

Visitor Services Project Pecos National Historical Park

Report Summary

- This report describes the results of a visitor study at Pecos National Historical Park during August 8-14, 1993. A total of 441 questionnaires were distributed and 372 returned, an 84% response rate.
- This report profiles Pecos NHP visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (61%). Groups often consisted of two people (45%) or four people (19%). Thirty-one percent of visitors were 36-50 years old; 21% were 51-65 years old. Most (80%) were first-time visitors to the park. Visitors from foreign countries comprised 7% of all visitors. Twenty-six percent of international visitors came from Germany and 14% from Great Britain. United States visitors came from Texas (19%), New Mexico (19%), California (10%) and many other states.
- Common activities for visitors were walking the trail (93%), viewing exhibits (89%), using the trail guide (77%), seeing the movie (70%), and taking photographs (70%).
- More than 75% of the visitors visited each of the four sites included on the map. The most visited site was the E. E. Fogelson Visitor Center (96%). Most visitors went to the E. E. Fogelson Visitor Center first (92%).
- Prior to visiting, the most often used sources of information about the park were travel guide/tour books (35%) and friends and relatives (32%), although many other sources were identified. Pecos National Historical Park was not the primary destination for most visitors (80%). Learning about history (88%) and viewing scenery (77%) were the most often identified reasons for visiting the park.
- The most used services were the parking lots (92%), visitor center exhibits (91%), the trail (85%), and visitor center restrooms (84%). The least used service was handicapped access (4%). The most important services according to visitors were the trail (85%), visitor center restrooms (82%) and visitor center personnel (80%). The best quality services were visitor center personnel (88%), visitor center exhibits (88%), roving rangers (88%), and the trail (87%). The poorest quality service was cultural demonstrations (15%).
- When asked how they would like to learn about the park on a future visit, 47% of the visitors preferred a self-guided trail.
- Before they arrived, most visitors (89%) had not planned to camp in the Pecos area. Of visitors who planned to camp, most were able to find a campsite (82%). The most common activity in the Pecos area was sightseeing (83%). Most visitors (74%) stayed less than one day in the Pecos area.
- For total expenditures (lodging, travel, food and "other" items) during their visit to the Pecos area, 50% of the visitor groups spent up to \$50. The greatest proportion of their expenditures was spent for lodging (51%), followed by food (20%). The average visitor group expenditure was \$135. The average per capita expenditure was \$45.
- Visitors made many additional comments.

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