

Visitor Services Project
San Juan National Historic Site
Report Summary

- This report describes the results of a visitor study at San Juan National Historic Site during February 21-27, 1999. A total of 922 questionnaires (752 English and 170 Spanish) were distributed to visitors. Visitors returned 651 questionnaires (563 English and 88 Spanish) for a 70.6% response rate (74.9% English and 51.7% Spanish).
- This report profiles San Juan National Historic Site visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Fifty percent of the visitor groups were family groups; 21% were in groups of friends. Forty-three percent of visitor groups were groups of two. Forty-five percent of visitors were aged 36-55. The most common languages visitors spoke included English (68%) and Spanish (16%). One-third (33%) of the visitors were part of a tour group. About one-third (31%) arrived at Puerto Rico in a cruise ship.
- United States visitors were from Puerto Rico (12%), New York (10%), California (5%), and 42 other states. International visitors comprised 11% of San Juan NHS visitors, with most of those from Canada (34%), England (27%), and Spain (6%).
- Over three-fourths of visitors (78%) were making their first visit to San Juan NHS. Seventy-nine percent spent one or two hours at the national historic site.
- About two-thirds of the groups (67%) were not aware that the site is managed by the National Park Service. Visitors relied on travel guides/tour books (31%), friends and relatives (21%) and previous visits (19%) as a source of information about the park.
- Seventy-five percent of visitor groups indicated that learning about the forts' history was a primary reason for visiting. Another 21% reported that showing the forts to friend/relatives was a primary reason for the visit.
- The most commonly visited sites in San Juan NHS were El Morro (78%), San Cristóbal (60%), the City Wall (59%) and the Esplanade (52%). Almost one-half of the visitors (46%) walked to reach San Juan NHS, while 32% took a private vehicle and 20% took a taxi.
- 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 the 556 groups that answered the question were the restrooms (70%), brochure/map (65%) and park directional signs (60%). According to visitors, the most important services were restrooms (90% of 359 respondents), self-guided tour maps (83% of 174 respondents), assistance from ranger staff (82% of 177), and video programs (82% of 93). The highest quality services were assistance from ranger staff (86% of 164 respondents) and the restrooms (81% of 352 respondents). It should be noted that ranger-led talks and tours were not rated by enough people to provide reliable data.
- Most visitors felt the current entrance fees charged for children (under age 12—free, ages 13-17—\$1); adults (\$2); adults 62 or older (\$1) are "about right."
- The subjects visitors would prefer to learn about on a future visit included soldier's life in the forts (79%), architecture/construction (73%), and the forts' role in Puerto Rican history. Over one-half of the visitors (62%) would prefer to learn about San Juan NHS through a ranger-led walking tour.
- Eighty-two percent of visitor groups rated the overall quality of visitor services at San Juan National Historic Site as "very good" or "good." Visitors made many additional comments about their visits.

For more information about the Visitor Services Project, please contact the
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