

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

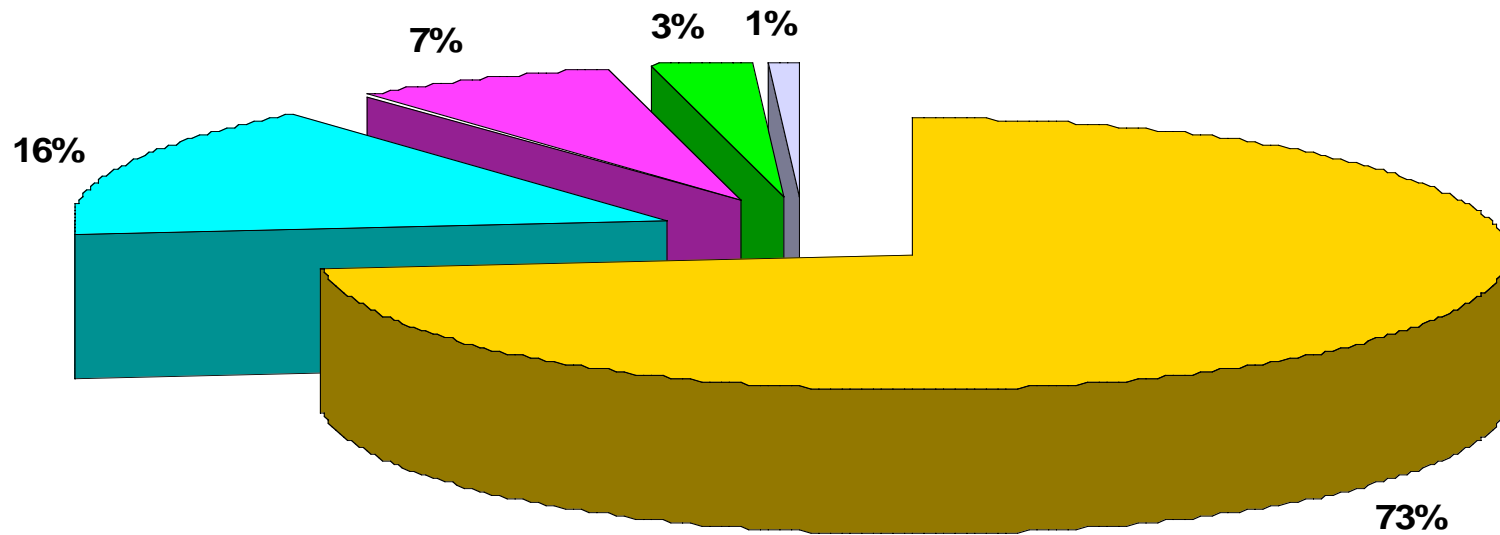
- **Survey Development**
- **Data Collection**
- **Data Analysis**

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**

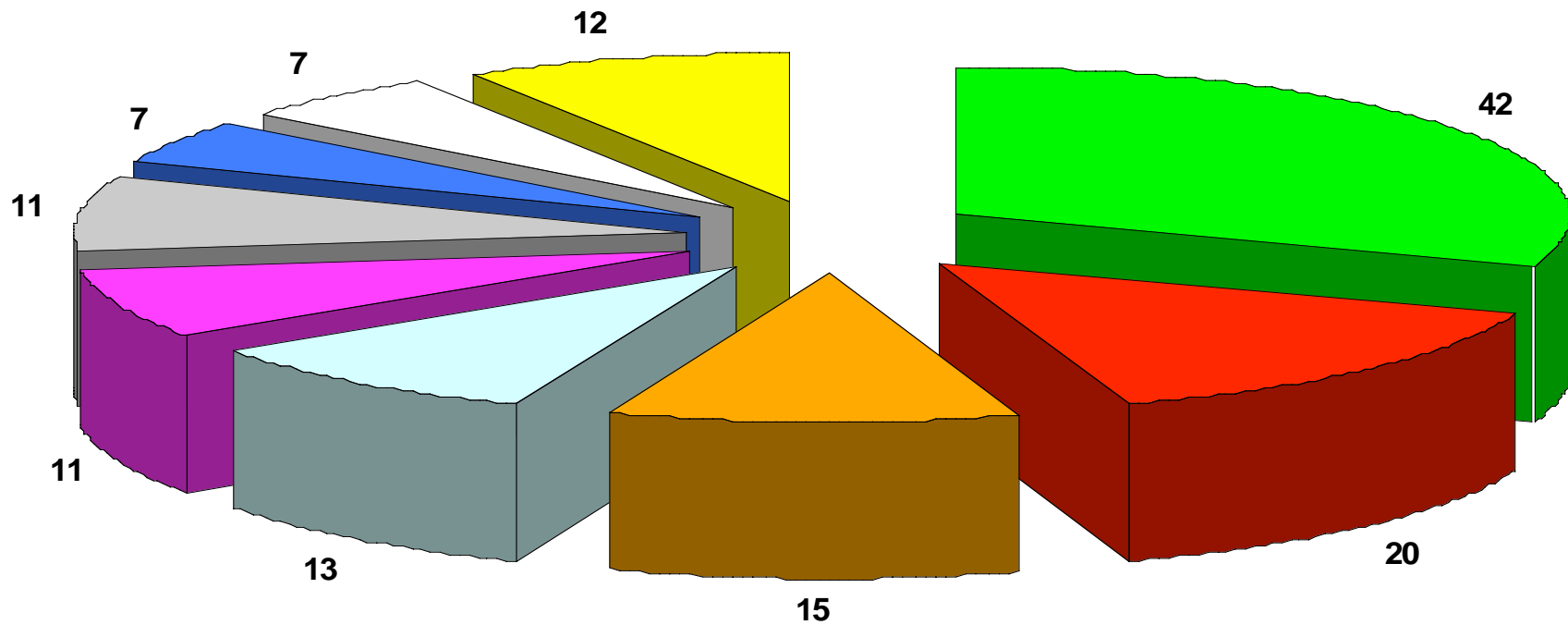
Why Are Our Visitors Here: Main Purpose for Trip

Note: n = 139; No response for "Other", "Relocating"



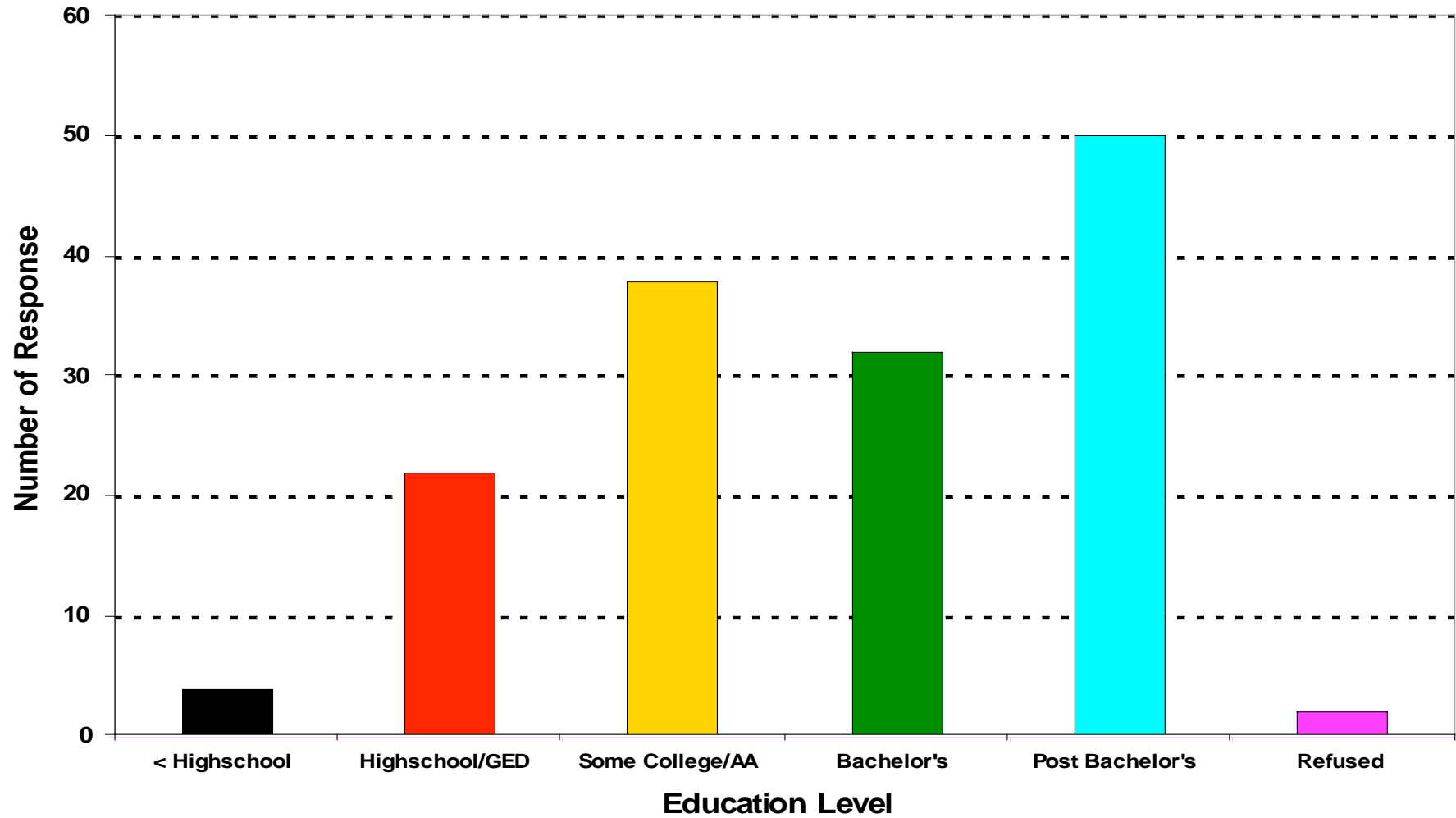
Who are Our Visitors: Visitor Origin base on Census Region

Note: n= 138



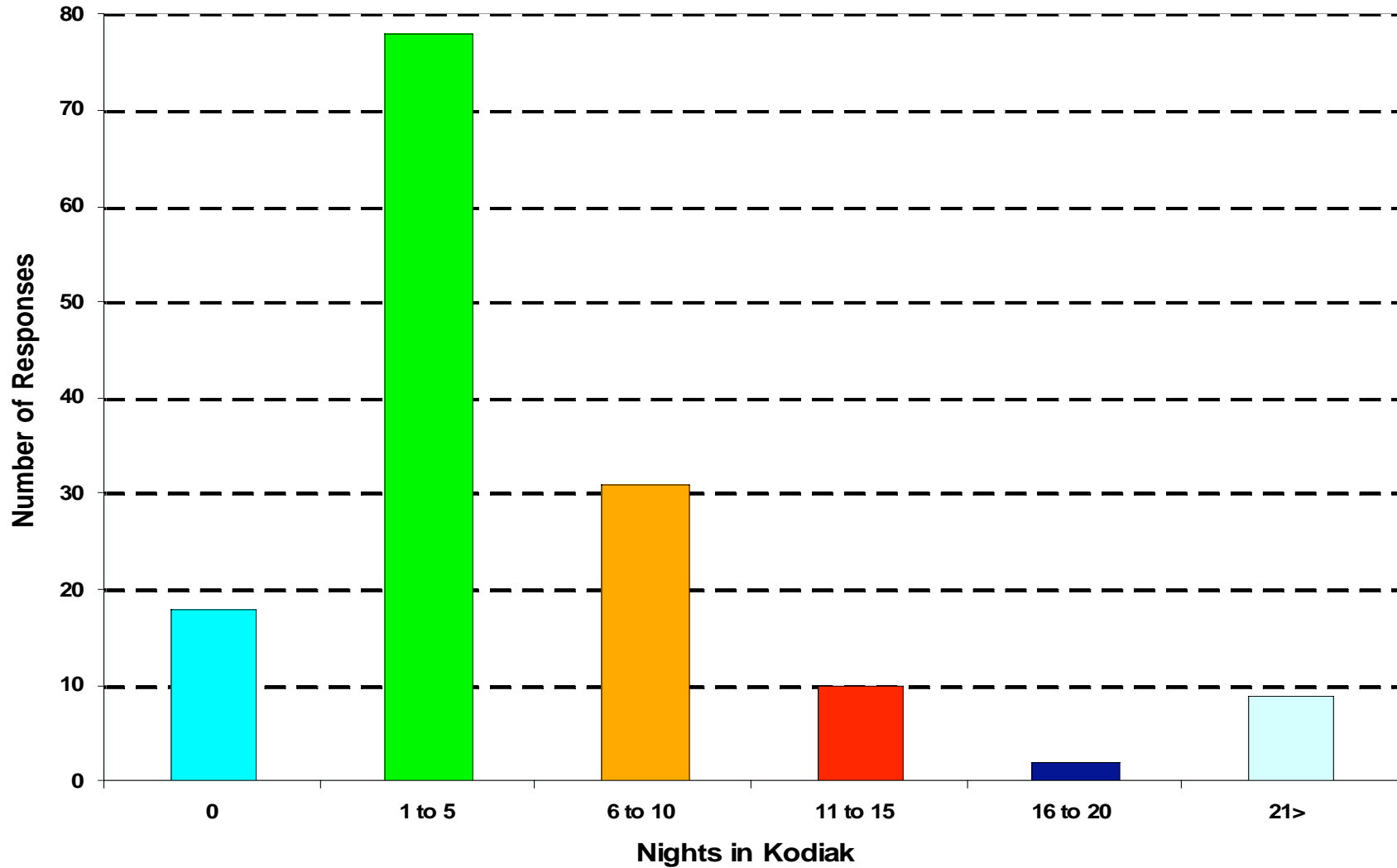
Who are Our Visitors: Respondent's Education Level

Note: n = 148



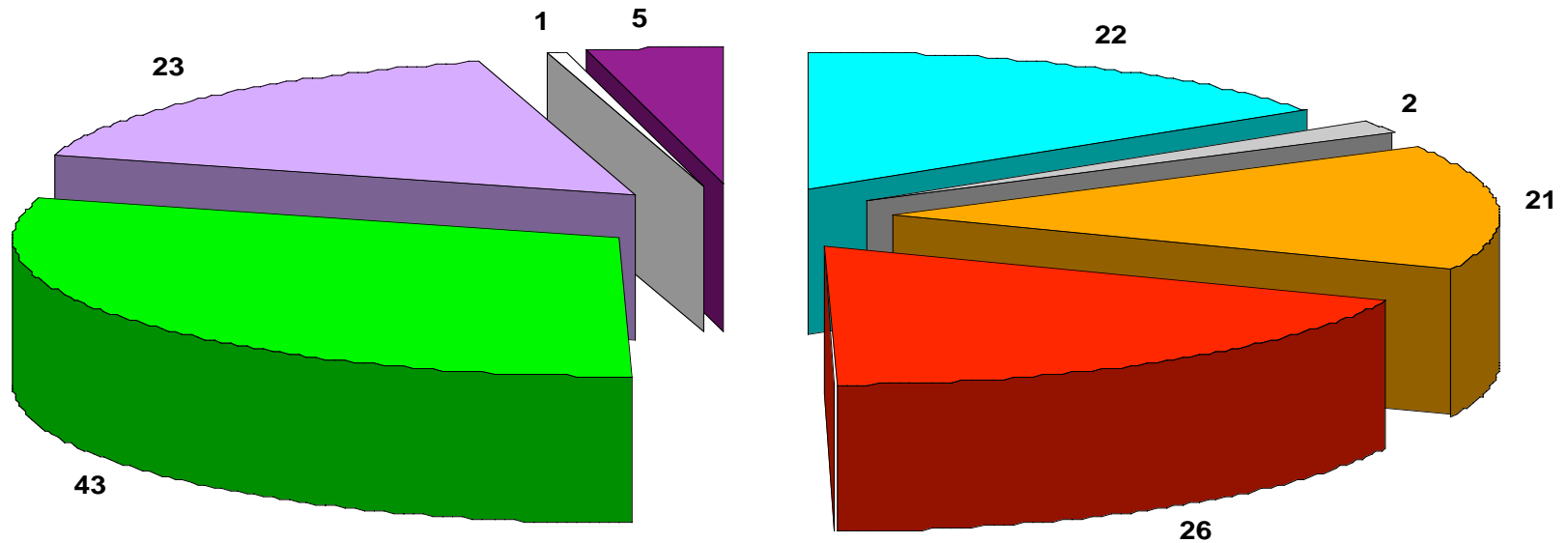
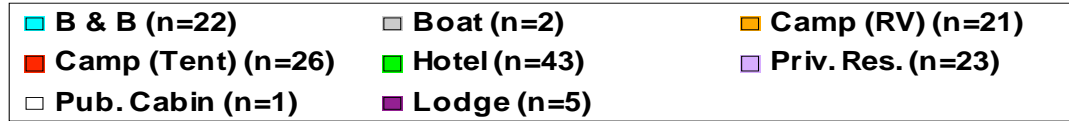
Visitor Stay in Kodiak: Number of Nights

Note: n = 148



Visitor Stay in Kodiak: Type of Lodging

Note: Some stayed in multiple type of lodging

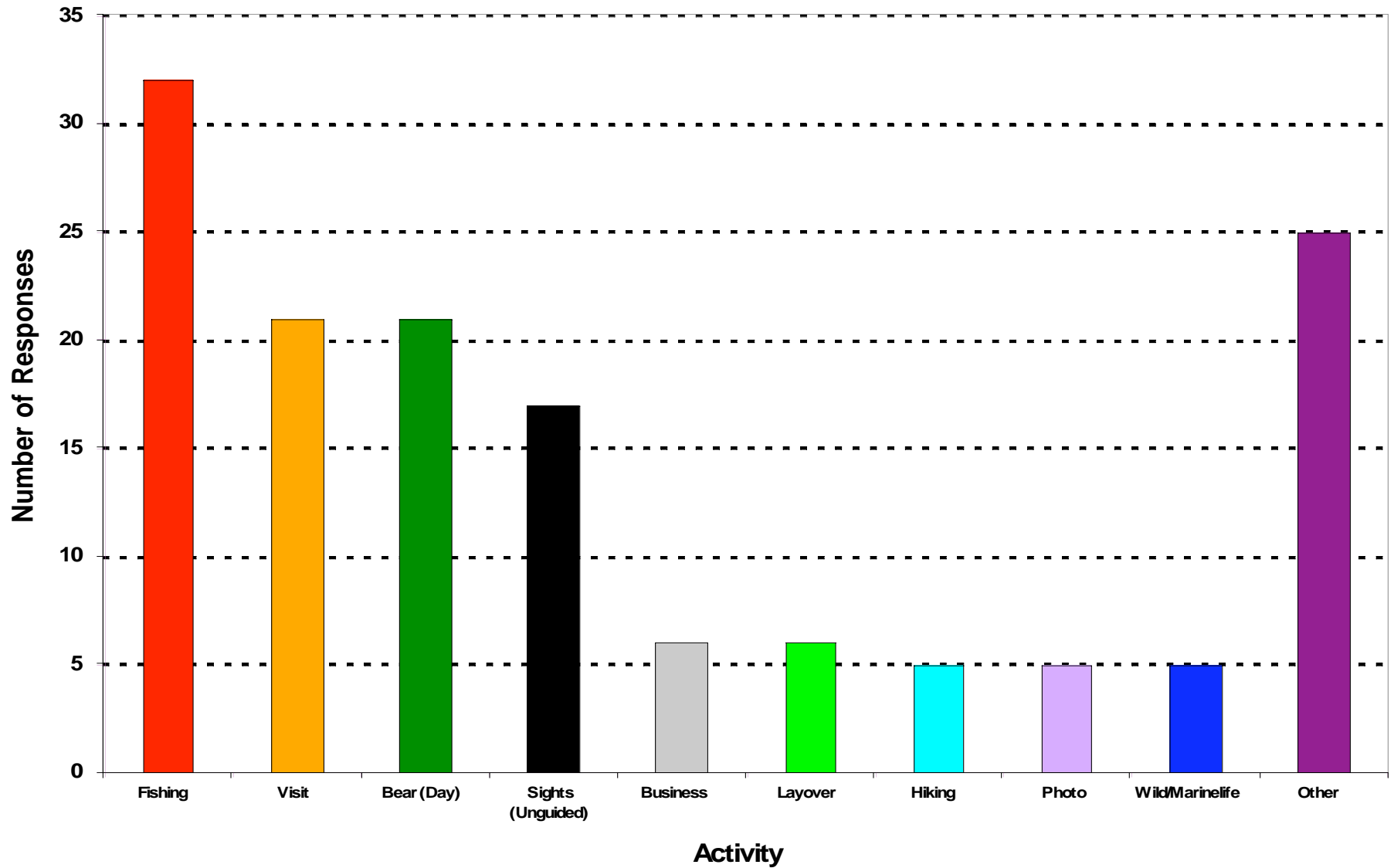


Visitor Stay in Kodiak: Average Number of Nights

| Lodging Facilities | Responses | Average Nights |
|---------------------------|------------------|-----------------------|
| Hotel | 43 | 3.35 |
| Camping (Tent) | 26 | 5.65 |
| Private Residence | 23 | 11.41 |
| B & B | 22 | 4.41 |
| Camping (RV) | 21 | 6.29 |
| Remote Lodge | 5 | 3 |
| Boat | 2 | 47 |
| Public Use Cabin | 1 | 60 |

Visitor's Activities: Activity most Influenced Visitor to Visit

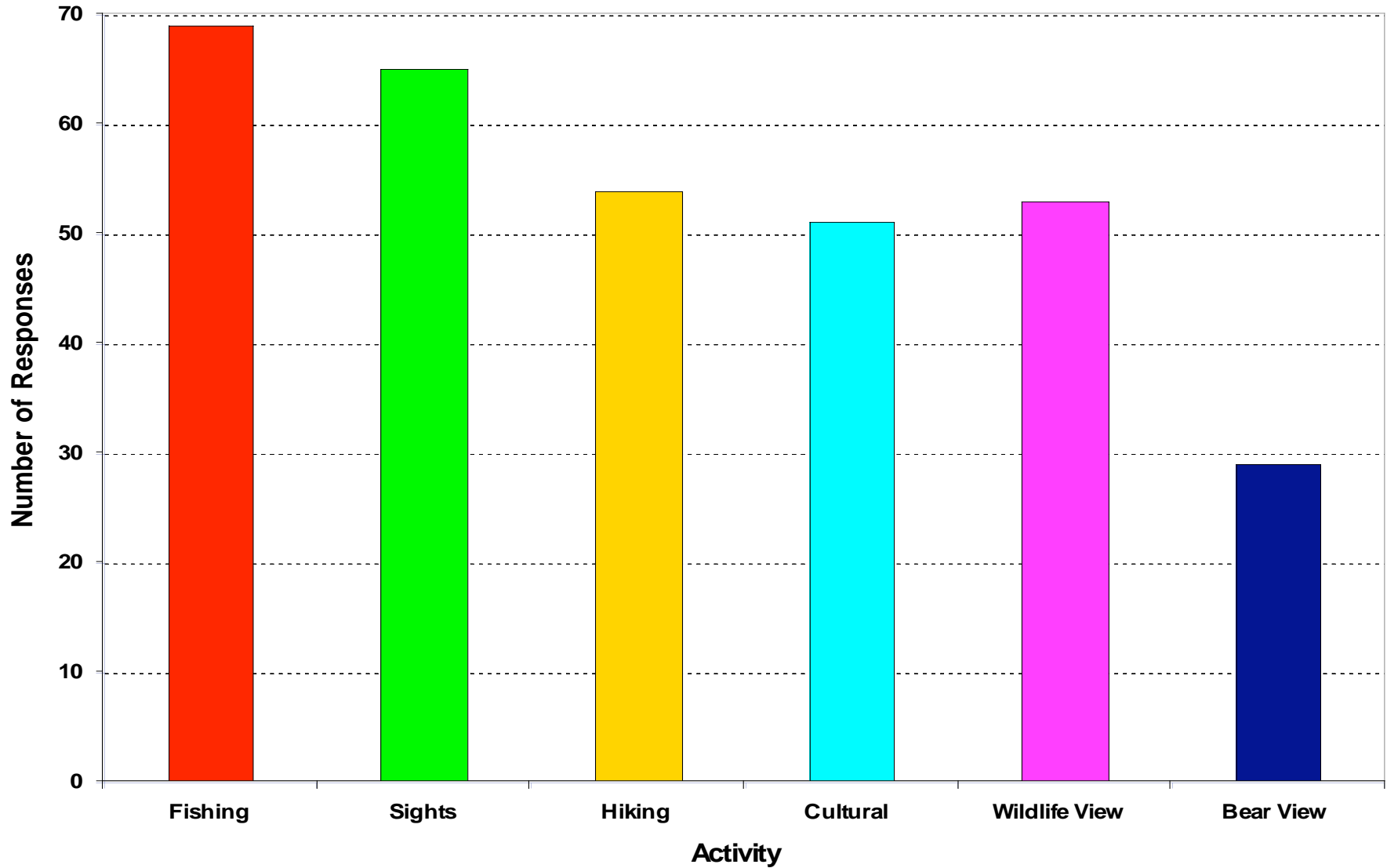
Note: n=139



Visitor's Activities:

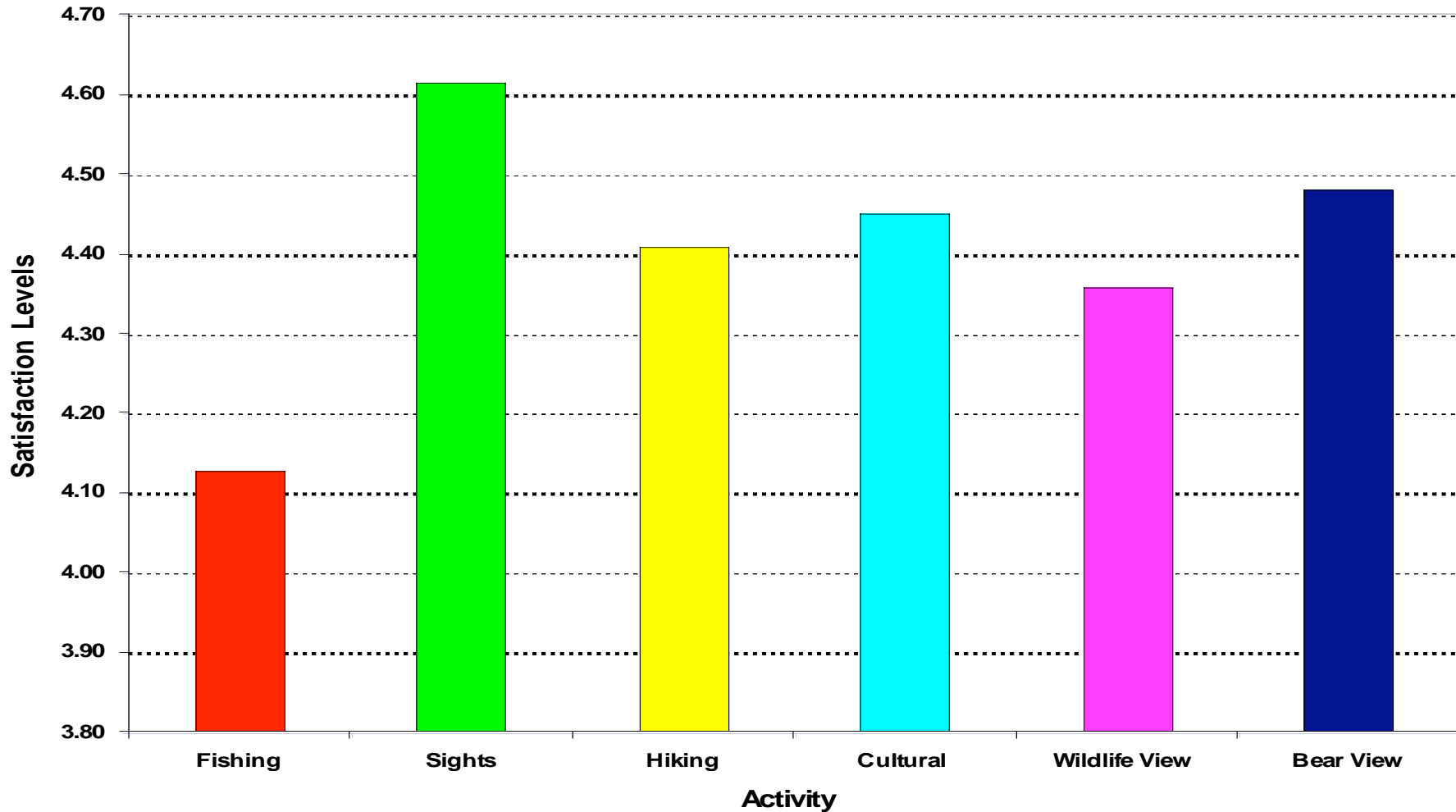
Number of Responses for Selected Activities

Note: Most Participated in Multiple Activities



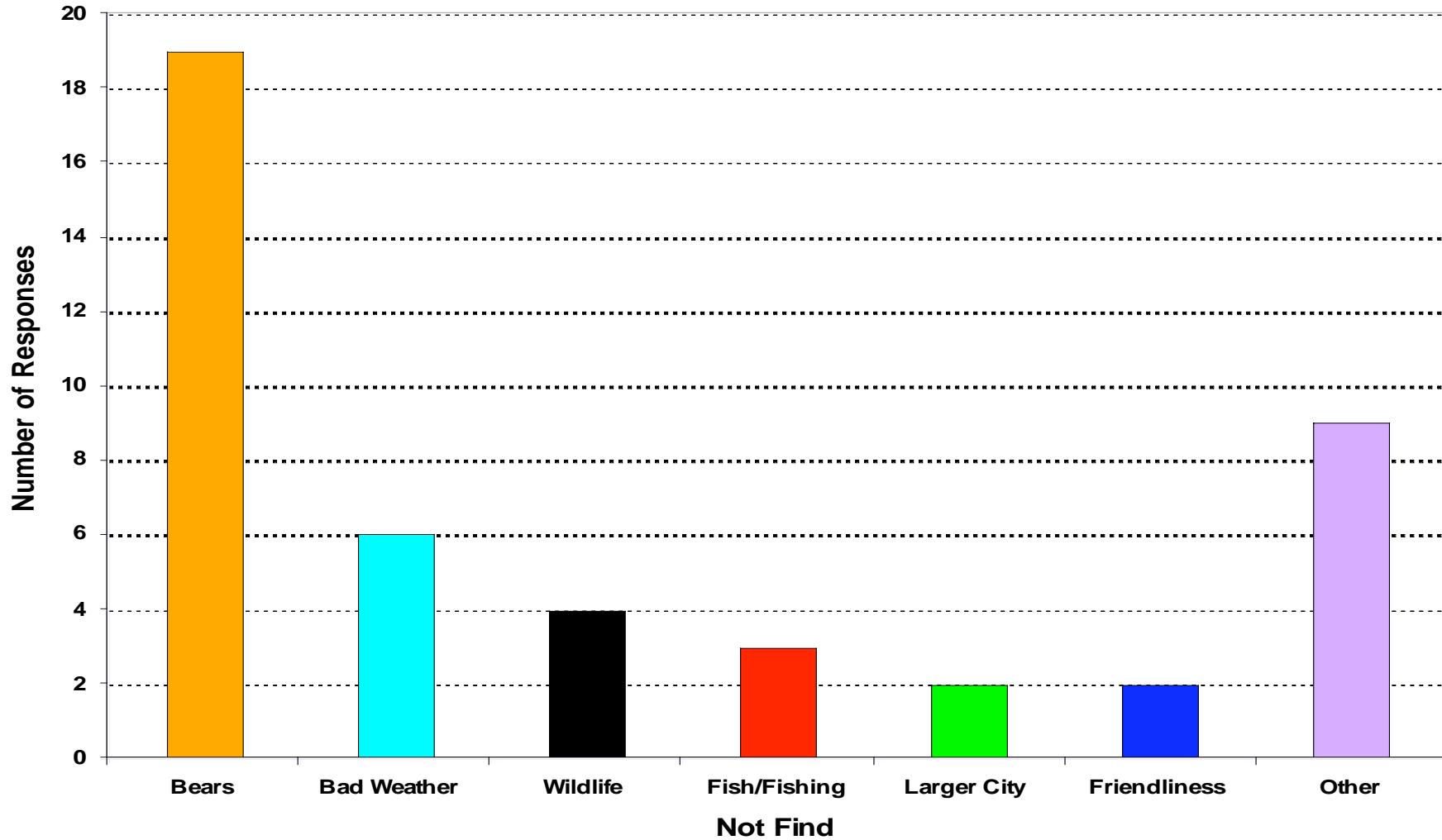
Visitor's Activities: Satisfaction Level for Selected Activities

Note: 5 = Most Satisfied 0= Most Dissatisfied



Visitor's Response: Something Expected but did not Find

Note: n=45



Acknowledgments

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- **Alaska Marine Highway System**
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- **Kodiak Chamber of Commerce**
- **Fishery Industrial Technology Center**