

**Jean Lafitte
Visitor Study**



**The
Visitor Services
Project**

2
0070
05/31/91

OMB Approval 1024-
Expiration Date:

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

A PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law.

Burden estimate statement: Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Service Information Collection Clearance Officer, National Park Service, P.O. Box 37127, Washington, D.C. 20014-7127; and to the Office of Management and Budget, Paperwork Reduction Project, 1024-0070, Washington, D.C. 20503.

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VISITING NEW ORLEANS' FRENCH QUARTER

1. On the list below, please check (✓) the numbered sites you and your group visited during **this trip** to the French Quarter of New Orleans. Do not check any sites that you did not visit. The map below is to aid you in locating the sites you visited.

Sites visited (✓) - New Orleans' French Quarter

- _____ 1. Jackson Square
- _____ 2. Saint Louis Cathedral
- _____ 3. Presbytere
- _____ 4. French Market
- _____ 5. U.S. Mint
- _____ 6. Louisiana State Office
- _____ 7. Moonwalk
- _____ 8. Woldenberg Riverfront Park
- _____ 9. Aquarium of the Americas
- _____ 10. Saint Louis Cemetery I
- _____ 11. Armstrong Park
- _____ 12. Preservation Hall of Tourism

VISITING JEAN LAFITTE

2. a) Prior to your visit to the French Quarter Visitor Center, were you aware that Jean Lafitte National Historical Park and Preserve existed?

_____ YES _____ NO

- b) On the map below, please indicate the sites at Jean Lafitte National Historical Park and Preserve which you and your group visited on this trip. Simply check (✓) the box beside each site you visited. If you did not visit a site, leave the box blank.

Jean Lafitte National Historical Park and Preserve

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YOUR ACTIVITIES

3. On the list below, please check all of the activities that you and your group did during **this visit** to New Orleans. Please check (✓) **all** that apply.

- _____ GENERAL SIGHTSEEING
- _____ ATTEND A SUPERDOME EVENT
- _____ ATTEND FESTIVALS OR SPECIAL EVENTS (other than Superdome)
- _____ ATTEND THEATER PERFORMANCE (plays, operas, etc.)
- _____ VISIT MUSEUMS AND HISTORIC HOMES
- _____ RIDE ST. CHARLES STREETCAR
- _____ RIDE RIVERFRONT STREETCAR
- _____ VISIT AUDUBON ZOO
- _____ LISTEN TO LIVE MUSIC IN A CLUB OR BAR
- _____ LISTEN TO OR WATCH STREET ARTISTS
- _____ VISIT BOURBON STREET
- _____ DINING/DRINKING
- _____ OTHER (Please describe:_____)

)

4. Please specify which organized tour(s) you and your group took during this visit to New Orleans. Please check (✓) **all** that apply.

- _____ DID NOT TAKE AN ORGANIZED TOUR - GO ON TO QUESTION 5
- _____ CARRIAGE RIDE/TOUR
- _____ NATIONAL PARK SERVICE WALKING TOUR

- _____ COMMERCIAL WALKING TOUR
- _____ RIVER BOAT TOUR
- _____ SWAMP BOAT TOUR
- _____ PLANTATION(S) BUS TOUR
- _____ NEW ORLEANS BUS TOUR
- _____ OTHER TOUR (Please specify:_____)

5. **Including this visit**, how many times have you and your group visited the French Quarter Visitor Center?

_____ NUMBER OF TIMES

6. How many people were in your group?

_____ NUMBER OF PEOPLE

7. What kind of group were you with?

_____ ALONE

_____ FAMILY

_____ FRIENDS

_____ FAMILY AND FRIENDS

_____ GUIDED TOUR GROUP

_____ OTHER (Please describe:_____)

8. For you and your group, please indicate:

	CURRENT AGE	U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY	# TIMES VISITED (INCLUDING THIS VISIT)
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

9. When planning for this visit, how did you and your group get information about Jean Lafitte National Historical Park and Preserve? Please check (✓) **all** that apply.

- _____ DID NOT GET INFORMATION PRIOR TO VISIT- GO ON TO
QUESTION 10
- _____ TRAVEL GUIDE/TOUR BOOK
- _____ NEWSPAPER/MAGAZINE ARTICLE
- _____ MAPS OR BROCHURES
- _____ HOTEL
- _____ ADVICE FROM FRIEND OR RELATIVE
- _____ PREVIOUS VISIT(S)
- _____ OTHER (Please describe: _____)

_____)

10. On this visit, what was your **primary** reason for visiting New Orleans? Please check (✓) **only one**.

_____ VACATION

_____ ATTEND A SPORTS EVENT

_____ ATTEND A CONFERENCE OR CONVENTION

_____ BUSINESS TRIP (other than conference or convention)

_____ VISIT JEAN LAFITTE NATIONAL HISTORICAL PARK AND PRESERVE

_____ OTHER (Please specify:_____)

_____)

11. a) Please rate (from 1-5) the importance of the interpretive or visitor services which you and your group **used** during this visit to the French Quarter Visitor Center.

b) Next, rate (from 1-5) the quality of each service you or your group **used** during this visit to the French Quarter Visitor Center.

1=EXTREMELY IMPORTANT
2=VERY IMPORTANT
3=MODERATELY IMPORTANT
4=SOMEWHAT IMPORTANT
5=NOT IMPORTANT

1=VERY GOOD
2=GOOD
3=AVERAGE
4=POOR
5=VERY POOR

How important?

What quality?

(1 - 5)

(1 - 5)

_____	PARK BROCHURE/MAP	_____
_____	VISITOR CENTER	_____
_____	SALES PUBLICATIONS	_____
_____	VISITOR CENTER PERSONNEL	_____
_____	VISITOR CENTER EXHIBITS	_____
_____	AUDIO-VISUAL PROGRAMS	_____
_____	OTHER PRINTED INFORMATION	_____
_____	WALKING TOURS	_____
_____	CULTURAL DEMONSTRATIONS	_____

12. a) Do any members of your group live in the Greater New Orleans Metro area?

_____ NO _____ YES → **GO ON TO QUESTION 13**



b) What forms of transportation did you and your group use to get to the Greater New Orleans Metro area? Please check (√) **all** that apply.

- | | | | |
|-------|-------------------------------|-------|--------------------|
| _____ | AMTRAK | _____ | BUS |
| _____ | PRIVATE CAR | _____ | COMMERCIAL AIRLINE |
| _____ | RENTAL CAR | _____ | PRIVATE RV |
| _____ | OTHER (Please describe:_____) | | |

PLEASE GO ON TO NEXT PAGE → 

13. On your next visit, would you and your group use a shuttle system connecting the French Quarter to other units of Jean Lafitte National Historical Park and Preserve, if one were available?

YES, LIKELY NO, UNLIKELY DON'T KNOW

14. Did you and your group take the National Park Service ranger-led walking tour of the French Quarter?

YES NO → **IF NOT, PLEASE GO TO QUESTION 15**



IF SO, why did you and your group take the National Park Service tour?

15. a) In a future visit to Jean Lafitte National Historical Park and Preserve, which type of tour would you and your group most prefer to take? Please check (✓) **only one**.

SELF-GUIDED

AUDIO-TAPE

GUIDED

OTHER (Please specify: _____
_____)

b) How long should such a tour last? Please check (✓) **only one answer**.

UNDER 1/2 HOUR

1/2 - 1 HOUR

1 - 2 HOURS

_____ OTHER (Please specify: _____
_____)

16. Currently, French Quarter tours deal with subjects such as history, present day life, cultural diversity, and so forth. What topics would you and your group be most interested in hearing about on a future ranger-led tour?

17. Is there anything else you and your group would like to tell us about your visit to Jean Lafitte National Historical Park and Preserve?

Thank you for your help! Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox.

STAMP

OFFICIAL BUSINESS

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