

# VTS Survey Denali Park Road Visitor Survey 2009



ID \_\_\_\_\_ Date \_\_\_\_\_

**Conditions:**

Approximate temperature: \_\_\_\_\_ (degrees Fahrenheit)

(Please circle all that apply):

Cloudy    Sunny    Rainy    Smoky    Other: \_\_\_\_\_

**Type of road user (please circle a user type):**

VTS Bus User	Lodge Bus User	Tour Bus User	Other (specify type)
↓		↓	
Camper Bus User		Tundra Wilderness Tour	
or		or	
General Bus User		Natural History Tour	

[This first page is for the surveyor to complete before giving the questionnaire to the respondent.]

**Section I. Your trip on the Denali Park Road**

This series of questions asks about your trip on the Denali Park Road.

[3.TRIPC11]

1. How long did you spend traveling along the Denali Park Road today?

Number of hours: \_\_\_\_\_

[3.ACT19 variation]

2. How far out on the Denali Park Road did you go on this trip? (Circle one number.)

1 Savage River

2 Sanctuary River

3 Teklanika

4 Polychrome Pass

5 Toklat River

6 Eielson

7 Wonder Lake

8 Kantishna

9 Other (please specify destination): \_\_\_\_\_

10 Don't know

[1.VISITHIS1]

3a. Have you been on the Denali Park Road before today? (Circle one number.)

1 Yes

2 No (Skip to question 4.)

b. How many times have you been on the Denali Park Road before today?

Number of times (not including this time): \_\_\_\_\_

[1.VISITHIS4 variation]

- c. In what year did you first travel on the Denali Park Road? (Enter 2009 if this is your first trip.)

Year: \_\_\_\_\_

## **Section II: The Denali Park Road Experience**

The next series of questions asks about the conditions you would prefer to experience on the Denali Park Road. Each question includes two sets of conditions (or “scenarios”) that could be experienced. Please read each pair of scenarios and indicate which one you would prefer.

[Topic Area 7 – Individual Opinions on Park Management]

4. Which of the following two scenarios would you prefer? (Circle one number at the bottom of the page.)

**Scenario A**

- A. You would have a 25% chance of seeing a grizzly bear on your trip.
- B. Many visitors would have to wait a day to get on a bus.
- C. Bus trips would average about 6 hours (reach the Toklat area).
  
- D. You would see the number of buses along the road as shown in the following photograph:



- E. You would see the number of buses at informal “wildlife stops” along the road as shown in the following photograph:



- F. You would see the number of buses at rest stops along the road as shown in the following photograph:



**Scenario B**

- A. You would have a 75% chance of seeing a grizzly bear on your trip.
- B. Most visitors would be able to get on a bus on the day and time they prefer.
- C. Bus trips would average about 4 hours (reach the Teklanika area).
  
- D. You would see the number of buses along the road as shown in the following photograph:



- E. You would see the number of buses at informal “wildlife stops” along the road as shown in the following photograph:



- F. You would see the number of buses at rest stops along the road as shown in the following photograph:



1 I would prefer **Scenario A**

4

2 I would prefer **Scenario B**

**QUESTIONS 5-12. [SAME AS ABOVE, EXCEPT DIFFERENT SCENARIOS—SEE ACCOMPANYING MATRICES FOR VTS AND COMMERCIAL SURVEYS]**

**Section III. Bus Trip Characteristics**

Bus trips on the Denali Park Road could be designed and conducted in many ways. This last series of questions asks your opinion about a number of these issues.

[6.EVALTRAN4 variation]

13. Please indicate the extent to which you think the following bus trip characteristics are a good or bad idea. (Circle one number for each item.)

	Very Bad Idea	Bad Idea	No Opinion	Good Idea	Very Good Idea
a. Some buses would leave as early as 4:00 a.m.	-2	-1	0	1	2
b. Some buses would leave as late as 6:00 p.m.	-2	-1	0	1	2
c. Most buses would facilitate hiking by stopping on demand to drop off and pick up hikers	-2	-1	0	1	2
d. Some buses would be scheduled to allow short hikes that are guided by park rangers	-2	-1	0	1	2
e. Some buses would provide “express” service to specific locations along the road without stopping to view wildlife	-2	-1	0	1	2
f. Some buses would provide “specialty” tours (e.g., birding, geology, “family oriented”)	-2	-1	0	1	2
g. Buses would be designed to provide more passenger comfort than existing buses	-2	-1	0	1	2
h. Most bus trips would start and end in the park (e.g., at the park visitor center)	-2	-1	0	1	2
i. A local shuttle bus system would provide access to the park (including the departure area for bus trips on the Denali Park Road) from surrounding hotels	-2	-1	0	1	2
j. Most bus trips would include a stop at the park visitor center (to view park film, exhibits, etc.)	-2	-1	0	1	2

[3.TBACK1]

14a. Did you get off the bus today to take a hike?

- 1 Yes
- 2 No (Skip to question 14e.)

**[3.TBACK3]**

b. Approximately how long (minutes or hours) was your hike?

Length of hike: \_\_\_\_\_ minutes **OR** hours (circle one).

**[Topic Area 3 – Individual Activities and Uses of Park Resources]**

c. Did you hike on or off-trail? (Circle one number.)

- 1 On a trail
- 2 Off-trail
- 3 Both

**[3.ACT8 variation]**

d. Did you hike with a guide/ranger? (Circle one number.)

- 1 With a guide/ranger
- 2 Without a guide/ranger

**[3.ACT25 variation]**

e. If you did not get off the bus today to hike, would you have liked to? (Circle one number.)

- 1 Yes
- 2 No (Skip to question 15.)

**[3.ACT27]**

f. Why didn't you get off the bus today to hike? (Circle all numbers that apply.)

- 1 Bus tour did not provide an opportunity
- 2 Inclement weather
- 3 Some members of my party were not interested
- 4 Some members of my party were not able
- 5 Concerned for my safety
- 6 Worried about catching another bus
- 7 Few/no marked trails
- 8 Other (Please specify: \_\_\_\_\_)

**[Topic Area 6 – Individual Perceptions of their Park Experience]**

g. On a future visit, would you prefer to hike on a trail or off-trail? (Circle one number.)

- 1 On a trail
- 2 Off-trail

**[3.FVIS10 variation]**

h. On a future visit, would you prefer to hike with or without a guide/ranger? (Circle one number.)

- 1 With guide/ranger
- 2 Without guide/ranger

**[6.EVALTRAN4]**

15. Information and education about the park could be provided to bus passengers in several ways. Please rate the desirability of each of the following forms of information/education on the Denali Park Road (Circle one number for each item.)

	Very desirable	Desirable	Undesirable	Very undesirable
a. Bus drivers would provide commentary during the trip.	1	2	3	4
b. Park rangers would ride the bus and provide commentary/answer questions.	1	2	3	4
c. Park rangers would ride the bus for part of the trip and provide commentary/answer questions.	1	2	3	4
d. Park rangers would be stationed at selected stops along the road.	1	2	3	4
e. Bus passengers would be provided a written guide to traveling the road.	1	2	3	4
f. Bus passengers would be provided a recorded narrative about traveling the road (e.g., podcast).	1	2	3	4
g. Interpretive signs would be posted at selected stops along the road.	1	2	3	4

**[Topic Area 7 – Individual Opinions on Park Management]**

16. Bus trips on the Denali Park Road could be designed to provide many types of trips (lengths, destinations, themes, etc.). This would offer many choices, but might be confusing to visitors. Trips could also be designed to offer a few types of trips. This would offer fewer choices, but might be less confusing to visitors. Please indicate how you think bus trips on the Denali Park Road should be designed. (Circle one number.)

1	2	3	4	5
Many types of trips, but possibly confusing.				Fewer choices in types of trips, but possibly less confusing.

[2.TPLAN11]

17. How did you and your group obtain information about bus trips in the park? (Circle all that apply.)

- 1 Travel agent
- 2 Brochures
- 3 Park newspaper
- 4 Internet
- 5 Denali Park Transportation Reservation Agent
- 6 Park ranger
- 7 Railroad staff
- 8 Hotel staff
- 9 Other (Please specify:\_\_\_\_\_)

[Topic Area 6 – Individual Perceptions of their Park Experience]

18. How easy or difficult did you find getting information on bus trips in the park? (Circle one number.)

- |           |   |   |   |                |
|-----------|---|---|---|----------------|
| 1         | 2 | 3 | 4 | 5              |
| Very Easy |   |   |   | Very Difficult |



Thank you for your help with this survey! Please return it to the survey field staff.

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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 and anonymous. No action may be taken against you for refusing to supply the information requested. 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 **15 minutes** per response.

Direct comments regarding the burden estimate or any other aspect of this form to:

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