

# CENTRAL SOUTHEAST

*ALASKA'S RAINFOREST ISLANDS – Heart of the Inside Passage*

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## REGIONAL BRANDING & MARKETING PLAN: APPENDICES



**Appendix A: Inventory of Services in the Central Southeast region**

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## **Appendix A: Central Southeast Inventory**

This inventory was compiled by the State of Alaska, Department of Commerce, Community and Economic Development as part of the “Developing Alaska Rural Tourism” (DART) program in 2005 and updated by Agnew::Beck Consulting in early 2006. The inventory is broken down into following categories and can be viewed as such on the following pages.

- Dining
- Accommodations
- Services
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- Attractions
- Transportation
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## Appendix A: Central Southeast Inventory-Accommodations

Community	Business Name	Business Contact	Address	Phone	Website	Email	Hotel	Motel	Lodge	Cabin	RV Park	Campground	B&B	Other	Total Rooms or Spaces	Daily Rate \$0 - \$75	Daily Rate \$76 - \$150	Daily Rate \$151 - \$300	Restaurant	Seasonal Operations	Comments
Wrangell	Alaska Waters Inc.	Jim Leslie	241 Berger Street	907-874-2378	<a href="http://www.alaskawaters.com">www.alaskawaters.com</a>	<a href="mailto:info@alaskawaters.com">info@alaskawaters.com</a>					X				6 sites	X				X	Full hook up, level site, telephone, picnic tables, and on-site shower & restroom.
Wrangell	Bruce Harding's Old Sourdough Lodge	Bruce E. Harding	1104 Peninsula Street	907-874-3613	<a href="http://www.akgetaway.com">www.akgetaway.com</a>	<a href="mailto:bruce@akgetaway.com">bruce@akgetaway.com</a>		X							16 rooms		X				Serve guests continental breakfast
Wrangell	Grandview B&B	Judy Baker	2 mile zimovia Hwy	907-874-3225	<a href="http://www.grandviewbnb.com">www.grandviewbnb.com</a>	<a href="mailto:judy@GrandViewBnB.com">judy@GrandViewBnB.com</a>							X		3 rooms		X				Walking distance from Wrangell with a Grand view
Wrangell	Rainwalker expeditions	Marie Oboczky	3 1/2 mile Zimobia Hwy	907-874-2549	<a href="http://www.rainwalkerexpeditions.com">www.rainwalkerexpeditions.com</a>	<a href="mailto:marieo@aptalaska.net">marieo@aptalaska.net</a>								Floating Lodge	5 beds						You stay on a floating lodge and can go exploring with a kayak or canoe, plus many other activities.
Wrangell	Ronney's Roost B&B	Becky Rooney	206 Mckinnon St.	907-874-2026	<a href="http://www.rooneysroost.com">www.rooneysroost.com</a>	<a href="mailto:Rroost@aptalaska.net">Rroost@aptalaska.net</a>							X		5 rooms	X	X				You are served a full gourmet breakfast.
Wrangell	Stikine Inn	Dorothy Christian	207 Stikine Ave.	907-874-3388	<a href="http://www.stikine.com">www.stikine.com</a>	<a href="mailto:inn@stikine.com">inn@stikine.com</a>	X								33 rooms	X			X		Suites feature private baths, Cable TV, phones, Microwaves and Refrigerators.
Wrangell	Fennimore B&B	Ron & Evi Fennimore		907-874-3012	<a href="http://www.fennimoresbbb.com">www.fennimoresbbb.com</a>	<a href="mailto:wrgbbb@aptalaska.net">wrgbbb@aptalaska.net</a>							X		5 rooms	X					Serves cold breakfast. They have bikes they loan to go mountain biking.
Wrangell	Wrangell Campgrounds	Forest Service	525 Beneett	907-874-2323						X						X					Campgrounds: Nemo Point, Pat's Lake, City Park,
Wrangell	Hungry Beaver Hotel	Hungrey Beaver Inc.	274 Shakes St.	907-874-3005			X								4 rooms	X			X		Has a pizza parlor and a bar
Wrangell	Thunderbird Hotel		225 Front St.	907-874-3322																	
Wrangell	Zimovia B&B	Barb or Mike Rugo	319 Weber St.	907-874-2626	<a href="http://www.zimoviabnb.com">www.zimoviabnb.com</a>	<a href="mailto:zimoviabnb@rgbwebs.com">zimoviabnb@rgbwebs.com</a>							X		1 room		X				You are located 4 blocks from downtown wrangell. The room has a newly constructed private Sauna
Petersburg	A Lille Hus Bed & Breakfast	Annette Olson	102 Dolphin Street	907-772-4810	<a href="http://www.geocities.com/allillehus/ALilleHus.html">www.geocities.com/allillehus/ALilleHus.html</a>	<a href="mailto:allillehus@gci.net">allillehus@gci.net</a>							X		1 room	X					Located one block from center of downtown and walking distance of Museum, Boat Harbors, Theater, Gym, Pool, Visitors Center
Petersburg	Bed & Breakfast at the Water's Edge	Barry Bracken, Kathy Bracken	750 Sandy Beach Rd.	907-772-3736	<a href="http://www.petersburglodgingand_tours.com">www.petersburglodgingand_tours.com</a>	<a href="mailto:info@petersburglodgingandtours.com">info@petersburglodgingandtours.com</a>							X		2 rooms		X				Guests have free use of bicycles and a Canoe. Hosts can arrange Kayak rentals. Private phone and wireless internet is available.
Petersburg	Rainsong Bed & Breakfast	Sally Riemer	1107 Wrangell Ave.	907-772-3178		<a href="mailto:dsriemer@gci.net">dsriemer@gci.net</a>							X		2 rooms	X	X				There are 2 B&B rooms which are in a guest house and they have a shared and private bath, private kitchen, and continental breakfast. It is a do it yourself breakfast, but you are equipped with all the necessary food and materials.
Petersburg	Feathered Nest B & B	Liz Bacom	609 Unimak St.	907-772-3090	<a href="http://www.featherednestbandb.com">www.featherednestbandb.com</a>	<a href="mailto:nest@featherednestbandb.com">nest@featherednestbandb.com</a>							X		1 room		X		X		
Petersburg	Broom Hus B&B	Peter & Sylvia Broom Nilsen		907-772-3459	<a href="http://www.aptalaska.net/~broomhus">www.aptalaska.net/~broomhus</a>	<a href="mailto:broomhus@aptalaska.net">broomhus@aptalaska.net</a>							X		3 rooms	X					Broom Hus has a spectacular view of the fishing fleet in south boat harbor and is a short walk of ferry terminal and downtown Petersburg
Petersburg	Beachcomber Inn	Lenore Mathisen	384 Mitkof Hwy.	907-772-3888				X							7 rooms		\$225/week and \$800/month		X		The prices are weekly and monthly and they have restaurant and lounge open May-September.
Petersburg	Morning Mist B&B	Sherri Stockton	1101 Odin	907-772-3557	<a href="http://www.alaska.net/~mormmist">www.alaska.net/~mormmist</a>	<a href="mailto:mormmist@alaska.net">mormmist@alaska.net</a>							X		1 room		X				You get private deck and barbecue, they also have a great view of the mountains.
Petersburg	Das Hagedorn Haus	Grant Trask	400 2nd St. N.	907-772-3775	<a href="http://www.alaska.net/~trask">http://www.alaska.net/~trask</a>	<a href="mailto:trask@alaska.net">trask@alaska.net</a>							X		1 room		X				You get full continental breakfast of coffee, tea, juice, yogurt, cereals, fruit, and muffins, bread or rolls.
Petersburg	Jake's Place	Dianne Christensen	Hammer Slough St.	907-772-9375	<a href="http://www.alaska.net/~killfish">www.alaska.net/~killfish</a>	<a href="mailto:jakesplace@alaska.net">jakesplace@alaska.net</a>				X					1 cabin		X				Jake's place does not include a phone or TV.
Petersburg	Nordic House B & B	Ronelle Beardslee	806 S. Nordic Drive	907-772-3620	<a href="http://www.nordichouse.net">www.nordichouse.net</a>	<a href="mailto:nordicbb@aptalaska.net">nordicbb@aptalaska.net</a>							X		7 rooms		X				Guests have access to internet, fax & copy service, handicap friendly, fish cleaning station and freezer, Dental Clinic is in the Nordic House.
Petersburg	Sea Level B&B	Jean Ellis	913 N. Nordic Drive	907-772-3829		<a href="mailto:jrellis@alaska.net">jrellis@alaska.net</a>							X		2 rooms	X	X	X			Brand new waterfront B & B on the dock overlooking Wrangell Narrows. Includes continental breakfast.
Petersburg	Waterfront B & B	Shelley & Stacey Hjort	1004 South Nordic Drive	907-772-9300	<a href="http://www.waterfrontbedandbreakfast.com">www.waterfrontbedandbreakfast.com</a>	<a href="mailto:h20frbnb@alaska.net">h20frbnb@alaska.net</a>							X		5 rooms		X				This B&B is located conveniently in the heart of Petersburg with easy access to variety of places.
Petersburg	Alaska Island Hostel	Kathryn Schneider	805 Gjoa Street	907-772-3632	<a href="http://www.alaskaislandhostel.com">www.alaskaislandhostel.com</a>	<a href="mailto:info@bunkandbreakfast.com">info@bunkandbreakfast.com</a>			X						9 beds	X			X		It's a cozy home based hostel offering dormitory-style lodging.
Petersburg	Yurtsville Retreat	Vern Anderson	415 Mitkof	907-772-2921	<a href="http://www.alaska.net/~yurts/">www.alaska.net/~yurts/</a>	<a href="mailto:yurts@petersburgalaska.com">yurts@petersburgalaska.com</a>				X					3 cabins	X	X		X		This is perfect for those who like the outdoors, but also like the comforts of home. The retreat is open seasonally from May to
Petersburg	Scandia House	Nancy Murrison	110 N. Nordic Drive	907-772-4281	<a href="http://www.scandiahousehotel.com">www.scandiahousehotel.com</a>	<a href="mailto:scandia@alaska.net">scandia@alaska.net</a>	X								33 rooms		X				Scandia House has car and bout rentals for those who want to leave town and explor.
Petersburg	Tides Inn	Toni Rogers	307 North First Street	907-772-4288	<a href="http://www.TidesInnAlaska.com">www.TidesInnAlaska.com</a>	<a href="mailto:tidesinn@alaska.net">tidesinn@alaska.net</a>	X								45 rooms	X (Nov. 1-Mar.)	X (Apr. 1-Oct. 31)				Free e-mail access. Free continental breakfast every day, Free airport and ferry transport.



## Appendix A: Central Southeast Inventory-Dining

Community	Business Name	Business Contact	Address	Phone	Type of Cuisine	Website	Email	Limited Service	Full Service	Seating Capacity	Liquor License	Seasonal Operation
Petersburg	Roony's Northern Lights Restaurant	Becky O'Rear	203 Sing Lee Alley	907-772-2900		<a href="http://www.petersburg.org/businesses/dining">www.petersburg.org/businesses/dining</a>	<a href="mailto:orear@alaska.net">orear@alaska.net</a>	X			X	
Petersburg	Joan Mei Restaurant	Laney Yip	1103 Nordic Drive	907-772-4221 or 907-772-4222								
Petersburg	Papa Bear's Pizza	Carolyn Hurtt	Across from Ferry Terminal	907-772-3727		<a href="http://www.papabearspizza.com">www.papabearspizza.com</a>	<a href="mailto:papabear@papabearspizza.com">papabear@papabearspizza.com</a>		X			
Petersburg	Liv & Heidi's Kjokken/ Catering	Heidi Lyons & Liv Pershon		907-772-3714			<a href="mailto:narrows@alaska.net">narrows@alaska.net</a>					
Petersburg	Alaskafe	Melissa Crawford	306 North Nordic	907-772-5282		<a href="http://www.siphonophore.com/alaskafe">www.siphonophore.com/alaskafe</a>	<a href="mailto:alaskafe@aptalaska.net">alaskafe@aptalaska.net</a>	X				
Wrangell	Stikine Inn	Dorothy Christian	207 Stikine Ave.	907-874-3388		<a href="http://www.stikine.com">www.stikine.com</a>	<a href="mailto:inn@stikine.com">inn@stikine.com</a>	X				
Wrangell	Jitterbugs Expresso to Go	Leann Briskar	309 Front Street	907-874-3350				X				
Wrangell	Totem Bar & Liquor	Brink, Inc.		907-874-3533			<a href="mailto:funtotem@aptalaska.net">funtotem@aptalaska.net</a>				X	
Wrangell	Dockside Restaurant	Latonie Barlow		907-874-4422								
Wrangell	Hungry Beaver Pizza	Hungry Beaver Inc.	274 Shakes St.	907-874-3005					X		X	
Saltery Cove	Sportsman's Cove Lodge	Larry McQuarrie		1-800-962-7889		<a href="http://www.alaskasbestlodge.com">www.alaskasbestlodge.com</a>	<a href="mailto:info@alaskasbestlodge.com">info@alaskasbestlodge.com</a>	X			X	
Craig	Pappa's Pizza	Ken Owen		907-826-2244			<a href="mailto:owenak@hotmail.com">owenak@hotmail.com</a>		X			
Craig	Shelter Cove Lodge	Linda Lewis Creighton		907-826-2939		<a href="http://sheltercovelodge.com/">sheltercovelodge.com/</a>	<a href="mailto:shelterc@aptalaska.net">shelterc@aptalaska.net</a>	X			X	
Craig	Zat's Pizza, LLC	J.T. Ratzat		907-826-2345					X		X	
Kake	Jules Pizza	Gary Jackson	3rd Phase St. #494	907-785-6454					X			
Kake	Keex Kwan Lodge			907-785-3535					X			







## Appendix A: Central Southeast Inventory-Retail

Community	Business Name	Business Contact	Address	Phone	Website	Email	Description of Primary Product Sold	Seasonal Operation	Year Round Operation
Coffman Cove	Rain Country Liquor	Jim Baichtal & Karren Peterson		329-2254		<a href="mailto:tawanda@aptalaska.net">tawanda@aptalaska.net</a>	Liquor		X
Coffman Cove	Riggin Shack	Judy Willis		329-2213			General Store		X
Craig	Alaska Gifts	Wayne & Donna Baxter		826-2991		<a href="mailto:akgifts@aptalaska.net">akgifts@aptalaska.net</a>	Gift Shop		
Craig	Log Cabin Sporting Goods	Tim LaCour	#1 Easy Street	826-2205	<a href="http://www.ketchikanalaska.com/seatoursalaska">www.ketchikanalaska.com/seatoursalaska</a>	<a href="mailto:thain@aptalaska.net">thain@aptalaska.net</a>	Sporting Goods		
Craig	Stone Arts of Alaska	Gary McWilliams		826-3571	<a href="http://www.stoneartsofalaska.com">www.stoneartsofalaska.com</a>	<a href="mailto:jupiter@fidalgo.net">jupiter@fidalgo.net</a>	Art, Sculpture	X	
Craig	The Cloths Co.	Marsha Howard		826-3939		<a href="mailto:Work.rugged@acsalaska.net">Work.rugged@acsalaska.net</a>	Outdoor Wear		
Craig	Voyageur Bookstore & Coffee Co.	Gail Slentz		826-2333		<a href="mailto:gmc5@aptalaska.net">gmc5@aptalaska.net</a>	Bookstore, Espresso bar, baked goods, gifts, and toys.		
Petersburg	Seaport Gallery & Gifts	Fran Jones	200 block Nordic Drive	772-3015		<a href="mailto:seaportgallery@gci.net">seaportgallery@gci.net</a>	Art, Jewelry, and wood sculptures		
Petersburg	Tonka Seafood, Inc.	Sharol Otness	22 South Sing Lee	772-3662	<a href="http://www.TonkaSeafoods.com">www.TonkaSeafoods.com</a>	<a href="mailto:office@tonkaseafoods.com">office@tonkaseafoods.com</a>	Canned Smoked Fish		
Petersburg	Cubby Hole	Cathy Harris	210 North Nordic Drive	772-2717		<a href="mailto:grumpy@alaska.net">grumpy@alaska.net</a>	Gift Shops & Galleries		
Petersburg	Diamante Gift Shoppe	Theresa Litsheim	210 North Nordic Drive	772-4958		<a href="mailto:diamantes@alaska.com">diamantes@alaska.com</a>	Gift Shops & Galleries		
Petersburg	Forget-Me-Not Floral	Rachel Volk	301 N. Nordic Drive	772-4427	<a href="http://www.forgetmenotfloral.com">www.forgetmenotfloral.com</a>	<a href="mailto:drv@alaska.com">drv@alaska.com</a>	Flower Shop		
Petersburg	The Framers Loft	Brenda Norheim	211 North Nordic Drive	772-2471		<a href="mailto:norheiminc@gci.net">norheiminc@gci.net</a>	Gift Shops & Galleries		
Petersburg	Just For Kids - KV Partners	Kerry Miller	207 N. Nordic Dr.	772-3513		<a href="mailto:vikkiah@gci.net">vikkiah@gci.net</a>	Gift Shops & Galleries		
Petersburg	Lee's Clothing	Cynthia Mathisen	213 Nordic Drive	772-4229		<a href="mailto:gear@leesclothing.com">gear@leesclothing.com</a>	Gift Shops & Galleries		
Petersburg	Sing Lee Alley Books	Tina Green	11 Sing Lee Alley	772-4440		<a href="mailto:singleealleybook@aptalaska.net">singleealleybook@aptalaska.net</a>	Gift Shops & Galleries		
Petersburg	Harbor Way Parts	Sandy Meeks	114 Harbor Way	772-3440		<a href="mailto:psmeeks@alaska.net">psmeeks@alaska.net</a>	Hardware, Marine, Auto		
Petersburg	Advantage Plus, The	Lawlee Weir	306 N. Nordic	772-4901		<a href="mailto:theaplus@alaska.com">theaplus@alaska.com</a>	Other Retail		
Petersburg	Chelan Produce	Dave Kensinger & Mona Christian		772-3203		<a href="mailto:chelan@alaska.net">chelan@alaska.net</a>	Other Retail	X	

Petersburg	Hammer & Wikan	Laron Martin	1300 Howkan	772-4811		<a href="mailto:larry@hammerandwikan.com">larry@hammerandwikan.com</a>	Other Retail		
Petersburg	Kinder Komfort	Linda Herff	15 Sing Lee Alley	772-4100		<a href="mailto:kinderkomfort@hotmail.com">kinderkomfort@hotmail.com</a>	Other Retail		
Petersburg	Petersburg Rexall Drug, Inc.	Catherine Kowalski	215 North Nordic Dr.	772-3265	<a href="http://www.petersburgrexall.com">www.petersburgrexall.com</a>	<a href="mailto:petersburgrexall@qci.net">petersburgrexall@qci.net</a>	Drug store		
Petersburg	Trading Union, The	Ken Slavin	N. Nordic Drive	772-3881	<a href="http://www.tradingunion.com">www.tradingunion.com</a>	<a href="mailto:tuoffice@tradingunion.com">tuoffice@tradingunion.com</a>	Department Store		X
Petersburg	Wildwood Nursery	Denise Galli		772-4855		<a href="mailto:galli-ellis@ak.net">galli-ellis@ak.net</a>	Other Retail		
Petersburg	Kito's Kave Liquor Store	Kito's Kave Inc.							
Petersburg	Pilot Publishing, Inc.	Ron Loesch		772-9393		<a href="mailto:psqpub@qci.net">psqpub@qci.net</a>	Printing Publishing Photography Web		
Petersburg	Seaprints Photography	Tanya Somerville		772-4557		<a href="mailto:seaprints@qci.net">seaprints@qci.net</a>	Printing Publishing Photography Web		
Petersburg	Zieak Enterprises	Ryan McFarland		772-2774		<a href="http://zieak@alaska.com">zieak@alaska.com</a>	Printing Publishing Photography Web		
Petersburg	Alaskafe	Melissa Crawford	Upstairs on the Corner of Nordic and Excel	772-5282	<a href="http://www.siphonophore.com/alaskafe">www.siphonophore.com/alaskafe</a>	<a href="http://alaskafe@aptalaska.net">alaskafe@aptalaska.net</a>	Art		
Wrangell	Bob's IGA	Benjamins Store Inc.		874-2341		<a href="mailto:bobsiga@aptalaska.net">bobsiga@aptalaska.net</a>	Grocery		X
Wrangell	Alaska Timber Wolf Sales	Douglas Allison		874-4233					
Wrangell	Angermans Outlet	Angermans Inc.		874-3636					
Wrangell	J&W Fast Foods			874-2120					
Wrangell	Norris Gift Shop	Olga Norris		874-3810					
Wrangell	Wrangell Seafoods	Doug Roberts		874-3346	<a href="http://www.wrangellseafoods.com">www.wrangellseafoods.com</a>	<a href="mailto:drouberts@wrangellseafoods.com%20">mailto:drouberts@wrangellseafoods.com%20</a>	Fresh, Frozen and Canned Salmon		
Wrangell	Ottesens Hardware	Ottesens Inc.	104 Front St.	874-3377					
Kake	Kake Community Liquor Store	City Of Kake		785-3501					
Kake	Kake Foods	Kake Food Inc.		785-3130		<a href="mailto:sales@alaskafoods.com">sales@alaskafoods.com</a>	Ships Salmon		
Kake	Chuck's Grocery	Lorraine Peterson		785-3370					
Kake	Cedar House Gifts	Mike & Edna Jackson		785-3212					

# Appendix A: Central Southeast Inventory-Attractions

Community	Business/Attraction Name	Business Contact	Address	Phone	Website	Email	Museum	State Park	National Forest	Cultural Heritage	Nature based	Trails	Recreational	Seasonal Operation	Open Year Round	Comments
Wrangell	Wrangell Museum	Theresa Thibault	318 Church Street	907-874-3535	<a href="http://www.museumusa.org/museums/info/1160193">www.museumusa.org/museums/info/1160193</a>	<a href="mailto:museum@wrangell.com">museum@wrangell.com</a>	X									
Wrangell	Stickeen Wilderness Adventures	Bruce E. Harding	1104 Peninsula Street	800-874-3613	<a href="http://www.akgetaway.com">www.akgetaway.com</a>						X					
Wrangell	Stikine Flats Wildlife Viewing Area	Wrangell Ranger District	522 bennett Street	907-874-2323	<a href="http://www.fs.fed.us/r10/ro/naturewatch/southeast/stikine_flats/stikine.htm">www.fs.fed.us/r10/ro/naturewatch/southeast/stikine_flats/stikine.htm</a>			X		X					X	
Wrangell	Wrangell Hiking	Wrangell Ranger District	523 bennett Street	907-874-2323	<a href="http://www.fs.fed.us/r10/ro/naturewatch/southeast/stikine_flats/stikine.htm">www.fs.fed.us/r10/ro/naturewatch/southeast/stikine_flats/stikine.htm</a>						X					Trails include: Loop trail, Pake's lake, Thom's lake, 3 sister viewpoint trail, Anita bay overlook, Salamander Ridge Trail, Kunk Lake trail
Wrangell	Muskeg Meadows Golf Course	Wrangell Golf Club Inc.		907-874-4653	<a href="http://www.wrangellalaskagolf.com/">www.wrangellalaskagolf.com/</a>											
Wrangell	Anan Creek Wildlife Viewing Site	Wrangell Ranger District	525 bennett Street	907-874-2323	<a href="http://www.fs.fed.us/r10/ro/naturewatch/southeast/anana/anana.htm">www.fs.fed.us/r10/ro/naturewatch/southeast/anana/anana.htm</a>			X		X					X	
Wrangell	Wrangell Campgrounds	Wrangell Ranger District	525 bennett Street	907-874-2323	<a href="http://www.fs.fed.us/r10/tongass/recreation/rec_facilities/wrangellrec.html">www.fs.fed.us/r10/tongass/recreation/rec_facilities/wrangellrec.html</a>								X			
Wrangell	Forest Service Cabins	Wrangell Ranger District	525 bennett Street	907-874-2323	<a href="http://www.fs.fed.us/r10/tongass/recreation/rec_facilities/cabinlist.html#psg">www.fs.fed.us/r10/tongass/recreation/rec_facilities/cabinlist.html#psg</a>								X			
Wrangell	Wrangell Trails	Wrangell Ranger District	525 bennett Street	907-874-2323	<a href="http://www.fs.fed.us/r10/tongass/recreation/rec_facilities/traillist.html#psg">www.fs.fed.us/r10/tongass/recreation/rec_facilities/traillist.html#psg</a>						X				X	
Petersburg	Clausen Memorial Museum		203 Fram Street	907-772-3598			X							X		
Petersburg	Petersburg Trails	Petersburg Ranger District	12 N. Nordic Dr.	907-772-3871	<a href="http://www.fs.fed.us/r10/tongass/recreation/rec_facilities/traillist.html#psg">www.fs.fed.us/r10/tongass/recreation/rec_facilities/traillist.html#psg</a>						X					Trails: Frederick point Boardwalk, 3 Lakes Loop Rd, Hill Lake Trail, Crane Lake Trail, Ravens Roost Trail, Blind River Rapids Boardwalk
Petersburg	Forest Service Cabins	Petersburg Ranger District	12 N. Nordic Dr.	907-772-3871	<a href="http://www.fs.fed.us/r10/tongass/recreation/rec_facilities/cabinlist.html#psg">www.fs.fed.us/r10/tongass/recreation/rec_facilities/cabinlist.html#psg</a>								X			
Petersburg	Petersburg campgrounds	Petersburg Ranger District	12 N. Nordic Dr.	907-772-3871	<a href="http://www.fs.fed.us/r10/tongass/recreation/rec_facilities/psgrec.htm">www.fs.fed.us/r10/tongass/recreation/rec_facilities/psgrec.htm</a>								X			Campgrounds: Ohmer Creek, Ernie Ogden, Tent City
Thorne Bay	Sandy Beach Recreation Area	Thorne Bay Ranger District	1312 Federal Way	907-828-3304	<a href="http://www.fs.fed.us/r10/ro/naturewatch/southeast/sandy_beach/sandy_beach.htm">www.fs.fed.us/r10/ro/naturewatch/southeast/sandy_beach/sandy_beach.htm</a>			X					X			
Craig	Dog Salmon Fishpass	Craig Ranger District	900 Main Street	907-826-3271	<a href="http://www.fs.fed.us/r10/ro/naturewatch/southeast/dog_salmon/dog_salmon.htm">www.fs.fed.us/r10/ro/naturewatch/southeast/dog_salmon/dog_salmon.htm</a>			X		X					X	
Craig	Craig Cabins	Craig Ranger District	901 Main Street	907-826-3271	<a href="http://www.fs.fed.us/r10/tongass/recreation/rec_facilities/spowrec.htm">www.fs.fed.us/r10/tongass/recreation/rec_facilities/spowrec.htm</a>								X			
Craig	Craig Trails	Craig Ranger District	902 Main Street	907-826-3271	<a href="http://www.fs.fed.us/r10/tongass/recreation/rec_facilities/spowrec.htm">www.fs.fed.us/r10/tongass/recreation/rec_facilities/spowrec.htm</a>											
Craig	Craig Campgrounds	Craig Ranger District	903 Main Street	907-826-3271	<a href="http://www.fs.fed.us/r10/tongass/recreation/rec_facilities/spowrec.htm">www.fs.fed.us/r10/tongass/recreation/rec_facilities/spowrec.htm</a>											
Kake	Kake Trails	Petersburg Ranger District	12 N. Nordic Dr.	907-772-3871	<a href="http://www.fs.fed.us/r10/tongass/recreation/rec_facilities/traillist.html#psg">www.fs.fed.us/r10/tongass/recreation/rec_facilities/traillist.html#psg</a>						X					

## Appendix A: Central Southeast Inventory-Events

Community	Name of Event	Business Name	Business Contact	Phone	Website	Email	Event Described	Event Dates
Wrangell	Muskeg Meadows Golf tournament	Muskeg Meadows Golf Course		874-4653			Annual summer golf tournament.	
Wrangell	King Salmon Fishing Derby		Jeff & Dawn Angerman	874-3901	<a href="http://www.wrangellchamber.org/derby/Rules.htm">www.wrangellchamber.org/derby/Rules.htm</a>	<a href="mailto:wchamber@aptalaska.net">wchamber@aptalaska.net</a>	Annual King Salmon derby where people try to catch biggest salmon and win money.	May 14, -June 13,
Wrangell	Fourth of July Celebration				<a href="http://www.wrangellchamber.org/events/fourth.htm">www.wrangellchamber.org/events/fourth.htm</a>		Three day event to celebrate the fourth of July.	July 1- July 4
Wrangell	Tent City Festival			874-2381	<a href="http://www.wrangellchamber.org/events/tentcity.htm">www.wrangellchamber.org/events/tentcity.htm</a>	<a href="mailto:wchamber@aptalaska.net">wchamber@aptalaska.net</a>	A annual three day event commemorating the Gold Rush.	February 1-3
Wrangell	Festival of Lights	Wrangell Chamber of Commerce		874-2382	<a href="http://www.wrangell.com/visitors/attractions/outdoors/garnet/">www.wrangell.com/visitors/attractions/outdoors/garnet/</a>	<a href="mailto:info@wrangell.com">info@wrangell.com</a>	A light of Chrismas tree to celebrate the arrival of the Holiday's	6-Dec
Wrangell	Garnet Festival	Wrangell Chamber of Commerce			<a href="http://www.wrangell.com/visitors/attractions/outdoors/garnet/">www.wrangell.com/visitors/attractions/outdoors/garnet/</a>	<a href="mailto:info@wrangell.com">info@wrangell.com</a>	Celebration of spring and the return of the birds to the Stikine River.	April 13-20
Petersburg	Little Norway Festival	Petersburg Chamber of Commerce	Glorianne DeBoer	772-4636	<a href="http://www.petersburg.org/visitor/littlenorway.htm">www.petersburg.org/visitor/littlenorway.htm</a>	<a href="mailto:visitorinfo@alaska.com">visitorinfo@alaska.com</a>	A four day celebration of petersburg Norwegian Heritage.	3rd weekend in may conciding may 17th
Thorne Bay	Prince of Wales Fair and Log Show	Prince of Wales Chamber of Commerce		755-2626	<a href="http://www.princeofwalescoc.org/cqi-bin/calendar.pl?month=7">www.princeofwalescoc.org/cqi-bin/calendar.pl?month=7</a>	<a href="mailto:info@princeofwalescoc.org">info@princeofwalescoc.org</a>	Fair and Log Show	July 30 & 31
Klawock	Klawock Totem Pole Raising	Prince of Wales Chamber of Commerce		755-2627	<a href="http://www.princeofwalescoc.org/cqi-bin/calendar.pl?month=8">www.princeofwalescoc.org/cqi-bin/calendar.pl?month=8</a>	<a href="mailto:info@princeofwalescoc.org">info@princeofwalescoc.org</a>	Celebration in Klawock. When they raise seven totem poles.	August 18-20
Kake	Dog Salmon Festival	Petersburg Chamber of Commerce	Janet Sheldon	779-3221		<a href="mailto:Janet.Sheldon@kaketribalcorp.com">Janet.Sheldon@kaketribalcorp.com</a>	Families come and take part in various events during the festival.	23-Jul



**Appendix B: A Profile of Visitors to Rural Alaska and the Central Southeast Region**

# ***A Profile of Visitors to Rural Alaska and the Central Southeast Region***

***Alaska Travelers Survey***

**PREPARED FOR:**

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



Research-Based Consulting

Juneau  
Anchorage

***March 2006***

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The Alaska Department of Commerce, Community and Economic Development contracted with the McDowell Group to provide information on visitors to rural Alaska from its proprietary visitor database, the *Alaska Travelers Survey*. This report presents two visitor profiles:

- Visitors to the Central Southeast region (275 respondents who reported visiting Central Southeast during their Alaska trip).
- Rural Alaska visitors (1,175 non-cruise visitors who reported spending at least one night in a rural location).

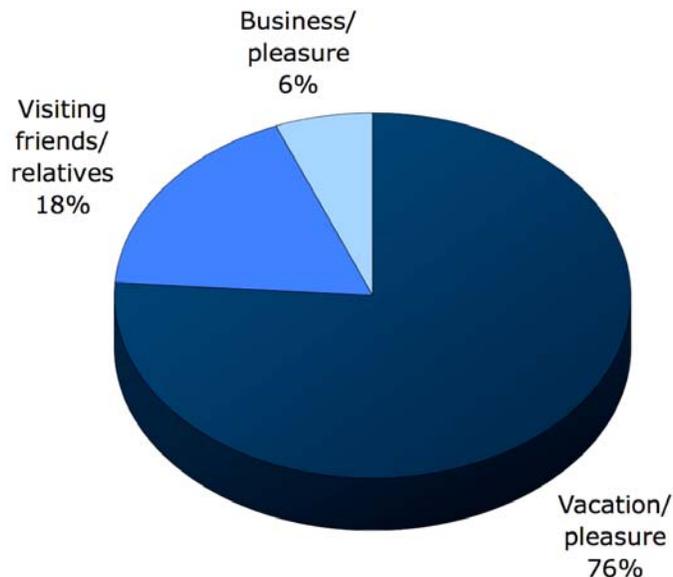
Surveys were conducted in multiple locations throughout Alaska between May and September 2005. This report also includes an estimate of visitor volume to the Central Southeast region in addition to marketing recommendations based on survey results. Following are key findings from the study.

### Visitor Profile

#### Purpose of Trip

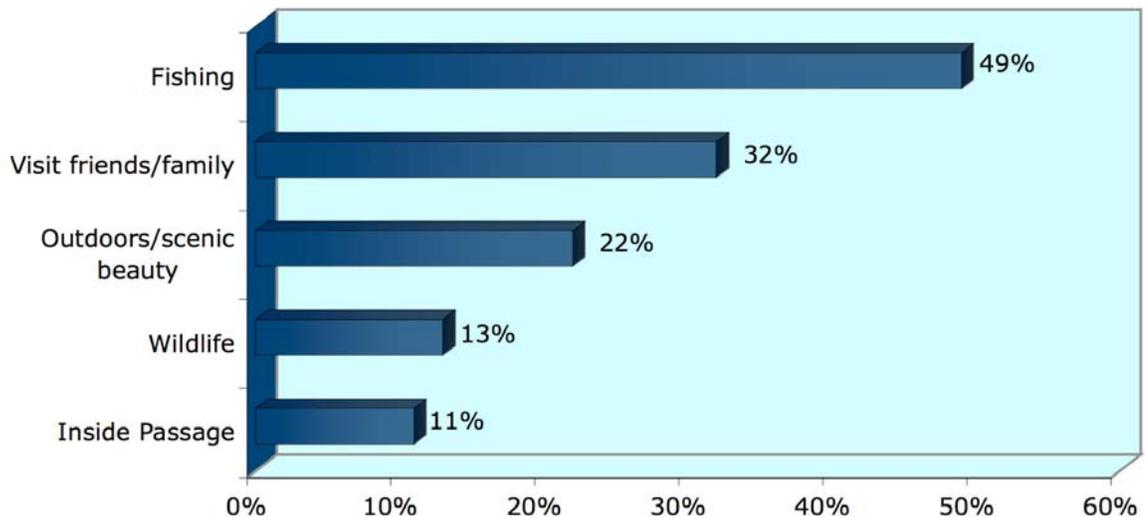
- Three-quarters of Central Southeast visitors were traveling to Alaska for vacation/pleasure purposes, with 18 percent traveling to visit friends or relatives (VFR), and 6 percent traveling for business/pleasure.
- Central Southeast visitors were slightly less likely than the overall rural Alaska visitor market to be traveling for vacation/pleasure (76 percent, compared to 82 percent).

**What was the main purpose for this trip?**  
Alaska Travelers Survey, Central Southeast Visitors, Summer 2005



- The number one reason given for visiting Central Southeast was fishing, mentioned by half of respondents. (This compares to 73 percent who went fishing at some point on their Alaska trip.)
- Visiting friends and family was also popular, mentioned by one-third of respondents – a greater percentage than those who said it was their main Alaska trip purpose (18 percent). One out of five visitors came for outdoors or scenic beauty. Wildlife and the Inside Passage round out the top five responses.

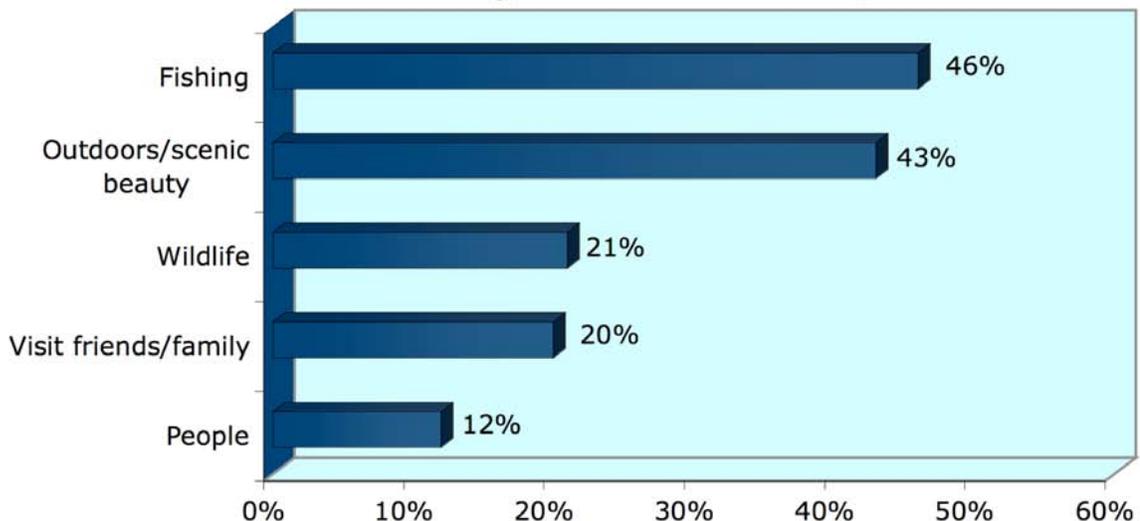
**Why did you choose to visit the Central Southeast area? (Top 5)**  
**Alaska Travelers Survey, Central Southeast Visitors, Summer 2005**



**Most Enjoyed Experience**

- Nearly half of visitors said what they enjoyed most about visiting Central Southeast was the fishing – about the same as the percentage who mentioned it as their reason for visiting the region.
- Other popular responses included outdoors/scenic beauty, wildlife, visiting friends/family, and people. (“People” was more frequently mentioned for the Central Southeast region than for other rural regions in this study.)

**What did you enjoy most about visiting this area? (Top 5)**  
**Alaska Travelers Survey, Central Southeast Visitors, Summer 2005**



## Length of Stay and Expenditures

- Central Southeast visitors reported an average length of stay in Alaska of 12.4 nights. (This compares to 12.5 average nights among the overall rural visitor market.) They spent, on average, 6.6 nights in the Central Southeast region.
- Central Southeast visitors spent an average of \$1,699 per person while in Alaska, and \$1,237 per person while in Central Southeast. While these visitors spent an average of about half of their time in the region, they spent nearly three-quarters of their total expenditures there.
- Visitors traveling for vacation/pleasure spent an average of \$1,533 per person. VFR's spent an average of \$316 per person.
- Central Southeast visitors spent just slightly less in Alaska, on average, than the overall rural market (\$1,699 compared to \$1,767).

### Visitor Expenditures

#### Alaska Travelers Survey, Central Southeast Visitors, Summer 2005

	Per Person
Total spending in Alaska	\$1,699
Total spending in Central Southeast	\$1,237

## Information Sources

- Seven out of ten Central Southeast visitors reported using the Internet, including 44 percent who booked some portion of their trip over the Internet. They were slightly less likely to book over the Internet than the overall rural market (44 versus 50 percent). One out of four visitors used a travel agent.
- Central Southeast visitors did little active trip planning other than over the Internet, relying more on friends/family and on prior experience. They were much more likely to mention prior experience when compared to the overall rural market (40 versus 26 percent).

### Information Sources

#### Alaska Travelers Survey, Central Southeast Visitors, Summer 2005

	% of Central Southeast Visitors
<b>Internet and travel agent use</b>	
Used Internet	71%
Booked over Internet	44
Used travel agent	23
<b>Additional information sources (top 5)</b>	
Friends/family	45%
Prior experience	40
Ferry brochure/schedule	13
Brochures	12
Magazine	5

## Visitor Volume

The table below shows the estimated number of visitors to the Central Southeast region between May and September, 2005, segmented by cruise and non-cruise visitors. Non-cruise visitor volume was determined using estimated visitor volume to the state, and the percentage of non-cruise visitors who reported visiting the Central Southeast region. Cruise visitor volume is from Cruise Line Agencies of Alaska data. Further detail on the methodology can be found on page 46.

### Central Southeast Visitor Volume Estimates, Summer 2005

	Total Visitors
Non-cruise visitors (overnight)	24,000
Cruise visitors (day)	57,000
<b>Total visitor volume</b>	<b>81,000</b>

## Marketing Recommendations

The following recommendations have been developed from the survey findings; they do not incorporate all of the marketing avenues available to Central Southeast communities.

- Position the region as Alaska's leading destination for sportfishing, scenic beauty, and wildlife viewing – particularly marine wildlife – opportunities. Besides visiting friends and family, these assets were the leading reasons why visitors chose to visit Central Southeast and the top three things visitors enjoyed about the region.
- Target current Alaska visitors — especially those passing through the region by ferry, air, or small cruise ship — for future travel to Central Southeast communities. Consider tactics to capture visitors' names and addresses for future communication; examples include a prize drawing or essay competition for a return trip to the region.
- Central Southeast visitors are experienced Alaska travelers (66 percent had been to Alaska previously) and they express a high likelihood of travel to Alaska again in the future (65 percent very likely to return). Build on this base of current visitors by encouraging referrals of friends and family members.
- Develop community and/or regional websites that can be easily accessed by potential visitors during their trip-planning and booking phase. Encourage visitor industry businesses to develop online reservation and booking capabilities.
- Educate area residents about activities and services that will enhance the experience for visiting friends and relatives. VFR's represented nearly 20 percent of the summer market; they tend to visit Alaska frequently and are likely to serve as sources of information for future Alaska visitors.
- Address transportation, customer service, and visitor information issues mentioned by visitors (see pages 43-45).

## Introduction

In order to learn more about visitors to rural Alaska, and specifically to four distinct regions of Alaska, the Alaska Department of Commerce, Community and Economic Development contracted with the McDowell Group, Inc. to provide visitor information from its proprietary visitor database, the *Alaska Travelers Survey*. This report presents a profile of visitors to the Central Southeast region, as well as a profile of all non-cruise visitors who overnighted in rural Alaska, statewide.

The *Alaska Travelers Survey* is an ongoing research program that provides current information on Alaska visitor characteristics including satisfaction ratings, travel patterns, demographics and trip planning. In 2005, the *Alaska Travelers Survey* program included nearly 6,000 personal interviews statewide. Visitors using all major transportation modes—air, cruise ship, ferry and highway—were interviewed. The program excludes Alaska residents, visitors traveling exclusively for business, and seasonal employees. Because fielding and data processing costs are shared among multiple subscribers, the *Alaska Travelers Survey* allows clients like the DCCED to obtain market research in a more efficient and affordable manner.

## Methodology

This report presents two profiles of Alaska non-cruise visitors: visitors to rural Alaska, and visitors to the Central Southeast region. The profile of rural visitors is intended to represent Central Southeast's *potential* market, while the Central Southeast visitor profile provides insight into the region's *current* market.

In addition, it contains special analyses of five niche markets of interest to DCCED: repeat travelers, cultural visitors, wildlife viewing visitors, adventure visitors, and fishing visitors. There is a chapter on trends in the rural visitor market, comparing 2003 and 2005 *Alaska Travelers Survey* data. There is also a chapter devoted to the "urban-only" market (visitors who did not spend any nights in any rural locations), which helps to illustrate key differences between visitors who do and do not visit rural visitors to the state.

### Rural Alaska Visitors

The rural visitor sample consists of 1,175 surveys conducted in multiple locations throughout Alaska between May and September 2005. The maximum margin of error for this sample is  $\pm 2.9$  percent at the 95 percent confidence level. Due to the nature of response distribution in sampling statistics, most survey responses are more accurate than the maximum margin of error suggests.

The rural sample is pulled from the *Alaska Travelers Survey* non-cruise database, consisting of 2,320 visitors. Surveys were conducted in the Anchorage, Fairbanks, Juneau, Ketchikan and Sitka airports; at several locations near Tok, Alaska; and onboard Alaska Marine Highway vessels departing Alaska for Prince Rupert, BC and Bellingham, WA. Only visitors who were departing the state were interviewed. Respondents were selected randomly throughout the summer season. Survey data

was weighted to reflect the actual number of visitors that exited Alaska from each survey location.

For the purpose of this report, DCCED has requested that rural Alaska be defined as:

*A community of 6,500 or less not connected by road or rail to Anchorage or Fairbanks OR with a population of 1,600 or less that is connected by road or rail to Anchorage or Fairbanks.*

Using this definition, respondents were identified as “rural visitors” if they spent at least one night in any of the following locations or communities: Cantwell, Copper Center, Denali, Glacier Bay, Glennallen, Gustavus, Haines, Healy, Kake, Nome, Petersburg, Prince of Wales Island, Skagway, Talkeetna, Trapper Creek, Tok, or Wrangell. In addition, visitors who listed “other” locations (coded by region but not individually due to small sample sizes) were considered rural.

### **Central Southeast Visitors**

To identify visitors to the Central Southeast region, all non-cruise respondents were shown a map that identified the area and asked whether they had visited. (The locations identified on the map as Central Southeast were: Petersburg, Wrangell, Kake, and Prince of Wales Island.) Respondents who answered affirmatively were asked several questions specific to the region, designed in collaboration with DCCED staff.

This sample also includes 42 visitors who were interviewed at the Petersburg and Wrangell airports. These surveys were conducted to capture the opinions and behaviors of visitors departing from these smaller communities, who would not have fallen into the statewide *Alaska Travelers Survey* sample.

The Central Southeast visitor sample consists of 275 surveys. The maximum margin of error for this sample is  $\pm 6.0$  percent at the 95 percent confidence level.

# STATEWIDE RURAL VISITOR PROFILE

## Visitor Experience

### Trip Purpose

- Vacation/pleasure was the dominant purpose of travel among visitors to rural Alaska, accounting for 82 percent. One out of seven said their main purpose was to visit friends or relatives (VFR), and 4 percent were traveling for business and pleasure combined. (Visitors traveling solely for the purpose of business were screened out of the survey.)
- Visitors departing by air were much more likely to be visiting friends and relatives (17 percent) compared to those exiting by ferry (8 percent) or highway (3 percent).

**Trip Purpose**  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

% of Rural Visitors	
Vacation/pleasure	82%
Visiting friends and relatives	14
Business/pleasure	4

### Mode of Entry and Exit to/from Alaska

- Three-quarters of visitors to rural Alaska entered or exited the state via airplane. Nearly all of the rest traveled via highway.

**Mode of Entry and Exit to/from Alaska**  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	% of Rural Visitors	
	Entry	Exit
Air	76%	76%
Highway	20	18
Ferry	3	6
Other	1	-

## Length of Stay

- Rural visitors to Alaska spent an average of 12.5 nights in the state. Vacation/pleasure visitors tended to stay just slightly longer than VFR's, while business/pleasure visitors reported the longest length of stay.
- Visitors who exited the state via ferry had the longest average length of stay, at 19.1 nights. They were followed by highway exiters at 15.6 nights. Air exiters reported an average of 11.2 nights in Alaska.

**Average Length of Stay in Alaska**  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	Rural Visitors: Number of Nights
All rural visitors	12.5
Vacation/pleasure (n=945)	12.4
Visiting friends and relatives (n=173)	12.1
Business/pleasure (n=57)	16.0

## Accommodations

- Over half of rural visitors stayed in a hotel or motel while in Alaska. Lodges/resorts and camping were each used by 28 percent of visitors. Private home and RV/vehicle round out the top five types of lodging used by rural visitors.
- Not surprisingly, VFR's were much more likely to use stay in private homes (80 percent, compared to 15 percent of vacation/pleasure visitors). Vacation/pleasure visitors were nearly twice as likely as VFR's to stay in a hotel/motel (56 versus 31 percent).
- Highway visitors were by far the most likely to report sleeping in their RV or vehicle (64 percent), compared to 35 percent of ferry visitors and 10 percent of air visitors.

**Accommodations Used in Alaska**  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	% of Rural Visitors
Hotel/motel	53%
Lodge/resort	28
Camping (tent/cabin)	28
Private home	25
RV/vehicle	21
Bed and breakfast	12
Boat/ferry	10
Other	2

## Overnight Destinations

- Southcentral was the most common region visited among rural visitors at 78 percent, followed by the Interior (63 percent) and Southeast (22 percent). Southwest (10 percent) and Far North (5 percent) were the least-visited regions.
- The most popular community among rural visitors was Anchorage, with 62 percent spending at least one night there. Just under half (46 percent) visited Denali, while a similar number (44 percent) visited the Kenai Peninsula.
- Rural visitors reported overnighiting in an average of 3.7 communities while in Alaska. This number was highest among ferry visitors (6.2 communities), followed by highway visitors (4.0 communities) and air visitors (3.4 communities).

**Overnight Destinations**  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

% of Rural Visitors	
Southcentral	78%
Anchorage	62
Kenai Peninsula	44
Seward	27
Homer	19
Kenai/Soldotna	14
Valdez	14
Palmer/Wasilla	11
Talkeetna	11
Glennallen/Copper Center	9
Girdwood/Alyeska	3
Interior	63
Denali/Healy/Cantwell	46
Fairbanks	27
Tok	22
Southeast	22
Juneau	8
Ketchikan	4
Sitka	2
Skagway	6
Haines	5
Prince of Wales Island	4
Petersburg	3
Glacier Bay/Gustavus	2
Wrangell	1
Southwest	10
Kodiak	2
Far North	5
Nome	2

## Visitor Activities

- Survey respondents were shown a list of activities and asked what they participated in while in Alaska. The number one activity was shopping, at 61 percent, followed closely by wildlife viewing at 59 percent. (Wildlife viewing includes whale watching, bear viewing, bird watching, and other activities.) Over one-quarter of rural visitors said they participated in bear watching, while 16 percent participated in bird watching.
- Fishing was extremely popular among rural visitors, with nearly half saying they participated in unguided fishing (28 percent) and/or guided fishing (25 percent).
- Just under half of rural visitors reported participating in cultural activities, including museums/historical sites, Native culture tours and activities, and gold panning or mine tours.
- Other activities participated in by more than one-quarter of visitors included hiking/nature walk (44 percent), day cruise (43 percent), and visiting friends and relatives (27 percent).

**Participation in Tours and Activities**  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	% of Rural Visitors
Shopping	61%
Wildlife viewing	59
Wildlife/marine life viewing	45
Bear viewing	28
Bird watching	16
Fishing	46
Fishing (unguided)	28
Fishing (guided)	25
Cultural activities	46
Museums/historical sites	37
Native culture tours/activities	18
Gold panning/mine tour	11
Hiking/nature walk	44
Day cruise	43
Visiting friends/relatives	27
City tour	25
Camping	20
Boating	17
Flightseeing	16
Train	13
Alaska Railroad	9
White Pass	4

*Table continued, next page*

**Participation in Tours and Activities (cont'd)**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	<b>% of Rural Visitors</b>
Rafting	13
Kayaking/canoeing	9
Tramway/gondola	5
Business	5
Biking	4
Hunting	3
Dog sled/kennel tour	2
Garden/rainforest tour	1
Other activities	11

**Visitor Expenditures**

- Respondents were asked how much their party spent on their Alaska trip, excluding travel to and from the state. The table below shows average spending results per party and per person for all rural visitors, as well as results by trip purpose. Sample sizes for those who responded to this question are provided in parentheses.
- Rural visitors spent an average of \$1,767 per person and \$4,157 per party on their Alaska trip. Per-person figures were significantly higher when compared to visitors who did not visit any rural communities (\$1,767 compared to \$984). (More details on “urban-only” visitors can be found on pages 22-23.)
- Spending was nearly twice as high among vacation/pleasure visitors (\$1,937 per person) compared to VFR’s (\$1,006 per person).

**Visitor Expenditures in Alaska**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	<b>Rural Visitors</b>	
	<b>Per Person</b>	<b>Per Party</b>
<b>All Rural Visitors</b>	<b>\$1,767</b>	<b>\$4,157</b>
Vacation/pleasure visitors	1,937	4,559
Visiting friends/relatives	1,006	1,944
Business/pleasure	1,096	3,969
Exited by air (n=785)	1,922	4,501
Exited by ferry (n=203)	1,621	3,613
Exited by highway (n=187)	1,199	2,958

Note: Spending does not include transportation to or from Alaska.

## Visitor Satisfaction

- Rural visitors report very high satisfaction ratings with their overall Alaska experience, with 83 percent saying they were very satisfied, and nearly all of the rest saying they were satisfied.
- Satisfaction ratings were consistent among the different trip purposes. Highway travelers reported a slightly higher “very satisfied” rate (93 percent) compared to air (81 percent) and ferry (80 percent).
- Wildlife viewing experiences were rated much lower than the overall Alaska experience, although satisfaction was still generally high. Just 5 percent of visitors said they were dissatisfied.
- Highway visitors tended to be much more satisfied with their wildlife viewing experiences (86 percent very satisfied) compared to air visitors (61 percent) and ferry visitors (51 percent).

**Satisfaction Ratings**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Overall experience in Alaska	83%	14%	1%	1%	<1%
Wildlife viewing experiences	65	24	6	4	1

## Trip Planning

### Advance Planning Time

- On average, rural visitors decided to travel to Alaska 8.2 months in advance of their trip, and made their booking arrangements 3.9 months in advance.
- Over one-quarter of rural visitors made their trip decision within three months of travel, and 51 percent booked their trip in the same time period.
- VFR's show the shortest average lead times, at 5.4 months for the trip decision and 2.9 months for booking. This compares to 8.8 and 4.2 months among vacation/pleasure visitors

**Advance Time for Trip Decision and Booking**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

<b>% of Rural Visitors</b>	
<b>How far in advance did you decide to come on this trip to Alaska?</b>	
Three months or less	27%
Four to six months	29
Seven to eleven months	15
One year or more	29
Average # months	8.2 months
<b>How far in advance did you book your major travel arrangements?</b>	
Three months or less	51%
Four to six months	33
Seven to eleven months	11
One year or more	5
Average # months	3.9 months

### Internet Use

- Three-quarters of rural visitors said they used the Internet to plan their trip, including half who said they booked some portion of their travel using this method.
- Vacation/pleasure visitors were slightly more likely than VFR's to have used the Internet (77 versus 69 percent), but VFR's were slightly more likely to have booked over the Internet (56 versus 49 percent).
- Visitors traveling by air were much more likely to book over the Internet, at 59 percent (compared to 29 percent of ferry visitors and 20 percent of highway visitors).

- The most common item booked over the Internet was airfare at 83 percent, followed by lodging at 41 percent and vehicle rental at 33 percent.

**Internet Use**  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

% of Rural Visitors	
<b>Used Internet</b>	75%
Research only	26
Research and book	50
<b>Which portions of your trip did you book over the Internet?</b> (Base: Booked over the Internet)	
Airfare	83%
Lodging	41
Vehicle rental	33
Tours	22
Ferry	8
Overnight packages	4
Other	3

**Travel Agent Use**

- One out of four rural visitors reported using a travel agent in booking their Alaska trip. VFR's were less likely, at 18 percent, compared to 26 percent of vacation/pleasure visitors.
- Travel agents were most commonly used to book airfare (80 percent), followed by lodging (52 percent) and tours (47 percent).

**Travel Agent Use**  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

% of Rural Visitors	
<b>Did you use a travel agent?</b>	
Yes	25%
No	75
<b>Which portions did you book through a travel agent?</b> (Base: used travel agent)	
Airfare	80%
Lodging	52
Tours	47
Vehicle rental	22
Overnight packages	12
Ferry	9
Other	2

## Other Sources of Information

- Other than the Internet, rural visitors tend to rely on friends/family and guidebooks for their trip planning information. The Milepost was used by one out of six visitors.
- Although VFR's were heavy users of friends/family (77 percent), a significant portion of vacation/pleasure visitors (39 percent) also mentioned this source.

### Information Sources About Alaska (Other than Internet and Travel Agent) Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	% of Rural Visitors
Friends/family	44%
Guidebooks	31
Milepost	16
Frommers	5
Lonely Planet	5
Prior experience	26
Brochures	18
AAA	9
Magazine	8
Convention and Visitors Bureau	6
Ferry brochure/schedule	6
Community brochures	6
Library	3
Alaska State Vacation Planner	3
Lodging	3
Club/organization	2
Travel shows	2
Newspaper	2
Cruise line	1
North to Alaska Guide	1
Lodging	1
None	3
Other	7

\* Top-of-mind recall.

## Previous and Future Alaska Travel

- Over half of rural visitors had been to Alaska before. The rate was much higher among VFR's (68 percent) than among vacation/pleasure visitors (37 percent).
- Highway visitors were much less likely to have been to Alaska before (17 percent) when compared to ferry visitors (39 percent) or air visitors (48 percent).
- Of repeat visitors, nearly three-quarters had traveled to and/or from the state via airplane on their last trip; 14 percent via highway; 10 percent via cruise ship; and 4 percent via ferry.
- The rate of repeat cruise travelers was higher among rural visitors (10 percent) than among non-rural visitors (4 percent).
- Over half of rural visitors said they were very likely to return to Alaska (61 percent).

### Previous and Future Alaska Travel Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

% of Rural Visitors	
<b>Is this your first trip to Alaska?</b>	
Yes	58%
No	42
<b>Mode of transportation used to enter/exit Alaska on previous trip (Base: Previously visited Alaska)</b>	
Air	72%
Highway	14
Cruise ship	10
Ferry	4
Other	1
<b>How likely are you to return to Alaska?</b>	
Very likely	61%
Likely	22
Unlikely	10
Very unlikely	3

## Demographics

### Visitor Origin

- Western visitors represent nearly half of all rural visitors. The other three regions account for similar percentages of rural visitors (15 percent Midwest, 15 percent South, and 11 percent East).
- One out of seven rural visitors (15 percent) are international. This compares to just 4 percent of non-rural visitors.
- Vacation/pleasure visitors were less likely than VFR's to be from the West (41 percent, compared to 64 percent). They were much more likely to be international (18 versus 3 percent).

**Visitor Origin**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	% of Rural Visitors
Western US	45%
California	16
Washington	9
Oregon	5
Midwestern US	15
Michigan	2
Wisconsin	2
Illinois	2
Southern US	15
Texas	4
Florida	3
Eastern U.S.	11
New York	2
Pennsylvania	2
International	15
Germany	3
Canada	3
United Kingdom	2
Australia	2

## Other Demographics

- Rural Alaska visitors were slightly more likely to be male (59 percent). VFR's were more likely to be female (55 percent)
- The most common age range among visitors was 45-64, representing 47 percent of all visitors. The average age was 50.1 years old.
- Rural visitors reported an average party size of 2.7 people. Party size was higher among vacation/pleasure visitors (2.8 people) when compared to VFR's (2.2 people).
- Just over half of rural visitors reported obtaining at least a college degree.
- The average income reported by visitors was \$91,200. Air visitors reported the highest average income at \$97,500, followed by ferry at \$80,200 and highway at \$71,000.

**Visitor Demographics**  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

% of Rural Visitors	
<b>Gender (cumulative)</b>	
Male	59%
Female	41
<b>Age (cumulative)</b>	
1-18 years old	8%
19-34 years old	14
35-44 years old	13
45-64 years old	47
Over 65 years old	17
Average age	50.1 years old
Average party size	2.7 people
<b>Education</b>	
Less than H.S. diploma	2%
High School Grad/GED	17
Vocational Cert.	6
Some College	15
AA degree	6
College graduate	53
Bachelor's	26
Master's	18
Doctorate	9
<b>Average household income</b>	
Mean income	\$91,200
Refused	12%

This chapter presents summary profiles of five different sub-samples of visitors to rural Alaska, which represent niche markets of particular interest to the DCCED.

- **Repeat Travelers** (n=510): These visitors had been to Alaska previously.
- **Cultural Visitors** (n=568): These visitors participated in one or more of the following activities: museums, historical sites, Native culture tours and activities, gold panning, and mine tours.
- **Wildlife Viewing Visitors** (n=739): These visitors participated in wildlife viewing, including bear viewing, bird watching, whale watching, and other wildlife viewing.
- **Adventure Travelers** (n=670): These visitors participated in one or more of the following activities: biking, camping, canoeing, hiking, kayaking, and rafting.
- **Fishing Visitors** (n=547): These visitors went fishing at some point on their Alaska trip.

Characteristics of these niche markets are discussed below, followed by a table for each market that summarizes survey results alongside the overall rural market.

### Repeat Travelers

- Repeat travelers were less likely to be visiting for vacation/pleasure (73 versus 82 percent) and more likely to be VFR's (23 versus 14 percent) when compared to all rural visitors.
- Repeat travelers tended to travel less widely around the state, reporting lower visitation rates to nearly every community.
- The repeat market also participated in fewer activities, with the exception of fishing. They were more likely to participate in fishing (57 versus 46 percent).
- Repeat travelers were more likely to be from the West (60 versus 45 percent). They were half as likely to be international (7 versus 15 percent).

### Cultural Visitors

- Visitors who participated in cultural activities while in Alaska tended to travel more widely throughout the state. Nearly two-thirds visited Denali, compared to 46 percent of all rural visitors. They were also more likely to visit Anchorage (73 versus 62 percent) and Fairbanks (46 versus 27 percent).
- Cultural visitors participated in most activities at a higher rate than the overall rural market, with the exception of fishing. They were less likely to go fishing.
- Cultural visitors tended to stay in Alaska slightly longer (14.1 nights, compared to 12.5 nights for the total rural market).
- Cultural visitors reported a slightly higher average spending than other visitors.
- They were less likely to be repeat travelers (33 versus 42 percent).
- Cultural visitors were less likely to be from the West (36 versus 45 percent).
- Cultural visitors were more likely to be female (51 versus 41 percent).

## **Wildlife Viewing Visitors**

- The wildlife viewing market closely resembled the overall rural market, with a few exceptions.
- Wildlife viewers traveled a little more widely, and spent slightly more time in the state.
- They participated in activities at a higher rate, with the exception of fishing.
- They were slightly less likely to have been to Alaska before.

## **Adventure Travelers**

- Adventure travelers tended to stay slightly longer in Alaska.
- They also participated in more activities, with the exception of fishing. They were particularly likely to go hiking (77 percent, compared to 44 percent of the overall rural market).
- This market was slightly less likely to have been to Alaska before.
- They were slightly more likely both to use the Internet, and to book over the Internet.
- Although one might expect adventure travelers to be significantly younger, they reported an average age only four years younger than the overall rural market (46.7 compared to 50.1 years).

## **Fishing Visitors**

- Fishing visitors differed from the overall rural market in several significant ways.
- They visited fewer places throughout the state. They were particularly less likely to visit Denali (28 versus 46 percent) and Fairbanks (15 versus 47 percent).
- Fishing visitors stayed slightly longer in the state, although they participated in fewer activities.
- They were more likely to have been to Alaska before (52 versus 42 percent).
- They were more likely to be from the West, and half as likely to be international.
- Fishing visitors were more likely to be male (69 versus 59 percent).

**Rural Visitor Niche Market Analysis: Repeat Alaska Visitors**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	All Rural Visitors	Repeat Alaska Visitors
<b>Trip Purpose</b>		
Vacation/pleasure	82%	73%
Visiting friends/family	14	23
Business/pleasure	4	4
<b>Overnight Destinations (Top 5)</b>		
Anchorage	62%	56%
Denali/Healy/Cantwell	46	31
Fairbanks	27	19
Seward	27	19
Tok	22	11
<b>Average length of stay in Alaska</b>	12.5 nights	12.3 nights
<b>Activities (Top 5)</b>		
Shopping	61%	50%
Wildlife viewing	59	50
Fishing	46	57
Cultural activities	46	36
Hiking/nature walk	44	34
<b>Average amount spent on Alaska trip</b>	\$1,767 per person	\$1,716 per person
<b>Previous and Future Alaska Travel</b>		
Been to Alaska before	42%	100%
Very likely to travel to Alaska in the future	61	71
<b>Trip Planning</b>		
Average advance time for trip decision	8.2 months	7.4 months
Average advance time for trip booking	3.9 months	3.7 months
Used Internet	75%	73%
Booked over Internet	50	53
Used travel agent	25	25
<b>Demographics</b>		
West	45%	60%
Midwest	15	12
South	15	11
East	11	9
International	15	7
Average party size	2.7 people	2.6 people
Average age	50.1 years	52.4 years
Male	59%	63%
Female	41	37

**Rural Visitor Niche Market Analysis: Cultural Visitors**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	All Rural Visitors	Cultural Visitors
<b>Trip Purpose</b>		
Vacation/pleasure	82%	86%
Visiting friends/family	14	10
Business/pleasure	4	4
<b>Overnight Destinations (Top 5)</b>		
Anchorage	62%	73%
Denali/Healy/Cantwell	46	64
Fairbanks	27	46
Seward	27	37
Tok	22	27
<b>Average length of stay in Alaska</b>	12.5 nights	14.1 nights
<b>Activities (Top 5)</b>		
Shopping	61%	77%
Wildlife viewing	59	74
Fishing	46	35
Cultural activities	46	100
Hiking/nature walk	44	53
<b>Average amount spent on Alaska trip</b>	\$1,767 per person	\$1,869 per person
<b>Previous and Future Alaska Travel</b>		
Been to Alaska before	42%	33%
Very likely to travel to Alaska in the future	61	49
<b>Trip Planning</b>		
Average advance time for trip decision	8.2 months	8.6 months
Average advance time for trip booking	3.9 months	4.1 months
Used Internet	75%	77%
Booked over Internet	50	50
Used travel agent	25	26
<b>Demographics</b>		
West	45%	36%
Midwest	15	16
South	15	15
East	11	14
International	15	18
Average party size	2.7 people	2.7 people
Average age	50.1 years	51.4 years
Male	59%	49%
Female	41	51

**Rural Visitor Niche Market Analysis: Wildlife Viewing Visitors**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	All Rural Visitors	Wildlife Viewing Visitors
<b>Trip Purpose</b>		
Vacation/pleasure	82%	82%
Visiting friends/family	14	13
Business/pleasure	4	5
<b>Overnight Destinations (Top 5)</b>		
Anchorage	62%	68%
Denali/Healy/Cantwell	46	60
Fairbanks	27	35
Seward	27	37
Tok	22	17
<b>Average length of stay in Alaska</b>	12.5 nights	14.2 nights
<b>Activities (Top 5)</b>		
Shopping	61%	67%
Wildlife viewing	59	100
Fishing	46	40
Cultural activities	46	58
Hiking/nature walk	44	54
<b>Average amount spent on Alaska trip</b>	\$1,767 per person	\$1,774 per person
<b>Previous and Future Alaska Travel</b>		
Been to Alaska before	42%	36%
Very likely to travel to Alaska in the future	61	55
<b>Trip Planning</b>		
Average advance time for trip decision	8.2 months	7.9 months
Average advance time for trip booking	3.9 months	4.0 months
Used Internet	75%	78%
Booked over Internet	50	55
Used travel agent	25	27
<b>Demographics</b>		
West	45%	42%
Midwest	15	16
South	15	16
East	11	12
International	15	13
Average party size	2.7 people	2.8 people
Average age	50.1 years	49.8 years
Male	59%	53%
Female	41	47

**Rural Visitor Niche Market Analysis: Adventure Travelers**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	All Rural Visitors	Adventure Travelers
<b>Trip Purpose</b>		
Vacation/pleasure	82%	80%
Visiting friends/family	14	16
Business/pleasure	4	4
<b>Overnight Destinations (Top 5)</b>		
Anchorage	62%	66%
Denali/Healy/Cantwell	46	50
Fairbanks	27	26
Seward	27	31
Tok	22	24
<b>Average length of stay in Alaska</b>	12.5 nights	13.9 nights
<b>Activities (Top 5)</b>		
Shopping	61%	68%
Wildlife viewing	59	65
Fishing	46	41
Cultural activities	46	52
Hiking/nature walk	44	77
<b>Average amount spent on Alaska trip</b>	\$1,767 per person	\$1,709 per person
<b>Previous and Future Alaska Travel</b>		
Been to Alaska before	42%	35%
Very likely to travel to Alaska in the future	61	60
<b>Trip Planning</b>		
Average advance time for trip decision	8.2 months	8.2 months
Average advance time for trip booking	3.9 months	3.9 months
Used Internet	75%	80%
Booked over Internet	50	55
Used travel agent	25	22
<b>Demographics</b>		
West	45%	40%
Midwest	15	14
South	15	16
East	11	12
International	15	18
Average party size	2.7 people	2.8 people
Average age	50.1 years	46.7 years
Male	59%	55%
Female	41	45

**Rural Visitor Niche Market Analysis: Fishing Visitors**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	All Rural Visitors	Fishing Visitors
<b>Trip Purpose</b>		
Vacation/pleasure	82%	82%
Visiting friends/family	14	14
Business/pleasure	4	3
<b>Overnight Destinations (Top 5)</b>		
Anchorage	62%	53%
Denali/Healy/Cantwell	46	28
Fairbanks	27	15
Seward	27	24
Tok	22	18
<b>Average length of stay in Alaska</b>	12.5 nights	13.5 nights
<b>Activities (Top 5)</b>		
Shopping	61%	55%
Wildlife viewing	59	51
Fishing	46	100
Cultural activities	46	35
Hiking/nature walk	44	38
<b>Average amount spent on Alaska trip</b>	\$1,767 per person	\$1,778 per person
<b>Previous and Future Alaska Travel</b>		
Been to Alaska before	42%	52%
Very likely to travel to Alaska in the future	61	74
<b>Trip Planning</b>		
Average advance time for trip decision	8.2 months	8.5 months
Average advance time for trip booking	3.9 months	4.0 months
Used Internet	75%	77%
Booked over Internet	50	52
Used travel agent	25	21
<b>Demographics</b>		
West	45%	52%
Midwest	15	15
South	15	16
East	11	10
International	15	8
Average party size	2.7 people	3.1 people
Average age	50.1 years	49.0 years
Male	59%	69%
Female	41	31

This chapter compares 2005 survey results to 2003 survey results for the rural visitor market. The following page presents a summary table of results for the two years.

- The rural market changed very little between 2003 and 2005 in many areas: trip purpose, previous and future travel to Alaska, travel agent usage, gender, average age, and average party size.
- The average length of stay in Alaska decreased from 16.2 to 12.5 nights. This is likely related to the decline in the highway and ferry markets, which tend to stay longer in the state when compared to the air market.
- A related issue is the rate of visitation to certain communities. Anchorage visitation went up, while Fairbanks and Tok visitation went down. Highway visitors are more likely to visit Fairbanks and Tok; air visitors are more likely to visit Anchorage.
- The percentage of rural visitors who participated in shopping and wildlife viewing increased slightly, while the percentage who went fishing dropped slightly.
- The average advance time for deciding to travel to Alaska dropped slightly from an average of 8.8 months to 8.2 months. Likewise, the advance time for booking travel arrangements slipped from 4.3 to 3.9 months.
- Internet usage rose slightly, from 69 to 75 percent of visitors. Booking over the Internet increased more dramatically, from 34 to 50 percent.
- More visitors came from the West in 2005 – again, this likely related to the rise of the air market in comparison to the highway market. The air market tends to draw more from the Western states.

**Rural Visitor Trend Analysis: 2003 and 2005**  
**Alaska Travelers Survey, Non-Cruise Visitors**

	Rural Visitors 2003	Rural Visitors 2005
<b>Trip Purpose</b>		
Vacation/pleasure	82%	82%
Visiting friends/family	13	14
Business/pleasure	6	4
<b>Overnight Destinations (Top 5)</b>		
Anchorage	58%	62%
Denali/Healy/Cantwell	49	46
Fairbanks	34	27
Seward	28	27
Tok	34	22
<b>Average length of stay in Alaska</b>	16.2 nights	12.5 nights
<b>Activities (Top 5)</b>		
Shopping	54%	61%
Wildlife viewing	51	59
Fishing	52	46
Cultural activities	48	46
Hiking/nature walk	38	44
<b>Average amount spent on Alaska trip</b>	\$1,591 per person	\$1,767 per person
<b>Previous and Future Alaska Travel</b>		
Been to Alaska before	41%	42%
Very likely to travel to Alaska in the future	62	61
<b>Trip Planning</b>		
Average advance time for trip decision	8.8 months	8.2 months
Average advance time for trip booking	4.3 months	3.9 months
Used Internet	69%	75%
Booked over Internet	34	50
Used travel agent	25	25
<b>Demographics</b>		
West	36%	45%
Midwest	18	15
South	17	15
East	12	11
International	16	15
Average party size	2.5 people	2.7 people
Average age	51.4 years	50.1 years
Male	58%	59%
Female	42	41

## **URBAN-ONLY ANALYSIS**

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This chapter presents survey results based to non-cruise visitors who did not spend a night in any rural locations (“urban-only”), alongside rural visitor results. This exercise allows rural visitor marketing professionals insight into the Alaska visitor market they are missing, and how to better attract them.

The sample size for urban-only visitors is 1,145. Below are major findings from the rural/urban analysis; the following page presents survey results for the two markets.

- Urban-only visitors were much less likely to be traveling for vacation/pleasure (45 percent versus 83 percent), and much more likely to be VFR’s (43 versus 14 percent) when compared to the rural market. They were also more likely to be traveling for business/pleasure (12 versus 4 percent).
- Urban-only visitors overnighted in an average of 1.5 communities in Alaska, compared to 3.7 communities among rural visitors. Their top community to visit was Anchorage at 53 percent. They visited very few other communities – the next most popular community was Kenai/Soldotna at 14 percent.
- This market stayed in Alaska an average of 9.0 nights – about three nights less than the rural market.
- Urban visitors were equally likely to participate in fishing and shopping, but were less likely to do cultural activities, hiking, and many other activities. They were more likely to participate in visiting friends and family (46 versus 27 percent).
- Urban visitors spent about half of what rural visitors spent on their trip.
- This market was much more likely to have been to Alaska before (62 versus 42 percent).
- The average lead time among urban visitors for trip planning was shorter than among rural visitors.
- Urban visitors were equally likely to use the Internet, but are more likely to book over the Internet.
- The Western US represented over half of urban visitors to Alaska. This compares to 45 percent of rural visitors.
- Just 4 percent of urban visitors were international, compared to 15 percent of rural visitors.
- Urban visitors reported a lower party size than the rural visitor market – 2.3 people, compared to 2.7 people.

**Rural Visitor Niche Market Analysis: Urban-Only**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	Rural Visitors	Urban-Only Visitors
<b>Trip Purpose</b>		
Vacation/pleasure	82%	45%
Visiting friends/family	14	43
Business/pleasure	4	12
<b>Overnight Destinations (Top 5)</b>		
Anchorage	62%	53%
Denali/Healy/Cantwell	46	-
Fairbanks	27	11
Seward	27	10
Tok	22	-
<b>Average length of stay in Alaska</b>	12.5 nights	9.0 nights
<b>Activities (Top 5)</b>		
Shopping	61%	62%
Wildlife viewing	59	34
Fishing	46	46
Cultural activities	46	31
Hiking/nature walk	44	30
<b>Average amount spent on Alaska trip</b>	\$1,767 per person	\$984 per person
<b>Previous and Future Alaska Travel</b>		
Been to Alaska before	42%	62%
Very likely to travel to Alaska in the future	61	73
<b>Trip Planning</b>		
Average advance time for trip decision	8.2 months	6.0 months
Average advance time for trip booking	3.9 months	3.1 months
Used Internet	75%	76%
Booked over Internet	50	59
Used travel agent	25	25
<b>Demographics</b>		
West	45%	62%
Midwest	15	14
South	15	13
East	11	8
International	15	4
Average party size	2.7 people	2.3 people
Average age	50.1 years	50.5 years
Male	59%	58%
Female	41	42

# CENTRAL SOUTHEAST VISITOR PROFILE

This chapter presents a profile of Alaska visitors who reported spending at least one night in Central Southeast communities, and/or who said they visited the region (whether overnighting or not) when shown a map with Central Southeast communities highlighted. The sample totals 275 visitors. In addition to visitor demographics, trip planning, and in-state travel patterns, this chapter includes responses to several questions about visitors' Central Southeast experience:

- Expenditures in Central Southeast
- Why they visited Central Southeast
- What they enjoyed most about Central Southeast
- How the region could improve the visitor experience.

## Visitor Experience

### Trip Purpose

- Three-quarters of Central Southeast visitors were traveling for vacation/pleasure purposes, with 18 percent traveling to visit friends or relatives (VFR), and 6 percent traveling for business/pleasure.

**Trip Purpose**  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	% of Central SE Visitors
Vacation/pleasure	76%
Visiting friends and relatives	18
Business/pleasure	6

### Length of Stay

- Central Southeast visitors reported an average length of stay in Alaska of 12.4 nights. They spent, on average, 6.6 nights in the Central Southeast region.

**Average Length of Stay**  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	Central SE Visitors
Average length of stay in Alaska	12.4 nights
Average length of stay in Central Southeast	6.6 nights

## Accommodations

- Nearly half of Central Southeast visitors reported spending at least one night in a hotel or motel. Another 35 percent reported staying in a lodge or resort – most likely fishing lodges. Over one-quarter overnighted on a boat or a ferry.
- One-quarter of visitors stayed in a private home, slightly more than the 18 percent who said their main trip purpose was to visit friends or relatives.

**Accommodations Used in Alaska**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

% of Central SE Visitors	
Hotel/motel	47%
Lodge/resort	35
Boat/ferry	28
Private home	24
Bed and breakfast	10
Camping (tent/cabin)	10
RV/vehicle	9
Other	4

## Overnight Destinations

- Central Southeast visitors visited an average of 2.3 communities while in Alaska, slightly fewer on average than all rural visitors (2.7 communities).
- Nearly all (97 percent) Central Southeast visitors overnighted in the Southeast region. This means that 3 percent passed through Southeast without overnighting in a community. (These visitors are presumably overnighting on the ferry or other vessels.)
- Nearly half of visitors reported overnighting on Princes of Wales Island. The second most-common destination was Ketchikan at 38 percent, followed by Petersburg at 29 percent.
- One out of eight Central Southeast visitors overnighted in the Southcentral region while in Alaska, and 11 percent visited the Interior.

**Overnight Destinations**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	% of Central SE Visitors
Southeast	97%
Prince of Wales Island	48
Ketchikan	38
Petersburg	29
Juneau	23
Wrangell	11
Sitka	8
Skagway	8
Haines	7
Glacier Bay/Gustavus	4
Southcentral	13
Anchorage	10
Kenai Peninsula	8
Glennallen/Copper Center	4
Palmer/Wasilla	4
Valdez	3
Talkeetna	2
Interior	11
Denali/Healy/Cantwell	10
Fairbanks	8
Tok	2
Southwest	1

## Visitor Activities

- Fishing was by far the most popular activity among Central Southeast visitors, with 73 percent participating. This includes 45 percent who fished unguided and 36 percent who charter fished.
- Other popular activities included wildlife viewing (54 percent), shopping (49 percent), cultural activities (36 percent), and hiking/nature walk (35 percent).
- When compared to the total rural visitor market, Central Southeast visitors are much more likely to participate in fishing (73 versus 46 percent), and are less likely to participate in shopping (49 versus 61 percent) and cultural activities (36 versus 46 percent).

### Participation in Tours and Activities in Alaska Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	% of Central SE Visitors
Fishing	73%
Fishing (unguided)	45
Fishing (guided)	36
Wildlife/marine life viewing	54
Bear viewing	32
Bird watching	21
Shopping	49
Cultural activities	36
Museums/historical sites	25
Native culture tours/activities	22
Hiking/nature walk	35
Boating	33
Visiting friends/relatives	29
City tour	24
Day cruise	19
Flightseeing	13
Kayaking/canoeing	11
Camping	8
Train	7
Hunting	6
Tramway/gondola	6
Business	4
Biking	3
Rafting	2
Other activities	5

## Visitor Expenditures

- Central Southeast visitors spent an average of \$1,699 per person while in Alaska, and \$1,237 per person while in Central Southeast.
- While these visitors spent an average of about half of their time in the region (6.6 out of 12.4 nights), they spent nearly three-quarters of their total expenditures there.
- Visitors traveling for vacation/pleasure spent an average of \$1,533 per person. VFR's spent an average of \$316 per person.

### Visitor Expenditures in Alaska and Central Southeast Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	Central SE Visitors	
	Per Person	Per Party
Total spending in Alaska	\$1,699	\$4,669
Total spending in Central Southeast	1,237	4,672
Vacation/pleasure (n=208)	1,533	6,045
VFR (n=50)	316	523

## Visitor Satisfaction

- Central Southeast visitors reported somewhat low satisfaction rates for their overall Alaska experience, with 56 percent saying they were very satisfied, and 16 percent saying they were satisfied. One out of five visitors (19 percent) said they were either dissatisfied or very dissatisfied with their trip.
- These satisfaction ratings are considerably lower than those of all rural visitors, among whom 83 percent were very satisfied, and less than 2 percent were dissatisfied.
- VFR's reported slightly higher "very satisfied" rates when compared to vacation/pleasure visitors (59 versus 53 percent).
- Wildlife viewing experiences were rated just slightly lower than the overall Alaska trip, with just over half very satisfied. This compares to 65 percent among all rural visitors.

### Satisfaction Ratings Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Overall experience in Alaska	56%	16%	10%	14%	5%
Wildlife viewing experiences	52	39	8	1	1

## Central Southeast Experience

All comments in response to these three questions are provided at the end of this chapter.

- Nearly half of visitors said they visited Central Southeast to go fishing. (Three-quarters had reported participating in fishing on their Alaska trip.)
- Visiting friends and family was the number two reason for visiting Central Southeast, mentioned by 32 percent of respondents. This compares to 18 percent who said their main purpose in visiting Alaska was to visit friends or relatives.
- When asked what they enjoyed most about the region, nearly half of visitors mentioned fishing, followed by outdoors/scenic beauty and wildlife.

### ***Why did you choose to visit the Central Southeast area?*** Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	<b>% of Central SE Visitors</b>
Fishing	49%
Visit friends/family	32
Outdoors/scenic beauty	22
Wildlife	13
Inside Passage	11
Friend/family recommended	10
Remote location	7
Passing through on ferry	5
Native culture/art	5
Hunting	3
Business	3
Kayaking/canoeing	3
Previous experience	2
Other	10

### ***What did you enjoy most about visiting this area?*** Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	<b>% of Central SE Visitors</b>
Fishing	46%
Outdoors/scenic beauty	43
Wildlife	21
Visit friends/family	20
People	12
Bear viewing	5
Hiking	4
Native culture/art	4
Remote/small	3
Stikine River	2
Hunting	1
Other	6

- Visitors were asked what the region could do to improve the visitor experience. Nearly one-half said “nothing.” The other responses were grouped into categories. Transportation was the most common category, with 19 percent of visitors making suggestions in that area. Other responses included information, food, lodging, service, tours/activities, and suggestions relating to cruise ships.

***What, if anything, could the region do  
to improve the visitor experience?***

**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	<b>% of Central SE Visitors</b>
Nothing	44%
Transportation	19
Information	8
Food	6
Lodging	5
Service	4
Tours/activities	3
Cruise ships	3
Other	9
Don't know/refused	14

## Trip Planning

### Advance Planning Time

- Central Southeast visitors make their trip decision an average of 7.1 months before their trip. (This compares to 8.2 months among all rural visitors.) One-third made the decision within three months of their trip.
- These visitors made their travel arrangements an average of 4.2 months ahead of time, with over half booking within three months of travel. (The average lead time among all rural visitors was 3.9 months.)

#### Advance Time for Trip Decision and Booking Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

% of Central SE Visitors	
<b>How far in advance did you decide to come on this trip to Alaska?</b>	
Three months or less	32%
Four to six months	25
Seven to eleven months	14
One year or more	29
Average # months	7.1 months
<b>How far in advance did you book your major travel arrangements?</b>	
Three months or less	54%
Four to six months	26
Seven to eleven months	12
One year or more	9
Average # months	4.2 months

### Internet Use

- Seven out of ten Central Southeast visitors said they used the Internet to plan their trip, including 44 percent who said they booked some portion of their travel using this method.
- Among Internet bookers, the most common item booked was airfare, followed by lodging and ferry.

**Internet Use**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

% of Central SE Visitors	
<b>Used Internet</b>	71%
Research only	27
Research and book	44
<b>Which portions of your trip did you book over the Internet? (Base: Booked over the Internet)</b>	
Airfare	84%
Lodging	25
Ferry	12
Tours	10
Vehicle rental	7
Overnight packages	2
Other	2

**Travel Agent Use**

- Nearly on-quarter of Central Southeast visitors reported using a travel agent when booking their Alaska trip.
- Travel agents were most commonly used to book airfare (82 percent), followed by lodging (29 percent) and tours (18 percent). One out of ten travel agent users booked their ferry travel using this method.

**Travel Agent Use**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

% of Central SE Visitors	
<b>Did you use a travel agent?</b>	
Yes	23%
No	77
<b>Which portions did you book through a travel agent? (Base: used travel agent)</b>	
Airfare	82%
Lodging	29
Tours	18
Ferry	11
Vehicle rental	5
Overnight packages	5
Other	3

## Other Sources of Information

- Besides the Internet and travel agents, Central Southeast residents were most likely to rely on friends/family for trip information (45 percent). They were also likely to rely on their prior experience (40 percent), corresponding with the high repeat rate among these visitors (see next page).
- Other information sources were mentioned by less than 15 percent of respondents – showing less active trip planning than the overall rural visitor market.

### Information Sources About Alaska (Other than Internet and Travel Agent) Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	% of Central SE Visitors
Friends/family	45%
Prior experience	40
Ferry brochure/schedule	13
Brochures	12
Guidebooks	12
Milepost	6
Lonely Planet	3
Magazine	5
AAA	5
Community brochures	4
Travel shows	3
Cruise line	3
Newspaper	3
Alaska State Vacation Planner	2
Lodging	2
Convention and Visitors Bureau	2
Library	1
Club/organization	<1
None	12
Other	1

\* Top-of-mind recall.

## Previous and Future Alaska Travel

- Two-thirds of Central Southeast visitors reported having visited Alaska before. This rate was much higher than the rural visitor repeat rate of 42 percent.
- Of repeat travelers, three-quarters had entered or exited the state via airplane on their previous trip. Fourteen percent traveled by ferry, 6 percent by highway, and 4 percent by cruise ship.
- Two-thirds of Central Southeast visitors said they were very likely to visit Alaska again.

### Previous and Future Alaska Travel Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

% of Central SE Visitors	
<b>Is this your first trip to Alaska?</b>	
Yes	34%
No	66
<b>Mode of transportation used to enter/exit Alaska on previous trip (Base: Previously visited Alaska)</b>	
Air	76%
Ferry	14
Highway	6
Cruise ship	4
<b>How likely are you to return to Alaska?</b>	
Very likely	65%
Likely	21
Unlikely	7
Very unlikely	1

## Demographics

### Visitor Origin

- Over half of visitors to Central Southeast came from the West, including 19 percent from Washington and 17 percent from California.
- The South, the Midwest, and the East each accounted for similar percentages of visitors.
- Compared to the overall rural visitor market, Central Southeast visitors are more likely to be from the West (60 versus 45 percent), and less likely to be international (7 versus 15 percent).

### Visitor Origin

#### Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	% of Central SE Visitors
Western US	60%
Washington	19
California	17
Oregon	8
Southern US	12
Florida	3
Texas	3
Midwestern US	11
Illinois	2
Indiana	2
Minnesota	2
Eastern U.S.	10
Pennsylvania	4
New York	2
International	7
Australia	2
Canada	1
United Kingdom	1

## Other Demographics

- Central Southeast visitors were more likely to be male (67 versus 59 percent) when compared to statewide rural visitors. They reported an average age of 51 years and an average party size of 3.0 people.
- When compared to other rural visitors, Central Southeast visitors were slightly more likely to have obtained a college degree, and reported a higher average income.

### Visitor Demographics Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

% of Central SE Visitors	
<b>Gender (cumulative)</b>	
Male	67%
Female	33
<b>Age (cumulative)</b>	
1-18 years old	8%
19-34 years old	10
35-44 years old	15
45-64 years old	50
Over 65 years old	17
Average age	51.2 years
Average party size	3.0 people
<b>Education</b>	
Less than H.S. diploma	1%
High School Grad/GED	15
Vocational Cert.	6
Some College	9
AA degree	9
College graduate	59
Bachelor's	30
Master's	17
Doctorate	11
<b>Average household income</b>	
Mean income	\$101,500
Refused	11%

## Responses to Central Southeast Questions

### ***Why did you choose to visit the Central Southeast area?***

Advertised to buy boat  
Accessible by AMHS  
Bear viewing  
Been here before (2 mentions)  
Business (6 mentions)  
Boat charter opportunities  
Chilkoot Trail  
Company owned property  
Dad raised in Wrangell  
Easy access (2 mentions)  
Fuel stop  
Handicapped traveler  
Honeymoon  
House (2 mentions)  
Itinerary (2 mentions)  
Job  
Lighthouse viewing  
Never been to SE Alaska before  
Non-touristy community  
Norwegian roots  
Others arranged (2 mentions)  
Petroglyphs  
Prior Southeast experience (2 mentions)  
Transporting Boat  
Unable to travel further North  
Visit Wrangell  
Wanted to spend time in several towns

### ***What did you enjoy most about visiting this area?***

Anan Creek  
Boating  
Climate  
Culture  
Driving – good roads for wildlife viewing  
Frederick Sound  
Glaciers (2 mentions)  
Inter-tidal areas  
Less touristy (3 mentions)  
Lighthouses  
Norwegian town site  
Old architecture  
Personal guided tours  
Petroglyph Beach  
Plane flight into Waterfall  
Pristine wilderness  
Remoteness (3 mentions)  
Slow pace  
Small town (2 mentions)  
Sons of Norway dancers/Norwegian culture (Petersburg)  
Stikine trip  
Sun 1 day  
Tranquility  
Whale watching  
Work

***What, if anything, could the region do to improve the visitor experience?***

Add Imax theater to show Alaskan scenic films  
Advertise bus better  
Air and ferry travel need improvement  
Air-conditioning (2 mentions)  
Air delays too often  
Airport needs visitor information personnel to assist, especially for late flights and 1<sup>st</sup> time visitors.  
Alaska state ferry service –more frequent visits per town and add more ports  
Be less expensive for everything  
Better communications between lodging personnel and visitors about prices and services offered  
Better restaurants (2 mentions)  
Better service at airport  
Better upkeep on houses in the community  
Cheaper airfare  
Cheaper car rentals, or public transportation  
Clean up the town (Wrangell) (3 mentions)  
Costs are high; better transportation information re: options available. Campgrounds too far from towns and lack transportation  
Cruise ships own most of town.  
Develop good RV park (2 mentions)  
Direct flight from Seattle to Prince of Wales (2 mentions)  
Do not allow clear cutting and fast food franchise  
Easier schedule for Alaska Air flights. It takes 2 days to travel to and from Southeast Alaska (4 days travel)  
Eliminate cruise ships  
Extend business hours.  
Faster information availability. Better information on when Cohos are in the rivers  
Ferry pass to allow getting of and off in each community  
Garbage along boardwalks  
Get rid of commercial fishing  
Get rid of Brush Hogs (heavy equipment)  
Improve maps of towns  
Improve roads  
Improve roads in Hydaburg  
Include breakfast with room in hotels  
Information about activities occurring in non-tourist months  
Information regarding RV camping areas, more signs directing to RV areas  
Inefficient accommodations  
Internet access for visitors at library  
Juneau's harbors are the worst he saw. No showers/services; poor upkeep. Juneau needs public transportation from Auke Bay to town services.  
Keep up the good work  
Lack of seafood on menus  
Leave it the way it is  
Leave it rustic and charming  
Less airline trouble  
Less favoritism to cruise passengers  
Less cruise ships (3 mentions)  
Less expensive small plane flights  
Limit/control cruise ships (2 mentions)  
Lost bags on air flight to Prince of Wales  
Longer ferry layovers in towns  
Longer ferry stops in Southeast  
Lower cost of shipping fish on airline

Lower prices on tours/more tour options  
Meet ferry with local transportation (2 mentions)  
More advertisement on what is available in Petersburg. (information you would get from locals)  
More airlines that travel to and around Alaska  
More brochures  
More day-trip ferries  
More fish. Quit commercial seining right out of Petersburg  
More information centers; spruce up towns  
More locally produced art.  
More restaurants  
More road signs are needed  
More shopping and entertainment on Prince of Wales  
More user-friendly AMHS schedules  
More information on small flight companies regarding cancellation and departures.  
Need to get icemaker and exhaust fan at lodge.  
Need transportation from ferry Auke Bay to Juneau  
Need more cell phone coverage  
Need more airline choices into Ketchikan  
Need RV spaces near ferry terminal  
Need transportation from ferry to town; longer port calls  
Never heard anything about Petersburg until their daughter moved there with Coast Guard husband.  
Only ate in town one day and found Petersburg restaurant selection disappointing  
Outrageous hotels, torn bedspreads, over price dumps  
Pave more roads  
People are not very friendly there.  
Petersburg looked dirty, clean it up; junk cars  
Petersburg needs better restaurants and sandwich shops  
Preserve the area ("leave it alone")  
Public transportation to meet ferry in Petersburg, Wrangell  
Publicize activities especially in evening once cruise ships left- tours shut down  
Restaurants need to be open later  
Road improvement (2 mentions)  
Signage- no clear markings or indications  
Sport fishing is beginning to become a poundage mill, please put a stop to it  
Terrain doesn't allow hunting-more information is needed.  
Too commercialized  
Very primitive accommodations  
Weather  
Would love to see Wrangell provide tour/activity options, not the cruise ship. More cultural, history activities.  
Wrangell had an attitude of strong indifference, unfriendly

# CENTRAL SOUTHEAST VISITOR VOLUME ESTIMATE

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This chapter presents an estimate of the number of visitors to the Central Southeast area in the summer of 2005 (May-September). Visitor volume was determined using the following methodology.

As part of the *Alaska Travelers Survey* program, the McDowell Group estimated summer 2005 statewide visitor volume by mode of exit. This is accomplished by applying resident/visitor ratios to departure traffic data, including airport enplanement data, airline data, Alaska Marine Highway System data, and Canadian highway border crossing data. (All cruise passengers are assumed to be visitors, so no ratio data is needed.)

The intercept survey conducted of non-cruise visitors asked them where they had spent each night while in Alaska. A special effort was made to capture the number of people who overnighted in the "Central Southeast" region. The percentage of respondents who overnighted in the region was then applied to the estimated visitor volume, by mode of exit, to arrive at a total *overnight* visitor volume for the summer of 2005.

Cruise Line Agencies reports that 12,353 cruise passengers stopped in Petersburg, and 44,760 passengers stopped in Wrangell, in the summer of 2005.

## Central Southeast Visitor Volume Estimates, Summer 2005

Total Visitors	
Non-cruise visitors (overnight)	24,000
Cruise visitors (day)	57,000
<b>Total visitor volume</b>	<b>81,000</b>



## **Appendix C: Branding & Regional Cooperative Marketing Power Point**

This Appendix was presented as a powerpoint slide show to illustrate general principles and specific examples of successful branding strategies.

# BRANDING & REGIONAL COOPERATIVE MARKETING

## CASE STUDIES



Branding: not just a slogan, a logo;  
Includes the message, place, experience  
“a promise that captures people’s imagination”



# Branding Foundations

## I. IDENTITY & ATTRACTIONS

- NATURAL SETTING; CULTURE & HISTORY
- ACTIVITIES & EXPERIENCES
- COMMUNITIES, BUILT ENVIRONMENT
- COMPETITION

## 2. TIE TO MARKETS

## 3. TIE TO COMMUNITY

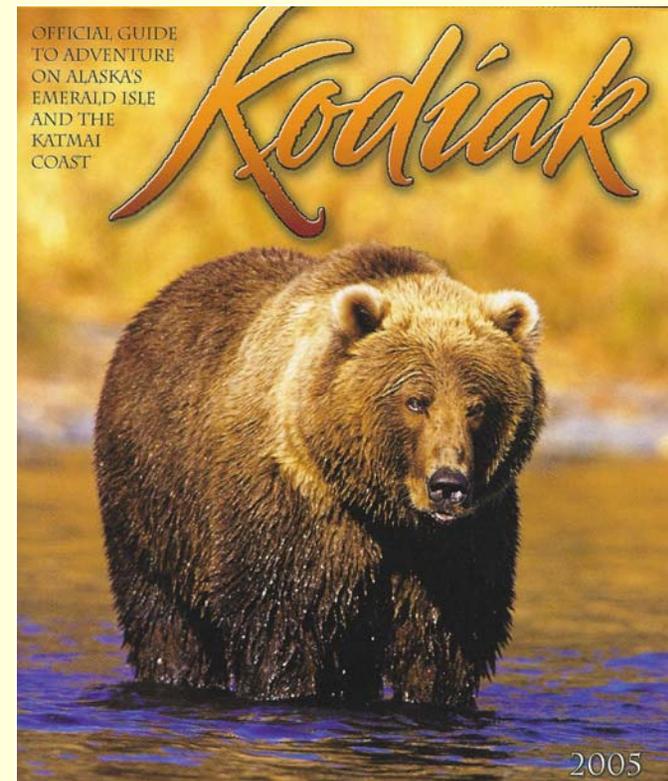
## 4. CONVEYING & SUSTAINING DESTINATION IDENTITY

- A. DISTILLATION – compelling words, images (& experiences); a message that crystallizes what makes a place unique
- B. SHARING THE MESSAGE
- C. DESTINATION MANAGEMENT – creating & sustaining the experience of a place; ‘living the brand’
- D. CONSISTENCY OVER THE LONG HAUL

# Kodiak Island - Alaska

## *The Power of Place & Cooperative Marketing*

- Kodiak has long used phrase 'Emerald Isle' with little impact; "Kodiak is about bears and fish"
- Kodiak has advantage of a distinct (island) environment, an active visible fishing industry, eponymous bear species
- Level, style of tourism resonates with community & biz interests
- CVB budget of \$250,000; \$125,000 comes from a 5% bed tax, remainder from dues & selling advertising space



# Monteverde Cloud Forest Preserve

## *The Power of Place & Creative Packaging*

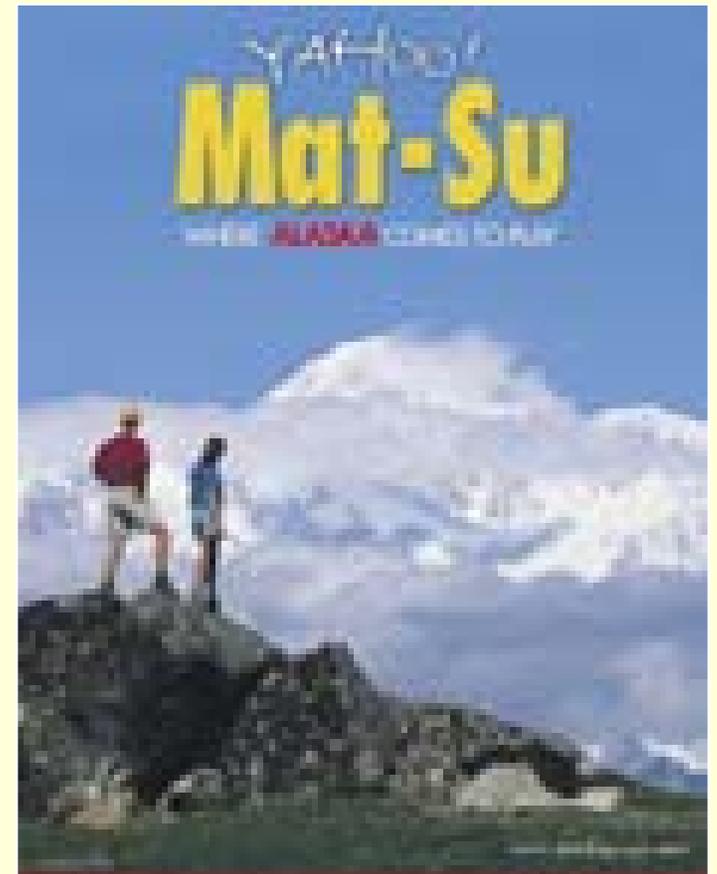
- Private landowners, businesses, a non-profit scientific organization (Tropical Science Center) created a “national park”
  - No slogan, but strong image and international reputation for rainforest environment, wildlife, crafts, quality interpretation
  - Website is conduit for information, booking trips, lodging



# YAHOO MAT-SU

## *The Power of 'Consonance' & Consistency*

- “Yahoo! Mat-Su” jingle introduced slowly, starting with back cover of visitors guide
- Created & developed in-house; didn't have a “branding budget”
- Slogan matches the place: fun, diverse, informal
- CVB website, TV ads, visitors guide, newsletter and even checks all have consistent look
- CVB budget - \$700,000; \$545,000 from 5%MSB bed tax; rest from membership dues, visitors guide



# LEE ISLAND COAST FLORIDA

## *The Power of Words & Contrast*

- Destination re-positioned itself, and created a more compelling, but still accurate market image
- Campaign emphasized differences from Florida's east coast: "pristine, natural, quieter"
- Website, other materials stitch together diverse natural attractions, as well as visitor services and accommodations
- Funded by a 3% bed tax



# TALKEETNA & VALDEZ - AK

## Destination Management: *Consonance & Dissonance*

Talkeetna – Visitors love same things cherished by residents: history, funky old buildings, place to meet people

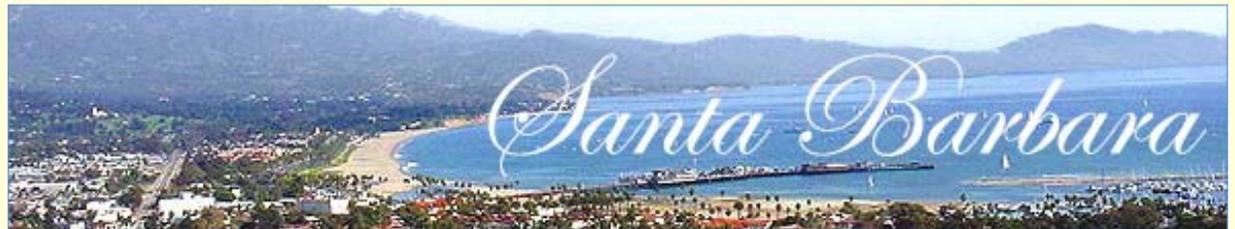


Valdez – town built after the 1964 earthquake, designed for fire control, snow management, commerce & vehicles; not for visitors

# SANTA BARBARA, CALIFORNIA

*The Power of Imagination, Patience, Community Support*

- Santa Barbara's image - relaxed elegance, a coastal town with a strong Spanish influence (& not LA)
- True, but largely fabricated: Chamber of Commerce consciously introduced design style in early 20's
- Architecture, landscaping standards supported by residents & visitors



# BRISTOL BAY - ALASKA

*Linking Commercial Fish, Tourism, Culture & Stewardship*

Project in progress:  
Cooperative venture among  
6 Bristol Bay villages,  
Choggiung Corporation,  
Nushagak-Mulchatna Wood  
Tikchik Land Trust, and the  
Bristol Bay Economic  
Development Corporation



# BRITISH COLUMBIA

## *Power of “Nested” Cooperative Marketing*

- Provincial Government coordinates marketing at three levels:
  - Province
  - Regions
  - Communities
- Tourism British Columbia funding comes from a provincial hotel room tax; website, brochures for each region



# HAWAII

## *Power of Words, Sounds, Tastes*

- Humu-humu nuka-nuka apua 'a - Language and place names shape the experience of a place, often more powerfully than a museum
- Other examples: Hearing Yu'pik in Togiak; eating Cajun food in New Orleans



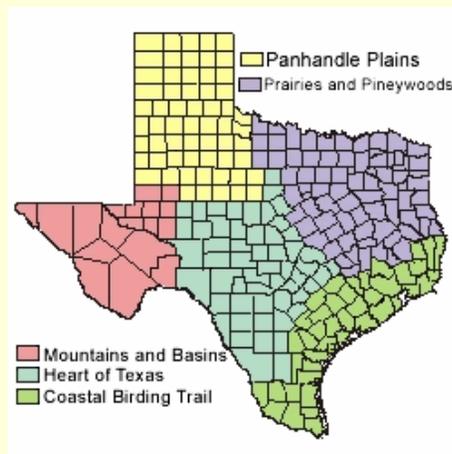
**Preferred Native:** Humuhumunukunukuapua'a  
(Hawaiian Triggerfish)

# TEXAS BIRD TRAIL

## *The Power of Packaging*

A variation on branding - a means of packaging and re-formulating a series of attractions, where the whole is greater than the sum of the parts

- Project Goal: Create easily-accessible travel opportunities through interpretive sites, interpretive information, habitat retention, publicity and private-public partnerships



# Texas Bird Trail

Five very popular self-guided birding tours along Texas highways — ‘nature tourism development’

- Translates dispersed, amorphous attractions into a story, a path
- Adds value to visitor experience; simplifies travel logistics
- Takes advantage of already established infrastructure
- Guides visitors to preferred destinations, spreads benefits
- Outcome — significant increase in number of visitors, visitor spending



# Lessons

1. ORGANIC OR CREATED – Santa Barbara
2. WORDS vs. EXPERIENCE - Kodiak
3. LANDMARKS – Golden Gate Bridge
4. PACKAGING – Monteverde, Texas Bird Trails
5. MULTIPLE PRODUCTS – Bristol Bay
6. SUSTAINED, SUPPORTED BY RESIDENTS – (or not) Anchorage “City of Lights & Flowers”
7. WORDS, FOOD – Hawaii, New Orleans
8. DELIVERING THE GOODS (consonant or dissonant) – Talkeetna, Valdez, Amish County PA

## **Appendix D: CSERP Meeting and Workshop Notes**

The majority of the work that created this plan took place at a series of workshops held in Wrangell and Petersburg.

Prior the beginning of this contract, workshops were held in May and November 2005. The May workshop reviewed and investigated general marketing strategies; the November gathering focused on selecting specific marketing themes and a tagline, and set the stage for the production of the *Visit Alaska's Rainforest Islands* regional marketing brochure presented in Appendix G.

A summary of the topics addressed and results of each of these workshops is available from the communities, or from State DCCED.

The remainder of this appendix presents the agenda for a final workshop, held in May of '06. The result of May 2006 workshop is the regional marketing business plan presented in this document.

## **CENTRAL SOUTHEAST REGIONAL PARTNERSHIP AGENDA – WORKSHOPS IN WRANGELL MAY 21-23, 2006**

### WORKSHOP GOALS

- Working with partners, plan and begin carrying out “one time projects” (that is, “capital projects” done with one-time funding, as distinct from ongoing marketing operations, such as placing ads or responding to inquiries)
- Refine CSERP business plan – staffing & funding, specific marketing actions

### SUNDAY NIGHT

- “Core group” meets to review workshop goals, strategies; generally get organized to have the most productive 2 days possible

### MONDAY – PARTNERSHIPS FOR ONE TIME PROJECTS

1. Interactive CSERP website (initial construction, not ongoing operations)

*Lead:* CSERP staff

*Funding:* CSERP, CSERP generated grant funds

*Schedule:* in place by Fall 06

*Tasks prior to workshop*

- Estimated costs – Odin
- Funding available – Carol, Eric, Karen, Len
- Good examples – group, Chris

*Tasks for workshop:*

- Determine who will host website
- Define budget, source of funds to build site
- Define general goals, structure of site
- Set schedule, responsibilities for next steps

2. Wayfinding Project

*Lead:* USFS, with CSERP support

*Funding:* USFS plus grants, such as American Byways Grant

*Schedule:* planning winter 06-07, begin implementation Summer 07

*Tasks prior to workshop*

- Review project structure w/ USFS, ensure they attend workshop – Odin
- Information on Byways Grant (timing, info needed, local match needed, etc.)
  - A::B
- Compile information on existing wayfinding materials - USFS

*Tasks for workshop:*

- Agree on general structure of managing, funding project
- Flesh out idea of website as proxy for “your friend in Central Southeast” - itineraries
- Explore means to mesh work needed for wayfinding, website, SEATrails map, and ADF&G Wildlife trails map
- Define specific goals, structure of Wayfinding Plan at local scale (e.g. specific places needing signage); at regional scale (e.g., regional maps)

- Discuss broader issue of “Making it easier to get around”- according to last year’s workshops, including roads, trails, water-based access.
- Set schedule, responsibilities for next steps

### 3. DVD Project

*Lead:* CSERP

*Funding:* CSERP, plus CSERP generated grant funds, e.g. State Mini-grant, plus revenue from local businesses

*Schedule:* planning winter ‘06, available early ‘07

*Tasks prior to workshop*

- Contact local businesses, ask if they would pay to have DVD prepared with general images re CSERP area, plus short “custom” segment on their business– Carol, Eric, Karen
- David Thorne Bay \$2000 for lousy product – interest, if quality was there
- Get copy of existing video materials – Carol, Eric, Karen
- Check on Lake and Pen – CB, use as demo
- Check on approximate costs to prepare DVD - Odin

*Tasks for workshop:*

- Agree on general structure of managing, funding project (decide on model: lens vs. Karen’s limited entry)
- Define specific goals – target markets, distribution; number, etc.
- Set schedule, responsibilities for next steps

### 4. Regional map & brochure

*Lead:* SEATrails – Community Mini-maps

*Funding:* SEATrails

*Schedule:* planning fall, winter 06-07, begin implementation Summer 07

*Tasks prior to workshop*

- Review project w/ SEATrails, ensure they attend workshop – Odin
- Prepare information on SEATrails project goals, schedule, budget, option to blend with other CSERP projects – Odin

*Tasks for workshop:*

- Agree on general structure of managing, funding project
- Agree on relationship to other mapping, information projects

### 5. Wildlife trails

*Lead:* ADF&G – Karla Hart

*Funding:* AD&G

*Schedule:* Brochure going to printer May 06, nearing completion?

*Tasks prior to workshop*

- Update on project, invite to attend workshop – Odin
- Explore options to blend with other CSERP projects – Odin/A::B

*Tasks for workshop:*

- Agree on general structure of managing, funding project
- Agree on relationship to other mapping, information projects

- Check to determine if project includes on-site improvements (e.g. interpretive areas), if so, coordinate with community needs

6. Roads, Trails, other Capital Projects related to “Getting Around”

*Lead:* to be discussed

*Funding:*

*Schedule:*

**MONDAY PM, TUESDAY– BUSINESS PLAN FOR ONGOING MARKETING**

1. Introduction – Clarify Workshop Goal

Establish a sustainable, realistic business plan for marketing the CSERP area on an ongoing basis, based on practical assumptions regarding items below. Marketing actions have to be adjusted to match available staffing and funding.

- Organizational structure
- Staffing & funding
- Specific marketing actions

2. Sustainable Regional Marketing Organization

- Near term
- Mid to longer term

*Tasks prior to workshop*

- Review organizational structure of other regional destination marketing organizations around Alaska, western US - Odin/A::B

3. Funding and staffing for ongoing marketing program

- Resources for ongoing day-to-day marketing operations – responding to inquiries, distribution of collateral material, managing grants, etc.
- Resources for one-time “capital projects” with (see above)

*Tasks prior to workshop*

- Provide information on budget, revenue sources of established DMO’s around AK – A::B
- Define a realistic estimate of likely level of resources that can be contributed to CSERP effort - Carol, Eric, Prince of Wales

<i>Location</i>	<i>Near Term</i>		<i>Longer Term</i>	
	<i>Staff time</i>	<i>Funds</i>	<i>Staff time</i>	<i>Funds</i>
Petersburg				
Wrangell				
Prince of Wales				
IFA				
USFS				

Staff time: (hours/year); funds (\$/year)

- Define a realistic estimate of other sources of revenue that can be generated to support the CSERP marketing effort (e.g. ad revenues, memberships, etc.) - A::B

4. Ongoing marketing activities

- Set priority near term, longer term marketing actions
- Review priorities against available resources
- Adjust list of priority actions to match budget

*Tasks prior to workshop*

- Fill in estimated costs on business plan marketing actions matrix – A::B with assistance from team



## **Appendix E: Central Southeast Regional Partnership (CSERP) Status Report**

Central Southeast Regional Partnership (CSERP)  
Status Report September, 2005

***What is CSERP? A partnership of communities working together for a common and mutually beneficial and specific goal.***

The communities of Coffman Cove, Petersburg, and Wrangell recognized the need to capitalize on the upcoming Inter-Island Ferry Authority (IFA) service between our communities starting in 2006. By working cooperatively toward the common goal of economic development for the region, an ad hoc group was formed to further this effort.

### **Area covered**

The communities directly served by the IFA in Central Southeast Alaska are Coffman Cove, Petersburg, and Wrangell. CSERP plans to embrace associated IFA communities including the communities on Prince of Wales Island. Ketchikan and Juneau are natural partners, as they provide primary access to Central Southeast.

### **Working Group**

In conjunction with the DART program, the core working group for this effort includes 2 representatives from each community; one key representative for economic development from each city involved and one key representative from each community's recognized tourism entity. Other members of this core working group are representatives from Commerce, the Alaska Marine Highway System, and the IFA.

### **Accomplishments to Date**

In October of 2004 these communities jointly sought technical assistance from the Alaska Department of Commerce, Community and Economic Development (Commerce) through their new Developing Alaska Rural Tourism (DART) program. We have held over a half dozen teleconference sessions and two face to face meetings, to determine a focus and strategy and develop the following mission statement:

“to create a sub-regional development strategy that will define the links between communities, enhance recreational opportunities, support existing visitor industry jobs and create new business and job opportunities.”

**The further goal of the partnership project is to determine how to implement the strategy with long term sustainable funding.**

A strategy is taking shape in which we as a distinct part of the great state of Alaska begin to

- Share the message - websites, brochures, marketing partnerships – example: “Alaska’s Rainforest Islands – where the forest meets the sea”
- Sustain the experience of the place; ‘living the brand’
- Strive for consistency over the long haul – establish an organization, with adequate funding, to present a common marketing image for long enough to build brand recognition.

### **The Future of CSERP**

Our next critical step in ensuring the success of this effort is to expand the partnership to interested stakeholders. As CSERP expands its reach and develops its ongoing strategy we will actively recruit participation from stakeholders and interested business and community groups including but not limited to

- US Forest Service
- POW communities
- Alaska’s Marine Highway
- SEATrails
- CVBs
- State of Alaska Commerce
- ADFG
- Chambers of Commerce
- AK Airlines
- Native organizations
- Locally owned Merchants and Service providers
- ATIA

### **FOR MORE INFORMATION REGARDING CSERP PLEASE CONTACT**

Odin Brudie	Alaska Department of Commerce	Juneau	907 465 5466
Carol Rushmore	Economic Development Director	Wrangell	907 874 2381
Elaine Price	Administrator	Coffman Cove	907 329 2233
Eric Phillips	Economic Development Director	Petersburg	907 772 4042

## **Appendix F: Tourism and Visitor Websites: Suggested Elements, Organization and Structure**

## Tourism and Visitor Websites: Suggested Elements, Organization and Structure

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### A successful tourism website should:

- Start off with images and (limited) words that capture people's interest and imagination.
  - *Many websites sell ads to offset costs. However, it is often better to keep the home page focused on creating a strong, positive image of the place, so people decide they might want to visit, and then seek out information on services by navigating through subpages.*
- Be consistent with the regional branding message and repeat the region's name and tagline on every page.
- Emphasize key marketing sub-themes. While the region's name and tagline should be used on every page of the Chamber website, there should be the option to change them in the future or use in conjunction with sub-taglines and associated words and images.
- Contain images and photos that will attract visitors to the area.
- Contain pictures of people doing things.
- Be consistent with other regional collateral materials such as signs and brochures.

### An attractive website:

- Is simple to navigate:
  - *"Think like a visitor" – what categories will a visitor be interested in, what kinds of questions will they want answered by the site? Design your navigation to respond to typical visitor questions.*
  - *A visitor will be become overwhelmed and confused if too many links and navigation options are presented on a page. Keep the navigation options simple and understated, particularly on the home page.*
  - *Too many images, photos, ads, colors or fonts is chaotic and cluttered; keep the site elegant and simple, especially on the home page. Ads and business images can be displayed on the appropriate pages.*
- Has beautiful, high-quality photos of the area that will attract visitors.
- Has an attractive color scheme that is consistent throughout.
- Has a limited number of different fonts that are consistent throughout.
- Adheres to basic graphic design principles.

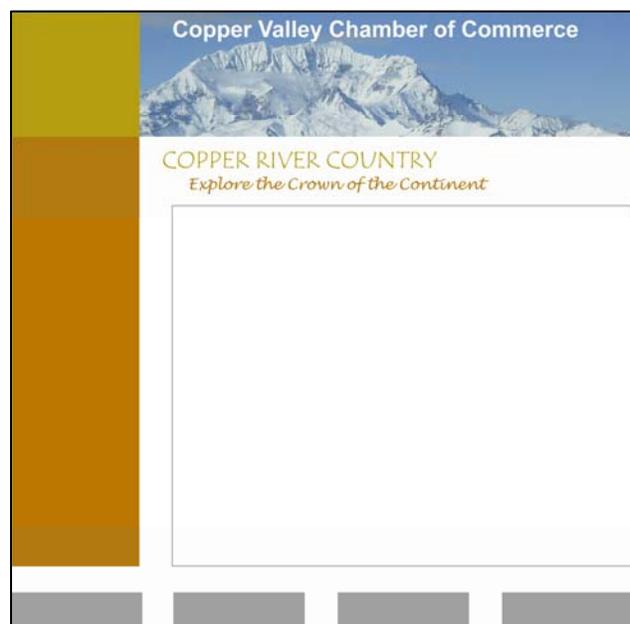
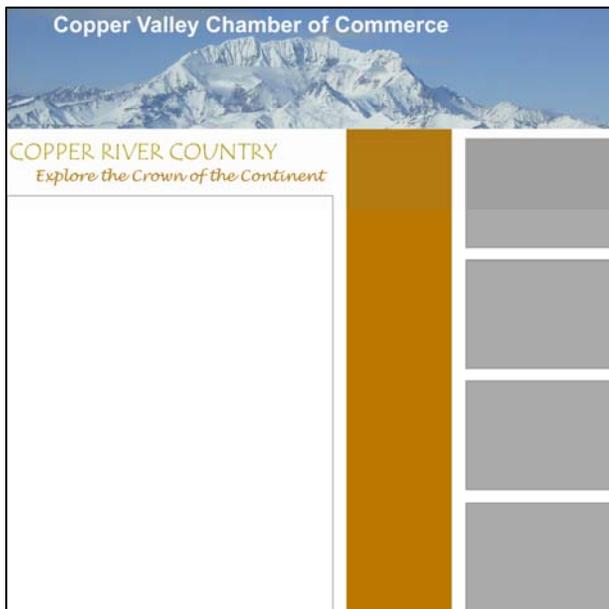
### Things to keep in mind:

- Form a message that emphasizes:
  - *Place*
  - *People*
  - *Activities*
- Remember who your audience is. The aspects of your area which might attract people to visit are not necessarily the same as those which attract people to live there.
- Convey the quality of the experience and the level of service a visitor will receive when they come to your region through your website; make it as professional-looking and attractive as possible.

## Suggested home page navigation & features:

- Navigation:
  - *places to stay*
  - *things to do*
  - *getting here and around*
  - *local angle*
  - *chamber info*
- Additional Features:
  - *gallery pages*
  - *slide show*
  - *flash presentation*
  - *an interactive map*

## Homepage Layout Options:



### Key:

Grey – ads

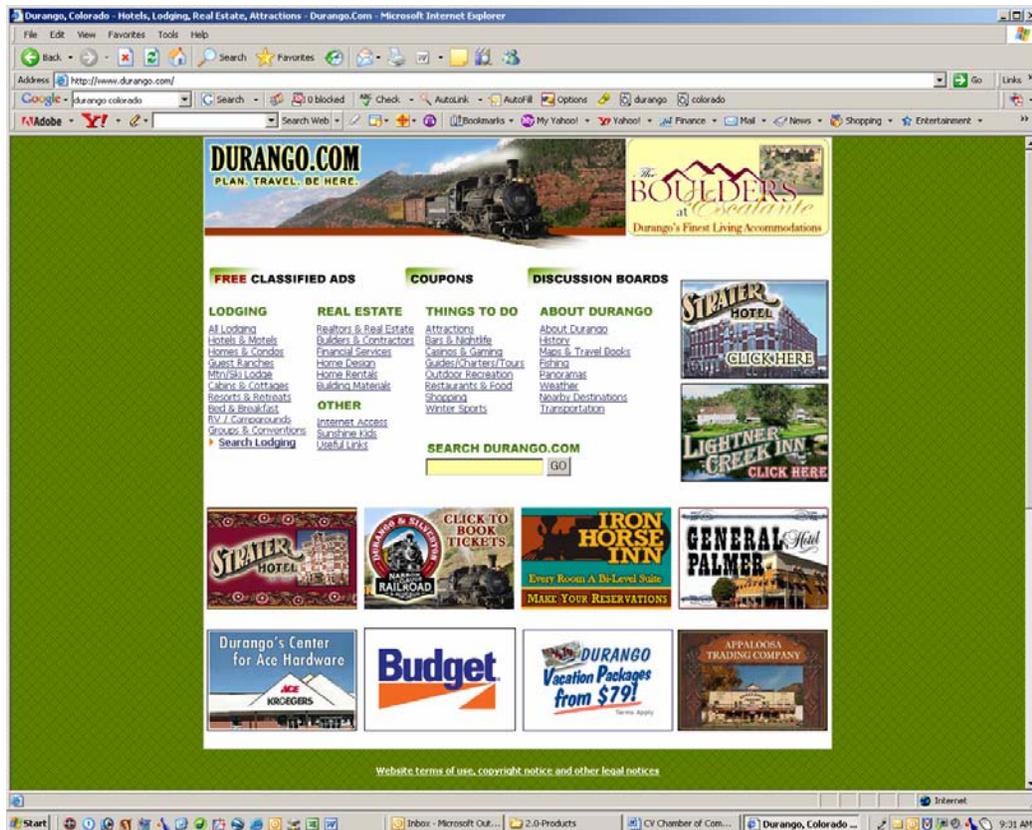
Orange – navigation

Yellow – logo/tagline/branding

## Examples and schematics of website home page options.

Below are several examples and schematics of different approaches to a website home page.

### I. ADS & NAVIGATION



While fairly organized and simple, the ads on this home page give a commercial feel to the page, which is successful at promoting local businesses, but is weaker on answering the question “Why should I visit Durango?” This page probably appeals most to visitors and residents who already know the region, want to visit, and need details of service options. An alternative would be to compress the navigation options to ‘Lodging’, ‘Real Estate’, ‘Things to do’ and ‘About Durango.’

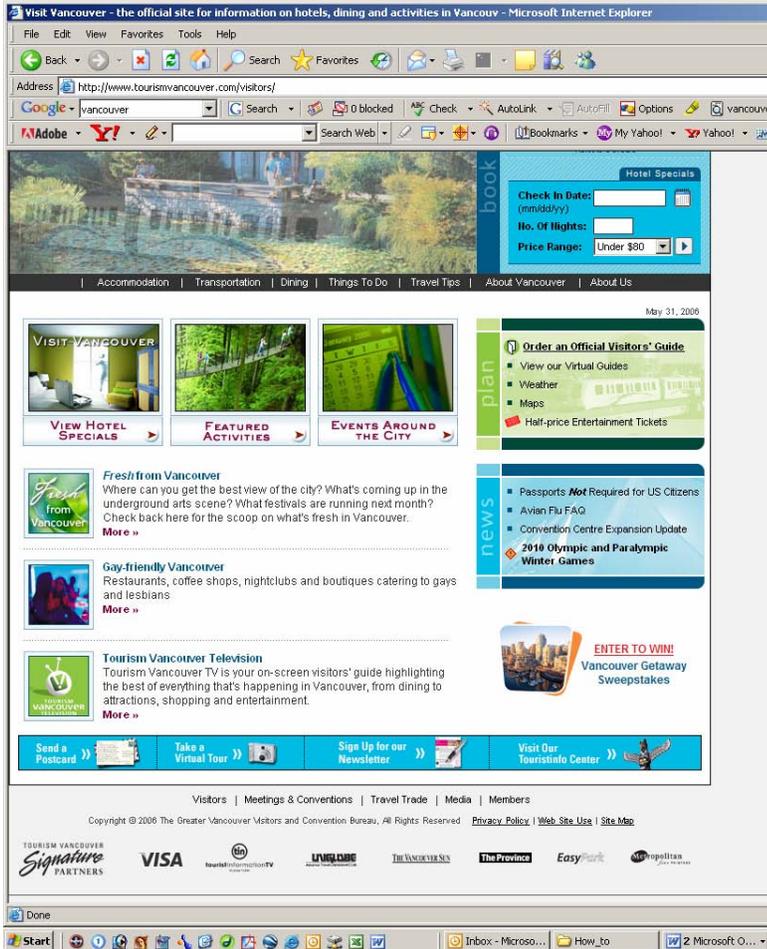
This schematic displays a comparable approach for a regional Chamber of Commerce.

Grey areas represent ads, orange where navigation info could be presented and yellow where a branding logo could be placed.

The consistency of the look in the ads in the Durango site helps make the overall page look less “busy.”



## 2. PHOTOS, IMAGES, OPTIONS



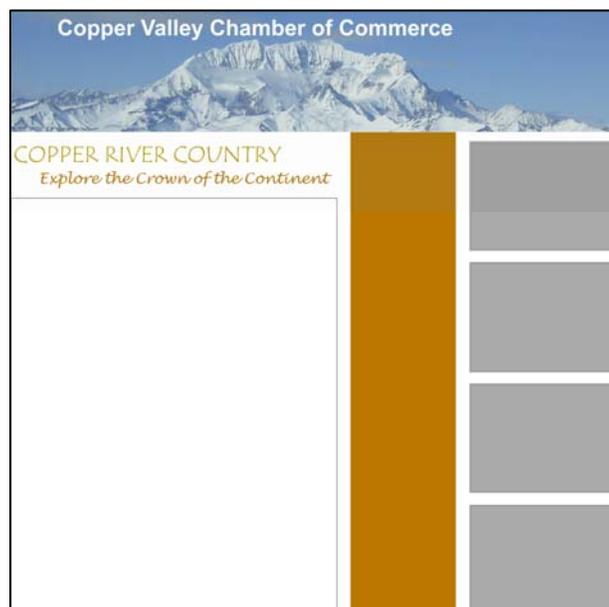
A good example of simple, monochromatic ads. Visual interference from the ads is limited because of their color and location at the bottom of the page.

This home page has a lot going on, but is not as overwhelming as it could be — only a couple different colors are used throughout. Even the images used contain these same colors, which helps reduce the ‘busyness.’

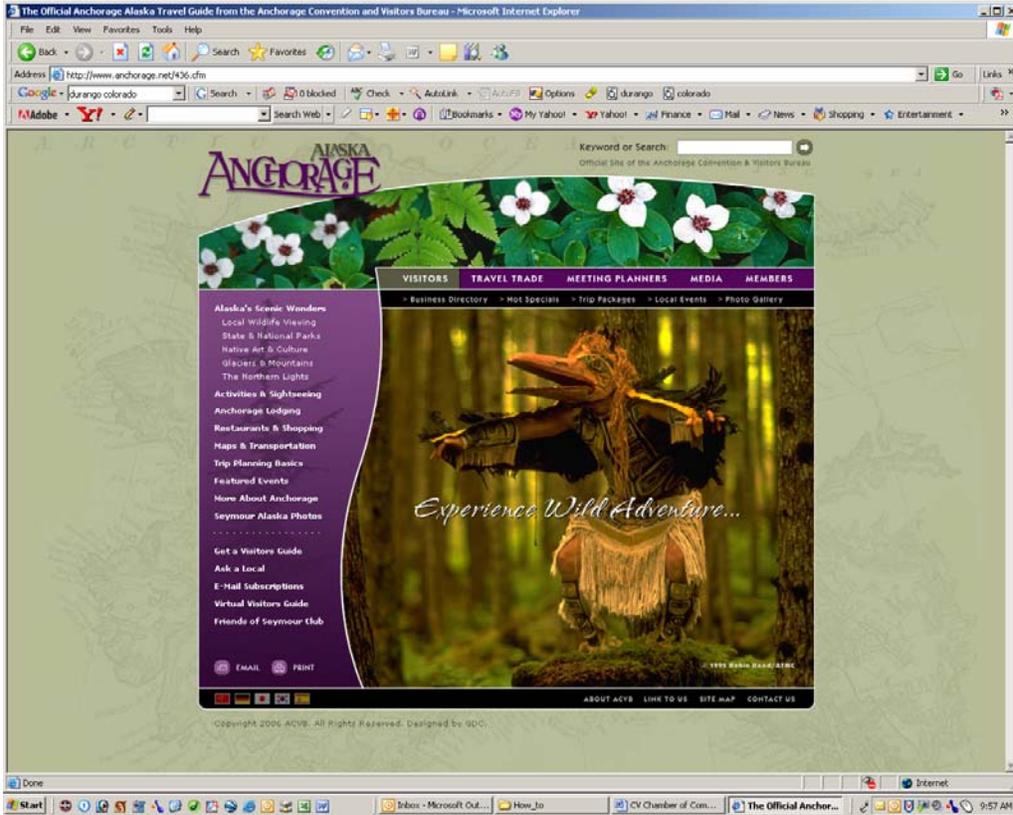
The navigation options are fewer than the Durango example above, but might still be too many choices for some visitors.

This schematic displays a comparable approach for a regional tourism organization.

Grey areas represent ads, the outlined box represents an inviting photo, and orange shows where navigation info could be presented.

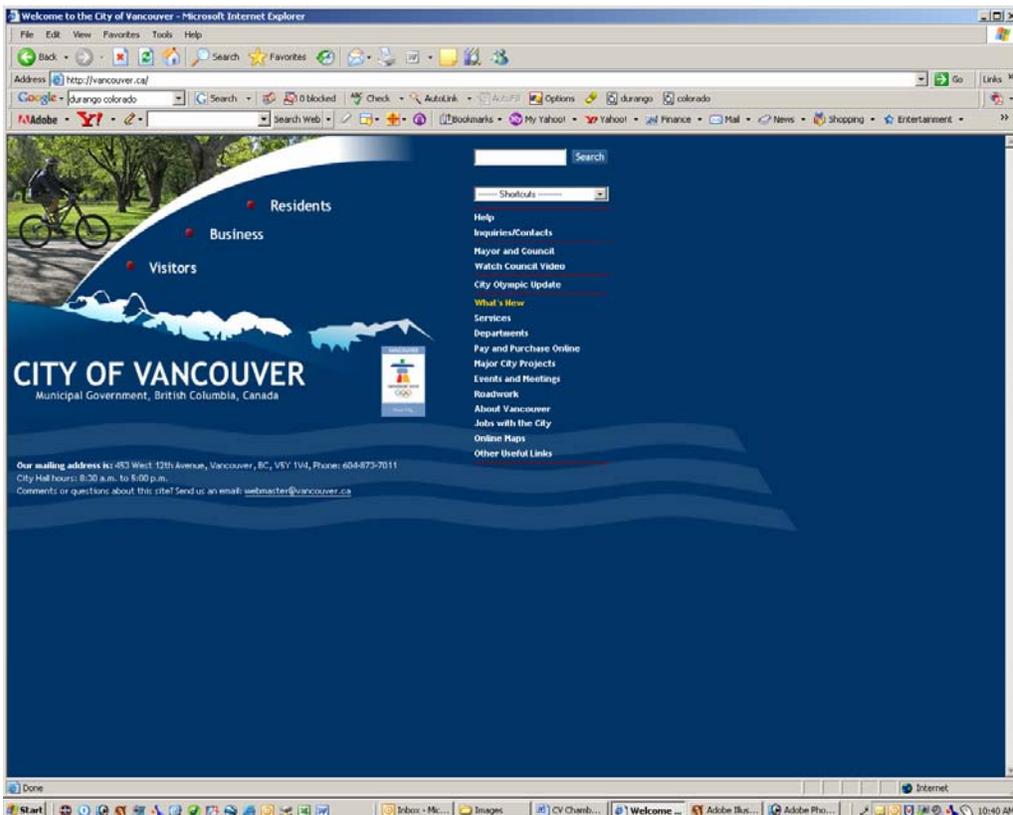


### 3. PRETTY PICTURES, CLEANER OPTIONS



This home page has the location clearly identified, a tagline, pretty and interesting images. It is clean and pretty clear – generally inviting.

There are still a fair number of navigation options, but these are more limited than previous examples.

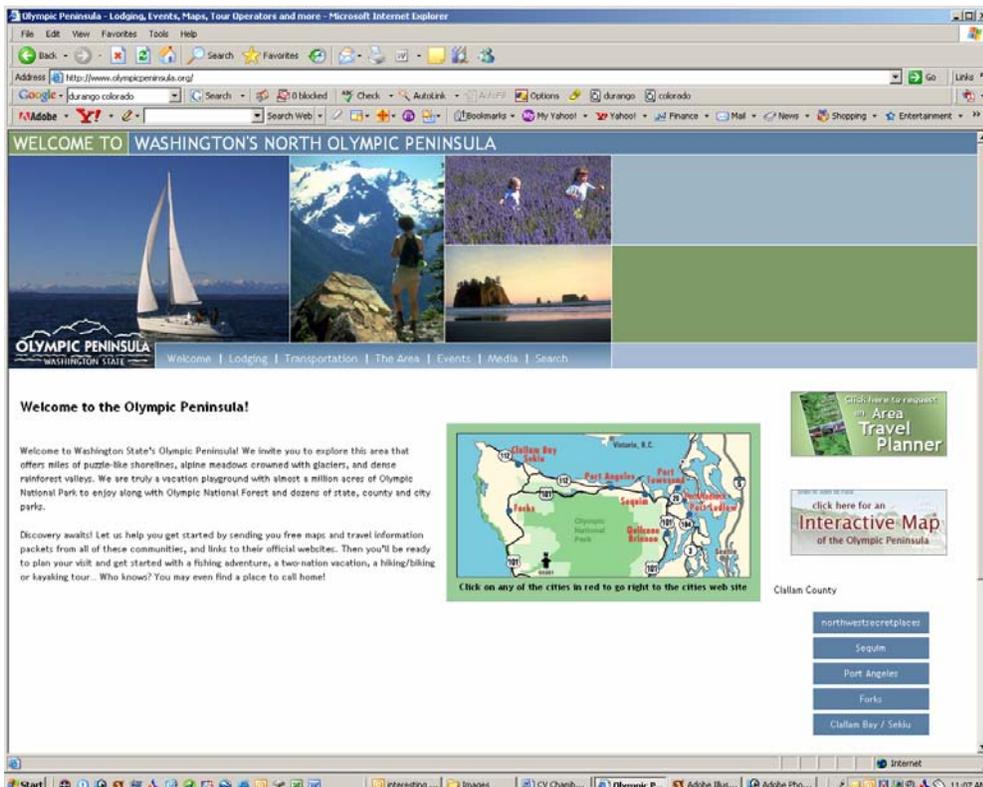


This home page is reasonably visually interesting. One plus is the photo of a person doing something active; however, it does not create a strong image of the character of the area. The location is clearly identified. As in the example above, there are perhaps a little too many navigation options.



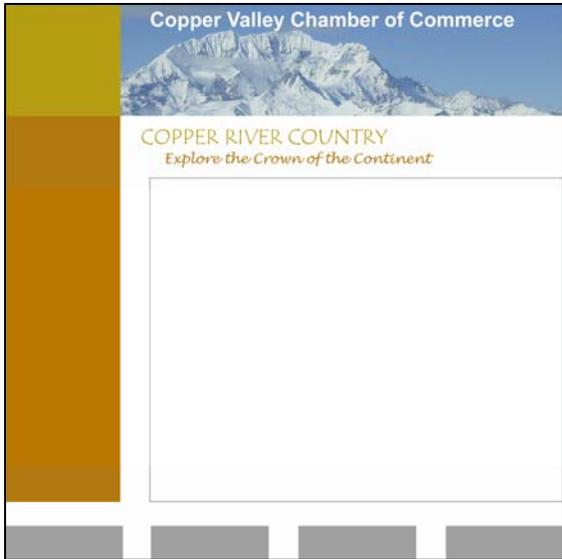
A fine example of a chamber website — logo in corner, tagline at top, interesting photos. Perhaps still too many navigation options and superfluous art details and text.

Not visible in this static image is the fact the primary photo switches every few seconds, showing a number of different, attractive images.



The Olympic Peninsula is a large region encompassing many communities. Photos on this page are interesting and the map is useful.

To some, the overall feel may be a little haphazard, and the images and links on the bottom right are not as well integrated into the site as they could be, and might be found distracting.

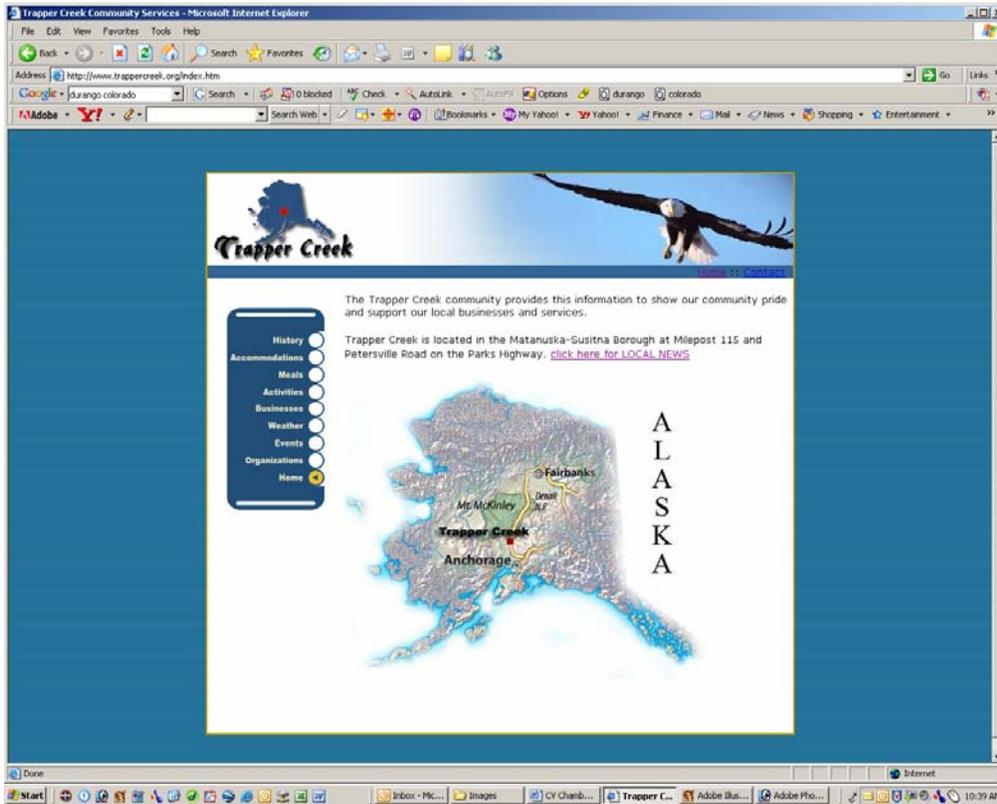


This schematic displays a comparable approach for the Copper Valley Chamber of Commerce.

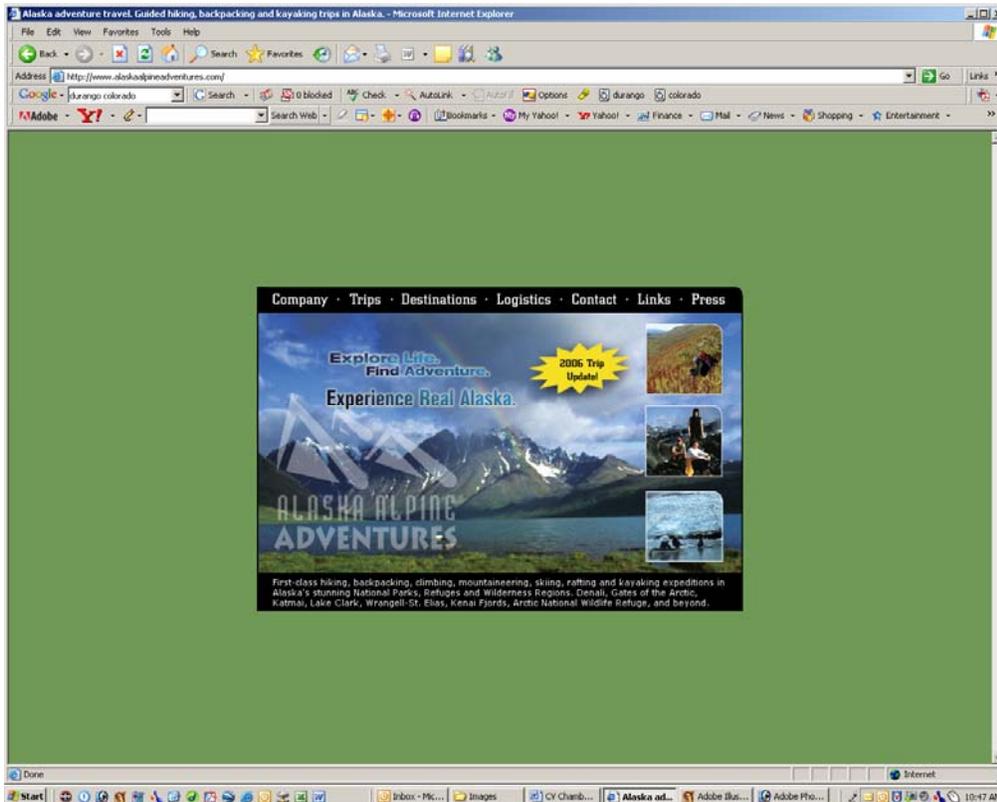
Grey areas represents ads, gray outlined box represents an inviting photo and orange is where navigation info could be presented.

This approach still allows for ads but minimizes the size and total amount of space needed. Focus is rather on the beauty of the area and the catchy name and tagline.

## 4. SIMPLE, MINIMAL, EASY, CLEAR



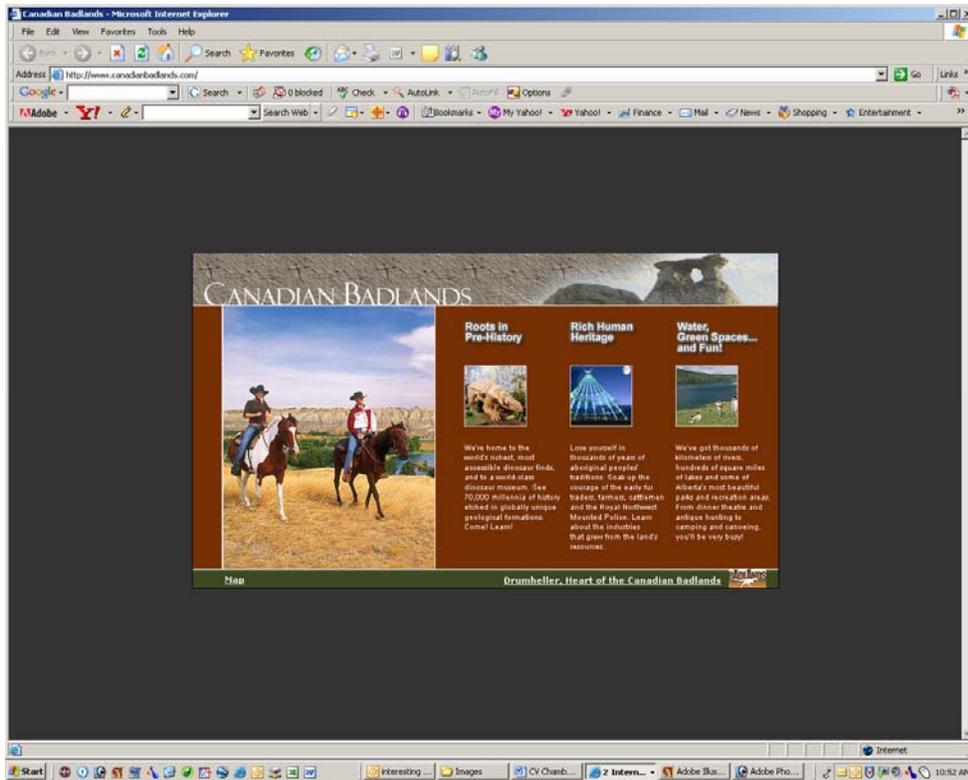
While the images used here could be stronger and more unique, this page is simple, the location is clearly labeled and identified, and navigation options are limited to key topics. Further options are given as visitors navigate around the site.



Also, a simple home page with inviting photos, no ads and limited navigation options.

This site simultaneously does good job of being clean, conveying a lot of information, and conveying a sense of a sophisticated, professional business.

Note the integrated use of logo, company name and tagline (logo and company name are on every page of the website).



A simple, elegant home page with beautiful photos (there are 5 different photos on the left that rotate). There is limited text and only three navigation options.

# Appendix G: Visit Alaska's Rainforest Islands Brochure

ancient forests  
high seas  
historic towns  
living culture  
near you

Visit  
**Alaska's Rainforest Islands**  
heart of the Inside Passage

Prizeburg • Wrangell • Prince of Wales Island • & beyond

## A Collection of Unique Communities

### Wrangell

*Visions of a Lifetime*

Whether you are looking for an unforgettable Alaska outdoor experience or want to learn more about our history and Native culture, the friendly frontier community of Wrangell offers something for everyone. Explore one of Alaska's oldest communities and visit Wrangell's new award-winning Museum and Visitor Center. Gateway to the Klondike River, Wrangell offers the following excursions:

- Take you up close to glaciers, help you watch the fish of a lifetime, or find the wildlife for which you have been long.
- Asian Wildlife Observatory
- come up to view Alaska's brown bear black bears up close as they feast on salmon.
- For more information, contact the Wrangell Convention and Visitor Bureau.

Website: [www.wrangell.com](http://www.wrangell.com)  
 Telephone: 800-967-0745 (toll free)  
 Email: [wrangell@wrangell.com](mailto:wrangell@wrangell.com)

### Prizeburg

*The Alaska You Craved*

Prizeburg is the jewel nestled in the heart of the Inside Passage, offering abundant fishing, and panoramic views of the Klondike River. The town reminds you of a Nordic country filled with warmth and cozy log-cabin stands out among other Alaska communities for its deep felt Norwegian heritage.

The small charm of Alaska's Rainforest Islands is

### Prince of Wales Island

*Welcome to America's Third Largest Island*

Alaska's best-kept secret is Prince of Wales Island. At 2,011 square miles, it is the third largest island in the United States after Kodiak Island of Alaska and the Big Island of Hawaii. There are eleven different communities on the island, ranging in size from 20 to 1,000 people, with an island-wide population of about 6,000. World class fishing rivers, spectacular wildlife-viewing, from whales to black bears, and forest cover that show the geology of Southeast Alaska, are just a few of the attractions on the island. With nearly 1,000 miles of road on Prince of Wales, you have ample access to camping, hiking, biking, or canoeing. And, you can still find a secluded lake, stream, or beach and have it virtually to yourselves. For more information contact our Chamber of Commerce.

Website: [www.princeofwalesisland.org](http://www.princeofwalesisland.org)  
 Telephone: 907-732-0400  
 Email: [info@princeofwalesisland.org](mailto:info@princeofwalesisland.org)

**Discover the Best of Alaska in One Place!**

Alaska's Rainforest Islands offer a wealth of spectacular experiences. Whether the season of your choice, you can enjoy a diverse range of activities and create a travel experience other than just any "Islands." Get a taste of the possibilities:

- Take to the Water!** Cruise the magnificent Inside Passage on the Alaska Marine Highway and Inland Ferry System. View tide-water glaciers and whale watch for humpbacks. Accompany knowledgeable local guides on a fishing trip. Or rent your own kayak and do some open-water exploring.
- Get to Know Us!** The small towns of Alaska's Rainforest Islands provide incomparable outdoor recreation about life in Alaska. Stay at luxury B&Bs and lodges, eat fresh fish and seafood at local restaurants, shop the handicrafts area and shops and visit our museums. There are also remarkable opportunities to get to know the traditional cultures and meet the leaders of the future by visiting youth centers at work, learning fishing techniques and other historic sites, and attending hands-on "Tribal" ceremonial activities.
- Have an Adventure!** If you are looking to explore something new, you've just got to visit. Where else but Alaska's Rainforest Islands can you dive in clear pristine waters, take a can boat looking for porpoise, hike through ancient rainforests, and hike or backpack our extensive "backpack systems"?
- See Cinnamon!** In addition to breathing whales, playful porpoise, halibut, walrus and other abundant sea life, Alaska's Rainforest Islands offers incredible bear viewing opportunities, bear watching and a chance to walk the popular Alaska Island Wildlife Viewing Trail.
- Enjoy the Scenery!** The mountains, islands, rivers and forests of Alaska's Rainforest Islands are sure to take your breath away. One of the world's most spectacular temperate rainforests, Tongass National Forest offers unique opportunities to discover the wondrous magic of rainforests. Spaced with rocky craters straggling against glaciers and rivers, our forest is a source of beauty and inspiration to all who visit. See you here soon!

**New Service!**  
The Alaska Marine Highway System and Alaska Airlines provide convenient, toll-free service to Kodiak, Wrangell, and Petersburg.