

**San Francisco Maritime
National Historical Park**
(Maritime Museum & Hyde Street Pier)

Visitor Study
Summer 1995

Report 82
Visitor Services Project
Cooperative Park Studies Unit



University of Idaho



San Francisco Maritime National Historical Park (Maritime Museum and Hyde Street Pier)

Visitor Study

Summer 1995

Visitor Services Project Report 82
Cooperative Park Studies Unit



San Francisco Maritime National Historical Park (Maritime Museum and Hyde Street Pier)

Visitor Study

Summer 1995

Margaret Littlejohn

Report 82

April 1996

Margaret Littlejohn is VSP Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank Kristin FitzGerald and the staff of San Francisco Maritime National Historical Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project
San Francisco Maritime National Historical Park
Report Summary

- This report describes part of the results of a visitor study at San Francisco Maritime National Historical Park (Hyde Street Pier/ Maritime Museum) during August 19-26, 1995. A total of 825 questionnaires were distributed. Visitors returned 578 questionnaires for a 70% response rate.
- This report profiles San Francisco Maritime visitors who visited the Hyde Street Pier/ Maritime Museum. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Seventy-two percent of the visitors were in family groups. Forty-four percent of San Francisco Maritime visitors were in groups of two. Many visitors (40%) were aged 31-50 and 23% were aged 15 years or younger.
- Among San Francisco Maritime visitors, 18% were international visitors. One-fourth (25%) of those visitors were from Germany, 18% from the United Kingdom and 14% from France. United States visitors were from California (53%), New York (5%), Washington (4%) and 41 other states.
- In the past year, most visitors (92%) had visited once. When asked how often they had visited during the past five years, most (83%) were visiting for the first time.
- Most visitors (78%) were not aware that Hyde Street Pier and the Maritime Museum are part of San Francisco Maritime National Historical Park.
- Many Hyde Street Pier visitors (83%) stayed one to two hours. Common activities on the Hyde Street Pier were visiting the historic ships (71%) and taking photographs (55%). Most visitors (88%) felt the Hyde Street Pier admission fee was "about right."
- At the Maritime Museum, 77% of the visitors stayed for an hour. The most common activities were visiting the first floor (64%), visiting the second floor (54%) and visiting the steamship room (46%).
- Over one-third of the visitors (36%) did not receive any information about San Francisco Maritime prior to their visit. Others relied on previous visits, travel guides/ tour books or area signs to learn about the park. Their reasons for visiting were to board the historic ships and to learn maritime history.
- The forms of transportation that visitors used to get to the park were walking (52%) and private vehicles (49%).
- The most used visitor services were the historic ships (71%), restrooms (64%), educational signs and museum exhibits (each 58%). According to visitors, the most important services were the historic ships (83%), educational signs (82%) and restrooms (82%). The service receiving the highest proportion of "not important" ratings was museum exhibits (10%). The best quality services were ranger-led tours (84%), historic ships (83%), staff assistance (83%), and educational signs (82%). The services with the highest "very poor" quality rating was the historic ships (9%).
- Most visitors (94%) rated the overall quality of services in the park as "good" or "very good." 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>
--

TABLE OF CONTENTS

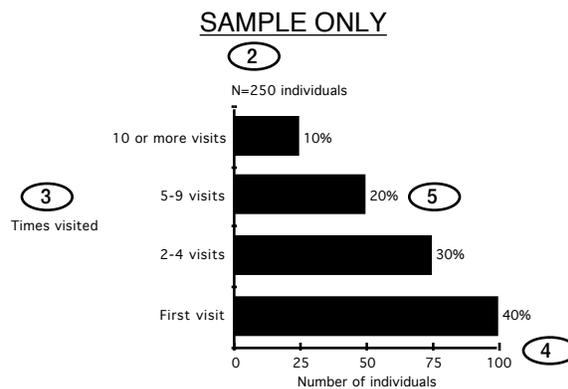
	Page
INTRODUCTION	1
METHODS	2
VISITOR RESULTS	4
Visitors contacted	4
Demographics	4
Length of stay	11
Activities	12
Awareness of sites as part of San Francisco Maritime	14
Sources of information	15
Forms of transportation used	16
Reasons for visiting	17
Opinions about Hyde Street Pier admission fee	18
Visitor services/ facilities: use, importance and quality	19
Overall rating of service quality	34
What visitors liked most	35
What visitors liked least	37
Planning for the future	39
Comment summary	41
ADDITIONAL ANALYSIS	43
QUESTIONNAIRE	45

INTRODUCTION

This report describes the results of a study of visitors to the Hyde Street Pier and Maritime Museum at San Francisco Maritime National Historical Park (referred to as "San Francisco Maritime"). This visitor study was conducted August 19-26, 1995 by the National Park and Preserve Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. A Results section follows, including a summary of visitor comments. Next, an Additional Analysis page helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes comment summaries and visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



1 Figure 4: Number of visits

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting the Hyde Street Pier/ Maritime Museum at San Francisco Maritime National Historical Park during August 19-26, 1995. Visitors completed the questionnaire after their visit and then returned it by mail.

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

At San Francisco Maritime, visitors were sampled as they entered the Hyde Street Pier and the Maritime Museum.

<u>Location</u>	<u># of Q. distributed</u>
Maritime Museum	412
Hyde Street Pier	413
Grand Total	825

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, a second replacement questionnaire was sent to a random sample of visitors who had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 573 groups, Figure 6 presents data for 1,669 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,
missing data
and
reporting
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 578 questionnaires were returned by visitors, Figure 1 shows data for only 573 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

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

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of August 19-26, 1995. The results 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. If the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.
4. Visitors at only two sites in the park--the Hyde Street Pier and the Maritime Museum--were included in this survey. Visitors using other sites in the park were not sampled. Some visitors, such as foreign visitors, may be under-represented in these results due to the high refusal rate (25%).

During the study week, weather conditions at San Francisco Maritime were fairly typical of San Francisco in the summer.

**Special
Conditions**

No entrance fees were charged at the Hyde Street Pier on Friday and Saturday, August 25 and 26 during the Festival of the Sea. Thousands more visitors entered the Hyde Street Pier on each of these two days.

SAN FRANCISCO MARITIME RESULTS

Visitors contacted

At San Francisco Maritime, 1098 visitor groups were contacted; 75% accepted questionnaires. A total of 578 visitor groups completed and returned their questionnaires, a 70% response rate. NOTE: Because 25% of the visitors refused to do the survey, foreign visitors and others may be under-represented in these results.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias was insignificant, however the respondents were slightly older than visitors who accepted questionnaires.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	821	40.2	565	42.1
Group size	825	3.2	573	3.2

Demographics

Figure 1 shows group sizes, which varied from one person to 30 people. Forty-four percent of visitors came in groups of two; 35% came in groups of three or four. Seventy-two percent were families (see Figure 2). "Other" groups included co-workers, school, girl or boy scouts and senior citizens. One percent of the visitors were traveling with a guided tour group (see Figure 3). One percent of the visitors were traveling with an educational group (see Figure 4). Less than one percent of visitors were with a day care/day camp group (see Figure 5).

The most common visitor ages were 31-50 years (40%), as shown in Figure 6. Twenty-three percent of visitors were aged 15 years or younger. When asked about the number of visits to San Francisco Maritime during the past year, most visitors (92%) said they were first-time visitors (see Figure 7). During the past five years, most visitors (83%) had visited once (see Figure 8.)

International visitors comprised 18% of San Francisco Maritime visitors. They were from Germany (25%), United Kingdom (18%),

France (14%) and Canada (12%), as well as 21 other countries (see Map 1 and Table 2). United States visitors were from California (53%), New York (5%), Washington (4%) and 41 other states, as shown in Map 2 and Table 3.

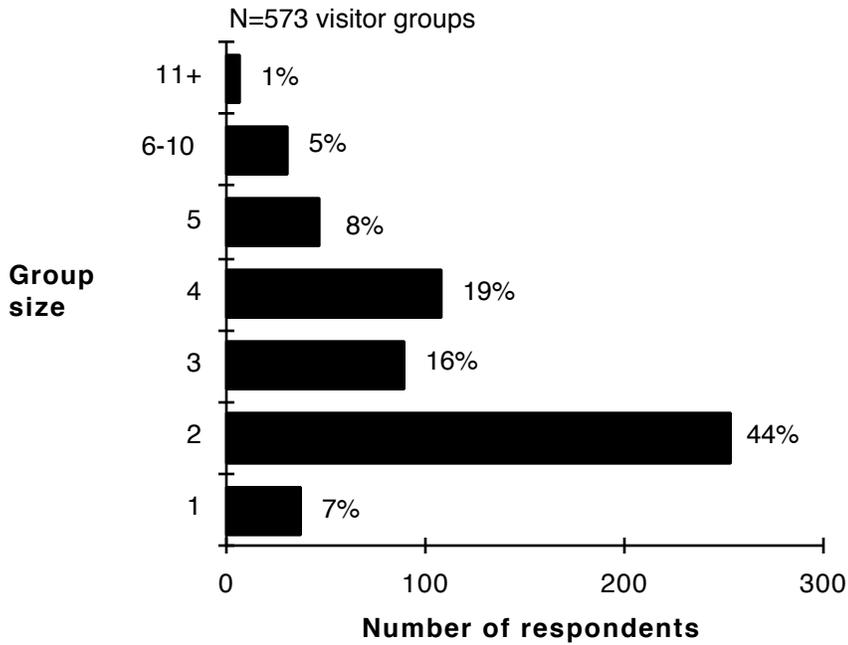


Figure 1: Visitor group sizes

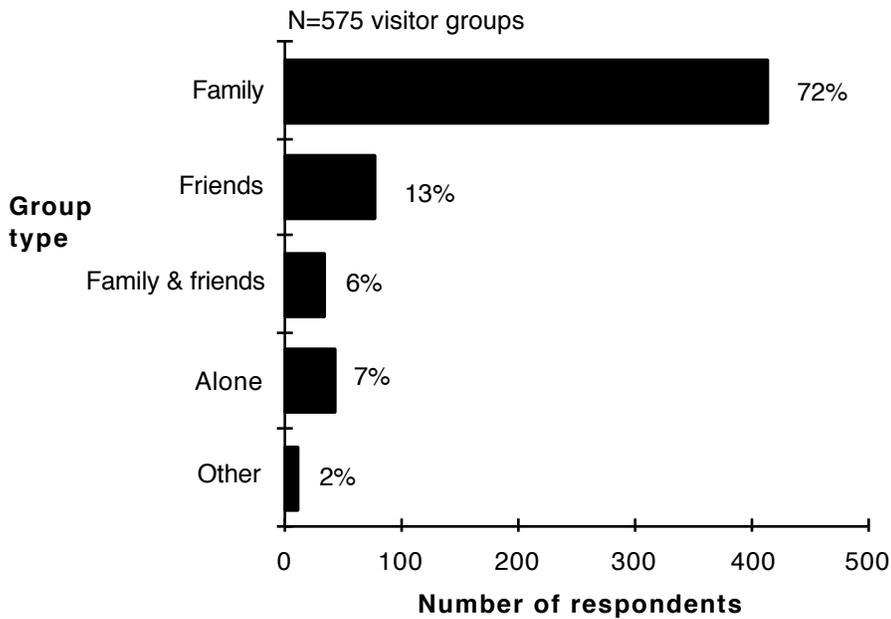


Figure 2: Visitor group types

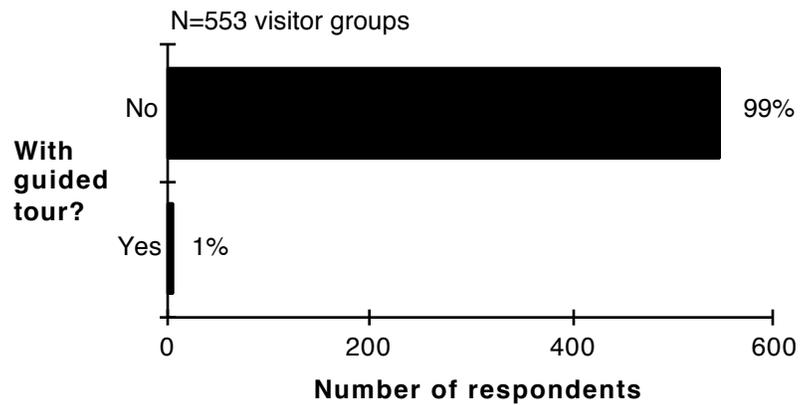


Figure 3: Traveling with guided tour?

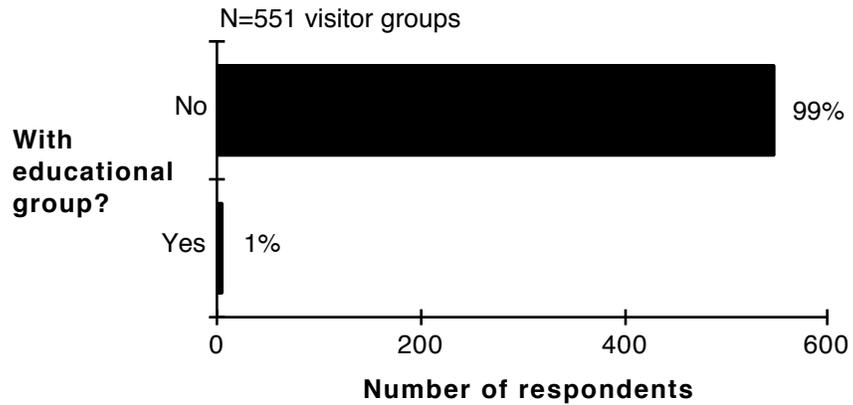


Figure 4: Traveling with educational group?

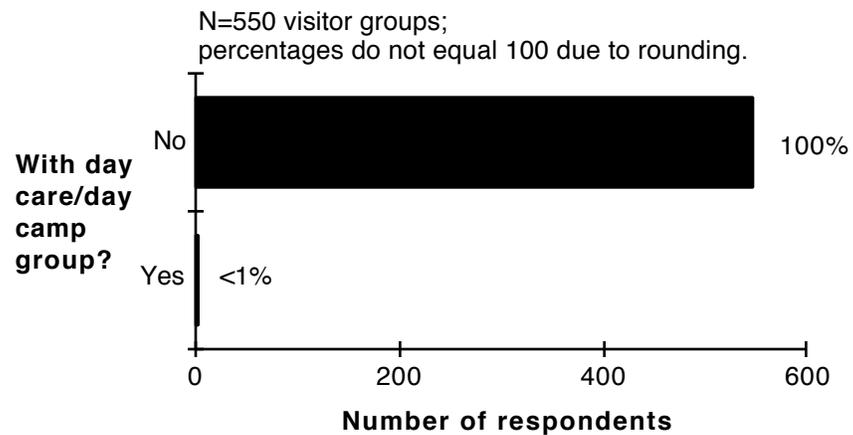


Figure 5: Traveling with day care/ day camp?

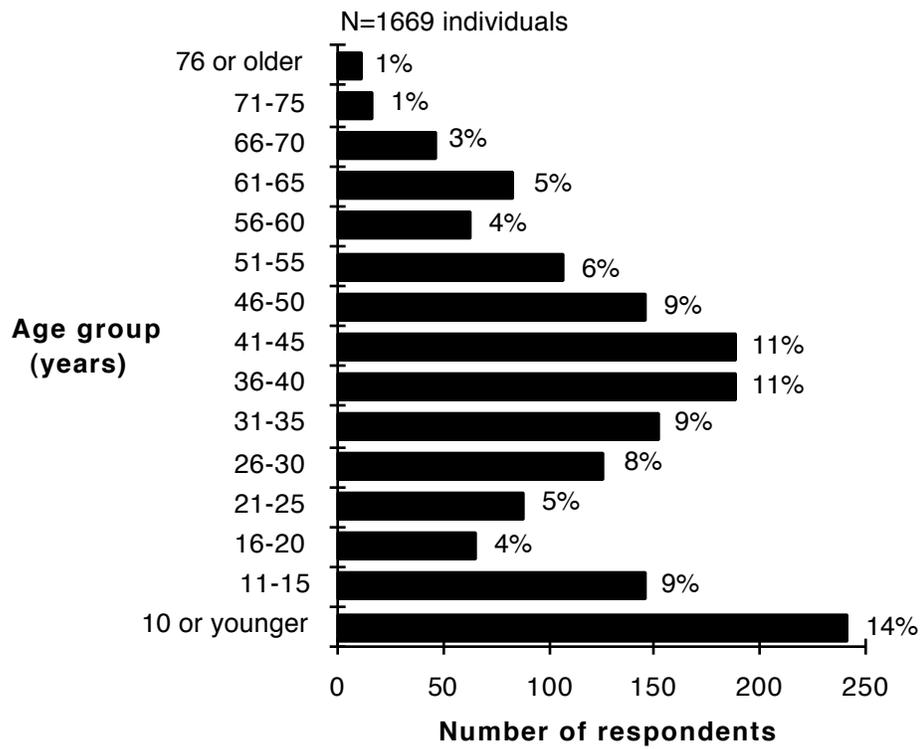


Figure 6: Visitor ages

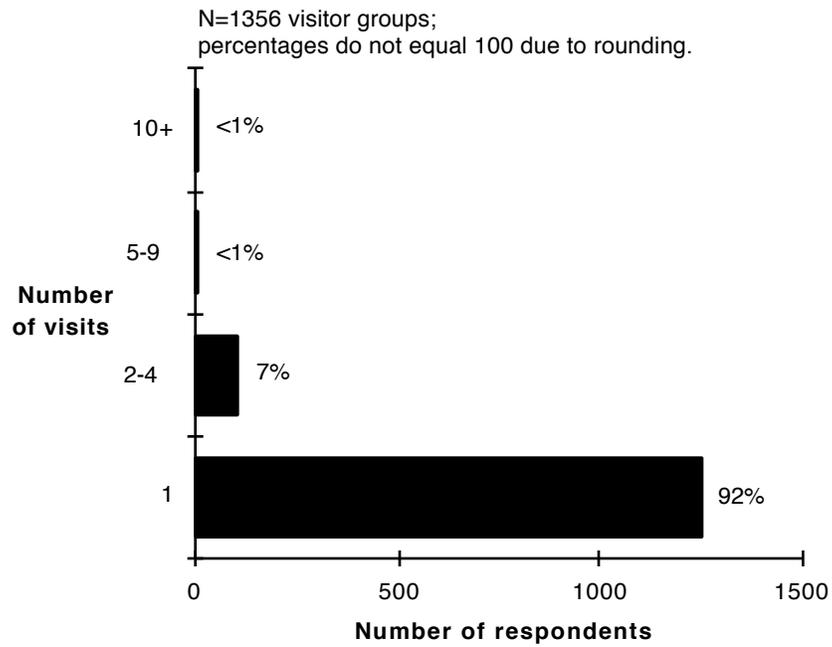


Figure 7: Number of visits to San Francisco Maritime during the past year

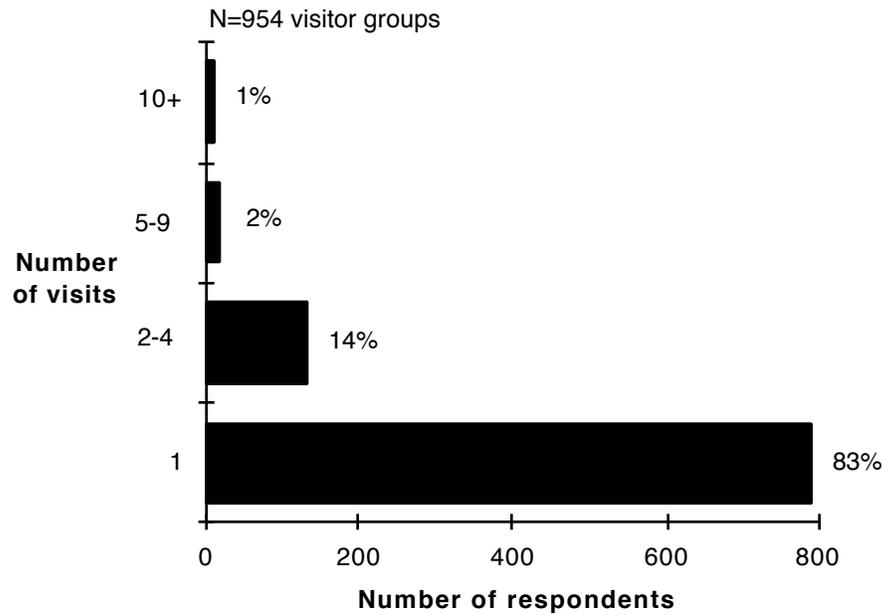
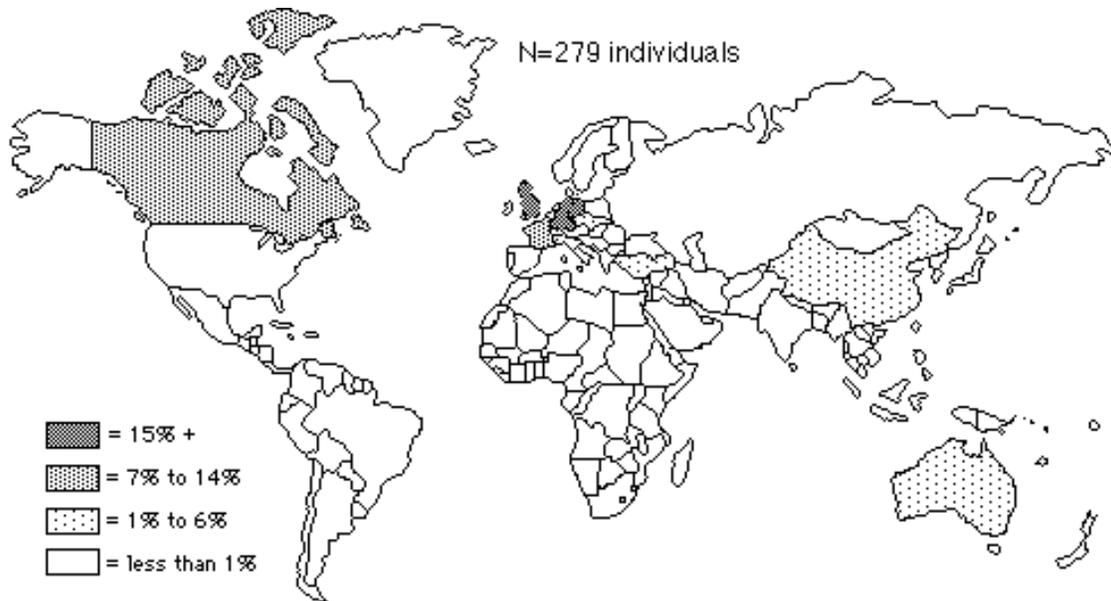


Figure 8: Number of visits to San Francisco Maritime during the past five years

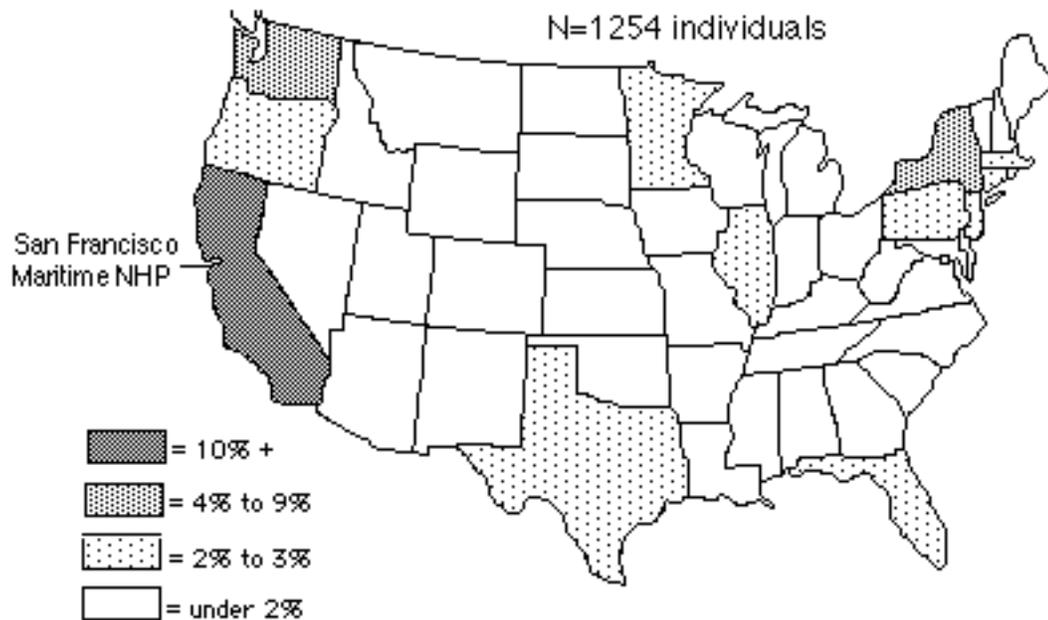


Map 1: Proportion of international visitors from each country

Table 2: Proportion of visitors from each foreign country

N=279 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of internat'l visitors	% of total visitors
Germany	71	25	5
United Kingdom	51	18	3
France	40	14	3
Canada	34	12	2
Australia	17	6	all others
Italy	8	3	1% or less
Switzerland	7	3	[
China	6	2	
Hong Kong	6	2	
Ireland	6	2	
Holland	5	2	
Czechoslovakia	4	1	
Taiwan	4	1	
Turkey	4	1	
Denmark	2	1	
Israel	2	1	
Japan	2	1	
Luxembourg	2	1	
Malaysia	2	1	
Other countries (6)	6	2	



Map 2: Proportion of United States visitors from each state

Table 3: Proportion of United States visitors from each state

N=1254 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of U.S. visitors	% of total visitors
California	668	53	44
New York	61	5	4
Washington	47	4	3
Florida	37	3	2
Illinois	37	3	2
New Jersey	35	3	2
Massachusetts	26	2	2
Texas	24	2	2
Minnesota	23	2	2
Pennsylvania	22	2	all others 1% or less
Connecticut	20	2	
Oregon	20	2	[
Virginia	15	1	
Arizona	14	1	
Colorado	13	1	
Michigan	13	1	
Maryland	12	1	
Ohio	11	1	
Idaho	10	1	
Indiana	10	1	
North Carolina	10	1	
Oklahoma	10	1	
Other states (22) + Washington D.C.	116	12	

Many (83%) of the visitors to Hyde Street Pier stayed one to two hours (see Figure 9). Another 15% of visitors stayed three hours or more. Of the visitors to the Maritime Museum, 77% stayed one hour (see Figure 10). Fourteen percent stayed two hours.

Length of stay

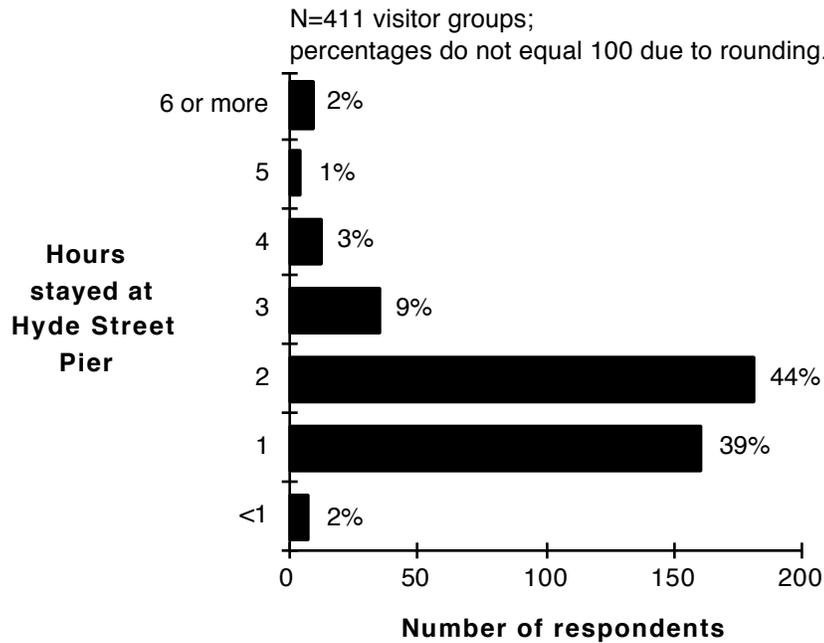


Figure 9: Length of stay at Hyde Street Pier

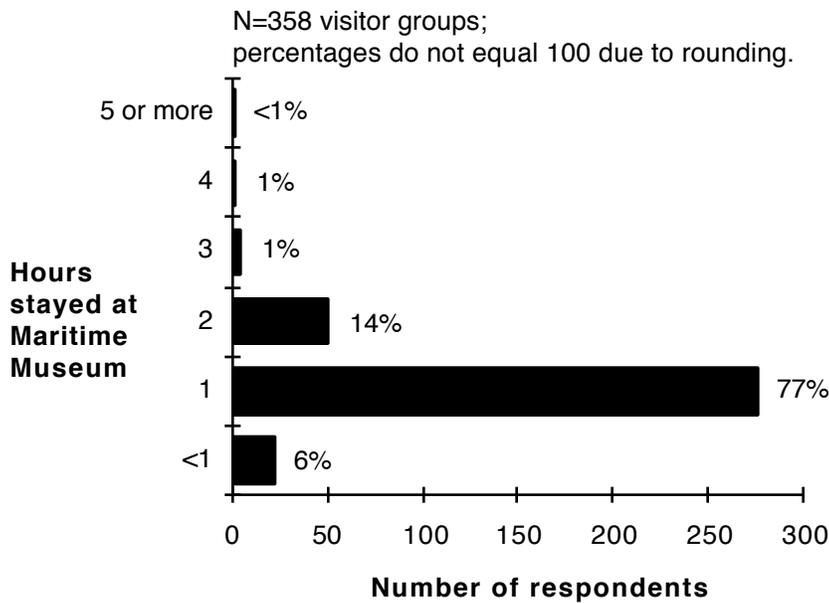


Figure 10: Length of stay at the Maritime Museum

Activities

Common visitor activities at the Hyde Street Pier on this visit were visiting the historic ships--*Hercules*, *Balclutha*, *Eureka*, *C.A. Thayer*, *Lewis Ark* (71%), taking photographs (55%), and observing the ship preservation crew at work (30%), as shown in Figure 11. The least common activity was attending ranger-led programs (11%). On this visit, visitors also listened to music, watched the ship parade, attended the festival, and talked with rangers.

At the maritime museum, common visitor activities were visiting the first floor (64%), visiting the second floor (54%) and visiting the steamship room (46%), as shown in Figure 12. The least common visitor activity used was going on a ranger-led tour (2%). Visitors also talked with rangers, took photographs and relaxed on the verandah.

Forty visitor groups reported using the Maritime Museum Library.

NOTE: It is possible that some visitors did not use the J. Porter Shaw Library, to which this question referred. Instead they may have used an exhibit which looked like a library which was on display during the survey period.

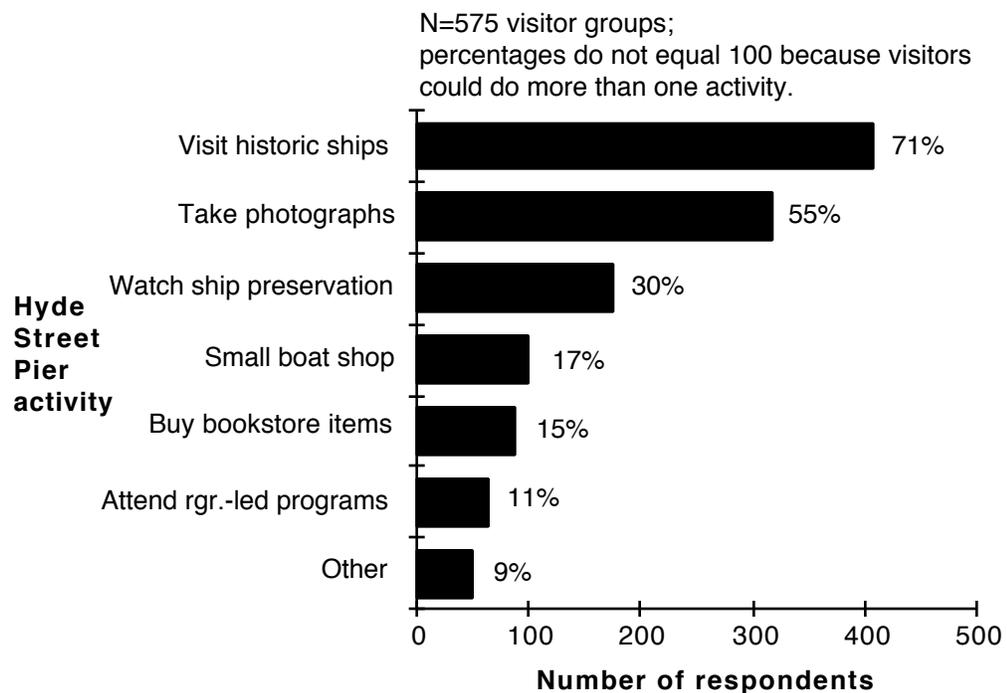


Figure 11: Visitor activities at Hyde Street Pier

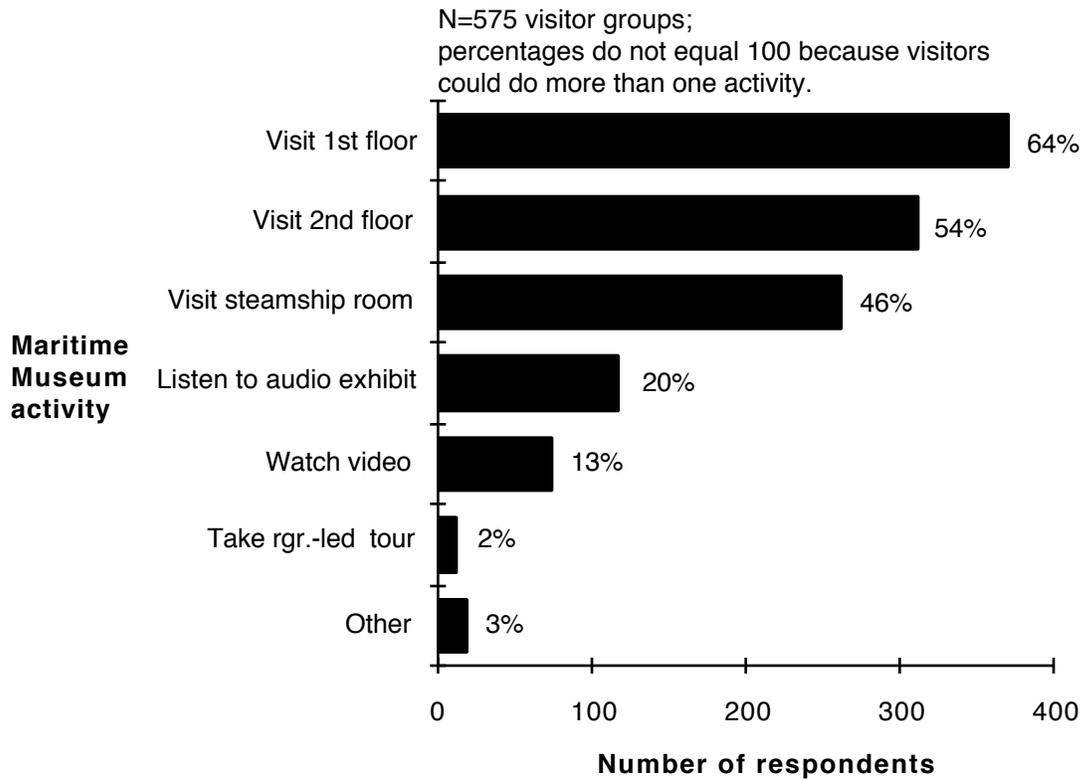


Figure 12: Visitor activities at the Maritime Museum

Awareness of sites as part of San Francisco Maritime

Visitors were asked "Prior to your visit, were you aware that Hyde Street Pier and the Maritime Museum are part of San Francisco Maritime National Historical Park?" Most visitors (78%) said they were not aware that Hyde Street Pier and the Maritime Museum were part of the park, prior to visiting it (see Figure 13). One-fifth of the visitors (20%) were aware that these sites were part of the park and 3% were not sure.

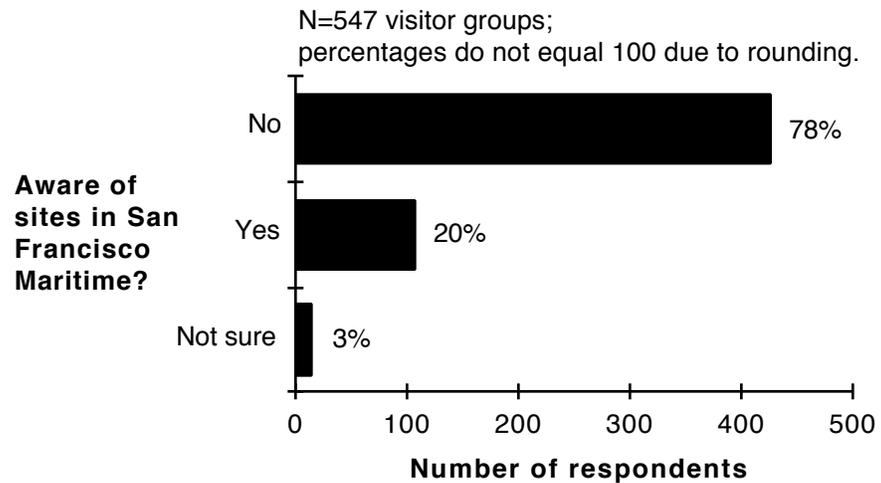


Figure 13: Visitors' awareness that Hyde Street Pier and the Maritime Museum are part of San Francisco Maritime

Visitors were asked how they got information about the park prior to their visit. Over one-third of the visitors (36%) said they had not received any information prior to visiting. The most often used sources of information were previous visits (21%), travel guides/ tour books (19%) and area signs (16%), as shown in Figure 14. The least used source of information was phoning or writing the park. (1%). As additional sources of information, visitors mentioned seeing it as they walked by, learning about it from a San Francisco resident, from a city map, on a bay cruise, and in a school class.

Sources of information

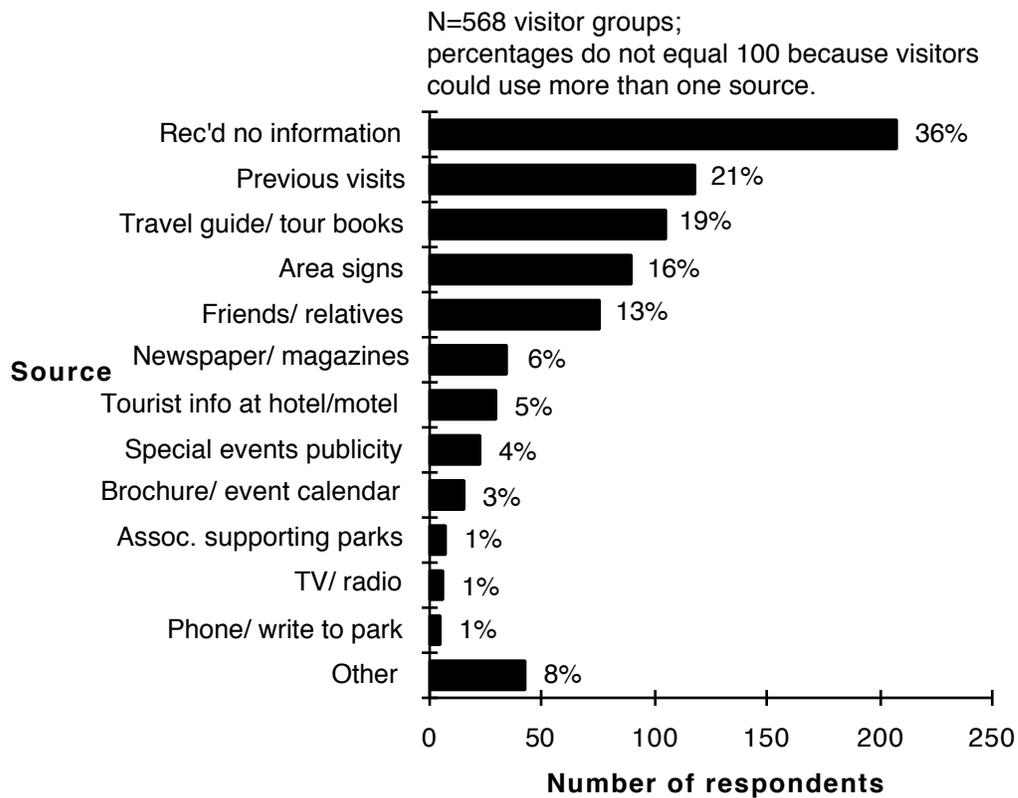


Figure 14: Sources of park information

Forms of transportation used

The forms of transportation most often used to arrive at San Francisco Maritime were walking (52%), private vehicles (49%) and cable cars (22%), as shown in Figure 15. The least used form of transportation was a motorcycle (1%). Visitors mentioned several "other" forms of transportation they used including taxis, ferries, rental cars and the Bay Area Rapid Transit system (BART).

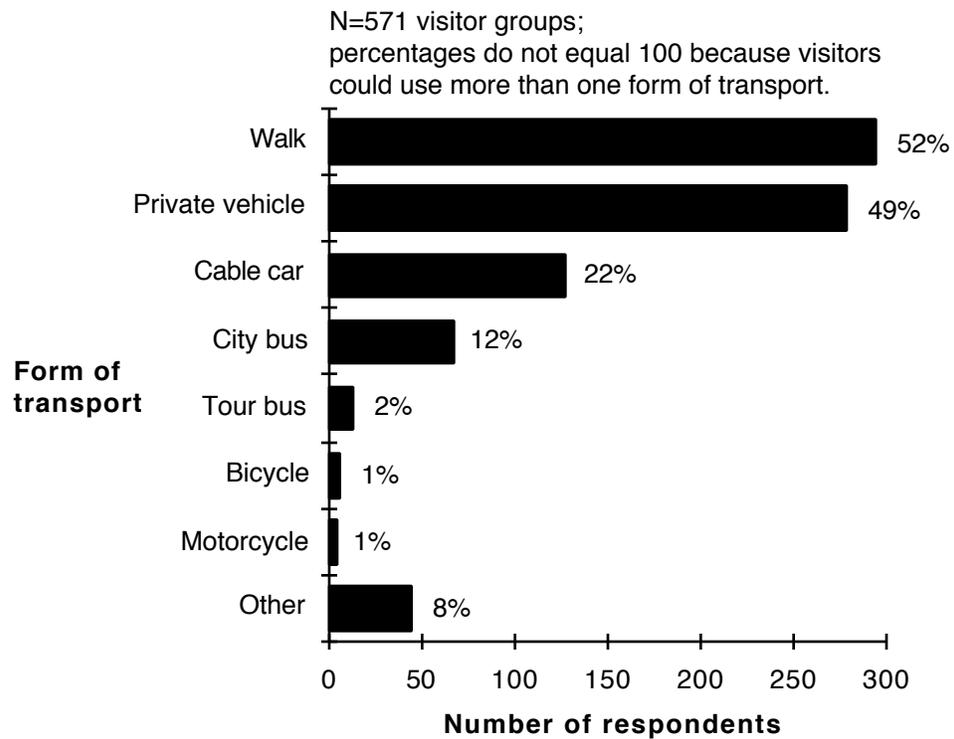


Figure 15: Forms of transportation used to arrive at park

Visitors identified their reasons for visiting San Francisco Maritime on this visit. The most often listed reasons were to board the historic ships (51%), learn about maritime history (48%), that they came across the park by chance (40%) and to visit a San Francisco visitor attraction (33%), as shown in Figure 16. The reason which brought the smallest proportion of visitors was to visit a National Park Service site (5%). "Other" reasons visitors came was to educate their children, because it was free, to attend the festival, because of an interest in ships and because they heard the music.

Reasons for visiting

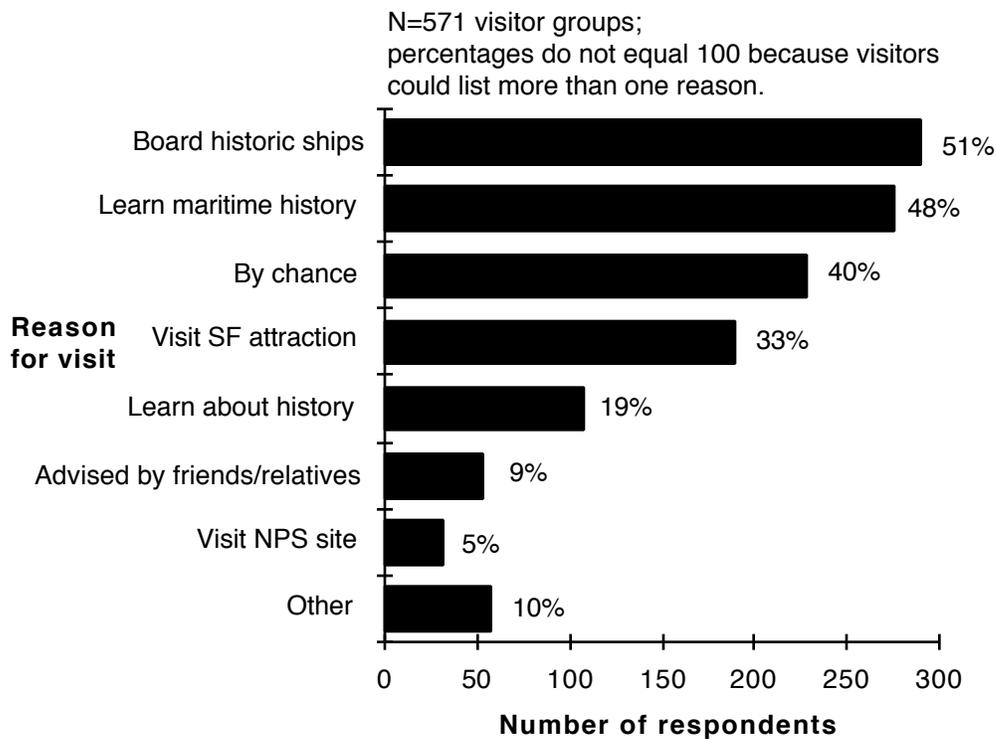


Figure 16: Reasons for visiting

Opinions about Hyde Street Pier admission fee

Many visitors (71%) said they visited Hyde Street Pier on this visit (see Figure 17). If they visited Hyde Street Pier, visitors were asked for their opinions about the admission fee. Most visitors (88%) felt the admission fee was about right (see Figure 17). A few visitor groups thought the fee was too low (7%) or too high (4%). Note: On two days during the survey, the admission fee was waived for the Festival of the Sea celebration.

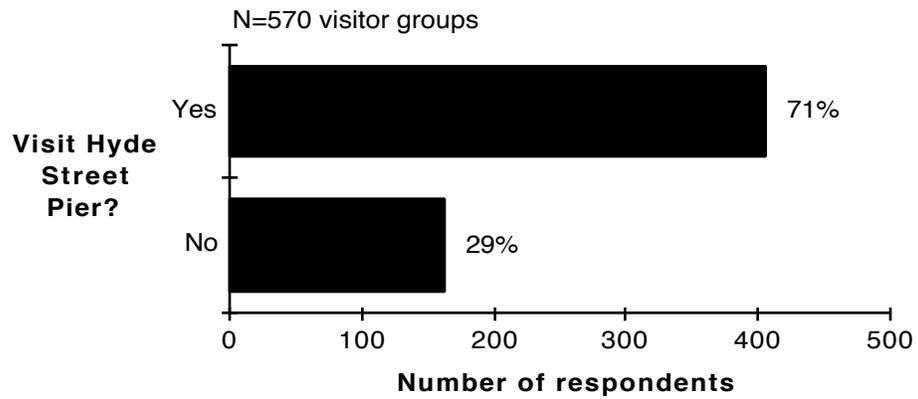


Figure 17: Visitors who visited Hyde Street Pier on this visit

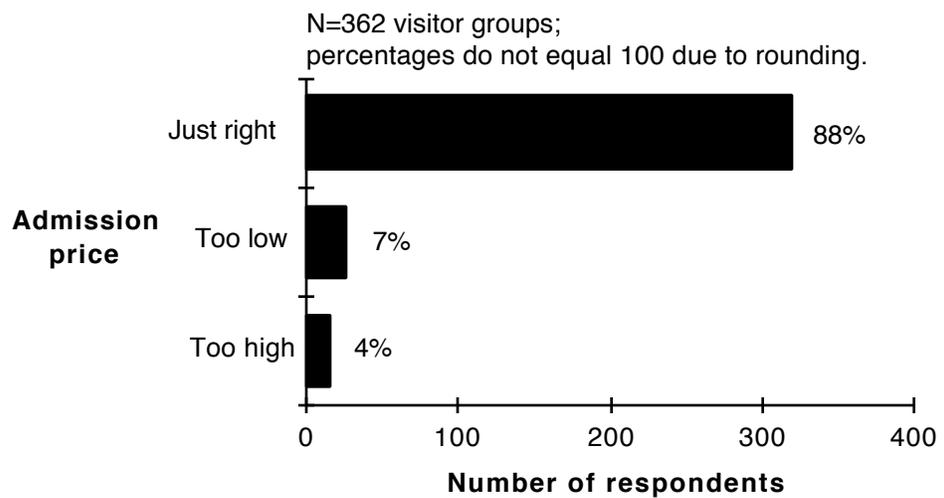


Figure 18: Opinions about admission fee

The most commonly used visitor services and facilities at San Francisco Maritime were the historic ships (71%), restrooms (64%), educational signs (58%) and museum exhibits (58%), as shown in Figure 19. The least used service was the ranger-led tours/ programs (11%).

Visitor services/ facilities: use, importance and quality

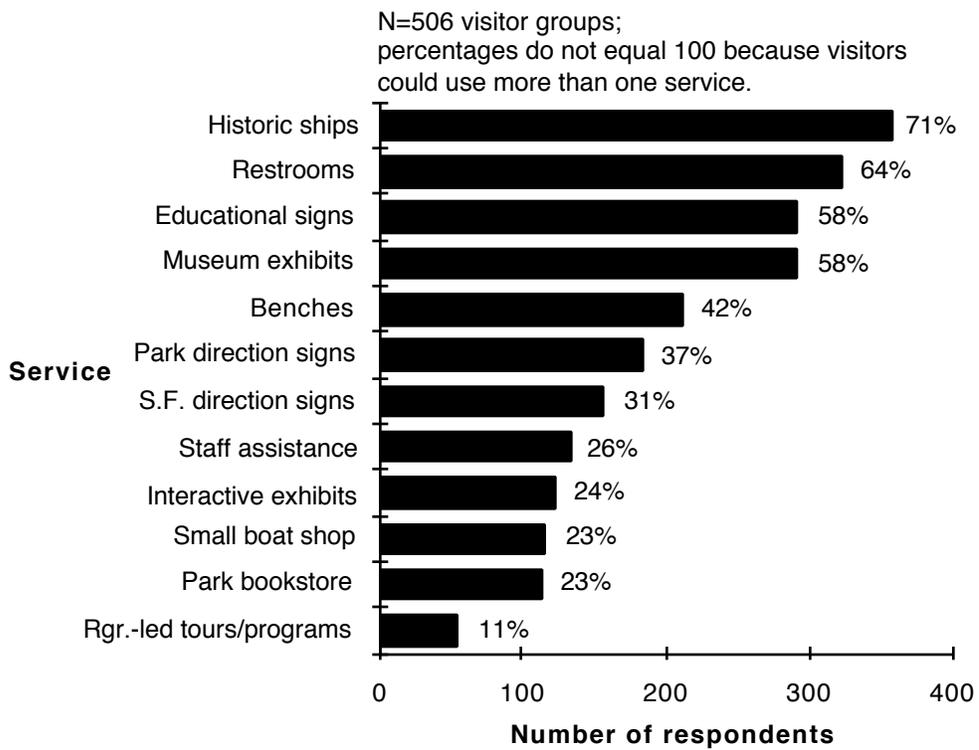


Figure 19: Use of visitor services and facilities

Visitors rated the importance and quality of each of the visitor education and information services they used. They used a five point scale (see boxes below).

IMPORTANCE	QUALITY
1=extremely important	1=very good
2=very important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

Figure 20 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 20. All services were rated above average in importance and quality.

Figures 21-32 show that several services received the highest "very important" to "extremely important" ratings: the historic ships (83%), educational signs (82%), restrooms (82%) and ranger-led tours/ programs (80%). The highest "not important" ratings were for museum exhibits (10%).

Figures 33-44 show that several services were given high "good" to "very good" quality ratings: ranger-led tours (84%), the historic ships (83%), staff assistance (83%), and educational signs (82%). The services which received the highest "very poor" quality rating were the historic ships (9%).

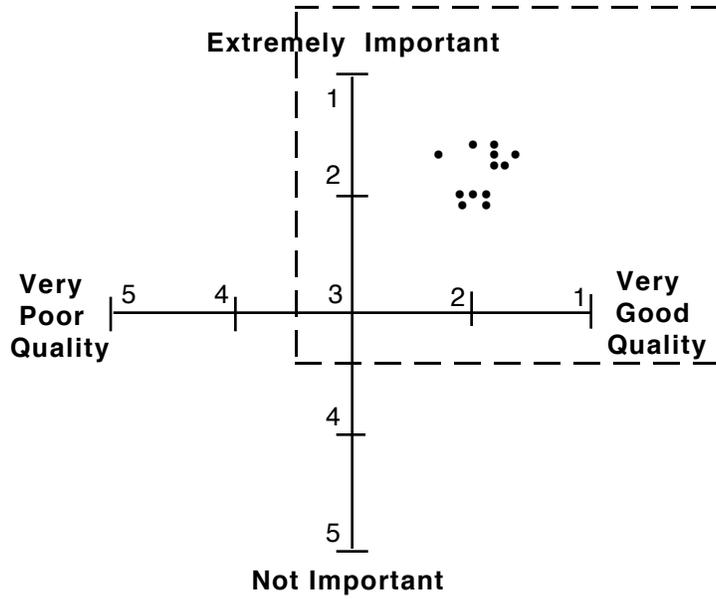


Figure 20: Average ratings of visitor service importance and quality

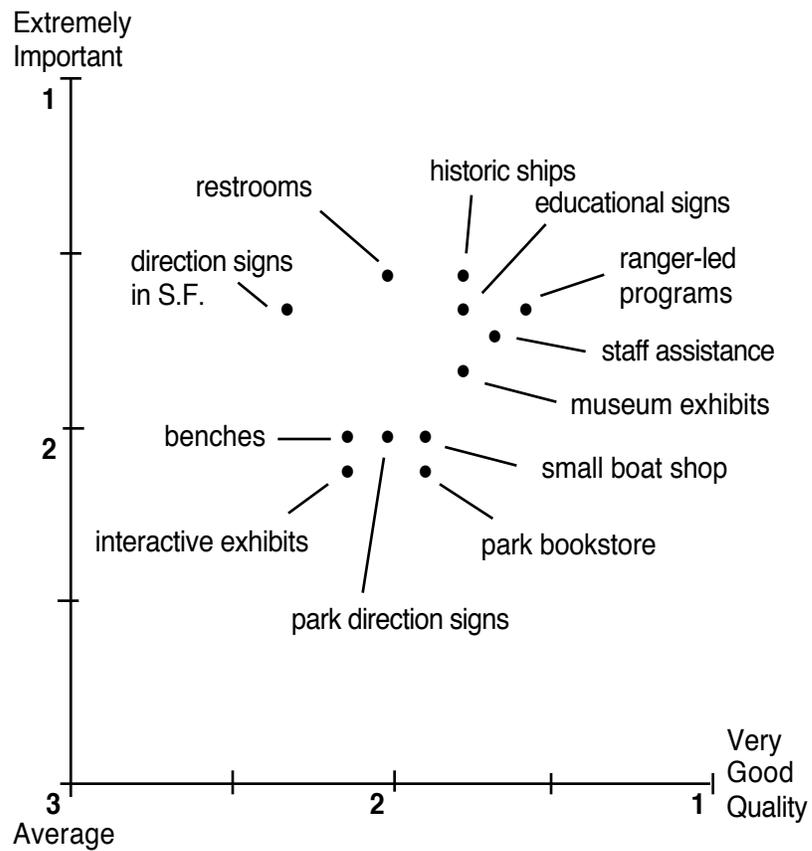


Figure 20: Detail

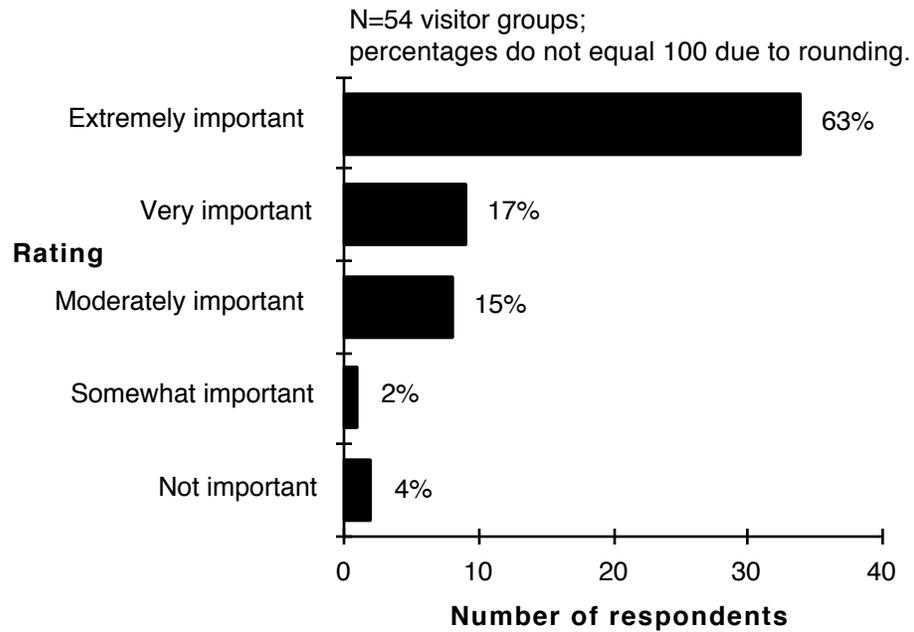


Figure 21: Importance of ranger-led tours/ programs

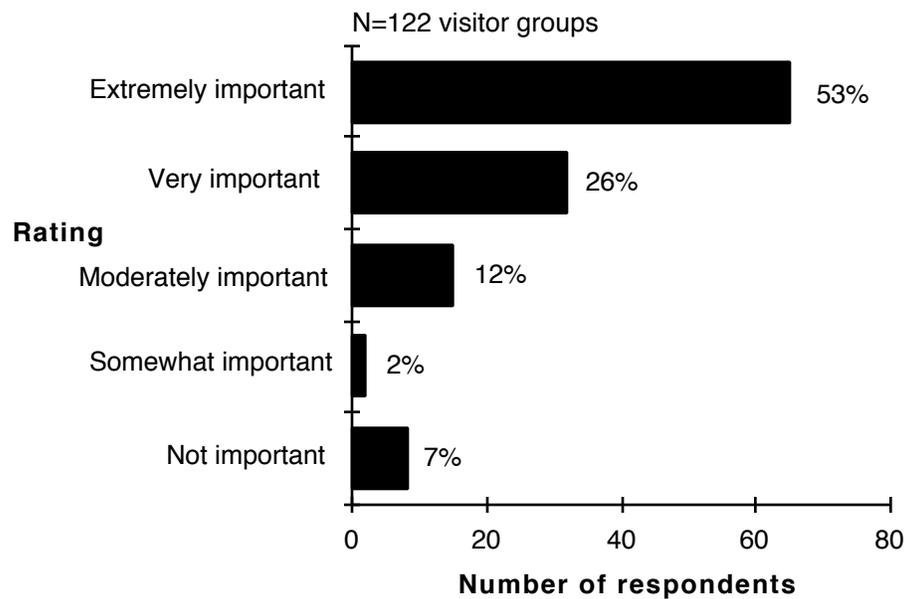


Figure 22: Importance of staff assistance

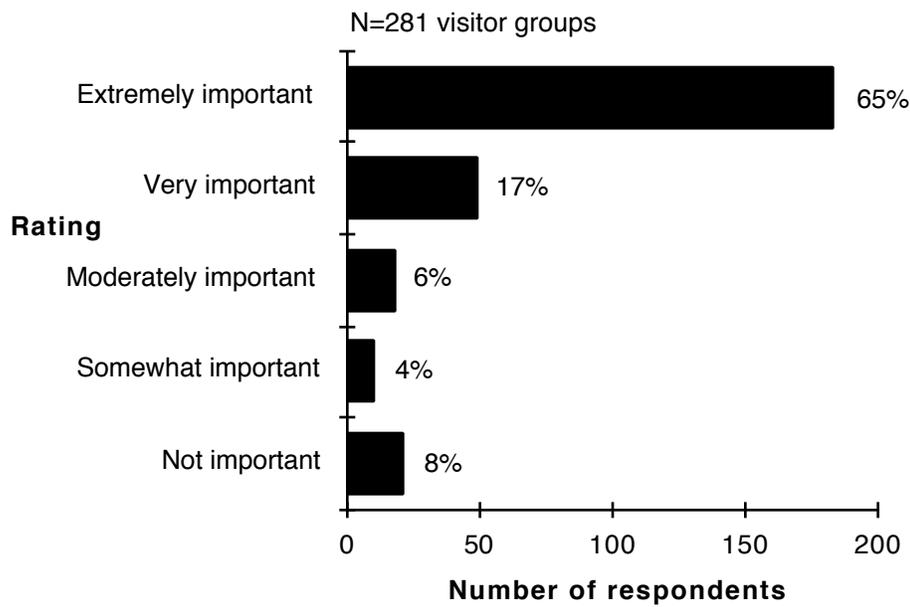


Figure 23: Importance of educational signs

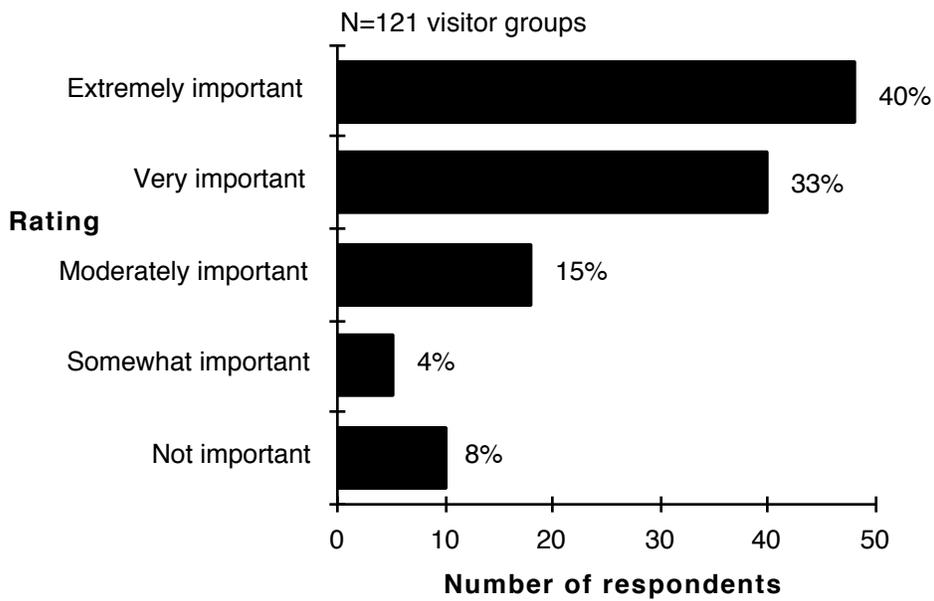


Figure 24: Importance of interactive exhibits (film, music)

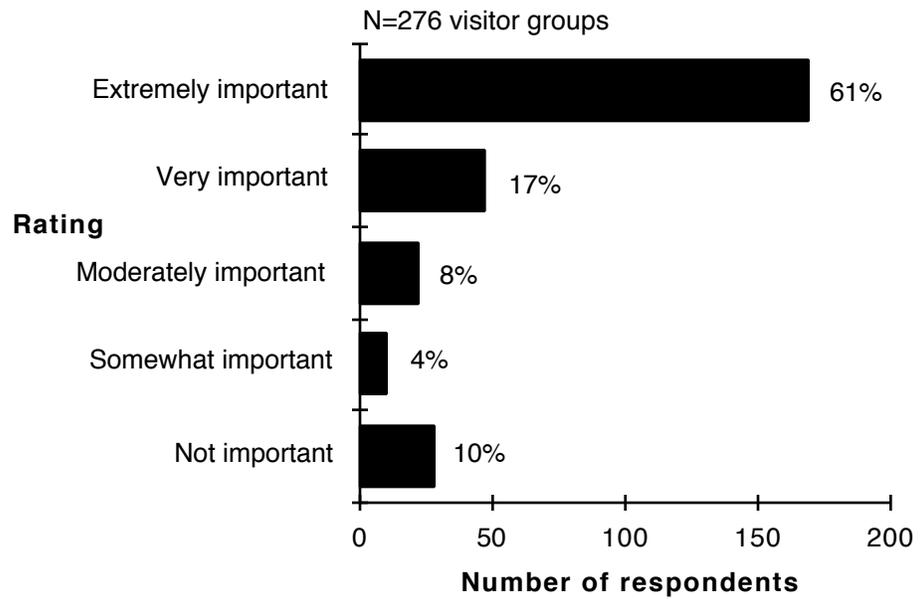


Figure 25: Importance of museum exhibits

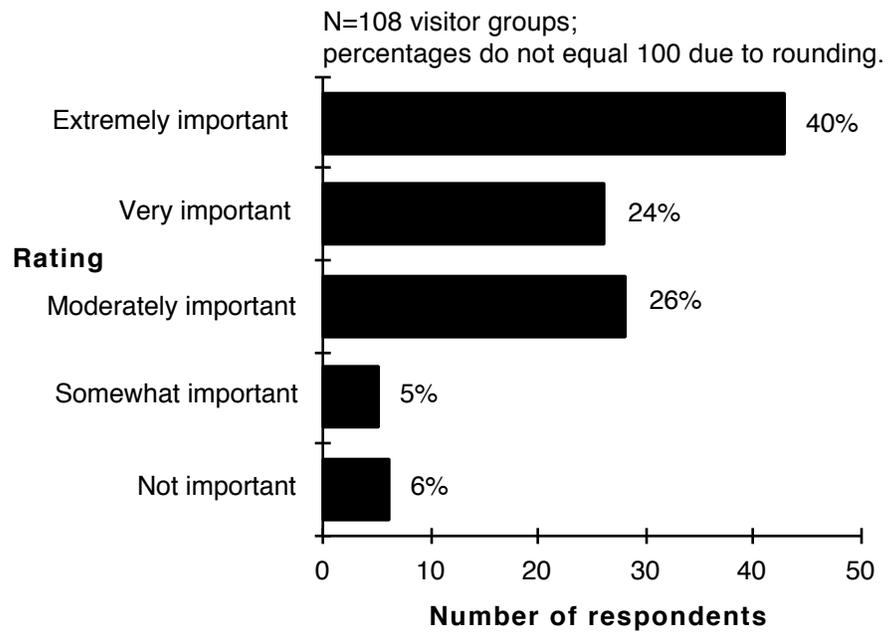


Figure 26: Importance of park bookstore

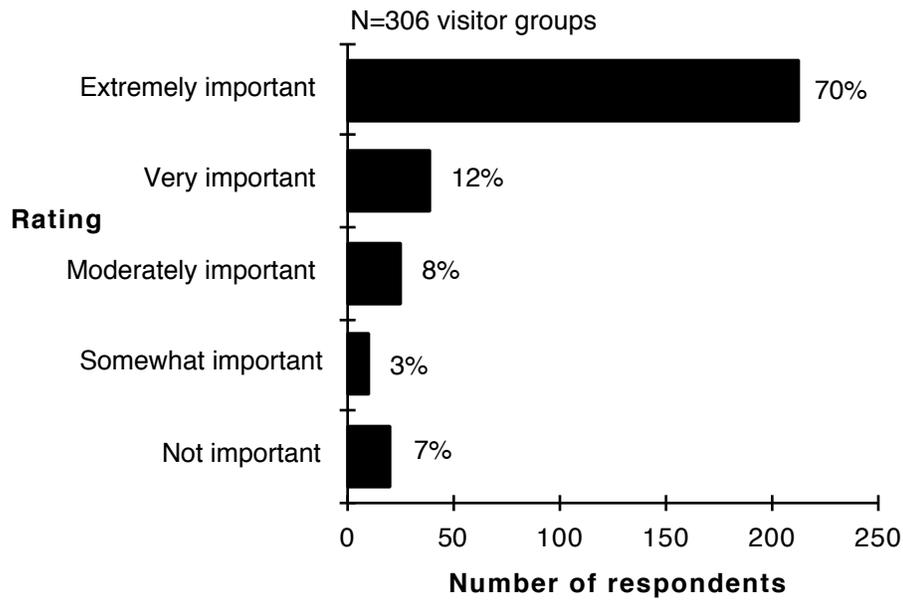


Figure 27: Importance of restrooms

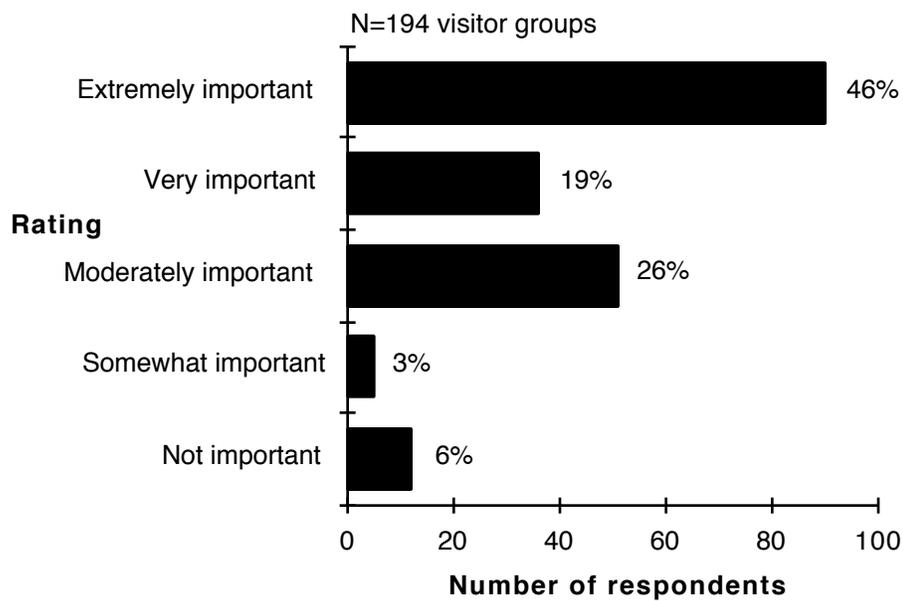


Figure 28: Importance of benches

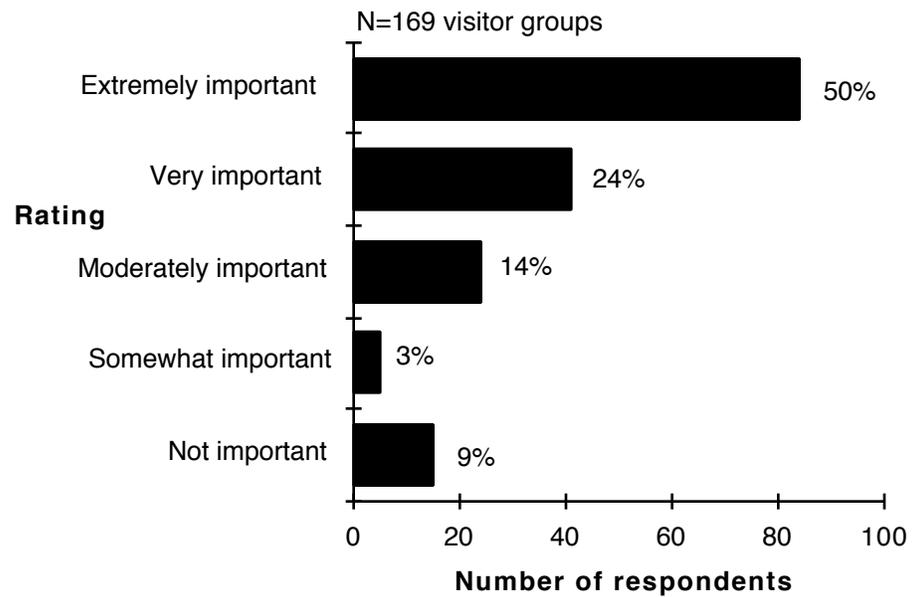


Figure 29: Importance of directional signs (in park)

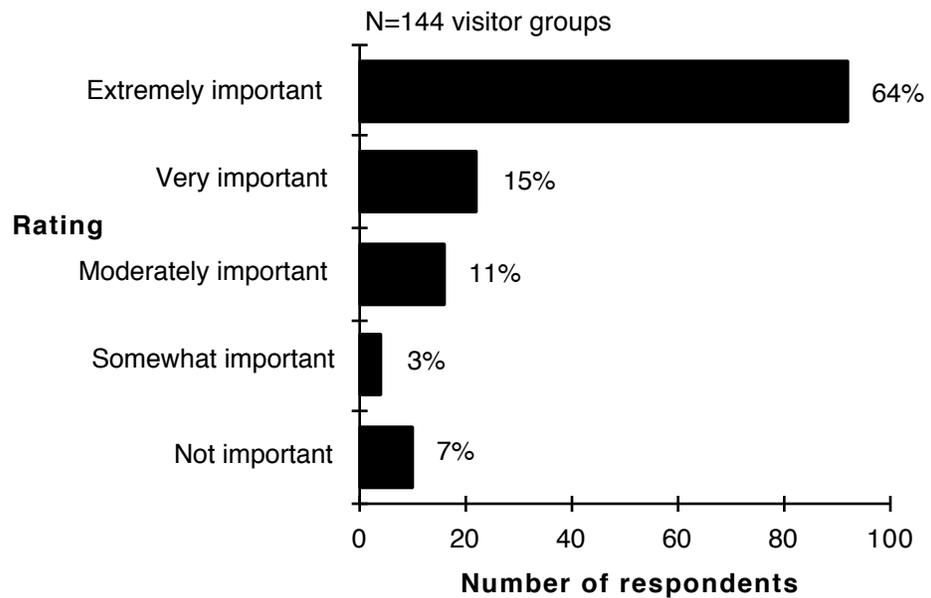


Figure 30: Importance of directional signs (in San Francisco)

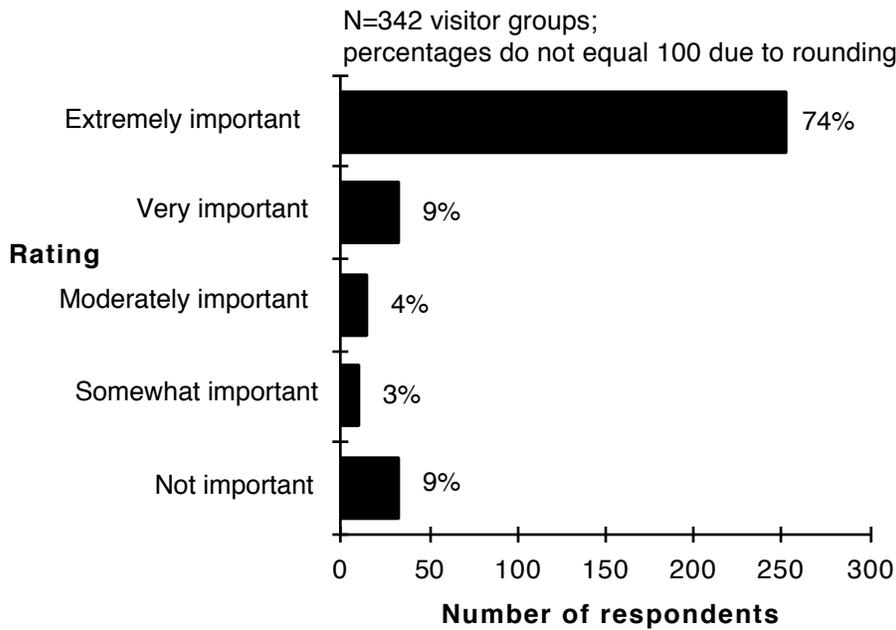


Figure 31: Importance of historic ships

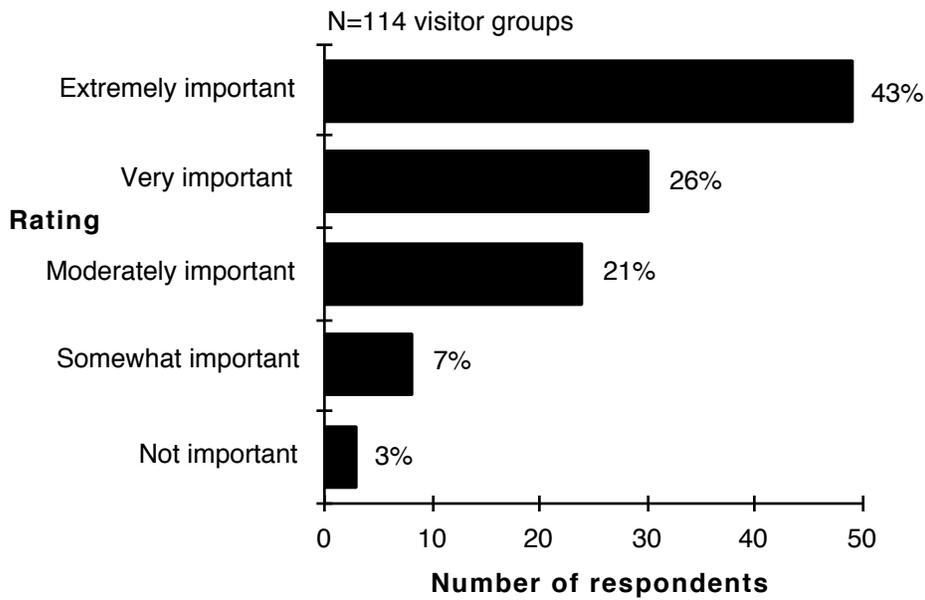


Figure 32: Importance of small boat shop

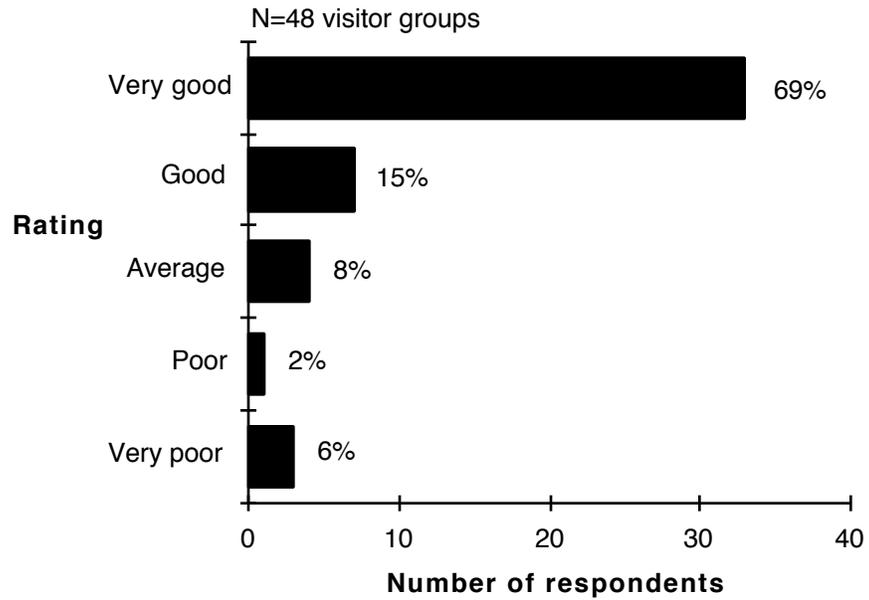


Figure 33: Quality of ranger-led tours/ programs

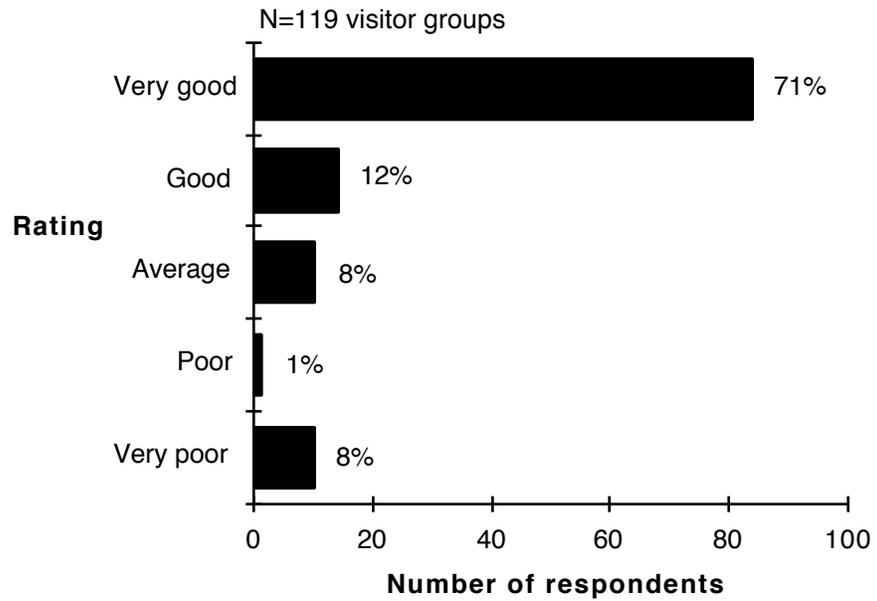


Figure 34: Quality of staff assistance

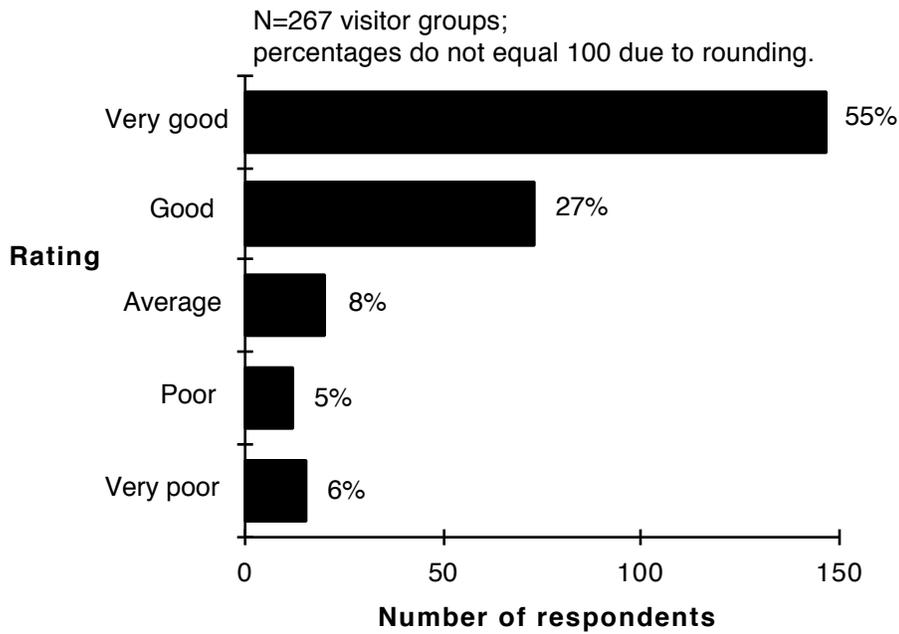


Figure 35: Quality of educational signs

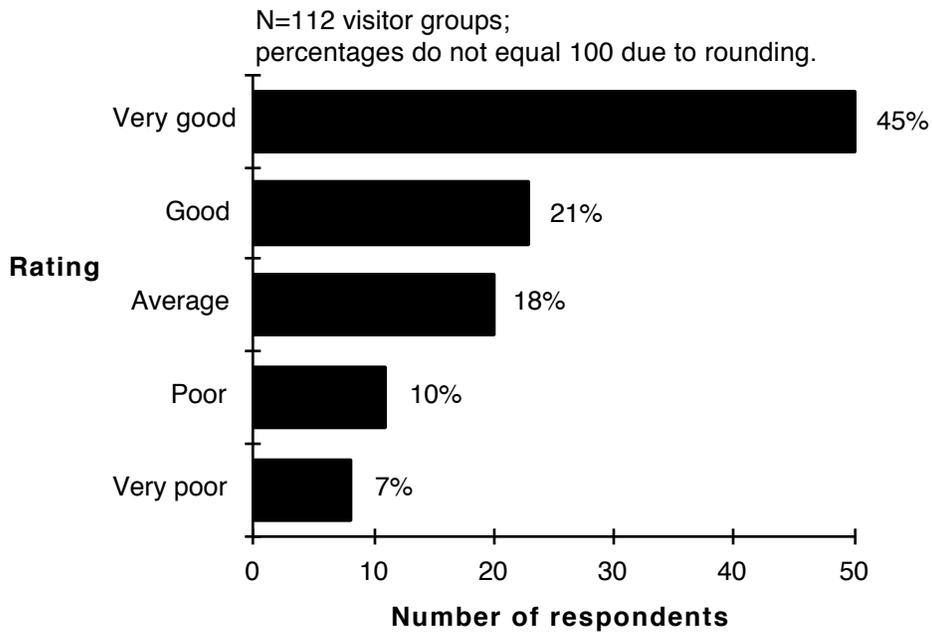


Figure 36: Quality of interactive exhibits (film, music)

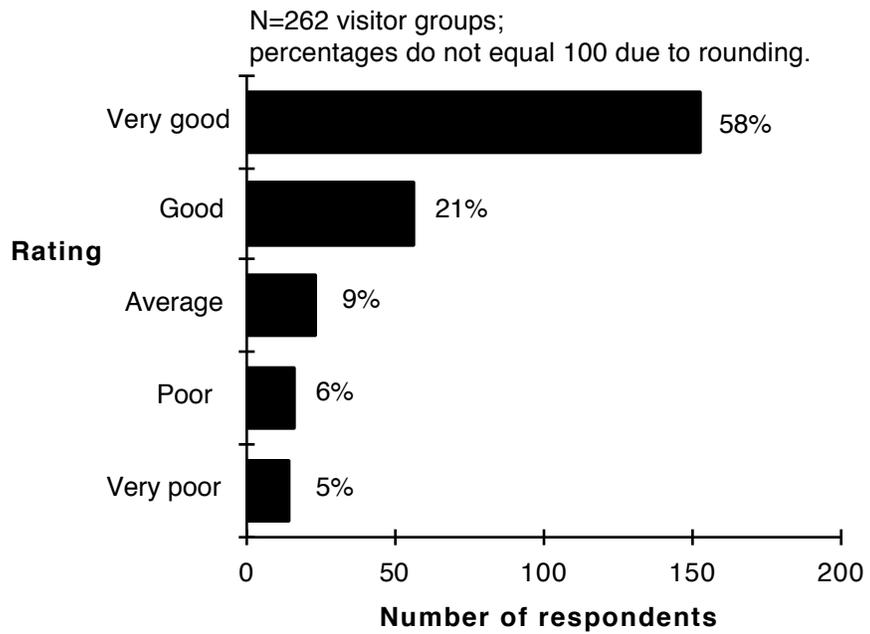


Figure 37: Quality of museum exhibits

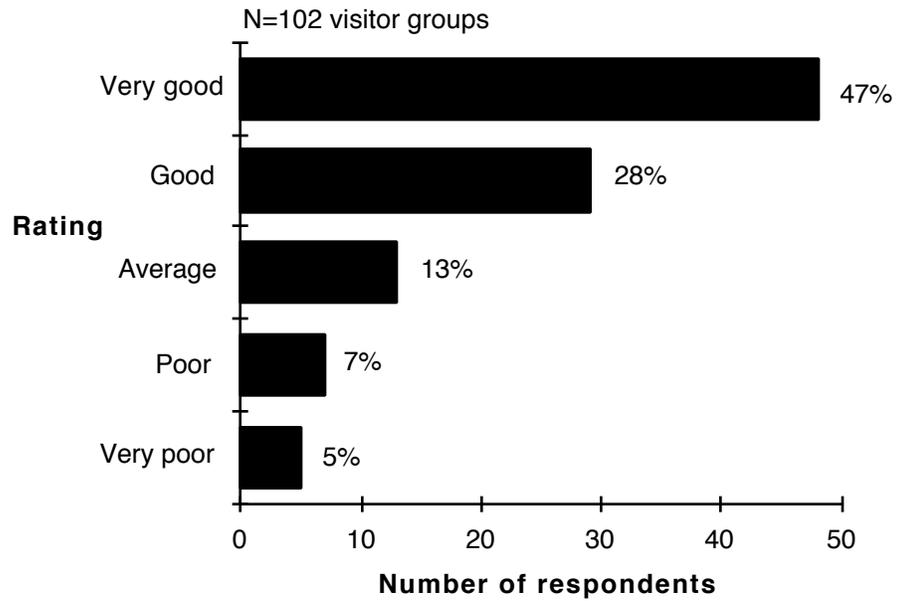


Figure 38: Quality of park bookstore

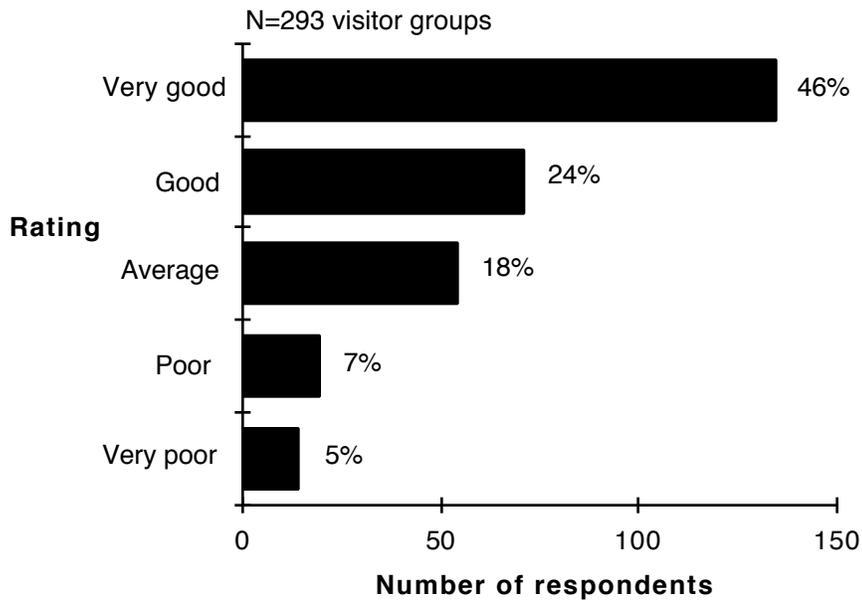


Figure 39: Quality of restrooms

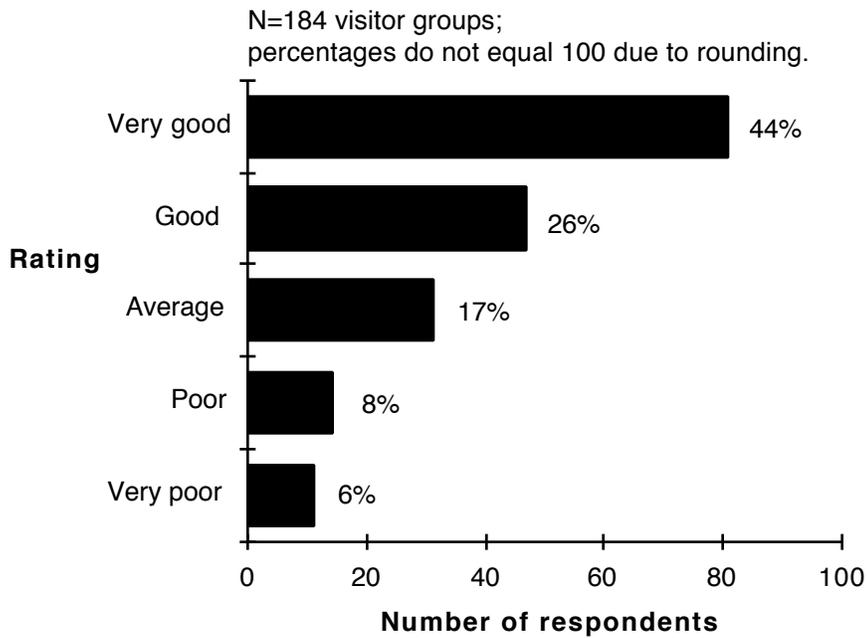


Figure 40: Quality of benches

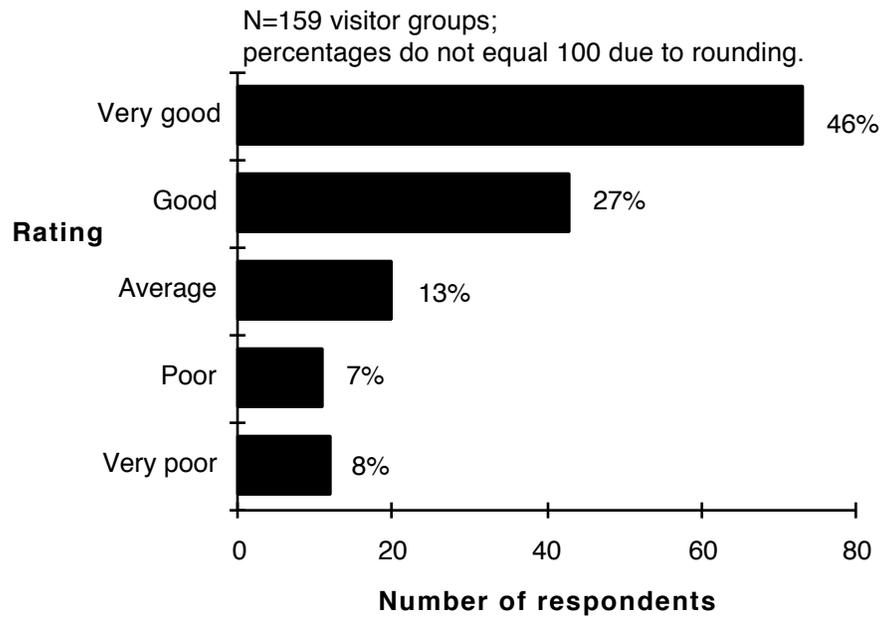


Figure 41: Quality of directional signs (in park)

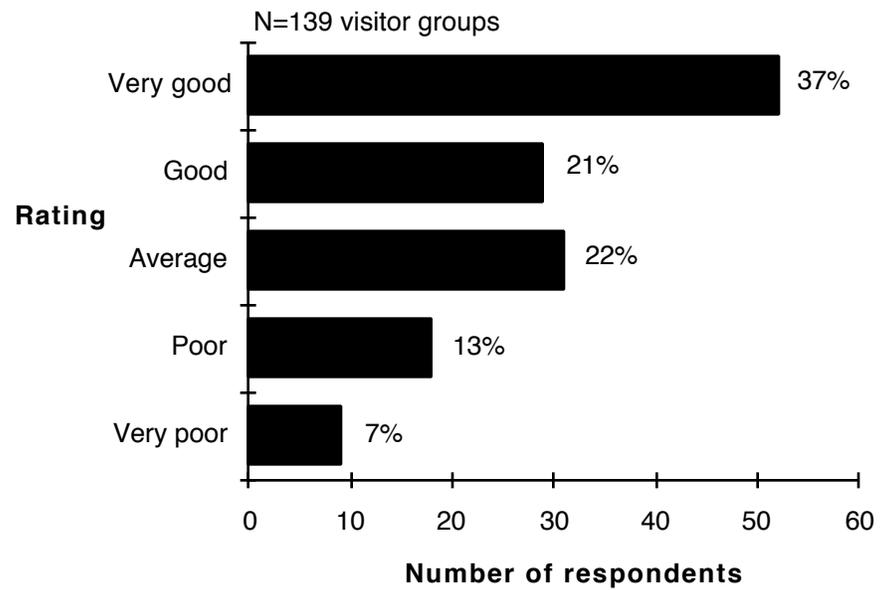


Figure 42: Quality of directional signs (in San Francisco)

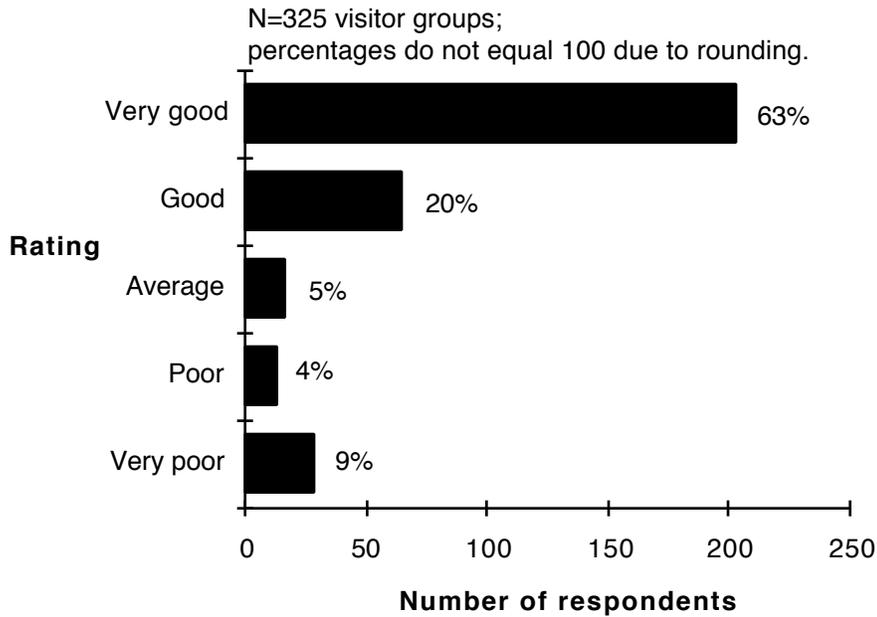


Figure 43: Quality of historic ships

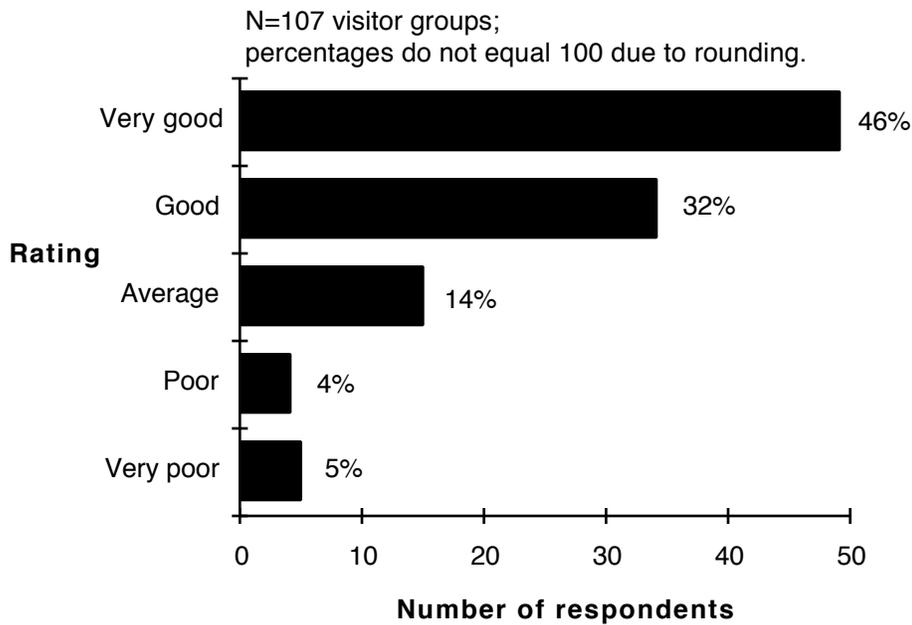


Figure 44: Quality of small boat shop

Overall rating of service quality

Visitors were asked to rate the overall quality of the visitor services provided at San Francisco Maritime during this visit. Most visitors (94%) rated the services as "good" or very good," (see Figure 45). Less than one percent of the visitors said the overall quality of services was "very poor."

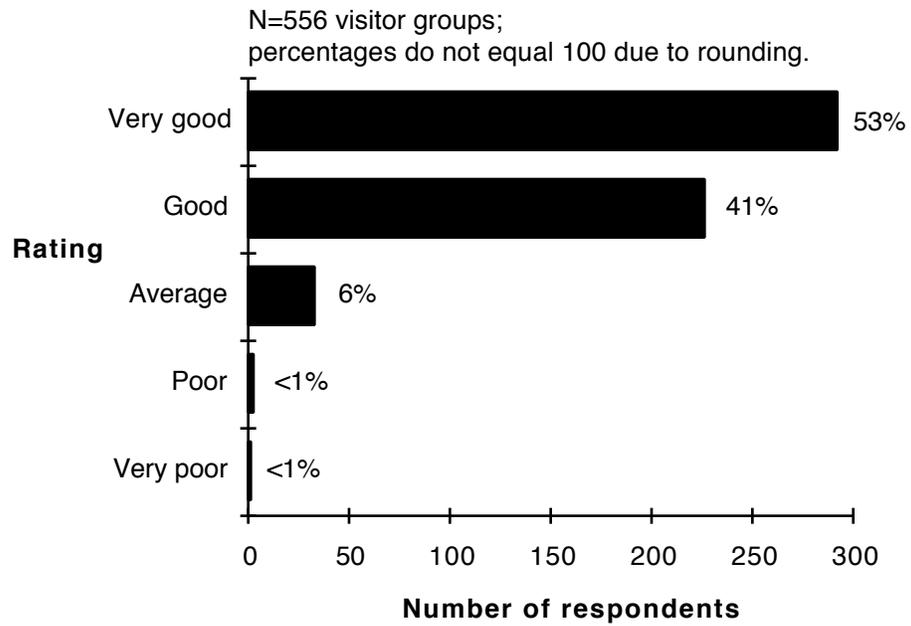


Figure 45: Overall quality rating of services

Visitors were asked, "What did you and your group like most about your visit to San Francisco Maritime?" A summary of their comments appears below and in the appendix.

What visitors liked most

Visitor likes

N=805 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	---------------------------

PERSONNEL

Staff knowledgeable, helpful and available	26
Rangers helpful	7
Costumed interpreters excellent	2

INTERPRETIVE SERVICES

History	68
Imagining life in earlier times/ stepping back in time	48
Exhibits	41
Educational signs	37
Ship models in museum	32
Museum	31
Enjoyed photographs	30
Ranger-led tours	14
Festival of the Sea	11
Anecdotes from historic people's lives	11
Hands-on experience	11
Different types of marine transportation	6
Self-guided opportunity	5
San Francisco shipping history	4
History/ nautical perspectives	4
Audio displays	3
Film	3
Learning individual ships' histories	3
Steamboat room	3
Cannon salutes	2
Small boat with Japanese men	2
Exhibits for children	2
Learning ways of travel in past	2
Other comments	4

FACILITIES AND MAINTENANCE

Restoration work	14
Restrooms	14
Nice buildings	10
Facilities clean	6
Other comments	2

POLICIES

Being able to board the ships	46
Free entry	12
Other comment	1

RESOURCE MANAGEMENT

Historic ships	100
<i>Balclutha</i>	18
Hyde Street Pier	6
Captain's quarters	5
Variety of ships	5
Balconies	3
<i>Eureka</i>	3
Mast head figures	3
Uncrowded	3
Small boats/ boat shop	3
<i>Thayer</i>	2

GENERAL IMPRESSIONS

Educational	28
Atmosphere	16
Scenic view	16
Music	11
Sitting	11
Showing ships to other visitors	8
Everything	8
Letting children explore	5
Felt more welcome than at/ liked better than Fisherman's Wharf	5
Ferry	4
Quiet	4
Quality	3
Information understandable	2
It was fun	2
Like senior center	2
Street vendors	2
Taking photographs	2
Wharf	2
Other comments	6

Visitors were asked, "What did you like least about your visit to San Francisco Maritime?" A summary of their comments appears below and in the appendix.

What visitors liked least

Visitor dislikes

N=415 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	---------------------------

PERSONNEL

No employee available to answer questions	3
Employee rude	3
Other comments	2

INTERPRETIVE SERVICES

Ships not accessible due to renovation	31
Lack of exhibits	9
Lack of bulletin board information	7
Lack of awareness that museum is part of park	7
Lack of advertising about park	6
Lack of demonstration activities (raising sails, tying knots, etc.)	4
Not enough videos available	4
Lack of artifacts on display	4
Lack of guided tours	4
Ship models not identified	3
Presentations given at inappropriate locations	3
Lack of orientation of what to see and do	2
Video not working	2
Videos outdated	2
Lack of information on history of shipping	2
Audience not involved in presentation	2
Other comments	13

FACILITIES AND MAINTENANCE

Lack of parking in area	25
Ships/ restrooms crowded	18
Signs to direct to Hyde Street Pier	10
Museum--especially steamship room--poorly lit	9
Restore ships to full working order	8
Restoration work poor	6
Restrooms not clean	5
Stairs not accessible to wheelchairs/strollers	4
Seeing items in poor condition	3
Way of boarding boats from pier unsafe	3
Small boat shop not inviting	3
Other comments	15

POLICIES

Not open late enough	13
Entrance fee	7
Other comments	2

RESOURCE MANAGEMENT

Need greater variety of ships	7
-------------------------------	---

GENERAL IMPRESSIONS

Nothing	92
Not enough time	20
Weather bad	13
Homeless	8
Panhandlers	3
Ferry uncomfortable	3
Street vendors	2
Children not interested	2
Lack of food and drinks	2
Too close to Fisherman's Wharf - touristy	2
Open parks in other cities	2
Other comments	15

Visitors were asked "If you were planning for the future of San Francisco Maritime, what would you propose? Please be specific." A summary of their responses is listed below and in the appendix.

Planning for the future

Planning for the future

N=564 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide more tour guides	5
Hire staff interested in maritime history	3
INTERPRETIVE SERVICES	
Advertise park more	67
Provide more active/ interactive displays	29
Provide exhibits/ interaction for children	28
Interpret life on vessels (use captain's logs, etc.)	23
Provide costumed living history characters	22
Provide more information on ships	22
Offer hands-on experiences (rigging, hoisting anchors, etc.)	15
Provide an audio tape tour	11
Add more exhibits	7
Offer more guided tours	7
Offer rides aboard a schooner	7
Provide more information on variety of subjects	7
Provide information on ship restoration	6
Provide more information on small boats	6
Continue to offer Festival of the Sea	5
Keep longer hours	5
Make national park status clear at entrance	5
Improve steamboat exhibit	4
Continue providing music	4
Provide more information in tug boat exhibit	4
Provide more information on history of shipping in San Francisco	4
Provide more information on naval archeology	4
Make entrance more inviting	4
Add computers to exhibits/ information booths	3
Advertise park at crowded end of waterfront	3
Integrate museum and Hyde Street Pier	3
Include models of modern ships	3
Continue featuring artists and early-day arts and crafts	3
Add video monitors throughout museum	3
Provide more information on ships from other countries	3
Do more outlying school outreach	3
Form partnership with surrounding businesses	3
Signs should be explained in several languages	2
Add signs between museum and pier	2

Use bay ships as educational opportunity	2
Add live marine animals	2
Put types of crafts on time line	2
Use cross-section and cutaway drawings to explain ships	2
Allow visitors in captain's cabin	2
Provide a guidebook/ brochure for sale	2
Maintain authenticity of photographs/ documents	2
Provide general information on San Francisco	2
Provide more information on marine disasters	2
Provide more information on the ocean	2
Provide more information on merchant marines in WWII	2
Other comments	17

FACILITIES AND MAINTENANCE

Restore boats completely	32
Provide parking closer	23
Improve maintenance of boats/ buildings	16
Provide food/ refreshment facilities	12
Need more signs to direct visitors	12
Provide more seating	4
Pier unsafe--add railing for safety	4
Improve lighting	3
Provide drinking fountain	3
Improve accessibility to boats at Hyde Street Pier	3
Clean up area	2
Add elevator to museum	2
More public access to ships	2
More senior centers	2
Bring in visiting historic ships as exhibits	2
Have ships on pier, not in water	2
Improve ferry	2
Other comments	8

POLICIES

Lower "token" fee	3
Have several parks finance jointly	3
Raise fees	2
Other comments	4

RESOURCE MANAGEMENT

Expand park	10
Offer a greater variety of ships	9
Other comment	1

GENERAL IMPRESSIONS

Keep it as is	13
Add food facilities	2
Provide more souvenirs	2
Other comments	7

Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments about San Francisco Maritime are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Comment Summary

Visitor Comment Summary

N=325 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Staff friendly/ helpful	19
Enjoyed costumed interpreters	4
Other comments	3

INTERPRETIVE SERVICES

Advertise park more	20
Visit brings history to life	8
Continue to offer live performers	5
Enjoyed Festival of the Sea	5
Provide explanation of what is being done and why, at pier	3
Inform visitors of tours	2
Enjoyed stories	2
Inform visitors of time required to see park	2
Provide basic historic information for foreigners	2
Missed small boat show	2
Enjoyed tour	2
Other comments	20

FACILITIES AND MAINTENANCE

Add directional signs to Hyde Street Pier/ Maritime Museum	3
Clean/ well maintained	3
Other comments	10

POLICIES

Don't charge fee	2
Stay open longer during summer	2
Other comments	3

RESOURCE MANAGEMENT

Liked that it was non-commercial	4
Expand park	2
Other comment	1

GENERAL IMPRESSIONS

Enjoyed visit	72
Keep up the good work	24
Interesting/ educational	22
Worth returning	18
Thank you	14
Children enjoyed it	9
Found it by chance	8
Enjoyed surrounding area	4
Would have liked to see more	3
Would like to know about it sooner	3
Unaware it existed	3
Get away from Fisherman's Wharf	3
Other comments	13

San Francisco Maritime National Historical Park Additional Analysis

The Visitor Services Project (VSP) staff offer the opportunity to learn more from VSP visitor study data.

Additional Analysis:

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/ service/ facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Source of information
- Aware of sites as part of park
- Forms of transportation
- Reasons for visiting
- Hyde Street Pier activities
- Maritime Museum activities
- * Length of stay
- Group size
- Organized group
- Group type
- Age
- State of residence
- Country of residence
- Number of visits
- Hyde Street Pier use
- Hyde Street Pier admission fee
- Service/ facility used
- Service/ facility importance
- Service/ facility quality
- Overall service quality rating

Database

A database is being created containing all the VSP visitor studies results from 1988 through the present. The database will be operational in April 1996. In order to use the database it will be necessary to have a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:mail, e:mail or fax and the same forms of media can be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those across the nation, or within a specific region, with other natural areas, or sorted in many other ways.

Phone/ send requests to:

Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133
208-885-7863
FAX: 208-885-6226
email: littlej@uidaho.edu

QUESTIONNAIRE

**San Francisco Maritime
National Historical Park**
(Maritime Museum and Hyde Street Pier)

**Visitor Study
Appendix**

Visitor Services Project Report 82
Cooperative Park Studies Unit

San Francisco Maritime National Historical Park (Maritime Museum and Hyde Street Pier)

Visitor Study Appendix

Margaret Littlejohn

Report 82

April 1996

This volume contains summaries of festival and general visitors' comments for Questions 13, 14, 15 and 16. Each summary is followed by their unedited comments.

Margaret Littlejohn is VSP Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank Kristin FitzGerald and the staff of San Francisco Maritime National Historical Park for their assistance. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor likes

N=805 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff knowledgeable, helpful and available	26
Rangers helpful	7
Costumed interpreters excellent	2
INTERPRETIVE SERVICES	
History	68
Imagining life in earlier times/ stepping back in time	48
Exhibits	41
Educational signs	37
Ship models in museum	32
Museum	31
Enjoyed photographs	30
Ranger-led tours	14
Festival of the Sea	11
Anecdotes from historic people's lives	11
Hands-on experience	11
Different types of marine transportation	6
Self-guided opportunity	5
San Francisco shipping history	4
History/ nautical perspectives	4
Audio displays	3
Film	3
Learning individual ships' histories	3
Steamboat room	3
Cannon salutes	2
Small boat with Japanese men	2
Exhibits for children	2
Learning ways of travel in past	2
Other comments	4
FACILITIES AND MAINTENANCE	
Restoration work	14
Restrooms	14
Nice buildings	10
Facilities clean	6
Other comments	2
POLICIES	
Being able to board the ships	46
Free entry	12
Other comment	1

RESOURCE MANAGEMENT

Historic ships	100
<i>Balclutha</i>	18
Hyde Street Pier	6
Captain's quarters	5
Variety of ships	5
Balconies	3
<i>Eureka</i>	3
Mast head figures	3
Uncrowded	3
Small boats/ boat shop	3
<i>Thayer</i>	2

GENERAL IMPRESSIONS

Educational	28
Atmosphere	16
Scenic view	16
Music	11
Sitting	11
Showing ships to other visitors	8
Everything	8
Letting children explore	5
Felt more welcome than at/ liked better than Fisherman's Wharf	5
Ferry	4
Quiet	4
Quality	3
Information understandable	2
It was fun	2
Like senior center	2
Street vendors	2
Taking photographs	2
Wharf	2
Other comments	6

Visitor dislikes

N=415 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
No employee available to answer questions	3
Employee rude	3
Other comments	2
INTERPRETIVE SERVICES	
Ships not accessible due to renovation	31
Lack of exhibits	9
Lack of bulletin board information	7
Lack of awareness that museum is part of park	7
Lack of advertising about park	6
Lack of demonstration activities (raising sails, tying knots, etc.)	4
Not enough videos available	4
Lack of artifacts on display	4
Lack of guided tours	4
Ship models not identified	3
Presentations given at inappropriate locations	3
Lack of orientation of what to see and do	2
Video not working	2
Videos outdated	2
Lack of information on history of shipping	2
Audience not involved in presentation	2
Other comments	13
FACILITIES AND MAINTENANCE	
Lack of parking in area	25
Ships/ restrooms crowded	18
Signs to direct to Hyde Street Pier	10
Museum--especially steamship room--poorly lit	9
Restore ships to full working order	8
Restoration work poor	6
Restrooms not clean	5
Stairs not accessible to wheelchairs/strollers	4
Seeing items in poor condition	3
Way of boarding boats from pier unsafe	3
Small boat shop not inviting	3
Other comments	15
POLICIES	
Not open late enough	13
Entrance fee	7
Other comments	2
RESOURCE MANAGEMENT	
Need greater variety of ships	7

GENERAL IMPRESSIONS

Nothing	92
Not enough time	20
Weather bad	13
Homeless	8
Panhandlers	3
Ferry uncomfortable	3
Street vendors	2
Children not interested	2
Lack of food and drinks	2
Too close to Fisherman's Wharf - touristy	2
Open parks in other cities	2
Other comments	15

Planning for the future

N=564 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide more tour guides	5
Hire staff interested in maritime history	3
INTERPRETIVE SERVICES	
Advertise park more	67
Provide more active/ interactive displays	29
Provide exhibits/ interaction for children	28
Interpret life on vessels (use captain's logs, etc.)	23
Provide costumed living history characters	22
Provide more information on ships	22
Offer hands-on experiences (rigging, hoisting anchors, etc.)	15
Provide an audio tape tour	11
Add more exhibits	7
Offer more guided tours	7
Offer rides aboard a schooner	7
Provide more information on variety of subjects	7
Provide information on ship restoration	6
Provide more information on small boats	6
Continue to offer Festival of the Sea	5
Keep longer hours	5
Make national park status clear at entrance	5
Improve steamboat exhibit	4
Continue providing music	4
Provide more information in tug boat exhibit	4
Provide more information on history of shipping in San Francisco	4
Provide more information on naval archeology	4
Make entrance more inviting	4
Add computers to exhibits/ information booths	3
Advertise park at crowded end of waterfront	3
Integrate museum and Hyde Street Pier	3
Include models of modern ships	3
Continue featuring artists and early-day arts and crafts	3
Add video monitors throughout museum	3
Provide more information on ships from other countries	3
Do more outlying school outreach	3
Form partnership with surrounding businesses	3
Signs should be explained in several languages	2
Add signs between museum and pier	2
Use bay ships as educational opportunity	2
Add live marine animals	2
Put types of crafts on time line	2
Use cross-section and cutaway drawings to explain ships	2
Allow visitors in captain's cabin	2
Provide a guidebook/ brochure for sale	2
Maintain authenticity of photographs/ documents	2
Provide general information on San Francisco	2
Provide more information on marine disasters	2
Provide more information on the ocean	2
Provide more information on merchant marines in WWII	2
Other comments	17

FACILITIES AND MAINTENANCE

Restore boats completely	32
Provide parking closer	23
Improve maintenance of boats/ buildings	16
Provide food/ refreshment facilities	12
Need more signs to direct visitors	12
Provide more seating	4
Pier unsafe--add railing for safety	4
Improve lighting	3
Provide drinking fountain	3
Improve accessibility to boats at Hyde Street Pier	3
Clean up area	2
Add elevator to museum	2
More public access to ships	2
More senior centers	2
Bring in visiting historic ships as exhibits	2
Have ships on pier, not in water	2
Improve ferry	2
Other comments	8

POLICIES

Lower "token" fee	3
Have several parks finance jointly	3
Raise fees	2
Other comments	4

RESOURCE MANAGEMENT

Expand park	10
Offer a greater variety of ships	9
Other comment	1

GENERAL IMPRESSIONS

Keep it as is	13
Add food facilities	2
Provide more souvenirs	2
Other comments	7

Visitor Comment Summary

N=325 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff friendly/ helpful	19
Enjoyed costumed interpreters	4
Other comments	3
INTERPRETIVE SERVICES	
Advertise park more	20
Visit brings history to life	8
Continue to offer live performers	5
Enjoyed Festival of the Sea	5
Provide explanation of what is being done and why, at pier	3
Inform visitors of tours	2
Enjoyed stories	2
Inform visitors of time required to see park	2
Provide basic historic information for foreigners	2
Missed small boat show	2
Enjoyed tour	2
Other comments	20
FACILITIES AND MAINTENANCE	
Add directional signs to Hyde Street Pier/ Maritime Museum	3
Clean/ well maintained	3
Other comments	10
POLICIES	
Don't charge fee	2
Stay open longer during summer	2
Other comments	3
RESOURCE MANAGEMENT	
Liked that it was non-commercial	4
Expand park	2
Other comment	1
GENERAL IMPRESSIONS	
Enjoyed visit	72
Keep up the good work	24
Interesting/ educational	22
Worth returning	18
Thank you	14
Children enjoyed it	9
Found it by chance	8
Enjoyed surrounding area	4
Would have liked to see more	3
Would like to know about it sooner	3
Unaware it existed	3
Get away from Fisherman's Wharf	3
Other comments	13
