



# Alaska Visitor Statistics Program Fall/Winter 2011-12

**Tourism Marketing Retreat**  
Anchorage

**December 11, 2012**



# Presentation Outline

## **Part One**

Fall/Winter 2011-12

## **Part Two**

Vacation Pleasure and International

## **Part Three**

Questions



# Methodology

- McDowell Group, Inc.
- 1,364 intercept surveys at major exit points
- 82 percent response rate
- No highway sampling
- Data weighted to reflect traffic volume by transportation mode
- 38,015 visitor/resident tallies of air travelers exiting Alaska (to estimate visitor volume)

Study Period  
Oct. 2011 –  
Apr. 2012



# Report Organization

- Executive Summary

- Visitor Volume

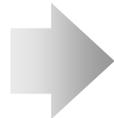
- Visitor Profile



- International Visitors

  - Japanese

- Summary Profiles



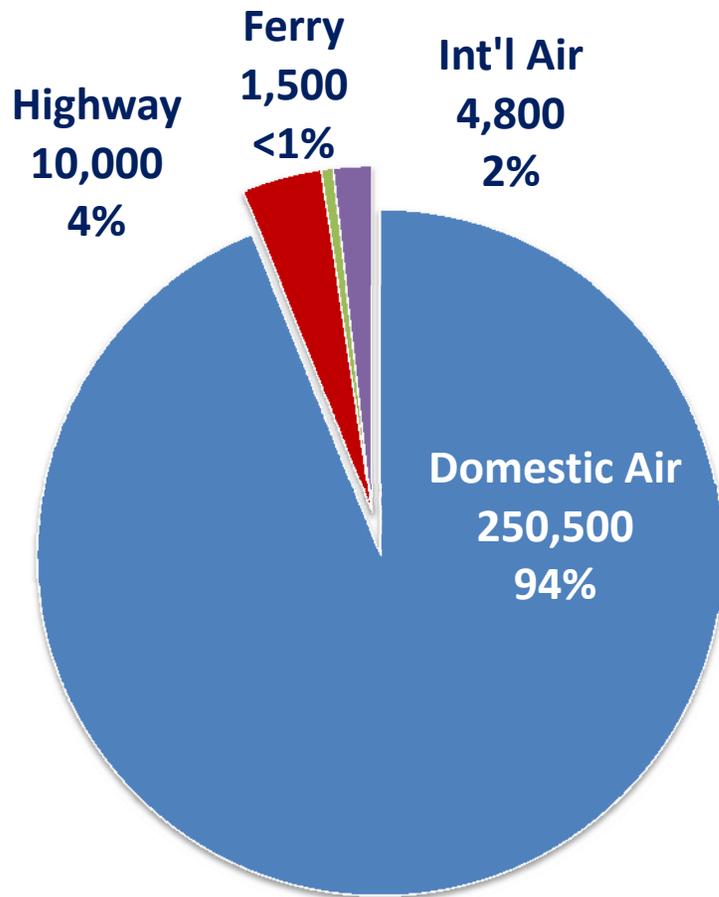
- Methodology

- Trip purpose and Packages
- Transportation modes
- Length of stay, Destinations and lodging
- Activities
- Satisfaction ratings
- Previous Alaska travel
- Trip planning
- Demographics
- Expenditures

- Destinations
- US Regions
- Ferry and Package



# 2011-12 Visitors by Exit Mode



**266,800 fall/winter visitors**

- 94 percent by domestic air
- 4 percent by highway\*
- 2 percent international air
- >1 percent ferry

\*Based on exiting traffic data.

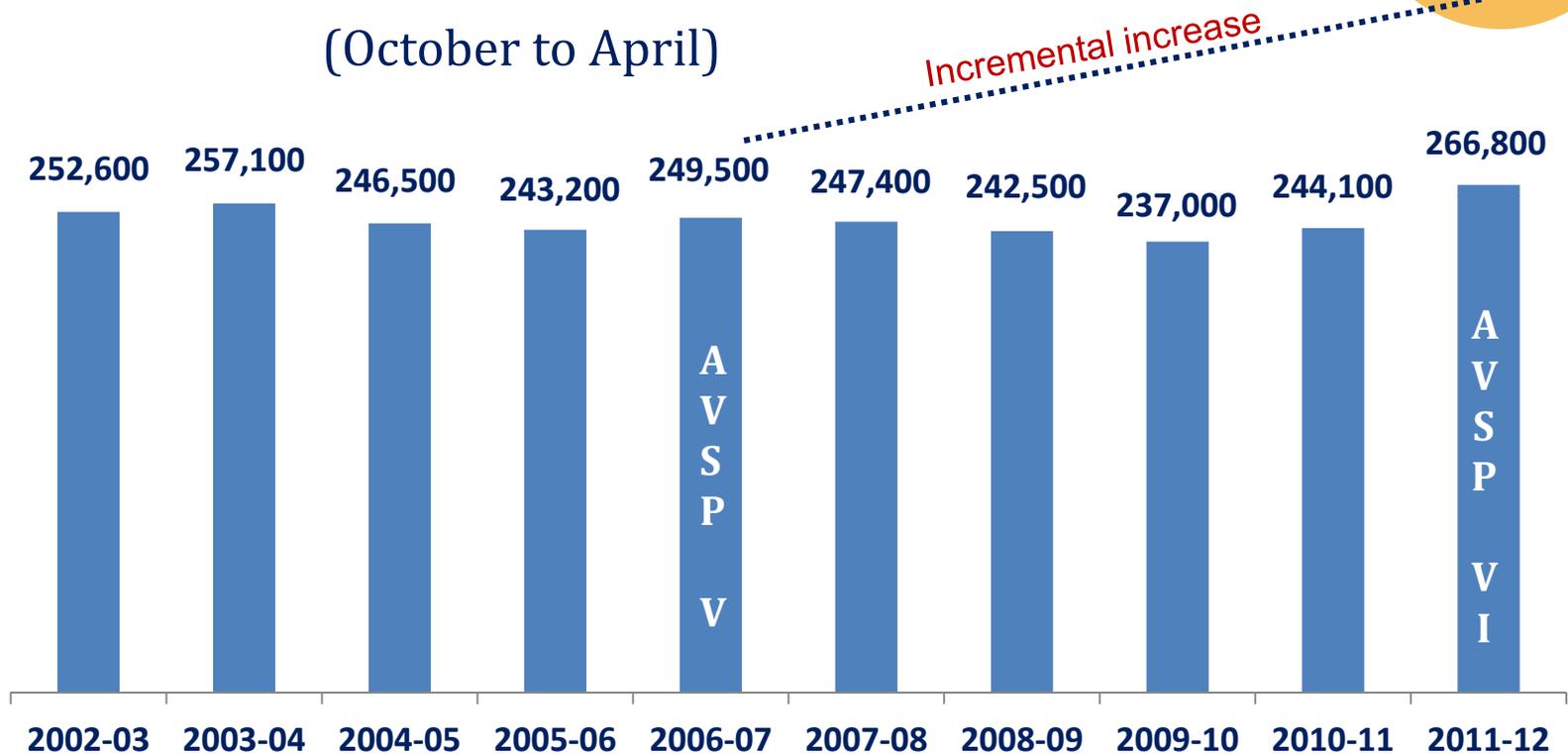


# Fall/Winter Visitors

## 2002-03 to 2011-12

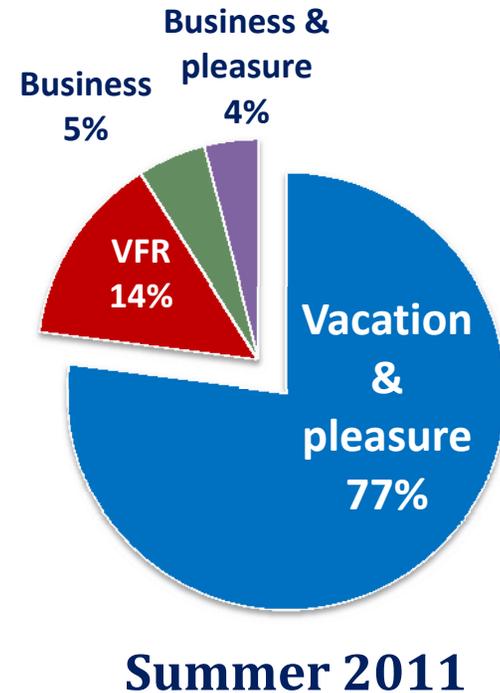
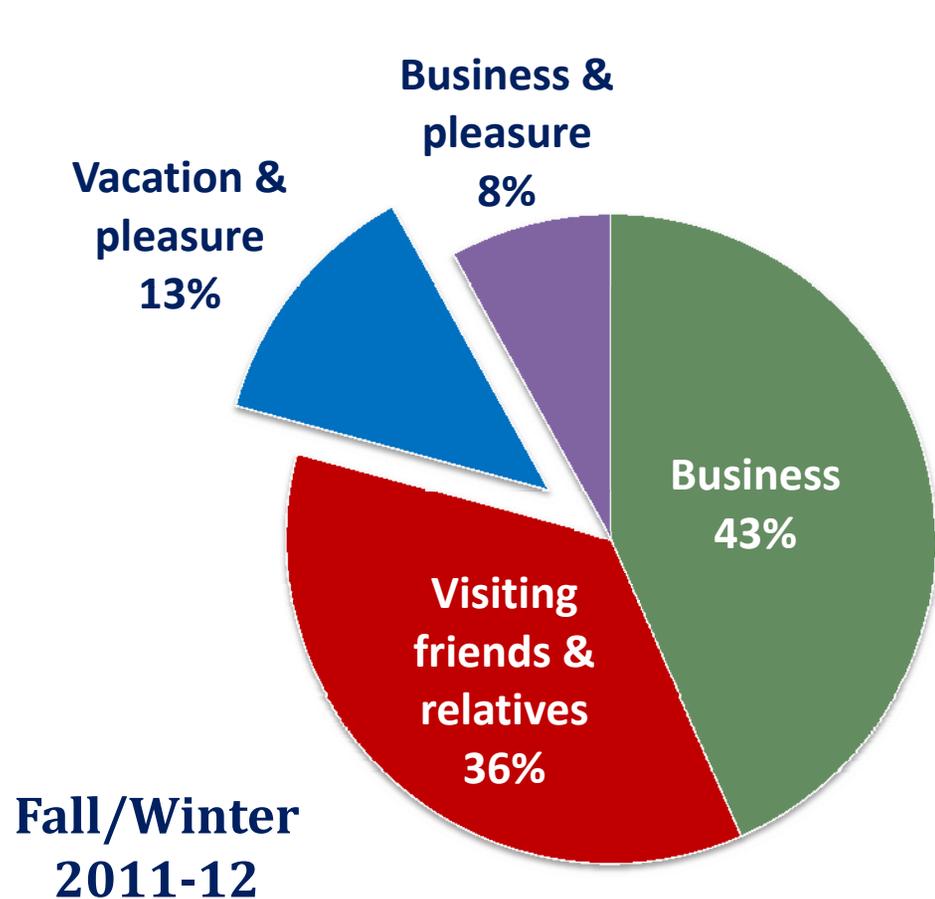
(October to April)

Up  
9 percent  
since  
2010-11





# Trip Purpose by Season





## Trip Purpose – All Visitors 2006-07 vs. 2011-12

- More likely to be traveling for business (43 percent vs. 39 percent )
- Less likely to be VFRs (36 percent vs. 42 percent ).

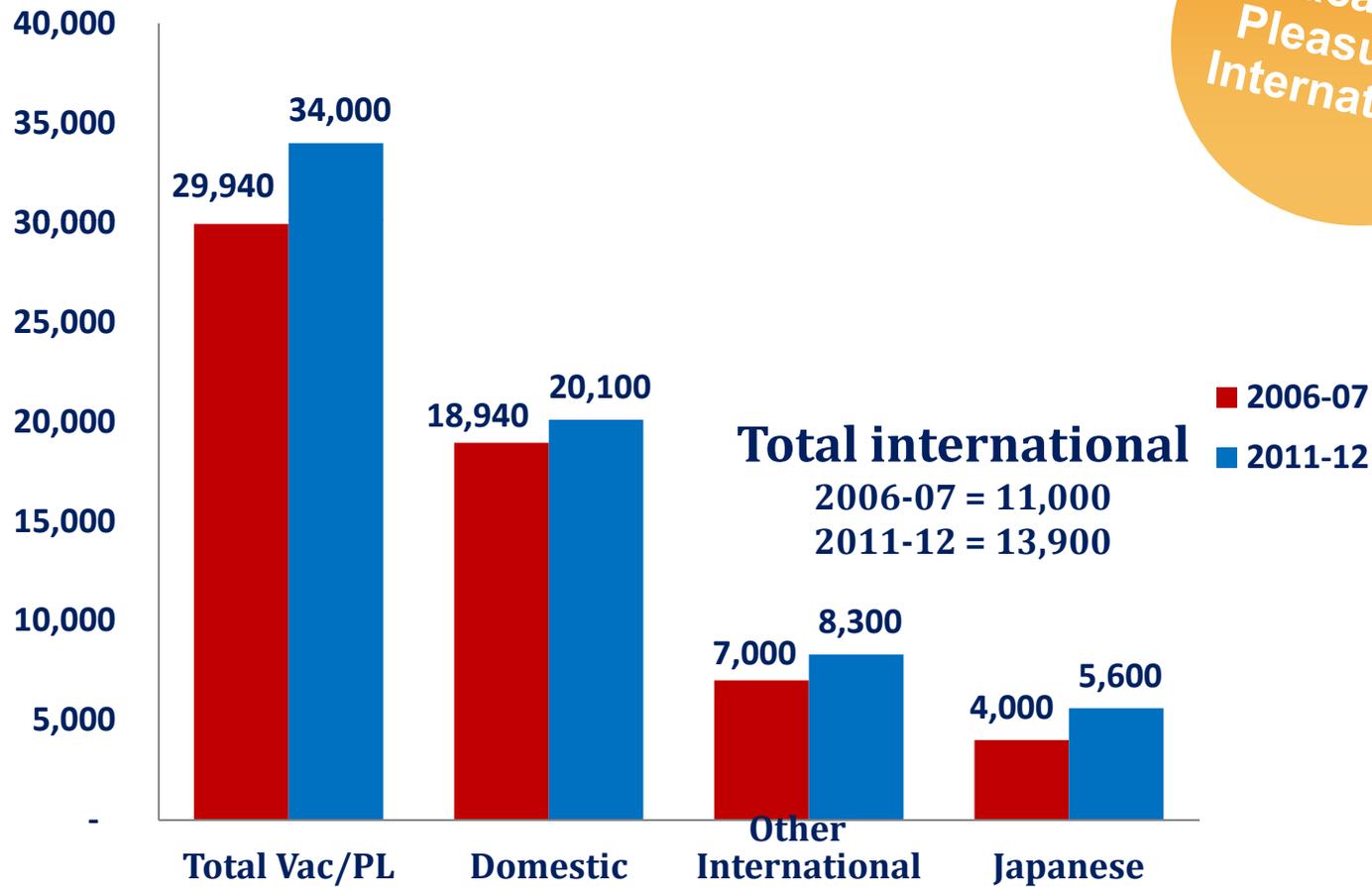
	2006-07	2011-12
Business Only	39%	43%
Visiting Friends & Relatives	42%	36%
<b>Vacation/Pleasure</b>	<b>12%</b>	<b>13%</b>
Business/Pleasure	7%	8%

Vacation  
Pleasure



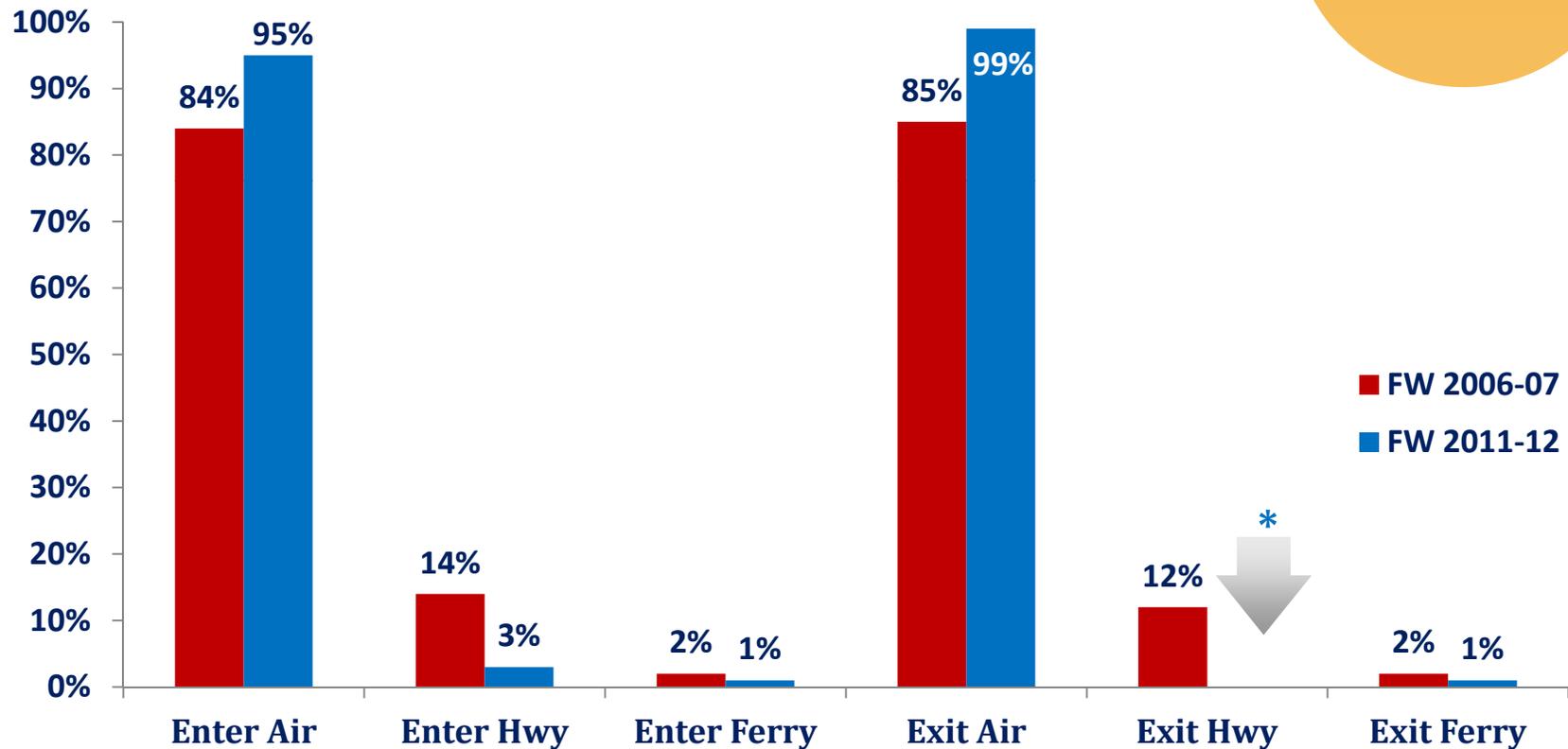
# Visitor Volume 2006-07 and 2011-12

Vacation  
Pleasure &  
International





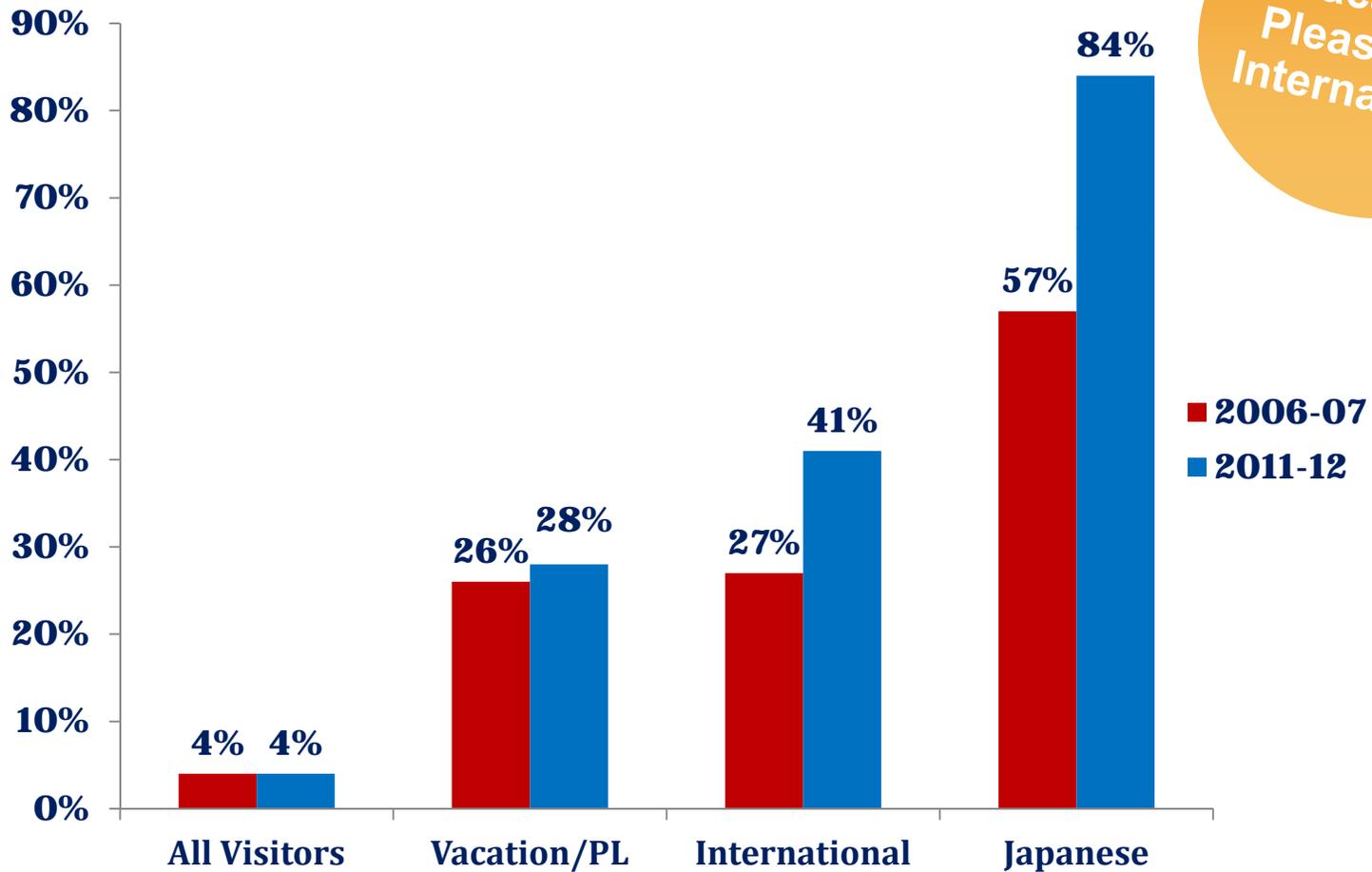
# Transportation Mode 2006-07 and 2011-12



\*Surveyed visitors only. Visitors exiting by highway not surveyed in 2011-12.



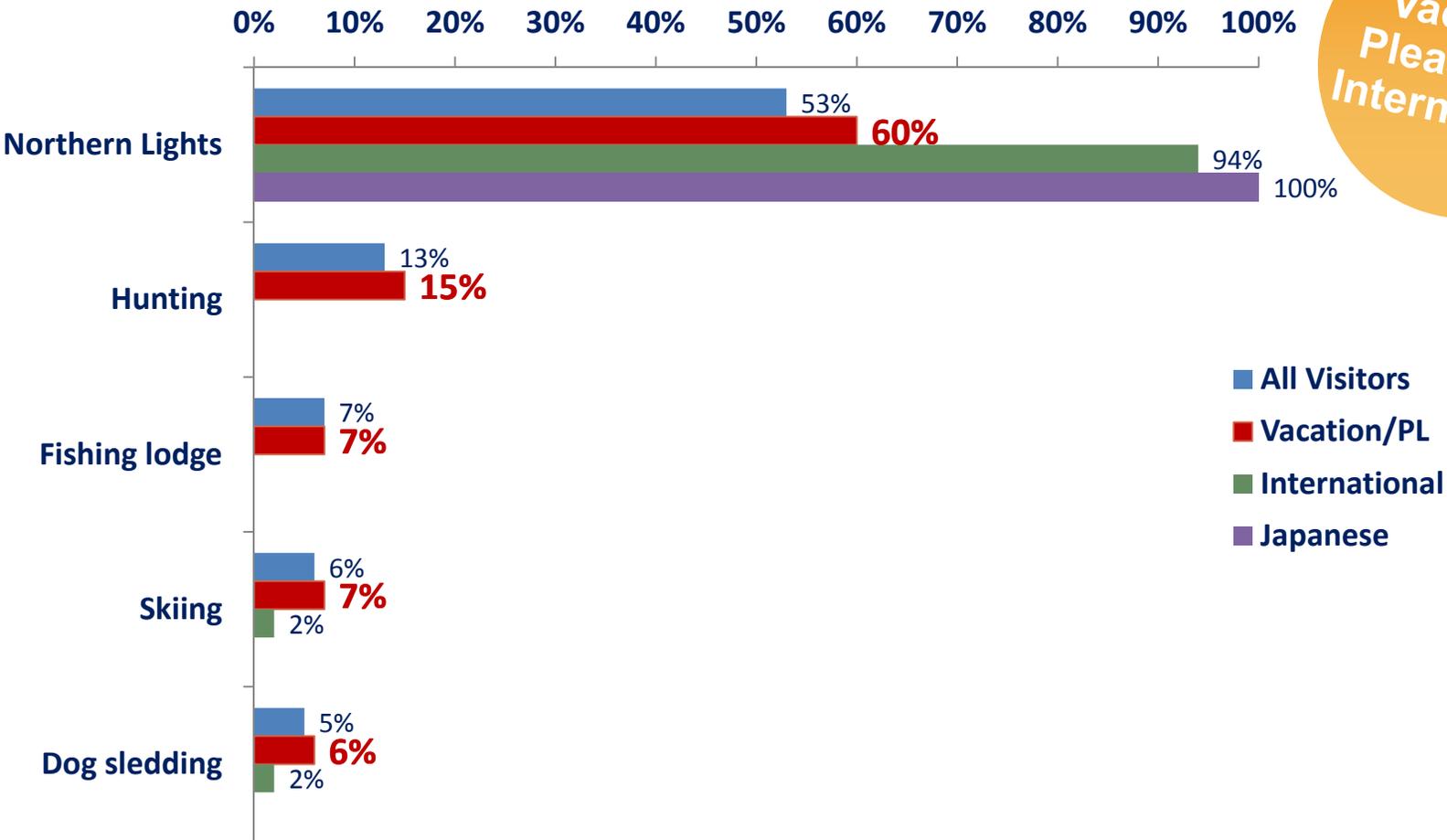
# Package Purchase 2011-12 and 2006-07



Vacation  
Pleasure &  
International



# Package Type 2011-12

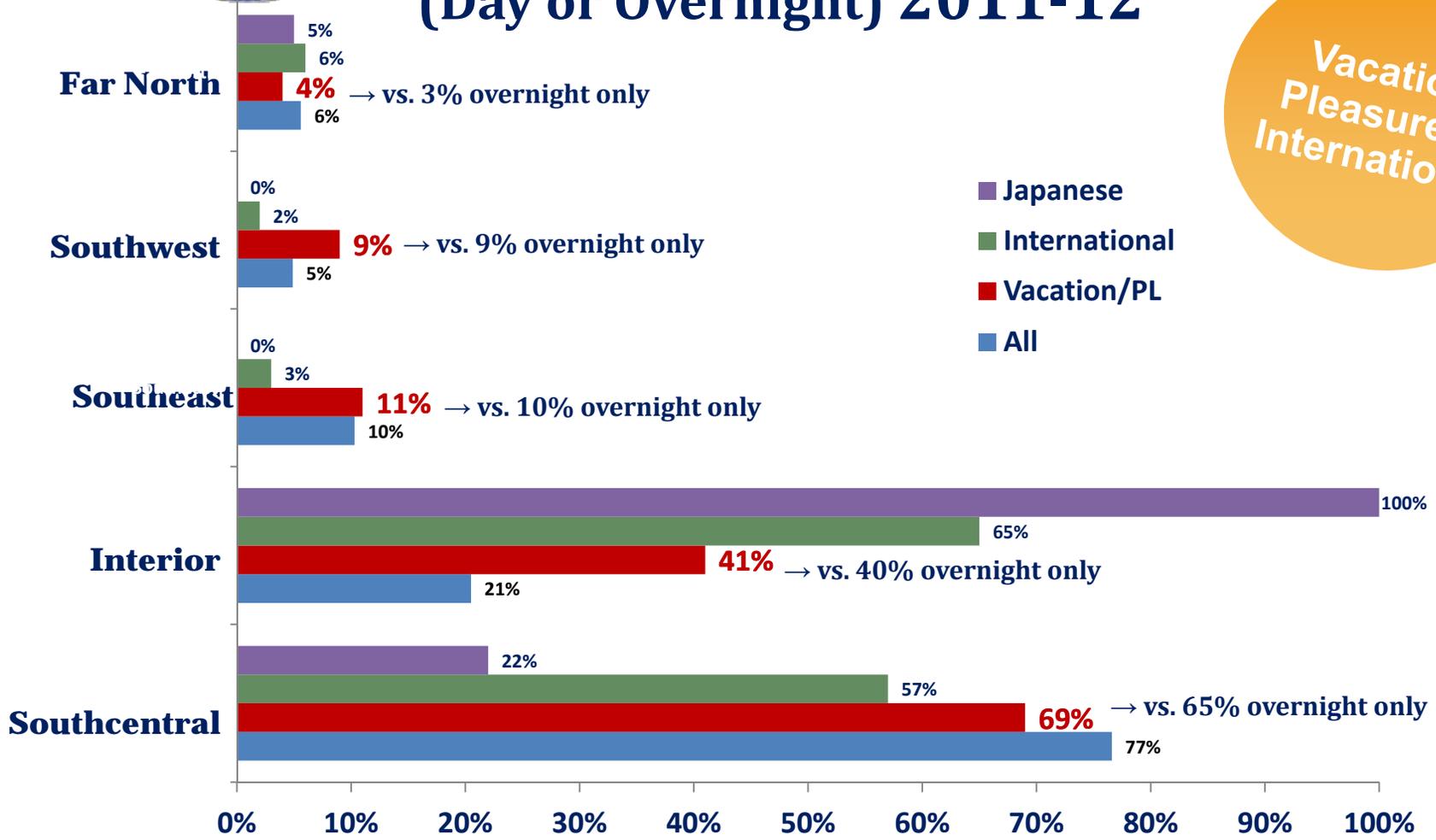


Vacation  
Pleasure &  
International



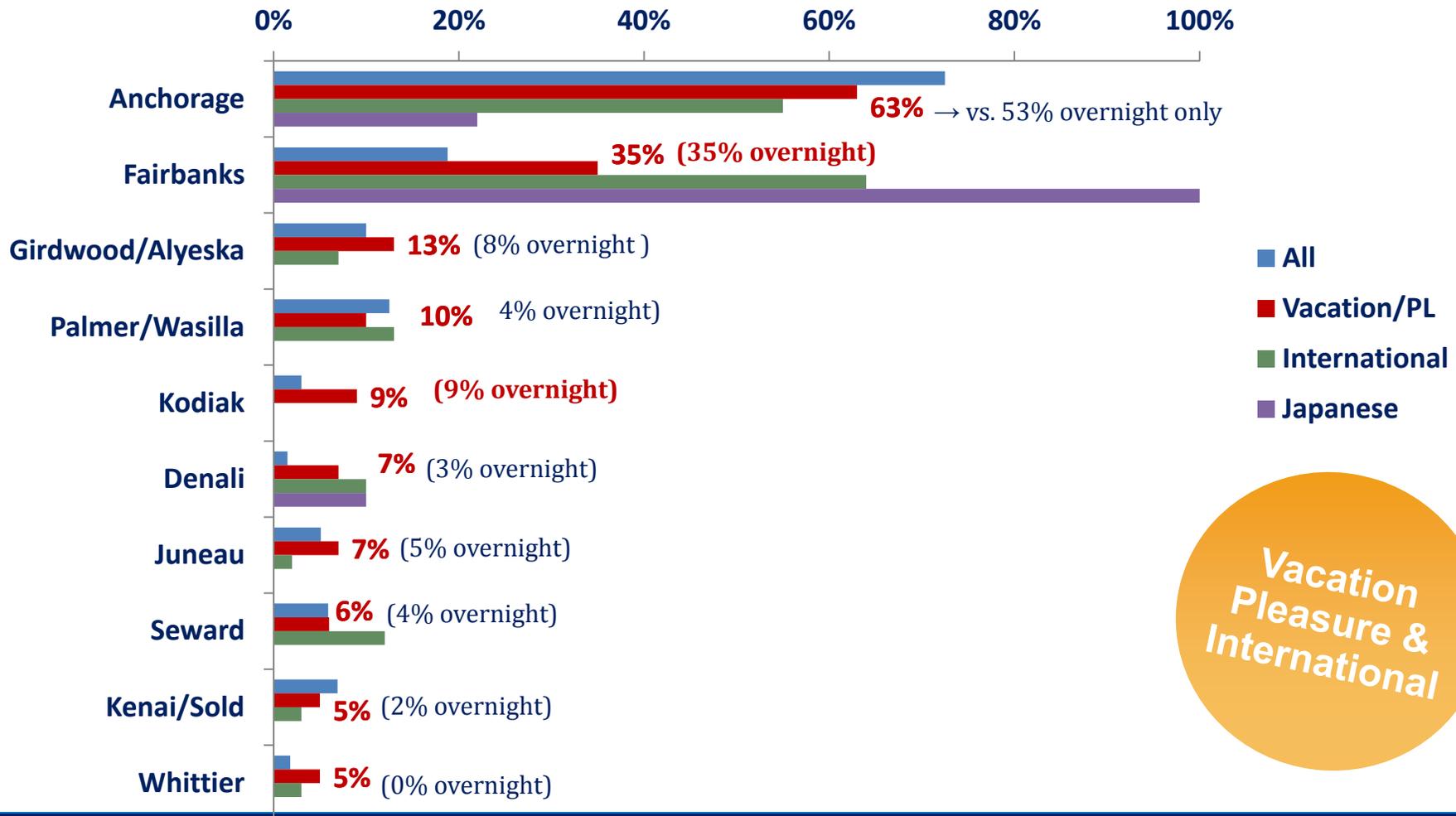
# Destinations (Day or Overnight) 2011-12

Vacation  
Pleasure &  
International





# Top Community Destinations (Day or Overnight) 2011-12

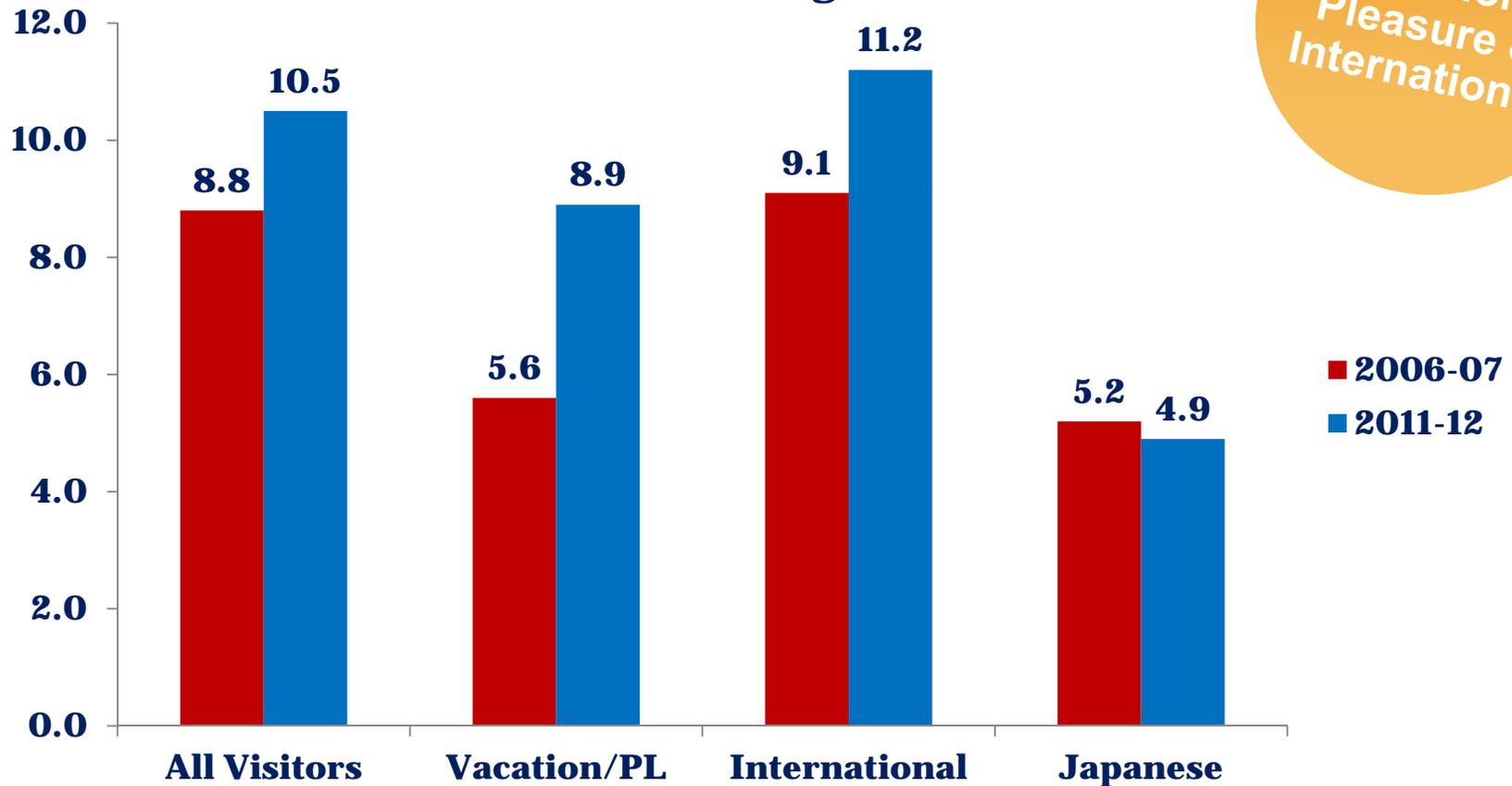


Vacation  
Pleasure &  
International



# Length of Stay Increases for VPs 2006-07 and 2011-12

Number of Nights



Vacation  
Pleasure &  
International



# Participation in Activities

Vacation/Pleasure	2006-07	2011-12
Shopping	68%	72%
Museums	23%	39%
Wildlife viewing	27%	36%
Northern Lights viewing	19%	33%
Visit friends/relatives	22%	32%
Dog sledding	13%	22%
Hiking/nature walk	15%	20%
Chena Hot Springs	n/a	17%
City/sightseeing tour	13%	13%
Snow skiing/boarding	9%	10%
Fishing (guided and unguided)	4%	10%
Historical/cultural attractions	12%	10%

Vacation  
Pleasure

Guided Fishing

1% to 4%





# Activities 2011-12

(Excludes business and visiting friends and relatives.)

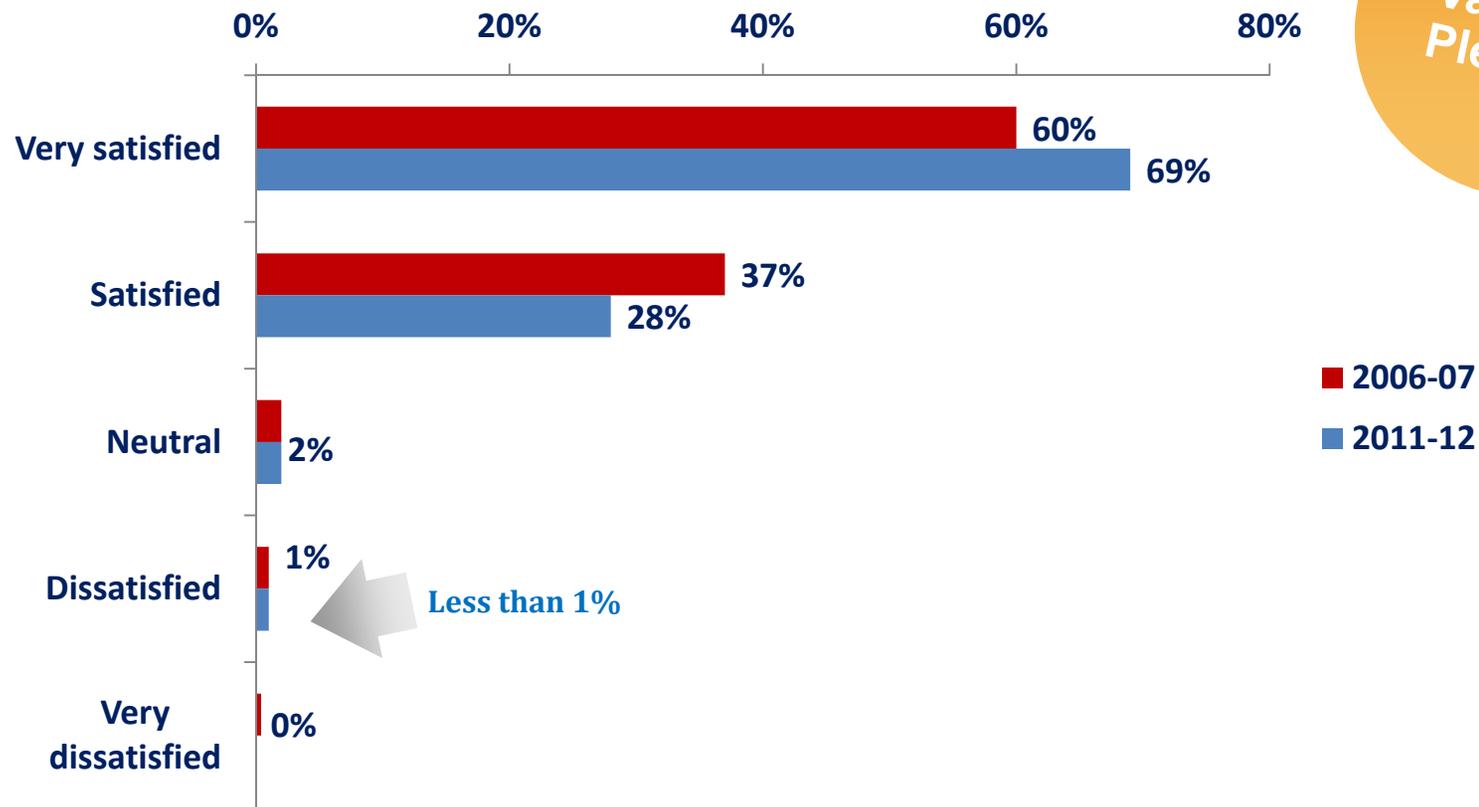
Vacation  
Pleasure &  
International

Top 12 for Vacation Pleasure	All	Vac/PL	Internat'l	Japan
Shopping	55%	72%	80%	80%
Museums	<b>12%</b>	<b>39%</b>	<b>53%</b>	<b>76%</b>
Wildlife viewing	<b>23%</b>	<b>36%</b>	<b>39%</b>	19%
Northern Lights viewing	<b>8%</b>	<b>33%</b>	<b>54%</b>	<b>84%</b>
Dog sledding	4%	<b>22%</b>	<b>37%</b>	<b>62%</b>
Hiking/nature walk	<b>15%</b>	<b>20%</b>	17%	3%
Chena Hot Springs	3%	17%	<b>35%</b>	<b>69%</b>
City/sightseeing tour	4%	13%	24%	<b>46%</b>
Snow skiing/boarding	4%	10%	8%	2%
Fishing (guided/unguided)	3%	10%	5%	3%
Historical/cultural attract.	4%	10%	9%	1%
Hunting	2%	10%	3%	-

Top five  
categories  
in bold.



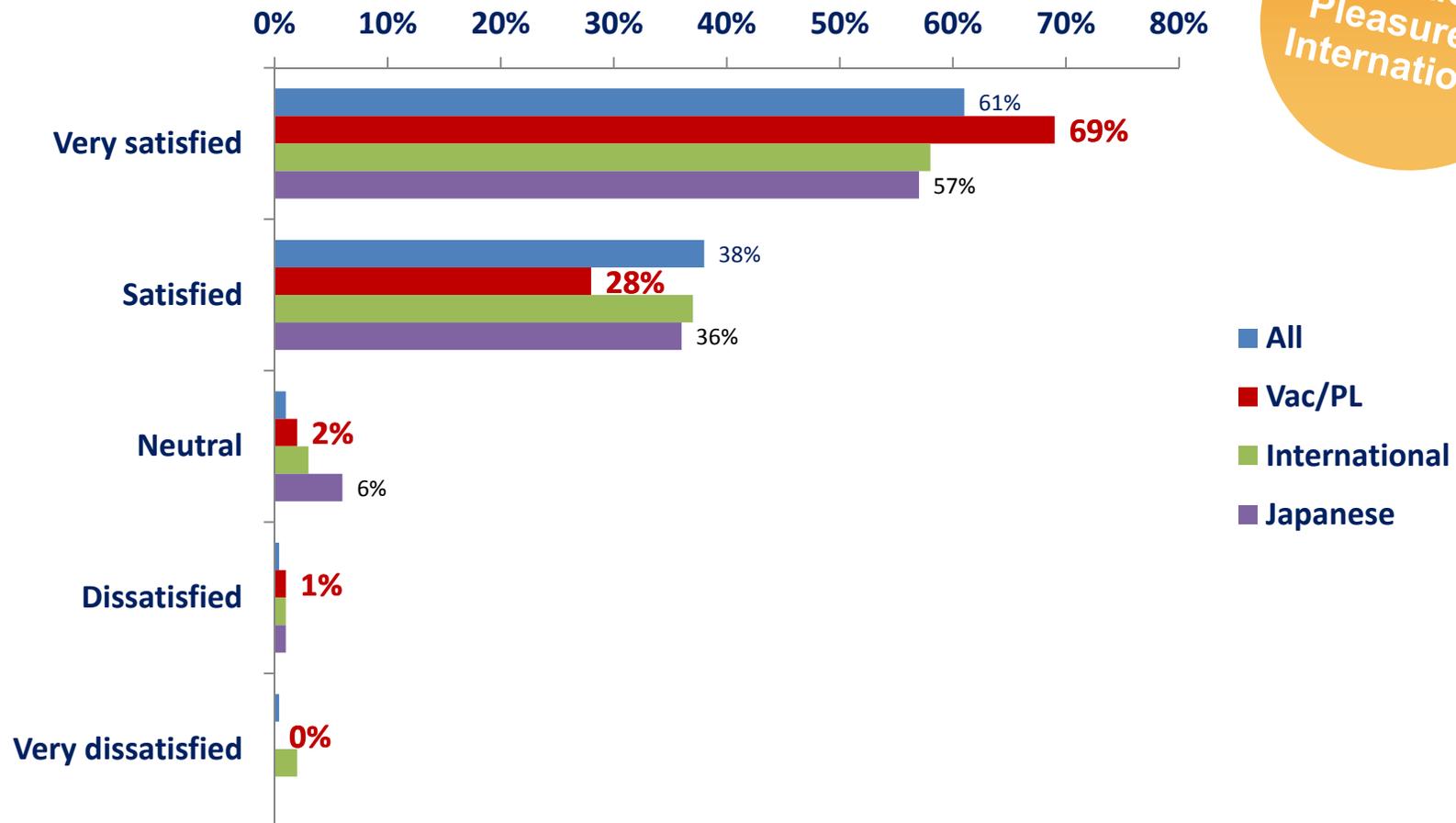
# Overall Trip Satisfaction 2006-07 and 2011-12





# Overall Trip Satisfaction 2011-12

Vacation  
Pleasure &  
International





# Satisfaction by Category

## Very Satisfied (2006-07 to 2011-12)

Vacation/Pleasure	2006-07	2011-12
Friendliness of residents	67%	<b>74%</b>
Sightseeing	55%	<b>61%</b>
Tours and activities	55%	<b>63%</b>
Accommodations	52%	52%
Wildlife viewing	46%	<b>54%</b>
Visitor information services	52%	50%
Restaurants	42%	41%
Shopping	32%	<b>34%</b>
City/sightseeing tour	13%	13%
Value for the money	33%	<b>37%</b>
Transportation in Alaska	38%	38%

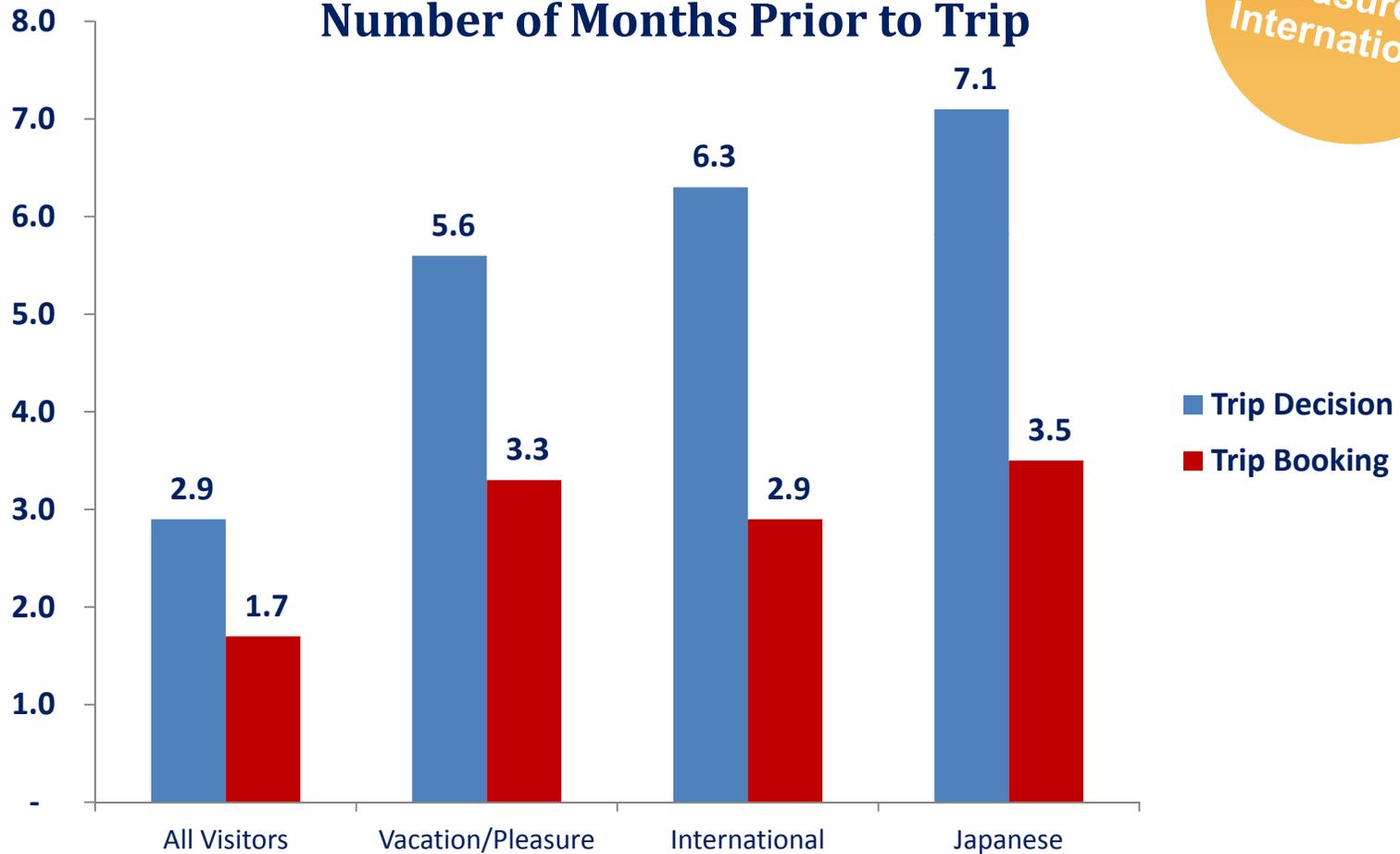


Categories that increased are in bold.



# Trip Planning 2011-12

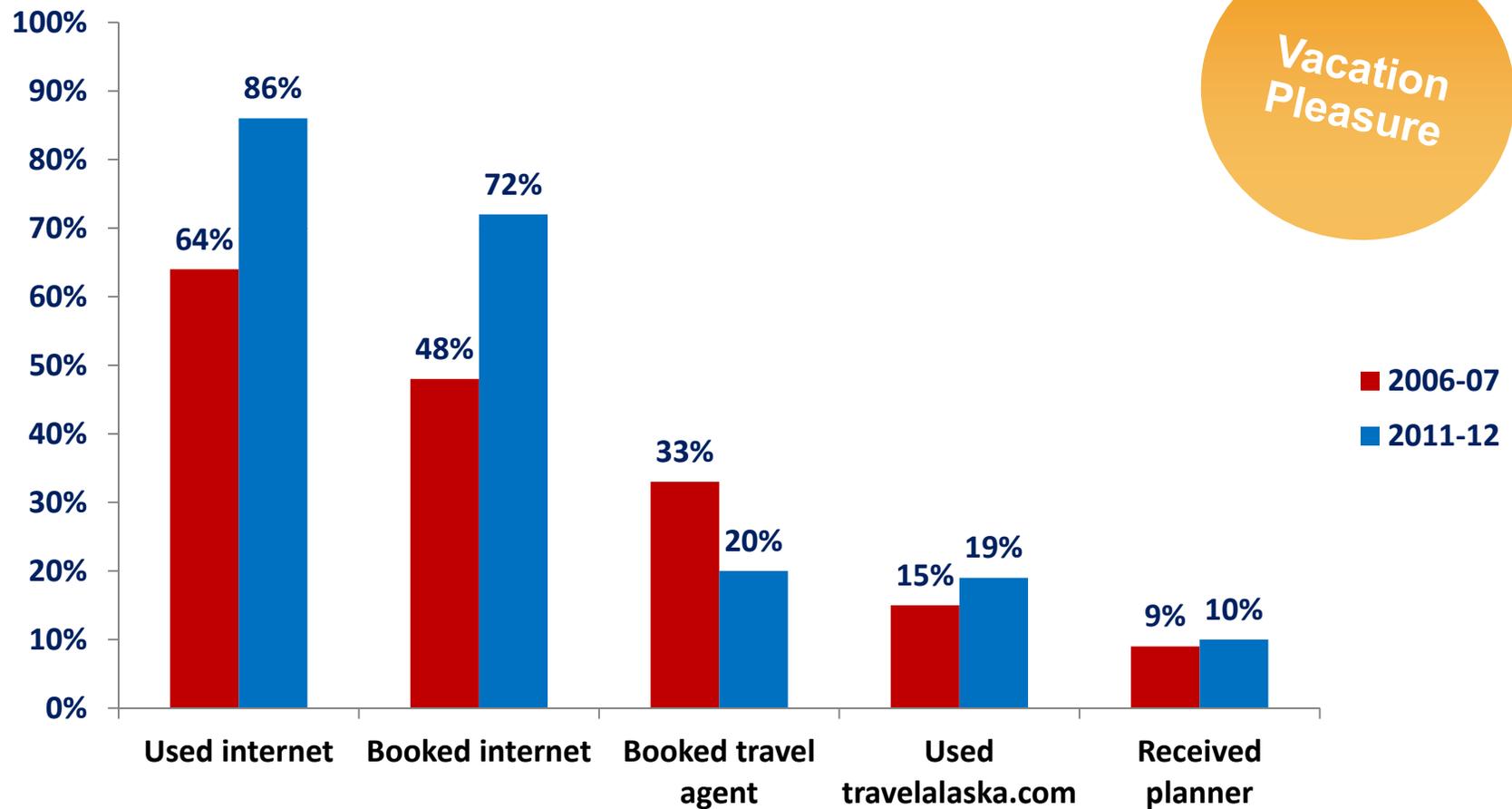
Number of Months Prior to Trip



Vacation  
Pleasure &  
International

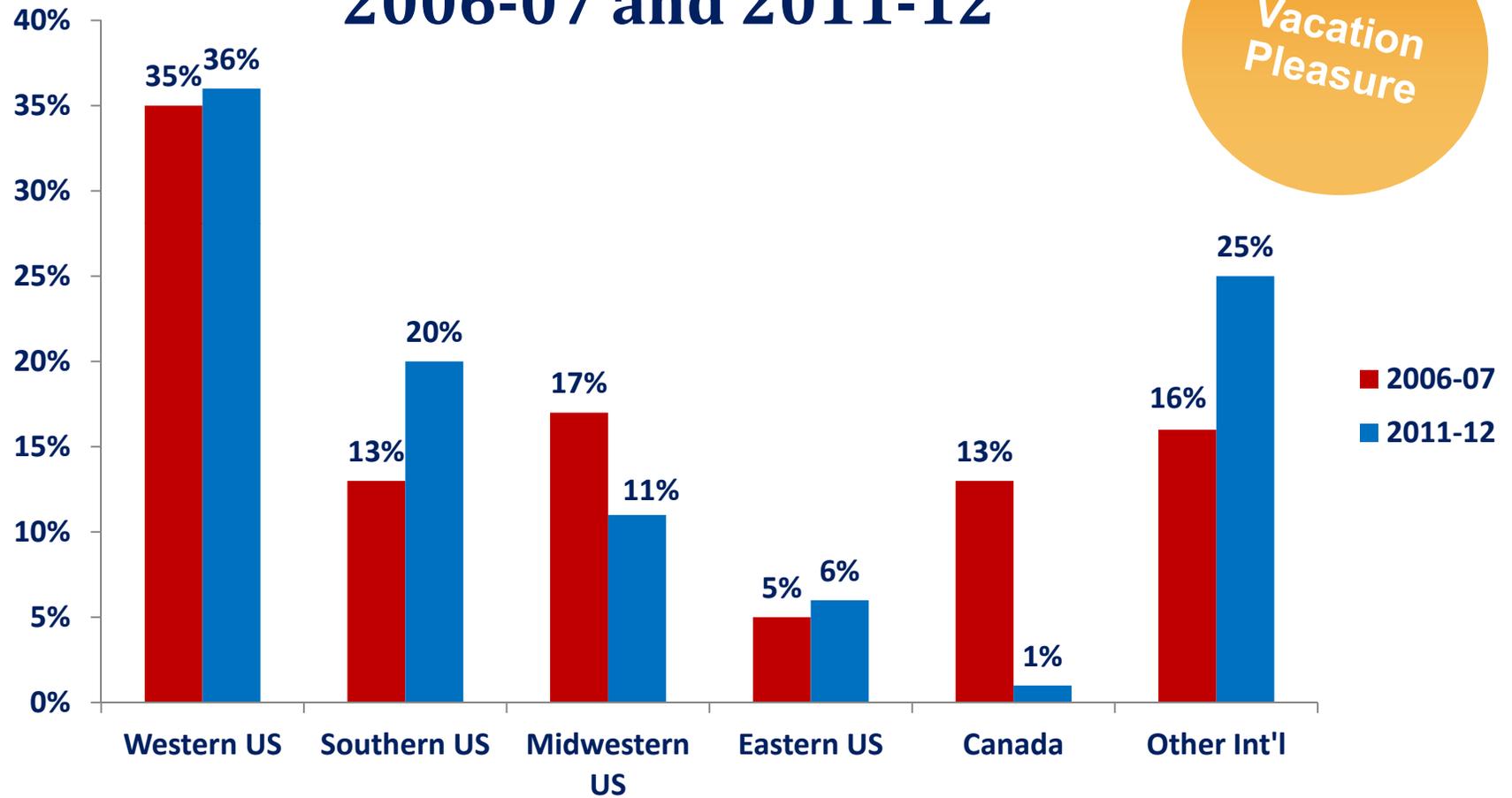


# Internet Use, Booking, Resources 2006-07 and 2011-12





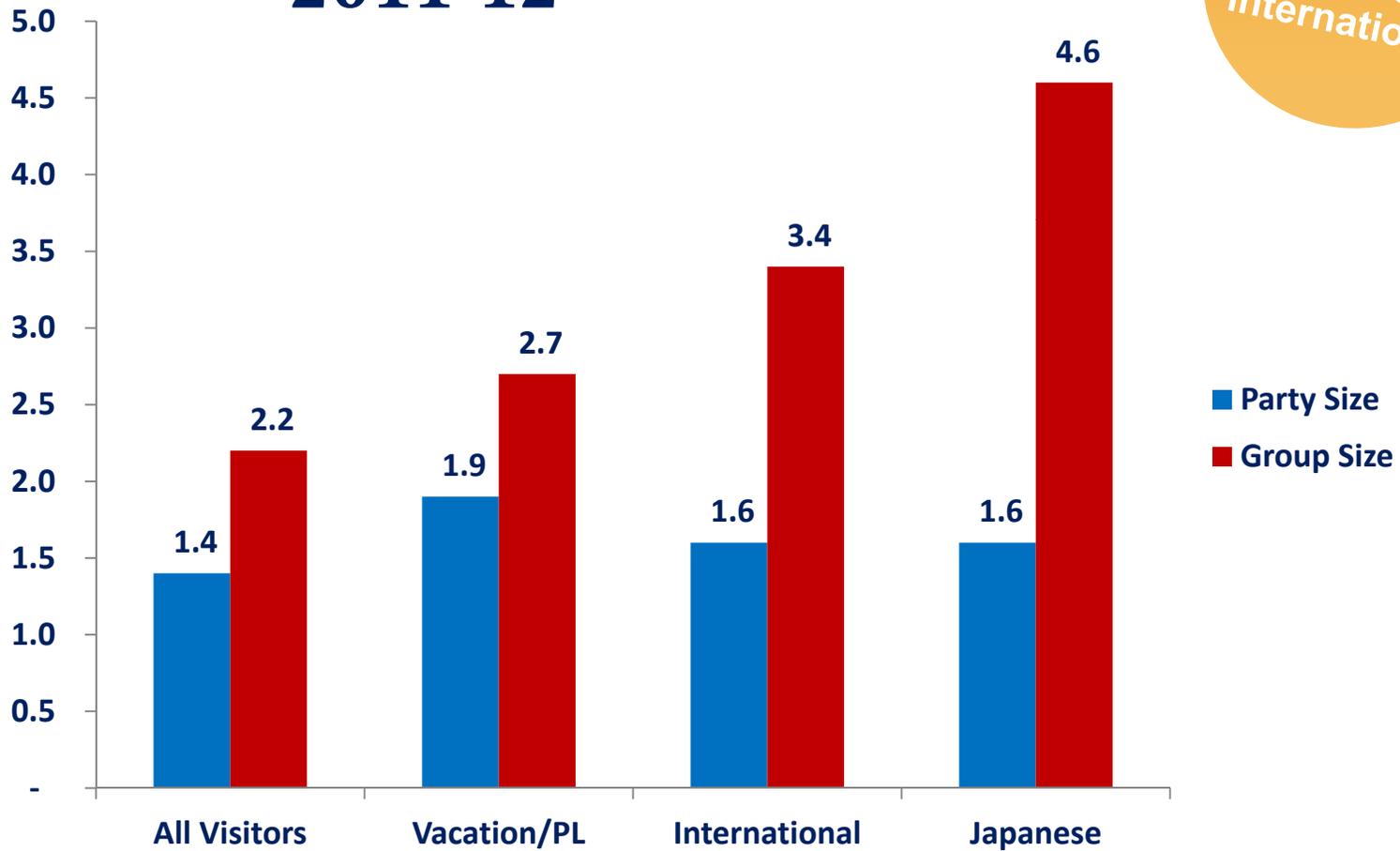
# Origin 2006-07 and 2011-12





# Party and Group Size 2011-12

Vacation  
Pleasure &  
International





# Demographics 2011-12

Vacation  
Pleasure &  
International

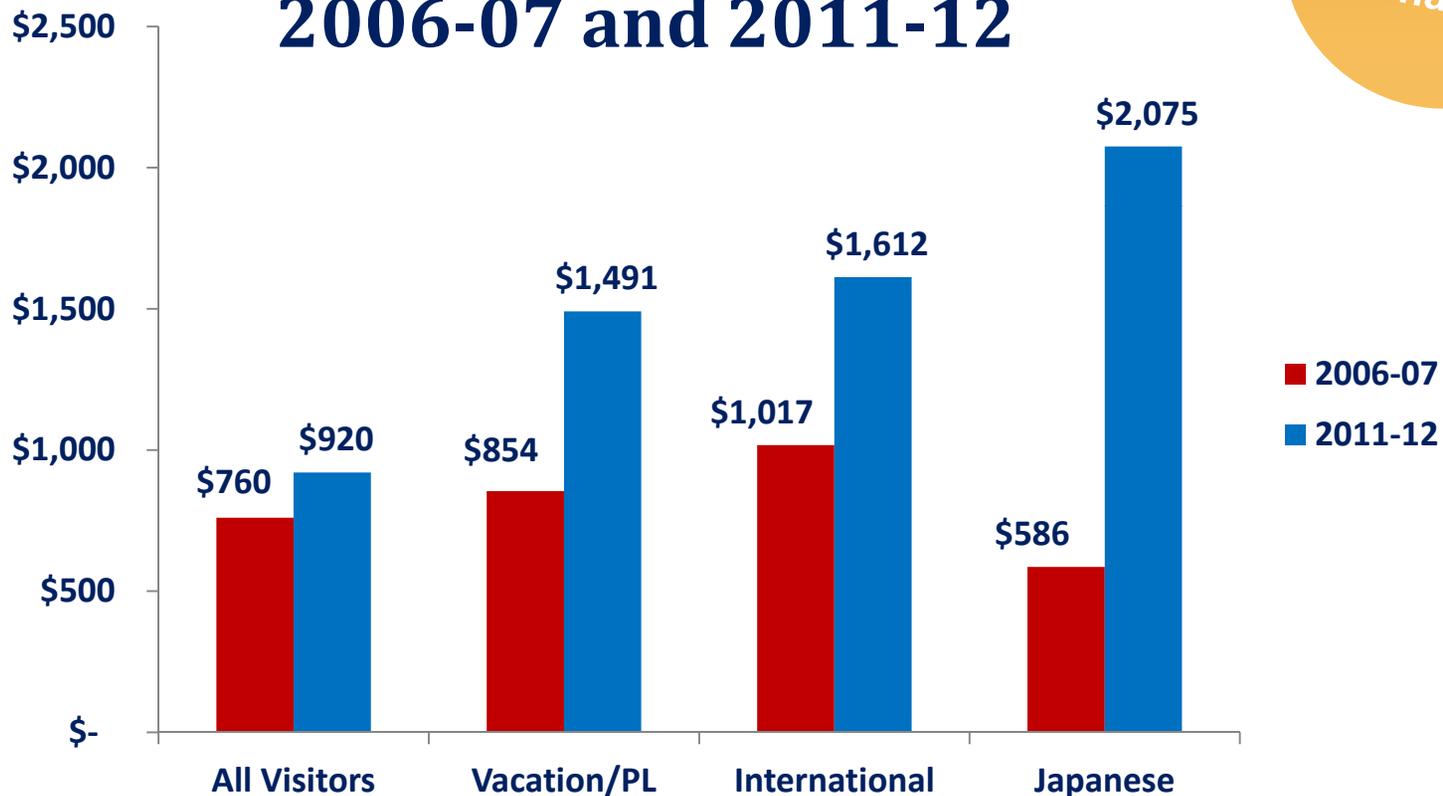
	Male/Female	Average Age	Ave. Income	College Graduate
All Visitors	57/43	47.8	\$108K	58%
Vacation/PL	61/39	48.6	\$102K	59%
International	55/45	46.5	\$88K	64%
Japanese	44/56	51.9	\$75K	53%



# Per Person Per Trip Expenditures

## 2006-07 and 2011-12

Vacation  
Pleasure &  
International



Note: Expenditures do not include transportation to/from Alaska.



# Per Person Per Night Expenditures

## 2006-07 and 2011-12

Vacation  
Pleasure &  
International



Note: Expenditures do not include transportation to/from Alaska.

Per person per night spending not available for international and Japanese markets in 2006-07.



# Comments and Questions