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**Visitor Services Project**  
**San Francisco Maritime National Historical Park**  
**Report Summary**

- This report describes part of the results of a visitor study at San Francisco Maritime National Historical Park (Hyde Street Pier/ Maritime Museum) during August 19-26, 1995. A total of 825 questionnaires were distributed. Visitors returned 578 questionnaires for a 70% response rate.
- This report profiles San Francisco Maritime visitors who visited the Hyde Street Pier/ Maritime Museum. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Seventy-two percent of the visitors were in family groups. Forty-four percent of San Francisco Maritime visitors were in groups of two. Many visitors (40%) were aged 31-50 and 23% were aged 15 years or younger.
- Among San Francisco Maritime visitors, 18% were international visitors. One-fourth (25%) of those visitors were from Germany, 18% from the United Kingdom and 14% from France. United States visitors were from California (53%), New York (5%), Washington (4%) and 41 other states.
- In the past year, most visitors (92%) had visited once. When asked how often they had visiting during the past five years, most (83%) were visiting for the first time.
- Most visitors (78%) were not aware that Hyde Street Pier and the Maritime Museum are part of San Francisco Maritime National Historical Park.
- Many Hyde Street Pier visitors (83%) stayed one to two hours. Common activities on the Hyde Street Pier were visiting the historic ships (71%) and taking photographs (55%). Most visitors (88%) felt the Hyde Street Pier admission fee was "about right."
- At the Maritime Museum, 77% of the visitors stayed for an hour. The most common activities were visiting the first floor (64%), visiting the second floor (54%) and visiting the steamship room (46%).
- Over one-third of the visitors (36%) did not receive any information about San Francisco Maritime prior to their visit. Others relied on previous visits, travel guides/ tour books or area signs to learn about the park. Their reasons for visiting. were to board the historic ships and to learn maritime history.
- The forms of transportation that visitors used to get to the park were walking (52%) and private vehicles (49%).
- The most used visitor services were the historic ships (71%), restrooms (64%), educational signs and museum exhibits (each 58%). According to visitors, the most important services were the historic ships (83%), educational signs (82%) and restrooms (82%). The service receiving the highest proportion of "not important" ratings was museum exhibits (10%). The best quality services were ranger-led tours (84%), historic ships (83%), staff assistance (83%), and educational signs (82%). The services with the highest "very poor" quality rating was the historic ships (9%)
- Most visitors (94%) rated the overall quality of services in the park as "good" or "very good." Visitors made many additional comments.

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