Providing Customer Satisfaction
In Alaska’s Tourism Industry

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Alaska tourism is a $1.5 billion/year component of the international travel industry

Because of our costs, we draw affluent, sophisticated tourists

But...That means we are competing with the world’s premium destinations
Our competition is:
- Russian Arctic
- Antarctica
- Costa Rica
- East Africa
- Galapagos Islands
- Premier North American locations
Our scenery, wildlife and cultures to some extent sell themselves…

but our visitors expect a lot more than the sights
Components of Customer Satisfaction:

- Safety
- Comfort
- Food
- Convenience
- Outstanding experience
- Interpretation
- Entertainment
Safety,
And the perception
of safety
Comfort:

- Exposure to the elements
- Sleep
- Food
- Personal hygiene
- Seating
Food
High quality
Plenty of it
Consider special diet needs, preferences
Convenience = Personal Service

• Help with travel plans
• Carrying luggage
• Rigging tackle (even getting dressed!)
Outstanding Experience

You need an attraction that differentiates from the competition.

Increasingly, visitors want to “do”, not just “see”.
Interpretation:
Natural History
(Common names, genus, species
Ecological niches, etc.)
Also cultural, historical
interpretation
Raconteur
Activities director

Remember the fishing guides’ motto
Some Tips:

- Time is very Important
- Respond quickly
- Keep schedules
- Allow plenty of time for activities and for eventualities
Maintain Highest Possible Standards

• Personal grooming and clothing
• Maintenance of equipment, facilities
• Personal conduct and speech
Learn to be a Good Listener
Ask lots of questions
Never argue with clients, politics or anything else
Pay close attention to kids

For parents, the value of a trip is measured by their kids’ enjoyment

What’s wrong with this picture?
Adhere to the highest standards of ethical tourism

Follow responsible tourism guidelines

Know AWRTA, TIES, STI, Green Star

(Do you know what “carbon-neutral travel” is?
You should.)
“Under promise, over deliver”
One final tip: Be a tourist yourself
Go on other providers’ trips
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