Visitor Services Project
San Antonio Missions National Historical Park

Report Summary

• This report describes the results of a visitor study at San Antonio Missions National Historical Park during April 6-12, 1994. A total of 537 questionnaires were distributed and 401 returned, a 75% response rate.

• This report profiles San Antonio Missions visitors. A separate appendix has visitors’ comments about their visit; this report and the appendix contain a comment summary.

• Visitors were often in family groups (61%). Groups often consisted of two people (46%); one-third were three or four people (33%). The most common visitor ages were 46-70 years old (49%), 31-45 years old (21%) and 15 years or younger (12%). Most (83%) were first time visitors to the park. International visitors comprised 8% of all visitors. Thirty percent of international visitors came from Germany, 18% from Canada and 17% from the United Kingdom. United States visitors came from Texas (44%) and 42 other states. Most visitors (97%) speak English at home; 16% speak Spanish.

• Common activities for visitors were taking photographs, painting or drawing (77%), shopping at the park bookstore (44%) and shopping at the park gift shop (42%). Sixty-six percent of the visitors stayed two to four hours during their visit.

• A majority of visitors (54%) were not aware that San Antonio Missions is a National Park Service site. More than half the visitors (56%) planned to visit all four missions and half of the visitors (50%) actually visited all four missions. Many visitors cited lack of time as the reason they were unable to visit all four missions.

• The most visited sites in and around San Antonio Missions were San Jose Mission (84%), Mission Concepción (73%), the Alamo (72%), the River Walk (66%), Mission San Juan (65%) and Mission Espada (60%). Visitors often went first to the Alamo and River Walk.

• Private vehicles (82%) were the most often used form of transportation to get to the sites in San Antonio Missions. Travel guides and tour books (36%) were the most used source of information about the park. As the reason for visiting, most visitors (83%) cited learning about history and culture. History and architecture are the educational program subjects visitors said they would most like to hear about in the future.

• The most used services were the park brochure/map (79%) and historical exhibits and signs (73%). The most important services were the historical exhibits and signs, road directional signs and park brochure/map. The highest quality services were assistance from park employees, park brochure/map and ranger-led programs.

• Most visitors (88%) did not have difficulty locating the park. Those who had difficulty mentioned unclear road signs or lack of signs as the main reasons.

• Most visitor groups (85%) had at least some members who did not live in San Antonio. Groups with non-residents were asked to estimate their expenditures in San Antonio during this visit. Most (60%) estimated their total expenditures as $251 or more. The average visitor group expenditure during the visit was $581; the average per capita expenditure was $213.

• Visitors made many additional comments.

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