

Bent's Old Fort National Historic Site Visitor Study



Paperwork Reduction Act Statement: The National Park Service is authorized by the NPS Research Mandate (54 USC 100702) to collect this information. This information will be used by park managers to understand more about visitors to Bent's Old Fort National Historic Site to help inform park management and planning now and into the future. Responses to this request are voluntary and anonymous. Your name will never be associated with your answers, and all contact information will be destroyed when the data collection is concluded. No action may be taken against you for refusing to supply the information requested. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number and expiration date.

BURDEN ESTIMATE: We estimate that it will take about 10 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Eric Leonard, Group Superintendent at Bent's Old Fort National Historic Site; Eric_Leonard@nps.gov.

If you have any questions about your rights as a subject/ participant in this research, or if you feel that you have been placed at risk, you can contact the Chair of Human Subjects Institutional Review Board, through the ASU Office of Research Integrity and Assurance, at (480) 965-6788.

Section 1 -- This section asks you some questions about planning your visit to Bent's Old Fort National Historic Site and your onsite experience.

TOPIC AREA 3: CVIS1,2,3

1. Are you a first-time visitor to Bent's Old Fort National Historic Site?

- ☐ Yes
☐ No >

If no, in which year did you make your first visit to Bent's Old Fort? _____ Year

Over the past twelve months, how many visits have you made to Bent's Old Fort **not** including this visit? _____ Number of visits

TOPIC AREA 3: CVIS6

2. How often do you generally visit National Parks, Monuments, and/or Historic Sites?

- | | |
|---|---|
| ☐ Not at all | ☐ Several times per year |
| ☐ Once or twice per year | ☐ Not sure |

TOPIC AREA 2: ITIN18

3. Did you use any of the following Recreational Land Passes to enter Bent's Old Fort on this trip?

- | | |
|--------------------------------------|---|
| ☐ Annual Pass | ☐ Other Pass, please describe: |
| ☐ Senior Pass | ☐ No, did not use a Pass |
| ☐ Access Pass | |

TOPIC AREA 2: ITIN23

4. How would you describe the destinations of this trip you are on that included Bent's Old Fort? (Select one response.)

Bent's Old Fort is:

- ☐ the sole destination of the trip
☐ the most important destination of the trip
☐ only one of several equally important destinations on the trip
☐ just an incidental stop on the way to some other destination
☐ a spur of the moment stop on a trip taken to other destinations

TOPIC AREA 3: CVIS8 (Variation: Reworded to capture visitation to communities just outside the park instead of sites inside the park in order to understand travel routes visitors use to get to the park.)

5. Which communities/sites have you already visited or do you plan to visit in the local area during this trip (approx. 2 hr. or less drive from Bent's Old Fort)? Please mark all that apply.

Communities:

- ☐ Cañon City
☐ Colorado Springs
☐ Manitou Springs
☐ La Junta
☐ Las Animas
☐ Pueblo
☐ Raton (NM)
☐ Trinidad
☐ Walsenburg
☐ Other (please specify): _____

Sites:

- ☐ Amache National Historic Site
☐ Comanche National Grassland
☐ Garden of the Gods (Colorado Springs)
☐ Pike's Peak (Pike National Forest)
☐ San Isabel National Forest
☐ Sand Creek Massacre National Historic Site
☐ Santa Fe National Historic Trail
☐ Other (please specify): _____

TOPIC AREA 1: FVIS3 (Variation: Reworded more generally to focus on visitation to historic sites in the Western U.S. Visitors interested in historic site visitation within the region may be interested in itineraries that incorporate western historic sites.)

6. Is visiting historic sites in the western U.S. a hobby or special interest of yours?

- ☐ Yes
☐ No

TOPIC AREA 3: DEST17

7. On this visit, how long did you and your personal group stay at Bent's Old Fort? Please list partial hours as decimals. .25, .5 or .75

_____ Number of **hours**

TOPIC AREA 3: FVIS1

8. Would you consider visiting Bent's Old Fort again?

- ☐ Yes, likely ☐ No, unlikely ☐ Not Sure

Why or why not? _____

TOPIC AREA 2: ITIN2

9. When did you make the decision to visit Bent's Old Fort? Please select only one response

- | | |
|--|---|
| ☐ On the same day of the visit | ☐ 3-6 months before the visit |
| ☐ 1-6 days before the visit | ☐ More than 6 months but less than a year before the visit |
| ☐ 1 to 2 weeks before the visit | ☐ A year or more before the visit |
| ☐ 3-4 weeks before the visit | ☐ Don't know/can't recall |
| ☐ 1-2 months before the visit | ☐ Other: |

TOPIC AREA 2: IINFOSOURCE9 (Variation: Incorporated the response scale from INFOSOURCE6 in order to obtain a more detailed understanding of visitors' trip planning behavior and outlets to target for promotion.)

10. When planning your trip to Bent's Old Fort, which of the following information sources did you use and how important were they in planning you visit? (Please circle one answer for each source).

Information source:	Not at all important	Somewhat important	Important	Very important	Extremely important	Did not use
Previous visits	1	2	3	4	5	☐
Friends/relatives/word of mouth	1	2	3	4	5	☐
Park staff/volunteer at an event in my community	1	2	3	4	5	☐
Walking/driving by and saw park signs	1	2	3	4	5	☐
Travel guides/tour books	1	2	3	4	5	☐
Brochure/pamphlet/map	1	2	3	4	5	☐
Television/radio/newspapers/magazines	1	2	3	4	5	☐
Telephone/e-mail/written inquiry to park	1	2	3	4	5	☐
Bent's Old Fort National Historic Site website	1	2	3	4	5	☐
Colorado Tourism Office website	1	2	3	4	5	☐
Other website(s) (please specify):	1	2	3	4	5	☐

Information source:	Not at all important	Somewhat important	Important	Very important	Extremely important	Did not use
Information from local convention and visitor's bureau(s)/tourist office	1	2	3	4	5	☐
Information from local businesses (hotel, etc.)	1	2	3	4	5	☐
Social media (such as Facebook, Instagram)	1	2	3	4	5	☐
National Park Service mobile app	1	2	3	4	5	☐
School class or program	1	2	3	4	5	☐
Other source, describe:	1	2	3	4	5	☐

TOPIC AREA 2: IINFOSOURCE5 (Variation: Added b & c to get information about the mobile app and social media in addition to the website.)

11. a. If you used the park website, do you have any suggestions for improvement? Please be specific.

b. If you used the National Park Service mobile app, do you have any suggestions for improvement? Please be specific.

c. If you used Bent's Old Fort social media, in what ways have you used it? (e.g. plan a visit, share a visit)

Section 2 -- This section asks you some questions about your activities and experiences at Bent's Old Fort.

TOPIC AREA 5: EXP7

12. Visitors have different reasons for visiting Bent's Old Fort. How important to you was each of the following reasons for your visit? (Select one number per item)

Reasons:	Not at all important	Slightly important	Moderately important	Very important	Extremely Important
Learn about the history of Bent's Old Fort	1	2	3	4	5
Appreciate American history	1	2	3	4	5
Experience the historic setting of the Fort	1	2	3	4	5
Appreciate the historic architecture at Bent's Old Fort	1	2	3	4	5
Learn from historic demonstrations	1	2	3	4	5
Appreciate the scenic beauty	1	2	3	4	5
Spend time with family/friends	1	2	3	4	5
Experience the sounds of nature	1	2	3	4	5
Experience cultural sounds	1	2	3	4	5
Experience the natural environment	1	2	3	4	5
Enjoy peace and quiet	1	2	3	4	5
Other, please describe:	1	2	3	4	5

TOPIC AREA 6: SERVICES25 (Variation: Response options specified to park circumstances.)

13. Please tell us how you feel about the following services and facilities that are offered at Bent's Old Fort.

- First **rate how important** each item was to you when visiting this park.
- Then **rate how satisfied** you are with the way this park is managing for each item.
Select NA "Not applicable" if you did not experience this service or facility.

IMPORTANCE						SATISFACTION					
Not at all important	Somewhat important	Important	Very important	Extremely important	Park Services and Facilities	Very Unsatisfied	Somewhat Unsatisfied	Neither	Somewhat Satisfied	Very Satisfied	Not Applicable
1	2	3	4	5	Convenient hours and days of operation	1	2	3	4	5	NA
1	2	3	4	5	Well-maintained restrooms	1	2	3	4	5	NA
1	2	3	4	5	Picnic area	1	2	3	4	5	NA
1	2	3	4	5	Gift shop merchandise selection	1	2	3	4	5	NA
1	2	3	4	5	Self-guided tour	1	2	3	4	5	NA

IMPORTANCE						SATISFACTION						
Not at all important	Somewhat important	Important	Very important	Extremely important		Very Unsatisfied	Somewhat Unsatisfied	Neither	Somewhat Satisfied	Very Satisfied	Not Applicable	
					Park Services and Facilities							
1	2	3	4	5	Ranger-guided tour	1	2	3	4	5	NA	
1	2	3	4	5	Frequency of ranger guided tours	1	2	3	4	5	NA	
1	2	3	4	5	Documentary film	1	2	3	4	5	NA	
1	2	3	4	5	Historic room exhibits	1	2	3	4	5	NA	
1	2	3	4	5	Junior Ranger Program	1	2	3	4	5	NA	
1	2	3	4	5	Opportunities to photograph living historians	1	2	3	4	5	NA	
1	2	3	4	5	Opportunities to photograph historic resources	1	2	3	4	5	NA	
1	2	3	4	5	Bird-watching opportunities	1	2	3	4	5	NA	
1	2	3	4	5	Hiking trail	1	2	3	4	5	NA	
1	2	3	4	5	Volunteer opportunities	1	2	3	4	5	NA	
1	2	3	4	5	Access for people with disabilities	1	2	3	4	5	NA	
1	2	3	4	5	Admission price	1	2	3	4	5	NA	
1	2	3	4	5	Park map or brochure	1	2	3	4	5	NA	

If you were **very unsatisfied** or **somewhat unsatisfied** with any of the previously listed services and facilities, please explain why.

TOPIC AREA 5: EXP5

14. Overall, how would you rate your overall experience at Bent's Old Fort today?

- ☐ Very Poor
- ☐ Poor
- ☐ Fair
- ☐ Good
- ☐ Excellent

TOPIC AREA 5: EXP2

15. What about Bent's Old Fort added to your expected experience?

TOPIC AREA 5: EXP3

16. What about Bent's Old Fort detracted from your expected experience?

TOPIC AREA 5: EXP2 (Variation: Wording modified to glean information about unexpected aspects of visitor experience.)

17. What about Bent's Old Fort was unexpected about your experience?

TOPIC AREA 3: FVIS8 (Variation: Reworded to gauge level of interest in different park experiences, programs, and facilities.)

18. What experiences, programs, or facilities would you be interested in seeing offered at Bent's Old Fort in the future?

Experiences, programs, facilities	Not interested	Somewhat interested	Interested	Very interested	Extremely interested	Not sure
More historical or cultural oriented special events	1	2	3	4	5	☐
Guided hikes on the nature trail	1	2	3	4	5	☐
More frequent ranger programs	1	2	3	4	5	☐
Historic demonstrations (blacksmithing, cooking, etc.)	1	2	3	4	5	☐
Photography workshops	1	2	3	4	5	☐
A themed "trail" or travel itinerary of western US historic sites	1	2	3	4	5	☐
Other ranger program topics, please list:	1	2	3	4	5	☐
Others, list here:	1	2	3	4	5	☐

Section 3 – Next, this section asks for details about your travel-related decisions.

TOPIC AREA 4: TRANSMODE2

19. By what means did you enter Bent's Old Fort? Please mark only one.

- ☐ Car, truck or SUV (e.g., standard vehicle)
- ☐ Motorcycle
- ☐ Recreation vehicle or motorhome (RV)
- ☐ Commercial tour bus
- ☐ Commercial tour van
- ☐ School bus or church bus/van
- ☐ Other, please describe:

TOPIC AREA 3: DEST7, DEST8 (Variation: Added open-ended accommodation question in order to get more information about overnight stays.)

20. In what town/city did you and your personal group stay on the **night before** your arrival at Bent's Old Fort? If you stayed overnight at home, please select 'Stayed at home.'

- ☐ Stayed at home
☐ Stayed away from home

NEAREST TOWN/CITY _____ STATE _____

In what type of accommodations did you stay (such as hotel, RV park, Airbnb, friend's home)?

21. In what town/city will you and your personal group stay on the **night after** your arrival at Bent's Old Fort? If you will stay overnight at home, please select 'Stayed at home.'

- ☐ Will stay at home
☐ Will stay away from home

NEAREST TOWN/CITY _____ STATE _____

In what type of accommodations will you stay (such as hotel, RV park, Airbnb, friend's home)?

TOPIC AREA 3: DEST2

22. On this trip away from home, how many days are you planning to stay in the local area (approx. 2 hour drive from Bent's Old Fort) including the day spent at Bent's Old Fort?

_____ Days

TOPIC AREA 1: GROUP4

23. Including yourself, how many people are in your personal group? (This does not include a larger group with which you may be visiting such as a church group or organized tour.)

_____ Adults (18 years or older)

_____ Children (under 18 years)

TOPIC AREA 1: GROUP1

24. Please select the choice below that best describes your traveling party. (Please select **all** that apply)

- | | |
|--|---|
| ☐ Individual traveling alone | ☐ Preschoolers (less than 5 years old) |
| ☐ You and your spouse/partner | ☐ Teenagers (12-19) |
| ☐ Family | ☐ Adults (20-64) |
| ☐ Friends | ☐ Anyone 65 or over |
| ☐ Tour or other group | ☐ Pet(s) |

Section 4 -- This last section asks for some descriptive information about you. Remember that this information is completely anonymous; we use it only to see if we have adequately represented our visitors.

TOPIC AREA 1: RES1,2 (Variation: Combined RES1 and RES2 to establish residency and learn more about local residents visiting the park.)

25. Are you a permanent or seasonal/second home resident of the local area (approx. 2 hr. drive from Bent's Old Fort) around Bent's Old Fort?

- ☐ Yes, I am a permanent resident
What community do you live in or near? _____
- ☐ Yes, I am a seasonal/second home resident (return annually for 1-6 months)
What community do you live in or near? _____

If not a permanent or seasonal resident, where is your permanent residence?

City/town _____ State _____ OR Country _____

TOPIC AREA 1: AGE1

26. What is your age? _____

TOPIC AREA 1: EDUC1

27. What is the highest level of formal education you have completed? Please select **only one response**.

- | | |
|---|--|
| ☐ Less than high school/Some high school | ☐ Bachelor's degree (BA, AB, BS, etc.) |
| ☐ High school graduate | ☐ Master's degree (MA, MS, MEd, MSW, MBA etc.) |
| ☐ Vocational/trade school certificate | ☐ Professional degree (MD, DDS, DVM, LLB, JD, etc.) |
| ☐ Some college | ☐ Doctorate degree (PhD, EdD, etc.) |
| ☐ Associate degree (AA, AS, etc.) | |

TOPIC AREA 1: EMP1

28. Employment Status: Are you currently...?

- | | |
|---|---|
| ☐ Employed for wages | ☐ A homemaker |
| ☐ Self-employed | ☐ A student |
| ☐ Out of work and looking for work | ☐ Military |
| ☐ Out of work but not currently looking for work | ☐ Retired |
| | ☐ Unable to work |

TOPIC AREA 1: GEND1

19. With which of the following do you identify? Choose all that apply.

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Transgender
- ☐ Prefer to not answer, or describe in your own words:

TOPIC AREA 1: RACE/ETH1

20. For you only, are you Hispanic or Latino?

- ☐ Yes
- ☐ No

TOPIC AREA 1: RACE/ETH2

21. Which of these categories best indicates your race? Answer only for yourself. Please select **one or more**.

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White

Is there anything else about your visit that you would like to share with us?

Thank you so much for your participation!