
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. |
|---|
