

**Prepared for:  
State of Alaska,  
Department of Commerce, Community,  
and Economic Development**

# **Alaska Conversion Study**

## **Final Report**

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**2013**



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## I. Introduction

Promotion of the free official State of Alaska vacation planner through advertising in selected sources generates consumer awareness and interest in visiting Alaska and ultimately converts visitor prospects to Alaska visitors. Although the state's domestic marketing program uses a number of different advertising sources, the following table summarizes the 68 sources tested in the 2013 Alaska Conversion Study and how the individual source types will be identified throughout the report.

| Individual Sources |                        |      | Combination of Several Sources |                                 |      |
|--------------------|------------------------|------|--------------------------------|---------------------------------|------|
| # Tested           | Source                 | Type | # Tested                       | Source                          | Type |
| 24                 | Direct Mail            | DM   | 1                              | All Other Sources (25 Sources)  | OS   |
| 19                 | Magazine               | M    | 1                              | All Other Magazine (14 Sources) | M    |
| 17                 | Online                 | OL   | 1                              | All Other TV (9 Sources)        | TV   |
| 1                  | TV                     | TV   | 1                              | All Other Online (23 Sources)   | OL   |
| 1                  | Google PPC             | OL   | 1                              | 2 <sup>nd</sup> Year Convertors |      |
| 1                  | PPC Yahoo/MSN          | OL   | 1                              | 3 <sup>rd</sup> Year Convertors |      |
| 1                  | Good Housekeeping Coop | Misc | 1                              | 4 <sup>th</sup> Year Convertors |      |

The State of Alaska is interested in assessing the effectiveness and cost efficiency of the 2013 domestic marketing program. This study evaluates the overall program and individual sources. A total of 20,400 interviews were conducted with a sample of 300 requestors from each of the 68 sources. All interviewing was conducted in October-November 2013.

The following report presents results from a study of the State of Alaska's 2013 domestic marketing program. It is based on quantitative information developed within the scope of the research process.

Comparisons in this report are made for 2013 and prior years back to 2008. Data prior to 2008 is available upon request.

The second-year, third-year, and fourth-year conversion of the 2010, 2011, and 2012 non-convertors was also measured to test the delayed effectiveness of the past program. Results from these sources are included in the report but excluded from the 2013 analysis (e.g. matrix, associated graphs/charts since they are not a component of the 2013 program).

All surveying for the 68 sources tested was conducted using CRT telephone interviewing. The 17 online sources were also tested using online surveys to allow for further analysis, separate from this report, of the two data collection methodologies. Results from the online surveys and the phone surveys are shown for comparison purposes only in the matrices (pages 51 through 55). Results from the online sources are excluded from the 2013 analysis (e.g. matrix sub-totals and totals, associated graphs/charts for the balance of the report) to ensure assessment of the effectiveness and cost efficiency of each source and the 2013 program overall is based on same method of data collection.

## II. Purpose and Objectives

### Purpose

The purpose of the 2013 Conversion Study is to:

- Assess the effectiveness and cost efficiency of the overall 2013 domestic marketing program and the comparative effectiveness of individual advertising strategies and sources;
- Pinpoint the most effective and efficient sources for selecting future domestic marketing program strategies;
- Assess overall contribution of various sources to total conversion for future planning.

### Objectives

Specific objectives include:

- Determine inquiry response rate and visitor conversion rate;
- Measure cost per inquiry, cost per conversion, and return on investment (ROI) based on advertising costs, response, conversion rates and transportation costs;
- Compare visitor projections with actual visitation;
- Make specific media vehicle comparisons between the effectiveness and cost efficiency of the 2013 program versus prior programs;
- Establish conversion guidelines for use in future media and direct marketing strategy development.

### III. Executive Summary

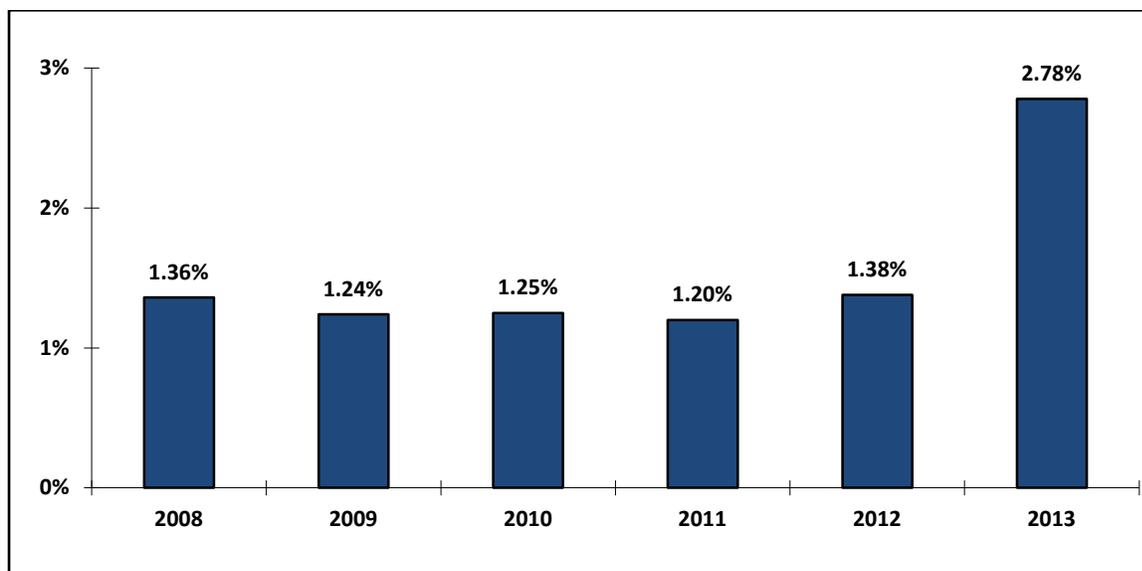
#### Response Rates

The 2013 vacation planner was requested by 2.78 percent of those to whom it was made available through the various advertising media tested.

Media choices have changed over time. Some media sources such as magazine and direct mail have a specific population that receives the advertising, making it possible to determine the number of people who respond to the advertising and a call to action (request a vacation planner). With media such as television and online advertising, the exact population that sees the advertising is unknown, and so it is not possible to determine a response rate.

It is important to note that more than half of the sources in the 2013 marketing program did not have a response rate. The portion of the program that has a response rate changes each year, so year-to-year comparisons are difficult to make.

**Response Rate\***  
**2008-2013**

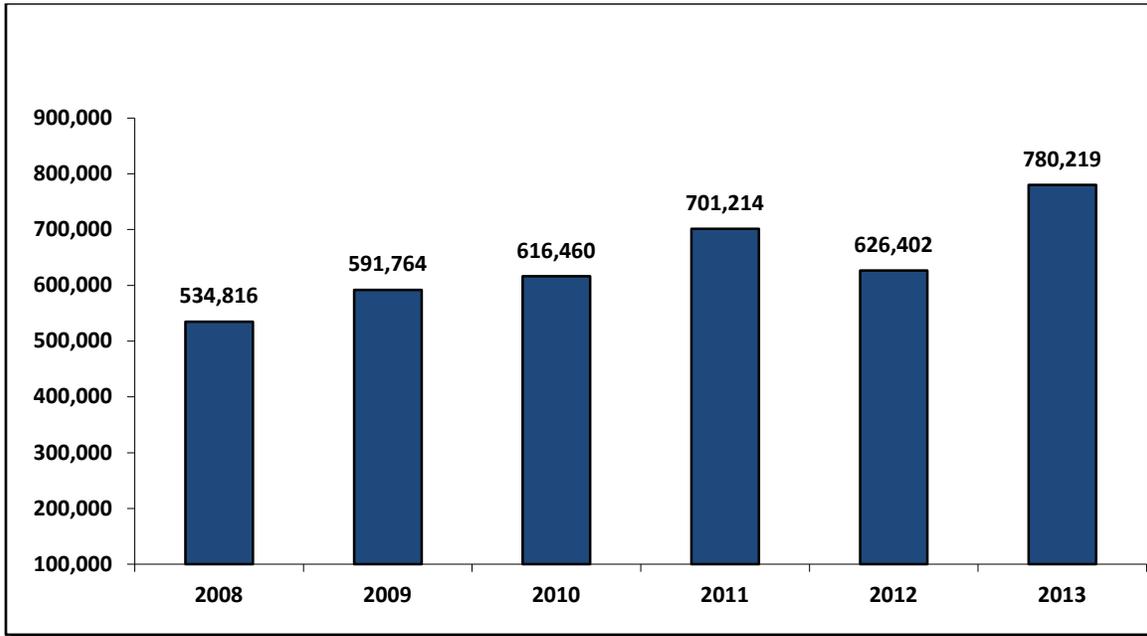


\*Does not include inquiries from television, website/internet sources, and other miscellaneous sources.

#### Responses Generated

- The 2013 program generated a total of 780,219 inquiries, an increase of 25 percent compared to 626,402 inquiries in 2012.

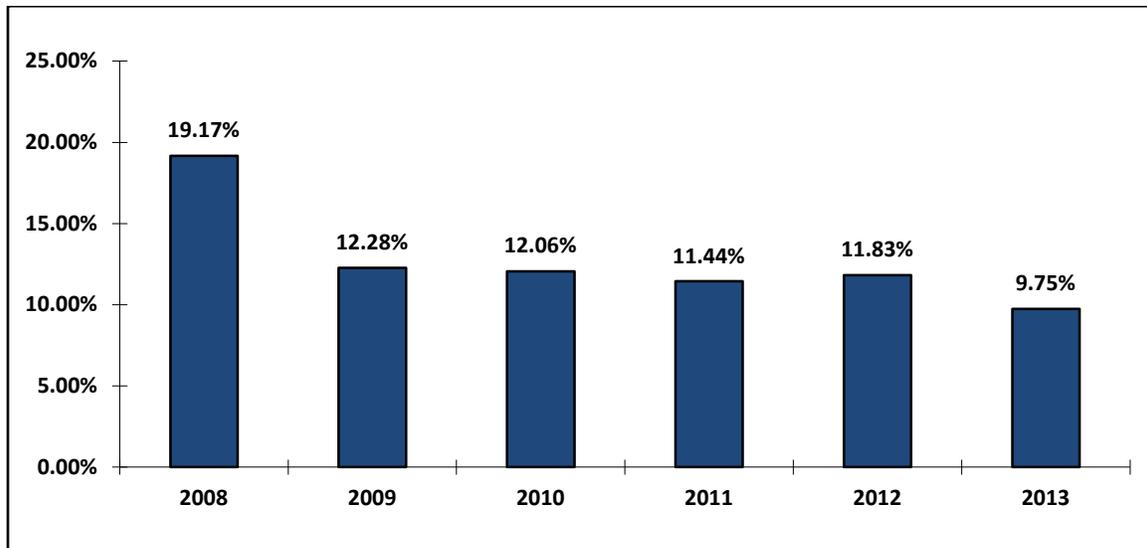
**Number of Responses from Sources Tested  
2008-2013**



### Conversion Rates

- The overall 2013 conversion rate for all sources tested is 9.75 percent, which is slightly lower than 2012 (11.83 percent).

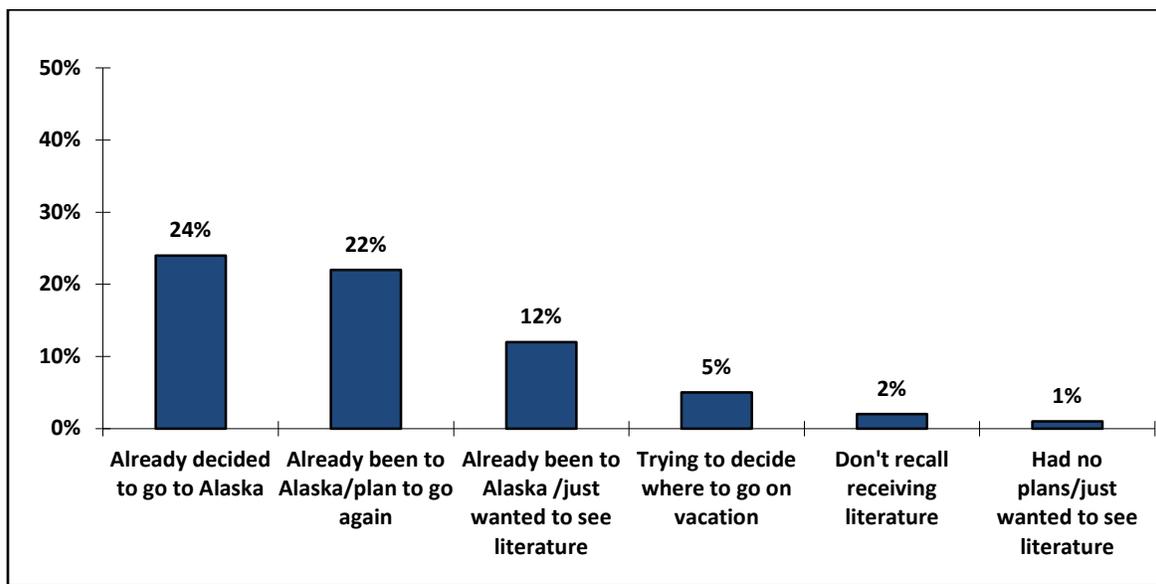
**Conversion Rates  
2008-2013**



### ***Conversion Rates by Intent at Time of Planner Request***

- Requestors reporting the highest conversion rates have already decided to go to Alaska.
- The highest conversion rates are found among those who at the time the vacation planner was requested had “already decided to go to Alaska” (24 percent) or “already been to Alaska; planning to go again” (22 percent). Past Alaska travel experience also has a positive effect on conversion, with those who have “already been to Alaska and just wanted to see the literature” converting at a rate of 12 percent.
- Those who were “trying to decide where to go on vacation” converted at a rate of 5 percent, while those who don't recall receiving the literature converted at a rate of 2 percent. Requestors who “had no travel plans and just wanted to see the literature” report a very low conversion rate of 1 percent.

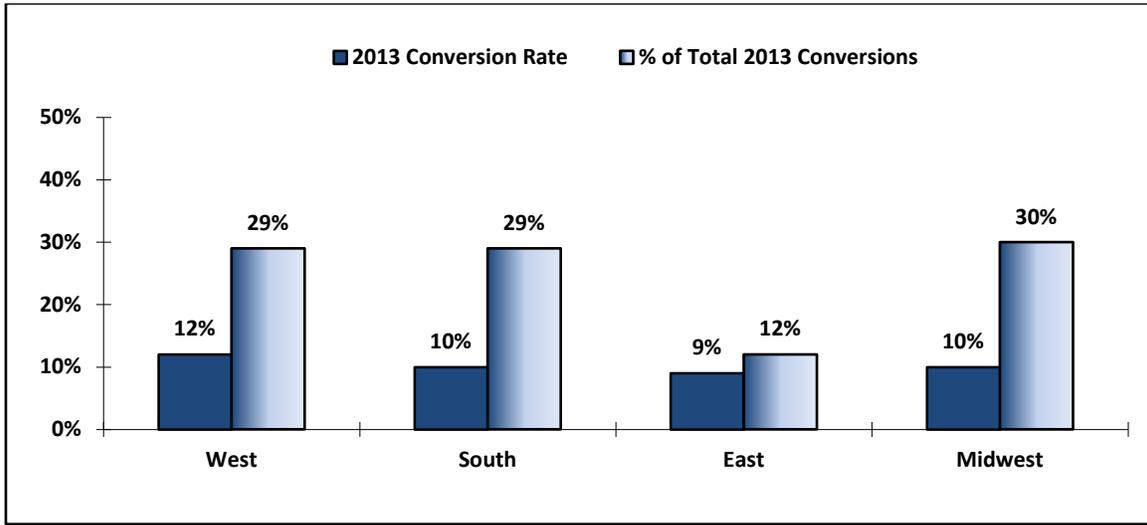
**Conversion Rates by Intent at Time of Planner Request  
2013**



### ***Conversion Rates by Geographic Region***

- Conversion rates are highest in the West (12 percent), followed by the Midwest (10 percent), the South (10 percent), and the East (9 percent). Conversion rates for each of the four regions are down compared to 2012.
- The largest proportion of total conversions for 2013 occurs in the Midwest (30 percent), West (29 percent), and the South (29 percent). The smallest proportion of visitors continues to reside in the East (12 percent).

**Conversion Rates by Geographic Region  
2013**



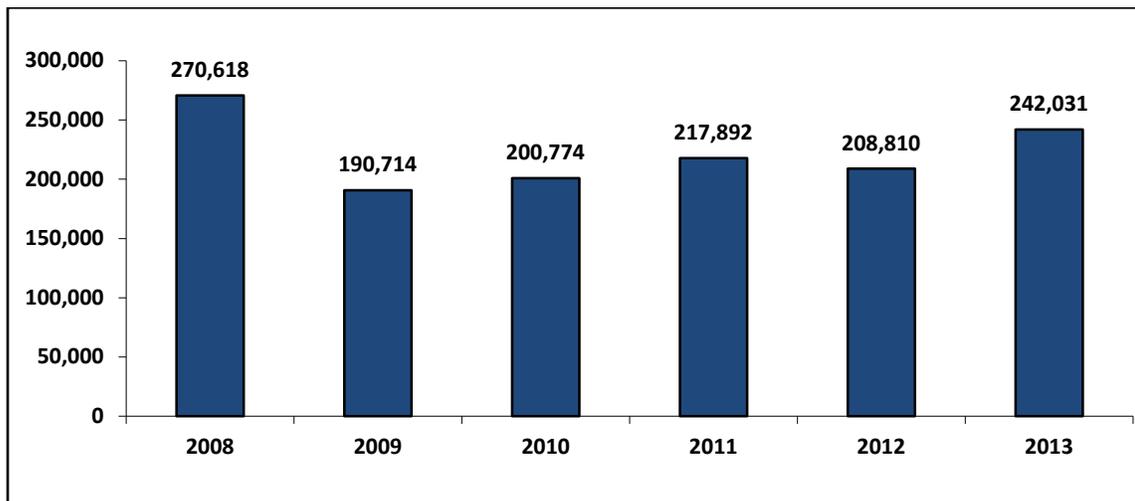
***Compared to Vacation Planner Inquiry Intent to Visit in 2013***

- One in three (29 percent) of the requestors who indicated on the vacation planner inquiry form that they were likely to visit Alaska in 2013 actually convert to 2013 Alaska visitors, representing 83 percent of all 2013 converters.

**Number of Visitors Generated from Sources Tested**

- Overall, the sources tested generated 242,031 visitors in 2013, a 16 percent increase compared to 208,810 visitors in 2012.

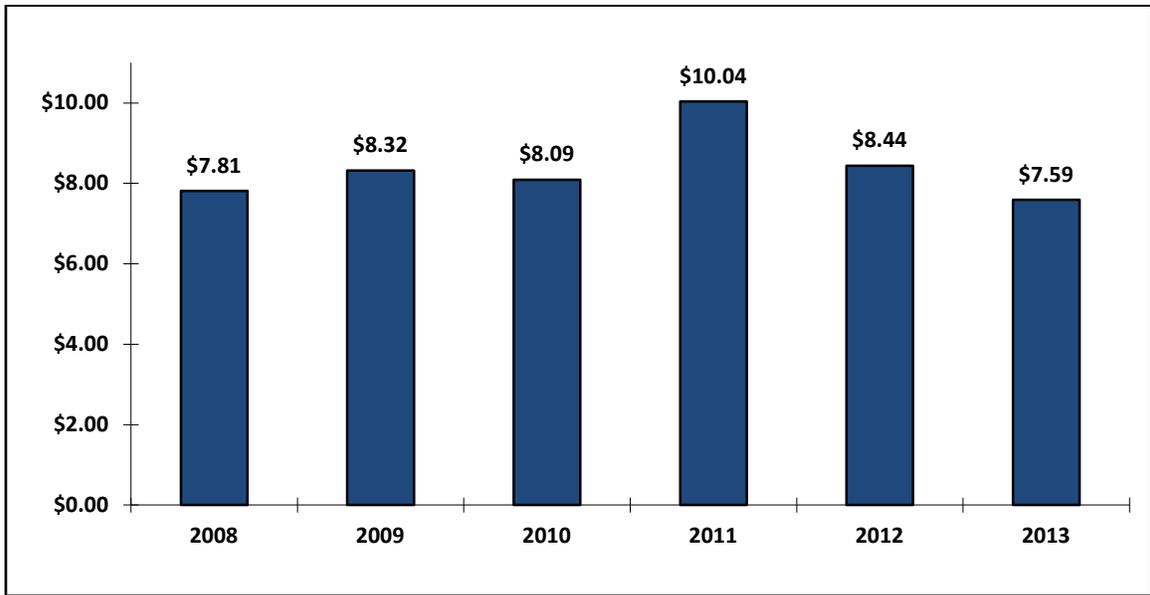
**Number of Visitors Generated from Sources Tested  
2008-2013**



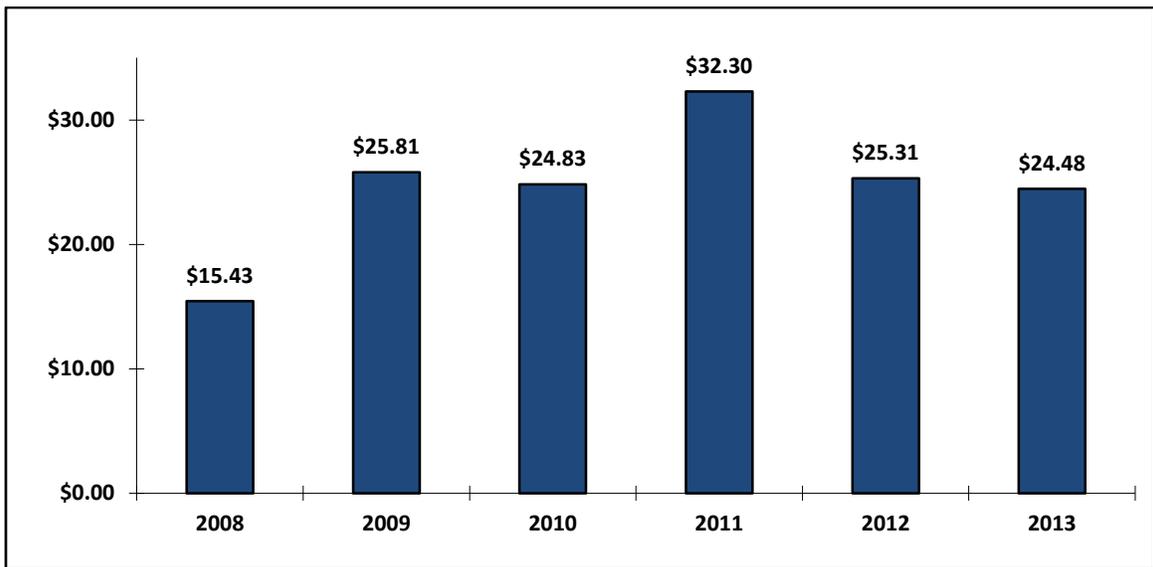
## Cost Efficiency

- The overall cost per inquiry (including fulfillment) for all 2013 sources combined is \$7.59 down from 2012 (\$8.44).
- The overall cost per conversion (including fulfillment) for all 2013 sources combined is \$24.48 per visitor, down compared to 2012 (\$25.31).

**Cost per Inquiry  
2008-2013**



**Cost per Conversion per Person  
2008-2013**

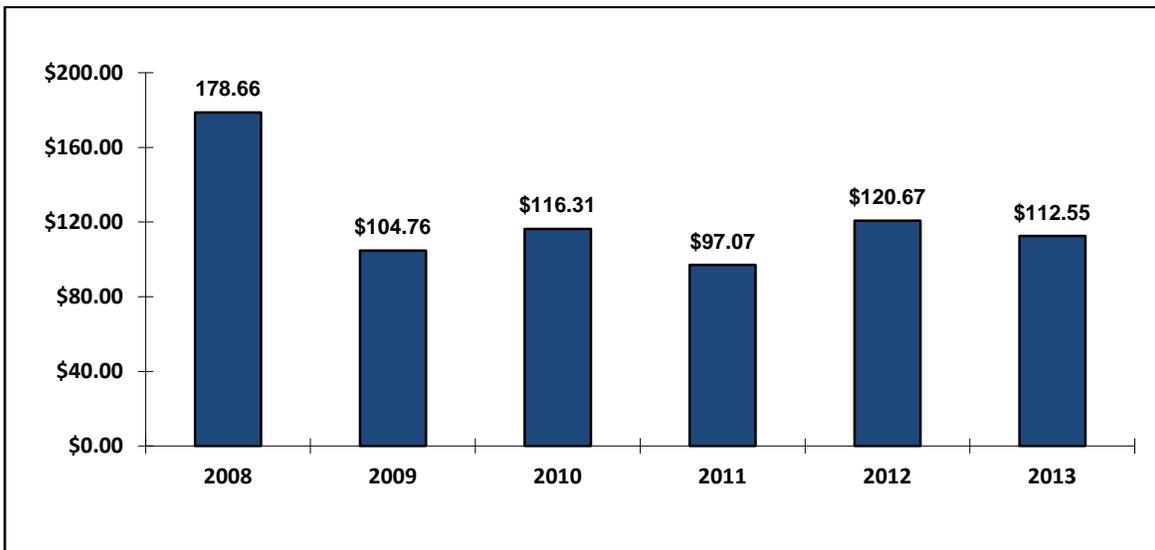


## Return on Investment

The return on investment equals per-person spending multiplied by the number of people (inquirers who converted to visitors) divided by advertising cost.

- The overall return on investment (including transportation costs) for all 2013 sources combined is \$112.55. This is a decrease from 2012 (\$120.67 per visitor).
- The overall return on investment (excluding transportation costs) for all 2013 sources combined is \$76.96 per visitor, a decrease 2012 (\$80.12 per visitor).

**Return on Investment per Person Including Transportation Costs  
2008-2013**



**Return on Investment per Person Excluding Transportation Costs  
2008-2013**

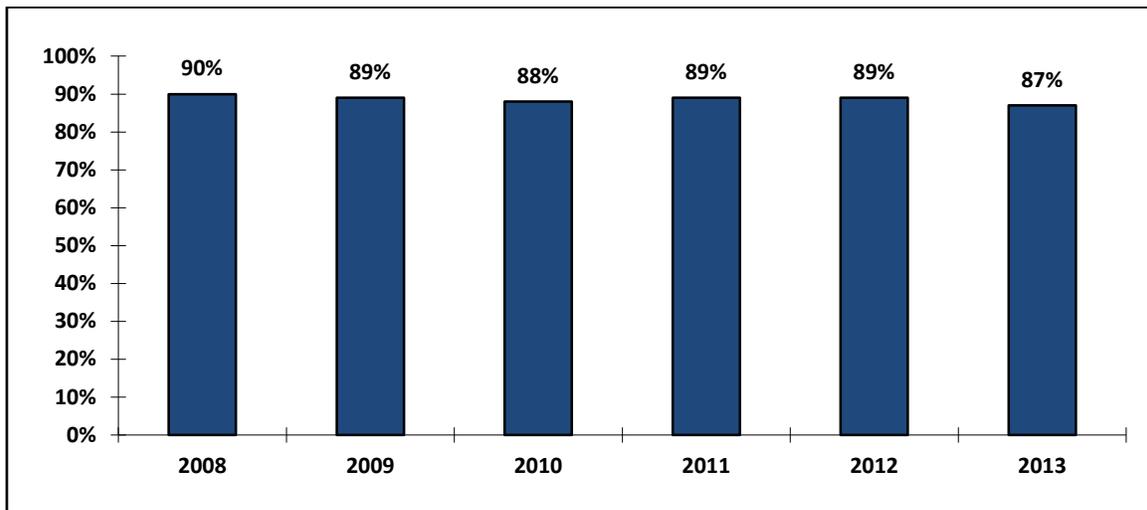


## Visitor Behavior

### *Trip Purpose*

- The majority of 2013 visitors generated from the planner fulfillment program visit Alaska primarily for pleasure purposes (87 percent), which is down from 2012 (89 percent). Far fewer visitors go to Alaska to visit friends and/or relatives (9 percent) or for business purposes (3 percent).

**Pleasure Visitors  
2008-2013**



### *Visiting Friends or Relatives*

- Among those who mention they visited Alaska primarily for pleasure or business purposes, 16 percent said they also visited friends and/or relatives while in the state.
- Overall, 17 percent of all visitors to Alaska in 2013 indicate visiting friends and relatives was either the primary reason or an important (5-6-7 rating) reason for their trip, slightly higher than 2012 (16 percent).

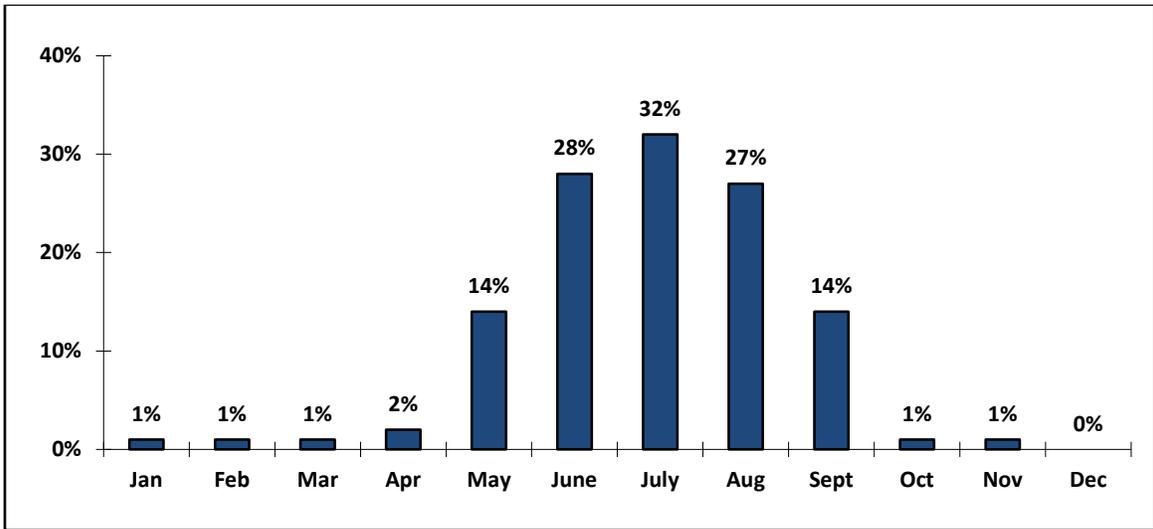
### *Length of Time between Booking and Traveling*

- More than half (55 percent) of the bookings for 2013 travel occurred from January 2013 through July 2013. One in five (20 percent) reservations occurred in 2012. One in ten (9 percent) did not make any reservations.
- Among 2013 visitors who made travel reservations, more than half (55 percent) travel within four months of their reservation date. Two in five (36 percent) travel within five to eight months, 35 percent travel within two to four months, 20 percent travel within one month of their reservation date, and one in ten (7 percent) report booking their Alaska vacation nine months or more in advance of travel.

**Time of Year Visited**

- As in previous years, the most popular time to visit Alaska in 2013 was during the warm weather months of July (32 percent), June (28 percent), and August (27 percent).
- The months immediately preceding and following these three months, May (14 percent) and September (14 percent), also exhibit significant visitor activity. Very few report visiting Alaska during the other months of the year.

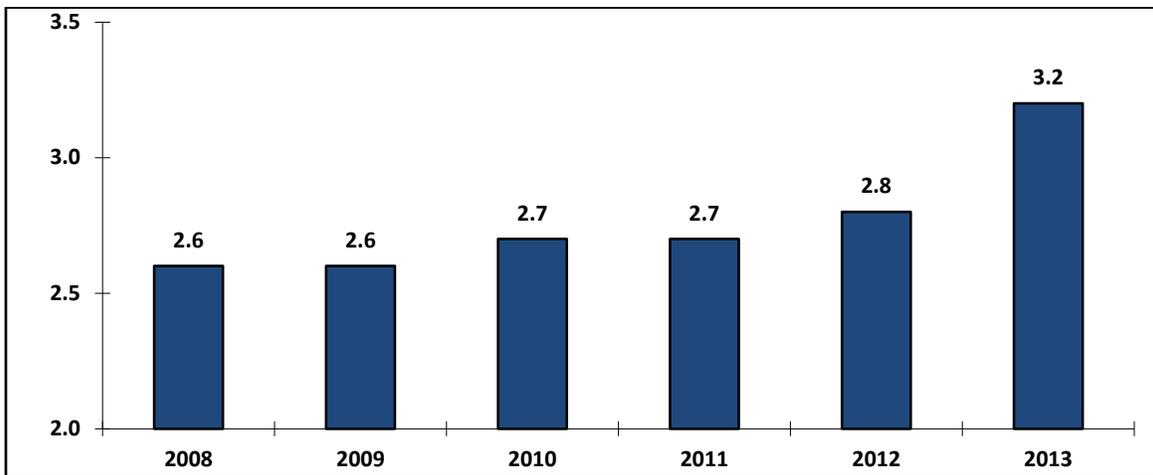
**Time of Year Visited  
2013**



**Party Size**

- The average party size for all sources combined in 2013 is 3.2, slightly higher than 2012.

**Average Party Size  
2008-2013**



### ***Group Size***

- The average group size for all sources combined in 2013 is 4.8. This is up from 4.6 in 2012.
- Most Alaska visitors traveled with other people: three of four (73 percent) traveled with their spouse, one in four (27 percent) traveled with friends, one in seven either traveled with their adult children (14 percent) or extended family (13 percent), and less than one in ten traveled with grandchildren (5 percent), young children (6 percent), or parents (3 percent).

### ***Transportation Type***

- Of those visitors purchasing most of their travel arrangements before departure, 46 percent entered Alaska by air and 53 percent entered by cruise ship, while 56 percent exited the state by air and 49 percent by cruise ship.
- Among visitors who indicated on their vacation planner inquiry form that they planned to travel to Alaska by air, 55 percent actually entered and exited the state by air, while another 34 percent sailed in or out by cruise ship.
- Seventy percent of those who indicated on their vacation planner inquiry form that they intended to travel by cruise actually sailed in and out of Alaska, with 22 percent entering and leaving the state by air.

### ***Advanced Travel Arrangements and Package Purchases***

- Three in five (61 percent) of the visitors generated from the sources tested in 2013 purchased the majority of their travel arrangements such as lodging, sightseeing trips and tours, before arriving in Alaska.
- One in five (23 percent) visited Alaska completely on their own, without purchasing an advance travel package or any organized activities while in Alaska.
- Another 14 percent did not purchase any package trip in advance, but did buy some sightseeing and/or organized activities once in Alaska.

**Travel Arrangements and Package Purchases  
2008-2013**

| <b>Timing of Travel Arrangements</b>   | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2012</b> | <b>2012</b> | <b>2013</b> |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| Purchased before Arriving in Alaska<br>(All or portion of trip)                          | 59%         | 60%         | 61%         | 63%         | 60%         | <b>61%</b>  |
| Completely on Own (No Advance Package and<br>Organized Activities in AK)                 | 26          | 22          | 22          | 21          | 22          | <b>23</b>   |
| Selected Them While in Alaska (No Advance Trip<br>Package; Bought Some Activities in AK) | 11          | 16          | 16          | 16          | 17          | <b>14</b>   |
| Other  | 1           | 2           | 1           | 1           | 1           | <b>1</b>    |
| Don't Know   | 3           | 0           | 0           | 0           | 0           | <b>1</b>    |

### ***Nights Spent in Alaska***

- Alaska visitors who did not take a cruise spent an average of 15.2 nights in Alaska in 2013, compared to 15.2 nights in 2012.
- By comparison, cruise visitors spent an average of 6.8 (6.8 in 2012) nights on a cruise ship and 3.7 (3.3 in 2012) nights on land during their Alaska trip.
- Two in five (40 percent) of those who took a cruise spent no nights on land, compared to 45 percent in 2012.

### ***Cities/Specific Destinations Visited While in Alaska***

Visitors are asked which cities or specific destinations they visited while in Alaska during 2013.

- The highest proportion mention visiting Anchorage (66 percent).
- The other most frequently mentioned cities or specific destinations are Juneau (54 percent), Ketchikan (53 percent), the Inside Passage (51 percent), Skagway (51 percent), Mt. McKinley/Denali (50 percent), and Glacier Bay (41 percent).

### ***Accommodations Used While in Alaska***

Visitors are asked which various types of accommodations were used while in Alaska during 2013.

- More than half of Alaska visitors (52 percent) stayed in a hotel or a motel, one in three (30 percent) stayed in a wilderness lodge/resort/cabin, one in seven (14 percent) stayed with a friend or relative, one in ten stayed either in a private RV campground (12 percent), a state or federal campground (11 percent), or in a bed and breakfast (8 percent).
- One in six (16 percent) didn't use accommodations while in Alaska.

### ***Activities Engaged in While in Alaska***

Visitors are asked whether they engaged in 43 different activities while visiting Alaska in 2013.

- Visitors engaged in one or more of the following activities: "shopping" (82 percent), "glacier viewing" (76 percent), "wildlife viewing" (76 percent), "historical cultural attraction" (60 percent), "sightseeing/city tour" (59 percent), "visited museums" (58 percent), "arts, culture, history" (56 percent), "hiking, nature walk" (49 percent), and "Native culture tours and attractions" (50 percent).
- The remaining 34 activities scored less than 50 percent.

### ***Repeat Visitors***

- Of all visitors in 2013, one in three (31 percent) were repeat visitors, up slightly compared to 2012 (28 percent).

**Percentage of Repeat Visitors  
2008-2013**

|                | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|----------------|------|------|------|------|------|------|
| First Trip     | 69%  | 65%  | 71%  | 71%  | 72%  | 69%  |
| Repeat Visitor | 31   | 35   | 29   | 29   | 28   | 31   |

### ***Second, Third and Fourth Year Conversion***

To provide an indication of the delayed effectiveness of the 2010, 2011 and 2012 programs, requestors who did not visit in 2010, 2011 or 2012 were interviewed again in 2013.

#### **Conversion Rate**

- Non-visitors from 2010 converted to visitors in 2013 at a rate of 5.7 percent. Non-visitors from 2011 converted to visitors in 2013 at a rate of 5.5 percent, and non-visitors from 2012 converted to visitors in 2013 at a rate of 6.58 percent.
- This brings the total four-year conversion rate to 27.53 percent

| <b>Four-Year Conversion Rate</b>       |               |
|--|---------------|
| % convert same year as inquiry         | 9.75%         |
| % convert in first year after inquiry  | 6.58%         |
| % convert in second year after inquiry | 5.50%         |
| % convert in third year after inquiry  | 5.70%         |
| <b>Four-year Conversion Rate</b>       | <b>27.53%</b> |

### ***State of Alaska Website (TravelAlaska.com)***

Respondents were asked if they visited the official State of Alaska website ([www.TravelAlaska.com](http://www.TravelAlaska.com)) in planning their Alaska vacation.

- Among all 2013 visitors, three in five (58 percent) visited the website, a decrease compared to (68 percent) 2012; one in three (36 percent) did not visit the website, and 6 percent said they don't know.

**Visitors to TravelAlaska.com  
2009-2013**

| Year        | Visited Website |            |
|-------------|-----------------|------------|
|             | Yes             | No         |
| <b>2013</b> | <b>58%</b>      | <b>36%</b> |
| 2012        | 68              | 26         |
| 2011        | 60              | 33         |
| 2010        | 60              | 34         |
| 2009        | 62              | 32         |

***Demographic Profile***

Of all visitors in 2013, 48 percent are male and 52 percent are female. The average age is 64.8.

## IV. Data Highlights and Observations

### A. Effectiveness and Cost Efficiency

Evaluation of a direct response marketing program's success involves analysis of performance on several characteristics. The 2013 Alaska Conversion Study analysis answers the following questions:

- How many inquiries did the advertising generate?
- What did it cost to generate those inquiries? (cost per inquiry)
- What percentage of those who inquired actually visited Alaska in 2013? (conversion rate)
- What did it cost to produce those conversions from inquiry to actual visit? (cost per conversion)
- What is the return on investment (per person) for each source, including and excluding transportation costs?

This section will explore the effectiveness and efficiency of the State of Alaska's domestic marketing program with respect to the tested sources and the program as a whole. The following terms are used in the analysis.

| Terms  | Definitions   | Formula  |
|--|---|--|
| Response Rate  | Percentage of Inquiries to Circulation                | $\frac{\text{Number of Inquiries}}{\text{Circulation}}$  |
| Conversion Rate  | Percentage of Inquirers who Actually Visited Alaska   | $\frac{\text{Number of Visitor Parties}}{\text{Number of Inquiries}}$  |
| Number of Visitor Parties  | Number of Visitor Parties Generated from Inquiries    | $\text{Number of Inquiries} \times \text{Conversion Rate}$   |
| Cost per Inquiry   | Cost to Generate Each Inquiry                         | $\frac{\text{Advertising Cost}}{\text{Number of Inquiries}}$   |
| Cost per Conversion (per person)                                 | Cost to Generate Each Visitor                         | $\frac{\text{Advertising cost}}{\text{Number of people}}$  |
| Return on Investment-per Person (Including Transportation)       | ROI per Visitor <u>Including</u> Transportation Costs | $\frac{(\text{Per Person Expenditures} + \text{per Person Transportation Costs}) \times \text{Number of People}}{\text{Advertising Cost}}$ |
| Return on Investment-per Person (Excluding Transportation Costs) | ROI per Visitor <u>Excluding</u> Transportation Costs | $\frac{(\text{Per Person Expenditures Without Transportation Costs}) \times \text{Number of People}}{\text{Advertising Cost}}$             |

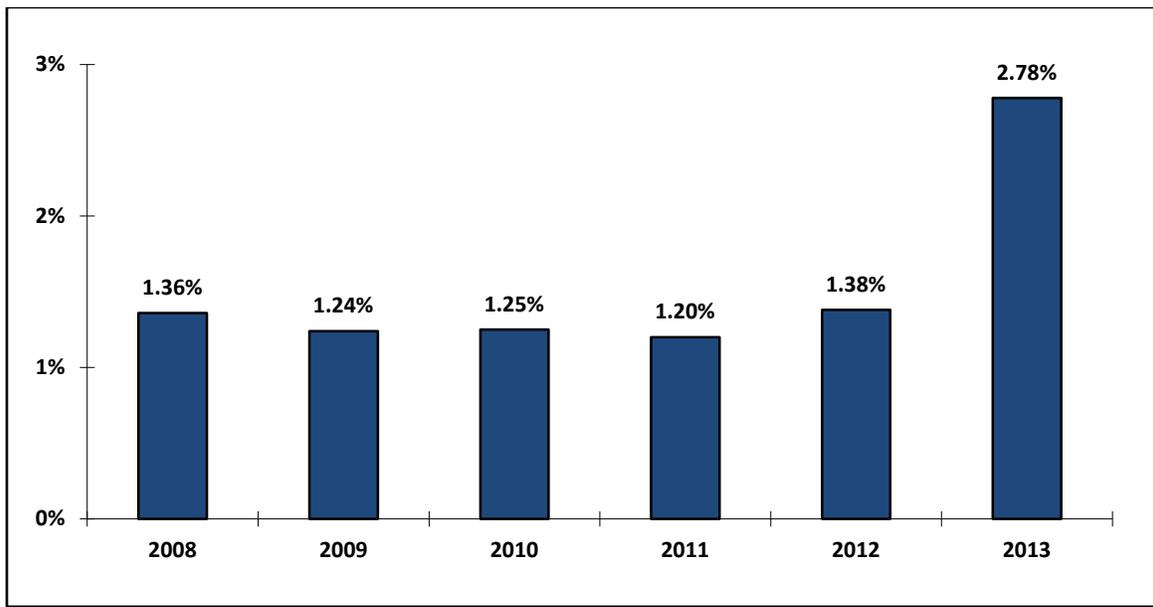
## Response Rates

The response rate is the percentage of inquiries divided by total circulation of the media source. Media choices have changed over time. Some media sources such as magazine and direct mail have a specific population that receives the advertising, making it possible to determine the number of people who respond to the advertising and a call to action (request a vacation planner). With media such as television and online advertising, the exact population that sees the advertising is unknown, and therefore it is not possible to determine a response rate.

It is important to note that more than half of the sources in the 2013 marketing program did not have a response rate. The portion of the program that has a response rate changes each year, so year-to-year comparisons are difficult to make.

- The total circulation of all 2013 sources combined is 28,073,397. In 2013, an overall response rate of 2.78 percent\* generated a total of 780,219 inquiries.

**Response Rates\***  
**2008-2013**



\*Does not include inquiries from television, website/internet sources, and other miscellaneous sources.

**2013 Inquires by Source  
Ranked by Response Rate**

| Source                                | Type | Number of Inquiries | Response Rate (Percent) |
|---------------------------------------|------|---------------------|-------------------------|
| Past Inquirers w/o email              | DM   | 28,150              | 15.79%                  |
| Total Source Plus/Model               | DM   | 2,342               | 9.81%                   |
| Past Inquirers w/email                | DM   | 17,369              | 9.07%                   |
| History Channel Club 45+              | DM   | 2,198               | 8.12%                   |
| Target Source - RV Book and Directory | DM   | 1,660               | 6.73%                   |
| Intermedia Outdoors Int'l Travel      | DM   | 1,828               | 6.69%                   |
| Worldwide Travelers                   | DM   | 1,470               | 6.48%                   |
| Fortune                               | DM   | 4,032               | 6.45%                   |
| Where to Retire Magazine              | DM   | 3,648               | 6.35%                   |
| National Geographic                   | DM   | 7,626               | 6.35%                   |
| Midwest Living 45+                    | DM   | 1,606               | 6.11%                   |
| Alaska Magazine/Actives and Expires   | DM   | 5,663               | 6.07%                   |
| Readers Digest Model                  | DM   | 1,584               | 5.89%                   |
| Bonnier Luxury Travel                 | DM   | 1,784               | 5.55%                   |
| Travel 50 and Beyond                  | DM   | 6,924               | 5.42%                   |
| Better Homes and Gardens 45+          | DM   | 1,367               | 5.11%                   |
| AFAR Magazine                         | DM   | 1,310               | 4.80%                   |
| Sunset                                | DM   | 7,461               | 4.71%                   |
| Alaska Sportsman                      | DM   | 8,962               | 4.67%                   |
| Ladies Home Journal 45+               | DM   | 1,215               | 4.56%                   |
| Frommer's Budget Travel               | DM   | 1,362               | 4.53%                   |
| Readers Digest                        | DM   | 12,368              | 3.70%                   |
| Wealth Window                         | DM   | 950                 | 3.48%                   |
| Alaska Magazine JOINT YUKON           | M    | 1,546               | 1.43%                   |
| Backpacker JOINT YUKON bonus ad 3x    | M    | 3,154               | 0.93%                   |
| Trailer Life Magazine JOINT YUKON     | M    | 1,648               | 0.75%                   |
| National Geographic Traveler          | M    | 4,657               | 0.65%                   |
| Midwest Living and bonus ad           | M    | 5,275               | 0.56%                   |
| Audubon                               | M    | 2,310               | 0.55%                   |
| All Other Magazine                    | M    | 39,988              | 0.45%                   |
| Smithsonian and bonus ad              | M    | 8,253               | 0.41%                   |
| Readers Digest Large Format           | M    | 1,634               | 0.41%                   |
| Coastal Living                        | M    | 2,429               | 0.37%                   |
| Prevention                            | M    | 7,717               | 0.28%                   |
| Good Housekeeping (Pacific Region)    | M    | 1,926               | 0.27%                   |
| AAA Midwest Traveler                  | M    | 1,353               | 0.26%                   |
| AAA Western Journey JOINT YUKON       | M    | 1,527               | 0.25%                   |
| AAA Going Places                      | M    | 6,566               | 0.24%                   |

**2013 Inquires by Source  
Ranked by Response Rate**

| Source                             | Type      | Number of Inquiries | Response Rate (Percent) |
|------------------------------------|-----------|---------------------|-------------------------|
| Conde Nast space ad test           | M         | 1,860               | 0.23%                   |
| AAA Arizona Highroads and bonus ad | M         | 1,139               | 0.23%                   |
| More-QR Code                       | M         | 1,070               | 0.21%                   |
| AAA Home and Away                  | M         | 1,854               | 0.17%                   |
| Highways Magazine                  | M         | 1,789               | 0.14%                   |
| :10 Syndicated TV                  | TV        | 16,448              | N/A                     |
| All Other Television               | TV        | 8,440               | N/A                     |
| DMI                                | OL        | 36,022              | N/A                     |
| CPA Nation                         | OL        | 94,968              | N/A                     |
| Prospectiv JOINT YUKON-r           | OL        | 5,046               | N/A                     |
| Publisher Clearing House           | OL        | 1,878               | N/A                     |
| Permission Data-r                  | OL        | 4,148               | N/A                     |
| Dedicated Media Co Reg             | OL        | 38,526              | N/A                     |
| Dedicated Media Banner Ads         | OL        | 63,451              | N/A                     |
| eMiles Co Reg-r                    | OL        | 10,292              | N/A                     |
| eMiles solo email-r                | OL        | 26,009              | N/A                     |
| Prospective Co Reg/Banner Ads      | OL        | 15,556              | N/A                     |
| MyPoints-r                         | OL        | 12,786              | N/A                     |
| TravelGuidesFree                   | OL        | 4,115               | N/A                     |
| Dunhill Travel Deals               | OL        | 2,951               | N/A                     |
| Sherman's Travel-r                 | OL        | 8,293               | N/A                     |
| React2Media                        | OL        | 67253               | N/A                     |
| React2Media JOINT ALASKA YUKON     | OL        | 21,329              | N/A                     |
| DMI Select                         | OL        | 4,844               | N/A                     |
| All Other Online                   | OL        | 27,523              | N/A                     |
| PPC Google                         | OL        | 7,241               | N/A                     |
| PPC Bing                           | OL        | 4,874               | N/A                     |
| Good Housekeeping                  | MISC      | 2,221               | N/A                     |
| All Other Sources                  | OS        | 72,448              | N/A                     |
|                                    |           |                     |                         |
|                                    |           |                     |                         |
|                                    |           |                     |                         |
|                                    |           |                     |                         |
| <b>Total</b>                       | <b>68</b> | <b>780,219</b>      | <b>2.78%</b>            |

\*Does not include inquiries from television, website/internet sources, and other miscellaneous sources.

**2013 Inquires by Source  
Ranked by Total Inquiries**

| Source                              | Type | Circulation | Number of Inquiries | Response Rate (Percent) |
|-------------------------------------|------|-------------|---------------------|-------------------------|
| CPA Nation                          | OL   | N/A         | 94,968              | N/A                     |
| All Other Sources                   | OS   | N/A         | 72,448              | N/A                     |
| React2Media                         | OL   | N/A         | 67,253              | N/A                     |
| Dedicated Media Banner Ads          | OL   | N/A         | 63,451              | N/A                     |
| All Other Magazine                  | M    | 8,832,983   | 39,988              | 0.45%                   |
| Dedicated Media Co Reg              | OL   | N/A         | 38,526              | N/A                     |
| DMI                                 | OL   | N/A         | 36,022              | N/A                     |
| Past Inquirers w/o email            | DM   | 178,331     | 28,150              | 15.79%                  |
| All Other Online                    | OL   | N/A         | 27,523              | N/A                     |
| eMiles solo email-r                 | OL   | N/A         | 26,009              | N/A                     |
| React2Media JOINT ALASKA YUKON      | OL   | N/A         | 21,329              | N/A                     |
| Past Inquirers w/email              | DM   | 191,560     | 17,369              | 9.07%                   |
| :10 Syndicated TV                   | TV   | N/A         | 16,448              | N/A                     |
| Prospective Co Reg/Banner Ads       | OL   | N/A         | 15,556              | N/A                     |
| MyPoints-r                          | OL   | N/A         | 12,786              | N/A                     |
| Readers Digest                      | DM   | 334,617     | 12,368              | 3.70%                   |
| eMiles Co Reg-r                     | OL   | N/A         | 10,292              | N/A                     |
| Alaska Sportsman                    | DM   | 191,989     | 8,962               | 4.67%                   |
| All Other Television                | TV   | N/A         | 8,440               | N/A                     |
| Sherman's Travel-r                  | OL   | N/A         | 8,293               | N/A                     |
| Smithsonian and bonus ad            | M    | 2,000,000   | 8,253               | 0.41%                   |
| Prevention                          | M    | 2,800,000   | 7,717               | 0.28%                   |
| National Geographic                 | DM   | 120,157     | 7,626               | 6.35%                   |
| Sunset                              | DM   | 158,539     | 7,461               | 4.71%                   |
| PPC Google                          | OL   | N/A         | 7,241               | N/A                     |
| Travel 50 and Beyond                | DM   | 127,743     | 6,924               | 5.42%                   |
| AAA Going Places                    | M    | 2,770,560   | 6,566               | 0.24%                   |
| Alaska Magazine/Actives and Expires | DM   | 93,359      | 5,663               | 6.07%                   |
| Midwest Living and bonus ad         | M    | 950,000     | 5,275               | 0.56%                   |
| Prospectiv JOINT YUKON-r            | OL   | N/A         | 5,046               | N/A                     |
| PPC Bing                            | OL   | N/A         | 4,874               | N/A                     |
| DMI Select                          | OL   | N/A         | 4,844               | N/A                     |
| National Geographic Traveler        | M    | 715,000     | 4,657               | 0.65%                   |
| Permission Data-r                   | OL   | N/A         | 4,148               | N/A                     |
| TravelGuidesFree                    | OL   | N/A         | 4,115               | N/A                     |
| Fortune                             | DM   | 62,524      | 4,032               | 6.45%                   |
| Where to Retire Magazine            | DM   | 57,431      | 3,648               | 6.35%                   |

**2013 Inquires by Source  
Ranked by Total Inquiries**

| Source                                | Type      | Circulation       | Number of Inquiries | Response Rate (Percent) |
|---------------------------------------|-----------|-------------------|---------------------|-------------------------|
| Backpacker JOINT YUKON bonus ad 3x    | M         | 340,000           | 3,154               | 0.93%                   |
| Website from Direct Mail              | DM        | N/A               | 2,983               | N/A                     |
| Dunhill Travel Deals                  | OL        | N/A               | 2,951               | N/A                     |
| Coastal Living                        | M         | 650,000           | 2,429               | 0.37%                   |
| Total Source Plus/Model               | DM        | 23,872            | 2,342               | 9.81%                   |
| Audubon                               | M         | 420,000           | 2,310               | 0.55%                   |
| Good Housekeeping                     | MISC      | 724,800           | 2,221               | N/A                     |
| History Channel Club 45+              | DM        | 27,054            | 2,198               | 8.12%                   |
| Good Housekeeping (Pacific Region)    | M         | 724,800           | 1,926               | 0.27%                   |
| Publisher Clearing House              | OL        | N/A               | 1,878               | N/A                     |
| Conde Nast space ad test              | M         | 800,000           | 1,860               | 0.23%                   |
| AAA Home and Away                     | M         | 1,096,008         | 1,854               | 0.17%                   |
| Intermedia Outdoors Int'l Travel      | DM        | 27,311            | 1,828               | 6.69%                   |
| Highways Magazine                     | M         | 1,250,000         | 1,789               | 0.14%                   |
| Bonnier Luxury Travel                 | DM        | 32,141            | 1,784               | 5.55%                   |
| Target Source - RV Book and Directory | DM        | 24,654            | 1,660               | 6.73%                   |
| Trailer Life Magazine JOINT YUKON     | M         | 220,000           | 1,648               | 0.75%                   |
| Readers Digest Large Format           | M         | 400,000           | 1,634               | 0.41%                   |
| Midwest Living 45+                    | DM        | 26,280            | 1,606               | 6.11%                   |
| Readers Digest Model                  | DM        | 26,877            | 1,584               | 5.89%                   |
| Alaska Magazine JOINT YUKON           | M         | 107,833           | 1,546               | 1.43%                   |
| AAA Western Journey JOINT YUKON       | M         | 611,000           | 1,527               | 0.25%                   |
| Worldwide Travelers                   | DM        | 22,672            | 1,470               | 6.48%                   |
| Better Homes and Gardens 45+          | DM        | 26,760            | 1,367               | 5.11%                   |
| Frommer's Budget Travel               | DM        | 30,089            | 1,362               | 4.53%                   |
| AAA Midwest Traveler                  | M         | 520,195           | 1,353               | 0.26%                   |
| AFAR Magazine                         | DM        | 27,267            | 1,310               | 4.80%                   |
| Ladies Home Journal 45+               | DM        | 26,654            | 1,215               | 4.56%                   |
| AAA Arizona Highroads and bonus ad    | M         | 490,000           | 1,139               | 0.23%                   |
| More-QR Code                          | M         | 509,800           | 1,070               | 0.21%                   |
| Wealth Window                         | DM        | 27,337            | 950                 | 3.48%                   |
| CPA Nation                            | OL        | N/A               | 94,968              | N/A                     |
| React2Media                           | OL        | N/A               | 67,253              | N/A                     |
| Dedicated Media Banner Ads            | OL        | N/A               | 63,451              | N/A                     |
|                                       |           |                   |                     |                         |
| <b>Total</b>                          | <b>68</b> | <b>28,073,397</b> | <b>780,219</b>      | <b>2.78%</b>            |

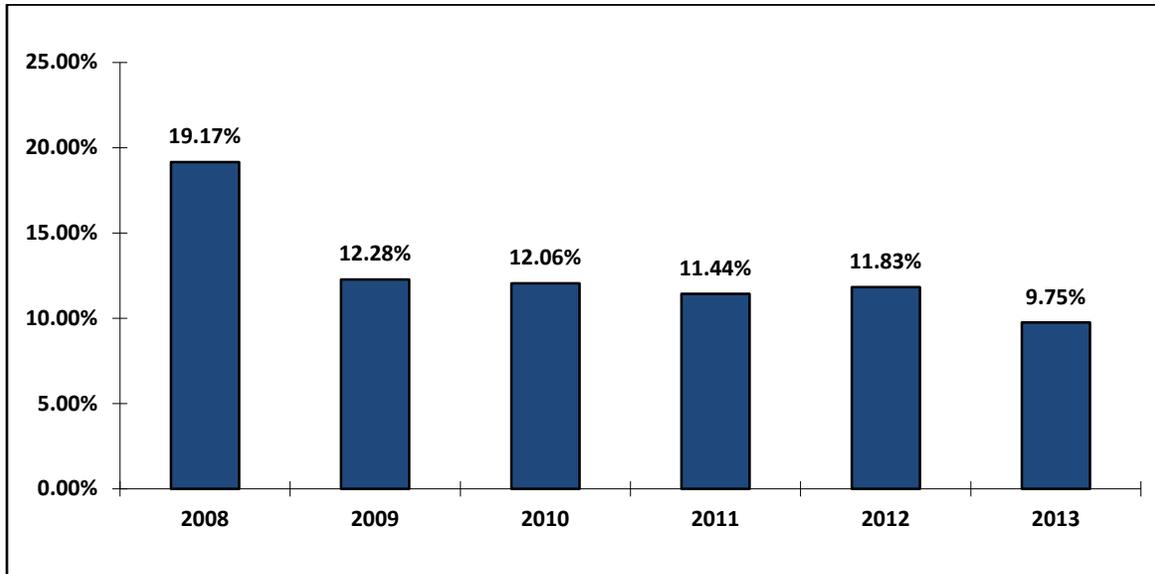
\*Does not include inquiries from television, website/internet sources, and other miscellaneous sources.

## Conversion Rates

The conversion rate is the percentage of inquirers who actual visit Alaska.

- The overall 2013 conversion rate for all sources tested is 9.75 percent, which is slightly lower than 2012 (11.83 percent).

Conversion Rates  
2008-2013



**2013 Inquires by Source  
Ranked by Conversion Rate**

| Source                              | Type | Conversion Rate (Percent) |
|-------------------------------------|------|---------------------------|
| PPC Google                          | OL   | 41.8%                     |
| Alaska Sportsman                    | DM   | 32.5%                     |
| PPC Bing                            | OL   | 30.7%                     |
| All Other Sources                   | OS   | 27.5%                     |
| All Other Online                    | OL   | 20.5%                     |
| Alaska Magazine JOINT YUKON         | M    | 18.9%                     |
| :10 Syndicated TV                   | TV   | 18.8%                     |
| AAA Arizona Highroads and bonus ad  | M    | 18.6%                     |
| AAA Midwest Traveler                | M    | 17.0%                     |
| Good Housekeeping                   | MISC | 16.7%                     |
| AAA Home and Away                   | M    | 16.0%                     |
| Past Inquirers w/o email            | DM   | 15.5%                     |
| Audubon                             | M    | 14.3%                     |
| Sherman's Travel-r                  | OL   | 14.3%                     |
| Better Homes and Gardens 45+        | DM   | 13.7%                     |
| Website from Direct Mail            | DM   | 13.7%                     |
| TravelGuidesFree                    | OL   | 13.6%                     |
| All Other Television                | TV   | 13.4%                     |
| Past Inquirers w/email PHONE        | DM   | 13.3%                     |
| Dunhill Travel Deals                | OL   | 13.3%                     |
| AAA Western Journey JOINT YUKON     | M    | 13.1%                     |
| Midwest Living and bonus ad         | M    | 13.0%                     |
| Alaska Magazine/Actives and Expires | DM   | 13.0%                     |
| Highways Magazine                   | M    | 12.7%                     |
| More-QR Code                        | M    | 12.6%                     |
| Frommer's Budget Travel             | DM   | 12.6%                     |
| All Other Magazine                  | M    | 12.0%                     |
| Coastal Living                      | M    | 11.7%                     |
| Prevention                          | M    | 11.5%                     |
| Sunset                              | DM   | 11.1%                     |
| National Geographic Traveler        | M    | 11.0%                     |
| Trailer Life Magazine JOINT YUKON   | M    | 10.7%                     |
| Wealth Window                       | DM   | 10.6%                     |
| Backpacker JOINT YUKON bonus ad 3x  | M    | 10.1%                     |
| eMiles Co Reg-r                     | OL   | 10.0%                     |
| AAA Going Places                    | M    | 8.5%                      |
| Travel 50 and Beyond                | DM   | 8.5%                      |
| Conde Nast space ad test            | M    | 8.1%                      |

**2013 Inquires by Source  
Ranked by Conversion Rate**

| Source                                | Type      | Conversion Rate<br>(Percent) |
|---------------------------------------|-----------|------------------------------|
| Smithsonian and bonus ad              | M         | 8.0%                         |
| National Geographic                   | DM        | 8.0%                         |
| AFAR Magazine                         | DM        | 7.8%                         |
| Total Source Plus/Model               | DM        | 7.0%                         |
| Where to Retire Magazine              | DM        | 7.0%                         |
| eMiles solo email-r                   | OL        | 7.0%                         |
| Good Housekeeping (Pacific Region)    | M         | 6.5%                         |
| Midwest Living 45+                    | DM        | 6.4%                         |
| Worldwide Travelers                   | DM        | 6.3%                         |
| MyPoints-r                            | OL        | 6.3%                         |
| Prospective Co Reg/Banner Ads         | OL        | 6.0%                         |
| Ladies Home Journal 45+               | DM        | 5.8%                         |
| Readers Digest Large Format           | M         | 5.7%                         |
| Intermedia Outdoors Int'l Travel      | DM        | 5.7%                         |
| Bonnier Luxury Travel                 | DM        | 5.7%                         |
| Fortune                               | DM        | 5.5%                         |
| Readers Digest                        | DM        | 5.5%                         |
| Readers Digest Model                  | DM        | 5.3%                         |
| History Channel Club 45+              | DM        | 5.3%                         |
| Dedicated Media Banner Ads            | OL        | 5.3%                         |
| Target Source - RV Book and Directory | DM        | 4.7%                         |
| Permission Data-r                     | OL        | 3.7%                         |
| Publisher Clearing House              | OL        | 3.0%                         |
| Prospectiv JOINT YUKON-r              | OL        | 2.6%                         |
| Dedicated Media Co Reg                | OL        | 2.1%                         |
| React2Media                           | OL        | 1.9%                         |
| CPA Nation                            | OL        | 1.7%                         |
| DMI                                   | OL        | 1.5%                         |
| DMI Select                            | OL        | 1.2%                         |
| React2Media JOINT ALASKA YUKON        | OL        | 0.5%                         |
|                                       |           |                              |
|                                       |           |                              |
|                                       |           |                              |
| <b>Total</b>                          | <b>68</b> | <b>9.75%</b>                 |

**2013 Inquires by Source  
Ranked by Media Type and Conversion Rate**

| Source                                | Type | Conversion Rate (Percent) |
|---------------------------------------|------|---------------------------|
| Where to Retire Magazine              | DM   | 32.5%                     |
| Ladies Home Journal 45+               | DM   | 20.5%                     |
| Wealth Window                         | DM   | 16.7%                     |
| Better Homes and Gardens 45+          | DM   | 14.3%                     |
| Worldwide Travelers                   | DM   | 13.3%                     |
| Readers Digest                        | DM   | 13.1%                     |
| Fortune                               | DM   | 13.0%                     |
| Alaska Sportsman                      | DM   | 12.7%                     |
| Past Inquirers w/email                | DM   | 11.7%                     |
| Total Source Plus/Model               | DM   | 11.1%                     |
| Past Inquirers w/o email              | DM   | 11.0%                     |
| Travel 50 and Beyond                  | DM   | 7.8%                      |
| National Geographic                   | DM   | 7.0%                      |
| Midwest Living 45+                    | DM   | 7.0%                      |
| History Channel Club 45+              | DM   | 6.3%                      |
| Readers Digest Model                  | DM   | 6.0%                      |
| Alaska Magazine/Actives and Expires   | DM   | 5.8%                      |
| Website from Direct Mail              | DM   | 5.5%                      |
| Sunset                                | DM   | 5.3%                      |
| Bonnier Luxury Travel                 | DM   | 3.7%                      |
| Intermedia Outdoors Int'l Travel      | DM   | 2.6%                      |
| Target Source - RV Book and Directory | DM   | 2.1%                      |
| Frommer's Budget Travel               | DM   | 1.9%                      |
| AFAR Magazine                         | DM   | 1.2%                      |
| AAA Arizona Highroads and bonus ad    | M    | 41.8%                     |
| More-QR Code                          | M    | 30.7%                     |
| Good Housekeeping (Pacific Region)    | M    | 18.8%                     |
| Prevention                            | M    | 15.5%                     |
| All Other Magazine                    | M    | 14.3%                     |
| AAA Going Places                      | M    | 13.7%                     |
| AAA Western Journey JOINT YUKON       | M    | 13.6%                     |
| Smithsonian and bonus ad              | M    | 12.0%                     |
| Readers Digest Large Format           | M    | 10.0%                     |
| Audubon                               | M    | 8.5%                      |
| Midwest Living and bonus ad           | M    | 6.4%                      |

|                                    |           |              |
|------------------------------------|-----------|--------------|
| Alaska Magazine JOINT YUKON        | M         | 6.3%         |
| Backpacker JOINT YUKON bonus ad 3x | M         | 5.7%         |
| Coastal Living                     | M         | 5.5%         |
| Trailer Life Magazine JOINT YUKON  | M         | 5.3%         |
| National Geographic Traveler       | M         | 4.7%         |
| Highways Magazine                  | M         | 3.0%         |
| AAA Home and Away                  | M         | 1.7%         |
| Conde Nast space ad test           | M         | 1.5%         |
| AAA Midwest Traveler               | M         | 0.5%         |
| Good Housekeeping                  | MISC      | 7.0%         |
| React2Media JOINT ALASKA YUKON     | OL        | 18.9%        |
| React2Media                        | OL        | 18.6%        |
| MyPoints-r                         | OL        | 17.0%        |
| Prospective Co Reg/Banner Ads      | OL        | 16.0%        |
| Permission Data-r                  | OL        | 13.7%        |
| Publisher Clearing House           | OL        | 13.4%        |
| TravelGuidesFree                   | OL        | 13.3%        |
| eMiles Co Reg-r                    | OL        | 13.0%        |
| All Other Online                   | OL        | 12.6%        |
| DMI Select                         | OL        | 12.6%        |
| DMI                                | OL        | 11.5%        |
| PPC Bing                           | OL        | 10.6%        |
| eMiles solo email-r                | OL        | 10.1%        |
| Dedicated Media Banner Ads         | OL        | 8.5%         |
| CPA Nation                         | OL        | 8.0%         |
| Dunhill Travel Deals               | OL        | 8.0%         |
| Dedicated Media Co Reg             | OL        | 6.5%         |
| Sherman's Travel-r                 | OL        | 5.7%         |
| PPC Google                         | OL        | 5.7%         |
| Prospectiv JOINT YUKON-r           | OL        | 5.3%         |
| All Other Sources                  | OS        | 27.5%        |
| All Other Television               | TV        | 10.7%        |
| :10 Syndicated TV                  | TV        | 8.1%         |
|                                    |           |              |
|                                    |           |              |
|                                    |           |              |
| <b>Total</b>                       | <b>68</b> | <b>9.75%</b> |

\*Does not include inquiries from television, website/internet sources, and other miscellaneous sources.

**Conversion Rates by Intent at Time of Travel Request**

- At the time they requested the vacation planner, one in three (32 percent) of all requestors (780,219) ‘just wanted to see the literature and had no travel plans.’
- Another one in six had ‘already been to Alaska and were planning to go again’ (19 percent) or had ‘already decided to go to Alaska’ (16 percent).
- One in seven (15 percent) were ‘trying to decide where to go on vacation.’
- One in ten either ‘didn’t recall receiving the vacation literature’ (10 percent) or ‘had already been and just wanted to see the literature’ (8 percent).

**Intent at Time of Planner Request  
2008-2013**

| Intent  | 2008 | 2009 | 2010 | 2011 | 2012 | 2013       |
|---|------|------|------|------|------|------------|
| Just Wanted to See Literature; Had No Travel Plans*   | 25%  | 23%  | 26%  | 29%  | 26%  | <b>32%</b> |
| Already Been to Alaska; Planning to Go Again          | 23   | 23   | 19   | 17   | 21   | <b>19</b>  |
| Already Decided to Go to Alaska                       | 23   | 22   | 21   | 19   | 23   | <b>16</b>  |
| Trying to Decide Where to Go on Vacation              | 16   | 16   | 18   | 15   | 14   | <b>15</b>  |
| Don’t Recall Receiving Vacation Literature            | 8    | 9    | 7    | 11   | 8    | <b>10</b>  |
| Already Been to Alaska; Just Wanted to See Literature | 5    | 7    | 8    | 7    | 7    | <b>8</b>   |

Reads: At the time individuals requested a planner, 32 percent of all requestors indicated their intent was “they just wanted to see the literature and had no travel plans.”

**Conversion Rates among Requestors Who Had Definite Plans to Visit Alaska**

- The highest conversion rates are reported among requestors who already had definite plans to visit Alaska:
  - Already decided to go to Alaska 24 percent
  - Already been to Alaska; planning to go again 22 percent
- The next highest conversion rates are those groups who had ‘already been and just wanted to see the literature’ (12 percent) and those ‘trying to decide where to go on vacation’ (5 percent).

- The lowest number of converters come from requestors who ‘don’t recall receiving the vacation literature’ (2 percent) or ‘just wanted to see the literature and had no travel plans’ (1 percent).

**Conversion Rates by Intent at Time of Planner Request  
2008-2013**

| Intent  | 2008 | 2009 | 2010 | 2011 | 2012 | 2013       |
|---|------|------|------|------|------|------------|
| Already Decided to Go to Alaska*                      | 28%  | 24%  | 27%  | 24%  | 27%  | <b>24%</b> |
| Already Been to Alaska; Planning to Go Again          | 28   | 23   | 20   | 19   | 21   | <b>22</b>  |
| Already Been to Alaska; Just Wanted to See Literature | 16   | 9    | 10   | 12   | 12   | <b>12</b>  |
| Trying to Decide Where to Go on Vacation              | 11   | 8    | 6    | 5    | 7    | <b>5</b>   |
| Don't Recall Receiving Vacation Literature            | 5    | 3    | 3    | 2    | 3    | <b>2</b>   |
| Just Wanted to See Literature; Had No Travel Plans    | 4    | 2    | 1    | 2    | 2    | <b>1</b>   |

***Intent as a Percent of Total Conversions***

- Four out of five (78 percent) of the converters (242,031) were already planning to visit Alaska at the time of request:
  - Already decided to go to Alaska 37 percent
  - Already been to Alaska; planning to go again 41 percent
- One in ten converters was ‘trying to decide where to go on vacation’ (7 percent) or had ‘already been to Alaska and just wanted to see the literature’ (9 percent).
- Relatively few converters ‘just wanted to see the literature and had no travel plans’ (5 percent) or ‘don’t recall receiving the literature’ (2 percent).

**Intent as a Percent of Total Conversions  
2008-2013**

| Intent  | 2008 | 2009 | 2010 | 2011 | 2012 | 2013       |
|---|------|------|------|------|------|------------|
| Already Decided to Go to Alaska                       | 39%  | 41%  | 46%  | 45%  | 47%  | <b>37%</b> |
| Already Been to Alaska; Planning to Go Again          | 38   | 39   | 33   | 32   | 34   | <b>41</b>  |
| Trying to Decide Where to Go on Vacation              | 11   | 10   | 9    | 8    | 7    | <b>7</b>   |
| Already Been to Alaska; Just Wanted to See Literature | 5    | 4    | 6    | 8    | 6    | <b>9</b>   |
| Just Wanted to See Literature; Had No Travel Plans    | 6    | 3    | 3    | 5    | 4    | <b>5</b>   |
| Don't Recall Receiving Vacation Literature            | 2    | 2    | 2    | 2    | 2    | <b>2</b>   |

Reads: Among those who converted to Alaska visitors. 37 percent had already decided to go to Alaska at the time they requested the planner.

***Conversion Rates by Geographic Region***

- The 2013 conversion rate is highest in the West (12 percent); followed by the Midwest (10 percent), the South (10 percent), and the East (9 percent). Conversion rates for each of the four regions are down compared to 2012.
- Requestors from Washington convert at a lower rate in 2013 vs. 2012 (14 percent vs. 15 percent).

**Conversion Rates by Geographic Region  
2008-2013**

| Region     | 2008 | 2009 | 2010 | 2011 | 2012 | 2013       |
|------------|------|------|------|------|------|------------|
| West       | 20%  | 14%  | 14%  | 12%  | 15%  | <b>12%</b> |
| Washington | 24   | 15   | 14   | 11   | 15   | <b>14</b>  |
| California | 18   | 13   | 14   | 13   | 13   | <b>11</b>  |
| Midwest    | 16   | 10   | 12   | 10   | 13   | <b>10</b>  |
| South      | 16   | 11   | 11   | 10   | 12   | <b>10</b>  |
| East       | 15   | 10   | 10   | 10   | 12   | <b>9</b>   |

- The largest proportion of total conversions for 2013 occurs in the Midwest (30 percent, up from 28 percent in 2012), followed by the South (29 percent, down from 30 percent in 2012), the West (29 percent, down from 30 percent in 2012) and the East (12 percent, same as in 2012).

**Percent of Total Conversion by Geographic Region  
2008-2013**

| Region     | 2008 | 2009 | 2010 | 2011 | 2012 | 2013       |
|------------|------|------|------|------|------|------------|
| Midwest    | 28   | 29   | 29   | 28   | 28   | <b>30%</b> |
| West       | 29%  | 22%  | 27%  | 31%  | 30%  | <b>29</b>  |
| Washington | 7    | 4    | 4    | 5    | 5    | <b>6</b>   |
| California | 11   | 9    | 11   | 13   | 10   | <b>9</b>   |
| South      | 30   | 23   | 31   | 28   | 30   | <b>29</b>  |
| East       | 14   | 10   | 13   | 13   | 12   | <b>12</b>  |

***Conversion Rates Compared to Planner Request Intent***

- One in three (29 percent) of the requestors who indicated on the planner request they were likely to visit Alaska in 2013 actually convert to 2013 Alaska visitors, representing 83 percent of all 2013 converters.
- The 2013 percentage of total conversions is lower than 2012 (85 percent).

**Conversion Rates of Planner Requestors Who Said They Were Likely to Visit Alaska in 2013  
2008-2013**

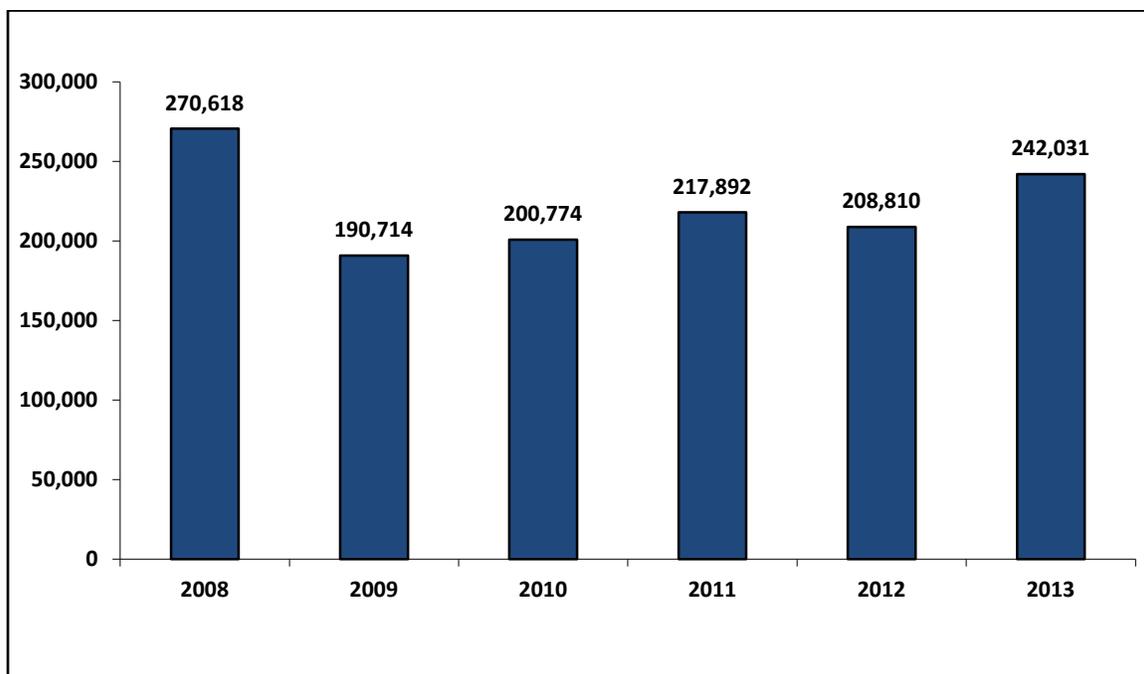
| Year        | Conversion Rate | Percent of Total Conversions |
|-------------|-----------------|------------------------------|
| <b>2013</b> | <b>29%</b>      | <b>83%</b>                   |
| 2012        | 33              | 85                           |
| 2011        | 29              | 85                           |
| 2010        | 33              | 85                           |
| 2009        | 31              | 81                           |
| 2008        | 37              | 77                           |

### ***Number of Visitors Generated by Sources Tested***

Total visitors are calculated by multiplying the number of inquiries multiplied by conversion rate multiplied by the average party size.

- Overall, the sources tested generated 242,031 visitors in 2013, a 16 percent increase over 2012.

**Number of Visitors Generated from Sources Tested  
2008-2013**



**2013 Number Of Visitors Generated By Sources Tested  
Ranked By Number Of Visitors Generated**

| Source                              | Type | Number of Parties | Average Size | Total Visitors |
|-------------------------------------|------|-------------------|--------------|----------------|
| All Other Sources                   | OS   | 19,923            | 2.9          | 57,777         |
| All Other Magazine                  | M    | 4,799             | 5.4          | 25,912         |
| Past Inquirers w/o email            | DM   | 4,363             | 3.6          | 15,708         |
| All Other Online                    | OL   | 5,642             | 2.7          | 15,234         |
| Dedicated Media Banner Ads          | OL   | 3,363             | 4.2          | 14,124         |
| Past Inquirers w/email              | DM   | 2,310             | 4.2          | 9,702          |
| :10 Syndicated TV                   | TV   | 3,092             | 3.0          | 9,277          |
| PPC Google                          | OL   | 3,027             | 2.9          | 8,778          |
| Alaska Sportsman                    | DM   | 2,913             | 2.5          | 7,282          |
| eMiles solo email-r                 | OL   | 1,821             | 2.7          | 4,916          |
| CPA Nation                          | OL   | 1,614             | 2.8          | 4,520          |
| PPC Bing                            | OL   | 1,496             | 2.9          | 4,339          |
| All Other Television                | TV   | 1,131             | 3.7          | 4,185          |
| Sherman's Travel-r                  | OL   | 1,186             | 3.2          | 3,795          |
| React2Media                         | OL   | 1,278             | 2.5          | 3,195          |
| Sunset                              | DM   | 828               | 3.8          | 3,147          |
| Prospective Co Reg/Banner Ads       | OL   | 933               | 2.8          | 2,613          |
| eMiles Co Reg-r                     | OL   | 1,029             | 2.5          | 2,573          |
| Dedicated Media Co Reg              | OL   | 809               | 2.8          | 2,265          |
| Prevention                          | M    | 887               | 2.5          | 2,219          |
| National Geographic                 | DM   | 610               | 3.4          | 2,074          |
| Readers Digest                      | DM   | 680               | 3.0          | 2,041          |
| Smithsonian and bonus ad            | M    | 660               | 3.0          | 1,981          |
| Website from Direct Mail            | DM   | 409               | 4.7          | 1,921          |
| Midwest Living and bonus ad         | M    | 686               | 2.8          | 1,920          |
| MyPoints-r                          | OL   | 806               | 2.2          | 1,772          |
| TravelGuidesFree                    | OL   | 560               | 3.1          | 1,735          |
| Alaska Magazine/Actives and Expires | DM   | 736               | 2.3          | 1,693          |
| Travel 50 and Beyond                | DM   | 589               | 2.8          | 1,648          |
| DMI                                 | OL   | 540               | 3.0          | 1,621          |
| Dunhill Travel Deals                | OL   | 392               | 4.1          | 1,609          |
| National Geographic Traveler        | M    | 512               | 2.8          | 1,434          |
| AAA Going Places                    | M    | 558               | 2.4          | 1,339          |
| Good Housekeeping                   | MISC | 371               | 3.6          | 1,335          |
| Audubon                             | M    | 330               | 3.0          | 991            |
| Coastal Living                      | M    | 284               | 3.3          | 938            |
| Highways Magazine                   | M    | 227               | 4.0          | 909            |
| AAA Home and Away                   | M    | 297               | 3.0          | 890            |

**2013 Number Of Visitors Generated By Sources Tested  
Ranked By Number Of Visitors Generated**

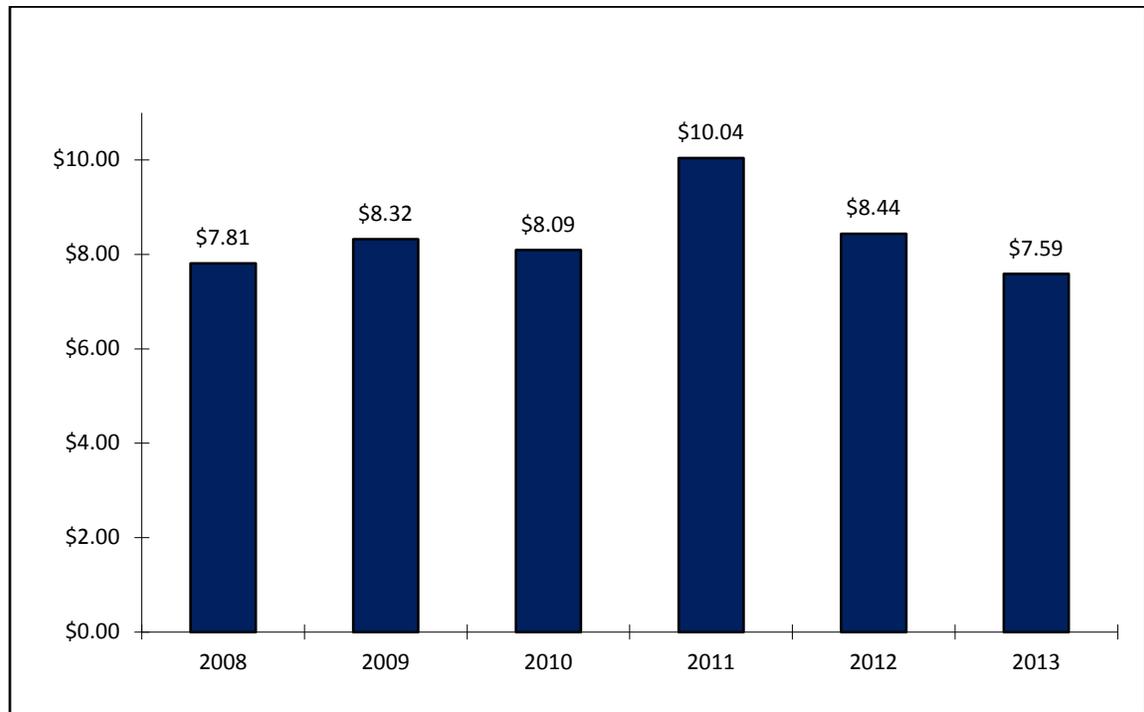
| Source                                | Type      | Number of Parties | Average Size | Total Visitors |
|---------------------------------------|-----------|-------------------|--------------|----------------|
| Total Source Plus/Model               | DM        | 164               | 5.2          | 852            |
| Where to Retire Magazine              | DM        | 255               | 3.1          | 792            |
| Backpacker JOINT YUKON bonus ad 3x    | M         | 319               | 2.4          | 765            |
| Alaska Magazine JOINT YUKON           | M         | 292               | 2.5          | 730            |
| Better Homes and Gardens 45+          | DM        | 187               | 3.7          | 693            |
| Frommer's Budget Travel               | DM        | 172               | 3.9          | 669            |
| AAA Western Journey JOINT YUKON       | M         | 200               | 3.2          | 640            |
| Fortune                               | DM        | 222               | 2.4          | 532            |
| Readers Digest Large Format           | M         | 93                | 5.0          | 466            |
| History Channel Club 45+              | DM        | 116               | 3.9          | 454            |
| Wealth Window                         | DM        | 101               | 4.5          | 453            |
| AAA Midwest Traveler                  | M         | 230               | 1.9          | 437            |
| AAA Arizona Highroads and bonus ad    | M         | 212               | 2.0          | 424            |
| Trailer Life Magazine JOINT YUKON     | M         | 176               | 2.3          | 406            |
| Worldwide Travelers                   | DM        | 93                | 4.2          | 389            |
| Prospectiv JOINT YUKON-r              | OL        | 131               | 2.9          | 380            |
| Readers Digest Model                  | DM        | 84                | 4.2          | 353            |
| More-QR Code                          | M         | 135               | 2.5          | 337            |
| Conde Nast space ad test              | M         | 151               | 2.2          | 331            |
| Intermedia Outdoors Int'l Travel      | DM        | 104               | 3.1          | 323            |
| Good Housekeeping (Pacific Region)    | M         | 125               | 2.3          | 288            |
| Midwest Living 45+                    | DM        | 103               | 2.8          | 288            |
| Permission Data-r                     | OL        | 153               | 1.8          | 276            |
| AFAR Magazine                         | DM        | 102               | 2.7          | 276            |
| Bonnier Luxury Travel                 | DM        | 102               | 2.4          | 244            |
| React2Media JOINT ALASKA YUKON        | OL        | 107               | 2.0          | 213            |
| Target Source - RV Book and Directory | DM        | 78                | 2.3          | 179            |
| DMI Select                            | OL        | 58                | 3.0          | 174            |
| Ladies Home Journal 45+               | DM        | 70                | 2.0          | 141            |
| Publisher Clearing House              | OL        | 56                | 2.0          | 113            |
| <b>Total</b>                          | <b>68</b> | <b>76,084</b>     | <b>3.2</b>   | <b>242,031</b> |

### ***Cost Efficiency – Cost per Inquiry***

The cost per inquiry equals the total advertising costs divided by the number of inquiries.

- The overall cost per inquiry (including fulfillment) for all 2013 sources combined is \$7.59 down from a 2012 cost per inquiry of \$8.44.

**Cost per Inquiry  
2008-2013**



**2013 Cost per Inquiry  
Ranked by Cost per Inquiry**

| Source                                | Type | Cost per Inquiry Rate |
|---------------------------------------|------|-----------------------|
| Website from Direct Mail              | DM   | \$1.54                |
| React2Media                           | OL   | \$2.21                |
| Readers Digest Large Format           | M    | \$2.23                |
| Prospective Co Reg/Banner Ads         | OL   | \$2.26                |
| CPA Nation                            | OL   | \$2.31                |
| React2Media JOINT ALASKA YUKON        | OL   | \$2.71                |
| DMI                                   | OL   | \$2.99                |
| Dedicated Media Co Reg                | OL   | \$3.52                |
| TravelGuidesFree                      | OL   | \$3.56                |
| Past Inquirers w/o email              | DM   | \$3.60                |
| DMI Select                            | OL   | \$3.68                |
| MyPoints-r                            | OL   | \$3.96                |
| All Other Online                      | OL   | \$4.05                |
| eMiles solo email-r                   | OL   | \$4.13                |
| Prospectiv JOINT YUKON-r              | OL   | \$4.14                |
| Good Housekeeping (Pacific Region)    | M    | \$4.17                |
| eMiles Co Reg-r                       | OL   | \$4.46                |
| Dedicated Media Banner Ads            | OL   | \$4.78                |
| Permission Data-r                     | OL   | \$4.85                |
| Past Inquirers w/email                | DM   | \$5.16                |
| Dunhill Travel Deals                  | OL   | \$5.73                |
| Total Source Plus/Model               | DM   | \$5.82                |
| Sherman's Travel-r                    | OL   | \$5.98                |
| Publisher Clearing House              | OL   | \$6.00                |
| PPC Bing                              | OL   | \$6.30                |
| History Channel Club 45+              | DM   | \$7.37                |
| CondeNast space ad test               | M    | \$8.05                |
| Target Source - RV Book and Directory | DM   | \$8.23                |
| Worldwide Travelers                   | DM   | \$8.32                |
| Where to Retire Magazine              | DM   | \$8.33                |
| All Other Sources                     | OS   | \$8.39                |
| Alaska Magazine JOINT YUKON           | M    | \$8.40                |
| Intermedia Outdoors Int'l Travel      | DM   | \$8.43                |
| Readers Digest Model                  | DM   | \$9.13                |
| National Geographic                   | DM   | \$9.33                |
| Midwest Living 45+                    | DM   | \$9.51                |
| Travel 50 and Beyond                  | DM   | \$9.53                |
| Alaska Magazine/Actives and Expires   | DM   | \$9.63                |
| Backpacker JOINT YUKON bonus ad 3x    | M    | \$9.81                |

**2013 Cost per Inquiry  
Ranked by Cost per Inquiry**

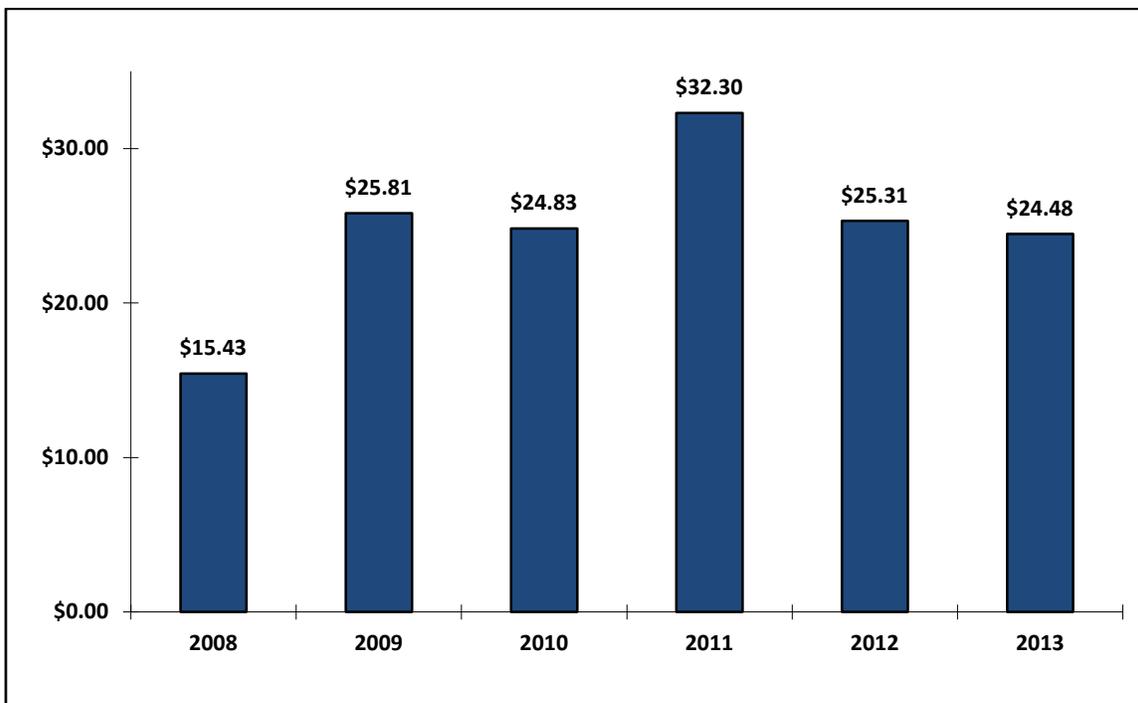
| Source                             | Type      | Cost per Inquiry Rate |
|------------------------------------|-----------|-----------------------|
| All Other Magazine                 | M         | \$10.09               |
| Fortune                            | DM        | \$10.40               |
| Bonnier Luxury Travel              | DM        | \$10.58               |
| AFAR Magazine                      | DM        | \$10.74               |
| Audubon                            | M         | \$10.96               |
| Better Homes and Gardens 45+       | DM        | \$11.07               |
| AAA Western Journey JOINT YUKON    | M         | \$11.18               |
| Alaska Sportsman                   | DM        | \$11.33               |
| Sunset                             | DM        | \$11.49               |
| Smithsonian and bonus ad           | M         | \$11.62               |
| Frommer's Budget Travel            | DM        | \$12.13               |
| Ladies Home Journal 45+            | DM        | \$12.24               |
| Good Housekeeping                  | MISC      | \$12.69               |
| Readers Digest                     | DM        | \$13.90               |
| AAA Going Places                   | M         | \$13.93               |
| AAA Arizona Highroads and bonus ad | M         | \$14.81               |
| Midwest Living and bonus ad        | M         | \$14.81               |
| AAA Midwest Traveler               | M         | \$14.93               |
| Wealth Window                      | DM        | \$15.13               |
| Trailer Life Magazine JOINT YUKON  | M         | \$15.17               |
| National Geographic Traveler       | M         | \$18.72               |
| Prevention                         | M         | \$18.73               |
| Coastal Living                     | M         | \$20.29               |
| PPC Google                         | OL        | \$20.98               |
| :10 Syndicated TV                  | TV        | \$22.68               |
| AAA Home and Away                  | M         | \$25.96               |
| Highways Magazine                  | M         | \$28.43               |
| More-QR Code                       | M         | \$49.40               |
| All Other Television               | TV        | \$114.70              |
|                                    |           |                       |
| <b>TOTAL</b>                       | <b>68</b> | <b>\$7.59</b>         |

***Cost per Conversion (per Person)***

The cost per conversion per person equals the advertising costs divided by the number of conversions.

- The overall cost per conversion per person (including fulfillment) for all 2013 sources combined is \$24.48 per visitor, down compared to 2012 (\$25.31).

**Cost per Conversion per Person  
2008-2013**



**2013 Cost per Conversion (per Person)  
Ranked by Cost per Conversion**

| Source                              | Type | Total Visitors | Cost per Conversion (per Person) |
|-------------------------------------|------|----------------|----------------------------------|
| Website from Direct Mail            | DM   | 1,921          | \$2.39                           |
| Past Inquirers w/o email            | DM   | 15,708         | \$6.45                           |
| PPC Bing                            | OL   | 4,339          | \$7.08                           |
| All Other Online                    | OL   | 15,234         | \$7.32                           |
| Readers Digest Large Format         | M    | 466            | \$7.83                           |
| TravelGuidesFree                    | OL   | 1,735          | \$8.45                           |
| Past Inquirers w/email              | DM   | 9,702          | \$9.24                           |
| Dunhill Travel Deals                | OL   | 1,609          | \$10.51                          |
| All Other Sources                   | OS   | 57,777         | \$10.53                          |
| Sherman's Travel-r                  | OL   | 3,795          | \$13.08                          |
| Prospective Co Reg/Banner Ads       | OL   | 2,613          | \$13.47                          |
| Alaska Sportsman                    | DM   | 7,282          | \$13.95                          |
| All Other Magazine                  | M    | 25,912         | \$15.58                          |
| Total Source Plus/Model             | DM   | 852            | \$15.99                          |
| PPC Google                          | OL   | 8,778          | \$17.31                          |
| Alaska Magazine JOINT YUKON         | M    | 730            | \$17.78                          |
| eMiles Co Reg-r                     | OL   | 2,573          | \$17.85                          |
| Good Housekeeping                   | MISC | 1,335          | \$21.11                          |
| Dedicated Media Banner Ads          | OL   | 14,124         | \$21.49                          |
| eMiles solo email-r                 | OL   | 4,916          | \$21.83                          |
| Better Homes and Gardens 45+        | DM   | 693            | \$21.85                          |
| Frommer's Budget Travel             | DM   | 669            | \$24.68                          |
| Audubon                             | M    | 991            | \$25.55                          |
| AAA Western Journey JOINT YUKON     | M    | 640            | \$26.67                          |
| Sunset                              | DM   | 3,147          | \$27.23                          |
| Good Housekeeping (Pacific Region)  | M    | 288            | \$27.88                          |
| MyPoints-r                          | OL   | 1,772          | \$28.59                          |
| Worldwide Travelers                 | DM   | 389            | \$31.43                          |
| Wealth Window                       | DM   | 453            | \$31.72                          |
| Alaska Magazine/Actives and Expires | DM   | 1,693          | \$32.22                          |
| National Geographic                 | DM   | 2,074          | \$34.32                          |
| History Channel Club 45+            | DM   | 454            | \$35.64                          |
| Where to Retire Magazine            | DM   | 792            | \$38.39                          |
| AAA Arizona Highroads and bonus ad  | M    | 424            | \$39.81                          |
| Travel 50 and Beyond                | DM   | 1,648          | \$40.04                          |
| :10 Syndicated TV                   | TV   | 9,277          | \$40.22                          |
| Backpacker JOINT YUKON bonus ad 3x  | M    | 765            | \$40.49                          |
| Midwest Living and bonus ad         | M    | 1,920          | \$40.68                          |

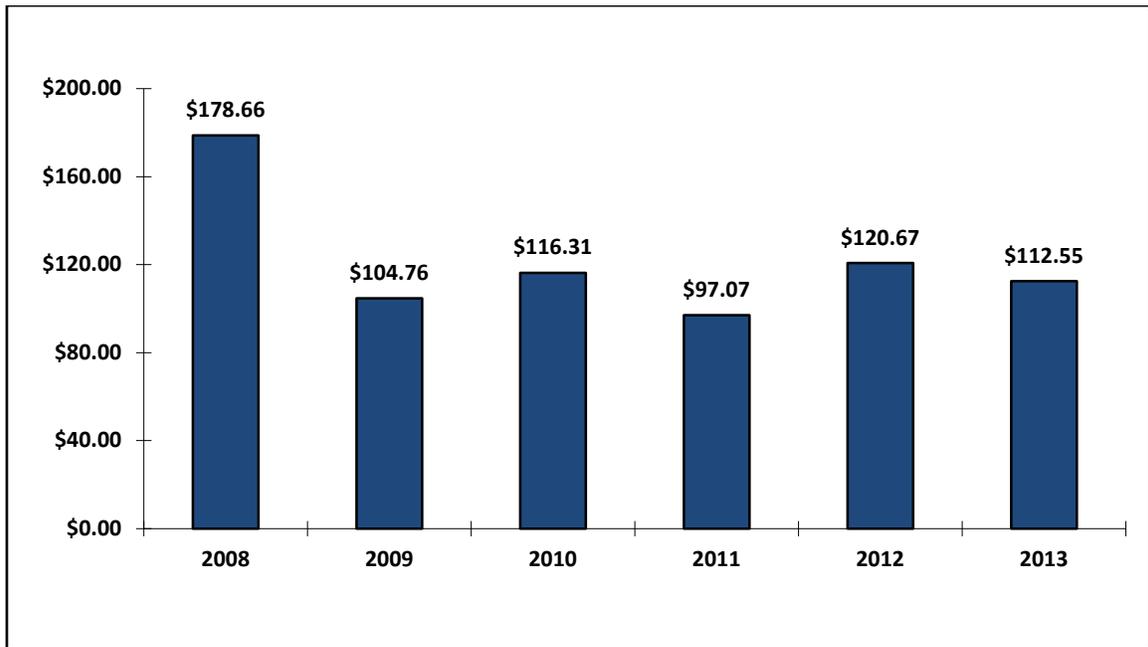
**2013 Cost per Conversion (per Person)  
Ranked by Cost per Conversion**

| Source                                | Type      | Total Visitors | Cost per Conversion<br>(per Person) |
|---------------------------------------|-----------|----------------|-------------------------------------|
| Readers Digest Model                  | DM        | 353            | \$41.03                             |
| Conde Nast space ad test              | M         | 331            | \$45.18                             |
| AAA Midwest Traveler                  | M         | 437            | \$46.22                             |
| React2Media                           | OL        | 3,195          | \$46.43                             |
| Intermedia Outdoors Int'l Travel      | DM        | 323            | \$47.73                             |
| Smithsonian and bonus ad              | M         | 1,981          | \$48.42                             |
| CPA Nation                            | OL        | 4,520          | \$48.42                             |
| AFAR Magazine                         | DM        | 276            | \$51.00                             |
| Coastal Living                        | M         | 938            | \$52.55                             |
| Midwest Living 45+                    | DM        | 288            | \$53.05                             |
| AAA Home and Away                     | M         | 890            | \$54.08                             |
| Prospectiv JOINT YUKON-r              | OL        | 380            | \$54.85                             |
| Highways Magazine                     | M         | 909            | \$55.97                             |
| Dedicated Media Co Reg                | OL        | 2,265          | \$59.86                             |
| National Geographic Traveler          | M         | 1,434          | \$60.77                             |
| Trailer Life Magazine JOINT YUKON     | M         | 406            | \$61.64                             |
| Prevention                            | M         | 2,219          | \$65.14                             |
| DMI                                   | OL        | 1,621          | \$66.46                             |
| AAA Going Places                      | M         | 1,339          | \$68.31                             |
| Permission Data-r                     | OL        | 276            | \$72.85                             |
| Target Source - RV Book and Directory | DM        | 179            | \$76.16                             |
| Bonnier Luxury Travel                 | DM        | 244            | \$77.34                             |
| Fortune                               | DM        | 532            | \$78.77                             |
| Readers Digest                        | DM        | 2,041          | \$84.24                             |
| Publisher Clearing House              | OL        | 113            | \$100.03                            |
| DMI Select                            | OL        | 174            | \$102.31                            |
| Ladies Home Journal 45+               | DM        | 141            | \$105.55                            |
| More-QR Code                          | M         | 337            | \$156.83                            |
| All Other Television                  | TV        | 4,185          | \$231.35                            |
| React2Media JOINT ALASKA YUKON        | OL        | 213            | \$270.94                            |
|                                       |           |                |                                     |
|                                       |           |                |                                     |
|                                       |           |                |                                     |
| <b>Total</b>                          | <b>68</b> | <b>242,031</b> | <b>\$24.48</b>                      |

***Return on Investment Including Transportation Costs (per Person)***

The overall return on investment per person (including transportation costs) for all 2013 sources combined is \$112.55, down from 2012 (\$120.67 per visitor).

**Return on Investment per Person Including Transportation Costs  
2008-2013**



**2013 ROI with Transportation Costs (per Person)  
Ranked by Return on Investment**

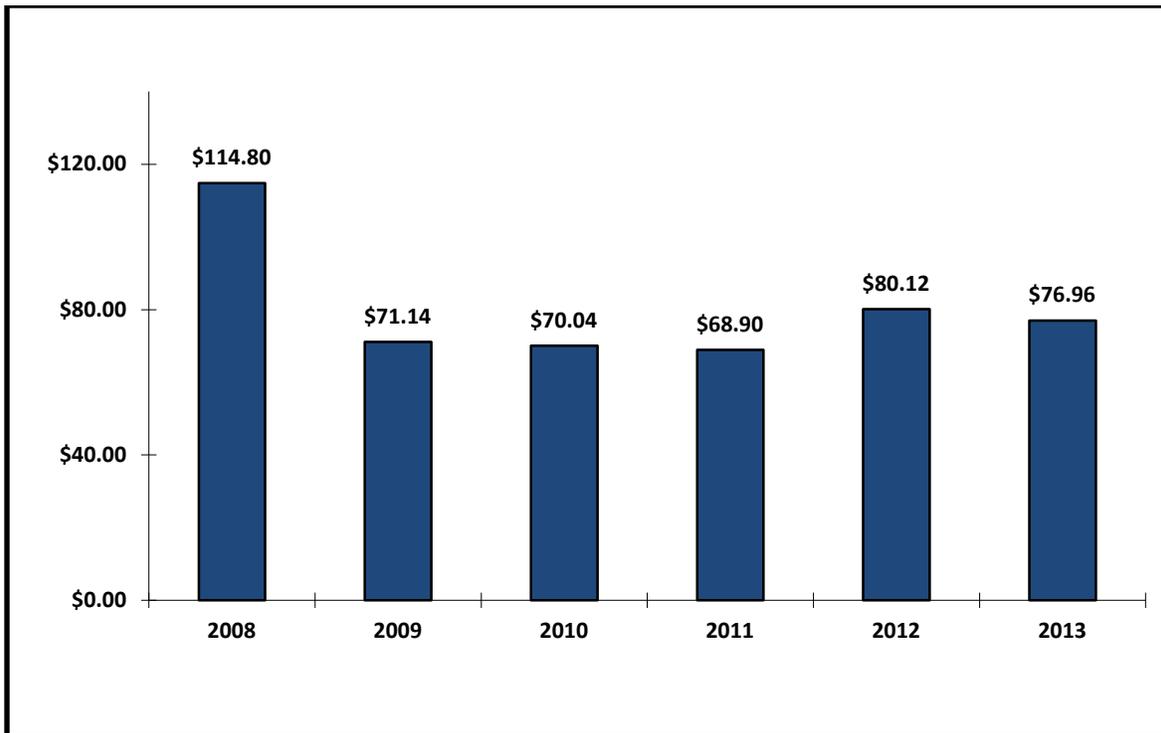
| Source                              | Type | ROI w/Transportation Costs<br>(per Person) |
|-------------------------------------|------|--|
| Website from Direct Mail            | DM   | \$993.13                                   |
| PPC Bing                            | OL   | \$432.77                                   |
| All Other Online                    | OL   | \$376.01                                   |
| TravelGuidesFree                    | OL   | \$345.78                                   |
| Past Inquirers w/o email            | DM   | \$331.39                                   |
| Past Inquirers w/email PHONE        | DM   | \$314.29                                   |
| All Other Sources                   | OS   | \$308.93                                   |
| Sherman's Travel-r                  | OL   | \$274.33                                   |
| Dunhill Travel Deals                | OL   | \$259.61                                   |
| Alaska Sportsman                    | DM   | \$229.65                                   |
| Alaska Magazine JOINT YUKON         | M    | \$219.07                                   |
| Prospective Co Reg/Banner Ads       | OL   | \$177.84                                   |
| PPC Google                          | OL   | \$176.36                                   |
| Total Source Plus/Model             | DM   | \$167.35                                   |
| eMiles Co Reg-r                     | OL   | \$152.61                                   |
| Good Housekeeping (Pacific Region)  | M    | \$149.64                                   |
| Audubon                             | M    | \$148.82                                   |
| Dedicated Media Banner Ads          | OL   | \$127.18                                   |
| Better Homes and Gardens 45+        | DM   | \$113.05                                   |
| Dedicated Media Co Reg              | OL   | \$107.39                                   |
| Good Housekeeping                   | MISC | \$106.31                                   |
| MyPoints-r                          | OL   | \$101.82                                   |
| Frommer's Budget Travel             | DM   | \$101.60                                   |
| AAA Western Journey JOINT YUKON     | M    | \$98.82                                    |
| eMiles solo email-r                 | OL   | \$97.52                                    |
| Wealth Window                       | DM   | \$95.35                                    |
| Readers Digest Large Format         | M    | \$94.11                                    |
| Where to Retire Magazine            | DM   | \$93.12                                    |
| Worldwide Travelers                 | DM   | \$86.16                                    |
| All Other Magazine                  | M    | \$85.72                                    |
| Midwest Living and bonus ad         | M    | \$78.40                                    |
| Alaska Magazine/Actives and Expires | DM   | \$77.84                                    |
| :10 Syndicated TV                   | TV   | \$72.82                                    |
| Intermedia Outdoors Int'l Travel    | DM   | \$71.20                                    |
| Travel 50 and Beyond                | DM   | \$70.39                                    |
| Conde Nast space ad test            | M    | \$69.64                                    |
| AAA Arizona Highroads and bonus ad  | M    | \$69.29                                    |
| Backpacker JOINT YUKON bonus ad 3x  | M    | \$67.73                                    |

| Source                                | Type      | ROI w/Transportation Costs<br>(per Person) |
|---------------------------------------|-----------|--|
| National Geographic                   | DM        | \$67.07                                    |
| Permission Data-r                     | OL        | \$65.14                                    |
| Highways Magazine                     | M         | \$64.65                                    |
| History Channel Club 45+              | DM        | \$64.28                                    |
| AAA Home and Away                     | M         | \$63.13                                    |
| Smithsonian and bonus ad              | M         | \$62.87                                    |
| CPA Nation                            | OL        | \$59.86                                    |
| AAA Midwest Traveler                  | M         | \$58.52                                    |
| Sunset                                | DM        | \$58.01                                    |
| AAA Going Places                      | M         | \$57.06                                    |
| Publisher Clearing House              | OL        | \$56.04                                    |
| Midwest Living 45+                    | DM        | \$53.63                                    |
| Readers Digest Model                  | DM        | \$53.47                                    |
| Prevention                            | M         | \$52.09                                    |
| AFAR Magazine                         | DM        | \$51.08                                    |
| Coastal Living                        | M         | \$50.21                                    |
| React2Media                           | OL        | \$48.31                                    |
| Bonnier Luxury Travel                 | DM        | \$46.63                                    |
| Fortune                               | DM        | \$44.24                                    |
| Trailer Life Magazine JOINT YUKON     | M         | \$43.41                                    |
| Target Source - RV Book and Directory | DM        | \$38.49                                    |
| National Geographic Traveler          | M         | \$37.76                                    |
| Readers Digest                        | DM        | \$35.94                                    |
| DMI                                   | OL        | \$35.36                                    |
| DMI Select                            | OL        | \$34.86                                    |
| Prospectiv JOINT YUKON-r              | OL        | \$32.74                                    |
| Ladies Home Journal 45+               | DM        | \$31.01                                    |
| More-QR Code                          | M         | \$14.64                                    |
| React2Media JOINT ALASKA YUKON        | OL        | \$12.87                                    |
| All Other Television                  | TV        | \$12.10                                    |
|                                       |           |  |
|                                       |           |  |
|                                       |           |  |
| <b>Total</b>                          | <b>68</b> | <b>\$112.55</b>                            |

***Return on Investment Excluding Transportation Costs (per Person)***

The overall return on investment (excluding transportation costs) for all 2013 sources combined is \$76.96 per visitor, down from 2012 (\$80.12 per visitor).

**Return on Investment per Person Excluding Transportation Costs  
2008-2013**



\* ROI without transportation per person = (per person expenditures multiplied by the number of people) divided by total advertising cost.

**2013 ROI without Transportation (per Person)  
Ranked by Return on Investment**

| Source                              | Type | Return on Investment |
|-------------------------------------|------|----------------------|
| Website from Direct Mail            | DM   | \$687.52             |
| PPC Bing                            | OL   | \$323.79             |
| TravelGuidesFree                    | OL   | \$252.92             |
| All Other Online                    | OL   | \$221.56             |
| All Other Sources                   | OS   | \$209.86             |
| Past Inquirers w/email      PHONE   | DM   | \$208.44             |
| Past Inquirers w/o email            | DM   | \$204.28             |
| Dunhill Travel Deals                | OL   | \$199.38             |
| Sherman's Travel-r                  | OL   | \$186.67             |
| Alaska Magazine JOINT YUKON         | M    | \$164.93             |
| Alaska Sportsman                    | DM   | \$156.57             |
| Prospective Co Reg/Banner Ads       | OL   | \$132.36             |
| Total Source Plus/Model             | DM   | \$127.59             |
| eMiles Co Reg-r                     | OL   | \$125.43             |
| PPC Google                          | OL   | \$118.43             |
| Dedicated Media Banner Ads          | OL   | \$105.82             |
| Good Housekeeping (Pacific Region)  | M    | \$105.59             |
| Audubon                             | M    | \$102.07             |
| Good Housekeeping                   | MISC | \$80.63              |
| eMiles solo email-r                 | OL   | \$74.23              |
| Better Homes and Gardens 45+        | DM   | \$74.08              |
| Wealth Window                       | DM   | \$71.00              |
| MyPoints-r                          | OL   | \$68.14              |
| AAA Western Journey JOINT YUKON     | M    | \$67.08              |
| All Other Magazine                  | M    | \$64.86              |
| Where to Retire Magazine            | DM   | \$60.76              |
| Readers Digest Large Format         | M    | \$60.27              |
| Intermedia Outdoors Int'l Travel    | DM   | \$57.92              |
| Dedicated Media Co Reg              | OL   | \$53.70              |
| AAA Arizona Highroads and bonus ad  | M    | \$53.59              |
| Permission Data-r                   | OL   | \$52.75              |
| Conde Nast space ad test            | M    | \$52.20              |
| Alaska Magazine/Actives and Expires | DM   | \$51.73              |
| :10 Syndicated TV                   | TV   | \$47.94              |
| Travel 50 and Beyond                | DM   | \$46.80              |
| AAA Midwest Traveler                | M    | \$46.56              |
| Frommer's Budget Travel             | DM   | \$46.24              |
| Midwest Living and bonus ad         | M    | \$45.10              |
| AAA Going Places                    | M    | \$42.49              |

**2013 ROI without Transportation (per Person)  
Ranked by Return on Investment**

| Source                                | Type      | Return on Investment |
|---------------------------------------|-----------|----------------------|
| CPA Nation                            | OL        | \$42.41              |
| Sunset                                | DM        | \$41.99              |
| Prevention                            | M         | \$40.91              |
| Highways Magazine                     | M         | \$40.05              |
| Backpacker JOINT YUKON bonus ad 3x    | M         | \$39.30              |
| React2Media                           | OL        | \$38.55              |
| History Channel Club 45+              | DM        | \$38.20              |
| Bonnier Luxury Travel                 | DM        | \$37.59              |
| AAA Home and Away                     | M         | \$37.03              |
| Midwest Living 45+                    | DM        | \$36.86              |
| Coastal Living                        | M         | \$35.50              |
| Smithsonian and bonus ad              | M         | \$35.34              |
| National Geographic                   | DM        | \$35.27              |
| Worldwide Travelers                   | DM        | \$34.96              |
| DMI                                   | OL        | \$30.09              |
| Readers Digest Model                  | DM        | \$28.62              |
| AFAR Magazine                         | DM        | \$26.87              |
| Target Source - RV Book and Directory | DM        | \$26.83              |
| Readers Digest                        | DM        | \$26.38              |
| Publisher Clearing House              | OL        | \$25.85              |
| DMI Select                            | OL        | \$25.31              |
| Trailer Life Magazine JOINT YUKON     | M         | \$25.07              |
| National Geographic Traveler          | M         | \$22.00              |
| Prospectiv JOINT YUKON-r              | OL        | \$21.17              |
| Fortune                               | DM        | \$21.16              |
| Ladies Home Journal 45+               | DM        | \$19.74              |
| More-QR Code                          | M         | \$11.81              |
| All Other Television                  | TV        | \$8.27               |
| React2Media JOINT ALASKA YUKON        | OL        | \$8.26               |
|                                       |           |                      |
|                                       |           |                      |
|                                       |           |                      |
| <b>Total</b>                          | <b>68</b> | <b>\$76.96</b>       |

## B. Efficiency Analysis Matrices

The matrices on pages 51 through 55 provide a detailed analysis for each of the following source types:

- Individual and Combination Magazine Sources Tested
- Individual and Combination Direct Mail Sources Tested
- Individual and Combination TV Sources
- Individual and Combination Online Sources Tested
- Individual PPC Sources
- Individual Coop Magazine Source
- Miscellaneous Other Sources
- Efficiency Analysis Summary by Source

## Individual and Combination Magazine Sources Tested — 2013

| Source (Code)                                | Total Cost         | Circulation       | Inquiries     | Response Rate | Cost per Inquiry | Conversion Rate | Number of People | Cost per Conversion (per Person) | ROI (per Person) with Transport | ROI (per Person) w/o Transport |
|--|--------------------|-------------------|---------------|---------------|------------------|-----------------|------------------|----------------------------------|---------------------------------|--------------------------------|
| Smithsonian and bonus ad                     | \$95,905           | 2,000,000         | 8,253         | 0.41%         | \$11.62          | 8.0%            | 1,981            | \$48.42                          | \$62.87                         | \$35.34                        |
| AAA Arizona Highroads and bonus ad           | \$16,868           | 490,000           | 1,139         | 0.23%         | \$14.81          | 18.6%           | 424              | \$39.81                          | \$69.29                         | \$53.59                        |
| AAA Going Places                             | \$91,494           | 2,770,560         | 6,566         | 0.24%         | \$13.93          | 8.5%            | 1,339            | \$68.31                          | \$57.06                         | \$42.49                        |
| Audubon                                      | \$25,318           | 420,000           | 2,310         | 0.55%         | \$10.96          | 14.3%           | 991              | \$25.55                          | \$148.82                        | \$102.07                       |
| Good Housekeeping (Pacific Region)           | \$8,027            | 724,800           | 1,926         | 0.27%         | \$4.17           | 6.5%            | 288              | \$27.88                          | \$149.64                        | \$105.59                       |
| Prevention                                   | \$144,515          | 2,800,000         | 7,717         | 0.28%         | \$18.73          | 11.5%           | 2,219            | \$65.14                          | \$52.09                         | \$40.91                        |
| National Geographic Traveler                 | \$87,169           | 715,000           | 4,657         | 0.65%         | \$18.72          | 11.0%           | 1,434            | \$60.77                          | \$37.76                         | \$22.00                        |
| More-QR Code                                 | \$52,858           | 509,800           | 1,070         | 0.21%         | \$49.40          | 12.6%           | 337              | \$156.83                         | \$14.64                         | \$11.81                        |
| Backpacker JOINT YUKON bonus ad 3x           | \$30,953           | 340,000           | 3,154         | 0.93%         | \$9.81           | 10.1%           | 765              | \$40.49                          | \$67.73                         | \$39.30                        |
| Alaska Magazine JOINT YUKON                  | \$12,991           | 107,833           | 1,546         | 1.43%         | \$8.40           | 18.9%           | 730              | \$17.78                          | \$219.07                        | \$164.93                       |
| Coastal Living                               | \$49,280           | 650,000           | 2,429         | 0.37%         | \$20.29          | 11.7%           | 938              | \$52.55                          | \$50.21                         | \$35.50                        |
| Conde Nast space ad test                     | \$14,974           | 800,000           | 1,860         | 0.23%         | \$8.05           | 8.1%            | 331              | \$45.18                          | \$69.64                         | \$52.20                        |
| AAA Home and Away                            | \$48,123           | 1,096,008         | 1,854         | 0.17%         | \$25.96          | 16.0%           | 890              | \$54.08                          | \$63.13                         | \$37.03                        |
| AAA Midwest Traveler                         | \$20,200           | 520,195           | 1,353         | 0.26%         | \$14.93          | 17.0%           | 437              | \$46.22                          | \$58.52                         | \$46.56                        |
| AAA Western Journey JOINT YUKON              | \$17,072           | 611,000           | 1,527         | 0.25%         | \$11.18          | 13.1%           | 640              | \$26.67                          | \$98.82                         | \$67.08                        |
| Midwest Living and bonus ad                  | \$78,116           | 950,000           | 5,275         | 0.56%         | \$14.81          | 13.0%           | 1,920            | \$40.68                          | \$78.40                         | \$45.10                        |
| Highways Magazine                            | \$50,870           | 1,250,000         | 1,789         | 0.14%         | \$28.43          | 12.7%           | 909              | \$55.97                          | \$64.65                         | \$40.05                        |
| Trailer Life Magazine JOINT YUKON            | \$25,001           | 220,000           | 1,648         | 0.75%         | \$15.17          | 10.7%           | 406              | \$61.64                          | \$43.41                         | \$25.07                        |
| Readers Digest Large Format                  | \$3,647            | 400,000           | 1,634         | 0.41%         | \$2.23           | 5.7%            | 466              | \$7.83                           | \$94.11                         | \$60.27                        |
| All Other Magazine Combination of 14 sources | \$403,661          | 8,832,983         | 39,988        | 0.45%         | \$10.09          | 12.0%           | 25,912           | \$15.58                          | \$85.72                         | \$64.86                        |
|  |                    |                   |               |               |                  |                 |                  |                                  |                                 |                                |
| <b>SUB-TOTAL</b>                             | <b>\$1,277,042</b> | <b>26,208,179</b> | <b>97,695</b> | <b>0.37%</b>  | <b>\$13.07</b>   | <b>11.44%</b>   | <b>43,357</b>    | <b>\$29.45</b>                   | <b>\$69.53</b>                  | <b>\$48.87</b>                 |

## Individual and Combination Direct Mail Sources Tested — 2013

| Source (Code)                         | Total Cost         | Circulation      | Inquiries      | Response Rate | Cost per Inquiry | Conversion Rate | Number of People | Cost per Conversion (per Person) | ROI (per Person) w with Transport | ROI (per Person) w/o Transport |
|---------------------------------------|--------------------|------------------|----------------|---------------|------------------|-----------------|------------------|----------------------------------|-----------------------------------|--------------------------------|
| Past Inquirers                        | \$101,263          | 178,331          | 28,150         | 15.79%        | \$3.60           | 15.5%           | 15,708           | \$6.45                           | \$331.39                          | \$204.28                       |
| Total Source Plus/Model               | \$13,634           | 23,872           | 2,342          | 9.81%         | \$5.82           | 7.0%            | 852              | \$15.99                          | \$167.35                          | \$127.59                       |
| Readers Digest Model                  | \$14,468           | 26,877           | 1,584          | 5.89%         | \$9.13           | 5.3%            | 353              | \$41.03                          | \$53.47                           | \$28.62                        |
| Intermedia Outdoors Int'l Travel      | \$15,418           | 27,311           | 1,828          | 6.69%         | \$8.43           | 5.7%            | 323              | \$47.73                          | \$71.20                           | \$57.92                        |
| AFAR Magazine                         | \$14,069           | 27,267           | 1,310          | 4.80%         | \$10.74          | 7.8%            | 276              | \$51.00                          | \$51.08                           | \$26.87                        |
| Better Homes and Gardens 45+          | \$15,138           | 26,760           | 1,367          | 5.11%         | \$11.07          | 13.7%           | 693              | \$21.85                          | \$113.05                          | \$74.08                        |
| Ladies Home Journal 45+               | \$14,876           | 26,654           | 1,215          | 4.56%         | \$12.24          | 5.8%            | 141              | \$105.55                         | \$31.01                           | \$19.74                        |
| Midwest Living 45+                    | \$15,268           | 26,280           | 1,606          | 6.11%         | \$9.51           | 6.4%            | 288              | \$53.05                          | \$53.63                           | \$36.86                        |
| History Channel Club 45+              | \$16,193           | 27,054           | 2,198          | 8.12%         | \$7.37           | 5.3%            | 454              | \$35.64                          | \$64.28                           | \$38.20                        |
| Wealth Window                         | \$14,375           | 27,337           | 950            | 3.48%         | \$15.13          | 10.6%           | 453              | \$31.72                          | \$95.35                           | \$71.00                        |
| Frommer's Budget Travel               | \$16,515           | 30,089           | 1,362          | 4.53%         | \$12.13          | 12.6%           | 669              | \$24.68                          | \$101.60                          | \$46.24                        |
| Target Source - RV Book and Directory | \$13,666           | 24,654           | 1,660          | 6.73%         | \$8.23           | 4.7%            | 179              | \$76.16                          | \$38.49                           | \$26.83                        |
| Website from Direct Mail              | \$4,596            | N/A              | 2,983          | N/A           | \$1.54           | 13.7%           | 1,921            | \$2.39                           | \$993.13                          | \$687.52                       |
| Past Inquirers (phone)                | \$89,613           | 191,560          | 17,369         | 9.07%         | \$5.16           | 13.3%           | 9,702            | \$9.24                           | \$314.29                          | \$208.44                       |
| Past Inquirers(online)                | \$89,613           | 191,560          | 17,369         | 9.07%         | \$5.16           | 26.7%           | 19,478           | \$4.60                           | \$630.94                          | \$418.46                       |
| Alaska Magazine/Actives and Expires   | \$54,553           | 93,359           | 5,663          | 6.07%         | \$9.63           | 13.0%           | 1,693            | \$32.22                          | \$77.84                           | \$51.73                        |
| Alaska Sportsman                      | \$101,552          | 191,989          | 8,962          | 4.67%         | \$11.33          | 32.5%           | 7,282            | \$13.95                          | \$229.65                          | \$156.57                       |
| Bonnier Luxury Travel                 | \$18,875           | 32,141           | 1,784          | 5.55%         | \$10.58          | 5.7%            | 244              | \$77.34                          | \$46.63                           | \$37.59                        |
| Fortune                               | \$41,924           | 62,524           | 4,032          | 6.45%         | \$10.40          | 5.5%            | 532              | \$78.77                          | \$44.24                           | \$21.16                        |
| National Geographic                   | \$71,186           | 120,157          | 7,626          | 6.35%         | \$9.33           | 8.0%            | 2,074            | \$34.32                          | \$67.07                           | \$35.27                        |
| Readers Digest                        | \$171,920          | 334,617          | 12,368         | 3.70%         | \$13.90          | 5.5%            | 2,041            | \$84.24                          | \$35.94                           | \$26.38                        |
| Sunset                                | \$85,691           | 158,539          | 7,461          | 4.71%         | \$11.49          | 11.1%           | 3,147            | \$27.23                          | \$58.01                           | \$41.99                        |
| Travel 50 and Beyond                  | \$65,975           | 127,743          | 6,924          | 5.42%         | \$9.53           | 8.5%            | 1,648            | \$40.04                          | \$70.39                           | \$46.80                        |
| Where to Retire Magazine              | \$30,388           | 57,431           | 3,648          | 6.35%         | \$8.33           | 7.0%            | 792              | \$38.39                          | \$93.12                           | \$60.76                        |
| Worldwide Travelers                   | \$12,227           | 22,672           | 1,470          | 6.48%         | \$8.32           | 6.3%            | 389              | \$31.43                          | \$86.16                           | \$34.96                        |
|                                       |                    |                  |                |               |                  |                 |                  |                                  |                                   |                                |
| <b>SUB-TOTAL</b>                      | <b>\$1,013,383</b> | <b>1,865,218</b> | <b>125,862</b> | <b>6.75%</b>  | <b>\$8.05</b>    | <b>12.23%</b>   | <b>51,854</b>    | <b>\$19.54</b>                   | <b>\$131.76</b>                   | <b>\$85.87</b>                 |

**Individual and Combination TV Sources — 2013**

| Source (Code)                                 | Total Cost         | Circulation | Inquiries     | Response Rate | Cost per Inquiry | Conversion Rate | Number of People | Cost per Conversion (per Person) | ROI (per Person) with Transport | ROI (per Person) w/o Transport |
|---|--------------------|-------------|---------------|---------------|------------------|-----------------|------------------|----------------------------------|---------------------------------|--------------------------------|
| :10 Syndicated TV                             | \$373,115          | N/A         | 16,448        | N/A           | \$22.68          | 18.8%           | 9,277            | \$40.22                          | \$72.82                         | \$47.94                        |
| All Other Television Combination of 9 sources | \$968,102          | N/A         | 8,440         | N/A           | \$114.70         | 13.4%           | 4,185            | \$231.35                         | \$12.10                         | \$8.27                         |
| <b>SUB-TOTAL</b>                              | <b>\$1,341,217</b> | <b>0</b>    | <b>24,888</b> | <b>N/A</b>    | <b>\$53.89</b>   | <b>16.97%</b>   | <b>13,461</b>    | <b>\$99.64</b>                   | <b>\$29.00</b>                  | <b>\$19.31</b>                 |

**Individual and Combination Online Sources Tested — 2013**

| Source (Code)                        | Total Cost | Circulation | Inquiries | Response Rate | Cost per Inquiry | Conversion Rate | Number of People | Cost per Conversion (per Person) | ROI (per Person) with Transport | ROI (per Person) w/o Transport |
|--------------------------------------|------------|-------------|-----------|---------------|------------------|-----------------|------------------|----------------------------------|---------------------------------|--------------------------------|
| DMI (Phone)                          | \$107,732  | N/A         | 36,022    | N/A           | \$2.99           | 1.5%            | 1,621            | \$66.46                          | \$35.36                         | \$30.09                        |
| DMI (Online)                         | \$107,732  | N/A         | 36,022    | N/A           | \$2.99           | 6.3%            | 6,808            | \$15.82                          | \$148.51                        | \$126.39                       |
| CPA Nation (Phone)                   | \$218,904  | N/A         | 94,968    | N/A           | \$2.31           | 1.7%            | 4,520            | \$48.42                          | \$59.86                         | \$42.41                        |
| CPA Nation (Online)                  | \$218,904  | N/A         | 94,968    | N/A           | \$2.31           | 8.1%            | 21,539           | \$10.16                          | \$285.24                        | \$202.06                       |
| Prospectiv JOINT YUKON-r (Phone)     | \$20,867   | N/A         | 5,046     | N/A           | \$4.14           | 2.6%            | 380              | \$54.85                          | \$32.74                         | \$21.17                        |
| Prospectiv JOINT YUKON-r (Online)    | \$20,867   | N/A         | 5,046     | N/A           | \$4.14           | 8.8%            | 1,288            | \$16.20                          | \$110.80                        | \$71.65                        |
| Publisher Clearing House (Phone)     | \$11,271   | N/A         | 1,878     | N/A           | \$6.00           | 3.0%            | 113              | \$100.03                         | \$56.04                         | \$25.85                        |
| Publisher Clearing House (Online)    | \$11,271   | N/A         | 1,878     | N/A           | \$6.00           | 10.5%           | 394              | \$28.58                          | \$196.14                        | \$90.47                        |
| Permission Data-r (Phone)            | \$20,126   | N/A         | 4,148     | N/A           | \$4.85           | 3.7%            | 276              | \$72.85                          | \$65.14                         | \$52.75                        |
| Permission Data-r (Online)           | \$20,126   | N/A         | 4,148     | N/A           | \$4.85           | 7.8%            | 582              | \$34.56                          | \$137.32                        | \$111.20                       |
| Dedicated Media Co Reg (Phone)       | \$135,602  | N/A         | 38,526    | N/A           | \$3.52           | 2.1%            | 2,265            | \$59.86                          | \$107.39                        | \$53.70                        |
| Dedicated Media Co Reg (Online)      | \$135,602  | N/A         | 38,526    | N/A           | \$3.52           | 10.3%           | 11,111           | \$12.20                          | \$526.74                        | \$263.37                       |
| Dedicated Media Banner Ads (Phone)   | \$303,502  | N/A         | 63,451    | N/A           | \$4.78           | 5.3%            | 14,124           | \$21.49                          | \$127.18                        | \$105.82                       |
| Dedicated Media Banner Ads (Online)  | \$303,502  | N/A         | 63,451    | N/A           | \$4.78           | 11.4%           | 30,380           | \$9.99                           | \$273.56                        | \$227.61                       |
| eMiles Co Reg-r(Phone)               | \$45,927   | N/A         | 10,292    | N/A           | \$4.46           | 10.0%           | 2,573            | \$17.85                          | \$152.61                        | \$125.43                       |
| eMiles Co Reg-r(Online)              | \$45,927   | N/A         | 10,292    | N/A           | \$4.46           | 12.6%           | 3,242            | \$14.17                          | \$192.29                        | \$158.04                       |
| eMiles solo email-r(Phone)           | \$107,311  | N/A         | 26,009    | N/A           | \$4.13           | 7.0%            | 4,916            | \$21.83                          | \$97.52                         | \$74.23                        |
| eMiles solo email-r (Online)         | \$107,311  | N/A         | 26,009    | N/A           | \$4.13           | 16.3%           | 11,447           | \$9.37                           | \$227.08                        | \$172.84                       |
| Prospective Co Reg/Banner Ads(Phone) | \$35,196   | N/A         | 15,556    | N/A           | \$2.26           | 6.0%            | 2,613            | \$13.47                          | \$177.84                        | \$132.36                       |
| Prospective Co Reg/Banner Ads        | \$35,196   | N/A         | 15,556    | N/A           | \$2.26           | 9.4%            | 4,094            | \$8.60                           | \$278.61                        | \$207.36                       |

## Individual and Combination Online Sources Tested — 2013

| Source (Code)                                      | Total Cost         | Circulation | Inquiries      | Response Rate | Cost per Inquiry | Conversion Rate | Number of People | Cost per Conversion (per Person) | ROI (per Person) with Transport | ROI (per Person) w/o Transport |
|--|--------------------|-------------|----------------|---------------|------------------|-----------------|------------------|----------------------------------|---------------------------------|--------------------------------|
| (Online)   |                    |             |                |               |                  |                 |                  |                                  |                                 |                                |
| MyPoints-r (Phone)                                 | \$50,669           | N/A         | 12,786         | N/A           | \$3.96           | 6.3%            | 1,772            | \$28.59                          | \$68.14                         | \$101.82                       |
| MyPoints-r (Online)                                | \$50,669           | N/A         | 12,786         | N/A           | \$3.96           | 7.2%            | 2,025            | \$25.02                          | \$77.87                         | \$116.37                       |
|  |                    |             |                |               |                  |                 |                  |                                  |                                 |                                |
| TravelGuidesFree (Phone)                           | \$14,657           | N/A         | 4,115          | N/A           | \$3.56           | 13.6%           | 1,735            | \$8.45                           | \$345.78                        | \$252.92                       |
| TravelGuidesFree (Online)                          | \$14,657           | N/A         | 4,115          | N/A           | \$3.56           | 15.3%           | 1,952            | \$7.51                           | \$389.00                        | \$284.54                       |
| Dunhill Travel Deals (Phone)                       | \$16,919           | N/A         | 2,951          | N/A           | \$5.73           | 13.3%           | 1,609            | \$10.51                          | \$259.61                        | \$199.38                       |
| Dunhill Travel Deals (Online)                      | \$16,919           | N/A         | 2,951          | N/A           | \$5.73           | 13.6%           | 1,645            | \$10.28                          | \$265.46                        | \$203.88                       |
| Sherman's Travel-r (Phone)                         | \$49,622           | N/A         | 8,293          | N/A           | \$5.98           | 14.3%           | 3,795            | \$13.08                          | \$274.33                        | \$186.67                       |
| Sherman's Travel-r (Online)                        | \$49,622           | N/A         | 8,293          | N/A           | \$5.98           | 21.5%           | 5,706            | \$8.70                           | \$412.46                        | \$280.66                       |
| React2Media (Phone)                                | \$148,332          | N/A         | 67253          | N/A           | \$2.21           | 1.9%            | 3,195            | \$46.43                          | \$48.31                         | \$38.55                        |
| React2Media (Online)                               | \$148,332          | N/A         | 67253          | N/A           | \$2.21           | 8.6%            | 14,459           | \$10.26                          | \$218.67                        | \$174.49                       |
| React2Media JOINT ALASKA YUKON (Phone)             | \$57,788           | N/A         | 21,329         | N/A           | \$2.71           | 0.5%            | 213              | \$270.94                         | \$4.61                          | \$0.00                         |
| React2Media JOINT ALASKA YUKON (Online)            | \$57,788           | N/A         | 21,329         | N/A           | \$2.71           | 4.7%            | 2,005            | \$28.82                          | \$43.37                         | \$0.00                         |
| DMI Select (Phone)                                 | \$17,841           | N/A         | 4,844          | N/A           | \$3.68           | 1.2%            | 174              | \$102.31                         | \$34.86                         | \$25.31                        |
| DMI Select (Online)                                | \$17,841           | N/A         | 4,844          | N/A           | \$3.68           | 6.2%            | 901              | \$19.80                          | \$180.12                        | \$130.75                       |
| All Other Online Combination of 23 sources (Phone) | \$111,490          | N/A         | 27,523         | N/A           | \$4.05           | 20.5%           | 15,234           | \$7.32                           | \$376.01                        | \$221.56                       |
|  |                    |             |                |               |                  |                 |                  |                                  |                                 |                                |
| <b>Subtotal (Phone only)</b>                       | <b>\$1,473,756</b> | <b>0</b>    | <b>444,990</b> | <b>N/A</b>    | <b>\$3.31</b>    | <b>4.60%</b>    | <b>61,130</b>    | <b>\$24.11</b>                   | <b>\$118.50</b>                 | <b>\$83.30</b>                 |

## Individual PPC Sources — 2013

| Source (Code)    | Total Cost       | Circulation | Inquiries     | Response Rate | Cost per Inquiry | Conversion Rate | Number of People | Cost per Conversion (per Person) | ROI (per Person) with Transport | ROI (per Person) w/o Transport |
|------------------|------------------|-------------|---------------|---------------|------------------|-----------------|------------------|----------------------------------|---------------------------------|--------------------------------|
| PPC Google       | \$151,936        | N/A         | 7,241         | N/A           | \$20.98          | 41.8%           | 8,778            | \$17.31                          | \$176.36                        | \$118.43                       |
| PPC Bing         | \$30,727         | N/A         | 4,874         | N/A           | \$6.30           | 30.7%           | 4,339            | \$7.08                           | \$432.77                        | \$323.79                       |
|                  |                  |             |               |               |                  |                 |                  |                                  |                                 |                                |
| <b>SUB-TOTAL</b> | <b>\$182,663</b> | <b>0</b>    | <b>12,115</b> | <b>N/A</b>    | <b>\$15.08</b>   | <b>37.33%</b>   | <b>13,117</b>    | <b>\$13.93</b>                   | <b>\$219.49</b>                 | <b>\$152.98</b>                |

**Individual Coop Magazine Source — 2013**

| Source (Code)     | Total Cost      | Circulation | Inquiries    | Response Rate | Cost per Inquiry | Conversion Rate | Number of People | Cost per Conversion (per Person) | ROI (per Person) with Transport | ROI (per Person) w/o Transport |
|-------------------|-----------------|-------------|--------------|---------------|------------------|-----------------|------------------|----------------------------------|---------------------------------|--------------------------------|
| Good Housekeeping | \$28,186        | 724,800     | 2,221        | N/A           | \$12.69          | 16.7%           | 1,335            | \$21.11                          | \$106.31                        | \$80.63                        |
| <b>SUB-TOTAL</b>  | <b>\$28,186</b> | <b>0</b>    | <b>2,221</b> | <b>N/A</b>    | <b>\$12.69</b>   | <b>16.70%</b>   | <b>1,335</b>     | <b>\$21.11</b>                   | <b>\$106.31</b>                 | <b>\$80.63</b>                 |

**Miscellaneous Other Sources — 2013**

| Source (Code)                                  | Total Cost       | Circulation | Inquiries     | Response Rate | Cost per Inquiry | Conversion Rate | Number of People | Cost per Conversion (per Person) | ROI (per Person) with Transport | ROI (per Person) without Transport |
|--|------------------|-------------|---------------|---------------|------------------|-----------------|------------------|----------------------------------|---------------------------------|------------------------------------|
| All Other Sources<br>Combination of 25 sources | \$608,159        | N/A         | 72,448        | N/A           | \$8.39           | 27.5%           | 57,777           | \$10.53                          | \$308.93                        | \$209.86                           |
| <b>SUB-TOTAL</b>                               | <b>\$608,159</b> | <b>0</b>    | <b>72,448</b> | <b>N/A</b>    | <b>\$8.39</b>    | <b>27.50%</b>   | <b>57,777</b>    | <b>\$10.53</b>                   | <b>\$308.93</b>                 | <b>\$209.86</b>                    |

**Efficiency Analysis Summary by Source — 2013**

| Source (Code)                          | Total Cost         | Circulation       | Inquiries      | Response Rate | Cost per Inquiry | Conversion Rate | Number of People | Cost per Conversion (per Person) | ROI (per Person) with Transport | ROI (per Person) without Transport |
|--|--------------------|-------------------|----------------|---------------|------------------|-----------------|------------------|----------------------------------|---------------------------------|------------------------------------|
| Individual and Combination/Magazine    | \$1,277,042        | 26,208,179        | 97,695         | 0.37%         | \$13.07          | 11.44%          | 43,357           | \$29.45                          | \$69.53                         | \$48.87                            |
| Individual and Combination/Direct Mail | \$1,013,383        | 1,865,218         | 125,862        | 6.75%         | \$8.05           | 12.23%          | 51,854           | \$19.54                          | \$131.76                        | \$85.87                            |
| Individual and Combination/TV          | \$1,341,217        | 0                 | 24,888         | N/A           | \$53.89          | 16.97%          | 13,461           | \$99.64                          | \$29.00                         | \$19.31                            |
| Individual and Combination/Online      | \$1,473,756        | 0                 | 444,990        | N/A           | \$3.31           | 4.60%           | 61,130           | \$24.11                          | \$118.50                        | \$83.30                            |
| Individual PPC Sources                 | \$182,663          | 0                 | 12,115         | N/A           | \$15.08          | 37.33%          | 13,117           | \$13.93                          | \$219.49                        | \$152.98                           |
| Individual Coop Magazine Source        | \$28,186           | 0                 | 2,221          | N/A           | \$12.69          | 16.70%          | 1,335            | \$21.11                          | \$106.31                        | \$80.63                            |
| Miscellaneous Other Sources            | \$608,159          | 0                 | 72,448         | N/A           | \$8.39           | 27.50%          | 57,777           | \$10.53                          | \$308.93                        | \$209.86                           |
| <b>Grand Total (Weighted)</b>          | <b>\$5,924,406</b> | <b>28,073,397</b> | <b>780,219</b> | <b>2.78%</b>  | <b>\$7.59</b>    | <b>9.75%</b>    | <b>242,031</b>   | <b>\$24.48</b>                   | <b>\$112.55</b>                 | <b>\$76.96</b>                     |

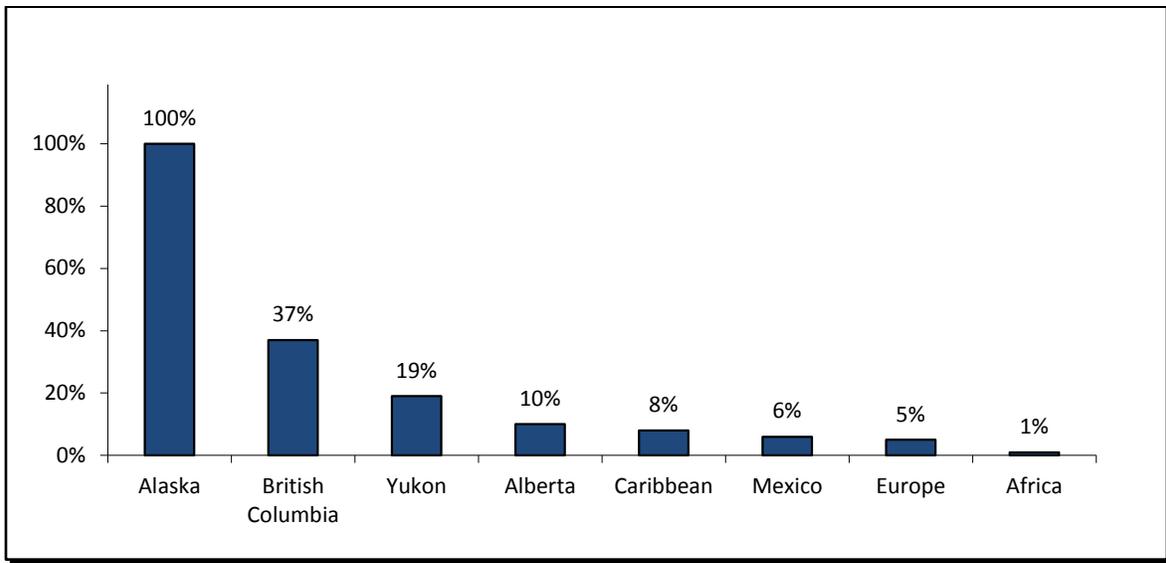
C. Visitor Behavior

**Places Visited**

Respondents were asked if they visited Alaska, British Columbia, Yukon, Alberta, Caribbean, Mexico, Europe or Africa in 2013.

- Of those who stated they visit Alaska in 2013, two in five (37 percent) visited British Columbia, one in five (19 percent) visited the Yukon, and one in ten also visited Alberta (10 percent) and the Caribbean (8 percent), one in twenty Mexico (6 percent) and Europe (5 percent), and one in one hundred visited Africa (1 percent).

**Places Visited  
2013**



**Trip Purpose**

- The majority of 2013 visitors generated from the planner fulfillment program visit Alaska primarily for pleasure purposes (87 percent).
- Far fewer visitors go to Alaska to visit friends and/or relatives (9 percent) or for business purposes (3 percent).

**Trip Purpose  
2008-2013**

| Trip Purpose            | 2008 | 2009 | 2010 | 2011 | 2012 | 2013       |
|-------------------------|------|------|------|------|------|------------|
| Vacation/Pleasure       | 90%  | 89%  | 88%  | 89%  | 89%  | <b>87%</b> |
| Visit Friends/Relatives | 5    | 8    | 9    | 8    | 8    | <b>9</b>   |
| Business                | 3    | 3    | 2    | 3    | 3    | <b>3</b>   |

**2013 Alaska Trip Purpose  
Ranked by Trip Purpose/Pleasure (Percent)**

| Source                                | Type | Pleasure | VFR | Business |
|---------------------------------------|------|----------|-----|----------|
| Conde Nast space ad test              | M    | 100      | 0   | 0        |
| Intermedia Outdoors Int'l Travel      | DM   | 100      | 0   | 0        |
| Midwest Living 45+                    | DM   | 100      | 0   | 0        |
| Readers Digest Model                  | DM   | 100      | 0   | 0        |
| Fortune                               | DM   | 100      | 0   | 0        |
| DMI Select                            | OL   | 100      | 0   | 0        |
| React2Media JOINT ALASKA YUKON        | OL   | 100      | 0   | 0        |
| All Other Television                  | TV   | 96       | 0   | 4        |
| MyPoints-r                            | OL   | 95       | 5   | 0        |
| Better Homes and Gardens 45+          | DM   | 95       | 5   | 0        |
| Readers Digest Large Format           | M    | 94       | 6   | 0        |
| Bonnier Luxury Travel                 | DM   | 94       | 0   | 6        |
| Smithsonian and bonus ad              | M    | 94       | 6   | 0        |
| AAA Going Places                      | M    | 94       | 6   | 0        |
| Dunhill Travel Deals                  | OL   | 93       | 3   | 5        |
| Target Source - RV Book and Directory | DM   | 93       | 7   | 0        |
| AAA Arizona Highroads and bonus ad    | M    | 92       | 8   | 0        |
| All Other Magazine                    | M    | 92       | 8   | 0        |
| Worldwide Travelers                   | DM   | 92       | 8   | 0        |
| Midwest Living and bonus ad           | M    | 92       | 4   | 4        |
| AAA Home and Away                     | M    | 92       | 4   | 4        |
| All Other Sources                     | OS   | 91       | 9   | 0        |
| Audubon                               | M    | 91       | 9   | 0        |
| Readers Digest                        | DM   | 91       | 9   | 0        |
| All Other Online                      | OL   | 90       | 7   | 3        |
| eMiles Co Reg-r                       | OL   | 90       | 7   | 3        |
| PPC Google                            | OL   | 90       | 6   | 4        |
| Past Inquirers w/email                | DM   | 90       | 5   | 5        |
| eMiles solo email-r                   | OL   | 90       | 5   | 5        |
| Where to Retire Magazine              | DM   | 90       | 5   | 5        |
| Total Source Plus/Model               | DM   | 90       | 5   | 5        |
| PPC Bing                              | OL   | 89       | 10  | 1        |
| Alaska Magazine JOINT YUKON           | M    | 89       | 5   | 5        |
| :10 Syndicated TV                     | TV   | 89       | 5   | 3        |
| AFAR Magazine                         | DM   | 88       | 12  | 0        |
| National Geographic                   | DM   | 88       | 6   | 6        |
| Sunset                                | DM   | 88       | 9   | 3        |
| Travel 50 and Beyond                  | DM   | 88       | 12  | 0        |

**2013 Alaska Trip Purpose  
Ranked by Trip Purpose/Pleasure (Percent)**

| Source                              | Type      | Pleasure  | VFR      | Business |
|-------------------------------------|-----------|-----------|----------|----------|
| History Channel Club 45+            | DM        | 88        | 12       | 0        |
| Prevention                          | M         | 87        | 4        | 4        |
| National Geographic Traveler        | M         | 86        | 14       | 0        |
| Good Housekeeping                   | MISC      | 86        | 14       | 0        |
| Prospectiv JOINT YUKON-r            | OL        | 86        | 14       | 0        |
| Highways Magazine                   | M         | 86        | 11       | 3        |
| Frommer's Budget Travel             | DM        | 85        | 8        | 0        |
| Past Inquirers w/o email            | DM        | 84        | 10       | 6        |
| Sherman's Travel-r                  | OL        | 84        | 12       | 5        |
| Website from Direct Mail            | DM        | 83        | 12       | 2        |
| TravelGuidesFree                    | OL        | 83        | 8        | 8        |
| Prospective Co Reg/Banner Ads       | OL        | 83        | 6        | 11       |
| Good Housekeeping (Pacific Region)  | M         | 83        | 8        | 8        |
| AAA Midwest Traveler                | M         | 82        | 12       | 6        |
| AAA Western Journey JOINT YUKON     | M         | 81        | 15       | 4        |
| Dedicated Media Banner Ads          | OL        | 81        | 19       | 0        |
| More-QR Code                        | M         | 81        | 19       | 0        |
| Backpacker JOINT YUKON bonus ad 3x  | M         | 80        | 15       | 5        |
| Dedicated Media Co Reg              | OL        | 80        | 20       | 0        |
| Ladies Home Journal 45+             | DM        | 80        | 20       | 0        |
| Wealth Window                       | DM        | 79        | 11       | 5        |
| Coastal Living                      | M         | 79        | 13       | 8        |
| Trailer Life Magazine JOINT YUKON   | M         | 75        | 16       | 3        |
| DMI                                 | OL        | 75        | 25       | 0        |
| Alaska Sportsman                    | DM        | 68        | 23       | 8        |
| Permission Data-r                   | OL        | 67        | 22       | 11       |
| Publisher Clearing House            | OL        | 67        | 22       | 11       |
| React2Media                         | OL        | 60        | 40       | 0        |
| CPA Nation                          | OL        | 60        | 20       | 20       |
| Alaska Magazine/Actives and Expires | DM        | 58        | 42       | 0        |
|                                     |           |           |          |          |
|                                     |           |           |          |          |
|                                     |           |           |          |          |
| <b>Total</b>                        | <b>68</b> | <b>87</b> | <b>9</b> | <b>3</b> |

### ***Visiting Friends or Relatives While in Alaska***

Visitors, who mention visiting primarily for business or vacation/pleasure, are asked if they visited friends or relatives while in Alaska.

- Overall, one in six (16 percent) mention they did visit friends or relatives, including 22 percent of those on business trips and 16 percent of those on pleasure trips.

#### **Vacation/Pleasure Visitors Who Visit Friends and Relatives 2008-2013**

| <b>VFR<br/>In AK</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Yes                  | 17%         | 17%         | 14%         | 13%         | 16%         | <b>16%</b>  |
| No                   | 83          | 83          | 86          | 87          | 84          | <b>84</b>   |

#### **Business Travelers Who Visit Friends and Relatives 2008-2013**

| <b>VFR<br/>In AK</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Yes                  | 36%         | 30%         | 30%         | 33%         | 44%         | <b>22%</b>  |
| No                   | 63          | 70          | 70          | 67          | 53%         | <b>75</b>   |

Those who said visiting friends and relatives was not the primary purpose of their trip, but still did visit friends or relatives while in Alaska were asked to rate how important visiting friends or relatives was in their decision to visit Alaska, using a 1 to 7 scale where 1 is “Not At All Important” and 7 is “Very Important.”

- Overall, 17 percent of all visitors to Alaska in 2013 indicate visiting friends and relatives was either the primary reason or an important (5-6-7 rating) reason for their trip, slightly higher than 2012 (16 percent).

***Time of Year Reservations Made***

- Over half (56 percent) of the reservations for 2013 travel, among those who converted in 2013, occurred from January 2013 through July 2013.
- One in five (18 percent) reservations occurred in 2012.
- One in ten (9 percent) did not make any reservations, and 12 percent didn't know or refused.

**Time of Year Reservations Made  
2008-09 to 2012-13**

| <b>Reservation Month<br/>(Example: 2011-12)</b> | <b>2008-09</b> | <b>2009-10</b> | <b>2010-11</b> | <b>2011-12</b> | <b>2012-13</b> |
|---|----------------|----------------|----------------|----------------|----------------|
| October (2012 or Earlier)                       | 13%            | 11%            | 11%            | 11%            | 11%            |
| November (2012)                                 | 4              | 4              | 3              | 5              | 3              |
| December (2012)                                 | 3              | 4              | 3              | 4              | 4              |
| January (2013)                                  | 7              | 9              | 11             | 11             | <b>10</b>      |
| February (2013)                                 | 10             | 11             | 10             | 9              | <b>10</b>      |
| March (2013)                                    | 9              | 9              | 10             | 9              | <b>9</b>       |
| April (2013)                                    | 7              | 8              | 8              | 8              | <b>8</b>       |
| May (2013)                                      | 9              | 7              | 9              | 9              | <b>8</b>       |
| June (2013)                                     | 7              | 8              | 6              | 7              | <b>6</b>       |
| July (2013)                                     | 6              | 5              | 5              | 4              | <b>5</b>       |
| August (2013)                                   | 3              | 3              | 3              | 2              | 3              |
| September (2013)                                | 1              | 1              | 2              | 1              | 2              |
| Haven't Made Yet                                | 1              | 0              | 0              | 0              | 0              |
| Didn't Make Any                                 | 10             | 8              | 7              | 9              | 9              |
| Don't Know/Refused                              | 9              | 11             | 13             | 12             | 12             |

- A much larger proportion of prepaid travelers (23 percent) made their Alaska trip reservations prior to January 2013 than those purchasing their travel arrangements while in Alaska (10 percent) and those traveling completely on their own (12 percent).
- The travelers with the highest percentage who did not make any reservations were those who were traveling completely on their own (22 percent) and those who purchase some arrangements while in Alaska (21 percent).

**Reservation by Type of Travel  
2012-2013**

| Reservation Month             | Prepaid Total Travel | Travel Arrangements in Alaska | Completely on Own Travel |
|-------------------------------|----------------------|-------------------------------|--------------------------|
| October 2012 or earlier       | 14%                  | 7%                            | 6%                       |
| November 2012                 | 5                    | 0                             | 2                        |
| December 2012                 | 4                    | 3                             | 4                        |
| January 2013                  | 12                   | 6                             | 6                        |
| February 2013                 | 12                   | 9                             | 8                        |
| March 2013                    | 10                   | 9                             | 7                        |
| April 2013                    | 8                    | 9                             | 8                        |
| May 2013                      | 8                    | 9                             | 7                        |
| June 2013                     | 6                    | 6                             | 8                        |
| July 2013                     | 4                    | 7                             | 6                        |
| August 2013                   | 3                    | 3                             | 4                        |
| September 2013                | 2                    | 1                             | 2                        |
| Haven't Made Reservations Yet | 0                    | 1                             | 0                        |
| Didn't Make Any Reservations  | 2                    | <b>21</b>                     | <b>22</b>                |
| Don't Know/Refused            | 12                   | 8                             | 10                       |

- January through April also marks the highest reservation period for those traveling by cruise ship (43 percent, compared to 40 percent in 2012), air (38 percent, compared to 38 percent in 2012), and ferry (46 percent, compared to 35 percent in 2012).

**Time of Year Reservations Made by Transportation Mode (Air and Cruise)  
2008-2013**

| Reservation Month             | Air     |         |         |         |           | Cruise  |         |         |         |         |
|-------------------------------|---------|---------|---------|---------|-----------|---------|---------|---------|---------|---------|
|                               | 2008-09 | 2009-10 | 2010-11 | 2011-12 | 2012-2013 | 2008-09 | 2009-10 | 2010-11 | 2011-12 | 2012-13 |
| October 2012                  | 13%     | 8%      | 8%      | 9%      | 10%       | 17%     | 15%     | 14%     | 15%     | 15%     |
| November 2012                 | 4       | 3       | 3       | 4       | 2         | 5       | 6       | 4       | 7       | 5       |
| December 2012                 | 4       | 3       | 3       | 4       | 5         | 3       | 5       | 4       | 4       | 4       |
| January 2013                  | 6       | 8       | 11      | 10      | 9         | 9       | 12      | 11      | 12      | 12      |
| February 2013                 | 11      | 12      | 11      | 9       | 10        | 13      | 12      | 11      | 11      | 12      |
| March 2013                    | 10      | 8       | 9       | 11      | 10        | 11      | 10      | 11      | 9       | 11      |
| April 2013                    | 8       | 9       | 10      | 8       | 9         | 7       | 8       | 8       | 8       | 8       |
| May 2013                      | 9       | 10      | 9       | 9       | 9         | 10      | 7       | 9       | 8       | 8       |
| June 2013                     | 8       | 10      | 6       | 8       | 8         | 6       | 6       | 5       | 5       | 6       |
| July 2013                     | 8       | 7       | 7       | 6       | 7         | 4       | 3       | 5       | 2       | 3       |
| August 2013                   | 3       | 4       | 4       | 3       | 3         | 2       | 3       | 2       | 2       | 2       |
| September 2013                | 1       | 1       | 2       | 1       | 2         | 1       | 1       | 1       | 0       | 1       |
| Haven't Made Reservations Yet | 1       | 0       | 0       | 0       | 0         | 0       | 0       | 0       | 0       | 0       |
| Didn't Make Any Reservations  | 6       | 4       | 4       | 4       | 4         | 1       | 1       | 2       | 2       | 1       |
| Don't Know                    | 7       | 12      | 13      | 12      | 11        | 11      | 12      | 14      | 14      | 13      |

- Two of every three (65 percent, compared to 59 percent in 2012) of visitors traveling by private vehicle/RV did not make any reservations prior to their departure.

**Time of Year Reservations Made by Transportation Mode (Ferry and Car/RV)  
2008-2013**

| Reservation Month             | Ferry   |         |         |         |         | Car/RV  |         |         |         |         |
|-------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
|                               | 2008-09 | 2009-10 | 2010-11 | 2011-12 | 2012-13 | 2008-09 | 2009-10 | 2010-11 | 2011-12 | 2012-13 |
| Oct 2012                      | 3%      | 5%      | 3%      | 0%      | 0%      | 5%      | 4%      | 6%      | 2%      | 1%      |
| Nov 2012                      | 5       | 5       | 3       | 7       | 0       | 1       | 0       | 1       | 1       | 0       |
| Dec 2012                      | 3       | 5       | 0       | 0       | 3       | 1       | 1       | 1       | 2       | 0       |
| Jan 2013                      | 15      | 10      | 14      | 11      | 13      | 1       | 3       | 4       | 7       | 3       |
| Feb 2013                      | 3       | 3       | 10      | 4       | 13      | 2       | 2       | 1       | 5       | 5       |
| Mar 2013                      | 8       | 10      | 14      | 11      | 3       | 4       | 4       | 1       | 2       | 2       |
| Apr 2013                      | 10      | 10      | 10      | 9       | 17      | 3       | 2       | 5       | 2       | 3       |
| May 2013                      | 10      | 3       | 14      | 9       | 23      | 5       | 1       | 4       | 6       | 1       |
| June 2013                     | 8       | 8       | 7       | 11      | 0       | 6       | 6       | 8       | 6       | 4       |
| July 2013                     | 3       | 8       | 7       | 7       | 3       | 4       | 4       | 2       | 4       | 4       |
| Aug 2013                      | 10      | 5       | 0       | 0       | 7       | 3       | 3       | 1       | 1       | 4       |
| Sept 2013                     | 0       | 0       | 3       | 4       | 3       | 1       | 1       | 2       | 1       | 1       |
| Haven't Made Reservations Yet | 3       | 0       | 0       | 0       | 0       | 1       | 1       | 3       | 2       | 1       |
| Didn't Make Any Reservations  | 13      | 18      | 3       | 16      | 10      | 58      | 64      | 55      | 59      | 65      |
| Don't Know                    | 10      | 10      | 10      | 16      | 3       | 3       | 3       | 5       | 3       | 6       |

***Time of Year Visited***

- Overall, the most popular time to visit Alaska in 2013 was during the summer months of July (32 percent), June (28 percent), and August (27 percent).
- The months immediately preceding and following these three months, May (14 percent) and September (14 percent), also exhibit visitor activity.

Following are the months all visitors indicated they did or will visit Alaska for the past six years.

**Time of Year Visited  
2008-2013**

| Travel Month | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|--------------|------|------|------|------|------|------|
| January      | 0%   | 1%   | 0%   | 0%   | 0%   | 1%   |
| February     | 1    | 1    | 0    | 0    | 1    | 1    |
| March        | 1    | 1    | 1    | 1    | 1    | 1    |
| April        | 2    | 2    | 1    | 2    | 1    | 2    |
| May          | 13   | 14   | 13   | 13   | 13   | 14   |
| June         | 25   | 27   | 27   | 29   | 32   | 28   |
| July         | 26   | 32   | 34   | 32   | 34   | 32   |
| August       | 26   | 29   | 30   | 29   | 30   | 27   |
| September    | 14   | 16   | 14   | 15   | 16   | 14   |
| October      | 2    | 2    | 2    | 2    | 1    | 1    |
| November     | 1    | 0    | 0    | 1    | 1    | 1    |
| December     | 1    | 0    | 0    | 0    | 0    | 0    |

Total responses exceed 100 percent due to multiple mentions.

- The majority of Alaska travel occurs during the summer months of June through August for both prepaid travelers and those purchasing their travel arrangements while in Alaska.

**Month of Travel by Type of Travel  
2013**

| Travel Month  | Total Prepaid Travel | Travel Arrangements in Alaska | Completely on Own Travel |
|---------------|----------------------|-------------------------------|--------------------------|
| January       | 0%                   | 0%                            | 2%                       |
| February      | 0                    | 0                             | 2                        |
| March         | 1                    | 1                             | 2                        |
| April         | 1                    | 3                             | 5                        |
| May           | 14                   | 13                            | 16                       |
| <b>June</b>   | <b>27</b>            | <b>32</b>                     | <b>29</b>                |
| <b>July</b>   | <b>28</b>            | <b>42</b>                     | <b>37</b>                |
| <b>August</b> | <b>26</b>            | <b>32</b>                     | <b>26</b>                |
| September     | 14                   | 12                            | 13                       |
| October       | 1                    | 1                             | 4                        |
| November      | 0                    | 2                             | 2                        |
| December      | 0                    | 0                             | 2                        |
| Don't Know    | 1                    | 1                             | 2                        |

- The majority of visitors traveling by air visit Alaska during the months of July (33 percent), August (24 percent), June (24 percent), September (13 percent), and May (10 percent).
- Cruise travel occurs primarily during the months of June (28 percent), August (25 percent), July (25 percent), September (14 percent), and May (16 percent).

**Month of Travel by Transportation Mode (Air and Cruise)  
2008-2013**

| Travel Month | Air  |      |      |      |      |      | Cruise |      |      |      |      |      |
|--------------|------|------|------|------|------|------|--------|------|------|------|------|------|
|              | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2008   | 2009 | 2010 | 2011 | 2012 | 2013 |
| January      | 1%   | 1%   | 0%   | 1%   | 1%   | 2%   | 0%     | 0%   | 0%   | 0%   | 0%   | 0%   |
| February     | 1    | 2    | 1    | 1    | 1    | 1    | 0      | 0    | 0    | 0    | 0    | 0    |
| March        | 2    | 3    | 1    | 2    | 3    | 2    | 0      | 0    | 1    | 0    | 0    | 1    |
| April        | 2    | 3    | 2    | 2    | 2    | 3    | 1      | 1    | 1    | 1    | 1    | 1    |
| May          | 10   | 10   | 9    | 11   | 8    | 10   | 16     | 17   | 16   | 13   | 15   | 16   |
| June         | 23   | 25   | 23   | 27   | 27   | 24   | 25     | 25   | 27   | 27   | 31   | 28   |
| July         | 27   | 31   | 35   | 31   | 34   | 33   | 21     | 26   | 26   | 27   | 26   | 25   |
| August       | 27   | 30   | 30   | 27   | 29   | 24   | 23     | 25   | 27   | 27   | 27   | 25   |
| September    | 12   | 14   | 11   | 12   | 13   | 13   | 16     | 18   | 16   | 17   | 18   | 14   |
| October      | 2    | 2    | 2    | 3    | 1    | 2    | 1      | 1    | 1    | 1    | 1    | 1    |
| November     | 1    | 1    | 0    | 1    | 1    | 2    | 0      | 0    | 0    | 0    | 0    | 0    |
| December     | 1    | 0    | 1    | 0    | 0    | 1    | 1      | 0    | 0    | 0    | 0    | 0    |
| Don't Know   | 4    | 1    | 1    | 1    | 1    | 2    | 4      | 1    | 1    | 1    | 0    | 1    |

Total responses exceed 100 percent due to multiple mentions.

- Those traveling by ferry traveled primarily during the months of August (47 percent), July (40 percent), June (30 percent), September (17 percent), and May (13 percent).
- July (57 percent), June (47 percent), August (40 percent), May (19 percent), and September (14 percent) are the months most frequently traveled by visitors who come by private vehicle or RV.

**Month of Travel by Transportation Mode (Ferry and Car/RV)  
2008-2013**

| Travel Month | Ferry |      |      |      |      |      | Car/RV |      |      |      |      |      |
|--------------|-------|------|------|------|------|------|--------|------|------|------|------|------|
|              | 2008  | 2009 | 2010 | 2011 | 2012 | 2013 | 2008   | 2009 | 2010 | 2011 | 2013 | 2013 |
| January      | 0%    | 3%   | 0%   | 0%   | 0%   | 0%   | 0%     | 0%   | 0%   | 0%   | 0%   | 0%   |
| February     | 0     | 0    | 0    | 0    | 0    | 0    | 0      | 1    | 0    | 0    | 1    | 0    |
| March        | 0     | 3    | 0    | 0    | 2    | 0    | 1      | 1    | 0    | 3    | 2    | 1    |
| April        | 5     | 3    | 3    | 0    | 4    | 3    | 4      | 1    | 2    | 3    | 3    | 4    |
| May          | 16    | 21   | 28   | 14   | 18   | 13   | 17     | 14   | 14   | 18   | 15   | 19   |
| June         | 26    | 41   | 28   | 34   | 38   | 30   | 38     | 48   | 49   | 51   | 52   | 47   |
| July         | 23    | 49   | 56   | 55   | 47   | 40   | 46     | 62   | 68   | 58   | 67   | 57   |
| August       | 35    | 28   | 31   | 34   | 36   | 47   | 36     | 44   | 48   | 42   | 47   | 40   |
| September    | 16    | 21   | 10   | 10   | 18   | 17   | 12     | 16   | 14   | 14   | 16   | 14   |
| October      | 1     | 3    | 3    | 10   | 2    | 7    | 3      | 2    | 0    | 2    | 1    | 1    |
| November     | 0     | 3    | 0    | 0    | 0    | 0    | 1      | 0    | 0    | 1    | 0    | 1    |
| December     | 1     | 3    | 3    | 0    | 0    | 0    | 2      | 0    | 0    | 0    | 1    | 0    |
| Don't Know   | 4     | 0    | 0    | 0    | 0    | 0    | 6      | 1    | 0    | 1    | 1    | 2    |

Total responses exceed 100 percent due to multiple mentions.

***Length of Time between Reservation and Traveling***

- Among 2013 visitors who reserve their trip in advance of travel, more than half (56 percent) travel within four months of their reservation date.
- Nearly two in five travel within five to eight months (36 percent) from the time of booking or within two to four months (35 percent).
- One in five (20 percent) travel within one month of their reservation date, and less than one in ten (7 percent) report booking their Alaska vacation nine months or more in advance of travel.

**Length of Time between Reservation and Traveling  
2008-2013**

|                     | 2008 | 2009 | 2010 | 2011 | 2012 | 2013       |
|---------------------|------|------|------|------|------|------------|
| Same Month          | 15%  | 7%   | 9%   | 10%  | 9%   | <b>11%</b> |
| One Month           | 9    | 7    | 11   | 9    | 10   | <b>11</b>  |
| Two Months          | 10   | 12   | 12   | 12   | 12   | <b>11</b>  |
| Three Months        | 13   | 12   | 11   | 14   | 12   | <b>12</b>  |
| Four Months         | 12   | 11   | 13   | 12   | 12   | <b>12</b>  |
| Five Months         | 11   | 9    | 12   | 12   | 11   | <b>11</b>  |
| Six Months          | 9    | 8    | 9    | 10   | 10   | <b>11</b>  |
| Seven Months        | 8    | 7    | 9    | 8    | 9    | <b>8</b>   |
| Eight Months        | 8    | 6    | 6    | 6    | 7    | <b>6</b>   |
| Nine Months or More | 10   | 15   | 8    | 8    | 9    | <b>7</b>   |

- Prepaid travelers report booking farther in advance of travel than independent travelers. One in ten (12 percent) book one month or less from departure, one in three (37 percent) book two to four months out, four in ten (42 percent) book five to eight months out, and 8 percent book nine months or more before departure.
- In comparison, one in three (35 percent) of the non-prepaid travelers book one month or less before traveling, 34 percent book two to four months, 28 percent book five to eight months, and 6 percent book nine or more months in advance of travel. Of the visitors who travel within four months of booking, 44 percent are non-prepaid travelers vs. 49 percent prepaid.

**Length of Time between Reservation and Traveling by Type of Travel  
2013**

|                            | Prepaid Total Travel | Travel Arrangements in Alaska | Completely on Own Travel |
|----------------------------|----------------------|-------------------------------|--------------------------|
| Same Month                 | 6%                   | 14%                           | 21%                      |
| One Month                  | 6                    | 15                            | 17                       |
| Two Months                 | 10                   | 16                            | 15                       |
| Three Months               | 14                   | 12                            | 8                        |
| Four Months                | 13                   | 11                            | 10                       |
| <b>Four Months or Less</b> | <b>49%</b>           | <b>68%</b>                    | <b>71%</b>               |
| Five Months                | 12                   | 11                            | 8                        |
| Six Months                 | 12                   | 7                             | 10                       |
| Seven Months               | 11                   | 5                             | 3                        |
| Eight Months               | 7                    | 3                             | 3                        |
| Nine Months or More        | 8                    | 6                             | 6                        |

Total responses exceed 100 percent due to multiple mentions.

- Booking time also varies by mode of transportation. Visitors traveling by cruise tend to book farther in advance than any other traveler; half (49 percent) book five months or longer before traveling. In comparison, two in five (40 percent) air travelers, one in three (36 percent) ferry travelers, and one in four private vehicle travelers (23 percent) book five months or more from their travel date.
- Forty-seven percent of visitors traveling by private vehicle/RV book their vacation within one month of traveling, and three-fourths (78 percent) within four months of departure.
- Two in three (64 percent) ferry travelers book their vacation within four months of departure. One in three (32 percent) one month or less.

**Length of Time between Reservation and Traveling by Mode of Transportation  
2013**

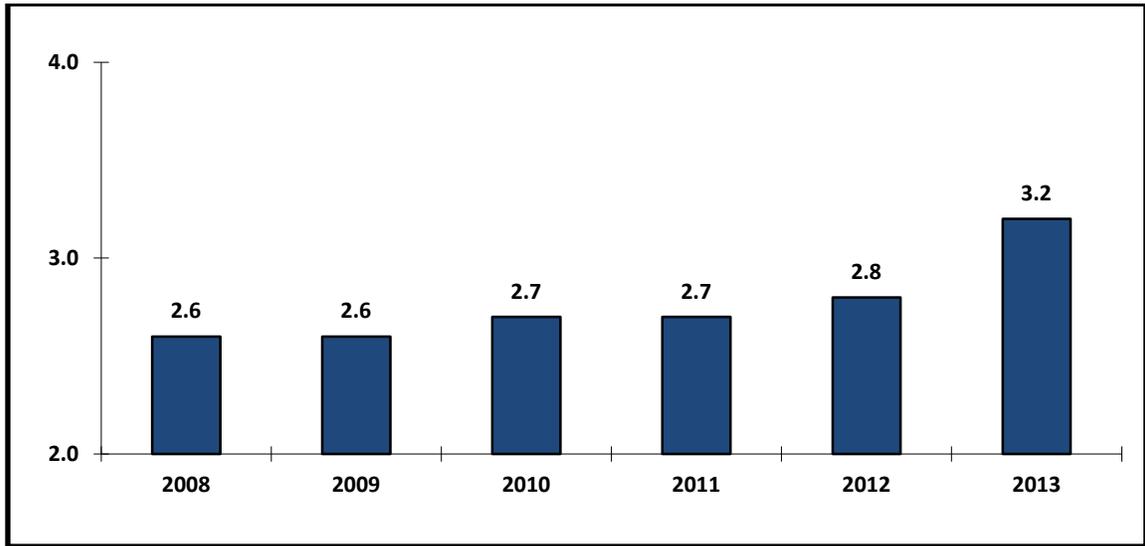
|                            | Air        | Cruise     | Ferry      | Car/RV     |
|----------------------------|------------|------------|------------|------------|
| Same Month                 | 14%        | 6%         | 16%        | 26%        |
| One Month                  | 12         | 7          | 16         | 21         |
| Two Months                 | 13         | 10         | 12         | 19         |
| Three Months               | 12         | 13         | 8          | 7          |
| Four Months                | 10         | 15         | 12         | 5          |
|                            |            |            |            |            |
| <b>Four Months or Less</b> | <b>61%</b> | <b>51%</b> | <b>64%</b> | <b>78%</b> |
|                            |            |            |            |            |
| Five Months                | 11         | 11         | 12         | 12         |
| Six Months                 | 11         | 11         | 16         | 7          |
| Seven Months               | 4          | 12         | 8          | 0          |
| Eight Months               | 6          | 7          | 0          | 2          |
| Nine Months or More        | 8          | 8          | 0          | 2          |

Total responses exceed 100 percent due to multiple mentions.

**Party Size**

- The average party size for all sources combined in 2013 is 3.2, higher than 2012.

**Average Party Size  
2008-2013**



**2013 Party Size  
Ranked by Average Party Size**

| Source                           | Type  | # of Parties | Average Party Size | Total Visitors |
|----------------------------------|-------|--------------|--------------------|----------------|
| All Other Magazine               | M     | 4,799        | 5.4                | 25,912         |
| Total Source Plus/Model          | DM    | 164          | 5.2                | 852            |
| Readers Digest Large Format      | M     | 93           | 5.0                | 466            |
| Website from Direct Mail         | DM    | 409          | 4.7                | 1,921          |
| Wealth Window                    | DM    | 101          | 4.5                | 453            |
| Readers Digest Model             | DM    | 84           | 4.2                | 353            |
| Past Inquirers w/email           | PHONE | 2,310        | 4.2                | 9,702          |
| Worldwide Travelers              | DM    | 93           | 4.2                | 389            |
| Dedicated Media Banner Ads       | OL    | 3,363        | 4.2                | 14,124         |
| Dunhill Travel Deals             | OL    | 392          | 4.1                | 1,609          |
| Highways Magazine                | M     | 227          | 4.0                | 909            |
| History Channel Club 45+         | DM    | 116          | 3.9                | 454            |
| Frommer's Budget Travel          | DM    | 172          | 3.9                | 669            |
| Sunset                           | DM    | 828          | 3.8                | 3,147          |
| Better Homes and Gardens 45+     | DM    | 187          | 3.7                | 693            |
| All Other Television             | TV    | 1,131        | 3.7                | 4,185          |
| Past Inquirers w/o email         | DM    | 4,363        | 3.6                | 15,708         |
| Good Housekeeping                | MISC  | 371          | 3.6                | 1,335          |
| National Geographic              | DM    | 610          | 3.4                | 2,074          |
| Coastal Living                   | M     | 284          | 3.3                | 938            |
| AAA Western Journey JOINT YUKON  | M     | 200          | 3.2                | 640            |
| Sherman's Travel-r               | OL    | 1,186        | 3.2                | 3,795          |
| Intermedia Outdoors Int'l Travel | DM    | 104          | 3.1                | 323            |
| Where to Retire Magazine         | DM    | 255          | 3.1                | 792            |
| TravelGuidesFree                 | OL    | 560          | 3.1                | 1,735          |
| Smithsonian and bonus ad         | M     | 660          | 3.0                | 1,981          |
| Audubon                          | M     | 330          | 3.0                | 991            |
| AAA Home and Away                | M     | 297          | 3.0                | 890            |
| Readers Digest                   | DM    | 680          | 3.0                | 2,041          |
| :10 Syndicated TV                | TV    | 3,092        | 3.0                | 9,277          |
| DMI                              | OL    | 540          | 3.0                | 1,621          |
| DMI Select                       | OL    | 58           | 3.0                | 174            |
| Prospectiv JOINT YUKON-r         | OL    | 131          | 2.9                | 380            |
| PPC Google                       | OL    | 3,027        | 2.9                | 8,778          |
| PPC Bing                         | OL    | 1,496        | 2.9                | 4,339          |
| All Other Sources                | OS    | 19,923       | 2.9                | 57,777         |
| National Geographic Traveler     | M     | 512          | 2.8                | 1,434          |
| Midwest Living and bonus ad      | M     | 686          | 2.8                | 1,920          |

**2013 Party Size  
Ranked by Average Party Size**

| Source                                | Type      | # of Parties  | Average Party Size | Total Visitors |
|---------------------------------------|-----------|---------------|--------------------|----------------|
| Midwest Living 45+                    | DM        | 103           | 2.8                | 288            |
| Travel 50 and Beyond                  | DM        | 589           | 2.8                | 1,648          |
| CPA Nation                            | OL        | 1,614         | 2.8                | 4,520          |
| Dedicated Media Co Reg                | OL        | 809           | 2.8                | 2,265          |
| Prospective Co Reg/Banner Ads         | OL        | 933           | 2.8                | 2,613          |
| AFAR Magazine                         | DM        | 102           | 2.7                | 276            |
| eMiles solo email-r                   | OL        | 1,821         | 2.7                | 4,916          |
| All Other Online                      | OL        | 5,642         | 2.7                | 15,234         |
| Prevention                            | M         | 887           | 2.5                | 2,219          |
| More-QR Code                          | M         | 135           | 2.5                | 337            |
| Alaska Magazine JOINT YUKON           | M         | 292           | 2.5                | 730            |
| Alaska Sportsman                      | DM        | 2,913         | 2.5                | 7,282          |
| eMiles Co Reg-r                       | OL        | 1,029         | 2.5                | 2,573          |
| React2Media                           | OL        | 1,278         | 2.5                | 3,195          |
| AAA Going Places                      | M         | 558           | 2.4                | 1,339          |
| Backpacker JOINT YUKON bonus ad 3x    | M         | 319           | 2.4                | 765            |
| Bonnier Luxury Travel                 | DM        | 102           | 2.4                | 244            |
| Fortune                               | DM        | 222           | 2.4                | 532            |
| Good Housekeeping (Pacific Region)    | M         | 125           | 2.3                | 288            |
| Trailer Life Magazine JOINT YUKON     | M         | 176           | 2.3                | 406            |
| Target Source - RV Book and Directory | DM        | 78            | 2.3                | 179            |
| Alaska Magazine/Actives and Expires   | DM        | 736           | 2.3                | 1,693          |
| Conde Nast space ad test              | M         | 151           | 2.2                | 331            |
| MyPoints-r                            | OL        | 806           | 2.2                | 1,772          |
| AAA Arizona Highroads and bonus ad    | M         | 212           | 2.0                | 424            |
| Ladies Home Journal 45+               | DM        | 70            | 2.0                | 141            |
| Publisher Clearing House              | OL        | 56            | 2.0                | 113            |
| React2Media JOINT ALASKA YUKON        | OL        | 107           | 2.0                | 213            |
| AAA Midwest Traveler                  | M         | 230           | 1.9                | 437            |
| Permission Data-r                     | OL        | 153           | 1.8                | 276            |
|                                       |           |               |                    |                |
|                                       |           |               |                    |                |
|                                       |           |               |                    |                |
| <b>Total</b>                          | <b>68</b> | <b>76,084</b> | <b>3.2</b>         | <b>242,031</b> |

**Group Size**

- The size of the group the party was traveling in was asked for the first time in 2010. It is meant to determine the amount of people traveling in the entire group, not just the party size.
- The average group size for all sources combined in 2013 is 4.8, slightly higher than 2012 (4.6).

**Average Group Size  
2010-2013**

| Year | Average Group Size |
|------|--------------------|
| 2013 | 4.8                |
| 2012 | 4.6                |
| 2011 | 4.5                |
| 2010 | 5.9                |

**Group Size vs. Party Size**

**Group vs. Party Size  
2013**

|                         | Group      | Party      |
|-------------------------|------------|------------|
| 1 Person                | 6%         | 11%        |
| 2 People                | 45         | 59         |
| 3-4 People              | 26         | 19         |
| 5-6 People              | 8          | 5          |
| 7 or More People        | 13         | 5          |
|                         |            |            |
| <b>Mean (in people)</b> | <b>4.8</b> | <b>3.2</b> |

**Those Traveling in Group**

Finding out who was traveling with Alaska visitors was asked for the first time in 2011.

- The majority of Alaska visitors not traveling alone traveled with either their spouse (73 percent) or with friends (27 percent). Another one in seven traveled with either their adult children (14 percent) or extended family (13 percent). Less than one in ten traveled with their young children (6 percent), grandchildren (5 percent), or parents (3 percent).

| Traveling in Group  | 2011 | 2012 | 2013       |
|---------------------|------|------|------------|
| Your Spouse         | 74%  | 74%  | <b>73%</b> |
| Your Friends        | 26   | 28   | <b>27</b>  |
| Your Adult Children | 15   | 15   | <b>14</b>  |
| Extended Family     | 14   | 12   | <b>13</b>  |
| Your Young Children | 8    | 6    | <b>6</b>   |
| Your Grandchildren  | 6    | 7    | <b>5</b>   |
| Your Parents        | 5    | 4    | <b>3</b>   |
| Your Grandparents   | 0    | 0    | <b>0</b>   |
| Other               | 7    | 10   | <b>5</b>   |

**Type of Vacation**

- Three in five (61 percent) visitors generated from the sources tested in 2013 purchased all or a portion of their travel arrangements such as lodging, sightseeing trips and tours before arriving in Alaska, compared to 60 percent in 2012. Another 14 percent did not purchase any package trip in advance, but did buy some sightseeing and/or organized activities once in Alaska.
- In 2013, more than one in five (23 percent) visited Alaska completely on their own without purchasing an advance travel package or sightseeing and organized activities after arriving in Alaska, slightly higher than 2012 (22 percent).

| Type Of Vacation<br>(Travel Arrangement Purchases)  | 2008 | 2009 | 2010 | 2011 | 2012 | 2013       |
|---|------|------|------|------|------|------------|
| Before Arriving in Alaska<br>(All or portion of trip)                                       | 59%  | 60%  | 61%  | 63%  | 60%  | <b>61%</b> |
| Selected Them While in Alaska<br>(No advance trip package;<br>Bought some activities in AK) | 11   | 16   | 16   | 16   | 17   | <b>14</b>  |
| Completely on Own<br>(No advance package and<br>Organized activities in AK)                 | 26   | 22   | 22   | 21   | 22   | <b>23</b>  |
| Other   | 1    | 2    | 1    | 1    | 1    | <b>1</b>   |
| Don't Know  | 3    | 0    | 0    | 0    | 0    | <b>1</b>   |

- In 2013, two in five (41 percent; up from 40 percent in 2012) of those traveling by air purchased most of the travel arrangements in advance of travel, 21 percent selected them while in Alaska, and 36 percent traveled completely on their own.

- Nearly all (94 percent) of cruise travelers in 2013 purchased all or a portion of their travel arrangements in advance, compared to 93 percent in 2012.
- Three in five (61 percent) of private vehicle/RV travelers selected their travel arrangements on their own, compared to 48 percent in 2012. One in three (30 percent) bought some sightseeing while in Alaska, and relatively few (6 percent) made advance purchases.
- Almost half (43 percent) of ferry travelers selected their travel arrangements on their own, one in four (27 percent) bought some sightseeing while in Alaska, and one in three (30 percent) bought some sort of package in advance.

### ***Transportation Type***

#### By Prepaid Travel Arrangements (2013)

- Of those visitors purchasing some or all of their travel arrangements before departure, 46 percent entered Alaska by air, 53 percent entered by cruise ship, while 56 percent exited the state by air and 49 percent by cruise ship.
- Relatively few used other modes of transportation to enter or leave the state.

#### By Non-Prepaid Travel Arrangements (2013)

- Among those who purchased travel arrangements while in Alaska, almost two out of every three (62 percent) entered and exited (65 percent) Alaska by air, while one in ten entered (15 percent) and exited (13 percent) by private vehicle or RV.
- Among those who traveled to Alaska completely on their own, two in three (63 percent) traveled to Alaska by air and 65 percent left the state by air. One in seven entered (15 percent) and exited (14 percent) by private vehicle or RV.

#### By Planner Inquiry Interest (2013)

- Among visitors who indicated when they requested the vacation planner that they planned to travel to Alaska by air, 55 percent actually entered and exited the state by air (61 percent in 2012) while another 34 percent sailed in and out by cruise ship (30 percent in 2012).
- Three in four (70 percent) of those who indicated when they requested the vacation planner that they intended to travel by cruise actually did (vs. 71 percent in 2012), with 22 percent entering and leaving the state by air (vs. 23 percent in 2012) and just 2 percent by private vehicle (vs. 1 percent in 2012).
- One in three (34 percent) of those who indicated when they requested the vacation planner that they intended to drive the highway actually did (vs. 29 percent in 2012), with another 32 percent traveling by air and 22 percent by cruise ship.

- Just one in ten (9 percent) of those who planned to travel by ferry on their planner inquiry actually traveled by that mode of transportation (vs. 9 percent in 2012). Almost half (44 percent) entered and exited the state by air (vs. 46 percent in 2012), one in three (32 percent) by cruise ship (vs. 29 percent in 2012) and one in ten (9 percent) via car/RV (vs. 8 percent in 2012).
- Over half (59 percent) of those who indicated when they requested the vacation planner that they intended to travel on a prepaid package traveled by cruise ship. Another 33 percent traveled by air.

**2013 Alaska Planner Inquiry Converters  
Actual Travel Mode vs. Planner Inquiry Interest**

| Planner Inquiry Interest | Actual Travel Mode |                  |                 |                   |
|--------------------------|--------------------|------------------|-----------------|-------------------|
|                          | Air In and Out     | Cruise In or Out | Ferry In or Out | Car/RV In and Out |
| Air                      | 75%                | 38%              | 24%             | 15%               |
| Cruise                   | 30                 | 78               | 7               | 11                |
| *Drive the Highway       | 25                 | 13               | 59              | 90                |
| Ferry                    | 15                 | 9                | 62              | 11                |
| Package                  | 23                 | 36               | 7               | 6                 |

Reads: Of all 2013 Alaska planner inquiry converters who actually traveled by air in and out, 75 percent checked interest in travel by air on the inquiry.

Note: Percentages total to more than 100 percent due to multiple mentions.  
\*Question wording changed in 2006, from 'car or RV/camper' to 'drive the highway'.

**2013 Alaska Planner Inquiry Converters  
Planner Inquiry Interest vs. Actual Travel Mode**

| Actual Travel Mode | Planner Inquiry Interest |        |                |       |         |
|--------------------|--------------------------|--------|----------------|-------|---------|
|                    | Air                      | Cruise | *Drive Highway | Ferry | Package |
| Air in and out     | 55%                      | 22%    | 32%            | 44%   | 33%     |
| Cruise in or out   | 34                       | 70     | 22             | 32    | 59      |
| Ferry in or out    | 1                        | 0      | 4              | 9     | 0       |
| Car/RV in and out  | 1                        | 2      | 34             | 9     | 2       |

Reads: Of all 2013 converters who indicated they were interested in traveling by air, 55 percent actually traveled in and out by air.

Note: \*Question wording changed in 2006, from 'car or RV/camper' to 'drive the highway'.

## Nights Spent in Alaska

Visitors who did not take a cruise were asked how many nights they spent total in Alaska. Additionally, visitors who cruised into or out of the state were asked how many nights they spent on a cruise ship and on land while in Alaska.

- On average, visitors who did not take a cruise in 2013 spent an average of 15.2 nights total in Alaska, with the majority (69 percent) spending eight nights or more.
- Cruise visitors in 2013 spent an average of 6.8 nights on a cruise ship (6.8 in 2012), while spending 3.7 nights on land (3.3 in 2012). One in four (27 percent) spent seven nights or more on land, compared to 21 percent in 2012.
- Two in five (40 percent) cruise visitors did not spend any nights on land in 2013, compared to 45 percent in 2012.

**Nights Spent in Alaska (Cruise and Non-Cruise Visitors)  
2009-2013**

| Nights Spent In Alaska | Non-Cruise Visitors |             |             |             |             | Cruise Visitors       |            |            |            |            |                |            |            |            |            |
|------------------------|---------------------|-------------|-------------|-------------|-------------|-----------------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|
|                        | Total Nights        |             |             |             |             | Nights on Cruise Ship |            |            |            |            | Nights on Land |            |            |            |            |
|                        | 09                  | 10          | 11          | 12          | 13          | 09                    | 10         | 11         | 12         | 13         | 09             | 10         | 11         | 12         | 13         |
| None                   | 0%                  | 0%          | 0%          | 0%          | 0%          | 0%                    | 1%         | 1%         | 0%         | 0%         | 42%            | 45%        | 46%        | 45%        | 40%        |
| 1 Night                | 0                   | 0           | 0           | 0           | 1           | 0                     | 0          | 0          | 1          | 1          | 3              | 2          | 3          | 2          | 3          |
| 2 Nights               | 1                   | 0           | 1           | 0           | 1           | 1                     | 0          | 1          | 1          | 1          | 3              | 2          | 2          | 2          | 2          |
| 3 Nights               | 1                   | 1           | 1           | 1           | 1           | 4                     | 2          | 4          | 3          | 4          | 565            | 6          | 5          | 8          | 6          |
| 4 Nights               | 3                   | 2           | 2           | 2           | 3           | 4                     | 4          | 5          | 5          | 5          | 8              | 8          | 8          | 8          | 8          |
| 5 Nights               | 5                   | 5           | 6           | 4           | 5           | 6                     | 7          | 7          | 8          | 5          | 8              | 9          | 5          | 7          | 7          |
| 6 Nights               | 5                   | 6           | 6           | 6           | 6           | 12                    | 11         | 12         | 13         | 11         | 6              | 5          | 6          | 6          | 7          |
| 7 Nights               | 12                  | 11          | 13          | 11          | 12          | 60                    | 62         | 59         | 58         | 60         | 12             | 13         | 13         | 10         | 14         |
| 8 to 14 Nights         | 42                  | 45          | 46          | 47          | 42          | 11                    | 11         | 10         | 11         | 10         | 10             | 8          | 9          | 10         | 12         |
| 15 Nights Or More      | 27                  | 27          | 23          | 25          | 27          | 1                     | 0          | 0          | 0          | 1          | 1              | 1          | 1          | 1          | 1          |
| <b>Mean</b>            | <b>17.2</b>         | <b>15.0</b> | <b>13.6</b> | <b>15.2</b> | <b>15.2</b> | <b>7.0</b>            | <b>7.0</b> | <b>6.9</b> | <b>6.8</b> | <b>6.8</b> | <b>3.6</b>     | <b>3.2</b> | <b>3.2</b> | <b>3.3</b> | <b>3.7</b> |

### *Cities and Specific Destinations Visited in Alaska*

The majority of visitors to Alaska mention visiting Anchorage (66 percent). The following lists the top eight cities and destinations visited in 2013.

|                |     |                               |     |
|----------------|-----|-------------------------------|-----|
| Anchorage      | 66% | Skagway                       | 51% |
| Juneau         | 54% | Mt. McKinley/Denali Nat. Park | 50% |
| Ketchikan      | 53% | Glacier Bay National Park     | 41% |
| Inside Passage | 51% | Fairbanks                     | 40% |

#### **Cities and Destinations Visited in Alaska 2008-2013**

| <b>Destination</b>                         | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| Anchorage                                  | 63%         | 66%         | 67%         | 64%         | 70%         | <b>66%</b>  |
| Juneau                                     | 51          | 58          | 58          | 60          | 58          | <b>54</b>   |
| Ketchikan                                  | 46          | 54          | 56          | 58          | 56          | <b>53</b>   |
| Inside Passage                             | 43          | 53          | 56          | 57          | 57          | <b>51</b>   |
| Skagway                                    | 42          | 53          | 54          | 54          | 52          | <b>51</b>   |
| Mt. McKinley/Denali NP                     | 43          | 46          | 48          | 48          | 51          | <b>50</b>   |
| Glacier Bay NP                             | 37          | 41          | 47          | 44          | 46          | <b>41</b>   |
| Fairbanks                                  | 36          | 40          | 41          | 38          | 41          | <b>40</b>   |
| Seward                                     | 34          | 41          | 41          | 39          | 44          | <b>37</b>   |
| Alaska Highway                             | 24          | 32          | 35          | 30          | 38          | <b>35</b>   |
| Mat-Su Valley (Palmer, Talkeetna, Wasilla) | 21          | 26          | 30          | 28          | 38          | <b>28</b>   |
| Whittier                                   | N/A         | N/A         | N/A         | 20          | 27          | <b>24</b>   |
| Kenai Peninsula/Soldotna                   | 26          | 26          | 29          | 23          | 28          | <b>23</b>   |
| Homer                                      | 19          | 22          | 23          | 21          | 26          | <b>21</b>   |
| Kenai Fjords NP                            | N/A         | 18          | 23          | 22          | 27          | <b>20</b>   |
| Sitka                                      | 23          | 25          | 22          | 21          | 22          | <b>20</b>   |
| Prince William Sound                       | 16          | 19          | 20          | 19          | 22          | <b>17</b>   |
| Haines                                     | 13          | 16          | 16          | 15          | 15          | <b>16</b>   |
| Girdwood/Alyeska                           | N/A         | N/A         | N/A         | 13          | 16          | <b>14</b>   |
| Tok  | 9           | 14          | 13          | 12          | 14          | <b>13</b>   |
| Glennallen                                 | N/A         | N/A         | N/A         | 10          | 14          | <b>12</b>   |
| North Pole                                 | N/A         | N/A         | N/A         | 12          | 14          | <b>12</b>   |
| Valdez                                     | 10          | 13          | 12          | 10          | 12          | <b>10</b>   |
| Hoonah/Icy Straight Point                  | N/A         | N/A         | N/A         | 10          | 11          | <b>9</b>    |
| Portage                                    | N/A         | N/A         | N/A         | 9           | 10          | <b>8</b>    |
| Copper Valley                              | 7           | 8           | 8           | 7           | 8           | <b>7</b>    |

**Cities and Destinations Visited in Alaska  
2008-2013**

| Destination            | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|------------------------|------|------|------|------|------|------|
| Wrangell St. Elias NP  | N/A  | 7%   | 7%   | 6%   | 9%   | 6%   |
| Arctic Circle          | 5    | 6    | 6    | 6    | 7    | 6    |
| Katmai NP              | N/A  | 5    | 6    | 5    | 7    | 5    |
| Kodiak                 | 5    | 4    | 6    | 4    | 5    | 4    |
| Cordova                | 4    | 4    | 4    | 3    | 4    | 4    |
| Petersburg             | N/A  | N/A  | N/A  | 3    | 3    | 3    |
| Nome                   | 2    | 2    | 3    | 2    | 3    | 2    |
| Prince of Wales Island | N/A  | N/A  | N/A  | 3    | 3    | 2    |
| Barrow                 | N/A  | N/A  | N/A  | 2    | 2    | 2    |
| Kotzebue               | N/A  | N/A  | N/A  | 0    | 1    | 1    |
| Other                  | 5    | 5    | 4    | 2    | 2    | 2    |
| Don't Know             | 2    | 1    | 0    | 0    | 0    | 2    |

***Accommodations Used While in Alaska***

Visitors were asked what type(s) of accommodations were used while traveling in Alaska.

- One in two travelers (52 percent) stayed in a hotel/motel, and one in three (30 percent) stayed in a wilderness lodge/resort/cabin.
- One in seven (14 percent) stayed with a friend or relative.
- One in ten stayed at a private RV campground (12 percent), a state or federal campground (11 percent), or a bed and breakfast (8 percent).

**Accommodations Used While in Alaska  
2009-2013**

| Types of Accommodations          | 2009 | 2010 | 2011 | 2012 | 2013 |
|----------------------------------|------|------|------|------|------|
| Stayed in a Hotel/Motel          | 49%  | 52%  | 50%  | 56%  | 52%  |
| Wilderness Lodge/Resort/Cabin    | 30   | 31   | 30   | 34   | 30   |
| Stayed with a Friend or Relative | N/A  | N/A  | 13   | 16   | 14   |
| Private RV Campground            | 12   | 10   | 9    | 12   | 12   |
| State or Federal Campground      | 10   | 8    | 10   | 11   | 11   |
| Bed and Breakfast                | 9    | 10   | 8    | 10   | 8    |
| Other                            | 12   | 15   | 5    | 6    | 10   |
| None                             | 21   | 21   | 26   | 18   | 16   |

Note: Accommodations question not asked prior to 2009 so no previous years' data available.

**Activities Engaged in While in Alaska**

Visitors are asked whether they engaged in 43 different activities while visiting Alaska in 2013. Four of every five visitors engaged in the following activities:

|                 |     |                  |     |
|-----------------|-----|------------------|-----|
| Shopping        | 82% | Wildlife Viewing | 76% |
| Glacier Viewing | 76% |                  |     |

In addition, at least one of every four visitors engaged in the following activities:

|                                       |      |                            |     |
|---------------------------------------|------|----------------------------|-----|
| Historical/Cultural Attractions       | 60%  | Shows/Alaska Entertainment | 33% |
| Sightseeing/City Tour                 | 59%  | Birdwatching               | 36% |
| Museums                               | 58%  | Backpacking or Hiking      | 26% |
| Arts/Culture/History                  | 56%  | Flightseeing               | 26% |
| Hiking/Nature Walk                    | 49%  | Gold Panning/Mine Tour     | 26% |
| Native Cultural Tours and Attractions | 50%  | Dog Mushing/Kennel Tour    | 27% |
| Took a Day Cruise                     | 44%  | Train-White Pass/Yukon     | 25% |
| Motorcoach Tour                       | 41 % | Salmon Bake                | 26% |
| Train-Alaska Railroad                 | 37%  |                            |     |

Less than one quarter of the visitors engaged in the remaining activities tested.

|                                  |     |                                  |    |
|----------------------------------|-----|----------------------------------|----|
| Soft Adventure Nature Tour       | 23% | Iditarod                         | 6% |
| Festival and Events              | 21% | Rafting                          | 5% |
| Car Rental                       | 20% | Bicycling                        | 5% |
| Fishing (Guided)                 | 19% | Camped in Tent                   | 5% |
| Took an Overnight Cruise         | 18% | Business                         | 4% |
| Tramway/Gondola                  | 15% | RV Rental                        | 3% |
| Fishing (Unguided)               | 12% | Winter Activities or Attractions | 3% |
| River Rafting or Float Trip      | 10% | Hunting                          | 2% |
| Took an Extended Wilderness Trip | 10% | Snow Skiing or Snowboarding      | 1% |
| Northern Lights Viewing          | 10% | Cross Country (Nordic) Skiing    | 1% |
| Kayaking or Canoeing             | 9%  | Snowmobiling                     | 1% |
| Hot Springs                      | 7%  |                                  |    |

**Activities Engaged in While in Alaska (Percent)  
2008-2013**

| Alaska Activities              | 2008 | 2009 | 2010 | 2011 | 2012 | 2013       |
|--------------------------------|------|------|------|------|------|------------|
| Shopping                       | N/A  | N/A  | N/A  | 84%  | 84%  | <b>82%</b> |
| Glacier Viewing                | N/A  | 78   | 82   | 83   | 82   | <b>76</b>  |
| Wildlife Viewing               | N/A  | 79   | 81   | 75   | 81   | <b>76</b>  |
| Historical/Culture Attractions | N/A  | N/A  | N/A  | 65   | 70   | <b>60</b>  |
| Sight-Seeing/City Tour         | 62   | 66   | 68   | 65   | 65   | <b>59</b>  |
| Visited Museums                | N/A  | 56   | 62   | 62   | 61   | <b>58</b>  |
| Arts/Culture/History           | N/A  | N/A  | N/A  | 59   | 61   | <b>56</b>  |

**Activities Engaged in While in Alaska (Percent)  
2008-2013**

| <b>Alaska Activities</b>                 | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| Native Cultural Attraction               | 52%         | 54%         | 62%         | 54%         | 57%         | <b>50%</b>  |
| Hiking/Nature Walk                       | N/A         | N/A         | N/A         | 54          | 57          | <b>48</b>   |
| Took Day Cruise                          | 33          | 35          | 40          | 47          | 49          | <b>44</b>   |
| Motor Coach Tour                         | 37          | 42          | 46          | 40          | 44          | <b>41</b>   |
| Train-Alaska Railroad                    | N/A         | N/A         | N/A         | 40          | 37          | <b>37</b>   |
| Bird Watching                            | 31          | 29          | 35          | 34          | 37          | <b>36</b>   |
| Shows/Alaska Entertainment               | N/A         | N/A         | N/A         | 34          | 37          | <b>33</b>   |
| Dog Mushing/ Kennel Tour                 | 12          | 8           | 22          | 26          | 30          | <b>27</b>   |
| Backpacking/Hiking                       | 27          | 28          | 32          | 31          | 33          | <b>26</b>   |
| Flightseeing                             | 26          | 27          | 30          | 31          | 31          | <b>26</b>   |
| Gold Panning/ Mine Tour                  | N/A         | 26          | 24          | 28          | 30          | <b>26</b>   |
| Salmon Bake                              | N/A         | N/A         | N/A         | 22          | 25          | <b>26</b>   |
| Train-White Pass/Yukon                   | N/A         | N/A         | N/A         | 29          | 26          | <b>25</b>   |
| Soft Adventure (Nature Tour)             |             |             |             |             |             | <b>23</b>   |
| Festival And Events                      | N/A         | N/A         | N/A         | 22          | 23          | <b>21</b>   |
| Fishing (Guided)                         |             |             |             |             |             | <b>19</b>   |
| Took An Overnight Cruise                 | 16          | 11          | 16          | 19          | 17          | <b>18</b>   |
| Tramway/Gondola                          |             |             |             | 17          | 17          | <b>15</b>   |
| Fishing (Unguided)                       |             |             |             |             |             | <b>12</b>   |
| River Rafting Or Float Trip              | 15          | 15          | 17          | 12          | 12          | <b>10</b>   |
| Took Extended Wilderness Trip/Expedition | 11%         | 12%         | 15%         | 11%         | 12          | <b>10</b>   |
| Northern Lights Viewing                  | 7           | 8           | 8           | 9           | 10          | <b>10</b>   |
| Kayaking Or Canoeing                     | 9           | 8           | 9           | 10          | 10          | <b>9</b>    |
| ATV/4-Wheeling                           |             |             |             |             |             | <b>8</b>    |
| Hot Springs                              | N/A         | N/A         | N/A         | 7           | 8           | <b>7</b>    |
| Iditarod                                 | N/A         | N/A         | N/A         | 5           | 8           | <b>6</b>    |
| Zip-Line                                 |             |             |             |             |             | <b>5</b>    |
| Rafting                                  | N/A         | N/A         | N/A         | 6           | 6           | <b>5</b>    |
| Bicycling                                | 4           | 4           | 4           | 5           | 5           | <b>5</b>    |
| Camped In Tent                           | 5           | 4           | 3           | 3           | 5           | <b>5</b>    |
| Business                                 | N/A         | N/A         | N/A         | 4           | 4           | <b>4</b>    |
| RV Rental                                | 3           | 4           | 3           | 4           | 4           | <b>3</b>    |
| Winter Activities Or Attractions         | N/A         | N/A         | N/A         | 3           | 4           | <b>3</b>    |
| Car Rental                               | 25          | 23          | 22          | 23          | 26          | <b>2</b>    |

**Activities Engaged in While in Alaska (Percent)  
2008-2013**

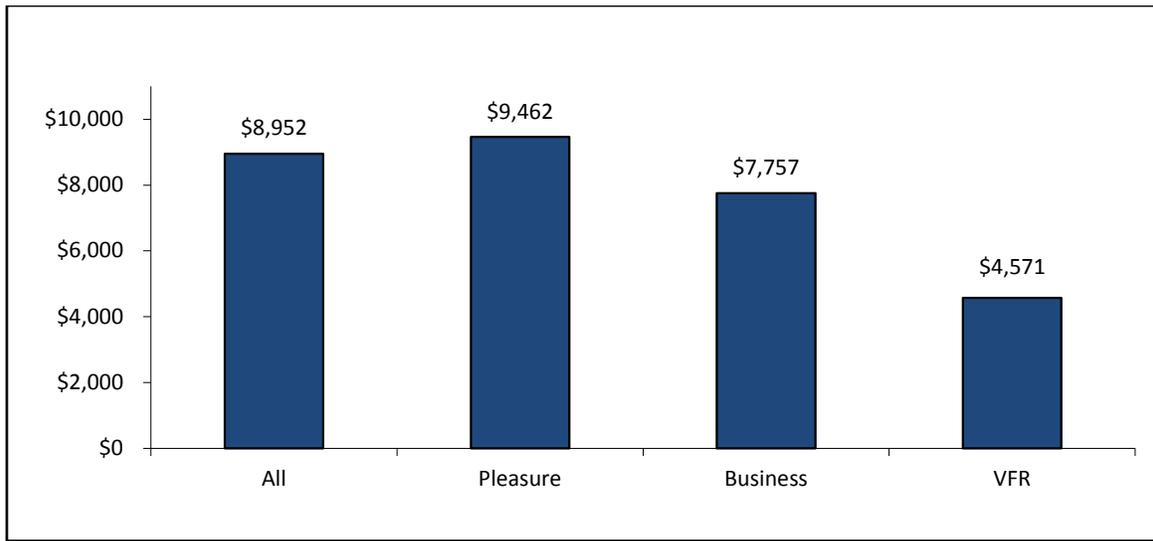
| Alaska Activities             | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|-------------------------------|------|------|------|------|------|------|
| Hunting                       | 2%   | 1%   | 2%   | 1%   | 1%   | 2%   |
| Cross Country (Nordic) Skiing | 1    | 0    | 0    | 1    | 1    | 1    |
| Snow Skiing/ Snowboarding     | 1    | 0    | 1    | 1    | 1    | 1    |
| Snowmobiling                  | 1    | 1    | 1    | 1    | 0    | 1    |

N/A = Not Asked.

**Trip Costs**

- 2013 visitors averaged \$8,952 for their immediate party’s visit to Alaska, higher than 2012 (\$8,812).
- Those who were visiting for pleasure had the highest mean cost (\$9,462) followed by those traveling for business (\$7,757) and those who were visiting friends and relatives (\$4,571).
- Transportation costs among all 2013 visitors averaged \$2,847, somewhat higher than in 2012 (\$2,823).
- Travelers visiting for business had the highest average transportation costs (\$3,126), followed by those traveling for pleasure (\$2,940) and those visiting friends and relatives (\$1,948).

**Trip Costs Including Transportation by Trip Purpose  
2013**



**Repeat Visitors**

- Of all 2013 visitors, one in four (31 percent) have been to Alaska before and returned to visit again in 2013, while the other 69 percent were making their first trip to Alaska. One in ten (10 percent) 2013 visitors has visited Alaska five or more times

**Number of Trips to Alaska (Including Current Trip)  
2008-2013**

| Times Visited AK | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|------------------|------|------|------|------|------|------|
| First Trip       | 69%  | 65%  | 71%  | 71%  | 72%  | 69%  |
| Second Trip      | 13   | 15   | 13   | 13   | 12   | 13   |
| Third Trip       | 6    | 6    | 5    | 4    | 5    | 4    |
| Fourth Trip      | 3    | 3    | 3    | 3    | 2    | 3    |
| Fifth+ Trip      | 7    | 10   | 7    | 7    | 8    | 10   |
| Don't Know       | 1    | 1    | 1    | 1    | 1    | 2    |
| Refused          | 1    | 1    | 1    | 1    | 1    | 1    |

***State of Alaska Website (TravelAlaska.com)***

Respondents were asked if they visited the official State of Alaska website ([www.TravelAlaska.com](http://www.TravelAlaska.com)) in planning their Alaska vacation.

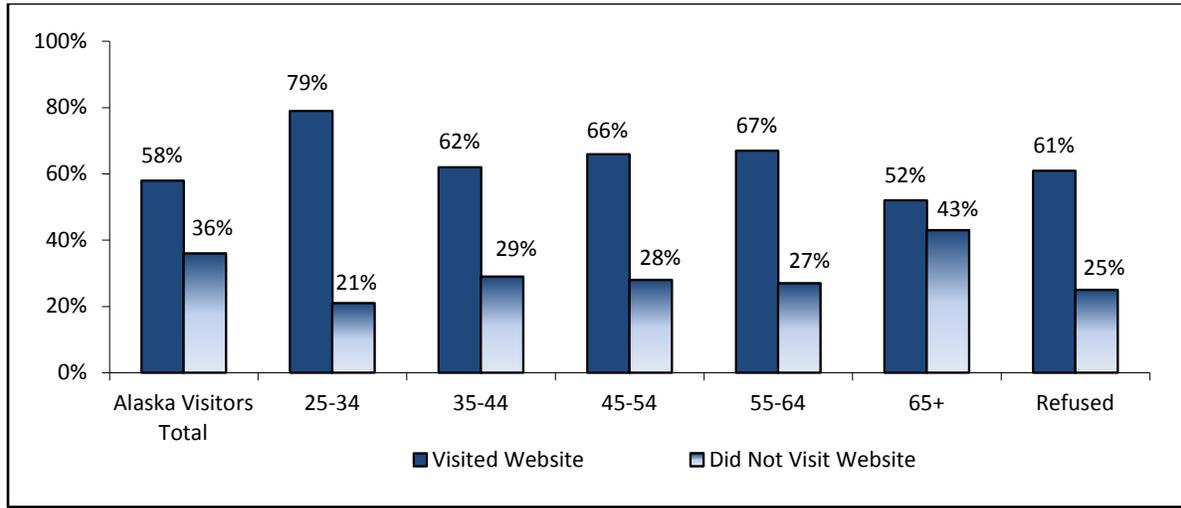
- Among all 2013 visitors, three in five (58 percent) visited the website, a decrease from 2012 (68 percent); one in three (36 percent) did not visit the website, and 6 percent said they don't know.

**Visitors to the State of Alaska Website  
2009-2013**

| Year | Visited Website |     |
|------|-----------------|-----|
|      | Yes             | No  |
| 2013 | 58%             | 36% |
| 2012 | 68              | 26  |
| 2011 | 60              | 33  |
| 2010 | 60              | 34  |
| 2009 | 62              | 32  |

- The age group with the highest proportion of visitors who visited the website were those age 25-34 (79 percent), the next highest were those age 55-64 (67 percent), 45-54 (66 percent), and those 35-44 (62 percent). Among visitors 65+, 52 percent visited the website.
- The mean age of those who visited the website is 63.2, compared to 67.6 for those who did not visit TravelAlaska.com. The mean age among all visitors is 64.8

**Visitors to the State of Alaska Website by Age Group  
2013**



**Internet Usage**

Respondents were asked which social/community websites they visit regularly and which they have used for travel ideas or trip planning.

- Two of every five visitors (41 percent) visit Facebook regularly. One in four (25 percent) visit Trip Advisor regularly and one in five (18 percent) visit YouTube regularly. Two of every five visitors (39 percent) do not visit any online community or social network regularly.
- One of every four visitors (22 percent) has used Trip Advisor for travel ideas/trip planning. Three of every five visitors (60 percent) have not used any online community or social network website for travel ideas/trip planning.

**Visits to Social Media and Community Websites  
2013**

| Online Communities and Social Networks | Use Regularly | Used for Travel Ideas/Trip Planning |
|--|---------------|-------------------------------------|
| Facebook                               | 41%           | 10%                                 |
| Trip Advisor                           | 25            | 22                                  |
| YouTube                                | 18            | 5                                   |
| Cruise Critic                          | 9             | 8                                   |
| Online Travel Forums                   | 9             | 7                                   |
| LinkedIn                               | 9             | 1                                   |
| Travel Blogs                           | 5             | 7                                   |
| Twitter                                | 4             | 1                                   |
| Trip it                                | 3             | 3                                   |
| Other                                  | 1             | 3                                   |
| None                                   | 40            | 60                                  |

### ***Reasons for Using Social Media to Connect with Businesses***

Visitors were asked what their primary reason was for connecting with businesses using social/community websites.

- Two of every five visitors (42 percent) don't use social media to connect with businesses. One of every three visitors (31 percent) use social media to connect with businesses for personal interest.

#### **Uses of Social Media Websites to Connect to Businesses 2013**

| <b>Primary Reason to Use Social Media to Connect with Business</b> | <b>Use Regularly</b> |
|--|----------------------|
| Personal Interest  | 31%                  |
| Receive the Latest News  | 10                   |
| Deals, Promos, Sweepstakes   | 7                    |
| Customer Service   | 3                    |
| Other  | 2                    |
| Don't Connect with Businesses Using Social Media                   | 42                   |
| Don't Know/Refused   | 6                    |

### ***Mobile Device Ownership and Usage***

Visitors were asked which mobile devices that have access to the internet they own and traveled with on their trip to Alaska.

- Two of every three visitors (65 percent) own a laptop, but only one in four (24 percent) took it with them to Alaska.
- Half (47 percent) own a web-enabled smart phone, and nearly half (43 percent) took it with them on their trip to Alaska.
- Two in five (39 percent) own an iPad or tablet and one in four (25 percent) took it with them.

#### **Mobile Device Ownership and Usage 2013**

| <b>Mobile Device</b>    | <b>Own</b> | <b>Took with Them to Alaska</b> |
|-------------------------|------------|---------------------------------|
| Laptop                  | 65%        | 24%                             |
| Web-enabled Smart Phone | 47         | 43                              |
| iPad or Tablet          | 39         | 25                              |
| Other                   | 1          | 0                               |
| None                    | 20         | 38                              |

Visitors that took their mobile device with them on their trip to Alaska were asked if they used the mobile device to help with travel planning during their trip.

- Nearly half of those visitors (47 percent) who took their mobile device with them used them during their trip, and half (52 percent) did not.

**Travel Planning with Mobile Devices  
2013**

| Used Mobile Device to Plan Trip | Percent |
|---------------------------------|---------|
| Yes                             | 47%     |
| No                              | 52      |

Visitors that took their mobile device with them on their trip to Alaska and used the mobile device to help with travel planning during their trip, were asked what they used the device for.

- Among those visitors that own, traveled with and used a mobile device during their trip, two of every three used it to get directions or maps (68 percent), research local things to see and do (63 percent).
- Half of those visitors used their device to research things to see and do where they were going next and to check flight status or other transportation research.

**Travel Planning Activities with Mobile Devices  
2013**

| Travel Planning Activities                                   | Percent |
|--|---------|
| Get Directions and Maps                                      | 68%     |
| Research Local Things to See and Do                          | 63      |
| Research Things to See and Do Where I Am Going Next          | 52      |
| Check Flight Status, Web Check-in or Transportation Research | 56      |
| Research Local Restaurants/Dining Places                     | 52      |
| Research Places to Stay                                      | 35      |
| Research Places to Stay Where I Am Going Next                | 29      |

Visitors that took their mobile device with them on their trip to Alaska and used the mobile device to help with travel planning during their trip were asked if they purchased any travel related products using their mobile device.

- Very few visitors (6 percent) who took their mobile device with them used them during their trip to purchase travel-related products.

**Purchase of Travel-Related Products with Mobile Devices  
2013**

| <b>Purchased Travel-Related Products</b> | <b>Percent</b> |
|--|----------------|
| Yes                                      | 6%             |
| No                                       | 92             |
| Don't Know                               | 2              |

## D. Demographic Profiles

**Demographic Profiles**  
**Visitors Only (Sorted by Source Alphabetically)**  
**2013**

| Source                              | Type | % Male | % Female | Average Age |
|-------------------------------------|------|--------|----------|-------------|
| :10 Syndicated TV                   | TV   | 41%    | 59%      | 64.6        |
| AAA Arizona Highroads and bonus ad  | M    | 32     | 68       | 67.3        |
| AAA Going Places                    | M    | 47     | 53       | 66.9        |
| AAA Home and Away                   | M    | 38     | 63       | 65.1        |
| AAA Midwest Traveler                | M    | 64     | 36       | 66.7        |
| AAA Western Journey JOINT YUKON     | M    | 60     | 40       | 70.5        |
| AFAR Magazine                       | DM   | 83     | 17       | 70.0        |
| Alaska Magazine JOINT YUKON         | M    | 50     | 50       | 64.0        |
| Alaska Magazine/Actives and Expires | DM   | 48     | 52       | 66.7        |
| Alaska Sportsman                    | DM   | 81     | 19       | 62.5        |
| All Other Magazine                  | M    | 45     | 55       | 66.5        |
| All Other Online                    | OL   | 50     | 50       | 64.5        |
| All Other Sources                   | OS   | 34     | 66       | 61.6        |
| All Other Television                | TV   | 67     | 33       | 63.0        |
| Audubon                             | M    | 39     | 61       | 67.2        |
| Backpacker JOINT YUKON bonus ad 3x  | M    | 82     | 18       | 51.6        |
| Better Homes and Gardens 45+        | DM   | 33     | 67       | 67.8        |
| Bonnier Luxury Travel               | DM   | 75     | 25       | 65.1        |
| Coastal Living                      | M    | 20     | 80       | 65.0        |
| Conde Nast space ad test            | M    | 50     | 50       | 70.3        |
| CPA Nation                          | OL   | 50     | 50       | 53.8        |
| Dedicated Media Banner Ads          | OL   | 50     | 50       | 57.0        |
| Dedicated Media Co Reg              | OL   | 80     | 20       | 45.4        |
| DMI                                 | OL   | 25     | 75       | 56.5        |
| DMI Select                          | OL   | 33     | 67       | 49.7        |
| Dunhill Travel Deals                | OL   | 53     | 47       | 66.3        |
| eMiles Co Reg-r                     | OL   | 33     | 67       | 62.2        |
| eMiles solo email-r                 | OL   | 67     | 33       | 61.5        |
| Fortune                             | DM   | 100    | 0        | 69.7        |
| Frommer's Budget Travel             | DM   | 25     | 75       | 66.5        |
| Good Housekeeping                   | MISC | 35     | 65       | 67.9        |
| Good Housekeeping (Pacific Region)  | M    | 30     | 70       | 64.4        |
| Highways Magazine                   | M    | 61     | 39       | 67.0        |
| History Channel Club 45+            | DM   | 100    | 0        | 68.6        |
| Intermedia Outdoors Int'l Travel    | DM   | 75     | 25       | 63.8        |

**Demographic Profiles  
Visitors Only (Sorted by Source Alphabetically)  
2013**

| Source                                | Type      | % Male     | % Female   | Average Age |
|---------------------------------------|-----------|------------|------------|-------------|
| Ladies Home Journal 45+               | DM        | 33%        | 67%        | 74.0        |
| Midwest Living 45+                    | DM        | 0          | 100        | 68.3        |
| Midwest Living and bonus ad           | M         | 32         | 68         | 64.8        |
| More-QR Code                          | M         | 21         | 79         | 60.7        |
| MyPoints-r                            | OL        | 37         | 63         | 64.7        |
| National Geographic                   | DM        | 25         | 75         | 69.3        |
| National Geographic Traveler          | M         | 59         | 41         | 64.3        |
| Past Inquirers w/email                | DM        | 76         | 24         | 65.1        |
| Past Inquirers w/o email              | DM        | 70         | 30         | 68.1        |
| Permission Data-r                     | OL        | 0          | 100        | 63.8        |
| PPC Bing                              | OL        | 43         | 57         | 61.9        |
| PPC Google                            | OL        | 41         | 59         | 61.3        |
| Prevention                            | M         | 43         | 57         | 65.7        |
| Prospectiv JOINT YUKON-r              | OL        | 60         | 40         | 65.6        |
| Prospective Co Reg/Banner Ads         | OL        | 25         | 75         | 70.9        |
| Publisher Clearing House              | OL        | 43         | 57         | 68.4        |
| React2Media                           | OL        | 0          | 100        | 56.7        |
| React2Media JOINT ALASKA YUKON        | OL        | 100        | 0          | 44.0        |
| Readers Digest                        | DM        | 36         | 64         | 72.8        |
| Readers Digest Large Format           | M         | 50         | 50         | 68.7        |
| Readers Digest Model                  | DM        | 43         | 57         | 71.2        |
| Sherman's Travel-r                    | OL        | 29         | 71         | 61.5        |
| Smithsonian and bonus ad              | M         | 38         | 62         | 67.8        |
| Sunset                                | DM        | 32         | 68         | 71.0        |
| Target Source - RV Book and Directory | DM        | 17         | 83         | 70.9        |
| Total Source Plus/Model               | DM        | 90         | 10         | 71.6        |
| Trailer Life Magazine JOINT YUKON     | M         | 88         | 12         | 65.8        |
| Travel 50 and Beyond                  | DM        | 41         | 59         | 67.3        |
| TravelGuidesFree                      | OL        | 40         | 60         | 63.4        |
| Wealth Window                         | DM        | 75         | 25         | 71.0        |
| Website from Direct Mail              | DM        | 62         | 38         | 59.9        |
| Where to Retire Magazine              | DM        | 50         | 50         | 60.8        |
| Worldwide Travelers                   | DM        | 58         | 42         | 66.5        |
|                                       |           |            |            |             |
|                                       |           |            |            |             |
|                                       |           |            |            |             |
| <b>Total</b>                          | <b>68</b> | <b>48%</b> | <b>52%</b> | <b>64.8</b> |

## E. Vacation Planner and Inquiry Information

Respondent's answers to the questions asked on the vacation planner inquiry form are shown for all inquirers, as well as inquirers who visited Alaska and those who did not. Additionally, the conversion rate is shown for each question asked on the vacation planner inquiry form.

- Eighty-three percent of all visitors and 23 percent of all non-visitors checked that they were most likely to visit in 2013.
- Of those who checked "yes, most likely in 2013," 29 percent actually did visit, which equals a 29 percent conversion rate.

**Vacation Planner Inquiry Form — Response Summary  
2013**

| Response  | Total | Visitor | Non-Visitor | Conversion Rate |
|---|-------|---------|-------------|-----------------|
| <b><i>Decided to Visit Alaska</i></b>               |       |         |             |                 |
| Yes, Most Likely in 2013                            | 30%*  | 83%     | 23%         | 29%             |
| Likely in the Next Three Years, but Don't Know When | 32    | 10      | 35          | 3               |
| Someday, but Don't Know When                        | 18    | 2       | 20          | 1               |
| Yes, Most Likely in 2014                            | 16    | 6       | 17          | 4               |
| Haven't Decided                                     | 7     | 1       | 8           | 2               |
| <b><i>Destinations Visited Past Ten Years</i></b>   |       |         |             |                 |
| Canada  | 49%   | 52%     | 49%         | 13%             |
| Caribbean   | 41    | 45      | 40          | 14              |
| Mexico  | 37    | 39      | 36          | 13              |
| Europe  | 34    | 39      | 34          | 14              |
| Alaska  | 31    | 41      | 30          | 16              |
| Africa  | 6     | 8       | 6           | 14              |
| None  | 16    | 10      | 17          | 8               |
| <b><i>Children at Home</i></b>                      |       |         |             |                 |
| Yes   | 15%   | 10%     | 15%         | 7%              |
| No  | 85    | 90      | 85          | 11              |
| <b><i>Education Level</i></b>                       |       |         |             |                 |
| High School   | 19%   | 13%     | 20%         | 8%              |
| Attended College                                    | 27    | 25      | 27          | 11              |
| Graduated College                                   | 30    | 32      | 29          | 13              |
| Post Graduate                                       | 25    | 30      | 24          | 14              |

\*Reads: 30 percent of all inquirers indicated "yes, most likely will visit in 2013" on the vacation planner inquiry form.

**Vacation Planner Inquiry Form — Response Summary  
2013**

|   | Total       | Visitor     | Non-Visitor | Conversion Rate |
|---|-------------|-------------|-------------|-----------------|
| <b>Age</b>  |             |             |             |                 |
| 18 – 24   | 1%          | 0%          | 1%          | 4%              |
| 25 – 34   | 2           | 1           | 2           | 5               |
| 35 – 44   | 4           | 2           | 4           | 6               |
| 45 – 54   | 14          | 13          | 14          | 10              |
| 55 – 64   | 31          | 30          | 31          | 10              |
| 65 or older   | 48          | 54          | 47          | 12              |
| <i>Mean</i>   | <i>62.8</i> | <i>64.8</i> | <i>62.7</i> |                 |
| <b>Own an RV (Base = Said "Drive the highway" on Vacation Planner Inquiry Form)</b> |             |             |             |                 |
| Yes   | 38%         | 42%         | 35%         | 11%             |
| No  | 52          | 58          | 55          | 10              |
| <b>Staying in Alaska</b>  |             |             |             |                 |
| Lodges, Resorts and Cabins  | 63%         | 62%         | 63%         | 11%             |
| Hotels and Motels   | 60          | 60          | 60          | 11              |
| Bed and Breakfasts  | 29          | 26          | 30          | 9               |
| Camping Facilities  | 26          | 28          | 26          | 11              |
| <b>Activities in Alaska</b>   |             |             |             |                 |
| Wildlife/Nature Tours   | 75%         | 77%         | 75%         | 12%             |
| Day Cruises   | 67          | 60          | 67          | 10              |
| Native Cultural Attractions   | 61          | 61          | 61          | 12              |
| Flightseeing  | 37          | 36          | 36          | 12              |
| Fishing   | 37          | 38          | 37          | 11              |
| Guided Hiking/Canoeing/<br>Kayaking and Raft Trips                                  | 28          | 30          | 28          | 13              |
| Winter Activities   | 9           | 8           | 9           | 10              |

## F. Delayed Effectiveness—Second, Third and Fourth Year Conversion

To provide an indication of the delayed effectiveness of the 2010, 2011 and 2012 programs, requestors who did not visit in 2010, 2011 or 2012 were interviewed again in 2013

### ***Conversion Rate***

Non-visitors from 2010 converted to visitors in 2013 at a rate of 5.7 percent. Non-visitors from 2011 converted to visitors in 2013 at a rate of 5.5 percent, and non-visitors from 2012 converted to visitors in 2013 at a rate of 6.5 percent.

This brings the total four-year conversion rate to 27.53 percent.

| <b>Four Year Conversion Rate</b>    |               |
|-------------------------------------|---------------|
| 2013 Respondents Converting In 2013 | 9.75%         |
| 2012 Respondents Converting In 2013 | 6.58%         |
| 2011 Respondents Converting In 2013 | 5.50 %        |
| 2010 Respondents Converting In 2013 | 5.70%         |
| <b>Four-Year Conversion Rate</b>    | <b>27.53%</b> |

## V. Appendices

### A. Methodology

The following reflects GMA's Methodology for this study.

#### *Overall Design*

The research consists of telephone interviews among requestors of the 2013 Official Vacation Planner. In order to allow comparisons of conversion rates of individual sources, a quota sampling technique was used. Specifically, separate random samples of requestors were drawn for each source list included in the research. GMA then completed 300 valid interviews for 68 source code groups for a total of 20,400 completed interviews. All interviewing took place in October-November 2013.

#### *Source Codes Studied*

Seventy sources are included in the research study as shown below:

| Individual Sources |                        |      | Combination of Several Sources |                                 |      |
|--------------------|------------------------|------|--------------------------------|---------------------------------|------|
| # Tested           | Source                 | Type | # Tested                       | Source                          | Type |
| 24                 | Direct Mail            | DM   | 1                              | All Other Sources (25 sources)  | OS   |
| 19                 | Magazine               | M    | 1                              | All Other Magazine (14 sources) | M    |
| 17                 | Online                 | OL   | 1                              | All Other TV (9 sources)        | TV   |
| 1                  | TV                     | TV   | 1                              | All Other Online (23 sources)   | OL   |
| 1                  | Google PPC             | OL   | 1                              | 2 <sup>nd</sup> Year Converters |      |
| 1                  | PPC Yahoo/MSN          | OL   | 1                              | 3 <sup>rd</sup> Year Converters |      |
| 1                  | Good Housekeeping Coop | Misc | 1                              | 4 <sup>th</sup> Year Converters |      |

#### *Interviewing Method*

All surveying was conducted using CRT telephone interviewing from GMA's central location in Bellevue, Washington. Random selection within each source code using the nth listing technique was employed to ensure a complete representation of each of the 68 source codes. If the respondent was not available on the initial attempt, a callback time was scheduled and callbacks were made.

#### *Sample*

Overall, the research consists of 20,400 interviews among vacation planner requestors from 70 sources.

***List Size and Content***

GMA was provided with separate computer lists for each of 68 sources which included name, mailing address, phone number (when available) and responses to all Vacation Planner Inquiry questions (where available) for a random sampling of 2,000 inquirers. When necessary, GMA was responsible for obtaining telephone numbers of potential respondents.

***Sample Size***

Telephone samples sufficient to produce a total n=20,400 completed interviews from 68 sources. N=300 interviews were conducted for each of the 68 sources (when sample allowed).

***Statistical Reliability***

At the overall sample size of 21,000 the results have a sampling error range of +1.0 percentage points. This means that if the sample results indicate 50 percent of the respondents visited Alaska in the past 12 months, we can be assured the results will not vary from the true percentage by more than +1.0 percentage points in 95 out of 100 replications of the study.

The sample error range for each individual source (n=300) is + 5.8 percentage points.

***Interview Length***

The average length of interview was 5.5 minutes.

***Questionnaire***

The questionnaire was “programmed” for the GMA CRT/telephone interviewing system. Final design of the questionnaire was the responsibility of GMA and the Department of Commerce, Community, and Economic Development.

***Questionnaire Pre-Testing***

Before actual interviewing began, 25 pre-test interviews were conducted. These pre-test interviews were evaluated for clarity and design to ensure GMA directed questions to provide necessary information. Modifications, based on this pre-test, were made to the questionnaire instrument as appropriate prior to finalization, approval, and full field implementation.

***Skip Patterns/Rotations***

The CRT system ensures all skip patterns/rotations and other interviewing instructions are followed to the letter. In short, this system ensures error-free interviewing process.

### ***Quota Controls***

The CRT system tracks and monitors all quotas during the interviewing process and protects against over- or under-quota situations occurring.

### ***Field Work***

To ensure quality control during the data collection phase, the following steps were taken:

- All interviewing was done in GMA's Bellevue office from a central location phone bank.
- As with all studies, interviewers were briefed in all aspects of the project and closely monitored during the course of the fieldwork.

### ***Data Processing***

All results of the study were tabulated per specifications provided. These include the following:

#### Weighting

In addition to analysis for each individual source code, all source codes combined were analyzed. In tabulating and analyzing the results, all individual and grouped source codes were weighted based on relative response rates.

Weighting of data occurred as follows:

- Analysis of individual source codes--non-weighted data
- Analysis of total program--weighted to grand total

### ***Analysis***

Evaluation of the effectiveness and cost-efficiency of the 2013 program involves analysis of performance on several characteristics. Analysis answers the following questions:

- How many inquiries did each source generate?
- What did it cost to generate those inquiries (cost per inquiry)?
- What percentage of those who inquired (sent for Planner) actually visited Alaska (conversion rate)?
- What did it cost to produce those conversions from inquiry to actual visit (cost per conversion)?

## ***Effectiveness***

Analysis of the effectiveness and cost-efficiency of the 68 sources (combined and individually) includes the following:

- Planner inquiries per reader/recipient
- 2013 visits taken by respondent (conversion rates)
- 2013 visits by geographical region/time of year
- 2013 visits by purpose of trip, mode of travel
- 2013 visitor party size
- 2013 visits generated by vacation planner in sources tested (including all party members)
- Comparison of planned 2013 visits stated on vacation planner inquiry vs. actual visits in survey

## ***Cost Efficiency***

- Cost per inquiry
- Cost per conversion
- Return on investment (including and excluding transportation costs)

Analysis includes a matrix reflecting the following for each source code and total program:

- Source code name
- Circulation (or mailing quantity)
- Number of inquiries
- Percent of inquires per circulation
- Ad cost
- Number of conversions to visitors
- Percent of conversion per inquiries
- Cost per inquiry
- Cost per conversion

Analysis of the effectiveness and cost-efficiency areas outlined above includes assessment of the relative value of the individual and groupings of codes, and, where appropriate, includes comparisons and changes between the 2013 program vs. prior programs.

## ***Statistical Analysis***

T-test, used as basic tests of significance, and chi-square, used to discover whether two categorical variables are correlated, were conducted for all data and used in the analysis.

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## C. Questionnaire

### 2013 ALASKA CONVERSION STUDY FINAL QUESTIONNAIRE

Introduction: Hello, this is Mr. Ms. \_\_\_\_\_ with GMA Research. We are conducting a follow-up study with people who requested information on Alaska. May I speak with (name from phone file)

**(IF NOT AVAILABLE, ARRANGE TIME TO CALLBACK. MUST SPEAK WITH PERSON LISTED. WHEN CORRECT PERSON IS ON THE LINE, REINTRODUCE YOURSELF, IF NECESSARY, AND CONTINUE...)**

Q1 In late 2012 or early 2013, you requested and received a booklet called the Official Alaska State Travel Planner/Guide. At the time you requested this vacation literature had you...

**(READ LIST--RECORD ONE MENTION ONLY)**

- 01 Already been to Alaska and were planning to go again
- 02 Already been and just wanted to see the literature
- 03 Trying to decide where to go on vacation
- 04 Already decided to go to Alaska
- 05 Just wanted to see the literature and had no travel plans
- 06 **(DON'T READ)** Don't recall receiving the vacation literature
- 07 **(DON'T READ)** Don't know **(PROBE WITH: "Which One Best Describes?")**

Q2 Which, if any, of the following did you visit in 2013?

- 01 Alaska
- 02 Alberta
- 03 British Columbia
- 04 Yukon
- 05 Africa
- 06 Caribbean
- 07 Europe
- 08 (Don't Read) None
- 09 (Don't Read) Don't know
- 10 (Don't Read) Refused

Q3 **(IF Q2 IS "2", "3", "4", "5", "6", "7", or "8", AND NOT "1" ALASKA)** When are you likely to visit Alaska? **(READ LIST)**

- 01 2014
- 02 2015
- 03 Likely, but don't know when
- 04 Not likely
- 05 **(DON'T READ)** Other (SPECIFY)
- 06 **(DON'T READ)** Refused

**(IF Q2 IS "ALASKA" CONTINUE. ALL "OTHER" ALASKA NON-CONVERTORS SKIP TO Q110)**

Q4 Was the trip you took to Alaska primarily for business, pleasure or visiting friends or relatives?

- 01 Primarily for business
- 02 Primarily for pleasure
- 03 Primarily for visiting friends or relatives
- 04 Don't know
- 05 Refused

Q5 **(IF Q4 IS "1" OR "2")** Did you visit friends or relatives at all while in Alaska?

- 01 Yes
- 02 No
- 03 Don't know
- 04 Refused

Q6 **(IF Q5 IS "1")** Using a scale of 1 to 7, where 1 means "not at all important," and 7 means "very important", how important was visiting friends or relatives in the reason you decided to take an Alaska vacation?

- 01 Not at all important
- 02
- 03
- 04
- 05
- 06
- 07 Very important
- 08 Don't Know
- 09 Refused

Q7 During what month did you make your reservations for your Alaska vacation?

**(DO NOT READ LIST--RECORD SINGLE MENTION)**

- 01 October 2012 or earlier
- 02 November 2012
- 03 December 2012
- 04 January 2013
- 05 February 2013
- 06 March 2013
- 07 April 2013
- 08 May 2013
- 09 June 2013
- 10 July 2013
- 11 August 2013
- 12 September 2013
- 13 Haven't made reservations yet
- 14 Didn't make any reservations
- 15 Don't know/Refused

Q8 And during which month(s) of 2013 did you visit Alaska?

**(DO NOT READ LIST--RECORD MULTIPLE MENTIONS)**

- 01 Jan 2013
- 02 Feb 2013
- 03 Mar 2013
- 04 Apr 2013
- 05 May 2013
- 06 Jun 2013
- 07 Jul 2013
- 08 Aug 2013
- 09 Sep 2013
- 10 Oct 2013
- 11 Nov 2013
- 12 Dec 2013
- 13 Don't know **(PROBE)**

Q9 Which of the following best describes your Alaska vacation?

**(READ ENTIRE LIST BEFORE ACCEPTING A RESPONSE--RECORD ONE MENTION ONLY)**

- 01 Bought a packaged trip, tour or cruise of Alaska in advance for the entire Alaska trip (including cruises). Package included transportation, lodging and sightseeing for a single price in advance.
- 02 Bought a package trip in advance for some of the Alaska trip, but made your own travel arrangements for the rest of the trip.
- 03 Did not purchase any package trip in advance, but bought some sightseeing and or organized activities once inside Alaska.
- 04 Completely on your own with no package in advance and purchased no sightseeing or organized activities after arriving in Alaska.
- 05 **(DON'T READ) Other (SPECIFY)**
- 06 **(DON'T READ) Don't know**

Q10 What mode of transportation did you use to enter Alaska?

**(DO NOT READ LIST--RECORD ONE MENTION ONLY)**

- 01 Air
- 02 Cruise ship
- 03 State Ferry
- 04 Rented car/truck/van
- 05 Private car/truck/van
- 06 Private boat
- 07 Tour/charter/motorcoach/bus
- 08 Private Recreational vehicle (motor home, trailer, 5th wheel, camper)
- 09 Rented Recreational vehicle (motor home, trailer, 5th wheel, camper)
- 10 Motorcycle
- 11 **Other (SPECIFY)**
- 12 **Don't know (PROBE)**
- 13 Refused

Q11 What mode of transportation did you use to leave Alaska?

**(DO NOT READ LIST--RECORD ONE MENTION ONLY)**

- 01 Air
- 02 Cruise ship
- 03 State Ferry
- 04 Rented car/truck/van
- 05 Private car/truck/van
- 06 Private boat
- 07 Tour/charter/motorcoach/bus
- 08 Private Recreational vehicle (motor home, trailer, 5th wheel, camper)
- 09 Rented Recreational vehicle (motor home, trailer, 5th wheel, camper)
- 10 Motorcycle
- 11 Other **(SPECIFY)**
- 12 Don't know **(PROBE)**
- 13 Refused

Q12 How many nights, in total, did you spend in Alaska?

Q13 **(IF CRUISE IN Q10 OR Q 11 ASK)** How many nights, while in Alaska, did you spend on a cruise ship?

Q14 How many nights, if any, while in Alaska, did you spend on land?

Q15 What cities or specific destinations in Alaska did you visit?

**(READ LIST - PAUSE AFTER EACH FOR RESPONSE)**

- 01 Alaska Highway
- 02 Anchorage
- 03 Arctic Circle
- 04 Barrow
- 05 Copper Valley
- 06 Cordova
- 07 Fairbanks
- 08 Girdwood/Alyeska
- 09 Glacier Bay National Park
- 10 Glennallen
- 11 Haines
- 12 Homer
- 13 Hoonah/Icy Straight Point
- 14 Inside Passage
- 15 Juneau
- 16 Katmai National Park

- 17 Kenai Fjords National Park
- 18 Kenai Peninsula/Soldotna
- 19 Ketchikan
- 20 Kodiak
- 21 Kotzebue
- 22 Mat-su Valley (Palmer, Talkeetna, Wasilla)
- 23 Mt. McKinley/Denali National Park
- 24 Nome
- 25 North Pole
- 26 Palmer
- 27 Petersburg
- 28 Portage
- 29 Prince of Wales Island
- 30 Prince William Sound
- 31 Seward
- 32 Skagway
- 33 Sitka
- 34 Talkeetna
- 35 Tok
- 36 Valdez
- 37 Wasilla
- 38 Whittier
- 39 Wrangell St. Elias National Park
- 40 **(DON'T READ) Other (SPECIFY)**
- 41 **(DON'T READ) Don't know**

Q 16 When you traveled to Alaska, including yourself, what was the total number of people traveling in your group? By group we mean friends or relatives that were traveling with you as part of your group.

Q17 When you traveled to Alaska, how many people were in your immediate party? By immediate, I mean the number of people included in your party's trip expenses, which may or may not be the total number of people traveling in your group.

Q17.5 Not including yourself, who were the people traveling in your group? Again, by group we mean friends or relatives that were with you as part of your group?  
**(READ LIST-MULTIPLE RESPONSES ALLOWED)**

- |                        |   |
|------------------------|---|
| 01 Your spouse         | 06 Your grandparents                        |
| 02 Your young children | 07 Your friends                             |
| 03 Your adult children | 08 Extended family (cousins, aunts, uncles) |
| 04 Your grandchildren  | 09 Other (please specify)                   |
| 05 Your parents        |   |

- Q18 Excluding transportation to and from Alaska, what is your best estimate of how much your traveling party spent on your entire Alaska trip?
- Q19 What is your best estimate of the party's transportation costs to get to and from Alaska?
- Q20 I am going to read you a list of activities people can do while in Alaska. While in Alaska, which, if any of the following did you do?

**(READ LIST PAUSE AFTER EACH AND WAIT FOR A RESPONSE)  
(RECORD MULTIPLE MENTIONS)**

- 01 Arts/Culture/History
- 02 Backpacking or hiking
- 03 Bicycling
- 04 Birdwatching
- 05 Business
- 06 Camped in tent
- 07 Car rental
- 08 Cross Country (Nordic) Skiing
- 09 Day cruises
- 10 Dog mushing
- 11 Festival & events
- 12 Fishing
- 13 Flightseeing
- 14 Glacier viewing
- 15 Gold panning/mine tour
- 16 Hiking/nature walk
- 17 Historical/culture attractions
- 18 Hot springs
- 19 Hunting
- 20 Iditarod
- 21 Kayaking or canoeing
- 22 Motorcoach tour
- 23 Museums
- 24 Native cultural tours & attractions
- 25 Northern Lights viewing
- 26 Rafting
- 27 River rafting or float trip
- 28 RV rental
- 29 Salmon Bake
- 30 Shopping
- 31 Shows/Alaska entertainment
- 32 Sightseeing/city tour
- 33 Snow skiing/snowboarding

- 34 Snowmobiling
- 35 Soft adventure nature tour
- 36 Train-Alaska Railroad
- 37 Train-White Pass/Yukon
- 38 Took an extended wilderness trip or expedition
- 39 Took an overnight cruise
- 40 Tramway/Gondola
- 41 Winter activities or attractions
- 42 Wildlife viewing (bears, whales, etc.)
- 43 **(DON'T READ) Other (SPECIFY)**
- 44 **(DON'T READ) None**
- 45 **(DON'T READ) Don't know**
- 46 **(DON'T READ) Refused**

Q21 I am going to read you a list of types of accommodations people might use while in Alaska. Which, if any, of the following did you use while in Alaska?

**(READ LIST PAUSE AFTER EACH AND WAIT FOR A RESPONSE)  
(RECORD MULTIPLE MENTIONS)**

- 01 Stayed in state/federal RV campground
- 02 Stayed in private RV campground
- 03 Stayed in hotel/motel
- 04 Stayed in bed and breakfast
- 05 Stayed in wilderness lodge/resort cabin
- 06 Stayed with a friend or relative
- 07 **(DON'T READ) Other (SPECIFY)**
- 08 **(DON'T READ) None**
- 09 **(DON'T READ) Don't know**
- 10 **(DON'T READ) Refused**

Q22 **(IF Q1 IS "1" OR "2")** You indicated earlier you visited Alaska prior to 2013. Including your 2013 visit, how many times have you visited Alaska for vacation purposes?

**(DO NOT READ LIST--RECORD SINGLE MENTION ONLY)**

- 01 2 Times
- 02 3 Times
- 03 4 Times
- 04 5 Times
- 05 6 or more times
- 06 Don't know
- 07 Refused

Q23 **(IF Q22 IS "1", "2", "3", "4", OR "5")** Which type of travel best describes your first trip to Alaska for vacation purposes?

**(READ ENTIRE LIST BEFORE ACCEPTING A RESPONSE)  
(RECORD ONE RESPONSE ONLY)**

- 01 Bought a packaged trip, tour or cruise of Alaska in advance for the entire Alaska trip including cruises. Package included transportation, lodging and sightseeing for a single price in advance.
- 02 Bought a package trip in advance for some of the Alaska trip, but made your own travel arrangements for the rest of the trip.
- 03 Did not purchase any package trip in advance, but bought some sightseeing and or organized activities once inside Alaska.
- 04 Completely on your own with no package in advance and purchased no sightseeing or organized activities after arriving in Alaska.
- 05 **(DON'T READ) Other (SPECIFY)**
- 06 **(DON'T READ) Don't know**

Q24 **(IF Q22 IS "1", "2", "3", "4", OR "5")** Still thinking about your first trip to Alaska, how would you describe the type of vacation it was. By type I mean for example a cruise vacation, camping, fishing, etc.

**(DON'T READ LIST--RECORD SINGLE RESPONSE)**

- 01 Camping
- 02 Cruise/cruising
- 03 Fishing
- 04 Sightseeing
- 05 RV motor home
- 06 Visiting friends relatives/just visiting
- 07 **(DON'T READ) Other (SPECIFY)**
- 08 **(DON'T READ) None**
- 09 **(DON'T READ) Don't know**
- 10 **(DON'T READ) Refused**

Q25 In planning your Alaska vacation, did you visit the Official State of Alaska website – [TravelAlaska.com](http://TravelAlaska.com)?

- 01 Yes
- 02 No
- 03 Don't know
- 04 Refused

Q26 At the time you requested the Official Alaska State Travel Guide, had you already made reservations, travel arrangements and/or finalized your plans for your Alaska vacations?

- 01 Yes
- 02 No
- 03 Don't know
- 04 Refused

Q27 Which of the following social/community websites do you regularly visit? (**READ LIST- RECORDED MULTIPLE MENTIONS**)

- 01 Facebook
- 02 MySpace
- 03 YouTube
- 04 LinkedIn
- 05 Twitter
- 06 Trip Advisor
- 07 Cruise Critic
- 08 Trip It
- 09 Online travel forums such as Fodor's or Frommer's
- 10 Travel blog's
- 11 Other (please specify)

Q28 Which of the following social/community websites have you used for travel ideas or trip planning? (**READ LIST-RECORDED MULTIPLE MENTIONS**)

- 01 Facebook
- 02 MySpace
- 03 YouTube
- 04 LinkedIn
- 05 Twitter
- 06 Trip Advisor
- 07 Cruise Critic
- 08 Trip It
- 09 Online travel forums such as Fodor's or Frommer's
- 10 Travel blog's
- 11 Other (please specify)

Q29 Which one of the following is the primary reason that you connect with businesses using social media? (**READ LIST- SELECT ONE**)

- 01 Personal Interest
- 02 Deals, Promos, Sweepstakes
- 03 Customer Service
- 04 Receive the Latest News
- 05 Don't connect with businesses using social media
- 06 Other (please specify)

- Q30 Which, if any, of the following mobile devices do you own that has access to the internet? **(READ LIST- RECORD MULTIPLE MENTIONS)**
- 01 Laptop
  - 02 iPad or tablet
  - 03 Web-enabled smart phone
  - 04 None
  - 05 Other
- Q31 While on your Alaska vacation which, if any, of the following did you travel with? **(READ LIST)**
- 01 Laptop
  - 02 iPad or tablet
  - 03 Web-enabled smart phone
  - 04 None
  - 05 Other
- Q32 **(IF Q30 or Q31 = 1, 2, 3)** Did you use the **(INSERT TYPE OF DEVICE)** to help you with your travel planning while you were on your trip?
- 01 Yes
  - 02 No
- Q33 **(IF YES TO Q32)** During your Alaska vacation, did you use your **(INSERT TYPE OF DEVICE)** to...? **(READ LIST-RECORD MULTIPLE MENTIONS)**
- 01 Get directions and maps
  - 02 Check flight status, web check-in or transportation research
  - 03 Research local things to see or do
  - 04 Research things to see or do where I am going next
  - 05 Research local places to stay
  - 06 Research places to stay where I am going next
  - 07 Research local restaurants/dining places
  - 808 Other (please specify)
- Q34 **(If YES to Q33, 1 thru 6)** Please describe any difficulties you had using your **(INSERT TYPE OF DEVICE)** while in Alaska? **(RECORD VERBATIM RESPONSE)**
- Q35 **(IF YES TO Q32)** Did you purchase any travel related products using your **(INSERT TYPE OF DEVICE)** while on your trip?
- 01 Yes
  - 02 No
- Q36 **(IF YES TO Q35)** What did you purchase using your **(INSERT TYPE OF DEVICE)** while on your trip? **(RECORD VERBATIM RESPONSE)**

Q37 What is your age?

Q38 **(RECORD RESPONDENT'S GENDER)**

**(NOT A QUESTION--DO NOT ASK THEIR GENDER)**

- 01 Male
- 02 Female

Q110 For verification purposes, is your first name \_\_\_\_\_

**(READ FIRST NAME ONLY)**

- 01 Yes
- 02 No

Q120 And just to verify, did I dial \_\_\_\_\_

- 01 Yes
- 02 No

Q140 **(ENTER IN ACTUAL 10 DIGIT NUMBER DIALED)**

Thank you for participating in our study today tonight. Your thoughts and opinions are greatly appreciated.

## D. Media/Production Costs

The following is an explanation of costs attributed to individual sources.

| Source   | Costs  |
|--|--|
| Media Space                                    | Cost includes actual charges from media for the media time or space. This can include magazines, television, online or direct mail list rentals.                             |
| Planning/Implementation and Production         | Costs include actual agency time hours on specific project. Out-of-pocket costs can include, but are not limited to, outgoing postage, data processing and mailing services. |
| Business Reply Card (BRC) Printing             | Costs include actual printing and shipping cost.   |
| BRC Incoming Postage                           | Costs are estimated at .31¢ per card.  |
| BRC Fulfillment                                | Costs include but are not limited to: data entry, label creation and handling. This amounts to .28¢ per response.  |
| Online and 800 Number Fulfillment              | Costs include but are not limited to: data entry, label creation and handling. This amounts to .126¢ per response.   |
| 800 Number                                     | Costs are actual charges from the Toll Free Number service company.  |
| Reach Brochure Printing and Outgoing Postage   | Cost are estimated at .45¢ each piece.   |
| Vacation Planner Printing and Outgoing Postage | Costs are estimated at \$1.14 each piece.  |
| Website  | Cost includes yearly maintenance/development, search engine optimization and keyword buys.   |

## E. Description of Creative Pieces

### ***U.S. Magazine Ad***

Full page, four-color magazine ads ran with accompanying business reply card (BRC) to request Alaska visitor's information, 1/6-page ads have unique phone number and URL with no BRC. Joint Alaska/Yukon ads promote Alaska and Yukon with a business reply card.

### ***Direct Mail Packages***

Governor's Package – Control Piece – This is an 8” x 4” envelope. It is cream colored, with “Office of the Governor” and the state seal on the outside.

Inside the envelope, there are two pieces. (1) A letter from the governor inviting the recipient to request guide and visit Alaska. (2) A folded over reply card. The bottom portion has another message from the Governor encouraging reader to send back the top portion, which is a business reply card. The control piece uses black ink for most of the text; blue ink highlights the state seal and web address.

### ***Television Commercials***

Four Generic: 30-second television image ads incorporating branding. Spots have custom music, images highlighting activities, 800 number and unique URL to request vacation planning information. Ads are rotated

One: 10-second television spot incorporating branding. Spot had a portion of the custom music with a strong call to action using 800 number and unique URL to request vacation planning information

### ***Online Advertising***

Pay per Lead – Online advertising or emails designed primarily to generate leads, as opposed to click-throughs or strictly image ads.

Co-Registration – While registering for a site, purchase, download, etc., the consumer is offered the option to request additional Alaska information.

Newsletter – Newsletter sent out to opted-in viewers, with an Alaskan display ad or in text ad is imbedded.

Display Ad – Online ads placed on various web sites encouraging visitors to click through and request Vacation Planning information.

Text Ads – Text links appears in an article based on the content. Selected keywords are underlined and when moused over, a pop-up display ad offers the vacation planner.

Pay per Click – Advertisers pay their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market.

**F. States within Geographic Regions*****West***

Arizona  
California  
Colorado  
Hawaii  
Idaho  
Montana  
Nevada  
New Mexico  
Oregon  
Utah  
Washington  
Wyoming

***Midwest***

Illinois  
Indiana  
Iowa  
Kansas  
Michigan  
Minnesota  
Missouri  
Nebraska  
North Dakota  
Ohio  
South Dakota  
Wisconsin

***South***

Alabama  
Arkansas  
Delaware  
District of Columbia  
Florida  
Georgia  
Kentucky  
Louisiana  
Maryland  
Mississippi  
North Carolina  
Oklahoma  
South Carolina  
Tennessee  
Texas  
Virginia  
West Virginia

***East***

Connecticut  
Maine  
Massachusetts  
New Hampshire  
New Jersey  
New York  
Pennsylvania  
Rhode Island  
Vermont