
Visitor Services Project San Antonio Missions National Historical Park

Report Summary

- This report describes the results of a visitor study at San Antonio Missions National Historical Park during April 6-12, 1994. A total of 537 questionnaires were distributed and 401 returned, a 75% response rate.
- This report profiles San Antonio Missions 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 (46%); one-third were three or four people (33%). The most common visitor ages were 46-70 years old (49%), 31-45 years old (21%) and 15 years or younger (12%). Most (83%) were first time visitors to the park. International visitors comprised 8% of all visitors. Thirty percent of international visitors came from Germany, 18% from Canada and 17% from the United Kingdom. United States visitors came from Texas (44%) and 42 other states. Most visitors (97%) speak English at home; 16% speak Spanish.
- Common activities for visitors were taking photographs, painting or drawing (77%), shopping at the park bookstore (44%) and shopping at the park gift shop (42%). Sixty-six percent of the visitors stayed two to four hours during their visit.
- A majority of visitors (54%) were not aware that San Antonio Missions is a National Park Service site. More than half the visitors (56%) planned to visit all four missions and half of the visitors (50%) actually visited all four missions. Many visitors cited lack of time as the reason they were unable to visit all four missions.
- The most visited sites in and around San Antonio Missions were San Jose Mission (84%), Mission Concepción (73%), the Alamo (72%), the River Walk (66%), Mission San Juan (65%) and Mission Espada (60%). Visitors often went first to the Alamo and River Walk.
- Private vehicles (82%) were the most often used form of transportation to get to the sites in San Antonio Missions. Travel guides and tour books (36%) were the most used source of information about the park. As the reason for visiting, most visitors (83%) cited learning about history and culture. History and architecture are the educational program subjects visitors said they would most like to hear about in the future.
- The most used services were the park brochure/map (79%) and historical exhibits and signs (73%). The most important services were the historical exhibits and signs, road directional signs and park brochure/map. The highest quality services were assistance from park employees, park brochure/map and ranger-led programs.
- Most visitors (88%) did not have difficulty locating the park. Those who had difficulty mentioned unclear road signs or lack of signs as the main reasons.
- Most visitor groups (85%) had at least some members who did not live in San Antonio. Groups with non-residents were asked to estimate their expenditures in San Antonio during this visit. Most (60%) estimated their total expenditures as \$251 or more. The average visitor group expenditure during the visit was \$581; the average per capita expenditure was \$213.
- Visitors made many additional comments.

<p>For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844-1133 or call (208) 885-7129.</p>
