
Section III: Visitor Volume

This section presents estimates of the number of out-of-state visitors that came to Alaska between October 1, 2006 and April 30, 2007. This phase of the AVSP project involves three major tasks: conducting visitor/resident tallies at exit points, compiling exiting traffic data, and applying the visitor/resident ratios to the traffic data to arrive at visitor volume estimates. The following table shows where visitor/resident tallies were conducted, and how many passengers were tallied at each location.

Tally Locations and Volume AVSP V – Fall/Winter 2006-2007

Mode	Tally Locations	Passengers Tallied
Domestic Air	Anchorage, Fairbanks, Juneau, Ketchikan, Sitka airports	22,265
International Air	Anchorage and Fairbanks airports	4,171
Highway	Border stations on Klondike, Haines, and Alcan highways	1,469
Ferry	Onboard ferries sailing between Ketchikan and Bellingham, and Ketchikan and Prince Rupert	706
Total Tallied:		28,611

The tallies determined visitor/resident ratios for each location, by month. These ratios were applied to monthly traffic data collected from the following sources: Anchorage International Airport, Fairbanks International Airport, Alaska Airlines, Yukon Department of Tourism and Culture, and the Alaska Marine Highway System.

A full description of these tasks is provided in the Methodology section.

This section is divided into the following chapters:

Visitor Volume, Fall/Winter 2006-2007

Visitor Volume Trends

Visitor Volume, Regions and Communities

Visitor Volume, Fall/Winter 2006-07

Volume by Transportation Market

An estimated 249,500 out-of-state visitors came to Alaska between October 2006 and April 2007. Of this number, 237,000 were air visitors (entered and exited the state by air), and 12,500 were highway/ferry visitors (entered or exited the state by highway or ferry). Note that the definitions of these transportation markets differ from the traditional *exit mode* categories, shown in the second table below.

Visitor Volume, by Transportation Market
AVSP V – Fall/Winter 2006-2007

Market	Definition	Number of Visitors
Air	Entered <i>and</i> exited Alaska by air	237,000
Highway/ferry	Entered <i>or</i> exited Alaska by highway <i>or</i> ferry	12,500
Total	All visitors	249,500

Volume by Exit Mode

The following table shows how visitor volume breaks down by the transportation mode used to exit the state. In viewing these numbers, readers should keep in mind that some ferry visitors exit by highway, some highway visitors exit by air, etc. Readers are also advised that those exiting the state by international air do not represent the entire international market; many international visitors exit the state by other modes.

Visitor Volume, by Exit Mode
AVSP V – Fall/Winter 2006-2007

Exit Mode	Number of Visitors
Domestic Air	233,400
Highway	10,300
International Air	4,200
Ferry	1,600
Total	249,500

Volume by Trip Purpose

Over 100,000 visitors out of the total fall/winter volume of 249,500 were traveling to visit friends or relatives. Just under 100,000 were traveling for business only, while an additional 17,000 traveled for business and pleasure. The vacation/pleasure market accounted for approximately 30,000 visitors during fall/winter – this compares to 1.3 million who traveled to Alaska in summer 2006.

These volumes are based on results of the Visitor Survey. Survey respondents were asked to provide the main purpose of their trip. Seasonal workers were screened out of the survey, and are not considered visitors in this study. Trends in trip purpose rates can be found in the Visitor Trends section.

Visitor Volume, by Trip Purpose AVSP V – Fall/Winter 2006-2007

Trip Purpose	Number of Visitors
Visiting friends or relatives	105,500
Business	97,300
Vacation/pleasure	29,700
Business and pleasure	17,000
Total	249,500

Volume by Region of Origin

Visitors from the Western US represented over half of all Alaska visitors in fall/winter 2006-2007, for a total market size of nearly 143,000. The West was followed by the South, Midwest, and East in terms of market size. The international market represented over 20,000 visitors, including 10,000 from Canada.

These volumes are based on results of the Visitor Survey. Each visitor was asked what state or country they were visiting from. Additional details on visitors' state and country of origin can be found in the Visitor Profile section.

Visitor Volume, by Region of Origin AVSP V – Fall/Winter 2006-2007

Region of Origin	Number of Visitors
Western US	142,700
Southern US	44,900
Midwest US	25,000
Eastern US	16,200
Canada	10,000
Other international	10,700
Total	249,500

Full Year Visitor Volume

The following table shows visitor volume for the 12-month period of May 2006 through April 2007, combining results from the Summer and Fall/Winter study periods. Approximately 1.9 million out-of-state visitors came to Alaska during the 12-month period, with 87 percent visiting during the five-month summer season. Out of the full-year visitor volume, 54 percent exited by domestic air; 40 percent by cruise ship; 4 percent by highway; 1 percent by international air; and 1 percent by ferry.

Full Year Visitor Volume, by Exit Mode AVSP V – 2006-2007

	Summer 2006	Fall/Winter 2006-07	Full Year
Domestic Air	779,200	233,400	1,012,600
Cruise Ship ¹	758,100	0	758,100
Highway	65,800	10,300	76,100
International Air	16,700	4,200	20,900
Ferry	11,700	1,600	13,300
Total	1,631,500	249,500	1,881,000

¹ The total number of cruise ship visitors to Alaska in Summer 2006 was 958,900. See the AVSP Summer 2006 report for further details on summer visitor volume.

The table below shows full-year visitor volume by “transportation market.” These figures show the actual volume of cruise ship traffic in relation to other modes, whereas the previous table reflects only those passengers exiting the state via cruise ship. Out of the full-year visitor volume, 51 percent were cruise ship passengers, 44 percent were air visitors (entered and exited the state by air), and 5 percent were highway/ferry visitors (entered or exited the state by highway or ferry).

Full Year Visitor Volume, by Transportation Market AVSP V – 2006-2007

	Summer 2006	Fall/Winter 2006-07	Full Year
Cruise Ship ¹	958,900	0	958,900
Air	587,800	237,000	824,800
Highway/Ferry	84,800	12,500	97,300
Total	1,631,500	249,500	1,881,000

Visitor/Resident Ratios

The following table shows the percentage of traffic for each exit mode that was out-of-state visitors in fall/winter 2006-2007. These ratios are a composite of ratios collected by location, on a monthly basis. Because they were applied to traffic data on a monthly and by-location basis, they cannot be applied to overall traffic numbers. Details on how these ratios were collected and applied to traffic data can be found in the Methodology section.

It is important to note that the highway ratio refers to highway travelers who are exiting the state for the final time on their trip. This eliminates the possibility of double-counting visitors who exit the state twice – for example, ferry passengers who exit the state at Beaver Creek, then re-enter at Haines to board a ferry.

Visitor/Resident Ratios, by Mode AVSP V – Fall/Winter 2006-2007

Exit Mode	Percentage Visitors
Domestic Air	32.2%
International Air	48.7%
Highway ¹	24.2%
Ferry	20.6%
Total	31.8%

¹ The highway ratio refers to “last-exit” visitors: not planning to re-enter Alaska on the same trip.

Visitor Volume Trends

The table below shows trends in estimated visitor volume by mode of entry (2000-01 to 2003-04) and exit (2004-05 to 2006-07). The change from entry to exit methodology does not affect the data; virtually the same number of visitors entered Alaska as exited Alaska in any given year. The apparent drop in visitation between 2003-04 and 2004-05 (by 4.1 percent) could be a reflection of updated data sources and ratios, rather than an actual decrease. The volume reported for the first four study periods is based on ratios collected in 2000-2001, while the volume for the last three study periods is based on ratios collected in 2006-2007.

Other than the decrease between the 2003-04 and 2004-05 seasons, fall/winter visitor volume appears to be holding steady, with annual traffic shifts in the 1 to 3 percent range.

Trends in Visitor Volume, By Entry/Exit Mode, 2000-2007 AVSP V – Fall/Winter 2006-2007

Entry/Exit	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
Air	238,700	235,500	237,100	241,500	234,100	231,800	237,600
Highway	14,000	13,800	13,900	13,900	10,800	9,900	10,300
Ferry	1,500	1,600	1,600	1,700	1,600	1,500	1,600
Total	254,200	250,900	252,600	257,100	246,500	243,200	249,500
% change	n/a	-1.3%	+0.7%	+1.8%	-4.1%	-1.3%	+2.6%

Note: 2000-01 to 2003-04 data based on entry mode; 2004-05 to 2006-07 data based on exit mode.

Sources: 2000-01 to 2003-04 data from *Alaska Visitor Arrivals* studies (conducted by Northern Economics, Inc.); 2004-05 and 2005-06 data based on 2006-07 visitor/resident ratios obtained for AVSP V (conducted by McDowell Group, Inc.).

The table below shows trends in estimated visitor volume for the 12-month period between May and April. Full-year visitation increased from 1.5 million in 2001-02 to 1.9 million in 2006-07. The data shows a large increase between 2004-05 and 2005-06. This growth is partly attributable to updated data sources and methodology. The data between May 2001 and September of 2004 was based on visitor/resident ratios collected between October 2000 and September 2001, while the data between October 2004 and April 2007 was based on ratios collected between May 2006 and April 2007. For more information on the differences between the two sets of data, please refer to the Summer AVSP report.

Trends in Full-Year Visitor Volume, By Entry/Exit Mode, 2001-2007 AVSP V

Entry/Exit	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
Air	824,400	831,400	834,400	869,700	1,018,500	1,033,500
Highway	100,500	96,800	94,300	94,000	82,000	76,100
Cruise ship	510,000	581,000	620,900	712,400	761,100	758,100
Ferry	18,800	18,400	17,600	17,800	13,600	13,300
Total	1,453,700	1,527,600	1,567,200	1,693,900	1,875,200	1,881,000
% change	n/a	+5.1%	+2.6%	+8.1%	+10.7%	+0.3%

Notes: 2001-02 to 2004-05 data based on entry mode; 2005-06 to 2006-07 data based on exit mode.

The 2000-01 period is not included because there was no Summer 2000 visitor volume estimate.

Sources: 2001-02 to 2004-05 data from *Alaska Visitor Arrivals* studies (conducted by Northern Economics, Inc.); 2005-06 and 2006-07 data based on 2006-07 visitor/resident ratios obtained for AVSP V (conducted by McDowell Group, Inc.).

Visitor Volume, Regions and Communities

The table below shows the estimated number of visitors to each region and community, based on data collected in the Visitor Survey. Percentage visitation to each community for both overall and overnight-only visitation can be found in the Visitor Profile chapter. Communities with an estimated visitation of less than 5,000 visitors are not included in the volume estimates because their percentage visitation falls outside an acceptable margin of error.

Visitor Volume, Regions and Communities AVSP V - Fall/Winter 2006-2007

Region/Community	Number of Visitors
Southcentral	190,000
Anchorage	181,000
Palmer/Wasilla	36,000
Kenai Peninsula	35,000
Seward	19,000
Kenai/Soldotna	19,000
Homer	9,000
Girdwood/Alyeska	27,000
Portage	12,000
Whittier	6,000
Talkeetna	5,000
Interior	69,000
Fairbanks	56,000
Denali	9,000
Southeast	30,000
Juneau	16,000
Ketchikan	10,000
Sitka	5,000
Southwest	16,000
Kodiak	6,000
Far North	11,000