The Kodiak Experience: An Exit Survey of Visitors Using the Alaska Marine Highway System

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Objectives

Overall

• To assist in the development of *baseline market research information* of visitors to Kodiak

Specific

• To obtain the *Socioeconomic Attributes* of visitors to Kodiak using the AMHS
• To determine the *Length of Stay* and *Mode of Accommodation* of the visitors
• To elicit the *Type of Activities* that visitors participated and their *Level of Satisfaction* towards such activities
Methods

• Survey Development
• Data Collection
• Data Analysis
Results

• Survey administered from June 6, 2005 to September 22, 2005
• Total of 301 surveys completed
• 148 (49.2%) surveys are from visitors
• 153 (50.8%) are from residents of Kodiak or seasonal workers to Kodiak
Why Are Our Visitors Here: Main Purpose for Trip
Note: n = 139; No response for “Other”, “Relocating”

- Vacationing/Pleasure: 73%
- Visiting Friends/Relatives: 16%
- Business/Pleasure: 7%
- Business Only: 3%
- Shopping: 1%
Who are Our Visitors:
Visitor Origin based on Census Region
Note: n= 138
Who are Our Visitors:
Respondent’s Education Level

Note: n = 148
Visitor Stay in Kodiak:
Number of Nights
Note: n = 148
Visitor Stay in Kodiak:
Type of Lodging
Note: Some stayed in multiple type of lodging

- B & B (n=22)
- Boat (n=2)
- Camp (RV) (n=21)
- Camp (Tent) (n=26)
- Hotel (n=43)
- Priv. Res. (n=23)
- Pub. Cabin (n=1)
- Lodge (n=5)
## Visitor Stay in Kodiak:
### Average Number of Nights

<table>
<thead>
<tr>
<th>Lodging Facilities</th>
<th>Responses</th>
<th>Average Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>43</td>
<td>3.35</td>
</tr>
<tr>
<td>Camping (Tent)</td>
<td>26</td>
<td>5.65</td>
</tr>
<tr>
<td>Private Residence</td>
<td>23</td>
<td>11.41</td>
</tr>
<tr>
<td>B &amp; B</td>
<td>22</td>
<td>4.41</td>
</tr>
<tr>
<td>Camping (RV)</td>
<td>21</td>
<td>6.29</td>
</tr>
<tr>
<td>Remote Lodge</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Boat</td>
<td>2</td>
<td>47</td>
</tr>
<tr>
<td>Public Use Cabin</td>
<td>1</td>
<td>60</td>
</tr>
</tbody>
</table>
Visitor’s Activities:
Activity most Influenced Visitor to Visit
Note: n=139

Number of Responses

Activity

Fishing
Visit
Bear (Day)
Sights (Unguided)
Business
Layover
Hiking
Photo
Wild/Marine Life
Other
Visitor’s Activities:
Number of Responses for Selected Activities
Note: Most Participated in Multiple Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fishing</td>
<td>70</td>
</tr>
<tr>
<td>Sights</td>
<td>65</td>
</tr>
<tr>
<td>Hiking</td>
<td>60</td>
</tr>
<tr>
<td>Cultural</td>
<td>50</td>
</tr>
<tr>
<td>Wildlife View</td>
<td>55</td>
</tr>
<tr>
<td>Bear View</td>
<td>30</td>
</tr>
</tbody>
</table>
Visitor’s Activities:
Satisfaction Level for Selected Activities
Note: 5 = Most Satisfied    0= Most Dissatisfied

Activity

Satisfaction Levels

Fishing  Sights  Hiking  Cultural  Wildlife View  Bear View
Visitor’s Response:
Something Expected but did not Find
Note: n=45
Acknowledgments

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