

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

- This report describes the results of a visitor study at Denali National Park (NP) & Preserve during August 1-7, 2006. A total of 1008 questionnaires were distributed to visitor groups. Of those, 815 questionnaires were returned, resulting in an 81.1% response rate.
- This report profiles a systematic random sample of Denali NP & Preserve visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-one percent of visitor groups were in groups of two, 28% were in groups of three or four, and 27% were groups of five or more. Fifty-eight percent of visitor groups were family groups. Fifty-one percent of groups traveled to the park with a commercial guided tour group. Sixty-one percent of visitors were ages 36-65 years and 7% were ages 15 years or younger. Nine percent of visitor groups contained members with physical conditions that affected their park experience. Eighty-five percent of visitors visited the park for the first time.
- Prior to this visit, visitor groups most often obtained information about Denali NP & Preserve through travel guides/tour books (64%), friends/relatives/word of mouth (49%), and packaged tours (40%). Most groups (88%) received the information they needed about the park.
- Eighty-four percent of visitor groups' primary reason for traveling to the Denali NP & Preserve area (Healy to Trapper Creek/Talkeetna) was to visit Denali NP & Preserve. The reasons for visiting the park and preserve that received the highest combined proportions of "extremely important" and "very important" ratings included viewing wildlife (93%, N=793), enjoying scenic beauty (93%, N=790) visiting Alaska (89%, N=789), and viewing Mount McKinley (82%, N=788).
- Thirty-nine percent of visitor groups spent ten or more hours at the park, 25% spent seven to ten hours, and 15% spent up to three hours. Seventy-two percent of visitor groups spent two or three days at the park and 15% spent four or more days.
- The most common activities that visitor groups participated in were viewing scenery (93%), viewing wildlife (91%), and experiencing wilderness (57%).
- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used facilities by visitor groups included the Denali Visitor Center (85%), train depot (52%), and Wilderness Access Center (51%). The facilities that received the highest combined proportions of "extremely important" and "very important" ratings included park campgrounds (88%, N=109) and the train depot (77%, N=364). The facilities that received the highest combined proportions of "very good" and "good" quality ratings included the sled dog kennels (95%, N=184) and Denali Visitor Center (93%, N=620). The most used services by visitor groups included the park brochure/map (73%), assistance from information desk staff (54%), and Visitor Transportation System (41%). The services that received the highest combined proportions of "extremely important" and "very important" ratings included the Tundra Wilderness Tour (98%, N=265) and Visitor Transportation System in park (95%, N=307). The services that received the highest combined proportions of "very good" and "good" quality ratings included airplane landing on park glaciers (95%, N=38), guided hikes/talks (94%, N=92), and ranger-led programs/walks/talks (94%, N=146).
- Most visitor groups (93%) rated the overall quality of services, facilities, and recreational opportunities at Denali NP & Preserve as "very good" or "good." Less than 2% of visitor groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>