

AVSP 7 – Summer 2016

Section 14:
Summary Profiles -
Southwest and Far North
Regions and Communities

Summary Profiles: Southwest and Far North Regions and Communities

This chapter profiles visitors to the Southwest and Far North regions, as well as visitors to Kodiak.

**TABLE 14.1 - Market Definition and Sample Size
Southwest and Far North Regions and Communities**

Market	Definition	% of Alaska Market	Estimated Market Size	Sample Size	Maximum Margin of Error
Southwest	Visited at least one destination in the Southwest region, day and/or overnight	4%	84,000	291	±5.1%
Kodiak	Visited Kodiak, day and/or overnight	2%	40,000	117	±7.1%
Far North	Visited at least one destination in the Far North region, day and/or overnight	2%	33,000	160	±5.7%

The Southwest attracted 4 percent of the visitor market in summer 2016, while the Far North attracted 2 percent. Kodiak attracted 2 percent. Small sample sizes suggest caution when viewing the results in this chapter.

The Southwest and Kodiak visitor markets are distinctive in several ways.

- Business only and business/pleasure travelers made up an especially large percentage of visitors to the Southwest region (22 percent fell into one of these two categories).
- Only 18 percent of Southwest visitors travelled by cruise ship while in Alaska, compared to more than half of all Alaska visitors. A third of Kodiak visitors were cruise travelers.
- While Southwest visitors were less likely to purchase multi-day packages, those that did were more likely to purchase fishing packages. This was especially true for Kodiak visitors.
- The average length of stay among Southwest visitors was 14.5 nights, several nights more than the average Alaska visitor. Nearly all Southwest visitors also travelled to Southcentral (91 percent), though relatively few visited other regions of the state.
- Southwest visitors were most likely to report staying at a hotel/motel (49 percent), lodge (24 percent), or private home (24 percent).
- The most common activity reported by Southwest visitors was wildlife viewing. Fewer reported shopping compared to most other regions of the state. Nearly half reported participating in fishing, cultural activities, and hiking/nature walks.
- Over half of Southwest and Kodiak visitors said they were very likely to return to the state in the next five years. Close to three out of five had previously traveled to Alaska.
- Thirty-seven percent of Southwest and 42 percent of Kodiak visitors booked their travel arrangements between April and June 2016. Visitors to these regions were also more likely to book their travel by internet (67 to 69 percent did so).

- Visitors to Kodiak spent less per person on their Alaska trip (\$2,270), compared to Southwest visitors as a whole (\$3,367).

The Far North visitor market differed in some unique ways.

- One-quarter of Far North visitors were business travelers, and an additional 4 percent were traveling for business/pleasure. Just 56 percent were traveling for vacation/pleasure.
- Three-quarters of Far North visitors travelled to Alaska by air, 12 percent by cruise, and 15 by highway/ferry.
- The average length of stay among Far North travelers was 15.7 nights. Eighty-seven percent also visited Southcentral, and more than half also visited the Interior while in Alaska.
- Nearly two-thirds of Far North visitors had previously been to Alaska.
- Far North visitors skewed male (55 percent) and travelled in smaller party sizes, on average (1.7 people).
- Far North visitors spent an average of \$2,431 per person on their Alaska trip.

**TABLE 14.2 - Trip Purpose and Packages
Southwest and Far North Regions and Communities (%)**

	All Visitors	Southwest	Kodiak	Far North
Trip Purpose				
Vacation/pleasure	79	64	70	56
Visiting friends/rel.	13	14	15	14
Business only	5	11	6	26
Business/pleasure	3	11	9	4
Purchased multi-day package (including cruise)				
Yes	64	47	47	27
Package type (Base: non-cruise, purchased package)				
Fishing lodge	49	60	82	-
Rail package	11	1	-	10
Wilderness lodge	10	13	5	15
Adventure tour	9	9	6	9
Motorcoach tour	8	3	-	14
Rental car/RV package	6	3	1	3
Hunting	2	7	-	14

**TABLE 14.3 - Transportation Modes
Southwest and Far North Regions and Communities (%)**

	All Visitors	Southwest	Kodiak	Far North
Transportation Market				
Cruise	55	18	33	12
Air	40	81	65	73
Highway/ferry	5	2	2	15
Used to Travel Between Communities				
Tour bus/van	15	5	3	26
Rental vehicle	14	17	12	20
Alaska Railroad	14	3	2	20
Personal vehicle	9	9	8	20
Air	9	66	47	55
Rental RV	2	2	2	3
State ferry	2	3	4	6
Personal RV	1	1	1	6

**TABLE 14.4 - Length of Stay, Destinations and Lodging Type
Southwest and Far North Regions and Communities (%)**

	All Visitors	Southwest	Kodiak	Far North
Average length of stay in Alaska	9.2	14.8	14.5	15.7
Regions Visited				
Southeast	67	21	37	21
Southcentral	52	91	86	87
Interior	29	14	12	57
Southwest	4	100	100	9
Far North	2	3	1	100
Destinations Visited, Top 10				
Juneau	61	19	35	13
Ketchikan	58	18	35	11
Skagway	48	2	2	15
Anchorage	47	90	86	84
Glacier Bay Nat'l Park	29	2	3	5
Denali Nat'l Park	23	11	10	36
Seward	23	16	12	28
Fairbanks	17	7	6	55
Hoonah/Icy Strait Point	13	15	32	2
Talkeetna	11	8	4	19
Lodging Types Used				
Cruise ship	57	17	33	12
Hotel/motel	37	49	36	65
Lodge	15	24	16	20
B&B	4	8	6	9
Vacation rental	3	6	7	1
Friends/family	15	24	25	25
Campground/RV	6	6	3	16
Wilderness camping	2	11	3	11
State ferry	1	1	2	2

**TABLE 14.5 - Statewide Activities – Top 10
Southwest and Far North Regions and Communities (%)**

	All Visitors	Southwest	Kodiak	Far North
Shopping	75	52	60	42
Wildlife viewing	45	68	70	66
Cultural activities	39	39	58	41
Day cruises	39	17	18	33
Hiking/nature walk	34	46	47	28
Train	32	3	2	22
City/sightseeing tours	31	17	28	18
Fishing	16	44	39	16
Flightseeing	13	18	8	19
Tramway/gondola	13	5	10	8

**TABLE 14.6 Activities in Community/Region
Southwest and Far North Regions and Communities (%)**

	Southwest	Kodiak	Far North
Wildlife viewing	50	38	24
Birdwatching	11	9	11
Hiking/nature walk	31	31	11
Fishing	41	32	8
Unguided	18	16	7
Guided	25	17	1
Culture/History	16	23	12
Museums	9	14	2
Historical/cultural attractions	5	8	3
Native cultural tours/act.	3	2	8
Gold panning/mine tour	-	-	<1
Flightseeing	12	7	5
City/sightseeing tours	1	2	7
Day cruises	3	6	2
Camping	11	2	12
Kayaking/canoeing	5	4	3
Rafting	3	1	1
Hunting	5	-	6
Shows/Alaska entertainment	-	-	-
Tramway/gondola	-	-	-
ATV/4-wheeling	4	5	5
Salmon bake/crab feed	3	4	-
Biking	1	1	2
Dog sledding	-	-	-
Northern lights viewing	-	-	2
Hot springs	-	-	-
Zipline	-	-	-
Other	1	1	<1

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

**TABLE 14.7 - Satisfaction Ratings
Southwest and Far North Regions and Communities (%)**

	All Visitors	Southwest	Kodiak	Far North
Satisfaction with overall Alaska experience				
Very satisfied	75	75	74	74
Satisfied	23	23	24	23
Compared to expectations				
Much higher	29	26	29	23
Higher	36	35	34	31
About as expected	32	36	35	44
Value for the money, compared to other destinations				
Much better	15	12	14	11
Better	23	20	14	28
About the same	45	49	51	45
Likelihood to recommend and return to Alaska				
Very likely to recommend Alaska	79	83	82	75
Very likely to return to Alaska in next five years	40	60	54	51

**TABLE 14.8 - Previous Alaska Travel
Southwest and Far North Regions and Communities (%)**

	All Visitors	Southwest	Kodiak	Far North
Been to Alaska	40	62	54	63
Average # of vacation trips (base: repeaters)	4.1	6.2	7.1	3.9
Previously traveled in Alaska by cruise ship	16	16	19	12

**TABLE 14.9 - Trip Planning
Southwest and Far North Regions and Communities (%)**

	All Visitors	Southwest	Kodiak	Far North
Trip Decision, by Quarter				
Before July 2015	14	11	4	15
July-Sept 2015	17	22	21	10
Oct-Dec 2015	17	13	9	18
Jan-Mar 2016	23	18	22	19
Apr-Jun 2016	20	23	26	22
July-Sept 2016	8	14	18	17
Trip Booking, by Quarter				
Before July 2015	6	3	2	2
July-Sept 2015	11	7	4	5
Oct-Dec 2015	15	10	5	11
Jan-Mar 2016	27	25	24	21
Apr-Jun 2016	29	37	42	30
July-Sept 2016	13	17	23	31
Internet including apps and Travel Agent Usage				
Used internet	68	78	82	68
Booked over internet	58	67	69	56
Used TravelAlaska.com	18	15	11	17
Received Official State Vacation Planner	12	9	8	9
Booked through travel agent	35	18	20	22
Other Sources – Top 10				
Friends/family/co-workers	51	49	46	43
Prior experience	23	39	31	39
Cruise line	22	4	5	8
Brochures	15	14	15	13
AAA	8	3	2	5
Other travel guide/book	6	8	7	8
Tour company	5	6	7	5
Magazine	5	6	6	9
Television	4	4	6	4
Milepost	4	3	3	12

TABLE 14.10 - Top 10 Websites/Apps Used to Plan/Book Southwest and Far North Regions and Communities (%)

	All Visitors		Southwest		Kodiak		Far North	
	Plan	Book	Plan	Book	Plan	Book	Plan	Book
Airline websites	50	50	61	62	55	59	54	52
Cruise line websites	35	27	11	11	17	19	9	7
Google	28	4	29	7	27	7	35	4
Trip Advisor	23	3	18	3	13	2	18	1
Expedia	14	10	14	12	14	13	17	13
Hotel/lodge/RV Park	11	10	14	15	9	11	9	7
Tour company websites	11	8	18	10	17	8	11	11
Car/RV rental websites	10	9	10	7	8	7	11	8
Travelocity	7	2	4	2	4	2	5	4
Facebook	7	<1	9	-	10	-	5	-

TABLE 14.11 - Demographics Southwest and Far North Regions and Communities (%)

	All Visitors	Southwest	Kodiak	Far North
Origin				
Western US	38	52	61	45
Southern US	21	12	7	17
Midwestern US	15	17	12	14
Eastern US	10	8	9	7
Canada	7	4	7	5
Other International	9	8	4	13
Other Demographics				
Average party size	2.4	2.1	2.0	1.7
Average group size	4.2	3.0	2.7	2.9
Male/female	49/51	58/42	56/44	55/45
Average age	53.7	51.1	54.0	53.3
Children in household	23	26	20	19
Retired/semi-retired	44	36	41	40
College graduate	63	67	64	56
Average income	\$114,000	\$123,000	\$110,000	\$121,000

**TABLE 14.12 – Visitor Expenditures, Per Person
Southwest and Far North Regions and Communities**

	All Visitors	Southwest	Kodiak	Far North
Average per-person total spent in Alaska	\$1,057	\$3,367	\$2,270	\$2,431
Average per-person total spent in region/community		1,423	853	826
Lodging		101	142	44
Tours/activity/entertainment		107	121	45
Gifts/souvenirs/clothing		36	41	11
Food/beverage		148	213	43
Rental cars/fuel/transportation		62	34	19
Other		970	301	664