VIRGINIA STATE PARKS:

YOUR COMMENTS COUNT ANNUAL REPORT

2024

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COVER PHOTO:
Seven Bends State Park
Source of image: https://www.dcr.virginia.gov/state-parks/seven-bends

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Acknowledgements

These surveying results would not be available without the park visitors who submitted surveys. Park management, park rangers, and all staff were very helpful in soliciting survey responses from visitors.

Citing this Report

Magnini, V. (2025). Virginia State Parks: Your Comments Count Annual Report: 2024. Longwood University, College of Business and Economics. Farmville, VA.

EXECUTIVE SUMMARY

During 2024, a total of 20,930 visitors to Virginia State Parks completed 'Your Comments Count' surveys (see Appendix A). As described in this report, the collection of completed surveys generally correlated with seasonal visitor volumes. Of the respondents, approximately 71 percent were Virginia residents; the next largest concentrations were from North Carolina (8%) and Maryland (4%). During park visits, the most common activity was hiking. Much more detailed information regarding visitors' perceptions and preferences is contained in this report.

Select highlights are as follows:

- Overall, 96% of respondents would recommend the park that they visited to a friend.
- The average percentage of 'good' or 'excellent' responses across the seven visitor satisfaction dimensions was 89 percent. None of the dimensions received less than 83 percent of 'good' or 'excellent' responses (fees = 83%).
- In total, 1,058 survey respondents communicated a potential interest in volunteering at a Virginia state park (not including respondents who already volunteer).
- The percentage of respondents wishing to subscribe to the State Parks' eNews list was 30.8 percent during 2024. More than 5,600 respondents asked to be enrolled.
- Across the entire park system, visitors who had face-to-face interactions with park staff were more highly satisfied than visitors who did not report face-to-face interactions. This satisfaction difference is statistically significant.

New in the Your Comments Count surveying program during 2024:

Due to the migration to a new surveying platform, results dashboards are available. Here is the dashboard for the 2024 park system results:

https://ql.tc/vqZMjq

Password: VSP

In addition, a dashboard has been created for each park (see Table 42).

RESPONSE VOLUMES BY PARK

Using This Information:

This section details the number of surveys generated by each park location. Park managers can use Table 1 to compare their survey volumes to parks of comparable size and visitor traffic. As seen in Table 1, there is a wide variation of response rates between park locations (Appendix B contains a map of park locations).

TABLE 1: RESPONSE VOLUMES BY PARK

Park	Submitted Surveys	Percent of Total
First Landing	2002	9.57%
Pocahontas	1695	8.10%
Douthat	1355	6.47%
Kiptopeke	1138	5.44%
Hungry Mother	1050	5.02%
Shenandoah River	1040	4.97%
Claytor Lake	1039	4.96%
Westmoreland	931	4.45%
James River	881	4.21%
Smith Mountain Lake	822	3.93%
Fairy Stone	777	3.71%
Grayson Highlands	775	3.70%
Occoneechee	718	3.43%
Lake Anna	679	3.24%
Chippokes	673	3.22%
Natural Tunnel	575	2.75%
Bear Creek Lake	570	2.72%
Powhatan	536	2.56%
Twin Lakes	489	2.34%
Staunton River	462	2.21%
Belle Isle	431	2.06%
Machicomoco	361	1.72%
Holliday Lake	317	1.51%
High Bridge Trail	302	1.44%
Sky Meadows	204	0.97%
New River Trail	183	0.87%
False Cape	158	0.75%
Caledon	97	0.46%
Mason Neck	97	0.46%
York River	86	0.41%
Natural Bridge	83	0.40%

Response Volumes by Park (continued)		
Sweet Run	74	0.35%
Leesylvania	66	0.32%
Seven Bends	65	0.31%
Sailor's Creek	61	0.29%
Widewater (W)	42	0.20%
SW Virginia Museum (W)	34	0.16%
Staunton River Battlefield (W)	23	0.11%
Clinch River (W)	20	0.10%
Wilderness Road (W)	14	0.07%
Culpeper Battlefields (W)	3	0.01%
Green Pastures (W)	1	0.00%
Mayo River (W)	1	0.00%
Total	**20930**	**100%**

Cautions Regarding the Interpretation of Findings

NOTE #1:

(W) represents a "warning." A park with a (W) yielded less than 60 surveys, therefore, results associated with this park should be interpreted cautiously.

NOTE #2:

Day visitors are under-represented in this year's survey sampling. Thus, all results in this report should be interpreted knowing that the findings are primarily describing overnight visitors.

Response Volumes by Month

Using This Information:

Table 2 details survey response volumes by month. For the most reliable and valid analysis of results, survey response volumes should correlate with business volumes; this is generally the case.

Table 2: Response Volumes by Month

Month	Frequency	Percent of Total
January	625	3.16%
February	399	2.02%
March	1370	6.92%
April	2255	11.39%
May	2447	12.36%
June	2637	13.32%
July	2196	11.09%
August	1517	7.66%
September	1391	7.03%
October	2780	14.04%
November	1651	8.34%
December	529	2.67%
Total		**100%**

LOCATION OF PRIMARY RESIDENCE

Using This Information:

Of the respondents who chose to provide their primary residence location, nearly 71% reside in Virginia. Table 3 offers a ranking of response volumes by state. As with every year, North Carolina is clearly the primary source market outside of Virginia.

TABLE 3: LOCATION OF PRIMARY RESIDENCE

Location	Frequency	Percent of Total
Virginia	13282	70.59%
North Carolina	1416	7.53%
Maryland	745	3.96%
Pennsylvania	493	2.62%
Florida	389	2.07%
Tennessee	335	1.78%
Not in the U.S.	208	1.11%
New York	189	1.00%
Ohio	184	0.98%
South Carolina	176	0.94%
West Virginia	171	0.91%
New Jersey	152	0.81%
Delaware	139	0.74%
District of Columbia	110	0.58%
Georgia	104	0.55%
Massachusetts	69	0.37%
Kentucky	65	0.35%
New Hampshire	60	0.32%
Texas	46	0.24%
Connecticut	40	0.21%
Michigan	39	0.21%
Maine	38	0.20%
Vermont	36	0.19%
Indiana	29	0.15%
Illinois	28	0.15%
Colorado	26	0.14%
Alabama	24	0.13%
Arizona	24	0.13%
Missouri	20	0.11%
South Dakota	18	0.10%
California	16	0.09%
Wisconsin	16	0.09%

LOCATION OF PRIMARY RESIDENCE (CONTINUED)		
Rhode Island	15	0.08%
Louisiana	14	0.07%
Minnesota	14	0.07%
Washington	13	0.07%
Arkansas	10	0.05%
New Mexico	10	0.05%
Mississippi	8	0.04%
Oregon	8	0.04%
Oklahoma	7	0.04%
Alaska	6	0.03%
Kansas	4	0.02%
Nebraska	4	0.02%
Iowa	3	0.02%
Hawaii	2	0.01%
Idaho	2	0.01%
North Dakota	2	0.01%
Utah	2	0.01%
Montana	1	0.01%
Nevada	1	0.01%
Puerto Rico	1	0.01%
Wyoming	1	0.01%

Participation in Visitor Activities

Using This Information:

Activity participation rates are reported in Table 7. The overarching message communicated by these results is the prevalence of hiking. That is, almost 6 out of 10 survey respondents reported hiking activities. As such, all facets of the hiking experience (e.g. trail quality signage; restrooms) must be attended to in a meticulous fashion

As previously explained, it is important to note here that day visitors are under-represented in this year's survey sampling. Thus, all results in this report should be interpreted knowing that the findings are primarily describing overnight visitors.

Table 4: Relative Frequencies of Recreational Activities

Activity	Frequency	Percent of Visitors
Hiking	11956	57.12%
Bicycling	3572	17.07%
Swimming	3369	16.10%
Fishing	2819	13.47%
Birding	2692	12.86%
Picnicking	2475	11.83%
Boating	2037	9.73%
Educational program	1524	7.28%
Special event	813	3.88%
Horseback riding	291	1.39%
Other (variety of responses)	3678	17.57%

Willingness to Recommend

Using This Information:

As demonstrated in the sidebar image, the survey captured visitors' willingness to recommend the park to a friend. Across the entire park system, approximately 96 percent of respondents either "agreed" or "strongly agreed" that they would recommend the park to a friend (see Figure 1). Park-by-park mean scores for this item are listed in Table 5.

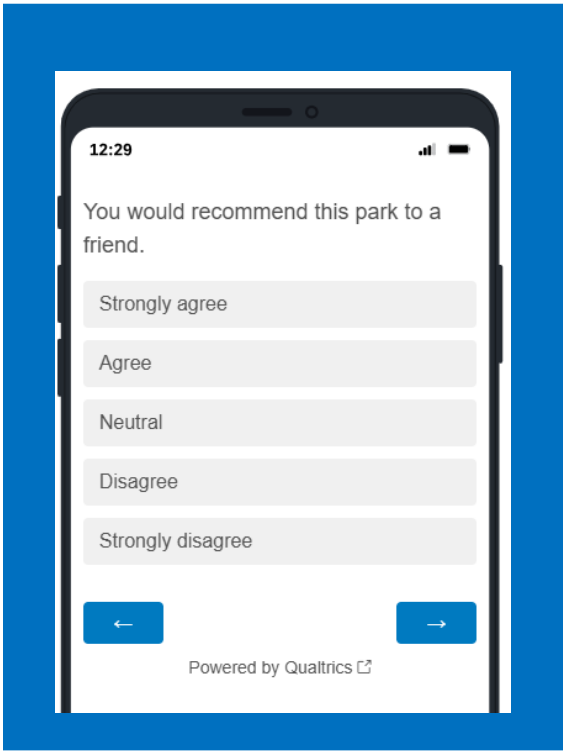


Figure 1: Willingness to Recommend: Extent of Agreement

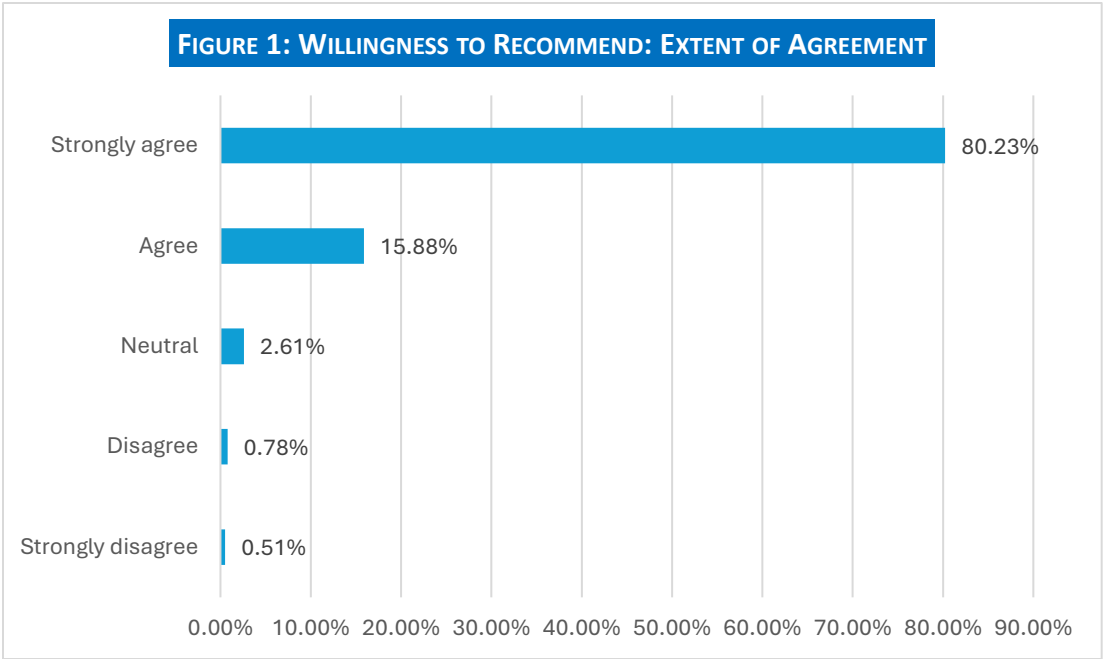


TABLE 5: YOU WOULD RECOMMEND THIS PARK TO A FRIEND (PARK-BY-PARK MEAN SCORES)	Park	2024
	Shenandoah River	4.9
	Natural Tunnel	4.9
	Douthat	4.8
	Grayson Highlands	4.8
	James River	4.8
	High Bridge Trail	4.8
	Powhatan	4.8
	False Cape	4.8
	Pocahontas	4.8
	Smith Mountain Lake	4.8
	Claytor Lake	4.8
	Belle Isle	4.8
	Wilderness Road (W)	4.8
	Hungry Mother	4.8
	Mason Neck	4.8
	Occoneechee	4.8
	Bear Creek Lake	4.8
	First Landing	4.8
	Sky Meadows	4.8
	Lake Anna	4.7
	Chippokes	4.7
	Natural Bridge	4.7
	York River	4.7
	Fairy Stone	4.7
	Staunton River	4.7
	New River Trail	4.7
	Culpeper Battlefields (W)	4.7
	Machicomoco	4.7
	Kiptopeke	4.6
	Sailor's Creek	4.6
	Westmoreland	4.6
	Twin Lakes	4.6
	Caledon	4.6
	SW Virginia Museum (W)	4.5
	Seven Bends	4.5
	Holliday Lake	4.4
	Widewater (W)	4.4
	Leesylvania	4.4
	Staunton River Battlefield (W)	4.4
	Sweet Run	4.3
	Clinch River (W)	4.3
	Mayo River (W)	3.0

OVERALL SATISFACTION WITH PARKS

Using This Information:

As seen in Appendix A, the survey asked visitors to rate the park overall based upon the following dimensions: (1) Natural and Historic Resources, (2) Activities and Programs, (3) Fees, (4) Facilities /Parking / Grounds, (5) Overall Cleanliness, (6) Staff Assistance, and (7) Security. Responses to these items range from 'excellent'=5 to 'unacceptable'=1.

Results reported in Table 6 suggest two overarching messages to managers: first, visitors to Virginia's State Parks are highly satisfied; second, results are relatively stable from year-to-year.

Even more useful for managers are the park-by-park results reported in Tables 7-13. **In these Tables, location-by-location results are arranged from largest scores to smallest. A low score by a park on a given dimension is not necessarily the result of sub-par staff performance but can be driven by a number of factors including the facilities available at the location.** Year-to-year comparisons are also provided in Tables 7-13.

TABLE 6: OVERALL SATISFACTION WITH PARKS

Dimension	2024 Average	2023 Average	% Unacceptable / Poor	% Good or Excellent
Natural / Historic Resources	4.65	4.70	<1%	85%
Activities and Programs	4.48	4.39	2%	90%
Fees	4.26	4.32	2%	83%
Facilities / Parking / Grounds	4.56	4.61	2%	92%
Overall Cleanliness	4.63	4.58	2%	94%
Staff Assistance	4.63	4.69	2%	93%
Security	4.43	4.56	2%	88%
				Overall: 89%

TABLE 7: SATISFACTION WITH NATURAL / HISTORIC RESOURCES	Park	2024	2023
	Wilderness Road (W)	4.8	5
	Grayson Highlands	4.8	4.87
	Natural Tunnel	4.8	4.85
	False Cape	4.8	4.8
	Natural Bridge	4.8	4.88
	Shenandoah River	4.7	4.73
	SW Virginia Museum (W)	4.7	5
	Chippokes	4.7	4.77
	Sailor's Creek	4.7	4.8
	Douthat	4.7	4.75
	James River	4.7	4.71
	Staunton River Battlefield (W)	4.7	4.52
	Mason Neck	4.7	4.53
	First Landing	4.7	4.72
	High Bridge Trail	4.7	4.84
	Culpeper Battlefields (W)	4.7	None
	Sky Meadows	4.7	4.74
	Pocahontas	4.7	4.71
	Smith Mountain Lake	4.7	4.7
	Hungry Mother	4.7	4.71
	York River	4.6	4.71
	Fairy Stone	4.6	4.69
	New River Trail	4.6	4.8
	Claytor Lake	4.6	4.68
	Belle Isle	4.6	4.66
	Occoneechee	4.6	4.72
	Staunton River	4.6	4.61
	Powhatan	4.6	4.72
	Kiptopeke	4.6	4.64
	Machicomoco	4.6	4.62
	Westmoreland	4.5	4.61
	Lake Anna	4.5	4.55
	Bear Creek Lake	4.5	4.63
	Caledon	4.5	4.86
	Twin Lakes	4.5	4.55
	Seven Bends	4.4	4.83
	Holliday Lake	4.4	4.54
	Sweet Run	4.4	None
	Clinch River (W)	4.4	None
	Widewater (W)	4.4	4.88
	Leesylvania	4.3	4.5
	Mayo River (W)	4.0	None

TABLE 8: SATISFACTION WITH ACTIVITIES AND PROGRAMS	Park	2024	2023
	Culpeper Battlefields (W)	5.0	None
	Sailor's Creek	4.8	5
	Staunton River Battlefield (W)	4.8	4.29
	Widewater (W)	4.7	5
	Natural Tunnel	4.7	4.56
	York River	4.7	4.25
	SW Virginia Museum (W)	4.6	4.93
	James River	4.6	4.42
	Caledon	4.6	4.36
	Mason Neck	4.6	4.35
	False Cape	4.6	4.59
	Grayson Highlands	4.6	4.53
	Wilderness Road (W)	4.6	None
	Fairy Stone	4.6	4.47
	Seven Bends	4.6	5
	Sky Meadows	4.5	4.6
	Pocahontas	4.5	4.51
	High Bridge Trail	4.5	4.82
	Douthat	4.5	4.39
	Powhatan	4.5	4.42
	Staunton River	4.5	4.45
	Natural Bridge	4.5	4.53
	Occoneechee	4.5	4.33
	Belle Isle	4.5	4.43
	First Landing	4.5	4.42
	Hungry Mother	4.5	4.45
	Shenandoah River	4.5	4.31
	Smith Mountain Lake	4.4	4.38
	Claytor Lake	4.4	4.44
	New River Trail	4.4	4.51
	Westmoreland	4.4	4.23
	Bear Creek Lake	4.4	4.42
	Sweet Run	4.4	None
	Twin Lakes	4.4	4.17
	Chippokes	4.4	4.32
	Machicomoco	4.3	4.2
	Kiptopeke	4.3	4.16
	Lake Anna	4.3	4.3
	Clinch River (W)	4.3	None
	Holliday Lake	4.2	4.18
	Leesylvania	4.1	3.67
	Mayo River (W)	4.0	None

TABLE 9: SATISFACTION WITH FEES	Park	2024	2023
	Sailor's Creek	4.8	5
	Clinch River (W)	4.7	None
	Culpeper Battlefields (W)	4.7	None
	SW Virginia Museum (W)	4.6	5
	Staunton River Battlefield (W)	4.5	4.18
	Belle Isle	4.5	4.43
	James River	4.4	4.43
	Powhatan	4.4	4.51
	False Cape	4.4	4.2
	Natural Tunnel	4.4	4.4
	High Bridge Trail	4.3	4.37
	Machicomoco	4.3	4.41
	Seven Bends	4.3	4.8
	Occoneechee	4.3	4.36
	Wilderness Road (W)	4.3	5
	Shenandoah River	4.3	4.28
	Douthat	4.3	4.35
	Chippokes	4.3	4.36
	Pocahontas	4.3	4.34
	Staunton River	4.3	4.42
	Bear Creek Lake	4.3	4.39
	Smith Mountain Lake	4.3	4.36
	Caledon	4.3	4.53
	Westmoreland	4.2	4.28
	Claytor Lake	4.2	4.36
	First Landing	4.2	4.26
	Fairy Stone	4.2	4.25
	Hungry Mother	4.2	4.27
	Twin Lakes	4.2	4.26
	Kiptopeke	4.2	4.26
	Lake Anna	4.2	4.23
	Widewater (W)	4.1	4.44
	Sky Meadows	4.1	4.33
	New River Trail	4.1	4.2
	Grayson Highlands	4.1	4.19
	York River	4.1	3.33
	Holliday Lake	4.1	4.2
	Mayo River (W)	4.0	None
	Mason Neck	4.0	3.84
	Leesylvania	3.8	4
	Sweet Run	3.8	None
	Natural Bridge	3.8	4.31

TABLE 10: SATISFACTION WITH FACILITIES / PARKING / GROUNDS	Park	2024	2023
	Powhatan	4.8	4.86
	Natural Tunnel	4.8	4.8
	Shenandoah River	4.8	4.79
	Belle Isle	4.8	4.8
	Wilderness Road (W)	4.8	5
	Sailor's Creek	4.8	5
	Machicomoco	4.7	4.81
	Douthat	4.7	4.73
	James River	4.7	4.7
	Smith Mountain Lake	4.7	4.6
	Claytor Lake	4.7	4.73
	SW Virginia Museum (W)	4.7	5
	Staunton River Battlefield (W)	4.7	4.4
	Occoneechee	4.6	4.74
	Lake Anna	4.6	4.52
	Staunton River	4.6	4.44
	Pocahontas	4.6	4.62
	York River	4.6	4
	High Bridge Trail	4.6	4.5
	Seven Bends	4.6	4.86
	Widewater (W)	4.6	5
	Mason Neck	4.6	4.58
	Sky Meadows	4.6	4.7
	Bear Creek Lake	4.5	4.64
	Caledon	4.5	4.56
	Hungry Mother	4.5	4.62
	First Landing	4.5	4.52
	Grayson Highlands	4.5	4.62
	Natural Bridge	4.5	4.68
	False Cape	4.4	4.31
	Chippokes	4.4	4.53
	Fairy Stone	4.4	4.43
	Leesylvania	4.4	4
	Twin Lakes	4.4	4.46
	Westmoreland	4.4	4.38
	New River Trail	4.3	4.61
	Culpeper Battlefields (W)	4.3	None
	Holliday Lake	4.2	4.43
	Kiptopeke	4.2	4.43
	Sweet Run	4.1	None
	Clinch River (W)	4.1	None
	Mayo River (W)	4.0	None

TABLE 11: SATISFACTION WITH OVERALL CLEANLINESS	Park	2024	2023
	SW Virginia Museum (W)	5.0	5
	Natural Tunnel	4.9	4.88
	Machicomoco	4.9	4.92
	Powhatan	4.9	4.89
	Wilderness Road (W)	4.8	4.33
	Seven Bends	4.8	5
	Sailor's Creek	4.8	5
	Shenandoah River	4.8	4.76
	Belle Isle	4.8	4.84
	Staunton River Battlefield (W)	4.8	4.48
	Natural Bridge	4.8	4.86
	False Cape	4.8	4.74
	Smith Mountain Lake	4.8	4.63
	Occoneechee	4.7	4.75
	James River	4.7	4.73
	Douthat	4.7	4.82
	High Bridge Trail	4.7	4.6
	Claytor Lake	4.7	4.72
	Fairy Stone	4.7	4.71
	Bear Creek Lake	4.7	4.72
	Sky Meadows	4.7	4.74
	Widewater (W)	4.7	5
	Grayson Highlands	4.7	4.69
	Staunton River	4.7	4.37
	Culpeper Battlefields (W)	4.7	None
	Caledon	4.7	4.68
	Lake Anna	4.6	4.42
	York River	4.6	4.25
	Mason Neck	4.6	4.64
	Pocahontas	4.6	4.55
	Clinch River (W)	4.6	None
	First Landing	4.5	4.38
	Twin Lakes	4.5	4.63
	Hungry Mother	4.5	4.56
	Sweet Run	4.5	None
	Chippokes	4.5	4.52
	Holliday Lake	4.5	4.58
	Westmoreland	4.5	3.98
	New River Trail	4.3	4.48
	Leesylvania	4.2	4.43
	Kiptopeke	4.1	4.06
	Mayo River (W)	None	None

TABLE 12: SATISFACTION WITH STAFF ASSISTANCE	Park	2024	2023
	Sailor's Creek	4.9	5
	SW Virginia Museum (W)	4.9	5
	Widewater (W)	4.8	4.89
	Natural Tunnel	4.8	4.79
	Staunton River	4.8	4.73
	Powhatan	4.7	4.8
	Fairy Stone	4.7	4.69
	Bear Creek Lake	4.7	4.81
	James River	4.7	4.74
	Wilderness Road (W)	4.7	5
	Machicomoco	4.7	4.8
	Douthat	4.7	4.74
	Occoneechee	4.7	4.71
	Claytor Lake	4.7	4.74
	Belle Isle	4.7	4.77
	Culpeper Battlefields (W)	4.7	None
	Smith Mountain Lake	4.7	4.55
	Shenandoah River	4.7	4.68
	Grayson Highlands	4.7	4.72
	Caledon	4.7	4.69
	False Cape	4.6	4.71
	Pocahontas	4.6	4.74
	First Landing	4.6	4.62
	Twin Lakes	4.6	4.66
	Mason Neck	4.6	4.59
	Sky Meadows	4.6	4.8
	Hungry Mother	4.6	4.68
	Lake Anna	4.6	4.55
	Chippokes	4.6	4.67
	Staunton River Battlefield (W)	4.6	4.54
	Natural Bridge	4.5	4.74
	Westmoreland	4.5	4.56
	New River Trail	4.5	4.72
	Clinch River (W)	4.5	None
	Holliday Lake	4.5	4.71
	High Bridge Trail	4.4	4.78
	Kiptopeke	4.4	4.57
	York River	4.3	4.75
	Seven Bends	4.3	5
	Sweet Run	4.2	None
	Leesylvania	4.1	4
	Mayo River (W)	None	None

TABLE 13: SATISFACTION WITH SECURITY	Park	2024	2023
	Culpeper Battlefields (W)	4.7	None
	Natural Tunnel	4.6	4.68
	Sailor's Creek	4.5	3.5
	Powhatan	4.5	4.71
	Claytor Lake	4.5	4.68
	Machicomoco	4.5	4.65
	Grayson Highlands	4.5	4.63
	False Cape	4.5	4.66
	James River	4.5	4.65
	Staunton River	4.5	4.45
	Occoneechee	4.5	4.64
	Smith Mountain Lake	4.5	4.53
	Fairy Stone	4.5	4.52
	Bear Creek Lake	4.5	4.63
	SW Virginia Museum (W)	4.5	5
	Wilderness Road (W)	4.5	5
	Shenandoah River	4.5	4.55
	Staunton River Battlefield (W)	4.5	4.11
	Douthat	4.4	4.62
	Belle Isle	4.4	4.6
	Pocahontas	4.4	4.56
	Sky Meadows	4.4	4.67
	First Landing	4.4	4.46
	Caledon	4.4	4.59
	Twin Lakes	4.4	4.51
	Westmoreland	4.4	4.51
	Lake Anna	4.4	4.42
	Hungry Mother	4.4	4.53
	Mason Neck	4.4	4.36
	Widewater (W)	4.3	5
	New River Trail	4.3	4.4
	High Bridge Trail	4.3	4.56
	Chippokes	4.3	4.5
	Natural Bridge	4.3	4.5
	Kiptopeke	4.3	4.46
	Holliday Lake	4.2	4.48
	Seven Bends	4.2	5
	York River	4.2	4.67
	Sweet Run	4.1	4.1
	Leesylvania	4.0	4.7
	Clinch River (W)	3.9	None
	Mayo River (W)	None	None

TABLE 14: COMPOSITE SATISFACTION SCORE*

*This composite satisfaction score is the sum of the following 7 satisfaction dimensions:

- Natural / Historic Resources
- Activities and Programs
- Fees
- Facilities / Parking / Grounds
- Overall Cleanliness
- Staff Assistance
- Security

Park	2024
Sailor's Creek	33.3
Natural Tunnel	33
SW Virginia Museum (W)	33
Culpeper Battlefields (W)	32.8
Staunton River Battlefield (W)	32.6
Wilderness Road (W)	32.5
Powhatan	32.4
Belle Isle	32.3
James River	32.3
Shenandoah River	32.3
False Cape	32.1
Smith Mountain Lake	32.1
Douthat	32
Staunton River	32
Machicomoco	32
Grayson Highlands	31.9
Occoneechee	31.9
Claytor Lake	31.8
Pocahontas	31.7
Caledon	31.7
Fairy Stone	31.7
Widewater (W)	31.6
Bear Creek Lake	31.6
Sky Meadows	31.6
High Bridge Trail	31.5
Mason Neck	31.5
First Landing	31.4
Hungry Mother	31.4
Chippokes	31.2
Lake Anna	31.2
Natural Bridge	31.2
Seven Bends	31.2
York River	31.1
Twin Lakes	31
Westmoreland	30.9
Clinch River (W)	30.5
New River Trail	30.5
Holliday Lake	30.1
Kiptopeke	30.1
Sweet Run	29.5
Leesylvania	28.9

SATISFACTION WITH VISITOR SERVICES / PARK AMENITIES

Using This Information:

Regarding visitor services, as seen in Appendix A, respondents were asked to rate eleven visitor services / amenities. As detailed in Table 15, overall scores are consistently high and consistently stable from year-to-year.

Even more useful for managers are the park-by-park results reported in Tables 16-26. In these Tables, location-by-location results are arranged from largest scores to smallest. **A low score by a park on a given dimension is not necessarily the result of sub-par staff performance but can be driven by a number of factors including the facilities available at the location.** Year-to-year comparisons are also provided in Tables 16-26.

TABLE 15: OVERALL RESPONSES FOR VISITOR SERVICES / AMENITIES

Visitor Services / Amenities	2024 Average	2023 Average	% Unacceptable / Poor	% Good & Excellent
Trails	4.58	4.63	1%	95%
Picnic areas	4.49	4.61	1%	93%
Beach / swimming	4.44	4.52	3%	89%
Boat launch	4.35	4.5	3%	87%
Watercraft rental	4.27	4.42	4%	83%
Disability access	4.26	4.49	3%	83%
Playgrounds	4.29	4.39	3%	84%
Food service	3.97	4.09	8%	71%
Visitor center	4.55	4.58	1%	91%
Restrooms	4.34	4.37	5%	85%
Shelter reservations	4.42	4.55	2%	88%

TABLE 16: SATISFACTION WITH TRAILS	Park	2024	2023
	Wilderness Road (W)	4.8	4.75
	High Bridge Trail	4.8	4.95
	York River	4.8	4.25
	Shenandoah River	4.8	4.79
	Pocahontas	4.7	4.78
	Sailor's Creek	4.7	4.75
	Powhatan	4.7	4.66
	Natural Tunnel	4.7	4.74
	Grayson Highlands	4.7	4.78
	New River Trail	4.7	4.85
	First Landing	4.6	4.68
	Caledon	4.6	4.63
	Hungry Mother	4.6	4.72
	Sky Meadows	4.6	4.75
	Claytor Lake	4.6	4.72
	Seven Bends	4.6	5
	Mason Neck	4.6	4.57
	Natural Bridge	4.6	None
	James River	4.6	4.64
	False Cape	4.6	4.7
	Westmoreland	4.6	4.57
	Douthat	4.6	4.61
	Smith Mountain Lake	4.5	4.59
	Belle Isle	4.5	4.59
	Staunton River	4.5	4.48
	Kiptopeke	4.5	4.62
	Culpeper Battlefields (W)	4.5	None
	Fairy Stone	4.5	4.48
	Occoneechee	4.5	4.52
	Bear Creek Lake	4.5	4.59
	Machicomoco	4.5	4.43
	Staunton River Battlefield (W)	4.5	4.44
	Lake Anna	4.5	4.47
	Clinch River (W)	4.4	5
	Twin Lakes	4.4	4.46
	Chippokes	4.3	4.25
	Leesylvania	4.3	4.89
	Widewater (W)	4.2	5
	Holliday Lake	4.2	4.39

TABLE 17: SATISFACTION WITH PICNIC AREAS (RAW DATA; SOME PARKS DO NOT OFFER THE RATED ITEM)	Park	2024	2023
	Sailor's Creek	4.8	3.5
	Natural Tunnel	4.7	4.72
	SW Virginia Museum (W)	4.7	5
	Powhatan	4.6	4.8
	False Cape	4.6	4.66
	Widewater (W)	4.6	5
	Sky Meadows	4.6	4.68
	Shenandoah River	4.6	4.73
	Belle Isle	4.6	4.72
	Smith Mountain Lake	4.6	4.65
	Claytor Lake	4.6	4.68
	Grayson Highlands	4.6	4.66
	Seven Bends	4.6	5
	Douthat	4.6	4.65
	Machicomoco	4.5	4.58
	Pocahontas	4.5	4.66
	James River	4.5	4.62
	Staunton River	4.5	4.59
	York River	4.5	5
	New River Trail	4.5	4.78
	Fairy Stone	4.5	4.5
	Bear Creek Lake	4.5	4.62
	Occoneechee	4.5	4.64
	Twin Lakes	4.5	4.59
	First Landing	4.5	4.58
	Caledon	4.4	4.64
	Hungry Mother	4.4	4.64
	Mason Neck	4.4	4.37
	Clinch River (W)	4.4	None
	Lake Anna	4.4	4.42
	Sweet Run	4.4	None
	Staunton River Battlefield (W)	4.4	4.38
	Holliday Lake	4.4	4.49
	Natural Bridge	4.4	4.81
	High Bridge Trail	4.4	4.44
	Kiptopeke	4.3	4.55
	Chippokes	4.3	4.35
	Westmoreland	4.3	4.44
	Leesylvania	4.2	4.75
	Wilderness Road (W)	4.1	None
	Culpeper Battlefields (W)	4.0	None

TABLE 18: SATISFACTION WITH BEACH / SWIMMING (RAW DATA; SOME PARKS DO NOT OFFER THE RATED ITEM)

Park	2024	2023
False Cape	4.9	4.9
First Landing	4.7	4.74
Smith Mountain Lake	4.6	4.65
Kiptopeke	4.6	4.67
Fairy Stone	4.5	4.57
Pocahontas	4.5	4.51
Hungry Mother	4.5	4.62
New River Trail	4.5	4.67
Bear Creek Lake	4.5	4.56
Claytor Lake	4.4	4.67
Lake Anna	4.4	4.44
Twin Lakes	4.4	4.48
Douthat	4.3	4.45
Holliday Lake	4.3	4.5
Shenandoah River	4.3	4.28
James River	4.3	4.29
Chippokes	4.2	4.22
Belle Isle	4.2	4.33
Powhatan	4.1	4.2
Occoneechee	4.1	4.05
Natural Tunnel	4.1	3.61
Westmoreland	4.0	4.23
Staunton River	3.7	3.49

Table 19: Satisfaction with Boat Launch (Raw Data; Some Parks Do Not Offer the Rated Item)	Park	2024	2023
	Smith Mountain Lake	4.6	4.63
	Claytor Lake	4.6	4.65
	Occoneechee	4.6	4.69
	Belle Isle	4.5	4.74
	False Cape	4.5	None
	Douthat	4.5	4.54
	First Landing	4.4	4.53
	Kiptopeke	4.4	4.66
	Fairy Stone	4.4	4.34
	Holliday Lake	4.4	4.39
	Mason Neck	4.3	None
	New River Trail	4.3	4.67
	Hungry Mother	4.3	4.58
	Twin Lakes	4.3	4.35
	Pocahontas	4.3	4.51
	Shenandoah River	4.3	4.3
	Lake Anna	4.3	4.39
	Bear Creek Lake	4.3	4.52
	Machicomoco	4.2	4.5
	James River	4.2	4.3
	York River	4.2	None
	Leesylvania	4.2	None
	Powhatan	4.1	4.07
	Natural Tunnel	4.1	None
	Staunton River	4.1	4.27
	Westmoreland	4.1	4.35
	Clinch River (W)	4.0	None
	Widewater (W)	3.9	None
	Chippokes	3.8	3.92

TABLE 20: SATISFACTION WITH WATERCRAFT RENTAL (RAW DATA; SOME PARKS DO NOT OFFER THE RATED ITEM)	Park	2024	2023
	Claytor Lake	4.5	4.59
	Fairy Stone	4.4	4.41
	Smith Mountain Lake	4.4	4.44
	Belle Isle	4.4	4.52
	Pocahontas	4.4	4.54
	Bear Creek Lake	4.3	4.59
	Douthat	4.3	4.42
	Twin Lakes	4.3	4.35
	Hungry Mother	4.3	4.52
	Holliday Lake	4.3	4.37
	First Landing	4.2	4.44
	Occoneechee	4.2	4.32
	James River	4.2	3.9
	Shenandoah River	4.1	4.28
	Staunton River	4.1	4.17
	Lake Anna	4.1	4.19
	Westmoreland	4.0	4.25
	Kiptopeke	4.0	4.28

TABLE 21: SATISFACTION WITH DISABILITY ACCESS

Park	2024	2023
Natural Tunnel	4.5	4.6
Sailor's Creek	4.5	4
Belle Isle	4.5	4.69
Smith Mountain Lake	4.4	4.37
High Bridge Trail	4.4	4.5
York River	4.4	5
Claytor Lake	4.4	4.48
James River	4.4	4.48
Machicomoco	4.4	4.65
Shenandoah River	4.3	4.59
First Landing	4.3	4.47
Occoneechee	4.3	4.53
Bear Creek Lake	4.3	4.45
Powhatan	4.3	4.52
Fairy Stone	4.3	4.47
Pocahontas	4.3	4.51
Hungry Mother	4.3	4.49
Caledon	4.3	4.86
Grayson Highlands	4.2	4.48
Mason Neck	4.2	4.43
Twin Lakes	4.2	4.4
Holliday Lake	4.2	4.4
Douthat	4.2	4.45
Lake Anna	4.2	4.38
Seven Bends	4.2	5
Kiptopeke	4.1	4.33
Staunton River	4.1	4.43
Leesylvania	4.1	4
SW Virginia Museum (W)	4.1	4.75
Westmoreland	4.1	4.42
False Cape	4.0	4.63
Chippokes	4.0	4.26
Wilderness Road (W)	4.0	None
New River Trail	4.0	4.5
Natural Bridge	3.9	4.29
Sky Meadows	3.8	3.94
Staunton River Battlefield (W)	3.8	4.2
Widewater (W)	3.7	5

TABLE 22: SATISFACTION WITH PLAYGROUNDS (RAW DATA; SOME PARKS DO NOT OFFER THE RATED ITEM)	Park	2024	2023
	Twin Lakes	4.4	4.47
	Occoneechee	4.4	4.55
	James River	4.4	4.29
	Powhatan	4.4	4.53
	Pocahontas	4.4	4.53
	Douthat	4.4	4.54
	Belle Isle	4.4	4.51
	Fairy Stone	4.4	4.34
	Staunton River	4.3	4.46
	Claytor Lake	4.3	4.41
	Westmoreland	4.3	4.36
	Natural Tunnel	4.3	4.35
	Bear Creek Lake	4.3	4.45
	Hungry Mother	4.2	4.45
	First Landing	4.2	4.3
	Kiptopeke	4.2	4.43
	Sky Meadows	4.2	4.35
	Shenandoah River	4.2	4.24
	Lake Anna	4.2	4.09
	Grayson Highlands	4.1	4.13
	Holliday Lake	4.0	4.37
	Chippokes	3.9	3.84

Table 23: Satisfaction with Food Service (Raw Data; Some Parks Do Not Offer the Rated Item)	Park	2024	2023
	Staunton River	4.4	4.2
	Fairy Stone	4.2	4.24
	Smith Mountain Lake	4.1	4.22
	Douthat	4.1	4.05
	Shenandoah River	4.1	4.11
	Bear Creek Lake	4.1	4.21
	Pocahontas	4.0	4.24
	Twin Lakes	4.0	3.83
	Belle Isle	3.9	4.16
	Lake Anna	3.9	3.84
	James River	3.9	4
	First Landing	3.9	4.13
	Grayson Highlands	3.9	4.05
	Claytor Lake	3.9	4.07
	Holliday Lake	3.9	3.96
	Hungry Mother	3.8	3.98
	Westmoreland	3.8	3.94
	Kiptopeke	3.7	3.93
	Chippokes	3.6	3.7

TABLE 24: SATISFACTION WITH VISITOR CENTER (RAW DATA; SOME PARKS DO NOT OFFER THE RATED ITEM)	Park	2024	2023
	Staunton River	4.8	4.76
	James River	4.7	4.76
	Shenandoah River	4.7	4.64
	Smith Mountain Lake	4.7	4.62
	Hungry Mother	4.7	4.67
	Belle Isle	4.7	4.75
	Grayson Highlands	4.6	4.64
	First Landing	4.6	4.65
	Natural Tunnel	4.6	4.63
	False Cape	4.6	4.62
	Occoneechee	4.6	4.65
	Pocahontas	4.6	4.63
	Douthat	4.6	4.53
	Westmoreland	4.5	4.54
	Sky Meadows	4.5	4.45
	Fairy Stone	4.5	4.45
	Bear Creek Lake	4.5	4.59
	Machicomoco	4.4	4.43
	Claytor Lake	4.4	4.52
	High Bridge Trail	4.4	None
	Twin Lakes	4.4	4.33
	Powhatan	4.4	4.56
	New River Trail	4.4	4.66
	Lake Anna	4.3	4.34
	Kiptopeke	4.3	4.41
	Chippokes	4.2	4.38
	Holliday Lake	4.0	4.21

TABLE 25: SATISFACTION WITH RESTROOMS (RAW DATA; SOME PARKS DO NOT OFFER THE RATED ITEM)

Park	2024	2023
Widewater (W)	4.9	5
Machicomoco	4.8	4.87
Sailor's Creek	4.8	5
Staunton River Battlefield (W)	4.8	3.9
Wilderness Road (W)	4.7	4
Natural Tunnel	4.7	4.74
SW Virginia Museum (W)	4.7	5
Belle Isle	4.7	4.75
Powhatan	4.7	4.81
Smith Mountain Lake	4.6	4.64
Shenandoah River	4.6	4.58
False Cape	4.6	4.64
Douthat	4.6	4.68
Claytor Lake	4.5	4.56
Twin Lakes	4.4	4.44
James River	4.4	4.52
York River	4.4	4.25
Lake Anna	4.4	4.16
Bear Creek Lake	4.4	4.5
Occoneechee	4.4	4.46
Staunton River	4.4	3.96
Caledon	4.4	4.29
Natural Bridge	4.4	4.54
Seven Bends	4.4	4.75
Fairy Stone	4.4	4.47
Mason Neck	4.4	4.41
Grayson Highlands	4.3	4.47
First Landing	4.3	4.22
Hungry Mother	4.3	4.42
High Bridge Trail	4.3	4.05
Sky Meadows	4.3	4.49
Westmoreland	4.2	3.7
Chippokes	4.2	4.23
Pocahontas	4.1	4.26
Holliday Lake	4.1	4.37
Leesylvania	4.1	4.18
Kiptopeke	3.4	3.65
New River Trail	3.4	3.71

TABLE 26: SATISFACTION WITH SHELTER RESERVATIONS (RAW DATA; SOME PARKS DO NOT OFFER THE RATED ITEM)

Park	2024	2023
False Cape	4.7	4.48
Powhatan	4.6	4.63
Natural Tunnel	4.6	4.74
Shenandoah River	4.6	4.52
James River	4.5	4.59
Sky Meadows	4.5	4.63
Grayson Highlands	4.5	4.53
Claytor Lake	4.5	4.58
Smith Mountain Lake	4.5	4.61
Douthat	4.5	4.57
Belle Isle	4.5	4.71
Fairy Stone	4.4	4.51
First Landing	4.4	4.57
Pocahontas	4.4	4.61
Twin Lakes	4.4	4.48
Bear Creek Lake	4.4	4.58
Occoneechee	4.4	4.64
Staunton River	4.4	4.6
Machicomoco	4.4	4.5
Holliday Lake	4.3	4.47
Hungry Mother	4.3	4.52
Lake Anna	4.3	4.39
Westmoreland	4.3	4.48
Caledon	4.2	4.88
Kiptopeke	4.2	4.38
Chippokes	4.2	4.38
New River Trail	4.1	4.55

SATISFACTION WITH CABINS

Using This Information:

As seen in Appendix A, cabin guests were asked to rate seven dimensions of their cabin experiences on 5-point scales anchored with 'excellent' (5) and 'unacceptable' (1).

In terms of managerial usefulness, attention should be turned to the park-by-park results reported in Tables 27-33. In these Tables, location-by-location results are arranged from largest scores to smallest. **A low score by a park on a given dimension is not necessarily the result of sub-par staff performance but can be driven by a number of factors including the facilities available at the location.** Year-to-year comparisons are also provided in Tables 27-33.

{Table 27 is presented on the next page}

TABLE 27: SATISFACTION WITH CABINS - FURNISHING	Park	2024	2023
	Shenandoah River	4.7	4.63
	Bear Creek Lake	4.7	4.55
	James River	4.7	4.58
	Fairy Stone	4.7	4.34
	Natural Tunnel	4.7	4.67
	Douthat	4.6	None
	Occoneechee	4.6	4.57
	Belle Isle	4.5	4.43
	Pocahontas	4.5	4.55
	Kiptopeke	4.5	4.46
	Lake Anna	4.4	4.27
	Claytor Lake	4.4	4.4
	Staunton River	4.3	4.34
	Smith Mountain Lake	4.3	3.85
	Twin Lakes	4.3	4.27
	First Landing	4.3	4.2
	Chippokes	4.3	4.3
	Hungry Mother	4.2	4.23
	Westmoreland	4.1	4.02
	AVERAGE	**4.5**	**4.4**

TABLE 28: SATISFACTION WITH CABINS – APPLIANCES	Park	2024	2023
	Fairy Stone	4.9	4.7
	Douthat	4.7	4.6
	Natural Tunnel	4.6	4.7
	James River	4.6	4.7
	Belle Isle	4.6	4.5
	Staunton River	4.6	4.3
	Shenandoah River	4.5	4.7
	Bear Creek Lake	4.5	4.7
	Smith Mountain Lake	4.5	4.3
	Pocahontas	4.5	4.5
	Occoneechee	4.4	4.6
	Claytor Lake	4.4	4.4
	Kiptopeke	4.3	4.5
	Lake Anna	4.2	4.4
	First Landing	4.2	4.3
	Twin Lakes	4.2	4.3
	Westmoreland	4.1	4.1
	Hungry Mother	4.1	4.2
	Chippokes	4.1	4.3
	AVERAGE	**4.4**	**4.5**

TABLE 29: SATISFACTION WITH CABINS – COMFORT LEVEL	Park	2024	2023
	Natural Tunnel	4.7	4.65
	Shenandoah River	4.6	4.58
	Fairy Stone	4.6	4.37
	James River	4.6	4.55
	Bear Creek Lake	4.6	4.31
	Belle Isle	4.5	4.5
	Douthat	4.5	4.35
	Staunton River	4.5	4.36
	Occoneechee	4.5	4.56
	Smith Mountain Lake	4.5	4
	Kiptopeke	4.4	4.42
	Claytor Lake	4.4	4.42
	Pocahontas	4.3	4.32
	Lake Anna	4.3	4.24
	Twin Lakes	4.3	4.34
	First Landing	4.3	4.16
	Chippokes	4.2	4.29
	Hungry Mother	4.2	4.16
	Westmoreland	4.1	4
	AVERAGE	**4.4**	**4.3**

TABLE 30: SATISFACTION WITH CABINS – CLEANLINESS	Park	2024	2023
	Natural Tunnel	4.9	4.85
	Shenandoah River	4.8	4.81
	Fairy Stone	4.8	4.54
	James River	4.8	4.77
	Bear Creek Lake	4.7	4.7
	Staunton River	4.7	4.61
	Claytor Lake	4.7	4.62
	Occoneechee	4.7	4.78
	Smith Mountain Lake	4.7	4.19
	Lake Anna	4.7	4.52
	Pocahontas	4.6	4.57
	Douthat	4.6	4.61
	First Landing	4.5	4.38
	Kiptopeke	4.4	4.51
	Belle Isle	4.3	4.64
	Chippokes	4.3	4.2
	Twin Lakes	4.3	4.53
	Hungry Mother	4.3	4.21
	Westmoreland	4.1	3.99
	AVERAGE	**4.6**	**4.5**

TABLE 31: SATISFACTION WITH CABINS – CHECK-IN	Park	2024	2023
	Fairy Stone	4.9	4.68
	Natural Tunnel	4.9	4.83
	Staunton River	4.9	4.81
	James River	4.9	4.82
	Claytor Lake	4.8	4.71
	Shenandoah River	4.8	4.81
	Kiptopeke	4.8	4.76
	Bear Creek Lake	4.8	4.84
	Smith Mountain Lake	4.8	4.61
	Douthat	4.7	4.66
	Lake Anna	4.7	4.6
	Twin Lakes	4.7	4.78
	Hungry Mother	4.7	4.67
	Belle Isle	4.7	4.86
	Occoneechee	4.7	4.78
	Chippokes	4.7	4.65
	First Landing	4.6	4.58
	Pocahontas	4.6	4.7
	Westmoreland	4.5	4.54
	AVERAGE	**4.7**	**4.7**

TABLE 32: SATISFACTION WITH CABINS – CHECK-OUT	Park	2024	2023
	Fairy Stone	4.9	4.68
	Staunton River	4.8	4.81
	James River	4.8	4.82
	Claytor Lake	4.8	4.71
	Natural Tunnel	4.8	4.83
	Shenandoah River	4.8	4.81
	Bear Creek Lake	4.8	4.84
	Douthat	4.8	4.66
	Smith Mountain Lake	4.8	4.61
	Lake Anna	4.8	4.6
	Occoneechee	4.8	4.78
	Chippokes	4.7	4.65
	Twin Lakes	4.7	4.78
	First Landing	4.7	4.58
	Hungry Mother	4.7	4.67
	Kiptopeke	4.7	4.76
	Belle Isle	4.7	4.86
	Pocahontas	4.7	4.7
	Westmoreland	4.6	4.54
	AVERAGE	**4.8**	**4.7**

TABLE 33: SATISFACTION WITH CABINS – RESERVATIONS	Park	2024	2023
	Belle Isle	4.9	4.79
	Natural Tunnel	4.8	4.74
	Staunton River	4.8	4.59
	Fairy Stone	4.8	4.67
	Bear Creek Lake	4.8	4.7
	James River	4.7	4.76
	Occoneechee	4.7	4.75
	Smith Mountain Lake	4.7	4.5
	Pocahontas	4.7	4.62
	Shenandoah River	4.7	4.68
	Twin Lakes	4.6	4.77
	Claytor Lake	4.6	4.62
	Lake Anna	4.6	4.55
	Chippokes	4.6	4.69
	Kiptopeke	4.6	4.6
	First Landing	4.6	4.54
	Douthat	4.6	4.58
	Hungry Mother	4.6	4.58
	Westmoreland	4.5	4.54
	AVERAGE	**4.7**	**4.6**

SATISFACTION WITH CAMPGROUNDS

Using This Information:

As seen in Appendix A, campground users were asked to rate six dimensions of their campground experiences on 5-point scales anchored with 'excellent' (5) and 'unacceptable' (1). As demonstrated in this section, overall scores for the campground dimensions are high and remarkably stable from year-to-year.

In terms of managerial usefulness, attention should be turned to the park-by-park results reported in Tables 34-39. In these Tables, location-by-location results are arranged from largest scores to smallest. **A low score by a park on a given dimension is not necessarily the result of sub-par staff performance but can be driven by a number of factors including the facilities available at the location.** Year-to-year comparisons are also provided in Tables 34-39.

{Table 34 is presented on the next page}

TABLE 34: SATISFACTION WITH CAMPING - SITE	Park	2024	2023
	Powhatan	4.9	4.87
	Shenandoah River	4.9	4.8
	Belle Isle	4.8	4.85
	False Cape	4.8	4.79
	Machicomoco	4.8	4.79
	Sky Meadows	4.8	4.78
	Natural Tunnel	4.8	4.82
	Douthat	4.7	4.73
	James River	4.7	4.69
	Claytor Lake	4.7	4.68
	Lake Anna	4.7	4.64
	Smith Mountain Lake	4.7	4.64
	Caledon	4.7	None
	Chippokes	4.6	4.65
	Occoneechee	4.6	4.59
	Hungry Mother	4.6	4.6
	Pocahontas	4.6	4.55
	New River Trail	4.6	4.78
	Westmoreland	4.6	4.34
	Staunton River	4.6	4.57
	First Landing	4.5	4.49
	Bear Creek Lake	4.5	4.61
	Kiptopeke	4.4	4.42
	Grayson Highlands	4.3	4.21
	Twin Lakes	4.3	4.26
	Holliday Lake	4.2	4.24
	Fairy Stone	3.8	3.79
	AVERAGE	**4.6**	**4.6**

TABLE 35: SATISFACTION WITH CAMPING – BATHHOUSE (RAW DATA; SOME PARKS DO NOT OFFER THE RATED ITEM)

Park	2024	2023
Machicomoco	4.9	4.92
Natural Tunnel	4.8	4.72
Powhatan	4.7	4.83
Belle Isle	4.7	4.66
Smith Mountain Lake	4.6	4.45
Douthat	4.6	4.72
Shenandoah River	4.6	4.57
Claytor Lake	4.6	4.28
Twin Lakes	4.4	4.6
Lake Anna	4.4	3.9
Bear Creek Lake	4.4	4.41
Occoneechee	4.3	4.28
James River	4.3	4.37
Fairy Stone	4.3	4.41
First Landing	4.3	3.84
Hungry Mother	4.3	4.49
Grayson Highlands	4.2	4.29
Staunton River	4.2	3.79
False Cape	4.2	4.42
Westmoreland	4.1	3.34
Chippokes	4.1	4.33
Sky Meadows	4.1	4.32
Holliday Lake	4.1	4.25
Pocahontas	4.0	4.15
Kiptopeke	3.4	3.64
New River Trail	3.0	3.55
AVERAGE	**4.3**	**4.3**

TABLE 36: SATISFACTION WITH CAMPING – HOOKUPS (RAW DATA; SOME PARKS DO NOT OFFER THE RATED ITEM)

Park	2024	2023
Powhatan	4.8	4.81
Natural Tunnel	4.8	4.67
Belle Isle	4.7	4.67
Shenandoah River	4.6	4.66
Douthat	4.6	4.69
James River	4.6	4.55
Claytor Lake	4.6	4.34
Hungry Mother	4.6	4.56
Pocahontas	4.6	4.51
Lake Anna	4.5	4.43
Chippokes	4.5	4.51
Occoneechee	4.5	4.29
Smith Mountain Lake	4.5	4.43
Staunton River	4.5	4.47
Sky Meadows	4.5	4.25
First Landing	4.5	4.43
Twin Lakes	4.5	4.28
Westmoreland	4.4	4.03
Bear Creek Lake	4.4	4.39
Holliday Lake	4.4	4.31
Kiptopeke	4.4	4.33
Grayson Highlands	4.4	4.32
Fairy Stone	4.3	4.32
New River Trail	3.8	4.25
AVERAGE	**4.5**	**4.4**

TABLE 37: SATISFACTION WITH CAMPING – CHECK-IN	Park	2024	2023
	Natural Tunnel	4.8	4.77
	Machicomoco	4.8	4.83
	Shenandoah River	4.8	4.72
	Pocahontas	4.8	4.76
	Belle Isle	4.8	4.79
	Douthat	4.8	4.77
	Smith Mountain Lake	4.8	4.53
	Claytor Lake	4.7	4.73
	Powhatan	4.7	4.82
	Westmoreland	4.7	4.55
	Occoneechee	4.7	4.7
	James River	4.7	4.72
	Hungry Mother	4.7	4.73
	Staunton River	4.7	4.66
	Bear Creek Lake	4.7	4.79
	First Landing	4.7	4.62
	Grayson Highlands	4.7	4.67
	Fairy Stone	4.7	4.6
	Sky Meadows	4.7	4.46
	Twin Lakes	4.7	4.73
	Kiptopeke	4.6	4.64
	False Cape	4.6	4.57
	New River Trail	4.6	4.57
	Lake Anna	4.6	4.6
	Chippokes	4.6	4.7
	Holliday Lake	4.5	4.57
	AVERAGE	**4.7**	**4.7**

TABLE 38: SATISFACTION WITH CAMPING – CHECK-OUT

Park	2024	2023
Natural Tunnel	4.9	4.77
Powhatan	4.8	4.82
Belle Isle	4.8	4.79
Machicomoco	4.8	4.83
Shenandoah River	4.8	4.72
Douthat	4.8	4.77
Claytor Lake	4.8	4.73
Smith Mountain Lake	4.8	4.53
Pocahontas	4.8	4.76
Occoneechee	4.8	4.7
Bear Creek Lake	4.8	4.79
Westmoreland	4.8	4.55
James River	4.7	4.72
First Landing	4.7	4.62
Fairy Stone	4.7	4.6
Sky Meadows	4.7	4.46
Hungry Mother	4.7	4.73
Lake Anna	4.7	4.6
Staunton River	4.7	4.66
Grayson Highlands	4.7	4.67
Twin Lakes	4.7	4.73
Kiptopeke	4.7	4.64
False Cape	4.6	4.57
Chippokes	4.6	4.7
New River Trail	4.6	4.57
Holliday Lake	4.6	4.57
AVERAGE	**4.7**	**4.7**

TABLE 39: SATISFACTION WITH CAMPING – RESERVATIONS	Park	2024	2023
	Natural Tunnel	4.7	4.84
	Belle Isle	4.7	4.69
	Powhatan	4.7	4.79
	Shenandoah River	4.7	4.62
	Machicomoco	4.7	4.82
	Sky Meadows	4.7	4.41
	Bear Creek Lake	4.7	4.68
	Pocahontas	4.7	4.59
	Smith Mountain Lake	4.7	4.53
	James River	4.6	4.58
	Occoneechee	4.6	4.63
	Chippokes	4.6	4.62
	Twin Lakes	4.6	4.58
	Claytor Lake	4.6	4.63
	Douthat	4.6	4.61
	Westmoreland	4.6	4.45
	Hungry Mother	4.6	4.63
	Lake Anna	4.6	4.52
	First Landing	4.6	4.47
	Kiptopeke	4.6	4.56
	Staunton River	4.6	4.5
	False Cape	4.5	4.13
	Fairy Stone	4.5	4.48
	Grayson Highlands	4.5	4.52
	Holliday Lake	4.5	4.53
	New River Trail	4.5	4.51
	AVERAGE	**4.6**	**4.6**

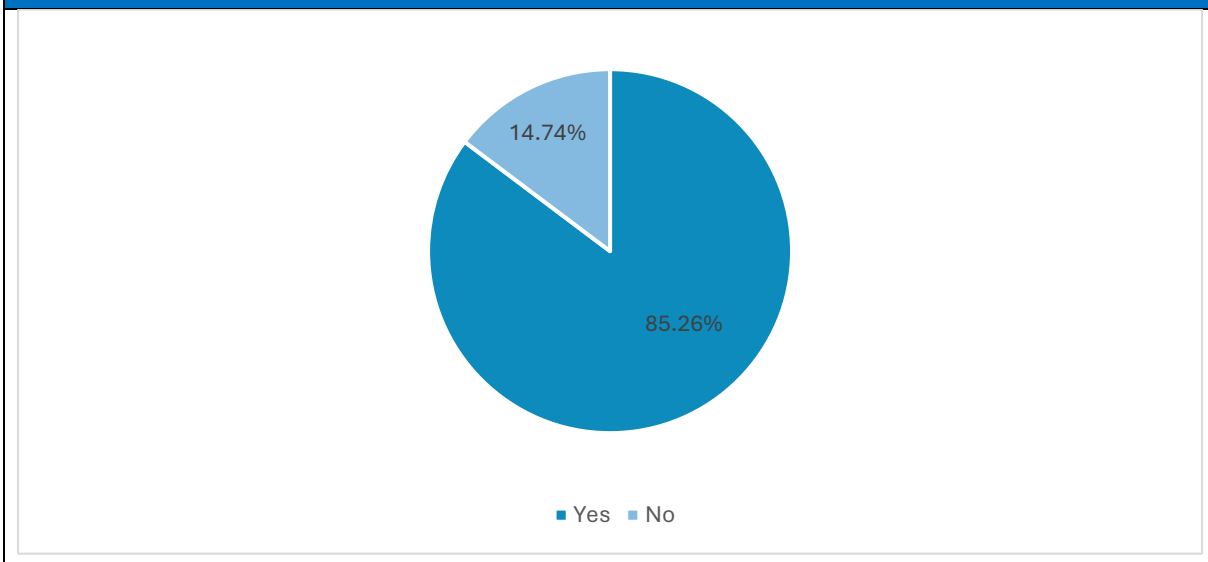
Face-to-Face Interactions as a Driver of Satisfaction

Using This Information:

The survey instrument asked respondents to select 'yes' or 'no' in response to the following item: "Did you have a face-to-face interaction with Park Staff during your visit?" The fundamental premise of asking this question is to demonstrate that those visitors who have a face-to-face interaction with one or more members of the park staff will be more satisfied than those who did not engage in an interaction.

As indicated in Figure 2, this prediction holds with the 2024 data: those visitors who had face-to-face interactions were more highly satisfied than those who did not (difference is statistically significant).

Figure 2: Did you have a face-to-face interaction with park staff during your visit?



Yes	85.26%	Satisfaction = 32.12	**This satisfaction difference is statistically significant.**
No	14.74%	Satisfaction = 30.38	

Visitors' Propensity to Volunteer

Using This Information:

As indicated in Table 40, 1,058 park visitors expressed a potential interest in volunteering. The value associated with asking this question on the survey lies in the ability to contact the individuals who select "yes." Volunteers are extremely valuable and can contribute significantly to the mission of the park system.

Table 40: Are you interested in volunteering in this park?

Response	Frequency	Valid Percent
Yes	1058	5.81%
No	17032	93.48%
Already volunteer in the park	130	0.71%

Visitors' Propensity to Subscribe to eNews

Using This Information:

As detailed in Table 41, when asked "Would you like to join the State Park eNews list" 5,627 respondents selected "yes." The enormous value associated with this survey item resides in the ability to strengthen relationships with those visitors wishing to do so.

Table 41: Would you like to receive Virginia State Parks' eNews?

Response	Frequency	Valid Percent
Yes	5627	30.77%
No	7788	42.58%
Already receive it	4876	26.66%

BEST ASPECT OF THE PARK

Using This Information:

Qualitative data (textual data) can also be quite useful to the park system. Hence, the visitor survey asked respondents to complete this sentence stem: "The best aspect of your park visit was…" The word cloud displayed in Figure 3 depicts the responses. In the word cloud, the frequency of responses is denoted through the size of the word in the cloud (large = frequent response). Because every Virginia state park is unique, analyzing the results of this item park-by-park offers significantly more practical implications in comparison to considering park system-wide results. Readers of this report can use the park-by-park results dashboards offered later in this report to conduct such analyses.

FIGURE 3: THE BEST ASPECT OF YOUR PARK VISIT WAS…

Suggestions Regarding What Should be Added

Using This Information:

The visitor survey asked respondents to complete this sentence stem:
"If one thing could be added to this park it should be…" The word cloud displayed in Figure 4 depicts the responses. In the word cloud, the frequency of responses is denoted through the size of the word in the cloud (large = frequent response). Because visitors' suggestions are park-specific, analyzing the results of this item park-by-park offers significantly more practical implications relative to interpreting park system-wide findings. Readers of this report can use the park-by-park results dashboards offered later in this report to drill down by park.

Figure 4: If One Thing Could be Added to this Park it Should be…

CAPABILITY OF FURTHER RESULTS DRILL-DOWN

Using This Information:

As with the information previously contained in Figures 3 and 4, the results yielded by some of the survey questions are much more actionable if parsed-out by park. Consequently, Table 42 contains links for results dashboards for each park. The password to access the dashboards is "VSP".

{Table 42 is presented on the next page}

TABLE 42: PARK-BY-PARK RESULTS DASHBOARDS

PASSWORD:
VSP

Park	2024
Bear Creek Lake	https://ql.tc/yAbUJa
Belle Isle	https://ql.tc/8K5aiK
Caledon	https://ql.tc/AaB2bd
Chippokes	https://ql.tc/CAxMUq
Claytor Lake	https://ql.tc/E7xZ5e
Clinch River (W)	https://ql.tc/dlE3e6
Culpeper Battlefields (W)	https://ql.tc/QOWgvT
Douthat	https://ql.tc/lccvC6
Fairy Stone	https://ql.tc/C09uc7
False Cape	https://ql.tc/gcJiAB
First Landing	https://ql.tc/cShqaU
Grayson Highlands	https://ql.tc/EgITmb
High Bridge Trail	https://ql.tc/la3F4m
Holliday Lake	https://ql.tc/q7lxDH
Hungry Mother	https://ql.tc/PMfGB4
James River	https://ql.tc/02SoxH
Kiptopeke	https://ql.tc/x61m6H
Lake Anna	https://ql.tc/3JAaeJ
Leesylvania	https://ql.tc/pzTdOE
Machicomoco	https://ql.tc/QdNUhu
Mason Neck	https://ql.tc/f5EpX7
Natural Bridge	https://ql.tc/IpxEUe
Natural Tunnel	https://ql.tc/5zPAD6
New River Trail	https://ql.tc/RRma5A
Occoneechee	https://ql.tc/diSZqy
Pocahontas	https://ql.tc/Bbddqa
Powhatan	https://ql.tc/T92CEY
Sailor's Creek	https://ql.tc/PiniJD
Seven Bends	https://ql.tc/3oAhJL
Shenandoah River	https://ql.tc/XdmCqa
Sky Meadows	https://ql.tc/XPDQFt
Smith Mountain Lake	https://ql.tc/FG8rUf
Staunton River	https://ql.tc/WFW7rZ
Staunton River Battlefield (W)	https://ql.tc/PJQaWU
SW Virginia Museum (W)	https://ql.tc/fY8lAa
Sweet Run	https://ql.tc/srmeXP
Twin Lakes	https://ql.tc/6WCIzy
Westmoreland	https://ql.tc/bQ0a2j
Widewater (W)	https://ql.tc/89Hq63
Wilderness Road (W)	https://ql.tc/OHLNqQ
York River	https://ql.tc/crMsxi

INVESTIGATOR BIO

Dr. Vincent Magnini was ranked as one of the top 35 most prolific hospitality researchers worldwide in the most recently published global ranking study. Furthermore, he is a U.S. Fulbright Scholar and has been named on the Stanford/Elsevier list of the top 2% of scientists in the world 4 out of the last 5 years. He has published seven books covering various aspects of service management. Dr. Magnini has also been featured on National Public Radio's (NPR) *All Things Considered, With Good Reason, Pulse on the Planet* and cited in the *New York Times* and *Washington Post.*

Dr. Magnini regularly consults for a number of constituencies in the hospitality, tourism and outdoor recreation sectors. The consulting activities include projects such as strategic master plans, economic impact analyses, feasibility studies, and executive education seminars. He has conducted research projects and /or delivered workshops to the state park systems of Florida, Kentucky, North Carolina, South Carolina, Virginia, and West Virginia.

{APPENDICES BEGIN ON THE NEXT PAGE}

Appendix A: Your Comments Count Survey Questions

Please invest 5 minutes to provide us feedback. You can either remain anonymous or enter your email address in a **monthly raffle for a $50 Virginia State Parks gift certificate.**

- ○ I am 18 years or older; please proceed

Page Break

Park being evaluated:

{LIST OF PARK NAMES DISPLAYED HERE}

Page Break

Visit was...

- ○ One day or less
- ○ 1 night
- ○ 2 nights
- ○ 3 nights
- ○ 4 nights
- ○ 5 nights
- ○ 6 nights
- ○ 7 nights
- ○ More than one week

Page Break

JS

For this visit, **on what date did you arrive** at the park?

Month	▼ January ...
Day	▼ January ...

Page Break

X→

You would recommend this park to a friend.

- ○ Strongly agree
- ○ Agree
- ○ Neutral
- ○ Disagree
- ○ Strongly disagree

Page Break

PLEASE RATE THIS PARK'S...
Natural / Historic Resources:

- ○ Excellent
- ○ Good
- ○ Average
- ○ Poor
- ○ Unacceptable

Page Break

Activities & Programs (only rate if you participated):

- ○ Excellent
- ○ Good
- ○ Average
- ○ Poor
- ○ Unacceptable
- ○ NO PROGRAMMING OFFERED AT THIS PARK

Page Break

Fees:

- ○ Excellent
- ○ Good
- ○ Average
- ○ Poor
- ○ Unacceptable

Page Break

Facilities / Parking / Grounds:

- ○ Excellent
- ○ Good
- ○ Average
- ○ Poor
- ○ Unacceptable

Page Break

Overall cleanliness:

- ○ Excellent
- ○ Good
- ○ Average
- ○ Poor
- ○ Unacceptable

Page Break

Staff assistance:

- ○ Excellent
- ○ Good
- ○ Average
- ○ Poor
- ○ Unacceptable

Page Break

Security:

- ○ Excellent
- ○ Good
- ○ Average
- ○ Poor
- ○ Unacceptable

Page Break

Please rate **any used** during your stay:

	Excellent	Good	Average	Poor	Unacceptable	NOT OFFERED AT PARK
Trails:	○	○	○	○	○	○
Picnic areas:	○	○	○	○	○	○
Beach / swimming:	○	○	○	○	○	○
Boat launch:	○	○	○	○	○	○
Watercraft rental:	○	○	○	○	○	○
Disability access:	○	○	○	○	○	○
Playgrounds:	○	○	○	○	○	○
Food service:	○	○	○	○	○	○
Visitor center:	○	○	○	○	○	○
Restrooms:	○	○	○	○	○	○
Shelter reservations:	○	○	○	○	○	○

Page Break

Your party's activities during this visit (select all that apply):

- [ ] Bicycling
- [ ] Birding
- [ ] Boating
- [ ] Educational program
- [ ] Fishing
- [ ] Hiking
- [ ] Horseback riding
- [ ] Picnicking
- [ ] Special event
- [ ] Swimming
- [ ] Other (please specify): _____

Page Break

End of Block: Default Question Block

Start of Block: Q15

Your primary residence is in...

▼ Alabama ... I do not reside in the United States

Page Break

Display This Question:

If 50 States, D.C. and Puerto Rico = Virginia

You live...

- ○ Within 50 miles of this park
- ○ 50 miles or more away from this park

Page Break

Your zip code:

_____

Page Break

Display This Question:

If Visit was... != One day or less

Within-park accommodations used during this visit:

- [ ] Bunkhouse
- [ ] Cabin
- [ ] Camping cabin
- [ ] Developed campground (with bathhouse)
- [ ] Lodge
- [ ] Primitive camping (no bathhouse)
- [ ] Yurt

Page Break

Display This Question:

If Within-park accommodations used during this visit: = Bunkhouse

Or Within-park accommodations used during this visit: = Cabin

Or Within-park accommodations used during this visit: = Camping cabin

Or Within-park accommodations used during this visit: = Lodge

Or Within-park accommodations used during this visit: = Yurt

Satisfaction with accommodations:

	Excellent	Good	Average	Poor	Unacceptable
Furnishings	○	○	○	○	○
Appliances	○	○	○	○	○
Comfort Level	○	○	○	○	○
Cleanliness	○	○	○	○	○
Check-in	○	○	○	○	○
Check-out	○	○	○	○	○
Reservations	○	○	○	○	○

Display This Question:

If Satisfaction with accommodations: [Furnishings] (Recode) , Is Displayed

Your bunkhouse, cabin, or lodge number(s):

_____

Display This Question:

If Within-park accommodations used during this visit: = Developed campground (with bathhouse)

Or Within-park accommodations used during this visit: = Primitive camping (no bathhouse)

Camping satisfaction:

	Excellent	Good	Average	Poor	Unacceptable
Campsites	○	○	○	○	○
Bathhouse (If applicable)	○	○	○	○	○
Hookups (If applicable)	○	○	○	○	○
Check-in	○	○	○	○	○
Check-out	○	○	○	○	○
Reservations	○	○	○	○	○

Display This Question:

If Camping satisfaction: [Campsites] (Recode) , Is Displayed

Campground and site number(s):

_____

Page Break

Did you have a face-to-face interaction with park staff during your visit?

- ○ Yes
- ○ No

Page Break

Are you interested in volunteering in this park?

- ○ Yes
- ○ No
- ○ Already volunteer in the park

Page Break

Would you like to receive Virginia State Parks' eNews?

- ○ Yes
- ○ No
- ○ Already receive it

Would you like to be entered into a raffle for a $50 Virginia State Parks gift certificate?

- ○ Yes
- ○ No

Page Break

The **best aspect** of your park visit was...

_____

Page Break

If **one thing could be added** to this park, it should be...

_____

Page Break

Display This Question:

If Verification needed: Not Displayed

Do you have any other suggestions regarding how this park could further attract or serve visitors?

_____

_____

_____

_____

_____

Page Break

How did you **find out** about this park?

_____

Page Break

The top 3 words or phrases that you would use to describe this park and what you value about it:

_____

Page Break

Your **age bracket** (optional)

- ○ 19 and under
- ○ 20-29
- ○ 30-39
- ○ 40-49
- ○ 50-59
- ○ 60-69
- ○ 70-79
- ○ 80-89
- ○ 90-99
- ○ Better than 99

Page Break

Your **name (optional)**:

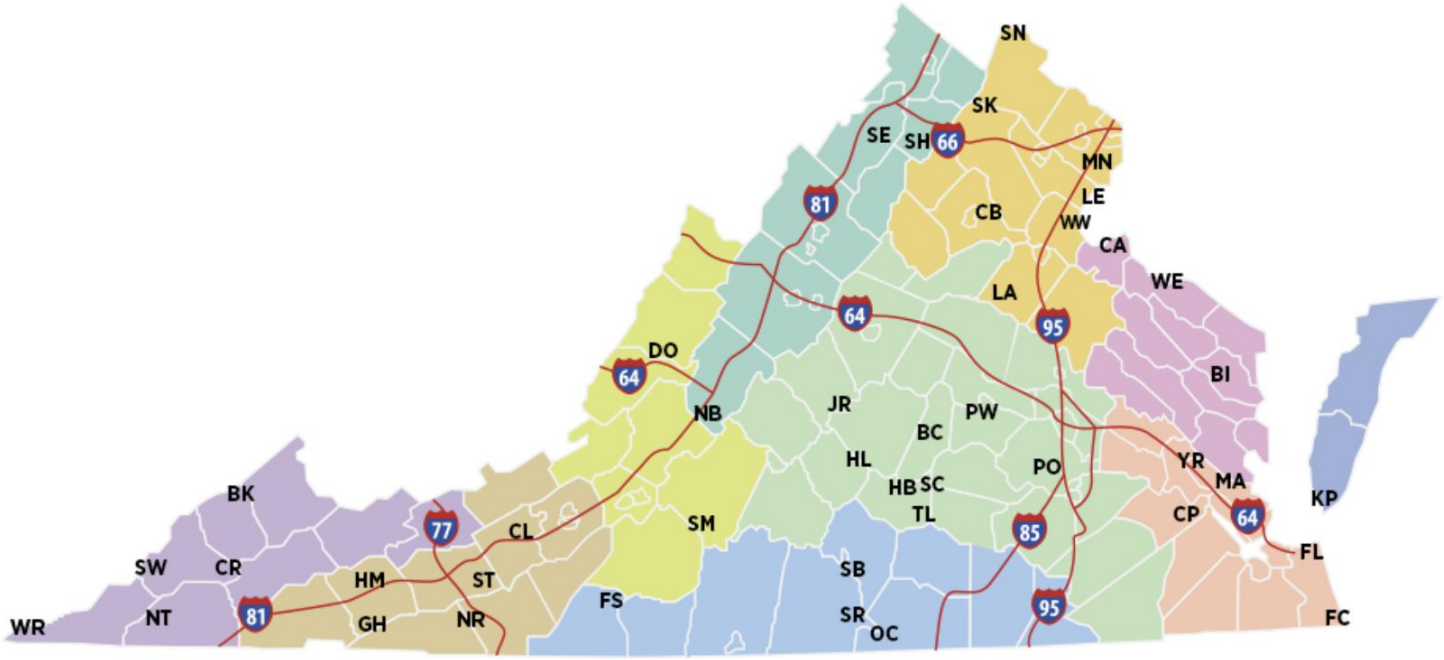
_____

Your **email address (optional)**:

_____

[END OF SURVEY]

Appendix B: Map of Virginia State Parks



Bear Creek Lake (BC)
Belle Isle (BI)
Breaks Interstate (BK) *
Caledon (CA)
Chippokes(CP)
Claytor Lake (CL)
Clinch River (CR) **
Culpeper Battlefields (CB) **
Douthat (DO)
Fairy Stone (FS)
False Cape (FC)
First Landing (FL)
Grayson Highlands (GH)
High Bridge Trail (HB)
Holliday Lake (HL)
Hungry Mother (HM)
James River (JR)
Kiptopeke (KP)
Lake Anna (LA)
Leesylvania (LE)
Machicomoco (MA)
Mason Neck (MN)
Natural Bridge (NB)
Natural Tunnel (NT)
New River Trail (NR)
Occoneechee (OC)
Pocahontas (PO)
Powhatan (PW)
Sailor's Creek Battlefield Historic (SC)
Seven Bends (SE)
Shenandoah River (SH)
Shot Tower (ST)
Sky Meadows (SK)
Smith Mountain Lake (SM)
Southwest Virginia Museum Historical (SW)
Staunton River (SR)
Staunton River Battlefield (SB)
Sweet Run (SN)
Twin Lakes (TL)
Westmoreland (WE)
Widewater (WW)
Wilderness Road (WR)
York River (YR)

Source of map: www.dcr.virginia.gov/state-parks/find-a-park