

Alaska Visitor Arrivals: Summer 2003

**northern**economics inc.

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Prepared by

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- Management of Alaska Airlines
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- Personnel of the Alaska Marine Highway System
- Madrona Marketing

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

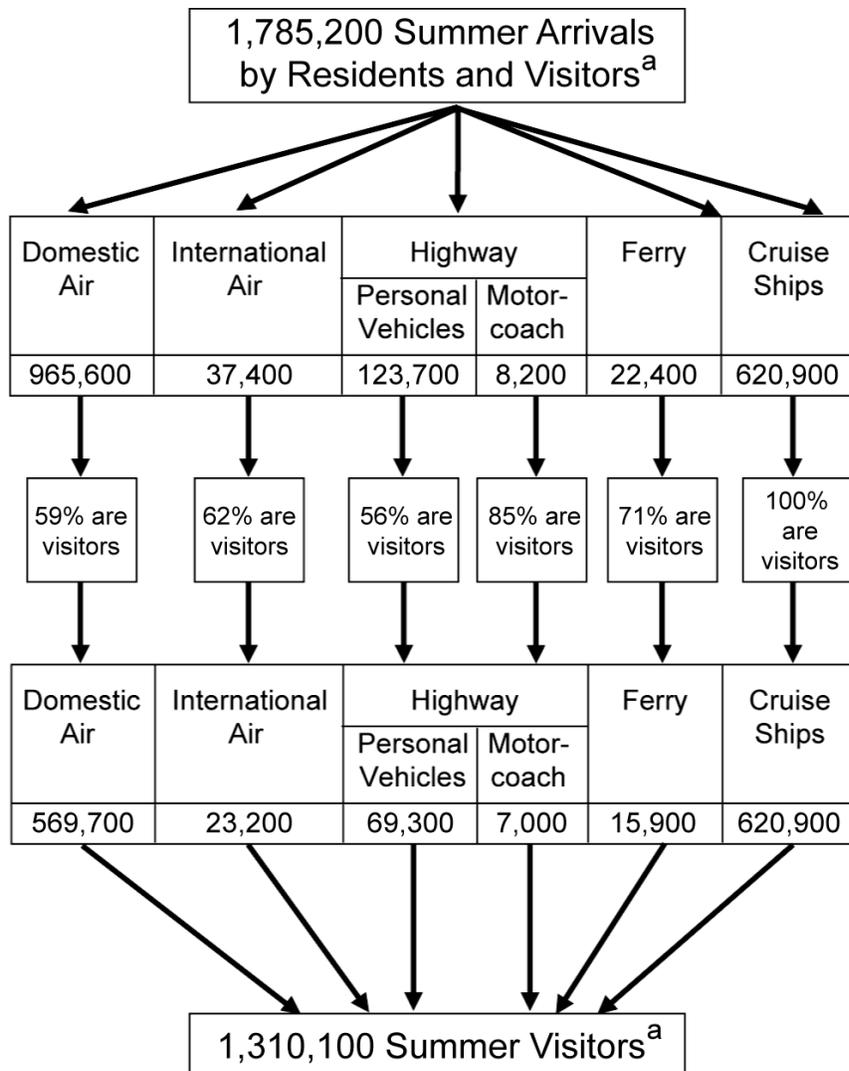
Business Only	One of the categories based on “purpose of trip” for visitors traveling to Alaska that describes those visiting Alaska for business only reasons.
Business / Pleasure	The purpose of trip category for those traveling to Alaska for a mixture of business and pleasure reasons.
Random Arrival 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 secondary arrival data and 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 visitors 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 who 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.'s estimates of total arrivals and visitor arrivals to the State of Alaska for Summer 2003 (**May through September 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 approximately 1,785,200 total arrivals and was host to 1,310,100 visitors during Summer 2003.

Figure ES-1. Total Arrivals, Visitor Percentages, and Visitor Arrivals Summer 2003



^a Totals include arrivals from "Other" category (drivers and passengers of commercial vehicles and pedestrians.)

Total Arrivals

Total arrival data are collected throughout the year 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.

- Total arrivals (residents and visitors combined) increased approximately 2 percent from 1,754,000 arrivals in Summer 2002 to 1,785,200 arrivals in Summer 2003.
- Cruise ship arrivals increased about 7 percent, from 581,000 in Summer 2002 to 620,900 in Summer 2003. Another 161,000 visitors arrived in Alaska in Summer 2003 by some other mode and cruised south from Seward or Skagway.
- Domestic air arrivals decreased slightly—approximately 2 percent.
- Ferry arrivals decreased five percent and arrivals by personal vehicles were down three percent.
- International air arrivals increased 48 percent, going from 25,200 to 37,400. Most of the increase can be attributed to increases in the number of flights between Vancouver, B.C. and Anchorage.

**Table ES-1. Trends in Total Arrivals (Residents and Visitors)
by Mode of Entry,
Summer 1993-2003**

Mode	AVSP III	Secondary Arrival Reports						AVSP IV	Secondary Arrival Reports	
	1993	1994	1995	1996	1997	1998	1999	2001 ²	2002	2003
Cruise Ship	247,000	285,100	283,500	336,500	392,100	431,200	457,100	510,000 ³	581,000 ⁴	620,900 ⁵
Domestic Air	697,500	763,600	788,100	837,000	845,500	824,500	850,100	968,000 ⁹	980,800	965,600
Ferry ⁷	35,900	35,100	33,000	30,100	23,500	26,400	25,800	24,100	23,700 ⁶	22,400
Highway Personal Vehicle	171,100	178,300	188,100	183,100	178,500	199,000	195,900	130,400 ⁸	128,000	123,700
Highway Motorcoach	4,100	3,900	3,900	4,200	3,700	4,100	3,700	10,900 ⁸	8,200	8,200
International Air	19,500	20,600	19,300	28,600	26,500	25,100	27,500	24,700	25,200	37,400
Other	31,500	31,900	42,200	47,100	43,800	37,700	38,000	7,700 ⁹	7,100	7,000
Total¹	1,206,500	1,318,500	1,357,900	1,466,500	1,513,500	1,548,000	1,598,200	1,675,800	1,754,000	1,785,200

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2003 (Northern Economics, Inc.).

Notes:

¹ Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

² No arrival data collected in 1999-00.

³ In 2001, an additional 170,000 cruise passengers arrived by other modes and cruised south from Seward.

⁴ In 2002, an additional 154,700 passengers cruised south from Seward

⁵ Cruise ship arrival counts in 2003 do not include 161,000 travelers who arrive by other modes and cruise south from Seward or Skagway. Another 6,800 people cruise in Alaska arriving and departing by other means.

⁶ Ferry arrivals for 2002 revised 12/26/03.

⁷ Includes passengers embarking at Prince Rupert and Bellingham.

⁸ Changes in highway arrivals between 1999 and 2001 are due in part to changes in methodology. Highway arrivals have been adjusted for double counting beginning in 2001. See Appendix A.

⁹ Part of increase in domestic air arrivals between 1999 and 2001 is an artifact of transfer of domestic air arrivals at smaller airports from "Other" category to "Domestic Air" in 2001. Since 2001, domestic air arrivals include arrivals at small and large airports and "Other" category includes drivers of commercial vehicles and pedestrians.

Visitor Arrivals

Arrival data are collected and estimates are made about the number of visitors to Alaska using visitor percentages derived from tallies conducted in AVSP survey years. The most recent survey effort was undertaken October 1, 2000 through September 30, 2001.

- Visitor arrivals in Summer 2003 increased almost three percent over visitor arrivals in Summer 2002.
- This small increase in visitor arrivals is due to a 7 percent increase in cruise ship arrivals and a 49 percent increase in international air arrivals.
- The first cruise ship passengers of Summer 2003 arrived in Juneau on May 5. Many travelers took advantage of discounted cruise rates. Most of the major cruise lines reduced rates in order to fill their ships. Anecdotal evidence suggests that many cruise passengers did not purchase the same quantity or type of expensive land packages in Alaska as cruise arrivals in previous years.
- Most of the increase in international air visitor arrivals can be attributed to Alaska Airlines and Air Canada flights from Vancouver, British Columbia to Anchorage. These travelers are counted under international air arrivals, although some may be U.S. citizens who boarded Air Canada planes in the U.S., or residents of the Pacific Northwest who traveled across the border to fly out of Vancouver. In addition, Japan Airlines operated nonstop charter service flights from Tokyo, Japan to Anchorage this past summer. Condor Airlines operated charter flights between Frankfurt, Germany and Anchorage and Fairbanks, Alaska.

**Table ES-2. Trends in Visitor Arrivals
by Mode of Entry, Summer 1993-2003**

Mode	AVSP III	Secondary Arrival Reports						AVSP IV	Secondary Arrival Reports	
	1993	1994	1995	1996	1997	1998	1999	2001 ²	2002	2003
Cruise Ship	247,000	285,100	283,500	336,500	392,100	431,200	457,100	510,000 ³	581,000 ⁴	620,900 ⁵
Domestic Air	443,600	488,000	508,300	547,900	560,800	551,600	565,600	573,000 ⁹	578,700	569,700
Ferry ⁷	29,100	28,400	27,000	24,000	18,900	21,600	20,800	17,200	16,800 ⁶	15,900
Highway	91,900	95,300	108,100	103,400	100,200	111,700	110,000	82,100 ⁸	78,700	76,200
International Air	14,500	14,200	13,300	22,500	21,000	20,000	21,700	15,900	15,600	23,200
Other	20,100	20,400	26,900	30,000	27,500	27,600	23,800	4,600 ⁹	4,200	4,200
Total¹	846,200	931,400	967,100	1,064,300	1,120,500	1,163,700	1,199,000	1,202,800	1,275,000	1,310,100

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2003 (Northern Economics, Inc.).

Notes:

¹ Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

² No arrival data collected in 1999-00.

³ In 2001, an additional 170,000 cruise passengers arrived by other modes and cruised south from Seward.

⁴ In 2002, an additional 154,700 passengers cruised south from Seward

⁵ Cruise ship arrival counts in 2003 do not include 161,000 travelers who arrive by other modes and cruise south from Seward or Skagway. Another 6,800 people cruise in Alaska arriving and departing by other means.

⁶ Ferry arrivals for 2002 revised 12/26/03.

⁷ Includes passengers embarking at Prince Rupert and Bellingham.

⁸ Changes in highway arrivals between 1999 and 2001 are due in part to changes in methodology. Highway arrivals have been adjusted for double counting beginning in 2001. See Appendix A.

⁹ Part of increase in domestic air arrivals between 1999 and 2001 is an artifact of transfer of domestic air arrivals at smaller airports from "Other" category to "Domestic Air" in 2001. Since 2001, domestic air arrivals include arrivals at small and large airports and "Other" category includes drivers of commercial vehicles and pedestrians.

For purposes of the AVSP, visitors to Alaska are categorized by five trip categories: "Vacation and Pleasure," "Visiting Friends and Relatives," "Business Only," "Business and Pleasure," and "Other." Estimates of arrivals by trip purpose for Summer 2003 are based on summer survey data from the most recent AVSP survey year (2000-01). No surveys were conducted during Summer 2003. Table ES-3 shows trends in visitor arrivals by trip purpose for 1993 through 2003. In the 2003 summer season, 75 percent of visitors to Alaska traveled for "Vacation and Pleasure," accounting for approximately 972,900 visitors. Travel for "Business Only" is the second largest category accounting for approximately 15 percent or 193,300 visitors in Summer 2003. "Business and Pleasure" account for approximately 5 percent or 62,600 visitors and "Visiting Friends and Relatives" account for approximately 6 percent of visitors (77,100). As explained on page 11, changes in methodology make these trends difficult to interpret, so Table ES-3 is shown for illustrative purposes only.

**Table ES-3. Trends in Visitor Arrivals
by Trip Purpose
Summer 1993-2003**

Purpose	1993	1994	1995	1996	1997	1998	1999	2001²	2002	2003
Vacation and Pleasure	600,803	669,800	698,200	786,400	839,200	885,60	914,500	892,700	946,800	972,900
Visiting Friends and Relatives	89,787	97,100	100,500	103,500	104,500	103,200	105,500	70,700	75,000	77,100
Business and Pleasure	56,420	60,700	62,500	65,600	66,400	66,000	67,600	57,500	61,000	62,600
Business Only	85,843	90,300	92,400	95,200	96,800	94,900	97,400	177,300	188,100	193,300
Seasonal Workers ⁴	13,347	13,400	13,500	13,600	13,700	14,000	14,000	n/a	n/a	n/a
Other ³	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4,600	4,200	4,200
Total¹	846,200	931,400	967,100	1,064,300	1,120,500	1,163,700	1,199,000	1,202,800	1,275,000	1,310,100

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2003 (Northern Economics, Inc.).

Notes:

n/a = not available

¹ Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

² No arrival data collected in 1999-00.

³ "Other" category includes drivers and passengers of commercial vehicles and pedestrians and is not a sampled mode.

⁴ Seasonal workers were a separate category 1993 to 1999. Visitor tallies in 2000-01 did not include seasonal workers, as additional research would be needed for such "visitors" arriving on fishing vessels and chartered flights.

Full-Year Arrivals

The number of total arrivals (visitors and residents combined) for October 1, 2002 through September 30, 2003 is approximately 2,531,700 people (Table ES-4.) Table ES-5 shows yearlong visitor arrivals. Visitor arrivals for October 1, 2002 through September 30, 2003 increased approximately 2 percent over the previous year, from 1,528,000 to 1,562,800, respectively. Domestic air is the dominant mode of arrival for full-year visitor arrivals accounting for approximately 51 percent of all visitor arrivals. Cruise ship arrivals are the second largest category accounting for 40 percent of yearlong visitor arrivals. Highway visitor arrivals account for six percent, international air for two percent, and ferry arrivals for one percent of all full-year visitor arrivals. Approximately 84 percent of visitor arrivals take place during the summer season—May 1, 2003 through September 30, 2003.

**Table ES-4. Total Arrivals (Residents and Visitors Combined)
Fall 2002 through Summer 2003**

Mode	Fall-Winter 2002-03	Summer 2003	Total
Cruise Ship	0	620,900 ¹	620,900
Domestic Air	682,900	965,600	1,648,500
Ferry	9,900	22,400	32,300
Highway Personal Vehicle	35,100	123,700	158,800
Highway Motorcoach	800	8,200	9,000
International Air	10,100	37,400	47,500
Other	7,700	7,000	14,700
Total	746,500	1,785,200	2,531,700

**Table ES-5. Total Visitor Arrivals
Fall 2002 through Summer 2003**

Mode	Fall-Winter 2002-03	Summer 2003	Total
Cruise Ship	0	620,900 ¹	620,900
Domestic Air	232,200	569,700	801,900
Ferry	1,600	15,900	17,500
Highway Personal Vehicle	10,900	69,300	80,200
Highway Motorcoach	400	7,000	7,400
International Air	4,900	23,200	28,100
Other	2,600	4,200	6,800
Total	252,600	1,310,100	1,562,800

¹ Cruise ship arrival counts in 2003 do not include 161,000 travelers who arrive by other modes and cruise south from Seward or Skagway. Another 6,800 people cruise in Alaska arriving and departing by other means.

² Includes passengers embarking at Prince Rupert and Bellingham.

³ "Other" category includes drivers and passengers of commercial vehicles and pedestrians and is not a sampled mode.

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, and 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 and explanations of these changes and the methodology used can be found in all AVSP IV reports.¹

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 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 arrival data are presented based on secondary data. Each report covers one season:

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

This arrival report covers **Summer—May 1, 2003 through September 30, 2003**. The 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 in 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. In the fourth section, full year arrival numbers are presented.

Table 1 summarizes the sources of data for arrival counts. Once total arrivals by modes have been estimated, weighted percentages of visitors derived from tallies in AVSP IV are used to estimate the number of visitors by mode of arrival and by purpose of trip.

¹ *Alaska Visitor Arrivals Fall/Winter 2000-01, Alaska Visitor Expenditures and Opinions Fall/Winter 2000-01, Alaska Visitor Arrivals Summer 2001, and Alaska Visitor Expenditures and Opinions Summer 2001* available at <http://www.dced.state.ak.us/> under "Tourism Business".

**Table 1. Sources of Data for Arrival Counts
Summer 2003**

Mode of Arrival	Source of Data for Arrival Counts
Cruise Ship	Cruise Line Agencies of Alaska and Northwest Cruiseship Association
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)

2 Total Arrivals (Residents and Visitors Combined)

Table 2 and Figure 1 show trends in total arrivals including both residents and visitors by mode of entry for Summer 1993 through Summer 2003. The State did not conduct an arrival count in 1999-2000.

Overall, total arrivals for Summer 2003 increased approximately two percent from Summer 2002. While cruise ship arrivals increased approximately seven percent, domestic air arrivals decreased approximately two percent. Ferry arrivals decreased about five percent. The most significant change in terms of rate of change is the 48 percent increase in international air travel—from 25,200 in 2002 to 37,400 in 2003. This increase is in large part due to new (summer only) Air Canada and Alaska Air flights from Vancouver, British Columbia to Anchorage during Summer 2003. It is not known whether travelers on the Air Canada flights begin their travels in Canada or the U.S.

**Table 2. Trends in Total Arrivals (Residents and Visitors)
by Mode of Entry
Summer 1993-2003**

Mode	AVSP III	Secondary Arrival Reports						AVSP IV	Secondary Arrival Reports	
	1993	1994	1995	1996	1997	1998	1999	2001 ²	2002	2003
Cruise Ship	247,000	285,100	283,500	336,500	392,100	431,200	457,100	510,000 ³	581,000 ⁴	620,900 ⁵
Domestic Air	697,500	763,600	788,100	837,000	845,500	824,500	850,100	968,000 ⁹	980,800	965,600
Ferry ⁷	35,900	35,100	33,000	30,100	23,500	26,400	25,800	24,100	23,700 ⁶	22,400
Highway Personal Vehicle	171,100	178,300	188,100	183,100	178,500	199,000	195,900	130,400 ⁸	128,000	123,700
Highway Motorcoach	4,100	3,900	3,900	4,200	3,700	4,100	3,700	10,900	8,200	8,200
International Air	19,500	20,600	19,300	28,600	26,500	25,100	27,500	24,700	25,200	37,400
Other	31,500	31,900	42,200	47,100	43,800	37,700	38,000	7,700 ⁹	7,100	7,000
Total¹	1,206,500	1,318,500	1,357,900	1,466,500	1,513,500	1,548,000	1,598,200	1,675,800	1,754,000	1,785,200

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2003 (Northern Economics, Inc.).

Notes:

¹ Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

² No arrival data collected in 1999-00.

³ In 2001, an additional 170,000 cruise passengers arrived by other modes and cruised south from Seward.

⁴ In 2002, an additional 154,700 passengers cruised south from Seward

⁵ Cruise ship arrival counts in 2003 do not include 161,000 travelers who arrive by other modes and cruise south from Seward or Skagway. Another 6,800 people cruise in Alaska arriving and departing by other means.

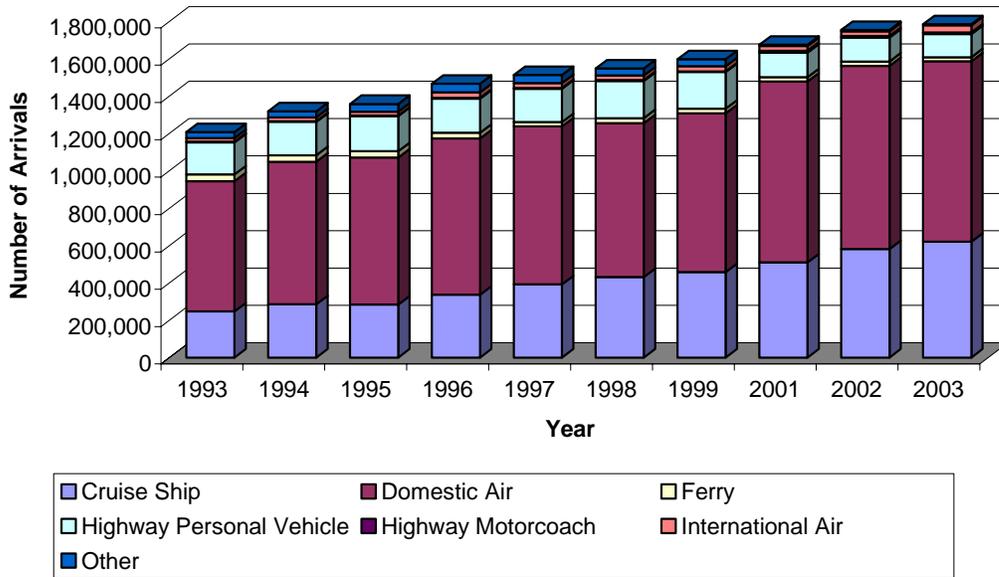
⁶ Ferry arrivals for 2002 revised 12/26/03.

⁷ Includes passengers embarking at Prince Rupert and Bellingham.

⁸ Changes in highway arrivals between 1999 and 2001 are due in part to changes in methodology. Highway arrivals have been adjusted for double counting beginning in 2001. See Appendix A.

⁹ Part of increase in domestic air arrivals between 1999 and 2001 is an artifact of transfer of domestic air arrivals at smaller airports from "Other" category to "Domestic Air" in 2001. Since 2001, domestic air arrivals include arrivals at small and large airports and "Other" category includes drivers of commercial vehicles and pedestrians.

Figure 1. Trends in Total Arrivals (Residents and Visitors) by Mode of Entry Summer 1993-2003



Source: Alaska Visitor Arrivals, Summer, 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer, 2001-2003 (Northern Economics, Inc.).

Table 3 shows the number and percent of change in total arrivals for visitors and residents combined between Summer 2002 and Summer 2003. Of note, is that the 2 percent decrease in total arrivals for domestic air (15,200) translates into a much larger decrease in arrivals than the 5 percent decrease in ferry arrivals (1,300).

Table 3. Number and Percent Change in Resident and Visitor Arrivals Summer 2002 and Summer 2003

Entry Mode	Summer 2002	Summer 2003	Number Change	Percent Change
Cruise Ship	581,000 ²	620,900 ³	39,900	7
Domestic Air	980,800	965,600	-15,200	-2
Ferry ⁵	23,700 ⁴	22,400	-1,300	-5
Highway—Personal Vehicle	128,000	123,700	-4,300	-3
Highway—Motorcoach	8,200	8,200	0	0
International Air	25,200	37,400	12,200	48
Other	7,100	7,000	-100	-1
Total ¹	1,754,000	1,785,200	31,200	2

Notes:

¹ Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

² Cruise ship arrival counts in 2002 do not include 154,700 travelers who arrive by other modes and cruise south from Seward.

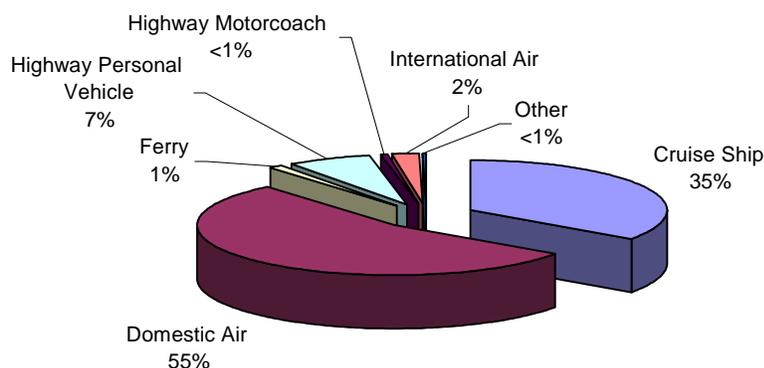
³ Cruise ship arrival counts in 2003 do not include 161,000 travelers who arrive by other modes and cruise south from Seward or Skagway. Another 6,800 people cruise in Alaska arriving and departing by other means.

⁴ Ferry arrivals for 2002 revised 12/26/03.

⁵ Includes passengers embarking at Prince Rupert and Bellingham.

Figure 2 shows percent of total arrivals (residents and visitors combined) by mode of entry. In the Summer 2003 season, domestic air is the dominant mode of arrival for residents and visitors combined accounting for 55 percent of total arrivals, while cruise ship arrivals account for 35 percent of total arrivals. In Summer 2002, domestic air arrivals accounted for 57 percent of total arrivals, while cruise ship arrivals accounted for 34 percent of the total.

Figure 2. Percent of Total Arrivals (Residents and Visitors) by Mode of Entry, Summer 2003



3 Visitor Arrivals

Statistical Weights and Visitor Percentages

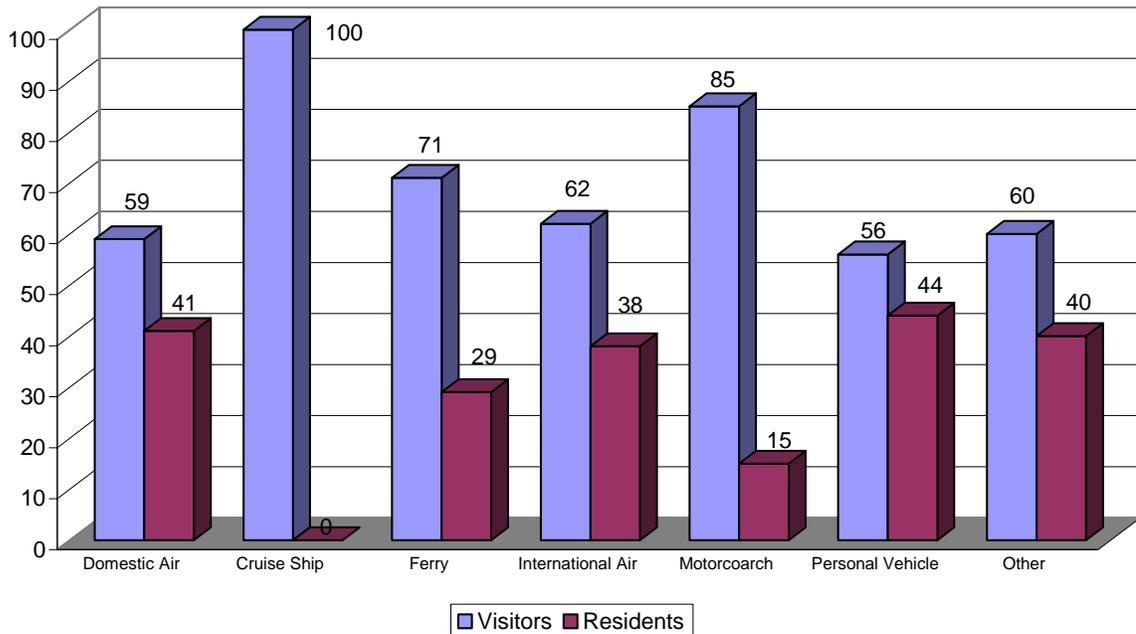
Visitor arrivals are based on tallies conducted by surveyors at all AVSP survey locations during Summer 2001. When conducting tallies, surveyors ask travelers at the border stations, as they deplane, as they disembark a ship, and in certain locations where they embark, whether they are a resident of 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. Additional information about the methodology can be found in the AVSP IV reports.

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 Summer 2003.

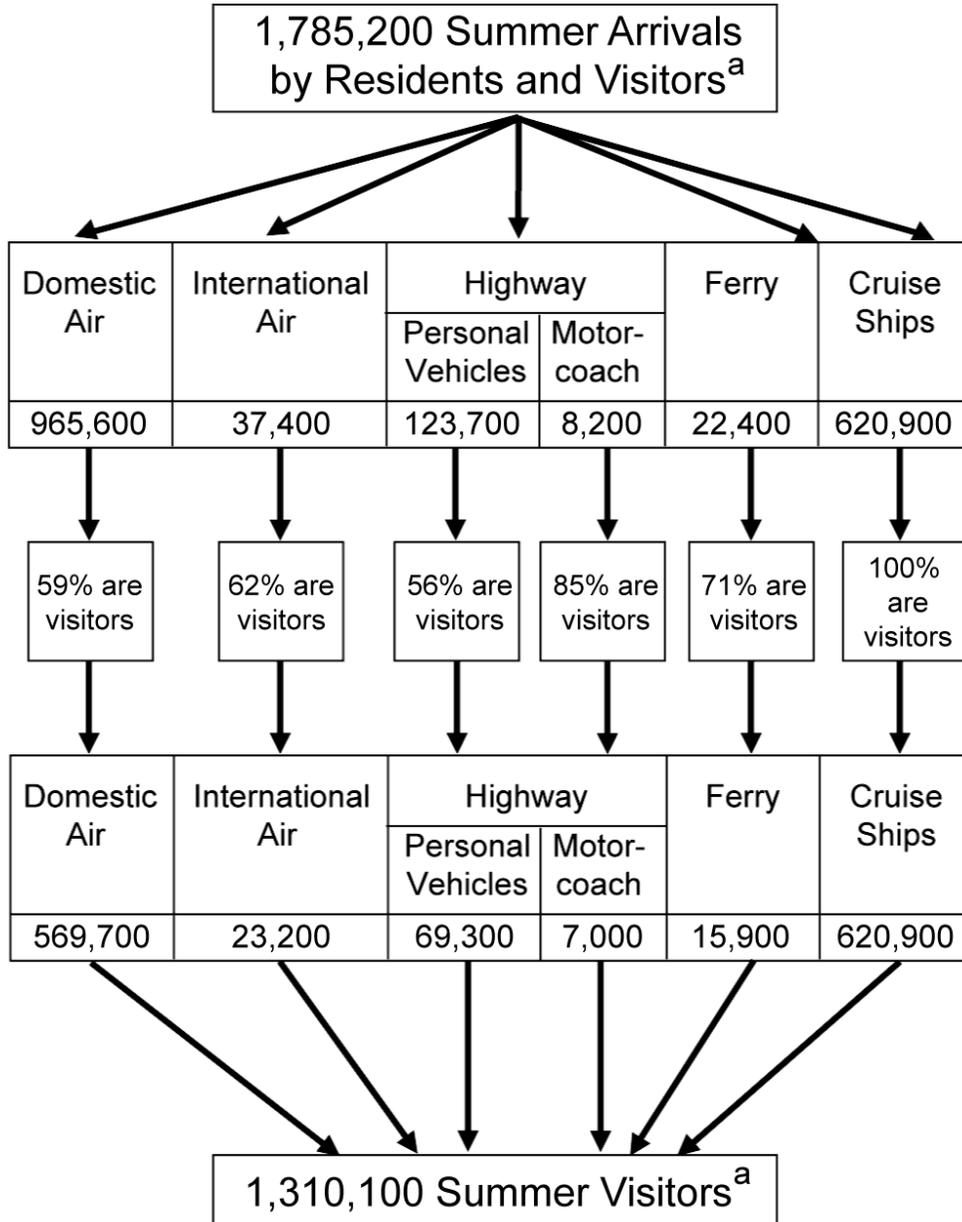
**Figure 3. Visitor/Resident Arrival Composition
Percent by Mode of Arrival
Summer 2003**



Source: Surveys conducted in Summer 2001 as part of AVSP IV.

Figure 4 shows the process used for estimating visitor arrivals for Summer 2003 from total arrival data and the visitor percentages derived as part of the Summer 2001 AVSP.

**Figure 4. Total Arrivals, Visitor Percentages, and Visitor Arrivals
Summer 2003**



^a Totals include arrivals from "Other" category (drivers and passengers of commercial vehicles and pedestrians).

Trends in Visitor Arrivals

Table 4 shows trends in visitor arrivals by mode of arrival for Summer 1993 through Summer 2003 and Figure 5 shows the same information in graph form.

**Table 4. Trends in Visitor Arrivals
by Mode of Entry
Summer 1993-2003**

Mode	AVSP III	Secondary Arrival Reports						AVSP IV	Secondary Arrival Reports	
	1993	1994	1995	1996	1997	1998	1999	2001 ²	2002	2003
Cruise Ship	247,000	285,100	283,500	336,500	392,100	431,200	457,100	510,000 ³	581,000 ⁴	620,900 ⁵
Domestic Air	443,600	488,000	508,300	547,900	560,800	551,600	565,600	573,000 ⁹	578,700	569,700
Ferry ⁷	29,100	28,400	27,000	24,000	18,900	21,600	20,800	17,200	16,800 ⁶	15,900
Highway	91,900	95,300	108,100	103,400	100,200	111,700	110,000	82,100 ⁸	78,700	76,200
International Air	14,500	14,200	13,300	22,500	21,000	20,000	21,700	15,900	15,600	23,200
Other	20,100	20,400	26,900	30,000	27,500	27,600	23,800	4,600 ⁹	4,200	4,200
Total¹	846,200	931,400	967,100	1,064,300	1,120,500	1,163,700	1,199,000	1,202,800	1,275,000	1,310,100

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2003 (Northern Economics, Inc.).

Notes:

¹ Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

² No arrival data collected in 1999-00.

³ In 2001, an additional 170,000 cruise passengers arrived by other modes and cruised south from Seward.

⁴ In 2002, an additional 154,700 passengers cruised south from Seward

⁵ Cruise ship arrival counts in 2003 do not include 161,000 travelers who arrive by other modes and cruise south from Seward or Skagway. Another 6,800 people cruise in Alaska arriving and departing by other means.

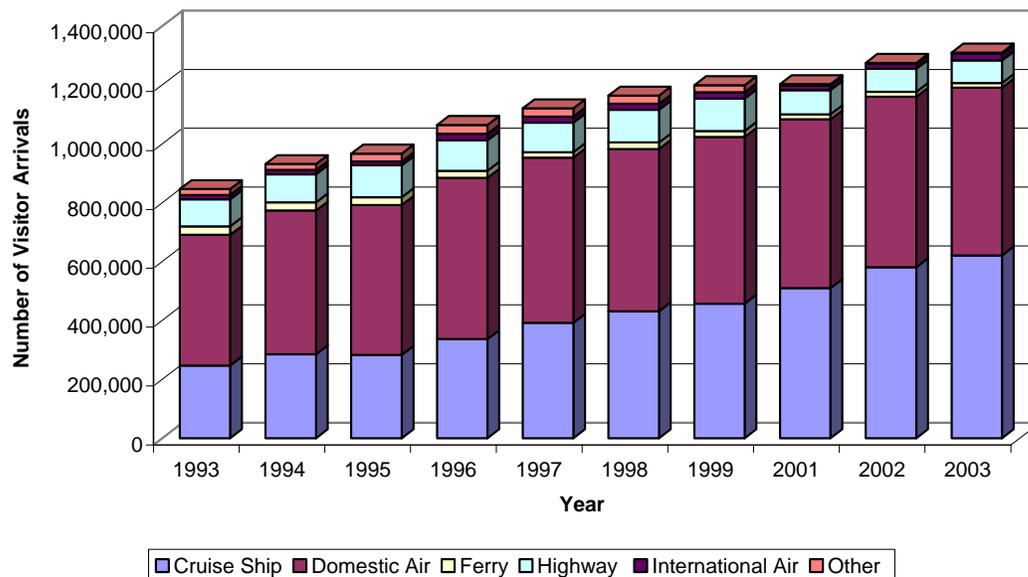
⁶ Ferry arrivals for 2002 revised 12/26/03.

⁷ Includes passengers embarking at Prince Rupert and Bellingham.

⁸ Changes in highway arrivals between 1999 and 2001 are due in part to changes in methodology. Highway arrivals have been adjusted for double counting beginning in 2001. See Appendix A.

⁹ Part of increase in domestic air arrivals between 1999 and 2001 is an artifact of transfer of domestic air arrivals at smaller airports from "Other" category to "Domestic Air" in 2001. Since 2001, domestic air arrivals include arrivals at small and large airports and "Other" category includes drivers of commercial vehicles and pedestrians.

**Figure 5. Trends in Visitor Arrivals
Summer 1993-Summer 2003**



Source: Alaska Visitor Arrivals, Summer, 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer, 2001-2003 (Northern Economics, Inc.).

Table 5 shows the number and percent increase or decrease in visitor arrivals by mode of entry between Summer 2002 and Summer 2003. Visitor arrivals for Summer 2003 increased by almost three percent over Summer 2002. This small increase in visitor arrivals is due to a 7 percent increase in cruise ship arrivals and a 49 percent increase in international air arrivals. The first cruise ship of the year arrived in Juneau on May 5, 2003.

Most of the increase in international air arrivals appears to be due to new, summer only, Canada and Alaska Air flights from Vancouver, British Columbia, to Anchorage. Arrivals on Air Canada flights are classified as international air arrivals, although some of these arrivals may be U.S. citizens who boarded Air Canada planes in the U.S. or U.S. citizens from the Pacific Northwest who traveled across the border to fly out of Vancouver. In addition, Japan Airlines operated summer nonstop charter service flights from Tokyo, Japan, to Anchorage beginning June 26, 2003. Alaska Vacations offered four nonstop charters between Tokyo and Anchorage in August 2003. With these flights, air travel from Japan to Alaska takes seven hours compared to approximately 18 hours. Condor Airlines operated charter flights between Frankfurt, Germany and Anchorage and Fairbanks in Summer 2003.

**Table 5. Number and Percent Change in Visitor Arrivals
by Mode of Entry
Summer 2002 and Summer 2003**

Entry Mode	Summer 2002	Summer 2003	Percent Change	Number Change
Cruise Ship	581,000 ²	620,900 ³	7	39,900
Domestic Air	578,700	569,700	-2	-9,000
Ferry ⁵	16,800 ⁴	15,900	-5	-900
Highway	78,700	76,200	-3	-2,500
International Air	15,600	23,200	49	7,600
Other	4,200	4,200	0	0
Total ¹	1,275,000	1,310,100	3	35,100

Notes:

¹ Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding. ²

² In 2002, an additional 154,700 passengers cruised south from Seward

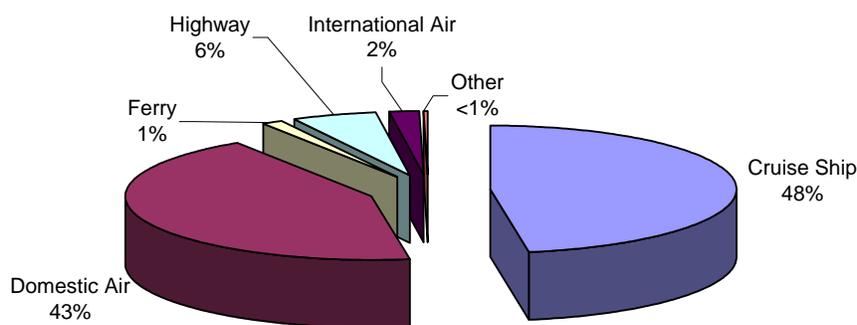
³ Cruise ship arrival counts in 2003 do not include 161,000 travelers who arrive by other modes and cruise south from Seward or Skagway. Another 6,800 people cruise in Alaska arriving and departing by other means.

⁴ Ferry arrivals for 2002 revised 12/26/03.

⁵ Includes passengers embarking at Prince Rupert and Bellingham.

Figure 6 shows percent of visitor arrivals by mode of arrival for Summer 2003. Cruise ship arrivals is the dominant mode of arrival accounting for approximately 48 percent of all visitor arrivals in Summer 2003. Domestic air arrivals is the second largest category accounting for 43 percent of visitor arrivals.

**Figure 6. Percent of Visitor Arrivals
by Mode of Entry
Summer 2003**



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.” According to the most recent AVSP survey data, 75 percent of visitors to Alaska in the summer season travel for “Vacation and

Pleasure” accounting for 972,900 visitors in Summer 2003 (see Table 6). Travel for “Business Only” is the second largest category and accounts for approximately 15 percent of visitors in the summer—or 193,300 individuals. Table 6 shows trends in visitor arrivals by trip purpose for 1993 through 2003. As explained below, changes in methodology make these trends difficult to interpret, so Table 6 is shown for illustrative purposes only.

**Table 6. Trends in Visitor Arrivals
by Trip Purpose
Summer 1993-2003**

Purpose	1993	1994	1995	1996	1997	1998	1999	2001²	2002	2003
Vacation and Pleasure	600,803	669,800	698,200	786,400	839,200	885,600	914,500	892,700	946,800	972,900
Visiting Friends and Relatives	89,787	97,100	100,500	103,500	104,500	103,200	105,500	70,700	75,000	77,100
Business and Pleasure	56,420	60,700	62,500	65,600	66,400	66,000	67,600	57,500	61,000	62,600
Business Only	85,843	90,300	92,400	95,200	96,800	94,900	97,400	177,300	188,100	193,300
Seasonal Workers ⁴	13,347	13,400	13,500	13,600	13,700	14,000	14,000	n/a	n/a	n/a
Other ³	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4,600	4,200	4,200
Total¹	846,200	931,400	967,100	1,064,300	1,120,500	1,163,700	1,199,000	1,202,800	1,275,000	1,310,100

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2003 (Northern Economics, Inc.).

Notes:

n/a = not available

¹ Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

² No arrival data collected in 1999-00.

³ “Other” category includes drivers and passengers of commercial vehicles and pedestrians and is not a sampled mode.

⁴ Seasonal workers were a separate category 1993 to 1999. Visitor tallies in 2000-01 did not include seasonal workers, as additional research would be needed for such “visitors” arriving on fishing vessels and chartered flights.

Estimates of arrivals by trip purpose for Summer 2003 are based on summer survey data from the most recent AVSP survey year (2000-01). No surveys were conducted during Summer 2002 or 2003. From 1994 through 1999, adjustments were made to the trip purpose percentages established in 1993 based on expert opinion. Table 7 compares the percentages determined in AVSP survey years, 1993 and 2001, with the adjusted percentages used in 1999—a non-survey year.

One of the changes in methodology with AVSP IV, is the decision not to modify or adjust visitor arrival percentages by trip purpose in non-survey years. Using AVSP survey data to update and correct visitor percentages by trip purpose in 2001 resulted in significant changes in the number of visitor arrivals by trip purpose. As a result of these changes, trends in trip purpose arrivals from 2001 through 2003 are not consistent with trends from 1993 though 1999.

**Table 7. Percent of Visitor Arrivals by Trip Purpose
Summer 1993, 1999, and 2001**

Purpose of Trip	1993 (AVSP Survey Year) Percent	1999 (Non-Survey Year) Percent	2001 (AVSP Survey Year) Percent
Vacation and Pleasure	71	76.3	75
Visiting Friends and Relatives	11	8.8	6
Business and Pleasure	7	5.6	5
Business Only	10	8.1	15
Other	n/a	n/a	n/a
Seasonal Workers	2	1.2	n/a
Total	100	100	100

Notes:

n/a = not available

Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

“Other” category includes drivers and passengers of commercial vehicles and pedestrians and is not a sampled mode of arrival.

Percentages used to estimate arrivals by trip purpose are derived from information collected during AVSP survey years—in this case AVSP IV in 2000-01.

Mode Use

Visitors to Alaska can arrive and depart by a variety of modes and many people in the tour and travel industry are interested in the combined mode use (entry and exit) of visitors. It is important to remember that the AVSP is designed to give accurate information about the characteristics of visitors. This information can be divided to show differences by mode of entry, trip purpose, and traveler type. The AVSP sample plan does not include any monitoring or adjustments based on visitors’ “intended” mode of exit.

As a result, information about overall mode use can be corroborated with, but should not be based solely on, AVSP survey data. For example, arrival data from airlines and Cruise Line Agencies of Alaska (CLAA) give a very good indication of the number of people who arrive by air and depart by cruise ship, or who arrive by cruise ship and depart by air. These data are a better source of information regarding the air-cruise mode market or total cruise and total air mode markets than the Random Arrival Survey data alone and are used in estimating one-way and round-trip domestic air and cruise ship modes .

Table 8 shows estimates of one-way and round-trip mode use for various modes. The estimates of one-way and round-trip mode use for domestic air and cruise ship are derived from airline arrival data and data provided by the cruise industry. The estimates for one-way and round-trip mode use for ferry, international air, and highway visitors are taken from percentages derived from survey data for AVSP IV.

The one-way users in the cruise ship category include approximately 316,400 people who are assumed (for this table) to have flown into the State on domestic air and cruised south or cruised into the State and left via an alternate mode of transportation (assumed for this table to be domestic air).

**Table 8. Number of Visitors Who Travel One Way or Round Trip
by Selected Modes
Summer 2003**

Mode of Entry	Number of Visitors by Mode Use	
	One-Way Users	Round-Trip Users
Domestic Air ^a	316,400	252,300
International Air	14,200	9,000
Cruise Ship ^a	316,400	457,100
Ferry	10,800	5,100
Highway ^b	11,300	58,000
Other ^c	-	4,200

Notes:

Includes percentages of individuals who refused to respond or did not know their method of exit. Percentages for one-way users of international air, ferry, and highway are estimated from survey information in AVSP IV.

^a Based on arrival data from airlines and data from Cruise Line Agencies of Alaska.

^b In past AVSP reports, mode of exit for highway referred to personal vehicles. Motorcoach arrivals are not a sampled mode in the AVSP. However, since visitors are surveyed as they arrive, the potential exists that some of those interviewed may be departing via motorcoach.

^c Not a surveyed mode. Includes drivers of commercial vehicles and pedestrians.

4 Full Year Visitor Arrival

Table 9 shows total arrivals, residents and visitors combined, for a full year from October 1, 2002 to September 30, 2003. Table 10 shows total visitor arrivals for the same period while Table 11 shows the percent and number change in visitor arrivals between Summer 2002 and Summer 2003. Overall, full-year visitor arrivals for Fall-Winter 2002-03 and Summer 2003 increased approximately two percent over the previous year. This increase appears to be due to a 7 percent increase in cruise ship arrivals and a 49 percent increase in international air visitor arrivals. International air arrivals appear to be rebounding.

**Table 9. Total Arrivals (Residents and Visitors Combined)
Fall 2002 through Summer 2003**

Mode	Fall-Winter 2002-03	Summer 2003	Total
Cruise Ship	0	620,900	620,900
Domestic Air	682,900	965,600	1,648,500
Ferry	9,900	22,400	32,300
Highway Personal Vehicle	35,100	123,700	158,800
Highway Motorcoach	800	8,200	9,000
International Air	10,100	37,400	47,500
Other	7,700	7,000	14,700
Total	746,500	1,785,200	2,531,700

**Table 10. Total Visitor Arrivals
Fall 2002 through Summer 2003**

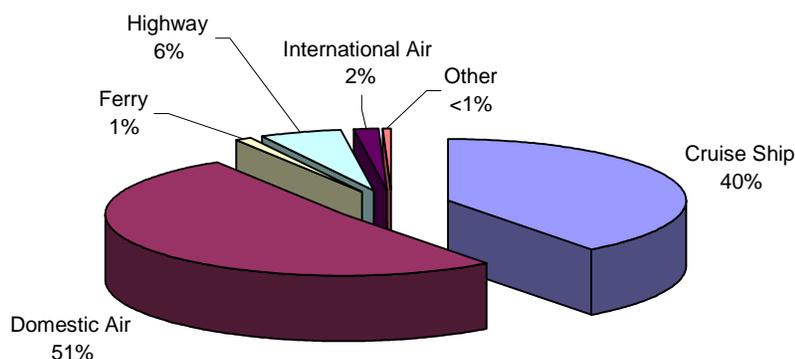
Mode	Fall-Winter 2002-03	Summer 2003	Total
Cruise Ship	0	620,900	620,900
Domestic Air	232,200	569,700	801,900
Ferry	1,600	15,900	17,500
Highway Personal Vehicle	10,900	69,300	80,200
Highway Motorcoach	400	7,000	7,400
International Air	4,900	23,200	28,100
Other	2,600	4,200	6,800
Total	252,600	1,310,100	1,562,800

Table 11. Percent and Number Change in Visitor Arrivals, Full Year between Fall-Winter-Summer 2001-02 and Fall-Winter-Summer 2002-03

Mode	Fall-Winter 2001-02 and Summer 2002	Fall-Winter 2002-03 and Summer 2003	Percent Change	Number Change
Cruise Ship	583,000	620,900	7	37,900
Domestic Air	811,000	801,900	-1	-9,100
Ferry	18,400	17,500	-5	-900
Highway	89,700	87,600	-2	-2,100
International Air	18,800	28,100	49	9,300
Other	7,000	6,800	-3	-200
Total	1,528,000	1,562,800	2	33,600

Figure 7 shows the percent of visitor arrivals of mode of arrival for the full year. Domestic air is the dominant mode of arrival for full-year visitor arrivals accounting for approximately 51 percent of all visitor arrivals. Cruise ship arrivals account for 40 percent of yearlong visitor arrivals. Highway arrivals account for six percent, international air accounts for two percent, and ferry accounts for one percent of yearlong visitor arrivals. Approximately 84 percent of visitor arrivals take place during the summer season—May through September.

Figure 7. Percent by Mode of Arrival of Visitor Arrivals for Fall-Winter 2002-03 and Summer 2003



Appendix A—Support Data

One of the changes in methodology initiated with AVSP IV in 2000-01 was to adjust highway arrival numbers for double counting. For example, if arrivals in a personal vehicle or motorcoach get off a ferry at Haines and drive north through Canada and back into the U.S. on the Alcan, the possibility exists they will be counted twice—once as ferry passengers entering the State and again as they cross back into the U.S. As a result, highway arrival numbers are adjusted for double counting by the percentages displayed in Table A-1. For example, the number of persons crossing the border at the Alcan station in private vehicles is reduced by 12.5 percent ($100-87.5=12.5$) to arrive at an estimate for first time arrivals. These adjustments are based on personal communications with Port directors at U.S. custom stations. Additional details about adjustments for double counting can be found in *Alaska Visitor Arrivals and Profile Summer 2001*, August 2002.

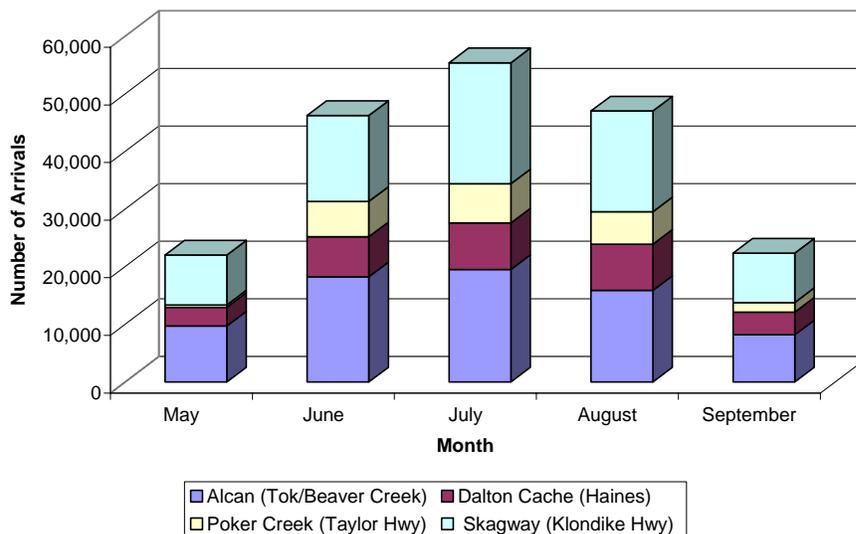
Table A-1. Percents Used to Estimate First Time Arrivals at Border Stations

Border Station	Personal Vehicles (%)	Motor Coach (%)
Alcan	87.5	87.5
Poker Creek	100	100
Dalton Cache (Haines)	40	5
Skagway	40	0

Source: Personal communication with Port Director Douglas Harmon at the Alcan station, and Judy Ewald at the Dalton Cache and Skagway stations, summer 2001.

However, it may be useful for some readers to know how many individuals cross at a particular border station—not just the number of first arrivals. Figure A-1 shows the number of people arriving by personal vehicles by month and by border station for Summer 2003. Table A-2 contains arrival data for commercial vehicles, personal vehicles, motorcoaches, and pedestrians as received from U.S. Customs in Anchorage. These numbers have not been adjusted for double counting.

Figure A-1. Number of People Arriving by Personal Vehicle by Month, Summer 2003



Source: U.S. Customs, Anchorage office.

**Table A-2. U. S. Customs Arrival Data
by Border Crossing and by Month
Summer 2003.**

Border Crossing	Commercial Vehicle	Bus	Private Vehicle	Pedestrian
Alcan (Tok/Beaver Creek)				
May	1,071	78	9,722	2
June	1,696	1,124	18,258	14
July	916	1,563	19,534	8
August	950	1,624	15,896	11
September	651	967	8,195	2
Total	5,284	5,356	71,605	37
Dalton Cache (Haines)				
May	73	69	3,240	15
June	101	348	6,958	16
July	109	248	8,071	27
August	72	229	8,021	39
September	73	77	3,927	25
Total	428	971	30,217	122
Poker Creek (Taylor Hwy)				
May	32	38	431	0
June	69	1,151	6,138	0
July	49	753	6,802	0
August	58	1,099	5,637	0
September	56	413	1,677	0
Total	264	3,454	20,685	0
Skagway (Klondike Hwy)				
May	142	13,053	8,648	0
June	128	32,180	14,918	0
July	194	35,556	21,004	0
August	210	33,453	17,484	0
September	161	22,903	8,577	0
Total	835	137,145	70,631	0
Grand Total	6,811	146,926	193,138	159

Source: U.S. Customs, Anchorage office.