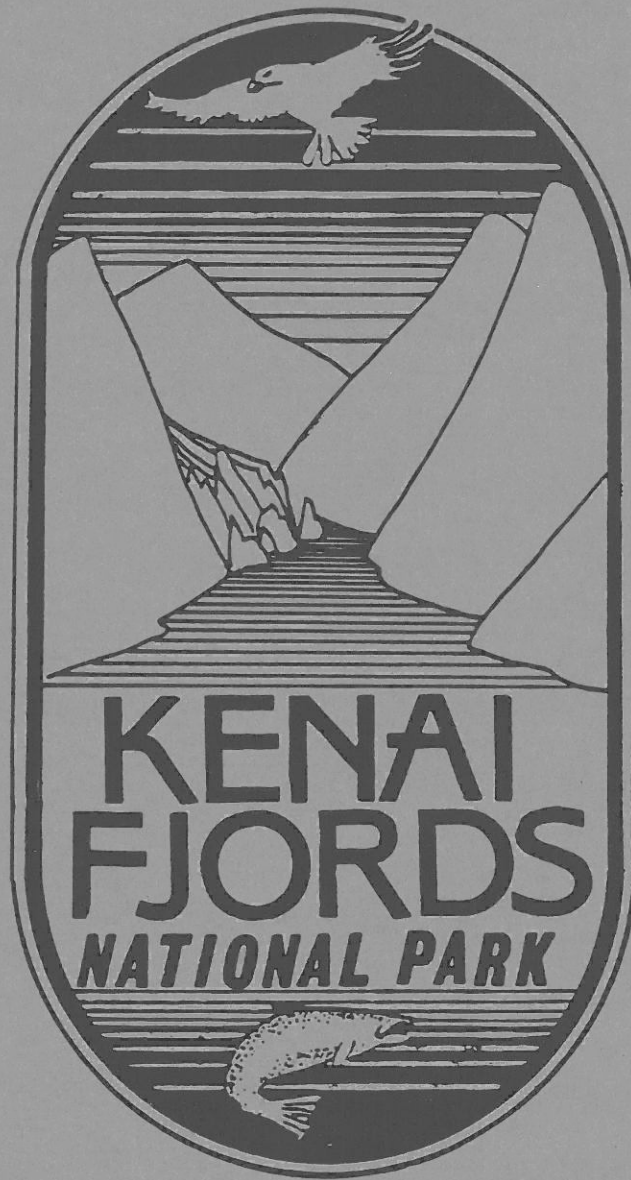


Visitor Services Project  
Kenai Fjords National Park



Visitor Services Project Report 31  
Cooperative Park Studies Unit



# Visitor Services Project

## Kenai Fjords National Park

Margaret Littlejohn

Report 31

February 1991

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Ms. Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the Alaska Natural History Association, Mark Van Steeter and the staff at Kenai Fjords National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

# Visitor Services Project Kenai Fjords National Park

## Report Summary

- This report describes the results of a study of visitors to Kenai Fjords National Park during July 7-13, 1990. Four hundred and seventy-five questionnaires were distributed and 383 returned, an 81% response rate.
- This report profiles Kenai Fjords visitors. A separate appendix has their comments about the park and their visit. A summary of these comments is included in this report and the appendix.
- Visitors were commonly families (60%); often in groups of two (47%). Thirty-one percent of visitors were 56-70 years old. Most (78%) were on their first Kenai Fjords visit.
- Foreign visitors comprised 5% of the total visitation and commonly came from Canada, Japan, and Germany. Americans came from Alaska (24%), California (12%), Washington (6%), and other states.
- Forty-two percent of the visitors who spent less than one day in the park stayed 8-21 hours. Of the visitors spending more than one day, most stayed two days (51%). Visitor activities included photography (95%), viewing wildlife (86%), walking the trail to Exit Glacier (78%) and taking a coastal boat tour (55%).
- Denali was the Alaska national park most visitors visited or were planning to visit on this trip (70%). At Kenai Fjords, most visitors went to Exit Glacier (76%) and the visitor center (61%).
- Of those visitors spending money on the day they visited, the average visitor group spent \$215.00; the average per capita expenditure was \$72.00. Thirty percent of visitors spent \$251.00 or more for all of their expenditures. Visitors spent the greatest proportion of their money for other items (50%), rather than lodging, food or travel.
- Of the services visitors used, the following services were rated as most useful: the Exit Glacier brochure, park map/brochure, visitor center displays, visitor center videos/movies. The service rated as least useful was sales publications.
- The 1989 Valdez oil spill was not a reason for deciding to visit Alaska (90%) or Kenai Fjords (89%). Most visitors came to the Seward area to visit Kenai Fjords NP (62%).
- Possible winter activities visitors said they might participate in included skiing, and snow machining. Visitors made many additional comments about their visits.

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For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

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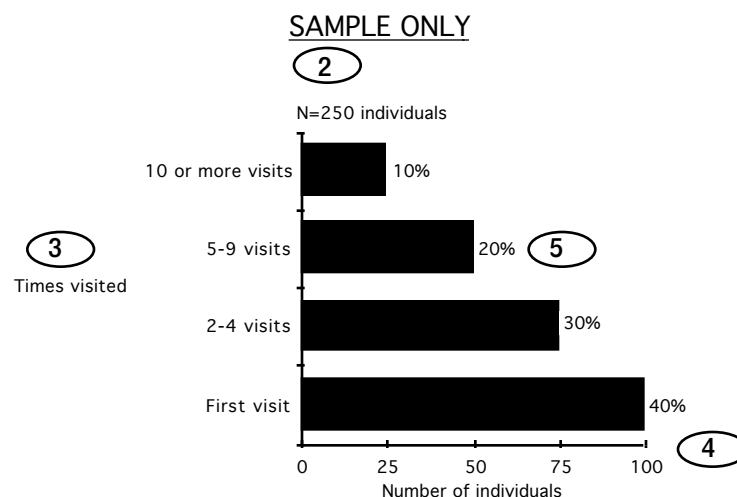
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## INTRODUCTION

This report describes the results of a study of visitors at Kenai Fjords National Park (referred to as "Kenai Fjords"). This visitor study was conducted July 7-13, 1990 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate Appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) Figure 4: Number of visits

- 1: The figure title is a general description of the graph's information.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use **CAUTION** when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the item number in each category; proportions may be shown.
- 5: In most graphs, percentages are included to provide additional explanation.

## **METHODS**

### **General strategy**

Interviews were conducted and questionnaires distributed to a sample of selected visitors entering Kenai Fjords during July 7-13, 1990. Visitors completed the questionnaire during or after their trip and then returned it by mail.

### **Questionnaire design**

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

### **Sampling**

Visitors were sampled using a selected interval as they entered the visitor center, walked to Exit Glacier, and boarded the Kenai Fjords Tours, Inc. boat tours.

### **Questionnaire administration**

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

### **Data analysis**

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. A replacement questionnaire was mailed to each participant who had not returned the questionnaire by four weeks after the survey. Questionnaires returned within ten weeks were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

### **Sample size, missing data and reporting errors**

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 374 groups, Figure 3 presents data for 1172 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 383 questionnaires were returned, Figure 1 shows data for only 374 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

### **Limitations**

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

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.
2. The data reflect visitor use patterns during the study period of July 7-13, 1990. The results do not necessarily apply to visitors using the park 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 or table.

## RESULTS

### A. Visitors contacted

Five hundred seventeen visitor groups were contacted; 92% accepted questionnaires. Three hundred eighty-three visitor groups completed and returned their questionnaires, an 81% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias is insignificant.

**Table 1: Comparison of total sample and actual respondents**

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	475	49.5	381	48.5
Group size	475	3.3	373	3.9 <sup>1</sup>

### B. Characteristics

Figure 1 shows group sizes, which varied from one person to 48 people. Nearly half (47%) of Kenai Fjords visitors came in groups of two people. Sixty percent of visitors came in family groups, as shown in Figure 2.

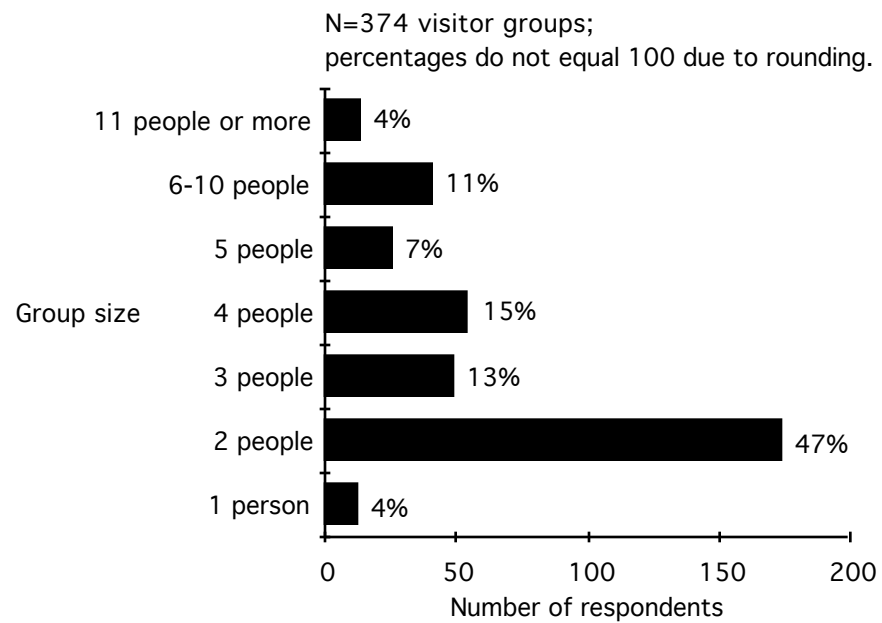
Figure 3 shows that the most common visitor ages were 56-70 (31%), although there was a wide range of ages represented. Seventy-eight percent of visitors were at Kenai Fjords for the first time (Figure 4).

Foreign visitors comprised 5% of the visitation. Map 1 and Table 2 show that most foreign visitors came from Canada (25%), Japan (20%), Germany (12%) and Australia (10%). Map 2 and Table 3 show that most American visitors came from Alaska (24%), California (12%), and Washington (6%). Visitors came from 46 states.

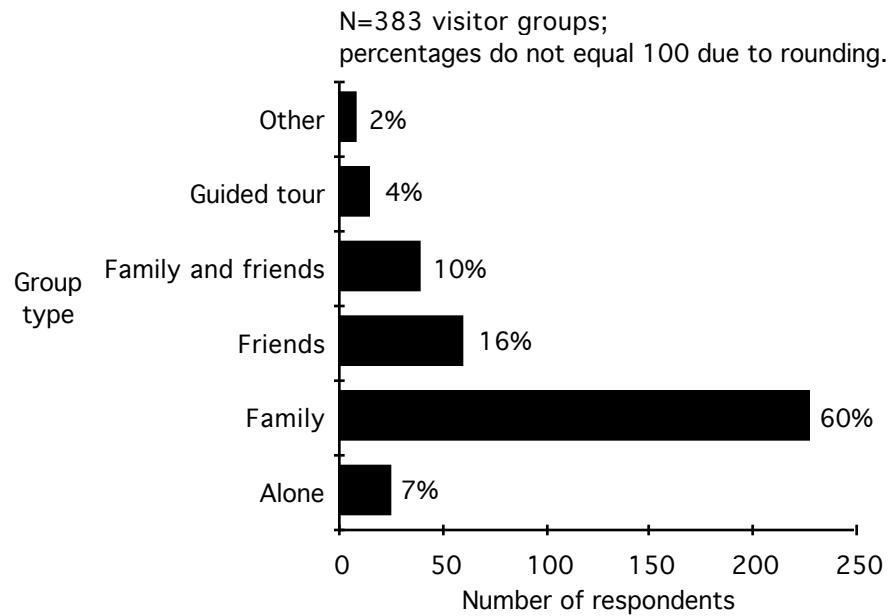
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<sup>1</sup> One questionnaire was excluded for this analysis, as it reported a group size of 750 (an outlier that would distort the results).

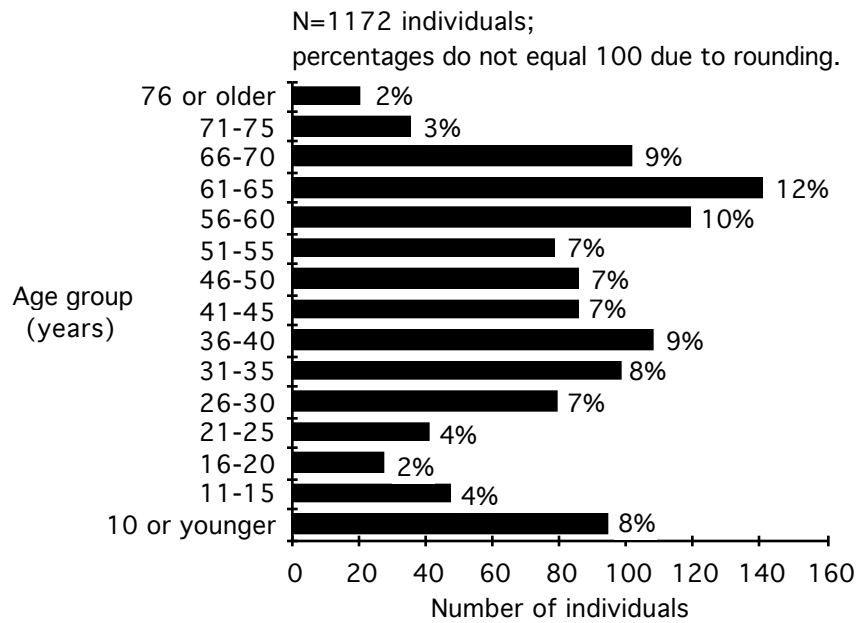




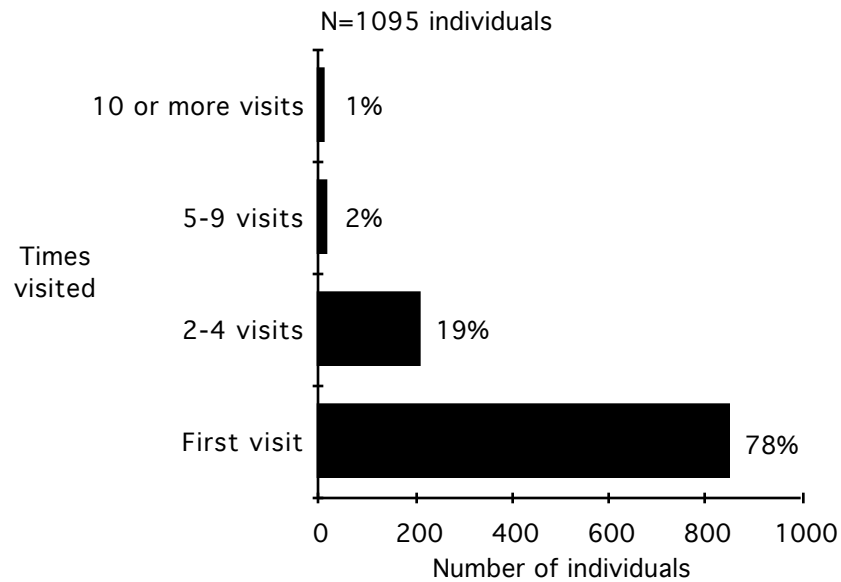
**Figure 1: Visitor group sizes**



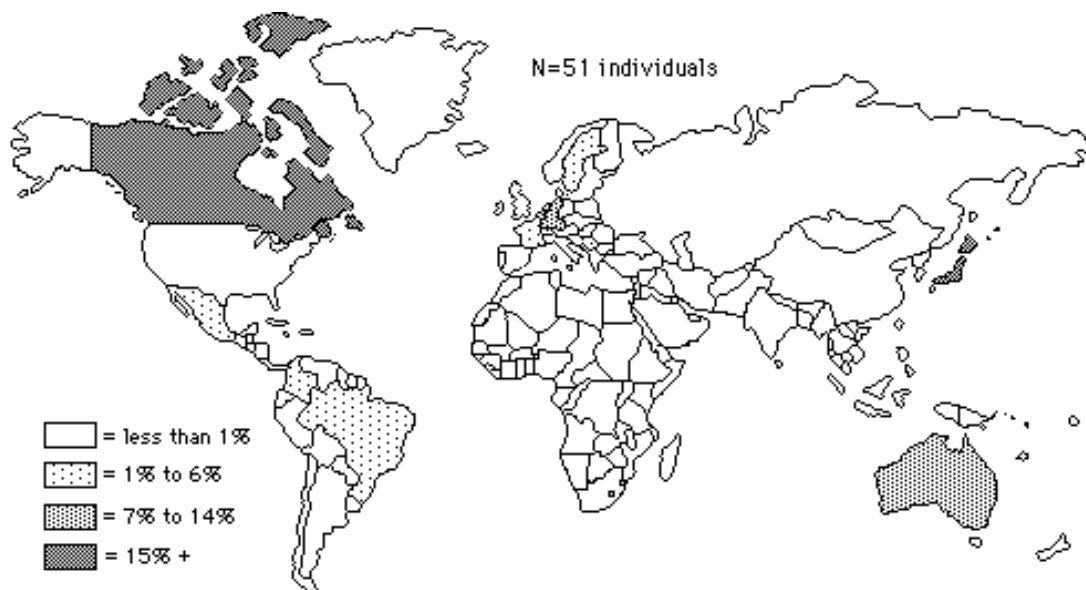
**Figure 2: Visitor group types**



**Figure 3: Visitor ages**



**Figure 4: Number of visits**

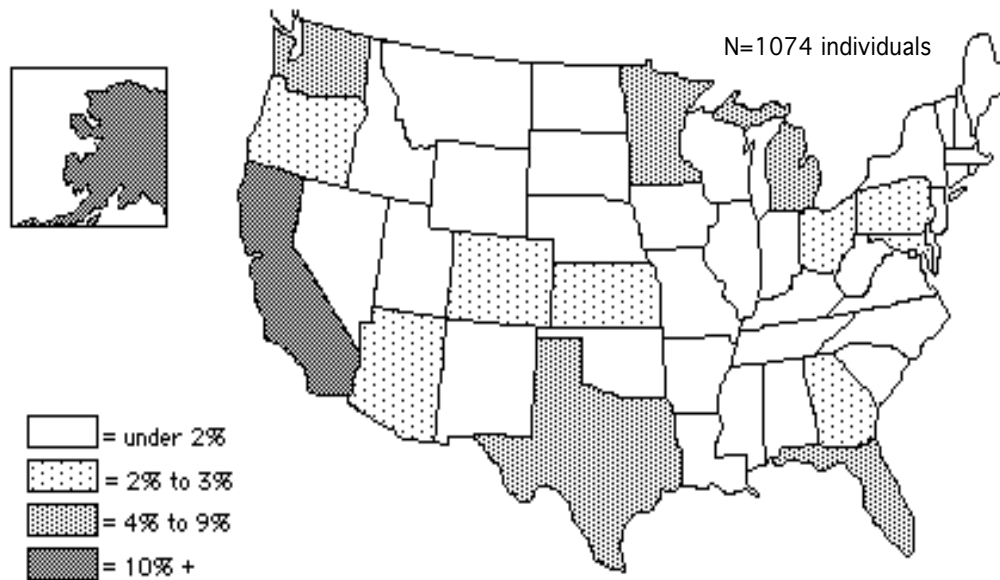


**Map 1: Proportion of foreign visitors by country**

**Table 2: Proportion of visitors from foreign countries**

N=51 individuals from foreign countries;  
individual country percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
Canada	13	25
Japan	10	20
Germany	6	12
Australia	5	10
Holland	4	8
Sweden	3	6
Brazil	2	4
Colombia	2	4
France	2	4
Switzerland	2	4
Other countries (2)	2	4



**Map 2: Proportion of visitors from each state**

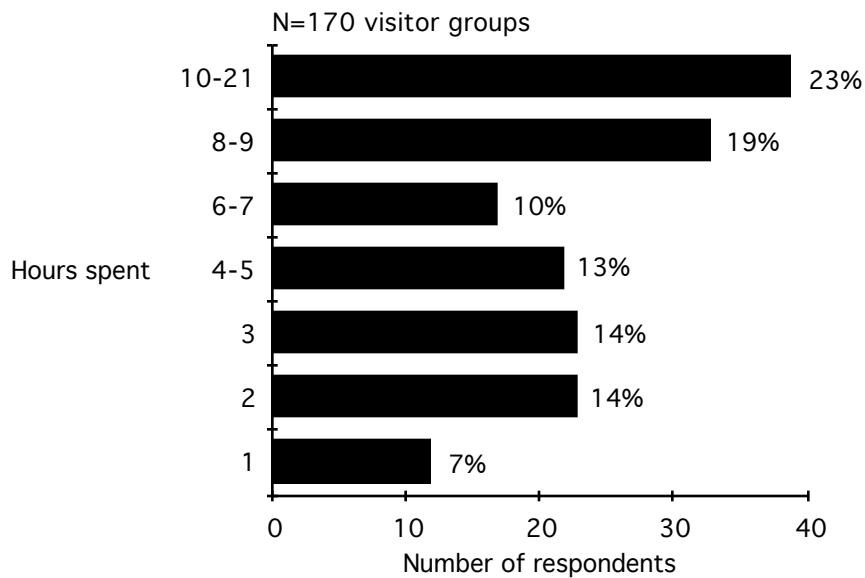
**Table 3: Proportion of visitors from each state**

N=1074 individuals;  
individual state percentages do not equal 100 due to rounding.

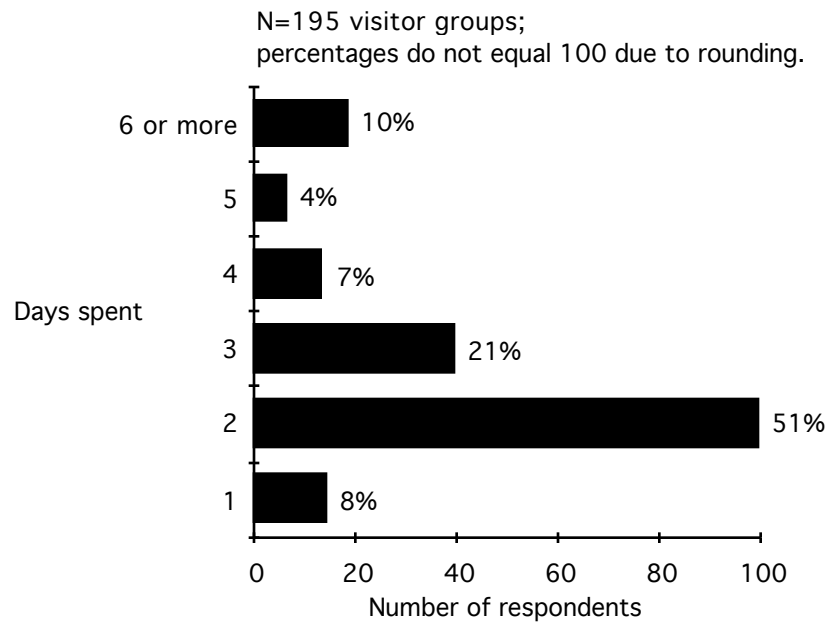
State	Number of individuals	% of visitors
Alaska	262	24
California	124	12
Washington	59	6
Michigan	50	5
Texas	48	5
Minnesota	41	4
Florida	39	4
Pennsylvania	36	3
Colorado	28	3
Arizona	20	2
Kansas	20	2
Maryland	20	2
Georgia	19	2
Oregon	19	2
Ohio	19	2
Other states (31)	226	21

### C. Length of stay

Figure 5 shows that 42% of the visitors who stayed less than one day stayed eight to twenty-one hours at Kenai Fjords. Of those who stayed more than one day, 51% stayed two days, as Figure 6 shows. Ten percent stayed 6 or more days.



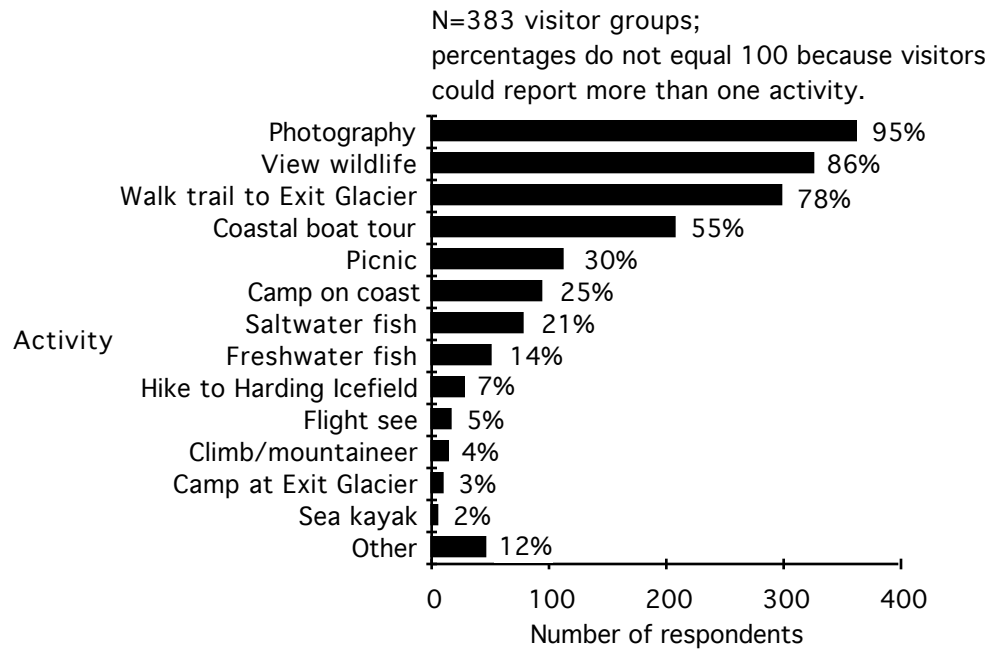
**Figure 5: Number of hours visitors spent at Kenai Fjords**



**Figure 6: Number of days visitors spent at Kenai Fjords**

#### D. Activities

Figure 7 shows the proportion of visitor groups who participated in each activity during their visit. Common activities were photography (95%), viewing wildlife (86%), walking the trail to Exit Glacier (78%), and taking a coastal boat tour (55%). Among the other activities described, visitors listed sightseeing, shopping, bicycling, riding the train, and sailing.

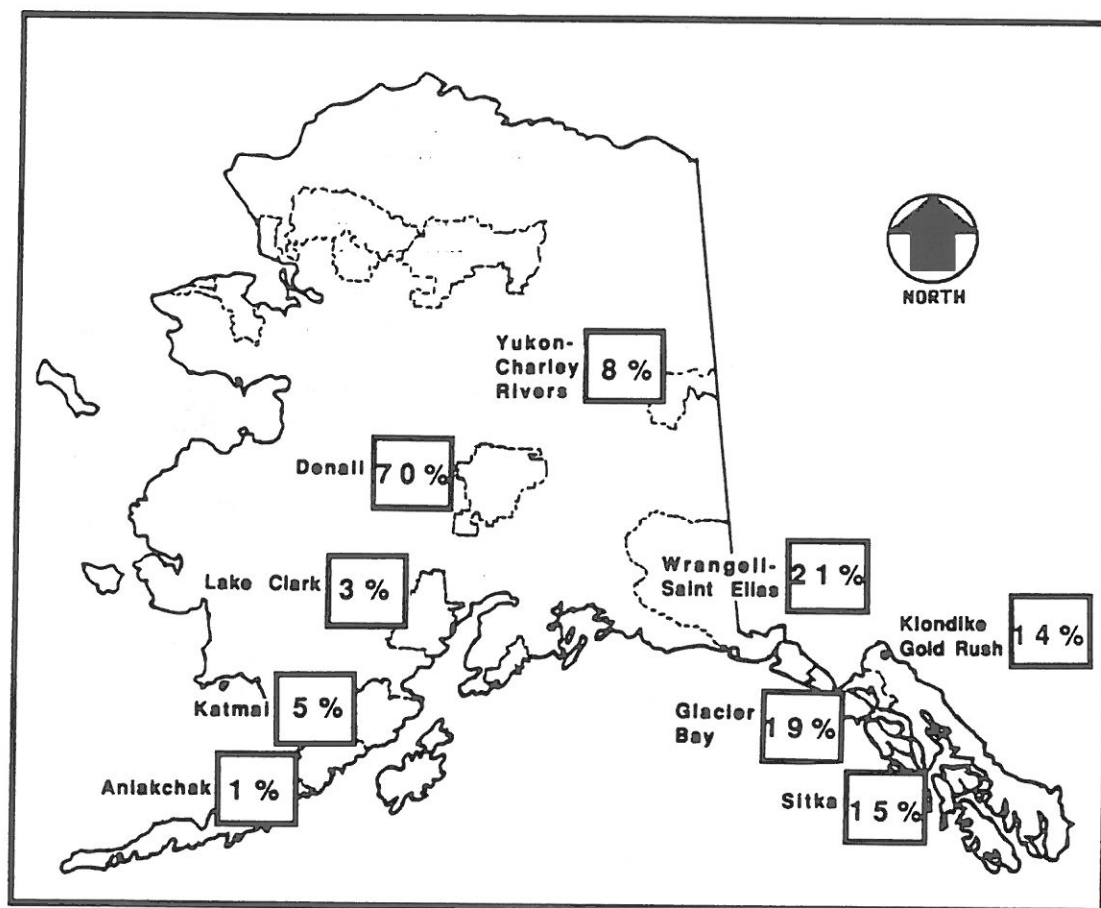


**Figure 7: Proportion of visitor groups participating in each activity**

### E. Alaska parks visited

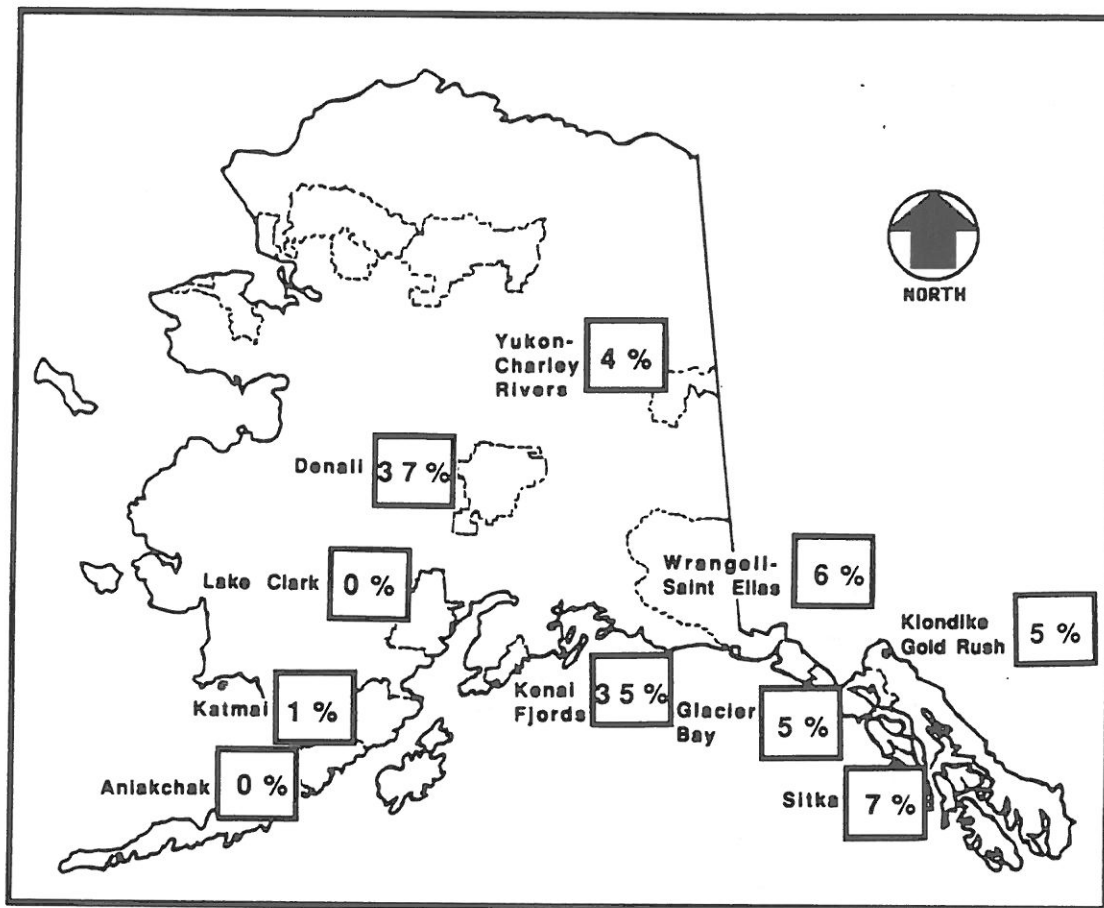
Map 3 shows the proportion of visitor groups that visited or planned to visit selected national park areas in Alaska on this trip. Most visitors went to Denali (70%). Visitors stopped first at Denali (37%) or Kenai Fjords (35%) more than other Alaska national parks, as in Map 4.

N=383 visitor groups;  
percentages do not equal 100 because  
visitors could visit more than one site.



Map 3: Proportion of Kenai Fjords visitors who visited or planned to visit other national park sites

N=383 visitor groups



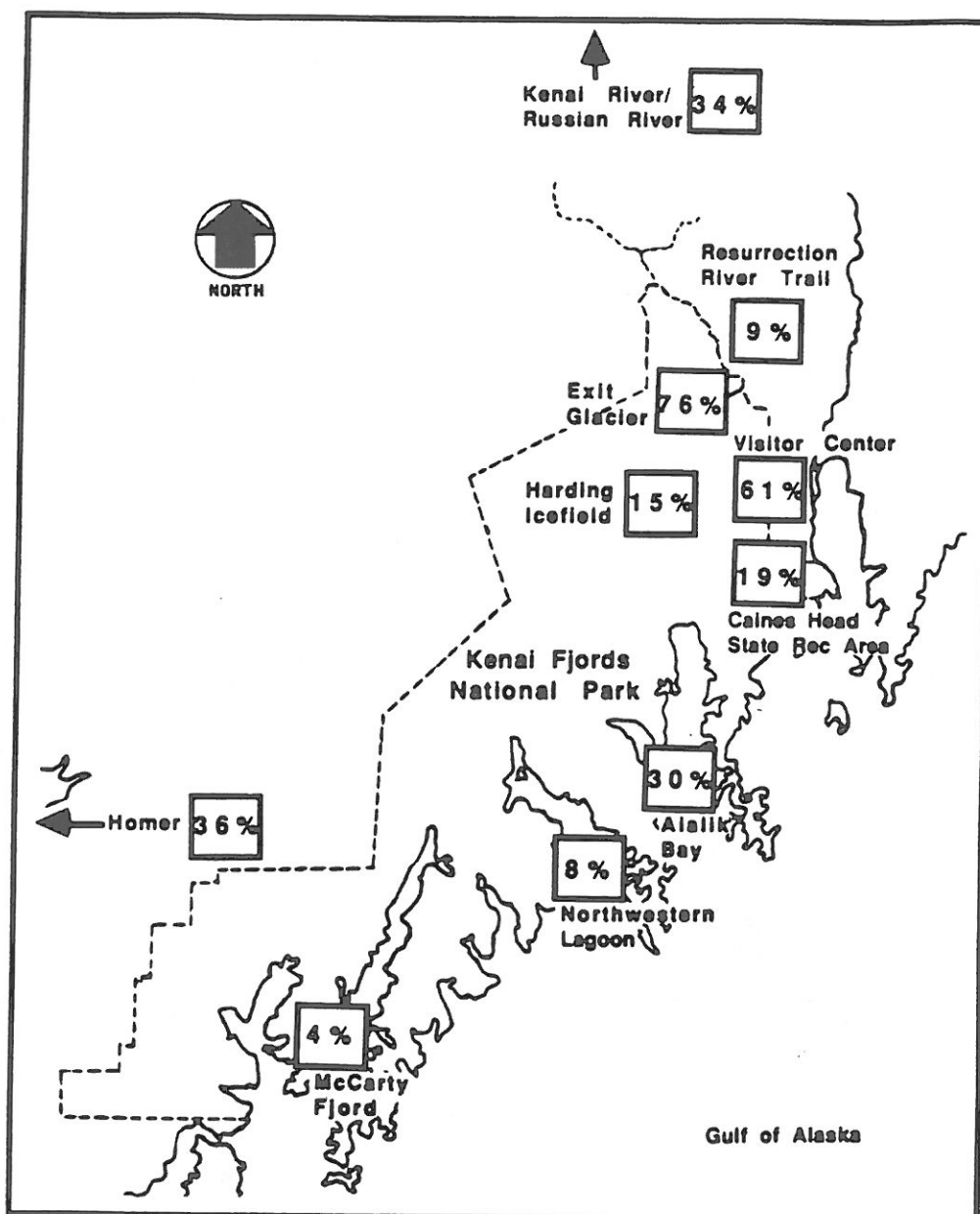
Map 4: Proportion of Kenai Fjords visitors who visited or planned to visit selected Alaska national park areas first



### F. Kenai Fjords sites visited

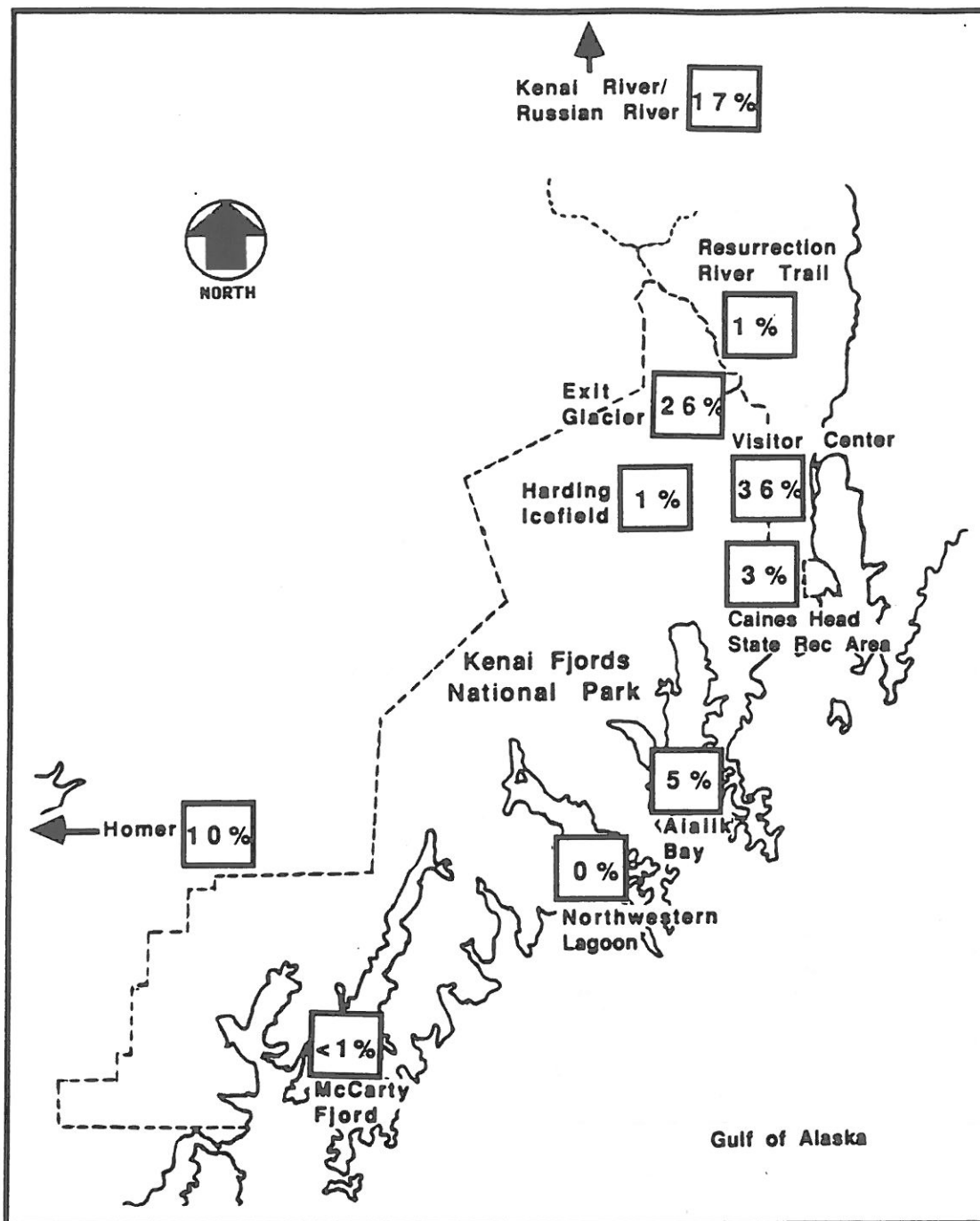
At Kenai Fjords, most visitors went to Exit Glacier (76%) and the Visitor Center (61%) (see Map 5). Visitors' first stops were most often the Visitor Center (36%), Exit Glacier (26%), and the Kenai and Russian Rivers (17%), as Map 6 shows.

N=383 visitor groups;  
percentages do not equal 100 because  
visitors could visit more than one site.



Map 5: Proportion of visitors stopping at Kenai Fjords or Kenai Peninsula sites

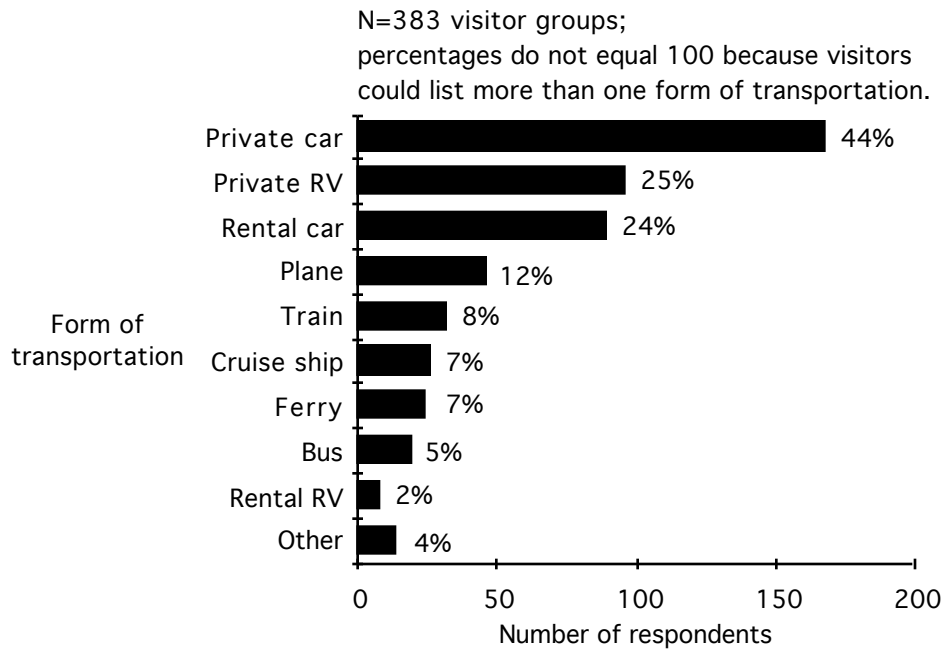
N=383 visitor groups;  
percentages do not equal 100 due to rounding.



Map 6: Proportion of visitors who visited each Kenai Fjords or Kenai Peninsula site first

### G. Forms of transportation used

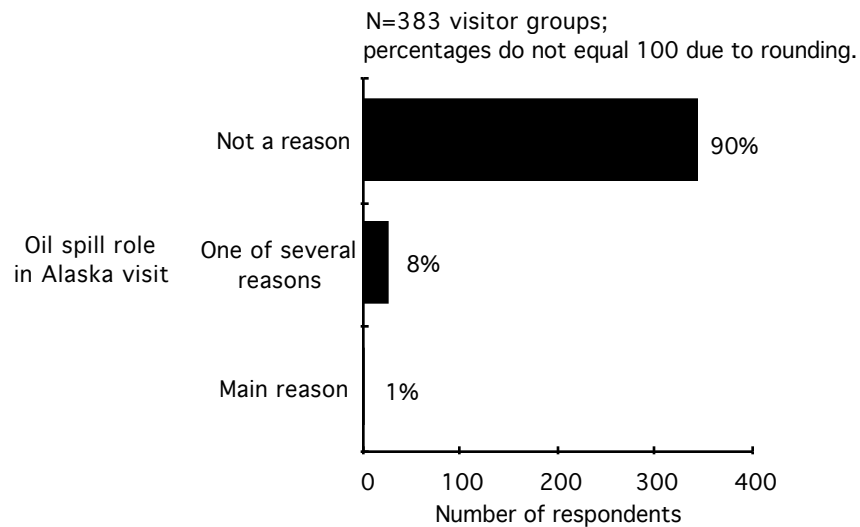
The most common form of transportation used to get to the Seward area was private cars (44%), followed by private RV's (25%), and rental cars (24%), as in Figure 8. Other forms of transportation listed included tour van, minivans, and walking.



**Figure 8: Forms of transportation used to get to the Seward area**

#### H. Effect of oil spill on decision to visit Alaska

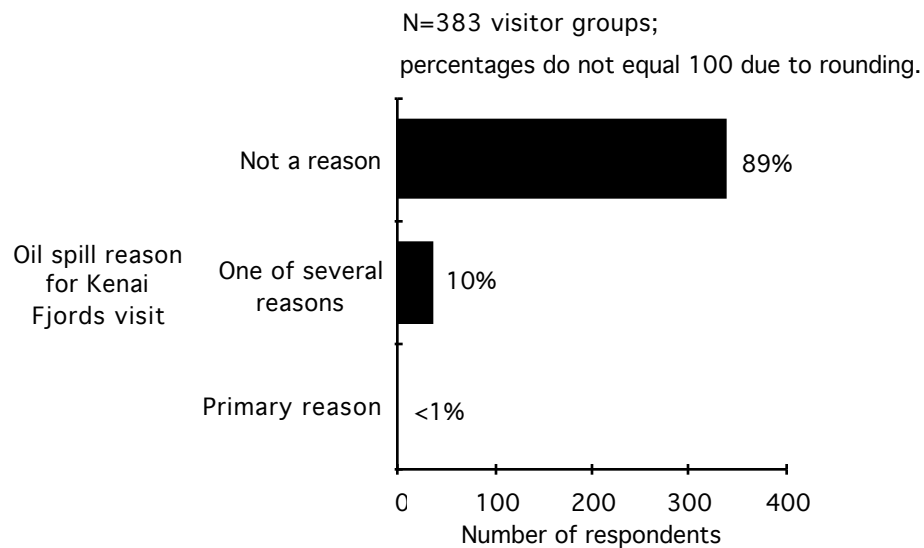
As Figure 9 shows, the 1989 Valdez oil spill was not a reason for deciding to visit Alaska for 90% of the visitors. Eight percent listed the oil spill as one of several reasons for visiting Alaska; 1% said it was the primary reason for visiting.



**Figure 9: Proportion of visitors citing oil spill as reason for Alaska visit**

### I. Effect of oil spill on decision to visit Kenai Fjords

Eighty-nine percent of the visitors said the 1989 Valdez oil spill did not play a role in their decision to visit Kenai Fjords (see Figure 10). The oil spill was one of several reasons bringing 10% of the visitors to Kenai Fjords; less than 1% said the oil spill was the main reason they came.



**Figure 10: Proportion of visitors citing oil spill as reason for Kenai Fjords visit**

#### J. Primary reason for visiting Seward area

Most visitors (62%) said the primary reason they came to the Seward area was to visit Kenai Fjords (see Figure 11). The primary reason for 9% of the visitors was fishing, and visiting friends and/or relatives brought another 6%. Twenty-three percent came for other reasons, including sightseeing, photography, birdwatching, vacation tour, and cruise.

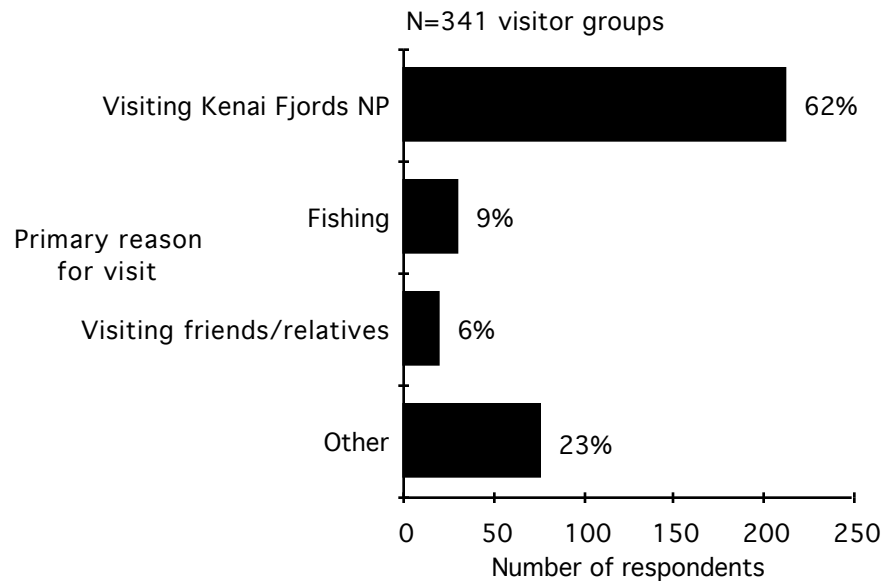


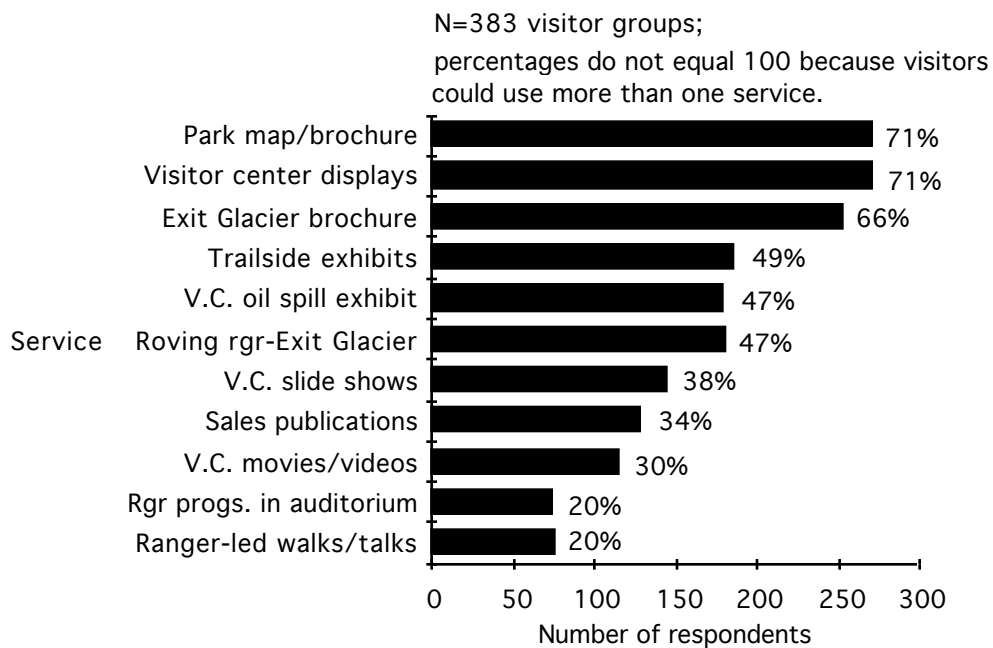
Figure 11: Primary reason for visiting the Seward area

### K. Usefulness of interpretive and visitor services

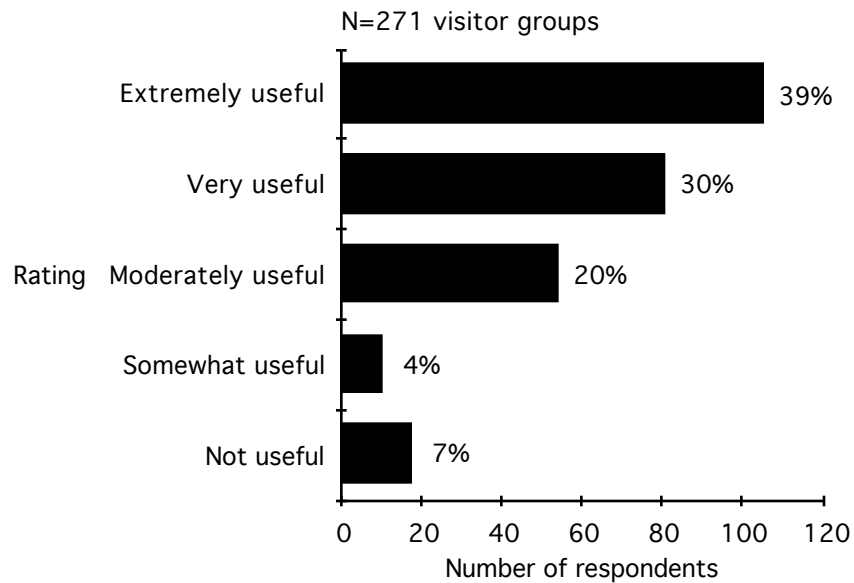
Of those interpretive and visitor services available at Kenai Fjords, the most commonly used were the park map/brochure (71%), visitor center displays (71%) and the Exit Glacier brochure (66%), as shown in Figure 12. The least used service was ranger-led walks and talks (20%).

Visitors were asked to rate the usefulness of the Kenai Fjords interpretive and visitor services which they used with the following 1 to 5 scale: 1=extremely useful, 2=very useful, 3=moderately useful, 4=somewhat useful, 5=not useful.

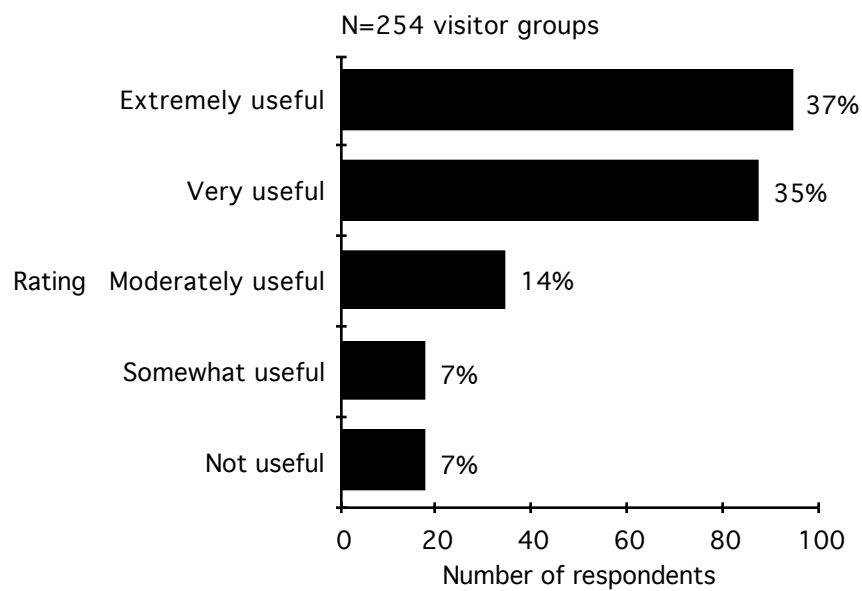
The interpretive and visitor services with the highest "extremely useful" to "very useful" ratings included: the Exit Glacier brochure (72%), park map/brochure (69%), visitor center displays (68%), visitor center videos/movies (68%), trailside exhibits (66%), roving ranger at Exit Glacier (64%) and visitor center slide show (64%), as shown in Figures 13-23. Services often rated "not useful" to "somewhat useful" were sales publications (50%) and ranger programs in auditorium (33%).



**Figure 12: Proportion of visitors that used each interpretive and visitor service**

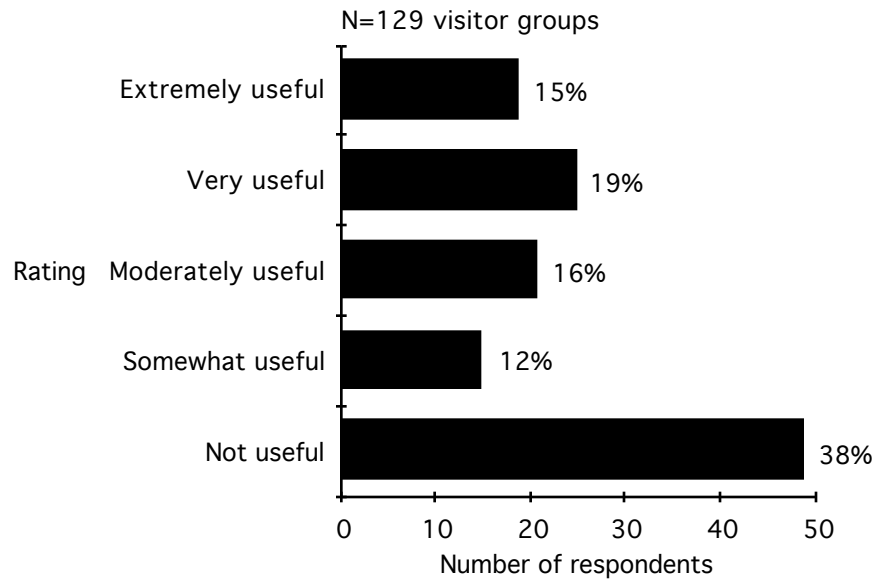


**Figure 13: Usefulness ratings of park map/brochure**

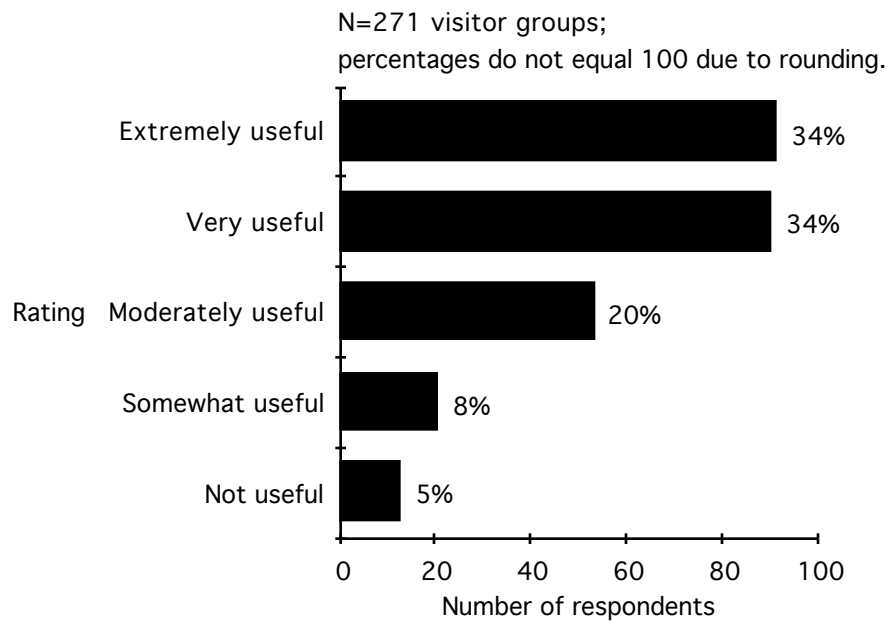


**Figure 14: Usefulness ratings of Exit Glacier brochure**

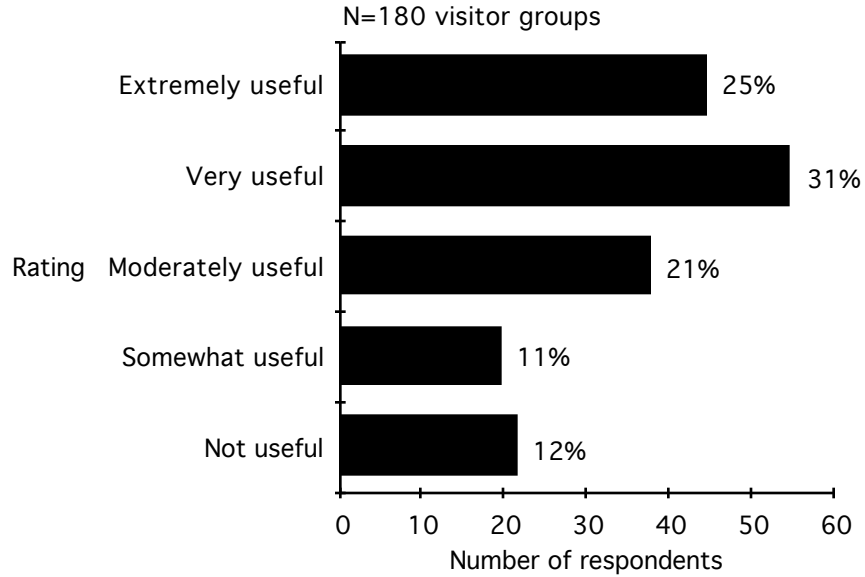




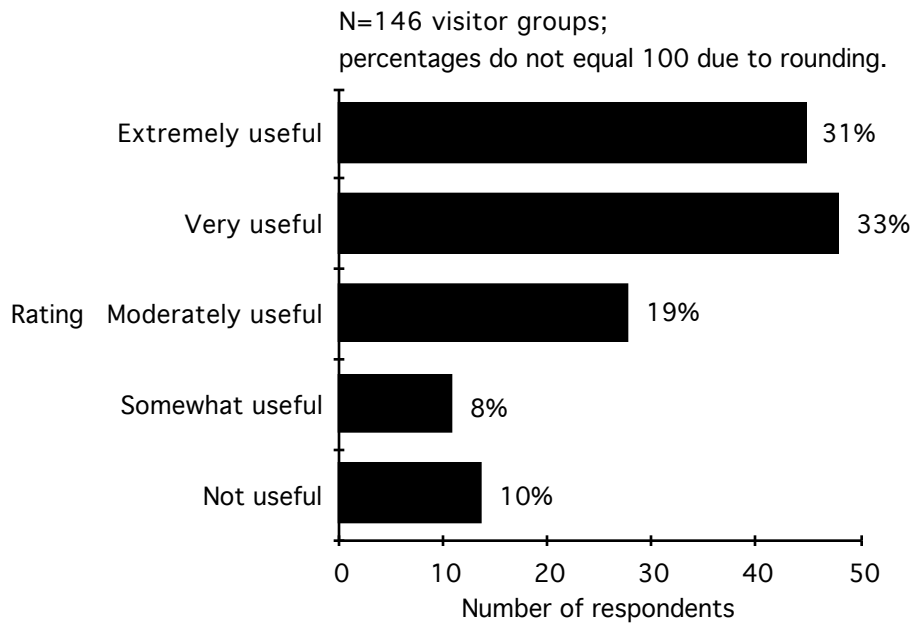
**Figure 15: Usefulness ratings of sales publications**



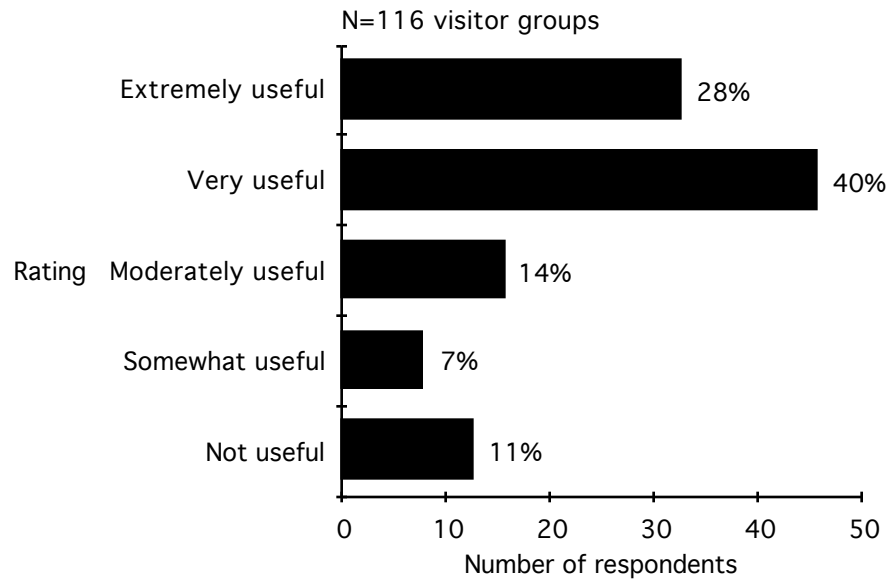
**Figure 16: Usefulness ratings of visitor center displays**



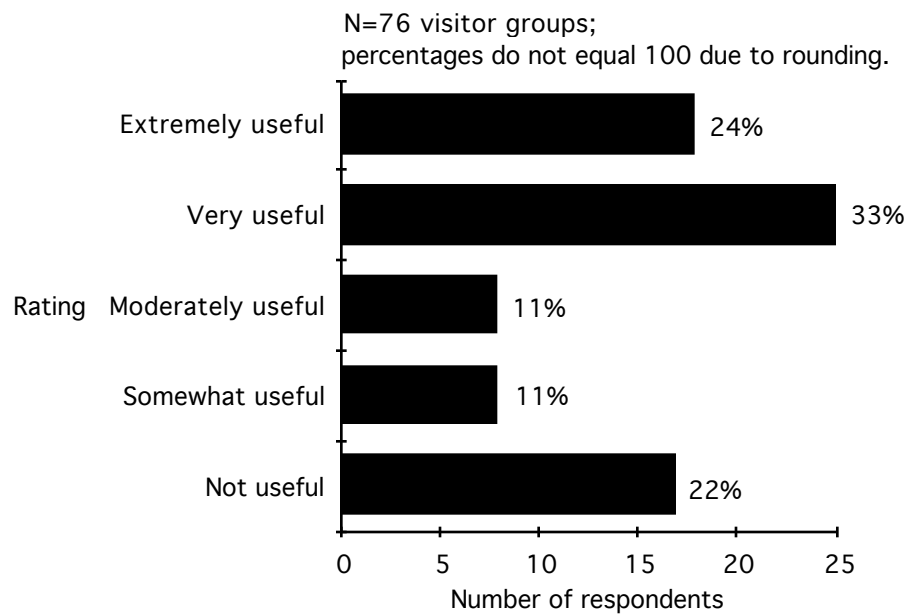
**Figure 17: Usefulness ratings of visitor center oil spill exhibit**



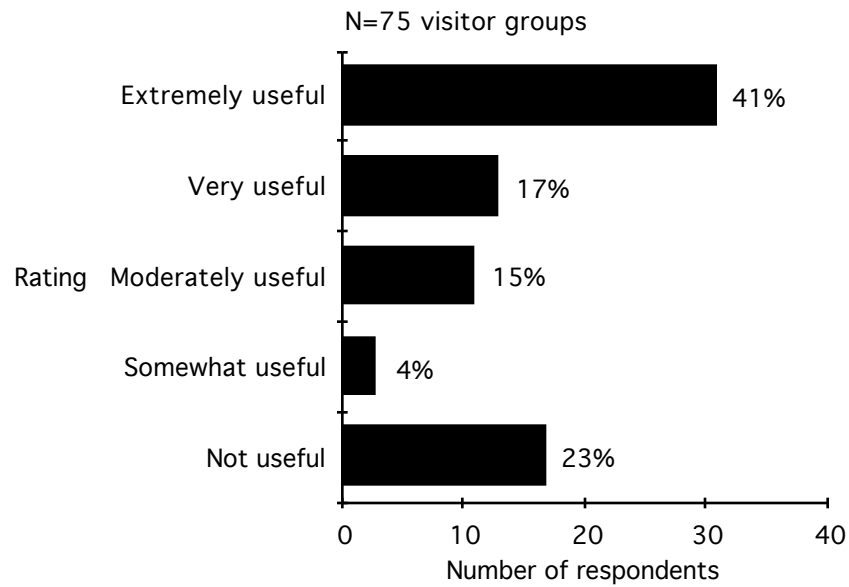
**Figure 18: Usefulness ratings of visitor center slide show**



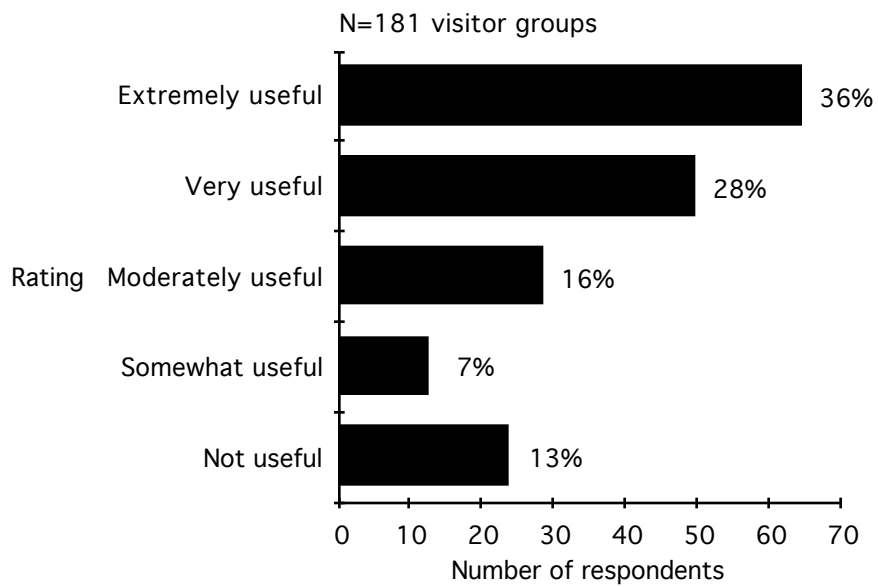
**Figure 19: Usefulness ratings of visitor center videos/movies**



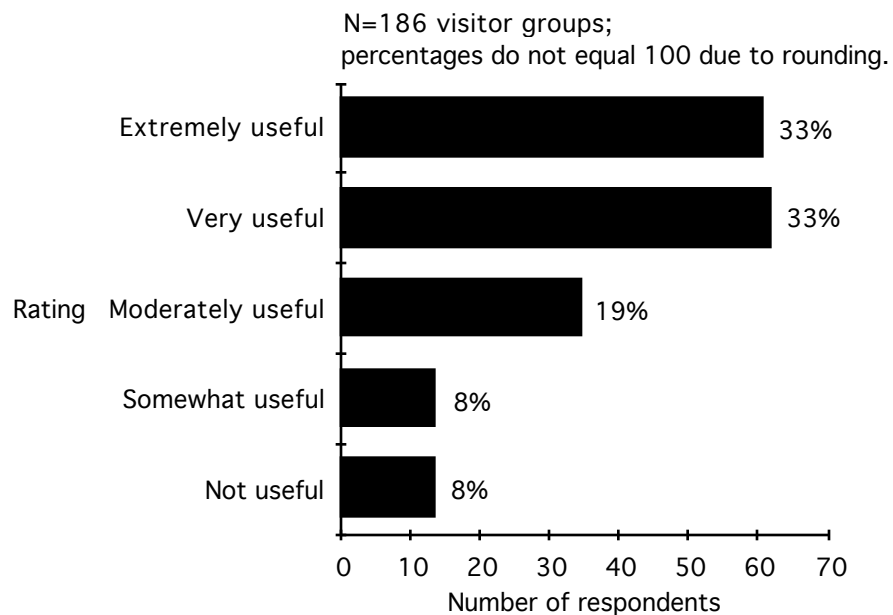
**Figure 20: Usefulness ratings of ranger programs in auditorium**



**Figure 21: Usefulness ratings of ranger-led walks/talks**



**Figure 22: Usefulness ratings of roving ranger at Exit Glacier**



**Figure 23: Usefulness ratings of trailside exhibits**

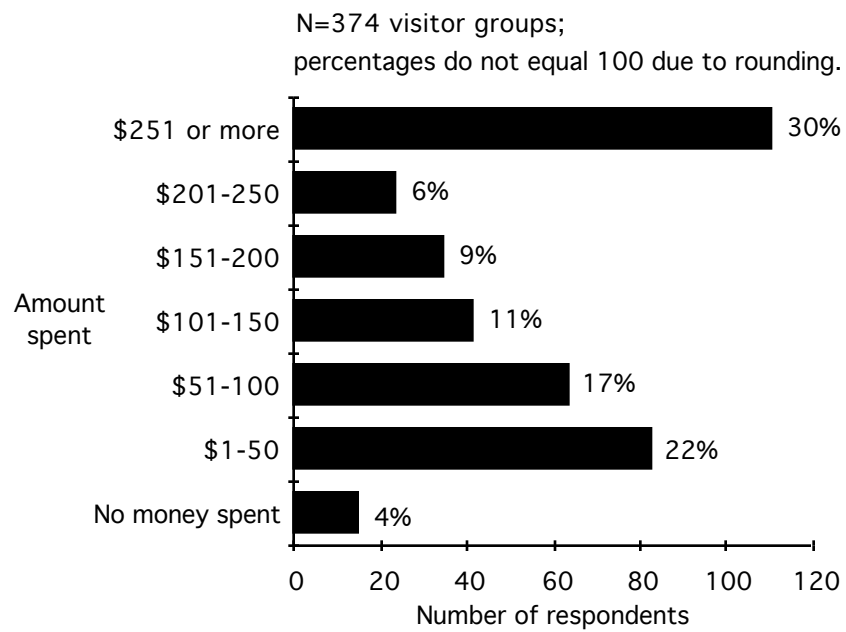
#### **L. Expenditures**

Thirty percent of visitors spent \$251.00 or more for lodging, food, travel and other expenses in the Seward area on the day they visited Kenai Fjords (see Figure 24). As Figure 25 shows, the largest proportion of money was spent for other items, including recreation, tours, film, gifts, etc. (50%).

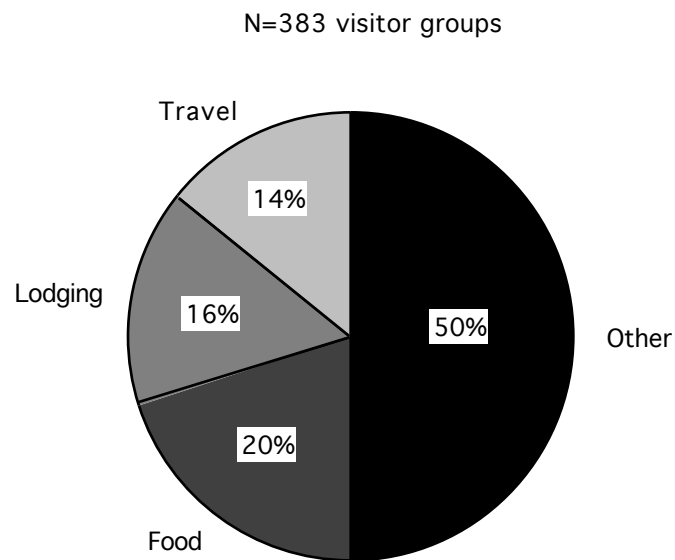
Of those visitors reporting expenditures, the average visitor group expenditure for the day was \$215.00; the average per capita amount spent was \$72.00.

Ninety-three percent of the visitor groups had members who did not reside in the Seward area. These visitor groups were asked to report lodging expenditures on the night before their Kenai Fjords visit, if any. Of the groups who reported lodging expenditures, 35% spent no money and 28% spent less than \$25.00 (see Figure 26).

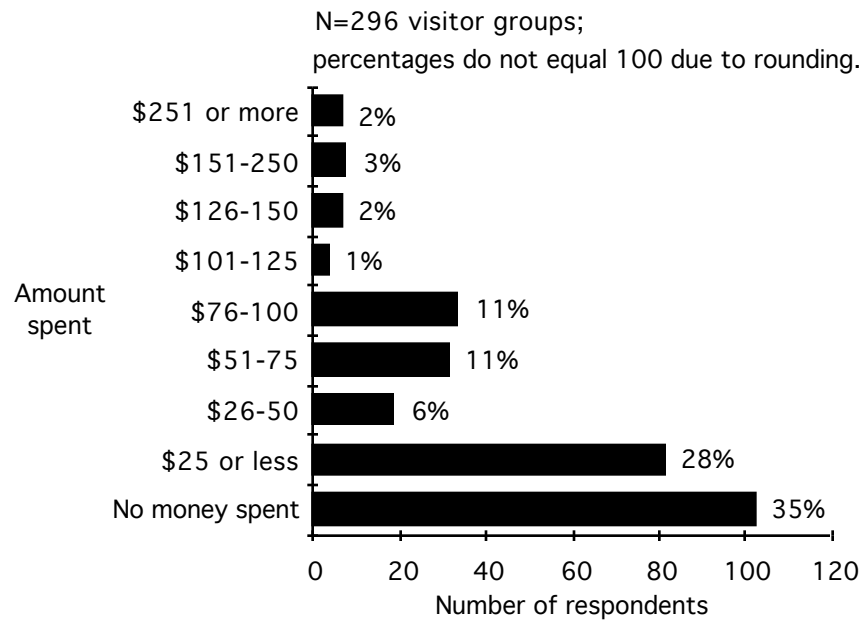
Figures 27-29 show that visitor groups commonly spent \$25.00 or less for travel (49%), food (34%), and other items (19%) on the day they visited Kenai Fjords.



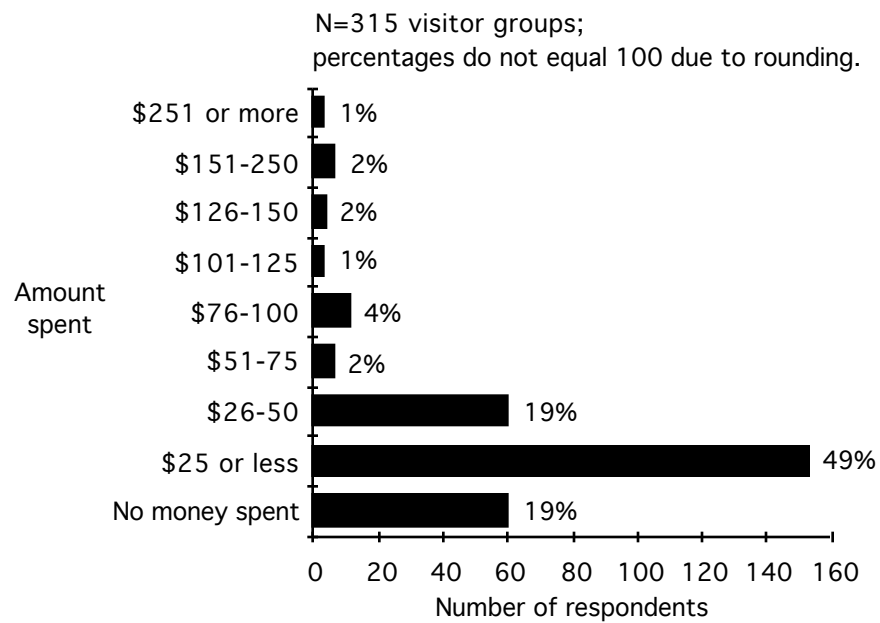
**Figure 24: Total visitor expenditures**



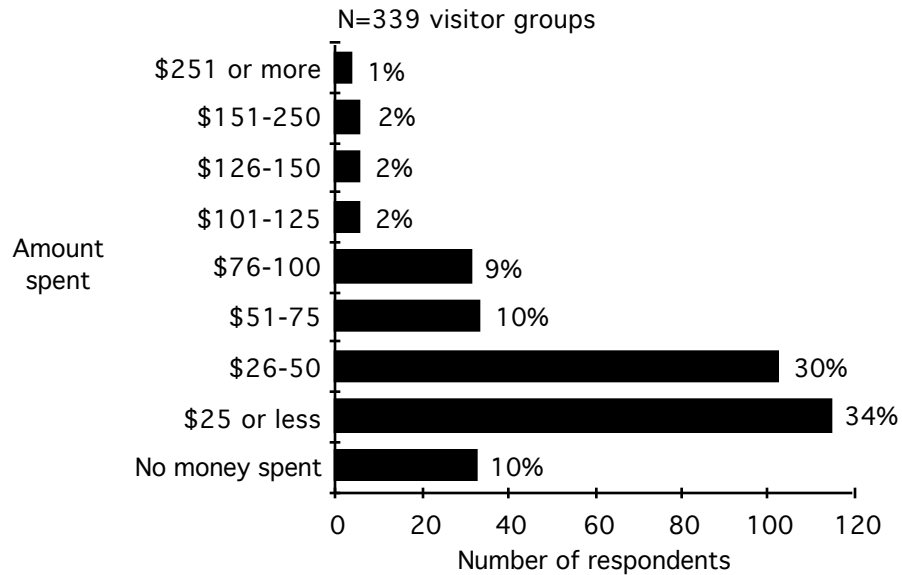
**Figure 25: Proportion of visitor expenditures by category**



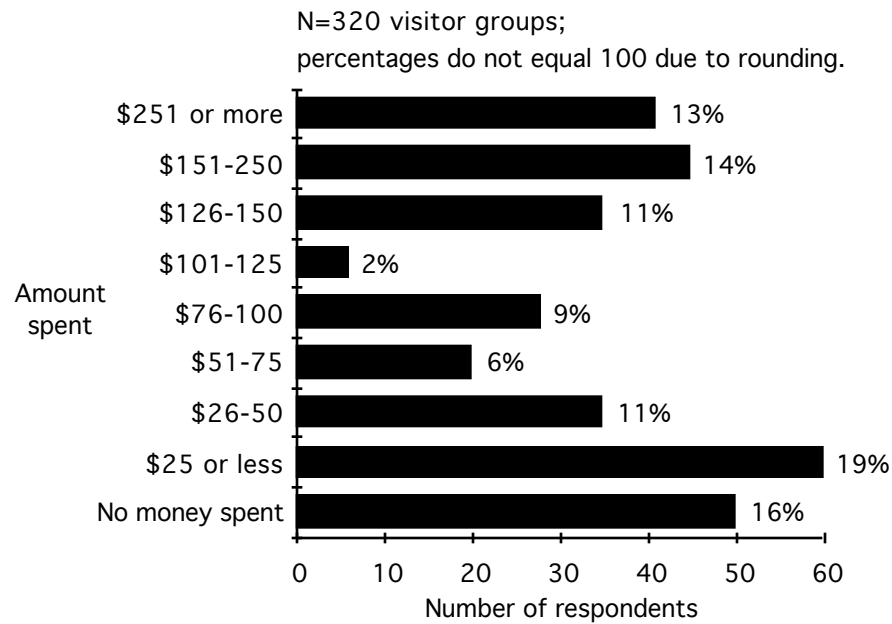
**Figure 26: Total visitor expenses for lodging**



**Figure 27: Total visitor expenses for travel**



**Figure 28: Total visitor expenses for food**

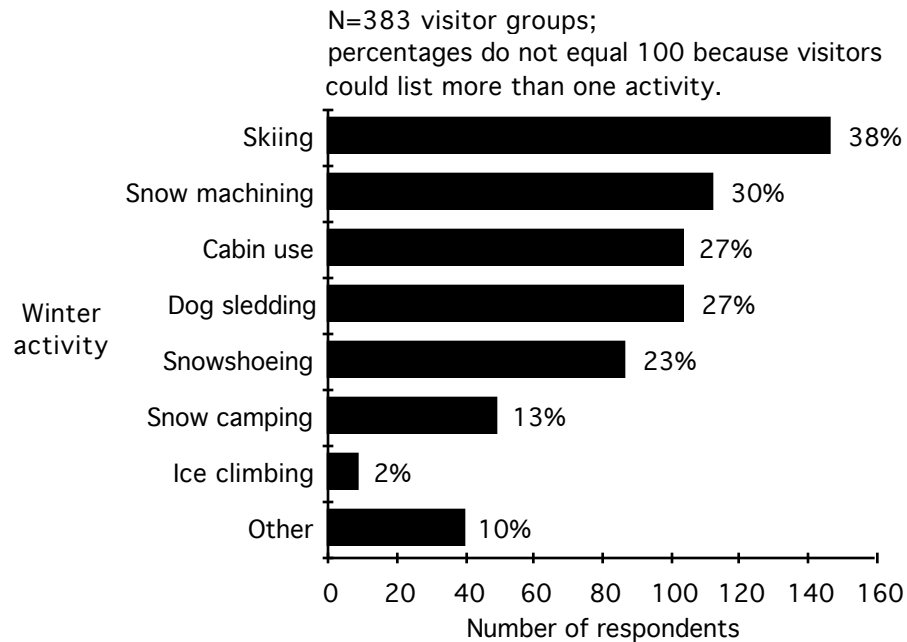


**Figure 29: Total visitor expenses for other items**



### M. Possible participation in winter activities

Visitors were asked to identify the activities they would likely participate in if they returned for a winter visit. As Figure 30 shows, the activities they listed included skiing (38%), snow machining (30%), cabin use (27%), and dog sledding (27%). Under other activities, visitors listed sightseeing, photography, and fishing. Several visitors said they would not visit in winter.



**Figure 30: Possible participation in winter activities**

## N. Planning for future

Visitors were asked "If you were planning for the future of Kenai Fjords National Park, what would you propose?"

N=329 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

### FACILITIES AND MAINTENANCE

Pave/improve Exit Glacier road	25
Improve campgrounds/campsites	11
Need more RV campgrounds	9
Need more trails	9
Need more campsites/campgrounds	7
Provide more cabins along coast	5
Expand visitor center	4
Road signs need more information	4
Improve restrooms	4
Provide road access along coast	3
Move Exit Glacier picnic tables closer to parking lot	2
Provide drinking fountain at Exit Glacier	2
Make other glaciers accessible by road	2
Provide more trash cans	2
Provide more picnic tables	2
Don't build roads	2
Other comments	5

### INTERPRETIVE SERVICES

Information on park needs improvement	12
Need more natural history identification	7
Publicize park activities/services better	7
Emphasize visitors' responsibility in protecting parks	5
Provide more interpretive info or ranger on boat tours	5
Provide more ranger programs	5
Need more videos/films on various subjects	4
Provide more info on hiking/backcountry	4
Provide more info on Exit Glacier geology	3
Expand visitor center exhibits	3
Provide ranger-led hikes to Harding Icefield	2
Provide air or boat trips by NPS	2
Encourage hiking/other nonmotorized activities	2
Other comments	4

**POLICIES**

Enforce current rules to preserve area	2
Other comments	4

**RESOURCE MANAGEMENT**

Leave as undeveloped/inaccessible as now	33
Make park more accessible	16
Preserve/protect environment	9
Limit access	8
Protect animals/habitat	6
Eradicate mosquitos and other insects	4
Preserve beauty/wildlife while allowing public access	3
Protect from future oil spills	3
Research pollution; tour boats/ships' effect on animals	2
Other comments	2

**BUSINESSES**

Provide less expensive boat tours	13
Need improved services at beach front campground	6
Need better motels	5
Offer more types of boat tours	5
Improve town facilities/services	5
Improve boat tours/services	5
Offer fishing tours	3
Need fish market to sell fish to public	2
Need concessioner to handle kayakers	2
Disliked dumping of fish remains/smell in harbor	2
Need public ferry boats	2
Need shuttle	2
Provide ecological training for boat captains	2
Other comments	3

**MISCELLANEOUS**

Keep up the good work	7
Too expensive--couldn't afford to see or do anything	2
Provide shuttle system like Denali's	2
Need more rangers on more shifts	2
Other comments	4

### 0. Comment summary - Introduction

A separate Appendix of this report contains unedited visitors' comments. A summary of their comments appears below, and in the Appendix. Some comments offer specific suggestions on how their visits could be improved; others describe what they enjoyed or did not enjoy.

#### Visitor Comment Summary

N=422 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Ranger friendly/helpful/informative	20
Everyone friendly/helpful/knowledgeable	3
Park personnel uninformed	2
Other comment	1
<b>INTERPRETIVE SERVICES</b>	
Provide more information	10
Publicize park more	4
Enjoyed visitor center	3
Enjoyed visitor center slide shows	2
Enjoyed films	2
Enjoyed exhibits	2
NPS visitor centers offer little for Alaskans	2
Other comments	5
<b>FACILITIES AND MAINTENANCE</b>	
Exit Glacier road too rough	4
Exit Glacier area well maintained	3
Need more campgrounds	3
Facilities well maintained	3
Harding Icefield trail needs more markers	2
Toilets well maintained	2
Need more trails	2
Other comments	4
<b>POLICIES/REGULATIONS</b>	
Disappointed not to get onto glacier	2
Need ranger patrol of campground	2
Other comment	1

**RESOURCE MANAGEMENT**

Keep it natural/unspoiled	8
Make more of park accessible	6
Protect it from overuse/pollution	5
Spray for/eradicate mosquitos/flyes	2
Other comments	2

**BOAT TOURS**

Enjoyed boat tour	18
Bad weather shortened boat tour	6
Boat tour captain knowledgeable	6
Boat tour captain good pilot	3
Offer more types/costs of boat tours	3
Improve boat tour services/safety	3
Boat tour made too many people seasick	2
Boat tour attendants pleasant/helpful	2
Boat tour needs more information	2
Other comments	4

**SEWARD/BUSINESSES**

Enjoyed businesses/services offered	5
Range of tours/businesses/services should be offered	3
Improve accommodations	2
Lodging expensive	2
Enjoyed city park for picnic	2
Other comment	1

**VISITOR SERVICES PROJECT**

Glad questionnaire printed on recycled paper	2
Thanks for replacement questionnaire	2
Other comments	3

**GENERAL IMPRESSIONS**

Enjoyed visit	70
Beautiful	43
Enjoyed Exit Glacier	22
Plan to/will return	19
Enjoyed wildlife	16
Not enough time	13
Return visit	8
Would have liked better weather	6
Well run-keep up good work	4
Enjoyed Harding Icefield hike	4
Will recommend visit to others	4
Enjoyed glaciers	4

Park too expensive	4
Enjoyed hiking trails	3
Would like to see more wildlife	3
Visit informative	3
First visit	2
Drove from eastern U.S.	2
Camped on trip to Kenai Fjords	2
Improve other Alaska parks	2
Other comments	10

## MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the activities of a particular age group, request a comparison of activity by age group; to learn how total expenditures varied among group types, request a comparison of total expenses by group type.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the site activities of visitors who came to the area to visit Kenai Fjords NP, request a comparison of (activity by site visited) by visitors whose primary reason for visiting was to see Kenai Fjords; to learn about age group participation in a site activity, request a comparison of (age group by activity) by site visited.

Consult the complete list of characteristics from Kenai Fjords visitors; then write those desired in the appropriate blanks on the order form. Two order forms follow the example below.

### SAMPLE

Analysis Order Form  
Visitor Services Project  
Report 31 (Kenai Fjords)

Date of request: \_\_\_\_\_

Person requesting analysis: \_\_\_\_\_

Phone number (commercial): \_\_\_\_\_

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- Group size
- Group type
- Age
- State residence
- Country (residence)
- Number of visits
- Length of stay
- Activity
- KEFJ site visited
- Alaska park visited
- Seward resident
- Total expenses
- Lodging expenses
- Food expenses
- Other expenses
- Interp. service usefulness
- Primary reason for visit
- Oil spill effect on Alaska visit
- Oil spill effect on KEFJ visit
- Form of transportation used
- Winter activity

Two-way comparisons (please write in the appropriate variables from the above list)

activity by age group

Three-way comparisons (please write in the appropriate variables from the above list)

activity by site visited by Kenai Fjords visit - primary reason

Special instructions

(Tell us the format you need, the purpose of the information and so forth.)

Mail to:  
Cooperative Park Studies Unit  
College of Forestry, Wildlife, and Range Sciences  
University of Idaho  
Moscow, Idaho 83843

**Analysis Order Form  
Visitor Services Project  
Report 31 (Kenai Fjords)**

Date of request: \_\_\_\_/\_\_\_\_/\_\_\_\_

Person requesting analysis: \_\_\_\_\_

Phone number (commercial): \_\_\_\_\_

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- |                       |                       |                                    |
|-----------------------|-----------------------|------------------------------------|
| • Group size          | • Activity            | • Other expenses                   |
| • Group type          | • KEFJ site visited   | • Interp. service usefulness       |
| • Age                 | • Alaska park visited | • Primary reason for visit         |
| • State residence     | • Seward resident     | • Oil spill effect on Alaska visit |
| • Country (residence) | • Total expenses      | • Oil spill effect on KEFJ visit   |
| • Number of visits    | • Lodging expenses    | • Form of transportation used      |
| • Length of stay      | • Food expenses       | • Winter activity                  |
| • Interp. service use |                       |                                    |

Two-way comparisons (please write in the appropriate variables from the above list)

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

Three-way comparisons (please write in the appropriate variables from the above list)

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

Special instructions

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mail to:  
Cooperative Park Studies Unit  
College of Forestry, Wildlife, and Range Sciences  
University of Idaho  
Moscow, Idaho 83843



## QUESTIONNAIRE

STAMP

**OFFICIAL BUSINESS**

**Visitor Services Project  
Cooperative Park Studies Unit  
Department of Forest Resources  
College of Forestry, Wildlife and  
Range Sciences  
University of Idaho  
Moscow, Idaho 83843**

## Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

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, 1984.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984.
4. Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.
5. North Cascades National Park Service Complex, 1985.
6. Crater Lake National Park, 1986.
7. Gettysburg National Military Park, 1987.
8. Independence National Historical Park, 1987.
9. Valley Forge National Historical Park, 1987.
10. Colonial National Historical Park, 1988.
11. Grand Teton National Park, 1988.
12. Harpers Ferry National Historical Park, 1988.
13. Mesa Verde National Park, 1988.
14. Shenandoah National Park, 1988.
15. Yellowstone National Park, 1988.
16. Independence National Historical Park: Four Seasons Study, 1988.
17. Glen Canyon National Recreation Area, 1989.
18. Denali National Park and Preserve, 1989.
19. Bryce Canyon National Park, 1989.
20. Craters of the Moon National Monument, 1989.
21. Everglades National Park, 1989.
22. Statue of Liberty National Monument, 1990.
23. The White House Tours, President's Park, 1990.
24. Lincoln Home National Historic Site, 1990.
25. Yellowstone National Park, 1990.
26. Delaware Water Gap National Recreation Area, 1990.
27. Muir Woods National Monument, 1990.
28. Canyonlands National Park, 1990.
29. White Sands National Monument, 1991.
30. National Monuments, 1991.
31. Kenai Fjords National Park, 1991.

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For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

**Visitor Services Project**

**Kenai Fjords National Park**

**Appendix**

# Visitor Services Project

# Kenai Fjords National Park

## Appendix

Margaret Littlejohn

Report 31

February 1991

This volume contains a summary of comments to Question 15 made by visitors who participated in the study. The summary is followed by their unedited comments.

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Ms. Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the Alaska Natural History Association, Mark Van Steeter and the staff at Kenai Fjords National Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

## Visitor Comment Summary

N=422 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
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### PERSONNEL

Ranger friendly/helpful/informative	20
Everyone friendly/helpful/knowledgeable	3
Park personnel uninformed	2
Other comment	1

### INTERPRETIVE SERVICES

Provide more information	10
Publicize park more	4
Enjoyed visitor center	3
Enjoyed visitor center slide shows	2
Enjoyed films	2
Enjoyed exhibits	2
NPS visitor centers offer little for Alaskans	2
Other comments	5

### FACILITIES AND MAINTENANCE

Exit Glacier road too rough	4
Exit Glacier area well maintained	3
Need more campgrounds	3
Facilities well maintained	3
Harding Icefield trail needs more markers	2
Toilets well maintained	2
Need more trails	2
Other comments	4

### POLICIES/REGULATIONS

Disappointed not to get onto glacier	2
Need ranger patrol of campground	2
Other comment	1

**RESOURCE MANAGEMENT**

Keep it natural/unspoiled	8
Make more of park accessible	6
Protect it from overuse/pollution	5
Spray for/eradicate mosquitos/flyes	2
Other comments	2

**BOAT TOURS**

Enjoyed boat tour	18
Bad weather shortened boat tour	6
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Range of tours/businesses/services should be offered	3
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Lodging expensive	2
Enjoyed city park for picnic	2
Other comment	1

**VISITOR SERVICES PROJECT**

Glad questionnaire printed on recycled paper	2
Thanks for replacement questionnaire	2
Other comments	3

**GENERAL IMPRESSIONS**

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Enjoyed glaciers	4

Park too expensive	4
Enjoyed hiking trails	3
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Visit informative	3
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Drove from eastern U.S.	2
Camped on trip to Kenai Fjords	2
Improve other Alaska parks	2
Other comments	10