

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

- This report describes the results of a visitor study at Katmai National Park and Preserve (NP & Preserve) during June 16-28, 2006, July 11-20, 2006, and August 6-23, 2006. A total of 682 questionnaires were distributed to visitor groups. Of those, 507 questionnaires were returned, resulting in a 74.3% response rate.
- This report profiles a systematic random sample of Katmai 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-four percent of visitor groups were in groups of two, 25% were in groups of three or four, and 23% were groups of five or more. Forty-two percent were groups of friends; 27% were with family. Twenty-one percent were part of a commercial guided tour group. Fifty-one percent of visitors were ages 46-65 years and 5% were ages 15 years or younger. Fifty-seven percent of visitors were male; 43% were female.
- United States visitors were from California (16%), Alaska (12%), Colorado (6%), and 44 other states. International visitors, comprising 11% of the total visitation, were from Germany (26%), United Kingdom (12%), and 14 other countries. Most visitors (84%) were visiting for the first time in their lifetime.
- Prior to this visit, visitor groups most often obtained information about Katmai NP & Preserve through travel guides/tour books (44%), friends/relatives/word of mouth (41%), and the park website (30%). Thirteen percent of visitor groups did not obtain any information about the park before their visit.
- Of the visitor groups that spent less than 24 hours at the park, 64% of visitor groups spent five or more hours. Of the visitor groups that spent 24 hours or more at the park, 53% of visitor groups spent two or three days and 25% spent six or more days.
- For 84% of visitor groups, their primary reason for visiting the Katmai NP & Preserve/Alaska Peninsula area was to participate in bear watching. The most common sites visited in the park were Brooks Camp (61%), Geographic Harbor/Amalik Bay (21%) and King Salmon Interagency Visitor Center (18%). The most common activities in the park were viewing bears at Brooks Camp (97%) and elsewhere in the park (75%).
- 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 services/facilities by visitor groups included the restrooms (68%), park brochure/map (63%), and assistance from NPS staff (62%). The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included restrooms (89%, N=268), assistance from NPS staff (76%, N=246) and orientation video program (75%, N=201). The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings included assistance from NPS staff (87%, N=239), orientation video program (87%, N=199), and assistance from concession/guide staff (83%, N=115).
- The average of total expenditures in and outside the park (Alaska Peninsula) per visitor group was \$7,480. The median visitor group expenditure (50% of groups spent more, 50% spent less) was \$5,200. The average per capita expenditure was \$3,068.
- Most visitor groups (93%) rated the overall quality of services, facilities, and recreational opportunities at Katmai 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>