

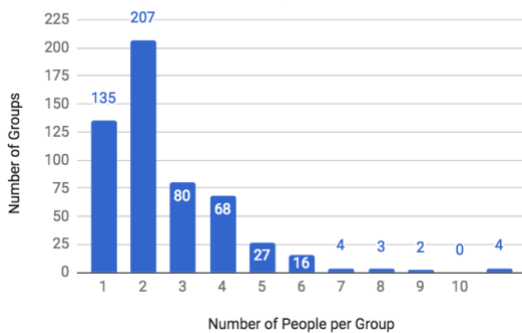
The 2018 Visitor Use Survey Results Are In!

The Mount Agamenticus Visitor Use Survey is a tool that allows us to gather and analyze data on who is visiting the mountain, the popular activities on the mountain, and visitor feedback. This data is gathered annually to allow for the analysis of changing trends. This year we continued to track where our visitors are from, how they heard about us, how often they visit, what activities they do on the mountain, how they feel about trail condition, and if there are enough signs. We also asked visitors this year what their main draw to the region was, and whether or not they also visited any other local area businesses or landmarks. *

Number of People in Each Group

From three surveys per day for seven days at three locations, we had over 1,400 visitors. We found that the results were consistent with what we found in previous years: 38% of groups surveyed were visiting in pairs. The next closest group size, single hikers, had approximately 25%, and starting with groups of three, there were progressively lower numbers of each larger group up to ten people. Four groups of the 546 surveyed included eleven or more members, which can be accounted to school and camp groups that visit Mount A during the summer.

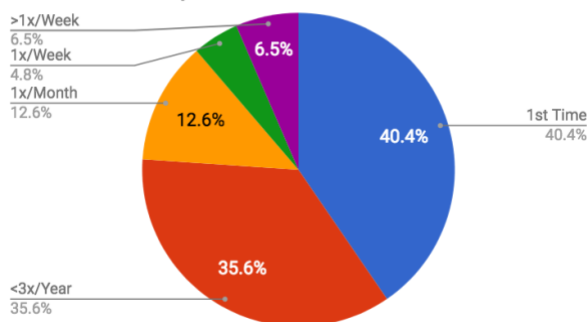
Number of People in Each Group



Frequency of Visits

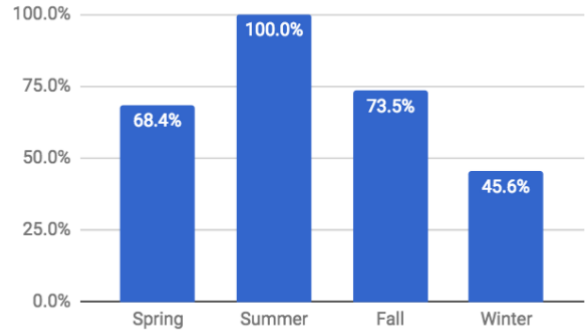
The majority of visitors to Mount A were here for the first time (40.4%), though almost as many were infrequent visitors (35.6%). Frequent visitors, those coming at least once per month, made up 23.9%, which is an increase from last year (only 15.2%).

How Often Do People Come to Mt. A



Seasons Frequent Visitors Visit the Mountain

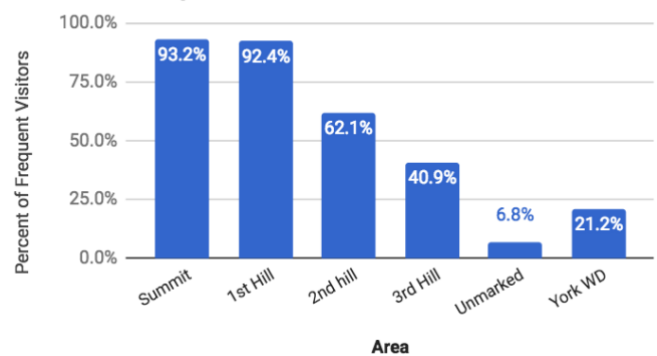
Of the 23.9% of visitors that come more than once per month, 68.4% also come in the spring, 73.5% also come in the fall, and 45.6% also come in the winter. These numbers are consistent with what we found last year.



Areas That Frequent Visitors Use

Of the visitors that frequent the mountain, 93.2% use the summit, 92.4% use 1st Hill, 62.1% go to 2nd Hill, 40.9% go to 3rd hill, 6.8% use unmarked trails, and 21.2% use the York Water District Trails. There is an increase in use of 2nd and 3rd Hill trails compared to last year (19.5% and 11.1% respectively). Unmarked trail use is up 4.7% from last year and use of York Water District trails is up 14.8%. This increase may be due to surveys taking place this year at Cedar Trail in addition to the Summit and Base.

Areas That Frequent Visitors Use



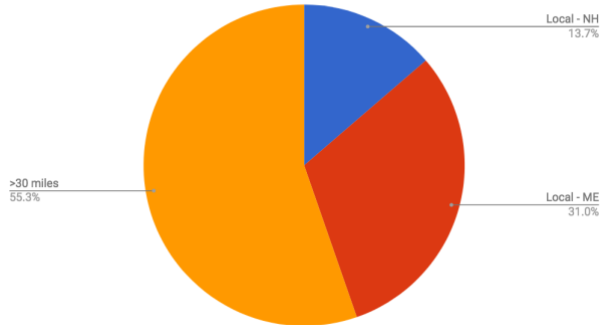
Frequent Visitors' Favorite Trails

The most popular trail on the mountain this year (and last) is the Ring trail (the favorite of 23.6%). 17% like Blueberry Bluff, 11.3% like Big A, and 8.5% like Vulture's View. Cedar had 7.5%, Goosefoot 5.7%, Porcupine 3.8%, Witch Hazel 2.8%. Summit Stairway, Fisher and Chestnut were favored by 1.9%. 4.7% said they enjoyed using the road.

Where are visitors from?

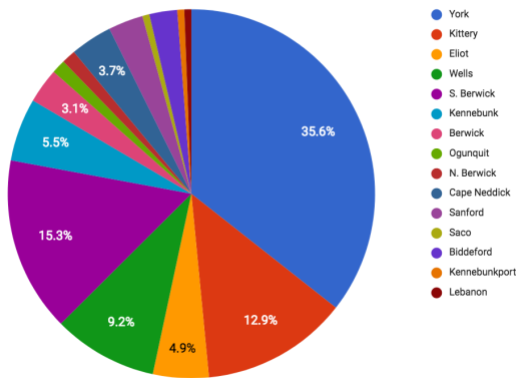
This year, as in previous years, the majority of our visitors have come from out of town (55.3%). There are also still a much higher percentage of local Maine visitors (31%) than local New Hampshire visitors (12.9%). Local visitors are those who live within 30 miles.

Where Visitors Are From

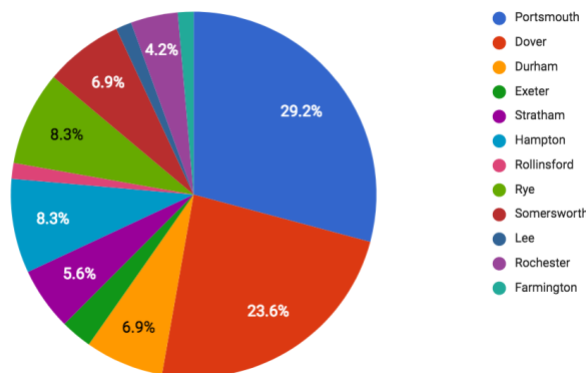


The majority of local NH visitors continue to come from Portsmouth (8.9%, lower than last year's 11.3%) and Dover (7.2%, just about in line with last year's 7.9%). As for local ME visitors, a great majority come from York/Cape Neddick (24.7%, up slightly from last year's 22.6%). South Berwick residents make up 10.6% (up from only 6% last year), Kittery 8.9% (up from 7.5%), and Wells 6.4%.

ME Local Visitors

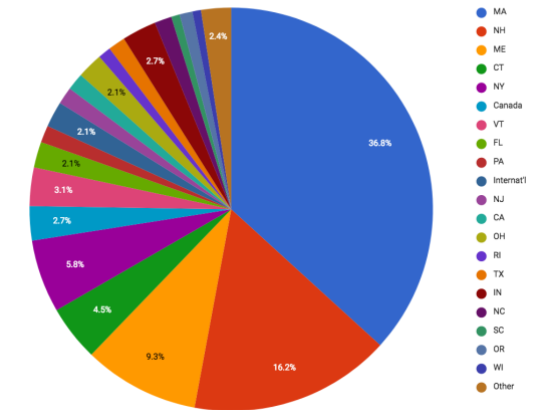


NH Local Visitors



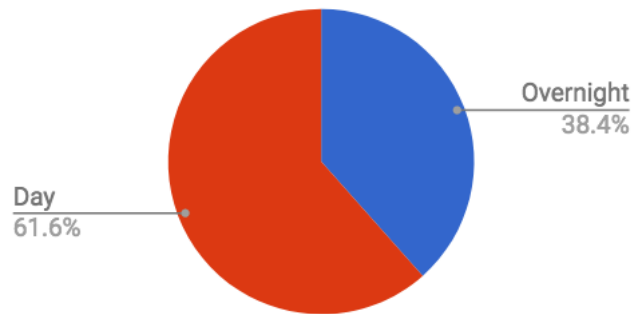
Finally, of out-of-town visitors (more than 30 miles away), the majority are still from Massachusetts (36.8%, up only 1% from last year's 35.8% and New Hampshire has the second highest at 16.2% (the same as last year). Another 9.3% of our visitors are from in-state, but more than thirty miles away.

States of Out-Of-Town Visitors



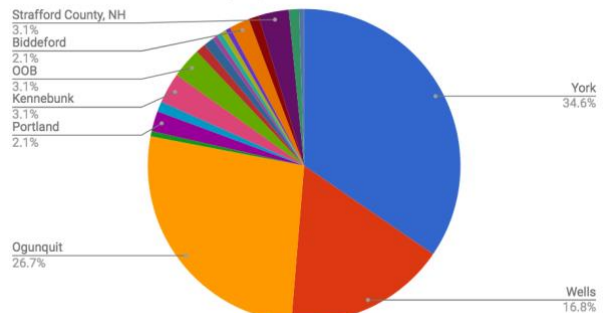
Day Trips and Overnight Visitors

This year, we asked our visitors whether they were visiting just for the day, or if they were staying in the area overnight. 61.6% of those asked were visiting just for the day and 38.4% stayed overnight.



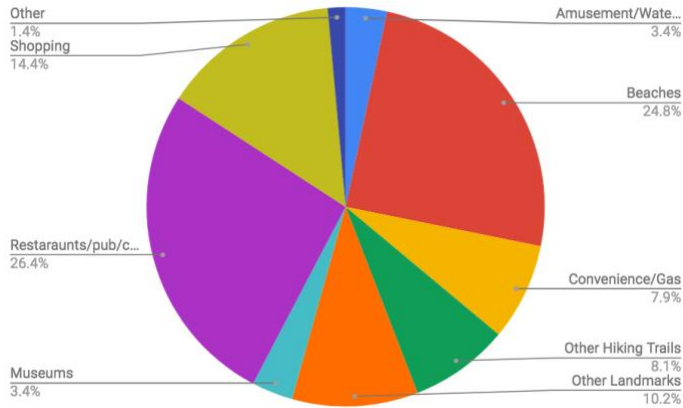
Of the groups staying in the area overnight, 34.55% stayed in York, 16.75% stayed in Wells, and 26.7% stayed in Ogunquit.

What Town Are You Staying In?

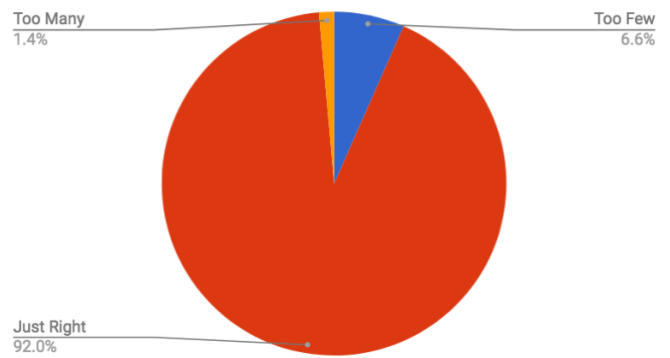


Where Else Are People Visiting?

This year, we introduced a new survey question. We asked all groups (both overnight and day trippers) what other kinds of places they'd be visiting while in the area. Of the 383 groups that answered, 76.2% said they were visiting local restaurants, 71.5% said beaches, 41.5% said shopping, 29.5% said other landmarks, and 23.2% said other hiking trails. Only 87 groups of the 383 who answered this question mentioned specific places. Of those answers, the most popular places were Nubble Light (21.84%) and the Marginal Way in Ogunquit (18.39%).



Ratings for Amount of Signage



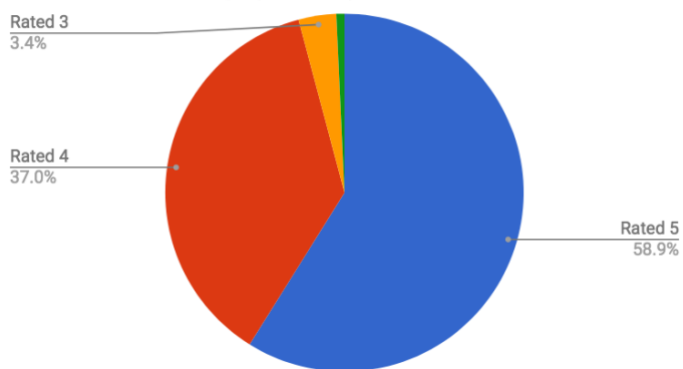
How Did People Hear About Mount A?

The majority of visitors (27.6% out of 631 answers) heard about Mount A from a friend or family member; 22.8% either heard about Mount A from a local resident or are local residents themselves. Many of those who answered had been local residents at one time or have been coming to the area for years. "Word of Mouth" and "Internet" both had 11.7% of visitors discovering Mount A. Both TripAdvisor and Google remain popular ways of finding out about us. Mountain bikers make use of the TrailForks online database, and a number of visitors found us using the app AllTrails.

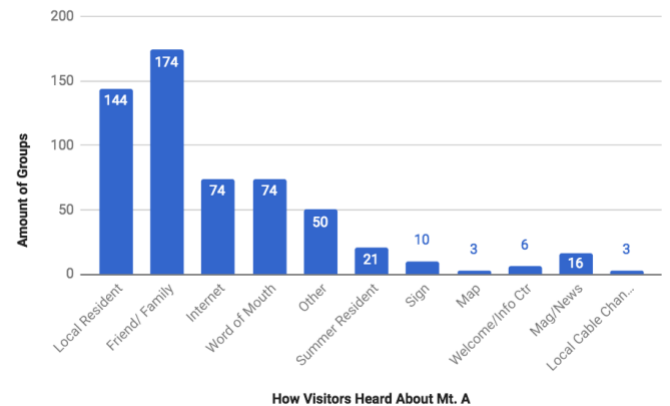
Trail Condition Ratings

Based on 411 answers, our average trail condition rating this year is a 4.74, which is in line with last year's rating of 4.75. 95.9% of people who answered rated the trails a 4 or above and 58.9% rated them a 5, which is down from last year (72.5%). Only 4.1% of people who answered rated the trails a 3 or a 2. There were no ratings of 1.

Trail Condition Ratings (5 is best)



How Visitors Heard About Mt. A



What Activities do Visitors Do On The Mountain?

The vast majority of our visitors come to the mountain to hike (62.3%) and/or picnic and sightsee (41.1%). Another 17.5% come for dog walking, 17.4% for walking either the trails or summit access road, 8.4% for mountain biking, and 7% for trail running. 4.2% of visitors were here for the Learning Lodge or guided programs. Another 5.1% visit Mount A in the winter for snowshoeing (up from 4.5% last year), and 4.2% come for birding opportunities (up from 3.6% last year).

Ratings for Amount of Signage

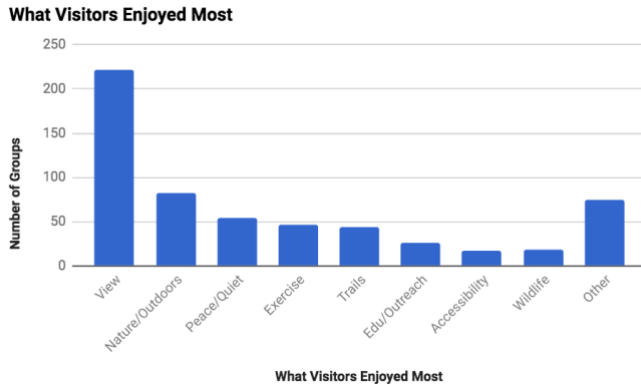
The majority of people who answered this question said that the amount of signage was just right (92%, up from last year's 89.8%) and 6.6% of people said there weren't enough, mostly on 2nd and 3rd hills or at intersections. 1.4% of people asked said there were too many signs, and all were local frequent visitors. This is an increase over last year's .5%.

Main Draw to the Area

This year we asked our visitors what their main draw to the region was. This question was left open ended, and of the 484 people who answered, the majority (46.49%) were here just to visit Mount A.

Most of these people were day-trippers, and local residents made up another 10.12%. Another 17.56% were in the region on vacation or considered themselves summer residents. 12.6% were drawn to the region for beaches, and people in the area for work, camp, or a school trip made up 1.68% of those who answered. Next year, we may consider providing multiple-choice options (based on this year's results) to answer this question or may only ask non-local visitors to better understand what draws tourists to our region.

What Visitors Enjoyed Most About Their Visit to Mt. A



When asked what they enjoy most about their visit to the mountain, none of the surveyors were surprised when many people said the view. The majority of visitors answered the same, last year. Of the 461 people who answered this question (84% of those surveyed, down from last year's 89% of those surveyed), 48.16% told us that they loved being able to see so far away or see mountains as well as the ocean. 17.79% said that they most enjoyed being outdoors. Quiet and exercise came in next at 11.7% and 9.98%, respectively. 5.64% enjoyed our educational and outreach efforts, including the Learning Lodge, Story Walk, Tree ID, and other displays/kiosks; 3.9% enjoyed the animal and plant life; 3.69% enjoyed Mount A's accessibility, which included the Big A trail and new viewing platform, as well as ease of access for families. Another 16.05% enjoyed other things about their visit.

A number of our local visitors said that they liked how close Mount A is to home, and that it's a nice alternative to visiting the busy beaches. Others said that they appreciated the balance the area is able to maintain between nature and human interaction. A number of visitors loved how dog-friendly the area is. For a few visitors this year, Mount A was their first hike!

Visitor Comments and Suggestions

At the end of our time surveying each group, we ask them for any comments, questions, or suggestions. Each year, we receive a wide variety of answers.

This year, in addition to suggestions for trail signage at specific intersections, people suggested we make our paper trail maps more detailed, and get additional road signs to direct people to Mount A. People also asked for trash cans and dog waste bags to be provided, though when informed

Of Mount A's Carry-In/Carry-Out trash policy, most were understanding. Other visitors asked whether or not we would be constructing any new trails soon. As in previous years, many suggestions and comments were made regarding the condition of the port-a-potties, and the desire for better facilities. There remains a strong desire from our visitors for the Learning Lodge to have increased hours. Crowded parking is also a concern. This year we also received a great number of comments about the condition of a number of bridges, which have since been repaired or replaced thanks to our seasonal crew and dedicated volunteers.

As was the case in previous years, we also received many more positive comments. A huge amount of people this year told us that they appreciate how clean and well maintained the summit and trails are, and that they love all the work we've done. A number of return visitors said how impressed they were with the amount of positive change that's happened on the mountain in just a few years, and that they can see the improvements every year.

Conclusion

Mount Agamenticus is frequented not only by many vacationers, but by large amount of local loyal visitors that love coming as often as they can. While many visitors make a full day out of their trip to the mountain, many also take the opportunity to experience other local attractions.

Most people had incredibly positive things to say about the mountain and how we manage it, though there are some aspects that we continue to improve, most pressing the condition and availability of restrooms. We will continue to work to make the mountain as user-friendly and accessible as possible while still supporting sustainable recreation and water quality.

