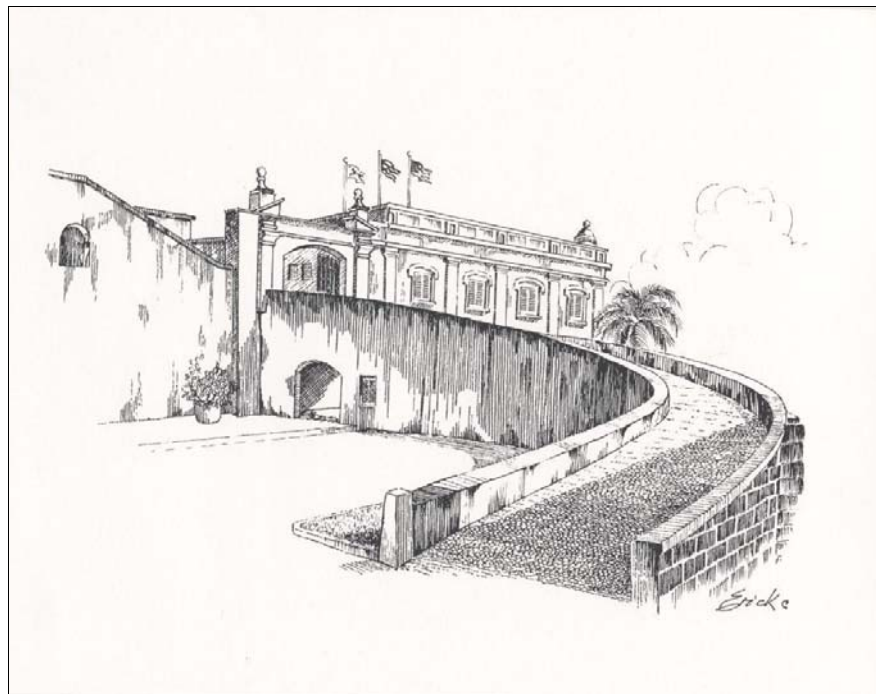




San Juan National Historic Site Visitor Study

Winter 2010

Natural Resource Report NPS/NRPC/SSD/NRR—2011/393/106444



ON THE COVER

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San Juan National Historic Site Visitor Study

Winter 2010

Natural Resource Report NPS/NRPC/SSD/NRR—2011/393/106444

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U.S. Department of the Interior
National Park Service
Natural Resource Program Center
Fort Collins, Colorado

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Executive Summary

- This report describes the results of a visitor study at San Juan National Historic Site (NHS) during February 21-27, 2010. A total of 951 questionnaires including 799 in English and 152 in Spanish were distributed to visitor groups. Of those, 449 English (56%) and 44 Spanish (29%) were returned, resulting in 493 questionnaires returned, an overall 51.8% response rate.
- This report profiles a systematic random sample of San Juan NHS visitors. Most results are presented in graphs and frequency tables.
- Forty-six percent of visitor groups were in groups of two and 24% were in groups of three or four. Fifty-seven percent of visitor groups were in family groups.
- United States visitors comprised 86% of total visitation during the survey period, with 12% from Puerto Rico and smaller proportions from 45 states and Washington, D.C. International visitors comprised 14% of total visitation during the survey period and were from 19 countries.
- Eighty-six percent of visitors were visiting the park for the first time and 8% had visited two times.
- Forty-one percent of visitors were ages 46-65 years, 8% were ages 15 years or younger, and 11% were ages 66 or older. Eighty-eight percent of respondents reported English as their preferred language for speaking and reading.
- Most visitor groups (69%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through friends/relatives/word of mouth (46%), and most (84%) received the information they needed. To obtain information for a future visit, 60% of visitor groups would use the park website.
- The primary reason that most visitor groups visited the park was to learn about the history of the fortifications (60%).
- Seventy-two percent of visitor groups used an airplane as the form of transportation to arrive on the island of Puerto Rico and 46% of visitor groups walked to access San Juan National Historic Site.
- The average length of visit was 2.1 hours. Of those that visited on more than one day, 87% visited on two days.
- The most commonly visited sites by visitor groups were El Morro (74%), San Cristobal (67%), and City Wall (63%).
- The most common activities were viewing outdoor exhibits (76%), viewing indoor exhibits (74%), and visiting/touring fortifications (71%).
- The visitor services and facilities most commonly used by visitor groups were exhibits inside fortifications (77%) and directional signs on fortification grounds (74%). The service/facility that received the highest combined proportion of “extremely important” and “very important” ratings was the restrooms (92%, N=291). The service/facility that received the highest combined proportion of “very good” and “good” quality ratings was the fortification tour (97%, N=30).
- Eighty-eight percent of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.

Resumen de Resultados

- Este informe describe los resultados del estudio de visitantes llevado a cabo en el Sitio Histórico Nacional San Juan del 21-27 de Febrero de 2010. Un total de 951 cuestionarios, incluyendo 799 en Inglés y 152 en Español fueron distribuidos a grupos de visitantes. De éstos, 449 en Inglés (56%) y 44 en Español (29%) fueron completados y enviados, resultando en 493 cuestionarios devueltos, y un nivel de respuesta total del 51.8.
- Este reporte resume los resultados de una muestra al azar sistemática de visitantes al Sitio Histórico Nacional San Juan. La mayoría de resultados se muestran por medio de gráficos y tablas de frecuencia.
- Cuarenta y seis por ciento de los grupos de visitantes estaban compuestos por dos personas, y el 24% estaban compuestos por tres o cuatro personas. Cincuenta y siete por ciento de los grupos de visitantes eran grupos familiares.
- Visitantes de Estados Unidos representaron el 86% del total de visitación al parque durante el periodo de encuestas, con un 12% de Puerto Rico y pequeños porcentajes provenientes de 45 estados y Washington, D.C. Visitantes internacionales comprendieron el 14% del total de visitación durante el periodo de encuestas y provinieron de 19 países.
- Ochenta y seis por ciento de visitantes estaban visitando el parque por primera vez y el 8% lo había visitado dos veces.
- Cuarenta y un por ciento de visitantes tenían entre 46-65 años de edad, el 8% tenía 15 años de edad o menos, y el 11% tenía 66 años de edad o más. Ochenta y ocho por ciento de personas que respondieron el cuestionario reportaron que el Inglés era su idioma de preferencia para hablar y leer.
- La mayoría de grupos de visitantes (69%) obtuvieron información acerca del parque antes de su visita. Antes de ésta visita, los grupos de visitantes obtuvieron información sobre el parque de amigos/familiares/persona a persona (46%), y la mayoría (84%) recibieron la información que ellos necesitaban. Para obtener información para una visita futura, el 60% del grupo de visitantes usaría el sitio de Internet del parque.
- La razón principal por la cual la mayoría de los grupos de visitantes visitaron el parque fue por aprender acerca de la historia de las fortificaciones (60%).
- Setenta y dos por ciento de los grupos de visitantes usaron un avión como su medio de transporte para llegar a la isla de Puerto Rico, y el 46% de los grupos de visitantes caminaron para acceder al Sitio Histórico Nacional San Juan.
- El tiempo promedio de permanencia para una visita fue de 2.05 horas. Ochenta y siete por ciento de los grupos de visitantes que permanecieron más de un día visitando el parque, lo visitaron en dos días. Los visitantes no pueden pasar la noche en las fortificaciones.
- Los sitios más comunes visitados por los grupos de visitantes fueron El Morro (74%), San Cristóbal (67%), y la Muralla de la Ciudad (63%).
- Las actividades más comunes fueron mirar las exhibiciones exteriores (76%), mirar las exhibiciones interiores (74%), y visitar las fortificaciones (71%).

- Los servicios para visitantes y las instalaciones más usadas por los grupos de visitantes fueron las exhibiciones dentro de las fortificaciones (77%) y los rótulos direccionales en las fortificaciones (74%). El servicio/instalación que recibió el mayor porcentaje combinado entre las calificaciones “extremadamente importante” y “muy importante” fueron los baños (92%, N=291). El servicio/instalación que recibió el mayor porcentaje combinado entre las calificaciones “muy bueno” y “bueno” fue el tour de las fortificaciones (97%, N=30).
- Ochenta y ocho por ciento de los visitantes calificaron la calidad de instalaciones, servicios y oportunidades recreacionales como “muy bueno” o “bueno.”

Para mayor información acerca del Proyecto de Servicios al Visitante, por favor contactar a la Unidad de Estudios de Parques (Park Studies Unit) en la Universidad de Idaho, al (208) 885-7863, o al siguiente sitio de Internet <http://www.psu.uidaho.edu>

Acknowledgements

We thank Margaret Littlejohn for overseeing the fieldwork, Jen Morse, Paulina Starkey, and the staff and volunteers of San Juan National Historic Site for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

About the Authors

William Boyd is a Research Assistant with the Visitor Services Project. Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho.

Introduction

This report describes the results of a visitor study at San Juan National Historic Site (NHS) in San Juan, Puerto Rico, conducted February 21-27, 2010 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The National Park Service website for San Juan NHS describes the park: “Designated in 1949, San Juan NHS includes Castillo San Cristóbal, Castillo San Felipe del Morro, and Fortin San Juan de la Cruz known locally as El Cañuelo, bastions, powder houses, and three fourths of the surrounding city wall. These magnificent fortifications were built by the Spanish beginning in 1533 with La Fortaleza and a tower at El Morro in 1539 taking more than 250 years” (www.nps.gov/saju retrieved September, 2010).

Organization of the Report

The report is organized into three sections.

Section 1: Methods. This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices.

Appendix 1: *The Questionnaire.* A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis.* A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report.

Appendix 3: *Decision rules for checking non-response bias.* An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications.* A complete list of publications by the VSP. Copies of these reports can be obtained by visiting the website: www.psu.uidaho.edu/vsp/reports.htm or by contacting the VSP office at (208) 885-7863.

Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the Results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

1. The figure title describes the graph's information.

2. Listed above the graph, the “N” shows the number of individuals or visitor groups responding to the question. If “N” is less than 30, “CAUTION!” is shown on the graph to indicate the results may be unreliable.

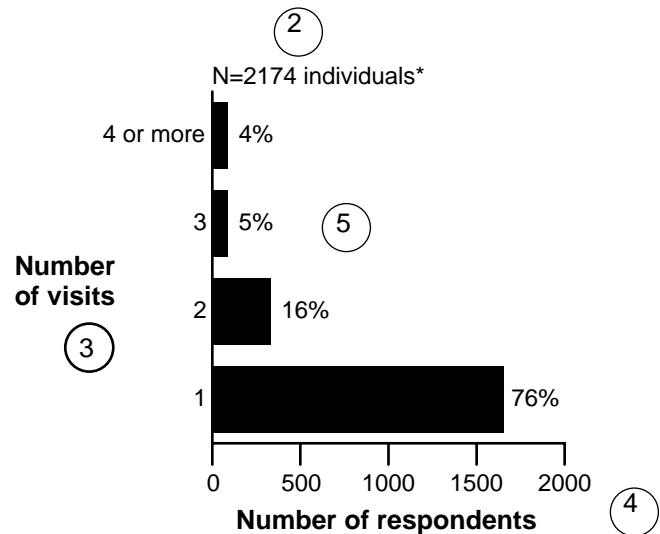
* appears when total percentages do not equal 100 due to rounding.

**appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportions of responses in each category.

5. In most graphs, percentages provide additional information.



1 **Figure 14:** Number of visits to the park in past 12 months

Methods

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at selected locations in San Juan NHS during February 21-27, 2010. Visitors were surveyed between the hours of 7:00 a.m. and 7:00 p.m. Table 1 shows the six locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 1172 visitor groups were contacted and 951 of these groups (81.1%) accepted questionnaires (average acceptance rate for 211 VSP visitor studies conducted from 1988 through 2009 is 91.3%). The distributed questionnaires included 152 in Spanish, of which 44 were returned, resulting in a 28.9% response rate. Questionnaires were completed and returned by 493 visitor groups resulting in a 51.8% response rate for this study. The average response rate for the 211 VSP visitor studies is 73.7%.

Table 1. Questionnaire distribution

N₁=number of questionnaires distributed

N₂=number of questionnaires returned

Sampling site	English questionnaires				Spanish questionnaires			
	Distributed		Returned		Distributed		Returned	
	N ₁	%	N ₂	%	N ₁	%	N ₂	%
El Morro	363	45.4	195	43.4	77	50.7	20	45.5
San Cristobal	378	47.3	220	49.0	25	16.4	7	15.9
Paseo del Morro	33	4.1	21	4.7	9	5.9	4	9.1
Esplanade	18	2.3	10	2.2	24	15.8	9	20.5
El Cañuelo	0	0.0	0	0.0	17	11.2	4	9.1
Main entrance/parking lot	7	0.9	3	0.7	0	0.0	0	0.0
Totals	799	100	449	100	152	100	44	100

Questionnaire design

The San Juan NHS questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for San Juan NHS. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the San Juan NHS questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys, thus the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp. Two of the three individuals administering the survey were fluent Spanish speakers.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	March 15, 2010	749	143	892
1 st Replacement	March 29, 2010	476	96	572
2 nd Replacement	April 16, 2010	400	0	400

Data analysis

Returned questionnaires were coded and the visitor responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of February 21-27, 2010. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather during the survey period alternated between sunny and warm or hot, and cloudy, with occasional showers. No special events occurred in the area that would have affected the type and the amount of visitation to the park. Numerous cruise ship passengers visited the fortifications during the survey period, which is typical of this time of year.

Checking non-response bias

Three variables were used to check non-response bias: respondents' age, group size, and overall quality rating. The average age and group size were compared between respondents and non-respondents. Overall quality ratings were compared between different mailing waves. Respondents and non-respondents were different in terms of average age and average group size. However, there were no significant differences in overall quality ratings between early responders and late-responders. There is evidence of non-response bias. Demographic information needs to be interpreted with caution. See Appendix 3 for more details of the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	48.3 (N=493)	40.55 (N=456)	<0.001
Group size	3.21 (N=265)	4.07 (N=89)	0.006

Table 4. Comparison of respondents at different mailing waves

	Before postcard	Between postcard and 1st replacement	After 1st replacement	p-value
Quality rating	4.34	4.28	4.27	0.528

Results

Group and Visitor Characteristics

Visitor group size

Question 23b

On this visit, how many people were in your personal group, including yourself?

Results

- 46% of visitors were in groups of two (see Figure 1).
- 24% were in groups of three or four.
- 7% were alone.

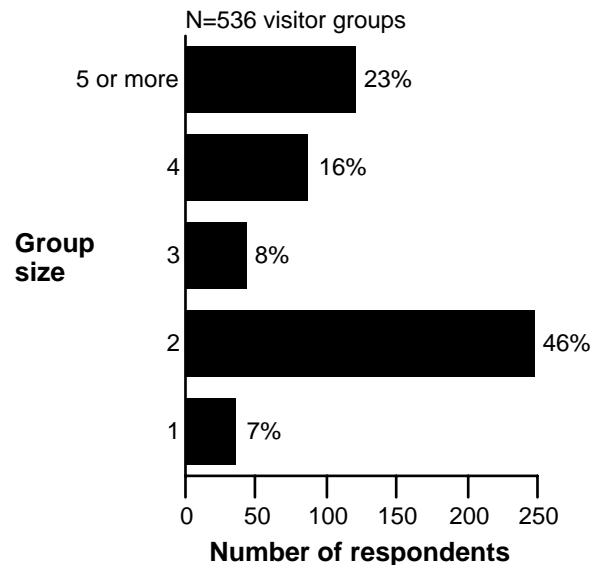


Figure 1. Visitor group size

Visitor group type

Question 23a

On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results

- 57% of visitor groups were made up of family members (see Figure 2).
- 21% were with friends.
- No “other” groups were specified.

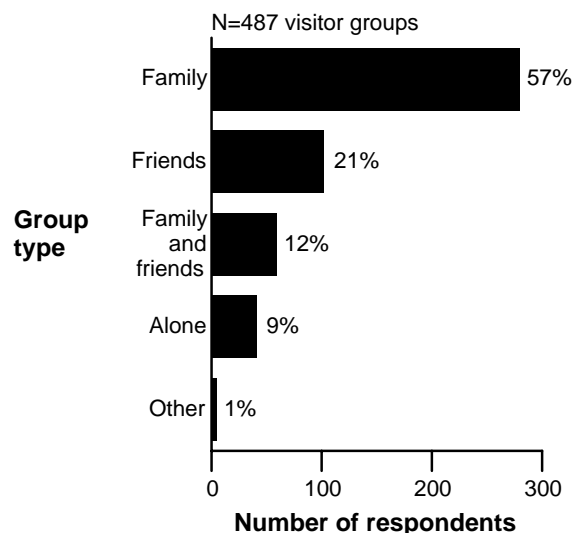


Figure 2. Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 22a

On this visit, were you and your personal group part of a commercial guided tour group?

Results

- 7% of visitor groups were part of a commercial guided tour group (see Figure 3).

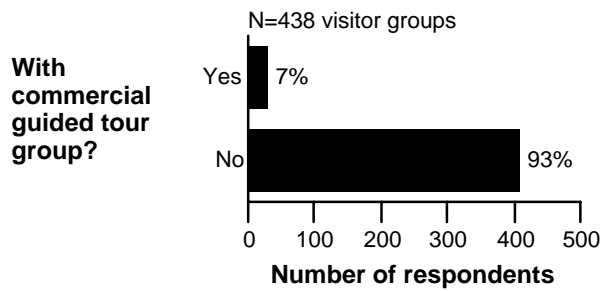


Figure 3. Visitors with a commercial guided tour group

Question 22b

On this visit, were you and your personal group part of a school/educational group?

Results

- 1% of visitor groups were part of a school/educational group (see Figure 4).

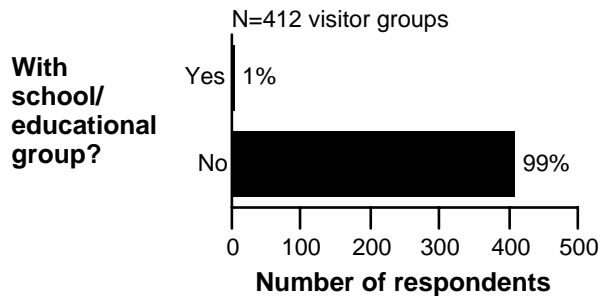


Figure 4. Visitors with a school/educational group

Question 22c

On this visit, were you and your personal group part of an "other" organized group (scouts, work, church, etc.)?

Results

- 4% of visitor groups were part of an "other" organized group (see Figure 5).

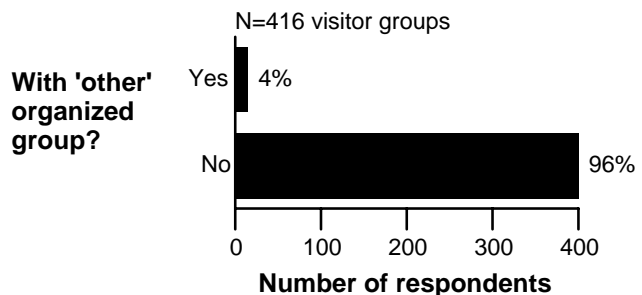


Figure 5. Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 22d

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results

- 32% of visitor groups were part of an organized group with up to 10 individuals (see Figure 6).

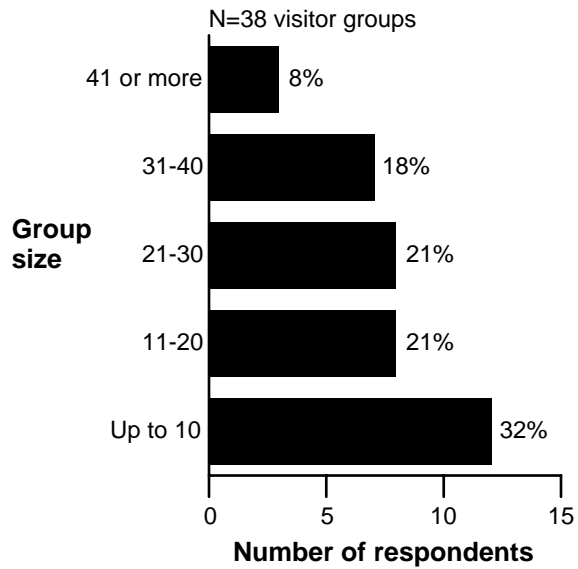


Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 25b

For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 45 states, Puerto Rico, and Washington, D.C. and comprised 86% of total visitation to the park during the survey period.
- 12% of U.S. visitors came from Puerto Rico (see Table 5 and Figure 7).
- 9% came from New York and 7% were from Massachusetts.
- Smaller proportions of U.S. visitors came from 43 other states, and Washington, D.C.

Table 5. United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=1,090 individuals	Percent of total visitors N=1,268 individuals
Puerto Rico	133	12	10
New York	95	9	7
Massachusetts	74	7	6
Florida	65	6	5
Illinois	62	6	5
Michigan	62	6	5
Minnesota	49	5	4
Utah	42	4	3
Pennsylvania	38	3	3
New Hampshire	35	3	3
Ohio	33	3	3
California	28	3	2
New Jersey	26	2	2
Texas	26	2	2
Virginia	26	2	2
Wisconsin	25	2	2
Connecticut	23	2	2
Indiana	22	2	2
Maryland	21	2	2
North Carolina	21	2	2
Colorado	20	2	2
25 other states and Washington, D.C.	164	15	13

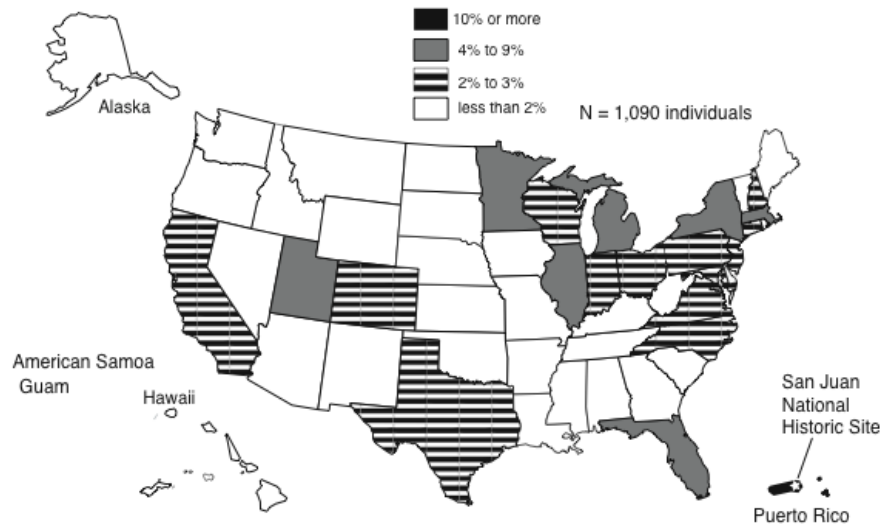


Figure 7. Proportions of United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence**Question 25b**

For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results

- International visitors were from 19 countries and comprised 14% of total visitation to the park during the survey period.
- 56% came from Canada and 11% were from the United Kingdom (see Table 6).
- Smaller proportions of international visitors came from 17 other countries.

Table 6. International visitors by country of residence *

Country	Number of visitors	Percent of international visitors N=178 individuals	Percent of total visitors N=1,268 individuals
Canada	100	56	8
United Kingdom	19	11	1
Spain	7	4	<1
Germany	6	3	<1
France	5	3	<1
Mexico	5	3	<1
Switzerland	5	3	<1
Sweden	4	2	<1
Netherlands	4	2	<1
Colombia	3	2	<1
Norway	3	2	<1
Belgium	2	1	<1
Brazil	2	1	<1
South Africa	2	<1	<1
China	1	<1	<1
Czech Republic	1	<1	<1
Dominican Republic	1	<1	<1
Trinidad	1	<1	<1
Ukraine	1	<1	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits in past 12 months

Question 25c

For you and your personal group on this visit, how many times have you visited San Juan NHS in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 91% of visitors were visiting the park for the first time (see Figure 8).
- 6% visited two times.
- 3% visited three or more times.

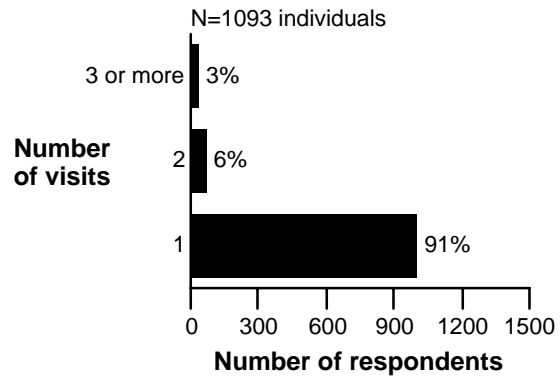


Figure 8. Number of visits to park in past 12 months

Number of visits in lifetime

Question 25d

For you and your personal group on this visit, how many times have you visited San Juan NHS in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 86% of visitors were visiting the park for the first time (see Figure 9).
- 15% visited two times.
- 4% visited three times.
- 7% visited four or more times.

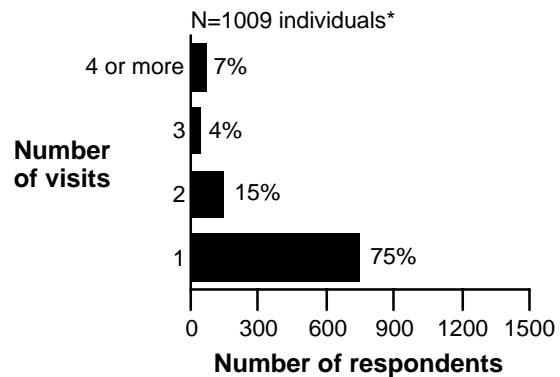


Figure 9. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 25a

For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 88 years.
- 41% of visitors were in the 46-65 years age group (see Figure 10).
- 8% were 15 years or younger.
- 11% were 66 years or older.

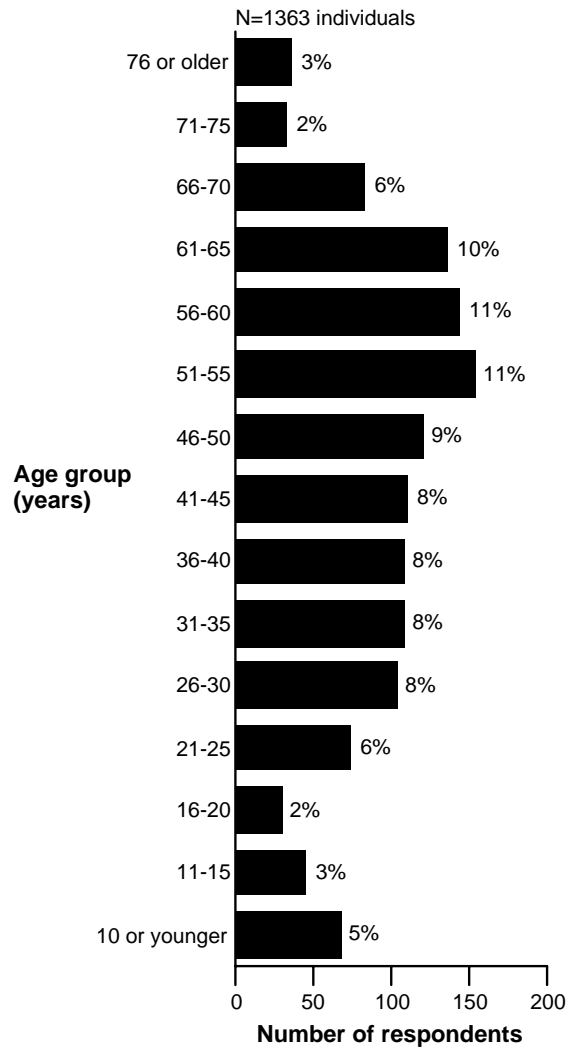


Figure 10. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Language used for speaking and reading

Question 26a

When visiting an area such as San Juan NHS, which languages do you and most members of your personal group prefer to use for speaking?

Results

- 88% of visitor groups reported English as their preferred language for speaking (see Figure 11).
- Other languages (12%) are listed in Table 7.

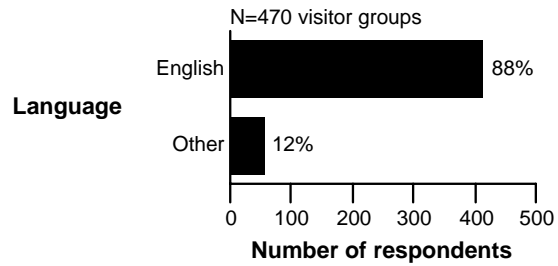


Figure 11. Language preferred for speaking

Question 26b

When visiting an area such as San Juan NHS, which languages do you and most members of your personal group prefer to use for reading?

Results

- 88% of visitor groups preferred English for reading (see Figure 12).
- Other languages (12%) are listed in Table 8.

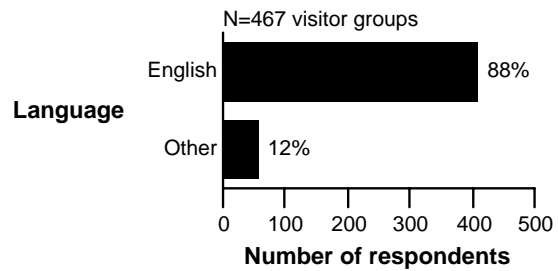


Figure 12. Language preferred for reading

Table 7: Other languages preferred for speaking (N= 72 comments)

Language	Number of times mentioned
Spanish	57
French	5
Dutch	3
German	3
Chinese	2
Japanese	1
Norwegian	1

Table 8: Other languages preferred for reading (N=72 comments)

Language	Number of times mentioned
Spanish	58
French	4
Chinese	3
Dutch	2
German	2
Hawaiian	1
Japanese	1
Norwegian	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Services needed in languages other than English

Question 26c

In your opinion, what services in the park need to be provided in languages other than English and Spanish? (Open-ended)

Results

- 36% of visitor groups felt that services should be provided in languages other than English and Spanish (see Figure 13).
- 14 visitor groups provided comments on services that need to be provided in languages other than English and Spanish (see Table 9).

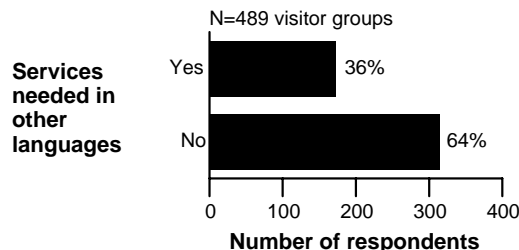


Figure 13. Visitor groups that needed services in other languages

Table 9. Services needed in other languages (N=19 comments; some visitor groups made more than one comment.) **CAUTION!**

Service	Number of times mentioned
Signs	4
Restrooms	3
Activity information	1
All	1
Brochures	1
Emergency exits	1
Exits	1
Guide	1
History	1
Ranger-led tour	1
Safety signs	1
Security signs	1
Tour guides	1
Visit information	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions

Question 24a

Were you and your personal group prepared for the situations that can be experienced while visiting the San Juan NHS fortifications, such as long walks, steep ramps, sun, heat, etc.?

Results

- 85% of visitor groups were prepared for situations that can be experienced while visiting the San Juan NHS fortifications (see Figure 14).

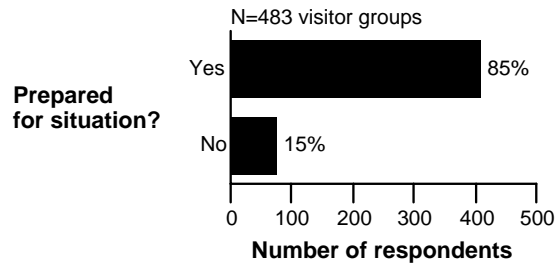


Figure 14. Visitor groups that were prepared for situations

Question 24b

On this visit, did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 10% of visitor groups had members with physical conditions that could make it difficult to access or participate in park activities or services (see Figure 15).

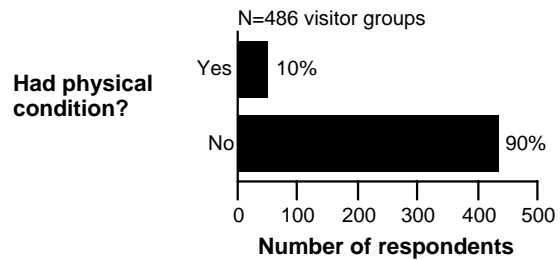


Figure 15. Visitor groups that had members with physical conditions

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 24c

If YES, what activities or services did the person(s) have difficulty accessing or participating in during this visit?

Results

- 40 visitor groups listed activities or services that group members had difficulty accessing or participating in during this visit (see Table 10)

Table 10. Activities/services that were difficult to access/participate in (N=44 comments; some visitor groups made more than one comment).

Service	Number of times mentioned
Climbing/descending stairs	19
Extensive walking	8
Walking up wet/steep ramps	8
Accessing bottom of fort via stairs	3
Accessing levels 1-4 at El Morro	2
Hard to see in poorly lit areas/tunnels	2
Long walk to El Morro	1
Need handrails on steep inclines/stairs	1

Question 24d

Did any of the following conditions contribute to the access difficulties?

Results

- Among visitor groups that had members with a physical condition, 83% reported having mobility problems (see Figure 16).
- “Other” problem (2%) was:

Restrooms closed in fort

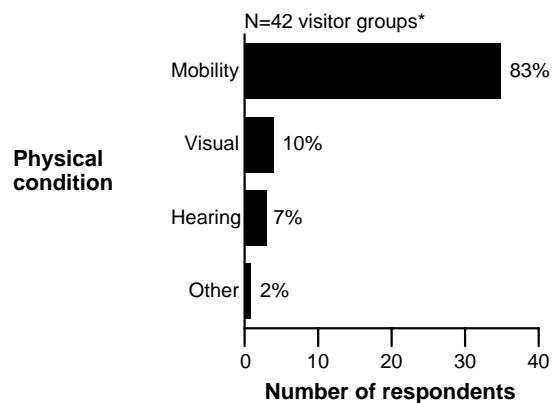


Figure 16. Conditions that contributed to access difficulties

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Friends of the Forts

Question 3a

San Juan NHS has a friends group called Friends of the Forts that supports the park through educational programs, awareness, and funding. Prior to this visit, were you and your group aware of this friends group?

Results

- 1% of visitor groups were aware of the Friends of the Forts prior to their visit (see Figure 17).

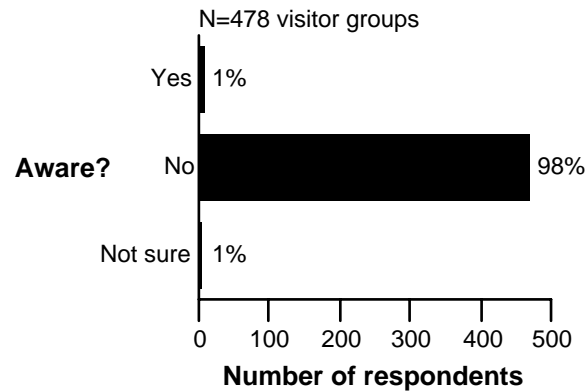


Figure 17. Visitor groups that were aware of the Friends of the Forts

Question 3b

Are you or any members of your personal group a member of Friends of the Forts?

Results

- Less than 1% of visitor groups were members of Friends of the Forts (see Figure 18).

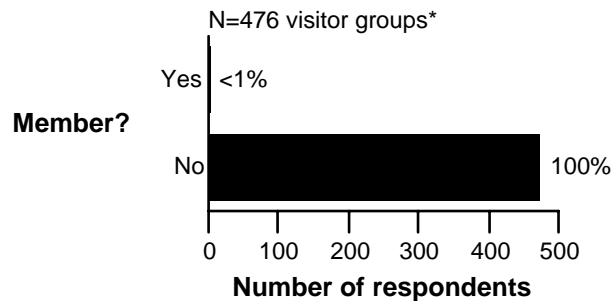


Figure 18. Visitor groups that are members of Friends of the Forts

Question 3c

If NO, would you or any members of your personal group be interested in joining or supporting Friends of the Forts?

Results

- 6% of visitor groups were interested in joining or supporting Friends of the Forts (see Figure 19).

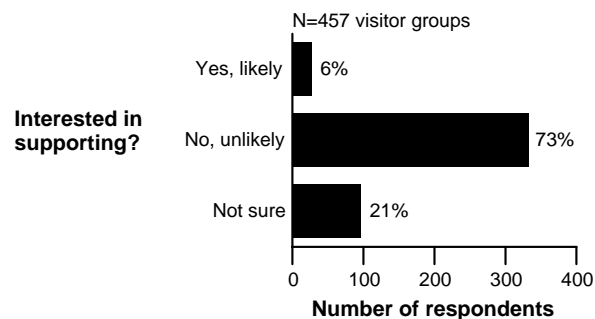


Figure 19. Visitor groups that were interested in joining or supporting Friends of the Forts

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 3d

If NO, why not? (Open-ended)

Results

- 199 visitor groups explained why they were not interested in joining or supporting Friends of the Forts (see Table 11).

Table 11. Reasons visitors groups were not interested in joining/supporting Friends of the Forts (N=222 comments; some visitor groups made more than one comment.)

Reason	Number of times mentioned
Distance from site	58
Travel infrequently/probably would not revisit	35
Busy/not enough time	22
Cannot afford it	20
Support other groups/projects	20
Not interested	23
Involved in other activities/interests	12
Support other national parks/friends groups	9
Not interested in forts	5
Retired/older	5
Need more information	4
Do not want to	3
Supported by entrance fees/taxes	3
Lack opportunity	2
Do not use that many forts	1
Not an English speaker	1
Not connected to Puerto Rico	1
Our first visit	1
Support should come from tourism industry	1
Unnecessary	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

El Cañuelo

Question 4a

Prior to this visit to San Juan NHS, were you and your personal group aware of the park site, Fortin San Juan de la Cruz, known locally as El Cañuelo?

Results

- 24% of visitor groups were aware of El Cañuelo prior to their visit (see Figure 20).

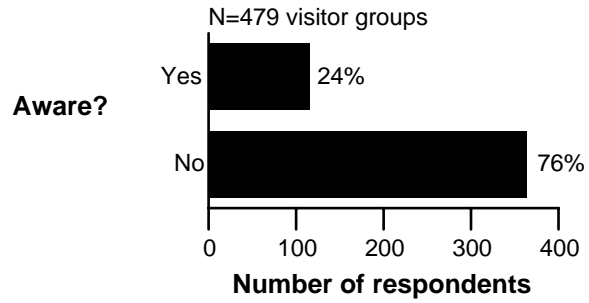


Figure 20. Visitor groups that were aware El Cañuelo prior to their visit

Question 4b

If YES, have you and your personal group ever visited El Cañuelo?

Results

- 28% of visitor groups that visited El Cañuelo had visited it prior to this visit (see Figure 21).

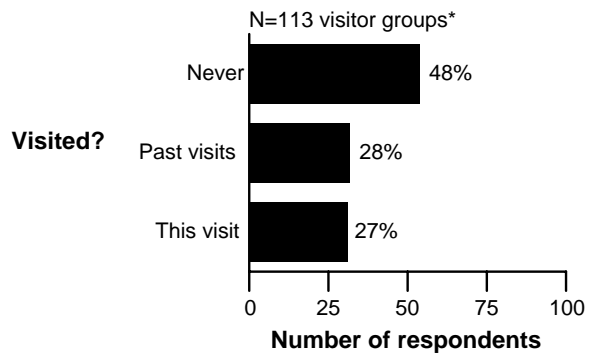


Figure 21. Visitor groups that have visited El Cañuelo

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 4c

If you have visited, what services or activities would you like to have available there? (Open-ended)

Results – Interpret with CAUTION!

- 21 visitor groups provided services or activities they would like to have available at El Cañuelo (see Table 12).

Table 12: Services/activities desired at El Cañuelo (N=24 comments; some visitor groups made more than one comment.) **CAUTION!**

Service/activity	Number of times mentioned
Guides/guided tours	4
Food/refreshments	3
More seating/tables	2
Photo displays/historic photographs	2
Audio tours	2
Knowledgeable guides	2
More information	2
Ferry service from Old San Juan gate	1
More sightseeing places	1
Kids activities	1
Services adequate	1
More informative exhibits	1
Reenactments	1
More security	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your personal group obtain information about San Juan NHS?

Results

- 69% of visitor groups obtained information about San Juan NHS prior to their visit (see Figure 22).
- As shown in Figure 23, among those visitor groups that obtained information about San Juan NHS prior to their visit, the most common sources were:

46% Friends/relatives/word of mouth
 26% Travel guides/tour books
 26% Previous visits

- “Other” sources (3%) were:

Resident
 Saw fort from ship
 Saw from hotel

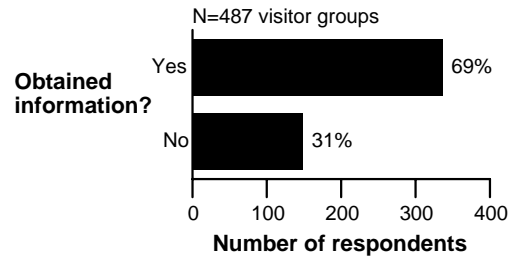


Figure 22. Visitor groups that obtained information about San Juan NHS prior to visit

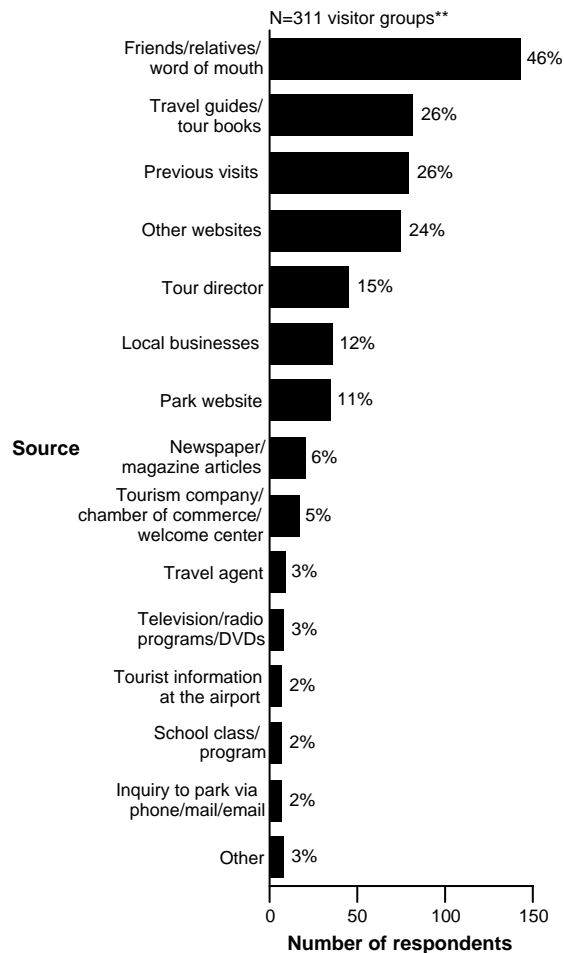


Figure 23. Sources of information used prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

Results

- 84% of visitor groups received needed information prior to their visit (see Figure 24).

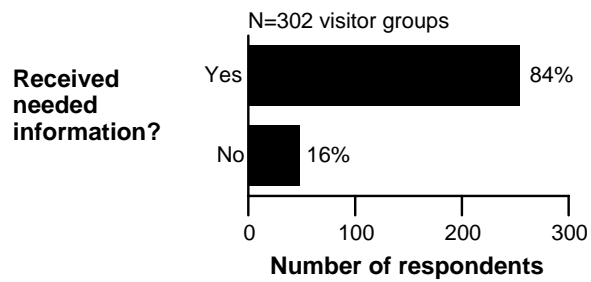


Figure 24. Visitor groups that received needed information prior to their visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1d

If NO, what type of park information did you and your personal group need that was not available? (open-ended)

Results

- 40 visitor groups listed information they needed but was not available (see Table 13).

Table 13. Needed information (N=53 comments; some visitor groups made more than one comment.)

Type of information	Number of times mentioned
Hours of operation	11
Cost/price	8
Tour guide	4
Pamphlet	3
Accessibility of site	2
Entrance location	2
Historic information	2
Site not mentioned on ship or by travel agent	2
Tourist attractions	2
Activities offered	1
Better maps	1
Complete history	1
Details	1
Directions	1
Fort information hard to find	1
General	1
Historical/education information on ship	1
Information at hotel	1
Length of tours	1
Maps	1
More visual information	1
Not enough time to visit multiple forts	1
Reason for black paint on castle	1
Recommended clothing	1
Trolley information	1
Walking tour for reduced mobility persons	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources for future visit

Question 1b

If you were to visit San Juan NHS in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 25, visitor groups' most preferred sources of information to plan a future visit were:

60% Park website
 32% Travel guides/tour books
 27% Other websites

- "Other" sources of information (1%) were not specified.

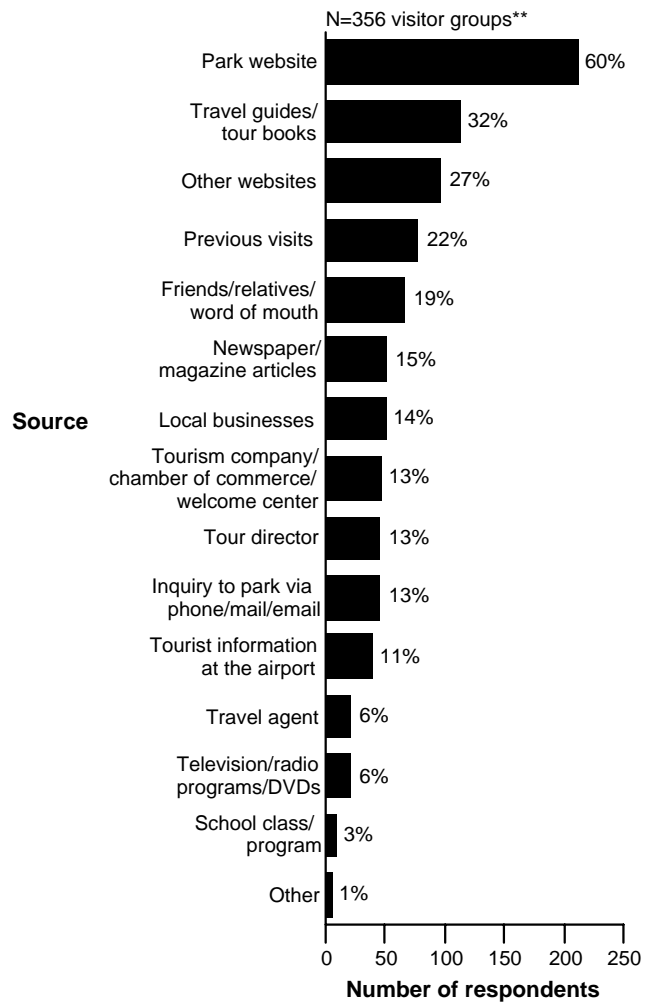


Figure 25. Sources of information for a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park website

Question 2a

If you and your personal group used the park website (www.nps.gov/saju) prior to or during this visit, please rate how helpful the website was in planning your visit.

Results

- 11% of visitor groups obtained information from the park website prior to or during the visit (see Figure 26) .
- Of those visitor groups that used the park website, 70% found it “extremely helpful” or “very helpful” in planning their visit (see Figure 27).
- 23% found the park website “moderately helpful.”

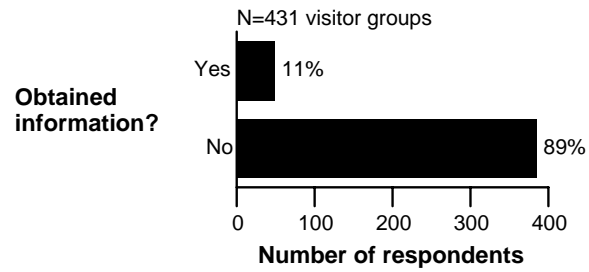


Figure 26. Visitor groups that obtained information from the park website

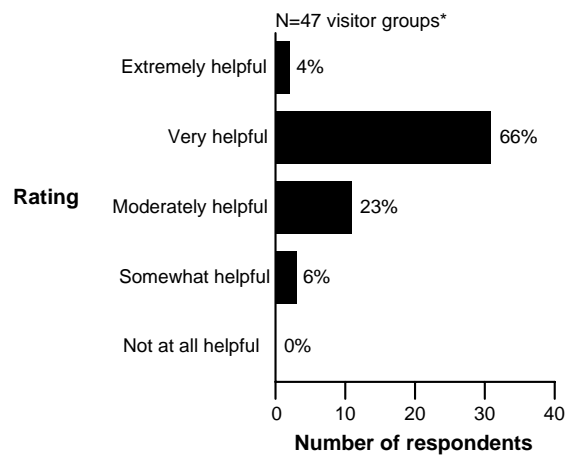


Figure 27. Helpfulness of park website

Question 2b

How would you improve the current website information? (open-ended)

Results

- 5 visitor groups provided comments about how to improve the current website information (see Table 14).

Table 14. Suggested improvements to current website (N=5 comments) **CAUTION!**

Comment	Number of times mentioned
Make information available in English and Spanish	1
More advertisement	1
More information	1
More information on the free shuttle	1
More pictures and history	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reasons for visiting park

Question 7a

On this trip, what were the reasons that you and your personal group visited San Juan NHS?

Results

- As shown in Figure 28, the most common reasons for visiting San Juan NHS were:

76% Learn about fortification history
 44% Visit a national park
 20% Recreation at the Esplanade

- “Other” reasons (6%) were:

Amazing view/scenery
 Bad weather last time
 Curiosity
 Eating out
 Exercise/walking
 Extra time from cruise/tour/flight
 Fun for kids
 History/information
 Interested in history/historical sites
 Learn about Puerto Rico/local culture
 Love site
 NPS passport stamps
 Personal group wanted to visit
 Photography/video opportunities
 Recommended by friend/family
 Saw from afar
 School project
 Shopping
 Sightseeing
 Visiting personnel
 Wedding

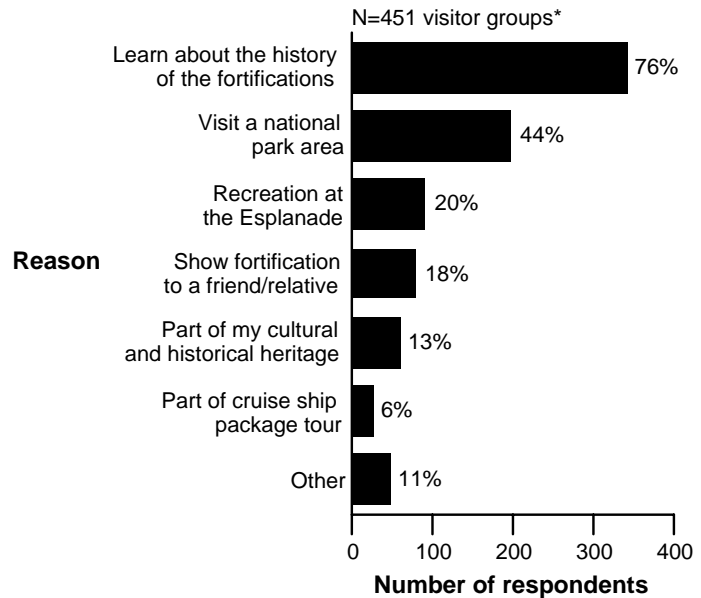


Figure 28. Reasons for visiting San Juan NHS

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting park

Question 7b

Which of the reasons below was the primary reason that you and your personal group visited San Juan NHS?

Results

- As shown in Figure 29, the most common primary reason for visiting San Juan NHS was:

60% Learn about fortification history

- “Other” primary reasons (6%) were:

- Amazing view/scenery
- Architecture
- Birthday party
- Exercise/walking
- Extra time from cruise/tour/flight
- Former resident
- Interested in fortifications
- Interested in history/historic sites
- It fascinates me
- Know the country
- Learn about history of Puerto Rico
- Looking for something to do
- Part of party wanted to visit it
- Photo/video opportunities
- Raining last visit
- Read about it in a book
- Saw it from afar
- School Project
- To get NPS passport stamps
- To go exploring
- Visit staff
- Work

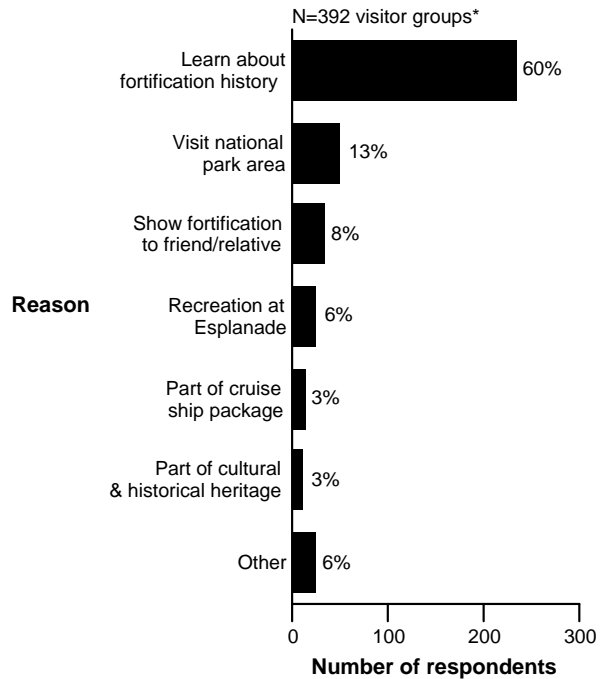


Figure 29. Primary reason for visiting San Juan NHS

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Adequacy of directional signs

Question 6

On this visit, were the signs directing you and your personal group to San Juan NHS adequate?

Results

a. Signs in city to find park

- 44% of visitor groups found the signs in the city directing them to the park adequate (see Figure 30).

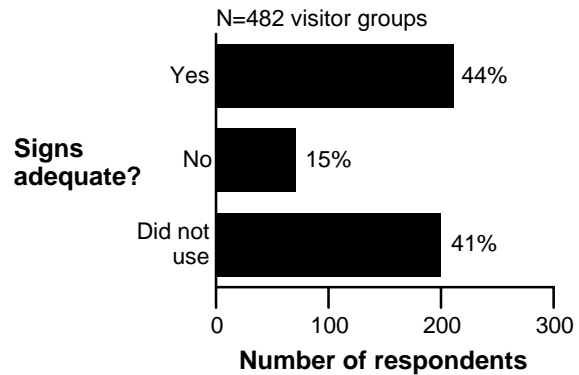


Figure 30. Visitor groups' opinions on adequacy of signs in city to find park

b. Signs within the park

- 76% of visitor groups found the signs within the park adequate (see Figure 31).

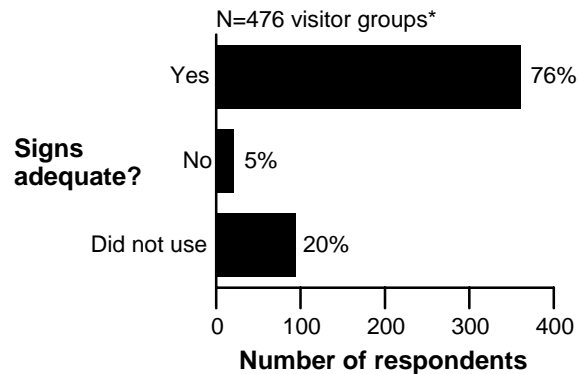


Figure 31. Visitor groups' opinions on adequacy of signs within the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 6c

If you answered NO for either of the above, please explain. (Open-ended)

Results

- 73 visitor groups commented on the adequacy of directional signs (see Table 15).

Table 15. Comments on directional signs
(N=85 comments; some visitor groups made more than one comment.)

Sign type	Comment	Number of times mentioned
City signs (N=66)	Did not see any	34
	Signs poor/not visible	4
	Did not see any directions to El Morro	3
	Difficult to find	3
	Need better signs/signs confusing	3
	No signs/inadequate signs on highway	3
	Asked for directions	2
	Did not see any signs to fort	2
	Lack of small signs inside Old San Juan	2
	Used map	2
	Did not see any from Governor's house	1
	Did not see any in English	1
	Guidance to park entrance could be improved	1
	Had difficulty finding El Yungue	1
	Had problems with signs from port	1
	Map had wrong directions	1
	Parking hard to find	1
Spanish signs confusing	1	
Signs within park (N=19)	Not enough signs	5
	Confusing getting to/from the different levels	3
	Signs not visible/prominent enough	2
	Signs to theatre not clear	2
	Could not find front entrance	1
	Did not see any	1
	Few signs from highway	1
	Few signs to Old San Juan	1
	Map not clear	1
	No signs in English	1
Signs need more description	1	

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Forms of transportation

Question 5a

Which form of transportation did you and your personal group use to arrive on the island of Puerto Rico?

Results

- 9% of visitor groups were residents of Puerto Rico (see Figure 32)
- 72% of visitor groups arrived by airplane (see Figure 33).
- “Other” forms of transportation (<1%) were:

- Car
- City bus
- Private tour

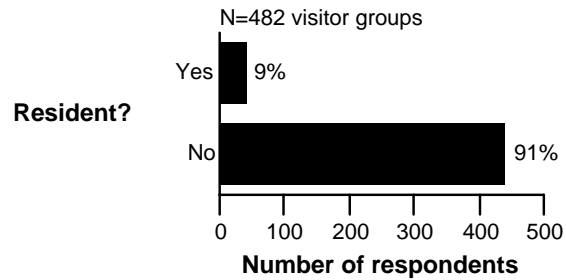


Figure 32. Resident of Puerto Rico

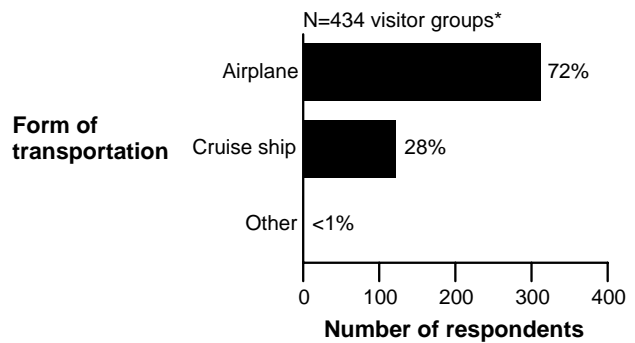


Figure 33. Forms of transportation used to arrive on the island of Puerto Rico

Question 5b

On this visit, which forms of transportation did you and your personal group use to arrive at San Juan NHS?

Results

- 46% of visitor groups walked to arrive at San Juan NHS (see Figure 34).
- “Other” forms of transportation (4%) were:

- City/public bus
- Bicycle
- Ferry
- Private tour
- Small boat

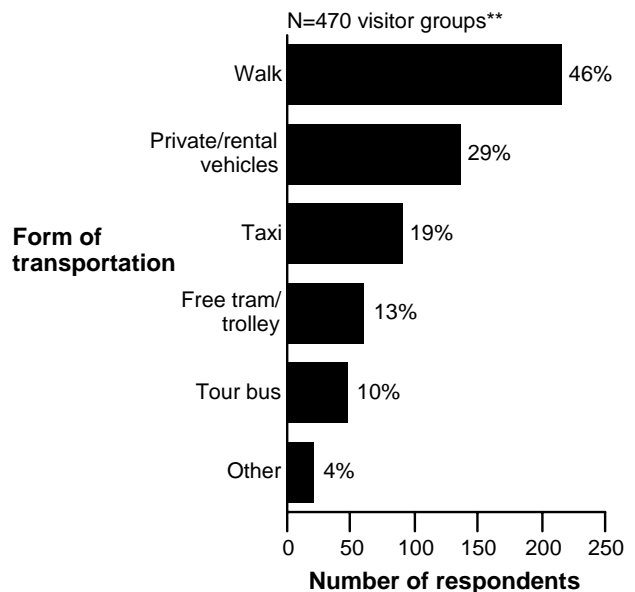


Figure 34. Forms of transportation used to arrive at San Juan NHS

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 5c

On this visit, which forms of transportation did you and your personal group use to visit park sites?

Results

- 76% of visitor groups walked to visit park sites (see Figure 35).
- “Other” forms of transportation (1%) were:

Rented bicycles
Wheelchair

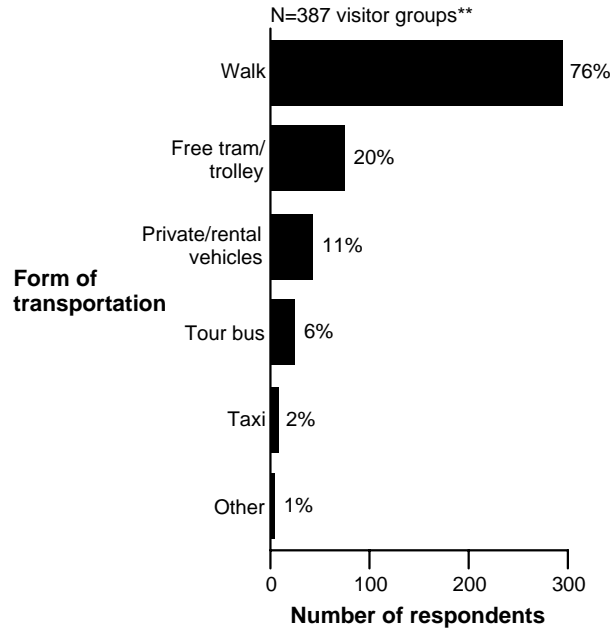


Figure 35. Forms of transportation used to visit park sites

Number of vehicles

Question 23c

On this visit, how many vehicles did you and your personal group use to arrive at the park?

Results

- 42% of visitor groups used one vehicle to arrive at the park (see Figure 36).

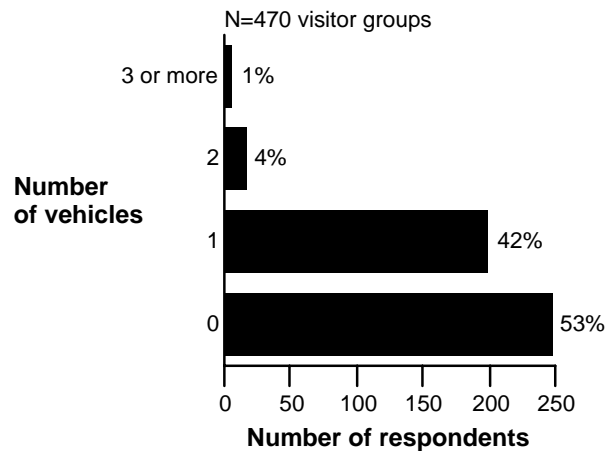


Figure 36. Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Tram/trolley service

Question 5d

Compared to what you and your personal group expected, how would you rate the amount of time that you waited to ride the free tram/trolley?

Results

- 30% of visitor groups rode the free tram/trolley (see Figure 37).
- Of those visitor groups that rode the free tram/trolley, 58% waited about as long as expected (see Figure 38).

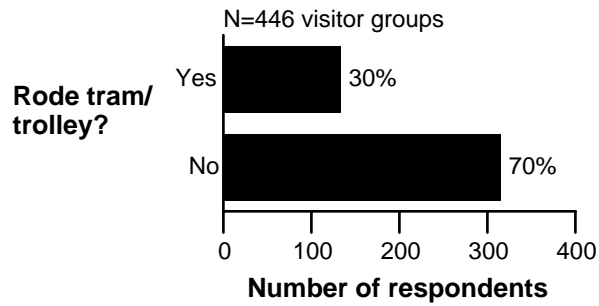


Figure 37. Visitor groups that rode the free tram/trolley

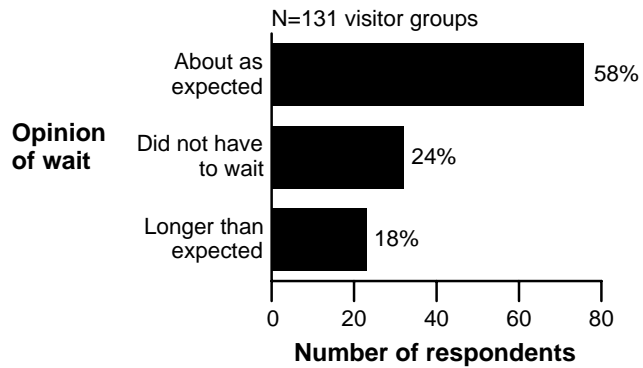


Figure 38. Time waited compared to time expected to wait

Question 5e

How long was your wait?

Results

- 55% of visitor groups waited for the free tram/trolley 10 minutes or less (see Figure 39).
- The average length of wait for the free tram/trolley was 14 minutes.

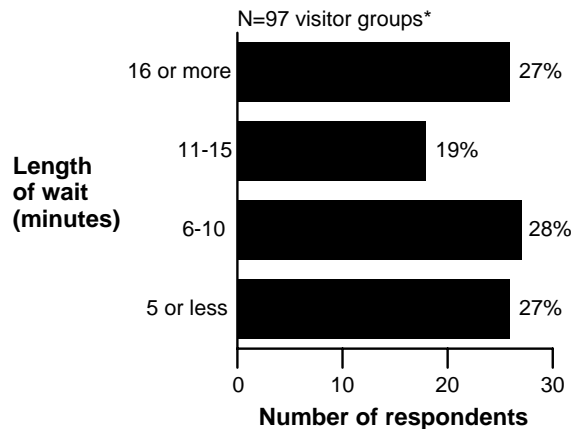


Figure 39. Length of time (in minutes) visitor groups waited for the free tram/trolley

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of visit

Question 14a

On the day that you received this questionnaire, how long did you and your personal group stay at San Juan NHS?

Results

- 39% of visitor groups spent 2 hours visiting the park (see Figure 40).
- 32% spent 1 hour.
- The average length of visit was 2.1 hours.

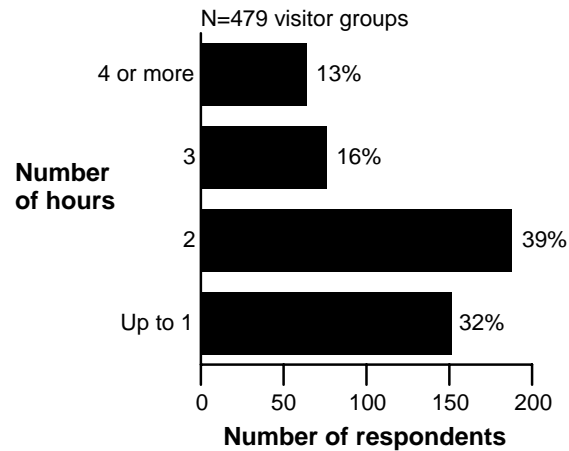


Figure 40. Number of hours spent visiting the park

Question 14b

Did you and your personal group visit the park on more than one day?

Results

- 13% of visitor groups visited the park on more than one day (see Figure 41).

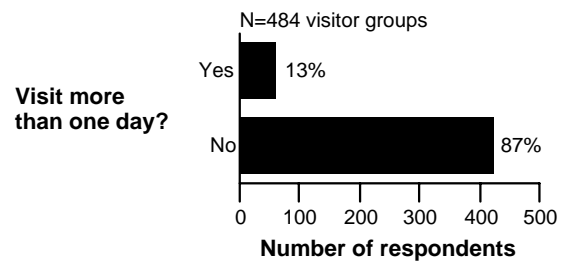


Figure 41. Visitor groups that visited the park on more than one day

Question 14c

If YES, on how many days did you and your personal group visit?

Results

- 87% of visitor groups visited the park two days (see Figure 42).
- 9% visited 3 days.
- The average length of visit was 2.4 days.

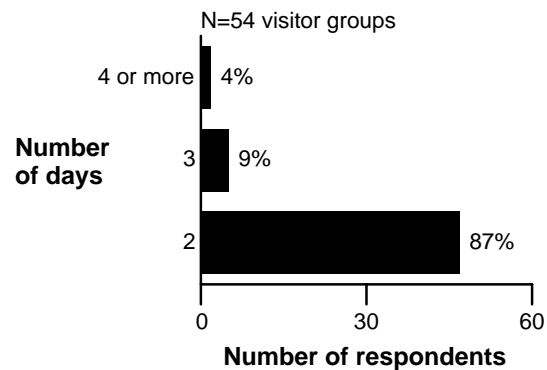


Figure 42. Number of days spent visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited

Question 8

Please indicate all of the places at San Juan NHS that you and your personal group visited during this visit.

Results

- As shown in Figure 43, the most commonly visited sites by visitor groups at San Juan NHS were:

74% El Morro
 67% San Cristobal
 63% City Wall

- The least visited site was:

5% El Cañuelo

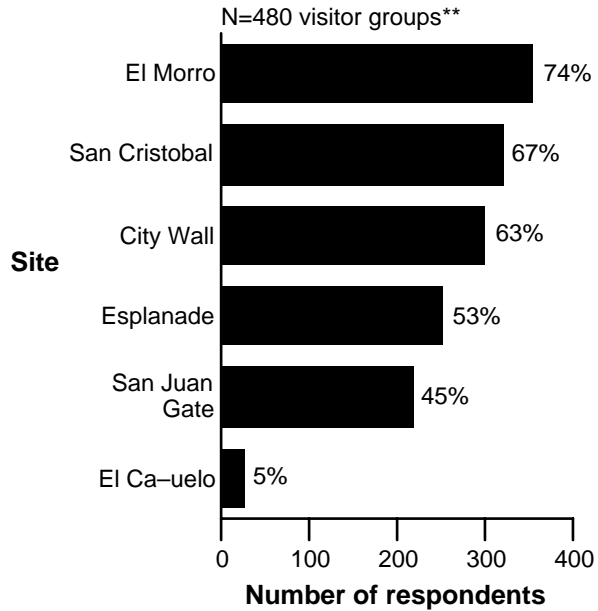


Figure 43. Sites visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 9

On this visit, in which activities did you and your personal group participate within San Juan NHS?

Results

- As shown in Figure 44, the most common activities in which visitor groups participated were:

- 76% Viewing outdoor exhibits
- 74% Viewing indoor exhibits
- 71% Viewing/touring fortifications

- “Other” activities (1%) were:

- Exercise
- School project
- Viewing scenery

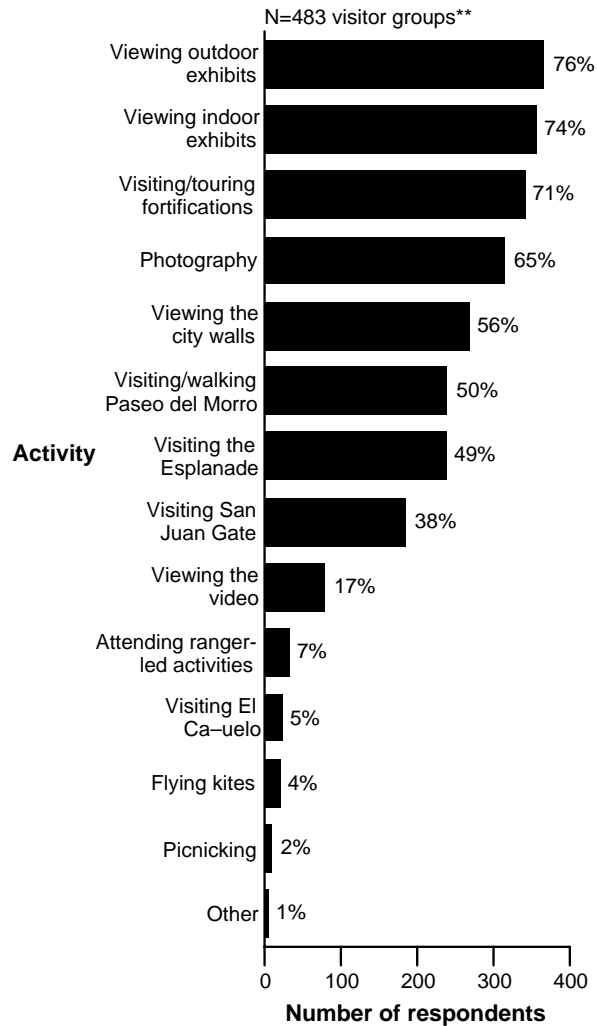


Figure 44. Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ranger-led programs

Question 13a

Did you and your personal group attend either of these ranger-led activities at San Juan NHS?

Results

Orientation talk

- 15% of visitor groups attended the orientation talk (see Figure 45).

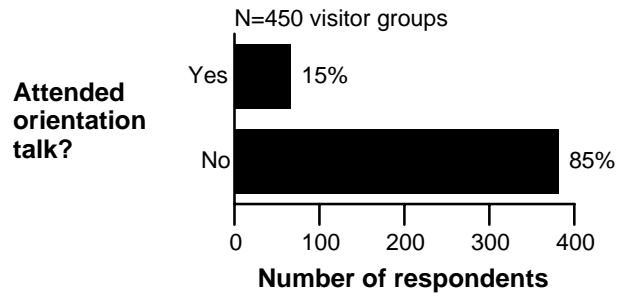


Figure 45. Visitor groups that attended the orientation talk

Ranger-led fortification tour

- 12% of visitor groups attended the ranger-led fortification tour (see Figure 46).

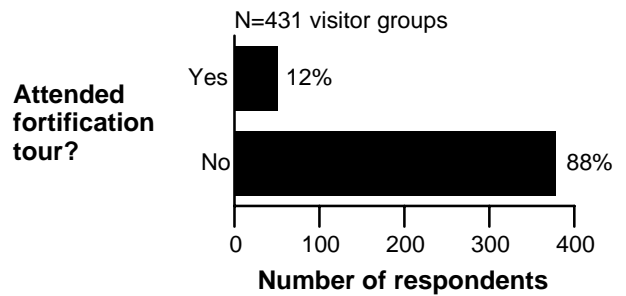


Figure 46. Visitor groups that attended the ranger-led fortification tour

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13b

Was activity offered at desired time?

Results

Orientation talk

- 66% of visitor groups felt the orientation talk was offered at the desired time (see Figure 47).

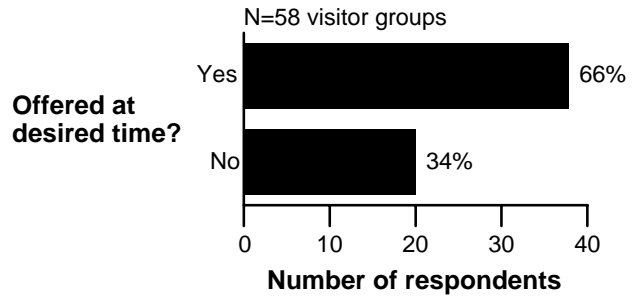


Figure 47. Visitor groups that felt the orientation talk was offered at the desired time

Ranger-led fortification tour

- 36% of visitor groups felt the ranger-led fortification tour was offered at the desired time (see Figure 48).

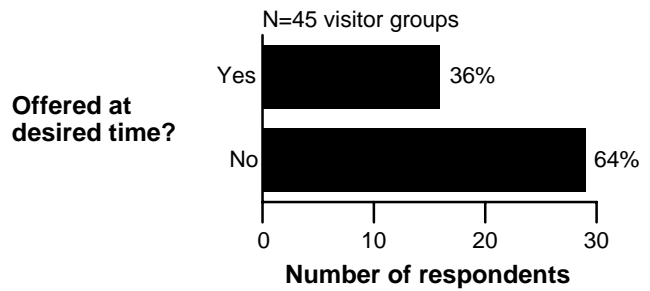


Figure 48. Visitor groups that felt the ranger-led fortification tour was offered at the desired time

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13c

Able to see area of fortification you wanted to see?

Results

Orientation talk

- 88% of visitor groups were able to see the area of fortification they wanted to see during the orientation talk (see Figure 49).

Ranger-led fortification tour

- 59% of visitor groups were able to see the area of fortification they wanted to see during the ranger-led fortification tour (see Figure 50).

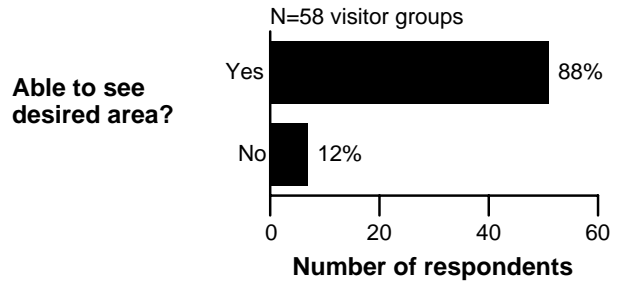


Figure 49. Visitor groups that were able to see the area of fortification they wanted to see during the orientation talk

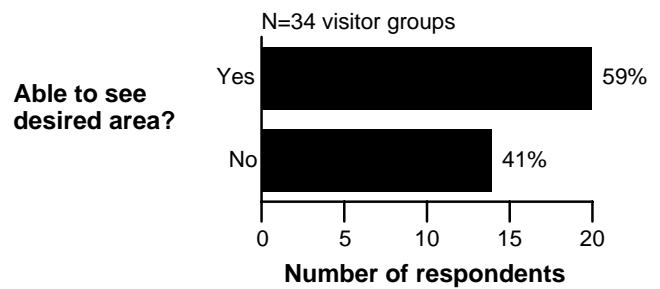


Figure 50. Visitor groups that were able to see the area of fortification they wanted to see during the ranger-led fortification tour

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13d

Topics discussed of interest to you?

Results

Orientation talk

- 89% of visitor groups found the topics discussed at the orientation talk of interest (see Figure 51).

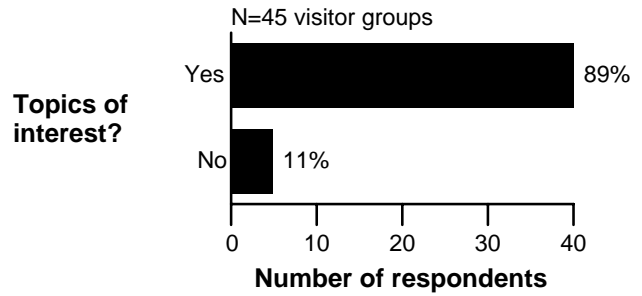


Figure 51. Visitor groups that found the topics discussed at the orientation talk of interest

Ranger-led fortification tour

- Not enough visitor groups responded to this question to provide reliable results (see Figure 52).

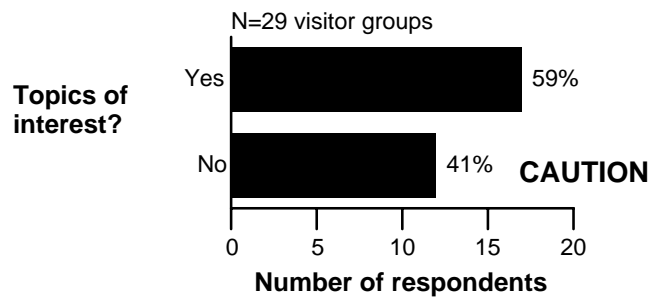


Figure 52. Visitor groups that found the topics discussed at the ranger-led fortification tour of interest

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13e

Did you learn something of relevance to your life today?

Results

Orientation talk

- 81% of visitor groups learned something relevant to their life at the orientation talk (see Figure 53).

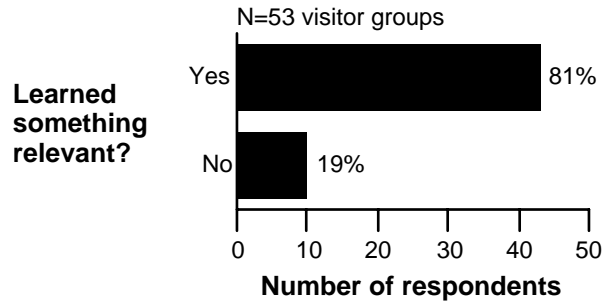


Figure 53. Visitor groups that learned something relevant to their life at the orientation talk

Ranger-led fortification tour

- Not enough visitor groups responded to this question to provide reliable results (see Figure 54).

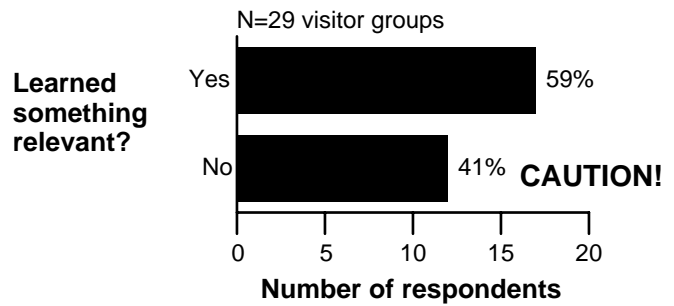


Figure 54. Visitor groups that learned something relevant to their life on the ranger-led fortification tour

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13f
Activity length?

Results

Orientation talk

- 95% of visitor groups felt the length of the orientation talk was about right (see Figure 55).

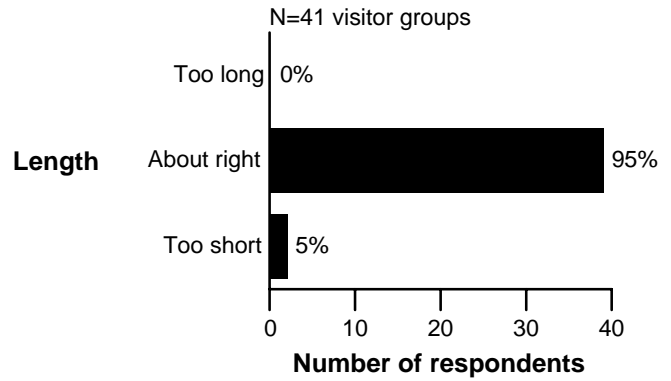


Figure 55. Visitor groups' opinions on the length of the orientation talk

Ranger-led fortification tour

- Not enough visitor groups responded to this question to provide reliable results (see Figure 56).

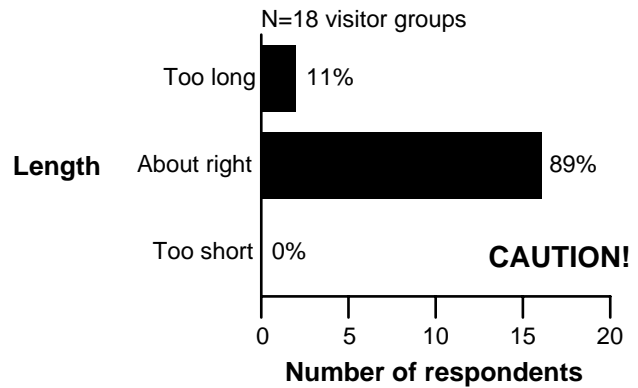


Figure 56. Visitor groups' opinions on the length of the ranger-led fortification tour

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13g

If you and your personal group did not participate in ranger-led activities on this visit, why not?

Results

- 82% of visitor groups were interested in attending ranger-led activities on this visit (see Figure 57).

- As shown in Figure 58, among those visitor groups who did not participate in ranger-led activities, the most common reasons were:

52% Not aware of any ranger-led activities

46% Did not have time

- “Other” reasons (13%) for not attending ranger-led activities are shown in Table 16.

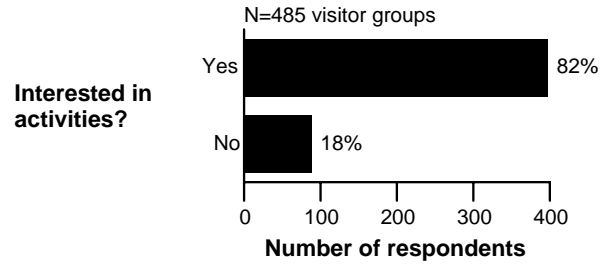


Figure 57. Visitor groups that were not interested in participating ranger-led activities

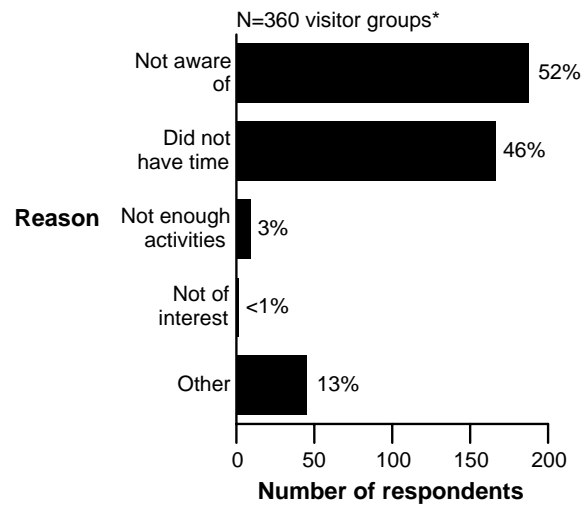


Figure 58. Reasons for not participating in ranger-led activities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 16. “Other” reasons for not participating in ranger-led activities (N=47 comments)

Reason	Number of times mentioned
Visited wrong day/time	8
Like self-guided tours/going at own pace	8
Inconvenient times	5
No ranger available	3
Visited with own guide	3
Guides not friendly/rude personnel	2
Heavy rain	2
Prior knowledge of park	2
Cost	1
Did not wish to participate	1
Disability limited participation	1
Hard to hear during group programs	1
Not offered activity	1
Participated already	1
Programs appeared full	1
Relaxation	1
Spent time reading information	1
Too hot	1
Tour cancelled	1
Tour did not include activity	1
Visited for city wall walk only	1
Young children	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Junior Ranger program

Question 11a

On this visit, did you and your personal group have any children with you?

Results

- 17% of visitor groups had children with them on this visit (see Figure 59).

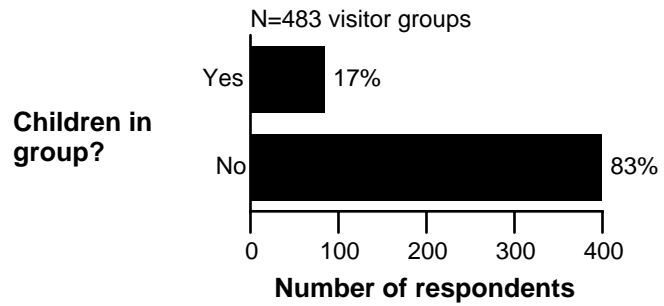


Figure 59. Visitors groups that had children with them on this visit

Question 11b

If YES, were they offered the chance to become a Junior Ranger?

Results

- 37% of visitor groups with children were offered the chance to become a Junior Ranger (see Figure 60).

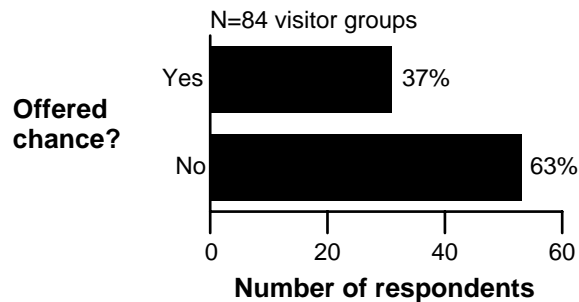


Figure 60. Visitors groups with children who were offered the chance to become a Junior Ranger

Question 11c

If YES, did they complete the activity booklet to become a Junior Ranger?

Results

- Not enough visitor groups responded to this question to provide reliable results (see Figure 61).

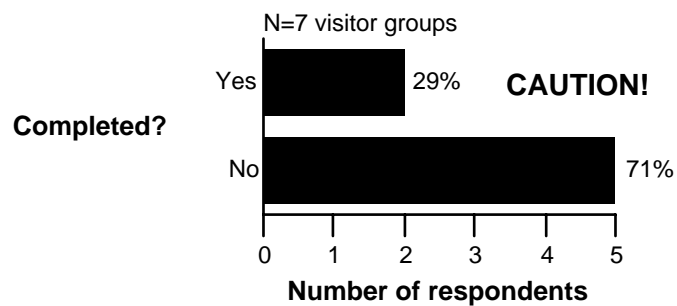


Figure 61. Visitors groups with children who completed the activity booklet to become a Junior Ranger

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 11d

If NO, why didn't the child/children complete the booklet? (Open-ended)

Results

- Only one visitor group provided a reason for not completing the Junior Ranger booklet:

Children were too young

Question 11e

Did you find the activities appropriate for the child/children?

Results

- 84% of visitor groups felt that Junior Ranger booklet activities were appropriate (see Figure 62).

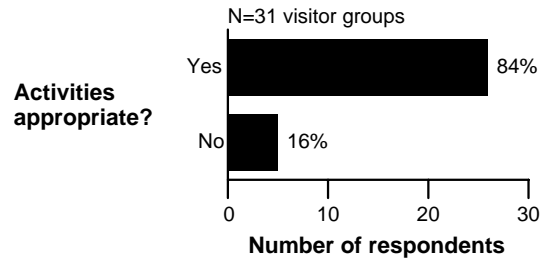


Figure 62. Visitors groups' opinions of the appropriateness of the activities in the Junior Ranger booklet

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, and Resources

Visitor services and facilities used

Question 12a

Please indicate all the visitor services and facilities that you or your personal group used at San Juan NHS during this visit.

Results

- As shown in Figure 63, the most common visitor services and facilities used by visitor groups were:

- 77% Exhibits inside fortifications
- 74% Directional signs on fortification grounds
- 73% Restrooms

- The least used service/facility was:

- 5% Access for people with disabilities

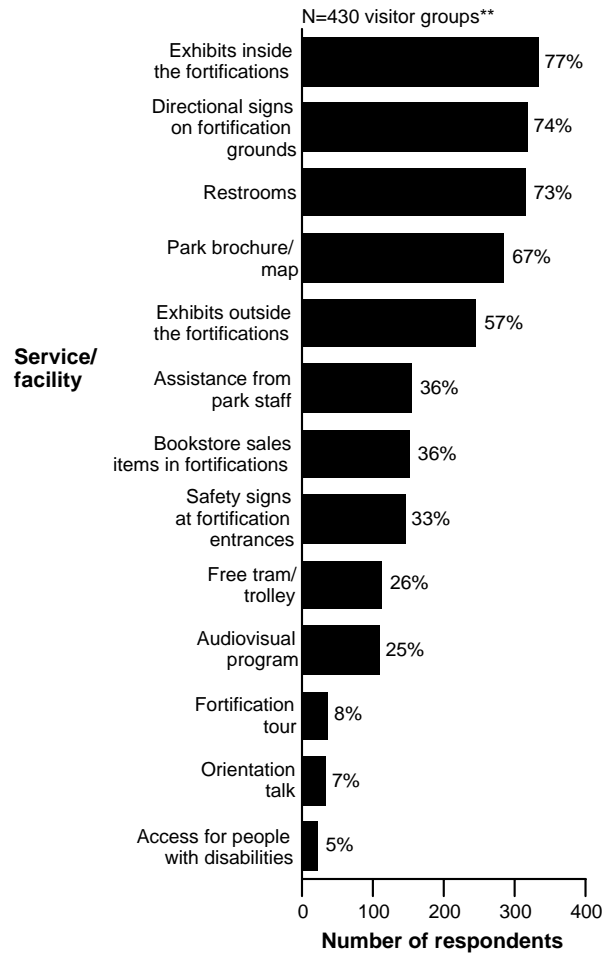


Figure 63. Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 12b

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1-5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 64 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 92% Restrooms
- 87% Park brochure/map
- 82% Free tram/trolley

- Figures 65 to 77 show the importance ratings for each service and facility.
- The service/facility receiving the highest “not important” rating that were rated by 30 or more visitor groups was:

- 7% Bookstore sales items

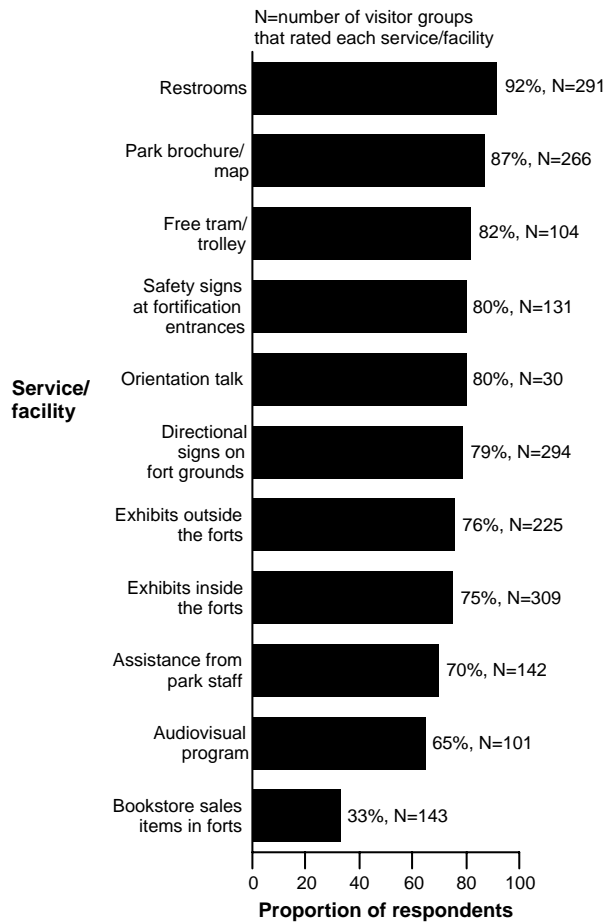


Figure 64. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

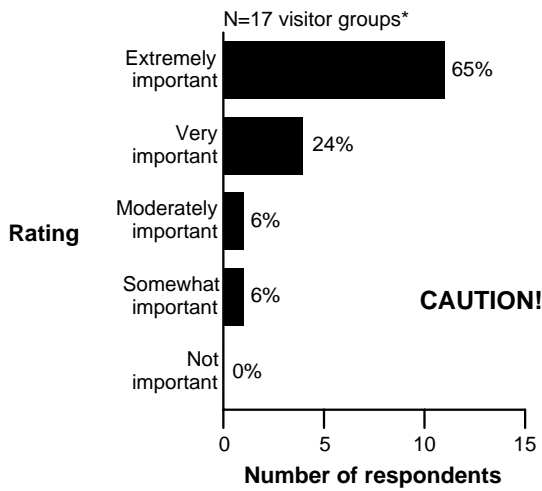


Figure 65. Importance of access for people with disabilities

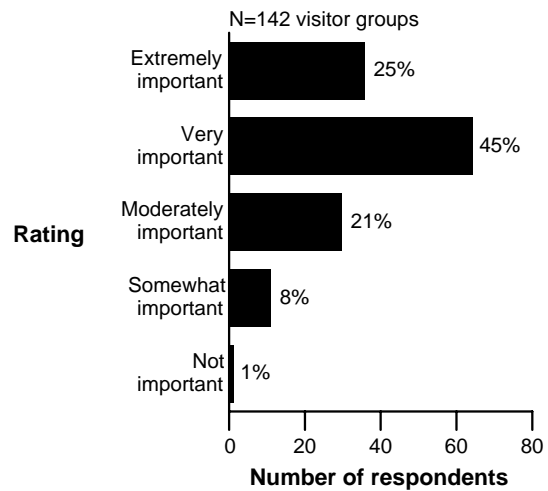


Figure 66. Importance of assistance from park staff

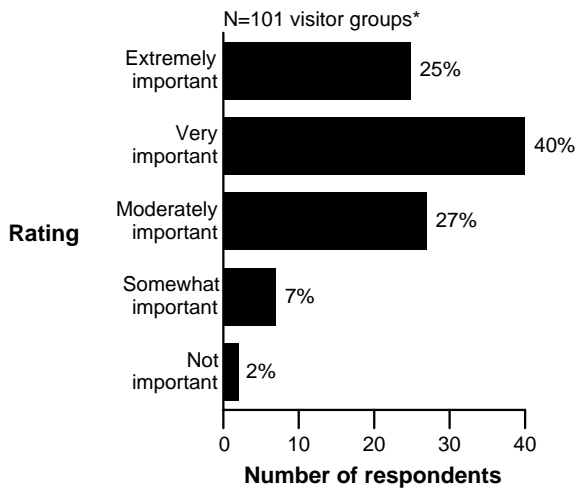


Figure 67. Importance of audiovisual programs (in Spanish and English)

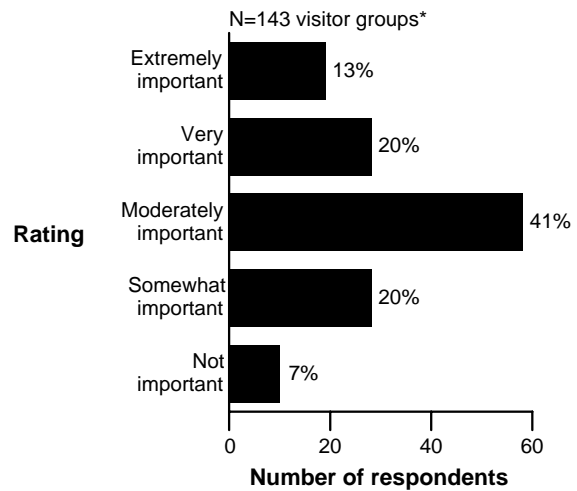


Figure 68. Importance of bookstore sales items in fortifications (selection, price, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

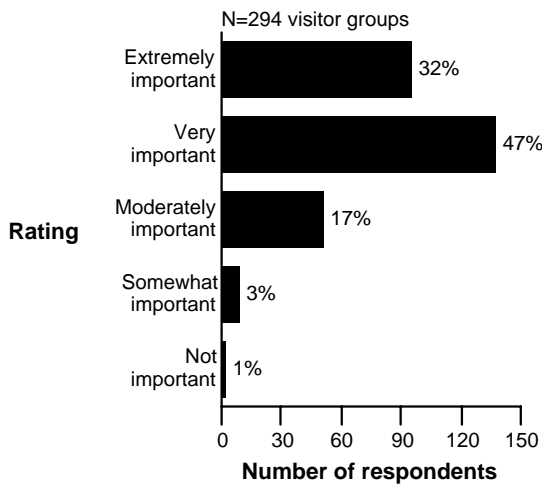


Figure 69. Importance of directional signs on fortification grounds

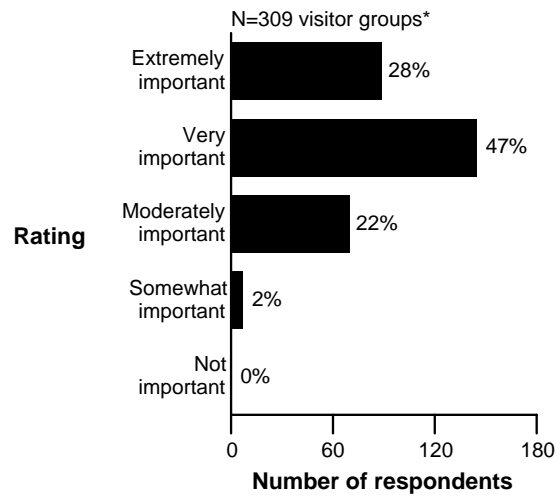


Figure 70. Importance of exhibits inside the fortifications

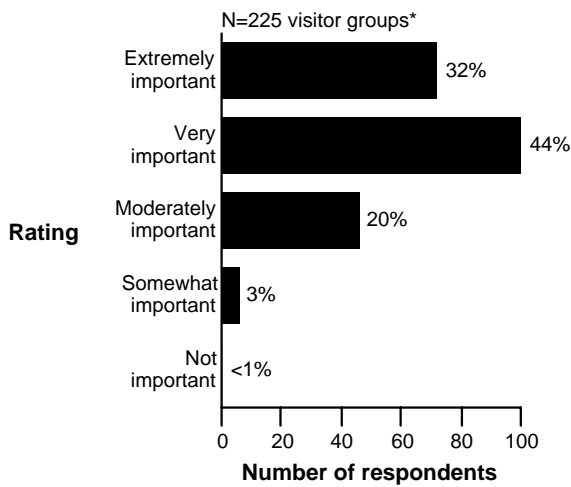


Figure 71. Importance of exhibits outside the fortifications

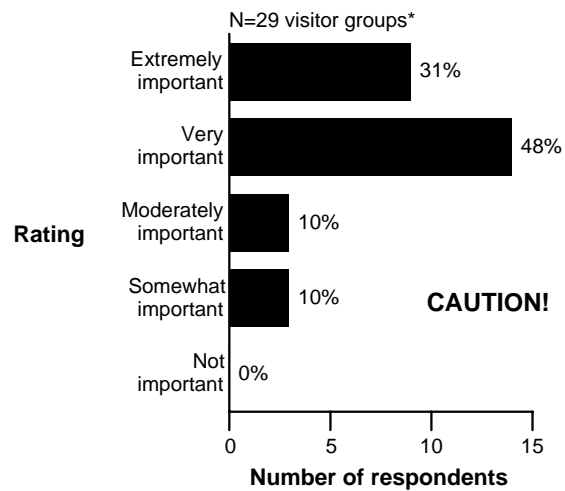


Figure 72. Importance of fortification tour (up to 1 hour)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

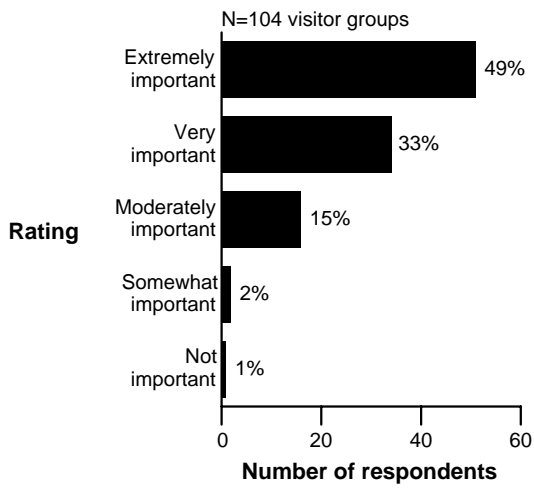


Figure 73. Importance of free tram/trolley

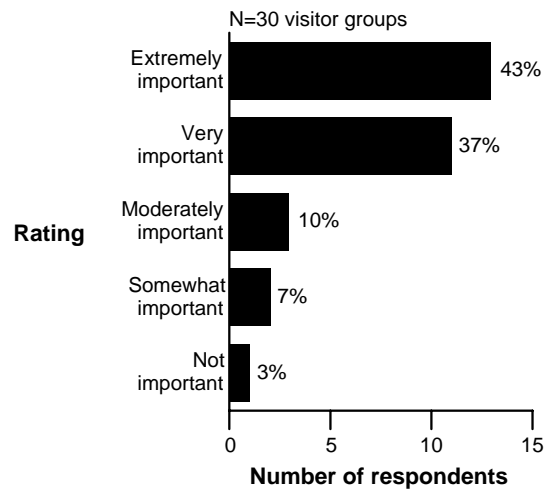


Figure 74. Importance of orientation talk (20 minutes)

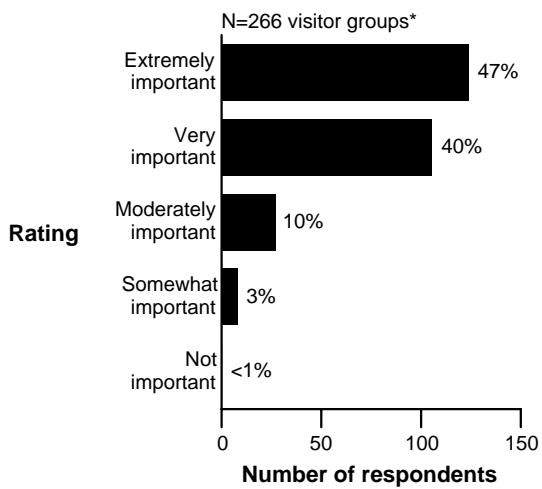


Figure 75. Importance of park brochure/map

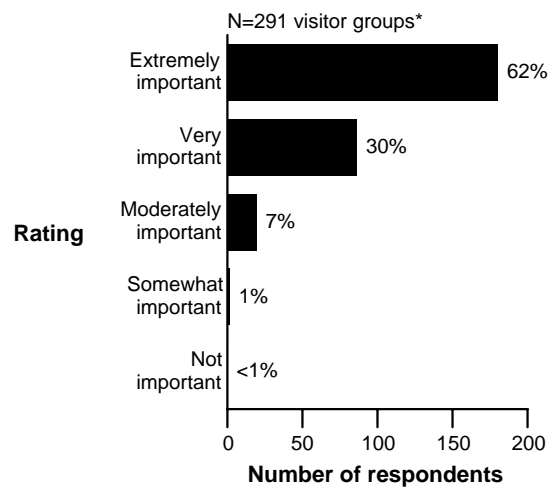


Figure 76. Importance of restrooms

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

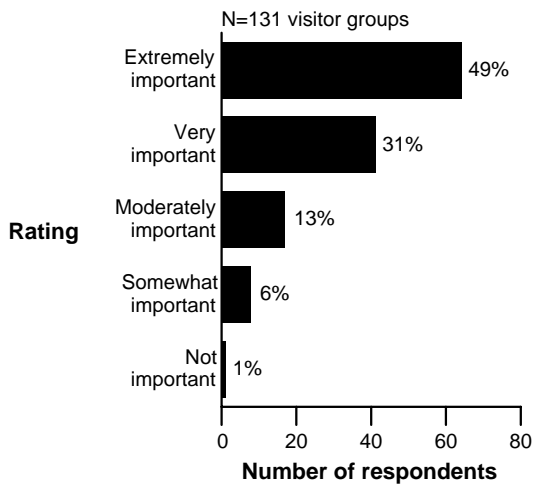


Figure 77. Importance of safety signs at entrances to fortifications

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 12c

Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 78 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

- 97% Fortification tour
- 93% Orientation talk
- 92% Assistance from park staff

- Figures 79 to 91 show the quality ratings for each service and facility.

- The services/facilities receiving the highest “very poor” quality ratings that was rated by 30 or more visitor groups were:

- 2% Quality of audiovisual program
- 2% Quality of safety signs at entrance to forts

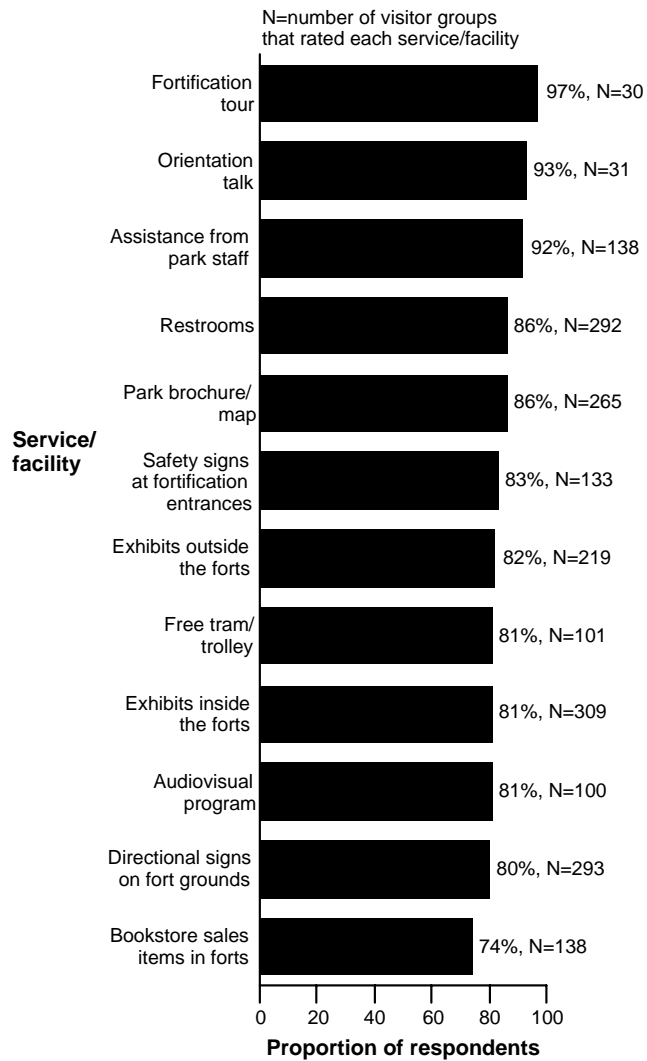


Figure 78. Combined proportions of “very good” and “good” quality ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

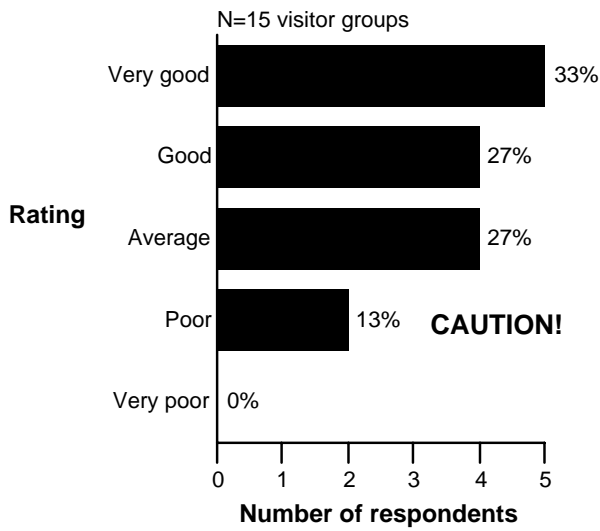


Figure 79. Quality of access for people with disabilities

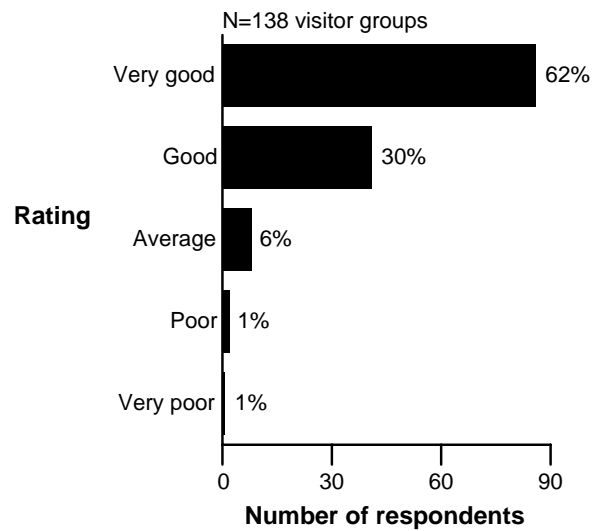


Figure 80. Quality of assistance from park staff

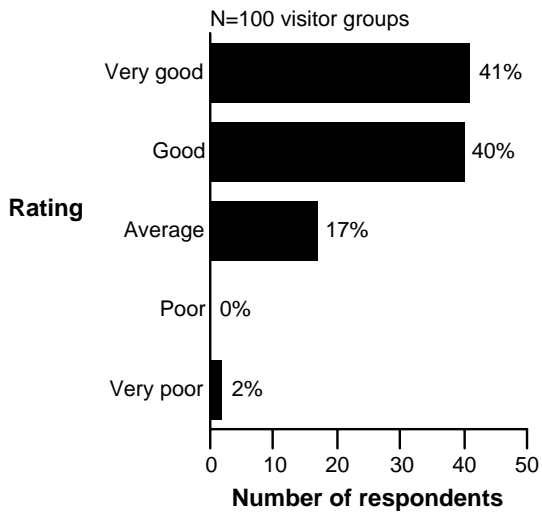


Figure 81. Quality of audiovisual program (in Spanish and English)

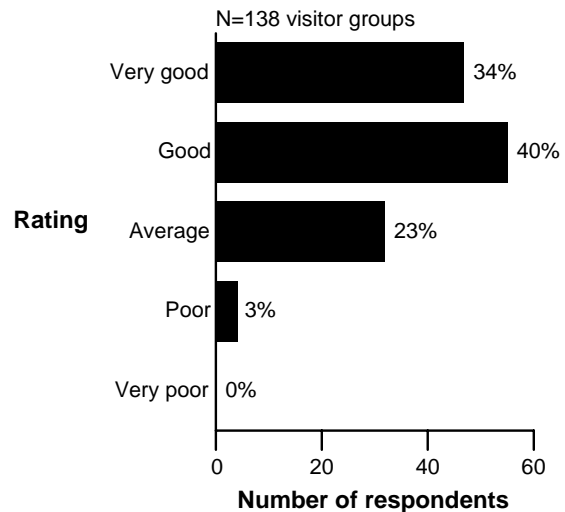


Figure 82. Quality of bookstore sales items in fortifications (selection, price, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

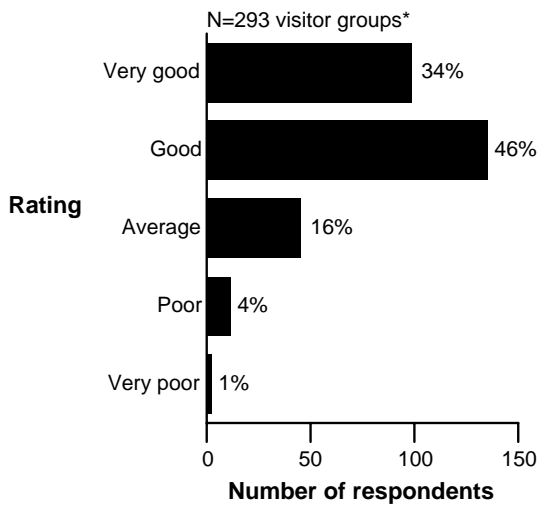


Figure 83. Quality of directional signs on fortification grounds

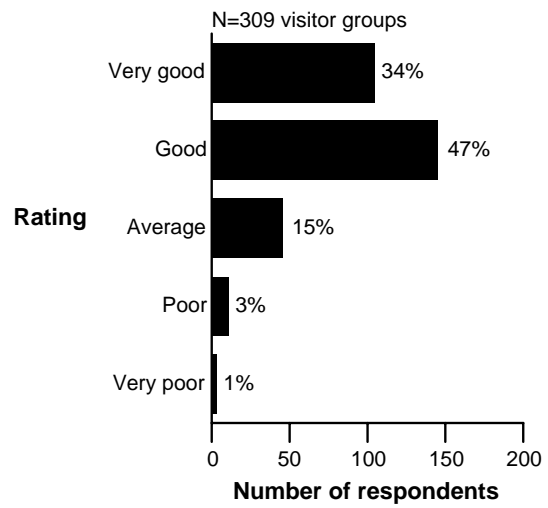


Figure 84. Quality of exhibits inside the fortifications

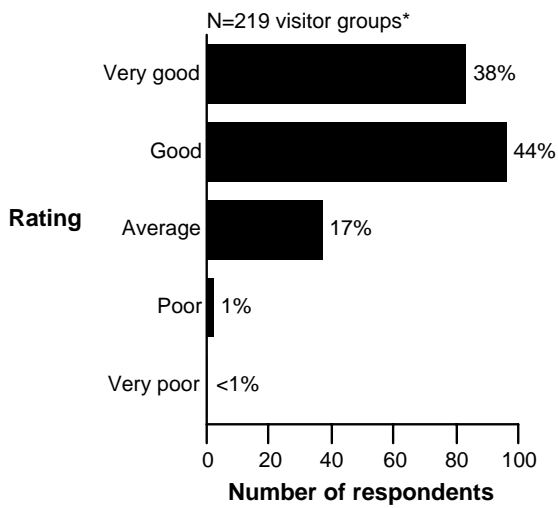


Figure 85. Quality of exhibits outside the fortifications

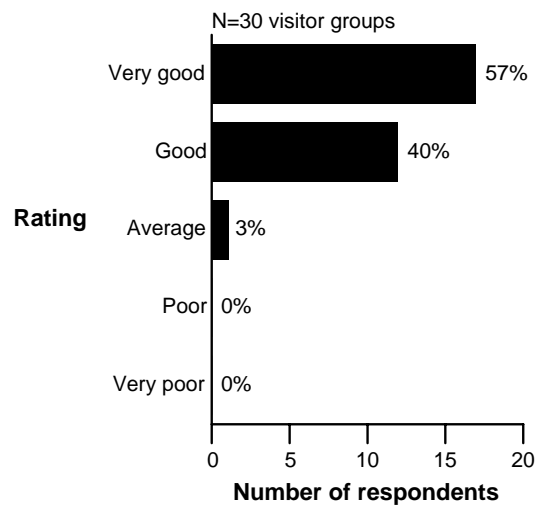


Figure 86. Quality of fortification tour (up to 1 hour)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

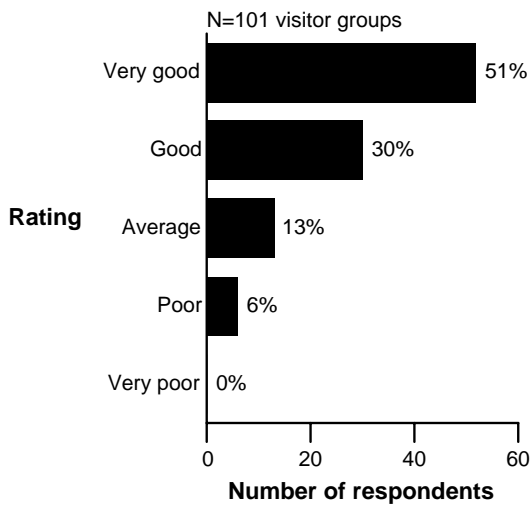


Figure 87. Quality of free tram/trolley

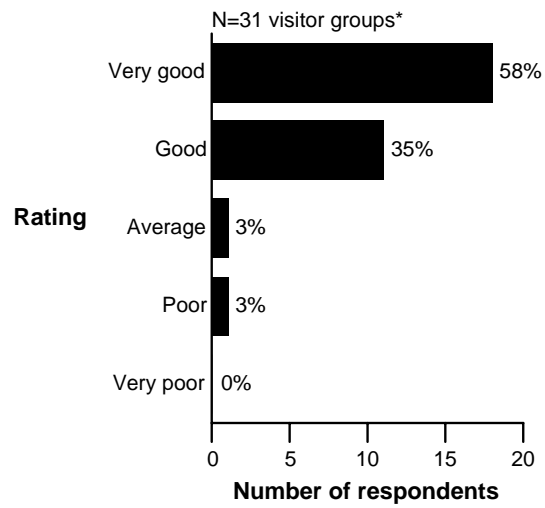


Figure 88. Quality of orientation talk (20 minutes)

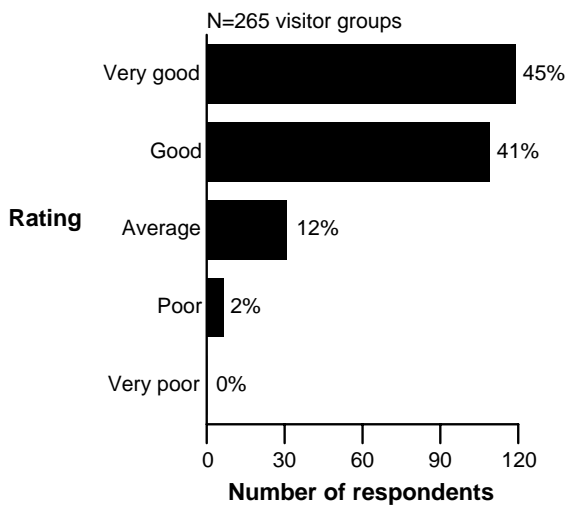


Figure 89. Quality of park brochure/map

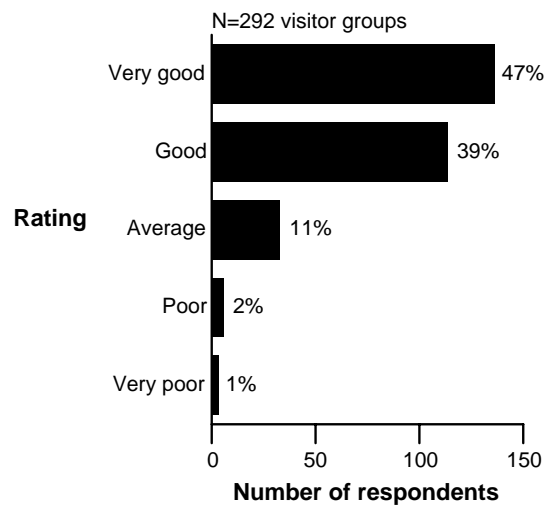


Figure 90. Quality of restrooms

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

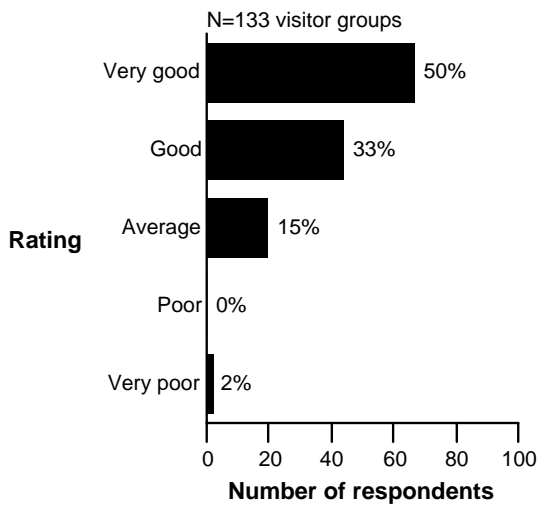


Figure 91. Quality of safety signs at entrances to fortifications

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings for visitor services and facilities

- Figures 92 and 93 show the mean scores of importance and quality ratings for all visitor services/facilities that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average.

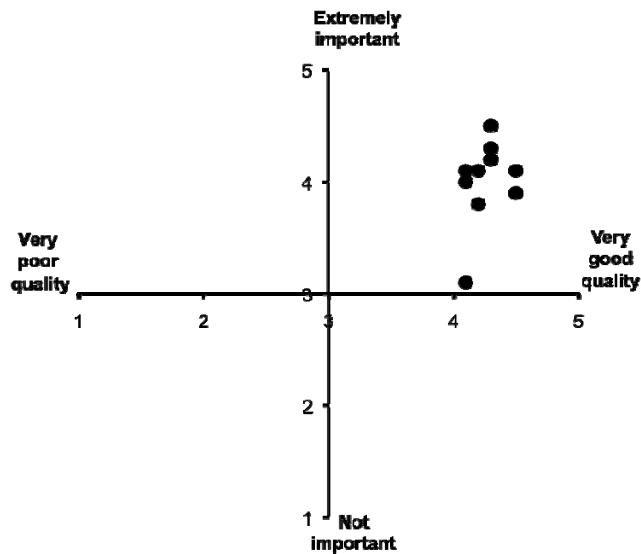


Figure 92. Mean scores of importance and quality ratings for visitor services and facilities

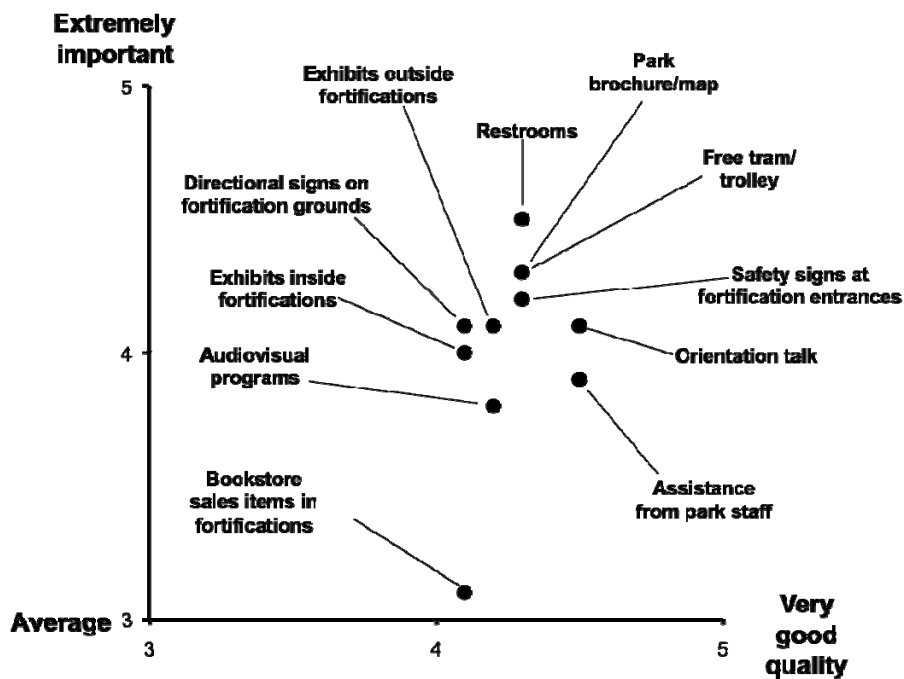


Figure 93. Detail of Figure 92

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality of personal interaction with a park employee

Question 10a

During this visit to San Juan NHS, did you and your personal group have any personal interaction with a park employee?

Results

- 64% of visitor groups had a personal interaction with a park employee (see Figure 94).

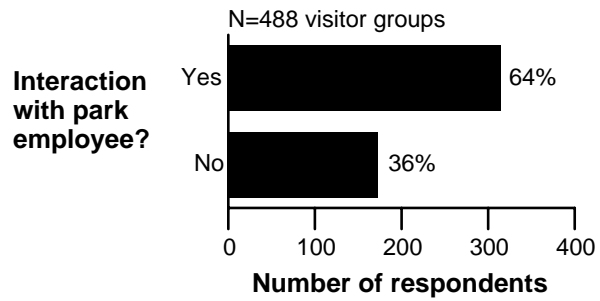


Figure 94. Visitor groups that had personal interactions with park employees

Question 10b

If YES, please rate the quality of your interaction with the park employee.

Results

- As shown in Figure 95 visitor groups rated the quality of their interaction with park employees as “very good” or “good” as follows:

- 95% Quality of information provided
- 94% Helpfulness
- 91% Courteousness

- Figures 86 - 98 show visitor groups’ rating of the quality of interactions with park employees.

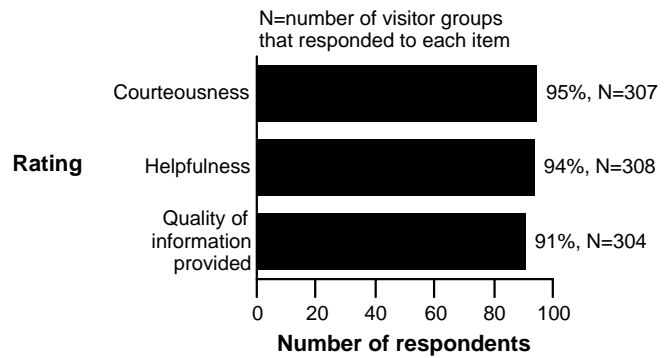


Figure 95. Combined proportions of “very good” and “good” quality ratings of interactions with park employees

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

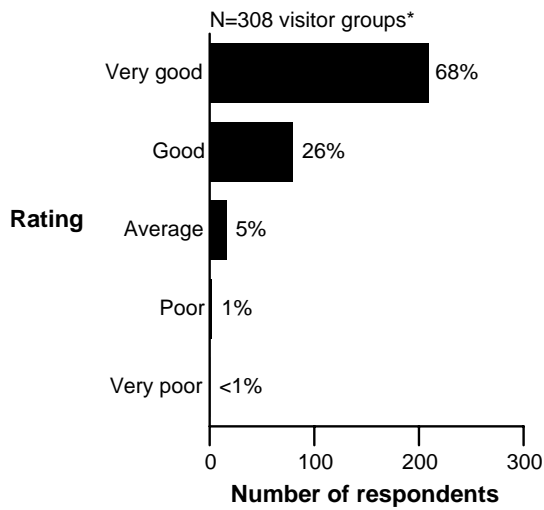


Figure 96. Quality of interaction: Helpfulness

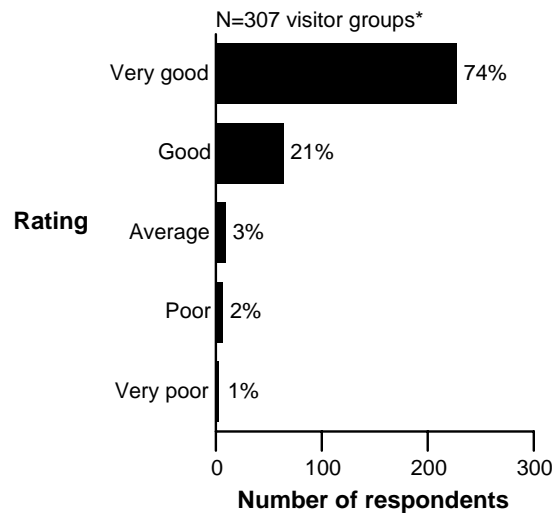


Figure 97. Quality of interaction: Courteousness

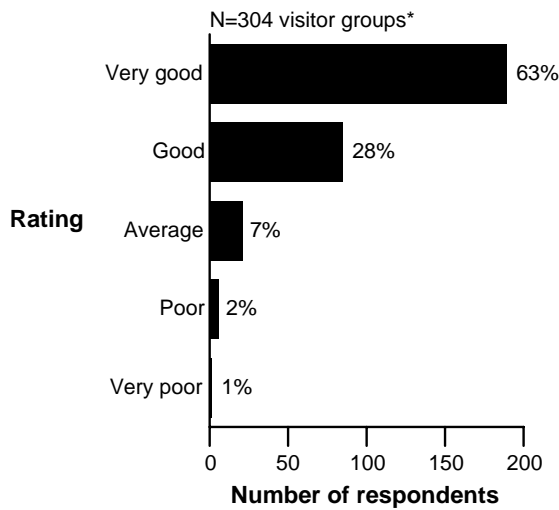


Figure 98. Quality of interaction: Information provided

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Effect of selected elements on park experience

Question 15

During this visit to San Juan NHS, please indicate how the following elements may have affected you and your personal group's park experience.

Results

- Table 17 shows how selected elements affected visitor groups' experiences at the park.

Table 17. How elements affected park experience
(N=number of visitor groups that rated each element)

Element	N	Rating (%)			
		Detracted from	No effect	Added to	Did not experience
Aircraft flying overhead	472	5	52	2	41
Closed areas due to preservation work or projects	470	1	51	14	33
Kite flying	473	34	35	1	31
Special events	468	4	26	1	69
Street vendors	470	16	40	2	42

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Opinions about daily admission fees

Question 16a

San Juan NHS currently has the following daily admission fees. In your opinion, how appropriate are the amounts for daily admission? (Children under 16 years are admitted free.)

Results

\$3/fortification fee

- 88% of visitor groups thought the \$3/fortification fee was “about right” (see Figure 99).

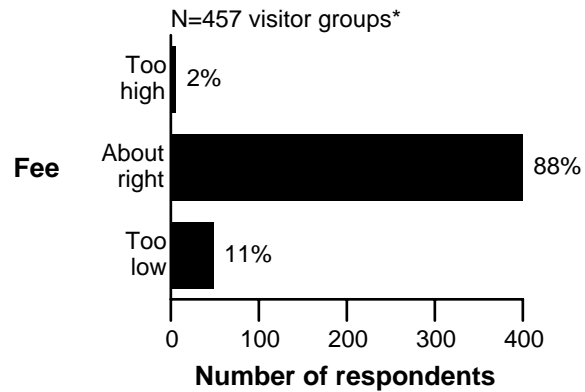


Figure 99. Visitor groups' opinions of the adult fee of \$3/fortification (age 16 and up)

\$5/both fortifications fee

- 85% of visitor groups thought the \$5/both fortifications fee was “about right” (see Figure 100).

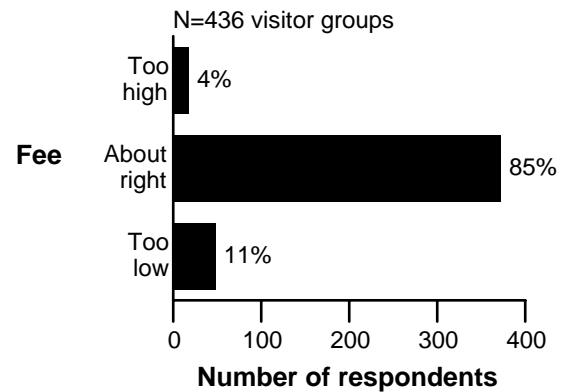


Figure 100. Visitor groups' opinions of the adult fee of \$5/both fortifications (age 16 and up)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 16b

Were you and your personal group aware that part of the fee you pay helps fund exhibits and preservation of the fortifications?

Results

- 67% of visitor groups were aware that part of the fee helps pay for exhibits and fort preservation (see Figure 101).

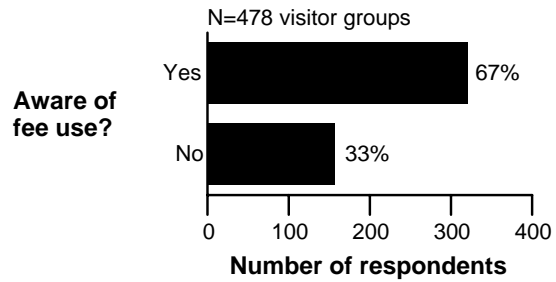


Figure 101. Visitor groups' awareness of the use of fees

Question 16c

If you and your personal group were to visit again in the future, would you be willing to pay a \$3 increase per adult (i.e., \$6/fortification or \$8/both fortifications) for admission?

Results

- 54% of visitor groups would be willing to pay a \$3 increase per adult for admission (see Figure 102).

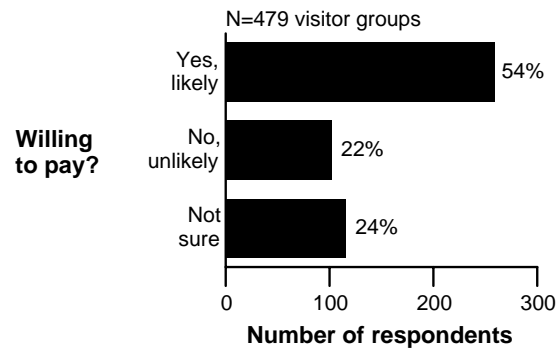


Figure 102. Visitor groups' willingness to pay a \$3 increase per adult for admission

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visit

Future visits to the park

Question 21

Would you and your personal group be likely to visit San Juan NHS again in the future?

Results

- 59% of visitor groups would be likely to visit San Juan NHS again in the future (see Figure 103).

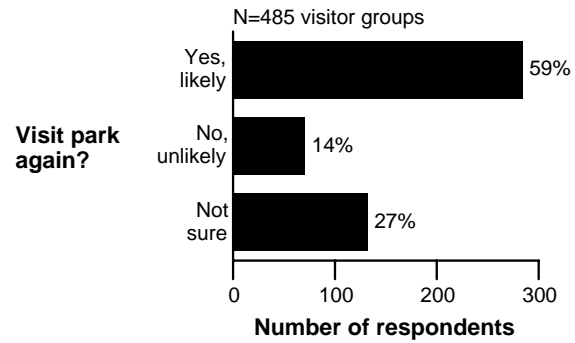


Figure 103. Visitor groups' interested in visiting San Juan NHS in the future

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred topics to learn on future visit

Question 18

If you were to visit San Juan NHS in the future, what subjects would you and your personal group be most interested in learning about?

Results

- 95% of visitor groups were interested in interpretive programs (see Figure 104).
- As shown in Figure 105, of those visitor groups that were interested in learning about the park, the most common topics were:

- 80% Soldiers' life in the fortifications
- 79% Architecture/construction of fortifications

- "Other" topics (6%) were:
 - Associated historical events
 - Battles
 - Cats in San Juan
 - Complete history
 - Daily life of historical residents
 - Destruction of Fort St. Grounds around forts
 - historical residents
 - History of African life in the fortifications
 - How the local population
 - Indigenous peoples' history interacted with the fort
 - Interesting graffiti
 - Invasion of the Dutch Jeronimo wall
 - Personal histories of
 - Pirates attacks
 - Preservation & maintenance
 - Prisoners and slaves
 - Soldiers' names
 - Spain's military period of fortification history
 - Spanish/European history
 - The uses of various fort rooms

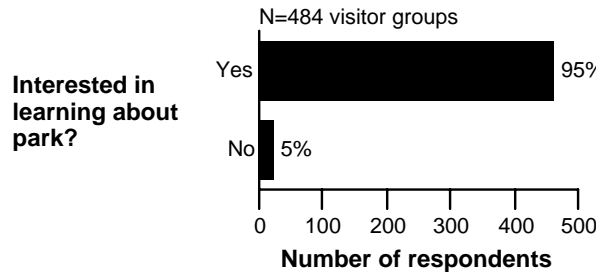


Figure 104. Visitor groups that were interested in learning about the park

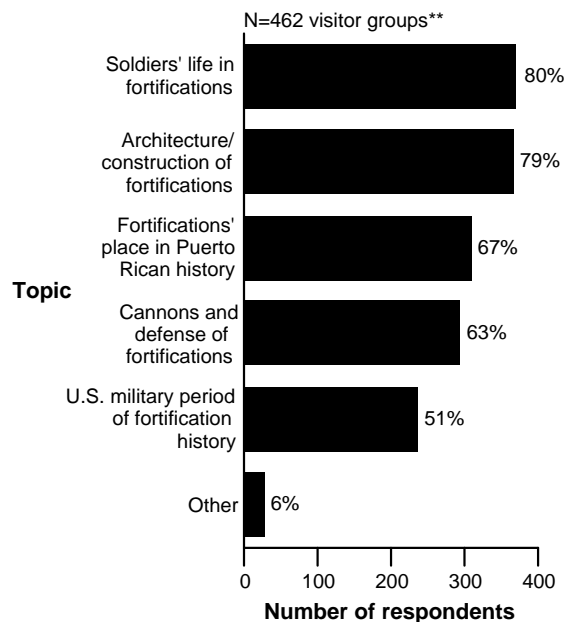


Figure 105. Topics to learn on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred methods to learn about the park

Question 19

If you were to visit in the future, which methods would you and your personal group prefer to use to learn about the cultural and natural history of San Juan NHS?

Results

- 94% of visitor groups were interested in using these methods to learn about the park on a future visit (see Figure 106).

- As shown in Figure 107, among those visitor groups that were interested in learning about the park, the most common methods were:

67% Indoor exhibits
58% Self-guided tours

- “Other” methods (2%) were:

Improved informational posters
Natural history guided tours, i.e. bird watching
Plaques and factoids in the park
Reenactments of fort life
Social media to advertise and educate
Sound and light show

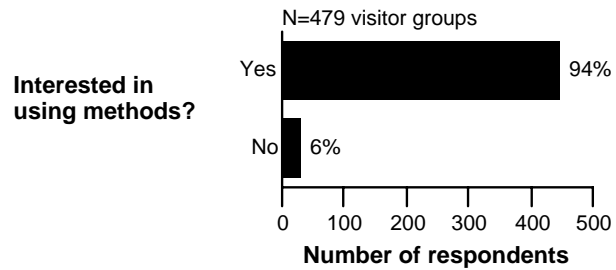


Figure 106. Visitor groups that were interested in using these methods to learn about the park

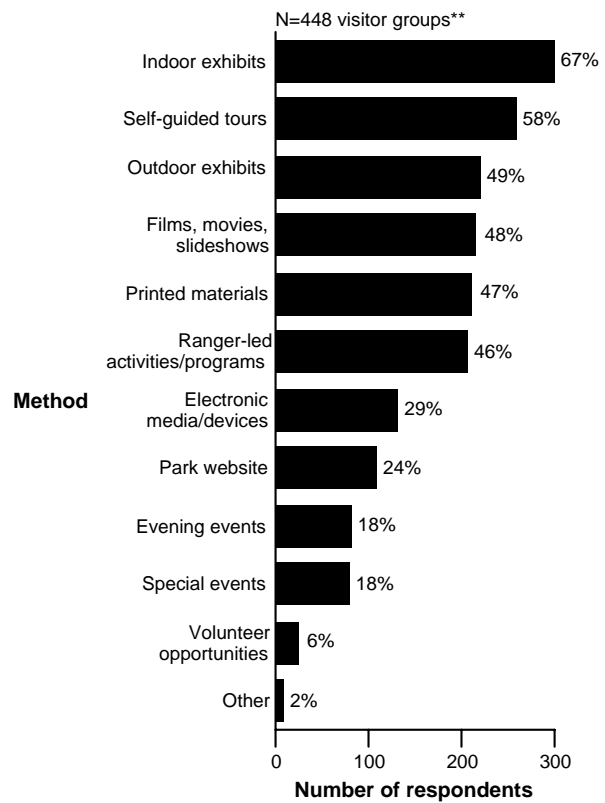


Figure 107. Preferred methods for learning

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Special program preferences

Question 20a

If you were to visit San Juan NHS in the future, would you and your personal group be interested in attending programs in the fortifications after closing (such as a candlelight tour, lecture by a subject expert, etc.)?

Results

- 47% of visitor groups would be interested attending programs in the fortifications after closing (see Figure 108).

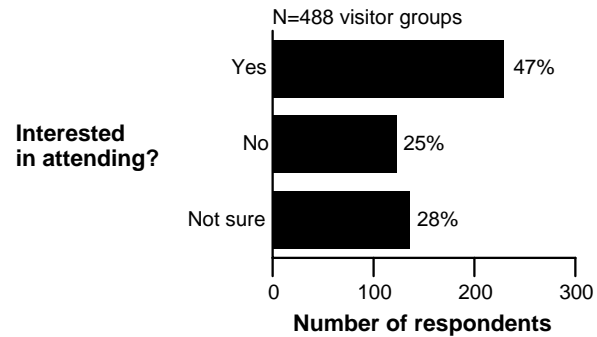


Figure 108. Visitors groups that would be interested attending programs after closing

Question 20b

If YES, how long should the program be?

Results

- 77% of visitor groups would prefer an hour-long program (see Figure 109).

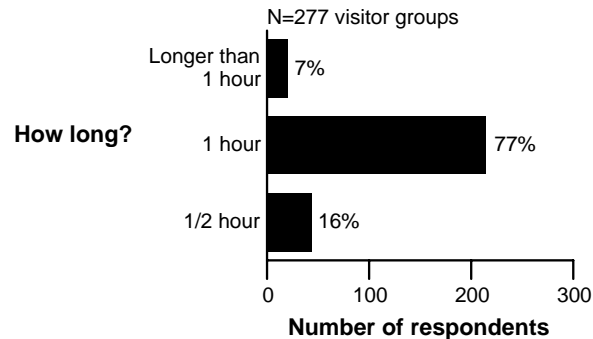


Figure 109. Visitors groups' preferred length of program

Question 20c

Would you be willing to pay a fee of \$5/adult to attend an after-hours program?

Results

- 72% of visitor groups would be willing to pay a \$5/adult fee to attend an after-hours program (see Figure 110).

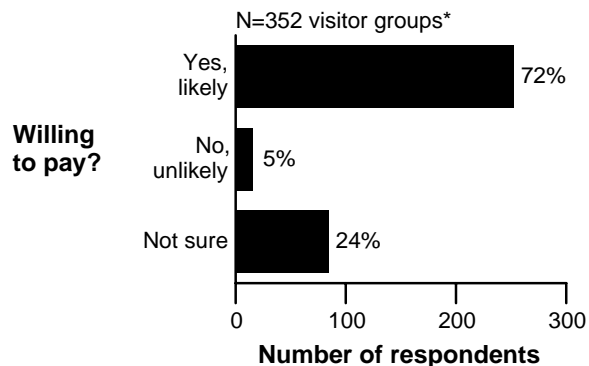


Figure 110. Visitors groups' willingness to pay a \$5/adult fee to attend an after-hours program

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Bookstore preferences

Question 17

San Juan NHS bookstores inside the fortifications currently sell postcards, publications, and other items, such as bottled water. If you and your personal group were to visit in the future, what types of items would you like to have available for purchase in the bookstores?

Results

- 53% of visitor groups are interested in sales items (see Figure 111).
- As shown in Figure 112, of those visitor groups that were interested in sales items, the most common items mentioned for future purchase were:
 58% Publications about fortification history
 55% Self-guided walking audio tour
- “Other” sales items (20%) are listed in Table 18.

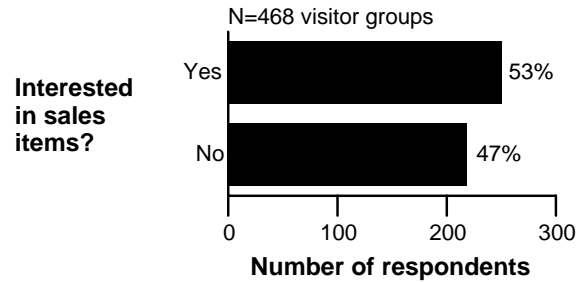


Figure 111. Visitor groups that are interested in sales items

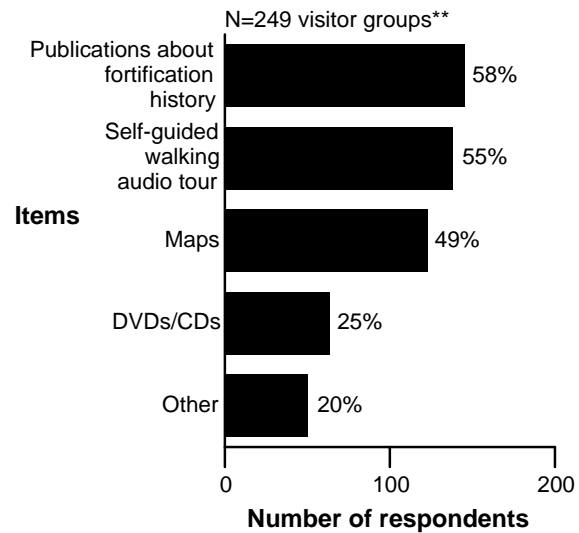


Figure 112. Items visitor groups would like available for purchase in the bookstores

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 18. “Other” items visitor groups would like to have available for purchase in the bookstores (N=70 comments)

Sale Item	Number of times mentioned
Food/snacks	11
Variety of beverages	7
Souvenirs	6
Locally produced items/arts and crafts	5
Postcards	4
Artwork	3
Historical memorabilia	3
Postage stamps	3
Water	3
Books, general	2
Children's educational books	2
Mugs	2
Pictures/Photography	2
Book about restoration of park	1
Child appropriate items	1
Coffee	1
Coffee table books	1
Cultural items	1
Historical/cultural books	1
Magazines	1
Magnets	1
Mailbox available	1
More American-made products	1
National Park passports	1
Publication of park anecdotes	1
Sanitizer	1
Spray bottles	1
Sunglasses	1
Sunscreen	1
Umbrella	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 30

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at San Juan NHS during this visit?

Results

- 88% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 113).
- 2% of visitor groups rated the quality as “very poor” or “poor.”

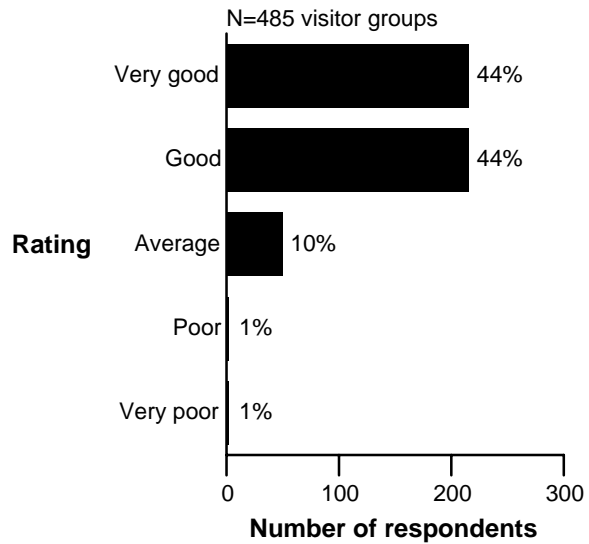


Figure 113. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

What visitors liked most

Question 27a

On this visit, what did you and your personal group like most about your visit to San Juan NHS? (open-ended)

Results

- 83% of visitor groups (N=411) responded to this question.
- Table 19 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 19. What visitors liked most (N=660 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (1%)	
Friendly staff	7
Helpful staff	2
INTERPRETIVE SERVICES (30%)	
History	66
Exhibits	23
Fort history	23
Learning the history	23
Movie/digital media	12
Information	10
Tour	7
Military history	5
Authenticity	4
Culture	3
Educational/ranger-led program	3
Books/publications	2
Educational program	2
Other comments	13
FACILITIES/MAINTENANCE (13%)	
Well maintained	26
Clean park	20
Maintenance of the forts	18
Park facilities accessibility	11
Dungeon	5
Tunnels	3
Other comments	4
POLICY/MANAGEMENT (<1%)	
Affordable entry fee	2

Table 19. What visitors liked most (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT (10%)	
The forts	24
Fort/site preservation	11
Cannons/cannonballs	7
Lizards/iguanas	4
San Cristobal	4
The size and scale of the forts	4
Other comments	11
GENERAL (46%)	
Scenery/view	81
Architecture	42
Freedom to explore	24
Beautiful site	19
Walking	18
Everything	14
Pleasant/relaxing atmosphere	13
Interesting	10
El Morro	8
Photography opportunities	6
Nature/environment	6
Kites (chiringas)	5
Paseo del Morro	5
Small crowd	5
Weather	5
Enjoyed	4
Location	4
Visiting a historic site	4
Cemetery	2
Climbing	2
Esplanade	2
The place	2
Other comments	20

What visitors liked least

Question 27b

On this visit, what did you and your personal group like least about your visit to San Juan NHS? (open-ended)

Results

- 63% of visitor groups (N=309) responded to this question.
- Table 20 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 20. What visitors liked least
(N=347 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (3%)	
Rude staff	5
Need more rangers	3
Other comments	1
INTERPRETIVE SERVICES (20%)	
Not enough information	14
Needs more exhibits/exhibits lacking	8
Not enough signs/informational signs	7
Did not know about tours	4
Empty rooms	3
Lack of tours	3
Need more information in empty rooms.	3
Map confusing	2
No information on level 2-3 of San Cristobal	2
Other comments	23
FACILITIES/MAINTENANCE (18%)	
Urine odor/animal waste in fort	8
Excessive cats	7
Garbage in park	4
Confusing directions/signs	3
Restrooms	3
Construction	2
Could not access lower level of fort	2
Lack of shade	2
Limited parking	2
No water fountains	2
Other comments	26
POLICY/MANAGEMENT (7%)	
Long wait for tram/trolleys	7
Closed areas	4
Closing time	2
Local residents trying to collect money from visitors	2

Table 20. What visitors liked least (continued)

Comment	Number of times mentioned
POLICY/MANAGEMENT (continued)	
Needs more security	2
Other comments	8
RESOURCE MANAGEMENT (2%)	
Not enough/no original cannons	3
Other comments	5
CONCESSION SERVICES (2%)	
Bad bottled water	2
No snacks/food for purchase	2
Other comments	6
GENERAL (47%)	
Nothing	82
Weather	32
Not enough time	10
Climbing stairs/ramp	8
Walk/walking	8
Stairs/steep stairs	5
Signs needed at El Morro to indicate dead end	2
Other comments	18

Planning for the future

Question 28

If you were a manager planning for the future of San Juan NHS, what would you and your personal group propose? (open-ended)

Results

- 49% of visitor groups (N=242) responded to this question.
- Table 21 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 21. Planning for future (N=361 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (4%)	
More rangers/guides	8
More interactions with visitors	2
Other comments	3
INTERPRETIVE SERVICES (6%)	
More interactive activities/exhibits	16
Staff on site in period costumes	12
More tours/guided tours	11
Evening tours/shows	9
Living history interpretation	9
Self-guided audio/electronic tour	9
More information on soldier's lives	8
More interpretive signs	8
More frequent guided tours	6
More orientation information	5
Reenactment of military life/battles	5
Better/more informational map brochure	4
More exhibits	4
More historical information	4
More informational exhibits	4
Special events	4
Advertise guided tours	3
Advertise trolley more	3
Audio/electronic tour	3
Battle reenactments	3
Display typical soldier's quarters	3
Improve/add audio at exhibits	3
Reenactments	3
Self-guided tour	3
Add more period items/artifacts in fort	2
Evening events as fundraisers	2
Expand and increase educational activities	2
Improve self-guided tour with numbered stops	2
More children's activities	2

Table 21. Planning for future (continued)

Comment	Number of times mentioned
INTERPRETIVE SERVICES (continued)	
More information on free trolley	2
More informative self-guided tour	2
More movies	2
More movies about fort history	2
Set up information kiosk at cruise ship terminal	2
Sound & light show/tours	2
Use social media/technology to communicate	2
Other comments	38
FACILITIES/MAINTENANCE (17%)	
Keep up/continue maintenance	12
Improve handicap accessibility	8
More directional signs	4
More seating/rest areas	4
Improve garbage removal/clean site	3
Better parking	2
Eliminate cat odor/cats	2
Trolley transportation to city	2
Other comments	24
POLICY/MANAGEMENT (10%)	
Keep it as it is	7
Access to more of the fort	3
Extend park hours	3
Increase security	3
Advertise low entrance fee	2
Advertise trolley more	2
No suggestions	2
Other comments	13
RESOURCE MANAGEMENT (4%)	
Preserve/protect the historic structures	7
More cannons, guns, muskets	2
Other comments	4
CONCESSIONS	
Food services needed	5
More places to eat	2
Other comments	4
GENERAL	
Keep up the good work	4
Good job	3
Not sure	3
Other comments	13

Additional comments

Question 29

Is there anything else you and your personal group would like to tell us about your visit to San Juan NHS? (open-ended)

Results

- 37% of visitor groups (N=182) responded to this question.
- Table 22 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 22. Additional comments (N=303 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (6%)	
Pleasant/friendly staff	9
Helpful staff	2
More assistance needed from staff	2
Other comments	4
INTERPRETIVE SERVICES (17%)	
Interesting	8
Educational	3
Enjoyed learning fort history	3
Appreciated learning about history	2
Didn't know about guided tours	2
Informative	2
Needed more info prior to visit	2
Other comments	29
FACILITIES/MAINTENANCE (12%)	
Well maintained	10
Clean place	7
More upkeep necessary	2
Sentry lookouts unclean	2
Sign needed to indicate dead end on Paseo del Morro	2
Other comments	12
POLICY/MANAGEMENT (10%)	
Survey too long	3
Thanks for preserving our history	3
Appreciated low entrance fee	2
Excellent value	2
Increase cost of entrance	2
Other comments	19
RESOURCE MANAGEMENT (2%)	
Comments	6

Table 22. Additional comments (continued)

Comment	Number of times mentioned
CONCESSION SERVICES (3%)	
Food services needed	4
Other comments	5
GENERAL COMMENTS (50%)	
Enjoyed visit	55
Beautiful	10
Thanks	10
Good job	7
Great place	6
Impressive fort	6
Loved it	6
Amazing/awesome	5
Will recommend park to others	5
Would like to visit again	5
Great experience	4
Beautiful weather	2
Children loved it	2
It is our pride	2
Needed more time to explore	2
Went twice in one day	2
Other comments	23

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience, and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

For more information please contact:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83844-1139

Phone: 208-885-7863

Fax: 208-885-4261

Email: littlej@uidaho.edu

Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Filion 1976; Dey 1997). Since non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002), Groves (2000) also suggest that saliency of topic has an effect on response rate. In this visitor study, visitor satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

Respondents and non-respondents were compared using age and group size. Independent sample T-tests were used to test the difference between respondents and non-respondents. Respondents were categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the postcards were mailed, the second wave is between the postcard and 1st replacement mailing, and the third wave contains surveys received after the 1st replacement. ANOVA was used to detect the difference in quality ratings at different mailing waves. The hypothesis was that group types are equally represented. If the p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Therefore, the hypotheses for checking non-response bias are:

1. There was no significant difference between respondents' and non-respondents' average age.
2. There was no significant difference between respondents' and non-respondents' average group size.
3. There was no significant difference in quality ratings among respondents of different mailing waves.

Tables 3 and 4 show significant difference in age and group size. However, there was insignificant difference in overall quality rating. There is a potential non-response bias and the data needs to be interpreted with caution.

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- Van Kenhove, P., Wijnen, K., and De Wulf K. (2002). The Influence of Topic Involvement on Mail-Survey Response Behavior. *Psychology and Marketing*, Vol 19 (3): 293-301.

Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu.vsp.reports.htm. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

1989 (continued)

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

Visitor Services Project Publications (continued)**1993**

- 54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
- 55. Santa Monica Mountains National Recreation Area (spring)
- 56. Whitman Mission National Historic Site
- 57. Sitka National Historical Park
- 58. Indiana Dunes National Lakeshore
- 59. Redwood National Park
- 60. Channel Islands National Park
- 61. Pecos National Historical Park
- 62. Canyon de Chelly National Monument
- 63. Bryce Canyon National Park (fall)

1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)

1996 (continued)

- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Park (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

Visitor Services Project Publications (continued)**2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield (fall)

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

2003 continued

- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

2005

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

2006

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Preserve
- 183. Zion National Park (spring and fall)

Visitor Services Project Publications (continued)**2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186. Glen Canyon National Recreation Area (spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post NHS
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

2008

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park (winter)
- 199. Everglades National Park (winter and spring)
- 200. Horseshoe Bend National Military Park (spring)
- 201. Carl Sandburg Home National Historic Site (spring)
- 202. Fire Island National Seashore resident (spring)
- 203. Fire Island National Seashore visitor
- 204. Capitol Reef National Park
- 205.1 Great Smoky Mountains National Park (summer)
- 205.2 Great Smoky Mountains National Park (fall)
- 206. Grand Teton National Park
- 207. Herbert Hoover National Historic Site
- 208. City of Rocks National Reserve

2009

- 209. Fort Larned National Historic Site
- 210. Homestead National Monument of America
- 211. Minuteman Missile National Historic Site

2009 (continued)

- 212. Perry's Victory & International Peace Memorial
- 213. Women's Rights National Historical Park
- 214. Klondike Gold Rush National Historical Park Unit -Seattle
- 215. Yosemite National Park
- 216. Sleeping Bear Dunes National Lakeshore
- 217. James A. Garfield National Historic Site
- 218. Boston National Historical Park
- 219. Bryce Canyon National Park
- 220. Indiana Dunes National Lakeshore
- 221. Acadia National Park
- 222. Laurance S. Rockefeller Preserve
- 223. Martin Van Buren National Historic Site

2010

- 224.1 Death Valley National Park (fall)
- 224.2 Death Valley National Park (spring)
- 225. San Juan National Historic Site (winter)

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

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U.S. Department of the Interior**



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