
Visitor Services Project Anchorage Alaska Public Lands Information Center

Report Summary

- This report describes the results of a visitor study at Anchorage Alaska Public Lands Information Center during June 21-27, 1994. A total of 500 questionnaires were distributed and 391 returned, a 78% response rate.
- This report profiles Anchorage Alaska Public Lands Information Center visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (51%) or alone (25%). Groups often consisted of two people (45%). The most common visitor ages were 41-70 years old (52%) and 15 years or younger (15%). Most (66%) were first time visitors to the center. International visitors comprised 10% of all visitors. Forty-three percent of international visitors came from Germany and 14% from Canada. United States visitors came from Alaska (24%), California (11%) and 44 other states.
- Most visitors (58%) stayed less than one hour in the Anchorage Alaska Public Lands Information Center. Seventy percent of the visitors stayed 16-45 minutes in the center. Common activities in the information center were viewing exhibits (77%), viewing short exhibit videos (56%), asking for assistance (55%), and purchasing sales items (47%).
- The Log Cabin Visitor Center was the most often listed source of information (29%) about the Anchorage Alaska Public Lands Information Center, followed by friends/relatives (21%), previous visits (19%), travel guides/tour books (19%) and by chance (15%). Most visitors (93%) had not requested mailed information from the center prior to their visit.
- Over 85% of the visitors had not visited either the Fairbanks or Tok Alaska Public Land Information Centers.
- A member of most groups (68%) had requested assistance at the information desk. When asked about their wait for assistance at the information desk, most visitors (84%) rated the service as "very prompt." Most visitors (98%) did not have difficulty locating the center. The most often listed reason for visiting the center was to obtain general information (52%).
- Most groups (84%) had at least some non-Anchorage residents. More than half of these groups (59%) arrived in Anchorage by a domestic airline flight. Private vehicles (27%) were the next most used form of transportation.
- The most used services at the center were visitor center exhibits, short exhibit videos and book and map sales. Visitors rated these same services as the best quality services at the center. The most important services were book and map sales, films in the auditorium and short exhibit videos.
- Maps, specific subject publications, and field guides were the most preferred future sales items. The willingness to pay fees for services such as film showings, special programs, and camping reservations in the future varied, although 39% said they would be willing to pay fees. Thirty-four percent said they didn't know and 27% said no.
- Visitors made many additional comments.

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 83844-1133 or call (208) 885-7129.
