Social Science Program
National Park Service
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Visitor Services Project

Denali National Park and Preserve Visitor Study

Summer 2006

University of Idaho

Park Studies Unit
Visitor Services Project
Report 180

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Visitor Services Project
Denali National Park & Preserve
Report Summary

- This report describes the results of a visitor study at Denali National Park (NP) & Preserve during August 1-7, 2006. A total of 1008 questionnaires were distributed to visitor groups. Of those, 815 questionnaires were returned, resulting in an 81.1% response rate.

- This report profiles a systematic random sample of Denali NP & Preserve visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.

- Forty-one percent of visitor groups were in groups of two, 28% were in groups of three or four, and 27% were groups of five or more. Fifty-eight percent of visitor groups were family groups. Fifty-one percent of groups traveled to the park with a commercial guided tour group. Sixty-one percent of visitors were ages 36-65 years and 7% were ages 15 years or younger. Nine percent of visitor groups contained members with physical conditions that affected their park experience. Eighty-five percent of visitors visited the park for the first time.

- Prior to this visit, visitor groups most often obtained information about Denali NP & Preserve through travel guides/tour books (64%), friends/relatives/word of mouth (49%), and packaged tours (40%). Most groups (88%) received the information they needed about the park.

- Eighty-four percent of visitor groups' primary reason for traveling to the Denali NP & Preserve area (Healy to Trapper Creek/Talkeetna) was to visit Denali NP & Preserve. The reasons for visiting the park and preserve that received the highest combined proportions of "extremely important" and "very important" ratings included viewing wildlife (93%, N=793), enjoying scenic beauty (93%, N=790) visiting Alaska (89%, N=789), and viewing Mount McKinley (82%, N=788).

- Thirty-nine percent of visitor groups spent ten or more hours at the park, 25% spent seven to ten hours, and 15% spent up to three hours. Seventy-two percent of visitor groups spent two or three days at the park and 15% spent four or more days.

- The most common activities that visitor groups participated in were viewing scenery (93%), viewing wildlife (91%), and experiencing wilderness (57%).

- Regarding 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 facilities by visitor groups included the Denali Visitor Center (85%), train depot (52%), and Wilderness Access Center (51%). The facilities that received the highest combined proportions of "extremely important" and "very important" ratings included park campgrounds (88%, N=109) and the train depot (77%, N=364). The facilities that received the highest combined proportions of "very good" and "good" quality ratings included the sled dog kennels (95%, N=184) and Denali Visitor Center (93%, N=620). The most used services by visitor groups included the park brochure/map (73%), assistance from information desk staff (54%), and Visitor Transportation System (41%). The services that received the highest combined proportions of "extremely important" and "very important" ratings included the Tundra Wilderness Tour (98%, N=265) and Visitor Transportation System in park (95%, N=307). The services that received the highest combined proportions of "very good" and "good" quality ratings included airplane landing on park glaciers (95%, N=38), guided hikes/talks (94%, N=92), and ranger-led programs/walks/talks (94%, N=146).

- Most visitor groups (93%) rated the overall quality of services, facilities, and recreational opportunities at Denali NP & Preserve as "very good" or "good." Less than 2% of visitor 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 at (208) 885-7863 or the following website http://www.psu.uidaho.edu

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INTRODUCTION

This report describes the results of a visitor study at Denali NP & Preserve during August 1-7, 2006 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit (PSU) at the University of Idaho.

Organization of the report

The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire.

Section 3: **Appendices**

Appendix 1: *The Questionnaire* contains a copy of the original questionnaire distributed to groups.

Appendix 2: *Additional Analysis* contains a list of options for cross-references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias*

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the PSU. Copies of these reports can be obtained by contacting the PSU office at (208) 885-7863 or visiting the website: http://www.psu.uidaho.edu/vsp/reports.htm.

Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

1: The figure title describes the graph's information.

2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

* appears when total percentages do not equal 100 due to rounding.

** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3: Vertical information describes the response categories.

4: Horizontal information shows the number or proportions of responses in each category.

5: In most graphs, percentages provide additional information.
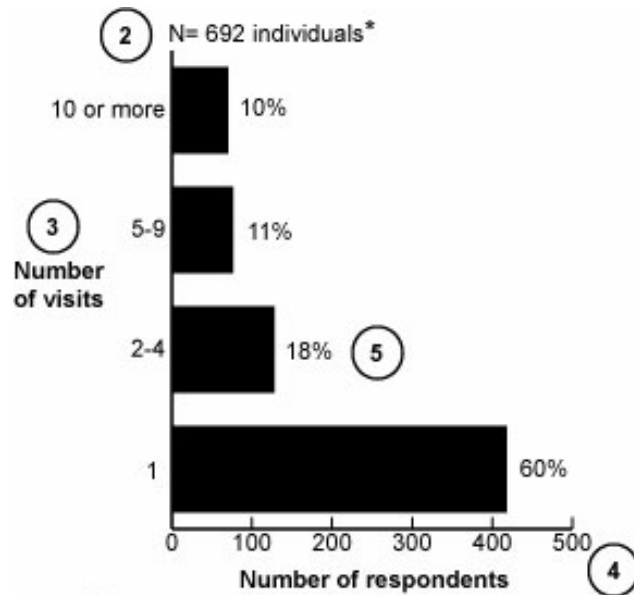
Figure 4: Number of visits

METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with visitor groups, and 1008 questionnaires were distributed to a systematic random sample of visitor groups that arrived at Denali NP & Preserve during the period from August 1-7, 2006. Table 1 shows the number of questionnaire distributed at four sites within the park. These sampling locations were selected base on park visitation statistics and advice from park staff.

Table 1: Questionnaire distribution location
N=number of questionnaires distributed.

Sampling site	N	Percent
Talkeetna	49	5
Wilderness Access Center	246	24
Train Depot	465	46
Denali Visitor Center	248	25
Total	1008	100

Questionnaire design

The Denali NP & Preserve questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Denali NP & Preserve. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test Denali NP & Preserve questionnaire. However, all questions followed OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes with the person who had the next birthday was used to determine group size, group type, and the age of the group member (at least 16 years of age) who would complete the questionnaire. These individuals were asked for their names, addresses, and telephone numbers to mail them a reminder/thank you postcard and follow-ups. Visitor groups were given a

questionnaire, asked to complete it after their visit, and then return it by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.

2. The data reflect visitor use patterns to the selected sites during the study period of August 1-7, 2006. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather for the duration of the survey period was primarily overcast with the occasional sunny and rainy day. Temperatures ranged from 40 to 60-degrees during the daytime. The climbing season had ended by the time this survey was conducted. As a result, climbing visitor populations were not represented. There were two bluegrass festivals that were held in Talkeetna and Nenana. This could have affected visitation to the park and preserve.

Checking Non-response Bias

At Denali NP & Preserve, 1067 visitor groups were contacted and 1008 of these groups (94%) accepted the questionnaire. Questionnaires were completed and returned by 815 visitor groups, resulting in a 81.1% response rate for this study. The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire and group size.

Table 2 shows that there is an insignificant difference between respondent and non-respondent in group size, although some visitor groups may have confused personal group size with tour group size. There is a significant different in ages between respondents and non-respondents. However, in mail back surveys, the respondent ages are often higher of than non-respondents (see Appendix 3 for more details of the non-response bias checking procedure.) The acceptable difference in ages is within 5 years. Thus, non response bias for this study is judged to be insignificant.

Table 2: Comparison of respondents and non-respondents
Age and Group size

Variable	Respondent N	Average	Non-respondent N	Average	p-value (t-test)
Age	771	54.1	193	49.3	<0.01
Group size	770	5.99	187	4.65	0.113

RESULTS

Demographics

Visitor group size

Question 19a
On this visit, how many people were in your personal group, including yourself?

NOTE: Some respondents may have confused personal group with tour group.

Results
- 41% were in groups of two (see Figure 1).

- 27% of visitors were in groups of five or more.

- 21% were in groups of four.

N=770 visitor groups*

Group size

Group size	Percentage
5 or more	27%
4	21%
3	7%
2	41%
1	3%

Number of respondents
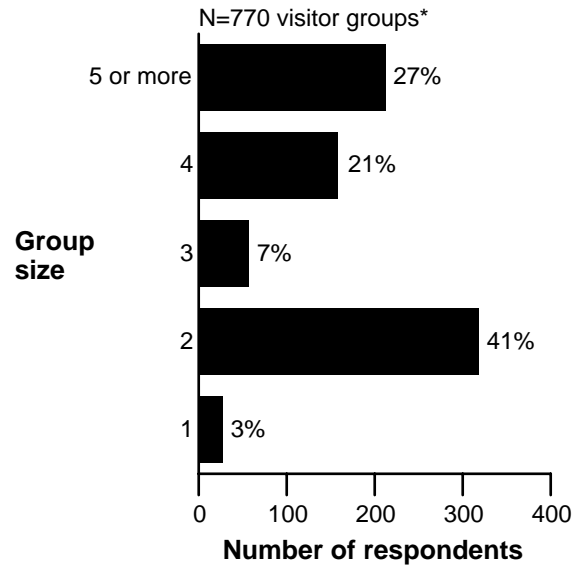
Figure 1:   Visitor group size

Visitor group type

Question 18
On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results
- 58% of visitor groups were made up of family members (see Figure 2).

- 16% were friends.

- "Other" groups (8%) included:

    Tour group
    Significant other
    Organized group
    Co-workers

N=768 visitor groups

Group type

Group type	Percentage
Family	58%
Friends	16%
Family & friends	14%
Alone	4%
Other	8%

Number of respondents

Figure 2:   Visitor group type

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 20a

On this visit, were you and your personal group with a commercial guided tour group?

Results

- 51% of visitor groups were traveling with a commercial guided tour group (see Figure 3).

With guided tour group?

N=735 visitor groups

Yes 51%
No 49%

Number of respondents
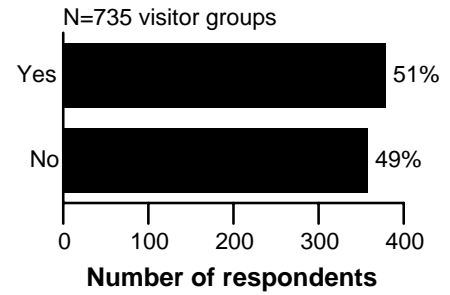
Figure 3: Visitors traveling with a commercial guided tour group

Question 20b

On this visit, were you and your personal group with a school/ educational group?

Results

- As shown in Figure 4, one percent of visitor groups were traveling with a school/ educational group.

With school/ educational group?

N=422 visitor groups

Yes 1%
No 99%

Number of respondents
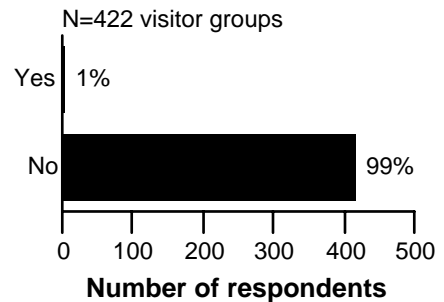
Figure 4: Visitors traveling with a school/ educational group (school, etc.)

Question 20c

On this visit, were you and your personal group with any other organized group (such as business group, scout group, etc.)?

Results

- Four percent of visitor groups were traveling with another organized group (see Figure 5).

With another organized group?

N=430 visitor groups

Yes 4%
No 96%

Number of respondents
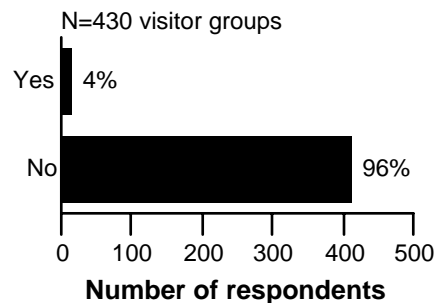
Figure 5: Visitors traveling with any other organized group (business group, scout group, etc.)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 21a
   For you and your personal group, what is
   your current age?

Note: Response was limited to seven members
   from each visitor group.

Results

- Visitor ages ranged from 1 to 90 years
  old.

- 69% of visitors were in the 41-70 years
  age group (see Figure 6).

- 10% were 71 years or older.

- 7% were 15 years or younger.

N=2559 individuals*

Age group (years)	Percentage
76 or older	4%
71-75	6%
66-70	11%
61-65	15%
56-60	15%
51-55	11%
46-50	10%
41-45	7%
36-40	3%
31-35	3%
26-30	3%
21-25	3%
16-20	4%
11-15	4%
10 or younger	3%

Number of respondents

Figure 6: Visitor age

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

8

Preferred language for speaking and reading

Question 23a
Is English the primary language you and your personal group prefer to speak and read?

Results
- 94% of visitor groups used English as their primary language for speaking and reading (see Figure 7).

N=804 visitor groups

English primary language?

Yes — 94%
No — 6%

Number of respondents
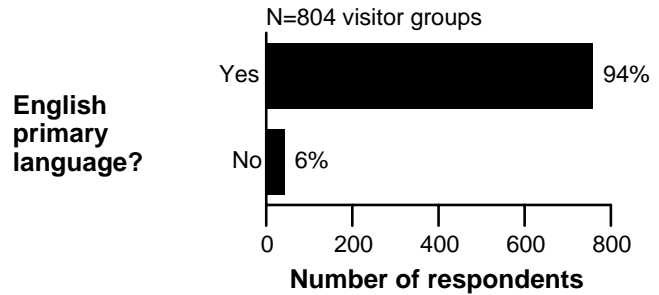
Figure 7:   English as primary language for speaking and reading

Services to be provided in languages other than English

Question 23b
If NO, what services in the park would you like to have provided in languages other than English?

Results - Interpret with CAUTION!
- Park services that visitor groups (N=24) would like to have provided in languages other than English included:
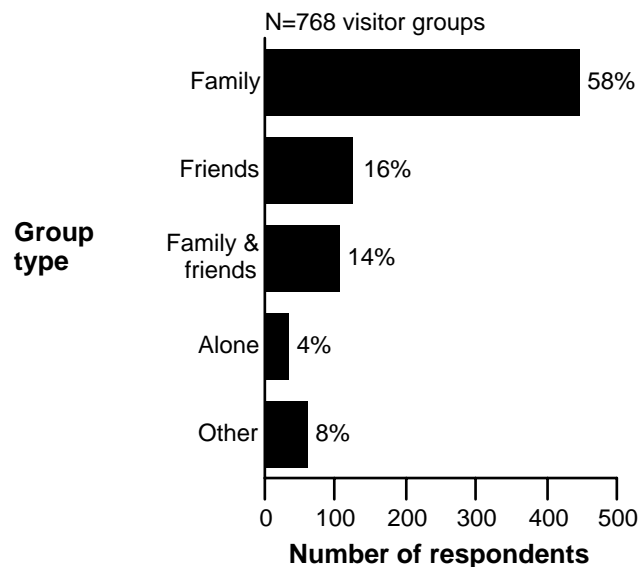
  Brochures
  Maps
  Park website
  Alaskan Railroad
  Bus tour
  Visitor center information
  Information on bear encounters
  Wilderness information

Additional languages to provide services

Question 23c
Which language?

Results - Interpret with CAUTION!
- Not enough visitor groups responded to this question to provide reliable data (see Figure 8).

N=18 visitor groups*

Language

Spanish — 39%
German — 33%   **CAUTION!**
French — 33%
American Sign Language — 6%

Number of respondents

Figure 8:   Language services to be provided

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitors with disabilities/impairments

Question 24a
  Does anyone in your group have a physical condition that made it difficult to access or participate in park activities or services?

Results
  • 9% of visitor groups had member(s) with a physical condition that affected their park experience (see Figure 9).

N=797 visitor groups

Any physical conditions in group?

Yes 9%

No 91%

Number of respondents
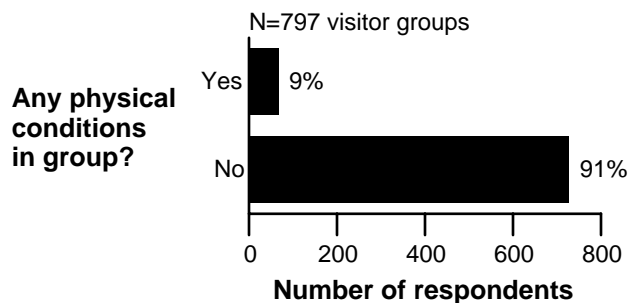
Figure 9: Visitors with physical conditions

Question 24b
  If YES, what activities or services did the person(s) have difficulty accessing or participating in?

Results
  • 59% of visitor groups containing member(s) with physical conditions had difficulty accessing trails (see Figure 10).

  • 44% had difficulty accessing bus tours/transportation.

  • "Other" activities/services (15%) included:

         Walking
         Bus tours
         Standing
         Rafting
         Dog sled demo

N=61 visitor groups**

Trails 59%
Bus tours/transportation, including park road rest areas 44%
Stores or food service facilities & services 13%
Interpretive/educational programs/activities 13%
Campgrounds 11%
Visitor center facilities, exhibits, or audio-visual programs 11%
Information/reservation desks/staff 7%
Other 15%

Activity/ service

Number of respondents
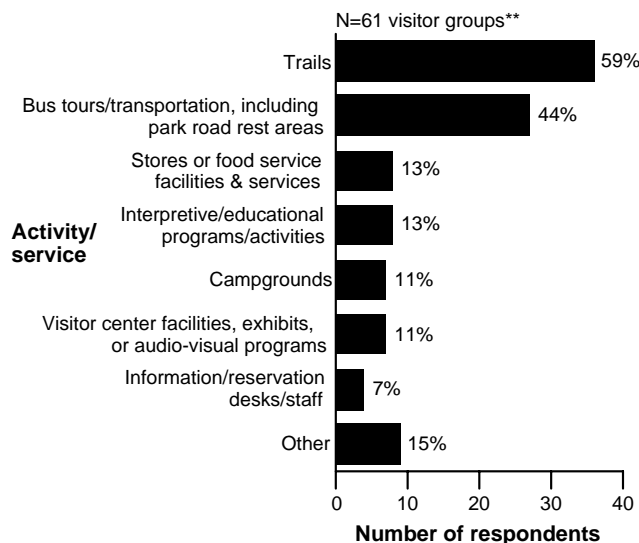
Figure 10: Activities or services person(s) had difficulty accessing or participating in

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 24c
   Because of the physical condition, what
   specific problems did the person(s) have
   during this visit to Denali NP & Preserve?

Results
   • As shown in Figure 11, the most
     commonly mentioned problems by
     visitor groups included:

          93% Mobility
          13% Hearing

   • "Other" specific problems (12%)
     included:

          Walking
          Walking on unstable ground
          Getting on/off bus
          Age
          Buses not handicap accessible
          Would have liked to drive further

N=60 visitor groups**

Physical condition

Number of respondents
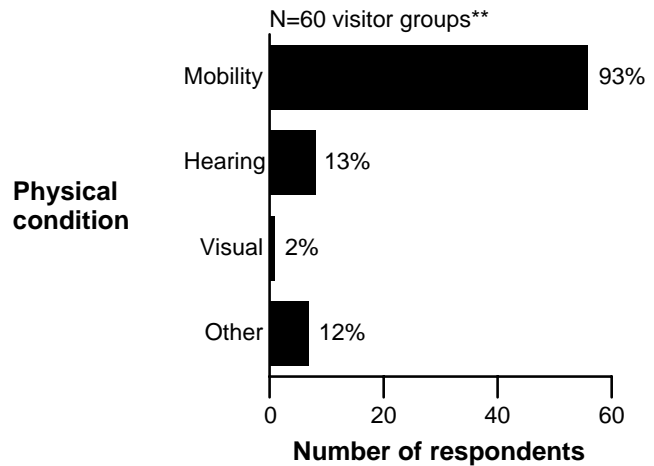
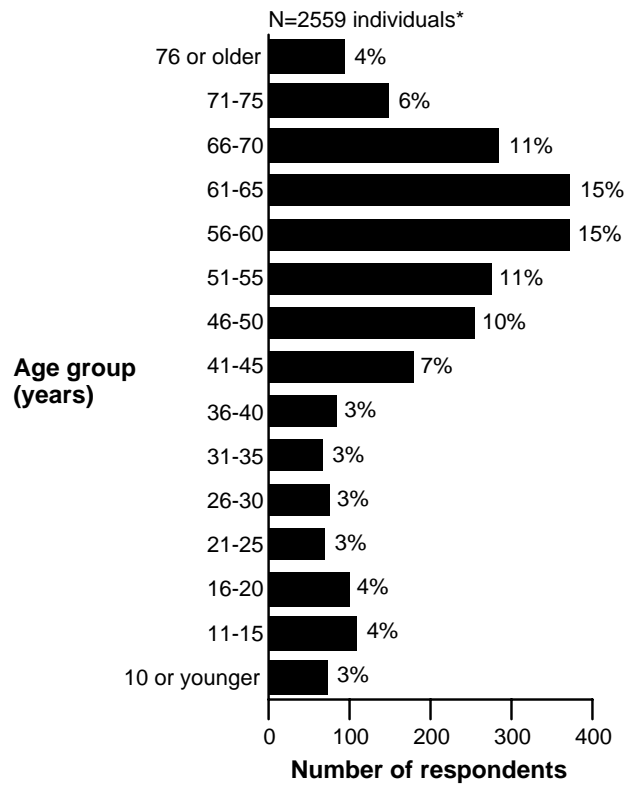**Figure 11: Specific problems encountered on
visit because of physical condition**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to the park in the last 5 years

Question 21c
How many times have you visited the park in the last five years (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results
- 91% of individuals were visiting the park once in the past five years (see Figure 12).

- 6% visited two times.

- 3% visited 3 or more times.

N=2148 individuals

Number of visits

3 or more 3%

2 6%

1 91%

Number of respondents
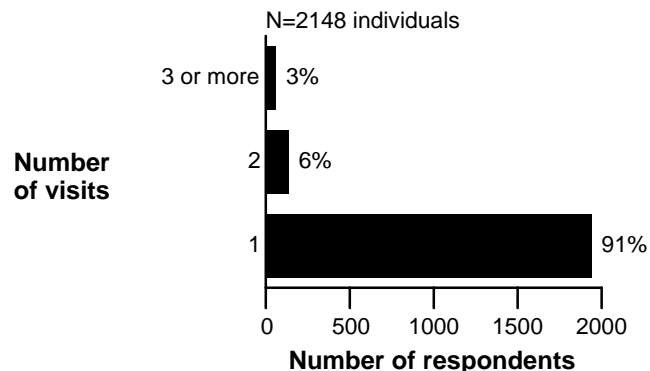
Figure 12:   Number of visits to park in the last five years

Number of lifetime visits to the park

Question 21d
How many times have you visited the park in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results
- 85% of visitors visited the park for the first time (see Figure 13).

- 7% visited two times.

- 7% visited three or more times.

N=1695 individuals*

Number of visits

3 or more 7%

2 7%

1 85%

Number of respondents

Figure 13:   Number of lifetime visits to park
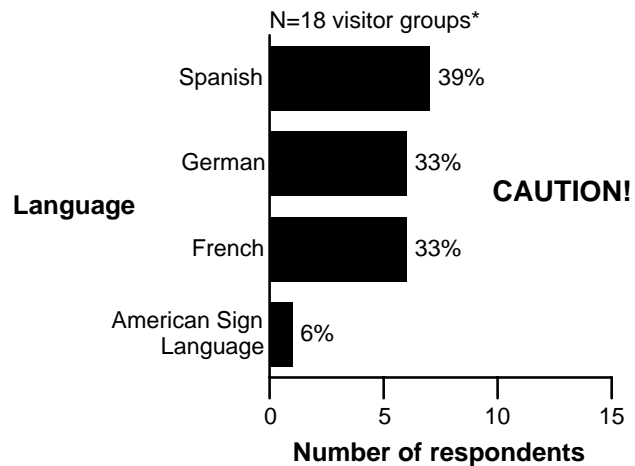
*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 21b
   What is your state of residence?

Note: Response was limited to seven
   members from each visitor group.

Results

- U.S. visitors comprised 92% of sampled visitation to the park (see Table 3 and Map 1).

- 12% of U.S. visitors came from California.

- 6% came from Alaska.

- 5% came from Texas.

- 5% came from Pennsylvania.

- Smaller proportions came from 46 other states and Puerto Rico.

Table 3: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=2,176 individuals	Percent of total visitors sampled N=2,374 individuals
California	266	12	11
Alaska	130	6	5
Texas	116	5	5
Pennsylvania	102	5	4
Illinois	88	4	4
Minnesota	87	4	4
Wisconsin	87	4	4
Florida	84	4	4
Ohio	84	4	4
Virginia	78	4	3
New Jersey	72	3	3
New York	70	3	3
Michigan	68	3	3
Colorado	64	3	3
Massachusetts	54	2	2
Iowa	49	2	2
North Carolina	48	2	2
Arizona	46	2	2
Oregon	42	2	2
Indiana	37	2	2
Oklahoma	36	2	2
Washington	36	2	2
Georgia	35	2	1
Maryland	32	1	1
Connecticut	29	1	1
Kansas	27	1	1
Missouri	27	1	1
Tennessee	27	1	1
Utah	25	1	1
Arkansas	23	1	1
Louisiana	21	1	1
Nevada	19	1	1
South Carolina	17	1	1
Idaho	16	1	1
North Dakota	16	1	1
Maine	15	1	1
New Hampshire	14	1	1
Mississippi	11	1	<1
South Dakota	11	1	<1
11 other states and Puerto Rico	67	3	3

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
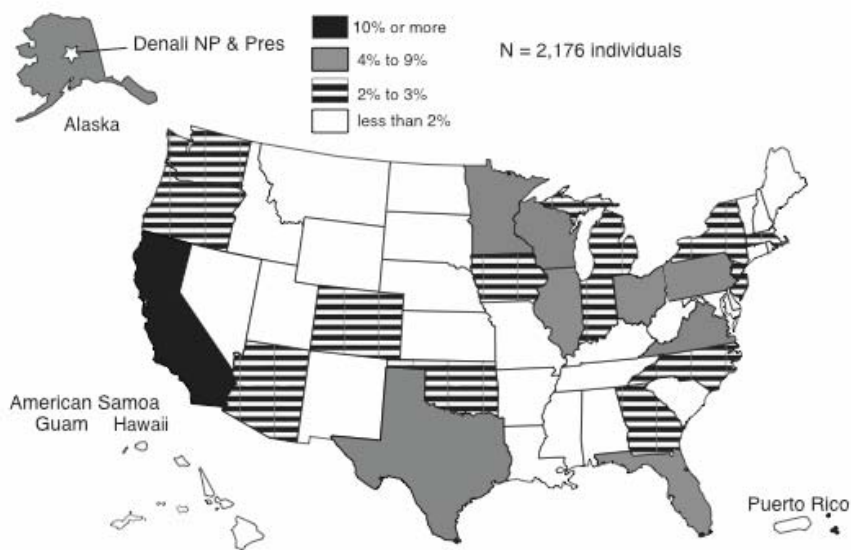
Map 1: Proportions of United States visitors by state of residence

International visitors by country of residence

Question 21b
    What is your country of residence?

Note: Response was limited to seven
    members from each visitor group.

Results
- International visitors comprised 8% of sampled visitation to the park (see Table 4).

- 28% of international visitors came from Canada.

- 12% each came from the Switzerland, Australia, and England.

- 8% came from Germany and New Zealand.

- Smaller proportions came from 12 other countries.

Table 4: International visitors by country of residence *

Country	Number of visitors	Percent of international visitors N=198 individuals	Percent of total visitors sampled N=2,374 individuals
Canada	55	28	2
Switzerland	24	12	1
Australia	23	12	1
England	23	12	1
Germany	15	8	<1
New Zealand	15	8	<1
Spain	13	7	<1
France	5	3	<1
Sweden	5	3	<1
Czech Republic	3	2	<1
Greece	3	2	<1
Netherlands	3	2	<1
Taiwan	3	2	<1
Mexico	2	1	<1
Northern Ireland	2	1	<1
Philippines	2	1	<1
Austria	1	1	<1
Bulgaria	1	1	<1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Trip/visit characteristics and preferences

Information sources prior to visit

Question 2a

Prior to this visit, how did you and your group obtain information about Denali National Park and Preserve?

Results

- 6% of visitor groups did not obtain any information about the park prior to their visit (see Figure 14).

- As shown in Figure 15, of those who obtained information (94%), the most common sources of information included:

      64% Travel guides/tour books
      49% Friends/relatives/word of
            mouth
      40% Package tours

- "Other" sources of information (6%) are included in Table 5.

N=810 visitor groups

Obtained information about park prior to visit?

Number of respondents
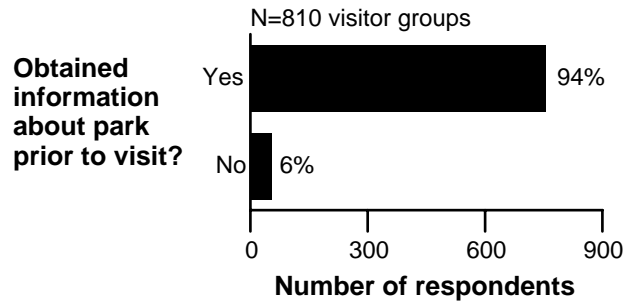
Figure 14:   Visitors who obtained information about park prior to this visit

Table 5: "Other" sources of information
N= 39 comments;
some visitor groups made
more than one comment.

Comment	Number of times mentioned
Tour/cruise/AAA	9
Additional NPS sources	6
The Milepost	5
Own interest	4
Found limited/confusing information	3
Previous knowledge	3
Denali Foundation	2
Other comments	7
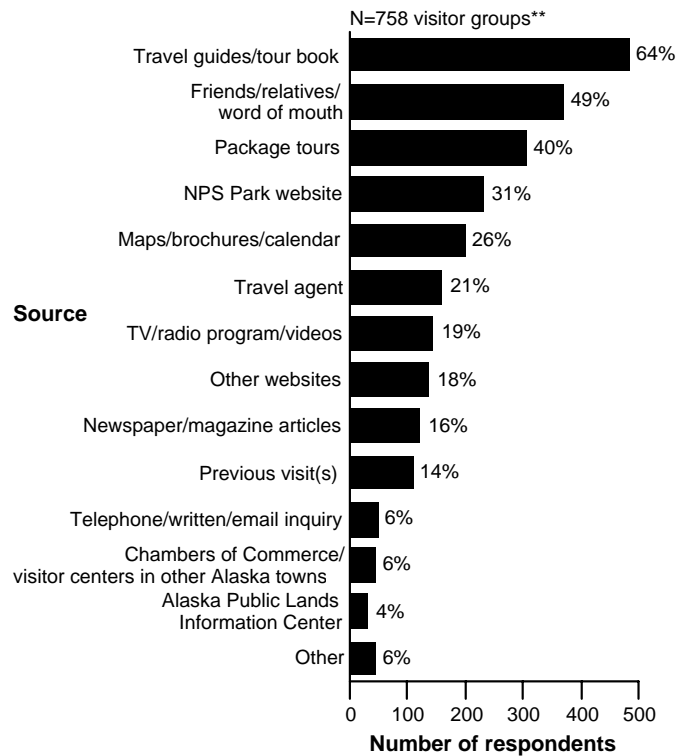
Figure 15:   Sources of information used by visitor groups prior to this visit
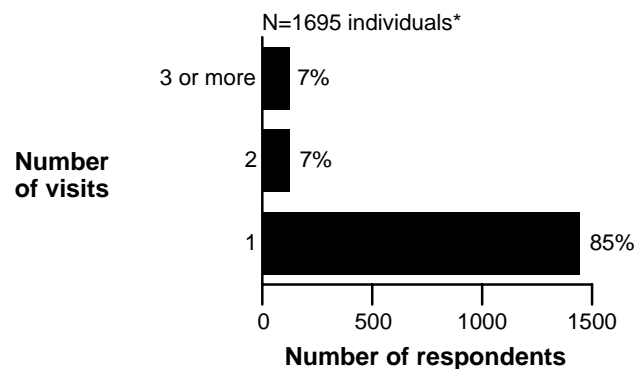
*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 2b

From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

Results

- 88% of visitor groups obtained the information they needed to prepare for this trip to Denali NP & Preserve (see Figure 16).

N=745 visitor groups

Received needed information?

Yes — 88%

No — 6%

Not sure — 6%

Number of respondents
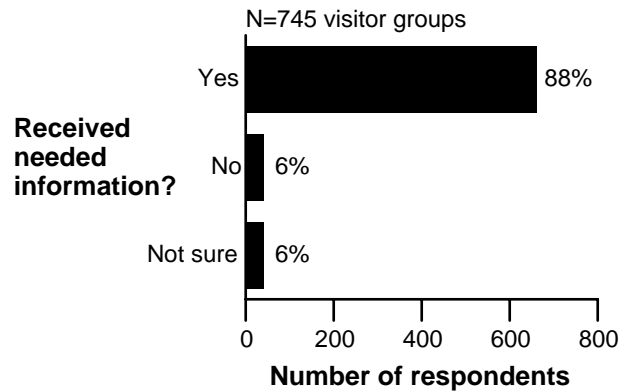
Figure 16: Visitor groups who obtained needed information prior to this visit to Denali NP & Preserve

Question 2c

If NO, what type of information did you and your group need that was not available?

Results

- Additional information that visitor groups (N=44) needed but was not available through these sources are shown in Table 6.

Table 6: Information not available
N= 44 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Bus/shuttle schedules	12
Services/general	11
Tour specifics	11
Hiking	6
Detailed map	6
Information prior to arriving	4
Activities in park	3
Access/restrictions	3
Wildlife	2
Dog exhibitions	2
Lodging	2
Other comments	7

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor awareness of management of Denali National Park and Preserve

Question 1a
> Prior to your visit, were you and your group aware that Denali NP & Preserve is managed by the National Park Service?

Results

- 83% of visitor groups were aware Denali National Park and Preserve is managed by the National Park Service (see Figure 17).

- 13% were not aware.

- 4% were not sure.

N=801 visitor groups

Awareness of NPS management

Yes	83%
No	13%
Not sure	4%

Number of respondents
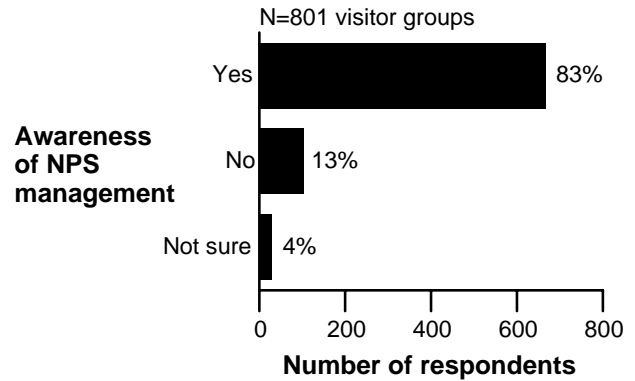
Figure 17: Awareness of management of Denali National Park and Preserve

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question 3
> For this trip, how did this visit to Denali NP & Preserve fit into your travel plans?

Results
- 88% of visitor groups reported that their visit to the park and preserve was one of several destinations (see Figure 18).

N=810 visitor groups*

How park fit into travel plans

One of several destinations — 88%
Primary destination — 10%
Not a planned destination — 1%

Number of respondents
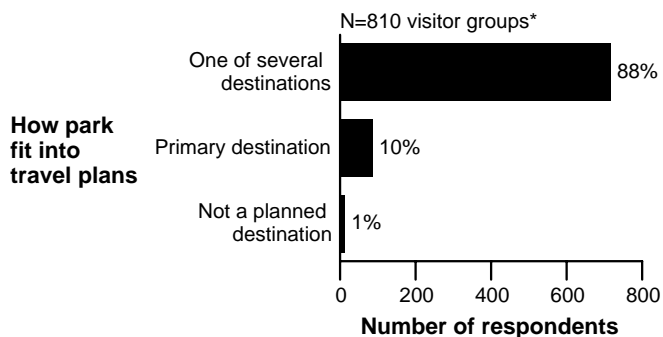
Figure 18: How Denali NP & Preserve fit into travel plans

Primary reason for visiting Denali National Park and Preserve area

Question 4
> On this visit, what was the primary reason that you and your group visited the Denali NP & Preserve area (Healy to Trapper Creek/Talkeetna)?

Results
- 1% of visitor groups were residents of the local area (see Figure 19).

- As shown in Figure 20, the most common reasons for visiting the Denali NP & Preserve area for non-residents were:

  84% Visit the park
  8% Visit other attractions in the area

- "Other" primary reasons (5%) for visiting included:

  Part of cruise/tour
  Work
  Visit Alaska

N=785 visitor groups

Resident of local area?

Yes — 1%
No — 99%

Number of respondents
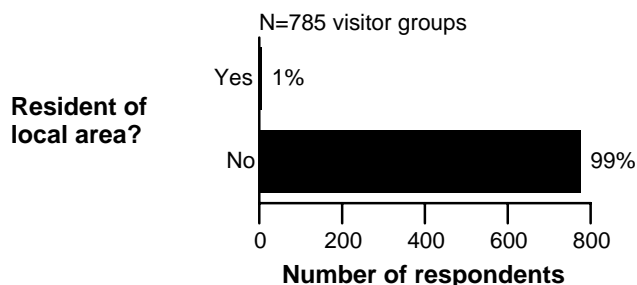
Figure 19: Resident of the Denali National Park and Preserve area (Healy to Trapper Creek/Talkeetna)

N=778 visitor groups*

Primary reason for visiting the Denali NP and Pres area

Visit Denali NP & Pres — 84%
Visit other attractions in the area — 8%
Visit friends/relatives in the area — 3%
Business — <1%
Other — 5%

Number of respondents
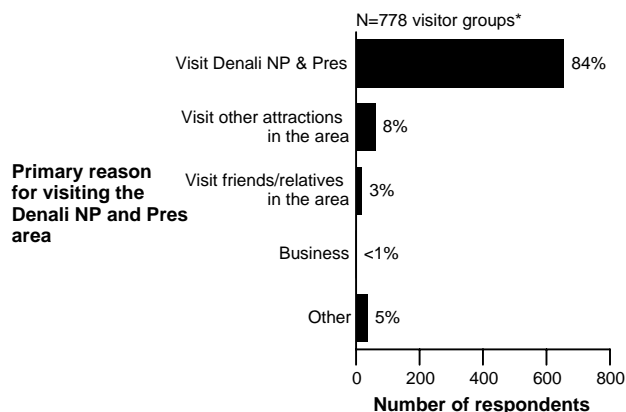
Figure 20: Reason for visiting the Denali National Park and Preserve area (Healy to Trapper Creek/Talkeetna)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings for reasons for visiting Denali NP & Preserve

Question 5

On this visit, how important were the following reasons for visiting Denali NP & Preserve to you and your group?

1=Extremely important
2=Very important
3=Moderately important
4=Somewhat important
5=Not important

Results

- Figure 21 shows the combined proportions of "extremely important" and "very important" ratings that were rated by 30 or more visitor groups.

- The reasons for visiting the park that received the highest combined proportions of "extremely important" and "very important" ratings were:

  93% Viewing wildlife
  93% Enjoying scenic beauty
  89% Visiting Alaska
  82% Viewing Mount McKinley

- Figures 22 to 35 show the importance ratings for each reason for visiting the park.

- The reason receiving the highest "not important" rating was visiting Denali as park of a package tour (38%).

total number of groups who rated each reason for visiting

Reason for visiting	
Viewing wildlife	93%, N=793
Enjoying scenic beauty	93%, N=790
Visiting Alaska	89%, N=789
Viewing Mt. McKinley	82%, N=788
Viewing glaciers	73%, N=786
Experiencing wilderness	72%, N=777
Visiting a national park	57%, N=761
Enjoying natural quiet/ sounds of nature	56%, N=769
Learning local and native culture and history	51%, N=773
Spending time with family/friends	49%, N=754
Visiting Denali as part of a package tour	49%, N=772
Enjoying solitude	41%, N=767
Educational opportunities	36%, N=763
Recreational opportunities	35%, N=761

Proportion of respondents

Figure 21: Combined "extremely important" and "very important" ratings for the reasons for visiting Denali NP & Preserve

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=789 visitor groups

Rating

Extremely important — 52%
Very important — 37%
Moderately important — 7%
Somewhat important — 2%
Not important — 2%

0 20 40 60 80 100
Proportion of respondents

Figure 22: Importance of visiting Alaska

N=761 visitor groups

Rating

Extremely important — 23%
Very important — 34%
Moderately important — 24%
Somewhat important — 11%
Not important — 8%

0 20 40 60 80 100
Proportion of respondents

Figure 23: Importance of visiting a national park

N=790 visitor groups

Rating

Extremely important — 61%
Very important — 32%
Moderately important — 5%
Somewhat important — 1%
Not important — 1%

0 20 40 60 80 100
Proportion of respondents
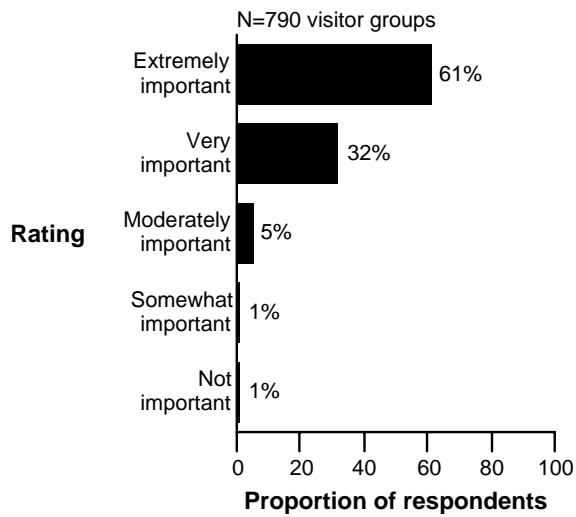
Figure 24: Importance of enjoying scenic beauty

N=767 visitor groups*

Rating

Extremely important — 17%
Very important — 24%
Moderately important — 29%
Somewhat important — 15%
Not important — 14%

0 20 40 60 80 100
Proportion of respondents

Figure 25: Importance of enjoying solitude

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=769 visitor groups

Rating	
Extremely important	27%
Very important	29%
Moderately important	25%
Somewhat important	13%
Not important	6%

Proportion of respondents

Figure 26: Importance of enjoying natural quiet/sounds of nature

N=793 visitor groups*

Rating	
Extremely important	67%
Very important	26%
Moderately important	6%
Somewhat important	1%
Not important	1%

Proportion of respondents
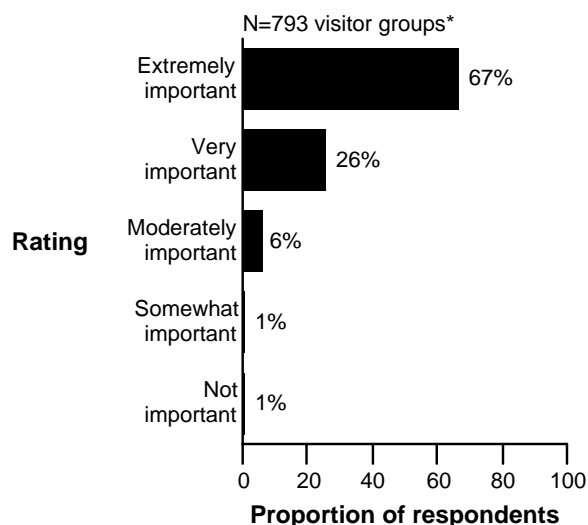
Figure 27: Importance of viewing wildlife

N=786 visitor groups*

Rating	
Extremely important	42%
Very important	30%
Moderately important	16%
Somewhat important	6%
Not important	5%

Proportion of respondents
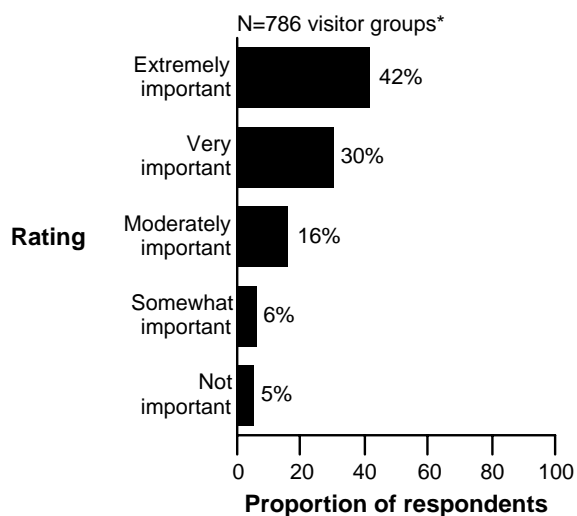
Figure 28: Importance of viewing glaciers

N=788 visitor groups

Rating	
Extremely important	55%
Very important	27%
Moderately important	15%
Somewhat important	2%
Not important	1%

Proportion of respondents
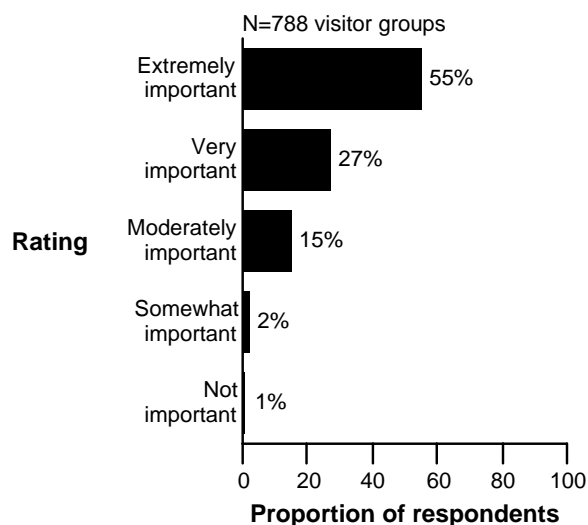
Figure 29: Importance of viewing Mount McKinley

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=763 visitor groups*

Rating	
Extremely important	10%
Very important	26%
Moderately important	33%
Somewhat important	19%
Not important	13%

Proportion of respondents

Figure 30: Importance of educational opportunities

N=761 visitor groups*

Rating	
Extremely important	16%
Very important	19%
Moderately important	22%
Somewhat important	17%
Not important	27%

Proportion of respondents
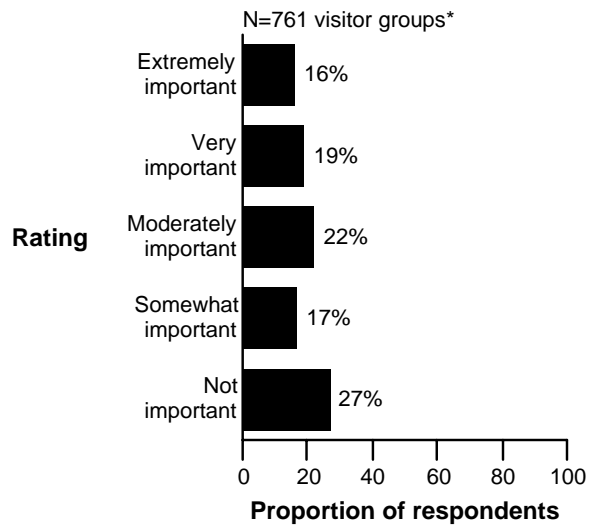
Figure 31: Importance of recreational opportunities

N=777 visitor groups

Rating	
Extremely important	36%
Very important	36%
Moderately important	16%
Somewhat important	7%
Not important	5%

Proportion of respondents
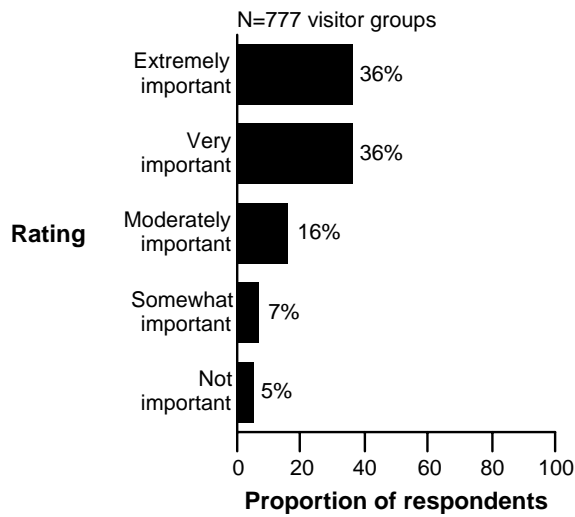
Figure 32: Importance of experiencing wilderness

N=773 visitor groups

Rating	
Extremely important	18%
Very important	33%
Moderately important	29%
Somewhat important	15%
Not important	5%

Proportion of respondents
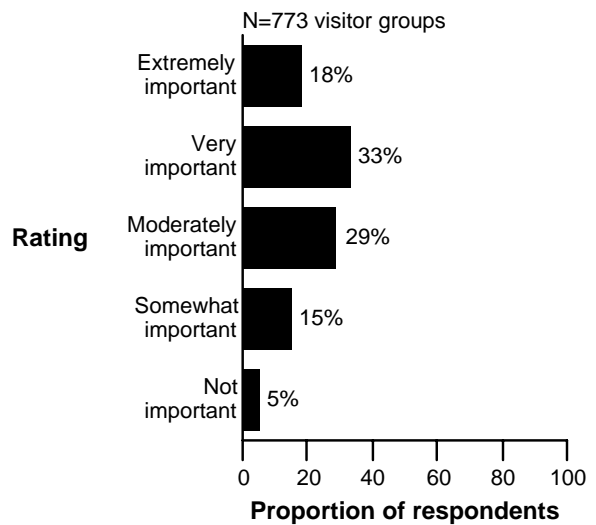
Figure 33: Importance of learning local and native culture and history

*total percentages do not equal 100 due to rounding
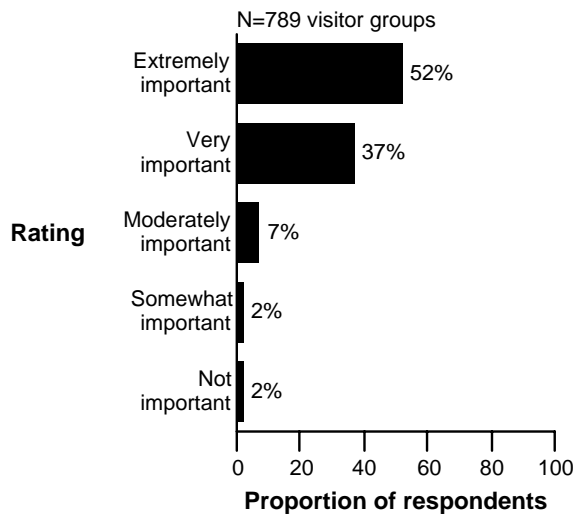**total percentages do not equal 100 because visitors could select more than one answer

N=772 visitor groups

Rating	
Extremely important	29%
Very important	20%
Moderately important	9%
Somewhat important	4%
Not important	38%

0   20   40   60   80   100
Proportion of respondents

Figure 34: Importance of visiting Denali as part of a package tour

N=754 visitor groups

Rating	
Extremely important	29%
Very important	20%
Moderately important	13%
Somewhat important	8%
Not important	30%

0   20   40   60   80   100
Proportion of respondents
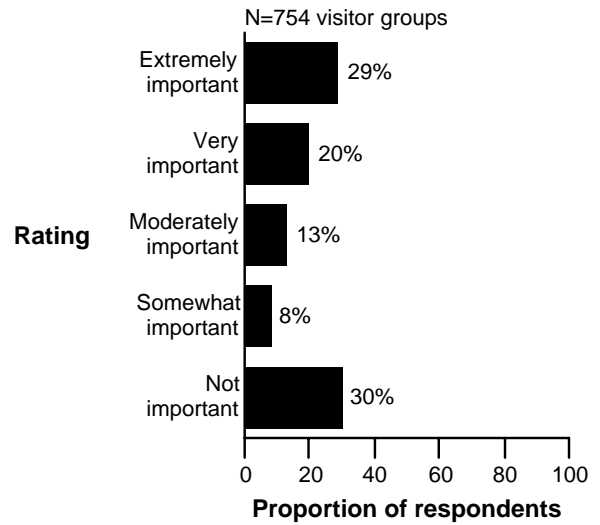
Figure 35: Importance of spending time with family/friends

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Adequacy of directional signs

Question 8a
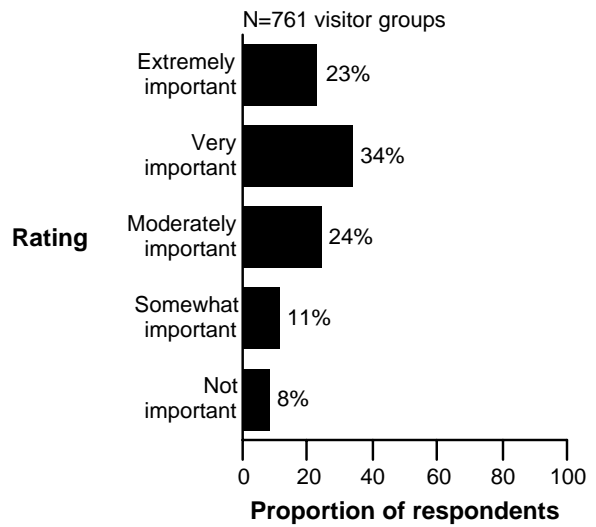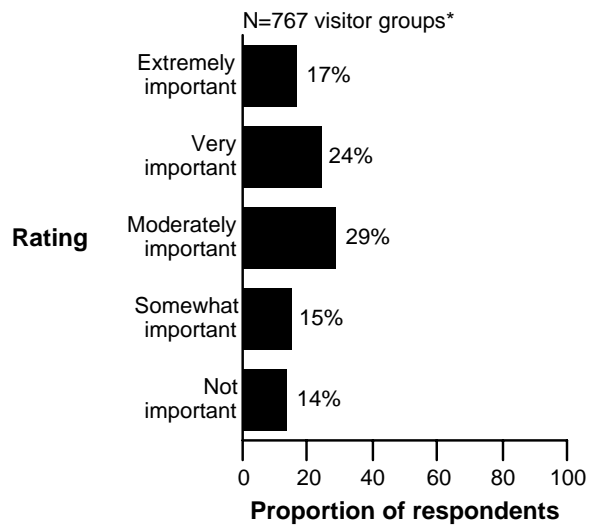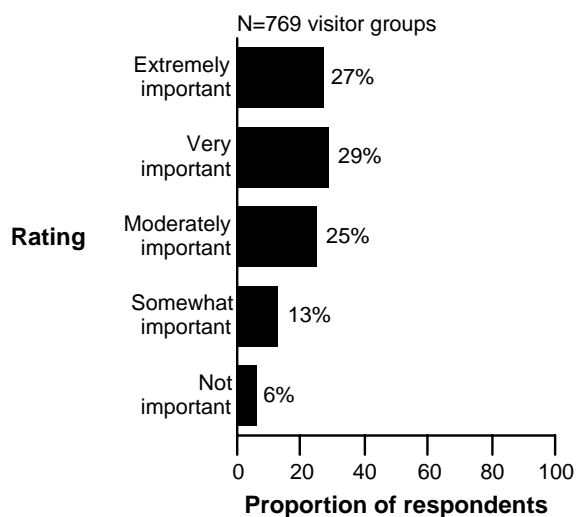   Inside the park, were the signs directing you and your group to facilities and sites adequate?

Results
- 96% of visitor groups reported directional signs inside the park were adequate (see Figure 36).

N=784 visitor groups

Signs adequate inside park?
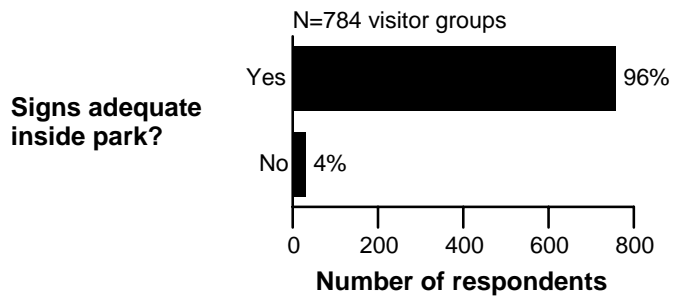
Figure 36: Adequacy of directional signs inside the park directing groups towards facilities and sites

Question 8b
    If NO, what would have helped you to find you way?

Results - **Interpret with CAUTION!**
- Problems with directional signs reported by visitor groups (N=26) are listed in Table 7.

Table 7: Directional information not available
N= 28 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Signs	
To/along walking paths/trails	8
More signs	4
At roundabout	2
To/from visitor center	2
To amphitheater	1
To Riley campground office	1
To dog kennels	1
At George Parks Hwy junction	1
Information at park entrance	3
Maps for walking	1
Eielson Center operation hours	1
Directions to shuttle parking	1
Directions on exits from car parks	1
Tour guide	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Transportation used to arrive at Denali NP & Preserve

Question 10
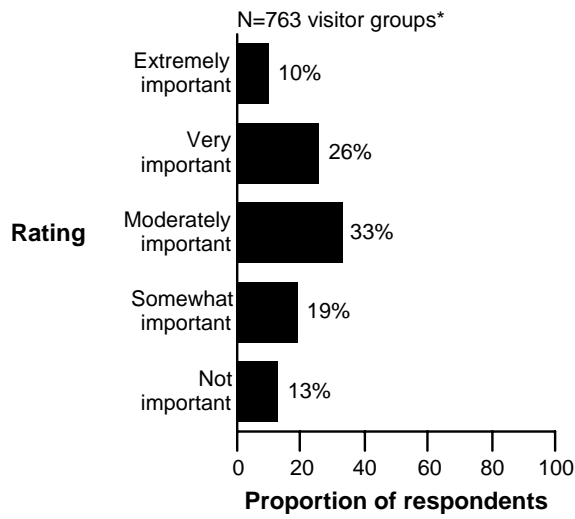On this trip, what forms of transportation did you and your group use to arrive at Denali NP & Preserve area (Healy to Trapper Creek/Talkeetna) from Anchorage, Seward, Glennallen, or Fairbanks areas?

Results

- 47% of visitor groups traveled to the park area in a train (see Figure 37).

- 28% traveled in a tour motorcoach.

- 22% traveled in a rental vehicle.

- "Other" forms of transportation (3%) included:

  Bus
  Cruise ship
  Tour van
  Government vehicle
  Jet boat
  Railway

N=802 visitor groups**

Type of transportation	
Train	47%
Tour motorcoach	28%
Rental vehicle	22%
Private vehicle	20%
Airplane	12%
Intercity bus/van	3%
Bicycle	<1%
Other	3%

Number of respondents
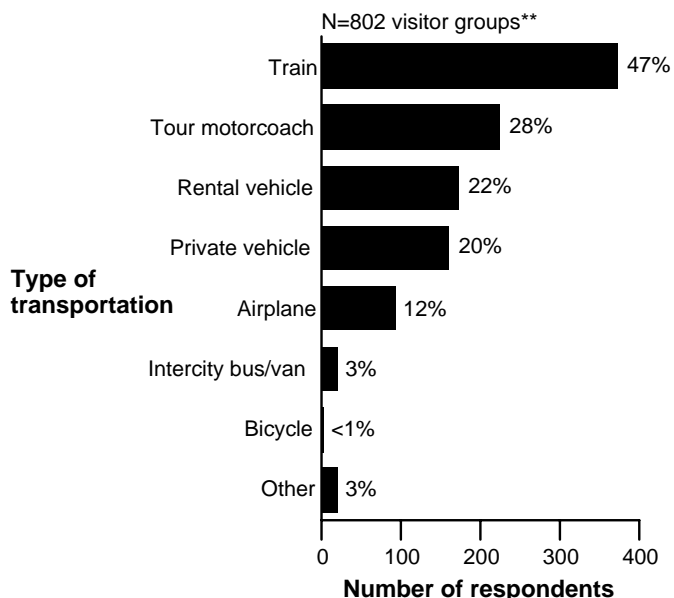
Figure 37: Transportation used to arrive at Denali NP & Preserve area

Number of vehicles

Question 19b
For this visit to Denali NP & Preserve, please list the number of vehicles you and your group used to arrive at the park?

Results

- 70% of visitor groups used one vehicle to enter the park (see Figure 38).

- 16% used two or more.

- 14% used no vehicles.

N=693 visitor groups*

Number of vehicles	
3 or more	5%
2	12%
1	70%
0	14%

Number of respondents
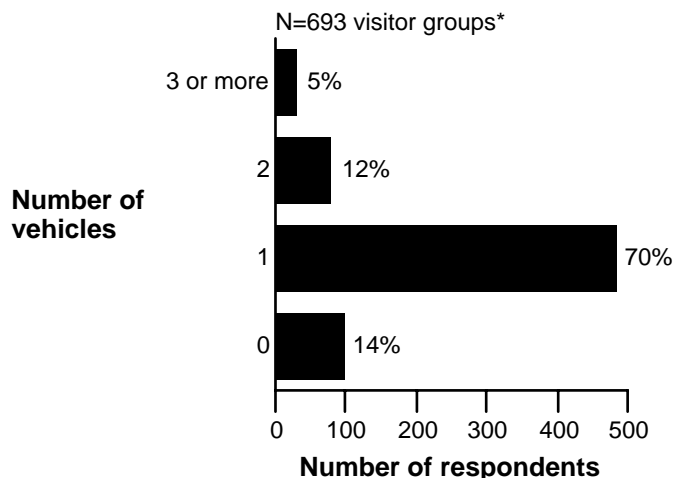
Figure 38: Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding
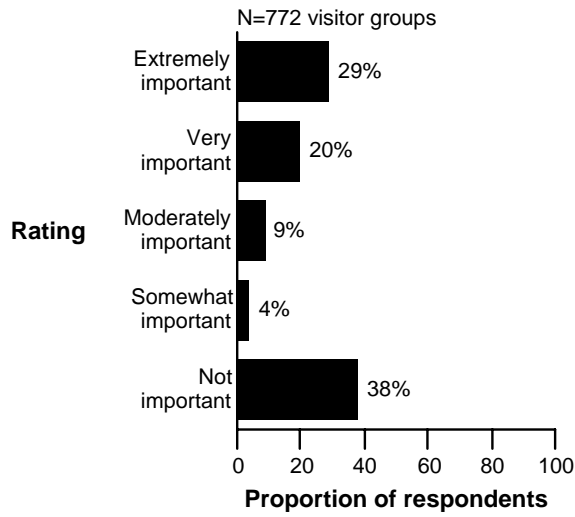**total percentages do not equal 100 because visitors could select more than one answer

25

Transportation used to travel between accommodations and park

Question 7e
What forms of transportation did you and your group use to travel between your accommodations and Denali NP & Preserve?

Results

- 38% of visitor groups traveled in the Tundra Wilderness Tour or Denali Natural History Tour buses. (see Figure 39).

- 26% traveled in hotel shuttle vans/courtesy buses.

- "Other" transportation used (8%) are listed in Table 8.

N=596 visitor groups**

Type of transportation	
Tundra Wilderness Tour or Denali Natural History Tour buses	38%
Hotel shuttle van/courtesy bus	26%
Rental vehicle	23%
Tour motorcoach	22%
Private vehicle	19%
On foot	9%
Airplane	7%
Bicycle	1%
Taxi	<1%
Other	8%

Number of respondents
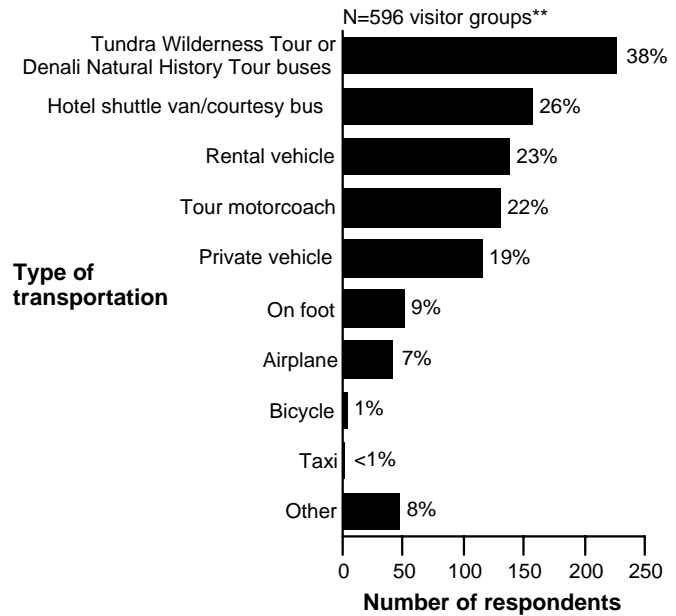
Figure 39: Forms of transportation visitor groups used to travel between accommodations and Denali NP & Preserve

Table 8: Transportation between accommodations and park & preserve
N=49 comments;
some visitor groups made more than one comment.

Transportation	Number of times mentioned
Park shuttle bus	19
Courtesy van/bus	8
Train	7
Helicopter	4
Bus	4
Private vehicle	3
Tour van	2
Other transportation	2

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor groups use of trails in the park & preserve

Question 11a

Did you and your group hike/walk any trails on this visit to Denali NP & Preserve?

Results

- 39% of visitor groups hiked/walked trails in Denali NP & Preserve (see Figure 40).

N=798 visitor groups

Hike/walk any trails in Denali NP & Preserve

Yes	39%
No	61%

Number of respondents
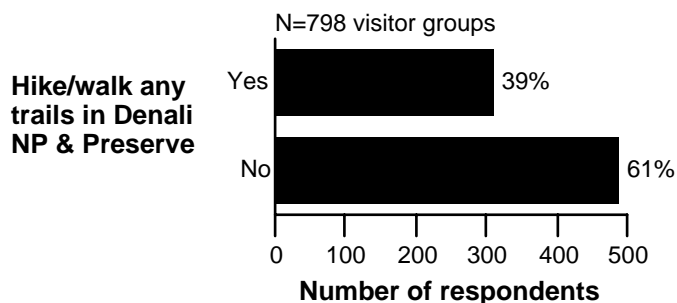
Figure 40: Hike/walk any trails on this visit?

Question 11b

If YES, please list all the trails that you and your group used on this visit.

Results

- 91% of visitor groups (N=299) who hiked trails during their visit responded to this question.

- Trails used by visitor groups are provided in Table 9.

Table 9: Trails used by visitor groups
N=526 comments;
some visitor groups made more than one comment.

Trail	Number of times mentioned
Horseshoe Trail	72
Savage River	72
Mt. Healy Overlook Trail	49
Taiga Trail	47
Meadow View Trail	28
Roadside	27
Spruce Forest	19
Around Visitor Center	17
Jonesville Trail	16
Rock Creek	16
Bike path	16
McKinley Bar Trail	15
Morino Trail	10
Polychrome	10
Off-trail hiking	9
Wonder Lake	9
Around cabins/lodges	6
Around Denali Lodge	6
Fish Creek	5
Kantishna	5
Off bus stop	4
Ranger-led hike (natural history/nature)	4
Toklat	4
Riverside	3
Oxbow	3
Blueberry Hill	3
Eielson	2
Triple Lakes	2
McKinley Station Trail	2
Riley Creek	2
Moose Creek Trail	2
Other trails	26
Don't know/not sure	15

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 11c

Why did you and your group choose the trails you did?

Results

- 87% of visitor groups who hiked trails (N=285) responded to this question.

- The reasons for choosing these trails are listed in Table 10.

Table 10: Reasons for selecting trails
N=369 comments;
some visitor groups made more than one comment.

Reason	Number of times mentioned
Time	41
Ease/difficulty level	36
Access	33
Scenic	33
Length	31
Convenience	30
Recommended	24
Interest	18
Proximity	18
Part of package/tour	17
Guided	13
Wildlife viewing	13
To see park	10
Well-maintained	9
Experience nature	9
Exercise	5
Solitude	5
Well-marked	3
Safe	3
Kid-friendly	2
Plant viewing	2
Other reasons	14

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Overnight accommodations

Question 7a
> On this trip, did you and your group stay overnight away from home inside Denali NP & Preserve or in the area from Healy to Trapper Creek/Talkeetna?

Results
- 74% of visitor groups stayed overnight away from home in Denali National Park and Preserve or area (see Figure 41).

N=787 visitor groups

Stay overnight in Denali NP & Pres or area?

Yes 74%
No 26%

Number of respondents

Figure 41: Overnight stay away from home in the Denali NP & Preserve or area

Question 7b
> If YES, please list the number of nights you and your group stayed inside the park and preserve.
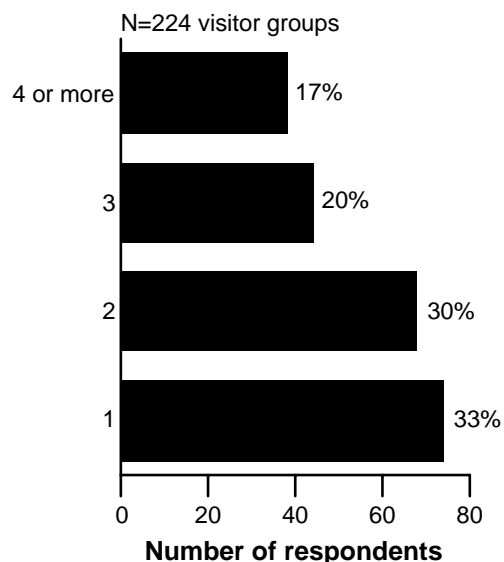
Results
- Of those who stayed overnight inside the park, 63% of visitor groups spent one or two nights inside the park (see Figure 42).

- 20% spent three nights.

- 17% spent four or more nights.

N=224 visitor groups

Number of nights

4 or more 17%
3 20%
2 30%
1 33%

Number of respondents

Figure 42: Number of nights inside the park and preserve

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=438 visitor groups

Question 7b
   Please list the number of nights you and
   your group stayed in the Denali National
   Park and Preserve area.

Results

- 44% of visitor groups who stayed
  overnight in the area spent two nights
  in the Denali National Park and
  Preserve area (see Figure 43).

- 27% spent one night.

- 17% spent three nights.

- 12% spent four or more nights in the
  park and preserve area.

**Number
of nights**

Number of respondents
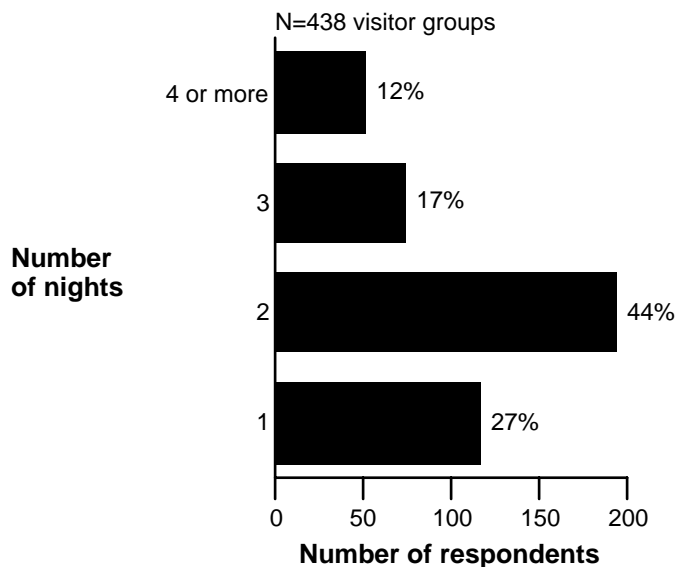
**Figure 43: Number of nights in the Denali National
Park and Preserve area**

Question 7c
   In what type of lodging did you and your
   group spend the night(s) inside the park?

Results

- 28% of visitor groups stayed
  overnight in a tent in developed
  campgrounds (see Figure 44).

- 21% were in RV camping in
  developed campgrounds.

- "Other" types of lodging (27%)
  included:

            Hostel
            Cabin
            Employee housing

Note: Forty-two visitor groups provided "other"
      types of lodging inside the park as
      lodges, resorts, hotels, etc. This could
      be explained as a confusion of park and
      preserve boundaries.

N=189 visitor groups**

**Type of
lodging**

Number of respondents
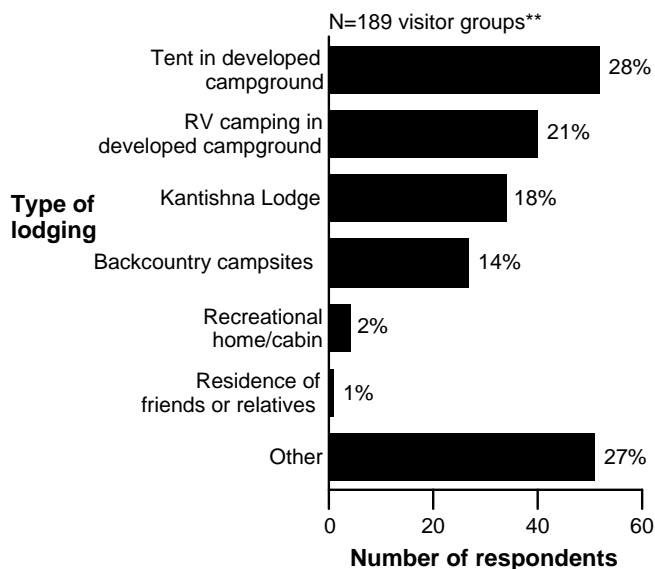
**Figure 44: Type of lodging visitor groups used inside
the Denali NP & Preserve**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 7d
　　In what type of lodging did you and your group
　　spend the night(s) in the area outside the park
　　(from Healy to Trapper Creek/Talkeetna)?

Results

- 82% of visitor groups stayed overnight in a
  lodge, motel, cabin, rented condo/home, or
  B&B (see Figure 45).

- 9% were in RV camping in developed
  campgrounds.

- "Other" types of lodging (4%) included:

　　　　Hostel
　　　　Chalet
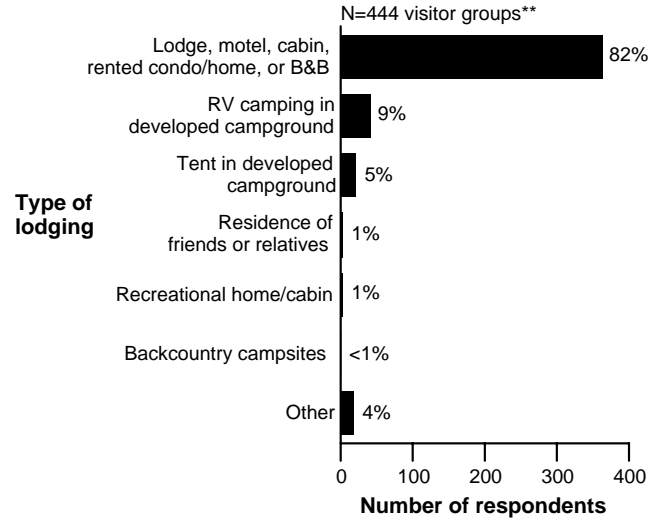
**Figure 45:　Type of lodging visitor groups in
　　　　　　　the area outside the park and
　　　　　　　preserve (from Healy to Trapper
　　　　　　　Creek/Talkeetna)**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Length of visit

Question 6a
On this visit, how long did you and your group stay at Denali National Park and Preserve? (Please list partial hours/days as 1/4, 1/2, or 3/4.)

Number of hours, if less than 24 hours

Results

- 39% of visitor groups spent ten or more hours at the park (see Figure 46).

- 25% spent seven to ten hours.

- 15% spent up to three hours.

N=209 visitor groups

Number of hours	
13 or more	19%
10 to 12	20%
7 to 9	25%
4 to 6	21%
Up to 3	15%

Number of respondents: 0, 50, 100, 150
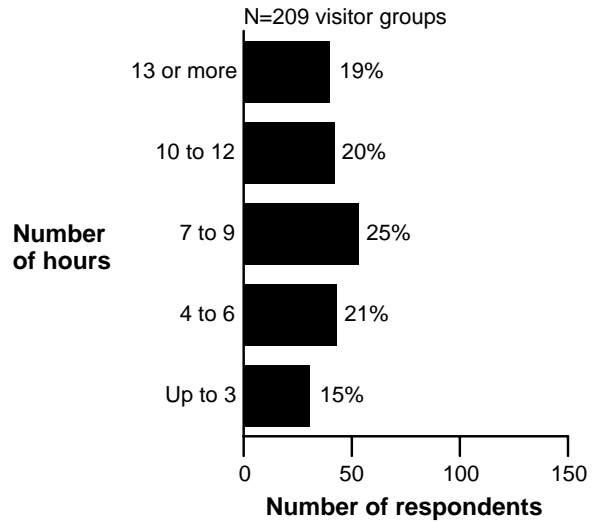
Figure 46: Number of hours visiting the park and preserve

Number of days, if 24 hours or more

Results

- 47% of visitor groups spent two days at the park (see Figure 47).

- 25% spent three days.

- 15% spent four or more days.

- 13% spent one day.

N=557 visitor groups

Number of days	
4 or more	15%
3	25%
2	47%
1	13%

Number of respondents: 0, 100, 200, 300
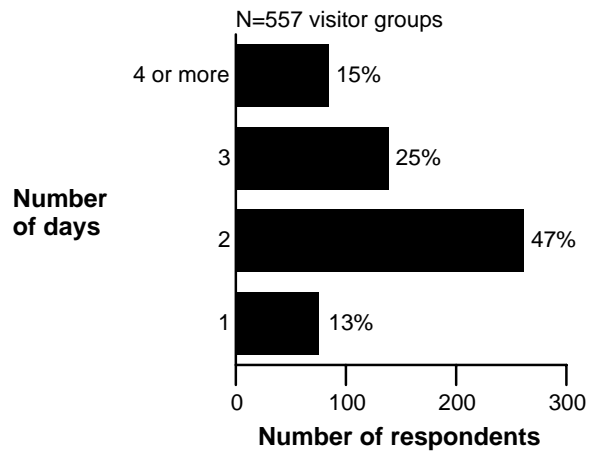
Figure 47: Number of days visiting the park and preserve

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Number of entries into the park

Question 6b

On this visit, how many times did you and your group enter the park, including any entries by aircraft?

Results

- 46% of visitor groups entered the park once (see Figure 48).

- 31% entered the park twice.

- 24% entered three or more times.

N=794 visitor groups*

Number of entries into the park

Category	%
4 or more	10%
3	14%
2	31%
1	46%

Number of respondents
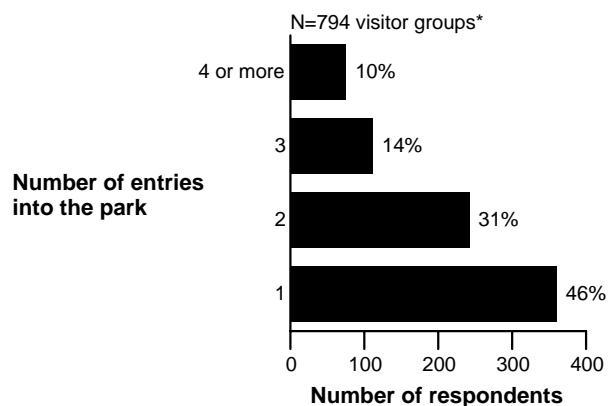
Figure 48: Number of entries into the park

Other national parks or historical parks visited on this trip to Alaska

Question 9a

On this visit to Denali NP and Preserve, does your group have any members who are not residents of Alaska (either year round or seasonal)?

Results

- 97% of visitor groups had members that were not Alaska residents (see Figure 49).

N=786 visitor groups

Any group members not Alaskan residents?

Category	%
Yes	97%
No	3%

Number of respondents
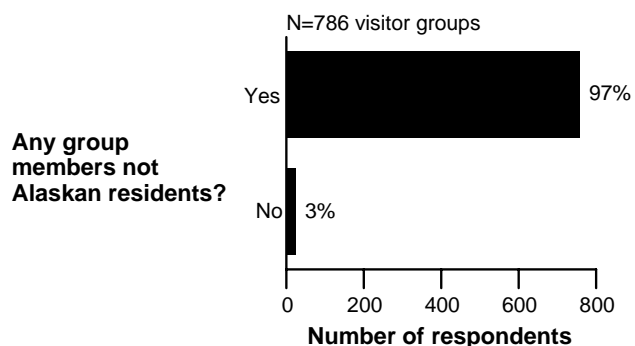
Figure 49:   Visitor groups with members who are not residents of Alaska

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 9b

What other national parks or historical parks did/will that person(s) visit on this trip to Alaska?

Results

- Among groups that contain non-Alaska residents, 75% had visited or planned to visit additional national parks or historical parks on their trip to Alaska (see Figure 50).

Visit any other parks?

N=709 visitor groups
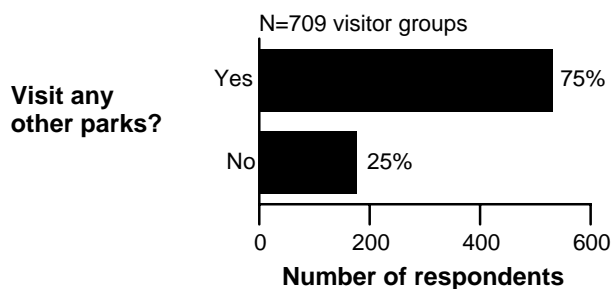
Figure 50:   Visiting other national parks or historical parks on this visit to Alaska?

Results

- As shown in Figure 51, the most common national parks or historical parks that visitors groups containing non-residents of Alaska had visited or planned to visit on this trip were:

  53% Glacier Bay NP
  50% Kenai Fjords NP
  27% Klondike Gold Rush NHP

- "Other" national parks or historical parks (8%) mentioned by visitor groups were national forest units, state park units, or national park units in other states.

Other parks visited

N=530 visitor groups**
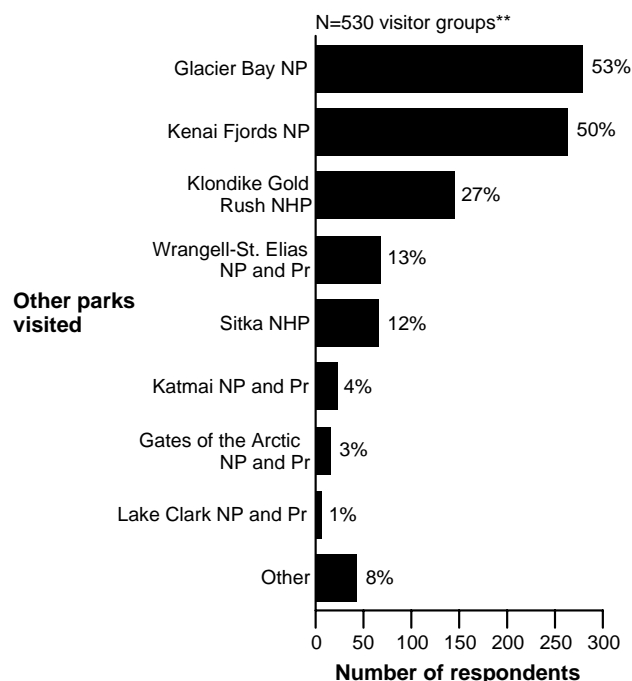
Figure 51:   Other national parks or historical parks that Alaska non-residents visited or planned to visit on this trip to Alaska

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visit to Denali NP & Preserve part of a packaged tour

Question 22a

Was your trip to Denali NP & Preserve part of a packaged tour (package tours commonly include transportation, meals, lodging, and activities sold as a pre-set itinerary from a single company)?
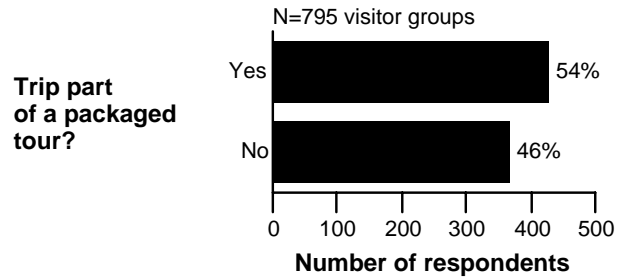
Results

- 54% of visitor groups traveled to the park & preserve as part of a packaged tour (see Figure 52).

- 46% were not part of a packaged tour.

N=795 visitor groups

Trip part of a packaged tour?

Yes	54%
No	46%

Number of respondents

Figure 52:   Visitor groups traveling to the park & preserve as part of a packaged tour

Question 22b

If YES, what was the name of the company (not travel agency) that provided the packaged tour?

Results

- Table 11 shows the companies that visitor groups used to travel to Denali NP & Preserve as part of a packaged tour.

Table 11: Packaged tour providers
N=385 comments;
some visitor groups made more than one comment.

Company name	Number of times mentioned
Holland America	180
Princess Cruise and Tours	78
Celebrity Cruises	20
Royal Caribbean	10
AAA	6
Alaska Wildland Adventure	6
Carnival	6
Alaska Tour and Travel	5
Cruise West	5
Camp Denali	4
Alaska Outdoors	3
Alaska Railroad	3
Denali Foundation	3
John Hall's Kiss Alaska	3
Van Guard	3
All Alaska Tours	2
Backroads	2
Cosmos	2
Dexter Travel	2
Eagle Travel	2
Elderhostel	2
Exodus Travel	2
Legendary Journeys	2
North Face Lodge	2
Other companies	26
Don't know/not sure	4

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

"Keep Wildlife Wild" message

Question 15a
    During this visit to Denali NP & Preserve, did you encounter the "Keep Wildlife Wild" message with its advice and warnings?

Results
- 83% of visitor groups encountered the "Keep Wildlife Wild" message (see Figure 53).

- 17% did not encounter the message.

N=791 visitor groups

Encounter 'Keep Wildlife Wild' message?

Yes — 83%
No — 17%

Number of respondents
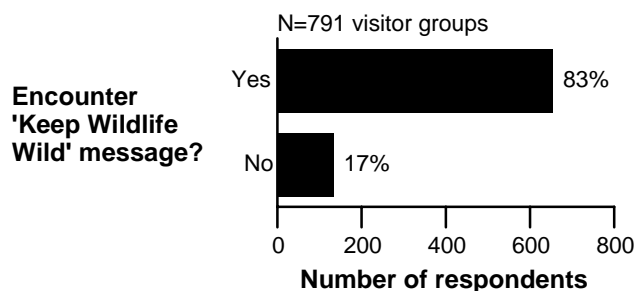
Figure 53: Visitor groups who encountered "Keep Wildlife Wild" message

Question 15b
    If YES, where did you encounter it?

Results
- As shown in Figure 54, the most common locations where visitor groups encountered this message were:

    85% Signs
    52% Park publications

- The least common location was:

    15% Ranger program

N=648 visitor groups**

Location signs were encountered

Signs — 85%
Park publications — 52%
Visitor center desk — 43%
Personal contact with ranger/park wildlife technician — 40%
Park bulletin boards — 38%
Ranger program — 15%

Number of respondents
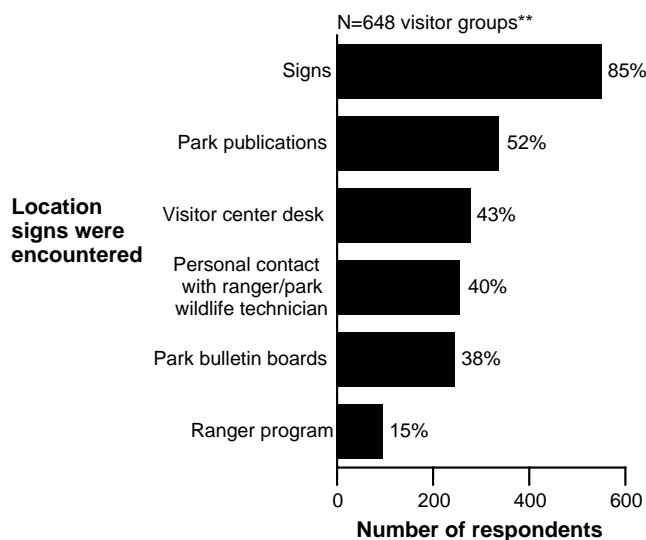
Figure 54: Locations where visitor groups encountered "Keep Wildlife Wild" message

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Activities on previous visits

Question 14c

Please check all the activities you and your group participated in on previous visits to the park.

Results

- As shown in Figure 55, the most commonly mentioned activities were:

  94% Viewing wildlife
  93% Viewing scenery
  63% Experiencing wilderness
  53% Photography/painting/drawing

- The least common activity was:

  2% Mountaineering/climbing

N=83 visitor groups**

Activity	
Viewing wildlife	94%
Viewing scenery	93%
Experiencing wilderness	63%
Photography/painting/drawing	53%
Hiking on trails	49%
Auto touring on park road between Headquarters and Savage Rver	41%
Shopping	40%
Birding/birdwatching	34%
Nature appreciation/study	27%
Off-trail hiking or backpacking	27%
River rafting	20%
Flightseeing	13%
Bicycling	6%
Mountaineering/climbing	2%

Number of respondents

Figure 55: Visitor activities on previous visits

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 14a

On this visit to Denali NP & Preserve, what activities did you and your group participate in?

Results

- As shown in Figure 56, the most commonly mentioned activities included:

  93% Viewing scenery
  91% Viewing wildlife
  57% Experiencing wilderness
  50% Photography/painting/drawing

- The least common activity was:

  2% Mountaineering/climbing

Note: At the time the survey was conducted, the mountaineering/climbing season had concluded for the year.

N=794 visitor groups**

Activity	
Viewing scenery	93%
Viewing wildlife	91%
Experiencing wilderness	57%
Photography/painting/drawing	50%
Shopping	39%
Hiking on trails	36%
Birding/birdwatching	31%
Nature appreciation/study	25%
Auto touring on park road between Headquarters and Savage River	19%
River rafting	15%
Flightseeing	15%
Off-trail hiking or backpacking	14%
Bicycling	3%
Mountaineering/climbing	2%

Number of respondents

Figure 56: Visitor activities on this visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings for activities

Question 14b

For those activities that you or your group participated in on this visit, please rate on a scale of 1 to 5 the importance of each activity to your park experience.

     1=Not important
     2=Somewhat important
     3=Moderately important
     4=Very important
     5=Extremely important

Results

- Figure 57 shows the combined proportions of "extremely important" and "very important" ratings for activities that were rated by 30 or more visitor groups.

- The visitor facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

     97% Viewing scenery
     94% Viewing wildlife
     92% Experiencing wilderness
     91% Photography/painting/drawing

- Figures 58 to 71 show the importance ratings for each activity.

- The activity receiving the highest "not important" rating was:

     13% Shopping

N=total number of groups who rated each activity.

Activity	
Viewing scenery	97%, N=713
Viewing wildlife	94%, N=701
Experiencing wilderness	92%, N=437
Photography/painting/drawing	91%, N=388
Nature appreciation/study	89%, N=196
Flightseeing	85%, N=116
Off-trail hiking or backpacking	85%, N=111
Hiking on trails	78%, N=280
Auto touring on park road between Headquarters and Savage River	73%, N=142
River rafting	64%, N=120
Birding/birdwatching	57%, N=241
Shopping	28%, N=300

Proportion of respondents

Figure 57: Combined proportions of "extremely important" and "very important" ratings for activities
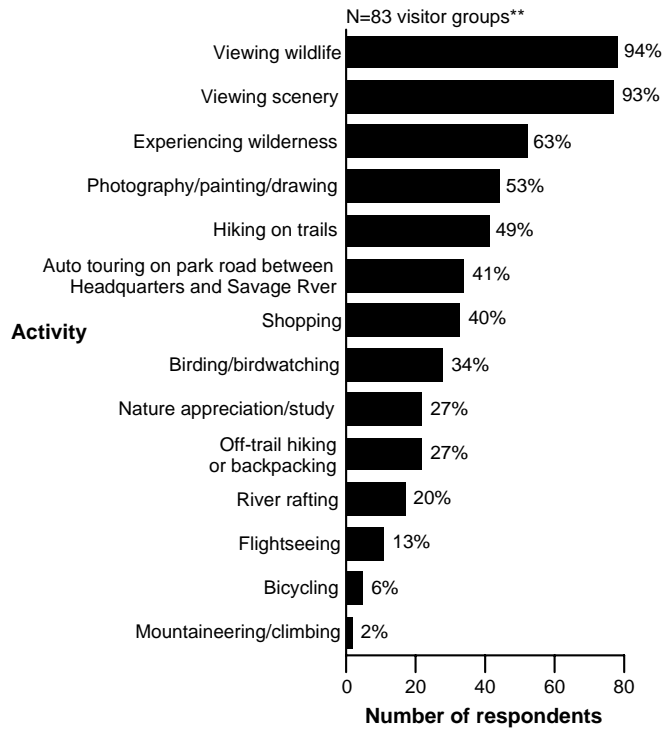
*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=241 visitor groups

Rating	
Extremely important	28%
Very important	29%
Moderately important	29%
Somewhat important	11%
Not important	3%

Proportion of respondents

**Figure 58:   Importance of birding/
                birdwatching**

N=701 visitor groups*

Rating	
Extremely important	69%
Very important	25%
Moderately important	4%
Somewhat important	1%
Not important	0%

Proportion of respondents
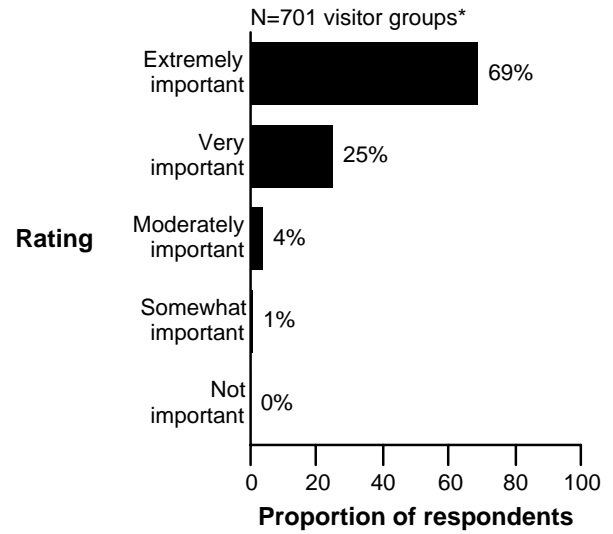
**Figure 59:   Importance of viewing wildlife
                (other than birdwatching)**

N=713 visitor groups*

Rating	
Extremely important	74%
Very important	23%
Moderately important	3%
Somewhat important	<1%
Not important	0%

Proportion of respondents
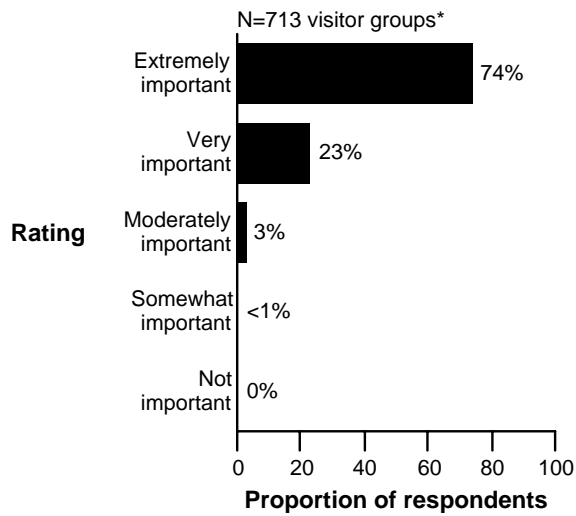
Figure 60:   Importance of viewing scenery

N=280 visitor groups

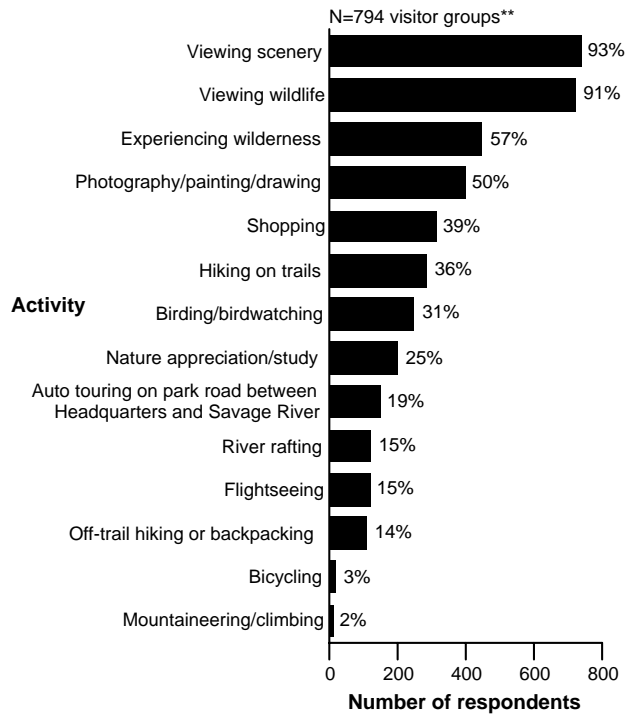| Rating	
Extremely important	45%
Very important	33%
Moderately important	14%
Somewhat important	6%
Not important	2%

Proportion of respondents

Figure 61:   Importance of hiking on trails

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=111 visitor groups

Rating	
Extremely important	60%
Very important	25%
Moderately important	8%
Somewhat important	2%
Not important	5%

Proportion of respondents

Figure 62:   Importance of off-trail hiking or backpacking

N=437 visitor groups*

Rating	
Extremely important	62%
Very important	30%
Moderately important	8%
Somewhat important	<1%
Not important	<1%

Proportion of respondents
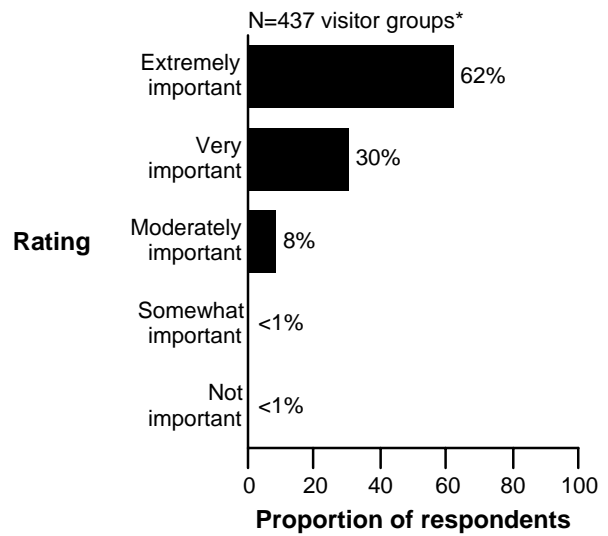
Figure 63:   Importance of experiencing wilderness

N=120 visitor groups

Rating	
Extremely important	27%
Very important	37%
Moderately important	29%
Somewhat important	4%
Not important	3%

Proportion of respondents
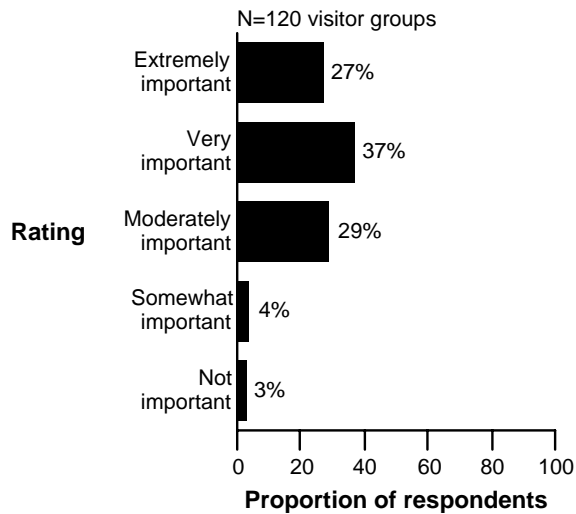
Figure 64:   Importance of river rafting

N=196 visitor groups

Rating	
Extremely important	61%
Very important	28%
Moderately important	9%
Somewhat important	1%
Not important	1%

Proportion of respondents
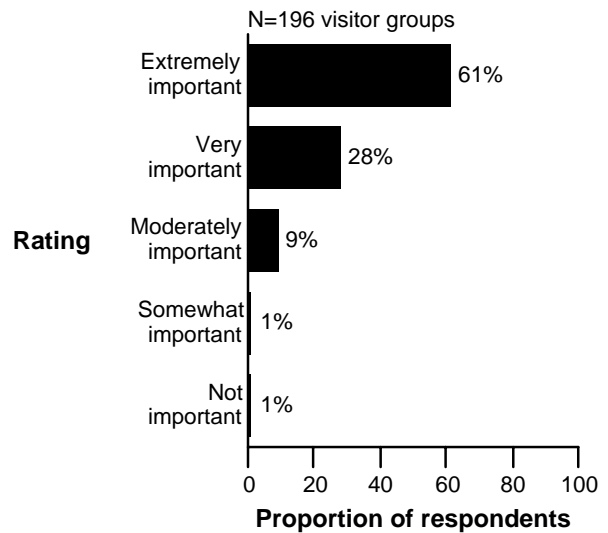
Figure 65:   Importance of nature appreciation/ study

*total percentages do not equal 100 due to rounding
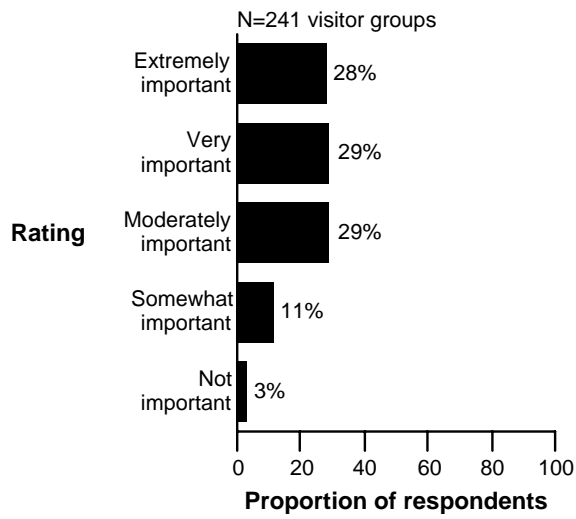**total percentages do not equal 100 because visitors could select more than one answer

N=116 visitor groups

Rating

Extremely important | 58%
Very important | 27%
Moderately important | 8%
Somewhat important | 3%
Not important | 4%

0 20 40 60 80 100

Proportion of respondents

Figure 66:   Importance of flightseeing

N=12 visitor groups

Rating

Extremely important | 33%
Very important | 17%
Moderately important | 8%
Somewhat important | 17%   **CAUTION!**
Not important | 25%

0 20 40 60 80 100

Proportion of respondents

Figure 67:   Importance of mountaineering/ climbing

N=21 visitor groups

Rating

Extremely important | 19%
Very important | 14%
Moderately important | 24%
Somewhat important | 24%   **CAUTION!**
Not important | 19%

0 20 40 60 80 100

Proportion of respondents
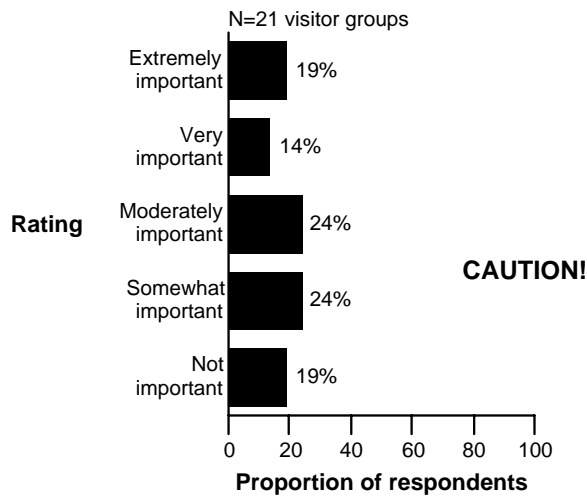
Figure 68:   Importance of bicycling

N=388 visitor groups*

Rating

Extremely important | 55%
Very important | 36%
Moderately important | 8%
Somewhat important | 1%
Not important | 1%

0 20 40 60 80 100

Proportion of respondents
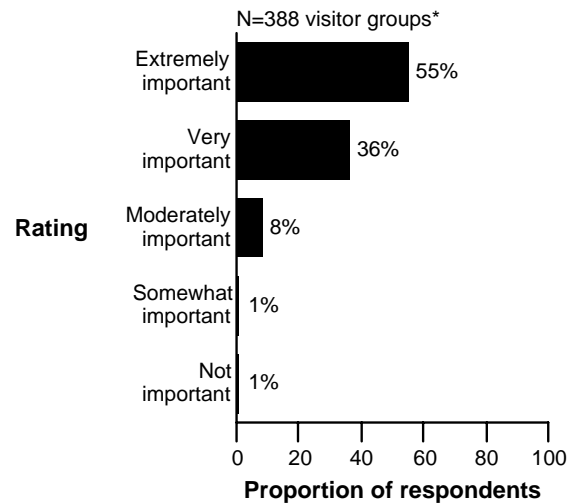
Figure 69:   Importance of photography/ painting/drawing

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
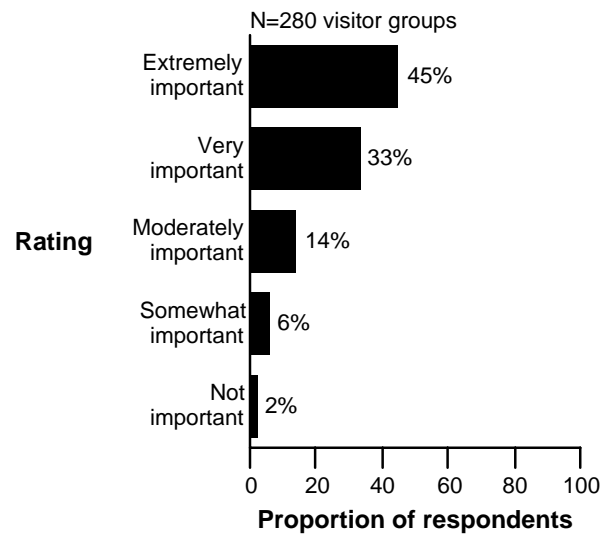
N=300 visitor groups*

Rating

Figure 70:   Importance of shopping

N=142 visitor groups*

Rating

Figure 71:   Importance of auto touring on park road between Headquarters and Savage River

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

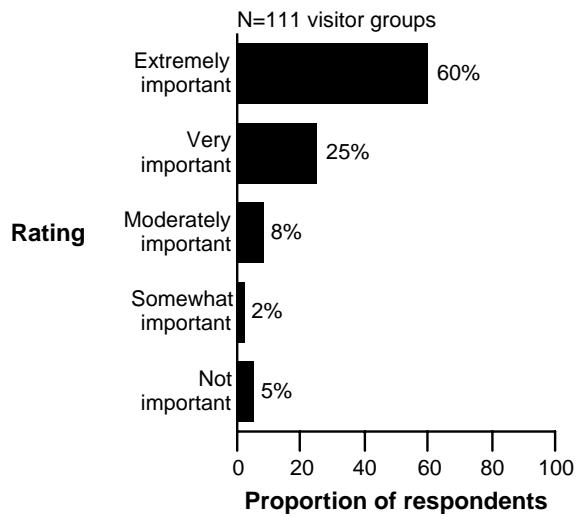Question 14d

Please list all other activities that you and your group participated in on this visit to Denali NP & Preserve.

- Other activities that visitor groups participated in are listed in Table 12.

Table 12: Other activities on this visit
N=150 comments;
some visitor groups made more than one comment.

Activity	Number of times mentioned
Went on a tour	18
Visit kennels	11
Camping	9
Boat ride	8
Jeep safari	8
Fish	7
Hike	7
Homestead tour	6
Dinner theater	6
Cabin Night	5
Horseback riding	4
Watched film	4
Tundra tour	3
Dine	3
Helicopter ride	3
Attend presentation	3
Sightsee	3
Train	3
Visitors Center	3
ATV ride	2
Ate berries	2
Pan for gold	2
Cruise	2
Wagon ride	2
Other comments	26

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

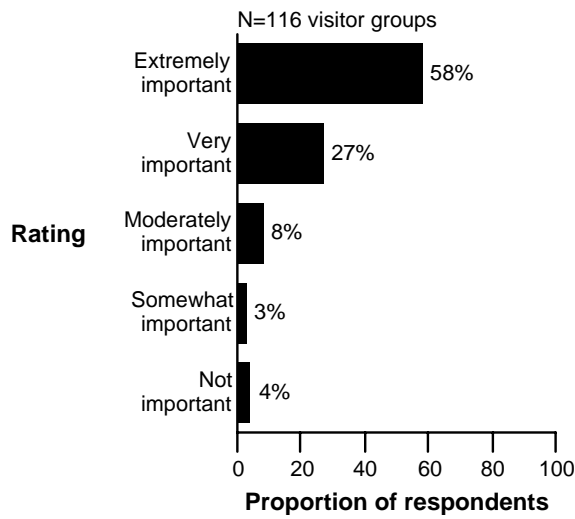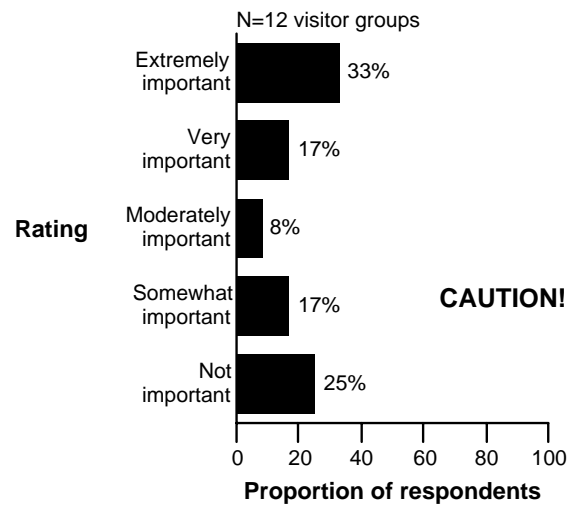## Ratings of Visitor Facilities, Services, Elements, Attributes and Resources

Visitor facilities used on past visits

Question 12d

Please indicate all of the visitor facilities that you and your group have used on **past** visits.

Results

- As shown in Figure 72, the most used visitor facilities included:

  73% Denali Visitor Center
  45% Wilderness Access Center
  34% Savage River parking areas
  31% Train depot

- The least used facility was:

  6% Lodges at Kantishna

N=89 visitor groups**

Facility	
Denali Visitor Center	73%
Wilderness Access Center	45%
Savage River parking areas	34%
Train depot	31%
Park campgrounds	28%
Outdoor/wayside exhibits	25%
Sled Dog Kennels	18%
McKinley Mercantile	17%
Murie Science and Learning Center	15%
Talkeetna Ranger Station	12%
Morino Grill	10%
Savage Cabin	8%
Talkeetna Historical Society Museum	7%
Lodges at Kantishna	6%

Number of respondents

Figure 72: Visitor facilities used on past visits

*total percentages do not equal 100 due to rounding
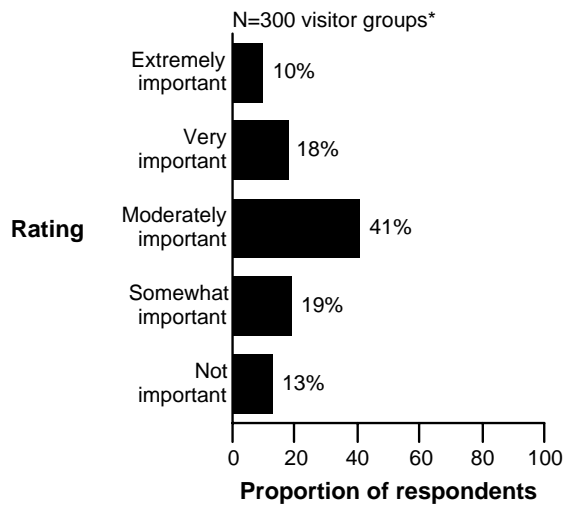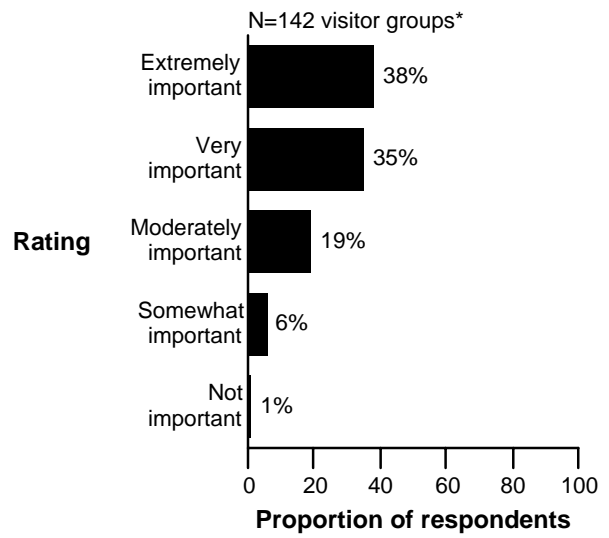**total percentages do not equal 100 because visitors could select more than one answer

Visitor facilities used during this visit

Question 12a

Please indicate all of the visitor facilities that you and your group used during this visit to Denali NP & Preserve.

Results

- As shown in Figure 73, the most used visitor facilities included:

  85% Denali Visitor Center
  52% Train Depot
  51% Wilderness Access Center
  26% Sled Dog Kennels

- The least used facility was:

  7% Lodges at Kantishna

N=787 visitor groups**

Facility

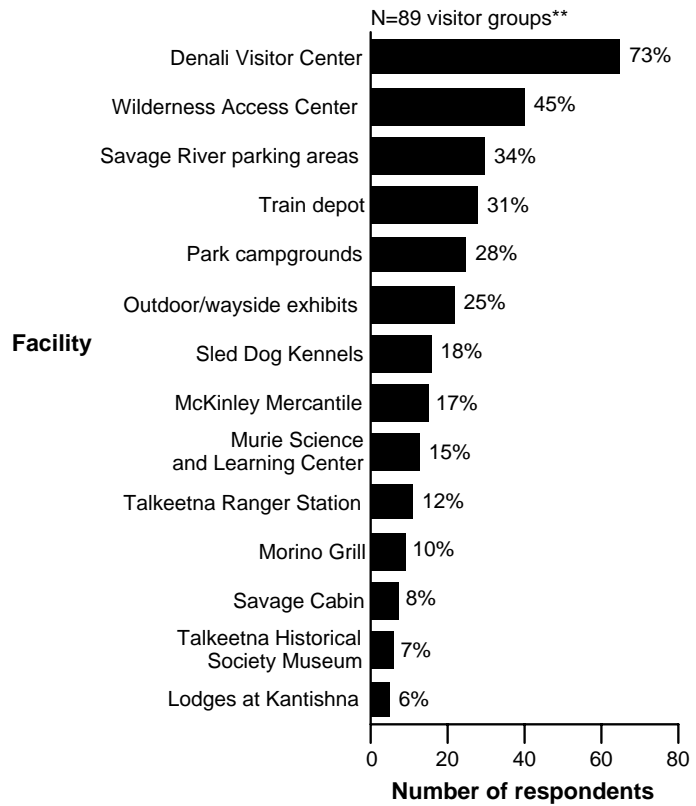| Facility	Percentage
Denali Visitor Center	85%
Train depot	52%
Wilderness Access Center	51%
Sled Dog Kennels	26%
Outdoor/wayside exhibits	21%
Savage River parking areas	18%
McKinley Mercantile	17%
Park campgrounds	15%
Morino Grill	14%
Murie Science and Learning Center	13%
Savage Cabin	12%
Talkeetna Ranger Station	9%
Talkeetna Historical Society Museum	8%
Lodges at Kantishna	7%

Number of respondents

Figure 73: Visitor facilities used

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor facilities

Question 12b
  For only those facilities that you or your group used on this visit, please rate their importance from 1 to 5.

      1=Not important
      2=Somewhat important
      3=Moderately important
      4=Very important
      5=Extremely important

Results
- Figure 74 shows the combined proportions of "extremely important" and "very important" ratings for visitor facilities that were rated by 30 or more visitor groups.

- The visitor facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

    88% Park campgrounds
    77% Train depot

- Figures 75 to 88 show the importance ratings for each facility.

- The facility receiving the highest "not important" rating was:

    10% Lodges at Kantishna

N=total number of groups who rated each facility

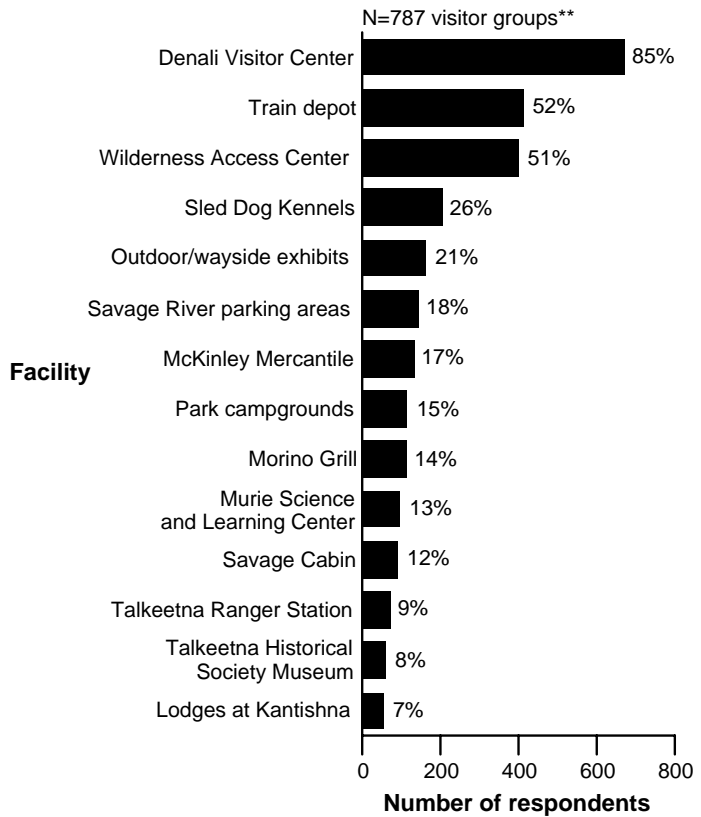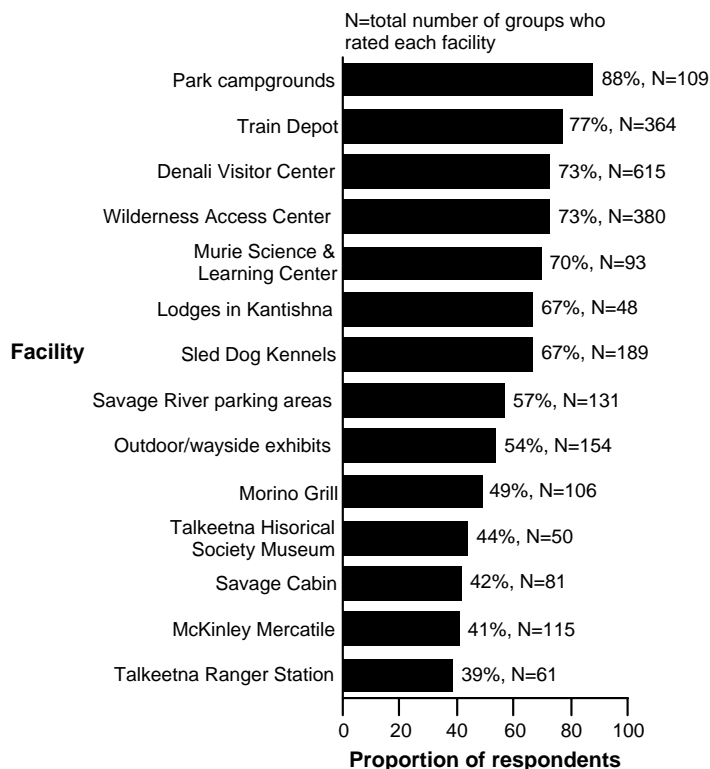**Figure 74: Combined proportions of "extremely important" and "very important" ratings for visitor facilities**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

47

N=380 visitor groups*

Rating	
Extremely important	40%
Very important	33%
Moderately important	19%
Somewhat important	4%
Not important	3%

Proportion of respondents

Figure 75: Importance of the Wilderness Access Center

N=615 visitor groups

Rating	
Extremely important	38%
Very important	35%
Moderately important	19%
Somewhat important	7%
Not important	1%

Proportion of respondents
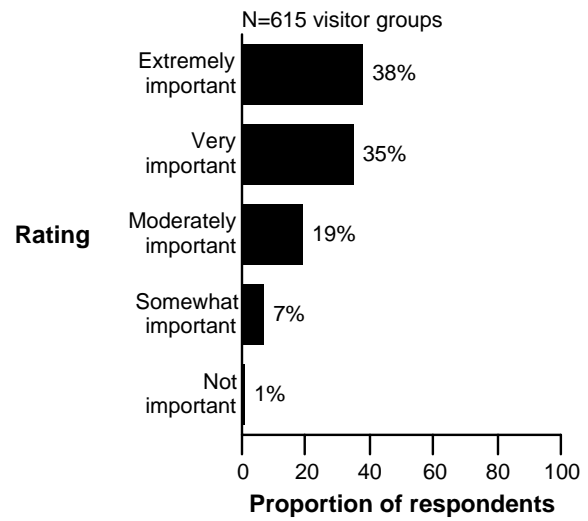
Figure 76: Importance of Denali Visitor Center

N=93 visitor groups*

Rating	
Extremely important	27%
Very important	43%
Moderately important	19%
Somewhat important	4%
Not important	6%

Proportion of respondents
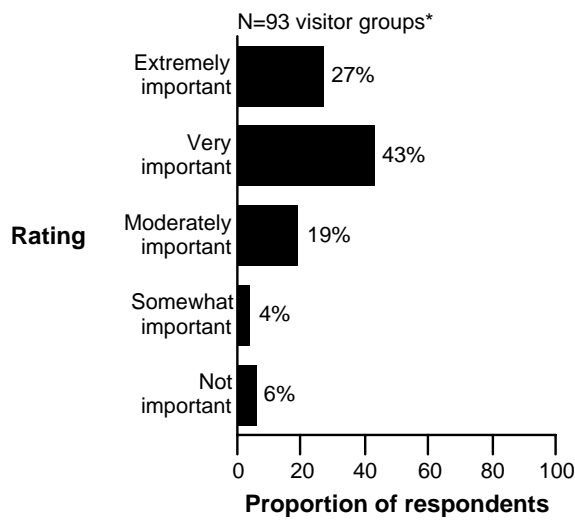
Figure 77: Importance of Murie Science and Learning Center

N=189 visitor groups

Rating	
Extremely important	28%
Very important	39%
Moderately important	27%
Somewhat important	5%
Not important	1%

Proportion of respondents

Figure 78: Importance of Sled Dogs Kennel

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=131 visitor groups

Rating

Extremely important — 25%
Very important — 32%
Moderately important — 29%
Somewhat important — 9%
Not important — 5%

0 20 40 60 80 100
Proportion of respondents

Figure 79: Importance of Savage River parking areas

N=50 visitor groups

Rating

Extremely important — 12%
Very important — 32%
Moderately important — 44%
Somewhat important — 4%
Not important — 8%

0 20 40 60 80 100
Proportion of respondents
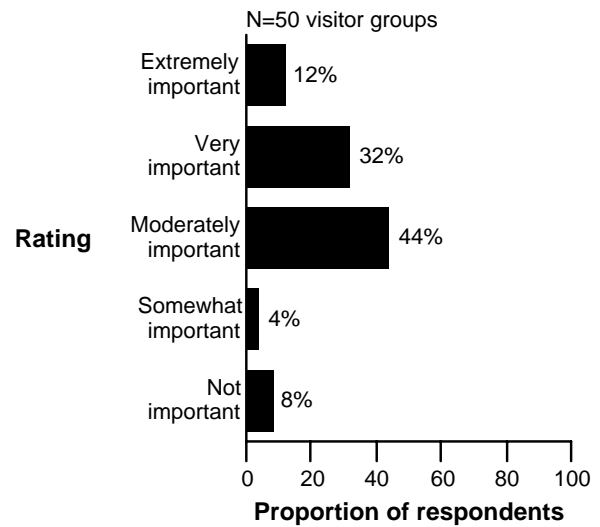
Figure 80: Importance of Talkeetna Historical Society Museum

N=61 visitor groups*

Rating

Extremely important — 18%
Very important — 21%
Moderately important — 41%
Somewhat important — 11%
Not important — 8%

0 20 40 60 80 100
Proportion of respondents
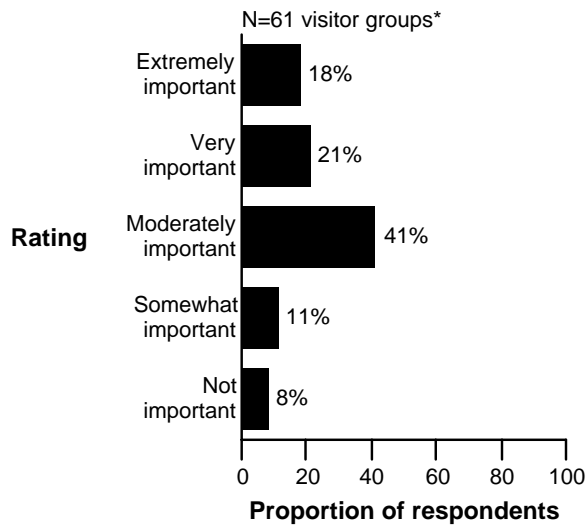
Figure 81: Importance of Talkeetna Ranger Station

N=48 visitor groups

Rating

Extremely important — 42%
Very important — 25%
Moderately important — 17%
Somewhat important — 6%
Not important — 10%

0 20 40 60 80 100
Proportion of respondents

Figure 82: Importance of lodges in Kantishna

*total percentages do not equal 100 due to rounding
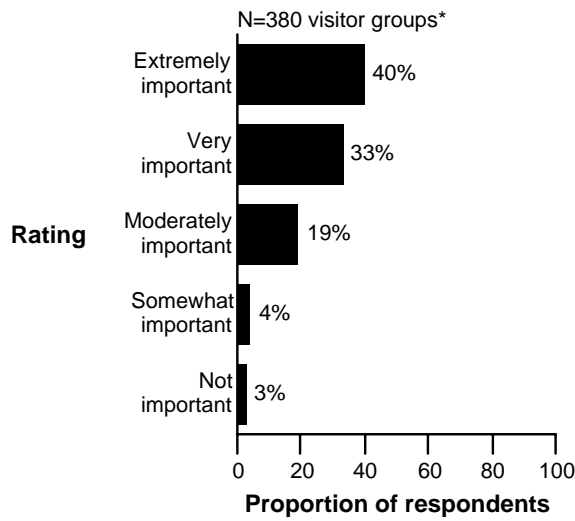**total percentages do not equal 100 because visitors could select more than one answer
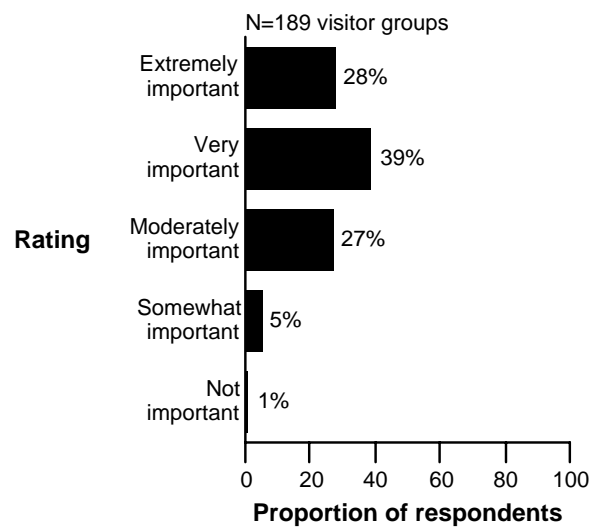
N=154 visitor groups

Rating

Extremely important — 25%
Very important — 29%
Moderately important — 34%
Somewhat important — 11%
Not important — 1%

Proportion of respondents

Figure 83: Importance of outdoor/wayside exhibits

N=106 visitor groups

Rating

Extremely important — 17%
Very important — 32%
Moderately important — 28%
Somewhat important — 17%
Not important — 6%

Proportion of respondents
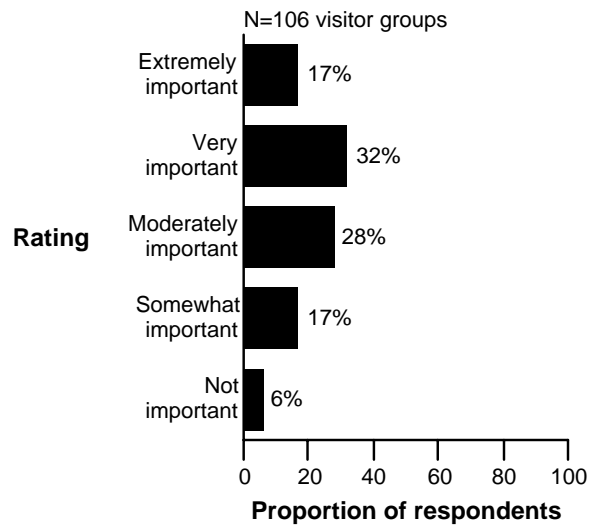
Figure 84: Importance of Morino Grill

N=364 visitor groups

Rating

Extremely important — 48%
Very important — 29%
Moderately important — 14%
Somewhat important — 7%
Not important — 2%

Proportion of respondents
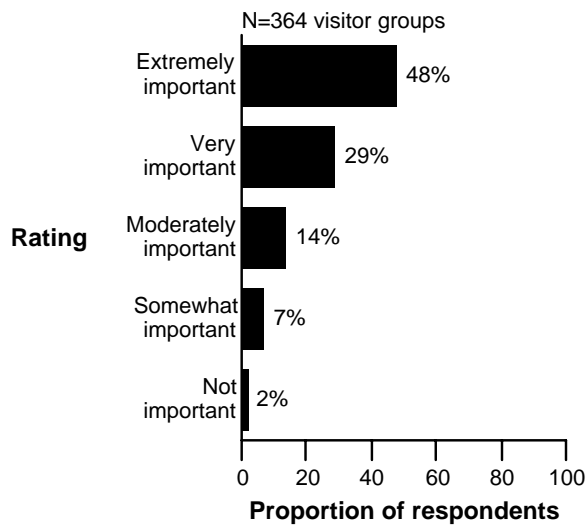
Figure 85: Importance of Train Depot

N=115 visitor groups

Rating

Extremely important — 17%
Very important — 24%
Moderately important — 36%
Somewhat important — 16%
Not important — 7%

Proportion of respondents

Figure 86: Importance of McKinley Mercantile

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

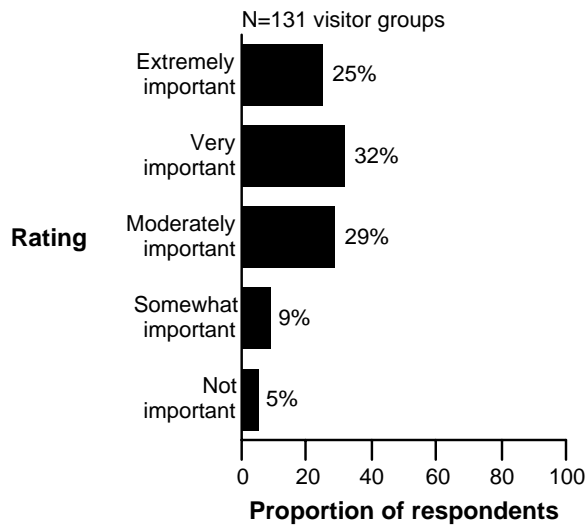N=109 visitor groups

Rating

Rating	
Extremely important	63%
Very important	25%
Moderately important	9%
Somewhat important	2%
Not important	1%

0   20   40   60   80   100
Proportion of respondents

N=81 visitor groups

Rating

Rating	
Extremely important	16%
Very important	26%
Moderately important	42%
Somewhat important	10%
Not important	6%

0   20   40   60   80   100
Proportion of respondents
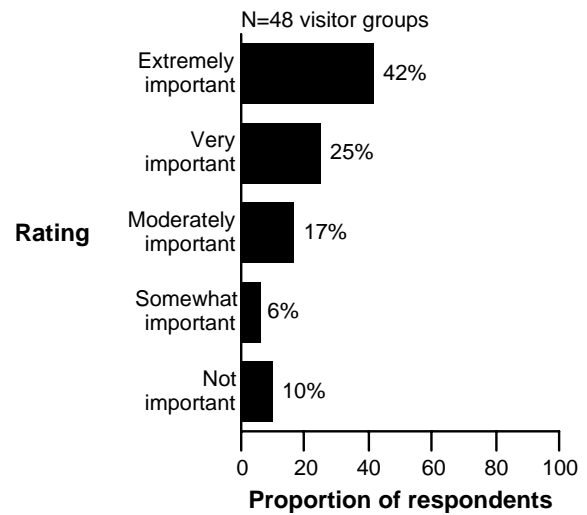
Figure 87: Importance of park campgrounds   **Figure 88: Importance of Savage Cabin**

*total percentages do not equal 100 due to rounding
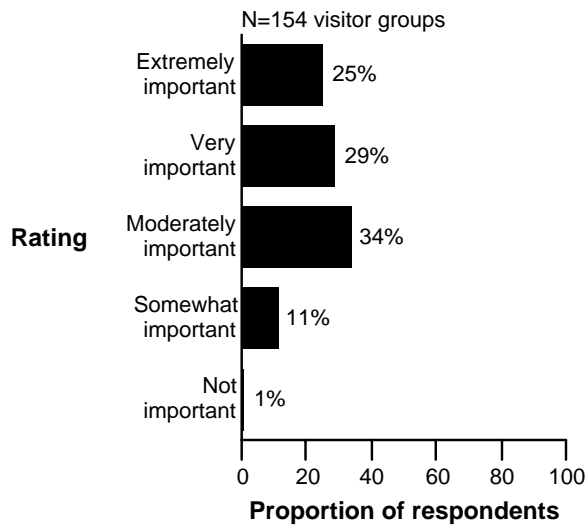**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor facilities

Question 12c
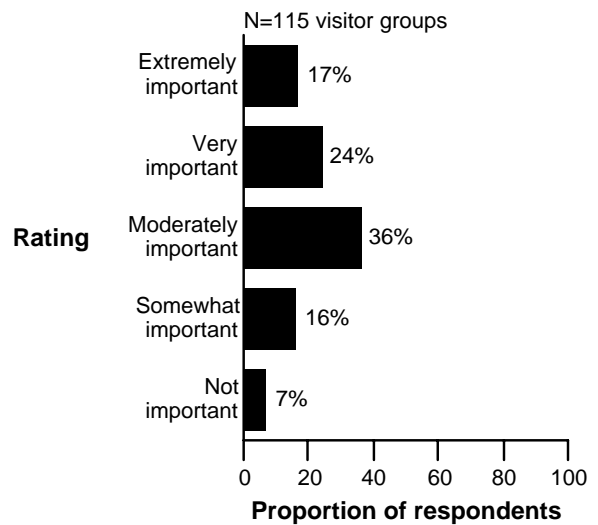> For only those facilities that you and your group used on this visit, please rate their quality from 1-5.
>
> > 1=Very poor
> > 2=Poor
> > 3=Average
> > 4=Good
> > 5=Very good

Results
- Figure 89 shows the combined proportions of "very good" and "good" quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The facilities that received the highest combined proportions of "very good" and "good" quality ratings were:

    > 95% Sled Dog Kennels
    > 93% Denali Visitor Center

- Figures 90 to 103 show the quality ratings for each facility.

- The facility receiving the highest "very poor" quality rating was:

    > 4% Morino Grill

total number of groups who rated each facility

Facility	Proportion
Sled Dog Kennels	95%, N=184
Denali Visitor Center	93%, N=620
Wilderness Access Center	89%, N=379
Murie Science and Learning Center	88%, N=92
Outdoor/wayside exhibits	86%, N=153
Park campgrounds	85%, N=108
Train Depot	84%, N=367
Talkeetna Ranger Station	84%, N=62
Talkeetna Historical Society Museum	84%, N=51
Lodges in Kantishna	79%, N=47
Savage Cabin	78%, N=77
Savage River parking areas	72%, N=129
McKinley Mercantile	71%, N=121
Morino Grill	68%, N=107

Proportion of respondents

Figure 89: Combined proportions of "very good" and "good" quality ratings for visitor facilities

*total percentages do not equal 100 due to rounding
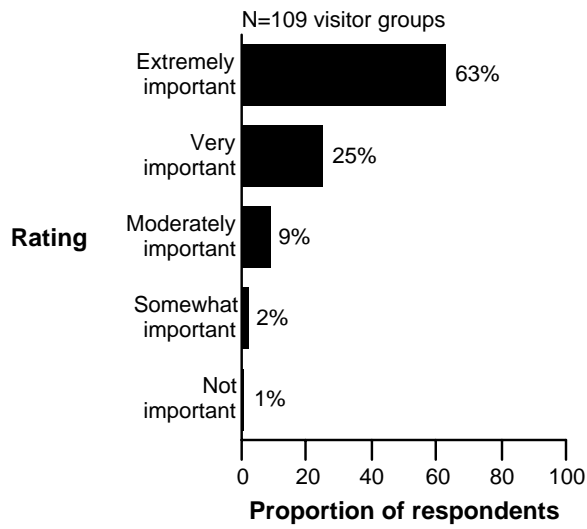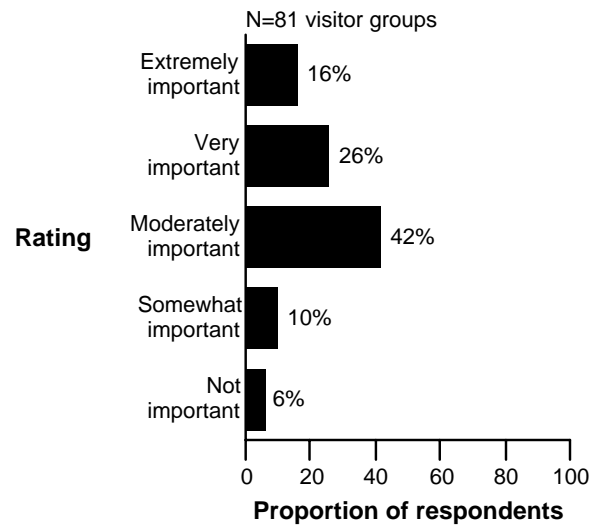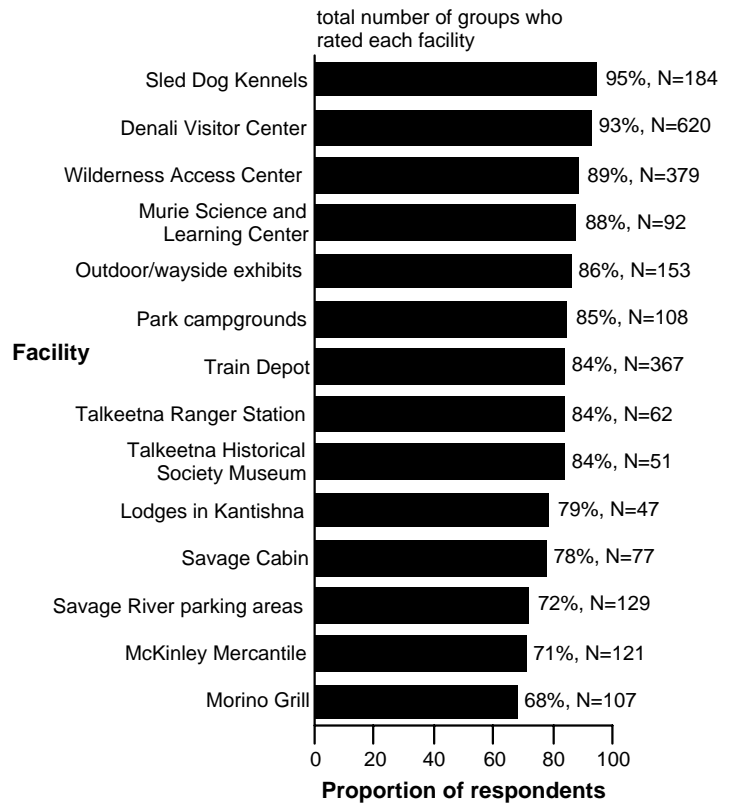**total percentages do not equal 100 because visitors could select more than one answer

N=379 visitor groups*

Rating	
Very good	51%
Good	38%
Average	9%
Poor	2%
Very poor	<1%

Proportion of respondents

Figure 90: Quality of Wilderness Access Center

N=620 visitor groups*

Rating	
Very good	64%
Good	29%
Average	7%
Poor	<1%
Very poor	<1%

Proportion of respondents
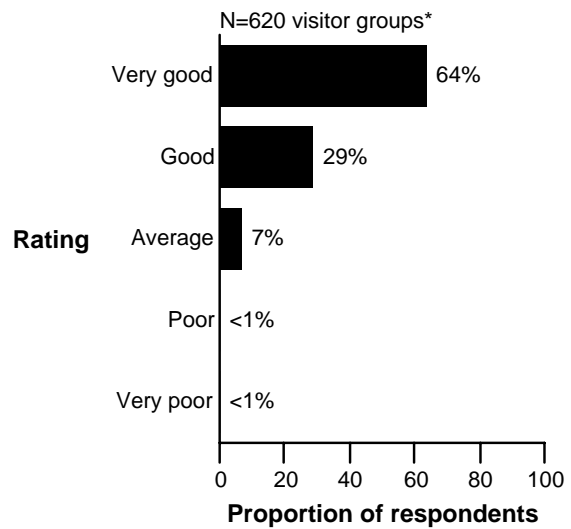
Figure 91: Quality of Denali Visitor Center

N=92 visitor groups

Rating	
Very good	62%
Good	26%
Average	11%
Poor	1%
Very poor	0%

Proportion of respondents
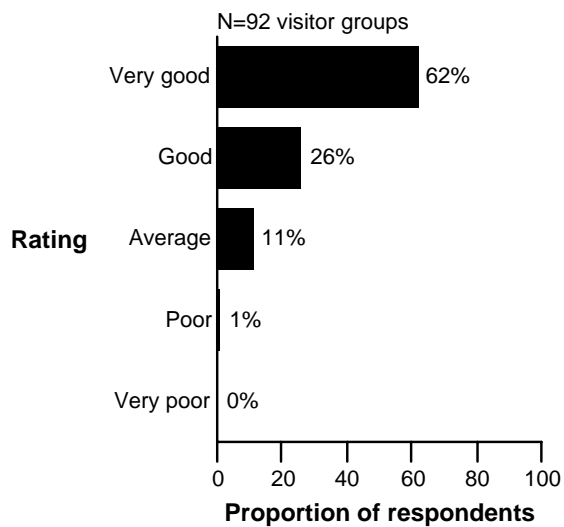
Figure 92: Quality of Murie Science and Learning Center

N=184 visitor groups

Rating	
Very good	59%
Good	36%
Average	4%
Poor	1%
Very poor	0%

Proportion of respondents

Figure 93: Quality of Sled Dog Kennels

*total percentages do not equal 100 due to rounding
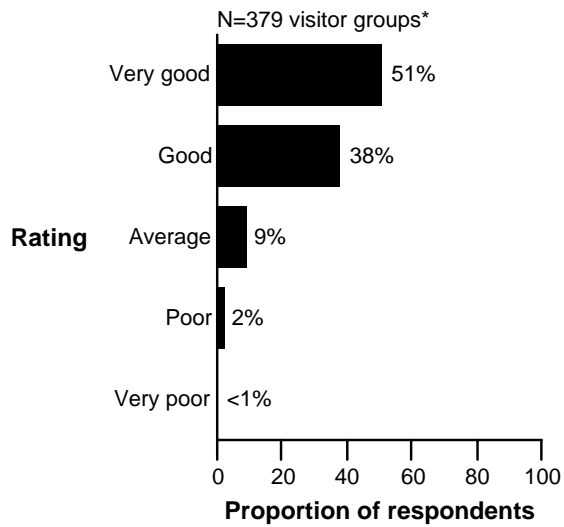**total percentages do not equal 100 because visitors could select more than one answer
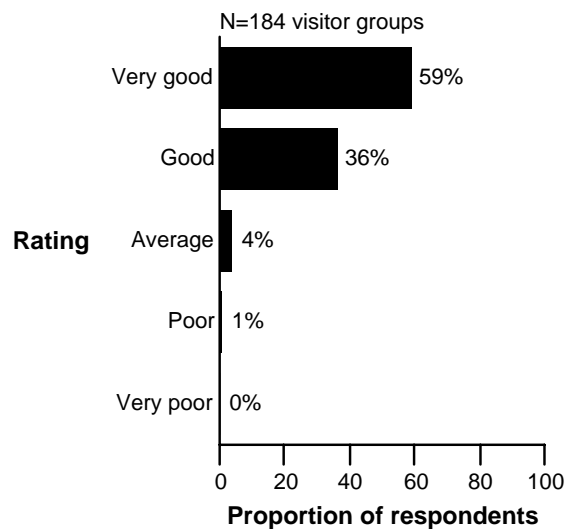
N=129 visitor groups*

Rating	
Very good	36%
Good	36%
Average	23%
Poor	4%
Very poor	0%

0   20   40   60   80   100
Proportion of respondents

Figure 94: Quality of Savage River parking areas

N=51 visitor groups

Rating	
Very good	39%
Good	45%
Average	14%
Poor	0%
Very poor	2%

0   20   40   60   80   100
Proportion of respondents
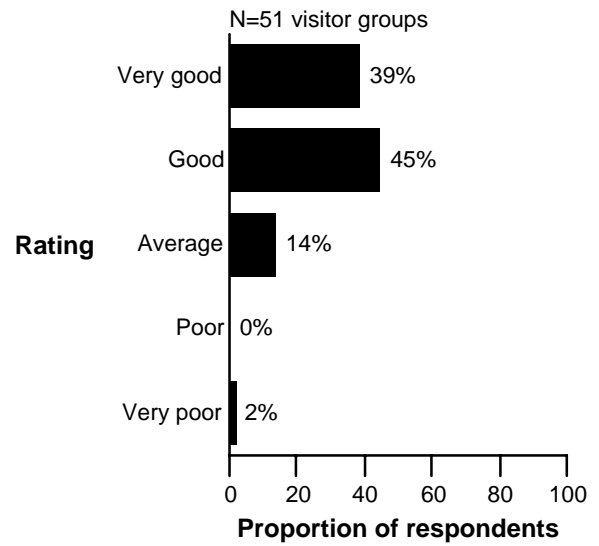
Figure 95: Quality of Talkeetna Historical Society Museum

N=62 visitor groups*

Rating	
Very good	45%
Good	39%
Average	15%
Poor	2%
Very poor	0%

0   20   40   60   80   100
Proportion of respondents
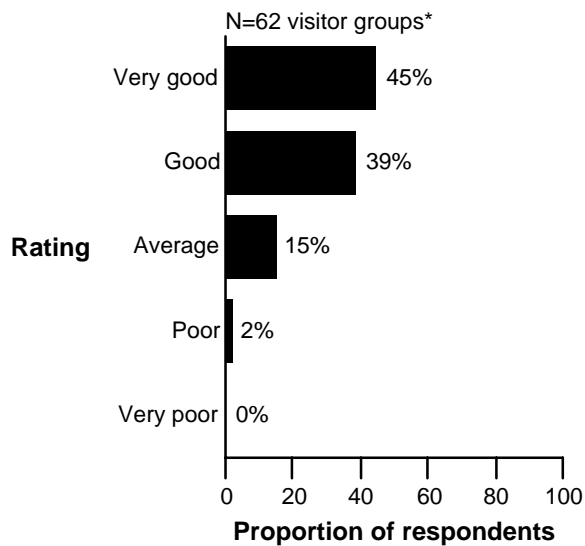
Figure 96: Quality of Talkeetna Ranger Station

N=47 visitor groups

Rating	
Very good	51%
Good	28%
Average	15%
Poor	4%
Very poor	2%

0   20   40   60   80   100
Proportion of respondents

Figure 97: Quality of lodges in Kantishna

*total percentages do not equal 100 due to rounding
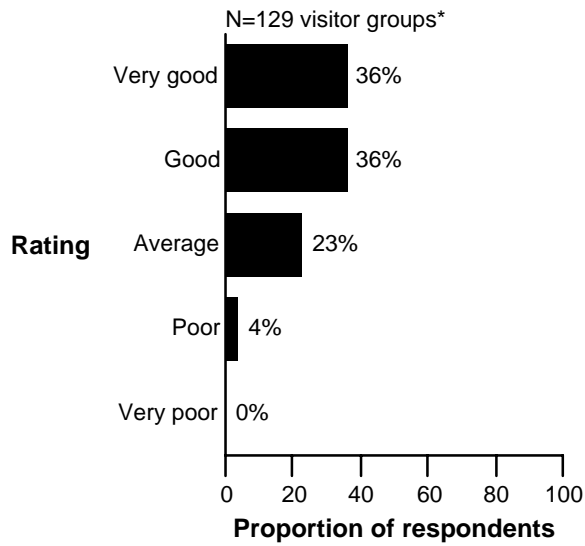**total percentages do not equal 100 because visitors could select more than one answer
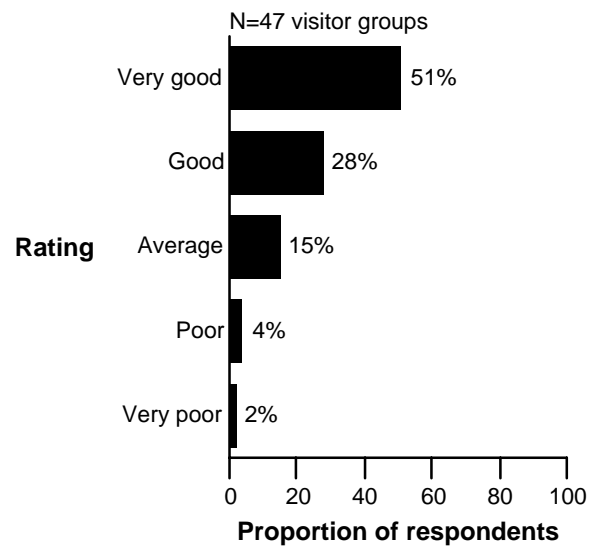
N=153 visitor groups*

Rating	
Very good	45%
Good	41%
Average	14%
Poor	1%
Very poor	0%

Proportion of respondents

Figure 98:   Quality of outdoor/wayside exhibits

N=107 visitor groups

Rating	
Very good	31%
Good	37%
Average	19%
Poor	9%
Very poor	4%

Proportion of respondents
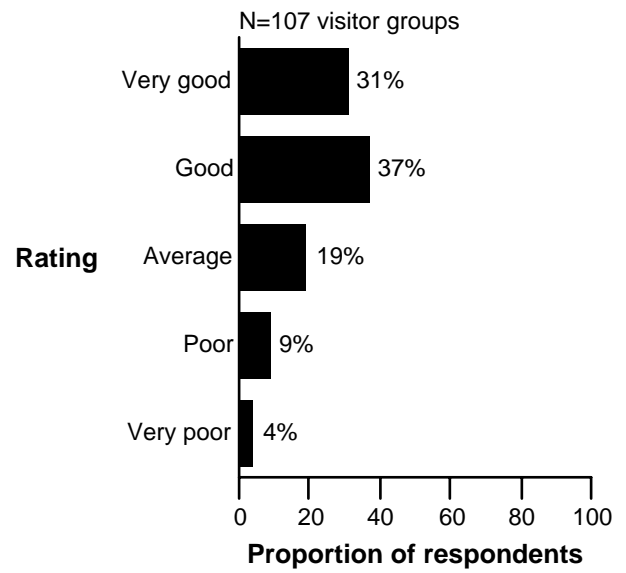
Figure 99:   Quality of Morino Grill

N=367 visitor groups*

Rating	
Very good	50%
Good	34%
Average	15%
Poor	<1%
Very poor	<1%

Proportion of respondents

Figure 100:   Quality of Train Depot

N=121 visitor groups

Rating	
Very good	26%
Good	45%
Average	26%
Poor	2%
Very poor	1%

Proportion of respondents

Figure 101:   Quality of McKinley Mercantile

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=108 visitor groups

Rating

Very good ▮ 51%

Good ▮ 34%

Average ▮ 12%

Poor ▮ 2%

Very poor | 1%

Proportion of respondents

0   20   40   60   80   100

Figure 102: Quality of park campgrounds

N=77 visitor groups

Rating

Very good ▮ 43%

Good ▮ 35%

Average ▮ 21%

Poor | 1%

Very poor | 0%

Proportion of respondents

0   20   40   60   80   100

Figure 103: Quality of Savage Cabin

*total percentages do not equal 100 due to rounding
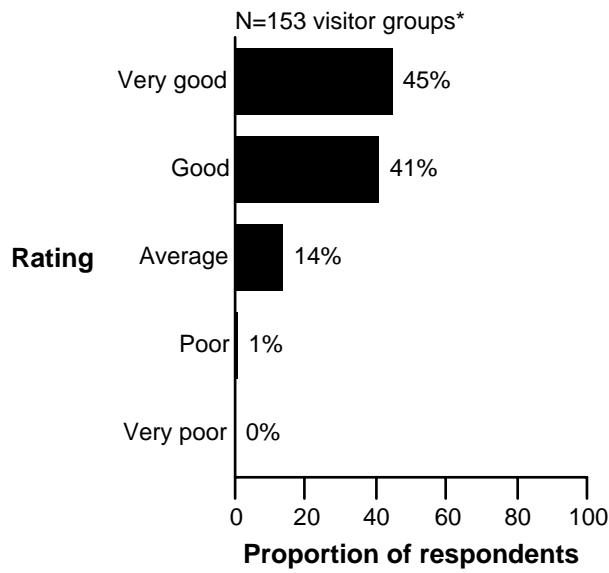**total percentages do not equal 100 because visitors could select more than one answer
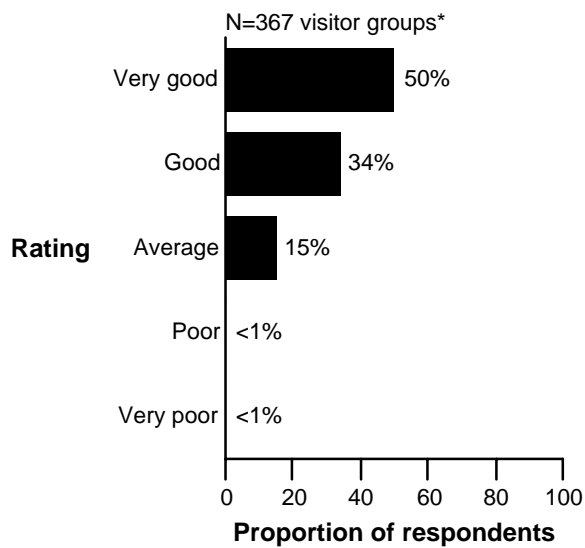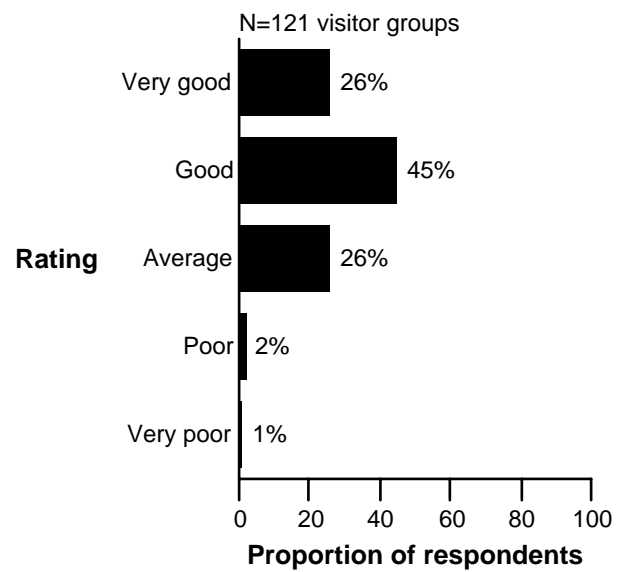
Mean scores of importance and quality ratings

- Figures 104 and 105 show the mean scores of importance and quality ratings for all visitor facilities that were rated by 30 or more visitor groups.

- All visitor facilities were rated above average in importance and quality.

Figure 104: Mean scores of importance and quality ratings for visitor facilities
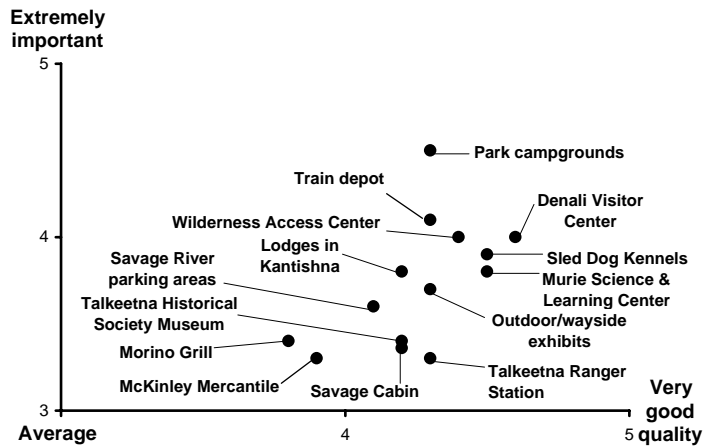
Figure 105:   Detail of Figure 104

*total percentages do not equal 100 due to rounding
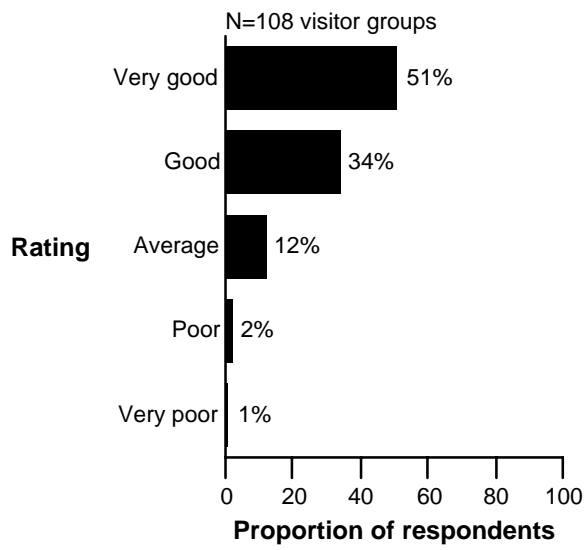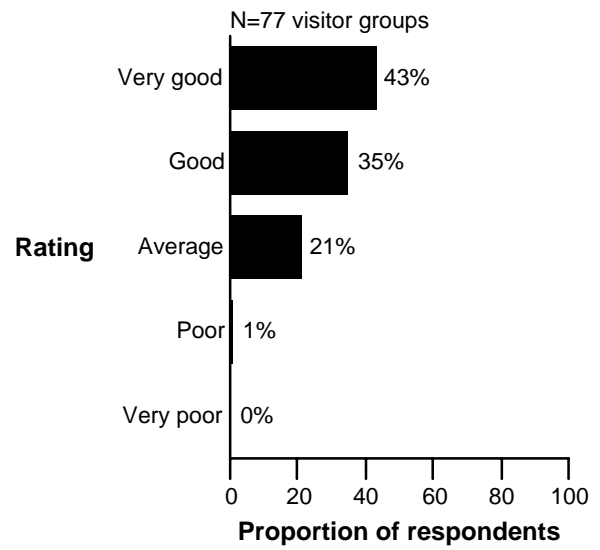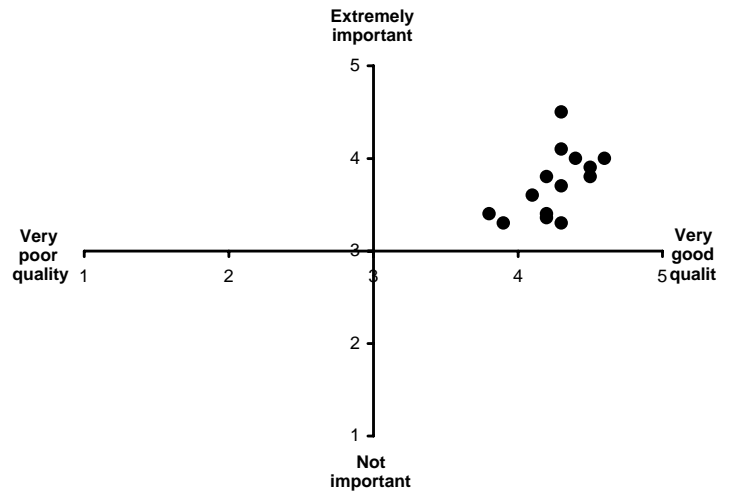**total percentages do not equal 100 because visitors could select more than one answer

57

Question 12e
    If you rated any of the above facilities as "very poor" or "poor," please explain why.

Results
- Table 13 shows the explanations why visitor facilities received "very poor" or "poor" ratings.

Table 13: "Very poor" and "poor" rating explanations
N= 65 comments;
some visitor groups made more than one comment.

| Explanation	Number of times mentioned
Slow service	9
Uninformative/inappropriate exhibits	8
Limited/far parking	6
Long wait in line	5
Uninformative staff	5
Unclean	4
Unfriendly employees	4
Need more space	3
Overall poor quality	3
Expensive	2
Need more showers/laundry	2
Loud	2
Poor drainage	2
Proximity to mountain/wildlife	2
Poor food options	2
Not well maintained	2
Other comments	4

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor services used on past visits

Question 13d
Please indicate all visitor services
that you and your group have used
on **past** visits.

Results

- As shown in Figure 106, the most
  used visitor services included:

    70% Park brochure/map
    53% Assistance from
        information desk staff

- The least used service was:

    0% Airplane transport to
       Kantishna or backcountry

N=86 visitor groups**

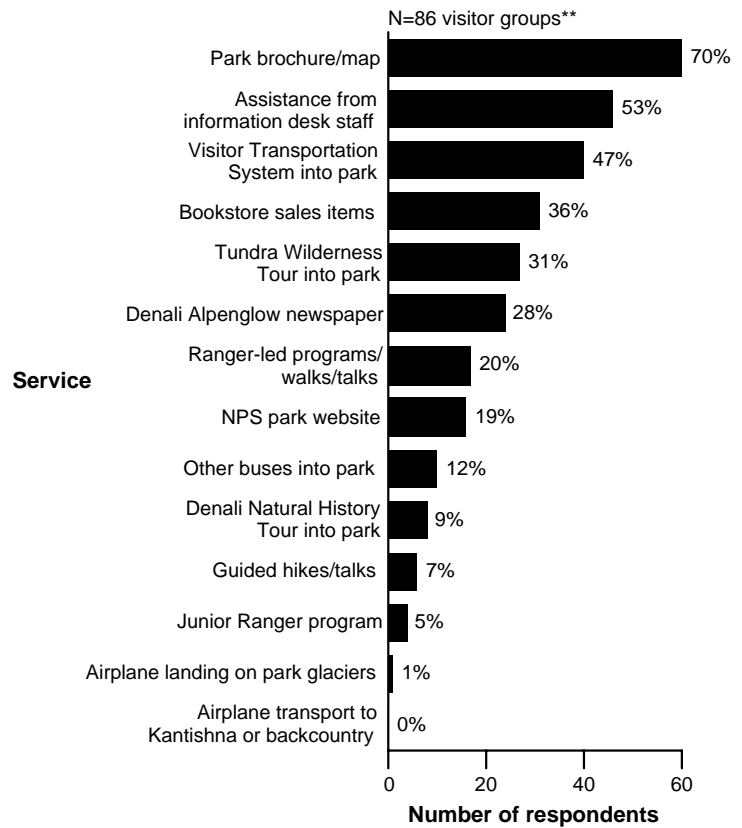| Service | |
Park brochure/map	70%
Assistance from information desk staff	53%
Visitor Transportation System into park	47%
Bookstore sales items	36%
Tundra Wilderness Tour into park	31%
Denali Alpenglow newspaper	28%
Ranger-led programs/ walks/talks	20%
NPS park website	19%
Other buses into park	12%
Denali Natural History Tour into park	9%
Guided hikes/talks	7%
Junior Ranger program	5%
Airplane landing on park glaciers	1%
Airplane transport to Kantishna or backcountry	0%

Number of respondents

Figure 106: Visitor services used on past visits

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor services used during this visit

Question 13a
> Please indicate all of the visitor services that you and your group used during this visit to Denali NP & Preserve.

Results
- As shown in Figure 107, the most used visitor services included:

   73% Park brochure/map
   54% Assistance from information desk staff

- The least used service was:

   1% Airplane transport to Kantishna or backcountry

N=789 visitor groups**

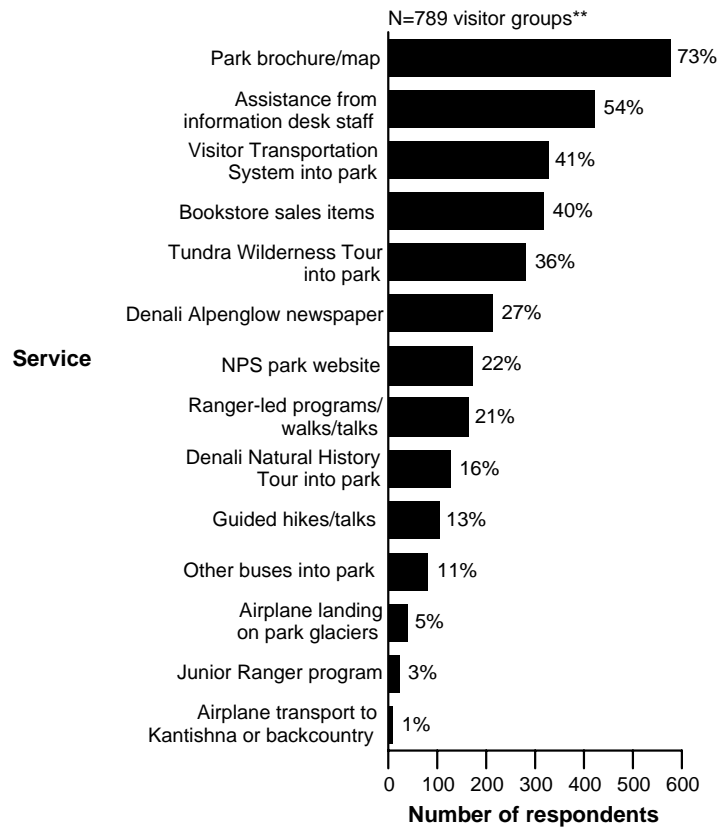| Service	
Park brochure/map	73%
Assistance from information desk staff	54%
Visitor Transportation System into park	41%
Bookstore sales items	40%
Tundra Wilderness Tour into park	36%
Denali Alpenglow newspaper	27%
NPS park website	22%
Ranger-led programs/ walks/talks	21%
Denali Natural History Tour into park	16%
Guided hikes/talks	13%
Other buses into park	11%
Airplane landing on park glaciers	5%
Junior Ranger program	3%
Airplane transport to Kantishna or backcountry	1%

Number of respondents

Figure 107: Visitor services used

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services

Question 13b

For only those services that you or your group used on this visit, please rate their importance from 1 to 5.

1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 108 shows the combined proportions of "extremely important" and "very important" ratings for visitor services that were rated by 30 or more visitor groups.

- The services receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  98% Tundra Wilderness Tour in park
  95% Visitor Transportation System in park

- Figures 109 to 122 show the importance ratings for each visitor service.

- The service receiving the highest "not important" rating was:
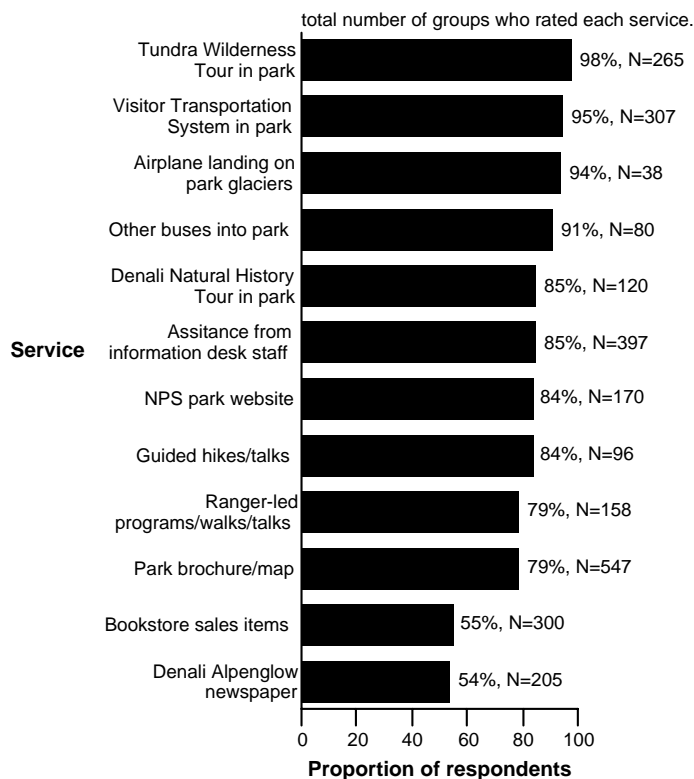
  5% Denali Alpenglow newspaper

total number of groups who rated each service.

Service	
Tundra Wilderness Tour in park	98%, N=265
Visitor Transportation System in park	95%, N=307
Airplane landing on park glaciers	94%, N=38
Other buses into park	91%, N=80
Denali Natural History Tour in park	85%, N=120
Assitance from information desk staff	85%, N=397
NPS park website	84%, N=170
Guided hikes/talks	84%, N=96
Ranger-led programs/walks/talks	79%, N=158
Park brochure/map	79%, N=547
Bookstore sales items	55%, N=300
Denali Alpenglow newspaper	54%, N=205

Proportion of respondents

Figure 108: Combined proportions of "extremely important" and "very important" ratings for visitor services

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
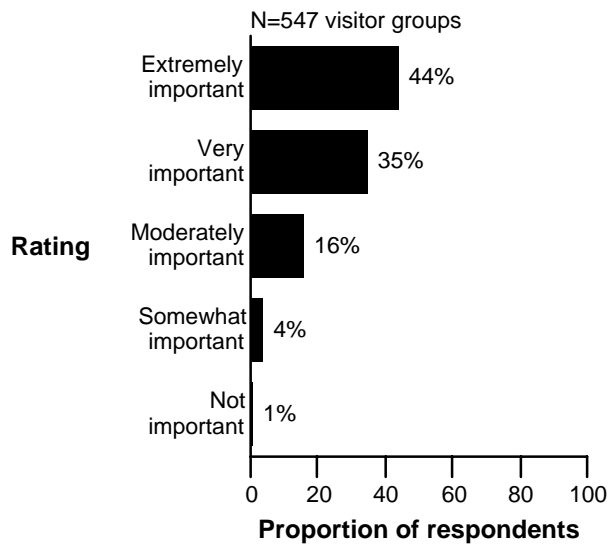
N=547 visitor groups

Rating

Extremely important — 44%
Very important — 35%
Moderately important — 16%
Somewhat important — 4%
Not important — 1%

0 20 40 60 80 100
Proportion of respondents

Figure 109: Importance of park brochure/map

N=205 visitor groups

Rating

Extremely important — 19%
Very important — 35%
Moderately important — 28%
Somewhat important — 13%
Not important — 5%

0 20 40 60 80 100
Proportion of respondents
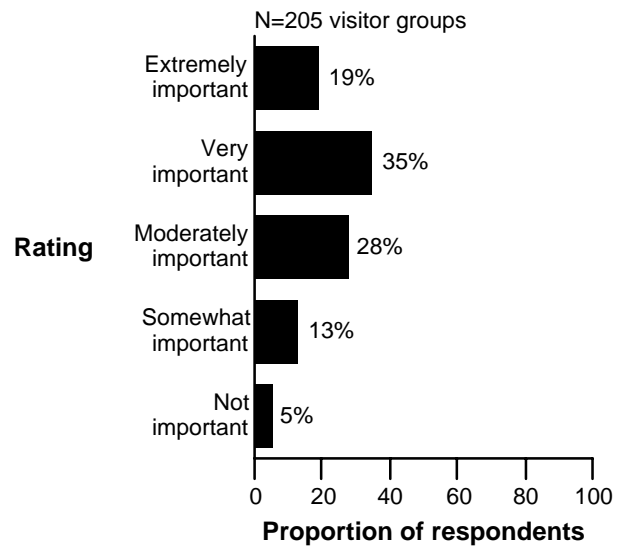
Figure 110: Importance of Denali Alpenglow newspaper

N=397 visitor groups*

Rating

Extremely important — 50%
Very important — 35%
Moderately important — 12%
Somewhat important — 3%
Not important — <1%

0 20 40 60 80 100
Proportion of respondents
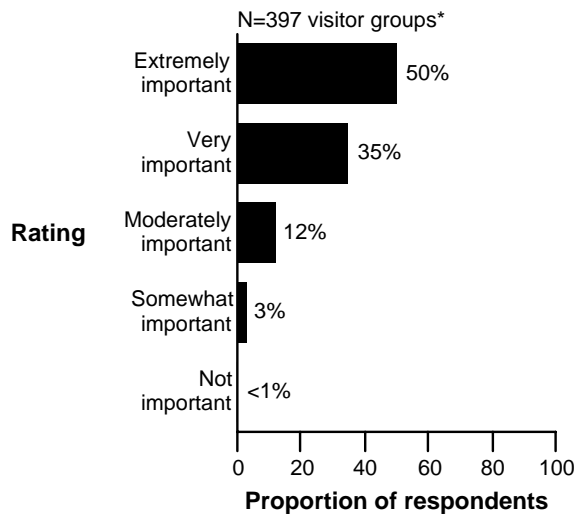
Figure 111: Importance of assistance from information desk staff

N=158 visitor groups

Rating

Extremely important — 44%
Very important — 35%
Moderately important — 15%
Somewhat important — 4%
Not important — 2%

0 20 40 60 80 100
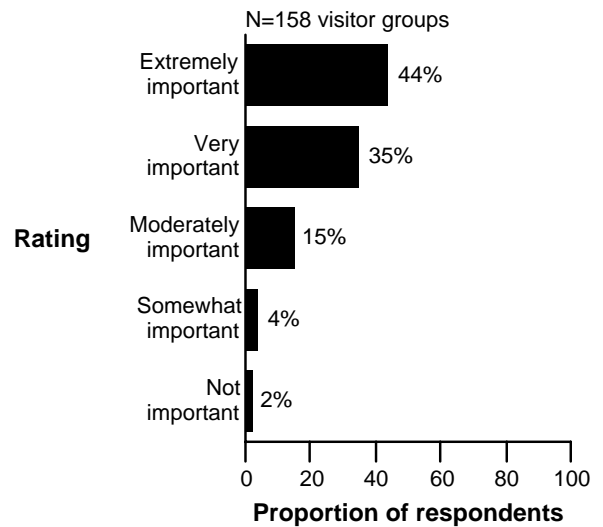**Proportion of respondents**

Figure 112: Importance of ranger-led programs/walks/talks

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
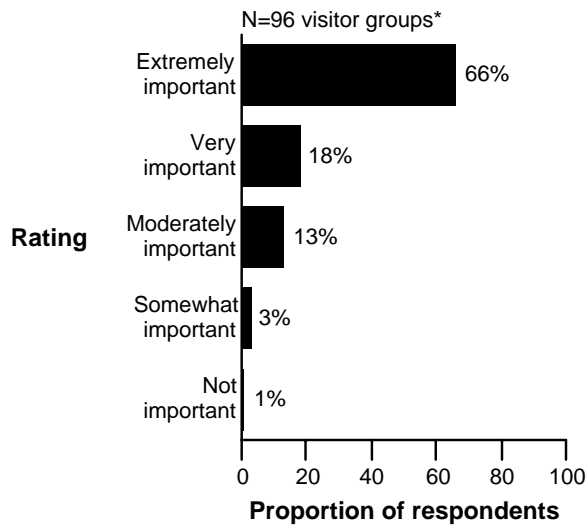
N=96 visitor groups*

Rating

Extremely important 66%

Very important 18%

Moderately important 13%

Somewhat important 3%

Not important 1%

0   20   40   60   80   100

Proportion of respondents

Figure 113: Importance of guided hikes/talks

N=23 visitor groups*

Rating

Extremely important 43%

Very important 26%

Moderately important 26%

Somewhat important 0%   **CAUTION!**

Not important 4%

0   20   40   60   80   100

Proportion of respondents
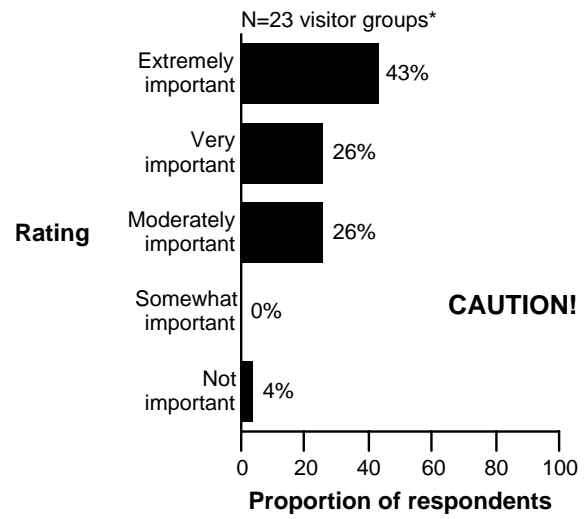
Figure 114: Importance of Junior Ranger program

N=170 visitor groups*

Rating

Extremely important 43%

Very important 41%

Moderately important 15%

Somewhat important 2%

Not important 0%

0   20   40   60   80   100

Proportion of respondents

Figure 115: Importance of park website

N=300 visitor groups

Rating

Extremely important 20%

Very important 35%

Moderately important 33%

Somewhat important 10%

Not important 2%

0   20   40   60   80   100

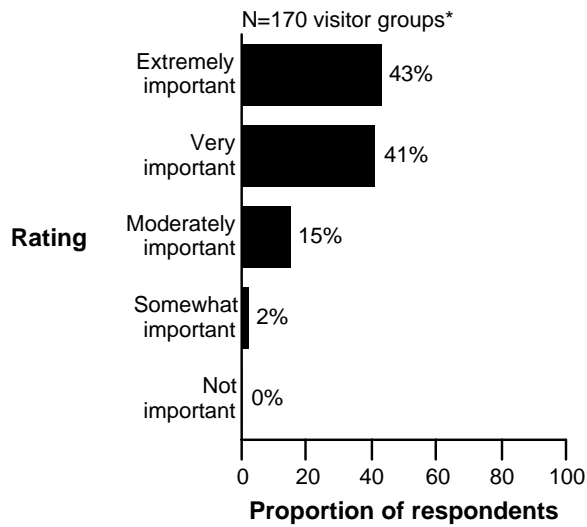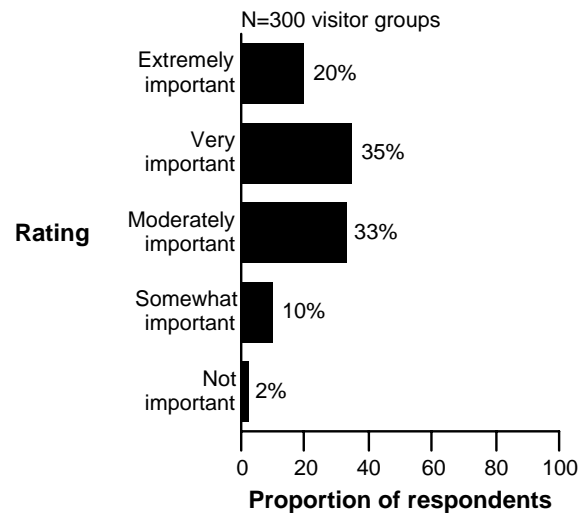**Proportion of respondents**

Figure 116: Importance of bookstore sales items

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
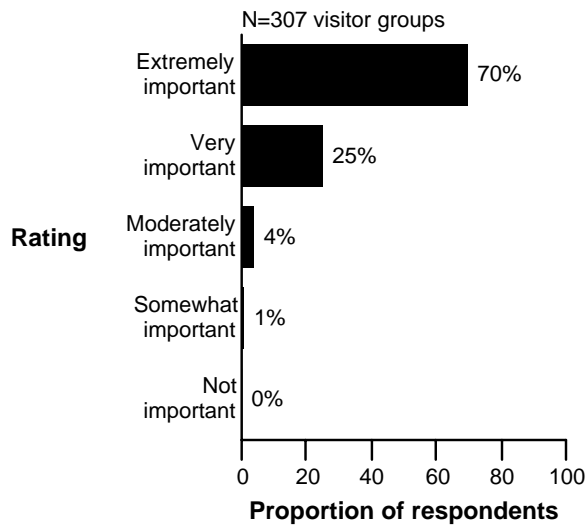
N=307 visitor groups

Rating	
Extremely important	70%
Very important	25%
Moderately important	4%
Somewhat important	1%
Not important	0%

Proportion of respondents

Figure 117: Importance of Visitor Transportation System (VTS) into park

N=265 visitor groups*

Rating	
Extremely important	72%
Very important	26%
Moderately important	2%
Somewhat important	<1%
Not important	<1%

Proportion of respondents
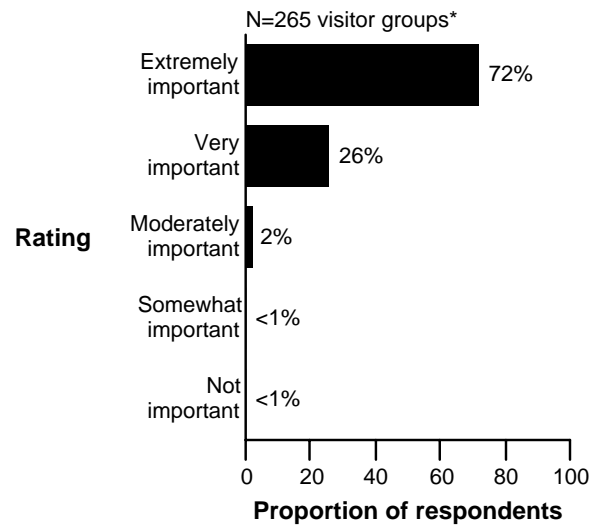
Figure 118: Importance of Tundra Wilderness Tour (TWT) into park

N=120 visitor groups*

Rating	
Extremely important	53%
Very important	32%
Moderately important	12%
Somewhat important	3%
Not important	1%

Proportion of respondents
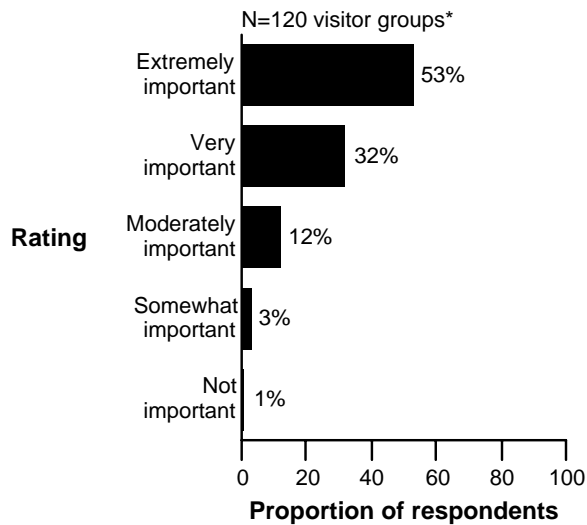
Figure 119: Importance of Denali Natural History Tour into park

N=80 visitor groups

Rating	
Extremely important	65%
Very important	26%
Moderately important	8%
Somewhat important	1%
Not important	0%

Proportion of respondents
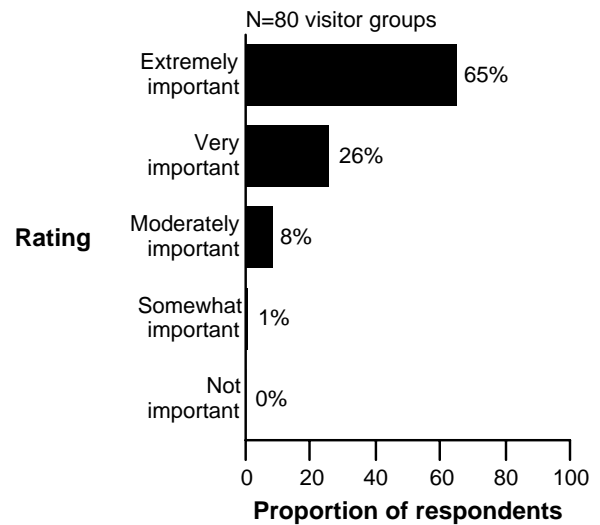
Figure 120: Importance of other buses into park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
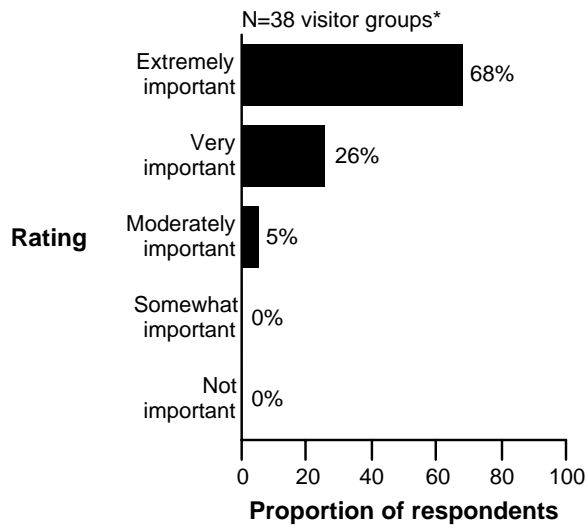
N=38 visitor groups*

Extremely important ██████████ 68%

Very important ███ 26%

Moderately important █ 5%

Somewhat important 0%

Not important 0%

Rating

0   20   40   60   80   100

Proportion of respondents

**Figure 121: Importance of airplane landing
on park glaciers**

N=9 visitor groups

Extremely important ██████████ 67%

Very important ██ 22%

Moderately important █ 11%

Somewhat important 0%   **CAUTION!**

Not important 0%

Rating

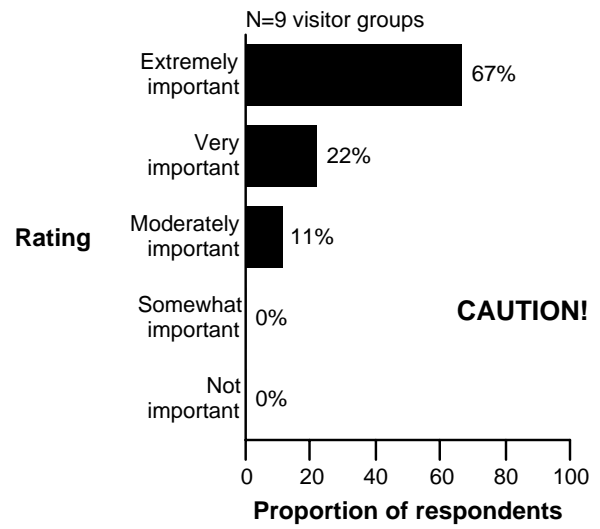0   20   40   60   80   100

Proportion of respondents

**Figure 122: Importance of airplane transport
to Kantishna or backcountry**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services

Question 13c

For only those services that you and your group used on this visit, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results

- Figure 123 shows the combined proportions of "very good" and "good" quality ratings for visitor services that were rated by 30 or more visitor groups.

- The services that received the highest combined proportions of "very good" and "good" quality ratings were:

    95% Airplane landing on park glaciers
    94% Guided hikes/talks
    94% Ranger-led programs/walks/talks

- Figures 124 to 137 show the quality ratings for each service.

- The service receiving the highest "very poor" quality rating was:
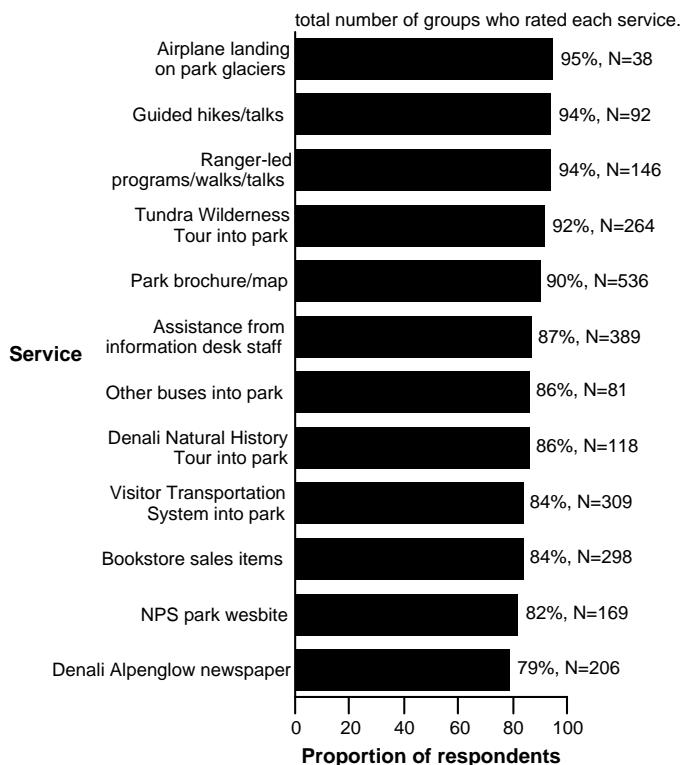
    3% Airplane landing on park glaciers

Figure 123: Combined proportions of "very good" and "good" quality ratings for visitor services

*total percentages do not equal 100 due to rounding
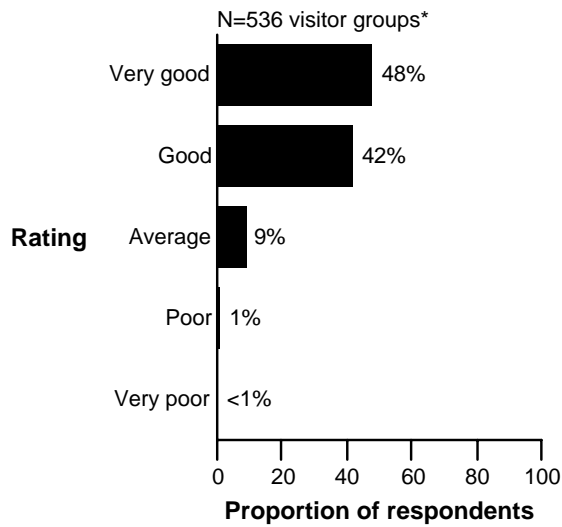**total percentages do not equal 100 because visitors could select more than one answer
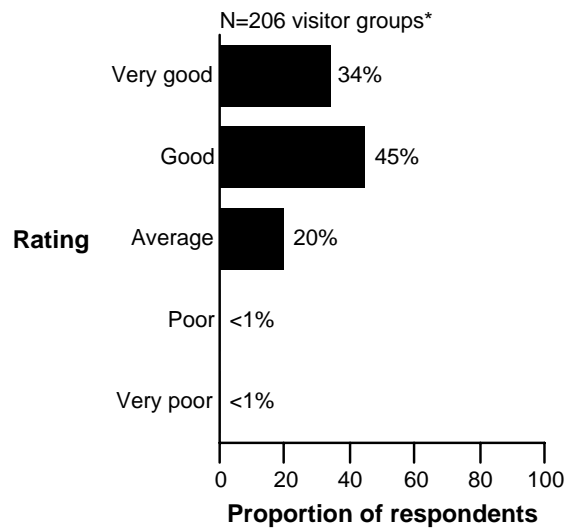
N=536 visitor groups*

Very good ████████████ 48%

Good ███████████ 42%

Rating Average ██ 9%

Poor | 1%

Very poor | <1%

0   20   40   60   80   100

Proportion of respondents

Figure 124: Quality of park brochure/map

N=206 visitor groups*

Very good ████████ 34%

Good ███████████ 45%

Rating Average █████ 20%

Poor | <1%

Very poor | <1%

0   20   40   60   80   100

Proportion of respondents

**Figure 125: Quality of Denali Alpenglow
newspaper**

N=389 visitor groups

Very good ██████████████ 56%

Good ████████ 31%

Rating Average ██ 9%

Poor █ 3%

Very poor | 1%

0   20   40   60   80   100

Proportion of respondents
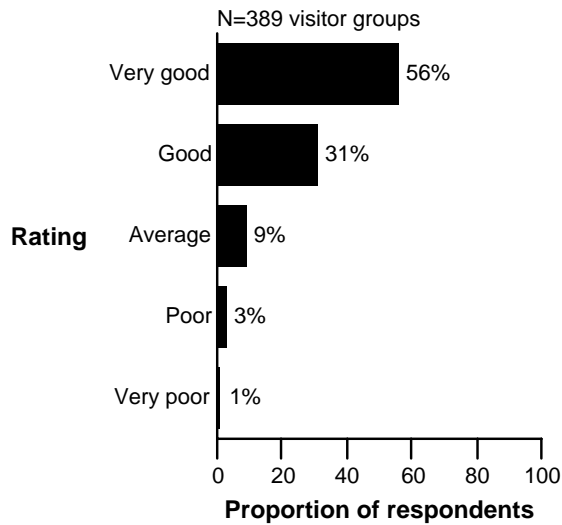
**Figure 126: Quality of assistance from
information desk staff**

N=146 visitor groups*

Very good ███████████████ 60%

Good █████████ 34%

Rating Average █ 6%

Poor | 1%

Very poor | 0%

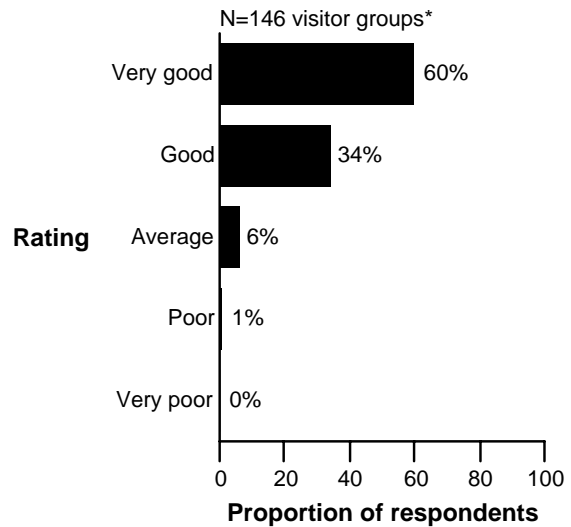0   20   40   60   80   100

Proportion of respondents

**Figure 127: Quality of ranger-led
programs/walks/talks**

*total percentages do not equal 100 due to rounding
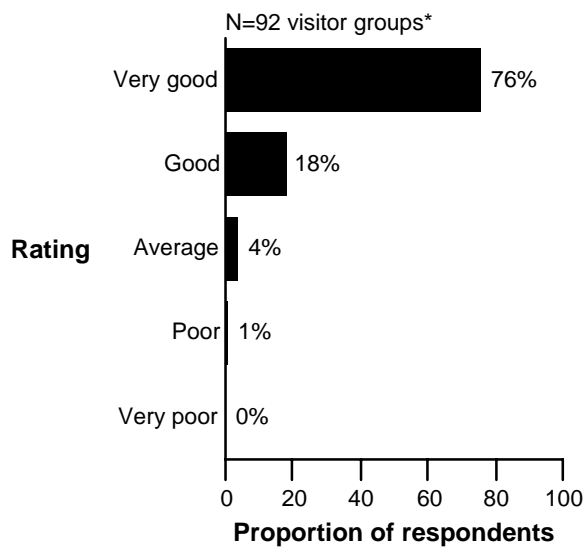**total percentages do not equal 100 because visitors could select more than one answer

N=92 visitor groups*

Rating	
Very good	76%
Good	18%
Average	4%
Poor	1%
Very poor	0%

0   20   40   60   80   100
Proportion of respondents

Figure 128: Quality of guided hikes/talks

N=21 visitor groups

Rating	
Very good	57%
Good	29%
Average	14%
Poor	0%
Very poor	0%

CAUTION!

0   20   40   60   80   100
Proportion of respondents

Figure 129: Quality of Junior Ranger program

N=169 visitor groups*

Rating	
Very good	31%
Good	51%
Average	17%
Poor	2%
Very poor	0%

0   20   40   60   80   100
Proportion of respondents

Figure 130: Quality of park website

N=298 visitor groups*

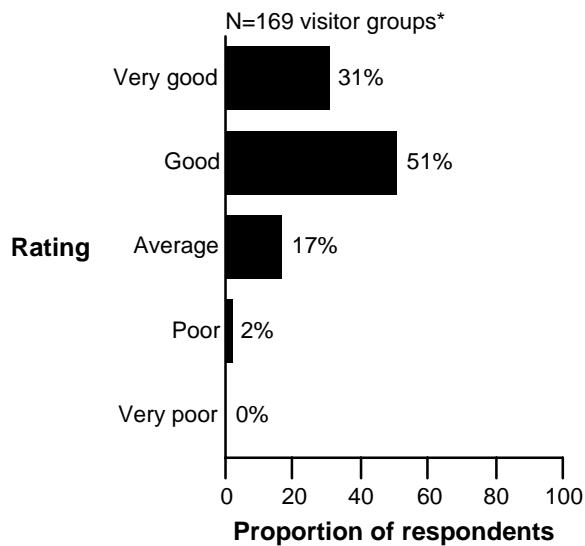| Rating	
Very good	40%
Good	44%
Average	13%
Poor	2%
Very poor	<1%

0   20   40   60   80   100
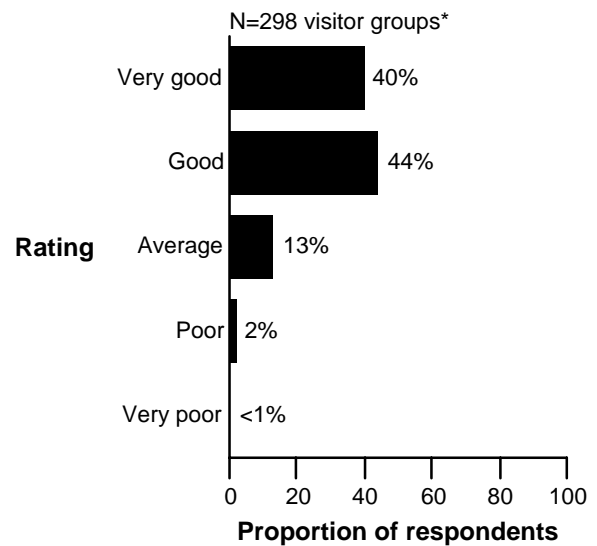**Proportion of respondents**

Figure 131: Quality of bookstore sales items

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
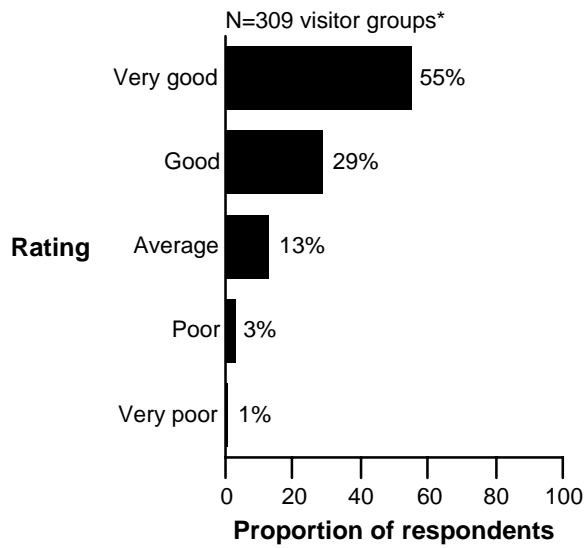
N=309 visitor groups*

Rating

Very good ████████████ 55%

Good █████ 29%

Average ██ 13%

Poor ▌ 3%

Very poor ▌ 1%

0   20   40   60   80   100
Proportion of respondents

Figure 132: Quality of Visitor Transportation System (VTS) into park

N=264 visitor groups

Rating

Very good ████████████████ 73%

Good ███ 19%

Average ▐ 6%

Poor ▌ 1%

Very poor ▌ 1%

0   20   40   60   80   100
Proportion of respondents
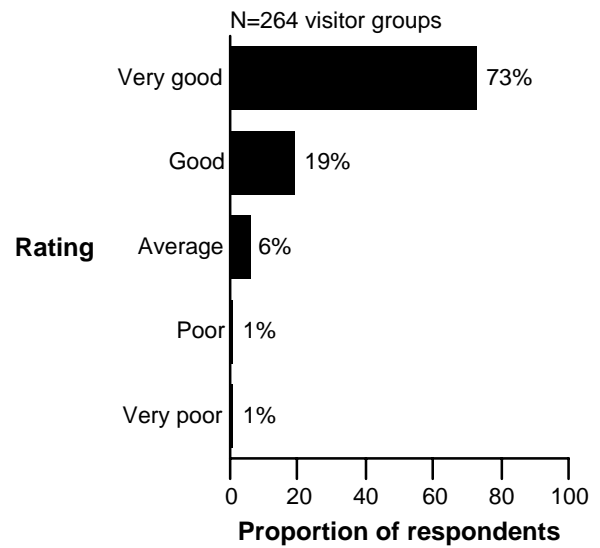
Figure 133: Quality of Tundra Wilderness Tour (TWT) into park

N=118 visitor groups

Rating

Very good ██████████████ 62%

Good ████ 24%

Average ██ 14%

Poor 0%

Very poor 0%

0   20   40   60   80   100
Proportion of respondents
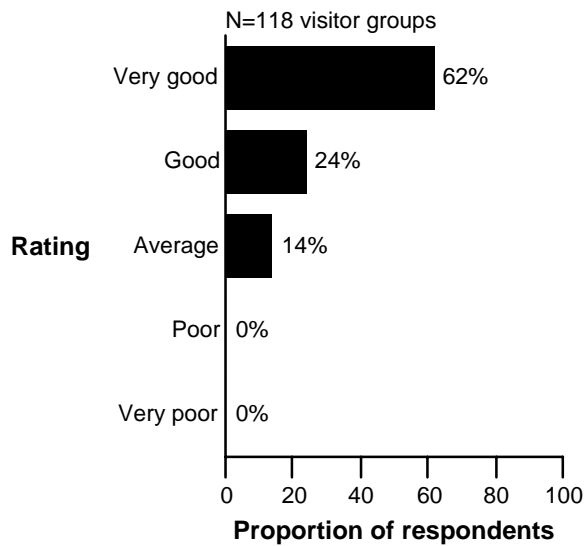
Figure 134: Quality of Denali Natural History Tour into park

N=81 visitor groups*

Rating

Very good ████████████ 56%

Good █████ 30%

Average ██ 14%

Poor 0%

Very poor ▌ 1%

0   20   40   60   80   100
Proportion of respondents
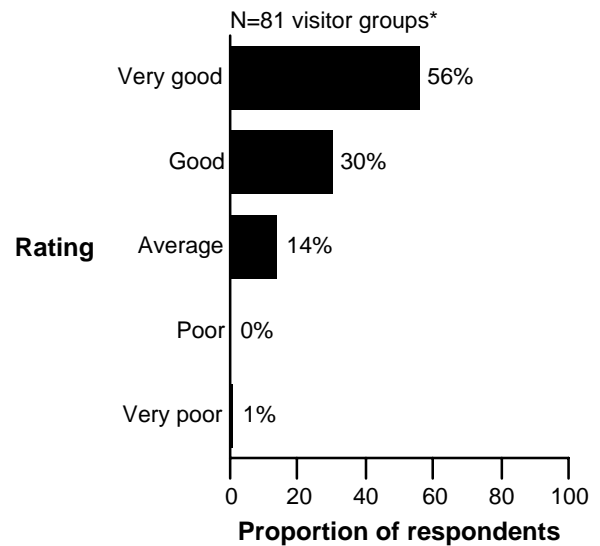
Figure 135: Quality of other buses into park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
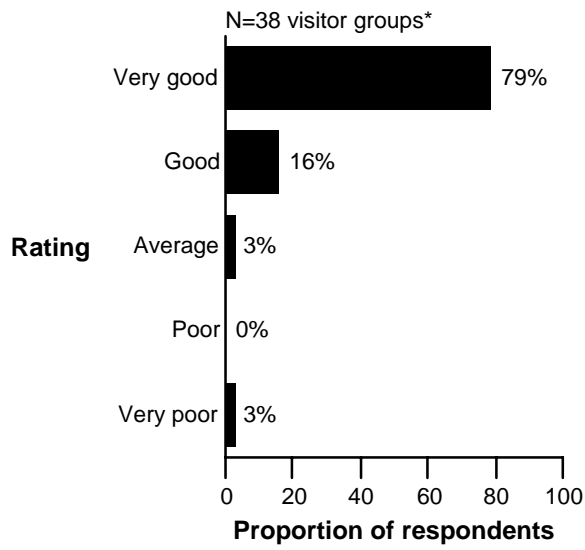
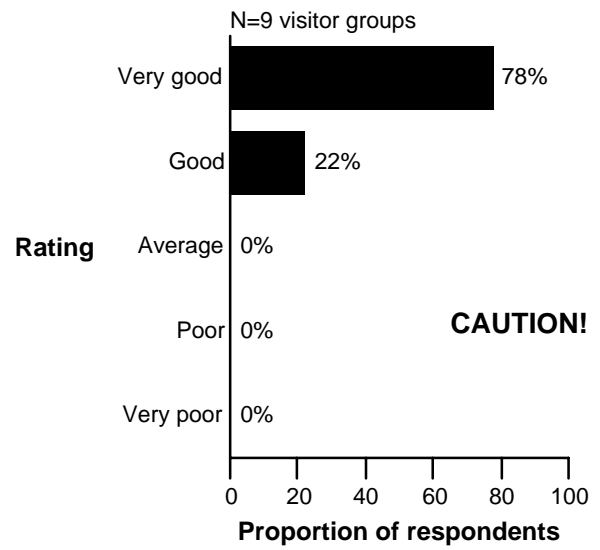**Figure 136: Quality of airplane landing on park glaciers**

Figure 137: Quality of airplane transport to Kantishna or backcountry

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings

- Figures 138 and 139 show the mean scores of importance and quality ratings for all visitor services that were rated by 30 or more visitor groups.

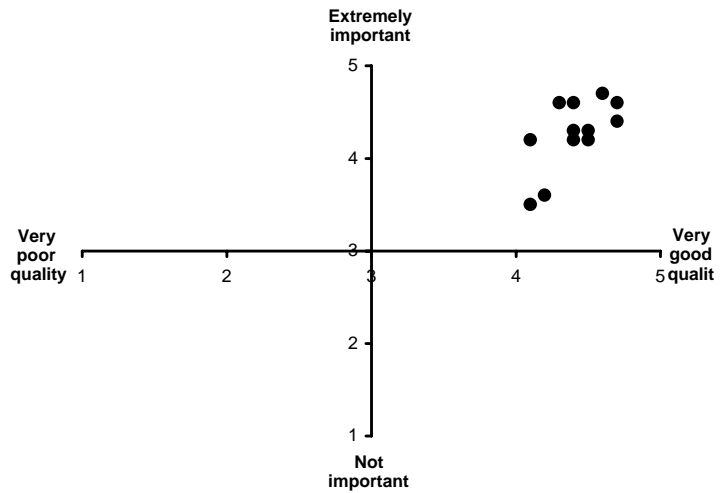- All visitor facilities were rated above average in importance and quality.

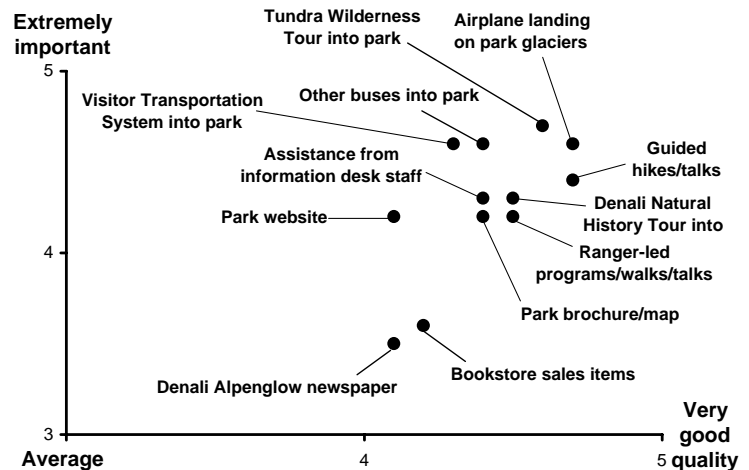**Figure 138: Mean scores of importance and quality ratings for visitor services**

Figure 139: Detail of Figure 138

Question 13e
    If you rated any of the above services as "very poor" or "poor," please explain why.

Results
    • Table 14 shows the explanations why visitor services received "very poor" or "poor" ratings.

Table 14: "Very poor" and "poor" rating explanations
N= 56 comments;
some visitor groups made more than one comment.

Explanation	Number of times mentioned
Unfriendly staff/drivers	12
Uninformative staff	7
Uncomfortable bus ride	6
Bus design	5
Would like printed trail guides	5
Needed more bus information	4
Received wrong information	4
Unhappy with sales items	3
Poor food	2
More buses available for backpackers	2
Staff didn't speak English	2
Dissatisfied with tour	2
Other comments	2

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Value for fee paid

An entrance fee is charged to visit Denali NP & Preserve and used to fund park services, facilities, and resource protection.

Question 17a
    The current fee is $10/person or $20/family. In your opinion, how appropriate is this amount?

Results
  • 88% of visitor groups rated the entrance fee at Denali NP & Preserve as "about right" (see Figure 140).

  • 7% rated fee as "too low."

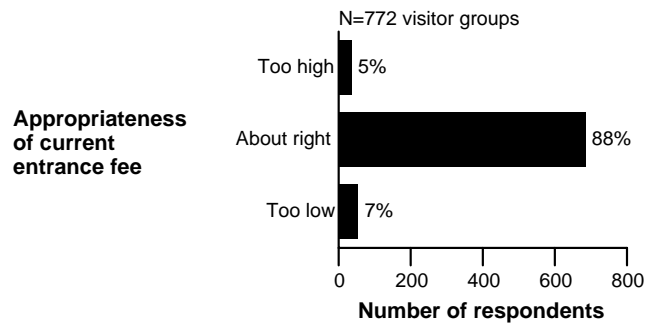 • 5% felt the entrance fee was "too high."

Figure 140: Visitor opinion $10/person or $20/family entrance fee

Question 17b
    On this visit, how would you and your group rate the value for the entrance fee you paid?

Results
  • 78% of visitor groups rated the value for fee paid as "very good" or "good" (see Figure 141).
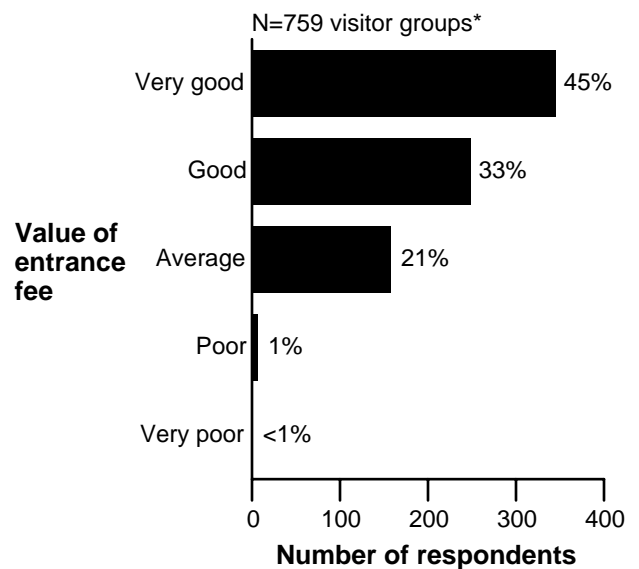
  • Less than 1% rated fee as "very poor."

Figure 141: Visitor opinion of value for fee paid

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Reservation services used

Question 16a
  On this trip to Denali NP & Preserve, did you or any members of your group use the following reservation services?

Results
  - As shown in Figure 142, the most common reservation services used included:

        46% Park bus reservations in person
        35% Park bus reservations by phone

  - The least common reservation service used was:
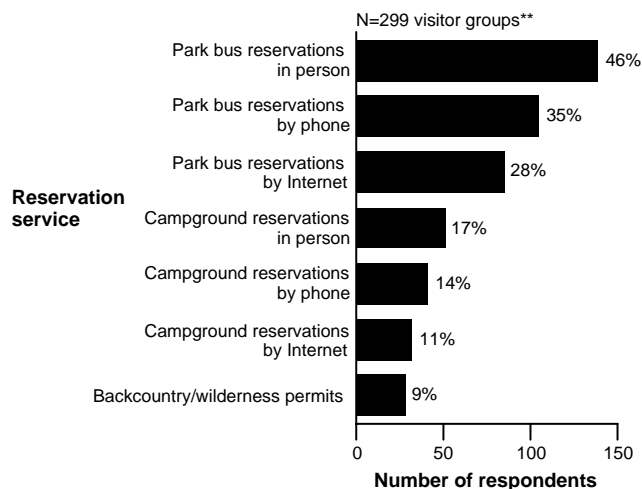
        9% Backcountry/wilderness permits

Figure 142: Reservation services used

Reservation services quality ratings

Question 16b
  For each reservation service that you and your group used, please rate the quality using a scale from 1-5 of each of the following features:

  Sufficiency of information provided
  Assistance from reservation staff
  Efficiency of service
  Ease of use
  Accuracy of reservation or permit

Results
  - Tables 15-21 show the quality ratings for each reservation service feature.

Table 15: Campground reservations by phone
N=number of visitor groups who rated each reservation service;
percentages may not equal 100 due to rounding.

Feature	N	Rating (%)				
		Very good	Good	Average	Poor	Very poor
Sufficiency of information provided	38	53	24	18	0	5
Assistance from reservation staff	32	59	25	6	9	0
Efficiency of service	32	59	22	9	6	3
Ease of use	31	61	23	13	3	0
Accuracy of reservation or permit	33	70	12	6	12	0

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 16: Campground reservations by internet
N=number of visitor groups who rated each reservation service;
percentages may not equal 100 due to rounding.
CAUTION!

Feature	N	Very good	Good	Average	Poor	Very poor
				Rating (%)		
Sufficiency of information provided	29	38	34	17	7	3
Assistance from reservation staff	15	40	33	27	0	0
Efficiency of service	23	39	48	13	0	0
Ease of use	23	26	61	13	0	0
Accuracy of reservation or permit	24	54	29	13	0	4

Table 17: Campground reservations in person
N=number of visitor groups who rated each reservation service;
percentages may not equal 100 due to rounding.

Feature	N	Very good	Good	Average	Poor	Very poor
				Rating (%)		
Sufficiency of information provided	47	45	30	19	4	2
Assistance from reservation staff	46	59	24	13	2	2
Efficiency of service	41	51	24	17	5	2
Ease of use	45	53	20	20	2	4
Accuracy of reservation or permit	44	70	18	7	2	2

Table 18: Park bus reservations by phone
N=number of visitor groups who rated each reservation service;
percentages may not equal 100 due to rounding.

Feature	N	Very good	Good	Average	Poor	Very poor
				Rating (%)		
Sufficiency of information provided	99	42	37	10	5	5
Assistance from reservation staff	89	49	31	9	8	2
Efficiency of service	87	47	30	11	7	5
Ease of use	87	47	32	15	3	2
Accuracy of reservation or permit	83	61	24	5	6	4

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 19: Park bus reservations by internet
N=number of visitor groups who rated each reservation service;
percentages may not equal 100 due to rounding.

Feature	N	Very good	Good	Rating (%) Average	Poor	Very poor
Sufficiency of information provided	78	36	40	17	8	0
Assistance from reservation staff	54	43	30	22	4	2
Efficiency of service	67	33	36	22	7	1
Ease of use	70	31	40	17	10	1
Accuracy of reservation or permit	67	49	31	13	3	3

Table 20: Park bus reservations in person
N=number of visitor groups who rated each reservation service;
percentages may not equal 100 due to rounding.

Feature	N	Very good	Good	Rating (%) Average	Poor	Very poor
Sufficiency of information provided	130	43	42	12	2	2
Assistance from reservation staff	126	50	33	12	4	2
Efficiency of service	119	46	33	15	3	3
Ease of use	116	47	37	13	2	2
Accuracy of reservation or permit	107	65	28	6	0	1

Table 21: Backcountry/wilderness permits
N=number of visitor groups who rated each reservation service;
percentages may not equal 100 due to rounding.
CAUTION!

Feature	N	Very good	Good	Rating (%) Average	Poor	Very poor
Sufficiency of information provided	27	59	26	4	11	0
Assistance from reservation staff	26	62	23	12	0	4
Efficiency of service	26	73	15	8	0	4
Ease of use	25	52	40	4	0	4
Accuracy of reservation or permit	26	77	12	8	0	4

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Results

- Table 22 displays the combined proportions of "very good" and "good" quality ratings for reservation services with an N equal to 30 or above.

- The highest combined "very good" and "good" proportions were:

  93% Park bus reservations in person-accuracy of reservation permit

  88% Campground reservations in person-accuracy of reservation permit

---

Table 22: Combined proportions of "very good" and "good" quality ratings
N=number of visitor groups who rated each reservation service;
percentages may not equal 100 due to rounding.

Reservation service	Rating (%)				
	Sufficiency of information provided	Assistance from reservation staff	Efficiency of service	Ease of use	Accuracy of reservation or permit
Campground reservations by phone	77, N=38	84, N=32	81, N=32	84, N=31	82, N=33
Campground reservations in person	75, N=47	83, N=46	75, N=41	73, N=45	***88, N=44***
Park bus reservations by phone	79, N=99	80, N=89	77, N=87	79, N=87	85, N=83
Park bus reservations by internet	76, N=78	73, N=54	69, N=67	71, N=70	80, N=67
Park bus reservations in person	85, N=130	83, N=126	79, N=119	84, N=116	***93, N=107***

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

- Table 23 displays the combined proportions of "poor" and "very poor" quality ratings for reservation services with an N equal to 30 or above.

- The services receiving the highest "poor" and "very poor" rating were:

    12% Campground reservations by phone-accuracy of reservation permit
    12% Park bus reservations by phone-efficiency of service
    11% Park bus reservations by internet-ease of use

Table 23: Combined proportions of "poor" and "very poor" quality ratings
N=number of visitor groups who rated each reservation service;
percentages may not equal 100 due to rounding.

Reservation service	Sufficiency of reservations provided	Assistance from reservation staff	Efficiency of service	Ease of use	Accuracy of reservation or permit
			Rating (%)		
Campground reservations by phone	5, N=38	9, N=32	9, N=32	3, N=31	*12, N=33*
Campground reservations in person	6, N=47	4, N=46	7, N=41	6, N=45	4, N=44
Park bus reservations by phone	10, N=99	10, N=89	*12, N=87*	5, N=87	10, N=83
Park bus reservations by internet	8, N=78	6, N=54	8, N=67	*11, N=70*	6, N=67
Park bus reservations in person	4, N=130	6, N=126	6, N=119	4, N=116	1, N=107

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 16c

If you or your group used any of the above services, please describe any changes you would recommend to the current system.

Results

- Table 24 shows the recommendations that visitor groups mentioned for the current system.

- 10% of visitor groups (N=54) responded to this question.

Table 24: Recommended changes to reservation services
N=90 comments;
some visitor groups made more than one comment.

Service	Comment
Aramark	Does not do a good job.
Backcountry	Allow reservations in advance.
	Open earlier in the day.
	Give stronger recommendations.
	More info on terrain, safety, etc.
Bear boxes	Great to have them.
Bus service	More friendly volunteer information.
	Depart from Visitor's Center instead of Wilderness Access Center.
	Need better information on use.
	Too expensive, uncomfortable.
	It's needed to have a sign for every direction.
	We thought you do a great job.
	Larger buses at early hours (7-8 am), when buses fill quickly.
	Simply too confusing - did not understand differences in services at all.
	Being a national park the fees should be more reasonable and there should not be a fee to change the day of ticket.
	Clearer description of what it is and what is available. Taking buses inside park/or tours is not something that people outside the U.S. necessarily understand.
	Change destination of Fish Creek for Top Hill Viewpoint. Keep everything in same depot. Need somebody to speak other languages since it's a National Park with different people. The 10 am Fish Creek bus was somehow overbooked, not sure how it happened.
	More friendly and helpful. More information about the system.
	Keep "pick up purchased tickets" line to pick ups only.
Bus reservations	Was unable to print tickets and had to pick up at Wilderness Access Center.
	Be open until at least until 9:00 pm.
	Make sure people understand you can get off and on the buses.
	Make it clear, like on page 10, that TWT means 7 hour tour, NHT means 3 hour tour and VTS means any length drive.
	You need to have departure (times) printed on the reservation.
	Need better signs for lines for previous reservations and no previous reservations.
	Make available reservations for people staying in the campgrounds in the park.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 24: Recommended changes to reservation services
(continued)

Service	Comment
Bus reservations (continued)	Personnel could be more concise in descriptions of stops & routes - for instance, we wanted to see Mt. McKinley. The lady who helped us gave a lot of info. All we wanted to know was which route would let us have a good view.
	Just some seats.
	Enable booking of specific times.
Bus reservations via internet	Problem opening tickets as e-mail attachments.
	Make website user-friendly.
	Internet showed all permits. After calling on phone, was sold out.
	More reliable confirmation; I had to call to get it.
	Lacks a few answers to questions like accessibility of getting on/off and getting another bus.
	Times bus leaves/returns a little unclear for camper bus on website.
	Easier to use for availability of seats, times. I had to call instead.
	Didn't receive all reservation PDF so we went 1-day early to get ticket.
	Immediate view of how many seats left on bus via internet reservation.
	Should be able to obtain tickets with ease at access center without emailed confirmation.
Bus reservation via phone	Should have told us to wait until oriented - we wasted $50 because we had tickets we couldn't use.
	Reluctant to send ticket info by mail but said they would (2 wks ahead of time) and tickets never arrived.
	Would prefer tickets sent instead of confirmation # flyer would be appreciated.
	More information provide about Golden Age Passport and its use.
Campground reservations	Allow drop in camping so if you have change of plans in the backcountry you have a place to stay.
	Differing info - we found by calling we got places the internet said were unavailable.
	If reservations cannot be done via internet, tell the user to call.
	When I asked to camp by RV, only 4 people are allowed, but we were 5, so had to reserve 2 RV spaces, In other words - allow more people per RV site.
	Registration was too cumbersome, should be done at camp.
	We were not notified at the Wilderness Access Center that Savage River was closed for tent camping. We found out from the host.
	We were not able to get a site, but when we drove through savage Riley Creek, there seemed to be lots of vacant spots with no tags. We had to leave!
	Give campsite numbers.
Desk services	Strongly emphasize no water or food will be available on shuttle.
	Should remind people that there is no food or water available on tours.
	Warn VTS riders no food available anywhere in park.
	Speak good English.
	Signs for bus location.
	Need more people working. Watch others. Don't sneak on the side.
	Need more people at crunch hours.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 24: Recommended changes to reservation services
(continued)

Service	Comment
Desk services (continued)	Better explanation of service (i.e. it's better/cheaper than TWT- explain differences in routes).
	Need faster service at peak times - some employees behind counter, but not helping others - idle computers.
	Booked Tundra Wilderness Tour on phone - waited in wrong line at center to pick up tickets. Probably mostly our fault. Would appreciate clearer message telling which line to stand in if just need to pick up tickets.
	Line was too long and slow.
	Addition of a sign.
	Increase efficiency. One computer.
	Not much information.
	When the lines get longer add another staffer.
	Reservations at visitor center. I did not realize the reservation was a voucher and that I needed to buy a bus ticket at Wilderness Access Center.
Bus drivers	One great!, one grumpy!
	Driver more personal and more time to enjoy animals.
Printed materials	Not clear where to go to do what. This should be clearly indicated on the map, e.g. different location to reserve Riley Campground vs. wilderness permit.
Internet	Difficult to get details of bus trips available and how they compare.
	Not user friendly.
	We struggled to figure out maps and guided hikes on internet. They need to be more user friendly.
	Quicker response, had to call to see if reservation was received.
	More info like question and answers.
	Print 2 copies, one for bus driver and another to keep to show other bus drivers when getting on and off the bus.
	A bit unclear as to how and where to go in internet info and guidebooks. Live person was clear.
	Online chat with staff to book service.
	When we made our TWT reservation online, we had to call in as well - duplicating our efforts. We were told they started us for 5:10 am, but when we picked up our tickets, our reservation time was 7:30 am. VERY FRUSTRATING, need to reserve a specific time.
	Need more information. Ticket could not be printed like email said. No response to emails.
Phone reservations	20 minutes is a long time to wait for an operator.
	I was told the tickets would be sent via email, but they were not accessible, so I had to call back twice to have proper tickets sent to my house.
	Start all over, it sucks, wrong prices, poor info.
	12 minutes waiting on the phone.
	As on earlier page-need to be clear about 6 am vs. 6 pm tour.
Wilderness Access Center	Some system at info kiosk to keep people from cutting in when others have been waiting.
	Make sure employees are competent and really know system and have good communication skills.
	Very slow, had to wait over an hour.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

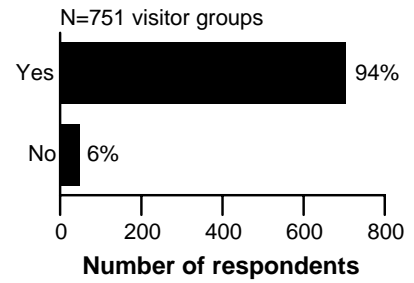## Methods to learn about the park on a future visit

Question 25
   On a future visit, how would you and your group prefer to learn about Denali NP & Preserve?

Results
- 94% of visitor groups would like to learn about the park and preserve on a future visit (see Figure 143).

- As shown in Figure 144, the methods visitors would like to use to learn on a future visit were:

      67% Printed materials
      66% Tour bus driver naturalist
      44% Audio-visual programs
      42% Ranger-led activities

- "Other" methods (3%) were:

      Internet
      Other languages
      Exhibit cards
      Guided hikes
      Bigger buses
      Flightseeing

N=751 visitor groups

Interested in learning on future visit?

Yes 94%
No 6%

Number of respondents

Figure 143: Visitor groups interested in learning about the park and preserve

N=704 visitor groups**

Printed materials 67%
Tour bus driver naturalist 66%
Audio-visual programs 44%
Ranger-led activities 42%
Outdoor exhibits 37%
Indoor exhibits 37%
Independent observation/ study/experience 36%
Environmental education programs 25%
Self-guided audio tours 24%
Interactive computer programs 15%
Volunteer opportunities 10%
Junior Ranger program 6%
Other 3%

Preferred methods of learning
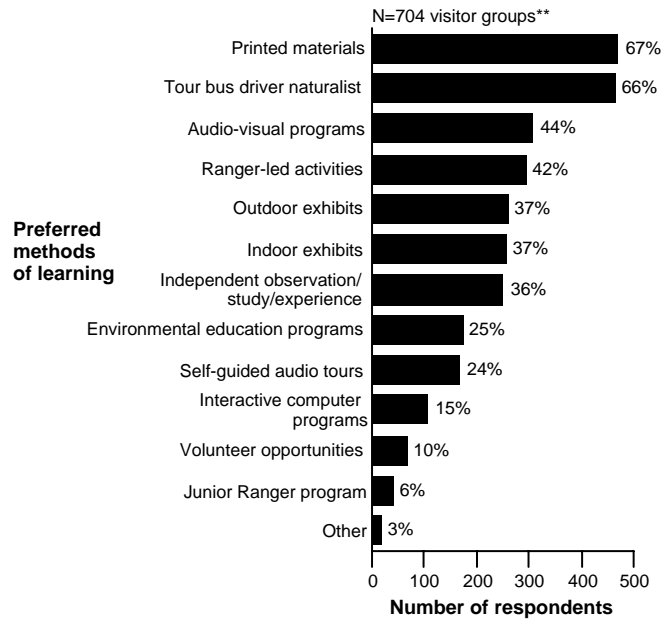
Number of respondents

Figure 144: Methods to learn about the park on a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 29
    Overall, how would you and your group
    rate the quality of facilities, services,
    and recreational opportunities at Denali
    NP & Preserve during this trip?

Results
  • 93% of visitor groups rated the
    overall quality as "very good" or
    "good" (see Figure 145).

  • Less than 2% rated the overall
    quality as "very poor" or "poor."

N=802 visitor groups*

Rating

Rating	Percentage
Very good	63%
Good	30%
Average	5%
Poor	<1%
Very poor	1%

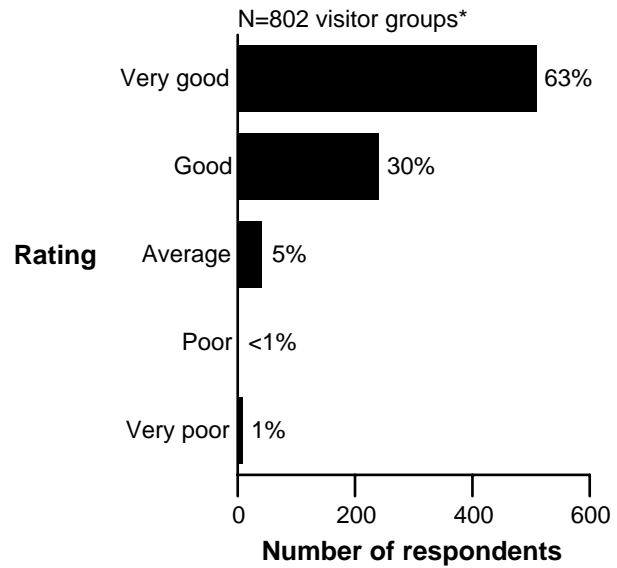**Number of respondents**

**Figure 145: Overall quality of visitor facilities,
                      services, and recreational opportunities**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

What visitors liked most

Question 26a
What did you and your group like most about your visit to Denali NP & Preserve?

Results
- 96% of visitor groups (N=782) responded to this question.

- Table 25 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 25: What visitors liked most
N=1,323 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff was great	17
Rangers were friendly, informative	5
INTERPRETIVE SERVICES	
Bus tour/driver was great	94
Tundra Wilderness Tour (TWT)	45
Tour guide/naturalist was informative	26
Ranger talks	11
Denali Natural History Tour	10
Video	10
Tour information	9
Park activities/programs	6
Park history	5
Visitor center exhibits	5
Murie Science & Learning Center	2
Other comments	3
FACILITIES/MANTENANCE	
Visitor center	19
Cleanliness of park	17
Trails	11
Sled dogs and kennels	9
Campgrounds	8
Cabins	2
Kantishna	2

Table 25: What visitors liked most
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Non-commercial aspects of park	6
Ease of access to park	5
Protection of park	4
Lack of crowds	3
Other comments	2
RESOURCES	
Viewing wildlife	346
Scenic views/vistas	218
Natural beauty	135
Mount McKinley	65
Wilderness/backcountry	58
Solitude	13
Natural quiet	8
Flora	7
Mountains	5
Clean air	2
Rivers	2
CONCESSIONS	
Hiking/backpacking opportunities	35
River rafting	8
Flightseeing	6
Flights to park glaciers	2
Photography	2
GENERAL COMMENTS	
Everything	19
The vastness/immensity of the park	17
Experiencing the park	5
Other visitors in the park	3
Other comments	31

What visitors liked least

Question 26b
What did you and your group like least about your visit to Denali NP & Preserve?

Results

- 78% of visitor groups (N=636) responded to this question.

- Table 26 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 26: What visitors liked least
N=651 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff	9
Tour guide	8
Inconsistent bus drivers (grumpy, friendly, talkative, silent, etc.)	6
INTERPRETIVE SERVICES	
Program/activity information	11
Poor information provided	7
Lack of independence with tour groups	6
Lack of family activities	2
Other comments	3
FACILITIES/MAINTENANCE	
Quality of buses	27
Road quality	20
Cafeteria/food selection in park	19
Quality of restrooms	10
Quality of accommodations	6
Intervals and stop locations of buses	5
Camping availability	3
Facility hours of operation	3
Access to trails	3
Other comments	4

Table 26: What visitors liked least
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Duration of bus ride	55
Crowds/other visitors	44
Crowding/confusion on buses	17
Limited access to park	16
Prices in park	13
Commercialization of park	10
Personal vehicles not allowed	9
Reservation systems	5
Cost of bus	3
Lack of drinking water on tours	2
Access for disabled persons	2
Other comments	5
RESOURCES	
Not seeing a lot of wildlife	55
Insects	6
Wildlife was too far away	5
Noise pollution	5
GENERAL COMMENTS	
Nothing	80
Weather	57
Not enough time	53
Travel time to park	7
Other comments	50

Planning for the future

Question 27
   If you were a manager planning for the future
   of Denali National Park and Preserve, what
   would you propose?

Results
- 59% of visitor groups (N=482) responded to this question.

- Table 27 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 27: Planning for the future
N=523 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More staff is needed	9
Staff is not well-informed	6
Train employees better	5
Staff members good in general	4
Employees unhelpful	3
Continue to have friendly employees	2
Guides are-well informed	2
Other comments	3
INTERPRETIVE SERVICES	
More information about bus system	12
More information in general	8
More guided hiking tours	7
More information about hikes	5
Improve bus routes in general	5
More information about services	4
More education on environment/park philosophy	4
Improve tour/program schedules	4
More informative web site	4
Improve bus routes to include more stops	3
More interpretive displays at rest stops	3
Interpretive signs at stopping areas	3
More films about park	3
Flora/fauna identification brochures/tours	3
Increase variety of tours available	3
Information on bear/backcountry safety	2
Self-guided audio tours	2
Visitor center displays are great	2
Other comments	10

Table 27: Planning for the future
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE	
Improved/smaller buses	10
More comfortable buses	6
Buses with larger viewing windows	4
More modern/fuel efficient buses	3
Larger gift shop/bookstore	3
Keep rest areas clean	2
Facilities well-maintained	2
Larger visitor center	2
Other comments	9
POLICIES/RESOURCE MANAGEMENT	
Continue managing park for environment	51
Continue limited access to park	29
Continue bus-only traffic	23
Don't commercialize	23
Limit number of buses to increase wildlife	12
Improve roads	11
Create more trails	10
Implement rail system	7
Increase access to park	6
Add park entrances	6
Increase inside park lodging	5
Allow private vehicle access	5
Try to minimize human impact	5
More/improved recycling bins	4
Keep development down	4
Increase number of buses and tours	4
Increase transportation to services	4
Make drinking water more available	3
Emphasize more hiking, less time on buses	3
Put in a fee station	3
Increase hours of operation	3
Create more campgrounds	3
Do not improve/pave roads	3
Combine/coordinate WAC and visitor center	3
Improve RV parks	2
More park exposure	2
Continue to fund park	2
Increase area of park by acquiring land	2
Create more hiking/camping friendly bus	2
Multi-day bus passes	2
Put in guard rails along cliffs	2
Improve backcountry permit system	2
Limit winter motorized recreation	2
Other comments	24

Table 27: Planning for the future
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Park good overall/no suggestions	40
Would like to see more wildlife	7
More variety of inexpensive food services	6
More time to enjoy park	5
More variety of sack lunches	3
Offer more variety of package deals	3
Cycling trip	2
Family-oriented (as opposed to tour-oriented)	2
Quiet rules on buses	2
Ensure good weather	2
Other comments	18

Additional comments

Question 28
Is there anything else you would like to tell us about your visit to Denali National Park and Preserve?

Results
- 51% of visitor groups (N=416) responded to this question.

- Table 28 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 28: Additional comments
N=515 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Great staff	27
Knowledgeable and informative staff/drivers/guides	26
Friendly staff/drivers/guides	20
Helpful staff/drivers/guides	11
Expected more from staff	5
INTERPRETIVE SERVICES	
Would like more information	13
Enjoyed films/slideshow	5
Very informative	5
Enjoyed tour	5
Ability to rest/photograph on tours	5
Enjoyed the kennels	4
Ranger talks were good	4
Native speaker excellent	4
Enjoyed visitor center displays	3
Enjoyed evening programs	2
More materials/brochures	2
Website is confusing	2
Liked printed materials	2
Would have taken a different tour	2
Other comments	4
FACILITIES/MAINTENANCE	
Liked visitor center	6
Bathrooms are clean	5
Facilities (general) good	4
Campgrounds clean	3
Park clean	3
Other comments	4

Table 28: Additional comments
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Philosophy of management toward nature	24
Park is great/well run	21
Good job/keep up the good work	9
Tours/lodging expensive	9
Continue limited access/hiking in park	7
Limit commercialization	7
Not enough wildlife viewing	6
Keep putting money into park	5
Limit traffic/use fewer buses	4
More access via private vehicles/walking paths	4
Enjoyed seeing wildlife	3
Use of buses good	3
Tour/office schedules inconvenient	3
Overall services good	2
Enjoy the hiking trails	2
Provide bear protection	2
Backcountry reservations are detrimental	2
Felt crowded	2
Other comments	18
GENERAL COMMENTS	
Enjoyed experience	61
Great!	40
Would like to return	33
Park is beautiful	15
Wish to have done more/had more time	15
Thanks	8
Enjoy nature/spirituality	7
More than expected it to be	6
Survey too long	4
Enjoyed mountains	3
Weather was bad	3
Enjoyed wildlife	2
Enjoyed everything	2
Other comments	7

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Awareness that site is unit of NPS
- Sources of information used prior to visit
- Received needed information?
- Travel plans
- Reason for visiting the park area (Healy to Trapper Creek/Talkeetna)
- Importance of reasons for visiting park
- Length of stay
- Number of entries into park
- Overnight stay away from home in park area
- Number of nights stayed inside park
- Number of nights stayed in park area
- Type of lodging in park
- Type of lodging in park area
- Forms of transportation between park and accommodations
- Adequacy of directional signs

- Members in group not Alaskan residents
- Other national or historical parks visited on trip to Alaska
- Forms of transportation used to arrive at park area
- Trails hiked/walked
- Visitor facilities used on this visit
- Importance of visitor facilities
- Quality of visitor facilities Visitor facilities used on past visits
- Visitor services used on this visit
- Importance of visitor services
- Quality of visitor services Visitor services used on past visits
- Activities on this visit
- Importance of activities
- Activities on past visits
- "Keep Wildlife Wild" message encounters
- Reservation service used
- Quality of reservation services
- Appropriateness of current entrance fee

- Value for entrance fee paid
- Group type
- Group size
- Number of vehicles
- Commercial guided tour group
- School/educational group
- Other organized group
- Visitor age
- Zip code/state of residence
- Country of residence
- Number park visits in the last five years
- Number of lifetime visits
- Visitor groups visiting as part of a packaged tour
- English as primary language to speak and read
- Visitors with physical conditions
- Specific problems on visit as a result of physical conditions
- Preferred ways to learn on a future visit
- Overall quality of visitor facilities, services, and recreational opportunities

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Average age of respondents – average age of non-respondents = 0
2. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 2, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification. Therefore, non-response bias is judged to be insignificant.

References
Filion F. L. (Winter 1975-Winter 1976) Estimating Bias due to Non-response in Mail Surveys. *Public Opinion Quarterly*, Vol 39 (4): 482-492.
Dey, E.L. (1997) Working with Low Survey Response Rates: The Efficacy of Weighting Adjustment. *Research in Higher Education*, 38(2): 215-227.
Dillman D. A. (2000) *Mail and Internet Surveys: The Tailored Design Method*, 2nd Edition, New York: John Wiley and Sons, Inc.
Dillman D. A. and Carley-Baxter L. R. (2000) *Structural determinants of survey response rate over a 12-year period*, 1988-1999, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.
Goudy, W. J. (1976) Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
Mayer C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967) A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

Visitor Services Project Publications

All VSP reports listed are available from the UI XXX Research Center website at: www.psu.uidaho.edu. All studies were conducted in summer unless otherwise noted.

1982
1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983
2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985
5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986
7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987
10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988
17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990
28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991
38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992
45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

1993
54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

1994
64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995
74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996
84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park (summer & fall)

1997
93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998

101. Jean Lafitte National Historical Park & Preserve (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999
109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park (fall)

2000
118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

2001
125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

Visitor Services Project Publications (continued)

2002
131. Everglades National Park (spring)
132. Dry Tortugas National Park (spring)
133. Pinnacles National Monument (spring)
134. Great Sand Dunes National Monument & Preserve
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
138. Catoctin Mountain Park
139. Hopewell Furnace National Historic Site
140. Stones River National Battlefield (fall)

2003
141. Gateway National Recreation Area: Floyd Bennett Field (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages National Historic Site
149. Fort Stanwix National Monument
150. Arches National Park
151. Mojave National Preserve (fall)

2004
152. Joshua Tree National Park (spring)
153. New River Gorge National River
154. George Washington Birthplace National Monument
155. Craters of the Moon National Monument & Preserve
156. Dayton Aviation Heritage National Historical Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument
160. Saint-Gaudens National Historic Site
161. Manzanar National Historic Site
162. John Day Fossil Beds National Monument

2005
163. Congaree National Park (spring)
164. San Francisco Maritime National Historical Park (spring)
165. Lincoln Home National Historic Site
166. Chickasaw National Recreation Area
167. Timpanogos Cave National Monument
168. Yosemite National Park
169. Fort Sumter National Monument
170. Harpers Ferry National Historical Park
171. Cuyahoga Valley National Park
172. Johnstown Flood National Memorial
173. Nicodemus National Historic Site

2006
174. Kings Mountain National Military Park (spring)
175. John Fitzgerald Kennedy National Historic Site
176. Devils Postpile National Monument
177. Mammoth Cave National Park
178. Yellowstone National Park
179. Monocacy National Battlefield
180. Denali National Park & Preserve
181. Golden Spike National Historic Site
182. Katmai National Park & Preserve
183. Zion National Park (summer & fall)

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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