

# Potential Improvements to National Park Service Visitor Surveys and Money Generation Modeling in Alaska

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## **Abstract**

This study presents options for improving the use of the Money Generation Model in National Park Service (NPS) land units in Alaska. The Money Generation Model (MGM) is used nationwide to model economic impacts of visitation to public lands, including National Park Units. This analysis identifies potential improvements to the application of the MGM model and visitor survey processes for use in Alaska. Improvements include changes to visitor intercept methods to improve statistical reliability of the sampling process and a more representative sample, changes in the survey instrument to more accurately reflect Alaska visitor travel and expenditure patterns, and better identification of the economic sphere of influence of Alaska national park units.

## **Introduction**

Remote national parks, epitomized by those found throughout Alaska, present unique challenges when estimating visitor economic impacts because their transportation access and visitation patterns are different from those found in most national parks. Rather than having an entrance station where fees may be collected, and visitors enter and are counted as they travel through developed road portals, most Alaska NPS land units have many possible entry points which are not accessed by roads or through entrance stations. Visitors may boat to remote coastlines, fly to rivers and lakes, and hike or ride snow machines onto park lands. Many visitor activities are highly seasonal. Viewing wildlife, fishing, and gathering plants for subsistence are examples of activities that follow the seasonal patterns of animal movements and plant growth. The National Park Service's customary visitor sampling, surveying and use estimation are based on characteristic of visitors to the lower 48 National Park Units. The unique characteristics of visitor behavior and the dispersed and variable access to public lands in Alaska make those methods statistically unreliable when used in Alaska. This visitor estimation problem is further exacerbated by the NPS use of the Money Generation Model (MGM), which does not accurately capture the economic impacts of the unique Alaska visitation and spending patterns.

## **Purpose of this Analysis**

The purpose of this analysis is to suggest improvements to visitor economic impact assessment procedures for remote Alaska NPS land units linked to relatively isolated regional economies. Here, we utilize and expand information gained from our previously completed case study which focused on Alaska's Katmai National Park and Preserve (KATM). This study will be referred to as the KATM case study throughout this report. The KATM case study used the best available data on visitor numbers, travel patterns, and expenditures to improve estimates of the economic significance of visitation to a remote national park in Alaska (Fay and Christensen, 2012, 2010). The methods used and lessons learned are potentially transferable to other federal and state remote public lands.

Katmai National Park and Preserve was chosen for the case study because a new more accurate visitor use estimation system was implemented by the NPS in 2006 as part of the NPS Long-term Inventory and Monitoring program, the same year that a Visitor Services Project (VSP) survey was conducted in KATM. In this report, the VSP project conducted by the University of Idaho in 2006 in KATM is referred to as the

2006 KATM VSP project. As a result of both a VSP study and a new visitor estimation process being conducted in KATM in 2006, it provided the perfect opportunity to compare the VSP and MGM process to actual visitation patterns and characteristics. MGM modeling based on visitor surveys of the type administered at KATM by the University of Idaho (U of I), VSP in 2006 is the standard approach to estimating NPS land units economic impacts throughout the United States (<http://www.uidaho.edu/cnr/park-studies-unit/our-services>). The MGM approach uses IMPLAN-(Impact analysis for PLANning) generated multipliers, estimates of the “ripple effects” of expenditures through the economy, along with an estimation model developed specifically to capture National Park recreation visitor behavior.<sup>1</sup>

The Money Generation Model (MGM), developed by Dr. Daniel Stynes at Michigan State University, is used nationwide to model economic impacts at National Park Units. According to its developers, the MGM model:

“estimates the impacts that park visitors have on the local economy in terms of their contribution to sales, income and jobs in the area. The Money Generation Model produces quantifiable measures of park economic benefits that can be used for planning, concessions management, budget justifications, policy analysis and marketing. Refinements to the MGM model make MGM2 more readily applicable to evaluating management, policy and marketing alternatives, both inside and outside the park. Economic impact information has proven quite helpful in fostering partnerships within the community and garnering support for park policies and interests. The economic analysis also helps to identify the roles the park, local community and tourism businesses play in attracting and serving visitors <http://web4.msue.msu.edu/mgm2/default.htm>.”

Due to challenges of gathering a representative sample of visitors, VSP surveys have not been conducted in other remote fly-in Alaska NPS land units. In this analysis we address VSP and MGM issues both in remote fly-in as well as road accessible Alaska NPS land units.

The KATM case study evaluated three aspects of current visitor economic impact assessment: 1) visitor travel behavior data, 2) visitor use estimation and 3) economic impact modeling. The case study also described a process of adjusting the data and the impact model to address concerns raised by the evaluation of the KATM data.

The KATM case study of visitor economic impacts used an approach modified from the more common methods used in the National Park System in order to better account for the unique situation of this remote region. However, at KATM, as in the other Alaska NPS land units, conventional MGM assumptions do not align well with reality; the KATM case study used a more tailored approach, using software that is more easily adaptable to each park’s unique characteristics.

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<sup>1</sup> IMPLAN (Impact analysis for PLANning) is a system for conducting economic analyses based on national input-output (I/O) structural matrices (MIG, Inc., 2011). IMPLAN was originally developed by the U.S. Forest Service and has gained wide acceptance in a variety of impact assessment applications. In addition to the U.S. Forest Service, users of IMPLAN have included the U.S. Army Corps of Engineers, the National Park Service, the Soil Conservation Service, the Federal Emergency Management Agency, the Bureau of Land Management, universities, and numerous state and regional planning agencies.

There are three major problems with the application of the conventional VSP survey and MGM processes to Alaska NPS land units:

1. The survey instrument needs to be modified to include questions appropriate to Alaska, especially questions about visitor characteristics, travel patterns, and expenditures.
2. The method for intercepting and drawing a sample of visitors does not result in a statistically valid (i.e., representative) sample of park visitors; and
3. The MGM approach is difficult to use in Alaska because the customized software does not easily allow for adjustments to reflect Alaska's unique situations.

In the next section we discuss each of these issues and suggest potential options for addressing them.

## Potential Improvements to Visitor Survey and Economic Impact Model

### Visitor Survey Instrument

#### Issue

Most surveys conducted by federal agencies require Office of Management and Budget (OMB) approval of the survey instrument and sampling methodologies to ensure the public is not over surveyed, survey questions are clear, and the sampling methodology is statistically robust. It can take a year or more to get a survey and sampling methodology approved by OMB. Once a survey is approved, any substantial revision again requires OMB approval. To avoid repeating the lengthy OMB review process, the Visitor Services Project has an OMB approved survey instrument, to which minor variations can be made for each national park where a visitor survey is conducted. This usually is done with input from park staff. Most National Parks do not have economists on staff so expenditure questions are not necessarily reviewed for their applicability.

The basic survey instrument used by the VSP was designed for lower-48, road-accessible NPS land units. As a result, most of the assumptions about visitor patterns and expenditures are not applicable to Alaska NPS land units, especially the more remote parks, where there are few, if any, road accessible entrances, and numerous other methods of access. In the 2006 KATM VSP survey (see Appendix A, Littlejohn and Hollenhorst, 2006), the variation in the number of people who responded to individual survey questions suggests that many respondents were confused by many of the questions (Littlejohn and Hollenhorst, 2007).

While collecting accurate and complete expenditure data is always challenging, the remoteness of Alaska and its unique modes of travel make it particularly difficult to measure expenditures within appropriate categories and to attribute them to correct locations. For example, respondents to the KATM 2006 VSP visitor survey recorded substantial expenditure data under "packages". This is not a standard economic sector or MGM expenditure category and the VSP survey did not collect sufficient information to accurately allocate these package expenditures to appropriate economic sectors. Furthermore, nearly 20% of the survey respondents did not provide any usable expenditure information.

One reason for this lack of response might be that the survey expenditure categories did not match visitor spending patterns, leaving people confused about how to enter their specific information.

An understanding of where visitors spend money while visiting an Alaska NPS land units, the locations from where they enter and leave the NPS land units, and the amount of time they spend in the park area as well as other parts of Alaska is critical for understanding and accurately allocating visitor expenditures to local and regional economies (Frechtling, 1994; Fay and Christensen, 2012, 2010; Fay, 2005, Goldsmith et al., 2005).

The expenditure questions in the VSP survey did not reflect how and where Alaska trips were paid for, and questions regarding where visitors spent the nights preceding and following their time in the park were not clearly worded. Furthermore, because maps used in the VSP survey did not contain locations from which visitors commonly access the park, visitors could not easily determine the relevant park “area” and therefore could not say how many days they spent in that area. For example, some visitors to the KATM coast fly in from Homer on the Kenai Peninsula, a distance of approximately 125 air miles. The day trip to KATM might be one of a number of days spent in Homer. While likely considered distant by most lower 48 standards, Homer is a visitor gateway and part of the KATM “area”.

Similarly, the measure of ‘visitor nights’ – defined as ‘nights spent in the local area’ in the MGM modeling process -- was a problem noted in the KATM case study. There are no roads to KATM. Most visitors access KATM by airplane, and for many, their visit to the park lasts one long summer day. As a result, the night before and/or after the visit can be spent a substantial distance from the park. MGM software develops economic impact estimates based on visitor nights in the area; thus accounting for multiple excursions into the park on the same overall visit. However, many visitors to KATM spend only one day inside the park and most do not return after leaving. Most access is by airplane and the night before and/or after the visit can be spent a substantial distance from the park.

### **Suggested Solution**

To reflect actual visitor use patterns, the modeling approach taken in the KATM case study used a ‘visitor trip’ accounting system to more accurately portray visitor movements and expenditures. The length of stay in the local area related to the KATM trip was difficult to determine from the VSP survey data because the survey questions did not reflect visitor travel characteristics. Therefore, visitor trips and expenditures in the case study were calculated separately for the three primary types of visitors (single day private, single day package, and multi-day).

Rather than adjusting VSP survey responses to reflect Alaska visitation patterns, having survey questions that reflect these patterns and are clearer to visitors to Alaska NPS land units is preferable. In Appendix B we provide suggested rewording on a number of the most problematic questions for Alaska NPS land units.

We suggest a more complete rewrite of the survey instrument that addresses issues of survey length (at 17 pages the KATM VSP survey was quite long), flow of questions, as well as prioritizing the information sought by the parks. The prioritization of information sought is a critical step. The 2011 Alaska Visitor Statistics Program survey (Appendix D) is an example of a more concise survey instrument. The example

is an exit survey conducted on site with visitors but there is also a companion on-line survey for visitors to take after they return home from their trips.

It may also be optimal to develop two Alaska visitor survey instruments, with one for more parks such as Denali (DENA), Kenai Fjords National Park (KEFJ), and Klondike Gold Rush National Historical Park (KLGO), Glacier National Park and Preserve (GLBA) and another for the other Alaska NPS units. Currently, VSP/MGM projects are primarily conducted in these Alaska NPS land units. We do not recommend the current NPS conducted VSP/MGM process for the other Alaska parks because survey results are significantly unrepresentative. However, two approaches could be taken—one for the parks with larger visitor numbers and one that are more remote receiving fewer visitors. This would allow better tailoring of surveys to visitor access patterns as well as travel expenditure patterns of NPS units that receive large numbers of visitors as part of cruise ship tour packages.

## Visitor Sample

### Issue

The usual method used by the VSP to collect visitor information for the MGM process is to conduct a one-week on-site visitor intercept survey (Littlejohn and Hollenhorst, 2007). Visitors are stopped and asked to participate. If they agree, they are given a survey to be completed and returned by mail. Most visitors agree to participate—about 91% of VSP intercepted visitors, with a survey response rate of approximately 71% of those agreeing to be surveyed (Begly, et al, 2013). Contact information is collected on-site so reminder postcards can be sent out to encourage the return of surveys. The KATM VSP 2006 survey sample was expanded from the usual one week to three weeks at different locations. One week was staffed by University of Idaho/VSP surveyors and the other two weeks by KATM staff. The KATM report states that:

“Weather was a factor during all of the survey periods. Since access to the park is mainly by airplane, winds and fog prevented planes from flying on a number of days during the survey periods in June and August, 2006. During the July survey period, on July 11, the afternoons of July 17, July 18, and July 19, planes were landing on Brooks Lake instead of Naknek Lake due to high winds, requiring interviewers to move also. Visitors who fished may be under-represented in this report due to the small number of fishermen contacted during the survey period (Littlejohn, Margaret, and Steven Hollenhorst, 2007).”

Weather is often a factor in Alaska which exacerbates problems with intercept surveys conducted over short time periods. Short term variations in weather, which often prevent scheduled flights to specific destinations, increase the standard deviation of visitation data. An increase or decrease in visitation to a particular area may be merely a temporary reflection of better weather in that area.

To examine the validity of the VSP survey sampling methodology, we compared 2006 KATM visitation data with the VSP sample. Table 1 shows the percentage of total visitors and the percentage of visitors in the VSP sample who visited each location included in the VSP survey. The VSP sample is strongly skewed toward bear viewing areas: The share of people in the VSP sample who visited Brooks Camp (61%) is twice as high as the share of all Katmai visitors who visited Brooks Camp (30%). Corresponding shares are five times as high for Geographic Harbor and almost twice as high for Hallo Bay.

**Table 1. KATM and VSP Visitation Estimates by Location\*, 2006**

<b>Park Location</b>	<b>Katmai**</b>	<b>VSP***</b>
American Creek	6%	2%
Big River	1%	1%
Brooks Camp	30%	61%
Geographic/Amalik	4%	21%
Hallo Bay	8%	13%
Kamishak River	4%	1%
Kukak Bay	2%	4%
Kukaklek Outlet	5%	1%
Kulik River	12%	3%
Moraine Creek	11%	1%
Nanuktuk Creek	2%	2%
Lake Camp	0.1%	3%
Valley of 10K	0.1%	13%

\* Locations included in the table reflect those included in the VSP 2006 survey, but not all included in the KATM Inventory and Monitoring visitation database.

\*\*Percentage of estimated total KATM visitors that visited specific locations based on KATM estimates

\*\*\* Percentage of estimated total KATM visitors that visited specific locations based VSP 2006 survey estimates.

Note: Totals can add to more than 100% because respondents could visit more than one location.

Source: KATM Inventory and Monitoring visitation database; Littlejohn and Hollenhorst, 2007

According to Phillip Cook, a reconciliation method is used to address this oversampling problem.<sup>2</sup> For each segment (such as “Brooks Camp visitors”), the proportion of sampled visitors in that segment is compared to the corresponding proportion of total park visitors. However, it is often not possible or practical for land managers to estimate the total numbers of visitors in specific segments (Fay, Colt and White, 2010). For example, Dr. Stynes was never able to reconcile the survey and park visitor count information for input into the MGM model and thus, never completed the KATM analysis.<sup>3</sup>

### **Issue**

To determine whether the issues related to the MGM and the VSP survey were confined to remote parks similar to KATM, as opposed to road accessible parks in Alaska, we reviewed the results of the 2006 DENA VSP survey. We found that the DENA VSP survey protocol resulted in a sample that was significantly different from existing DENA data on its visitor population (Brigham, Fay and Sharfarz, 2006; Brigham, Loeb, Bush and Fay, 2009). Fix, Ackerman and Fay (2012, 2013) also found that the 2011 DENA VSP sample was skewed toward train arrivals, which is the primary arrival mode of visitors on cruise ship land package tours. Without proper application of weights derived from overall visitation data, the skewed sample tended to overestimate the relative portion of cruise passenger visitors arriving by train to DENA. Review of the data suggests for both KATM and DENA, the VSP sampling procedure over-samples visitors in park locations which are easiest to sample in a short period, such as bear viewers at Brooks Camp at KATM and cruise ship passengers arriving by train at DENA. Correspondingly, the VSP

<sup>2</sup> Phillip Cook, Philip Cook, Research Associate, Park Studies Unit, College of Natural Resources, University of Idaho, June 23, 2013.

<sup>3</sup> Dr. Daniel Stynes, Michigan State University, personal communication, September 2009.



procedure appears to under sample visitors at less accessible points. This would not be a problem if the samples were then statistically weighted to reflect the actual population, but for most Alaska NPS units (and other public lands in Alaska), insufficient data exist to enable accurate weighting (Fay, Colt and White, 2010).

### **Suggested Solution**

One of the primary problems with the VSP and MGM survey process in Alaska is the one week sampling period and the small number of visitor intercept locations. Both estimating the total number of visitors and designing robust visitor intercept sampling methods are challenges in Alaska because of dispersed travel patterns and access (Fay and Karlsdóttir, 2011; Fay, Colt and White, 2010; Fay and Colt, 2007; Dugan, Fay and Colt, 2006; Colt et al., 2002). More reliable estimates may be obtained from a random sample of visitors contacted in the field throughout the season. However, field surveys over longer periods of time are more costly.

There are technologies now available that reduce the need for in-field visitor intercept surveys. Colt and Dugan (2005) experimented with an initial email sent to visitors and a subsequent web-based survey instrument. This method was used to survey bear viewers to Hallo Bay, KATM, who primarily arrive by air. The link to the web-based survey was sent by individual email messages to 219 traveling parties who had gone on a one-day bear viewing excursion from the Homer area during the summer of 2004. The email addresses were voluntarily provided at the time of the excursion. The survey was administered over the internet in February 2005. A total of 167 usable responses were received, which is a 76% response rate. That response rate is considerably higher than most web-based surveys (McDowell, 2012, 2007). It may be that the once-in-a-lifetime quality of the Hallo Bay bear viewing experience inspired visitors to complete the survey. The participating business that helped collect the email addresses was also renowned for the high quality experience they offered to clientele. Each of these factors could have contributed to the high response rate.

The web-based survey with contacts via email may be a promising method for Alaska remote National Parks. Many visitors to these areas access the parks via airplanes and many visitors use guides. The air taxi services and guides need to be authorized by the National Park Service to operate in the parks. Similar to the Hallo Bay bear viewing company, many might be willing to collect email addresses from clients using informed consent procedures and to provide those email addresses to researchers. This methodology might generate representative samples of visitors to remote parks at lower cost than the current VSP survey method that uses in-field surveyors. The fact that response rates may be lower with on-line surveys would need to be considered during the study design.

Designing a reasonable cost visitor survey sampling methodology for Alaska NPS land units that receive more annual visitors who arrive via more varied transportation modes will take more analysis starting with an investigation of how visitors access each of the parks. The maps provided in Appendix C were developed for the National Park Service Alaska Long Range Transportation Plan (National Park Service, 2011). Maps made for each park highlight the modes of visitor access and the locations from which visitors enter the park. These maps could be used to help determine how visitors access national parks and identify the likely locations of visitor expenditures. The maps can also help illustrate how expenditures are likely to influence the surrounding economy. These maps can be overlaid with U.S.

Census boundary maps to identify employment and wage influences of visitor expenditures. This is what was done in the KATM case study to determine the five borough area of economic influence (Fay and Christensen, 2012, 2010).

## Money Generation Model Software

The purpose of conducting economic impact analyses for NPS lands is to determine the contribution of the lands to local and state economies. These estimates are in terms of actual number of dollars of visitor expenditures. Visitor expenditures contribute to jobs and wage income, store revenues, transportation services, and also include secondary impacts such as clothing and gear, binoculars, bird books, car rental agents, and air cargo hauling retail supplies.

The economic model developed as part of the KATM case study generated impact estimates directly from IMPLAN software rather than through the MGM-assisted process (Fay and Christensen, 2012, 2010). The economic impacts estimated by input-output models reflect the direct expenditures of a particular sector (study sector) and account for the “ripple effect” of economic activity resulting from that sector. Employees of the study sector and local businesses from which the study sector purchased goods and services continue to spend at least some percentage of these monies locally, spurring additional economic impacts. The initial expenditure essentially spurs a chain of indirect and induced spending. Input-output models use a series of “multipliers” to estimate the economic impacts associated with each initial dollar of direct spending. The basic IMPLAN model performs an analysis for a given region in terms of as many as 509 economic sectors (257 for Alaska), roughly corresponding to NAIC (North American Industry Classification) codes. Examples of economic sectors are hotel and hospitality, restaurants and eating places, and transportation services. In addition, IMPLAN allows the analyst to add custom sectors for a particular application. Impacts are specified in terms of output, income, and employment. The following observations were made about the KATM economic modeling process and its use of IMPLAN rather than MGM software:

The 2006 KATM VSP visitor survey used included spending categories labeled “packages,” “guide services,” and “donations.” These categories are not measured by standard NPS visitor surveys. They are not standard MGM spending categories, and the MGM software does not provide the ability to add them to the model. However, the KATM case study demonstrated that expenditures reported in these categories could be assigned to economic sectors with the IMPLAN software. (This assignment process is known as “bridging and margining.”) If attempts are made to further refine the NPS visitor survey process to better account for differences found in Alaska, it may also be appropriate to modify the MGM software to accommodate the spending categories important to Alaska. If this type of custom modeling cannot be made available within MGM software, it would be advantageous to continue to develop the IMPLAN modeling approach for Alaska National Park units.

According to Phillip Cook, adjusting the MGM software to accommodate an improved Alaska National Parks survey and sampling methodology would not be difficult. However, these adjustments would need to be made by programmers to the MGM software itself, as individual users currently cannot make such adjustments when using the model.

# National MGM Economic Impact Estimates

## Issue

The annually published *Economic Benefits to Local Communities from National Park Visitation* (Cui, Mahoney, and Herbowicz, 2013) contains estimates of the economic impacts of individual park units on local economies and an estimate of the total economic impacts of all national parks on the U.S. economy (Cui, Mahoney, and Herbowicz, 2013). If an MGM economic impact estimate has been developed for a park unit using data from a VSP survey, that estimate is used in the national analysis. If a VSP and MGM analysis have not been completed for a park unit, different economic impact parameters used to estimate impacts. The parameter values used are nationwide values established for park units with similar characteristics. Most of these national parameter values are based on surveys of lower-48 parks and as a result they lead to underestimated economic impacts of visits to Alaska NPS units.

The 2011 national economic impacts report (Cui, Mahoney, and Herbowicz, 2013) lists economic impacts for KATM that are considerably lower, less than a quarter, than those developed by Fay and Christensen (2010, 2012) (Table 2). The national report lists a VSP and MGM analysis as the basis of the KATM estimate but according to the U of I VSP publication website (<http://psu.uidaho.edu/c5/vsp/vsp-reports/>) no economic impact report was completed for KATM from the 2006 survey. Nonetheless, the MGM numbers used in the national estimate are considerably lower than those in the KATM case study. Since the estimates of the number of visitors are similar for both analyses, the lower MGM economic impact numbers are attributable to the significantly lower estimates of visitor spending per visitor. Most likely, all of the national estimates of economic impacts of individual Alaska NPS units are similarly low. Cui, Mahoney, and Herbowicz, 2013 acknowledge that the Alaska estimates are probably low. However, these low estimates will continue to be generated until an improved data collection and modeling system is developed.

**Table 2. Comparison of National MGM Estimates and Katmai NPP Case Study**  
**Impacts of Non-local Visitor Spending**

	Visitor Spending	Impacts of Non-local Visitor Spending		
	2011	Jobs	Labor	Value Added
<b>MGM National Estimate</b>	\$12,583,000	166	\$4,928,000	\$8,847,000
<b>Katmai Case Study (IMPLAN)</b>	\$52,081,620	647	\$24,286,700	\$38,950,600

Sources: Cui, Mahoney, and Herbowicz, 2013; Fay and Christensen, 2010, Stynes, 2008.

## Suggested Solution

Revisions to Alaska NPS visitor survey methodologies will develop more accurate parameters of visitor contributions to state and local economies, and annual estimates of the economic impacts of Alaska parks using national visitor spending estimates will be significantly improved. The comparison of the KATM case study economic impact analysis results and the national estimates for KATM suggest that the national estimates could be off by a factor of four.

## Summary

There are three major problems with the application of the conventional VSP survey and MGM processes to Alaska NPS units:

1. The VSP survey instrument questions are not appropriate to Alaska, especially questions about visitor characteristics, travel patterns, and expenditures.
2. The method for intercepting and drawing a sample of visitors does not result in a statistically valid (i.e., representative) sample of park visitors; and
3. The MGM approach is difficult to use in Alaska because the customized software does not easily allow for adjustments to reflect Alaska's unique situation, whereas IMPLAN is easier to adapt.

To address these issues, we suggest:

- Developing revised survey instruments with expenditure questions and categories that reflect Alaska visitor expenditure patterns. In addition, maps used in the survey should reflect visitor travel and park access patterns. Survey questions should also enable accurate assignment of expenditures made in locations away from the NPS units that are attributable to park visitation, such as the purchase of flights on small air carriers to access the NPS unit.
- Expanding and improving the visitor survey sampling process to obtain a more representative sample of Alaska NPS unit visitors. The usual method of surveying park visitors to collect visitor information for the MGM process is to conduct a one-week on-site visitor intercept survey but neither the KATM nor recent DENA samples were representative of the visitor population. A random sample of visitors contacted by trained interviewers, in the field, and throughout the season can be costly. However, new technologies such as combination email and web-based survey instruments may reduce the need for in-field visitor intercept. Electronic survey methods with alternative contact processes can be tested to determine whether they can provide more representative samples without increasing survey costs.
- Modifying the MGM software to accommodate Alaska visitation characteristics and expenditures. Adjusting the current NPS visitor survey process to fit Alaska NPS units, will also require modification of the MGM software to accommodate the spending categories characteristic of Alaska visitors. If this type of custom modeling cannot be made available within MGM software, it would be advantageous to continue to develop the IMPLAN modeling approach for Alaska NPS units.

Revisions to Alaska NPS visitor survey methodologies will develop more accurate parameters of visitor contributions to state and local economies, and annual estimates of the economic impacts of Alaska parks using national visitor spending estimates will be significantly improved.

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

**Visitor Services Project**

# **Katmai National Park and Preserve Visitor Study**



**United States Department of the Interior**

NATIONAL PARK SERVICE  
Katmai National Park & Preserve  
P.O. Box 7  
King Salmon, AK 99613

IN REPLY REFER  
TO:

Summer 2006

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Katmai National Park & Preserve. This information will assist us in our efforts to better manage this site and to serve you, our visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit 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](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

A handwritten signature in black ink that reads "Troy Hamon".

Troy Hamon  
Acting Superintendent



**DIRECTIONS**

Please have the individual, who was randomly selected from your group, complete the following questionnaire. It should take about 20 minutes. After 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; email: littlej@uidaho.edu.

Please go on to the next page →

## Your Visit To Katmai National Park (NP) & Preserve

1. a) Prior to your visit, how did you and your group get information about Katmai NP & Preserve? In the left column below, please check (√) **all** that apply.

\_\_\_\_\_ Obtained no information prior to visit → **Go on to Part b of this Question**

- b) Prior to a future visit, how would you and your group prefer to obtain information about Katmai NP & Preserve? In the right column below, please check (√) **all** that apply.

a) Prior to this visit? (√)	b) Prior to future visits? (√)
_____ Previous visits	_____
_____ Friends/relatives/word of mouth	_____
_____ Travel guides/tour books	_____
_____ Maps/brochures	_____
_____ State welcome center/Chamber of commerce	_____
_____ Television/radio programs/videos	_____
_____ Newspaper/magazine articles	_____
_____ Telephone/written inquiry to park	_____
_____ E-mail inquiry to park	_____
_____ Park website: <a href="http://www.nps.gov/katm/">www.nps.gov/katm/</a>	_____
_____ Other websites	_____
_____ Package tour (cruise, airline, etc.)	_____
_____ Charter flight	_____
_____ Other (Please specify below)	_____
a) _____	b) _____

- c) 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



- d) If NO, what type of park information did you and your group need that was not available? Please be specific.

\_\_\_\_\_

2. a) Prior to this visit, were you and your group aware that you would be visiting Katmai NP & Preserve, an area managed by the National Park Service?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Not sure

b) Prior to this visit, were you and your group familiar with Katmai NP & Preserve rules and regulations?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

c) On this visit, did you and your group take a tour with an independent guide (not a park ranger)?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No → **Go on to Question 3**



d) If YES, did your guide explain the park rules and regulations to you and your group?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

3. How did this visit to Katmai NP & Preserve fit into your travel plans? Please check (√) **only one**.

\_\_\_\_\_ Katmai NP & Preserve was the primary destination

\_\_\_\_\_ Katmai NP & Preserve was one of several destinations

\_\_\_\_\_ Katmai NP & Preserve was not a planned destination

4. On this trip, what was the **primary** reason that you and your group visited the Katmai NP & Preserve/Alaska Peninsula **area** (the area shown on the map on page 7 of this questionnaire)? Please check (√) **only one**.

\_\_\_\_\_ Resident of area (shown on page 7 map) → **Go on to Question 5**

\_\_\_\_\_ Visit Katmai NP & Preserve

\_\_\_\_\_ Participate in bear watching

\_\_\_\_\_ Fishing

\_\_\_\_\_ Other recreation (hiking, backpacking, etc.)

\_\_\_\_\_ Study Alaska Native culture

\_\_\_\_\_ Study natural history

\_\_\_\_\_ Visit friends/relatives in the area

\_\_\_\_\_ Visit other area attractions (besides Katmai NP & Preserve)

\_\_\_\_\_ Business

\_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

5. a) If your group has a member who is not a resident of Alaska, what form of transportation did that person use to **first** arrive in Alaska on this trip?

---

**Please go on to the next page →**

5. b) On this trip, what forms of transportation did you and your group use to arrive at Katmai NP & Preserve? Please check (√) **all** that apply.

\_\_\_\_\_ Commercial airplane (purchased a seat on a scheduled flight)  
 \_\_\_\_\_ Commercial charter airplane  
 \_\_\_\_\_ Commercial charter boat/cruise ship  
 \_\_\_\_\_ Personal airplane (circle float or wheeled)  
 \_\_\_\_\_ Personal boat  
 \_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

6. a) On this trip, did you and your group stay overnight **away from home** in Katmai NP & Preserve, the surrounding area shown on the map on page 7 of this questionnaire, or in Alaska?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No → **Go on to Question 7**



- b) If YES, please list the number of nights you and your group stayed in Katmai NP & Preserve and/or in the **area** shown on the map on page 7.

Number of nights in Katmai NP & Preserve \_\_\_\_\_

Number of nights in Katmai NP & Preserve **area** \_\_\_\_\_

Number of nights in Alaska \_\_\_\_\_

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

	<b>c) Inside park (√)</b>	<b>d) Outside park in area on map (√)</b>
Lodge/motel/cabin/rented condo/home or bed & breakfast	_____	_____
Tent camping in developed campground	_____	_____
Backcountry campsite	_____	_____
Personal seasonal residence	_____	_____
Residence of friends or relatives	_____	_____
Other (Please specify below)	_____	_____

c) \_\_\_\_\_ d) \_\_\_\_\_

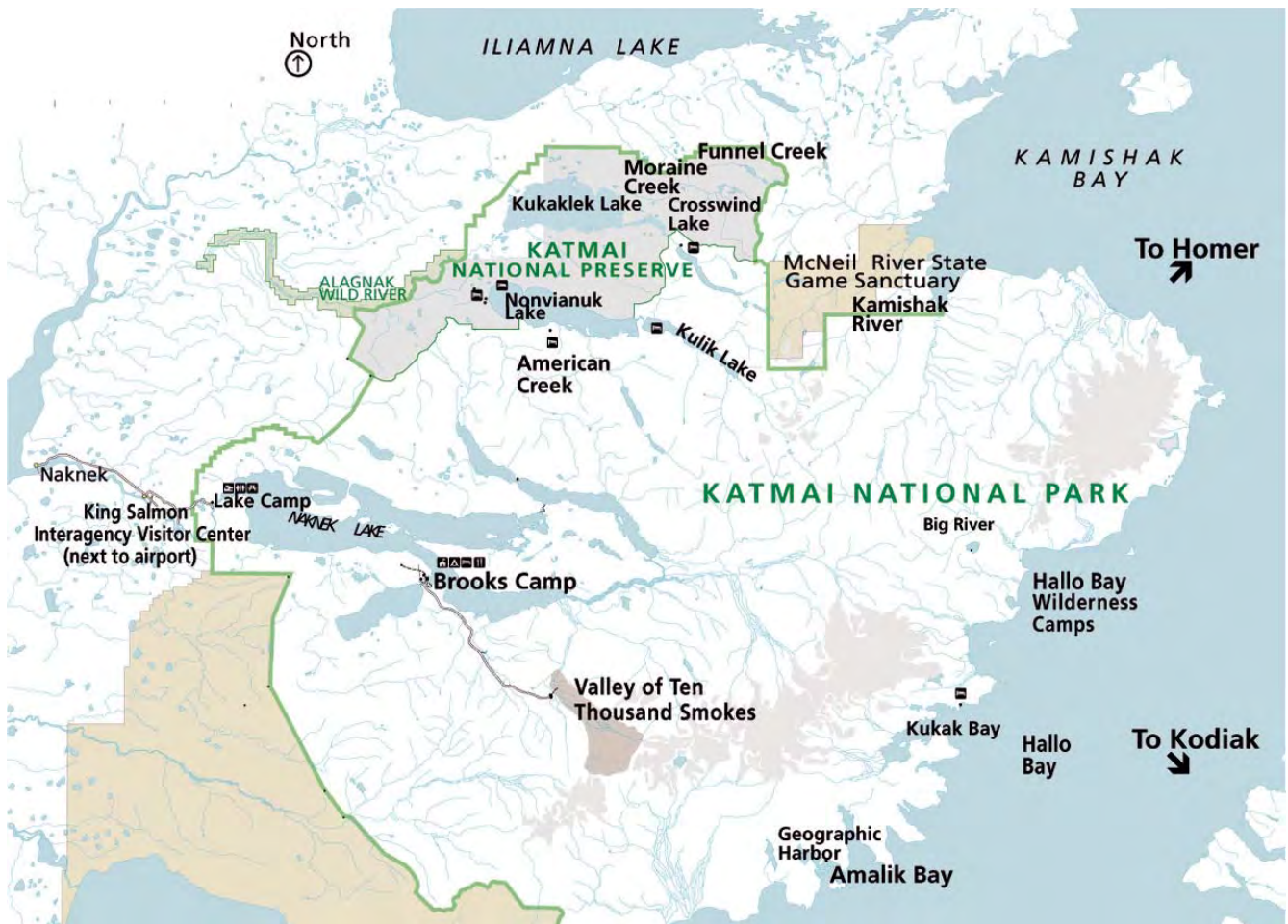
- e) On this trip, where did you and your group stay on the night prior to visiting Katmai NP & Preserve?

Nearest city/town \_\_\_\_\_ State \_\_\_\_\_

- f) Where did you and your group stay on the night after leaving Katmai NP & Preserve?

Nearest city/town \_\_\_\_\_ State \_\_\_\_\_

7. For this visit, please check (✓) **all** the sites that you and your group visited in Katmai NP & Preserve. If you did not visit a site, please leave that line blank. Use the map below to help you locate the sites you visited.



- |  |   |
|--|---|
| <input type="checkbox"/> American Creek                | <input type="checkbox"/> Kamishak River/Bay   |
| <input type="checkbox"/> Big River                     | <input type="checkbox"/> King Salmon Interagency Visitor Center (next to King Salmon airport) |
| <input type="checkbox"/> Brooks Camp                   | <input type="checkbox"/> Funnel Creek   |
| <input type="checkbox"/> Kukak Bay                     | <input type="checkbox"/> Kulik River  |
| <input type="checkbox"/> Crosswind Lake/Moraine Creek  | <input type="checkbox"/> Alagnak River  |
| <input type="checkbox"/> Kukaklek Lake                 | <input type="checkbox"/> Nonvianuk Lake   |
| <input type="checkbox"/> Geographic Harbor/Amalik Bay  | <input type="checkbox"/> Lake Camp  |
| <input type="checkbox"/> Hallo Bay                     |   |
| <input type="checkbox"/> Valley of Ten Thousand Smokes |   |
| <input type="checkbox"/> Other (Please specify: _____) |   |

Please go on to the next page →

8. a) On this visit to Katmai NP & Preserve, what activities did you and your group participate in the park (**excluding** Brooks Camp)? Please check (√) **all** that apply.

b) Please check the activities you and your group participated in while at Brooks Camp.

\_\_\_\_\_ Did not visit Brooks Camp → **Go on to Question 11**

	a) Elsewhere in the park (√)	b) At Brooks Camp (√)
Visiting visitor center	_____	_____
Purchasing sales items in visitor center bookstore	_____	_____
Viewing bears	_____	_____
Fishing—catch and keep	_____	_____
Fishing—catch and release	_____	_____
Dayhiking	_____	_____
Attending bear orientation and safety talk	_____	_____
Attending other ranger-led talks or walks	_____	_____
Taking guided tour in park (with guide other than park ranger)	_____	_____
Photography	_____	_____
Staying in lodge	_____	_____
Dining	_____	_____
Picnicking	_____	_____
Boating	_____	_____
Backpacking	_____	_____
Camping	_____	_____
Other activities: (Please specify below)	_____	_____
a) _____		b) _____

9. a) Did you and/or your group attend any informational/interpretive programs that are offered daily at Brooks Camp?

\_\_\_\_\_ No                      \_\_\_\_\_ Yes → **Go on to Question 10**



b) If NO, please check (√) **all** of the reasons that you and/or your group did not attend the interpretive programs.

\_\_\_\_\_ Not interested in interpretive programs → **Go on to Question 10**

\_\_\_\_\_ Subject not interesting

\_\_\_\_\_ Time not convenient

\_\_\_\_\_ Location not convenient

\_\_\_\_\_ Other (Please specify:

\_\_\_\_\_)

10. a) On this visit to Brooks Camp, please indicate how the following elements may have affected your park experience. Please check (✓) **one** for each element.

Element	Detracted from	No effect	Added to	Did not experience
Current schedule of ranger programs	_____	_____	_____	_____
Ranger availability	_____	_____	_____	_____
Lack of ranger availability	_____	_____	_____	_____
One-mile walk to access bear viewing platforms	_____	_____	_____	_____
Bears blocking access to facilities	_____	_____	_____	_____
Large number of visitors in park	_____	_____	_____	_____
Small number of visitors in park	_____	_____	_____	_____

b) Please explain any "detracted from" responses to part "a" of this question.

\_\_\_\_\_

\_\_\_\_\_

11. It is the National Park Service's responsibility to protect Katmai NP & Preserve's natural and cultural resources/attributes and visitor experiences that depend on these. How important is the protection of the following to you and your group? Please circle **only one** answer for each resource/attribute/experience.

Resource/attribute/experience	Not important	Somewhat important	Moderately important	Very important	Extremely important
Archeological & historical sites	1	2	3	4	5
Bear watching	1	2	3	4	5
Other wildlife & bird watching	1	2	3	4	5
Fishing	1	2	3	4	5
Native plants	1	2	3	4	5
Native animals	1	2	3	4	5
Clean air	1	2	3	4	5
Clean water	1	2	3	4	5
Scenic views	1	2	3	4	5
Solitude	1	2	3	4	5
Natural quiet/sounds of nature	1	2	3	4	5
Wilderness	1	2	3	4	5

Please go on to the next page →

12. On this visit, how much time did you and your group spend at Katmai NP & Preserve? Please list partial hours/days: 1/4, 1/2, or 3/4.

\_\_\_\_\_ Number of hours **If less than 24 hours**

\_\_\_\_\_ Number of days **If 24 hours or more**

13. a) Please check (√) **all** the visitor services and facilities that you or your group **used** during this visit to Katmai NP & Preserve.

b) Next, for only those services and facilities that you or your group **used**, please rate their importance from 1-5.

c) Finally, for only those services and facilities that you or your group **used**, please rate their quality from 1-5.

<b>a) Used service/facility?</b>	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
	1=Not important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

_____ Park brochure/map	_____	_____
_____ Other park brochures/publications	_____	_____
_____ Orientation video program (at visitor center)	_____	_____
_____ Visitor center exhibits	_____	_____
_____ Sales items in the bookstore (visitor center)	_____	_____
_____ Assistance from National Park Service staff	_____	_____
_____ Assistance from concession or guide staff	_____	_____
_____ Ranger-led programs (walks, talks, etc.)	_____	_____
_____ Junior Ranger program	_____	_____
_____ Bulletin boards	_____	_____
_____ Restrooms	_____	_____
_____ Trailside interpretive signs	_____	_____
_____ Access for disabled persons	_____	_____
_____ Website ( <a href="http://www.nps.gov/katm/">http://www.nps.gov/katm/</a> ) used before or during visit	_____	_____



14. a) Please check (✓) the places below that you visited on this trip.

b) For the places you visited, please rate from 1 to 5 how crowded you and your group felt by the number of people present at the following locations. Please circle **only one** answer for each place.

Visit on this trip? (✓)	Not at all crowded	A little crowded	Moderately crowded	Very crowded	Extremely crowded
___ Brooks Camp	1	2	3	4	5
___ Hallo Bay	1	2	3	4	5
___ Geographic Harbor	1	2	3	4	5
___ Moraine Creek	1	2	3	4	5
___ American Creek	1	2	3	4	5
___ Crosswinds Lake	1	2	3	4	5
___ Other (Specify: _____ )	1	2	3	4	5

15. a) On this visit, did you and your group go into the backcountry of Katmai NP & Preserve (backcountry includes all areas other than Brooks Camp developed area and Lake Camp)?

Yes                       No    ➔    **Go on to Question 16**  
 ↓

b) Including this visit, how many times have you gone into Katmai NP & Preserve's backcountry?

Once                       2-4 times                       5 times or more

c) How would you and your group rate the quality of your experience in the backcountry? Please circle **only one** answer.

Very poor               Poor               Average               Good               Very good

d) Is there anything you and your group would like to see changed in the way the backcountry is managed? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please go on to the next page ➔**

**NOTE:** In this questionnaire, your personal group is defined as anyone you are visiting the park with, e.g. spouse, family, friends, etc. This does not include the larger group that you might be traveling with, e.g. school, church, scout, or tour group.

16. On this visit, were you and your personal group with the following types of groups?

- a) Commercial guided tour group?  Yes  No  
(Do not include Valley of 10,000 Smokes, fishing, or bear viewing tours)
- b) School/educational group?  Yes  No
- c) Other organized group?  Yes  No

17. On this visit, what kind of personal group (not guided tour/school group) were you with? Please check (√) **only one**.

- Alone  Family
- Friends  Family and friends
- Other (Please specify: \_\_\_\_\_)

18. On this visit, how many people were in your personal group, including yourself?

Number of people

19. For you and your personal group on this visit, please indicate the following. If you do not have information for a group member, please leave that line blank.

	Gender M=male F=female	Current age	U.S. Zip Code or name of country other than U.S.	Number of visits made to this park (including this visit) past 12 months	lifetime
Yourself	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #5	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #7	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

20. For you and each of the members (age 16 or over) in your personal group on this visit, please indicate the highest level of education completed. Please check (√) **only one** for each person. If you do not have information for a group member, please leave that line blank.

	<b>Highest level of education (√)</b>					
	Some high school	High school graduate/GED	Some college	Bachelor's degree	Masters degree	Doctoral degree
Yourself	_____	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____	_____

21. Which category best represents your annual **household** income? Please check (√) **only one**.

- \_\_\_\_\_ \$30,000 or less
- \_\_\_\_\_ \$30,001-\$60,000
- \_\_\_\_\_ \$60,001-\$90,000
- \_\_\_\_\_ \$90,001-\$120,000
- \_\_\_\_\_ \$120,001 or more
- \_\_\_\_\_ Do not wish to answer

b) What is the number of people in your household? \_\_\_\_\_

22. a) During this visit to Katmai NP & Preserve, did you and your group learn any of the following information? Please check (√) **all** that apply.

b) Next, please check (√) **all** of the topics you and your group are interested in learning about during a future visit.

\_\_\_\_\_ Not interested in learning → **Go on to Question 23**

<b>Topic</b>	<b>a) Learned on this visit?</b>	<b>b) Interested in learning on a future visit?</b>
Brown bears	_____	_____
Volcanism/geology	_____	_____
Salmon or other fish	_____	_____
Other natural history (other than brown bears or fish)	_____	_____
Alaska Native/Native American cultural history	_____	_____
National Geographic exploration expedition	_____	_____
Other (Please specify: _____ )	_____	_____

**Please go on to the next page →**

23. For you and your group, please report all expenditures for the items listed below during this visit to Katmai NP & Preserve (see map on page 7) and in Alaska, other than Katmai. **Please write "0" if no money was spent in a particular category.**

a) Please list your group's total expenditures inside Katmai NP & Preserve, including Brooks Camp and backcountry lodges, as shown on page 7 map.

b) Please list your group's total expenditures in Alaska **outside** the park.

NOTE: Surrounding area residents should only include expenditures that were **directly related** to this visit to Katmai NP & Preserve.

	<b>EXPENDITURES</b>	
	<b>a) Inside Katmai NP &amp; Preserve</b>	<b>b) In Alaska outside park</b>
Package tour (cruise, airline, etc.)	\$ _____	\$ _____
<b><u>Please list expenditures not included in the package tour below:</u></b>		
Lodge/hotel/motel/cabins, B&B, etc.	\$ _____	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____	\$ _____
Other transportation expenses: (including airfare)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Donations	\$ _____	\$ _____

c) How many people do the above expenses cover?

\_\_\_\_\_ Adults (18 years or over)                      \_\_\_\_\_ Children (under 18 years)

24. a) On this visit, what did you and your group like **most** about Katmai NP & Preserve?

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b) On this visit, what did you and your group like **least** about Katmai NP & Preserve?

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25. If you were a manager planning for the future of Katmai NP & Preserve, what would you propose? Please be specific.

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26. Is there anything else you and your group would like to tell us about your visit to Katmai NP & Preserve?

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27. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your group at Katmai NP & Preserve during this visit? 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  
Moscow, Idaho 83844-1139**



## Appendix B. Survey Questions Suggested Re-Write

The questions in this part of the survey help us estimate how much time and money visitors to Katmai National Park and Preserve spend in the park and elsewhere in Alaska. The questions are about spending by you and your personal group. Your personal group consists of the people visiting the park with you such as your spouse, family, or friends—in other words, **those people with whom you shared expenses like food, lodging, and transportation.**

1. What kind of personal group did you share expenses with? Please check (✓) **ONLY ONE**.

- Alone                       Family                       Friends  
 Family and friends                       Other (please specify): \_\_\_\_\_

2. How many people—including you—were in your personal group?

\_\_\_\_\_ Number of people

3. For you and members of your personal group, please complete the following chart. If you do not have information for a group member, please write “dk” in the box to mean you don’t know.

	You		Member 2		Member 3		Member 4		Member 5		Member 6		Member 7	
Gender	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Years of age														
Years of education														
U.S. zip code or country if not U.S.														
If NOT an Alaska resident, how did each member get to Alaska for this trip (air, cruise ship, highway, ferry, combination, or other _____?)														
If NOT an Alaska resident, main purpose of this trip for each member (B=business; V=vacation/pleasure; BP=business/pleasure; FR=visit friends or relatives)														
Number of visits made to Katmai (including this visit), by each person.														
In past 12 months														
Altogether in lifetime														



4. Are you an Alaska resident?

- Yes                       No → Did you decide to visit Katmai . . . [(✓) **ONLY ONE**]



**before** you came to Alaska on this trip     

**while** you were in Alaska     



5. How did this visit to Katmai fit into your travel plans? Please check (✓) **ONLY ONE**.

- Katmai was the **primary** destination  
 Katmai was **one of several** destinations  
 Katmai was **not a planned** destination

6. Where did you and your group stay on the night before visiting Katmai?

Nearest city/town \_\_\_\_\_ State \_\_\_\_\_

7. Where did you and your group stay on the night after visiting Katmai?

Nearest city/town \_\_\_\_\_ State \_\_\_\_\_

8. Were any nights on this trip spent in the home of a personal group member who lives in Alaska?

No                       Yes → How many nights? \_\_\_\_\_

9. (a) Excluding any nights that were spent in a group member's home, did you or anyone in your personal group stay overnight in Katmai NP & Preserve, in the area outside the park that is shown on the map on page 6, or elsewhere in Alaska?

Yes                       No → **Go to Question 10 on the next page**



(b) If YES, please list the number of nights you or someone in your group stayed in Katmai NP & Preserve, in the area immediately outside the park shown on the map on page 6, and in other places in Alaska.

Number of nights in Katmai NP & Preserve \_\_\_\_\_

Number of nights in the **area immediately outside the park** \_\_\_\_\_

Number of nights elsewhere in Alaska \_\_\_\_\_

(c), (d), (e) Please write in the number of nights spent and the number of people who stayed in each type of lodging for all nights on this trip.

	<b>(9.c) INSIDE park</b>		<b>(9.d) OUTSIDE park in area on map</b>		<b>(9.e) Elsewhere in Alaska</b>	
	nights	people	nights	people	nights	people
Total number of . . .						
Nightly lodging (motel/cabin/ lodge/hotel/bed & breakfast)						
Tent camping in developed campground						
Backcountry campsite						
Personal seasonal residence						
Residence of friends/relatives						
Other (Please specify below)						
_____						

## PACKAGE TOUR

10. Now we'd like to know about package tours; a package tour can be everything from coming to Alaska on a cruise ship to a dog-sled ride. Did you or anyone in your personal group go on any **package tours** that included at least some meals, some lodging, and/or some transportation while on this trip?

Yes                       No → **Go to page 5, Independent Travel**



11a. Did you take package tour(s) to visit . . .	Destination		
	Katmai NP & Preserve?	Other Alaska Location(s)?	Alaska in General?
	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

11b. What was included in the package(s)? [Check (✓) ALL THAT APPLY]			
Air transportation			
Ground transportation			
Marine transportation			
Lodging			
Meals			
Guide services			
Fees, such as a fishing license			
Gear, such as tents, other camping equipment, bikes, kayaks			
Admission to events or attractions			
Other (please identify):			
1.			
2.			
3.			

11c. What was the cost per person for the package tour(s)?	\$ _____ per person	\$ _____ per person	\$ _____ per person
11d. How many people in your personal group were on the package tour(s)?	# _____	# _____	# _____

**INDEPENDENT TRAVEL**  
**(TRAVEL THAT WAS NOT PART OF A PACKAGE TOUR)**

In this section please list expenses that you did not report as part of a package tour. Report your expenses where they took place, **NOT** where you paid for them. For example, you may have paid for your Katmai guide, airfare, groceries, or lodging while in Anchorage or outside Alaska before you arrived, but they would be reported in column (a) expenditures for activities in Katmai.

- 12.** For your expenses and those of your personal group that were **NOT** paid for as part of a package tour, please report how much was spent on activities in each area of the state. **If you no longer have your receipts, estimate as closely as you can how much you and your group spent.** Please write "0" if no money was spent in a particular category.
- (a) The total spent on activities that took place within the Katmai NP & Preserve boundary, including Brooks Camp and backcountry lodges.
  - (b) The total spent on activities that took place in the area on the map that is around Katmai, but not within the park itself.
  - (c) The total spent on activities everywhere else in Alaska—that is outside the park and outside its surrounding area. These are expenses you didn't include in columns (a) or (b).

12. Total spent on an activity that took place →			
	(12.a) <i>INSIDE</i> Katmai NP/Preserve	(12.b) <i>OUTSIDE</i> Katmai in the area on map	(12.c) Elsewhere in Alaska
<b>Expenses NOT included in package tours:</b>			
Nightly lodging (motel/cabin/lodge/hotel/bed & breakfast)			
Camping fees and charges			
Guide service fees and charges			
Restaurants and bars			
Groceries and takeout food			
Other tours; e.g., city/sightseeing, day cruise, rafting, riverboat			
Gas and oil for car, RV, boat, plane, etc.			
Transportation expenses: (bus, airfare, ferry, train, rental car, taxi, parking)			
Admission/entrance fees; recreation, entertainment costs			
All other purchases (souvenirs, film, books, sporting goods, clothing, fishing equipment, etc.)			
Donations			
<b>Total spent</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Number of adults (18 years and older) covered by these expenses			
Number of children (under 18) covered by these expenses			



(MAP AND Q 12 ARE ON FACING PAGES)

13. Are there members of your personal group whose expenses were **NOT** included?

No



[Go to  
question

14]

Yes → Please give the member number or numbers (see the Chart on page 1) and a brief description of why their expenses were not included. You may write on the back, if you need more space.

Member Number    Reason expenses not included



14. (a) Before taxes and after taking out business expenses, which category best represents **your household's** total income **in 2008**? Please check (✓) **ONLY ONE**.

\$30,000 or less

\$30,001-\$60,000

\$60,001-\$90,000

\$90,001-\$120,000

\$120,001 or more

Do not wish to answer

(b) How many people did this income support in **2008**? \_\_\_\_\_

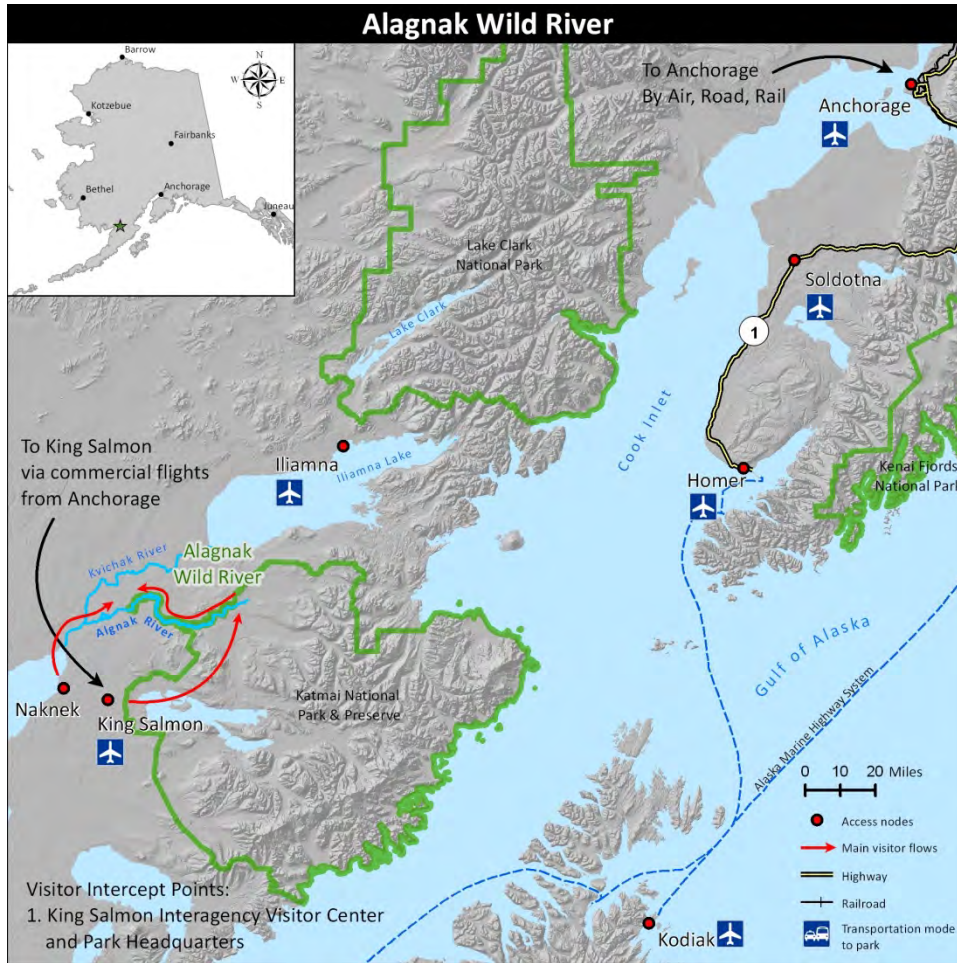
(c) How many of these people were on this trip?

\_\_\_\_\_ Adults (18 years +)    \_\_\_\_\_ Children (under 18)

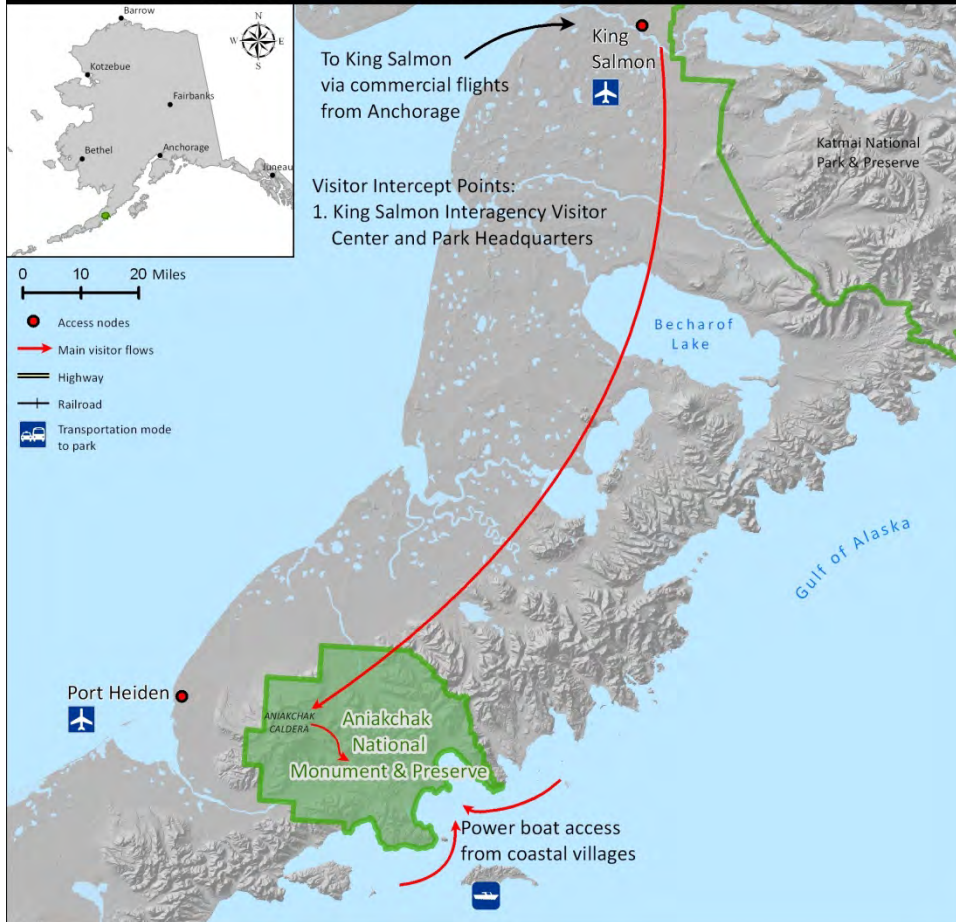
## THANK YOU

for answering these questions; there is no other way we could get this information. We hope you enjoyed your visit to **Katmai** and will return soon.

## Appendix C. Maps Showing Access to Alaska National Parks

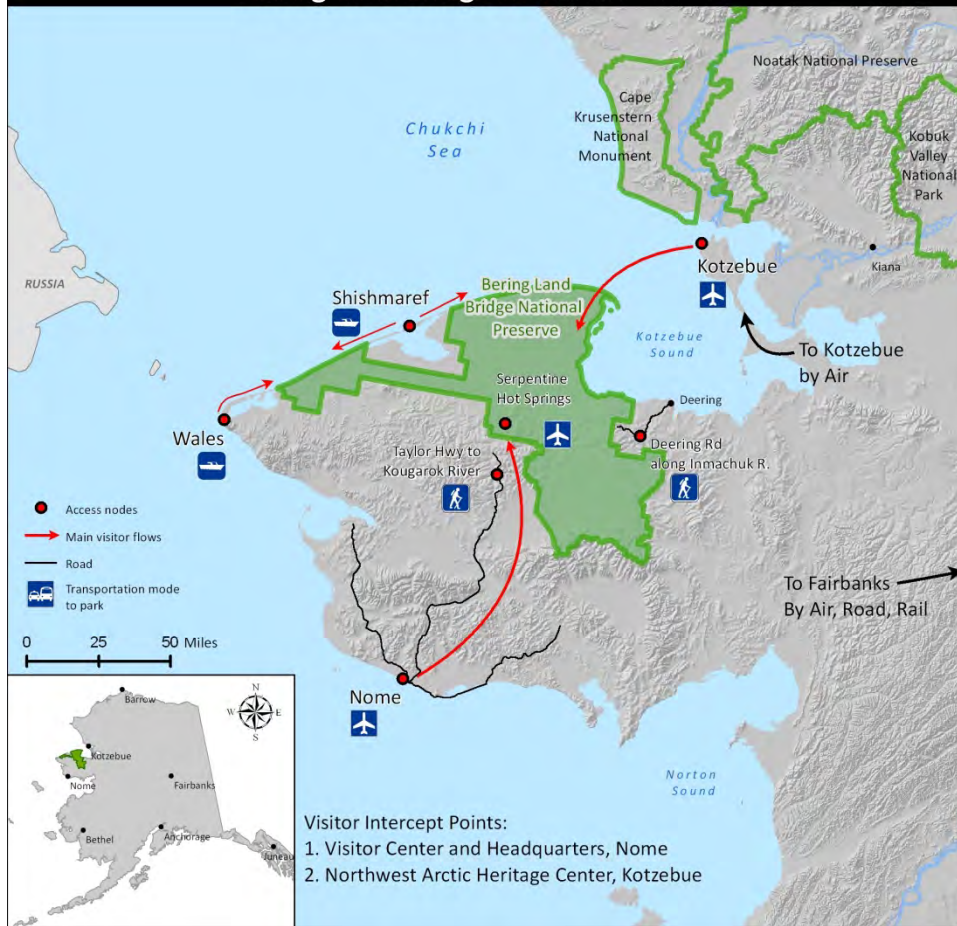


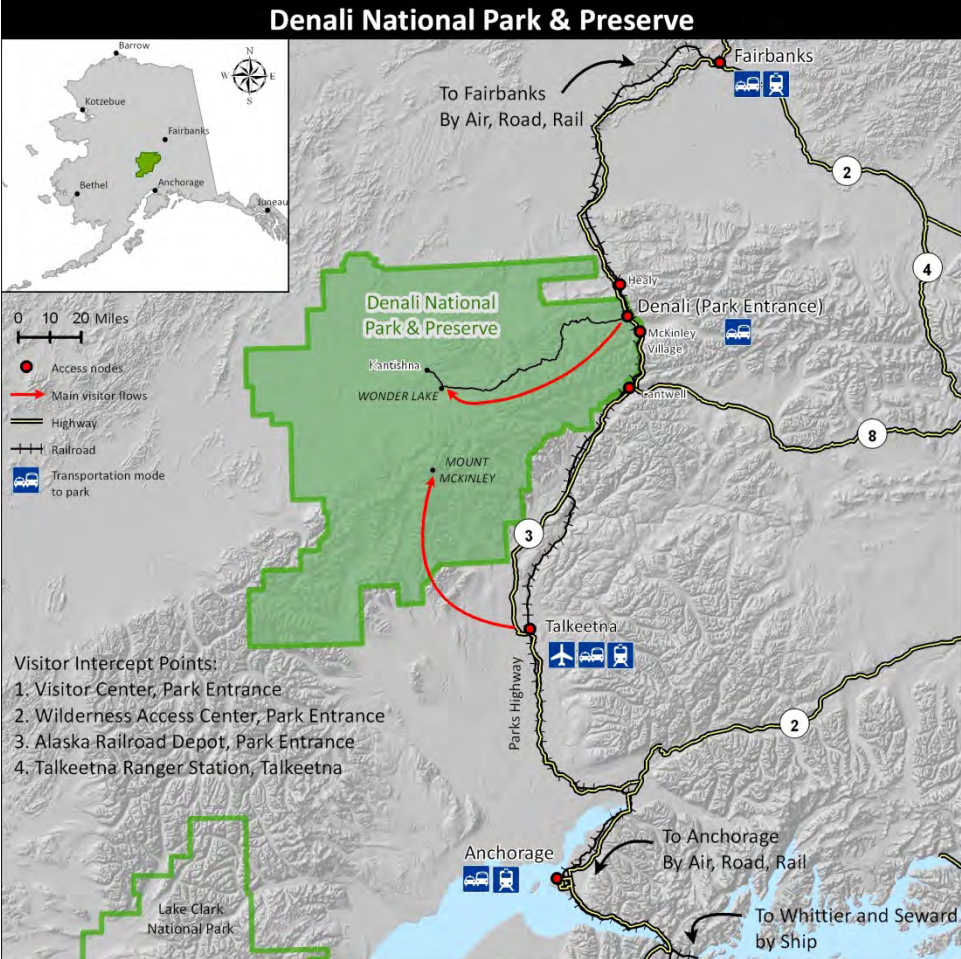
# Aniakchak National Monument & Preserve



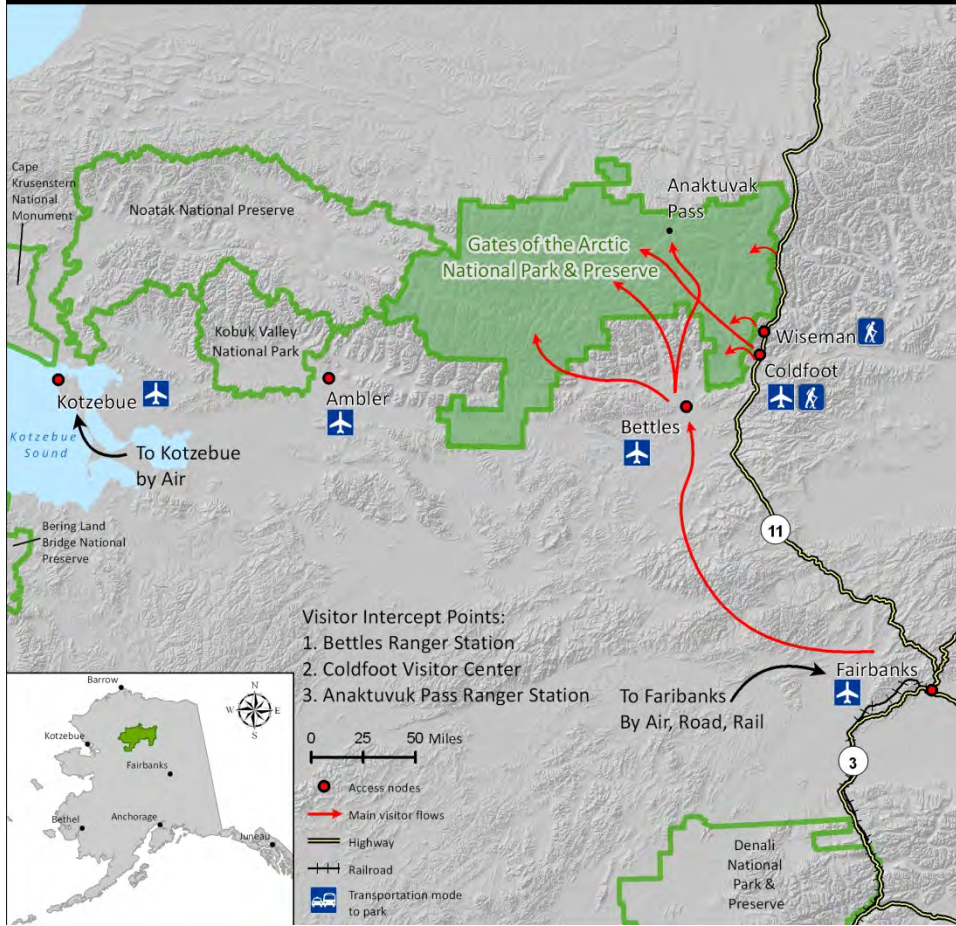


# Bering Land Bridge National Preserve



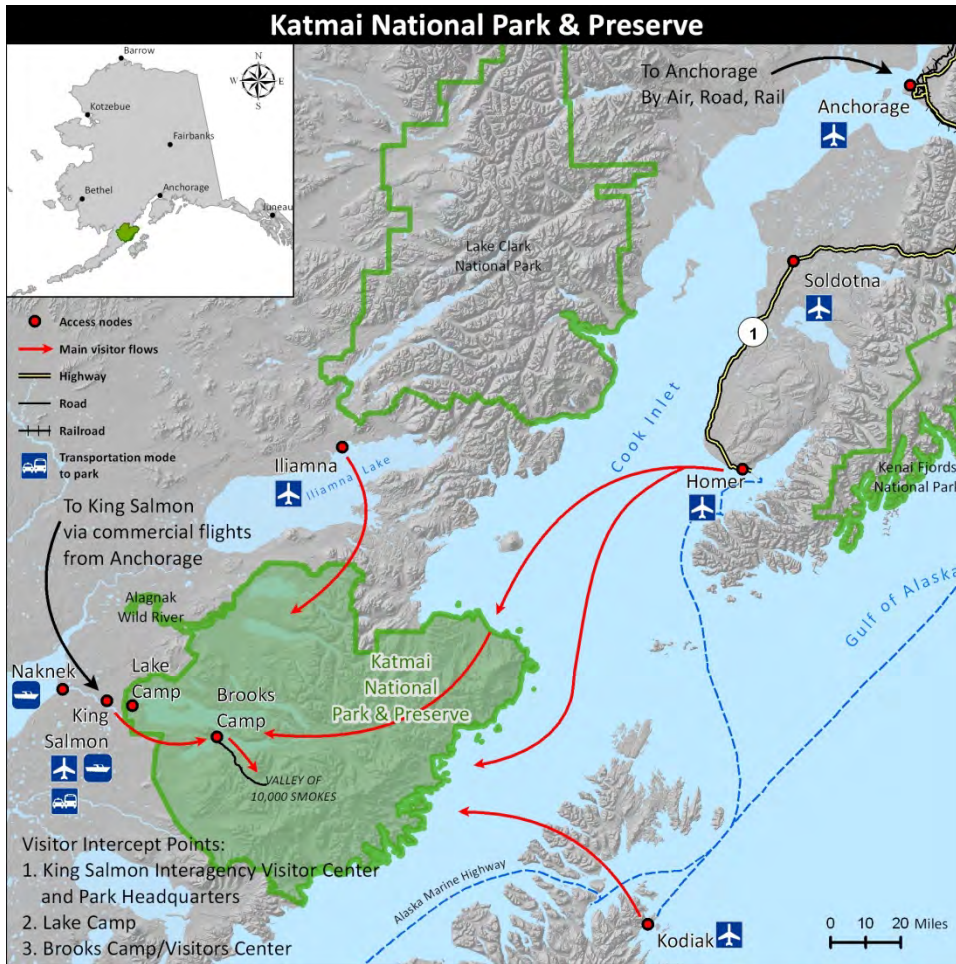


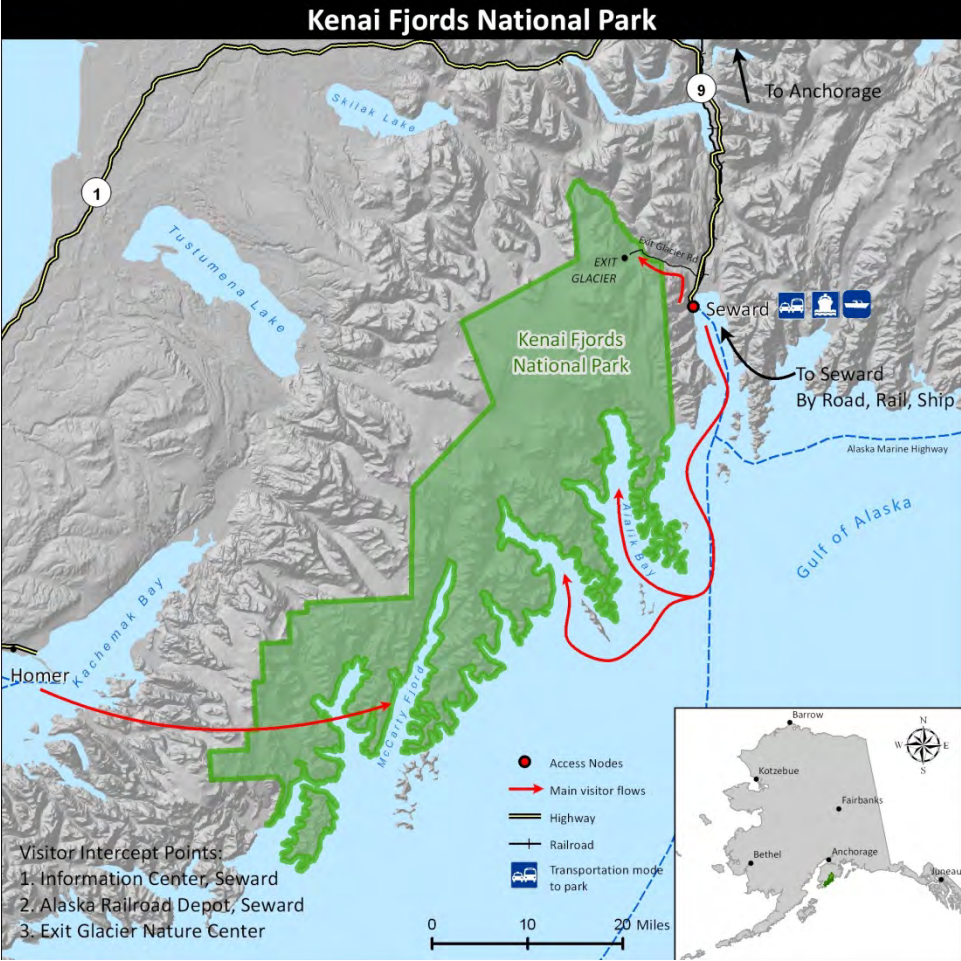
# Gates of the Arctic National Park & Preserve



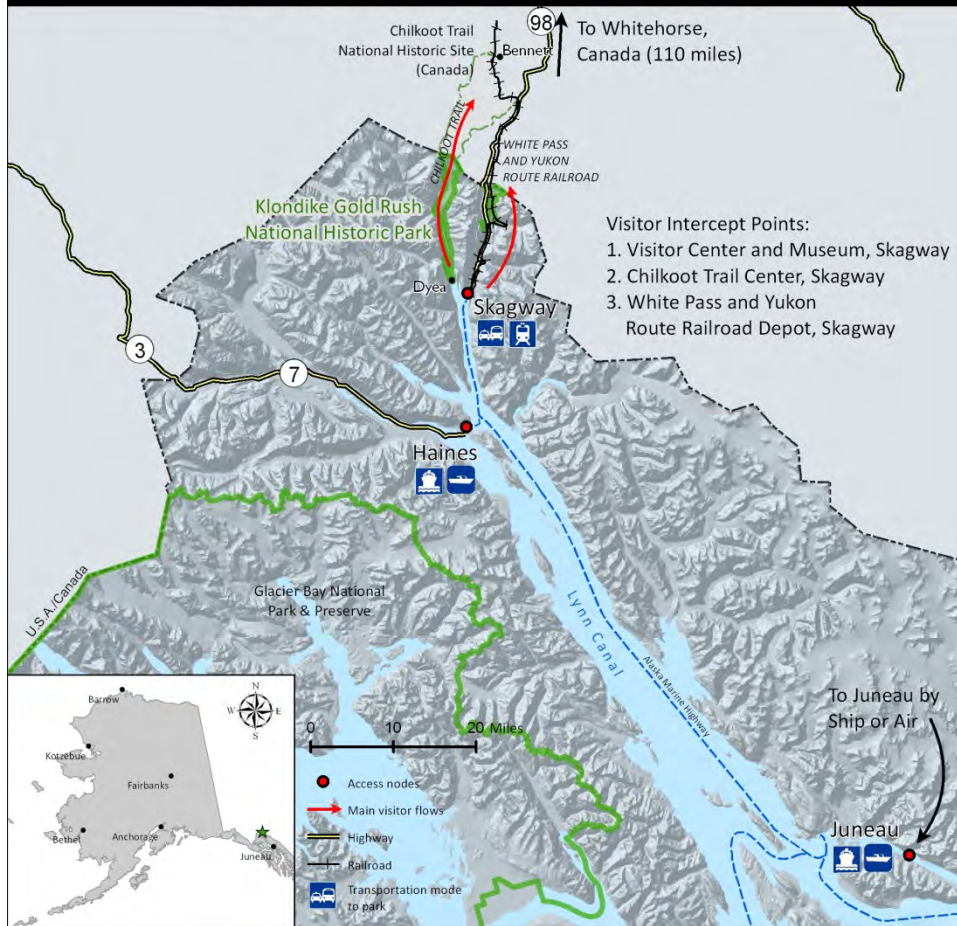
# Glacier Bay National Park & Preserve



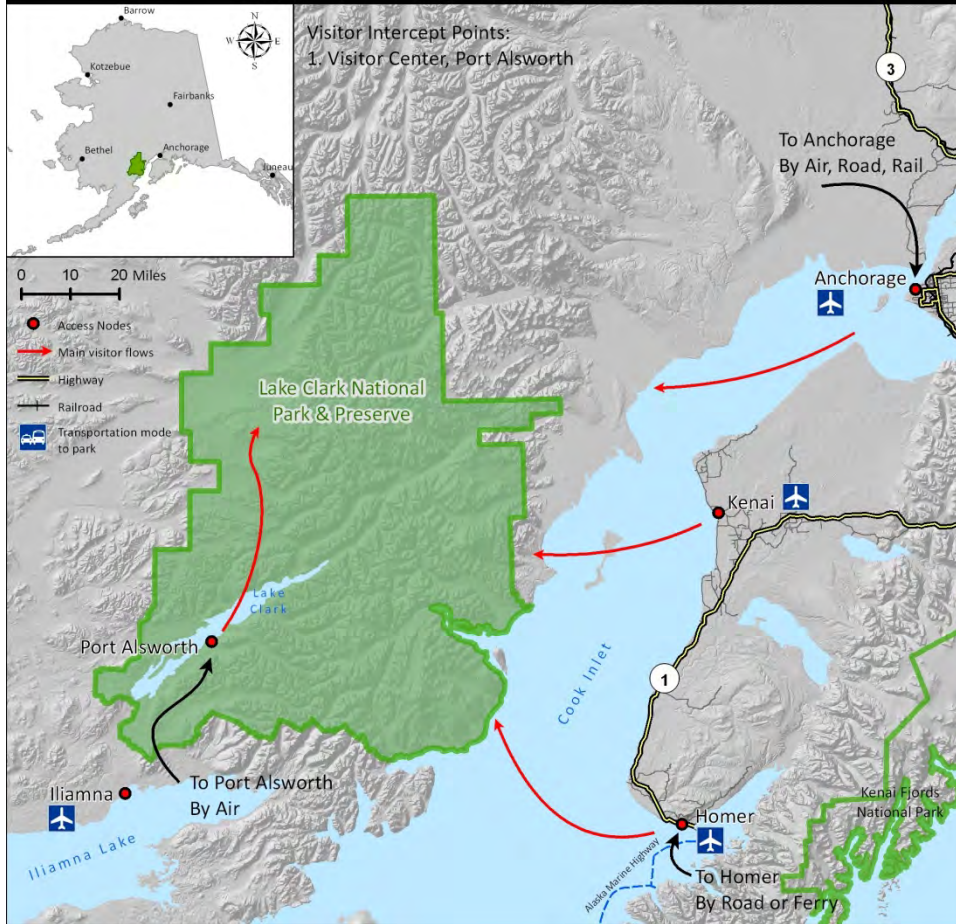




# Klondike Gold Rush National Historic Park

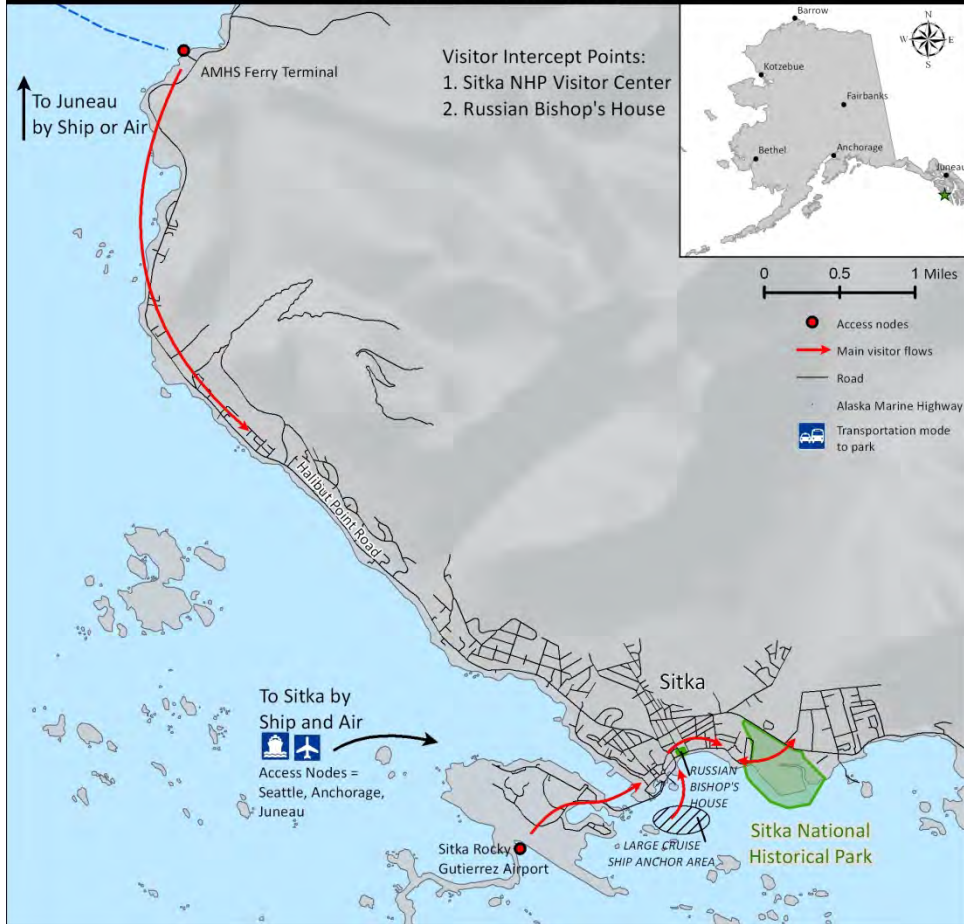


# Lake Clark National Park & Preserve

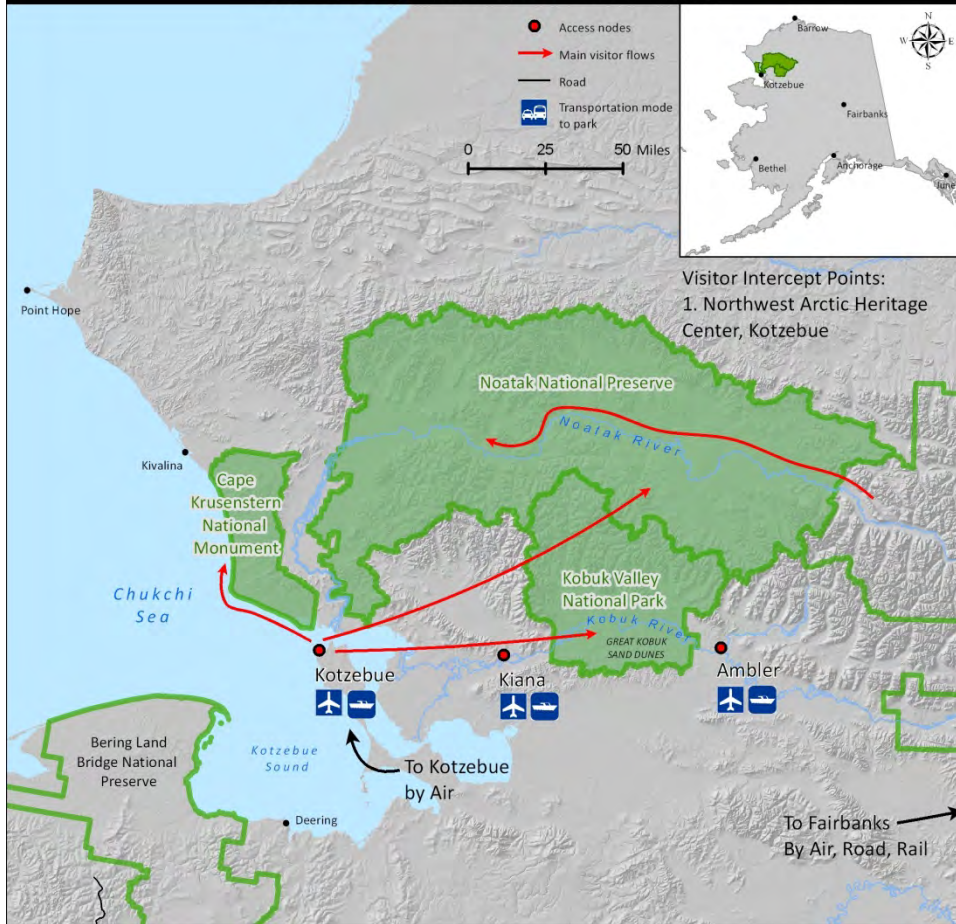




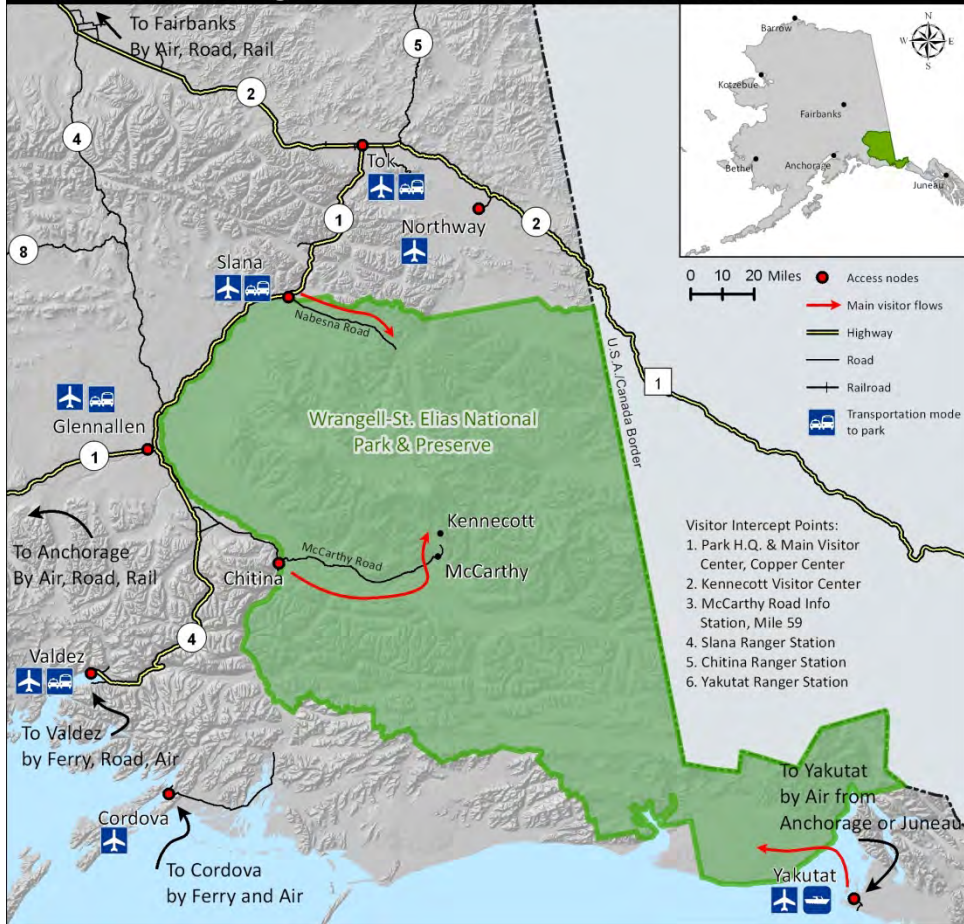
# Sitka National Historic Park



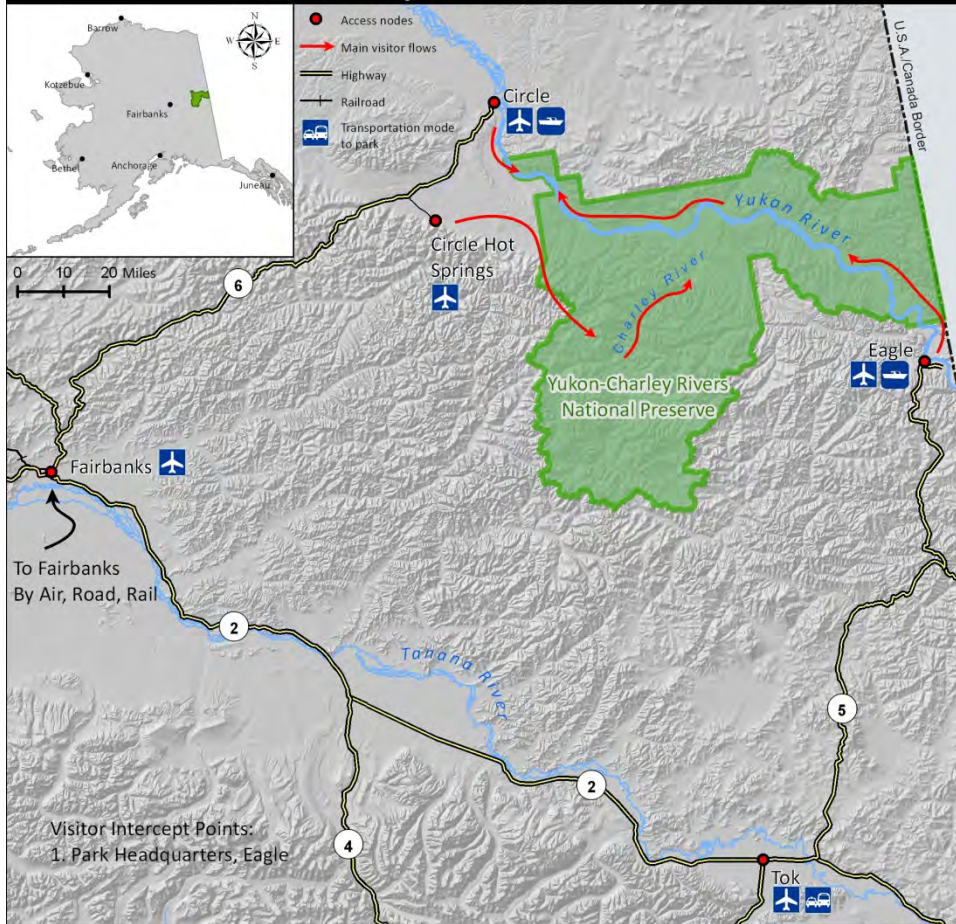
# Western Arctic National Parklands



# Wrangell-St. Elias National Park & Preserve



# Yukon-Charley Rivers National Preserve





# Alaska Visitor Statistics Program VI

State of Alaska  
 Department of Commerce, Community,  
 & Economic Development

<b>A. Interviewer Name:</b> _____		<b>B. Date:</b> _____	
<b>C. Mode and Location</b>			
<b>DOMESTIC AIR</b> 01 <input type="checkbox"/> Anchorage 02 <input type="checkbox"/> Fairbanks 03 <input type="checkbox"/> Juneau 04 <input type="checkbox"/> Ketchikan 05 <input type="checkbox"/> Sitka ↓	<b>INTERNATIONAL AIR</b> 06 <input type="checkbox"/> Anchorage 07 <input type="checkbox"/> Fairbanks <b>FERRY</b> 08 <input type="checkbox"/> to Bellingham 09 <input type="checkbox"/> to Prince Rupert	<b>CRUISE SHIP</b> 10 <input type="checkbox"/> Ketchikan 11 <input type="checkbox"/> Skagway 12 <input type="checkbox"/> Sitka ↓ <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;"> <b>D. Ship Name</b> </div>	<b>HIGHWAY</b> → 13 <input type="checkbox"/> Alcan 14 <input type="checkbox"/> Taylor 15 <input type="checkbox"/> Skagway 16 <input type="checkbox"/> Haines
<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> <b>E. Vehicle Type</b>          01 <input type="checkbox"/> RV/camper          02 <input type="checkbox"/> Car/truck/van          03 <input type="checkbox"/> Motorcoach/bus          04 <input type="checkbox"/> Motorcycle          05 <input type="checkbox"/> Other       </div>			
<b>F. Airline and Flight #</b> _____		<b>G. Refusals</b> _____	

**1. What was the main purpose for this trip?** (Read 1-5)

- |  |  |
|--|--|
| <input type="checkbox"/> Vacation/pleasure             | <input type="checkbox"/> Business and pleasure                           |
| <input type="checkbox"/> Visiting friends or relatives | <input type="checkbox"/> Seasonal worker or student → <b>DISCONTINUE</b> |
| <input type="checkbox"/> Business                      | (seasonal work includes commercial fishing, guiding, oil field work)     |

**2. Which state or country are you visiting from?**

<b>U.S. (2b)</b> <table style="width: 100%;"> <tr> <td>01 <input type="checkbox"/> Alabama</td> <td>15 <input type="checkbox"/> Iowa</td> <td>28 <input type="checkbox"/> Nevada</td> <td>41 <input type="checkbox"/> South Dakota</td> </tr> <tr> <td>03 <input type="checkbox"/> Arizona</td> <td>16 <input type="checkbox"/> Kansas</td> <td>29 <input type="checkbox"/> New Hampshire</td> <td>42 <input type="checkbox"/> Tennessee</td> </tr> <tr> <td>04 <input type="checkbox"/> Arkansas</td> <td>17 <input type="checkbox"/> Kentucky</td> <td>30 <input type="checkbox"/> New Jersey</td> <td>43 <input type="checkbox"/> Texas</td> </tr> <tr> <td>05 <input type="checkbox"/> California</td> <td>18 <input type="checkbox"/> Louisiana</td> <td>31 <input type="checkbox"/> New Mexico</td> <td>44 <input type="checkbox"/> Utah</td> </tr> <tr> <td>06 <input type="checkbox"/> Colorado</td> <td>19 <input type="checkbox"/> Maine</td> <td>32 <input type="checkbox"/> New York</td> <td>45 <input type="checkbox"/> Vermont</td> </tr> <tr> <td>07 <input type="checkbox"/> Connecticut</td> <td>20 <input type="checkbox"/> Massachusetts</td> <td>33 <input type="checkbox"/> North Carolina</td> <td>46 <input type="checkbox"/> Virginia</td> </tr> <tr> <td>08 <input type="checkbox"/> Delaware</td> <td>21 <input type="checkbox"/> Maryland</td> <td>34 <input type="checkbox"/> North Dakota</td> <td>47 <input type="checkbox"/> Washington</td> </tr> <tr> <td>09 <input type="checkbox"/> Florida</td> <td>22 <input type="checkbox"/> Michigan</td> <td>35 <input type="checkbox"/> Ohio</td> <td>48 <input type="checkbox"/> Washington, D.C.</td> </tr> <tr> <td>10 <input type="checkbox"/> Georgia</td> <td>23 <input type="checkbox"/> Minnesota</td> <td>36 <input type="checkbox"/> Oklahoma</td> <td>49 <input type="checkbox"/> West Virginia</td> </tr> <tr> <td>11 <input type="checkbox"/> Hawaii</td> <td>24 <input type="checkbox"/> Mississippi</td> <td>37 <input type="checkbox"/> Oregon</td> <td>50 <input type="checkbox"/> 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<input type="checkbox"/> California	18 <input type="checkbox"/> Louisiana	31 <input type="checkbox"/> New Mexico	44 <input type="checkbox"/> Utah	06 <input type="checkbox"/> Colorado	19 <input type="checkbox"/> Maine	32 <input type="checkbox"/> New York	45 <input type="checkbox"/> Vermont	07 <input type="checkbox"/> Connecticut	20 <input type="checkbox"/> Massachusetts	33 <input type="checkbox"/> North Carolina	46 <input type="checkbox"/> Virginia	08 <input type="checkbox"/> Delaware	21 <input type="checkbox"/> Maryland	34 <input type="checkbox"/> North Dakota	47 <input type="checkbox"/> Washington	09 <input type="checkbox"/> Florida	22 <input type="checkbox"/> Michigan	35 <input type="checkbox"/> Ohio	48 <input type="checkbox"/> Washington, D.C.	10 <input type="checkbox"/> Georgia	23 <input type="checkbox"/> Minnesota	36 <input type="checkbox"/> Oklahoma	49 <input type="checkbox"/> West Virginia	11 <input type="checkbox"/> Hawaii	24 <input type="checkbox"/> Mississippi	37 <input type="checkbox"/> Oregon	50 <input type="checkbox"/> Wisconsin	12 <input type="checkbox"/> Idaho	25 <input type="checkbox"/> Missouri	38 <input type="checkbox"/> Pennsylvania	51 <input type="checkbox"/> Wyoming	13 <input type="checkbox"/> Illinois	26 <input type="checkbox"/> Montana	39 <input type="checkbox"/> Rhode Island		14 <input type="checkbox"/> Indiana	27 <input type="checkbox"/> Nebraska	40 <input type="checkbox"/> South Carolina		<b>Canada (2c) → Which province or territory?</b> 01 <input type="checkbox"/> Alberta 02 <input type="checkbox"/> British Columbia 03 <input type="checkbox"/> Manitoba 04 <input type="checkbox"/> New Brunswick 05 <input type="checkbox"/> Newfoundland/Labrador 06 <input type="checkbox"/> Northwest Territories 07 <input type="checkbox"/> Nova Scotia 08 <input type="checkbox"/> Nunavut 09 <input type="checkbox"/> Ontario 10 <input type="checkbox"/> Prince Edward Island 11 <input type="checkbox"/> Quebec 12 <input type="checkbox"/> Saskatchewan 13 <input type="checkbox"/> Yukon
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<b>International (2a)</b> <table style="width: 100%;"> <tr> <td>01 <input type="checkbox"/> Argentina</td> <td>08 <input type="checkbox"/> Denmark</td> <td>14 <input type="checkbox"/> Israel</td> <td>20 <input type="checkbox"/> New Zealand</td> <td>26 <input type="checkbox"/> Sweden</td> </tr> <tr> <td>02 <input type="checkbox"/> Australia</td> <td>09 <input type="checkbox"/> France</td> <td>15 <input type="checkbox"/> Japan</td> <td>21 <input type="checkbox"/> Norway</td> <td>27 <input type="checkbox"/> Taiwan</td> </tr> <tr> <td>03 <input type="checkbox"/> Austria</td> <td>10 <input type="checkbox"/> Germany</td> <td>16 <input type="checkbox"/> Korea</td> <td>22 <input type="checkbox"/> Portugal</td> <td>28 <input type="checkbox"/> Thailand</td> </tr> <tr> <td>04 <input type="checkbox"/> Belgium</td> <td>11 <input type="checkbox"/> India</td> <td>17 <input type="checkbox"/> Malaysia</td> <td>23 <input type="checkbox"/> Russia</td> <td>29 <input type="checkbox"/> United Kingdom</td> </tr> <tr> <td>05 <input type="checkbox"/> Brazil</td> <td>12 <input type="checkbox"/> Italy</td> <td>18 <input type="checkbox"/> Mexico</td> <td>24 <input type="checkbox"/> Spain</td> <td>2aa <input type="checkbox"/> Other:</td> </tr> <tr> <td>07 <input type="checkbox"/> China</td> <td>13 <input type="checkbox"/> Ireland</td> <td>19 <input type="checkbox"/> Netherlands</td> <td>25 <input type="checkbox"/> Switzerland</td> <td></td> </tr> </table>				01 <input type="checkbox"/> Argentina	08 <input type="checkbox"/> Denmark	14 <input type="checkbox"/> Israel	20 <input type="checkbox"/> New Zealand	26 <input type="checkbox"/> Sweden	02 <input type="checkbox"/> Australia	09 <input type="checkbox"/> France	15 <input type="checkbox"/> Japan	21 <input type="checkbox"/> Norway	27 <input type="checkbox"/> Taiwan	03 <input type="checkbox"/> Austria	10 <input type="checkbox"/> Germany	16 <input type="checkbox"/> Korea	22 <input type="checkbox"/> Portugal	28 <input type="checkbox"/> Thailand	04 <input type="checkbox"/> Belgium	11 <input type="checkbox"/> India	17 <input type="checkbox"/> Malaysia	23 <input type="checkbox"/> Russia	29 <input type="checkbox"/> United Kingdom	05 <input type="checkbox"/> Brazil	12 <input type="checkbox"/> Italy	18 <input type="checkbox"/> Mexico	24 <input type="checkbox"/> Spain	2aa <input type="checkbox"/> Other:	07 <input type="checkbox"/> China	13 <input type="checkbox"/> Ireland	19 <input type="checkbox"/> Netherlands	25 <input type="checkbox"/> Switzerland																					
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07 <input type="checkbox"/> China	13 <input type="checkbox"/> Ireland	19 <input type="checkbox"/> Netherlands	25 <input type="checkbox"/> Switzerland																																																		

**3. What mode of transportation did you use to enter Alaska?**

- |                                      |                                      |   |
|--------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> Air         | <input type="checkbox"/> Highway →   | <b>3a. What type of vehicle were you using?</b>   |
| <input type="checkbox"/> State ferry | <input type="checkbox"/> Cruise ship | 1 <input type="checkbox"/> RV/Camper   2 <input type="checkbox"/> Car/truck/van   3 <input type="checkbox"/> Motorcoach/bus |
| <input type="checkbox"/> Other _____ |                                      | 4 <input type="checkbox"/> Motorcycle   5 <input type="checkbox"/> Other _____  |

**4. Did you travel to more than one community while in Alaska?**   1  Yes   2  No (skip to Q5)

**4a. I'd like to ask you about the modes of transportation you used within Alaska, once you arrived. Which of the following modes of transportation did you use to travel between communities within Alaska?** (Read 1-8)

- |   |   |  |  |  |
|---|---|--|--|--|
| 01 <input type="checkbox"/> Air         | 03 <input type="checkbox"/> Alaska Railroad   | 05 <input type="checkbox"/> Rental vehicle | 07 <input type="checkbox"/> Personal vehicle | 09 <input type="checkbox"/> None of the above  |
| 02 <input type="checkbox"/> State ferry | 04 <input type="checkbox"/> Motorcoach or bus | 06 <input type="checkbox"/> Rental RV      | 08 <input type="checkbox"/> Personal RV      | 10 <input type="checkbox"/> Don't know/refused |

**5. Is this your first trip to Alaska?**   1  Yes (Skip to #8)   2  No

**6. Not including this trip, how many times have you been to Alaska for vacation?** \_\_\_\_\_  
 2  Used to live here   3  DK/Ref.

**7. On your last trip to Alaska, which mode of transportation did you use to . . .**

- |                         |                                |  |                                    |  |  |                                   |
|-------------------------|--------------------------------|--|------------------------------------|--|--|-----------------------------------|
| <b>A. Enter Alaska?</b> | 1 <input type="checkbox"/> Air | 2 <input type="checkbox"/> State ferry | 3 <input type="checkbox"/> Highway | 4 <input type="checkbox"/> Cruise ship | 5 <input type="checkbox"/> Other _____ | 6 <input type="checkbox"/> DK/Ref |
| <b>B. Exit Alaska?</b>  | 1 <input type="checkbox"/> Air | 2 <input type="checkbox"/> State ferry | 3 <input type="checkbox"/> Highway | 4 <input type="checkbox"/> Cruise ship | 5 <input type="checkbox"/> Other _____ | 6 <input type="checkbox"/> DK/Ref |

**8. On this current trip, how many nights total were you in Alaska?**  
 If you overnighted on a cruise ship or ferry, please include all nights on board. \_\_\_\_\_

9a. Where in Alaska did you stay each night while on your trip? (Show grid.)

9b. How many nights and what type of lodging?

	Hotel/ motel	Lodge	B&B	Private home	Campground/ RV	Wilderness Camping	Cruise Ship (9d)	State Ferry (9c)	Other	10. DAY VISIT ?
01 <input type="checkbox"/> State ferry										
02 <input type="checkbox"/> Cruise ship										
03 <input type="checkbox"/> Anchorage										03 <input type="checkbox"/>
04 <input type="checkbox"/> Denali Nat'l Park										04 <input type="checkbox"/>
05 <input type="checkbox"/> Fairbanks										05 <input type="checkbox"/>
06 <input type="checkbox"/> Girdwood/Alyeska										06 <input type="checkbox"/>
07 <input type="checkbox"/> Glacier Bay Nat'l Park										07 <input type="checkbox"/>
08 <input type="checkbox"/> Glennallen										08 <input type="checkbox"/>
09 <input type="checkbox"/> Haines										09 <input type="checkbox"/>
10 <input type="checkbox"/> Homer										10 <input type="checkbox"/>
11 <input type="checkbox"/> Hoonah/ Icy Strait Point										11 <input type="checkbox"/>
12 <input type="checkbox"/> Juneau										12 <input type="checkbox"/>
13 <input type="checkbox"/> Kenai/Soldotna										13 <input type="checkbox"/>
14 <input type="checkbox"/> Ketchikan										14 <input type="checkbox"/>
15 <input type="checkbox"/> Kodiak										15 <input type="checkbox"/>
16 <input type="checkbox"/> Nome										16 <input type="checkbox"/>
17 <input type="checkbox"/> Palmer/Wasilla										17 <input type="checkbox"/>
18 <input type="checkbox"/> Petersburg										18 <input type="checkbox"/>
19 <input type="checkbox"/> Portage										19 <input type="checkbox"/>
20 <input type="checkbox"/> Prince of Wales Is.										20 <input type="checkbox"/>
21 <input type="checkbox"/> Prince William Sound										21 <input type="checkbox"/>
22 <input type="checkbox"/> Seward										22 <input type="checkbox"/>
23 <input type="checkbox"/> Sitka										23 <input type="checkbox"/>
24 <input type="checkbox"/> Skagway										24 <input type="checkbox"/>
25 <input type="checkbox"/> Talkeetna										25 <input type="checkbox"/>
26 <input type="checkbox"/> Tok										26 <input type="checkbox"/>
27 <input type="checkbox"/> Valdez										27 <input type="checkbox"/>
28 <input type="checkbox"/> Whittier										28 <input type="checkbox"/>
29 <input type="checkbox"/> Wrangell										29 <input type="checkbox"/>
30 <input type="checkbox"/> Other (1)										37 <input type="checkbox"/>
31 <input type="checkbox"/> Other (2)										38 <input type="checkbox"/>
32 <input type="checkbox"/> Other (3)										39 <input type="checkbox"/>
33 <input type="checkbox"/> Other (4)										40 <input type="checkbox"/>
34 <input type="checkbox"/> Other (5)										41 <input type="checkbox"/>
35 <input type="checkbox"/> Other (6)										42 <input type="checkbox"/>
36 <input type="checkbox"/> Other (7)										43 <input type="checkbox"/>

10. Did you visit any communities or destinations without spending the night? 44  None OR \_\_\_\_\_ 

**NON-CRUISE VISITORS ONLY**

11. Excluding transportation to and from Alaska, can you estimate how much your traveling party spent on your entire Alaska trip? Your traveling party are those with whom you shared expenses. \$ \_\_\_\_\_  
 2  Don't know 3  Ref.

4  CHECK HERE if amount includes transportation because respondent was unable to separate transportation costs.

12. Did your party purchase any multi-day packages that included lodging, transportation, and activities?

1  Yes  $\implies$  12a. Which of the following best describes this package? (Read 1-6)

- 2  No  
 3  Don't know  
 4  Refused
- 01  Fishing lodge package  
 02  Wilderness lodge package  
 03  Motorcoach tour  
 04  Rail package  
 05  Rental car or RV package  
 06  Adventure tour (hiking, biking, kayaking, rafting)  
 07  Other \_\_\_\_\_

12b. Which portions of your trip were included in this package? (Show list)

- 01  Air 03  Meals 05  Railroad 07  Vehicle/RV rental 09  Fishing  
 02  Lodging 04  Tours 06  Ferry 08  Bus/motorcoach 10  Other \_\_\_\_\_

12c. Can you estimate the price per person for this package?

\$ \_\_\_\_\_ 2  Don't know 3  Ref.

4  CHECK HERE if amount applies to party.

**STATE FERRY PASSENGERS ONLY**

13. Can you estimate the price per person for your ferry tickets? \$ \_\_\_\_\_ 2  Don't know 3  Ref.

4  CHECK HERE if amount applies to party.

**CRUISE VISITORS ONLY**

14. What was the name of your cruise line? \_\_\_\_\_ 2  Don't know 3  Ref.

15. Which of the following best describes your Alaska trip? (Read 1-4)

- 1  Round trip cruise from Vancouver, Seattle, or San Francisco? (skip to Q17)  
 2  Cruise one-way, fly one-way  
 3  Cruise with an overnight Alaska land tour  $\rightarrow$   
 4  In-state cruise  
 5  Other \_\_\_\_\_

15a. Besides your cruise, which portions of your trip were included in your land tour package? (Show list)

- 01  Air 03  Meals 05  Vehicle/RV rental 07  Railroad 09  DK/R  
 02  Lodging 04  Tours 06  Bus/motorcoach 08  Other \_\_\_\_\_

15b. Did you purchase your land tour from your cruise line or through a different company?

- 1  Cruise line 3  Don't know  
 2  Different co. 4  Ref.

16. Did you spend any nights in Alaska on your own, in addition to your cruise or land tour package?

- 1  Yes 2  No 3  Don't know

17. Can you estimate the price per person for your cruise or cruise/tour package? \$ \_\_\_\_\_ 2  Don't know 3  Ref.  
 4  CHECK HERE if amount applies to party.

17a. Did this price include airfare?

- 1  Yes 2  No 3  Don't know 4  Ref.

18. Can you estimate what your traveling party spent on the rest of your Alaska trip? Please include tours your party bought before and during your trip. \$ \_\_\_\_\_ 2  Don't know 3  Ref.

19. Now I'd like to ask you about your party's spending in each community. Let's start with (community). While in (community), about how much did your party spend on lodging? Show categories.

If "none," enter \$0. If "don't know," enter DK.

Include all communities from Q9/10	Lodging	Tours Activities Entertainment	Gifts Souvenirs Clothing	Food Beverage	Rental Cars Fuel Transportation	Other (inc. package if in 1 community)
a. _____	\$	\$	\$	\$	\$	\$
b. _____	\$	\$	\$	\$	\$	\$
c. _____	\$	\$	\$	\$	\$	\$
d. _____	\$	\$	\$	\$	\$	\$
e. _____	\$	\$	\$	\$	\$	\$
f. _____	\$	\$	\$	\$	\$	\$
g. _____	\$	\$	\$	\$	\$	\$
h. _____	\$	\$	\$	\$	\$	\$
i. _____	\$	\$	\$	\$	\$	\$
j. _____	\$	\$	\$	\$	\$	\$
k. _____	\$	\$	\$	\$	\$	\$
l. _____	\$	\$	\$	\$	\$	\$
m. _____	\$	\$	\$	\$	\$	\$
n. _____	\$	\$	\$	\$	\$	\$
o. _____	\$	\$	\$	\$	\$	\$

20. Which tours or activities did you participate in while in Alaska? (Show list)	21. Where did you participate in these activities?
01 <input type="checkbox"/> ATV/4-wheeling	
02 <input type="checkbox"/> Biking	
03 <input type="checkbox"/> Bird watching	
04 <input type="checkbox"/> Business	
05 <input type="checkbox"/> Camping	
06 <input type="checkbox"/> City/sightseeing tours	
07 <input type="checkbox"/> Day cruises      whale watch, wildlife, glacier, riverboat, jet boat	
08 <input type="checkbox"/> Dog sledding	
09 <input type="checkbox"/> Fishing (guided)	
10 <input type="checkbox"/> Fishing (unguided)	
11 <input type="checkbox"/> Flightseeing	
12 <input type="checkbox"/> Gold panning/mine tour	
13 <input type="checkbox"/> Hiking/nature walk	
14 <input type="checkbox"/> Historical/cultural attractions Pioneer Park, festivals, Russian history	
15 <input type="checkbox"/> Native cultural tours/activities	
16 <input type="checkbox"/> Hunting	
17 <input type="checkbox"/> Kayaking/canoeing	
18 <input type="checkbox"/> Museums	
19 <input type="checkbox"/> Northern Lights viewing	
20 <input type="checkbox"/> Rafting	
21 <input type="checkbox"/> Salmon bake	
22 <input type="checkbox"/> Shopping	
23 <input type="checkbox"/> Shows/Alaska entertainment	
24 <input type="checkbox"/> Train – Alaska Railroad	
25 <input type="checkbox"/> Train – White Pass/Yukon	<b>SKAGWAY</b>
26 <input type="checkbox"/> Tramway/gondola	
27 <input type="checkbox"/> Visiting friends/relatives	
28 <input type="checkbox"/> Wildlife viewing	
29 <input type="checkbox"/> Zip-line	
30 <input type="checkbox"/> Other activity:	
31 <input type="checkbox"/> Other activity:	
32 <input type="checkbox"/> Other activity:	



**(SKIP Q22-Q23 FOR BUSINESS-ONLY TRAVELERS)**

**22. How well did your trip to Alaska live up to what you expected from an Alaska vacation? Was it...** (Read 1-5)

- Much higher than expectations   
  About what you expected   
  Below expectations   
  Don't know  
 Higher than expectations   
  Far below expectations   
  Refused

**23. In terms of value for the money, how does Alaska compare with other vacation destinations you've visited in the past five years? Was it...** (Read 1-5)

- Much better   
  About the same   
  Worse   
  Don't know  
 Better   
  Much worse   
  Refused

**24. Please tell me whether you were very satisfied, satisfied, dissatisfied, or very dissatisfied with the following aspects of your Alaska trip:**

	Very Satisfied	Satisfied	Neither/Neutral	Dissatisfied	Very Dissatisfied	Did not use	DK/Ref.
a. Your overall experience in Alaska	1	2	3	4	5	6	7
b. Accommodations	1	2	3	4	5	6	7
c. Restaurants	1	2	3	4	5	6	7
d. Shopping	1	2	3	4	5	6	7
e. Visitor information services	1	2	3	4	5	6	7
f. Sightseeing	1	2	3	4	5	6	7
g. Tours and activities	1	2	3	4	5	6	7
h. Wildlife viewing	1	2	3	4	5	6	7
i. Transportation within Alaska	1	2	3	4	5	6	7
j. Friendliness of residents	1	2	3	4	5	6	7
k. Value for the money	1	2	3	4	5	6	7

**25. How likely are you to recommend Alaska as a vacation destination to others?** (Read 1-4)

- Very likely   
  Unlikely   
  Don't know  
 Likely   
  Very unlikely   
  Refused

**26. How likely are you to return to Alaska in the next five years?** (Read 1-4)

- Very likely   
  Unlikely   
  Don't know  
 Likely   
  Very unlikely   
  Refused

**27. How far in advance did you decide to come on this trip to Alaska?** \_\_\_\_\_ # of months OR  < 1 month  
 Don't know

**28. How far in advance did you book your major travel arrangements?** \_\_\_\_\_ # of months OR  < 1 month  
 Did not book anything     Don't know

**29. Did you use the Internet to research or book any portion of your trip?**

- No (Skip to Q30)   
  Don't know (Skip to Q30)  
 Yes, research only (Skip to Q29b)  
 Yes, research & book   
 ➔ **29a. Which portions of your trip did you book through the Internet?**  
     01  Airfare    03  Tours    05  Cruise    07  Overnight packages    09  DK/R  
     02  Lodging    04  Vehicle rental    06  Ferry    08  Other \_\_\_\_\_

**29b. Did you visit the official State of Alaska travel website travelalaska.com?**

- Yes   
  No   
  Don't know   
  Refused

**30. Did you book any portion of your trip through a travel agent?**

- Yes → **30a. Which portions of your trip did you book through a travel agent?**  
 No   
 01  Airfare    03  Tours    05  Cruise    07  Overnight packages    09  DK/R  
 Don't know   
 02  Lodging    04  Vehicle rental    06  Ferry    08  Other \_\_\_\_\_  
 Refused

**31. Did you receive the State of Alaska Official Vacation Planner?**

- Yes   
  No   
  Don't know   
  Refused

**32. What other sources did you use to get information about Alaska?** (Show list)

- 01  AAA    08  Friends/family/co-workers    16  Travel/recreation exhibitions  
 02  Brochures    09  Hotel/lodge    17  Milepost  
 24  Cell phone apps    10  Library    18  North to Alaska Guide  
 03  Club/organization/church    11  Magazine    19  Other travel guide/book  
 04  Community brochures    12  Newspaper    20  Other \_\_\_\_\_  
 05  Convention & Visitor Bureau(s)    13  Prior experience    21  Other \_\_\_\_\_  
 06  Cruise line    14  Television    22  None  
 07  Ferry brochure/schedule    15  Tour company    23  Don't know/refused

33a. Including yourself, how many people are traveling in your immediate party?  
By party, I mean those sharing expenses such as food, lodging, and transportation. \_\_\_\_\_

33b. Including yourself, what is the total number of people traveling in your group?  
By group, I mean friends or relatives that are traveling with you. \_\_\_\_\_

34. What are the ages and gender of the \_\_\_\_\_ people in your traveling party? (Enter first 8 members of party only)

	34a.		34b.		34a.		34b.
	Male	Female	Age		Male	Female	Age
Yourself	1	2		Traveler #5	1	2	
Traveler #2	1	2		Traveler #6	1	2	
Traveler #3	1	2		Traveler #7	1	2	
Traveler #4	1	2		Traveler #8	1	2	

35. Are there children living in your household? 1  Yes 2  No 3  Don't know 4  Refused

36. Are you retired, or semi-retired? 1  Yes 2  No 3  Don't know 4  Refused

37. Please point to the highest level of education you had the opportunity to complete.

- 01  Grade 11 or less
- 02  High school graduate/GED
- 03  Associate/technical degree
- 04  Some college
- 05  Graduated from college
- 06  Masters/Doctorate
- 07  Don't know
- 08  Other \_\_\_\_\_
- 09  Refused

38. Please point to the category that best describes your household. (Before-tax income, US\$)

- 01  Less than \$25,000
- 02  \$25,000 to \$50,000
- 03  \$50,000 to \$75,000
- 04  \$75,000 to \$100,000
- 05  \$100,000 to \$125,000
- 06  \$125,000 to \$150,000
- 07  \$150,000 to \$200,000
- 08  More than \$200,000
- 09  Don't know
- 10  Refused
- Other currency: \_\_\_\_\_

39. The State of Alaska may wish to contact you in the future to find out more about your Alaska experiences. Would you be willing to provide your email address? Your information would not be shared or used for any purposes other than visitor research.

- 01  Yes \_\_\_\_\_
- 02  No
- 03  Don't have email

*Thank you!*