

**El Pueblo Tour Data
Presentation
(2023 - 2025)**

Compiled by

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Notes on Sources

- Data for these findings were compiled from El Pueblo Tours' internal records (tour calendar, webform submission platform) from January 2023 to December 2025.
- Public school district and demographic information was sourced from the California Department of Education's School Directory, School Accountability Report Card (SARC), and Statistical Info.
- Private school demographic information was sourced from ProPublica's Private School Demographic Survey. Note that information on private school student economic demographics **is not publicly available**.

Contextualizing the Data:

'17-'19 Tour Numbers & Performance

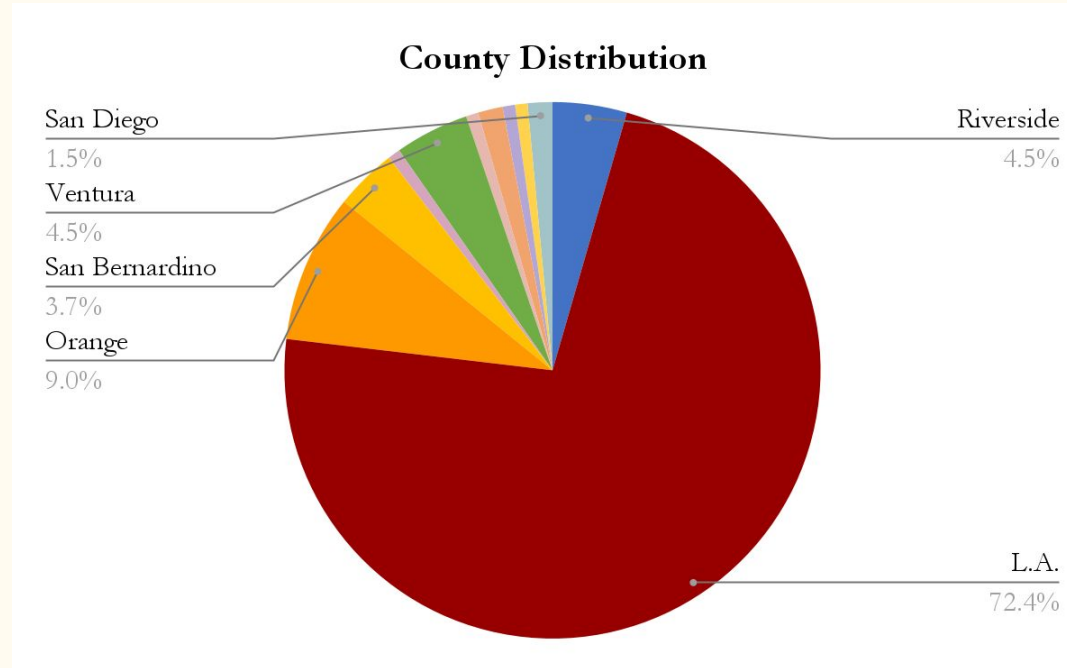
- Data collected from 2017-19 shows that over three years, EP saw about **425 distinct** schools tour the site
 - That averages to **140 schools per year**
- In total, **13,751 students** toured with EP
 - Again, that averages to about **4,583 students per year***

320	Roosevelt Middle School	222 E. Acacia Ave. Glendale 91205		Sandra Garcia	626-475-3463	sandrareyes@gusd.net	7th - 8th	3/15/2019	Fri	26	2
321	Roosevelt Middle School	222 E. Acacia Ave. Glendale 91205		Sandra Reyes-Aguayo	323-377-7174	sandrareyes@gusd.net	7th - 8th	3/15/2019	Fri	25	2
322	Pacific Harbor Christian School	1530 N. Wilmington Blvd. Wilmington 90744		Jesenia Hernandez	310-835-5665	jhernandez@pacificharborschool.net	K-12th	3/19/2019	Tues	36	8
323	Saint Bonaventure High School	3167 Telegraph Road Ventura 93003		Christine Martinez	805-377-5902	cmartinez@sbhsvta.org	9th - 12th	3/20/2019	Wed	26	6
324	Branches Homeschool Academy	10912 Jersey Blvd Rancho Cucamonga, CA 91730		Yanira Aguero	909-214-1731	aguero.yani7@gmail.com	K-12th	3/21/2019	Thurs	60	40
325	Multicultural Learning Center	7510 De Soto Ave. Canoga Park 91303		Kelly A. Serrano	818-324-3220	kserrano@mlccharter.org	Pre-K - 6th	3/22/2019	Fri	48	20
326	Faith Baptist Schools	7544 Farralome Ave. Canoga Park 91364		Tamra Missejjer	818-340-6131	tamra.missejjer@gmail.com	9th - 12th	3/27/2019	Wed	40	4
327	Richardson Middle School	23751 Nancylee Ln, Torrance, CA 90505	310-533-4790	Jessica Albrigo	562-833-1027	albrigo.jessica@tusd.org	7th - 8th	3/28/2019	Thurs	230	12
328	Woodrow Wilson High School	4400 East 10th Street Long Beach, CA 90810		Danielle Jorda	562-882-2227	mrs.jorda18@gmail.com	9th - 12th	3/28/2019	Thurs	140	6
329	La Merced Elementary	721 N. Poplar Ave. Montebello 90640		Alicia Ramos	626-222-6335	ramos_alicia@montebello.k12.ca.us	Pre-K - 6th	3/29/2019	Fri	67	6

*Data sourced from [2017-2019 contact list and tour data spreadsheet](#)

County Distribution

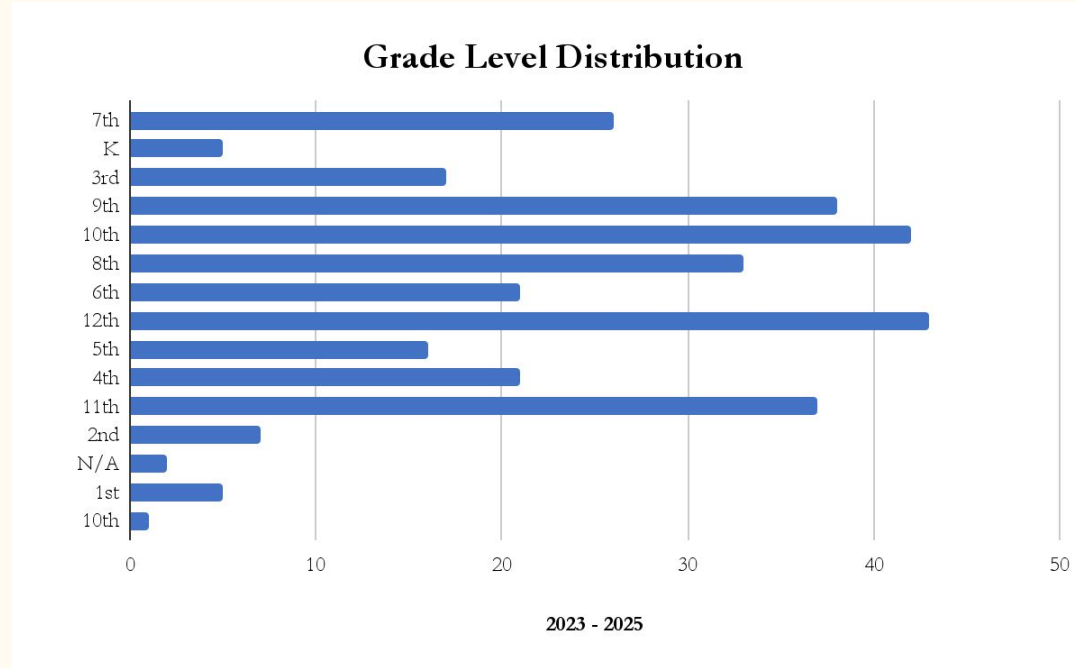
- Over a three year period from 2023 to 2025, **135** unique K-12 schools toured with EP.
 - About 45 schools visited annually.*
- The majority, about **72.4%**, are located in L.A. County.
- Interestingly, only 2 schools were located outside of Southern California, with **no out-of-state school groups**.



*School counties sourced from 2025 California Department of Education [School Directory](#).

Grade Level Distribution

- High school grade levels (9th - 12th) were most represented in tour groups.
- Tour group presence trended downwards with grade level, elementary grades being the least likely to tour.*



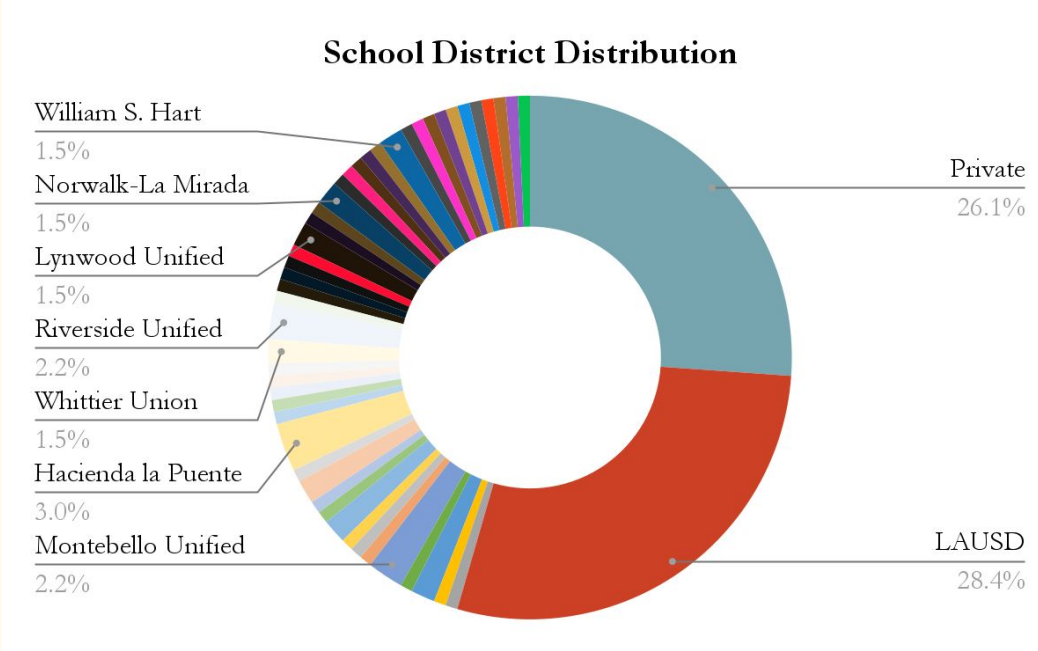
*See "Grade(s)" column in '23-'25 [tour spreadsheet](#), compiled from internal tour calendar

School Districts

- The two largest sources of tours were LAUSD (28.4%) and private schools (26.1%).*

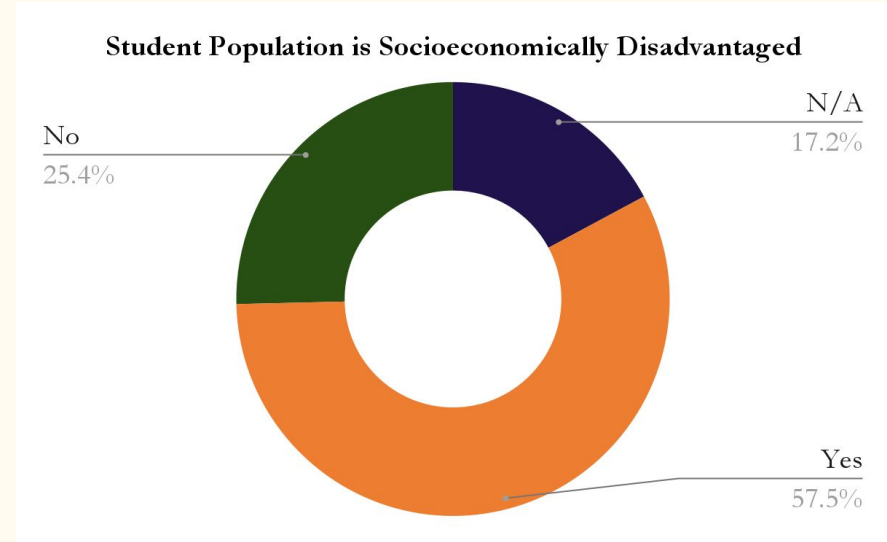
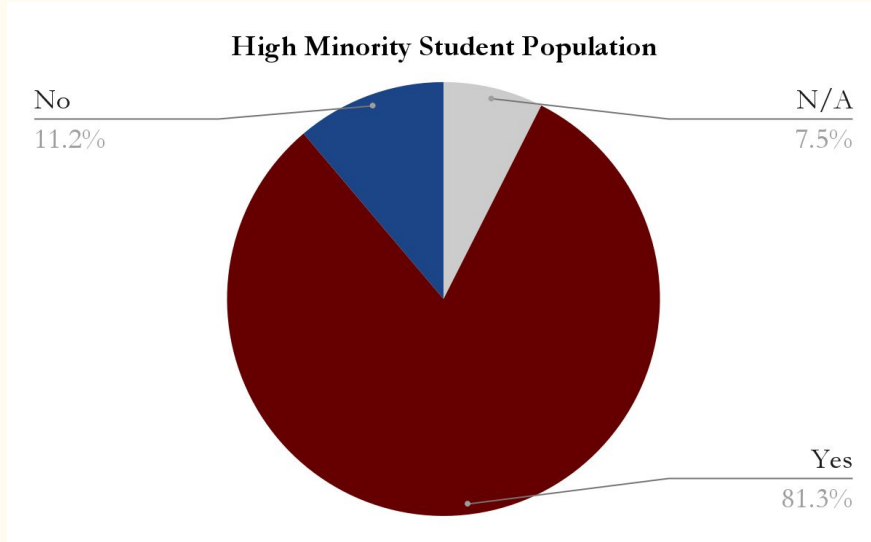
- **48 distinct** school districts toured our site from 2023 to 2025.**

*There are several forms of private institutions that have been aggregated under this category such as religious and independent schools.



**Districts sourced from 2025 California Department of Education [School Directory](#).

Ethnic & Socioeconomic Makeup



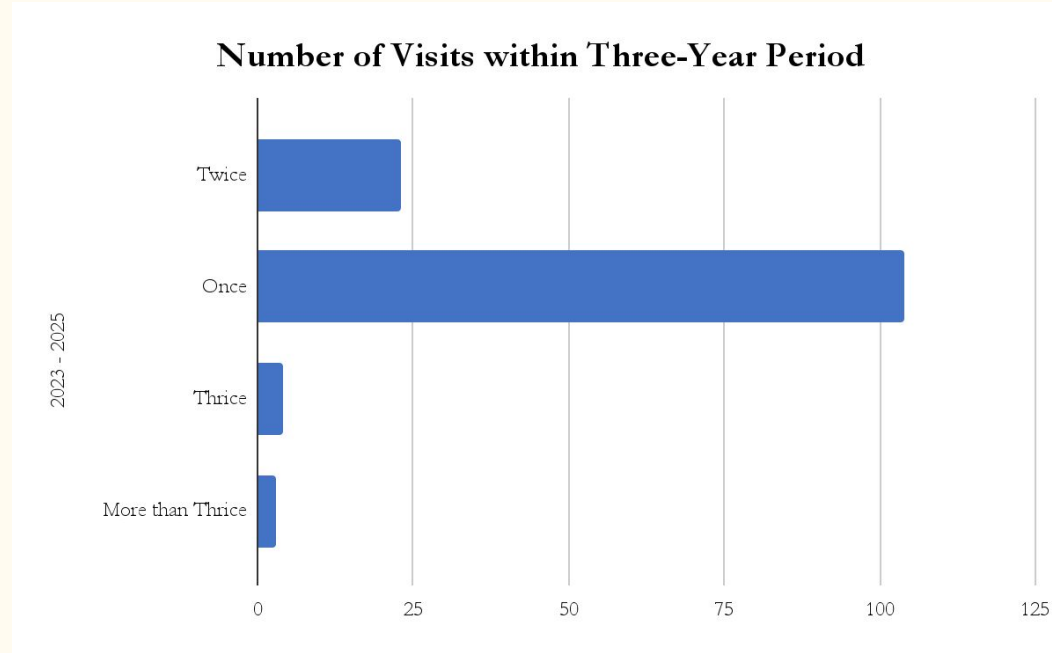
- The majority of schools touring El Pueblo (81.3%) had high minority student populations.*

- Similarly, 57.5% of student populations on tours were classified by the Cal Dept. of Ed. as Socioeconomically Disadvantaged.*

*Ethnic and socioeconomic demographics sourced from 2024-2025 [School Accountability Report Card](#) (SARC).

Repeat Visits & Tour Sizes

- The majority of schools **only toured once** and did not return within the three-year period.*
- Additionally, the average tour group size during this period was **~50**.*
- All together about **6,451** students toured El Pueblo within the three-year period (~2,150 annually)
 - For comparison, the Getty Center and Villa see over 150,000 K-12 students annually while La Plaza de Cultura y Artes reports about 8,500.**



*See “# of Visits” column in tour data [spreadsheet](#).

**Numbers from [Getty Education](#) and [LA Plaza Tours](#), no year provided.

Key Insights

- Most groups hailed from the L.A. area, with high schoolers being most likely to tour.
- Of the 48 school districts who toured, **two sources** (LAUSD and private schools) **made up more than half** (54.5%) of visitors.
- Students from socioeconomically disadvantaged and/or minority backgrounds **comprised the majority of tour populations**
- The majority of schools **only toured once** within the three-year period
- In total, **about 6,451 students visited EP within the three-year period**
 - These numbers are eclipsed by similar institutions, but even our site's own statistics

Action Items

In sum, EP Tours faces two key challenges

- 1. Almost no repeat visitors**
- 2. Comparatively few tours to other institutions**

Revitalizing and improving tours directly aligns with our plan to restore the site's status as a safe, thriving destination.

So what can we do?

Proposed Action Items

Looking to similar institutions, we can begin implementing change through two action items:

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1. Following LA Plaza's model, El Pueblo should explore creating a bus grant program with EPPA's support
 - a. This is one way to target schools with socioeconomically disadvantaged student populations who might otherwise not tour with EP



BUS SCHOLARSHIP OPPORTUNITIES

Thanks to generous funders, LA Plaza de Cultura y Artes periodically awards schools a free bus for fieldtrips to our campus. Teachers and non-profit organizations that serve Los Angeles County Title I students are invited to apply to a bus scholarship.

Bus scholarships are limited and are awarded on a first-come, first-served basis. Funding is for buses only and cannot be used for other modes of transportation.

Submitting a Bus Scholarship Application form does not guarantee a scholarship award.

SCHOLARSHIP APPLICATION GUIDELINES

- Must serve Los Angeles County Title School I students
- Fieldtrip must be for a maximum of 60 students with 8 chaperones
- Incomplete Bus Scholarship Applications will not be considered. Please make sure to attach a Statement of Need.
- Must submit a Bus Scholarship Application with a School Group Reservation Form. Forms submitted separately will not be considered.
- Submitting a Bus Scholarship Application form does not guarantee a scholarship award.

RECIPIENT INFORMATION

If awarded a scholarship, LA Plaza will arrange all bus transportation logistics including booking and paying up to \$400 of bus transportation costs. **By request**, LA Plaza can also process a bus scholarship award as a reimbursement to a school/organization.

Scholarships will only cover transportation to and from LA Plaza. Fees incurred beyond \$400 will be charged directly to the school/organization.

CANCELLATION POLICY

Bus scholarship recipients must cancel or reschedule a group visit at least 4 weeks in advance. Failure to provide adequate cancellation notice will affect future reservations and scholarship considerations for your school/organization.

APPLICATION INSTRUCTIONS

- 1) Download and save file
- 2) Type responses into document
- 3) Save completed form

Proposed Action Items

Looking to similar institutions, we can begin implementing change through three action items:

1. Following La Plaza's model, El Pueblo should explore creating a bus grant program with EPPA's support
2. Create a post-tour survey
 - a. This can provide a more comprehensive understanding of data like the lack of repeat visitorship (e.g. safety, cleanliness, etc.)

Write month filled out 2015

EL PUEBLO VISITOR SURVEY -- Date Completed: Write date filled out

MUSEUM GUIDE TAKING SURVEY: Write your name here

MUSEUM LOCATION: Write Name of Museum

Please let us know how your experience was here at
El Pueblo Historical Monument

	YES	NO	UNSURE
Did you know we have escorted tours?			
Are you a local resident?			
Are you visiting from outside of California?			
Are you visiting from outside the USA/International Tourist?			
Did you eat at one of the restaurants on Olvera Street?			
Did you purchase item from a merchant on Olvera Street?			
Did you visit one of our museums at El Pueblo? (Avila Abode, Fire House, America Tropical or Chinese American Museum)			
Did you come for a specific event or art exhibit?			
Are you here on a bus/charter tour?			
Did you take public transit to El Pueblo?			
Did you enjoy your visit to El Pueblo?			
Would you recommend a friend to visit El Pueblo?			
COMMENTS:			

Proposed Action Items

Looking to similar institutions, we can begin implementing change through three action items:

1. Following La Plaza's model, El Pueblo should explore creating a bus grant program with EPPA's support
2. Create a post-tour survey
3. Revise website and public information about tours
 - a. Reintroducing El Pueblo's tour offerings can offer the public a fresh perspective on what's available

Tours

El Pueblo Historical Monument Tours

El Pueblo Historical Monument is excited to once again host free in-person tours!

Walk-Up tours are offered for small groups Thursday through Saturday at 10 a.m., 11 a.m., and 12 p.m.

To check availability and to book a free tour today, please visit <https://elpueblo.lacity.org/forms/guided-tours> or email EP_Tours@lacity.org. (Scheduled tours can be held at times not listed above.)

Tours must be scheduled at least two weeks before their desired date. Any requests sent after cannot be processed. Groups larger than 60 will need to schedule their tour at least 30 days before their desired date. Any large group requests sent after cannot be processed.

For guided school tours with one of our tour guides, at least one responsible chaperone per 10 students is required. Chaperones on guided tours must remain with the group at all times, no exceptions. Chaperones must stay in the back, following the group to ensure safety. Groups without enough chaperones will be asked to reschedule tours until they have adequate supervision. Unchaperoned student groups will be kindly asked to return another day when they have enough supervision.

If your school group is planning a self-guided visit, you must email gotours@lacity.org with the number of students and chaperones visiting so we can prepare for large crowds. Please bring enough responsible chaperones, at least two per group of 10 students, with one chaperone leading the group and the other following closely behind the group to ensure the utmost safety for your students. Chaperones on self-guided visits must remain with the group at all times, no exceptions. Groups without enough responsible chaperones will be kindly asked to return another day when they have enough supervision.

See what educators are saying about El Pueblo's Tours!

- "Our teachings were so perfect for my class. We are also celebrating Indigenous Heritage Month in replacement of Thanksgiving, so your book presentation aligned perfectly with our unit."
- "My students were engaged the entire time, and I feel that they learned so much from your lesson!"

Discussion: Q&A

