



**Social Science Program
National Park Service
U.S. Department of the Interior**

Visitor Services Project

Denali National Park and Preserve Visitor Study



OMB Approval #1024-0224 (NPS #06-40)
Expiration Date: 04/01/2007



United States Department of the Interior

NATIONAL PARK SERVICE

Denali National Park and Preserve
P.O. Box 9
Denali Park, AK 99755-0009

IN REPLY REFER TO:

August, 2006

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Denali National Park and Preserve. This information will help us improve our management of this site and better serve you, our visitor.

This questionnaire will be given to only a few visitors, so your participation is very important! It should only take about 20 minutes to complete.

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Paul R. Anderson
Superintendent

DIRECTIONS

Please have the individual, who was randomly selected from your group, complete the following questionnaire. It should take about 20 minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; fax: 208-885-4261.

Please go on to the next page →

Your Visit To Denali National Park and Preserve

1. **Prior to your visit**, were you and your group aware that Denali National Park (NP) & Preserve is managed by the National Park Service?
- Yes No Not sure
2. a) **Prior to this visit**, how did you and your group obtain information about Denali NP & Preserve? Please check (√) **all** that apply.
- Obtained no information prior to visit → **Go on to Question 3**
 Previous visits
 Friends/relatives/word of mouth
 Travel guides/tour books
 Maps/brochures/calendar of events
 Alaska Public Lands Information Centers (in Anchorage and Fairbanks)
 Chambers of Commerce/local visitor centers in other Alaska towns
 Television/radio programs/videos
 Newspaper/magazine articles
 Telephone/written/email inquiry to park
 Park website (www.nps.gov/dena/)
 Other websites
 Package tours (Alaska Railroad, airline, cruise, independent, etc.)
 Travel agent
 Other (Please specify: _____)
- b) From the sources checked above, did you and your group receive the type of information about the park that you needed?
- No Yes Not sure
 ↓
- c) If NO, what type of park information did you and your group need that was not available? Please be specific.
- _____
- _____
3. For this trip, how did this visit to Denali NP & Preserve fit into your travel plans? Please check (√) **only one**.
- Denali NP & Preserve was the primary destination
 Denali NP & Preserve was one of several destinations
 Denali NP & Preserve was not a planned destination

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, see map on page 8)? Please check (✓) **only one**.

- _____ Resident of local area → **Go on to Question 5**
- _____ Visit Denali NP & Preserve
- _____ Visit other attractions in the area
- _____ Visit friends/relatives in the area
- _____ Business
- _____ Other (Please specify: _____)

5. On this visit, how important were the following **reasons for visiting** Denali NP & Preserve to you and your group? Please circle **only one** response for each item.

Reason	Not important	Somewhat important	Moderately important	Very important	Extremely important
Visiting Alaska	1	2	3	4	5
Visiting a national park	1	2	3	4	5
Enjoying scenic beauty	1	2	3	4	5
Enjoying solitude	1	2	3	4	5
Enjoying natural quiet/sounds of nature	1	2	3	4	5
Viewing wildlife	1	2	3	4	5
Viewing glaciers	1	2	3	4	5
Viewing Mt. McKinley	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Recreational opportunities (hiking, camping, etc.)	1	2	3	4	5
Experiencing wilderness	1	2	3	4	5
Learning local and native culture and history	1	2	3	4	5
Visiting Denali as a part of package tour	1	2	3	4	5
Spending time with family/friends	1	2	3	4	5

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

_____ Number of hours, if **less than 24 hours**

_____ Number of days, if **24 hours or more**

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

_____ Number of entries

Please go on to the next page →

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

_____ Yes

_____ No → **Go on to Question 8**



- b) If YES, please list the number of nights you and your group stayed in Denali NP & Preserve and in the **area** (Healy to Trapper Creek/Talkeetna, see map on page 8).

Number of nights in Denali NP & Preserve _____

Number of nights in Denali NP & Preserve **area** _____

- c & d) In what type of lodging did you and your group spend the night(s) inside the park and in the area? Please check (√) **all** that apply.

	c) Inside park (√)	d) Outside park (√)
Kantishna Lodge	_____	n/a
Lodge, motel, cabin, rented condo/home, or B&B	n/a	_____
Tent in developed campground	_____	_____
RV camping in developed campground	_____	_____
Backcountry campsites	_____	_____
Recreational home/cabin	_____	_____
Residence of friends or relatives	_____	_____
Other (Please specify below)	_____	_____

c) _____ d) _____

- e) What forms of transportation did you and your group use to travel between your accommodations and Denali NP& Preserve? Please check (√) **all** that apply.

_____ Airplane

_____ Bicycle

_____ Taxi

_____ On foot

_____ Hotel shuttle van/courtesy bus

_____ Tour motorcoach

_____ Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)

_____ Rental vehicle

_____ Tundra Wilderness Tour or Denali Natural History Tour buses

_____ Other (Please specify: _____)

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

_____ No

_____ Yes → **Go on to Question 9**

b) If, NO, what would have helped you to find your way? _____

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

_____ Yes _____ No → **Go on to Question 10**

- b) What other national parks or historical parks did/will that person(s) visit on this trip to Alaska? Please check (√) **all** that apply.

_____ None → **Go on to Question 10**

_____ Glacier Bay National Park

_____ Sitka National Historical Park

_____ Klondike Gold Rush National Historical Park (Skagway)

_____ Kenai Fjords National Park

_____ Katmai National Park and Preserve

_____ Lake Clark National Park and Preserve

_____ Wrangell–St. Elias National Park and Preserve

_____ Gates of the Arctic National Park and Preserve

_____ Other (Please list: _____)

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, see map on page 8) from Anchorage, Seward, Glennallen, or Fairbanks areas? Please check (√) **all** that apply.

_____ Airplane _____ Bicycle

_____ Train _____ Tour motorcoach

_____ Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)

_____ Rental vehicle _____ Intercity bus/van

_____ Other (Please specify: _____)

11. a) Did you or your group hike/walk any trails on this visit to Denali NP & Preserve?

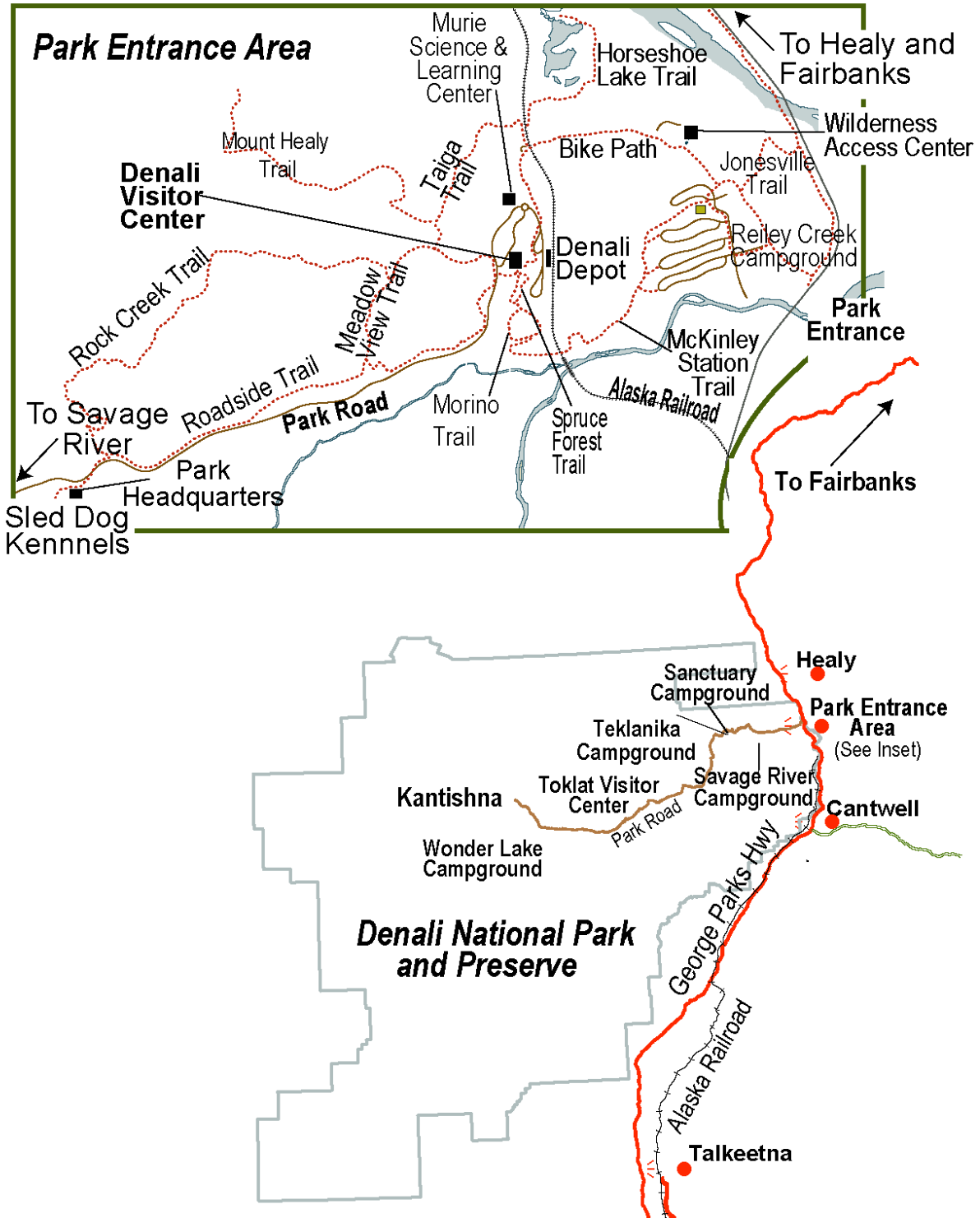
_____ Yes _____ No → **Go on to Question 12**



- b) If YES, please list **all** trails that you and your group used on this visit.

Please go on to the next page →

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



12. a) Please check (√) **all** of the visitor facilities that you and your group **used during this visit** to Denali NP & Preserve. If you did not use any of the facilities leave that line blank. A park map is provided on the previous page to help you locate some of the facilities.
- b) For only those visitor facilities that you and your group used **on this visit**, please rate their importance from 1-5.
- c) For only those visitor facilities that you and your group used **on this visit**, please rate their quality from 1-5.
- d) Finally, please check (√) **all** visitor facilities that you and your group have used on past visits. If you did not visit the park in the past, please **go on to question 13**.

a) Used facility on this visit?	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good	d) Used facility on past visits?
Check (√)			Check (√)
_____ Wilderness Access Center	_____	_____	_____
_____ Denali Visitor Center	_____	_____	_____
_____ Murie Science & Learning Center	_____	_____	_____
_____ Sled Dog Kennels	_____	_____	_____
_____ Savage River parking areas	_____	_____	_____
_____ Talkeetna Historical Society Museum	_____	_____	_____
_____ Talkeetna Ranger Station	_____	_____	_____
_____ Lodges in Kantishna	_____	_____	_____
_____ Outdoor/wayside exhibits	_____	_____	_____
_____ Morino Grill	_____	_____	_____
_____ Train depot	_____	_____	_____
_____ McKinley Mercantile	_____	_____	_____
_____ Park campgrounds (Riley Creek, Savage River, Sanctuary River, Teklanika River, Wonder Lake)	_____	_____	_____
_____ Savage Cabin	_____	_____	_____

- e) If you rated any of the above facilities as “very poor” or “poor,” please explain why.

Please go on to the next page →

13. a) Please check (√) **all** of the services that you and your group **used during this visit** to Denali NP & Preserve. If you did not use any of the services leave that line blank.
- b) For only those services that you and your group used **on this visit**, please rate their importance from 1-5.
- c) For only those services that you and your group used **on this visit**, please rate their quality from 1-5.
- d) Finally, please check (√) **all** visitor services that you and your group have used on past visits. If you did not use any of the services in the past, leave that line blank.

a) Used service on this visit?	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good	d) Used service on past visits? Check (√)
_____ Park brochure/map	_____	_____	_____
_____ <i>Denali Alpenglow</i> newspaper	_____	_____	_____
_____ Assistance from information desk staff	_____	_____	_____
_____ Ranger-led programs/walks/talks	_____	_____	_____
_____ Guided hikes/talks (with guides other than park rangers)	_____	_____	_____
_____ Junior Ranger program	_____	_____	_____
_____ Park website (www.nps.gov/dena)	_____	_____	_____
_____ Bookstore sales items (selection, quality, price)	_____	_____	_____
_____ Visitor Transportation System (VTS) into park (green bus)	_____	_____	_____
_____ Tundra Wilderness Tour (TWT) into park (tan bus, 6-8 hours)	_____	_____	_____
_____ Denali Natural History Tour into park (tan bus, 3 hours)	_____	_____	_____
_____ Other buses into park (to Kantishna)	_____	_____	_____
_____ Airplane landing on park glaciers	_____	_____	_____
_____ Airplane transport to Kantishna or back country	_____	_____	_____

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

14. a) On this visit to the Denali NP & Preserve, what activities did you and your group participate in? Please check (√) **all** that apply.
- b) For those activities that you and your group participated in **on this visit**, please rate on a scale from 1 to 5 the importance of each activity to your park experience.
- c) Please check (√) **all** the activities you and your group participated in on previous visits to the park. If you or your group did not visit the park in the past, please **go to part d of this question.**

	a) On this visit	b) How important? 1= Not important 2= Somewhat important 3= Moderately important 4= Very important 5= Extremely important	c) On previous visits
Birding/birdwatching	_____	_____	_____
Viewing wildlife (other than birdwatching)	_____	_____	_____
Viewing scenery	_____	_____	_____
Hiking on trails	_____	_____	_____
Off-trail hiking or backpacking	_____	_____	_____
Experiencing wilderness	_____	_____	_____
River rafting	_____	_____	_____
Nature appreciation/study	_____	_____	_____
Flightseeing	_____	_____	_____
Mountaineering/climbing	_____	_____	_____
Bicycling	_____	_____	_____
Photography/painting/drawing	_____	_____	_____
Shopping	_____	_____	_____
Auto touring on park road between Headquarters and Savage River	_____	_____	_____

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

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

_____ Yes _____ No → **Go on to Question 16**

- b) If YES, where did you encounter it? Please check (√) **all** that apply.

_____ Signs _____ Ranger program

_____ Park publications _____ Park bulletin boards

_____ Visitor center desk _____ Personal contact with ranger/park
wildlife technician

Please go on to the next page →

22. a) 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)? You may have purchased a package tour directly from the company providing the service, or you may have worked with a travel agent who booked you on a package tour.

Yes No → **Go on to Question 23**



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

23. a) Is English the **primary** language you and your group prefer to speak and read?

No Yes → **Go on to Question 24**



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

- c) Which language? _____

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

Yes No → **Go on to Question 25**



- b) If YES, what activities or services did the person(s) have difficulty accessing or participating in? Please check (√) **all** that apply.

None → **Go on to Question 25**

Visitor center facilities, exhibits, or audio-visual programs

Bus tours or transportation, including park road rest areas

Interpretive or educational programs or activities

Information/reservation desks or staff

Stores or food service facilities and services

Campgrounds

Trails

Other (Please specify: _____)

- c) Because of the physical condition, what specific problems did the person(s) have during this visit to Denali NP & Preserve? Please check (√) **all** that apply.

Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or reservation desk staff even with hearing aid)

Visual (difficulty in seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)

Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

Other (Please describe: _____)

25. On a future visit, how would you and your group prefer to learn about Denali NP & Preserve? Please check (√) **all** that apply.

- Not interested in learning about park → **Go on to Question 26**
- Audio-visual programs (video, movie, etc.) Indoor exhibits
- Printed materials (brochures, books, maps, etc.) Self-guided audio tours
- Independent observation/study/experience Outdoor exhibits
- Interactive computer programs Ranger-led activities
- Tour bus driver naturalist Junior Ranger program
- Environmental education programs Volunteer opportunities
- Other (Please specify: _____)

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

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

27. If you were a manager planning for the future of Denali NP & Preserve, what would you propose? Please include any comments about visitor services and please be specific.

28. Is there anything else you would like to tell us about your visit to Denali NP & Preserve?

29. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Denali NP & Preserve during this trip? Please circle **only one**.

Very poor Poor Average Good Very good

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
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