

Battlefields Mean Business

A Study of Economic and Community Impact of America's Historic Battlefields

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TABLE OF CONTENTS

Executive Summary 2
Introduction 5
Methodologies 7
Economic Contribution Analysis Results 13
- Economic Contribution Summary 13
- Contributions to State Economies 14
- Contributions to Local Economies 15
- Socioeconomic Monitoring Highlights 18

Place-Based Case Study Summary 31
- Aggregate Findings 32
- Case Study Key Findings 32

Membership & Donor Experience Survey 37
- Key Findings: Battlefield Visitor Survey 37
- Battlefield Visitor Survey Results 38

Summary and Conclusion 51
- Component Summaries 51
- Limitations 54
- Conclusion 54

Appendix A – Economic Data Tables 56
Appendix B – Place-based Case Studies 66

EXECUTIVE SUMMARY

PURPOSE AND APPROACH

This study quantifies the economic contributions associated with visitation to American battlefield sites across the United States while providing deeper insight into visitor behavior and travel patterns. The analysis integrates three complementary components: (1) economic contribution modeling based on visitor spending, (2) mobile location data analysis at fifteen representative sites, and (3) a survey of American Battlefield Trust members and supporters. In addition, the results were compared and contrasted against the National Park Service's Socioeconomic Monitoring Program (SEM), a national study of visitor research to park units, including several battlefields since 2021.

Together, these components provide both a national-scale assessment of economic contributions and site-level insights into how battlefield visitation functions within broader tourism systems. However, this study is unique in its approach and development. Past research at battlefields has not had the ability to understand larger-scale visitation dynamics in relation to economic contributions. The data was not available on the necessary scale or would be too difficult and/or expensive to collect through primary on-the-ground data collection.

SCALE OF ECONOMIC CONTRIBUTIONS

Battlefield visitation represents a meaningful and widely distributed component of the U.S. tourism economy. This report focuses on the units of the National Park System classified by that entity as its military history sites, stretching across 31 states and two territories. The table below represents the top-level findings from the national battlefield sites used in the analysis.

ANNUAL VISITOR SPENDING	**$1.5 BILLION**
JOBS SUPPORTED	**15,000**
TOTAL ECONOMIC OUTPUT	**$2.2 billion**

These benefits are not limited to high-profile destinations. An estimated 4,360 jobs are supported in non-urban communities, including 780 jobs at lower-visitation sites, where battlefield tourism plays an important role in supporting local economies.

The economic contributions identified in this study are fundamentally enabled by the preservation and stewardship of battlefield landscapes. Visitation, and the associated spending, jobs, and economic activity, can only occur where these sites are protected, interpreted, and made accessible to the public.

Organizations such as the American Battlefield Trust and the National Park Service are therefore central not only to preserving cultural heritage, but also to sustaining the economic systems supported by battlefield tourism.

Among our findings are:

Battlefield sites function as part of broader tourism systems

Battlefields are rarely visited in isolation. Instead, they are integrated into multi-destination trips, extending visitor stays and increasing regional spending. Their economic value is therefore amplified through connections to surrounding attractions, communities, and travel corridors.

Overnight visitation drives economic value

While many battlefield sites serve local and day-use audiences, overnight visitors generate a disproportionate share of economic contributions, particularly through lodging, dining, and related expenditures. Length of stay is a key determinant of economic impact.

Battlefield tourism supports urban and rural economies differently

- In urban areas, high visitation volumes generate large total economic contributions.
- In rural and non-urban areas, battlefield tourism often represents a critical source of economic stability, supporting jobs and business activity where alternatives may be limited.

Visitor markets are highly engaged and repeat-oriented

Battlefield visitors demonstrate strong loyalty, frequently visiting multiple sites and returning over time. This behavior supports sustained visitation and long-term economic contributions.

Most sites serve regional audiences, with a subset functioning as destination anchors

Mobile location data indicates that most battlefield sites primarily draw visitors from within their home state or region. However, a smaller number of sites function as national or corridor destinations, attracting visitors traveling longer distances.

Site function shapes visitor behavior

Battlefields serve diverse roles, ranging from immersive heritage destinations to recreational open spaces. These roles influence dwell time, visitation patterns, and spending behavior, with implications for site management and investment strategies.

Preservation generates broader community value beyond economics

In addition to measurable economic contributions, battlefield preservation supports cultural heritage, education, open space conservation, and community identity. These non-market benefits are integral to the overall value of preservation, even if they are not fully captured in economic metrics.



Source: American Battlefield Trust, Brian Keeley, Kettle Creek Battlefield, GA

IMPLICATIONS FOR PLANNING AND INVESTMENT

The findings of this study highlight several important considerations for stakeholders:

- Investments in preservation directly support economic activity
- Enhancing visitor experience and accessibility can increase length of stay and spending
- Strengthening connections between sites and surrounding destinations can amplify regional benefits
- Expanding outreach to younger and more diverse audiences is critical for long-term sustainability
- Strategies should reflect the distinct roles of different sites, rather than applying a one-size-fits-all approach

CONCLUSION

Battlefield sites are more than places of historical significance—they are active components of regional economies and tourism systems. The $1.5 billion in visitor spending and 15,000 jobs supported annually reflect the scale of their economic contributions, while visitor behavior patterns demonstrate their role in shaping broader travel experiences.

At the same time, these contributions are inseparable from the preservation efforts that sustain them. Continued investment in protecting, interpreting, and connecting battlefield landscapes will be essential to maintaining both their cultural significance and their economic value in the years ahead.



Source: American Battlefield Trust, Antietam National Battlefield, MD

INTRODUCTION

Historic battlefields occupy a unique place in the American landscape. They are at once cultural resources, commemorative spaces, educational settings, and tourism destinations that connect present-day communities to defining moments in the nation's history. Across the United States and U.S. territories, designated battlefield sites preserve stories of conflict, sacrifice, and transformation while also serving as public spaces that attract visitors, support tourism, and contribute to local and regional economies. Understanding the full range of benefits associated with battlefield preservation and visitation is increasingly important for policymakers, community leaders, and stakeholders who seek to balance resource protection with economic vitality.



The American Battlefield Trust ("the Trust") plays a central role in the preservation and interpretation of America's historic battlefields. Through land acquisition, conservation partnerships, educational initiatives, and advocacy, the Trust has helped protect more than 60,000 acres of historically significant landscapes spanning multiple conflicts and eras. While the historical and cultural value of these places is widely recognized, less attention has been given to their measurable economic contributions. Battlefield sites attract visitors who spend money in nearby communities, support jobs in tourism-related sectors, and generate tax revenues that benefit local and state governments. In many cases, preserved battlefields also enhance community identity and quality of life, contributing to long-term economic resilience through place-based development and tourism.

This study was commissioned by the Trust to quantify and better understand the economic contributions associated with designated battlefield sites across the United States, while also providing deeper insights into visitation patterns at selected locations through mobile location data, an emerging and powerful tool for understanding visitor patterns onsite. The research has three primary components.

1) Economic Contribution Analyses associated with visitation to military history-related units of the National Park System.
2) National Park Service Socioeconomic Monitoring profiles for six battlefield sites, describing visitor trip characteristics, spending profiles, and other drivers of the economic contributions of battlefields tourism.
3) Place-Based Case Studies of fifteen battlefield sites managed at state and federal levels using anonymized mobile location data to better understand visitation behavior, travel patterns, visitor origins, and regional economic linkages.
4) A survey of Trust members was conducted via online distribution to gauge perceptions of the organization, travel patterns to battlefields, donor engagement, demographics, and more.

In conjunction, these components provide both a national-scale assessment and site-level insights that can inform planning, investment, and preservation strategies. Economic contribution analysis provides a framework for understanding how visitor spending associated with battlefield visitation flows through local and state economies. Visitors purchase goods and services such as lodging, food and beverage, transportation, retail items, and recreation services. These expenditures directly support business revenues, employee earnings, and employment across multiple tourism-related sectors. The analysis also considers indirect and induced effects (secondary effects), which capture how tourism spending circulates through business supply chains and household spending, sustaining economic activity across a broader range of sectors. By estimating total economic output, employment, and labor income associated with battlefield visitation, this study provides a comprehensive view of the economic role these sites play within surrounding communities and state economies.

At the same time, traditional visitor data sources often present limitations for understanding visitation patterns at large geographic scales or across multiple independently managed sites. Many battlefields are open landscapes without centralized entrance points, ticketing systems, or updated visitation monitoring. As a result, many battlefields may not be fully aware of current visitor patterns and behaviors. To address these challenges and to provide more detailed behavioral insights, this study incorporates anonymized mobile location data for a subset of fifteen battlefield sites. Mobile location data offers the ability to observe aggregate visitation patterns, including trip frequency, distance traveled, visitor origin markets, dwell time, and connections between sites and surrounding destinations. These insights can help stakeholders understand how battlefield visitation fits within broader travel itineraries and regional tourism systems. The fifteen case studies include the following (sorted in alphabetical order in Appendix B):

1) Culpeper Battlefields State Park – Virginia
2) Fort Donelson National Battlefield – Tennessee
3) Fort Fisher State Historic Site – North Carolina
4) Fort Frederica National Monument – Georgia
5) Fort McHenry National Monument and Historic Shrine – Maryland
6) Gettysburg National Military Park – Pennsylvania
7) Kennesaw Mountain National Battlefield Park – Georgia
8) Little Bighorn Battlefield National Monument – Montana
9) Minute Man National Historical Park – Massachusetts
10) Petersburg National Battlefield – Virginia
11) Princeton Battlefield State Park – New Jersey
12) Richmond National Battlefield Park – Virginia
13) Saratoga National Historical Park – New York
14) Wilson's Creek National Battlefield – Missouri

Beyond measurable economic outcomes, battlefield preservation also produces a range of broader community benefits that are not fully captured in economic metrics alone. Preserved battlefields protect cultural heritage, provide educational opportunities, conserve open space, and create settings for recreation and reflection. They can contribute to community pride, attract new residents and

businesses seeking high-quality environments, and support tourism branding efforts that differentiate destinations in competitive markets. Importantly, the economic contributions documented in this study are fundamentally enabled by these preservation efforts. Visitation and the associated spending, jobs, and economic activity, can only occur where these landscapes are protected, interpreted, and made accessible to the public. Organizations such as the American Battlefield Trust and the National Park Service play a central role in sustaining this system, ensuring that historically significant lands are preserved not only for their intrinsic value, but also as enduring public assets that support local and regional economies.

Finally, the research team that conducted this study has managed and implemented the National Park Service's (NPS) Socioeconomic Monitoring Program (SEM) from 2020 until now. The SEM is a nationwide research study conducted annually by the NPS and RRC Associates where 24 sites are chosen at random to receive a visitor survey at their park. Recently, some battlefields have had surveys conducted as part of this program. Therefore, RRC has utilized the data that has been collected at participating battlefield sites throughout the analysis.

The results are intended to support the American Battlefield Trust, partner organizations, public agencies, and community stakeholders in understanding both the economic significance and the broader value of battlefield preservation and visitation. The findings may also inform future planning, investment decisions, advocacy efforts, donor engagement, and strategies to enhance visitor experiences while protecting the integrity of historic landscapes.



Source: American Battlefield Trust, Melissa Winn, Antietam National Battlefield, MD

METHODOLOGIES

Economic Contribution Analysis

The economic contribution analysis conducted for this study builds upon the National Park Service (NPS) Visitor Spending Effects (VSE) framework, which is the nationally recognized method for estimating the economic contributions associated with visitor spending at park units and surrounding gateway communities.[1] The VSE methods integrate visitation data, visitor spending and trip characteristic profiles, and regional economic modeling to estimate how visitor spending circulates through local economies, supporting jobs, income, and business activity.

Trip-related spending by visitors generates economic activity in nearby communities as visitors purchase goods and services such as lodging, food and beverage, transportation, recreation services, and retail items. These expenditures create direct economic effects within tourism-related sectors and generate additional secondary effects through supply chain purchases and household spending. The VSE framework is designed to capture these direct and secondary effects within defined geographic regions surrounding park sites.

For this project, the research team applied the core concepts and modeling structure of the VSE methodology to estimate the economic contributions associated with visitation to designated battlefield sites across the United States and U.S. territories. Importantly, the economic analysis uses data collected by the NPS to ensure consistency within methodologies while adapting the approach to the specific context of battlefield visitation.

Visitor Spending Estimation

The first step in the analysis involved estimating total visitor spending using data collected at battlefields in recent years. Consistent with the VSE framework, visitor spending estimates are derived from three primary components:

1. Estimates of visitation volume[2]
2. Visitor trip characteristics and segmentation
3. Average spending profiles by visitor segment and expenditure category

Visitor spending profiles represent average visitor expenditures made in the park and the surrounding nearby areas. Spending profiles are measured as spending per party per day (for day trip segments) or per night (for overnight segments) and include spending on local transportation, gas, restaurants, groceries, hotels, specialty lodging, camping, recreation and entertainment, souvenirs, equipment rental, and guide fees. Within the NPS framework, these profiles are developed through visitor surveys and updated periodically to reflect changing travel behavior and economic conditions. Recently, several battlefields have had surveys conducted through the Socioeconomic Monitoring Program (SEM) led by

[1] Flyr, M., E. Stockmoe, C. Cullinane Thomas, L. Koontz, and C. Huber. 2025. 2024 National Park Visitor Spending Effects: Economic Contributions to Local Communities, States, and the Nation. Science Report NPS/SR—2025/353. National Park Service, Fort Collins, Colorado. https://doi.org/10.36967/2315417

[2] Ziesler, P.S., and J.F. Horn. 2025. Statistical abstract: 2024. Science Report NPS/SR—2025/271. National Park Service, Fort Collins, Colorado. https://doi.org/10.36967/2310175

the NPS and RRC Associates. This data has helped inform spending patterns at battlefields where recent surveys have taken place.

For the battlefield analysis, visitation estimates were compiled from NPS visitor use statistics for most sites; visitor use for sites without NPS data were supplemented with data from site contacts when available. Visitor spending profiles were applied to visitation estimates to calculate total direct visitor expenditures associated with battlefield-related travel activity within surrounding economies.

Economic Modeling Approach

Economic impacts were estimated using input–output modeling techniques consistent with those employed in the NPS VSE model. Input–output models describe the interrelationships among industries within a regional economy and quantify how spending in one sector generates ripple effects across other sectors. The modeling approach captures direct and secondary economic effects:

- **Direct effects** represent the direct business activity generated by visitor spending.
- **Secondary effects** include *indirect effects* which capture business-to-business purchases as tourism-related industries acquire goods and services from suppliers, and *induced effects* which capture business activity generated by household spending stemming from employee wages and income supported by visitor spending.



Source: American Battlefield Trust, Dave Johnson

Combined, these effects represent the total economic contributions associated with visitor spending. The VSE model uses IMPLAN-based regional economic models to estimate these relationships at multiple geographic scales, including local gateway regions, states, and the national economy. The size of the modeled region influences the magnitude of secondary effects because larger regions retain more secondary spending within the economy.

For this study, regional economic models were constructed to reflect the geographic context of battlefield visitation, with economic regions defined based on surrounding counties and relevant tourism markets. The modeling framework produced estimates of:

- Employment (Jobs): annual full- and part-time jobs supported by battlefield visitor spending (jobs estimates do not include National Park Service employees)
- Labor income: includes employee wages, salaries and payroll benefits, and incomes of proprietors
- Value added (GDP): value added measures the contribution of visitor spending to the Gross Domestic Product (GDP) of a regional economy; this is equal to the sum of goods and services sold to final users

- Economic output: total business sales including intermediate sales (business to business) and final sales (sales to final users)

Contribution Analysis Framework

Consistent with National Park Service reporting, this study estimates **economic contributions** rather than net economic impacts. Economic contributions represent the portion of economic activity in a region that can be attributed to visitor spending associated with a site or resource. This approach focuses on quantifying the role of visitation in supporting economic activity within tourism-related sectors, rather than estimating changes relative to an alternative baseline scenario.

Contribution analysis is particularly appropriate for heritage tourism resources such as battlefields, where visitation represents an existing and ongoing component of regional economic activity. The results therefore describe the scale of economic activity supported by battlefield visitation rather than attempting to measure what would occur in the absence of preservation or visitation.

Inflation Adjustments and Reporting Year

This report presents economic impacts for 2024, the most recent year for which comprehensive data has been made publicly available (Note: The NPS spending estimates are typically released with a year delay). All spending and economic contribution estimates are in 2024 dollars. Spending profiles were inflated to 2024 dollars using standard economic deflators consistent with VSE practices.

Limitations

As with all economic contribution analyses, results are dependent on the accuracy of visitation estimates, spending assumptions, and regional economic models. Some battlefields included in the defined universe of sites do not maintain official NPS visitor use statistics. Data for Brices Crossroads National Battlefield Site and Tupelo National Battlefield were obtained from site contacts. Data for Cedar Creek & Belle Grove National Historical Park, Aleutian World War II National Historic Area, and American Memorial Park were unavailable. Additionally, economic contribution estimates do not capture broader non-market values associated with battlefield preservation, such as cultural heritage benefits, educational outcomes, ecosystem services, or community identity.

Despite these limitations, the methodology represents the most robust and widely accepted approach available for quantifying the economic contributions associated with visitor spending at heritage and recreation sites.



Source: American Battlefield Trust, Mike Talplacido, Shiloh Battlefield, Shiloh, TN

Mobile Location Data Background and Methodology

The following section highlights mobile location data and its use in the context of parks and protected areas. As highlighted, fifteen sites have been analyzed for place-based insights to better understand how visitors use each battlefield location.

In general, mobile location data can be described as geospatial data collected from smartphones of users in a specific area. The data is collected from applications used by smartphones that require location services to be turned on for the device. Today, most applications utilize location services and require express consent from smartphone users to use the data. Apps such as navigation applications, weather, and even games use location services to deliver place-based information to the user. Even then, many applications have added location services features into their application to understand user behavior. Cell phone service is not a requirement for collection of this data. Many mobile applications collect location data even outside of cellular service. Once the device is back in coverage, the data is uploaded to the cloud for the time period it was out of service. The number of apps that collect data offline is more limited, but the data can be normalized by using other sources. A description of the normalization process is detailed in a later section.

Some limitations and caveats need to be included when interpreting case study results:

1) The data that is captured is only a sample of data. Typically, the research team expects approximately 10% of devices in a study area may be captured through the data collection process. This means the data is a sample and should not be used as visitation estimates as statistical modeling and on-the-ground validation is necessary. "Visits" as defined in the case studies are a sample of visits from the devices observed, not actual total visitation. Comparing visitor center counts, traffic counters, or other physical counting mechanisms isn't possible.
2) Mobile location data may not capture group travel as representatively, especially school groups or groups with high volumes of international visitors. Data from cell phones of tour groups is typically not well-represented in the data for a variety of reasons, but primarily because the 10% sample may not reflect large-scale group trips as accurately as desired. Some battlefields see large quantities of school groups that have large volumes of minors under 18, which are typically much less likely to be included in a sample.
3) Certain device scenarios (for example, individuals carrying multiple devices or work phones) cannot be distinguished because of privacy protections. Since the data is fully anonymous, the research team cannot determine whether multiple devices belong to the same person or group.

This information is collected by third-party providers in raw form for use in various research scenarios. The data for this project was sourced from a third-party provider named Azira (https://azira.com/). Azira has agreements and access to hundreds of thousands of applications that collect mobile location data in a raw form to use in analyses. Most of the third-party data used in this report is for 2024; however, some data from 2023 that was obtained for other studies was also utilized where available.

Data Privacy

All data from Azira is anonymous, legally obtained, and privacy-safe, containing no personal information and no ability to identify, contact, or track any individual. The data is subject to stringent privacy regulations and is compliant with various privacy laws such as the California Consumer Privacy Act (CPRA) and the European Union's General Data Protection Regulation (GDPR), both of

which are two of the strictest privacy regulations. Data is collected only from users who have explicitly opted in through mobile applications that disclose location data usage, a consent-based approach that is standard practice across the location-intelligence industry. To further protect privacy, Azira applies rigorous data-cleaning and anonymization techniques, including jittering which intentionally prevents reverse identification or inference of personal behavior. While the data remains positionally accurate at an analytical level, common evening locations (CEL) and common daytime locations (CDL) are rounded to the nearest census block group (neighborhood scale). This enables meaningful demographic and behavioral analysis while ensuring it is not possible to associate activity with a specific home, address, or dwelling.

Sample Size

Mobile location data is collected through agreements with mobile application companies through providers such as Azira. Because of these agreements, the availability of mobile applications from which to gather data fluctuates over time. Therefore, sample size (number of devices and observations) observed within the boundaries of each park unit fluctuate over time as well. While the relative sample sizes by location can be used to inform the relative number of total visits within the area, caution should be used when making judgements about total visitation. In other words, because the volume of data can change due to technological changes, the data is normalized where possible throughout the study to account for fluctuations in data.

Prior to the analysis, some key terms need to be defined to interpret the results. These terms are:

- ***Unique Devices:***

  Location enabled devices (mostly cell phones) are the unit of analysis for this study. Unique devices are defined as individual units observed within the study area during the study period. The devices used in the study are a sample of all devices potentially in the study area. Because this data is a sample of all devices in the area, observed devices do not directly equate to total visits during the same period, but it represents a proxy for usage in the area. Each observed device is identifiable via a randomly generated device id-number that does not change over the study period or area.

- ***Device days:***

  Device days are represented as the total number of days the unique devices are observed within the study area. For example, a single device may be observed for four days on their trip. This would equate to one unique device and four device days. The total device days is the sum of the number of days devices are observed within the boundary during the study period. Devices can only be counted once per day, independent of the number of times that device may enter and leave the study area during that day.

- ***Observations:***

  As devices move throughout the study area, various “pings” are recorded that include a time stamp, location, and its unique identifier. The total number of observations is the sum of the pings generated per device. Ping frequency varies and is not consistent across devices or for a single device. This is typically caused by variation in mobile app settings and device types. However, large sample sizes generally alleviate any issues with ping frequency.

ECONOMIC CONTRIBUTION ANALYSIS RESULTS

ECONOMIC CONTRIBUTION SUMMARY

NPS battlefield sites hosted over 20.3 million visits in 2024. Visitor spending generated approximately $1.5 billion in direct expenditures, supporting 15,000 jobs, contributing $1.4 billion to state GDPs and $2.2 billion in total economic output to state economies in 2024. These contributions span urban, suburban, and rural settings, demonstrating that battlefield tourism functions as a distributed economic driver across diverse geographies.

Importantly, a substantial share of these benefits occur in non-urban areas. An estimated 4,360 jobs are supported in non-urban communities, including 780 jobs at lower-visitation sites, where tourism associated with battlefields can represent a meaningful source of local economic activity.

- The 4,360 jobs supported in non-urban areas correspond to an estimated $177 million in annual labor income, $329 million in GDP, and $555 million in economic output in local economies.
- The 780 jobs supported by non-urban lower-visitation sites represent an estimated $28 million in labor income, $53 million in GDP, and $93 million in economic output, underscoring the importance of even smaller sites in supporting rural economies.

Beyond individual site results, several broad patterns emerge that are applicable across the battlefield system:

- Battlefield visitation generates economic value across a spectrum of site types, from high-volume urban destinations to low-volume rural sites.
- In rural and outlying settings, on average 1,530 recreation visits support 1 local job.
- In urban and suburban settings, on average 2,050 recreation visits support 1 local job.
- Overnight visitors drive disproportionate economic contributions, making length of stay a key factor in maximizing local benefits.
- Battlefields function as part of broader tourism systems, often extending visitor trips and increasing regional spending rather than acting as standalone destinations.
- Smaller and lower-visitation sites still play an important economic role, particularly in rural areas where alternative economic drivers may be limited.
- Economic contributions are enabled by preservation, as continued protection and access to these landscapes are foundational to sustaining visitation and associated economic activity.

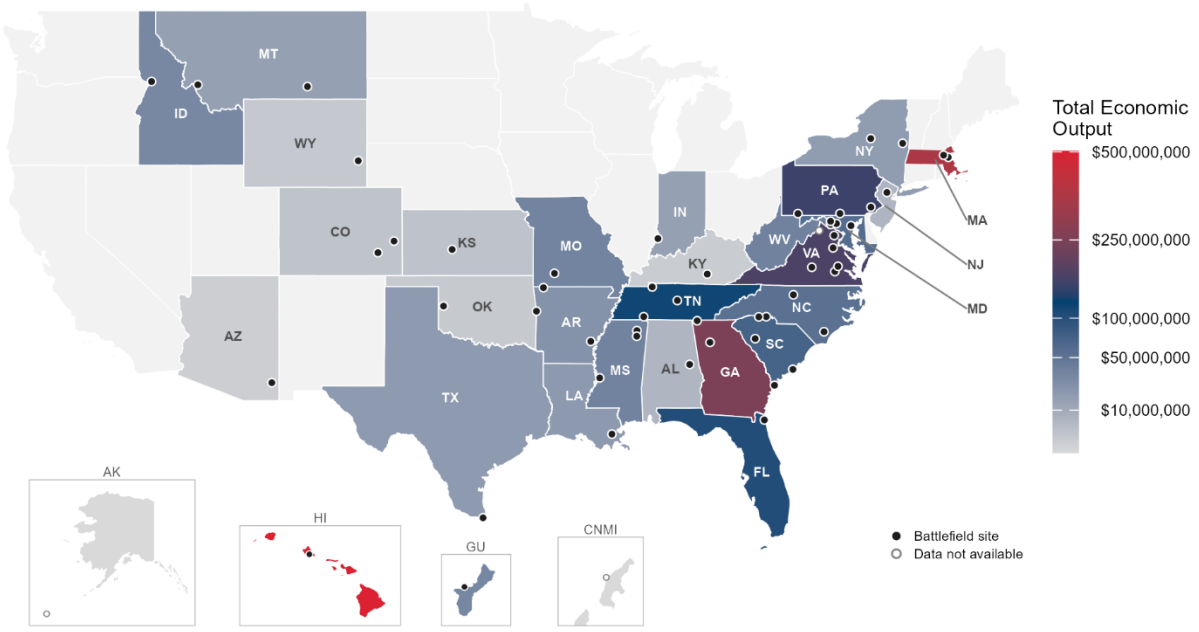
CONTRIBUTIONS TO STATE ECONOMIES

As of 2024, the U.S. National Park System (NPS) preserves 57 battlefield sites commemorating American military heritage. These sites span 31 states and two territories (Guam and the Commonwealth of the Northern Mariana Islands).

In 2024, 20.3 million visitors to NPS battlefield sites spent $1.5 billion, contributing a combined 15,000 jobs, $1.4 billion in GDP, and $2.2 billion in economic output to state economies.

Battlefield sites in Hawaii and Massachusetts generated the largest contributions, with visitation to Pearl Harbor National Memorial contributing over $500 million to the Hawaii state economy, and visitation to Boston and Minute Man National Historical Parks contributing a combined $364 million to the Massachusetts state economy. Detailed state-level economic contributions are available in the Appendix.

Economic contributions of federal battlefield tourism by state
State-level economic output, 2024



CONTRIBUTIONS TO LOCAL ECONOMIES

Local economic contributions describe the direct and secondary effects of tourism to the regional economies and communities surrounding battlefield sites.

Battlefield regions are classified using NPS Socioeconomic Monitoring classifications. The SEM classifies parks by:

- Park type (nature parks, recreation parks, and historical and cultural parks). Battlefields sites are almost all classified as historical parks, with the exception of Timucuan Ecological & Historic Preserve which is a nature park.
- Regional setting (urban, non-urban). Urban settings have a population class of urban, suburban, or mixed, and non-urban settings have a population class of rural, outlying, or remote.
- Visitation level (high, low). Battlefields classified as high-visitation account for 80% of overall recreation visits within their park type and regional setting strata.

Table 1 shows how battlefield sites are classified and the local jobs and economic output supported by each site. The Appendix includes 2024 visitation, visitor spending, jobs, labor income, GDP contributions, and economic output for each site.

In 2024, four of the top five battlefield sites are high-visitation sites located in urban areas. Pearl Harbor National Memorial is the largest, supporting an estimated 2,896 jobs and over $500 million in economic output in the regional economy. Boston National Historical Park follows with 1,848 regional jobs and $283 million in economic output.[3] Kennesaw Mountain National Battlefield Park supports 1,155 regional jobs and $159 million in economic output, and Minute Man National Historical Park supports 593 jobs and $91 million in economic output. The fifth site, Timucuan Ecological and Historic Preserve, located on the Atlantic coast near Jacksonville, Florida, supports an estimated 753 regional jobs and $99 million in economic output.

Sites in non-urban areas and those with lower visitation also contribute substantially to local economic activity. For example, tourism to Chickamauga & Chattanooga National Military Park and Gettysburg National Military Park, both non-urban parks, contributed $87 million and $77 million, respectively, to their regional economies.[4] Tourism to Fredericksburg & Spotsylvania National Military Park, a low-visitation park, similarly contributed $78 million to the site's regional economy.

Many of the battlefield sites across all regional settings contribute substantially to regional employment and business activity. These jobs are particularly valuable in some non-urban and remote settings. An estimated 4,360 jobs are supported by tourism to non-urban battlefield sites, with 780 of these jobs supported by low-visitation sites. Non-urban sites collectively generate an estimated $177 million in annual labor income, $329 million in GDP, and $555 million in economic output. The 780 jobs at non-urban lower-visitation sites alone represent $28 million in labor income, $53 million in GDP, and $93 million in economic output.

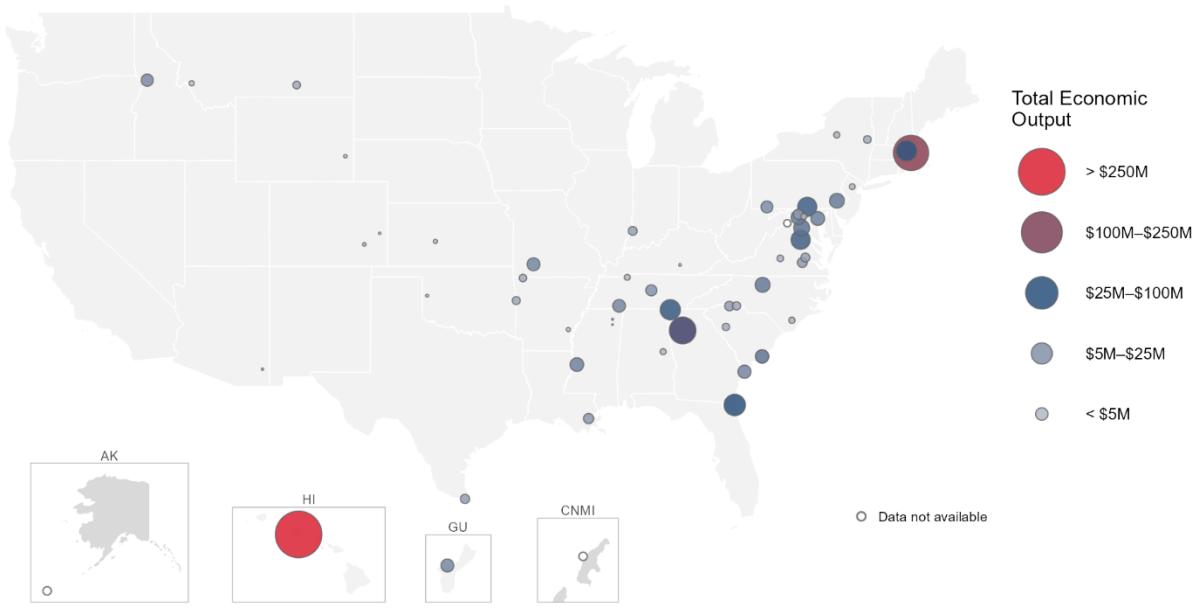
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[3] Estimates include the economic contributions of all visitor spending attributed to Boston National Historical Park, which encompasses multiple Revolutionary War sites, not all of which are designated battlefields.

[4] Estimates for Chickamauga & Chattanooga and Gettysburg National Military Parks include the economic contributions of all visitor spending attributed to park visitation, including visitation to non-battlefield sites in the parks.

Economic contributions of federal battlefield tourism by site

Local-level economic output, 2024



Local-level economic contributions by battlefield setting and visitation levels

Total jobs supported in local communities

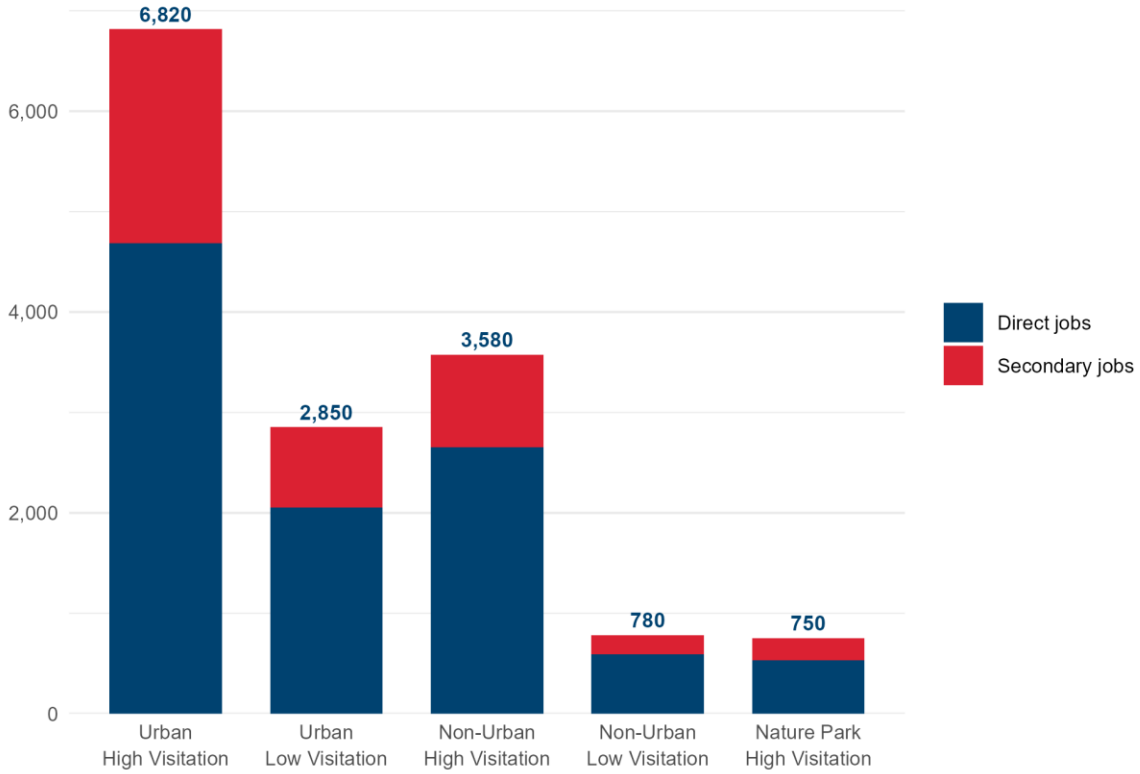


Table 1. Local economic contributions by regional setting and visitation levels. 2024 local economic contributions are presented as (jobs, economic output).

Setting	High Visitation	Low Visitation
Urban Historic	**Pearl Harbor NMEM** (2,896, $501,652,000) **Boston NHP** (1,848, $282,993,000) **Kennesaw Mountain NBP** (1,155, $159,134,000) **Minute Man NHP** (593, $90,776,000) **Valley Forge NHP** (325, $44,774,000)	**Fredericksburg & Spotsylvania NMP** (536, $78,141,000) **Guilford Courthouse NMP** (356, $45,976,000) **Manassas NBP** (352, $52,773,000) **Harpers Ferry NHP** (294, $43,207,000) **Fort McHenry NM&SHRINE** (261, $38,592,000) **Fort Necessity NB** (216, $28,239,000) **Jean Lafitte NP&PRES** (161, $19,942,000) **Petersburg NB** (148, $18,511,000) **Stones River NB** (141, $23,759,000) **Richmond NBP** (119, $14,859,000) **Fort Smith NHS** (99, $11,524,000) **Kings Mountain NMP** (94, $12,227,000) **Monocacy NB** (46, $5,801,000) **Morristown NHP** (31, $5,420,000)
Non-Urban Historic	**Chickamauga & Chattanooga NMP** (746, $87,209,000) **Gettysburg NMP** (518, $77,894,000) **Vicksburg NMP** (323, $37,933,000) **Shiloh NMP** (284, $32,172,000) **Wilson's Creek NB** (276, $33,389,000) **Fort Sumter and Fort Moultrie NHP** (268, $35,328,000) **Fort Pulaski NM** (264, $34,697,000) **War In The Pacific NHP** (217, $33,679,000) **Nez Perce NHP** (215, $29,678,000) **Antietam NB** (131, $19,362,000) **Cowpens NB** (130, $17,160,000) **Little Bighorn Battlefield NM** (91, $10,448,000) **Appomattox Court House NHP** (62, $7,278,000) **Fort Donelson NB** (51, $5,805,000)	**Palo Alto Battlefield NHP** (145, $15,908,000) **George Rogers Clark NHP** (122, $14,479,000) **Pea Ridge NMP** (81, $9,808,000) **Saratoga NHP** (78, $10,383,000) **Ninety Six NHS** (77, $9,360,000) **Moores Creek NB** (55, $6,611,000) **Horseshoe Bend NMP** (51, $6,011,000) **Fort Stanwix NM** (46, $6,509,000) **Big Hole NB** (39, $4,144,000) **Fort Larned NHS** (20, $2,212,000) **Arkansas Post NMEM** (20, $2,342,000) **Fort Laramie NHS** (13, $1,384,000) **Bent's Old Fort NHS** (11, $1,418,000) **Washita Battlefield NHS** (9.7, $992,000) **Mill Springs Battlefield NM** (6.4, $701,000) **Sand Creek Massacre NHS** (4.5, $490,000) **Fort Bowie NHS** (3.1, $399,000) **Brices Crossroads NBS** (2.0, $239,000) **Tupelo NB** (0.4, $48,000) **Aleutian World War II NHA** (data not available) **American Memorial Park NMEM PARK** (data not available) **Cedar Creek & Belle Grove NHP** (data not available)
Nature Park	**Timucuan EHP** (753, $99,158,000)	

SOCIOECONOMIC MONITORING HIGHLIGHTS

Visitor trip characteristics are important drivers of the economic contributions of battlefield tourism. The portion of local visitors compared to non-local visitors, the number of day trips compared to overnight trips, whether people stay overnight in hotels or camping or unpaid lodging, and the number of days visitors spend in the local area all affect spending levels and the types of businesses that benefit from tourism spending.

The National Park Service Socioeconomic Monitoring (SEM) Program conducts visitor surveys to collect information about trip characteristics and spending patterns used to estimate spending in park gateway communities. As of 2024, SEM surveys have been conducted at six battlefield sites:

- Fort Bowie National Historic Site (non-urban historic, low visitation)
- Fort Donelson National Battlefield (non-urban historic, high visitation)
- Fort Laramie National Historic Site (non-urban historic, low visitation)
- Morristown National Historical Park (urban historic, low visitation)
- Pearl Harbor National Memorial (urban historic, high visitation)
- Stones River National Battlefield (urban historic, low visitation)

The regional setting (urban, non-urban) and visitation level (high, low) offer some insight into a site's economic contributions, but SEM profiles reveal distinctions that drive meaningful differences. For example, Fort Bowie and Fort Laramie are both non-urban historic sites with low visitation, but their economic footprints differ. Fort Bowie is in a remote region and most of its visitors stay overnight in the local area supporting hotels, specialty lodging, and campgrounds. Fort Laramie also attracts overnight visitors but overall has a higher share of non-local day-trippers. Because Fort Bowie visitors stay longer and spend more locally, 2,700 visits to Fort Bowie supports one local job, compared to 3,400 visits to Fort Laramie.

Another important driver is trip purpose. The National Park Service uses information about trip purposes to attribute local-area spending to a park visit. For visitors who travel to a region specifically to visit the park, 100% of their spending in the local-area is attributed to the site. When visiting the park is one of several equally important trip purposes, spending is attributed in proportion to time spent at the site versus time spent elsewhere in the local area. Less spending is attributed for visitors who make incidental or spur of the moment stops at the site.

SEM highlights and economic contributions for each surveyed park include:

- Total party days and nights attributed to the site visit by segment. Visitor segments include Local Day Trip, Non-Local Day Trip, Lodge Outside Site, Camp Outside Site, and Other (visitors staying in unpaid lodging).
- The distribution of local job contributions across economic sectors.
- Other key drivers of economic contributions: trip purpose, total and attributed length of stay in the local area, and average party size.

Fort Bowie National Historic Site

Located in the remote high desert of southeast Arizona, Fort Bowie National Historic Site protects the remains of Fort Bowie and interprets the 1862 Battle of Apache Pass. This site is classified as a non-urban historic site with low visitation. In 2024 the regional economy, defined as the county of Cochise, AZ, had a population of 125,773 and a GDP of $6.6 billion.

Contributions to the local economy

In 2024, visitors to Fort Bowie spent $372,000 in the local area, contributing 3.1 jobs, $121,000 in labor income, $225,000 in GDP, and $399,000 in economic output to the local economy. This site received 8,483 recreation visits in 2024 and supported one job per every 2,700 visits.

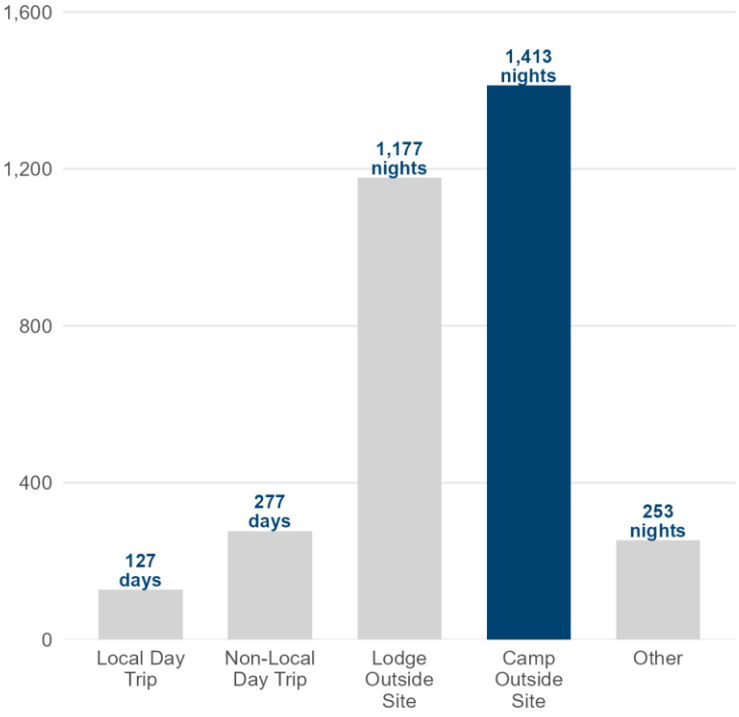
Days and Nights Spent

Due to its remote location, most visitors to Fort Bowie were overnight visitors, accounting for 1,177 lodging nights, 1,413 camping nights, and 253 nights spent in unpaid lodging. Non-local day visitors accounted for 277 day trips, and local day visitors accounted for 127 days.

Jobs

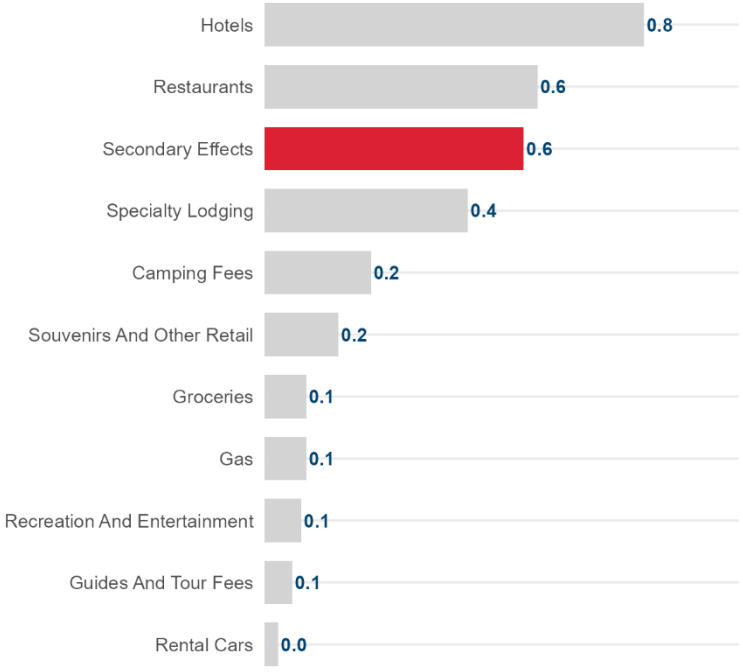
The largest contributions from visitor spending were in lodging, with 0.8 direct jobs supported in the hotels sector and 0.4 direct jobs supported by visitors staying in specialty lodging. Spending at restaurants supported 0.6 direct jobs. Spending in all other categories contributed an additional 0.7 direct jobs, and the ripple effects of visitor spending supported 0.6 secondary jobs in the local area.

Total party days and nights attributed to Fort Bowie National Historic Site visitation in 2024



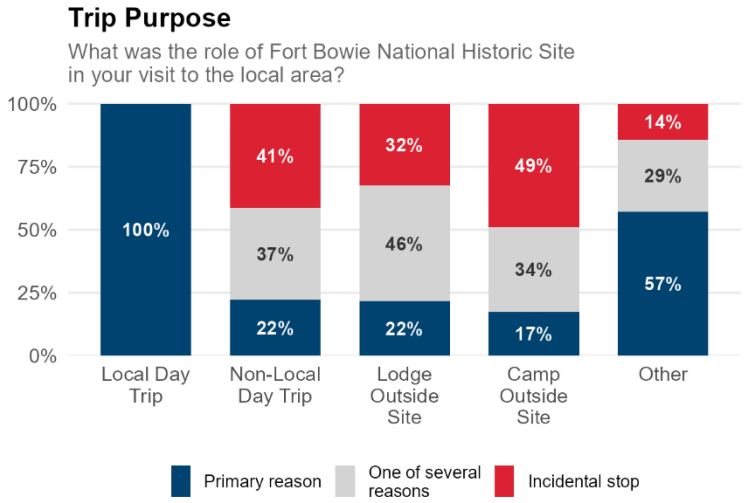
Local area jobs supported by Fort Bowie National Historic Site visitor spending in 2024

3.1 total jobs supported in local area



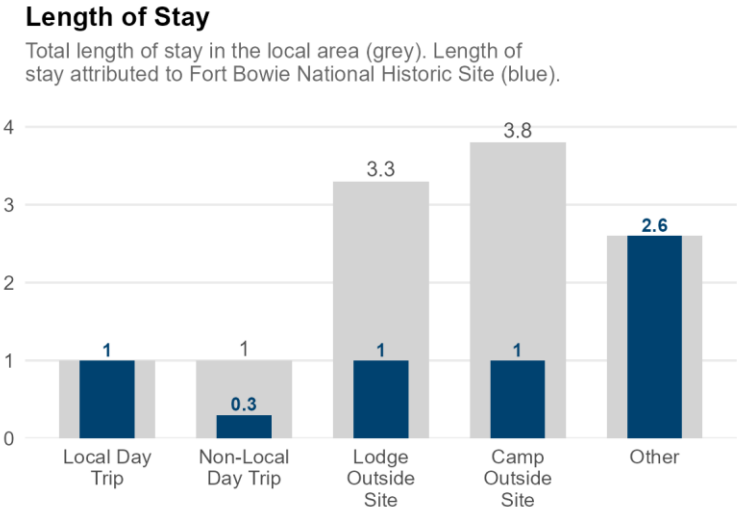
Trip Purpose

Trip purpose describes the role that Fort Bowie played in drawing visitors to the local area. Visitors camping outside of the site accounted for the greatest portion of visitation; for these visitors, 17% said that Fort Bowie was the primary reason that they came to the local area, 48% said that the site was one of several reasons that they came to the local area, and 34% said that their visit to the site was an incidental stop on their trip. Visitors staying in lodging had a slightly higher draw with 22% reporting that the site was their primary reason for coming to the local area, 46% reporting that the site was one of several reasons for coming to the local area, and 32% reporting that the site was an incidental stop on their trip. 57% of visitors staying in unpaid lodging and 22% of visitors on non-local day trips reported the site as their primary reason for coming to the local area.



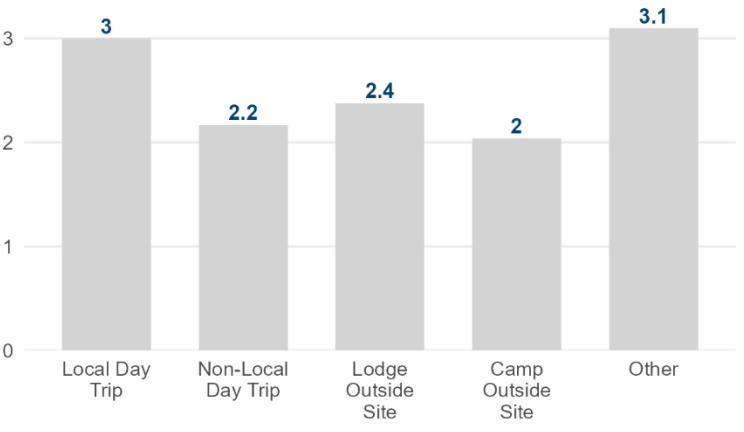
Length of Stay

The length of stay in the local area that is attributed to the park visit is related to visitors' purpose for coming to the local area and to the relative amount of time they spend in the park and in the local area. Overnight camping and lodging parties spend on average 3.8 and 3.3 nights in the local area, respectively; for both segments, 1 night in the local area is attributed to Fort Bowie visitation. Visitors staying in unpaid lodging spend on average 2.6 nights in the local area; for this segment, the full 2.6 nights is attributed to Fort Bowie visitation. For non-local day trips, 0.3 days are attributed per party.



Party Size

Average party size ranged from 2.2 to 3 people for day trip segments and between 2 and 3.1 people for overnight segments. Visitors on local day trips and those staying in unpaid lodging had the largest average party sizes.



Fort Donelson National Battlefield

Fort Donelson National Battlefield preserves the site of the February 1862 Battle of Fort Donelson, one of the first major Union victories of the Civil War. The site is located in rural western Tennessee, near the Kentucky border and is classified as a non-urban historic site with high visitation. The regional economy is defined as Henry, Montgomery, and Stewart Counties in Tennessee, and Calloway, Christian, and Trigg Counties in Kentucky. In 2024, these counties had a combined population of 417,813 and a combined GDP of $22.6 billion.

Contributions to the local economy

In 2024, visitors to Fort Donelson spent $5.5 million in the local area, contributing 51 jobs, $1.8 million in labor income, $3.2 million in GDP, and $5.8 million in economic output to the local economy. This site received 166,026 recreation visits in 2024 and supported one job per every 3,300 visits.

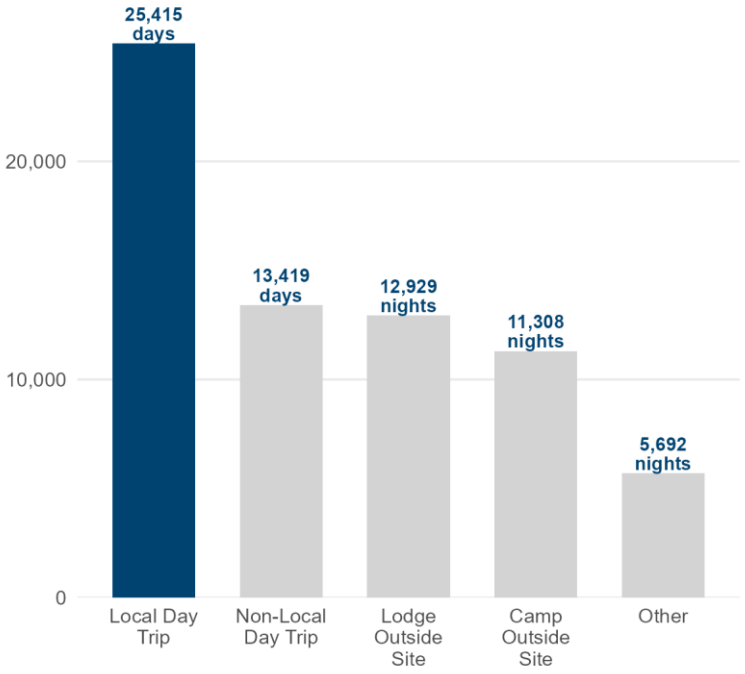
Days and Nights Spent

The largest share of visitors to Fort Donelson are local day visitors, with an estimated 25,415 local party days in 2024. Non-local day visitors accounted for 13,419 party days. Overnight segments included 12,929 lodging nights, 11,308 camping nights, and 5,692 unpaid lodging nights.

Jobs

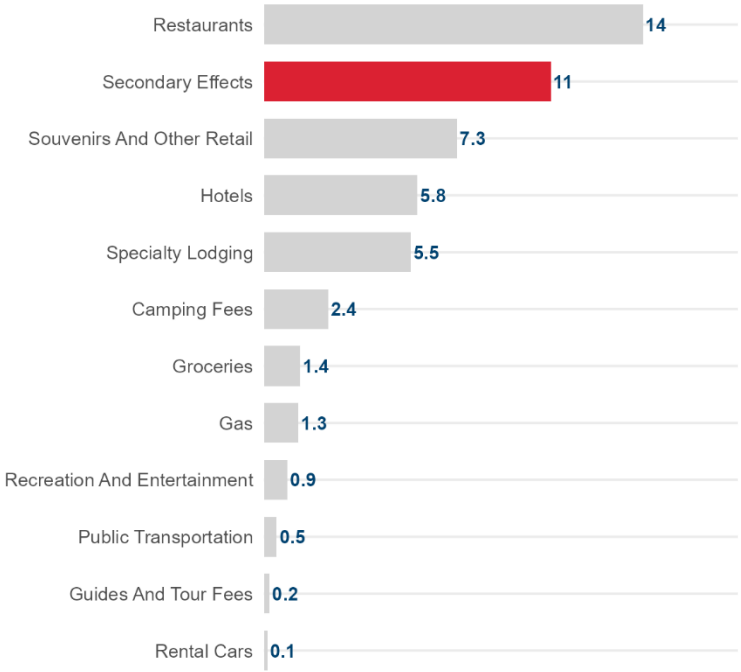
Accounting for the high percentage of day trippers, the largest contributions were to restaurants, with 14 jobs supported, followed by souvenirs and other retail spending with 7.3 jobs supported. Spending in all other categories contributed an additional 19 direct jobs, and the ripple effects of visitor spending supported 11 secondary jobs in the local area.

Total party days and nights attributed to Fort Donelson National Battlefield visitation in 2024



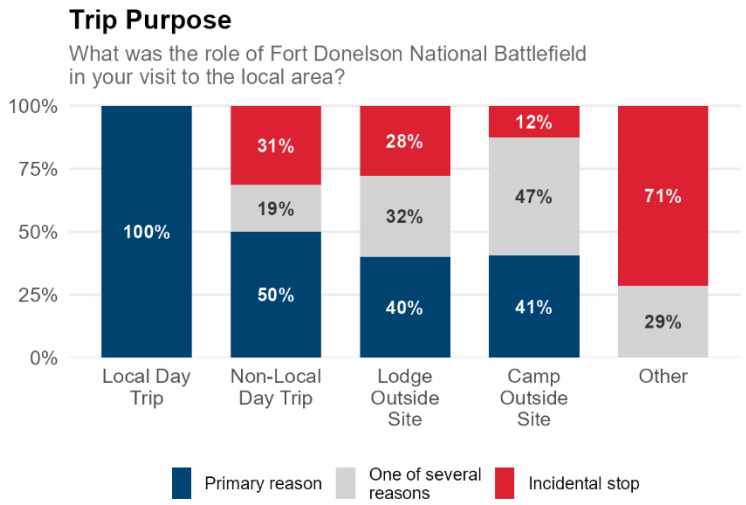
Local area jobs supported by Fort Donelson National Battlefield visitor spending in 2024

51 total jobs supported in local area



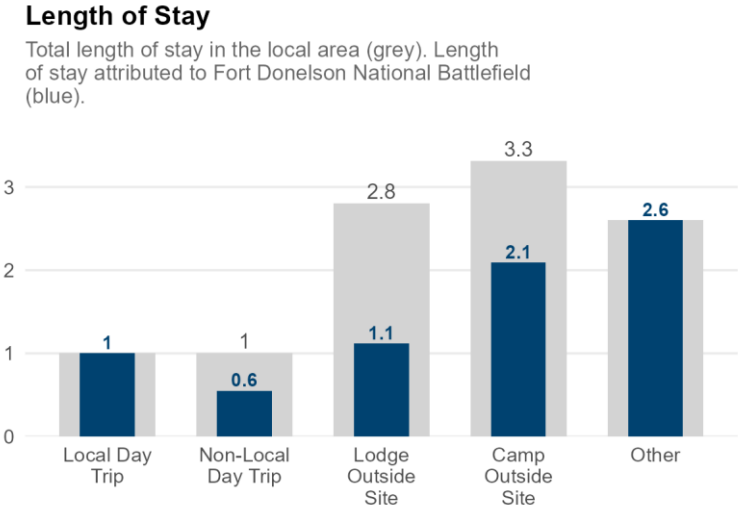
Trip Purpose

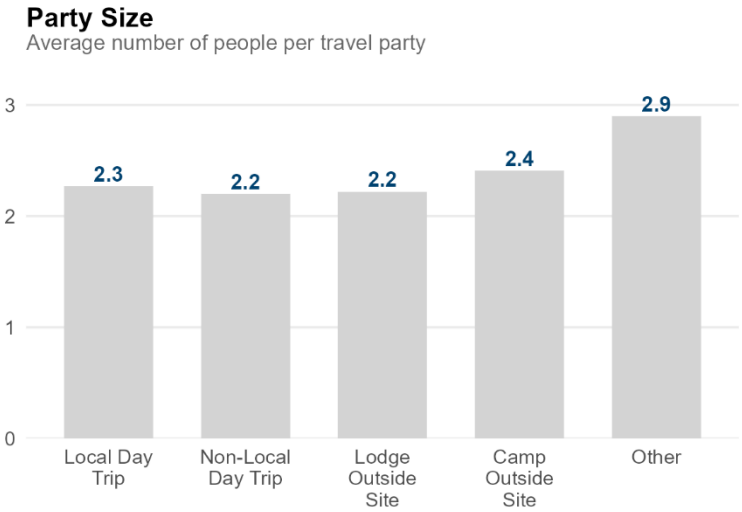
Trip purpose describes the role that Fort Donelson played in drawing visitors to the local area. Day visitors traveling from outside of the local area had the highest primary trip purpose, with 50% of non-local day visitors stating that the site was their primary reason for their visit to the local area, 19% saying it was one of several reasons, and 31% indicating that their visit was an incidental stop. Visitors lodging outside of the site reported 40% primary purpose, 32% equal purpose, and 28% incidental stop; while visitors camping outside of the site reported 41% primary purpose, 47% equal purpose, and 12% incidental stop. For visitors staying in unpaid lodging, 29% reported that the site was one of several reasons that they came to the local area, and 71% reported it as an incidental stop.



Length of Stay

The length of stay in the local area that is attributed to the park visit is related to visitors' purpose for coming to the local area and to the relative amount of time they spend in the park and in the local area. Overnight visitors spent on average between 2.6 and 3.3 nights in the local area, with visitors in the camping segment spending the most time in the local area. Visiting Fort Donelson was a major draw for visitors in the camping segments, and 2.1 out of the average 3.3 nights that they spent in the local area is attributed to their battlefield visit. Visitors staying in unpaid lodging have their full 2.6 night length of stay attributed to the park, and lodging visitors have 1.1 of 2.8 nights attributed. For non-local day trips, 0.6 days are attributed per party.





Party Size

Average party size ranged from 2.2 to 2.3 people for day trip segments and between 2.2 and 2.9 people for overnight segments.

Fort Laramie National Historic Site

Fort Laramie National Historic Site, located in southeast Wyoming at the confluence of the Laramie and North Platte Rivers, preserves the site of a former fur trading post and the largest military outpost on the Northern Plains during the 19th century. The site is classified as a non-urban historic site with low visitation, and the regional economy is defined as Goshen and Platte Counties in Wyoming and Scotts Bluff and Sioux Counties in Nebraska. In 2024, these counties had a combined population of 57,980 and a combined GDP of $3.8 billion.

Contributions to the local economy

In 2024, visitors to Fort Laramie spent $1.4 million in the local area, contributing 13 jobs, $384,000 in labor income, $724,000 in GDP, and $1.4 million in economic output to the local economy. This site received 44,045 recreation visits in 2024 and supported one job per every 3,400 visits.

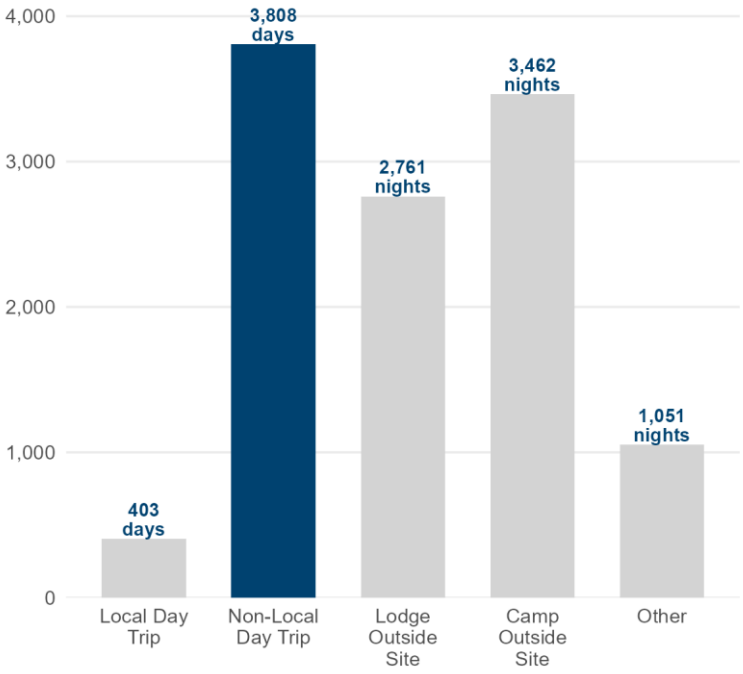
Days and Nights Spent

Most visitors to Fort Laramie were non-local visitors. Non-local day visitors accounted for 3,808 party days in 2024. Overnight visitors included 3,462 camping nights, 2,761 lodging nights, and 1,051 nights spent in unpaid lodging. Local day visitors accounted for 403 party days.

Jobs

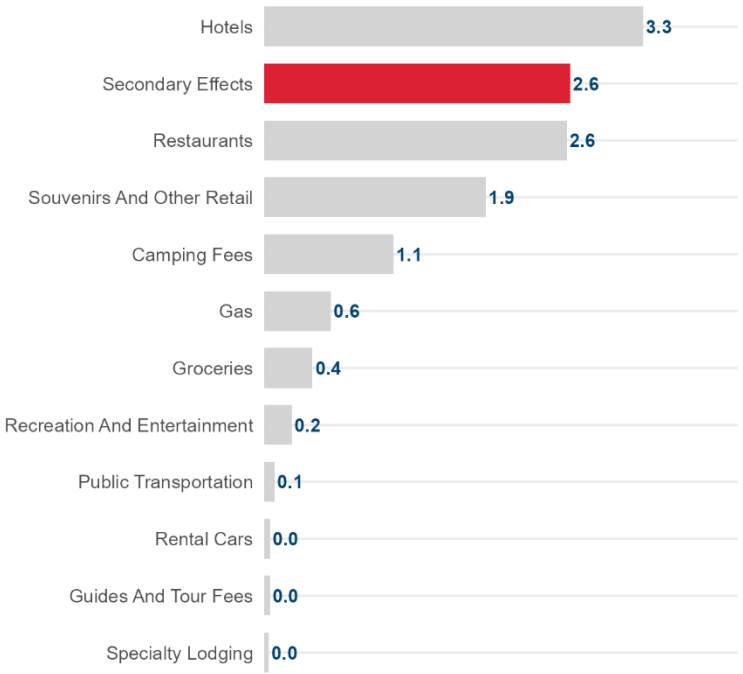
The largest contributions were to hotels, with 3.3 direct jobs supported. Spending at restaurants supported 2.6 direct jobs, and souvenirs and other retail spending supported 1.9 direct jobs. Spending in all other categories contributed an additional 2.6 direct jobs, and the ripple effects of visitor spending supported 2.6 secondary jobs in the local area.

Total party days and nights attributed to Fort Laramie National Historic Site visitation in 2024



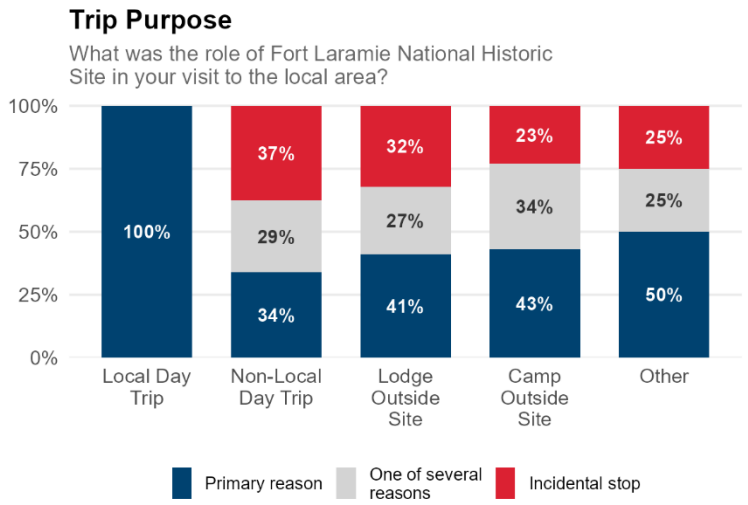
Local area jobs supported by Fort Laramie National Historic Site visitor spending in 2024

13 total jobs supported in local area



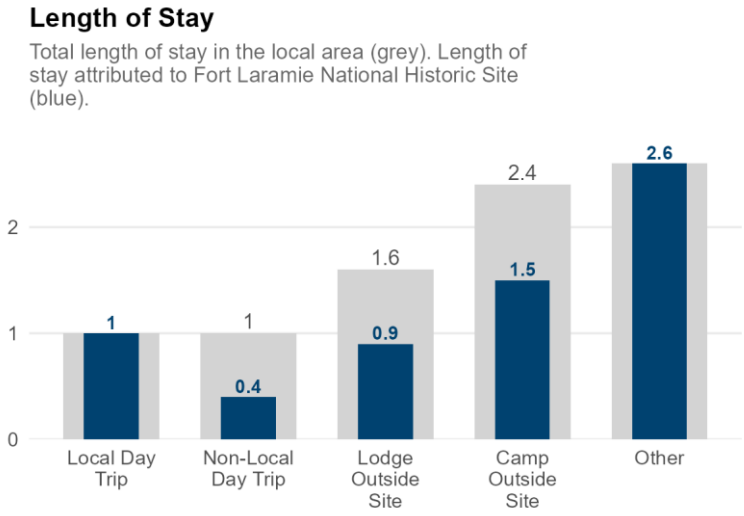
Trip Purpose

Trip purpose describes the role that Fort Laramie played in drawing visitors to the local area. Visitors staying in unpaid lodging had the strongest draw, with 50% reporting that the site was their primary reason for visiting the local area, 25% saying it was one of several reasons, and 25% reporting it as an incidental stop. Visitors camping outside of the site also had a high primary draw, with 43% reporting the site as their primary reason, 34% as one of several reasons, and 23% as an incidental stop. For visitors staying in lodging, 41% reported the site as their primary reason, 27% as one of several reasons, and 32% as an incidental stop. Non-local day visitors reported 34% primary purpose, 29% as one of several reasons, and 37% as an incidental stop.



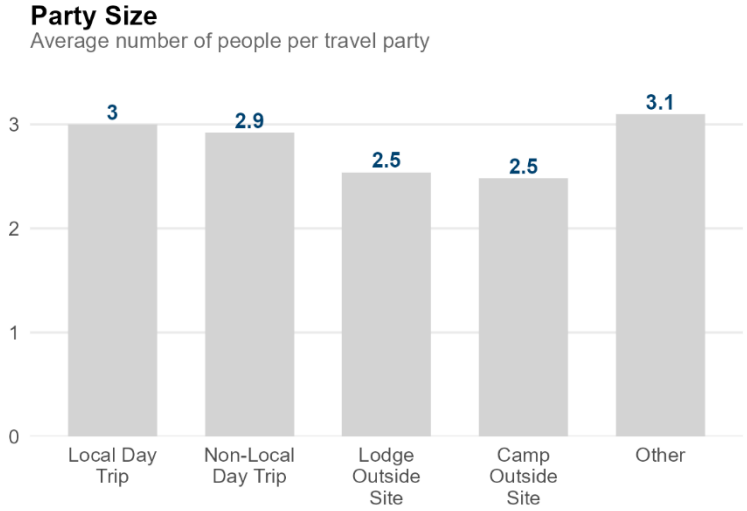
Length of Stay

The length of stay in the local area that is attributed to the park visit is related to visitors' purpose for coming to the local area and to the relative amount of time they spend in the park and in the local area. Overnight camping parties spend on average 2.4 nights in the local area, with 1.5 nights attributed to Fort Laramie visitation. Lodging visitors spend on average 1.6 nights in the local area, with 0.9 nights attributed to the site. Visitors staying in unpaid lodging spend on average 2.6 nights in the local area; for this segment, the full 2.6 nights is attributed to Fort Laramie visitation. For non-local day trips, 0.4 days are attributed per party.



Party Size

Average party size ranged from 2.9 to 3 people for day trip segments and between 2.5 and 3.1 people for overnight segments. Visitors staying in unpaid lodging had the largest average party size at 3.1 people.



Morristown National Historical Park

Morristown National Historical Park, located in the New York–Newark metropolitan area, commemorates the Continental Army's winter encampment of 1779–1780 under General George Washington. The site is classified as an urban historic site with low visitation. The regional economy includes eight New Jersey counties: Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, and Union, as well as New York County, New York. In 2024, this region had a combined population of 7,148,413 and a combined GDP of $1.6 trillion.

Contributions to the local economy

In 2024, visitors to Morristown spent $4.7 million in the local area, contributing 31 jobs, $2.2 million in labor income, $3.7 million in GDP, and $5.4 million in economic output to the local economy. This site received 208,138 recreation visits in 2024 and supported one job per every 6,800 visits.

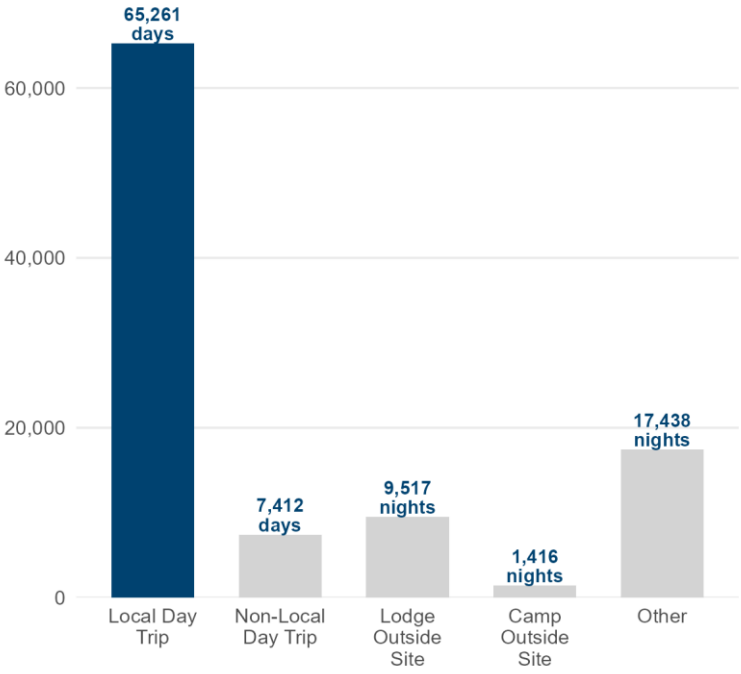
Days and Nights Spent

The largest share of visitors to Morristown are local day visitors, with an estimated 65,261 local party days in 2024. Visitors staying in unpaid lodging accounted for 17,438 nights. Overnight segments also included 9,517 lodging nights and 1,416 camping nights. Non-local day visitors accounted for 7,412 party days.

Jobs

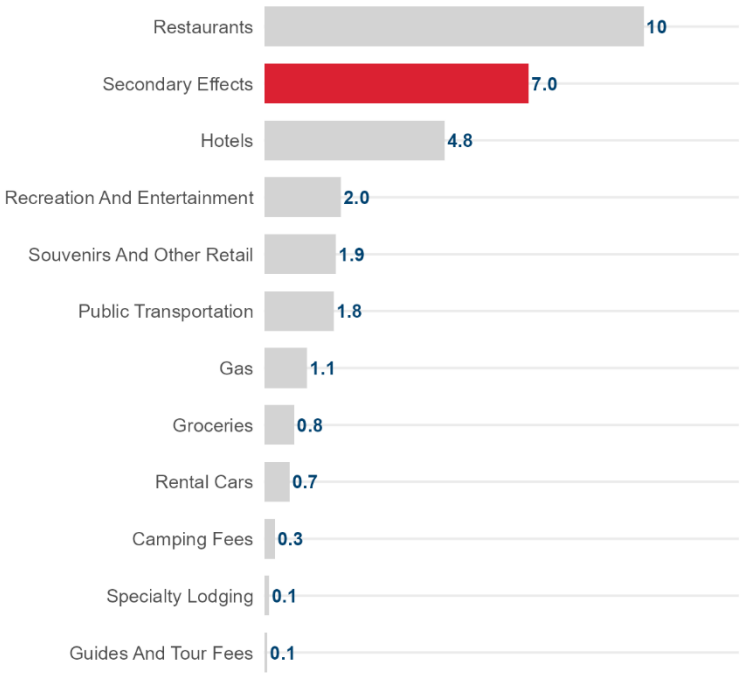
The largest contributions were to restaurants, with 10 direct jobs supported, followed by hotels with 4.8 direct jobs. Spending in recreation and entertainment supported 2.0 direct jobs, and souvenirs and other retail spending supported 1.9 direct jobs. Spending in all other categories contributed an additional 5.3 direct jobs, and the ripple effects of visitor spending supported 7.0 secondary jobs in the local area.

Total party days and nights attributed to Morristown National Historical Park visitation in 2024



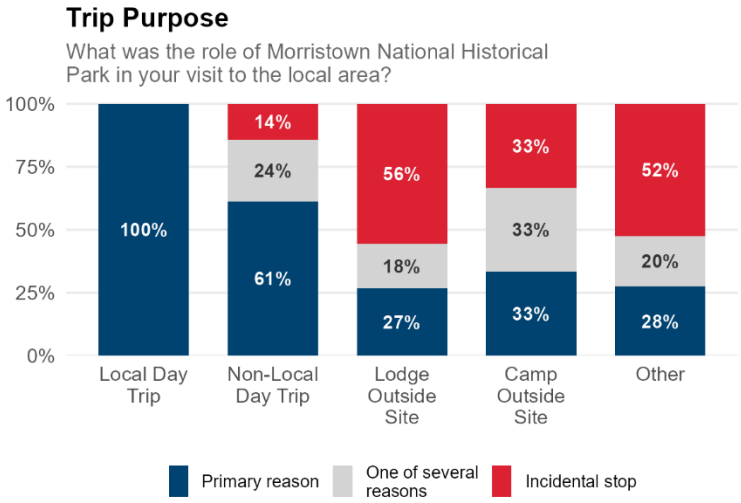
Local area jobs supported by Morristown National Historical Park visitor spending in 2024

31 total jobs supported in local area



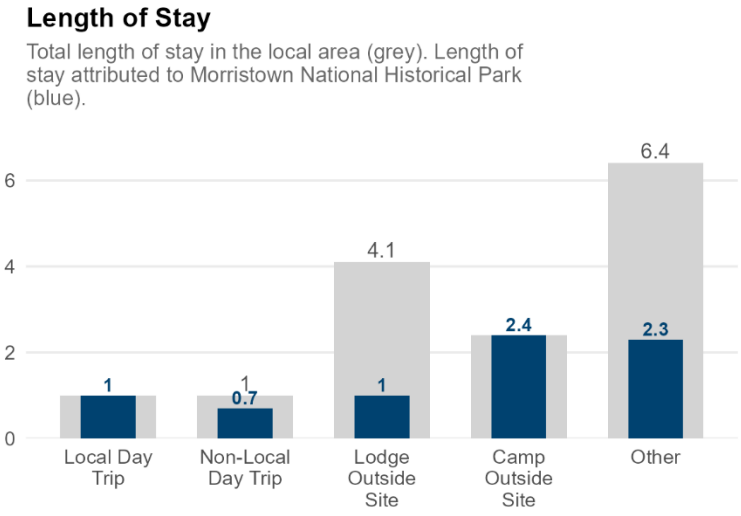
Trip Purpose

Trip purpose describes the role that Morristown played in drawing visitors to the local area. Non-local day visitors had the highest primary trip purpose, with 61% stating that the site was their primary reason for visiting the local area, 24% saying it was one of several reasons, and 14% indicating that their visit was an incidental stop. Visitors camping outside of the site had an even distribution, with 33% primary purpose, 33% one of several reasons, and 33% incidental stop. Visitors staying in lodging reported 27% primary purpose, 18% as one of several reasons, and 56% as an incidental stop. For visitors staying in unpaid lodging, 28% reported the site as their primary reason, 20% as one of several reasons, and 52% as an incidental stop.



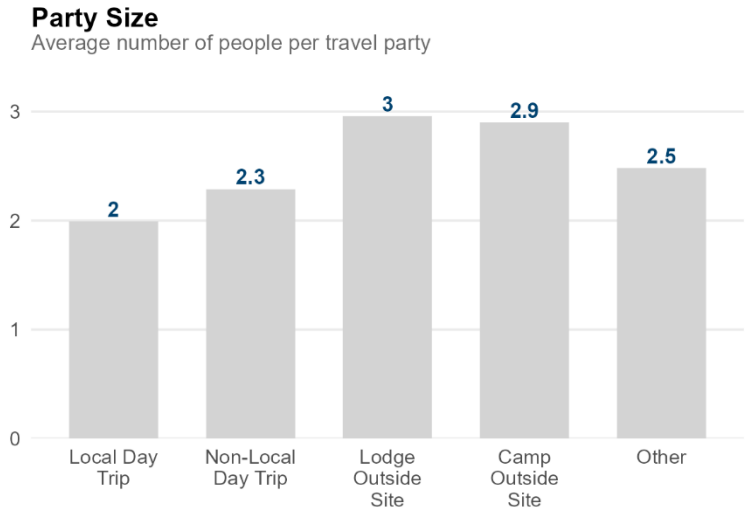
Length of Stay

The length of stay in the local area that is attributed to the park visit is related to visitors' purpose for coming to the local area and to the relative amount of time they spend in the park and in the local area. Visitors staying in lodging spend on average 4.1 nights in the local area, with 1.0 night attributed to Morristown visitation. Camping visitors spend on average 2.4 nights in the local area; for this segment, the full 2.4 nights is attributed to Morristown visitation. Visitors staying in unpaid lodging spend on average 6.4 nights in the local area, with 2.3 nights attributed to the park. For non-local day trips, 0.7 days are attributed per party.



Party Size

Average party size ranged from 2 to 2.3 people for day trip segments and between 2.5 and 3 people for overnight segments. Visitors staying in lodging and camping had the largest average party sizes at 3 and 2.9 people, respectively.



Pearl Harbor National Memorial

Pearl Harbor National Memorial honors the lives lost during the December 7, 1941, attack that marked the United States' entry into World War II. Located on Oahu, Hawaii's economic and population center, the site is classified as an urban historic site with high visitation. For this analysis the regional economy for Peral Harbor is defined as the State of Hawaii which had a population of 1,434,952 and a GDP of $117.6 billion in 2024.

Contributions to the local economy

In 2024, visitors to Pearl Harbor spent $348.6 million in the local area, contributing 2,896 jobs, $165.6 million in labor income, $338.5 million in GDP, and $501.7 million in economic output to the local economy. This site received 1,588,798 recreation visits in 2024 and supported one job per every 550 visits.

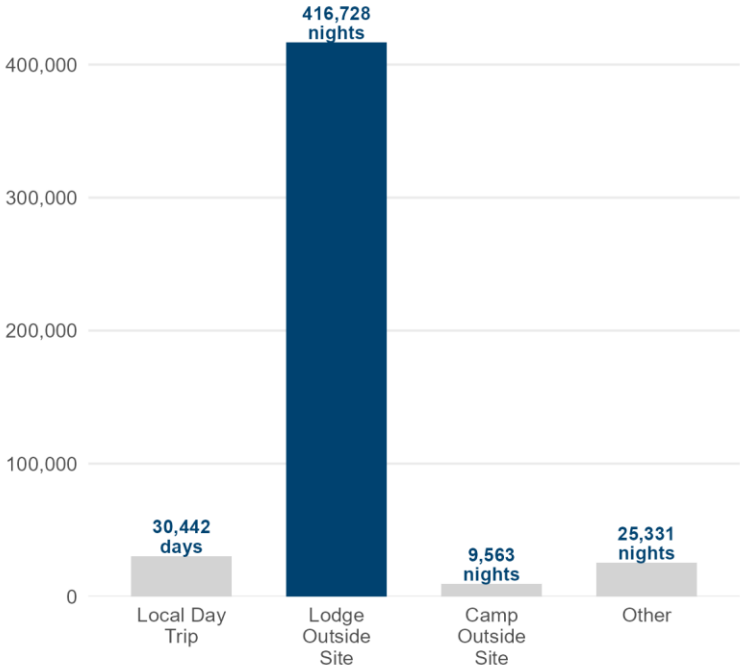
Days and Night Spent

The vast majority of visitors to Pearl Harbor are overnight visitors staying in lodging, accounting for 416,728 lodging nights in 2024. Local day visitors accounted for 30,442 party days. Visitors staying in unpaid lodging accounted for 25,331 nights, and camping visitors accounted for 9,563 nights.

Jobs

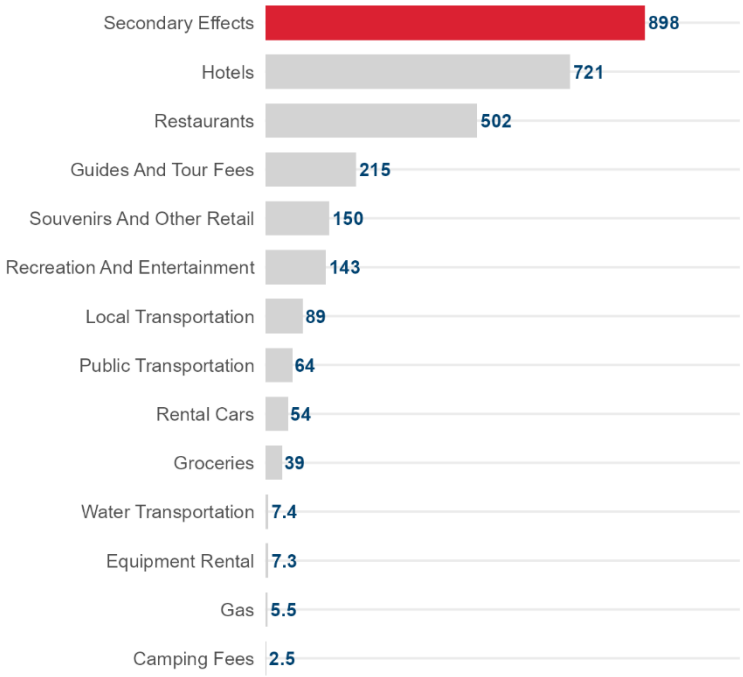
The largest direct contributions were to hotels, with 721 direct jobs supported, followed by restaurant spending with 502 direct jobs. Guides and tour fees supported 215 direct jobs, and souvenirs and other retail spending supported 150 direct jobs. Spending in all other categories contributed an additional 410 direct jobs, and the ripple effects of visitor spending supported 898 secondary jobs in the local area. Ripple effects are higher for this site because of the state-level local area definition.

Total party days and nights attributed to Pearl Harbor National Memorial visitation in 2024



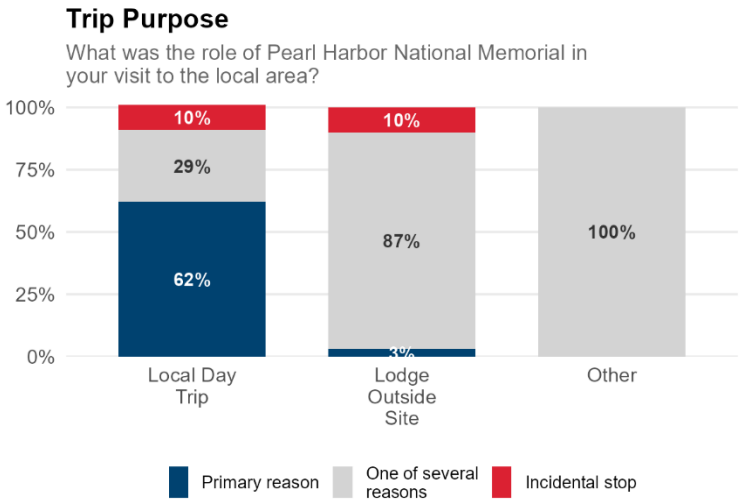
Local area jobs supported by Pearl Harbor National Memorial visitor spending in 2024

2,896 total jobs supported in local area



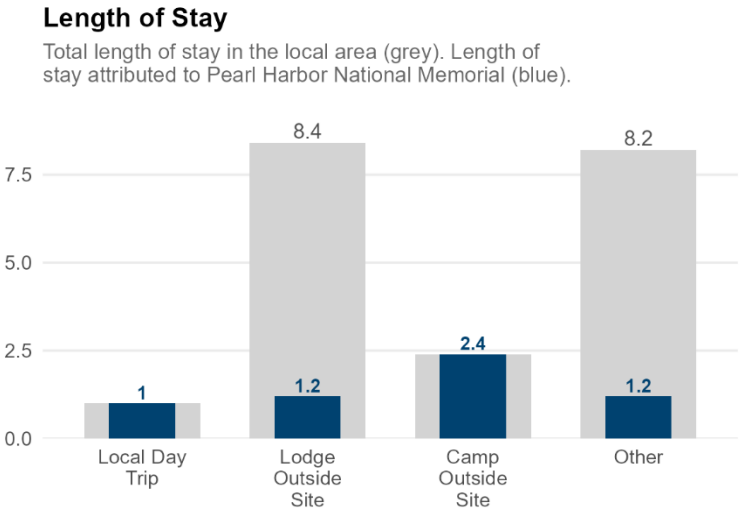
Trip Purpose

Trip purpose describes the role that Pearl Harbor played in drawing visitors to the local area, which was defined as the whole state of Hawaii. Local day visitors, which included Hawaii residents traveling from other islands, had the highest primary trip purpose, with 62% stating that the memorial was their primary reason for visiting the local area, 29% saying it was one of several reasons, and 10% indicating that their visit was an incidental stop. For visitors staying in lodging, 3% reported the memorial as their primary reason for their trip to Hawaii, 87% as one of several reasons, and 10% as an incidental stop. 100% of visitors staying in unpaid lodging reported the memorial as one of several reasons for visiting the local area.



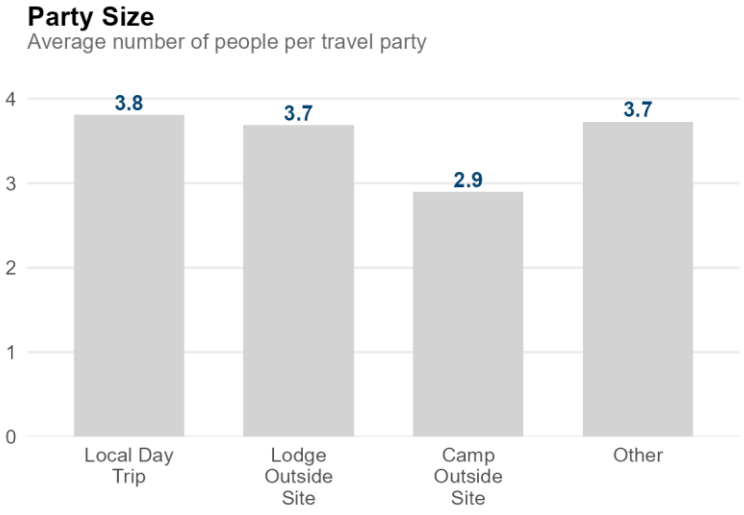
Length of Stay

The length of stay in the local area that is attributed to the park visit is related to visitors' purpose for coming to the local area and to the relative amount of time they spend in the park and in the local area. Visitors staying in lodging spend on average 8.4 nights in the local area, with 1.2 nights attributed to Pearl Harbor visitation. Visitors staying in unpaid lodging spend on average 8.2 nights in the local area, with 1.2 nights attributed to the memorial. Camping visitors spend on average 2.4 nights in the local area; for this segment, the full 2.4 nights is attributed to Pearl Harbor visitation.



Party Size

Average party size ranged from 2.9 to 3.8 people across all segments. Local day visitors had the largest average party size at 3.8 people, while camping visitors had the smallest at 2.9 people.



Stones River National Battlefield

Stones River National Battlefield preserves the site of the Battle of Stones River, one of the bloodiest conflicts of the Civil War. Stones River is located in Rutherford County, Tennessee, which is one of the fastest-growing suburban counties in the Nashville metropolitan area. The site is classified as an urban historic site with low visitation. The regional economy includes eight counties in Tennessee: Bedford, Cannon, Coffee, Davidson, Marshall, Rutherford, Williamson, and Wilson, which had a combined population of 1,714,087 and a combine GDP of $202.6 billion in 2024.

Contributions to the local economy

In 2024, visitors to Stones River spent $17.2 million in the local area, contributing 141 jobs, $8.4 million in labor income, $15.3 million in GDP, and $23.8 million in economic output to the local economy. This site received 446,160 recreation visits in 2024 and supported one job per every 3,200 visits.

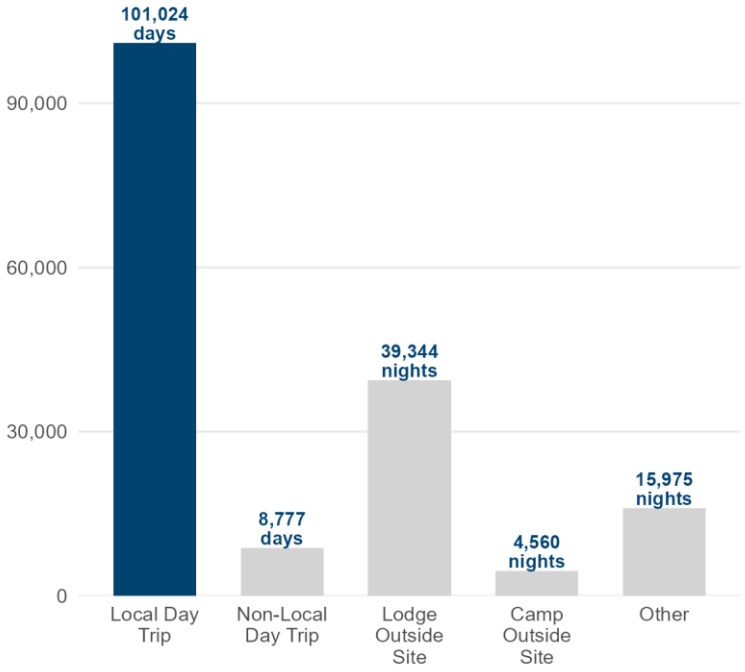
Days and Night Spent

The largest share of visitors to Stones River are local day visitors, with an estimated 101,024 local party days in 2024. Overnight segments included 39,344 lodging nights, 15,975 nights spent in unpaid lodging, and 4,560 camping nights. Non-local day visitors accounted for 8,777 party days.

Jobs

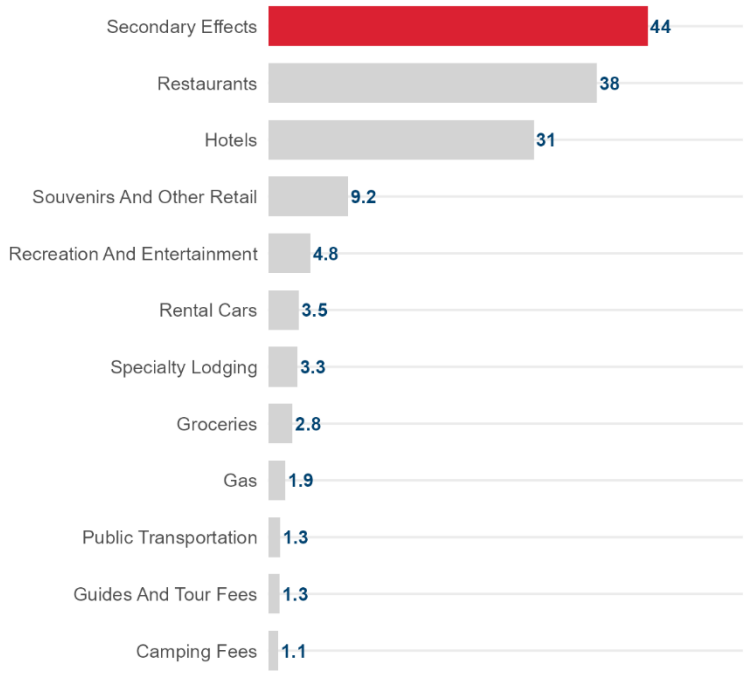
The largest direct contributions were to restaurants, with 38 direct jobs supported, followed by hotels with 31 direct jobs. Souvenirs and other retail spending supported 9.2 direct jobs. Spending in all other categories contributed an additional 19 direct jobs, and the ripple effects of visitor spending in this metropolitan area supported 44 secondary jobs.

Total party days and nights attributed to Stones River National Battlefield visitation in 2024



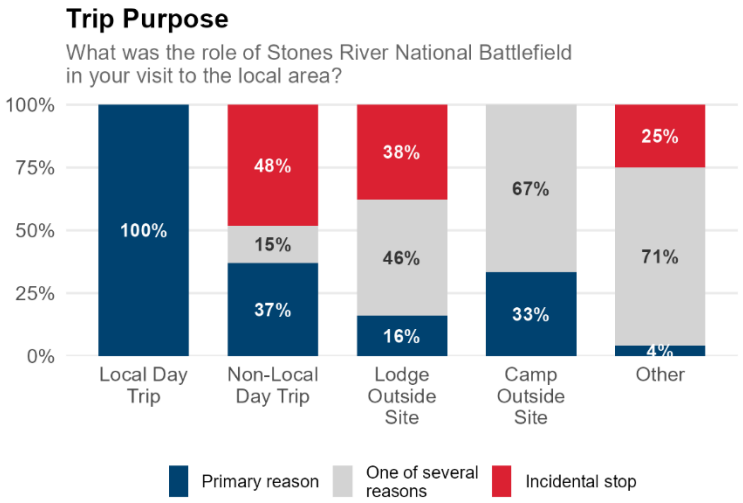
Local area jobs supported by Stones River National Battlefield visitor spending in 2024

141 total jobs supported in local area



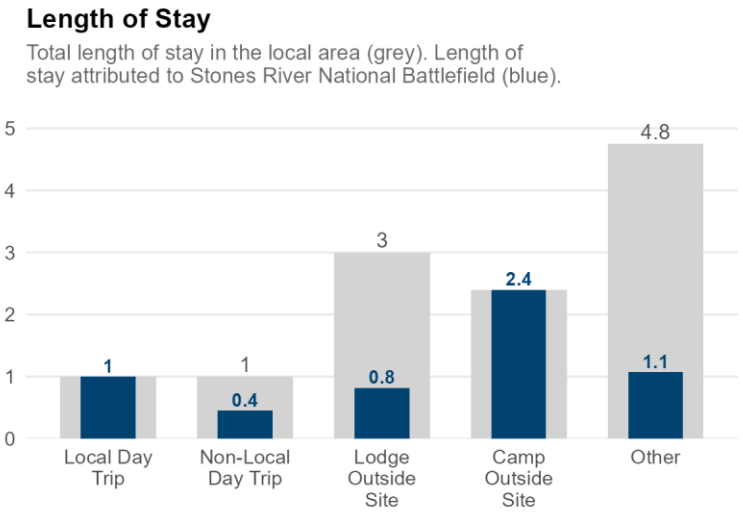
Trip Purpose

Trip purpose describes the role that Stones River played in drawing visitors to the local area. Non-local day visitors reported 37% primary purpose, 15% as one of several reasons, and 48% as an incidental stop. Visitors camping outside of the site had a strong draw, with 33% primary purpose and 67% one of several reasons. Visitors staying in lodging reported 16% primary purpose, 46% as one of several reasons, and 38% as an incidental stop. For visitors staying in unpaid lodging, 4% reported the site as their primary reason, 71% as one of several reasons, and 25% as an incidental stop.



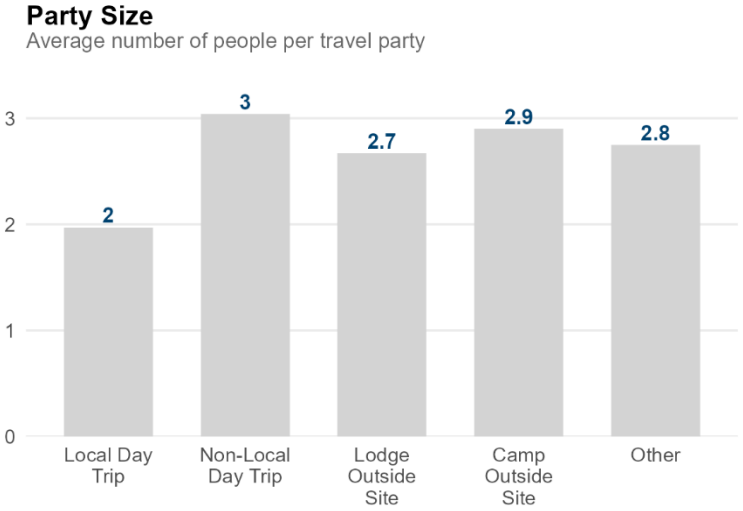
Length of Stay

The length of stay in the local area that is attributed to the park visit is related to visitors' purpose for coming to the local area and to the relative amount of time they spend in the park and in the local area. Visitors staying in lodging spend on average 3 nights in the local area, with 0.8 nights attributed to Stones River visitation. Camping visitors spend on average 2.4 nights in the local area; for this segment, the full 2.4 nights is attributed to Stones River visitation. Visitors staying in unpaid lodging spend on average 4.8 nights in the local area, with 1.1 nights attributed to the battlefield. For non-local day trips, 0.4 days are attributed per party.



Party Size

Average party size ranged from 2 to 3 people for day trip segments and between 2.7 and 2.9 people for overnight segments. Non-local day visitors had the largest average party size at 3 people.

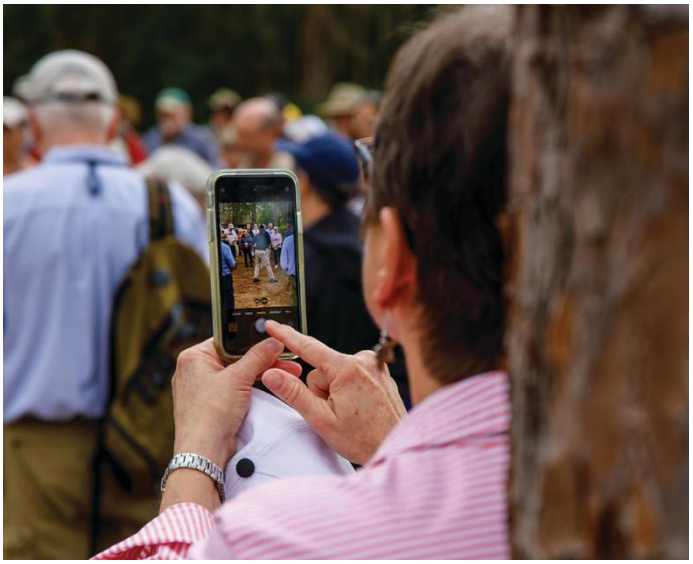


PLACE-BASED CASE STUDY SUMMARY

This component of the report analyzes visitor use patterns across 15 battlefield sites using a consistent analytical framework built on mobile location data. The intent is to provide a comparable understanding of visitation behavior across sites that are inherently difficult to measure due to open boundaries, multiple access points, and dispersed movement patterns. Rather than estimating total visitation, the analysis focuses on deriving consistent, data-driven metrics that describe how visitors use each site, including patterns of presence, movement, dwell time, and inferred demographic characteristics. As a reminder, the sites selected for analysis were:

1) Culpeper Battlefields State Park -- Virginia
2) Fort Donelson National Battlefield -- Tennessee
3) Fort Fisher State Historic Site -- North Carolina
4) Fort Frederica National Monument -- Georgia
5) Fort McHenry National Monument and Historic Shrine -- Maryland
6) Gettysburg National Military Park -- Pennsylvania
7) Kennesaw Mountain National Battlefield Park -- Georgia
8) Little Bighorn Battlefield National Monument -- Montana
9) Minute Man National Historical Park -- Massachusetts
10) Petersburg National Battlefield -- Virginia
11) Princeton Battlefield State Park -- New Jersey
12) Richmond National Battlefield Park -- Virginia
13) Saratoga National Historical Park -- New York
14) Vicksburg National Military Park – Mississippi
15) Wilson's Creek National Battlefield – Missouri

Each battlefield is analyzed using a consistent framework that includes overall activity levels, inferred demographic characteristics, temporal usage patterns, and spatial distribution of activity. Demographic estimates are derived from aggregated Census-level data associated with device home locations and should be interpreted as general indicators rather than precise measurements. Temporal patterns are examined across multiple dimensions, including seasonality, monthly variation, day-of-week trends, and time-of-day activity. Spatial analysis is conducted using heatmaps to identify areas of concentrated use and to highlight how visitors move through each site.



Source: American Battlefield Trust, Color Bearers, Jacksonville

As a reminder, mobile location data has caveats and limitations that need to be accounted for in the interpretation of results:

1) Sample size statistics do not reflect total visitation as the data is a sample of devices in the study area.
2) "Visits" as displayed in each case study are the visits associated with the sample of devices, not total visitation.
3) School and tour groups may not be strongly represented in the data.
4) Not all device scenarios can be taken into account due to privacy regulations.

AGGREGATE FINDINGS

Across the full set of case studies, visitation patterns show a strong tendency toward local and regional use. Most sites draw the majority of their users from within the same state, with additional representation from nearby states and relatively limited long-distance travel. This indicates that, while these sites hold national historical significance, their day-to-day use is largely driven by nearby populations.

Visitation behavior is consistently aligned with recreational use patterns. Activity tends to be higher on weekends, while weekdays maintain a lower but steady level of use. Daily activity follows a predictable curve, with lower levels in the early morning, a steady increase through the morning hours, and a peak during late morning to early afternoon before gradually declining into the evening. This consistency across sites suggests a shared behavioral pattern that reflects general recreational habits rather than site-specific anomalies.

Seasonal variation differs across sites, but clear patterns emerge depending on location and context. Some sites experience more pronounced peaks, while others maintain relatively stable use throughout the year. Sites located closer to population centers tend to exhibit more consistent, year-round activity, while those with greater regional or destination appeal show more noticeable seasonal shifts.

The visitor base across sites generally skews toward adult and middle-aged populations, with comparatively lower representation among younger age groups. This trend aligns with the nature of the sites and suggests that visitation is influenced by both an interest in history and accessibility.

CASE STUDY KEY FINDINGS

The following section are key or notable highlights pulled out from individual case studies. More details can be found in the individual case studies in the appendix.

Local Visitation Dominates with Limited Regional Reach

Battlefield visitation across the case study sites (displayed via graphic infographics) is primarily local visitors, with most sites drawing a large majority of visitors from within their home state. This pattern is consistent across both smaller and larger sites. For example, Culpeper Battlefields State Park shows an good example of this trend, with 94% of visitors coming from Virginia, indicating a highly local park visitor

base. Similarly, Kennesaw Mountain National Battlefield Park draws 92% of its visitors from Georgia, reinforcing its role as a primarily local-use site. Kennesaw functions more like a community park, which is not uncommon for many historic sites with larger open spaces. These types of parks should consider if programming appeals to both locals and visitors as they may have different purposes for visiting.

Some more well-known sites follow this trend: Gettysburg National Military Park still draws 64% of visitors from Pennsylvania, despite its national historical significance. These patterns show that proximity is the primary driver of visitation, with battlefields functioning as accessible, repeat-use destinations embedded within their surrounding communities. That said, there are still some clear draws for out-of-state visitors based on national significance.

Limited but Present Regional Draw

While local audiences dominate, the geolocation data findings clearly show a secondary layer of regional visitation that varies by site. Some battlefields attract modest shares of visitors from nearby states, particularly those located along regional travel corridors or near state borders. Fort Donelson National Battlefield, for example, draws 9% of its visitors from Kentucky and additional shares from Illinois, Indiana, and Missouri, demonstrating a measurable regional footprint. Fort Frederica National Monument shows an even stronger regional presence, with 10% of visitors coming from Florida and additional visitation from surrounding southeastern states. In contrast, sites like Culpeper Battlefields State Park show almost all local use, with nearly all visitors coming from within Virginia.

At the other end of the spectrum, some sites function less as regional assets and more as destination-driven locations. Little Bighorn Battlefield National Monument is a clear outlier, with 76% of visitors coming from out-of-state and only 24% from Montana, along with notable shares from states such as South Dakota, Washington, Texas, and Colorado. This indicates a broad geographic reach that differs significantly from the primarily local patterns seen at most other sites. Furthermore, out-of-state visitors can typically generate more economic impact as they are more likely to spend a night in the community or nearby region and visit other local businesses (e.g., restaurants and shops). Larger or more urban-proximate locations such as Fort McHenry also extend beyond regional visitation, with 21% of visitors categorized as coming from other states, suggesting a wider national draw.

Overall, the infographic data reveals a spectrum of visitation patterns rather than a single model. Most battlefields are locally driven with modest regional extension, but a small number such as Little Bighorn, function as destination sites with broad geographic reach. This creates a clear distinction between locally anchored sites and those that operate as wider tourism draws.

Case Study Site	Percent In-State	Percent Out-of-State
Culpeper Battlefields Historical State Park	94%	6%
Fort Donelson National Battlefield	80%	20%
Fort Fisher State Historic Site	85%	15%
Fort Frederica National Monument	72%	28%
Fort McHenry National Monument and Historic Shrine	63%	37%
Gettysburg National Military Park	64%	36%
Kennesaw Mountain National Battlefield Park	92%	8%
Little Bighorn Battlefield National Monument	24%	76%
Minute Man National Historical Park	80%	20%
Petersburg National Battlefield	87%	13%
Princeton Battlefield State Park	85%	15%
Richmond National Battlefield Park	93%	7%
Saratoga National Historical Park	85%	15%
Wilson's Creek National Battlefield	93%	7%

Short to Moderate Visit Durations

Dwell time data across the infographics shows that battlefield visits are relatively short and consistent in duration. Most sites fall within a range of roughly 30 to 100 minutes, indicating that visits are typically brief and focused rather than extended experiences. For example, Fort Donelson averages about 45 minutes per visit, while Fort Fisher averages approximately 42 minutes, both reflecting quick, contained use. Gettysburg, one of the largest and most well-known sites, averages 106 minutes, represents the high end of the spectrum with Princeton at the low end at 37 minutes on average. Even at high-volume sites like Kennesaw Mountain, average dwell time remains moderate at 64 minutes. These durations indicate that visitors are not spending full days onsite but are instead engaging in shorter visits that are likely to focus on key features, trails, or viewpoints. This reinforces the idea that battlefield use is accessible and flexible, fitting easily into a broader set of daily activities rather than requiring a dedicated, long-duration trip.

This pattern becomes even clearer when comparing day trip and destination-oriented sites. Day trip parks average about 53 minutes per visit with a median of 35 minutes, while destination parks show longer engagement with an average dwell time of 74 minutes and a median of 58 minutes. While destination sites do see increased time spent onsite, the difference is incremental rather than transformative. Even the longest visits remain well under a full day, reinforcing that both park types operate within a short-duration visitation model. The distinction suggests that destination parks encourage slightly deeper engagement, but overall battlefield visitation remains time-limited and structured around relatively brief experiences regardless of site type.

Stable Year-Round Visitation

Seasonal patterns across the infographics show that battlefield visitation is generally stable throughout the year, with only modest variation between seasons. Many sites exhibit near-even distribution across all four seasons. For example, Fort McHenry follows a very steady pattern, with spring and summer both at 27% and winter close behind at 26%. While some sites display more defined peaks such as Gettysburg, where fall reaches 28% and October alone accounts for 12% of visitation, these are exceptions rather than the norm. Culpeper also shows some variation with summer seeing only 18% of visitation compared to 29% during the spring. However, visitation does not drop off dramatically, instead it has more varied patterns that may be due to weather. Overall, the data shows that battlefields are not as heavily dependent on peak tourism seasons as other destinations and instead typically support consistent, year-round use, making them stable and reliable visitation assets.

Distinct Weekly Visitation Patterns

Day-of-week patterns across the infographics reveal two distinct visitation behaviors that vary by site. Some locations are strongly weekend-driven, indicating a recreational use pattern tied to leisure time. Fort Fisher is a clear example, with Saturday accounting for 23% of visitation and Sunday 19%, while weekdays drop significantly to around 11–13%. Fort McHenry and Gettysburg show similar weekend peaks, reinforcing this recreational pattern. In contrast, other sites display more evenly distributed or atypical weekly patterns. Culpeper, for example, shows higher visitation earlier in the week, with Sunday, reaching 20%, while Saturday drops to 13%. Mid-week patterns tend to be in the middle of the two percentages. Fort Donelson presents a hybrid pattern, with elevated visitation on both Saturday (18%) and Monday (17%), suggesting a mix of recreational and routine use. These differences indicate that battlefields serve varied roles depending on their location and context, with some functioning as weekend recreation spaces and others supporting more flexible, routine visitation.

Relatively Predictable Daily Visitation Cycles

Time-of-day patterns are highly consistent across all sites, showing a clear and predictable daily visitation cycle. Most battlefields experience a gradual increase in activity through the morning, followed by a peak during midday or early afternoon, and then a steady decline into the evening. Fort Donelson, for example, reaches peak visitation between 12:00 and 1:00 PM, while Fort McHenry shows a sustained peak from late morning through early afternoon around 12:00–12:30 PM. Gettysburg follows a similar pattern with elevated visitation from roughly 12:00 to 2:00 PM. Some sites show slightly later peaks in the afternoon, but the overall structure remains consistent. Evening and nighttime visitation is consistently low across all locations. These patterns indicate that battlefield use is strongly aligned with daytime activity windows and typical daily routines, reinforcing the predictability and consistency of visitor behavior across sites.



Source: American Battlefield Trust, Glenn DeCesare, Minute Man National Historical Park

MEMBERSHIP & DONOR EXPERIENCE SURVEY

To complement the economic modeling and mobile location data analysis, the research team conducted a survey of members associated with the Trust. The purpose of the survey was to gather direct input from members, donors, volunteers, and visitors to better understand their visitation behaviors, motivations for supporting battlefield preservation, and travel patterns associated with battlefield trips. These insights provide an important human-dimension perspective that cannot be fully captured through secondary data sources alone.

Because of their personal commitment to historic preservation through involvement with the Trust, these survey respondents represent the further end of the bell curve of site visitors compared to local residents or those who chance upon a historic site. The longer duration of their stays represent greater opportunity for in-community spending and make them a particularly desirable and reliable cohort for sites to attract.

The survey explored topics such as the frequency of battlefield visitation, trip characteristics, travel group composition, preferred activities, and spending behaviors within surrounding communities. It also examined the reasons individuals support battlefield preservation and their overall satisfaction with the Trust. Collectively, this data helps contextualize the economic contribution findings by illustrating how visitors engage with battlefield sites and how those visits translate into travel activity and local spending.

Responses were collected through an online questionnaire administered to individuals affiliated with the Trust. Participation was voluntary, responses were anonymous, and results are reported in aggregate form to protect respondent privacy. The survey required approximately 8 to 10 minutes to complete and was designed to provide reliable insights into visitor experiences and travel behaviors associated with heritage tourism at battlefield destinations.

KEY FINDINGS: BATTLEFIELD VISITOR SURVEY

1. Battlefield visitation is frequent and often involves travel to multiple destinations.
    a. Many respondents reported visiting several battlefields within a relatively short period, with nearly half visiting more than one site per trip and one in five visiting nine or more battlefields over the past three years, indicating sustained engagement with battlefield travel.
2. Battlefield trips commonly involve overnight stays, supporting local tourism economies.
    a. More than four in five respondents reported staying overnight at least some of the time when visiting battlefields, reinforcing the role of battlefield sites as destination-based travel experiences that generate spending in lodging, dining, and related services.
3. Visitors routinely spend money across a wide range of local businesses and services.
    a. Respondents reported spending in restaurants, lodging, retail shops, and additional historic attractions during battlefield trips, demonstrating that battlefield visitation generates economic activity beyond the battlefield itself and supports surrounding communities.
4. Battlefield visits are frequently integrated into broader travel plans and regional itineraries.

   a. Many visitors reported incorporating battlefield stops into trips for other purposes and planning visits based on geographic proximity, highlighting the importance of regional clustering and accessibility in shaping battlefield travel patterns.

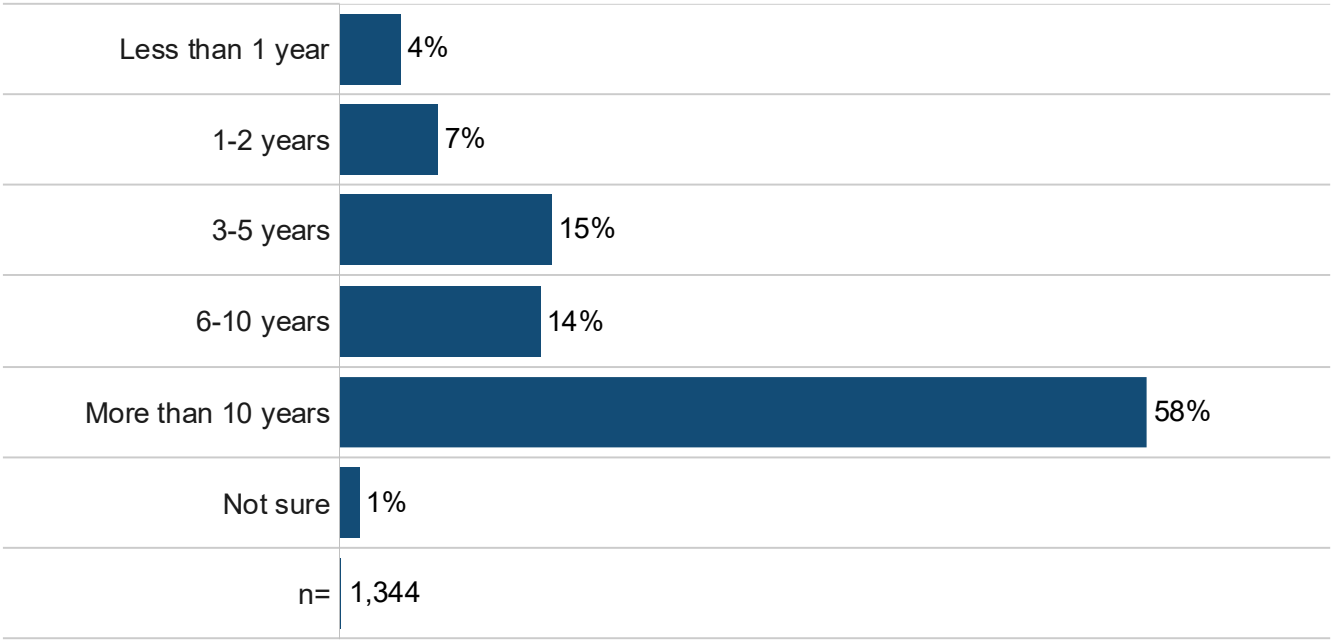
5. Self-guided exploration remains the most common visitor experience.
   a. Activities such as self-exploration, self-guided driving tours, and reading interpretive signage were the most frequently reported experiences, underscoring the importance of accessible infrastructure and high-quality interpretation in supporting visitor engagement.
6. Battlefield visitors are primarily adults traveling alone or with a spouse.
   a. Most respondents reported traveling either with a spouse or solo, while travel with children was less common, suggesting that battlefield tourism is often an adult-oriented activity focused on historical interest and cultural engagement.
7. Among heritage tourists, battlefield visitors are highly engaged and skew toward older age groups, presenting opportunities to broaden participation.
   a. A majority of respondents were aged 60 or older, indicating a strong and committed supporter base while also highlighting opportunities to engage younger audiences in battlefield visitation and preservation efforts.
8. Battlefields lend themselves well to road trips and multi-destination visits.
   a. Many battlefields are located in areas with other historic sites and local attractions nearby. Most sites are not necessarily a set destination for travelers but one of many locations people visit on vacation. Sites could band together to create itineraries for heritage travelers to best plan their trips.

BATTLEFIELD VISITOR SURVEY RESULTS

The following section highlights the findings from the survey delivered to American Battlefield Trust members. Respondents were identified through a list maintained by the Trust and through social media. In total, over 1,300 responses were gathered for this survey. For each graph, the sample size (n=) is displayed underneath.

- The respondent base is composed of committed supporters, with 78% identifying as members of the Trust, reflecting a high level of formal engagement with the organization.
- A variety of respondents also identified that they provide additional financial support, with 15% identifying as monthly or recurring donors and 14% as donors who are not members, indicating multiple pathways through which individuals contribute to the Trust.
- Smaller shares reported engagement through other channels, including 7% who follow the Trust online, 5% who participate in events, and 4% who serve as advocates or legislative supporters, demonstrating a diverse range of involvement beyond traditional membership.

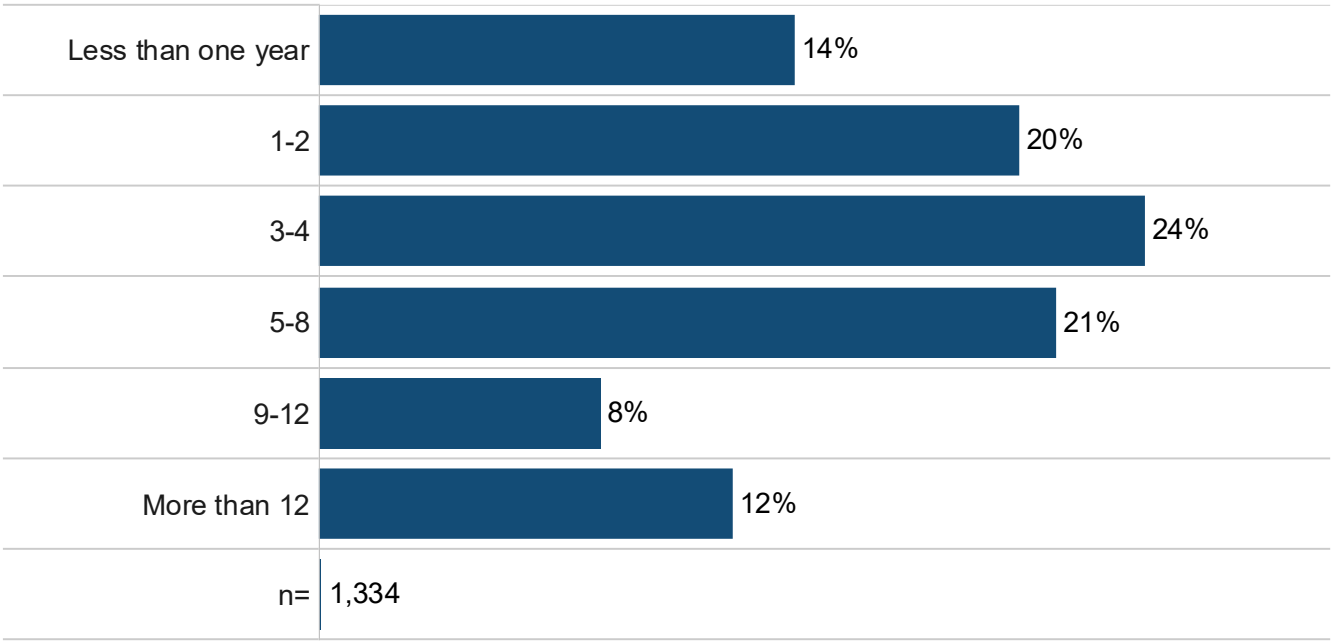
How long have you been connected/interested in the Trust?



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- The majority of respondents reported a long-term connection to the Trust, with over half (58%) indicating involvement of more than 10 years and an additional 14% connected for 6 to 10 years, demonstrating sustained engagement with battlefield preservation efforts. These respondents represent the Trust's most responsive audience.
- In contrast, a smaller proportion of respondents reported more recent involvement, with 26% connected for five years or less, suggesting that while new supporters continue to join, the Trust's audience is largely composed of individuals with established relationships to the organization.
- The prevalence of long-term affiliation indicates that many respondents likely have extensive experience visiting battlefield sites and participating in Trust-related activities, providing informed perspectives on visitation behaviors and travel patterns examined throughout this study.

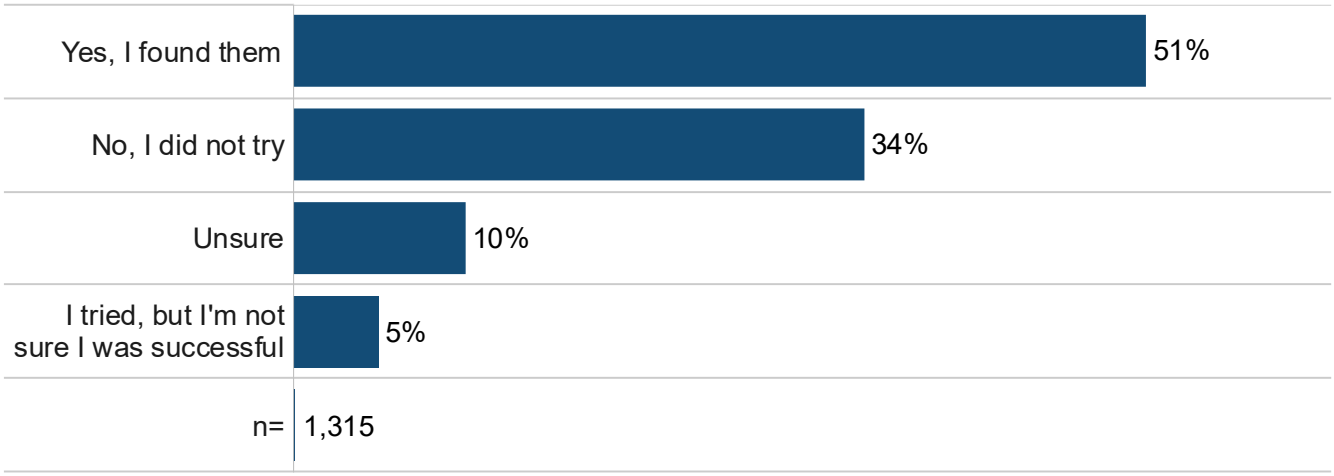
How many battlefields have you visited in the last three (3) years?



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- Battlefield visitation among respondents was relatively frequent, with the largest share reporting visits to 3–4 battlefields (24%) in the past three years, followed by 5–8 battlefields (21%) and 1–2 battlefields (20%), indicating consistent engagement with multiple sites over time.
- Notably, a substantial portion of respondents demonstrated high levels of visitation, with 20% reporting visits to nine or more battlefields, including 12% who visited more than 12 sites, suggesting that many supporters are highly active heritage travelers.
- At the same time, 14% reported visiting fewer than one battlefield per year over the three-year period, indicating that while the respondent base is generally engaged, visitation frequency varies and may be influenced by travel distance, time availability, or trip planning considerations.

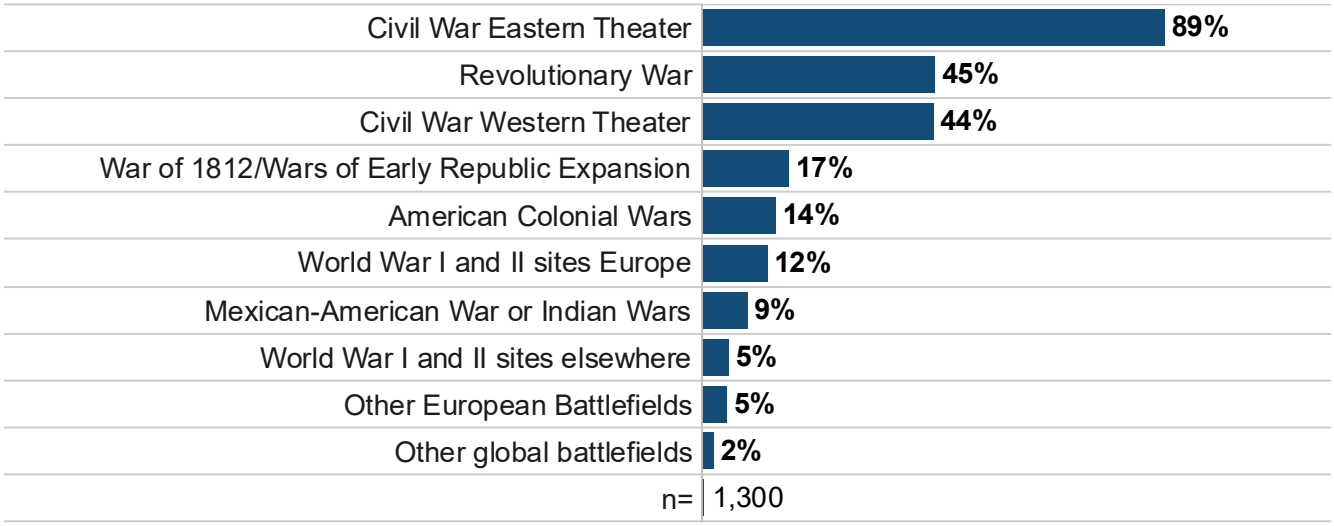
Have you ever sought out a Trust-protected property on a battlefield you've visited?



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- Just over half of respondents (51%) reported successfully seeking out and finding a Trust-protected property during a battlefield visit, indicating a meaningful level of awareness and engagement with Trust-protected lands among visitors.
- However, a substantial share of respondents reported limited interaction with these properties, with 34% indicating they did not try and an additional 15% reporting they were unsure or not certain they were successful, suggesting opportunities to improve visibility, interpretation, or wayfinding related to Trust-protected sites.

Of the battlefields you've visited, which conflicts did they represent?

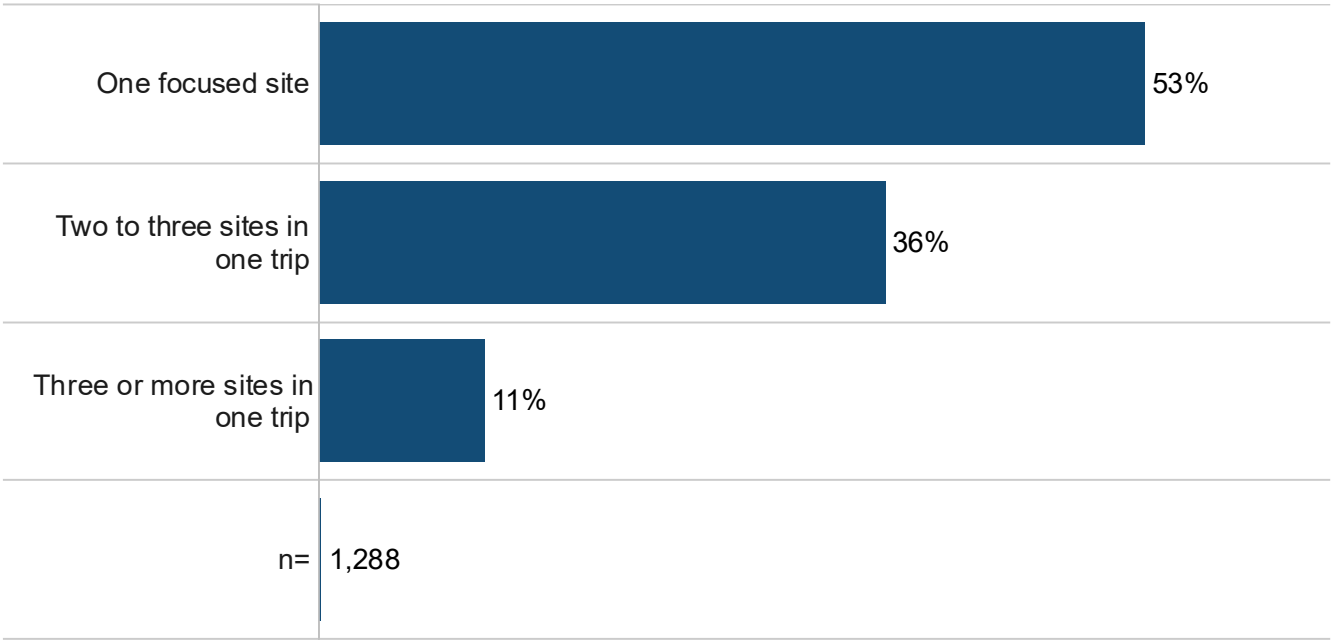


Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- Civil War sites were the most commonly visited, with 89% of respondents reporting visits to Civil War battlefields in the Eastern Theater and 44% visiting sites in the Western Theater, underscoring the central role of Civil War heritage in battlefield tourism.

- Visits to Revolutionary War sites were also common, with 45% of respondents reporting visitation, reflecting continued interest in early American history and the foundational events of the nation.
- Other historical conflicts were represented at lower but still notable levels, including 17% visiting War of 1812 or Early Republic Expansion sites and 14% visiting American Colonial War sites, while international battlefield visitation remained relatively limited, generally ranging from 2% to 12% depending on the region.

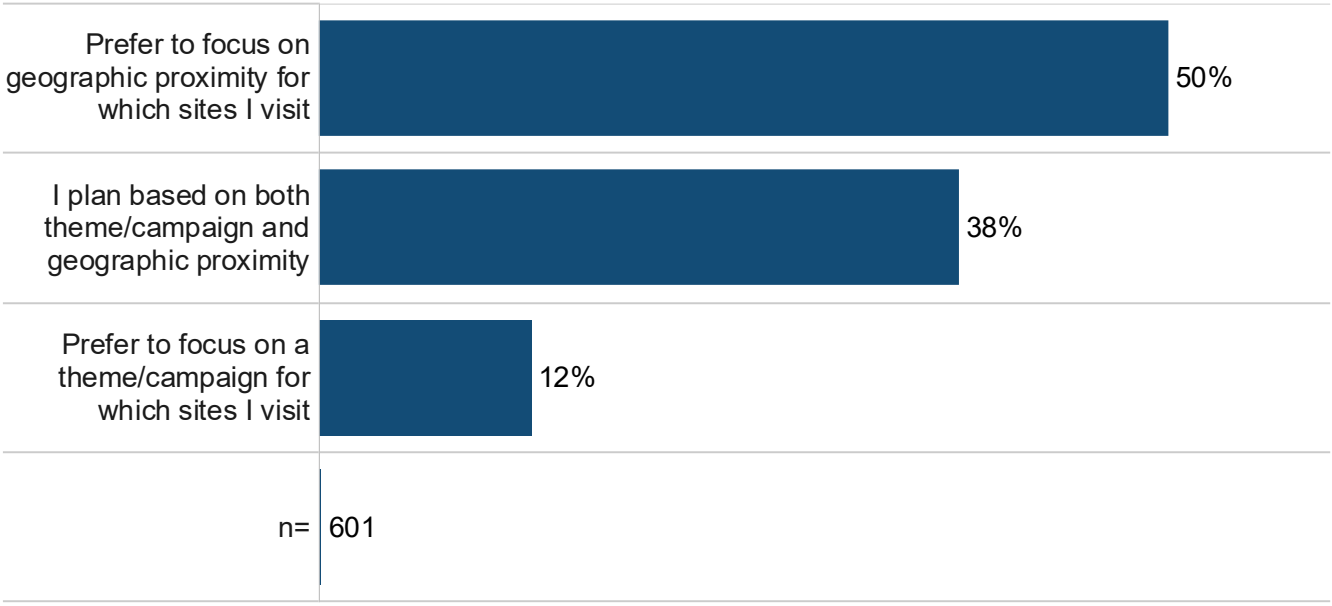
How many battlefields do you typically visit per trip?



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- A majority of respondents reported focusing on a single destination during their trips, with 53% typically visiting one focused site, indicating that many battlefield visits are planned as dedicated experiences centered on a specific location.
- However, multi-site visitation is common among a segment of visitors, with 36% reporting visits to two to three sites in a single trip and an additional 11% visiting three or more sites, suggesting that battlefield tourism often involves regional travel patterns that connect multiple destinations.
- Overall, nearly half of respondents (47%) reported visiting more than one battlefield per trip, highlighting the potential for battlefield sites to function as part of broader heritage travel itineraries that support visitation and spending across multiple communities.

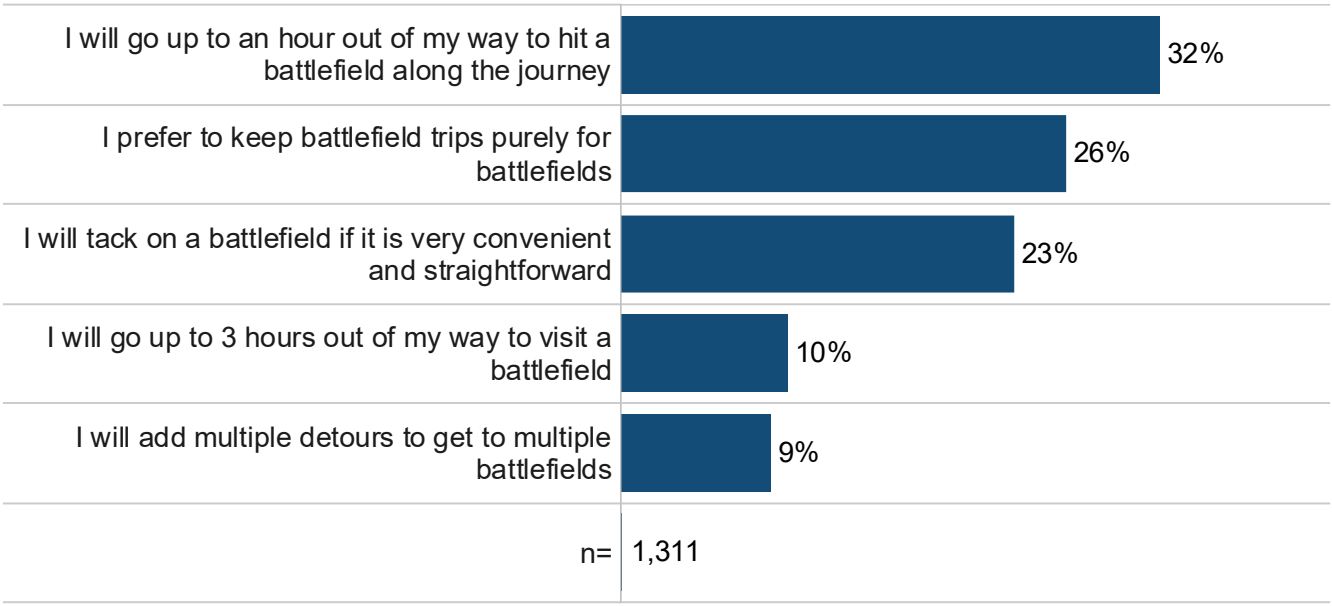
Do you prefer to visit sites from the same theme in one trip or just based on geographic proximity to one another?



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- Half of respondents reported that they primarily plan battlefield visits based on geographic proximity, indicating that convenience and location play a central role in trip planning decisions.
- At the same time, over a third (38%) reported planning trips based on both theme/campaign and geographic proximity, suggesting that many visitors balance historical interest with practical travel considerations when organizing multi-site itineraries.
- Only 12% reported focusing primarily on a specific theme or campaign when selecting sites to visit, reinforcing the importance of regional clustering and accessibility in shaping battlefield visitation patterns and travel behavior.

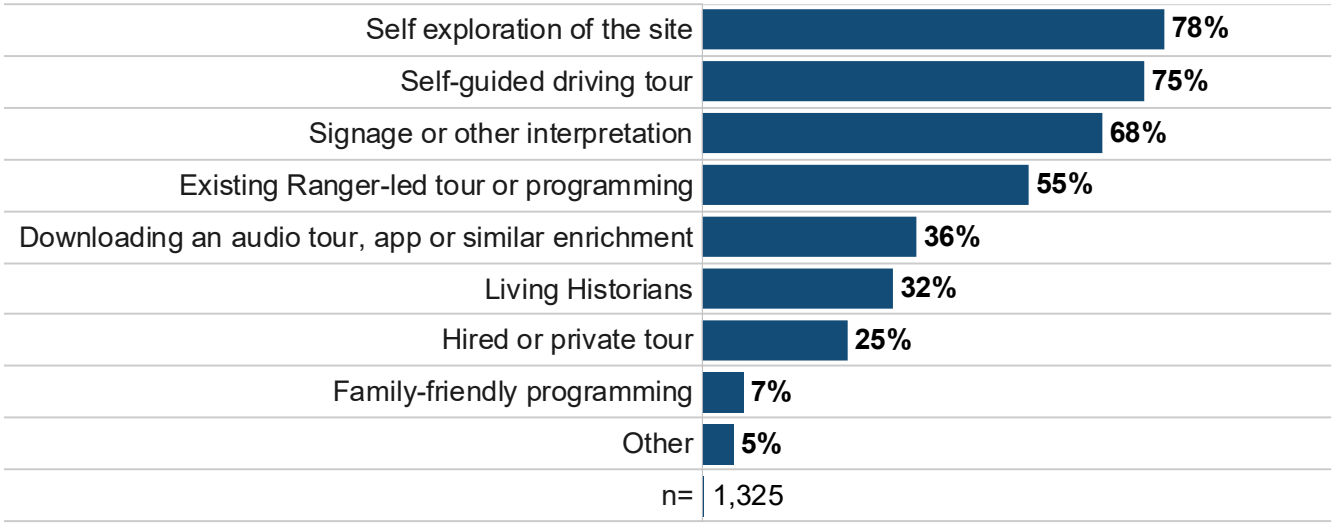
How hard do you try to fit battlefield visits into trips for other purposes (e.g., business, other vacations)?



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- Many respondents indicated a willingness to incorporate battlefield visits into broader travel, with 32% reporting they would go up to an hour out of their way to visit a battlefield along their journey and 23% stating they would visit if the stop is convenient and straightforward, highlighting the role of battlefield sites as complementary destinations within larger trips.
- At the same time, 26% reported preferring to keep battlefield trips purely focused on battlefield visitation, suggesting that a significant portion of visitors view these experiences as primary travel purposes rather than add-on activities.
- A smaller but notable segment demonstrated strong commitment to battlefield visitation, with 19% willing to travel three hours out of their way or add multiple detours to visit multiple sites, underscoring the presence of highly motivated heritage travelers who may generate extended stays and increased spending in surrounding communities.

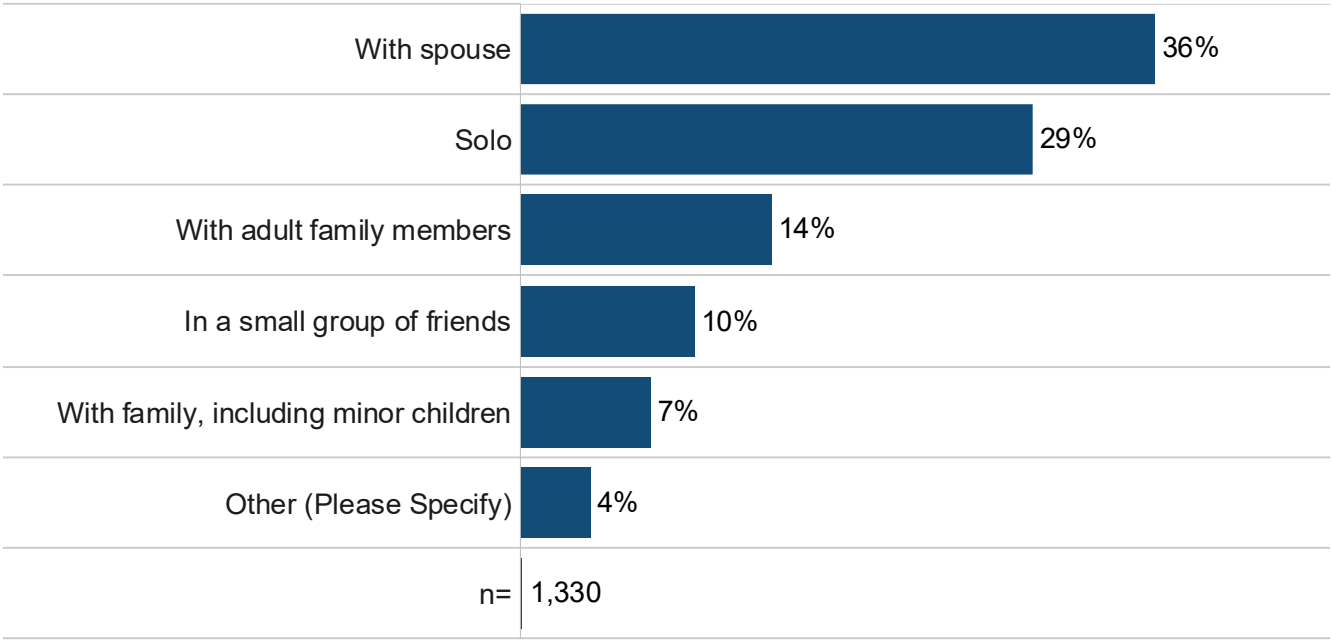
Which of the following do you enjoy doing when visiting a battlefield?



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- Visitors most commonly reported engaging in independent exploration activities, with 78% enjoying self-exploration of the site, 75% participating in self-guided driving tours, and 68% using signage or other interpretation, highlighting the importance of accessible, self-directed experiences in shaping battlefield visitation.
- Structured programming also plays a meaningful role in the visitor experience, with 55% participating in ranger-led tours or programming and 32% engaging with living historians, demonstrating continued interest in interpretive and educational offerings that enhance historical understanding.
- Technology-based and guided experiences were somewhat less common but still notable, with 36% downloading audio tours or apps and 25% participating in hired or private tours, suggesting opportunities to expand digital and guided interpretation to support evolving visitor preferences.

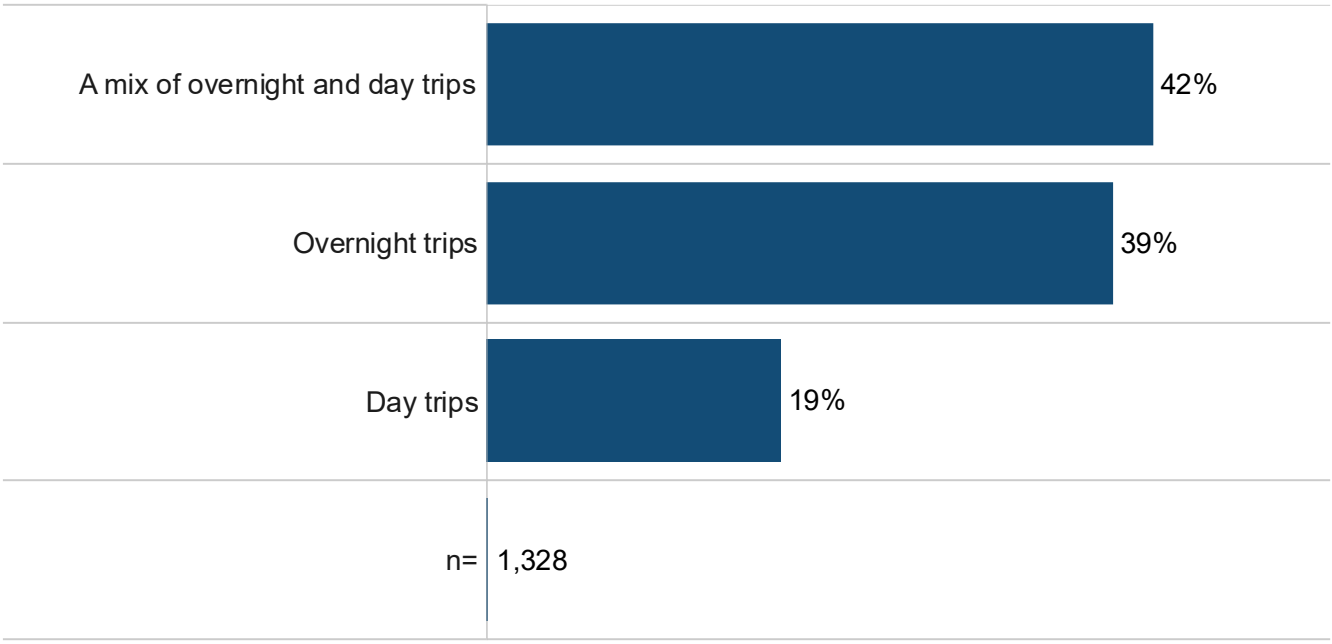
What is the typical makeup of your travel group?



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- Battlefield visits most commonly occur in small, close-knit travel groups, with 36% of respondents traveling with a spouse and 29% traveling solo, indicating that many visits are undertaken either as personal experiences or shared with a partner.
- Family and social group travel also plays a meaningful role, with 14% traveling with adult family members and 10% traveling in small groups of friends, suggesting that battlefield visitation often serves as a shared cultural or recreational activity among adults.
- Travel with children was less common, with 7% reporting visits with family including minor children, indicating that while battlefield tourism attracts a broad range of visitors, it may be more strongly associated with adult-oriented travel experiences.

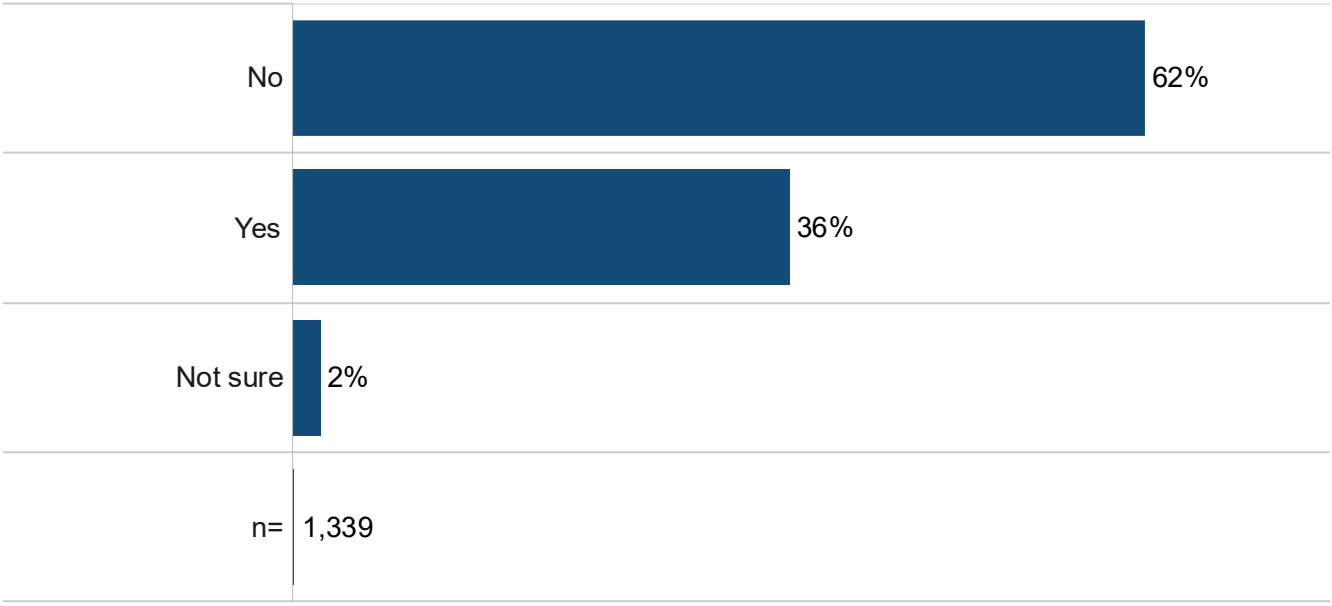
When you visit battlefields, do you typically stay overnight or just go for day trips?



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- Overnight travel is a common component of battlefield visitation, with 39% of respondents reporting overnight trips and an additional 42% reporting a mix of overnight and day trips, indicating that most visits involve extended stays that contribute to local lodging and tourism-related spending. More than four in five respondents (81%) reported staying overnight at least some of the time, underscoring the important role battlefield visitation can play in supporting local economies through accommodations, dining, and related visitor expenditures.
- Only 19% reported typically visiting battlefields as day trips, suggesting that battlefield destinations often function as regional or destination-based travel experiences rather than short local outings.

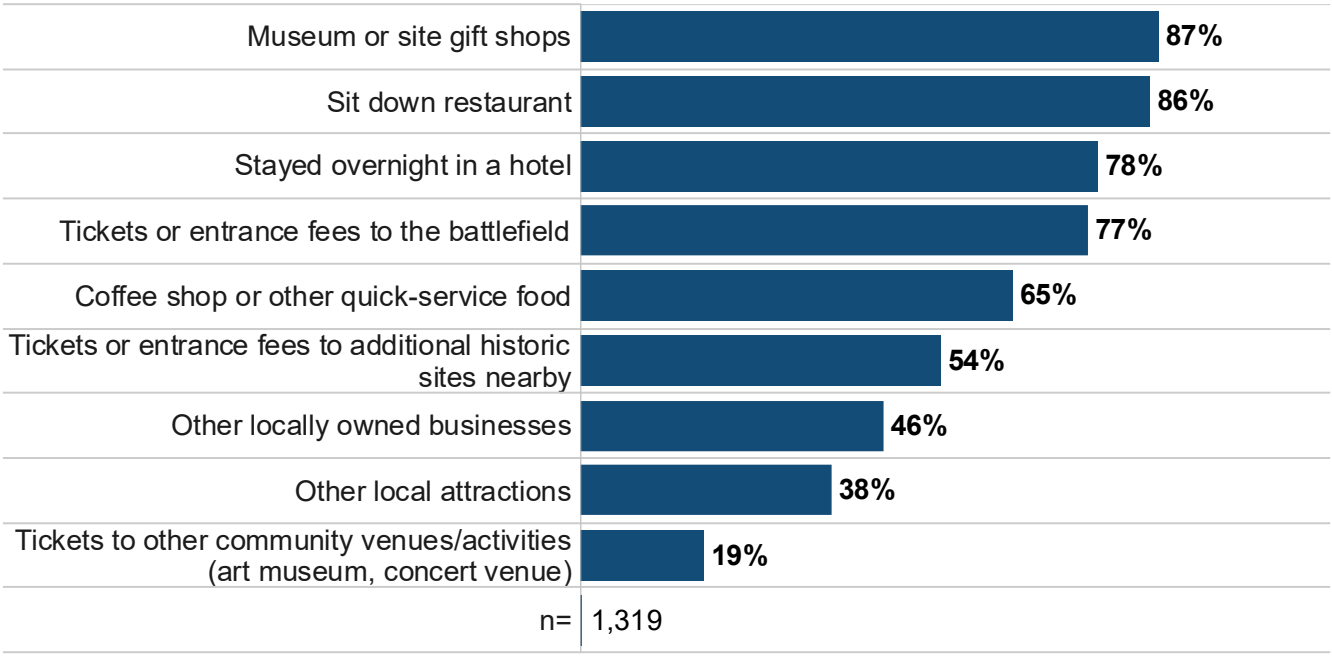
Other than Trust donor events, have you ever visited a battlefield as part of an organized tour group or package?



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- Most respondents (62%) reported that they have not visited a battlefield as part of an organized tour group or package, indicating that battlefield visitation is more commonly self-directed rather than facilitated through structured travel programs. This finding is similar to others in the survey.
- However, more than one-third (36%) reported participating in an organized tour or package, suggesting that group-based travel represents a meaningful segment of the battlefield tourism market and may provide opportunities for partnerships with tour operators and heritage travel providers.

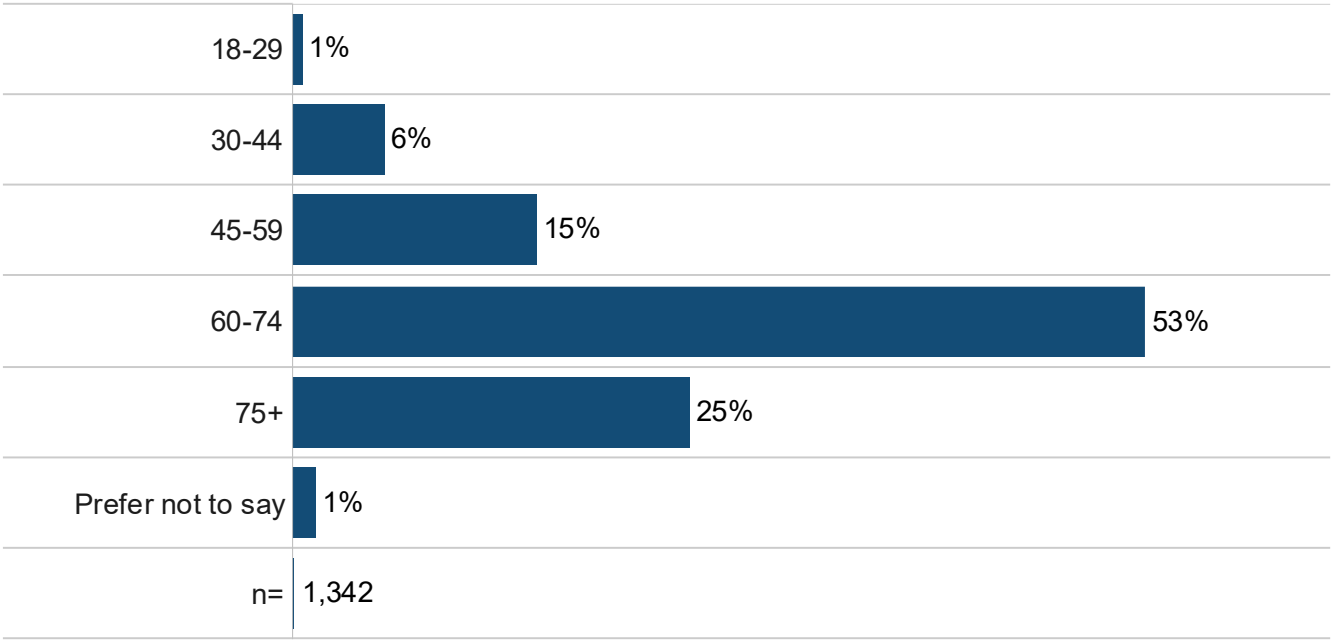
Which of the following ways do you spend money in a community on a typical battlefield trip?



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- Battlefield visitors reported spending across a wide range of local businesses and services, with the most common expenditures including museum or site gift shops (87%), sit-down restaurants (86%), and overnight accommodations (78%), demonstrating the direct economic contributions associated with battlefield-related travel.
- Spending also extended beyond the battlefield itself, with 77% paying tickets or entrance fees to the battlefield, 54% visiting additional historic sites nearby, and 46% spending money at other locally owned businesses, indicating that battlefield visitation often supports broader regional tourism activity.
- Smaller shares reported spending on complementary attractions and activities, including 38% visiting other local attractions and 19% attending community venues such as art museums or concerts, reinforcing the role of battlefield destinations as part of a larger visitor experience that benefits surrounding communities.

Please indicate your age range:



Source: RRC Associates, 2026 American Battlefield Trust, Membership & Donor Experience Survey

- The respondent population skewed older, with 53% of respondents aged 60–74 and an additional 25% aged 75 or older, indicating that battlefield visitation and engagement with the Trust are strongly associated with older adult audiences.
- Younger age groups were less represented, with 15% aged 45–59, 6% aged 30–44, and only 1% aged 18–29, suggesting potential opportunities to expand outreach and programming to engage younger generations in battlefield preservation and heritage tourism.

SUMMARY AND CONCLUSION

This study provides a comprehensive assessment of the economic, behavioral, and experiential dimensions of visitation to battlefield sites across the United States. By integrating economic contribution modeling, member survey insights, and emerging mobility data approaches, the findings demonstrate that battlefield preservation is not only a cultural and historical imperative, but also a measurable and sustained driver of economic activity, tourism development, and community vitality. The following summaries provide context to the previous sections.



Source: American Battlefield Trust, Melissa Winn, Manassas National Battlefield, VA

COMPONENT SUMMARIES

Economic Contributions

Nationally, battlefield visitation represents a significant component of the broader tourism economy in their associated regions. In 2024, visitors to designated battlefield sites generated approximately $1.5 billion in direct spending, supporting an estimated 15,000 jobs and contributing $2.2 billion in total economic output to state economies. These impacts reflect the combined effects of visitor expenditures across lodging, food and beverage, transportation, retail, and recreation sectors, as well as the secondary economic activity generated through business supply chains and household spending. The scale of these contributions underscores the importance of battlefield sites as economic drivers with an impact that extends beyond their boundaries and into local economies.

These economic contributions are not concentrated in a single region or type of destination. National battlefield sites span 31 states and two territories, creating a geographically diverse network of heritage destinations that collectively support economic activity across urban, suburban, and rural settings. High-visitation sites located in metro areas generate the largest total economic contributions, driven by large visitor volumes and strong tourism infrastructure. Visitors to these sites have a variety of additional attractions they may be visiting and contributing to while they are on their trip. At the same time, smaller and non-urban battlefield sites contribute meaningfully to local economies, often supporting jobs and business activity in areas where alternative economic drivers may be limited. In these areas, battlefield-related tourism represent an important source of revenue, employment, and economic stability, even if the impact is not as large as some other sites.

At the regional level, the findings highlight how battlefield visitation functions within local tourism systems. Visitor spending associated with battlefield trips supports a wide range of industries, including hotels and other accommodations, restaurants, retail businesses, transportation providers, and recreation services. These expenditures generate direct economic effects within these sectors while also producing indirect and induced effects that ripple through local economies.

The results also illustrate that battlefield visitation is not limited to primary-destination travel. Many battlefield visits occur as part of broader travel itineraries that include multiple destinations, attractions, and experiences. For many regions, battlefields play into a larger travel plan for visitors, integrating stops at local attractions and businesses during their battlefield visit. This pattern enhances the overall economic contribution of battlefield tourism by extending visitor stays and increasing spending across regions. Visitors who incorporate battlefield sites into multi-day or multi-destination trips are more likely to utilize lodging, dine at local restaurants, and engage with additional attractions, amplifying the economic benefits associated with their travel.

Trust Member Survey

The survey findings from Trust members and donors provide important context for understanding how and why visitors engage with battlefield sites, and how these behaviors translate into economic activity. This high level of engagement is reflected in visitation patterns, with many respondents reporting frequent visits to multiple battlefield sites over time. These findings suggest that battlefield tourism is supported by a dedicated and repeat visitor base that contributes to sustained visitation and long-term economic benefits. The Trust has been aware of some of these trends through other means, but it further reinforces the true nature of how dedicated and passionate their membership base is for the sites they help protect.

Travel behavior patterns further reinforce the economic findings. A substantial share of visitors report overnight travel associated with battlefield trips, with more than four in five indicating that they stay overnight at least some of the time. Overnight visitation is particularly important from an economic perspective, as it is typically associated with higher levels of spending across lodging, dining, and related services. In addition, nearly half of respondents report visiting multiple battlefield sites within a single trip, highlighting the importance of geographic clustering and regional connectivity in shaping visitation patterns.

At the same time, the survey results identify several important opportunities for enhancing visitation and expanding the reach of battlefield tourism. The current visitor base is highly engaged but skews toward older age groups, indicating an opportunity to attract and engage younger audiences. Expanding outreach, interpretation, and programming to appeal to a broader demographic could help ensure the long-term sustainability of battlefield visitation and preservation efforts. Additionally, the prevalence of self-guided experiences suggests that investments in interpretation, signage, digital tools, and wayfinding could further enhance the visitor experience while maintaining the accessibility and flexibility that visitors value.

Beyond measurable economic outcomes, battlefield preservation generates a range of broader benefits that are not fully captured in traditional economic metrics. These sites protect nationally significant cultural and historical resources, providing opportunities for education, reflection, and connection to the past. They also contribute to the conservation of open space and the preservation of landscapes that might otherwise be lost to development. In many communities, battlefield sites play a role in shaping local identity, supporting tourism branding, and enhancing overall quality of life. These non-market benefits, while more difficult to quantify, are integral to the full value proposition of battlefield preservation.

Place-based Case Studies

A key innovation of this study is the incorporation of mobile location data to better understand visitation patterns at a subset of fifteen battlefield sites. Traditional visitation data sources often face limitations in accurately capturing use at dispersed or open-access sites, where visitors may enter from multiple points and where formal counting infrastructure may be limited or absent. Mobile location data provide a complementary source that enables observation of aggregate visitation patterns, including visitor origins, travel distances, trip frequency, dwell time, and connections between battlefield sites and surrounding destinations.



Source: American Battlefield Trust, Ayla Sherman, Antietam National Battlefield, Sharpsburg, MD

The fifteen place-based case studies reveal meaningful differences in how battlefield sites function within their broader regional contexts. Several consistent cross-site themes emerged from the analysis.

Most sites serve predominantly local and in-state audiences, with the majority of visitors coming from the park's home state. Kennesaw Mountain, Wilson's Creek, and several Virginia sites each drew more than 90% of their visitors from within the home state, reflecting their role as a preserved battlefield and community resource. Little Bighorn stands as a notable exception, drawing more than half of its visitors from out of state, functioning as a true destination site along regional travel corridors. Visitors passing through the area are likely road tripping to other nearby western destinations such as Yellowstone and Grand Teton national parks. That said, all sites generate economic benefits to some degree visitors coming specifically for the park.

Dwell time varied considerably across sites and offers insight into how deeply visitors engage with each location. Gettysburg, with a median dwell time of 81 minutes respectively, represents the highest stay out of all the case studies. This type of visit is more immersive and consistent with a major heritage destination. At the other end of the spectrum, sites like Minute Man, Fort Fisher, and Princeton show shorter, more pass-through visitation patterns.

Seasonal patterns varied by geography and type of site. Battlefield sites in the mid-Atlantic and Northeast tended toward year-round consistency, while Gettysburg showed a pronounced fall peak driven by October visitation. Kennesaw Mountain peaked in summer and fall, consistent with its function as a heavily used urban trail location. Little Bighorn showed the most dramatic seasonality, with summer accounting

for 35% of annual visits and fall dropping to just 15%, reflecting its remote location and visitation pattern from summer travel.

The heatmap data also revealed meaningful within-site concentration patterns. At Gettysburg, activity centered on the Visitor Center. At Kennesaw Mountain, use spread along trail networks rather than concentrating at any single focal point, a reflection of the park's function as a recreation area as much as a heritage site. At sites like Fort Donelson and Vicksburg, activity clustered near cemeteries and memorial corridors, underscoring the commemorative function that drives visitor behavior at Civil War sites.

Comparing to the National Park Service's SEM program, the data from the place-based case studies matches up well with previous visitor surveys conducted in the park. Historic sites, in general, have shown a trend of shorter visits that are primarily day trips, high local visitation, older age demographics, and visitors who are focused on the history and heritage of the site. The data for most place-based case studies resembles a similar pattern with a few exceptions such as Gettysburg and Little Bighorn. These sites resemble more destination parks and have been classified as such.

The case studies illustrate that battlefield sites serve diverse roles depending on their geography, access, and community context. Understanding these distinctions can help the Trust and partner agencies tailor interpretation, infrastructure investment, and outreach strategies to the specific visitation profile of each site.

LIMITATIONS

It is important to recognize that, as with all research studies, the methods used in this study are subject to certain limitations. Economic contribution estimates depend on the accuracy of visitation data, spending assumptions, and regional economic models. Similarly, mobile location data represent a sample of devices rather than a complete census of visitors and require careful interpretation and, where possible, calibration with on-the-ground data sources. Despite these limitations, the methodologies applied in this study represent the most robust and widely accepted approaches currently available for understanding the economic and behavioral dimensions of visitation to public lands and recreation sites.

CONCLUSION

The findings of this study make clear that America's battlefield sites are more than places of historical memory. They are active economic contributors, community resources, and recreational destinations that collectively support billions of dollars in economic activity, tens of thousands of jobs, preserved history, and a loyal visitor base that returns to these landscapes again and again.

The $1.5 billion in direct visitor spending and $2.2 billion in total economic output from National Battlefield Sites documented here reflect the scale of what battlefield preservation delivers to surrounding communities. These contributions span 31 states and two territories, reaching urban neighborhoods, rural gateway towns, and everything in between. At the high end, sites like Pearl Harbor National Memorial and Boston National Historical Park generate hundreds of millions in regional economic activity. At the other end of the spectrum, smaller and more remote sites like Fort Bowie, Mill Springs, and Sand Creek Massacre contribute modestly in absolute terms but represent meaningful economic activity in areas where alternative tourism drivers are limited. The range of economic impacts varies substantially by site. While state and local battlefield sites are important, the data is limited to generalize. That said, we expect those sites to also contribute but in different scales compared to federally designated locations.

The Trust's membership and donor base reinforces this picture with a human element. Trust members and donors are highly engaged visitors who visit battlefield sites often. In fact, 81% reported staying overnight at least some of the time, nearly half visiting multiple sites in a single trip, and a large majority expressing strong satisfaction with the organization and its mission. The depth of commitment among existing supporters is a genuine asset. At the same time, the skew toward visitors aged 60 and older points to a real and pressing need to cultivate younger audiences if this level of engagement is to be sustained into the next generation.

The mobile location data analysis adds a layer of site-level nuance that broad economic estimates alone cannot capture. They reveal that most battlefield sites serve primarily local and regional audiences, with some more prominent sites drawing national and international audiences. Dwell times and seasonal patterns vary considerably by site type and geography. Visitor behavior within sites reflects both the commemorative and recreational functions these places serve. These patterns have direct implications for how sites are managed, interpreted, marketed, and for where investments in infrastructure and programming are most likely to be most beneficial.

Looking ahead, the most important opportunities lie at the intersection of these three components. Continued investment in high-quality interpretation and on-site experience supports both the economic and experiential dimensions of visitation. Expanding digital tools, wayfinding, and mobile-accessible content can deepen engagement with the self-directed visitors who represent the majority of the audience. And intentional outreach to younger and more diverse communities can help ensure that the cultural and economic value of battlefield preservation is shared broadly and sustained over time.

The Trust, its partners, and the communities surrounding these sites have a strong foundation to build on. The evidence presented here affirms both the significance of what has been accomplished and the potential of what remains ahead.

APPENDIX A – ECONOMIC DATA TABLES

DEFINITIONS

- Visits: National Park Service recreation visits. NPS counts visits as the number of individuals who enter the park each day.
- Visitor spending: Spending made in the park and surrounding nearby areas attributed to park visitation.
- Employment (Jobs): annual full- and part-time jobs supported by battlefield visitor spending (jobs estimates do not include National Park Service employees)
- Labor income: includes employee wages, salaries and payroll benefits, and incomes of proprietors
- Value added (GDP): value added measures the contribution of visitor spending to the Gross Domestic Product (GDP) of a regional economy; this is equal to the sum of goods and services sold to final users
- Economic output: total business sales including intermediate sales (business to business) and final sales (sales to final users)

ECONOMIC CONTRIBUTIONS TO STATE ECONOMIES

Table A.1 – Battlefield Economic Contributions by State and U.S. Territory, 2024

Battlefield	Visits	Visitor Spending	Jobs Supported	Labor Income	Value Added	Economic Output
Alabama						
Horseshoe Bend National Military Park	64,063	$4,509,000	51	$1,844,000	$3,349,000	$6,017,000
Alabama Total	**64,063**	**$4,509,000**	**51**	**$1,844,000**	**$3,349,000**	**$6,017,000**
Alaska						
Aleutian World War II National Historic Area †	—	—	—	—	—	—
Alaska Total	**—**	**—**	**—**	**—**	**—**	**—**
Arizona						
Fort Bowie National Historic Site	8,484	$372,000	3.4	$171,000	$309,000	$507,000
Arizona Total	**8,484**	**$372,000**	**3**	**$171,000**	**$309,000**	**$507,000**

Battlefield	Visits	Visitor Spending	Jobs Supported	Labor Income	Value Added	Economic Output
Arkansas						
Arkansas Post National Memorial	26,202	$1,844,000	21	$725,000	$1,372,000	$2,479,000
Fort Smith National Historic Site	124,486	$8,760,000	101	$3,444,000	$6,518,000	$11,775,000
Pea Ridge National Military Park	102,620	$7,222,000	84	$2,839,000	$5,373,000	$9,708,000
Arkansas Total	**253,308**	**$17,826,000**	**206**	**$7,008,000**	**$13,263,000**	**$23,962,000**
Colorado						
Bent's Old Fort National Historic Site	16,102	$1,133,000	11	$561,000	$1,020,000	$1,635,000
Sand Creek Massacre National Historic Site	6,400	$450,000	4.2	$223,000	$405,000	$650,000
Colorado Total	**22,502**	**$1,583,000**	**15**	**$784,000**	**$1,425,000**	**$2,285,000**
Florida						
Timucuan Ecological & Historic Preserve	997,136	$70,167,000	739	$34,977,000	$63,507,000	$104,857,000
Florida Total	**997,136**	**$70,167,000**	**739**	**$34,977,000**	**$63,507,000**	**$104,857,000**
Georgia						
Chickamauga & Chattanooga National Military Park	501,540	$35,275,000	396	$17,289,000	$31,404,000	$52,637,000
Fort Pulaski National Monument	356,992	$27,688,000	301	$13,363,000	$24,470,000	$40,764,000
Kennesaw Mountain National Battlefield Park	1,495,855	$105,262,000	1,181	$51,599,000	$93,729,000	$157,099,000
Georgia Total	**2,354,387**	**$168,225,000**	**1,878**	**$82,251,000**	**$149,603,000**	**$250,500,000**
Guam						
War In The Pacific National Historical Park	373,975	$26,316,000	217	$11,535,000	$22,312,000	$33,679,000
Guam Total	**373,975**	**$26,316,000**	**217**	**$11,535,000**	**$22,312,000**	**$33,679,000**
Hawaii						
Pearl Harbor National Memorial	1,588,798	$348,648,000	2,896	$165,606,000	$338,468,000	$501,652,000
Hawaii Total	**1,588,798**	**$348,648,000**	**2,896**	**$165,606,000**	**$338,468,000**	**$501,652,000**

Battlefield	Visits	Visitor Spending	Jobs Supported	Labor Income	Value Added	Economic Output
Idaho						
Nez Perce National Historical Park	342,924	$24,131,000	253	$10,524,000	$18,916,000	$32,589,000
Idaho Total	**342,924**	**$24,131,000**	**253**	**$10,524,000**	**$18,916,000**	**$32,589,000**
Indiana						
George Rogers Clark National Historical Park	166,620	$11,725,000	122	$5,117,000	$9,282,000	$15,614,000
Indiana Total	**166,620**	**$11,725,000**	**122**	**$5,117,000**	**$9,282,000**	**$15,614,000**
Kansas						
Fort Larned National Historic Site	26,219	$1,897,000	20	$796,000	$1,436,000	$2,496,000
Kansas Total	**26,219**	**$1,897,000**	**20**	**$796,000**	**$1,436,000**	**$2,496,000**
Kentucky						
Mill Springs Battlefield National Monument	8,580	$604,000	6.7	$263,000	$461,000	$810,000
Kentucky Total	**8,580**	**$604,000**	**7**	**$263,000**	**$461,000**	**$810,000**
Louisiana						
Jean Lafitte National Historical Park and Preserve	212,591	$14,960,000	162	$5,932,000	$11,352,000	$19,787,000
Louisiana Total	**212,591**	**$14,960,000**	**162**	**$5,932,000**	**$11,352,000**	**$19,787,000**
Maryland						
Antietam National Battlefield	197,340	$13,882,000	126	$6,269,000	$11,596,000	$18,170,000
Fort McHenry National Monument and Historic Shrine	394,175	$27,738,000	252	$12,526,000	$23,172,000	$36,308,000
Monocacy National Battlefield	116,521	$4,987,000	46	$2,258,000	$4,164,000	$6,663,000
Maryland Total	**708,036**	**$46,607,000**	**424**	**$21,053,000**	**$38,932,000**	**$61,141,000**
Massachusetts						
Boston National Historical Park	2,744,457	$193,124,000	1,815	$108,376,000	$178,440,000	$275,848,000
Minute Man National Historical Park	879,316	$61,876,000	582	$34,723,000	$57,172,000	$88,381,000
Massachusetts Total	**3,623,773**	**$255,000,000**	**2,397**	**$143,099,000**	**$235,612,000**	**$364,229,000**

Battlefield	Visits	Visitor Spending	Jobs Supported	Labor Income	Value Added	Economic Output
Mississippi						
Brices Crossroads National Battlefield Site	2,868	$202,000	2.1	$79,000	$145,000	$261,000
Tupelo National Battlefield	575	$40,000	0.4	$16,000	$29,000	$52,000
Vicksburg National Military Park	403,332	$28,382,000	311	$11,079,000	$20,452,000	$36,722,000
Mississippi Total	**406,775**	**$28,624,000**	**314**	**$11,174,000**	**$20,626,000**	**$37,035,000**
Missouri						
Wilson's Creek National Battlefield	357,805	$25,178,000	283	$11,921,000	$20,788,000	$35,931,000
Missouri Total	**357,805**	**$25,178,000**	**283**	**$11,921,000**	**$20,788,000**	**$35,931,000**
Montana						
Big Hole National Battlefield	45,211	$3,780,000	36	$1,607,000	$2,625,000	$4,613,000
Little Bighorn Battlefield National Monument	111,825	$7,869,000	88	$3,756,000	$6,101,000	$10,832,000
Montana Total	**157,036**	**$11,649,000**	**124**	**$5,363,000**	**$8,726,000**	**$15,445,000**
New Jersey						
Morristown National Historical Park	208,138	$4,654,000	43	$2,306,000	$3,856,000	$6,266,000
New Jersey Total	**208,138**	**$4,654,000**	**43**	**$2,306,000**	**$3,856,000**	**$6,266,000**
New York						
Fort Stanwix National Monument	79,704	$5,286,000	41	$2,707,000	$4,920,000	$7,079,000
Saratoga National Historical Park	116,537	$8,200,000	66	$4,239,000	$7,522,000	$11,029,000
New York Total	**196,241**	**$13,486,000**	**107**	**$6,946,000**	**$12,442,000**	**$18,108,000**
North Carolina						
Guilford Courthouse National Military Park	461,143	$32,449,000	369	$15,862,000	$27,524,000	$47,471,000
Moores Creek National Battlefield	69,078	$5,358,000	59	$2,573,000	$4,505,000	$7,739,000
North Carolina Total	**530,221**	**$37,807,000**	**428**	**$18,435,000**	**$32,029,000**	**$55,210,000**
Northern Mariana Islands						
American Memorial Park †	—	—	—	—	—	—
Northern Mariana Islands Total	**—**	**—**	**—**	**—**	**—**	**—**

Battlefield	Visits	Visitor Spending	Jobs Supported	Labor Income	Value Added	Economic Output
Oklahoma						
Washita Battlefield National Historic Site	12,369	$870,000	10	$361,000	$665,000	$1,201,000
Oklahoma Total	**12,369**	**$870,000**	**10**	**$361,000**	**$665,000**	**$1,201,000**
Pennsylvania						
Fort Necessity National Battlefield	276,172	$19,423,000	213	$10,198,000	$17,061,000	$28,416,000
Gettysburg National Military Park	741,574	$57,506,000	608	$29,974,000	$50,254,000	$83,215,000
Valley Forge National Historical Park	1,866,480	$28,915,000	335	$14,964,000	$25,010,000	$43,775,000
Pennsylvania Total	**2,884,226**	**$105,844,000**	**1,156**	**$55,136,000**	**$92,325,000**	**$155,406,000**
South Carolina						
Cowpens National Battlefield	156,288	$12,118,000	122	$4,827,000	$9,449,000	$15,944,000
Fort Sumter and Fort Moultrie National Historical Park	384,307	$27,042,000	283	$11,023,000	$21,234,000	$36,064,000
Kings Mountain National Military Park	182,462	$8,742,000	87	$3,418,000	$6,656,000	$11,221,000
Ninety Six National Historic Site	101,352	$7,132,000	75	$2,907,000	$5,600,000	$9,511,000
South Carolina Total	**824,409**	**$55,034,000**	**567**	**$22,175,000**	**$42,939,000**	**$72,740,000**
Tennessee						
Chickamauga & Chattanooga National Military Park	501,540	$35,275,000	341	$16,907,000	$30,556,000	$49,280,000
Fort Donelson National Battlefield	166,026	$5,540,000	48	$2,395,000	$4,216,000	$6,912,000
Shiloh National Military Park	386,152	$27,173,000	263	$13,025,000	$23,542,000	$37,967,000
Stones River National Battlefield	446,160	$17,186,000	158	$8,145,000	$14,910,000	$24,271,000
Tennessee Total	**1,499,878**	**$85,174,000**	**810**	**$40,472,000**	**$73,224,000**	**$118,430,000**
Texas						
Palo Alto Battlefield National Historical Park	178,945	$12,592,000	138	$6,216,000	$11,239,000	$19,029,000
Texas Total	**178,945**	**$12,592,000**	**138**	**$6,216,000**	**$11,239,000**	**$19,029,000**

Battlefield	Visits	Visitor Spending	Jobs Supported	Labor Income	Value Added	Economic Output
Virginia						
Appomattox Court House National Historical Park	83,769	$5,895,000	62	$2,643,000	$4,867,000	$8,080,000
Cedar Creek & Belle Grove National Historical Park †	—	—	—	—	—	—
Fredericksburg & Spotsylvania National Military Park	818,532	$57,599,000	605	$25,821,000	$47,557,000	$78,947,000
Manassas National Battlefield Park	541,964	$38,137,000	401	$17,097,000	$31,488,000	$52,272,000
Petersburg National Battlefield	191,623	$13,484,000	142	$6,045,000	$11,134,000	$18,482,000
Richmond National Battlefield Park	156,537	$11,015,000	116	$4,938,000	$9,095,000	$15,098,000
Virginia Total	**1,792,425**	**$126,130,000**	**1,326**	**$56,544,000**	**$104,141,000**	**$172,879,000**
West Virginia						
Harpers Ferry National Historical Park	488,049	$29,193,000	339	$11,793,000	$21,255,000	$38,126,000
West Virginia Total	**488,049**	**$29,193,000**	**339**	**$11,793,000**	**$21,255,000**	**$38,126,000**
Wyoming						
Fort Laramie National Historic Site	44,045	$1,401,000	11	$426,000	$778,000	$1,366,000
Wyoming Total	**44,045**	**$1,401,000**	**11**	**$426,000**	**$778,000**	**$1,366,000**
All States Total	**20,331,958**	**$1,530,206,000**	**15,046**	**$740,228,000**	**$1,353,260,000**	**$2,167,297,000**

† 2024 visitation and spending data are not available for these sites.

ECONOMIC CONTRIBUTIONS TO LOCAL ECONOMIES

Table A.2 Battlefield Contributions to Local Economies, 2024.

Battlefield	Visits	Visitor Spending	Jobs Supported	Labor Income	Value Added	Economic Output
Civil War						
Antietam National Battlefield	197,340	$13,882,000	131	$6,909,000	$12,448,000	$19,362,000
Appomattox Court House National Historical Park	83,769	$5,895,000	62	$2,225,000	$4,170,000	$7,278,000
Arkansas Post National Memorial	26,203	$1,844,000	20	$714,000	$1,328,000	$2,342,000
Brices Crossroads National Battlefield Site	2,867	$202,000	2.0	$72,000	$133,000	$239,000
Cedar Creek & Belle Grove National Historical Park †	—	—	—	—	—	—
Chickamauga & Chattanooga National Military Park	1,003,081	$70,550,000	746	$26,705,000	$49,410,000	$87,209,000
Fort Donelson National Battlefield	166,026	$5,540,000	51	$1,819,000	$3,226,000	$5,805,000
Fort Pulaski National Monument	356,993	$27,688,000	264	$10,871,000	$20,970,000	$34,697,000
Fredericksburg & Spotsylvania National Military Park	818,533	$57,599,000	536	$27,624,000	$50,186,000	$78,141,000
Gettysburg National Military Park	741,574	$57,506,000	518	$28,188,000	$50,234,000	$77,894,000
Harpers Ferry National Historical Park	488,049	$29,193,000	294	$15,405,000	$27,562,000	$43,207,000
Kennesaw Mountain National Battlefield Park	1,495,856	$105,262,000	1,155	$53,913,000	$97,010,000	$159,134,000
Manassas National Battlefield Park	541,965	$38,137,000	352	$18,835,000	$34,166,000	$52,773,000
Mill Springs Battlefield National Monument	8,579	$604,000	6.4	$211,000	$375,000	$701,000
Monocacy National Battlefield	116,520	$4,987,000	46	$1,904,000	$3,483,000	$5,801,000
Pea Ridge National Military Park	102,621	$7,222,000	81	$3,110,000	$5,541,000	$9,808,000

Battlefield	Visits	Visitor Spending	Jobs Supported	Labor Income	Value Added	Economic Output
Petersburg National Battlefield	191,623	$13,484,000	148	$5,812,000	$10,851,000	$18,511,000
Richmond National Battlefield Park	156,538	$11,015,000	119	$4,647,000	$8,720,000	$14,859,000
Shiloh National Military Park	386,152	$27,173,000	284	$9,694,000	$17,946,000	$32,172,000
Stones River National Battlefield	446,160	$17,186,000	141	$8,387,000	$15,318,000	$23,759,000
Tupelo National Battlefield	574	$40,000	0.4	$14,000	$27,000	$48,000
Vicksburg National Military Park	403,332	$28,382,000	323	$11,105,000	$21,050,000	$37,933,000
Wilson's Creek National Battlefield	357,805	$25,178,000	276	$10,727,000	$18,896,000	$33,389,000
Civil War Total	**8,092,160**	**$548,569,000**	**5,556**	**$248,891,000**	**$453,050,000**	**$745,062,000**
American Revolution						
Boston National Historical Park	2,744,458	$193,124,000	1,848	$109,087,000	$182,738,000	$282,993,000
Cowpens National Battlefield	156,287	$12,118,000	130	$5,630,000	$10,153,000	$17,160,000
Fort Stanwix National Monument	79,704	$5,286,000	46	$2,130,000	$4,152,000	$6,509,000
Fort Sumter and Fort Moultrie National Historical Park	384,308	$27,042,000	268	$11,026,000	$21,297,000	$35,328,000
George Rogers Clark National Historical Park	166,621	$11,725,000	122	$4,256,000	$8,203,000	$14,479,000
Guilford Courthouse National Military Park	461,143	$32,449,000	356	$15,585,000	$27,024,000	$45,976,000
Kings Mountain National Military Park	182,463	$8,742,000	94	$4,054,000	$7,222,000	$12,227,000
Minute Man National Historical Park	879,316	$61,876,000	593	$34,894,000	$58,559,000	$90,776,000
Moores Creek National Battlefield	69,079	$5,358,000	55	$1,970,000	$3,743,000	$6,611,000
Morristown National Historical Park	208,138	$4,654,000	31	$2,237,000	$3,748,000	$5,420,000
Ninety Six National Historic Site	101,352	$7,132,000	77	$2,832,000	$5,404,000	$9,360,000
Saratoga National Historical Park	116,537	$8,200,000	78	$3,464,000	$6,423,000	$10,383,000

Battlefield	Visits	Visitor Spending	Jobs Supported	Labor Income	Value Added	Economic Output
Timucuan Ecological & Historic Preserve	997,136	$70,167,000	753	$32,064,000	$58,874,000	$99,158,000
Valley Forge National Historical Park	1,866,480	$28,915,000	325	$15,881,000	$26,550,000	$44,774,000
American Revolution Total	**8,413,022**	**$476,788,000**	**4,776**	**$245,110,000**	**$424,090,000**	**$681,154,000**
American Indian Wars						
Bent's Old Fort National Historic Site	16,102	$1,133,000	11	$432,000	$837,000	$1,418,000
Big Hole National Battlefield	45,211	$3,780,000	39	$1,286,000	$2,151,000	$4,144,000
Fort Bowie National Historic Site	8,483	$372,000	3.1	$121,000	$225,000	$399,000
Fort Laramie National Historic Site	44,045	$1,401,000	13	$384,000	$724,000	$1,384,000
Fort Larned National Historic Site	26,219	$1,897,000	20	$636,000	$1,195,000	$2,212,000
Fort Smith National Historic Site	124,486	$8,760,000	99	$3,439,000	$6,408,000	$11,524,000
Little Bighorn Battlefield National Monument	111,825	$7,869,000	91	$3,354,000	$5,659,000	$10,448,000
Nez Perce National Historical Park	342,924	$24,131,000	215	$8,931,000	$18,538,000	$29,678,000
Sand Creek Massacre National Historic Site	6,401	$450,000	4.5	$127,000	$265,000	$490,000
Washita Battlefield National Historic Site	12,369	$870,000	9.7	$266,000	$513,000	$992,000
American Indian Wars Total	**738,065**	**$50,663,000**	**505**	**$18,976,000**	**$36,515,000**	**$62,689,000**
War of 1812						
Fort McHenry National Monument and Historic Shrine	394,175	$27,738,000	261	$13,886,000	$24,907,000	$38,592,000
Horseshoe Bend National Military Park	64,063	$4,509,000	51	$1,853,000	$3,385,000	$6,011,000
Jean Lafitte National Historical Park and Preserve	212,591	$14,960,000	161	$6,149,000	$11,540,000	$19,942,000
War of 1812 Total	**670,829**	**$47,207,000**	**473**	**$21,888,000**	**$39,832,000**	**$64,545,000**

Battlefield	Visits	Visitor Spending	Jobs Supported	Labor Income	Value Added	Economic Output
World War II						
Aleutian World War II National Historic Area †	—	—	—	—	—	—
American Memorial Park †	—	—	—	—	—	—
Pearl Harbor National Memorial	1,588,798	$348,648,000	2,896	$165,606,000	$338,468,000	$501,652,000
War In The Pacific National Historical Park	373,974	$26,316,000	217	$11,535,000	$22,312,000	$33,679,000
World War II Total	**1,962,772**	**$374,964,000**	**3,113**	**$177,141,000**	**$360,780,000**	**$535,331,000**
French and Indian War						
Fort Necessity National Battlefield	276,173	$19,423,000	216	$9,742,000	$16,752,000	$28,239,000
French and Indian War Total	**276,173**	**$19,423,000**	**216**	**$9,742,000**	**$16,752,000**	**$28,239,000**
Mexican-American War						
Palo Alto Battlefield National Historical Park	178,946	$12,592,000	145	$4,566,000	$8,512,000	$15,908,000
Mexican-American War Total	**178,946**	**$12,592,000**	**145**	**$4,566,000**	**$8,512,000**	**$15,908,000**
All Battlefields Total	**20,331,967**	**$1,530,206,000**	**14,784**	**$726,314,000**	**$1,339,531,000**	**$2,132,928,000**

† 2024 visitation and spending data are not available for these site



Appendix B – Place-Based Case Study Sites







VIRGINIA

CULPEPER BATTLEFIELDS HISTORICAL STATE PARK

OVERVIEW

DEVICES

514

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

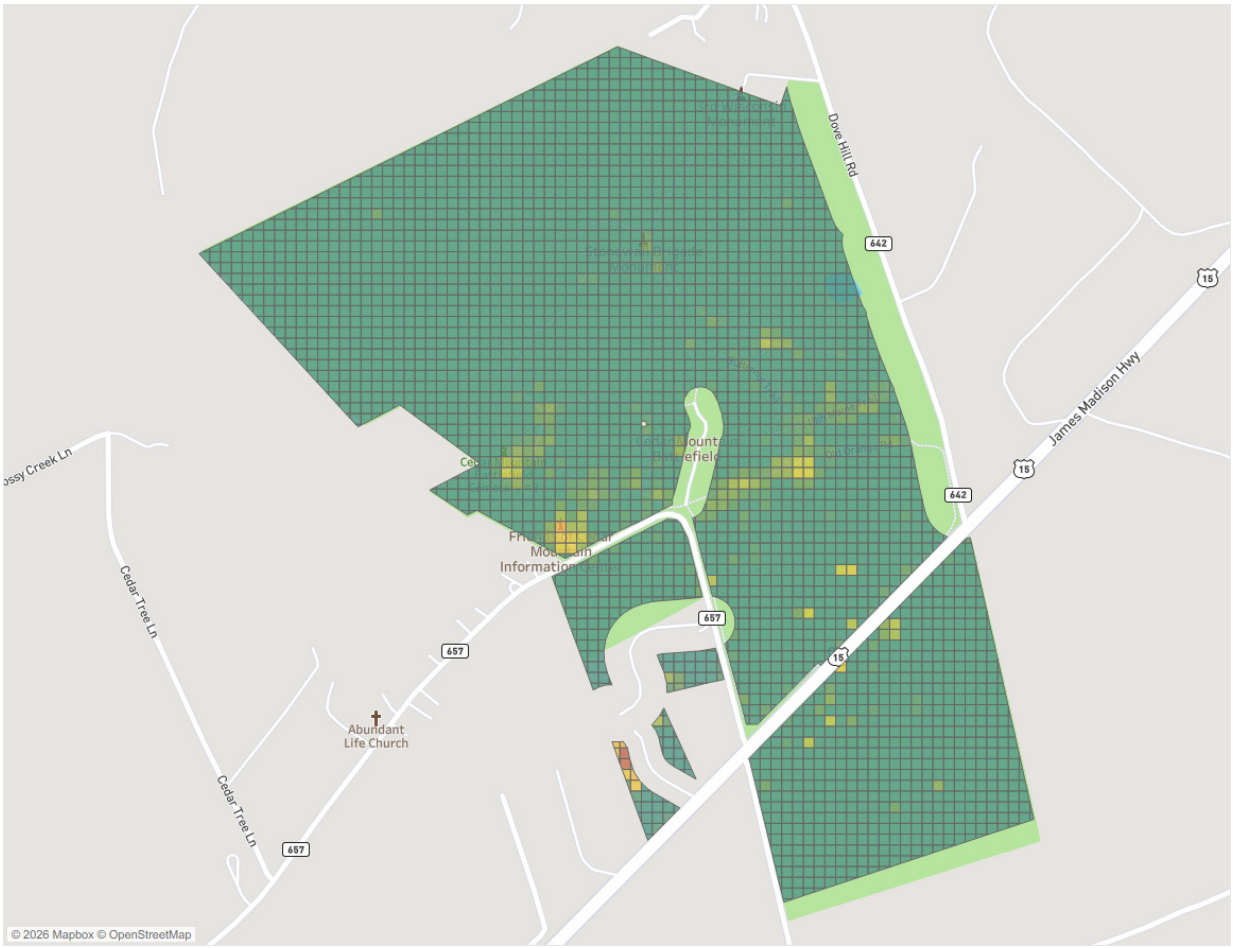
1.2K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

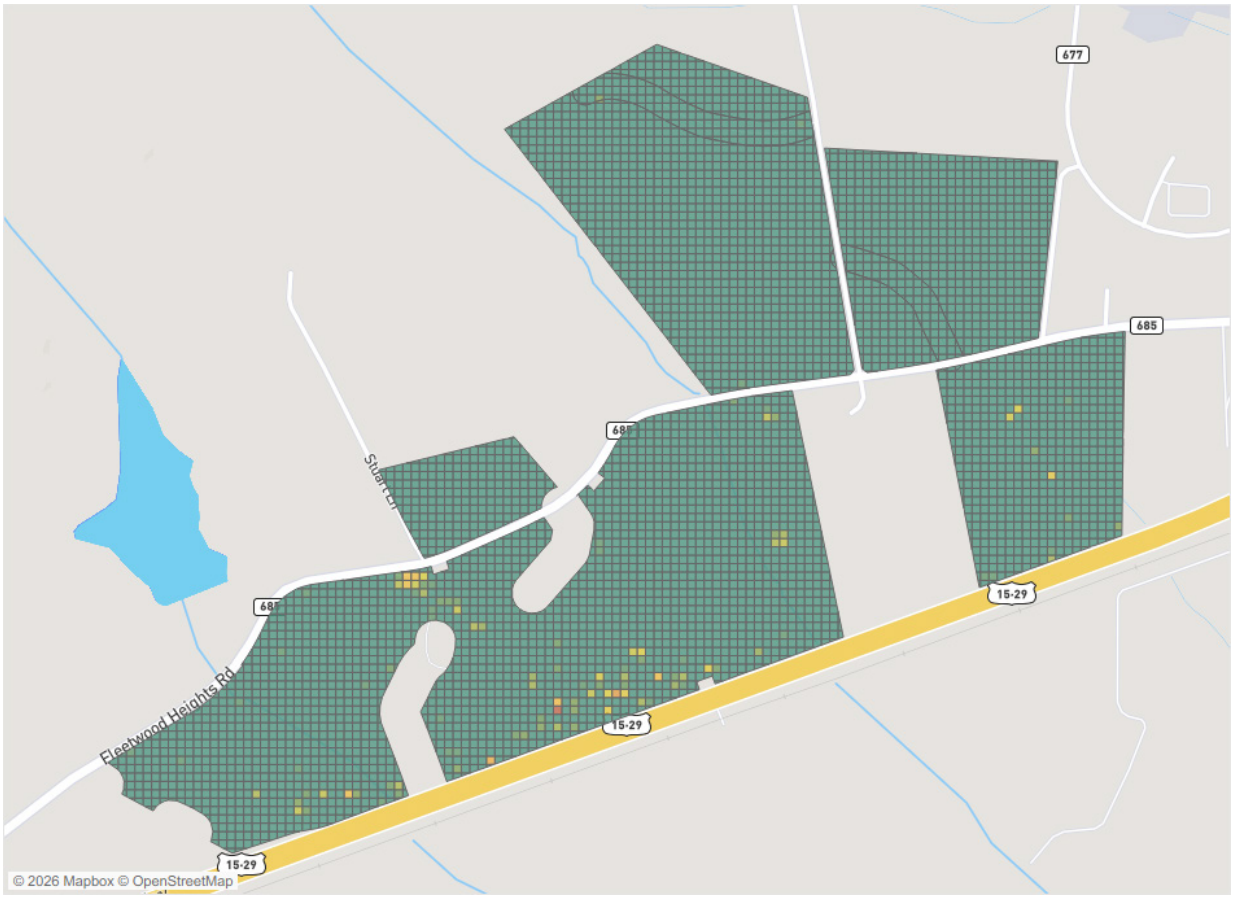
13.4K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.



The heatmap of device activity shows use primarily concentrated around the information center.

OVERVIEW

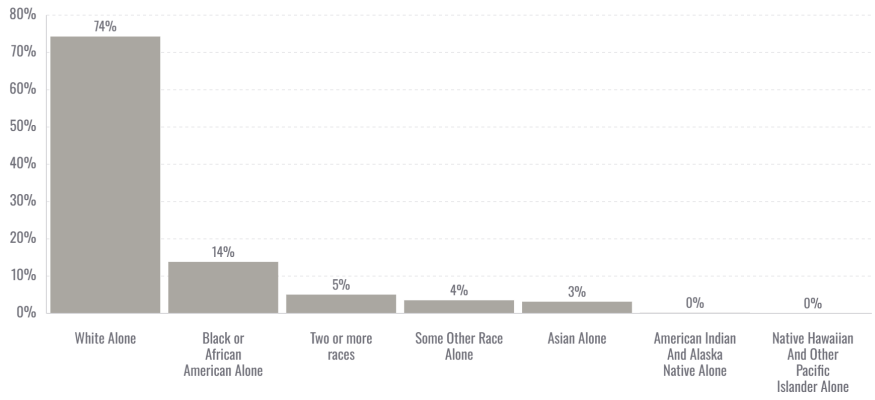


The Brandy Station Battlefield heatmap of device activity shows use primarily concentrated around the parking lot and pull off next to Fleetwood Hill.

DEMOGRAPHICS

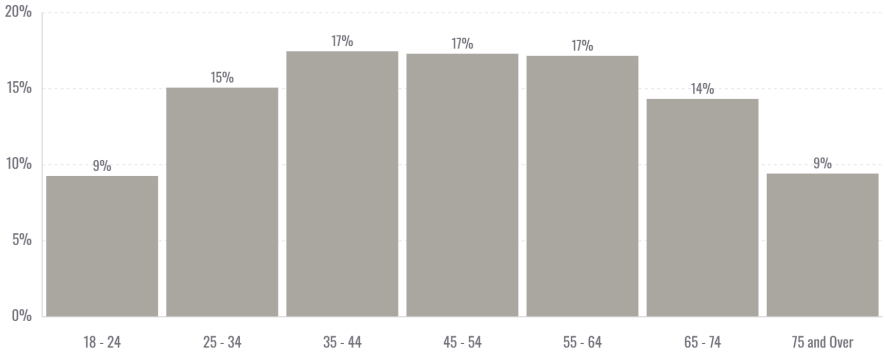
RACE

Data show a strong concentration in White Alone at 74%, with Black or African American Alone at 14% as the next largest group. The remaining shares are small: Two or More Races 5%, Some Other Race Alone 4%, Asian Alone 3%, while American Indian and Alaska Native Alone and Native Hawaiian and Other Pacific Islander Alone are 0%.



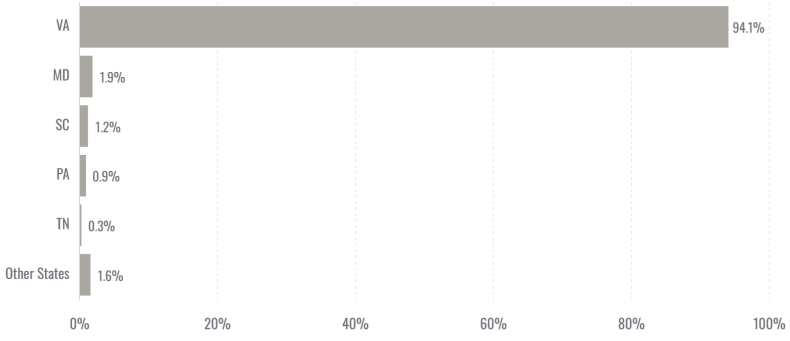
AGE

The distribution centers on middle age, with 35-44, 45-54, and 55-64 each at 17%. The extremes are smaller, with 18-24 and 75 and Over at 9% each, while 25-34 and 65-74 are 15% and 14% respectively. Overall, the pattern shows a midlife plateau and tapering shares toward the youngest and oldest groups.



VISITOR ORIGIN

Visitation is heavily concentrated in Virginia, which accounts for 94.1% of the distribution. Small shares come from Maryland (1.9%), South Carolina (1.2%), Pennsylvania (0.9%), Tennessee (0.3%), and other states (1.6%), indicating a primarily in-state audience with limited regional reach. Overall, the pattern shows a single-dominant state with only modest additional visitation from other states.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

63

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

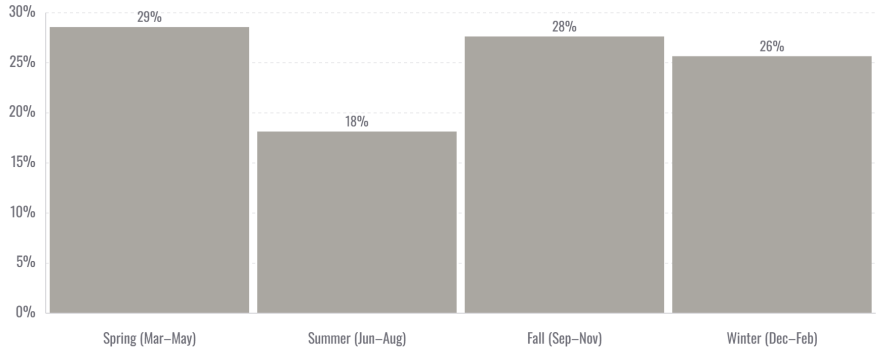
MEDIAN DWELL TIME (MIN)

35

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

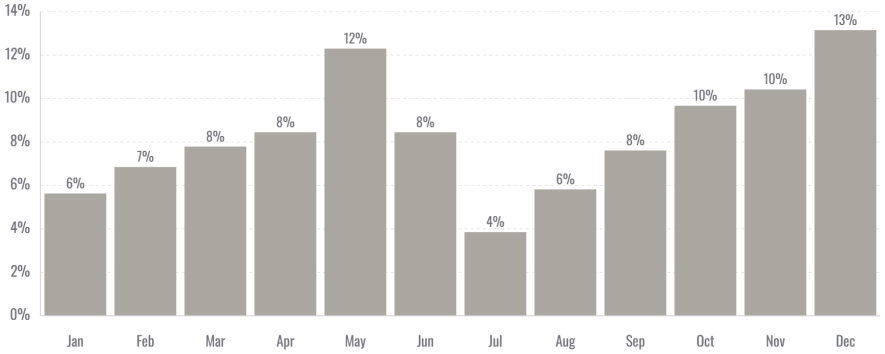
SEASON

Spring leads with 29% visitation, followed closely by Fall at 28%. Summer is the lowest at 18%, with Winter at 26% lying in between. Overall, there is a spring-led peak, with fall and winter at similar moderate levels and a noticeable summer dip.



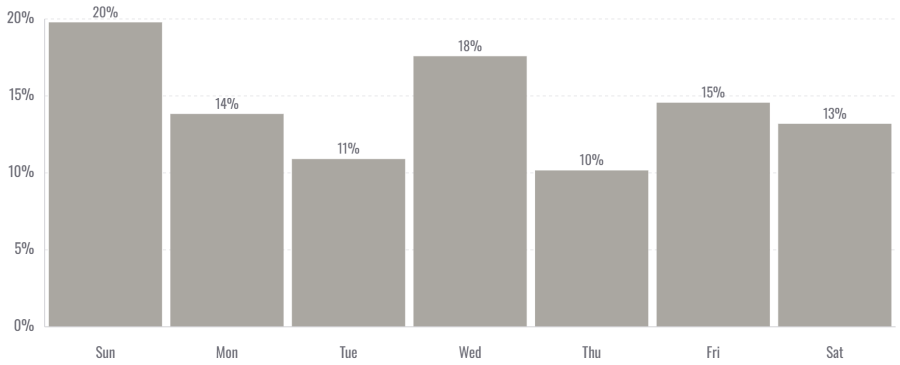
MONTH

Values fluctuate from a low of 4% in July to a high of 13% in December. Early months sit around 6–8%, with a notable jump to 12% in May, followed by a mid-summer dip to 4% in July. After July, the trend climbs again toward year-end, reaching 10% in November and peaking at 13% in December.



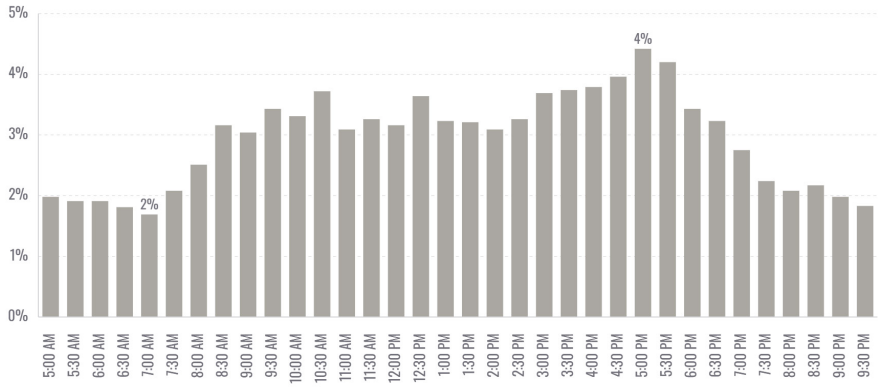
DAY OF WEEK

Visitation peaks on Sunday at 20%, with a secondary peak on Wednesday at 18%. The lowest level is Thursday at 10%. Other days vary modestly, from 11% (Tuesday) to 15% (Friday), with Monday 14% and Saturday 13%.



TIME OF DAY

Activity starts at 2% in the early morning (5:00–7:30 AM) and rises to 3% by 8:00–9:30 AM, with a morning high of 4% at 10:30 AM. It remains around 3–4% through midday and into the late afternoon, hitting 4% again at 12:30 PM and from 3:00–5:30 PM, then declines to 3% by 6:00–6:30 PM and settles at 2% from 7:30 PM onward.



SUMMARY

Culpeper Battlefields Historical State Park in Virginia shows a spring-led visitation pattern, with spring the high season and fall at a similar level, while summer experiences a noticeable dip and winter sits between, creating a spring-dominant seasonal shape; monthly patterns hinge on a mid-summer lull with a clear rise toward year-end, culminating in December as the peak; the weekly pattern centers on Sunday as the strongest day, with a secondary lift on Wednesday and Thursday as the lowest among weekdays, and other days varying modestly; the racial composition is predominantly White with a meaningful Black or African American minority and smaller shares of other groups; the age distribution centers in the middle years, reflecting a midlife plateau with fewer visitors at the youngest and oldest ages; and geographically, the park primarily serves a local audience drawn from Culpeper and the surrounding region.







TENNESSEE

FORT DONELSON NATIONAL BATTLEFIELD

OVERVIEW

DEVICES

6.9K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

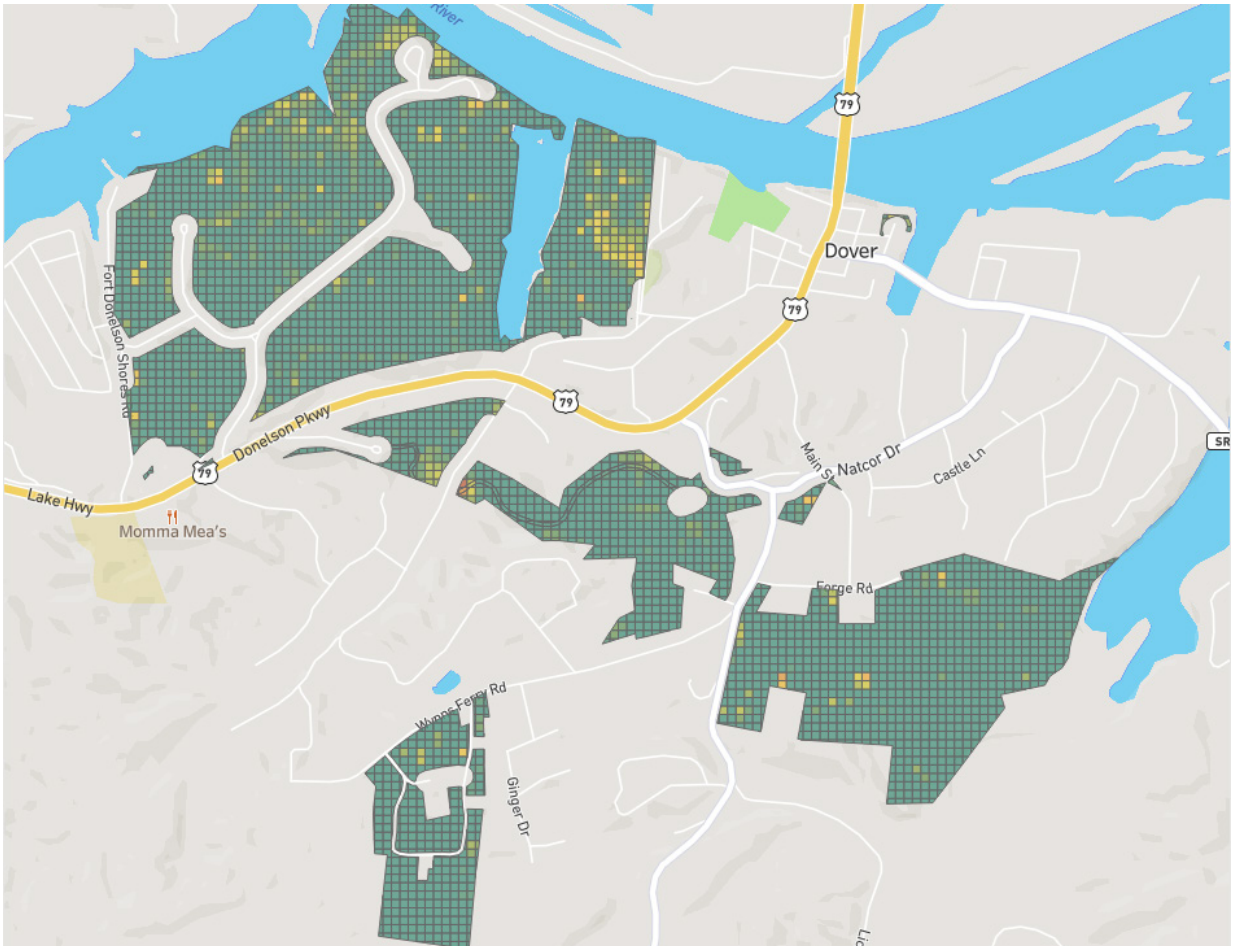
18.4K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

313.3K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

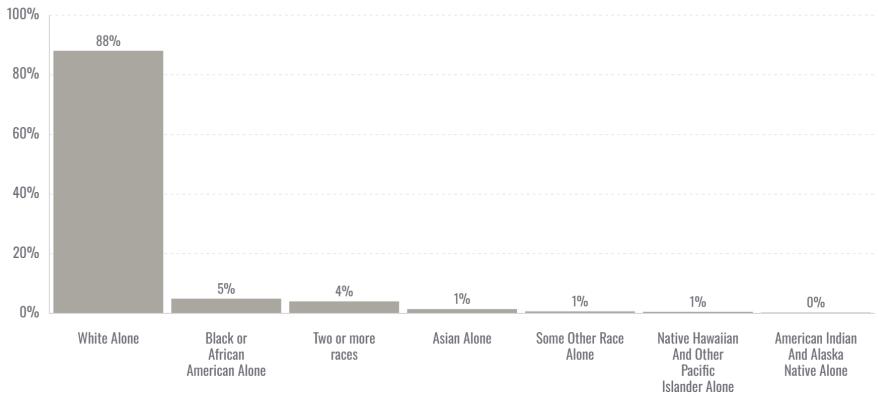


The Dover Battlefield heatmap of device activity shows use primarily concentrated around the cemetery, with additional activity overlooking the river near the Lower River Batteries. To preserve detail, surrounding sites are not shown in this heatmap and are instead presented in the following figures.

DEMOGRAPHICS

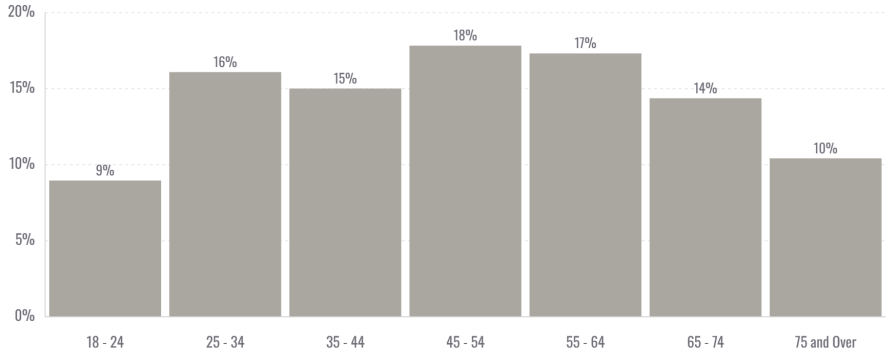
RACE

White Alone dominates the composition at 88%, with all other groups at much smaller levels. The next-largest shares are Black or African American Alone at 5% and Two or More Races at 4%, while Asian Alone, Some Other Race Alone, and Native Hawaiian and Other Pacific Islander Alone each sit at 1%, and American Indian and Alaska Native Alone at 0%. Overall, the data show a highly White-skewed distribution with minimal representation among other groups.



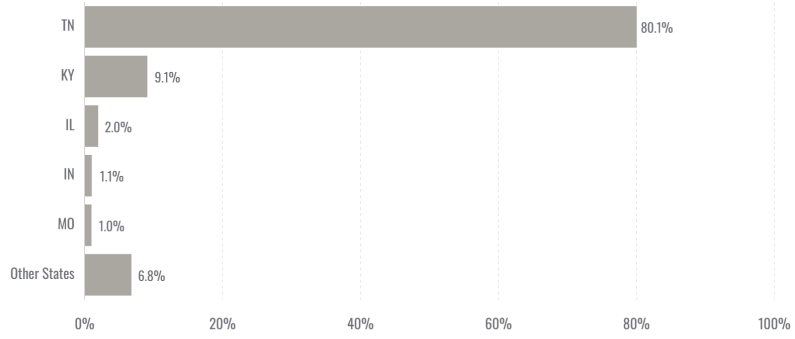
AGE

The age distribution centers in the middle ages, with the highest share in 45-54 at 18% and the lowest in 18-24 at 9%. The shares rise from 18-24 (9%) to 45-54 (18%), stay relatively high through 55-64 (17%), and then taper to 75 and Over at 10%.



VISITOR ORIGIN

Tennessee dominates the distribution, accounting for 80.1% of the value. The next largest share is Kentucky at 9.1%, with Other States contributing 6.8%. The remaining states are small inflows: Illinois 2.0%, Indiana 1.1%, and Missouri 1.0%.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

45

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

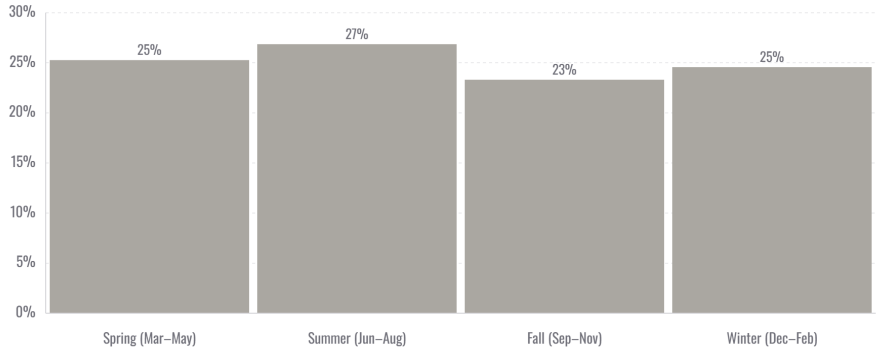
MEDIAN DWELL TIME (MIN)

33

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

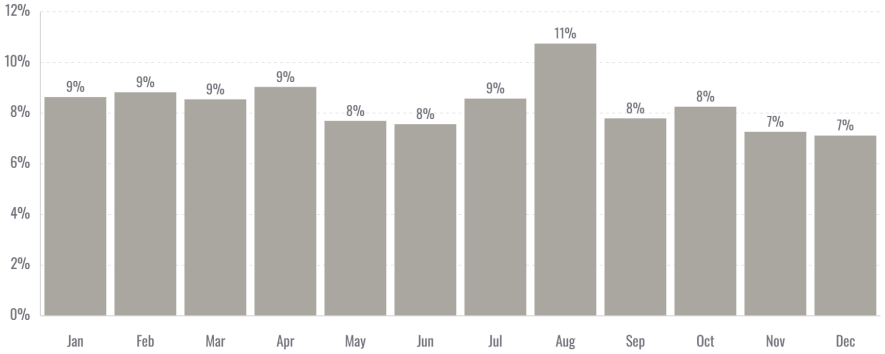
SEASON

Seasonal visitation is fairly even, with a small peak in summer at 27%. Fall is the low at 23%, while spring and winter are both 25%. Overall, the data show only modest seasonal variation, with summer slightly higher than the other seasons and fall the lowest.



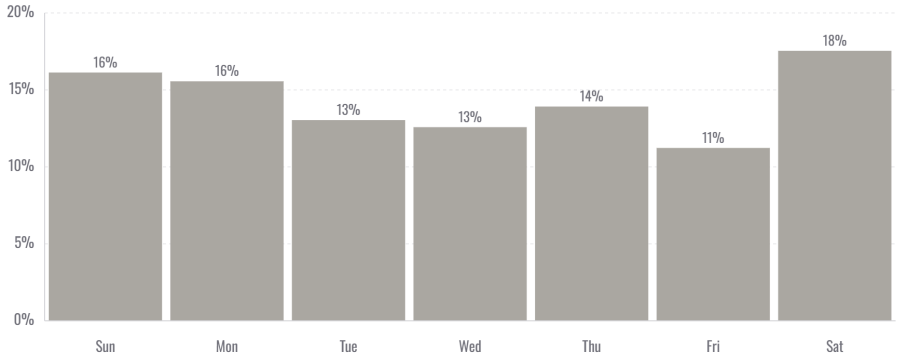
MONTH

Visitation remains relatively steady most of the year, mainly between 7% and 9%, with August elevated at 11%. The lows are in November and December at 7%, while August's 11% stands out as the peak.



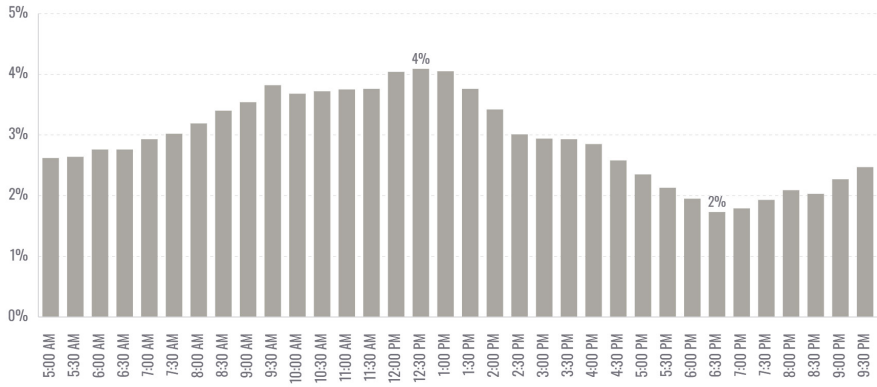
DAY OF WEEK

Visitation is highest on Saturdays at 18%, with Sundays and Mondays at 16% each. The pattern shows a weekend peak and moderate weekday levels, with Friday at 11% (the lowest), Tuesday and Wednesday at 13%, and Thursday at 14%.



TIME OF DAY

Early morning activity stays steady at 3% from 5:00 AM to 8:00 AM. It rises to a peak of 4% from 9:00 AM through 1:30 PM, then drops back to 3% from 2:00 PM to 4:30 PM. From 5:00 PM onward it falls to 2% and remains at 2% through 9:30 PM.



SUMMARY

Fort Donelson National Battlefield in Tennessee shows only modest seasonal variation, with a gentle summer uptick and a fall that is comparatively softer, while spring and winter are about similar; overall, visitation remains steady throughout the year, with August standing out as a peak month. The park also exhibits a clear weekend pattern, with Saturdays the busiest and Fridays the quietest, while Sundays and Mondays run close to Saturday levels and midweek days fall in between. The visitor base is very White-skewed, with the vast majority identifying as White and only small shares from other racial groups. Age-wise, the profile centers on middle-aged adults, especially those in the forties and fifties, with younger adults underrepresented and a notable presence of older adults. The park appears to serve a local and regional audience, drawing primarily from nearby communities.





NORTH CAROLINA

FORT FISHER STATE HISTORIC SITE

OVERVIEW

DEVICES

11.2K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

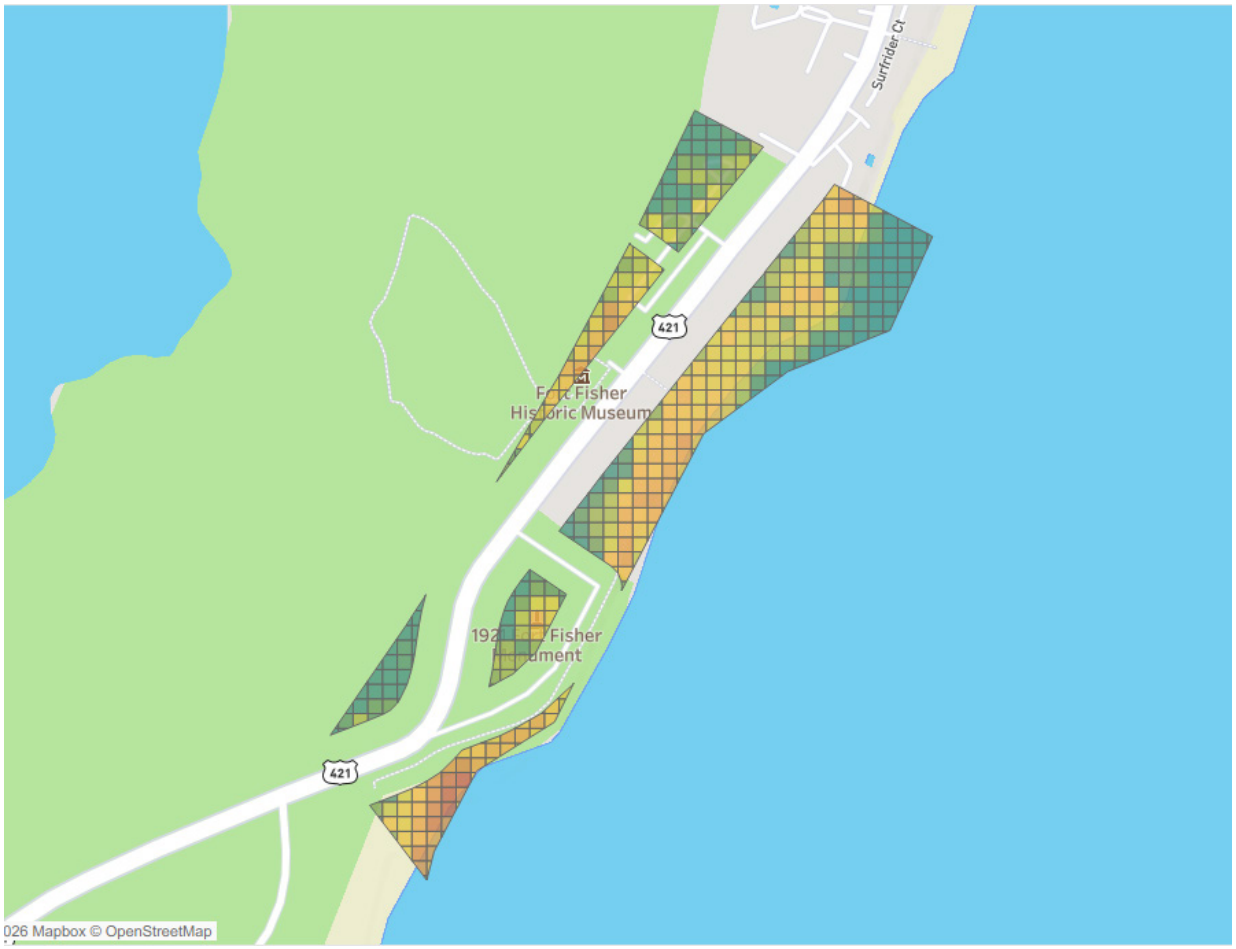
17.9K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

172.2K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

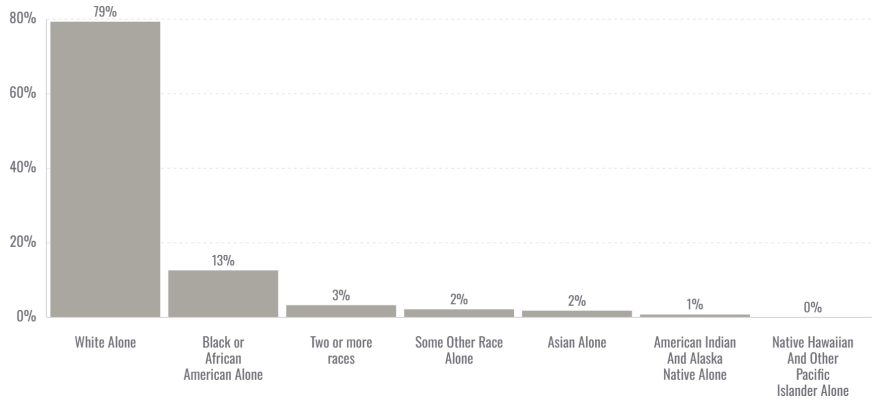


The heatmap of device activity shows use primarily concentrated along the shoreline on the east side near the Fort Fisher Monument, with additional activity observed around the museum.

DEMOGRAPHICS

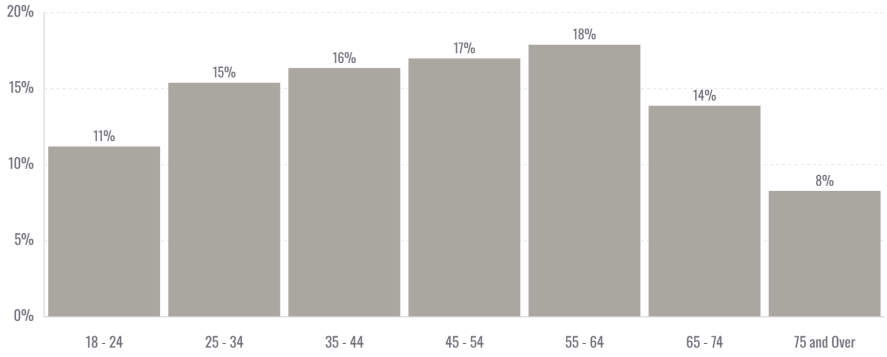
RACE

White Alone accounts for 79%, dominating the distribution. The next-largest group is Black or African American Alone at 13%; all other groups are single-digit shares (Two or more races 3%, Some Other Race 2%, Asian Alone 2%, American Indian and Alaska Native Alone 1%, Native Hawaiian and Other Pacific Islander Alone 0%), indicating a strongly White-skewed profile with a modest minority presence.



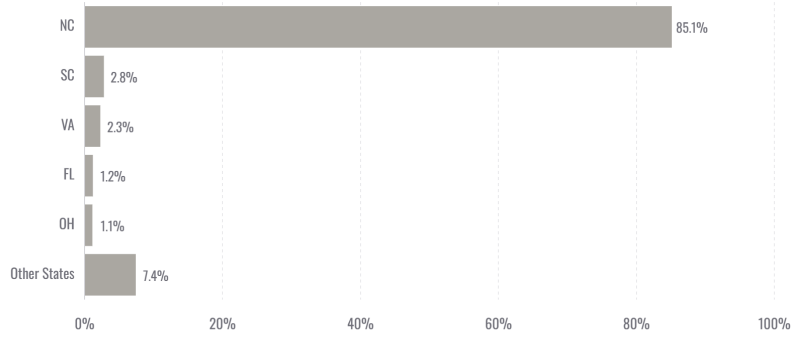
AGE

The age distribution rises from 11% in 18-24 to a peak of 18% in the 55-64 group, then declines to 14% for 65-74 and 8% for 75 and Over. Mid-age bands sit around 15-17% (25-34: 15%, 35-44: 16%, 45-54: 17%). Overall, the pattern is midlife-heavy with smaller shares at the youngest and oldest ages.



VISITOR ORIGIN

Visitation is overwhelmingly centered in North Carolina at 85.1%. Outside NC, Other States account for 7.4%, with smaller shares from South Carolina (2.8%), Virginia (2.3%), Florida (1.2%), and Ohio (1.1%). Overall, the data show a strong NC focus with only modest regional dispersion.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

42

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

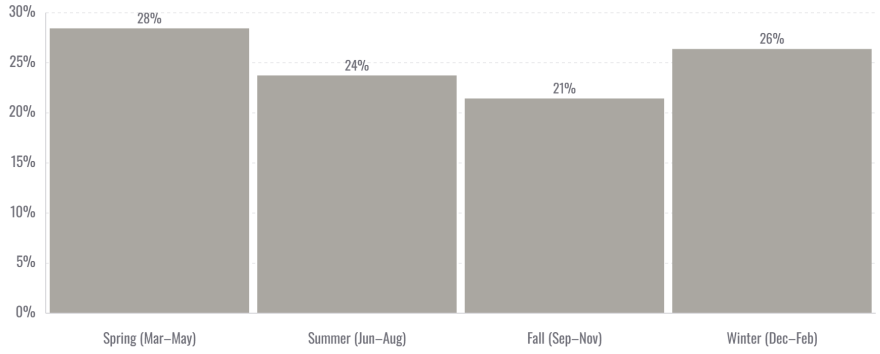
MEDIAN DWELL TIME (MIN)

28

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

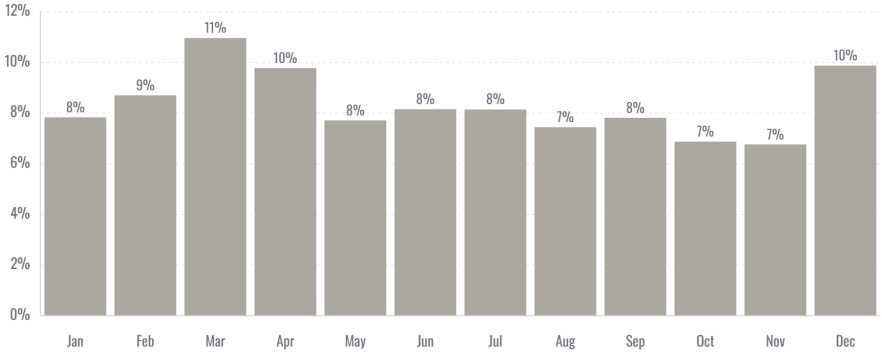
SEASON

Spring is the peak season at 28%, indicating a clear seasonal high. Fall is the lowest at 21%, while Winter and Summer sit at 26% and 24% respectively. Overall, the pattern shows a spring-led peak with a gradual decline into fall, with winter and summer maintaining moderate levels.



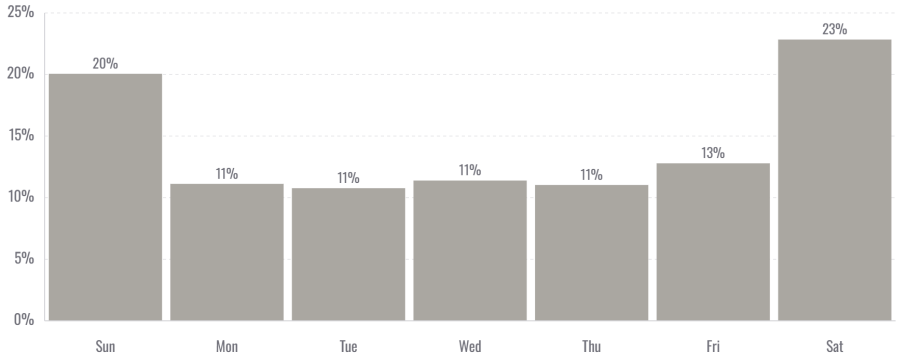
MONTH

Monthly values hover mainly between 7% and 11%, rising from 8% in January to a peak of 11% in March. After March they fluctuate around 7–10%, with the lowest levels of 7% in August, October, and November, and a final uptick to 10% in December.



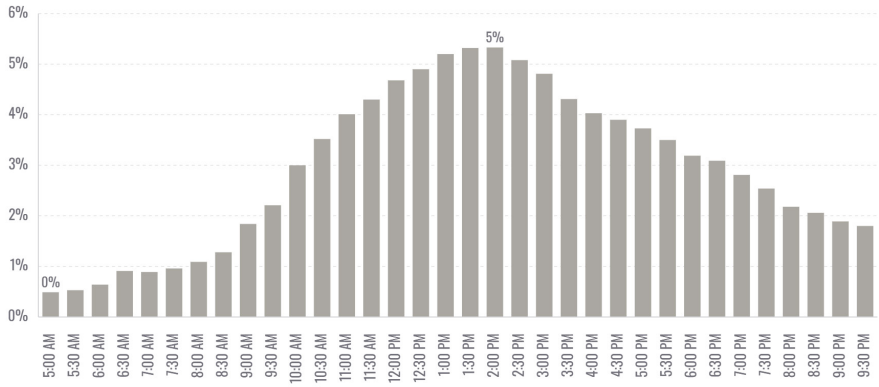
DAY OF WEEK

Visitation peaks on Saturday at 23% and remains high on Sunday at 20%, indicating a weekend-driven pattern. Weekdays are lower, with Mon-Thu at 11% and Friday at 13%, showing a clear drop during the workweek compared to the weekend.



TIME OF DAY

Starting at 0% at 5:00 AM, activity rises to 1% by 8:30 AM and reaches 3% by 10:00 AM. It peaks at 5% from 12:00 PM through 3:00 PM. After 3:30 PM it declines to 4% in the late afternoon and ends at 2% by 9:30 PM, showing a clear daytime peak with a steady evening taper.



SUMMARY

Fort Fisher State Historic Site in North Carolina shows a spring-led visitation pattern with spring as the peak season and a gradual decline into fall, while winter and summer stay at moderate levels; monthly fluctuations stay within a narrow range with early-year growth through March and a mix of variations through spring and summer, dipping to the lowest levels in late summer and fall and a slight uptick toward December; the visitation is clearly weekend-driven, peaking on Saturdays and remaining high on Sundays with weekdays noticeably lower. Demographically, the visitor base is strongly White, with a significant Black or African American minority and smaller shares from other groups; the age distribution skews toward middle age, with the largest representation in the 55–64 range and solid shares in the 25–54 brackets, while the youngest and oldest groups are smaller. The site primarily serves a local or regional audience within North Carolina.



GEORGIA

FORT FREDERICA NATIONAL MONUMENT

OVERVIEW

DEVICES

3.2K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

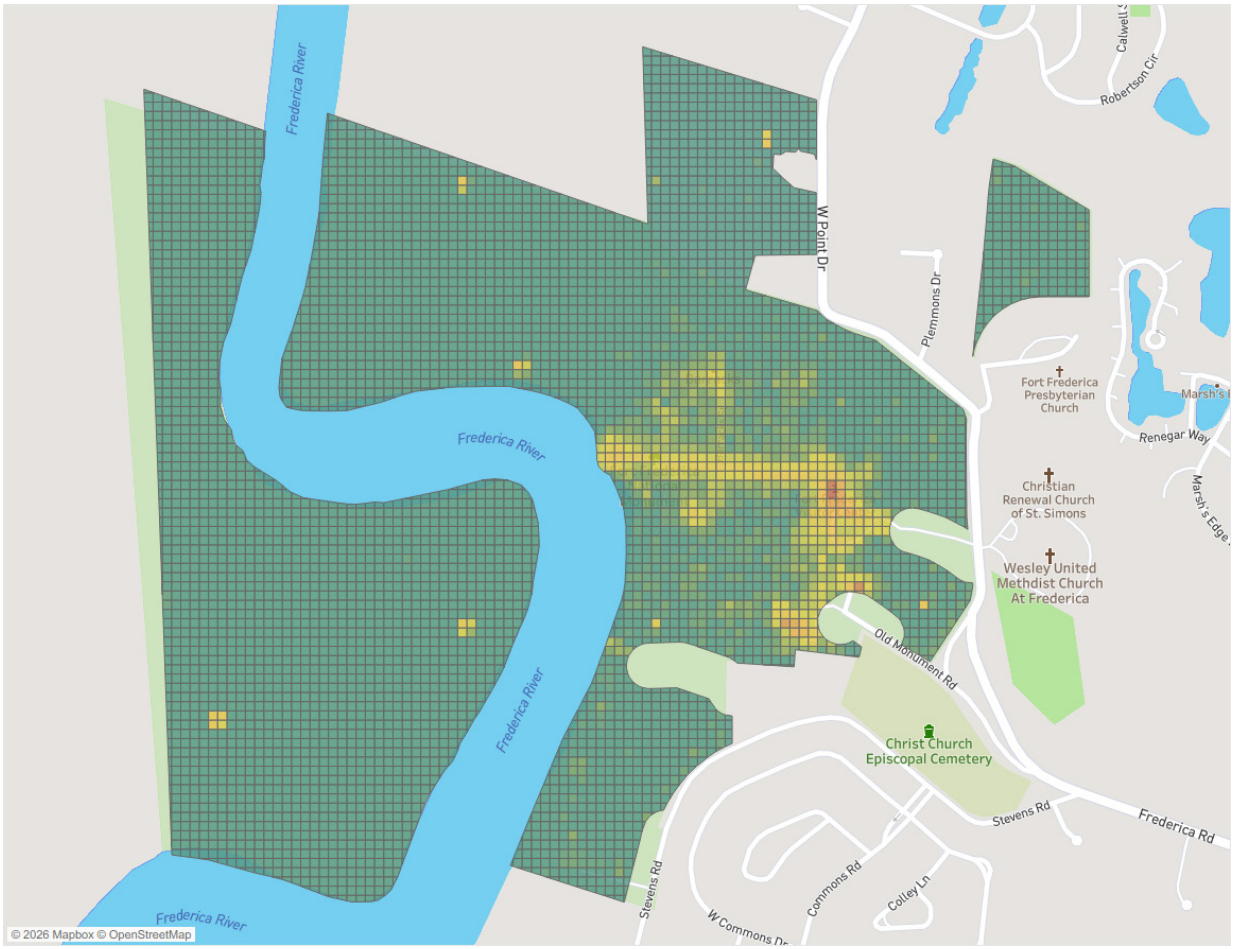
6.5K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

80.7K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

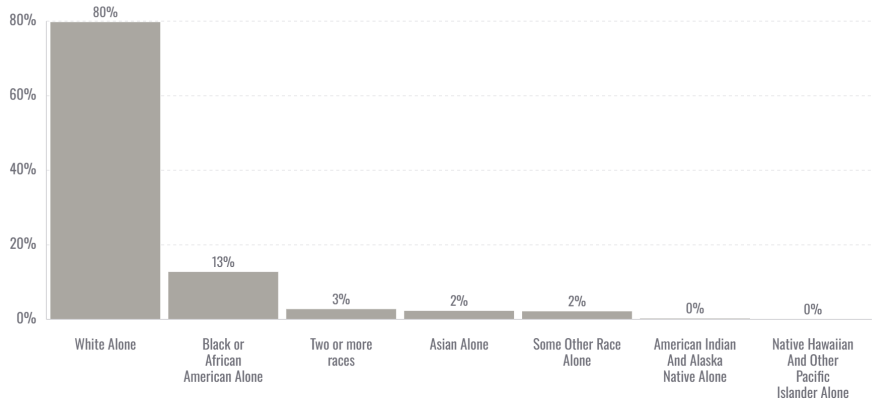


The main battlefield heatmap of device activity shows use primarily concentrated near the parking lot, with activity extending outward toward the Frederica River. To preserve detail, surrounding sites are not shown in this heatmap and are instead presented in the following figures.

DEMOGRAPHICS

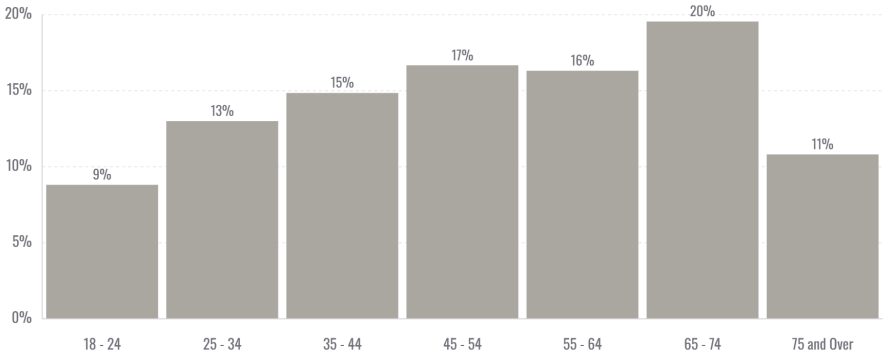
RACE

White Alone accounts for 80%, far above the other groups. The next-largest group is Black or African American Alone at 13%, with smaller shares for Two or More Races 3%, Asian Alone 2%, Some Other Race Alone 2%, and 0% for American Indian and Alaska Native Alone and for Native Hawaiian and Other Pacific Islander Alone. The remaining groups total 20%, indicating a highly White-centered distribution with all other categories at relatively small shares.



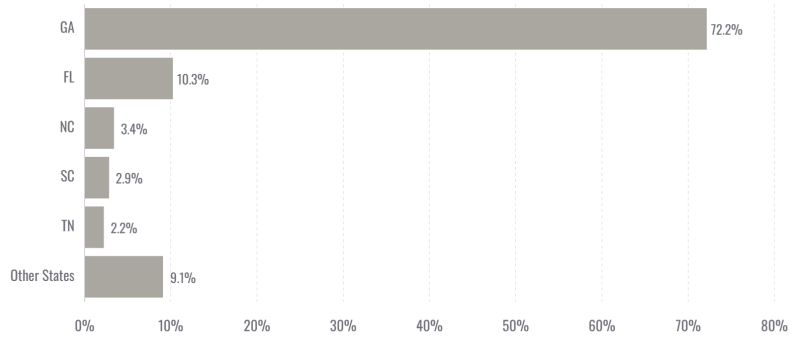
AGE

Age distribution skews toward middle and older ages, peaking at 65-74 with 20%. The youngest group is 18-24 at 9% and the oldest group 75 and Over at 11%, while mid-age brackets cluster around 13-17% (25-34: 13%, 35-44: 15%, 45-54: 17%, 55-64: 16%). Overall, shares rise from 9% to 20% as age increases to 65-74, then decline to 11% at 75 and Over.



VISITOR ORIGIN

Georgia dominates the distribution, accounting for 72.2% of the value. Florida is the next-largest contributor at 10.3%, with Other States at 9.1%, while NC (3.4%), SC (2.9%), and TN (2.2%) are much smaller. Overall, there is a strong in-state concentration with a modest regional spread.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

50

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

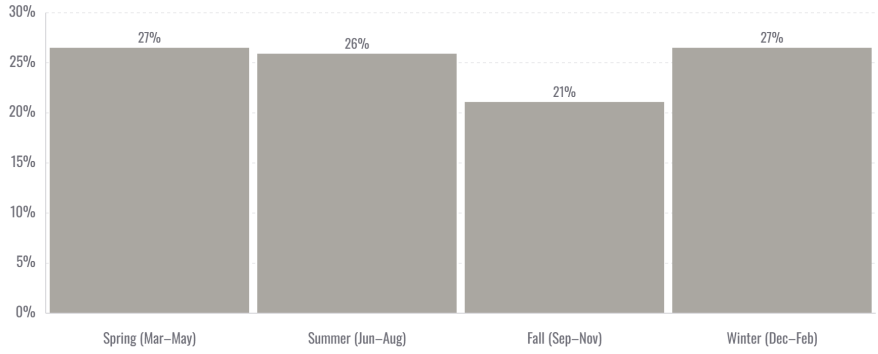
MEDIAN DWELL TIME (MIN)

45

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

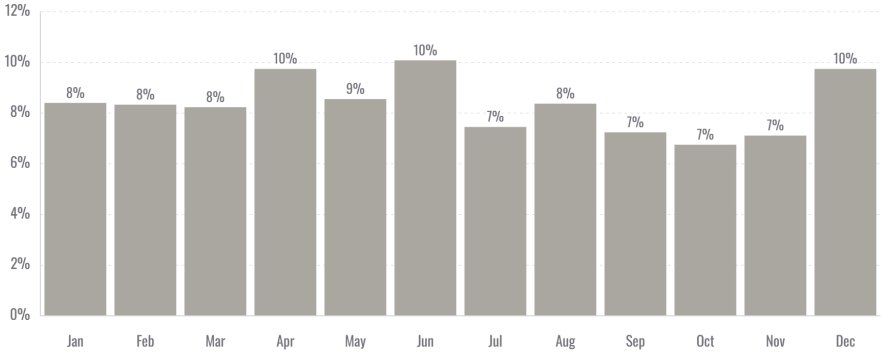
SEASON

Spring and Winter tie for the highest share at 27% each. Fall is the lowest at 21%, with Summer at 26% hovering between the peaks and the low. Overall, the data show a fairly even distribution across seasons, with two peak periods in spring and winter and a dip in fall.



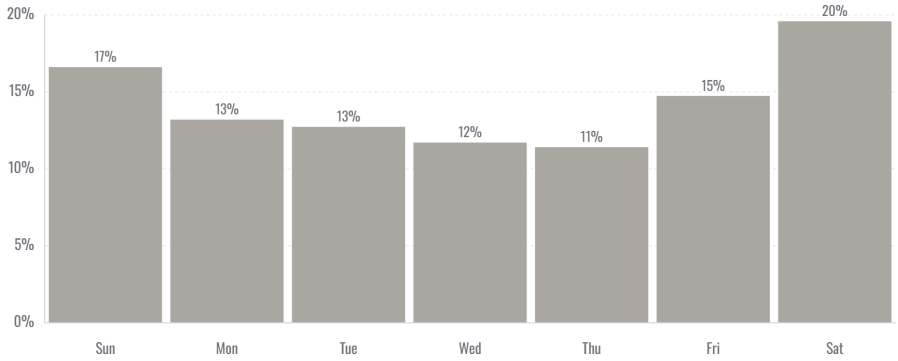
MONTH

Visitation is generally steady, ranging from 7% to 10%. Peaks occur at 10% in April, June, and December, while a 7% trough appears in July, September, October, and November. Overall, the data show a small spring rise, a mid-year dip, and a year-end rebound to 10%.



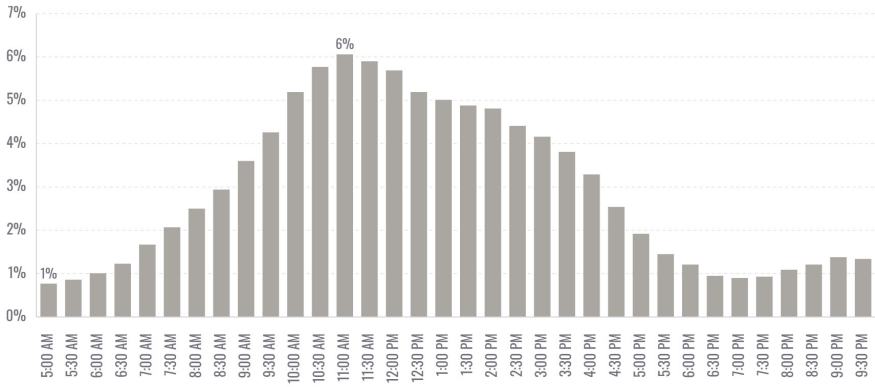
DAY OF WEEK

Visitation peaks on Saturday at 20% and Sunday at 17%, showing a weekend-driven pattern. Weekdays are lower and fairly tight, ranging from 11% on Thursday to 15% on Friday (Mon 13%, Tue 13%, Wed 12%), indicating a midweek trough.



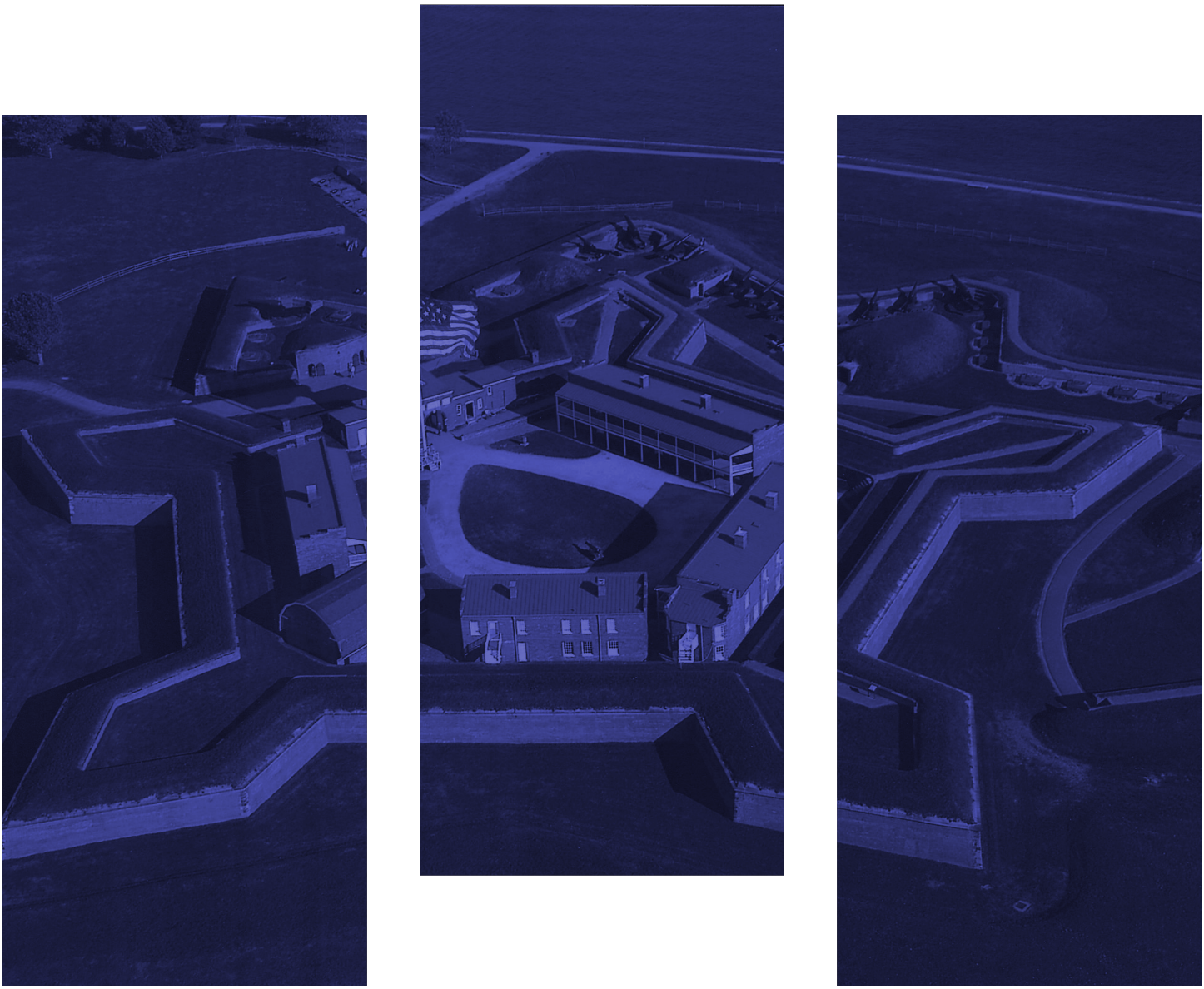
TIME OF DAY

Activity rises from 1% at 5:00 AM to a midday peak of 6%, seen from about 10:30 AM through 12:00 PM. It then declines through the afternoon, around 4–5% by 2:30–3:00 PM and 3–4% by 4:30 PM. From 5:30 PM onward it falls to 1% and remains at 1% through 9:30 PM.



SUMMARY

Fort Frederica National Monument in Georgia shows fairly even seasonal visitation with spring and winter as the peak periods and a dip in fall, while summer remains close to the peaks; overall, visitation trends are steady with small fluctuations, including a spring uptick and a year-end rebound. The pattern is strongly weekend-driven, with Saturdays and Sundays drawing the most visitors, and weekdays staying lower but within a narrow range. Daily activity follows a classic daylight curve, rising from early morning toward a clear midday peak around noon and then receding through the afternoon into the evening, returning to near morning levels after dark. The visitor base is heavily White and includes notable minority representation, with the park primarily serving a local and regional audience drawn from Georgia and nearby states.



MARYLAND

FORT MCHENRY NATIONAL MONUMENT AND HISTORIC SHRINE

OVERVIEW

DEVICES

4.3K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

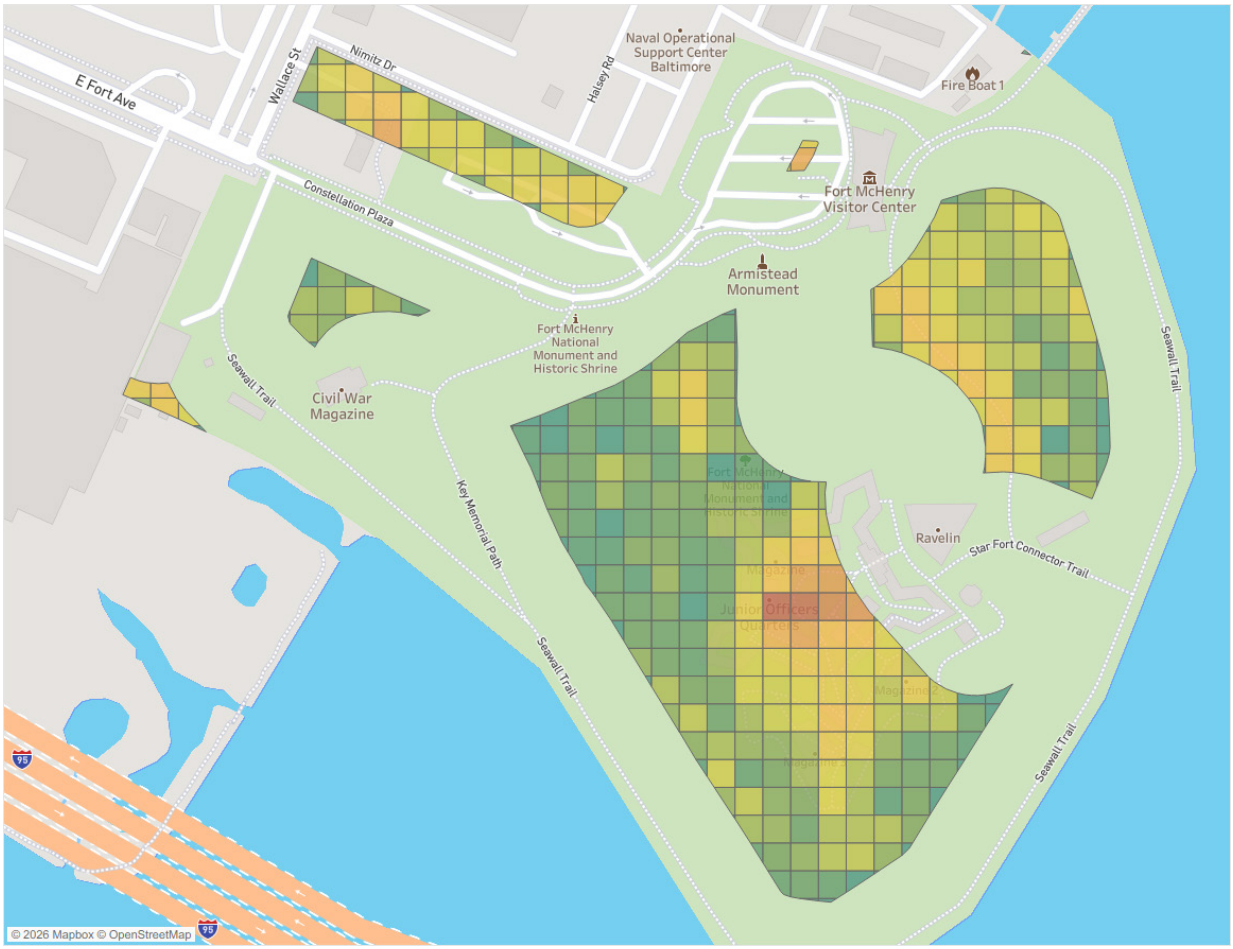
7.7K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

145.0K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

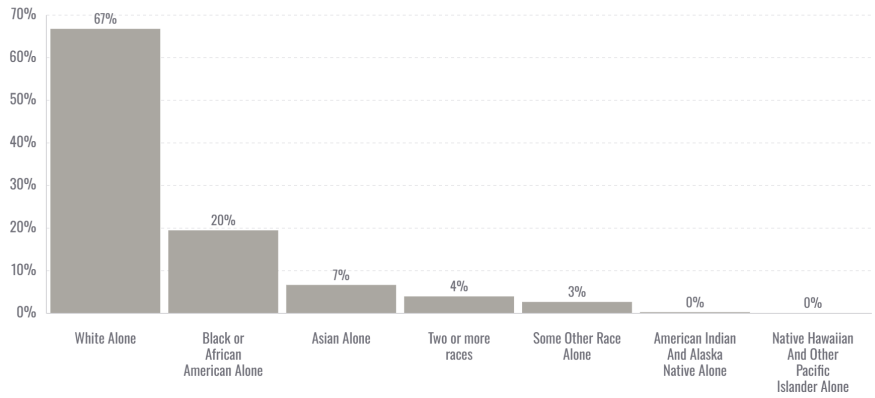


The heatmap of device activity shows use primarily concentrated around each bastion within the site.

DEMOGRAPHICS

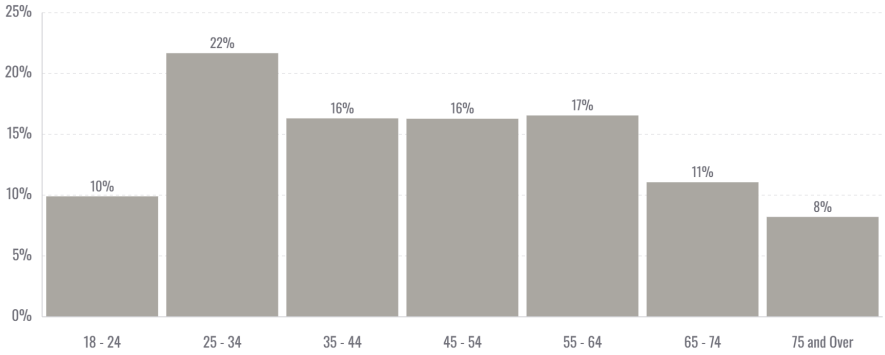
RACE

Racial composition is dominated by White Alone at 67%, with Black or African American Alone at 20% and Asian Alone at 7% as the next largest shares. The remaining groups are smaller (Two or more races 4%, Some Other Race Alone 3%), while American Indian and Alaska Native Alone and Native Hawaiian and Other Pacific Islander Alone are 0%.



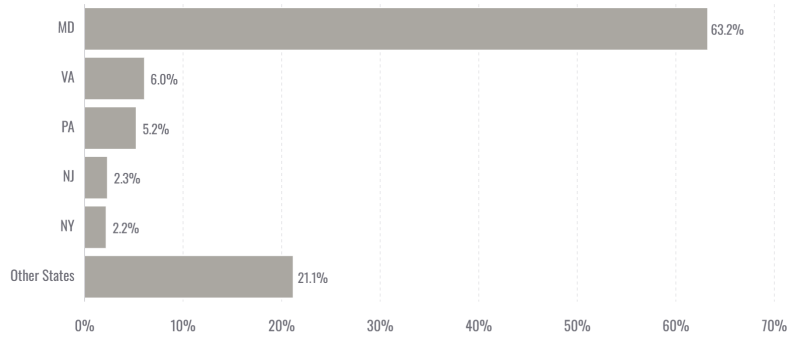
AGE

The distribution peaks in the 25-34 group at 22%, with 35-54 around 16-17% and 18-24 at 10%. Older cohorts shrink to 11% for 65-74 and 8% for 75 and Over. Overall, the data show a younger-skewed profile with shares diminishing in the oldest ages.



VISITOR ORIGIN

MD dominates the dataset, accounting for 63.2% of the value. A sizable 21.1% comes from Other States, with the remaining smaller shares from VA (6.0%), PA (5.2%), NJ (2.3%), and NY (2.2%). Overall, the distribution shows a Maryland-heavy audience with a notable but smaller regional spillover from other states.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

77

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

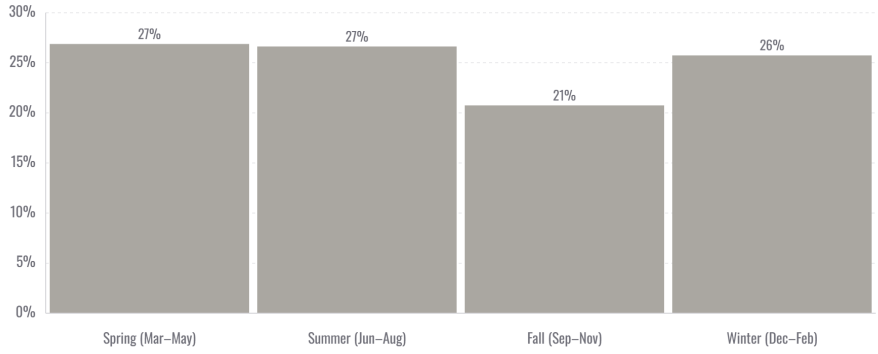
MEDIAN DWELL TIME (MIN)

52

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

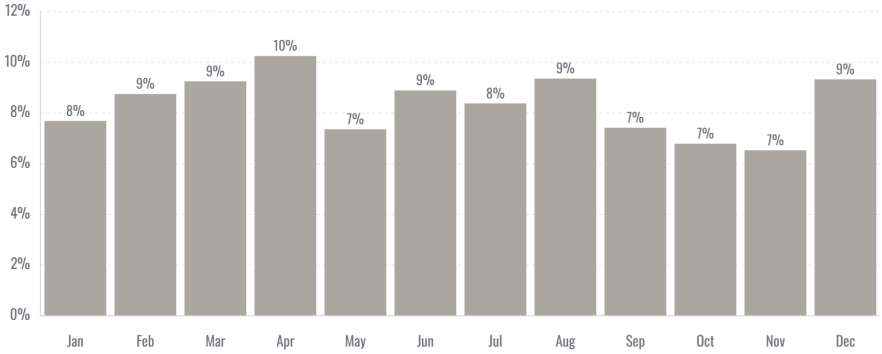
SEASON

Visitation is highest in Spring and Summer at 27% each, while Fall is the lowest at 21%; Winter sits at 26%. Overall, the seasonal distribution is fairly even, with a modest dip in Fall and a quick rebound in Winter rather than a strong peak in any single season.



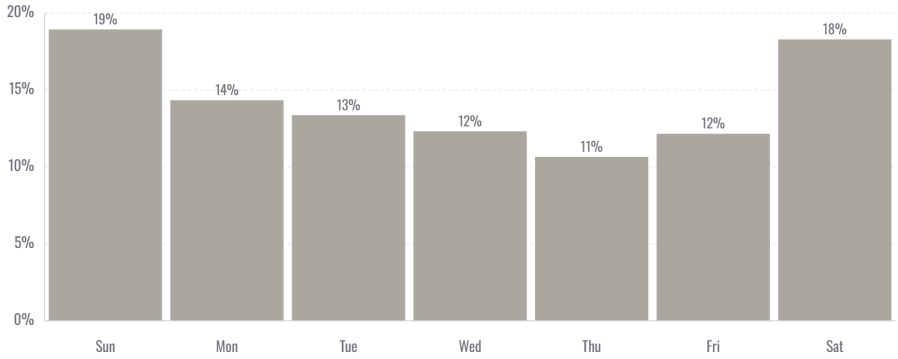
MONTH

The values stay in a narrow range, generally between 7% and 10%. The standout is a peak of 10% in April, while several months sit at the lower end of 7% (May, September, October, November). Outside these, most months cluster around 8–9%, with no clear upward or downward trend across the year.



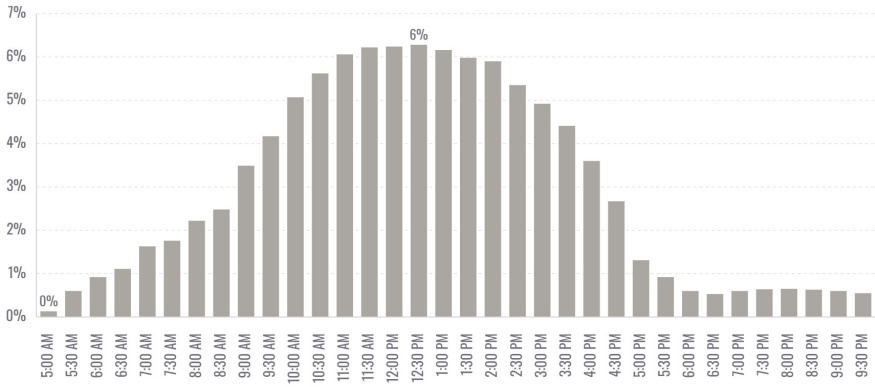
DAY OF WEEK

Visitation is clearly weekend-heavy, with Sunday at 19% and Saturday at 18% the highs. Weekdays are lower, ranging from 11% (Thursday) to 14% (Monday). This pattern shows a dip during the workweek followed by a rebound on the weekend.



TIME OF DAY

Activity starts at 0% at 5:00 AM and gradually rises to a peak of 6% from about 10:30 AM through 2:00 PM. After 2:00 PM it declines to 5% by 2:30 PM, then 3–4% into the late afternoon, before dropping to a constant 1% from 5:00 PM onward through 9:30 PM. Overall, the data show a morning build, a pronounced midday plateau at 6%, and a low, steady evening level around 1%.



SUMMARY

Fort McHenry National Monument and Historic Shrine in Maryland shows a fairly balanced seasonal pattern with Spring and Summer slightly higher visitation, a mild Fall dip, and Winter remaining comparable to the other seasons, indicating no dominant peak; monthly fluctuations are small and clustered, with one month standing out modestly and several months at the lower end, while most months stay within a tight range; the park is clearly weekend-driven, with Saturdays and Sundays carrying the bulk of visitation and weekdays noticeably lighter; daily patterns begin with a morning build toward a pronounced midday plateau around late morning to early afternoon, followed by a steady decline into the late afternoon and a sustained low level through the evening; racially the visitor base is predominantly White, with a substantial Black representation, a smaller Asian presence, and a mix of other races, while Indigenous groups are minimal; overall, the site draws a local or nearby audience, reflecting its Maryland location and regional appeal.



PENNSYLVANIA

GETTYSBURG NATIONAL MILITARY PARK

OVERVIEW

DEVICES

91.1K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

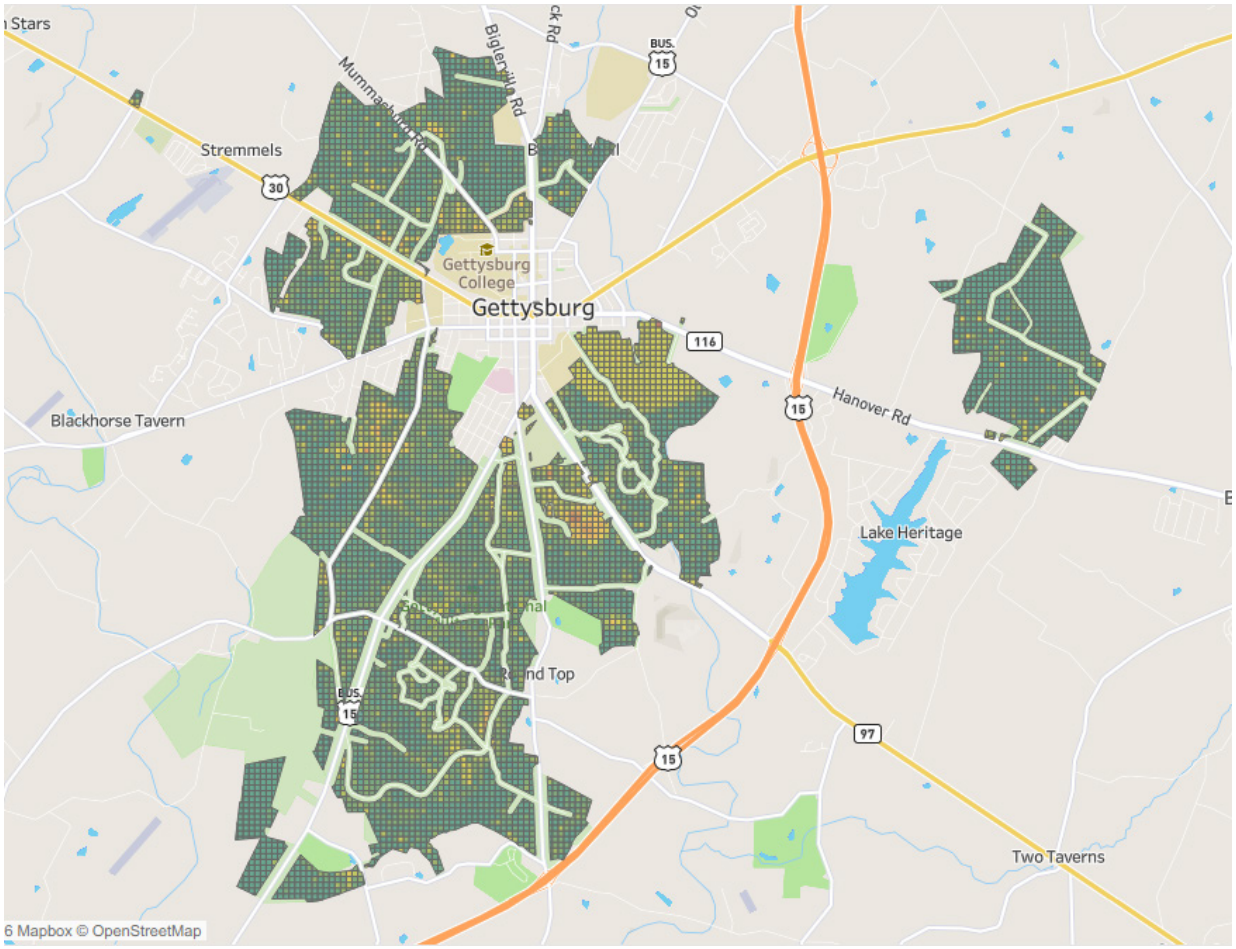
313.2K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

5.2M

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

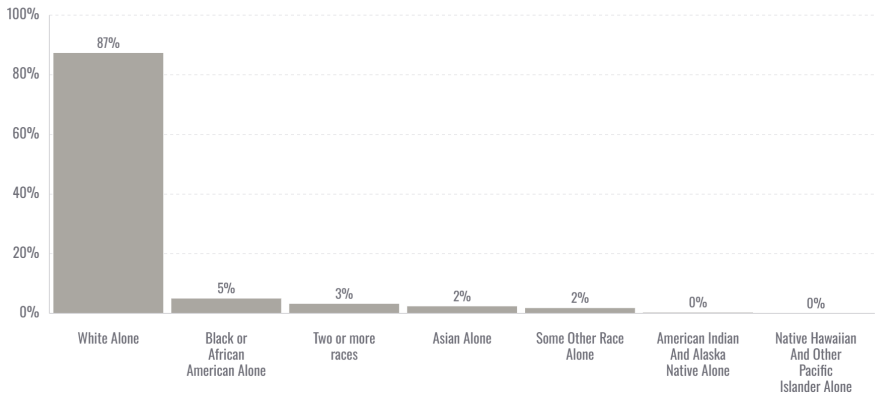


The heatmap of device activity shows a clear concentration of use centered around the Gettysburg Visitor Center, located just south of Hunt Avenue and east of Baltimore Pike. This area represents the highest intensity of activity within the study area, indicating it serves as the primary focal point for visitors.

DEMOGRAPHICS

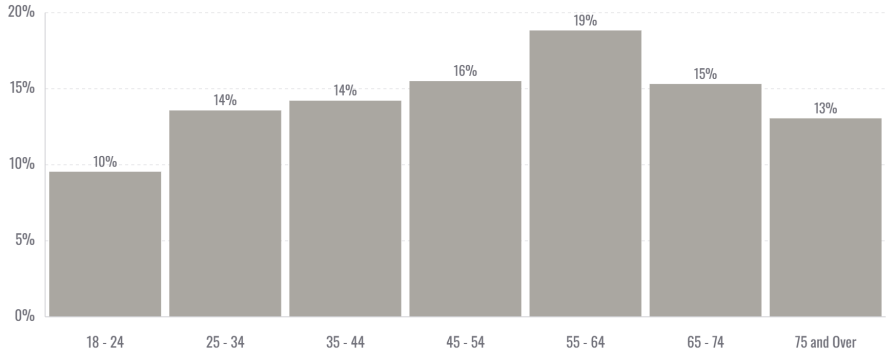
RACE

White Alone accounts for 87%, indicating a strong White majority. The remaining shares are small: Black or African American Alone 5%, Two or More Races 3%, Asian Alone 2%, Some Other Race Alone 2%, with American Indian and Alaska Native Alone and Native Hawaiian and Other Pacific Islander Alone at 0%. Overall, the distribution is heavily skewed toward White, with only minor representation from other groups.



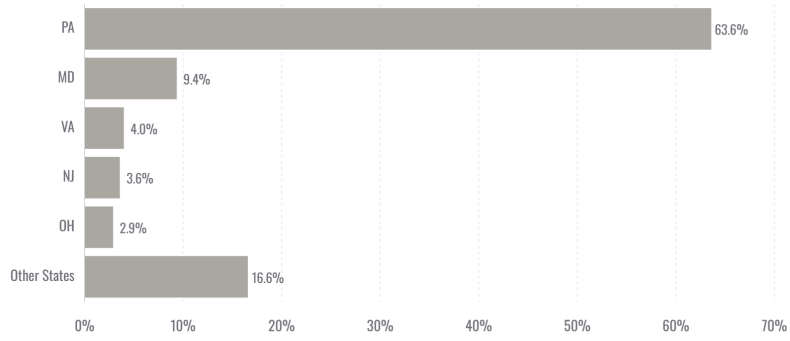
AGE

The distribution rises from 10% for 18-24 to a peak of 19% in the 55-64 group, with 25-34 and 35-44 around 14% and 45-54 at 16%. It then declines to 15% (65-74) and 13% (75+). Overall, the data show a middle-aged concentration, with fewer younger visitors and a tapering share among the oldest groups.



VISITOR ORIGIN

Visitation is heavily PA-centric, with 63.6% from Pennsylvania. There is a regional pull from nearby states (Maryland 9.4%, Virginia 4.0%, New Jersey 3.6%, Ohio 2.9%), along with 16.6% from Other States, indicating a broad reach beyond the core region.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

106

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

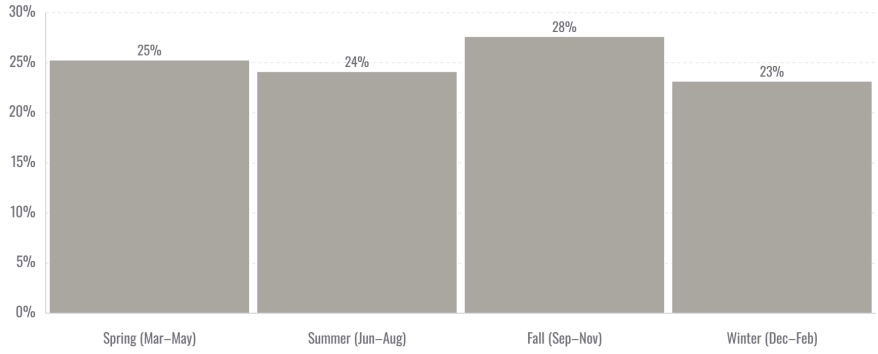
MEDIAN DWELL TIME (MIN)

81

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

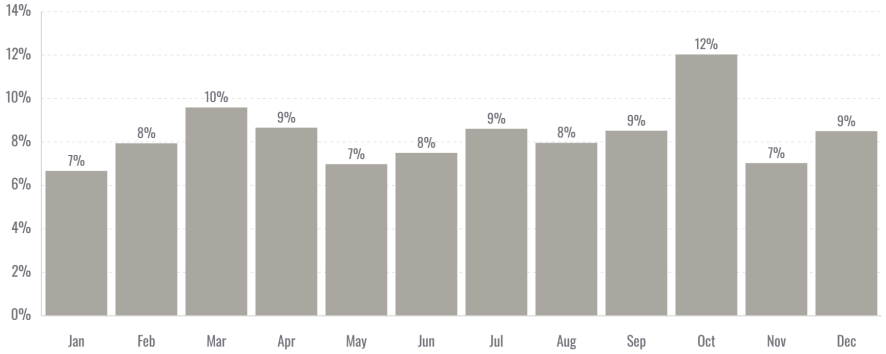
SEASON

Visitation peaks in fall at 28%. Spring (25%) is slightly higher than summer (24%), with winter at 23% the lowest. Overall, the data show a fall-led peak and fairly even levels across the other seasons.



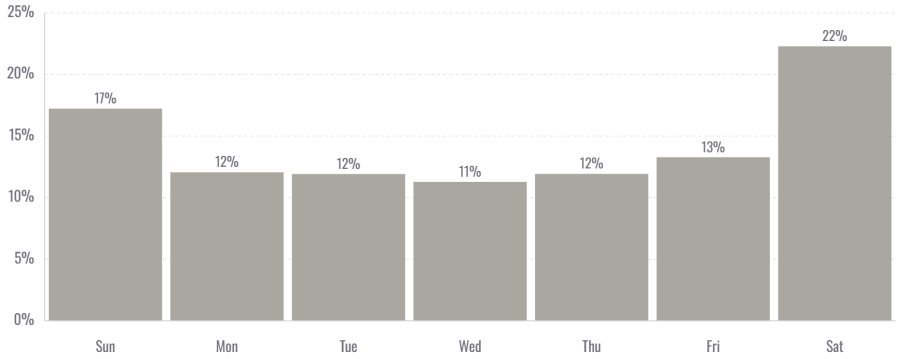
MONTH

Visitation remains modest most of the year, generally ranging from 7% to 10%. There is a small rise into March (peaking at 10%), with a late-year surge reaching the highest point in October at 12%. After October, numbers taper to about 7%–9% in November and December.



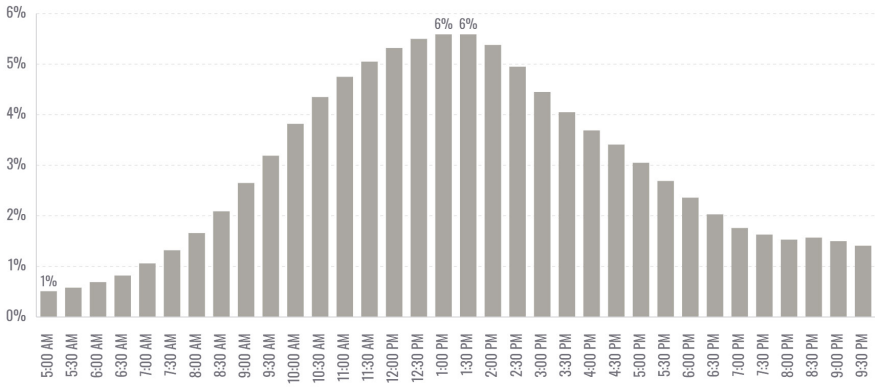
DAY OF WEEK

Visitation is clearly higher on weekends, peaking on Saturday at 22% and remaining strong on Sunday at 17%. Weekdays stay relatively flat around 11–13%, with Wednesday the low point at 11% and Friday at 13%. This suggests a weekend-driven pattern with a stable weekday baseline.



TIME OF DAY

Early morning activity sits at 1% from 5:00–7:30 AM, rising to 2% by 8:00–9:30 AM. The midday peak reaches 6% around 12:30–1:30 PM (with a 5% level around 11:00 AM–12:00 PM), then declines through the afternoon to about 3% by 4:30–5:30 PM. It continues dropping to 2% in the evening and ends at 1% at 9:30 PM.



SUMMARY

Gettysburg National Military Park in Pennsylvania exhibits a fall-led visitation pattern, with autumn engagement higher than the rest of the year, while spring and summer are fairly strong and winter is the lowest; overall, visitation stays modest across most of the year with a small uptick in early spring and a clear late-year rise around October before numbers taper in late fall and winter. Weekend use dominates, especially Saturdays, with Sundays also busy; weekdays are steadier and lower, indicating a weekend-driven, recreational profile. The visitor population is predominantly White, with smaller shares of other racial groups, and the age distribution is centered in middle age, peaking among the 55-64 bracket, with younger adults and the oldest cohorts making up smaller shares. Geographically, the park serves a local audience, drawing most visitors from Pennsylvania and attracting a moderate regional flow from nearby states.







GEORGIA

KENNESAW MOUNTAIN NATIONAL BATTLEFIELD PARK

OVERVIEW

DEVICES

114.3K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

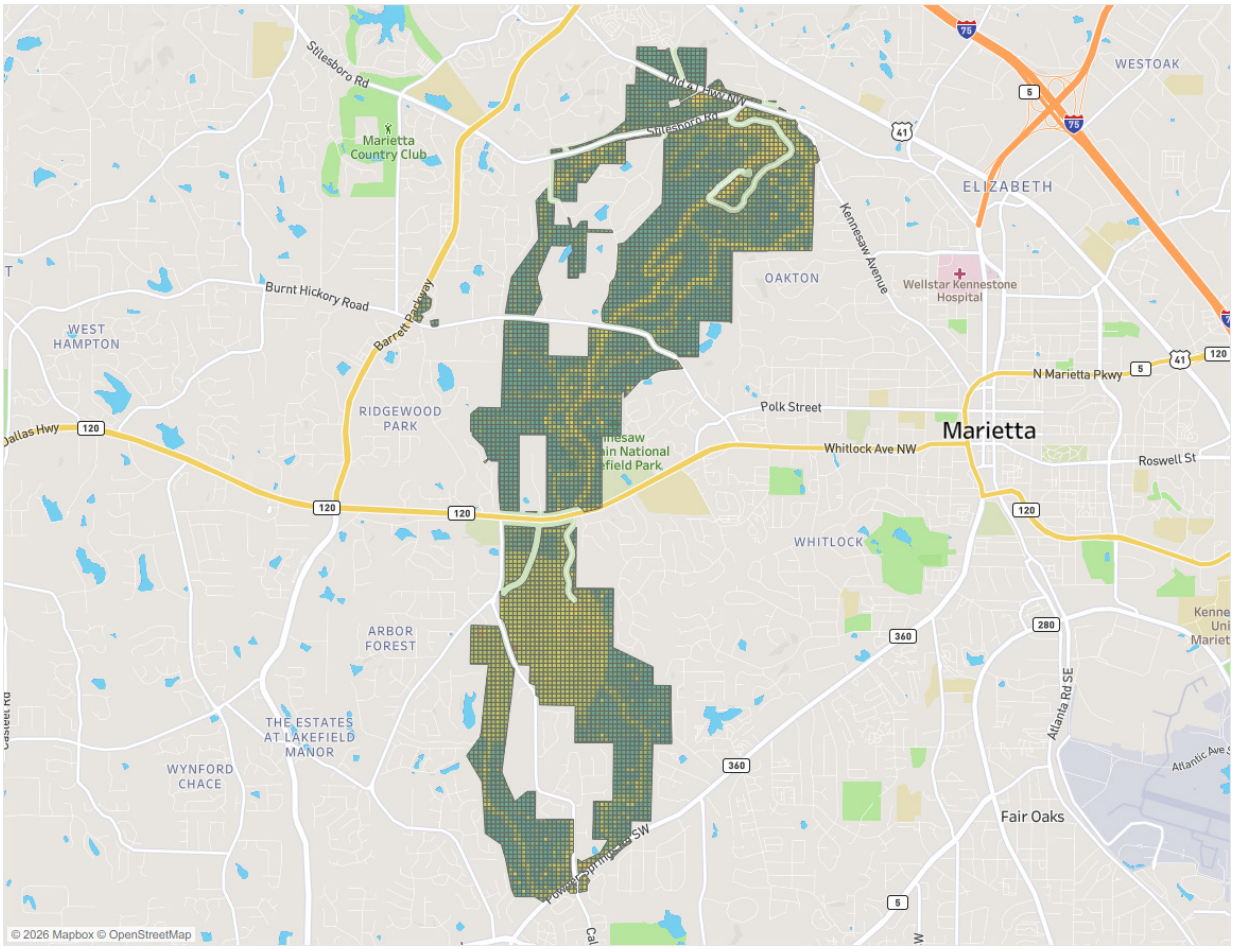
286.2K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

3.6M

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

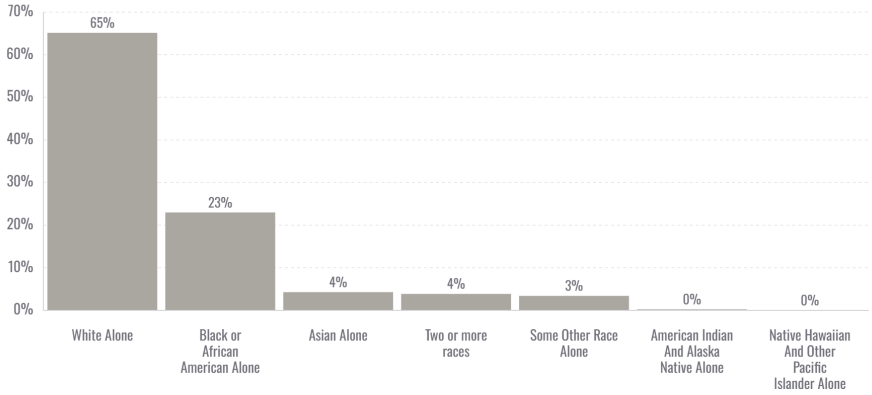


The heatmap of device activity shows use primarily concentrated along trail networks, with the highest activity occurring along routes such as Pigeon Hill Trail and the Camp Brumby Loop, as well as other trails throughout the site.

DEMOGRAPHICS

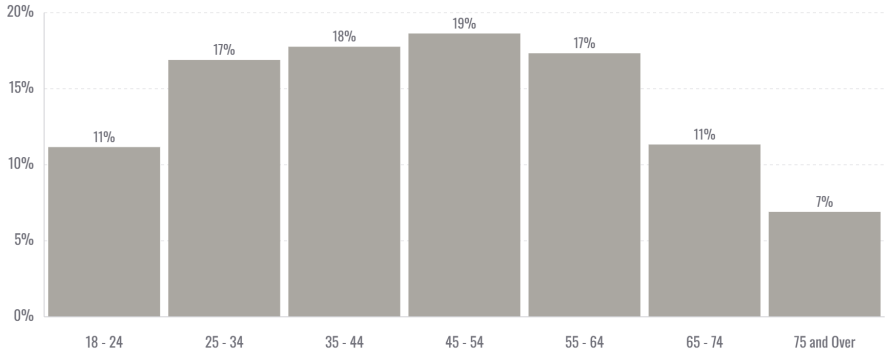
RACE

White Alone dominates the composition at 65%. The next largest group is Black or African American Alone at 23%, while all other groups are 4% or less (4% Asian Alone, 4% Two or More Races, 3% Some Other Race). American Indian and Alaska Native Alone and Native Hawaiian and Other Pacific Islander Alone are 0%.



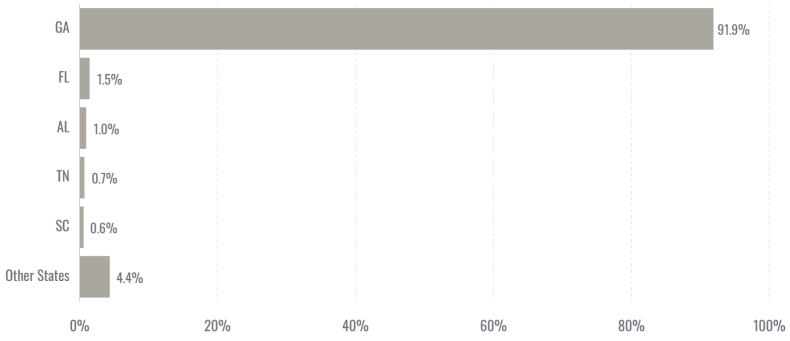
AGE

The age distribution centers in the middle years, peaking at 45-54 with 19%. Next highest are 35-44 at 18% and 25-34 at 17%, while the oldest group (75 and Over) is the smallest at 7%. Overall, there is a clear middle-age emphasis with tapering representation in the youngest and oldest groups.



VISITOR ORIGIN

Georgia dominates the distribution with 91.9%. The next largest share comes from Other States at 4.4%, followed by Florida 1.5%, Alabama 1.0%, Tennessee 0.7%, and South Carolina 0.6%. This yields a highly Georgia-centric pattern with only modest regional spread beyond the state.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

63

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

MEDIAN DWELL TIME (MIN)

55

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

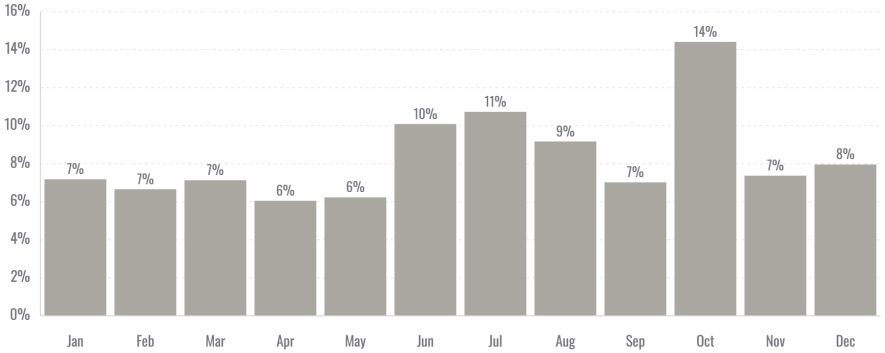
SEASON

Visitation peaks in summer at 30%, with fall close behind at 29%. Spring is the lowest season at 19%, while winter is 22%. Overall, the data show a summer-led peak with a gradual decline into spring and winter.



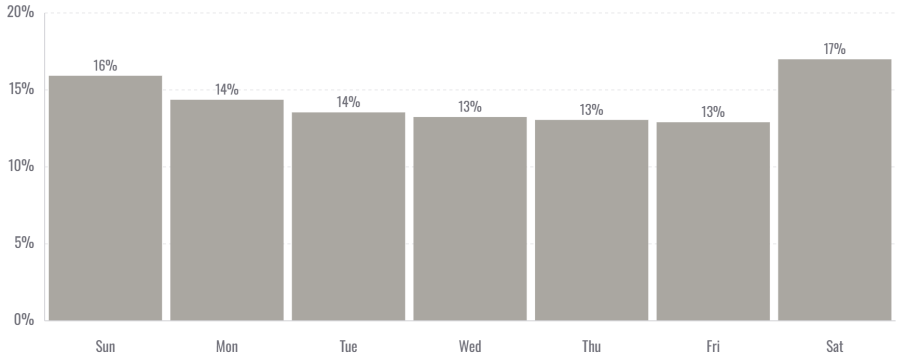
MONTH

Visitation stays fairly steady around 7% for January through September, with a dip to 6% in April–May. It rises to a mid-year peak of 10–11% in June–July and surges to 14% in October, before returning to about 7–8% in November–December.



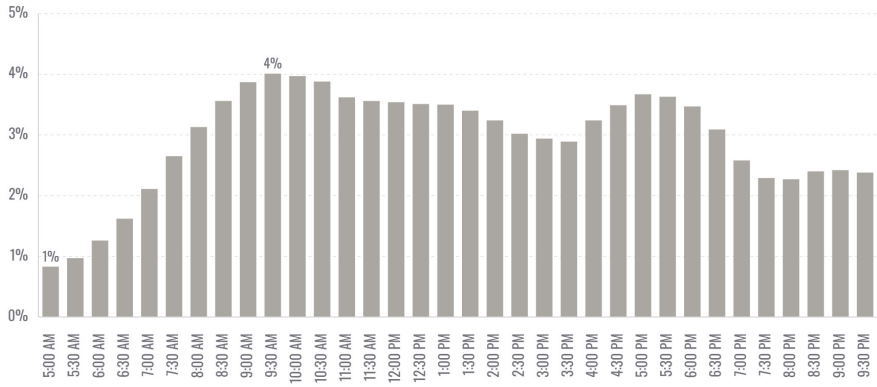
DAY OF WEEK

Visitation is clearly weekend-driven, with Saturday at 17% and Sunday at 16% being the highs. Weekdays are relatively flat at 13–14% (Mon 14%, Tue 14%, Wed 13%, Thu 13%, Fri 13%), indicating modest activity during the workweek. Overall, weekend levels exceed weekday levels by a noticeable margin.



TIME OF DAY

Activity rises from 1% in the early morning to a peak of 4% by around 8:30–9:00 AM and stays at 4% through about 1:00 PM. It then dips to 3% from 1:30 PM to 4:30 PM, rises again to 4% at 5:00–5:30 PM, and then declines to 2% by 7:30 PM, remaining at 2% through 9:30 PM.

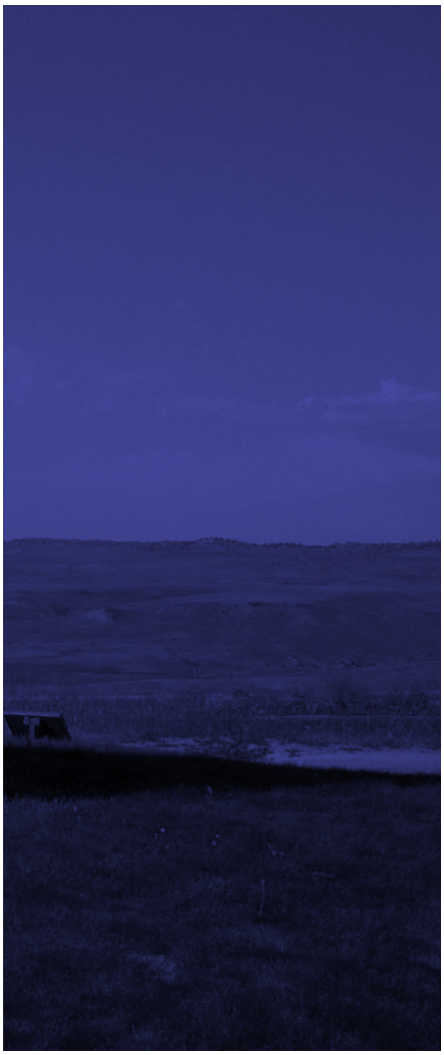


SUMMARY

Kennesaw Mountain National Battlefield Park shows a summer-led visitation pattern, with the highest activity in the warm months and a gradual drop through spring into winter, while winter remains a meaningful contributor; the monthly pattern tracks a mid-year rise with a pronounced October top and softer levels earlier in the year, reflecting a clear seasonal ebb and flow. Visitation clearly concentrates on weekends, with Saturdays and Sundays drawing more visitors than weekdays, and daily patterns feature a morning rise to a peak, a midday plateau, a mid-afternoon dip, a late-afternoon uptick, and an evening decline. The demographic mix is predominantly White, with a sizable Black or African American representation and smaller shares of other groups, and the age profile centers on middle-aged adults, particularly those in the 35–44 and 45–54 ranges, while the youngest and oldest groups are comparatively smaller.







MONTANA

LITTLE BIGHORN BATTLEFIELD NATIONAL MONUMENT

OVERVIEW

DEVICES

5.5K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

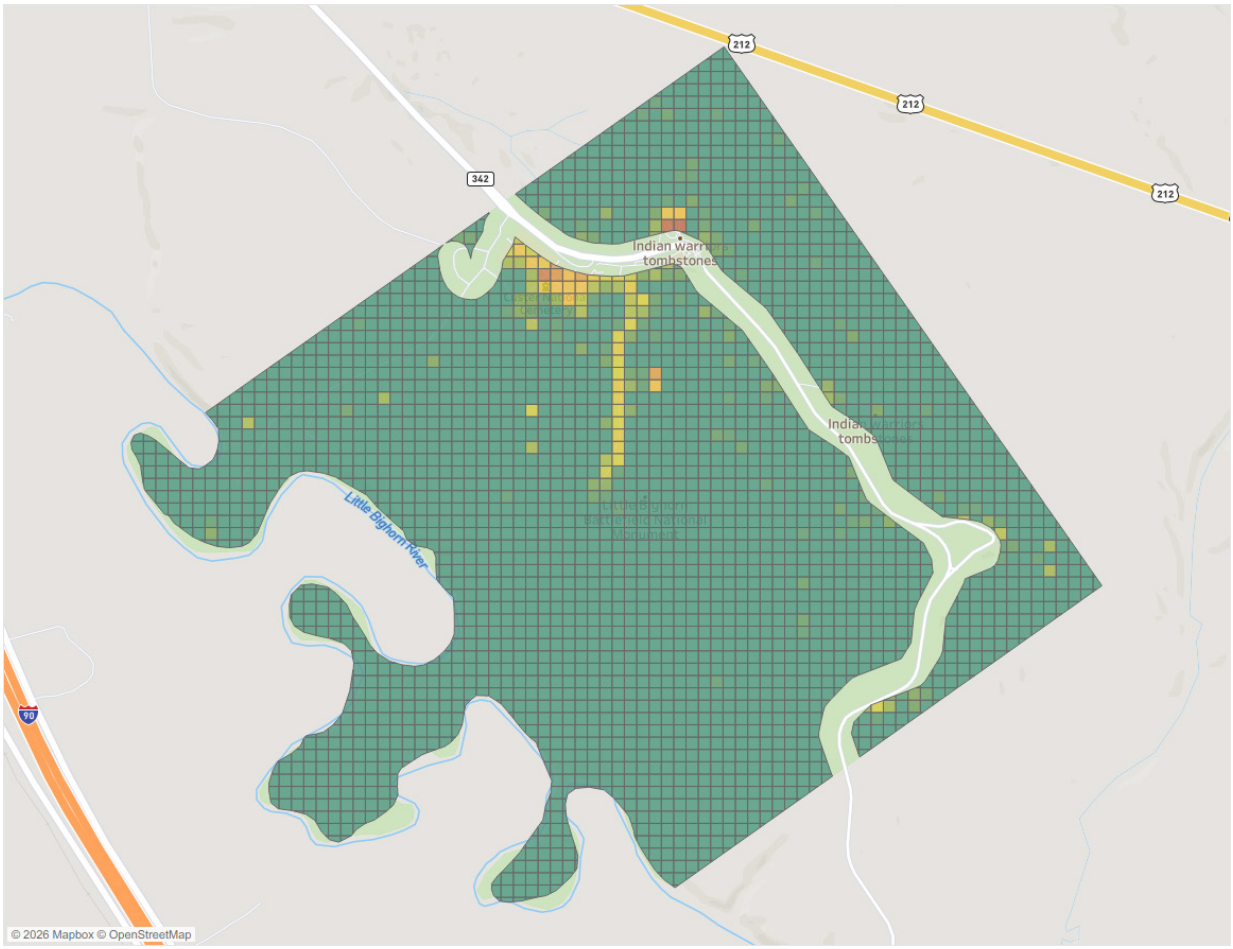
8.1K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

82.4K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

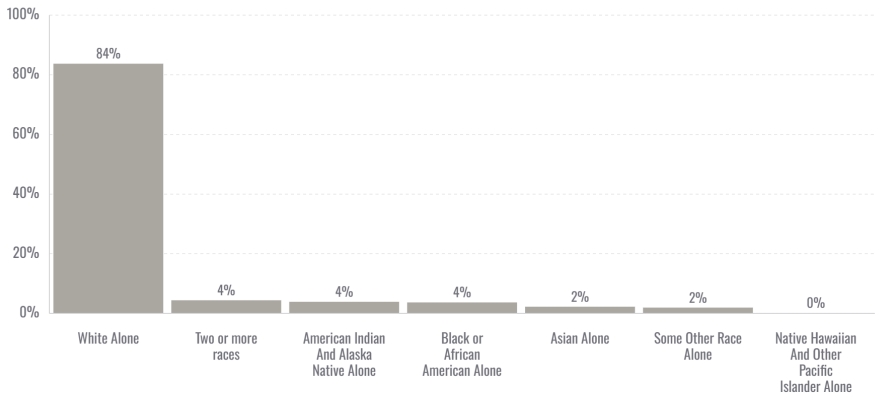


The heatmap of device activity shows use primarily concentrated around the visitor center, along Deep Ravine Trail, and near both memorials.

DEMOGRAPHICS

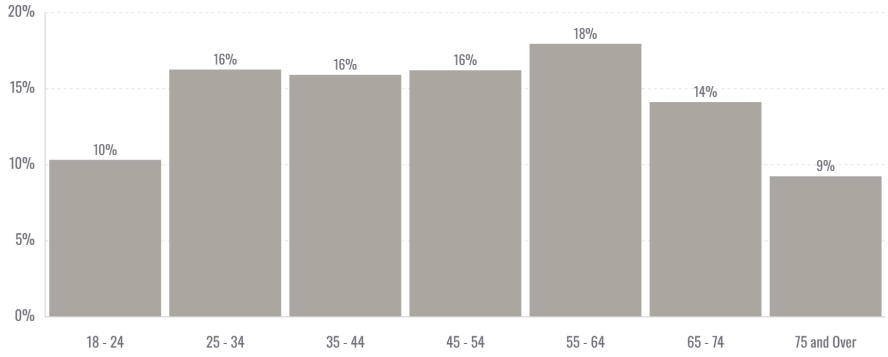
RACE

White Alone dominates the composition at 84%, comprising the vast majority. The remaining groups are small, with 4% for Three categories (Two or more races, American Indian and Alaska Native Alone, and Black or African American Alone), 2% for Asian Alone and Some Other Race Alone, and 0% for Native Hawaiian and Other Pacific Islander Alone; no other group exceeds 4%.



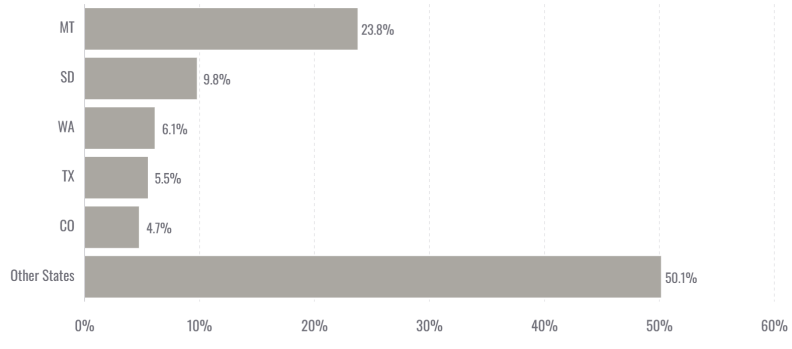
AGE

Mid-life dominates the distribution, peaking at 18% for 55–64, with the adjacent groups 25–34, 35–44, and 45–54 each at 16%. Younger adults are 10% (18–24) and the oldest groups taper to 14% (65–74) and 9% (75 and Over), indicating a peak in mid-age and a gradual decline toward older ages.



VISITOR ORIGIN

Other States lead with 50.1%, followed by Montana at 23.8% as the next largest share. The remaining listed states are single digits: South Dakota 9.8%, Washington 6.1%, Texas 5.5%, and Colorado 4.7%, showing a sharp drop after the top two. Overall, the distribution is heavily skewed toward Other States and Montana, which together account for 73.9%.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

70

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

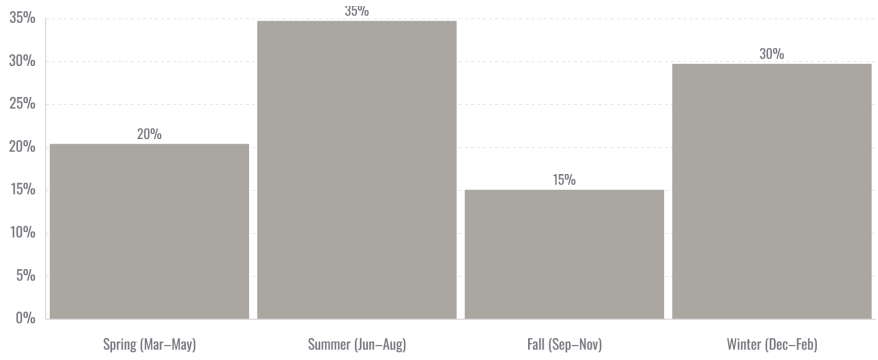
MEDIAN DWELL TIME (MIN)

60

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

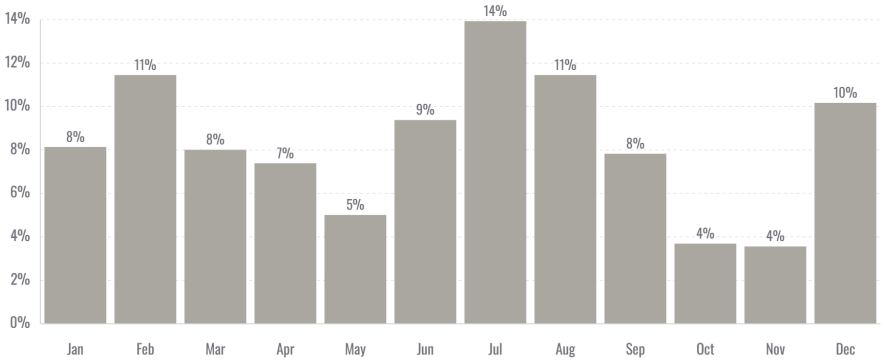
SEASON

Visitation peaks in Summer at 35%, with Winter close behind at 30%. Spring and Fall are lower, at 20% and 15% respectively, making Fall the lowest. Overall, the pattern shows a strong summer peak and weaker activity in the shoulder seasons, especially fall.



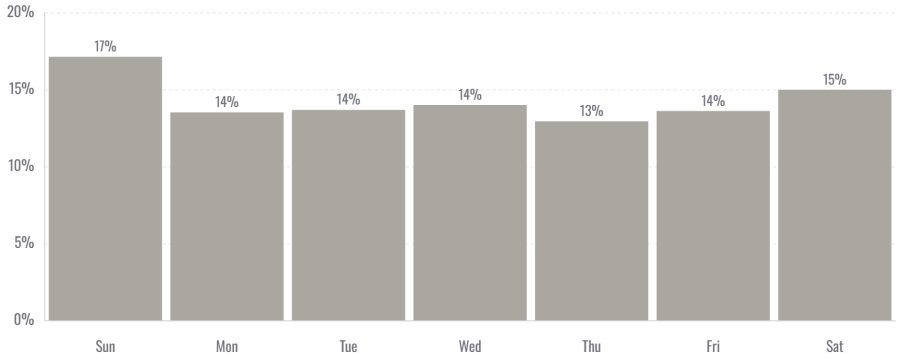
MONTH

The values fluctuate through the year, with a pronounced mid-year peak in July at 14%, up from June's 9% and followed by 11% in August and 8% in September. Winter–spring run relatively moderate (Jan 8%, Feb 11%, Mar 8%, Apr 7%, May 5%), with May hitting the year's low at 5%. After September, the trend dips to 4% in October and November before rebounding to 10% in December.



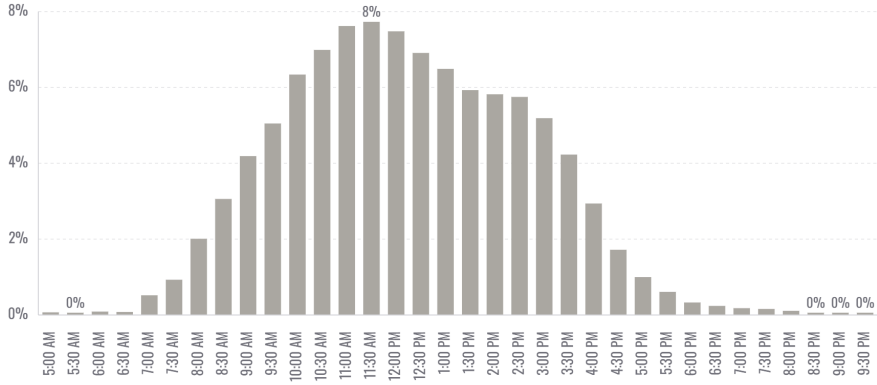
DAY OF WEEK

Visitation peaks on Sunday at 17%, with Saturday close behind at 15%. The remaining days are fairly even, around 13–14%, with Thursday at 13% as the low. This pattern indicates a weekend uplift and steadier use during the workweek.



TIME OF DAY

From 5:00–6:30 AM the value is 0%, then gradually rises to a high of 8% at 11:00 AM and 11:30 AM. After noon it declines through the afternoon, dropping to 1% by 5:30 PM and then to 0% from 6:00 PM onward, staying at 0% through 9:30 PM. Overall, the data show a morning build to a mid-morning peak followed by a steady decline back to zero by early evening.



SUMMARY

Little Bighorn Battlefield National Monument in Montana shows a strong seasonal pattern with summer activity at the forefront and fall the lightest period, while winter remains notable and spring sits in between. The year features a clear midsummer surge, with activity staying elevated into late summer and easing through autumn, while the shoulder seasons are relatively moderate and late spring and early winter more subdued. Weekend visitation rises, with Sundays the busiest and Saturdays close behind, whereas weekdays stay steadier but lower and Thursday trails a bit. Daily activity starts quiet at dawn, builds to a mid morning peak, then declines through the afternoon to near zero by evening. The visitor base is overwhelmingly White, with the remaining groups present in small shares. Geographically the park serves a local Montana audience with a meaningful regional draw from nearby states.







MASSACHUSETTS

MINUTE MAN NATIONAL HISTORICAL PARK

OVERVIEW

DEVICES

15.0K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

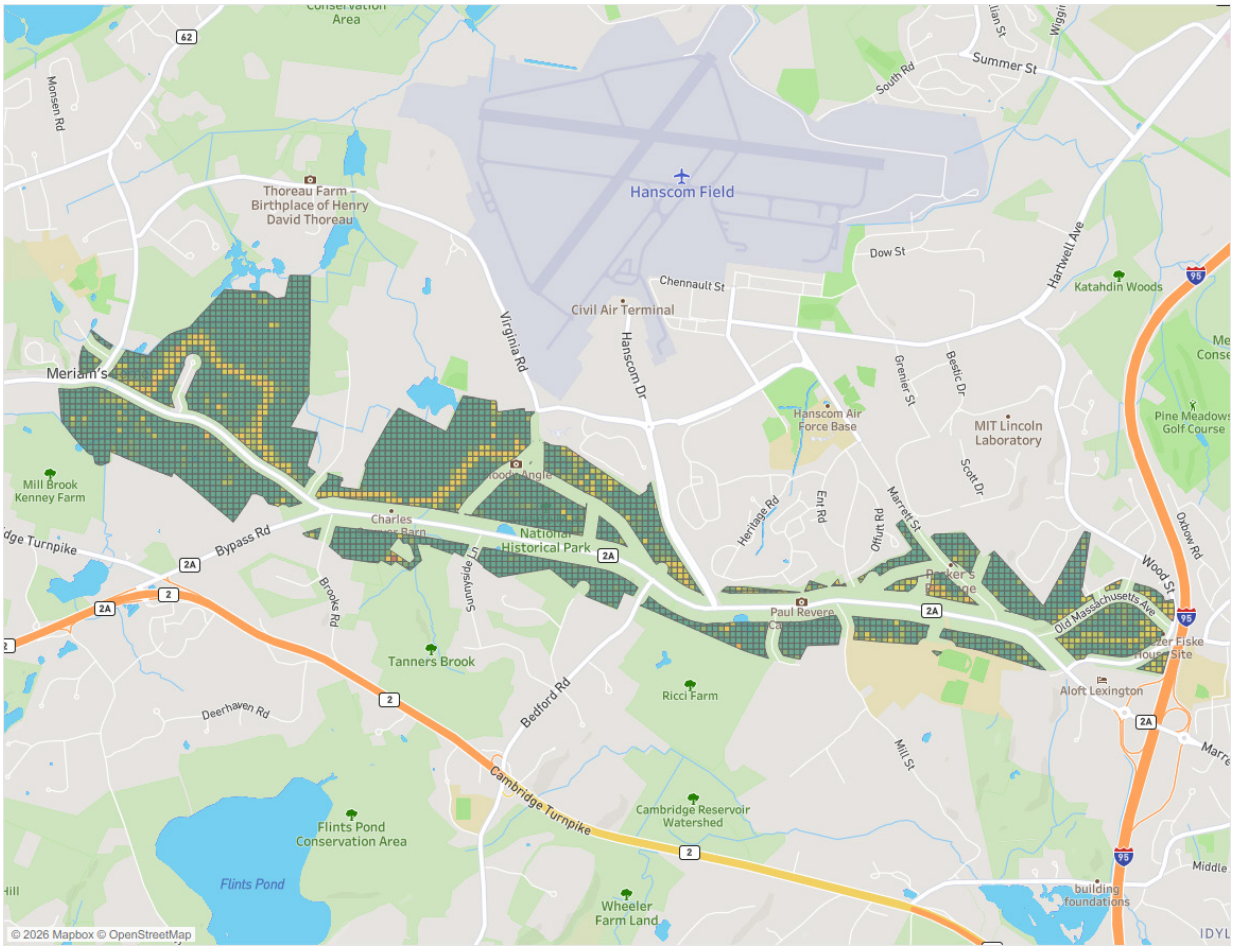
31.3K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

494.4K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

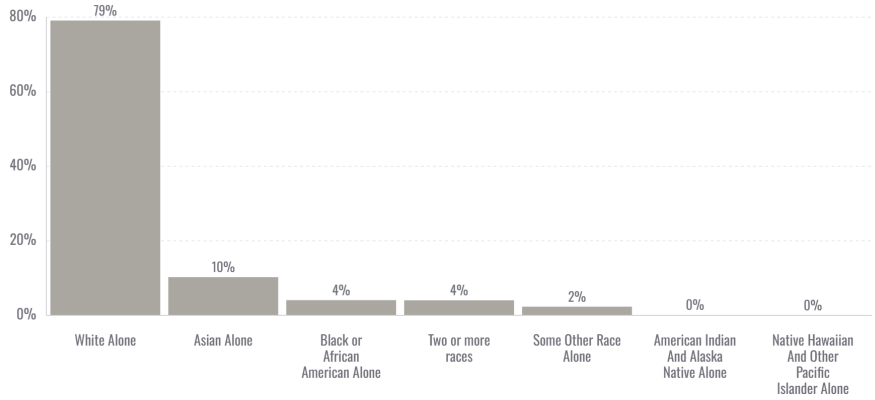


The main battlefield heatmap of device activity shows use primarily concentrated along Battle Road Trail, with additional activity stemming from the "Bloody Angle – 1775" area. To preserve detail, surrounding sites are not shown in this heatmap and are instead presented in the following figures.

DEMOGRAPHICS

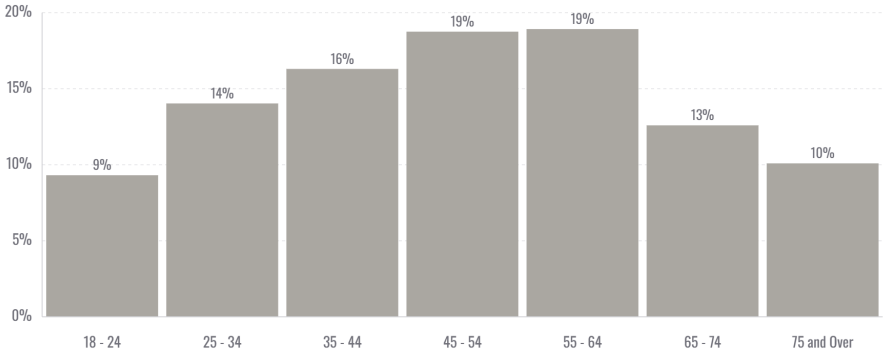
RACE

White Alone dominates the demographic at 79%. The remainder is much smaller, led by Asian Alone at 10%, with 4% for Black or African American Alone and 4% for Two or more races, 2% for Some Other Race Alone, and 0% for American Indian and Alaska Native Alone and Native Hawaiian and Other Pacific Islander Alone. Overall, the profile is heavily White-dominated with relatively small representations from other groups.



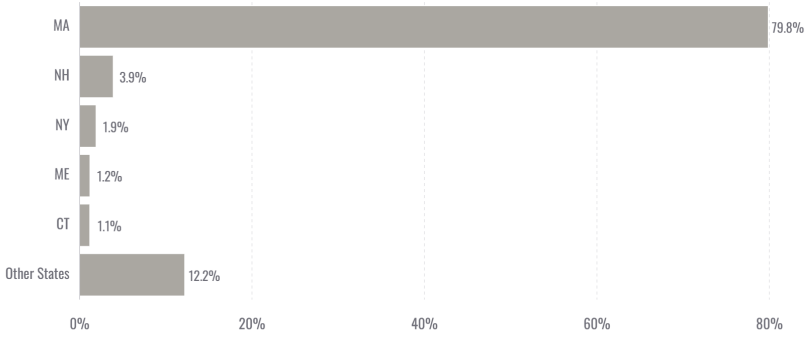
AGE

The data are centered in mid-life, with the highest shares at 19% for both 45-54 and 55-64. The youngest group (18-24) is the smallest at 9%, while older groups decline to 13% (65-74) and 10% (75 and Over). Overall, the distribution concentrates in middle ages with a gradual taper toward younger and older groups.



VISITOR ORIGIN

Visitation is heavily centered in Massachusetts, which accounts for 79.8% of the value. The next notable share comes from Other States at 12.2%, with smaller contributions from New Hampshire (3.9%), New York (1.9%), Maine (1.2%), and Connecticut (1.1%). Overall, the data show a strong MA concentration with a modest spread into a few nearby states and a sizable chunk from other states.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

45

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

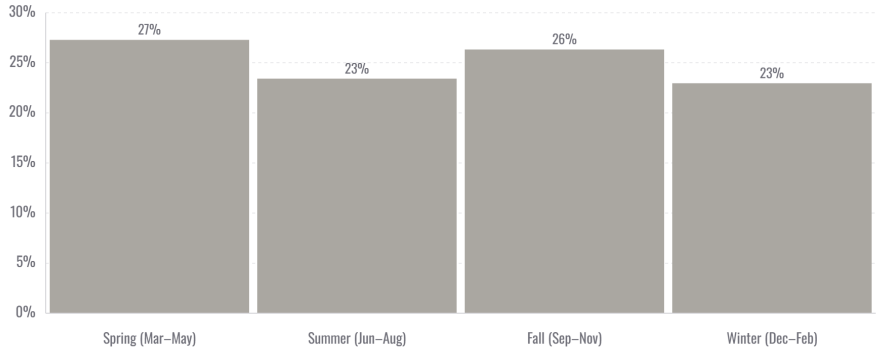
MEDIAN DWELL TIME (MIN)

31

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

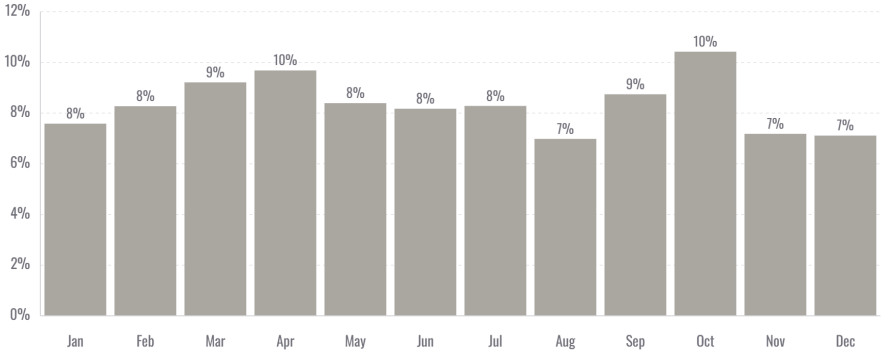
SEASON

Spring peaks at 27%, the highest value. Fall is 26%, while Summer and Winter are tied at 23% each, indicating a fairly even seasonal distribution with a modest spring peak.



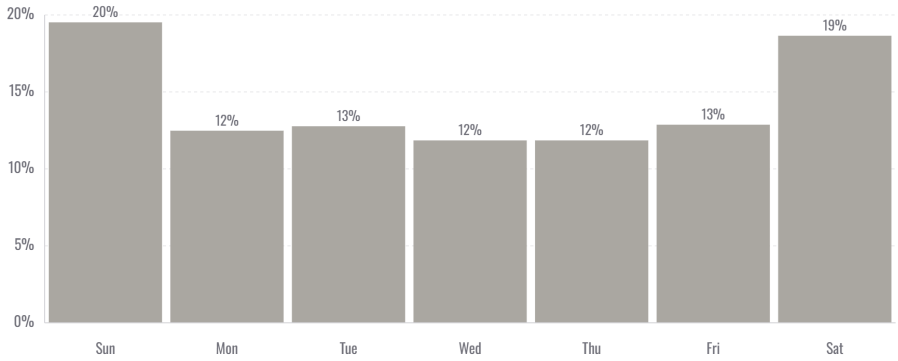
MONTH

Visitation stays fairly steady across the year, mostly between 7% and 9%. The highs are 10% in April and October, while the lows are 7% in August, November, and December, giving a mostly flat pattern with small spring and fall bumps.



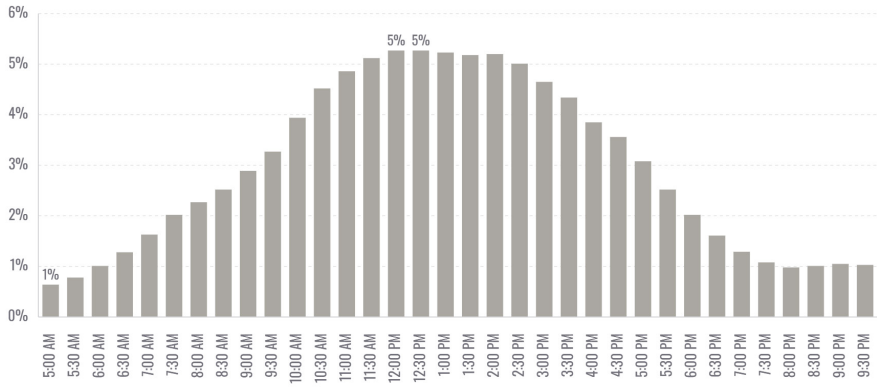
DAY OF WEEK

Visitation peaks on Sundays (20%) and Saturdays (19%), with weekends clearly higher than weekdays. Weekdays stay compact around 12–13% (Mon 12%, Tue 13%, Wed 12%, Thu 12%, Fri 13%), indicating a stable lower baseline during the workweek.



TIME OF DAY

Activity climbs from 1% in the early morning (5:00–6:30 AM) to a broad daytime peak of 5% from 10:30 AM through 3:00 PM. It then declines to 4% by 3:30–4:30 PM, 3% by 5:00–5:30 PM, and drops to 1% by 7:00 PM, staying there through 9:30 PM. Overall, there is a steady morning rise, a wide midday peak, and a taper to very low levels in the evening.



SUMMARY

Minute Man National Historical Park in Massachusetts shows a gently varied but fairly even year_round visitation pattern, with a clear spring peak and a close second in fall, while summer and winter are flatter, creating a broad seasonal shape. Weekends drive the busiest days, with Sundays and Saturdays significantly busier than weekdays, which provide a stable lower baseline. The demographic profile is heavily White, with smaller shares from Asian and other groups; age distribution centers in middle age, with peak representation in mid-life ranges and fewer very young or older visitors. Locally oriented, the park primarily serves residents of Massachusetts with a regional draw from nearby states.





VIRGINIA

PETERSBURG NATIONAL BATTLEFIELD

OVERVIEW

DEVICES

14.9K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

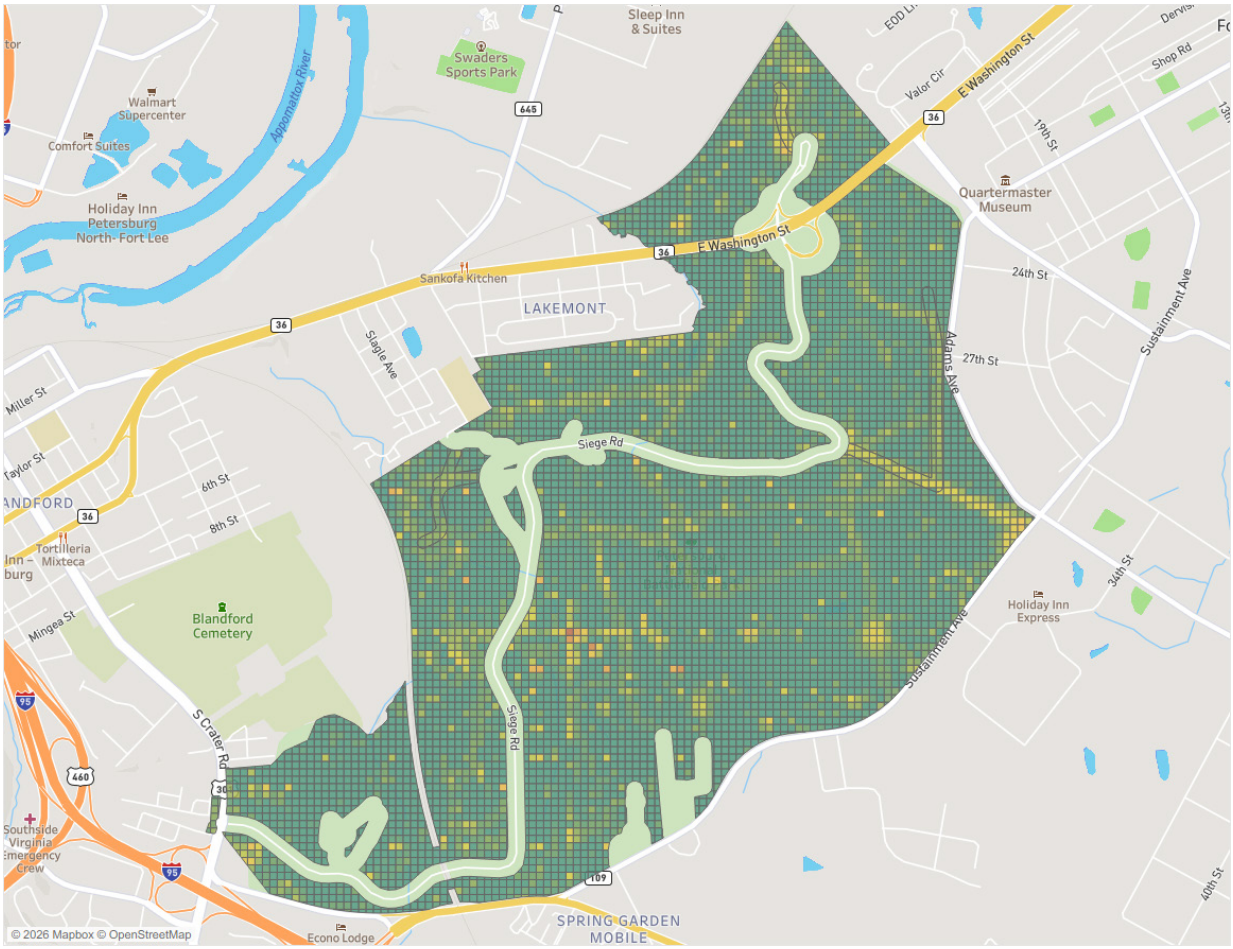
37.3K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

633.2K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

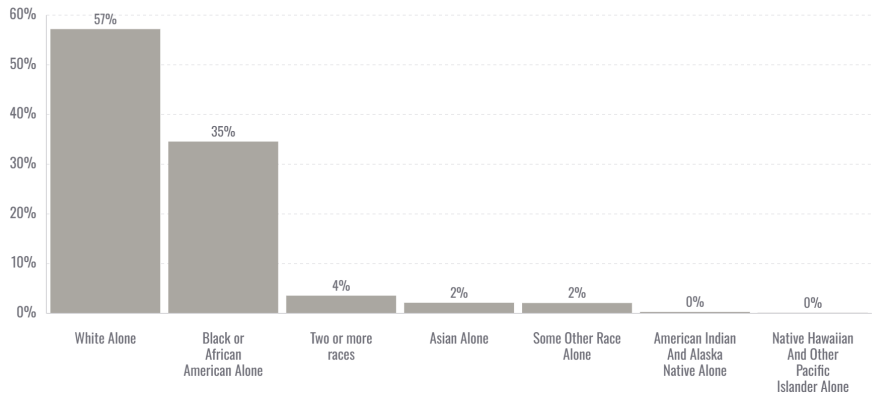


The Eastern Front heatmap of device activity shows use primarily concentrated along the trail systems surrounding the Troops Monument. To preserve detail, surrounding sites are not shown in this heatmap and are instead presented in the following figures.

DEMOGRAPHICS

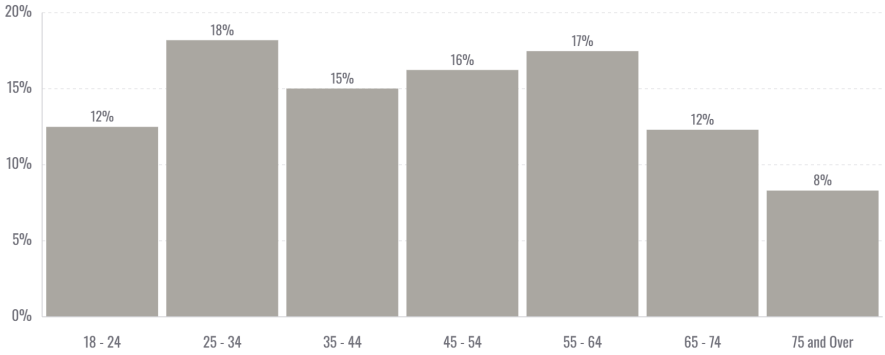
RACE

White Alone accounts for 57%, making it the clear majority, with Black or African American Alone at 35% as the next largest group. The remaining groups are small: 4% for Two or more races, 2% for Asian Alone and 2% for Some Other Race Alone, and 0% for American Indian and Alaska Native Alone and Native Hawaiian and Other Pacific Islander Alone.



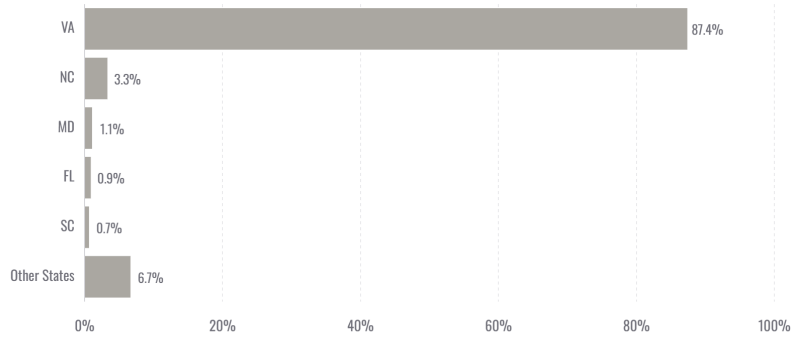
AGE

The distribution peaks in the 25-34 group at 18%, with nearby shares in 55-64 at 17% and 45-54 at 16%. The youngest (18-24) and late-old (65-74) groups are 12%, while the oldest (75 and Over) is the smallest at 8%. Overall, the pattern centers on 25-64, followed by a notable decline after 65, especially after 75.



VISITOR ORIGIN

Virginia dominates the data with 87.4% of the value. Other States contribute 6.7%, followed by North Carolina at 3.3%, and smaller shares from Maryland (1.1%), Florida (0.9%), and South Carolina (0.7%). Overall, the distribution shows a highly Virginia-centric pattern with only modest regional dispersion.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

54

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

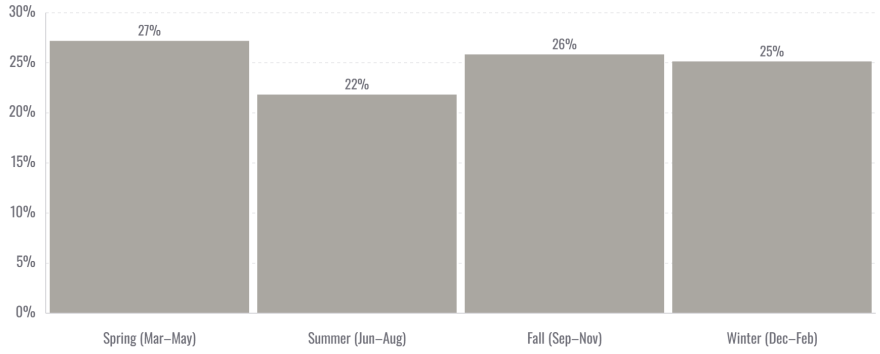
MEDIAN DWELL TIME (MIN)

35

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

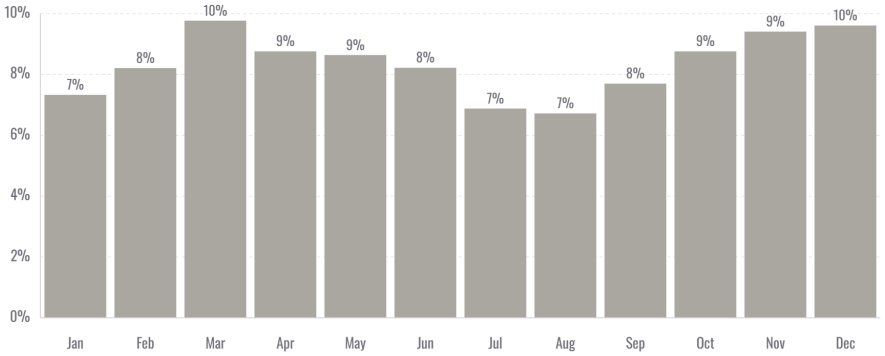
SEASON

Visitation is highest in Spring at 27% and lowest in Summer at 22%, with Fall at 26% and Winter at 25%. The distribution shows only a small 5-point spread across seasons, indicating a mild spring peak with relatively balanced year-round activity and a summer dip.



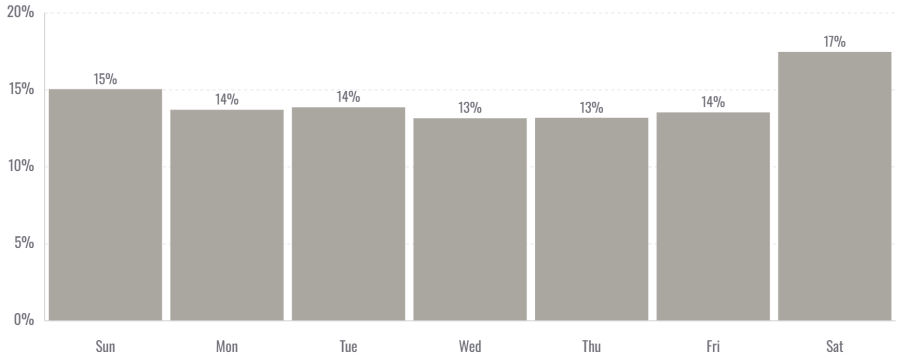
MONTH

Values stay in a narrow band of 7–10%, with peaks at 10% in March and December. They rise from 7% in January to 10% in March, dip to 7% in July–August, and then rebound to 9–10% from October through December.



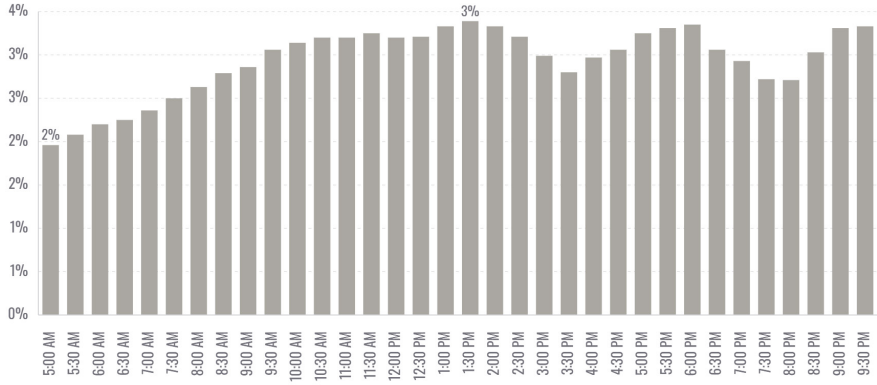
DAY OF WEEK

Visitation peaks on Saturday at 17%, with Sunday at 15% also higher than weekdays. Weekdays are fairly even, at 13–14% (Wednesday and Thursday are the lowest at 13%). Overall, there is a weekend lift with a relatively uniform distribution across the other days.



TIME OF DAY

Activity sits at 2% from 5:00 AM through 7:00 AM, then increases to 3% at 7:30 AM and remains steady at 3% every half-hour through 9:30 PM. The data show a low morning baseline with a brief uptick to a constant 3% plateau for the rest of the period.



SUMMARY

Petersburg National Battlefield in Virginia shows mild seasonality with visitation fairly evenly distributed across the year and a light spring peak, resulting in a gently fluctuating pattern and a modest summer dip; monthly trends rise from winter into early spring, dip through midsummer, and rebound toward late fall and winter, with notable surges around March and December. Weekend visitation is higher, especially on Saturdays, with Sundays also elevated relative to weekdays, while weekday levels are more uniform. Daily activity begins with a low morning baseline and then maintains a steady, moderate level across the daytime hours. Demographically, White Alone is the majority group, with Black or African American Alone as the next largest, and smaller shares of other groups. Geographically, the park serves a local and regional audience, centered in Virginia with nearby states contributing a secondary flow of visitors.



NEW JERSEY

PRINCETON BATTLEFIELD STATE PARK

OVERVIEW

DEVICES

1.2K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

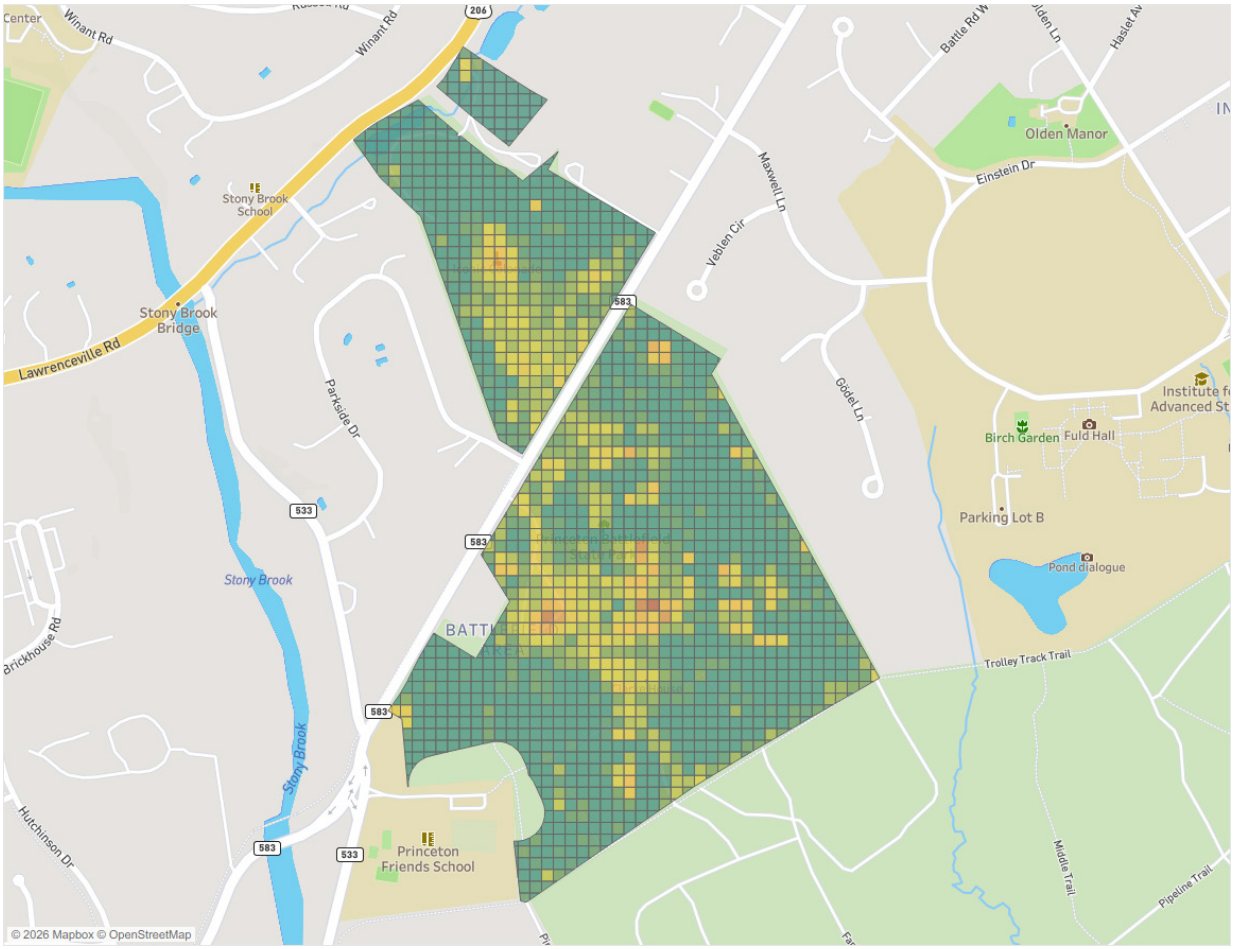
2.9K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

38.0K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

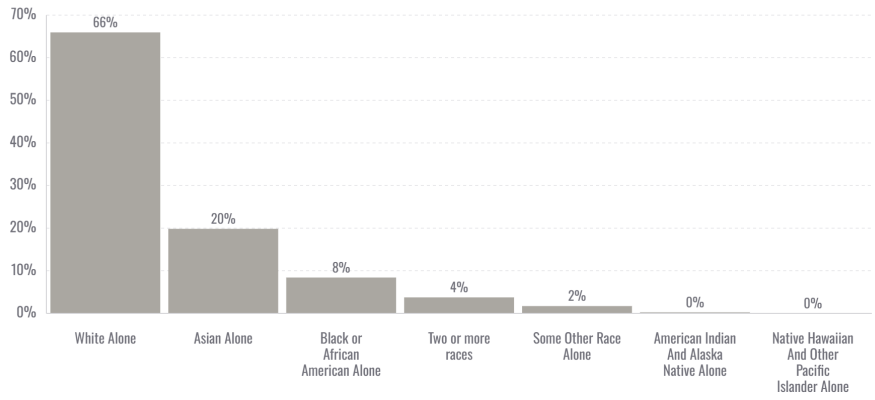


The heatmap of device activity shows use primarily concentrated around the Colonnade and Gravesite, with additional activity near the Mercer White Oak.

DEMOGRAPHICS

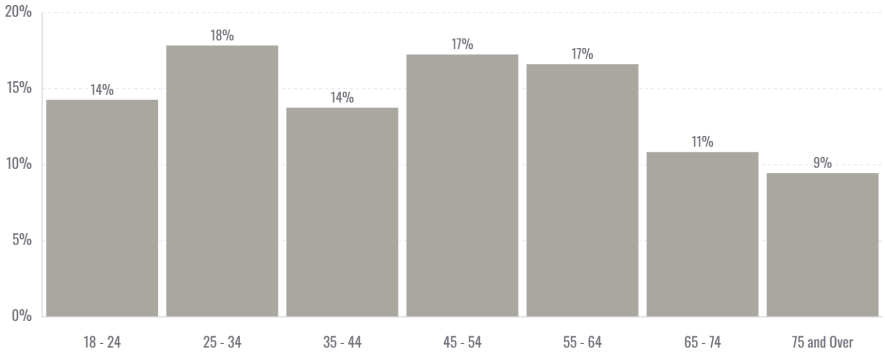
RACE

White Alone dominates the distribution at 66%, with Asian Alone at 20% and Black or African American Alone at 8% as the next largest shares. Smaller groups are 4% for Two or more races and 2% for Some Other Race Alone, while American Indian and Alaska Native Alone and Native Hawaiian and Other Pacific Islander Alone are 0%. Overall, the data show a clear White-majority profile with a notable Asian representation and minimal Native/Pacific Islander presence.



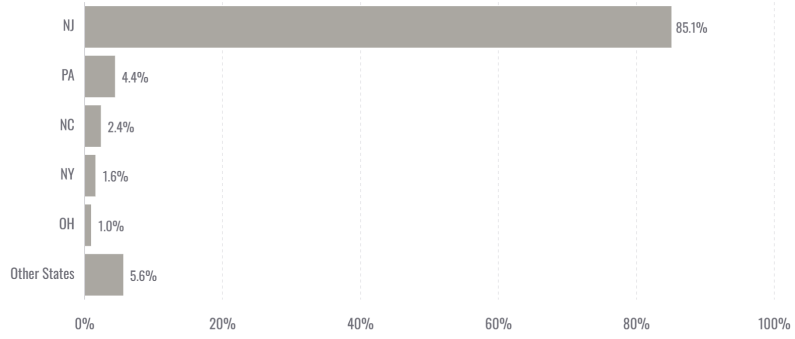
AGE

The age distribution is fairly balanced, with the highest share in 25-34 at 18% and close behind in 45-54 and 55-64 at 17% each. Younger and older groups are smaller, at 14% (18-24) and 9-11% (65-74 and 75+), respectively. Overall, there is a mild tilt toward early adulthood and mid-life with fewer individuals in the oldest brackets.



VISITOR ORIGIN

New Jersey overwhelmingly dominates, at 85.1%. The rest is a modest regional mix: Other States 5.6% and Pennsylvania 4.4%, with smaller shares from NC 2.4%, NY 1.6%, and OH 1.0%. Overall, the distribution is highly NJ-centric with limited representation from other states.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

37

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

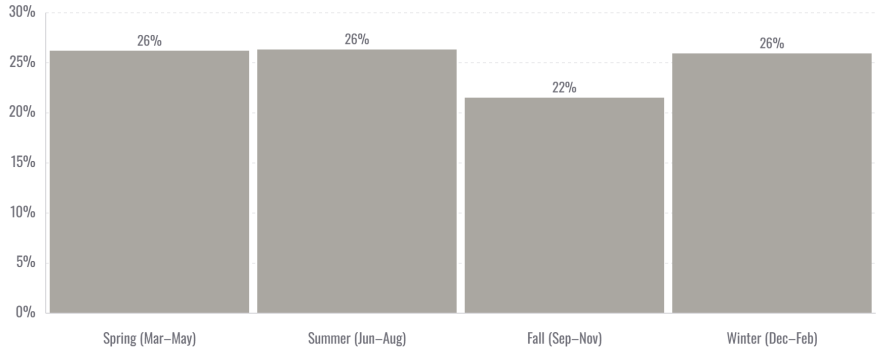
MEDIAN DWELL TIME (MIN)

25

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

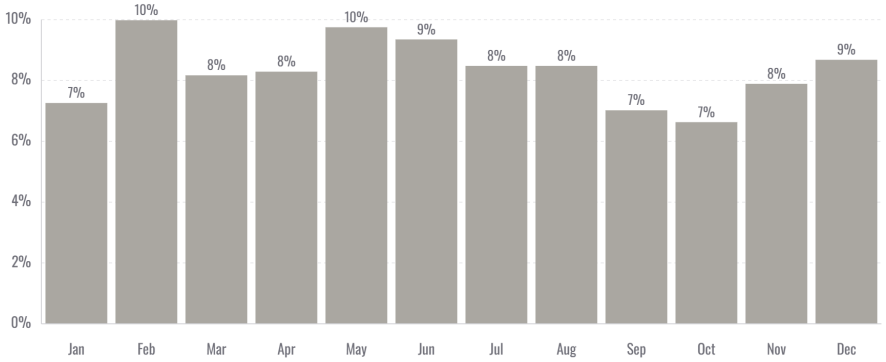
SEASON

Visitation is fairly evenly distributed across Spring (26%), Summer (26%), and Winter (26%), with Fall lower at 22%. This creates a flat seasonal pattern, featuring a modest dip in Fall. Overall, there is no pronounced peak, just a small Fall drop amid otherwise similar levels.



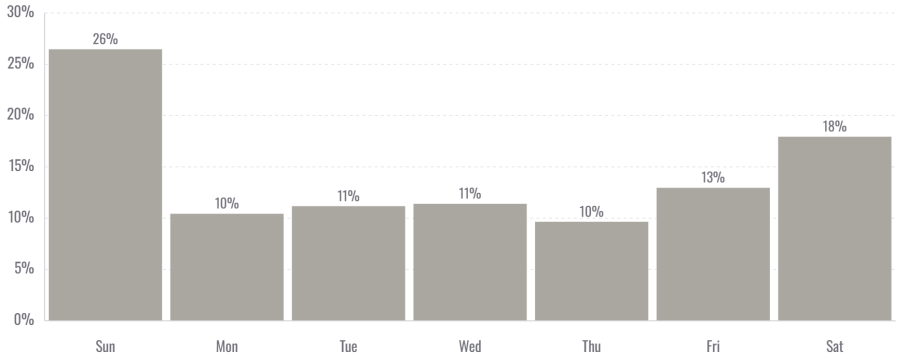
MONTH

Visitation stays relatively steady overall, oscillating mainly between 7% and 10%, with notable peaks at 10% in February and May. The low months are January, September, and October at 7%; otherwise most months cluster around 8–9% (e.g., 9% in June and December).



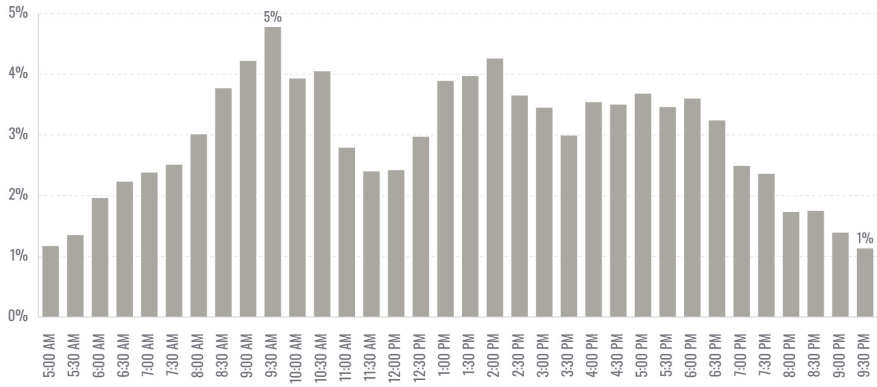
DAY OF WEEK

Visitation is clearly weekend-focused, peaking on Sundays at 26% and remaining high on Saturdays at 18%. Weekdays are substantially lower, ranging from 10% (Mon, Thu) to 13% (Fri) with Tue and Wed at 11% each. Overall, the pattern shows a strong Sunday lead, a secondary Saturday peak, midweek dip, and a slight uptick toward Friday.



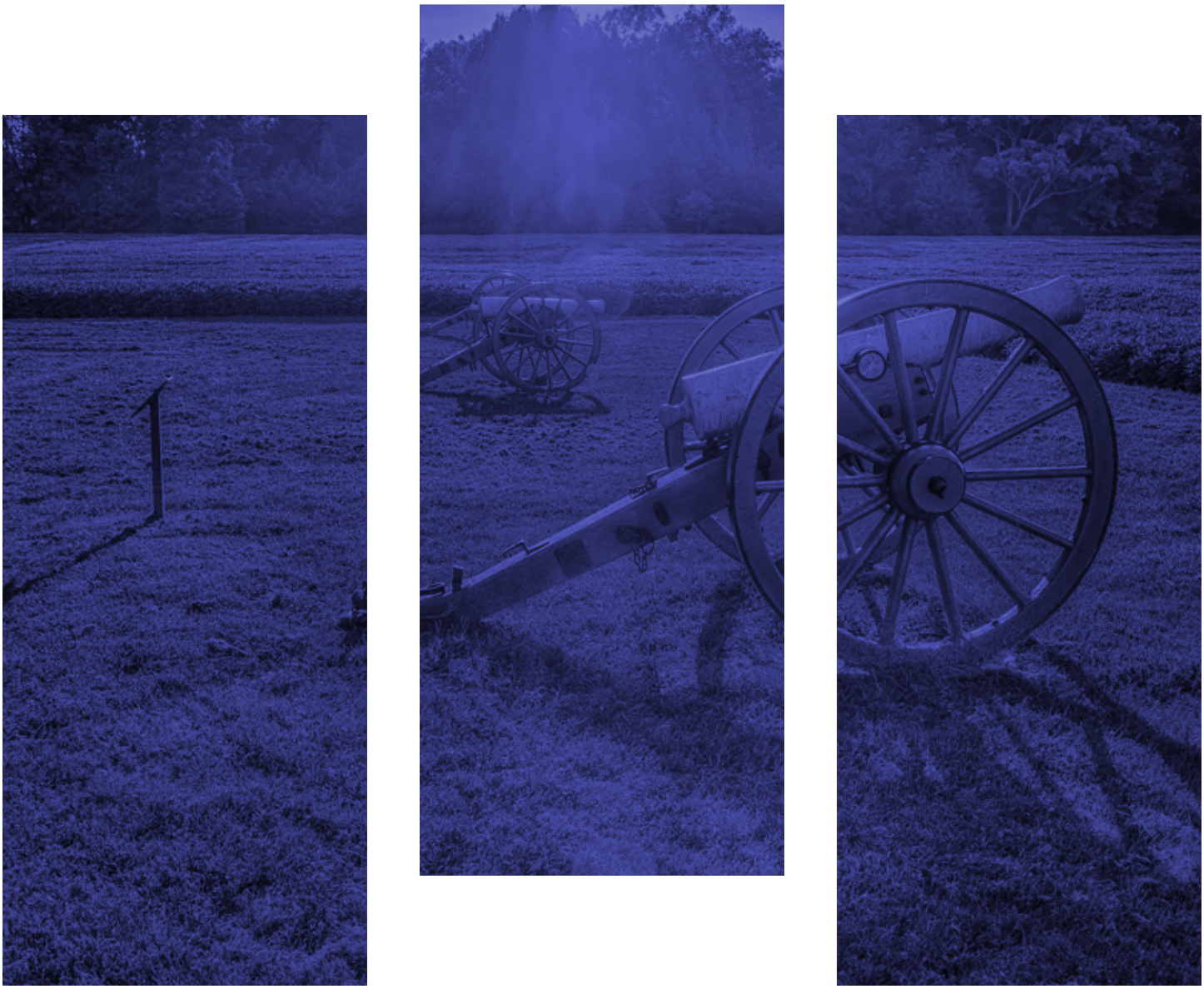
TIME OF DAY

Activity climbs from 1% in the early morning (5:00–5:30 AM) to a peak of 5% at 9:30 AM. After that, it hovers mainly in the 3–4% range through the afternoon, with a brief dip to about 2% around noon. In the evening, values drop to around 2% after 7:00 PM and fall to 1% by 9:00–9:30 PM.



SUMMARY

Princeton Battlefield State Park in New Jersey displays a broadly flat seasonal pattern, with Spring, Summer and Winter visitation staying on par and Fall dipping modestly; overall there is no pronounced peak. Monthly visitation remains steady, with small upticks in late winter and late spring, and the weekend pattern is dominant—Sundays are the peak day, Saturdays are also busy, while weekdays are noticeably lighter and Friday shows a slight uptick. Daily activity climbs from the early morning into a morning high, then stays moderate through the afternoon before fading in the evening. The visitor base is White-majority, with a notable Asian share and smaller representation of other races, and very little from Native/PI groups. Given the weekend emphasis and the New Jersey location, the park seems to serve a local or nearby audience.



VIRGINIA

RICHMOND NATIONAL BATTLEFIELD PARK

OVERVIEW

DEVICES

19.9K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

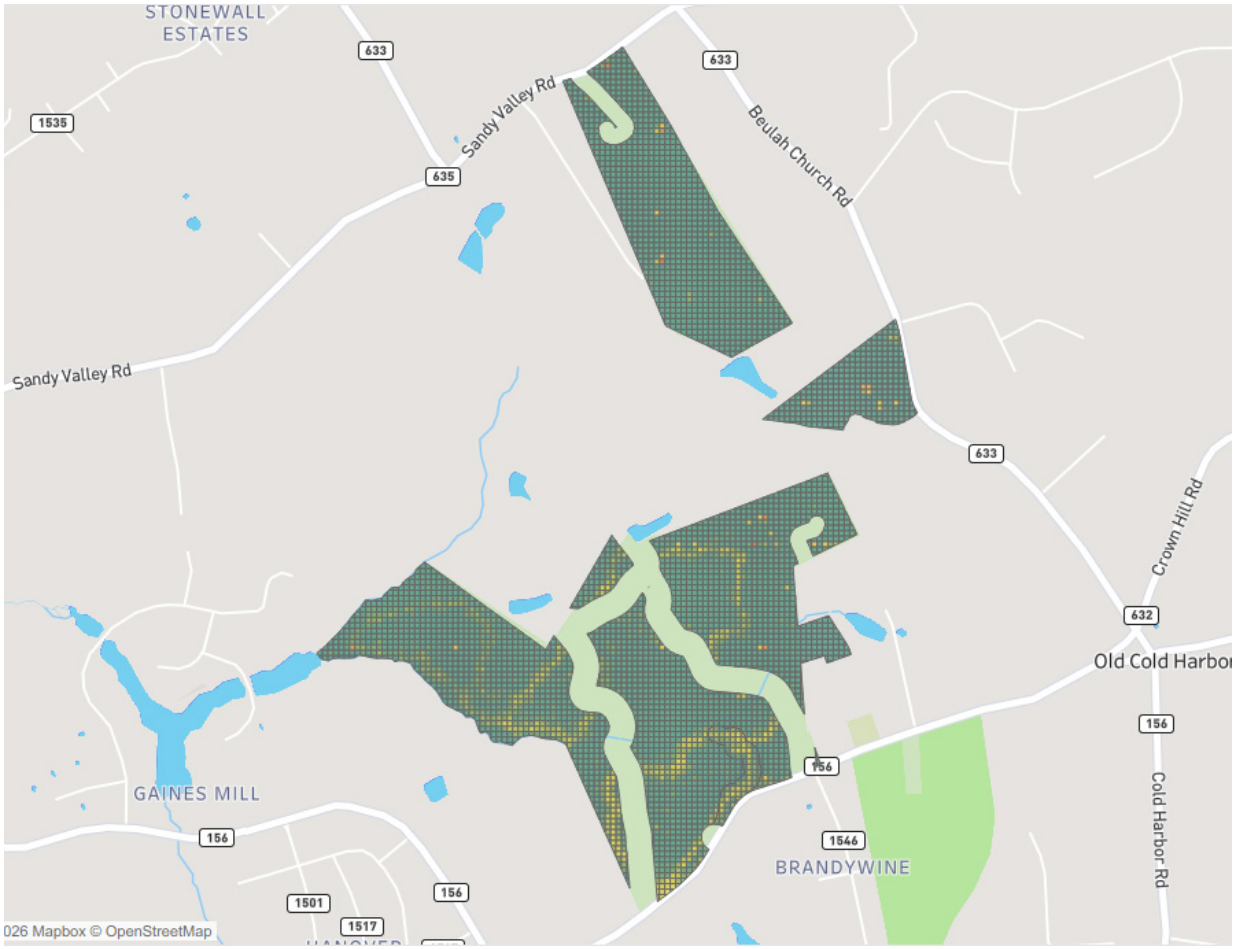
42.7K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

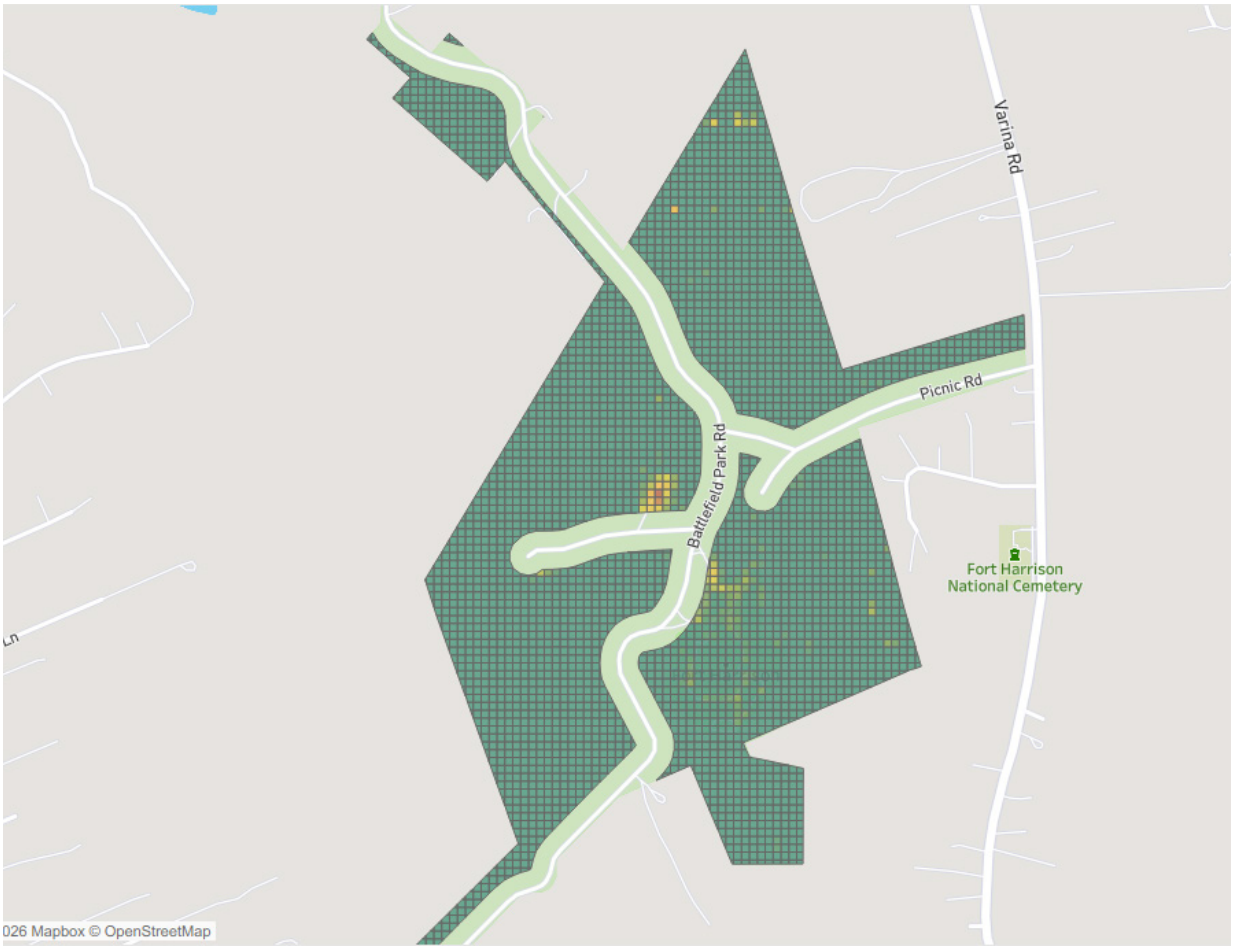
712.5K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.



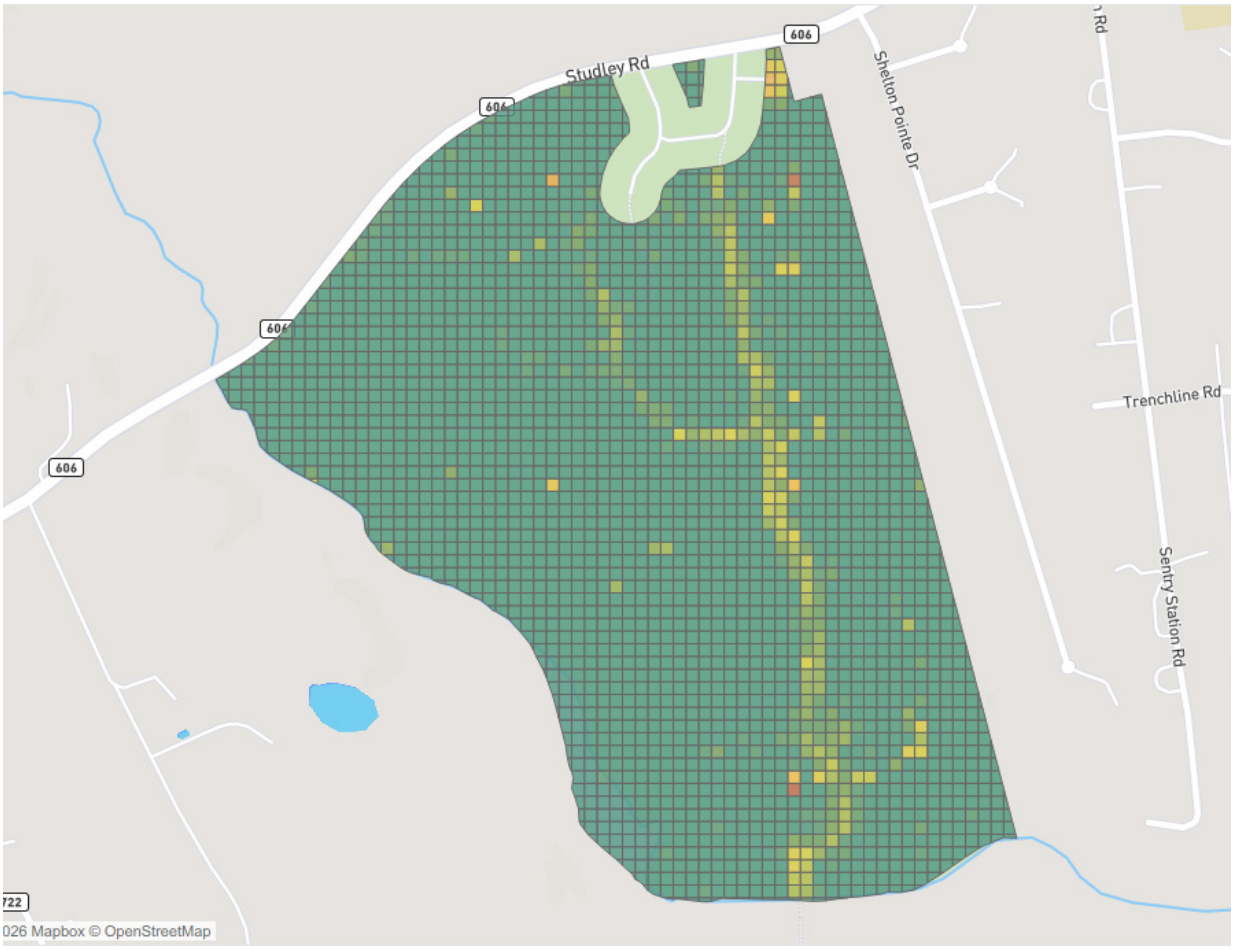
The heatmap of device activity shows use primarily concentrated along the trail system within the area.

OVERVIEW



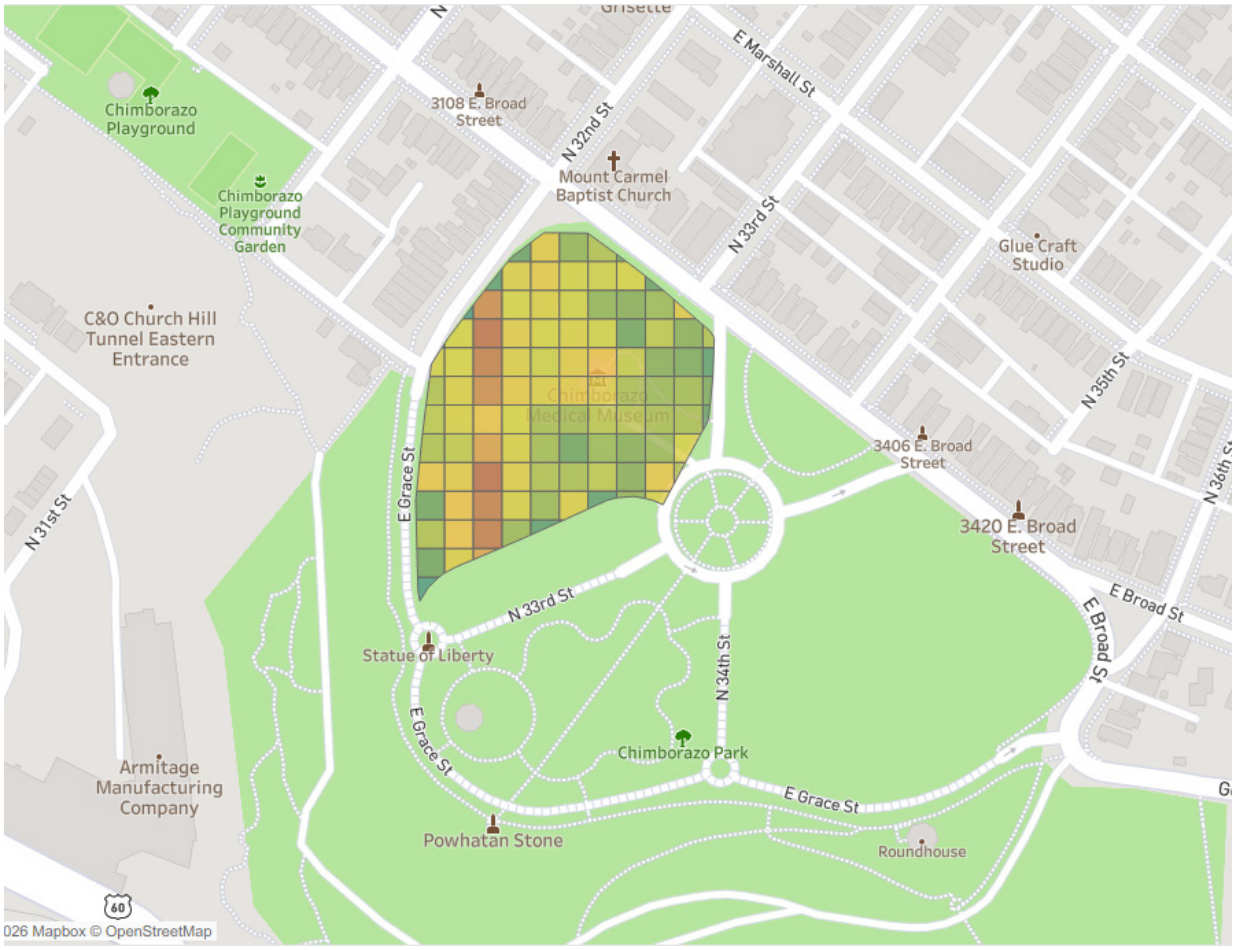
The Fort Harrison heatmap of device activity shows use primarily concentrated near the visitor center and pathway and battlefield area.

OVERVIEW



The Totopotomoy Creek Battlefield heatmap of device activity shows use primarily concentrated along the trail system within the area. Specifically activity can be seen near the Rural Plains building and Shelton House Trail Park.

OVERVIEW

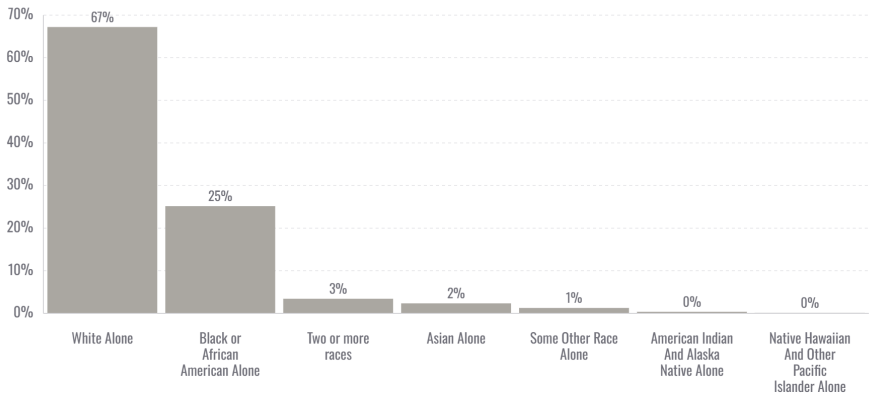


The Chimborazo Park heatmap of device activity shows use primarily concentrated in the field east of the visitor center and Medical Museum.

DEMOGRAPHICS

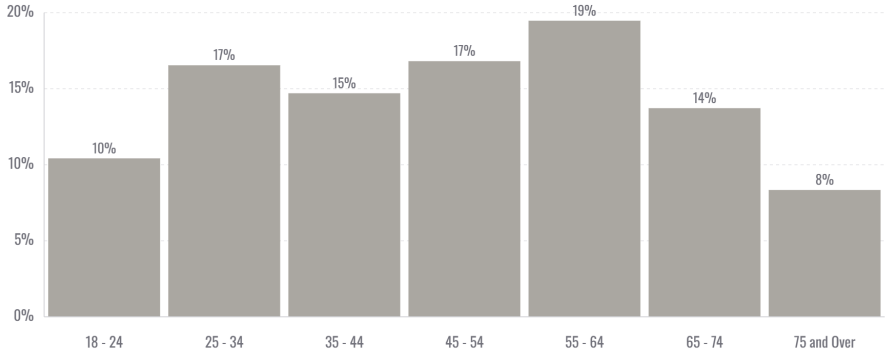
RACE

Demographic data show a clear concentration in White Alone at 67%, with Black or African American Alone at 25% as the next largest share. The remaining groups are small: 3% Two or more races, 2% Asian Alone, 1% Some Other Race Alone, and 0% American Indian And Alaska Native Alone and Native Hawaiian And Other Pacific Islander Alone. Overall, the distribution is heavily skewed toward White and Black populations with minimal shares for other groups.



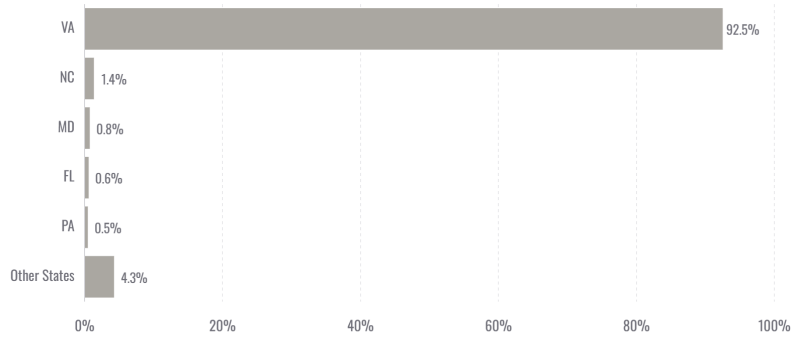
AGE

The distribution centers in the middle ages, peaking at 55-64 with 19%. The youngest and oldest groups are smaller—18-24 at 10% and 75 and Over at 8%—while the middle cohorts (25-34 at 17%, 35-44 at 15%, 45-54 at 17%, and 65-74 at 14%) make up the bulk, showing a rise to midlife and a decline after 65.



VISITOR ORIGIN

Visitation is overwhelmingly concentrated in Virginia at 92.5%. The remaining share comes from Other States (4.3%), with smaller contributions from NC (1.4%), MD (0.8%), FL (0.6%), and PA (0.5%), indicating a strong in-state focus with a modest regional spillover.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

54

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

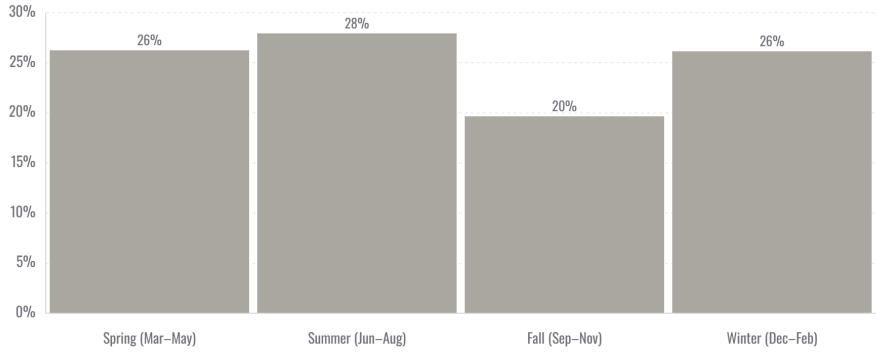
MEDIAN DWELL TIME (MIN)

37

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

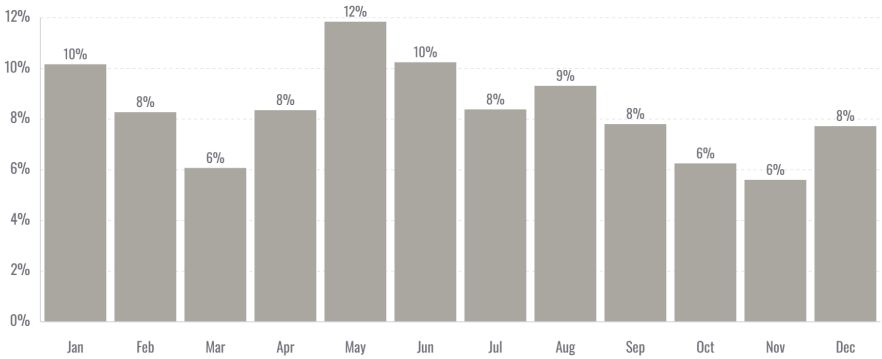
SEASON

Summer peaks at 28%, the highest share. Fall is the lowest at 20%. Spring and Winter are both 26%, indicating an overall fairly even distribution aside from the summer peak and fall dip.



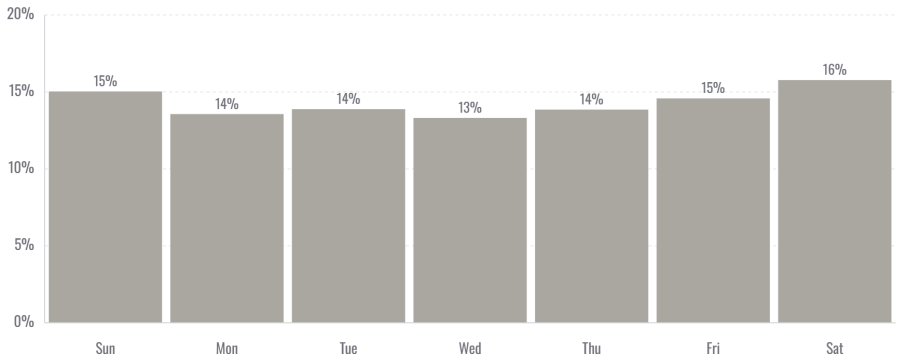
MONTH

Visitation remains in a 6%–12% band, with a peak of 12% in May and lows of 6% in March, October, and November. The year starts at 10% in January and then fluctuates around 8%–10 for most months, ending at 8% in December.



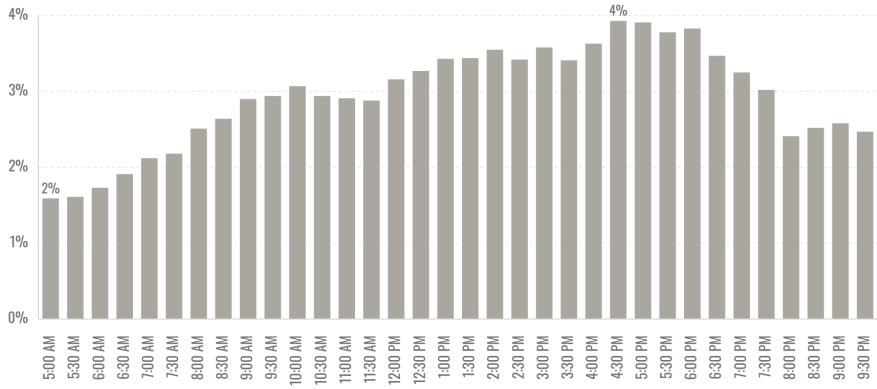
DAY OF WEEK

Visitation is fairly evenly distributed across the week, ranging from 13% on Wednesday to 16% on Saturday. The weekend shows a mild peak (Saturday 16%, Sunday 15%), while weekdays cluster around 14% (Mon/Tue/Thu 14%, Fri 15%).



TIME OF DAY

Activity remains low in the early morning at about 2% (5:00–7:30 AM) and stays around 2–3% through mid-morning. It climbs to a clear peak of 4% in the early-to-mid afternoon (roughly 2:00–6:00 PM). Then it tapers toward the evening, down to 3% around 8:30–9:00 PM and 2% by 9:30 PM.



SUMMARY

Richmond National Battlefield Park in Virginia shows a seasonal pattern dominated by a summer high and fall lull, with spring and winter staying comparatively steady; the overall year is fairly balanced aside from the summer peak and fall dip. Visitation fluctuates within a narrow band across the year, peaking in the warmer months and dipping in fall, while remaining around mid-year levels in the other seasons. Week-to-week, use is fairly evenly distributed with a mild uplift on weekends; midweek days run about the same. Daily activity climbs from very early morning to a distinct afternoon peak before tapering toward the evening. Demographically, the park's visitors skew toward White residents, with a sizable Black or African American presence and smaller representation from other groups. The park serves a local Virginia audience with a notable regional draw from neighboring states.







NEW YORK

SARATOGA NATIONAL HISTORICAL PARK

OVERVIEW

DEVICES

3.6K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

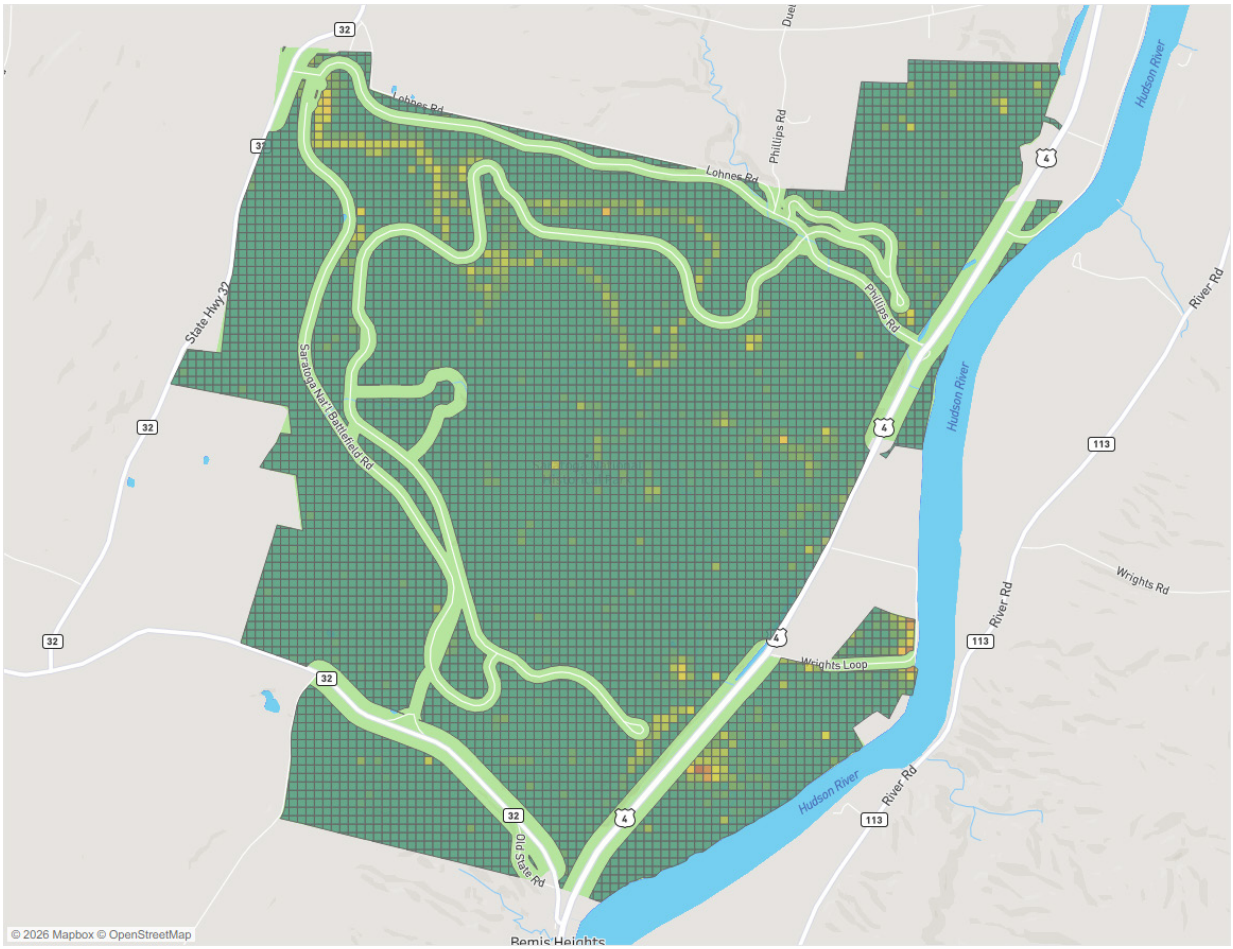
7.9K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

146.2K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

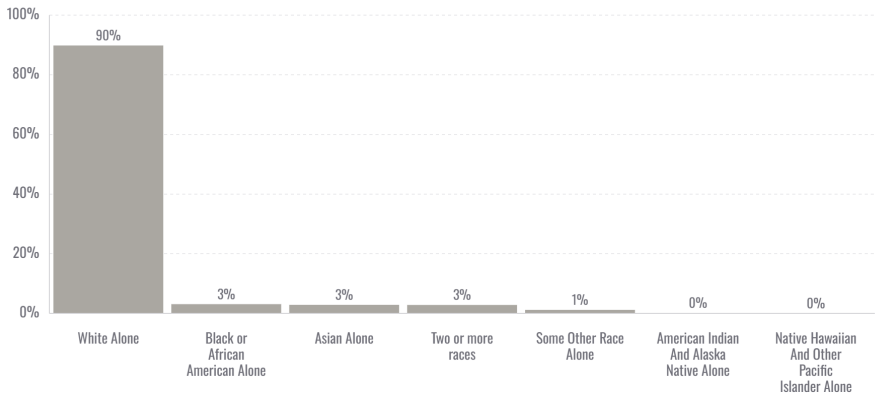


The main battlefield heatmap of device activity shows use primarily concentrated along trails surrounding the Boot Monument, with activity stemming outward from the visitor center. To preserve detail, surrounding sites are not shown in this heatmap and are instead presented in the following figures.

DEMOGRAPHICS

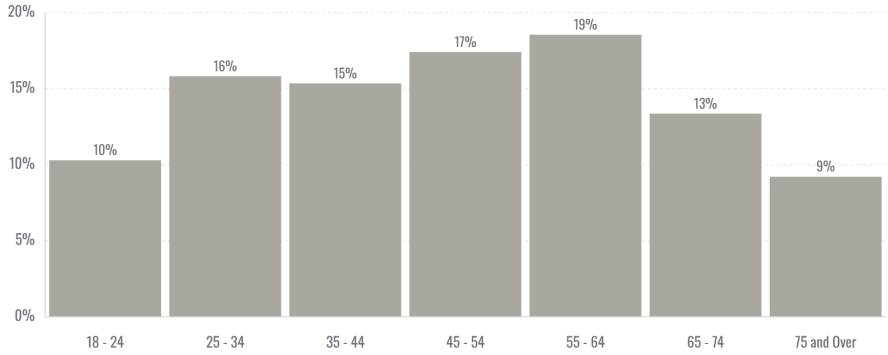
RACE

White Alone dominates the profile at 90%. The remaining groups are small: Black or African American Alone, Asian Alone, and Two or More Races each at 3%, Some Other Race Alone at 1%, and American Indian and Alaska Native Alone and Native Hawaiian and Other Pacific Islander Alone at 0%. Overall, the data show a predominantly White population with minimal representation from other racial groups.



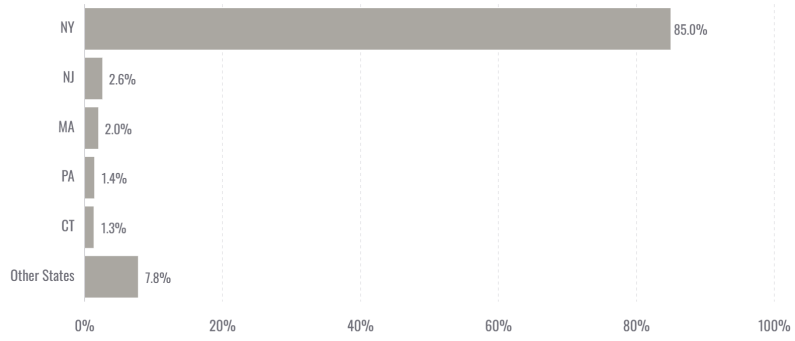
AGE

Distribution centers in the mid-life ranges, peaking at 55-64 with 19%. Younger groups are around 10-16% (18-24 at 10%, 25-34 at 16%), with 35-44 at 15% and 45-54 at 17%. After mid-age, shares decline to 13% for 65-74 and 9% for 75 and Over, showing a clear drop after the peak.



VISITOR ORIGIN

Visitation is heavily concentrated in New York, at 85.0%. Smaller shares come from New Jersey (2.6%), Massachusetts (2.0%), Pennsylvania (1.4%), and Connecticut (1.3%), with other states collectively at 7.8%. Overall, the audience is overwhelmingly NY-centric with a modest regional spillover from nearby states.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

68

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

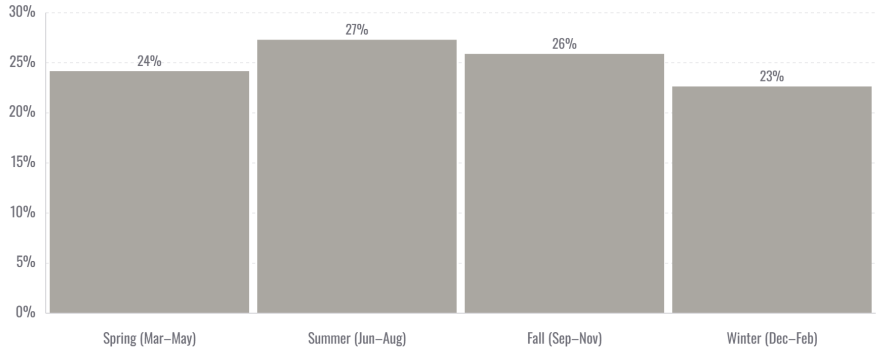
MEDIAN DWELL TIME (MIN)

53

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

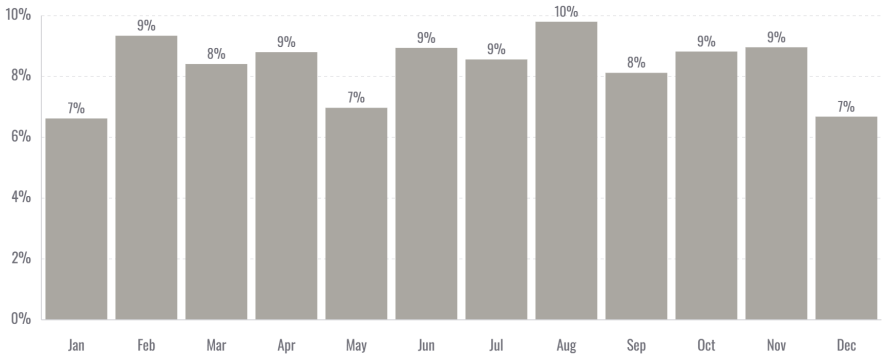
SEASON

Visitation peaks in summer at 27%, with fall close behind at 26%. Spring and winter are lower at 24% and 23%, respectively, indicating a mild seasonal pattern and a distinct summer peak followed by a gradual decline into winter.



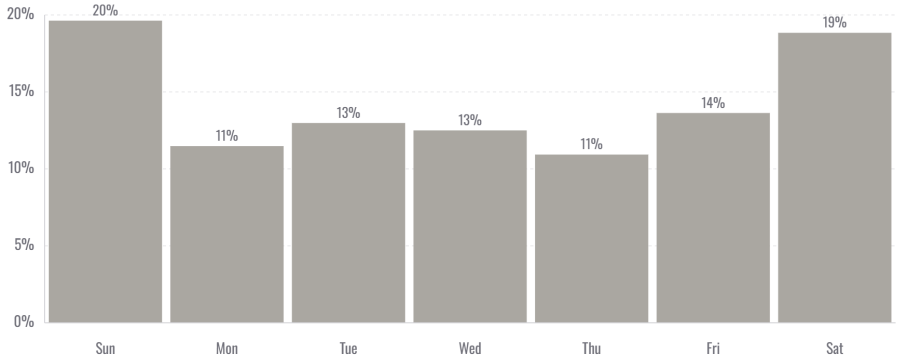
MONTH

Visitation stays within a narrow range, mostly between 7% and 9%, with August peaking at 10%. The lows are 7% in January, May, and December, while most months cluster around 8–9% (examples: Feb 9%, Apr 9%, Sep 8%, Oct 9%, Nov 9%). Overall, the data show a steady pattern with a modest uptick in late summer.



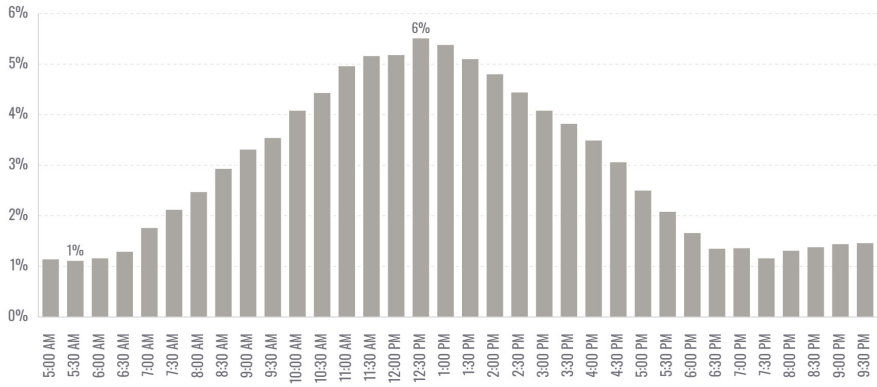
DAY OF WEEK

Visitation is clearly weekend-driven, with Sunday at 20% and Saturday at 19% representing the peak levels. Weekdays are lower and fairly clustered, ranging from 11% on Monday and Thursday to 14% on Friday, with Tuesday and Wednesday at 13%. Overall, the pattern shows a weekend peak with modest, evenly distributed weekday activity.



TIME OF DAY

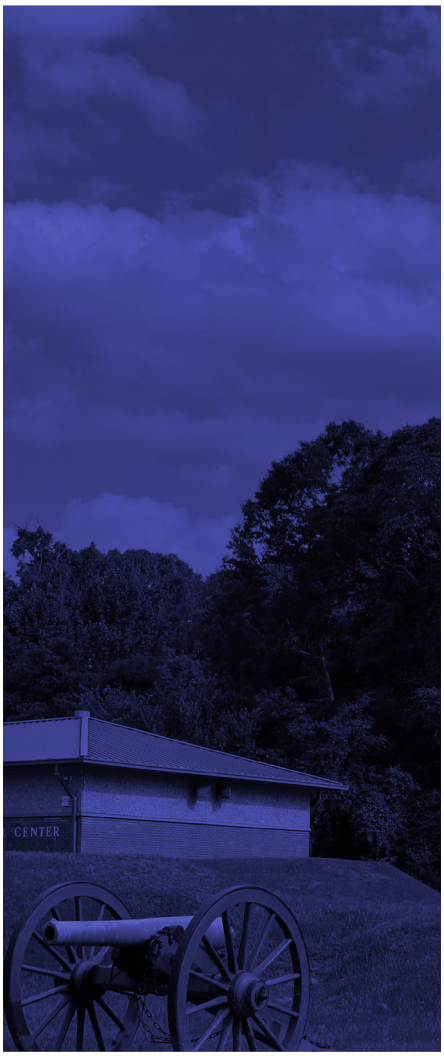
The data show a morning build from 1% (5:00–6:30 AM) to a peak of 6% at 12:30 PM. After lunch, values gradually decline to 5% by 1:00–2:00 PM, then 4% by 2:30–3:30 PM, 3% by 4:00–5:00 PM, 2% by 5:30–6:00 PM, and settle at 1% from 6:30 PM onward.



SUMMARY

Saratoga National Historical Park in New York shows a mild but clear seasonal pattern with a summer peak and a gradual decline into winter. Across the year visitation stays in a tight range with a small late-summer uptick, making late summer the standout period. Weekend visitation dominates, with Saturdays and Sundays much higher than weekdays, while weekday activity remains consistent and comparatively lower. A typical daily pattern features a morning build to a clear midday high, followed by a steady afternoon and evening decline. The visitor profile is overwhelmingly White, with very small shares of other racial groups, indicating limited demographic diversity. Overall, the park mainly serves a local and nearby audience in the New York region.







MISSISSIPPI

VICKSBURG NATIONAL MILITARY PARK

OVERVIEW

DEVICES

24.3K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

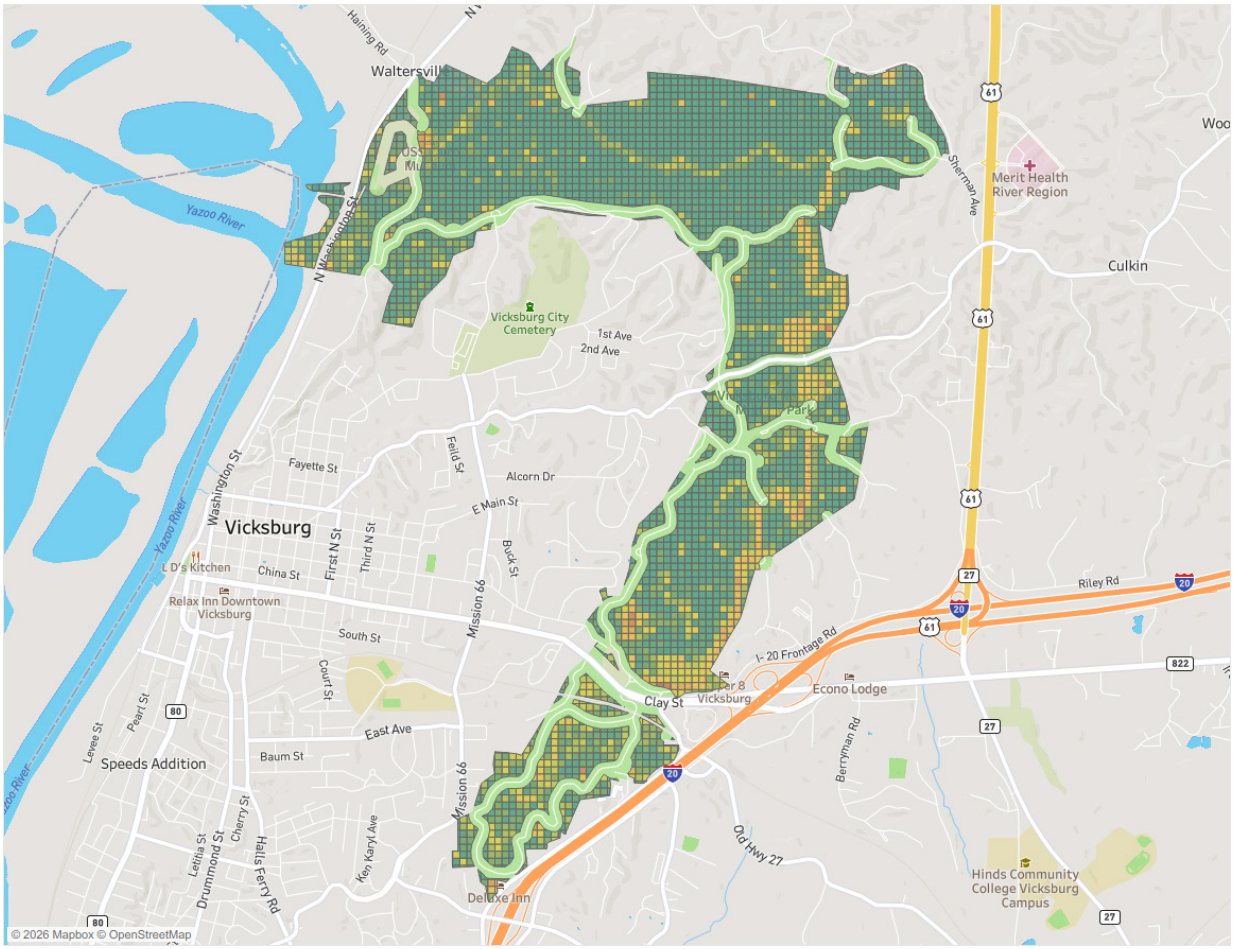
70.6K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

1.2M

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

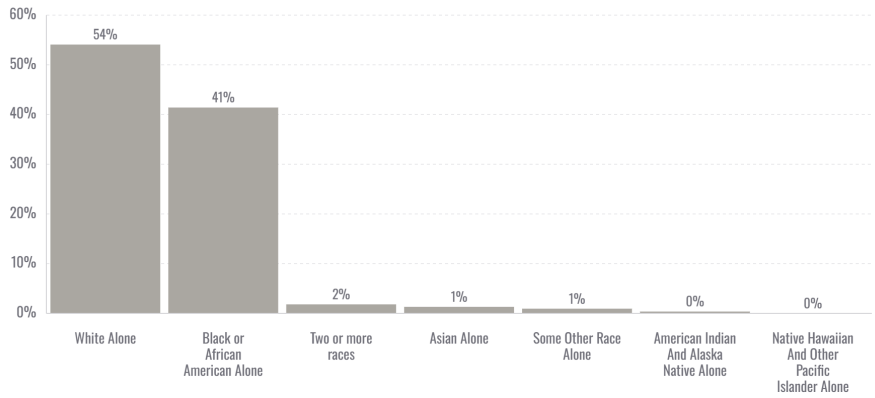


The main battlefield heatmap of device activity shows use primarily concentrated along Union Avenue near the memorials, with additional activity extending toward the USS Cairo Gunboat Museum. To preserve detail, surrounding sites are not shown in this heatmap and are instead presented in the following figures.

DEMOGRAPHICS

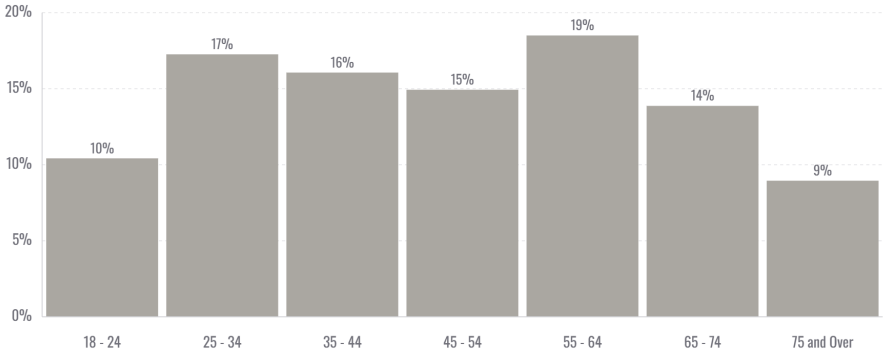
RACE

Demographics are heavily concentrated in White Alone at 54% and Black or African American Alone at 41%, together making up 95% of the distribution. The remaining groups are small: Two or more races at 2%; Asian Alone and Some Other Race Alone at 1% each; American Indian and Alaska Native Alone and Native Hawaiian and Other Pacific Islander Alone at 0%.



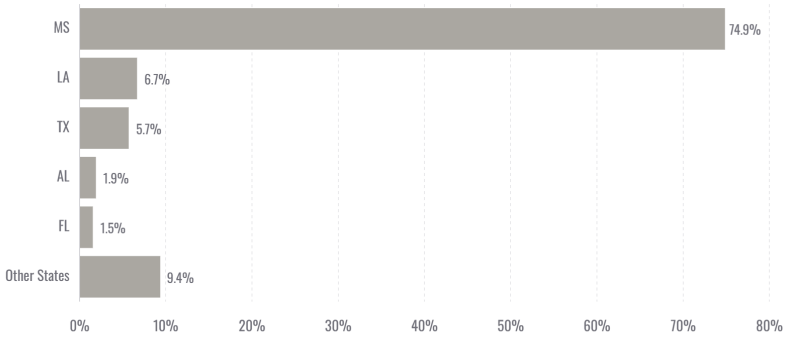
AGE

The age distribution peaks in the 55-64 group at 19%. The next largest shares are 25-34 at 17% and 35-44 at 16%, with 45-54 at 15%. The youngest (18-24) and oldest (75 and Over) groups are the smallest at 10% and 9%, respectively, indicating a midlife-heavy pattern with ends tapering off.



VISITOR ORIGIN

Mississippi dominates the distribution at 74.9%, with Florida the smallest share at 1.5%. The remaining shares are Louisiana 6.7%, Texas 5.7%, Alabama 1.9%, and Other States 9.4%, indicating a modest regional spread. Overall, the pattern is heavily Mississippi-centric with limited representation from nearby states.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

63

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

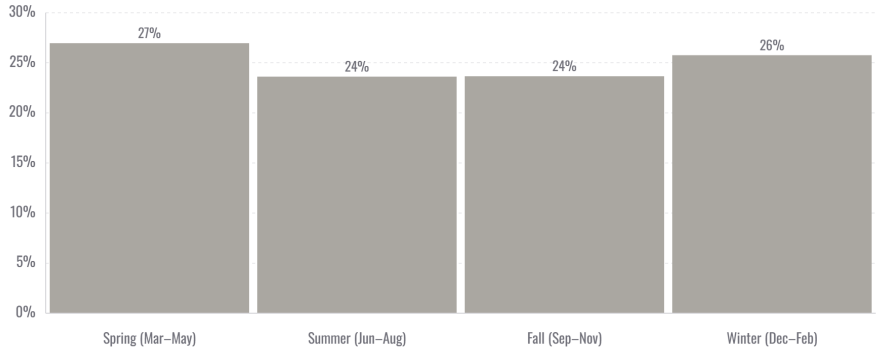
MEDIAN DWELL TIME (MIN)

51

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

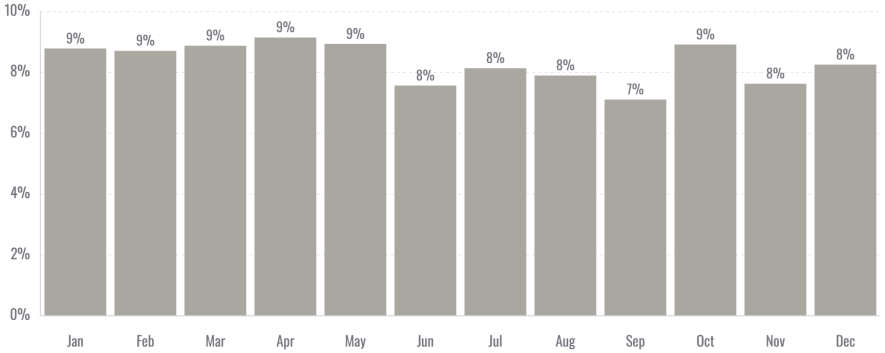
SEASON

Spring leads with 27%, the highest share. Winter follows at 26%, while Summer and Fall are both 24%, yielding a fairly even distribution across seasons with a mild spring peak.



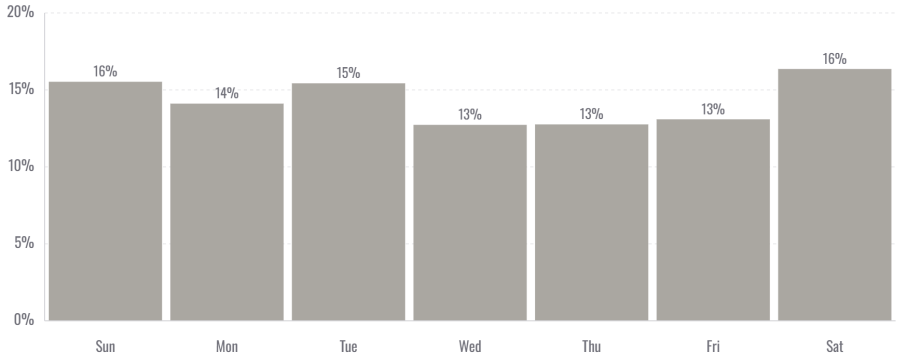
MONTH

Visitation remains fairly stable, generally around 8–9% across the year. It peaks at 9% in January–May and again in October, with a low of 7% in September. After September it settles back to 8% in November and December.



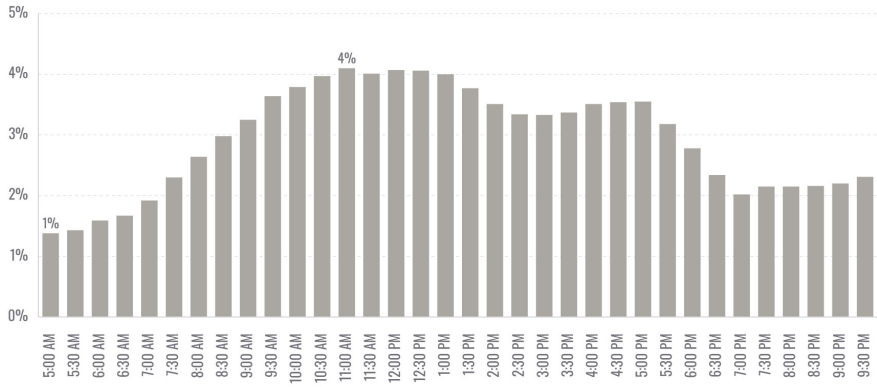
DAY OF WEEK

Visitation is fairly balanced across the week with a mild weekend peak. Saturday and Sunday both reach 16%, the highest levels, while the low is 13% on Wednesday, Thursday, and Friday. Weekdays hover narrowly between 14% and 15%, indicating a small weekend emphasis rather than a strong weekday pattern.



TIME OF DAY

The series starts at 1% (5:00–5:30 AM) and rises to 2% by 6:00–7:30 AM. It reaches a high of 4% from 9:30 AM through 2:00 PM, with another 4% level at 4:00–5:00 PM. After 5:30 PM it drops to 3% and then to 2% from 6:30 PM onward, remaining at 2% through 9:30 PM.



SUMMARY

Vicksburg National Military Park in Mississippi exhibits a mild spring peak with spring leading visitation, followed closely by winter, while summer and fall stay roughly comparable, creating a fairly even year_round pattern. Overall visitation remains steady across the year with small bumps in the early months and again in October, and a shallow dip in September before it returns to typical levels. Weekday visitation is fairly evenly distributed, with weekends drawing a modest lift, especially Saturdays and Sundays. Demographically, the visitor base is dominated by White and Black populations together, with the vast majority concentrated in these groups and very small shares of other categories. The age profile centers in midlife and older adults, led by the 55–64 range, with notable representation among 25–34 and 35–44, while younger adults and the oldest cohorts are smaller. The park primarily serves a local Mississippi audience with additional regional draw from nearby states.



MISSOURI

WILSON'S CREEK NATIONAL BATTLEFIELD

OVERVIEW

DEVICES

14.0K

The number of distinct location-enabled devices observed within the study area during a defined period, serving as a proxy for individual users.

VISITS

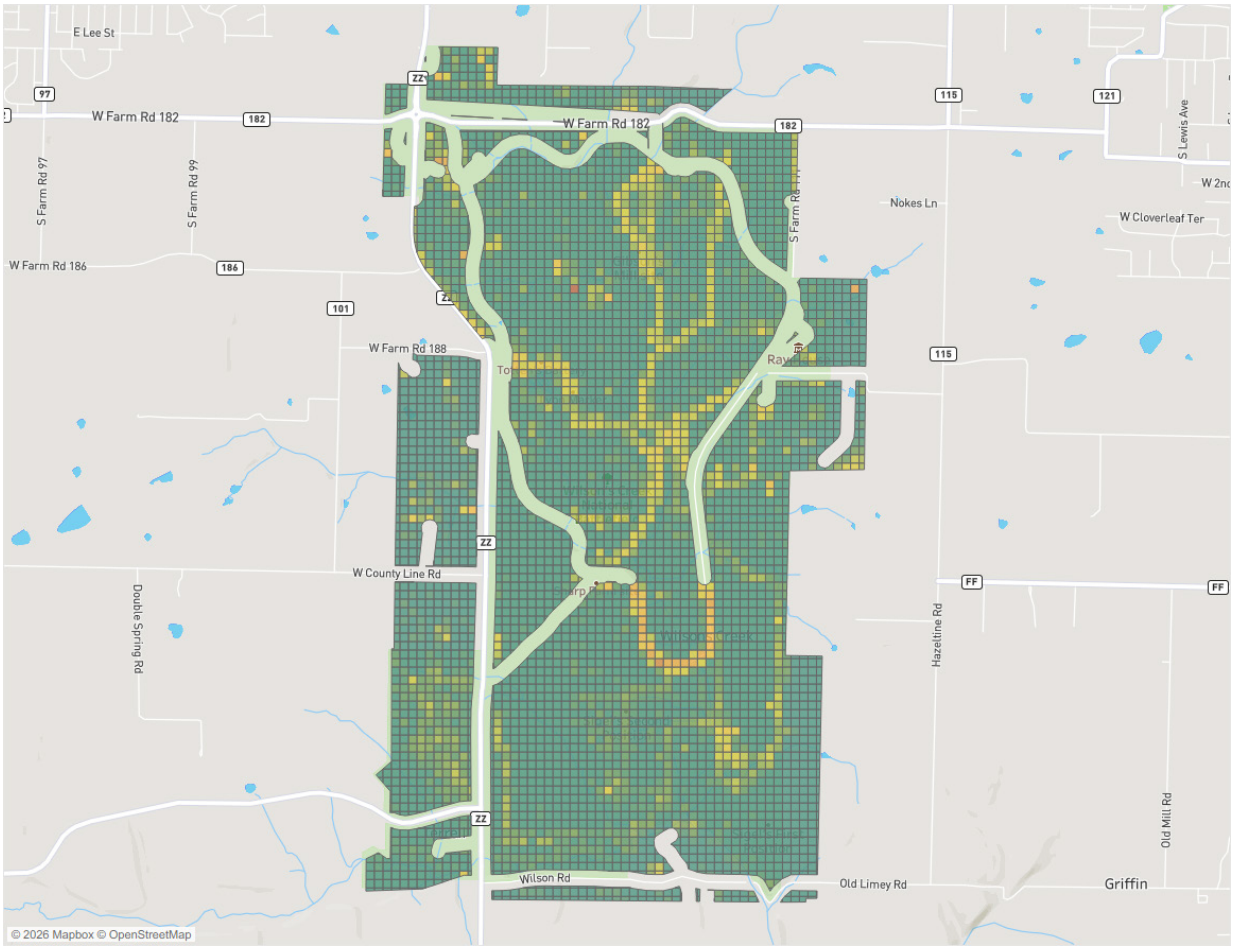
25.5K

The total number of days devices are present in the study area, capturing both the presence and duration of use across time.

OBSERVATIONS

333.4K

The total count of location 'pings' recorded from devices, each representing a timestamped geographic data point.

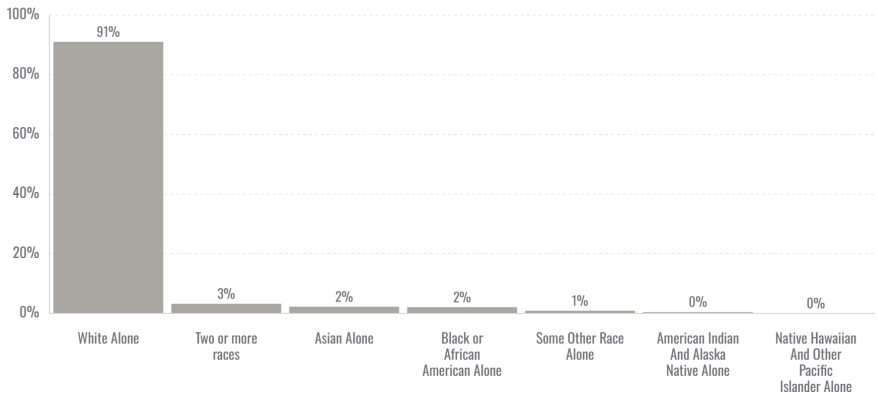


The heatmap of device activity shows use primarily concentrated near the center of the area, where Ray Cornfield Trail intersects just north of the parking lot.

DEMOGRAPHICS

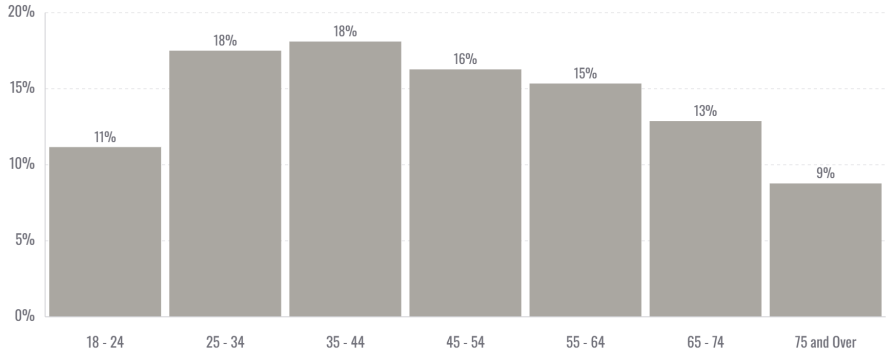
RACE

The distribution is heavily weighted toward White Alone at 91%. The remaining groups are small, with Two or More Races at 3%, Asian Alone at 2%, Black or African American Alone at 2%, Some Other Race Alone at 1%, and 0% for American Indian and Alaska Native Alone and Native Hawaiian and Other Pacific Islander Alone.



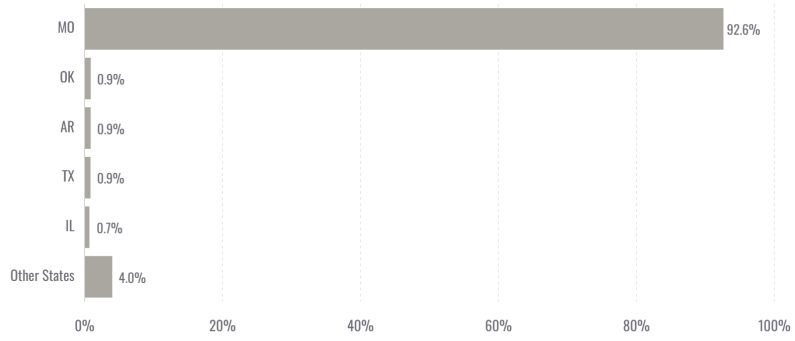
AGE

The age distribution is fairly balanced with peaks at 25–34 and 35–44, each at 18%. Shares then gradually decline through 45–54 (16%), 55–64 (15%), 65–74 (13%), and 75 and Over (9%), while 18–24 is 11%. Overall, the pattern shows a middle-age concentration with fewer visitors in the oldest groups.



VISITOR ORIGIN

Missouri dominates the distribution, comprising 92.6% of the value. The remaining share comes from a few states: Oklahoma, Arkansas, and Texas at 0.9% each; Illinois at 0.7%; and an 'Other States' category at 4.0%, for about 7.4% outside MO. Overall, the data show a MO-centric pattern with only minor regional representation.



USAGE PATTERNS

AVERAGE DWELL TIME (MIN)

67

Average dwell time (in minutes) is the estimated average duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

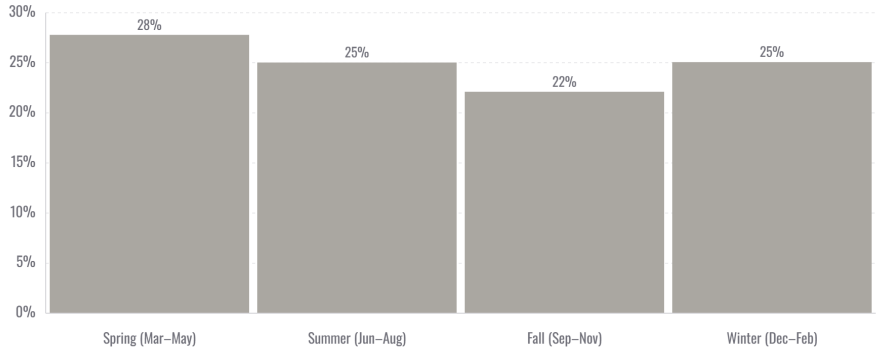
MEDIAN DWELL TIME (MIN)

58

Median dwell time (in minutes) is the estimated median duration a device spends within the study area, calculated using the time between its first and last observed GPS pings during a visit.

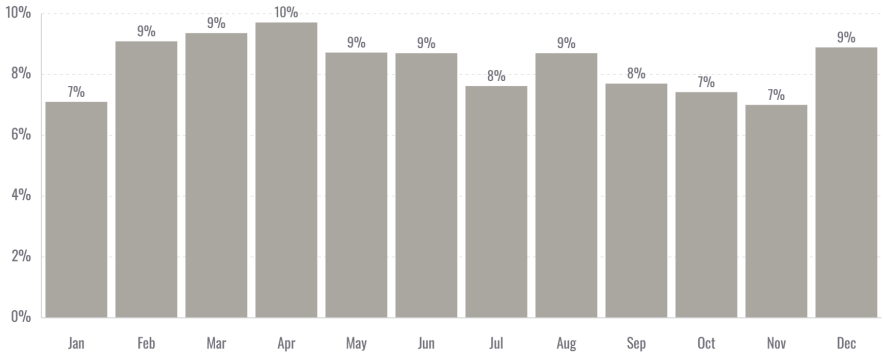
SEASON

Spring (Mar–May) is the peak at 28%, the highest share. Fall (Sep–Nov) is the lowest at 22%, while Summer (Jun–Aug) and Winter (Dec–Feb) are similar at 25% each. Overall, the data show a spring-led peak with fairly even distribution across the other seasons.



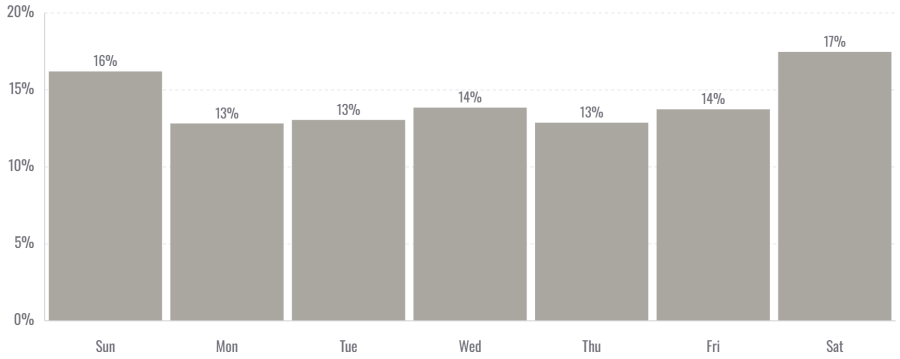
MONTH

Visitation remains modest most of the year, generally ranging from 7% to 9%. There is a brief peak at 10% in April, while the lows of 7% occur in January, October, and November. Outside the April spike, values mostly cluster around 8–9% (e.g., February, March, May, June, August, December).



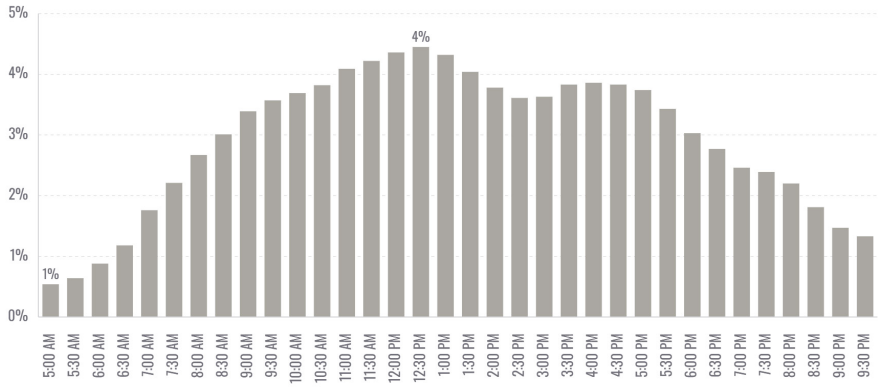
DAY OF WEEK

Visitation peaks on weekends, with Saturday at 17% and Sunday at 16%. Weekdays are lower, generally 13–14% (Mon, Tue, Thu at 13%; Wed, Fri at 14%). This indicates a weekend-heavy pattern with a modest midweek bump on Wednesday.



TIME OF DAY

The data shows a morning build from 1% in the 5:00–6:30 AM period to 2% at 7:00–7:30 AM and 3% by around 8:00–9:00 AM. It then plateaus at a peak of 4% from about 9:30 AM through 5:00 PM, before dropping to 3% in the early evening and falling to 1% by 9:00–9:30 PM.



SUMMARY

Wilson's Creek National Battlefield in Missouri shows a spring-led visitation pattern, with spring being the peak season and fall the slowest, while summer and winter maintain similar, moderate activity levels resulting in an overall fairly balanced year outside the spring peak. Year-round visitation stays modest, with a brief uptick in April and dips in January, October, and November, while most months hover around a steady modest range. The pattern is strongly weekend-driven, with Saturdays and Sundays accounting for the bulk of visits and weekdays drawing smaller shares, though there is a modest midweek bump on Wednesdays. The audience is predominantly White, with very small shares of other racial groups. Age distribution centers on middle ages, notably the 25–34 and 35–44 groups, tapering off with older age brackets. Geographically, the site serves a local and regional audience from Missouri and nearby areas.