
Section IV: Visitor Profile

Introduction

This section presents results of the visitor survey, conducted with out-of-state visitors exiting Alaska between October 2006 and April 2007. Visitors were surveyed at all major exit points: airports, highways, and ferries. A total of 1,278 randomly-selected visitors were surveyed, for a maximum margin of error of ± 2.7 percent at the 95 percent confidence level.¹ All data was weighted to reflect actual traffic volumes by mode of transportation. The survey methodology is explained in detail in the final section of this report.

This primary analysis is organized into the following categories:

Trip Purpose and Packages	Previous Alaska Travel
Transportation Modes	Trip Planning
Length of Stay, Destinations & Lodging	Demographics
Activities	Expenditures
Satisfaction Ratings	

The data in this section is presented for the entire visitor market (“All Visitors”) as well as by “Trip Purpose.” The following table shows how each market is defined, their respective sample sizes, and their maximum margin of error.

Sub-Sample Definition and Margin of Error

Market	Definition	Sample Size	Maximum Margin of Error ¹
All Visitors	All respondents	1,278	$\pm 2.7\%$
Vacation/Pleasure	Main purpose of trip was vacation or pleasure	268	6.0
Visiting Friends/Relatives (VFR)	Main purpose of trip was to visit friends or relatives	451	4.6
Business	Main purpose of trip was business <i>or</i> business and pleasure	559	4.1

For several tables in this section, footnotes indicate that the results are based to “intercept respondents only.” This means that for the particular question, online respondents were eliminated from the base due to potential question misinterpretation or bias. A discussion of this issue is provided in the Methodology section. The table below shows the sample size and maximum margin of error for the intercept-only sample.

Intercept Sample Sizes By Trip Purpose

Market	Sample Size	Maximum Margin of Error
All Visitors	1,055	$\pm 3.0\%$
Vacation/Pleasure	227	6.5
Visiting Friends/Relatives	387	5.0
Business	441	4.7

¹ Most survey responses are more accurate than maximum error factors suggest, due to the nature of response distribution in sampling statistics.

Trip Purpose and Packages

Trip Purpose

Every survey respondent was asked “What is the main purpose for this trip?” Their responses fell into one of four categories: vacation/pleasure, visiting friends/relatives, business, or business/pleasure. Seasonal workers were screened out of the survey.

The most common trip purpose for fall/winter visitors was visiting friends or relatives (VFR), accounting for 42 percent of visitors. Close behind was business at 39 percent, with another 7 percent traveling for business *and* pleasure. Vacation/pleasure travelers (who made up 82 percent of the summer market) accounted for just 12 percent of fall/winter visitors.

A visitor’s trip purpose has a major impact on their activities, expenditures, length of stay, trip planning, and other variables. The remainder of tables in this chapter provide results by trip purpose, with business and business/pleasure combined. A comparison of trip purpose rates over the years of AVSP can be found in the Trends section.

Trip Purpose

	All Visitors
Visiting friends or relatives	42%
Business only	39
Vacation/pleasure	12
Business and pleasure	7

Packages

Just 4 percent of the fall/winter visitor market purchased multi-day travel packages. Vacation/pleasure visitors were much more likely to purchase packages (27 percent) than either VFRs or business travelers (both at 1 percent).

Purchase of Multi-Day Packages By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Purchased package	4%	27%	1%	1%
Did not purchase package	94	71	97	97
Don't know	2	2	1	2

Visitors who had purchased a multi-day package (4 percent of all visitors) were asked what type of package they had purchased. About half (49 percent) were on some kind of winter package, such as Northern Lights viewing, skiing, dog-sledding, and attending the Iditarod sled dog race. “Adventure tour packages” were mentioned by 20 percent. This was followed by wilderness lodge package at 14 percent, motorcoach tour at 12 percent, and rail package at 4 percent.

Modes of Transportation

The following table shows how visitors entered the state, exited the state, and traveled around the state. Nearly all fall/winter travelers enter and exit the state by air, with just 3 to 4 percent using the highway and 1 percent riding the ferry. Vacation/pleasure visitors were more likely to travel via highway and ferry.

Respondents who entered and exited by highway were also asked what kind of vehicle they were using. The vast majority were in cars/trucks/vans, with less than 15 percent in RVs or campers.

Visitors were asked whether they used specific forms of transportation to travel between communities within Alaska. Personal and rental vehicles and airplanes were the primary modes of transport around the state. VFRs were much more likely to use personal vehicles; vacation/pleasure visitors were more likely to use rental vehicles; and business travelers were more likely to use air. A significant portion of visitors (42 percent) answered “none of the above,” meaning they stayed in one community for their Alaska trip.

Transportation Modes By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Mode of Entry into Alaska				
Air	96%	84%	97%	97%
Highway	4	14	2	2
Ferry	1	2	1	<1
Mode of Exit from Alaska				
Air	97%	85%	98%	99%
Highway	3	12	2	1
Ferry	1	2	1	<1
Used to Travel Between Communities¹				
Personal vehicle	21%	14%	38%	7%
Air	19	11	17	24
Rental vehicle	18	26	11	22
State ferry	2	6	2	1
Motorcoach/bus	1	8	<1	1
Personal RV	1	1	1	1
Rental RV	<1	<1	-	1
Train	1	5	-	<1
None of the above	42	34	38	47
Don't know/refused	1	2	<1	1

¹ Based to intercept respondents only.

Length of Stay, Destinations & Lodging

Length of Stay

Visitors reported an average length of stay in Alaska of 8.8 nights. This figure ranged from 5.6 nights among vacation/pleasure travelers to 10.4 nights among VFRs. The most common trip length fell between four and seven nights, accounting for nearly half of visitors. The average of 8.8 nights is slightly below the average length of stay among summer visitors (9.1 nights).

Length of Stay in Alaska By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Three nights or less	24%	29%	11%	34%
Four to seven nights	45	51	49	41
Eight to 14 nights	17	17	23	12
15 to 21 nights	6	1	8	5
22 or more nights	7	2	9	8
Average number of nights	8.8	5.6	10.4	8.2

Lodging

Fall/winter visitors tend to stay primarily in hotels/motels (57 percent) and private homes (44 percent) while in Alaska. Not surprisingly, vacation/pleasure and business visitors were much more likely to use hotels/motels, while VFRs tended to stay in private homes.

Lodging Types Used By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Hotel/motel	57%	77%	23%	84%
Private home	44	23	84	14
Lodge	3	13	2	2
B&B	2	4	1	3
Wilderness camping	1	2	1	1
State/national campground	1	<1	1	-
Commercial campground	<1	1	<1	<1
Other ¹	9	11	3	14

¹ Other lodging types included company-owned housing, college dormitories, and youth hostels.

Destinations

The following pages show three different analyses of where visitors went in Alaska: overall visitation, overnight visitation, and the average number of nights spent in each location (based to those who overnighted in each location).

Southcentral is the primary destination in the fall/winter market, drawing 76 percent of all visitors, including 74 percent who overnighted in the region. The next most-visited regions were: the Interior at 28 percent of visitors (including 24 percent who overnighted); Southeast at 12 percent (including 10 percent who overnighted); Southwest at 7 percent (all of whom overnighted); and Far North at 5 percent (including 4 percent who overnighted). (On the Alaska Travel Industry Association map below, Southeast is shown as Inside Passage.)

Anchorage was by far the most-visited community among fall/winter visitors, drawing 72 percent of the market. The next most-visited community was Fairbanks at 22 percent, followed by Palmer/Wasilla (14 percent) and Girdwood (11 percent).

Destinations varied somewhat by trip purpose market. Business travelers were more likely to focus on Southcentral and Anchorage. Vacation/pleasure visitors were more likely to visit the Interior and Fairbanks. They were also more likely to visit Southeast.

The average number of nights is reported for communities and regions with sample sizes over 50. Southwest attracted the longest-staying visitors, at 12.7 nights in the region, followed by Southeast at 10.6 nights. The average number of nights spent in Southcentral and the Interior were nearly equal, at 7.0 and 7.1 nights, respectively.

Profiles of visitors to individual communities are provided in the Summary Profiles section. Regional visitation over the past several AVSPs is presented in the Trends section.



Destinations Visited (Day or Overnight) By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Southcentral	76%	62%	75%	81%
Anchorage	72	59	70	78
Palmer/Wasilla	14	18	19	9
Kenai Peninsula	14	22	15	11
Kenai/Soldotna	7	8	8	7
Seward	7	16	8	5
Homer	3	6	5	1
Other Kenai Peninsula	2	3	2	1
Girdwood/Alyeska	11	20	12	8
Portage	5	13	5	2
Whittier	2	5	3	1
Talkeetna	2	5	2	1
Valdez	1	3	1	1
Prince William Sound	1	2	-	1
Other Southcentral	3	13	1	2
Interior	28%	41%	23%	29%
Fairbanks	22	29	18	25
Denali	4	7	4	2
Glennallen	1	4	1	1
Tok	1	3	1	<1
Other Interior	5	9	3	5
Southeast	12%	19%	9%	12%
Juneau	6	5	4	9
Ketchikan	4	5	4	4
Sitka	2	2	2	2
Haines	1	5	1	1
Skagway	1	6	<1	1
Prince of Wales Island	1	2	1	1
Wrangell	1	<1	1	1
Petersburg	<1	<1	<1	1
Glacier Bay/Gustavus	<1	-	<1	1
Hoonah/Icy Strait Point	<1	<1	<1	<1
Other Southeast	1	2	1	<1
Southwest	7%	4%	5%	9%
Kodiak	3	4	3	2
Other Southwest	4	<1	2	7
Far North	5%	2%	3%	7%
Nome	1	-	2	<1
Other Far North	4	2	1	7

Overnight Destinations By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Southcentral	74%	63%	72%	78%
Anchorage	65	51	59	75
Kenai Peninsula	7	10	8	6
Kenai/Soldotna	3	3	4	2
Homer	3	5	4	1
Seward	1	2	<1	2
Other Kenai Peninsula	1	2	2	1
Palmer/Wasilla	6	2	12	2
Girdwood/Alyeska	3	11	2	1
Valdez	1	3	1	1
Talkeetna	1	2	<1	1
Prince William Sound	<1	-	-	<1
Other Southcentral	1	5	1	<1
Interior	24%	36%	21%	23%
Fairbanks	21	30	17	22
Denali	1	2	2	<1
Glennallen	1	2	1	1
Tok	1	2	1	<1
Other Interior	3	6	1	3
Southeast	10%	16%	9%	11%
Juneau	5	5	4	7
Ketchikan	3	4	3	3
Sitka	2	2	1	2
Haines	1	3	1	1
Prince of Wales Island	1	2	1	1
Skagway	1	2	-	1
Wrangell	<1	-	<1	1
Petersburg	<1	-	<1	1
Hoonah/Icy Strait Point	<1	-	<1	<1
Glacier Bay/Gustavus	<1	-	-	<1
Other Southeast	1	1	1	<1
Southwest	7%	5%	5%	9%
Kodiak	2	5	2	2
Other Southwest	4	-	2	7
Far North	4%	1%	2%	6%
Nome	1	-	2	<1
Other Far North	3	1	1	6

Average Number of Nights
Base: Those who overnighted in each destination
By Trip Purpose

	Overnight Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Southcentral	7.0	5.3	9.1	5.6
Anchorage	6.2	3.9	8.2	5.1
Kenai Peninsula	6.0	*	*	*
Interior	7.1	5.5	8.2	6.8
Fairbanks	6.0	5.5	7.5	5.2
Southeast	10.1	8.3	13.1	8.5
Juneau	5.9	*	7.6	5.1
Ketchikan	5.9	*	7.7	3.8
Sitka	11.0	*	*	*
Southwest	12.7	*	*	*

Note: Averages are reported for sample sizes of 50 or greater. " * " indicates a sample under 50.

Visitors were shown a list of activities and asked which of them they had participated in while in Alaska. Visiting friends and relatives topped the list, with half of visitors saying they participated in this activity – including 96 percent of VFRs, 22 percent of vacation/pleasure visitors, and 13 percent of business visitors. Shopping was also a popular activity, more common among vacation pleasure visitors (68 percent) than among VFRs (54 percent) or business travelers (37 percent). The third most-popular activity was business – accounting for 95 percent of business travelers, and just 1 percent of VFRs and vacation/pleasure visitors.

Participation rates drop off sharply after these three primary activities. Only two more activities were mentioned by more than 10 percent of respondents: wildlife viewing (19 percent) and cultural activities (14 percent), which includes museums, historical/cultural attractions, and Native cultural tours/activities. Vacation/pleasure visitors participated in these activities at much higher rates: 27 percent for wildlife viewing and 34 percent for cultural activities.

Winter activities included Northern Lights viewing (7 percent), snow skiing/boarding (5 percent), dog sledding (4 percent), and snowmobiling (4 percent). Again, vacation/pleasure visitors participated in these activities at higher rates: 19 percent for Northern Lights viewing, 9 percent for snow skiing/boarding, 13 percent for dog sledding, and 7 percent for snowmobiling.

Activity Participation¹ By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Visiting friend/relatives	49%	22%	96%	13%
Shopping	48	68	54	37
Business	44	1	1	95
Wildlife viewing	19	27	22	15
Birdwatching	4	9	6	2
Cultural activities	14	34	12	10
Museums	9	23	8	6
Historical/cultural attractions	6	12	5	5
Native cultural tours/ activities	3	4	3	3
Gold panning/mine tour	<1	<1	<1	1
Hiking/nature walk	10	15	13	7
Northern Lights viewing	7	19	7	4
City/sightseeing tours	6	13	6	4
Snow skiing/boarding	5	9	6	3
Dog sledding	4	13	3	3
Snowmobiling	4	7	5	1
Fishing	3	4	4	1
Unguided fishing	3	3	4	1
Guided fishing	<1	1	<1	<1
Flightseeing	2	6	2	2
Tramway/gondola	2	7	1	1
Day cruises	2	4	2	1
Hunting	1	5	2	<1
Shows/Alaska entertainment	1	1	2	1
Camping	1	4	1	1
Alaska Railroad	1	4	-	<1
Biking	<1	<1	1	<1
Salmon bake	<1	2	<1	-
Other	2	4	4	<1

¹ Based to intercept respondents only.

Satisfaction Ratings

Compared to Expectations

When asked how well their Alaska trip had lived up to their expectations, nearly half of visitors (44 percent) said it was either higher or much higher than expectations. Another 54 percent said it was about what they expected. Only 2 percent said the trip was below expectations. The overall compared-to-expectations rating was 3.6 on a 1-5 scale. Ratings on this question were generally lower than among summer visitors, 61 percent of whom said their trip was higher than expectations. (This is largely due to the drop in vacation/pleasure visitors, who tend to give higher ratings to their Alaska trip.)

Alaska Trip Compared to Expectations By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business/ Pleasure
5 - Much higher than expectations	17%	24%	14%	21%
4 - Higher than expectations	27	30	25	38
3 - About what you expected	54	41	59	40
2 - Below expectations	2	5	2	2
1 - Far below expectations	-	-	-	-
Average 1-5	3.6	3.7	3.5	3.8

Note: Business only visitors were screened out of this question.

Value for the Money

When asked how Alaska compared to other destinations in terms of value for the money, the most common answer (chosen by 51 percent of respondents) was "about the same." More visitors thought the value was better or much better (36 percent) than those who thought the value was worse or much worse (13 percent). Fall/winter ratings closely resemble summer ratings for value.

Value for the Money Compared with other vacation destinations visited in the past five years By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business/ Pleasure
5 - Much better	15%	16%	16%	13%
4 - Better	21	23	19	32
3 - About the same	51	53	51	44
2 - Worse	12	8	13	11
1 - Much worse	1	-	1	<1
Average 1-5	3.4	3.5	3.3	3.5

Note: Business only visitors were screened out of this question.

Satisfaction by Category

Visitors were asked their satisfaction with a wide array of categories, shown in the table below. They were given five options: very satisfied, satisfied, neither/neutral, dissatisfied, and very dissatisfied. A full list of responses to these questions are presented on the following pages. The table below shows the “very satisfied” ratings only.

Fall/winter visitors were generally satisfied with their overall Alaska experience, with 58 percent very satisfied, and another 40 percent satisfied. Only 1 percent were dissatisfied with their overall trip. Average trip ratings were 4.5 on a 1-5 scale.

Categories with the highest number of very satisfied ratings include: friendliness of residents (67 percent), overall experience (58 percent), sightseeing (56 percent), and accommodations (55 percent). As in the summer survey, the categories of shopping and value for the money received a low percentage of very satisfied ratings (both at 33 percent). Transportation within Alaska also received fewer very satisfied ratings (36 percent). Categories in the middle range of satisfaction include wildlife viewing (47 percent), tours and activities (45 percent), restaurants (44 percent), and visitor information services (40 percent).

Dissatisfaction was generally very low, accounting for fewer than 4 percent of responses for most categories. Only two categories earned 4 percent or more dissatisfied ratings: value for the money (6 percent) and wildlife viewing (4 percent).

Satisfaction ratings among fall/winter visitors are generally lower than among summer visitors. For example, 70 percent of summer visitors were very satisfied with their overall experience, compared to 58 percent of fall/winter visitors. Among vacation/pleasure visitors, that percentage dropped from 71 to 60 percent.

Satisfaction Ratings: Summary % “Very Satisfied” By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Overall experience in Alaska	58%	60%	60%	55%
Accommodations	55	52	66	46
Restaurants	44	42	42	45
Shopping	33	32	36	29
Visitor information services	40	52	37	38
Sightseeing	56	55	56	55
Tours and activities	45	55	43	41
Wildlife viewing	47	46	47	48
Transportation within Alaska	36	38	34	36
Friendliness of residents	67	67	65	70
Value for the money	33	33	39	28

Note: “Don’t know/does not apply” responses have been removed from the base for each category.

Satisfaction Ratings By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Overall experience in Alaska				
5 - Very satisfied	58%	60%	60%	55%
4 - Satisfied	40	37	39	41
3 - Neither/neutral	2	2	1	2
2 - Dissatisfied	1	1	<1	1
1 - Very dissatisfied	-	-	-	-
Average 1-5	4.5	4.6	4.6	4.5
Accommodations				
5 - Very satisfied	55%	52%	66%	46%
4 - Satisfied	38	39	30	44
3 - Neither/neutral	6	7	3	8
2 - Dissatisfied	1	2	1	1
1 - Very dissatisfied	<1	-	<1	<1
Average 1-5	4.5	4.4	4.6	4.3
Restaurants				
5 - Very satisfied	44%	42%	42%	45%
4 - Satisfied	46	44	45	46
3 - Neither/neutral	7	12	7	7
2 - Dissatisfied	3	2	5	2
1 - Very dissatisfied	<1	-	1	-
Average 1-5	4.3	4.3	4.2	4.3
Shopping				
5 - Very satisfied	33%	32%	36%	29%
4 - Satisfied	48	40	52	45
3 - Neither/neutral	16	25	8	23
2 - Dissatisfied	3	4	3	2
1 - Very dissatisfied	<1	-	1	<1
Average 1-5	4.1	4.0	4.2	4.0
Visitor information services				
5 - Very satisfied	40%	52%	37%	38%
4 - Satisfied	36	33	24	47
3 - Neither/neutral	21	14	33	14
2 - Dissatisfied	3	1	6	<1
1 - Very dissatisfied	<1	<1	-	1
Average 1-5	4.1	4.3	3.9	4.2
Sightseeing				
5 - Very satisfied	56%	55%	56%	55%
4 - Satisfied	36	35	37	36
3 - Neither/neutral	7	10	4	9
2 - Dissatisfied	1	<1	3	-
1 - Very dissatisfied	-	-	-	-
Average 1-5	4.5	4.4	4.5	4.5

Satisfaction Ratings (con'td)
By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Tours and activities				
5 - Very satisfied	45%	55%	43%	41%
4 - Satisfied	35	32	35	39
3 - Neither/neutral	16	9	19	17
2 - Dissatisfied	3	4	4	3
1 - Very dissatisfied	-	-	-	-
Average 1-5	4.2	4.4	4.2	4.2
Wildlife viewing				
5 - Very satisfied	47%	46%	47%	48%
4 - Satisfied	34	36	35	31
3 - Neither/neutral	14	14	11	17
2 - Dissatisfied	4	3	6	4
1 - Very dissatisfied	<1	<1	<1	-
Average 1-5	4.2	4.2	4.2	4.2
Transportation within Alaska				
5 - Very satisfied	36%	38%	34%	36%
4 - Satisfied	49	52	51	47
3 - Neither/neutral	12	10	11	13
2 - Dissatisfied	2	1	2	3
1 - Very dissatisfied	1	-	1	1
Average 1-5	4.2	4.3	4.2	4.1
Friendliness of residents				
5 - Very satisfied	67%	67%	65%	70%
4 - Satisfied	28	29	32	23
3 - Neither/neutral	4	3	3	5
2 - Dissatisfied	1	<1	1	1
1 - Very dissatisfied	-	-	-	-
Average 1-5	4.6	4.6	4.6	4.6
Value for the money				
5 - Very satisfied	33%	33%	39%	28%
4 - Satisfied	44	41	39	49
3 - Neither/neutral	17	17	18	17
2 - Dissatisfied	5	4	5	5
1 - Very dissatisfied	1	-	<1	1
Average 1-5	4.0	4.1	4.1	4.0

Note: "Don't know/Does not apply" responses have been removed from the base for each question.

Recommending Alaska

Three out of four visitors surveyed said they were very likely to recommend Alaska as a vacation destination to their friends and family, while another 20 percent were likely. Less than 2 percent said they were unlikely to do so. VFRs were slightly more likely to say they would recommend Alaska.

Likelihood of recommending Alaska is just slightly lower among fall/winter visitors when compared to summer visitors, 79 percent of whom said they were very likely to recommend Alaska.

Likelihood of Recommending Alaska to Friends/Family By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Very likely	73%	71%	77%	69%
Likely	20	27	17	22
Unlikely	1	<1	2	2
Very unlikely	<1	<1	1	<1
Don't know	5	1	4	7

Returning to Alaska

Four out of five visitors said they were very likely to return to Alaska in the next five years. Another 14 percent said they were likely. The likelihood was higher among VFRs (82 percent) and business travelers (80 percent) when compared to vacation/pleasure visitors (62 percent).

The rate of those very likely to return to Alaska (79 percent) closely corresponds to the actual 2006-07 repeat rate of 75 percent (see following page).

Likelihood of Returning to Alaska in Next Five Years By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Very likely	79%	62%	82%	80%
Likely	14	21	11	15
Unlikely	2	7	3	1
Very unlikely	1	3	1	1
Don't know	4	7	4	4

Previous Alaska Travel

Three-quarters of Alaska visitors in fall/winter 2006-07 were repeat visitors to the state. That figure is highest among VFRs at 82 percent, followed by business travelers at 74 percent. Half of vacation/pleasure visitors had been to Alaska before. The overall fall/winter repeat rate of 75 percent is significantly higher than the summer repeat rate of 34 percent.

Repeat Alaska Travel By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
First trip to Alaska	25%	48%	18%	26%
Been to Alaska before	75	52	82	74

Repeat travelers reported an average number of 6.1 previous Alaska vacation trips, ranging from 4.1 trips among business travelers to 7.7 trips among VFRs. (Those who reported zero previous vacation trips had been to Alaska before, but for business rather than vacation.) The average number of previous trips is much higher than in the summer (3.4 average trips), likely due to the higher proportion of VFRs in the fall/winter market.

Number of Previous Vacation Trips

Base: Repeat Visitors

By Trip Purpose

	Repeat Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
None ¹	7%	-%	1%	16%
One	26	32	20	32
Two	14	15	13	15
Three to five	22	25	25	17
Six to ten	16	13	22	10
Eleven or more	15	15	19	9
Average number of trips	6.1	5.7	7.7	4.1

¹ Those who said "none" had been to Alaska before, but not for vacation.

Nine out of ten repeat visitors reported entering and exiting the state via airplane on their previous trip. Vacation/pleasure visitors were more likely to report having traveled via cruise ship and highway.

Entry/Exit Modes Used on Previous Trip

Base: Repeat Visitors

By Trip Purpose

	Repeat Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Air	92%	72%	93%	95%
Cruise ship	4	11	4	3
Highway	4	20	3	2
State ferry	1	2	1	1
Other	<1	-	<1	<1

Trip Planning Timeline

Fall/winter visitors decided to come on their trip an average of 2.6 months ahead of time, and booked their major travel arrangements an average of 1.6 months ahead of time. Over three-quarters of visitors made their trip decision within three months of traveling, while 89 percent booked their travel in that same time frame. Fall/winter travelers have much shorter lead times than summer travelers, who made their trip decision an average of 8.1 months ahead of time, and booked their travel an average of 5.4 months ahead of time.

Business travelers showed the shortest average lead times for both trip decision (2.1 months) and booking (1 month). Vacation/pleasure travelers showed longer lead times for trip decision (4.1 months) and booking (2.8 months).

Trend data on trip planning timelines over the years of AVSP can be found in the Trends section.

Trip Planning Timeline By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
How far in advance did you decide to come on this trip to Alaska?				
Less than one month	37%	19%	31%	47%
One to three months	41	39	45	37
Four to six months	14	26	15	9
Seven to 11 months	2	3	2	3
One year or more	6	12	7	3
Don't know	<1	<1	<1	1
Average # of months	2.6	4.1	2.8	2.1
How far in advance did you book your major travel arrangements?				
Less than one month	48%	29%	41%	60%
One to three months	41	43	47	36
Four to six months	8	18	10	3
Seven to 11 months	1	5	<1	<1
One year or more	1	3	1	-
Don't know	1	1	<1	1
Average # of months	1.6	2.8	1.8	1.0

Internet Usage

Two-thirds of fall/winter visitors used the Internet to plan their trip, including 57 percent who booked at least one component of their trip online. Both usage and booking numbers were highest among VFRs, at 77 percent (usage) and 69 percent (booking). Fall/winter Internet usage matched summer Internet usage (67 percent compared to 68 percent) but online booking was up from 42 percent to 57 percent. This can be explained by the lack of package travelers in the fall/winter, many of whom do not book over the Internet.

Internet Usage¹ By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Used Internet	67%	64%	77%	59%
Research only	10	16	8	11
Research and book	57	48	69	48
Did not use Internet	31	35	22	39
Don't know	2	1	1	2

¹ Based to intercept respondents only.

Among all fall/winter visitors, 54 percent booked their airfare online. Lodging was booked online by 17 percent, and vehicle rental by 10 percent. VFRs were particularly likely to book airfare online, while vacation/pleasure and business travelers were more likely to book lodging and vehicle rentals online. Booking airfare online rose from 30 percent of the summer market to 54 percent of the fall/winter market.

Trip Components Booked over Internet¹ By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Airfare	54%	39%	66%	46%
Lodging	17	23	8	25
Vehicle rental	10	11	6	14
Tours	1	7	1	<1
Ferry	1	3	1	<1

¹ Based to intercept respondents only.

Travel Agent Usage

One in five fall/winter visitors reported booking at least some portion of their trip through a travel agent. The figure was higher among vacation/pleasure (33 percent) and business (28 percent) travelers. Travel agent usage in the fall/winter was much lower than in the summer, when 52 percent of visitors reported booking through a travel agent.

Travel Agent Usage¹ By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Booked through travel agent	21%	33%	10%	28%
Did not book through travel agent	76	65	88	68
Don't know	3	2	3	4

¹ Based to intercept respondents only.

Usage of State of Alaska Information Sources

Visitors were asked if they had used the official State of Alaska travel website, www.travelalaska.com. Eight percent said they had, with this figure highest among vacation/pleasure visitors (15 percent). Just 3 percent said they had received the Official Alaska State Vacation Planner, with vacation/pleasure visitors again showing higher usage (9 percent). Usage of www.travelalaska.com was higher among summer vacation/pleasure visitors (25 percent versus 15 percent among fall/winter), and they were also more likely than fall/winter vacation/pleasure visitors to have received the Planner (16 percent versus 9 percent among fall/winter).

Usage of State of Alaska Information Sources¹ By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Did you visit the official State of Alaska travel website? (www.travelalaska.com)				
Yes	8%	15%	9%	4%
No	87	77	86	91
Don't know	4	7	4	2
Did you receive the Official Alaska State Vacation Planner?				
Yes	3%	9%	4%	1%
No	94	88	94	97
Don't know	2	3	2	2

¹ Based to intercept respondents only.

Usage of Other Information Sources

After visitors were asked about their usage of the Internet, travel agents, and State of Alaska sources, they were shown a list of additional sources and asked to identify which they had used in planning their Alaska trip. Fall/winter visitors tended to mention very few sources other than prior experience (64 percent) and friends/family (47 percent). Vacation/pleasure visitors tended to do more research than other visitors, with higher usage of brochures, television, travel guides/books, and magazines, among others.

Other Information Sources¹ By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Prior experience	64%	41%	73%	62%
Friends/family	47	34	83	17
Brochures (net)	7	11	5	8
Community brochures	2	2	1	3
Ferry brochure/schedule	2	4	3	<1
Television	5	7	4	5
Travel guide/book	5	14	3	3
Milepost	4	1	5	4
Magazine	4	10	4	3
Hotel/lodge	3	8	2	3
AAA	3	5	2	4
Club/organization	3	6	1	4
Newspaper	3	3	2	2
Convention & Visitors Bureau(s)	2	7	2	2
Cruise line/tour company	2	3	1	2
Library	1	2	1	1
North to Alaska guide	<1	-	1	-
Travel/recreation exhibits	<1	1	<1	-
Other	1	1	1	1
None	14	19	4	22
Don't know	1	1	<1	1

¹ Based on intercept respondents only.

Origin

Fall/winter visitors were much more likely to be from Western US states than any other region, accounting for 57 percent of all visitors. This is triple the percentage from the South, the next most-common region of origin (18 percent). Visitors were even less likely to be from the Midwest (10 percent) or the East (6 percent). Canada accounted for 4 percent of visitors, while another 4 percent were from other international countries.

VFRs and business travelers were nearly twice as likely to be from the West when compared to vacation/pleasure travelers. Vacation/pleasure travelers were much more likely to be from Canada or other international countries, particularly Asian countries.

An analysis of each US regional market, Canada, and international visitors is provided in the Summary Profiles section. Trends in origin data are provided in the Trends section.

Origin By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
United States	92%	71%	95%	95%
Western US	57%	35%	59%	60%
Washington	23	11	24	24
California	11	12	11	10
Oregon	6	1	5	9
Colorado	4	2	3	4
Arizona	3	2	4	3
Idaho	3	2	4	2
Southern US	18%	13%	14%	23%
Texas	5	4	4	7
Florida	3	2	2	3
Midwestern US	10%	17%	11%	7%
Ohio	2	5	2	2
Illinois	2	8	2	1
Eastern US	6%	5%	8%	5%
New York	2	3	4	1
Pennsylvania	1	1	2	<1
Canada	4%	13%	3%	3%
Other International	4%	16%	3%	2%
Asia	2	13	1	1
Europe	1	2	<1	1
Australia/New Zealand	<1	1	1	-

Party Size

Fall/winter visitors reported an average party size of 1.5. (Party size was defined as those traveling in their immediate party, sharing expenses such as food, lodging and transportation.) The most common party size was one, accounting for 66 percent of all parties. Party size varied significantly by trip purpose, as might be expected. Business travelers were the most likely to travel solo, followed by VFRs, then vacation/pleasure. Vacation/pleasure visitors were the most likely to travel in pairs and parties of three or more.

Party size among fall/winter travelers is very different from the summer market, when 60 percent of the market travel in pairs, and the average party size is 2.4 people. Party size data over the years is provided in the Trends section.

Party Size¹ By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
One	66%	30%	60%	81%
Two	25	43	32	15
Three	5	13	6	2
Four	2	9	2	1
Five or more	1	5	1	1
Average party size	1.5	2.2	1.5	1.3

¹ Based to intercept respondents only.

Age and Gender

Overall, fall/winter visitors were slightly more likely to be male. The vacation/pleasure market was more evenly split; VFRs were more heavily female; and business travelers were more heavily male. The average age reported was 45 years, slightly younger than the summer average of 52 years. Trends in age and gender data can be found in the Trends section.

Age and Gender By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Gender				
Male	56%	52%	43%	72%
Female	44	48	57	28
Age				
Under 18	4%	8%	6%	1%
18 to 24	7	6	10	4
25 to 34	15	15	16	14
35 to 44	19	17	14	25
45 to 54	26	29	18	32
55 to 64	20	20	21	20
65 and older	9	6	15	3
Average age	44.7	43.6	45.0	45.0

Note: Age and gender data reflect the entire traveling party, not just the respondent.

Household Characteristics

One-third of fall/winter visitors reported children living in their household. The number is slightly higher among business visitors (40 percent). Fall/winter visitors were more likely than summer visitors to report children in the household (33 versus 25 percent).

Children Living In Household By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Children living in household	33%	28%	26%	40%
No children in household	66	69	73	59
Don't know	1	2	1	<1

One out of five fall/winter visitors were retired or semi-retired, with the number highest among VFRs (30 percent) and lowest among business travelers (10 percent). The rate of retirees is much higher among the summer market (39 percent) when compared to the fall/winter market (20 percent).

Retired or Semi-Retired By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Retired or semi-retired	20%	21%	30%	10%
Not retired	79	77	69	90
Don't know	1	2	1	<1

About six in ten Alaska visitors in fall/winter had graduated from college, including one-quarter who attained a higher degree. Business visitors showed higher levels of educational achievement. The college graduation rate (59 percent) among fall/winter visitors is identical to that of summer visitors.

Education By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Some high school	1%	<1%	1%	<1%
High school diploma/GED	11	15	15	6
Associate/technical degree	10	8	10	10
Some college	19	19	26	13
Graduated from college	35	38	31	38
Master's/Doctorate	24	19	16	32
Don't know	1	1	1	<1

Fall/winter visitors reported an average income of \$103,000 – identical to the summer average. Business travelers reported the highest average at \$123,000, followed by vacation/pleasure visitors, then VFRs. Trends in income levels can be found in the Trends section.

Household Income By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Less than \$25,000	4%	5%	6%	2%
\$25,000 to \$50,000	13	15	19	6
\$50,000 to \$75,000	19	20	22	17
\$75,000 to \$100,000	15	11	15	17
\$100,000 to \$125,000	14	15	10	16
\$125,000 to \$150,000	9	4	7	11
\$150,000 to \$200,000	7	7	4	9
Over \$200,000	8	5	3	14
Refused	12	17	14	8
Average income	\$103,000	\$92,000	\$82,000	\$123,000

Expenditures Per Person

On average, fall/winter visitors spent \$760 per person while in Alaska, or \$84 per night. Average expenditures were higher among business (\$922) and vacation/pleasure visitors (\$854) when compared to VFRs (\$559).

Fall/winter visitors spent an average of \$174 per person less than summer visitors (\$760 compared to \$934 per person). Fall/winter vacation/pleasure visitors spent an average of \$81 less than summer vacation/pleasure visitors (\$854 compared to \$935 per person).

It is important to note that this survey question captured in-state expenditures only, excluding the cost of transportation to and from the state (such as airfare and ferry tickets). (Visitors that traveled onboard the Alaska Marine Highway spent an average of \$615 per person for their ferry tickets. This includes expenditures on ferry travel to and from Alaska, as well as between communities within the state.)

Visitor Expenditures in Alaska, Per Person, Overall¹ Excluding Transportation to/from Alaska By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Less than \$500	61%	58%	74%	49%
\$501 - \$1,000	19	18	12	25
\$1,001 - \$2,500	13	14	9	17
\$2,501 - \$5,000	3	3	1	3
Over \$5,000	1	3	1	1
Don't know	4	5	4	4
Average per person, per trip	\$760	\$854	\$559	\$922
Average per person, per night	\$84	\$126	\$52	\$112

¹ Based to intercept respondents only.

Note: Spending on airfare and ferry tickets to enter and exit the state is excluded.

The following table provides information on average spending by category. Visitors spent the highest amount on lodging, averaging \$251 per person. Food/beverage was the second-largest category, at \$191 per person. On average, visitors spent \$129 per person on retail purchases (including gifts, souvenirs, and clothing).

Spending patterns were different for each trip purpose market. Vacation/pleasure visitors reported higher spending on cars/fuel/transportation, packages, and tours/activities/entertainment. Business visitors tended to spend more money on lodging and food/beverage. VFRs reported higher spending on transportation and retail.

Averages by category do not add up exactly to total spending estimates. This is because each category is based to slightly different samples, due to "don't know" responses.

Visitor Expenditures in Alaska, Per Person, by Category¹ By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Lodging	\$251	\$197	\$70	\$434
Food/beverage	191	132	157	235
Gifts/souvenirs/clothing	129	141	182	75
Cars/fuel/transportation	114	223	45	159
Packages	64	423	*	*
Tours/activities/entertainment	29	43	33	24
Other	11	14	10	11

¹ Based to intercept respondents only.

* Sample size too small for analysis.

Note: Spending on airfare and ferry tickets to enter and exit the state is excluded.

Total Expenditures

Visitors' out-of-pocket expenditures totaled \$190 million, excluding transportation costs to travel to and from Alaska. Business visitors' spending was the largest among the trip purpose markets (\$105 million). Out-of-pocket expenditures among VFRs totaled \$59 million; and vacation/pleasure visitors represented \$25 million in in-state spending.

Total Visitor Expenditures in Alaska in Millions of Dollars By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Total in-state spending	\$189.6	\$25.4	\$59.0	\$105.4

Note: Spending on ferry tickets to enter and exit the state is excluded.

When spending by category is extrapolated to the entire fall/winter market, the lodging category generated the largest total spending, at \$63 million, followed by food/beverage at \$48 million, and retail at \$32 million. Relative total spending by trip purpose market reflects the differences in volume and average spending.

Total Visitor Expenditures in Alaska, by Category in Millions of Dollars By Trip Purpose

	All Visitors	Vacation/ Pleasure	Visiting Friends/Rel.	Business
Lodging	\$62.6	\$5.9	\$7.4	\$49.6
Food/beverage	47.7	3.9	16.6	26.9
Gifts/souvenirs/clothing	32.2	4.2	19.2	8.6
Cars/fuel/transportation	28.4	6.6	4.7	18.2
Package	16.0	12.6	*	*
Tours/activities/entertainment	7.2	1.3	3.5	2.7
Other	2.7	0.4	1.1	1.3

* Sample size too small for analysis.

Note: Spending on airfare and ferry tickets to enter and exit the state is excluded.

Full-Year Expenditures

Combining results of the Summer 2006 and Fall/Winter 2006-07 study periods, total *annual* expenditures are estimated at \$1.7 billion. Cruise packages are not included in the spending figures. Based on the average per person cruise price of \$1,897 and the total volume of 958,900, the cruise market spent approximately \$1.8 billion on cruises and cruise/tour packages in 2006-07.

Total Full-Year Visitor Expenditures in Alaska in Millions of Dollars

	Summer 2006	Fall/Winter 2006-07	Full-Year 2006-07
Total in-state spending	\$1,524	\$190	\$1,714

Note: Spending by cruise visitors excludes the price of their cruise or cruise/tour package. Spending on airfare and ferry tickets to enter and exit the state is excluded.