

***A Profile of Visitors to Rural Alaska  
and the Copper Basin 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 Copper Basin region (290 respondents who reported visiting the Copper Basin during their Alaska trip). The locations identified as Copper Basin were: Chitina, Copper Center, Gakona, Glennallen, McCarthy/Kennicott, Nebesna, and Paxson (see map on page 5).
- Rural Alaska visitors (1,175 non-cruise visitors who reported spending at least one night in a rural location). Rural is 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.

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

## Visitor Profile

### Purpose of Trip

- Nearly all Copper Basin visitors were traveling to Alaska for vacation/pleasure purposes, with only 8 percent traveling to visit friends or relatives (VFR), and 2 percent traveling for business/pleasure.
- Copper Basin visitors were more likely than the overall rural Alaska visitor market to be traveling for vacation/pleasure (90 percent, compared to 82 percent). They were less likely to be VFR's (8 versus 14 percent).

### ***What was the main purpose for this trip?***

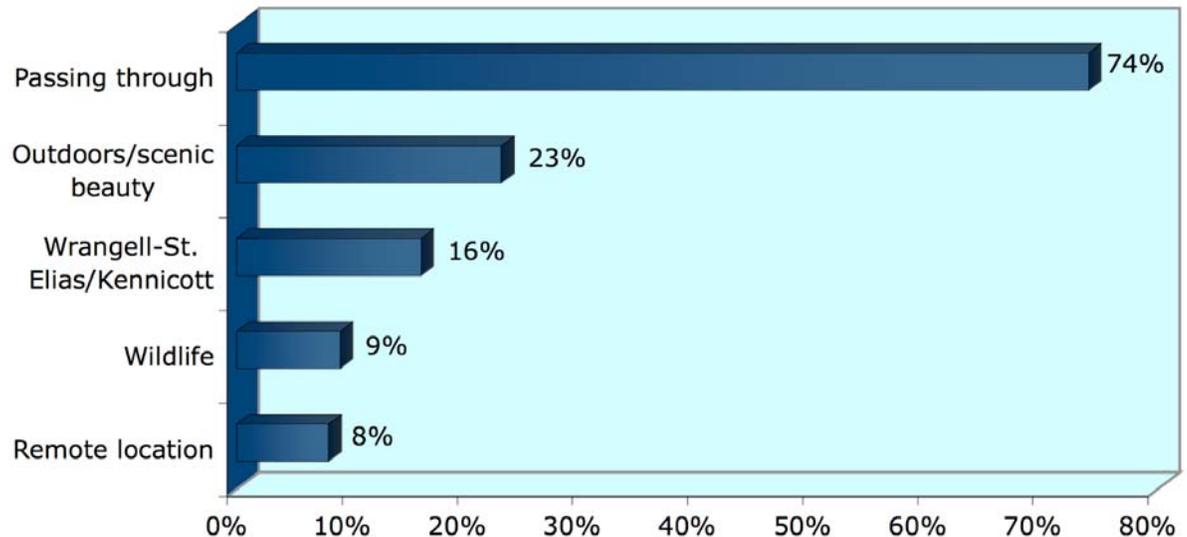
**Alaska Travelers Survey, Copper Basin Visitors, Summer 2005**



Note: Visitors traveling for business purposes only were screened out of the survey.

- When asked why they chose to visit the Copper Basin area, three-quarters of visitors said they were “passing through.” One out of four visitors mentioned outdoors/scenic beauty, and 16 percent mentioned Wrangell-St. Elias or Kennicott. Wildlife and remote location rounded out the top five responses.

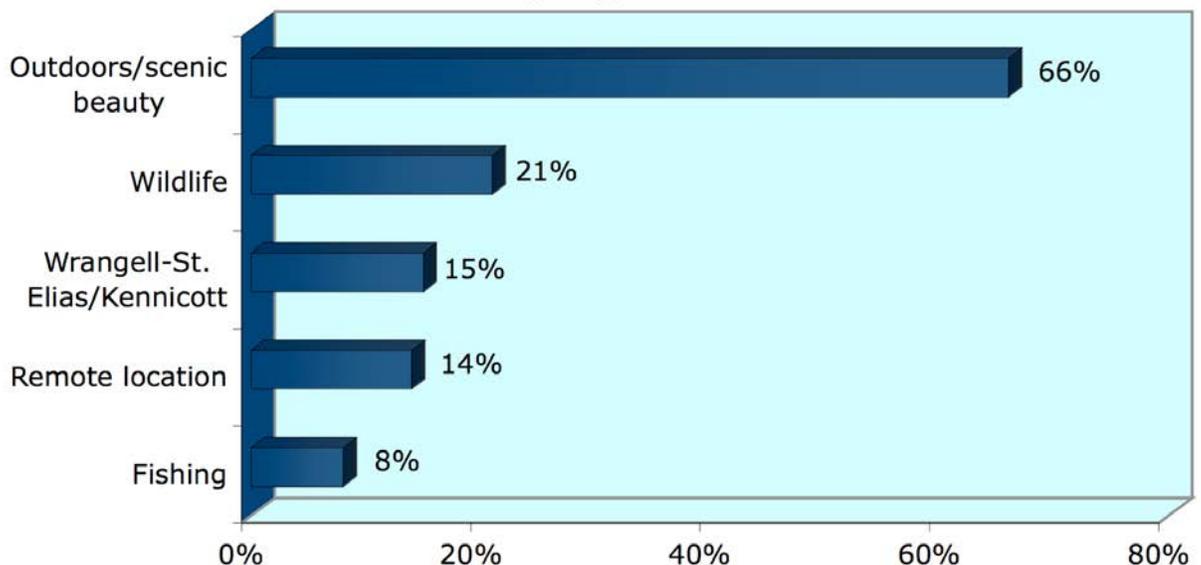
**Why did you choose to visit the Copper Basin area? (Top 5)**  
Alaska Travelers Survey, Copper Basin Visitors, Summer 2005



### Most Enjoyed Experience

- The most popular response when asked what visitors enjoyed most about Copper Basin was outdoors/scenic beauty (66 percent). One out of five visitors mentioned wildlife, while one out of seven mentioned Wrangell-St. Elias or Kennicott.

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



## Length of Stay and Expenditures

- Copper Basin visitors reported an exceptionally long average length of stay in Alaska, at 18.6 nights. (This compares to 12.5 average nights among the overall rural visitor market.) Copper Basin visitors spent, on average, 2.6 nights in the Copper Basin region.
- Copper Basin visitors spent an average of \$1,792 per person while in Alaska, and \$152 per person while in Copper Basin. Among visitors who said their purpose in visiting Copper Basin was “passing through,” the average spending figure was \$71 per person. This compares to \$236 per person among all other visitors.
- Copper Basin visitors spent just slightly more in Alaska, on average, than the overall rural market (\$1,792 compared to \$1,767).

**Visitor Expenditures**  
Alaska Travelers Survey, Copper Basin Visitors, Summer 2005

Per Person	
Total spending in Alaska	\$1,792
Total spending in Copper Basin	\$152

## Information Sources

- Three-quarters of Copper Basin visitors reported using the Internet, including 36 percent who booked some portion of their trip over the Internet. While they used the Internet at the same rate as the overall rural market, Copper Basin visitors were less likely to book over the Internet (36 versus 50 percent).
- Copper Basin visitors were heavy users of guidebooks, with one-half mentioning them as sources of information. (The number one guidebook was the Milepost, mentioned by 35 percent of respondents.) They also frequently mentioned friends/family (42 percent) and brochures (31 percent). In comparison, the overall rural market was much less likely to mention guidebooks (31 percent) and brochures (18 percent).

**Information Sources**  
Alaska Travelers Survey, Copper Basin Visitors, Summer 2005

% of Copper Basin Visitors	
<b>Internet and travel agent use</b>	
Used Internet	75%
Booked over Internet	36
Used travel agent	19
<b>Additional information sources (top 5)</b>	
Guidebooks	50%
Friends/family	42
Brochures	31
Prior experience	26
AAA	19

## Marketing Recommendations

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

- Increase destination awareness to decrease the percentage of visitors whose stated purpose for traveling in the Copper Basin region is “passing through.”
  - Place emphasis on the region’s outstanding outdoor recreation and scenic beauty. These attributes were the second most-frequently mentioned reason for visiting Copper Basin and the most enjoyable aspect of visitors’ experience in the area.
  - Increase marketing emphasis on Wrangell-St. Elias National Park and Kennicott. Just 16 percent of visitors cited this area as their reason for visiting Copper Basin.
- Develop and promote a regional website 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, as the percentage of visitors researching and booking travel via the Internet is growing rapidly.
- Maintain traditional marketing efforts. It is important to recognize that a quarter of Copper Basin visitors *did not* use the Internet when planning their Alaska trip. Further, many Internet users also used traditional information sources including guidebooks and brochures.
- Half of all Copper Basin visitors cited guidebooks as a source of information about Alaska. The community should host travel writers that are sponsored by marketing organizations like the Alaska Travel Industry Association and other destination marketing professionals. Following their visit, keep travel writers and guidebook publishers current about tours, attractions and services.
- Seek personal referrals and brochure distribution from visitor information centers and businesses located in communities frequented by highway visitors including Anchorage, Kenai Peninsula, Denali, Fairbanks, and Tok.
- Educate area residents about activities and services that will enhance the experience for visiting friends and relatives. While VFR’s represent less than 10 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 45-47).

## Visitor Volume

The table below shows the estimated number of visitors to the Copper Basin region between May and September, 2005, segmented by cruise, non-cruise, overnight, and day visitors. Volume was determined using estimated visitor volume to the state, and percentages of cruise and non-cruise visitors who reported visiting the Copper Basin region. Further detail on the methodology can be found on page 48.

## Copper Basin Visitor Volume Estimates, Summer 2005

	Overnight Visitors	Day Visitors	Total Visitors
Non-cruise visitors	34,500	54,000	<b>88,500</b>
Cruise visitors	5,500	1,500	<b>7,000</b>
Total visitor volume	40,000	55,500	<b>95,500</b>

### Map of Target Rural Regions

Copper Basin was one of four rural regions targeted by DCCED in this survey project. Below is a copy of the map that was shown to visitors to identify whether they had visited the four rural regions.



### Summary Table: Rural, Copper Basin, and Urban-Only Visitors

The following table presents survey results based to three groups of respondents: rural Alaska visitors, Copper Basin visitors, and “urban-only” visitors (non-cruise visitors who did not spend a night in any rural location).

**Summary Table: Rural, Copper Basin, and Urban-Only Visitors**  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	Rural Visitors	Copper Basin Visitors	Urban-Only Visitors
<b>Trip Purpose</b>			
Vacation/pleasure	82%	90%	45%
Visiting friends/family	14	8	43
Business/pleasure	4	2	12
<b>Overnight Destinations (Top 5)</b>			
Anchorage	62%	64%	53%
Denali/Healy/Cantwell	46	56	-
Fairbanks	27	47	11
Seward	27	32	10
Tok	22	52	-
<b>Average length of stay in Alaska</b>	12.5 nights	18.6 nights	9.0 nights
<b>Activities (Top 5)</b>			
Shopping	61%	27%	62%
Wildlife viewing	59	55	34
Fishing	46	79	46
Cultural activities	46	20	31
Hiking/nature walk	44	31	30
<b>Average amount spent on Alaska trip</b>	\$1,767 per person	\$2,657 per person	\$984 per person
<b>Previous and Future Alaska Travel</b>			
Been to Alaska before	42%	63%	62%
Very likely to travel to Alaska in the future	61	82	73
<b>Trip Planning</b>			
Average advance time for trip decision	8.2 months	9.0 months	6.0 months
Average advance time for trip booking	3.9 months	4.7 months	3.1 months
Used Internet	75%	72%	76%
Booked over Internet	50	54	59
Used travel agent	25	17	25
<b>Demographics</b>			
West	45%	62%	62%
Midwest	15	15	14
South	15	9	13
East	11	9	8
International	15	5	4
Average party size	2.7 people	2.8 people	2.3 people
Average age	50.1 years	48.0 years	50.5 years
Male	59%	80%	58%
Female	41	20	42

## Introduction

In order to learn more about visitors to rural 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 Copper Basin 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 Copper Basin region. The profile of rural visitors is intended to represent Copper Basin's *potential* market, while the Copper Basin 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.

The data describing trip behavior and travel patterns by rural visitors refers to their entire Alaska trip, not just the rural portions of their trip.

### **Copper Basin Visitors**

To identify visitors to the Copper Basin region, all non-cruise respondents were shown a map that identified the area and asked whether they had visited. (The communities identified on the map as Copper Basin were: Chitina, Copper Center, Gakona, Glennallen, McCarthy/Kennicott, Nebesna, and Paxson.) Respondents who answered affirmatively were asked several questions specific to the region, designed in collaboration with DCCED staff.

This sample also includes any non-cruise visitor who slept overnight in the above locations, but did not answer the map question correctly, or did not complete the survey.

The Copper Basin visitor sample consists of 290 surveys pulled from the non-cruise visitor sample. The maximum margin of error for this sample is  $\pm 5.8$  percent at the 95 percent confidence level.

# STATEWIDE RURAL VISITOR PROFILE

This chapter presents a profile of visitors to Alaska who spent at least one night in a rural location, representing the potential market for rural communities. The total sample size is 1,175.

The chapter provides some results based on trip purpose (vacation/pleasure, visiting friends/relatives, and business/pleasure) and mode of exit (air, ferry, and highway), where the results are particularly relevant. A complete set of survey results based to these sub-groups can be found in the Appendix.

## 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).
- Sample sizes are provided in the table below, as subsequent analysis in this chapter includes comparison of visitors by trip purpose.

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

	% of Rural Visitors
Vacation/pleasure (n=945)	82%
Visiting friends and relatives (n=173)	14
Business/pleasure (n=57)	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.
- This chapter also includes comparison of visitors by exit mode. The sample sizes are: 785 air exiters, 203 ferry exiters, and 187 highway exiters.

**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	12.4
Visiting friends and relatives	12.1
Business/pleasure	16.0
Exited by air	11.2
Exited by highway	15.6
Exited by ferry	19.1

## 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 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/marinelife viewing	59
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 30-31.)
- 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	1,922	4,501
Exited by ferry	1,621	3,613
Exited by highway	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%
Vacation/pleasure	83	14	1	1	<1
Visiting friends/relatives	81	17	<1	1	<1
Business/pleasure	81	18	1	0	0
Exited by air	81	16	1	1	<1
Exited by ferry	80	18	1	1	1
Exited by highway	93	7	0	1	0
Wildlife viewing experiences	65	24	6	4	1
Vacation/pleasure	66	23	6	4	1
Visiting friends/relatives	60	27	8	5	0
Business/pleasure	69	24	1	5	0
Exited by air	61	27	7	5	1
Exited by ferry	51	37	7	4	1
Exited by highway	86	8	3	3	0

## 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 travelers who cruised on their last Alaska trip 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) than other visitors.
- 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 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%

## **REPEAT AND NICHE MARKET ANALYSIS**

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This chapter presents summary profiles of five different sub-samples of visitors to rural Alaska. This information is provided in order for rural communities and businesses to target the niche markets that are most likely to visit rural Alaska.

- **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 (page 23)**

- 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 much more likely to rely on prior experience (57 versus 26 percent). They tended to use other information sources at a lower rate.
- 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 (page 24)**

- 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 were more likely to use guidebooks (40 versus 31 percent), and reported a higher usage of most information sources.

- 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 (page 25)**

- 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 (page 26)**

- 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. They were also more likely to use guidebooks.
- 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 (page 27)**

- 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.
- The fishing market was more likely use their prior experience as a source of information, but less likely to mention most other sources.
- 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

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.

Visitors qualified as urban-only if their trip did not include any overnights in any 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. 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 overnights 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

# COPPER BASIN VISITOR PROFILE

This chapter presents a profile of Alaska visitors who reported spending at least one night in Copper Basin communities, and/or who said they visited the region (whether overnighting or not) when shown a map with Copper Basin communities highlighted (see page 5). The sample includes 290 visitors. In addition to visitor demographics, trip planning, and in-state travel patterns, this chapter includes responses to several questions about visitors' Copper Basin experience:

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

The data describing trip behavior and travel patterns by Copper Basin visitors refers to their entire Alaska trip, not just the Western Alaska portion of their trip.

## Visitor Experience

### Trip Purpose

- Nearly all Copper Basin visitors were traveling for vacation/pleasure purposes, with only 8 percent traveling to visit friends or relatives (VFR), and 2 percent traveling for business/pleasure.

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

	% of Copper Basin Visitors
Vacation/pleasure	90%
Visiting friends and relatives	8
Business/pleasure	2

### Length of Stay

- Copper Basin visitors reported an exceptionally long average length of stay in Alaska, at 18.6 nights. They spent, on average, 2.6 nights in the Copper Basin region.
- Visitors exiting by ferry reported the longest average stay in Alaska, at 23 nights. This compares to 18.7 nights for those exiting by highway, and 14.4 nights for those exiting by air.

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

	Copper Basin Visitors
Average length of stay in Alaska	18.6 nights
Average length of stay in Copper Basin	2.6 nights

## Accommodations

- Copper Basin visitors stayed in a wide variety of accommodations while in Alaska, reflecting their long length of stay.
- Nearly half of Copper Basin visitors reported spending at least one night in their RV or vehicle. A similar number spent at least one night in a hotel or motel. One-third of visitors spent at least one night on a boat or onboard the ferry, while another 26 percent camped.
- Highway visitors were by far the most likely to report sleeping in their RV or vehicle (72 percent), compared to 49 percent of ferry visitors and 14 percent of air visitors.

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

	<b>% of Copper Basin Visitors</b>
RV/vehicle	46%
Hotel/motel	44
Boat/ferry	33
Camping (tent/cabin)	26
Lodge/resort	16
Private home	15
Bed and breakfast	12
Other	5

## Overnight Destinations

- Copper Basin visitors visited an average of 5.5 communities while in Alaska. This compares to 2.7 among all rural visitors.
- Nearly all Copper Basin visitors spent at least one night in the Southcentral region, most commonly Anchorage (64 percent) and the Kenai Peninsula (56 percent).
- Of all visitors who said they visited the Copper Basin area, under half said they overnighted there (39 percent). This is not surprising, considering that three-quarters of visitors said they were in the area to “pass through.”
- The vast majority of Copper Basin visitors overnighted in the Interior region, with Denali the most common destination (56 percent), followed by Tok (52 percent) and Fairbanks (47 percent).
- Nearly one-third of Copper Basin visitors spent at least one night in Southeast, most commonly Haines.

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

	% of Copper Basin Visitors
Southcentral	95%
Anchorage	64
Kenai Peninsula	56
Seward	32
Homer	29
Kenai/Soldotna	24
Copper Basin	39
Glennallen/Copper Center	34
Valdez	32
Palmer/Wasilla	20
Talkeetna	12
Interior	85
Denali/Healy/Cantwell	56
Tok	52
Fairbanks	47
Southeast	32
Haines	21
Skagway	11
Juneau	11
Ketchikan	5
Sitka	4
Glacier Bay/Gustavus	2
Southwest	3
Far North	5

## Visitor Activities

- Copper Basin visitors reported higher rates of participation in nearly all activities when compared to the overall rural market, with the exception of fishing.
- The most popular activity was shopping (72 percent), followed by wildlife viewing (62 percent). More than half also participated in cultural activities and hiking.

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

	% of Copper Basin Visitors
Shopping	72%
Wildlife/marinelife viewing	62
Bear viewing	35
Bird watching	22
Cultural activities	57
Museums/historical sites	51
Native culture tours/activities	22
Gold panning/mine tour	14
Hiking/nature walk	52
Day cruise	47
Fishing	43
Fishing (unguided)	30
Fishing (guided)	22
City tour	33
Camping	31
Visiting friends/relatives	23
Flightseeing	15
Boating	15
Rafting	11
Train	9
White Pass	6
Alaska Railroad	3
Kayaking/canoeing	8
Tramway/gondola	5
Biking	5
Business	3
Hunting	1
Dog sled/kennel tour	1
Garden/rainforest tour	1
Other activities	16

## Visitor Expenditures

- Copper Basin visitors spent an average of \$1,792 per person while in Alaska, and \$152 per person while in Copper Basin. The low spending in the region is to be expected, considering that the average length of stay in the region is 2.6 nights.
- Among visitors who said their purpose in visiting Copper Basin was “passing through,” the average spending figure was \$71 per person. This compares to \$236 per person among all other visitors.

### Visitor Expenditures in Alaska and Copper Basin Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

	Copper Basin Visitors	
	Per Person	Per Party
Total spending in Alaska	\$1,792	\$3,976
Total spending in Copper Basin	152	338
Passing through (n=193)	71	151
All other trip purposes (n=130)	236	538

## Visitor Satisfaction

- Copper Basin visitors reported very high satisfaction with their overall Alaska experience, with 86 percent very satisfied, and less than 1 percent either dissatisfied or very dissatisfied.
- Although wildlife viewing was rated slightly lower than the overall Alaska experience, these are very high ratings compared to most other Alaska visitors. This is likely reflective of the high numbers of visitors who participated in wildlife viewing, particularly bear viewing.

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Overall experience in Alaska	86%	13%	1%	<1%	<1%
Wildlife viewing experiences	71	19	4	5	1

## Copper Basin Experience

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

- About three-quarters of Copper Basin visitors said their purpose in visiting the area was “passing through.” Outdoors/scenic beauty was also a common reason for visiting, accounting for one-quarter of visitors.
- One out of six Copper Basin visitors went to the area to visit Wrangell-St. Elias/Kennicott.

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

	<b>% of Copper Basin Visitors</b>
Passing through	74%
Outdoors/scenic beauty	23
Wrangell-St. Elias/Kennicott	16
Wildlife	9
Remote location	8
Fishing	8
Friend/family recommended	8
Camping	6
Tour package	4
Visit friends/family	2
Other	5

- Two-thirds of Copper Basin visitors said their most enjoyable experience was outdoors/scenic beauty, while another 21 percent said it was the wildlife. Fifteen percent mentioned Wrangell-St. Elias/Kennicott – about the same number who listed that destination as a reason for visiting the area.

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

	<b>% of Copper Basin Visitors</b>
Outdoors/scenic beauty	66%
Wildlife	21
Wrangell-St. Elias/Kennicott	15
Remote location	14
Fishing	8
Hiking	7
Camping/RV	4
People	3
Visit friends/family	2
Other	7
Don't know/refused	5

- Visitors were asked what the region could do to improve the visitor experience. Over one-third said “nothing.” The other responses were coded and grouped into categories. Transportation was the most common category, with 19 percent of visitors making suggestions in that area. Other responses over 10 percent included service, lodging, food, tours /activities, and information.

***What, if anything, could the region do  
to improve the visitor experience?***  
**Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

	<b>% of Copper Basin Visitors</b>
Nothing	36%
Transportation	19
Service	13
Lodging	12
Food	12
Tours/activities	11
Information	11
Roads	8
RV campground	3
Rest stop/restrooms	2
Other	6
Don't know/refused	9

## Trip Planning

### Advance Planning Time

- Copper Basin visitors tend to make their trip decision very far ahead of time – an average of 9.8 months before their trip. Four out of ten made the decision one year or more ahead of time.
- These visitors made their travel arrangements an average of 3.6 months ahead of time, with over half booking within three months of travel.

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

<b>% of Copper Basin Visitors</b>	
<b>How far in advance did you decide to come on this trip to Alaska?</b>	
Three months or less	20%
Four to six months	27
Seven to eleven months	15
One year or more	38
Average # months	9.8 months
<b>How far in advance did you book your major travel arrangements?</b>	
Three months or less	56%
Four to six months	27
Seven to eleven months	10
One year or more	7
Average # months	3.6 months

### Internet Use

- Three-quarters of Copper Basin visitors said they used the Internet to plan their trip, including 36 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 vehicle rental.

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

% of Copper Basin Visitors	
<b>Used Internet</b>	75%
Research only	40
Research and book	36
<b>Which portions of your trip did you book over the Internet? (Base: Booked over the Internet)</b>	
Airfare	61%
Lodging	41
Vehicle rental	38
Ferry	24
Tours	22
Overnight packages	3
Other	3

**Travel Agent Use**

- One out of five Copper Basin visitors reported using a travel agent in booking their Alaska trip.
- Travel agents were most commonly used to book airfare (71 percent), followed by tours and lodging (each 44 percent). One out of five travel agent users booked their ferry travel using this method.

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

% of Copper Basin Visitors	
<b>Did you use a travel agent?</b>	
Yes	19%
No	81
<b>Which portions did you book through a travel agent? (Base: used travel agent)</b>	
Airfare	71%
Tours	44
Lodging	44
Vehicle rental	35
Ferry	19
Overnight packages	15
Other	2

## Other Sources of Information

- Copper Basin visitors report using a wide variety of information sources in addition to the Internet and travel agents. Their trip research is more extensive than many other Alaska visitors.
- Guidebooks were heavily used, particularly the Milepost, which was mentioned by over one-third of respondents.
- Copper Basin visitors also used brochures frequently, with nearly one-third mentioning them as a source.

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

	% of Copper Basin Visitors
Guidebooks	50%
Milepost	35
Lonely Planet	8
Frommers	6
Friends/family	42
Brochures	31
Prior experience	26
AAA	19
Ferry brochure/schedule	18
Magazine	13
Community brochures	12
Convention and Visitors Bureau	10
Club/organization	4
Newspaper	4
Library	3
Alaska State Vacation Planner	3
Lodging	3
North to Alaska Guide	3
Travel shows	2
Cruise line	2
Lodging	2
None	2
Other	10

\* Top-of-mind recall.

## Previous and Future Alaska Travel

- Over two-thirds of Copper Basin visitors reported being first-time visitors to Alaska.
- Of repeat travelers, over half had entered or exited the state via airplane on their previous trip. Thirty-one percent traveled by highway, 12 percent by cruise ship, and 12 percent by ferry.
- About half of Copper Basin visitors said they were very likely to visit Alaska again.

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

% of Copper Basin Visitors	
<b>Is this your first trip to Alaska?</b>	
Yes	68%
No	32
<b>Mode of transportation used to enter/exit Alaska on previous trip (Base: Previously visited Alaska)</b>	
Air	52%
Highway	31
Cruise ship	12
Ferry	12
<b>How likely are you to return to Alaska?</b>	
Very likely	52%
Likely	20
Unlikely	19
Very unlikely	2

## Demographics

### Visitor Origin

- The Copper Basin attracts fewer Western US visitors, and more international visitors, when compared to the overall rural market.
- California was the most common state of origin among visitors, accounting for 12 percent.
- Germany accounted for 6 percent of Copper Basin visitors – a much higher percentage when compared to other Alaska visitors.

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

	% of Copper Basin Visitors
Western US	34%
California	12
Washington	7
Oregon	5
Midwestern US	19
Wisconsin	5
Michigan	4
Southern US	17
Florida	6
Texas	5
Eastern U.S.	8
Massachusetts	2
Pennsylvania	2
International	22
Germany	6
Canada	3
Australia	3

## Other Demographics

- Copper Basin visitors resembled other rural visitors in most demographic characteristics. They reported an average age of 52 years and an average party size of 2.6 people.
- When compared to other rural visitors, Copper Basin visitors were slightly less likely to have obtained a college degree, and reported a slightly lower average income.

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

% of Copper Basin Visitors	
<b>Gender (cumulative)</b>	
Male	54%
Female	46
<b>Age (cumulative)</b>	
1-18 years old	7%
19-34 years old	12
35-44 years old	14
45-64 years old	45
Over 65 years old	22
Average age	52.1 years old
Average party size	2.6 people
<b>Education</b>	
Less than H.S. diploma	1%
High School Grad/GED	21
Vocational Cert.	9
Some College	21
AA degree	4
College graduate	43
Bachelor's	24
Master's	12
Doctorate	6
<b>Average household income</b>	
Mean income	\$80,300
Refused	10%

## Responses to Copper Basin Questions

### ***Why did you choose to visit the Copper Basin area?***

AAA trip route  
Been to South side (prior experience)  
Bike component  
Campground  
Drive in and ferry out  
Glaciers  
Good hiking  
Go to Valdez (4 mentions)  
History (2 mentions)  
Historic Region  
Length of route  
Looking for place to live  
Low traffic  
Map said go that way  
McCarthy  
Milepost information  
Museums  
On route of personal bike tour  
On way to Haines  
Package component  
Part of tour (6 mentions)  
Passing through  
Route desired highway through Tok  
Wanted to see it  
Use the Alcan

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

Birdwatching  
B&B Accommodations  
Canoeing  
Fish  
Glaciers (3 mentions)  
History  
Ice climbing (2 mentions)  
Kennecott  
Lack of people (2 mentions)  
Mines  
Mountains  
Museum  
No activity  
Not so many tourists  
Pipeline  
Quiet  
Restaurant  
Riverview B&B  
Snow  
St. Elias Visitor Center  
Tangle Lakes  
Views  
Wildlife exhibit in Glennallen  
Winding roads

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

False advertising regarding RV parks. Lying about whether they have internet or not (they don't)  
Upgrade and clean up campgrounds.  
More options/ reasonable price – Transportation  
Too many mosquitoes  
Pave the road to Kennicott  
Needs to remain untouched  
More bathrooms (4 mentions)  
Weather  
Lower prices – restaurants and lodging (2 mentions)  
Roads – hard to get to places  
Airline service  
Would like to see more wolf control  
Place more mile markers  
Add (road) signs (3 mentions)  
Improve road quality (7 mentions)  
Open more shops  
Improve signage, more advance notice on roads of upcoming attractions/ services/ cities (2 mentions)  
More shoulders on road for bikers  
More restroom facilities/ rest stops (2 mentions)  
Fewer children on train  
Travel guides talk less  
Better fishing  
Restaurant servers disinterested in customers (Glennallen)  
Don't change it/spoil it  
Road maintenance: highway torn up in a manner that makes transiting too difficult for long spans  
Road construction over too many continuous miles  
Improve signage re: services  
More publicity about activity options  
Improve road/ road maintenance (8 mentions)  
Need more campgrounds  
Improve road from McCarthy to Kennecott  
More housing along route  
Allow overnight parking in rest areas  
More restaurants  
More tours and activities, unique hiking trails, ski resorts, glacier viewing  
Many people don't even know about it – undiscovered area  
More gas stations  
More readable road signs  
Fix roads, have warning signs for tourists  
Tell people how long they have to wait (construction zones)  
A Princess Lodge on the river would be nice.  
How about tow trucks and rental cars?  
Something to do. Mini-golf, movies, mini mall, anything  
Keep it the same  
Cheap nice places to eat  
Better weather (2 mentions)  
Handicap facilities  
Don't pave the road  
Wish we could have stayed forever. This was our favorite hotel and location (Princess)  
Bus ran only every other day or so (AK Direct)  
Clean up yards and junk around businesses  
Clean up river area and campgrounds (old cars and junk)  
Increase publicity, advertise about areas (2 mentions)  
Improve advertising  
More options for lodging  
Improve quality of lodging (2 mentions)  
Increase number of visitor attractions  
Improve hospitality aspects of region: restaurants, lodging, traveler information  
Improve RV parks  
Improve signage

Cut down trees that block view at scenic viewpoints along the highway

Flush toilets in campgrounds

Clean up campgrounds

Signs to indicate RV parks

Improve amenities for campers

Improve roads

Lower fees

Wrangell-St. Elias needs better promotion; most other National Parks focus on one specific feature that people go to see. Need to get people closer on a road system. This area needs to be further developed. It's a great place to stop. But most travelers pass through because they don't know what the area has to offer. Roads need improving; need more insect control especially mosquitos. Better access to Wrangell-St. Elias Park. Less expensive flightseeing to the mountains.

Improve roads from Kennecott to McCarthy

More signs for RVers to find RV parks

Better repair services along highway. No one interested in helping.

Better brochures

De-commercialize McCarthy

Need more grocery stores and restaurants

Cell phone towers/service

Affordable ferry rates especially for vehicles

The stop in Tok set our trip (got brochure there)

Cheaper gas

Clear markings on trails

Fast food restaurants too slow

Was going to stay longer but nothing to offer so left (area)

Hotel lodges

Campgrounds

A log building with a can-can show or other form of entertainment. Nothing to do in Interior. Beautiful but boring.

## COPPER BASIN VISITOR VOLUME ESTIMATE

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This chapter presents an estimate of the number of visitors to the Copper Basin 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 "Copper Basin" 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.

The number of additional visitors who did not overnacht in the region was estimated using the percentage that reported zero nights in Copper Basin, but said they visited the area.

Cruise visitors were also asked which communities they overnighted in while in Alaska, including Glennallen/Copper Center. This percentage was applied to the total statewide cruise volume for 2005. The number of additional cruise visitors who did not overnacht in the region was estimated by assuming that cruise visitors who overnighted in Valdez are likely to have passed through the Copper Basin area, based on land tour patterns.

### Copper Basin Visitor Volume Estimates, Summer 2005

	Overnight Visitors	Day Visitors	Total Visitors
Non-cruise visitors	34,500	54,000	<b>88,500</b>
Cruise visitors	5,500	1,500	<b>7,000</b>
Total visitor volume	40,000	55,500	<b>95,500</b>

The tables in this section present additional data on rural visitors to Alaska, with detail by trip purpose (vacation/pleasure, visiting friends/relatives, and business/pleasure) and mode of exit (air, ferry, and highway). The sample sizes can be seen in the table below.

**Sample Sizes of Rural Visitors  
by Trip Purpose and Mode of Exit  
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005**

<b>Sample Sizes</b>	
All rural visitors	1,175
Vacation/pleasure	945
Visiting friends/relatives	173
Business/pleasure	57
Exited by air	785
Exited by ferry	203
Exited by highway	187

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

	<b>Rural Visitors</b>	<b>Air</b>	<b>Ferry</b>	<b>Highway</b>
Vacation/pleasure	82%	78%	89%	96%
Visiting friends and relatives	14	17	8	3
Business/pleasure	4	5	4	2

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

	<b>Rural Visitors</b>	<b>V/P</b>	<b>VFR</b>	<b>B/P</b>	<b>Air</b>	<b>Ferry</b>	<b>Hwy</b>
Hotel/motel	53%	56%	31%	58%	60%	51%	24%
Lodge/resort	28	31	20	14	35	11	9
Camping (tent/cabin)	28	27	32	26	30	26	19
Private home	25	15	80	30	31	14	3
RV/vehicle	21	23	13	6	10	35	64
Bed and breakfast	12	13	8	14	14	19	3
Boat/ferry	10	10	5	11	5	97	2
Other	6	6	3	12	7	10	-

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

	Rural Visitors	V/P	VFR	B/P	Air	Ferry	Hwy
Southcentral	78%	79%	74%	72%	81%	65%	71%
Anchorage	62	64	52	59	67	45	45
Kenai Peninsula	44	46	38	25	45	47	40
Seward	27	30	14	14	29	30	19
Homer	19	19	17	13	17	27	24
Kenai/Soldotna	14	15	10	8	11	18	23
Valdez	14	16	6	8	12	16	22
Palmer/Wasilla	11	11	11	12	10	16	17
Talkeetna	11	12	9	8	13	6	6
Glennallen/Copper Center	9	9	6	10	8	18	10
Girdwood/Alyeska	3	3	-	4	4	1	-
Interior	63	66	44	58	54	67	98
Denali/Healy/Cantwell	46	49	34	45	46	44	47
Fairbanks	27	30	16	19	26	48	27
Tok	22	25	7	5	4	41	90
Southeast	22	23	17	21	21	86	7
Juneau	8	9	5	6	8	29	1
Ketchikan	4	4	2	5	4	16	-
Sitka	2	2	2	2	1	13	1
Skagway	6	6	2	1	4	34	4
Haines	5	5	2	4	2	48	4
Prince of Wales Is.	4	3	4	4	4	6	1
Petersburg	3	3	2	3	3	6	-
Glacier Bay/ Gustavus	2	2	1	1	3	4	-
Wrangell	1	1	2	2	1	9	-
Southwest	10	11	7	14	13	1	3
Kodiak	2	2	<1	4	2	1	2
Far North	5	5	3	10	5	4	5
Nome	2	1	1	4	1	1	2

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

	Rural Visitors	V/P	VFR	B/P	Air	Ferry	Hwy
Shopping	61%	62%	57%	48%	55%	67%	84%
Wildlife/marinelife viewing	59	59	53	73	62	85	34
Bear viewing	28	29	20	30	27	51	21
Bird watching	16	16	14	20	17	27	8
Fishing	46	46	46	36	48	35	43
Fishing (unguided)	28	28	33	21	27	26	34
Fishing (guided)	25	27	16	22	28	17	15
Cultural activities	46	48	34	38	43	71	48
Museums/ historical sites	37	39	29	21	34	64	39
Native culture tours/ activities	18	19	11	15	19	30	12
Gold panning/ mine tour	11	12	7	7	11	15	13
Hiking/nature walk	44	44	47	43	43	45	46
Day cruise	43	45	34	25	44	43	36
Visiting friends/relatives	27	17	82	30	32	26	6
City tour	25	25	23	22	26	48	14
Camping	20	20	18	22	16	32	31
Boating	17	15	26	13	19	10	9
Flightseeing	16	16	15	11	17	13	13
Train	13	14	5	14	13	25	8
Alaska Railroad	9	10	3	13	11	4	4
White Pass	4	5	1	1	3	23	4
Rafting	13	13	12	5	14	7	9
Kayaking/canoeing	9	8	14	5	9	7	6
Tramway/gondola	5	5	3	2	5	7	2
Business	5	2	1	75	6	1	1
Biking	4	4	4	3	4	5	4
Hunting	3	3	3	-	3	1	3
Dog sled/kennel tour	2	2	1	-	2	1	-
Garden/rainforest tour	1	1	3	-	1	1	-
Other activities	11	12	6	8	10	13	12

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

	Rural Visitors	V/P	VFR	B/P	Air	Ferry	Hwy
<b>How far in advance did you decide to come on this trip to Alaska?</b>							
3 months or less	27%	23%	46%	36%	30%	22%	14%
4-6 months	29	29	30	37	32	22	22
7-11 months	15	16	10	3	14	17	16
1 year or more	29	32	15	23	24	38	47
Average # months	8.2	8.8	5.4	6.4	7.1	9.1	12.4
<b>How far in advance did you book your major travel arrangements?</b>							
3 months or less	51%	47%	69%	71%	49%	65%	56%
4-6 months	33	35	23	22	34	22	29
7-11 months	11	12	7	2	11	13	7
1 year or more	5	6	1	4	5	1	9
Average # months	3.9	4.2	2.9	3.1	4.1	2.8	3.6

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

	Rural Visitors	V/P	VFR	B/P	Air	Ferry	Hwy
<b>Used Internet</b>	75%	77%	69%	67%	79%	71%	64%
Research only	26	28	13	26	20	42	44
Research and book	50	49	56	41	59	29	20
<b>Which portions of your trip did you book over the Internet? (Base: Booked over the Internet)</b>							
Airfare	83%	81%	96%	83%	87%	19%	64%
Lodging	41	45	18	48	42	49	27
Vehicle rental	33	37	17	25	32	14	55
Tours	22	25	11	15	22	38	24
Ferry	8	9	2	-	5	79	12
Overnight packages	4	5	-	-	5	-	3
Other	3	3	1	-	2	4	9

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

	Rural Visitors	V/P	VFR	B/P	Air	Ferry	Hwy
<b>Did you use a travel agent?</b>							
Yes	25%	26%	18%	28%	28%	17%	14%
No	75	74	82	72	72	83	86
<b>Which portions of your trip did you book through a travel agent? (Base: used travel agent)</b>							
Airfare	80%	78%	89%	100%	81%	42%	87%
Lodging	52	55	11	35	54	49	43
Tours	47	49	11	35	50	52	26
Vehicle rental	22	23	7	10	16	9	61
Overnight packages	12	13	-	-	14	-	9
Ferry	9	9	11	-	4	88	-
Other	2	2	-	-	1	3	4

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

	Rural Visitors	V/P	VFR	B/P	Air	Ferry	Hwy
Friends/family	44%	39%	77%	28%	47%	46%	30%
Guidebooks	31	33	24	26	26	54	44
Milepost	16	17	14	9	11	37	32
Frommers	5	5	5	6	5	5	8
Lonely Planet	5	6	2	7	4	10	7
Prior experience	26	23	44	25	30	32	9
Brochures	18	20	12	10	12	29	40
AAA	9	10	4	11	7	24	14
Magazine	8	9	4	9	7	14	11
Convention and Visitors Bureau	6	7	2	7	3	7	18
Ferry brochure/ schedule	6	7	2	4	2	39	11
Community brochures	6	7	3	1	2	11	18
Library	3	4	<1	-	3	4	4
Alaska State Vacation Planner	3	3	2	-	3	5	3
Lodging	1	1	-	1	1	1	2
Club/organization	2	3	-	5	1	4	6
Travel shows	2	2	-	-	2	4	-
Newspaper	2	2	-	-	1	5	3
Cruise line	1	2	-	-	1	1	3
North to Alaska Guide	1	2	-	-	<1	1	7
None	3	2	4	3	3	1	3
Other	7	8	1	13	4	2	24

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

	Rural Visitors	V/P	VFR	B/P	Air	Ferry	Hwy
<b>Is this your first trip to Alaska?</b>							
Yes	58%	63%	32%	55%	52%	61%	83%
No	42	37	68	45	48	39	17
<b>Mode of transportation used to enter/exit Alaska on previous trip (Base: Previously visited Alaska)</b>							
Air	72%	68%	85%	65%	77%	31%	35%
Highway	14	16	8	11	9	36	48
Cruise ship	10	11	5	21	10	15	7
Ferry	4	3	4	9	2	36	-
Other	1	1	-	-	1	-	-
<b>How likely are you to return to Alaska?</b>							
Very likely	61%	58%	73%	74%	63%	41%	57%
Likely	22	23	16	23	21	25	23
Unlikely	10	11	5	1	8	23	14
Very unlikely	3	3	3	-	3	1	5

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

	Rural Visitors	V/P	VFR	B/P	Air	Ferry	Hwy
Western US	45%	41%	64%	51%	52%	34%	21%
California	16	16	17	14	20	8	4
Washington	9	7	17	4	10	9	5
Oregon	5	4	9	6	6	6	3
Midwestern US	15	14	18	16	15	23	10
Michigan	2	2	3	8	2	5	3
Wisconsin	2	3	1	-	2	5	1
Illinois	2	2	2	-	2	3	1
Southern US	15	16	10	3	13	13	23
Texas	4	5	1	1	4	3	7
Florida	3	3	4	-	2	4	6
Eastern U.S.	11	11	5	18	12	7	6
New York	2	2	2	-	3	1	1
Pennsylvania	2	2	<1	6	2	2	1
International	15	18	3	12	9	22	39
Germany	3	4	-	-	1	2	14
Canada	3	3	2	7	1	6	6
United Kingdom	2	2	-	4	2	2	-
Australia	2	2	-	-	1	3	3

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

	Rural Visitors	V/P	VFR	B/P	Air	Ferry	Hwy
<b>Gender (cumulative)</b>							
Male	59%	61%	45%	69%	61%	52%	55%
Female	41	39	55	31	39	48	45
<b>Age (cumulative)</b>							
1-18 years old	8%	8%	13%	7%	9%	10%	5%
19-34 years old	14	13	17	27	15	11	10
35-44 years old	13	14	10	20	13	9	18
45-64 years old	47	49	38	38	48	41	46
Over 65 years old	17	17	22	8	15	29	20
Average age	50.1	50.5	49.5	45.1	49.7	54.7	50.2
Average party size	2.7	2.8	2.2	3.0	2.8	2.5	2.6
<b>Education</b>							
Less than H.S. diploma	2%	2%	3%	-	1%	1%	4%
High School Grad/GED	17	17	20	17	13	15	34
Vocational Cert.	6	6	4	1	4	8	12
Some College	15	15	14	10	12	14	25
AA degree	6	6	3	9	7	5	2
College graduate	53	52	54	62	60	55	21
Bachelor's	26	25	30	26	8	34	13
Master's	18	18	19	28	21	16	7
Doctorate	9	9	6	7	11	5	1
<b>Average household income</b>							
Mean income	\$91,200	\$92,300	\$85,600	\$88,500	\$97,500	\$80,200	\$71,000
Refused	12%	12%	12%	20%	14%	8%	5%