

Visitor Services Project

Kenai Fjords National Park

Report Summary

- This report describes the results of a study of visitors to Kenai Fjords National Park during July 7-13, 1990. Four hundred and seventy-five questionnaires were distributed and 383 returned, an 81% response rate.
- This report profiles Kenai Fjords visitors. A separate appendix has their comments about the park and their visit. A summary of these comments is included in this report and the appendix.
- Visitors were commonly families (60%); often in groups of two (47%). Thirty-one percent of visitors were 56-70 years old. Most (78%) were on their first Kenai Fjords visit.
- Foreign visitors comprised 5% of the total visitation and commonly came from Canada, Japan, and Germany. Americans came from Alaska (24%), California (12%), Washington (6%), and other states.
- Forty-two percent of the visitors who spent less than one day in the park stayed 8-21 hours. Of the visitors spending more than one day, most stayed two days (51%). Visitor activities included photography (95%), viewing wildlife (86%), walking the trail to Exit Glacier (78%) and taking a coastal boat tour (55%).
- Denali was the Alaska national park most visitors visited or were planning to visit on this trip (70%). At Kenai Fjords, most visitors went to Exit Glacier (76%) and the visitor center (61%).
- Of those visitors spending money on the day they visited, the average visitor group spent \$215.00; the average per capita expenditure was \$72.00. Thirty percent of visitors spent \$251.00 or more for all of their expenditures. Visitors spent the greatest proportion of their money for other items (50%), rather than lodging, food or travel.
- Of the services visitors used, the following services were rated as most useful: the Exit Glacier brochure, park map/brochure, visitor center displays, visitor center videos/movies. The service rated as least useful was sales publications.
- The 1989 Valdez oil spill was not a reason for deciding to visit Alaska (90%) or Kenai Fjords (89%). Most visitors came to the Seward area to visit Kenai Fjords NP (62%).
- Possible winter activities visitors said they might participate in included skiing, and snow machining. Visitors made many additional comments about their visits.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.