
Visitor Services Project USS Arizona Memorial Report Summary

- This report describes the results of a visitor study at USS Arizona Memorial during June 24-30, 2000. A total of 700 questionnaires were distributed to visitors. Visitors returned 468 questionnaires for a 66.8% response rate.
 - This report profiles USS Arizona Memorial visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
 - Over one-half (65%) of the visitor groups were family groups. Thirty-four percent of visitor groups were groups of two; 33% were in groups of three or four. Forty-seven percent of visitors were aged 36-60 years, while 13% were aged 15 years or younger.
 - Most visitors (63%) had not visited the USS Arizona Memorial in the last five years. Forty-two percent spent between seven and ten days on the Hawaiian Islands. Sixty-one percent of visitor groups spent between three and seven days on Oahu. Most of the visitor groups (62%) spent between 2 and 3 hours at the Memorial.
 - United States visitors were from California (16%), with Hawaii, Illinois, Texas, and Colorado each reporting 4% of visitors. Twenty percent of all visitors were international: 42% percent were from Japan and another 18% were from England. English (91%), Japanese (10%) and Spanish (9%) were the most common languages read and spoken fluently by visitor groups.
 - The sources of information most used by visitor groups were word of mouth/ friends/ relatives (43%), travel guide/tour book (39%), and previous visits (26%).
 - On this trip, the most commonly visited nearby sites were the Dole Plantation (38%), Polynesian Cultural Center (37%), Battleship Missouri (35%), USS Bowfin submarine exhibit (31%), and the National Memorial Cemetery of the Pacific (30%).
 - Visitors were asked to rate the importance and quality of park information services they used at USS Arizona Memorial. With 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 most used information service was the movie on Pearl Harbor attack (81%). The services that received the highest "extremely important" or "very important" ratings were the movie on the Pearl Harbor attack (95%) and the shuttle boat service (94%). Those services rated the highest quality of "very good" or "good" were the movie on the Pearl Harbor attack (97%), Navy shuttle boat service (93%) and assistance from park staff (90%).
 - The facility most used by 406 visitor groups was the restrooms (86%). According to visitors, the most important facilities were the restrooms (93% of 336 respondents) and parking lots (91% of 250 respondents). The highest quality facilities were the parking lots (76% of 207 respondents) and restrooms (70% of 328 respondents).
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- Visitors were asked their perceptions of crowding at the USS Arizona Memorial. Thirty-six percent said that they felt “crowded” while 30% reported they felt “extremely” or “very” crowded.
 - The average visitor group expenditure was \$54. The average per capita expenditure was \$16. The median visitor group expenditure (50% of groups spent more, 50% spent less) was \$22.
 - Eighty-seven percent (87%) of visitor groups rated the overall quality of visitor services at USS Arizona Memorial as "very good" or "good." Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the
University of Idaho Cooperative Park Studies Unit; phone (208) 885-7863.