
AVSP VI - Summer 2011

**Section III:
Visitor Volume**

This section presents estimates of the number of out-of-state visitors that came to Alaska between May 1 and September 30, 2011. The visitor volume 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.

TABLE 3.1 - Tally Locations and Volume, AVSP VI – Summer 2011

Mode	Tally Locations	Passengers Tallied
Domestic Air	Anchorage, Fairbanks, Juneau, Ketchikan, Sitka airports	43,333
International Air	Anchorage and Fairbanks airports	6,034
Highway	Survey stations on Klondike, Haines, Alcan, and Taylor highways ¹	5,238
Ferry	None; passenger residency data obtained from AMHS	0
Cruise Ship	None; all passengers assumed to be visitors	0
Total Tallied:		54,605

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, Cruise Line Agencies of Alaska, and Yukon Department of Tourism and Culture.

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

This section contains the following chapters:

- Alaska Visitor Volume**
- Visitor Industry Indicators**
- Visitor Volume, Regions and Communities**
- Visitor Volume by Origin and Trip Purpose**

¹ While tallies and surveys were conducted on the Taylor Highway, the Top of the World Highway is indicated elsewhere in the report in reference to border crossings.

Alaska Visitor Volume

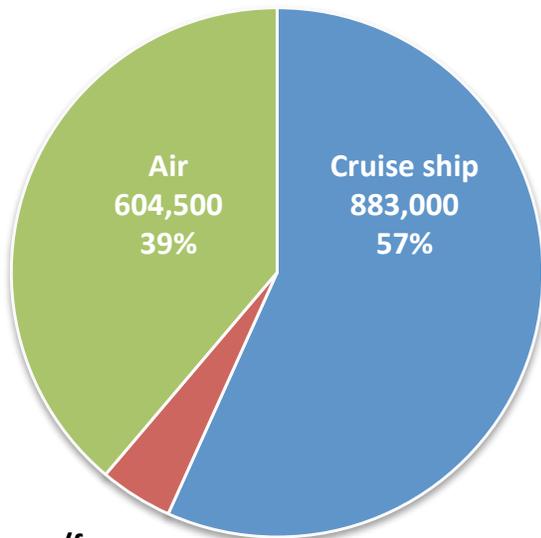
Volume by Transportation Market and Exit Mode

An estimated 1,556,800 out-of-state visitors came to Alaska between May and September 2011. In terms of transportation market (see pie chart, below left), 883,000 were cruise ship passengers, 604,500 were air visitors (entered *and* exited the state by air), and 69,300 were highway/ferry visitors (entered *or* exited the state by highway *or* ferry). Measuring traffic by transportation market is useful because many cruise ship passengers exit the state via air; in addition, the highway and ferry markets overlap, making it practical to group them together. Survey results are reported for the total visitor market as well as these three transportation markets in the following chapter.

The chart at below right shows visitor volume measured by mode of exit – that is, the transportation method used to exit Alaska. Because of the approximately 130,000 cruise ship passengers who exit the state by air, the proportion of cruise ship visitors decreases and the proportion of air visitors increases compared to transportation market figures.

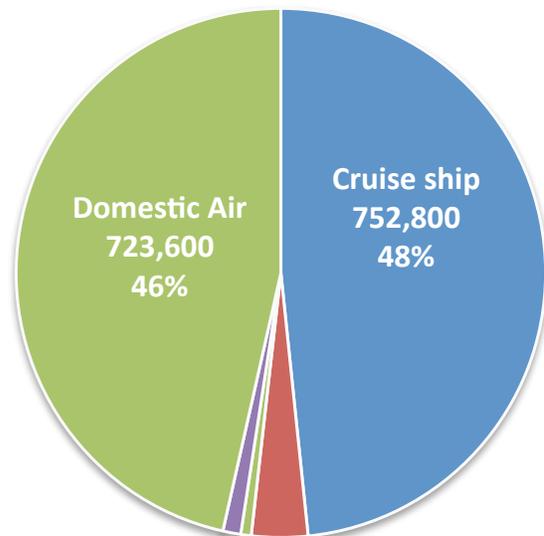
CHART 3.1 - Summer 2011 Alaska Visitor Volume

By Transportation Market



Highway/ferry
69,300
4%

By Exit Mode



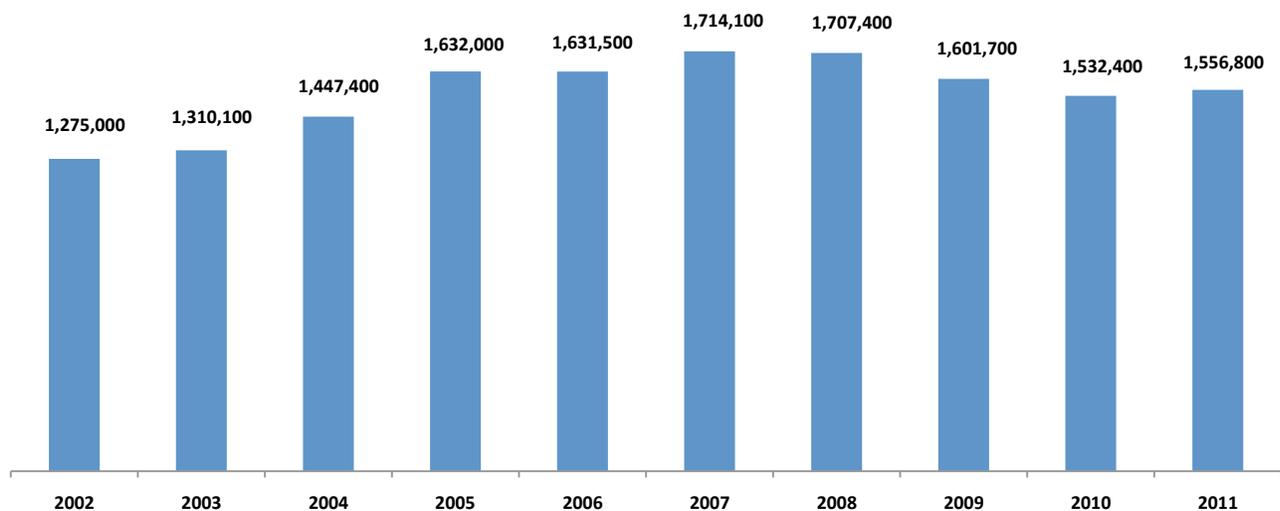
Int'l Air 17,000 1%
Ferry 9,900 1%
Highway 53,500 3%

Total Visitor Volume: 1,556,800

Trends in Total Visitor Volume

The summer 2011 visitor volume of 1,556,800 represents a 1.6 percent increase over summer 2010 – a slight rebound after significant declines in both 2009 and 2010 (-6.2 percent and -4.3 percent, respectively). The changes in visitor volume over the last several years are explored in greater detail in the following sections. From a long-term perspective, the 2011 volume is 22 percent higher than the volume of a decade earlier, in 2002. The peak years for Alaska tourism in the last decade were 2007 and 2008, when volume surpassed the 1.7 million mark.

CHART 3.2 - Alaska Visitor Volume, Summers 2002-2011



Sources: 2005-2011 data from AVSP V and VI (conducted by McDowell Group); 2002-2004 data from AVSP IV (conducted by Northern Economics, Inc.).

Trends by Transportation Market

The following chart and table show how visitor volume to Alaska has fluctuated over the last six years (since the last AVSP was conducted in 2006) in terms of transportation market: air, cruise, and highway/ferry.

The most significant change in the air market occurred in 2009, when it declined by 15 percent, largely attributable to the nationwide economic recession. This market has shown a strong recovery, however, with a 14 percent increase in 2010, followed by a 5 percent increase in 2011. The 2011 air volume of 604,500 surpassed the previous peak of 602,200, set in 2007.

The cruise market has also fluctuated since 2006, with a 7 percent increase in 2007, and a 14 percent decrease in 2010. Cruise traffic has not shown the strong recovery of the air market; the 2011 total of 883,000, while 1 percent more than in 2010, is still 15 percent below the 2008 peak of 1,033,100. (A 6 percent growth in berth capacity is projected for 2012.) The cruise market is discussed in more detail in the following Visitor Industry Indicators chapter.

The highway/ferry market has generally trended downwards over the last six years, showing an overall decline of 18 percent between 2006 and 2011. As discussed throughout this report, the composition of the

highway/ferry market has likewise changed since 2006. Survey results show a shorter average length of stay, a higher proportion of Canadians (including a significant percentage from the Yukon), and lower likelihood of visiting Southcentral and Interior destinations.² These changes correspond with highway traffic indicators. While border crossings (by private vehicle occupants) over the Alcan, Top of the World, and Haines Highways combined declined by 26 percent between 2006 and 2011, private vehicle traffic via the Klondike Highway increased by 17 percent.³ Although residency by province was not collected in 2006, it appears that Yukon residents making short trips across the border have come to represent a larger share of the highway market.

With increases in both the air and cruise markets, and an overall increase in visitor volume of 1.6 percent, the summer 2011 season potentially represents the start of a rebound towards previous Alaska visitor levels.

CHART 3.3 - Trends in Summer Visitor Volume, By Transportation Market, 2006-2011

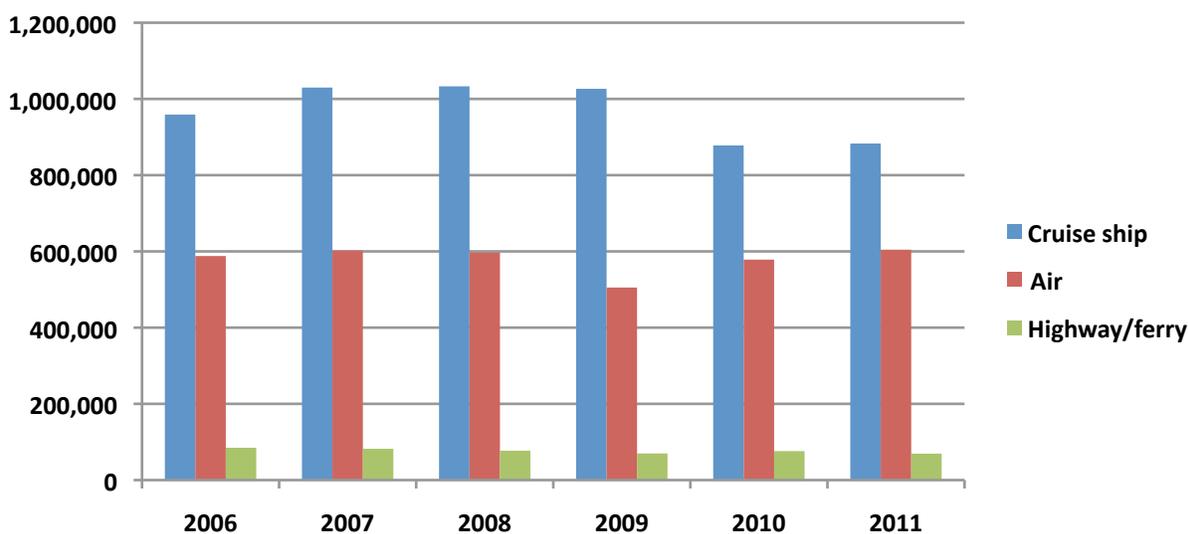


TABLE 3.2 - Trends in Summer Visitor Volume, By Transportation Market, 2006-2011

	2006	2007	2008	2009	2010	2011
Air	587,800	602,200	597,200	505,200	578,400	604,500
Cruise ship	958,900	1,029,800	1,033,100	1,026,600	878,000	883,000
Highway/ferry	84,800	82,100	77,100	69,900	76,000	69,300
Total	1,631,500	1,714,100	1,707,400	1,601,700	1,532,400	1,556,800
% change	0.0%	+5.1%	-0.4%	-6.2%	-4.3%	+1.6%

Sources: AVSP V and AVSP VI.

² For details on these changes, please see pages IV-10, IV-15, and IV-38.

³ The Top of the World Highway is referenced here because it is the location of the border; elsewhere in the report, the Taylor Highway is indicated in reference to the location of tallies and surveys of visitors exiting via the Top of the World Highway.

Visitor/Resident Ratios

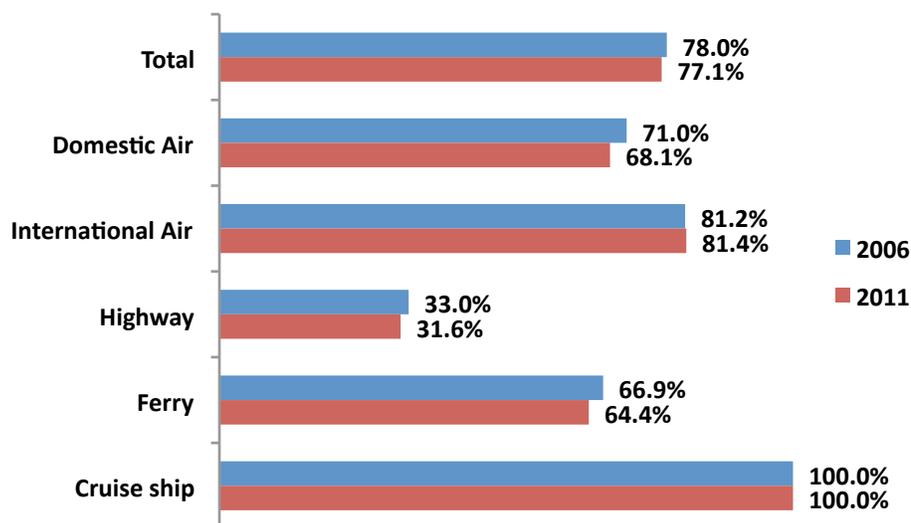
The following chart shows the percentage of non-residents out of total traffic by each mode in summer 2011. For domestic air, international air, and highway modes, the ratios below represent a composite of ratios collected by location, compiled on a monthly basis. For summer 2011, nearly 55,000 tallies were conducted of travelers to determine the ratios. No tallies were conducted of cruise ship passengers, as 100 percent are assumed to be non-residents. No tallies were conducted of ferry passengers because the Alaska Marine Highway supplies exact counts of residents and non-residents exiting Alaska aboard their vessels.

For three of the transportation modes, the proportion of travelers who were from out-of-state declined between 2006 and 2011 – corresponding with the overall decline in visitor volume. In 2006, 71.0 percent of all travelers exiting Alaska via domestic air were non-residents; that figure decreased to 68.1 percent in 2011. The highway ratio dropped from 33.0 to 31.6 percent, and ferry decreased from 66.9 to 64.4 percent. The only mode showing an increase was international air, which increased from 81.2 to 81.4 percent.

Because ratios are 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.

CHART 3.4 - Visitor/Resident Ratios, by Mode, Summer 2006 and 2011



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

Visitor Industry Indicators

To provide context for the 2011 visitor season, this section highlights major travel and economic trends in the US, as well as internationally. Trends in cruise travel are also discussed as this market represents the largest volume of visitors to the state each year. A variety of data concerning trends in Alaska's tourism market (such as bed tax, ferry ridership, and non-resident fishing license sales) are also included in order to provide additional indicators of visitor traffic, activities, and spending.

US Economic Indicators

With four out of five Alaska visitors originating from within the US, nationwide economic conditions played a role in Alaska visitor volume over the past few years. The country slid into recession in 2008, with unemployment reaching its highest level in many years in 2009. The economy remained relatively weak and unemployment high through 2011. In reaction to the recession, US residents started saving more and cutting back on discretionary spending, especially on big-ticket items like Alaska vacations. Given the state of the nation's economy, it is somewhat surprising that visitor volume did not decline more than it did in 2008, 2009, and 2010. Inflation over the period was low by historical standards and likely not a critical deciding factor as US residents considered travel to Alaska. Further discussion of these indicators follows.

- Real Gross Domestic Product (GDP) is an inflation-adjusted measure of the overall value of goods and services produced within the US in a given year. Broadly interpreted, changes in the GDP are an indicator of the health of the US economy, reflecting economic growth or contraction, and at what rate. GDP contracted in 2008 and 2009 (the height of the recession), was relatively normal with 3 percent growth in 2010, then slowed to a growth rate of 1.7 percent in 2011.
- In 2007, US unemployment neared historic lows at 4.6 percent. Significant increases in unemployment marked the onset of an economic recession as the rate increased to 5.8 percent in 2008, jumped to 9.3 percent in 2009, then peaked at an annual average of 9.6 percent in 2010 (with quarterly unemployment rates topping 10 percent). Unemployment remained stubbornly high in 2011 at 9.1 percent even as the economy grew slightly. In addition to those officially unemployed (reflected in the unemployment rate), many Americans discontinued their search for work in 2010 and 2011 (not reflected in the rate), and many more remained underemployed.
- The rate of inflation as measured by changes in the national Consumer Price Index (CPI) remained relatively low for the 2007 to 2011 period. Peak inflation for the period occurred in 2008 at 3.8 percent. The inflation rate contracted in 2009 (-0.3 percent), before edging back up to a moderate 3.1 percent in 2011.

See table, next page

TABLE 3.3 - US Economic Indicators, 2007-2011

	2007	2008	2009	2010	2011
Real GDP (\$ Billions)*	\$13,206.4	\$13,161.9	\$12,703.1	\$13,088.0	\$13,306.1
% change	+1.9%	-0.3%	-3.5%	+3.0%	+1.7%
Unemployment Rate	4.6%	5.8%	9.3%	9.6%	9.1%
US Consumer Price Index	207.3	215.3	214.5	218.1	224.8
% change	+2.9%	+3.8%	-0.3%	+1.6%	+3.1%

Notes: *Based on chained 2005 dollars.

Source: US Travel Association.

Domestic Travel

Several measures of overall domestic travel in the US are presented in the table below. A key measure is the price of fuel as it impacts the cost of vehicle travel as well as airline ticket prices. Fuel prices within Alaska range from somewhat higher to significantly higher than the national average depending on location.

High fuel prices, combined with the onset of the recession in 2008, resulted in a decline in domestic highway travel, including business and leisure travel. Although fuel prices declined significantly in 2009, recessionary pressure continued to depress Lower 48 travel as well as travel to Alaska. As the economy slowly began to recover in 2010 and 2011, domestic travel increased modestly. Fuel price increases in 2011 constrained growth in domestic highway travel and were likely a factor in the 2011 decline in the Alaska highway/ferry market, particularly the long-haul recreational vehicle (RV) market.

TABLE 3.4 - US Travel Indicators, 2007-2011

	2007	2008	2009	2010	2011
Total Domestic Person-Trips (Millions)*	2,004.5	1,964.9	1,900.6	1,965.7	2,004.9
% change	+0.2%	-2.0%	-3.3%	+3.4%	+2.0%
Business	494.3	461.1	436.5	451.5	457.9
% change	-2.8%	-6.7%	-5.3%	+3.4%	+1.4%
Leisure	1,510.2	1,503.8	1,464.2	1,514.2	1,547.0
% change	+1.2%	-0.4%	-2.6%	+3.4%	+2.2%
Average US fuel price (unleaded, per gallon, August)	\$2.80	\$3.78	\$2.61	\$2.73	\$3.65
% change	n/a	+35.0%	-31.0%	+4.6%	+33.7%

Sources: US Travel Association, AAA Fuel Gauge Report.*Trips of 50 miles or more, one way, away from home or including one or more nights away from home.

International Visitors

While international visitors represent a relatively small share of the Alaska visitor market (10 percent in summer 2011, not including Canadians), they are an important component of the state's visitor market. International visitors are more likely to be traveling for vacation/pleasure, and they spend more money on a per-person basis while in Alaska.

International visitation to the US has rebounded since a decline of 5.1 percent in 2009, increasing from 55 million to 62 million visitors in 2011. Compared to domestic travel, the international travel market has

recovered more rapidly, with increases of 8.8 percent in 2010 and 4.1 percent in 2011 (versus 3.4 percent and 2.0 percent for domestic travel).

Exchange rates for the US dollar have been favorable for many international travelers over the last few years. The value of the Japanese Yen based to the US dollar increased 44 percent from 2006 to 2011, the Australian dollar by 44 percent, the Canadian dollar by 17 percent, and the Euro by 13 percent.

TABLE 3.5 - International Visitors to US, 2007-2011

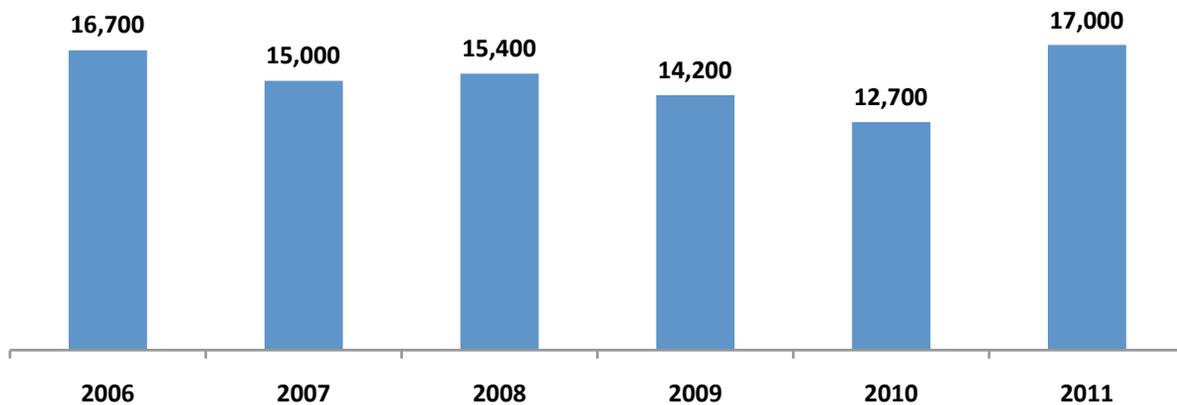
	2007	2008	2009	2010	2011
Total International Visitors to US (Millions)	56.0	57.9	55.0	59.8	62.3
% change	+9.8%	+3.5%	-5.1%	+8.8%	+4.1%

Source: US Travel Association.

The volume of visitors departing Alaska via international air increased significantly in summer 2011, from 12,700 to 17,000. However, the total was still only slightly above 2006 levels, after declines in both 2009 and 2010. International carriers in 2011 included Condor Air (with service to Frankfurt), Japan Airlines, Korean Airlines, and Edelweiss Air (with service to Zurich). The additions of Edelweiss and Korean Air in 2011 helped offset the loss of China Airlines, which ceased Anchorage flights in April 2011.

It is important to note that most international visitors to Alaska exit the state via other modes; however, international air traffic is a valuable indicator as the vast majority of passengers are international residents.

CHART 3.5 – Visitor Volume Departing Alaska via International Air, 2006-2011



Sources: AVSP V and AVSP VI.

Cruise Industry Trends

The global cruise market grew by an estimated 22 percent between 2006 and 2010, from 15.3 million to 18.7 million passengers. The number of passengers originating from North America showed more modest growth, increasing by 4 percent over the same period, from 10.0 million to 10.5 million.

TABLE 3.6 - Estimated Global and North American Cruise Passenger Volume, 2006-2010

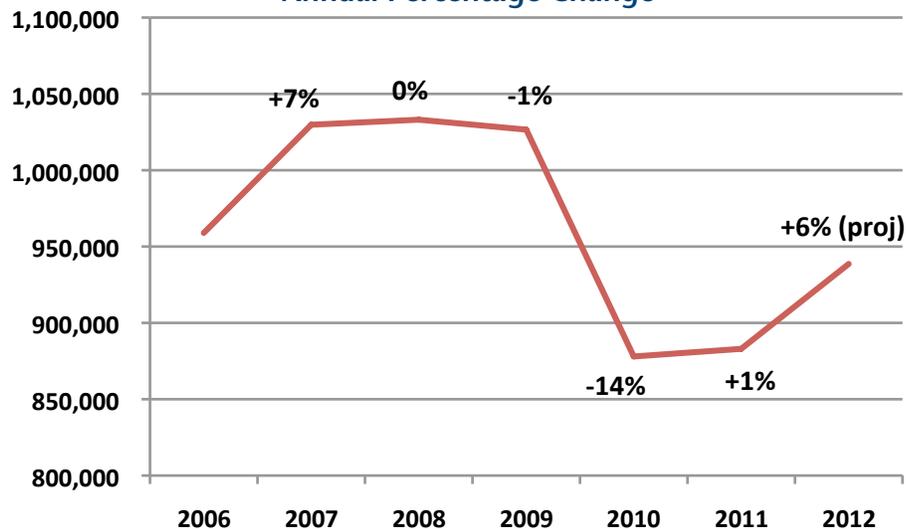
Year	Global Cruise Passengers	% Change	North American Passengers	% Change
2006	15,309,000		10,078,000	
2007	16,586,000	+8%	10,247,000	+2%
2008	17,184,000	+4	10,093,000	-2
2009	17,340,000	+1	10,198,000	+1
2010	18,740,000	+8	10,450,000	+2
% change 2006-2010		+22%		+4%

Source: Royal Caribbean International annual SEC 10-K filing, 2011.

ALASKA CRUISE INDUSTRY

While global and North American cruise passenger volumes show growth over the last five years, Alaska's cruise passenger volume has fluctuated considerably. Volume increased by 7 percent in 2007, was essentially flat in 2008 and 2009, then declined substantially in 2010, before rising very slightly in 2011. When the economic recession hit the US in 2008, cruise ship schedules for 2009 were already set and sailings could not be reduced or canceled. Although cruise lines were able to fill berths in 2009, they were forced to offer steep discounts. The significant reduction in prices attracted passengers that spent less than their predecessors on land tours, other activities, and in stores while in Alaska. The following year's decline of 14 percent was an after-effect of the global recession along with cruise line response to new cruise ship head taxes and regulations that affected their Alaska operations. The Alaska Legislature, responding to efforts by the Governor of Alaska and the visitor industry, reduced the passenger head tax in 2010.

CHART 3.6 - Alaska Cruise Passenger Volume 2006-2011, 2012 proj.
Annual Percentage Change



Source: Cruise Line Agencies of Alaska.

In 2011, cruise passenger volume rebounded slightly (up 1 percent). Total passenger capacity is projected to grow by 6 percent in 2012 to about 940,000 (with Princess and Norwegian adding one ship each), and there are indications of additional growth in 2013.

ALASKA'S SMALL SHIPS

Although small ships make up a tiny portion of Alaska's overall cruise volume, these ships can significantly impact the communities they visit. Small ships are more likely to visit ports not frequented by larger ships (such as Petersburg). In addition, passengers have a greater per-person economic impact because they often overnight in their embarkation and/or disembarkation port. The small ship industry suffered a major blow when Cruise West ceased operations at the end of its 2010 summer season. Cruise West accounted for the vast majority of small ship passenger volume in Alaska. Cruise West was also one of the largest users of hotel room nights in the Southeast region. Two companies, InnerSea Discoveries (based in Seattle) and Alaskan Dream Cruises (owned by Allen Marine in Sitka), purchased Cruise West vessels and began running similar cruises in 2011, with the potential to build passenger volume in coming years.

Additional Alaska Tourism Indicators

Highway Traffic

The chart and table below show the number of personal vehicle occupants crossing the border from Alaska into Canada between 2006 and 2011, by the four highways. All highways combined, personal vehicle crossings declined by 10 percent between 2006 and 2011, including a 3 percent decrease between 2010 and 2011. The difference between 2006 and 2011 traffic varied by highway: Alcan and Haines traffic declined the most, by 27 and 28 percent, respectively, while Top of the World Highway traffic decreased by 11 percent. Over the same time period, Klondike Highway traffic increased by 17 percent. Survey data suggests that Yukon residents account for at least part of the increase in Klondike Highway traffic.

CHART 3.7 – Highway Border Crossings by Personal Vehicle, 2006-2011

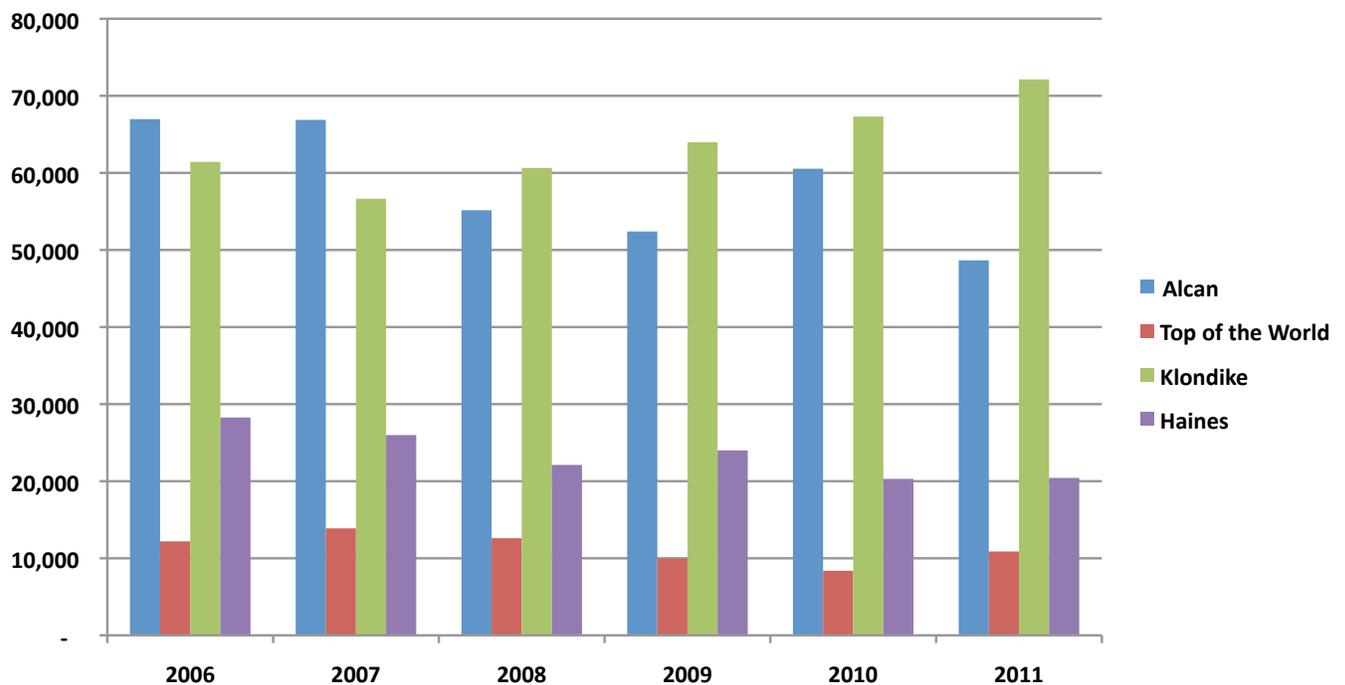


TABLE 3.7 – Highway Border Crossings by Personal Vehicle, 2006-2011

	2006	2007	2008	2009	2010	2011
All highways	168,875	163,395	150,517	150,326	156,533	152,101
% change		-3.2%	-7.9%	-0.1%	+4.1%	-2.8%
Alcan	66,978	66,879	55,155	52,403	60,543	48,654
% change		-0.1%	-17.5%	-5.0%	+15.5%	-19.6%
Top of the World	12,195	13,880	12,603	9,960	8,378	10,881
% change		+13.8%	-9.2%	-21.0%	-15.9%	+29.9%
Klondike	61,432	56,652	60,647	63,972	67,310	72,137
% change		-7.8%	+7.1%	+5.5%	+5.2%	+7.2%
Haines	28,270	25,984	22,112	23,991	20,302	20,429
% change		-8.1%	-14.9%	+8.5%	-15.4%	+0.6%

Source: Yukon Department of Tourism and Culture.

Alaska Marine Highway System Ridership

The table below shows the total number of out-of-state visitors who rode an Alaska Marine Highway System ferry during the summer, for each of the last six years. Ridership includes visitors departing the state as well as those using the AMHS to travel within the state while on their Alaska trip. The table also shows the number of out-of-state visitors who exited Alaska (that is, disembarked at Bellingham or Prince Rupert) via the Alaska Marine Highway System.

Between 2006 and 2011, AMHS non-resident ridership increased by 3.4 percent. This overall increase includes a significant decline of 16.5 percent in 2009, followed by increases of 10 percent in 2010 and 3.6 percent in 2011. Interestingly, overall non-resident ferry ridership increased while non-residents using the ferry to exit the state decreased (along with highway exits). Visitor exits via the ferry dropped by 15 percent between 2006 and 2011.

TABLE 3.8 - Alaska Marine Highway System, Non-Resident Ridership, May-September 2006-2011

	2006	2007	2008	2009	2010	2011
Non-resident passengers	85,438	88,490	92,874	77,530	85,306	88,375
% change		+3.6%	+5.0%	-16.5%	+10.0%	+3.6%
Non-resident passengers exiting Alaska	11,676	10,694	10,424	9,144	10,043	9,898
		-8.4%	-2.5%	-12.3%	9.8%	-1.4%

Source: AVSP V and VI, Alaska Marine Highway System.

Select Community Bed Tax Collections

Bed tax collections provide a measure of trends in visitor travel within Alaska. The data is not directly reflective of non-resident visitor volume because it includes Alaska residents; it also reflects room rates, which can fluctuate. However, bed taxes can be a useful indicator of visitor industry traffic, with these limitations in mind.

Bed tax revenues collected in Anchorage decreased sharply in 2009, falling 22 percent from the 2008 level. Anchorage bed tax collections regained some of the losses over the next two years, with 9 percent growth in 2010 and 8 percent growth in 2011. Many other communities also suffered significant declines in bed tax collections in 2009.

TABLE 3.9 - 2nd and 3rd Quarter Bed Tax Revenue Trends, 2006-2011

	2006	2007	2008	2009	2010	2011
Anchorage	\$115,108,885	\$123,432,676	\$132,873,921	\$103,482,576	\$112,909,476	\$121,956,765
% change		+7%	+8%	-22%	+9%	+8%
Fairbanks (City)	\$2,117,215	\$2,164,649	\$2,250,939	\$1,838,652	\$1,983,472	\$1,906,361
% change		+2%	+4%	-18%	+8%	-4%
Fairbanks (Bor.)	\$1,196,991	\$1,336,276	\$1,346,969	\$1,085,851	\$1,298,242	\$1,224,402
% change		+12%	+1%	-19%	+20%	-6%
Denali	\$2,518,755	\$2,641,409	\$1,372,902	\$1,185,078	\$1,329,372	\$1,876,244
% change		+5%	-48%	-14%	+12%	+41%
Mat-Su	\$293,101	\$335,522	\$356,123	\$330,644	\$280,722	\$345,345
% change		+14%	+6%	-7%	-15%	+23%
Sitka	\$361,925	\$405,308	\$331,230	\$237,042	\$260,660	\$262,797
% change		+12%	-18%	-28%	+10%	+1%
Juneau	\$775,472	\$889,313	\$897,324	\$616,223	\$738,118	\$718,868
% change		+15%	+1%	-31%	+20%	-3%

Sources: Municipality of Anchorage, Fairbanks Convention and Visitors Bureau, Denali Borough, Matanuska-Susitna Borough, City and Borough of Sitka, City and Borough of Juneau.

Non-Resident Fishing License Sales

The sale of non-resident fishing licenses in Alaska declined from 315,469 in 2006 to 258,840 in 2011, an 18 percent decline. King salmon stamp sales declined by 30 percent for the same period. Many lodges and resorts in the state suffered a significant decline in non-resident guests in 2008 and 2009 as a result of the weak US economy. Additionally, reductions in the halibut bag limit for non-residents fishing with a guide likely affected the market in 2009 through 2011. A somewhat improved national economy likely contributed to a modest 4.4 percent increase in non-resident license sales in 2011.

TABLE 3.10 - Non-Resident Fishing License Sales, 2006-2011

	2006	2007	2008	2009	2010	2011
Total annual non-resident fishing license sales	315,469	324,142	303,838	255,777	259,055	258,840
% change		+2.7%	-6.3%	-15.8%	+1.3%	-0.1%
Total annual non-resident king salmon stamp sales*	134,129	133,917	110,444	90,906	89,975	93,940
% change		+0.2%	-17.5%	-17.7%	-1.0%	+4.4%

Source: Alaska Department of Fish & Game.

*Combined annual and day stamps.

Anchorage RV and Vehicle Tax Collection

Anchorage vehicle rental revenues increased by 6.8 percent between 2006 and 2011. Over the same period, RV rental revenue decreased by 1 percent. RV rental revenue declined significantly (by 26 percent) in 2009, before rebounding in 2010 and 2011. The increase in 2011 is somewhat surprising as fuel prices increased again and the US economy remained weak. Note: These figures include revenues generated by Alaska residents as well as visitors.

TABLE 3.11 - Anchorage RV and Car Rental Revenues, 2nd and 3rd Quarter, 2006-2011

	2006	2007	2008	2009	2010	2011
Vehicle rental revenue	\$37,088,393	\$40,294,675	\$43,844,396	\$34,203,944	\$37,230,799	\$39,602,111
% change		+8.6%	+8.8%	-22.0%	+8.8%	+6.4%
RV rental revenue	\$11,518,384	\$12,234,338	\$12,891,514	\$9,582,858	\$10,491,516	\$11,414,788
% change		+6.2%	+5.4%	-25.7%	+9.5%	+8.8%

Source: Municipality of Anchorage.

Alaska Population Trends

Alaska's resident population increased at a rate of 1.4 percent between 2006 and 2011. The increase in population of 47,000 residents since 2006 may have been a factor in the increased rate of visitors traveling for the purpose of visiting friends or relatives (see next chapter).

TABLE 3.12 - Alaska Population Estimates, May-September 2006-2011

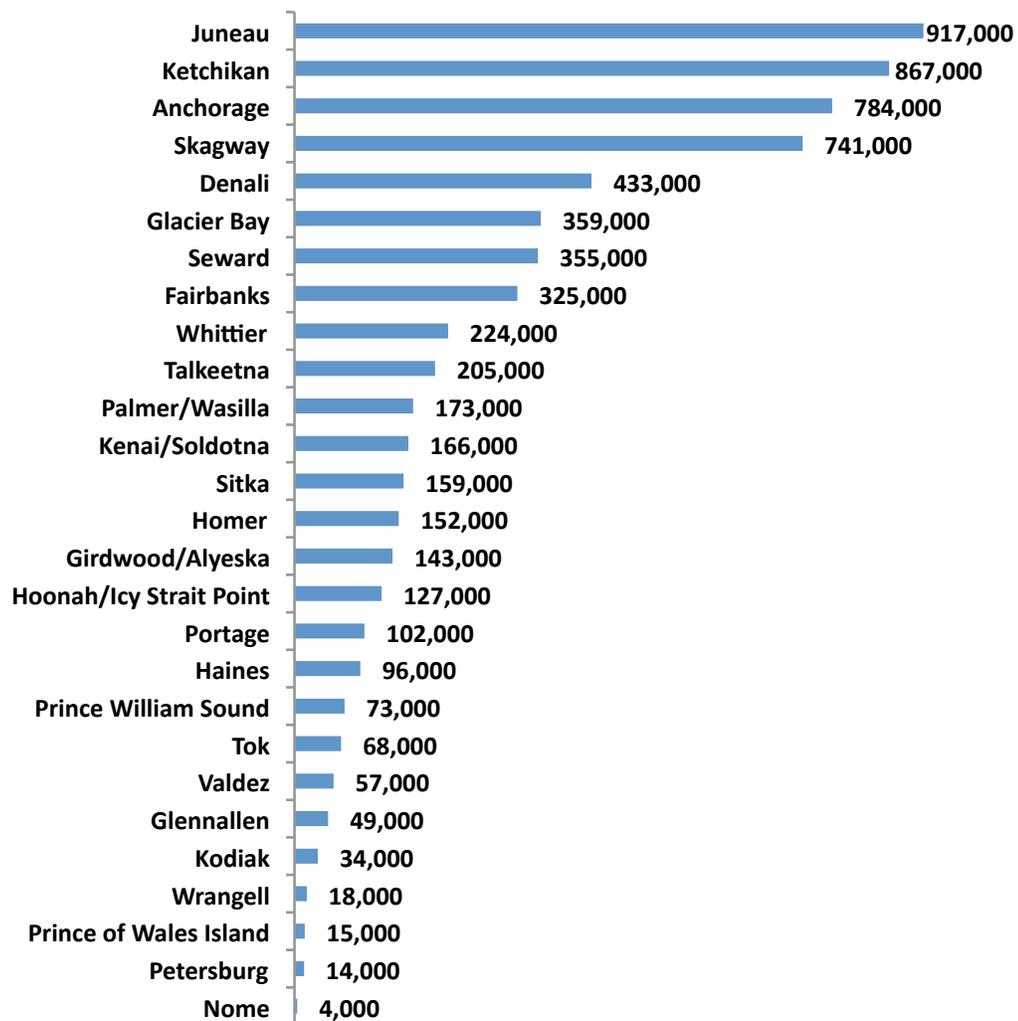
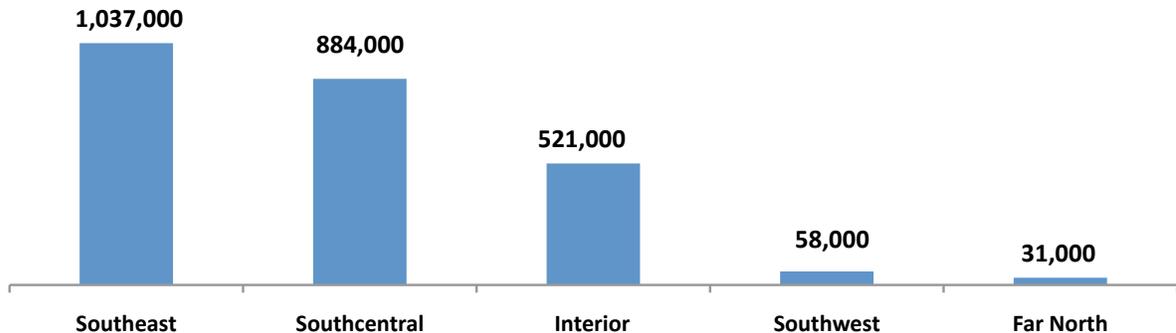
	2006	2007	2008	2009	2010	2011
Alaska population	674,583	680,169	686,818	697,828	710,231	722,190
% change		+0.8%	+1.0%	+1.6%	+1.8%	+1.7%

Source: Alaska Department of Labor and Workforce Development; 2010 figure from US Census.

Visitor Volume, Regions and Communities

The chart below shows estimated visitor volume by region and community for summer 2011. These figures were derived from applying survey results by market (air, cruise, highway/ferry) to total volume estimates by market. Additional details on visitation by region and community can be found in the following Visitor Profile chapter.

CHART 3.8 - Summer 2011 Alaska Visitor Volume, by Region and Community



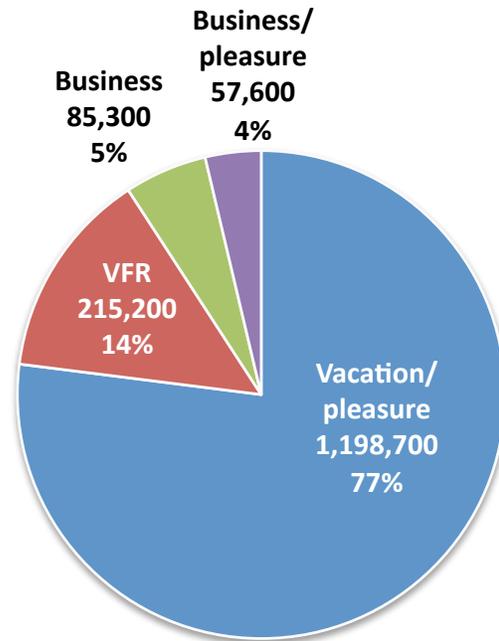
Visitor Volume by Origin and Trip Purpose

Volume by Trip Purpose

Nearly 1.2 million summer 2011 visitors traveled for vacation/pleasure. Those visiting friends/relatives (VFRs) represent the second-largest trip purpose market at 215,200, followed by business (85,300), and business/pleasure (57,600). Volumes were derived by applying survey percentages to total visitor volume.

As discussed in the following Visitor Profile section, the proportion of visitors traveling for vacation/pleasure fell between 2006 and 2011, while the proportion of those visiting friends or relatives increased. The percentages of visitors traveling for business and business/pleasure stayed the same.

CHART 3.9 - Summer 2011 Alaska Visitor Volume, By Trip Purpose



Volume by Region of Origin

Alaska visitors are most likely to be from the Western US, representing 560,000 visitors, followed by the South (342,500), the Midwest (225,600), and the East (163,800). Canada accounted for 111,200 visitors, while other international countries accounted for a total of 153,700 visitors.

These volumes are based on results of the visitor survey. Visitors were 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.

CHART 3.10 - Summer 2011 Alaska Visitor Volume, By Origin

