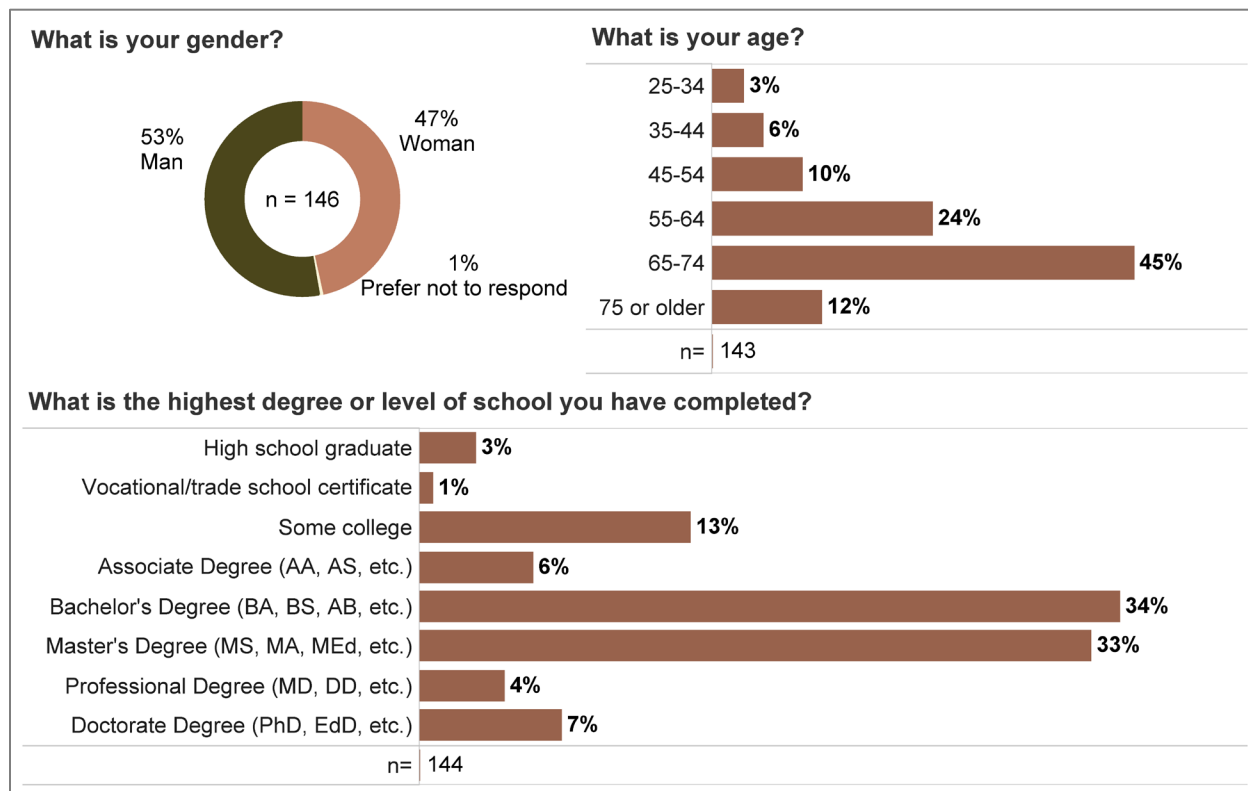


Figure 33. Respondent demographics: gender, age, and level of education.

NPS

- Follow-up survey respondents were slightly more likely to be men than women, though the sample was relatively balanced (53% vs 47%). Less than 1% preferred not to disclose their gender identity.
- The most common age categories were 65–74 (45%), 55–64 (24%), and those 75 and older (12%). The least represented age group were those 18–24 years old, an age cohort that didn't have a single respondent.
- Most survey respondents were highly educated, with a combined 84% having some college degree, and a plurality (44%) holding an advanced degree or professional degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 34).

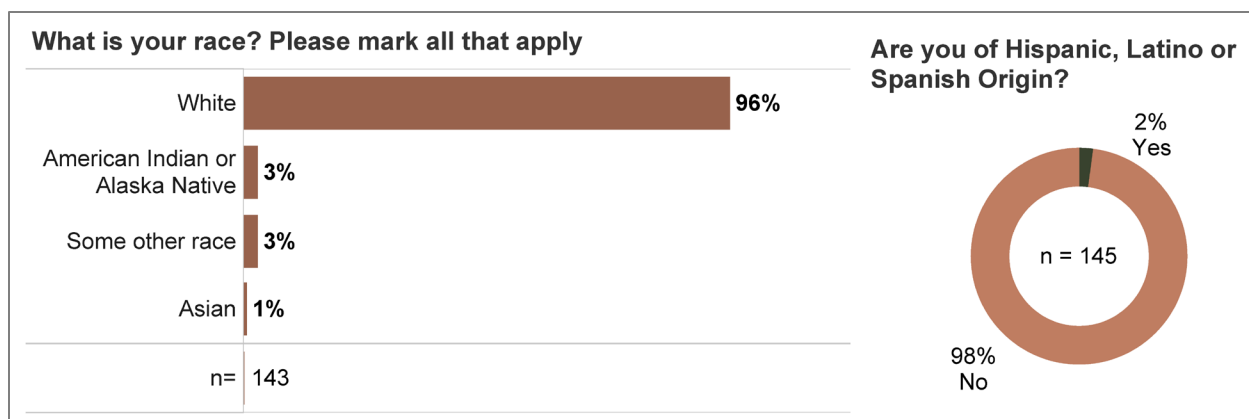


Figure 34. Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (96%) were White, while 3% were American Indian or Alaska Native or some other race, respectively.
- Most respondents (98%) were not of Hispanic, Latino or Spanish origin.

At a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 35).

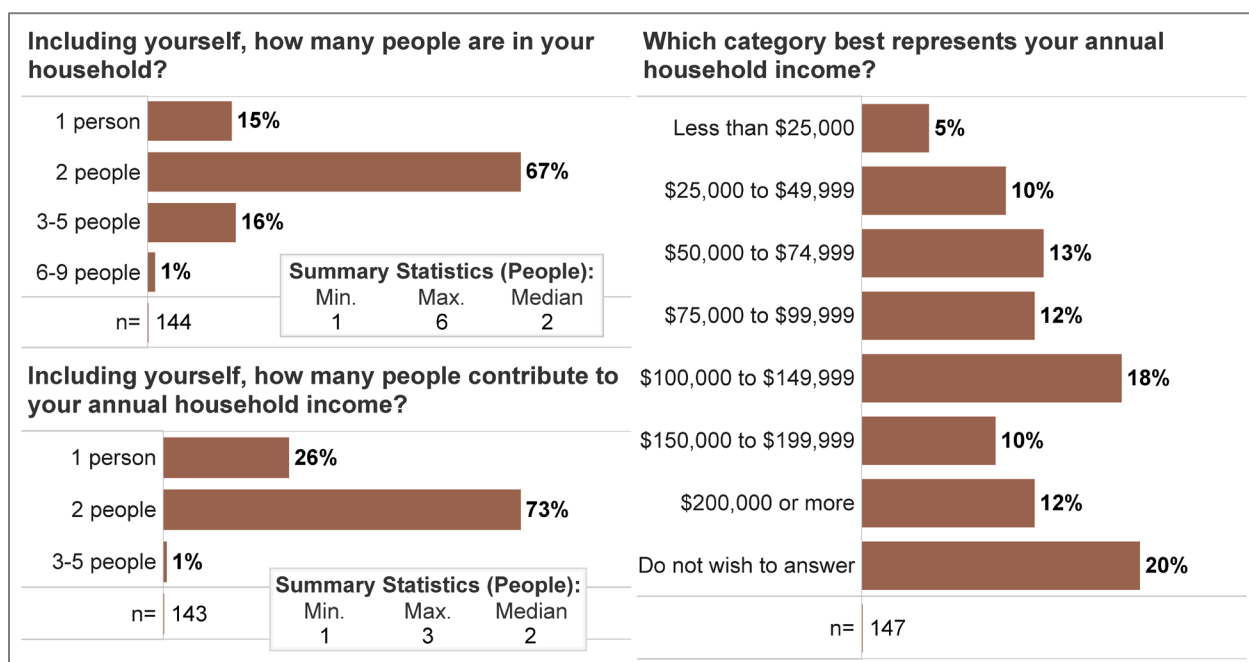


Figure 35. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- Roughly two-thirds of respondents (67%) had two people in their household, followed by those with three to five people (16%).
- In addition to being highly educated, Fort Bowie visitors were also relatively affluent. Roughly 20% of respondents (18%) reported that their annual household income was between \$100,000 and \$149,999, and another 12% earned \$200,000 or more. Overall, 40% of respondents reported that their annual household income was greater than \$100,000.
- Most respondents (73%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 36).

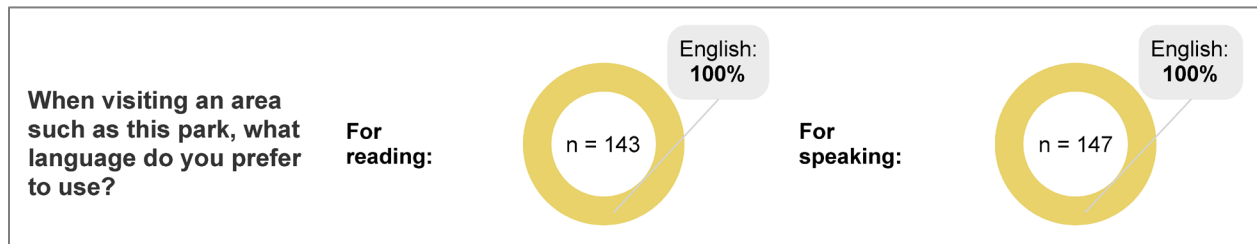


Figure 36. Respondent's language preference.

NPS

- All respondents (100%) preferred to use English both for reading and speaking when visiting an area such as Fort Bowie.

Literature Cited

National Park Service (NPS). 2022. 2022 Socioeconomic Monitoring of Fort Bowie National Historic Site: Visitor Intercept and Post-Trip Surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2318662>

Appendix A: Accessible Tables

This appendix contains accessible tables with data from figures found in the body of the report (Tables 8–19). Table captions include hyperlinks to the corresponding figures.

Table 8. Data from [Figure 6](#). Number of nights spent in the local area around Fort Bowie, by accommodation type.

Accommodation Type	n	Min.	Max.	Median
Camping outside Fort Bowie	108	1	60	3
Lodging outside Fort Bowie	79	1	42	2
Unpaid accommodations	7	1	10	1

Table 9. Data from [Figure 7](#). Number of adults and children in respondent's personal group while visiting Fort Bowie.

Group Composition	n	Min.	Max.	Median
Adults	272	1	28	2
Children	272	0	4	0

Table 10. Data from [Figure 13](#). Number of people in respondent's vehicle when entering Fort Bowie.

Question	n	Min.	Max.	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Fort Bowie?	236	1	7	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Fort Bowie?	31	1	3	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Fort Bowie?	1	1	1	1

Table 11. Data from [Figure 14](#). Previous visits to Fort Bowie.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Fort Bowie over the past 12 months?	37	1	8	1
[If not first-time visitor] Including this visit, how many visits have you made to Fort Bowie over the past five years?	37	1	30	2

Table 12. Data from [Figure 15](#). Visits made to other NPS sites within the past year.

Question	n	Min.	Max.	Median
How many visits have you made to other NPS sites over the past 12 months?	272	0	100	6

Table 13. Data from [Figure 22](#). Reasons or motivations to visit Fort Bowie.

Rating Category	n
To visit a National Park Service site	144
To experience solitude	141
To hear the sounds of nature/quiet	141
To learn more about nature	140
To learn more about American history and culture	146
To spend time with family/friends	141
To get physical exercise	144
To view wildlife or natural scenery	139
To relax	138
To view dark night sky/stars	125
Other	13

Table 14. Data from [Figure 25](#). Use of personal electronic devices while visiting Fort Bowie.

Device Use	n
Make/receive a cell phone call	142
Send/receive a text message	144
Search the internet/email	141
GPS/Navigation	145
Share pics/videos/audio via social media	140
Listen to/use an NPS podcast	134
Other	44

Table 15. Data from [Figure 26](#). The importance of use of personal electronic devices while visiting Fort Bowie.

Device Use	n
Make/receive a cell phone call	139
Send/receive a text message	140
Search the internet/email	137
GPS/Navigation	138
Share pics/videos/audio via social media	134
Listen to/use an NPS podcast	133
Other	26

Table 16. Data from [Figure 27](#). Quality of service of personal electronic devices while visiting Fort Bowie.

Device Use	n
Make/receive a cell phone call	100
Send/receive a text message	99
Search the internet/email	99
GPS/Navigation	101
Share pics/videos/audio via social media	94
Listen to/use an NPS podcast	92
Other	36

Table 17. Data from [Figure 30](#). Rating Fort Bowie experience.

Rating Category	n
Fort Bowie National Historic Site is a safe place to visit	145
Fort Bowie National Historic Site is too crowded	143
Natural resources in Fort Bowie National Historic Site are in pristine condition	143
The entrance fee for Fort Bowie National Historic Site is too high	137
Vandalism and crime are not a problem at Fort Bowie National Historic Site	144
Fort Bowie National Historic Site is not accessible to a person with physical disabilities	144
Historical and cultural features in Fort Bowie National Historic Site are well maintained/preserved	145
Development of adjacent areas detracts from visitors' experience at Fort Bowie National Historic Site	145

Table 18. Data from [Figure 31](#). Rating the quality of Fort Bowie facilities, visitor services, and recreational opportunities.

Rating Category	n
Visitor Center	145
Exhibits (indoor and outdoor)	145
Restrooms	145
Walkways, trails, and roads	143
Campgrounds and/or picnic areas	143
Assistance from park employees	145
Park map or brochure	144
Ranger programs	144
Value for entrance fee paid	144
Commercial services in the park (food, lodging, gifts, rental, etc.)	143
Other services	31
Learning about nature, history, or culture	144
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	142

Table 19. Data from [Figure 35](#). Household demographics: annual household income and household size.

Question	n	Min.	Max.	Median
Including yourself, how many people are in your household?	144	1	6	2
Including yourself, how many people contribute to your annual household income?	143	1	3	2

National Park Service
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Natural Resource Stewardship and Science

1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525