

Alaska Visitor Arrivals: Summer 2004



northern  **economics inc.**

Report available at: www.commerce.state.ak.us/oed/toubus/research.htm

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Alaska Visitor Arrivals Summer 2004

Prepared for the

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Prepared by

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The success of the Alaska Visitors Statistics Program (AVSP) depends on cooperation and assistance of many individuals and agencies. Northern Economics, Inc. would like to thank the following agencies for their help with the 2004 Summer Visitor Arrival Report:

- Personnel at the State of Alaska, Department of Community and Economic Development
- Personnel at Alaska Cruise Line Agencies—a special thanks to Fred Reeder.
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- 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
DCCED	State of Alaska, Department of Commerce, Community and Economic Development
RAS	Random Arrival Survey
SAR	Secondary Arrival Report
VFR	Visiting Friends and Relatives

Definitions

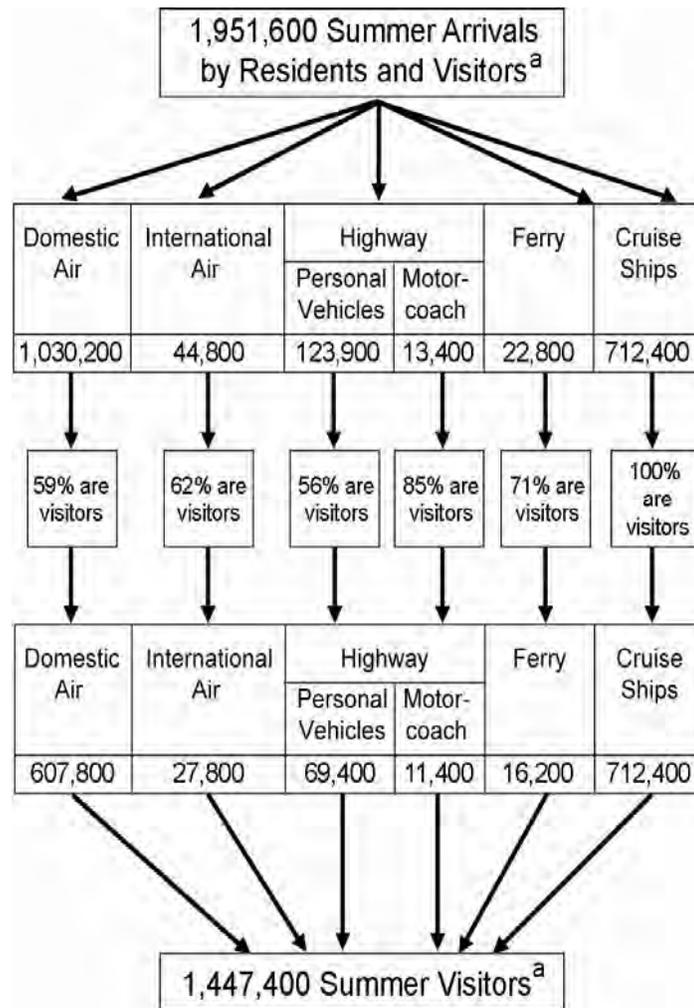
Business Only	One of the categories based on “purpose of trip” for visitors traveling to Alaska that describes those visiting Alaska for business only reasons.
Business and Pleasure	The purpose of trip category for those traveling to Alaska for a mixture of business and pleasure reasons.
Random Arrival 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 used 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, and 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 2004 (**May through September 2004**). "Total Arrivals" include arrivals of residents and visitors combined. "Visitor Arrivals" include all non-residents traveling to Alaska. As shown in Figure ES-1, Alaska had approximately 1,951,600 total arrivals and was host to 1,447,400 visitors during Summer 2004. Approximately 85 percent of Alaska's visitors arrived between May 1 and September 30—the other 15 percent visiting October 1, 2003 through April 30, 2004.

Figure ES-1. Total Arrivals, Visitor Percentages, and Visitor Arrivals Summer 2004



^a Total includes 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 a remarkable 9 percent from 1,785,200 arrivals in Summer 2003 to 1,951,600 arrivals in Summer 2004.
- Cruise ship arrivals increased almost 15 percent, from 620,900 in Summer 2003 to 712,400 in Summer 2004. Another 162,800 visitors arrived in Alaska by some other mode and cruised south from Whittier, Seward, or Skagway. In addition, over 11,000 visitors took a multiple-night cruise within the state.
- Domestic air arrivals increased 7 percent, breaking the million mark for the first time.
- Ferry arrivals reversed the decline of last year, and increased almost two percent. However, ferry arrivals did not return to their historic highs in the 30,000s.
- Of note, international air arrivals increased almost 20 percent, from 37,400 to 44,800 arrivals of visitors and residents. Some of the increase can be attributed to increases in the number of flights between Vancouver, B.C. and Anchorage and charter flights from Germany and Japan to Anchorage.

**Table ES-1. Trends in Total Arrivals (Residents and Visitors)
by Mode of Entry,
Summer 1993-2004**

Mode	AVSP III	Secondary Arrival Reports						AVSP IV	Secondary Arrival Reports		
	1993	1994	1995	1996	1997	1998	1999 ^a	2001	2002	2003	2004
Cruise Ship ^b	247,000	285,100	283,500	336,500	392,100	431,200	457,100	510,000	581,000	620,900	712,400
Domestic Air	697,500	763,600	788,100	837,000	845,500	824,500	850,100	968,000	980,800	965,600	1,030,200
Ferry ^c	35,900	35,100	33,000	30,100	23,500	26,400	25,800	24,100	23,700	22,400	22,800
Highway Personal Vehicle ^d	171,100	178,300	188,100	183,100	178,500	199,000	195,900	130,400	128,000	123,700	123,900
Highway Motorcoach ^d	4,100	3,900	3,900	4,200	3,700	4,100	3,700	10,900	8,200	8,200	13,400
International Air	19,500	20,600	19,300	28,600	26,500	25,100	27,500	24,700	25,200	37,400	44,800
Other ^e	31,500	31,900	42,200	47,100	43,800	37,700	38,000	7,700	7,100	7,000	4,000
Total	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	1,951,600

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2004 (Northern Economics, Inc.).

Notes:

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

^a No arrival data collected in 1999-2000.

^b Cruise ship arrival counts in 2004 do not include 162,800 travelers who arrive by other modes and cruise south from Whittier, Seward or Skagway. Another 11,000 people cruise only within the State.

^c Ferry arrivals for 2002 revised December 26, 2003.

^d Highway arrivals have been adjusted for double counting beginning in 2001. See Appendix A.

^e 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 2004 increased a remarkable 10 percent over visitor arrivals in Summer 2003.
- This increase in visitor arrivals is due to a 15 percent increase in cruise ship arrivals, a 7 percent increase in domestic air arrivals, and a 20 percent increase in international air arrivals (Table 5).
- Increased supply and lower fares combined in Summer 2004 to produce a record-breaking year for the cruise industry in Alaska.
- The first cruise ship passengers of Summer 2004 arrived in Ketchikan on May 4. New cruise-related product and infrastructure were also added in 2004, including a new cruise terminal in Whittier and Alaska's first purpose-built cruise destination, Icy Strait Point in Hoonah. Owned by Hoonah Totem Corporation, Icy Strait Point received 32 ships this year.
- Similar to last year, much 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 of them may be U.S. citizens who boarded Air Canada planes somewhere 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 1993-2004**

Mode	AVSP III	Secondary Arrival Reports						AVSP IV	Secondary Arrival Reports			
	1993	1994	1995	1996	1997	1998	1999 ^a	2001	2002	2003	2004	
Cruise Ship ^b	247,000	285,100	283,500	336,500	392,100	431,200	457,100	510,000	581,000	620,900	712,400	
Domestic Air	443,600	488,000	508,300	547,900	560,800	551,600	565,600	573,000	578,700	569,700	607,800	
Ferry ^c	29,100	28,400	27,000	24,000	18,900	21,600	20,800	17,200	16,800	15,900	16,200	
Highway ^d	91,900	95,300	108,100	103,400	100,200	111,700	110,000	82,100	78,700	76,200	80,800	
International Air	14,500	14,200	13,300	22,500	21,000	20,000	21,700	15,900	15,600	23,200	27,800	
Other ^e	20,100	20,400	26,900	30,000	27,500	27,600	23,800	4,600	4,200	4,200	2,400	
Total	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	1,447,400	

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2004 (Northern Economics, Inc.).

Notes:

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

^a No arrival data collected in 1999-2000.

^b Cruise ship arrival counts in 2004 do not include 162,800 travelers who arrive by other modes and cruise south from Whittier, Seward or Skagway. Another 11,000 people cruise only within the State.

^c Ferry arrivals for 2002 revised December 26, 2003.

^d Highway arrivals have been adjusted for double counting beginning in 2001. See Appendix A.

^e 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.

Trip Purpose

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 2004 are based on summer survey data from the most recent AVSP survey year (2000-01). No surveys were conducted during Summer 2004.

Table ES-3 shows trends in visitor arrivals by trip purpose for 1994 through 2004. In the Fall/Winter months, the "Business Only" category accounts for the largest number of visitors, but in the summer months, the largest category by far is "Vacation and Pleasure" which accounts for approximately 75 percent of visitors (1,076,500 visitors in Summer 2004). Travel for "Business Only" is the second largest category accounting for approximately 15 percent or 213,800 visitors. "Business and Pleasure" accounts for approximately 5 percent or 69,300 visitors and "Visiting Friends and Relatives" accounts for approximately 6 percent of visitors (85,300).

**Table ES-3. Trends in Visitor Arrivals
by Trip Purpose
Summer 1994-2004**

Mode	Secondary Arrival Reports						AVSP IV	Secondary Arrival Reports		
	1994	1995	1996	1997	1998	1999	2001 ^a	2002	2003	2004
Vacation and Pleasure	669,800	698,200	786,400	839,200	885,600	914,500	892,700	946,800	972,900	1,076,500
Visiting Friends and Relatives	97,100	100,500	103,500	104,500	103,200	105,500	70,700	75,000	77,100	85,300
Business and Pleasure	60,700	62,500	65,600	66,400	66,000	67,600	57,500	61,000	62,600	69,300
Business Only	90,300	92,400	95,200	96,800	94,900	97,400	177,300	188,100	193,300	213,800
Other	n/a	n/a	n/a	n/a	n/a	n/a	4,600	4,200	4,200	2,400
Total	931,400	967,100	1,064,300	1,120,500	1,163,700	1,199,000	1,202,800	1,275,000	1,210,100	1,447,400

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2004 (Northern Economics, Inc.).

Notes:

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

^a No arrival data collected in 1999-2000.

Full-Year Arrivals

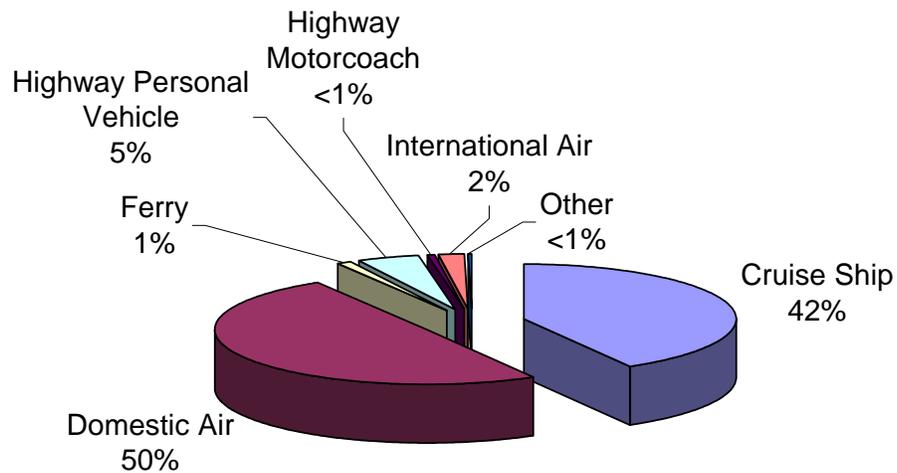
The number of total arrivals (visitors and residents combined) for the full year, October 1, 2003 through September 30, 2004, increased 7 percent from 2,531,700 to 2,711,500 people. Visitor arrivals for October 1, 2003 through September 30, 2004 increased 9 percent over the previous year, from 1,562,800 to 1,704,488, respectively (Table ES-4). Domestic air is the dominant mode of arrival

for full-year visitor arrivals, accounting for approximately 49 percent of all visitor arrivals, while cruise ship arrivals account for 42 percent. Approximately 85 percent of visitor arrivals took place during the summer season—May 1, 2004 through September 30, 2004.

**Table ES-4. Full-Year Total Visitor Arrivals
Fall 2003 through Summer 2004**

Mode	Fall-Winter 2003-2004	Summer 2004	Total
Cruise Ship	0	712,400	712,400
Domestic Air	236,300	607,800	844,100
Ferry	1,700	16,200	17,900
Highway Personal Vehicle	11,300	69,400	80,700
Highway Motorcoach	300	11,400	11,700
International Air	5,200	27,800	33,000
Other	2,300	2,400	4,700
Total	257,100	1,447,400	1,704,500

**Figure ES-2. Full Year Visitor Arrivals by Mode of Arrival
Fall/Winter 2003-2004 and Summer 2004**



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

This arrival report focuses on **Summer—May 1, 2004 through September 30, 2004**. 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 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.

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 summer report also includes summary tables of annual total arrival and visitor arrival numbers for October 1, 2003 through September 30, 2004.

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.commerce.state.ak.us/oed/toubus/research.htm>.

**Table 1. Sources of Data for Arrival Counts
Summer 2004**

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)

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. Table 2 shows trends in total arrivals including residents and visitors by mode of entry for Summer 1993 through Summer 2004. The State did not conduct an arrival count in 1999-2000.

- Total arrivals (residents and visitors combined) increased a remarkable 9 percent from 1,785,200 arrivals in Summer 2003 to 1,951,600 arrivals in Summer 2004.
- Cruise ship arrivals increased almost 15 percent, from 620,900 in Summer 2003 to 712,400 in Summer 2004. Another 162,800 visitors arrived in Alaska by some other mode and cruised south from Whittier, Seward, or Skagway. In addition, over 11,000 visitors took a multiple-night cruise within the state.
- Domestic air arrivals increased 7 percent, breaking the million mark for the first time.
- Ferry arrivals reversed the decline of last year, and increased almost two percent. However, ferry arrivals did not return to their historic highs in the 30,000s.
- Of note is that international air arrivals increased almost 20 percent, from 37,400 to 44,800 visitors. Some of the increase can be attributed to increases in the number of flights between Vancouver, B.C. and Anchorage, and charter flights from Germany and Japan to Anchorage.

**Table 2. Trends in Total Arrivals (Residents and Visitors)
by Mode of Entry,
Summer 1993-2004**

Mode	AVSP III	Secondary Arrival Reports						AVSP IV	Secondary Arrival Reports		
	1993	1994	1995	1996	1997	1998	1999 ^a	2001	2002	2003	2004
Cruise Ship ^b	247,000	285,100	283,500	336,500	392,100	431,200	457,100	510,000	581,000	620,900	712,400
Domestic Air	697,500	763,600	788,100	837,000	845,500	824,500	850,100	968,000	980,800	965,600	1,030,200
Ferry ^c	35,900	35,100	33,000	30,100	23,500	26,400	25,800	24,100	23,700	22,400	22,800
Highway Personal Vehicle ^d	171,100	178,300	188,100	183,100	178,500	199,000	195,900	130,400	128,000	123,700	123,900
Highway Motorcoach ^d	4,100	3,900	3,900	4,200	3,700	4,100	3,700	10,900	8,200	8,200	13,400
International Air	19,500	20,600	19,300	28,600	26,500	25,100	27,500	24,700	25,200	37,400	44,800
Other ^e	31,500	31,900	42,200	47,100	43,800	37,700	38,000	7,700	7,100	7,000	4,000
Total	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	1,951,600

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2004 (Northern Economics, Inc.).

Notes:

^a No arrival data collected in 1999-2000.

^b Cruise ship arrival counts in 2004 do not include 162,800 travelers who arrive by other modes and cruise south from Whittier, Seward or Skagway. Another 11,000 people cruise in Alaska arriving and departing by other means.

^c Ferry arrivals for 2002 revised December 26, 2003.

^d Highway arrivals have been adjusted for double counting beginning in 2001. See Appendix A.

^e 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.

**Table 3. Number and Percent Change in Residents and Visitor Arrivals
Summer 2003 and Summer 2004**

Entry Mode	Summer 2003	Summer 2004	Number Change	Percent Change
Cruise Ship	620,900	712,400	91,500	15
Domestic Air	965,600	1,030,200	64,600	7
Ferry	22,400	22,800	400	2
Highway—Personal Vehicle	123,700	123,900	200	<1
Highway—Motorcoach	8,200	13,400	5,200	6
International Air	37,400	44,800	7,400	20
Other	7,000	4,000	-3,000	-43
Total	1,785,200	1,959,600	91,500	9

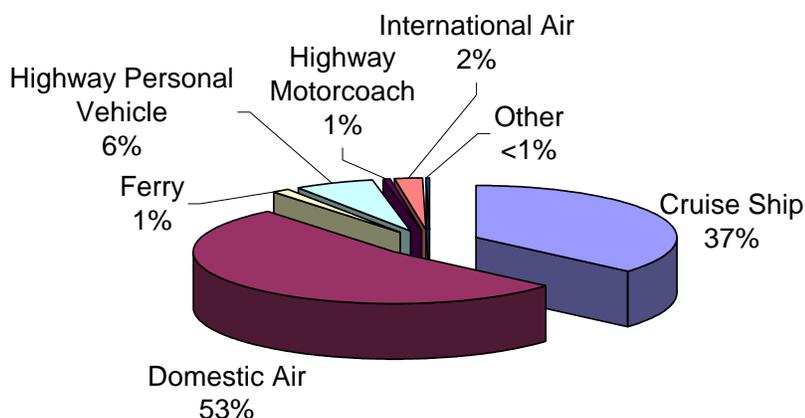
Notes:

Numbers rounded to the nearest 100.

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

Figure 1 shows percent of total arrivals (residents and visitors combined) by mode of entry. In the Summer 2004 season, domestic air is the dominant mode of arrival accounting for 53 percent of total arrivals, while cruise ship arrivals account for 37 percent of total arrivals. Previously, in Summer 2003, domestic air arrivals accounted for 57 percent of total arrivals, while cruise ship arrivals accounted for 34 percent of the total.

**Figure 1. Percent of Total Arrivals (Residents and Visitors)
by Mode of Entry
Summer 2004**



3 Visitor Arrivals

Statistical Weights and Visitor Percentages

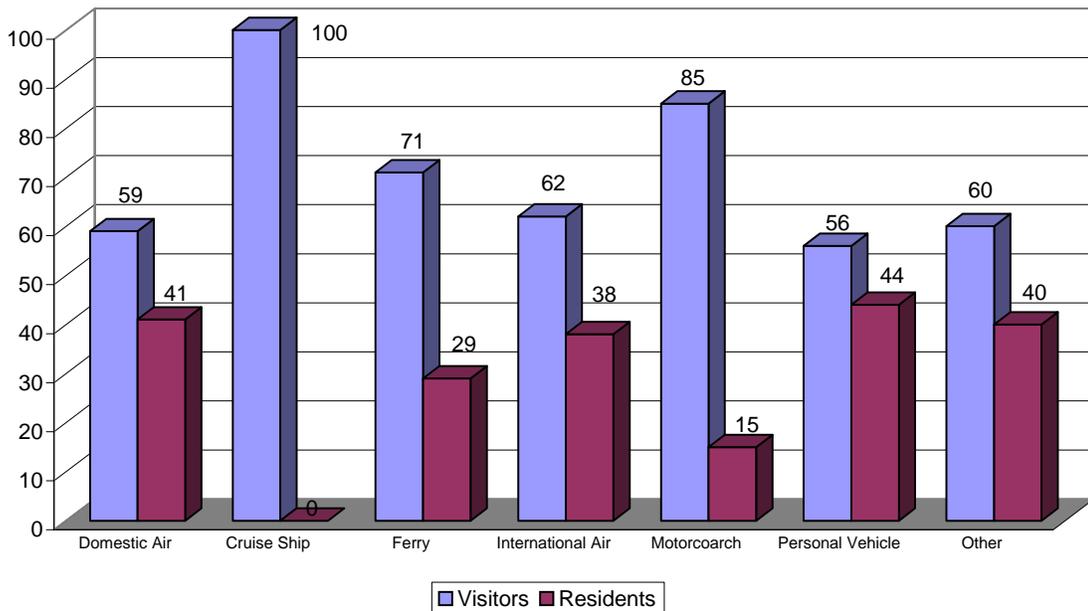
Visitor arrivals are based on tallies conducted by surveyors at all AVSP survey locations during Summer 2001. When conducting tallies, surveyors ask travelers at the border stations, as they deplane, as they disembark a ship, and in certain locations where they embark, whether they are a resident of 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 2 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 2004.

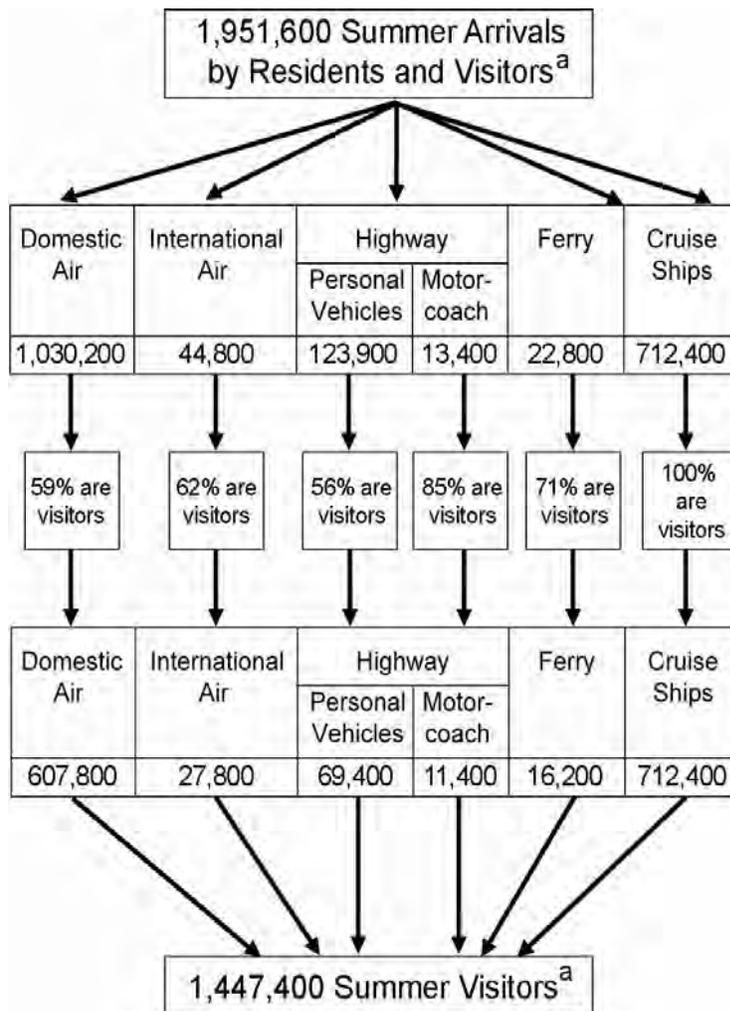
**Figure 2. Visitor/Resident Arrival Composition
Percent by Mode of Arrival”
Summer 2004**



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

Figure 3 shows the process used for estimating visitor arrivals for Summer 2004 from total arrival data and the visitor percentages derived as part of the Summer 2001 AVSP.

Figure 3. Total Arrivals, Visitor Percentages, and Visitor Arrivals Summer 2004



^a Total includes 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 1994 through Summer 2004 and Figure 4 shows the same information in graph form. Table 5 shows the number and percent increase or decrease in visitor arrivals by mode of arrival between Summer 2003 and Summer 2004.

- Visitor arrivals in Summer 2004 increased a remarkable nine percent over visitor arrivals in Summer 2003. The Travel Industry Association (TIA) in May 2004 was forecasting a 3.2 percent increase in leisure travel for the 2004 summer season. This increase in visitor arrivals is due to a

large extent to a 13 percent increase in cruise ship arrivals, a 6 percent increase in domestic air arrivals, and a 16 percent increase in international air arrivals.

- Increased supply and lower fares combined in Summer 2004 to produce a record breaking year for the cruise industry in Alaska.
- The first cruise ship passengers of Summer 2004 arrived in Ketchikan on May 4. New cruise-related product and infrastructure were also added in 2004, including a new cruise terminal in Whittier and Alaska's first purpose-built cruise destination, Icy Strait Point in Hoonah. Owned by Hoonah Totem Corporation, Icy Strait Point received 32 ships this year.
- Similar to last year, much 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 of them may be U.S. citizens who boarded Air Canada planes somewhere 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 4. Trends in Visitor Arrivals by Mode of Entry
Summer 1993-2004**

Mode	AVSP III	Secondary Arrival Reports						AVSP IV	Secondary Arrival Reports		
	1993	1994	1995	1996	1997	1998	1999 ^a	2001	2002	2003	2004
Cruise Ship ^b	247,000	285,100	283,500	336,500	392,100	431,200	457,100	510,000	581,000	620,900	712,400
Domestic Air	443,600	488,000	508,300	547,900	560,800	551,600	565,600	573,000	578,700	569,700	607,800
Ferry ^c	29,100	28,400	27,000	24,000	18,900	21,600	20,800	17,200	16,800	15,900	16,200
Highway ^d	91,900	95,300	108,100	103,400	100,200	111,700	110,000	82,100	78,700	76,200	80,800
International Air	14,500	14,200	13,300	22,500	21,000	20,000	21,700	15,900	15,600	23,200	27,800
Other ^e	20,100	20,400	26,900	30,000	27,500	27,600	23,800	4,600	4,200	4,200	2,400
Total	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	1,447,400

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2004 (Northern Economics, Inc.).

Notes:

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

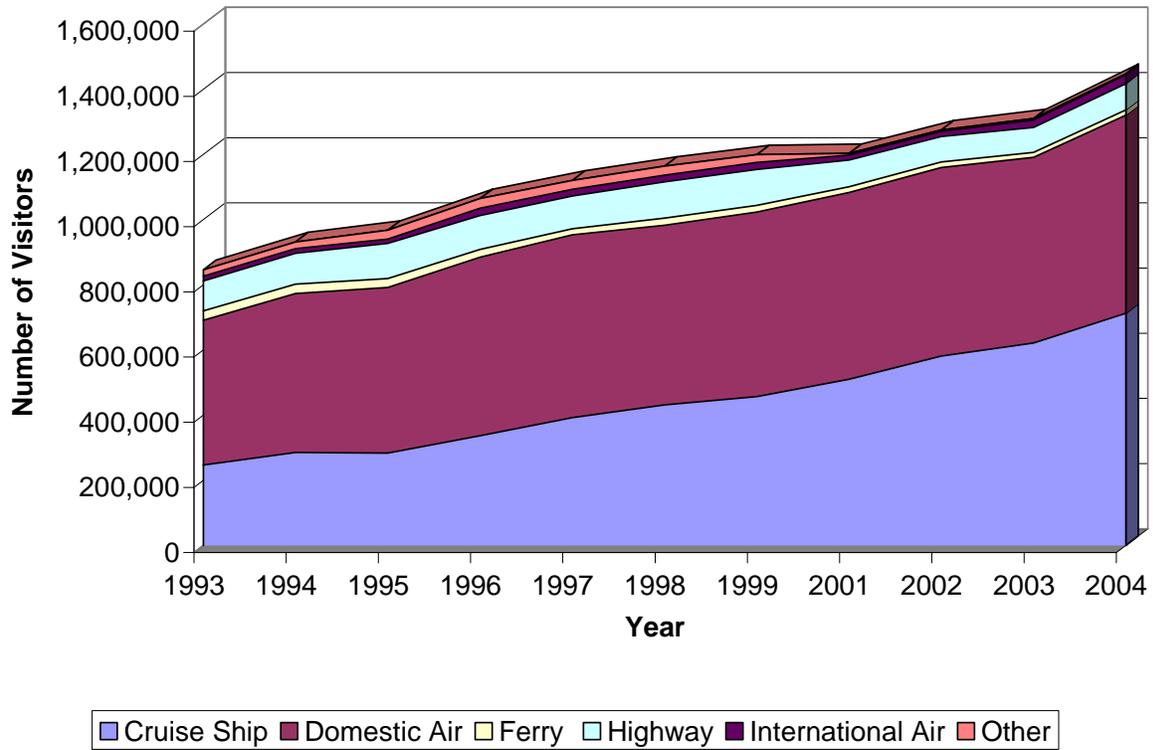
^a No arrival data collected in 1999-2000.

^b Cruise ship arrival counts in 2004 do not include 162,800 travelers who arrive by other modes and cruise south from Whittier, Seward or Skagway. Another 11,000 people cruise on multi-day trips only within the State.

^c Ferry arrivals for 2002 revised December 26, 2003.

^d Highway arrivals have been adjusted for double counting beginning in 2001. See Appendix A.

Figure 4. Trends in Visitor Arrivals
Summer 1993-Summer 2004



Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2004 (Northern Economics, Inc.).

Notes:

No arrival data collected in 1999-00.

Table 5. Number and Percent Change in Visitor Arrivals by Mode of Entry Summer 2003 and Summer 2004

Entry Mode	Summer 2003	Summer 2004	Percent Change	Number Change
Cruise Ship	620,900	712,400	15	91,500
Domestic Air	569,700	607,800	7	38,100
Ferry	15,900	16,200	2	300
Highway Personal Vehicle	69,300	69,400	<1	100
Highway Motorcoach	7,000	11,400	63	4,400
International Air	23,200	27,800	20	4,600
Other	4,200	2,400	-43	-1,800
Total	1,310,100	1,447,400	10	137,300

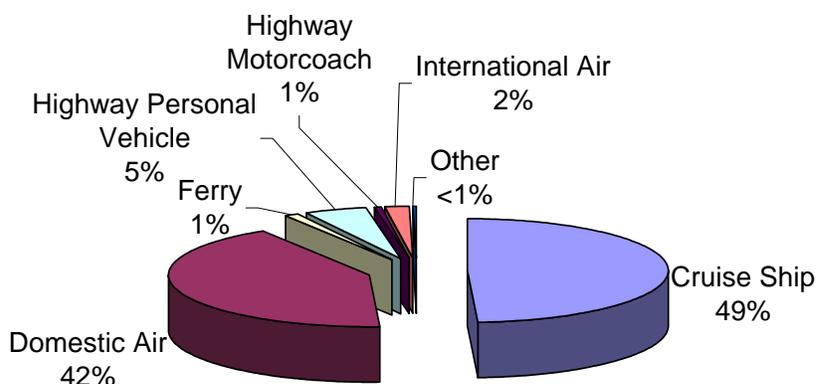
Notes:

Numbers rounded to the nearest 100.

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

Figure 5 shows percent of visitor arrivals by mode of arrival for Summer 2004. "Cruise ship" arrivals are the dominant mode of arrival accounting for approximately 49 percent of all visitor arrivals in Summer 2004. "Domestic air" arrivals are the second largest category accounting for 42 percent of visitor arrivals.

Figure 5. Percent of Visitor Arrivals by Mode of Entry Summer 2004



Visitor 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." Estimates of arrivals by trip purpose for Summer 2004 are based on summer survey data from the most recent AVSP survey year

(2000-01). No surveys were conducted during Summer 2004. Table 6 shows trends in visitor arrivals by trip purpose for 1994 through 2004.

In the summer season, 75 percent of visitors to Alaska travel for “Vacation and Pleasure;” this amounts to around 1,086,500 visitors (Table 6). Travel for “Business Only” is the second largest category and accounts for approximately 15 percent of visitors in the summer, or 213,800 individuals. “Business and Pleasure” accounts for approximately 5 percent, or 69,300 visitors, and “Visiting Friends and Relatives” accounts for approximately 6 percent of visitors (85,300).

**Table 6. Trends in Visitor Arrivals
by Trip Purpose
Summer 1994-2004**

Purpose	1994	1995	1996	1997	1998	1999 ^a	2001	2002	2003	2004
Vacation and Pleasure	669,800	698,200	786,400	839,200	885,60	914,500	892,700	946,800	972,900	1,076,500
Visiting Friends and Relatives	97,100	100,500	103,500	104,500	103,200	105,500	70,700	75,000	77,100	85,300
Business and Pleasure	60,700	62,500	65,600	66,400	66,000	67,600	57,500	61,000	62,600	69,300
Business Only	90,300	92,400	95,200	96,800	94,900	97,400	177,300	188,100	193,300	213,800
Seasonal Workers	13,400	13,500	13,600	13,700	14,000	14,000	n/a	n/a	n/a	n/a
Other	n/a	n/a	n/a	n/a	n/a	n/a	4,600	4,200	4,200	2,400
Total	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	1,447,400

Source: Alaska Visitor Arrivals, Summer 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Summer 2001-2004 (Northern Economics, Inc.).

Notes:

No arrival data collected in 1999-00.

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 the one-way and round-trip modes used in the table below.

Table 7 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 327,100 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 7. Number of Visitors Who Travel One Way or Round Trip by Selected Modes
Summer 2004**

Mode of Entry	Number of Visitors by Mode Use	
	One-Way Users	Round-Trip Users
Domestic Air ^a	328,800	279,000
International Air	17,000	10,800
Cruise Ship ^a	328,800	383,600
Ferry	11,000	5,200
Highway ^b	11,300	58,100
Other ^c	-	2,400

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.

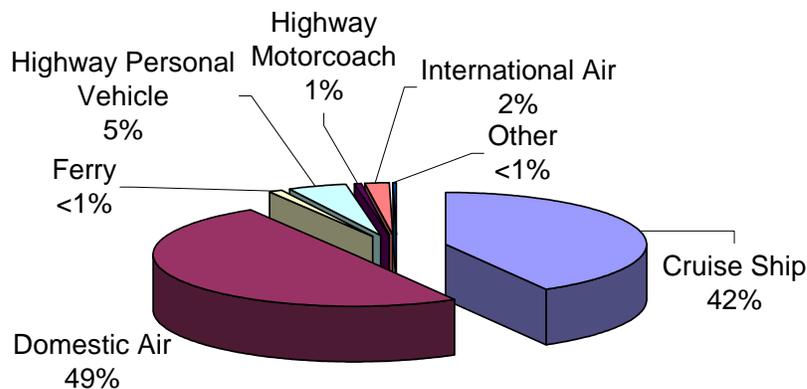
4 Full Year Visitor Arrivals

The number of total arrivals (visitors and residents combined) for October 1, 2003 through September 30, 2004 increased 7 percent from 2,531,700 to 2,711,500 people. Visitor arrivals for October 1, 2003 through September 30, 2004 increased 9 percent over the previous year, from 1,562,800 to 1,704,488, respectively (Table 8). Domestic air is the dominant mode of arrival for full-year visitor arrivals accounting for approximately 49 percent of all visitor arrivals, while cruise ship arrivals account for 42 percent. Approximately 85 percent of visitor arrivals took place during the summer season—May 1, 2004 through September 30, 2004.

**Table 8. Full-Year Total Visitor Arrivals
Fall 2003 through Summer 2004**

Mode	Fall-Winter 2003-2004	Summer 2004	Total
Cruise Ship	0	712,400	712,400
Domestic Air	236,300	607,800	844,100
Ferry	1,700	16,200	17,900
Highway Personal Vehicle	11,300	69,400	80,700
Highway Motorcoach	300	11,400	11,700
International Air	5,200	27,800	33,000
Other	2,300	2,400	4,700
Total	257,100	1,447,400	1,704,500

**Figure 6. Full Year Visitor Arrivals by Mode of Arrival
Fall/Winter 2003-2004 and Summer 2004**

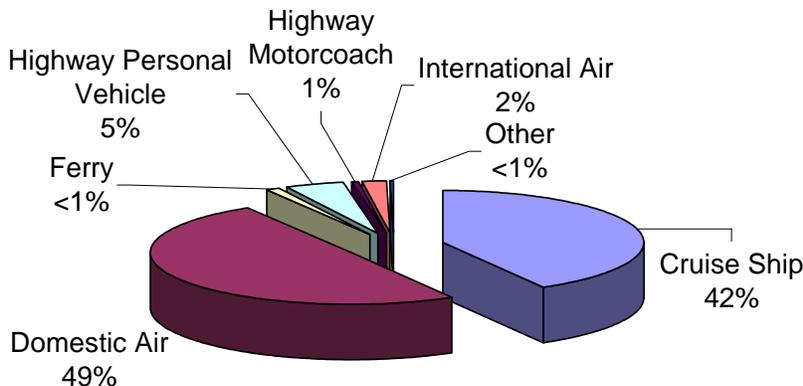


**Table 9. Percent and Number Change in Visitor Arrivals
Full Year 2002-2003 to 2003-2004**

Mode	Fall-Winter 2002-03 and Summer 2003	Fall-Winter 2003-04 and Summer 2004	Number Change	Percent Change
Cruise Ship	620,900	712,400	91,500	15
Domestic Air	801,900	844,100	42,200	5
Ferry	17,500	17,900	400	2
Highway	87,600	92,400	4,800	6
International Air	28,100	33,000	4,900	17
Other	6,800	4,700	-2,100	31
Total	1,562,800	1,704,500	141,700	9

Figure 7 shows the percent of visitor arrivals by 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 2003-2004 and Summer 2004**



Appendix A—Support Data

One of the changes in methodology initiated with AVSP IV in 2000-01 was to adjust highway arrivals numbers for double counting. For example, if arrivals in a personal vehicle or motor coach 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 Alcan 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. Table A-2 contains arrival data for commercial vehicles, personal vehicles, motorcoaches, and pedestrians as received from U.S. Customs in Anchorage. These arrivals include passengers and drivers of commercial vehicles, buses, and private automobiles and have not been adjusted for double counting.

**Table A-2. U. S. Customs Arrival Data
by Border Crossing and by Month
Summer 2004**

Border Crossing	Commercial Vehicle	Bus	Private Vehicle	Pedestrian
Alcan (Tok/Beaver Creek)				
May	946	93	11,107	3
June	1,276	1,872	19,991	2
July	914	1,929	20,397	5
August	937	2,061	14,640	0
September	825	906	7,705	4
Total	4,898	6,861	73,840	14
Dalton Cache (Haines)				
May	82	36	3,361	27
June	89	102	6,716	25
July	100	232	8,644	11
August	81	151	7,902	25
September	82	128	3,701	4
Total	434	649	30,324	92
Poker Creek (Taylor Hwy)				
May	14	113	1,060	0
June	54	1,393	4,658	2
July	72	1,395	5,496	0
August	68	929	5,168	0
September	69	633	1,474	0
Total	277	4,463	17,856	2
Skagway (Klondike Hwy)				
May	158	14,192	10,267	0
June	194	32,137	15,977	0
July	196	34,404	20,673	0
August	204	34,069	16,942	1
September	214	18,892	9,260	0
Total	966	133,694	73,119	1
Grand Total	6,575	145,667	195,139	109

Source: U.S. Customs, Anchorage office.