

Currituck County Attractions Visitor Intercept Survey

Intercept Survey Methodology

RTM was retained to conduct a 2012 Intercept Survey with visitors to Currituck County Attractions. Specifically, this included testing satisfaction and visitor patterns for visitors at the following attractions:

- Currituck Beach Lighthouse
- Currituck Heritage Park
- Historic Corolla Village
- Outer Banks Center for Wildlife Education
- Whalehead Club
- Wild Horse Museum

A total of 111 surveys were completed at various attraction locations throughout Currituck County. Thus, N=111 for the total responses in this report unless otherwise noted. The quantity of intercept interviews conducted at each site follow:

Location	Percentage
Currituck Lighthouse	23.42%
Whalehead Club	22.52%
OBX Center for Wildlife Education	20.72%
Historic Corolla Village	13.51%
Wild Horse Museum	13.51%
Currituck Heritage Park	6.30%

The survey instrument (questionnaire) was written by RTM, and approved by Currituck County Department of Travel & Tourism (CCDTT). The questionnaire was printed on two sheets of 8 1/2" x 11" white paper, front and back. The interviews were conducted in person by trained intercept interviewers.

The survey contained five general questions asked to all respondents in order to ensure that the respondents matched the typical profile of all visitors to Currituck County. Next, a series of twelve specific questions tailored for each of the five primary museums and attractions was asked. Each question is stated in the following pages in numerical sequence and the findings and responses follow each question. Observations and conclusions based on the responses are included.

Currituck County Attractions Visitor Intercept Survey

Summary of Attraction Research in Currituck County						
	Whalehead Club	OBX Center for Wildlife Education	Currituck Beach Lighthouse	Wild Horse Museum	Historic Corolla Village	
Respondents:	111	111	111	111	111	
Visited:	Yes	30 (27.03%)	31 (27.93%)	70	29	43
		22 = 1 st visit 2 = 2 nd visit 5 = 2-5 visits 1 = 6+ visits *Small % of kids	21 = 1 st visit 2 = 2 nd visit 7 = 2-5 visits 1 = 6+ visits	48 = 1 st visit 7 = 2 nd visit 10 = 2-5 visits 5 = 6+ visits	21 = 1 st visit 2 = 2 nd visit 6 = 2-5 visits 0 = 6+ visits	22 = 1 st visit 3 = 2 nd visit 11 = 2-5 visits 7 = 6+ visits
	No	81 (72.97%)	80 (72.07%)	41	82	68
Why NOT visited?	Don't know what it is Not interested Cost Not kid-friendly	Don't know what it is Not interested Maybe	Visited before Climbing steps Long line Cost	Don't know what it is Not interested Maybe	Don't know what it is Not interested Maybe	
If visited, Info Source:	Prior Knowledge Drive by Family/Friends CCDTT	Drive by Prior knowledge Family/Friends CCDTT	Prior knowledge Drive by Family/Friends Brochures CCDTT	Prior knowledge Brochures Drive by Family/Friends	Prior knowledge Family/Friends Drive by Brochures Signage CCDTT	
Planning to Visit?						
Quantity	81	80	41	82	68	
Yes	46 = 56.60%	45 = 56.00%	22 = 53.57%	45 = 54.55%	42 = 61.36%	
No	36 = 43.40%	35 = 44.00%	19 = 46.43%	37 = 45.45%	26 = 38.64%	
Met Expectations:	100.00%	100.00%	100.00%	88.46%	96.67%	
Satisfaction Rating:	4.55	4.47	4.70	3.97	4.45	
Admission Good Value?	96.30%	N/A = free	93.65%	N/A = free	N/A = free	
Recommend to Others?	100.00%	100.00%	100.00%	89.29%	94.59%	
Likes:	History, Architecture, Scenic setting	Animals, Aquarium Appeal to kids Movie	View, History, Climb, Beautiful, Unique	Childrens' Activities, "Cause" for horses, History	Quaint/Cute, Historic, Bookstore, Shops, Authentic	
Dislikes:	More interpretation		Steps, Crowded, Cost, Heights	More like a gift shop than a museum	Nothing	
Name Match Experience?	75.68%					
Enhancements Recommended:	Tag-Line for name, physical access	Outside "lure"	Cash only payment is problematic, something to do other than just wait	Make it more about the Wild Horses, Coordinate with horse tours, etc.	Maps/signage, "You are here" kiosks, Parking, Restrooms	

Currituck County Attractions Visitor Intercept Survey

Summary of Attractions Intercept Survey Results

Profile of Survey Respondents – Matches Overall Visitor Profile:

- Respondents in this Attraction Survey were screened to ensure they matched the overall typical visitor profile for Currituck County. Respondents had the same first time vs. repeat visit patterns, were primarily from the Mid-Atlantic States, had the same age, as well as male/female patterns, and the majority were vacationing in Currituck County, while a smaller percentage were vacationing elsewhere in the Outer Banks.

Overview of Attraction Intercept Interview Findings:

- Out of the five specific attractions tested, more respondents chose to visit Currituck Beach Lighthouse than any other attraction.
- Slightly over 50% of those surveyed planned to visit all five attractions; however, the Historic Corolla Village had more intentions (61.36%) to visit.
- Those who came to the five primary Currituck Co. attractions said the attractions met expectations. The lowest “experience compared to expectation” rating was for those who visited the Wild Horse Museum which garnered a 3.97 satisfaction score on a 1 – 5 scale where 1 equals low and 5 equals high. All of the rest scored well over 4.20, a score RTM deems to be an “A.”
- When asked which attractions respondents would recommend to others, the Whalehead Club, Outer Banks Center for Wildlife Education and Currituck Beach Lighthouse would be enthusiastically recommended (all received a 100% rating when asked if respondents would recommend to others). Historic Corolla Village would be recommended by 96.67% of the visiting public, and only 88.46% would recommend the Wild Horse Museum.
- The most dramatic improvement was seen for the Whalehead Club for which the team noted much improved satisfaction ratings compared to previous visitor surveys.

Whalehead Club:

- The name is definitely a confusing factor for visitors. Close to a quarter (24.32%) felt the name did not match their expectations. Several thought it was a bar or an exhibit on whales. This emerged as the number one issue for Whalehead Club in 2012. One-third (36 out of 111) of those surveyed had no plans to visit Whalehead Club. Close to one-third had no knowledge of the attraction.
- While the name is problematic, satisfaction scores in 2012 were much improved from previous visitor surveys and intercept interviews conducted by RTM. A 4.55 score (on a scale of 1 – 5 where 1 equals low and 5 equals high) equal to a good, solid “A” rating was given to Whalehead Club. RTM noted that repeat visitors seem to give a higher satisfaction rating with 2012 visits compared to prior visits.
- RTM is thrilled to see the improved satisfaction among visitors. RTM’s recommended next steps for this attraction include adding a tag-line or other interpretation of the experience both in signage at the site and in marketing materials to help overcome the confusion caused by the name.
- The other issues that emerged in this study were physical access, a need for an elevator to help those unable to climb stairs, and more interpretation.

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Outer Banks Center for Wildlife Education:

- Close to three-quarters of those surveyed (80 out of 111) did not visit Outer Banks Center for Wildlife Education during this trip to Currituck County. The most frequently given reason for not visiting is they did not know what it is. There does seem to be some issue with the name, indicating that it does not fully depict the experience offered. After conducting the study, RTM feels the word “Education” in the name may perhaps be problematic.
- Those that did visit liked the animals, the aquarium, the appeal to kids, and the movie best.
- The Outer Banks Center for Wildlife Education earned a very solid 4.47 or “A” satisfaction rating.
- After reviewing the data and examining the site, RTM feels more initial interpretation needs to be featured on the exterior of the building in order to lure more visitors into the attraction.

Currituck Beach Lighthouse:

- The Currituck Beach Lighthouse was rated at 4.70, the highest rating of any tested.
- More than 6 in 10 who visited Currituck County came to Currituck Beach Lighthouse (63.06%). Of those who chose not to, many cited they had been before or the climbing of the steps was an issue.
- Several suggestions were made to enhance the visitor experience. It was mentioned that it would be nice if Currituck Beach Lighthouse would take credit/debit cards; it was felt the \$7 entrance fee was “difficult to come up with in cash.” The one suggestion that jumped out was “only visited (the) grounds, wait was one hour to walk up.” This should be addressed by management. Perhaps something could be added that provided interpretation while visitors are waiting to enter.

Wild Horse Museum:

- Almost three quarters (73.87%) of those surveyed did not visit Wild Horse Museum. Close to 1/2 of the respondents mentioned they had no knowledge of the attraction.
- Family-friendliness seemed to make this attraction a positive for parents. “Activities for children” and “care about horses” were frequently given as reasons to visit Wild Horse Museum.
- The 3.97 rating for Wild Horse Museum was adequate; however, RTM would like to see a score of 4.20 or higher in the future. That would ensure a solid “A” average to the attraction. The primary reason for the lower rating was the lack of actual wild horses, or specific information about them at the museum.
- RTM recommends this museum consider having a more extensive interpretive exhibit on the wild horses. Perhaps having photos of the actual wild horses, or their family groups, would be good. Also, having more connectivity to other wild horse products, such as the tours is recommended.

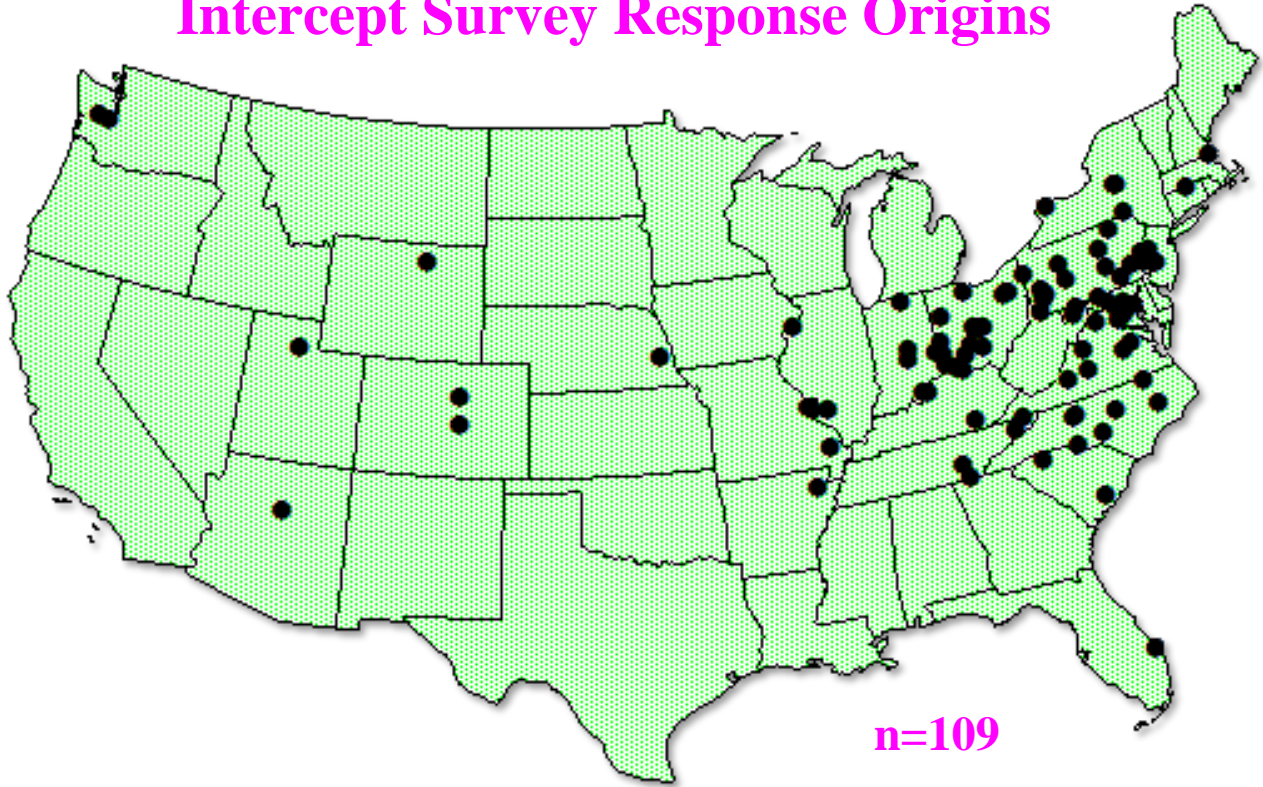
Historic Corolla Village:

- The average rating for Historic Corolla Village was 4.45, an excellent mark. What most visitors liked the most was the quaint/cute/charming village setting, along with the shops and activities.
- Fifty percent (50%) of respondents had visited Historic Corolla Village prior to this trip.
- Many felt having maps on hand would improve the visitor experience. Many also mentioned signage or “you are here kiosks” would be beneficial.

Currituck County Attractions Visitor Intercept Survey

1.a. *What is your home zip code?*

**Currituck – Outer Banks, NC
Intercept Survey Response Origins**



Currituck County Attractions Visitor Intercept Survey

Pennsylvania - 20 (18.35%)	Staunton	Knightsville
Arcola	Woodbridge	Moore (2)
Barnesboro	North Carolina - 8 (7.34%)	Missouri - 3 (2.75%)
Bethlehem	Chocowinity	Advance
Brockway	Clemmons	Chesterfield
Gibsonia	Milwaukee	Saint Louis
Homestead	Monroe	Colorado - 2 (1.83%)
Library	Raleigh	Colorado Springs
Liverpool	Southern Pines	Denver
Oreland	Winston Salem (2)	Illinois - 2 (1.83%)
Pittsburgh	Maryland - 8 (7.34%)	Fayetteville
Reading	Annapolis	Rock Island
Sharpsville	Columbia	Washington - 2 (1.83%)
Trafford (2)	Cumberland (2)	Fort Lewis
Upper Black Eddy	Frederick	Harstine
Waynesburg	Gaithersburg	Arizona - 2 (1.83%)
Williamsport	Hagerstown	Flagstaff
Wyalusing	Rockville	Goodyear
York (2)	Indiana - 6 (5.50%)	Connecticut - 1 (0.92%)
Ohio - 17 (15.60%)	Billingsville	Somers
Canton	Castleton	Wyoming - 1 (0.92%)
Chillicothe	Foraker	Buffalo
Columbus (2)	Greenwood	Texas - 1 (0.92%)
Dublin	New Albany	Killeen
Fremont	Noblesville	Arkansas - 1 (0.92%)
Hamilton (2)	Kentucky - 6 (5.50%)	Jonesboro
Louisville	Augusta (2)	Utah - 1 (0.92%)
Lynchburg	California	Farmington
Massillon	Corbin	California - 1 (0.92%)
Pataskala (2)	Francisville	Laguna Beach
Reynoldsburg	Louisville	New Jersey - 1 (0.92%)
Spencerville	Tennessee - 5 (4.59%)	Bridgeboro
Washington Court House	Bristol	West Virginia - 1 (0.92%)
West Manchester	Chuckey	Keyser
Virginia - 9 (8.26%)	Cleveland (2)	Nevada - 1 (0.92%)
Alexandria	Dayton	Reno
Arlington	New York - 4 (3.67%)	Massachusetts - 1 (0.92%)
Aylett	Barbourville	Boxford
Front Royal	Clinton	Florida - 1 (0.92%)
Glen Allen	Gasport	Jensen Beach
Lynchburg	Utica	Nebraska - 1 (0.92%)
Salem	South Carolina - 3 (2.75%)	Ashland

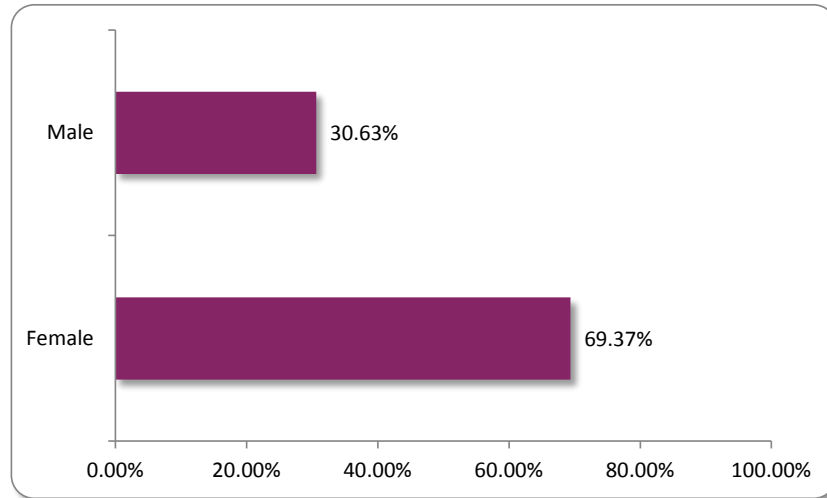
This question was asked to ensure that those being surveyed in this Attraction Visitor Survey matched the overall visitor profile of visitors to Currituck County.

Pennsylvania (18.35%) residents were the most often cited for this survey; followed by Ohio (15.60%), Virginia (8.26%) and North Carolina residents (7.34%). These Mid-Atlantic States consistently comprise the most prominent points of origin for visitors to Currituck County.

Currituck County Attractions Visitor Intercept Survey

1.b. Gender?

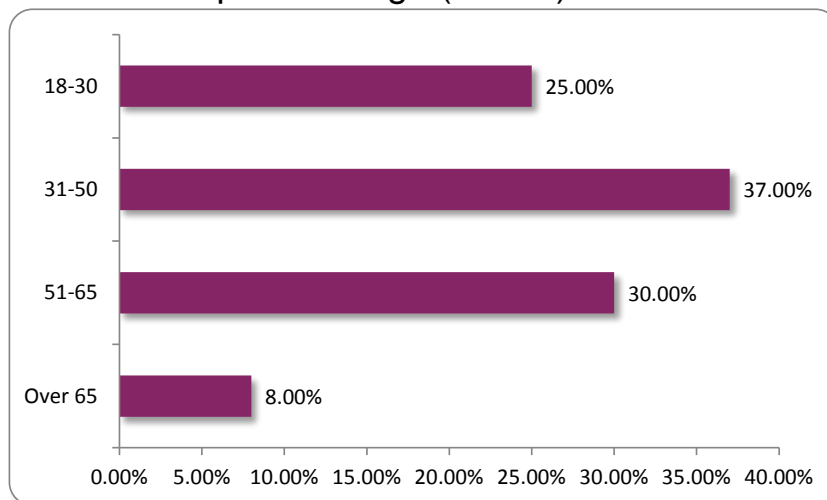
Gender of Respondents (n=111)



About 7 in 10 (69.37%) respondents were female while 3 out of 10 respondents (30.63%) were male. Typically RTM finds more female trip planning decision-makers than male, and this matches the typical decision maker pattern for Currituck County.

1.c. Approximate age of respondent?

Respondent Age (n=100)

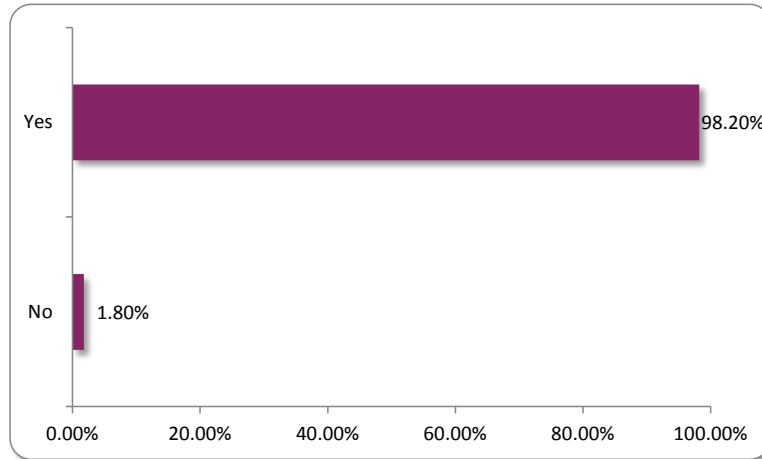


The bulk of the age groups submitting to the survey were 31-50 year-olds (37%), and a healthy 30% were 51 to 65 year olds. Again, this matches the overall visitor profile documented for Currituck County.

Currituck County Attractions Visitor Intercept Survey

2. Are you overnighing at the Outer Banks?

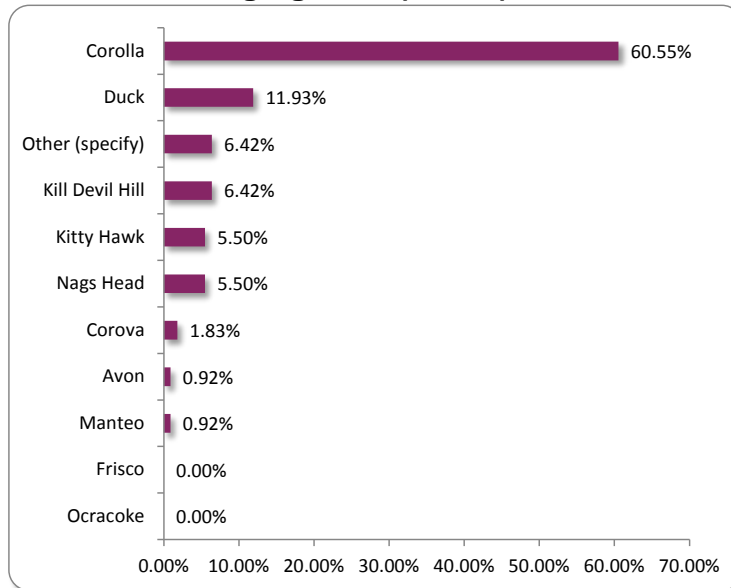
Respondents Overnighing (n=111)



Only 1.8% mentioned they were not planning to spend the night in the county.

2.a. If yes, which area?

Lodging Area (n=109)



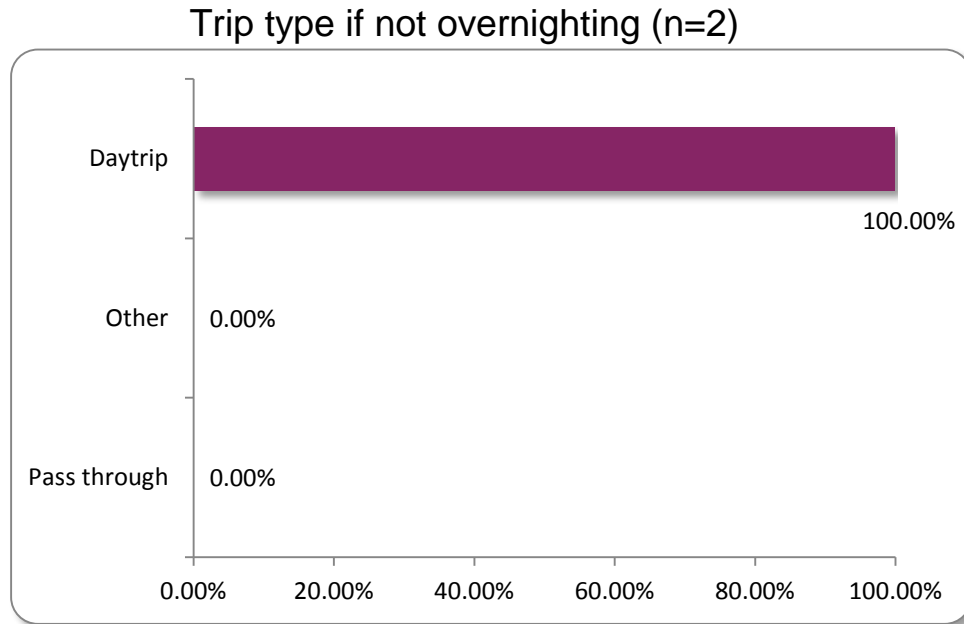
Listed as "other" area:

- Rodanthe (4)
- Pine Island
- Southern Shores
- Waves

The significant majority (60.55%) of respondents were overnighing in the Corolla area. Duck was the next most prominent (11.93%) followed by other Outer Banks locations.

Currituck County Attractions Visitor Intercept Survey

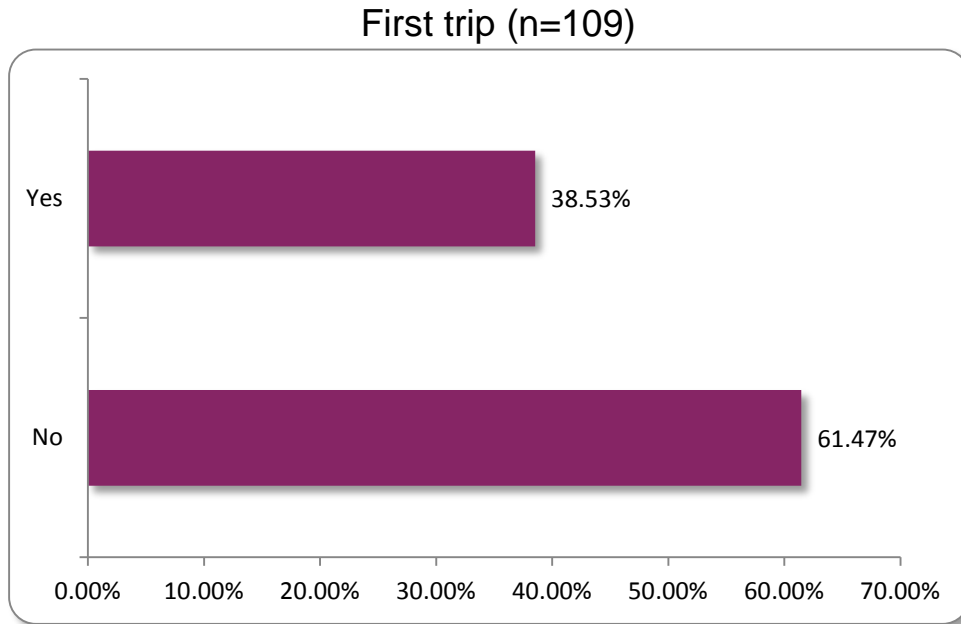
2.b. If NO, was this a daytrip, pass through or other type of trip?



Of the less than 2% who did not overnight, all were daytrippers.

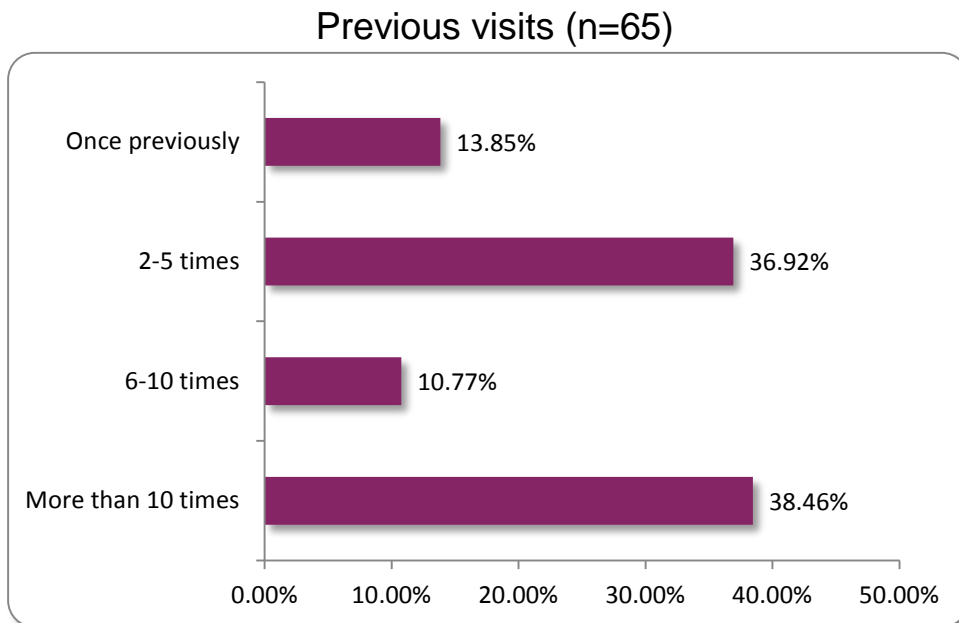
Currituck County Attractions Visitor Intercept Survey

3. *Is this your first trip to Currituck Outer Banks?*



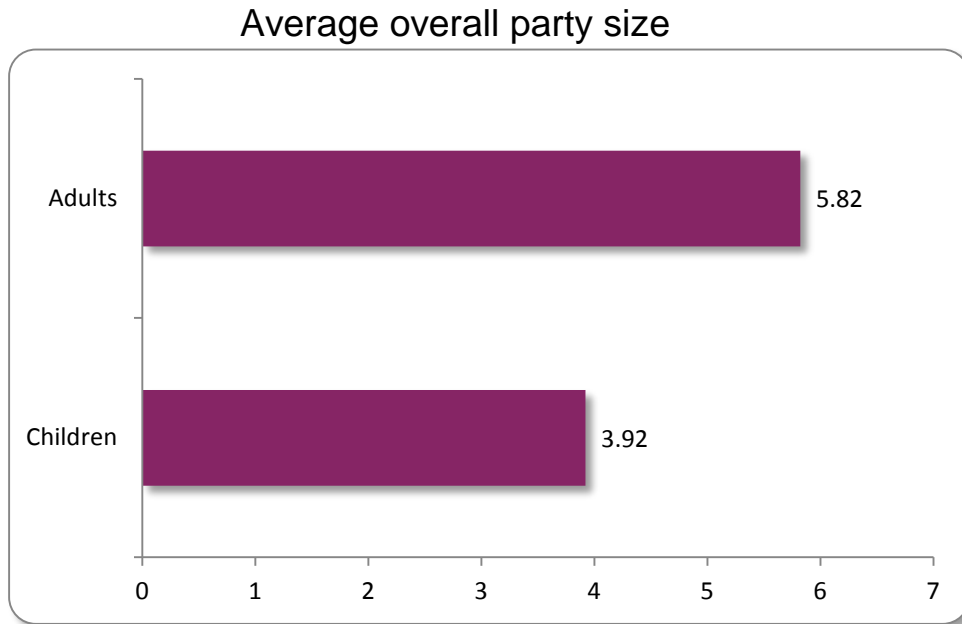
Repeat visitors comprised nearly two-thirds of all respondents in this Attractions Survey. Repeat visitors were specifically targeted, as well as first-time visitors, in order to achieve both a typical visitor pattern and to document opinions of knowledgeable visitors to the area.

3.a. *If NO, how many times have you visited Currituck Outer Banks before this trip?*



Currituck County Attractions Visitor Intercept Survey

Average overall party size (compiled from all attraction surveys):



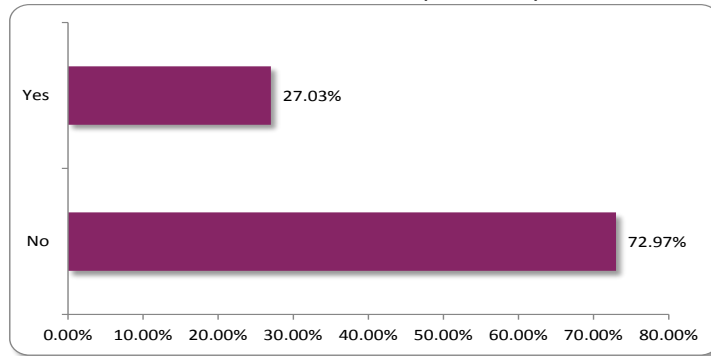
Respondents in this survey were typically vacationing with multiple families, again matching the typical visitor profile for Currituck County.

Currituck County Attractions Visitor Intercept Survey

Whalehead Club

1. **Did you visit the Whalehead Club during this trip to the Currituck Outer Banks area?**

Visited Attraction (n=111)

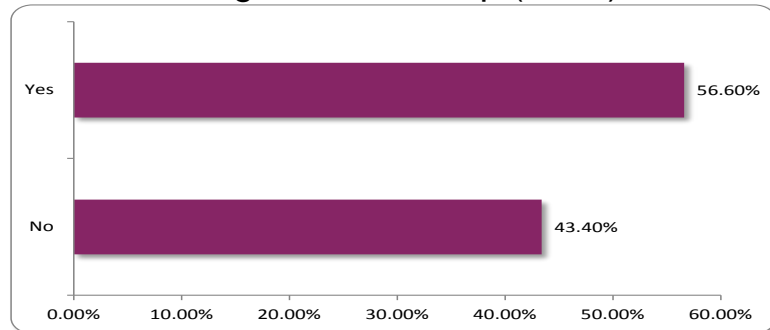


1.b. **If no, why?** (specify)

- Don't know what it is / Not familiar with it (25)
- Visited before (5)
- Not interested (4)
- Just got here (2)
- Maybe - what is it? (2)
- Maybe (2)
- Not yet (2)
- Cost of admission too high
- Family agenda
- Is it open?
- No reason
- Not kid friendly and we have a 4 year old
- Planned to visit but when we arrived it was closed
- Time / schedule
- Unsure
- What is it? Is that the big yellow home?
- What is that? The pirate place?

1.c. **If no, are you planning to visit the Whalehead Club during this trip?**

Planning to visit this trip (n=81)

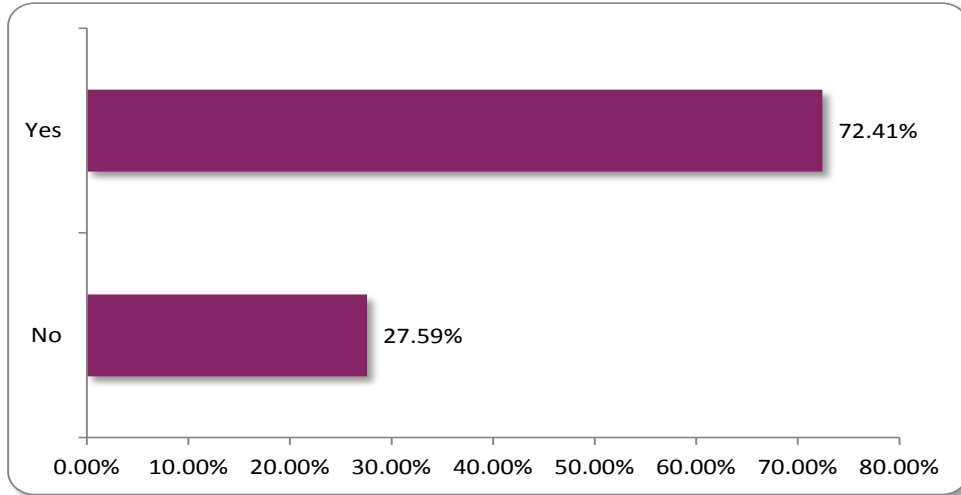


Currituck County Attractions Visitor Intercept Survey

Whalehead Club

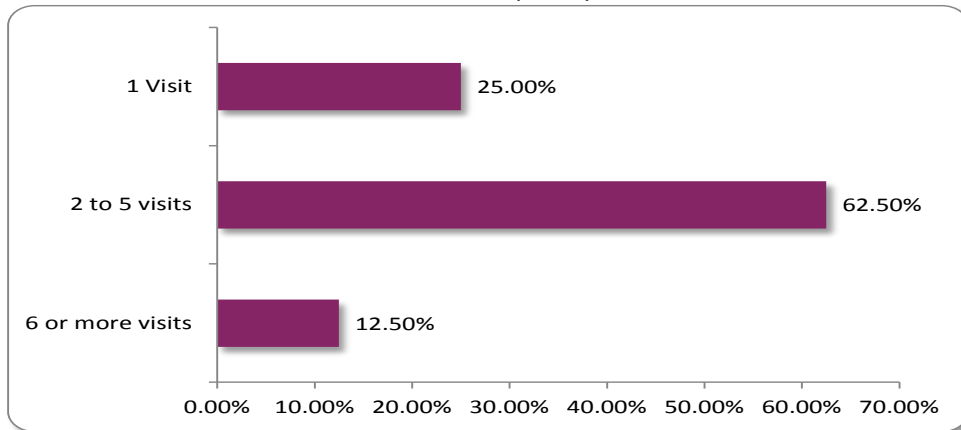
2. *Is this your first time visiting this attraction?*

First visit (n=30)



2.a. *If no, how many prior visits?*

Prior visits (n=8)

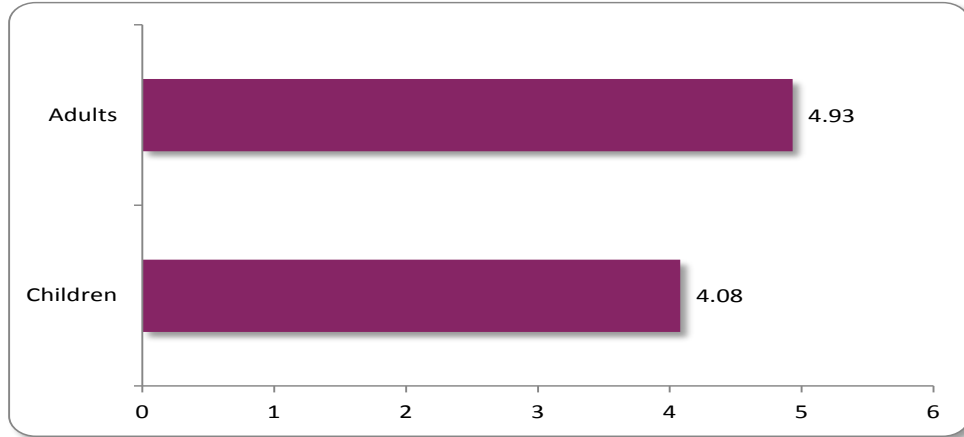


Currituck County Attractions Visitor Intercept Survey

Whalehead Club

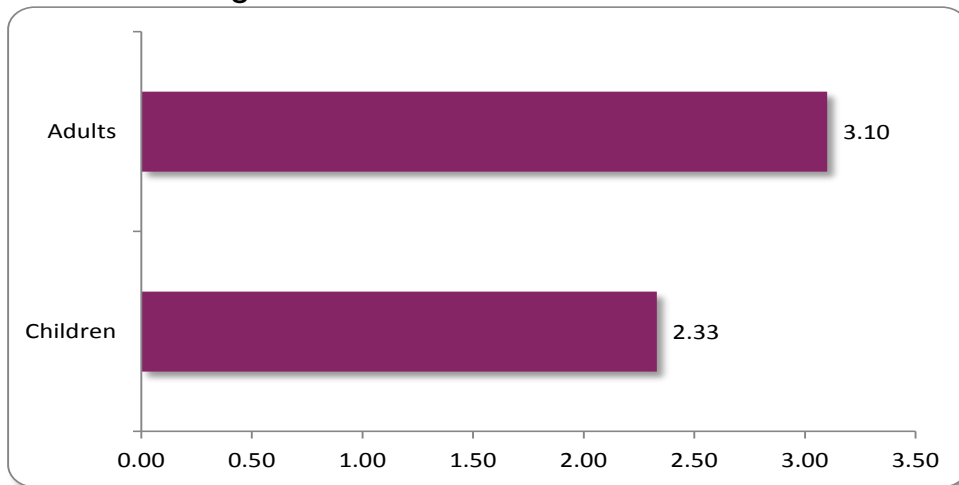
3. How many people are in your travel party?

Average number in travel party



4. How many people in your party visited this attraction?

Average number that visited attraction



Of the five attractions studied in this survey, the Whalehead Club was visited by the smallest percentage of children per travel party.

Currituck County Attractions Visitor Intercept Survey

Whalehead Club

5. How did you hear/learn about this attraction?

- **Prior knowledge (8)**
- **Drove by / just found / saw it (4)**
- **Family / friend (4)**
- **Visitors guide (4)**
- **Visitors center (3)**
- **Brochure (2)**
- **Magazine (2)**
- Internet
- Jockey's Ridge
- Rental house had information
- Word of mouth

6. What did you like about this attraction?

- **History / historic (13)**
- **Everything (5)**
- **Restoration (4)**
- **Architecture (3)**
- **Pretty / beautiful (3)**
- **Self - guided tour (3)**
- **Landscape / grounds (2)**
- Decorations, Tiffany Lamps
- Elegance
- Ghost tour
- Library
- Philadelphia connection
- Seeing how it was, old, safe, cork floors, kitchen
- Structure

7. What did you dislike, if anything, about this attraction?

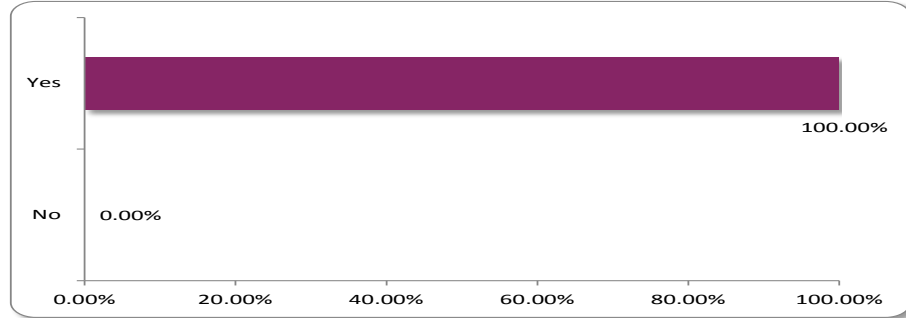
- **Nothing (15)**
- Closed areas - 3rd floor
- Couldn't take pictures
- Expense
- Hard to find picnic area, handrail not user friendly
- I loved it and I'm all choked up
- Not "child" friendly
- Odd colors
- Would like tourist guide

Currituck County Attractions Visitor Intercept Survey

Whalehead Club

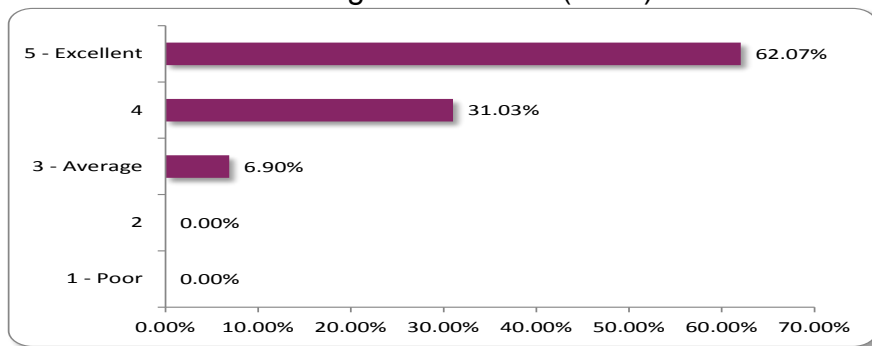
8. *Did this attraction meet your expectations?*

Meet expectations (n=29)



9. *Overall, how would you rate the attraction/historic site on a 5 point scale (where 5 is Excellent, 3 is Average, and 1 is Poor)?*

Overall rating for attraction (n=29)



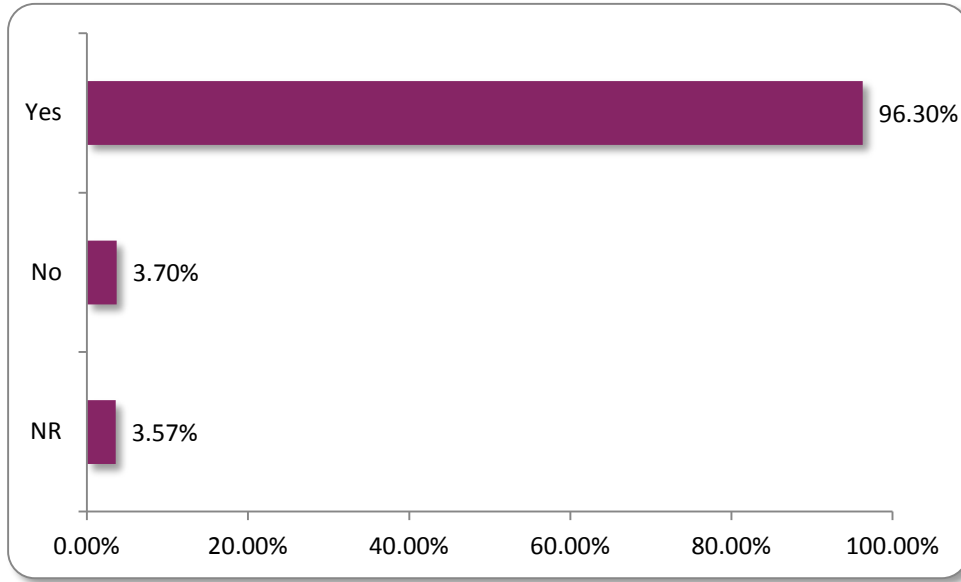
Average rating for the Whalehead Club: 4.55

Currituck County Attractions Visitor Intercept Survey

Whalehead Club

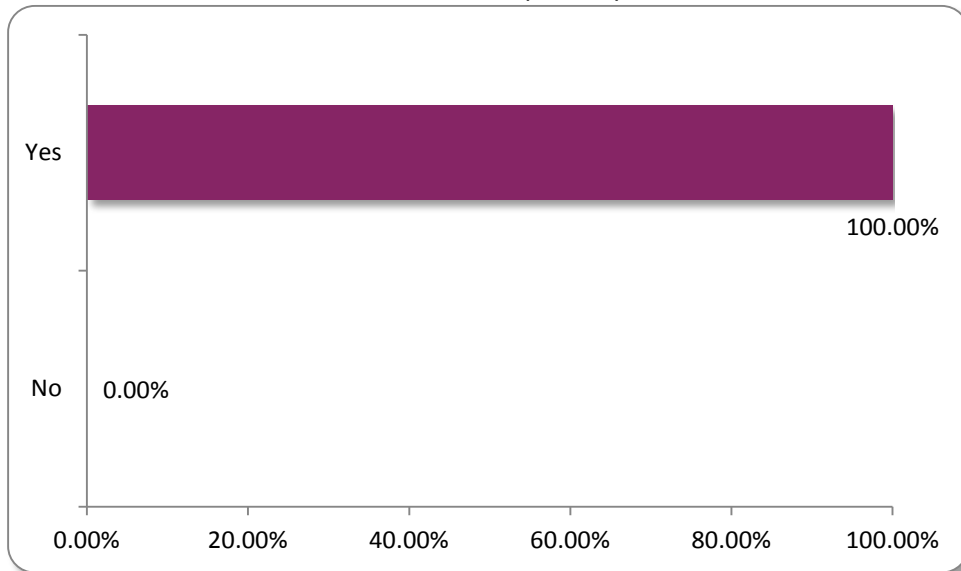
10. *Did you feel the admission price was a good value?*

Admission price good value (n=27)



11. *Would you recommend this attraction to friends and family / others?*

Recommend (n=28)



Currituck County Attractions Visitor Intercept Survey

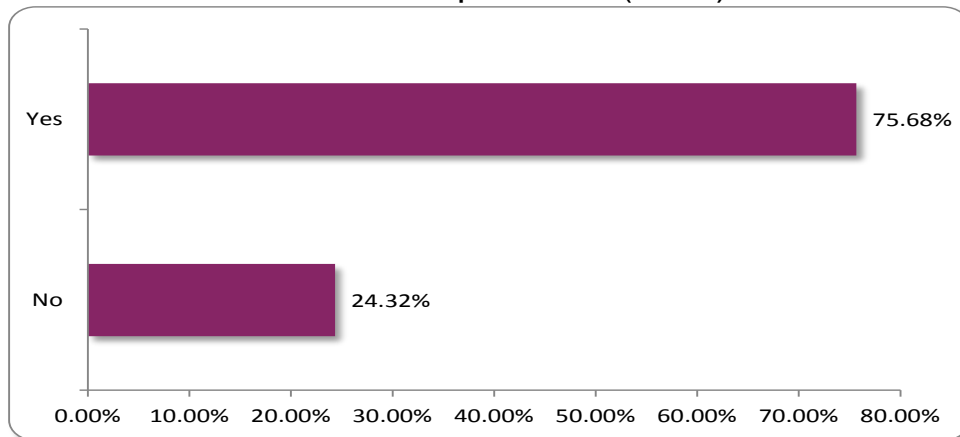
Whalehead Club

12. Is there anything this attraction could do to enhance your visitor experience?

- **No (7)**
- Need to use M. Austin's stories for tour
- Another restroom
- Easier access upstairs for elderly
- More antiques and glassware
- More available picnic areas
- More personal narratives
- No, people were very friendly and helpful
- Not enough parking
- See more of the house
- Would like to go to 3rd floor
- Suggested giving a ticket to park. Old people can't walk far with a picnic lunch. They visited only because they were told about it at the Visitors Center, and would not have visited otherwise.

13. Does the name match the expectation for the attraction?

Name match expectation (n=37)



13.a. If no, specify why.

- Thought it was a bar (2)
- Thought it was about whales / whaleheads (2)
- Country Club
- Name is misleading, I know about it now though
- Wouldn't know what it was

Currituck County Attractions Visitor Intercept Survey

Whalehead Club

14. *What would you expect to find, see, experience at this attraction?*

- Exhibit of whales / whales (8)
- Country Club / private club (4)
- Resort (3)
- Club / bar for drinking and dancing (2)
- Fish / fishing (2)
- Golf Club (2)
- No idea what would be expected (2)
- Restaurant (2)
- Hunting Lodge
- Pirates
- Spa
- Yacht Club

Close to a quarter (24.32%) felt the attraction name did not match the expectation of the attraction. Several thought it was a bar or an exhibit concerning whales.

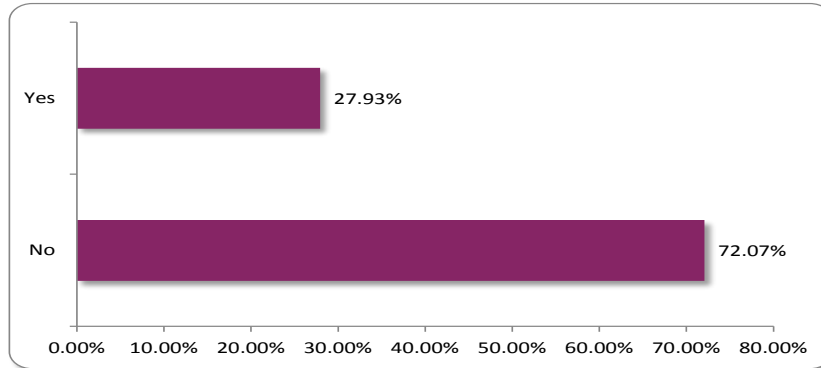
Perhaps adding a tagline besides the park name would help explain what the attraction is.

Currituck County Attractions Visitor Intercept Survey

OBX Center for Wildlife Education

1. **Did you visit the Outer Banks Center for Wildlife Education during this trip to the Currituck Outer Banks area?**

Visited Attraction (n=111)

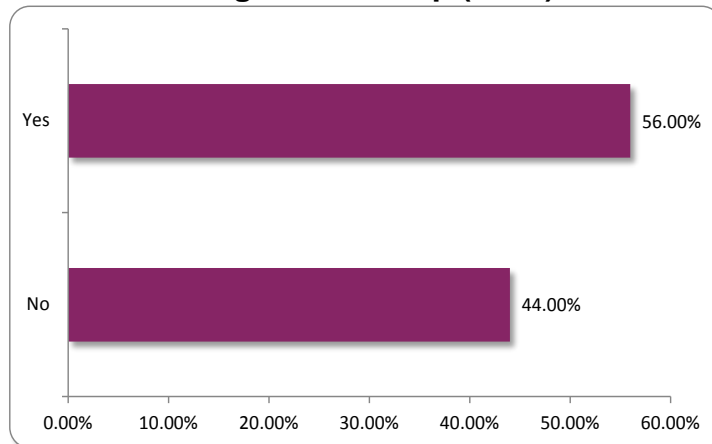


- 1.b. **If no, why?** (specify)

- Don't know about it (10)
- Maybe (5)
- No interest (5)
- Just arrived (3)
- Not enough time (3)
- Don't like - takes away from history of area, needs to be moved (2)
- Not yet (2)
- Visited before (2)
- Closed Sunday
- No reason
- Update does not correlate with what is found in the area

- 1.c. **If no, are you planning to visit the OBX Center for Wildlife Education during this trip?**

Planning visit this trip (n=80)

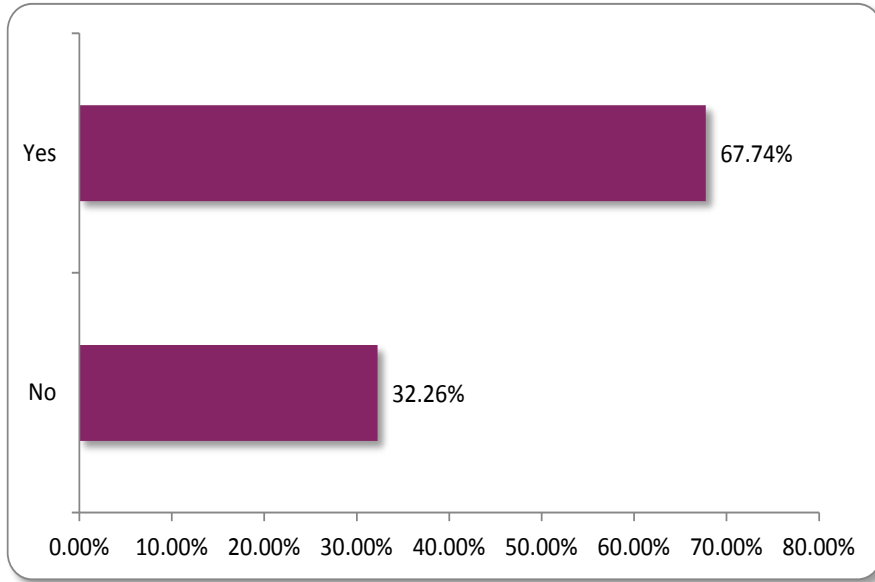


Currituck County Attractions Visitor Intercept Survey

OBX Center for Wildlife Education

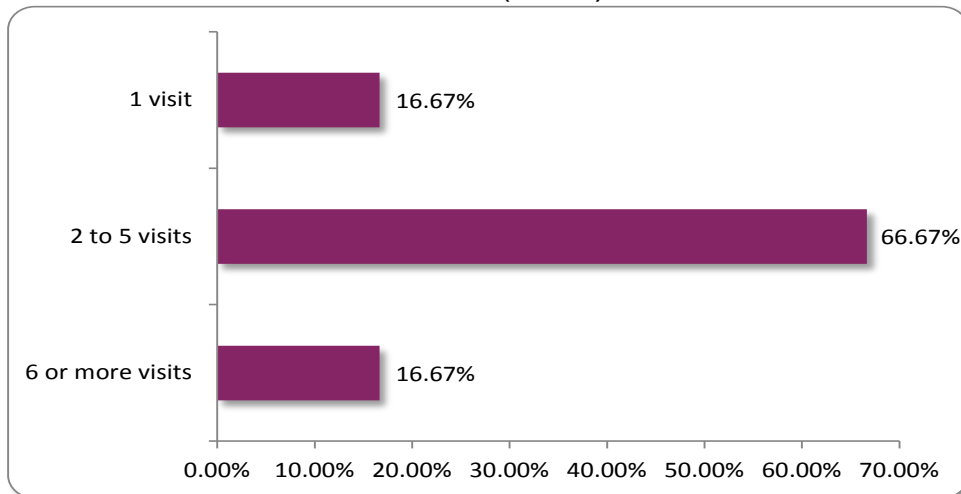
2. *Is this your first time visiting this attraction?*

First visit (n=31)



2.a. *If no, how many prior visits?*

Prior visits (n=10)

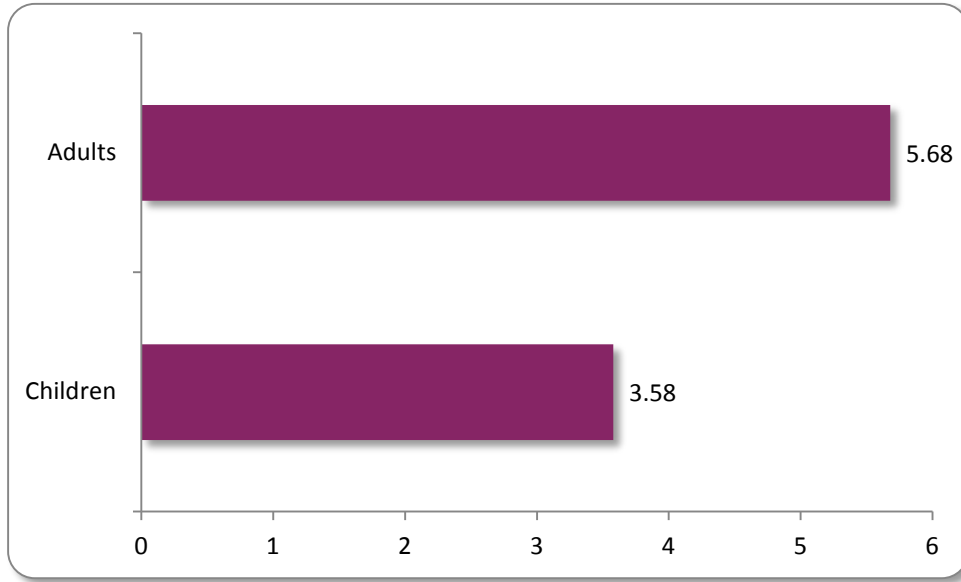


Currituck County Attractions Visitor Intercept Survey

OBX Center for Wildlife Education

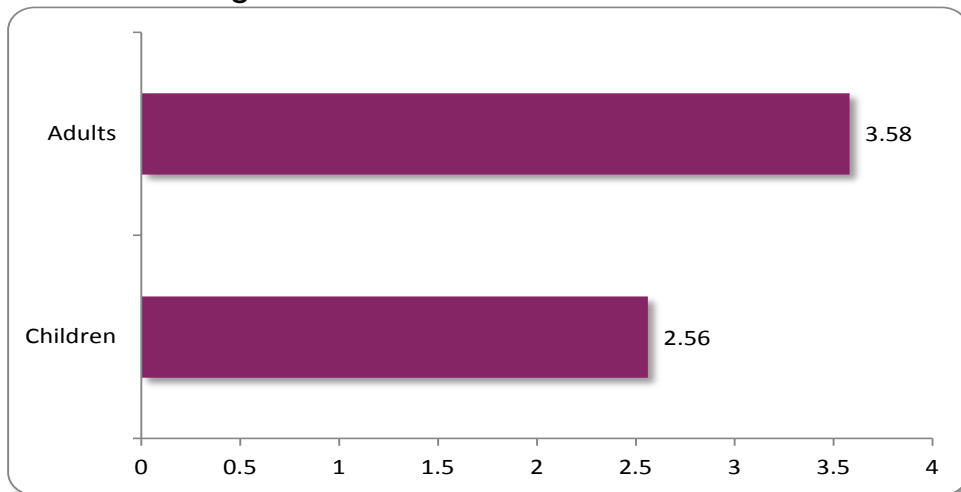
3. How many people are in your travel party?

Average number in travel party



4. How many people in your party visited this attraction?

Average number that visited attraction



Currituck County Attractions Visitor Intercept Survey

OBX Center for Wildlife Education

5. *How did you hear/learn about this attraction?*

- **Passed by (8)**
- **Prior knowledge (6)**
- **Family / Friends (3)**
- Bob's Wild Horse referral
- Currituck Visitor Center - Corolla
- Internet
- Jockey's Ridge Ranger
- Magazine
- Our State magazine
- Realtor provided
- Referral
- Rental home information
- Riding around on bikes
- Signage for lighthouse
- Walking by
- Word of mouth

6. *What did you like about this attraction?*

- **Animals (8)**
- **Aquarium (5)**
- **Appeal to kids (4)**
- **Movie (4)**
- **Everything (3)**
- **History of area (3)**
- **Displays / exhibit (2)**
- **Nature (2)**
- Arrowheads
- Tour at your own pace
- Bamboo fishing rods, laid out well
- Barrier islands
- Decoys
- Education, programs, archery
- Gorgeous wildlife exhibit
- Informative
- Occupation that was once here
- Size is not overwhelming

7. *What did you dislike, if anything, about this attraction?*

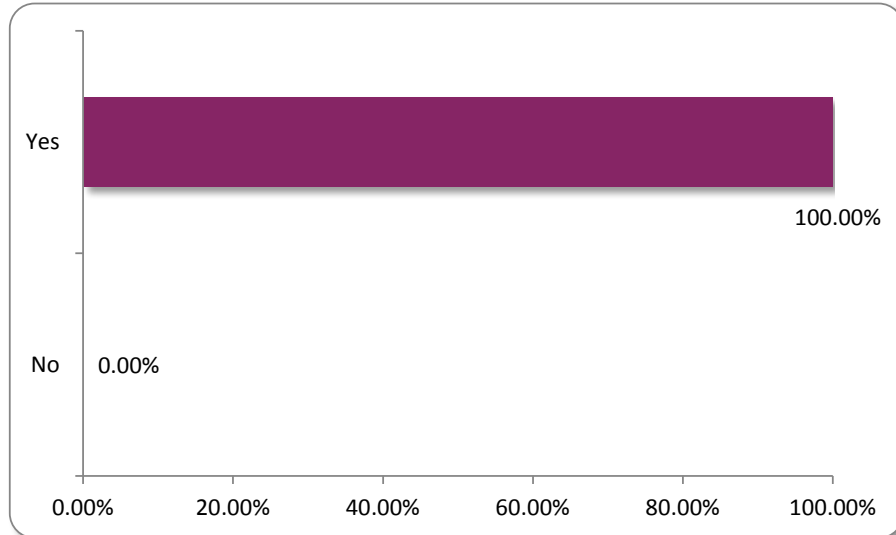
- **Nothing (8)**
- Call to action, nothing continuing
- Don't advertise well enough
- More fish exhibits

Currituck County Attractions Visitor Intercept Survey

OBX Center for Wildlife Education

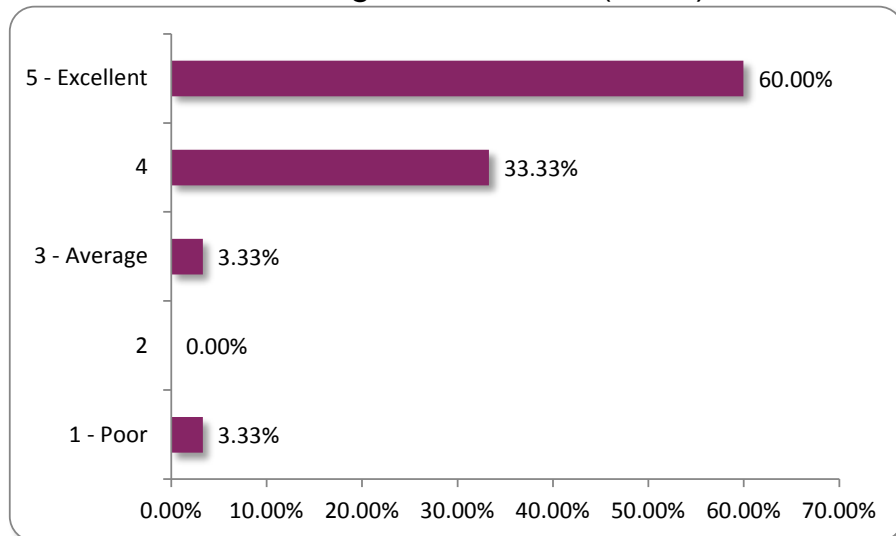
8. *Did this attraction meet your expectations?*

Meet expectations (n=29)



9. *Overall, how would you rate the attraction/historic site on a 5 point scale (where 5 is Excellent, 3 is Average, and 1 is Poor)?*

Overall rating for attraction (n=30)



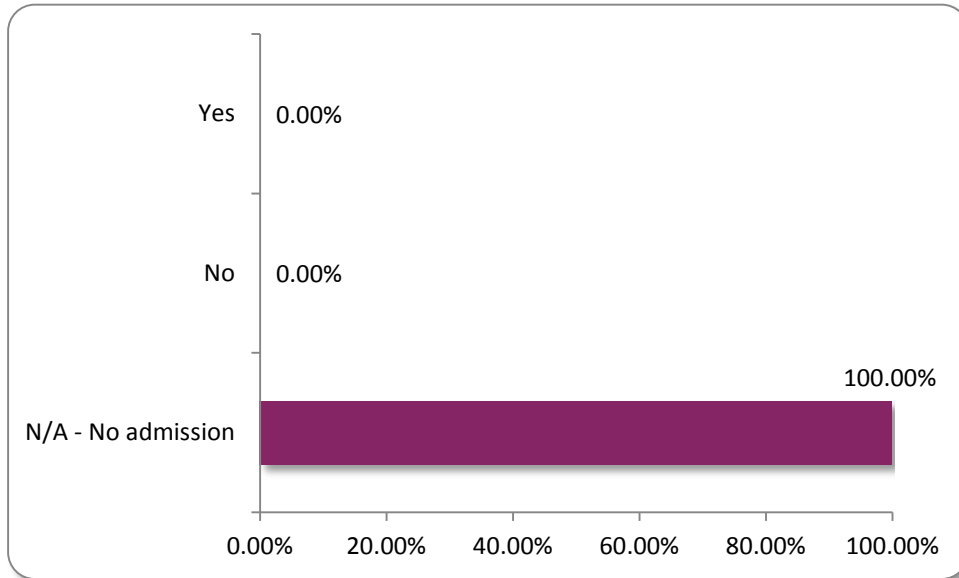
Average rating for the OBX Center for Wildlife Education: 4.47

Currituck County Attractions Visitor Intercept Survey

OBX Center for Wildlife Education

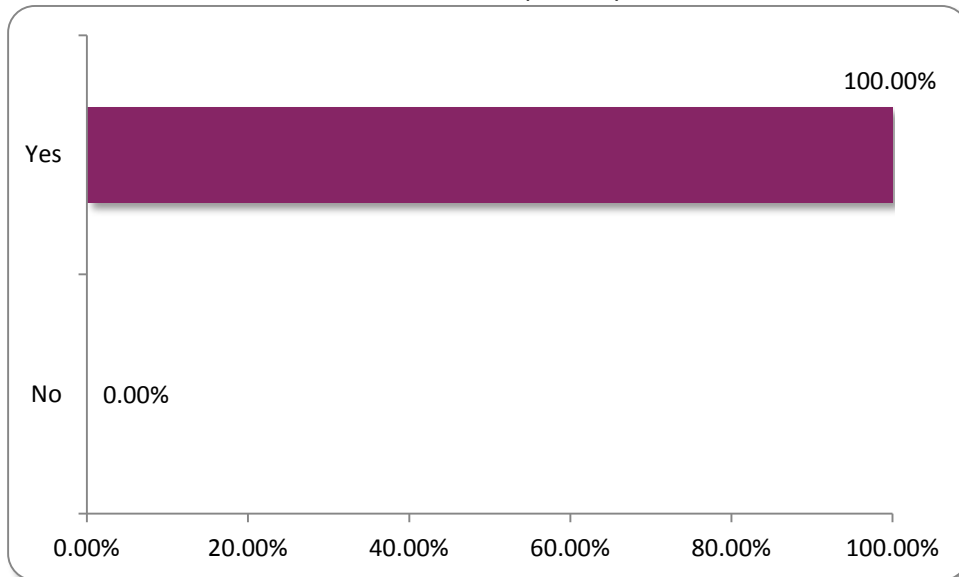
10. *Did you feel the admission price was a good value?*

Admission price good value (n=21)



11. *Would you recommend this attraction to friends and family / others?*

Recommend (n=31)



Currituck County Attractions Visitor Intercept Survey

OBX Center for Wildlife Education

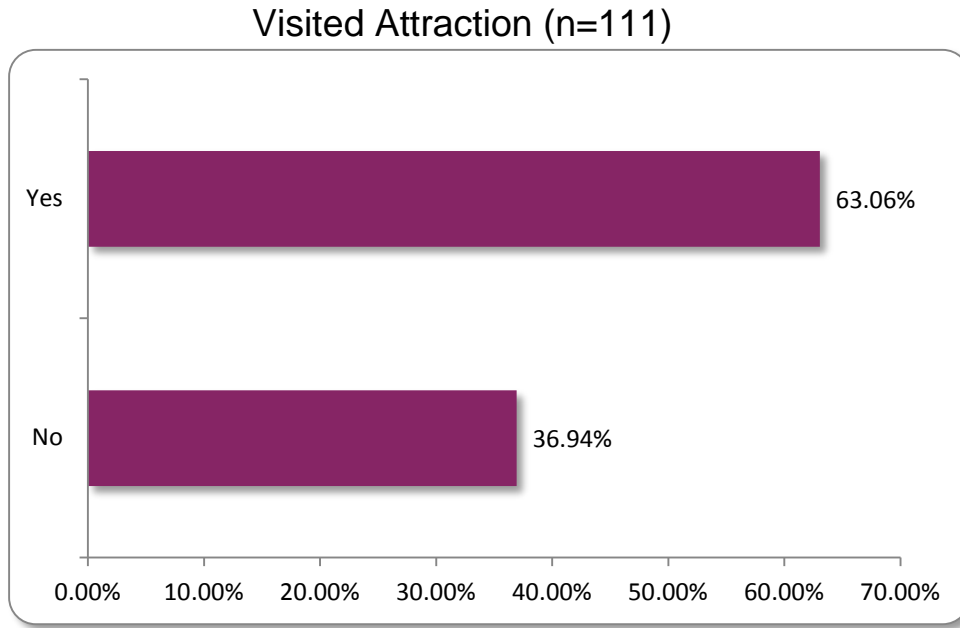
12. *Is there anything this attraction could do to enhance your visitor experience?*

- **No (4)**
- Allow kids to feed fish
- Call to action, nothing continuing
- Expand
- Outdoor recreation gets booked quickly, need to add staff to accommodate need
- Would be interesting if lobby reading material about animals, fish stories about what has been caught locally. Local "fish tales".

Currituck County Attractions Visitor Intercept Survey

Currituck Beach Lighthouse

1. **Did you visit the Currituck Beach Lighthouse during this trip to the Currituck Outer Bank area?**



- 1.b. ***If no, why?***
(specify)

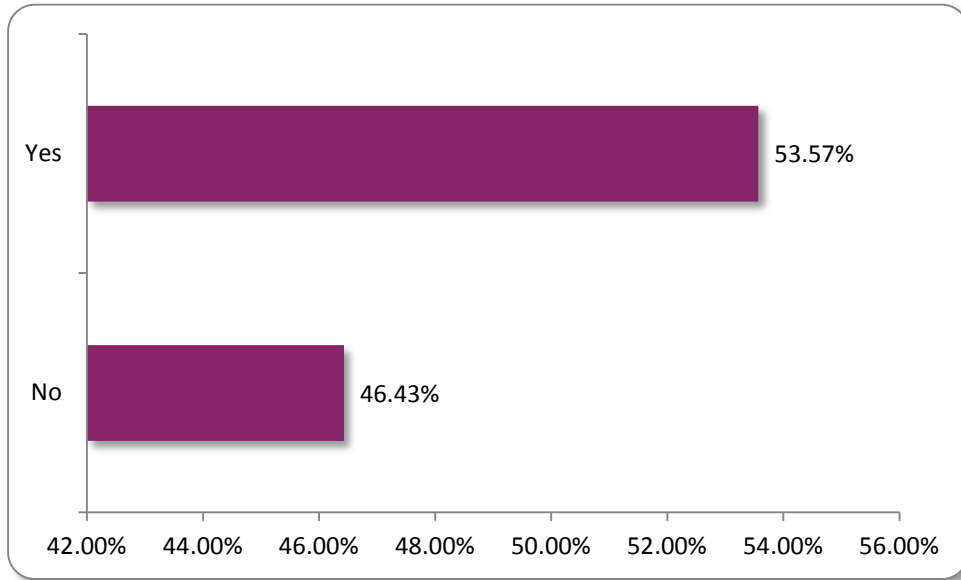
- Visited before (6)
- Climbing steps a problem (4)
- Line too long (4)
- Cost problematic (2)
- Didn't know where tickets are sold
- Didn't want to pay but enjoy the grounds
- Just arrived
- Visited grounds - too crowded today

Currituck County Attractions Visitor Intercept Survey

Currituck Beach Lighthouse

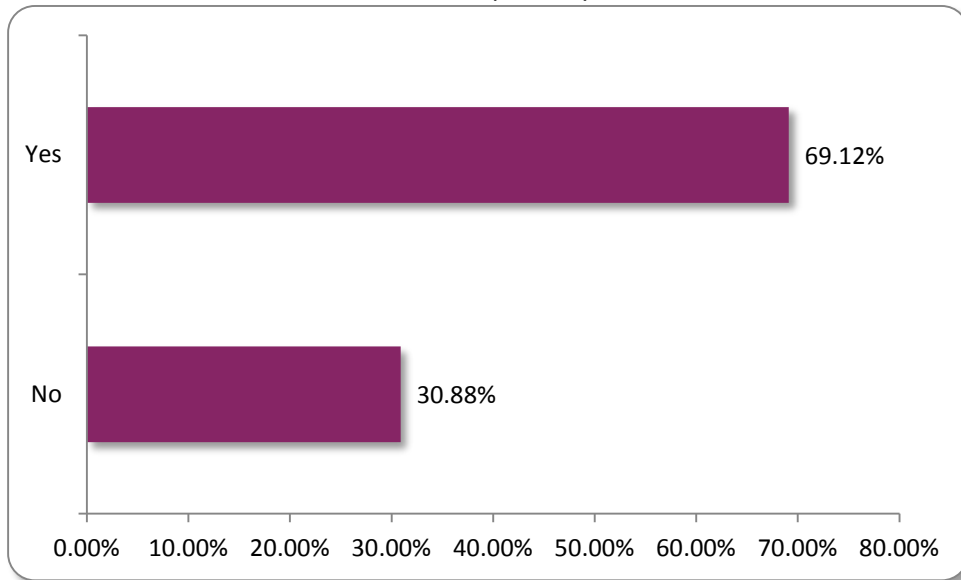
1.c. ***If no, are you planning to visit the Currituck Beach Lighthouse during this trip?***

Planning visit this trip (n=22)



2. ***Is this your first time visiting this attraction?***

First visit (n=70)

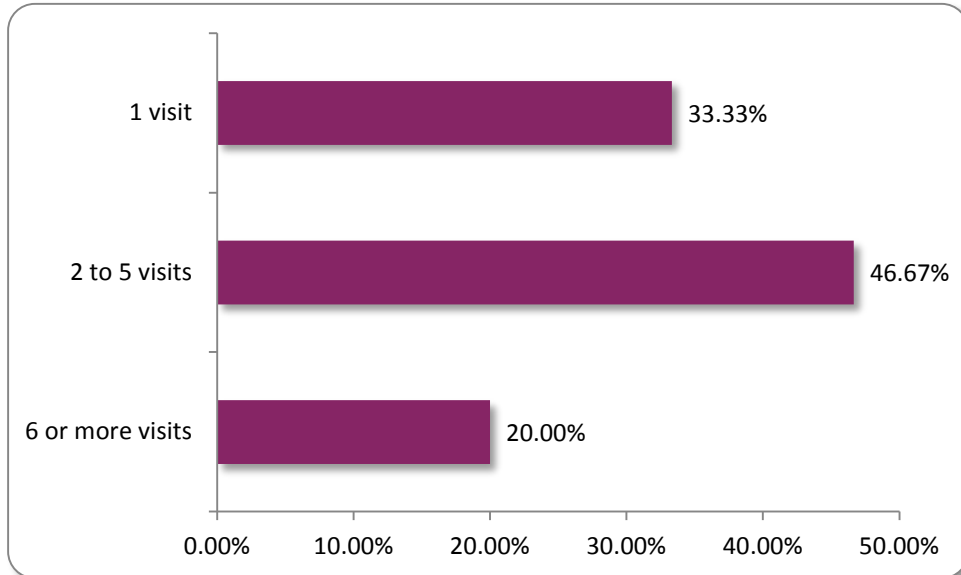


Currituck County Attractions Visitor Intercept Survey

Currituck Beach Lighthouse

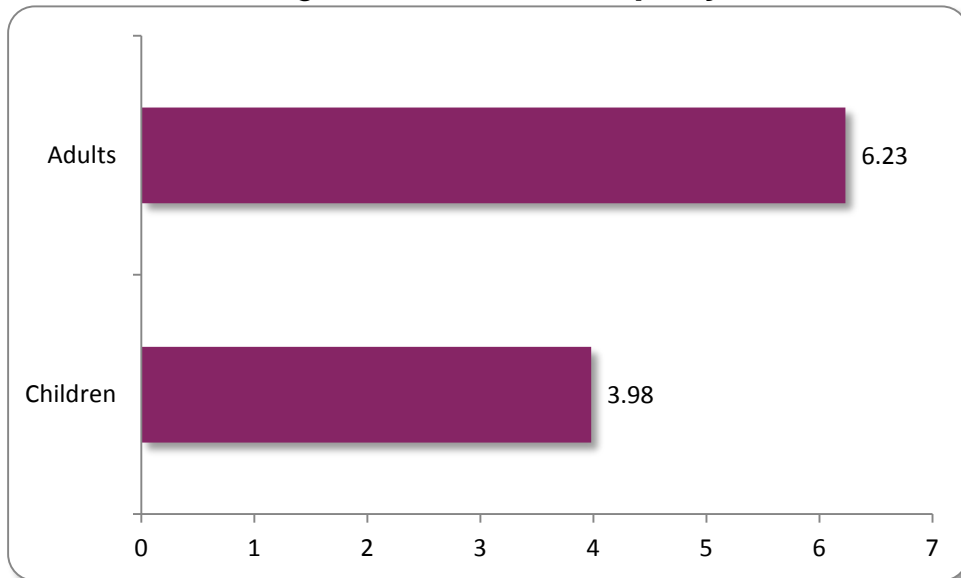
2.a. *If no, how many prior visits?*

Prior visits (n=15)



3. *How many people are in your travel party?*

Average number in **travel party**

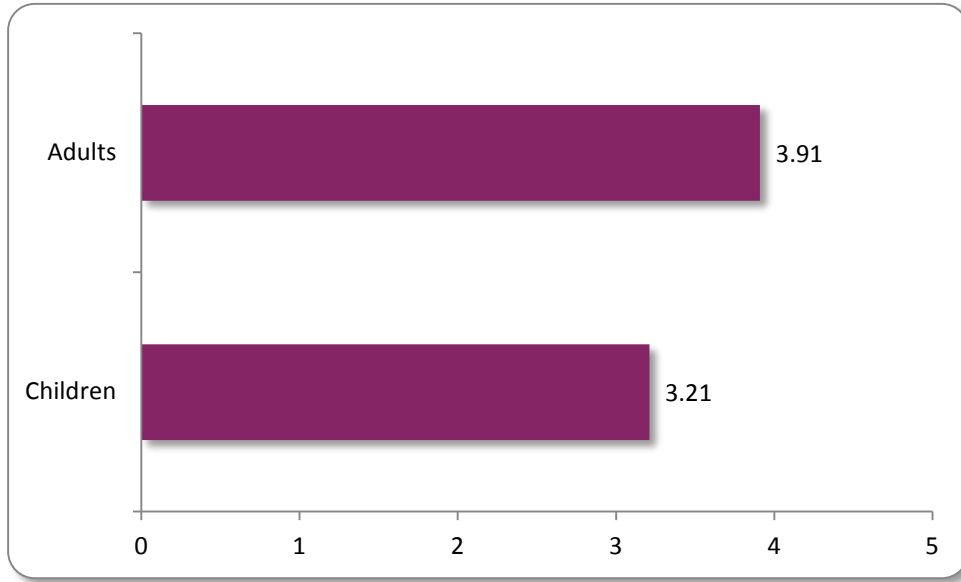


Currituck County Attractions Visitor Intercept Survey

Currituck Beach Lighthouse

4. *How many people in your party visited this attraction?*

Average number that visited attraction



5. *How did you hear/learn about this attraction?*

- **Prior knowledge (19)**
- **Drive by (9)**
- **Family / friends (9)**
- **Brochures (6)**
- **Online (5)**
- **Outer Banks Visitor Center (4)**
- **Saw on a map (2)**
- **Visitors Guide (2)**
- Advertising
- Being in area
- Bob's Wild Horse Tour referral
- Can see it from the house we are renting
- Just stumbled upon it
- Realtor
- Rental property had information
- Saw the lighthouse from road
- Tour book

Currituck County Attractions Visitor Intercept Survey

Currituck Beach Lighthouse

6. *What did you like about this attraction?*

- **View (27)**
- **History (21)**
- **Climb / exercise (16)**
- **Beautiful (8)**
- **Everything (3)**
- **Grounds / garden (3)**
- **Craftsmanship (2)**
- **Well kept (2)**
- **Workmanship (2)**
- 1st lighthouse ever toured years ago
- 1st time to see lighthouse
- Amazed at maintenance of light keepers house
- Amazing structure
- Architecture
- Construction is awesome
- Cool
- Different style than seen before
- Do not have lighthouses where we live
- Educational
- Fact that someone lived there
- House, who owns cottage?
- Loved it! 1st time
- Quiet, peaceful
- Red brick
- Romance of lighthouses
- Setting
- Unique
- View of Whalehead
- This attraction has a "two - seater"

7. *What did you dislike, if anything, about this attraction?*

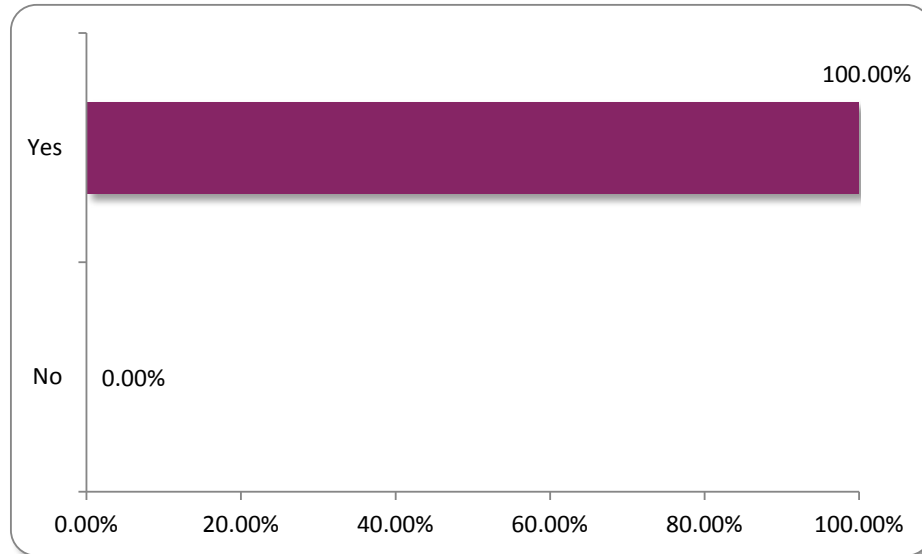
- **No, Nothing (28)**
- **Climbing / Steps (7)**
- **Crowded (4)**
- **Price was too high (3)**
- **Afraid of heights (2)**
- No elevator

Currituck County Attractions Visitor Intercept Survey

Currituck Beach Lighthouse

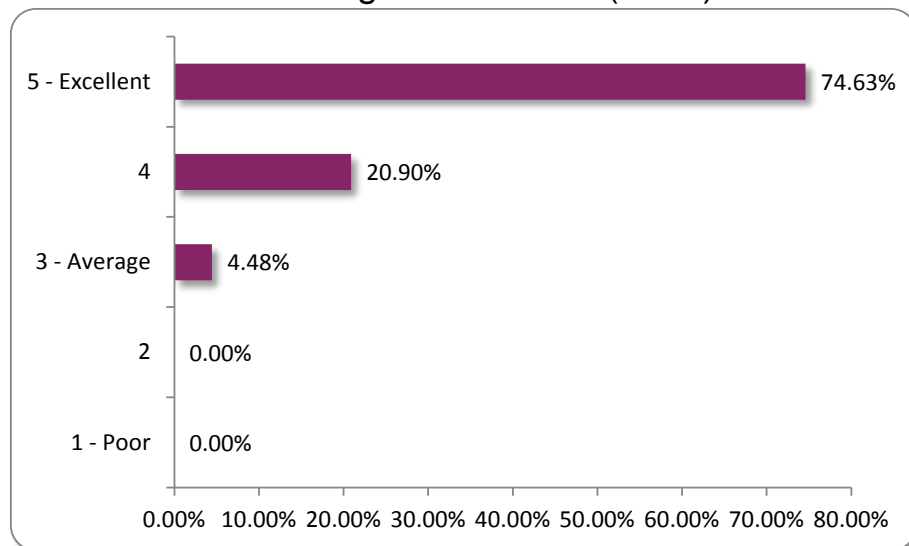
8. *Did this attraction meet your expectations?*

Meet expectations (n=68)



9. *Overall, how would you rate the attraction/historic site on a 5 point scale (where 5 is Excellent, 3 is Average, and 1 is Poor)?*

Overall rating for attraction (n=67)



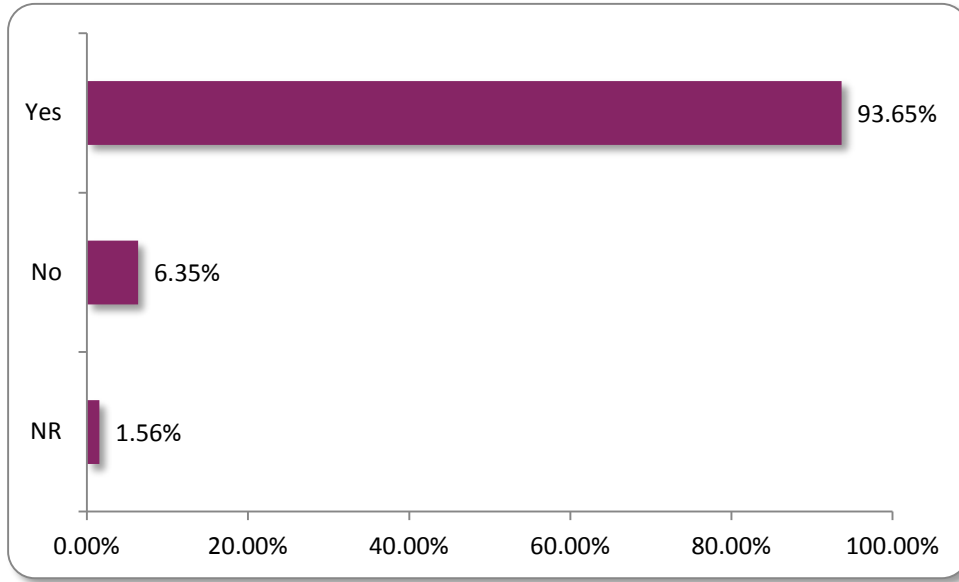
Average Rating for the Currituck Beach Lighthouse: 4.70

Currituck County Attractions Visitor Intercept Survey

Currituck Beach Lighthouse

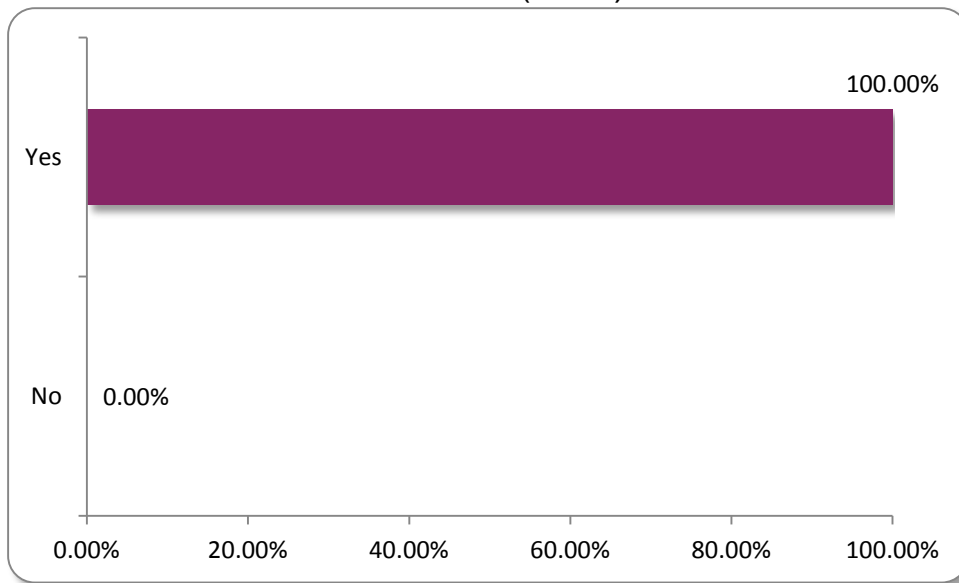
10. *Did you feel the admission price was a good value?*

Admission price good value (n=63)



11. *Would you recommend this attraction to friends and family / others?*

Recommend (n=63)



Currituck County Attractions Visitor Intercept Survey

Currituck Beach Lighthouse

12. *Is there anything this attraction could do to enhance your visitor experience?*

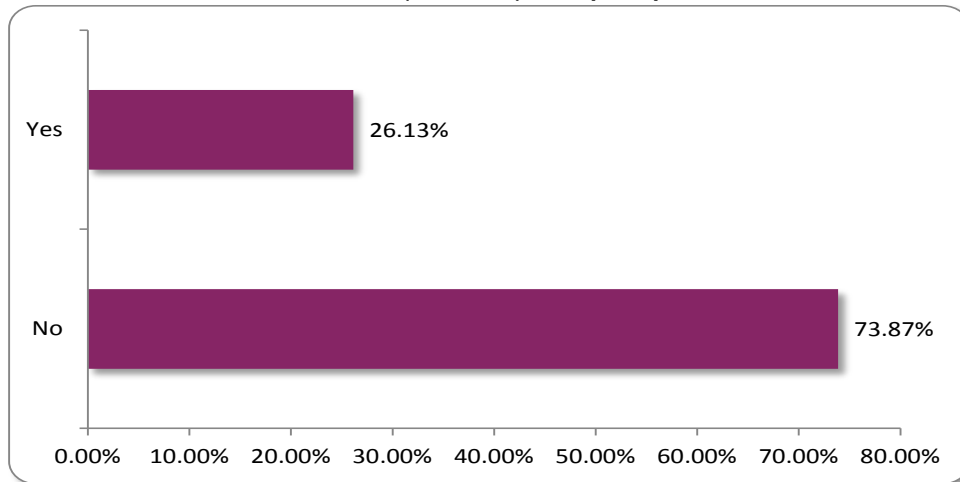
- No, Nothing (21)
- Elevator (2)
- No railing going in (2)
- \$5 vs. \$7 although it does not seem like much it would make easier because of paying in cash
- Correlate stories between attractions
- Could see problems if a big crowd
- Each level needs fans, access to water
- For additional fee do small private evening tour
- Staff at top of lighthouse to assist with photos or answer questions
- Gift shop didn't have gifts
- Headset with directional information and some history of lighthouse
- More facts
- Need debit / credit card
- Only visited grounds, wait was one hour to walk up
- Water bottles / fountain
- Would be nice to be able to take photos out of windows on climb

Currituck County Attractions Visitor Intercept Survey

Wild Horse Museum

1. **Did you visit the Wild Horse Museum during this trip to the Currituck Outer Banks area?**

Visited Attraction (n=111) 29 people visited



- 1.b. **If no, why?** (specify)

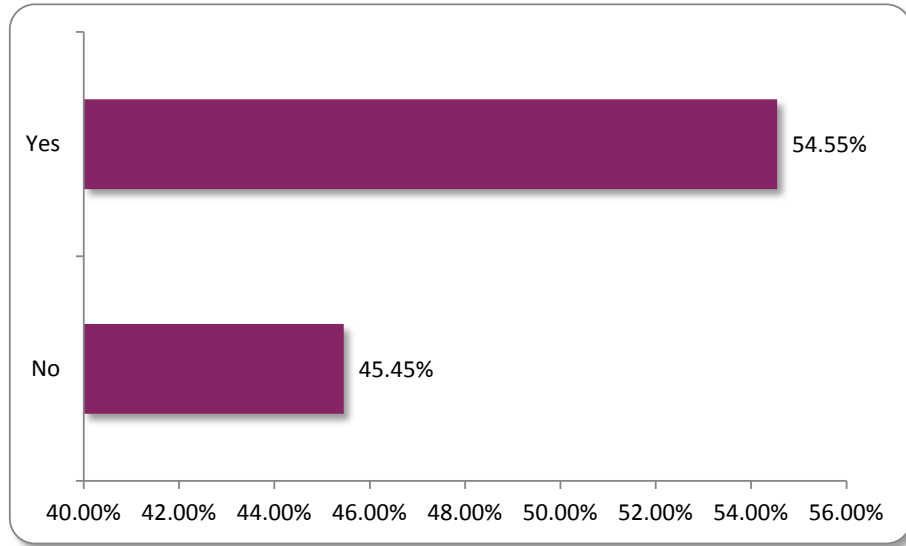
- Don't know what it is (12)
- Limited time (9)
- Just got here (3)
- No interest (3)
- Not yet (3)
- Visited before (2)
- Doing Wild Horse Tour
- Has no money
- No reason
- Not sure if we will visit
- Sore feet

Currituck County Attractions Visitor Intercept Survey

Wild Horse Museum

1.c. ***If no, are you planning to visit the Wild Horse Museum during this trip?***

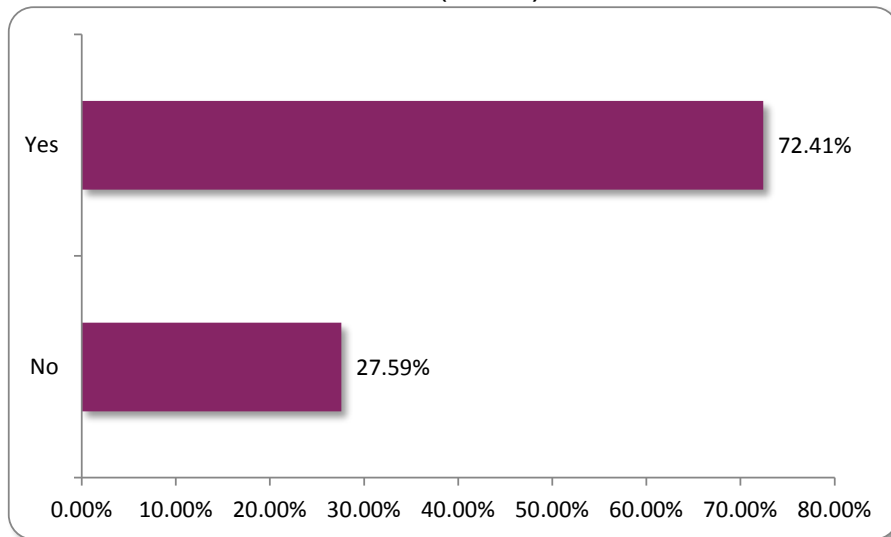
Planning visit this trip (n=45)



54.55% of respondents planned to visit this attraction.

2. ***Is this your first time visiting this attraction?***

First visit (n=29)

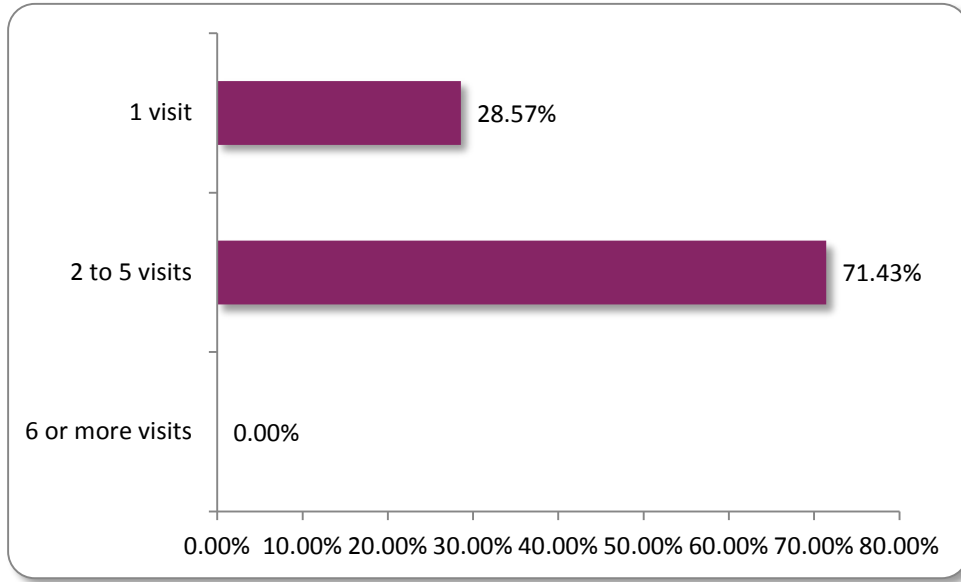


Currituck County Attractions Visitor Intercept Survey

Wild Horse Museum

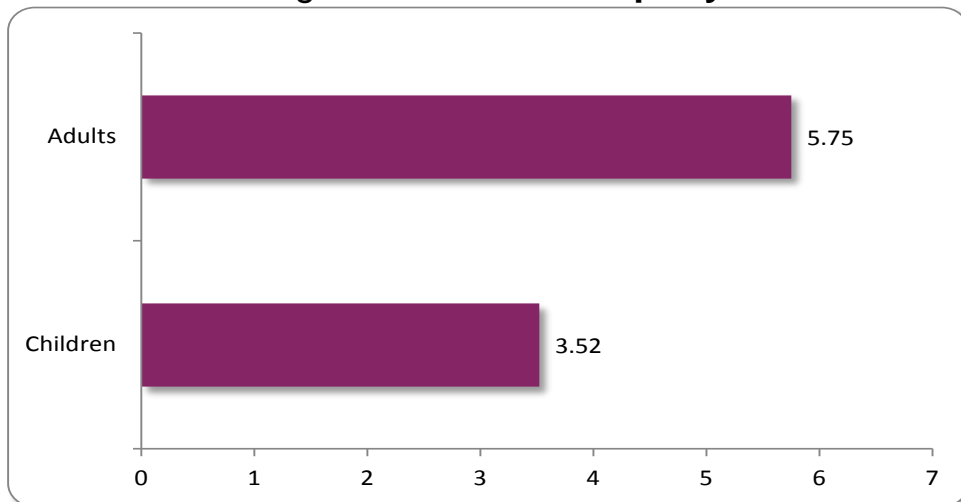
2.a. If no, how many prior visits?

Prior visits (n=8)



3. How many people are in your travel party?

Average number in travel party

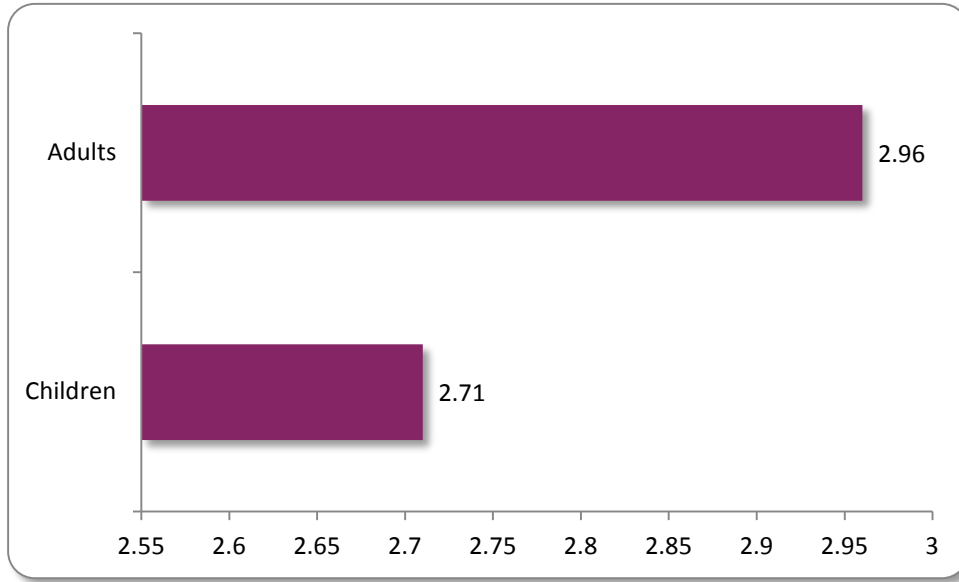


Currituck County Attractions Visitor Intercept Survey

Wild Horse Museum

4. How many people in your party visited this attraction?

Average number that visited attraction



5. How did you hear/learn about this attraction?

- **Prior knowledge (4)**
- **Brochures (3)**
- **Rode by (3)**
- **Walked by (3)**
- **Family / friends (2)**
- Coast
- Duck Donut
- Exploring
- Facebook
- Outer Banks "Cartoonish" Map
- Sign
- Sign about painting horses
- Visitor's Guide
- Wild Horse Store at shopping center

Currituck County Attractions Visitor Intercept Survey

Wild Horse Museum

6. What did you like about this attraction?

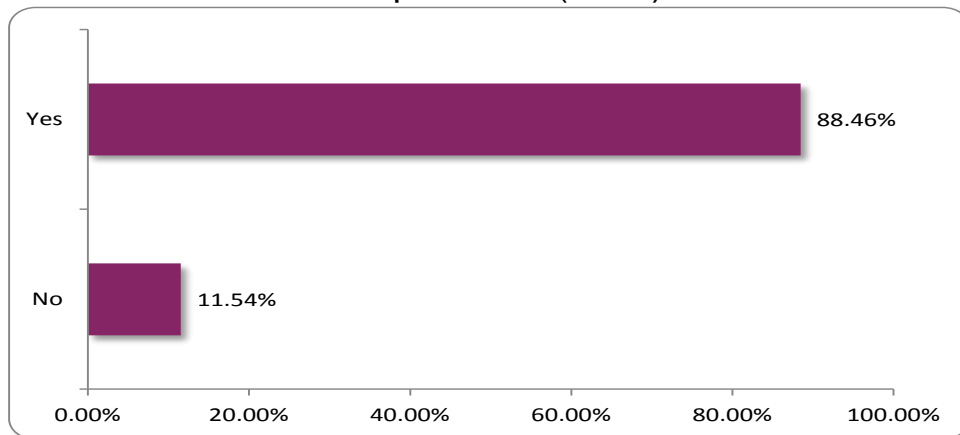
- **Activities for children (9)**
- **“Cause”, care about horses / horses (9)**
- **History (6)**
- Able to book tour
- Activities
- Art
- Audio Map
- Good information
- Painting
- Photographs of horses
- Selection of gifts

7. What did you dislike, if anything, about this attraction?

- **No, Nothing (4)**
- Lack of gift items
- Needs to be more interactive
- Small, more like gift shops, not like a museum

8. Did this attraction meet your expectations?

Meet expectation (n=26)

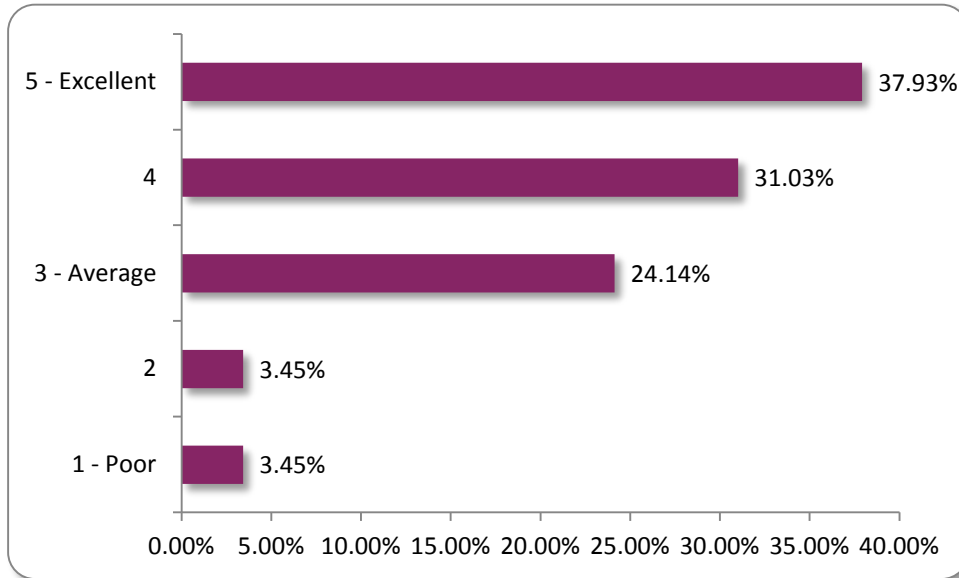


Currituck County Attractions Visitor Intercept Survey

Wild Horse Museum

9. Overall, how would you rate the attraction/historic site on a 5 point scale (where 5 is Excellent, 3 is Average, and 1 is Poor)?

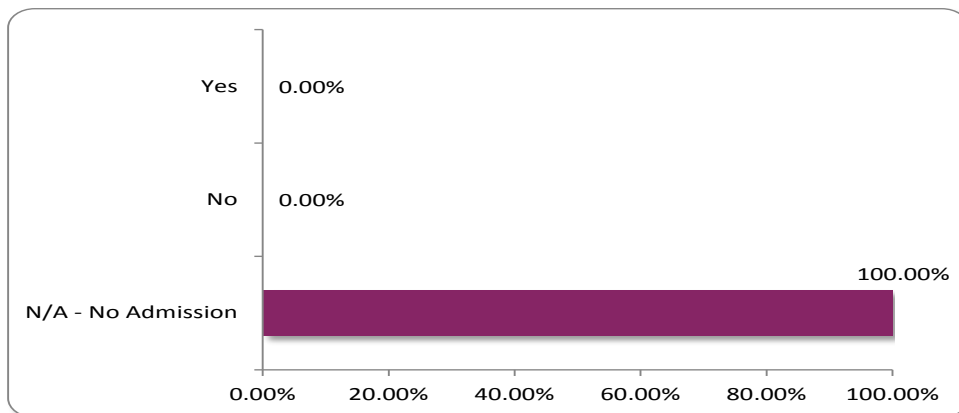
Overall rating for attraction (n=29)



Average rating for the Wild Horse Museum: 3.97

10. Did you feel the admission price was a good value?

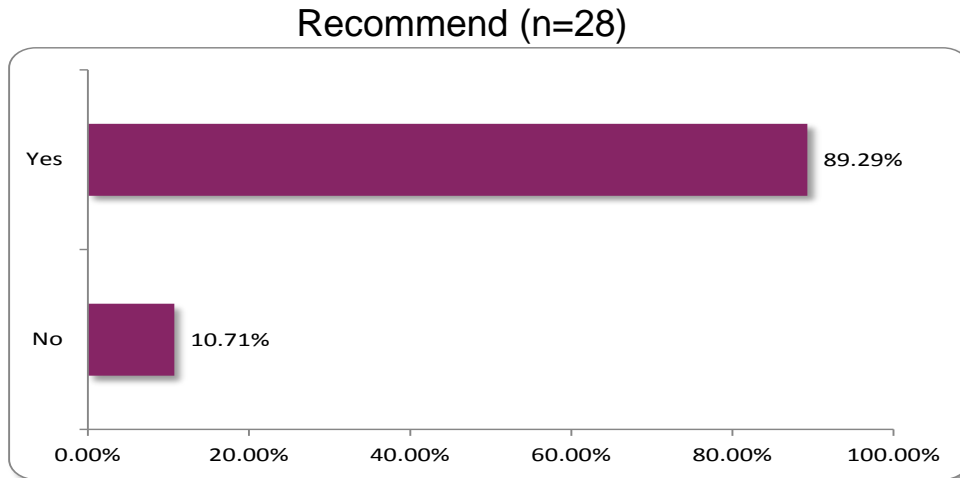
Admission price good value (n=19)



Currituck County Attractions Visitor Intercept Survey

Wild Horse Museum

11. Would you recommend this attraction to friends and family / others?



12. Is there anything this attraction could do to enhance your visitor experience?

- **More information about the horses (2)**
- **Needs to be bigger / more room (2)**
- **No (2)**
- Add more tables for doing crafts
- Better directional signage from highway
- Lower prices for painting horses, offering more shopping and more information about horses
- More information of interest to adults, didn't seem like a museum
- More kids activities that are free
- Need more local artisan items
- Possibly link the museum with the "Wild Horse Tour" to do point of interest. Place some of those "darling" painted horses on the main road for people to see.
- Signage indicating that you can book wild horse tour
- Small and not much to do, can't say much about it
- Offer t-shirts with Wild Horse
- Would like to be able to see Wild Horses

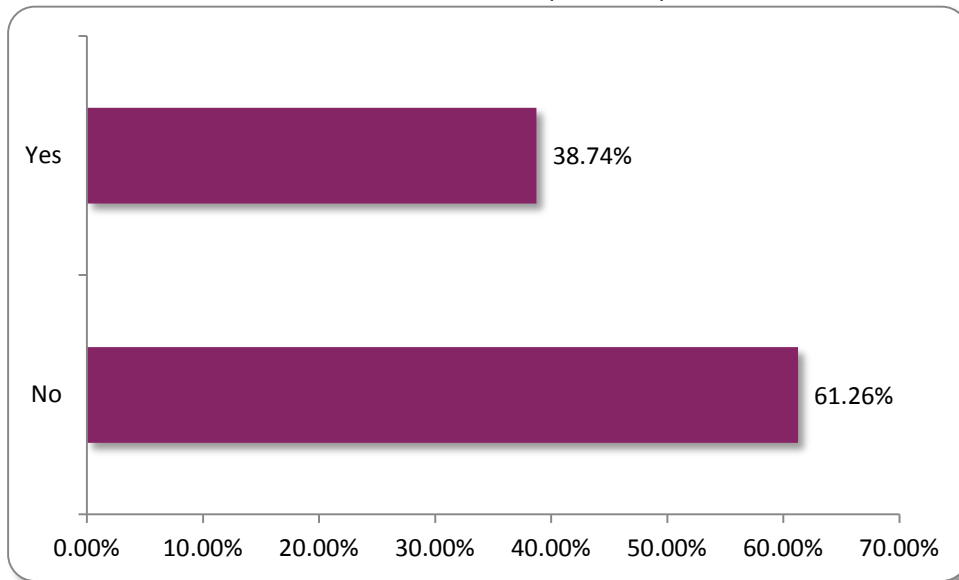
The 3.97 rating for Wild Horse Museum is just below the average mark. RTM would like to see a score of 4.29 or higher in the future. That would ensure a solid "A" average to the attraction. A few respondents suggested that more information about the horses was needed and the ability to see the wild horses would be beneficial.

Currituck County Attractions Visitor Intercept Survey

Historic Corolla Village

1. ***Did you visit Historic Corolla Village during this trip to the Currituck Outer Banks area?***

Visited Attraction (n=111)



- 1.b. ***If no, why?*** (specify)

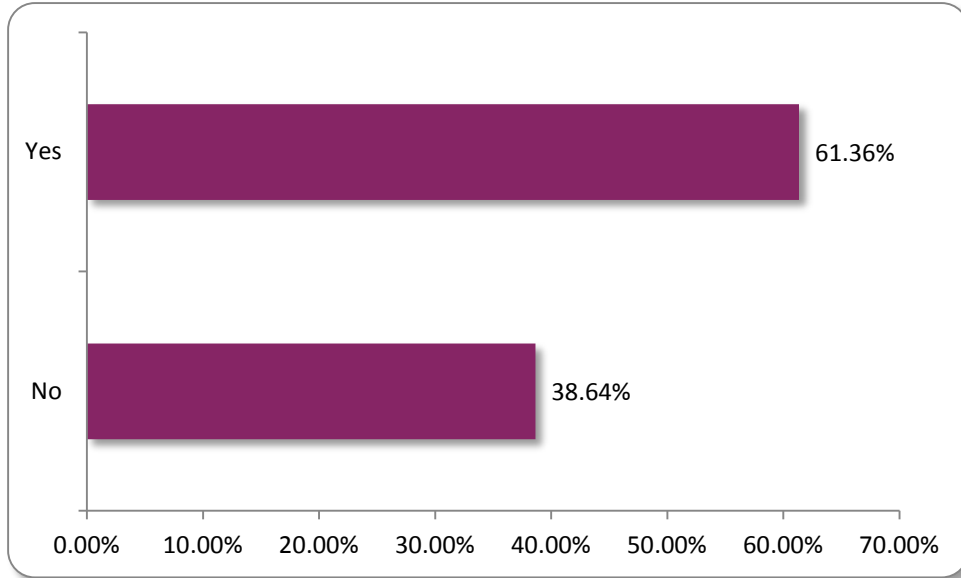
- **Don't know about it (12)**
- **Limited time (4)**
- **Just got here (2)**
- **Maybe (2)**
- **Not sure (2)**
- **Visited previously (2)**
- Has no money
- Kids ready to get to beach
- Not yet

Currituck County Attractions Visitor Intercept Survey

Historic Corolla Village

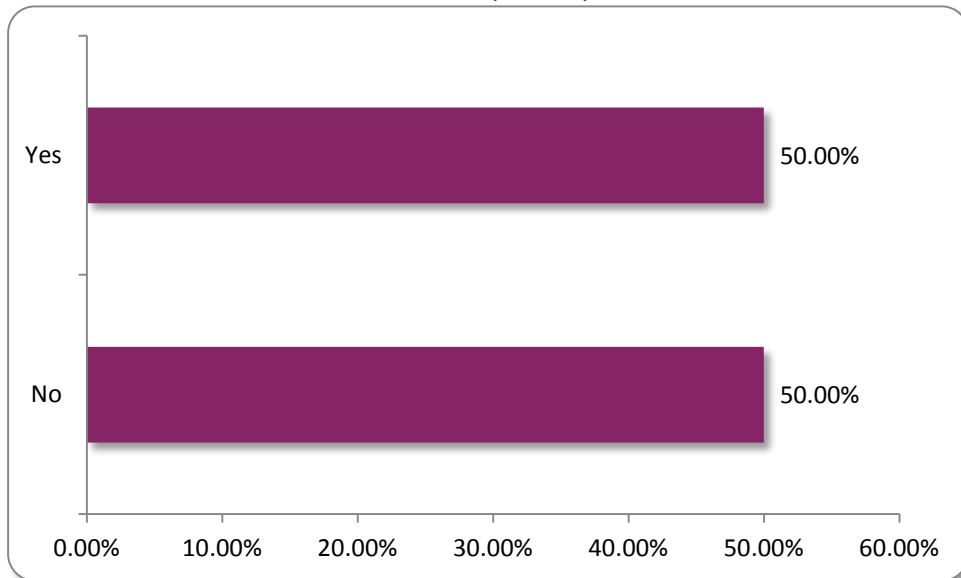
1.c. ***If no, are you planning to visit Historic Corolla Village during this trip?***

Planning visit this trip (n=68)



2. ***Is this your first time visiting this attraction?***

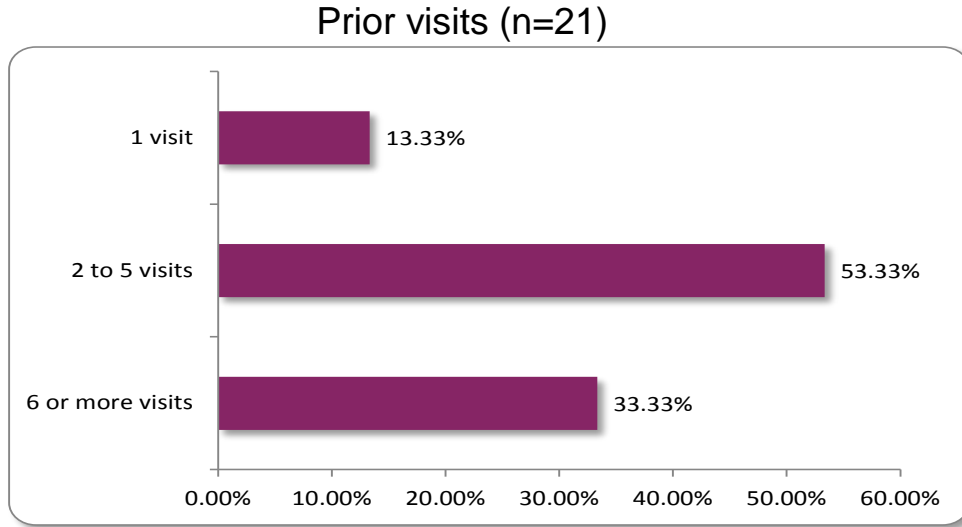
First visit (n=43)



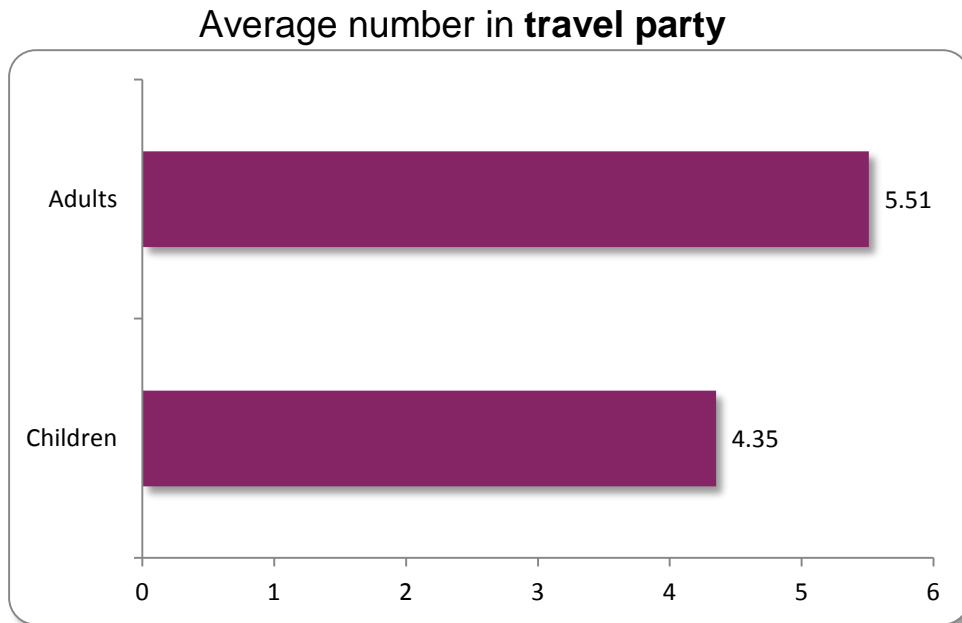
Currituck County Attractions Visitor Intercept Survey

Historic Corolla Village

2.a. *If no, how many prior visits?*



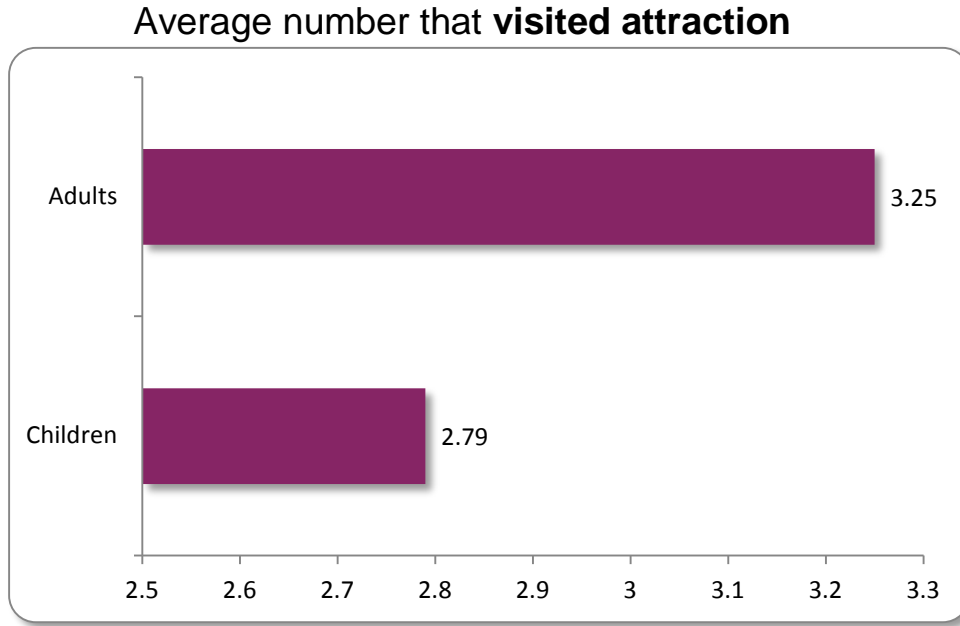
3. *How many people are in your travel party?*



Currituck County Attractions Visitor Intercept Survey

Historic Corolla Village

4. How many people in your party visited this attraction?



5. How did you hear/learn about this attraction?

- **Prior knowledge (13)**
- **Family / friends (6)**
- **Stumbled upon while jogging / bike riding / walking (5)**
- **Drove by (4)**
- **Brochures (3)**
- **Signage from lighthouse (3)**
- **Visitor's Guide (2)**
- Cottage owner
- Don't know
- Duck Donut
- Following others
- Only because of coming to Wild Horse Museum

Currituck County Attractions Visitor Intercept Survey

Historic Corolla Village

6. What did you like about this attraction?

- **Quaint (8)**
- **Historic (6)**
- **Bookstore (6)**
- **Cute (5)**
- **Not commercialized (4)**
- **Walkable (4)**
- **Charm (2)**
- **Church service / Sunrise service (2)**
- **People friendly (2)**
- **Quiet (2)**
- **Rustic (2)**
- **Shopping / shops (2)**
- Accessibility
- Authentic
- Authenticity
- Bakery
- BBQ
- Clean
- Don't see everyday
- Everything
- Flowers
- Games
- Homes restored to shops
- Looks like 1910
- Money goes to a cause
- Natural
- Neat
- Not crowded
- Off the beaten path
- Old buildings and stores
- Old school
- Primitive
- Quaint but yet modern
- Restaurant
- Variety good

7. What did you dislike, if anything, about this attraction?

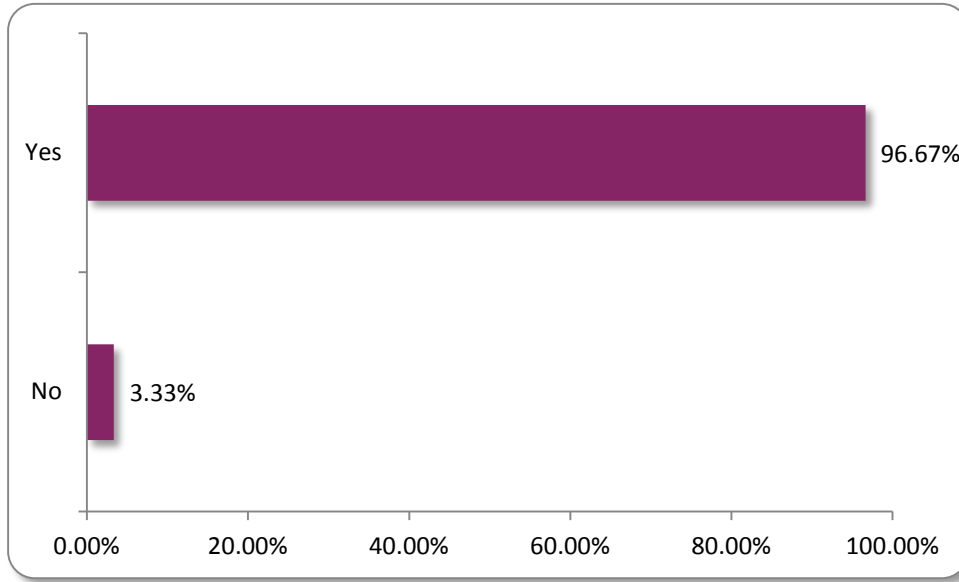
- **No, Nothing (9)**
- Clothing store no longer there
- Disappointed in chapel, thought it would be older; couldn't go to school house.
- Mosquitoes
- No ice cream store

Currituck County Attractions Visitor Intercept Survey

Historic Corolla Village

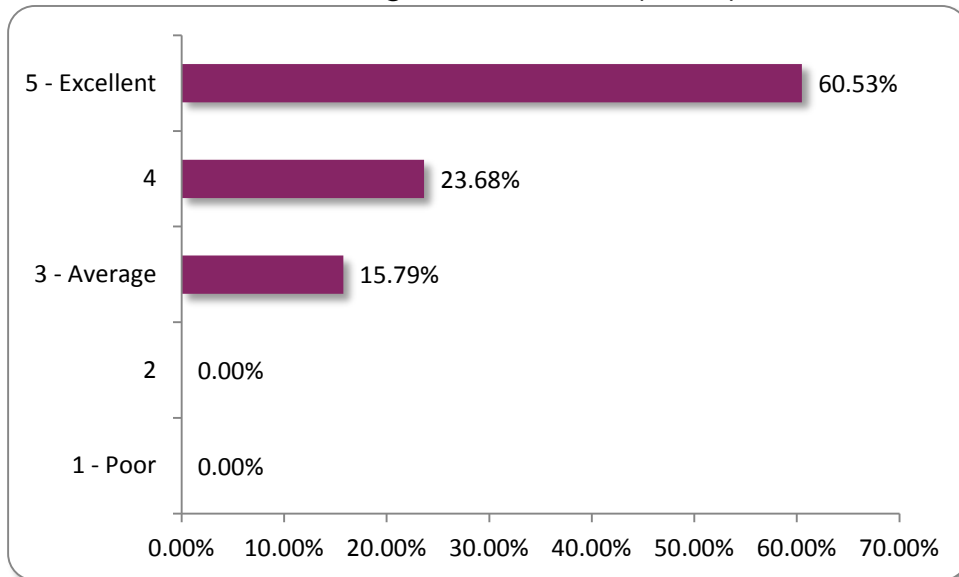
8. *Did this attraction meet your expectations?*

Meet expectations (n=30)



9. *Overall, how would you rate the attraction/historic site on a 5 point scale (where 5 is Excellent, 3 is Average, and 1 is Poor)?*

Overall rating for attraction (n=38)



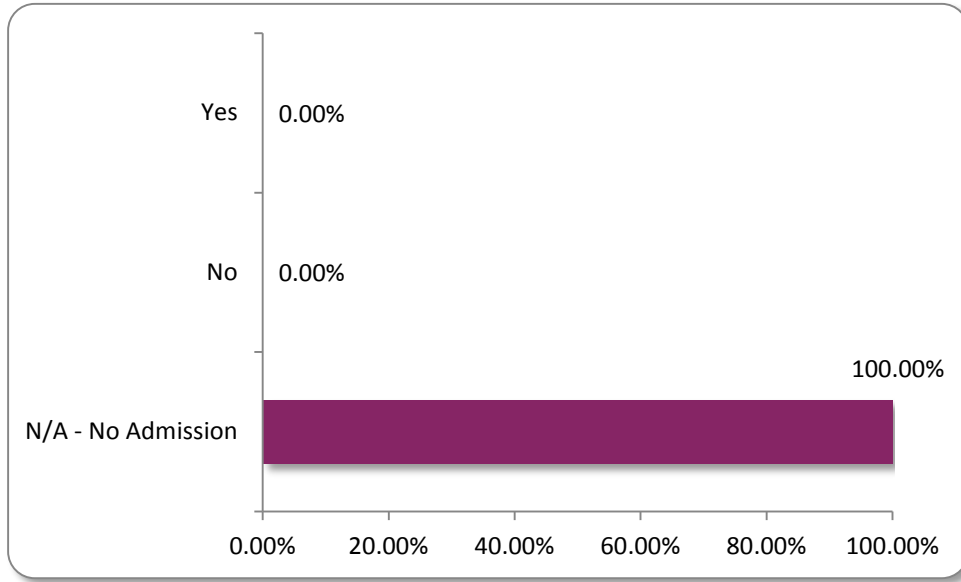
Currituck County Attractions Visitor Intercept Survey

Average rating for Historic Corolla Village: 4.45

Historic Corolla Village

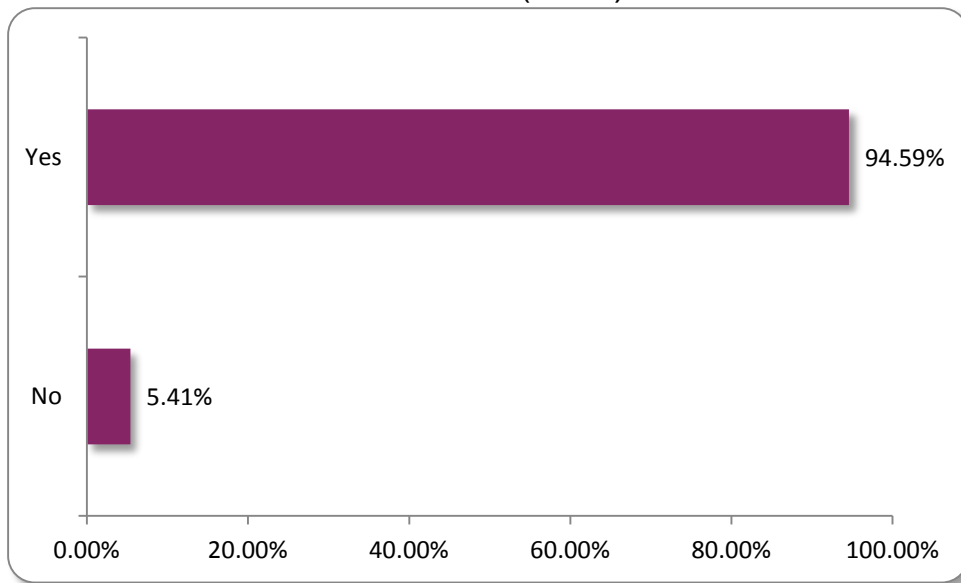
10. *Did you feel the admission price was a good value?*

Admission price good value (n=27)



11. *Would you recommend this attraction to friends and family / others?*

Recommend (n=37)



Currituck County Attractions Visitor Intercept Survey

Historic Corolla Village

12. *Is there anything this attraction could do to enhance your visitor experience?*

- **Maps (7)**
- **No, Nothing (6)**
- **Advertise (4)**
- **Signage (4)**
- **“You are here” kiosks (4)**
- **Historical markers (2)**
- **Parking (2)**
- **Public restrooms (2)**
- Attractions need to refer to each other
- Maybe guides / people dressed in costume relevant to time period
- More information about what it is
- Need an ice cream store
- “Points of interest” placards
- Traffic control

Historic Corolla Village was presented with a 4.45 rating with a healthy 95% giving a recommendation to visit.

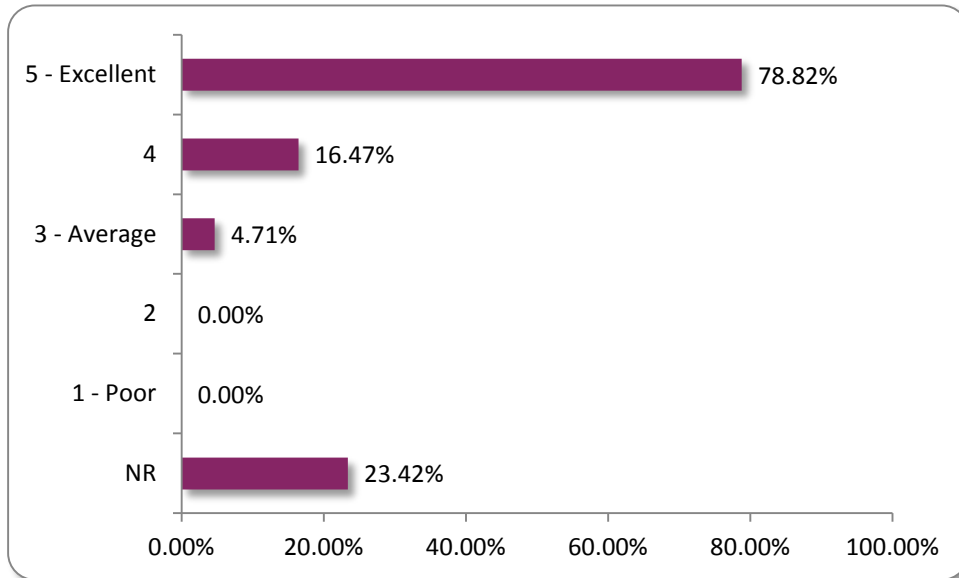
In terms of enhancing the visitor experience, a few people suggested having maps and signage would help. Some specifically mentioned having “you are here kiosks” as beneficial.

Currituck County Attractions Visitor Intercept Survey

Currituck Heritage Park

5. *How would you rate, where 5 is Excellent, 3 is Average, and 1 is Poor, the overall appeal of the attractions in Currituck Heritage Park?*

Overall rating of attractions in Currituck Heritage Park (n=85)



Average rating of attractions in Currituck Heritage Park: 4.74

85 out of 111 interviewed felt they could rate this as an attraction. 26 out of 111 (23.42%) interviewed were not familiar with this name and could not identify Currituck Heritage Park and did not know what it is, even when the respondent was physically intercepted IN Currituck Heritage Park.