



CWRT TOURING SURVEY SURVEY ANALYSIS

We have all heard of CWRTs that have developed their own tours and how their members really enjoy the experience of witnessing hallowed ground together with a knowledgeable field guide. But, many CWRTs haven't had that experience and some are considering starting a CWRT tour tradition. This survey is the result of those who expressed some interest in holding their own Civil War tour but being uncertain about the details.

There were 176 total respondents to the survey, so it should be considered representative of CWRTs and the tours they sponsor. (A dozen duplicate CWRT responses were received.)

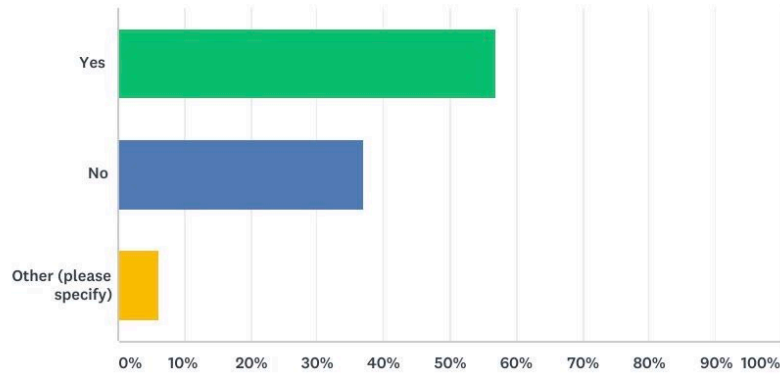
SUMMARY

Through this survey, we have discovered the following BEST PRACTICES in the proper handling a CWRT tour:

1. Tours developed and operated by a CWRT should not be conducted as a way to enhance the organization's treasury.
2. When considering a CWRT-sponsored tour, select a battlefield that is widely known such as Gettysburg so as to maximize member involvement.
3. CWRT-sponsored tours should be scheduled during the Spring and/or Fall.
4. A CWRT should consider obtaining liability insurance for each tour.
5. For those CWRTs that seek participation other than members, it is important to develop a marketing comprehensive plan for tours and not rely on word of mouth or other means that is not under the control of the CWRT.
6. CWRT-sponsored tours that involve a partnership with another CWRT or history-related organization should be considered.
7. CWRTs that are unsure of the tour planning process are encouraged to contact a professional Civil War tour organization.
8. Partnering with a local college or university to develop tour participants may also lead to recruitment of more CWRT student members.
9. Those CWRTs that require an overabundance of non-members should reconsider the nature, cost and scope of their plans.

Q1 Does your CWRT conduct a periodic or annual historical tour?

Answered: 167 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	56.89% 95
No	37.13% 62
Other (please specify)	5.99% 10
TOTAL	167

Just over a half of the CWRT respondents conduct periodic or annual historical tours while just over a third do not.

Nearly six percent expressed the following explanation:

- Did so in the past (3)
- Conduct field trips (2)
- Other Civil War events connected to tours (2)
- Did so in the past considering renewing
- Partner with a SUVCW unit
- Suggest those run by Marty Gane

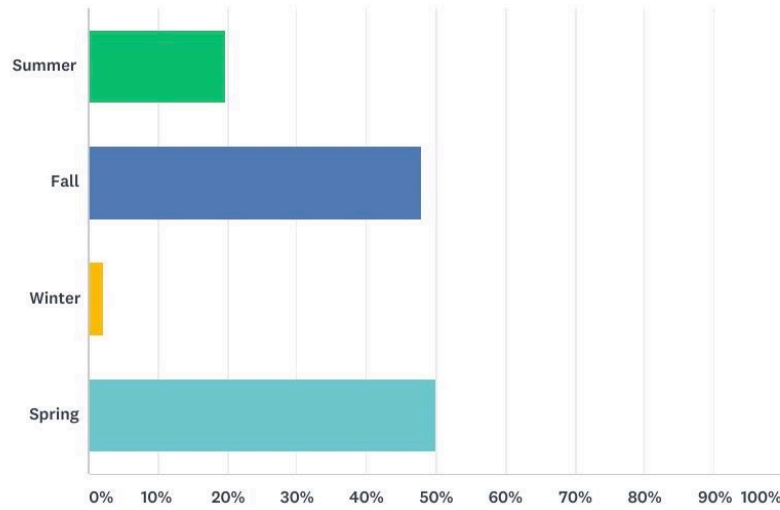
Q2 What is your most popular tour?

The most popular, by far, is Gettysburg. Several CWRTs visit different battlefields each year and several others visit local sites most often.

TOUR SITES	NUMBER	TOUR SITES	NUMBER
Gettysburg	19	Harpers Ferry	1
Different each year	11	Honey Hill, Ridgeland, SC	1
Local	7	James River (Virginia) plantation sites	1
Battlefields	4	John Wilkes Booth Escape Route	1
Antietam	3	Kenosha Civil War Museum in Kenosha, Wi.	1
Chattanooga	3	Lakeview Cemetery	1
Peninsula Campaign	3	Lee's Retreat from Gettysburg	1
Shiloh	3	Monocacy	1
Charleston	2	Morgan's Raid	1
Lincoln Museum in Springfield, Illinois	2	Nashville	1
Vicksburg	2	North Anna	1
Wilsons Creek	2	Oak Island NC	1
Battle of Pickett's Mill	1	Old Stone Church	1
Battle of the Ironclads	1	One with Jim Ogden!	1
Battle of Williamsburg	1	Pea Ridge	1
Battlefields near Richmond	1	Philadelphia	1
Cedar Mountain	1	Pickett house	1
Cemetery tours	1	Port Hudson	1
Charleston & The Hunley	1	President Hayes Home (Fremont)	1
Chickamauga	1	Resaca	1
Civil War military installations	1	Shenandoah Valley Campaigns	1
Cleveland - Soldier's & Sailors Monument	1	Sites seldom seen	1
Corinth	1	South Mountain	1
Dakota War	1	Tennessee Museum	1
Dalton	1	Tiffin CW Museum	1
Franklin relic show	1	Western Theatre	1
Hale Farm CW Weekend	1	Williamsburg	1

Q3 When is this popular tour most likely scheduled?

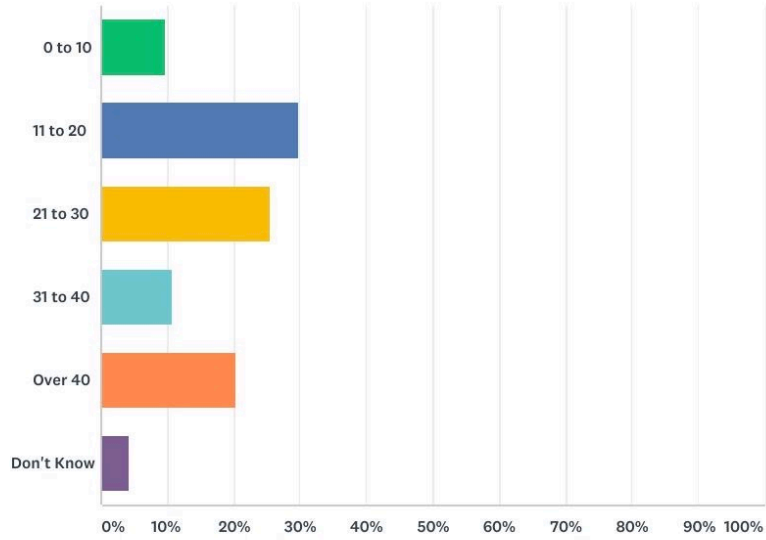
Answered: 92 Skipped: 75



ANSWER CHOICES	RESPONSES
Summer	19.57% 18
Fall	47.83% 44
Winter	2.17% 2
Spring	50.00% 46
Total Respondents: 92	

Q4 How many participants are generally involved?

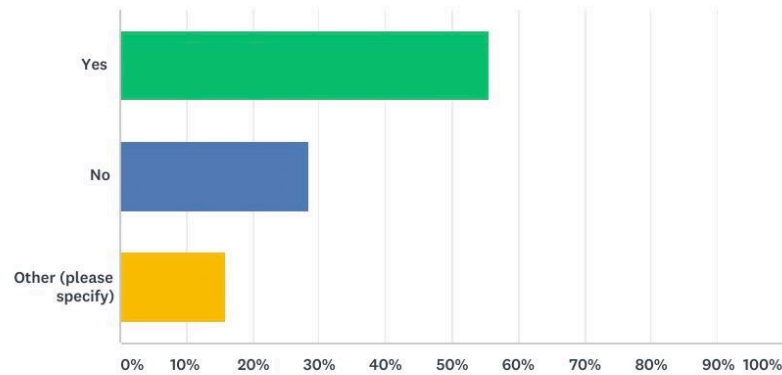
Answered: 94 Skipped: 73



ANSWER CHOICES	RESPONSES	
0 to 10	9.57%	9
11 to 20	29.79%	28
21 to 30	25.53%	24
31 to 40	10.64%	10
Over 40	20.21%	19
Don't Know	4.26%	4
TOTAL		94

Q5 Do you recruit participants from outside your CWRT?

Answered: 88 Skipped: 79



ANSWER CHOICES	RESPONSES
Yes	55.68% 49
No	28.41% 25
Other (please specify)	15.91% 14
TOTAL	88

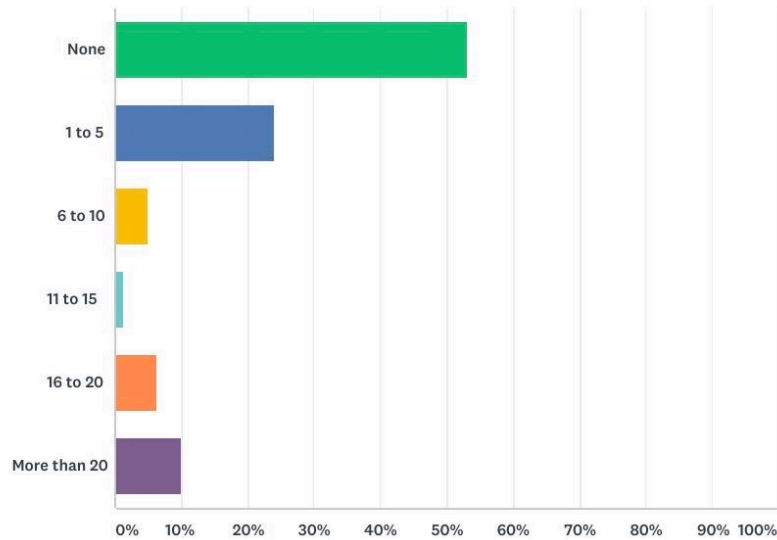
Although a majority (55.7%) recruit tour participants from outside their CWRT, a significant number do not (28.4%).

Additional clarification was provided in the following statements:

- Not very active (3)
- Partner with another CWRT (2)
- Sometimes
- Members only as an incentive to join the CWRT
- Not actively, but especially welcome students
- Don't have members, so everyone is welcome
- Need to expand outreach
- Use Civil War Tours

Q6 Realistically, how many nonmembers do you need each year to break even?

Answered: 79 Skipped: 88



ANSWER CHOICES	RESPONSES	
None	53.16%	42
1 to 5	24.05%	19
6 to 10	5.06%	4
11 to 15	1.27%	1
16 to 20	6.33%	5
More than 20	10.13%	8
TOTAL		79

CWRTs that require no or fewer than eleven (11) outside participants to “break even” are probably the most successful (82.3%). Those that require significantly more must either develop a very effective marketing plan or have a target audience that is in partnership with the CWRT.

Q7 How does your CWRT recruit non-member for tours?

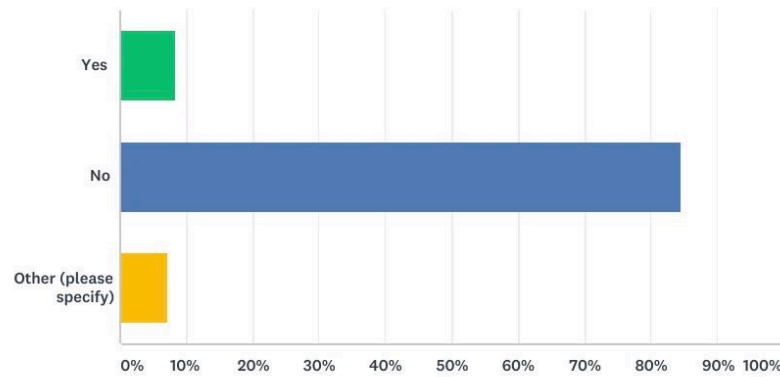
Several respondent CWRTs use Civil War tours as a means to recruit new members, reward current members or limit tour participation solely to members.

Others responded as follows:

- Word of mouth (7)
- Friends of members (4)
- Website (4)
- Brochures/Flyers (3)
- It doesn't (3)
- Social media (3)
- CWRT newsletter (2)
- Other CWRTs (2)
- Adult education program at local community college
- Depend on others in public appearances
- Don't know
- Family members
- Local media
- Local newspapers
- Potential partner organizations

Q8 Is the revenue from the CWRT tours an essential element for financial health of your organization?

Answered: 84 Skipped: 83



ANSWER CHOICES	RESPONSES
Yes	8.33% 7
No	84.52% 71
Other (please specify)	7.14% 6
TOTAL	84

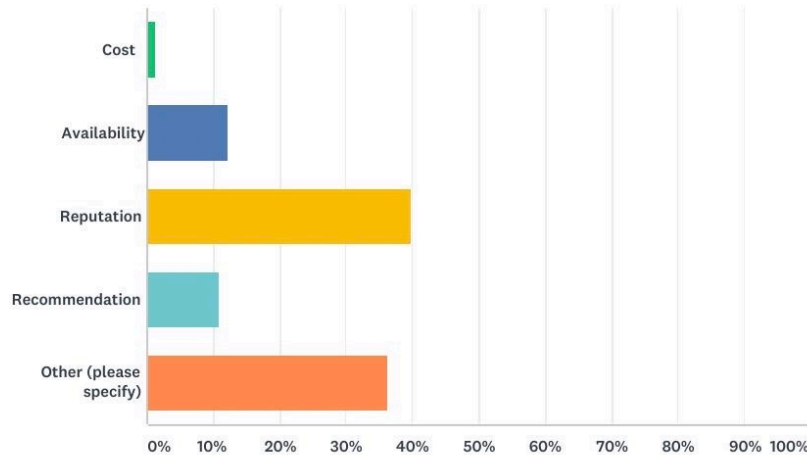
Only 8.3% rely on tour revenue for the financial health of their CWRT. The vast majority (84.5%) do not.

Another 7.1% provided the following clarification:

- It is a plus
- Tours are free
- Sponsored tour is privately run
- Don't know
- Paid for by a benefactor
- Participants cover the costs

Q9 How do you select the tour guide(s)?

Answered: 83 Skipped: 84



ANSWER CHOICES	RESPONSES
Cost	1.20% 1
Availability	12.05% 10
Reputation	39.76% 33
Recommendation	10.84% 9
Other (please specify)	36.14% 30
TOTAL	83

Tour guide selection is probably one of the most important aspects of a successful tour, especially for annual or other recurring tours. However, 13.25% rely on cost or availability. Most, 50.6% select their tour guides based on their reputation or recommendations of others. Another 36.1% provided the following:

- Volunteers (11)
- All of the above (7)
- Depends on destination (5)
- National Park Service (3)
- Civil War organizations, i.e., Emerging Civil War, Civil War Excursions, (2)
- Always use Ed Bearss who selects the 2nd guide

Q11 If your CWRT were to use a professional tour organization, what might be the elements of such a partnership?

We received 56 total responses. The following clarify those responses:

- Cost (17)
- Don't know (13)
- Not applicable (13)
- Quality (6)
- Tour schedule (6)
- Logistics (5)
- Experience (3)
- Reputation

As a point of clarification, cost was the number one hard element. Those that responded Don't Know have not looked into partnering with a professional tour organization while that that responded Not Applicable have considered and rejected that notion. The other responses are fairly self-explanatory.

Q12 What might be the positive aspects of such a partnership?

We received a total of eleven (11) responses. Clarifications were as follows:

- Depth of information (3)
- Don't know (2)
- Reduced cost (2)
- Well organized (2)
- Better marketing
- Great tours
- More yours
- None

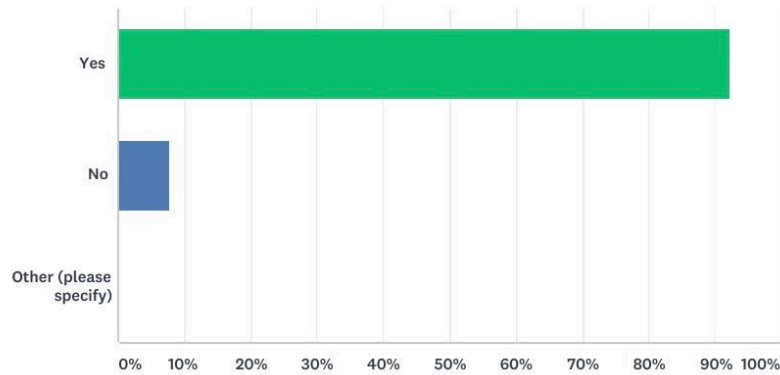
Q13 What might be the negative aspects of such a partnership?

We received a total of ten (10) responses. Clarifications were as follows:

- Cost (6)
- Less than quality tours
- Opposite Q12
- Scheduling limitations

Q14 Is the decision to partner with an outside organization up to your CWRT board?

Answered: 13 Skipped: 154



ANSWER CHOICES	RESPONSES	
Yes	92.31%	12
No	7.69%	1
Other (please specify)	0.00%	0
TOTAL		13

It is clear that in the vast majority of CWRTs (92.3%) tours are a matter for board decision.

Q15 Demographics

Alabama CWRT
 Albert Lea, Mn CWRT
 Baton Rouge CWRT
 Brandywine Valley CWRT
 Brunswick CWRT
 Bull Run CWRT
 Cape Fear CWRT
 Central Delaware CWRT
 Champaign CWRT
 Cincinnati CWRT
 Cleveland CWRT
 Connecticut CWRT
 Cumberland Mountain CWRT
 Cumberland Valley CWRT
 CWRT of Chicago
 CWRT of mid-OHIO valley
 East Bridgewater CWRT
 First Defenders CWRT of Berks Co.

Frederick County CWRT
 Greater Pittsburgh CWRT
 Green Mountain CWRT
 Hampton Roads CWRT
 Hershey CWRT
 Houston CWRT
 Indianapolis CWRT
 James A. Garfield CWRT
 Kansas City CWRT
 Lancaster CWRT
 Louisville CWRT
 Macoupin County CWRT
 Mahoning Valley CWRT
 Mid-Missouri CWRT
 Milwaukee CWRT
 Montgomery County, MD
 North Alabama CWRT
 Northeast Georgia CWRT
 Northern Illinois RT

Phil Kearny CWRT of North Jersey
 Puget Sound CWRT
 Raleigh CWRT
 Richmond CWRT
 Rocky Mountain CWRT
 Shippensburg Area CWRT
 Society for Women and the Civil War (SWCW)
 South Suburban CWRT
 Tennessee Valley CWRT
 Tri-State CWRT
 Twin Cities CWRT
 US Army
 Wayne County CWRT
 Western NC CWRT
 York (PA) CWRT