

**Visitor Services Project**  
**Denali National Park and Preserve**  
**Report Summary**

- This report describes the results of a visitor study conducted at Denali National Park and Preserve during the week of July 26 - August 1, 1988. Questionnaires were given to 483 visitor groups and 428 were returned, an 89% response rate. One individual per party responded on behalf of each self-defined visitor group.
- The survey provides a profile of the people who visited Denali National Park and Preserve beyond Savage River (Mile 12). Volume 1 provides a statistical profile of these people who visited Denali. Visitors' general comments about the park are found in Volume 2 of the report; Volume 1 has a summary of their comments.
- Forty-eight percent of visitor groups were in family groups and the most common group size was two people (35%). Thirty-five percent of the visitors were at least 62 years old and 20% of all visitors were repeat visitors.
- Thirty-seven percent of all foreign visitors, who composed 12% of all visitation, were from Germany and almost one-third of all Americans came from Alaska and California.
- Visitors commonly stayed one night (41%), although 31% stayed at least three nights. Observing wildlife, taking photographs and viewing wildflowers were the most common activities.
- The sites beyond Savage River that received the greatest proportion of all visitors were Polychrome Pass (72%) and Teklanika River (62%).
- The average per capita expenditure during the visit was approximately \$76.00; whereas the average visitor group expenditure was approximately \$296.00.
- Ninety-five percent of visitors observed bears, Dall sheep and caribou during their visit. Most visitors used their private vehicles on their trip to visit the park (46%). Almost 90% of Denali's visitor groups came from out-of-state. The reason most commonly cited for their visit to Alaska was to take a vacation.
- Sixty-six percent of Denali visitors who rode the NPS shuttle buses used the advance reservation procedure. The length of wait after reserving their seats was commonly from 17-24 hours. While waiting, many visitors ate, set up camp, shopped or slept overnight.
- Visitors rated the dining room, the snack shop and the gas station as the services most useful to them during their visit. The cocktail bar received the lowest usefulness rating from visitors.

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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.