

AVSP 7 – Summer 2016

**Section 13:
Summary Profiles -
Interior Region and
Communities**

Summary Profile: Interior Region and Communities

In this chapter, visitors to Interior Alaska and the eight most-visited communities in the region are profiled. Definitions for each community and sample sizes are provided in the table below.

**TABLE 13.1 - Market Definition and Sample Size
Interior Region and Communities**

Market	Definition	% of Alaska Market	Estimated Market Size	Sample Size	Maximum Margin of Error
Interior	Visited at least one destination in the Interior region, day and/or overnight	29%	543,000	2,400	±2.0%
Denali	Visited Denali National Park, day and/or overnight	23%	428,000	1,813	±2.4%
Fairbanks	Visited Fairbanks, day and/or overnight	17%	320,000	1,587	±2.5%
Tok	Visited Tok, day and/or overnight	3%	51,000	315	±4.9%
Glennallen	Visited Glennallen, day and/or overnight	3%	47,000	271	±6.8%
Delta Junction	Visited Delta Junction, day and/or overnight	2%	38,000	223	±6.9%
Healy	Visited Healy, day and/or overnight	2%	43,000	213	±9.1%
Copper Center	Visited Copper Center, day and/or overnight	1%	26,000	130	±5.2%
Chicken	Visited Chicken, day and/or overnight	1%	18,000	130	±8.9%

Visitors to Interior Alaska differed in several ways.

- Interior visitors were more likely to travel to Alaska by air (49 percent) than travel by cruise ship. Eleven percent travelled to Alaska by highway or ferry, roughly double the overall average for Alaska visitors.
- Cruise visitors made up half of visitors to Denali and sizable portions of Fairbanks and Copper Center visitors (41 and 28 percent, respectively).
- The average length of stay in Alaska for Interior visitors was 11.7 nights. Nearly all also visited the Southcentral region (88 percent) during their stay. Three-quarters stayed at a hotel/motel.
- Interior Alaska visitors that purchased a multi-day, non-cruise package were most likely to have purchased a rail package (27 percent). Only 4 percent purchased a fishing lodge package.
- Four in ten Interior visitors reported traveling between communities by train and/or by tour bus.
- Visitors to remote, eastern Interior communities were much more likely to travel to Alaska by highway/ferry, including roughly three quarters of visitors to Tok and Chicken and a third of visitors to Glennallen and Delta Junction. These visitors were also less likely to plan their trips well ahead of time and more likely travel between communities by personal RV and stay in campgrounds.
- Visitors to Delta Junction were especially likely to travel for the purpose of visiting friends/family, and over half of visitors to the community said they were very likely to return to Alaska in the next five years.

- Popular activities reported by visitors to Interior Alaska include wildlife viewing (61 percent), culture/history activities (33 percent), hiking/nature walk (29 percent), and city/sightseeing tours (35 percent).
- The most popular activities in Fairbanks were museums (26 percent), gold panning/mine tour, historical/cultural attractions (21 percent), and day cruises (20 percent).
- Interior visitors spent an average of \$1,474 while in Alaska, much higher than the average among all visitors (\$1,057). Healy visitors reported the highest average statewide spending at \$2,044, while Chicken visitors spent the least at \$1,330.
- Interior visitors spent an average of \$441 while in the region. The highest reported spending by community was in Fairbanks, where visitors reported spending an average of \$391 while in the community.

**TABLE 13.2 - Trip Purpose and Packages
Interior Region and Communities (%)**

	All Visitors	Interior	Denali	Fairbanks	Tok
Trip Purpose					
Vacation/pleasure	79	79	90	74	78
Visiting friends/rel.	13	14	8	15	16
Business only	5	4	1	7	2
Business/pleasure	3	3	1	4	3
Purchased multi-day package (including cruise)					
Yes	64	49	60	49	7
Package type (Base: non-cruise, purchased package)					
Fishing lodge package	49	4	2	3	*
Rail package	11	27	30	26	*
Wilderness lodge	10	18	19	14	*
Adventure tour	9	16	15	16	*
Motorcoach tour	8	18	18	24	*
Rental car/RV package	6	12	12	11	*
Hunting	2	1	-	1	*
	Glennallen	Delta Junction	Healy	Copper Center	Chicken
Trip Purpose					
Vacation/pleasure	78	63	81	85	87
Visiting friends/rel.	16	26	14	11	13
Business only	2	6	2	2	-
Business/pleasure	4	5	3	2	-
Purchased multi-day package (including cruise)					
Yes	13	12	18	37	6
Package type (Base: non-cruise, purchased package)					
Fishing lodge package	*	*	*	*	*
Wilderness lodge	*	*	*	*	*
Rail package	*	*	*	*	*
Adventure tour	*	*	*	*	*
Motorcoach tour	*	*	*	*	*
Rental car/RV package	*	*	*	*	*
Hunting	*	*	*	*	*

*Sample size too small for analysis.

**TABLE 13.3 - Transportation Modes
Interior Region and Communities (%)**

	All Visitors	Interior	Denali	Fairbanks	Tok
Transportation Market					
Cruise	55	41	51	41	3
Air	40	49	43	49	19
Highway/ferry	5	11	6	11	78
Used to Travel Between Communities					
Tour bus or van	15	38	47	39	5
Rental vehicle	14	27	27	24	14
Alaska Railroad	14	40	49	41	4
Air	9	14	9	13	42
Personal vehicle	9	11	10	14	5
Rental RV	2	5	6	4	7
State ferry	2	4	3	3	11
Personal RV	1	4	3	4	24
	Glennallen	Delta Junction	Healy	Copper Center	Chicken
Transportation Market					
Cruise	5	3	11	28	2
Air	58	62	73	59	28
Highway/ferry	37	36	16	13	70
Used to Travel Between Communities					
Tour bus or van	8	7	16	29	4
Rental vehicle	29	36	55	33	19
Alaska Railroad	10	8	18	26	5
Air	32	37	21	16	33
Personal vehicle	9	8	11	7	4
Rental RV	16	10	8	17	10
State ferry	8	10	8	9	14
Personal RV	16	11	6	5	21

**TABLE 13.4 - Length of Stay, Destinations and Lodging Type
Interior Region and Communities (%)**

	All Visitors	Interior	Denali	Fairbanks	Tok
Average length of stay in Alaska	9.2	11.7	11.7	12.3	15.0
Regions Visited					
Southeast	67	47	57	47	32
Southcentral	52	88	95	82	82
Interior	29	100	100	100	100
Southwest	4	2	2	2	2
Far North	2	3	3	6	8
Destinations Visited, Top 10					
Juneau	61	42	51	41	7
Ketchikan	58	39	49	39	8
Skagway	48	40	49	41	21
Anchorage	47	80	87	70	72
Glacier Bay Nat'l Park	29	18	22	18	4
Seward	23	45	52	37	38
Denali Nat'l Park	23	79	100	74	52
Fairbanks	17	57	54	100	63
Hoonah/Icy Strait Point	13	11	14	9	1
Talkeetna	11	32	39	26	24
Lodging Types Used					
Cruise ship	57	40	49	40	3
Hotel/motel	37	74	79	72	42
Lodge	15	36	44	36	10
B&B	4	8	8	6	6
Vacation rental	3	4	4	2	3
Friends/family	15	16	10	18	21
Campground/RV	6	14	14	13	53
Wilderness camping	2	4	3	5	13
State ferry	1	1	1	1	6

**TABLE 13.4 - Length of Stay, Destinations and Lodging Type (cont'd)
Interior Region and Communities (%)**

	Glennallen	Delta Junction	Healy	Copper Center	Chicken
Average length of stay in Alaska	16.6	15.2	13.2	14.5	14.4
Regions Visited					
Southeast	25	23	23	45	39
Southcentral	97	80	88	99	68
Interior	100	100	100	100	100
Southwest	3	3	5	3	3
Far North	5	7	3	6	9
Destinations Visited, Top 10					
Juneau	11	9	15	31	7
Ketchikan	8	7	12	29	3
Skagway	10	10	14	31	25
Anchorage	87	72	84	95	62
Glacier Bay Nat'l Park	4	5	4	21	5
Seward	54	37	55	45	38
Denali Nat'l Park	60	62	87	79	45
Fairbanks	59	90	59	50	56
Hoonah/Icy Strait Point	3	3	3	7	
Talkeetna	38	35	55	52	16
Lodging Types Used					
Cruise ship	5	3	11	27	2
Hotel/motel	55	57	72	71	36
Lodge	17	17	23	35	7
B&B	14	7	24	13	9
Vacation rental	6	3	10	5	2
Friends/family	27	35	22	15	15
Campground/RV	48	36	20	33	58
Wilderness camping	12	8	7	4	22
State ferry	4	5	4	1	4

**TABLE 13.5 - Statewide Activities – Top 10
Interior Region and Communities (%)**

	All Visitors	Interior	Denali	Fairbanks	Tok
Shopping	75	72	77	71	69
Wildlife viewing	45	73	81	68	47
Cultural activities	39	58	63	65	41
Day cruises	39	53	62	53	26
Hiking/nature walk	34	48	51	44	40
Train	32	47	57	47	14
City/sightseeing tours	31	35	42	34	21
Fishing	16	15	14	13	26
Flightseeing	13	19	23	15	13
Tramway/gondola	13	14	16	11	4

	Glennallen	Delta Junction	Healy	Copper Center	Chicken
Shopping	70	69	77	71	66
Wildlife viewing	69	64	79	71	54
Cultural activities	60	53	64	65	56
Day cruises	42	32	48	48	30
Hiking/nature walk	58	53	69	66	46
Train	14	15	25	31	14
City/sightseeing tours	21	16	33	36	20
Fishing	30	19	17	19	15
Flightseeing	15	10	25	14	14
Tramway/gondola	13	4	16	21	1

**TABLE 13.6 Activities in Community/Region
Interior Region and Communities (%)**

	Interior	Denali	Fairbanks	Tok	Glennallen
Wildlife viewing	61	71	14	7	6
Birdwatching	9	9	6	4	2
Culture/History	33	11	49	4	2
Museums	17	6	26	2	1
Historical/cultural attractions	17	6	21	2	1
Native cultural tours/act.	6	2	8	-	-
Gold panning/mine tour	15	2	22	1	-
Day cruises	14	4	20	-	1
Hiking/nature walk	29	30	12	7	8
City/sightseeing tours	18	16	14	1	<1
Dog sledding	12	12	5	-	-
Flightseeing	6	6	2	-	-
Fishing	2	<1	2	<1	3
Unguided	2	<1	1	<1	3
Guided	<1	<1	<1	-	-
Tramway/gondola	-	-	-	-	-
Salmon bake/crab feed	5	1	7	-	-
Shows/Alaska entertainment	6	6	3	<1	-
Camping	7	6	4	13	9
Rafting	4	4	<1	-	-
ATV/4-wheeling	4	3	1	-	2
Kayaking/canoeing	1	<1	1	-	1
Hot springs	6	-	10	1	-
Biking	1	<1	1	2	1
Zipline	1	1	<1	-	-
Northern lights viewing	4	2	3	1	1
Hunting	1	-	<1	-	-
Other	1	<1	1	-	-

Note: Participation in shopping, Alaska Railroad and business were not recorded at the community/regional level.

TABLE 13.6 Activities in Community/Region (Cont'd)
Interior Communities (%)

	Delta Junction	Healy	Copper Center	Chicken
Wildlife viewing	14	14	9	7
Birdwatching	4	6	1	1
Culture/History	1	5	3	12
Museums	-	3	2	<1
Historical/cultural attractions	1	2	<1	1
Native cultural tours/act.	-	-	<1	-
Gold panning/mine tour	<1	-	1	11
Day cruises	-	-	-	-
Hiking/nature walk	11	10	11	4
City/sightseeing tours	2	<1	1	1
Dog sledding	-	1	-	-
Flightseeing	<1	2	<1	-
Fishing	6	<1	4	-
Unguided	5	<1	4	-
Guided	1	-	2	-
Tramway/gondola	-	-	-	-
Salmon bake/crab feed	<1	1	1	-
Shows/Alaska entertainment	<1	-	-	-
Camping	10	5	8	7
Rafting	-	1	5	-
ATV/4-wheeling	2	6	2	2
Kayaking/canoeing	1	<1	1	-
Hot springs	-	-	-	-
Biking	1	<1	-	1
Zipline	-	2	-	-
Northern lights viewing	<1	1	-	<1
Hunting	-	<1	-	3
Other	3	<1	-	-

Note: Participation in shopping, Alaska Railroad and business were not recorded at the community/regional level.

**TABLE 13.7 - Satisfaction Ratings
Interior Region and Communities (%)**

	All Visitors	Interior	Denali	Fairbanks	Tok
Satisfaction with overall Alaska experience					
Very satisfied	75	75	76	73	69
Satisfied	23	23	23	25	25
Compared to expectations					
Much higher	29	29	31	30	32
Higher	36	35	36	33	25
About as expected	32	33	30	34	39
Value for the money, compared to other destinations					
Much better	15	10	10	11	12
Better	23	18	18	19	17
About the same	45	49	48	50	47
Percent “very satisfied” and average (Scale: 1 = very dissatisfied, 5 = very satisfied)					
Very likely to recommend Alaska	79	79	80	77	78
Very likely to return to Alaska in next five years	40	33	25	35	45
	Glennallen	Delta Junction	Healy	Copper Center	Chicken
Satisfaction with overall Alaska experience					
Very satisfied	77	76	82	77	63
Satisfied	20	22	17	20	30
Compared to expectations					
Much higher	31	34	40	26	35
Higher	35	29	34	54	25
About as expected	29	33	23	16	35
Value for the money, compared to other destinations					
Much better	8	18	9	6	14
Better	20	22	18	10	21
About the same	49	42	46	56	42
Likelihood to recommend and return to Alaska					
Very likely to recommend Alaska	79	83	88	84	71
Very likely to return to Alaska in next five years	42	53	40	33	41

**TABLE 13.8 - Previous Alaska Travel
Interior Region and Communities (%)**

	All Visitors	Interior	Denali	Fairbanks	Tok
Been to Alaska	40	34	26	36	51
Average # of vacation trips (base: repeaters)	4.1	3.6	2.7	3.2	5.5
Previously traveled in Alaska by cruise ship	16	12	13	13	16
	Glennallen	Delta Junction	Healy	Copper Center	Chicken
Been to Alaska	48	50	33	40	40
Average # of vacation trips (base: repeaters)	7.2	3.2	3.9	4.8	3.1
Previously traveled in Alaska by cruise ship	13	11	12	20	13

**TABLE 13.9 - Trip Planning
Interior Region and Communities (%)**

	All Visitors	Interior	Denali	Fairbanks	Tok
Trip Decision, by Quarter					
Before July 2015	14	15	17	17	19
July-Sept 2015	17	16	18	15	16
Oct-Dec 2015	17	18	21	20	12
Jan-Mar 2016	23	23	23	22	20
Apr-Jun 2016	20	20	17	19	24
July-Sept 2016	8	7	5	7	9
Trip Booking, by Quarter					
Before July 2015	6	4	5	5	2
July-Sept 2015	11	10	12	9	5
Oct-Dec 2015	15	15	18	16	6
Jan-Mar 2016	27	27	29	27	11
Apr-Jun 2016	29	29	25	28	39
July-Sept 2016	13	14	10	15	37
Internet including apps and Travel Agent Usage					
Used internet	68	71	70	71	64
Booked over internet	58	59	58	57	40
Used TravelAlaska.com	18	26	28	25	25
Received Official State Vacation Planner	12	20	22	18	21
Booked through travel agent	35	34	41	35	12
Other Sources – Top 10					
Friends/family/co-workers	51	48	48	48	34
Prior experience	23	19	15	19	28
Cruise line	22	13	17	12	1
Brochures	15	22	23	23	29
AAA	8	12	13	12	11
Other travel guide/book	6	12	13	11	17
Tour company	5	6	7	6	2
Magazine	5	7	8	7	9
Television	4	4	4	5	4
Milepost	4	11	10	11	44

TABLE 13.9 - Trip Planning (Cont'd)
Interior Region and Communities (%)

	Glennallen	Delta Junction	Healy	Copper Center	Chicken
Trip Decision, by Quarter					
Before July 2015	19	20	17	14	14
July-Sept 2015	14	13	17	17	20
Oct-Dec 2015	19	16	22	18	9
Jan-Mar 2016	23	18	19	29	25
Apr-Jun 2016	17	23	17	14	19
July-Sept 2016	8	10	7	9	12
Trip Booking, by Quarter					
Before July 2015	1	1	3	3	3
July-Sept 2015	5	4	6	11	5
Oct-Dec 2015	12	13	16	11	7
Jan-Mar 2016	24	17	31	33	11
Apr-Jun 2016	36	37	28	26	29
July-Sept 2016	21	28	17	16	45
Internet including apps and Travel Agent Usage					
Used internet	79	73	86	89	64
Booked over internet	61	56	75	71	38
Used TravelAlaska.com	28	29	42	25	31
Received Official State Vacation Planner	28	26	30	35	17
Booked through travel agent	12	15	13	25	12
Other Sources – Top 10					
Friends/family/co-workers	45	50	54	40	32
Prior experience	31	26	20	26	27
Cruise line	4	4	4	12	
Brochures	34	33	30	33	31
AAA	17	15	15	24	11
Other travel guide/book	16	16	18	23	18
Tour company	5	4	4	10	4
Magazine	12	16	10	14	10
Television	4	5	3	4	8
Milepost	40	32	28	32	38

**TABLE 13.10 - Top 10 Websites/Apps Used to Plan/Book
Interior Region and Communities (%)**

	All Visitors		Interior		Denali		Fairbanks		Tok	
	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book
Airline websites	50	50	49	47	47	44	47	45	28	26
Cruise line websites	35	27	25	18	30	22	25	18	3	1
Google	28	4	34	5	38	6	34	4	41	10
Trip Advisor	23	3	26	4	29	5	25	4	23	5
Expedia	14	10	16	12	16	13	14	11	15	11
Hotel/lodge/RV Park	11	10	15	12	15	11	13	10	21	12
Tour company websites	11	8	17	13	20	15	14	10	12	8
Car/RV rental websites	10	9	18	17	19	17	16	13	13	12
Travelocity	7	2	6	3	6	3	6	3	3	1
Facebook	7	<1	5	<1	6	<1	6	<1	7	<1

	Glennallen		Delta Junction		Healy		Copper Center		Chicken	
	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book
Airline websites	48	46	51	48	49	48	58	48	30	30
Cruise line websites	7	5	4	5	12	6	17	10	1	2
Google	38	7	44	8	49	11	33	8	42	8
Trip Advisor	32	6	31	2	41	8	35	9	30	3
Expedia	16	9	21	14	20	17	16	17	12	9
Hotel/lodge/RV Park	18	12	15	12	25	16	20	21	20	12
Tour company websites	17	14	12	12	19	15	23	21	11	7
Car/RV rental websites	22	19	30	21	28	25	32	28	19	18
Travelocity	9	3	6	2	7	4	12	3	7	5
Facebook	6	<1	12	1	11	<1	5	-	10	1

**TABLE 13.11 - Demographics
Interior Region and Communities (%)**

	All Visitors	Interior	Denali	Fairbanks	Tok
Origin					
Western US	38	30	26	30	36
Southern US	21	23	24	23	18
Midwestern US	15	19	20	17	15
Eastern US	10	12	13	11	5
Canada	7	4	3	3	14
Other International	9	12	14	16	12
Other Demographics					
Average party size	2.4	2.3	2.4	2.2	2.0
Average group size	4.2	3.9	4.3	3.7	2.8
Male/female	49/51	50/50	49/51	51/49	52/48
Average age	53.7	55.2	56.2	55.3	56.2
Children in household	23	18	18	18	12
Retired/semi-retired	44	47	50	46	60
College graduate	63	66	69	64	52
Average income	\$114,000	\$109,000	\$111,000	\$107,000	\$93,000
	Glennallen	Delta Junction	Healy	Copper Center	Chicken
Origin					
Western US	30	32	37	29	32
Southern US	21	19	18	28	7
Midwestern US	15	18	20	15	10
Eastern US	10	13	13	13	6
Canada	5	5	1	4	25
Other International	18	13	11	11	21
Other Demographics					
Average party size	2.3	2.1	2.4	2.4	2.0
Average group size	2.7	3.4	3.6	3.2	4.2
Male/female	54/46	54/46	52/48	48/52	55/45
Average age	54.2	51.5	52.8	54.1	56.4
Children in household	16	18	17	15	11
Retired/semi-retired	53	44	42	54	53
College graduate	61	62	66	71	62
Average income	\$96,000	\$93,000	\$117,000	\$106,000	\$101,000

**TABLE 13.12 – Visitor Expenditures, Per Person
Interior Region and Communities**

	All Visitors	Interior	Denali	Fairbanks	Tok
Average per-person total spent in Alaska	\$1,057	\$1,474	\$1,575	\$1,495	\$1,401
Average per-person total spent in region/community		441	244	391	119
Lodging		146	74	141	43
Tours/activity/entertainment		78	83	36	-
Gifts/souvenirs/clothing		44	26	39	12
Food/beverage		103	49	99	30
Rental cars/fuel/transportation		52	6	66	33
Other		18	6	10	2
	Glennallen	Delta Junction	Healy	Copper Center	Chicken
Average per-person total spent in Alaska	\$1,785	\$1,563	\$2,044	\$1,526	\$1,330
Average per-person total spent in region/community	66	62	282	107	50
Lodging	21	6	94	27	5
Tours/activity/entertainment	-	9	31	23	7
Gifts/souvenirs/clothing	3	6	10	3	11
Food/beverage	15	28	47	27	12
Rental cars/fuel/transportation	17	13	11	16	14
Other	8	-	89	11	-