Alaska Visitor Arrivals and Profile Summer 2001

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Abbreviations and Definitions

Abbreviations

AMHS	Alaska Marine Highway System
ATIA	Alaska Travel Industry Association
AVSP	Alaska Visitors Statistics Program
DCED	State of Alaska, Department of Community and Economic Development
RAS	Random Arrival Survey
VES	Visitor Expenditure Survey
VFR	Visiting Friends and Relatives
VOS	Visitor Opinion Survey

Definitions

Alaska Visitor Arrivals and Profile	Summary and analysis of total arrival and visitor arrival data, as well as general profile of visitor population based on data collected with the RAS.
Alaska Visitor Expenditures and Opinions	Summary and analysis of visitor expenditure data (information on expenditures by visitor type, expenditure category, and region) and of visitor opinion data (information on trip planning, expectations, and opinions).
Business Only	One of the categories in "purpose of trip" for visitors traveling to Alaska. A "purpose of trip" category that describes those visiting Alaska, but for business only reasons.
Business/Pleasure	The "purpose of trip category" for those traveling to Alaska for a mixture of business and pleasure.
Confidence Interval	See Margin of Error
Independent	One of three types of travelers. Independent visitors are those who plan to purchase all items of their trip themselves—they do not plan to purchase tours or other commercially packaged activities. (See also Inde-Package and Package.)
Inde-Package	One of thee types of travelers. Inde-package visitors are those who plan to purchase some items of their trip themselves, but who also plan to purchase a commercially available tour or other packaged/marketed activity. (See also Independent and Package.)

Margin of Error	The amount above and below a particular estimate or statisic needed to ensure that the range contains the true number being estimated. (Margins of error should be calculated separately for each statistic. Margins of error are provided in the appendix for most statistics in this report.
Package	One of thee types of travelers. Package visitors pay a single price for all elements of their trip (lodging, tours/excursions, etc.)
Random Arrival Survey (RAS)	Survey conducted with visitors, by way of an intercept interview at their first point of entry to Alaska.
Secondary Arrival Report(s)	Arrival reports that are prepared in non-survey years. These reports are based on visitor counts conducted in survey years.
Total Arrival Counts	The total number of people (residents and visitors combined) arriving in Alaska by each mode of travel for the study period.
Vacation Pleasure	The "purpose of trip" category to describe those visitors traveling primarily for vacation or pleasure.
Visiting Friends and Relatives	The "purpose of trip" category for those visitors traveling to Alaska primarily for visiting friends and relatives who live in Alaska.
Visitor Expenditure Survey	Visitor expenditure diary given to all visitors participating in the AVSP.
Visitor Opinion Survey	Visitor opinion survey mailed as a follow-up survey to all visitors participating in the AVSP
Visitors	Non-residents traveling to Alaska; does not include seasonal workers. The major visitor categories are vacation and pleasure, visiting friends and relatives, business and pleasure, and business only.
Visitor Percentage(s)	The portion of total arrivals for a given mode of entry who are visitors.
Visitor Tallies	Counts conducted by surveyors to determine the portion of people that are visitors on randomly selected boats, plans, and cars.

Executive Summary

The Alaska Visitors Statistics Program (AVSP) is a significant visitor industry research project that provides the State of Alaska and the visitor industry with critical data on visitors to Alaska. These data include information on the number of total arrivals, the number of visitors to the State, general demographic and other characteristics of the visitor population, as well as information on visitor expenditures, activities, and opinions.[1]

The State of the Alaska conducted the first AVSP in 1985, with subsequent studies in 1989-90 and 1993-94. The AVSP is managed by the Alaska Division of Community and Business Development (within the Department of Community and Economic Development). Northern Economics, Inc., NuStats International, and Klugherz and Associates assisted the State in conducting the AVSP in 2000-01 (AVSP IV). This consultant team includes the leading economic consulting firm in Alaska, an internationally recognized survey research firm, and the project manager for AVSP II and AVSP III.

Survey Changes

Changes and improvements have been made with each AVSP. For AVSP IV, these changes included, but were not limited to, the following:

- Additional survey locations and techniques
- Larger sample size
- Single survey population
- Clearly defined economic unit
- Publicly available data
- Improved alignment with public agency data

Additional changes are described in the full report. The underlying methodology for AVSP IV was based on the methodology used in AVSP III. This was a requirement for the project to ensure that data collected in different years would be comparable and trends could be extended. Changes were carefully analyzed before approval to ensure that the quality and/or comparability of data would not be compromised. All changes are described in detail in the report.

Major Findings

AVSP IV resulted in the following major findings for Summer 2001:

- Alaska received 1,202,800[2] visitors during Summer 2001—an increase of less than half of a percent compared to 1999.
- Approximately 72 percent of total arrivals were visitors—similar to the percentage estimates from other arrival counts in the 1990s.

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[1] The purpose of the project and the limitations of the data are discussed in the report. As the data are designed to give accurate information about the visitor population as a whole, care should be taken when using the data to describe certain subsets of visitors.

[2] The visitor arrival count includes arrivals at Haines and has been adjusted for double counting. The visitor arrival count is 1,225,800 if arrivals at Haines are not included and the counts are not adjusted for double counting. Using this visitor arrival number, 2001 arrivals are approximately 2 percent higher than in 1999.

Visitor Characteristics

Data collected from May 1, 2001 through September 30, 2001 reveal that visitors are likely to do the following or to have the following characteristics:[3]

- To visit the State of Alaska for vacation and pleasure.
- To arrive by domestic air with cruise ship arrivals a close second.
- To be in the 61 and over age group.
- To be slightly more males than females.
- To be employed.
- To travel in a group of two.
- To be making their first trip to Alaska.
- To be a package traveler.
- To be from the U.S. with an emphasis on the western states.
- To stay in Alaska for 7 days or less.

Arrival Estimates

Arrival data include both total arrivals—residents and visitors combined—and visitor arrivals. Total arrivals include all passengers, residents and visitors, who arrive in Alaska by various modes of transportation. Visitors are a subset of total arrivals and are defined as nonresidents traveling to Alaska for vacation and pleasure, to visit friends and relatives, to conduct business, or to combine business and pleasure.

Total arrival data for the arrival counts are collected throughout the season for five modes of travel:

- Cruise Ship
- Domestic air
- Ferry (Alaska Marine Highway System)
- Highway (passenger vehicles)
- International air

Other modes of travel are possible and are considered in the collection of total arrival data. For the summer, other modes include arrival by motorcoach, commercial vehicle, and pedestrians. Total arrival counts come from U.S. Customs data at highway stations, airports and airlines, cruise lines, and the Alaska Marine Highway System

Total Arrival Estimates

Table ES-1 shows the trends in total arrivals by mode of entry for 1993 through 2001. In order to accommodate the changes made in reporting categories and methodology with AVSP IV, two different total arrival numbers are found in Table ES-1. The total arrival number, 1,675,772,[4] found in

[3] Characteristics should be viewed independently rather than as a set of characteristics that describe the average visitor.

[4] Rounded off to 1,675,800 in the rest of the report.

the column labeled "AVSP IV with Haines and Adjusted Arrival Counts" (2001[b]) is based on the changes made to AVSP IV.[5] This total includes highway arrivals at Haines for the first time; the highway numbers have been adjusted as needed to eliminate double counting; and all domestic air arrivals are found in the "Domestic Air" category.

The total arrival number, 1,840,488, presented in the column labeled "AVSP IV Comparable to AVSP III" (2001[a]) presents the data from AVSP IV in a manner that makes it readily comparable to previous years. This total arrival number does not include highway arrivals at Haines and highway arrivals have not been adjusted for double counting. In addition, domestic air arrivals in the "Domestic Air Category" include arrivals at Anchorage, Fairbanks, Juneau, and Ketchikan. For the previous AVSP III, domestic air arrivals at smaller airports as in AVSP III are included in the "Other" category. Additional information on these adjustments can be found in Appendix A.

Most of the difference between the total arrival numbers found in 2001[a] and 2001[b] in Table ES-1 is the result of adjusting the highway arrival numbers in column 2001[b] for double counting. For example, according to border officials in Skagway, approximately 126,000 of the motorcoach arrivals at Skagway are entering Alaska a second time. These arrivals are cruise passengers who disembark at Skagway to take a motorcoach excursion into Canada and cross back into the U.S. at the Skagway border station.

Visitor Arrival Estimates

Total arrival data can be collected annually for each mode of arrival. However, the year in which the AVSP is conducted provides the only opportunity to update the estimate of the percentage of people arriving in Alaska by each mode who are visitors. These visitor percentages are used to form the estimates of the number of visitors arriving in Alaska in non-survey years when only secondary arrival studies are conducted. Figure ES-1 presents the number of total summer arrivals including residents and visitors, the number of total arrivals by mode of entry, the visitor percentage for each mode of entry based on actual counts of visitors by mode, the number of visitors by mode, and finally the total number of visitors to Alaska during Summer 2001.

[5] Double counting was addressed in AVSP III, but no documentation exists to show the methodology used in the report. In addition, the number of people entering, exiting, and re-entering the state has increased in recent years with bus tours out of Skagway and other developments.

Table ES-1. Trends of Total Arrivals—Residents and Visitors Combined 1993—2001

Mode	AVSP III	Secondary Arrival Counts							AVSP IV Comparable to AVSP III	AVSP IV with Haines and Adjusted Arrival Counts
	1993	1994	1995	1996	1997	1998	1999	2000	2001 [a]	2001 [b]
Cruise Ship	246,967	285,095	283,461	336,511	392,063	431,222	457,106	[c]	510,000[d]	510,000 [d]
Domestic Air	697,451	763,554	788,065	836,994	845,455	824,485	850,145	[c]	937,276 [e]	967,973 [f]
Ferry	35,905	35,100	32,954	30,050	23,461	26,382	25,816	[c]	24,124	24,124
Highway -Personal Vehicles	171,077	178,346	188,148	183,066	178,543	199,038	195,874	[c]	170,111 [g]	130,421 [h]
Highway - Motorcoach	4,144	3,865	3,851	4,159	3,705	4,080	3,734	[c]	136,450 [i]	10,844 [j]
International Air	19,458	20,590	19,260	28,637	26,455	25,093	27,535	[c]	24,735	24,735
Other [h]	31,532	31,917	42,155	47,090	43,813	37,725	37,994	[c]	37,792 [k]	7,675 [l]
Total Arrivals	1,206,534	1,318,467	1,357,894	1,466,507	1,513,495	1,548,025	1,598,204	[c]	**1,840,488**	**1,675,772**

Source: Data for 1993-1999 from *Alaska Visitor Arrivals Summer 1999* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

[a] The counts in this column are provided so that comparisons can be made between the 2001 data and previous years. Counts in reports from 1993 to 1999 do not include arrivals on the Haines Highway and do not include the same adjustments for double counting. (Double counting was addressed in 1993, but no documentation exists to show the methodology used in the report. It is not clear how or whether double counting was addressed in the more recent secondary arrival reports. It appears that any adjustments were embedded in the visitor percentages.) As such, figures for 2001 in this column are presented net of passenger activity on the Haines Highway. The personal vehicle total arrival count for Haines for Summer 2001 would add 33,217 arrivals (not adjusted for double counting). Arrivals at Anchorage, Fairbanks, Juneau, and Ketchikan are included in "Domestic Air" category. All other domestic air arrivals are included in "Other" category along with drivers and passengers of commercial vehicles and pedestrians.

[b] AVSP IV as reported in this column includes several changes: highway arrivals at Haines are included, highway arrival numbers are adjusted as necessary for double counting, and all domestic air arrivals are included in the "Domestic Air" category. The "Other" category includes drivers and passengers of commercial vehicles along with pedestrians.

[c] No arrival count conducted in 2000.

[d] Includes cruise passengers who first arrive in Alaska by cruise ship. An additional 170,000 cruise passengers first arrive in Alaska by other modes and exit Alaska on a cruise.

[e] Includes only domestic air arrivals at Anchorage, Fairbanks, Juneau, and Ketchikan. Arrivals to smaller airports accounting for 30,697 arrivals have been transferred to "Other" category to make 2001 data comparable to previous years.

[f] Includes all domestic air arrivals.

[g] Includes highway arrivals for Alcan, Poker Creek, and Skagway. The numbers have not been adjusted for double counting. If Haines personal vehicle unadjusted arrivals of 33,217 were added total highway arrivals would be 203,328.

[h] Includes personal vehicle highway arrivals for Alcan, Poker Creek, Skagway, and Haines. Highway arrivals have been adjusted for double counting. Please see Appendix A for details.

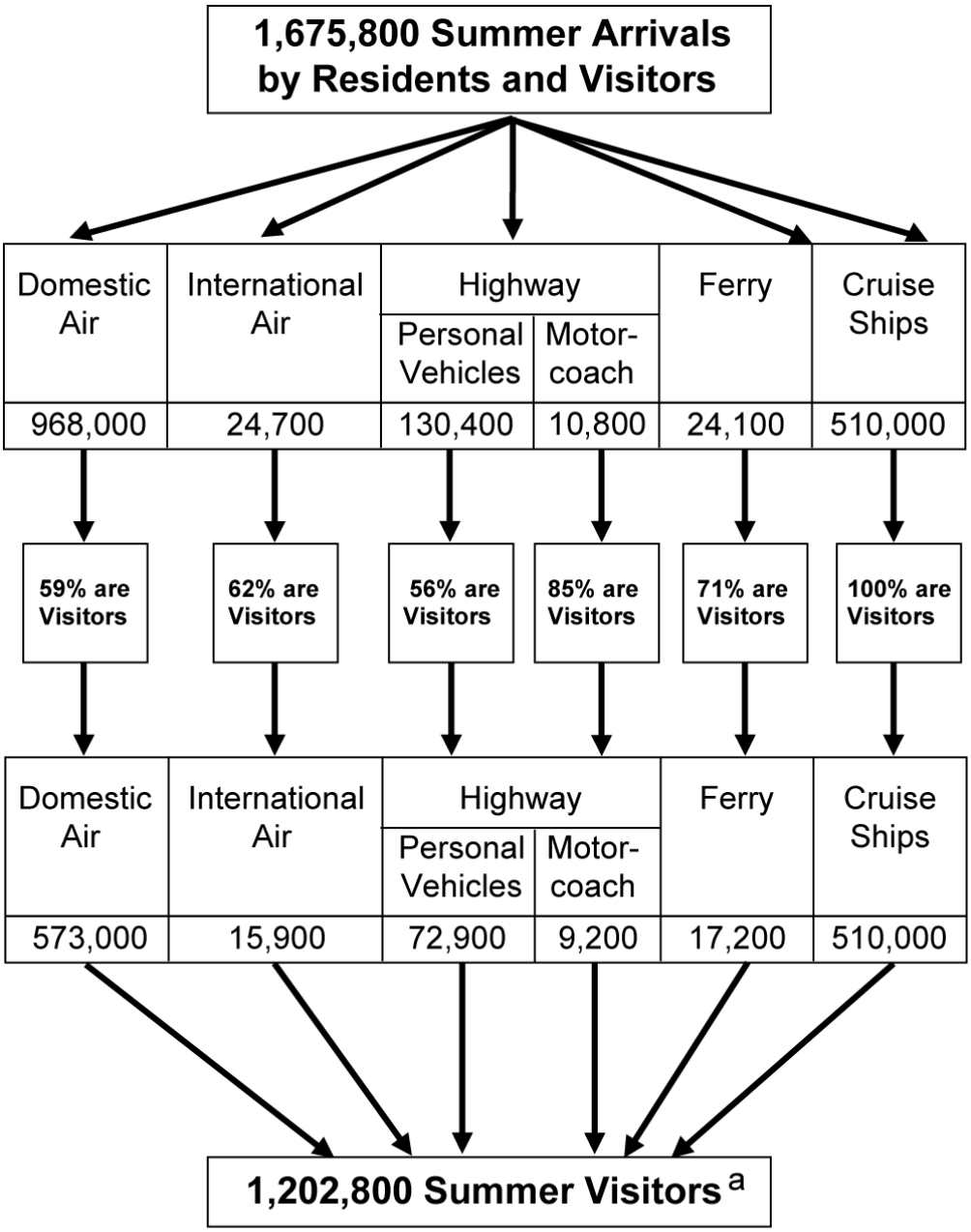
[i] Includes motorcoach arrivals at Alcan, Poker Creek, and Skagway. These arrivals have not been adjusted for double counting. Includes approximately 126,000 cruise passengers disembarking in Skagway who are counted once as cruise passengers and a second time at the Skagway border station when they take a motorcoach excursion into Canada and back into Alaska. If unadjusted motorcoach arrivals at Haines were added, this total would be 137,753 arrivals. Not a sampled mode.

[j] Includes highway motorcoach arrivals at Alcan, Poker Creek, Skagway, and Haines. Arrivals at Alcan, Skagway, and Haines have been adjusted for double counting. Please see Appendix A for details.

[k] Includes domestic air arrivals at smaller airports.

[l] Includes only drivers and passengers of commercial vehicles and pedestrians.

Figure ES-1. Graphic Representation of the Process for Estimating Total Arrival and Visitor Arrival Numbers



[a] Total for visitor arrivals includes 4,600 arrivals from "Other" category.

Visitor Arrivals by Mode of Entry

Table ES-2 compares the number of visitors for each mode of entry in Summer 2001 with the number of visitors for each mode of entry in 1989 and 1993. The total number of visitors arriving by cruise ship in Summer 2001 has more than doubled since the Summer 1993 AVSP.

Table ES-2. Number of Visitor Arrivals by Mode of Entry
Summer AVSP Survey Years 1989, 1993, and 2001

Mode of Entry	Number Each Year		
	1989[a]	1993[b]	2001[c]
Cruise Ship	143,571	246,967	510,000
Domestic Air	283,441	443,642	573,000
Ferry	25,073	29,075	17,200
Highway	77,012	108,115	82,100
International Air	16,433	13,264	15,900
Other	13,748	20,054	4,600[d]
Total Arrivals	559,278	861,117	1,202,800

Source: Visitor arrivals for 1989 and 1993 taken from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

Notes: Includes sampled and unsampled modes of arrival.

[a] Includes highway arrivals on the Alcan Highway, Poker Creek, and Skagway.

[b] Includes highway arrivals on the Alcan Highway, Poker Creek, and Skagway.

[c] Includes highway arrivals adjusted for double counting where necessary on the Alcan Highway, Poker Creek, Skagway, and Haines. (Some adjustments were been made in 1993 and 1989, but the methodology is not known.

[d] Includes drivers and passengers of commercial vehicles and pedestrians entering Alaska on the Alcan, at Poker Creek, Skagway, and Haines.

Table ES-3 compares visitor arrivals by mode as a percentage of total sampled and unsampled visitors to show changes over time. The percentage of cruise ship visitor arrivals has increased from approximately 29 percent in Summer 1993 to more than 42 percent of total visitor arrivals in Summer 2001.

Table ES-3. Percentage of Total Visitor Arrivals by Mode of Entry Summer AVSP Survey Years 1989, 1993, and 2001

Mode of Entry	Percent Each Year		
	1989[a]	1993[b]	2001[c]
Cruise Ship	25.7	28.7	42.5
Domestic Air	50.7	51.5	47.6
Ferry	4.5	3.4	1.4
Highway	13.8	12.6	6.8
International Air	2.9	1.5	1.3
Other[d]	2.4	2.3	0.4
Total Percent	100	100	100

Source: Visitor arrivals for 1989 and 1993 taken from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

Notes: Columns may not total 100 percent due to rounding.

Includes sampled and unsampled modes of arrival.

[a] Includes highway arrivals at the Alcan, Poker Creek, and Skagway border stations.

[b] Includes highway arrivals at the Alcan, Poker Creek, and Skagway border stations.

[c] Includes highway arrivals adjusted for double counting at the Alcan, Poker Creek, Skagway, and Haines border stations. (Any adjustments for double counting in earlier years would be embedded in the visitor percentages.)

[d] Includes drivers and passengers of commercial vehicles and pedestrians entering Alaska at the Alcan, Poker Creek, Skagway, and Haines border stations.

Visitor Arrivals by Trip Purpose

Table ES-4 compares the number of visitors arriving in Alaska by purpose of trip for Summer AVSP Survey Years 1989, 1993, and 2001.

Table ES-4. Number of Visitor Arrivals by Purpose of Trip
Summer AVSP Survey Years 1989, 1993, and 2001

	Number Each Year		
Mode of Entry	**1989[a]**	**1993[b]**	**2001[c]**
Vacation and Pleasure	331,200	594,200	894,900
Visiting Friends and Relatives	82,500	88,800	71,500
Business and Pleasure	46,000	55,800	59,100
Business Only	37,300	84,900	177,300
Seasonal Workers[d]	15,200	13,200	n/a
Total Visitor Arrivals	**512,200**	**836,900**	**1,202,800**

Source: Visitor arrivals for 1989 and 1993 from *Alaska Visitor Statistics Program, Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development, by McDowell Group; data for 2001 collected for AVSP IV.

[a] Includes highway arrivals on the Alcan Highway, Poker Creek, and at Skagway.

[b] Includes highway arrivals on the Alcan, Poker Creek, and at Skagway.

[c] Includes highway arrivals on the Alcan, Skagway, Poker Creek, and Haines.

[d] Seasonal workers were a separate category in 1989-90 and 1993-94. Visitor tallies in 2000-01 did not include seasonal workers, as additional research would be needed for such “visitors” arriving on fishing vessels and chartered flights.

Table ES-5 shows the percentage of visitors arriving by trip purpose for Summer AVSP Survey Years 1989, 1993, and 2001. Visitor counts are presented as a percent of the total number of arrivals to show trends over time. Vacation and Pleasure continues to be the primary trip purpose for the summer season.

Table ES-5. Percentage of Visitor Arrivals by Trip Purpose Summer AVSP Survey Years 1989, 1993, and 2001

Purpose of Trip	Percent Each Year		
	1989[a]	1993[b]	2001[c]
Vacation and Pleasure	65	71	74
Visiting Friends and Relatives	16	11	6
Business and Pleasure	9	7	5
Business Only	7	10	15
Seasonal Workers[d]	3	2	n/a
Total Percent	100	100	100

Source: Visitor arrivals for 1989 and 1993 taken from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

Notes: Columns may not total 100 percent due to rounding.

Includes sampled and unsampled modes of arrival.

[a] Includes highway arrivals on the Alcan Highway, Poker Creek, and Skagway..

[b] Includes highway arrivals on the Alcan, Poker Creek, and Skagway.

[c] Includes highway arrivals adjusted for double counting on the Alcan, Poker Creek, Skagway, and Haines. (Any adjustments for double counting in earlier years would be embedded in the visitor percentages).

[d] Seasonal workers a separate category in 1989-90 and 1993-94. Visitor tallies in 2000-01 did not include seasonal workers, as additional research would be needed for such “visitors” arriving on fishing vessels and chartered flights.

1 Introduction

The Alaska Visitors Statistics Program (AVSP) is a significant visitor industry research project that provides the State of Alaska and the visitor industry with critical data on the visitors to Alaska. These data include information on the number of total arrivals, the number of visitors to the State, general demographic and other characteristics of the visitor population, as well as information on visitor expenditures, activities, and opinions.

The State of the Alaska conducted the first AVSP in 1985, with subsequent studies in 1989-90 and 1993-94. The AVSP is managed by the Alaska Division of Community and Business Development (within the Department of Community and Economic Development). Northern Economics, Inc., NuStats International, and Klugherz and Associates assisted the State in conducting the AVSP in 2000-01 (AVSP IV). This consultant team includes the leading economic consulting firm in Alaska, an internationally recognized survey research firm, and the project manager for AVSP II and AVSP III.

1.1 AVSP Elements and Tasks

The AVSP includes several different data collection tasks and three surveys, as well as data analysis and report preparation. Table 1-1 identifies the various elements of the AVSP, including data collection tasks, surveys, and final reports.

Table 1-1. AVSP IV—Project Components

Component	Description
Tallies	
Total Arrival Counts—Residents and Visitors Combined	To determine accurately the total number of people (residents and visitors combined) arriving in Alaska by each mode of travel for the study period—October 1, 2000 through September 30, 2001.
Visitor Tallies	Collection of data on the number of visitors arriving in Alaska by each mode of travel for the study period.
Surveys	
Random Arrival Survey (RAS)	Personal intercept interview with visitors at their first point of entry to Alaska.
Visitor Expenditure Survey (VES)	Expenditure diary distributed to all visitors who complete the RAS; 14 or 28 day diary completed by visitors during their stay.
Visitor Opinion Survey (VOS)	Opinion survey mailed to all visitors who complete the RAS; mailed to visitors after they return home.
Reports	
Alaska Visitor Arrivals and Profile	Summary and analysis of total arrival and visitor arrival data, as well as general profile of visitor population based on data collected with the RAS.
Alaska Visitor Expenditures and Opinions	Summary and analysis of visitor expenditure data (information on expenditures by visitor type, expenditure category, and region) and of visitor opinion data (information on trip planning, expectations, and opinions).

1.2 Purpose and Value of the *Alaska Visitor Arrivals and Profile*

This *Alaska Visitor Arrivals and Profile*, one of the reports generated by the AVSP, is a valuable source of information on the number and type of visitors that come to Alaska. Information for this report, as shown in Table 1-1 in Section 1.1, comes from total arrival counts of residents and visitors, visitor tallies, and Random Arrival Surveys (RAS). For AVSP IV Summer 2001, 525 tallies and 3,722 intercept surveys were conducted from May 1 to September 30, 2001.

The primary purpose of the RAS is to collect the information needed to prepare profiles of the visitor population to Alaska. While conducting the intercept interviews, surveyors are also able to determine the percentage of people that are visitors to Alaska on randomly selected planes, boats, and cars arriving in Alaska. This tally of visitors, combined with the total arrival count data collected during the same period, supports an estimate of the number of visitors that arrive in Alaska by each mode of entry. Together, these data provide a wealth of information about visitors to Alaska—information that is useful to public agencies, private companies, and individuals interested in the tour and travel industry in Alaska.

The RAS includes questions on the size of the traveling party, as well as the age, gender, and other characteristics of each member in the party. The RAS also includes questions that help determine the number of visitors that are traveling independently or on package tours, the number visiting friends and relatives, the number in Alaska for business, the number of visitors combining business and pleasure, and the number visiting Alaska for vacation and pleasure.

RAS data are coded so they can be combined appropriately with the data from the Visitor Expenditure Survey (VES) and the Visitor Opinion Survey (VOS) conducted as part of the AVSP. Expenditure and opinion data collected with the VES and VOS, respectively, can be matched with RAS data provided by the same traveling parties.

The *Alaska Visitor Arrivals and Profile* provides accurate estimates of the number of visitors traveling to Alaska in Summer 2001, with a break down of visitor arrivals by mode of entry, purpose of trip, and type of travel. It provides accurate estimates of characteristics of the visitor population as a whole and by major subgroups, including why people travel to Alaska, how they travel, and much more. It adds to the trends established in previous AVSP reports and provides the backdrop for understanding other statistics about the visitor population regarding their expenditure habits and opinions (contained in the companion report, *Alaska Visitor Expenditures and Opinions*.)

The report also provides demographic information for the overall visitor population. This information includes size of traveling parties, age of visitors, employment status of visitors, and their place of origin. Detailed profiles are provided separately for six categories of visitors: four categories of visitors by purpose of trip (vacation and pleasure, visiting friends and relatives, business and pleasure, and business only); visitors arriving by domestic air; and rural visitors.

1.3 Changes in AVSP IV

AVSP IV, builds on the work conducted in the past. Many elements of the surveys and the survey process were the same as in previous AVSPs to ensure compatibility of data. The survey seasons are the same and many of the questions in the different surveys have been repeated. Still, changes in the visitor population and in the tour and travel industry required that the AVSP evolve over time.

Some of the changes found in AVSP IV include:

Larger sample size. The core AVSP sample for the full year was increased from 5,000 to 5,300. An additional 500 surveys dedicated to visitors traveling to rural areas were also added to the Summer season, for a total sample of 5,800 for AVSP IV. In addition, each completed survey in AVSP IV is for a traveling party instead of a single individual. As a result, the 3,722 completed intercept surveys provide information on more than 7,000 visitors. In previous AVSPs, data were collected on individuals only.

Visitor Expenditure and Visitor Opinion Surveys given to all participants. All visitors participating in AVSP IV received a VES and VOS. In previous AVSP projects, half the participants received a VES and half received a VOS. The approach was changed in AVSP IV to permit analysis of expenditure and opinion data from the same visitor population.

A Single Expenditure and Opinion Report. AVSP IV is the first year that the expenditure and opinion data are presented in a single report. In previous years, the expenditure data was presented in one report and the opinion data in a separate report. The expenditure data and opinion data were kept separate in the past because different visitors (different subsets of the visitor population) completed the different surveys. In AVSP IV, the same individuals were asked to complete both surveys. As a result, the expenditure and opinion data are directly connected, and it is possible to make numerous cross-references about expenditures and opinions. Such cross-references invite a single report.

Clear definition of entity being surveyed. In AVSP IV, surveys were given to traveling parties. In earlier versions of AVSP, surveys were given to individuals. The approach used in the past led to ambiguity in interpreting certain questions and/or responses. (In particular, it created uncertainty with visitor expenditure data.)

Additional survey locations. In addition to the survey locations used in AVSP III, Sitka was added to the list of locations for air arrivals, and Haines was added to the list of locations for highway arrivals.

Modified survey approach. For AVSP IV, surveyors were located at selected points of departure as well as at the traditional points of arrival. In this case, a point of departure is where visitors leave on a ferry, plane, or cruise ship on their way to Alaska. For example, ferry passengers were interviewed in Bellingham, Washington and Prince Rupert, British Columbia rather than on-board the ferries as was done in AVSP III.

Revised surveys. The State of Alaska, Division of Community and Business Development organized a steering committee with representatives from various state and federal agencies, as well as industry, to review and recommend changes to the three surveys used in AVSP IV.

New technology. Intercept surveys in AVSP IV were conducted on hand-held Palm Pilot computers, with a program containing the RAS. Surveyors downloaded the data on a weekly basis to facilitate monitoring and data entry. No problems were encountered with the Palm Pilots due to weather.

Web accessible data. Data collected during AVSP IV will be made available on the web by the State of Alaska, Department of Community and Economic Development. In previous AVSP studies, data were maintained in a proprietary database (not publicly available).

2 Methodology

2.1 Arrival Counts

Arrival data include both total arrivals—residents and visitors combined—and visitor arrivals. Total arrivals include all passengers, residents and visitors, who arrive in Alaska by various modes of transportation. Visitors are a subset of total arrivals and are defined as nonresidents traveling to Alaska for vacation and pleasure, to visit friends and relatives, to conduct business, or to combine business and pleasure.

2.1.1 Total Arrival Counts

Total arrival data for the arrival counts are collected throughout the season for five modes of travel including:

- Cruise Ship
- Domestic air
- Ferry (Alaska Marine Highway System)
- Highway (passenger vehicles)
- International air

Other modes of travel are possible and are considered in the collection of total arrival data. For the summer, other modes include arrival by motorcoach, commercial vehicle, and pedestrians.

Northern Economics, Inc. collected the arrival count data with assistance from numerous sources. Arrival data come directly from the agency responsible for monitoring a particular mode of travel or the entity that provides the service. For example, the U.S. Customs Service monitors all vehicles and people who cross the border into Alaska on highways, and the Alaska Marine Highway System (AMHS) keeps track of the number of passengers on AMHS ferries.

Data on the number of people arriving in Alaska by air is slightly more difficult to collect. Federal Aviation Administration and airport data on deplanements are used for airlines that fly interstate making only one stop in Alaska. The assumption is made that all the individuals who deplane from such interstate flights are making their first stop in Alaska. Deplanement data do not include information on where each passenger boarded the flight, so deplanement data cannot be used for airlines whose routes include more than one stop in Alaska. Passenger load data is used to estimate arrival counts for airlines that operate intrastate flights in Alaska. Table 2-1 summarizes the sources of data for total arrival counts.

Total arrival data can be collected annually for each mode of arrival. However, the year in which the AVSP is conducted provides the only opportunity to update the estimate of the percentage of people arriving in Alaska by each mode who are visitors. These visitor percentages are used to form the estimate of the number of visitors arriving in Alaska in non-survey years when only secondary arrival studies are conducted.

Table 2-1. Sources of Data for Total Arrival Counts for AVSP IV

Mode of Arrival	Source of Data for Arrival Counts
Cruise Ship	Cruise Line Agencies of Alaska, Northwest Cruiseship Association, and various cruise lines
Domestic Air	
Airlines with interstate and intrastate service	Airlines
Airlines with only interstate service	Airports (deplanement data for each airline)
Ferry	Alaska Marine Highway System
Highway	U.S. Customs and Immigration Office, Anchorage Area Port Senior Inspector and border stations
International Air	Airports (deplanement data for each airline)

2.1.2 Tallies

Data on total arrivals provide the foundation for the estimates of visitor arrivals. After total arrival information has been collected, estimating the number of visitors who arrive in Alaska is a two-step process.

1. Determine, for each mode of entry, the percentage of arrivals that are visitors.
2. Calculate the number of visitors who arrive by each mode using properly-weighted visitor percentages from the first step and the total arrival figures.

The total number of visitors is simply the sum of the number of visitors who arrive by each mode.

During survey years, AVSP surveyors count the number of residents and visitors disembarking a particular flight, ferry, or cruise ship when it arrives in Alaska. They also count the number of residents and visitors crossing the border on different highways in Alaska. When conducting tallies, surveyors ask travelers at the border stations, as they deplane, as they disembark a ship, and in certain locations where they embark on their trip to Alaska whether they are a resident of Alaska or a visitor. In AVSP IV, surveyors also conducted tallies at ferry terminals, cruise terminals, and the Seattle airport (selected flights only) of travelers embarking on their trip to Alaska. All of these tallies yield estimates of the percentage of all people arriving in Alaska who are visitors. Separate estimates are made for each mode of travel.

2.1.3 Statistical Weights and Visitor Percentages

Statistical weights must be calculated to make the tally information truly useful. For example, tally sheets completed by the surveyors show the percentage of the people arriving in Alaska, by mode, who are visitors. Those figures cannot be applied directly to the total arrival data without consideration of the number of tallies conducted at each location and the relative number of people traveling by that mode at different times of the season. The weighted average can vary by month for some modes of arrival.

Responses to many survey questions also must be weighted to account for the fact that visitors traveling by different modes may respond differently to a given question. For example, ferry travelers may respond more often than air travelers that they intend to depart Alaska by ferry. As a result, responses are weighted to account for the mode of arrival of the respondent and the relative number of visitors who arrive by that mode.

2.1.4 Adjustments to Arrival Data

Several changes and adjustments have been made in the reporting categories and methodology used for estimating total arrivals and visitor arrivals for AVSP IV.

1. Highway arrivals at Haines are now reported with highway arrivals at the Alcan, Poker Creek, and Skagway border stations.
2. The "Domestic Air" category includes domestic air arrivals at Anchorage, Fairbanks, Juneau, Ketchikan, Kodiak, Bethel, Sitka, and several other smaller airports. Formerly, domestic arrivals at smaller airports were included in the "Other" category which is not a sampled mode of arrival.
3. The "Other" category contains drivers and passengers of commercial arrivals along with any pedestrians. The "Other" category is not a sampled mode of arrival.
4. Adjustments have been made to account for the double counting that can occur when collecting total arrival data from different sources. For example, thousands of cruise passengers who disembark at Skagway for motorcoach excursions into Canada and back into the U.S. are most likely counted twice. They are counted once as cruise passengers, and again as motorcoach arrivals at Skagway on their return back into the U.S. Ferry passengers can also be counted twice—first as ferry passengers and a second time as highway arrivals when they cross the border at the Alcan border station. Information about the adjustments made for double counting can be found in Appendix A.

The weighted visitor percentages are based the weights on the unadjusted arrival estimates since this procedure was used in previous AVSP and because the consultant team has significantly more confidence in the unadjusted estimates. The same adjustments for double counting have not been undertaken before and there is no established methodology for determining the percent of people that, for example, get off the ferry in Haines and drive into Alaska, and enter Alaska again at Beaver Creek as they transit the Alcan Highway.[6] Without further study it is also difficult to determine how accurately people answered the question, "Is this your first point of entry?" Until more information is available it was considered prudent to use the unadjusted figures.

With the exception of the highway mode, where most of the potential double counting occurs, differences between the adjusted and unadjusted weighted visitor percentages are generally less than 1 percent. For highway mode, use of adjusted visitor estimates would result in a change of about one or two percent. Information on unadjusted and adjusted arrival estimates are presented in the report and readers can use these estimates, with the datasets, to make any adjustments they think would add value and better address their needs.

2.2 Random Arrival Surveys (RAS)

2.2.1 Introduction

Professionally trained surveyors located in Anchorage, Fairbanks, Tok, Haines, and Skagway, Alaska; as well as Prince Rupert, British Columbia; Bellingham, Washington; and Seattle, Washington; collected survey data and conducted the tallies to determine the number of residents and visitors arriving in Alaska by each mode of travel. Surveyors in all locations used

[6] Double counting was addressed in previous AVSP, but the methodology is not known and the magnitude of the problem was much smaller.

Palm Pilot computers programmed with the RAS. Visitors mailed completed diaries and opinion surveys back to NuStats International, Inc. NuStats prepared the overall sampling plan for the survey effort, provided toll free numbers so that visitors participating in the AVSP could find assistance when needed, and completed all data coding and data entry tasks. Surveyors downloaded their survey data to NuStats on a weekly basis to facilitate monitoring and data entry.

2.2.2 Seasons

Data collection for the AVSP lasts a full year. However, the year is divided into two distinct seasons:

- Fall/Winter Season—October 1, 2000 through April 30, 2001
- Summer Season—May 1, 2001 through September 30, 2001

Approximately 70 percent of the survey work is done in the Summer season and 30 percent in the Fall/Winter season. More data are collected in the summer because more visitors travel to Alaska in the summer. In the past, approximately 5,000 RAS were distributed in each survey year, with around 3,500 distributed in Summer and 1,500 distributed in Fall/Winter. In AVSP IV, the number of RAS was increased to 5,300 with a similar distribution of surveys throughout the year. An additional 500 surveys were dedicated to summer visitors to rural areas of the State.

2.2.3 Survey Locations

Visitors who participated in the AVSP in the past were always interviewed at their first point of entry to the state. For example, visitors arriving by air were interviewed at the airport where they deplaned, visitors arriving by cruise ship were interviewed at the first port of call in the state, and visitors arriving by ferry were interviewed on-board as they traveled to Ketchikan. Visitors participating in AVSP IV, however, were interviewed at points of arrival *or* selected points of departure (where a point of departure is the point where a visitor leaves *for* Alaska).

In previous AVSP survey years, domestic air arrivals were intercepted in the jetways as they deplaned. However, new Federal Aviation Administration regulations made it impossible for the same approach to be used in AVSP IV. In addition, the "turn time" for aircraft is much shorter than in the past, while the incidences of air traffic delays and cancelled flights are much higher. These changes make it more difficult to interview visitors as they arrive by air, because there is less time to conduct the interviews and a higher rate of rejection on the part of air travelers.

To adjust for these changes, the consultant team placed a survey team in Seattle. The surveyors in Seattle were able to interview passengers as they waited to board their flight to Alaska, giving the surveyors more time to explain the project and allowing visitors to participate in the project at a more convenient time.[7] Passengers on flights that originated in cities other than Seattle were interviewed at their first point of arrival in Alaska.

The consultant team identified efficiencies in surveying ferry passengers and cruise ship passengers at ports of departure, where passengers are waiting to board their vessel bound for Alaska. The new cruise ships used in the Alaska market are larger and have more gangways than in the past, allowing passengers to disembark more quickly. These changes make it difficult to

[7] It is unlikely that surveying in gate areas will be permitted in the future—especially after terrorism attacks on the Pentagon and World Trade Center on September 11, 2001. (Even before September 11, 2001, Port Authority personnel in Seattle said many airports were considering policies to prohibit surveying in the gate areas.) As a result, survey research projects such as the AVSP will become more difficult to conduct in the future.

intercept an adequate number of visitors in a courteous manner. The consultant team determined that these same visitors could be interviewed in a more relaxed manner at the port of departure. Surveyors were located in Bellingham, Washington and Prince Rupert, British Columbia (the two ports outside Alaska used by the Alaska Marine Highway System) to interview visitors traveling to Alaska by ferry, and in Vancouver, British Columbia and Seattle, Washington to interview visitors traveling by cruise ship. Most of the cruise ships that serve Alaska homeport in Vancouver, British Columbia. One ship homeports in Seattle, Washington. This change in survey locations has no implications with reference to the type of visitors who might be interviewed, content of responses from visitors, or other factors.[8]

Table 2-2 shows where surveys were conducted for the different points of entry and modes sampled in AVSP Summer 2001.

Table 2-2. AVSP IV Survey Locations Summer 2001

Mode and Point of Entry	Actual Survey Locations
Cruise Ship	
Various ports	Seattle, WA and Vancouver, B.C. (at both Vancouver Place and Ballantyne Dock)[a]
Domestic Air	
Anchorage	Anchorage, AK and Seattle, WA[b]
Fairbanks	Fairbanks, AK and Seattle, WA[b]
Juneau	Juneau, AK and Seattle, WA [b]
Ketchikan	Ketchikan, AK and Seattle, WA [b]
Sitka	Seattle, WA [b]
Other	Seattle, WA [b]
Ferry	
Ketchikan	Bellingham, WA and Prince Rupert, B.C. (ports of departure) [a]
Highway	
Beaver Creek/Tok	U.S. Customs Station on Alaska Highway
Haines	U.S. Customs Station on Haines Highway (Dalton Cache Station)
Skagway	U.S. Customs Station on Klondike Highway
Poker Creek	Tok, AK (at visitors center and truck stops)
International Air	
Anchorage	Anchorage, AK

[8] One possible criticism of this approach is to say that certain people arrive early to wait for a boat or plane while others arrive at the last minute—suggesting that certain types of people would be more likely to be interviewed. This possible criticism is not valid for visitors traveling by ferry or cruise ship as required check-in times can be several hours before sailing times To the extent that this criticism is valid for air travelers, it is also true when conducting interviews at the point of arrival. For example, a visitor traveling to Alaska by domestic air may choose to arrive at the gate just as his or her plane is about to depart. This type of traveler would not be interviewed. However, this individual would likely be missed at the arrival airport as well. Imagine a business traveler who does not check baggage. When this person steps into the gate area or concourse, he or she is free to leave the airport and may not want to be interviewed. The change in FAA regulations that prevented surveyors from greeting visitors in the jetways had at least as big an impact on the type of visitors that might be interviewed. However, not all interviews were conducted at points of departure for Alaska. Surveyors were still located at airports in Alaska to greet arriving passengers.

Fairbanks	Fairbanks, AK

[a] Interviews with visitors arriving in Alaska by ferry (and cruise ship in summer) were conducted as passengers boarded their vessels. This approach allowed surveyors to spend more time with visitors and to explain the importance of the AVSP.

[b] During the Summer season, flights to Juneau, Ketchikan, and Sitka from outside Alaska originate in Seattle. In addition, some flights to Anchorage and Fairbanks also originate in Seattle. As a result, surveyors located in Seattle can interview air passengers while those passengers wait at their departure gates (which is more convenient for the passengers than if they are interrupted while deplaning or collecting baggage).

2.3 Study Limitations

Despite the significant level of effort and amount of data collected, the scope of the data collection and analysis efforts has some limitations. For example, information on the number of people (residents or visitors) who enter Alaska at more than one location on the same trip is limited. When conducting the intercept surveys (RAS surveys), surveyors ask each visitor if the place where the interview is conducted is the visitor's first point of entry. As a result, AVSP data include information on the number of visitors who enter Alaska at multiple locations on a single trip. However, the sample size is too small to support a credible estimate of the degree to which people are double counted at various points of entry.

The sample plan and survey are not designed to collect this information. Responses to RAS questions about first point of entry are not sufficient to determine with any precision the degree to which this double counting might occur. A larger survey effort with additional questions would be needed to estimate accurately from the RAS the number of people entering Alaska at different locations that might be double counted. Instead, estimates from border officials have been used in AVSP IV to adjust arrival counts for double counting. A detailed discussion of double counting and the adjustments made in this report can be found in Appendix A.

In addition, the RAS was not designed to do the following:

- Provide accurate information on visitors traveling to smaller communities in Alaska or from a particular place of origin (such as an individual state or country other than the U.S.).
- Determine the extent to which visitors are aware, either before, or at the beginning of their trip, of the various tours and excursions available in Alaska.
- Provide significant information on any previous trips to Alaska made by visitors.
- Estimate the number of seasonal workers that travel to Alaska. (Previous AVSP visitor arrival reports provided estimates of the number of seasonal workers that arrived by selected modes. No attempt has been made in AVSP IV to estimate the total number of seasonal workers who arrive by all modes.)

3 Total Arrival Counts

3.1 Introduction

This section includes the results of the total arrival counts and the information generated by the tallies. Information is presented on the number of residents and visitors who arrived in Alaska in Summer 2001 by various transportation modes and for different purposes. The data for Summer 2001 is compared with total arrivals from 1993 through 2001 to demonstrate trends in total arrivals. The section includes a discussion of some adjustments that need to be made in both the total arrival and visitor arrival data. Some of these adjustments are necessary to make the data from Summer 2001 comparable to previous arrival counts and other adjustments are necessary to account for the thousands of visitors who enter the State more than once on a single trip to Alaska.

3.2 Trends in Total Arrivals

Table 3-1 shows the trends in arrivals by mode of entry for 1993 through 2001. In order to accommodate the changes made in reporting categories and methodology with AVSP IV, two different total arrival numbers are found in Table 3-1. The total arrival number, 1,840,488, presented in the column labeled "AVSP IV Comparable to AVSP III" (2001[a]) presents the data from AVSP IV in a manner that makes it readily comparable to previous years. This total arrival number does not include highway arrivals at Haines and highway arrivals did not have to be adjusted as much for double counting. In addition, domestic air arrivals in the "Domestic Air Category" include arrivals at Anchorage, Fairbanks, Juneau, and Ketchikan. Domestic air arrivals at smaller airports as in AVSP III are included in the "Other" category.

The total arrival number, 1,675,772,[9] found in the column labeled "AVSP IV with Haines and Adjusted Arrival Counts" (2001[b]) is based on the changes made to AVSP IV. This total includes highway arrivals at Haines; highway numbers have been adjusted as needed to account for double counting; and all domestic air arrivals are found in the "Domestic Air" category. Additional information on these adjustments can be found in Appendix A. Also found in Appendix A are the raw total counts of arrivals for each border station by month. Tables throughout this report contain extensive notes describing adjustments made to the data presented in the table.

Most of the difference between the total arrival numbers found in 2001[a] and 2001[b] in Table 3-1 is a result of adjusting the highway arrival numbers in column 2001[b] for double counting. For example, according to border officials in Skagway, approximately 126,000 of the motorcoach arrivals at Skagway are entering Alaska a second time. These arrivals are cruise passengers who disembark at Skagway to take a motorcoach excursion into Canada and cross back into the U.S. at the Skagway border station.

[9] Rounded off to 1,675,800 in the rest of the report.

Table 3-1. Trends of Total Arrivals—Residents and Visitors Combined 1993—2001

Mode	AVSP III	Secondary Arrival Counts							AVSP IV Comparable to AVSP III	AVSP IV with Haines and Adjusted Arrival Counts
	1993	1994	1995	1996	1997	1998	1999	2000	2001 [a]	2001 [b]
Cruise Ship	246,967	285,095	283,461	336,511	392,063	431,222	457,106	[c]	510,000[d]	510,000 [d]
Domestic Air	697,451	763,554	788,065	836,994	845,455	824,485	850,145	[c]	937,276 [e]	967,973 [f]
Ferry	35,905	35,100	32,954	30,050	23,461	26,382	25,816	[c]	24,124	24,124
Highway -Personal Vehicles	171,077	178,346	188,148	183,066	178,543	199,038	195,874	[c]	170,111 [g]	130,421 [h]
Highway - Motorcoach	4,144	3,865	3,851	4,159	3,705	4,080	3,734	[c]	136,450 [i]	10,844 [j]
International Air	19,458	20,590	19,260	28,637	26,455	25,093	27,535	[c]	24,735	24,735
Other [h]	31,532	31,917	42,155	47,090	43,813	37,725	37,994	[c]	37,792 [k]	7,675 [l]
Total Arrivals	1,206,534	1,318,467	1,357,894	1,466,507	1,513,495	1,548,025	1,598,204	[c]	**1,840,488**	**1,675,772**

Source: Data for 1993-1999 from *Alaska Visitor Arrivals Summer 1999* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

[a] The counts in this column are provided so that comparisons can be made between the 2001 data and previous years. Counts in reports from 1993 to 1999 do not include arrivals on the Haines Highway and do not include the same adjustments for double counting. As such, figures for 2001 in this column are presented net of passenger activity on the Haines Highway. The personal vehicle total arrival count for Haines for Summer 2001 would add 33,217 arrivals (not adjusted for double counting). Arrivals at Anchorage, Fairbanks, Juneau, and Ketchikan are included in “Domestic Air” category. All other domestic air arrivals are included in “Other” category along with drivers and passengers of commercial vehicles and pedestrians.

[b] AVSP IV as reported in this column includes several changes: highway arrivals at Haines are included, highway arrival numbers are adjusted as necessary for double counting, and all domestic air arrivals are included in the “Domestic Air” category. The “Other” category includes drivers and passengers of commercial vehicles along with pedestrians.

[c] No arrival count conducted in 2000.

[d] Includes cruise passengers who first arrive in Alaska by cruise ship. An additional 170,000 cruise passengers first arrive in Alaska by other modes and exit Alaska on a cruise.

[e] Includes only domestic air arrivals at Anchorage, Fairbanks, Juneau, and Ketchikan. Arrivals to smaller airports accounting for 30,697 arrivals have been transferred to "Other" category to make 2001 data comparable to previous years.

[f] Includes all domestic air arrivals.

[g] Includes highway arrivals for Alcan, Poker Creek, and Skagway. The numbers have not been adjusted for double counting. If Haines personal vehicle unadjusted arrivals of 33,217 were added total highway arrivals would be 203,328.

[h] Includes personal vehicle highway arrivals for Alcan, Poker Creek, Skagway, and Haines. Highway arrivals have been adjusted for double counting. Please see Appendix A for details.

[i] Includes motorcoach arrivals at Alcan, Poker Creek, and Skagway. These arrivals have not been adjusted for double counting. Includes approximately 126,000 cruise passengers disembarking in Skagway who are counted once as cruise passengers and a second time at the Skagway border station when they take a motorcoach excursion into Canada and back into Alaska. If unadjusted motorcoach arrivals at Haines were added, this total would be 137,753 arrivals. Not a sampled mode.

[j] Includes highway motorcoach arrivals at Alcan, Poker Creek, Skagway, and Haines. Arrivals at Alcan, Skagway, and Haines have been adjusted for double counting. Please see Appendix A for details.

[k] Includes domestic air arrivals at smaller airports.

[l] Includes only drivers and passengers of commercial vehicles and pedestrians.

Table 3-2 shows the percentage of persons arriving by each mode of entry for the past three Summer AVSP survey years to show trends in the mode of entry for visitors. Percentages for 1989, 1993, and 2001 were calculated using the total arrival data presented in Table 3-1. Cruise passengers have become a larger percentage of total arrivals since 1989 while highway arrivals have decreased as a percentage of total arrivals since 1989.

Table 3-2. Percentage of Total Arrivals by Mode of Entry Summer AVSP Survey Years 1989, 1993, and 2001

Mode of Entry	Percent Each Year		
	1989	1993	2001
Cruise ship	17.1	20.5	29.7
Domestic Air	56.7	57.8	54.6
Ferry	3.9	3.0	1.4
Highway—Personal Vehicle[a]	15.9	14.2	9.9
Highway—Motorcoach[b]	0.9	0.3	0.6
International Air	2.6	1.6	1.4
Other	2.9	2.6	2.2
Total Arrivals	**100**	**100**	**100**

Source*:* Data for 1989 and 1993 derived from arrival numbers in *Alaska Visitor Arrivals Summer 1999* prepared for the State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

[a] Does not include highway arrivals at Haines.

[b] Does not include highway arrivals at Haines, and motorcoach arrivals at Skagway have been adjusted to account for the thousands of cruise passengers who disembark at Skagway to take a motorcoach excursion into Canada and then cross back into the U.S. at the border station.

Table 3-3 presents adjusted total arrivals for each mode by month for the summer season.

Table 3-3. Adjusted Number of Total Arrivals—Residents and Visitors—Summer 2001

Mode	May	June	July	August	September	Season Total
Cruise Ship	106,000	124,000	138,000	130,000	12,000	510,000
Domestic Air	135,400	219,5000	251,800	243,900	117,300	968,000
Ferry	3,100	6,400	6,600	5,900	2,200	24,100
Highway—Personal Vehicles[a]	15,600	34,500	37,600	29,500	13,200	130,400
Highway—Motorcoach[a]	300	2,700	3,200	3,300	1,200	10,900
International Air	3,700	5,900	6,100	6,500	2,500	24,700
Other[b]	1,500	1,800	1,500	1,500	1,300	7,700
Total Arrivals	**265,300**	**392,600**	**442,400**	**417,900**	**148,500**	**1,675,800**

Notes: Total of columns may not equal total of rows due to rounding.

[a] Adjusted for double counting and includes passengers in personal vehicles and motorcoaches entering Alaska on Alcan, Haines, Klondike, and Taylor Highways. Earlier AVSP reports did not include figures for the Haines Highway. See Appendix A for details on double counting.

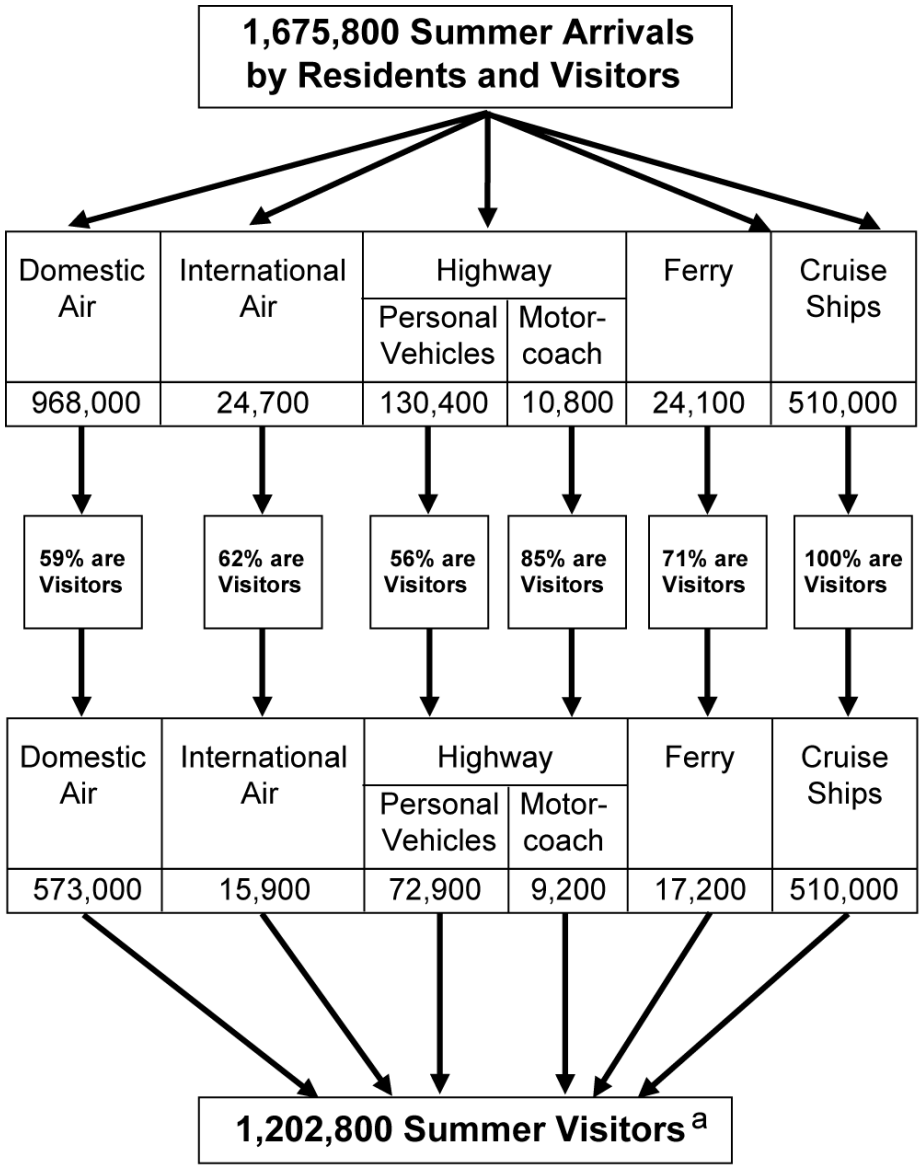
[b] Includes drivers and any passengers of commercial vehicles and pedestrians

4 Visitor Arrivals

4.1 Introduction

While the steps used for estimating the total number of visitors to Alaska from total arrivals are described in the methodology section, Figure 4-1 provides a graphical representation of the process as context for this section.

Figure 4-1. Graphic Representation of the Process for Estimating Total Arrival and Visitor Arrival Numbers



[a] Total for visitor arrivals includes 4,600 arrivals from "Other" category.

4.2 Visitor Percentages

Table 4-1 shows the percentages used to estimate the number of visitors from the number of total arrivals for each mode of arrival for AVSP survey years 1989, 1993, and 2001. As mentioned previously, visitor percentages are calculated from the tallies that are conducted in AVSP survey years. In terms of cruise passengers, the assumption used in 1989, 1993, and 2001 is that 100 percent of cruise passengers are visitors to the State of Alaska. While the percentage of visitors arriving by other modes may appear to differ from one survey year to the next, there is little to no real difference between the various modes of arrival except for ferry arrivals that appear to have declined slightly between 1993 and 2001. Each of the estimates has a measure of uncertainty associated with it and the amount of uncertainty is greater than the difference in estimates from one year to the next. Based on the sample sizes and reported margins, each visitor percentage has a margin of error of ± 3 percent.

Table 4-1. Percentage of Arrivals that are Visitors by Mode
Summer AVSP Survey Years 1989, 1993, and 2001

	Percent Each Year		
Mode of Entry	**1989**	**1993**	**2001**
Cruise Ship	100	100	100
Domestic Air	64	64	59
Ferry	81	81	71
Highway—Personal Vehicle[a]	55	58	56
Highway—Motorcoach[ab]	100	100	85[b]
International Air	82	68	62
Other	82	64	60
Total Percent of Visitor Arrivals	**71**	**71**	**72**

Source: Data for 1989 and 1993 are from *Alaska Visitor Arrivals Summer 1989* and *Alaska Visitor Arrival Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for the State of Alaska Department of Community & Economic Development by the McDowell Group; data for Summer 2001 collected for AVSP IV.

[a] Adjusted for double counting.

[b] Motorcoaches and commercial vehicles are not a sampled mode. The estimate of the percentage of visitors comes from U.S. Customs officials, American Bus Association Alaska representatives, and the manager of the Visitors Center in Tok.

4.3 Visitor Arrivals and Trends

Table 4-2 presents the total number of arrivals into Alaska for Summer 2001, the percentage (from Table 4-1) used to estimate the number of visitors for each mode, and the estimated number of visitors to Alaska. As noted previously, AVSP IV includes certain points of entry into Alaska that were not included in previous years. In AVSP IV, visitors arriving by domestic air in Sitka were included in the sampling process as were visitors arriving at many other smaller cities. In addition, highway arrivals now include arrivals in Haines. Furthermore, highway arrivals have been adjusted for double counting where necessary. Thousands of visitors to Alaska enter the State more than once during their trip. They would be counted twice if adjustments were not made. (Please see Appendix A for details on these adjustments for double counting.)

Table 4-3 shows the number of arrivals estimated to be visitors for Summer by mode of entry for all years since 1993 rounded to the nearest hundred. To accommodate the improvements made in AVSP IV, but at the same time be able to compare 2001 counts with earlier years, readers of this report will find two different visitor arrival numbers Table 4-3. One visitor arrival number, 1,202,800, reflects the changes made for AVSP IV as shown in Table 4-2 and Table 4-3. This visitor arrival number is calculated from the adjusted total arrival number of 1,675,800 arrivals (Table 3-3) that includes highway arrivals at Haines and that is adjusted for double counting. This adjusted total arrival number is then used with the visitor percentages to estimate the total number of visitors to Alaska in Summer 2001.

Nevertheless, the data generated by AVSP IV also needs to be compared to data from previous years. The second visitor number, 1,225,800, is also found in Table 4-3. This visitor arrival number does not include arrivals at Haines. It is based on total arrival counts that have not been adjusted for double counting. (Please see Appendix A for a discussion of double counting and adjustments). In addition, since the "Domestic Air" category for 1993-1999 includes only domestic air arrivals at Anchorage, Fairbanks, Juneau, and Ketchikan, the same convention is used in Table 4-3 for the 2001 data. Before AVSP IV, domestic arrivals at smaller airports such as Sitka and Kodiak appeared in the "Other" category. In AVSP IV, the "Other" category includes drivers and passengers of commercial vehicles along with a small number of pedestrians.

Table 4-2. The Number of Total Arrivals, Visitor Percentages, and Number of Visitors for Each Mode of Arrival Summer 2001

Mode	No. of Total Arrivals	Visitors Percentage	No. of Visitor Arrivals
Cruise Ship[a]	510,000	100	510,000
Domestic Air[a]	968,000	59	573,000
Ferry	24,100	71	17,200
Highway—Personal Vehicle[c]	130,400	56	72,900
Highway—Motorcoach[c]	10,900	85	9,200
International Air	24,700	62	15,900
Other[d]	7,700	60	4,600
Total Arrivals	**1,675,800**	**72**	**1,202,800**

[a] Includes cruise passengers who first arrive in Alaska by cruise ship. An additional 170,000 cruise passengers first arrive in Alaska by domestic air and exit Alaska via cruise.

[b] Includes domestic arrivals for Anchorage, Fairbanks, Juneau, Ketchikan, Sitka, Kodiak and other small airports.

[c] Includes arrivals at Haines and highway arrivals have been adjusted for double counting. Please see Appendix A for details.

[d] Includes drivers and passengers of commercial vehicles and pedestrians who were not surveyed.

Table 4-3. Trends in Visitor Arrivals by Mode of Arrival Summer 1993—2001

Mode	AVSP III	Secondary Arrival Reports							AVSP IV Comparable to AVSP III	AVSP IV with Haines and Adjusted Arrival Counts
	1993	1994	1995	1996	1997	1998	1999	2000	2001[a]	2001[b]
Cruise Ship	247,000	285,100	283,500	336,500	392,100	431,200	457,100	[c]	510,000[d]	510,000[d]
Domestic Air	443,600	488,000	508,300	547,900	560,800	551,600	565,600	[c]	555,000[e]	573,000[f]
Alaska Marine Highway System (Ferry)	29,100	28,400	27,000	24,000	18,900	21,600	20,800	[c]	17,200	17,200
Highway—Personal Vehicle and Motorcoach[g]	91,900	95,300	108,100	103,400	100,200	111,700	110,000	[c]	105,100[h]	82,100[i]
International Air	14,500	14,200	13,300	22,500	21,000	20,000	21,700	[c]	15,900	15,900
Other	20,100	20,400	26,900	30,000	27,500	27,600	23,800	[c]	22,600[j]	4,600[k]
Total Visitor Arrivals	846,200	931,400	967,100	1,064,300	1,120,500	1,163,700	1,199,000	[c]	**1,225,800**	**1,202,800**

Source: Visitor arrivals for 1993-1999 are from *Arrival Count Summer 1999* prepared for the State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

Notes: Highway motorcoach arrivals and arrivals in "Other" category are not sampled modes of arrival.

[a] The counts in this column are provided so that comparisons can be made between the 2001 data and previous years. Counts in reports from 1993 to 1999 do not include arrivals on the Haines Highway. Visitor arrival estimates in earlier years included consideration for double counts, but the methodology is not clear. More important, many of the double arrivals considered in 2001 were not as much of an issue in 1993.. As such, figures for 2001 in this column are presented net of passenger activity on the Haines Highway. 0nly domestic air arrivals at Anchorage, Fairbanks, Juneau, and Ketchikan are included in "Domestic Air" category. All other domestic air arrivals are included in "Other" category.

[b] AVSP IV as reported in this column includes several changes: highway arrivals at Haines are included, highway arrival numbers are adjusted as necessary for double counting, and all domestic air arrivals are included in the "Domestic Air" category. The "Other" category includes drivers and passengers of commercial vehicles along with pedestrians.

[c] No arrival count conducted in Summer 2000.

[d] Includes only cruise passengers who first arrive in Alaska by cruise ship. An additional 170,000 cruise passengers first arrive in Alaska by other modes and exit Alaska on a cruise.

[e] Includes only domestic air arrivals at Anchorage, Fairbanks, Juneau, and Ketchikan. Arrivals to smaller airports have been transferred to "Other" category to make 2001 data comparable to previous years.

[f] Includes all domestic air arrivals including cruise passengers who arrive via domestic air.

[g] In the *Arrival Count, Summer 1999* report, personal vehicle and motorcoach arrivals at Skagway are collapsed into one number for years 1993-1999. In order to make 2001 data compatible with the earlier data, personal vehicles and motorcoach arrivals are collapsed in this table.

[h] Includes highway arrivals at Alcan, Poker Creek, and Skagway. The numbers have not been adjusted for double counting.

[i] Includes highway arrivals at Alcan, Poker Creek, Skagway, and Haines. Highway arrivals have been adjusted for double counting. Please see Appendix A for details.

[j] Includes arrivals at smaller airports.

[k] Includes only drivers and passengers of commercial vehicles and pedestrians.

5 Visitor Profile

5.1 Introduction

The following profiles of visitors are based on the results of 3,722 completed random arrival surveys (RASs). Surveys were given to individual respondents but if they were part of a group traveling together, information was requested for the entire traveling party. Therefore, the 3,722 surveys actually provide information on more than 6,000 visitors traveling to Alaska between May 1, 2000 and September 30, 2001. *AVSP IV Summer 2001* includes arrivals at Haines for the first time (Table 5-1. The estimated total visitor arrival figure adjusted for double counting, including Haines arrivals of 1,202,800 (Table 4-2) is used for most of the calculations in the visitor profiles.

5.2 Visitor Profile Tables

Table 5-1 compares the number of visitors arriving in Alaska by purpose of trip for Summer AVSP Survey Years 1989, 1993, and 2001.

Table 5-1. Number of Visitor Arrivals by Purpose of Trip
Summer AVSP Survey Years 1989, 1993, and 2001

	Number Each Year		
Mode of Entry	**1989[a]**	**1993[b]**	**2001[c]**
Vacation and Pleasure	331,200	594,200	894,900
Visiting Friends and Relatives	82,500	88,800	71,500
Business and Pleasure	46,000	55,800	59,100
Business Only	37,300	84,900	177,300
Seasonal Workers[d]	15,200	13,200	n/a
Total Visitor Arrivals	**512,200**	**836,900**	**1,202,800**

Source: Visitor arrivals for 1989 and 1993 from *Alaska Visitor Statistics Program, Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development, by McDowell Group; data for 2001 collected for AVSP IV.

[a] Includes highway arrivals on the Alcan Highway, Poker Creek, and at Skagway.

[b] Includes highway arrivals on the Alcan, Poker Creek, and at Skagway.

[c] Includes highway arrivals on the Alcan, Skagway, Poker Creek, and Haines.

[d] Seasonal workers were a separate category in 1989-90 and 1993-94. Visitor tallies in 2000-01 did not include seasonal workers, as additional research would be needed for such "visitors" arriving on fishing vessels and chartered flights.

Table 5-2 shows the percentage of visitors by trip purpose for Summer AVSP Survey Years 1989, 1993, and 2001. Visitor counts are presented as a percent of the total number of arrivals to show trends over time. Vacation and Pleasure continues to be the primary trip purpose for the summer season.

Table 5-3 compares the number of visitors for each mode of entry in Summer 2001 with the number of visitors for each mode of entry in 1989 and 1993.

Table 5-2. Percentage of Visitor Arrivals by Trip Purpose Summer AVSP Survey Years 1989, 1993, and 2001

Purpose of Trip	Percent Each Year		
	1989[a]	1993[b]	2001[c]
Vacation and Pleasure	65	71	74
Visiting Friends and Relatives	16	11	6
Business and Pleasure	9	7	5
Business Only	7	10	15
Seasonal Workers[d]	3	2	n/a
Total Percent	100	100	100

Source: Visitor arrivals for 1989 and 1993 taken from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

Notes: Columns may not total 100 percent due to rounding.

Includes sampled and unsampled modes of arrival.

[a] Includes highway arrivals on the Alcan Highway, Poker Creek, and Skagway..

[b] Includes highway arrivals on the Alcan, Poker Creek, and Skagway.

[c] Includes highway arrivals adjusted for double counting on the Alcan, Poker Creek, Skagway, and Haines

[d] Seasonal workers a separate category in 1989-90 and 1993-94. Visitor tallies in 2000-01 did not include seasonal workers, as additional research would be needed for such "visitors" arriving on fishing vessels and chartered flights.

Table 5-3. Number of Visitor Arrivals by Mode of Entry Summer AVSP Survey Years 1989, 1993, and 2001

Mode of Entry	Number Each Year		
	1989[a]	1993[b]	2001[c]
Cruise Ship	143,571	246,967	510,000
Domestic Air	283,441	443,642	573,000
Ferry	25,073	29,075	17,200
Highway	77,012	108,115	82,100
International Air	16,433	13,264	15,900
Other	13,748	20,054	4,600[d]
Total Arrivals	559,278	861,117	1,202,800

Source: Visitor arrivals for 1989 and 1993 taken from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

Notes: Data for 2001 are rounded to nearest one hundred and data for all years Includes sampled and unsampled modes of arrival.

[a] Includes highway arrivals on the Alcan Highway, Poker Creek, and Skagway.

[b] Includes highway arrivals on the Alcan Highway, Poker Creek, and Skagway.

[c] Includes highway arrivals adjusted for double counting where necessary on the Alcan Highway, Poker Creek, Skagway, and Haines.

[d] Includes drivers and passengers of commercial vehicles and pedestrians entering Alaska on the Alcan, at Poker Creek, Skagway, and Haines.

Table 5-4 compares the percentage of visitors by mode of arrival to show trends over time. The percentage of cruise ship visitor arrivals has increased from approximately 29 percent in Summer 1993 to 42 percent of total visitor arrivals in Summer 2001.

Table 5-4. Percentage of Total Visitor Arrivals by Mode of Entry
Summer AVSP Survey Years 1989, 1993, and 2001

Mode of Entry	Percent Each Year		
	1989[a]	1993[b]	2001[c]
Cruise Ship	25.7	28.7	42.5
Domestic Air	50.7	51.5	47.6
Ferry	4.5	3.4	1.4
Highway	13.8	12.6	6.8
International Air	2.9	1.5	1.3
Other[d]	2.4	2.3	<1
Total Percent	100	100	100

Source: Visitor arrivals for 1989 and 1993 taken from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

Notes: Columns may not total 100 percent due to rounding.

Includes sampled and unsampled modes of arrival.

[a] Includes highway arrivals at the Alcan, Poker Creek, and Skagway border stations.

[b] Includes highway arrivals at the Alcan, Poker Creek, and Skagway border stations.

[c] Includes highway arrivals adjusted for double counting at the Alcan, Poker Creek, Skagway, and Haines border stations.

[d] Includes drivers and passengers of commercial vehicles and pedestrians entering Alaska at the Alcan, Poker Creek, Skagway, and Haines border stations.

Table 5-5 shows the mode of arrival for visitors, with visitors divided into the purpose of trip categories.

Table 5-5. Percentage of Visitor Arrivals by Trip Purpose by Mode of Entry Summer 2001

Primary Trip Purpose	Percent by Mode of Entry					Percent of Total Visitor Arrivals
	Domestic Air	International Air	Cruise Ship	Highway	Ferry	
Vacation and Pleasure	50	65	98	93	86	74
Visiting Friends & Relatives	11	6	<1	3	10	6
Business and Pleasure	8	19	1	4	4	5
Business Only	31	10	<1	<1	<1	15
Total Percent	100	100	100	100	100	100

Table 5-6 shows the percentage of visitors, by purpose of trip, with visitors divided into categories for mode of entry. Cruise ship arrivals, which are about 42 percent of total visitor arrivals, account for approximately 54 percent of visitors to Alaska who come for vacation and pleasure.

Table 5-6. Mode of Entry for Visitors by Trip Purpose Summer 2001

Mode of Entry	Percent by Trip Purpose				Percent of Total Visitor Arrivals
	Vacation and Pleasure	Visiting Friends & Relatives	Business and Pleasure	Business Only	
Cruise Ships	54	2	12	2	41
Domestic Air	31	89	76	97	46
International Air	1	1	5	<1	1
Highway	12	5	7	<1	10
Ferry	2	2	1	<1	1
Total Percent	100	100	100	100	100

Table 5-7 shows the intended length of stay for all visitors. Additional information on the intended length of stay for visitors, by purpose of trip, is provided in the separate visitor profiles that follow. In AVSP III Summer 1993, approximately 53 percent of visitors stayed 6 days or less while in AVSP IV Summer 2001 approximately 59 percent of all visitors stayed 7 days or less.

Table 5-7. Intended Length of Stay for All Visitors Summer 2001

Length of Visit	Percent of All Visitors
7 days or less	59.0
8—14 days	29.0
15—30 days	8.1
More than 30 days	3.4
Unknown or refused to answer	<1
Total Percent	100

Table 5-8 provides a summary of the age, gender, and employment status of visitors. Data are provided for all visitors, as well as for visitors by mode of arrival.

Table 5-8. Age, Gender, and Employment Status of Visitors
Summer 2001

Category	Percent of All Visitors	Percent of All Visitors By Mode of Arrival				
		Cruise Ship	Domestic Air	Int'l Air	Ferry	Highway
Age						
Less than 21	6	7	5	1	6	5
21 - 30	10	10	10	13	3	9
31 - 40	19	15	26	18	6	8
41 - 50	21	22	22	27	15	13
51 - 60	19	22	16	15	25	26
61 and Over	25	24	22	25	46	40
Gender						
Female	48	56	39	53	49	54
Male	52	44	61	47	51	46
Employment						
Employed Full-time	59	57	66	69	25	35
Employed Part-time	3	2	2	1	11	7
Unemployed	<1	<1	1	0	<1	2
Student	3	3	4	0	2	2
Retired	24	26	17	23	55	41
Homemaker	3	3	2	5	2	4
Other/Refused	8	9	7	1	5	8

Table 5-9 shows the trend in the gender of visitors traveling to Alaska. In contrast to Fall/Winter 2000-01, when 59 percent of visitors were male, 52 percent of summer visitors were male and 48 were female.

Table 5-9. Trend in Gender of Visitors
Summer AVSP Survey Years 1993 and 2001

Gender	Percent Each Year	
	1993	2001
Male	53	52
Female	47	48
Total Percent	100	100

Source: 1993 data from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for Department of Community & Economic Development, by McDowell Group; data for 2001 collected for AVSP IV.

Table 5-10 shows the trend in employment status of visitors traveling to Alaska in Summer 2001.

Table 5-10. Trend in Employment Status of Visitors
Summer AVSP Survey Years 1993 and 2001

Employment Status	Percent Each Year	
	1993	2001
Employed	56	62[a]
Retired	33	24
Other	12	7[b]
Refused	-	8
Total Percent	100	100

[a] Includes 59 percent full time and 3 percent part time.

[b] Includes unemployed individuals looking for work, students, and individuals who identified themselves as homemakers.

Table 5-11 shows the size of traveling parties in the Summer 2001. Data are provided for all visitors, as well as for visitors by mode of arrival.

Table 5-11. Size of Traveling Party for All Visitors and By Mode of Arrival
Summer 2001

		Percent of All Visitors by Mode of Arrival				
Number in Party	Percent of All Visitors	Domestic Air	Cruise Ship	Int'l Air	Highway	Ferry
One	36	61	16	40	9	10
Two	51	31	67	53	72	70
Three	5	4	6	2	8	6
Four	5	2	7	4	9	9
Five or More	3	2	4	1	2	5

Table 5-12 shows the percentage of visitors traveling to Alaska in Summer 2001 who had previously visited Alaska and the percentage of those visitors making their first trip to Alaska.

Table 5-12. Percent of Repeat Visitors
Summer 2001

Percent of All Visitors	
Previously Visited Alaska	First Trip to Alaska
35	65

Table 5-13 shows the level of income for visitors in Summer 2001. Approximately 44 percent of those surveyed refused to answer this question. In an attempt to compensate for the item nonresponse, which frequently occurs with questions as sensitive as personal income, the respondents were handed the Palm Pilot and requested to enter their answers privately.

Table 5-13. Visitor Income
Summer 2001

Income Level	Percent of Each Category
Under $25,000	3
$25,000 to $49,999	10
$50,000 to $74,999	16
$75,000 to $99,999	11
$100,000 and Above	17
Refused to Answer	44
Total Percent	100

During the RAS, visitors were asked whether they were independent travelers, if they intended to purchase a commercially available tour (such as a sightseeing or wildlife viewing tour), or if they had purchased a package that included all elements of their trip. Visitors who paid a single price for all elements of their trip were classified as package travelers. Visitors who said they were going to pay separately for the different elements of their trip and who did not intend to purchase any type of commercially available tour were classified as independent travelers. Visitors who said they were traveling independently, but intended to purchase a tour of some sort were classified as "inde-package" travelers. If a person intended to travel independently—without assistance from any tour group—except for the purchase of a one-hour sightseeing tour, that person would still be classified as an inde-package visitor. It should be noted that travelers were surveyed at the beginning of their trip and their "intentions" may have changed at some point during their trip. Such information will be captured in the VOS and VES reports.

Table 5-14 compares the percentage of visitors who were independent, inde-package, and package travelers for Summer 1993 and Summer 2001. The percentage of inde-package visitors increased from 13 percent in Summer 1993 to approximately 27 percent in Summer 2001.

Table 5-14. Intended Travel Type for All Visitors
Summer AVSP Survey Years 1993 and 2001

	Percent of Each Category	
Type of Travel	**1993**	**2001**
Independent	44	30
Inde-Package	13	27
Package	44	43
Total Percent	100	100

Source: 1993 data from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

Additional information on intended travel type is provided below in the profiles for visitors by trip purpose.

Table 5-15 shows the five most common responses to the question, "What is the primary non-business activity you hope to enjoy in Alaska on this trip?"

Table 5-15. Most Common Non-Business Activities
Summer 2001

Activity (in order from most to least common response)	Percent of Total
Sightseeing	55
Fishing	9
Touring Glaciers	3
Hiking	3
Wildlife Viewing	3

Table 5-16 shows the place of origin for visitors to Alaska in Summer 1993 and Summer 2001 (AVSP III and IV). Overseas visitors that happened to be surveyed in the random intercept surveys (RAS) came from Australia, Austria, England, Germany, Israel, Mexico, New Zealand, Norway, Russia, Scotland, South Africa, Spain, Switzerland, and the United Kingdom. It should be noted that visitors from countries other than the U.S. and Canada make up such a small percentage of total visitors to Alaska that the number of those individuals who are likely to be surveyed is very small. This is pointed out by the fact that no visitors from Japan happened to be included in surveys of visitors. However, information from other sources suggests that Alaska receives many visitors from Japan. It also should be noted that international visitors may arrive and/or depart by domestic air or some other mode of transportation and so would not be included in the 3.9 percent of visitors discussed below.

Overseas visitors made up approximately 3.9 percent of the 1,202,800 visitors to Alaska. As pointed out in AVSP III, when "visitor groups are less than 0.5% of the total, existing survey methodology was not intended to record them accurately." To obtain good data on international visitors would require that they be the target group and that a sample plan was constructed to take into account how and when international visitors arrive in Alaska.

Table 5-16. Trends in Place of Origin for All Visitors for Summer AVSP Survey Years 1993 and 2001

Place of Origin	Percent Each Year	
	1993	2001
United States	83.0	85.6
Canada	10.0	10.2
Other International	6.0	3.9
Breakdown of Other International Visitors Category		
Australia	1.0	0.8
Austria	-	0.1
England	1.0	0.2
Germany	1.3	0.1
Hong Kong	-	<0.1
Israel	-	0.1
Japan	0.7	0.1
Mexico	-	0.2
New Zealand	-	0.2
Norway	-	0.1
Russia	-	0.1
Scotland	-	<0.1
South Africa	-	<0.1
Spain	-	0.1
Switzerland	-	0.2
United Kingdom	-	0.2

Source: 1993 data from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

Note: Due to small sample sizes, figures in this table for international arrivals should be used for discussion purposes only, not inference.

Table 5-17 shows a comparison of domestic arrivals, by place of origin, for visitors in Summer 1993 and Summer 2001 (AVSP III and IV). Care should be taken when using AVSP data to assess the state of origin for visitors. The AVSP is designed to give accurate information on the visitor population to Alaska. The sampling plan and other features of the AVSP would need to be changed if the objective were to give accurate information on visitors by state of origin.

Table 5-17. Trends in State of Origin for Domestic Arrivals
Summer AVSP Survey Years 1993 and 2001

	Percent Each Year	
Place of Origin in U.S.	**1993**	**2001**
West	44.3	57.6
Arizona	2.0	2.6
California	16.9	19.2
Colorado	2.8	1.9
Hawaii	1.2	0.2
Idaho	1.0	1.0
Montana	1.2	0.9
New Mexico	0.7	0.9
Nevada	0.5	1.4
Oregon	4.2	3.4
Utah	1.1	1.0
Washington	12.5	24.3
Wyoming	0.2	0.5
South	24.2	16.4
Alabama	1.0	0.7
Arkansas	0.6	0.3
District of Columbia	0.1	0.2
Delaware	0.2	0.2
Florida	6.0	4.0
Georgia	1.7	1.5
Kentucky	0.5	0.3
Louisiana	1.2	0.6
Maryland	1.2	0.8
Mississippi	0.2	0.3
North Carolina	1.4	1.7
Oklahoma	0.8	0.4
South Carolina	0.4	0.4
Tennessee	1.1	0.7
Texas	5.5	2.9
Virginia	1.8	1.2
West Virginia	0.4	0.2
Midwest	18.3	15.2

Place of Origin in U.S.	Percent Each Year	
	1993	2001
Iowa	1.1	0.5
Illinois	3.1	2.7
Indiana	1.3	1.3
Kansas	0.6	0.8
Michigan	2.8	3.2
Minnesota	2.7	2.0
Missouri	1.6	0.9
North Dakota	0.5	0.1
Nebraska	0.1	0.3
Ohio	3.0	2.1
South Dakota	0.2	0.2
Wisconsin	1.3	1.1
East	13.4	10.8
Connecticut	0.8	1.0
Massachusetts	1.4	1.2
Maine	0.4	0.1
New Hampshire	0.2	0.5
New Jersey	2.7	1.2
New York	4.8	4.3
Pennsylvania	2.7	2.2
Rhode Island	0.2	0.1
Vermont	0.1	0.2
Other[a]	**n/a**	**0.4**
Total	**100**	**100**

Source: 1993 data from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

Notes: Due to small sample sizes, figures in this table should be used for discussion purposes only, not inference.

[a] The "Other" category is necessary because some visitors in Summer 2001 were only willing to give the address of their host in Alaska. (They identified themselves as non-residents, but only provided a contact address in Alaska.)

5.3 Mode Use Patterns

Visitors to Alaska can arrive and depart by a variety of modes and many people in the tour and travel industry are interested in the combined mode use (entry and exit) of visitors. Table 5-18 presents the "intended" mode of exit by mode of arrival for visitors. However, this table does not reflect all mode use for two reasons. First, the table is based only on arrival data. Exit data are not available. These data are sorted by mode of entry based on AVSP survey data on arrivals. Second, the table is based on the "intended" mode of exit for visitor arrivals. Visitors are asked how they "intend" to leave Alaska. Table 5-18 may not reflect the actual mode of departure. The data in Table 5-18 should not necessarily be viewed as estimates of the number of round-trip and one-way travelers on any given mode.

Table 5-18. Percent of Visitors by Mode of Entry and "Intended" Mode of Exit Summer 2001

Intended Mode of Exit	Percent by Mode of Entry				
	Domestic Air	International Air	Ferry	Highway	Cruise
Cruise Ship	9.8	39.7	0.9	0.9	47.1
Domestic Air	87.7	13.2	9.6	5.2	44.3
International Air	1.4	42.6	1.4	<1	5.7
Ferry	<1	2.9	32.1	5.3	<1
Highway[a]	<1	1.5	52.6	83.7	2.2
Other	<1	0	<1	0	<1
Don't Know/Refused	<1	0	3	4.6	<1

Notes: "Intended" mode of departure may not reflect the actual mode of departure.

Does not reflect all mode use.

[a] In past AVSP reports, mode of exit for highway referred to personal vehicles. Motorcoach arrivals are not a sampled mode in the AVSP. However, since visitors are surveyed as they arrive, the potential exists that some of those surveyed may be departing via motorcoach.

It is important to remember that the AVSP is designed to give accurate information about the characteristics of visitors. This information can be divided to show differences by mode of entry, trip purpose, and traveler type. The AVSP sample plan does not include any monitoring or adjustments based on visitors' "intended" mode of exit.

Visitors that agree to participate in the AVSP are asked, among other things, "how they intend" to depart the State. No effort is made to ensure that a certain number of visitors are interviewed who are departing by different modes. The sample plan includes several adjustments to account for the fact that a relatively small number of visitors arrive by international air and ferry. No similar adjustments are made to account for differences in the way visitors depart the State. As a result, a random sample of arriving visitors might yield either a very low or a very high number of visitors departing by a given mode.

As a result, information about overall mode use can be corroborated with, but should not be based solely on, AVSP survey data. For example, arrival data from airlines and Cruise Line Agencies of Alaska (CLAA) give a very good indication of the number of people who arrive by air and depart by cruise ship, or who arrive by cruise ship and depart by air. These data are a better source of information regarding the air-cruise mode market or total cruise and total air mode markets than the RAS survey data alone and are used in estimating one-way and round-trip mode use in Table 5-19.

Table 5-19 shows estimates of one-way and round-trip mode use for various modes. The percentages for mode use in Table 5-18 for international air, ferry, and highway arrivals are used to estimate the number of one-way and round-trip users for these modes found in Table 5-19. As discussed previously, the estimates of one-way and round-trip mode use for domestic air and cruise ship are derived from airline arrival data and data provided by the cruise industry.

Table 5-19. Number of Visitors Who Travel One Way or Round Trip by Selected Modes Summer 2001

Mode of Entry	Number of Visitors by Mode Use	
	One-Way Users	Round-Trip Users
Domestic Air[a]	350,000	403,000
International Air	9,800	6,100
Cruise Ship[a]	340,000[b]	350,000
Ferry	11,700	5,500
Highway[c]	13,400	68,700
Other[c]	-	4,600

Notes: Includes percentages of individuals who refused to respond or did not know their method of exit. The number of visitors described by these percentages are included in Table 5-19 with the one-way users.

[a] Based on arrival data from airlines and data from Cruise Line Agencies of Alaska.

[b] The number of Cross-Gulf cruise passengers can serve as a proxy for one-way cruise travelers because most, if not all, cruise passengers that make the Cross-Gulf trip arrive or depart by air. CLAA data show that approximately 170,000 people started their cruise in Seward, Alaska and traveled south on a cruise ship to leave the State. A similar number traveled north to Alaska on a cruise ship and ended their cruise in Seward then departed Alaska by some other mode.

[c] In past AVSP reports, mode of exit for highway referred to personal vehicles. Motorcoach arrivals are not a sampled mode in the AVSP. However, since visitors are surveyed as they arrive, the potential exists that some of those interviewed may be departing via motorcoach.

5.4 Trip Purpose Profiles

Table 5-20 shows the percentage of visitors to the State in Summer 2001 who had made previous trips to the State of Alaska by the purpose of their previous trip.

Table 5-20. Percent of Visitors Who Made Previous Trips to Alaska by Trip Purpose Summer 2001

	Percent by Trip Purpose					
	Vacation and Pleasure	Business	Visiting Friends and Relatives	Business and Pleasure	Domestic Air	Rural Visitors
Vacation and Pleasure	21	1	4	10	15	27
Business Only	2	31	1	11	12	4
Visiting Friends and Relatives	2	<1	41	2	7	4
Business and Pleasure	2	7	<1	27	6	4
Used to Live or Work in Alaska	3	4	21	11	9	7
Total Percent	30	43	68	61	47	45

The following tables provide a summary of visitor characteristics for each of the four major trip purposes including vacation and pleasure, business only, visiting friends and relatives, combining business and pleasure in addition to those visitors who used to live and work in Alaska. The percentage and reason of previous trips made by visitors arriving by domestic air and for rural visitors are presented.

Table 5-21. Profile of Business Only Visitors
Summer AVSP Survey Years 1993 and 2001

	1993	2001
Total Number of Business Only Visitors	**84,900**	**177,300**
Market Size (% of Total Visitors)	**10**	**15**
Entry Mode (% of Business Only Visitors)		
Domestic Air	96	97
International Air	2	<1
Highway—Personal Vehicle	1	<1
Ferry	<1	0
Cruise Ship	-	2
Intended Exit Mode (% of Business Only Visitors) Presented for Comparison Purposes Only[a]		
Domestic Air	93	97
International Air	3	1
Highway—Personal Vehicle	2	<1
Ferry	1	<1
Cruise Ship	-	1
Other	-	<1
Intended Travel Type (%of Business Only Visitors)		
Independent	90	91
Inde-Package	<1	3
Package	10	6
Intended Length of Stay [b]		

1993 AVSP (Percent)		2000 AVSP (Percent)	
6 Nights or Less	68	7 Days or Less	80
7 to 13 Nights	13	8 to 14 Days	16
14-20 Nights	8	15 to 30 Days	2
21+ Nights	11	31+	3

Party Size (Mean)	**1.3**	**1.05**
Origin		
U.S.	91	97
Canada	3	1
Other	4	2
Age	**37 (Average)**	**(Percent)**
Under 21		<1
21 to 30		8
31 to 40		46
41 to 50		35
51 to 60		8
61+		3

Source: 1993 data from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

[a]. The AVSP sample plan does not include any monitoring or adjustments based on visitors' "intended" mode of exit. Visitors that agree to participate in the AVSP are asked how they intend to depart the state. No effort is made to ensure that a certain number of visitors are interviewed who are departing by different modes. As a result, a random sample of arriving visitors might yield either a very low or a very high number of visitors departing by a given mode.

[b] While the format of the questions are different in their approach in 1993 and 2001 (6 Nights or Less compared to 7 Days or Less and 7 to 13 Nights compared to 8 to 14 Days) these questions should have elicited an equivalent response.

Table 5-22. Profile of Visitors Who Are Visiting Friends & Relatives Summer AVSP Survey Years 1993 and 2001

	1993	2001
Total Number of Visitors Who Are Visiting Friends and Relatives	**88,800**	**71,500**
Market Size (% of Total Visitors)	**11**	**6**
Entry Mode (% of Visiting Friends and Relatives)		
Domestic Air	89	89
International Air	1	1
Highway—Personal Vehicle	5	5
Ferry	4	2
Cruise Ship	<1	2
Intended Exit Mode (% of Visiting Friends and Relatives) For Comparison Purposes Only[a]		
Domestic Air	90	88
International Air	1	2
Highway—Personal Vehicle	6	5
Ferry	3	2
Cruise Ship	-	2
Other/Don't Know/Refused		1
Intended Travel Type (% of Visiting Friends and Relatives)		
Independent	83	73
Inde-Package	14	18
Package	3	9
Intended Length of Stay [b]		

1993 AVSP (Percent)		2000 AVSP (Percent)	
6 Nights or Less	23	7 Days or Less	30
7 to 13 Nights	35	8 to 14 Days	33
14 to 20 Nights	18	15 to 30 Days	26
21+ nights	23	31+	10

Party Size (Mean)	**1.8**	**1.4**
		(Percent)
Party of 1		66
Party of 2		28
Party of 3		3
Party of 4		<1
Party of 5 or more		2
Origin		
U.S.	91	97
Canada	4	2
Other	4	2
Average Age	**42 (Average)**	**(Percent)**
Under 21		21
21 to 30		21
31 to 40		12

41 to 50	10
51 to 60	16
61+	20

Source: 1993 data from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

[a] The AVSP sample plan does not include any monitoring or adjustments based on visitors' "intended" mode of exit. Visitors that agree to participate in the AVSP are asked how they intend to depart the state. No effort is made to ensure that a certain number of visitors are interviewed who are departing by different modes. As a result, a random sample of arriving visitors might yield either a very low or a very high number of visitors departing by a given mode.

[b] While the format of the questions are different in their approach in 1993 and 2001 (6 Nights or Less compared to 7 Days or Less and 7 to 13 Nights compared to 8 to 14 Days) these questions should have elicited an equivalent response.

Table 5-23. Vacation and Pleasure Visitors
Summer AVSP Survey Years 1993 and 2001

	1993	2001
Total Number of Vacation & Pleasure Visitors	**594,200**	**894,900**
Market Size (% of Total Visitors)	**71**	**74**
Entry Mode (% of Vacation and Pleasure)		
Domestic Air	38	31
International Air	4	1
Highway—Personal Vehicles	15	12
Ferry	2	2
Cruise Ship	41	54
Intended Exit Mode (% of Vacation and Pleasure) Presented for Comparison Purposes Only[a]		
Domestic Air	41	49
International Air	2	4
Highway—Personal Vehicles	16	12
Ferry	3	1
Cruise Ship	38	32
Other/DK/Refused	-	1
Intended Travel Type (% of Vacation and Pleasure)		
Independent	28	13
Inde-Package	14	33
Package	58	54
Intended Length of Stay [b]		

1993 AVSP (Percent)		2000 AVSP (Percent)	
6 Nights or Less	48	7 Days or Less	58
7 to 13 Nights	33	8 to 14 Days	31
14 to 20 Nights	12	15 to 30 Days	8
21+ nights	8	31+	2
		Don't Know	<1

Party Size (Mean)	**2.2**	**2.2**
		(Percent)
1		20
2		64
3		7
4		6
5+		4
Origin		
U.S.	80	83
Canada	12	13
Other	8	4
Age	**50 (Average)**	**(Percent)**
Under 21		6
21 to 30		9

31 to 40	14
41 to 50	19
51 to 60	22
61+	30

Source: 1993 data from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

[a]. The AVSP sample plan does not include any monitoring or adjustments based on visitors' "intended" mode of exit. Visitors that agree to participate in the AVSP are asked how they intend to depart the state. No effort is made to ensure that a certain number of visitors are interviewed who are departing by different modes. As a result, a random sample of arriving visitors might yield either a very low or a very high number of visitors departing by a given mode.

[b] While the format of the questions are different in their approach in 1993 and 2001 (6 Nights or Less compared to 7 Days or Less and 7 to 13 Nights compared to 8 to 14 Days) these questions should have elicited an equivalent response.

Table 5-24. Profile of Visitors Who Are Combining Business and Pleasure Summer 2001

	1993	2001
Total Number of Visitors Who Are Combining Business and Pleasure	**55,800**	**59,100**
Market Size (% of Total Visitors)	**6**	**5**
Entry Mode (% of Business and Pleasure)		
Domestic Air	83	76
International Air	2	5
Highway—Personal Vehicle	8	7
Ferry	2	1
Cruise Ship	5	12
Intended Exit Mode (% of Business and Pleasure) Presented for Comparison Purposes Only[a]		
Domestic Air	82	78
International Air	5	5
Highway—Personal Vehicle	7	5
Ferry	<1	2
Cruise Ship	5	9
Other	-	2
Intended Travel Type (% of Business and Pleasure)		
Independent	69	55
Inde-Package	18	25
Package	14	20
Intended Length of Stay [b]		

1993 AVSP (Percent)		2001 AVSP (Percent)	
6 Nights or Less	52	7 Days or Less	43
7 to 13 Nights	28	8 to 14 Days	35
14 to 20 Nights	9	15 to 30 Days	12
21+	11	31+	11
Party Size (Mean)		**1.7**	1.4

	(Percent)
1	69
2	27
3	1
4	3
5	-

Origin		
U.S.	87	87
Canada	8	6
Other	5	8

Age	40 (Average)	(Percent)
Under 21		4
21 to 30		13
31 to 40		23
41 to 50		25
51 to 60		22
61+		15

Source: 1993 data from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

[a] The AVSP sample plan does not include any monitoring or adjustments based on visitors' "intended" mode of exit. Visitors that agree to participate in the AVSP are asked how they intend to depart the state. No effort is made to ensure that a certain number of visitors are interviewed who are departing by different modes. As a result, a random sample of arriving visitors might yield either a very low or a very high number of visitors departing by a given mode.

[b] While the format of the questions are different in their approach in 1993 and 2001 (6 Nights or Less compared to 7 Days or Less and 7 to 13 Nights compared to 8 to 14 Days) these questions should have elicited an equivalent response.

5.5 Domestic Air Analysis

Table 5-25. Domestic Air Analysis
Summer AVSP 1993 and 2001

	1993	2001
Total Number of Domestic Air Visitors	**443,600**	**573,000**
Market Size (% of Total Visitors)	**53**	**48**
Main Trip Purpose		
Vacation/Pleasure	51	50
Visiting Friends and Relatives	18	11
Business and Pleasure	10	8
Business Only	18	31
Seasonal Worker	2	n/a
Intended Exit Mode (% of Domestic Air Arrivals) Presented for Comparison Purposes Only [a]		
Domestic Air	83	88
International Air	2	1
Highway—Personal Vehicles	<1	<1
Ferry	<1	<1
Cruise Ship	13	10
Type of Traveler (% of Domestic Air Arrivals)		
Independent	64	51
Inde-Package	11	18
Package	25	31
Intended Length of Stay (% of Domestic Air Arrivals) [b]		
1993 AVSP (Percent)	**2001 AVSP (Percent)**	
6 Nights or Less 37	7 Days or Less	51
7 to 13 Nights 37	8 to 14 Days	34
14 to 20 Nights 16	15 to 30 Days	10
21+ 10	31+	5
Party Size (Mean)	**1.9**	**1.6**
		(Percent)
1		61
2		31
3		4
4+		4
Origin		
U.S. (Percent of Domestic Air Arrivals)	93	97
Canada	2	2
Overseas	4	2
Age	**44 (Average)**	**(Percent)**
Under 21		5
21 to 30		10
31 to 40		26
41 to 50		22
51 to 60		16
61+		22

Source: 1993 data from *Alaska Visitor Statistics Program Alaska Visitor Arrivals Summer 1993* prepared for State of Alaska Department of Community & Economic Development by McDowell Group; data for 2001 collected for AVSP IV.

[a] The AVSP sample plan does not include any monitoring or adjustments based on visitors' "intended" mode of exit. Visitors that agree to participate in the AVSP are asked how they intend to depart the state. No effort is made to ensure that a certain number of visitors are interviewed who are departing by different modes. As a result, a random sample of arriving visitors might yield either a very low or a very high number of visitors departing by a given mode.

[b] While the format of the questions are different in their approach in 1993 and 2001 (6 Nights or Less compared to 7 Days or Less and 7 to 13 Nights compared to 8 to 14 Days) these questions should have elicited an equivalent response.

5.6 Profile of Summer Rural Visitors

In AVSP IV, 500 surveys were conducted with visitors departing from Anchorage, Fairbanks, Juneau, and Ketchikan to rural areas including King Salmon, Dillingham, Nome, Kotzebue, Barrow, and some small towns in Southeast Alaska.

Table 5-26. Profile of Rural Visitors from Sample of 500 Surveys Summer AVSP 2001

Main Trip Purpose	
Vacation/Pleasure	82
Visiting Friends and Relatives	7
Business and Pleasure	6
Business Only	6
Intended Exit Mode (% of Rural Sample) For Comparison Purposes Only[a]	
Domestic Air	85
International Air	2
Highway—Personal Vehicles	1
Ferry	1
Cruise Ship	12
Type of Traveler (% of Rural Sample)	
Independent	19
Inde-Package	26
Package	56
Intended Length of Stay (% of Rural Sample)	
7 Days or Less	42
8-14 Days	42
15-30 Days	13
More than 30 Days	4
Party Size (Number and Percent of Individuals)	
Mean	2.1
	Percent
1	35
2	48
3 or more	17
Previous Visit to Alaska (% of Rural Sample)	
Previous Pleasure Visits	27
Previous Business Only Visits	4
Previous Business and Pleasure	4
Previous Visiting Friends and Relatives	4
Used to Work and/or Live in Alaska	7
Total with Previous Visits	45
Origin (% of Rural Sample)	
U.S.	95
Canada	1
Overseas	4
Age (% of Rural Sample)	
20 and under	5
21-30	5
31-40	14

41-50	15
51-60	23
61+	38

[a] The AVSP sample plan does not include any monitoring or adjustments based on visitors' "intended" mode of exit. Visitors that agree to participate in the AVSP are asked how they intend to depart the state. No effort is made to ensure that a certain number of visitors are interviewed who are departing by different modes. As a result, a random sample of arriving visitors might yield either a very low or a very high number of visitors departing by a given mode.

6 Summary Tables for Full Year of AVSP IV

The AVSP sampling plan is not designed to provide visitor arrivals by mode and by month. Therefore, Table 6-1 shows total arrivals by month and by mode for AVSP IV for the survey year. The counts in this table have not been adjusted for double counting—for individuals entering Alaska at more than one point on their visit.

Figure 6-1 and Figure 6-2 show visitor arrival percentages by month for Domestic Air Arrivals and Ferry Arrivals.

Table 6-1. Total Unadjusted Arrivals (All Passengers Entering Alaska) by Month by Mode
AVSP IV 2000-01

Mode of Arrival	Oct-00	Nov-00	Dec-00	Jan-01	Feb-01	Mar-01	Apr-01	May-01	Jun-01	Jul-01	Aug-01	Sep-01	AVSP IV Total Arrivals
Cruise Ship	-	-	-	-	-	-	-	106,000	124,000	138,000	130,000	12,000	510,000
Domestic Air[a]	100,300	101,100	107,300	90,700	82,400	115,400	94,300	135,400	219,500	251,800	243,900	117,300	1,659,400
Ferry	1,400	1,100	1,400	900	1,200	1,600	1,900	3,100	6,400	6,600	5,900	2,200	33,700
Highway—Personal Vehicle[b]	8,200	5,000	4,100	4,700	4,600	7,300	12,400	24,600	51,000	59,000	46,900	21,800	249,600
Highway—Motorcoach	200	200	100	200	100	300	300	17,700	30,300	35,000	36,100	18,600	139,100
International Air	1,500	1,700	1,000	1,100	1,200	1,700	1,400	3,700	5,900	6,100	6,500	2,500	34,300
Other	1,000	1,100	1,000	1,000	1,000	1,200	1,400	1,500	1,800	1,500	1,500	1,300	15,300
Total Arrivals	**112,600**	**110,200**	**114,900**	**98,600**	**90,500**	**127,500**	**111,700**	**292,000**	**438,900**	**498,000**	**470,800**	**175,700**	**2,641,400**

[a] Includes domestic air arrivals at Anchorage, Fairbanks, Juneau, Ketchikan, Sitka, Kodiak, and other small airports.

[b] Includes passengers in personal vehicles entering Alaska on the Alcan, Haines, Klondike, and Taylor Highways. Previous AVSP reports did not arrivals on the Haines Highway.

[c] Includes passengers in motorcoaches entering Alaska on the Alcan, Haines, Klondike, and Taylor Highways. Previous AVSP reports did not arrivals on the Haines Highway.

[d] Includes drivers and passengers of commercial vehicles, snowmobilers, and pedestrians.

Figure 6-1. Percentage of Visitors Who Arrive by Domestic Air by Month AVSP IV

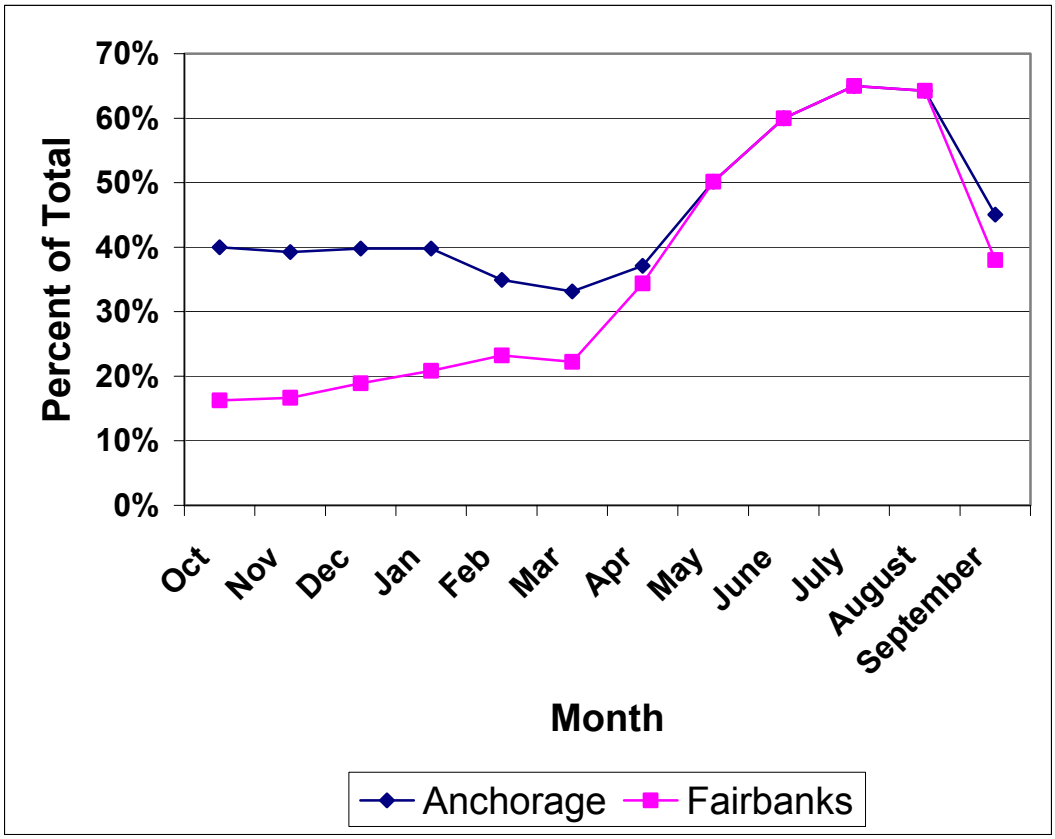
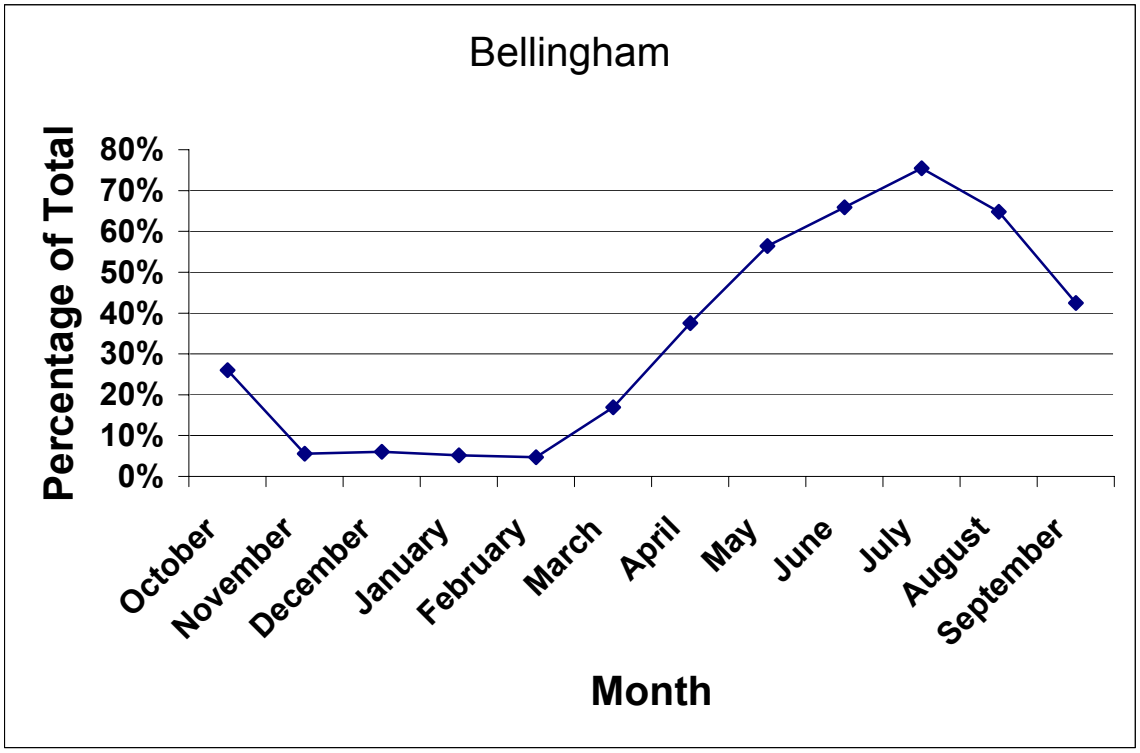


Figure 6-2. Percentage of Visitor Arrivals by Ferry from Bellingham, WA



Appendix A—Supporting Data

Highway Arrivals

Table A-1 contains the compilation of the raw data as it was received from U.S. Customs in Anchorage. However, these numbers must be modified to take into account the possibility of double counting. Double counting can occur in several ways. For example, if a vehicle and the driver and any passengers get off the ferry at Haines and drive north through Canada to the U.S. border on the Alcan (Tok/Beaver Creek), the possibility exists that they will be counted twice—once as ferry passengers entering the State and again as they cross the border into the U.S.

Visitors traveling east to west into Alaska from Canada, especially those arriving at the Alcan Border Station, can also be double counted. They could have traveled south to north into Alaska on the ferry. The amount of double-counting must be determined and appropriate adjustments made to ensure that visitor tallies are accurate.

The unadjusted counts show that a total number of 348,756 individuals entered the State on the Alcan at Beaver Creek, Dalton Cache (Haines), Poker Creek (Taylor Highway), and Skagway. While these numbers need to be adjusted for double counting to be used in estimating total arrivals and visitor arrivals, these numbers are useful if the reader wants to know how many individuals cross at a particular border point.

Table A-1. U. S. Customs Arrival Data by Border Crossing and by Month Summer 2001.

Border Crossing	Commercial Vehicle	Bus	Private Vehicle	Pedestrian
Alcan (Tok/Beaver Creek)				
May	1,194	345	11,573	-
June	1,438	1,462	22,347	1
July	1,100	1,999	22,156	2
August	1,044	1,990	14,912	1
September	961	957	7,497	-
Total	5,737	6,753	78,485	4
Dalton Cache (Haines)				
May	106	67	3,191	22
June	140	239	7,141	11
July	155	480	9,616	27
August	110	325	9,103	30
September	69	192	4,166	26
Total	580	1,303	33,217	116
Poker Creek (Taylor Hwy)				
May	19	22	401	-
June	65	1,441	5,787	-
July	65	1,441	5,787	-
August	130	1,569	6,065	-
September	104	397	1,642	-
Total	383	4,870	19,682	-
Skagway				
May	176	17,292	9,454	-
June	162	27,110	15,729	-
July	172	31,119	21,440	-
August	187	32,217	16,777	-
September	158	17,089	8,544	-
Total	855	124,827	71,944	-
Grand Total	**7,555**	**137,753**	**203,328**	**120**

Sources: U.S. Customs, Anchorage office.

Table A-2 shows the number of personal vehicle arrivals at the Alcan, Poker Creek, Haines, and Skagway border stations by month. The counts in this table have not been adjusted for double counting.

Table A-2. Number of Personal Vehicle Arrivals at Border Stations by Month

	No. of Personal Vehicle Arrivals by Month					
Border Station	**May**	**June**	**July**	**August**	**September**	**Unadjusted Total**
Alcan	11,573	22,347	22,156	14,912	7,497	78,485
Poker Creek	401	5,787	5,787	6,065	1,642	19,682
Haines	3,191	7,141	9,616	9,103	4,166	33,217
Skagway	9,454	15,729	21,440	16,777	8,544	71,944
Total	**24,619**	**51,004**	**58,999**	**46,857**	**21,849**	**203,328**

Sources: U.S. Customs, Anchorage office.

Adjustments for Double Counting

Visitor arrivals in previous AVSPs were adjusted for double counting, but the methodology is not known and the degree to which adjustments were needed seems to have been much smaller in earlier years. Moreover, it seems that adjustments were made for visitor arrivals only. As a result, most of the comparisons in the body of this report show adjusted arrivals from 2001 and unadjusted arrivals from earlier years. The following text explains the adjustments that were made to 2000-01 data and sets the stage for an established methodology.

Personal Vehicle Arrivals

Table A-3 shows the number of personal vehicle arrivals by month, but in this case, the arrivals have been adjusted for double counting.

Table A-3. Number of Personal Vehicle Arrivals Adjusted for Double Counting by Month

Border Station	May	June	July	August	September	Adjusted Total
Tok	10,126	19,554	19,387	13,048	6,560	68,675
Poker Creek	401	5,787	5,787	6,065	1,642	19,682
Haines	1,276	2,855	3,846	3,641	1,666	13,284
Skagway	3,782	6,292	8,576	6,711	3,418	28,779
Total	**15,585**	**34,488**	**37,596**	**29,465**	**13,286**	**130,420**

Sources: U.S. Customs, Anchorage office.

The Port Director at the U.S. Customs border station on the Alcan Highway at Beaver Creek estimates that between 10 and 15 of the people entering Alaska on the highway in the Summer disembark the ferry at Haines or Skagway approximately one day before being counted at the border station. [10] As a result, it is assumed that 10 to 15 percent of the people identified as visitors at the Alcan Station were also counted at the ferry terminal in either Prince Rupert, B.C. or Bellingham, WA. Highway arrivals at Alcan were adjusted by 12.5 percent in Table A-3.

[10] Conversations with ferry travelers at Bellingham, WA and Prince Rupert, B.C. reveal that ferry travelers using the highway to access Southcentral and Interior Alaska tend to use the ferry terminal at Haines. Haines is 200 miles closer than Skagway to Beaver Creek by highway. This finding is consistent with the higher percentage of ferry traffic seen at the Haines and Beaver Creek border stations compared to the Skagway border station.

The Port Directors at the Skagway and Haines border stations estimate that 60 percent of the people entering Alaska at these stations in Summer 2001 are not entering Alaska for their first time on their trip. Table A-4 shows total arrival numbers as provided by U.S. Customs and total arrival numbers that have been adjusted for double counting. The table includes a subtotal without Dalton Cache (Haines) because this subtotal is used to make 2001 comparable with earlier work.

Table A-4. Total Personal Vehicle Highway Arrivals and Totals Adjusted for Double Counting Summer 2001

Border Crossing	Total Arrivals[a]	Totals Adjusted for Double Counting[b]
Alcan	78,485	68,675
Poker Creek	19,682	19,682
Skagway	71,944	28,779
Subtotal	170,111	117,136
Dalton Cache (Haines)	33,217	13,284
Grand Total	**203,328**	**130,420**

[a] Raw numbers as provided by U.S. Customs, Anchorage.

[b] Border crossing at Alcan adjusted for double counting. Border officials estimate that between 85 and 90 percent of arrivals at border are true first arrivals or first point of entry (87.5 was used for this estimate). Border officials at Skagway and Haines estimate that approximately 40 percent of personal vehicle arrivals at Haines and Skagway are true first arrivals or first point on entry. (Personal communication with Port Director Douglas Harmon at the Alcan station, and Judy Ewald at the Dalton Cache and Haines stations.)

Motorcoach Arrivals

Double counting of motor coach arrivals is an important issue at the Skagway border station. The Port Director at the U.S. Customs border station at Skagway estimates that approximately 100 percent of the motorcoach arrivals crossing the border in the Summer are not first arrivals. Thousands of cruise passengers disembark at Skagway to take a motorcoach excursion into Canada and back into the U.S. These individuals are probably counted once as cruise passengers and a second time as they cross back into the U.S. at the Skagway border station. Motorcoach arrivals at Haines and on the Alcan also need to be adjusted for double counting (Table A-5), based on information received from border officials.

Table A-5. Total Motorcoach Arrivals and Total Arrivals Adjusted for Double Counting Summer 2001

Border Crossing	Total Arrivals[a]	Totals Adjusted for Double Counting[b]
Alcan	6,753	5,909
Poker Creek	4,870	4,870
Skagway	124,827	0[b]-
Subtotal	136,450	10,779
Dalton Cache (Haines)	1,303	65
Total Arrivals	**137,753**	**10,844**

[a] Raw numbers as provided by U.S. Customs, Anchorage.

[b] Border crossing on the Alcan, at Skagway, and Haines are adjusted for double counting. Border officials at the crossing on the Alcan estimate that 85 to 90 percent of motorcoach arrivals are true first arrivals (87.5 percent was used for this estimate). Border officials at Skagway estimate that almost none of the motorcoach arrivals are true first arrivals or first point of entry. Border officials at Haines estimate that approximately 5 percent of motorcoach arrivals are true first arrivals or first point of entry. (Personal communication with Port Director Douglas Harmon at the Alcan station, and Judy Ewald at the Dalton Cache station and Haines stations.)

Appendix B—Margins of Error

This report contains numerous statistics, such as estimates of the number of visitors arriving by each mode of travel, the purpose of the trip, employment status, age, and gender. These statistics are the best possible estimates of the actual true values (for example, the number of visitors that really do arrive by each mode). However, a variety of factors may cause each statistic or estimate to differ from the relevant true value for the visitor population.

The accuracy of statistics based on survey data depends on a variety of factors. Those factors include, but are not limited to, the size of the sample relative to the overall population, characteristics of the real population, the structure of the individual questions, and the manner in which the data are collected. To acknowledge this inherent uncertainty, estimates are said to be within a certain range—or margin of error—around the true value.

In principle, the margin of error should be calculated separately for each statistic that is presented in a report or table, because each statistic depends on a specific set of factors. For example, the sample size and percentage of the visitor population that arrives by domestic air may not be the same as the sample size and percentage that arrives by cruise ship. As a result, the margin of error may be different for estimates that describe the visitors that arrive by different modes.

The next two subsections explain the margins of error for visitor arrival estimates and figures in the visitor profile. The margins of error differ for these different estimates because the estimates are based on different samples and data collection techniques. The final subsection explains why certain statistics in this report should be used for discussion purposes only, not for inference or to support further analysis.

Arrivals

The accuracy of statistics in the visitor arrival section of the report depend on the number of people counted in the tallies, the portion that was visitors, and the total number of arrivals for the mode. The accuracy of estimates of visitor arrivals does not depend on the number of random arrival surveys conducted.

Table B-1 shows the margins of error for the estimate of visitor arrivals for the season, and for the season for each mode where tallies were conducted.

Table B-1. Margins of Error for Visitor Arrival Estimates
Summer 2001

Mode and Season	Tallies Conducted	Number of People Contacted	Total Adjusted Arrivals	Total Adjusted Visitor Arrivals	Margin of Error around Visitor Arrival Estimates
Domestic Air	93	11,158	968,000	573,000	± 1.8%
International Air	37	1,952	24,700	15,900	± 4.3%
Ferry	23	4,353	24,100	17,200	± 1.8%
Highway—private autos	71	4,444	130,400	72,900	± 2.5%
Total	224	21,907	1,016,800	679,000	± 0.8%

This table shows that the sample plan resulted in very reliable estimates of visitor arrivals, both overall and by mode.

It is important to note that estimates of visitors that arrive by a particular mode and who are traveling for a particular purpose, or who are a particular traveler type, will have larger margins of error. These larger margins are due to the effects of splitting the data in multiple ways and the resulting small samples.

Visitor Profile

The statistics in the visitor profile section of this report depend on the data collected with the random arrival surveys. As a result, the accuracy of those statistics depends on the number of surveys conducted compared to the size of the visitor population. Moreover, the accuracy will vary depending on whether the statistic is for the visitor population as a whole, visitors entering Alaska by a certain mode, visitors traveling for a particular reason, or some other measure. The variation is due to the fact that the effective sample size and relevant population are different in each case.

When a large number of statistics are generated—such as those in this report—it is often useful to report generalized margins of error for the reader/analyst. In general, the margin of error for statistics in this report is ±1.2 percent at the 90 percent confidence level and ±2.3 percent at the 95 percent confidence level. Statistics for smaller subsets of the visitor population have a higher margin of error than do statistics for the visitor population as a whole.

The margins of error for statistics in this report are similar to the true margins of error for statistics found in previous reports.[11]

Table B-2 summarizes the margins of error, by mode of arrival, for most of the statistics in this report.

Table B-2. Margins of Error for RAS, Summer 2001

Segment of Visit Population	Margin of Error at 90 % Confidence Level	Margin of Error at 95 % Confidence Level
All Visitors	± 1.0 %	± 2.0 %
By Mode of Entry		
Domestic Air	± 1.0 %	± 1.9 %
Highway		
Private vehicles	± 3.3 %	± 6.4 %
Motorcoach	[a]	[a]
International Air	> ± 20 %	> ± 40 %
Ferry	± 3.7 %	± 7.2 %
Cruise Ship	[b]	[b]

[a] visitor percentage based on interviews with tour/travel professionals, not tallies

[b] all passengers assumed to be visitors, no tallies conducted

[11] The margins of error presented in previous reports were for statistics that related to the visitor population as a whole. Margins of error were not reported for statistics related to different segments of the visitor population.

The figures in this table illustrate again that statistics for the visitor population as a whole are quite accurate. However, care should be taken when looking at statistics for subgroups of the visitor population.

Other Statistics and Factors

As noted throughout this report, the precision of an estimate or a statistic is often described by a confidence interval. For example, it is possible to calculate a 95 percent confidence interval around a given statistic. To picture the meaning of a 95 percent confidence interval, imagine taking an infinite number of samples from a specified population, and for each sample computing the mean value and the confidence interval—95 percent of those intervals would contain the true mean of the population. The smaller the sample size the larger the interval, or margin of error.

Several tables in this report contain a table note that says the data in the tables should be used for discussion purposes only, not for inference or to support further analysis. This cautionary note is needed because the data have been sorted so many times to derive the numbers, that the resulting numbers are not precise estimates.

The following equation can be used to calculate a 95 percent confidence interval around the estimate of a population average:

$$\overline{X} - t_{n-1,0.0025}\sqrt{\frac{s^2}{n}} \le \mu \le \overline{X} + t_{n-1,0.0025}\sqrt{\frac{s^2}{n}}$$

In this equation, $\overline{X}$ is the average value based on the sample data, t is a value taken from a statistical table, s^2 is the sample variance, n is the sample size, and μ is the true average value for the population.[12]

Smaller sample sizes increase the width of the confidence interval for several reasons. First, the value of t depends on the sample size and the level of confidence, which in this example is 95 percent. Smaller sample sizes give larger value for t. Second, the sample size itself directly influences the size of the confidence interval—and it does so in an inverse manner. Smaller sample sizes immediately make the confidence interval larger.

Table B-3 summarizes the effect on the confidence interval of reducing the sample size. The values shown in the table for sample size are illustrative, based on the following ideas:

- The initial sample of 2,000 is similar to the number of random arrival surveys completed in Fall/Winter 2000-01.
- The reduced sample of 50 represents the sample that might be obtained for visitor arriving by a particular mode, traveling for a particular purpose, or be of a particular type. In almost all cases in AVSP IV the sample in such cases was larger than 50. However, it is easy to imagine this scenario for cases such as arrivals by international air or for package travelers.

[12] Equation taken from *Elements of Econometrics*, by Jan Kmenta (Macmillan Publishing Company, 1986)

- The sample of 20 represents the sample that might be obtained for a particular visitor type arriving by a particular mode. For example, if 40 percent of the 50 visitors arriving by ferry were traveling for vacation/pleasure, then the resulting sample size would be 20.
- The final sample of 5 represents the sample that might be obtained for visitors from a particular country or state in the U.S. of foreign.

Table B-3. Stylized Example of 95% Confidence Interval with Different Sample Sizes

	Confidence Interval and Sample Size			
	n = 2,000	n = 50	n = 20	n = 5
95% Confidence Interval, with sample mean = 20 and sample variance = 100	± 1%	± 6%	± 10.5%	± 28%

This example does not show the effect of factors such as non-response or of having questions with multiple choices. Still, it illustrates the effects of small sample sizes.

Appendix C—Random Arrival Survey

Professionally trained surveyors used a Palm Pilot with the survey provided below programmed into the computer to conduct the Random Arrival Survey. Surveyors approach a prospective respondent and determined if he/she was a resident or visitor. The survey was administered only to visitors. Surveyors were instructed to vary the age and gender of respondents so some surveys are conducted with males and some with females. As with earlier AVSP, surveys were administered only to respondents over the age of 17. [13]

The text below was taken from the surveyor-training manual. That text provides two introductory paragraphs and a copy of the random arrival survey. (It may be helpful to note that the survey program allowed inputs for up to 16 individuals in a traveling party. The program would automatically cycle through the appropriate questions as many times as needed so that information could be collected for each person in the party. As a result, question numbering in the following text is not sequential.)

"Due to the screen size of the Palm Pilot, only key phases are indicated for each question. You will need to refer to the questionnaire below for the full phrasing of each question as you conduct intercept interviews.

"Questions 1 through 5 are for administration purposes only. Do not ask respondent these questions. When the study comes up, check that the date and time are correct. To change the date or time, tap on the incorrect display and reset using the arrows. Tap "ok" to return to previous screen and then tap "done." Wait a few seconds until the title screen comes up and then tap "start." For each question in the study, tap the appropriate response and tap the forward arrow key to move to the next screen. Use the reverse arrow key to return to a previous screen. You must reenter answers for each question from the point you backed up to.

1. Admin: Surveyor, Date, Location, or Mode change?

YES

NO (GOTO 6)

2. Surveyor Name:

RECORD SURVEYOR'S NAME

3. Survey Date:

TAP "EDIT DATE" TO CHANGE DATE

[13] In AVSP III, surveyors selected visitors at the various points of arrival – to the extent possible – based on a random number table. The same approach was not possible in AVSP IV for a variety of reasons. During the survey pretest in summer 2000, the consultant team learned there was less time to conduct surveys with visitors arriving by domestic air (with no access to jetways) and a higher incidence of visitors declining to be interviewed compared to AVSP III. Strategies such as interviewing air and ferry passengers at points of departure also made that technique inappropriate. (In those cases, surveyors selected visitors at random at airline departure gates or ferry terminal waiting areas. Surveyors often were able to interview ALL visitors boarding a ferry.)

4. Survey Location:

ANCHORAGE AIRPORT/DOMESTIC
ANCHORAGE AIRPORT/INTERNATIONAL
FAIRBANKS AIRPORT/DOMESTIC
JUNEAU AIRPORT/DOMESTIC
KETCHIKAN AIRPORT/DOMESTIC
SITKA AIRPORT/DOMESTIC
ALCAN BOARDER
POKER CREEK BOARDER
SKAGWAY BOARDER
HAINES BOARDER
BELLINGHAM FERRY TERMINAL
PRINCE RUPART FERRY TERMINAL
CANADA PLACE CRUISE TERMINAL
BALLANTYNE CRUISE TERMINAL
OTHER

5. Transport Mode:

DOMESTIC AIR
INTERNATIONAL AIR
FERRY
CRUISE SHIP
HIGHWAY
OTHER

Good morning/afternoon/evening. Welcome to Alaska. I'm conducting an official research study sponsored by the State of Alaska Division of Tourism. I need to take a few minutes of your time to ask you a few simple questions.

6. Is this the first stop in Alaska for you?

YES 1
THANK, TERMINATE<--NO 2

7. Are you a resident of Alaska or a seasonal worker?

THANK, TERMINATE<--YES (go to end) 1

NO 2

8. What is your country of residence?

US 1

CANADA 2

OTHER (Specify) 3

9. What is the main purpose of this Alaska trip? Is it . . .

BUSINESS ONLY 1

BUSINESS AND PLEASURE 2

VACATION AND PLEASURE 3

TO VISIT FRIENDS OR RELATIVES 4

10. How long will you be in Alaska during this trip?

7 DAYS OR LESS 1

8 – 14 DAYS 2

15 – 30 DAYS 3

MORE THAN 30 DAYS 4

DK 9

11. We're doing a survey of visitors for the State of Alaska Division of Tourism. The most important part of the survey is a diary of daily expenses. This information helps us improve the visitor experience here in Alaska. Would you be willing to complete a Visitor Diary during your stay in Alaska? IF YES: CONTINUE. IF NO: PERSUADE, CITE INCENTIVES (7-day Caribbean cruise, round trip airline tickets and Alaska ski vacation, wilderness vacation at Denali Lodge, hotel accommodations). IF HARD REFUSAL: THANK, TALLY, AND TERMINATE.

YES 1

NO (PERSUADE OR TERMINATE) 2

12. Will/Did you add days beyond the business portion of your trip for the non-business portion of your trip?

YES 1

NO 2

DK/RF 9

13. What is the primary non-business activity you hope to enjoy in Alaska on this trip?

NONE 1

SIGHTSEEING	2
FISHING	3
HIKING	4
CANOEING	5
TOURING GLACIERS	6
KAYAKING	7
CAMPING	8
DOG SLEDDING	9
MOUNTAIN CLIMBING	10
SNOW SKIING	11
TRAIN TRIP	12
VIEWING NORTHERN LIGHTS	13
VISITING A GOLD MINE	14
VISITING FAMILY AND FRIENDS	15
WHALE WATCHING	16
WILDLIFE VIEWING	17
OTHER (SPECIFY)	18
DK/RF	99

14. What is the secondary non-business activity you hope to enjoy in Alaska on this trip?

SIGHTSEEING	1
FISHING	2
HIKING	3
CANOEING	4
TOURING GLACIERS	5
KAYAKING	6
CAMPING	7
DOG SLEDDING	8
MOUNTAIN CLIMBING	9
SNOW SKIING	10
TRAIN TRIP	11
VIEWING NORTHERN LIGHTS	12
VISITING A GOLD MINE	13

VISITING FAMILY AND FRIENDS	14
WHALE WATCHING	15
WILDLIFE VIEWING	16
NONE	17
OTHER (SPECIFY)	18
DK/RF	99

15. What is the third non-business activity you hope to enjoy in Alaska on this trip?

SIGHTSEEING	1
FISHING	2
HIKING	3
CANOEING	4
TOURING GLACIERS	5
KAYAKING	6
CAMPING	7
DOG SLEDDING	8
MOUNTAIN CLIMBING	9
SNOW SKIING	10
TRAIN TRIP	11
VIEWING NORTHERN LIGHTS	12
VISITING A GOLD MINE	13
VISITING FAMILY AND FRIENDS	14
WHALE WATCHING	15
WILDLIFE VIEWING	16
NONE	17
OTHER (SPECIFY)	18
DK/RF	99

16. Will you also be visiting friends or relatives here in Alaska?

YES	1
NO	2
DK/RF	9

17. Will you . . .

STAY ONLY IN THE LOCAL AREA WHERE FRIENDS OR RELATIVES LIVE	1
ALSO GO TO OTHER AREAS OF ALASKA	2
DON'T KNOW/ NOT SURE	9

18. What mode of transportation will you use when you leave Alaska, crossing the State line?

AIR TO USA	1
AIR TO FOREIGN DESTINATION	2
COMMERCIAL CRUISE SHIP	3
ALASKA STATE FERRY (GO TO Q19)	4
HIGHWAY (GO TO Q19)	5
COMMERCIAL BOAT/ FREIGHTER	6
PRIVATE BOAT	7
MILITARY BOAT	8
DK/RF	9

19. Will you be taking a vehicle onto a ferry?

YES (GO TO Q20)	1
NO	2

20. [IF Q.19 = 1] Which type of vehicle will you be using?

AUTO	1
CAMPER / RV	2
MOTORCOACH	3
OTHER	4

21. Did you pay a single price in advance for your transportation to Alaska *AND ALL* of your lodging, transportation, and activities within Alaska?

YES	1
NO	2

22. How many nights are included in the package? RECORD NUMBER ___

23. Did you purchase a package or additional package other than the package mentioned above (that is, paid a single price in advance) for any of your activities within Alaska?←--YES 1

←NO 2

24. Do you plan to purchase any day tours or sightseeing trips while you are here?

YES	1
NO	2
NOT SURE	3

25. Including yourself, how many are traveling in your immediate party? Count only those with whom you will sharing expenses such as food, lodging, and local transportation.

#_____ IN PARTY

[CREATE PERSON ROSTER. RESPONDENT IS PERSON #1.]

26. What is your age?

RECORD WITH NUMBER

27. What is your gender?

MALE 1

FEMALE 2

28. [IF Q.26 >15] What is your employment status?

EMPLOYED FULL-TIME	1
EMPLOYED PART-TIME	2
UNEMPLOYED/LOOKING FOR WORK	3
STUDENT	4
RETIRED	5
HOMEMAKER	6
RF	9

29. Roster of others in traveling party

Repeat Q26 and 27 for up to 16 additional people in traveling party

74. Have you ever been to Alaska before?

YES	1
NO	2

75. What category best describes the main purpose of the trip?

BUSINESS ONLY	1
BUSINESS AND PLEASURE	2
VACATION AND PLEASURE	3
VISITING FRIENDS OR RELATIVES	4
USED TO LIVE OR WORK IN ALASKA	5

76. How many of these previous trips were for business? # _____

77. How many of these previous trips were for pleasure? #_____

78. Including yourself, how many people live in your household? #_____

79. What was the total annual income of all household members, from any source, last year?

LESS THAN $25,000	1
$25,000 TO $49,999	2
$50,000 TO $74,999	3
$75,000 - $99,999	4
MORE THAN $100,000	5
RF	9

These are all the questions I have for you today. For this survey project to be complete, we would like to ask your opinions about and satisfaction with your Alaska trip after you return home. I need to get your home address so we can contact you for the opinion and satisfaction interview. {TRY TO GET THE RESPONDENT TO PROVIDE THIS INFORMATION)

80. NAME _____

81. STREET ADDRESS _____

82.CITY _____ *83. STATE* _____ *84. ZIP CODE* _____

*85. TELEPHONE NUMBER (enter without spaces).*_____

86. E-MAIL ADDRESS _____ @ _____

87. Best way to contact?

PHONE 8AM – NOON

PHONE NOON – 6PM

PHONE 6PM – 9PM

E-MAIL

REGULAR MAIL

88. SAMPLE NUMBER

88. SAMPLE NUMBER

Again, thank you very much for your help. We hope your stay in Alaska is pleasant and rewarding.

Appendix D—Weighting Methodology and SPSS Procedures

The data set for AVSP IV will be available on the Internet for interested parties to conduct further analysis if desired. The dataset will be provided as a text file, and as an SPSS (Statistical Program for the Social Sciences) file. This section provides information on the weighting methodology and the analytical procedures to aid those interested in replicating the results presented in this report, or in conducting additional analysis that that can be compared to these results.

The AVSP IV program featured three surveys for visitors to the state:

- The Random Arrival Survey (RAS) captured information about the traveling parties entering the state, and collected information on the number of people in the group, their ages, how long they intended to stay in Alaska, and other demographic information. Traveling parties answered the questions when they arrived in Alaska.
- The Visitor Expenditure Survey (VES) captured information about the purchases travelers made while staying in Alaska. Travelers returned the VES after they finished their Alaska vacation.
- The Visitor Opinion Survey (VOS) captured information about individuals' expectations and opinions of their Alaska trip. Travelers returned the VOS after they finished their Alaska vacation.

This appendix discusses the information contained in the RAS survey in terms of how to access it and use it. The data is stored in an SPSS format, and primary analysis was carried out using SPSS Base software. The information has been weighted so that information about the general population of visitors may be extrapolated from the available survey information. The first section of this appendix discusses the weighting methodology of the data. Information on using SPSS with the AVSP data, including sample Syntax, follows the weighting section. Procedures for the VOS and VES are presented in Appendix D in the Fall/Winter and Summer expenditures and opinion reports.

Data Weighting Methodology

The data collected in the three surveys for AVSP are sample data. Information was recorded by the mode of arrival into the state and the reported trip purpose, but the surveys can only provide information about some of the visitors to the state. By applying different weights, the survey information can be made to represent all of the visitors to Alaska. This section describes the process by which the weights were developed, and discusses how those weights are applied to the data.

The weights used with AVSP data are based on actual visitor arrival numbers for Alaska. The data were collected using a stratified random sampling design. Since the total number of visitors is available, it is an easy process to determine the weights necessary to expand the number of surveyed visitors into the total number of visitors of that type. The process used to calculate weights is to divide the total population count of visitors by the sample count of parties. The calculations are done separately for summer and winter. For winter, the weights are calculated separately for each of the five modes of entry. For summer, the weights are calculated separately for each of 25 strata, or combinations of mode of entry and month of arrival. The only exception is for International Air, for which sample observations were only available for three of the five months. In this case, all International Air surveys are counted as one weighting class.

Using this design, the weights are calculated by the following formula:

$$w_{hj} = \frac{N_h}{n_h},$$

where N_h denotes the population counts for each of the 30 strata (h denotes the stratum). The denominator for these weights, the sample count n_h, is obtained by summing the numbers of observations in the data set for each of the 30 strata. The user can obtain these sample counts for each of the month-mode combinations for Summer, and the five mode combinations for Winter. The sample weights can then be computed using the above formula.

Table 4 shows the total arrival numbers, number of parties surveyed, and the weights for both the winter and summer surveys. Where applicable, further steps are taken to adjust the weights by the number of people in the party.

The weight calculation in Table 4 will be found in any reports that provide data at the individual level, such as the RAS. Group-level data will have different weights because the average group size is greater than one.

Using the weights generated above, the user can calculate the sample total and means using the formula,

$$\hat{t} = \sum_{h=1}^{H} \sum_{j \in S_h} w_{hj} y_{hj} .$$

The response variable is denoted by y_{hj}. This denotes the observation j in stratum h. This variable is multiplied by the corresponding stratum weight calculated above. For example, an observation collected in August for domestic air is multiplied by the weight developed for the August and domestic air stratum. Each observation in the data set is weighted. This weighted variable is then summed over the sample (S_h) for each stratum, and then summed over all strata (this corresponds to the two sums in the formula).

The estimate of the population mean is then,

$$\overline{y} = \frac{\sum_{h=1}^{H} \sum_{j \in S_h} w_{hj} y_{hj}}{\sum_{h=1}^{H} \sum_{j \in S_h} w_{hj}} .$$

The total is just divided by the population size.

The variables of interest can be generated using the above formula and then compared with the tables of final results.

Table 4. Total Arrival Counts and Data Weights

Season	Mode of Arrival	Month	Population	Parties Surveyed	Data Weight
Summer	Domestic Air	May	67,930	11	6,175.45
Summer	Domestic Air	June	131,697	48	2,743.69
Summer	Domestic Air	July	163,671	39	4,196.69
Summer	Domestic Air	August	156,750	67	2,339.55
Summer	Domestic Air	September	52,866	32	1,652.06
Summer	**Domestic Air**	**Total**	**572,914**		
Summer	International Air	May	1,461	0	
Summer	International Air	June	4,117	6	1,175.46
Summer	International Air	July	4,442	7	1,175.46
Summer	International Air	August	4,257	0	
Summer	International Air	September	1,004	0	
Summer	**International Air**	**Total**	**15,281**		
Summer	Ferry	May	1,585	35	45.29
Summer	Ferry	June	5,135	33	155.61
Summer	Ferry	July	5,083	6	847.17
Summer	Ferry	August	4,470	16	279.38
Summer	Ferry	September	935	6	155.83
Summer	**Ferry**	**Total**	**17,208**		
Summer	Cruise	May	107,000	21	5,095.24
Summer	Cruise	June	123,000	31	3,967.74
Summer	Cruise	July	138,000	23	6,000.00
Summer	Cruise	August	130,000	22	5,909.09
Summer	Cruise	September	12,000	7	1,714.29
Summer	**Cruise**	**Total**	**510,000**		
Summer	Highway	May	9,859	20	492.95
Summer	Highway	June	30,198	26	1,161.46
Summer	Highway	July	39,600	53	747.17
Summer	Highway	August	30,724	24	1,280.17
Summer	Highway	September	8,585	14	613.21
Summer	**Highway**	**Total**	**118,966**	**547**	
	Summer Total		**1,234,369**		
Winter	Domestic Air	All	234,000	215	1,088.37
Winter	International Air	All	3,500	5	700.00
Winter	Ferry	All	1,600	76	21.05
Winter	Highway	All	10,600	27	392.59
	Winter Total		**249,700**	**323**	

Note: Due to the small number of samples, the weights for International Air arrivals during the summer are based on all arrivals, similar to what was done for the winter weights.

SPSS Analysis Procedures

Almost all of the data analysis involved in the AVSP study was conducting using the SPSS Base software. A minimal amount of work was done using Microsoft Excel. For this reason, and understanding of SPSS is vital for working with the AVSP data. This section discusses the procedures necessary to work with the SPSS data.

The general procedure for using SPSS with the AVSP data is as follows:

- **Apply weights, if required.** Most of the analysis work presented in this report requires that the data be weighted so that results apply to the entire population and in the correct proportion of visitor types. To apply weights, simply navigate to the Data menu, select Weight Cases, and instruct SPSS to weight cases by the weighting variable. The weighting variable is located near the end of the variable list, and is named *wt* for the RAS. If you do not see the weight variable, look at the "Variable View" to find a variable labeled as some sort of weight. Weights are not always required; using unweighted data can show the number of respondents to specific variables.
- **Select case, if required.** Many types of analysis require that only some cases be selected. When using data sets that contain all survey responses, the user must first filter by the phase (2=Fall/Winter, 3=Summer) so that the analysis focuses on a specific season. Other common filters are on mode of arrival (TMODE) and trip purpose (TPURP).
- **Run the analysis.** A variety of analysis tools are used. The three primary analysis tools are Frequencies, Crosstabs, and Compare Means. Frequencies are used to find basic statistics on variables, as well as to find ordinal responses, such as Trip Length (LEGTH). Crosstabs analyze two variables simultaneously, such as looking at Trip Length categories by Mode of Arrival. Compare Means allows the user to calculate statistics on a variable that has been separated into categories, such as the average Party Size by Trip Purpose (PARTY by TPURP).

Most of the RAS procedures are basic and should be very familiar to experienced SPSS users. Most of the data is available in a single variable, allowing for use of the three basic analysis types shown above. However, some variables are best treated as multiple response variables. Users experienced with SPSS will note that SPSS allows these variables to be grouped together under the Analyze/Multiple Responses menu, which greatly reduces the time required for analysis. An example of this is the AGE variable, for which there are 16 variables available for groups to enter their ages.

The RAS data should be weighted by the *wt* variable before use. This will ensure that the data add to the proper totals and be representative of the visitor population. The only exception to always weighting the data is when the user simply wants to get a survey count, in which case the objective is to count the unweighted number of reponses.

Since the RAS data contains both Fall/Winter and Summer data, filtering is required. For most analysis, the filter only needs to be set for PHASE=2 (for Fall/Winter) or PHASE=3 (for Summer). Additional variables may be filtered, such as by mode of entry or trip purpose, but most of the analysis by mode or purpose is done using crosstabulations.

The three basic statistical tools mentioned earlier in this section should suffice for all of the RAS analysis. Almost all of the variables can be analyzed separately. The RAS data does contain information on prior trips and the ages of party members, but most of this information can be analyzed separately. If grouping is needed, the Analyze/Multiple Reponses… menu should suffice.

An alternative way to calculate the average age of visitors is through the use of Syntax. If the basic menu commands prove difficult to use, then the following Syntax can be run to do a quick calculation of the average age:

```
COMPUTE SUM_AGE = SUM.1 (AGE1 TO AGE16).

COMPUTE NUM_AGE = NVALID(AGE1 TO AGE16).

COMPUTE CONSTANT = 1.
```

```
AGGREGATE OUTFILE=* /BREAK=CONSTANT /SUM_AGE NUM_AGE = SUM(SUM_AGE
NUM_AGE).
COMPUTE MEAN_AGE = SUM_AGE/NUM_AGE.
LIST.
```