
Visitor Services Project

Anchorage

Alaska Public Lands

Information Center



Visitor Services Project Report 66
Cooperative Park Studies Unit



Visitor Services Project Anchorage Alaska Public Lands Information Center

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Report 66

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Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Jeannie Harvey and the staff at the Anchorage Alaska Public Lands Information Center 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 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.

<p>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.</p>

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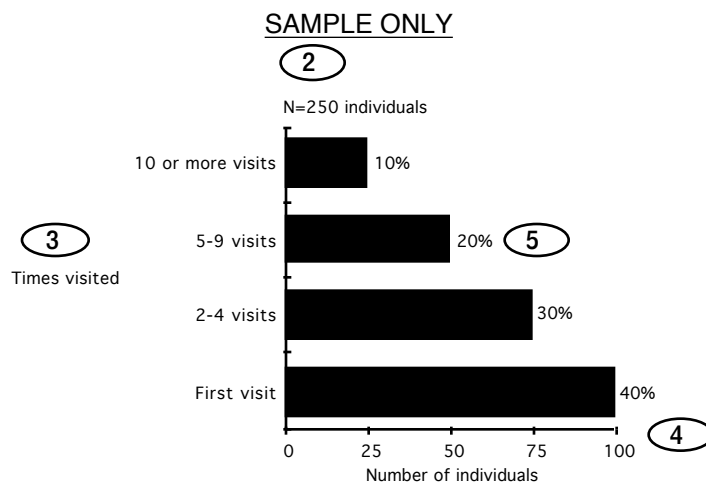
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INTRODUCTION

This report describes the results of a study of visitors to Anchorage Alaska Public Lands Information Center. This visitor study was conducted June 21-27, 1994. The study was conducted 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. A 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 describes the graph's information.
 - 2: Listed above the graph, the 'N' shows the number of visitors responding. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
 - 3: Vertical information describes categories.
 - 4: Horizontal information shows the number or proportions in each category.
 - 5: In most graphs, percentages provide additional information.
-

METHODS

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of selected visitors using the Anchorage Alaska Public Lands Information Center during June 21-27, 1994. Visitors completed the questionnaire during or after their trip and then returned it by mail.

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.

Visitors were sampled as they entered the Alaska Public Lands Information Center in the federal building in downtown Anchorage.

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, group type and the age of the adult who would complete the stamped questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

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.

Data analysis

Returned questionnaires were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

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 371 groups, Figure 5 presents data for 973 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 389 questionnaires were returned, Figure 1 shows data for only 371 respondents.

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

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

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

Limitations

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 of visitors to the selected sites during the study period of June 21-27, 1994. The results do not necessarily apply to visitors using other sites in the park or 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 or table.

The week of June 21-27, 1994 was very cool and occasionally rainy, which can be typical of Anchorage weather. This should not have affected visitors' use of the center.

**Special
Conditions**

RESULTS

Visitors contacted

A total of 546 visitor groups were contacted; 92% accepted questionnaires. Three hundred ninety-one visitor groups completed and returned their questionnaires, a 78% response rate.

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

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	500	48.4	391	49.0
Group size	500	2.6	371	3.2

Demographics

Figure 1 shows group sizes, which varied from one person to 50 people. Forty-five percent of visitors came in groups of two people; 19% were alone and 23% came in groups of three or four. Fifty-one percent of visitors came in family groups, as shown in Figure 2. "Other" groups included guided tours, spouse, educational class and child care.

Visitors were asked whether they were with a group during this visit. Three percent of the groups said they were with a guided tour group and 2% were with educational groups (see Figures 3-4).

Figure 5 shows the varied age groups; the most common was visitors aged 41-70 (52%). Children aged 15 or younger made up 15% of the visitors. Most visitors (66%) were first time visitors to the Anchorage Alaska Public Lands Information Center, but 34% had visited before (see Figure 6).

Visitors from foreign countries comprised 10% of all visitation. Map 1 and Table 2 show that most international visitors came from Germany (43%) and Canada (14%). United States visitors came from Alaska (24%) and California (11%), with smaller proportions from 44 other states (see Map 2 and Table 3).

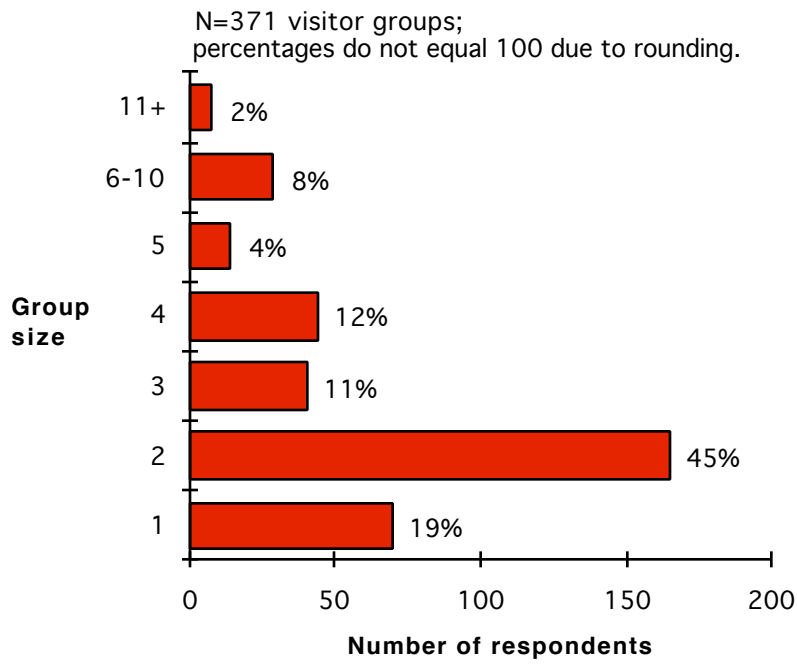


Figure 1: Visitor group sizes

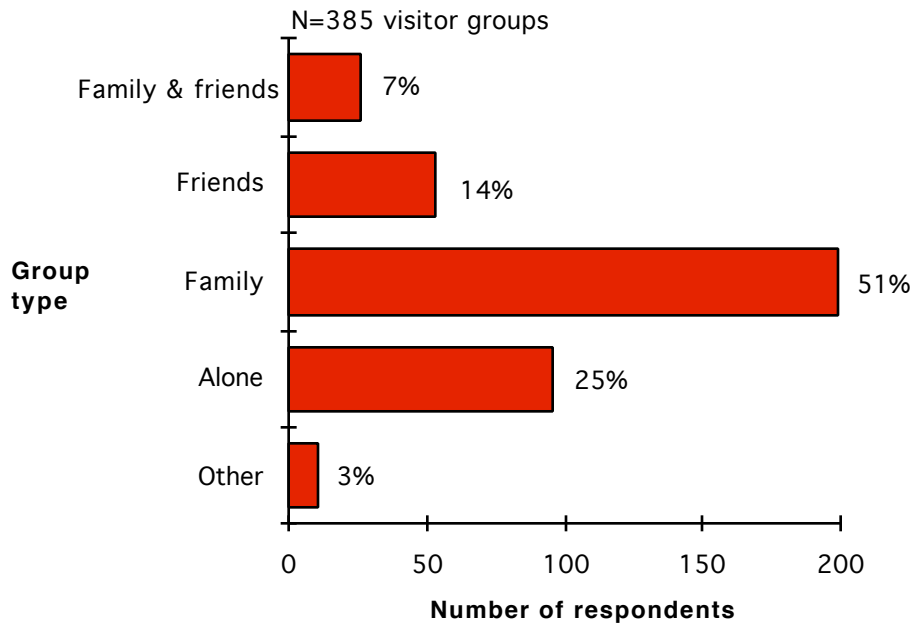


Figure 2: Visitor group types

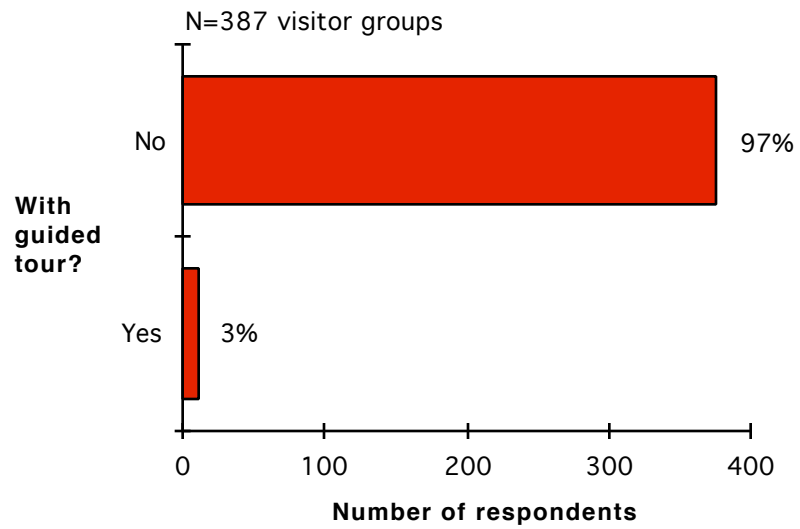


Figure 3: Visitors with guided tour groups

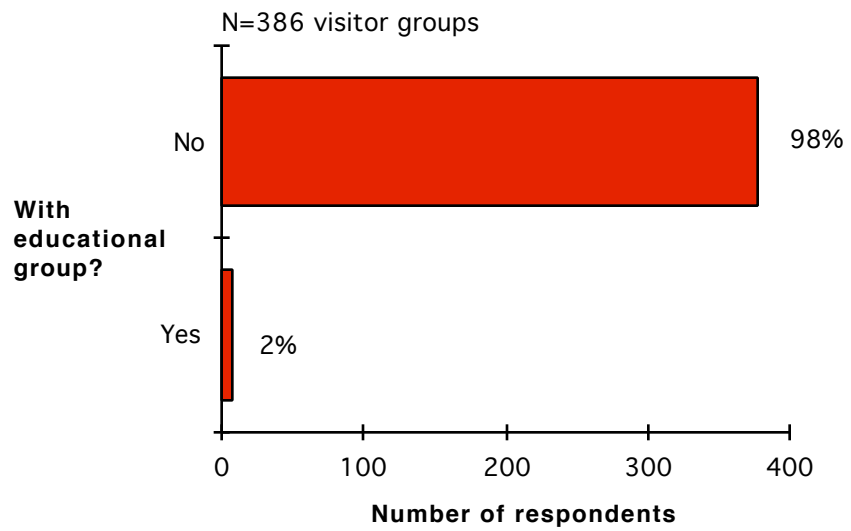


Figure 4: Visitors with educational groups

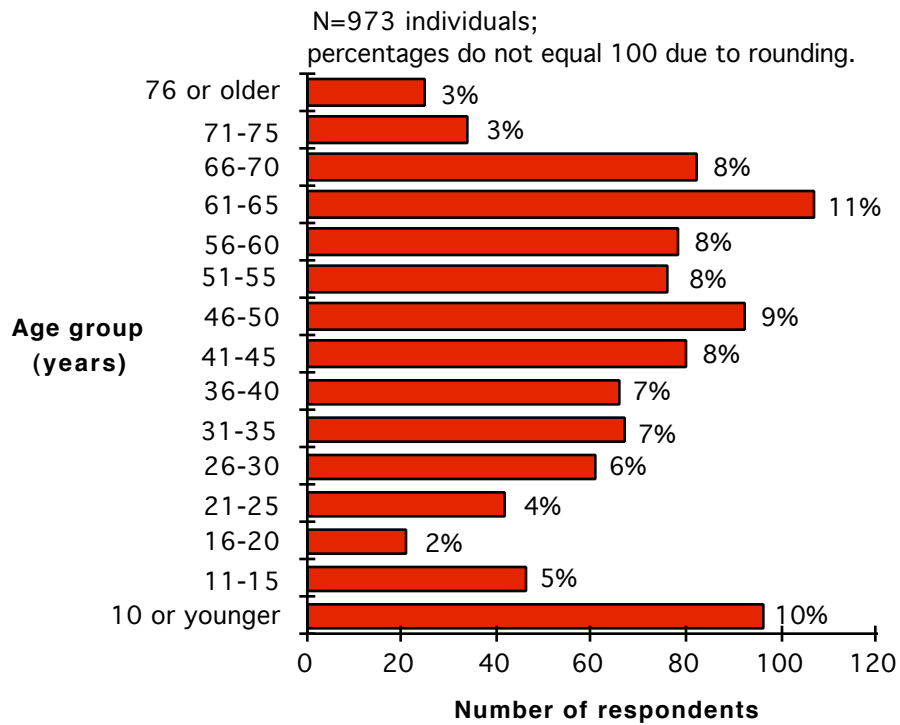


Figure 5: Visitor ages

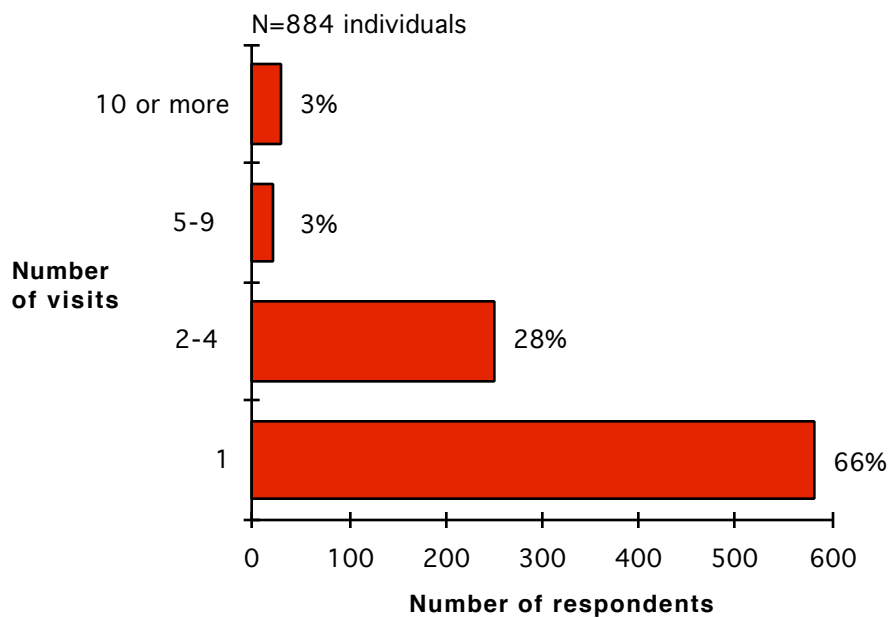


Figure 6: Number of visits to the information center

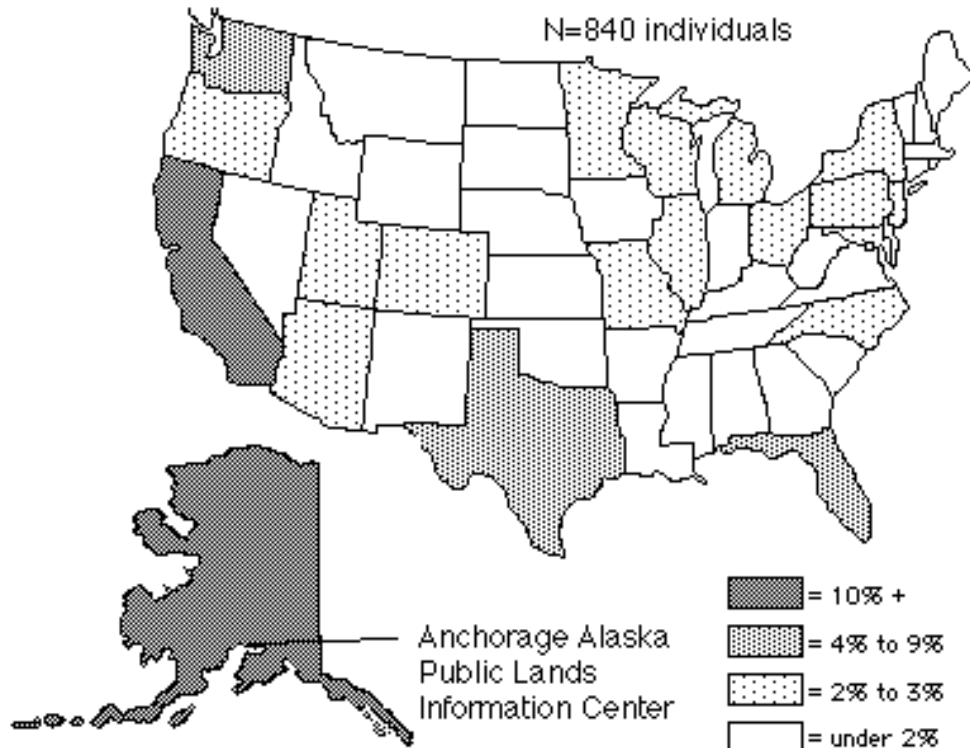


Map 1: Proportion of international visitors by country

Table 2: Proportion of international visitors by country of residence

N=93 individuals
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of international visitors
Germany	40	43
Canada	13	14
United Kingdom	9	10
Australia	6	7
Israel	6	7
Switzerland	6	7
Czechoslovakia	4	4
Spain	4	4
Japan	2	2
Mexico	2	2
Brazil	1	1



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=840 individuals

State	Number of individuals	% of U.S. visitors
Alaska	199	24
California	93	11
Texas	45	5
Washington	42	5
Florida	34	4
Minnesota	27	3
Michigan	26	3
Colorado	25	3
Oregon	23	3
New York	21	3
Arizona	19	2
Illinois	18	2
Missouri	18	2
Pennsylvania	18	2
N. Carolina	17	2
Wisconsin	15	2
Ohio	15	2
Maryland	14	2
New Jersey	14	2
Utah	14	2
Virginia	12	1
Idaho	10	1
Other states (24) + Washington, D.C. + P.R.	121	14

Length of stay

Visitors were asked how much time they stayed at the Anchorage Alaska Public Lands Information Center on this visit. Most visitors (58%) stayed less than one hour (see Figure 7). For visitors staying less than one hour, the most common length of stay (70%) was fifteen to forty-five minutes, as shown in Figure 8.

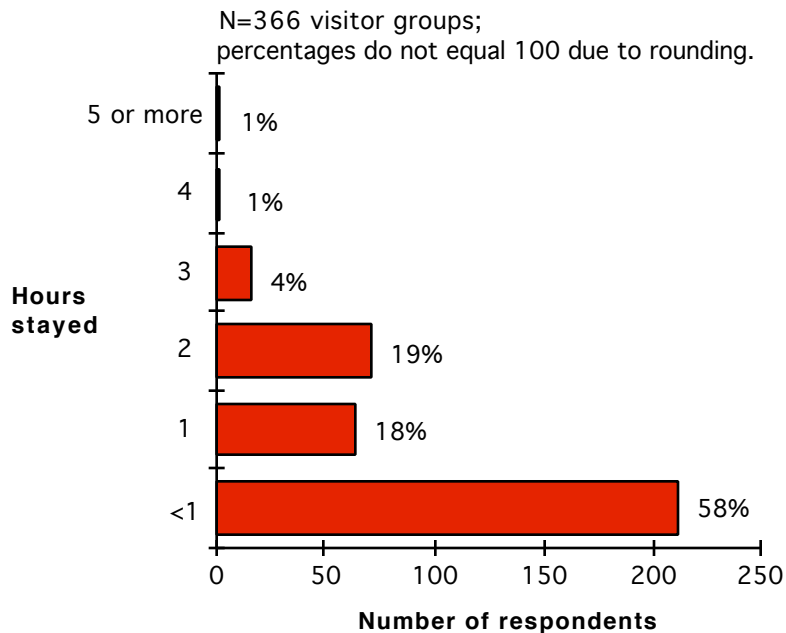


Figure 7: Length of stay

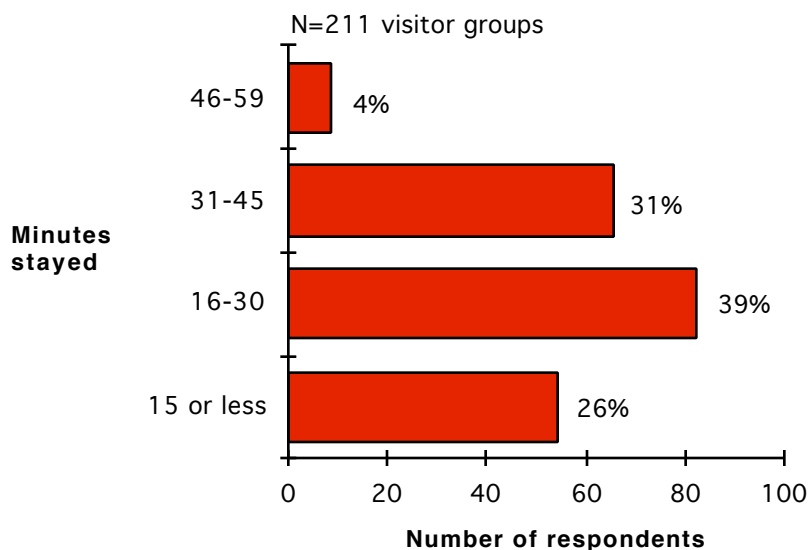


Figure 8: Length of stay (less than one hour)

Figure 9 shows the proportion of visitor groups who participated in various activities during this visit. Common activities were viewing exhibits (77%), viewing short exhibit videos (56%), asking for assistance (55%), and purchasing sales items (47%). Sixteen percent of the visitors described "other" activities they did in the center, including using the restrooms, obtaining campground information, looking at the Alaska relief map, and getting general information.

Activities

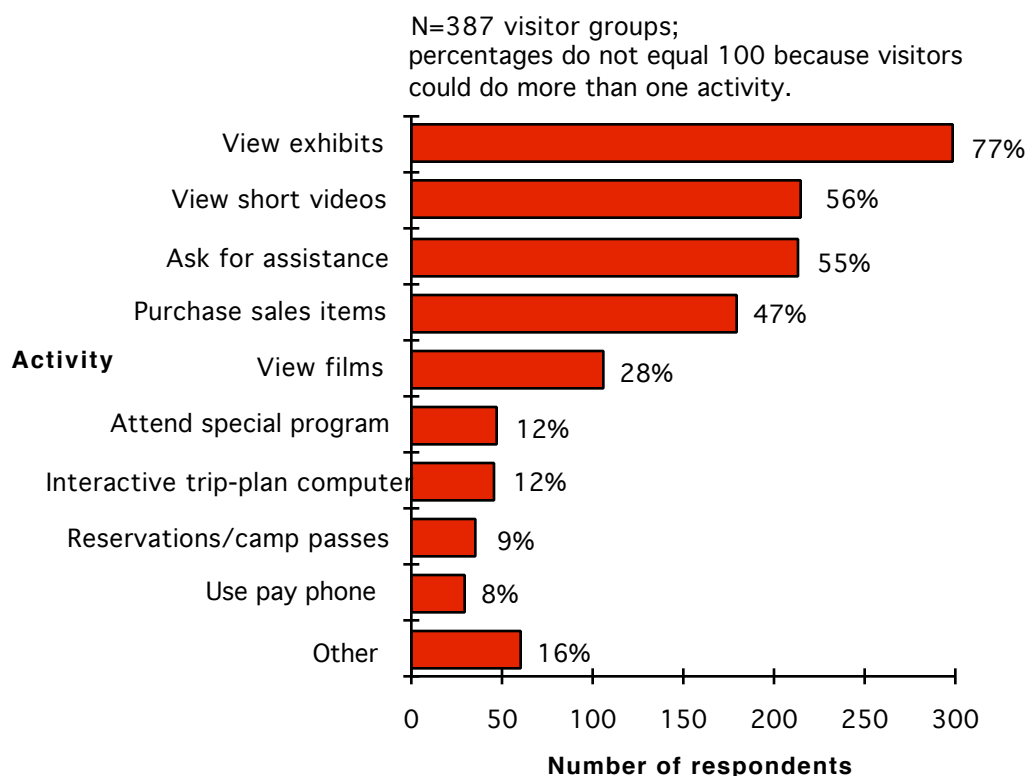


Figure 9: Visitor activities

Sources of information

Visitors were asked how they found out about the Anchorage Alaska Public Lands Information Center. The greatest proportion of the visitors (29%) found out about the center from the Log Cabin Visitor Center (see Figure 10). Friends and relatives, previous visits and travel guides tour books were also information sources for visitors. "Other" sources of information included school, Anchorage resident, bus driver, work in the same building, and live in Anchorage.

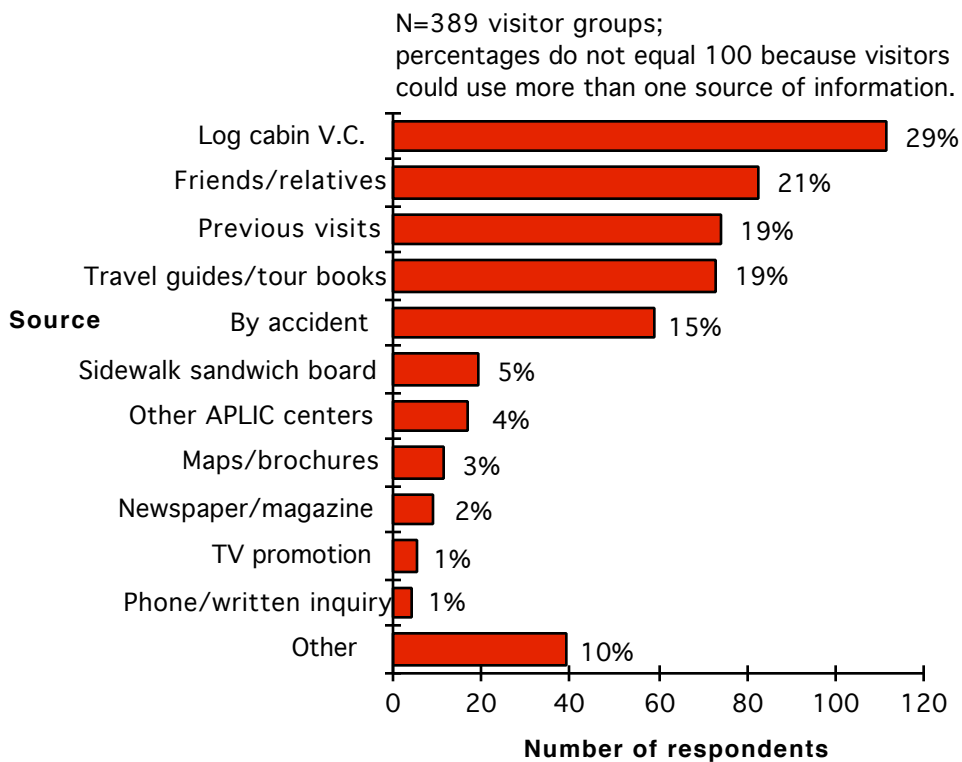


Figure 10: Sources of information

Visitors were asked if they had visited the Alaska Public Lands Information Centers in Fairbanks and/or Tok. Thirteen percent had visited the Fairbanks Alaska Public Lands Information Center and 11% had visited the Tok Alaska Public Land Information Center, as shown in Figures 11 and 12.

Visits to other Alaska Public Lands Information Centers

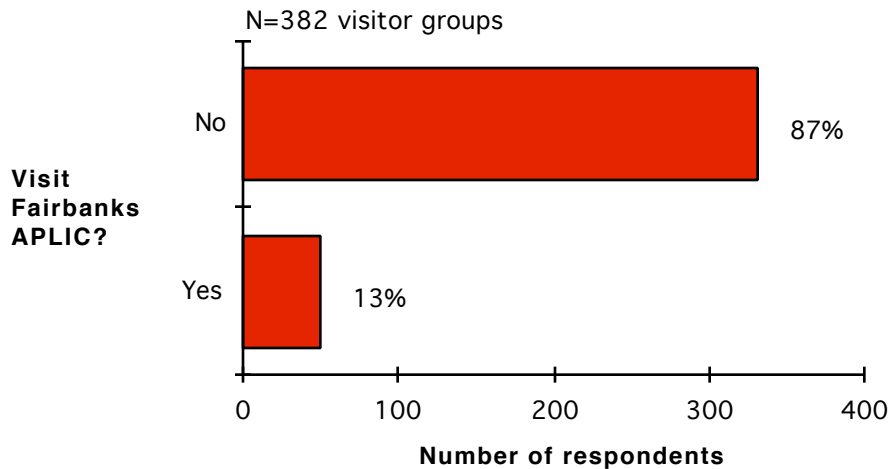


Figure 11: Visits to Fairbanks Alaska Public Lands Information Center

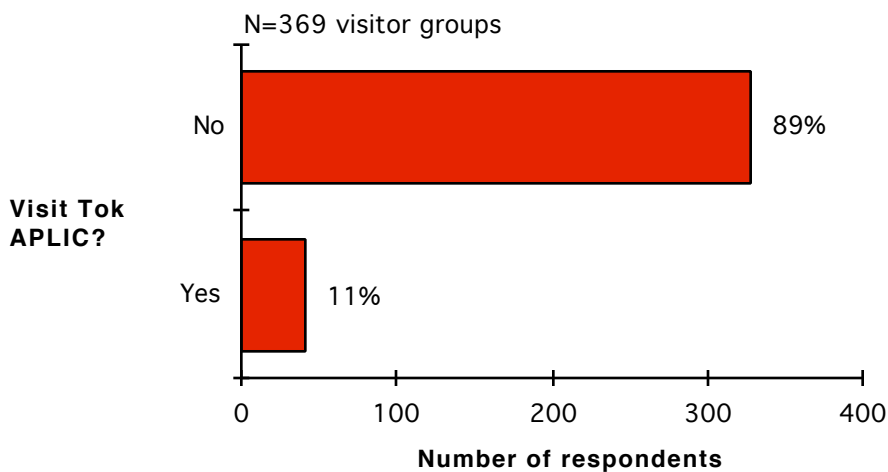


Figure 12: Visits to Tok Alaska Public Lands Information Center

Use of mailed information

Visitors were asked a series of questions about whether they had requested mailed information prior to their visit and whether the information sent was useful. Seven percent of the visitors requested mailed information prior to their visit, as shown in Figure 13.

Figure 14 should be read with caution since such a small number of groups responded to the question, "Was the information sent to you useful?"

When asked how they would improve the mailed information, only one group responded, saying that they did not receive the information before their trip began.

When asked if they received duplicate information from the Alaska Public Lands Information Center and other sources, not enough groups responded to give reliable information (see Figure 15).

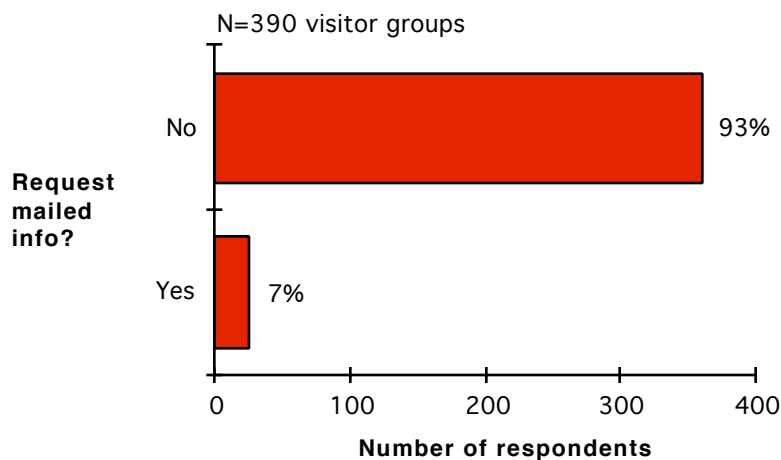


Figure 13: Request mailed information?

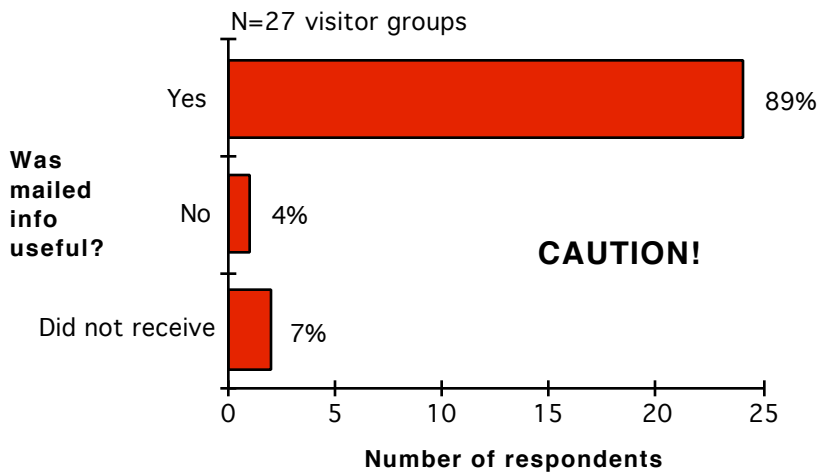


Figure 14: Usefulness of mailed information

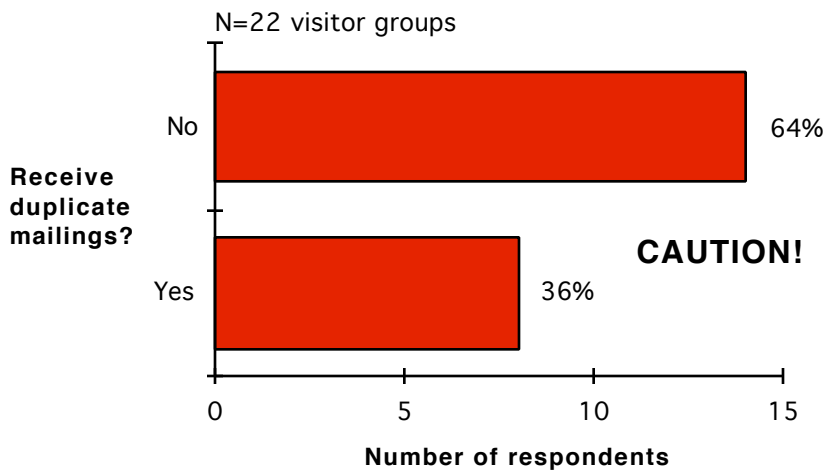


Figure 15: Mailed information duplicated by other mailings?

Use of information/sales desk; length of wait

Most visitors (68%) said that a member of their group asked for assistance at the information/sales desk, as shown in Figure 16. When asked about their wait for assistance at the information/sales desk, most visitors (84%) said the service was "very prompt" (see Figure 17). Sixteen percent said the wait for service was "acceptable" and no one felt the wait was "too long."

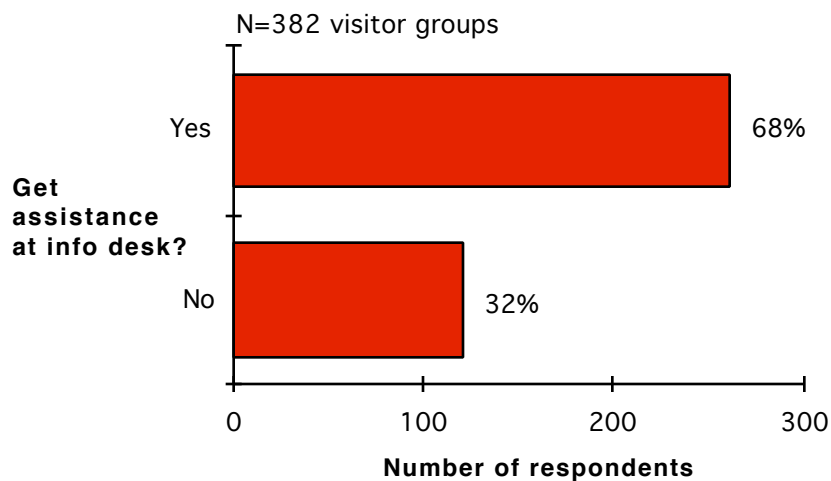


Figure 16: Use of information/sales desk

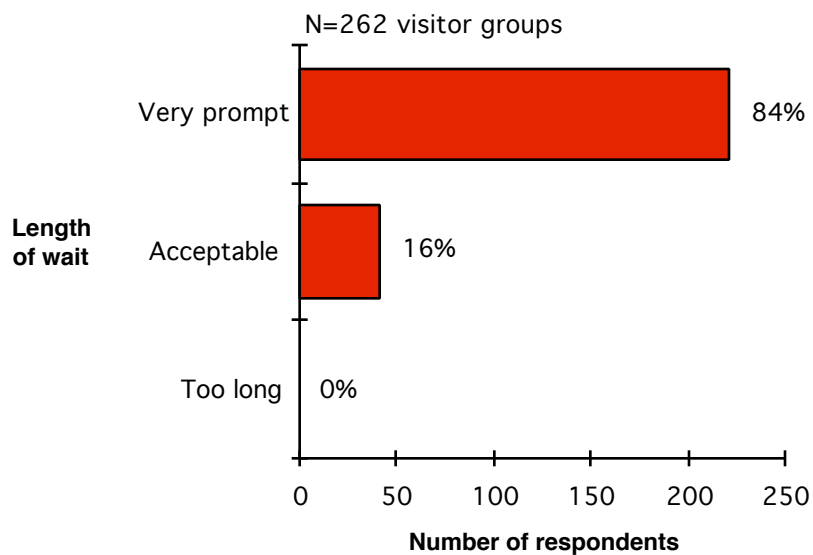


Figure 17: Length of wait for assistance

Most visitors (98%) did not have difficulty locating the Anchorage Alaska Public Lands Information Center (see Figure 18). The 2% of visitors who had difficulty locating the center described their reasons (see Table 4). The reason most often listed was that the building is poorly marked.

Locating the information center

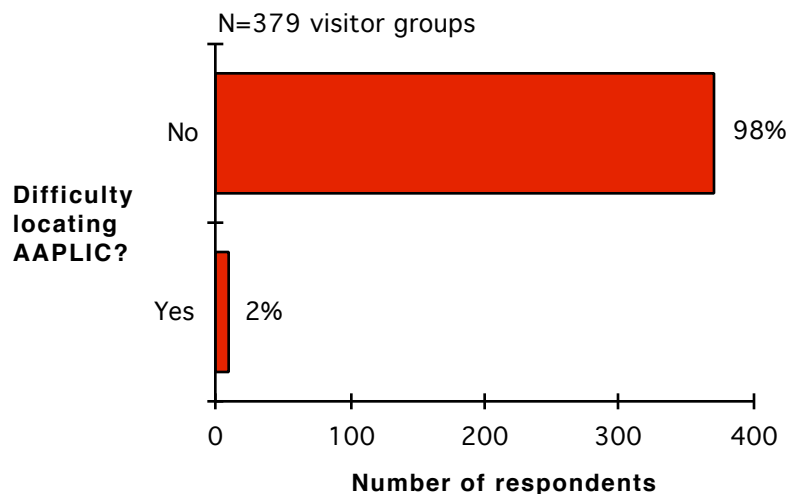


Figure 18: Locating the information center

Table 4: Reasons for difficulty locating center

7 visitor comments

Comment	Number of times mentioned
Building poorly marked	3
Street signs inadequate	2
Had poor map	1
No parking	1

Reason for visit

Visitors were asked their primary reason for visiting Anchorage Alaska Public Lands Information Center on this visit. The most often identified reasons were to obtain general information (52%) and Denali information and reservations (14%), as shown in Figure 19. Sixteen percent of the visitors listed "other" reasons including to see the exhibits, see the film, get campground information, use the restroom, out of curiosity, and to get hiking or wildlife information. NOTE: 96 groups listed more than one reason for visiting and are not included in Figure 19.

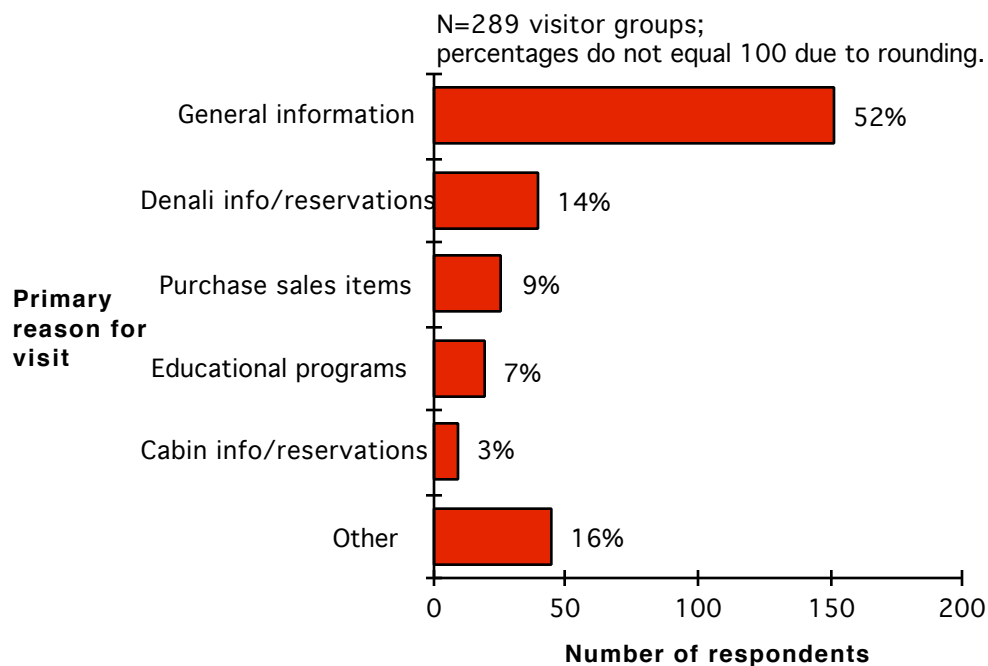


Figure 19: Reason for visit

Most groups (84%) had at least some members who were not Anchorage residents (see Figure 20). Sixteen percent of the groups had all members who were Anchorage residents.

**Anchorage
residency**

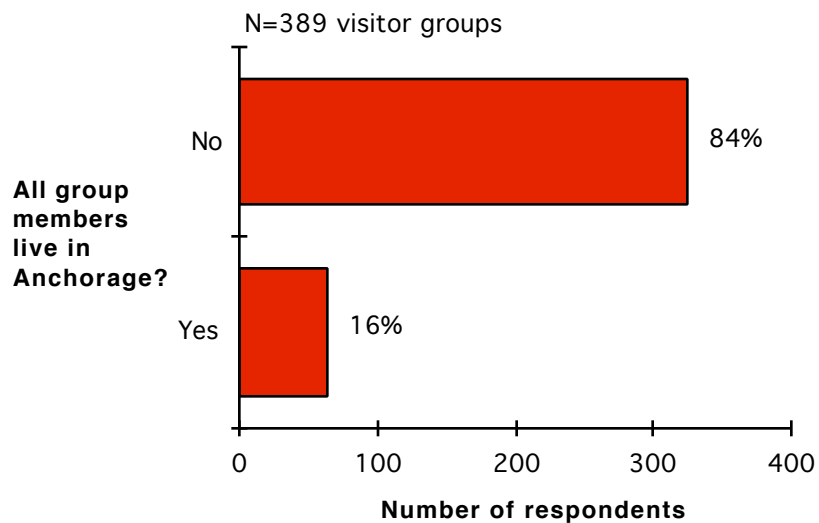


Figure 20: All group members Anchorage residents?

Forms of transportation used

Groups in which at least some of the members were non-Anchorage residents were asked what forms of transportation they used to arrive at the Anchorage area. (Groups made up entirely of Anchorage residents were not included.) Taking a domestic airline flight (59%) was the most commonly identified form of transportation, followed by private vehicle (27%), an international airline flight (11%) and a cruise ship tour (10%), as shown in Figure 21. "Other" forms of transportation included rental cars and motor homes.

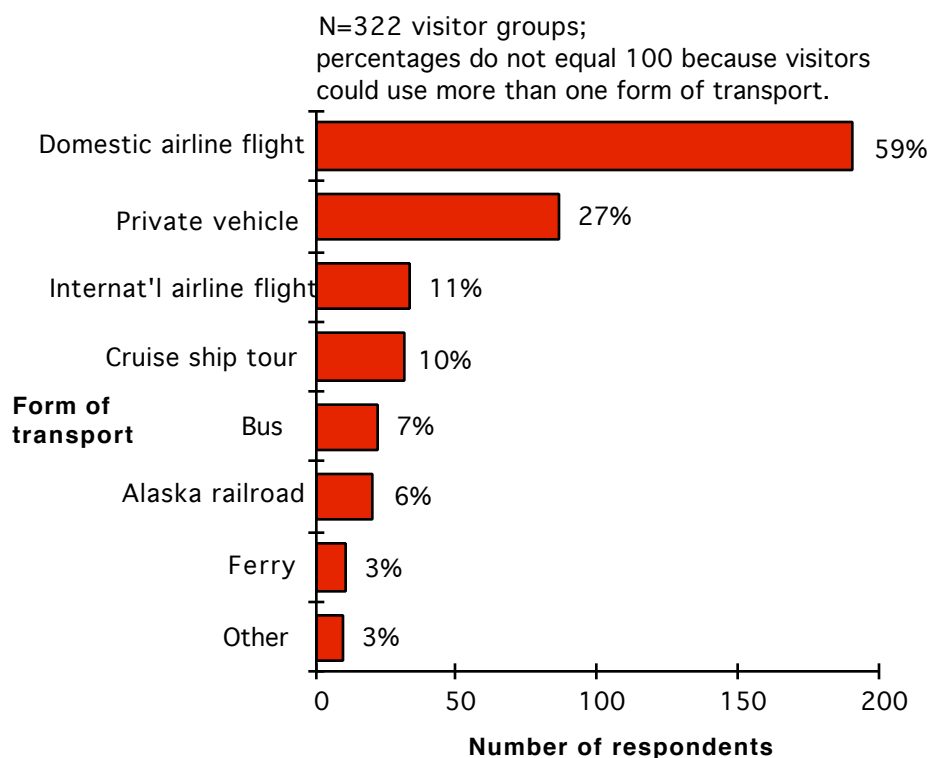


Figure 21: Forms of transportation

Visitors were asked "Did you or a member of your group make reservations or obtain camping passes during this visit to the Anchorage Alaska Public Lands Information Center?" The majority of visitors (93%) did not make reservations or obtain camping passes (see Figure 22). Figures 23-26, which show the services visitors requested assistance with and the quality of those services, should be read with caution. Not enough visitors responded to these questions to give reliable results.

Use and quality of reservation/camping pass service

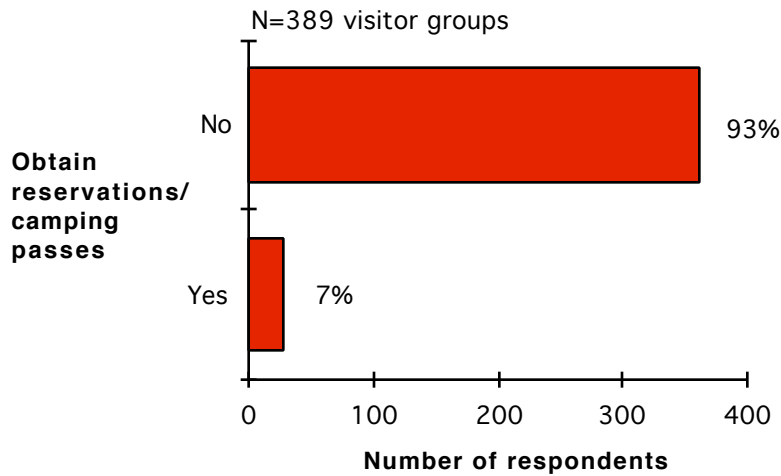


Figure 22: Use of reservation/camping pass service

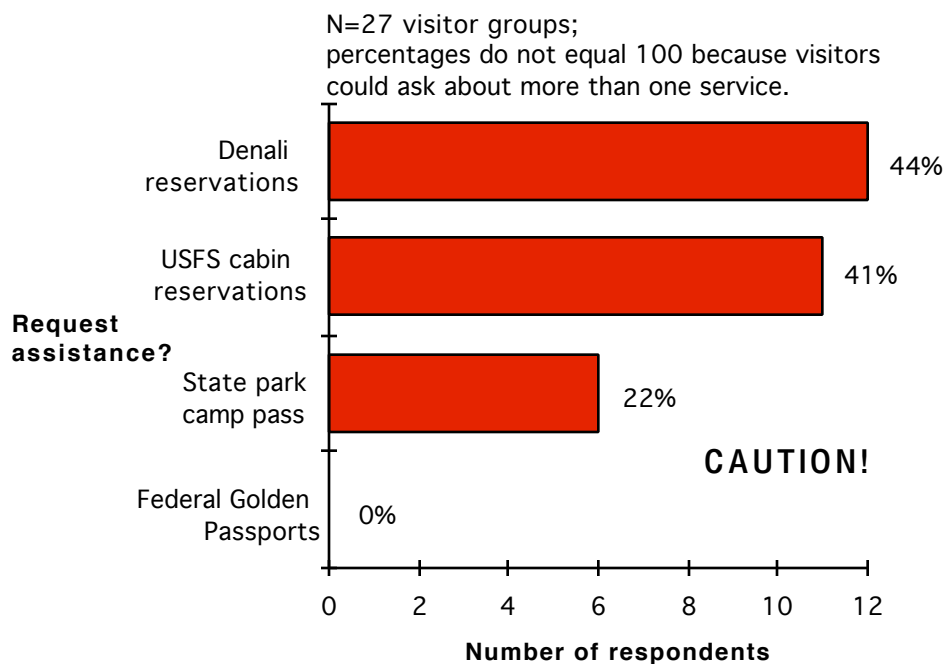


Figure 23: Requested assistance about services

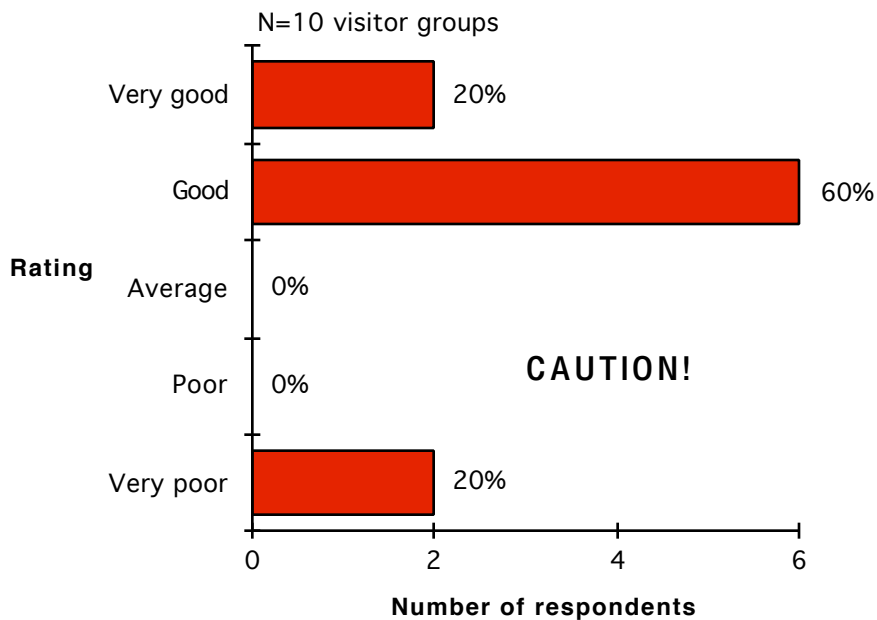


Figure 24: Quality of Denali reservations

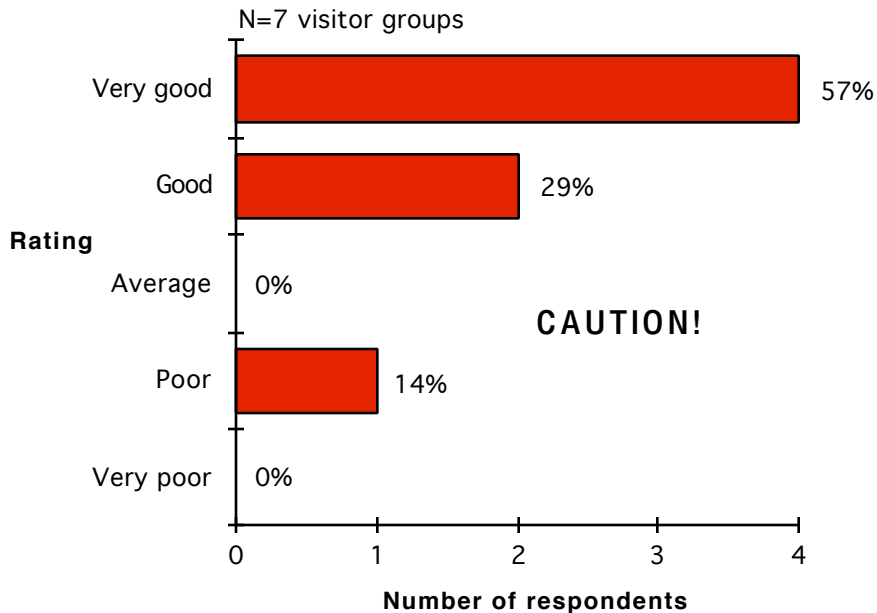


Figure 25: Quality of Forest Service cabin reservations



Figure 26: Quality of obtaining a state park camping pass

Visitor**services: use,****importance****and quality**

The services which visitors used most were visitor center exhibits (86%), short exhibit videos (64%), and book and map sales (53%), as shown in Figure 27. The least used service was ranger programs (2%).

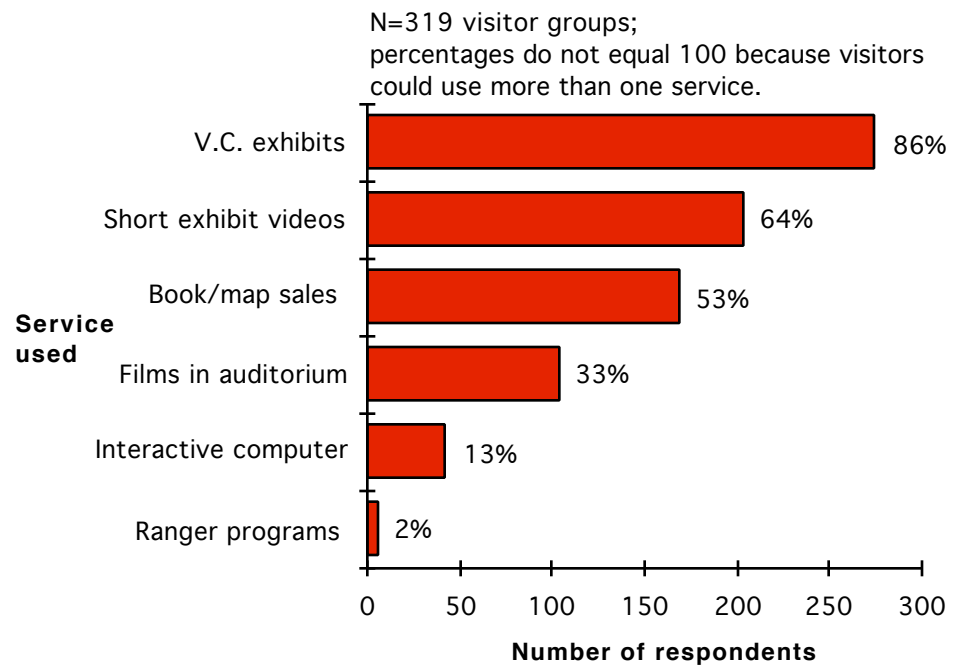


Figure 27: Use of services

Visitors rated the importance and quality of each of the visitor services they used. They used five point scales (see boxes below).

IMPORTANCE
1=extremely important
2=very important
3=moderately important
4=somewhat important
5=not important

QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

Figure 28 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 28. Ranger programs were not rated by enough visitors to have reliable results. All services were rated above average in importance and quality.

Figures 29-34 show that several services received the highest "very important" to "extremely important" ratings: book and map sales (75%), films in auditorium (72%), and short exhibit videos (70%). The highest "not important" rating was for the interactive trip planning computer (13%).

Figures 35-40 show that several services were given high "good" to "very good" quality ratings: visitor center exhibits (88%), short exhibit videos (85%), and book and map sales (83%). The service receiving the highest "very poor" quality ratings was the interactive trip planning computer (14%).

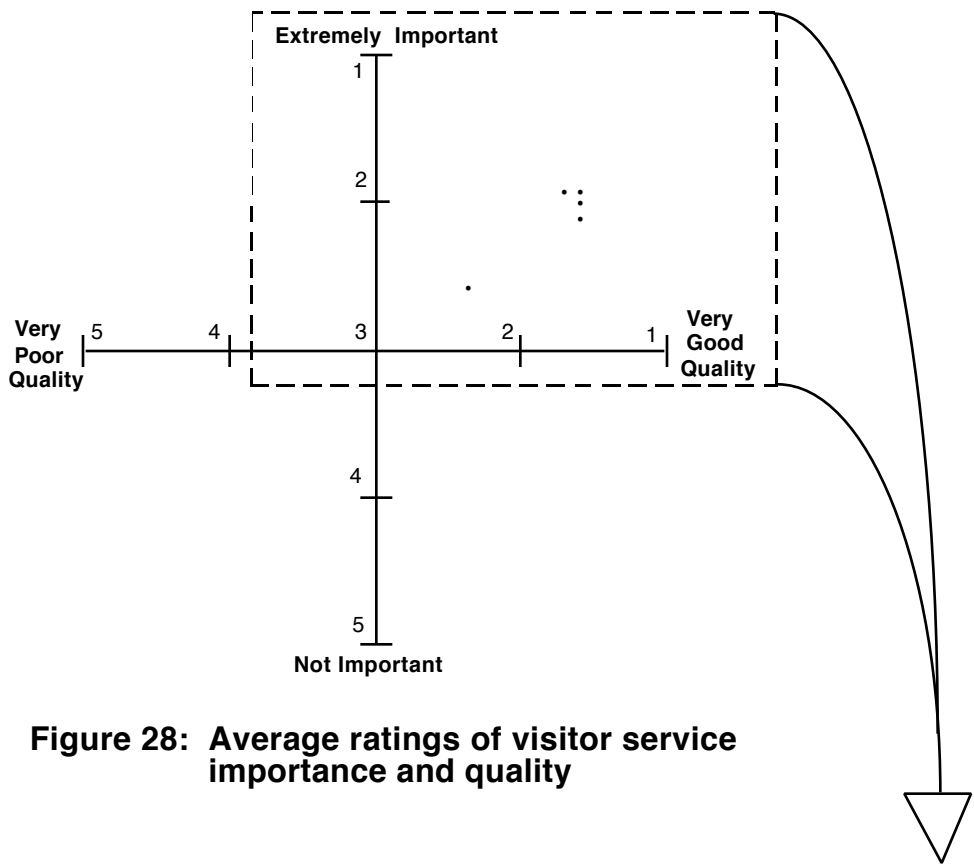


Figure 28: Average ratings of visitor service importance and quality

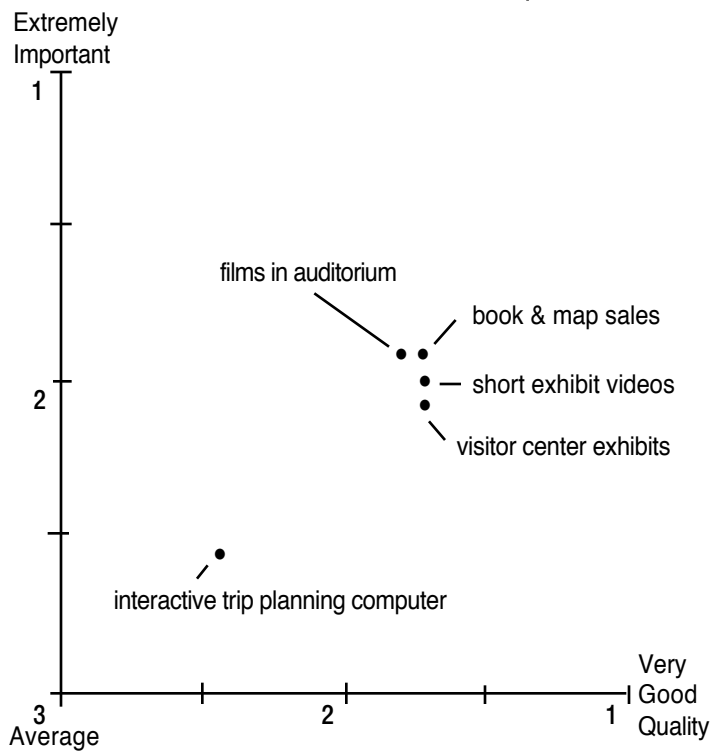


Figure 28: Detail

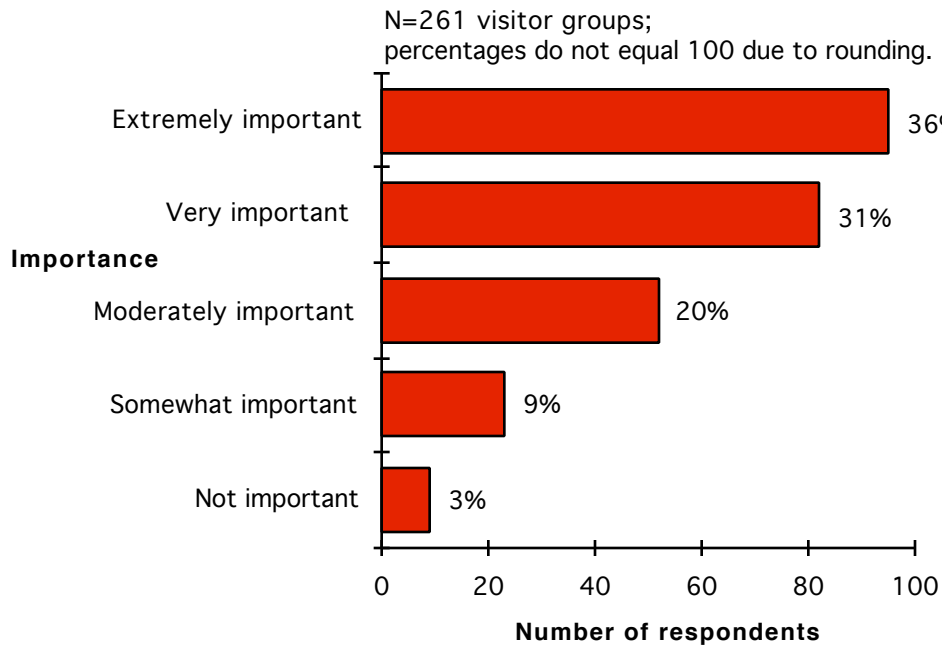


Figure 29: Importance of visitor center exhibits

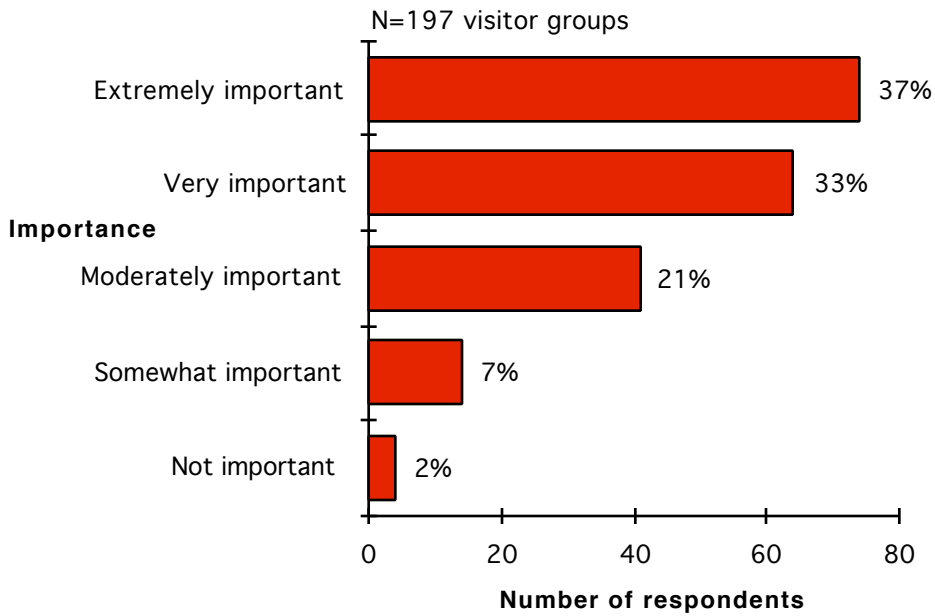


Figure 30: Importance of short exhibit videos

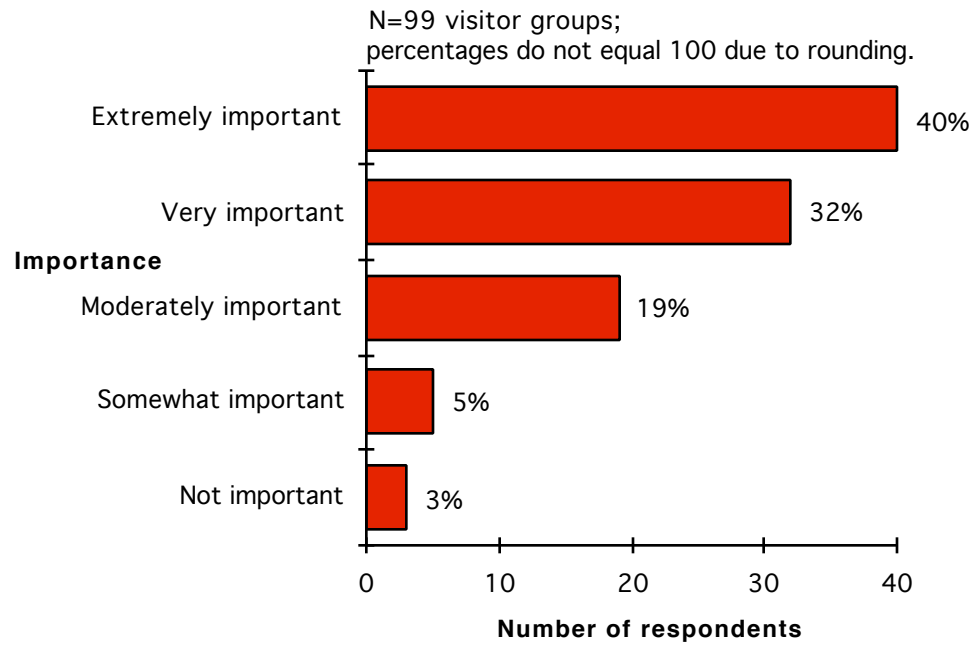


Figure 31: Importance of films in auditorium

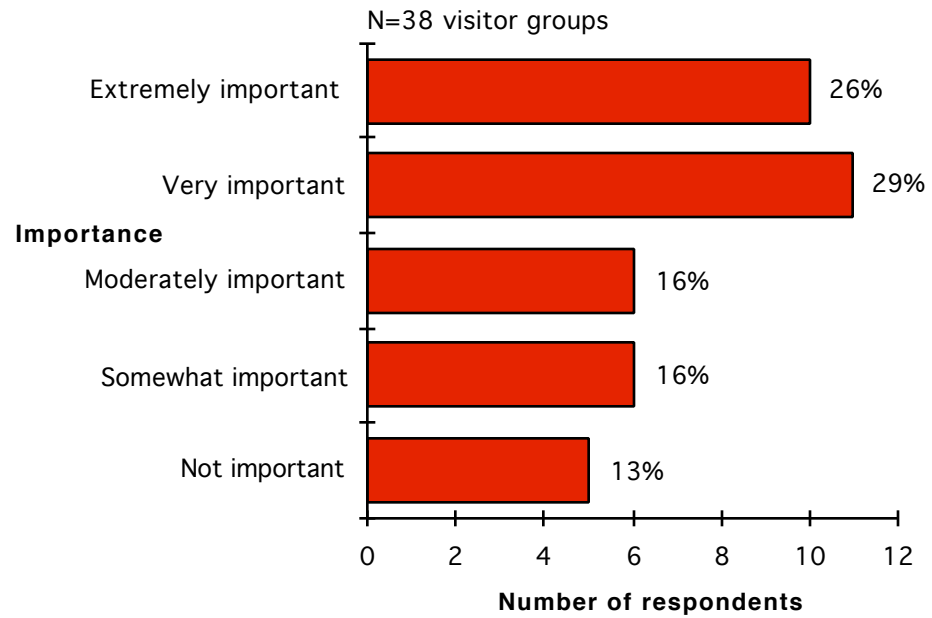


Figure 32: Importance of interactive computer (trip planning)

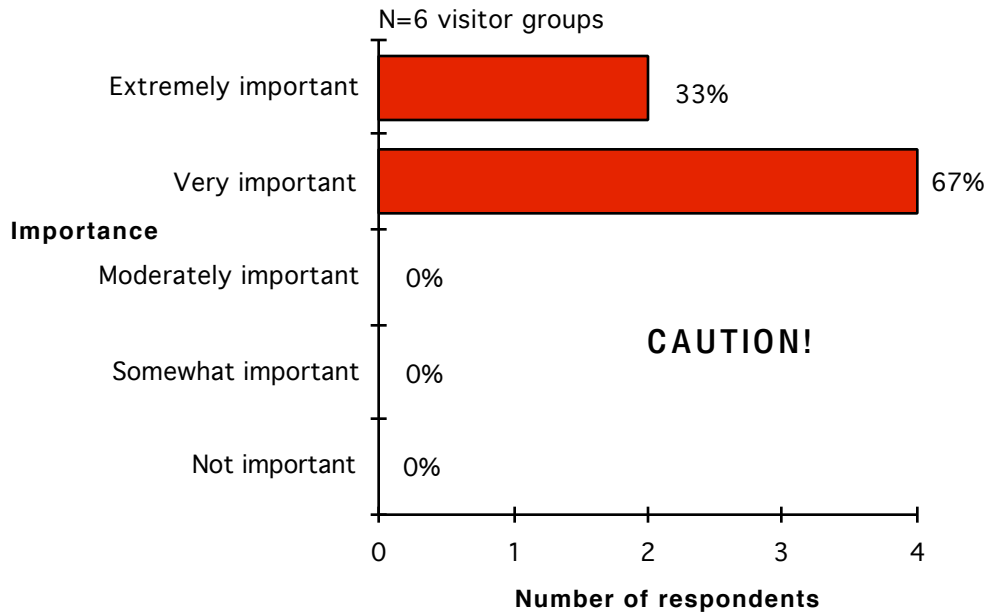


Figure 33: Importance of ranger programs

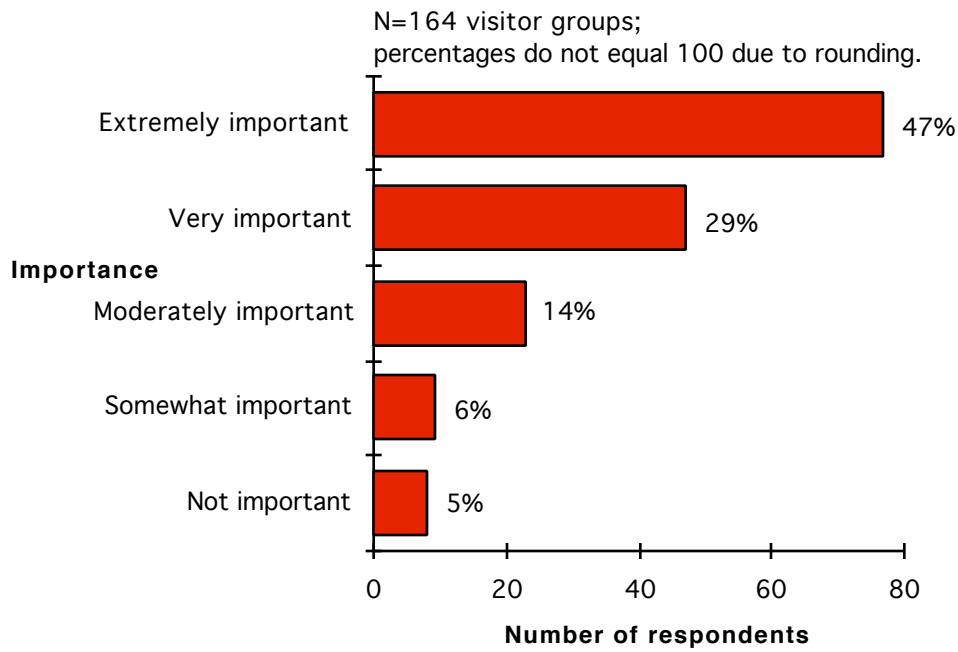


Figure 34: Importance of book and map sales

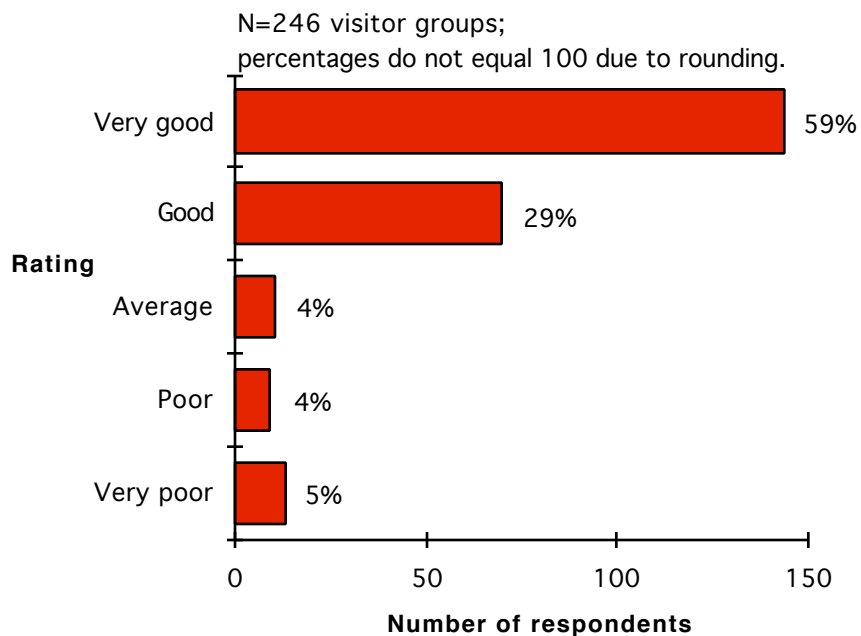


Figure 35: Quality of visitor center exhibits

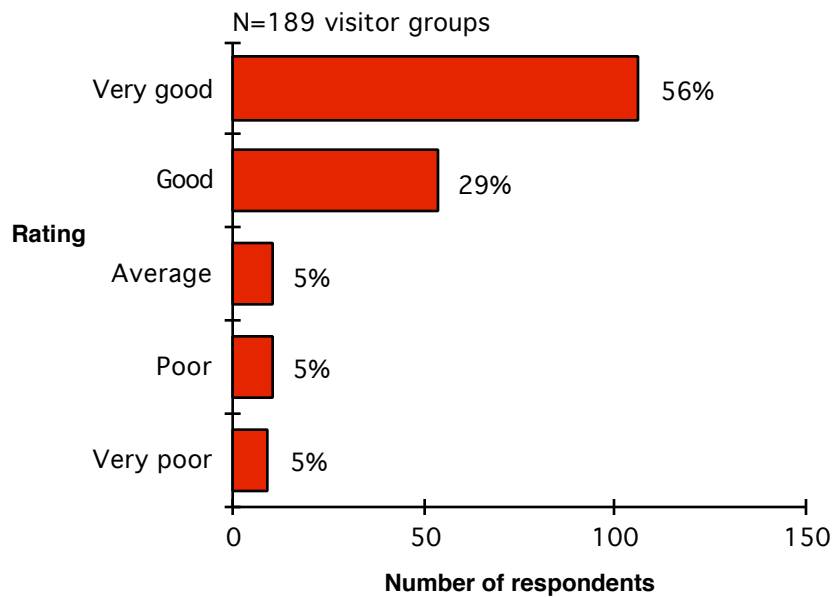


Figure 36: Quality of short exhibit videos

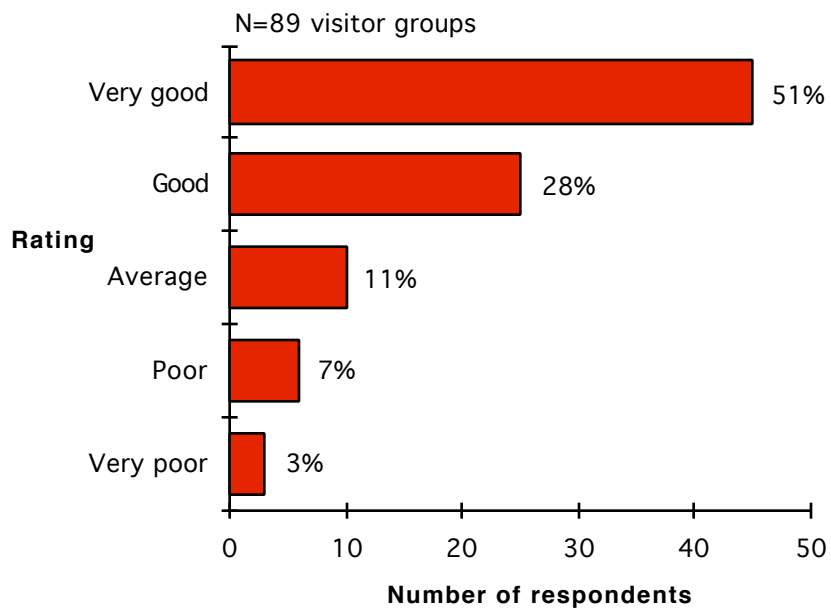


Figure 37: Quality of films in auditorium

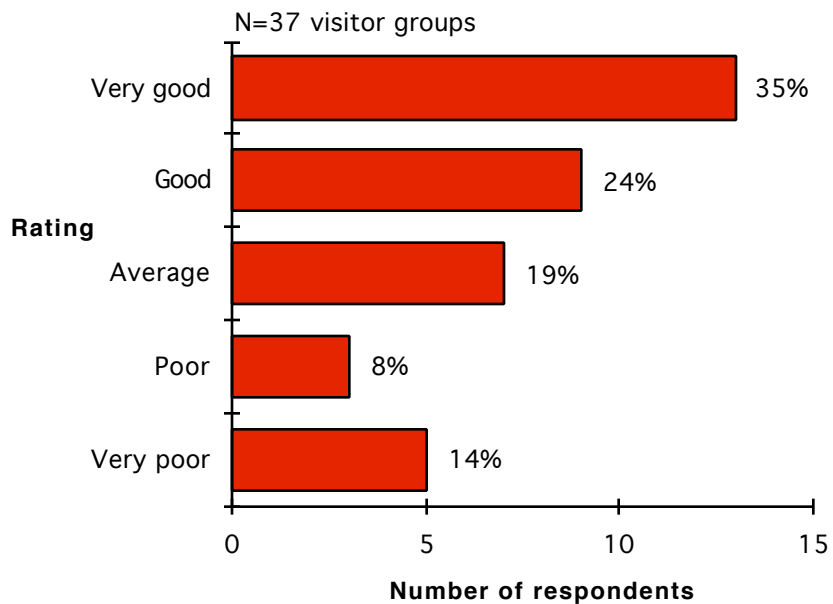


Figure 38: Quality of interactive computer (trip planning)

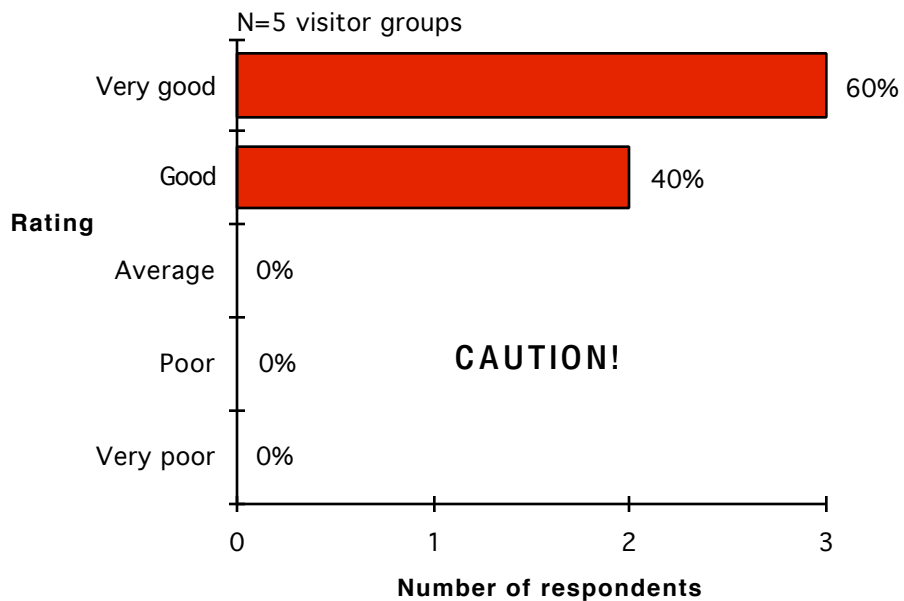


Figure 39: Quality of ranger programs

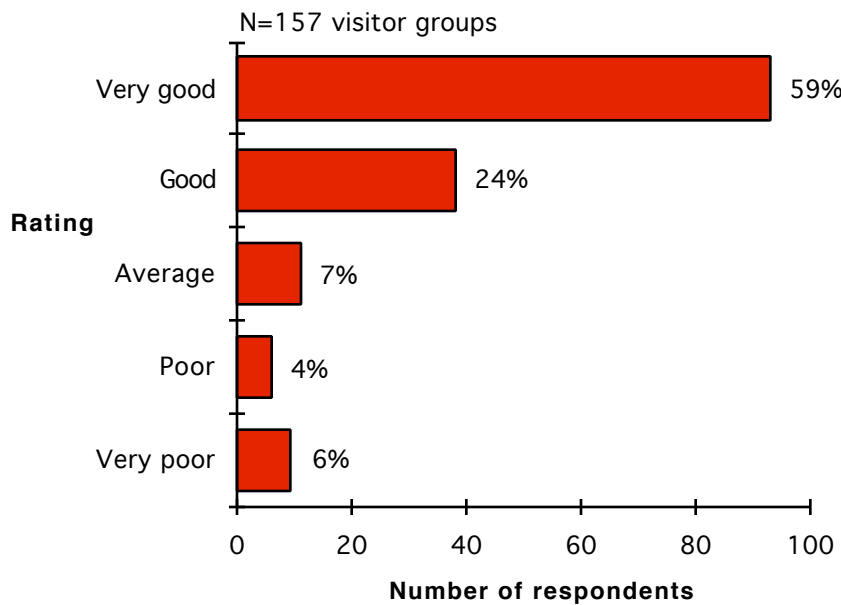


Figure 40: Quality of book and map sales

Visitors were asked, "During a future visit to the Anchorage Alaska Public Lands Information Center, which of the following sales items would be most useful to you?" Their responses were maps (79%), specific subject publications (63%), field guides (46%) and videos (25%), as shown in Figure 41. "Other" sales items visitors would prefer included sport fishing information, postcards, and a variety of other sales items.

**Future
sales
items
preferred**

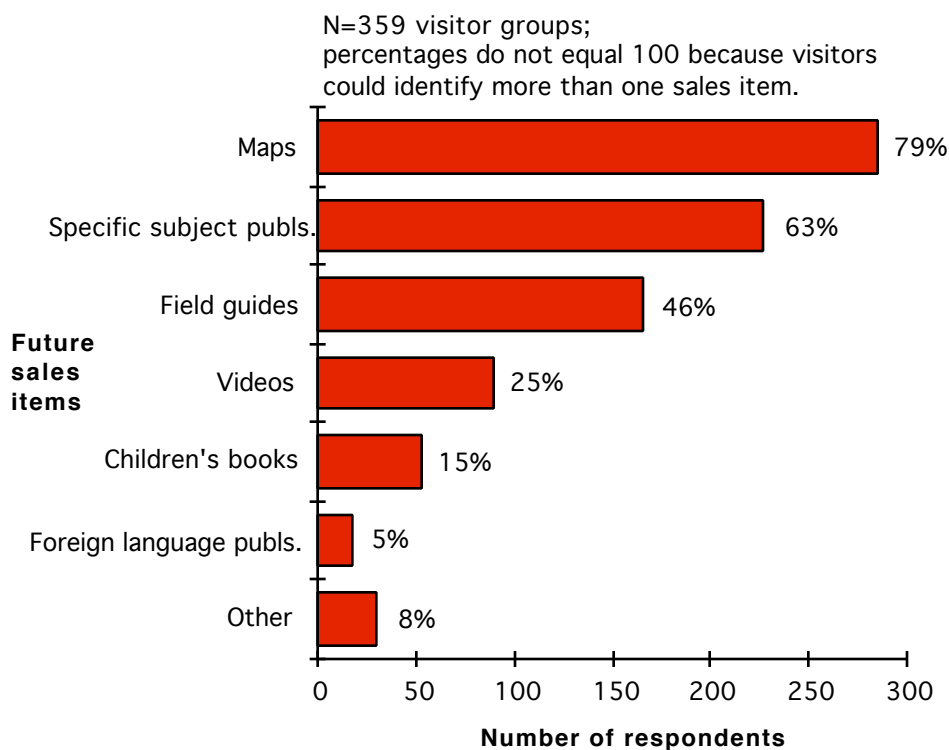


Figure 41: Future sales items preferred

Willingness to pay service fees in the future

The Anchorage Alaska Public Lands Information Center currently charges no fees for film showings, special programs and camping or bus reservation services. Visitors were asked if in the future they would be willing to pay modest fees for these services. Thirty-nine percent said they would be willing to pay fees for services in the future, 27% said they would not be willing to pay fees and 34% said they did not know if they would be willing to pay fees (see Figure 42.)

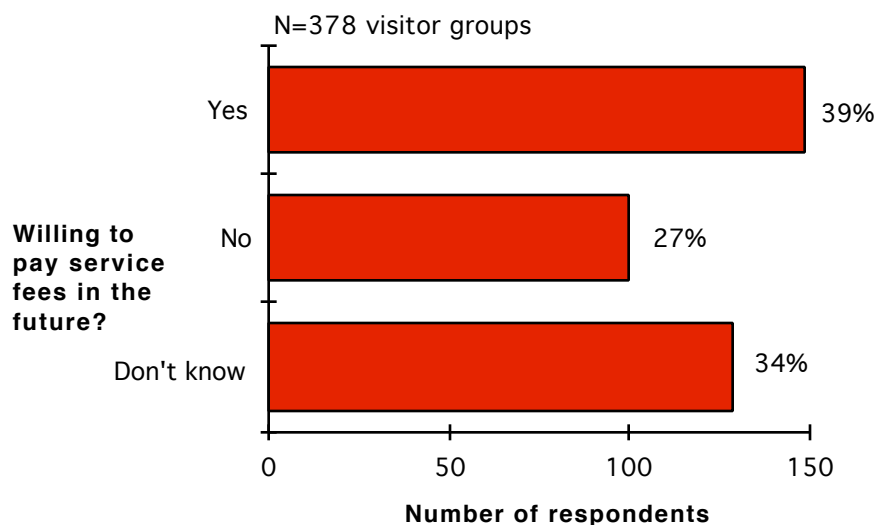


Figure 42: Willingness to pay service fees in the future

Visitors were asked what they liked most about their visit to Anchorage Alaska Public Lands Information Center. A summary of their comments is listed below and in the appendix.

What visitors liked most

Visitors' likes

N=485 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly, helpful, polite staff	77
Knowledgeable personnel	13
INTERPRETIVE SERVICES	
Exhibits/displays	85
Information helpful	67
Short exhibit videos	54
Wildlife exhibits	27
Films	25
Amount of information available	18
Interactive computer	5
Educational	5
All the information in one place	5
Other comments	3
FACILITIES AND MAINTENANCE	
Accessibility	11
Center cleanliness	8
Center location convenient	8
Center well designed	6
Easy to find	4
Restrooms	4
NATURAL HISTORY ASSOCIATION	
Varied selection of books	15
Maps	15
Quality of sales items	4
GENERAL IMPRESSIONS	
Everything	9
Interesting	6
It was free	5
Uncrowded	3
Other comments	3

What visitors liked least Visitors were asked what they liked least about their visit to Anchorage Alaska Public Lands Information Center. A summary of their comments is listed below and in the appendix.

Visitors' dislikes

N=196 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff unfriendly	4
Staff unknowledgeable	3
INTERPRETIVE SERVICES	
New Denali reservation system	18
Film poor quality	8
Films offered too infrequently	6
Operating hours too short	4
Information needs were not met	4
Unorganized information	3
Needed map was not available	3
Exhibits	3
Not enough exhibits	2
Lighting in center poor (too dark)	2
Computer not helpful	2
Other comments	5
FACILITIES AND MAINTENANCE	
Lack of parking	10
Building too small	8
Building temperature	2
Other comments	2
NATURAL HISTORY ASSOCIATION	
Books/maps expensive	5
Other comments	3
VISITOR SERVICES PROJECT	
Answering the questionnaire	4

GENERAL IMPRESSIONS

Nothing	55
Center too crowded	16
Not enough time	11
Don't know	4
The weather	3
Center hard to find	2
President Clinton's photo in lobby	2
Other comments	2

**Planning for
the future**

Visitors were asked "If you were planning for the future of Anchorage Alaska Public Lands Information Center, what would you propose? Please be specific." A summary of their responses is listed below and in the appendix.

Planning for the future

N=194 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide better training for employees	5
More natives on staff	3
INTERPRETIVE SERVICES	
Advertise center more	29
Provide more maps	8
Use computers more	7
Provide more recreation information	6
Offer more children's activities	5
Update, improve exhibits	5
Provide more history information	4
Need person to answer questions	4
Need more wildlife exhibits	4
Offer more films and videos	4
Have exhibits with hands-on interactions	3
Improve lighting	3
Provide more information about Eskimos/natives	3
Provide pictures/more information about cabins	3
Center great as is	3
Need more than two phones per video	2
Update films	2
Operate center for longer hours	2
Provide weather information	2
Provide more camping information	2
Provide more camping information for RV's	2
Provide more fishing information	2
Offer craft demonstrations	2
More books on environmental damage	2
Provide more information on Anchorage area	2
More exhibits	2
Other comments	13

FACILITIES AND MAINTENANCE

Need bigger building	14
Improve sign outside building	4
Improve parking	3
Move to edge of town	2
Need more road directional signs	2
Other comments	5

POLICIES

Don't charge fees	4
Charge fees	3

GENERAL IMPRESSIONS

Nothing	16
Keep up the good work	7

Comment Summary Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

Visitor Comment Summary

N=179 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff helpful, friendly	26
INTERPRETIVE SERVICES	
Educational	17
Enjoyed center	13
Enjoyed exhibits	8
Advertise more	4
Enjoyed films	2
Denali reservation system confusing	2
Other comments	7
FACILITIES AND MAINTENANCE	
Great location	6
Building clean	2
Need more road signs/difficult to locate	2
POLICIES	
Don't charge entrance fee	7
NATURAL HISTORY ASSOCIATION	
Comments	3
VISITOR SERVICES PROJECT	
Comments	3

GENERAL IMPRESSIONS

Enjoyed visit	22
Thank you	22
Keep up the good work	10
Center important/interesting	6
A pleasant surprise	4
Use center often	2
Center comfortable	2
Great place to bring out of town visitors	2
Will return	2
Not enough time	2
Other comments	3

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 source of information by Anchorage residents, request a comparison of source of information by Anchorage residents; to learn about the visitors who purchased books, etc. (activity) and the sales items they would prefer in the future, request a comparison of activity (purchase books, etc.) by future preferred sales items.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn whether first time visitors had difficulty locating the center and their reason for visiting, request a comparison of (first time visitors by difficulty locating center) by reason for visit; to learn about ages of visitors who used the auditorium films and who would be willing to pay a fee in the future, request a comparison of (age group by auditorium film use (service)) by future willingness to pay fee.

Consult the list of characteristics for Anchorage Alaska Public Lands Information Center visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

Visitor Services Project Analysis Order Form
Anchorage Alaska Public Lands Information Center
Report 66

Date of request: _____

Person requesting analysis/Title _____

Phone number (commercial) _____

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all those listed in the questionnaire

• Sources of information	• Primary reason for visit	• Forms of transportation
• Visits to other APLIC centers	• Guided tour group	• Use reservation/camping service
• Length of stay	• Educational group	• Request assistance with reservation/camping
• Request mailed info	• Group type	• Quality of reservation/camping
• Mailed info useful?	• Group size	• Use of visitor services
• Mailed info duplicated	• Age	• Visitor services importance
• Info/sales desk assistance	• State of residence	• Visitor services quality
• Info/sales desk wait	• Country of residence	• Future preferred sales items
• Difficulty locating info center	• Number of visits	• Future fee for services
• Activity	• Anchorage residency	

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

Source of information by Anchorage residents

_____ by _____

_____ by _____

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

age by film use by future fee

_____ by _____ by _____

_____ by _____ by _____

Special instructions Tell us the reason you need the information, what you are trying to find out, etc.

Mail to: Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

Visitor Services Project Analysis Order Form
Anchorage Alaska Public Lands Information Center
Report 66

Date of request: _____/_____/_____

Person requesting analysis/Title: _____

Phone number (commercial): _____

The following list has the variables available for comparison from your center's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all those listed in the questionnaire.

- Sources of information
- Visits to other APLIC centers
- Length of stay
- Request mailed info
- Mailed info useful?
- Mailed info duplicated
- Info/sales desk assistance
- Info/sales desk wait
- Difficulty locating info center
- Activity
- Primary reason for visit
- Guided tour group
- Educational group
- Group type
- Group size
- Age
- State of residence
- Country of residence
- Number of visits
- Anchorage residency
- Forms of transportation
- Use reservation/camping service
- Request assistance with reservation/camping
- Quality of reservation/camping
- Use of visitor services
- Visitor services importance
- Visitor services quality
- Future preferred sales items
- Future fee for services

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

_____ by _____

_____ by _____

_____ by _____

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

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions _____

Mail to: **Visitor Services Project, CPSU**
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

QUESTIONNAIRE

NPS D-116

January 1995



Printed on recycled paper

Visitor Services Project Anchorage Alaska Public Lands Information Center

Appendix

Visitor Services Project Report 66
Cooperative Park Studies Unit



Visitor Services Project

Anchorage Alaska Public Lands Information Center

Appendix

Margaret Littlejohn

Report 66

January 1995

This volume contains a summary of visitors' comments for Questions 19, 20, and 21. The summary is followed by their unedited comments.

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Jeannie Harvey and the staff at the Anchorage Alaska Public Lands Information Center 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.

Visitors' likes

N=485 comments; many visitors made more than one comment.

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

PERSONNEL

Friendly, helpful, polite staff	77
Knowledgeable personnel	13

INTERPRETIVE SERVICES

Exhibits/displays	85
Information helpful	67
Short exhibit videos	54
Wildlife exhibits	27
Films	25
Amount of information available	18
Interactive computer	5
Educational	5
All the information in one place	5
Other comments	3

FACILITIES AND MAINTENANCE

Accessibility	11
Center cleanliness	8
Center location convenient	8
Center well designed	6
Easy to find	4
Restrooms	4

NATURAL HISTORY ASSOCIATION

Varied selection of books	15
Maps	15
Quality of sales items	4

GENERAL IMPRESSIONS

Everything	9
Interesting	6
It was free	5
Uncrowded	3
Other comments	3

Visitors' dislikes

N=196 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff unfriendly	4
Staff unknowledgeable	3
INTERPRETIVE SERVICES	
New Denali reservation system	18
Film poor quality	8
Films offered too infrequently	6
Operating hours too short	4
Information needs were not met	4
Unorganized information	3
Needed map was not available	3
Exhibits	3
Not enough exhibits	2
Lighting in center poor (too dark)	2
Computer not helpful	2
Other comments	5
FACILITIES AND MAINTENANCE	
Lack of parking	10
Building too small	8
Building temperature	2
Other comments	2
NATURAL HISTORY ASSOCIATION	
Books/maps expensive	5
Other comments	3
VISITOR SERVICES PROJECT	
Answering the questionnaire	4
GENERAL IMPRESSIONS	
Nothing	55
Center too crowded	16
Not enough time	11
Don't know	4
The weather	3
Center hard to find	2
President Clinton's photo in lobby	2
Other comments	2

Planning for the future

N=194 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide better training for employees	5
More natives on staff	3
INTERPRETIVE SERVICES	
Advertise center more	29
Provide more maps	8
Use computers more	7
Provide more recreation information	6
Offer more children's activities	5
Update, improve exhibits	5
Provide more history information	4
Need person to answer questions	4
Need more wildlife exhibits	4
Offer more films and videos	4
Have exhibits with hands-on interactions	3
Improve lighting	3
Provide more information about Eskimos/natives	3
Provide pictures/more information about cabins	3
Center great as is	3
Need more than two phones per video	2
Update films	2
Operate center for longer hours	2
Provide weather information	2
Provide more camping information	2
Provide more camping information for RV's	2
Provide more fishing information	2
Offer craft demonstrations	2
More books on environmental damage	2
Provide more information on Anchorage area	2
More exhibits	2
Other comments	13
FACILITIES AND MAINTENANCE	
Need bigger building	14
Improve sign outside building	4
Improve parking	3
Move to edge of town	2
Need more road directional signs	2
Other comments	5

POLICIES

Don't charge fees	4
Charge fees	3

GENERAL IMPRESSIONS

Nothing	16
Keep up the good work	7

Visitor Comment Summary

N=179 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff helpful, friendly	26
INTERPRETIVE SERVICES	
Educational	17
Enjoyed center	13
Enjoyed exhibits	8
Advertise more	4
Enjoyed films	2
Denali reservation system confusing	2
Other comments	7
FACILITIES AND MAINTENANCE	
Great location	6
Building clean	2
Need more road signs/difficult to locate	2
POLICIES	
Don't charge entrance fee	7
NATURAL HISTORY ASSOCIATION	
Comments	3
VISITOR SERVICES PROJECT	
Comments	3
GENERAL IMPRESSIONS	
Enjoyed visit	22
Thank you	22
Keep up the good work	10
Center important/interesting	6
A pleasant surprise	4
Use center often	2
Center comfortable	2
Great place to bring out of town visitors	2
Will return	2
Not enough time	2
Other comments	3
