

NORTH TO ALASKA

2011 NORTH TO ALASKA CONVERSION STUDY FINAL REPORT

PREPARED FOR:

North to Alaska
C/O State of Alaska
Department of Commerce, Community, and
Economic Development
550 West 7th Ave
Anchorage, Alaska 99503

PREPARED BY:

GMA Research Corporation
325 118th Avenue SE, Suite 104
Bellevue, WA 98005
(425) 460-8800

CONTENTS

Introduction.....1

Purpose and Objectives.....3

Methodology.....5

Executive Summary8

Data Highlights and Observations29

 I. Effectiveness and Cost Efficiency30

 II. Visitor Behavior.....55

 III. Non-Converters Interest in Visiting Alaska in the Future87

 IV. Demographic Profiles90

 V. Delayed Effectiveness.....98

Appendix.....100

 Questionnaire

INTRODUCTION

INTRODUCTION

North to Alaska, a regional destination-marketing program focused on increasing independent highway travel in the State of Alaska and the Canadian provinces of Alberta, British Columbia, and the Yukon Territory, is interested in assessing the effectiveness and cost efficiency of its 2011 program. The results presented in this study represent only the sources tested and evaluated. A total of ten sources were tested, which include:

- All Other Direct Responses
- All Other Sources
- RV Book and Directory
- Highways/Good Sam Club
- Northshore Animal League
- ATIA Past Inquirers-D10/11 Highway
- TN PI FY 10 2nd Contact Test 2
- eMiles/RV
- RV Travel.com Sept-March 2011
- 2nd Year Converters

The second-year conversion of 2010 non-converters was measured to test the delayed effectiveness of the past program. Results from these sources are included in the report but excluded from the 2011 analysis (e.g. matrix, associated graphs/charts) since they are not a component of the measurement of the effectiveness of the 2011 program.

PURPOSE AND OBJECTIVES

PURPOSE AND OBJECTIVES

Purpose and Objectives

The overall purpose of the North to Alaska Conversion study is to determine the effectiveness and cost efficiency of the North to Alaska Program.

Specific objectives include:

- To determine the effectiveness and cost efficiency of the North to Alaska program in converting recipients of the North to Alaska vacation guide to visitors.
- To determine inquiry response rate and visitor conversion rate.
- To determine cost per conversion based on program costs, response, and conversion rates.
- To determine return per dollar invested based on cost per conversion expenditure.
- To determine the relative memorability and usefulness of information supplied to actual and intended travelers.
- To determine visitor behavior: trip purpose, time of year visited, party size, type of trip, length of stay.
- To determine the effectiveness, influence and usefulness of each jurisdictional website as well as how much was spent if anything while visiting each website.

METHODOLOGY

METHODOLOGY

Overall Design

The research consists of telephone interviews among literature requestors/travel guide recipients from each of the ten sources. In order to allow comparisons of conversion rates of individual publications and lists, a quota sampling technique is used. Specifically, separate random samples of requestors are drawn for each publication/source list included in the research.

Sample Definition

The study includes requestors who do not recall receiving the publication as well as those who do recall it. Inability to recall receiving the publication is likely to be a function of the time elapsed between receipt of the publication and the interview, rather than failure to receive it at all. In some cases, inability to recall can also reflect a lower level of interest in taking a vacation to the travel destination. Therefore, failure to include non-recallers in the sample may result in an overestimation of conversion rates and cost efficiencies.

Publications and Lists Studied

- All Other Direct Responses
- All Other Sources
- RV Book and Directory
- Highways/Good Sam Club
- Northshore Animal League
- ATIA Past Inquirers-D10/11 Highway
- TN PI FY 10 2nd Contact Test 2
- eMiles/RV
- RV Travel.com Sept-March 2011
- 2nd Year Converters

Interviewing Method

All surveying was conducted using CRT interviewing from GMA's central location in Bellevue, Washington. Random selections within inquiry/travel guide recipient lists using the nth listing technique were employed to ensure a complete representation of each list. If the respondent was not available on the initial attempt, a callback time was scheduled and callbacks were made. A total of three callbacks were made in an attempt to reach each respondent.

Sample

Overall, the research consists of up to 300 interviews for each of the ten sources, for a total of 3,000 completed interviews.

- **List Size and Content:** GMA was provided with separate computer lists for each source, which included name and mailing address for a random sampling of inquirers. Phone

numbers were provided when available. GMA obtained the balance of telephone numbers for potential respondents as necessary.

- Sample Size: Telephone samples sufficient to produce a total n=3,000 completed interviews from all 2010/2011 sources tested.

Statistical Reliability

At the overall sample size of 300 (source tested), we will have a sampling error range of ± 5.8 percentage points. This means that if the sample results indicate 50 percent of the respondents recall the publication, we can be assured the results will not vary from the true percentage by more than ± 5.8 percentage points in 95 out of 100 replications of the study.

At the overall sample size of 3,000 there is a sampling error of ± 1.6 percentage points at the 95 percent confidence level.

Interview Length

The average length of all interviews was 10 minutes.

Interviewing Time and Dates

All interviewing was conducted November and December 2011 in the evening hours during weekdays and during daytime hours on weekends.

Data Analysis – Weighting

All data gathered were weighted in relation to the number of responses generated by each source.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Effectiveness and Cost Efficiency

Conversion Rates (weighted):

- Overall, those recipients who drove through Canada and into Alaska converted at a rate of 5.7 percent, down from 2010 (6.7 percent).

Conversion Rate by Year	2006	2007	2008	2009	2010	2011
Total	4.3	5.6	8.0	8.0	6.7	5.7

- Recipients who visited Alaska (all modes of travel) converted at a rate of 12.2 percent, Alberta (all modes of travel) 6.8 percent, British Columbia (all modes of travel) 11.3 percent and Yukon (all modes of travel) 6.7 percent.
- Those who visited Alaska and/or any Canadian province converted at a rate of 17.8 percent.

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=131	N=221	N=115	N=351
All Other Direct Responses	4.3%	12.0%	5.0%	9.0%	6.0%	16.0%
All Other Sources	11.3	18.0	13.0	19.0	12.0	25.0
RV Book and Directory	2.3	5.0	6.0	7.0	2.0	12.0
Highways/Good Sam Club	2.3	5.0	4.0	7.0	2.0	10.0
Northshore Animal League	0.0	2.0	1.0	2.0	0.0	4.0
ATIA Past Inquirers-D 10/11	5.7	14.0	6.0	12.0	5.0	21.0
TN PI FY 10 2 nd Contact Test 2	4.3	11.0	5.0	10.0	6.0	19.0
eMiles/RV	1.3	9.0	1.0	8.0	6.0	14.0
RV Travel.com Sept-March 2011	7.0	11.0	8.0	13.0	7.0	16.0
Total	5.7	12.2	6.8	11.3	6.7	17.8

EXECUTIVE SUMMARY

Effectiveness and Cost Efficiency (continued)

Conversion Rates By Travel Intent at Time Received North to Alaska

- One in four (25 percent) recipients had already decided to go to Alaska at the time they received the booklet (the same as 2010, 25 percent), another one in five (20 percent) recipients had already been to Alaska and planned to go again at the time they received the North to Alaska booklet, a decrease compared to 2010 (22 percent). One in six (16 percent) just wanted to see the literature and had no travel plans (the same as 2010, 16 percent). One in seven had either already been to Canada and were planning to go again (13 percent, down from 14 percent in 2010) or had already been to Canada and/or Alaska and just wanted to see the literature (13 percent, up from 10 percent in 2010). One in ten (9 percent) were trying to decide where to go on vacation (down from 12 percent in 2010). Less than one in ten recipients don't recall receiving the literature (6 percent, up from 5 percent in 2010), had already decided to go to Alaska but not Canada (4 percent, up from 3 percent in 2010) or had already decided to go to Canada but not Alaska (2 percent, the same as 2010 2 percent).

Travel Intent - All Inquirers	2007	2008	2009	2010	2011
Already decided to go to Alaska and Canada	21%	19%	21%	25%	25%
Already been to Alaska and were planning to go again	26	27	20	22	20
Just wanted to see the literature and had no travel plans	20	15	13	16	16
Already been to Canada and were planning to go again	6	10	14	14	13
Trying to decide where to go on vacation	10	12	12	12	9
Already been to Canada and/or Alaska and just wanted to see the literature	7	6	7	10	13
Don't recall receiving the vacation literature	8	9	7	5	6
Already decided to go to Alaska but not Canada	NA	NA	NA	3	4
Already decided to go to Canada but not Alaska	NA	NA	1	2	2

EXECUTIVE SUMMARY (Continued)

Effectiveness and Cost Efficiency (Continued)

Response Rates

- Overall, the response rate was 10.83 percent, significantly lower than 2010 (16.52 percent).

Response Rate by Year	2005	2006	2007	2008	2009	2010	2011
Total	15.39%	16.83%	17.46%	15.51%	17.63%	16.52%	10.83%

Cost Per Inquiry

- The overall cost per inquiry in 2011 was \$4.25, higher than 2010 (\$3.85).

Cost Per Inquiry by Year	2005	2006	2007	2008	2009	2010	2011
Total	\$3.80	\$4.33	\$3.69	\$4.39	\$4.33	\$3.85	\$4.25

Number of Visitor Parties Generated by Sources Tested

- In 2011, a total of 4,574 visitor parties who drove through Canada into Alaska were generated by all sources tested, much lower than 2009 with 6,656.
- A total of 9,869 visitor parties visited Alaska (all modes of transportation), 5,520 visited Alberta (all modes), 9,123 visited British Columbia (all modes) and 5,438 visited Yukon (all modes). A total of 14,432 visitor parties visited Alaska and/or a Canadian province.

Number of Parties Generated Last 5 Years						
Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2011	4,574	9,869	5,520	9,123	5,438	14,432
2010	6,656	14,649	9,238	12,175	7,366	20,702
2009	6,929	--	--	--	--	--
2008	6,921	--	--	--	--	--
2007	5,093	--	--	--	--	--
2006	4,022	--	--	--	--	--

Note: Comparable data for years prior to 2010 is not available for segments #2 through #6.

EXECUTIVE SUMMARY (Continued)

Effectiveness and Cost Efficiency (Continued)

Cost Conversion Per Party

- Overall, the cost per conversion (per party) for recipients who drove through Canada and into Alaska was \$75.25, a significant increase from 2010 (\$57.54).
- The cost per conversion (per party) for those who visited Alaska (all modes) was \$34.88, up from \$26.14 in 2010, Alberta (all modes) \$62.36 up from \$41.46 in 2010, British Columbia (all modes) \$37.73 up from \$31.46 and Yukon (all modes) \$63.30 up from \$51.99 in 2010.
- The cost per conversion (per party) for those who visited Alaska and/or a Canadian province was \$23.85, up from \$18.50 in 2010. (Comparable data for previous years not available.)

Cost Per Conversion Per Party Last 5 Years						
Year	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2011	\$75.25	\$34.88	\$62.36	\$37.73	\$63.30	\$23.85
2010	\$57.54	\$26.14	\$41.46	\$31.46	\$51.99	\$18.50
2009	\$53.97	--	--	--	--	--
2008	\$55.13	--	--	--	--	--
2007	\$65.49	--	--	--	--	--
2006	\$101.78	--	--	--	--	--

Average Party Size – Number of People

- Overall, the average (weighted) party size for the sources tested in 2011 was 2.1 people per party, compared to 2.3 in 2010.

Party Size by Year	2005	2006	2007	2008	2009	2010	2011
Total	2.3	2.2	2.3	2.3	2.3	2.3	2.1

- The number of people generated by all sources who drove through Canada and into Alaska was 9,473, a significant decrease from 15,580 in 2010, 15,906 in 2009 and 16,168 in 2008.

Year	Number of People Who Drove though Canada into Alaska
2011	9,473
2010	15,580
2009	15,906
2008	16,168
2007	11,597
2006	9,114
2005	10,646

EXECUTIVE SUMMARY (Continued)

Cost Efficiency for Canada to Alaska Convertors (Continued)

Cost per Conversion (per person)

- The cost per conversion (per person) generated by all the sources tested was \$36.34, up significantly from \$24.58 in 2010, \$23.51 in 2009 and \$23.60 in 2008.

Cost Per Conversion by Year	2005	2006	2007	2008	2009	2010	2011
Total	\$35.47	\$46.44	\$28.76	\$23.60	\$23.51	\$24.58	\$36.34

Trip Expenditures

- The average 2011 trip expenditure per party was \$6,749 for all the sources tested, down slightly from \$6,988 in 2010, but up significantly compared to \$5,343 in 2009, \$5,537 in 2008, \$3,639 in 2007, \$4,216 in 2006 and \$4,147 in 2005.
- In 2011, total per person expenditure was \$3,259 up from \$2,985 in 2010, \$2,328 in 2009, \$2,370 in 2008, \$1,598 in 2007, \$1,924 in 2006 and \$1,855 for 2005.

Total	Avg. Exp per Party	Per Person Exp
2011	\$6,749	\$3,259
2010	\$6,988	\$2,985
2009	\$5,343	\$2,328
2008	\$5,537	\$2,370
2007	\$3,639	\$1,598
2006	\$4,216	\$1,924
2005	\$4,177	\$1,855

Cost Efficiency for Canada to Alaska Convertors (Continued)

Return on Investment (with Transportation per person)

- In 2011, the overall return on investment (per person) generated by all the sources tested is \$89.69, down significantly from \$121.45 in 2010.

Return on Investment by Year	2005	2006	2007	2008	2009	2010	2011
Total	\$52.29	\$41.42	\$55.57	\$100.42	\$99.01	\$121.45	\$89.69

EXECUTIVE SUMMARY (Continued)

Effectiveness and Cost Efficiency Comparison Summary

- The table below shows an overall comparison summary of all effectiveness and cost efficiency for all jurisdictions and all modes of travel.

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=131	N=221	N=115	N=351
Conversion Rate	5.7%	12.2%	6.8%	11.3%	6.7%	17.8%
Number of Parties	4,574	9,869	5,520	9,123	5,438	14,432
Cost per Conversion per Party	\$75.25	\$34.88	\$62.36	\$37.73	\$63.30	\$23.85
Average Party Size	2.1	3.0	2.1	2.4	2.2	2.5
Number of People	9,473	29,951	11,477	22,249	12,148	36,425
Cost per Conversion per Person	\$36.34	\$11.49	\$29.99	\$15.47	\$28.33	\$9.45
Average Expenditure per Party	\$6,749	\$4,020	\$973	\$1,095	\$1,022	\$3,961
Total Party Expenditure	\$30,870,873	\$39,674,649	\$5,372,441	\$9,987,845	\$5,556,126	\$57,167,495
Per Person Expenditure	\$3,259	\$1,325	\$468	\$449	\$457	\$1,569
Return On Investment	\$89.69	\$115.27	\$15.61	\$29.02	\$16.14	\$166.09

EXECUTIVE SUMMARY (Continued)

Visitor Behavior (Alaska Visitors Who Drove through Canada and into Alaska)

Driving Vacations in Past Five Years

- In 2011, more than half (55 percent) Alaska visitors who drove through Canada and into Alaska mentioned taking five or more driving vacations of 1,000 miles or more from home in the past five years compared to 57 percent in 2010.
- One in six (15 percent) of 2011 travel guide recipients have not taken a driving vacation of 1,000 or more miles in the past five years compared to 15 percent in 2010.

Influence of North to Alaska Travel Guide

- More than one in three (37 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their decision to drive to Canada and Alaska. Six in ten (60 percent) said it did not influence their decision to drive to Canada and Alaska.
- More than two in three (68 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of driving routes or travel itinerary. Less than one in three (29 percent) said it did not influence their selection of driving routes or travel itinerary.
- More than two in three (68 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of communities to visit. Less than one in three (30 percent) said it did not influence their selection of communities to visit.
- Almost half (48 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide increased the length of their trip in order to see and do everything. Another 50 percent said it did not increase the length of their trip.

Visiting the North to Alaska Website

- In 2011, almost half (46 percent) of all Alaska visitors who drove through Canada and into Alaska visited the North to Alaska website, down slightly from 49 percent who visited the website in 2010.

EXECUTIVE SUMMARY (Continued)

Visitor Behavior (Alaska Visitors Who Drove through Canada and into Alaska)

Influence of North to Alaska Website

- One in three (33 percent) of those who drove through Canada and into Alaska and visited the North to Alaska Website said the website influenced their decision to drive to Canada and Alaska. Almost two in three (63 percent) said the website did not influence their decision to drive to Canada and Alaska
- More than two in three (67 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website influenced their selection of driving routes or travel itinerary. One in three (33 percent) said the website did not influence their selection of driving routes or travel itinerary.
- Almost two in three (63 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website influenced their selection of communities to visit. Less than one in three (30 percent) said the website did not influence their selection of communities to visit.
- Almost half (48 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website increased the length of their trip in order to see and do everything. Another 50 percent said the website did not increase the length of their trip.

EXECUTIVE SUMMARY (Continued)

Visitor Behavior (Alaska Visitors Who Drove through Canada and into Alaska)

Visiting and Purchasing from Websites

- Of those who visited the North to Alaska website, six in ten (59 percent) also visited TravelAlaska.com (down from 70 percent in 2010). Two in five (39 percent) visited TravelYukon.com, similar to 2010 (40 percent). One in four (26 percent) visited HelloBC.com, down from 2010 (33 percent), and one in three (33 percent) visited TravelAlberta.com, up from 22 percent in 2010.
- Of those who visited other jurisdictional websites, two in five (41 percent) purchased a service from TravelAlaska.com, down from 47 percent in 2010. One in three (33 percent) purchased a service from TravelYukon.com, up significantly from 18 percent in 2010. One in five (20 percent) purchased a service from HelloBC.com, down from 2010 (29 percent). One in ten (11 percent) purchased a service from TravelAlberta.com, down significantly from 24 percent in 2010.
- Visitors to TravelAlaska.com purchased the most services from companies they contacted from the website with a mean average of \$2,604 per website visitor (up from \$2,043 in 2010). HelloBC.com visitors spent an average mean of \$1,600 on services from companies on the website (up from \$712), TravelYukon.com \$1,150 up from \$675 in 2010 and TravelAlberta.com \$100 down significantly from \$730 in 2010.

Destination of Alaskan/Canadian Trip (unweighted)

- Among all 2011 recipients of the North to Alaska travel guide, one in ten visited Alaska (10 percent) or British Columbia (10 percent), 6 percent visited Alberta and 5 percent visited the Yukon. More than four in five recipients (84 percent) did not visit any of these specific locations in 2011.

Destination of Alaska Visit	2005	2006	2007	2008	2009	2010	2011
Alaska	11%	10%	10%	15%	12%	11%	10%
British Columbia	9	11	11	13	13	11	10
Alberta	6	5	5	7	6	7	6
Yukon	5	4	5	6	8	6	5
None of the above	83	82	84	78	81	83	84

EXECUTIVE SUMMARY (Continued)

Visitor Behavior (Continued)

Type of Vacation (All Alaska Visitors)

- In 2011, more than one in three (34 percent) of recipients who visited Alaska drove from the lower 48 states through Canada and into Alaska, a decrease compared to 2010 (36 percent), 2009 (40 percent) and 2008 (37 percent), but an increase from 2008 (31 percent) and 2007 (26 percent).
- One in four (25 percent) flew to Alaska and then drove once inside the state, up from 2010 (21 percent), 2009 (21 percent), 2008 (24 percent), 2007 (24 percent), and 2006 (24 percent).
- Less than one in four (17 percent) took a cruise or cruise plus land tour in 2011, compared to 23 percent in 2010, 16 percent in 2009, 19 percent in 2008, 25 percent in 2007 and 26 percent in 2006.
- One in ten (9 percent) recipients took a driving vacation with portions of the trip on the Alaska Marine Highway up from 7 percent in 2010.
- Less than one in twenty either flew up and took a cruise (4 percent) or took a driving vacation with portions of the trip on the BC Ferry (2 percent).

Alaska Visitor Vacation Type	2006	2007	2008	2009	2010	2011
Driving vacation from lower 48 states through Canada and into Alaska	26%	31%	37%	40%	36%	34%
Fly to Alaska then drive once inside Alaska	24	24	24	21	21	25
Cruise-only or cruise-plus land tour	26	25	19	16	23	17
Driving vacation with portions of the trip on the Alaska Marine Highway	4	6	8	8	7	9
Flew up and took cruise	11	10	8	6	6	4
Driving vacation with portions of the trip on the BC Ferry	NA	NA	NA	2	1	2
Fly to Alberta, Yukon or BC then drive once inside	0	3	2	1	0	1
Other	9	1	1	1	5	7

Visiting Canada once in Alaska (Alaska Visitors who flew to Alaska)

- Of those who flew to Alaska then drove once in Alaska, one in six (16 percent) visited Canada or the Yukon at some point once they were there, and 84 percent did not leave Alaska.

EXECUTIVE SUMMARY (Continued)

Mode of Transportation (Drive Only Alaska Visitors)

- Among visitors who drove through Canada and into Alaska, one in four either traveled using a motorhome (26 percent), a car, truck or van pulling a trailer with living space included (26 percent) or a car, truck or van with no living space included (25 percent).
- One in ten (11 percent) drove through Canada and into Alaska using a truck camper.

Type of Transportation	Alaska (drive only)	Alberta (all modes)	B.C. (all modes)	Yukon (all modes)
Sample:	N=102	N=70	N=87	N=86
Motorhome	26%	30%	28%	29%
Car, truck or van pulling a trailer with living space included	26	24	30	30
Car, truck or van with no living space included	25	20	18	19
Truck camper	11	13	13	10
Motorcycle	5	6	6	6
Campervan	4	6	5	5
other	0	0	0	0

Type of Accommodation (Drive Only Alaska Visitors)

- Seven in ten (69 percent) of those who drove through Canada and into Alaska stayed in a private campground during their trip. Six in ten (60 percent) stayed in a provincial, state or federal campground. More than one in three (36 percent) stayed in a hotel/motel. One in four either stayed with a friend or relative (24 percent) or in a Walmart or similar parking lot (24 percent). One in seven (15 percent) stayed in a wilderness lodge/resort cabin and less than one in ten (9 percent) stayed at a bed and breakfast.

Type of Accommodations	Alaska (drive only)	Alberta (all modes)	B.C. (all modes)	Yukon (all modes)
Sample:	N=102	N=70	N=87	N=86
Stayed in a private campground	69%	71%	72%	74%
Stayed in a provincial, state or federal campground	60	64	66	65
Stayed in a hotel/motel	36	34	32	33
Stayed with a friend or relative	24	21	22	21
Stayed in a Walmart or similar parking lot	24	26	25	23
Stayed in a wilderness lodge/resort cabin	15	19	13	13
Stayed in a bed and breakfast	9	10	8	8
Other	3	3	2	2

EXECUTIVE SUMMARY (Continued)

Nights Spent in Accommodations (Drive Only Alaska Visitors)

- Visitors who drove through Canada and into Alaska stayed in private campgrounds the longest with an average of 30.5 nights. Those who stayed in a hotel/motel stayed an average of 18.3 nights, 14.2 nights for those who stayed in a provincial, state or federal campground, 11.0 nights with friends or relatives, 10.9 nights in a Walmart or similar parking lot, 6.0 nights in a bed and breakfast, and 2.9 nights in a wilderness lodge or resort cabin.

Type of Accommodations	Alaska (drive only)	Alberta (all modes)	B.C. (all modes)	Yukon (all modes)
Sample:	N=102	N=70	N=87	N=86
Stayed in a private campground	30.5	35.6	32.3	32.9
Stayed in a hotel/motel	18.3	20.7	19.3	20.1
Stayed in a provincial, state or federal campground	14.2	14.4	14.7	13.4
Stayed with a friend or relative	11.0	15.4	12.85	12.4
Stayed in a Walmart or similar parking lot	10.9	13.6	11.5	12.6
Stayed in a bed and breakfast	6.0	7.1	7.0	7.3
Stayed in a wilderness lodge/resort cabin	2.9	3.2	2.3	2.0
Other	13.0	16.0	16.0	16.0

Mode of Transportation vs. Overnight Accommodations

- Nearly all those traveling in a car or truck with no living space stayed in a hotel/motel (96 percent), whereas nearly all those traveling in a motorhome, campervan, truck camper or car/truck with living space stayed in campgrounds.
- Two of every three users of a private or state campground drove a motorhome or car/truck with living space. Two of every three users of a hotel/motel drove a car/truck with no living space. Nearly half of all those overnighing at a Walmart drove a motorhome. Wilderness lodge users drove a car/truck with no living space, a truck camper or motorcycle. Bed and breakfast users primarily drove a car/truck with no living space.

EXECUTIVE SUMMARY (Continued)

Trip Reservations (Drive Only Alaska Visitors)

- Almost half (48 percent) of those visiting Alaska (drive only) in 2011 did not make any type of reservations for their trip through Canada and Alaska, compared to 63 percent in 2010.
- The highest proportion of reservations occurred during May thru June of 2011 at 20 percent.

Aspect of Reservations (Drive Only Alaska Visitors)

- Of those who made reservations, almost three in five (57 percent) made reservations for accommodations, one in five (22 percent) made a reservation for a tour, one in twenty either made airfare/flight reservations (6 percent) or car rental reservations (4 percent).

Month of Alaska Vacation (Drive Only Alaska Visitors)

- In 2011, visits to Alaska were primarily in the months of June, July and August.

Months Vacationed Through Canada Into Alaska	2005	2006	2007	2008	2009	2010	2011
April	--%	--%	3%	3%	1%	4%	2%
May	24	22	19	22	22	27	22
June	67	53	53	51	61	61	61
July	66	63	64	60	64	69	66
August	44	46	49	40	44	56	51
September	16	21	18	19	27	14	18
October	2	5	4	3	4	1	2
November	--	--	1	0	0	0	0

Trip Purpose (Drive Only Alaska Visitors)

- In 2011, most (85 percent) visitors went to Alaska primarily for pleasure, compared to 91 percent in 2010, 93 percent in 2009, 92 percent in 2008, 85 percent in 2007, 91 percent in 2006, 93 percent in 2005, and 93 percent in 2004. One in eight (13 percent) said their “primary” trip purpose was to visit friends and relatives (compared to 9 percent in 2010) and 2 percent went primarily for business.
- Among those who visited friends and relatives while in Alaska, one in four (26 percent) visited friends or relatives in the military, up from 16 percent in 2010.

EXECUTIVE SUMMARY (Continued)

Visitor Behavior (Continued)

Group/Party Size (Drive Only Alaska Visitors)

- In 2011, the average group size was 3.7 people, up from 3.4 in 2010. The average party size was 2.1 people per party compared to 2.3 in 2010.

Travel Expenditures in Individual Jurisdictions (Drive Only Alaska Visitors)

- Drivers who drove through Canada and into Alaska were asked how much they spent in each jurisdiction.
- Overall, the average amount spent per party during their stay just in Alaska was \$3,661, down from \$4,085 in 2010. The average spent while just visiting Alberta was \$1,031, down slightly from \$1,050 in 2010, \$1,215 in British Columbia, up from \$1,187 in 2010 and \$938 in just the Yukon, up from \$765 in 2010.
- Overall, the average amount spent per party starting from when they crossed the Canadian border with transportation costs included in 2011 was \$7,207, a 3 percent increase from \$6,988 in 2010 and a 35 percent increase from \$5,343 in 2009.

Non-Internet Information Sources (Drive Only Alaska Visitors)

- On an unaided basis, the Milepost (40 percent vs. 43 percent in 2010) was by far the top-mentioned “other source” visitors used in planning or arranging their trip through Canada and into Alaska. Other sources mentioned were travel book (19 percent vs. 5 percent in 2010), maps (8 percent vs. 10 percent in 2010) and AAA/travel agent (7 percent vs. 10 percent in 2010).

Internet Information Sources (Drive Only Alaska Visitors)

- Overall, more than half (53 percent) did not use the Internet when planning or arranging their trip. Other top-mentioned sources included the Internet-general (5 percent), destination websites (4 percent), City Search (3 percent), cruise line website (2 percent), and Trip Advisor (2 percent). All other sources were mentioned by 1 percent or less of visitors.

EXECUTIVE SUMMARY (Continued)

Visitor Behavior (Continued)

Cities & Areas Visited (Drive Only Visitors)

Alberta

- In 2011, the top-mentioned cities and specific destinations for Alberta visitors were: Calgary/Calgary Stampede (40 percent vs. 32 percent in 2010), Banff (36 percent vs. 29 percent in 2010), and Jasper (28 percent vs. 34 percent in 2010).

British Columbia

- The top-mentioned cities and specific destinations for British Columbia visitors in 2011 were: Vancouver (32 percent vs. 27 percent in 2010), Victoria (21 percent vs. 14 percent in 2010), and Prince George (13 percent vs. 12 percent in 2010).

Yukon

- The top-mentioned cities and specific destinations for Yukon visitors in 2011 were: White Horse/the Capitol (57 percent vs. 67 percent in 2010), Dawson City (32 percent vs. 28 percent in 2010), and Watson Lake (23 percent vs. 24 percent in 2010).

Alaska

- The cities and specific destinations with the most Alaskan visitors for 2011 were Anchorage (73 percent), Fairbanks (61 percent), Homer (48 percent), Seward (40 percent), Tok (36 percent), Denali-Mt. McKinley (35 percent), and Valdez (33 percent).
- Some destinations have decreased compared to 2010. A few examples included: North Pole (-8 percent), Wasilla (-8 percent), Hyder (-6 percent), and Tok (-5 percent).

Length of Stay (Drive Only Visitors):

- Consistent with previous years, visitors spent the most time in Alaska in 2011. The length of stay was similar for Alaska compared to 2010, as well as for the entire trip, and also for British Columbia, Alberta and the Yukon. Average number of days spent by destination: Alaska (29.8 vs. 28.5 in 2010), British Columbia (6.3 vs. 7.6 in 2010), Yukon (5.7 vs. 5.0 in 2010), and Alberta (6.3 vs. 4.6 in 2010). The entire trip lasted 49.4 days, down from 56.5 in 2010 but much closer to 2009 and 2008 of 50.5 days.

EXECUTIVE SUMMARY (Continued)

Visitor Behavior (Continued)

Length of Stay in Various Places (Drive Only)

- Those who took a driving vacation through Canada and into Alaska were asked where they spent their nights during their trip.
- The accommodation used most often was private campground with an average of 30.5 nights spent there. Hotel/motel was used an average of 18.3 nights, and Provincial State/Fed campground 14.2 nights. Travelers stayed at wilderness lodge/resort cabin the least, 2.9 nights.

Activities Participated In (Drive Only Alaska Visitors)

- Overall, the most frequently mentioned activities that 2011 visitors participated in during their trip through Canada and into Alaska include (mentioned by 70 percent or more): Wildlife viewing (89 percent), shopping (88 percent), glacier viewing (84 percent), historical/cultural attraction (76 percent), museums (76 percent), and Native Cultural Attraction (70 percent).

Prior Trips to Alaska (Drive Only Return Alaska Visitors – Visited Alaska prior to 2011)

- In 2011, about two in five (38 percent) current visitors to Alaska were return visitors compared to 31 percent in 2010. Among return visitors, more than one in three (27 percent) said this is their second trip (36 percent in 2010) and another 34 percent have visited Alaska three to five times compared to 38 percent in 2010. The percentage of 2011 return visitors who have visited Alaska six or more times for vacation was 24 percent compared to 24 percent in 2010.
- Two in five (39 percent) return visitors also drove from the lower 48 states through Canada and into Alaska on their first vacation trip to Alaska. One in four (24 percent) took a cruise-only or cruise-plus land tour (5 percent in 2010, 23 percent in 2009, 16 percent in 2008). Another one in six (16 percent) took a driving vacation with portions of the trip on the Alaska Marine Highway (12 percent in 2010, 3 percent in 2009, 6 percent in 2008). One in eight (13 percent) flew to Alaska then drove once inside Alaska (24 percent in 2010, 17 percent in 2009, 22 percent in 2008). Less than one in ten (8 percent) flew up and took a cruise (5 percent in 2010, 8 percent in 2009, 7 percent in 2008).

EXECUTIVE SUMMARY (Continued)

Reasons for Not Taking a Driving Vacation in 2011

- Recipients who did not convert to Alaska visitors in 2011 were asked why they did not take a driving vacation to Alaska. The most frequently mentioned reason is time/No time (46 percent), followed by took a cruise instead (11 percent), too far to drive (10 percent), vehicle/car issues (5 percent), planning to go later (3 percent), gas/fuel price (3 percent), and wasn't our destination (2 percent).

Reasons for Not Taking a Driving Vacation in 2010	
Sample:	N=101
Time/no time	46%
Took a cruise instead	11
Too far to drive	10
Car/vehicle issues	5
Planning to go later	3
Gas/fuel prices	3
Have already done that	3
Wasn't our destination	2
Other	12

Internet Usage

- Almost one in three (30 percent) visitors who drove through Canada and into Alaska visited Facebook three or more times per week. Another one in seven (14 percent) visited YouTube three or more times a week. Less than one in ten (8 percent) visited Travel Blogs. More than six in ten (61 percent) of Alaska drivers who drove through Canada and into Alaska did not visit any online community or social network three or more times a week.
- One in seven (15 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their decision to drive to Canada and Alaska. More than eight in ten (83 percent) said the communities/networks did not influence their decision to drive to Canada and Alaska.
- One in four (25 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the website influenced their selection of driving routes or travel itinerary. Three in four (75 percent) said the websites did not influence their selection of driving routes or travel itinerary.
- One in five (20 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the website influenced their selection of communities to visit. Eight in ten (80 percent) said the websites did not influence their selection of communities to visit.
- One in eight (13 percent) of those who drove through Canada and into Alaska and visit online communities and social networks said the website increased the length of their trip in order to see and do everything. Almost nine in ten (88 percent) said the websites did not increase the length of their trip.

EXECUTIVE SUMMARY (Continued)

Non-Converters Interest in Visiting Alaska (Continued)

Reasons for Not Visiting Alaska (Non-Alaska Visitors)

Visitors who stopped in a specific Canadian destination and did not travel all the way to Alaska were asked why they chose to stop there and did not continue on to Alaska.

Alberta (Stopped in Alberta but did not go all the way through to Alaska)

- One-third (34 percent) of those stopping in Alberta and not traveling on to Alaska did so because they had “no time” to go all the way to Alaska (46 percent in 2010). Another third (29 percent) did not visit Alaska because they had planned “different rout/visited other places/not in our plans” (40 percent in 2010).

British Columbia (Stopped in BC but did not go all the way through to Alaska)

- Two in five (44 percent) did not visit Alaska because they had simply had “no time” (42 percent in 2010). One in three (32 percent) of those stopping in British Columbia and not Alaska did so because they had planned a “different rout/visited other places/not in our plans” (36 percent in 2010), and 9 percent cited “money/no money.”

Yukon (Stopped in the Yukon but did not go all the way through to Alaska)

- Two in five (44 percent) who stopped in the Yukon and not Alaska mentioned doing so because they had planned a “different route/visited other places” or cited the lack of “time/no time” (33 percent). All other reasons were single mentions.

EXECUTIVE SUMMARY (Continued)

Demographic Profile of Alaska Visitors Who Drove through Canada and into Alaska

The following details the demographic profile of respondents in the 2011 North to Alaska Conversion Study:

- 69 percent male, 31 percent female
- 82 percent are married
- 94 percent do not have children under 18 at home
- 82 percent are retired
- 8 percent work full-time
- Average age is 68.6 years
- Average total annual household income is \$76,300
- Average household size is 2.0
- 22 percent have a college degree; 22 percent advanced degree
- 64 percent own an RV
- 92 percent are Caucasian
- Among the visitors who took a driving vacation, two in five (41 percent) resided in the West, followed by the South (27 percent), the Midwest (22 percent), and the East (10 percent). States with the highest proportions of visitors were California (13 percent), Washington (8 percent), Texas (5 percent), and Minnesota (5 percent).

EXECUTIVE SUMMARY (Continued)

-SECOND YEAR CONVERTERS-

To provide an indication of the delayed effectiveness of previous year's North to Alaska vacation guides, requestors who did not visit in 2010 were interviewed again in 2011 to see if they visited in 2011. The purpose was to determine a 2nd year conversion rate.

Conversion Rate

- Non-visitors from 2010 converted to visitors in 2011 at a rate of 4.3 percent. This brings the total number of visitors generated by all 2010 sources 24,527 with a two year conversion rate of 10.7 percent.

CONVERSION RATE OF 2010 PROGRAM

	FY 2010 (2 year conversion)
Percent converted in same year as inquiry:	6.7%
Percent converted in first year after inquiry:	4.3%
Total visitor parties generated by inquiries:	10,664
Total visitors generated:	24,527
2 nd year conversion rate:	10.7%

DATA HIGHLIGHTS AND OBSERVATIONS

I. EFFECTIVENESS AND COST EFFICIENCY

I. EFFECTIVENESS AND COST EFFICIENCY

Evaluation of an advertising program's success involves analysis of performance on several characteristics. The 2011 North to Alaska Conversion Study analysis must answer the following questions:

1. How many inquiries did the advertising generate?
2. What did it cost to generate those inquiries? (Cost per inquiry)
3. What percentage of those who inquired actually visited one of the North to Alaska partner jurisdictions (Alaska, Alberta, British Columbia, and Yukon) in 2011? (Conversion rate)
4. What did it cost to produce those conversions from inquiry to actual visit? (Cost per conversion)
5. What is the Return on Investment (per person) for each source, including and excluding transportation costs?

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

DEFINITION OF TERMS

Conversion Rate: Percentage of inquiries who actually visited North to Alaska Partner Jurisdiction

OR

$$\text{Conversion rate} = \frac{\text{\# of visitor parties}}{\text{\# of inquiries}}$$

Number of Visitor Parties: Number of visitor parties generated from inquiries

OR

$$\text{\# of visitor parties} = \text{\# of inquiries} \times \text{conversion rate}$$

Cost per Inquiry: Cost to generate each inquiry

OR

$$\text{Cost per inquiry} = \frac{\text{advertising cost}}{\text{\# of inquiries}}$$

Cost per Party Conversion: Cost to generate each visitor party

OR

$$\text{Cost per conversion} = \frac{\text{advertising cost}}{\text{\# of visitor parties}}$$

Cost per Visitor Conversion: Cost to generate each visitor

OR

$$\text{Cost per conversion} = \frac{\text{advertising cost}}{\text{\# of visitors}}$$

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

DEFINITION OF TERMS (Continued)

**Return on Investment:
Including Transportation
(per person)**

ROI per visitor including transportation costs
or
(per person expenditure + per person transport expenditure)
x
ROI = $\frac{\text{\# of People}}{\text{advertising cost}}$

**Return on Investment:
Excluding Transportation
(per person)**

ROI per visitor not including transportation costs
or
(per person expenditure)
x
ROI = $\frac{\text{\# of People}}{\text{advertising cost}}$

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Alaskan and Canadian Province Conversion Rates

Conversion Rate by Source (weighted)

- Overall, those recipients who drove completely through Canada and into Alaska converted at a rate of 5.7 percent, slightly lower than 2010, 6.7 percent.
- Recipients who went to Alaska (all modes of transportation) converted at a rate of 12.2 percent, Alberta (all modes) 6.8 percent, British Columbia (all modes) 11.3 percent, and Yukon (all modes) 6.7 percent.
- Visitors to Alaska and/or a Canadian province converted at a rate of 17.8 percent.
- The overall conversion rate was calculated for each source tested based on six different convertor segments. Convertors were defined as those who drove to Alaska through Canada, or visited in one of several specific destinations.

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=131	N=221	N=115	N=351
All Other Direct Responses	4.3%	12.0%	5.0%	9.0%	6.0%	16.0%
All Other Sources	11.3	18.0	13.0	19.0	12.0	25.0
RV Book and Directory	2.3	5.0	6.0	7.0	2.0	12.0
Highways/Good Sam Club	2.3	5.0	4.0	7.0	2.0	10.0
Northshore Animal League	0.0	2.0	1.0	2.0	0.0	4.0
ATIA Past Inquirers-D 10/11	5.7	14.0	6.0	12.0	5.0	21.0
TN PI FY 10 2 nd Contact Test 2	4.3	11.0	5.0	10.0	6.0	19.0
eMiles/RV	1.3	9.0	1.0	8.0	6.0	14.0
RV Travel.com Sept-March 2011	7.0	11.0	8.0	13.0	7.0	16.0
Total	5.7	12.2	6.8	11.3	6.7	17.8

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Alaskan and Canadian Province Conversion Rates

Conversion Rate

- Conversion rates for the past six years are shown below.

Conversion Rates Last 6 Years						
Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2011	5.7%	12.2%	6.8%	11.3%	6.7%	17.8%
2010	6.7	14.7	9.3	12.2	7.4	20.8
2009	8.0	--	--	--	--	--
2008	8.0	--	--	--	--	--
2007	5.6	--	--	--	--	--
2006	4.3	--	--	--	--	--

Note: Comparable data for years prior to 2010 is not available for segments #2 through #6.

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Conversion Rates by Travel Intent at Time Received North to Alaska

- One in four (25 percent) recipients had already decided to go to Alaska at the time they received the booklet (the same as 2010, 25 percent).
- Another one in five (20 percent) recipients had already been to Alaska and planned to go again at the time they received the North to Alaska booklet, a decrease compared to 2010 (22 percent).
- One in six (16 percent) just wanted to see the literature and had no travel plans (the same as 2010, 16 percent).
- One in seven had either already been to Canada and were planning to go again (13 percent, down from 14 percent in 2010) or had already been to Canada and/or Alaska and just wanted to see the literature (13 percent, up from 10 percent in 2010).
- One in ten (9 percent) were trying to decide where to go on vacation (down from 12 percent in 2010).
- Less than one in ten recipients don't recall receiving the literature (6 percent, up from 5 percent in 2010), had already decided to go to Alaska but not Canada (4 percent, up from 3 percent in 2010) or had already decided to go to Canada but not Alaska (2 percent, the same as 2010 2 percent).

Travel Intent - All Inquirers	2007	2008	2009	2010	2011
Already decided to go to Alaska and Canada	21%	19%	21%	25%	25%
Already been to Alaska and were planning to go again	26	27	20	22	20
Just wanted to see the literature and had no travel plans	20	15	13	16	16
Already been to Canada and were planning to go again	6	10	14	14	13
Trying to decide where to go on vacation	10	12	12	12	9
Already been to Canada and/or Alaska and just wanted to see the literature	7	6	7	10	13
Don't recall receiving the vacation literature	8	9	7	5	6
Already decided to go to Alaska but not Canada	NA	NA	NA	3	4
Already decided to go to Canada but not Alaska	NA	NA	1	2	2

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Response Rates for Drove through Canada into Alaska Converters

- The overall response rate for the 2011 program was 10.83 percent, down from 16.52 percent in 2010.
- The response rate for each source tested is shown below.

Source	Response Rate
Sample	N=102
ATIA Past Inquirers-D 10/11	11.54%
All Other Direct Responses	9.25
RV Book and Directory	8.55
Northshore Animal League	7.19
Highways/Good Sam Club	6.01
TN PI FY 10 2 nd Contact Test 2	5.91
All Other Sources	N/A
eMiles/RV	N/A
RV Travel.com Sept-March 2011	N/A
Total	10.83

Response Rate by Year	2005	2006	2007	2008	2009	2010	2011
Total	15.39%	16.83%	17.46%	15.51%	17.63%	16.52%	10.83%

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Cost Per Inquiry for Drove through Canada into Alaska Converters

- The overall cost per inquiry in 2011 was \$4.25. This is significantly higher than the 2010 cost per inquiry of \$3.85.
- The cost per inquiry for each source tested is shown below.

Source	Cost Per Inquiry
Sample	N=137
TN PI FY 10 2 nd Contact Test 2	\$2.04
RV Travel.com Sept-March 2011	\$3.30
All Other Direct Responses	\$3.77
All Other Sources	\$3.80
ATIA Past Inquirers-D 10/11	\$4.48
eMiles/RV	\$5.33
RV Book and Directory	\$6.88
Northshore Animal League	\$8.38
Highways/Good Sam Club	\$8.93
Total	\$4.25

Cost Per Inquiry by Year	2005	2006	2007	2008	2009	2010	2011
Total	\$3.80	\$4.33	\$3.69	\$4.39	\$4.33	\$3.85	\$4.25

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Number of Parties Generated by Sources Tested by Segment

- Overall, in 2011 a total of 4,574 visitor parties who drove through Canada into Alaska were generated by all sources tested, a decrease over 2010 (6,656). In comparison, the total visiting Alaska or a specific Canadian province (any mode) was 14,432 parties. A total of 9,869 parties visited Alaska (all modes), 5,520 visited Alberta (all modes), 9,123 visited British Columbia (all modes), and 5,438 visited Yukon (all modes).

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=131	N=221	N=115	N=351
All Other Direct Responses	1,409	3,931	1,638	2,948	1,966	5,242
All Other Sources	2,119	3,375	2,438	3,563	2,250	4,688
RV Book and Directory	116	251	302	352	101	603
Highways/Good Sam Club	144	312	250	437	125	625
Northshore Animal League	0	22	11	22	0	43
ATIA Past Inquirers-D 10/11	231	567	243	486	203	851
TN PI FY 10 2 nd Contact Test 2	457	1,170	532	1,064	638	2,021
eMiles/RV	16	109	12	97	73	170
RV Travel.com Sept-March 2011	83	130	95	154	83	189
Total	4,574	9,869	5,520	9,123	5,438	14,432

Number of Parties Generated Last 6 Years						
Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2011	4,574	9,869	5,520	9,123	5,438	14,432
2010	6,656	14,649	9,238	12,175	7,366	20,702
2009	6,929	--	--	--	--	--
2008	6,921	--	--	--	--	--
2007	5,093	--	--	--	--	--
2006	4,022	--	--	--	--	--

Note: Comparable data for years prior to 2010 is not available for segments #2 through #6.

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Cost Per Conversion (Per Party)

- Overall, the cost per conversion (per party) for recipients who drove through Canada and into Alaska was \$75.25, a significant increase from 2010 (\$57.54).
- The conversion cost (per party) for the total visiting Alaska (all modes of transportation) was \$34.88, Alberta (all modes of transportation) was \$62.36, British Columbia (all modes) was \$37.73, and the Yukon (all modes) was \$63.30.
- The conversion cost for visitor parties who visited Alaska and/or Canada (all modes of transportation) was \$23.85.

Cost Per Conversion (Per Party)						
Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=131	N=221	N=115	N=351
All Other Direct Responses	\$87.60	\$31.39	\$75.34	\$41.85	\$62.78	\$23.54
All Other Sources	\$33.61	\$21.10	\$29.22	\$19.99	\$31.65	\$15.19
RV Book and Directory	\$299.03	\$137.55	\$114.63	\$98.25	\$343.88	\$57.31
Highways/Good Sam Club	\$388.32	\$178.63	\$223.28	\$127.59	\$446.57	\$89.31
Northshore Animal League	\$0.00	\$418.99	\$837.98	\$418.99	\$0.00	\$209.49
ATIA Past Inquirers-D 10/11	\$78.58	\$31.99	\$74.65	\$37.32	\$89.58	\$21.33
TN PI FY 10 2 nd Contact Test 2	\$47.35	\$18.51	\$40.72	\$20.36	\$33.94	\$10.72
eMiles/RV	\$409.77	\$59.19	\$532.70	\$66.59	\$88.78	\$38.05
RV Travel.com Sept-March 2011	\$47.19	\$30.03	\$41.29	\$25.41	\$47.19	\$20.65
Total	\$75.25	\$34.88	\$62.36	\$37.73	\$63.30	\$23.85

Cost Per Conversion Per Party Last 6 Years						
Year	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2011	\$75.25	\$34.88	\$62.36	\$37.73	\$63.30	\$23.85
2010	\$57.54	\$26.14	\$41.46	\$31.46	\$51.99	\$18.50
2009	\$53.97	--	--	--	--	--
2008	\$55.13	--	--	--	--	--
2007	\$65.49	--	--	--	--	--
2006	\$101.78	--	--	--	--	--

Note: Comparable data for years prior to 2010 not available for segments #2 through #6.

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Party Size

- Overall, the average (weighted) party size for the sources tested was 2.1 people per party. This is slightly less than the 2010 party size of 2.3.
- The average party size of those who visited Alaska (all modes of transportation) was 3.0, Alberta (all modes) 2.1, British Columbia (all modes) 2.4 and Yukon (all modes) 2.2.
- Those who visited Alaska and/or a Canadian province had an average party size of 2.5.

Party Size						
Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=131	N=221	N=115	N=351
All Other Direct Responses	1.9	3.5	1.9	2.1	1.9	2.3
All Other Sources	2.1	2.2	2.1	2.2	2.1	2.2
RV Book and Directory	3.0	4.0	2.4	2.3	2.7	3.0
Highways/Good Sam Club	2.1	2.7	2.4	2.3	2.1	2.5
Northshore Animal League	0.0	3.0	3.3	2.0	2.0	2.7
ATIA Past Inquirers-D 10/11	2.5	2.5	2.3	2.1	2.0	2.4
TN PI FY 10 2 nd Contact Test 2	2.0	4.0	2.0	4.4	3.6	3.7
eMiles/RV	2.0	4.4	3.0	3.3	3.8	3.6
RV Travel.com Sept-March 2011	2.1	2.1	2.4	2.2	2.1	2.3
Total	2.1	3.0	2.1	2.4	2.2	2.5

Year	Average Party Size
2011	2.1
2010	2.3
2009	2.3
2008	2.3
2007	2.3
2006	2.2
2005	2.3

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Number of Visitors

- The overall number of visitors generated by all sources who drove to Alaska was 9,473, a significant decrease compared to 15,580 in 2010.
- The overall number of people who visited Alaska (all modes of transportation) is 29,951, Alberta (all modes) 11,477, British Columbia (all modes) 22,249 and Yukon (all modes) 12,148.
- The overall number of people who visited Alaska and/or a Canadian province (all modes) is 36,425.

Number of People						
Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=131	N=221	N=115	N=351
All Other Direct Responses	2,677	13,760	3,112	6,192	3,735	12,056
All Other Sources	4,450	7,425	5,119	7,838	4,725	10,313
RV Book and Directory	347	1,005	724	809	271	1,809
Highways/Good Sam Club	302	843	600	1,006	262	1,562
Northshore Animal League	0	65	36	43	0	116
ATIA Past Inquirers-D 10/11	577	1,418	559	1,021	405	2,042
TN PI FY 10 2 nd Contact Test 2	915	4,681	1,064	4,681	2,298	7,479
eMiles/RV	32	481	36	320	277	612
RV Travel.com Sept-March 2011	174	274	227	339	174	436
Total	9,473	29,951	11,477	22,249	12,148	36,425

Year	Number of People Who Drove through Canada into Alaska
2011	9,473
2010	15,580
2009	15,906
2008	16,168
2007	11,597
2006	9,114
2005	10,646

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Trip Expenditures

- The average trip expenditure per party for those who drove through Canada and into Alaska was \$6,749 for all the sources tested. This was a slight decrease from the 2010 average trip expenditure of \$6,988.
- The average trip expenditure per party for those who visited Alaska (all modes of transportation) was \$4,020, Alberta (all modes) \$973, British Columbia (all modes) \$1,095 and Yukon (all modes) \$1,022.
- Those who visited Alaska and/or a Canadian province had an average trip expenditure per party of \$3,961.

The following table details trip expenditures by each source tested:

Average Expenditure Per Party						
Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=131	N=221	N=115	N=351
All Other Direct Responses	\$6,714	\$4,322	\$1,133	\$1,103	\$1,233	\$4,206
All Other Sources	\$6,338	\$3,636	\$601	\$879	\$674	\$3,801
RV Book and Directory	\$13,000	\$3,288	\$592	\$2,424	\$1,876	\$3,723
Highways/Good Sam Club	\$6,367	\$2,005	\$1,744	\$1,097	\$814	\$2,652
Northshore Animal League	\$0	\$3,433	\$300	\$167	\$50	\$2,230
ATIA Past Inquirers-D 10/11	\$6,256	\$3,825	\$1,246	\$1,218	\$1,037	\$3,617
TN PI FY 10 2 nd Contact Test 2	\$7,088	\$4,960	\$1,932	\$1,311	\$1,617	\$4,395
eMiles/RV	\$2,000	\$3,343	\$1,000	\$933	\$560	\$3,361
RV Travel.com Sept-March 2011	\$10,222	\$4,190	\$963	\$1,238	\$514	\$4,076
Total	\$6,749	\$4,020	\$973	\$1,095	\$1,022	\$3,961

Total	Avg. Exp Per Party
2011	\$6,749
2010	\$6,988
2009	\$5,343
2008	\$5,537
2007	\$3,639
2006	\$4,216
2005	\$4,177

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Per Person Expenditures

- The average per person expenditure for those who drove through Canada and into Alaska was \$3,259 for all sources tested. This was a significant increase from the 2010 average expenditure per person of \$2,985.
- The average trip expenditure per person for those who visited Alaska (all modes of transportation) was \$1,325, Alberta (all modes) \$468, British Columbia (all modes) \$449 and Yukon (all modes) \$457.
- Those who visited Alaska and/or a Canadian province had an average trip expenditure per person of \$1,569.

The following table details trip expenditures by each source tested:

Average Per Person Expenditure						
Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=131	N=221	N=115	N=351
All Other Direct Responses	\$3,534	\$1,235	\$596	\$525	\$649	\$1,829
All Other Sources	\$3,018	\$1,653	\$286	\$400	\$321	\$1,728
RV Book and Directory	\$4,333	\$822	\$247	\$1,054	\$695	\$1,241
Highways/Good Sam Club	\$3,032	\$743	\$727	\$477	\$388	\$1,061
Northshore Animal League	\$0	\$1,144	\$91	\$84	\$0	\$826
ATIA Past Inquirers-D 10/11	\$2,502	\$1,530	\$542	\$580	\$519	\$1,507
TN PI FY 10 2 nd Contact Test 2	\$3,544	\$1,240	\$966	\$298	\$449	\$1,188
eMiles/RV	\$1,000	\$760	\$333	\$283	\$147	\$934
RV Travel.com Sept-March 2011	\$4,868	\$1,995	\$401	\$563	\$245	\$1,772
Total	\$3,259	\$1,325	\$468	\$449	\$457	\$1,569

Total	Per Person Exp
2011	\$3,259
2010	\$2,985
2009	\$2,328
2008	\$2,370
2007	\$1,598
2006	\$1,924
2005	\$1,855

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Return on Investment (with Transportation Per Person)

- The overall return on investment (per person) for those who drove through Canada and into Alaska generated by all the sources tested was \$89.69, down significantly compared to \$121.45 in 2010.
- The overall return on investment for those who visited Alaska (all modes of transportation) is \$115.27, Alberta (all modes) \$15.61, British Columbia (all modes) \$29.02 and Yukon (all modes) was \$16.14.
- The overall return on investment for those who visited Alaska and/or a Canadian province was \$166.09.

Return on Investment						
Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=131	N=221	N=115	N=351
All Other Direct Responses	\$76.64	\$137.69	\$15.04	\$26.35	\$19.64	\$178.65
All Other Sources	\$188.57	\$172.32	\$20.57	\$43.97	\$21.30	\$250.20
RV Book and Directory	\$43.47	\$23.90	\$5.16	\$24.67	\$5.46	\$64.96
Highways/Good Sam Club	\$16.40	\$11.22	\$7.81	\$8.60	\$1.82	\$29.69
Northshore Animal League	\$0.00	\$8.19	\$0.36	\$0.40	\$0.00	\$10.64
ATIA Past Inquirers-D 10/11	\$79.62	\$119.56	\$16.69	\$32.63	\$11.58	\$169.59
TN PI FY 10 2 nd Contact Test 2	\$149.68	\$267.95	\$47.44	\$64.39	\$47.65	\$410.10
eMiles/RV	\$4.88	\$56.48	\$1.88	\$14.01	\$6.31	\$88.33
RV Travel.com Sept-March 2011	\$216.62	\$139.53	\$23.32	\$48.72	\$10.89	\$197.43
Total	\$89.69	\$115.27	\$15.61	\$29.02	\$16.14	\$166.09

Return on Investment by Year	2005	2006	2007	2008	2009	2010	2011
Total	\$52.29	\$41.42	\$55.57	\$100.42	\$99.01	\$121.45	\$89.69

I. EFFECTIVENESS AND COST EFFICIENCY (Continued)

Effectiveness and Cost Efficiency Comparison Summary

- The table below shows an overall comparison summary of all effectiveness and cost efficiency for all jurisdictions and all modes of travel.

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=131	N=221	N=115	N=351
Conversion Rate	5.7%	12.2%	6.8%	11.3%	6.7%	17.8%
Number of Parties	4,574	9,869	5,520	9,123	5,438	14,432
Cost per Conversion per Party	\$75.25	\$34.88	\$62.36	\$37.73	\$63.30	\$23.85
Average Party Size	2.1	3.0	2.1	2.4	2.2	2.5
Number of People	9,473	29,951	11,477	22,249	12,148	36,425
Cost per Conversion per Person	\$36.34	\$11.49	\$29.99	\$15.47	\$28.33	\$9.45
Average Expenditure per Party	\$6,749	\$4,020	\$973	\$1,095	\$1,022	\$3,961
Total Party Expenditure	\$30,870,873	\$39,674,649	\$5,372,441	\$9,987,845	\$5,556,126	\$57,167,495
Per Person Expenditure	\$3,259	\$1,325	\$468	\$449	\$457	\$1,569
Return On Investment	\$89.69	\$115.27	\$15.61	\$29.02	\$16.14	\$166.09

***2011 NORTH TO ALASKA CONVERSION STUDY
EFFICIENCY ANALYSIS MATRIX***

THROUGH CANADA TO ALASKA DRIVING CONVERTORS

INDIVIDUAL SOURCES TESTED (9)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (total trip)	TOTAL PARTY EXPENDITURE (total trip)	PER PERSON EXPENDITURE (total trip)	ROI w/Transport (Per Person)
All Other Direct Responses	\$123,405	354,314	32,761	9.25%	\$3.77	4.3%	1,409	\$87.60	1.9	2,677	\$46.11	\$6,714	\$9,458,166	\$3,534	\$76.64
All Other Sources	\$71,217	0	18,751	0.00%	\$3.80	11.3%	2,119	\$33.61	2.1	4,450	\$16.01	\$6,338	\$13,429,354	\$3,018	\$188.57
RV Book and Directory	\$34,560	58,762	5,025	8.55%	\$6.88	2.3%	116	\$299.03	3.0	347	\$99.68	\$13,000	\$1,502,475	\$4,333	\$43.47
Highways/GoodSam Club	\$55,803	104,000	6,248	6.01%	\$8.93	2.3%	144	\$388.32	2.1	302	\$184.91	\$6,367	\$914,963	\$3,032	\$16.40
Northshore Animal League	\$9,025	14,977	1,077	7.19%	\$8.38	0.0%	0	\$0.00	0.0	0	\$0.00	\$0	\$0	\$0	\$0.00
ATIA Past Inquirers-D 10/11	\$18,144	35,100	4,051	11.54%	\$4.48	5.7%	231	\$78.58	2.5	577	\$31.43	\$6,256	\$1,444,554	\$2,502	\$79.62
TN PI FY 10 2 nd Contact Test 2	\$21,663	180,000	10,639	5.91%	\$2.04	4.3%	457	\$47.35	2.0	915	\$23.68	\$7,088	\$3,242,597	\$3,544	\$149.68
eMiles/RV	\$6,467	0	1,214	0.00%	\$5.33	1.3%	16	\$409.77	2.0	32	\$204.89	\$2,000	\$31,564	\$1,000	\$4.88
RV Travel.com Sept-March 2011	\$3,911	0	1,184	0.00%	\$3.30	7.0%	83	\$47.19	2.1	174	\$22.47	\$10,222	\$847,199	\$4,868	\$216.62
GRAND TOTAL (WEIGHTED)	\$344,195	747,153	80,950	10.83%	\$4.25	5.7%	4,574	\$75.25	2.1	9,473	\$36.34	\$6,749	\$30,870,873	\$3,259	\$89.69

ALASKA CONVERTORS (ALL MODES OF TRANSPORTATION)

INDIVIDUAL SOURCES TESTED (9)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	ALASKA CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (in Alaska)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (in Alaska)	TOTAL PARTY EXPENDITURE (in Alaska)	PER PERSON EXPENDITURE (in Alaska)	ROI w/Transport (Per Person)
All Other Direct Responses	\$123,405	354,314	32,761	9.25%	\$3.77	12.0%	3,931	\$31.39	3.5	13,760	\$8.97	\$4,322	\$16,991,165	\$1,235	\$137.69
All Other Sources	\$71,217	0	18,751	0.00%	\$3.80	18.0%	3,375	\$21.10	2.2	7,425	\$9.59	\$3,636	\$12,272,154	\$1,653	\$172.32
RV Book and Directory	\$34,560	58,762	5,025	8.55%	\$6.88	5.0%	251	\$137.55	4.0	1,005	\$34.39	\$3,288	\$826,110	\$822	\$23.90
Highways/GoodSam Club	\$55,803	104,000	6,248	6.01%	\$8.93	5.0%	312	\$178.63	2.7	843	\$66.16	\$2,005	\$626,362	\$743	\$11.22
Northshore Animal League	\$9,025	14,977	1,077	7.19%	\$8.38	2.0%	22	\$418.99	3.0	65	\$139.66	\$3,433	\$73,947	\$1,144	\$8.19
ATIA Past Inquirers-D 10/11	\$18,144	35,100	4,051	11.54%	\$4.48	14.0%	567	\$31.99	2.5	1,418	\$12.80	\$3,825	\$2,169,311	\$1,530	\$119.56
TN PI FY 10 2 nd Contact Test 2	\$21,663	180,000	10,639	5.91%	\$2.04	11.0%	1,170	\$18.51	4.0	4,681	\$4.63	\$4,960	\$5,804,638	\$1,240	\$267.95
eMiles/RV	\$6,467	0	1,214	0.00%	\$5.33	9.0%	109	\$59.19	4.4	481	\$13.45	\$3,343	\$365,256	\$760	\$56.48
RV Travel.com Sept-March 2011	\$3,911	0	1,184	0.00%	\$3.30	11.0%	130	\$30.03	2.1	274	\$14.30	\$4,190	\$545,706	\$1,995	\$139.53
GRAND TOTAL (WEIGHTED)	\$344,195	747,153	80,950	10.83%	\$4.25	12.2%	9,869	\$34.88	3.0	29,951	\$11.49	\$4,020	\$39,674,649	\$1,325	\$115.27

ALBERTA CONVERTORS (ALL MODES OF TRANSPORTATION)

INDIVIDUAL SOURCES TESTED (9)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	ALBERTA CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (in Alberta)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (in Alberta)	TOTAL PARTY EXPENDITURE (in Alberta)	PER PERSON EXPENDITURE (in Alberta)	ROI w/Transport (Per Person)
All Other Direct Responses	\$123,405	354,314	32,761	9.25%	\$3.77	5.0%	1,638	\$75.34	1.9	3,112	\$39.65	\$1,133	\$1,855,911	\$596	\$15.04
All Other Sources	\$71,217	0	18,751	0.00%	\$3.80	13.0%	2,438	\$29.22	2.1	5,119	\$13.91	\$601	\$1,465,016	\$286	\$20.57
RV Book and Directory	\$34,560	58,762	5,025	8.55%	\$6.88	6.0%	302	\$114.63	2.4	724	\$47.76	\$592	\$178,488	\$247	\$5.16
Highways/GoodSam Club	\$55,803	104,000	6,248	6.01%	\$8.93	4.0%	250	\$223.28	2.4	600	\$93.03	\$1,744	\$435,860	\$727	\$7.81
Northshore Animal League	\$9,025	14,977	1,077	7.19%	\$8.38	1.0%	11	\$837.98	3.3	36	\$253.93	\$300	\$3,231	\$91	\$0.36
ATIA Past Inquirers-D 10/11	\$18,144	35,100	4,051	11.54%	\$4.48	6.0%	243	\$74.65	2.3	559	\$32.46	\$1,246	\$302,853	\$542	\$16.69
TN PI FY 10 2 nd Contact Test 2	\$21,663	180,000	10,639	5.91%	\$2.04	5.0%	532	\$40.72	2.0	1,064	\$20.36	\$1,932	\$1,027,727	\$966	\$47.44
eMiles/RV	\$6,467	0	1,214	0.00%	\$5.33	1.0%	12	\$532.70	3.0	36	\$177.57	\$1,000	\$12,140	\$333	\$1.88
RV Travel.com Sept-March 2011	\$3,911	0	1,184	0.00%	\$3.30	8.0%	95	\$41.29	2.4	227	\$17.20	\$963	\$91,215	\$401	\$23.32
GRAND TOTAL (WEIGHTED)	\$344,195	747,153	80,950	10.83%	\$4.25	6.8%	5,520	\$62.36	2.1	11,477	\$29.99	\$973	\$5,372,441	\$468	\$15.61

BRITISH COLUMBIA CONVERTORS (ALL MODES OF TRANSPORTATION)

INDIVIDUAL SOURCES TESTED (9)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	B.C. CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (in B.C.)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (in B.C.)	TOTAL PARTY EXPENDITURE (in B.C.)	PER PERSON EXPENDITURE (in B.C.)	ROI w/Transport (Per Person)
All Other Direct Responses	\$123,405	354,314	32,761	9.25%	\$3.77	9.0%	2,948	\$41.85	2.1	6,192	\$19.93	\$1,103	\$3,252,184	\$525	\$26.35
All Other Sources	\$71,217	0	18,751	0.00%	\$3.80	19.0%	3,563	\$19.99	2.2	7,838	\$9.09	\$879	\$3,131,605	\$400	\$43.97
RV Book and Directory	\$34,560	58,762	5,025	8.55%	\$6.88	7.0%	352	\$98.25	2.3	809	\$42.72	\$2,424	\$852,642	\$1,054	\$24.67
Highways/GoodSam Club	\$55,803	104,000	6,248	6.01%	\$8.93	7.0%	437	\$127.59	2.3	1,006	\$55.47	\$1,097	\$479,784	\$477	\$8.60
Northshore Animal League	\$9,025	14,977	1,077	7.19%	\$8.38	2.0%	22	\$418.99	2.0	43	\$209.49	\$167	\$3,597	\$84	\$0.40
ATIA Past Inquirers-D 10/11	\$18,144	35,100	4,051	11.54%	\$4.48	12.0%	486	\$37.32	2.1	1,021	\$17.77	\$1,218	\$592,094	\$580	\$32.63
TN PI FY 10 2 nd Contact Test 2	\$21,663	180,000	10,639	5.91%	\$2.04	10.0%	1,064	\$20.36	4.4	4,681	\$4.63	\$1,311	\$1,394,773	\$298	\$64.39
eMiles/RV	\$6,467	0	1,214	0.00%	\$5.33	8.0%	97	\$66.59	3.3	320	\$20.18	\$933	\$90,613	\$283	\$14.01
RV Travel.com Sept-March 2011	\$3,911	0	1,184	0.00%	\$3.30	13.0%	154	\$25.41	2.2	339	\$11.55	\$1,238	\$190,553	\$563	\$48.72
GRAND TOTAL (WEIGHTED)	\$344,195	747,153	80,950	10.83%	\$4.25	11.3%	9,123	\$37.73	2.4	22,249	\$15.47	\$1,095	\$9,987,845	\$449	\$29.02

YUKON CONVERTORS (ALL MODES OF TRANSPORTATION)

INDIVIDUAL SOURCES TESTED (9)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	YUKON CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (in Yukon)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (in Yukon)	TOTAL PARTY EXPENDITURE (in Yukon)	PER PERSON EXPENDITURE (in Yukon)	ROI w/Transport (Per Person)
All Other Direct Responses	\$123,405	354,314	32,761	9.25%	\$3.77	6.0%	1,966	\$62.78	1.9	3,735	\$33.04	\$1,233	\$2,423,659	\$649	\$19.64
All Other Sources	\$71,217	0	18,751	0.00%	\$3.80	12.0%	2,250	\$31.65	2.1	4,725	\$15.07	\$674	\$1,516,581	\$321	\$21.30
RV Book and Directory	\$34,560	58,762	5,025	8.55%	\$6.88	2.0%	101	\$343.88	2.7	271	\$127.36	\$1,876	\$188,538	\$695	\$5.46
Highways/GoodSam Club	\$55,803	104,000	6,248	6.01%	\$8.93	2.0%	125	\$446.57	2.1	262	\$212.65	\$814	\$101,717	\$388	\$1.82
Northshore Animal League	\$9,025	14,977	1,077	7.19%	\$8.38	0.0%	0	\$0.00	2.0	0	\$0.00	\$50	\$0	\$0	\$0.00
ATIA Past Inquirers-D 10/11	\$18,144	35,100	4,051	11.54%	\$4.48	5.0%	203	\$89.58	2.0	405	\$44.79	\$1,037	\$210,044	\$519	\$11.58
TN PI FY 10 2 nd Contact Test 2	\$21,663	180,000	10,639	5.91%	\$2.04	6.0%	638	\$33.94	3.6	2,298	\$9.43	\$1,617	\$1,032,196	\$449	\$47.65
eMiles/RV	\$6,467	0	1,214	0.00%	\$5.33	6.0%	73	\$88.78	3.8	277	\$23.36	\$560	\$40,790	\$147	\$6.31
RV Travel.com Sept-March 2011	\$3,911	0	1,184	0.00%	\$3.30	7.0%	83	\$47.19	2.1	174	\$22.47	\$514	\$42,600	\$245	\$10.89
GRAND TOTAL (WEIGHTED)	\$344,195	747,153	80,950	10.83%	\$4.25	6.7%	5,438	\$63.30	2.2	12,148	\$28.33	\$1,022	\$5,556,126	\$457	\$16.14

ALASKA AND/OR CANADA CONVERTORS (ALL MODES OF TRANSPORTATION)

INDIVIDUAL SOURCES TESTED (9)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (Alaska and/or Canada)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (Alaska and/or Canada)	TOTAL PARTY EXPENDITURE (Alaska and/or Canada)	PER PERSON EXPENDITURE (Alaska and/or Canada)	ROI w/Transport (Per Person)
All Other Direct Responses	\$123,405	354,314	32,761	9.25%	\$3.77	16.0%	5,242	\$23.54	2.3	12,056	\$10.24	\$4,206	\$22,046,843	\$1,829	\$178.65
All Other Sources	\$71,217	0	18,751	0.00%	\$3.80	25.0%	4,688	\$15.19	2.2	10,313	\$6.91	\$3,801	\$17,818,138	\$1,728	\$250.20
RV Book and Directory	\$34,560	58,762	5,025	8.55%	\$6.88	12.0%	603	\$57.31	3.0	1,809	\$19.10	\$3,723	\$2,244,969	\$1,241	\$64.96
Highways/GoodSam Club	\$55,803	104,000	6,248	6.01%	\$8.93	10.0%	625	\$89.31	2.5	1,562	\$35.73	\$2,652	\$1,656,970	\$1,061	\$29.69
Northshore Animal League	\$9,025	14,977	1,077	7.19%	\$8.38	4.0%	43	\$209.49	2.7	116	\$77.59	\$2,230	\$96,068	\$826	\$10.64
ATIA Past Inquirers-D 10/11	\$18,144	35,100	4,051	11.54%	\$4.48	21.0%	851	\$21.33	2.4	2,042	\$8.89	\$3,617	\$3,077,018	\$1,507	\$169.59
TN PI FY 10 2 nd Contact Test 2	\$21,663	180,000	10,639	5.91%	\$2.04	19.0%	2,021	\$10.72	3.7	7,479	\$2.90	\$4,395	\$8,884,097	\$1,188	\$410.10
eMiles/RV	\$6,467	0	1,214	0.00%	\$5.33	14.0%	170	\$38.05	3.6	612	\$10.57	\$3,361	\$571,236	\$934	\$88.33
RV Travel.com Sept-March 2011	\$3,911	0	1,184	0.00%	\$3.30	16.0%	189	\$20.65	2.3	436	\$8.98	\$4,076	\$772,157	\$1,772	\$197.43
GRAND TOTAL (WEIGHTED)	\$344,195	747,153	80,950	10.83%	\$4.25	17.8%	14,432	\$23.85	2.5	36,425	\$9.45	\$3,961	\$57,167,495	\$1,569	\$166.09

II. ALASKA VISITOR BEHAVIOR

II. VISITOR BEHAVIOR

Driving Vacations in Past Five Years

Travel guide recipients are asked how many driving vacations they have taken of 1,000 miles or more from home in the past five years.

- More than half (55 percent) of 2011 Alaska visitors who drove through Canada and into Alaska mentioned taking five or more driving vacations of 1,000 miles or more from home in the past five years, a 4 percent decrease from 57 percent in 2010.

Alaska Visitors who Drove through Canada and into Alaska

Number of driving vacations	2008	2009	2010	2011
Sample:	N=300	N=247	N=137	N=102
1	14%	7%	11%	8%
2	13	9	11	14
3	17	16	14	17
4	7	14	5	5
5 or more	44	52	57	55
Don't know	4	1	2	2

Influence of North to Alaska Travel Guide *

Visitors who recall receiving the North to Alaska travel guide were asked if the travel guide influenced any of their travel decisions.

- More than one in three (37 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their decision to drive to Canada and Alaska. Six in ten (60 percent) said it did not influence their decision to drive to Canada and Alaska.

Influence of North to Alaska Travel Guide to Drive to Canada and Alaska by Jurisdiction Visited

Decision to drive to Canada and Alaska	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=100	N=214	N=128	N=212	N=115	N=339
Yes	37%	30%	35%	33%	36%	33%
No	60	67	63	65	62	65
Don't know	3	3	2	2	3	2

- More than two in three (68 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of driving routes or travel itinerary. Less than one in three (29 percent) said it did not influence their selection of driving routes or travel itinerary.

*2011 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

Influence of North to Alaska Travel Guide to Select Driving Routes or Travel Itinerary

Selection of Driving Routes or Travel Itinerary	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=100	N=214	N=128	N=212	N=115	N=339
Yes	68%	50%	63%	52%	66%	48%
No	29	44	31	42	30	45
Don't know	3	6	5	6	3	7

Influence of North to Alaska Travel Guide*

Visitors who recall receiving the travel guide were asked if the North to Alaska travel guide influenced any of their travel decisions.

- More than two in three (68 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of communities to visit. Less than one in three (30 percent) said it did not influence their selection of communities to visit.

Influence of North to Alaska Travel Guide in Selection of the Communities to Visit

Selection of Communities to Visit	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=100	N=214	N=128	N=212	N=115	N=339
Yes	68%	54%	59%	53%	66%	50%
No	30	42	35	42	32	44
Don't know	2	5	5	5	2	6

- Almost half (48 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide increased the length of their trip in order to see and do everything. Another 50 percent said it did not increase the length of their trip.

Influence of North to Alaska Travel Guide to Increase Length of Trip to See/Do Everything

Increased the Length of Trip in Order to See/Do Everything	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=100	N=214	N=128	N=212	N=115	N=339
Yes	48%	40%	47%	38%	48%	38%
No	50	57	50	58	50	58
Don't know	2	4	3	4	3	4

*2011 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

Visitors Who Visited the North to Alaska Website *

North to Alaska travel guide recipients who drove through Canada and into Alaska were asked if they visited the North to Alaska website.

- In 2011, almost half (46 percent) of all Alaska visitors who drove through Canada and into Alaska visited the North to Alaska website. Among other jurisdictions, 47 percent of Yukon visitors (all modes), 43 percent of Alberta visitors (all modes) and 37 percent of B.C. visitors (all modes) visited the North to Alaska website.

Website Visitors by Jurisdiction

Website visitors	<u>Alaska</u> (drive only)		<u>Alberta</u> (all modes)		<u>B.C.</u> (all modes)		<u>Yukon</u> (all modes)	
	2010	2011	2010	2011	2010	2011	2010	2011
Sample:	N=137	N=100	N=186	N=128	N=307	N=212	N=164	N=115
Yes	49%	46%	50%	43%	43%	37%	51%	47%
No	38	50	39	55	49	56	38	47
Don't know	13	4	11	2	9	7	12	6

Influence of North to Alaska Website *

Visitors who visited the North to Alaska website were asked if the North to Alaska website influenced any of their travel decisions.

- One in three (33 percent) of those who drove through Canada and into Alaska and visited the North to Alaska Website said the website influenced their decision to drive to Canada and Alaska. Almost two in three (63 percent) visitors said the website did not influence their decision to drive to Canada and Alaska.

Influence of North to Alaska Website to Drive to Canada and Alaska by Jurisdiction Visited

Decision to drive to Canada and Alaska	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=46	N=93	N=55	N=78	N=54	N=128
Yes	33%	27%	31%	35%	30%	33%
No	63	67	64	60	65	60
Don't know	4	6	5	5	6	7

*2011 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

Influence of North to Alaska Website (continued)*

- More than two in three (67 percent) visitors who drove through Canada and to Alaska and visited the North to Alaska website said the website influenced their selection of driving routes or travel itinerary. One in three (33 percent) said the website did not influence their driving routes or travel itinerary.

Influence of North to Alaska Website in Selection of Driving Routes or Travel Itinerary

Selection of Driving Routes or Travel Itinerary	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=46	N=93	N=55	N=78	N=54	N=128
Yes	67%	58%	64%	62%	70%	56%
No	33	40	35	38	28	41
Don't know	0	2	2	0	2	2

- Almost two in three (63 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website influenced their selection of communities to visit. Less than one in three (30 percent) said the website did not influence their selection of communities to visit.

Influence of North to Alaska Website in Selection of the Communities to Visit

Selection of Communities to Visit	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=46	N=93	N=55	N=78	N=54	N=128
Yes	63%	59%	64%	58%	65%	56%
No	33	35	35	40	28	39
Don't know	4	5	2	3	7	5

- Almost half (48 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website increased the length of their trip in order to see and do everything. Another 50 percent said the website did not increase the length of their trip.

Influence of North to Alaska Website to Increase Length of Trip to See/Do Everything

Increased the Length of Trip in Order to See/Do Everything	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=46	N=93	N=55	N=78	N=54	N=128
Yes	35%	29%	35%	37%	39%	32%
No	65	67	64	62	57	63
Don't know	0	3	2	1	2	4

*2011 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

Visiting and Purchasing From Websites

Visitors of the North to Alaska website who visited Alaska or a Canadian province were asked if they also visited each of the jurisdictions websites as a result of visiting the North to Alaska website.*

- Of those who visited the North to Alaska website, almost six in ten (59 percent) also visited TravelAlaska.com, two in five (39 percent) visited TravelYukon.com, one in three (33 percent) visited TravelAlberta.com and one in four (26 percent) visited HelloBC.com.
- Of those who visited a jurisdictional website, two in five (41 percent) purchased a service from a company listed on TravelAlaska.com. One in three (33 percent) purchased a service from a company listed on TravelYukon.com, one in five (20 percent) purchased a service from a company listed on HelloBC.com and one in ten (11 percent) purchased a service from a company listed on TravelAlberta.com.
- Visitors to TravelAlaska.com purchased the most services with companies they contacted from the website with a mean average of \$2,604 per website visitor who purchased a service from the website. HelloBC.com visitors spent a mean average of \$1,600, TravelYukon.com \$1,150 and TravelAlberta.com \$100.

Base=Alaska/Alberta/B.C./Yukon visitors who visited North to Alaska Website

	TravelAlaska.com		TravelAlberta.com		HelloBC.com		TravelYukon.com	
	2010	2011	2010	2011	2010	2011	2010	2011
Percent also visiting jurisdiction website	70%	59%**	22%	33%	33%	26%	40%	39%
Percent purchasing services from companies found on website	47%	41%	25%	11%	29%	20%	18%	33%
Amount spent with companies contacted (mean)	\$2,043	\$2,604	\$730	\$100	\$712	\$1,600	\$675	\$1,150

* 2009 was the first year this question was asked.

** Reads: 59 percent of those who visited the North to Alaska website visited the Alaska website travelalaska.com. 41 percent of those who visited the Alaska site spent an average of \$2,604 with companies they found on the site.

II. VISITOR BEHAVIOR (Continued)

Destination of Alaskan/Canadian Trip

- Among all 2011 recipients of the North to Alaska travel guide, one in ten visited Alaska (10 percent) or British Columbia (10 percent), 6 percent visited Alberta and 5 percent visited the Yukon. More than four in five recipients (84 percent) did not visit any of these locations in 2011.

Destination of Alaska Visit	2005	2006	2007	2008	2009	2010	2011
Alaska	11%	10%	10%	15%	12%	11%	10%
British Columbia	9	11	11	13	13	11	10
Alberta	6	5	5	7	6	7	6
Yukon	5	4	5	6	8	6	5
None of the above	83	82	84	78	81	83	84

Prior visits to the Yukon

- Those who visited the Yukon in 2011 were asked how many times they had visited the Yukon prior to their most recent visit.
- Among 2011 Yukon visitors more than half (52 percent) have visited the Yukon before.
- Almost one in three (30 percent) of Yukon visitors in 2011 have been to the Yukon two or more times prior to their 2011 visit.

Number of visits	2010 Yukon Visitors	2011 Yukon Visitors
1	13%	22%
2	13	10
3	4	4
4	2	4
5	3	2
6 or more	4	10
Don't know	2	0
Mean	1.1	1.6

II. VISITOR BEHAVIOR (Continued)

Type of Vacation

- All inquirers indicating they visited Alaska or a Canadian province were asked which mode of travel they used. Three in four (74 percent) of those who drove through Canada into Alaska said they took a driving vacation from the lower 48 states through Canada and into Alaska. Another one in five (19 percent) said they took a driving vacation with portions on the Alaska Marine Highway.
- One-third (34 percent) of those who visited Alaska (all modes) or Alaska and/or Canada (all modes) did so by a driving vacation from the lower 48 state through Canada and into Alaska. Another one in four (25 percent) of those who visited Alaska (all modes) or Alaska and/or Canada (all modes) flew to Alaska and then drove once inside Alaska.
- Three in four (76 percent) of those who visited Alberta described their vacation as a driving vacation from the lower 48 states through Canada and into Alaska, another one in eight (13 percent) said they used portions of the Alaska Marine Highway.
- More than half (56 percent) of those who visited British Columbia described their trip as a driving vacation from the lower 48, another one in seven (15 percent) said it was a cruise-only or cruise-plus land tour.
- Two in three (68 percent) of those who visited the Yukon described their vacation as a driving vacation from the lower 48, another one in ten (10 percent) said it was a driving vacation with portions on the Alaska Marine Highway or a cruise-only or cruise-plus land tour.

Type of Vacation	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample:	N=102	N=220	N=75	N=123	N=106	N=220
Driving vacation from lower 48 through Canada and into Alaska	74%	34%	76%	56%	68%	34%
Cruise-only or cruise-plus land tour	0	17	0	15	10	17
Fly to Alaska then drive once inside Alaska	0	25	3	5	4	25
Driving vacation with portions on Alaska Marine Highway	19	9	13	10	10	9
Flew up and took a cruise	0	4	1	2	0	4
Driving vacation with portions on the BC Ferry	5	2	1	3	2	2
Fly to Alberta, Yukon or BC, then drive once inside Canada and Alaska	3	1	3	2	1	1
Took the train	0	0	0	0	1	0
Other	0	7	3	7	4	7

II. VISITOR BEHAVIOR (Continued)

Visiting Canada Once Inside Alaska *

Visitors who flew to Alaska then drove once inside Alaska were asked if they also visited Canada or the Yukon at any point after they were in Alaska.

- Among 2011 visitors who flew to Alaska then drove once in Alaska, one in six (16 percent) visited Canada or the Yukon at some point, up from 8 percent in 2010.

Flew to Alaska Then Drove

Visiting Canada Once Inside Alaska	2009	2010	2011
Sample:	N=105	N=64	N=55
Yes	13%	8%	16%
No	87	92	84

* 2009 was the first year this question was asked.

Mode of Transportation *

- The mode of transportation question was re-worded for the 2011 study; no previous data are available to show.
- Among visitors who drove through Canada and into Alaska, one in four either traveled using a motorhome (26 percent), a car, truck or van pulling a trailer with living space included (26 percent) or a car, truck or van with no living space included (25 percent).
- One in ten (11 percent) drove through Canada and into Alaska using a truck camper.

Type of Transportation	Alaska (drive only)	Albert (all modes)	B.C. (all modes)	Yukon (all modes)
Sample:	N=102	N=70	N=87	N=86
Motorhome	26%	30%	28%	29%
Car, truck or van pulling a trailer with living space included	26	24	30	30
Car, truck or van with no living space included	25	20	18	19
Truck camper	11	13	13	10
Motorcycle	5	6	6	6
Campervan	4	6	5	5
other	0	0	0	0

* 2011 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

- Visitors were asked if they own, rented or leased the transportation they used to drive through Canada and into Alaska.
- Almost all transportation used to drive through Canada and into Alaska was owned by the visitor (91 percent), one in 20 (5 percent) rented their transportation.

Ownership of Transportation	Alaska (drive only)	Albert (all modes)	B.C. (all modes)	Yukon (all modes)
Sample:	N=102	N=70	N=87	N=86
Own	91%	94%	97%	98%
Rent	5	4	2	1
Lease	1	0	0	0
Other	3	1	1	1

Accommodations Used *

- Seven in ten (69 percent) of those who drove through Canada and into Alaska stayed in a private campground during their trip.
- Another six in ten (60 percent) stayed in a provincial, state or federal campground. More than one in three (36 percent) stayed in a hotel/motel.
- One in four stayed with a friend or relative (24 percent) or in a Walmart or similar parking lot (24 percent).
- One in seven (15 percent) stayed in a wilderness lodge/resort cabin, and less than one in ten (9 percent) stayed at a bed and breakfast.

Drove through Canada and into Alaska

Type of Accommodations	Alaska (drive only)	Alberta (all modes)	B.C. (all modes)	Yukon (all modes)
Sample:	N=102	N=70	N=87	N=86
Stayed in a private campground	69%	71%	72%	74%
Stayed in a provincial, state or federal campground	60	64	66	65
Stayed in a hotel/motel	36	34	32	33
Stayed with a friend or relative	24	21	22	21
Stayed in a Walmart or similar parking lot	24	26	25	23
Stayed in a wilderness lodge/resort cabin	15	19	13	13
Stayed in a bed and breakfast	9	10	8	8
Other	3	3	2	2

* 2011 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

Nights Spent in Accommodations *

- Visitors who drove through Canada and into Alaska and stayed in private campgrounds stayed the longest with an average of 30.5 nights.
- Those who stayed in a hotel/motel stayed an average of 18.3 nights, followed by those who stayed in a provincial, state or federal campground (14.2 nights), with friends or relatives (11.0 nights), in a Walmart or similar parking lot (10.9 nights), and in a bed and breakfast (6.0 nights).
- Those who stayed in a wilderness lodge or resort cabin spent the least amount of nights (2.9 nights).

Drove through Canada and into Alaska

Type of Accommodations	Alaska (drive only)	Alberta (all modes)	B.C. (all modes)	Yukon (all modes)
Sample:	N=102	N=70	N=87	N=86
Stayed in a private campground	30.5%	35.6%	32.3%	32.9%
Stayed in a hotel/motel	18.3	20.7	19.3	20.1
Stayed in a provincial, state or federal campground	14.2	14.4	14.7	13.4
Stayed with a friend or relative	11.0	15.4	12.85	12.4
Stayed in a Walmart or similar parking lot	10.9	13.6	11.5	12.6
Stayed in a bed and breakfast	6.0	7.1	7.0	7.3
Stayed in a wilderness lodge/resort cabin	2.9	3.2	2.3	2.0
Other	13.0	16.0	16.0	16.0

* 2011 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

Mode of Transportation vs. Overnight Accommodations *

- Nearly all those traveling in a car or truck with no living space stayed in a hotel/motel (96 percent), where as nearly all those traveling in a motorhome, campervan, truck camper or car/truck with living space stayed in campgrounds.

Mode of Transportation for Driving Visitors							
sample	All Alaska (drive only) N=102	Car/Truck no living space N=25	Motorhome N=27	Campervan N=4	Truck Camper N=11	Car/Truck with living space N=27	Motorcycle N=5
<u>Overnight Accommodations</u>							
Stayed in private campground	69%	12%	96%	100%	91%	93%	20%
Stayed in provincial, state or Federal campground	60	16	81	100	82	78	0
Stayed in hotel/motel	36	96	0	50	18	11	100
Stayed with friend or relative	24	20	11	25	45	19	60
Stayed in Walmart or similar parking lot	24	4	41	50	45	15	0
Stayed in wilderness lodge/resort cabin	15	20	4	25	36	4	60
Stayed in bed & breakfast	9	28	0	0	0	4	20

Reads: Of all 2011 Alaska visitors who drove a car/truck with no living space, 12 percent stayed in a private campground.

Note: Percentages total to more than 100 percent due to multiple mentions.

* 2011 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

Overnight Accommodations vs. Mode of Transportation *

- Two of every three visitors that stayed at a private or state campground drove a motorhome or car/truck with living space. Two of every three visitors that stayed at a hotel/motel drove a car/truck with no living space. Nearly half of all those overnighing at a Walmart drove a motorhome. Visitors that stayed at a wilderness lodge were more likely to have driven a car/truck with no living space, a truck camper, or a motorcycle. Bed and breakfast visitors primarily drove a car/truck with no living space.

Overnight Accommodations for Driving Visitors
--

Sample	All Alaska (drive only) N=102	Stayed in private campground N=70	Stayed in provincial, state or Federal campground N=61	Stayed in hotel/motel N=37	Stayed with friend or relative N=24	Stayed in Walmart or similar parking lot N=24	Stayed in wilderness lodge/resort cabin N=15	Stayed in bed & breakfast N=9
<u>Mode of transportation</u>								
Car/Truck no living space	25%	4%	7%	65%	21%	4%	33%	78%
Motorhome	26	37	36	0	13	46	7	0
Campervan	4	6	7	5	4	8	7	0
Truck Camper	11	14	15	5	21	21	27	0
Car/Truck with living space	26	36	34	8	21	17	7	11
Motorcycle	5	1	0	14	13	0	20	11

Reads: Of all 2011 Alaska visitors who stayed in a private campground, 4 percent drove a car/truck with no living space.

Note: Percentages total to more than 100 percent due to multiple mentions.

* 2011 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

Reasons for taking a driving vacation

Visitors who drove through Canada and into Alaska were asked to state the main reason they decided on a driving vacation through Canada and into Alaska.

- Among 2011 visitors, almost half (45 percent) said they wanted ‘to see the country side/scenery’, which is up from 33 percent in 2010. Another one in five (18 percent) stated they ‘just wanted to go to Alaska’.
- One in ten said they either ‘like to drive/travel by car’ (9 percent), ‘own a camper/RV/Motor home (8 percent) or ‘haven’t been there before’ (7 percent). One in twenty either ‘enjoy camping/outdoors/nature’ (6 percent) or ‘visited family/friends’ (4 percent).

Drove through Canada and into Alaska

Reasons	2008	2009	2010	2011
Sample:	N=300	N=247	N=137	N=102
To see the country side/scenery	44%	57%	33%	45%
Just wanted to go to Alaska	20	21	10	18
Like to drive/travel by car	8	26	9	9
Own a camper/RV/Motor home	16	27	10	8
Hadn't been there before	8	16	4	7
Enjoy camping/outdoors/nature	10	30	10	6
Visit family/friends	3	2	4	4
Other	5	8	33	20
Don't know	1	1	1	0

Alaska Reservations

- Almost half (48 percent) of those who took a driving vacation to Alaska in 2011 did not make any type of reservations for their trip, compared to 63 percent in 2010, and 57 percent in 2010. Visitors were most likely to make reservations during the months of May (8 percent), July (6 percent), and June (6 percent). These numbers were very similar to those from 2010.

Drove through Canada and into Alaska

Month	2008	2009	2010	2011
Sample:	N=300	N=247	N=137	N=102
October 2010 or before	2%	3%	1%	3%
November thru December 2010	2	2	2	2
January thru February 2011	6	7	6	11
March thru April 2011	9	7	4	10
May (8%) thru June (6%) 2011	11	14	16	14
July (6%) thru August (2%) 2011	9	8	7	8
Didn't make any reservations	54	57	63	48
Don't know/refused	4	2	1	4

II. VISITOR BEHAVIOR (Continued)

Aspects of reservations *

- Of those who made reservations in 2011, six in ten (57 percent) made reservations for accommodations, up from 39 percent in 2010. Another one in five (22 percent) made a reservation for a tour, which is up significantly from 4 percent in 2010. One in twenty (6 percent) made a reservation for an airfare/flight or a car rental (4 percent).

Made Reservations to Drive through Canada and into Alaska

Aspect	2009	2010	2011
Sample:	N=96	N=49	N=49
Accommodations/hotel	58%	39%	57%
Airfare/flight	11	12	6
Tours	31	4	22
Car rental	11	2	4
RV rental	0	2	0
Don't know	5	10	2
Other	34	29	33

* 2009 was the first year this question was asked.

Month of Alaska Vacation

In 2011, vacations to Alaska through Canada were primarily during the months of July (66 percent), June (61 percent), and August (51 percent). The same is true for prior years.

Drove through Canada and into Alaska

Month	2009	2008	2010	2011
Sample:	N=247	N=300	N=137	N=102
March 2011	0%	0%	1%	0%
April 2011	1	3	4	2
May 2011	22	22	27	22
June 2011	61	51	61	61
July 2011	64	60	69	66
August 2011	44	40	56	51
September 2011	27	19	14	18
October 2011	4	3	1	2
Don't know	0	1	1	2

II. VISITOR BEHAVIOR (Continued)

Trip Purpose

- Overall, the vast majority (85 percent) of those who took a driving vacation to Alaska did so primarily for pleasure. One in eight (13 percent) primarily visited friends and relatives on their trip, and 2 percent went primarily for business, similar to 2009 and 2008.

Drove through Canada and into Alaska

Primary Trip Purpose	2008	2009	2010	2011
Sample:	N=247	N=300	N=137	N=102
Pleasure	92%	93%	91%	85%
VFR	5	5	9	13
Business	3	2	0	2

Pleasure and Business Visiting Friends and Relatives

Pleasure and business visitors were asked if they also visited friends and relatives while in Alaska.

- Among those who traveled primarily for business or pleasure, almost half (46 percent) visited friends or relatives while in Alaska, up from 35 percent in 2010.

Visiting friends and Relatives

Visiting Friends and relatives	2008	2009	2010	2011
Sample:	N=276	N=229	N=124	N=89
Yes	32%	34%	35%	46%
No	68	66	65	54

Friends or Relatives in the Military *

- Among those who visited friends or relatives while in Alaska, 26 percent visited friends or relatives in the military, up from 16 percent in 2010.

	2009	2010	2011
Sample:	N=56	N=56	N=54
Yes	27%	16%	26%
No	61	84	74

* 2009 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

Group/Party Size

Visitors to Alaska were asked how many people were in their group on their driving trip through Canada and into Alaska.

- Overall, the average group size of those driving through Canada and into Alaska was 3.7 people, up from 3.4 people in 2010. The average party size in 2011 was 2.1, down from 2.3 in 2010 and 2009 and 2.4 in 2008.

Drove through Canada and into Alaska		
Group Size *	2010	2011
Sample:	N=137	N=102
One	6%	4%
Two	64	65
Three	8	11
Four	14	10
Five or more	8	11
Mean (in people)	3.4	3.7

* 2010 was the first year this question was asked.

Party Size	2008	2009	2010	2011
Sample:	N=300	N=247	N=137	N=102
One	7%	7%	7%	6%
Two	74	76	75	79
Three	7	6	7	10
Four	9	6	8	3
Five or more	2	6	3	2
Mean (in people)	2.4	2.3	2.3	2.1

II. VISITOR BEHAVIOR (Continued)

Travel Expenditures in Individual Jurisdictions

Drivers who drove through Canada and into Alaska were asked how much they spent in each jurisdiction.

- Overall, the average amount spent per party during their stay just in Alaska was \$3,661, down from \$4,085 in 2010. The average amount spent while just visiting Alberta was \$1,031, down slightly from \$1,050 in 2010. The average amount spent while just visiting British Columbia was \$1,215, up from \$1,187 in 2010. The average amount spent while just visiting the Yukon was \$938, up from \$765 in 2010.

Drove through Canada and into Alaska

Expenditure in Jurisdiction *	Alaska		Alberta		B.C.		Yukon	
	2010	2011	2010	2011	2010	2011	2010	2011
Sample:	N=137	N=102	N=186	N=70	N=307	N=221	N=164	N=115
Up to \$200	3%	1%	8%	12%	18%	16%	12%	15%
\$201 to \$400	2	0	20	11	10	10	13	11
\$401 to \$800	2	4	17	21	16	15	24	26
\$801 to \$1,000	4	9	6	8	15	11	12	8
\$1,000 to \$2,000	17	13	11	6	10	10	9	6
\$2,001 or More	43	40	8	9	10	9	1	6
Don't know	24	30	30	31	21	28	29	27
Mean (in thousands)	\$4,085	\$3,661	\$1,050	\$1,031	\$1,187	\$1,215	\$765	\$938

* 2010 was the first year this question was asked.

- Overall, the average amount spent per party starting from when they crossed the Canadian border (including transportation costs) was \$7,207 in 2011, a 3 percent increase from \$6,988 in 2010 and a 35 percent increase from \$5,343 in 2009.

Expenditure Entire Trip	2008	2009	2010	2011
Sample:	N=300	N=247	N=137	N=102
Up to \$999	5%	5%	4%	3%
\$1,000 to \$2,999	14	19	6	13
\$3,000 to \$5,999	22	23	23	16
\$6,000 or More	33	33	41	43
Don't know	27	18	26	25
Mean (in thousands)	\$6,299	\$5,343	\$6,988	\$7,207

II. VISITOR BEHAVIOR (Continued)

Non-Internet Information Sources

- Visitors to Alaska were asked which non-Internet sources they referred to in planning or arranging their trip through Canada and into Alaska.
- Overall, two in five (40 percent) visitors used the Milepost (a decrease from 43 percent in 2010). Other top-mentioned sources included books/travel books (19 percent), maps (8 percent), AAA/travel agent (7 percent), friends or relatives (6 percent), and brochures from companies (6 percent). All other sources were mentioned by less than 5 percent of visitors.

Drove through Canada and into Alaska

Information Sources	2008	2009	2010	2011
Sample:	N=300	N=247	N=137	N=102
The Milepost	47%	55%	43%	40%
Books/travel books	12	27	5	19
Maps	12	34	10	8
AAA/Travel Agent	15	17	10	7
Friends or relatives	10	20	9	6
Brochures-from company	10	14	4	6
The Internet*	30	31	25	N/A

Note: Asked as a separate Internet question in 2011; percentages do not equal 100 percent due to multiple responses.

Internet Information Sources

Visitors to Alaska were asked which Internet sources they referred to in planning or arranging their trip through Canada and into Alaska.

- Overall, more than half (53 percent) indicated they did not use the Internet when planning or arranging their trip. Other top-mentioned sources include the Internet-general (5 percent), destination websites (4 percent), city search (3 percent), cruise line website (2 percent), and Trip Advisor (2 percent).

Drove through Canada and into Alaska

Information Sources	2011
Sample:	N=102
Internet-general	5%
Destination websites	4
City Search	3
Cruise Line website	2
Trip Advisor	2
Other	15
None	53
Don't know	20

Note: All other responses were 1 percent or less of total; percentages do not equal 100 percent due to multiple responses.

II. VISITOR BEHAVIOR (Continued)

Cities & Areas Visited

Alberta

- Among 2011 Alberta visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Calgary (40 percent up from 32 percent in 2010), Banff (36 percent up from 29 percent in 2010), and Jasper (28 percent down from 34 percent in 2010).

Visited Alberta (All Modes of Transportation)

Alberta Cities & Areas Visited	2010 (all modes)	2011 (all modes)
Sample:	N=186	N=131
Calgary/Calgary Stampede	32%	40%
Banff	29	36
Jasper	34	28
Edmonton	25	22
Lake Louise	17	21
Alaska Highway	12	16
Grand Prairie	5	10
Other	25	22
Don't know	21	16

Note: Percentages add to more than 100 percent due to multiple responses.

Note: 2010 is the first year this question was asked so no previous year data are available.

II. VISITOR BEHAVIOR (Continued)

Cities & Areas Visited (Continued)

British Columbia

- Among 2011 British Columbia visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Vancouver (32 percent up from 27 percent in 2010), Victoria (21 percent up from 14 percent in 2010), Prince George (13 percent up from 12 percent in 2010), Dawson Creek (12 percent up from 11 percent in 2010) and Alaska Highway (11 percent up from 10 percent in 2010).

Visited B.C. (All Modes of Transportation)

B.C. Cities & Areas Visited	2010 (all modes)	2011 (all modes)
Sample:	N=307	N=221
Vancouver	27%	32%
Victoria	14	21
Prince George	12	13
Dawson Creek	11	12
Alaska Highway	10	11
Stewart	7	7
Kamloops	6	6
Jasper	6	5
Prince Rupert	9	5
Banff	7	5
Dawson City	5	5
Lake Louise	3	4
Edmonton	2	3
Calgary/Calgary Stampede	3	2
Other	35	36
Don't know	21	16

Note: Percentages add to more than 100 percent due to multiple responses.

Note: 2010 is the first year this question was asked so no previous year data are available.

II. VISITOR BEHAVIOR (Continued)

Cities & Areas Visited (Continued)

Yukon

- Among 2011 Yukon visitors (all modes of transportation), the most frequently visited cities and specific destinations were Whitehorse/the Capitol (57 percent down from 67 in 2010), Dawson City (32 percent up from 28 percent in 2010) and Watson Lake (23 percent down from 24 percent in 2010).

Visited Yukon (All Modes of Transportation)
--

Yukon Cities & Areas Visited	2010 (all modes)	2011 (all modes)
Sample:	N=164	N=115
Whitehorse/The Capitol	67%	57%
Dawson city	28	32
Watson Lake	24	23
Other	27	28
Don't know	18	18

Note: Percentages add to more than 100 percent due to multiple responses.
 Note: 2010 is the first year this question was asked so no previous year data are available.

II. VISITOR BEHAVIOR (Continued)

Cities & Areas Visited (Continued)

Alaska

- Among Alaska visitors who drove through Canada and into Alaska, the most frequently visited cities and specific destinations were: Anchorage (73 percent), Fairbanks (61 percent), Homer (48 percent), Seward (40 percent), Tok (36 percent), Denali (35 percent), and Valdez (33 percent).
- Some destinations have decreased compared to 2010, a few examples included: North Pole (-8 percent), Wasilla (-8 percent), Hyder (-6 percent), and Tok (-5 percent).

Drove through Canada and into Alaska

Alaska Cities & Areas Visited	2008	2009	2010	2011
Sample:	N=300	N=247	N=137	N=102
Anchorage	71%	78%	68%	73%
Fairbanks	62	72	56	61
Homer	41	46	50	48
Seward	34	44	39	40
Tok	35	51	41	36
Denali	38	50	36	35
Valdez	29	37	31	33
Kenai	21	34	20	20
Chicken	NA	25	15	20
Soldotna	14	26	20	19
Wasilla	21	29	26	18
Skagway	24	34	18	17
Haines	18	34	19	17
Glennallen	11	22	15	16
Palmer	21	25	18	14
Whittier	11	14	12	12
Juneau	13	17	12	10
Delta Junction	13	27	14	10
Ketchikan	11	13	8	9
North Pole	11	21	15	7
Hyder	NA	13	13	7
Arctic Circle	9	0	6	6
White Horse	13	26	5	4
Inside Passage	4	0	4	4
Other	9	17	28	31
Don't know	3	2	1	3

Note: Percentages add to more than 100 percent due to multiple responses.

II. VISITOR BEHAVIOR (Continued)

Length of Trip

- The average length of the entire trip was 49.4 days in 2011, down from 56.5 days in 2010 but similar to 50.5 days in 2009 and 2008.

Drove through Canada and into Alaska

Length of Entire Trip	2008	2009	2010	2011
Sample:	N=300	N=247	N=137	N=102
Up to 2 weeks	8%	7%	7%	15%
More than 2 to 4 weeks	16	16	15	14
More than 4 to 6 weeks	27	23	20	22
More than 6 to 8 weeks	14	15	15	12
More than 8 weeks	34	38	42	35
Don't know	1	1	1	3
Mean (in days)	50.5	50.5	56.5	49.4

- The average length of stay in Alberta in 2011 was 6.3 days, up from 4.6 days in 2010 and 2009.

Drove through Canada and into Alaska

Length of Stay in Alberta	2008	2009	2010	2011
Sample:	N=170	N=185	N=186	N=131
1 day	14%	5%	10%	6%
2 days	10	17	12	13
3 days	15	21	25	21
4 days	11	13	15	14
5 days	10	11	11	8
6 days	3	6	3	5
7 days	6	4	8	8
8 or more days	14	11	11	23
Don't know	15	2	5	4
Mean (in days)	5.1	4.6	4.6	6.3

II. VISITOR BEHAVIOR (Continued)

Length of Trip (continued)

- The average length of stay in British Columbia in 2011 was 6.3 days, down from 7.6 days in 2010, 6.9 days in 2009, and 6.7 days in 2008.

Drove through Canada and into Alaska

Length of Stay in British Columbia	2008	2009	2010	2011
Sample:	N=151	N=189	N=307	N=221
1 day	7%	1%	5%	12%
2 days	10	12	15	14
3 days	13	14	11	9
4 days	14	11	17	12
5 days	8	12	7	11
6 days	6	5	7	8
7 days	9	7	9	8
8 or more days	21	27	24	26
Don't know	13	4	5	1
Mean (in days)	6.7	6.9	7.6	6.3

- The average length of stay in the Yukon in 2011 was 5.7 days, up from 5.0 days in 2010.

Drove through Canada and into Alaska

Length of Stay in Yukon	2008	2009	2010	2011
Sample:	N=227	N=213	N=164	N=115
1 day	12%	4%	9%	14%
2 days	18	10	17	11
3 days	11	17	13	17
4 days	15	18	16	14
5 days	11	8	14	11
6 days	4	6	3	4
7 days	7	8	7	7
8 or more days	15	19	15	20
Don't know	8	3	5	2
Mean (in days)	5.1	6.0	5.0	5.7

II. VISITOR BEHAVIOR (Continued)

Length of Trip (continued)

- The average length of stay in Alaska in 2011 was 29.8 days, up from 28.5 days in 2010, 24.7 days in 2009, and 27.3 days in 2008.

Drove through Canada and into Alaska

Length of Stay in Alaska	2008	2009	2010	2011
Sample:	N=300	N=247	N=137	N=102
1 day	0%	0%	1%	0%
2 days	0	0	1	0
3 days	1	1	1	1
4 days	1	2	1	2
5 days	3	2	3	1
6 days	2	2	4	4
7 days	4	5	4	6
8 or more days	83	83	82	82
Don't know	2	4	1	4
Mean (in days)	27.3	24.7	28.5	29.8

Length of Stay in Various Places

Those who took a driving vacation through Canada and into Alaska were asked where they spent their nights during their trip.

- The accommodation used most often was private campground with an average of 30.5 nights. Hotel/motel was used an average of 18.3 nights, and provincial/state/federal campground was used an average of 14.2 nights. Travelers stayed at wilderness lodge/resort cabins the least, with an average of 2.9 nights.

Length of Stay in Various Places	2011
Sample:	N=102
Private campground	30.5
Hotel/motel	18.3
Provincial State/Fed campground	14.2
With a friend or relative	11.0
Walmart or similar parking lot	10.9
Bed and Breakfast	6.0
Wilderness lodge/resort cabin	2.9
Other accommodation	13.0

II. VISITOR BEHAVIOR (Continued)

Activities Participated In

- Overall, the most frequently mentioned activities visitors participated in while in Alaska in 2011 include (mentioned by 70 percent or more): Wildlife viewing (89 percent), shopping (88 percent), glacier viewing (84 percent), historical/cultural attraction (76 percent), museums (76 percent), and Native cultural attraction (70 percent).

Drove through Canada and into Alaska

Activities	2008	2009	2010	2011
Sample:	N=300	N=247	N=137	N=102
Wildlife viewing (bears, whales, etc.)	NA	NA	NA	89%
Shopping	NA	NA	NA	88
Glacier viewing	NA	NA	NA	84
Historical/culture attractions	NA	NA	NA	76
Museums	NA	NA	NA	76
Native cultural attraction	59	66	64	70
Arts/culture/history	NA	NA	NA	68
Hiking/nature walk	NA	NA	NA	66
Day cruises	48	53	47	60
Fishing	43	43	47	60
Sightseeing/city tour	NA	54	58	59
Festivals and events	NA	NA	NA	54
Shows/Alaska entertainment	NA	NA	NA	51
Birdwatching	50	50	47	48
Hot springs	NA	NA	NA	46
Backpacking/hiking	43	45	41	43
Gold panning/mine tour	NA	NA	24	41
Flightseeing	24	28	23	41
Salmon bake	NA	NA	NA	32
Soft adventure tour	32	38	31	30
Motorcoach tour	36	31	31	23
Train-Alaska Railroad	NA	NA	NA	22
Tramway/gondola	NA	NA	NA	18
Train-White Pass/Yukon	NA	NA	NA	16
Camped in tent	14	17	7	16
River rafting float trip	12	14	8	15
Overnight cruise	7	8	7	14
Northern lights	6	10	12	12
Bicycling	9	9	7	11
Car rental	7	7	6	10
Wilderness trip/expedition	12	11	11	10
Kayaking/ canoeing	11	7	5	9

Note: New activities are added to the list each year resulting in a large amount of NA from previous years.

II. VISITOR BEHAVIOR (Continued)

Activities Participated In (continued)

Drove through Canada and into Alaska

Activities (continued)	2008	2009	2010	2011
Sample:	N=300	N=247	N=137	N=102
Dog mushing	13%	19%	15%	8%
Iditarod	NA	NA	NA	6
Business	NA	NA	NA	5
Rafting	NA	NA	NA	5
Hunting	4	1	1	3
Winter activities	1	1	1	3
RV rental	7	1	2	1
Cross country (Nordic) skiing	1	1	1	1
RV rental	NA	NA	NA	1
Snow skiing/snowboarding	NA	NA	NA	1
Snowmobiling	NA	NA	NA	0
Other	1	3	1	1
None of the above	--	3	2	0

Note: percentages do not equal 100% due to multiple responses.

Prior Trips to Alaska

- Almost two in five (38 percent) current visitors to Alaska have visited before, an increase from 2010 (31 percent). Of those, 27 percent have been to Alaska a total of two times, and another 16 percent have visited Alaska three times. One in four (24 percent) have visited the state six or more times for vacation purposes.
- Among 2011 repeat visitors to Alaska, travelers have been to Alaska an average of 4.2 times, down from 4.6 times in 2010.

Drove through Canada and into Alaska

Times Visited Alaska Prior to 2010 (including current visit)	2008	2009	2010	2011
Sample:	N=109	N=66	N=42	N=38
2 times	41%	41%	36%	27%
3 times	22	26	24	16
4 times	5	15	7	11
5 times	6	3	7	7
6 or more times	22	15	24	24
Don't know	3	2	2	0
Mean	4.4	3.9	4.6	4.2

II. VISITOR BEHAVIOR (Continued)

- Two in five (39 percent) visitors who visited Alaska prior to 2011 stated their first trip to Alaska was best described as a “driving vacation from the lower 48 states through Canada and into Alaska.” This was down from 46 percent in 2010. Another 24 percent took a cruise/cruise tour, 16 percent took a driving vacation with portions of the trip on the Alaska Marine Highway, and 13 percent flew to Alaska then drove once inside Alaska.

Drove through Canada and into Alaska

Type of first trip to Alaska	2008	2009	2010	2011
Sample:	N=109	N=66	N=42	N=38
Driving vacation from lower 48 states through Canada and into Alaska	47%	35%	46%	39%
Cruise-only or cruise-plus land tour	16	23	5	24
Driving vacation with portions of the trip on the Alaska Marine Highway	6	3	12	16
Fly to Alaska then drive once inside Alaska	22	17	24	13
Flew up and took cruise	7	8	5	8
Driving vacation with portions of the trip on the B.C. Ferry	NA	3	0	0
Took the train	0	2	0	0
Other	2	5	7	0

II. VISITOR BEHAVIOR (Continued)

Internet Usage *

Visitors who took a driving Vacation through Canada and into Alaska were asked which, if any, online communities and social networks they visit three or more times a week.

- Almost one in three (30 percent) visitors who drove through Canada and into Alaska visited Facebook three or more times per week. Another one in seven (14 percent) visited YouTube three or more times a week. Less than one in ten (8 percent) visited Travel Blogs. More than six in ten (61 percent) of Alaska drivers who drove through Canada and into Alaska did not visit any online community or social network three or more times a week.

Online Communities & Social Networks	Alaska (all modes)	Alberta (all modes)	B.C. (all modes)	Yukon (all modes)
Sample:	N=102	N=70	N=87	N=86
Facebook	30%	34%	31%	31%
YouTube	14	16	15	15
Travel Blogs	8	7	8	7
Trip Advisor	5	3	5	3
LinkedIn	2	1	2	1
Cruise Critic	2	0	0	2
Twitter	1	1	1	1
Online travel forums	1	1	1	1
Flickr	1	0	1	0
Other	1	1	1	1
None	61	56	60	59

*2011 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

Internet Usage (continued) *

Influence of Online Communities/Social Networks/Websites *

Visitors who frequent online communities and social networks were asked if the communities/networks/websites influenced any of their travel decisions.

- One in seven (15 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their decision to drive to Canada and Alaska. More than eight in ten (83 percent) said the communities/networks did not influence their decision to drive to Canada and Alaska.

Influence of Online Communities/Social Networks to Drive to Canada and Alaska by Jurisdiction Visited
--

Decision to drive to Canada and Alaska	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=40	N=40	N=31	N=35	N=35	N=40
Yes	15%	15%	19%	17%	17%	15%
No	85	85	81	83	83	85
Don't know	0	0	0	0	0	0

- One in four (25 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their selection of driving routes or travel itinerary. Three in four (75 percent) said the websites did not influence their selection of driving routes or travel itinerary.

Influence of Online Communities/Social Networks in Selection of Driving Routes or Travel Itinerary

Selection of Driving Routes or Travel Itinerary	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=40	N=40	N=31	N=35	N=35	N=40
Yes	25%	25%	32%	29%	29%	25%
No	75	75	68	71	71	75
Don't know	0	0	0	0	0	0

*2011 was the first year this question was asked.

II. VISITOR BEHAVIOR (Continued)

Internet Usage (continued) *

Influence of Online Communities/Social Networks/Websites *

- One in five (20 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their selection of communities to visit. Eight in ten (80 percent) said the websites did not influence their selection of communities to visit.

Influence of Online Communities/Social Networks in Selection of the Communities to Visit

Selection of Communities to Visit	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=40	N=40	N=31	N=35	N=35	N=40
Yes	20%	20%	19%	20%	20%	20%
No	80	80	81	80	80	80
Don't know	0	0	0	0	0	0

- One in eight (13 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the website increased the length of their trip in order to see and do everything. Almost nine in ten (88 percent) said the websites did not increase the length of their trip.

Influence of Online Communities/Social Networks to Increase Length of Trip to See/Do Everything
--

Increased the Length of Trip in Order to See/Do Everything	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
Sample:	N=40	N=40	N=31	N=35	N=35	N=40
Yes	13%	13%	10%	11%	11%	13%
No	88	88	90	89	89	88
Don't know	0	0	0	0	0	0

*2011 was the first year this question was asked.

II. NON-CONVERTERS INTEREST IN VISITING
ALASKA IN THE FUTURE

III. INTEREST IN VISITING ALASKA

Reasons for Not Taking a Driving Vacation in 2011

Respondents who visited Alaska but did not drive through Canada and into Alaska were asked why they did not take a driving vacation to Alaska.

- The most frequently mentioned reason was “time/no time” (46 percent), followed by “took a cruise instead” (11 percent), “too far to drive” (10 percent), “car/vehicle issues” (5 percent), “planning to go later” (3 percent), “gas/fuel prices” (3 percent), “have already done that” (3 percent), and “wasn’t our destination” (2 percent). All other responses were 1 percent or less.

Respondents Who Visited Alaska but Did Not Drive Through Canada and into Alaska
--

Reasons for not taking a driving vacation	2010	2011
Sample:	N=155	N=101
Time/no time	37%	46%
Took a cruise instead	20	11
Too far to drive	9	10
Car/vehicle issues	NA	5
Planning to go later	4	3
Gas/fuel prices	3	3
Have already done that	3	3
Wasn’t our destination	4	2
Other	14	12

Note: Other responses with 1 percent or less are not listed.

Reasons for Not Visiting Alaska

Alberta Visitors but not Alaska

- One in three (34 percent) of those who stopped in Alberta and did not go all the way to Alaska did so because of “time/no time”. Another third (29 percent) said “a different route/visited other places”, and one in ten (11 percent) “lived in/have friends in Alberta”.

Those Who Drove to Alberta but Did Not Continue to Alaska
--

Reasons for stopping in Alberta and not going all the way to Alaska	2010	2011
Sample:	N=70	N=56
Time/no time	46%	34%
Different route/visited other places	40	29
Lived in/have friends in Alberta/Canada	7	11

III. INTEREST IN VISITING ALASKA (continued)

Reasons for Not Visiting Alaska (continued)

British Columbia Visitors but not Alaska

- Two in five (44 percent) of those who stopped in British Columbia and did not continue to Alaska did so due to “time/no time”. One in three (32 percent) mentioned “different route/visited other places”. One in ten (9 percent) cited “money/no money”, one in 20 (5 percent) “live in/have friends in area/Canada”, and less than one in 20 (3 percent) said it was due to “gas/fuel”.

Those Who Drove to B.C. but Did Not Continue to Alaska

Reasons for stopping in Alberta and not going all the way to Alaska	2010	2011
Sample:	N=118	N=98
Time/no time	42%	44%
Different route/visited other places	36	32
Lived in/have friends in Alberta/Canada	2	5
Gas/fuel prices	2	3
Money/no money	4	9
Other	14	12
Don't know	3	3

Yukon Visitors but not Alaska

- Almost half (44 percent) of those who stopped in the Yukon and did not continue to Alaska did so because they said they took a “different rout/visited other place”. One in three (33 percent) said “time/no time” was the main reason they stopped in the Yukon.

Those Who Drove to Yukon but Did Not Continue to Alaska
--

Reasons for stopping in Alberta and not going all the way to Alaska	2010	2011
Sample:	N=9	N=9
Different route/visited other places	0%	44%
Time/no time	44	33
Other	44	0
Don't know	11	22

IV. DEMOGRAPHIC PROFILES

IV. DEMOGRAPHIC PROFILES

All Visitors (All Modes) by Source

Demographics	Sources									
	Total	All Other Direct Responses	All Other Sources	RV Book & Directory	Highways/ Good Sam Club	Northshore Animal League	ATIA Past Inquirers D10/11	TN PI FY' 10 2 nd contact test 2	eMiles/RV	RV Travel.com Sept-March2011
Sample N=	220	35	55	16	14	4	42	32	7	15
GENDER										
Male	69%	77%	55%	75%	79%	75%	76%	63%	71%	73%
Female	31	23	45	25	21	25	24	38	29	27
MARITAL STATUS										
Married	81	71	91	88	86	75	81	75	57	87
Widowed	5	9	5	6	0	25	5	6	0	0
Single	5	3	4	6	0	0	5	6	29	13
Divorced or separated	3	3	0	0	0	0	2	13	0	0
Live together/ not married	3	9	0	0	7	0	5	0	14	0
Refused	2	6	0	0	7	0	2	0	0	0
CHILDREN UNDER 18 IN HOUSEHOLD										
No	90	89	95	100	93	100	86	81	86	100
Yes	8	6	5	0	7	0	12	19	14	0
Refused	1	6	0	0	0	0	2	0	0	0
EMPLOYMENT STATUS										
Retired	73	74	73	94	93	100	76	47	29	93
Employed full-time	16	9	16	0	7	0	14	38	57	7
Self-employed	0	0	0	0	0	0	0	0	0	0
Employed part-time	6	9	7	6	0	0	7	6	0	0
Homemaker	1	3	0	0	0	0	0	3	0	0
Disabled	0	0	0	0	0	0	0	0	0	0
Unemployed	1	0	0	0	0	0	0	3	14	0
Other/Refused	2	6	4	0	0	0	2	3	0	0
AGE										
Under 25	0	0	0	0	0	0	0	0	0	0
25-34	1	0	4	0	0	0	0	0	0	0
35-44	2	0	0	0	0	0	2	6	14	0
45-54	8	9	11	0	0	0	10	6	43	0
55-64	29	17	36	31	21	0	24	41	29	33
65 or older	57	63	49	63	79	100	60	47	14	67
Refused	3	11	0	6	0	0	5	0	0	0
<i>Mean (Years)</i>	<i>67.3</i>	<i>69.7</i>	<i>65.2</i>	<i>70.0</i>	<i>71.8</i>	<i>75.0</i>	<i>67.9</i>	<i>65.2</i>	<i>55.0</i>	<i>70.0</i>

IV. DEMOGRAPHIC PROFILES (Continued)

All Visitors (All Modes) by Source

	Total	All Other Direct Responses	All Other Sources	RV Book & Directory	Highways/ Good Sam Club	Northshore Animal League	ATIA Past Inquirers D10/11	TN PI FY'10 2 nd contact test 2	eMiles/RV	RV Travel.com Sept-March2011
Sample N=	220	35	55	16	14	4	42	32	7	15
SIZE OF HOUSEHOLD										
One	9%	11%	4%	6%	0%	25%	5%	22%	29%	7%
Two	75	69	78	88	93	75	79	50	57	93
Three	10	6	15	6	7	0	7	22	0	0
Four	2	6	2	0	0	0	5	0	0	0
Five or more	2	0	2	0	0	0	0	3	14	0
Refused	2	9	0	0	0	0	5	0	0	0
<i>Mean (# People)</i>	<i>2.1</i>	<i>2.1</i>	<i>2.2</i>	<i>2.0</i>	<i>2.1</i>	<i>1.8</i>	<i>2.1</i>	<i>2.2</i>	<i>2.3</i>	<i>1.9</i>
EDUCATION										
High school graduate or less	17	14	27	6	29	0	12	16	0	13
Some college/ business/technical school	19	23	22	19	29	25	21	9	14	7
College degree	34	26	27	31	43	25	26	53	43	53
Advanced degree	26	29	24	31	0	50	36	19	43	27
Refused	4	9	0	13	0	0	5	3	0	0
OWN RV										
Yes	53	46	59	100	79	0	52	38	14	80
No	45	46	51	0	21	100	45	63	86	20
Don't know/ Refused	2	9	0	0	0	0	2	0	0	0
ETHNICITY										
Caucasian	91	83	95	94	93	100	90	91	86	100
Native American Indian	2	3	0	0	0	0	5	3	0	0
Hispanic	0	0	0	0	0	0	2	0	0	0
African American	0	0	0	0	0	0	0	0	0	0
Asian	2	0	5	0	0	0	2	0	0	0
Other	1	0	2	0	7	0	0	3	0	0
Refused	5	14	0	6	0	0	5	3	14	0
HOUSEHOLD INCOME										
Under \$20,000	0	0	0	0	0	0	0	0	0	0
\$20,000-\$34,999	5	3	4	0	14	25	5	3	14	0
\$35,000-\$49,999	10	11	5	13	7	0	12	9	0	20
\$50,000-\$74,999	24	17	40	13	36	25	51	19	14	7
\$75,000-\$99,999	15	11	18	13	7	0	10	25	14	27
\$100,000 or more	18	14	11	13	21	0	24	22	57	13
Don't know	0	0	0	0	0	0	0	0	0	0
Refused	29	43	22	50	14	50	29	22	0	33
<i>Mean (thousands)</i>	<i>78.4</i>	<i>77.3</i>	<i>73.9</i>	<i>79.3</i>	<i>72.7</i>	<i>45.0</i>	<i>80.9</i>	<i>84.0</i>	<i>96.7</i>	<i>78.8</i>

IV. DEMOGRAPHIC PROFILES (Continued)

Alaska Visitors Who Drove through Canada and into Alaska by Source

	Total	All Other Direct Responses	All Other Sources	RV Book & Directory	Highways/ Good Sam Club	Northshore Animal League	ATIA Past Inquirer D10/11	TN PI FY' 10 2 nd contact test 2	eMiles/RV	RV Travel.com Sept-March2011
Sample N=	102	13	34	7	7	0	17	13	1	10
GENDER										
Male	69%	92%	50%	57%	71%	0%	71%	77%	100%	90%
Female	31	8	50	43	29	0	29	23	0	10
MARITAL STATUS										
Married	82	62	91	86	86	0	82	69	0	100
Widowed	6	8	6	14	0	0	0	15	0	0
Single	7	8	3	0	0	0	12	15	100	0
Divorced or separated	1	8	0	0	0	0	0	0	0	0
Live together/ not married	3	8	0	0	14	0	6	0	0	0
Refused	1	8	0	0	0	0	0	0	0	0
CHILDREN UNDER 18 In HOUSEHOLD										
No	94	92	94	100	86	0	94	92	100	100
Yes	5	0	6	0	14	0	6	8	0	0
Refused	1	8	0	0	0	0	0	0	0	0
EMPLOYMENT STATUS										
Retired	82	92	76	100	86	0	88	62	0	100
Employed full-time	8	0	9	0	14	0	6	23	0	0
Self-employed	0	0	0	0	0	0	0	0	0	0
Employed part-time	6	0	12	0	0	0	6	8	0	0
Homemaker	0	0	0	0	0	0	0	0	0	0
Disabled	0	0	0	0	0	0	0	0	0	0
Unemployed	2	0	0	0	0	0	0	8	100	0
Other/Refused	1	8	0	0	0	0	0	0	0	0
AGE										
Under 25	0	0	0	0	0	0	0	0	0	0
25-34	1	0	3	0	0	0	0	0	0	0
35-44	0	0	0	0	0	0	0	0	0	0
45-54	6	0	15	0	0	0	0	0	100	0
55-64	29	31	38	29	14	0	24	31	0	20
65 or older	62	54	44	71	86	0	76	69	0	80
Refused	2	15	0	0	0	0	0	0	0	0
<i>Mean (Years)</i>	<i>68.6</i>	<i>69.5</i>	<i>64.3</i>	<i>70.7</i>	<i>72.9</i>	<i>**</i>	<i>71.5</i>	<i>70.4</i>	<i>50.0</i>	<i>72.0</i>

IV. DEMOGRAPHIC PROFILES (Continued)

Alaska Visitors Who Drove through Canada and into Alaska by Source

	Total	All Other Direct Responses	All Other Sources	RV Book & Directory	Highways/ Good Same Club	Northshore Animal League	ATIA Past Inquirer D10/11	TN PI FY' 10 2 nd contact test 2	eMiles/RV	RV Travel.com Sept-March2011
Sample N=	102	13	34	7	7	0	17	13	1	10
SIZE OF HOUSEHOLD										
One	8%	23%	0%	0%	0%	0%	0%	31%	100%	0%
Two	81	69	76	100	86	0	100	62	0	100
Three	9	0	21	0	14	0	0	8	0	0
Four	1	0	3	0	0	0	0	0	0	0
Five or more	0	0	0	0	0	0	0	0	0	0
Refused	1	8	0	0	0	0	0	0	0	0
<i>Mean (# People)</i>	<i>2.0</i>	<i>1.8</i>	<i>2.3</i>	<i>2.0</i>	<i>2.1</i>	<i>**</i>	<i>2.0</i>	<i>1.8</i>	<i>1.0</i>	<i>2.0</i>
EDUCATION										
High school graduate or less	23	23	29	14	29	0	12	23	0	20
Some college/ business/technical school	22	31	26	0	43	0	18	8	100	10
College degree	33	15	32	29	29	0	29	54	0	50
Advanced degree	22	23	12	57	0	0	41	15	0	20
Refused	1	8	0	0	0	0	0	0	0	0
OWN RV										
Yes	64	69	56	100	71	0	59	46	0	90
No	36	31	44	0	29	0	41	54	100	10
Don't know/ Refused	0	0	0	0	0	0	0	0	0	0
ETHNICITY										
Caucasian	92	92	94	86	86	0	94	85	100	100
Native American Indian	2	0	0	0	0	0	6	8	0	0
Hispanic	0	0	0	0	0	0	0	0	0	0
African American	0	0	0	0	0	0	0	0	0	0
Asian	2	0	6	0	0	0	0	0	0	0
Other	2	0	0	0	14			8	0	0
Refused	3	8	0	14	0	0	6	0	0	0
HOUSEHOLD INCOME										
Under \$20,000	0	0	0	0	0	0	0	0	0	0
\$20,000-\$34,999	5	0	3	0	14	0	6	8	100	0
\$35,000-\$49,999	10	23	3	14	14	0	6	8	0	20
\$50,000-\$74,999	24	8	35	14	14	0	35	23	0	0
\$75,000-\$99,999	17	8	18	14	14	0	6	23	0	40
\$100,000 or more	15	8	15	14	29	0	24	15	0	0
Don't know	0	0	0	0	0	0	0	0	0	0
Refused	30	54	26	43	14	0	24	23	0	40
<i>Mean (thousands)</i>	<i>76.3</i>	<i>67.0</i>	<i>78.7</i>	<i>79.3</i>	<i>78.3</i>	<i>**</i>	<i>79.4</i>	<i>76.9</i>	<i>27.5</i>	<i>72.2</i>

IV. DEMOGRAPHIC PROFILES (Continued)

Alaska Visitors Who Drove through Canada and into Alaska Past 5 Years
--

	2007	2008	2009	2010	2011
Sample N=	171	300	247	137	102
GENDER					
Male	65%	62%	72%	66%	69%
Female	35	38	28	34	31
MARITAL STATUS					
Married	81	81	84	83	82
Widowed	7	6	4	6	6
Single	6	6	4	6	7
Divorced or separated	4	4	5	2	1
Live together/ not married	1	1	2	2	3
Refused	1	2	0	1	1
CHILDREN UNDER 18 LIVING IN HOUSEHOLD					
No	92	91	96	94	94
Yes	7	8	3	5	5
Refused	1	1	0	1	1
EMPLOYMENT STATUS					
Retired	63	61	76	87	82
Employed full-time	19	20	8	4	8
Self-employed	7	6	7	5	0
Employed part-time	5	6	6	1	6
Homemaker	2	2	2	0	0
Disabled	2	1	0	0	0
Unemployed	0	1	0	2	2
Other/Refused	2	2	0	1	2
AGE					
Under 25	0	0	0	0	0
25-34	1	1	1	0	1
35-44	3	2	2	2	0
45-54	11	11	4	4	6
55-64	31	33	30	31	29
65 or older	53	50	61	61	62
Refused	2	3	2	1	2
<i>Mean (Years)</i>	<i>66.2</i>	<i>65.7</i>	<i>68.3</i>	<i>68.4</i>	<i>68.6</i>

IV. DEMOGRAPHIC PROFILES (Continued)

Alaska Visitors Who Drove through Canada and into Alaska Past 5 Years

	2007	2008	2009	2010	2011
Sample N=	171	300	247	137	102
SIZE OF HOUSEHOLD					
One	14%	12%	12%	10%	8%
Two	69	70	78	74	81
Three	8	9	8	9	9
Four	4	4	2	1	1
Five or more	2	3	0	3	0
Refused	2	2	0	2	1
<i>Mean (# People)</i>	<i>2.1</i>	<i>2.2</i>	<i>2.0</i>	<i>2.1</i>	<i>2.0</i>
EDUCATION					
High school graduate or less	27	25	19	26	23
Some college/ business/technical school	27	26	29	28	22
College degree	27	26	29	28	33
Advanced degree	17	18	21	18	22
Refused	3	4	2	4	1
OWN RV					
Yes	47	49	68	64	64
No	51	49	31	35	36
Don't know/ Refused	3	0	0	1	0
ETHNICITY					
Caucasian	92	91	93	96	92
Native American Indian	1	1	0	4	2
Hispanic	1	1	1	0	0
African American	1	1	1	0	0
Asian	1	0	1	0	2
Other	3	1	2	0	2
Refused	3	4	2	2	3
HOUSEHOLD INCOME					
Under \$20,000	3	2	3	2	0
\$20,000-\$34,999	9	7	9	4	5
\$35,000-\$49,999	16	13	16	16	10
\$50,000-\$74,999	21	19	22	19	24
\$75,000-\$99,999	12	12	18	14	17
\$100,000 or more	14	13	16	16	15
Don't know	2	5	2	5	0
Refused	23	30	15	24	30
<i>Mean (thousands)</i>	<i>67,300</i>	<i>70,200</i>	<i>70,400</i>	<i>72,000</i>	<i>76,300</i>

IV. DEMOGRAPHIC PROFILES (Continued)

State/Region of Residence of Those Who Drove Through Canada and Into Alaska

Among the visitors who took a driving vacation to Alaska in 2011 two in five (41 percent) resided in the West, followed by the South (27 percent), the Midwest (22 percent) and the East (10 percent). States with the highest proportions of visitors included:

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
California	12%	13%	9%	13%
Washington	7%	5%	5%	8%
Texas	8%	7%	9%	5%
Minnesota	5%	4%	5%	5%
Florida	5%	8%	7%	4%
Michigan	4%	5%	4%	4%
Tennessee	2%	2%	4%	2%
Oregon	4%	3%	3%	4%
Colorado	3%	2%	3%	4%
Pennsylvania	3%	2%	3%	4%
Wisconsin	3%	4%	2%	4%
Georgia	2%	2%	2%	4%
Missouri	2%	3%	2%	2%
Idaho	2%	2%	2%	2%
Alabama	1%	2%	1%	2%
New Mexico	0%	4%	0%	2%
Virginia	2%	2%	2%	2%
New York	2%	4%	2%	1%
North Carolina	2%	4%	2%	1%
Indiana	2%	2%	2%	1%
Arizona	3%	3%	3%	1%
Utah	2%	2%	1%	1%
Louisiana	2%	2%	1%	1%
 All other states 1% or less				

V. DELAYED EFFECTIVENESS

V. DELAYED EFFECTIVENESS

-SECOND YEAR CONVERTERS-

To provide an indication of the delayed effectiveness of the 2010 North to Alaska travel guide, requestors who did not visit in 2010 were interviewed again in 2011.

Conversion Rate

- Non-visitors from 2010 converted to visitors in 2011 at a rate of 4.3 percent, generating 3,994 visitor parties. This brings the total number of visitor parties generated by all 2010 sources to 10,664 with a two-year conversion rate of 10.7 percent.

CONVERSION RATE OF 2010 PROGRAM

2010 Inquiries	99,550	2010 Non-Visitors	92,880
Conversion rate	<u>x 6.7%</u>	Second year rate	<u>x 4.3%</u>
Total visitor parties	6,670	2010 visitor parties	3,994

Total visitor parties generated by 2010 inquiries: 10,664

Total visitors generated by 2010 inquiries (2.3 avg. party size): 24,527

Two-year conversion rate (10,664/99,550): 10.7 percent

Cost Efficiency & Return on Investment

- The cost per inquiry for 2010 remained the same as noted in the 2010 Study (\$3.85).
- The cost per conversion per person became \$14.36 for each converter generated by the 2010 program, down from the \$24.58 when only first-year conversions were considered.
- The return on investment of each converter generated in 2010 became \$207.80, up from \$121.45 when only first-year conversions were considered.

APPENDIX

QUESTIONNAIRE

2011 NORTH TO ALASKA CONVERSION STUDY

FINAL QUESTIONNAIRE

(12/8/11)

INTRODUCTION: Hello, this is Mr./Ms. _____ with GMA Research Corporation, a marketing and opinion research company. We are conducting a follow-up study on people who requested information on driving through Canada to Alaska and would like to include your opinions. May I speak with **(name from phone file)**?

(IF NOT AVAILABLE, ARRANGE TIME TO CALLBACK. MUST SPEAK WITH PERSON LISTED. WHEN CORRECT PERSON IS ON THE LINE, REINTRODUCE YOURSELF, IF NECESSARY, AND CONTINUE...)

Q1 How many driving vacations have you taken 1000 miles or more from home in the past 5 years?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5 or more
- 6 None
- 7 Don't know/refused

Q2 In late 2010 or early 2011, you received a travel guide **called** North to Alaska. The travel guide contained four driving routes through Canada and into Alaska. At the time you received this vacation literature had you...

(READ LIST -- RECORD ONE MENTION ONLY)

- 1 Already been to Alaska and were planning to go again
- 2 Already been to Canada and were planning to go again
- 3 Already been to Alaska and/or Canada and just wanted to see the literature
- 4 Already decided to go to Alaska but not Canada
- 5 Already decided to go to Canada but not Alaska
- 6 Already decided to go to Alaska and Canada
- 7 Trying to decide where to go on vacation
- 8 Just wanted to see the literature and had no travel plans
- 9 **(DON'T READ)** Don't recall receiving the vacation literature
- 0 **(DON'T READ)** Don't know **(PROBE WITH: "Which one best describes?")**

Q3 Which, if any, of the following did you visit in 2011?

(READ LIST -- RECORD MULTIPLE MENTIONS)

- 1 Alaska
- 2 Alberta
- 3 British Columbia
- 4 Yukon
- 5 **(Don't Read)** None
- 6 **(Don't Read)** Don't know
- 7 **(Don't Read)** Refused

**(IF RESPONDENT MENTIONS ALASKA, ALBERTA, BRITISH COLUMBIA OR YUKON
IN Q3, SKIP TO Q7)**

(IF RESPONDENT SAYS "NONE" IN Q3, CONTINUE HERE.)

Q4 When are you likely to take a driving vacation to Alaska?

(READ LIST)

- 1 2012
- 2 2013
- 3 Likely, but don't know when
- 4 Not likely
- 5 **(DON'T READ)** Other (**SPECIFY**)
- 6 **(DON'T READ)** Refused

Q5 What would you consider your primary reason for not taking a driving vacation through Canada and into Alaska in 2011?

(DON'T READ LIST-DON'T PROBE, MULTIPLE RESPONSES OK)

- 1 Gas/Fuel prices
- 2 Have already done that
- 3 Health problem-All mentions
- 4 Other commitments
- 5 Passport required/Don't have passport
- 6 Planning to go later
- 7 Time/No time
- 8 Too expensive
- 9 Too far to drive
- 10 Too late in the year
- 11 Took a cruise instead
- 12 Wasn't our destination
- 13 Went somewhere else
- 14 Other (specify)
- 15 Don't know
- 16 Refused

Q6 What other reasons have kept you from driving to Alaska for vacation purposes in 2011?

(DON'T READ LIST-DON'T PROBE, MULTIPLE RESPONSES OK)

- 1 Gas/Fuel prices
- 2 Have already done that
- 3 Health problem-All mentions
- 4 Other commitments
- 5 Passport required/Don't have passport
- 6 Planning to go later
- 7 Time/No time
- 8 Too expensive
- 9 Too far to drive
- 10 Too late in the year
- 11 Took a cruise instead
- 12 Wasn't our destination
- 13 Went somewhere else
- 14 Other (specify)
- 15 Don't know
- 16 Refused

(NON-CONVERTOR "NONE" IN Q3 SKIP TO Q79)

Q7 Did the North to Alaska travel guide influence any of your following travel decisions? **(Read List. Record Multiple Mentions)**

The decision to drive to Canada and Alaska

- 1 Yes
- 2 No

Selection of driving routes or travel itinerary

- 1 Yes
- 2 No

Selection of communities to visit

- 1 Yes
- 2 No

Increased the length of your trip in order to see/do everything

- 1 Yes
- 2 No

Q8 As a result of receiving the North to Alaska travel guide did you visit the North to Alaska website? Northtoalaska.com

- 1-Yes
- 2-No

Q9 Did the website NorthtoAlaska.com influence any of your following travel decisions? **(Read List. Record Multiple Mentions)**

The decision to drive to Canada and Alaska

- 1 Yes
- 2 No

Selection of driving routes or travel itinerary

- 1 Yes
- 2 No

Selection of communities to visit

- 1 Yes
- 2 No

Increased the length of your trip in order to see/do everything

- 1 Yes
- 2 No

(ALBERTA VISITORS ONLY)

READ: “First, I’d like to ask you a few questions just about the Alberta portion of your trip.”

Q10 How influential was the North to Alaska travel guide in your decision to visit Alberta? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”.

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don’t know
- 9 Refused

Q11 Was the trip you took to Alberta primarily for business, pleasure or visiting friends or relatives?

(DO NOT READ LIST--RECORD ONE MENTION ONLY)

- 1 Primarily for business
- 2 Primarily for pleasure
- 3 Primarily for visiting friends/relatives
- 4 Don't know
- 5 Refused

Q12 **(If visited North to Alaska website in Q4)** How influential was Northtoalaska.com website in your decision to visit Alberta? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don’t know
- 9 Refused

- Q13 **(If visited North to Alaska website in Q4)** Did you visit the Alberta website at Travelalberta.com as a result of visiting the North to Alaska website?
- 1-Yes
 - 2_No
 - 3-Don't know
 - 4-Refused
- Q14 **(If Q10 = yes)** Did you purchase any services from any of the Alberta businesses or organizations that you found on the travel Alberta website?
- 1-Yes
 - 2-No
 - 3-Don't know
 - 4-Refused
- Q15 **(If Q11=yes)** Approximately, how much did you spend on services from the Alberta businesses or organizations you contacted?
- Q16 How many days did you spend in Alberta?
- Q17 How many people, including yourself, were in your immediate party? By immediate, I mean the number of people included in your party's trip expenses, which may not be the total number of people traveling in your group.
- Q18 What would you say was the approximate total your party spent just in Alberta?
- Q16 What cities or specific destination in Alberta did you visit?
- Q19 **(If visited Alberta and NOT Alaska ask)** Why did you choose to stop in Alberta and not go all the way to Alaska? **(RECORD VERBATIM RESPONSE).**

(BRITISH COLUMBIA VISITORS ONLY)

READ: “First/now, I’d like to ask you a few questions about the British Columbia portion of your trip.”

Q20 How influential was the North to Alaska travel guide in your decision to visit British Columbia? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”.

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don’t know
- 9 Refused

Q21 Was the trip you took to British Columbia primarily for business, pleasure or visiting friends or relatives?

(DO NOT READ LIST--RECORD ONE MENTION ONLY)

- 1 Primarily for business
- 2 Primarily for pleasure
- 3 Primarily for visiting friends/relatives
- 4 Don’t know
- 5 Refused

Q22 **(If visited North to Alaska website in Q8)** How influential was Northtoalaska.com website in your decision to visit British Columbia? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don’t know
- 9 Refused

- Q23 **(If visited North to Alaska website in Q8)** Did you visit the British Columbia website at Hellobc.com as a result of visiting the North to Alaska website?
- 1-Yes
 - 2_No
 - 3-Don't know
 - 4-Refused
- Q24 **(If Q23 = yes)** Did you purchase any services from any of the British Columbia businesses or organizations that you found on the Hello BC website?
- 1-Yes
 - 2-No
 - 3-Don't know
 - 4-Refused
- Q25 **(If Q24=yes)** Approximately, how much did you spend on services from the British Columbia businesses or organizations you contacted?
- Q26 How many days did you spend in British Columbia?
- Q27 How many people, including yourself, were in your immediate party? By immediate, I mean the number of people included in your party's trip expenses, which may not be the total number of people traveling in your group.
- Q28 What would you say was the approximate total your party spent just in British Columbia?
- Q29 What cities or specific destinations in British Columbia did you visit?
- Q30 **(If visited BC and NOT Alaska ask)** Why did you choose to stop in British Columbia and not go all the way to Alaska? **(RECORD VERBATIM RESPONSE).**

(YUKON VISITORS ONLY)

READ: “First/now, I’d like to ask you a few questions about the Yukon portion of your trip.”

Q31 Prior to your most recent visit, how many times have you visited the Yukon?

(DO NOT READ LIST-RECORD SINGLE MENTION ONLY)

- 1 1 time
- 2 2 times
- 3 3 times
- 4 4 times
- 5 5 times
- 6 6 or more times
- 7 Don’t know
- 8 Refused

Q32 How influential was the North to Alaska travel guide in your decision to visit the Yukon? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”.

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don’t know
- 9 Refused

Q33 Was the trip you took to the Yukon primarily for business, pleasure or visiting friends or relatives?

(DO NOT READ LIST--RECORD ONE MENTION ONLY)

- 1 Primarily for business
- 2 Primarily for pleasure
- 3 Primarily for visiting friends/relatives
- 4 Don't know
- 5 Refused

Q34 **(If visited North to Alaska website in Q8)** How influential was Northtoalaska.com website in your decision to visit the Yukon? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”

- 1 No influence at all
- 2
- 3
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q35 **(If visited North to Alaska website in Q8)** Did you visit The Yukon website at Travelyukon.com as a result of visiting the North to Alaska website?

- 1-Yes
- 2_No
- 3-Don't know
- 4-Refused

Q36 **(If Q35 = yes)** Did you purchase any services from any of the Yukon businesses or organizations that you found on the Travel Yukon website?

- 1-Yes
- 2-No
- 3-Don't know
- 4-Refused

Q37 **(If Q35 = yes)** Approximately, how much did you spend on services from the Yukon businesses or organizations you contacted?

Q38 How many days did you spend in the Yukon?

Q39 How many people, including yourself, were in your immediate party? By immediate, I mean the number of people included in your party's trip expenses, which may not be the total number of people traveling in your group.

Q40 What would you say was the approximate total your party spent just in the Yukon?

Q41 What cities or specific destinations in the Yukon did you visit?

Q42 **(If visited YUKON and NOT Alaska ask)** Why did you choose to stop in the Yukon and not go all the way to Alaska? **(RECORD VERBATIM RESPONSE).**

ALASKA VISITORS

READ: "Now I'd like to ask you a few questions about your entire trip"

Q43 Which of the following best describes your vacation? (**READ ENTIRE LIST BEFORE ACCEPTING A RESPONSE--RECORD ONE MENTION ONLY**)

- 1 Driving vacation from Lower 48 states through Canada and into Alaska.
- 2 Driving vacation with portions of the trip on the Alaska Marine Highway.
- 3 Driving vacation with portions of the trip on the BC Ferry.
- 4 Fly to Alaska then drive once inside Alaska.
- 5 Fly to Alberta, Yukon or British Columbia then drive once inside Canada and Alaska.
- 6 Cruise-only or cruise-plus land tour.
- 7 Flew up and took cruise
- 8 Took the train
- 9 **(DON'T READ)** Other (specify)
- 10 **(DON'T READ)** Don't know

Q44 (**If Q42=8**) Did you also visit Canada at any point after you were in Alaska?

- 1 Yes
- 2 No

Q45 (**If Q44=yes**) Which areas of Canada did you visit? (record verbatim response)

Q46 (**If Q43 = 4, 6, 7, 8, 9 or 10**) What was the main reason you did not take a driving vacation through Canada and into Alaska? (**RECORD VERBATIM RESPONSE THEN SKIP TO Q71**)

Q47 (**If Q43 = 1, 2, 3 or 5**) What was the main reason you decided on a driving vacation through Canada and into Alaska? (**RECORD VERBATIM RESPONSE**)

Q48 (If Q43 = 1, 2, 3 or 5) Which of the following was the main type of transportation you used?

(READ LIST -- RECORD ONE MENTION ONLY)

- 01 Car, truck or van with no living space included
- 02 Motorhome
- 03 Campervan
- 04 Truck Camper
- 05 Car, truck or van pulling a trailer with living space included
- 06 Motorcycle
- 07 Other (specify)
- 08 Don't know (PROBE)

Q49 Do you own, lease or did you rent the (response from Q47)

- 01 Own
- 02 Lease
- 03 Rent
- 04 Other (Specify)

Q50 I'm going to read you a list of accommodations people might use while taking a driving vacation through Canada and into Alaska. Which, if any, of the following did you use during your trip?

(READ LIST -- RECORD MULTIPLE MENTIONS)

- 1 Stayed in a provincial, state or federal campground
- 2 Stayed in a private campground
- 3 Stayed in a hotel/motel
- 4 Stayed in a Bed and Breakfast
- 5 Stayed in a wilderness lodge/resort cabin
- 6 Stayed with a friend or relative
- 7 Stayed in a Walmart or similar parking lot
- 8 **(DON'T READ) Other (SPECIFY)**
- 9 **(DON'T READ) None**
- 10 **(DON'T READ) Don't know**
- 11 **(DON'T READ) Refused**

Q51 What was the total number of nights you were on your trip?
(Enter exact number)

Q52 From the "X" nights on your driving trip, approximately how many nights did you stay (response for Q50).
(Enter exact number)

Q53 Now thinking just about the Alaska portion of your trip, was the trip you took in Alaska primarily for business, pleasure or visiting friends or relatives?

(DO NOT READ LIST--RECORD ONE MENTION ONLY)

- 1 Primarily for business
- 2 Primarily for pleasure
- 3 Primarily for visiting friends/relatives
- 4 Don't know
- 5 Refused

Q54 **(If Q53 =1 OR 2)** Did you visit friends or relatives at all during your trip in Alaska?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

Q55 **(If Q53=3 or Q54 = 1)** Were any of the friends or relatives you were visiting associated with the military?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

Q56 **(If Q53=1)** Using a scale of 1 to 7, where 1 means "not at all important" and 7 means "very important," how important was visiting friends or relatives in the reason you decided to take your vacation in Alaska?

- 1 Not at all important
- 2
- 3
- 4
- 5
- 6
- 7 Very important
- 8 Don't know
- 9 Refused

Q57 How influential was the North to Alaska travel guide in your decision to visit Alaska? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”.

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q58 (If visited North to Alaska website in Q8) How influential was the Northtoalaska.com website in your decision to visit Alaska? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”.

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q59 (If visited North to Alaska website in Q8) Did you visit the Alaska website at Travelalaska.com as a result of visiting the North to Alaska website?

- 1-Yes
- 2_No
- 3-Don't know
- 4-Refused

Q60 (If Q59 = yes) Did you purchase any services from any of the Alaska businesses or organizations that you found on the travel Alaska website?

- 1-Yes
- 2-No
- 3-Don't know
- 4-Refused

Q61 (If Q60=yes) Approximately, how much did you spend on services from the Alaska businesses or organizations you contacted?

Q62 During what month did you make your reservations for your vacation through Canada and into Alaska?

(DO NOT READ LIST--RECORD SINGLE MENTION)

- 1 October 2010 or before
- 2 November 2010
- 3 December 2010
- 4 January 2011
- 5 February 2011
- 6 March 2011
- 7 April 2011
- 8 May 2011
- 9 June 2011
- 10 July 2011
- 11 August 2011
- 12 September 2011
- 13 Didn't make any reservations
- 14 Don't know/refused

Q 63 For what aspects of your vacation did you make reservations?

(DO NOT READ LIST- RECORD MULTIPLE RESPONSES)

- 1 Accommodations/Hotel
- 2 Tours
- 3 Airfare
- 4 Car rental
- 5 RV rental
- 6 (Don't Read) Other (Specify)_____
- 7 Don't know/refused

Q64 And during which month(s) of 2010 did you take your vacation through Canada and into Alaska?

(DO NOT READ LIST--RECORD MULTIPLE MENTIONS)

- 1 January 2011
- 2 February 2011
- 3 March 2011
- 4 April 2011
- 5 May 2011
- 6 June 2011
- 7 July 2011
- 8 August 2011
- 9 September 2011
- 10 October 2011
- 11 November 2011
- 12 December 2011
- 13 Don't know **(PROBE)**
- 09 Refused

Q65 What was the total number of days you were on your trip? **(Record exact number)**

Q66 What cities or specific destinations in Alaska did you visit?

Q67 How many days did you spend in Alaska?

Q68 When visiting Alaska, including yourself, what was the total number of people traveling in your group? By group we mean friends or relatives that were traveling with you as part of your group.

Q69 When visiting Alaska, including yourself, how many people were in your immediate party? By immediate, I mean the number of people included in your party's trip expenses, which may not be the total number of people traveling in your group.

Q70 What would you say was the approximate total your party spent just in Alaska?

Q71 Starting when you crossed the Canadian Border from the lower 48 until you returned to the lower 48 states, what would you say was the approximate total cost of your immediate party's visit through Canada and into Alaska?

Q72 What non-Internet sources, if any, did you refer to in planning or arranging your trip through Canada and into Alaska? **(DO NOT READ LIST—PROBE WITH ‘ANYTHING ELSE’--RECORD MULTIPLE MENTIONS)**

- 1 AAA/Travel Agent
- 2 Books/Travel Books
- 3 Brochure/Wrote or called company for brochure
- 4 Brochure/Wrote or called tourism office for brochure
- 5 Consumer Shows
- 6 Cruise Line advertising brochure
- 7 Friends or relatives
- 8 Good Sam
- 9 Magazine advertising
- 10 Magazine articles
- 11 Maps
- 12 The Milepost
- 13 Movies/DVD's
- 14 Newspaper advertising
- 15 Newspaper articles
- 16 Official Alaska State Planner
- 17 Online travel forums such as Fodor's or Frommer's
- 18 Orbitz
- 19 Priceline
- 20 Products and services reviews
- 21 Reality TV Shows
- 22 Specialty trip planner
- 23 Television or travels shows
- 24 Travel books
- 25 Wrote to Cities
- 26 **(DON'T READ)** Other **(SPECIFY)** _____
- 27 **(DON'T READ)** None
- 28 **(DON'T READ)** Don't know/refused

Q73 What other Internet sources did you refer to in planning or arranging your trip through Canada and into Alaska? **(DO NOT READ LIST—PROBE WITH ‘ANYTHING ELSE’--RECORD MULTIPLE MENTIONS)**

- 29 City Search
- 30 Cruise Critic
- 31 Cruise Line Website
- 32 Destination websites (cities, states, counties)
- 33 Expedia
- 34 Facebook
- 35 Four Square
- 36 Internet
- 37 Kayak
- 38 LinkedIn
- 39 Myspace
- 40 Online travel forums such as Fodor's or Frommer's

- 41 Orbitz
- 42 Priceline
- 43 Travel Blogs
- 44 Travel trip journals
- 45 Travelocity
- 46 Trip Advisor
- 47 Trip It
- 48 Twitter
- 49 Yelp
- 50 Youtube
- 51 **(DON'T READ) Other (SPECIFY)_____**
- 52 **(DON'T READ) None**
- 53 **(DON'T READ) Don't know/refused**

Q74 I am going to read you a list of activities people can do during a trip through Canada and into Alaska. On your trip through Canada to Alaska, and while in Alaska, which, if any of the following did you do?

(READ LIST--PAUSE AFTER EACH AND WAIT FOR A RESPONSE--RECORD MULTIPLE MENTIONS)

- 01 Arts/Culture/History
- 02 Backpacking or hiking
- 03 Bicycling
- 04 Birdwatching
- 05 Business
- 06 Camped in tent
- 07 Car rental
- 08 Cross County (Nordic) Skiing
- 09 Day cruises
- 10 Dog mushing
- 11 Festival & events
- 12 Fishing
- 13 Flightseeing
- 14 Glacier viewing
- 15 Gold panning/mine tour
- 16 Hiking/nature walks
- 17 Historical/culture attractions
- 18 Hot springs
- 19 Hunting
- 20 Iditarod
- 21 Kayaking or canoeing
- 22 Motorcoach tour
- 23 Museums
- 24 Native cultural tours & attractions
- 25 Northern Lights viewing
- 26 Rafting
- 27 River rafting or float trip

- 28 RV rental
- 29 Salmon Bake
- 30 Shopping
- 31 Shows/Alaska entertainment
- 32 Sightseeing/city tour
- 33 Snow skiing/snowboarding
- 34 Snowmobiling
- 35 Soft adventure nature tour
- 36 Train-Alaska Railroad
- 37 Train-White Pass/Yukon
- 38 Took an extended wilderness trip or expedition
- 39 Took an overnight cruise
- 40 Tramway/Gondola
- 41 Winter activities or attractions
- 42 Wildlife viewing (bears, whales, etc.)
- 43 **(DON'T READ) Other (SPECIFY)**
- 44 **(DON'T READ) None**
- 45 **(DON'T READ) Don't know**
- 46 **(DON'T READ) Refused**

Q75 (If Q2 = 1) You indicated earlier you visited Alaska prior to 2011. Including your 2011 visit, how many times have you visited Alaska for vacation purposes?

(DO NOT READ LIST--RECORD SINGLE MENTION ONLY)

- 1 2 times
- 2 3 times
- 3 4 times
- 4 5 times
- 5 6 or more times
- 6 Don't know
- 7 Refused

Q76 (If Q75 is 1,2,3,4 or 5) Which type of travel best describes your first trip to Alaska for vacation purposes?

(READ ENTIRE LIST BEFORE ACCEPTING A RESPONSE--RECORD ONE MENTION ONLY)

- 1 Driving vacation from Lower 48 states through Canada and into Alaska.
- 2 Driving vacation with portions of the trip on the Alaska Marine Highway.
- 3 Driving vacation with portions of the trip on the BC Ferry.
- 4 Fly to Alaska then drive once inside Alaska.
- 5 Fly to Alberta, Yukon or British Columbia then drive once inside Canada and Alaska.
- 6 Cruise-only or cruise-plus land tour.
- 7 Flew up and took cruise
- 8 Took the train
- 9 **(DON'T READ)** Other (specify)
- 10 **(DON'T READ)** Don't know

Q77 Which, if any, of the following online community social networks or websites do you visit 3 or more times a week? **(READ LIST- RECORD MULTIPLE MENTIONS)**

- 1-Facebook
- 2-MySpace
- 3-YouTube
- 4-LinkedIn
- 5-Twitter
- 6-Trip Advisor
- 7-Cruise Critic
- 8-Trip It
- 9-Online travel forums such as Fodor's or Frommer's
- 10-Travel blog's
- 11-Flickr
- 12-Four Square
- 13-**(DON'T READ)** Other (specify)
- 14-**(DON'T READ)** None

Q78 Did your participation in any of these online community social networks or websites influence any of your following travel decisions? (Read List. Record Multiple Mentions)

The decision to drive to Canada and Alaska

- 1 Yes
- 2 No

Selection of driving routes or travel itinerary

- 1 Yes
- 2 No

Selection of communities to visit

- 1 Yes
- 2 No

Increased the length of my trip in order to see/do everything

- 1 Yes
- 2 No

Q79 **(NOT A QUESTION--INTERVIEWER ENTER GENDER OF RESPONDENT)**

- 1-Male
- 2-Female

Q80 What is your marital status? **(READ ENTIRE LIST BEFORE ACCEPTING A RESPONSE--RECORD ONE MENTION ONLY)**

- 1-Married
- 2-Living together, not married
- 3-Single (never married)
- 4-Divorced or separated
- 5-Widowed
- 6-**(DO NOT READ)** Refused

Q81 Do you have any children under 18 years of age residing in your household?

- 1-Yes
- 2-No
- 3-Refused

Q82 Which of the following best describes your employment status? **(READ LIST--RECORD ONE MENTION ONLY)**

- 1-Employed full-time
- 2-Employed part-time
- 3-Retired
- 4-Homemaker
- 5-Student
- 6-Unemployed

- 7-Disabled
- 8-(**DO NOT READ**) Other (**SPECIFY**)
- 9-(**DO NOT READ**) Refused

Q83 Please tell me which of the following categories best describes your age—(**READ LIST--RECORD ONE MENTION**)

- 1-Under 25
- 2-25-34
- 3-35-44
- 4-45-54
- 5-55-64
- 6-65 or older
- 7-(**DO NOT READ**) Refused

Q84 How many people, including yourself, live in your household?

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven
- 8 Eight
- 9 Nine or more
- 10 (Do not read) Refused

Q85 What was the last grade in school you have had the opportunity to complete?

- 1 High School graduate or less (grade 12 and under)
- 2 Some college business or technical school
- 3 College degree
- 4 Advanced degree
- 5 (Do not read) Refused

Q86 Which of the following best describes your cultural or ethnic background?

- 1 Caucasian
- 2 African America
- 3 Hispanic
- 4 Cuban
- 5 Native American Indian
- 6 South American
- 7 Asian
- 8 Something else (specify)
- 9 (Do not read) Refused

Q87 Do you own an RV?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

Q88 Which of the following best describes your household's total combined annual income?
(READ LIST--RECORD ONE MENTION)

- 1-Less than \$20,000
- 2-\$20,000 to \$34,999
- 3-\$35,000 to \$49,999
- 4-\$50,000 to \$74,999
- 5-\$75,000 to \$99,999
- 6-\$100,000 or more
- 5-**(DO NOT READ)** Don't know (**PROBE:** "Please give us your best estimate")
- 6-**(DO NOT READ)** Refused

Q89 For verification purposes only, may I have your first name only please?

Q90 And just to verify, did I dial.....