

Alaska Visitor Statistics Program VI

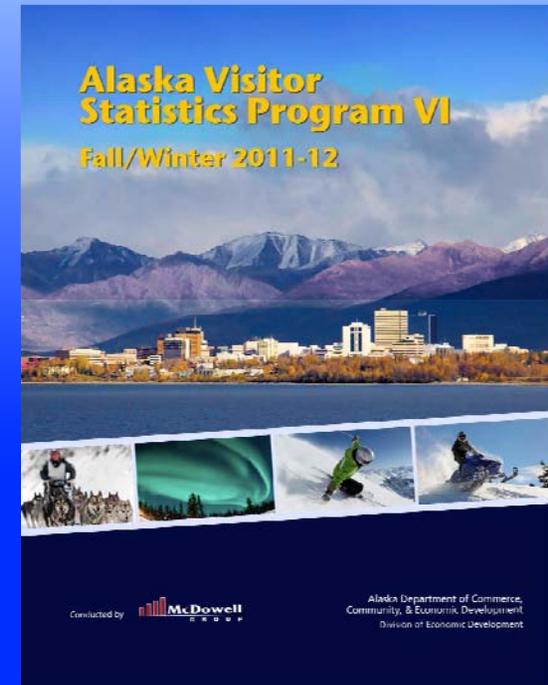
Fall/Winter

2011-12

Prepared for:
Alaska Department of Commerce,
Community, and Economic
Development
Office of Economic Development

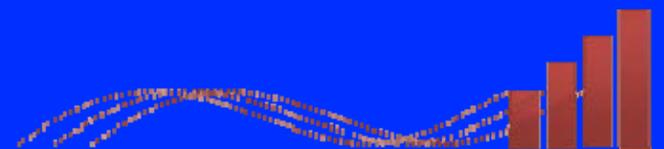
Prepared by:
McDowell Group, Inc.
Anchorage · Juneau

*“Celebrating 40 years of excellence in
research & consulting.”*



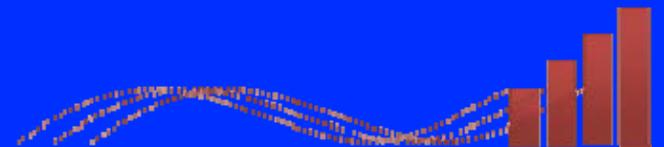
Presentation Contents

- ◆ Methodology Overview
- ◆ Visitor Volume
- ◆ Survey Results



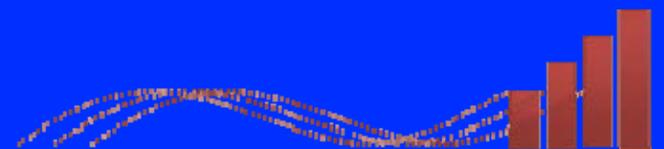
McDowell Group

- ◆ 2,000+ research and consulting projects since 1972
- ◆ Offices in Juneau and Anchorage
- ◆ Conducted five out of six AVSPs since 1985
- ◆ Visitor industry services:
 - ◆ Visitor and customer surveys
 - ◆ Community tourism planning
 - ◆ CVB member surveys
 - ◆ Economic impact analysis
 - ◆ Feasibility and business planning



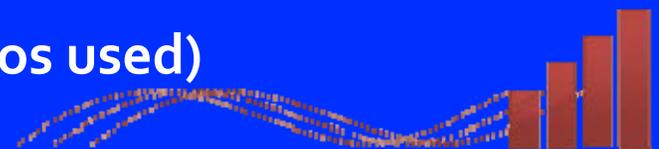
What is AVSP?

- ◆ Periodic year-long study of out-of-state visitors to Alaska
 - ◆ Six studies since 1985
 - ◆ Traffic updates in interim years
 - ◆ Summer: May-September, Fall/Winter: October-April
- ◆ Commissioned by DCCED, Office of Economic Development
- ◆ Two main components
 - ◆ Visitor traffic estimates
 - ◆ Visitor survey



Visitor Traffic

- ◆ 38,000+ passengers tallied: resident versus visitor
 - ◆ Air passengers only
 - ◆ Tally locations:
 - ◆ Anc, Fai, Jun, Sit, Ktn airports
 - ◆ No tallies, just surveys at Ktn ferry terminal
 - ◆ No highway surveys or tallies
- ◆ Visitor/resident ratios determined by mode, location, month (except for AMHS)
- ◆ Ratios applied to traffic data
 - ◆ Air enplanements
 - ◆ Highway border crossings (2006-07 ratios used)



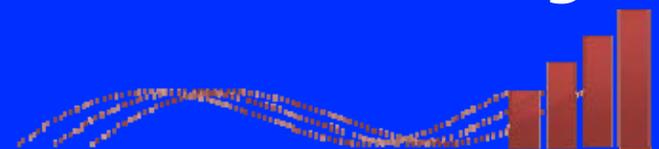
Visitor Survey

- ◆ 1,364 visitor surveys
- ◆ Intercept method
- ◆ Survey subjects:
 - ◆ Trip purpose
 - ◆ Package type
 - ◆ Transportation modes
 - ◆ Previous & future Alaska travel
 - ◆ Length of stay
 - ◆ Destinations
 - ◆ Lodging
 - ◆ Spending
 - ◆ Activities
 - ◆ Satisfaction
 - ◆ Trip planning
 - ◆ Demographics

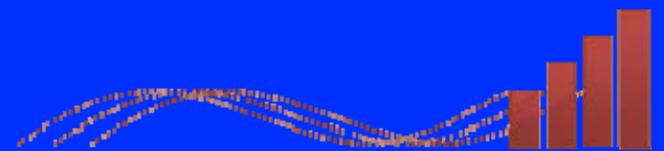


Market Profiles

- ◆ Main analysis by Trip Purpose: Vacation/Pleasure, Visiting Friends/Relatives (VFR), Business
- ◆ Additional profiles:
 - ◆ Destination visited: Anchorage, Fairbanks, Juneau, Ketchikan, Palmer/Wasilla, Sitka, Girdwood, Seward, Kenai/Soldotna, Southwest, Far North
 - ◆ US Origin: West, Midwest, South, East
 - ◆ Ferry users
 - ◆ Package purchasers
- ◆ Special chapter on international visitors (including Japanese visitor profile)



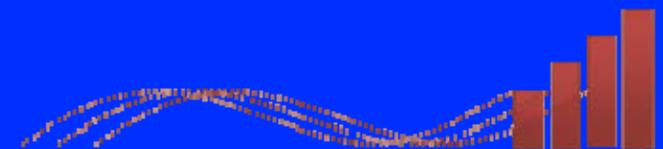
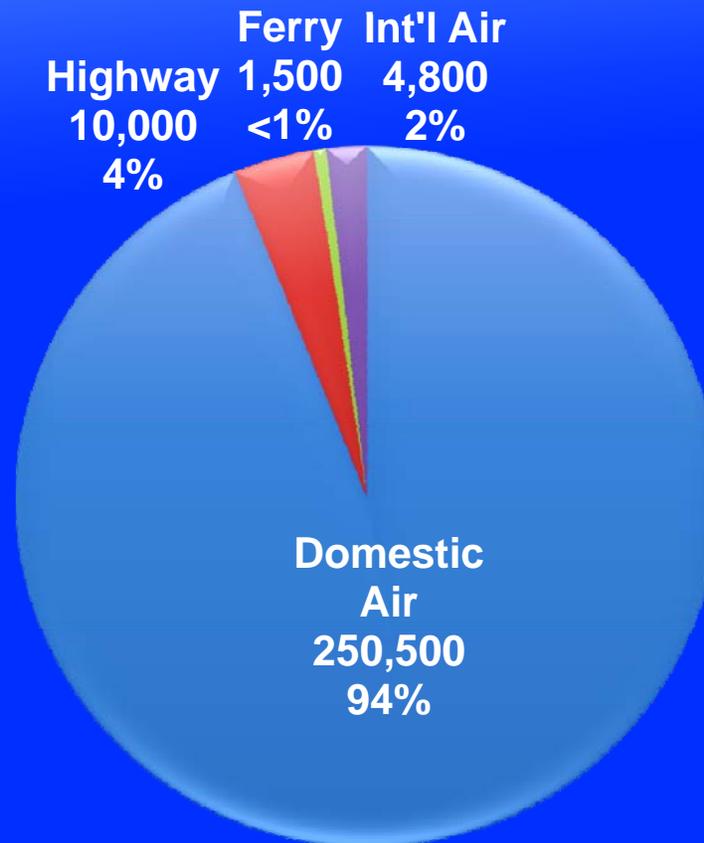
Visitor Traffic



Visitor Volume by Exit Mode

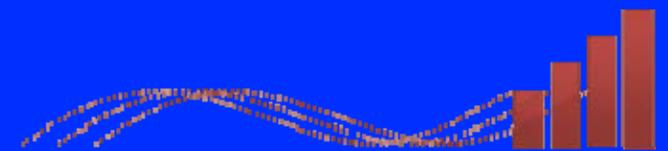
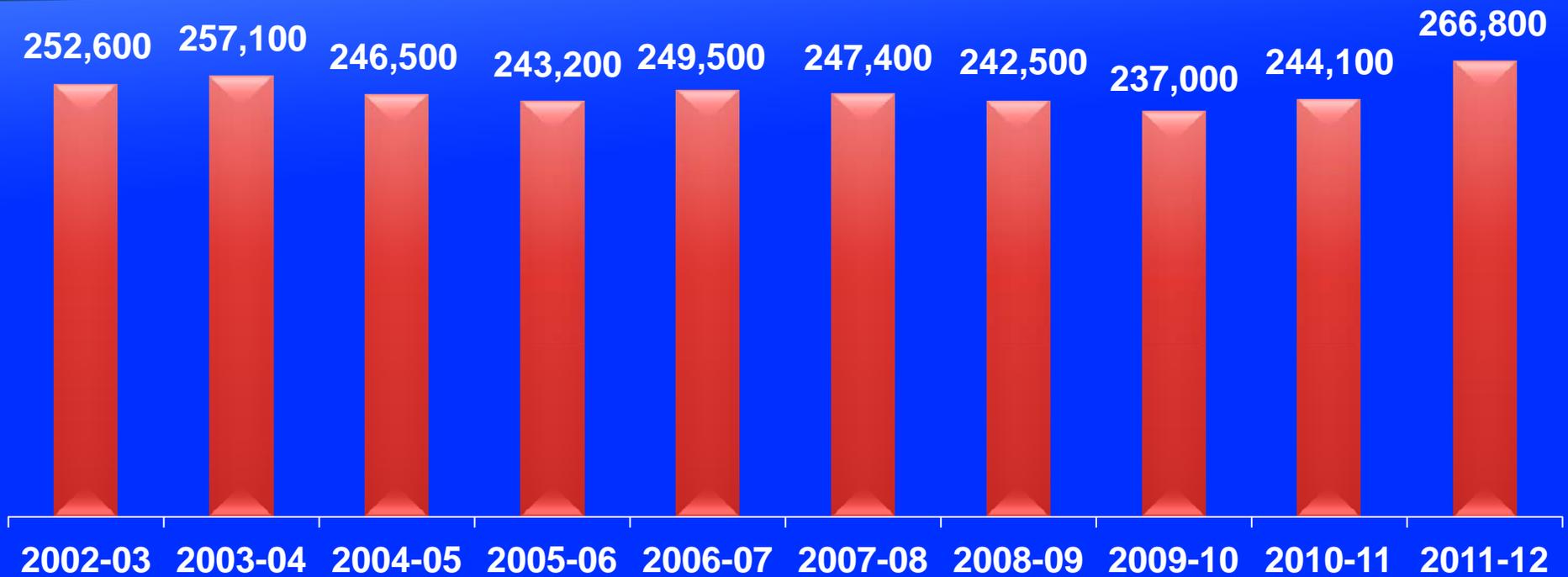
Fall/Winter 2011=12

Total Visitor
Volume:
266,800



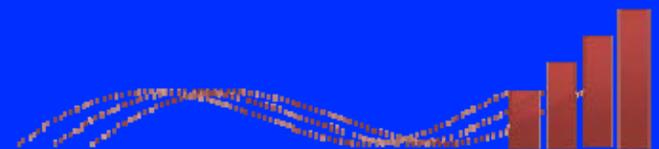
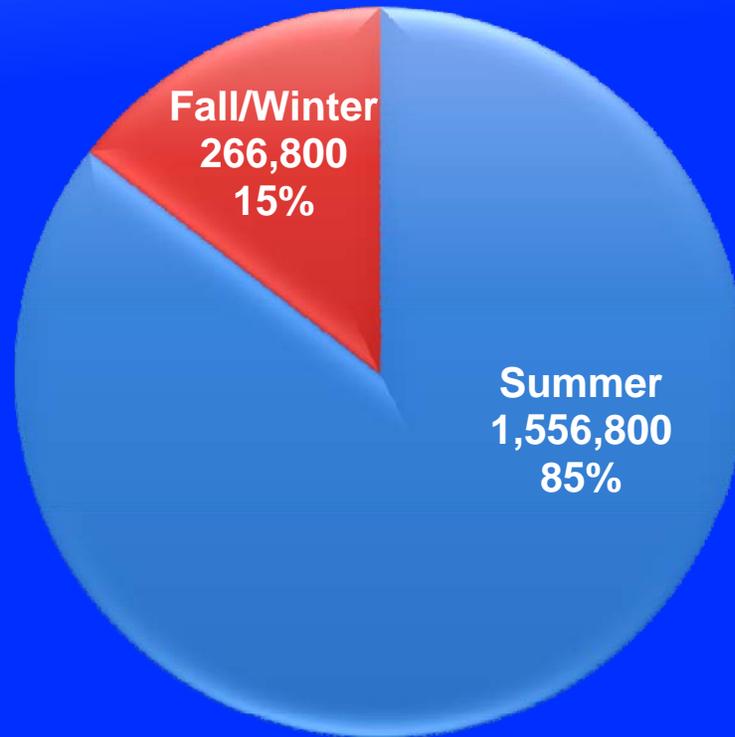
Visitor Volume

Fall/Winter 2002-03 to 2011-12



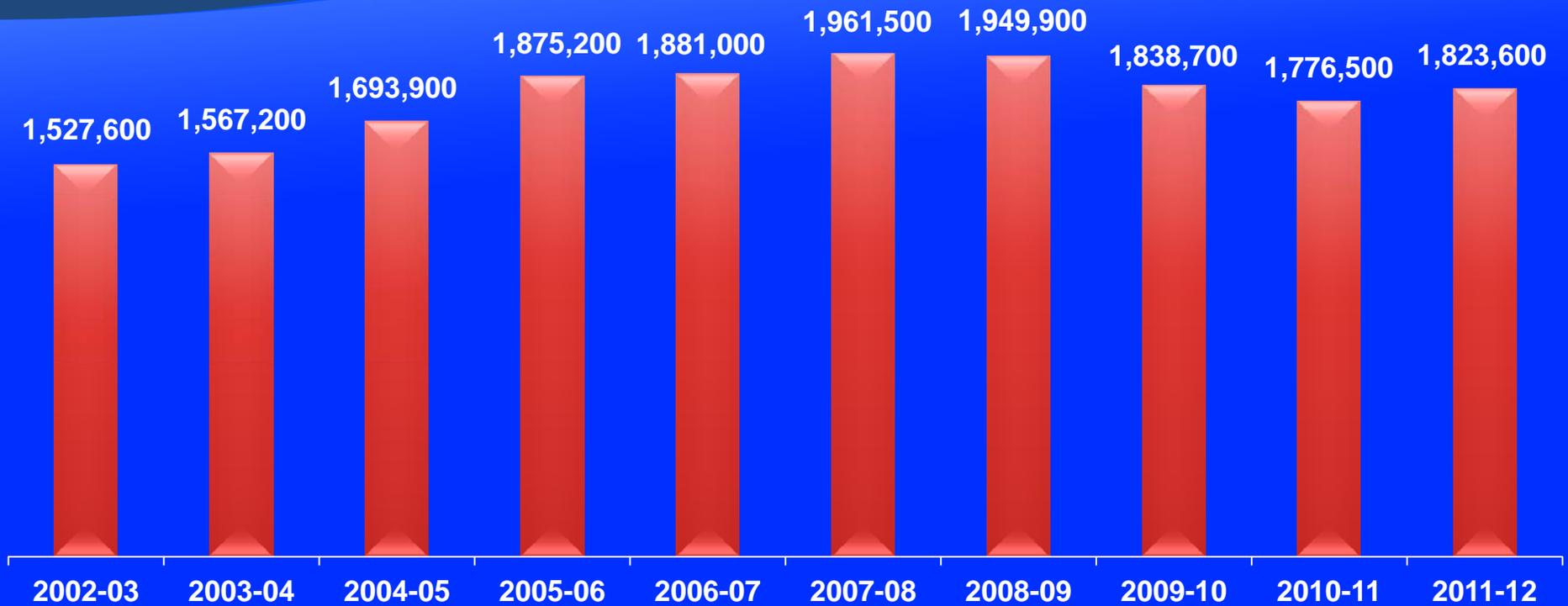
Visitor Volume Full Year 2011-2012

Total Visitor
Volume:
1,823,600

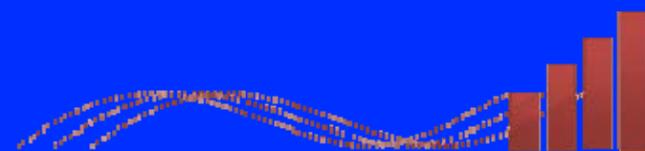


Visitor Volume

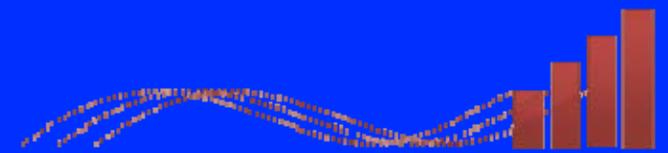
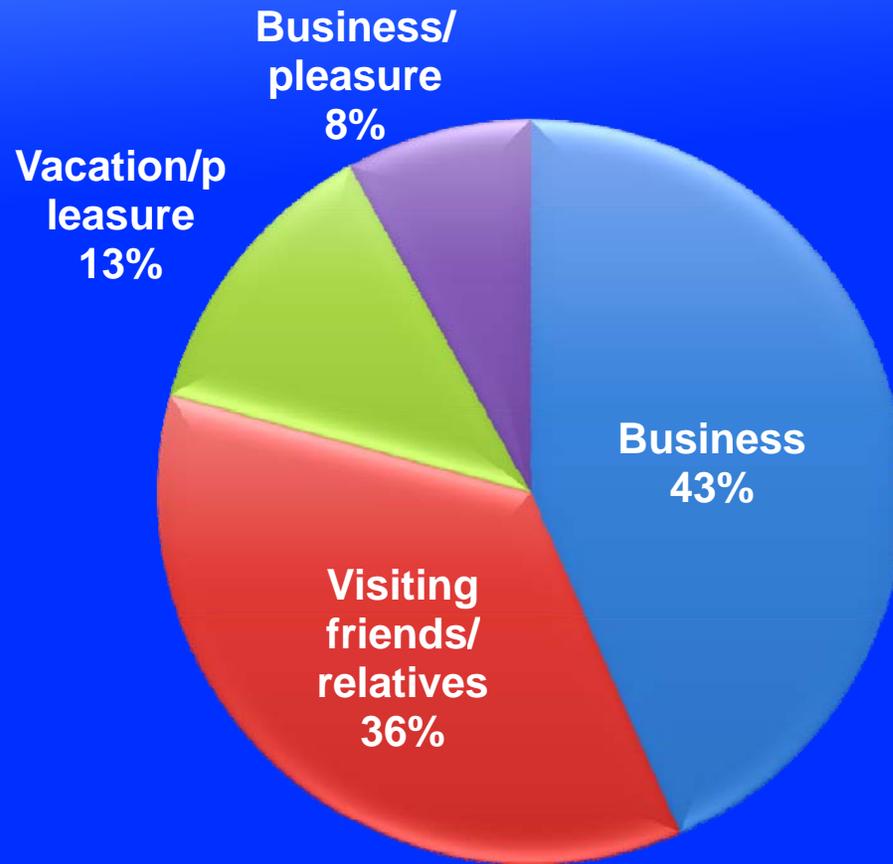
Full Year 2002-03 to 2011-12



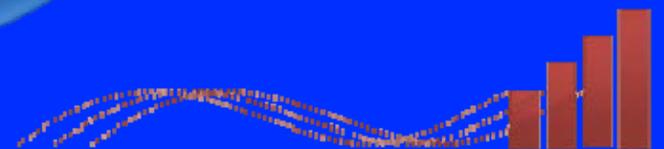
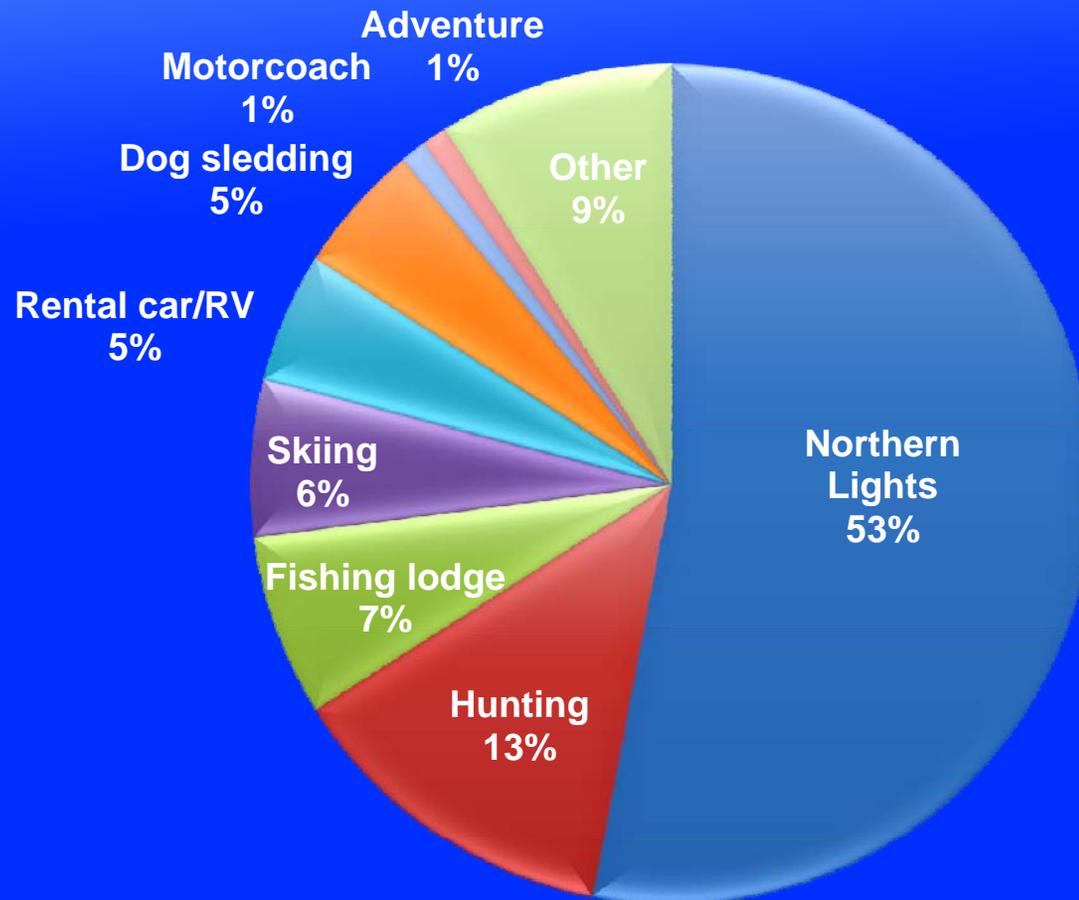
Survey Results



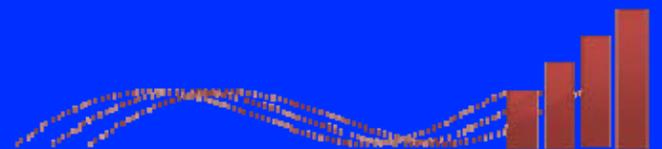
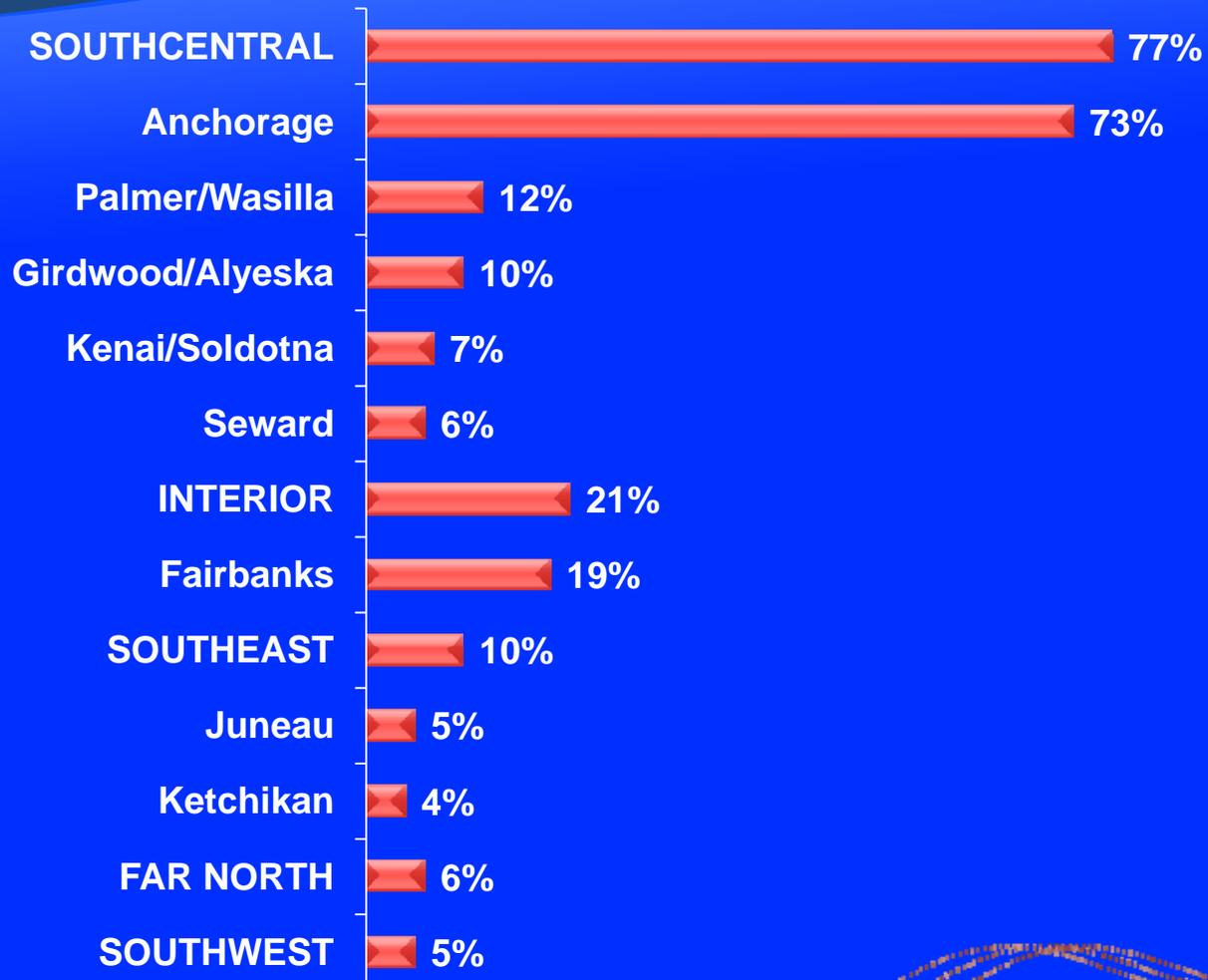
Trip Purpose



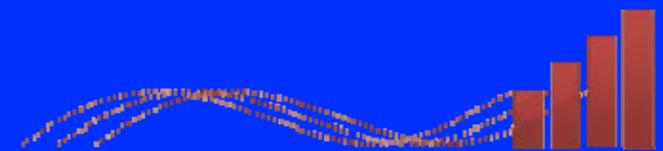
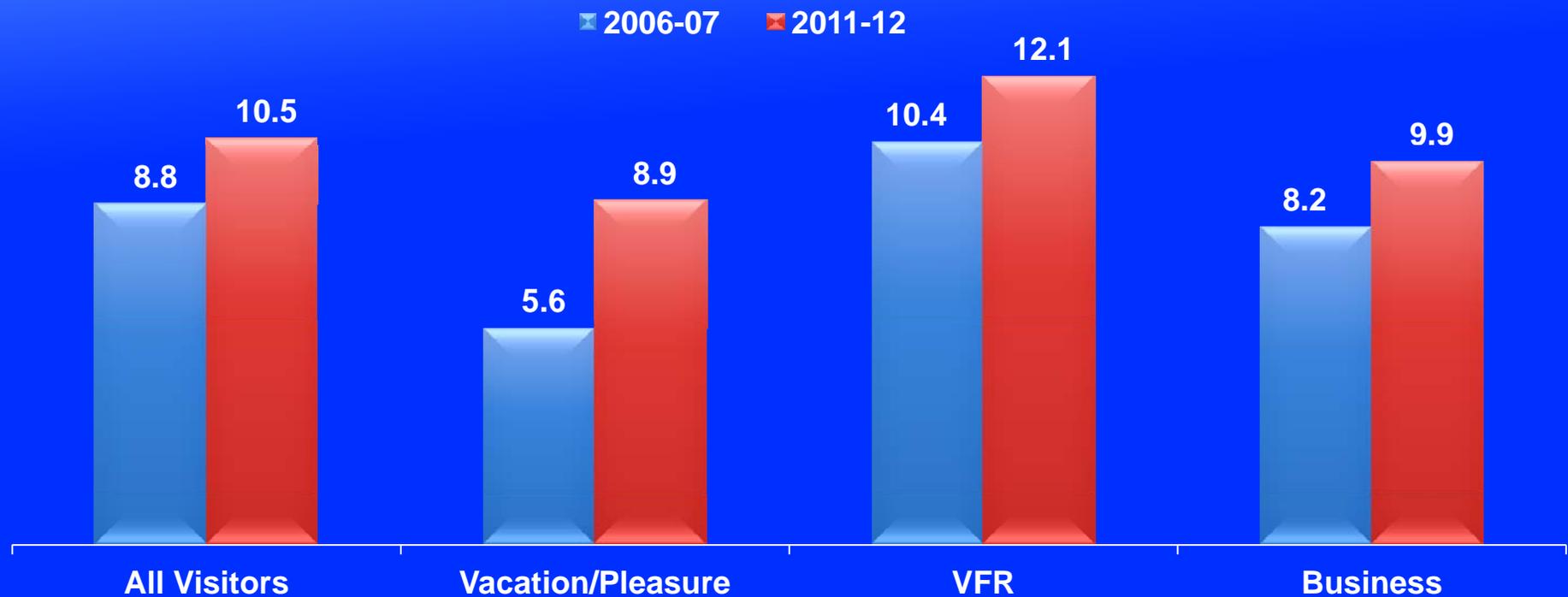
Package Type



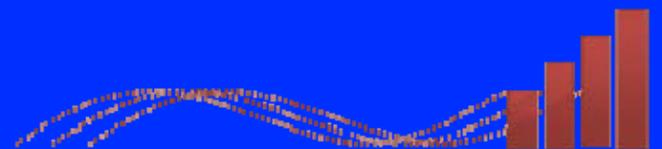
Destinations Visited



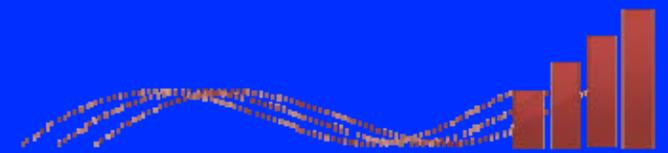
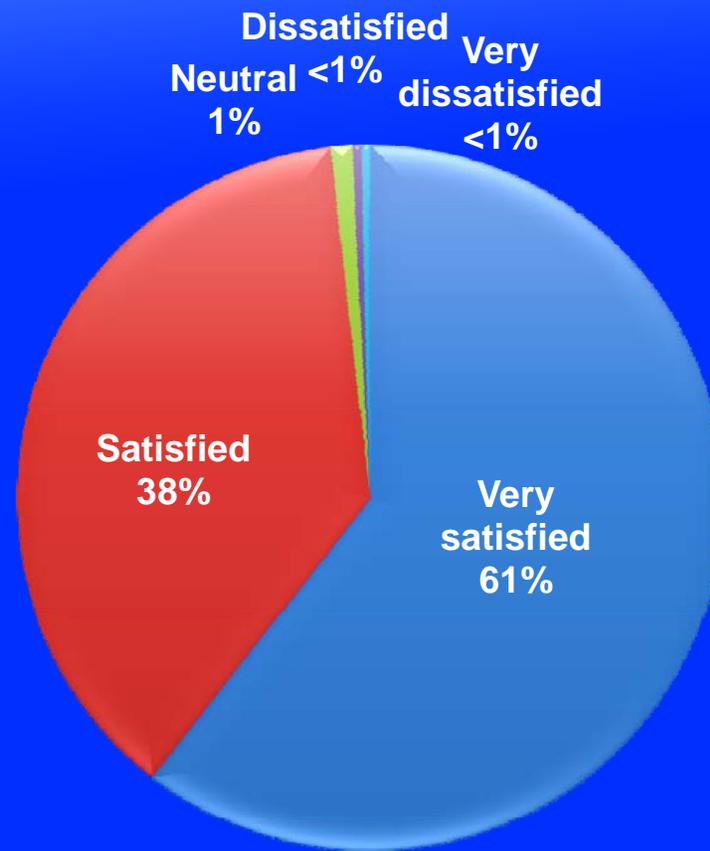
Average Length of Stay by Trip Purpose, 2006-07 and 2011-12 (# of nights)



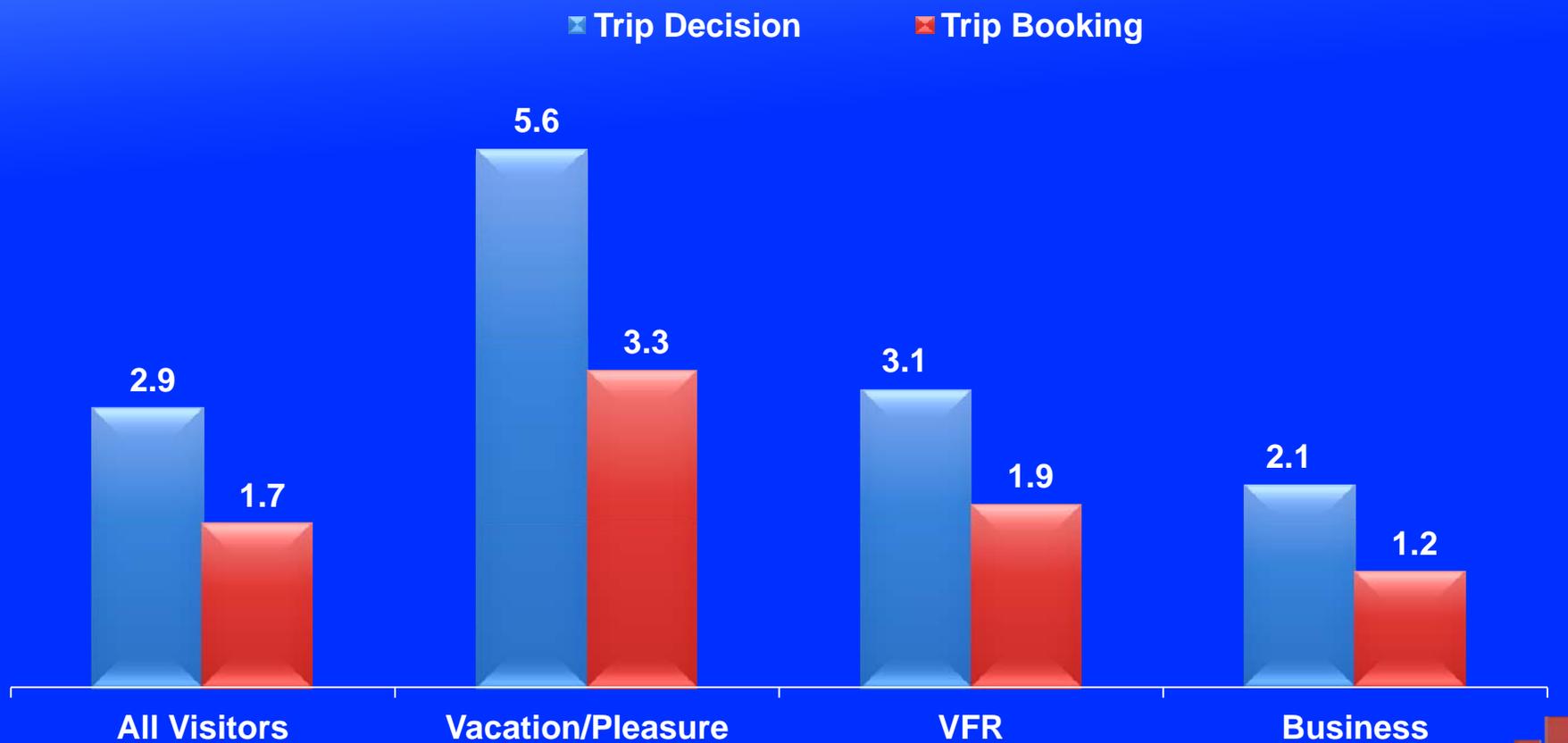
Most Popular Activities



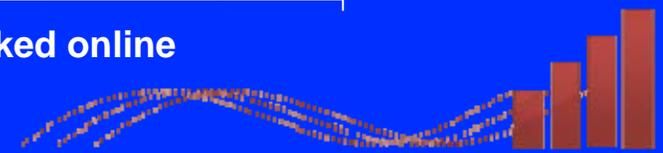
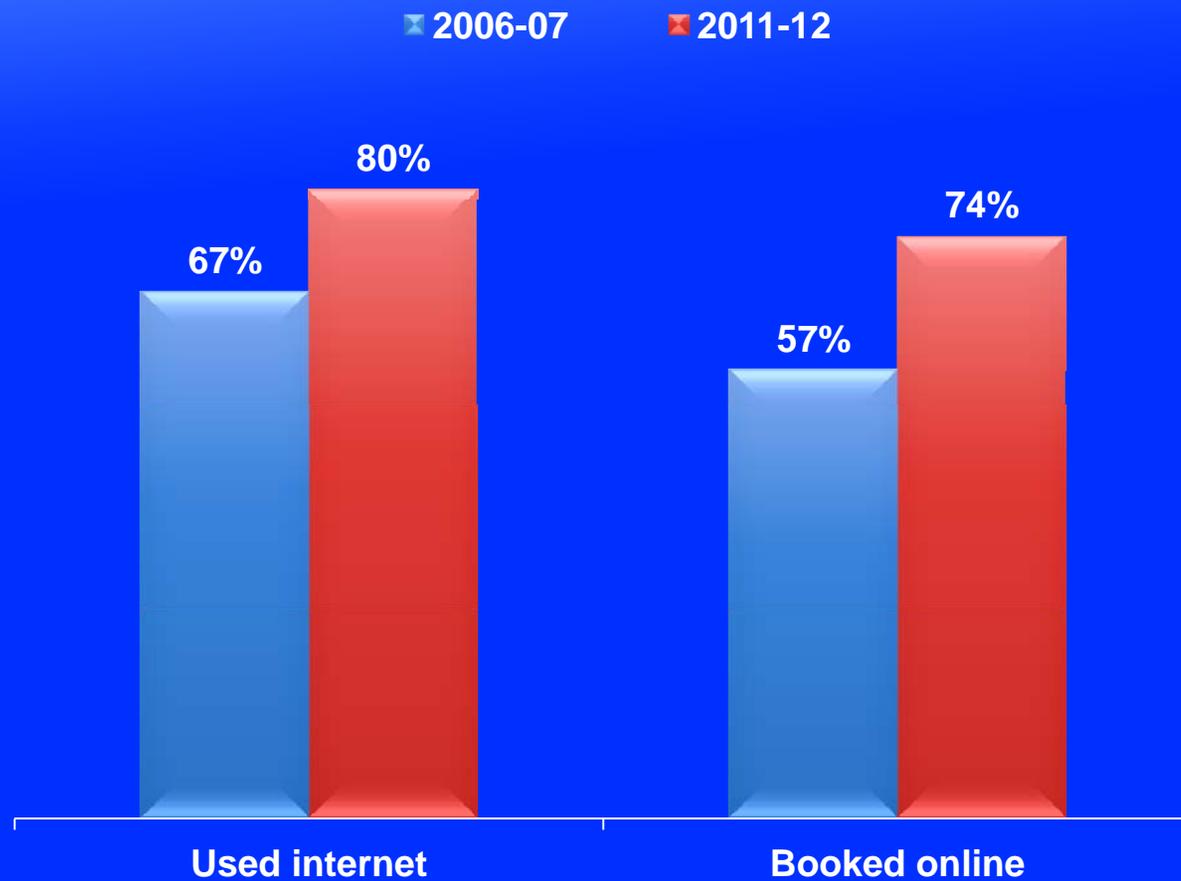
Satisfaction with Overall Alaska Experience



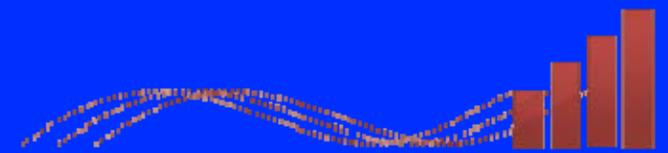
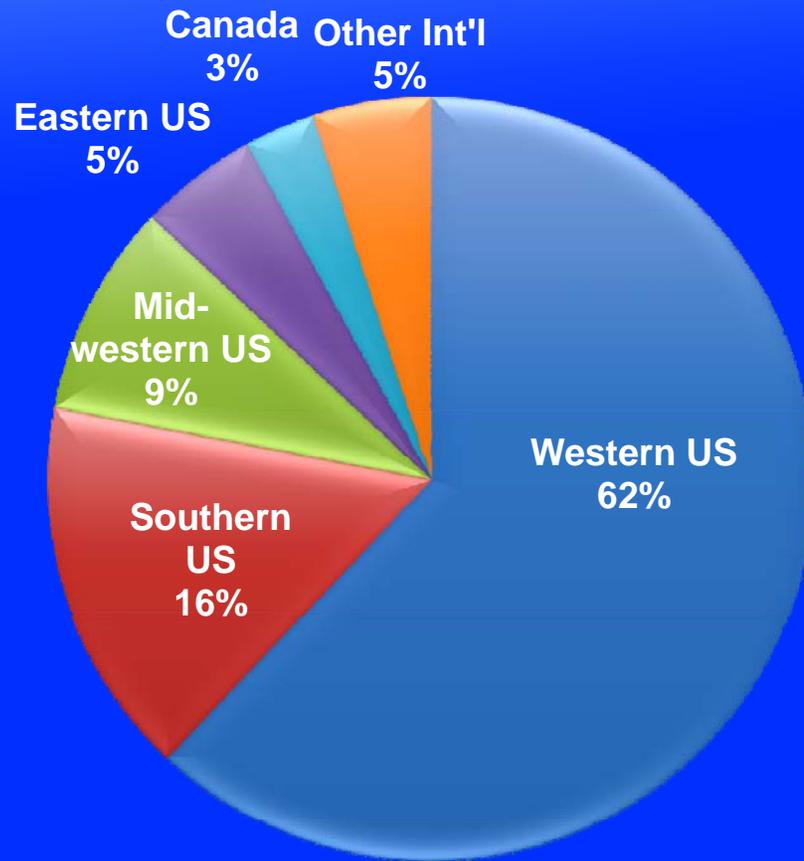
Trip Planning: Average Advance Time for Trip Planning (# of months)



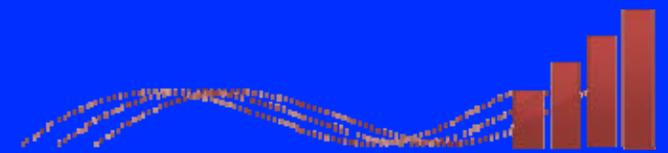
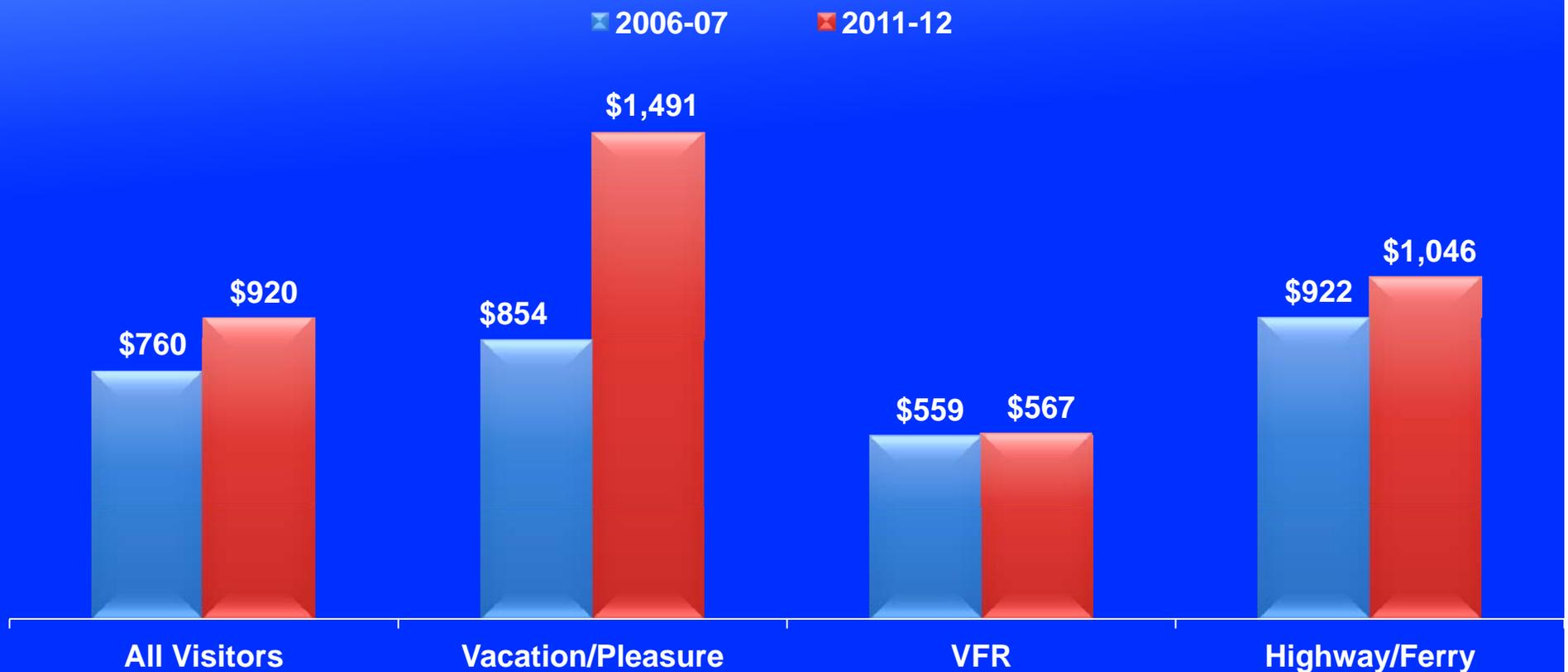
Trip Planning: Internet Usage, 2006-07 and 2011-12



Demographics: Visitor Origin

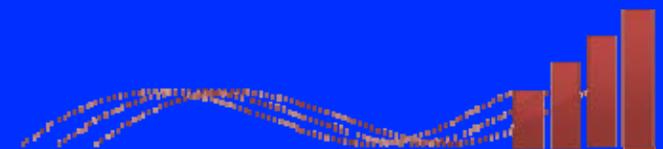
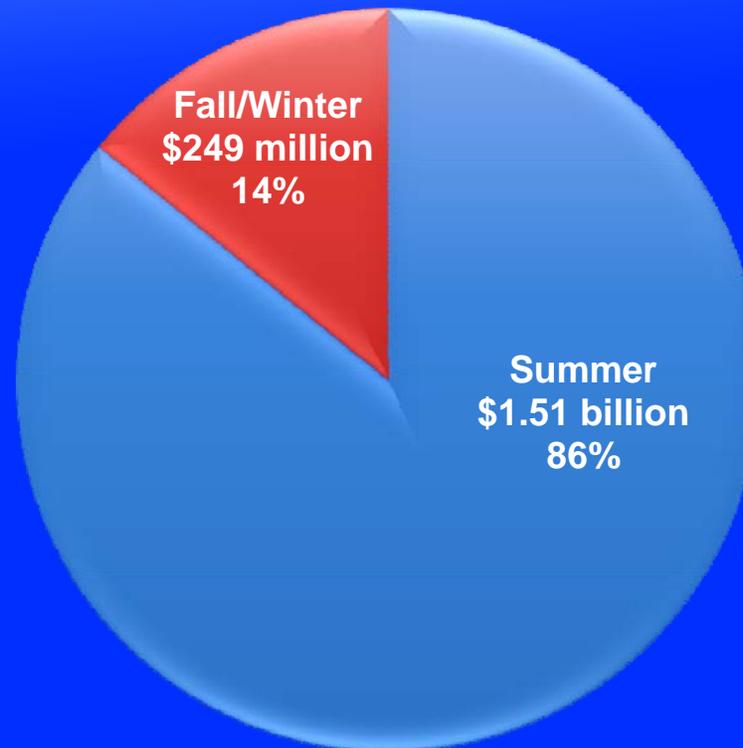


Average Per-Person, Per-Trip Spending on Alaska Trip, by Trip Purpose 2006-7 and 2011-12

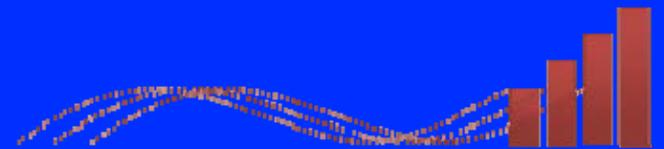


Total Visitor Expenditures, Full Year 2011-12

Total Visitor
Spending:
\$1.76 Billion



Questions



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