

Executive Summary

- This report describes the results of a visitor study at San Juan National Historic Site (NHS) during February 21-27, 2010. A total of 951 questionnaires including 799 in English and 152 in Spanish were distributed to visitor groups. Of those, 449 English (56%) and 44 Spanish (29%) were returned, resulting in 493 questionnaires returned, an overall 51.8% response rate.
- This report profiles a systematic random sample of San Juan NHS visitors. Most results are presented in graphs and frequency tables.
- Forty-six percent of visitor groups were in groups of two and 24% were in groups of three or four. Fifty-seven percent of visitor groups were in family groups.
- United States visitors comprised 86% of total visitation during the survey period, with 12% from Puerto Rico and smaller proportions from 45 states and Washington, D.C. International visitors comprised 14% of total visitation during the survey period and were from 19 countries.
- Eighty-six percent of visitors were visiting the park for the first time and 8% had visited two times.
- Forty-one percent of visitors were ages 46-65 years, 8% were ages 15 years or younger, and 11% were ages 66 or older. Eighty-eight percent of respondents reported English as their preferred language for speaking and reading.
- Most visitor groups (69%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through friends/relatives/word of mouth (46%), and most (84%) received the information they needed. To obtain information for a future visit, 60% of visitor groups would use the park website.
- The primary reason that most visitor groups visited the park was to learn about the history of the fortifications (60%).
- Seventy-two percent of visitor groups used an airplane as the form of transportation to arrive on the island of Puerto Rico and 46% of visitor groups walked to access San Juan National Historic Site.
- The average length of visit was 2.1 hours. Of those that visited on more than one day, 87% visited on two days.
- The most commonly visited sites by visitor groups were El Morro (74%), San Cristobal (67%), and City Wall (63%).
- The most common activities were viewing outdoor exhibits (76%), viewing indoor exhibits (74%), and visiting/touring fortifications (71%).
- The visitor services and facilities most commonly used by visitor groups were exhibits inside fortifications (77%) and directional signs on fortification grounds (74%). The service/facility that received the highest combined proportion of “extremely important” and “very important” ratings was the restrooms (92%, N=291). The service/facility that received the highest combined proportion of “very good” and “good” quality ratings was the fortification tour (97%, N=30).
- Eighty-eight percent of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.