

# Alaska Visitor Arrivals Fall/Winter 2002-03

*Prepared for the*

**State of Alaska, Department of  
Community and Economic Development**

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- Personnel at the State of Alaska, Department of Community and Economic Development
- Personnel at Ted Stevens Anchorage International Airport, Fairbanks International Airport, and Juneau International Airport
- Management of Alaska Airlines
- U.S. Customs Officials—in Anchorage and at the highway border stations on the Alcan, Klondike, and Haines Highways
- Personnel of the Alaska Marine Highway System



## Abbreviations and Definitions

### Abbreviations

AMHS	Alaska Marine Highway System
AVSP	Alaska Visitors Statistics Program
DCED	State of Alaska, Department of Community and Economic Development
RAS	Random Arrival Survey
SAR	Secondary Arrival Report
VFR	Visiting Friends and Relatives

### Definitions

Business Only	One of the categories based on “purpose of trip” for visitors traveling to Alaska that describes those visiting Alaska for business only reasons.
Business / Pleasure	The purpose of trip category for those traveling to Alaska for a mixture of business and pleasure reasons.
Random Arrival Survey	Survey conducted with visitors, by way of an intercept interview, as visitors first arrive in Alaska.
Secondary Arrival Report(s)	Arrival reports that are prepared in non-survey years. These reports are based on visitor counts conducted in survey years.
Total Arrivals	All arrivals to the State of Alaska – arrivals made by residents and visitors combined.
Vacation and Pleasure	The purpose of trip category to describe those visitors traveling primarily for vacation or pleasure.
Visiting Friends and Relatives	The purpose of trip category for those visiting friends and relatives who live in Alaska.
Visitors	Non-residents traveling to Alaska. The major visitor categories are vacation and pleasure, visiting friends and relatives, business and pleasure, and business only.
Visitor Percentage(s)	The portion of total arrivals for a given mode of entry that are visitors
Visitor Tallies	Counts conducted by surveyors to determine the portion of people that are visitors on randomly selected boats, planes, and cars.

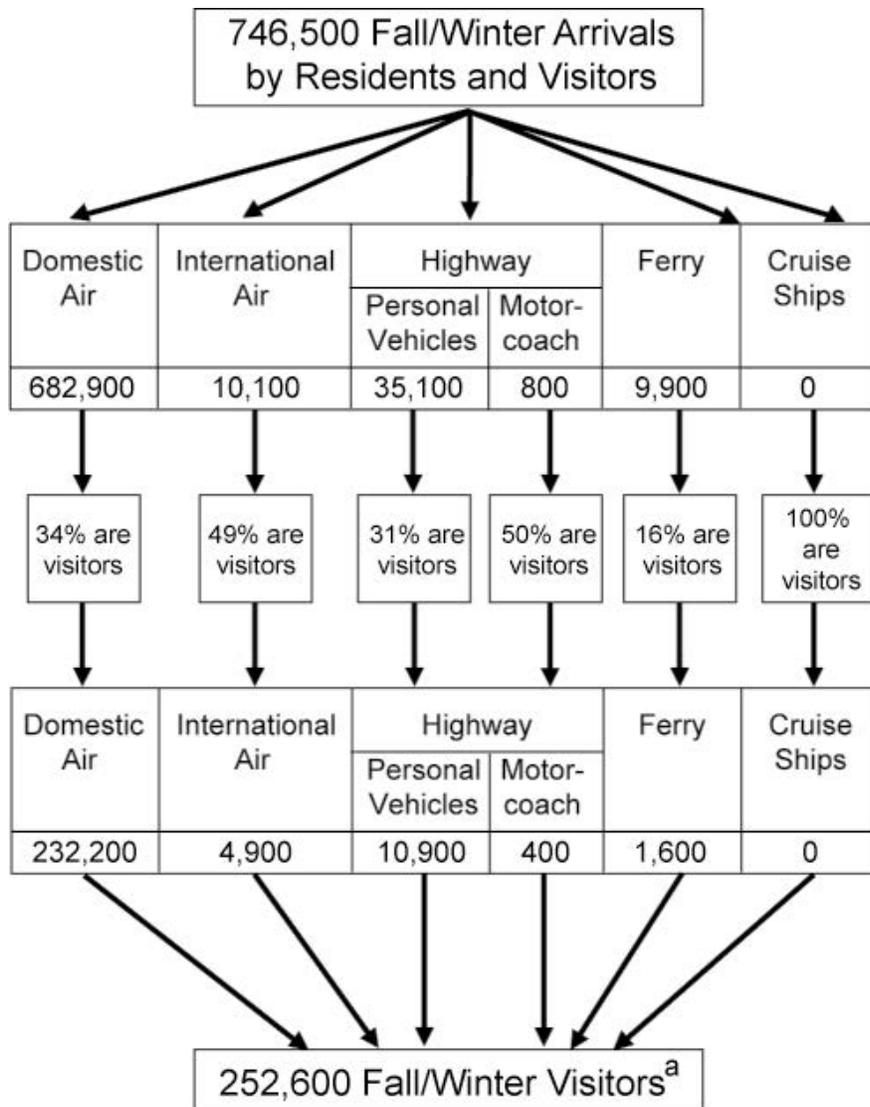


## Executive Summary

The Alaska Visitors Statistics Program (AVSP) is a significant visitor industry research project conducted by the State of Alaska providing information on the number of visitors, general demographic and other characteristics of the visitor population, visitor expenditures, activities, and opinions.

This arrival report presents Northern Economics, Inc. estimates of total arrivals and visitor arrivals to the State of Alaska for Fall/Winter 2002-03 (October 1, 2002 through April 30, 2003). "Total Arrivals" include arrivals of both residents and visitors combined. "Visitor Arrivals" include all non-residents traveling to Alaska. As shown in Figure ES-1, Alaska had 746,500 total arrivals and was host to 252,600 visitors during Fall/Winter 2002-03.

**Figure ES-1. Total Arrivals, Visitor Percentages, and Visitor Arrivals  
Fall/Winter 2002-0003**



<sup>a</sup> Totals include arrivals from "Other" category (drivers and passengers of commercial vehicles and pedestrians).

## Total Arrivals

Total arrival data are collected throughout the season for each mode of arrival. Data come directly from the agency responsible for monitoring a particular mode of travel or the entity that provides the service. For example, the U.S. Customs Service monitors all vehicles and people that cross the border into Alaska on highways, and the Alaska Marine Highway System (AMHS) keeps track of the passengers on AMHS ferries.

Secondary total arrival data can be collected annually for each mode of arrival, but visitor percentages can only be estimated and updated in AVSP survey years from the tallies and surveys conducted as part of the study effort. In between AVSP survey years, arrival data are collected and estimates are made about visitors to Alaska using visitor percentages derived in AVSP survey years. The most recent survey effort was undertaken in 2000-01.

- Total arrivals between Fall/Winter 2001-02 and Fall/Winter 2002-03 remained essentially the same, increasing from 745,100 to 746,500.
- Total domestic air arrivals for Fall/Winter 2002-were flat compared to Fall/Winter 2001-02.
- Ferry arrivals decreased approximately two percent.
- The only significant change in total arrivals between Fall/Winter 2001-02 and Fall/Winter 2002-03 is the 53 percent increase in international air arrivals.
- Total arrivals by personal vehicles increased slightly by approximately three percent.
- Just as in 2001-02, domestic air arrivals account for about 92 percent of total arrivals during Fall/Winter 2002-03.

**Table ES-1. Trends in Total Arrivals (Residents and Visitors)  
by Mode of Entry, Fall/Winter 1993-94 to 2002-03**

Mode	AVSP III	Secondary Arrival Reports					AVSP IV	Secondary Arrival Reports	
	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99 <sup>a</sup>	2000-01	2001-02	2002-03
Cruise Ship	na	na	na	1,500	100	200	200	2,000 <sup>b</sup>	0
Domestic Air	506,200	540,400	522,300	588,000	528,400	551,900	691,500	683,400	682,900
Ferry	12,600	10,100	10,700	9,600	7,500	9,500	9,500	10,100	9,900
Highway Personal Vehicle	29,500	31,300	31,300	30,600	36,100	32,800	34,800	34,000	35,100
Highway Motorcoach	600	500	500	500	500	900	1,300	800	800
International Air	7,500	9,300	12,100	10,800	9,200	11,100	9,500	6,600	10,100
Other <sup>c</sup>	21,200	25,500	34,100	26,700	26,500	20,700	7,700	8,100	7,700
<b>Total</b>	<b>577,700</b>	<b>617,100</b>	<b>612,900</b>	<b>667,700</b>	<b>608,400</b>	<b>627,200</b>	<b>754,600</b>	<b>745,100</b>	<b>746,500</b>

Notes: Column and row totals may not be equal due to rounding.

Numbers rounded to the nearest 100.

<sup>a</sup> No arrival data collected in 1999-00.

<sup>b</sup> The increase in cruise arrivals in 2001-02 and subsequent decline is due to one ship with 2,000 passengers that called at Juneau in April 2002.

<sup>c</sup> "Other" category includes some domestic air arrivals in 1995-1999, but for 2000-03 includes only drivers of commercial vehicles and pedestrians.

## Visitor Arrivals

- Visitor arrivals remained essentially the same between Fall/Winter 2001-02 and Fall/Winter 2002-03.
- Domestic air and ferry visitor arrivals were static.
- The only significant change is the rebound of international air arrivals to pre 9/11 levels—an approximately 53 percent increase over Fall/Winter 2001-02. However, international air arrivals account for approximately one percent of visitor arrivals for Fall/Winter 2002-03.
- Highway visitor arrivals increased approximately three percent and account for approximately five percent of all visitor arrivals.
- Decrease in cruise ship arrivals is due to one ship with 2,000 passengers that called at Juneau in April 2002 and no cruise arrivals in April 2003.

**Table ES-2. Trends in Visitor Arrivals  
by Mode of Entry Fall/Winter 1993-94 to 2002-03**

Mode	AVSP III	Secondary Arrival Reports					AVSP IV	Secondary Arrival Reports	
	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99 <sup>a</sup>	2000-01	2001-02	2002-03
Cruise Ship	0	0	0	1,500	100	200	200	2,000 <sup>b</sup>	0
Domestic Air	167,100	172,100	177,600	202,900	181,500	189,600	234,000	232,300	232,200
Ferry	4,100	3,400	3,600	3,200	2,500	3,100	1,500	1,600	1,600
Highway Personal Vehicle	8,600	10,600	11,300	10,100	12,400	11,300	10,800	10,600	10,900
Highway Motorcoach	na	na	na	na	na	na	700	400	400
International Air	3,600	4,500	5,900	5,200	4,400	5,300	4,700	3,200	4,900
Other <sup>c</sup>	7,000	na	9,700	7,600	8,700	6,800	2,500	2,800	2,600
<b>Total</b>	<b>190,500</b>	<b>190,600</b>	<b>208,100</b>	<b>230,500</b>	<b>209,600</b>	<b>216,300</b>	<b>254,500</b>	<b>253,000</b>	<b>252,600</b>

Notes: na = category not used in that survey year

Column and row totals may not be equal due to rounding.

Numbers rounded to the nearest 100.

<sup>a</sup> No arrival data collected in 1999-00.

<sup>b</sup> The increase in cruise arrivals in 2001-02 and subsequent drop is due to one ship with 2,000 passengers that called at Juneau in April 2002.

<sup>c</sup> "Other" category includes some domestic air arrivals in 1995-1999, but for 2000 through 2003 includes only drivers of commercial vehicles and pedestrians.

**Table ES-3. Number and Percent Change in Visitor Arrivals  
Fall/Winter 2001-02 and 2002-03**

Entry Mode	Number for Fall/ Winter 2001-02	Number for Fall/ Winter 2002-03	Number Change	Percent Change
Cruise Ship	2,000	0	-2,000 <sup>a</sup>	100.0
Domestic Air	232,300	232,200	-100	0
Ferry	1,600	1,600	0	0
Highway—Personal Vehicle	10,600	10,900	300	2.8
Highway—Motorcoach	400	400	0	0
International Air	3,200	4,900	1,700	53.1
Other	2,800	2,600	-200	-7.1
<b>Total</b>	<b>253,000</b>	<b>252,600</b>	<b>-400</b>	<b>0</b>

Notes:

Numbers rounded to the nearest 100.

Column totals may not be equal total due to rounding.

<sup>a</sup> The decrease in cruise arrivals is due to one ship with 2,000 passengers that called at Juneau in April 2002.

## Arrivals by Trip Purpose

Visitors to Alaska are categorized by five trip purposes: "Business Only," "Business and Pleasure," "Vacation and Pleasure," "Visiting Friends and Relatives," and "Other." In the Fall/Winter season, 43 percent of visitors to Alaska are traveling for "Business Only." "Visiting Friends and Relatives" is the second largest category accounting for approximately 26 percent of visitors. These percentages are based on survey data collected as part of AVSP IV. No surveys were conducted during Fall/Winter 2002-03.

**Table ES-4. Trends in Visitor Arrivals  
by Trip Purpose  
Fall/Winter, 1996-97 to-2002-03**

Purpose	Secondary Arrival Count Reports			AVSP IV	Secondary Arrival Reports	
	1996-97	1997-98	1998-99 <sup>a</sup>	2000-01	2001-02	2002-03
Business Only	116,500	104,200	107,700	111,000	110,300	110,200
Business and Pleasure	23,900	22,000	22,700	30,000	29,800	29,800
Vacation and Pleasure	33,700	31,100	31,500	45,000	44,700	44,700
Visiting Friends and Relatives	51,000	47,300	49,200	64,000	64,000	63,500
Other	5,400	5,000	5,200	4,500	4,300	4,400
<b>Total</b>	<b>230,500</b>	<b>209,600</b>	<b>216,300</b>	<b>254,500</b>	<b>253,000</b>	<b>252,600</b>

<sup>a</sup> No arrival data collected in 1999-00.

## Factors Affecting Total and Visitor Arrivals

Travel to Alaska continues to be affected by the sluggish U.S. economy. Approximately 43 percent of the travelers to Alaska come for "Business Only" purposes in the Fall/Winter season, and business travel nationwide has not experienced much of an increase.

Domestic and international air travel in Fall/Winter 2002-03 suffered from the uncertainty of rising political tension in the Middle East, followed by the conflict in Iraq. Domestic air travel was also affected by a continued reduction in the appeal of air travel due to problems related to heightened security, increased travel times and delays.

However, international air arrivals to Alaska rebounded to pre 9/11 levels, even in the face of unrest in the Middle East and outbreak of Severe Acute Respiratory Syndrome (SARs, first recognized by the World Health Organization in mid-march 2003). (See Table 3 and Table 5.)



# 1 Introduction

The Alaska Visitors Statistics Program (AVSP) is a significant visitor industry research project conducted by the State of Alaska that began in 1985. The AVSP is nationally recognized as one of the most sophisticated tourism surveys in the nation. The AVSP provides the State of Alaska and the visitor industry with important, useful data on visitors to Alaska. These data include information on the number of visitors, general demographic and other characteristics of the visitor population, as well as information on visitor expenditures, activities, and opinions. The most recent AVSP, AVSP IV, was carried out October 1, 2000 through September 30, 2001. Previous AVSP studies were conducted in 1985-86, 1989-90, and 1993-94. Changes and improvements in methodology have been made with each AVSP.

This report begins with a brief introduction to the AVSP and a discussion of the methodology used to prepare arrival reports based on secondary data. The second section presents trends on total arrivals, which include both residents and visitors. The third section presents arrival trends for visitors to Alaska. Visitors include all non-residents traveling to Alaska. Visitors are counted at their first point of entry into the state unless otherwise noted.

Total arrival data are collected throughout the season for each mode of arrival. Data come directly from the agency responsible for monitoring a particular mode of travel or the entity that provides the service. For example, the U.S. Customs Service monitors all vehicles and people that cross the border into Alaska on highways, and the Alaska Marine Highway System (AMHS) keeps track of the passengers on AMHS ferries.

Total arrival data are collected annually for each mode of arrival, but visitor percentages can only be estimated and updated in AVSP survey years from the tallies and surveys conducted as part of the study effort (see Appendix B). In between AVSP survey years, secondary arrival data are collected and estimates are made about visitors to Alaska using visitor percentages derived in AVSP survey years. Each arrival report covers one season:

- Fall/Winter Season—October 1 through April 30
- Summer Season—May 1 through September 30

This arrival report covers Fall/Winter—October 1, 2002 through April 30, 2003. A second report will present data from Summer—May 1, 2003 through September 30, 2003.

Table 1 summarizes the sources of data for arrival counts and Table 2 shows the weighted visitor percentages for the two most recent AVSP survey years. These percentages have remained stable except for ferry travel, which shows a decrease in the percent of visitors relative to total arrivals. The weighted percentages of visitors derived from tallies in AVSP IV are used in this report to estimate the number of visitors by mode of arrival and by purpose of trip.

**Table 1. Sources of Data for Arrival Counts  
Fall/Winter 2002-03**

Mode of Arrival	Source of Data for Arrival Counts
Domestic Air	
Airlines with interstate and intrastate service	Airlines
Airlines without intrastate service	Airports (deplanement data for each airline)
Ferry	Alaska Marine Highway System
Highway	U.S Customs and Immigration Office, Anchorage Area Port Senior Inspector and border stations
International Air	Airports (deplanement data for each airline)

**Table 2. Percentage of Arrivals  
that are Visitors by Mode of Arrival  
Fall/Winter—AVSP Survey Years 1993-94 and 2000-01**

Mode of Entry	1993-94	2000-01
Cruise Ship	100	100
Domestic Air	33.0	34
Ferry	32.6	16
Highway—Personal Vehicle	29.2	31
Highway—Motorcoach <sup>a</sup>	No sample	No sample
International Air	48.1	49
Other <sup>b</sup>	No sample	No sample
<b>Total Arrivals</b>	<b>33.0</b>	<b>34</b>

<sup>a</sup> Not a sampled mode of arrival. Motorcoaches were not surveyed. The estimate of the percent of visitors (50 percent) comes from discussions with U.S. Customs officials, American Bus Association Alaska representatives, and the manager at the Visitors Center in Tok as part of AVSP IV survey effort.

<sup>b</sup> Not a sampled mode of arrival. The overall visitor percentage of 34 percent was used to estimate visitor arrivals.

## 2 Total Arrivals (Residents and Visitors Combined)

Table 3 and Figure 1 show trends in total arrivals including both residents and visitors by mode of entry for Fall/Winter 1993-94 through Fall/Winter 2002-03. The State did not conduct an arrival count in 1999-2000. Overall, total arrivals for Fall/Winter 2002-03 remained flat compared to Fall/Winter 2001-02. Total arrivals for Fall/Winter 2002-03 by domestic air remained essentially static compared to the previous Fall/Winter season, while ferry arrivals decreased approximately two percent. The only significant change in total arrivals is the 53 percent increase in international air arrivals.

**Table 3. Trends in Total Arrivals (Residents and Visitors)  
by Mode of Entry  
Fall/Winter 1993-94 to 2002-03**

Mode	AVSP III	Secondary Arrival Reports					AVSP IV	Secondary Arrival Reports	
	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99 <sup>a</sup>	2000-01	2001-02	2002-03
Cruise Ship	na	na	na	1,500	100	200	200	2,000 <sup>b</sup>	0
Domestic Air	506,200	540,400	522,300	588,000	528,400	551,900	691,500	683,400	682,900
Ferry	12,600	10,100	10,700	9,600	7,500	9,500	9,500	10,100	9,900
Highway Personal Vehicle	29,500	31,300	31,300	30,600	36,100	32,800	34,800	34,000	35,100
Highway Motorcoach	600	500	500	500	500	900	1,300	800	800
International Air	7,500	9,300	12,100	10,800	9,200	11,100	9,500	6,600	10,100
Other <sup>c</sup>	21,200	25,500	34,100	26,700	26,500	20,700	7,700	8,100	7,700
<b>Total</b>	<b>577,700</b>	<b>617,100</b>	<b>612,900</b>	<b>667,700</b>	<b>608,400</b>	<b>627,200</b>	<b>754,600</b>	<b>745,100</b>	<b>746,500</b>

Notes: na = category not used in that year:

Column and row totals may not be equal due to rounding.

<sup>a</sup> No arrival data collected in 1999-00.

<sup>b</sup> The increase and following decrease in cruise arrivals is due to one ship with 2,000 passengers that called at Juneau in April 2002.

<sup>c</sup> "Other" category includes some domestic air arrivals in 1995-1999, but for 2000 through 2003 includes only drivers of commercial vehicles and pedestrians

**Figure 1. Trends in Total Arrivals (Residents and Visitors)  
by Mode of Entry  
Fall/Winter 1993-94 to 2002-03**

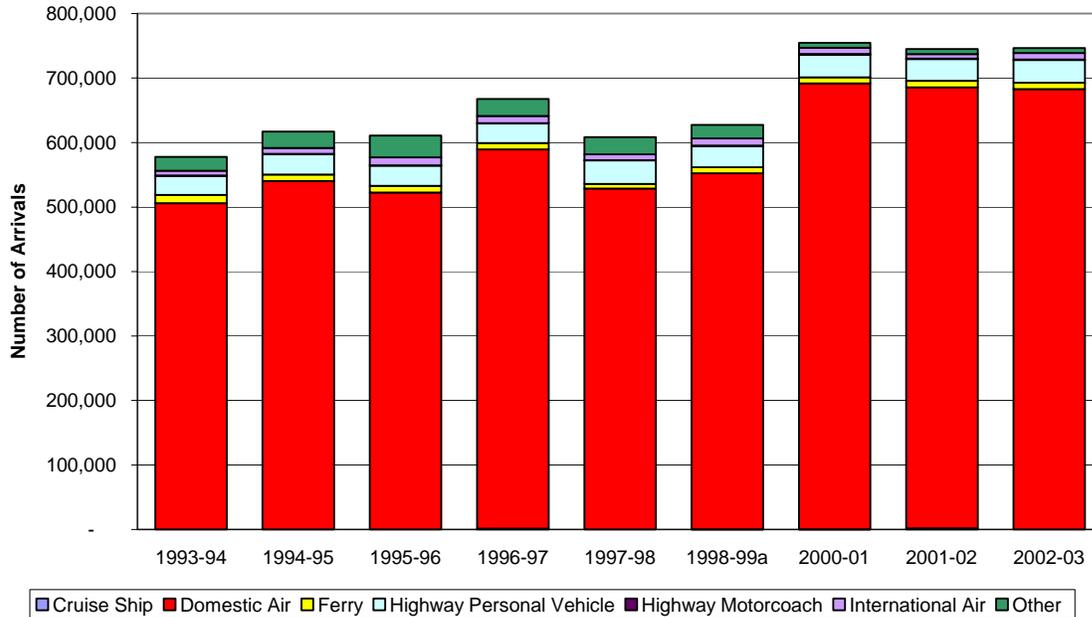


Figure 2 shows percent of arrivals by mode of entry. In the Fall/Winter season, domestic air is the dominant mode of arrival accounting for 92 percent of total arrivals.

**Figure 2. Percent of Total Arrivals (Residents and Visitors)  
by Mode of Entry  
Fall/Winter 2002-2003**

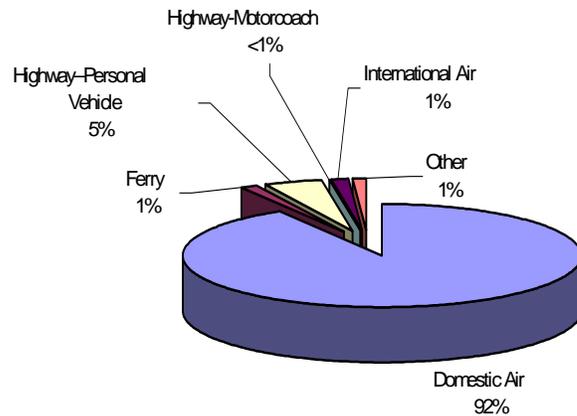


Table 4 shows the number and percent of change in total arrivals for visitors and residents combined between Fall/Winter 2001-02 and 2002-03. Total arrivals remained the same. Domestic air arrivals remained essentially flat. The apparent large decrease in cruise ship arrivals is an artifact of the one ship that arrived in Juneau in late April 2002. Of note is the approximately 53 percent increase in

international air arrivals. However, as shown in Figure 2, international air arrivals make up approximately one percent of all arrivals of residents and visitors combined.

**Table 4. Number and Percent Change in Total Arrivals (Residents and Visitors)  
by Mode of Entry  
Fall/Winter 2001-02 and 2002-03**

<b>Entry Mode</b>	<b>Number for Fall/ Winter 2001-02</b>	<b>Number for Fall/ Winter 2002-03</b>	<b>Number Change</b>	<b>Percent Change</b>
Cruise Ship	2,000 <sup>a</sup>	0	-2,000	-100.0
Domestic Air	683,400	682,900	-500	0
Ferry	10,100	9,900	-200	-2.0
Highway—Personal Vehicle	34,000	35,100	1,100	3.2
Highway—Motorcoach	800	800	0	0
International Air	6,600	10,100	3,500	53.0
Other	8,100	7,700	-400	-4.9
<b>Total</b>	<b>745,100</b>	<b>746,500</b>	<b>1,400</b>	<b>0</b>

Notes:

Rounded to nearest 100.

Columns may not add up to total due to rounding.

<sup>a</sup> The decrease in cruise arrivals is due to one ship with 2,000 passengers that called at Juneau in April 2002.



### 3 Visitor Arrivals

#### Statistical Weights and Visitor Percentages

Visitor arrivals are based on tallies conducted by surveyors at all AVSP survey locations throughout Fall/Winter 2000-01 (see Appendix B). When conducting tallies, surveyors ask travelers at the border stations, as they deplane, as they disembark a ship, and in certain locations where they embark, whether they are a resident of Alaska returning home or a visitor to the State. These tallies are then weighted to reflect the amount of sampling conducted in each location, the total number of arrivals at the different points of entry, the number of people traveling by different modes, and other factors.

Statistical weights are calculated for each mode of arrival based on the number of tallies conducted, the relative number of people traveling by that mode at different times of the season, and other factors.

#### Visitor Percentages

Figure 3 shows the ratios between residents and visitors by mode of entry as determined in AVSP IV. The visitor percentages derived from the survey and tallies conducted as part of AVSP IV are used to estimate the number of visitors in Fall/Winter 2002-03.

**Figure 3. Visitor/Resident Arrival Composition  
Percent by Mode of Entry  
AVSP IV, Fall/Winter 2000-01**

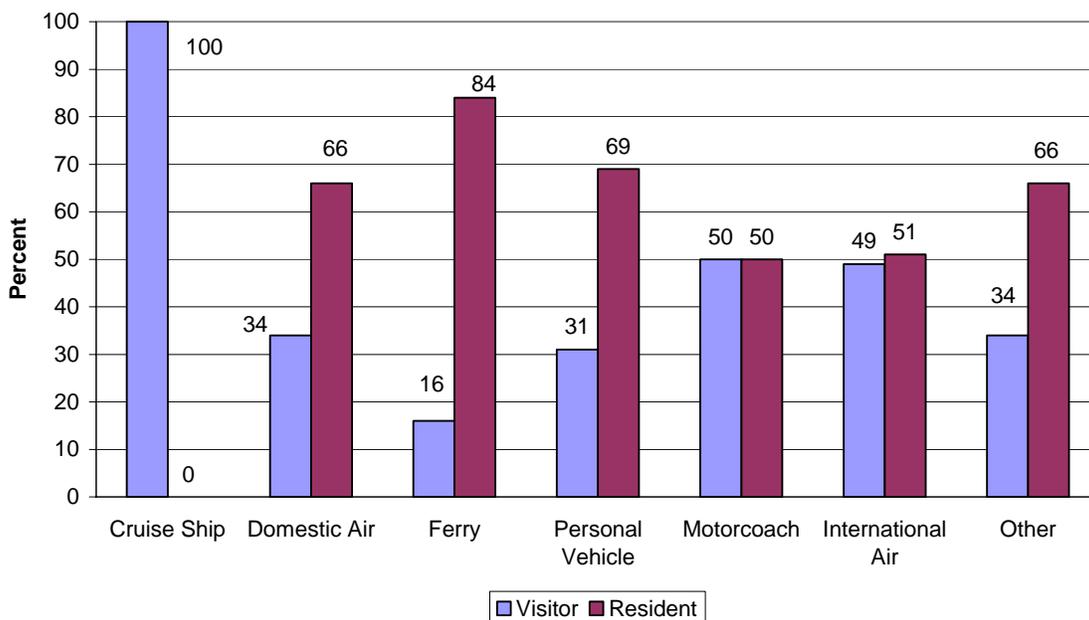
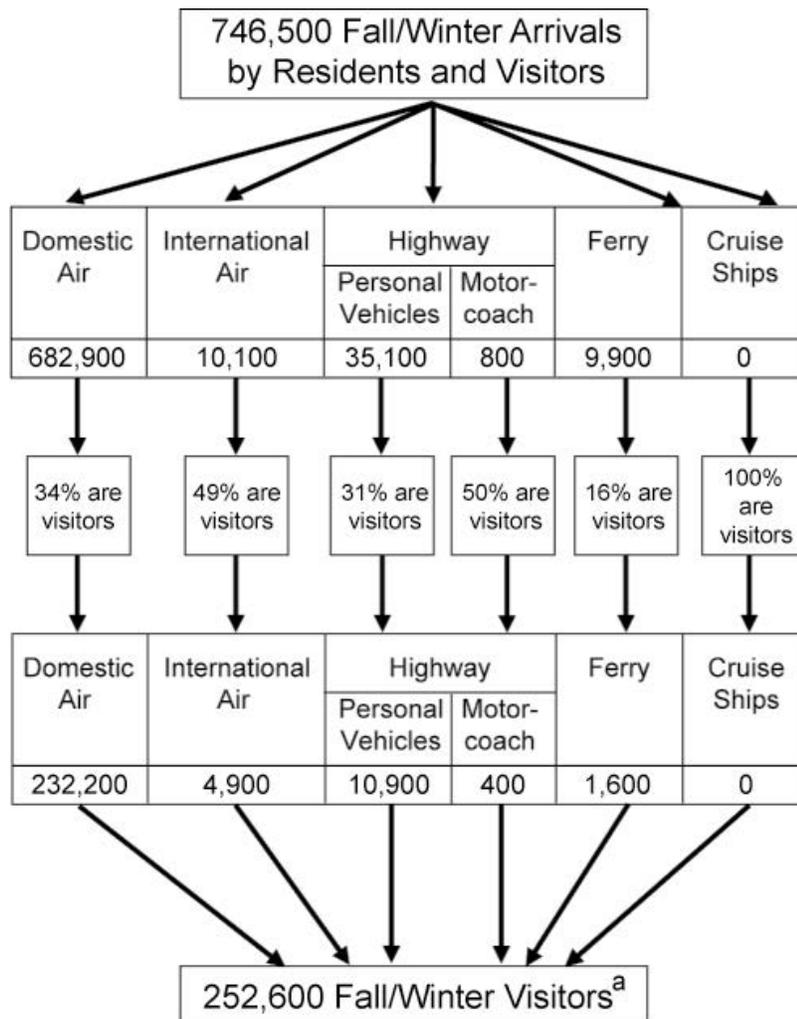


Figure 4 shows the process used for estimating visitor arrivals from Fall/Winter 2002-03 total arrival data and the visitor percentages derived in Fall/Winter 2000-01.

**Figure 4. Total Arrivals, Visitor Percentages, and Visitor Arrivals  
Fall/Winter 2002-03**



<sup>a</sup> Totals include arrivals from "Other" category (drivers and passengers of commercial vehicles and pedestrians).

### Trends in Visitor Arrivals

Table 5 shows trends in visitor arrivals by mode of arrival for Fall/Winter 1993-94 through Fall/Winter 2002-03. Table 6 shows the number and percent change in visitor arrivals by arrival mode between Fall/Winter 2001-02 and Fall/Winter 2002-03. Domestic air visitor numbers remained essentially flat. However, international travel visitors increased from 3,200 in Fall/Winter 2001-2002 to 4,900 in Fall/Winter 2002-03, although they account for only a small volume of visitor arrivals.

**Table 5. Trends in Total Visitor Arrivals  
by Mode of Arrival  
Fall/Winter 1993-94 to 2002-03**

Mode	AVSP III	Secondary Arrival Reports					AVSP IV	Arrival Reports	
	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99 <sup>a</sup>	2000-01	2001-02	2002-03
Cruise Ship	0	0	0	1,500	100	200	200	2,000 <sup>b</sup>	0
Domestic Air	167,100	172,100	177,600	202,900	181,500	189,600	234,000	232,300	232,200
Ferry	4,100	3,400	3,600	3,200	2,500	3,100	1,500	1,600	1,600
Highway Personal Vehicle	8,600	10,600	11,300	10,100	12,400	11,300	10,800	10,600	10,900
Highway Motorcoach	na	na	na	na	na	na	700	400	400
International Air	3,600	4,500	5,900	5,200	4,400	5,300	4,700	3,200	4,900
Other <sup>c</sup>	7,000	na	9,700	7,600	8,700	6,800	2,500	2,800	2,600
<b>Total</b>	<b>190,500</b>	<b>190,600</b>	<b>208,100</b>	<b>230,500</b>	<b>209,600</b>	<b>216,300</b>	<b>254,500</b>	<b>253,000</b>	<b>252,600</b>

Notes: na = category not used in that survey year.

Column and row totals may not be equal due to rounding.

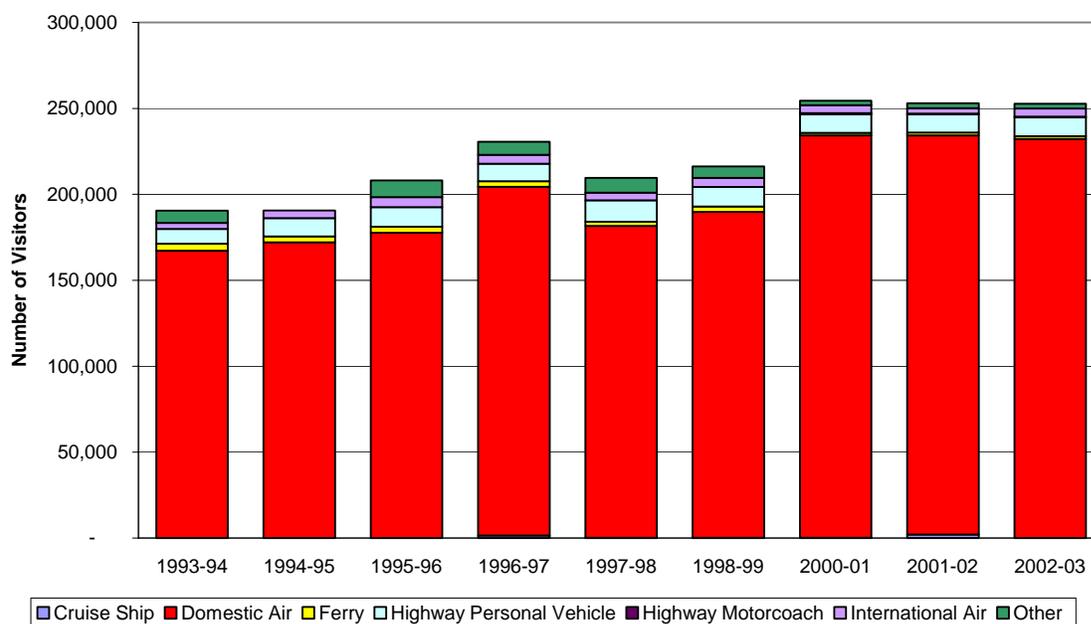
Numbers rounded to the nearest 100.

<sup>a</sup> No arrival data collected in 1999-00.

<sup>b</sup> The increase in cruise arrivals in 2001-02 and subsequent drop is due to one ship with 2,000 passengers that called at Juneau in April 2002.

<sup>c</sup> "Other" category includes some domestic air arrivals in 1995-1999, but for 2000 through 2003 includes only drivers of commercial vehicles and pedestrians.

**Figure 5. Trends in Visitor Arrivals  
by Mode of Entry  
Fall/Winter 1993-94 to 2002-03**



**Table 6. Number and Percent Change in Visitor Arrivals  
by Mode of Entry  
Fall/Winter 2002-03**

Entry Mode	Number for Fall/ Winter 2001-02	Number for Fall/ Winter 2002-03	Number Change	Percent Change
Cruise Ship	2,000	0	-2,000	100.0
Domestic Air	232,300	232,200	-100	0
Ferry	1,600	1,600	0	0
Highway—Personal Vehicle	10,600	10,900	300	2.8
Highway—Motorcoach	400	400	0	0
International Air	3,200	4,900	1,700	53.1
Other	2,800	2,600	-200	-7.1
<b>Total</b>	<b>253,000</b>	<b>252,600</b>	<b>-400</b>	<b>0</b>

Notes: Numbers rounded to the nearest 100.

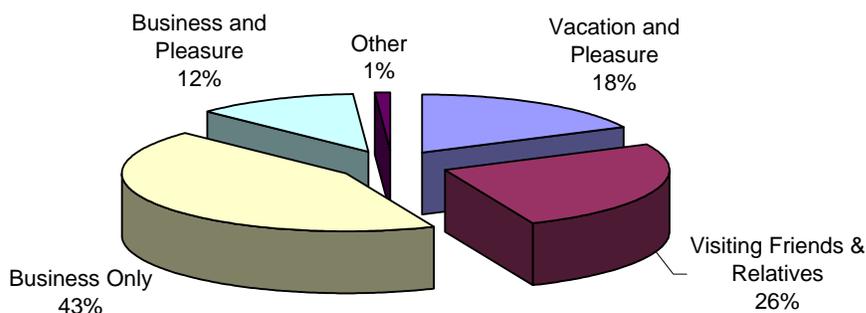
Column and row totals may not equal total due to rounding.

<sup>a</sup> The decrease in cruise arrivals is due to one ship with 2,000 passengers that called at Juneau in April 2002.

## Arrivals by Trip Purpose

Figure 6 presents the percent of Fall/Winter 2002-03 visitor arrivals by trip purpose as determined in AVSP IV. According to the survey information collected in AVSP IV, “Business Only” travel accounts for 43 percent of all visitors in the Fall/Winter season. The “Business and Pleasure” category accounts for another 12 percent of visitor arrivals. “Visiting Friends and Relatives” accounts for 26 percent of visitor arrivals in the Fall/Winter season, followed by “Vacation and Pleasure” visitors at 18 percent. Table 7 presents trends in visitor arrivals by trip purpose for Fall/Winter 1996-97 through 2002-03.

**Figure 6. Percent of Visitors Arrivals by Trip Purpose  
Fall/Winter 2002-03**



**Table 7. Trends in Visitor Arrivals by Trip Purpose  
Fall/Winter 1993-94 to 2002-03**

Purpose	Secondary Arrival Count Reports (SAR)			AVSP IV 2000-01	SAR	
	1996-97	1997-98	1998-99 <sup>a</sup>		2001-02	2002-03
Business Only	116,500	104,200	107,700	111,000	110,300	110,200
Business and Pleasure	23,900	22,000	22,700	30,000	29,800	29,800
Vacation and Pleasure	33,700	31,100	31,500	45,000	44,700	44,700
Visiting Friends and Relatives	51,000	47,300	49,200	64,000	64,000	63,500
Other <sup>b</sup>	5,400	5,000	5,200	4,500	4,300	4,400
<b>Total</b>	<b>230,500</b>	<b>209,600</b>	<b>216,300</b>	<b>254,500</b>	<b>253,000</b>	<b>252,600</b>

<sup>a</sup> No arrival data collected in 1999-00.

<sup>b</sup> “Other” category for 1996-1999 included arrivals at minor points of entry and seasonal workers. “Other” category for 2000-2002 includes drivers and passengers of commercial vehicles and pedestrians.

## Factors Affecting Visitor Arrivals

Travel to Alaska continues to be affected by the sluggish U.S. economy. Approximately 43 percent of the travelers to Alaska come for “Business Only” purposes in the Fall/Winter season, and business travel nationwide has not experienced much of an increase.

Domestic air arrivals to Alaska and international air travel world wide in Fall/Winter 2002-03 suffered from the uncertainty of rising political tension in the Middle East, followed by the conflict in Iraq. Domestic air travel was also affected by a continued reduction in the appeal of air travel due to problems related to heightened security, increased travel times and delays.

However, international air travel arrivals to Alaska rebounded to pre 9/11 levels, even in the face of unrest in the Middle East and outbreak of Severe Acute Respiratory Syndrome (SARs, first recognized by the World Health Organization in mid-march 2003). (See Table 3 and Table 5.)

## Appendix A—Support Data

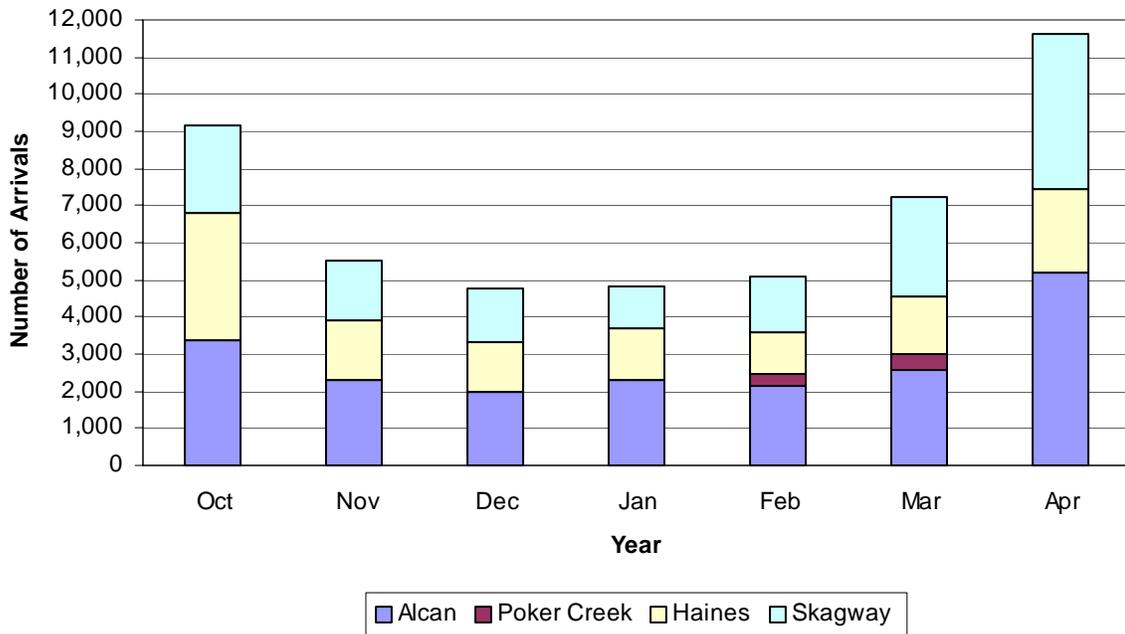
Table A-1 shows the number of personal vehicle arrivals at the Alcan, Poker Creek, Haines, and Skagway border stations by month. The counts in this table have not been adjusted for double counting. Figure A-1 shows the same information graphically.

**Table A-1. Number of Passengers and Drivers in Personal Vehicle Arrivals at Border Stations by Month Fall/Winter 2002-03**

Border Station	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
Alcan	3,401	2,321	1,977	2,284	2,153	2,595	5,214	19,945
Poker Creek	0	0	0	0	338	386	0	724
Haines	3,397	1,574	1,360	1,405	1,105	1,593	2,237	12,671
Skagway	2,359	1,616	1,433	1,116	1,511	2,678	4,177	14,890
<b>Total</b>	<b>9,157</b>	<b>5,511</b>	<b>4,770</b>	<b>4,805</b>	<b>5,107</b>	<b>7,252</b>	<b>11,628</b>	<b>48,230</b>

Sources: U.S. Customs, Anchorage office.

**Figure A-1. Number of People Arriving by Personal Vehicle by Month Fall/Winter 2002-2003**



Source: U.S. Customs, Anchorage office.

Table A-2 contains a compilation of the data as received from U.S. Customs in Anchorage. These numbers are useful if the reader wants to know how many individuals cross at a particular border each month.

**Table A-2. U. S. Customs Arrival Data by Border Crossing and by Month  
Before Adjustments for Double Counting Fall-Winter 2002-03**

Border Crossing	Commercial Vehicle	Bus	Private Vehicle	Pedestrian
<b>Alcan (Tok/Beaver Creek)</b>				
October	1,165	43	3,401	2
November	851	24	2,321	0
December	814	62	1,977	1
January	796	45	2,284	3
February	797	51	2,153	0
March	665	58	2,595	1
April	1,062	29	5,214	1
Total	5,950	312	19,945	8
<b>Dalton Cache (Haines)</b>				
October	62	18	3,397	22
November	75	5	1,574	3
December	49	14	1,360	16
January	55	3	1,405	22
February	51	25	1,105	20
March	61	40	1,593	10
April	59	1	2,237	37
Total	412	106	12,671	130
<b>Poker Creek (Taylor Hwy)<sup>a</sup></b>				
October	0	0	0	0
November	0	0	0	0
December	0	0	0	0
January	0	0	0	0
February	0	0	338	0
March	0	0	386	0
April	0	0	0	0
Total	0	0	724	0
<b>Skagway (Klondike Hwy)</b>				
October	170	139	2,359	0
November	139	13	1,616	0
December	95	4	1,433	0
January	129	4	1,116	0
February	137	30	1,511	0
March	158	29	2,678	0
April	168	131	4,177	0
Total	996	350	14,890	0
<b>Grand Total</b>	<b>7,558</b>	<b>768</b>	<b>48,230</b>	<b>138</b>

Source: U.S. Customs, Anchorage office.

<sup>a</sup> Poker Creek is closed from mid-September until mid-May; February and March arrivals are snowmobilers.

## 4 Appendix B—Arrivals

The accuracy of visitor arrival statistics depends on the number of people counted in the tallies, the portion that was visitors, and the total number of arrivals for the mode. (The accuracy of estimates of visitor arrivals does not depend on the number of random arrival surveys conducted.)

Table 8 shows the margins of error for the estimate of visitor arrivals for the season, and for the season for each mode where tallies were conducted.

**Table 8. Margins of Error for Visitor Arrival Estimates  
Fall/Winter 2000-01**

Mode	Number of People Counted in Tallies	Visitor Percent	Total Arrivals	Estimate of Visitor Arrivals	Implied Margin of Error Percent
All	35,393	34	745,400	251,100	+/- 1
Domestic Air	29,438	34	691,500	234,000	+/- 1
International Air	800	49	9,600	4,700	+/- 3.6
Highway—Personal Vehicles	1,300	31	34,800	10,800	+/- 4.1
Ferry	3,855	16	9,500	1,600	+/- 3.5

This table shows that the sample plan resulted in very reliable estimates of visitor arrivals, both overall and by mode.

It is important to note that estimates of visitors that arrive by a particular mode and who are traveling for a particular purpose, or who are a particular traveler type will have larger margins of error. These larger margins are due to the effects of splitting the data in multiple ways and the resulting small samples.