



## 2009 Visitor Profile

Prepared for:

Louisiana Department of Culture,  
Recreation and Tourism

by:



THE UNIVERSITY *of*  
NEW ORLEANS

Hospitality Research Center  
*Defining Tourism Opportunities*

September 2009

## Acknowledgments

This report was prepared by **Marianne Hawkins Marcell**, Project Manager and **Kelly Ripoll**, Graduate Research Assistant. Special thanks go to **Dr. Janet Speyrer**, Associate Dean for Research at the College of Business Administration for her assistance with the project.

Special gratitude also goes to **Debra Credeur**, Executive Director, Atchafalaya National Heritage Area, **Nancy Broussard**, Welcome Center Program Director and **Melody Alijani**, Director of Research and Development

Thanks also go to the Welcome Center staff for their valuable assistance with the data collection.

## Executive Summary

- 52.9% of respondents were first time visitors to the Atchafalaya Heritage Area.
- Over half (53.3%) of respondents were either “not sure” or were not familiar with the Atchafalaya National Heritage Area. Just 11.7% considered themselves very familiar.
- 52.5% of respondents indicated their visit was part of an overnight trip.
- Over one-third (36.0%) of overnight visitors stayed in an area hotel during their visit, followed by campgrounds (20.5%), and friends/relatives (19.9%).
- 46.4% of respondents visited the Atchafalaya National Heritage Area for a pleasure trip, followed by visiting friends or relatives (21.4%), and business (13.3%). 10.8% of visitors came to the ANHA for a special event or regional festival.
- Over two-thirds (67.7%) of day trip visitors spent 6 hours or less in the local area. The average number of hours spent was 5.4.
- The majority (62.6%) of overnight visitors spent between 1 to 3 nights in the local area. The average number of nights spent was 4.4.
- The most common region ever visited by respondents was Baton Rouge (79.3%), followed by Lafayette (63.5%), Breaux Bridge (52.0%), and New Iberia (48.3%).
- The most commonly visited region by respondents *on their current trip* was Baton Rouge (64.1%), followed by Lafayette (37.2%), Breaux Bridge (28.2%), and New Iberia (24.4%).
- 58.3% of respondents reported that one or more the ANHA communities was their trip’s primary destination.
- Over half (54.3%) of respondents went to an ANHA visitor center during their trip. The majority (75.5%) of visitors had 1 to 2 adults in their party. The average number of adults per party was 2.9.
- Of visitors whose parties included children, the average number of children was 2.1.
- The average party size, adults and children together, was 5.
- The largest percentage of visitors came from Louisiana (39.0%), followed by Texas (12.2%), Florida (4.9%), and Mississippi (4.0%).

- Of reported international visitors, France and Germany were the most represented countries (each with 33.3%).
- 41.7% of respondents learned about the Atchafalaya National Heritage Area by visiting an information center, followed by friends or word-of-mouth (32%) and a highway/road sign (17.8%).
- Males and females made the same percentage of respondents.
- The 56 to 65 age group represented the largest amount (23.9%) of respondents, closely followed by the 46 to 55 age group (23.3%).
- 55.6% of respondents had income of over \$50,000.
- Over half (52.4%) of respondents had at least an undergraduate degree.
- The majority (61.7%) of visitors spent \$41 or more on their visit to the Atchafalaya National Heritage Area.
- The overwhelming majority (98.2%) of respondents would recommend visiting the Atchafalaya National Heritage Area to their friends.
- Although awareness of the Atchafalaya National Heritage Area is low, those that did visit the ANHA were satisfied with their visit as indicated by the high percentage who would recommend the area to others (98.2%).

## **Introduction**

Representatives of the Louisiana Department of Culture, Recreation and Tourism (LOT) contacted the Hospitality Research Center at the University of New Orleans (HRC) for the purpose of executing and analyzing a survey of the Atchafalaya National Heritage Area (ANHA). The visitor profile is beneficial to assess awareness of the ANHA. This information will assist in knowing usage and satisfaction levels at various areas within the ANHA and may also be used in future advertising and marketing efforts.

## **Methodology**

Representatives of LOT provided a questionnaire used in a national survey of heritage areas. The survey was sent to welcome centers in the Atchafalaya National Heritage Area, Atchafalaya Welcome Center, Vidalia Welcome Center, Capital Park Welcome Center and State Capitol Welcome Center. Each welcome center was instructed to randomly give out five surveys per day to visitors between May 22, 2009 and September 11, 2009. Welcome Center personnel were instructed to give out maps of the Atchafalaya area only after the survey was completed in order to get a baseline for measuring awareness. Completed surveys were periodically mailed via FedEx to the HRC.

A total of 367 completed surveys were received for analysis. UNO's Hospitality Research Center entered and cleaned the visitor data. The HRC executed statistical analysis of the data and tabulated the results. Open-ended questions were tabulated by hand. The HRC also analyzed the results and developed this summary report.

## Analysis of Visitor Survey

### Question 1 - Is this your first trip to the Atchafalaya National Heritage Area?

Table 1. First Trip to the Atchafalaya Heritage Area

Response	Percentage
Yes	52.9%
No	47.1%
Valid Cases	357

- 52.9% of respondents were first time visitors to the Atchafalaya Heritage Area.

### Question 2 - Are you familiar with the Atchafalaya National Heritage Area?

Table 2. Familiarity with the Atchafalaya Area

Response	Percentage
Very Familiar	11.7%
Somewhat Familiar	35.0%
Not Sure	16.4%
No	36.9%
Valid Cases	360

- Over half (53.3%) of respondents were either “not sure” or were not familiar with the Atchafalaya National Heritage Area. Just 11.7% considered themselves very familiar.

**Question 3 – Is this visit part of a day trip or overnight trip?**

**Table 3. Type of Trip**

Response	Percentage
Day Trip	47.5%
Overnight Trip	52.5%
Valid Cases	341

- 52.5% of respondents indicated their visit was part of an overnight trip.

**Question 3a – If overnight, what type of lodging are you using in the local area?**

**Table 3a. Type of Lodging**

Response	Percentage
Hotel	36.0%
Campground	20.5%
Staying with friends/ relatives	19.9%
Staying overnight outside the local area or just passing through	18.6%
Historic hotel of bed & breakfast	5.0%
Valid Cases	161

- Over one-third (36.0%) of overnight visitors stayed in an area hotel during their visit, followed by campgrounds (20.5%), and friends/relatives (19.9%).

**Question 4 – What is the purpose of your trip to the area?**

Table 4. Purpose of Trip

Response	Percentage
Pleasure trip	46.4%
Visiting friends or relatives	21.4%
Business	13.3%
Special event/regional festival	10.8%
Other	8.0%
Valid Cases	323

- 46.4% of respondents visited the Atchafalaya National Heritage Area for a pleasure trip, followed by visiting friends or relatives (21.4%), and business (13.3%). 10.8% of visitors came to the ANHA for a special event or regional festival. \*Other responses are in the Appendix A.

**Question 5 – How long are you spending in the local area (in any of the 14 parishes in the Atchafalaya National Heritage Area)?**

Table 5. Length of Visit in Hours

Response	Percentage
1 to 3 hours	30.7%
4 to 6 hours	37.0%
7 to 9 hours	19.7%
10 to 12 hours	10.2%
13 to 15 hours	2.4%
Valid Cases	127

- Over two-thirds (67.7%) of day trip visitors spent 6 hours or less in the local area. The average number of hours spent was 5.4.

Table 5a. Length of Visit in Nights

Response	Percentage
1	22.4%
2	20.7%
3	19.5%
4	16.1%
5	6.9%
6 or more	14.4%
Valid Cases	174

- The majority (62.6%) of overnight visitors spent between 1 to 3 nights in the local area. The average number of nights spent was 4.4.

**Question 6a- Which of the following regions in the Atchafalaya National Heritage Area have you visited before?**

Table 6a. Regions Ever Visited

Response	Percentage
Baton Rouge area	79.3%
Lafayette	63.5%
Breaux Bridge	52.0%
New Iberia	48.3%
Port Allen	39.3%
Eunice	38.7%
Donalsonville	38.7%
New Roads	34.1%
Houma	33.1%
Grosse Tete	31.9%
Bunkie	31.6%
Morgan City	28.8%
Vidalia	28.2%
Napoleon Ville	26.0%
Other	4.0%
Valid Cases	1865

\* Totals equal over 100% because of multiple responses.

- The most common region ever visited by respondents was Baton Rouge (79.3%), followed by Lafayette (63.5%), Breaux Bridge (52.0%), and New Iberia (48.3%).

**Question 6b - Which of these will you visit on this trip? (check all that apply)**

Table 6b. Regions Visited on this Trip

Response	Percentage
Baton Rouge	64.1%
Lafayette	37.2%
Breaux Bridge	28.2%
New Iberia	24.4%
Donalsonville	18.6%
Port Allen	16.0%
Eunice	11.5%
Grosse Tete	11.5%
Houma	10.3%
Morgan City	9.6%
Vidalia	7.7%
New Roads	7.7%
Napoleonville	7.7%
Bunkie	7.1%
Other	3.8%
Valid Cases	414

\* Totals equal over 100% because of multiple responses.

- The most commonly visited region by respondents on their current trip was Baton Rouge (64.1%), followed by Lafayette (37.2%), Breaux Bridge (28.2%), and New Iberia (24.4%). \*Other responses are in the Appendix B.

**Question 7 – Was one or more of these communities your trip’s primary destination**

Table 7. Primary Destination

Response	Percentage
Yes	58.3%
No	41.7%
Valid Cases	343

- 58.3% of respondents reported that one or more of these communities was their trip’s primary destination. \*List of responses found in Appendix C.

**Question 8 – Did you visit an Atchafalaya Heritage visitor center on this trip?**

Table 8. Use of a Visitor Center

Response	Percentage
Yes	54.3%
No	45.7%
Valid Cases	302

- Over half (54.3%) of respondents went to an ANHA visitor center during their trip. \*List of responses in Appendix D.

### Question 9 – How many adults are in your travel party?

Table 9. Party Size (Adults)

Response	Percentage
1	17.2%
2	58.3%
3	7.5%
4	8.9%
5 or more	8.0%
Valid Cases	348

- The majority (75.5%) of visitors had 1 to 2 adults in their party. The average number of adults per party was 2.9.

### Question 9a – How many children (under 18) are in your travel party?

Table 9a. Party Size (Children)

Response	Percentage
1	39.8%
2	31.3%
3	16.9%
4	7.2%
5 or more	4.8%
Valid Cases	83

- Of visitors whose parties included children, the average number of children was 2.1.
- The average party size, adults and children together, was 5.

**Question 10 – What is the zip code of your permanent address?**

Table 10. State of Residence

<b>Response</b>	<b>Percentage</b>
Louisiana	39.0%
Texas	12.2%
Florida	4.9%
Mississippi	4.0%
California	3.7%
Alabama	3.4%
North Carolina	2.4%
Tennessee	2.4%
Michigan	2.1%
Oklahoma	2.1%
Georgia	1.8%
Wisconsin	1.8%
Colorado	1.5%
Missouri	1.5%
New York	1.5%
Pennsylvania	1.5%
Virginia	1.5%
Other	12.7%
Valid Cases	328

- The largest percentage of visitors came from Louisiana (39.0%), followed by Texas (12.2%), Florida (4.9%), and Mississippi (4.0%).

Table 10a. Countries of Foreign Visitors

Response	Percentage
France	33.3%
Germany	33.3%
The Netherlands	6.7%
Australia	6.7%
Brazil	6.7%
England	6.7%
Japan	6.7%
Valid Cases	23

- Of reported international visitors, France and Germany were the most represented countries (each with 33.3%).

**Question 11 – How did you learn about Atchafalaya National Heritage Area?**

Table 11. Learn about Atchafalaya National Heritage Area

Response	Percentage
Visited information center	41.7%
Friends or word-of-mouth	32.0%
Highway/road sign	17.8%
Brochure	11.5%
Web search or other site	5.4%
Newspaper or magazine	4.5%
National park service	0.6%
Hotel front desk personnel concierge	0.3%
Valid Cases	408

\*Total is greater than 100% because respondents could choose multiple responses

- 41.7% of respondents learned about the Atchafalaya National Heritage Area by visiting an information center, followed by friends or word-of-mouth (32%) and a highway/road sign (17.8%). \*Other responses are in the Appendix E.

**Question 12 – Are you male or female?**

Table 12. Gender

Response	Percentage
Male	50%
Female	50%
Valid Cases	312

- Males and females made the same percentage of respondents.

**Question 13 – How old are you?**

Table 13. Age

Response	Percentage
16 – 25	4.1%
26 – 35	10.3%
36 – 45	15.6%
46 – 55	23.3%
56 – 65	23.9%
66 - 75	18.0%
Over 75	4.7%
Valid Cases	339

- The 56 to 65 age group represented the largest amount (23.9%) of respondents, closely followed by the 46 to 55 age group (23.3%).

**Question 14 – What was your household income during the past year?**

Table 14. Income

Response	Percentage
Under \$20,000	6.1%
\$20,000-\$34,999	15.2%
\$35,000-\$49,999	23.0%
\$50,000-\$74,999	28.3%
\$75,000-\$99,999	14.3%
\$100,000 or more	13.0%
Valid Cases	230

- 55.6% of respondents had an income of over \$50,000.

**Question 15 – What is your level of education?**

Table 15. Education Level

Response	Percentage
Less than high school	2.3%
High school graduate	19.0%
Some college or 2-year degree	26.4%
4-year undergraduate degree	28.9%
Graduate degree	23.5%
Valid Cases	311

- Over half (52.4%) of respondents had at least a 4-year undergraduate degree.

**Question 16 – How much money did you or do you expect to spend on your visit to the Atchafalaya National Heritage Area?**

Table 16. Money Spent on Visit

Response	Percentage
None	10.5%
\$1-\$5	5.1%
\$6-\$10	4.0%
\$11-\$20	5.1%
\$21-\$30	6.1%
\$31-\$40	7.6%
\$41-\$50	5.8%
\$51-\$60	7.2%
\$61-\$75	2.9%
More than \$75	45.8%
Valid Cases	277

- The majority (61.7%) of visitors spent \$41 or more on their visit to the Atchafalaya National Heritage Area.

**Question 17 – Would you recommend visiting the Atchafalaya National Heritage Area to your friends?**

Table 17. Would You Recommend

Response	Percentage
Yes	98.2%
No	1.8%
Valid Cases	329

- The overwhelming majority (98.2%) of respondents would recommend visiting the Atchafalaya National Heritage Area to their friends.

**Question 18 – What was your favorite site that you visited on your trip?**

\* See Appendix F

**Question 19 – What was your favorite activity this trip?**

\*See Appendix G

**Question 19b – Any other comments?**

\*See Appendix H

# Appendix A

## Open Ended Responses

### Question 4 – What is the purpose of your trip to the area?

#### Other Responses

Response	Frequency
Passing through	4
Live here	2
Bathroom	1
Doctor's appointment	1
En route to new Orleans	1
Funeral	1
Going to Disney World	1
Going to Slidell	1
Just pass through	1
Photography	1
Picking up Louisiana giveaways	1
Relocating	1
Reminiscing	1
Traveling through	1
Truck driver	1

# Appendix B

**Question 6b – Which of these will you visit on this trip?**

Other Responses

<b>Response</b>	<b>Frequency</b>
New Orleans	4
Gonzales	1
Monroe	1

# Appendix C

## Question 7 – Was one or more of these areas your trip’s primary destination?

### Open Ended Responses

Response	Frequency
Baton Rouge	74
Lafayette	24
Breaux Bridge	13
Port Allen	7
New Orleans	5
State Capitol	5
Marksville	4
New Iberia	4
Atchafalaya	2
Avery Island	2
Houma	2
Vidalia- Ferriday	2
Bayou Pigeon	1
Vidalia	1
Alexandria	1
All of them	1
Broussard , LA	1
Cajun	1
Cocodrie	1
Donaldsonville	1
Eunice	1
Ferriday	1
Franklin	1
Lake Charles	1
Mansura	1
Martinsville	1
Monterey	1
Morgan City, Patterson	1
Morganza	1
Opelousas	1
Plantation	1
Rayne - Crowley	1
Scott	1
St Martin	1
St. Francisville	1
St. Martin Parish	1
St. Mary	1

# Appendix D

**Question 8 - What additional visitor centers did you visit on this trip?**

Open Ended Responses

<b>Response</b>	<b>Frequency</b>
Capital Park Visitor Center	45
Atchafalaya	43
Baton Rouge	8
CPWC	4
Butte La Rose	3
Vidalia Welcome Center	3
Alexandria	2
Avery Island	1
Bridge	1
Catahoula Lake	1
Exit 121	1
Iberia	1
Lafayette	4
Little Rock	1
Natchez	1
Magee's Landrey	1
Mississippi	1
New Iberia	1
Port Allen	1
Slidell Welcome Center	1
St. Martin Parish	1
St. Francisville	1
State border	1
Texas, Arizona, CA	1
TX, LA	1
Vicksburg	2
Vinton (closed)	1

# Appendix E

**Question 11 – How did you learn about the Atchafalaya National Heritage Area?**

Other Responses

<b>Response</b>	<b>Frequency</b>
Louisiana Native	5
Family	3
Business	2
Always stop going home	1
Group up hearing about it	1
Helped Develop IT	1
I lived in Beaumont	1
Live in Louisiana	1
Movies	1
National news	1
Parents	1
Swamp visit	1
Tourist guide	1

# Appendix F

**Question 18 – What was your favorite site that you visited on your trip?**

Response	Frequency
Capitol	21
Welcome Center 121	13
Atchafalaya Welcome Center	12
Swamp	12
Just got here	7
Avery Island	6
Old State Capital	6
Breaux Bridge	5
All of it	4
New Orleans	4
Perkins Rowe	3
The Welcome Center	4
Vidalia LA	3
Atchafalaya Basin	2
Basin	2
Capitol Welcome Center	2
LASM	2
LSU	2
Movie	2
Old Governor's Mansion	2
Plantations	2
Prejean restaurant	2
State Capital Building	2
U.S.S Kidd	2
USS Kidd	2
Vidalia Welcome Center	2
View	2
Art museum	1
Art show	1
Atchafalaya Video	1
Backpack- Baton Rouge, LA	1
Basin tour	1
Bass Pro	1
Bayou	1
Beautiful highway	1

Blue Bayou	1
Blue Bonnet Swamp	1
Boat ramp	1
Breaux Bridge Swamp	1
Cabella's in Gonzalez	1
Cajun Village	1
Capitol center	1
Capitol park - meeting	1
City building	1
Concordia	1
don't know yet	1
Enjoyed the video and tourist info game	1
Evangeline site	1
Excellent	1
Friendly people	1
Friendly welcome from Sandra	1
Good trip	1
Grandchildren	1
Gross Tete area	1
Hard to say, just arrived in Baton Rouge	1
Haven't been to any yet	1
Henderson swamp	1
Henderson, LA	1
Heritage center	1
Hollywood Casino	1
Homas Hans	1
Houma	1
I had not been to the State Capitol kid	1
I love Avery Island; and also love the displays here at the Welcome Center	1
I went to the Welcome Center to pick up some things	1
Information centers	1
Jambalaya of restaurants	1
Jean Lafitte Center	1
Jennings, La	1
LA State Museum	1
Lafayette	1

Lafayette parish	1
Lafayette restaurants and Opelousas	1
George's Restaurant	1
Magnolia Mound	1
Mary at Atchafalaya welcome center	1
Mississippi River	1
Movie/ coffee center	1
Nettaway Plantation	1
New Capitol building	1
New Iberia main street	1
New Orleans tour	1
New state capitol- old state capitol museums	1
Oaklawn Manor	1
Observation deck at state capitol	1
Observing any listing to the lawmaking	1
Paragon casino	1
People	1
Rest stop	1
River Road Plantations	1
Scenic byways	1
Seafood restaurants	1
Shaw Center was beautiful	1
Spillway	1
St. Martinville	1
Teddy's Blues Joint- excellent	1
The Capitol park welcome center	1
The long bridge	1
The river	1
The show center theater	1
The state capitol building	1
The State Museum was nice	1
The video presentation and animal puppets	1
The visitor center	1
This 4 minute movie is great	1
This was excellent	1
This welcome center is clean, helpful and great people	1

Today = St Martinville/ Lafayette	1
Too many to count	1
Too many to visit	1
Tourist Bureau	1
Traveling through the state	1
Undecided	1
Vermillionville	1
Very beautiful state and people here in Louisiana	1
very friendly	1
Natchez area	1
Visit around the yard	1
Visitor center and Basin Bridge	1
Water	1
Waterways	1
We came too late to see anything today and we are only passing thru	1
WMA'S Birds	1

# Appendix G

**Question 19 – What was your favorite activity this trip?**

**Open Ended Responses**

<b>Response</b>	<b>Frequency</b>
Seeing friends	3
Sight seeing	3
Eating	3
Site seeing	2
Swamp tour	2
Visiting relatives	2
Animal puppets	1
Antiquing in Denham Springs	1
Artwork, scenery	1
Avery Island	1
Best stop/ T sues	1
Birding and photography	1
Blue Bayou of the grandkids	1
Camping, fishing	1
Capitol	1
Driving and looking	1
Everything	1
Gathering info for my next visit	1
Graduation	1
Helping other people around	1
Louisiana retired teachers rally. Visited house or rep in session today. Will be back later for bird watching at Lake Martin. Love to watch Roseate Spoon spills nesting	1
Lectures	1
Nature	1
Not much to do or see after work hours downtown	1
Observation deck	1
On business	1
Pickle ball	1
Rest	1
Seeing new places and collecting data	1
Seeing Local rivers	1
Speech out the steps of capital	1
Talking with the travel counselors	1
The art was lovely	1

The tour on Avery Island and down in New Orleans	1
Touring facilities and exhibits	1
Traveling to Bayou Sorrel, since I hadn't visited the area before	1
Trolley in Baton Rouge	1
Visiting the capital and tour the building	1
Visiting the river center and walking on the levee	1
Walking	1
Welcome Center	1
Welcome center Exit 121	1
Went to the Capital for retired teachers	1

# Appendix H

**Question 19b – Any other comments?**

<b>Response</b>
A really neat place. I will be back to tour the basin. Great welcome center.
A wonderful experience
Always like to stop and talk to the very friendly and hospital folks who work here
Beautiful area. Great people
Beautiful area
Beautiful place
Beautiful!
Beautiful, keep the basin alive. It's where we love, live and raise our children
Better parking is needed at the Welcome Center and better highway roads.
Continue good things
Difficult to find Welcome Center but friendly staff
En route to New Orleans
Enjoyed all visits
Enjoyed all we visited
Everyone was so nice and pleasant
Excellent
Excellent services at welcome center. Thank you
Friendly staff
Fun eating, crawfish at Crawfish town
Girls at center, very good and friendly
God bless America
Good coffee always
Good food- Fun music
Good food, good people
Great area for sightseeing. Area where welcome center had limited parking
Great display
Great job!!
Great place
Great place and well cared for, staff very helpful and friendly
Great spot
Great staff-friendly, informative
Great time to come
Had a great time
Had fun
Hope to have a good time
I'll bring the kids next time!
I am so pleased with the changes that have taken place in Vidalia. It's been wonderful to see all of the new businesses. Keep up the good work

I am very fond of this area of Louisiana. I lived in New Orleans in the 1960's, but don't get back here very often. It is a joy to be back
I don't know enough about the area
I love Louisiana!
I love this area
I loved Louisiana area and all that is has to offer
I would like to return and visit and take in additional sites
Information centers are great
It was a wonderful day or legislation/ visits and interaction
Just beautiful state, very clean
Keep up the good work
Keep up the cleanness of you highway. Thanks
Looks like fun!
Love Cajun culture
Love Louisiana
Loved this visitor center. Mary was a lot of help on our way in! This trip is on our way back to Alabama
Lovely service at the welcome center, so sweet and helpful!!
Lovely state and people
N/A
Nature of LA
Nice
Nice people- beautiful gardens. Different scenery
Nice people
Nice place and area
No
None
People at the welcome center are so nice
Please continue this funding. Very educational and well deserved
Please save our coast
Rest stops in LA, MI are wonderful
Thank you
Thanks for all of your help and concern
Thanks to Faye and Audrey at state capitol
Thanks!
The staff is great and really helpful. One of the best rest areas I have been too
The staff was very cordial, helpful and informative
The welcome center needs better signage
This is a beautiful center
This is a great Welcome Center, wonderful staff
This welcome center was hard to locate and find our way in
Very friendly, very clean

Very helpful
Very interesting and informative. Will be bringing the grandkids next time
Very nice and clean. Very courteous staff
Very nice and helpful people at the welcome center
Very nice people at the Welcome center
Very nice place and people
Very nice, would gladly visit again. Thanks
Very very nice visitor center, have enjoyed it several times. Excellent coffee! Thank you for the gifts
We had fun. Good food
We have had a wonderful time! It's wonderful
We must save this area! It's vital!
We very much enjoy the very good information provided to tourists. Thank you !
We will definitely be back
Welcome center should be advertised better
Wish to see more of my state.
Wonderful facilities
Wonderful place
Wonderful place and people
Would love to come on a more leisurely trip
Would visit again

# Appendix I

ID#:

DATE: \_\_\_\_\_

Date: May 22-Sept 11, 2009

## ATCHAFALAYA NATIONAL HERITAGE AREA 2009 VISITOR SURVEY

To help us to better understand and serve our visitors, we are asking randomly selected visitors to complete a short survey. Your participation in this survey is voluntary and all information you provide will be kept confidential. The survey will take approximately 4-5 minutes of your time.

1. Is this your first trip to the Atchafalaya National Heritage Area?  Yes  No

2. Are you familiar with the Atchafalaya National Heritage Area?  
 Very Familiar  Somewhat Familiar  Not Sure  No

3. Is this visit part of a  Day Trip, or  Overnight Trip →

4. What is the purpose of your trip to the area?  
 Visiting friends or relatives  
 Pleasure trip  
 Special Event / Regional Festival  
 Business  
 Other, please specify: \_\_\_\_\_

If overnight, what type of lodging are you using in the local area? (Check one.)  
 Historic Hotel or Bed & Breakfast  
 Hotel or Motel  
 Campground  
 Staying with friends/relatives in the area  
 Staying overnight outside the local area or just passing through

5. How long are you spending in the local area (in any of the 14 parishes in the Atchafalaya National Heritage Area)?  
\_\_\_\_ hours, if on a day trip \_\_\_\_ nights away from home, if an overnight trip

6. a. Which of the following regions in the Atchafalaya National Heritage Area have you visited before?  
b. Which of these will you visit on this trip? (Check all that apply)

### Community

### Ever Visited Visit on this trip

Vidalia, Ferriday area (Concordia Parish)	<input type="checkbox"/>	<input type="checkbox"/>
Bunkie, Marksville, Mansura area (Avoyelles Parish)	<input type="checkbox"/>	<input type="checkbox"/>
New Roads, Morganza, Livonia area (Pointe Coupee Parish)	<input type="checkbox"/>	<input type="checkbox"/>
Eunice, Opelousas, Washington area (St. Landry Parish)	<input type="checkbox"/>	<input type="checkbox"/>
Lafayette, Scott, Duson area (Lafayette Parish)	<input type="checkbox"/>	<input type="checkbox"/>
Breaux Bridge, Henderson, St. Martinville area (St. Martin Parish)	<input type="checkbox"/>	<input type="checkbox"/>
New Iberia, Avery Island, Jeanerette area (Iberia Parish)	<input type="checkbox"/>	<input type="checkbox"/>
Baton Rouge area (East Baton Rouge Parish)	<input type="checkbox"/>	<input type="checkbox"/>
Donaldsonville, White Castle area (Ascension Parish)	<input type="checkbox"/>	<input type="checkbox"/>
Port Allen area (West Baton Rouge Parish)	<input type="checkbox"/>	<input type="checkbox"/>
Grosse Tete, Plaquemine, Bayou Sorrel area (Iberville Parish)	<input type="checkbox"/>	<input type="checkbox"/>
Morgan City, Patterson, Franklin area (St. Mary Parish)	<input type="checkbox"/>	<input type="checkbox"/>
Napoleonville, Pierre Part area (Assumption Parish)	<input type="checkbox"/>	<input type="checkbox"/>
Houma, Chauvin, Cocodrie area (Terrebonne Parish)	<input type="checkbox"/>	<input type="checkbox"/>

7. Was one or more of these communities your trip's primary destination?  
 No  Yes (Community: \_\_\_\_\_)

8. Did you visit an Atchafalaya Heritage visitor center on this trip?  
 Yes (Which one(s)? \_\_\_\_\_)  No

9. How many people are in your travel party? \_\_\_\_\_ adults \_\_\_\_\_ children (under 18)

10. What is the zip code of your permanent residence? \_\_\_\_\_

10. What is the zip code of your permanent residence? \_\_\_\_\_

11. How did you learn about Atchafalaya National Heritage Area?

- |   |   |
|---|---|
| <input type="checkbox"/> Friends or word-of-mouth   | <input type="checkbox"/> ENHC Newsletter                      |
| <input type="checkbox"/> Brochure                   | <input type="checkbox"/> Hotel front desk personnel/concierge |
| <input type="checkbox"/> Visitor information center | <input type="checkbox"/> Newspaper or magazine                |
| <input type="checkbox"/> National Park Service      | <input type="checkbox"/> Web/internet site                    |
| <input type="checkbox"/> Highway/Road Sign          | <input type="checkbox"/> Other _____                          |

12. Are you:     Male             Female

13. How old are you?

- |                                  |                                  |
|----------------------------------|----------------------------------|
| <input type="checkbox"/> 16 – 25 | <input type="checkbox"/> 56 – 65 |
| <input type="checkbox"/> 26 – 35 | <input type="checkbox"/> 66 – 75 |
| <input type="checkbox"/> 36 – 45 | <input type="checkbox"/> Over 75 |
| <input type="checkbox"/> 46 – 55 |                                  |

14. What was your household income during the past year?

- Under \$20,000
- \$20,001-\$34,999
- \$35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000 or more

15. What is your level of education?

- Less than high school
- High school graduate
- Some college or 2-year degree
- 4-year undergraduate degree
- Graduate degree

16. How much money did you or do you expect to spend on your visit to the Atchafalaya National Heritage Area?

- None
- \$1-\$5
- \$6-\$10
- \$11-\$20
- \$21-\$30
- \$31-\$40
- \$41-\$50
- \$51-\$60
- \$61-\$75
- More than \$75

17. Would you recommend visiting the Atchafalaya National Heritage Area to your friends?

Yes

No

18. What was your favorite site that you visited on your trip?

---

19. Any other comments: \_\_\_\_\_

---

---

***Thank you for your time. We hope you enjoy your visit to the Atchafalaya National Heritage Area.***