

AVSP 7 – Summer 2016

Section 7:
Visitor Profile -
Demographics and Spending

Origin

Visitors were asked what state, country, or province they were visiting from. The chart below shows results for the major U.S. regions, for all visitors. Tables on the following pages show more detailed results for all visitors, including leading states and countries, followed by results by transportation market.

- The most common region of origin among Alaska visitors is Western U.S (38 percent), followed by the South (21 percent), Midwest (15 percent), and East (10 percent). Canada accounted for 7 percent of visitors, and other international countries accounted for 9 percent.
- The most common states of origin are California (12 percent), Washington (10 percent), Texas (5 percent), Oregon (4 percent), and Florida (4 percent) (see table on following page).
- Visitor origin has changed very little over the last decade, with all changes by region and state falling within 3 percent over the 10-year period, and changes of only 1 to 2 percent since 2011.
- The international market is explored in more detail in Section 19.

**CHART 7.1 – Origin (By Region)
All Visitors, 2006, 2011, and 2016**



Region Definition

- **Western U.S.:** Arizona, California, Colorado, Idaho, Hawaii, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming
- **Southern U.S.:** Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Texas, Virginia, West Virginia
- **Midwestern U.S.:** Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Wisconsin
- **Eastern U.S.:** Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Washington D.C.

TABLE 7.1 – Origin (Detailed)
All Visitors, 2006, 2011, and 2016 (%)

	ALL VISITORS		
	2006	2011	2016
United States	85	83	84
Western US	39	36	38
California	14	12	12
Washington	8	9	10
Oregon	4	3	4
Arizona	4	2	3
Colorado	2	3	3
Utah	1	1	2
Nevada	2	1	2
Southern US	19	22	21
Texas	5	6	5
Florida	4	4	4
Midwestern US	13	14	15
Ohio	2	2	2
Minnesota	3	2	2
Illinois	2	3	2
Michigan	2	2	2
Eastern US	13	11	10
New York	2	3	2
Pennsylvania	3	3	2
Canada	6	7	7
British Columbia	n/a	3	3
Ontario	n/a	2	1
Alberta	n/a	1	1
Yukon	n/a	1	1
Other International	9	10	9
Europe	6	4	3
Australia/New Zealand	2	3	3
Asia	1	1	1
Latin America	n/a	n/a	1

Note: U.S. states representing 2 percent or more of all visitors, and Canadian provinces with 1 percent or more, are shown.

Transportation Market

See table, next page.

- Over half of air visitors (52 percent) were from the West, with the South (17 percent), Midwest (14 percent), and East (8 percent) representing much smaller markets. Compared to cruise and highway/ferry visitors, air visitors were much less likely to be from Canada (1 percent) or other international countries (7 percent). Air visitors' origin has changed very little over the last decade, with all changes within 3 percentage points.
- Cruise visitors are most likely to be from the West (30 percent) or the South (24 percent), followed by Midwest (15 percent), East (11 percent), other international (11 percent), and Canada (9 percent). Like air visitors, origin rates have changed little over the last decade. The biggest change was in the Eastern U.S. market, which decreased from 16 percent in 2006, to 12 percent in 2011, to 11 percent in 2016.

- The highway/ferry market shows more fluctuations in terms of origin compared to other visitors. Between 2011 and 2016, the Western U.S. market grew from 27 to 32 percent; the Southern market grew from 10 to 14 percent; the Canadian market fell from 36 to 31 percent; and other internationals fell from 12 to 8 percent.

**TABLE 7.2 - Origin
By Transportation Market, 2006, 2011, and 2016 (%)**

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
United States	93	92	92	82	80	80	65	52	61
Western US	54	52	52	31	27	30	32	27	32
Washington	15	17	16	5	4	5	8	7	8
California	15	13	13	14	12	13	6	6	6
Oregon	6	5	6	2	2	2	6	3	4
Colorado	5	4	4	1	2	2	1	2	2
Arizona	3	3	3	4	2	3	3	2	3
Idaho	3	3	2	1	1	1	1	2	2
Southern US	16	19	17	22	25	24	15	10	14
Texas	4	5	5	6	7	6	5	2	3
Florida	3	3	3	5	5	5	3	2	3
Midwestern US	12	13	14	14	16	15	14	11	11
Minnesota	4	2	3	2	2	2	3	2	1
Illinois	1	3	2	2	4	2	1	2	2
Ohio	1	1	2	3	3	3	1	2	1
Michigan	1	2	2	2	2	2	3	1	2
Wisconsin	2	2	2	1	2	1	2	2	1
Eastern US	10	9	8	16	12	11	4	5	4
Pennsylvania	2	2	2	4	3	2	1	1	1
New York	1	2	2	3	3	3	1	1	1
New Jersey	1	1	<1	2	2	2	<1	<1	1
Canada	1	1	1	7	8	9	24	36	31
British Columbia	n/a	<1	<1	n/a	4	5	n/a	7	8
Ontario	n/a	<1	<1	n/a	3	2	n/a	4	2
Alberta	n/a	<1	<1	n/a	1	1	n/a	4	2
Yukon	n/a	<1	-	n/a	<1	-	n/a	18	16
Other International	6	6	7	11	12	11	11	12	8
Europe	4	4	4	7	4	3	8	10	6
Asia	1	1	2	<1	1	1	<1	<1	<1
Australia/New Zealand	1	1	1	2	4	5	2	1	1
Latin America	n/a	n/a	<1	n/a	n/a	1	n/a	n/a	<1

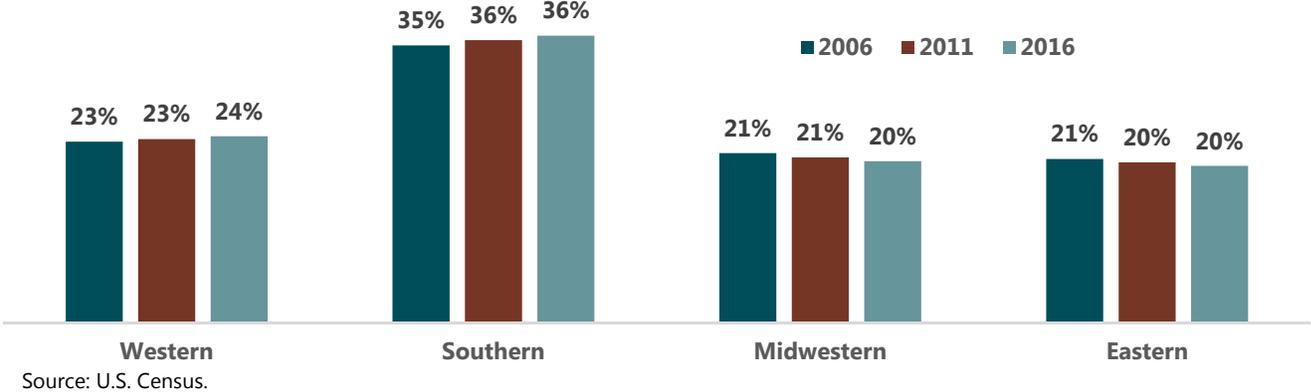
Note: U.S. states representing 2 percent or more of all visitors, and Canadian provinces with 1 percent or more, are shown.

Supplemental Analysis: U.S. Population by Region Compared to Alaska Visitors

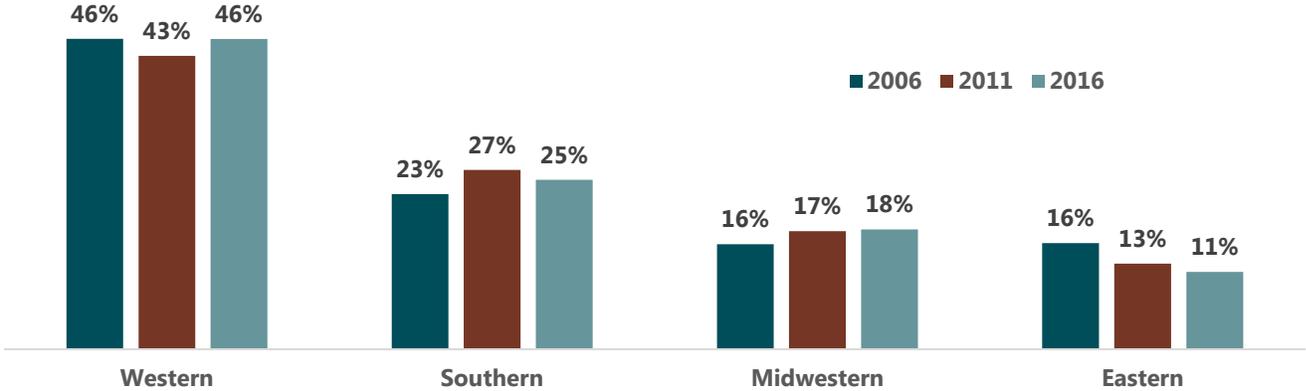
The first chart below shows U.S. population distribution by region (excluding Alaska) over the three AVSP years of 2006, 2011, and 2016, according to U.S. Census data. The second chart shows Alaska visitor distribution over the same time period. (The second chart differs from data on previous pages in that it excludes Canadian and other international visitors.)

- Compared to the overall U.S. population, Alaska visitors are much more likely to be from the West (46 versus 24 percent), and less likely to be from the other three regions.
- Distribution of U.S. population by region has been consistent over the last decade, with all changes within 1 percent. Distribution of Alaska visitors by region shows slightly more fluctuation, with the biggest change in the Eastern market, which fell from 16 to 11 percent between 2006 and 2016.

**CHART 7.3 - U.S. Population by Region, Excluding Alaska
2006, 2011, and 2016 (%)**



**CHART 7.4 - Alaska Visitors by U.S. Region, Excluding Alaska
2006, 2011, and 2016 (%)**

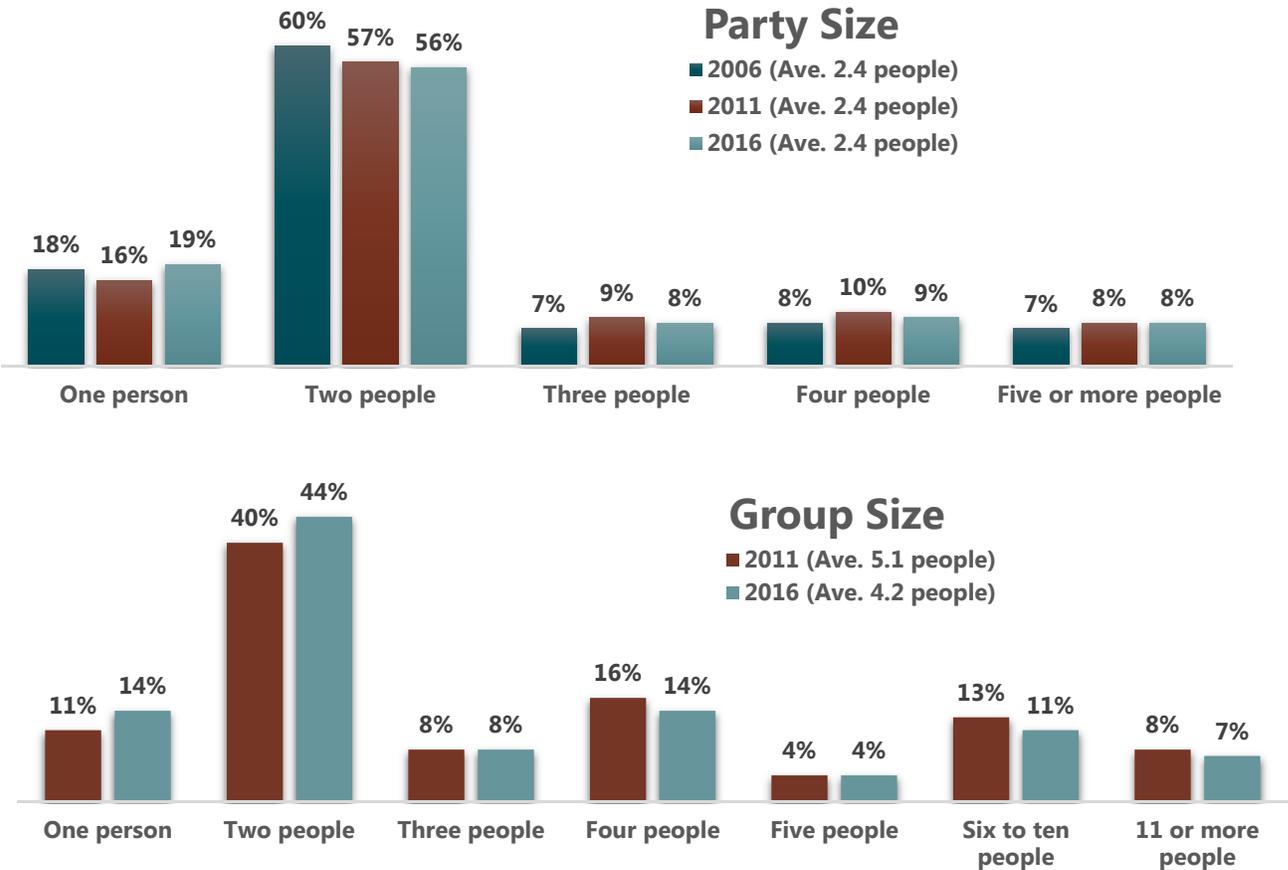


Party and Group Size

Visitors were asked two questions regarding the number of people with whom they were traveling. They were first asked for the number of people with whom they were sharing expenses, such as food, lodging, and transportation. The second question asked for the number of people traveling in the respondent’s group, including any friends or family they were traveling with (regardless of sharing expenses).

- Alaska visitors most commonly traveled in two-person parties, representing over half of the market (56 percent). One out of five visitors (19 percent) were traveling solo. The average party size was 2.4 people.
- Average party size has stayed consistent at 2.4 people over the last decade.
- The average group size among Alaska visitors was 4.2 people, representing a decrease from 2011 (5.1 people).
- Nearly one-fifth of visitors (18 percent) were traveling in groups of six or more people, including 7 percent traveling with 11 or more people. A profile of Group Travelers (visitors traveling in groups of six or more) is provided in *Section 16*.

CHART 7.5 - Party and Group Size
All Visitors, 2006, 2011, and 2016 (%)



Transportation Market

- Cruise passengers report larger average party size and group size (2.6 and 5.1 people, respectively) compared to air visitors (2.2 and 3.2) and highway/ferry visitors (2.0 and 2.5).
- Average party size among cruise visitors was consistent at 2.6 people between 2011 and 2016, up from 2.5 in 2006. Over the same time period, highway/ferry visitors' average party size decreased, from 2.3 to 2.2 to 2.0. Air visitors' average party size fluctuated from 2.1 to 2.3 to 2.2.
- Average group size decreased between 2011 and 2016 for both the air market (from 3.6 to 3.2 people) and the cruise market (from 6.3 to 5.1 people). Highway/ferry visitors' average group size increased from 2.4 to 2.5 people.

**TABLE 7.5 – Party and Group Size
By Transportation Market, 2006, 2011, and 2016 (%)**

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Party Size									
One	39	33	37	7	6	7	12	17	23
Two	38	39	40	72	68	66	66	62	63
Three	8	11	9	5	7	8	10	11	7
Four	9	9	7	8	11	11	8	6	5
Five or more	6	8	7	8	8	9	3	4	2
Average party size	2.1	2.3	2.2	2.5	2.6	2.6	2.3	2.2	2.0
Group Size									
One	n/a	24	29	n/a	2	4	n/a	15	22
Two	n/a	32	34	n/a	43	49	n/a	59	59
Three	n/a	12	10	n/a	5	7	n/a	11	7
Four	n/a	13	11	n/a	19	16	n/a	9	7
Five	n/a	5	4	n/a	3	4	n/a	2	1
Six to ten	n/a	9	8	n/a	16	13	n/a	4	2
Eleven or more	n/a	4	4	n/a	12	9	n/a	<1	2
Average group size	n/a	3.6	3.2	n/a	6.3	5.1	n/a	2.4	2.5

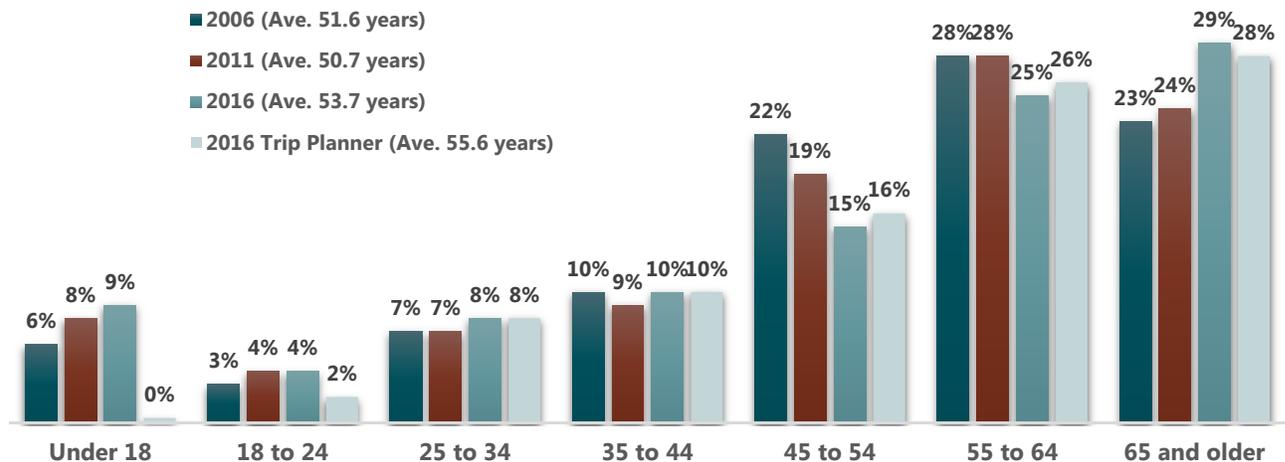
Note: This "group size" question was not asked in the 2006 survey.

Age and Gender

Visitors were asked to report both their own age, and the age and gender of each party member. A new question was added to the 2016 survey: after reporting everyone in their party, the respondent was asked which of the party members did most of the planning for their Alaska trip. Results to both sets of questions are presented in the chart below

- Alaska visitors averaged 53.7 years of age in summer 2016. The most common age group was 65 and older (29 percent), followed by 55 to 64 (25 percent), then 45 to 54 (15 percent).
- The average age of Trip Planners was 55.6 years old, higher than the overall party, but not surprising considering that children under 18 are unlikely to have planned their party's trip.
- The average age of Alaska visitors has fluctuated over the last decade: from 51.6 years in 2006, to 50.7 years in 2011, to 53.7 years in 2016.
- The 45 to 54 age group decreased over the last decade, from 22 percent in 2006, to 19 percent in 2011, to 15 percent in 2016, or 7 percent total. Over the same time period, the 65 and older age group increased by 6 percent (from 23 to 24 to 29 percent) and the under-18 age group increased by 3 percent (from 6 to 8 to 9 percent). Between 2011 and 2016, the 55 to 64 age group fell from 28 percent to 25 percent.

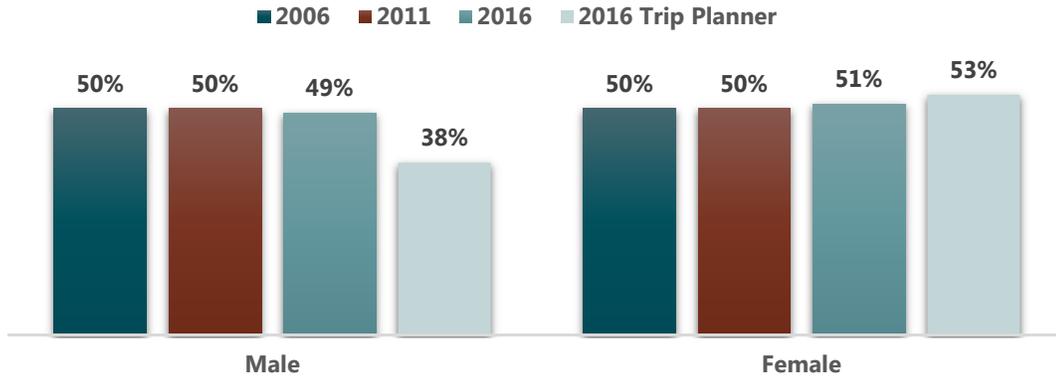
CHART 7.6 – Age of All Party Members; Trip Planner Age (2016 only)
All Visitors, 2006, 2011, and 2016



Note: Trip Planner was only asked in 2016.

- The male/female split of Alaska visitors has been remarkably even over the last decade: from 50/50 in 2006 and 2011, and 49/51 in 2016. Considering trip planners only, they are more likely to be female than male, at 53/38. This figure excludes 9 percent for whom the question didn't apply because someone outside of the party did the trip planning.

**CHART 7.7 – Gender of All Party Members; Trip Planner Gender (2016 only)
All Visitors, 2006, 2011, and 2016**



Note: Trip Planner was only asked in 2016.

Transportation Market

- Cruise visitors reported the highest average age at 56.7 years old, followed by highway/ferry at 54.8 years old, and air at 49.4 years old.
- Trip planners were slightly older for each market: 58.4 years old among cruise visitors, 55.1 years old among highway/ferry visitors, and 51.4 years old among air visitors.
- The average age of cruise passengers fell slightly from 2006 to 2011 (from 53.3 to 52.3), then climbed to 56.7 in 2016. Air and highway ferry markets also reported small decreases in 2011, then increases in 2016: from 48.0 to 47.7 to 49.4 years for the air market, and from 52.5 to 51.8 to 54.8 years for the highway/ferry market.
- Air and highway/ferry visitors were more likely to be male (57 and 55 percent, respectively) when compared to cruise visitors (44 percent).
- Trip planning gender varied according to market. Cruise passengers were more likely to have female trip planners (62 versus 31 percent), while both air and highway/ferry visitors were more likely to have male trip planners (48 versus 42 percent among air visitors, and 50 versus 34 percent among highway/ferry visitors).

**TABLE 7.6 - Age and Gender
By Transportation Market, 2006, 2011, and 2016 (%)**

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Age									
Under 18	7	7	8	6	9	10	7	6	5
18 to 24	5	5	6	2	3	3	4	4	3
25 to 34	10	12	13	6	4	5	7	10	11
35 to 44	15	12	12	8	8	9	9	9	9
45 to 54	22	21	17	23	19	14	15	13	12
55 to 64	23	26	24	31	29	25	24	28	26
65 and older	18	16	20	25	28	34	33	29	34
Average age – All Visitors	48.0	47.7	49.4	53.3	52.3	56.6	52.5	51.8	54.8
Average age – Trip Planner	n/a	n/a	51.4	n/a	n/a	58.4	n/a	n/a	55.1
Gender – All Visitors									
Male	60	57	57	44	45	44	53	55	55
Female	40	43	43	56	55	56	47	45	45
Gender – Trip Planner									
Male	n/a	n/a	48	n/a	n/a	31	n/a	n/a	50
Female	n/a	n/a	42	n/a	n/a	62	n/a	n/a	34
Others planned	n/a	n/a	10	n/a	n/a	8	n/a	n/a	16

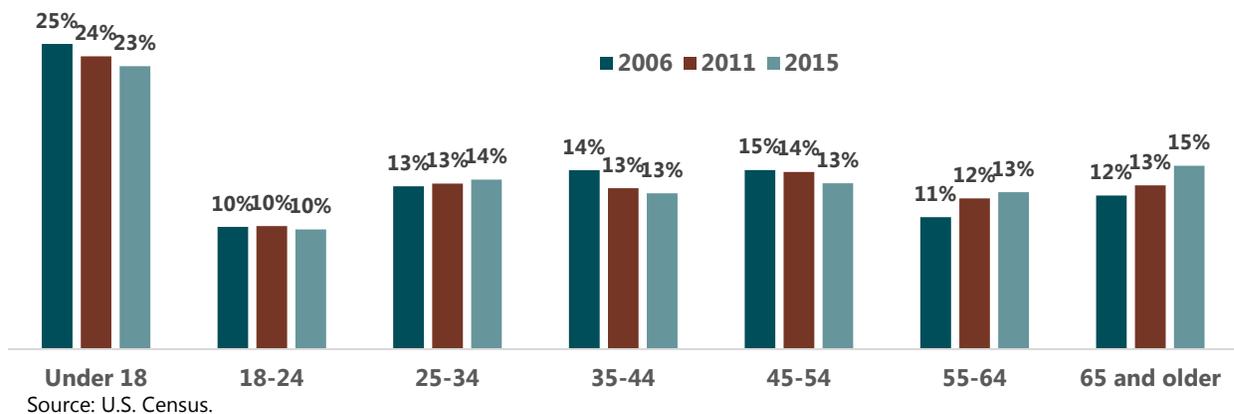
Note: Age and gender data reflect the entire traveling party, not just the respondent. Trip planner results were not collected in 2006 or 2011.

Supplemental Analysis: U.S. Population by Age Group Compared to Alaska Visitors

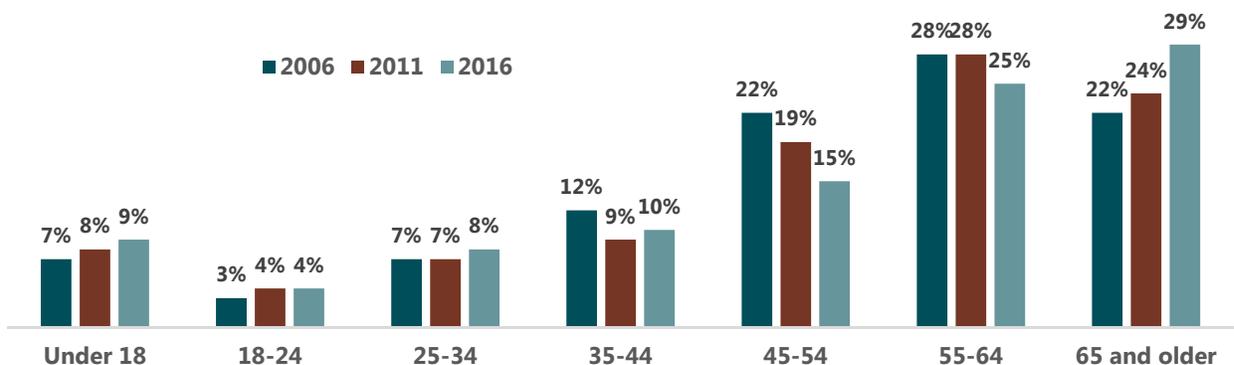
The first chart below shows U.S. population distribution by age group over the three AVSP years of 2006, 2011, and 2015 (the most recent year available), according to U.S. Census data. The second chart shows Alaska visitor distribution for 2006, 2011, and 2016. While the AVSP data includes non-U.S. residents, the data should be comparable, as U.S. residents accounted for 84 percent of all Alaska visitors. In addition, the average ages of Canadian and other international visitors (53 and 55 years old, respectively) was very close to the average age of all visitors (54 years old).

- Compared to the overall U.S. population, Alaska visitors tend to be much older: 13 percent of 2016 Alaska visitors were under 25 in 2016, compared to 33 percent of the 2015 U.S. population. Over half (54 percent) were 55 and older, compared to 28 percent of the 2015 U.S. population.
- Alaska's visitor population in terms of age group shows slightly more fluctuation over time than the U.S. population. The 65+ population increased in both groups between 2006 and 2016: from 12 to 15 percent among U.S. residents, and from 22 to 29 percent among Alaska visitors. On the other end of the age spectrum, those under 18 fell from 25 to 23 percent among U.S. residents, while rising from 7 to 9 percent among Alaska visitors.

**CHART 7.8 - U.S. Population by Age Group
2006, 2011, and 2015 (%)**



**CHART 7.9 - Alaska Visitors by Age Group
2006, 2011, and 2016 (%)**

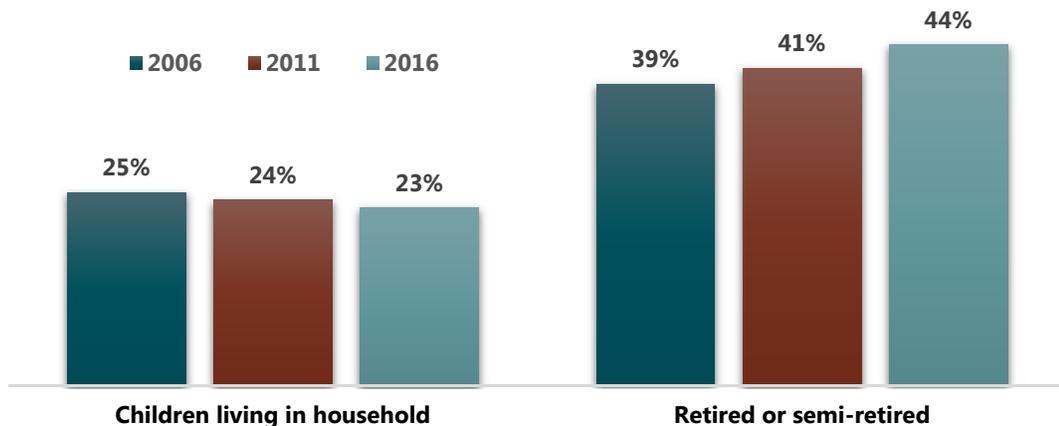


Children and Retirement Status

Visitors were asked two questions to help characterize their household: whether they had children living in their household, and whether they were retired/semi-retired.

- Nearly one-quarter of visitors (23 percent) said they had children living in their household, down slightly from 25 percent in 2006 and 24 percent in 2011.
- Nearly half of visitors (44 percent) said they were retired or semi-retired, up from 39 percent in 2006 and 41 percent in 2011.

**CHART 7.10 - Children Living In Household; Retirement Status
All Visitors, 2006, 2011, and 2016**



Transportation Market

- Rates of children in the household were higher among cruise visitors (22 percent) and air visitors (26 percent) than among highway/ferry visitors (14 percent). These rates have only shifted by 1 to 3 percent over the last decade.
- Highway/ferry and cruise visitors had higher rates of retirement at 55 percent and 51 percent, respectively, when compared with air visitors (31 percent).
- Retirement rates among cruise passengers increased over the last decade, from 43 percent in 2006, to 48 percent in 2011, to 51 percent in 2016. The rate among highway/ferry visitors fluctuated from 59, to 53, to 55 percent. The rate among air visitors inched up between 2011 and 2016: from 28 to 31 percent.

**TABLE 7.10 - Children Living In Household; Retired or Semi-Retired
By Transportation Market, 2006, 2011, and 2016 (%)**

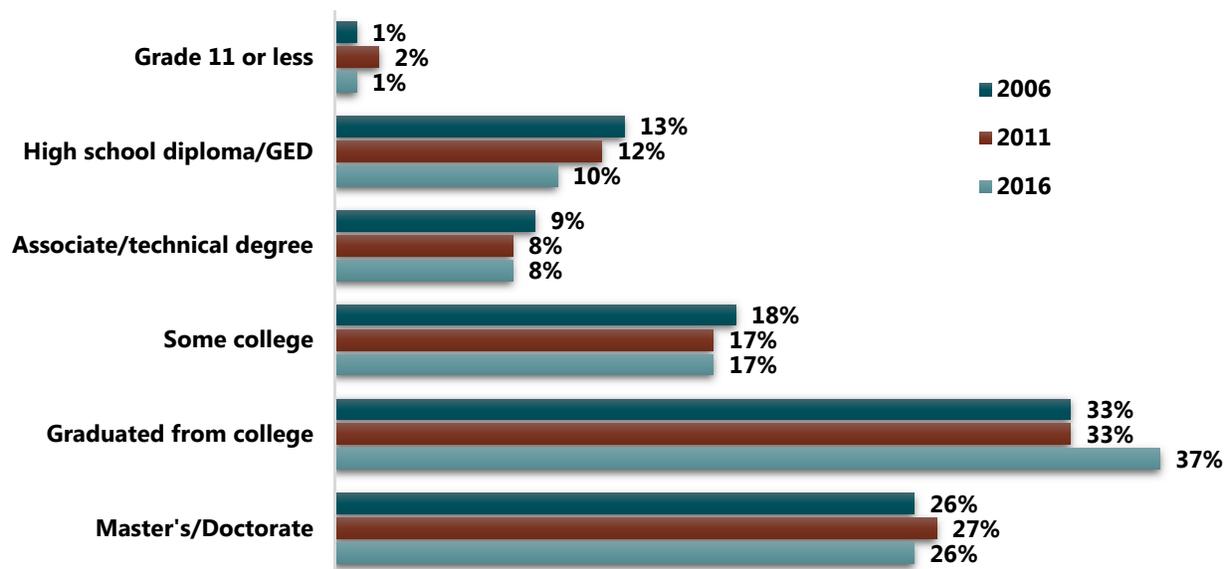
	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Children living in household	29	28	26	24	23	22	14	15	14
Retired or semi-retired	29	28	31	43	48	51	59	53	55

Education

Visitors were asked to share the highest level of education they had the opportunity to complete. To make visitors more comfortable, they pointed to the response, rather than speaking it out loud.

- Over one-third of Alaska’s visitors (37 percent) had a Bachelor’s degree, while another 26 percent had a Master’s or Doctorate, for a total college graduate rate of 63 percent.
- Education levels increased slightly between 2011 and 2016, with the college graduation rate increasing from 60 to 63 percent.

CHART 7.11 – Education
All Visitors, 2006, 2011, and 2016



Transportation Market

- Air and cruise visitors show slightly higher college graduation rates (63 and 64 percent, respectively) than highway/ferry visitors (53 percent).
- Cruise passengers' college graduation rate increased from 59 to 64 percent between 2011 and 2016. A bigger shift occurred in the highway/ferry market, where the rate of those with a high school diploma (as their highest educational level) dropped from 18 to 8 percent, while the "some college" rate increased from 12 to 24 percent. Education levels among air visitors were generally consistent over the last decade.

**TABLE 7.11 – Education
By Transportation Market, 2006, 2011, and 2016 (%)**

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Grade 11 or less	1	1	1	1	2	1	2	4	2
High school diploma/GED	11	10	10	14	12	10	18	18	8
Associate/technical degree	9	9	9	8	8	7	9	10	12
Some college	18	17	16	17	18	17	21	12	24
Graduated from college	33	34	36	33	32	38	29	31	33
Master's/Doctorate	27	28	27	26	27	26	21	24	20
Don't know	<1	1	<1	<1	1	<1	<1	2	1

Household Income

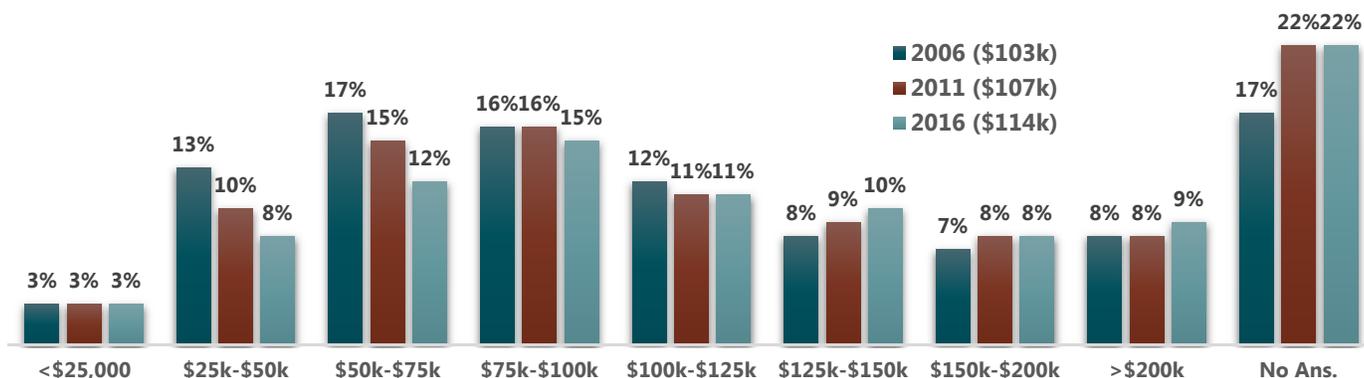
Visitors were asked for their annual pre-tax household income. As with the question about education, respondents pointed to the response rather than speaking out loud for privacy. In cases of international currency, the project team calculated the equivalent amount in U.S. dollars in the survey cleaning process.

- Visitors reported an average income of \$114,000 in summer 2016, up from \$103,000 in 2006 and \$107,000 in 2011. Adjusted for inflation, the 2016 average was about equivalent to the 2011 average.
- While visitors were fairly evenly spread across the income spectrum, the most common income brackets were \$75,000-\$100,000 (15 percent) and \$50,000-\$100,000 (12 percent).

Transportation Market

- Cruise passengers reported slightly higher average incomes at \$117,000, followed by air visitors (\$112,000) and highway/ferry visitors (\$92,000).
- The average income among cruise passengers rose by \$12,000 over the last decade (from \$105,000 to \$117,000), while the average income among air visitors rose by \$7,000 (\$105,000 to \$112,000). Highway/ferry visitors' average income fluctuated from \$76,000, to \$96,000, to \$92,000.

**CHART 7.12 - Household Income
All Visitors, 2006, 2011, and 2016**



**TABLE 7.12 - Household Income
By Transportation Market, 2006, 2011, and 2016 (%)**

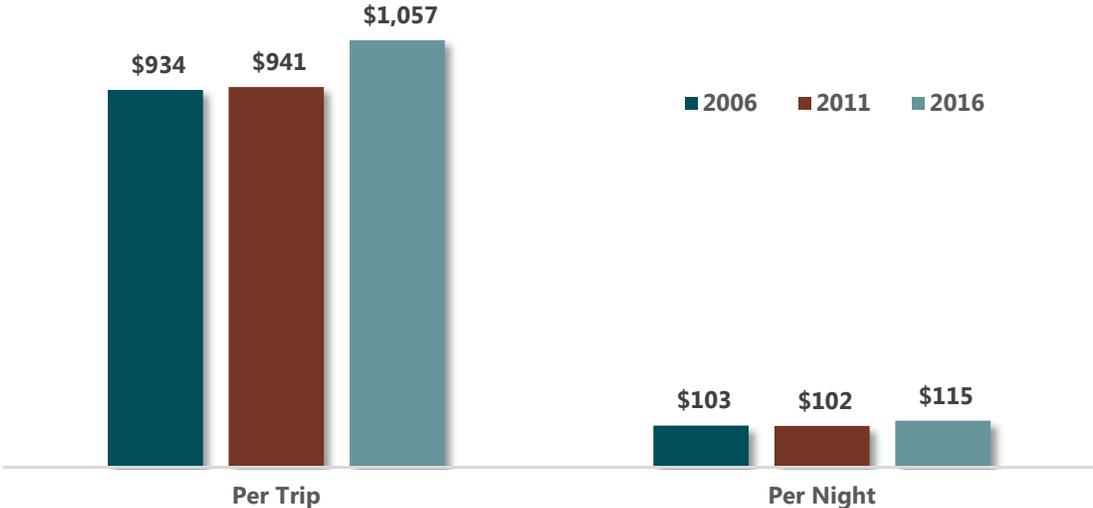
	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Less than \$25,000	4	4	3	2	2	2	3	3	5
\$25,000 to \$50,000	11	10	10	12	10	7	26	11	13
\$50,000 to \$75,000	17	16	14	16	14	10	19	14	14
\$75,000 to \$100,000	17	15	16	15	16	14	16	19	19
\$100,000 to \$125,000	12	11	12	13	11	11	8	10	11
\$125,000 to \$150,000	11	9	11	8	9	9	3	8	8
\$150,000 to \$200,000	8	9	8	7	7	7	3	6	4
Over \$200,000	8	9	10	8	7	9	3	4	4
Don't know/Refused	13	17	13	19	24	29	19	26	22
Average income	\$105,000	\$108,000	\$112,000	\$105,000	\$108,000	\$117,000	\$76,000	\$96,000	\$92,000

Spending Per Person

The following chart shows how much visitors spent on their entire Alaska trip, not including spending on transportation used to enter or exit the state (such as air and ferry tickets) or cruise package spending. This data is divided by party size to arrive at a per-person average.

- Alaska visitors spent an average of \$1,057 per person on their Alaska trip, not including the cost of transportation to enter or exit the state, or any cruise or cruise/tour packages. This average is 12 percent above the average reported in 2011, and 13 percent above the 2006 average. After adjusting for inflation, 2016 per-trip spending increased by 4 percent from 2011.
- Visitors spent an average of \$115 per person, per night, up 13 percent from \$102 in 2011 and 12 percent from \$103 in 2006.

**CHART 7.13 - Visitor Expenditures in Alaska, Per Person, Per Trip and Per Night
Excluding Transportation to/from Alaska
All Visitors, 2006, 2011, and 2016
Intercept Respondents**



Transportation Market

- Air visitors reported the highest average per-person spending at \$1,674, followed by highway/ferry visitors at \$990 and cruise visitors at \$624. (Cruise visitors spent an additional \$2,437, on average, on their cruise package; see table below.)
- Air visitors also spent the highest on a per-night basis, at \$167 per person, followed by highway/ferry visitors at \$83 and cruise visitors at \$74.
- Air visitors' average spending increased over the last decade from \$1,376 in 2006, to \$1,455 in 2011, to \$1,674 in 2016. Cruise visitors' spending decreased slightly, from \$636, to \$632, to \$624. Highway/ferry visitors' spending decreased, from \$1,310, to \$1,021, to \$990.
- After adjusting for inflation, 2016 average air per-trip spending was up by 6 percent from 2011; cruise per-trip spending was down 9 percent; and highway/ferry per-trip spending was down by 10 percent.

**TABLE 7.13 - Visitor Expenditures in Alaska, Per Person, Overall
Excluding Transportation to/from Alaska
By Transportation Market, 2006, 2011, and 2016 (%)**

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Less than \$500	35	30	28	57	58	50	37	37	45
\$501 - \$1,000	22	20	19	20	21	21	23	22	18
\$1,001 - \$2,500	24	25	26	9	9	9	23	18	20
\$2,501 - \$5,000	8	11	12	2	2	1	8	5	6
Over \$5,000	3	3	5	<1	1	<1	2	1	2
Don't know	7	11	9	12	10	18	6	16	9
Average per person, per night	\$146	\$148	\$167	\$79	\$74	\$74	\$70	\$77	\$83
Average per person, per trip	\$1,376	\$1,455	\$1,674	\$636	\$632	\$624	\$1,310	\$1,021	\$990

Notes: This data is based to intercept respondents only. Spending on cruise packages and ferry tickets to enter/exit state is excluded.

Cruise and Ferry Package Spending

- Cruise passengers reported spending an average of \$2,437 per person on their cruise or cruise/tour package, up from \$1,897 in 2006 and \$2,173 in 2011. (These results are based only to passengers who reported their package price not including airfare.)
- Ferry passengers reported spending an average of \$628 per person on their ferry tickets, up from \$551 in 2006 and \$412 in 2011.

**TABLE 7.14 - Visitor Expenditures on Cruise Package
and Ferry Tickets, Per Person, 2006, 2011, and 2016
Base: Cruise and Ferry Passengers**

	CRUISE			FERRY		
	2006	2011	2016	2006	2011	2016
Average per person	\$1,897	\$2,173	\$2,437	\$551	\$412	\$628

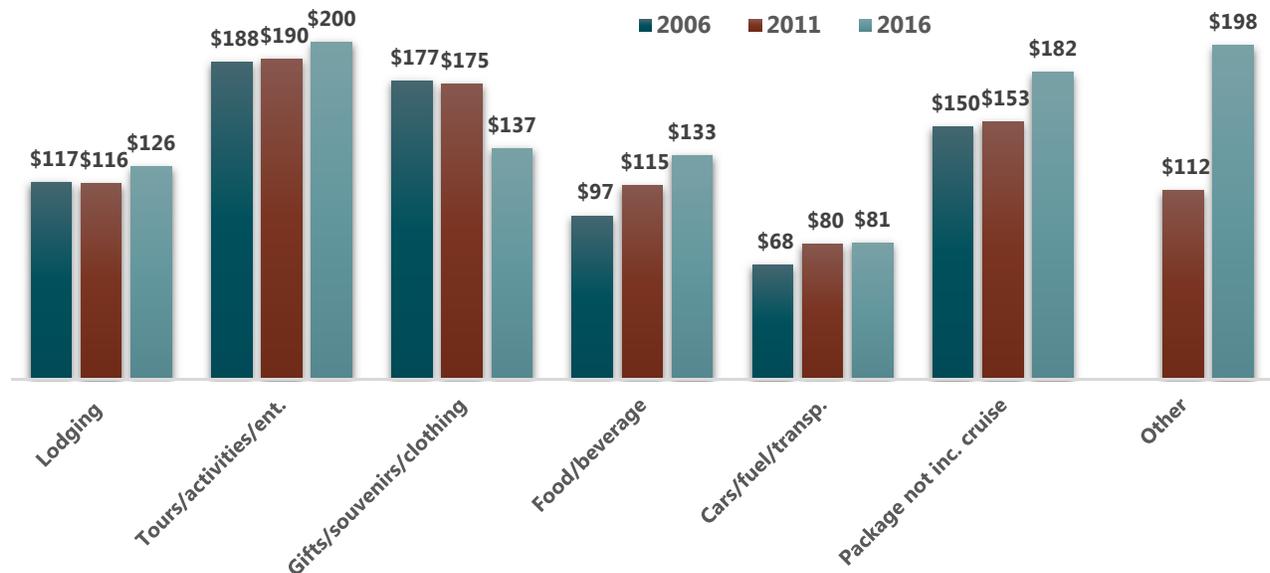
Notes: This data is based to intercept respondents only. Average cruise package price is based only to passengers who reported package price not including airfare.

Spending by Category

The following chart shows average, per-person, per-trip spending by spending category. On the survey, after being asked to estimate the total spending in Alaska, respondents were asked to estimate spending in six different categories. The “other” category represents spending that cannot be attributed to a particular category in a community. Because the methodology changed in 2011 for capturing “other” expenses, there is no comparable category for 2006.

- The category representing the highest per-person spending was tours/activities/entertainment, at \$200 per person, followed by packages (not including cruise packages) at \$182 per person, gifts/souvenirs/clothing at \$137 per person, food/beverage at \$133 per person, lodging at \$126 per person, and cars/fuel/transportation at \$81 per person. The “other” category represented \$198 per person.
- Between 2011 and 2016, the largest changes by category were in gifts/souvenirs/clothing, which fell from \$175 to \$137, and packages (not including cruises), which increased from \$153 to \$182. “Other” spending increased significantly, from \$112 to \$198. These changes are discussed in more detail in the following section.

**CHART 7.15 - Visitor Spending in Alaska, Per Person, by Category
Excluding Transportation to/from Alaska
All Visitors, 2006, 2011, and 2016**



Transportation Market

The table below shows average spending by category, per person, by transportation market.

- Air visitors showed much higher rates of per-person spending for most categories, compared with cruise and highway/ferry passengers. They spent an average of \$286 per person on lodging, compared with \$22 among cruise passengers and \$187 among highway/ferry visitors. They spent \$243 on food/beverage, compared with \$213 among highway/ferry visitors and \$56 among cruise visitors. They spent \$470 on packages, compared with \$0 among cruise passengers and \$65 among highway/ferry visitors. (Cruise passengers reported their cruise package spending in a separate question.)
- Cruise passengers' highest spending category was tours/activities/entertainment, where they spent an average of \$230. This compares with \$162 among air visitors and \$143 among highway/ferry visitors. Cruise passengers spent the bulk of their remaining dollars on gifts/souvenirs/clothing at \$168, compared with \$95 among air visitors and \$81 among highway/ferry visitors.
- Highway/ferry visitors' highest spending category was food/beverage (\$213), followed by lodging (\$187) and cars/fuel/transportation (\$179).
- Compared with 2011, spending by air visitors increased for lodging (from \$265 to \$286); tours (from \$144 to \$162); food/beverage (from \$215 to \$243); and packages (from \$424 to \$470). Retail spending decreased from \$108 to \$95.
- Cruise visitor spending on tours increased (from \$219 to \$230), while retail spending decreased (from \$220 to \$168).
- Highway/ferry spending changed most significantly in the food/beverage category, which increased from \$162 to \$213. Spending on lodging decreased from \$211 to \$187.

**TABLE 7.15 - Visitor Spending in Alaska, Per Person, by Category
Excluding Transportation to/from Alaska
By Transportation Market, 2006, 2011, and 2016**

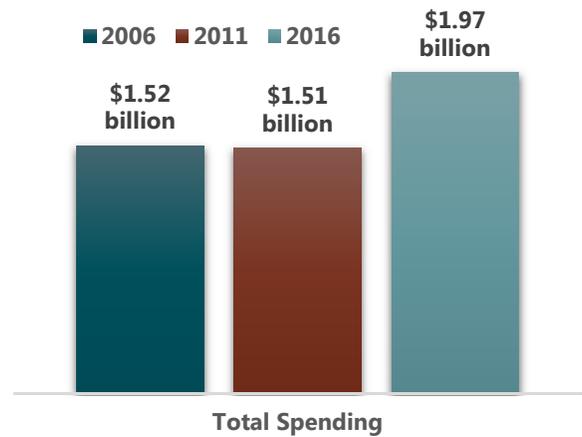
	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Lodging	\$289	\$265	\$286	\$16	\$18	\$22	\$174	\$211	\$187
Tours/activities/entertainment	115	144	162	237	219	230	103	144	143
Gifts/souvenirs/clothing	114	108	95	217	220	168	95	92	81
Food/beverage	188	215	243	40	55	56	209	162	213
Cars/fuel/transportation	157	187	188	8	11	9	209	189	179
Package not including cruise	453	424	470	*	0	0	*	61	65
Other	n/a	112	230	n/a	109	139	n/a	162	122

Notes: This data is based to intercept respondents only. Spending on cruise packages and ferry tickets to enter/exit state is excluded.

Total Spending

- Visitor spending on their Alaska trip, excluding transportation costs to travel to and from Alaska, totaled \$1.97 billion in summer 2016. That figure includes \$1.25 billion in spending by air visitors, \$640 million in spending by cruise passengers, and \$84 million in spending by highway/ferry visitors. Spending on cruise packages, ferry tickets, and airfare to enter/exit Alaska are excluded.
- Total spending increased by 31 percent between 2011 and 2016. Spending by air visitors increased by 42 percent, while spending by cruise visitors increased by 15 percent, and spending by highway/ferry visitors increased by 18 percent.
- Adjusting 2011 dollars to 2016 value, total spending increased by 21 percent, including by 32 percent among air visitors, by 6 percent among cruise visitors, and by 9 percent among highway/ferry visitors.

CHART 7.16 – Total Visitor Spending in Alaska, Summer 2016



**TABLE 7.16 - Total Visitor Expenditures in Alaska
Excluding Transportation to/from Alaska
By Transportation Market, 2006, 2011, and 2016 (\$Millions)**

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Total Spending	\$809	\$880	\$1,250	\$610	\$558	\$640	\$111	\$71	\$84

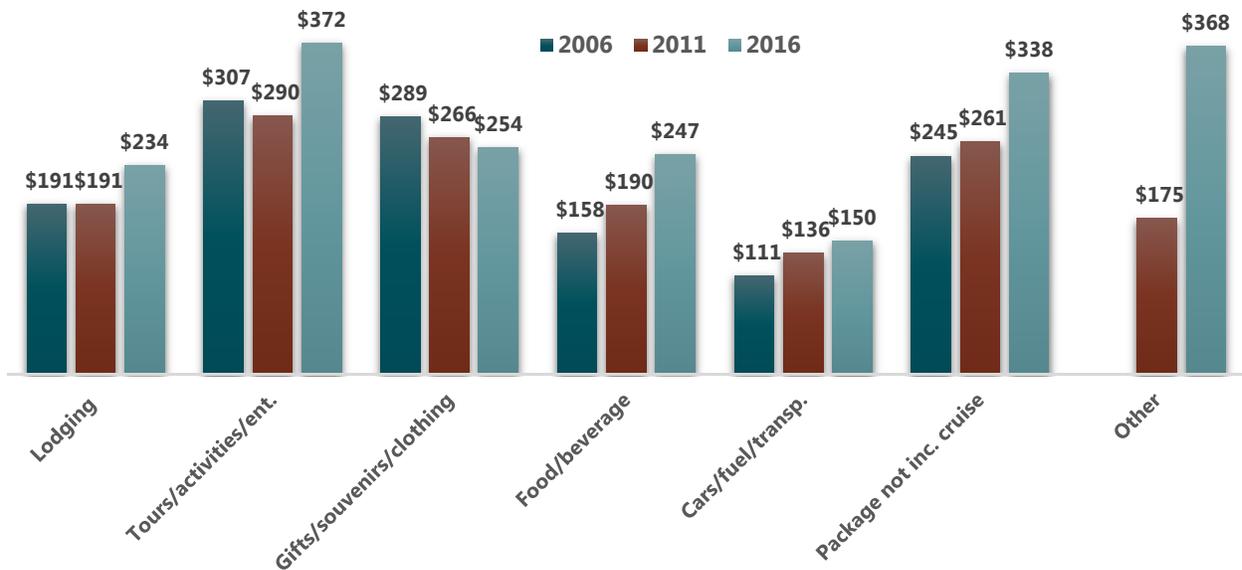
Notes: This data is based to intercept respondents only. Spending on transportation to enter/exit state is excluded.

Total Spending by Category

The chart below shows total spending by spending category. These figures are determined by multiplying average spending by visitor volume.

- The largest total spending category (naturally mirroring the average per-person order) was tours/activities/entertainment (\$372 million), followed by non-cruise packages (\$338 million), gifts/souvenirs/clothing (\$254 million), food/beverage (\$247 million), lodging (\$234 million), and cars/fuel/transportation (\$150 million). Unattributed spending totaled \$368 million.
- Changes in total spending reflected changes in per-person spending, discussed in the previous section.

**CHART 7.17 - Total Visitor Spending in Alaska, by Category
Excluding Transportation to/from Alaska
All Visitors, 2006, 2011, and 2016 (\$Millions)**



Transportation Market

- Air visitors' total spending was highest for non-cruise packages (\$351 million), followed by lodging (\$214 million) and food/beverage (\$182 million).
- Cruise visitors' total spending was mostly concentrated in tours (\$236 million) and gifts/souvenirs/clothing (\$172 million).
- Because of their small portion of the market (5 percent), highway/ferry visitors' total spending was much lower by category, compared to air and cruise visitors. Spending was mostly concentrated in food/beverage (\$18 million), lodging (\$16 million), and cars/fuel/transportation (\$15 million).

**TABLE 7.17 - Total Visitor Spending in Alaska, by Category
Excluding Transportation to/from Alaska
By Transportation Market, 2006, 2011, and 2016 (\$Millions)**

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Lodging	\$170	\$160	\$214	\$15	\$16	\$23	\$15	\$15	\$16
Tours/activities/entertainment	68	87	121	227	193	236	9	10	12
Gifts/souvenirs/clothing	67	65	71	208	194	172	8	6	7
Food/beverage	111	130	182	38	49	57	18	11	18
Cars/fuel/transportation	92	113	140	8	10	9	18	13	15
Package not including cruise	266	256	351	*	-	-	*	4	5
Other	n/a	68	172	n/a	96	143	n/a	11	10

Notes: This data is based to intercept respondents only. Spending on transportation to enter/exit state is excluded.