

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

- This report describes the results of a visitor study at San Francisco Maritime National Historical Park (NHP) during May 24-30, 2005. A total of 850 questionnaires were distributed to visitor groups. Of those, 492 questionnaires were returned, resulting in a 58% response rate.
- This report profiles San Francisco Maritime NHP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are in an appendix and also provided in an electronic file.
- Fifty-one percent of visitor groups were in groups of two and 27% were in groups of three or four. Sixty-one percent of visitor groups were family groups. Forty-seven percent of visitors were ages 41-65 years and 12% were age 15 or younger.
- United States visitors were from California (39%), Texas (5%), Florida (4%), Washington (4%), 41 other states, Puerto Rico, and Washington, D.C. International visitors, comprising 18% of the total visitation, were from England (20%), Canada (17%), and 25 other countries.
- On this visit, 71% of visitors were visiting San Francisco Maritime NHP for the first time in their lifetime. Most visitors (86%) were visiting for the first time in the past 12 months. Thirty-three percent of visitors (16 years or older) had a bachelor's degree and 28% had a graduate degree.
- Prior to this visit, 47% of visitor groups did not obtain information about the park. The sources used by those who obtained information about San Francisco Maritime NHP included walking/driving by and seeing signs (49%), previous visits (35%), and travel guides/tour books (24%). Most groups (81%) received the information they needed about the park.
- Sixty-four percent of visitor groups were not aware of San Francisco Maritime NHP prior to their visit. Most groups (66%) came to visit other area attractions. Many visited Pier 39 (60%) and Golden Gate NRA (35%) before visiting the park. Over one-half of groups (55%) found the park by chance.
- Most groups visited Hyde Street Pier (71%), while 46% went to the Maritime Museum, 43% to the Visitor Center, and 18% went to the Aquatic Park Historic District. Thirty-eight percent of visitor groups went on board the historic ships. The most common reasons for not going on board the historic ships were lack of time and cost.
- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by the 382 visitor groups included park brochure/map (56%), museum exhibits (51%), historic ships (48%), and educational signs (45%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included historic ships (85%, N=169) and directional signs in San Francisco (83%, N=112). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included information from fee booth staff (96%, N=54) and assistance from park staff (94%, N=115).
- Most visitor groups (86%) rated the overall quality of facilities, services, and recreational opportunities at San Francisco Maritime NHP as "very good" or "good." Less than two percent of groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho or visit website: <http://www.psu.uidaho.edu>