Cumberland Island National Seashore

Visitor Study

Spring 1998

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Report 103

January 1999

Cumberland Island National Seashore
Report Summary

- This report describes the results of a visitor study at Cumberland Island National Seashore during May 3-17, 1998. Out of 344 questionnaires distributed, visitors returned 295 questionnaires for an 86% response rate.

- This report profiles Cumberland Island NS visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.

- Forty-eight percent of the visitors were in family groups. Fifty percent of Cumberland Island NS visitors were in groups of two; 20% were in groups of three or four. Fourteen percent of visitors were in organized tour groups. Ten percent of visitors were in school/ educational groups. Many visitors (47%) were aged 31-55 and 15% were aged 15 years or younger.

- Among Cumberland Island NS visitors, the number of international visitors was too small to provide reliable information. United States visitors were from Georgia (44%), Florida (26%), North Carolina (6%), South Carolina (4%), 31 other states and Washington, D.C.

- Many visitors (89%) were visiting Cumberland Island NS for the first time during the past twelve months. Sixty-three percent were first time visitors in the past five years. Seventy-two percent of visitors stayed less than one day in the park. Less than one-fourth (22%) stayed two to four days.

- On this visit, common activities at Cumberland Island NS were hiking/ walking (92%), watching birds/ wildlife (84%), sightseeing (83%), visiting historic sites (78%), beachcombing (73%) and picnicking (52%). On past visits, the most common activities were hiking/ walking (91%), sightseeing (85%) and visiting historic sites (84%).

- Prior to visiting, the information sources visitors used to learn about the park included friends/ relatives (48%), previous visits (37%) and phone inquiries to the park (30%). Most visitors (88%) did not have difficulty obtaining park information. The most often listed reasons for visiting were viewing scenery/ wildlife (87%), visiting the beach (70%) and recreation opportunities (66%).

- The ferry was the most common form of transportation to reach the island (89%), followed by private boats (7%) and barges/ shuttles (4%). The most visited places at Cumberland Island NS were the Atlantic beaches (90%), Dungeness historic area (83%), Dungeness Dock (78%) and St. Marys Visitor Center (75%).

- For the use, importance and quality of services and facilities, it is important to note the number of visitor groups who responded to each question. The most used visitor services by 274 respondents were the park brochure/map (89%) and ferry (83%). According to visitors, the most important services were the ferry (98% of 220 respondents) and reservation system (92% of 120 respondents). The best quality services were assistance from employees (90% of 59 respondents) and visitor center orientation video (90% of 30 respondents).

- The most used visitor facilities by 277 respondents were restrooms (95%), trails (85%) and directional signs (81%). The most important facilities were trails (95% of 229 respondents), directional signs (93% of 218 respondents) and Sea Camp Campground (93% of 56 respondents). The best quality facilities were Sea Camp Boardwalk (94% of 157 respondents), docks (92% of 184 respondents), Sea Camp Campground (89% of 56 respondents) and trails (89% of 227 respondents).

- Most visitor groups felt the current visitation limit is "about right" (82%). When asked about crowding, 61% of the visitor groups felt that the park was "not at all crowded" during their visit. Thirty percent felt it was "somewhat crowded," 7% felt it was "crowded" and 2% said it was "very crowded."

- Most visitors (91%) rated the overall quality of services in the park as "good" or "very good." Visitors made many additional comments.

TABLE OF CONTENTS

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INTRODUCTION

This report describes the results of a study of visitors to Cumberland Island National Seashore (referred to as "Cumberland Island NS"). This visitor study was conducted during May 3-17, 1998 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A *Methods* section discusses the procedures and limitations of the study. A *Results* section follows, including a summary of visitor comments. Next, an *Additional Analysis* page helps managers request additional analyses. The final section has a copy of the *Questionnaire*. The separate appendix includes comment summaries and visitors' unedited comments.

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

SAMPLE ONLY

②

N=250 individuals

10 or more visits	10%
5-9 visits	20% ⑤
2-4 visits	30%
First visit	40%

③ Times visited

0   25   50   75   100 ④
Number of individuals
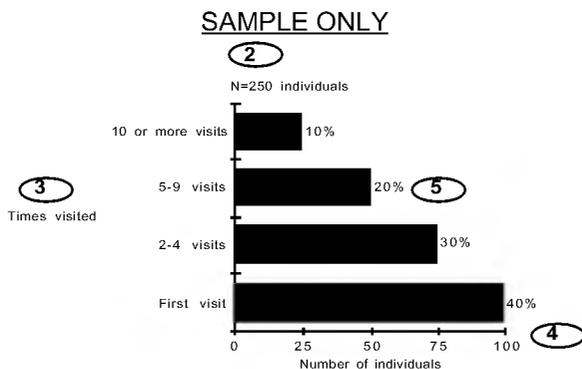
① Figure 4: Number of visits

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 design used the standard format of previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Cumberland Island NS during May 3-17, 1998. Visitors completed the questionnaire after their visit and then returned it by mail. Visitors were sampled as they rode the *Cumberland Queen* ferry to the island or after they arrived on the island. Some sampling was also done on South Beach.

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

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. Eight weeks after the survey, a second replacement questionnaire was sent to visitors who had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

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 1 shows information for 289 groups, Figure 5 presents data for 870 individuals. A note above each figure's 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 create missing data and cause the number in the sample to vary from figure to figure. For example, although 295 questionnaires were returned by visitors, Figure 1 shows data for only 289 respondents.

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

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

Limitations

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 <u>soon after they visit</u> the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of May 3-17, 1998. 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. If the sample size is less than 30, the word **"CAUTION!"** is included in the graph, figure or table.

During the study week, weather conditions at Cumberland Island NS were fairly typical of May with rain or fog on some days and sunny, warm conditions on other days.

Special Conditions

VISITOR RESULTS

Visitors
contacted

At Cumberland Island NS, 355 visitor groups were contacted; 97% (344) accepted questionnaires. A total of 295 visitor groups completed and returned their questionnaires, an 86% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias is slightly significant. Slightly older visitors returned their questionnaires and visitors reported larger groups sizes in their questionnaires than they did during the initial interview.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	337	45.4	291	46.7
Group size	338	6.1	289	8.1

Demographics

Figure 1 shows group sizes, which varied from one person to 120 people. Fifty percent of visitors came in groups of two; 20% came in groups of three or four. Forty-eight percent were families and 19% were friends (see Figure 2). "Other" groups included school groups, elderhostel, tour groups and girlfriend/ boyfriend. Fourteen percent of the visitors were traveling with an organized tour group (see Figure 3). Ten percent were with a school/ educational group (see Figure 4).

The most common visitor ages were 31-55 years (47%), as shown in Figure 5. Fifteen percent of visitors were aged 15 years or younger. Many visitors (89%) said they were first-time visitors during the past twelve months (see Figure 6). Sixty-three percent were first-time visitors in the past five years (see Figure 7).

The number of international visitors was too small to be considered reliable information (see Table 2). United States visitors were from Georgia (44%), Florida (26%), North Carolina (6%), South Carolina (4%), 31 other states and Washington, D.C., as shown in Map 1 and Table 3.

N=289 visitor groups

Group size	
11+	13%
6-10	9%
5	3%
4	11%
3	9%
2	50%
1	5%

Number of respondents
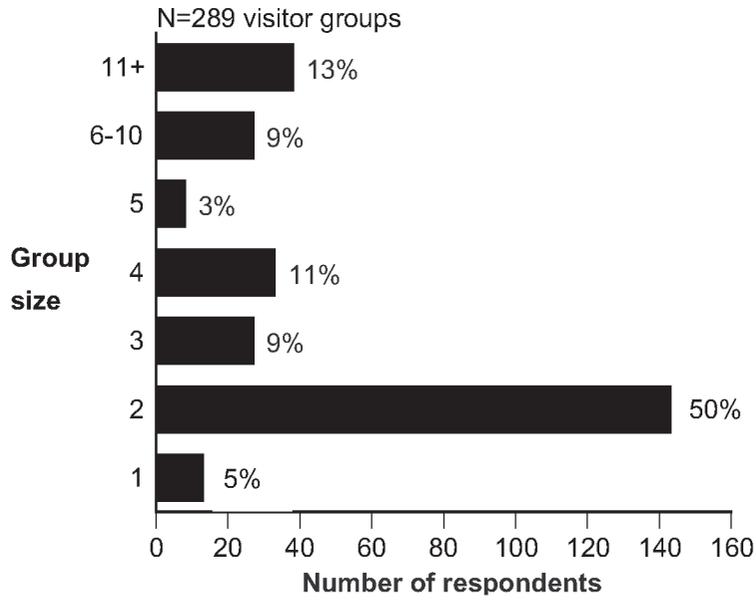
Figure 1: Visitor group sizes

N=289 visitor groups

Group type	
Family	48%
Friends	19%
Family & friends	11%
Alone	9%
Other	13%

Number of respondents

Figure 2: Group type

N=289 visitor groups

With guided tour?	
No	86%
Yes	14%

Number of respondents
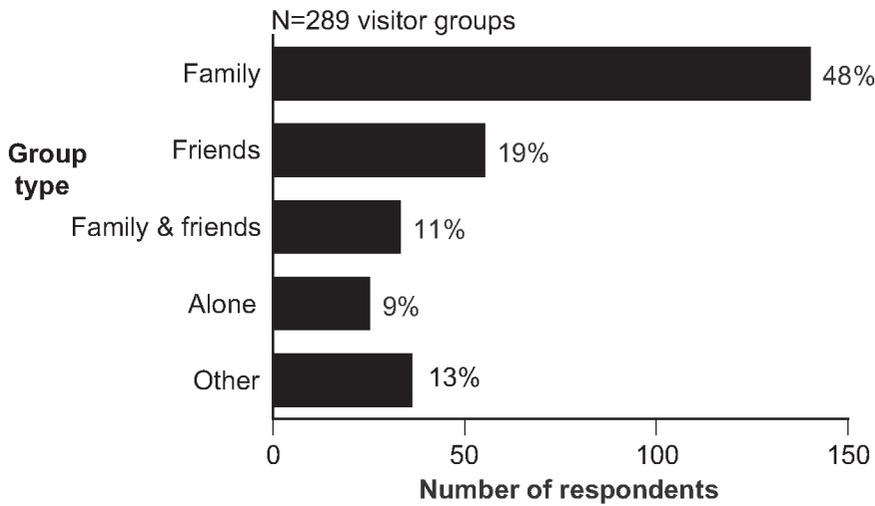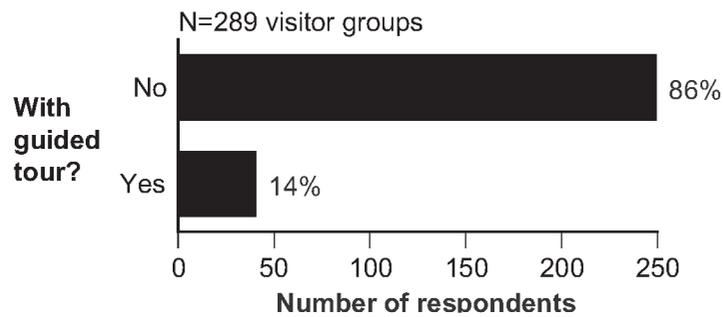
Figure 3: Organized tour groups

N=288 visitor groups

With a school group?

No	90%
Yes	10%

Number of respondents
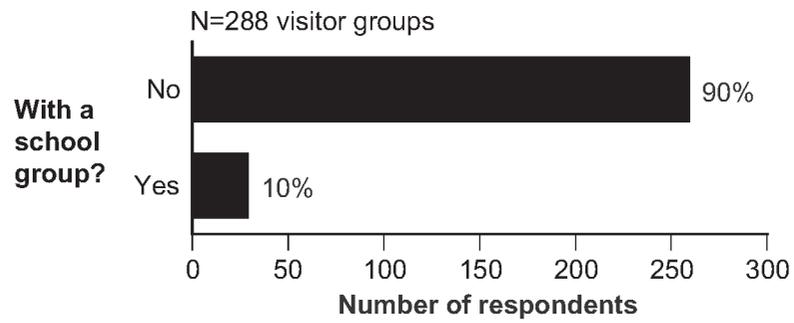
Figure 4: School/ educational groups

N=870 individuals;
percentages do not equal 100 due to rounding.

Age group (years)

Age group	Percentage
76 or older	1%
71-75	3%
66-70	6%
61-65	8%
56-60	7%
51-55	8%
46-50	11%
41-45	8%
36-40	11%
31-35	9%
26-30	6%
21-25	6%
16-20	3%
11-15	7%
10 or younger	8%

Number of respondents

Figure 5: Visitor ages

N=712 individuals;
percentages do not equal 100 due to rounding.
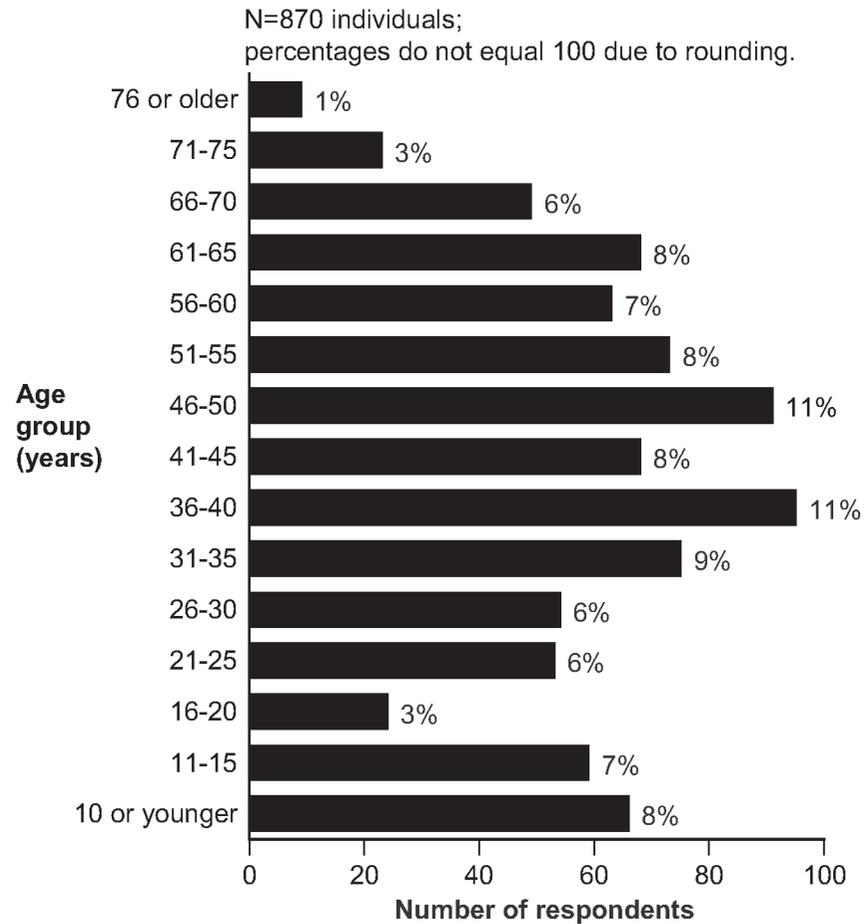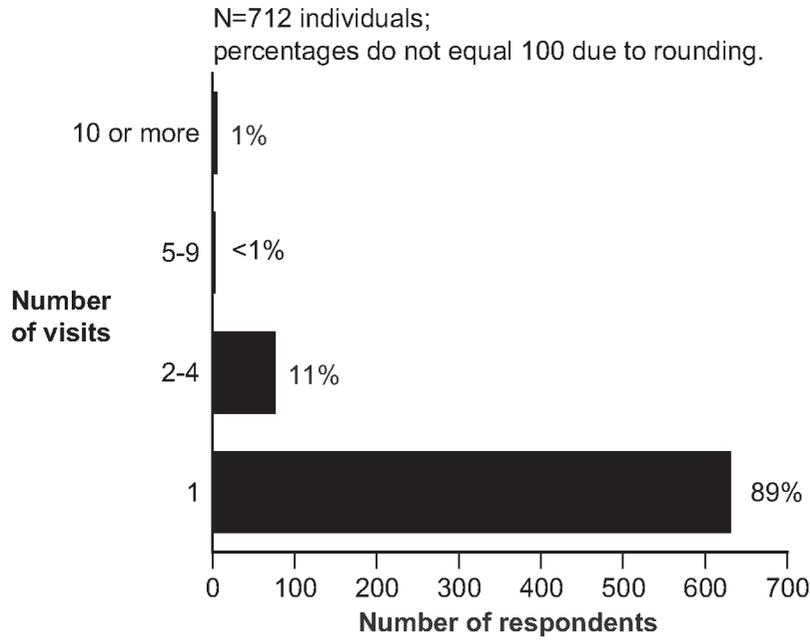
Figure 6: Number of visits, past 12 months

N=534 individuals

Figure 7: Number of visits, past 5 years

Table 2: Proportion of international visitors
N=17 individuals;
percentages do not equal 100 due to rounding.

CAUTION!

Country	Number of individuals	% of international visitors	% of total visitors
England	7	41	1
Canada	4	24	1
Austria	2	12	1
Germany	2	12	1
Holland	2	12	1

N=778 individuals
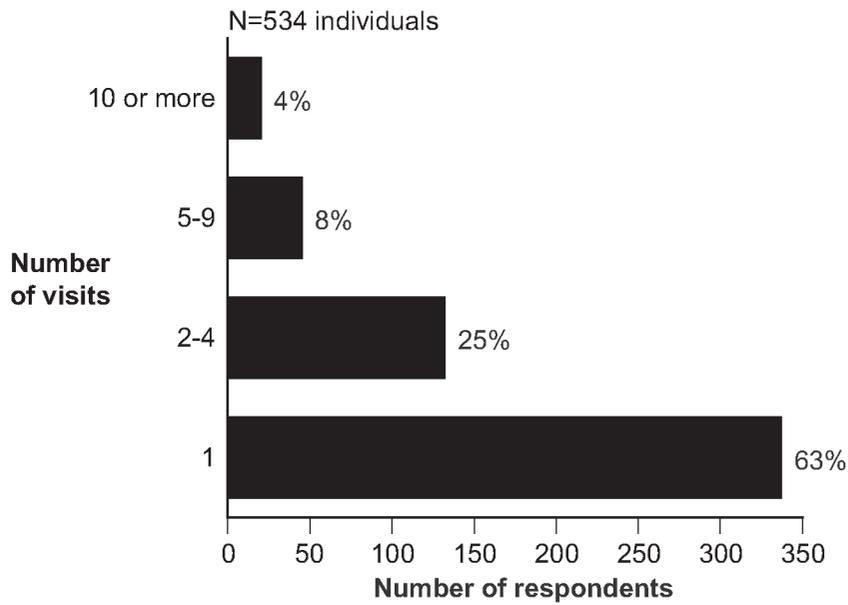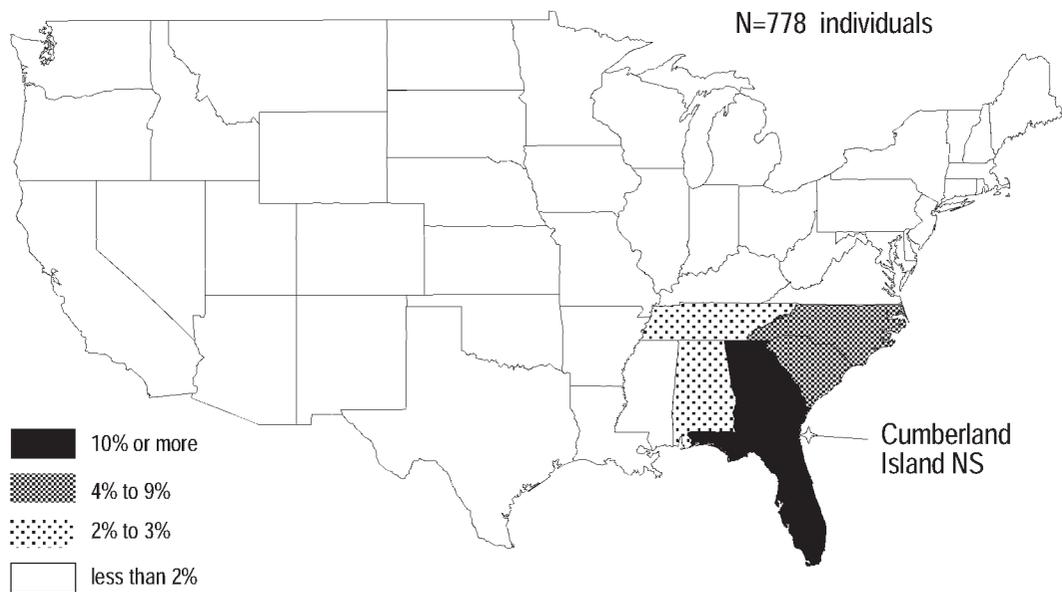
10% or more

4% to 9%

2% to 3%

less than 2%

Cumberland Island NS

Map 1: Proportion of United States visitors from each state

Table 3: Proportion of United States visitors from each state
N=778 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of U.S. visitors	% of total visitors
Georgia	340	44	43
Florida	202	26	25
North Carolina	44	6	6
South Carolina	32	4	4
Tennessee	24	3	3
Alabama	12	2	2
Pennsylvania	11	1	1
Wisconsin	10	1	1
Michigan	9	1	1
New York	7	1	1
Ohio	7	1	1
California	6	1	1
Colorado	6	1	1
Illinois	6	1	1
Maryland	6	1	1
Virginia	5	1	1
Nevada	4	1	1
Vermont	4	1	1
Indiana	3	<1	1
Kentucky	3	<1	1
Massachusetts	3	<1	1
Oklahoma	3	<1	1
Oregon	3	<1	1
Other states (12) + Washington, D.C.	28	4	4

**Length of
stay**

Almost three-fourths of the visitor groups (72%) stayed less than one day (less than 24 hours), as shown in Figure 8. Less than one-fourth (22%) stayed two to four days.

Of the visitors who stayed less than one day in the park, 96% stayed four hours or more (see Figure 9).
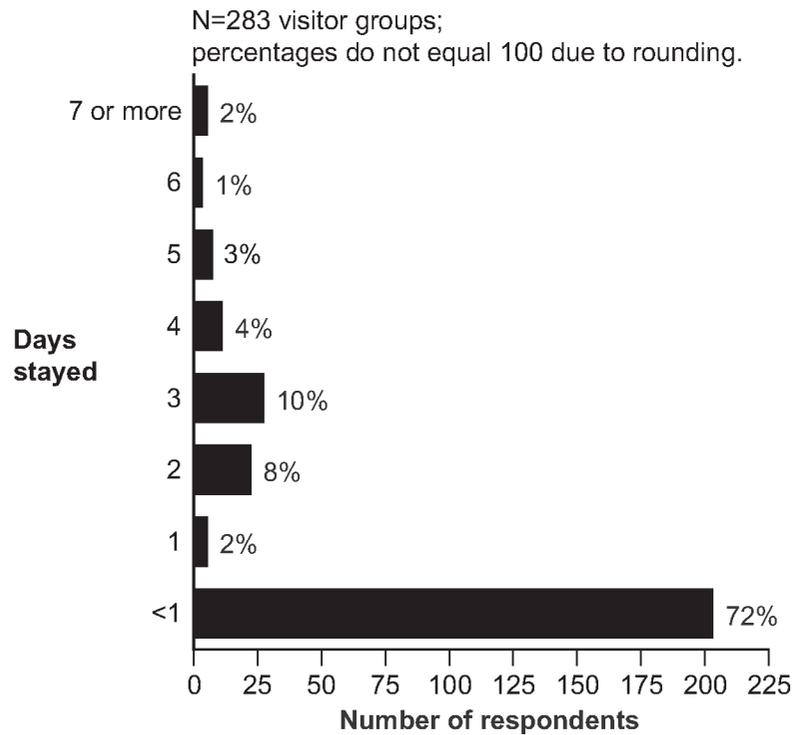
N=283 visitor groups;
percentages do not equal 100 due to rounding.

Figure 8: Length of stay in the park (days)

N=203 visitor groups;
percentages do not equal 100 due to rounding.
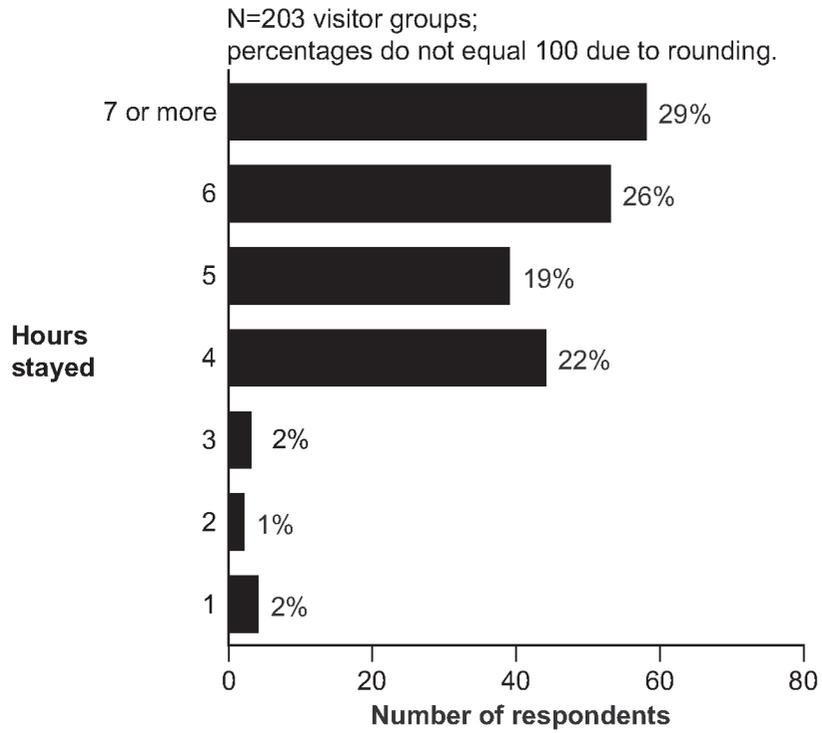

Figure 9: Length of stay in the park (hours)

Activities   Common visitor activities on this visit to Cumberland Island NS

included hiking/ walking (92%), watching birds/ wildlife (84%), sightseeing

(83%), visiting historic sites (78%), beachcombing (73%), and picnicking

(52%), as shown in Figure 10. The least common activities were fishing and

bicycling (each 6%). On this visit, visitors identified "other" activities they did

including photography, Greyfield Inn tour, stargazing, kite flying, sketching,

cleaning up beach, attending an elderhostel, and visiting island residents.

Visitors were asked what activities they had done on past visits. Hiking/

walking (91%), sightseeing (85%), visiting historic sites (84%), beachcombing

(82%) and watching birds/ wildlife (80%) were the most common past activities

(see Figure 11). Bicycling (11%) was the least common past activity. "Other"

activities done during past visits included photography, stargazing, kite flying,

surfing and camping at Stafford.

N=291 visitor groups;
percentages do not equal 100 because visitor
groups could list more than one activity.
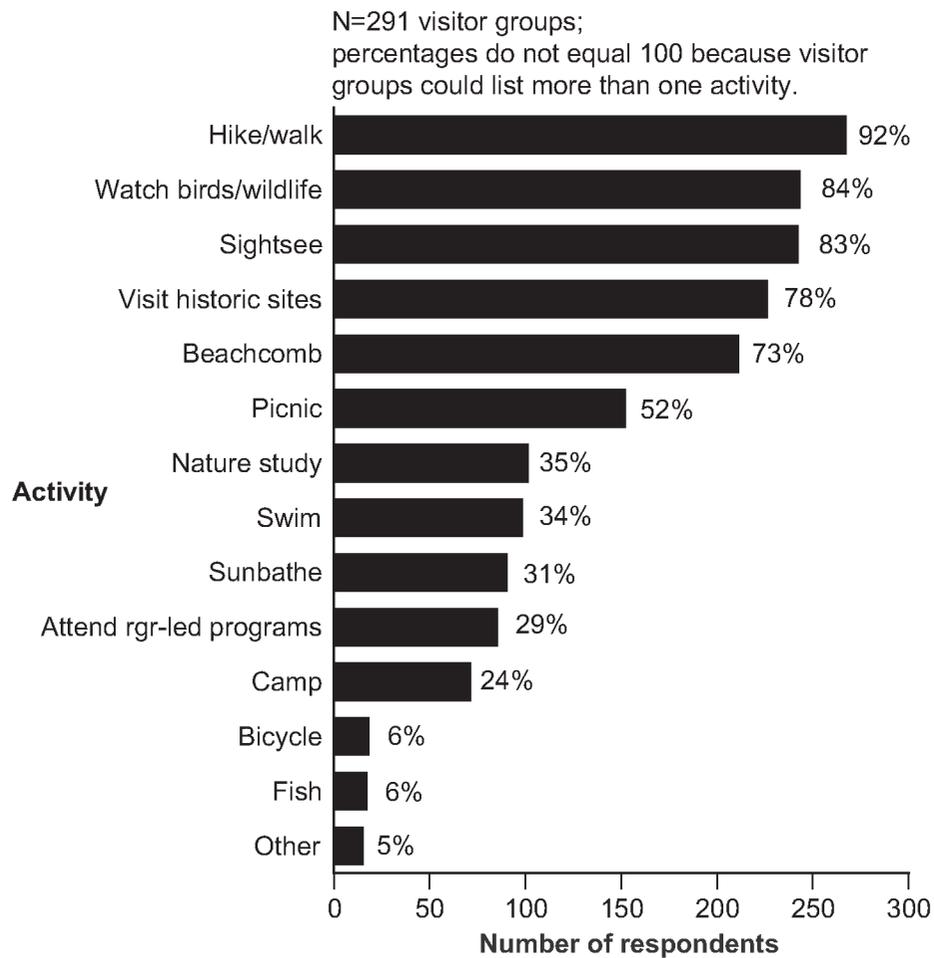
Figure 10: Visitor activities on this visit

N=114 visitor groups;
percentages do not equal 100 because visitor
groups could list more than one activity.
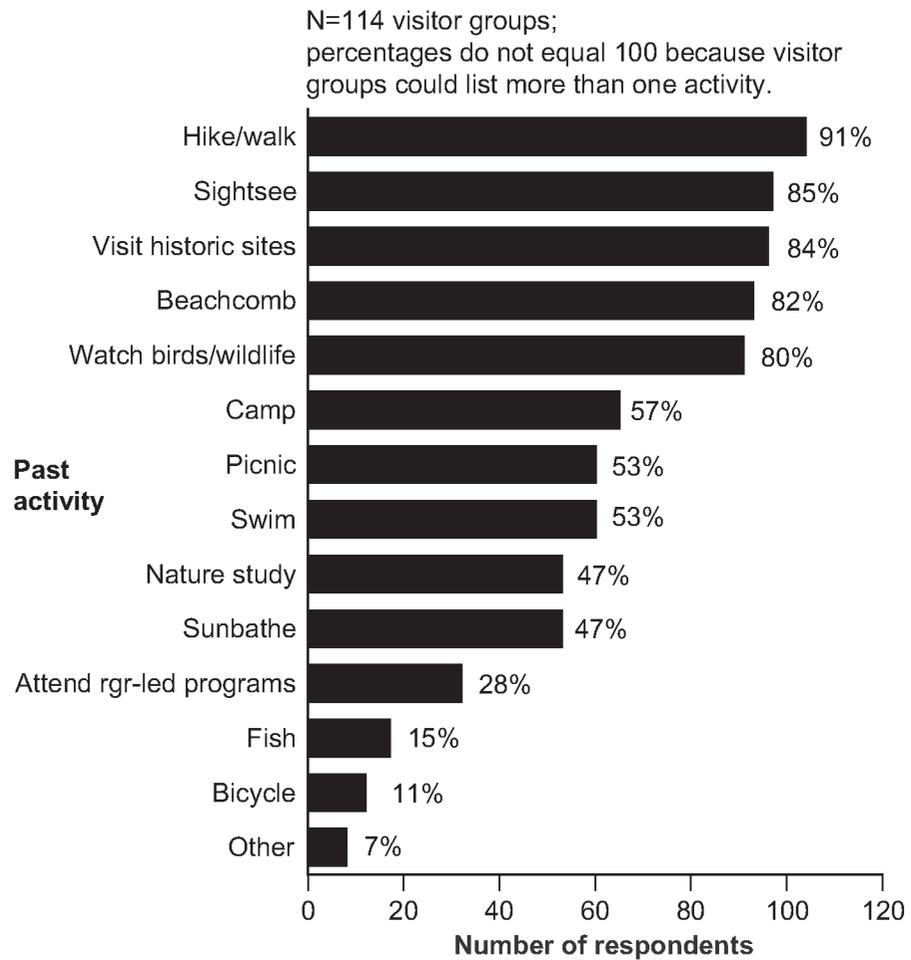
Figure 11: Visitor activities during past visits

Sources of information

Visitors were asked to identify the information sources they used to plan this visit to Cumberland Island NS. The most used sources were friends/ relatives (48%), previous visits (37%), and phone inquiries to the park (30%), as shown in Figure 12. Four percent of the visitors had not received any information prior to their visit. The least used sources of information were television/ radio programs and written inquiries to the park (each 4%). Other sources which visitors identified included magazines, books, bed and breakfasts, elderhostels, school classes, tour operators, Sierra Club, and other visitor centers.

N=289 visitor groups;
percentages do not equal 100 because visitor
groups could list more than one source.

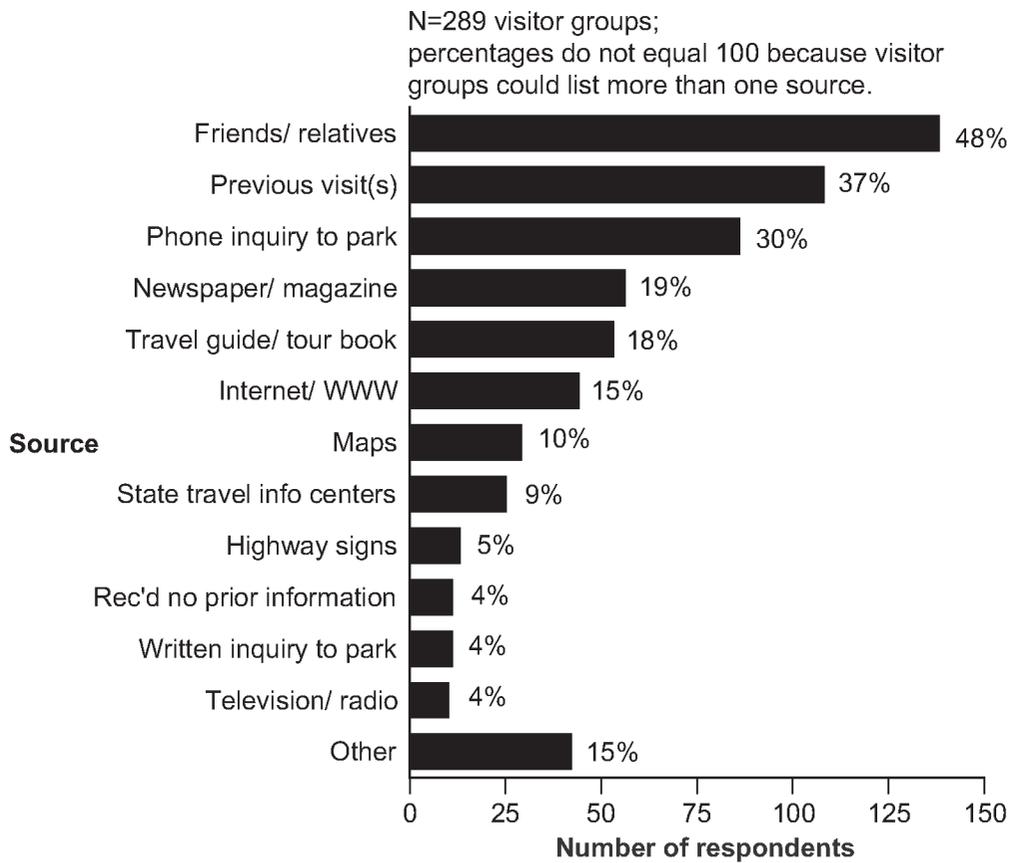| Source	Percentage
Friends/ relatives	48%
Previous visit(s)	37%
Phone inquiry to park	30%
Newspaper/ magazine	19%
Travel guide/ tour book	18%
Internet/ WWW	15%
Maps	10%
State travel info centers	9%
Highway signs	5%
Rec'd no prior information	4%
Written inquiry to park	4%
Television/ radio	4%
Other	15%

Number of respondents

Figure 12: Sources of information

Visitors were asked whether they had difficulty obtaining information about the park from any of the sources shown in Figure 12 (see page 14). Most visitor groups did not have difficulty obtaining information (see Figure 13). Nine percent of the visitors did have difficulty obtaining information and 3% were not sure.

Difficulty of obtaining information

Table 4 shows the types of information visitors had difficulty obtaining and Table 5 shows the reasons they had difficulty obtaining information.

N=247 visitor groups

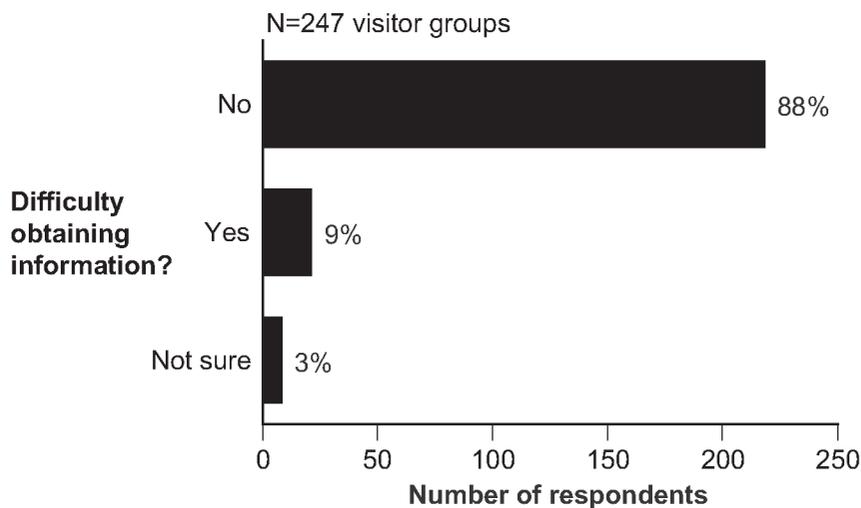**Figure 13: Difficulty of obtaining information**

Table 4: Types of information which were difficult to obtain
N=17 comments

Type of information	Number of times mentioned
How to obtain ferry schedule/ reservations/ confirmations	6
Facilities/ services available in area/ on island	4
Camping fees	3
Making camping reservations	2
Unaware of fees	2

Table 5: Reasons information was difficult to obtain

N=31 comments

Reason	Number of times mentioned
Phone was always busy, hours too limited	21
Put on hold for up to 30 minutes	2
Person answering phone did not fully answer questions	2
Could only get through by fax and during middle of night	2
Slow response by Chamber of Commerce/ tourist bureau	1
Unable to reach live person by phone	1
No posted information on docking at island	1
Reservations should be advertised nationally	1

Visitors were asked to list the forms of transportation they used to get to Cumberland Island National Seashore. The most used form of transportation was the ferry (89%), as shown in Figure 14. Other lesser used forms of transportation included private boats (7%) and a barge/shuttle (4%). "Other" methods of transportation used included private boats, private barge, private charter boat and jet skis.
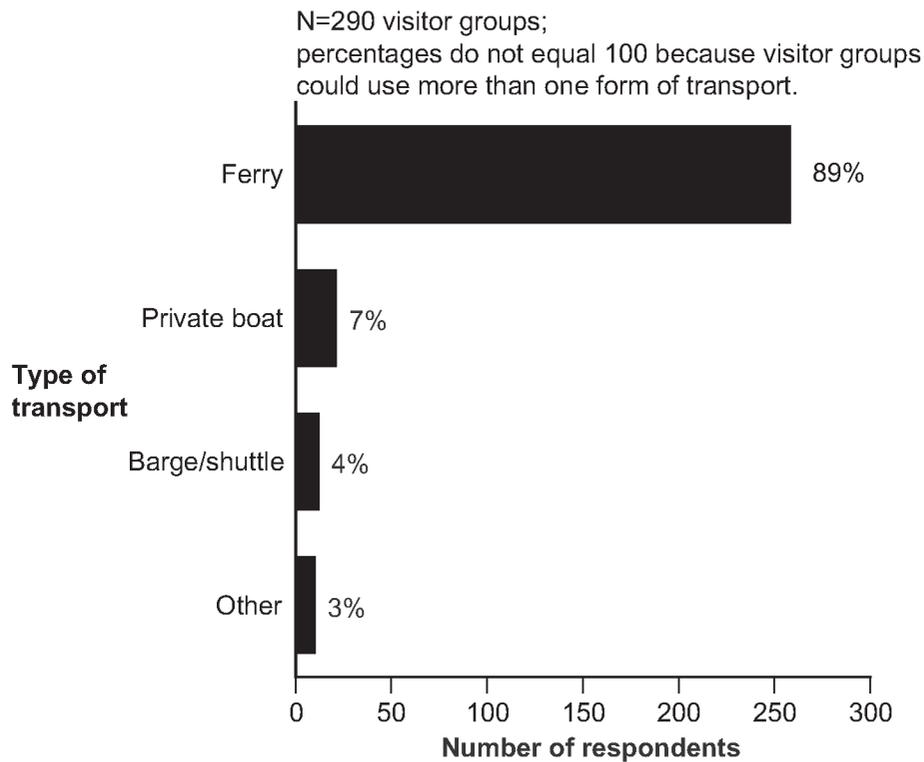
Forms of transportation used

N=290 visitor groups;
percentages do not equal 100 because visitor groups could use more than one form of transport.

Figure 14: Forms of transportation used

Reasons for visiting

Visitors were asked to list their reasons for visiting the park on this trip. The most frequently listed reason was viewing the scenery/ wildlife (87%), as shown in Figure 15. Other reasons included visiting the beach (70%), recreation opportunities (66%), visiting historical areas (62%), and experiencing quiet/ solitude (58%). Fishing (4%) was the least often listed reason for visiting. "Other" reasons that visitors came were for school class visit, to take photographs, celebrate Mother's Day, study historical sites, relax, see the sites, collect shells, crabs, clams, sharks teeth, on family outing, and to draw.

N=290 visitor groups;
percentages do not equal 100 because visitor groups could list more than one reason for visiting.
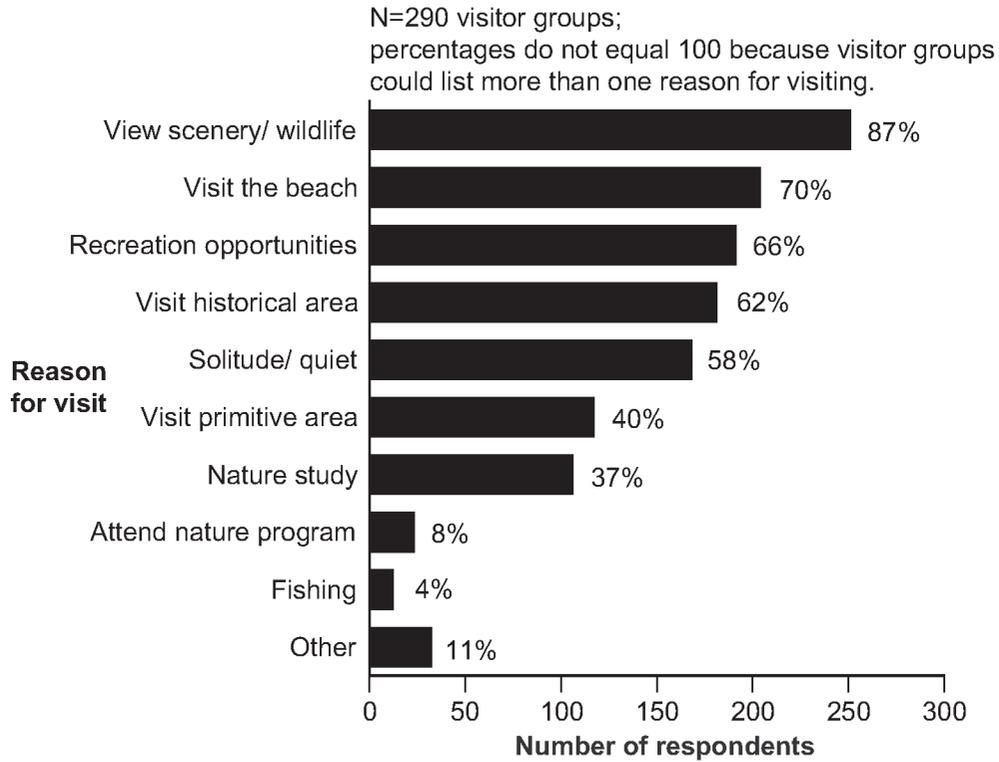
Figure 15: Reasons for visiting

Visitors were asked to list the places they visited at Cumberland Island National Seashore on this trip. The most visited places were Atlantic beaches (90%), Dungeness historic area (83%), Dungeness Dock (78%), St. Marys Visitor Center (75%), Sea Camp Ranger Station (73%), Ice House Museum (64%), and Sea Camp Campground (52%), as shown in Figure 16. The least visited place was Little Cumberland Island (1%).

Places visited

N=295 visitor groups;
percentages do not equal 100 because visitor
groups could visit more than one place.

Figure 16: Places visited

Visitor services: use, importance and quality

The most commonly used visitor services at Cumberland Island NS were the park brochure/ map (89%), ferry (83%), Ice House Museum exhibits (52%), and nature trail brochure (49%), as shown in Figure 17. The least used service was other informational brochures (10%).
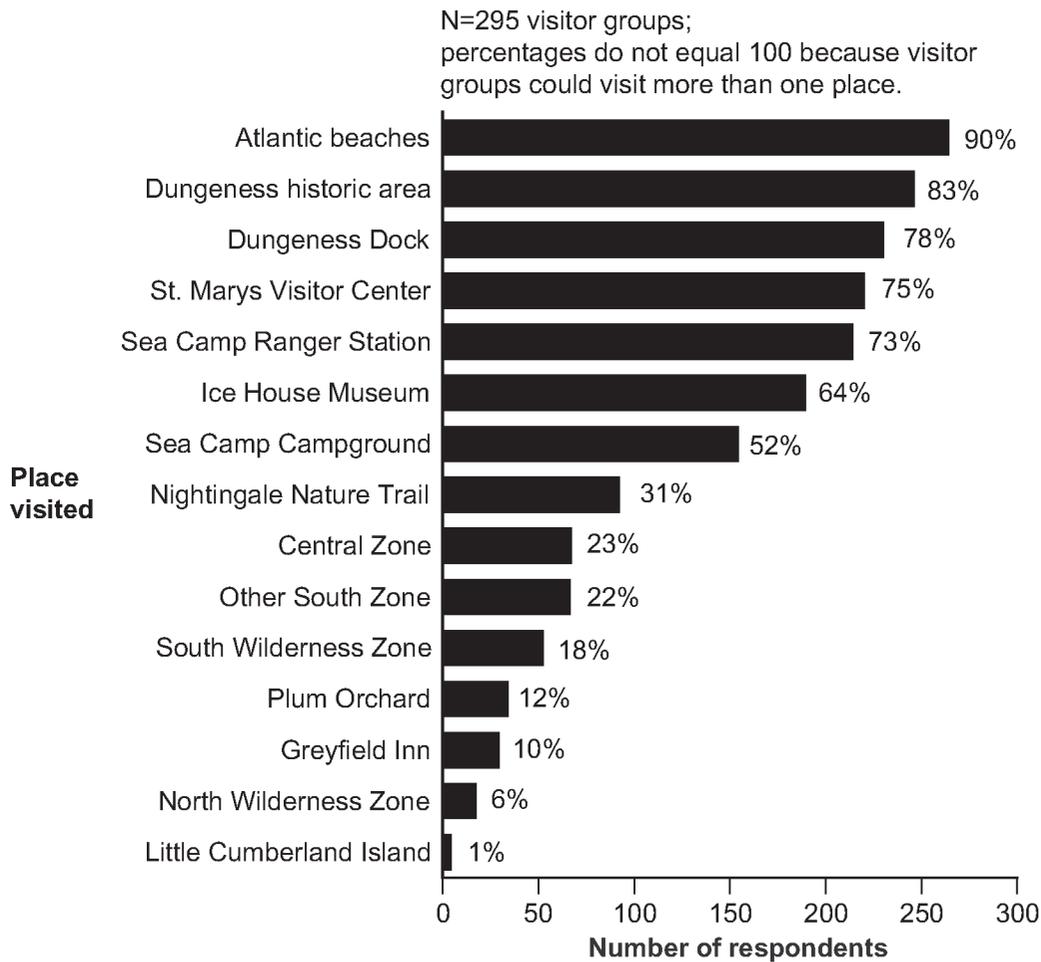
N=274 visitor groups;
percentages do not equal 100 because visitor groups could use more than one service.

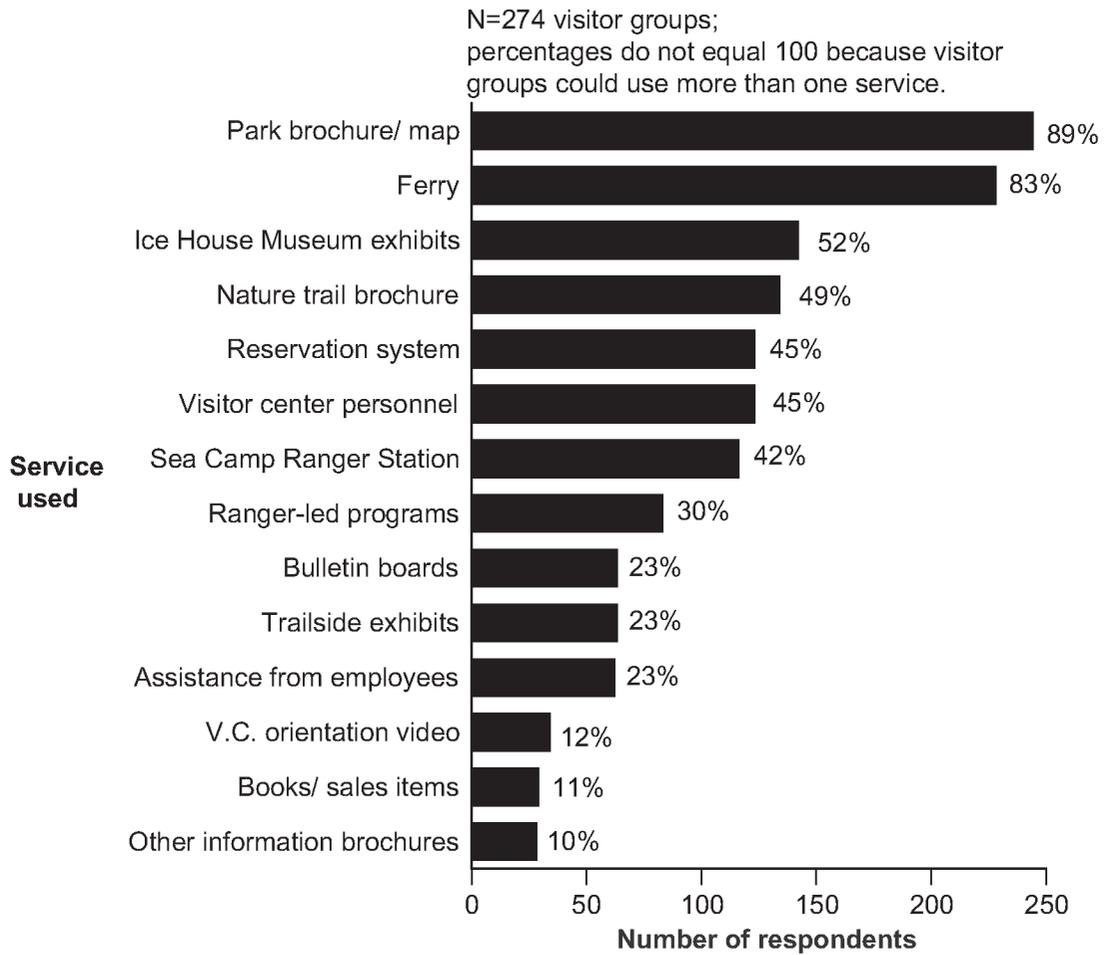| Service used	
Park brochure/ map	89%
Ferry	83%
Ice House Museum exhibits	52%
Nature trail brochure	49%
Reservation system	45%
Visitor center personnel	45%
Sea Camp Ranger Station	42%
Ranger-led programs	30%
Bulletin boards	23%
Trailside exhibits	23%
Assistance from employees	23%
V.C. orientation video	12%
Books/ sales items	11%
Other information brochures	10%

Number of respondents

Figure 17: Visitor services used

Visitors rated the importance and quality of each of the visitor services they used. They used the five point scales below.

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

Figure 18 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 18. Note that other information brochures and book/ sales items were not rated by enough groups to provide reliable information. All other services were rated above average in importance and quality.

Figures 19-32 show that several services received the highest "very important" to "extremely important" ratings: ferry (98%), reservation system (92%), and park brochure/ map (86%). The highest "not important" rating was for ranger-led programs (4%).

Figures 33-46 show that several services were given high "good" to "very good" quality ratings: assistance from employees (90%), visitor center orientation video (90%), ferry (83%) and ranger-led programs (83%). The service which received the highest "very poor" quality rating was reservation system (7%).

Figure 47 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.
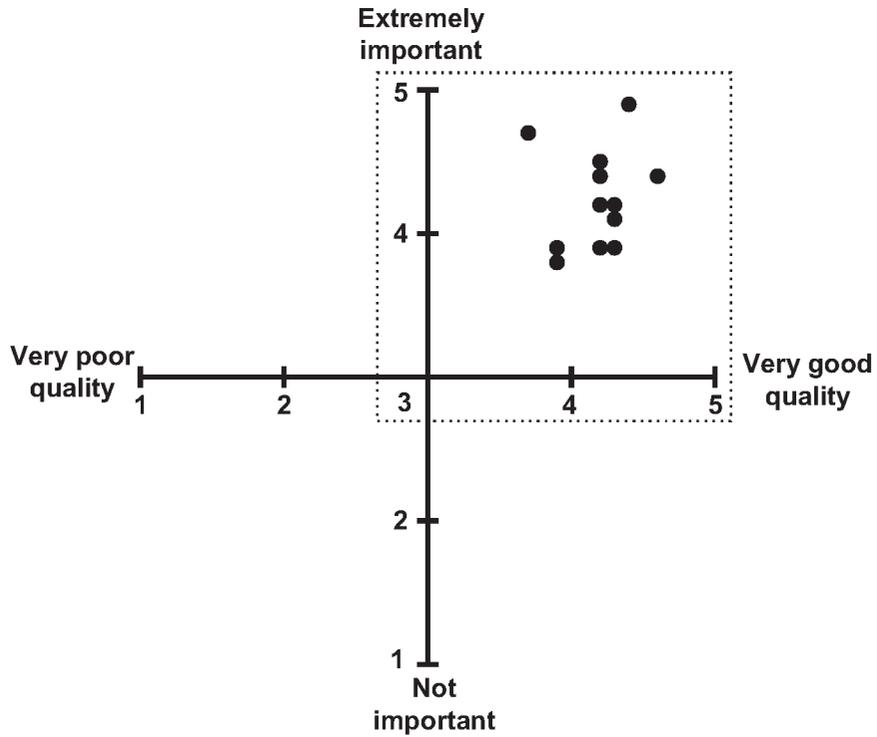
Extremely important

Very poor quality

Very good quality

Not important

**Figure 18: Average ratings of visitor service
and facility importance and quality**

Extremely important

ferry

reservation
systems

park brochure/map

nature trail
brochures

vc personnel

assistance
from employees

Sea Camp
Ranger Station

rgr-led programs

Ice House

vc orientation video

Museum exhibits

trailside exhibits

bulletin boards

**Very good
quality**

Average

Figure 18: Detail

N=237 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important	67%
Very important	19%
Moderately important	11%
Somewhat important	2%
Not important	<1%

Number of respondents

Figure 19: Importance of park brochure/ map

N=132 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important	55%
Very important	28%
Moderately important	14%
Somewhat important	2%
Not important	0%

Number of respondents
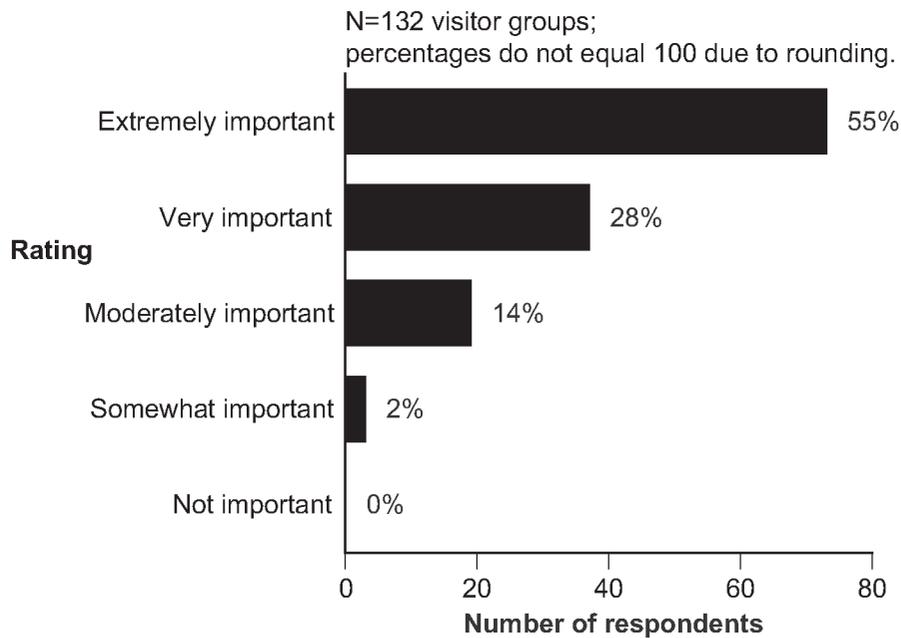
Figure 20: Importance of nature trail/ historic tour brochure

N=28 visitor groups

Extremely important ████████████ 21%

Very important ████████████████ 32%

Rating

Moderately important ██████████████████ 36%

Somewhat important █████ 11%

CAUTION!

Not important | 0%

Number of respondents (0 2 4 6 8 10)
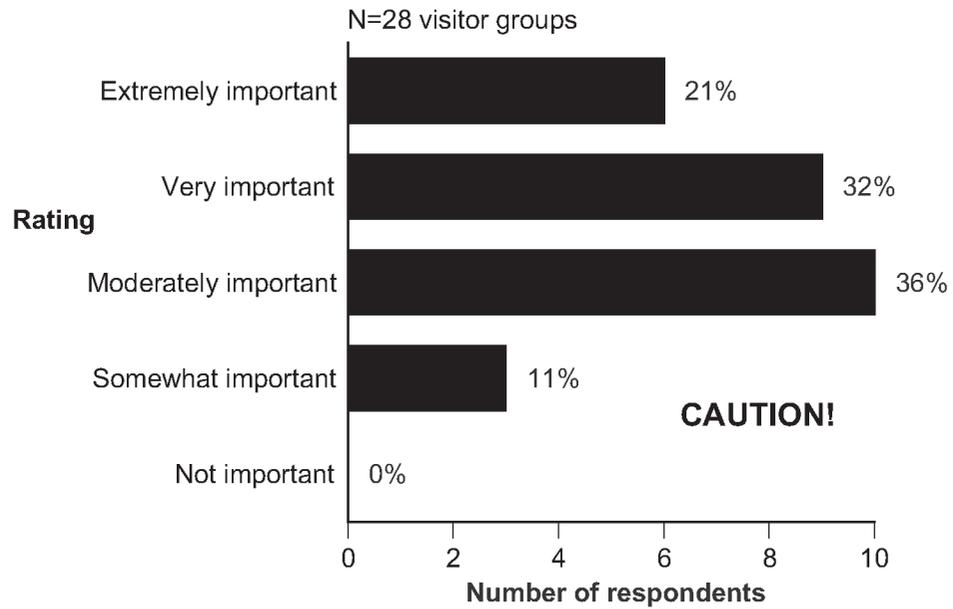
Figure 21: Importance of other informational brochures

N=78 visitor groups;
percentages do not equal 100 due to rounding.

Extremely important ████████████████████████ 53%

Very important ██████████ 23%

Rating

Moderately important ███████ 17%

Somewhat important █ 4%

Not important █ 4%

Number of respondents (0 10 20 30 40 50)
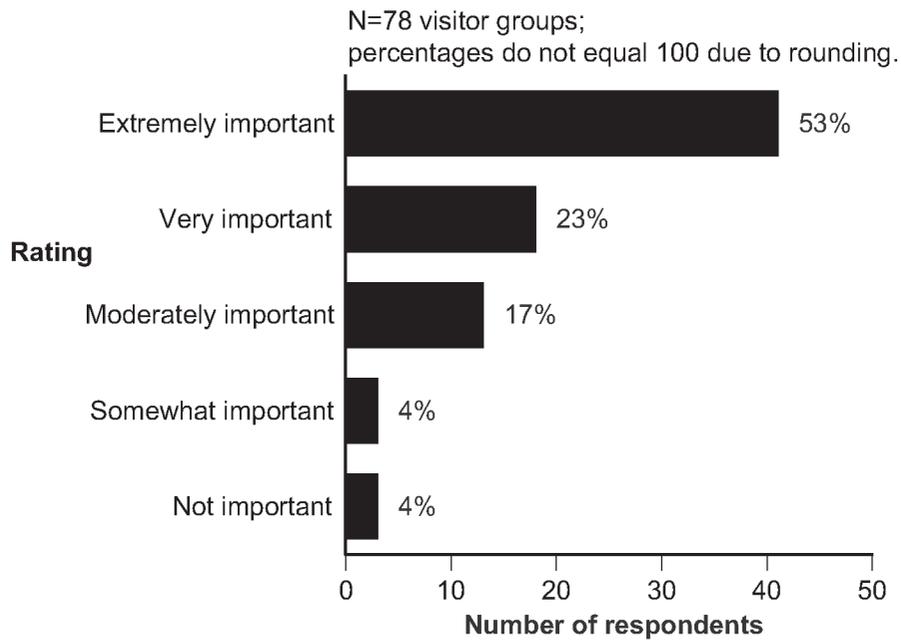
Figure 22: Importance of ranger-led programs

N=27 visitor groups
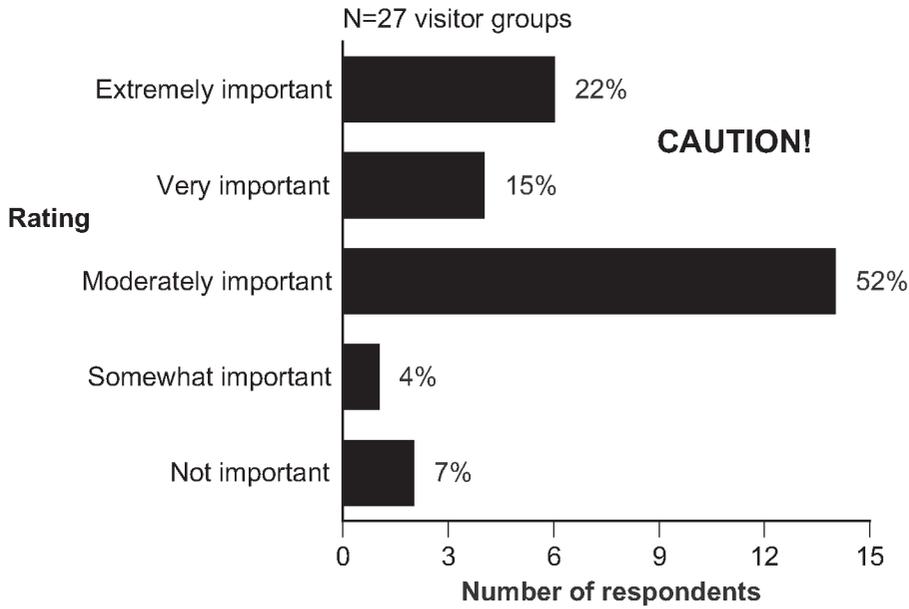
Figure 23: Importance of books/ sales items

N=32 visitor groups
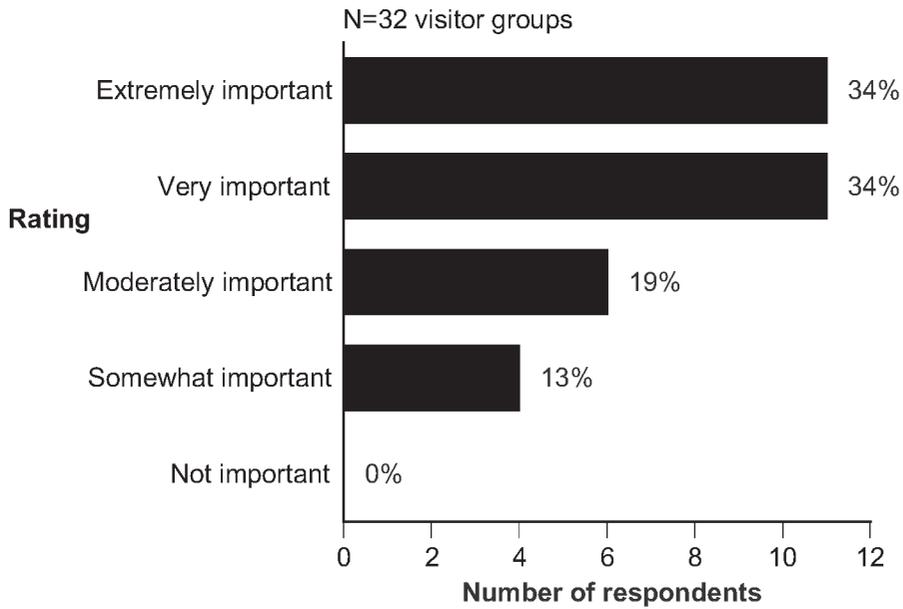
Figure 24: Importance of visitor center orientation video

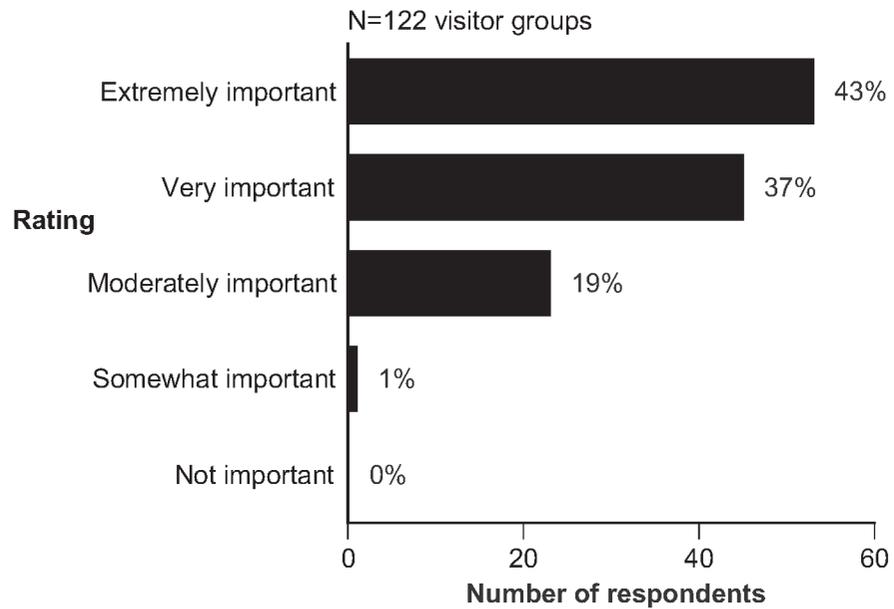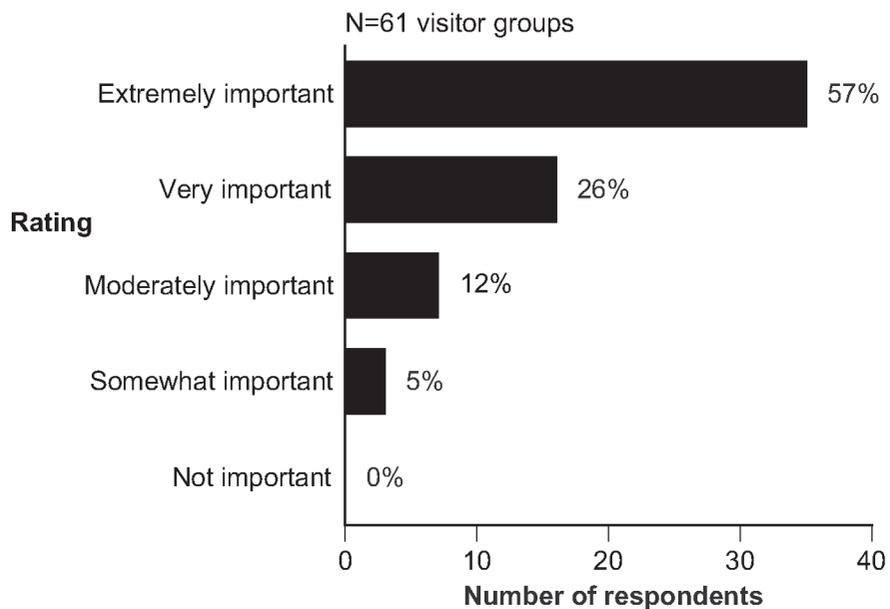N=122 visitor groups

Figure 25: Importance of visitor center personnel

N=61 visitor groups

Figure 26: Importance of assistance from employees (other than at visitor center)

N=115 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important — 43%
Very important — 30%
Moderately important — 21%
Somewhat important — 5%
Not important — 1%

0   10   20   30   40   50
Number of respondents
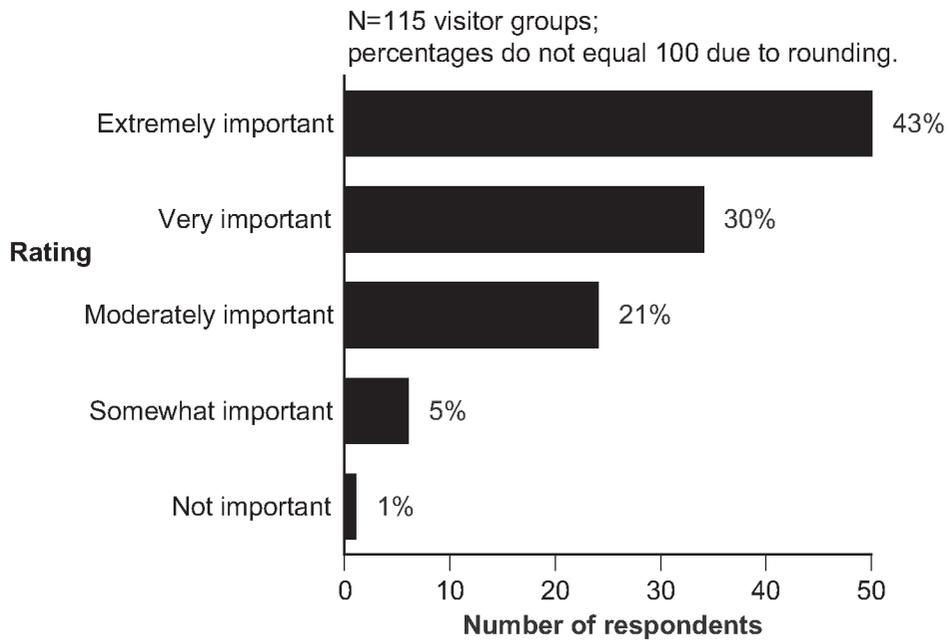
Figure 27: Importance of Sea Camp Ranger Station

N=137 visitor groups

Rating

Extremely important — 32%
Very important — 34%
Moderately important — 27%
Somewhat important — 7%
Not important — 0%

0   10   20   30   40   50
Number of respondents
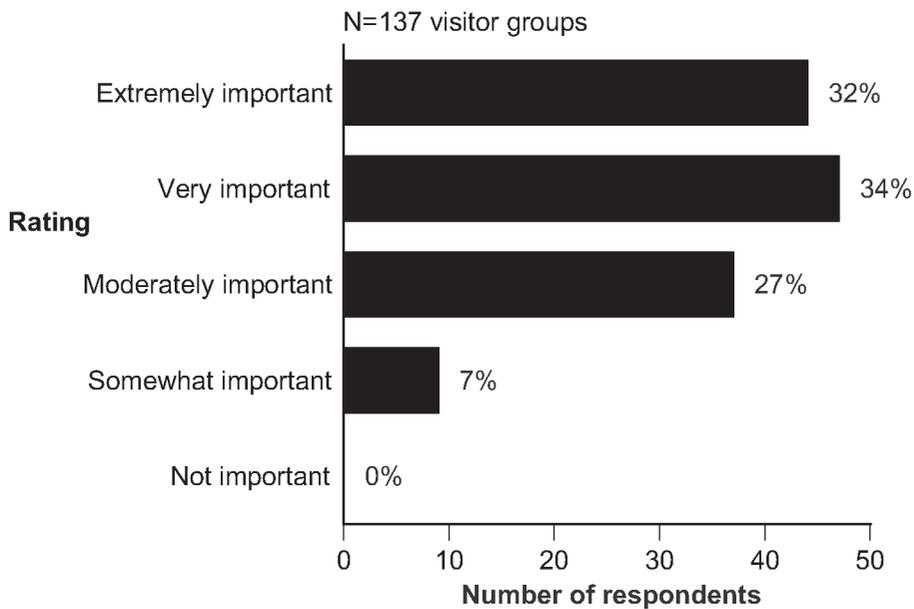
Figure 28: Importance of Ice House Museum exhibits

N=61 visitor groups
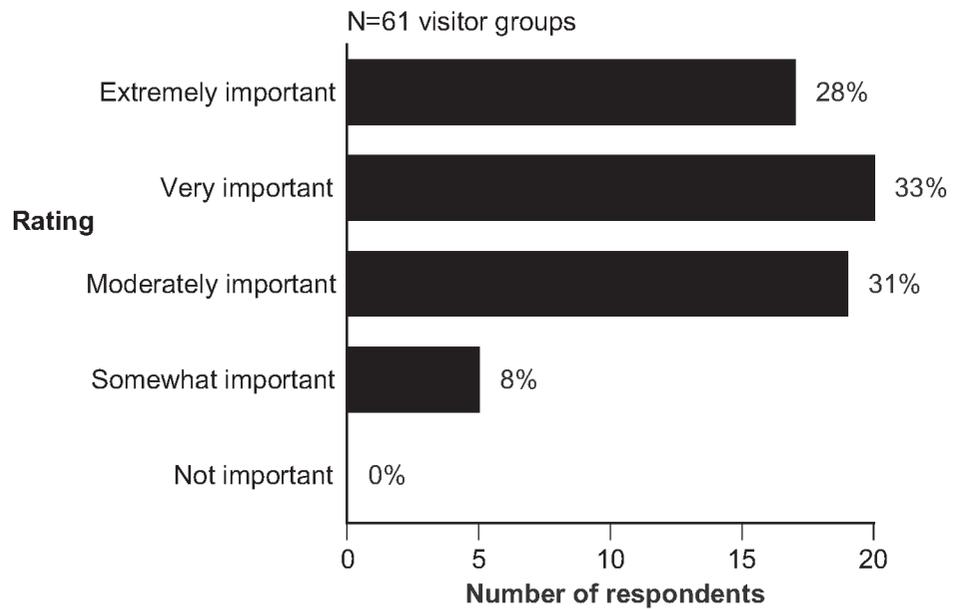
Figure 29: Importance of trailside exhibits

N=62 visitor groups;
percentages do not equal 100 due to rounding.
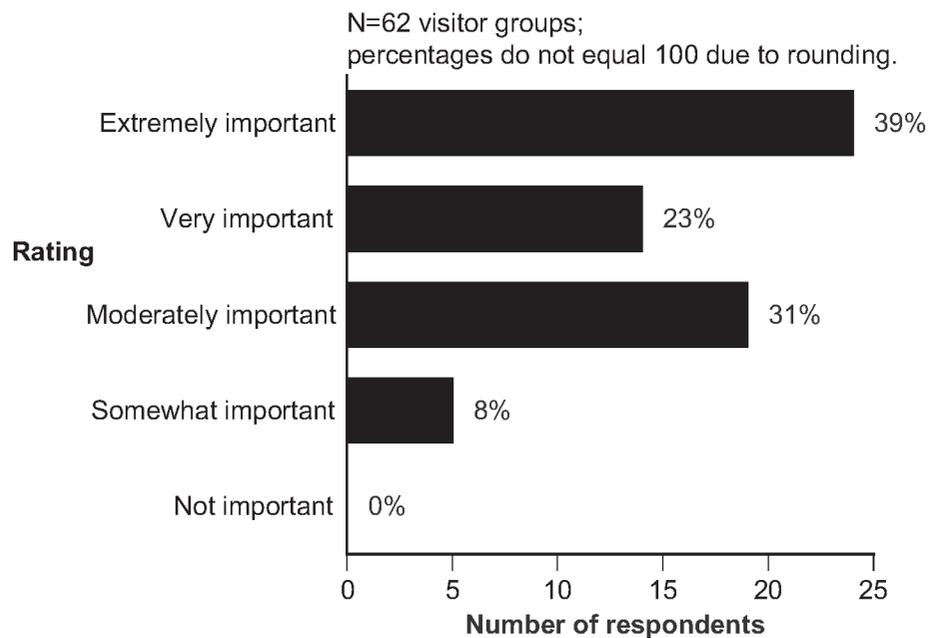
Figure 30: Importance of bulletin boards

N=120 visitor groups;
percentages do not equal 100 due to rounding.

Extremely important ████████████████████████ 76%

Very important ████ 16%

Rating

Moderately important ██ 8%

Somewhat important | 1%

Not important | 0%

0   25   50   75   100

Number of respondents
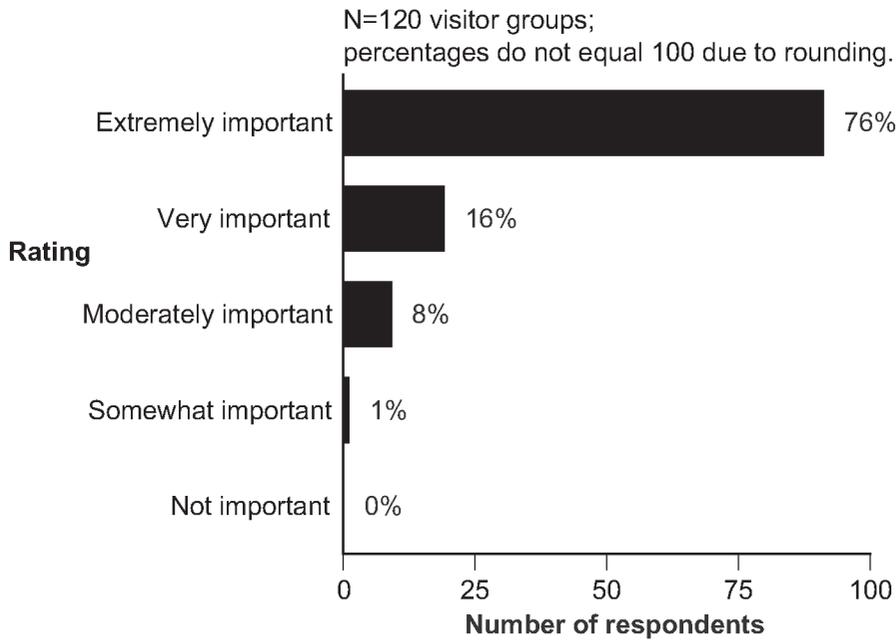
Figure 31: Importance of reservation system

N=220 visitor groups

Extremely important ████████████████████████ 90%

Very important ██ 8%

Rating

Moderately important █ 2%

Somewhat important | 0%

Not important | 0%

0   50   100   150   200

Number of respondents
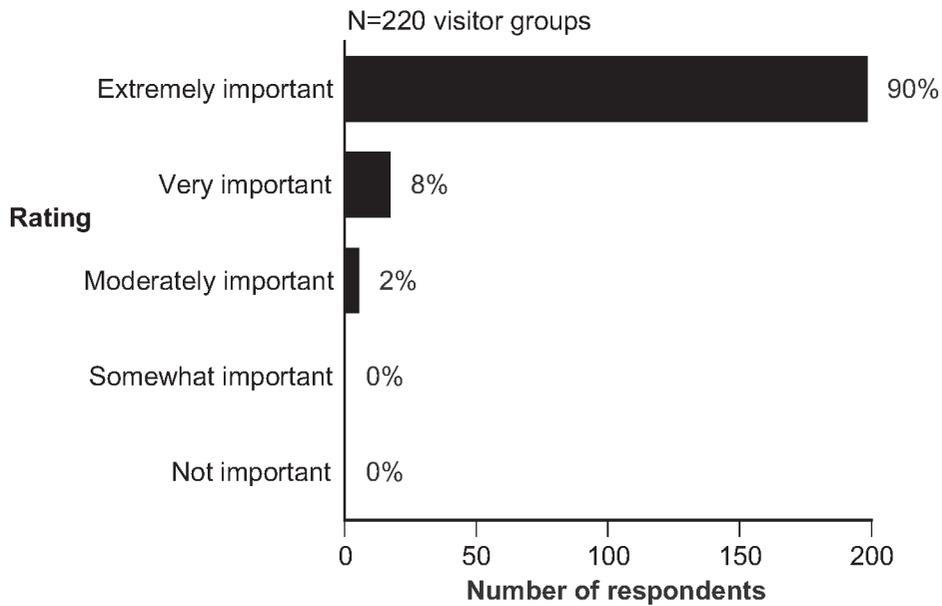
Figure 32: Importance of ferry

N=225 visitor groups;
percentages do not equal 100 due to rounding.
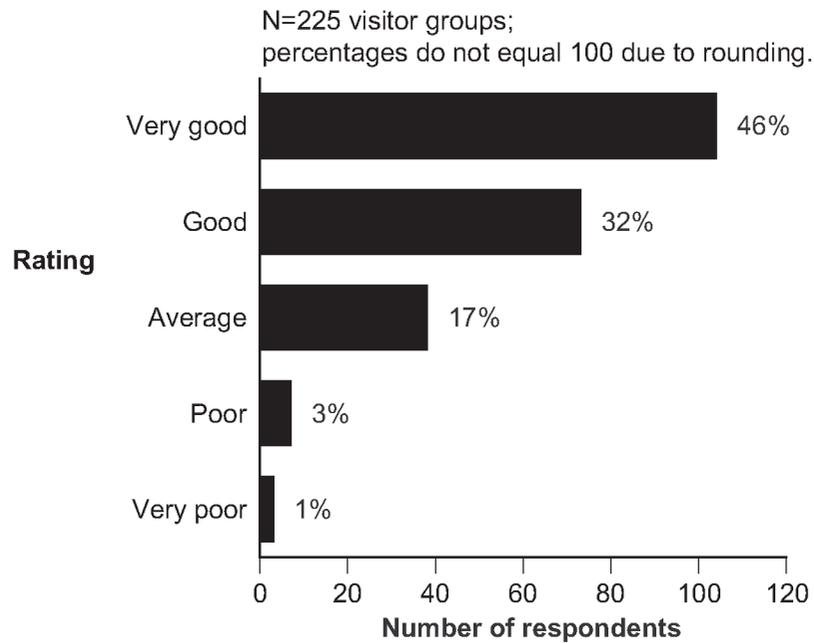
Figure 33: Quality of park brochure/ map

N=121 visitor groups;
percentages do not equal 100 due to rounding.
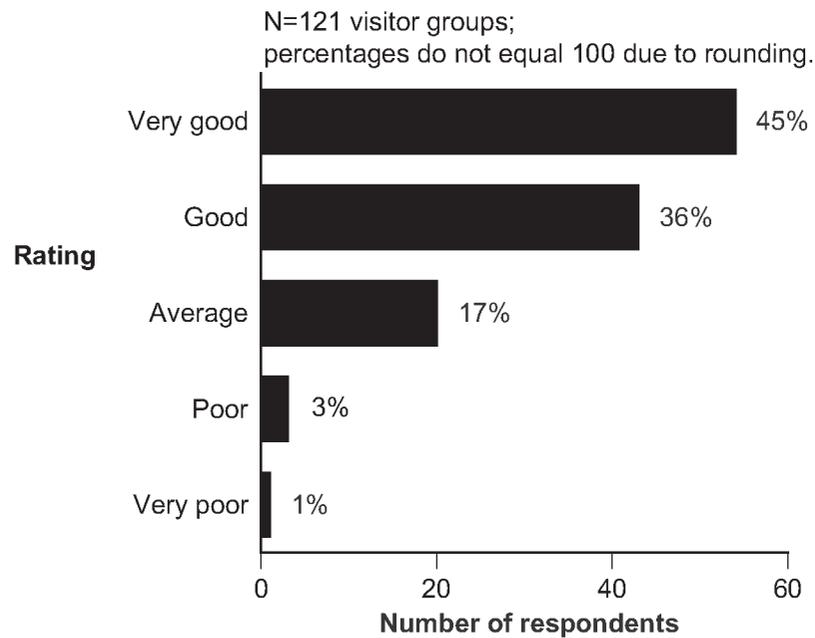
Figure 34: Quality of nature trail/ historic tour brochure

N=25 visitor groups

Rating	
Very good	40%
Good	36%
Average	24%
Poor	0%
Very poor	0%

CAUTION!

Number of respondents
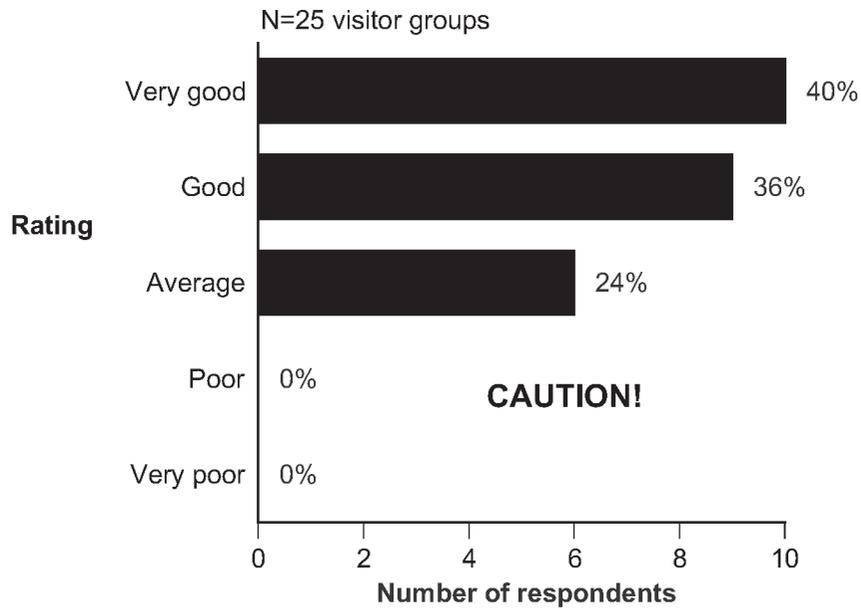
Figure 35: Quality of other information brochures

N=74 visitor groups

Rating	
Very good	55%
Good	28%
Average	10%
Poor	4%
Very poor	3%

Number of respondents
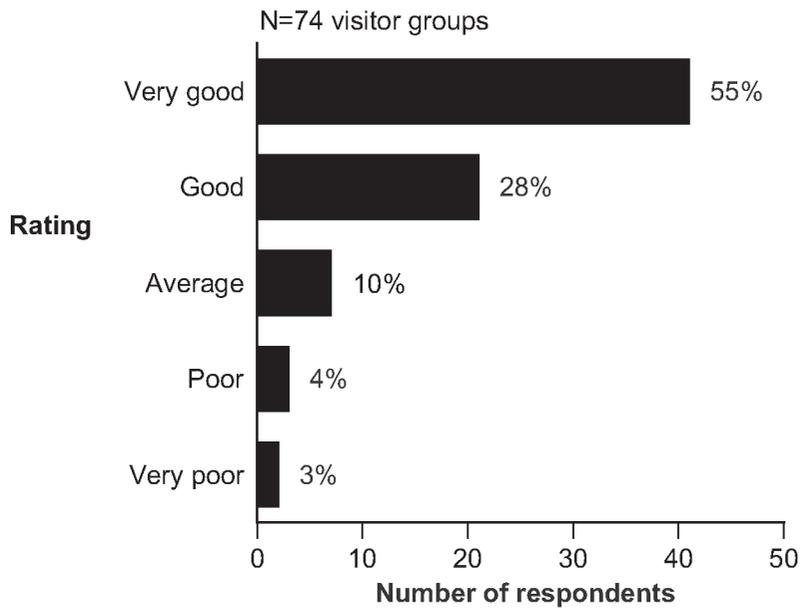
Figure 36: Quality of ranger-led programs

N=23 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Very good	30%
Good	39%
Average	22%
Poor	4%
Very poor	4%

CAUTION!

Number of respondents: 0 2 4 6 8 10
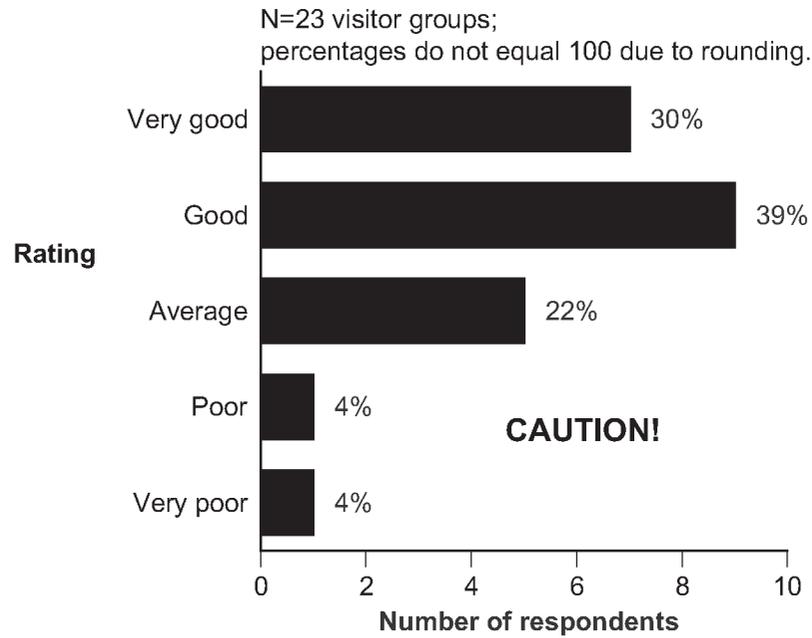
Figure 37: Quality of books/ sales items

N=30 visitor groups

Rating

Very good	40%
Good	50%
Average	10%
Poor	0%
Very poor	0%

Number of respondents: 0 5 10 15
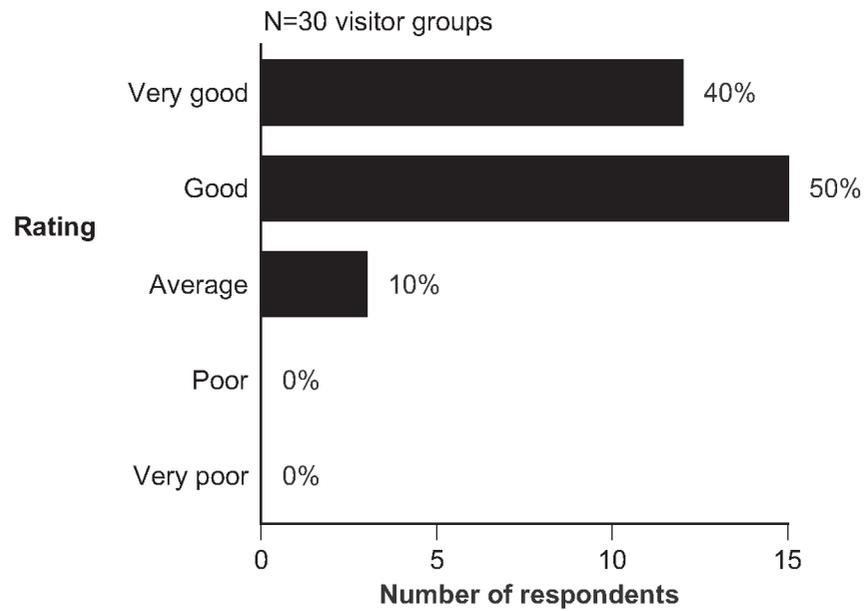
Figure 38: Quality of visitor center orientation video

N=115 visitor groups;
percentages do not equal 100 due to rounding.

Very good — 47%
Good — 35%
Average — 14%
Poor — 2%
Very poor — 3%

Rating

Number of respondents
0 10 20 30 40 50 60
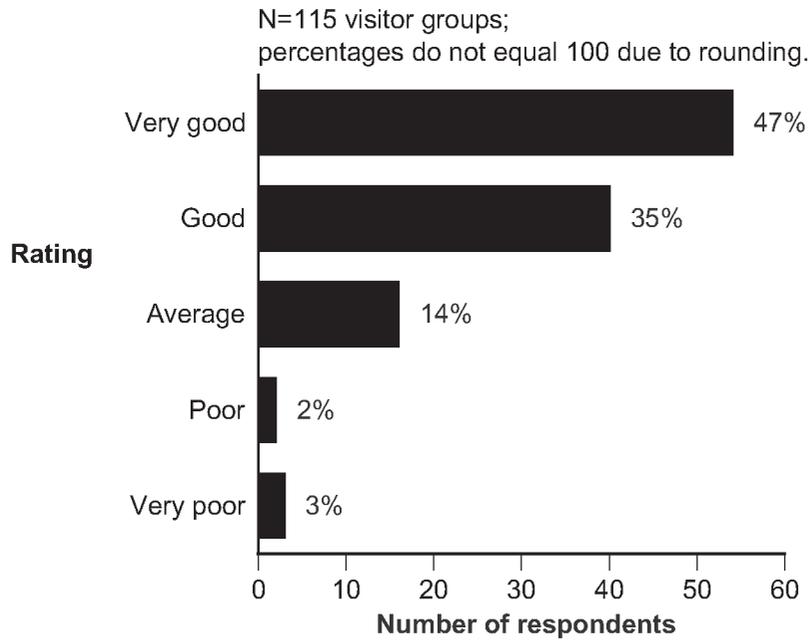
Figure 39: Quality of visitor center personnel

N=59 visitor groups

Very good — 71%
Good — 19%
Average — 7%
Poor — 3%
Very poor — 0%

Rating

Number of respondents
0 10 20 30 40 50
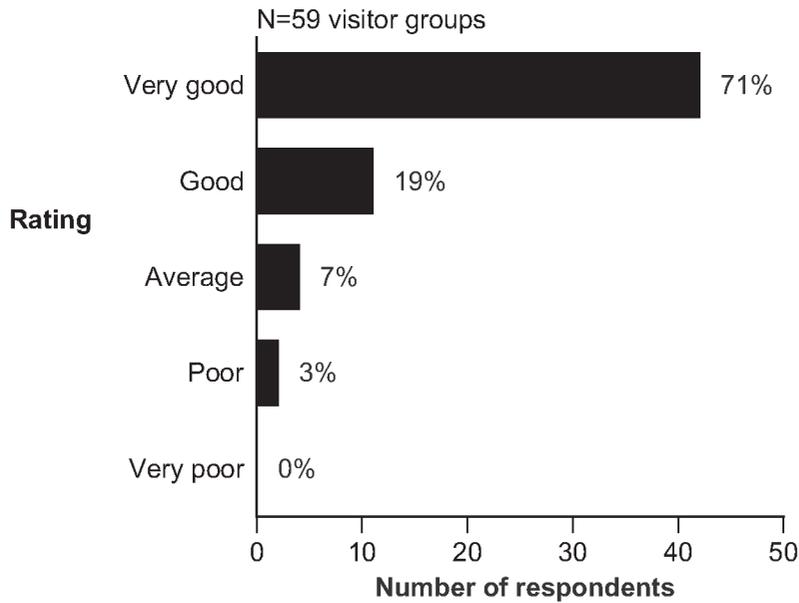
**Figure 40: Quality of assistance from employees
(other than at visitor center)**

N=111 visitor groups;
percentages do not equal 100 due to rounding.
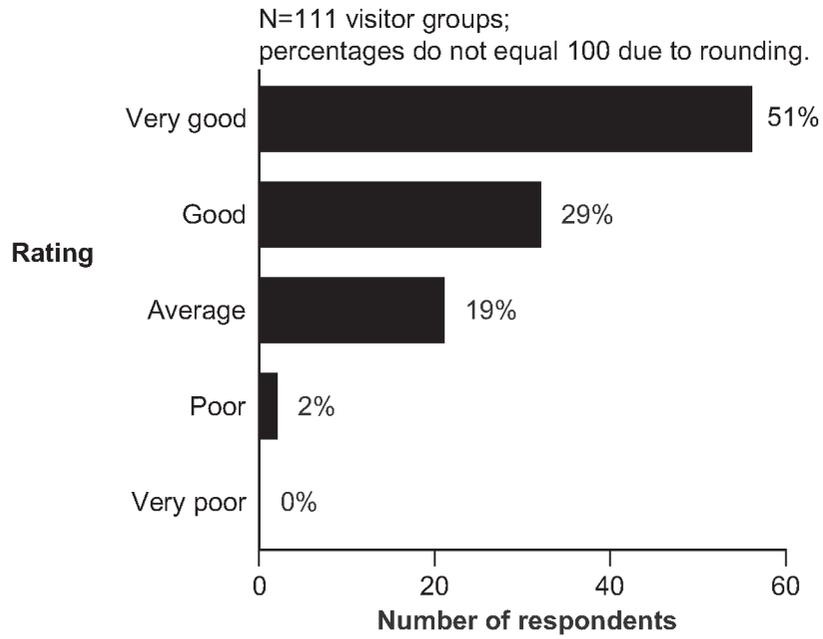
Figure 41: Quality of Sea Camp Ranger Station

N=129 visitor groups
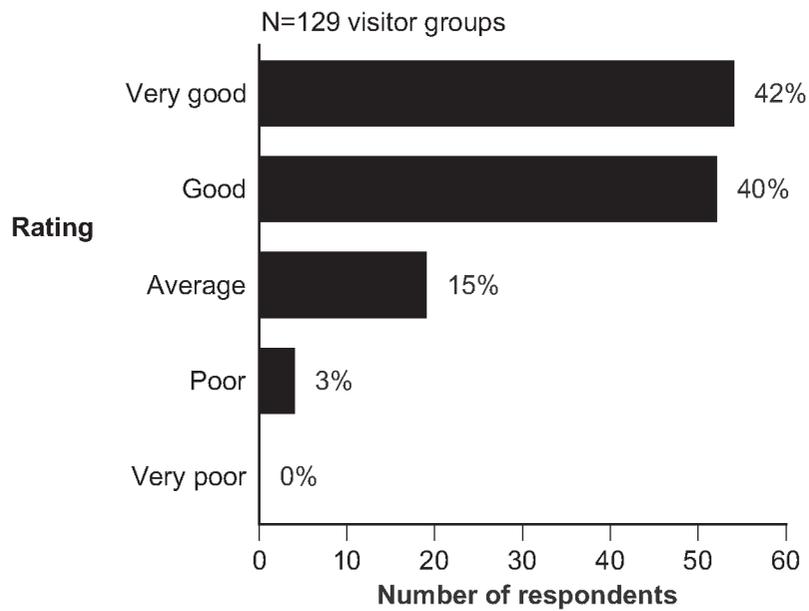
Figure 42: Quality of Ice House Museum exhibits

N=58 visitor groups

Rating	
Very good	33%
Good	31%
Average	29%
Poor	5%
Very poor	2%

Number of respondents
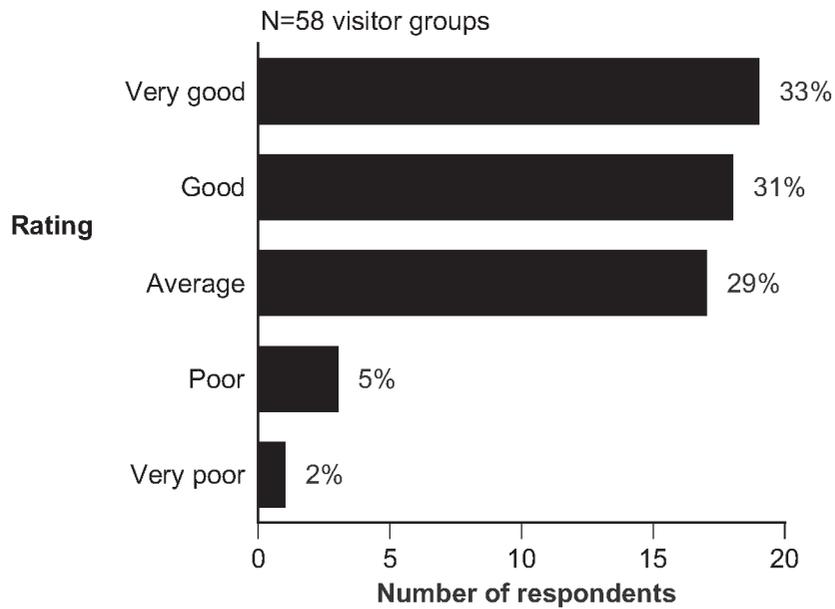
Figure 43: Quality of trailside exhibits

N=60 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Very good	43%
Good	18%
Average	25%
Poor	8%
Very poor	5%

Number of respondents
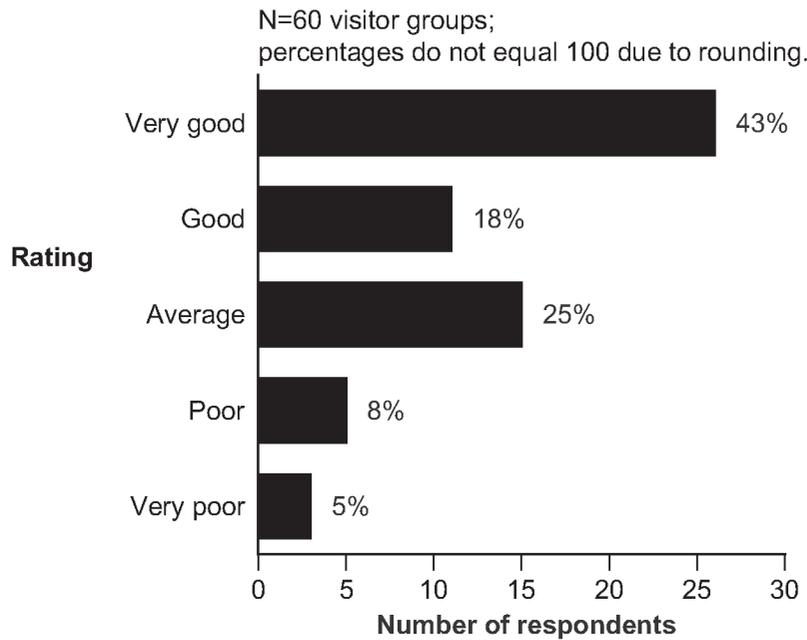
Figure 44: Quality of bulletin boards

N=118 visitor groups;
percentages do not equal 100 due to rounding.
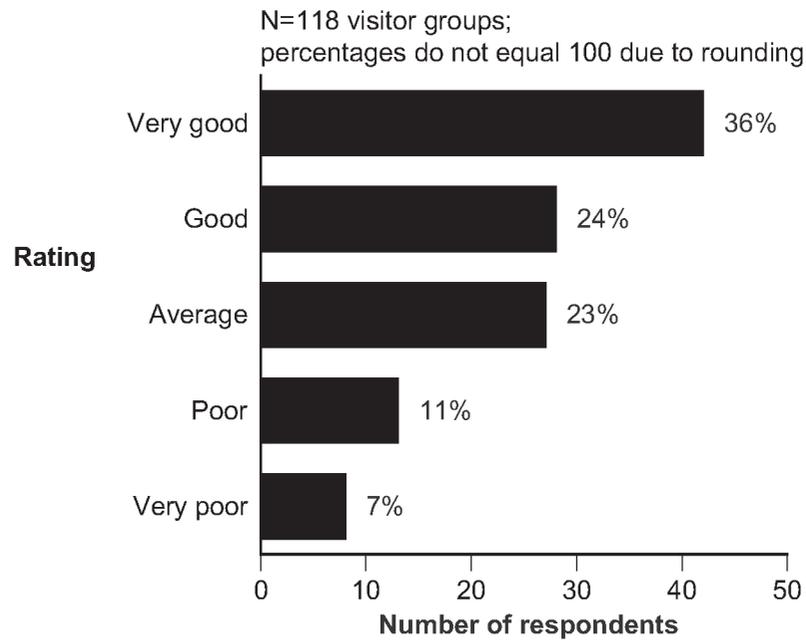
Figure 45: Quality of reservation system

N=214 visitor groups;
percentages do not equal 100 due to rounding.

Figure 46: Quality of ferry

N=total number of groups that rated each service.

Service	Proportion of "very good" and "good" ratings
Assistance from employees	90%, N=59
VC orientation video	90%, N=30
Ferry	83%, N=214
Ranger-led programs	83%, N=74
VC personnel	82%, N=115
Ice House Museum exhibits	81%, N=129
Nature trail brochure	81%, N=121
Sea Camp Ranger Station	80%, N=111
Park brochure/ map	78%, N=225
Trailside exhibits	63%, N=58
Bulletin boards	61%, N=60
Reservation system	60%, N=118

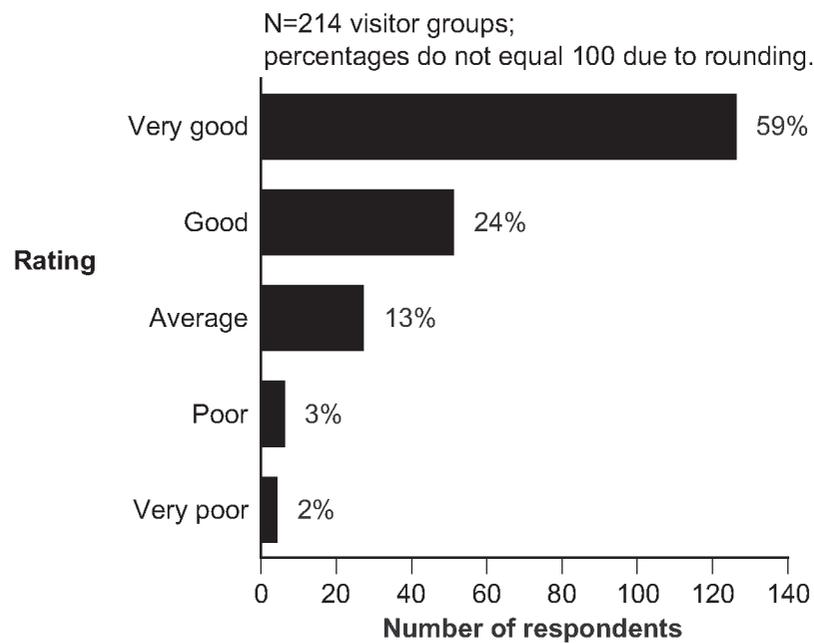**Figure 47: Combined proportions of "very good" and "good" quality ratings for visitor services**

Visitor facilities: use, importance and quality

The most commonly used facilities at Cumberland Island NS were restrooms (95%), trails (85%), directional signs (81%), St. Marys Visitor Center (69%), docks (69%) and Sea Camp Boardwalk (59%), as shown in Figure 48. The least used service was the backcountry campsites (9%).

N=277 visitor groups;
percentages do not equal 100 because visitor groups could use more than one facility.

Figure 48: Use of facilities

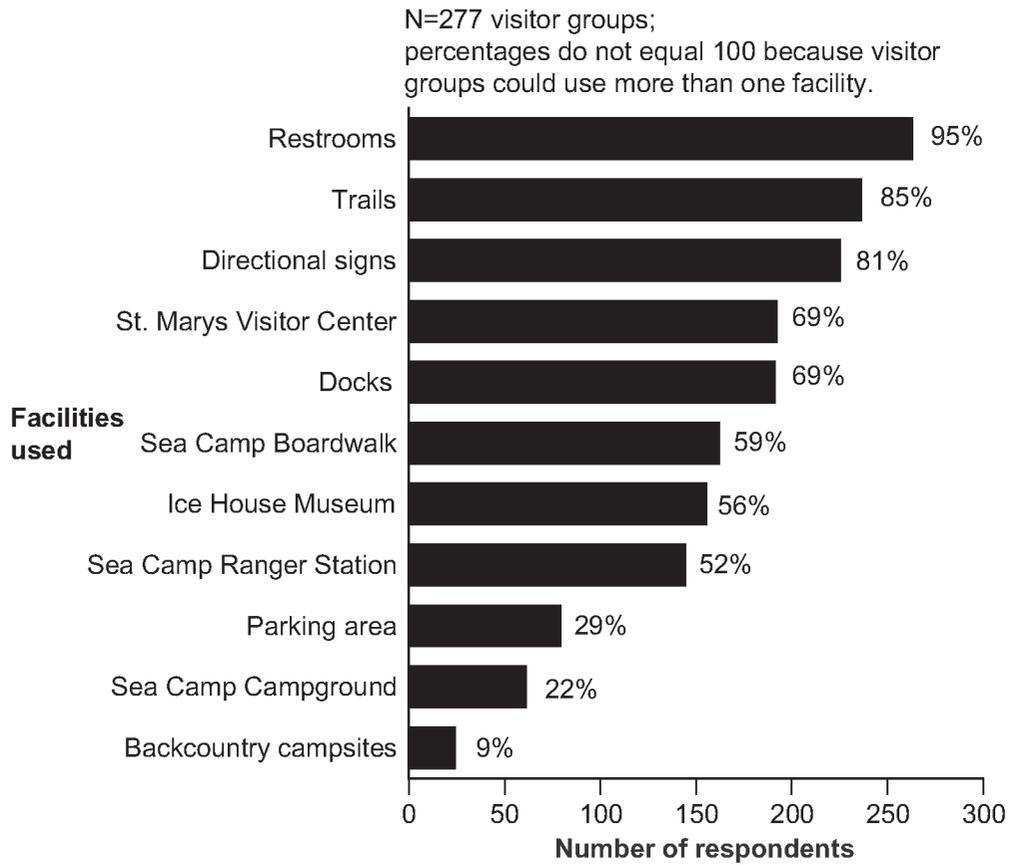Visitors rated the importance and quality of each of the facilities they used. They used five point scales below:

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

Figure 49 shows the average importance and quality ratings for each facility. An average score was determined for each facility based on ratings by visitors who used that facility. This was done for both importance and quality. The results were plotted on the grid shown in Figure 49. All facilities were rated above average in importance and quality. Note that backcountry campsites were not rated by enough groups to provide reliable information.

Figures 50-60 show that several facilities received the highest "very important" to "extremely important" ratings: trails (95%), directional signs (93%) and Sea Camp Campground (93%).

Figures 61-71 show that several facilities were given high "good" to "very good" quality ratings: Sea Camp Boardwalk (94%), docks (92%), Sea Camp Campground (89%) and trails (89%).

Figure 72 combines the "very good" and "good" quality ratings and compares those ratings for all of the facilities.

Extremely
important

Very poor
quality

Very good
quality

Not
important
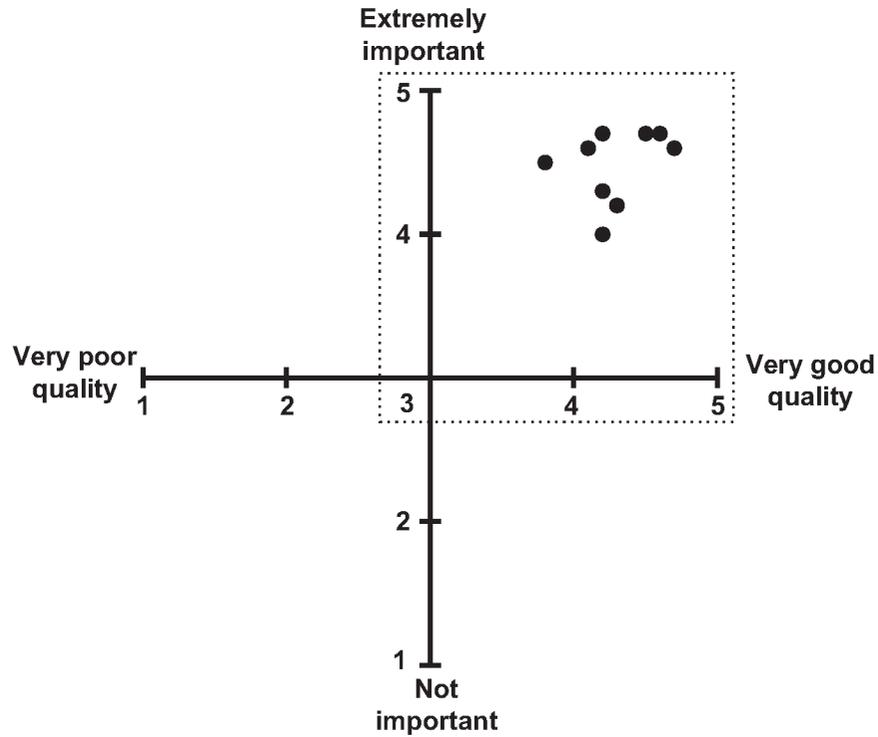
Figure 49: Average ratings of facility importance and quality

Extremely
important

restrooms   trails Sea Camp
                                  boardwalk

directional   Sea Camp
signs   Campground

                                               docks

parking   St. Marys
area   Visitor Center

                                   Sea Camp
                                   Ranger Station

Ice House
Museum exhibits

Average

Very good
quality

Figure 49: Detail

N=256 visitor groups
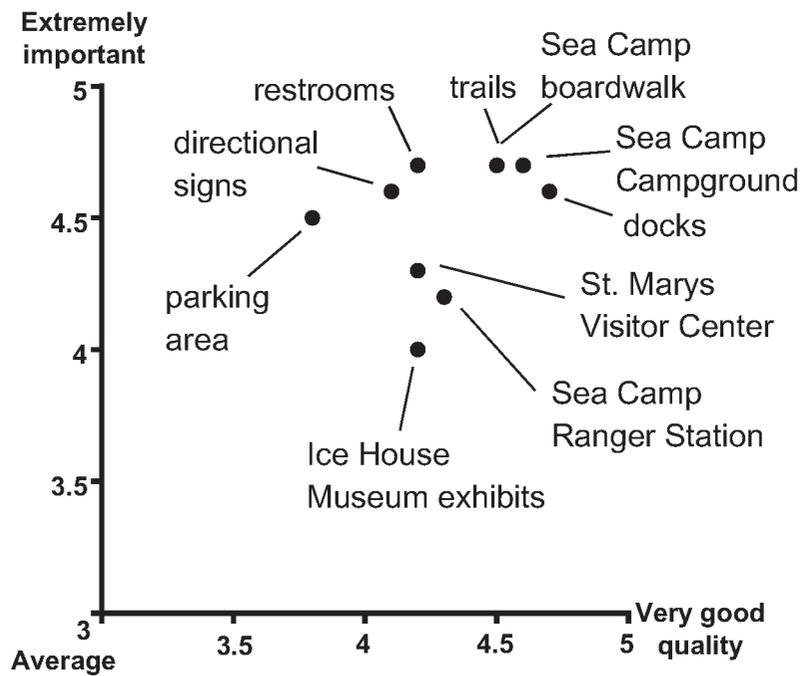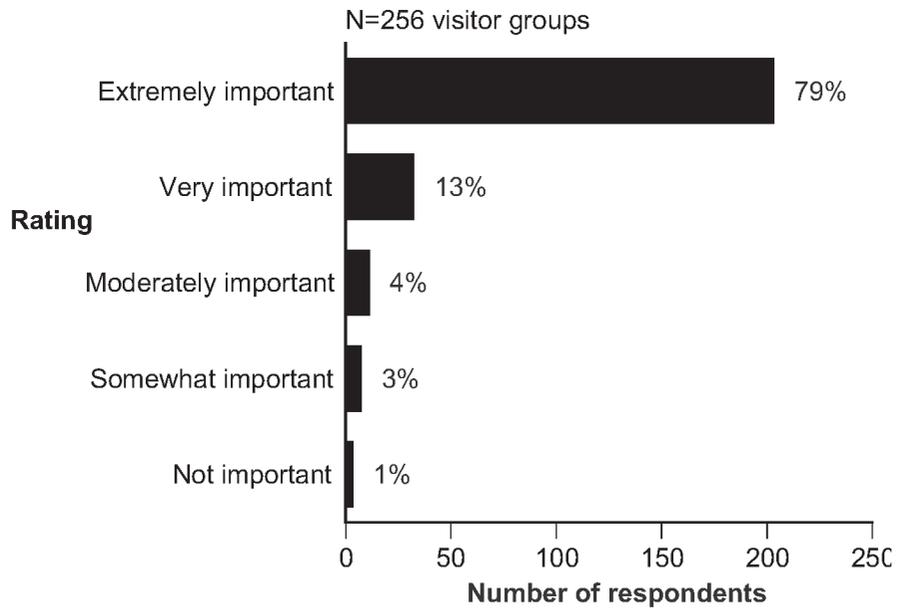
Figure 50: Importance of restrooms

N=218 visitor groups
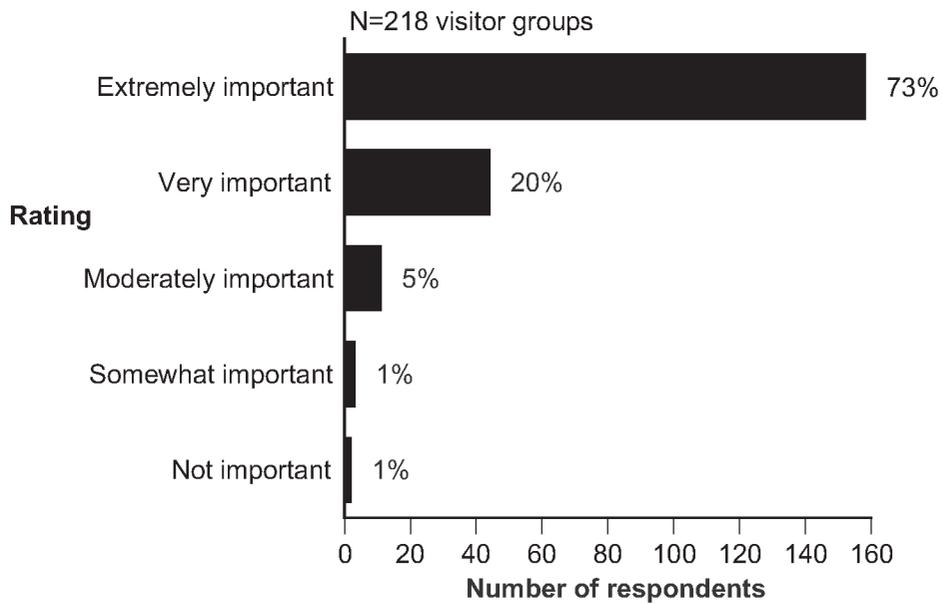
Figure 51: Importance of directional signs in the park

N=78 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important	67%
Very important	21%
Moderately important	9%
Somewhat important	4%
Not important	0%

0   10   20   30   40   50   60
Number of respondents
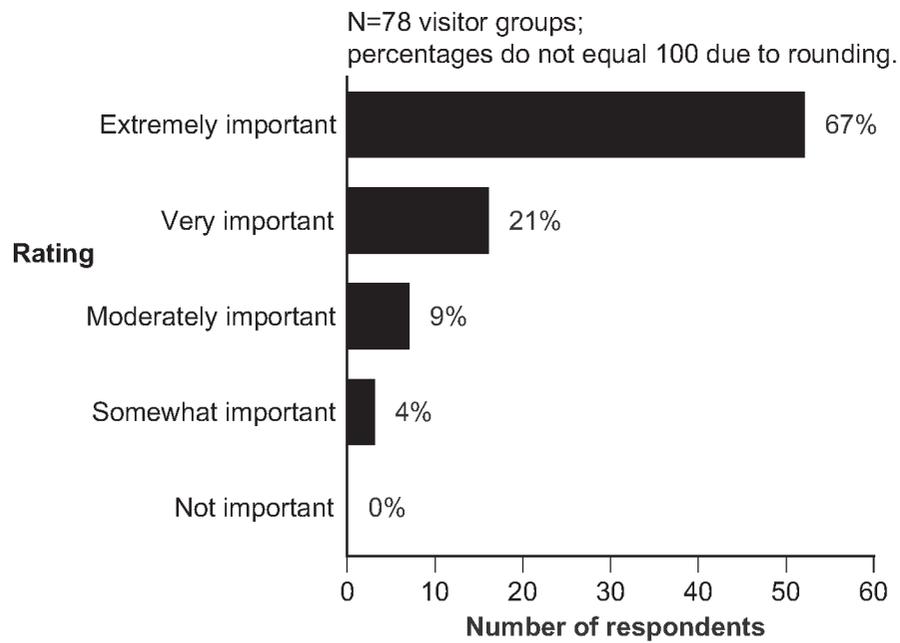
Figure 52: Importance of parking area

N=229 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important	79%
Very important	16%
Moderately important	4%
Somewhat important	<1%
Not important	<1%

0   50   100   150   200
Number of respondents
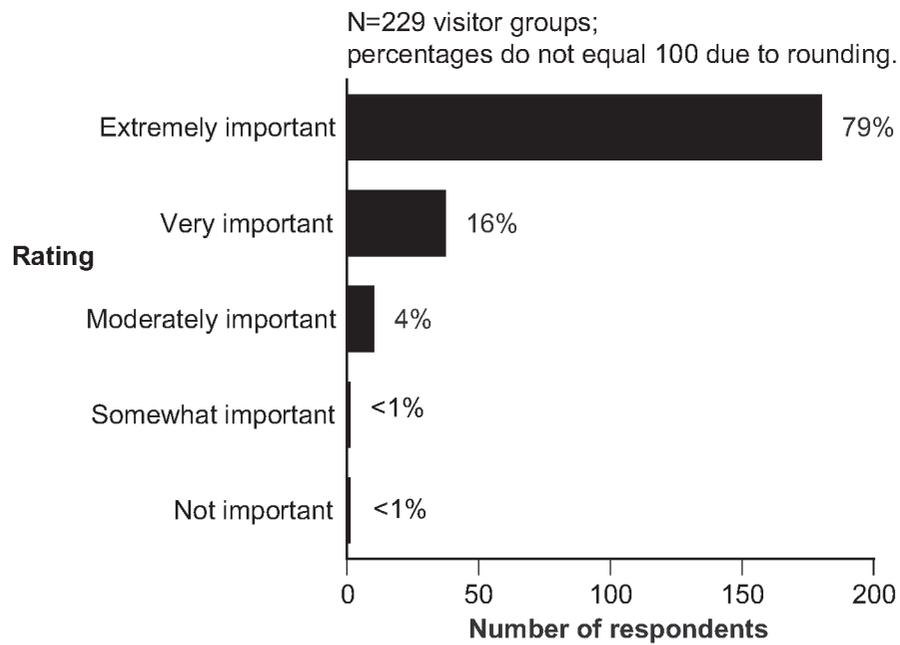
Figure 53: Importance of trails

N=157 visitor groups

Rating	
Extremely important	73%
Very important	18%
Moderately important	6%
Somewhat important	2%
Not important	1%

Number of respondents
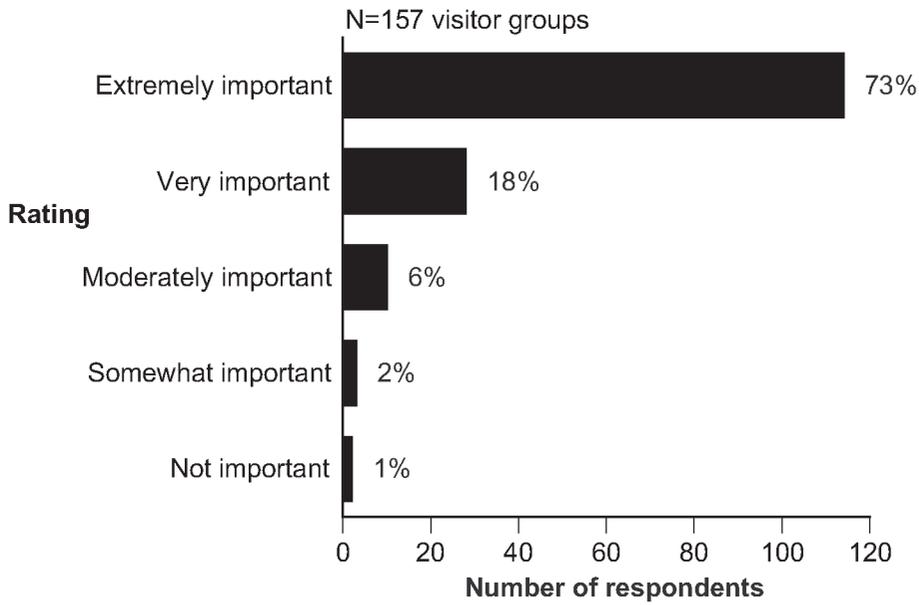
Figure 54: Importance of Sea Camp Boardwalk

N=56 visitor groups

Rating	
Extremely important	84%
Very important	9%
Moderately important	5%
Somewhat important	0%
Not important	2%

Number of respondents
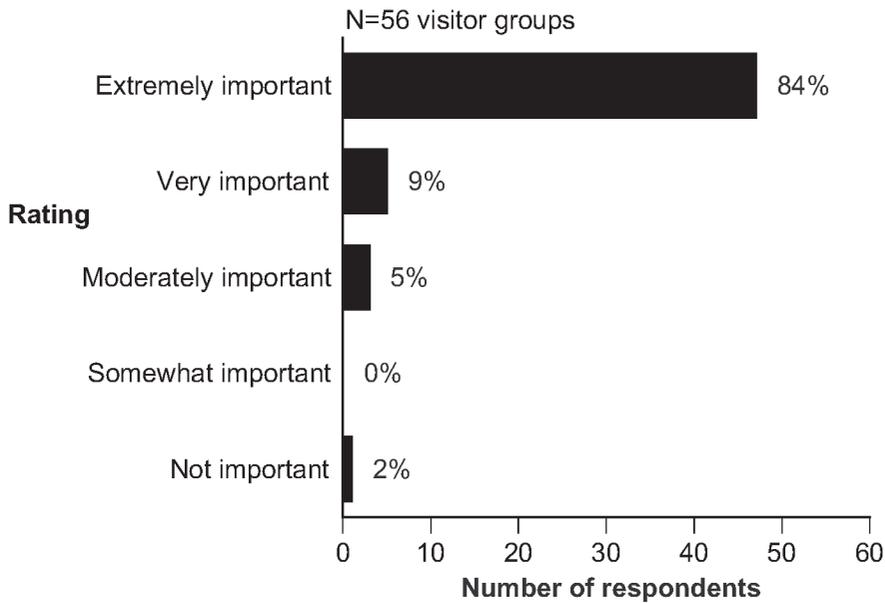
Figure 55: Importance of Sea Camp Campground

N=23 visitor groups;
percentages do not equal 100 due to rounding.
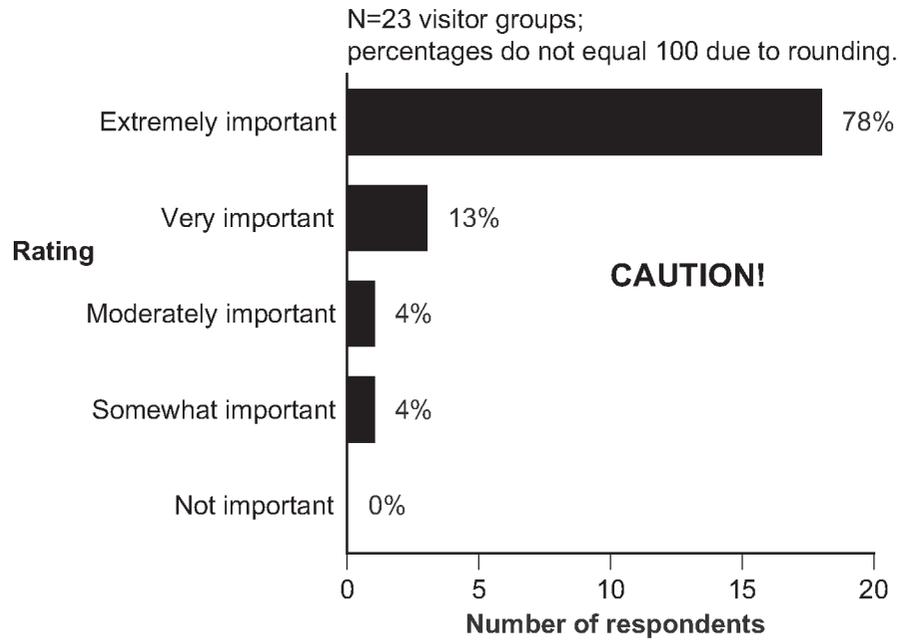
Figure 56: Importance of backcountry campsites

N=187 visitor groups;
percentages do not equal 100 due to rounding.
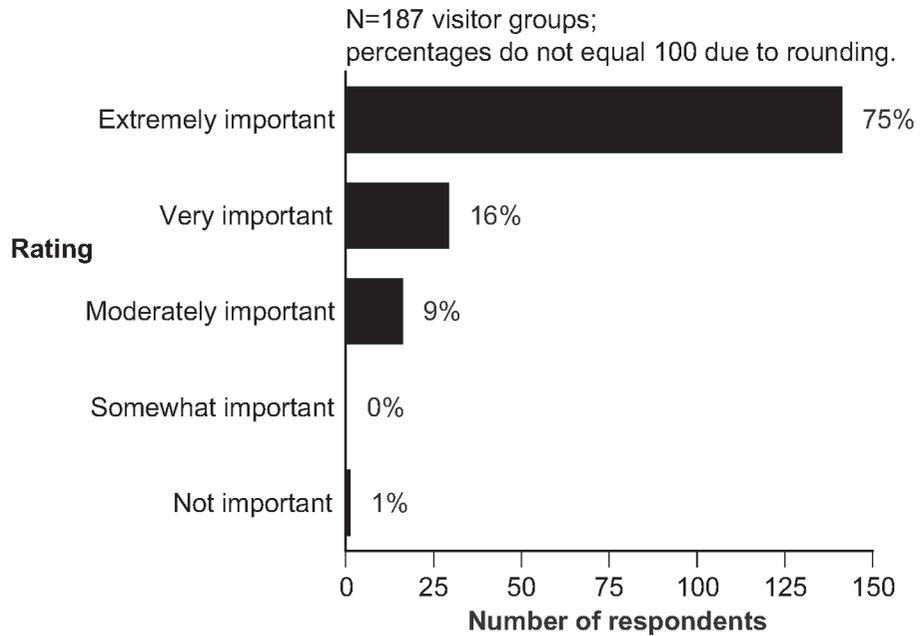
Figure 57: Importance of docks

N=185 visitor groups
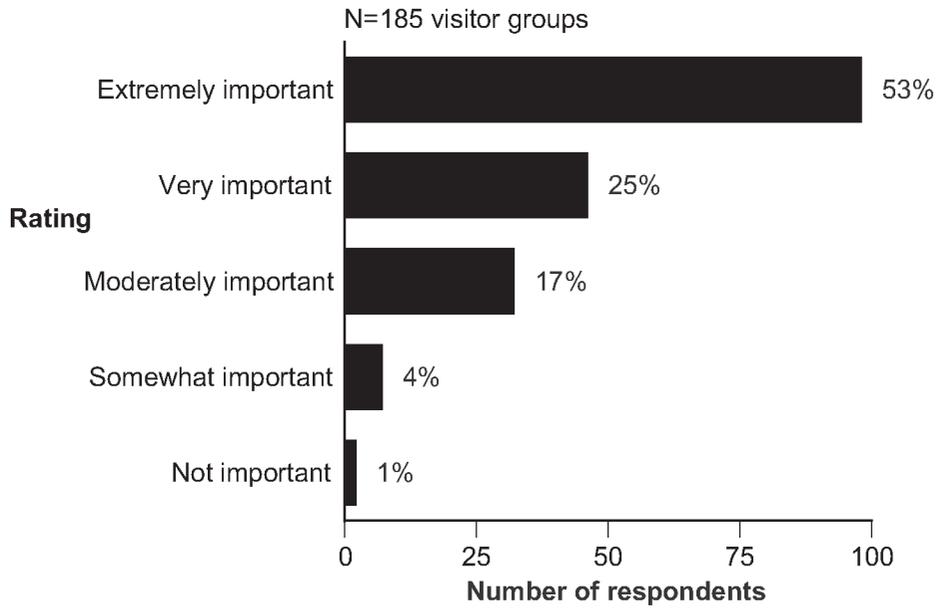
Figure 58: Importance of St. Marys Visitor Center (mainland)

N=140 visitor groups;
percentages do not equal 100 due to rounding.
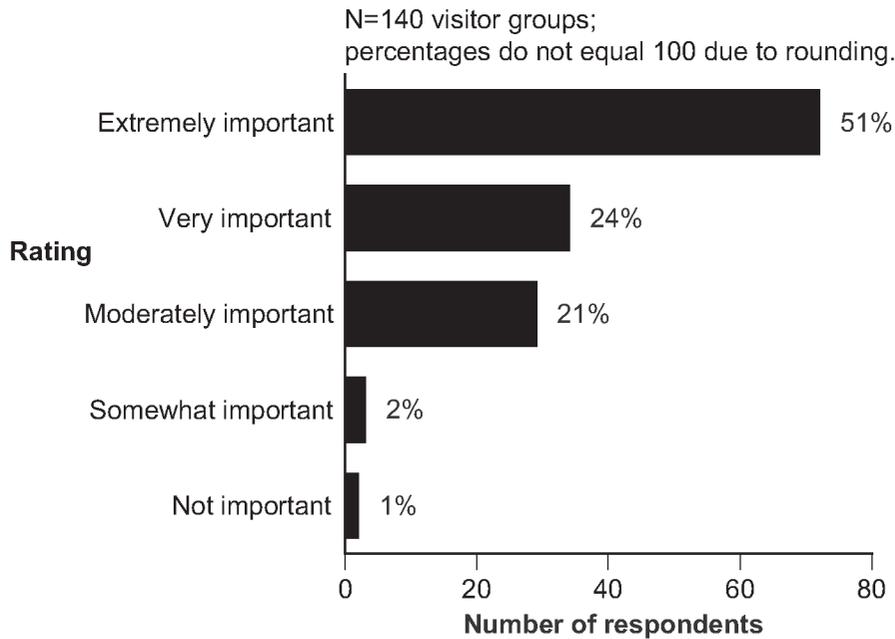
Figure 59: Importance of Sea Camp Ranger Station

N=153 visitor groups;
percentages do not equal 100 due to rounding.
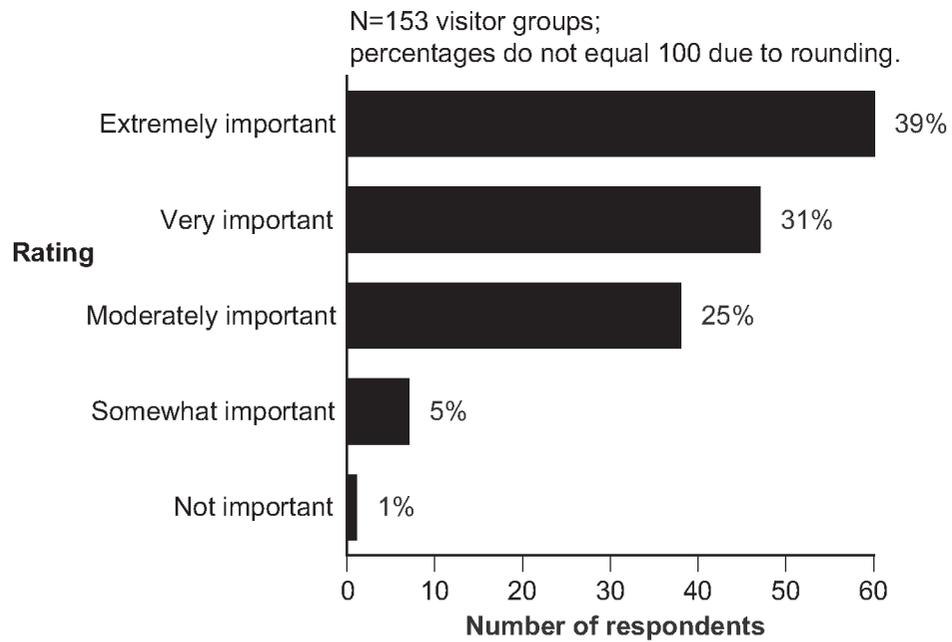
Figure 60: Importance of Ice House Museum

N=251 visitor groups;
percentages do not equal 100 due to rounding.
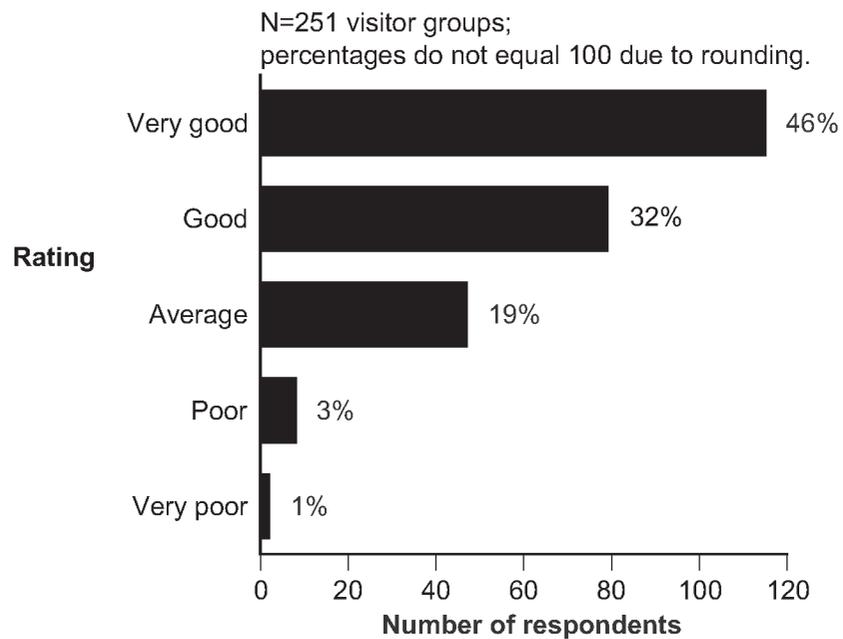
Figure 61: Quality of restrooms

N=212 visitor groups
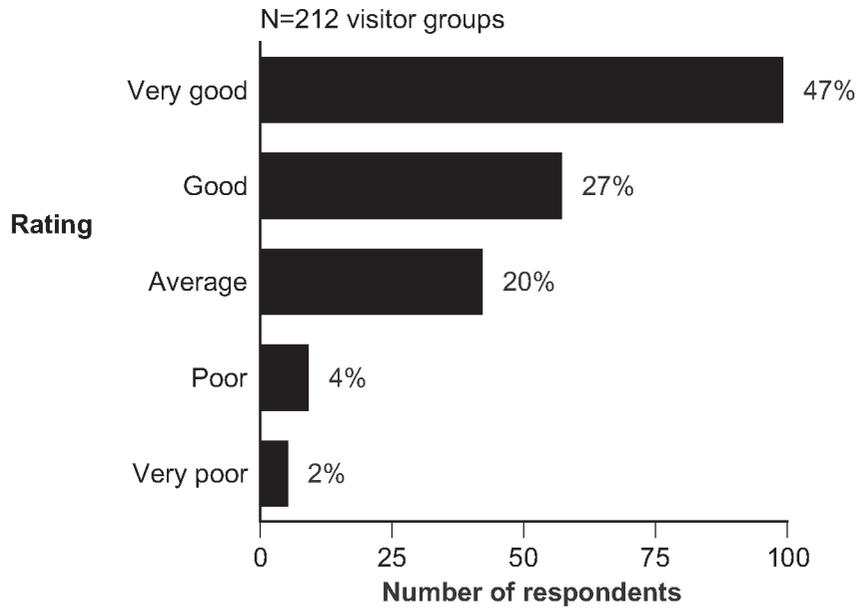
Figure 62: Quality of directional signs in the park

N=78 visitor groups;
percentages do not equal 100 due to rounding.
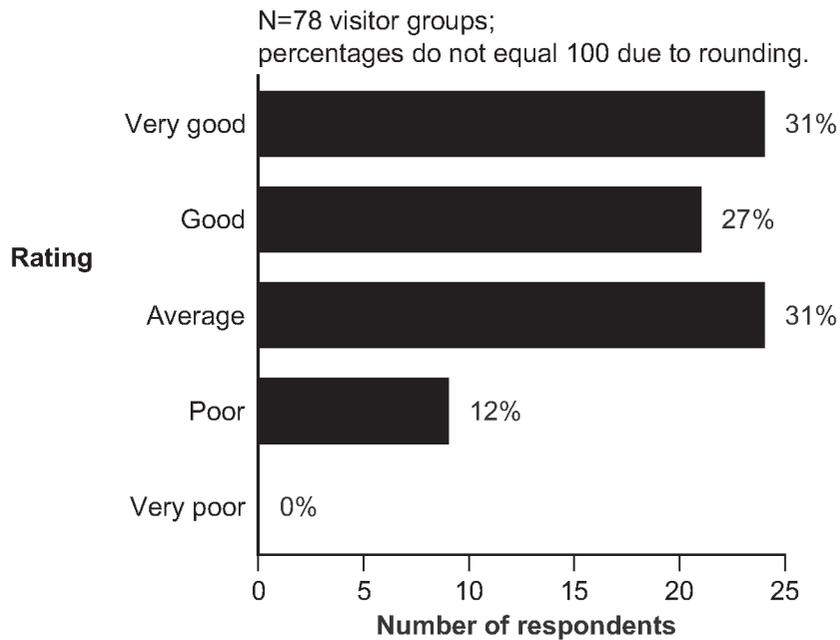
Figure 63: Quality of parking area

N=227 visitor groups
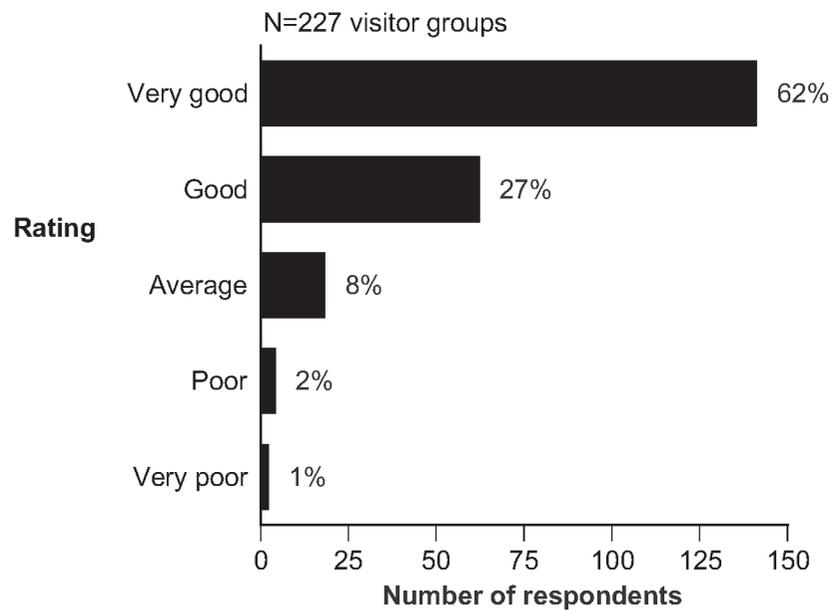
Figure 64: Quality of trails

N=157 visitor groups;
percentages do not equal 100 due to rounding.
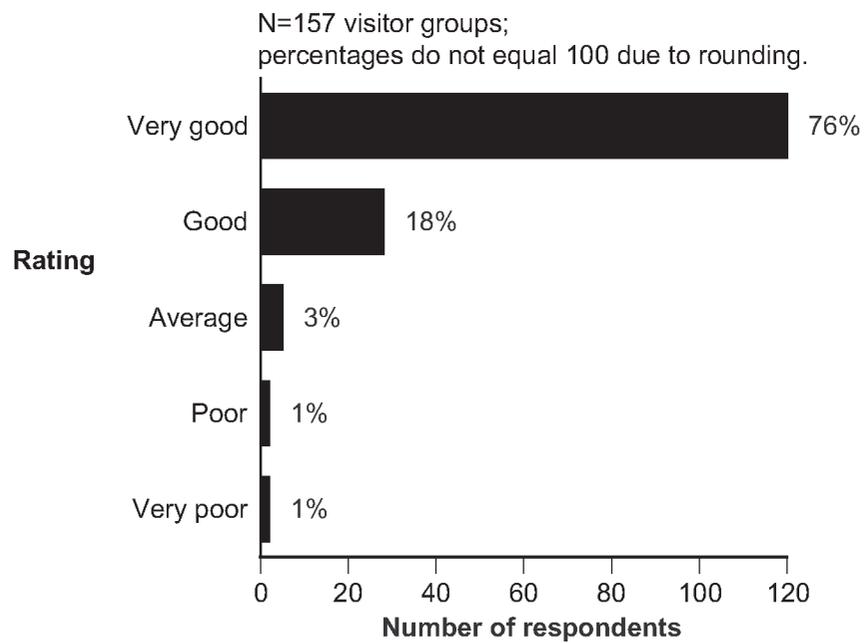
Figure 65: Quality of Sea Camp Boardwalk

N=56 visitor groups

Rating	
Very good	73%
Good	16%
Average	7%
Poor	4%
Very poor	0%

Number of respondents
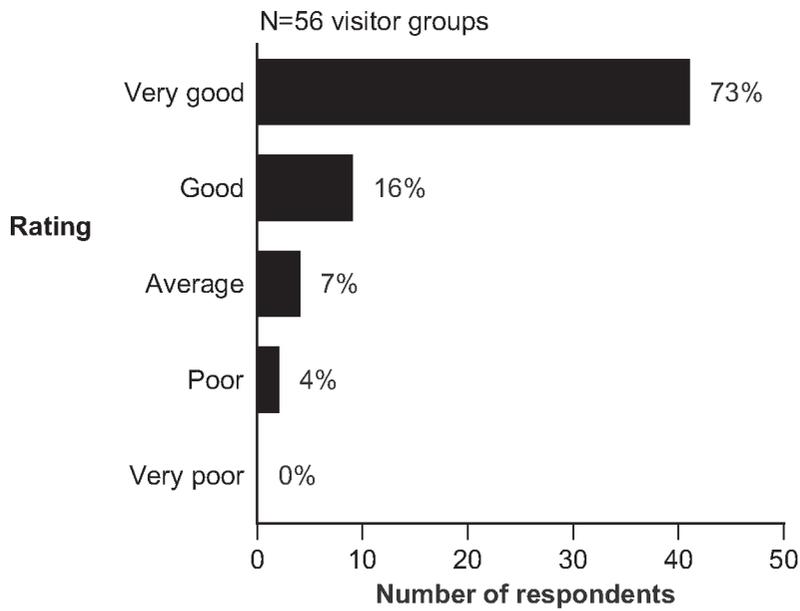
Figure 66: Quality of Sea Camp Campground

N=22 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Very good	55%
Good	23%
Average	5%
Poor	9%
Very poor	9%

CAUTION!

Number of respondents

Figure 67: Quality of backcountry campsites

N=184 visitor groups

Very good ████████████████████ 66%

Good ██████ 26%

Rating

Average █ 6%

Poor | 1%

Very poor | 1%

0   25   50   75   100   125   150
Number of respondents
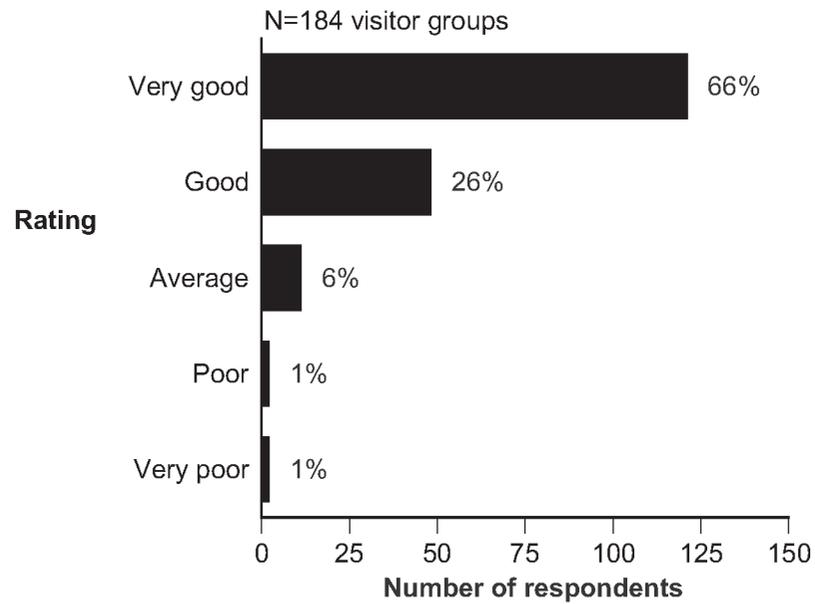
Figure 68: Quality of docks

N=184 visitor groups

Very good ████████████████████ 43%

Good ████████████████ 36%

Rating

Average ████████ 18%

Poor █ 2%

Very poor | 1%

0   20   40   60   80
Number of respondents
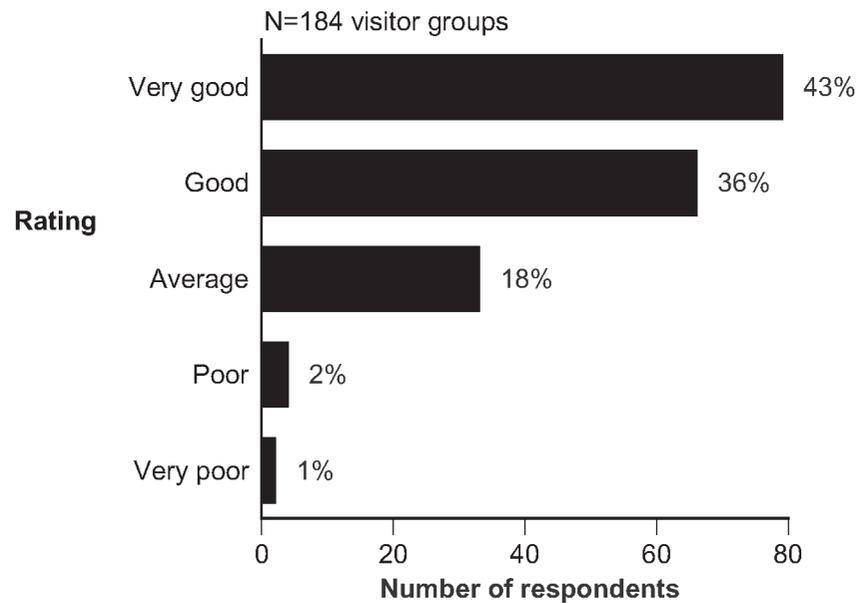
Figure 69: Quality of St. Marys Visitor Center (mainland)

N=138 visitor groups

Rating	
Very good	50%
Good	30%
Average	17%
Poor	2%
Very poor	1%

Number of respondents
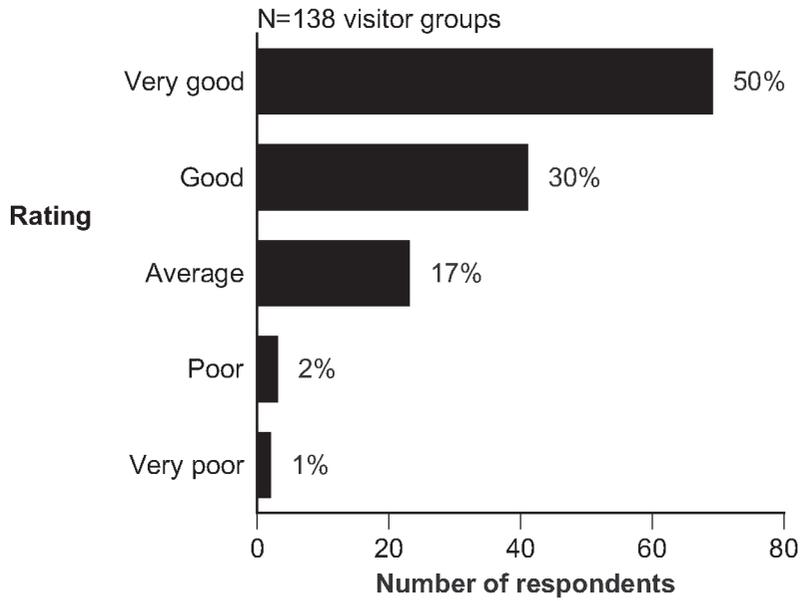
Figure 70: Quality of Sea Camp Ranger Station

N=152 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Very good	46%
Good	34%
Average	16%
Poor	4%
Very poor	1%

Number of respondents
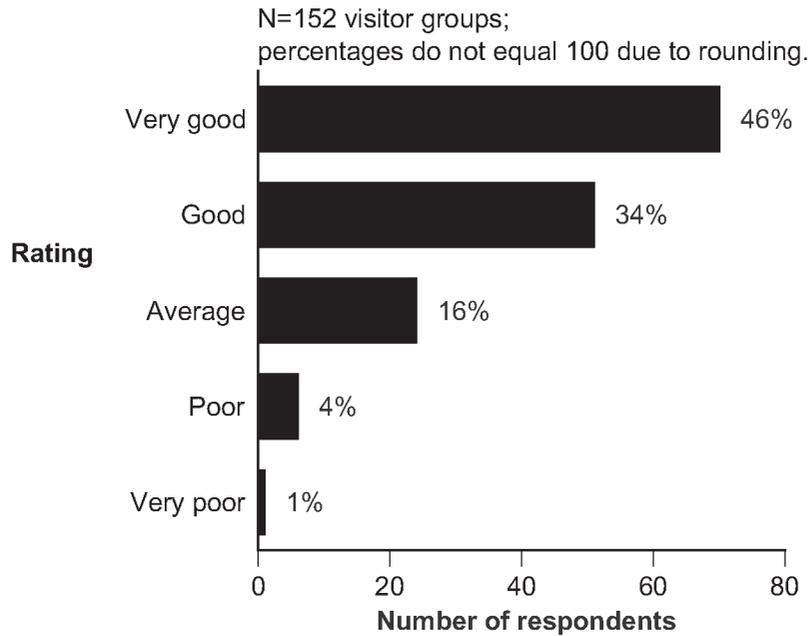
Figure 71: Quality of Ice House Museum

N=total number of groups that rated each service.
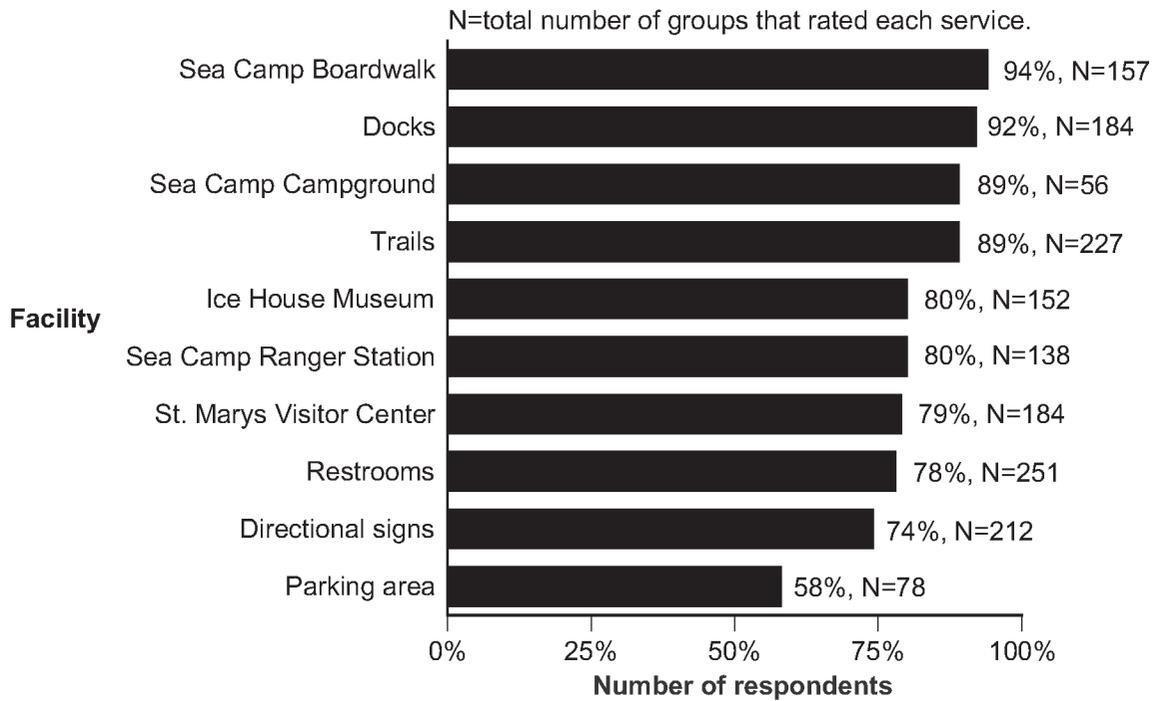
Figure 72: Combined proportions of "very good" and "good" quality ratings for visitor facilities

Visitors were given the following information and asked for their opinion: "Visitation to Cumberland Island National Seashore is currently limited to 300 people/ day. Which of the following best describes your opinion about the current limit?" Most visitor groups (82%) feel that the current visitor limit is about right (see Figure 73). Eight percent said they "didn't know, 6% felt fewer visitors should be allowed and 4% felt more visitors should be allowed.

Opinions about current visitation use limit

N=289 visitor groups
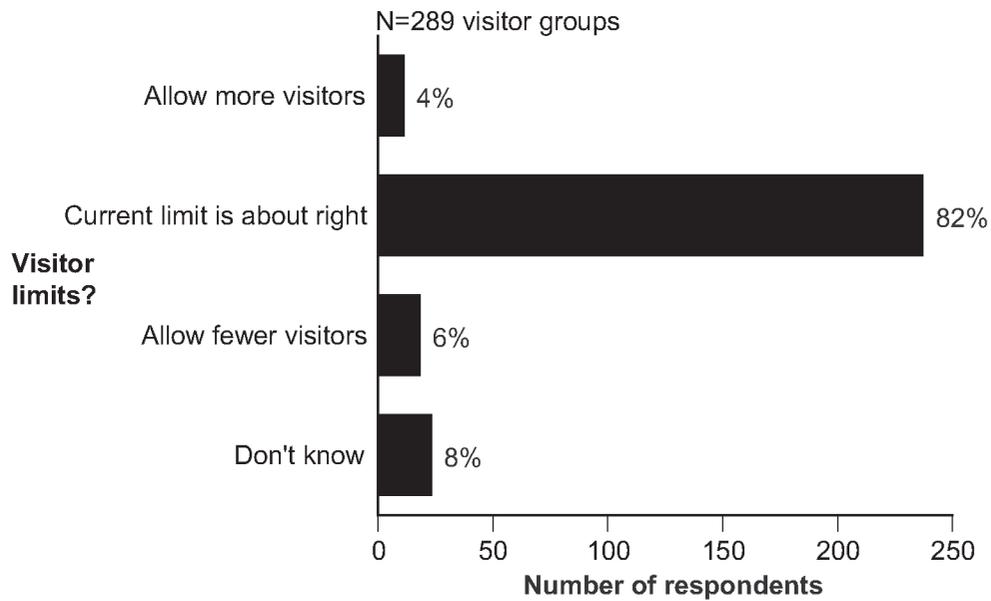
Figure 73: Opinions about current visitation use limit

Opinions about crowding

Visitors were asked to rate how crowded they felt during their visit. Many visitors felt "not at all crowded" (61%), as shown in Figure 74. About one-third (30%) felt "somewhat crowded" and 7% felt "crowded." Less than one percent felt "extremely crowded."

The places where visitors felt most crowded are shown in Table 6.

The times of day when visitors felt most crowded often occurred (66%) in the afternoon (between noon and 6 p.m.), as shown in Figure 75.

N=291 visitor groups;
percentages do not equal 100 due to rounding.
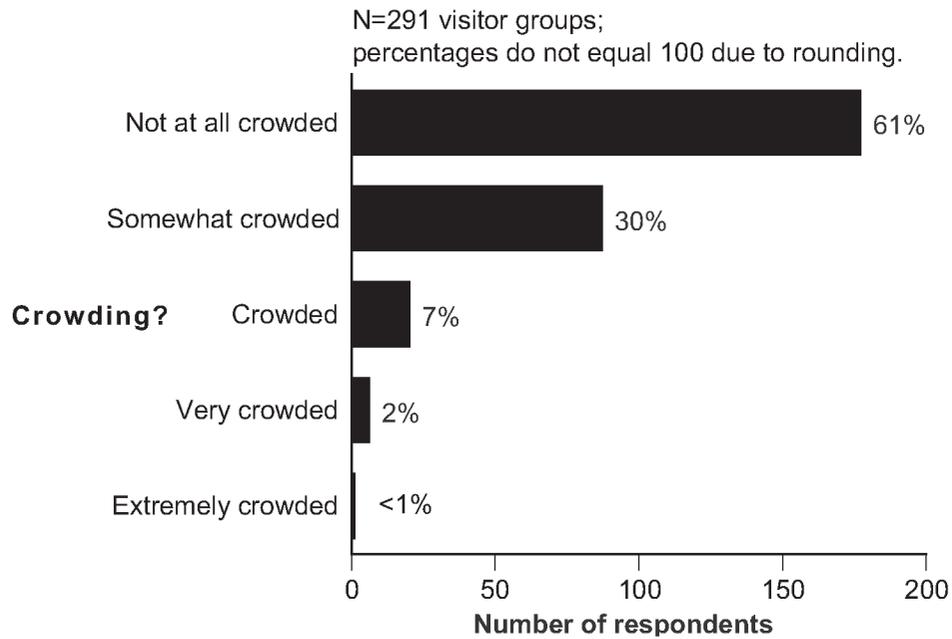
Figure 74: Opinions about crowding

Table 6: Places where visitors felt crowded during Cumberland Island visit

N=32 comments

Place	Number of times mentioned
On board the ferry	8
Sea Camp Ranger Station	6
Campsite	5
Beach	4
Dungeness Dock/ trail to ruins	3
Beach at Sea Camp Campground	2
Sea Camp Campground/ shower	2
Other	2

N=62 responses
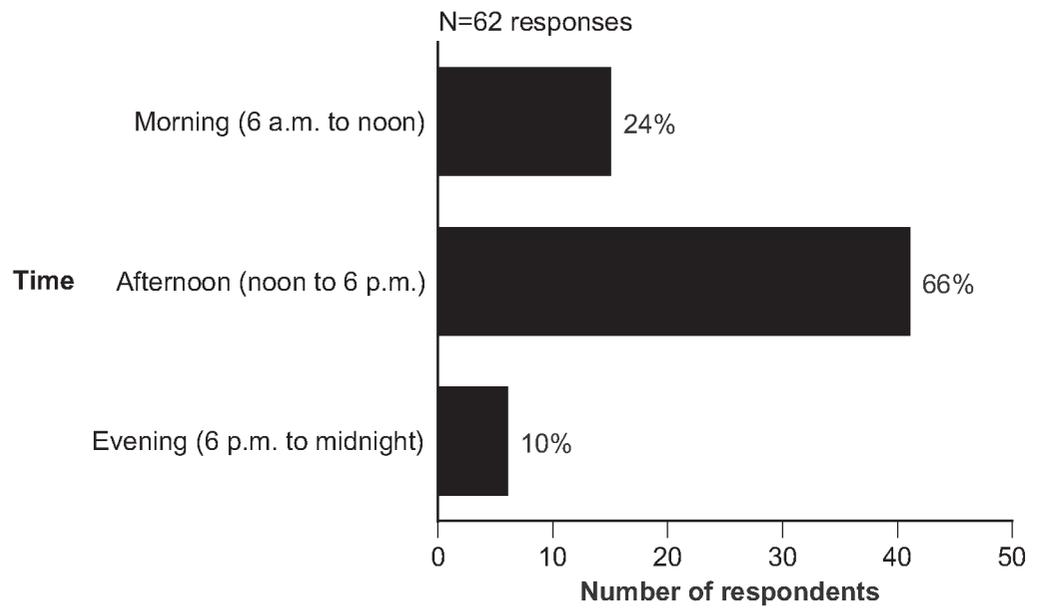
Figure 75: Times when visitors felt crowded

Opinions about backcountry crowding

Visitors were asked if they had camped in the backcountry during this visit to Cumberland Island NS and if so, how they felt about the number of visitors they encountered in the backcountry. Ten percent of the visitor groups camped in the backcountry (see Figure 76). Most visitors (79%) said the number of visitors in the backcountry was about right, as shown in Figure 77. Seventeen percent of the visitors felt there were too many visitors in the backcountry and 3% felt there were too few visitors.

N=283 visitor groups

Camp in backcountry?

No — 90%

Yes — 10%

Number of respondents
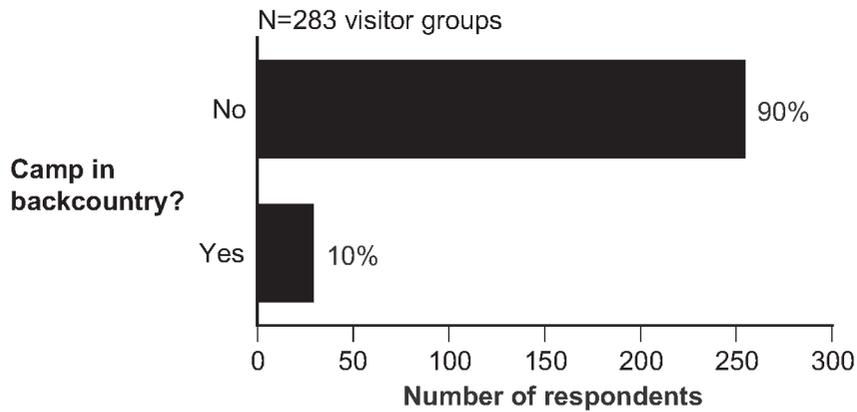
Figure 76: Visitors who camped in backcountry

N=29 visitor groups;
percentages do not equal 100 due to rounding.

Number of backcountry visitors

Too many — 17%   **CAUTION!**

About right — 79%

Too few — 3%

Number of respondents
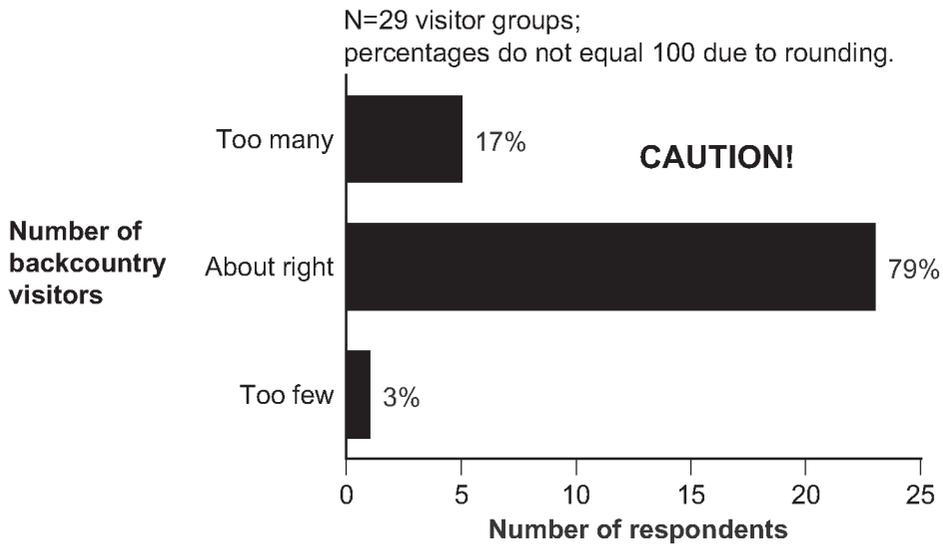
Figure 77: Opinions about backcountry crowding

Visitors were asked, "Did you or any members of your group make reservations to camp or to take the ferry to Cumberland Island National Seashore?" Many visitors (69%) said they did make reservations (see Figure 78). Those who made reservations were asked to list any changes they would recommend in the current reservation system. Their comments are listed in Table 7.

Opinions about reservation systems

N=287 visitor groups
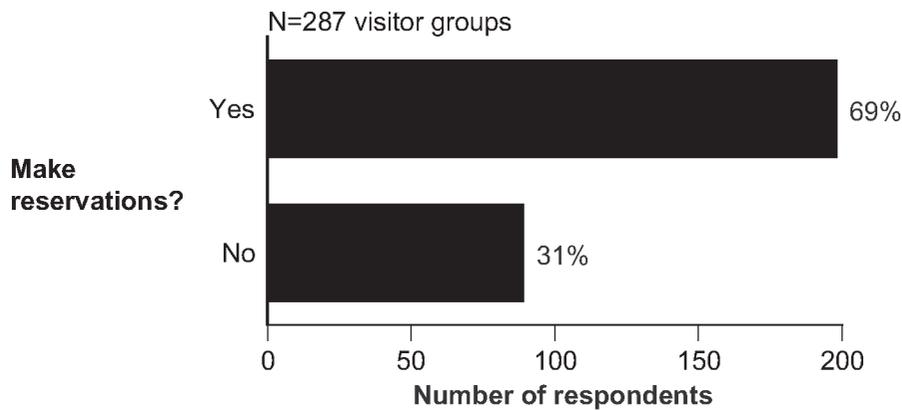
Figure 78: Use reservation systems?

Table 7: Recommended changes to reservation system
N=172 comments

Reason	Number of times mentioned
None	58
Phone always busy, don't put people on hold, add lines, add hours	36
Improve camping reservations system, provide more information	8
Provide more information about fees	7
Reservation personnel should be more knowledgeable	6
Resolve phone/ fax reservation priorities	6
Allow reservations via the internet	6
Provide toll-free number	5
Send reservation confirmation with additional information	5
Advertise, provide more information about reservation system	5
Need smoother, faster on-site system	3
Experienced problems with faxing reservations	3
Need more reservation personnel	3
Have more sophisticated system	2
Allow reservations farther in advance	2
School/ guided groups size should be limited	2
Ferry reservations were lost	2
Collect both fees at same cash register	2
Campsite with 'no-shows' should be re-issued	2
Other comments	9

Opinions about number of campgrounds

Visitors were asked, "What is your opinion about the number of campgrounds provided at Cumberland Island National Seashore?" Half of the visitor groups (50%) said the number of campgrounds is about right, as shown in Figure 79. Six percent said more campgrounds are needed and 1% said there are too many. Many visitor groups (44%) said they "didn't know."

N=287 visitor groups;
percentages do not equal 100 due to rounding.

Number of campgrounds

More are needed — 6%

Current number about right — 50%

Too many present — 1%

Don't know — 44%

Number of respondents (0, 50, 100, 150)
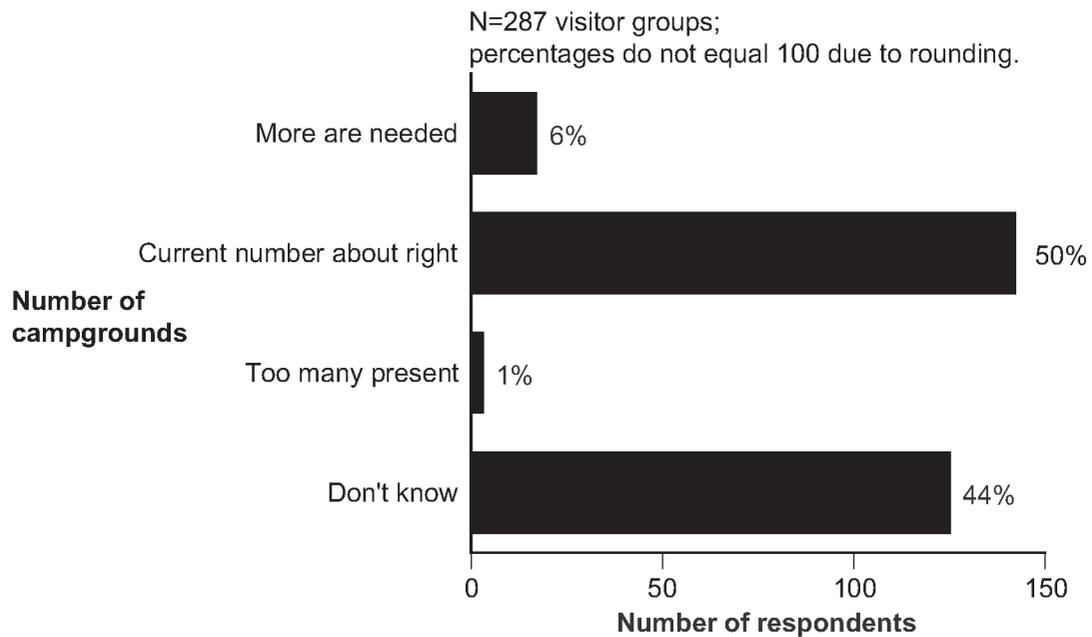
Figure 79: Opinions about number of campgrounds

Visitors were asked, "During this visit, did other visitors and their activities interfere with your visit to Cumberland Island National Seashore?" Most visitors (91%) said other visitors did not interfere with their visit, as shown in Figure 80.

Nine percent said other visitors did interfere with their visit and their responses are listed in Table 8.

Visitors/ activities which interfered with visit

N=289 visitor groups

People interfere with visit?

No — 91%

Yes — 9%

0   50   100   150   200   250   300
Number of respondents
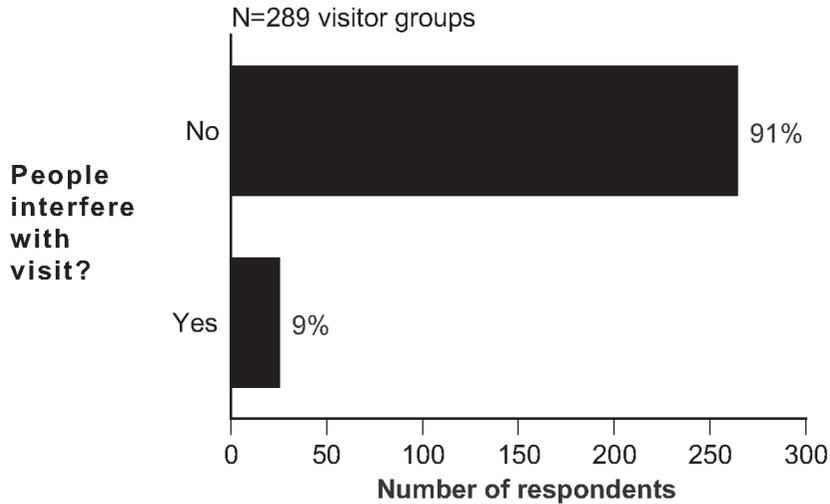
Figure 80: Did visitors/activities interfere with visit?

Table 8: Ways that visitors/activities interfered with visit
N=33 comments;
visitors could make more than one comment.

Comment	Number of times mentioned
Noisy, unruly children	6
Noisy school group on ferry	3
Noisy visitors	3
Large groups infringe on sense of isolation	3
Campers playing music	2
Group playing music	2
Jet skiers scaring wildlife in marsh, along beach	2
ATVs on beach--noise, erratic driving	2
Naked people on beach	2
Maintenance men driving vehicles	2
Children trashing restroom/ shower	2
Other comments	4

National Park Service mandate/ significant resources

Visitors were asked their opinion about the following: "It is the National Park Service's responsibility to manage Cumberland Island National Seashore and its natural and historic resources so that they are preserved for future generations. Sometimes this requires restrictions on visitor activities. Do you support the National Park Service's mandate?" Most visitors (93%) said they support the National Park Service's mandate, as shown in Figure 81. Seven percent said they were not sure and <1% said they did not.

Visitors were then asked what they thought the significant resources are that make Cumberland Island worthy of being a unit of the National Park System. Their comments are listed in Table 9.

N=285 visitor groups;
percentages do not equal 100 due to rounding.
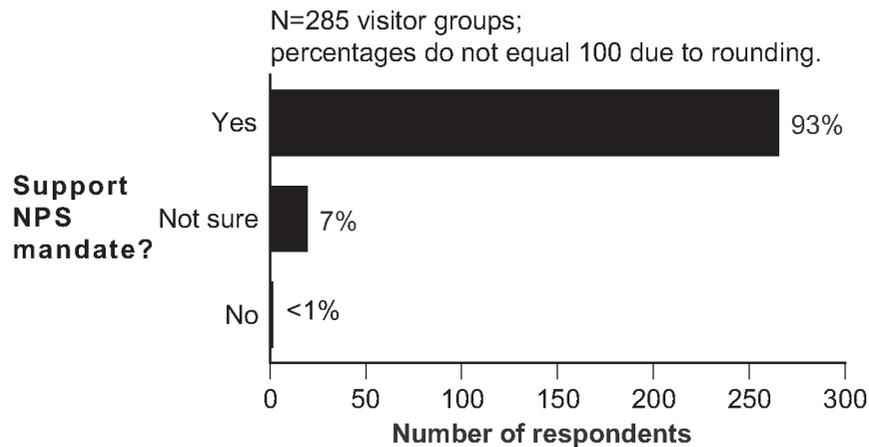
Figure 81: Support of National Park Service's mandate

Table 9: Significant resources that make Cumberland Island worthy of being a National Park Service unit
N=631 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Undisturbed natural habitat/ barrier island	89
History/ historic sites	73
Wildlife	66
Natural beauty	58
Beaches/ seashore	42
Trees/ forest	26
Solitude/ seclusion	24
Lack of development	23
Unspoiled beaches	23
Flora	20
Dunes	20
Wild horses	20
Unique setting/ ecosystem	16
Variety of landscapes/ habitats	13
Nature/ natural history	12
Unspoiled	10
Wilderness	10
Oak forest/ oak trees	9
Trails	9
Quiet/ peaceful	8
Protect it as it is	7
Wetlands/ marshes	6
Camping opportunities	4
Lack of litter	4
Uncrowded	4
Wonderful place	4
Protecting turtles/ habitat	3
Birdlife	3
Ocean	3
Armadillos	3
Island	2
Wilderness close to human population	2
Lack of car access	2
Other comments	13

Importance of Cumberland Island NS

Visitors were asked, "Please rate how important Cumberland Island National Seashore is to you." Figure 82 shows that 77% of the visitors feel it is "extremely important" and "very important." Two percent said the park is "not important."

Visitors who rated the park as "extremely important," "very important" or "important" were asked to explain why it is important. Their comments are listed in Table 10.

N=291 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Extremely important	56%
Very important	21%
Important	16%
Somewhat important	17% 5%
Not important	2%

Number of respondents
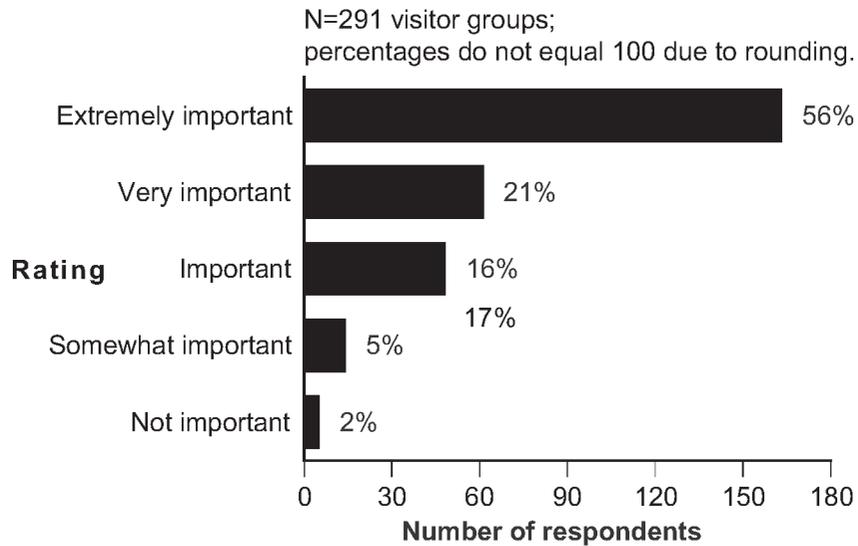
Figure 82: Importance of Cumberland Island NS to visitors

Table 10: Reasons Cumberland Island NS is important
N=445 comments

Reason	Number of times mentioned
Preserves natural habitat	102
Natural beauty	35
Lack of development	35
Because it is preserved	35
Historic sites	27
Peaceful/ quiet/ tranquil	25
Solitude/ isolation	21
Magical/ special/ wonderful place	18
Unique/ rare	15
Wildlife	12
Place to contemplate, renew, restore self	12
Close to home	11
Preserves barrier islands in natural state	11
Few/ restricted number of visitors	10
Place to enjoy nature	9
Escape from city/ everyday living	9
Learning experience	8
Place to teach children	8
Place to relax	7
One of few wilderness areas in Southeast	5
Enjoyable place	5
Unique place to study nature	5
Undeveloped beaches	4
Beaches	3
Trees	3
Personal/ family reasons	3
Recreation	2
Clean	2
Fresh air	2
Accessibility	2
Other comments	5

Importance of park features or qualities

Visitors were asked to rate the importance of certain park features or qualities during their visit to Cumberland Island National Seashore. The features or qualities included native plants and animals, scenic views, recreational activities (including hiking, camping, fishing, etc.), solitude, quiet wilderness/ primitive setting, human history, horses, ferry ride and absence of development.

As shown in Figures 83-92, the qualities which received the highest "very important" and "extremely important" ratings were the absence of development (94%), wilderness/ primitive setting (93%), scenic views (92%) and native plants and animals (90%). The feature which received the highest "not important" rating was horses (6%).

N=293 visitor groups

Rating	
Extremely important	76%
Very important	14%
Moderately important	9%
Somewhat important	1%
Not important	0%
Don't know	0%

Number of respondents
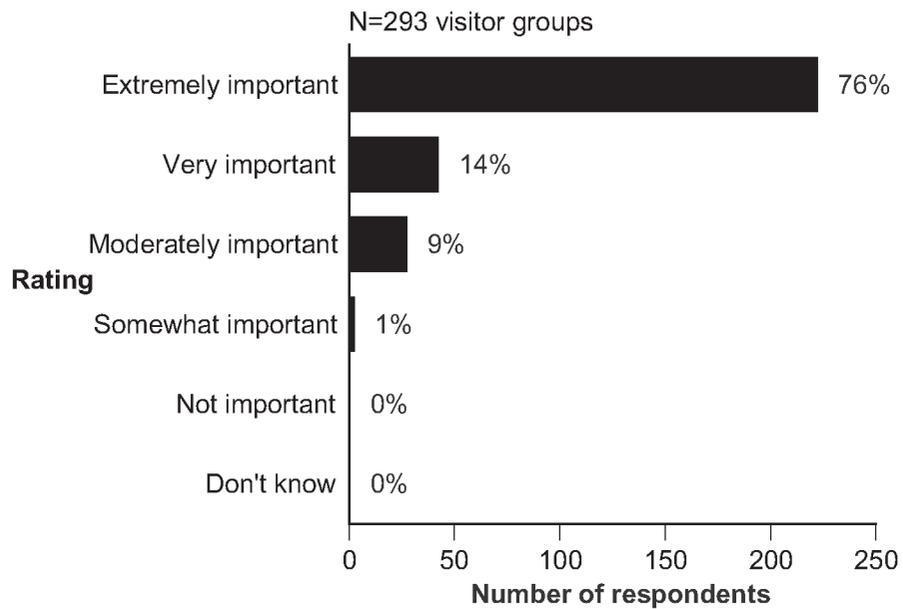
Figure 83: Importance of native plants and animals

N=292 visitor groups

Rating	
Extremely important	76%
Very important	16%
Moderately important	7%
Somewhat important	1%
Not important	0%
Don't know	0%

0   50   100   150   200   250
Number of respondents
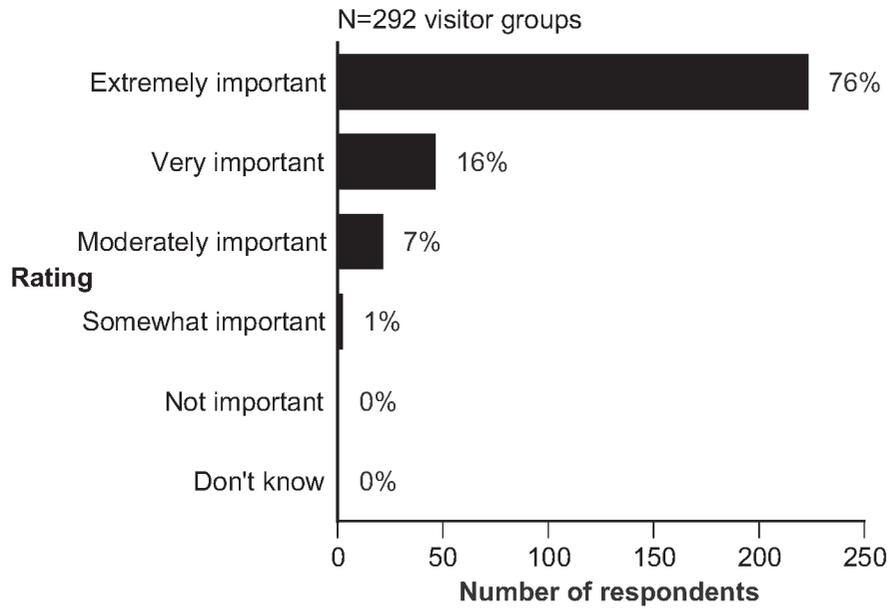
Figure 84: Importance of scenic views

N=292 visitor groups

Rating	
Extremely important	49%
Very important	25%
Moderately important	19%
Somewhat important	5%
Not important	1%
Don't know	1%

0   25   50   75   100   125   150
Number of respondents
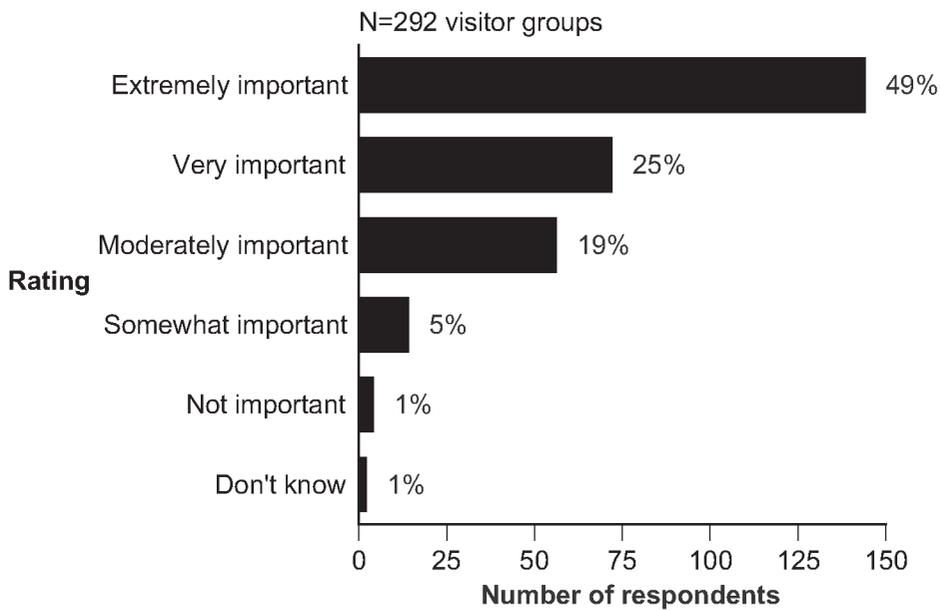
**Figure 85: Importance of recreational opportunities
(hiking, camping, fishing, swimming, etc.)**

N=292 visitor groups;
percentages do not equal 100 due to rounding.

N=846 visitor groups
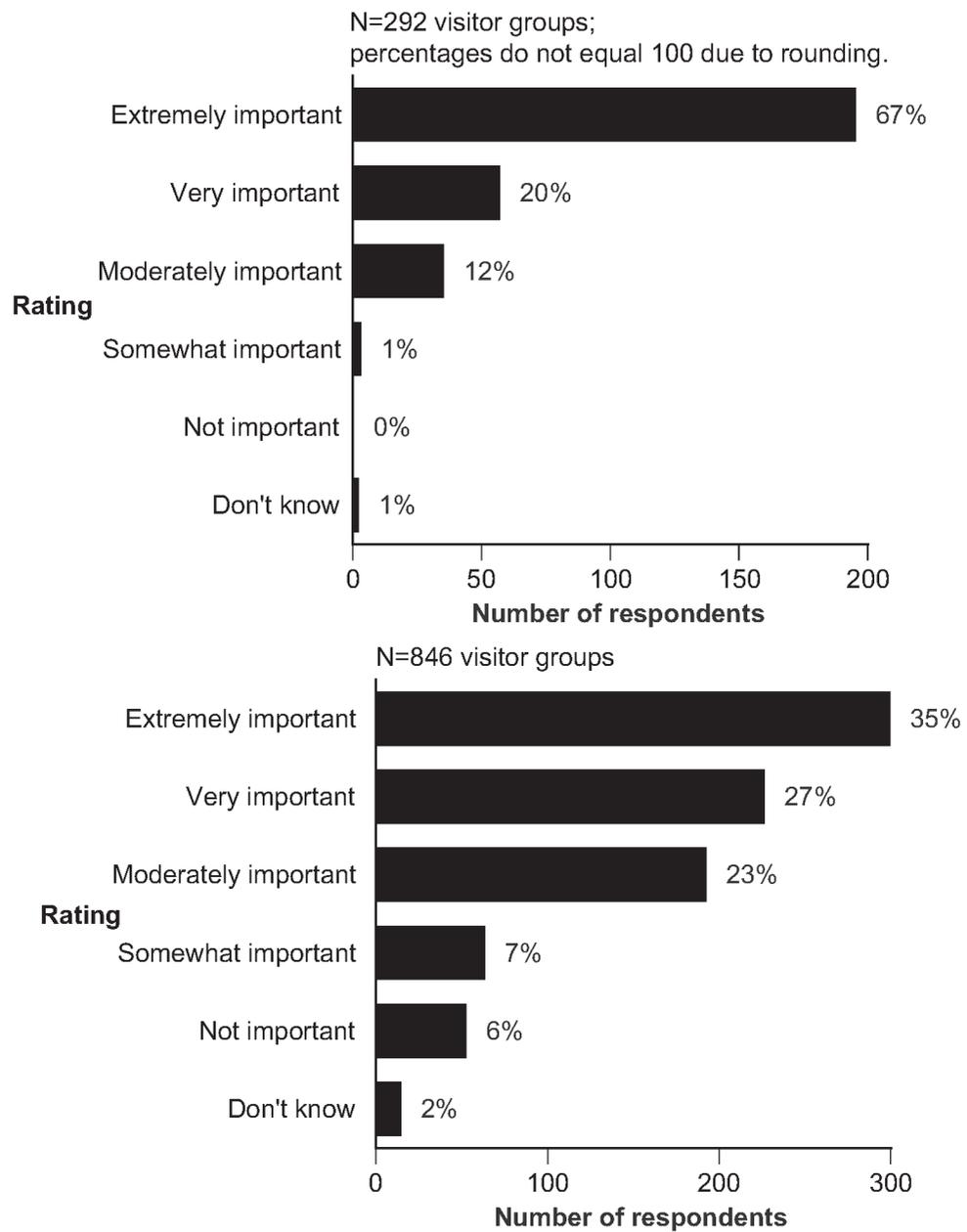
Figure 86: Importance of solitude

N=288 visitor groups;
percentages do not equal 100 due to rounding.

N=851 visitor groups
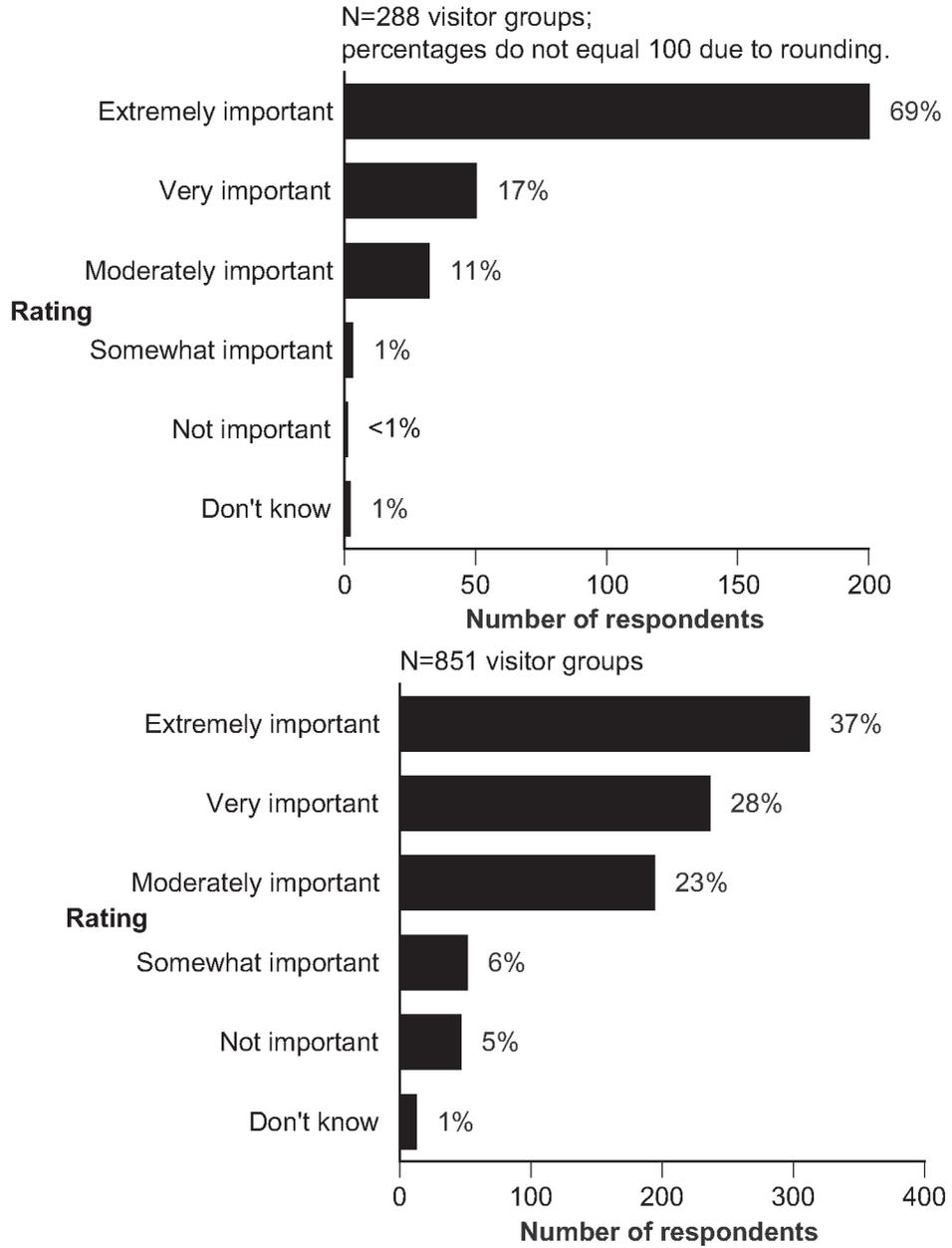
Figure 87: Importance of quiet

N=291 visitor groups;
percentages do not equal 100 due to rounding.
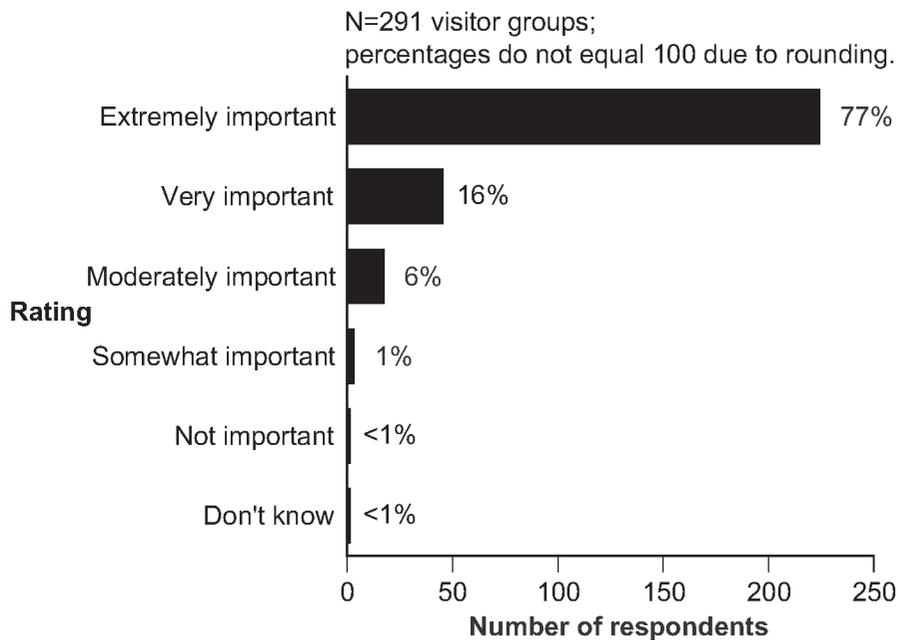
Figure 88: Importance of wilderness/ primitive setting

N=290 visitor groups;
percentages do not equal 100 due to rounding.
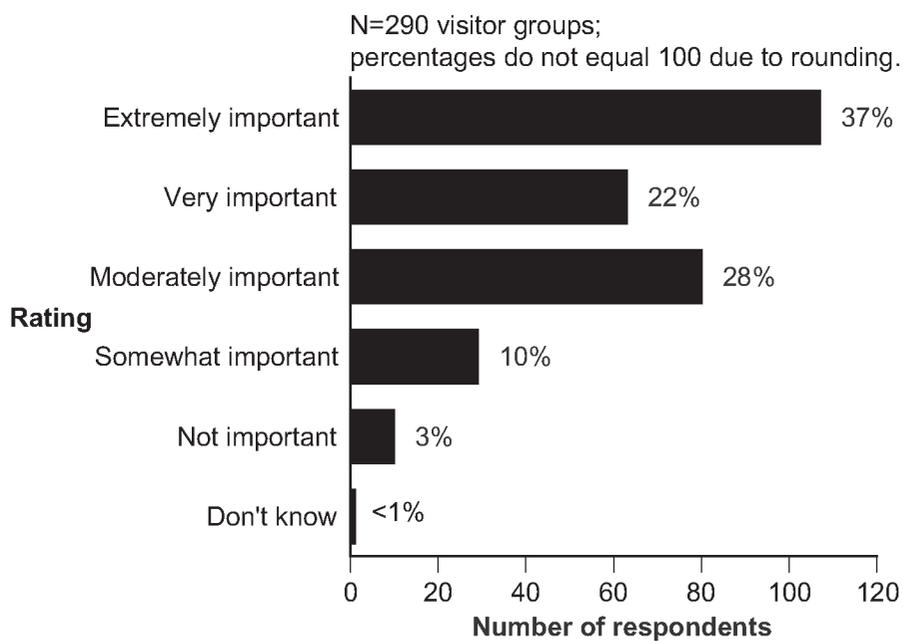
Figure 89: Importance of human history

N=290 visitor groups

Rating	
Extremely important	42%
Very important	20%
Moderately important	23%
Somewhat important	8%
Not important	6%
Don't know	1%

0   25   50   75   100   125
Number of respondents
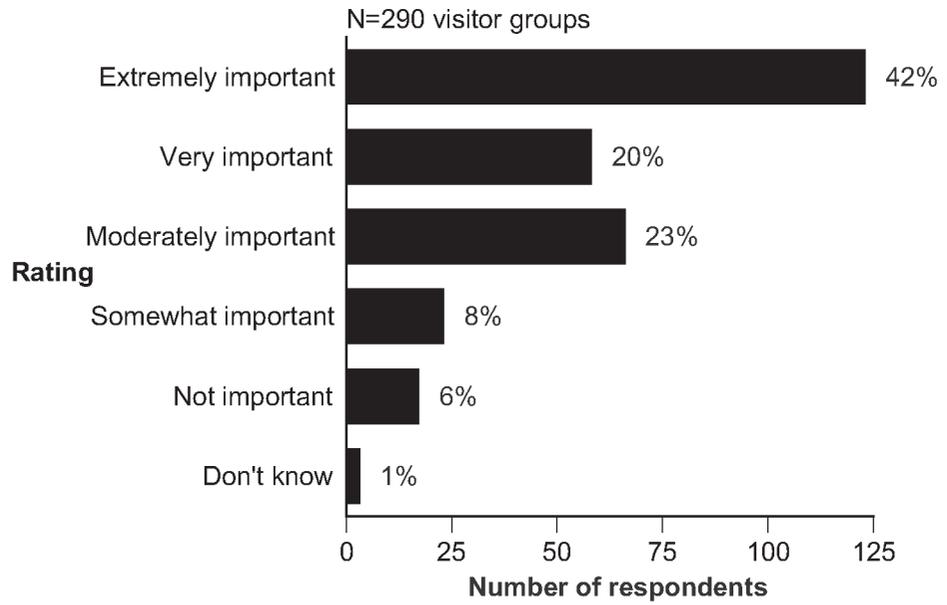
Figure 90: Importance of horses

N=291 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Extremely important	52%
Very important	20%
Moderately important	17%
Somewhat important	6%
Not important	4%
Don't know	3%

0   25   50   75   100   125   150
Number of respondents
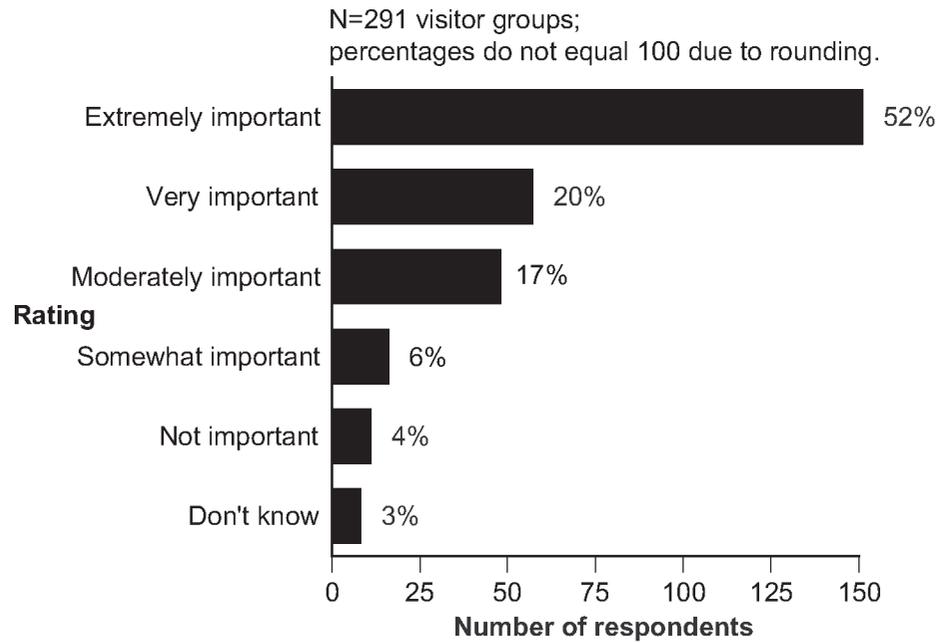
Figure 91: Importance of ferry ride

N=292 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Extremely important	87%
Very important	7%
Moderately important	3%
Somewhat important	<1%
Not important	1%
Don't know	1%

Number of respondents
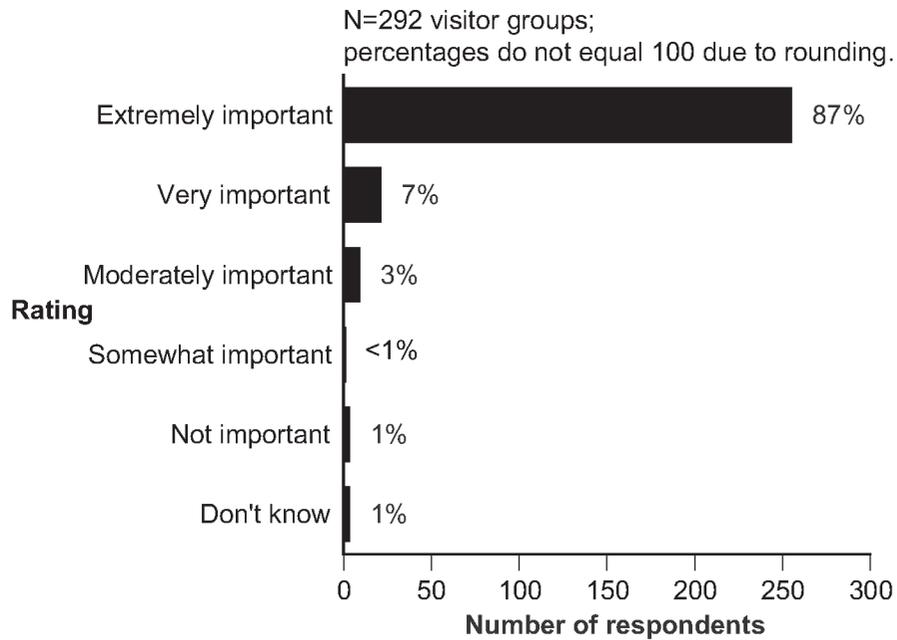
Figure 92: Importance of absence of development

**Overall
rating of
service
quality**

Visitors were asked to rate the overall quality of the visitor services provided at Cumberland Island NS during this visit. Most visitor groups (91%) rated the services as "good" or "very good" (see Figure 93). No visitor groups said the overall quality of services was "very poor."

N=286 visitor groups
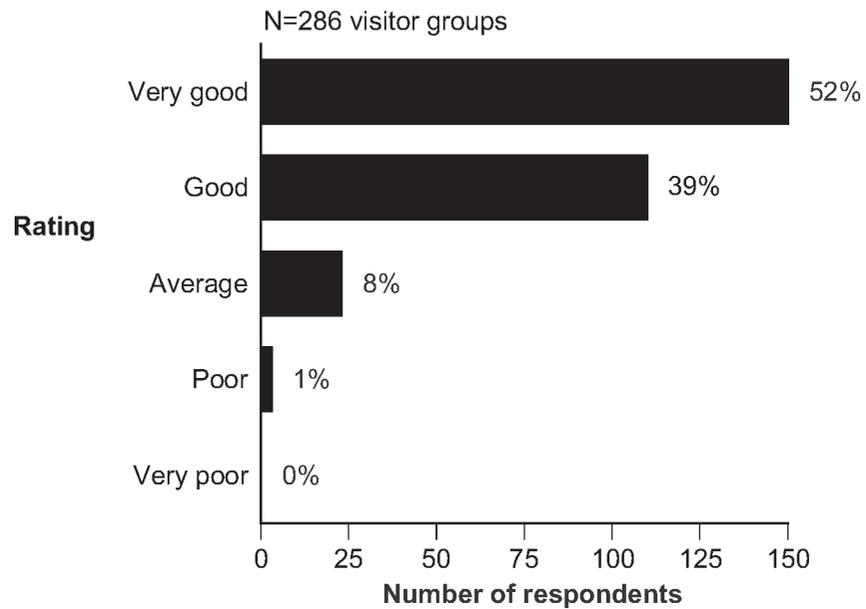
Figure 93: Overall quality rating of services

Visitors were asked, "On this visit, what did you and your group like most about your visit to Cumberland Island National Seashore?" A summary of the responses from the 281 groups who responded is listed in Table 11 below and in the appendix.

What visitors liked most

Table 11: What visitors liked most
N=603 comments;
many visitors made more than one comment.

| Comment	Number of times mentioned
PERSONNEL	
Comments	2
INTERPRETIVE SERVICES	
History/ historic area	31
Ranger-led tour	10
Plum Orchard walk	4
Exploring Dungeness area	4
Ice House Museum	3
Nature trails	3
Other comments	2
FACILITIES/ MAINTENANCE	
Trails	15
Cleanliness	6
Ferry ride	4
Carts provided for baggage	2
Campsites	2
Trail markers excellent	2
Other comments	7
POLICIES	
Relative absence of motor vehicles	3
Other comments	2
RESOURCE MANAGEMENT	
Nature/ natural setting/ unspoiled natural beauty	99
Beaches/ seashore	44
Wild horses	37
Wildlife	35
Absence of development/ commercialization	31
Wilderness	14
Forest/ trees	12
Limited number of visitors	12
Beachcombing/ shell hunting	7
Abundance of birds	7

Comment	Number of times mentioned
RESOURCE MANAGEMENT (continued)	
Native plants	6
Variety of natural settings/ habitats	6
Unspoiled/ wild beaches	5
That it is preserved	4
Dunes	3
Oak trees	3
Armadillos	2
Uninhabited	2
Sea life	2
Other comments	5
GENERAL IMPRESSIONS	
Solitude/ seclusion	58
Peace/ quiet	49
Hiking	12
Everything	8
Remoteness—getting away from it all	7
Walking on beach	5
Opportunity to slow down and enjoy nature	5
Ocean	3
Relaxing	2
Camping	2
Freedom to explore	2
Greyfield Inn	2
Other comments	10

Visitors were asked, "On this visit, what did you and your group like least about your visit to Cumberland Island National Seashore?" A summary of the responses from the 244 groups who responded is listed in Table 12 below and in the appendix.

Table 12: What visitors liked least
N=272 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Ferry operators and staff rude	2
Visitor center staff rude/ inefficient	2
Comments	2
INTERPRETIVE SERVICES	
Lack of information and guided tours	3
Provide maps of island	3
Orientation before boarding ferry needs improved	2
Provide safety information	2
FACILITIES/ MAINTENANCE	
Litter	7
Trail signs need improved—got lost	5
Ruins not restored	4
Trail signs confusing	4
Lack of shade/ shelter at beach	3
Lack of docks	3
Lack of trash cans	3
Lack of vending machine/ supply store	3
Horse manure	2
Brickhill campsite—water is too far away	2
Trash in empty buildings/ dump on beach	2
Lack of picnic tables	2
Lack of information about trail length	2
Add boardwalk over sand dunes	2
Lack of restrooms	2
Lack of enough and comfortable seating at ferry dock	2
Improve showers	2
Improve Sea Camp campsites	2
Other comments	13

Comment	Number of times mentioned
FERRY	
Separate registers for ferry and park tickets	11
Ferry crowded	7
Visit too short—suggest earlier departure/ later return	5
Ferry not punctual	3
Ferry schedule	2
School groups on ferry	2
Other comments	3
RESERVATION SYSTEM	
Reservation system	5
Slow check-in	2
Backcountry permit system awkward	2
Other comments	4
POLICIES	
Vehicles/ automobiles	7
Inaccessibility of most of island—too far to walk	6
Noisy/ inconsiderate people	5
Noisy campers	3
Bikes—supposedly not allowed	3
Other comments	9
RESOURCE MANAGEMENT	
Ticks/ gnats/ insects	32
Too many people—some in large groups	7
Raccoons	5
Human disregard of environment	4
Condition of horses	3
Oil on the beach	2
Negative impact of horses	2
Less wildlife	2
Too many day hikers	2
Other comments	3
GENERAL IMPRESSIONS	
Everything was okay	32
Lack of places to get food/ drink	7
Walking over sand dunes	5
Too much walking	3
Other comments	3

Visitors were asked, "If you were a manager planning for the future of Cumberland Island National Seashore, what would you propose? Please be specific." A summary of the responses from 239 groups is listed in Table 13 below and in the appendix.

Planning for the future

Table 13: Planning for the future
N=548 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Improve friendliness of ferry crew	2
Ranger should be more friendly and more positive	2
Improve staff helpfulness	2
More rangers patrolling	2
Other comments	2
INTERPRETIVE SERVICES	
Offer more ranger-led tours/ programs	11
Add mileage/ time/ details to map	5
Provide more written history of island	5
Provide better orientation information (history, water, trash, safety)	4
More written information/ exhibits about flora/ fauna/ history	4
Add interpretive trails	2
Provide more information about birds	2
Provide more information about plants/ animals/ ecology	2
Establish volunteer opportunities (while visiting)	2
Provide ranger-led bus tour of island	2
Provide written information about park	2
Explain how to support island projects/ accept donations	2
Other comments	10
FACILITIES AND MAINTENANCE	
Maintain current practices	21
Restore historic buildings	15
Improve trail signing/ marking	10
Provide bus/ boat to north end of island	8
Add boardwalks	6
Need more trash cans	6
Add benches along paths/ beaches, especially in shade	5
Restore Plum Orchard	5
Add more docks for small boats	4
Add hot water/ solar/ outdoor showers	4
Need more restrooms	4
Organize litter cleanup	3
Build observation tower	3
Add campsites, especially separate groups and individuals	3
Clean up trash	3
Provide way to store (lockers)/ haul belongings	3

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE (continued)	
Do not add visitor facilities (e.g. campsites)	3
Rent horses	2
Add changing area for swimmers	2
Provide shade at beach	2
Need picnic area at beach	2
Clean trash off beach	2
Provide more trash/ recycling containers at St. Marys dock	2
Maintain trails	2
Establish "walk-only" trails--bicycles are dangerous	2
Add picnic tables	2
Do not restore Plum Orchard	2
Other comments	22
CONCESSIONS	
Have soft drinks/ snack machine at ranger station	3
Have vending machine with insect repellent, sunscreen	3
Sell ice	3
Add small grocery store	3
Add snack bar	2
Other comments	3
FERRY	
More flexible ferry schedule to allow more island time	5
More ferry drop-off points on island	5
More frequent ferry trips	3
Upgrade ferry boat	2
Other comments	5
RESERVATION SYSTEM	
Need better reservation system	9
Other comments	9
POLICIES	
Make bicycle rentals/ trails available	23
Keep current visitor limit	21
Ban all motor vehicles	5
Do not allow overcrowding/ over use	4
Allow only smaller groups to visit	4
Fine litterers	4
Allow no driving on beaches	3
Enforce current park regulations	3
Keep limit on number of vehicles	3
Lower fees/ family rate	3
Keep fees affordable	3
Allow camping on beach	2
Increase user fees	2
Allow more frequent access to Plum Orchard	2
Limit use of bicycles	2
Reduce number of motorized vehicles	2
Change wilderness area vehicle rules	2
Do not allow jet skiing	2
Other comments	13

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Preserve it--manage as it is	56
No development	26
Acquire rest of island	14
Reduce number of horses	12
Manage/ protect wildlife and habitat	10
No commercialization	6
Manage the horses	6
Care for the horses	6
Get rid of horses	4
Limit development	3
Preserve the horses	3
Reduce number of pigs	3
Do not allow more people to live on the island	3
Concerned about paper mills polluting	3
Remove non-native animals	2
Remove non-native plants	2
Continue to require visitors to pack out garbage	2
No hotels/ motels	2
Other comments	11
GENERAL IMPRESSIONS	
Comments	5

Comment
summary

Many visitors wrote additional comments, which are included in the separate appendix of this report. The comments made by 174 groups are summarized in Table 14 below and 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.

Table 14: Visitor comment summary
N=302 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park rangers helpful/ knowledgeable	10
Park staff friendly, helpful	2
Other comments	4
INTERPRETIVE SERVICES	
Provide more information	4
Provide information on how to volunteer	2
Other comments	6
FACILITIES AND MAINTENANCE	
Well maintained, clean	3
Improve, provide more raccoon cages in campground	2
Maintain trails	2
Other comments	9
FERRY	
Adjust ferry schedule	2
Improve ferry service	4
Other comment	1
RESERVATION SYSTEM	
Campsite assignment very unorganized, too slow	2
Other comments	4
POLICIES	
Keep current limit on visitors	6
Allow bicycles on island	2
Do not allow bicycles on island	2
Keep "pack in, pack out" garbage policy, minimum impact	2
Need to better educate campers about rules	2
Other comments	16

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Preserve park as it is--unspoiled	16
Saw many animals	5
Allow no development	5
Add no additional services	3
Control horse population	3
Glad it is here	2
Save for our grandchildren	2
Uncrowded	2
Enjoyed naturalness of island	2
Other comments	12
GENERAL IMPRESSIONS	
Enjoyed visit	64
Hope to return	20
Keep up good work--appreciate National Park Service	12
Thank you	8
Great place	7
Love island	5
Beautiful	4
Magical place	4
Return visit	4
Plan to camp next visit	3
Recommended to family and friends	3
Enjoyed learning, studying nature/ history	3
Enjoyed solitude, remoteness, peace, quiet	3
Relaxing	2
Not enough time	2
Enjoyed nature	2
Hard to find wild places these days	2
Other comments	15

Cumberland Island National Seashore
Additional Analysis
Report 103

The Visitor Services Project (VSP) staff offer 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.

• Source of information	• Country of residence	• Opinion about crowding
• Difficulty obtaining information	• Number of visits–past year	• Use of backcountry
• Length of stay	• Number of visits—past 5 yrs.	• Opinion about backcountry crowding
• Forms of transportation	• Places visited	• Use reservation system?
• Reasons for visiting	*Visitor services used	• Visitors interfere with visit?
• Activities	• Visitor service importance	• Support NPS mandate
• Group size	• Visitor service quality	• Cumberland Island importance
• With guided tour group?	• Visitor facilities used	• Opinion about number of campgrounds
• Group type	• Visitor facility importance	• Feature/ quality importance
• Age	• Visitor facility quality	* Overall quality of services
• Zip code	• Opinion about use limit	

Database

The VSP database contains all the VSP visitor studies results from 1988 through the present. To use the database, you need a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:Mail, e:mail or fax and the same forms of media can be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those across the nation, or within a specific region, with other natural areas, or sorted in many other ways.

Phone/ send database requests to:

Visitor Services Project, CPSU　　　　　　　　　　**Phone: 208-885-2819**
College of Forestry, Wildlife and Range Sciences　　**FAX: 208-885-4261**
University of Idaho　　　　　　　　　　　　　　　**cc:Mail: VSP Database**
Moscow, Idaho 83844-1133　　　　　　　　　　　**e:mail: vspdatabase@uidaho.edu**

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted.

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
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
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
29. White Sands National Monument
30. National Monuments
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
39. Joshua Tree National Monument
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992
45. Big Bend National Park
46. Frederick Douglass National Historic Site
47. Glen Echo Park
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
53. Arlington House-The Robert E. Lee Memorial

1993
54. Belle Haven Park/ Dyke Marsh Wildlife Preserve
55. Santa Monica Mountains National Recreation Area
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

Visitor Services Project Publications (continued)

1994
64. Death Valley National Monument Backcountry
65. San Antonio Missions National Historical Park
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

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

1997
93. Virgin Islands National Park
94. Mojave National Preserve
95. Martin Luther King, Jr. National Historical Park
96. Lincoln Boyhood Home National Memorial
97. Grand Teton National Park (summer)
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998
101. Jean Lafitte National Historical Park & Preserve
102. Chattahoochee River National Recreation Area
103. Cumberland Island National Seashore

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7863.