

AVSP 7 – Summer 2016

**Section 17:
Summary Profiles –
Party Size and
Repeat Visitors**

Summary Profiles: Party Size and Repeat Visitors

Two sets of profiles are provided in this chapter: the first set based on party size, and the second set based on repeat Alaska travel. Party size is the number of people with whom the survey respondent is sharing expenses. (A separate question asked for “group size,” which could include people not sharing expenses.)

**TABLE 17.1 - Market Definition and Sample Size
Party Size and Repeat Visitors**

Market	Definition	% of Alaska Market	Estimated Market Size	Sample Size	Maximum Margin of Error
1-person	One person in traveling party	19%	296,000	1,536	±2.5%
2-person	Two people in traveling party	56%	872,000	3,086	±1.8%
3+ person	Three or more people in traveling party	25%	389,000	1,284	±2.7%
First-time visitors	First time to Alaska	60%	934,000	3,170	±1.7%
Repeat visitors	Visited Alaska previously	40%	623,000	2,756	±1.9%
Very likely to return	Very likely to return to Alaska	40%	623,000	2,750	±1.9%

Survey responses differed in several areas according to party size.

- Parties of two or more were primarily travelling for vacation/pleasure (87 percent) and cruising while in Alaska (62-68 percent), compared to only 44 percent and 20 percent of parties of one, respectively. A third of singles were travelling for business and a quarter to visit friends and relatives. Three-quarters of singles travelled to and from Alaska by air.
- Two person parties that purchased a multi-day, non-cruise package were much less likely to purchase fishing packages (37 percent) compared to other group sizes (61-62 percent).
- Single travelers were most likely to report travelling between communities by personal vehicle or air. Two person parties were more likely to travel by tour bus and/or Alaska Railroad than those in other party sizes.
- Over half of single travelers had been to Alaska before, compared to about a third of travelers in other party sizes. Repeat single travelers had also been to Alaska more times, on average, than repeat travelers in other party sizes.
- Single travelers spend an average of \$1,578 per trip (average of 10.5 days), compared to \$1,020 per person for two person parties (average of 9.2 days), and \$679 for parties of three or more (whose trips averaged 8.2 days).

First-time, repeat, and very-likely-to-return travelers differed in a variety of ways.

- First-time visitors were much more likely to travel by cruise, and less likely to travel for the purpose of visiting friends and relatives.
- Many of the differences between these groups can be attributed to a higher proportion of cruise travelers in first-time visitors. For instance, first-time visitors are more likely to visit Southeast Alaska (76 percent did so) and more likely to participate in shopping activities, day cruises, and city/sightseeing tours.
- Repeat travelers and very-likely-to-return travelers exhibited very similar characteristics and trip patterns.

**TABLE 17.2 - Trip Purpose and Packages
Party Size and Repeat Visitors (%)**

	All Visitors	1-person	2-person	3+person
Trip purpose				
Vacation/pleasure	79	44	87	87
Visiting friends or relatives	13	24	10	10
Business	5	22	1	1
Business and pleasure	3	10	2	2
Purchased multi-day package (including cruise)				
Yes	64	29	73	68
Package type (Base: non-cruise, purchased package)				
Fishing lodge	49	62	37	61
Rail package	11	2	15	14
Wilderness lodge	10	5	15	6
Adventure tour	9	9	10	8
Motorcoach tour	8	10	10	3
Rental car/RV package	6	2	7	7
Hunting	2	4	2	<1
		First-time visitors	Repeat visitors	Very likely to return
Trip purpose				
Vacation/pleasure		89	63	62
Visiting friends/rel.		7	22	23
Business only		2	9	9
Business/pleasure		2	5	6
Purchased multi-day package (including cruise)				
Yes		75	46	44
Package type (Base: non-cruise, purchased package)				
Fishing lodge		35	62	64
Rail package		14	8	8
Wilderness lodge		11	9	7
Adventure tour		12	7	5
Motorcoach tour		12	4	4
Rental car/RV package		9	3	3
Hunting		1	4	4

**TABLE 17.3 - Transportation Modes
Party Size and Repeat Visitors (%)**

	All Visitors	1-person	2-person	3+person
Transportation Market				
Cruise	57	20	68	62
Air	38	74	27	35
Highway/ferry	5	6	5	3
Used to Travel Between Communities				
Tour bus/van	15	6	19	11
Rental vehicle	14	15	12	18
Alaska Railroad	14	5	18	11
Personal vehicle	9	18	8	7
Air	9	17	8	8
Rental RV	2	1	2	3
State ferry	2	2	2	2
Personal RV	1	1	2	1
		First-time visitors	Repeat visitors	Very likely to return
Transportation Market				
Cruise		70	38	36
Air		27	55	58
Highway/ferry		3	7	6
Used to Travel Between Communities				
Tour bus/van		19	9	7
Rental vehicle		13	16	18
Alaska Railroad		17	8	7
Personal vehicle		6	15	16
Air		7	13	14
Rental RV		2	2	2
State ferry		2	2	2
Personal RV		1	2	2

**TABLE 17.4 - Length of Stay, Destinations and Lodging Type
Party Size and Repeat Visitors (%)**

	All Visitors	1-person	2-person	3+person
Average length of stay in Alaska	9.2	10.5	9.2	8.2
Regions Visited				
Southeast	67	38	75	70
Southcentral	52	60	52	45
Interior	29	25	32	24
Southwest	4	8	4	3
Far North	2	5	1	1
Destinations Visited, Top 10				
Juneau	61	27	70	66
Ketchikan	58	25	67	63
Skagway	48	16	57	53
Anchorage	47	56	47	41
Glacier Bay Nat'l Park	29	10	35	28
Denali Nat'l Park	23	12	28	21
Seward	23	15	25	26
Fairbanks	17	19	18	11
Hoonah/Icy Strait Point	13	5	16	12
Talkeetna	11	7	13	11
Lodging Types Used				
Cruise ship	57	20	67	62
Hotel/Motel	37	41	37	33
Lodge	15	12	17	12
Bed & Breakfast	4	4	5	4
Vacation Rental	3	3	2	5
Friends/Family	15	30	11	11
Campground/RV	6	5	6	7
Wilderness Camping	2	5	1	2
State Ferry	1	1	1	<1

**TABLE 17.4 - Length of Stay, Destinations and Lodging Type (cont'd)
Party Size and Repeat Visitors (%)**

	First-time visitors	Repeat visitors	Very likely to return
Average length of stay in Alaska	8.9	9.7	9.5
Regions Visited			
Southeast	76	53	51
Southcentral	49	56	56
Interior	32	25	24
Southwest	3	7	7
Far North	1	3	2
Destinations Visited, Top 10			
Juneau	72	44	42
Ketchikan	69	42	40
Skagway	58	33	30
Anchorage	45	51	52
Glacier Bay Nat'l Park	34	20	19
Denali Nat'l Park	28	15	14
Seward	27	18	20
Fairbanks	18	15	15
Hoonah/Icy Strait Point	17	7	9
Talkeetna	13	9	9
Lodging Types Used			
Cruise ship	69	38	36
Hotel/Motel	37	37	36
Lodge	16	13	12
Bed & Breakfast	4	5	4
Vacation Rental	3	4	4
Friends/Family	8	25	26
Campground/RV	5	7	7
Wilderness Camping	2	3	4
State Ferry	1	1	1

**TABLE 17.5 - Statewide Activities – Top 10
Party Size and Repeat Visitors (%)**

	All Visitors	1-person	2-person	3+person
Shopping	75	54	79	80
Wildlife viewing	45	42	49	41
Cultural activities	39	23	43	44
Day cruises	39	19	44	43
Train	32	11	40	33
City/sightseeing tours	31	12	38	33
Hiking/nature walk	34	34	33	37
Fishing	16	23	13	18
Flightseeing	13	7	14	17
Tramway/gondola	13	6	16	10

	First-time visitors	Repeat visitors	Very likely to return
Shopping	80	66	68
Wildlife viewing	47	43	43
Cultural activities	45	31	30
Day cruises	47	26	28
Train	40	21	18
City/sightseeing tours	38	21	22
Hiking/nature walk	36	32	36
Fishing	11	25	26
Flightseeing	16	10	11
Tramway/gondola	14	10	10

**TABLE 17.7 - Satisfaction Ratings
Party Size and Repeat Visitors (%)**

	All Visitors	1-person	2-person	3+ person
Satisfaction with overall Alaska trip				
Very satisfied	75	69	76	75
Satisfied	23	27	22	22
Compared to expectations				
Much higher	29	28	30	27
Higher	36	30	36	39
About as expected	32	39	31	30
Value for the money				
Much better	15	17	15	17
Better	23	22	24	23
About the same	45	44	45	45
Likelihood to recommend and return to Alaska				
Very likely to recommend Alaska	79	76	81	79
Very likely to return to Alaska in next five years	40	65	34	33
		First-time visitors	Repeat visitors	Very likely to return
Satisfaction with overall Alaska trip				
Very satisfied		76	72	82
Satisfied		22	25	17
Compared to expectations				
Much higher		34	22	35
Higher		37	34	34
About as expected		26	42	30
Value for the money				
Much better		15	16	23
Better		22	26	26
About the same		46	44	37
Likelihood to recommend and return to Alaska				
Very likely to recommend Alaska		79	80	90
Very likely to return to Alaska in next five years		28	58	100

**TABLE 17.8 - Previous Alaska Travel
Party Size and Repeat Visitors (%)**

	All Visitors	1-person	2-person	3+ person
Been to Alaska before	40	58	35	35
Average # of vacation trips (base: repeaters)	4.1	5.1	3.8	3.8
Previously traveled in Alaska by cruise ship	16	13	18	16
		First-time visitors	Repeat visitors	Very likely to return
Been to Alaska before		-	100	58
Average # of vacation trips (base: repeaters)		-	4.1	5.5
Previously traveled in Alaska by cruise ship		-	41	18

**TABLE 17.9 - Trip Planning
Party Size and Repeat Visitors (%)**

	All Visitors	1-person	2-person	3+ person
Trip Decision, by Quarter				
Before July 2015	14	7	16	15
July-Sept 2015	17	10	17	23
Oct-Dec 2015	17	10	19	19
Jan-Mar 2016	23	21	25	22
Apr-Jun 2016	20	34	18	17
July-Sept 2016	8	18	7	4
Trip Booking, by Quarter				
Before July 2015	6	3	7	5
July-Sept 2015	11	4	11	15
Oct-Dec 2015	15	7	17	18
Jan-Mar 2016	27	19	28	30
Apr-Jun 2016	29	41	26	25
July-Sept 2016	13	25	11	8
Internet and Travel Agent Usage				
Used internet	68	69	66	75
Booked over internet	58	62	54	62
Used TravelAlaska.com	18	9	21	20
Received Official State Vacation Planner	12	6	13	13
Booked through travel agent	35	19	42	34
Other Sources – Top 10				
Friends/family	51	51	50	53
Prior experience	23	36	22	18
Cruise line	22	7	27	24
Brochures	15	9	17	15
AAA	8	3	10	7
Other travel/guide book	6	3	7	7
Tour company	5	3	6	5
Magazine	5	3	6	4
Television	4	5	5	3
Milepost	4	2	5	4

TABLE 17.9 - Trip Planning (Cont'd)
Party Size and Repeat Visitors (%)

	First-time visitors	Repeat visitors	Very likely to return
Trip Decision, by Quarter			
Before July 2015	17	9	10
July-Sept 2015	17	17	16
Oct-Dec 2015	18	16	13
Jan-Mar 2016	24	23	24
Apr-Jun 2016	18	24	25
July-Sept 2016	6	12	12
Trip Booking, by Quarter			
Before July 2015	7	3	3
July-Sept 2015	12	9	9
Oct-Dec 2015	16	13	12
Jan-Mar 2016	28	24	24
Apr-Jun 2016	26	33	34
July-Sept 2016	11	18	18
Internet and Travel Agent Usage			
Used internet	66	72	73
Booked over internet	53	64	66
Used TravelAlaska.com	21	15	16
Received Official State Vacation Planner	13	10	10
Booked through travel agent	43	23	22
Other Sources – Top 10			
Friends/family	52	49	55
Prior experience	3	55	37
Cruise line	27	16	15
Brochures	18	11	14
AAA	9	7	5
Other travel/guide book	8	4	5
Tour company	7	3	4
Magazine	5	4	5
Television	6	2	4
Milepost	4	5	4

**TABLE 17.10 - Top 10 Websites/Apps Used to Plan/Book
Party Size and Repeat Visitors (%)**

	All Visitors		1-person		2-person		3+ person	
	Plan	Book	Plan	Book	Plan	Book	Plan	Book
Airline websites	50	50	60	62	48	46	49	50
Cruise line websites	35	27	8	6	42	31	41	34
Google	28	4	20	3	29	4	29	4
Trip Advisor	23	3	8	1	26	4	28	5
Expedia	14	10	10	8	14	9	17	12
Hotel/lodge/RV Park	11	10	9	9	13	10	10	9
Tour company websites	11	8	9	6	12	9	11	7
Car/RV rental websites	10	9	8	8	11	9	11	10
Travelocity	7	2	6	3	7	2	9	2
Facebook	7	<1	5	<1	7	<1	7	1

	First-time visitors		Repeat visitors		Very likely to return	
	Plan	Book	Plan	Book	Plan	Book
Airline websites	45	43	58	60	58	58
Cruise line websites	44	34	23	18	22	18
Google	31	4	22	3	26	4
Trip Advisor	29	4	16	3	17	3
Expedia	17	11	11	8	13	10
Hotel/lodge/RV Park	12	9	11	11	12	10
Tour company websites	13	9	8	6	8	5
Car/RV rental websites	9	8	11	10	11	10
Travelocity	8	3	7	2	7	3
Facebook	8	<1	5	<1	7	1

**TABLE 17.11 - Demographics
Party Size and Repeat Visitors (%)**

	All Visitors	1-person	2-person	3+ person
Origin				
Western US	38	50	35	37
Southern US	21	17	22	23
Midwestern US	15	12	16	15
Eastern US	10	9	9	11
Canada	7	6	7	8
Other International	9	6	11	6
Other Demographics				
Average party size	2.4	1.0	2.0	4.3
Average group size	4.2	2.7	4.0	5.9
Male/female	49/51	58/42	48/52	49/51
Average age	53.7	51.8	58.8	44.3
Children in household	23	24	13	44
Retired/semi-retired	44	33	53	31
College graduate	63	58	63	67
Average income	\$114,000	\$99,000	\$112,000	\$130,000
		First-time visitors	Repeat visitors	Very likely to return
Origin				
Western US		29	52	49
Southern US		22	19	19
Midwestern US		16	13	13
Eastern US		12	6	8
Canada		7	7	7
Other International		13	3	4
Other Demographics				
Average party size		2.5	2.2	2.2
Average group size		4.8	3.4	3.4
Male/female		47/53	53/47	52/48
Average age		53.3	54.5	51.3
Children in household		24	22	24
Retired/semi-retired		41	47	37
College graduate		64	62	63
Average income		\$111,000	\$117,000	\$118,000

**TABLE 17.12 – Visitor Expenditures, Per Person
Party Size and Repeat Visitors (%)**

	All Visitors	1-person	2-person	3+ person
Average per-person total spent in Alaska	\$1,057	\$1,578	\$1,020	\$679
		First-time visitors	Repeat visitors	Very likely to return
Average per-person total spent in Alaska		\$988	\$1158	\$1215