



Chamizal National Memorial

Visitor Study Summer 1996

Report 89
Visitor Services Project
Cooperative Park Studies Unit



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Chris Wall

**Visitor Services Project
Report 89**

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Chris Wall is a VSP Research Associate based at the Cooperative Park Studies Unit, University of Idaho. We thank the staff of Chamizal National Memorial 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 Chamizal National Memorial Report Summary

- This report describes the results of a visitor study at Chamizal National Memorial during August 18-24, 1996. A total of 529 questionnaires were distributed to visitors. Visitors returned 315 questionnaires for a 60% response rate.
- This report profiles Chamizal visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-seven percent of the visitor groups were family groups. Twenty-six percent of visitor groups were groups of two. Thirty-four percent of visitors were aged 26-45.
- Twenty-nine percent of visitors were making their first visits of the past year; 20% were making their first visits of the past five years. Thirty-seven percent of visitor groups spent two hours at the memorial and 21% spent four hours.
- United States visitors were from Texas (90%), New Mexico (3%) and 14 other states. International visitors (4% of the total visitation) were from Mexico (79%), Germany (11%) and 4 other countries.
- On this visit, the most common activities were attending an outdoor performance or event (54%), relaxing (42%) and attending a theater performance (41%).
- Word of mouth/friends/relatives (52%), previous visit(s) (52%) and United States newspapers (46%) were the most used sources of information by visitor groups.
- Thirty-five percent of visitor groups indicated that the primary purpose of Chamizal is to commemorate the settlement of a land dispute between the United States and Mexico. The most common reason for visiting the memorial was to attend a performance (79%).
- The most commonly visited border park areas were White Sands NM (76%) and Carlsbad Caverns NP (76%). The most commonly visited Mexican border park was El Monumento Nacional del Chamizal (21%). The most used sources of information about border parks were word of mouth (64%) and previous visits (55%). The preferred sources of border park information in the future are newspaper and television.
- In regard to the use, importance and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The services and facilities that were most used by 276 respondents were parking (88%) and restrooms (81%). According to visitors, the most important services and facilities were restrooms (91% of 202 respondents) and parking (88% of 223 respondents). The highest quality services and facilities were information from park employees (95% of 77 respondents) and museum exhibits (93% of 114 respondents).
- Seventy-one percent of visitor groups had not been discouraged from visiting the memorial in the past. Twenty-seven percent of visitor groups had been discouraged, with the most common reasons being parking and crowds.
- Eighty percent of visitor groups indicated that it was likely that they would attend events at the performing arts arena that has been proposed for Chamizal. The most commonly stated opinions of the proposed arena were that it is a good idea and that El Paso needs more facilities.
- The programs, events, and exhibits that were most commonly preferred by visitor groups for future visits were more music programs or concerts and more theater and plays.
- Ninety-seven percent of visitor groups rated the overall quality of visitor services at Chamizal as "very good" or "good." Less than one percent of visitor groups rated services as "very poor."

For more information about the Visitor Services Project, please contact the
University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.

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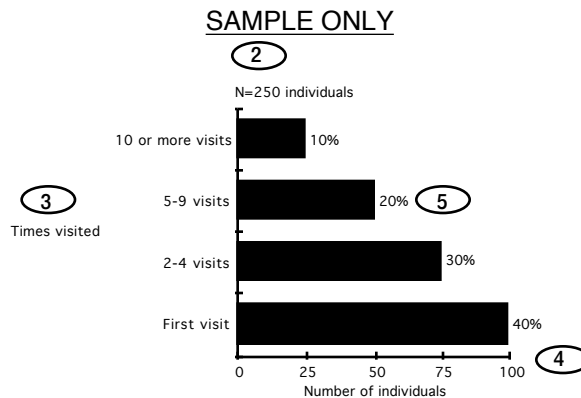
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INTRODUCTION

This report describes the results of a study of visitors at Chamizal National Memorial (referred to as "Chamizal"). This visitor study was conducted August 18-24, 1996 by the National Park 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

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at Chamizal National Memorial during the period from August 18-24, 1996. Visitors were sampled at the visitor center and on the grounds of the memorial, and the sampling included several performances of the Wizard of Oz, a symphony concert, and a performance by the Tejas Band.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. This individual was given a questionnaire and was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

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, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package. Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and 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 310 visitor groups, Figure 4 presents data for 1139 individuals. A note above each 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 result in missing data and cause the number in the sample to vary from figure to figure. For example, although 315 questionnaires were returned by Chamizal visitors, Figure 1 shows data for only 310 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 18-24, 1996. 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. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

A higher proportion of the replacement questionnaires (8%) than usual for VSP studies was undeliverable due to incomplete or inaccurate addresses.

**Special
conditions**

RESULTS

Visitors contacted

At Chamizal, 599 visitor groups were contacted, and 529 of these groups (88%) accepted questionnaires. Questionnaires were completed and returned by 315 visitor groups, resulting in a 60% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors contacted with that from those who actually returned questionnaires. Based on the variables of age and group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	520	40.8	297	45.2
Group size	524	5.8	310	6.9

Demographics

Figure 1 shows visitor group sizes, which ranged from one person to 180 people. Twenty-six percent of visitor groups consisted of two people, while another 28% consisted of three or four people. Forty-seven percent of visitor groups were made up of family members, 28% were made up of family and friends, and 16% were made up of friends (see Figure 2). Of the nine groups that listed themselves as "other" for group type, two were Native American youth groups, two were baseball teams and two were boyfriend or girlfriend. Two percent of the visitor groups at Chamizal were school or educational groups (see Figure 3).

Nineteen percent of the visitors to Chamizal were in the 36-45 age group, 15% were in the 26-35 age group, and another 14% were in the 46-55 age group (see Figure 4). Twenty-nine percent of the visitors were making their first visit of the past year, while 20% were making their first visit of the past five years (see Figures 5 and 6).

There was a total of thirty-eight international visitors to Chamizal (4% of total visitation), with 79% coming from Mexico and 11% coming from Germany (see Table 2). The largest proportions of United States visitors were from Texas (90%), New Mexico (3%), Massachusetts (1%), Florida (1%) and Colorado (1%). Smaller proportions of U.S. visitors came from another eleven states (see Map 1 and Table 3).

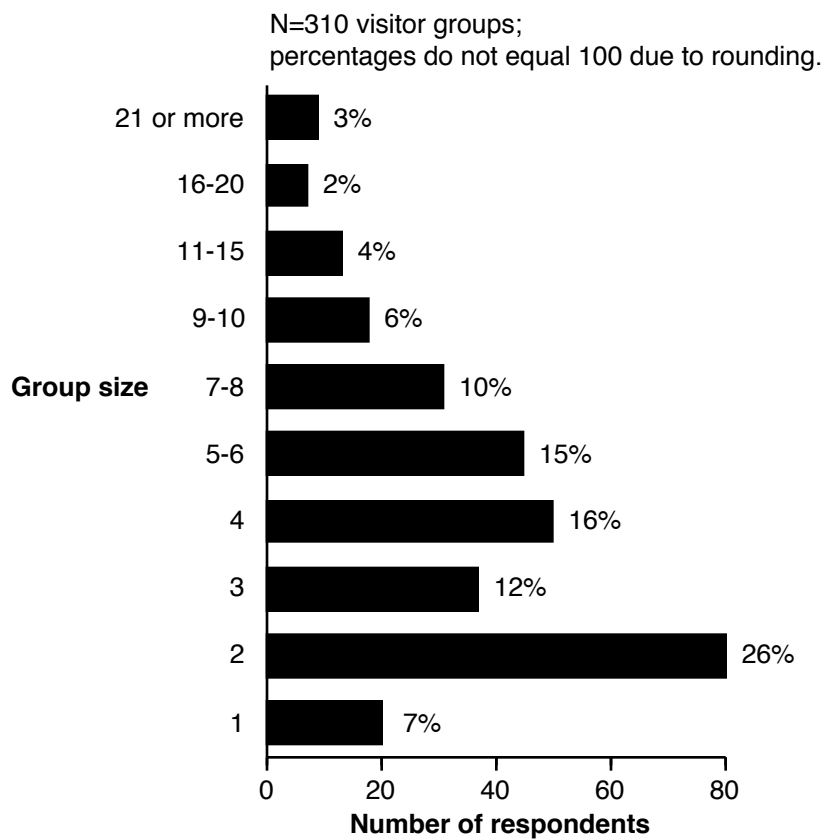


Figure 1: Visitor group sizes

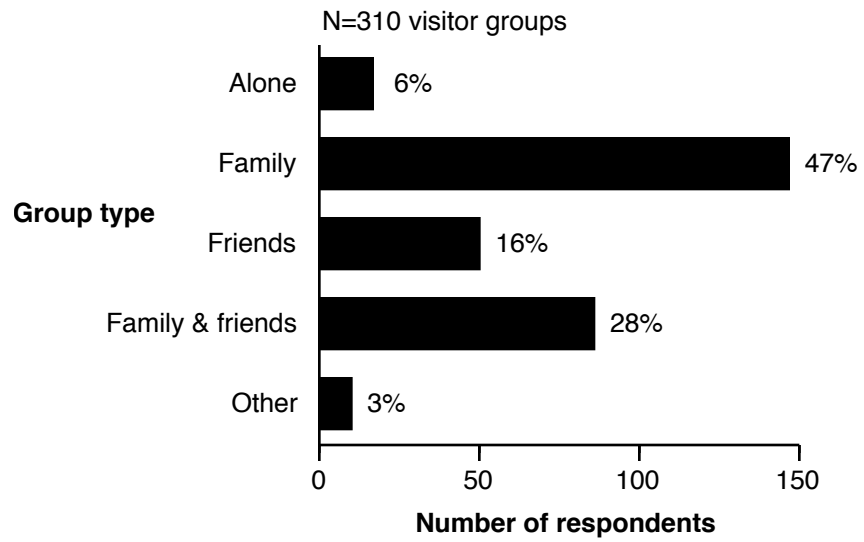


Figure 2: Visitor group types

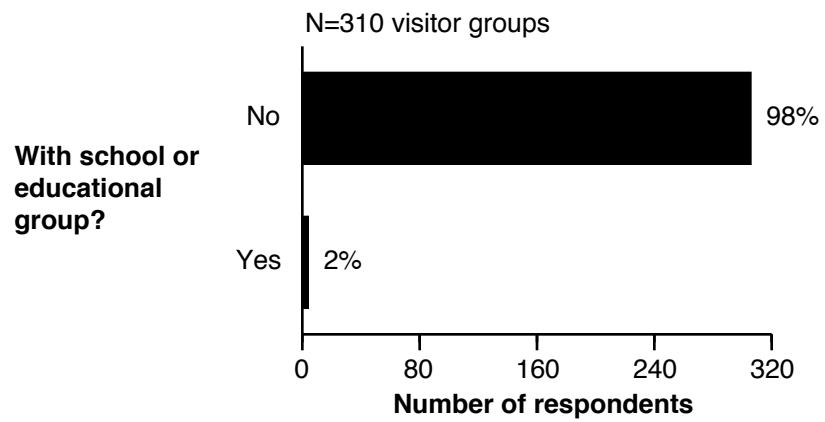


Figure 3: Visiting with school or educational group?

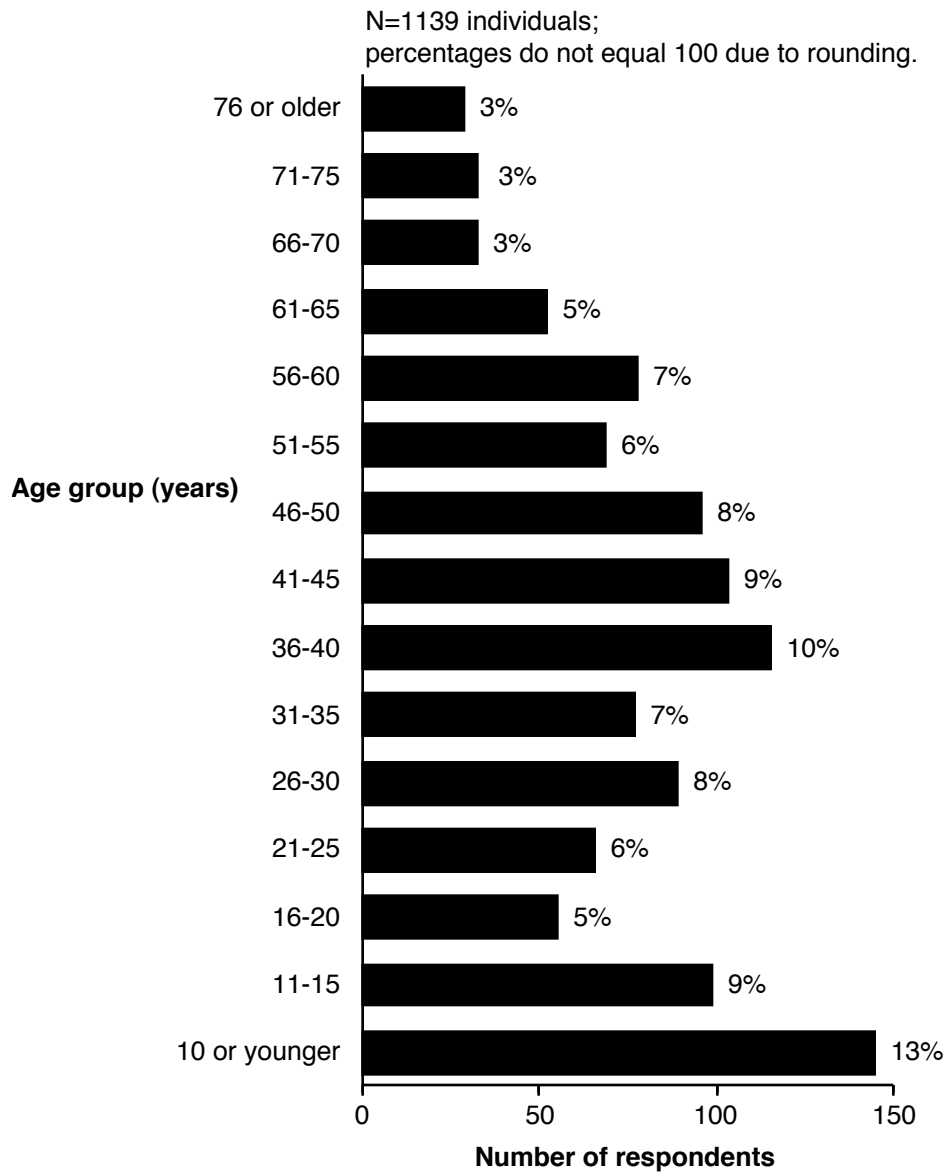


Figure 4: Visitor ages

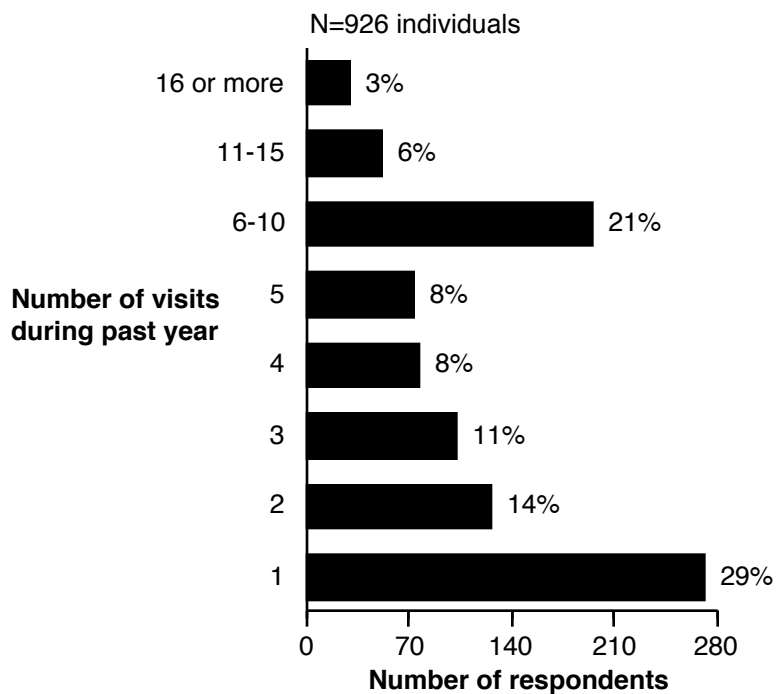


Figure 5: Number of visits to Chamizal during past year

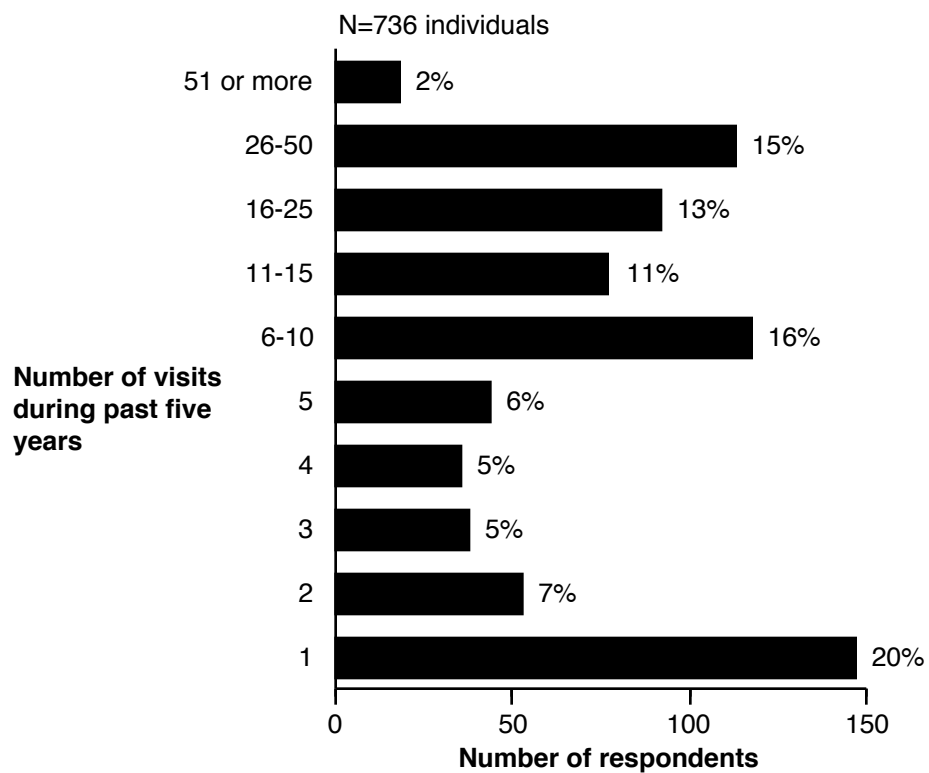
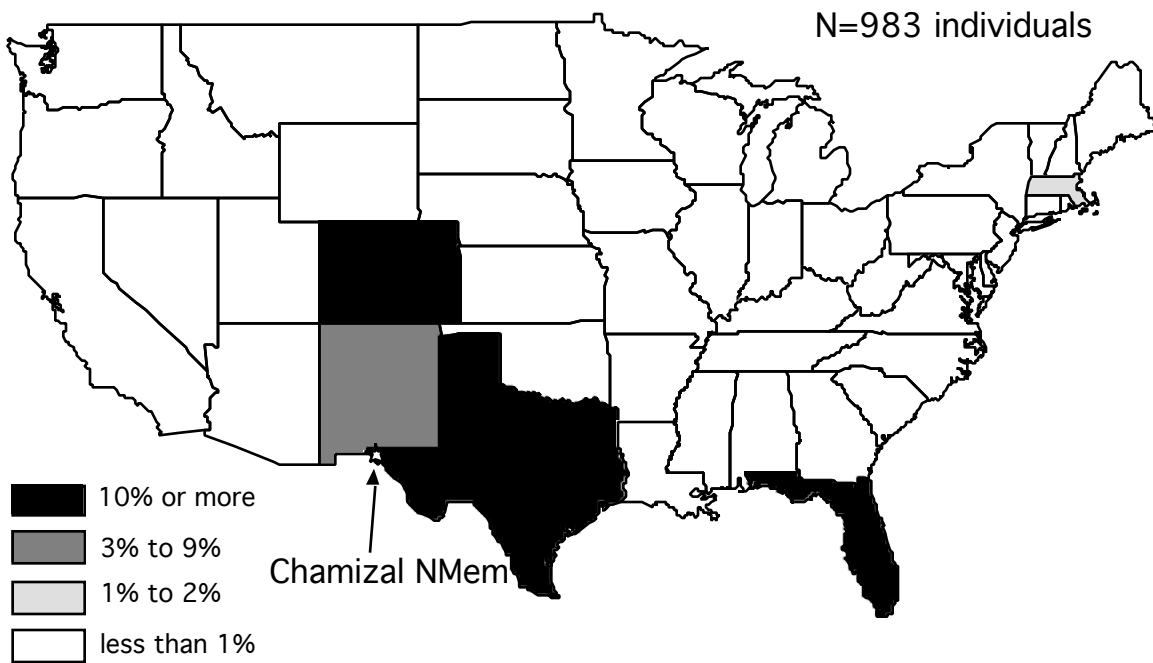


Figure 6: Number of visits to Chamizal during past five years

Table 2: International visitors by country of residence

N=38 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors
Mexico	30	79
Germany	4	11
Canada	1	3
France	1	3
Japan	1	3
Spain	1	3



Map 1: Proportion of United States visitors by state of residence

Table 3: United States visitors by state of residence

N=983 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors
Texas	888	90
New Mexico	26	3
Massachusetts	7	1
Florida	6	1
Colorado	5	1
11 other states	51	5

Visitor groups were asked how much time they spent at Chamizal National Memorial. Thirty-seven percent of the visitor groups reported that they spent three hours at the memorial, 21% spent four hours and 17% spent two hours (see Figure 7).

Length of stay

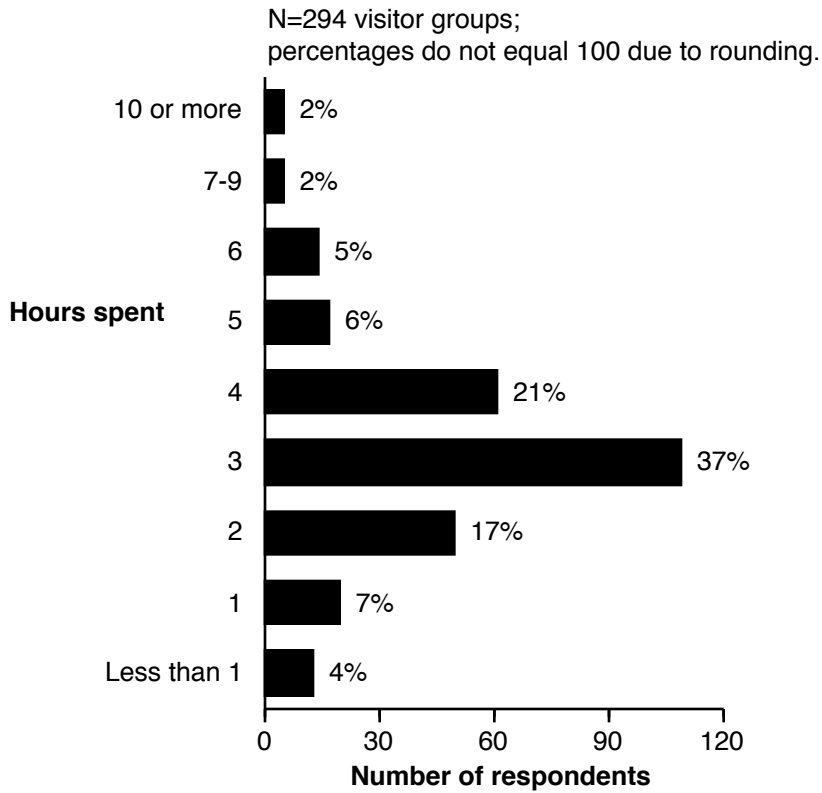


Figure 7: Hours spent at Chamizal

Activities

Figure 8 shows the percentages of visitor groups which participated in a variety of activities at Chamizal. The most common activities were attending outdoor performances/events (54%), relaxing (42%) and attending theater performances (41%). Visitor groups participated in a number of "other" activities including attending receptions or parties, attending shows or rehearsals and learning more about Chamizal.

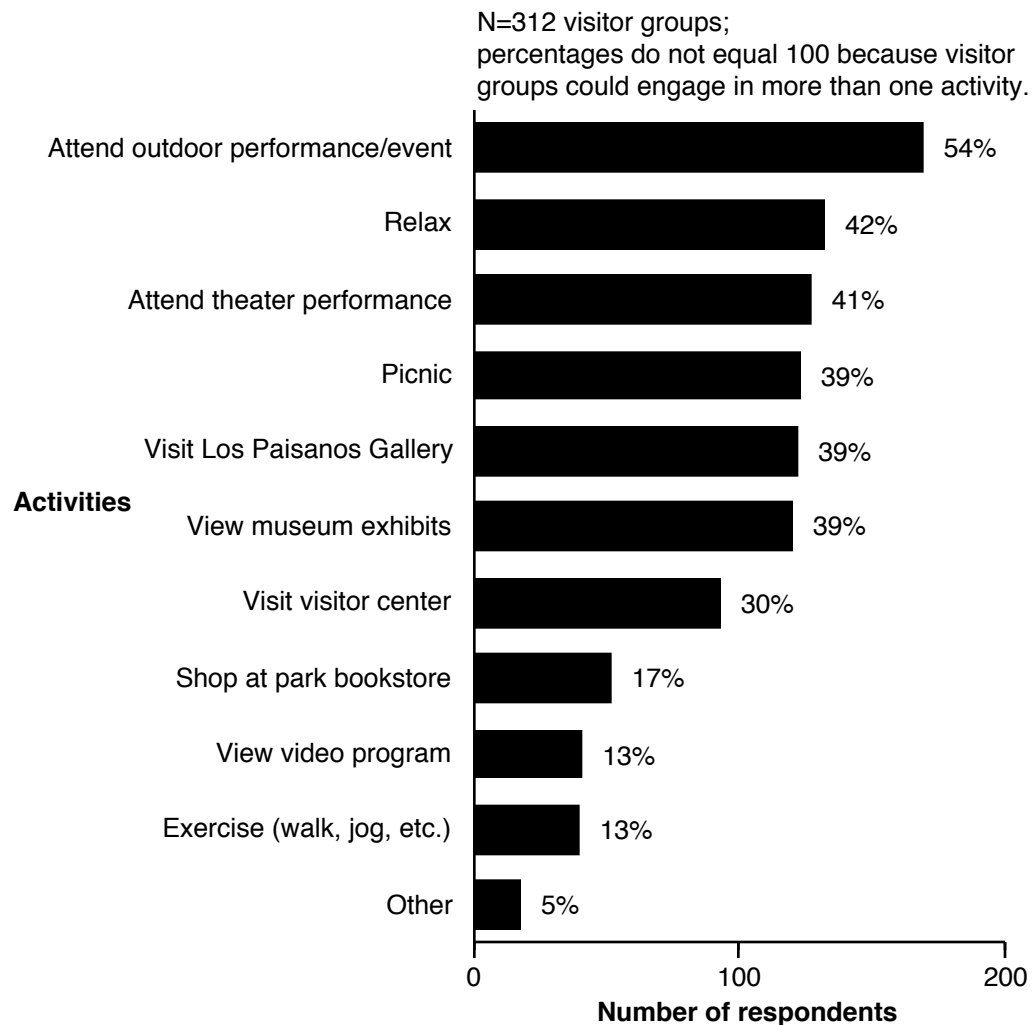


Figure 8: Visitor activities

Visitor groups were asked to indicate the sources from which they had received information about Chamizal National Memorial prior to their visit. Fifty-two percent of visitor groups received information through word of mouth, friends, or relatives, 52% received information during previous visits and 46% received information from U.S. newspapers (see Figure 9). Six percent of visitor groups received no information prior to their visits. "Other" sources of information used by visitor groups included attendance at previous performances, knowledge from living nearby, knowledge from having performed there in the past and road signs.

Sources of information

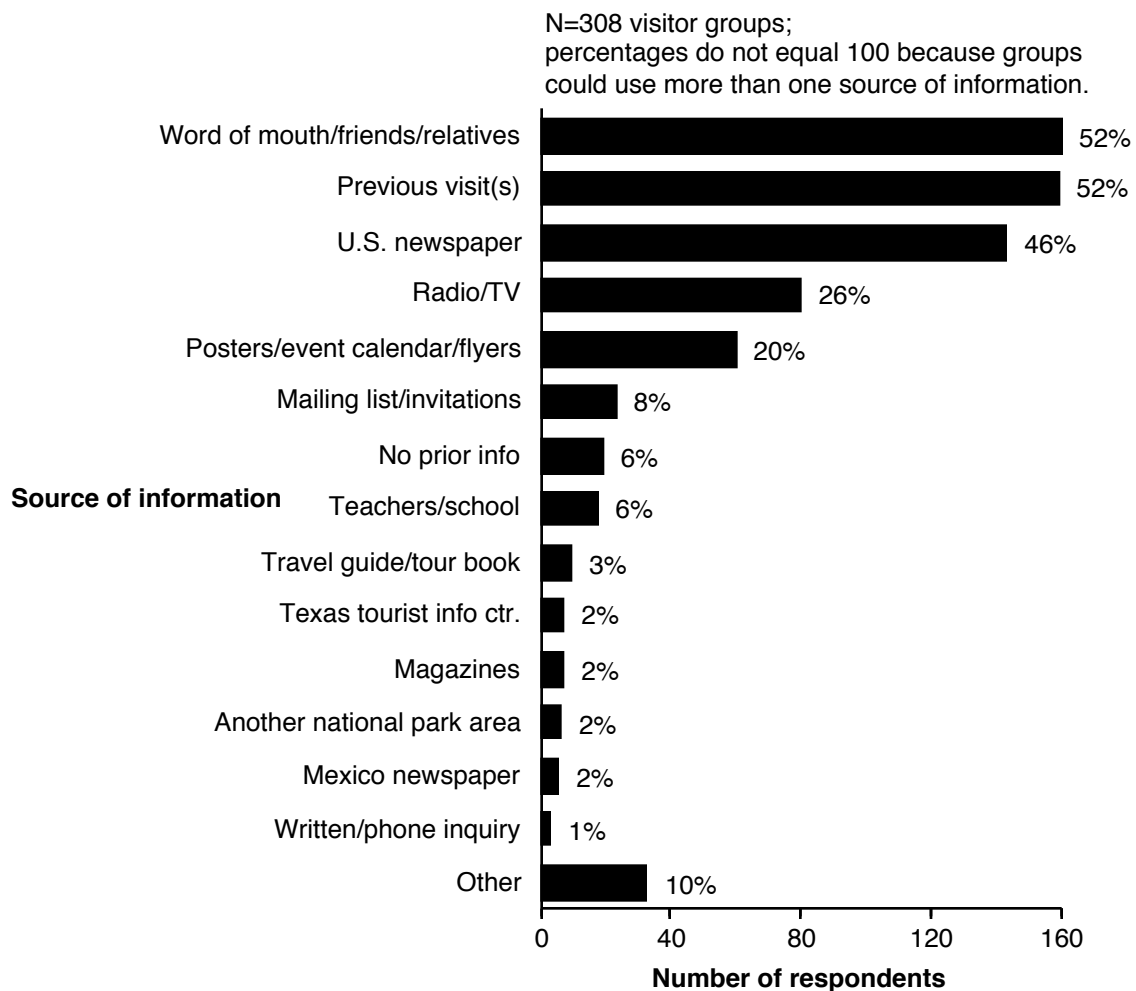


Figure 9: Sources of information used by visitors

Primary purpose of Chamizal

Visitor groups were asked to indicate their opinion as to the primary purpose of Chamizal National Memorial. Thirty-five percent of the visitor groups indicated that the primary purpose of Chamizal was to commemorate the peaceful settlement of a land dispute between the United States and Mexico. Another 34% of the visitor groups felt that the primary purpose was to provide recreation opportunities, while 14% felt the purpose was to provide a community theater (see Figure 10). Visitor groups listed a variety of “other” primary purposes including providing entertainment for the community, providing cultural exchange or experiences and a combination of all of the options listed in the questionnaire (and shown in Figure 10).

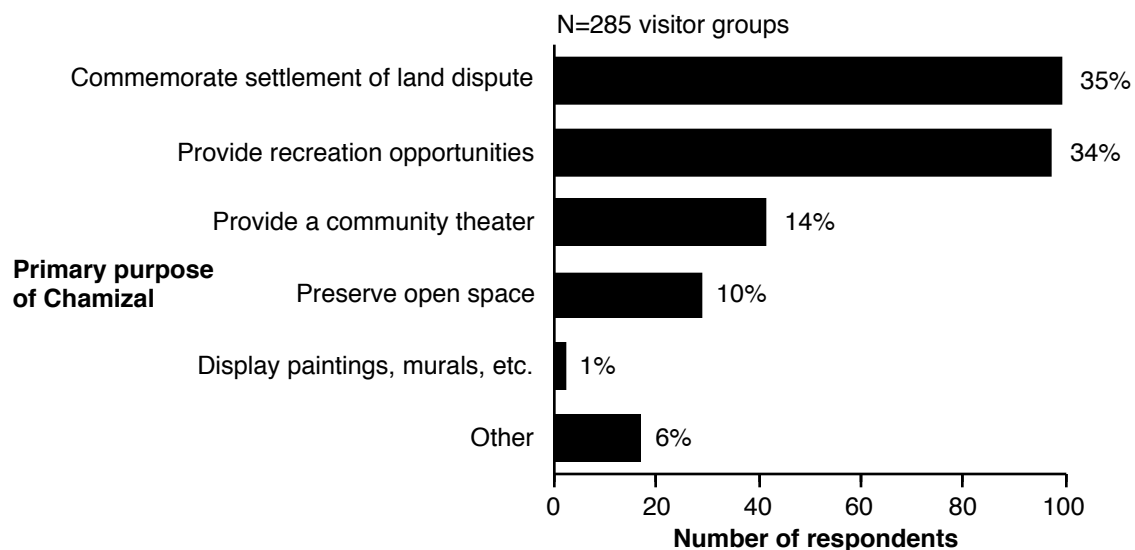


Figure 10: Primary purpose of Chamizal

Visitor groups were asked to indicate their reasons for visiting Chamizal. Seventy-nine percent of the visitor groups were at the memorial to attend a performance, 38% of the groups were using Chamizal facilities and 16% were visiting the visitor center (see Figure 11). Visitor groups mentioned a number of “other” reasons, including attending a reception or party, learning more about the memorial and using park facilities.

Reasons for visiting

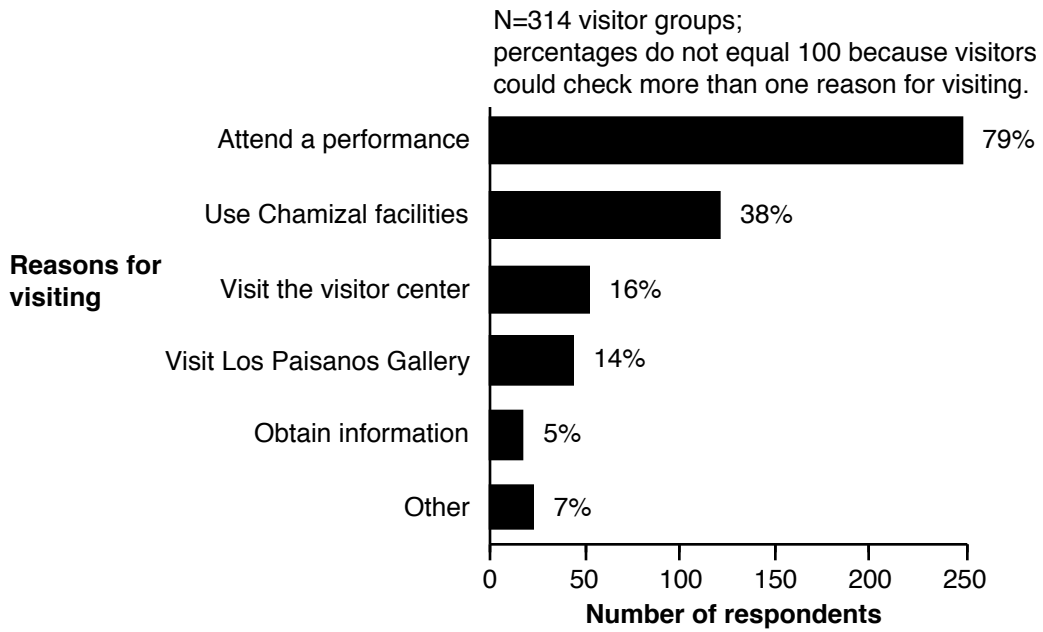


Figure 11: Reasons for visiting

Visits to other border parks

Visitor groups were asked indicate the national park areas along the United States-Mexico border that they had visited during the past five years. Seventy-six percent of the visitor groups reported that they visited White Sands National Monument and 76% of the groups also reported that they visited Carlsbad Caverns National Park (see Figure 12). An additional 44% of the groups reported visiting Guadalupe Mountains National Park, while 26% visited Fort Davis National Historic Site. The Mexican park receiving the highest visitation was El Monumento Nacional del Chamizal, which was visited by 21% of the visitor groups.

Visitor groups were asked to indicate how they had received information about the border park areas that they had visited. Sixty-four percent reported that they received information by word of mouth, 55% received information on previous visits and 38% received information from newspapers (see Figure 13). Visitor groups mentioned several "other" sources of information, including atlas or map, traveling through the area and planned group activities. Visitor groups were then asked how they would prefer to get information about border parks in the future. The most common responses were newspaper, television, mail and radio (see Table 4).

Visitor groups were asked if they were aware of the cooperative programs between national parks in the United States and Mexico. Seventy-two percent of the groups were not aware of the programs, 18% were, and 10% were not sure (see Figure 14). Visitor groups were then asked their opinions of the cooperative programs, with the most common responses being that they were a good idea, that they were good for border relations and that more cooperation was needed between the United States and Mexico (see Table 5).

Visitor groups were also asked what they would propose if they were managers planning for the future of the United States and Mexico border parks. The most common responses were to advertise more, to provide activities and entertainment and to provide cultural events (see Table 6).

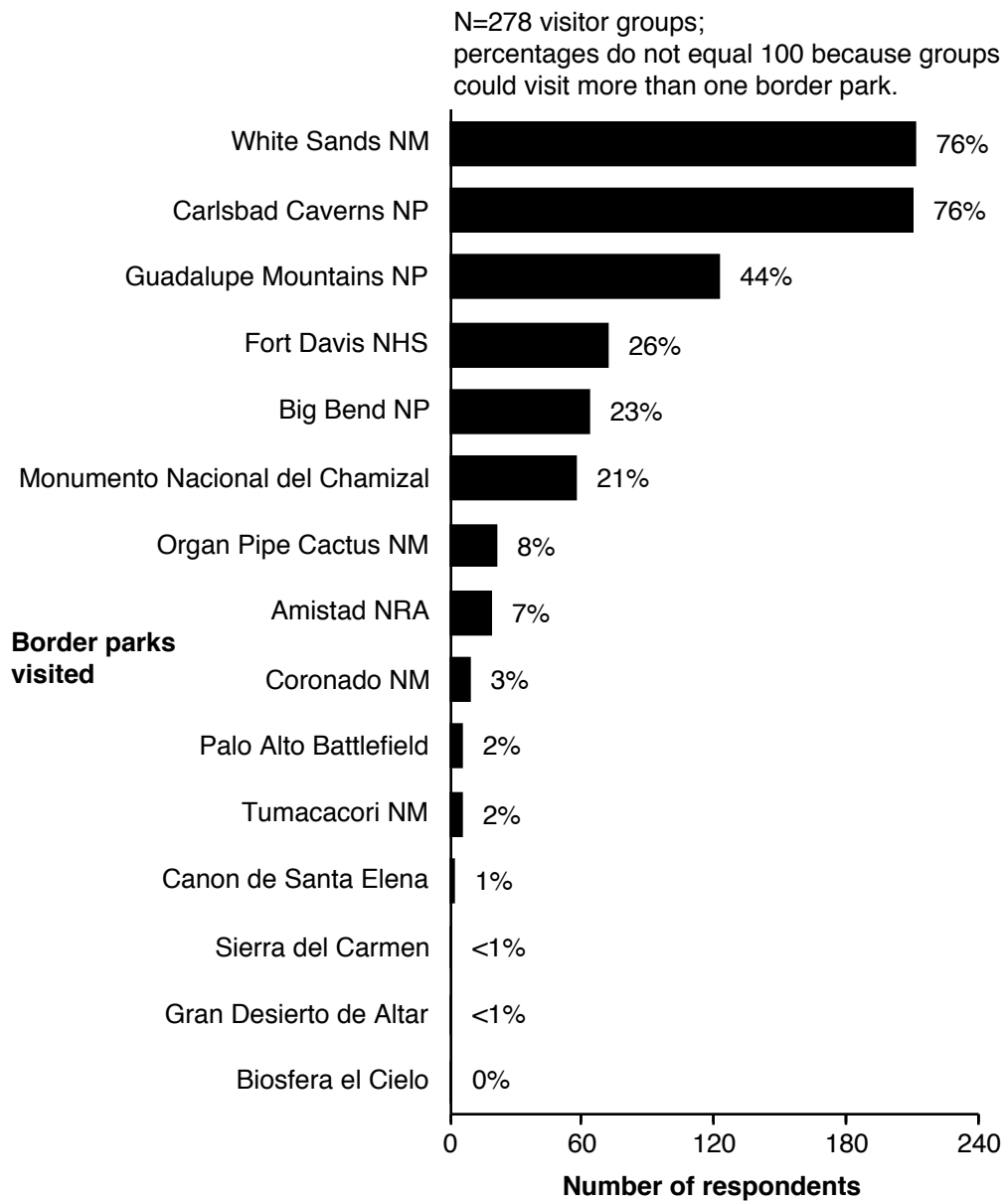


Figure 12: Border parks visited

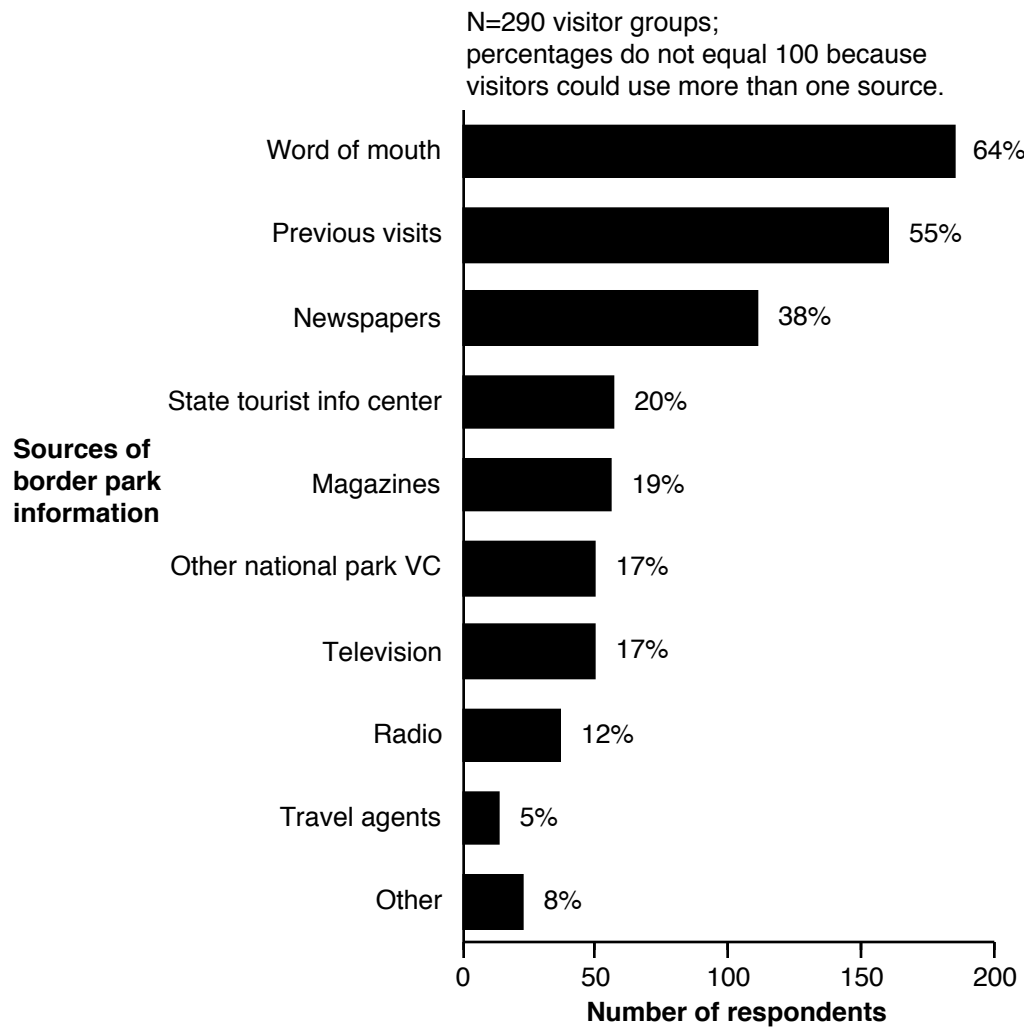


Figure 13: Sources of border park information

Table 4: Preferred sources for border park information

N=315 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Newspaper	75
Television	55
Mail	44
Radio	22
Magazine	18
Word of mouth	15
Tourist information center	11
Brochures	8
Advertisements	8
Previous visits	7
Other national park visitor centers	6
Mailing list	6
Internet	5
Event calendars	4
Travel agent	3
Present information is satisfactory	3
Newsletter	3
No preference	3
Travel guide/tour book	2
All of the sources listed in number 6a in questionnaire	2
Books or magazines	2
Contact park or park service	2
News	2
Other comments	9

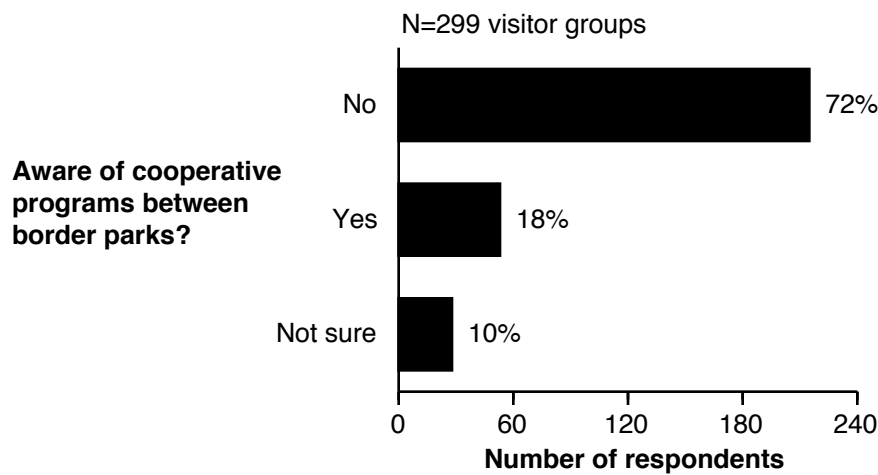


Figure 14: Aware of cooperative programs?

Table 5: Opinion of cooperative programs

N=35 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Good idea	12
Good for border relations	3
Need more cooperation between U.S. and Mexico	3
Activities are enjoyable	3
Have no opinions	3
Not interested	2
Does funding for border parks come from both countries?	2
Other comments	7

Table 6: Planning for future of border parks

N=238 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Advertise more	23
Provide activities and entertainment	18
Cultural events	10
More picnic areas or tables	10
Coordination of programs	9
More shaded areas	9
Continue to protect parks	9
Keep them clean	8
Maintain security	7
Parks/facilities should be well-maintained	7
Community involvement	6
Doing a good job	6
More restrooms	5
Expand buildings and facilities	5
Playground	5
Improve landscaping	5
Improve access	4
Expand park	4
Programs for youth	4
OK as is	4
Facilities and activities similar to those at Chamizal	4
Promote cultural understanding	4
More activities such as volleyball, etc.	4
More trails	4
Improve parking	4
More water fountains	3
Provide family activities	3
Swimming facilities	3
Conduct holiday programming	3
Bike trails	3
Flyers listing activities/programs	2
Facilities and activities for families	2
Better bathrooms	2
Emphasize nature/ecology education	2
Camping or cabins for overnight stays	2
Keep prices low	2
More parking	2
Provide park staff	2
Tours	2
Good roads	2
Other comments	25

Visitor services and facilities: use, importance and quality

Visitor groups were asked to note the park services and facilities they used during their visit to Chamizal. As is shown by Figure 15, the services and facilities that were most commonly used by visitor groups were parking (88%), restrooms (81%), museum exhibits (48%) and food and beverage vendors (38%). The least used service or facility was handicapped access (13%).

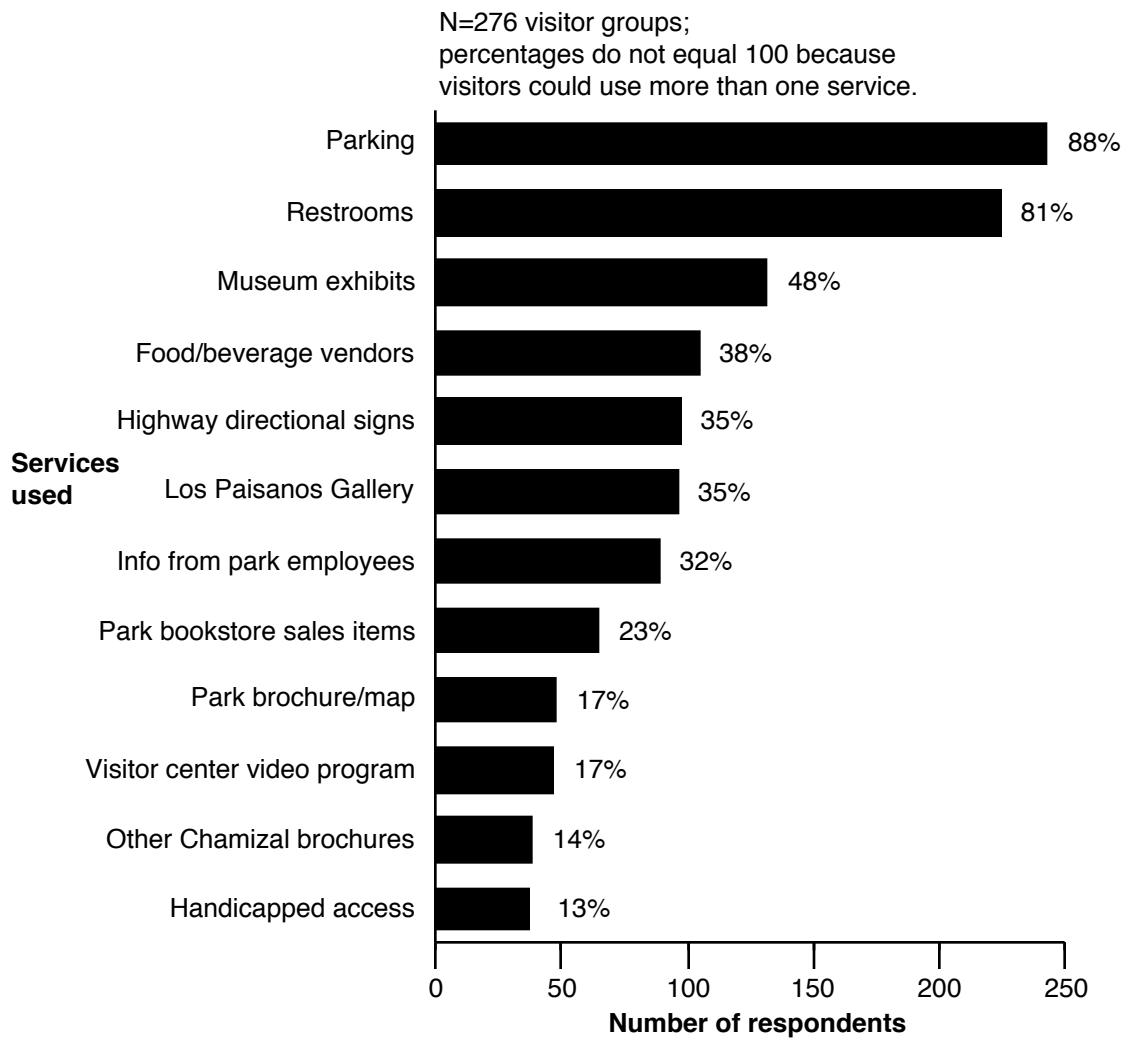


Figure 15: Services and facilities used

Visitor groups rated the importance and quality of each of the services and facilities they used. The following five point scale was used in the questionnaire:

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

Figure 16 shows the average importance and quality ratings for visitor services and facilities. An average score was determined for each service and facility based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grid shown in Figure 16. All services and facilities were rated as above "average" both in importance and quality. It should be noted that handicapped accessibility was not rated by enough people to provide reliable data.

Figures 17-28 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services receiving the highest proportion of "extremely important" or "very important" ratings included restrooms (91%), parking (88%) and highway directional signs (87%). The highest proportions of "not important" ratings were for bookstore sales items (5%) and the park brochure/map (5%).

Figures 29-40 show the quality ratings that were provided by visitor groups for each of the individual services and facilities. Those services receiving the highest proportion of "very good" or "good" ratings included information from park employees (95%), museum exhibits (93%) and the park brochure/map (90%).

Figure 41 combines the "very good" and "good" quality ratings and compares those ratings for all of the services and facilities.

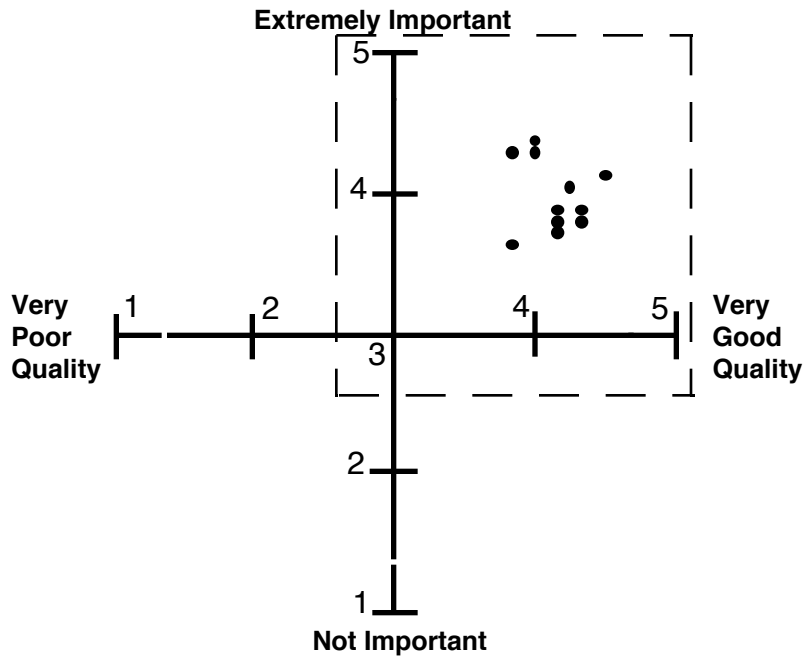


Figure 16: Average ratings of service and facility importance and quality

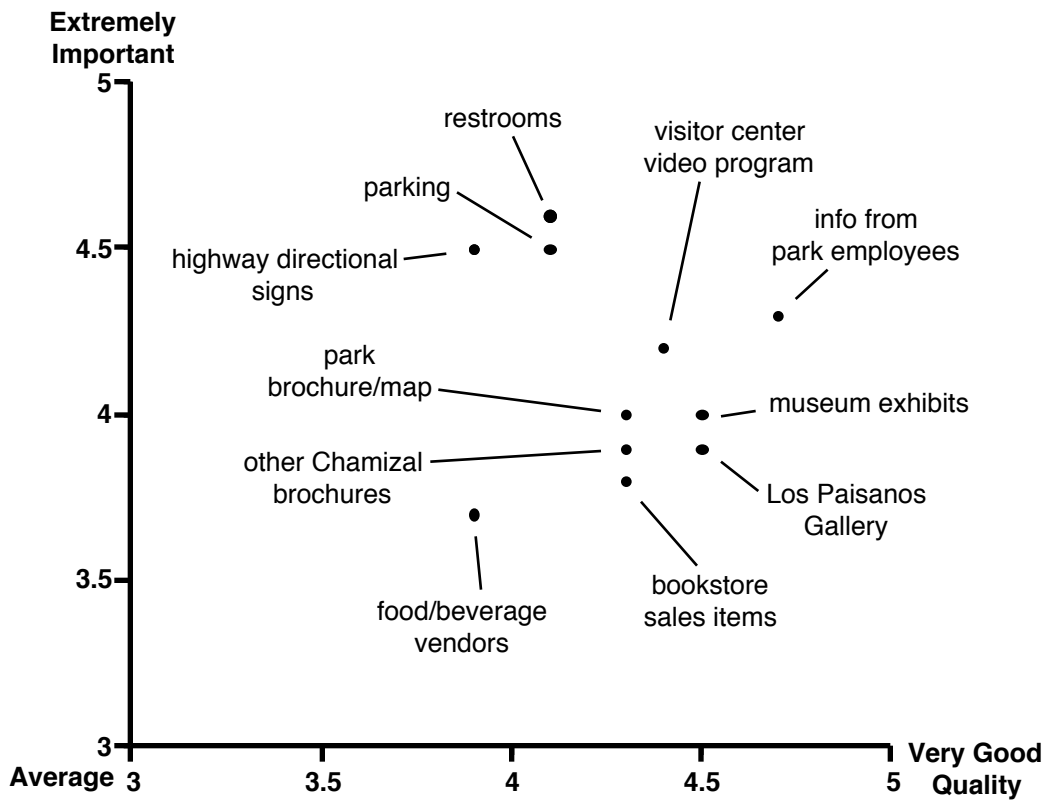


Figure 16: Detail

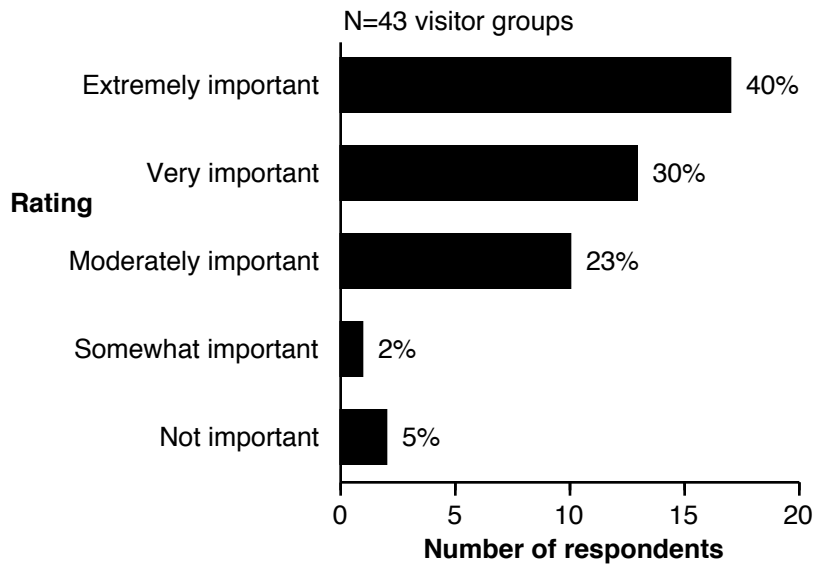


Figure 17: Importance of park brochure/map

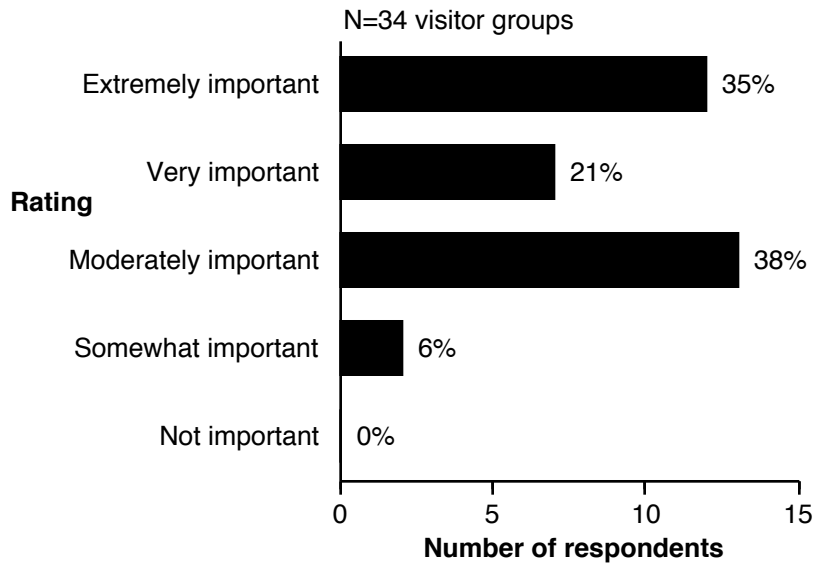


Figure 18: Importance of other Chamizal brochures

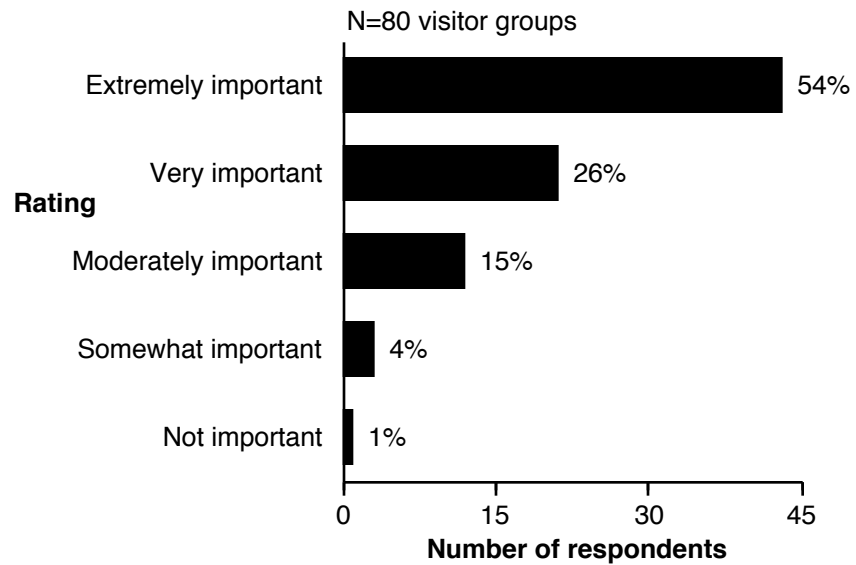


Figure 19: Importance of information from park employees

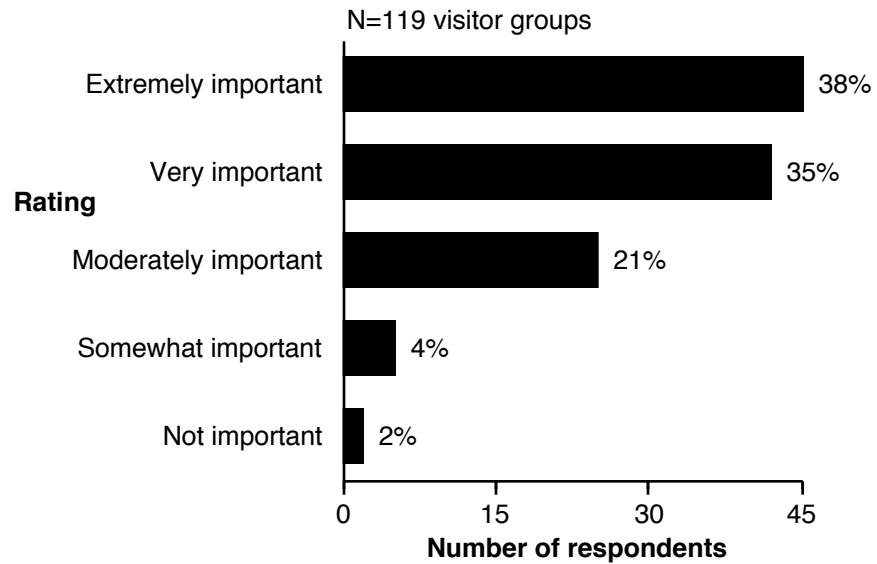


Figure 20: Importance of museum exhibits

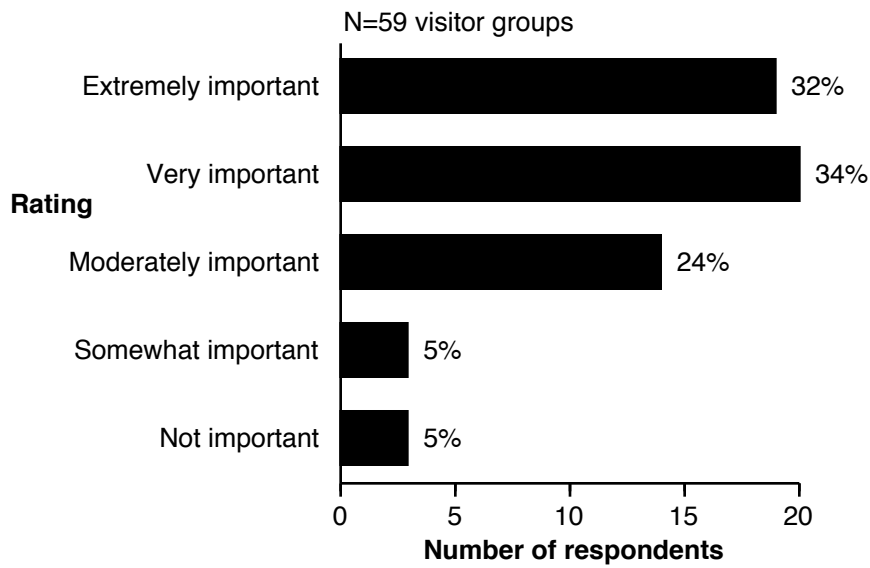


Figure 21: Importance of park bookstore sales items

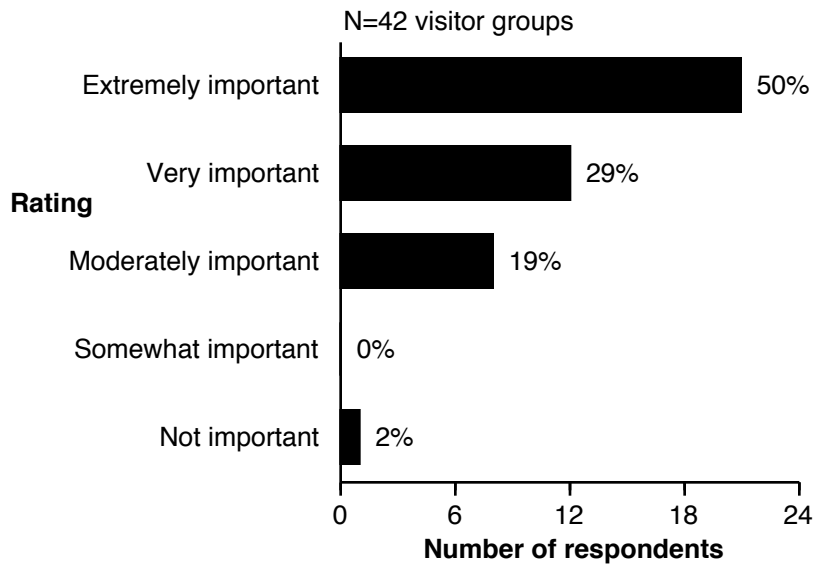


Figure 22: Importance of visitor center video program

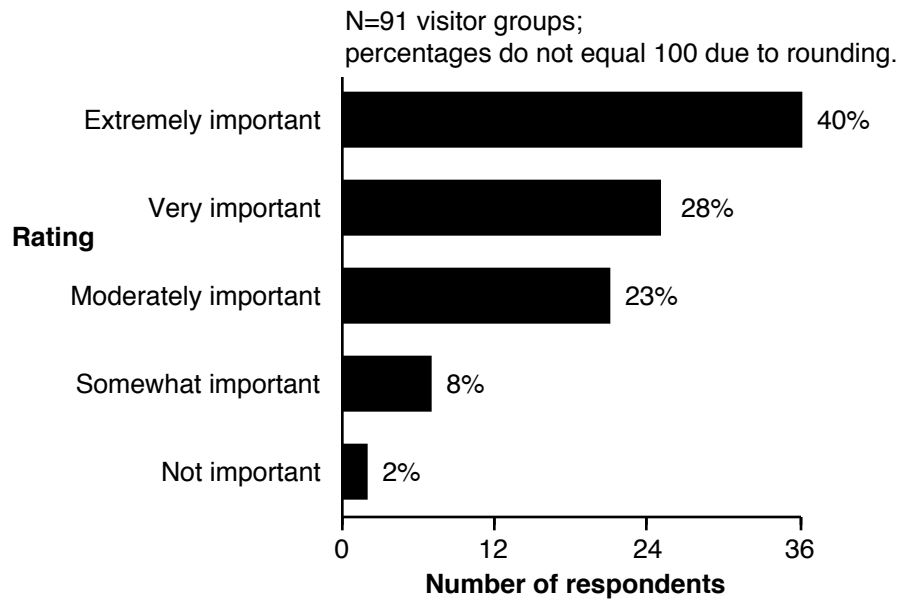


Figure 23: Importance of Los Paisanos Gallery

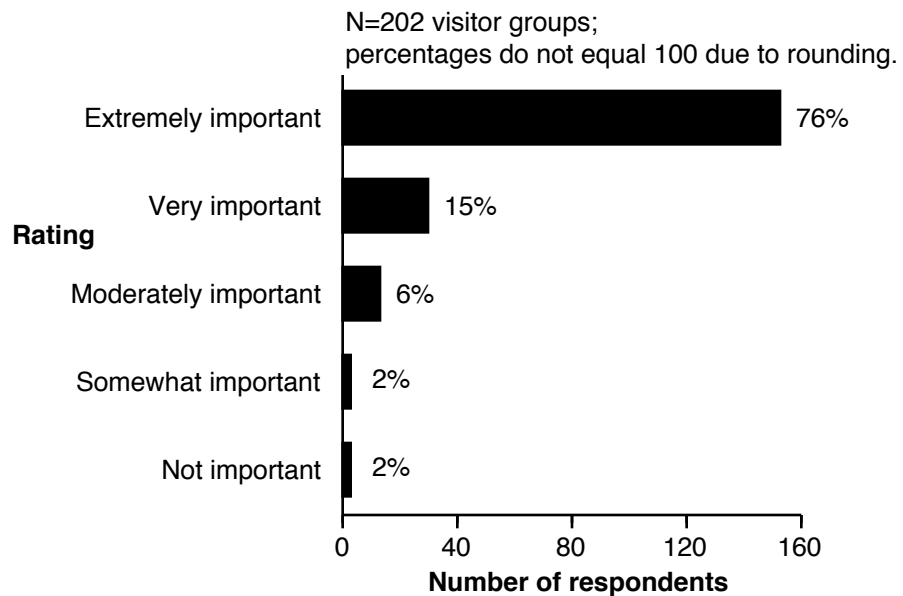


Figure 24: Importance of restrooms

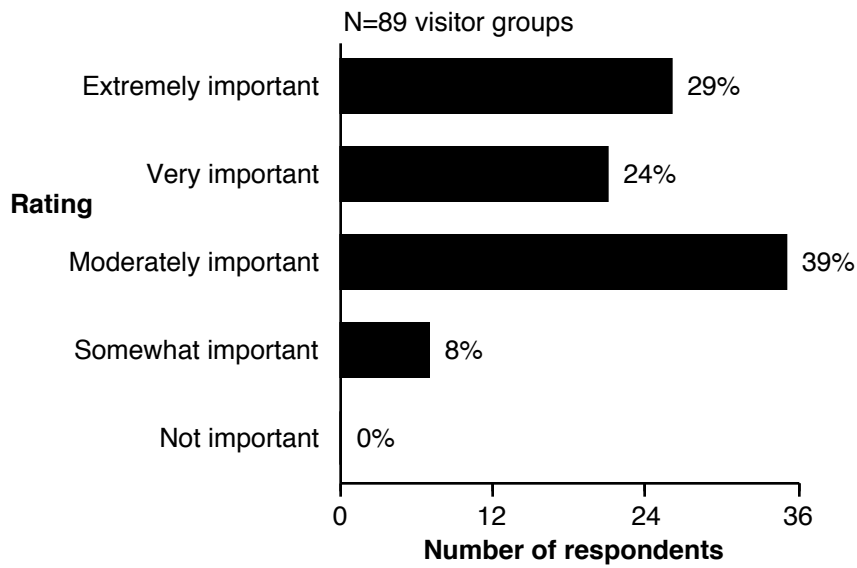


Figure 25: Importance of food/beverage vendors

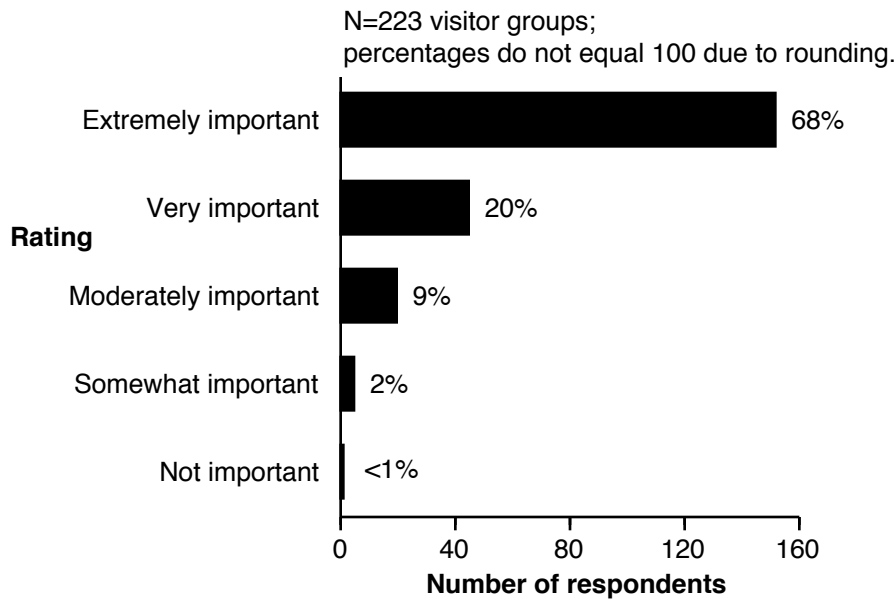


Figure 26: Importance of parking

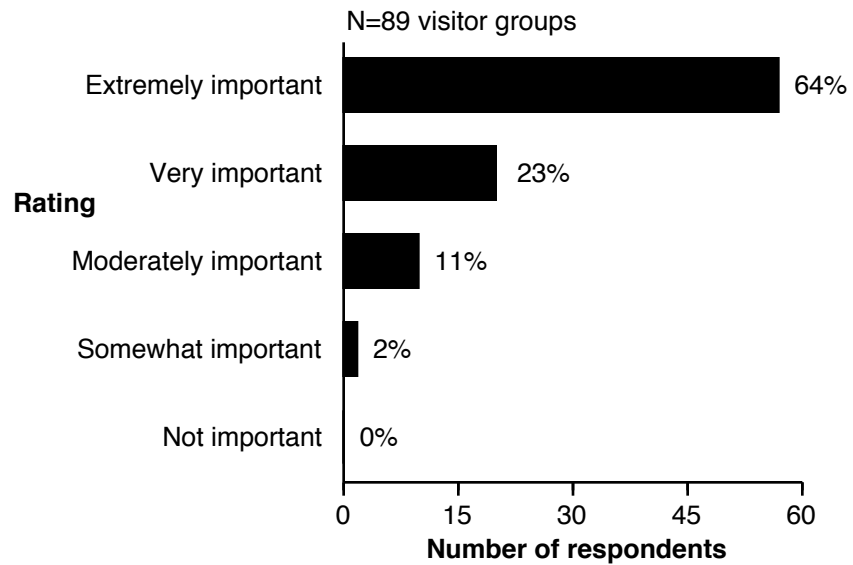


Figure 27: Importance of highway directional signs

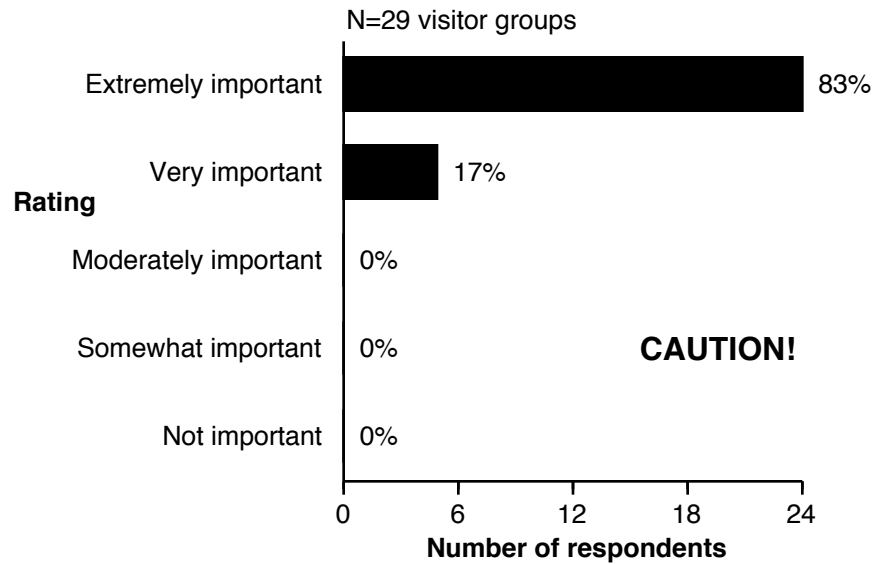


Figure 28: Importance of handicapped accessibility

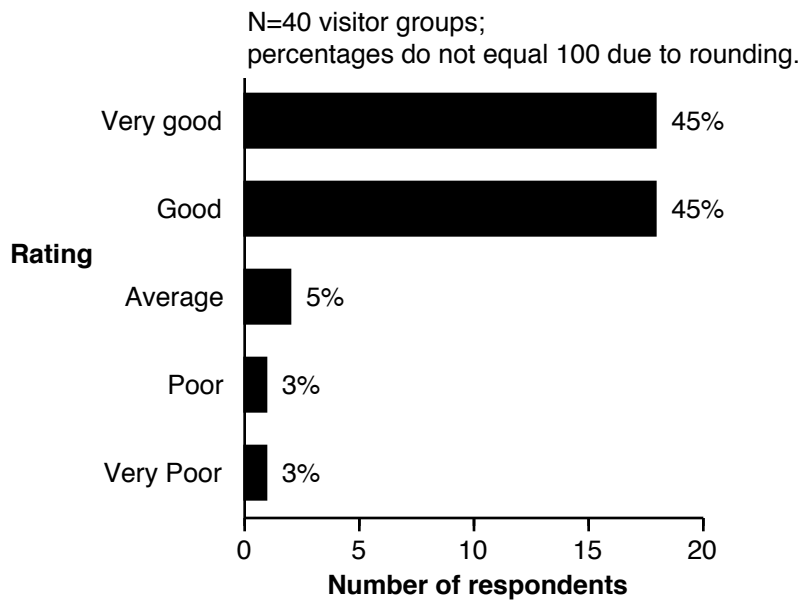


Figure 29: Quality of park brochure/map

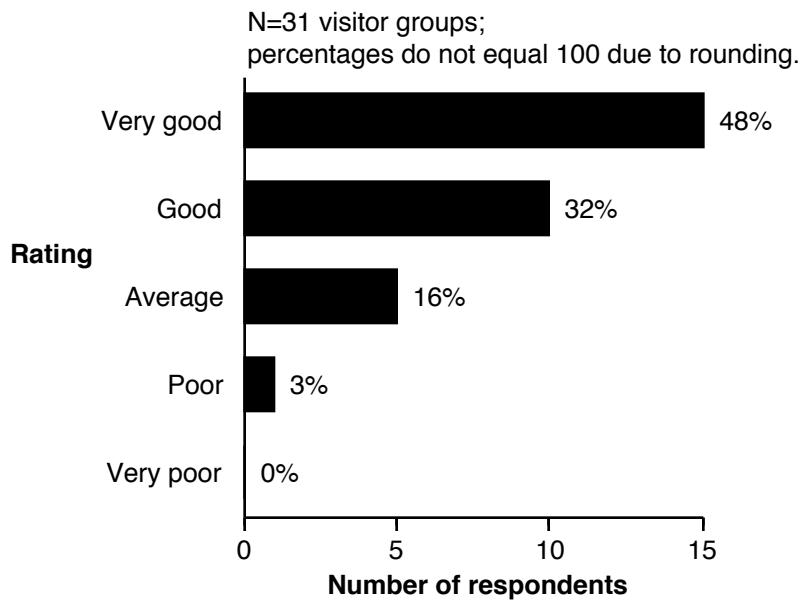


Figure 30: Quality of other Chamizal brochures

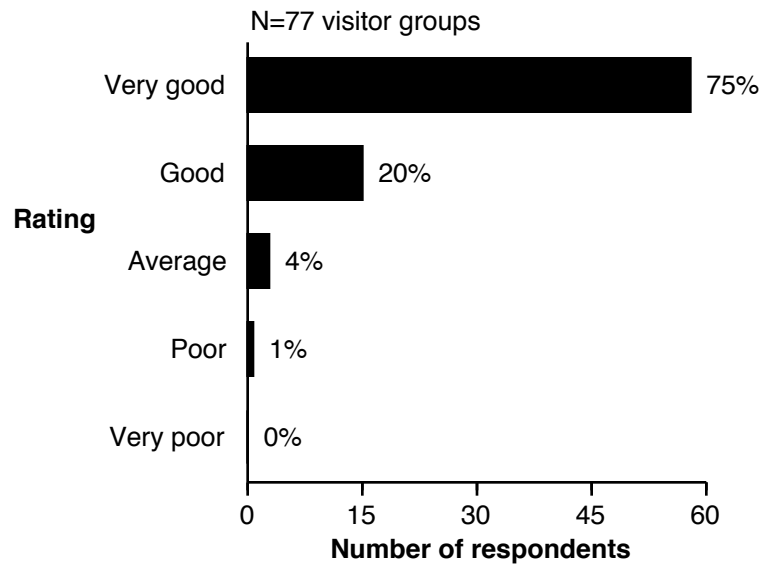


Figure 31: Quality of information from park employees

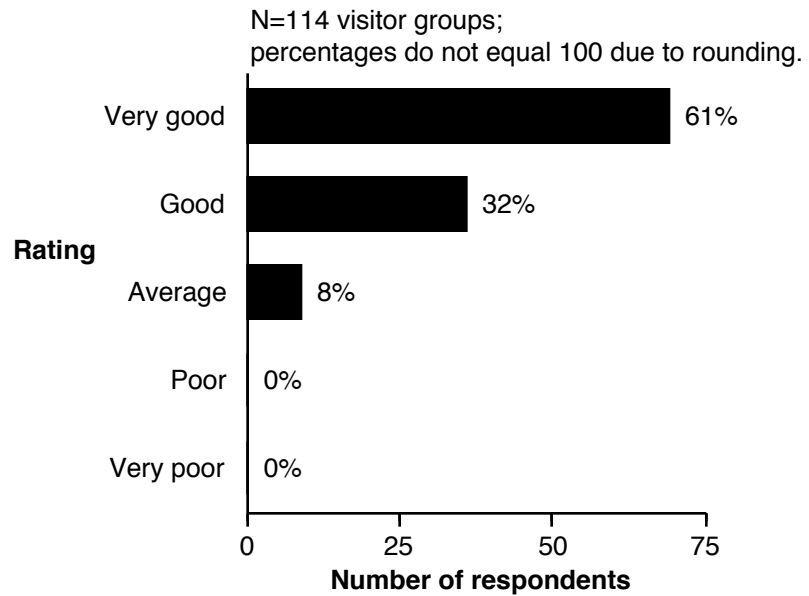


Figure 32: Quality of museum exhibits

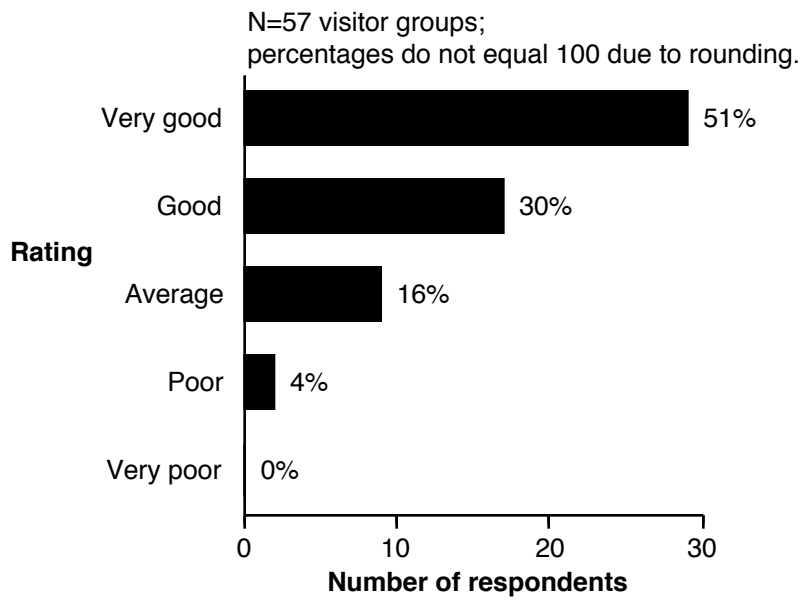


Figure 33: Quality of park bookstore sales items

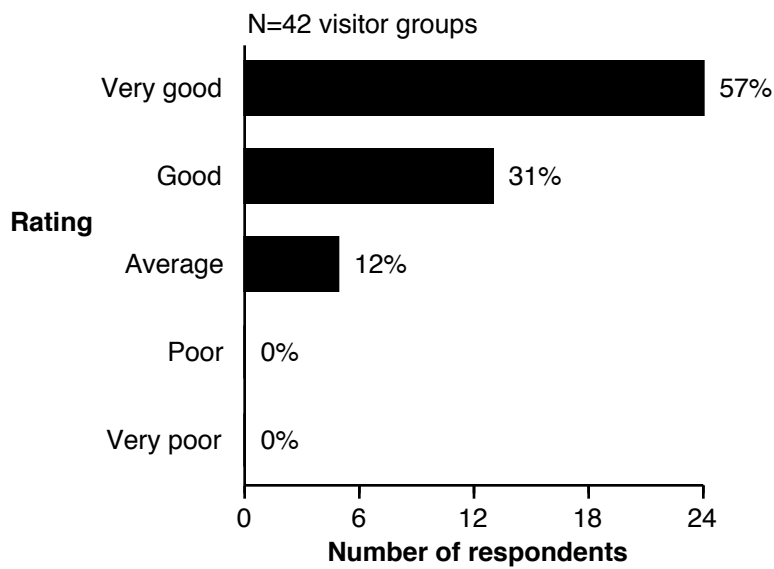


Figure 34: Quality of visitor center video program

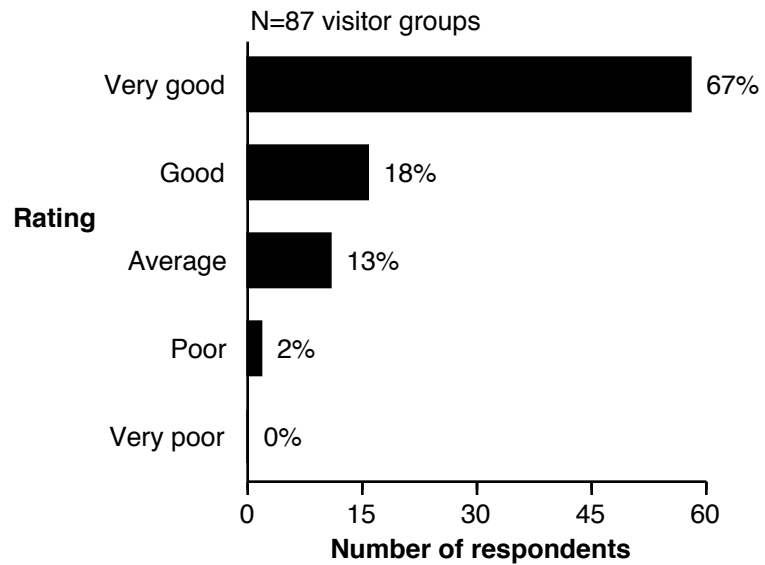


Figure 35: Quality of Los Paisanos Gallery

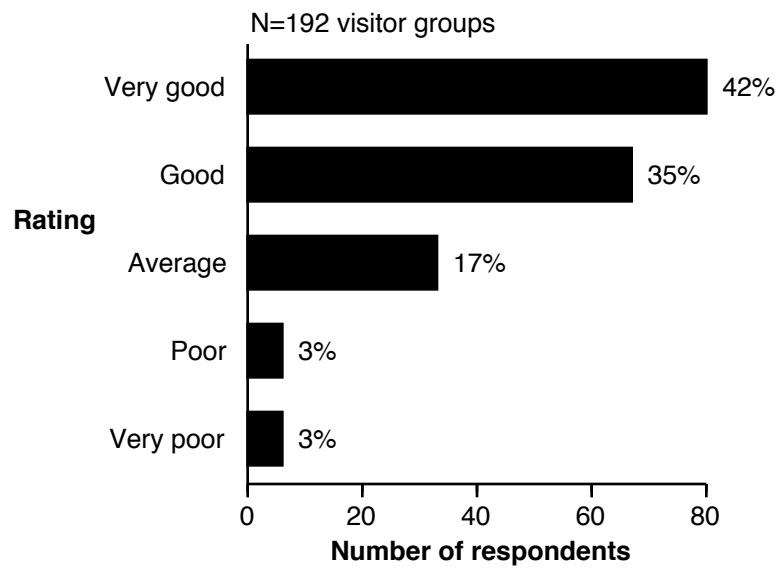


Figure 36: Quality of restrooms

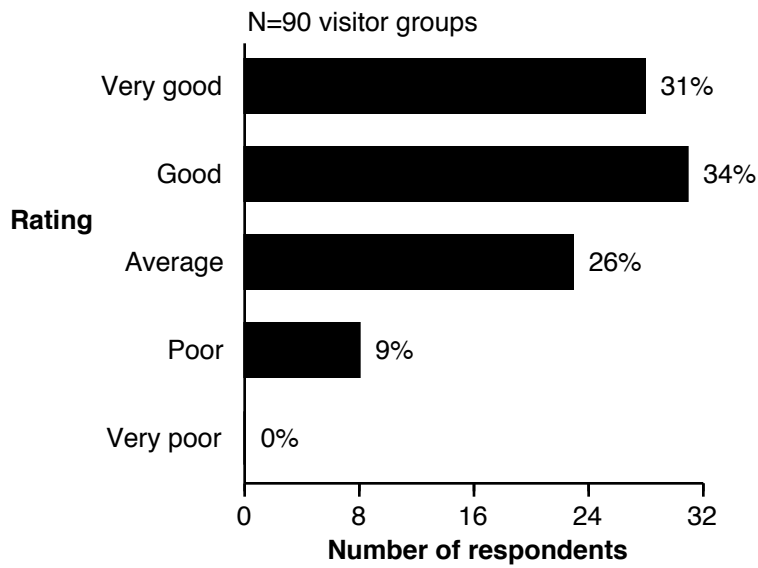


Figure 37: Quality of food/beverage vendors

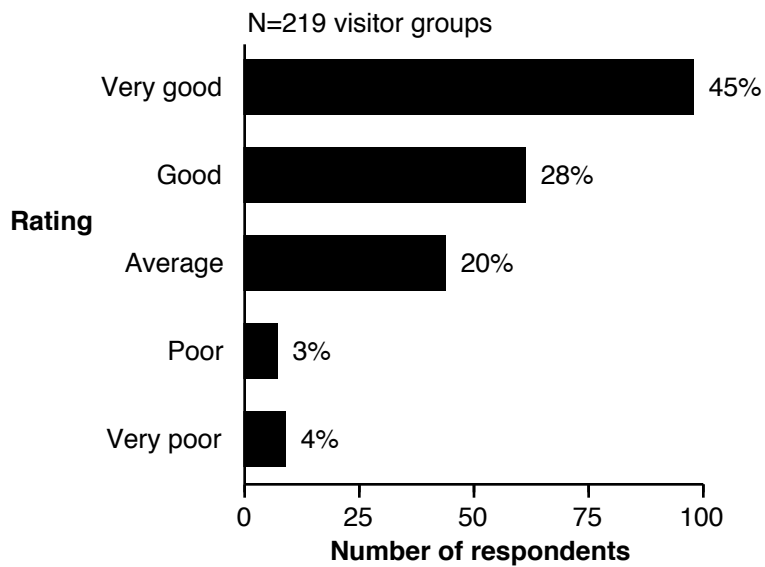


Figure 38: Quality of parking

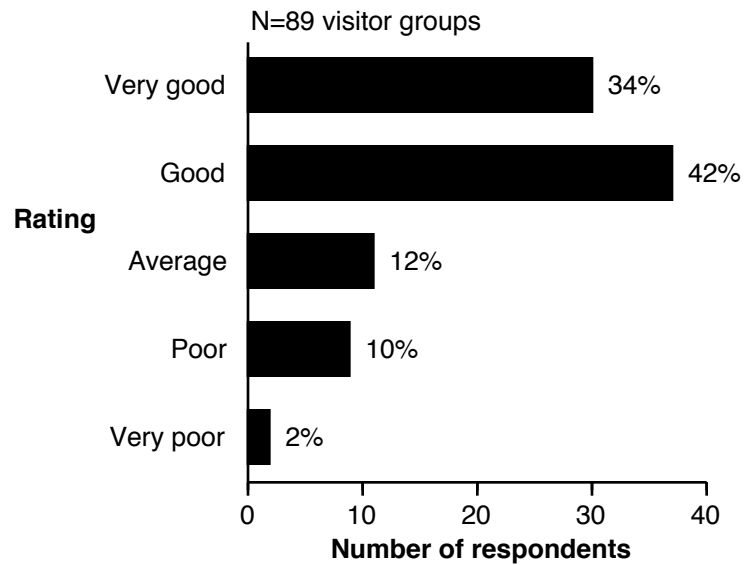


Figure 39: Quality of highway directional signs

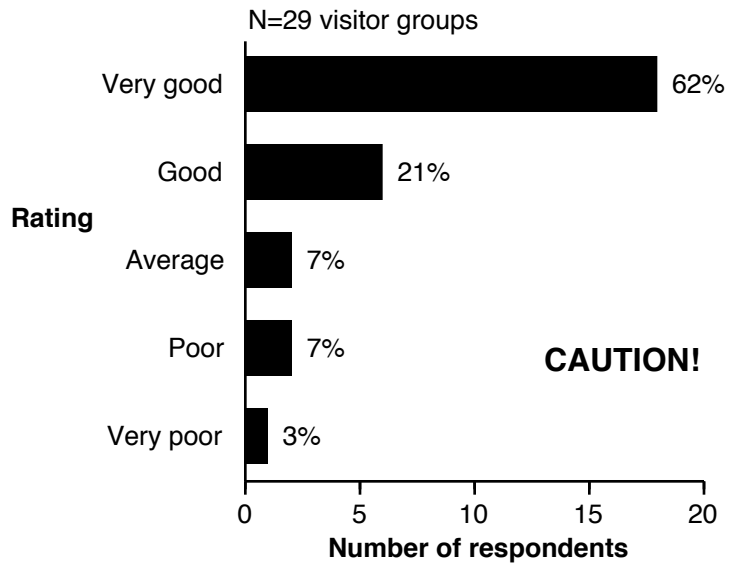


Figure 40: Quality of handicapped accessibility

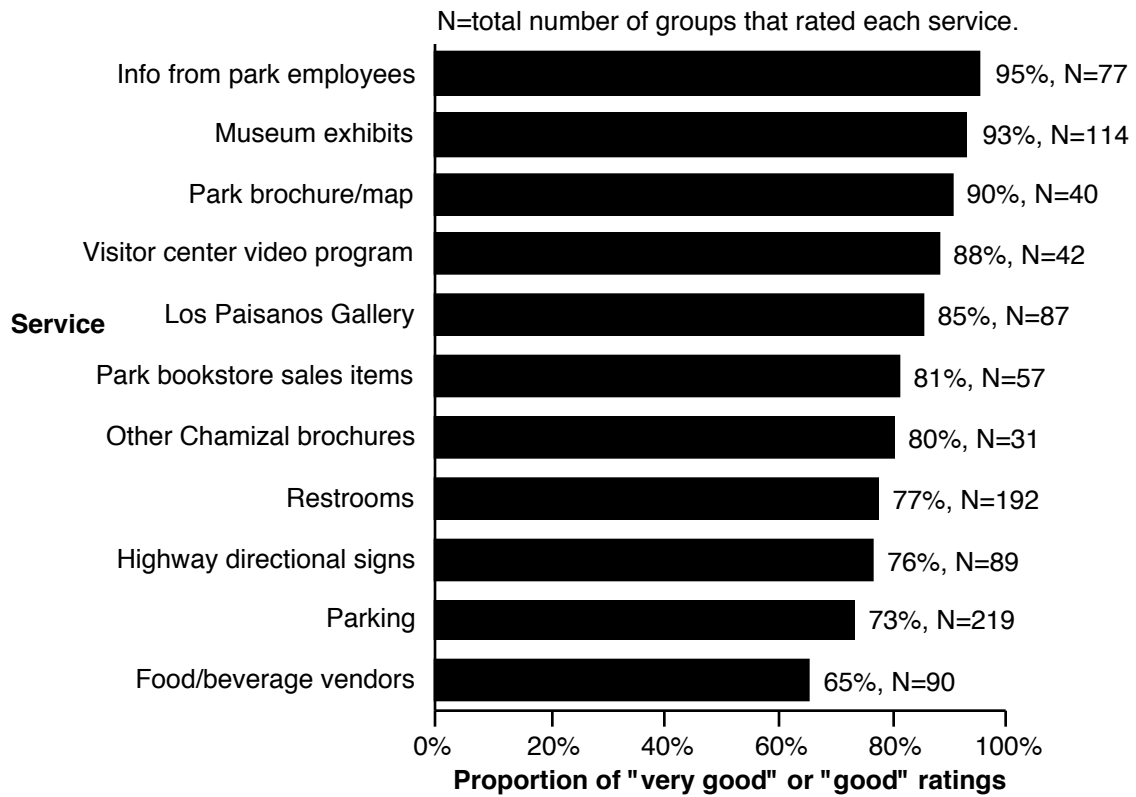


Figure 41: Combined proportions of “very good” or “good” quality ratings for services and facilities

Were visits discouraged?

Visitor groups were asked to indicate whether there was anything that had discouraged them from visiting Chamizal in the past. Seventy-one percent of the groups indicated that nothing had discouraged them from visiting, 27% reported that something had discouraged a visit to the memorial in the past and 2% of the groups were not sure (see Figure 42). Visitor groups were also asked to list the reasons that they were discouraged from visiting the memorial. As is shown by Table 7, the most common reasons were parking, large crowds, weather and location or neighborhood.

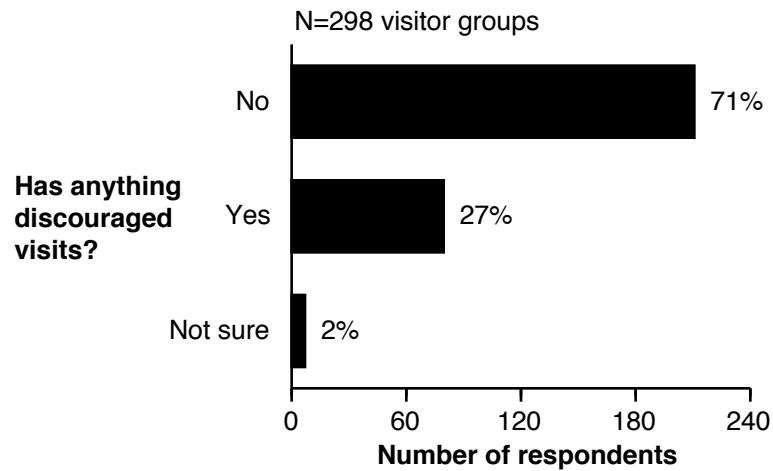


Figure 42: Has anything discouraged visits?

Table 7: Things that discouraged visits

N=104 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Parking	19
Large crowds	10
Weather	8
Location or neighborhood	7
Large number of youth	4
Smoke from grills	4
Close to border	3
Traffic	3
Limited seating	3
Difficult access or exit	3
Didn't think it would be safe	3
Hard to locate	3
Rude personnel	2
Concerts are held too late on Sunday	2
Gang activity	2
Noisy audience	2
Not enough restrooms	2
Not our type of music	2
Lack of picnic areas or grills	2
Too much Mexican music	2
Long walk to park facilities	2
Other comments	16

Performing arts arena

Chamizal National Memorial is planning to build a new performing arts arena at some point in the future. Events to be held at the new arena might include charreada, rodeo, equestrian dressage, music, dance and working dog demonstrations. Visitor groups were asked whether they would be likely to attend events at the facility when it is built. Eighty percent of the groups indicated that it was likely that they would attend events, 7% reported that it was unlikely that they would attend and 13% were not sure (see Figure 43). Visitor groups were also asked for their opinions of the proposed facility. As is shown by Table 8, the most frequently stated opinions were that it is a good idea, that El Paso needs more facilities and that the more events the better.

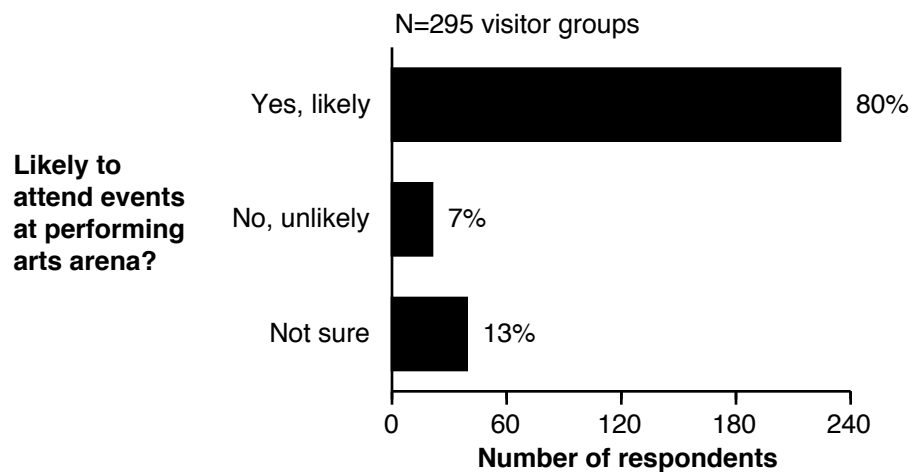


Figure 43: Likely to attend events at performing arts arena?

Table 8: Opinion of proposed performing arts arena

N=300 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Good idea	163
El Paso needs more facilities	36
The more events the better	11
More concerts	7
Need more parking	7
Interested in charreada and rodeo	5
Against charreada and rodeo	5
Keep it outdoorsy	4
Chance to improve variety of events	4
Interested in dog demonstrations	4
Already have a facility where this could take place	4
Who is paying for new facility?	4
Use it year round	4
Need more restrooms	3
Art	3
Would bring people from other places	3
Opportunity to do something new with family and friends	2
More children's programs	2
Hope it works out	2
Don't compete with civic center events	2
Interested in dance	2
Keep prices low	2
Provide a roof	2
Increase seating	2
Other comments	17

Preferred programs, exhibits and events

Visitor groups were asked to indicate the types of programs, exhibits, and events they would like to see on a future visit to Chamizal National Memorial. As is shown by Table 9, the most common responses were music programs or concerts, theater or plays, and pleased with current program offerings.

Table 9: Preferred programs, exhibits and events

N=364 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
More music programs/concerts	54
More theater/plays	48
Pleased with current programs	27
Arts and culture events	25
Outdoor events and performances	21
Latin Music	14
Dance	11
Children's programs or events	7
National artists and groups	7
International music or dance	7
More classical music	7
Multi-cultural events or programs	7
Family events or programs	6
Music Under the Stars	6
More festivals or fairs	6
Arts and crafts	6
Opera	5
Charreada	5
Rodeo	5
More dramas	4
Musical plays	4
Folk festival	4
Educational programs	4
History programs or events	4
More entertainment or shows	3
Jazz	3
More American music	3
Acceptable to charge admission to make expenses	3
Country music	3
Folkloric dances or performances	3

Comment	Number of times mentioned
Science exhibits	2
Tex-mex music	2
More singing groups	2
Just more	2
More local talent	2
Native American dance	2
More interpretation by rangers	2
Better or cheaper vendors	2
Clean-up days	2
Latin dance	2
Movies or slide shows	2
Touring theater groups	2
Music Under Stars in spring and fall also	2
Border Festival	2
Other comments	24

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at Chamizal National Memorial during this visit. The majority of visitor groups (97%) rated services as "very good" or "good" (see Figure 44). Only one visitor group (less than 1% of respondents) rated services as "very poor."

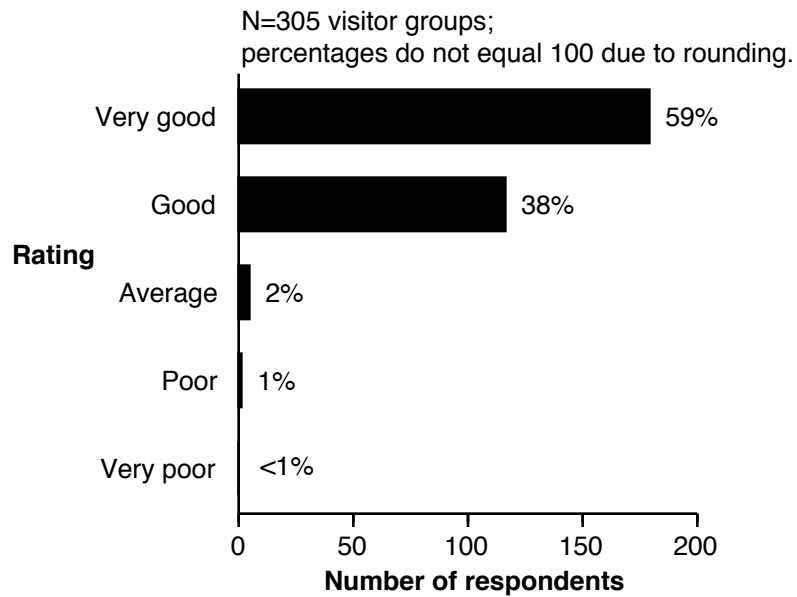


Figure 44: Overall quality of visitor services

Visitor groups were asked "What did you and your group like most about your visit to Chamizal National Memorial?" Ninety-two percent of visitor groups (291 groups) responded to this question. A summary of their responses is listed below and in the appendix.

What visitors liked most

Table 10: Visitor likes

N=480 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly and helpful staff	28
Well staffed	5
ARTS AND ENTERTAINMENT	
The performance or show	27
Music	13
Variety and quality of entertainment	12
Theater performance	9
Wizard of Oz	9
Outdoor entertainment	9
Art	8
Los Paisanos Gallery	7
Outdoor concerts	5
Symphony	4
Music Under the Stars	3
Variety of music	3
Dance programs	2
Murals	2
INTERPRETIVE SERVICES	
Museum	6
Video	5
Presentation of history	4
Interesting and educational	4
Exhibits	3
Bookstore	2
Other comments	1

FACILITIES AND MAINTENANCE

Park is clean	50
Theater	20
Well-maintained grounds	19
Green grass	12
Nice facilities	9
Picnic area	7
Landscaping	6
Shaded areas	4
Site organization	4
Facilities are accessible	4
Well-kept park	4
Variety of activities	3
Other comments	5

POLICIES

Security and safety	25
It's low-cost or free	7
Alcohol is allowed	2
Other comments	3

RESOURCE MANAGEMENT

Trees	3
Other comments	2

CONCESSIONS

Comment	1
---------	---

GENERAL IMPRESSIONS

Atmosphere	22
Quiet and peaceful	17
Everything	13
Open space	10
Enjoyed visit	8
Family atmosphere	7
Scenery	6
Good weather	6
Seeing people enjoy themselves	5
Setting	4
Open air	3
Spending time with family and friends	3
Feeling of togetherness	2
Close to home	2
Other comments	11

Visitor groups were asked "What did you and your group like least about your visit to Chamizal National Memorial?" Sixty-three percent of visitor groups (197 groups) responded to this question. A summary of their responses is listed below and in the appendix.

What visitors liked least

Table 11: Visitor dislikes

N=216 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rude personnel	3
Other comments	2
ARTS AND ENTERTAINMENT	
Noisy crowd	4
Didn't like music or performance	3
Large crowds	2
Waiting for show or performance	2
Other comments	4
INTERPRETIVE SERVICES	
Not enough information provided	4
Limited bookstore selection	2
Other comments	3
FACILITIES AND MAINTENANCE	
Parking	20
Long walk from parking area	7
Not enough restrooms	7
Dirt parking area	6
Not enough shade	5
Long line for bathroom	4
Portable restrooms	4
Restrooms	3
Restroom maintenance	3
Too far to walk to restrooms or port-a-potties	3
People who litter	2
Not enough handicapped parking	2
Need more picnic tables	2
Outdoor toilets should be marked for men and women	2
Poor sound quality	2
Other comments	13

Comment	Number of times mentioned
POLICIES	
Smoke from grills	6
Pets	5
Grills and/or ballgames within concert bowl	3
Alcohol consumption	3
People smoking nearby	2
Too much soliciting	2
Other comments	6
RESOURCE MANAGEMENT	
Bugs	7
Not enough trees	4
CONCESSIONS	
Lack of food vendors	5
Other comments	2
GENERAL IMPRESSIONS	
Nothing	39
Enjoyed visit	3
Standing in line	3
Driving there	2
Other comments	10

Visitor groups were asked "If you were a manager planning for the future of Chamizal National Memorial, what would you propose? Please be specific." Sixty-four percent of visitor groups (203 groups) responded to this question. A summary of their responses is listed below and in the appendix.

Planning for the future

Table 12: Planning for the future

N=402 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
ARTS AND ENTERTAINMENT	
More events and programs	24
More music programs/concerts	17
More theater/plays	16
Cultural and multi-cultural events	9
More art	8
Continue Music Under the Stars	5
Big name groups	5
Children's programs	4
Extend performance season	4
More outdoor events	4
Extend or expand Music Under the Stars series	3
Improve quality of events and programs	3
More American music	3
More family shows and activities	3
More space for performers	2
Enjoy the Border Folk Festival	2
Festivals	2
More fireworks	2
Rod run/auto show	2
Continue to provide a variety of entertainment	2
Big band music	2
Plan events to appeal to everyone	2
More festivals	2
More non-Latin concerts	2
Arts and crafts	2
Other comments	13

Comment	Number of times mentioned
INTERPRETIVE SERVICES	
Cultural interpretation	4
More history	4
More exhibits	4
Guided tours	2
Educate youth about local history	2
Video or slide presentations	2
Education about nature and ecology	2
More information	2
Other comments	4
FACILITIES AND MAINTENANCE	
More parking	12
More restrooms	8
Pave parking lot	7
Keep park maintained	6
More seating	5
Playground	5
Make it more accessible	5
More water fountains	4
Covered outdoor stage	4
Improve traffic flow into and out of park	4
Picnic tables	4
Improve sound system	3
Enlarge concert and dance area	3
Walking and jogging trails	3
Volleyball nets	3
More outdoor restrooms	3
Enlarge or build new events center	3
Shuttles from parking lot	3
Improve parking area	2
More park entrances	2
Recreational facilities (horseshoes, volleyball, etc.)	2
Ballfields	2
Petting zoo	2
More facilities	2
More decks in different parts of park	2
Improve or expand facilities	2
Other comments	19

Comment	Number of times mentioned
POLICIES	
Advertise events more/further in advance	12
Increase security	7
Maintain security	6
More fundraising activities	5
Encourage local public involvement	5
Promote park more	4
Keep prices low	2
Joint activities between U.S. and Mexico	2
OK to charge fee for performances	2
Other comments	9
RESOURCE MANAGEMENT	
More trees	9
More plants	2
Other comments	5
CONCESSIONS	
Permanent concession facility	3
Equipment or chair rental	2
Other comments	3
GENERAL IMPRESSIONS	
Continue doing what you've been doing	8
Doing a good job	7
Everything is fine	2
Helps build community	2
Big plus for El Paso	2
Expanded events will attract people	2
Brings culture to El Paso	2
Other comments	9

**Comment
summary**

Sixty percent of visitor groups (173 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Chamizal National Memorial 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.

Table 13: Additional comments

N=357 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff helpful	12
Staff friendly	10
Staff courteous	7
Staff knowledgeable	3
Other comments	3
ARTS AND ENTERTAINMENT	
Enjoy performances	16
Enjoy Music Under the Stars series	5
Increase number of activities	5
Should have longer performance season	4
Enjoy variety of entertainment	3
Keep improving quality of events	3
Charreada and rodeo are cruel to animals	2
Art exhibits are good	2
Technical problems during performance	2
More student presentations	2
Other comments	9
INTERPRETIVE SERVICES	
Enjoyed the museum and exhibits	5
Expand bookstore	2
Other comments	8

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE	
Clean	10
Pleased with facilities	6
Well-maintained	6
Improve the facilities	6
Nice landscaping	4
Provide more seating	3
Grounds are well kept	3
Provide more parking	2
Enlarge dance area	2
Good traffic control	2
Other comments	6
POLICIES	
Safe	12
Comments about alcohol	3
Visible employees and security make people feel safe	2
Shouldn't allow pets	2
Nice that it's low or no cost	2
Comments about entrance fees	2
Other comments	7
RESOURCE MANAGEMENT	
Open spaces are nice	3
Other comments	2
CONCESSIONS	
Comment	1

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Enjoyed it	57
Thank you	23
Keep up the good work	17
Pleasant and relaxing atmosphere	10
Always have fun	8
Beautiful	7
We will return	5
Everything is fine	4
One of the nicest parks in the area	4
El Paso benefits from the park	4
Very impressed	3
Enjoy the family atmosphere	3
Like to bring out of town friends	2
Maintain it for the future	2
You've done a good job	2
Park is looking good or better	2
Superintendent Sontag's efforts are appreciated	2
Good luck	2
Other comments	11

Chamizal National Memorial Additional Analysis

The Visitor Services Project (VSP) staff offers 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.

- | | | |
|---|---------------------------------|---|
| • Sources of information | | • Number of visits past year |
| • Hours spent | • Group size | • Number of visits past five years |
| • Activities | • Group type | • Visitor service use |
| • Primary purposes of Chamizal | • With school/educational group | • Visitor service importance |
| • Reasons for visiting | • Age | • Visitor service quality |
| • Border parks visited | • State of residence | • Have visits been discouraged |
| • Border park info sources | • Country of residence | • Overall quality rating |
| • Awareness of cooperative border park programs | | • Likely attendance at performing arts center |

Database

A database has been developed which contains all the VSP visitor study results from 1988 through the present. The database became 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 will 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 from studies held at NPS sites across the nation, with those within a specific region or type of NPS site, or with those that meet criteria that are of importance to you as a park manager, researcher or other interested party.

Phone/send requests to:

**Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133**

**Phone: 208-885-2819
FAX: 208-885-4261
cc:Mail: VSP Database NP- -PNR
e-mail: vspdatabase@uidaho.edu**

QUESTIONNAIRE

Chamizal National Memorial

Visitor Study

Summer 1996

Appendix

Report 89

Visitor Services Project
Cooperative Park Studies Unit

Chamizal National Memorial

Visitor Study

Summer 1996

Appendix

Chris Wall

Visitor Services Project
Report 89

April 1997

This volume contains a summary of visitors' comments for Questions 5b, 6b, 8b, 14b, 16b, 17a, 17b, 18, 19 and 20. The summary is followed by their unedited comments.

Chris Wall is a VSP Research Associate based at the Cooperative Park Studies Unit, University of Idaho. We thank the staff of Chamizal National Memorial 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.

Planning for future of border parks

N=238 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Advertise more	23
Provide activities and entertainment	18
Cultural events	10
More picnic areas or tables	10
Coordination of programs	9
More shaded areas	9
Continue to protect parks	9
Keep them clean	8
Maintain security	7
Parks/facilities should be well-maintained	7
Community involvement	6
Doing a good job	6
More restrooms	5
Expand buildings and facilities	5
Playground	5
Improve landscaping	5
Improve access	4
Expand park	4
Programs for youth	4
OK as is	4
Facilities and activities similar to those at Chamizal	4
Promote cultural understanding	4
More activities such as volleyball, etc.	4
More trails	4
Improve parking	4
More water fountains	3
Provide family activities	3
Swimming facilities	3
Conduct holiday programming	3
Bike trails	3
Flyers listing activities/programs	2
Facilities and activities for families	2
Better bathrooms	2
Emphasize nature/ecology education	2
Camping or cabins for overnight stays	2
Keep prices low	2
More parking	2
Provide park staff	2
Tours	2
Good roads	2
Other comments	25

Preferred sources for border park information in future

N=315 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Newspaper	75
Television	55
Mail	44
Radio	22
Magazine	18
Word of mouth	15
Tourist information center	11
Brochures	8
Advertisements	8
Previous visits	7
Other national park visitor centers	6
Mailing list	6
Internet	5
Event calendars	4
Travel agent	3
Present information is satisfactory	3
Newsletter	3
No preference	3
Travel guide/tour book	2
All of the sources listed in number 6a in questionnaire	2
Books or magazines	2
Contact park or park service	2
News	2
Other comments	9

Opinion of border park cooperative programs

N=35 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Good idea	12
Good for border relations	3
Need more cooperation between U.S. and Mexico	3
Activities are enjoyable	3
Have no opinions	3
Not interested	2
Does funding for border parks come from both countries?	2
Other comments	7

Things that discouraged visits

N=104 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Parking	19
Large crowds	10
Weather	8
Location or neighborhood	7
Large number of youth	4
Smoke from grills	4
Close to border	3
Traffic	3
Limited seating	3
Difficult access or exit	3
Didn't think it would be safe	3
Hard to locate	3
Rude personnel	2
Concerts are held too late on Sunday	2
Gang activity	2
Noisy audience	2
Not enough restrooms	2
Not our type of music	2
Lack of picnic areas or grills	2
Too much Mexican music	2
Long walk to park facilities	2
Other comments	16

Preferred programs, exhibits and events

N=364 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
More music programs/concerts	54
More theater/plays	48
Pleased with current programs	27
Arts and culture events	25
Outdoor events and performances	21
Latin Music	14
Dance	11
Children's programs or events	7
National artists and groups	7
International music or dance	7
More classical music	7
Multi-cultural events or programs	7
Family events or programs	6
Music Under the Stars	6
More festivals or fairs	6
Arts and crafts	6
Opera	5
Charreada	5
Rodeo	5
More dramas	4
Musical plays	4
Folk festival	4
Educational programs	4
History programs or events	4
More entertainment or shows	3
Jazz	3
More American music	3
Acceptable to charge admission to make expenses	3
Country music	3
Folkloric dances or performances	3
Science exhibits	2
Tex-mex music	2
More singing groups	2
Just more	2
More local talent	2
Native American dance	2
More interpretation by rangers	2
Better or cheaper vendors	2
Clean-up days	2
Latin dance	2
Movies or slide shows	2
Touring theater groups	2
Music Under Stars in spring and fall also	2
Border Festival	2
Other comments	24

Opinion of proposed performing arts arena

N=300 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Good idea	163
El Paso needs more facilities	36
The more events the better	11
More concerts	7
Need more parking	7
Interested in charreada and rodeo	5
Against charreada and rodeo	5
Keep it outdoorsy	4
Chance to improve variety of events	4
Interested in dog demonstrations	4
Already have a facility where this could take place	4
Who is paying for new facility?	4
Use it year round	4
Need more restrooms	3
Art	3
Would bring people from other places	3
Opportunity to do something new with family and friends	2
More children's programs	2
Hope it works out	2
Don't compete with civic center events	2
Interested in dance	2
Keep prices low	2
Provide a roof	2
Increase seating	2
Other comments	17

Visitor likes

N=480 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly and helpful staff	28
Well staffed	5
ARTS AND ENTERTAINMENT	
The performance or show	27
Music	13
Variety and quality of entertainment	12
Theater performance	9
Wizard of Oz	9
Outdoor entertainment	9
Art	8
Los Paisanos Gallery	7
Outdoor concerts	5
Symphony	4
Music Under the Stars	3
Variety of music	3
Dance programs	2
Murals	2
INTERPRETIVE SERVICES	
Museum	6
Video	5
Presentation of history	4
Interesting and educational	4
Exhibits	3
Bookstore	2
Other comments	1
FACILITIES AND MAINTENANCE	
Park is clean	50
Theater	20
Well-maintained grounds	19
Green grass	12
Nice facilities	9
Picnic area	7
Landscaping	6
Shaded areas	4
Site organization	4
Facilities are accessible	4
Well-kept park	4
Variety of activities	3
Other comments	5

Comment	Number of times mentioned
POLICIES	
Security and safety	25
It's low-cost or free	7
Alcohol is allowed	2
Other comments	3
RESOURCE MANAGEMENT	
Trees	3
Other comments	2
CONCESSIONS	
Comment	1
GENERAL IMPRESSIONS	
Atmosphere	22
Quiet and peaceful	17
Everything	13
Open space	10
Enjoyed visit	8
Family atmosphere	7
Scenery	6
Good weather	6
Seeing people enjoy themselves	5
Setting	4
Open air	3
Spending time with family and friends	3
Feeling of togetherness	2
Close to home	2
Other comments	11

Visitor dislikes

N=216 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rude personnel	3
Other comments	2
ARTS AND ENTERTAINMENT	
Noisy crowd	4
Didn't like music or performance	3
Large crowds	2
Waiting for show or performance	2
Other comments	4
INTERPRETIVE SERVICES	
Not enough information provided	4
Limited bookstore selection	2
Other comments	3
FACILITIES AND MAINTENANCE	
Parking	20
Long walk from parking area	7
Not enough restrooms	7
Dirt parking area	6
Not enough shade	5
Long line for bathroom	4
Portable restrooms	4
Restrooms	3
Restroom maintenance	3
Too far to walk to restrooms or port-a-potties	3
People who litter	2
Not enough handicapped parking	2
Need more picnic tables	2
Outdoor toilets should be marked for men and women	2
Poor sound quality	2
Other comments	13

Comment	Number of times mentioned
POLICIES	
Smoke from grills	6
Pets	5
Grills and/or ballgames within concert bowl	3
Alcohol consumption	3
People smoking nearby	2
Too much soliciting	2
Other comments	6
RESOURCE MANAGEMENT	
Bugs	7
Not enough trees	4
CONCESSIONS	
Lack of food vendors	5
Other comments	2
GENERAL IMPRESSIONS	
Nothing	39
Enjoyed visit	3
Standing in line	3
Driving there	2
Other comments	10

Planning for the future
N=402 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
ARTS AND ENTERTAINMENT	
More events and programs	24
More music programs/concerts	17
More theater/plays	16
Cultural and multi-cultural events	9
More art	8
Continue Music Under the Stars	5
Big name groups	5
Children's programs	4
Extend performance season	4
More outdoor events	4
Extend or expand Music Under the Stars series	3
Improve quality of events and programs	3
More American music	3
More family shows and activities	3
More space for performers	2
Enjoy the Border Folk Festival	2
Festivals	2
More fireworks	2
Rod run/auto show	2
Continue to provide a variety of entertainment	2
Big band music	2
Plan events to appeal to everyone	2
More festivals	2
More non-Latin concerts	2
Arts and crafts	2
Other comments	13
INTERPRETIVE SERVICES	
Cultural interpretation	4
More history	4
More exhibits	4
Guided tours	2
Educate youth about local history	2
Video or slide presentations	2
Education about nature and ecology	2
More information	2
Other comments	4

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE	
More parking	12
More restrooms	8
Pave parking lot	7
Keep park maintained	6
More seating	5
Playground	5
Make it more accessible	5
More water fountains	4
Covered outdoor stage	4
Improve traffic flow into and out of park	4
Picnic tables	4
Improve sound system	3
Enlarge concert and dance area	3
Walking and jogging trails	3
Volleyball nets	3
More outdoor restrooms	3
Enlarge or build new events center	3
Shuttles from parking lot	3
Improve parking area	2
More park entrances	2
Recreational facilities (horseshoes, volleyball, etc.)	2
Ballfields	2
Petting zoo	2
More facilities	2
More decks in different parts of park	2
Improve or expand facilities	2
Other comments	19
POLICIES	
Advertise events more/further in advance	12
Increase security	7
Maintain security	6
More fundraising activities	5
Encourage local public involvement	5
Promote park more	4
Keep prices low	2
Joint activities between U.S. and Mexico	2
OK to charge fee for performances	2
Other comments	9
RESOURCE MANAGEMENT	
More trees	9
More plants	2
Other comments	5

Comment	Number of times mentioned
CONCESSIONS	
Permanent concession facility	3
Equipment or chair rental	2
Other comments	3
GENERAL IMPRESSIONS	
Continue doing what you've been doing	8
Doing a good job	7
Everything is fine	2
Helps build community	2
Big plus for El Paso	2
Expanded events will attract people	2
Brings culture to El Paso	2
Other comments	9

Summary of additional visitor comments

N=357 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff helpful	12
Staff friendly	10
Staff courteous	7
Staff knowledgeable	3
Other comments	3
ARTS AND ENTERTAINMENT	
Enjoy performances	16
Enjoy Music Under the Stars series	5
Increase number of activities	5
Should have longer performance season	4
Enjoy variety of entertainment	3
Keep improving quality of events	3
Charreada and rodeo are cruel to animals	2
Art exhibits are good	2
Technical problems during performance	2
More student presentations	2
Other comments	9
INTERPRETIVE SERVICES	
Enjoyed the museum and exhibits	5
Expand bookstore	2
Other comments	8
FACILITIES AND MAINTENANCE	
Clean	10
Pleased with facilities	6
Well-maintained	6
Improve the facilities	6
Nice landscaping	4
Provide more seating	3
Grounds are well kept	3
Provide more parking	2
Enlarge dance area	2
Good traffic control	2
Other comments	6

Comment	Number of times mentioned
POLICIES	
Safe	12
Comments about alcohol	3
Visible employees and security make people feel safe	2
Shouldn't allow pets	2
Nice that it's low or no cost	2
Comments about entrance fees	2
Other comments	7
RESOURCE MANAGEMENT	
Open spaces are nice	3
Other comments	2
CONCESSIONS	
Comment	1
GENERAL IMPRESSIONS	
Enjoyed it	57
Thank you	23
Keep up the good work	17
Pleasant and relaxing atmosphere	10
Always have fun	8
Beautiful	7
We will return	5
Everything is fine	4
One of the nicest parks in the area	4
El Paso benefits from the park	4
Very impressed	3
Enjoy the family atmosphere	3
Like to bring out of town friends	2
Maintain it for the future	2
You've done a good job	2
Park is looking good or better	2
Superintendent Sontag's efforts are appreciated	2
Good luck	2
Other comments	11
