

Prepared for:
North to Alaska
c/o State of Alaska,
Department of Commerce, Community,
and Economic Development

NORTH
TO
ALASKA

North to Alaska Conversion Study

Final Report
January 2014

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2013

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I. Introduction

North to Alaska, a regional destination marketing program focused on increasing independent highway travel in the State of Alaska and the Canadian provinces of Alberta, British Columbia, and the Yukon Territory, is interested in assessing the effectiveness and cost efficiency of the 2013 program. The results presented in this study represent only the sources tested and evaluated. A total of eight sources were tested, which include:

- All Other Direct Responses
- All Other Sources
- RVIA Email
- Cabela's RV
- React2Media
- Prospective-PreQual CoReg
- 2nd Year Converters
- 3rd Year Converters

The second-year and third-year conversion of 2011 and 2012 non-converters was 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 measurement of the effectiveness of the 2013 program.

II. Purpose and Objectives

The overall purpose of the North to Alaska Conversion study is to determine the effectiveness and cost efficiency of the North to Alaska Program.

Specific objectives include:

- Determine the effectiveness and cost efficiency of the North to Alaska program in converting recipients of the North to Alaska travel guide to visitors;
- Determine inquiry response rate and visitor conversion rate;
- Determine cost per conversion based on program costs, response, and conversion rates;
- Determine return per dollar invested based on cost per conversion expenditure;
- Determine the relative memorability and usefulness of information supplied to actual and intended travelers;
- Determine visitor behavior (trip purpose, time of year visited, party size, type of trip, length of stay);
- Determine the effectiveness, influence and usefulness of each jurisdictional website, as well as how much was spent while visiting each website.

III. Executive Summary

A. Effectiveness and Cost Efficiency

Conversion Rates (Weighted)

The conversion rate is the percentage of inquirers of the North to Alaska travel guide who actually visit a North to Alaska partner jurisdiction. The rate is calculated by dividing the number of visitor parties by the total number of inquiries.

- Overall, those recipients who drove through Canada and into Alaska converted at a rate of 7.6 percent.

Conversion Rate of Recipients Who Drove Through Canada into Alaska 2009-2013

Year	2009	2010	2011	2012	2013
Conversion Rate	8.0%	6.7%	5.7%	5.7%	7.6%

- Recipients who visited Alaska (drive or fly drive) converted at a rate of 10.2 percent, Alberta (drive only) 7.7 percent, British Columbia (drive only) 11.2 percent and Yukon (drive only) 7.4 percent.
- Those who visited Alaska and/or any Canadian province converted at a rate 15.9 percent.

Conversion Rates by Source and by Jurisdiction 2013 (Drive Only)

Source	Drove Through CAN & AK #1	Alaska Convert Drive or Fly Drive #2	Alberta Convert Drive Only #3	B.C. Convert Drive Only #4	Yukon Convert Drive Only #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=79</i>	<i>N=211</i>	<i>N=89</i>	<i>N=89</i>	<i>N=154</i>	<i>N=244</i>
All Other Sources	14.0%	16.7%	16.3%	13.0%	13.7%	22.0%
All Other Direct Responses	7.0	10.0	7.3	11.3	6.7	16.3
Cabela's RV	1.7	4.7	4.3	5.3	2.0	10.3
React2Media	1.0	1.3	0.7	2.7	1.0	4.7
RVIA Email	2.0	4.0	2.0	9.7	2.0	11.7
Prospectiv-Pre Qual	0.8	1.7	1.7	3.3	1.0	5.3
Total	7.6%	10.2%	7.7%	11.2%	7.4%	15.9%

Conversion Rates by Travel Intent at Time Received North to Alaska

- One in three (31 percent) recipients had already been to Alaska and planned to go again at the time they received the North to Alaska travel guide, an increase compared to 2012 (23 percent). Another one in four (26 percent) recipients had already decided to go to Alaska and Canada at the time they received North to Alaska travel guide, (down from 2012, 30 percent).
- One in six had already been to Canada and were planning to go again (17 percent, up from 16 percent in 2012). One in ten had already been to Canada and/or Alaska and just wanted to see the literature (13 percent, up from 10 percent in 2012). One in ten (9 percent) just wanted to see the literature and had no travel plans (fewer than 2012, 14 percent).
- One in twenty (4 percent) were trying to decide where to go on vacation (down from 14 percent in 2012). Few recipients don't recall receiving the literature (2 percent, down from 5 percent in 2012), had already decided to go to Alaska but not Canada (5 percent, down from 6 percent in 2012) or had already decided to go to Canada but not Alaska (5 percent, up from 2012 2 percent).

Travel Intent of All Inquirers 2009-2013

Travel Intent - All Inquirers	2009	2010	2011	2012	2013
Already Been to Alaska and Were Planning to Go Again	20%	22%	20%	23%	31%
Already Decided to Go to Alaska and Canada	21	25	25	30	26
Already Been to Canada and Were Planning to Go Again	14	14	13	16	17
Already Been to Canada and/or Alaska and Just Wanted to See the Literature	7	10	13	10	13
Just Wanted to See the Literature and Had No Travel Plans	13	16	16	14	9
Trying to Decide Where to Go on Vacation	12	12	9	14	4
Don't Recall Receiving the Vacation Literature	7	5	6	5	2
Already Decided to Go to Alaska, but Not Canada	NA	3	4	6	5
Already Decided to Go to Canada, but Not Alaska	1	2	2	2	5

Response Rates

The response rate is the percentage of inquirers for the travel guide divided by total circulation.

- The response rate for the 2013 program was 7.6 percent, down from 2012 (11.23 percent).

Travel Guide Response Rate 2009-2013

Year	2009	2010	2011	2012	2013
Response Rate	17.63%	16.52%	10.83%	11.23%	7.6%

Cost per Inquiry

The cost to generate each inquiry is total advertising costs divided by the total number of inquiries.

- The overall cost per inquiry in 2013 was \$3.87, lower than 2012 (\$4.92).

Cost per Inquiry by Year 2009-2013

Year	2009	2010	2011	2012	2013
Cost per Inquiry	\$4.33	\$3.85	\$4.25	\$4.92	\$3.87

Number of Visitor Parties Generated by Sources Tested

- Overall, in 2013 a total of 6,500 visitor parties who drove through Canada into Alaska were generated by all sources tested, an increase over 2012 (4,305). In comparison, the total visiting Alaska or a specific Canadian province (any mode) was 13,548 parties.
- A total of 8,711 parties visited Alaska (all modes), 6,546 visited Alberta (all modes), 9,538 visited British Columbia (all modes), and 6,315 visited Yukon (all modes).

Number of Parties Generated by Jurisdiction 2008-2013

Year	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2013	6,500	8,711	6,546	9,538	6,315	13,548
2012	4,305	9,119	5,089	8,165	4,407	13,160
2011	4,574	9,869	5,520	9,123	5,438	14,432
2010	6,656	14,649	9,238	12,175	7,366	20,702
2009	6,929	—	—	—	—	—
2008	6,921	—	—	—	—	—

Note: Comparable data for years prior to 2010 is not available for segments #2 through #6.

Cost Conversion per Party

- Overall, the cost per conversion (per party) for recipients who drove through Canada and into Alaska was \$50.69 a significant decrease from 2012 (\$86.78).
- The conversion cost (per party) for the total visiting Alaska (all modes of transportation) was \$37.83; Alberta (all modes of transportation) was \$50.34, British Columbia (all modes) was \$34.55 and the Yukon (all modes) was \$52.19
- The conversion cost for visitor parties who visited Alaska and/or Canada (all modes of transportation) was \$24.32.

**Cost per Conversion per Party by Jurisdiction
2008-2013**

Year	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2013	\$50.69	\$37.83	\$50.34	\$34.55	\$52.19	\$24.32
2012	86.78	40.97	73.41	45.76	84.77	28.39
2011	75.25	34.88	62.36	37.73	63.30	23.85
2010	57.54	26.14	41.46	31.46	51.99	18.50
2009	53.97	—	—	—	—	—
2008	55.13	—	—	—	—	—

Note: Comparable data for years prior to 2010 is not available for segments #2 through #6.

Average Party Size – Number of People

- Overall, the average (weighted) party size for the sources tested was 2.5 people per party. This is slightly higher than the 2012 party size of 2.3.

**Party Size by Year
2009-2012**

Year	2009	2010	2011	2012	2013
Party Size	2.3	2.5	2.1	2.3	2.5

- The overall number of visitors generated by all sources who drove to Alaska was 15,937, a significant increase compared to 10,052 in 2012.

**Number of Visitors Generated
2007-2013**

Year	Number of People Who Drove through Canada and into Alaska
2013	15,937
2012	10,052
2011	9,473
2010	15,580
2009	15,906
2008	16,168
2007	11,597

Cost per Conversion per Person

- The cost per conversion (per person) generated by all the sources tested was \$24.48, down significantly from \$37.17 in 2012.

Per Person Cost per Conversion, All Sources 2007-2012

Year	2008	2009	2010	2011	2012	2013
Cost per Conversion	\$23.60	\$23.51	\$24.58	\$36.34	\$37.17	\$24.48

Trip Expenditures

- The average trip expenditure per party for those who drove through Canada and into Alaska was \$7,109 for all the sources tested. This was a slight increase from the 2012 average trip expenditure of \$7,105.

Average Expenditures per Party 2007-2013

Year	Average per Party Expenditures (dollars)
2013	\$7,109
2012	7,105
2011	6,749
2010	6,988
2009	5,343
2008	5,537
2007	3,639

Return on Investment per Person (with Transportation)

- The overall return on investment (per person) for those who drove through Canada and into Alaska generated by all the sources tested was \$140.23, up compared to \$81.87 in 2012.

Per Person Return on Investment (with Transportation) 2009-2013

Year	2009	2010	2011	2012	2013
Return on Investment (per person)	\$99.01	\$121.45	\$89.69	\$81.87	\$140.23

Effectiveness and Cost Efficiency Comparison Summary

The table below shows an overall comparison summary of all effectiveness and cost efficiency for all jurisdictions and all modes of travel.

Effectiveness and Cost Efficiency by Jurisdiction 2013

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=211</i>	<i>N=154</i>	<i>N=89</i>	<i>N=153</i>	<i>N=77</i>	<i>N=244</i>
Conversion Rate	7.6%	10.2%	7.7%	11.2%	7.4%	15.9%
Number of Parties	6,500	8,711	6,546	9,538	6,315	13,548
Cost per Conversion per Party	\$50.69	\$37.83	\$50.34	\$34.55	\$52.19	\$24.32
Average Party Size	2.5	2.5	2.3	2.4	2.4	2.6
Number of People	15,937	21,889	15,230	22,964	14,195	34,582
Cost per Conversion per Person	\$20.68	\$15.06	\$21.62	\$14.35	\$23.22	\$9.53
Average Expenditure per Party	\$7,109	\$4,304	\$1,070	\$1,290	\$911	\$4,245
Total Party Expenditure	\$46,212,376	\$37,496,283	\$7,007,789	\$18,299,997	\$5,755,131	\$57,507,440
Per Person Expenditure	\$2,900	\$1,713	\$460	\$531	\$405	\$1,663
Return on Investment	\$190.23	\$113.78	\$21.27	\$37.32	\$17.60	\$174.37

B. Visitor Behavior (Drove through Canada and into Alaska)

Driving Vacations in Past Five Years

- Over half (53 percent) of 2013 Alaska visitors who drove through Canada and into Alaska mentioned taking five or more driving vacations of 1,000 miles or more from home in the past five years.

Influence of North to Alaska Travel Guide

- Half (51 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their decision to drive to Canada and Alaska. Half (49 percent) said it did not influence their decision to drive to Canada and Alaska.
- Four of every five (84 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of driving routes or travel itinerary. One in three (16 percent) said it did not influence their selection of driving routes or travel itinerary.
- Four of five (80 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of communities to visit. One in five (20 percent) said it did not influence their selection of communities to visit.
- Half (53 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide increased the length of their trip in order to see and do everything. Another 47 percent said it did not increase the length of their trip.

Visiting the North to Alaska Website

- In 2013, two of every three (66 percent) of all Alaska visitors who drove through Canada and into Alaska visited the North to Alaska website. Among other jurisdictions, 61 percent of Alberta visitors (all modes), 62 percent of B.C. visitors (all modes), and 64 percent of Yukon visitors (all modes) visited the North to Alaska website.

Influence of North to Alaska Website

- One in three (36 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said it influenced their decision to drive to Canada and Alaska. Two in three (64 percent) visitors said the website did not influence their decision to drive to Canada and Alaska.
- Nearly three in four (73 percent) visitors who drove through Canada and to Alaska and visited the North to Alaska website said the website influenced their selection of driving routes or travel itinerary. One in four (27 percent) said the website did not influence their driving routes or travel itinerary.
- Nearly three in four (71 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website influenced their selection of communities

to visit. More than one in four (29 percent) said the website did not influence their selection of communities to visit.

- Nearly half (48 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website increased the length of their trip in order to see and do everything. Half (52 percent) said the website did not increase the length of their trip.

Visiting and Purchasing from Websites

- Of those who visited the North to Alaska website, almost seven in ten (69 percent) also visited TravelAlaska.com, one in four (25 percent) visited TravelAlberta.com, one in four (29 percent) visited HelloBC.com, and one in three (34 percent) visited TravelYukon.com.
- Of those who visited TravelAlaska.com website, nearly half (44 percent) purchased a service from a company listed on travelalaska.com. One in three (36 percent) purchased a service from a company listed on travelalberta.com, one in three (36 percent) purchased a service from a company listed on HelloBC.com, and half (50 percent) purchased a service from a company listed on travelyukon.com.
- Visitors to TravelAlaska.com purchased the most services with companies they contacted from the website with a mean average of \$1,257 per website visitor who purchased a service from the website. Visitors to TravelAlberta.com spent a mean average of \$1,100, helloBC.com visitors spent a mean average of \$875, and travelyukon.com visitors spent \$1,000.

Destination of Alaskan/Canadian Trip (Unweighted)

- Among all 2013 recipients of the North to Alaska travel guide, one in fourteen visited Alaska (7 percent) and/or British Columbia (9 percent), 5 percent visited Alberta, and 5 percent visited the Yukon. Nearly nine of every ten (87 percent) did not visit any of these locations in 2013.

**Destination of Alaskan/Canadian Trip
2009-2013**

Destination	2009	2010	2011	2012	2013
Alaska	12%	11%	10%	12%	7%
Alberta	6	7	6	7	5
British Columbia	13	11	10	11	9
Yukon	8	6	5	6	5
None of the Above	81	83	84	83	87

Vacation Type (All Alaska Visitors)

- All inquirers indicating they visited Alaska or a Canadian province were asked which mode of travel they used. Three in four (78 percent) of those who drove through Canada into Alaska said they took a driving vacation from the lower 48 states through Canada and into Alaska. Another one in five (20 percent) said they took a driving vacation with portions on the Alaska Marine Highway.
- One-half (49 percent) of those who visited Alaska (all modes) or Alaska and/or Canada (all modes) did so by a driving vacation from the lower 48 state through Canada and into Alaska. Another one in ten (21 percent) of those who visited Alaska (all modes) or Alaska and/or Canada (all modes) flew to Alaska and then drove once inside Alaska.
- Two of every three (70 percent) of those who visited Alberta described their vacation as a driving vacation from the lower 48 states through Canada and into Alaska, another one in seven (13 percent) said they used portions of the Alaska Marine Highway.
- Three of every five (63 percent) of those who visited British Columbia described their trip as a driving vacation from the lower 48, another one in six (16 percent) said they drove using portions of the Alaska Marine Highway.
- Two in three (64 percent) of those who visited the Yukon described their vacation as a driving vacation from the lower 48, another one in six (16 percent) said it was a driving vacation with portions on the Alaska Marine Highway.

**Vacation Type by Jurisdiction — All Alaska Visitors
2013**

Vacation Type	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=735</i>	<i>N=731</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>	<i>N=746</i>
Driving Vacation from Lower 48 through Canada and into Alaska	78%	49%	70%	63%	64%	49%
Fly to Alaska then Drive Once Inside Alaska	0	21	2	4	5	21
Driving Vacation with Portions on Alaska Marine Highway	20	13	13	16	16	13
Driving Vacation with Portions on the BC Ferry	2	1	2	2	1	1
Fly to Alberta, Yukon or BC, then Drive Once Inside Canada and Alaska	0	1	1	1	1	1
Other	0	14	12	13	13	14

Visiting Canada once in Alaska (Alaska Visitors Who Flew to Alaska)

- Among 2013 visitors who flew to Alaska then drove once in Alaska, one in ten (10 percent) visited Canada or the Yukon at some point.

Community First Board Ferry

- Among 2013 visitors who took the ferry, half boarded in Haines (25 percent) or Bellingham (24 percent).

Transportation Mode (Drive Only Alaska Visitors)

- Among visitors who drove through Canada and into Alaska, one in four either traveled using a car, truck or van with no living space included (28 percent), a motorhome (32 percent), or a car, truck or van pulling a trailer with living space included (25 percent).
- Less than one in ten (7 percent) drove through Canada and into Alaska using a truck camper.

**Transportation Mode by Jurisdiction — Drove through Canada and into Alaska
2013**

Transportation Mode	Alaska (Drive Only)	Albert (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=735</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>
Car, Truck or Van with No Living Space Included	28%	23%	26%	23%
Motorhome	32	32	31	34
Car, Truck or Van Pulling a Trailer with Living Space Included	25	29	26	27
Truck Camper	7	7	7	7
Motorcycle	5	6	5	5
Campervan	2	3	3	4
Other	1	1	1	1

Accommodation Type (Drive Only Alaska Visitors)

- Three of every four (73 percent) of those who drove through Canada and into Alaska stayed in a private campground during their trip.
- Another two in three (65 percent) stayed in a provincial, state or federal campground. More than two of every five (42 percent) stayed in a hotel/motel.
- One in three stayed in a Walmart or similar parking lot (36 percent), and one in four stayed with a friend or relative (22 percent).

- One in six (17 percent) stayed in a wilderness lodge/resort cabin, and one in ten (9 percent) stayed at a bed and breakfast.

**Accommodations Used by Jurisdiction — Drove through Canada and into Alaska
2013**

Accommodation Type	Alaska (Drive Only)	Alberta (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=735</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>
Stayed in a Private Campground	73%	77%	76%	78%
Stayed in a Provincial, State or Federal Campground	65	69	66	68
Stayed in a Hotel/Motel	42	38	40	37
Stayed in a Walmart or Similar Parking Lot	36	40	36	38
Stayed with a Friend or Relative	22	20	21	20
Stayed in a Wilderness Lodge/Resort Cabin	17	15	15	14
Stayed in a Bed and Breakfast	9	8	9	8

Nights Spent in Accommodations (Drive Only Alaska Visitors)

- Visitors who drove through Canada and into Alaska and stayed in private campgrounds stayed the longest with an average of 23.8 nights.
- Those who stayed in a hotel/motel stayed an average of 12.0 nights, and those who stayed in a provincial, state or federal campground (12.7 nights), with friends or relatives (8.6 nights), in a Walmart or similar parking lot (5.4 nights), and in a bed and breakfast (4.0 nights).
- Those who stayed in a wilderness lodge or resort cabin spent the least amount of nights (2.9 nights).

**Nights Spent in Accommodations by Jurisdiction — Drove through Canada and into Alaska
2013**

Type of Accommodations	Alaska (drive only)	Alberta (all modes)	B.C. (all modes)	Yukon (all modes)
<i>Sample</i>	<i>N=735</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>
Nights Stayed in a Private Campground	23.8	25.7	24.9	25.9
Nights Stayed in a Hotel/Motel	12.0	13.4	12.2	12.3
Nights Stayed in a Provincial, State or Federal Campground	12.7	13.2	13.0	12.7
Nights Stayed With a Friend or Relative	8.6	9.3	8.0	8.4
Nights Stayed in a Walmart or Similar Parking Lot	5.4	5.5	5.5	5.5
Nights Stayed in a Bed and Breakfast	4.0	4.1	3.9	4.0
Nights Stayed in a Wilderness Lodge/Resort Cabin	2.9	2.8	2.8	2.8

Mode of Transportation vs. Overnight Accommodations

- Nearly all those traveling in a car or truck with no living space stayed in a hotel/motel (94 percent).
- Those traveling in a motorhome, campervan, truck camper or car/truck with living space mainly stayed in campgrounds.

Overnight Accommodations vs. Mode of Transportation

- Two of every three visitors that stayed at a campground (private or state) drove a car/truck with living space (77 percent) or a motorhome (73 percent).
- Half of the visitors that stayed at a hotel/motel drove a car/truck with no living space (50 percent).
- Visitors that stayed at a wilderness lodge or bed and breakfast were more likely to have driven a car/truck with no living space (67 percent and 78 percent respectively).
- Over half (55 percent) of all those overnighting at a Walmart drove a motorhome.

Trip Reservations (Drive Only Alaska Visitors)

- One of every three (34 percent) of those who took a driving vacation to Alaska in 2013 did not make any type of reservations for their trip, compared to 40 percent in 2012, and 48 percent in 2011.

- Visitors were most likely to make reservations during the months of May and June (23 percent), or July and August (9 percent).

Aspect of Reservations (Drive Only Alaska Visitors)

- Of those who made reservations in 2013, half (52 percent) made reservations for accommodations, the same as in 2012.
- Another one in four (27 percent) made a reservation for a tour, which is down from 32 percent in 2012. One in ten (9 percent) made a reservation for an airfare/flight.

Month of Alaska Vacation (Drive Only Alaska Visitors)

- In 2013, vacations to Alaska through Canada were primarily during the months of July (58 percent), June (50 percent), and August (48 percent). The same is true for prior years.

**Alaska Reservations — Drove through Canada and into Alaska
2009-2013**

Month	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
March	0%	1%	0%	2%	1%
April	1	4	2	3	4
May	22	27	22	22	23
June	61	61	61	52	50
July	64	69	66	61	58
August	44	56	51	43	48
September	27	14	18	16	24
October	4	1	2	1	4
Don't Know	0	1	2	1	0

Trip Purpose (Drive Only Alaska Visitors)

- Overall, the vast majority (89 percent) of those who took a driving vacation to Alaska did so primarily for pleasure. Few (6 percent) primarily visited friends and relatives on their trip, and 4 percent went primarily for business, similar to previous years.

Group/Party Size (Drive Only Alaska Visitors)

- Overall, the average group size of those driving through Canada and into Alaska was 2.7 people, down from 3.1 people in 2012.
- The average party size in 2013 was 2.3, same as in 2012.

Travel Expenditures in Individual Jurisdictions (Drive Only Alaska Visitors)

- Overall, the average amount spent per party during their stay just in Alaska was \$3,480. The average amount spent while just visiting Alberta was \$1,007, and the average amount spent while just visiting British Columbia was \$1,121. The average amount spent while just visiting the Yukon was \$901.
- Overall, the average total amount spent per party starting from when they crossed the Canadian border (including transportation costs) was \$7,115 in 2013, an 18 percent increase from \$6,026 in 2012.

Non-Internet Information Sources (Drive Only Alaska Visitors)

- Overall, three in every four (75 percent) visitors used the *Milepost* (an increase from 69 percent in 2012).
- Other top-mentioned sources included maps (59 percent), books/travel books (47 percent), friends or relatives (25 percent), AAA/travel agent (19 percent), and brochures from companies (15 percent).

Internet Information Sources (Drive Only Alaska Visitors)

- Overall, one in every four (25 percent) indicated they did not use the internet when planning or arranging their trip.
- The top-mentioned internet sources included destination websites (41 percent), city search (19 percent), and Trip Advisor (17 percent).

Cities and Areas Visited (Drive Only Visitors)**Alberta**

- Among 2013 Alberta visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Banff (59 percent up from 49 percent in 2012), Lake Louise (54 percent, up from 44 percent), Jasper (54 percent, up from 41 percent in 2012), and Edmonton (38 percent, up from 36 percent in 2012).

British Columbia

- Among 2013 British Columbia visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Dawson Creek (46 percent up from 42 percent in 2012) and Prince George (39 percent up from 31 percent in 2012).

Yukon

- Among 2013 Yukon visitors (all modes of transportation), the most frequently visited cities and specific destinations were Whitehorse/the Capitol (64 percent down from 81 in 2012), Dawson City (44 percent down from 56 percent in 2012), and Watson Lake (33 percent down from 62 percent in 2012).

Alaska

- Among Alaska visitors who drove through Canada and into Alaska, the most frequently visited cities and specific destinations were: Anchorage (85 percent), Fairbanks (72 percent), Denali (68 percent), Kenai Peninsula (62 percent), Homer (59 percent), Tok (59 percent), and Seward (57 percent).

Length of Entire Trip and Length of Stay in Jurisdictions (Drive Only Visitors)

- The average length of the entire trip was 39.5 days in 2013, down from 43.5 days in 2012 and 49.4 days in 2011.
- The average length of stay in Alberta in 2013 was 5.3 days, up from 4.6 days in 2012.
- The average length of stay in British Columbia in 2013 was 6.7 days, up from 2012 (6.3 days).
- The average length of stay in the Yukon in 2013 was 5.3 days, the same as in 2012.
- The average length of stay in Alaska in 2013 was 25.1 days, up from 21.7 days in 2012.

Length of Stay in Various Accommodations (Drive Only Visitors)

- The accommodation used most often was private campground with an average of 29.9 nights. Provincial/state/federal campground was used an average of 19.3 nights, and hotel/motel was used an average of 18.8 nights. Travelers stayed at wilderness lodge/resort cabins the least, with an average of 1.6 nights.

Activities Participated In (Drive Only Alaska Visitors)

- The most frequently mentioned activities visitors participated in while in Alaska in 2013 include (60 percent or more): shopping (81 percent), wildlife viewing (77 percent), glacier viewing (76 percent), museums (72 percent), and arts/culture/history (63 percent).

Prior Trips to Alaska (Drive Only Return Alaska Visitors – Visited Alaska Prior to 2012)

- Two in five (42 percent) current visitors to Alaska have visited before, an increase from 2012 (40 percent). Of those, 30 percent have been to Alaska a total of two times, and another 19 percent have visited Alaska three times. One in four (25 percent) have visited the state six or more times for vacation purposes. Among 2013 repeat visitors to Alaska, travelers have been to Alaska an average of 4.9 times, up from 4.5 times in 2012.
- Of those visitors who visited Alaska prior to 2013, 27 percent stated their first trip to Alaska was best described as “flew to Alaska then drove once inside Alaska.” This number was down from 31 percent in 2012.
- One in six visitors (16 percent) took a cruise/cruise tour compared to 27 percent in 2012.
- Two in five (39 percent) visitors who visited Alaska prior to 2013 stated their first trip to Alaska was best described as a “driving vacation from the lower 48 states through Canada and into Alaska.” This was up significantly from 17 percent in 2012.
- Seven percent took a driving vacation with portions of the trip on the Alaska Marine Highway, down from 12 percent in 2012.

Reasons for Not Taking a Driving Vacation in 2013

- The most frequently mentioned reason was “time/no time” (55 percent), followed by “too far to drive” (13 percent), “took a cruise instead” (7 percent), “car/vehicle issues” (3 percent), “planning to go later” (3 percent), “gas/fuel prices” (3 percent), “have already done that” (2 percent), and “wasn’t our destination” (3 percent). All other responses were 1 percent or less.

**Reasons Visited Alaska, but Did Not Drive through Canada
2010-2013**

Reasons for Not Taking a Driving Vacation	2010	2011	2012	2013
<i>Sample</i>	<i>N=155</i>	<i>N=101</i>	<i>N=254</i>	<i>N=337</i>
Time/No Time	37%	46%	57%	55%
Too Far to Drive	9	10	12	13
Took a Cruise Instead	20	11	9	7
Car/Vehicle Issues	NA	5	5	3
Planning to Go Later	4	3	3	3
Gas/Fuel Prices	3	3	3	3
Have Already Done That	3	3	3	2
Wasn't Our Destination	4	2	2	3
Other	14	12	6	6

Note: Other responses with 1 percent or less are not listed.

C. Online Communities and Social Networks

- More than two in five (43 percent) visitors who drove through Canada and into Alaska visited Facebook three or more times per week. Few visit other sites frequently. Nearly half (45 percent) of Alaska drivers who drove through Canada and into Alaska did not visit any online community or social networks three or more times a week.
- Less than one in ten (9 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their decision to drive to Canada and Alaska. More than nine in ten (91 percent) said the communities/networks did not influence their decision to drive to Canada and Alaska.
- One in six (16 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their selection of driving routes or travel itinerary. Four of every five (84 percent) said the websites did not influence their selection of driving routes or travel itinerary.
- One in six (17 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their selection of communities to visit. Five in six (83 percent) said the websites did not influence their selection of communities to visit.
- One in ten (12 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the website increased the length of their trip in order to see and do everything. Almost nine in ten (88 percent) said the websites did not increase the length of their trip.

D. Non-Converters Interest in Visiting Alaska

Reasons for Not Visiting Alaska (Non-Alaska Visitors)

Visitors who stopped in a specific Canadian destination and did not travel all the way to Alaska were asked why they chose to stop there and did not continue on to Alaska.

Alberta (Stopped in Alberta, but Did Not Go All The Way Through to Alaska)

- Two in five (41 percent) of those who stopped in Alberta and did not go all the way to Alaska did so because of “time/no time”. Another two of five (38 percent) said “a different route/visited other places”.

British Columbia (Stopped in BC, but Did Not Go All The Way Through to Alaska)

- Two in five (38 percent) of those who stopped in British Columbia and did not continue to Alaska did so due to “time/no time”. One in five (18 percent) mentioned “different route/visited other places,”

Yukon (Stopped in the Yukon, but Did Not Go All The Way Through to Alaska)

- Very few stopped in the Yukon and did not continue to Alaska. The main reason given by those that did was “time/no time.”

E. Demographic Profile (Alaska Visitors Who Drove through Canada and into Alaska)

The following details the demographic profile of respondents in the 2013 North to Alaska Conversion Study:

- 75 percent male, 25 percent female;
- 83 percent are married;
- 92 percent do not have children under 18 at home;
- 80 percent are retired;
- 11 percent work full-time;
- Average age is 70.4 years;
- Average total annual household income is \$70,500;
- Average household size is 2.0;
- 26 percent have a college degree; 28 percent advanced degree;
- 59 percent own an RV;
- 90 percent are Caucasian;
- 37 percent reside in the Midwest, 34 percent in the West, 20 percent in the South, and 10 percent in the East.

F. Second and Third Year Converters

To provide an indication of the delayed effectiveness of the 2011 and 2012 North to Alaska travel guide requestors who did not visit in 2011 or 2012 were interviewed again in 2013.

Conversion Rate

- Non-visitors from 2011 converted to visitors in 2013 at a rate of 3.3 percent. Non-visitors from 2012 converted to visitors in 2013 at a rate of 4.0 percent
- This brings the three year conversion rate to 14.9 percent

Three Year Conversion Rate

• 2013 Respondents converting in 2013	7.6%
• 2012 Respondents converting in 2013	4.0%
• 2011 Respondents converting in 2013	<u>3.3%</u>
• Three year conversion rate	14.9%

IV. Data Highlights and Observations

A. Effectiveness and Cost Efficiency

Evaluation of an advertising program's success involves analysis of performance on several characteristics. The 2013 North to Alaska Conversion Study analysis must answer 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 one of the North to Alaska partner jurisdictions (Alaska, Alberta, British Columbia, and Yukon) 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?

Terms	Definitions	Formulas
Response Rate	Percentage of Inquiries to Circulation	$\frac{\# \text{ of Inquiries}}{\text{Circulation}}$
Conversion Rate	Percentage of Inquirers who Actually Visited a North to Alaska Partner Jurisdiction	$\frac{\# \text{ of Visitor Parties}}{\# \text{ of Inquiries}}$
Number of Visitor Parties	Number of Visitor Parties Generated from Inquiries	$\# \text{ of Inquiries} \times \text{Conversion Rate}$
Cost per Inquiry	Cost to Generate Each Inquiry	$\frac{\text{Advertising Cost}}{\# \text{ of Inquiries}}$
Cost per Party Conversion	Cost to Generate Each Visitor Party	$\frac{\text{Advertising Cost}}{\# \text{ of Visitor Parties}}$
Cost per Visitor Conversion	Cost to Generate Each Visitor	$\frac{\text{Advertising Cost}}{\# \text{ of Visitors}}$
Return on Investment per Person (Including Transportation)	ROI per Visitor <u>Including</u> Transportation Costs	$\frac{(\text{Per Person Expenditures} + \text{per Person Transportation Costs}) \times \# \text{ of People}}{\text{Advertising Cost}}$
Return on Investment per Person (Excluding Transportation)	ROI per Visitor <u>Excluding</u> Transportation Costs	$\frac{(\text{Per Person Expenditures Excluding Transportation Costs}) \times \# \text{ of People}}{\text{Advertising Cost}}$

Conversion Rates (Weighted)

The conversion rate is the percentage of inquirers of the North to Alaska travel guide who actually visit a North to Alaska partner jurisdiction. The rate is calculated by dividing the number of visitor parties by the total number of inquiries.

- Overall, those recipients who drove through Canada and into Alaska converted at a rate of 7.6 percent.

Conversion Rate by Year 2009-2013

Year	2009	2010	2011	2012	2013
Conversion Rate	8.0%	6.7%	5.7%	5.7%	7.6%

- Recipients who visited Alaska (drive or fly drive) converted at a rate of 10.2 percent, Alberta (drive only) 7.7 percent, British Columbia (drive only) 11.2 percent and Yukon (drive only) 7.4 percent.
- Those who visited Alaska and/or any Canadian province converted at a rate 15.9 percent.

Conversion Rates by Source and by Jurisdiction 2013 (Drive Only)

Source	Drove Through CAN & AK #1	Alaska Convert Drive or Fly Drive #2	Alberta Convert Drive Only #3	B.C. Convert Drive Only #4	Yukon Convert Drive Only #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=79</i>	<i>N=211</i>	<i>N=89</i>	<i>N=89</i>	<i>N=154</i>	<i>N=244</i>
All Other Sources	14.0%	16.7%	16.3%	13.0%	13.7%	22.0%
All Other Direct Responses	7.0	10.0	7.3	11.3	6.7	16.3
Cabela's RV	1.7	4.7	4.3	5.3	2.0	10.3
React2Media	1.0	1.3	0.7	2.7	1.0	4.7
RVIA Email	2.0	4.0	2.0	9.7	2.0	11.7
Prospectiv-Pre Qual	0.8	1.7	1.7	3.3	1.0	5.3
Total	7.6%	10.2%	7.7%	11.2%	7.4%	15.9%

Alaska and Canadian Province Conversion Rates

Conversion rates for the past six years are shown below.

**Conversion Rates by Jurisdiction
2008-2013**

Year	Drove Through CAN & AK #1	Alaska Convert Drive or Fly Drive #2	Alberta Convert Drive Only #3	B.C. Convert Drive Only #4	Yukon Convert Drive Only #5	Total Visit AK or CAN #6
2013	7.6%	10.2%	7.7%	11.2%	7.4%	15.9%
2012	5.7	12.0	6.7	10.8	5.8	17.3
2011	5.7	12.2	6.8	11.3	6.7	17.8
2010	6.7	14.7	9.3	12.2	7.4	20.8
2009	8.0	--	--	--	--	--
2008	8.0	--	--	--	--	--

Note: Comparable data for years prior to 2010 is not available for segments #2 through #6.

Conversion Rates by Travel Intent at Time Received North to Alaska

- One in four (26 percent) recipients had already decided to go to Alaska and Canada at the time they received North to Alaska travel guide, (down from 2012, 30 percent).
- Another one in three (31 percent) recipients had already been to Alaska and planned to go again at the time they received the North to Alaska travel guide, an increase compared to 2012 (23 percent).
- One in ten (9 percent) just wanted to see the literature and had no travel plans (fewer than 2012, 14 percent).
- One in six had already been to Canada and were planning to go again (17 percent, up from 16 percent in 2012). One in ten had already been to Canada and/or Alaska and just wanted to see the literature (13 percent, up from 10 percent in 2012).
- One in twenty (4 percent) were trying to decide where to go on vacation (down from 14 percent in 2012).
- Few recipients don't recall receiving the literature (2 percent, down from 5 percent in 2012), had already decided to go to Alaska but not Canada (5 percent, down from 6 percent in 2012) or had already decided to go to Canada but not Alaska (5 percent, up from 2012 2 percent).

**Conversion Rates by Travel Intent at Time Received North to Alaska Travel Guide
2009-2013**

Travel Intent - All Inquirers	2009	2010	2011	2012	2013
Already Decided to Go to Alaska and Canada	21%	25%	25%	30%	26%
Already Been to Alaska and Were Planning to Go Again	20	22	20	23	31
Already Been to Canada and Were Planning to Go Again	14	14	13	16	17
Just Wanted to See the Literature and Had No Travel Plans	13	16	16	14	9
Trying to Decide Where to Go on Vacation	12	12	9	14	4
Already Been to Canada and/or Alaska and Just Wanted to See the Literature	7	10	13	10	13
Don't Recall Receiving the Vacation Literature	7	5	6	5	2
Already Decided to Go to Alaska, but Not Canada	NA	3	4	6	5
Already Decided to Go to Canada, but Not Alaska	1	2	2	2	5

Response Rates for Converters Who Drove through Canada into Alaska

The response rate is the percentage of inquiries for the travel guide divided by the circulation. Overall, the response rate for the 2013 program was 7.6 percent, down from 2012 (11.2 percent).

**Response Rate by Year
2009-2013**

Year	2009	2010	2011	2012	2013
Response Rate	17.63%	16.52%	10.83%	11.23%	7.6%

The response rate for each source tested is shown below.

**Response Rate by Source
2012**

Source	Response Rate (percent)
<i>Sample</i>	<i>N=211</i>
All Other Direct Responses	7.6%
RVIA Email	N/A
Cabela's RV	5.7
React2Media	N/A
All Other Sources	N/A
Prospectiv-Pre Qual	N/A
Total	7.6%

Cost Per Inquiry for Converters Who Drove through Canada into Alaska

The cost to generate each inquiry is the total advertising costs divided by the total number of inquiries.

- The overall cost per inquiry in 2013 was \$3.87, lower than 2012 (\$4.92).

Cost per Inquiry by Year 2007-2013

Year	2009	2010	2011	2012	2013
Cost per Inquiry	\$4.33	\$3.85	\$4.25	\$4.92	\$3.87

The cost per inquiry for each source tested is shown below.

Cost per Inquiry by Source 2013

Source	Cost Per Inquiry (dollars)
<i>Sample</i>	<i>N=211</i>
React2Media	\$2.73
All Other Direct Responses	3.55
Prospectiv-Pre Qual	3.61
All Other Sources	4.38
RVIA Email	5.36
Cabela's RV	10.05
Total	\$3.87

Number of Parties Generated

- Overall, in 2013 a total of 6,500 visitor parties who drove through Canada into Alaska were generated by all sources tested, an increase over 2012 (4,305).
- In comparison, the total visiting Alaska or a specific Canadian province (any mode) was 13,548 parties.
- A total of 8,711 parties visited Alaska (all modes), 6,546 visited Alberta (all modes), 9,538 visited British Columbia (all modes), and 6,315 visited Yukon (all modes).

**Number of Parties Generated by Source and by Jurisdiction
2013**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample	N=211	N=154	N=89	N=153	N=77	N=244
All Other Direct Responses	3,501	5,002	3,651	5,652	3,351	8,153
All Other Sources	2,846	3,395	2,643	3,314	2,785	4,473
Cabela's RV	32	88	80	99	37	192
React2Media	51	66	36	137	51	239
RVIA-Email	24	49	24	118	24	143
Prospectiv-PreQual	46	112	112	217	66	349
Total	6,500	8,711	6,546	9,538	6,315	13,548

**Number of Parties Generated by Jurisdiction
2008-2013**

Year	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2013	6,500	8,711	6,546	9,538	6,315	13,548
2012	4,305	9,119	5,089	8,165	4,407	13,160
2011	4,574	9,869	5,520	9,123	5,438	14,432
2010	6,656	14,649	9,238	12,175	7,366	20,702
2009	6,929	—	—	—	—	—
2008	6,921	—	—	—	—	—

Note: Comparable data for years prior to 2010 is not available for segments #2 through #6.

Cost Per Conversion (Per Party)

- Overall, the cost per conversion (per party) for recipients who drove through Canada and into Alaska was \$50.69 a significant decrease from 2012 (\$86.78).
- The conversion cost (per party) for the total visiting Alaska (all modes of transportation) was \$37.83; Alberta (all modes of transportation) was \$50.34, British Columbia (all modes) was \$34.55 and the Yukon (all modes) was \$52.19
- The conversion cost for visitor parties who visited Alaska and/or Canada (all modes of transportation) was \$24.32.

**Cost per Conversion per Party by Source
2013**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
Sample	N=211	N=154	N=89	N=153	N=77	N=244
All Other Direct Responses	\$50.69	\$35.48	\$48.61	\$31.40	\$52.86	\$21.77
All Other Sources	31.32	26.25	33.73	26.90	32.00	19.93
Cabela's RV	590.92	213.74	233.62	189.54	502.28	97.53
React2Media	273.01	210.00	390.01	101.11	273.01	58.09
RVIA Email	262.85	133.93	267.65	55.23	262.85	45.79
Prospectiv-PreQual	586.24	212.57	212.57	109.50	361.37	68.18
Total	\$50.69	\$37.83	\$50.34	\$34.55	\$52.19	\$24.32

**Cost per Conversion per Party by Jurisdiction
2008-2013**

Year	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2013	\$50.69	\$37.83	\$50.34	\$34.55	\$52.19	\$24.32
2012	86.78	40.97	73.41	45.76	84.77	28.39
2011	75.25	34.88	62.36	37.73	63.30	23.85
2010	57.54	26.14	41.46	31.46	51.99	18.50
2009	53.97	—	—	—	—	—
2008	55.13	—	—	—	—	—

Note: Comparable data for years prior to 2010 is not available for segments #2 through #6.

Party Size

- Overall, the average (weighted) party size for the sources tested was 2.5 people per party. This is slightly higher than the 2012 party size of 2.3.

**Party Size by Year
2009-2012**

Year	2009	2010	2011	2012	2013
Party Size	2.3	2.5	2.1	2.3	2.5

- The average party size of those who visited Alaska (all modes of transportation) was 2.5, Alberta (all modes) 2.3, British Columbia (all modes) 2.4 and Yukon (all modes) 2.2.
- Those who visited Alaska and/or a Canadian province had an average party size of 2.6.

**Party Size by Source and by Jurisdiction
2013**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=211</i>	<i>N=154</i>	<i>N=89</i>	<i>N=153</i>	<i>N=77</i>	<i>N=244</i>
All Other Direct Responses	2.6	2.6	2.5	2.4	2.3	2.6
All Other Sources	2.3	2.4	2.1	2.4	2.2	2.5
Cabela's RV	1.8	2.1	2.3	2.5	2.0	2.2
React2Media	2.0	2.3	2.0	3.3	2.3	2.0
RVIA Email	1.5	2.0	1.5	1.9	1.5	2.0
Prospectiv-PreQual	2.0	2.7	2.4	2.4	2.0	2.3
Total	2.5	2.5	2.3	2.4	2.2	2.6

Number of Visitors Generated

- The overall number of visitors generated by all sources who drove to Alaska was 15,937, a significant increase compared to 10,052 in 2012.

**Number of Visitors Generated
2007-2013**

Year	Number of People Who Drove though Canada and into Alaska
2013	15,937
2012	10,052
2011	9,473
2010	15,580
2009	15,906
2008	16,168
2007	11,597

- The overall number of people who visited Alaska (all modes of transportation) is 21,889, Alberta (all modes) 15,239, British Columbia (all modes) 22,964 and Yukon (all modes) 14,195.

- The overall number of people who visited Alaska and/or a Canadian province (all modes) is 34,582.

**Number of Visitors Generated by Source and by Jurisdiction
2013**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=211</i>	<i>N=154</i>	<i>N=89</i>	<i>N=153</i>	<i>N=77</i>	<i>N=244</i>
All Other Direct Responses	9,103	13,005	9,182	13,565	7,708	21,198
All Other Sources	6,546	8,148	5,559	7,953	6,127	11,182
Cabela's RV	57	184	184	247	74	422
React2Media	102	152	71	453	117	692
RVIA Email	37	98	37	225	37	286
Prospectiv-PreQual	92	392	269	522	132	803
Total	15,937	21,889	15,239	22,964	14,195	34,582

Trip Expenditures

- The average trip expenditure per party for those who drove through Canada and into Alaska was \$7,109 for all the sources tested. This was a slight increase from the 2012 average trip expenditure of \$7,105.
- The average trip expenditure per party for those who visited Alaska (all modes of transportation) was \$4,304, Alberta (all modes) \$1,070, British Columbia (all modes) \$1,290 and Yukon (all modes) \$911.
- Those who visited Alaska and/or a Canadian province had an average trip expenditure per party of \$4,245.

The following tables detail trip expenditures by each source tested for each jurisdiction and the average party expenditures for visitors who drove through Canada and into Alaska since 2007.

**Average Expenditures per Party by Source and by Jurisdiction
2013**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=211</i>	<i>N=154</i>	<i>N=89</i>	<i>N=153</i>	<i>N=77</i>	<i>N=244</i>
All Other Direct Responses	\$7,592	\$4,500	\$1,280	\$1,470	\$1,033	\$4,500
All Other Sources	6,559	4,201	777	1,001	752	4,201
Cabela's RV	8,500	3,549	1,030	1,173	688	3,549
React2Media	5,000	2,136	1,000	2,033	1,267	2,136
RVIA Email	9,500	1,489	1,000	1,000	500	1,489
Prospectiv-PreQual	4,500	1,794	1,233	742	1,467	1,794
Total	\$7,109	\$4,304	\$1,070	\$1,290	\$911	\$4,245

**Average Expenditures per Party
2007-2013**

Year	Average per Party Expenditures (dollars)
2013	\$7,109
2012	7,105
2011	6,749
2010	6,988
2009	5,343
2008	5,537
2007	3,639

Per Person Expenditures

- The average per person expenditure for those who drove through Canada and into Alaska was \$2,900 for all sources tested. This was a slight decrease from the 2012 average expenditure per person of \$3,043.
- The average trip expenditure per person for those who visited Alaska (all modes of transportation) was \$1,713, Alberta (all modes) \$460, British Columbia (all modes) \$536 and Yukon (all modes) \$405.
- Those who visited Alaska and/or a Canadian province had an average trip expenditure per person of \$1,663.

The following tables detail trip expenditures by each source tested and jurisdiction and the average per person expenditures for visitors who drove through Canada and into Alaska since 2007.

**Average per Person Expenditures by Source and by Jurisdiction
2013**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=211</i>	<i>N=154</i>	<i>N=89</i>	<i>N=153</i>	<i>N=77</i>	<i>N=244</i>
All Other Direct Responses	\$2,920	\$1,731	\$572	\$613	\$449	\$1,731
All Other Sources	2,852	1,750	370	417	342	1,680
Cabela's RV	4,722	1,690	448	469	344	1,613
React2Media	2,500	929	500	616	551	737
RVIA Email	6,333	745	667	526	333	745
Prospectiv-Pre Qual	2,250	664	514	309	734	780
Total	\$2,900	\$1,713	\$460	\$536	\$405	\$1,663

**Average Expenditures per Person
2007-2013**

Year	Average per Person Expenditures (dollars)
2013	\$2,900
2012	3,043
2011	3,259
2010	2,985
2009	2,328
2008	2,370
2007	1,598

Return on Investment (with Transportation per Person)

- The overall return on investment (per person) for those who drove through Canada and into Alaska generated by all the sources tested was \$140.23, up compared to \$81.87 in 2012.

**Per Person Return on Investment (with Transportation)
2009-2013**

Year	2009	2010	2011	2012	2013
Return on Investment	\$99.01	\$121.45	\$89.69	\$81.87	\$140.23

- The overall return on investment for those who visited Alaska (all modes of transportation) is \$113.78, Alberta (all modes) \$21.27, British Columbia (all modes) \$37.32 and Yukon (all modes) was \$17.46.
- The overall return on investment for those who visited Alaska and/or a Canadian province was \$174.51

**Per Person Return on Investment (with Transportation) by Source and by Jurisdiction
2013**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=211</i>	<i>N=154</i>	<i>N=89</i>	<i>N=153</i>	<i>N=77</i>	<i>N=244</i>
All Other Direct Responses	\$149.77	\$126.82	\$26.33	\$46.81	\$19.51	\$206.72
All Other Sources	209.44	160.02	23.04	37.21	23.50	210.80
Cabela's RV	14.38	16.60	4.41	6.19	1.37	36.39
React2Media	18.31	10.17	2.56	20.11	4.64	36.77
RVIA Email	35.47	11.12	3.73	18.11	1.87	32.52
Prospectiv-Pre Qua	8.72	8.44	5.80	6.78	4.06	26.31
Total	\$140.23	\$113.78	\$21.27	\$37.32	\$17.46	\$174.51

Effectiveness and Cost Efficiency Comparison Summary

The table below shows an overall comparison summary of all effectiveness and cost efficiency for all jurisdictions and all modes of travel.

Effectiveness and Cost Efficiency by Jurisdiction 2013

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=211</i>	<i>N=154</i>	<i>N=89</i>	<i>N=153</i>	<i>N=77</i>	<i>N=244</i>
Conversion Rate	7.6%	10.2%	7.7%	11.2%	7.4%	15.9%
Number of Parties	6,500	8,711	6,546	9,538	6,315	13,548
Cost per Conversion per Party	\$50.69	\$37.83	\$50.34	\$34.55	\$52.19	\$24.32
Average Party Size	2.5	2.5	2.3	2.4	2.4	2.6
Number of People	15,937	21,889	15,230	22,964	14,195	34,582
Cost per Conversion per Person	\$20.68	\$15.06	\$21.62	\$14.35	\$23.22	\$9.53
Average Expenditure per Party	\$7,109	\$4,304	\$1,070	\$1,290	\$911	\$4,245
Total Party Expenditure	\$46,212,376	\$37,496,283	\$7,007,789	\$18,299,997	\$5,755,131	\$57,507,440
Per Person Expenditure	\$2,900	\$1,713	\$460	\$531	\$405	\$1,663
Return on Investment	\$190.23	\$113.78	\$21.27	\$37.32	\$17.60	\$174.37

B. North to Alaska Conversion Study Efficiency Analysis Matrices

Through Canada to Alaska Driving Converters

INDIVIDUAL SOURCES TESTED (12)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (total trip)	TOTAL PARTY EXPENDITURE (total trip)	PER PERSON EXPENDITURE (total trip)	ROI w/Transport (Per Person)
All Other Direct Responses	\$177,479	659,398	50,018	7.59%	\$3.55	7.0%	3,501	\$50.69	2.6	9,103	\$19.50	\$7,592	\$26,581,566	\$2,920	\$149.77
All Other Sources	\$89,134	0	20,330	0	\$4.38	14.0%	2,846	\$31.32	2.3	6,546	\$13.62	\$6,559	\$18,668,226	\$2,852	\$209.44
Cabela's RV	\$18,705	32,903	1,862	5.66%	\$10.05	1.7%	32	\$590.92	1.8	57	\$328.29	\$8,500	\$269,059	\$4,722	\$14.38
RVIA email	\$6,541	0	1,221	0	\$5.36	2.0%	24	\$267.85	1.5	37	\$178.57	\$9,500	\$231,990	\$6,333	\$35.47
React2Media	\$13,866	0	5,079	0	\$2.73	1.0%	51	\$273.01	2.0	102	\$136.50	\$5,000	\$253,950	\$2,500	\$18.31
Prospectiv-PreQual CoReg	\$23,814	0	6,590	0	\$3.61	0.7%	46	\$516.24	2.0	92	\$258.12	\$4,500	\$207,585	\$2,250	\$8.72
GRAND TOTAL (WEIGHTED)	\$329,539	692,301	85,100	7.50%	\$3.87	7.6%	6,500	\$50.69	2.5	15,937	\$20.68	\$7,109	\$46,212,376	\$2,900	\$140.23

Alaska Convertors (Drove to Alaska or flew the Alaska then drove)

INDIVIDUAL SOURCES TESTED (12)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVG. PARTY SIZE (in Alaska)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (in Alaska)	TOTAL PARTY EXPENDITURE (in Alaska)	PER PERSON EXPENDITURE (in Alaska)	ROI w/Transport (Per Person)
All Other Direct Responses	\$177,479	659,398	50,018	7.59%	\$3.55	10.0%	5,002	\$35.48	2.6	13,005	\$13.65	\$4,500	\$22,508,100	\$1,731	\$126.82
All Other Sources	\$89,134	0	20,330	0	\$4.38	16.7%	3,395	\$26.25	2.4	8,148	\$10.94	\$4,201	\$14,262,857	\$1,750	\$160.02
Cabela's RV	\$18,705	32,903	1,862	5.66%	\$10.05	4.7%	88	\$213.74	2.1	184	\$101.78	\$3,549	\$310,587	\$1,690	\$16.60
RVIA email	\$6,541	0	1,221	0	\$5.36	4.0%	49	\$133.93	2.0	98	\$66.96	\$1,489	\$72,723	\$745	\$11.12
React2Media	\$13,866	0	5,079	0	\$2.73	1.3%	66	\$210.00	2.3	152	\$91.31	\$2,136	\$141,034	\$929	\$10.17
Prospectiv-PreQual CoReg	\$23,814	0	6,590	0	\$3.61	1.7%	112	\$212.57	2.7	302	\$78.73	\$1,794	\$200,982	\$664	\$8.44
GRAND TOTAL (WEIGHTED)	\$329,539	692,301	85,100	7.50%	\$3.87	10.2%	8,711	\$37.83	2.5	21,889	\$15.06	\$4,304	\$37,496,283	\$1,713	\$113.78

North to Alaska Conversion Study Efficiency Analysis Matrices

Alberta Convertors (Drove through Alberta to Alaska or drove to Alberta only)

INDIVIDUAL SOURCES TESTED (12)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (in Alberta)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (in Alberta)	TOTAL PARTY EXPENDITURE (in Alberta)	PER PERSON EXPENDITURE (in Alberta)	ROI w/Transport (Per Person)
All Other Direct Responses	\$177,479	659,398	50,018	7.59%	\$3.55	7.3%	3,651	\$48.61	2.5	9,128	\$19.44	\$1,280	\$4,673,682	\$512	\$26.33
All Other Sources	\$89,134	0	20,330	0	\$4.38	13.0%	2,643	\$33.73	2.1	5,550	\$16.06	\$777	\$2,053,533	\$370	\$23.04
Cabela's RV	\$18,705	32,903	1,862	5.66%	\$10.05	4.3%	80	\$233.62	2.3	184	\$101.57	\$1,030	\$82,468	\$448	\$4.41
RVIA email	\$6,541	0	1,221	0	\$5.36	2.0%	24	\$267.85	1.5	37	\$178.57	\$1,000	\$24,420	\$667	\$3.73
React2Media	\$13,866	0	5,079	0	\$2.73	0.7%	36	\$390.01	2.0	71	\$195.00	\$1,000	\$35,553	\$500	\$2.56
Prospectiv-PreQual CoReg	\$23,814	0	6,590	0	\$3.61	1.7%	112	\$212.57	2.4	269	\$88.57	\$1,233	\$138,133	\$514	\$5.80
GRAND TOTAL (WEIGHTED)	\$329,539	692,301	85,100	7.50%	\$3.87	7.7%	6,546	\$50.34	2.3	15,239	\$21.62	\$1,070	\$7,007,789	\$460	\$21.27

British Columbia Convertors (Drove through British Columbia to Alaska or drove to British Columbia only)

INDIVIDUAL SOURCES TESTED (12)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (in BC)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (in BC)	TOTAL PARTY EXPENDITURE (in BC)	PER PERSON EXPENDITURE (in BC)	ROI w/Transport (Per Person)
All Other Direct Responses	\$177,479	659,398	50,018	7.59%	\$3.55	11.3%	5,652	\$31.40	2.4	13,565	\$13.08	\$1,470	\$8,308,490	\$613	\$46.81
All Other Sources	\$89,134	0	20,330	0	\$4.38	16.3%	3,314	\$26.90	2.4	7,953	\$11.21	\$1,001	\$3,317,104	\$417	\$37.21
Cabela's RV	\$18,705	32,903	1,862	5.66%	\$10.05	5.3%	99	\$189.54	2.5	247	\$75.82	\$1,173	\$115,759	\$469	\$6.19
RVIA email	\$6,541	0	1,221	0	\$5.36	9.7%	118	\$55.23	1.9	225	\$29.07	\$1,000	\$118,437	\$526	\$18.11
React2Media	\$13,866	0	5,079	0	\$2.73	2.7%	137	\$101.11	3.3	453	\$30.64	\$2,033	\$278,791	\$616	\$20.11
Prospectiv-PreQual CoReg	\$23,814	0	6,590	0	\$3.61	3.3%	217	\$109.50	2.4	522	\$45.63	\$742	\$161,363	\$309	\$6.78
GRAND TOTAL (WEIGHTED)	\$329,539	692,301	85,100	7.50%	\$3.87	11.2%	9,538	\$34.55	2.4	22,964	\$14.35	\$1,290	\$12,299,944	\$536	\$37.32

North to Alaska Conversion Study Efficiency Analysis Matrices

Yukon Convertors (Drove through Yukon to Alaska or drove to Yukon only)

INDIVIDUAL SOURCES TESTED (12)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (in Yukon)	NUMBER OF PEOPLE	COST PER CONVERSION (per person)	AVERAGE EXPENDITURE PER PARTY (in Yukon)	TOTAL PARTY EXPENDITURE (in Yukon)	PER PERSON EXPENDITURE (in Yukon)	ROI w/Transport (Per Person)
All Other Direct Responses	\$177,479	659,398	50,018	7.59%	\$3.55	6.7%	3,351	\$52.96	2.3	7,708	\$23.03	\$1,033	\$3,461,796	\$449	\$19.51
All Other Sources	\$89,134	0	20,330	0	\$4.38	13.7%	2,785	\$32.00	2.2	6,127	\$14.55	\$752	\$2,094,478	\$342	\$23.50
Cabela's RV	\$18,705	32,903	1,862	5.66%	\$10.05	2.0%	37	\$502.28	2.0	74	\$251.14	\$688	\$25,621	\$344	\$1.37
RVIA email	\$6,541	0	1,221	0	\$5.36	2.0%	24	\$267.85	1.5	37	\$178.57	\$500	\$12,210	\$333	\$1.87
React2Media	\$13,866	0	5,079	0	\$2.73	1.0%	51	\$273.01	2.3	117	\$118.70	\$1,267	\$64,351	\$551	\$4.64
Prospectiv-PreQual CoReg	\$23,814	0	6,590	0	\$3.61	1.0%	66	\$361.37	2.0	132	\$180.68	\$1,467	\$96,675	\$734	\$4.06
GRAND TOTAL (WEIGHTED)	\$329,539	692,301	85,100	7.50%	\$3.87	7.4%	6,315	\$52.19	2.2	14,195	\$23.22	\$911	\$5,755,131	\$405	\$17.46

Alaska and/or Canada Convertors (All Alaska or Canada convertors)

INDIVIDUAL SOURCES TESTED (12)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (Alaska and/or Canada)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (Alaska and/or Canada)	TOTAL PARTY EXPENDITURE (Alaska and/or Canada)	PER PERSON EXPENDITURE (Alaska and/or Canada)	ROI w/Transport (Per Person)
All Other Direct Responses	\$177,479	659,398	50,018	7.59%	\$3.55	16.3%	8,153	\$21.77	2.6	21,198	\$8.37	\$4,500	\$36,688,203	\$1,731	\$206.72
All Other Sources	\$89,134	0	20,330	0	\$4.38	22.0%	4,473	\$19.93	2.5	11,182	\$7.97	\$4,201	\$18,789,393	\$1,680	\$210.80
Cabela's RV	\$18,705	32,903	1,862	5.66%	\$10.05	10.3%	192	\$97.53	2.2	422	\$44.33	\$3,549	\$680,649	\$1,613	\$36.39
RVIA email	\$6,541	0	1,221	0	\$5.36	11.7%	143	\$45.79	2.0	286	\$22.89	\$1,489	\$212,714	\$745	\$32.52
React2Media	\$13,866	0	5,079	0	\$2.73	4.7%	239	\$58.09	2.9	692	\$20.03	\$2,136	\$509,891	\$737	\$36.77
Prospectiv-PreQual CoReg	\$23,814	0	6,590	0	\$3.61	5.3%	349	\$68.18	2.3	803	\$29.64	\$1,794	\$626,590	\$780	\$26.31
GRAND TOTAL (WEIGHTED)	\$329,539	692,301	85,100	7.50%	\$3.87	15.9%	13,548	\$24.32	2.6	34,582	\$9.53	\$4,245	\$57,507,440	\$1,663	\$174.51

C. Alaska Visitor Behavior

Driving Vacations in Past Five Years

Travel guide recipients are asked how many driving vacations they have taken of 1,000 miles or more from home in the past five years.

- Over half (53 percent) of 2013 Alaska visitors who drove through Canada and into Alaska mentioned taking five or more driving vacations of 1,000 miles or more from home in the past five years.

**Alaska Visitors who Drove through Canada and into Alaska
2009-2013**

Number of Driving Vacations	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
1	7%	11%	8%	15%	13%
2	9	11	14	17	5
3	16	14	17	13	20
4	14	5	5	15	9
5 or More	52	57	55	39	53
Don't Know	1	2	2	1	0

Influence of North to Alaska Travel Guide

Visitors who recall receiving the North to Alaska travel guide were asked if the travel guide influenced any of their travel decisions.

- Half (51 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their decision to drive to Canada and Alaska.
- Half (49 percent) said it did not influence their decision to drive to Canada and Alaska.

**Influence of North to Alaska Travel Guide Decision to Drive to Canada and Alaska
2013**

Decision to Drive to Canada and Alaska	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=735</i>	<i>N=731</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>	<i>N=746</i>
Yes	51%	49%	53%	54%	48%	53%
No	49	51	47	46	52	47

Four of every five (84 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of driving routes or travel itinerary.

- One in three (16 percent) said it did not influence their selection of driving routes or travel itinerary.

**Influence of North to Alaska Travel Guide to Select Driving Routes or Travel Itinerary
2013**

Selection of Driving Routes or Travel Itinerary	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=735</i>	<i>N=731</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>	<i>N=746</i>
Yes	84%	79%	82%	83%	84%	80%
No	16	21	18	17	16	20

Visitors who recall receiving the travel guide were asked if the North to Alaska travel guide influenced any of their travel decisions.

- Four of five (80 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of communities to visit.
- One in five (20 percent) said it did not influence their selection of communities to visit.

**Influence of North to Alaska Travel Guide in Selection of the Communities to Visit
2013**

Selection of Communities to Visit	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=735</i>	<i>N=731</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>	<i>N=746</i>
Yes	80%	77%	79%	79%	81%	77%
No	20	23	21	21	19	23

- Half (53 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide increased the length of their trip in order to see and do everything.
- Another 47 percent said it did not increase the length of their trip.

**Influence of North to Alaska Travel Guide to Increase Length of Trip to See/Do Everything
2013**

Increased the Length of Trip	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=735</i>	<i>N=731</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>	<i>N=746</i>
Yes	53%	48%	49%	49%	50%	48%
No	47	52	51	51	50	52

Visitors Who Visited the North to Alaska Website

North to Alaska travel guide recipients who drove through Canada and into Alaska were asked if they visited the North to Alaska website.

- In 2013, two of every three (66 percent) of all Alaska visitors who drove through Canada and into Alaska visited the North to Alaska website.
- Among other jurisdictions, 61 percent of Alberta visitors (all modes), 62 percent of B.C. visitors (all modes), and 64 percent of Yukon visitors (all modes) visited the North to Alaska website.

**Website Visitors by Jurisdiction
2013**

Website Visitors	Alaska (Drive Only)	Alberta (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Same</i>	<i>N=735</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>
Yes	66%	61%	62%	64%
No	22	26	26	24
Don't Know	12	12	12	12

Influence of North to Alaska Website

Visitors who visited the North to Alaska website were asked if the North to Alaska website influenced any of their travel decisions.

- One in three (36 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said it influenced their decision to drive to Canada and Alaska.
- Two in three (64 percent) visitors said the website did not influence their decision to drive to Canada and Alaska.

**Influence of North to Alaska Website to Drive to Canada and Alaska by Jurisdiction
2013**

Decision to Drive to Canada and Alaska	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
	<i>N=488</i>	<i>N=536</i>	<i>N=305</i>	<i>N=395</i>	<i>N=362</i>	<i>N=562</i>
Yes	36%	36%	40%	41%	35%	41%
No	64	64	60	59	65	59

- Nearly three in four (73 percent) visitors who drove through Canada and to Alaska and visited the North to Alaska website said the website influenced their selection of driving routes or travel itinerary. One in four (27 percent) said the website did not influence their driving routes or travel itinerary.

**Influence of North to Alaska Website in Selection of Driving Routes or Travel Itinerary
2013**

Selection of Driving Routes or Travel Itinerary	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=488</i>	<i>N=536</i>	<i>N=305</i>	<i>N=395</i>	<i>N=362</i>	<i>N=562</i>
Yes	73%	69%	72%	73%	76%	70%
No	27	31	28	27	24	30

- Nearly three in four (71 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website influenced their selection of communities to visit. More than one in four (29 percent) said the website did not influence their selection of communities to visit.

**Influence of North to Alaska Website in Selection of the Communities to Visit
2013**

Selection of Communities to Visit	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=488</i>	<i>N=536</i>	<i>N=305</i>	<i>N=395</i>	<i>N=362</i>	<i>N=562</i>
Yes	71%	70%	71%	71%	72%	70%
No	29	30	29	29	28	30

- Nearly half (48 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website increased the length of their trip in order to see and do everything.
- Half (52 percent) said the website did not increase the length of their trip.

**Influence of North to Alaska Website to Increase Length of Trip to See/Do Everything
2013**

Increased Length of Trip to See/Do Everything	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=488</i>	<i>N=536</i>	<i>N=305</i>	<i>N=395</i>	<i>N=362</i>	<i>N=562</i>
Yes	48%	45%	45%	46%	46%	46%
No	52	55	55	54	54	54

Visiting and Purchasing From Websites

Visitors of the North to Alaska website who visited Alaska or a Canadian province were asked if they also visited each of the jurisdictions websites as a result of visiting the North to Alaska website.

- Of those who visited the North to Alaska website, almost seven in ten (69 percent) also visited TravelAlaska.com, one in four (25 percent) visited TravelAlberta.com, one in four (29 percent) visited HelloBC.com, and one in three (34 percent) visited TravelYukon.com.
- Of those who visited TravelAlaska.com website, nearly half (44 percent) purchased a service from a company listed on travelalaska.com.
- One in three (36 percent) purchased a service from a company listed on travelalberta.com, one in three (36 percent) purchased a service from a company listed on HelloBC.com, and half (50 percent) purchased a service from a company listed on travelyukon.com.
- Visitors to TravelAlaska.com purchased the most services with companies they contacted from the website with a mean average of \$1,257 per website visitor who purchased a service from the website.
- Visitors to TravelAlberta.com spent a mean average of \$1,100, helloBC.com visitors spent a mean average of \$875, and travelyukon.com visitors spent \$1,000.

**Visiting and Purchasing from Websites
2012-2013**

Visited or Purchased from Website	TravelAlaska.com		TravelAlberta.com		HelloBC.com		Travel Yukon.com	
	2012	2013	2012	2013	2012	2013	2012	2013
Percent Also Visiting Jurisdiction Website	58%	69%*	30%	25%	22%	29%	32%	34%
Percent Purchasing Services from Companies on Website	49%	44%	32%	36%	41%	36%	48%	50%
Amount Spent with Companies Contacted (Mean)	\$2,081	\$1,257	\$697	\$1,100	\$1,271	\$875	\$1,043	\$1,000

*Reads: 69 percent of those who visited the North to Alaska website visited the Alaska website travelalaska.com. 44 percent of those who visited the Alaska site spent an average of \$1,257 with companies they found on the site. (Base = Alaska, Alberta, British Columbia, or Yukon visitors who visited the North to Alaska web site.

Destination of Alaskan/Canadian Trip

- Among all 2013 recipients of the North to Alaska travel guide, one in fourteen visited Alaska (7 percent) and/or British Columbia (9 percent), 5 percent visited Alberta and 5 percent visited the Yukon.
- Nearly nine of every ten (87 percent) did not visit any of these locations in 2013.

**Destination of Alaskan/Canadian Trip
2009-2013**

Destination	2009	2010	2011	2012	2013
Alaska	12%	11%	10%	12%	7%
Alberta	6	7	6	7	5
British Columbia	13	11	10	11	9
Yukon	8	6	5	6	5
None of the Above	81	83	84	83	87

Prior Visits to the Yukon

- Those who visited the Yukon in 2013 were asked how many times they had visited the Yukon prior to their most recent visit.
- Among 2013 Yukon visitors over half (51 percent) have visited the Yukon before.
- More than one in four (27 percent) of Yukon visitors in 2013 have been to the Yukon two or more times prior to their 2013 visit.

**Prior Visits to the Yukon
2010-2013**

Number of Prior Visits	2010 Yukon Visitors	2011 Yukon Visitors	2012 Yukon Visitors	2013 Yukon Visitors
1	13%	22%	26%	24%
2	13	10	7	10
3	4	4	1	4
4	2	4	1	1
5	3	2	1	6
6 or More	4	10	3	6
Don't Know	2	0	0	0
Mean	1.1	1.6	1.8	1.4

Vacation Type

- All inquirers indicating they visited Alaska or a Canadian province were asked which mode of travel they used. Three in four (78 percent) of those who drove through Canada into Alaska said they took a driving vacation from the lower 48 states through Canada and into Alaska. Another one in five (20 percent) said they took a driving vacation with portions on the Alaska Marine Highway.
- One-half (49 percent) of those who visited Alaska (all modes) or Alaska and/or Canada (all modes) did so by a driving vacation from the lower 48 state through Canada and into Alaska. Another one in ten (21 percent) of those who visited Alaska (all modes) or Alaska and/or Canada (all modes) flew to Alaska and then drove once inside Alaska.
- Two of every three (70 percent) of those who visited Alberta described their vacation as a driving vacation from the lower 48 states through Canada and into Alaska, another one in seven (13 percent) said they used portions of the Alaska Marine Highway.
- Three of every five (63 percent) of those who visited British Columbia described their trip as a driving vacation from the lower 48, another one in six (16 percent) said they drove using portions of the Alaska Marine Highway.
- Two in three (64 percent) of those who visited the Yukon described their vacation as a driving vacation from the lower 48, another one in six (16 percent) said it was a driving vacation with portions on the Alaska Marine Highway.

Destination of Alaskan/Canadian Trip

Vacation Type	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	N=735	N=731	N=485	N=601	N=562	N=746
Driving Vacation from Lower 48 through Canada and into Alaska	78%	49%	70%	63%	64%	49%
Fly to Alaska then Drive Once Inside Alaska	0	21	2	4	5	21
Driving Vacation with Portions on Alaska Marine Highway	20	13	13	16	16	13
Driving Vacation with Portions on the BC Ferry	2	1	2	2	1	1
Fly to Alberta, Yukon or BC, then Drive Once Inside Canada and Alaska	0	1	1	1	1	1
Other	0	14	12	13	13	14

Community First Boarded Ferry

Visitors who indicated part of their trip was on the ferry were asked which community they first boarded the ferry.

- Among 2013 visitors who took the ferry, half boarded in Haines (25 percent) or Bellingham (24 percent).

Community First Boarded Ferry 2013

Community First Board Ferry	2012	2013
<i>Sample</i>	N=309	N=552
Haines	33%	25%
Bellingham	23	24
Prince Rupert	18	14
Whittier	8	4
Valdez	4	4
Other	8	12

Visiting Canada Once Inside Alaska

Visitors who flew to Alaska then drove once inside Alaska were asked if they also visited Canada or the Yukon at any point after they were in Alaska.

- Among 2013 visitors who flew to Alaska then drove once in Alaska, one in ten (10 percent) visited Canada or the Yukon at some point.

Visiting Canada — Flew to Alaska Then Drove 2009-2013

Visiting Canada Once Inside Alaska	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=105</i>	<i>N=64</i>	<i>N=55</i>	<i>N=64</i>	<i>N=26</i>
Yes	13%	8%	16%	9%	10%
No	87	92	84	91	90

Transportation Mode and Ownership

- Among visitors who drove through Canada and into Alaska, 32 percent drove a motorhome, and one in four either traveled using a car, truck, or van with no living space included (28 percent) or a car, truck, or van pulling a trailer with living space included (25 percent).
- Less than one in ten (7 percent) drove through Canada and into Alaska using a truck camper.

Transportation Mode by Jurisdiction — Drove through Canada and into Alaska 2013

Transportation Mode	Alaska (Drive Only)	Albert (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=735</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>
Motorhome	32%	32%	31%	34%
Car, Truck or Van with No Living Space Included	28	23	26	23
Car, Truck or Van Pulling a Trailer with Living Space Included	25	29	26	27
Truck Camper	7	7	7	7
Motorcycle	5	6	5	5
Campervan	2	3	3	4
Other	1	1	1	1

Visitors were asked if they own, rented or leased the transportation they used to drive through Canada and into Alaska.

- Almost all transportation used to drive through Canada and into Alaska was owned by the visitor (95 percent), one in 20 (4 percent) rented their transportation.

**Transportation Ownership by Jurisdiction — Drove through Canada and into Alaska
2013**

Ownership of Transportation	Alaska (Drive Only)	Albert (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=735</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>
Own	95%	94%	94%	94%
Rent	4	5	5	5
Lease	0	1	1	0

Accommodations Used

- Three of every four (73 percent) of those who drove through Canada and into Alaska stayed in a private campground during their trip.
- Another two in three (65 percent) stayed in a provincial, state or federal campground. More than two of every five (42 percent) stayed in a hotel/motel.
- One in three stayed in a Walmart or similar parking lot (36 percent), and one in four stayed with a friend or relative (22 percent).
- One in six (17 percent) stayed in a wilderness lodge/resort cabin, and one in ten (9 percent) stayed at a bed and breakfast.

**Accommodations Used by Jurisdiction — Drove through Canada and into Alaska
2013**

Accommodation Type	Alaska (Drive Only)	Alberta (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=735</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>
Stayed in a Private Campground	73%	77%	76%	78%
Stayed in a Provincial, State or Federal Campground	65	69	66	68
Stayed in a Hotel/Motel	42	38	40	37
Stayed in a Walmart or Similar Parking Lot	36	40	36	38
Stayed with a Friend or Relative	22	20	21	20
Stayed in a Wilderness Lodge/Resort Cabin	17	15	15	14
Stayed in a Bed and Breakfast	9	8	9	8

Nights Spent in Accommodations

- Visitors who drove through Canada and into Alaska and stayed in private campgrounds stayed the longest with an average of 23.8 nights.
- Those who stayed in a provincial, state or federal campground stayed an average of 12.7 nights, in a hotel/motel (12.0 nights), with friends or relatives (8.6 nights), in a Walmart or similar parking lot (5.4 nights), and in a bed and breakfast (4.0 nights).
- Those who stayed in a wilderness lodge or resort cabin spent the least amount of nights (2.9 nights).

Nights Spent in Accommodations by Jurisdiction —Drove through Canada and into Alaska 2013

Type of Accommodations	Alaska (drive only)	Alberta (all modes)	B.C. (all modes)	Yukon (all modes)
<i>Sample</i>	<i>N=735</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>
Nights Stayed in a Private Campground	23.8	25.7	24.9	25.9
Nights Stayed in a Provincial, State or Federal Campground	12.7	13.2	13.0	12.7
Nights Stayed in a Hotel/Motel	12.0	13.4	12.2	12.3
Nights Stayed With a Friend or Relative	8.6	9.3	8.0	8.4
Nights Stayed in a Walmart or Similar Parking Lot	5.4	5.5	5.5	5.5
Nights Stayed in a Bed and Breakfast	4.0	4.1	3.9	4.0
Nights Stayed in a Wilderness Lodge/Resort Cabin	2.9	2.8	2.8	2.8

Mode of Transportation vs. Overnight Accommodations

- Nearly all those traveling in a car or truck with no living space stayed in a hotel/motel (94 percent).
- Those traveling in a motorhome, campervan, truck camper or car/truck with living space mainly stayed in campgrounds.

**Mode of Transportation for Driving Visitors vs. Overnight Accommodations
2013**

	Car/Truck No Living Space	Motorhome	Campervan	Truck Camper	Car/Truck with Living Space	Motorcycle
<i>Sample</i>	<i>N=552</i>	<i>N=552</i>	<i>N=552</i>	<i>N=52</i>	<i>N=552</i>	<i>N=552</i>
Stayed in Private Campground	6%	73%	100%	89%	75%	73%
Stayed in Provincial, State or Federal Campground	41	77	100	78	71	50
Stayed in Hotel/Motel	94	9	0	22	25	100
Stayed with Friend or Relative	6	9	0	11	8	0
Stayed In Walmart or Similar Parking Lot	0	55	0	22	33	0
Stayed in Wilderness Lodge/Resort Cabin	24	3	0	0	4	0
Stayed In Bed & Breakfast	26	0	0	3	9	0

Overnight Accommodations vs. Mode of Transportation

- Two of every three visitors that stayed at a campground (private or state) drove a motorhome (73 percent) or car/truck with living space (77 percent).
- Half of the visitors that stayed at a hotel/motel drove a car/truck with no living space (50 percent).
- Visitors that stayed at a wilderness lodge or bed and breakfast were more likely to have driven a car/truck with no living space (67 percent and 78 percent respectively).
- Over half (55 percent) of all those overnighing at a Walmart drove a motorhome.

**Overnight Accommodations vs. Mode of Transportation
2013**

	Private Camp-ground*	Provincial, State or Federal Campground	Hotel or Motel	Friend or Relative	Walmart or Similar Parking Lot	Wilderness Lodge or Resort Cabin	Bed & Breakfast
<i>Sample</i>	N=552	N=552	N=552	N=552	N=552	N=552	N=552
Car/Truck No Living Space	2%	0%	50%	17%	0%	67%	78%
Motorhome	35	38	6	33	55	17	0
Campervan	2	2	0	0	0	0	0
Truck Camper	17	16	6	17	9	0	0
Car/Truck with Living Space	39	38	19	33	36	17	22
Motorcycle	4	7	18	0	0	0	18

*Reads: 35 percent of those who stayed in a private campground were driving a motorhome, 39 percent were driving a car or truck with living space.

Reasons for Taking a Driving Vacation

Visitors who drove through Canada and into Alaska were asked to state the main reason they decided on a driving vacation though Canada and into Alaska.

- Among 2013 visitors, three of every four (72 percent) said they wanted ‘to see the countryside/scenery’.
- Another three in every five (59 percent) stated they ‘enjoy camping/outdoors/nature’.
- Two in five said they either “Just wanted to go to Alaska” (43 percent), ‘like to drive/travel by car’ (36 percent), ‘own a camper/RV/Motor home (55 percent) or ‘haven’t been there before’ (32 percent).

**Reasons for Taking a Driving Vacation — Drove through Canada and into Alaska
2009-2013**

Reasons	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
To See Country-side/Scenery	57%	33%	45%	63%	72
Enjoy Camping/Outdoors/Nature	30	10	6	47	59
Own a Camper/RV/Motor Home	27	10	8	38	55
Just Wanted to Go to Alaska	21	10	18	34	43
Like to Drive/Travel by Car	26	9	9	33	36
Hadn't Been There Before	16	4	7	30	32
Visit Family/Friends	2	4	4	13	15
Other	8	33	20	18	11

Alaska Reservations

- One of every three (34 percent) of those who took a driving vacation to Alaska in 2013 did not make any type of reservations for their trip, compared to 40 percent in 2012, and 48 percent in 2011.
- Visitors were most likely to make reservations during the months of May and June (23 percent), or July and August (9 percent).

**Alaska Reservations — Drove through Canada and into Alaska
2009-2013**

Month	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
October 2011 or Before	3%	1%	3%	2%	4%
November thru December 2011	2	2	2	2	4
January thru February 2012	7	6	11	8	6
March thru April 2012	7	4	10	7	7
May thru June 2012	14	16	14	19	23
July thru August 2012	8	7	8	17	9
Didn't Make Any Reservations	57	63	48	40	34
Don't Know/Refused	2	1	4	3	6

Aspects of Reservations

- Of those who made reservations in 2013, half (52 percent) made reservations for accommodations, the same as in 2012.
- Another one in four (27 percent) made a reservation for a tour, which is down from 32 percent in 2012. One in ten (9 percent) made a reservation for an airfare/flight.

Aspects of Reservations — Drove through Canada and into Alaska 2009-2013

Aspect	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=96</i>	<i>N=49</i>	<i>N=49</i>	<i>N=256</i>	<i>N=552</i>
Accommodations/Hotel	58%	39%	57%	52%	52%
Tours	31	4	22	32	27
Airfare/Flight	11	12	6	12	9
Car Rental	11	2	4	9	6
RV Rental	0	2	0	0	0
Don't Know	5	10	2	2	2
Other	34	29	33	35	21

Month of Alaska Vacation

- In 2013, vacations to Alaska through Canada were primarily during the months of July (58 percent), June (50 percent), and August (48 percent). The same is true for prior years.

Alaska Reservations — Drove through Canada and into Alaska 2009-2013

Month	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
March	0%	1%	0%	2%	1%
April	1	4	2	3	4
May	22	27	22	22	23
June	61	61	61	52	50
July	64	69	66	61	58
August	44	56	51	43	48
September	27	14	18	16	24
October	4	1	2	1	4
Don't Know	0	1	2	1	0

Trip Purpose

- Overall, the vast majority (89 percent) of those who took a driving vacation to Alaska did so primarily for pleasure. Few (6 percent) primarily visited friends and relatives on their trip, and 4 percent went primarily for business, similar to previous years.

Trip Purpose — Drove through Canada and into Alaska 2009-2013

Primary Trip Purpose	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=300</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
Pleasure	93%	91%	85%	90%	89%
VFR	5	9	13	6	6
Business	2	0	2	4	4

Pleasure and Business Visiting Friends and Relatives

Pleasure and business visitors were asked if they also visited friends and relatives while in Alaska.

- Among those who traveled primarily for business or pleasure, one in three (35 percent) visited friends or relatives while in Alaska, up from 26 percent in 2012.

Visiting Friends and Relatives 2009-2013

Visited Friends and Relatives	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=229</i>	<i>N=124</i>	<i>N=89</i>	<i>N=241</i>	<i>N=441</i>
Yes	34%	35%	46%	26%	35%
No	66	65	54	74	65

Friends or Relatives in the Military

- Among those who visited friends or relatives while in Alaska, 16 percent visited friends or relatives in the military.

Friends or Relatives in the Military 2009-2013

Friends/Family in Military	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=56</i>	<i>N=56</i>	<i>N=54</i>	<i>N=78</i>	<i>N=112</i>
Yes	27%	16%	26%	15%	16%
No	61	84	74	85	84

Group/Party Size

Visitors to Alaska were asked how many people were in their group on their driving trip through Canada and into Alaska. A group is defined as all those people who are traveling together. A party is distinguished by including only those who are traveling together and sharing trip expenses.

- Overall, the average group size of those driving through Canada and into Alaska was 2.7 people, down from 3.1 people in 2012.

Group Size — Drove through Canada and into Alaska 2010-2013

Group Size	2010	2011	2012	2013
<i>Sample</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
One	6%	4%	8%	9%
Two	64	65	63	61
Three	8	11	9	7
Four	14	10	12	14
<i>Five or More</i>	8	11	7	9
Mean (in People)	3.4	3.7	3.1	2.7

- The average party size in 2013 was 2.3, same as in 2012

Party Size — Drove through Canada and into Alaska 2009-2013

Party Size	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
One	7%	7%	6%	10%	10%
Two	76	75	79	70	71
Three	6	7	10	9	7
Four	6	8	3	7	7
Five or More	6	3	2	3	5
Mean (in People)	2.3	2.3	2.1	2.3	2.3

Travel Expenditures in Individual Jurisdictions

Drivers who drove through Canada and into Alaska were asked how much they spent in each jurisdiction.

- Overall, the average amount spent per party during their stay just in Alaska was \$3,480. The average amount spent while just visiting Alberta was \$1,007, and the average amount spent while just visiting British Columbia was \$1,121. The average amount spent while just visiting the Yukon was \$901.

Per Party Expenditures by Jurisdiction — Drove through Canada and into Alaska 2013

Expenditure in Jurisdiction	Alaska	Alberta	B.C.	Yukon
<i>Sample</i>				
Less than \$1,000	7%	77%	57%	75%
\$1,000 to \$3000	25	23	43	25
\$3,001 to \$6000	32	0	0	0
\$6,001 to \$9,000	15	0	0	0
\$9,001 or More	7	0	0	0
Don't Know	14	0	0	0
Mean (dollars)	\$3,480	\$1,007	\$1,121	\$901

- Overall, the average total amount spent per party starting from when they crossed the Canadian border (including transportation costs) was \$7,115 in 2013, an 18 percent increase from \$6,026 in 2012.

Per Party Expenditures for Entire Trip 2009-2013

Expenditure Entire Trip	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
Up to \$999	5%	4%	3%	5%	0%
\$1,000 to \$2,999	19	6	13	22	10
\$3,000 to \$5,999	23	23	16	24	13
\$6,000 or More	33	41	43	33	37
Don't Know	18	26	25	16	39
Mean (dollars)	\$5,343	\$6,988	\$7,207	\$6,026	\$7,115

Non-Internet Information Sources

Visitors to Alaska were asked which non-internet sources they referred to in planning or arranging their trip through Canada and into Alaska.

- Overall, three in every four (75 percent) visitors used the *Milepost* (an increase from 69 percent in 2012).
- Other top-mentioned sources included maps (59 percent), books/travel books (47 percent), friends or relatives (25 percent), AAA/travel agent (19 percent), and brochures from companies (15 percent).

Non-Internet Information Sources — Drove through Canada and into Alaska 2009-2013

Information Sources	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
The Milepost	55%	43%	40%	69%	75%
Maps	34	10	8	50	59
Books/Travel Books	27	5	19	43	47
Official Alaska State Planner	N/A	N/A	N/A	31	43
Friends or Relatives	20	9	6	18	25
AAA/Travel Agent	17	10	7	20	19
Brochures-from Company	14	4	6	22	15
The Internet*	31	25	N/A	N/A	N/A

Note: Asked as a separate Internet question in 2011; percentages do not equal 100 percent due to multiple responses.

Internet Information Sources

Visitors to Alaska were asked which internet sources they referred to in planning or arranging their trip through Canada and into Alaska.

- Overall, one in every four (25 percent) indicated they did not use the internet when planning or arranging their trip.
- The top-mentioned internet sources included destination websites (41 percent), city search (19 percent), and Trip Advisor (17 percent).

**Internet Information Sources — Drove through Canada and into Alaska
2011-2013**

Information Sources	2011	2012	2013
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
Destination Websites	4%	31%	41%
City Search	3	20	19
Trip Advisor	2	9	17
Cruise Line Website	2	3	9
Other	15	10	8
None	53	30	25
Don't Know	20	16	12

Note: All other responses were 1 percent or less of total; percentages do not equal 100 percent due to multiple responses.

Cities and Areas Visited

Alberta

- Among 2013 Alberta visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Banff (59 percent up from 49 percent in 2012), Lake Louise (54 percent, up from 44 percent), Jasper (54 percent, up from 41 percent in 2012), and Edmonton (38 percent, up from 36 percent in 2012).

**Cities and Areas Visited (Alberta Visitors — All Transportation Modes)
2010-2013**

Alberta Cities and Areas Visited	2010 (All Modes)	2011 (All Modes)	2012 (All Modes)	2013 (All Modes)
<i>Sample</i>	<i>N=186</i>	<i>N=131</i>	<i>N=334</i>	<i>N=552</i>
Alaska Highway	12%	16%	60%	71%
Banff	29	36	49	59
Lake Louise	17	21	44	54
Jasper	34	28	41	54
Edmonton	25	22	36	38
Calgary/Calgary Stampede	32	40	33	36
Grand Prairie	5	10	30	36
Other	25	22	12	15
Don't Know	21	16	9	12

Note: Percentages add to more than 100 percent due to multiple responses.

British Columbia

- Among 2013 British Columbia visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Dawson Creek (46 percent up from 42 percent in 2012) and Prince George (39 percent up from 31 percent in 2012).

**Cities and Areas Visited (British Columbia Visitors — All Transportation Modes)
2010-2013**

B.C. Cities and Areas Visited	2010 (All Modes)	2011 (All Modes)	2012 (All Modes)	2013 (All Modes)
<i>Sample:</i>	<i>N=307</i>	<i>N=221</i>	<i>N=461</i>	<i>N=552</i>
Alaska Highway	10%	11%	54%	61%
Dawson Creek	11	12	42	46
Prince George	12	13	31	39
Stewart	7	7	21	26
Kamloops	6	6	16	12
Prince Rupert	9	5	16	17
Vancouver	27	32	31	43
Victoria	14	21	14	24
Other	35	36	17	21
Don't Know	21	16	8	10

Note: Percentages add to more than 100 percent due to multiple responses.

Yukon

- Among 2013 Yukon visitors (all modes of transportation), the most frequently visited cities and specific destinations were Whitehorse/the Capitol (64 percent down from 81 in 2012), Dawson City (44 percent down from 56 percent in 2012) and Watson Lake (33 percent down from 62 percent in 2012).

**Cities and Areas Visited (Yukon Visitors — All Transportation Modes)
2010-2013**

Yukon Cities and Areas Visited	2010 (All Modes)	2011 (All Modes)	2012 (All Modes)	2013 (All Modes)
<i>Sample:</i>	<i>N=164</i>	<i>N=115</i>	<i>N=309</i>	<i>N=552</i>
Whitehorse/The Capitol	67%	57%	81%	64%
Watson Lake	24	23	62	33
Dawson City	28	32	56	44
Other	27	28	14	17
Don't Know	18	18	8	10

Note: Percentages add to more than 100 percent due to multiple responses.

Alaska

- Among Alaska visitors who drove through Canada and into Alaska, the most frequently visited cities and specific destinations were: Anchorage (85 percent), Fairbanks (72 percent), Denali (68 percent), Kenai Peninsula (62 percent), Homer (59 percent), Tok (59 percent), and Seward (57 percent).

**Cities and Areas Visited (Alaska Visitors — Drove through Canada and into Alaska)
2009-2013**

Cities and Areas Visited	2009	2010	2011	2012	2013
<i>Sample:</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
Anchorage	78%	68%	73%	77%	85%
Fairbanks	72	56	61	73	72
Denali	50	36	35	59	68
Kenai Peninsula	34	20	20	45	62
Tok	51	41	36	58	59
Homer	46	50	48	46	59
Seward	44	39	40	50	57
Delta Junction	27	14	10	40	51
Wasilla	29	26	18	44	50
Valdez	37	31	33	35	45
Palmer	25	18	14	34	44
Glennallen	22	15	16	28	44
Soldotna	26	20	19	31	43
Skagway	34	18	17	31	40
Haines	34	19	17	29	39
Chicken	25	15	20	33	38
Whittier	14	12	12	26	30
Hyder	13	13	7	20	30
Juneau	17	12	10	15	19
Arctic Circle	0	6	6	19	17
Ketchikan	13	8	9	12	15
Other	17	28	31	14	12
Inside Passage	0	4	4	10	10
Don't Know	2	1	3	2	2

Note: Percentages add to more than 100 percent due to multiple responses.

Trip Length

- The average length of the entire trip was 39.5 days in 2013, down from 43.5 days in 2012 and 49.4 days in 2011.

Average Trip Length — Drove through Canada and into Alaska 2009-2013

Length of Entire Trip	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
Up to 2 Weeks	7%	7%	15%	14%	19%
More than 2 to 4 Weeks	16	15	14	20	23
More than 4 to 6 Weeks	23	20	22	26	19
More than 6 to 8 Weeks	15	15	12	11	13
More than 8 Weeks	38	42	35	28	25
Don't Know	1	1	3	3	1
Mean (in days)	50.5	56.5	49.4	43.5	39.5

- The average length of stay in Alberta in 2013 was 5.3 days, up from 4.6 days in 2012.

Average Trip Length in Alberta — Drove through Canada and into Alaska 2009-2013

Length of Stay	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=185</i>	<i>N=186</i>	<i>N=131</i>	<i>N=219</i>	<i>N=552</i>
1 Day	5%	10%	6%	6%	4%
2 Days	17	12	13	20	17
3 Days	21	25	21	17	19
4 Days	13	15	14	16	16
5 Days	11	11	8	10	11
6 Days	6	3	5	5	6
7 Days	4	8	8	6	5
8 or More Days	11	11	23	11	15
Don't Know	2	5	4	8	6
Mean (in Days)	4.6	4.6	6.3	4.6	5.3

- The average length of stay in British Columbia in 2013 was 6.7 days, up from 2012 (6.3 days).

**Average Trip Length in British Columbia — Drove through Canada and into Alaska
2009-2013**

Length of Stay	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=189</i>	<i>N=307</i>	<i>N=221</i>	<i>N=260</i>	<i>N=552</i>
1 Day	1%	5%	12%	5%	4%
2 Days	12	15	14	9	11
3 Days	14	11	9	16	14
4 Days	11	17	12	15	14
5 Days	12	7	11	9	9
6 Days	5	7	8	4	7
7 Days	7	9	8	6	7
8 or More Days	27	24	26	29	29
Don't Know	4	5	1	7	5
Mean (in Days)	6.9	7.6	6.3	6.3	6.7

- The average length of stay in the Yukon in 2013 was 5.3 days, the same as in 2012

**Average Trip Length in the Yukon — Drove through Canada and into Alaska
2009-2013**

Length of Stay	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=213</i>	<i>N=164</i>	<i>N=115</i>	<i>N=250</i>	<i>N=552</i>
1 Day	4%	9%	14%	5%	3%
2 Days	10	17	11	19	17
3 Days	17	13	17	16	16
4 Days	18	16	14	12	18
5 Days	8	14	11	11	10
6 Days	6	3	4	6	7
7 Days	8	7	7	6	5
8 or More Days	19	15	20	19	19
Don't Know	3	5	2	6	5
Mean (in Days)	6.0	5.0	5.7	5.3	5.3

- The average length of stay in Alaska in 2013 was 25.1 days, up from 21.7 days in 2012.

**Average Trip Length in Alaska — Drove through Canada and into Alaska
2009-2013**

Length of Stay in Alaska	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
1 to 5 Days	10%	6%	4%	9%	5%
6 to 10 Days	14	11	10	15	14
11 to 15 Days	14	15	17	14	12
16 to 20 Days	10	12	15	12	11
21 to 25 Days	12	11	11	11	9
26 to 30 Days	10	12	12	10	11
31 or More Days	26	32	27	26	36
Don't Know	4	1	4	3	2
Mean (in Days)	24.7	28.5	29.8	21.7	25.1

Length of Stay in Various Accommodations

Those who took a driving vacation through Canada and into Alaska were asked where they spent their nights during their trip.

- The accommodation used most often was private campground with an average of 29.9 nights. Provincial/state/federal campground was used an average of 19.3 nights, and hotel/motel was used an average of 18.8 nights. Travelers stayed at wilderness lodge/resort cabins the least, with an average of 1.6 nights.

**Length of Stay in Accommodations — Drove through Canada and into Alaska
2011-2013**

Length of Stay in Accommodations	2011	2012	2013
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
Private Campground	30.5	22.4	29.9
Provincial State/Fed Campground	14.2	14.3	19.3
Hotel/Motel	18.3	14.3	18.8
Walmart or Similar Parking Lot	10.9	7.1	15.5
With a Friend or Relative	11.0	7.4	10.8
Bed and Breakfast	6.0	3.8	3.6
Wilderness Lodge/Resort Cabin	2.9	3.0	1.6
Other Accommodation	13.0	10.0	7.0

Activities Participated In

- The most frequently mentioned activities visitors participated in while in Alaska in 2013 include (60 percent or more): shopping (81 percent), wildlife viewing (77 percent), glacier viewing (76 percent), museums (72 percent), and arts/culture/history (63 percent).

Activities Participated In (Drove through Canada and into Alaska) 2009-2013

Activities in Alaska	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
Shopping	NA	NA	88%	60%	81%
Wildlife Viewing (Bears, Whales, Etc.)	NA	NA	89	82	77
Glacier Viewing	NA	NA	84	72	76
Museums	NA	NA	76	65	72
Arts/Culture/History	NA	NA	68	65	63
Hiking/Nature Walk	NA	NA	66	56	58
Historical/Culture Attractions	NA	NA	76	61	56
Day Cruises	53	47	60	44	51
Native Cultural Attraction	66	64	70	43	49
Bird Watching	50	47	48	37	48
Sightseeing/City Tour	54	58	59	31	48
Hot Springs	NA	NA	46	33	44
Festivals and Events	NA	NA	54	30	43
Fishing	43	47	60	38	42
Gold Panning/Mine Tour	NA	24	41	27	39
Shows/Alaska Entertainment	NA	NA	51	26	39
Salmon Bake	NA	NA	32	13	34
Backpacking/Hiking	45	41	43	35	32
Flightseeing	28	23	41	18	29
Motor Coach Tour	31	31	23	15	18
Train-White Pass/Yukon	NA	NA	16	12	16
Tramway/Gondola	NA	NA	18	10	16
Soft Adventure Tour	38	31	30	10	15
River Rafting Float Trip	14	8	15	5	15

Activities in Alaska	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>
Dog Mushing	19%	15%	8%	9%	14%
Train-Alaska Railroad	NA	NA	22	8	14
Camped in Tent	17	7	16	14	13
Iditarod	NA	NA	6	4	13
Northern Lights	10	12	12	10	11
Bicycling	9	7	11	9	10
Car rental	7	6	10	6	10
Overnight Cruise	8	7	14	2	8
Business	NA	NA	5	0	6
Wilderness Trip/Expedition	11	11	10	5	3
Rafting	NA	NA	5	3	3
Kayaking/ Canoeing	7	5	9	4	1
Cross country (Nordic) Skiing	1	1	1	0	1
Snow Skiing/Snowboarding	NA	NA	1	0	1
RV rental	1	2	1	4	0
Hunting	1	1	3	1	0
Winter Activities	1	1	3	0	0
Snowmobiling	NA	NA	0	0	0
Other	3	1	1	5	0
None of the Above	3	2	0	0	0

Note: New activities are added to the list each year resulting in a large amount of NA from previous years. Percentages add to more than 100% due to multiple responses.

Prior Trips to Alaska

- Two in five (42 percent) current visitors to Alaska have visited before, an increase from 2012 (40 percent).
- Of those, 30 percent have been to Alaska a total of two times, and another 19 percent have visited Alaska three times.
- One in four (25 percent) have visited the state six or more times for vacation purposes.
- Among 2013 repeat visitors to Alaska, travelers have been to Alaska an average of 4.9 times, up from 4.5 times in 2012.

**Prior Trips to Alaska — Drove through Canada and into Alaska
2009-2013**

Times Visited Alaska Prior to 2013 (including Current Visit)	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=66</i>	<i>N=42</i>	<i>N=38</i>	<i>N=124</i>	<i>N=78</i>
2 Times	41%	36%	27%	35%	30%
3 Times	26	24	16	24	19
4 Times	15	7	11	23	9
5 Times	3	7	7	5	10
6 or More Times	15	24	24	14	25
Don't Know	2	2	0	0	1
Mean	3.9	4.6	4.2	4.5	4.9

- Of those visitors who visited Alaska prior to 2013, two in five (39 percent) visitors who visited Alaska prior to 2013 stated their first trip to Alaska was best described as a “driving vacation from the lower 48 states through Canada and into Alaska.” This was up significantly from 17 percent in 2012.
- Twenty-seven percent stated their first trip to Alaska was best described as “flew to Alaska then drove once inside Alaska.” This number was down from 31 percent in 2012
- One in six visitors (16 percent) took a cruise/cruise tour compared to 27 percent in 2012.
- Seven percent took a driving vacation with portions of the trip on the Alaska Marine Highway, down from 12 percent in 2012.

**Vacation Type for Prior Visitors — Drove through Canada and into Alaska
2009-2013**

Type of First Trip to Alaska	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N=66</i>	<i>N=42</i>	<i>N=38</i>	<i>N=59</i>	<i>N=78</i>
Driving Vacation from Lower 48 States through Canada and into Alaska	35%	46%	39%	17%	39%
Fly to Alaska then Drive Once Inside Alaska	17	24	13	31	27
Cruise-Only or Cruise-Plus Land Tour	23	5	24	27	16
Driving Vacation with Portions of the Trip on the Alaska Marine Highway	3	12	16	12	7
Flew Up and Took Cruise	8	5	8	3	4
Driving Vacation with Portions of the Trip on the B.C. Ferry	3	0	0	3	4
Took the Train	2	0	0	0	4

Online Communities and Social Networks

Visitors who took a driving Vacation through Canada and into Alaska were asked which, if any, online communities and social networks they visit three or more times a week.

- More than two in five (43 percent) visitors who drove through Canada and into Alaska visited Facebook three or more times per week.
- Few visit other sites frequently. Nearly half (45 percent) of Alaska drivers who drove through Canada and into Alaska did not visit any online community or social networks three or more times a week.

Visits to Online Communities and Social Networks — Drove through Canada and into Alaska 2013

Online Communities and Social Networks	Alaska (all modes)	Alberta (all modes)	B.C. (all modes)	Yukon (all modes)
<i>Sample</i>	<i>N=735</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>
Facebook	42%	44%	42%	43%
YouTube	16	18	17	16
Trip Advisor	7	8	9	8
LinkedIn	5	7	7	6
Travel Blogs	4	5	4	4
Pinterest	3	4	3	4
Twitter	2	3	3	3
Online Travel Forums	3	3	3	3
Cruise Critic	1	2	1	1
Other	3	3	3	3
None	46	44	45	45

Influence of Online Communities/Social Networks/Websites

Visitors who frequent online communities and social networks were asked if the communities/networks/websites influenced any of their travel decisions.

- Less than one in ten (9 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their decision to drive to Canada and Alaska.
- More than nine in ten (91 percent) said the communities/networks did not influence their decision to drive to Canada and Alaska.

Influence of Online Communities and Social Networks on Decision to Drive to Canada and into Alaska 2013

Decision to Drive to Canada and Alaska	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N344</i>	<i>N588</i>	<i>N=451</i>	<i>N=665</i>	<i>N=399</i>	<i>N=552</i>
Yes	9%	10%	10%	10%	9%	11%
No	91	90	90	90	91	89

- One in six (16 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their selection of driving routes or travel itinerary.
- Four of every five (84 percent) said the websites did not influence their selection of driving routes or travel itinerary.

Influence of Online Communities and Social Networks on Selection of Driving Route/Travel Itinerary 2013

Selection of Driving Routes or Travel Itinerary	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=349</i>	<i>N=588</i>	<i>N=451</i>	<i>N=665</i>	<i>N=399</i>	<i>N=552</i>
Yes	16%	16%	16%	16%	17%	16%
No	84	84	84	84	83	84

- One in six (17 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their selection of communities to visit.
- Five in six (83 percent) said the websites did not influence their selection of communities to visit.

**Influence of Online Communities and Social Networks on Communities Visited
2013**

Selection of Communities to Visit	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=344</i>	<i>N=588</i>	<i>N=451</i>	<i>N=665</i>	<i>N=389</i>	<i>N=552</i>
Yes	17%	19%	17%	17%	17%	18%
No	83	81	83	83	83	82

- One in ten (12 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the website increased the length of their trip in order to see and do everything.
- Almost nine in ten (88 percent) said the websites did not increase the length of their trip.

**Influence of Online Communities and Social Networks on Length of Trip to See/Do Everything
2013**

Increased the Length of Trip	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=344</i>	<i>N=588</i>	<i>N=451</i>	<i>N=665</i>	<i>N=399</i>	<i>N=552</i>
Yes	12%	12%	12%	11%	13%	11%
No	88	88	88	89	87	89

C. Non-Converters Interest in Visiting Alaska in the Future

Reasons for Not Taking a Driving Vacation in 2012

Respondents who visited Alaska but did not drive through Canada and into Alaska were asked why they did not take a driving vacation to Alaska.

- The most frequently mentioned reason was “time/no time” (55 percent), followed by “took a cruise instead” (7 percent), “too far to drive” (13 percent), “car/vehicle issues” (3 percent), “planning to go later” (3 percent), “gas/fuel prices” (3 percent), “have already done that” (2 percent), and “wasn’t our destination” (3 percent). All other responses were 1 percent or less.

Reasons Visited Alaska, but Did Not Drive through Canada 2010-2013

Reasons for Not Taking a Driving Vacation	2010	2011	2012	2013
<i>Sample</i>	<i>N=155</i>	<i>N=101</i>	<i>N=254</i>	<i>N=337</i>
Time/No Time	37%	46%	57%	55%
Too Far to Drive	9	10	12	13
Took a Cruise Instead	20	11	9	7
Car/Vehicle Issues	NA	5	5	3
Planning to Go Later	4	3	3	3
Gas/Fuel Prices	3	3	3	3
Have Already Done That	3	3	3	2
Wasn’t Our Destination	4	2	2	3
Other	14	12	6	6

Note: Other responses with 1 percent or less are not listed.

Reasons for Not Visiting Alaska

Alberta Visitors, but Not Alaska

- Two in five (41 percent) of those who stopped in Alberta and did not go all the way to Alaska did so because of “time/no time”. Another two of five (38 percent) said “a different route/visited other places”.

Reasons Visited Alberta, but Did Continue to Alaska 2010-2013

Reasons for Stopping in Alberta	2010	2011	2012	2013
<i>Sample</i>	<i>N=70</i>	<i>N=56</i>	<i>N=36</i>	<i>N=29</i>
Different Route/Visited Other Places	40%	29%	39%	38%
Time/No Time	46	34	31	41
Lived in/Have Friends in Alberta/Canada	7	11	0	3

British Columbia Visitors, but Not Alaska

- Two in five (38 percent) of those who stopped in British Columbia and did not continue to Alaska did so due to “time/no time”. One in five (18 percent) mentioned “different route/visited other places,”

**Reasons Visited British Columbia, but Did Continue to Alaska
2010-2013**

Reasons for Stopping in British Columbia	2010	2011	2012	2013
<i>Sample</i>	<i>N=118</i>	<i>N=98</i>	<i>N=67</i>	<i>N=60</i>
Time/No Time	42%	44%	31%	38%
Different Route/Visited Other Places	36	32	30	18
Lived in/Have Friends in BC/Canada	2	5	13	7
Money/No Money	4	9	6	1
Gas/Fuel Prices	2	3	1	1
Other	14	12	24	36
Don't Know	3	3	4	2

Yukon Visitors, but not Alaska

- Very few stopped in the Yukon and did not continue to Alaska. The main reason given by those that did was “time/no time.”

**Reasons Visited Yukon but Did Continue to Alaska
2010-2013**

Reasons for Stopping in the Yukon	2010	2011	2012	2013
<i>Sample</i>	<i>N=9</i>	<i>N=9</i>	<i>N=6</i>	<i>N=9</i>
Time/No Time	44%	33%	17%	22%
Different Route/Visited Other Places	0	44	33	0
Money/No Money	0	0	17	0
Other	44	0	33	44
Don't Know	11	22	0	22

Demographic Profiles

Demographic Profiles — Drove through Canada and into Alaska 2009-2012

	2009	2010	2011	2012	2013
<i>Sample</i>	<i>N= 247</i>	<i>N= 137</i>	<i>N= 102</i>	<i>N= 309</i>	<i>N=552</i>
Gender					
Male	72%	66%	69%	65%	75%
Female	28	34	31	35	25
Marital Status					
Married	84%	83%	82%	85%	83%
Widowed	4	6	6	4	3
Single	4	6	7	3	2
Divorced or Separated	5	2	1	3	8
Live Together/Not Married	2	2	3	3	4
Refused	0	1	1	2	3
Children Under 18 Living in Household					
No	96%	94%	94%	95%	92%
Yes	3	5	5	4	4
Refused	0	1	1	1	4
Employment Status					
Retired	76%	87%	82%	63%	80%
Employed Full-Time	8	4	8	18	11
Self-Employed	7	5	0	3	4
Employed Part-Time	6	1	6	3	2
Homemaker	2	0	0	2	0
Disabled	0	0	0	2	0
Unemployed	0	2	2	1	0
Other/Refused	0	1	2	9	3
Age					
Under 25	0%	0%	0%	0%	0%
25-34	1	0	1	2	0
35-44	2	2	0	2	3
45-54	4	4	6	8	6
55-64	30	31	29	30	29
65 or Older	61	61	62	56	59
Refused	2	1	2	2	3
<i>Mean (Years)</i>	<i>68.3</i>	<i>68.4</i>	<i>68.6</i>	<i>67.0</i>	<i>70.4</i>

**Demographic Profiles — Drove through Canada and into Alaska
2009-2013**

	2009	2010	2011	2012	2013
<i>Sample</i>	N= 247	N= 137	N= 102	N=309	N=552
Size of Household					
One	12%	10%	8%	8%	12%
Two	78	74	81	82	76
Three	8	9	9	4	6
Four	2	1	1	3	3
Five or More	0	3	0	1	1
Refused	0	2	1	1	2
<i>Mean (# People)</i>	2.0	2.1	2.0	2.1	2.0
Education					
High School Graduate or Less	19%	26%	23%	12%	10%
Some college/ Business/Technical School	29	28	22	32	33
College Degree	29	28	33	28	26
Advanced Degree	21	18	22	24	28
Refused	2	4	1	4	2
Own RV					
Yes	68%	64%	64%	58%	59%
No	31	35	36	42	41
Don't Know/ Refused	0	1	0	0	0
Ethnicity					
Caucasian	93%	96%	92%	92%	90%
Native American Indian	0	4	2	2	1
Hispanic	1	0	0	1	1
African American	1	0	0	0	0
Asian	1	0	2	2	2
Other	2	0	2	1	1
Refused	2	2	3	2	6
Household Income					
Under \$20,000	3%	2%	0%	3%	2%
\$20,000-\$34,999	9	4	5	4	5
\$35,000-\$49,999	16	16	10	9	8
\$50,000-\$74,999	22	19	24	17	21
\$75,000-\$99,999	18	14	17	17	15
\$100,000 or more	16	16	15	19	22
Don't Know	2	5	0	0	0
Refused	15	24	30	31	27
<i>Mean (dollars)</i>	\$70,400	\$72,000	\$76,300	\$71,600	\$70,500

State/Region of Residence of Those Who Drove Through Canada and into Alaska

- Among the visitors who took a driving vacation, two in three (36 percent) resided in the West, followed by the South (30 percent), the Midwest (25 percent), and the East (9 percent). States with the highest proportions of visitors were Washington (11 percent), California (10 percent), Texas (7 percent), Florida, North Carolina, and Arizona (6 percent)..

**State/Region of Residence — Drove through Canada and into Alaska
2009-2013**

	2009	2010	2011	2012	2013
Washington	5%	5%	8%	7%	11%
California	13%	9%	13%	10%	10%
Texas	7%	9%	5%	4%	7%
Florida	8%	7%	4%	4%	6%
North Carolina	4%	2%	1%	3%	6%
Arizona	3%	3%	1%	1%	6%
Michigan	5%	4%	4%	6%	5%
Pennsylvania	2%	3%	4%	6%	4%
Minnesota	4%	5%	5%	3%	4%
Wisconsin	4%	2%	4%	7%	3%
Ohio	0%	0%	0%	3%	3%
Missouri	3%	2%	2%	7%	2%
New York	4%	2%	1%	3%	2%
Iowa	0%	0%	0%	3%	2%
Tennessee	2%	4%	2%	1%	2%
Virginia	2%	2%	2%	1%	2%
Georgia	2%	2%	4%	0%	2%
Indiana	2%	2%	1%	0%	2%
Oregon	3%	3%	4%	7%	1%
Illinois	0%	0%	0%	4%	1%
Colorado	2%	3%	4%	3%	1%
Utah	2%	1%	1%	1%	1%
Idaho	2%	2%	2%	0%	1%
Alabama	2%	1%	2%	3%	0%
Kansas	0%	0%	0%	3%	0%
New Mexico	4%	0%	2%	1%	0%
Louisiana	2%	1%	1%	0%	0%

**State/Region of Residence by Jurisdiction
2013**

	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Drove Through CAN & AK
Washington	9%	8%	16%	3%	11%
California	6%	2%	12%	3%	10%
Texas	8%	9%	7%	10%	7%
Florida	7%	7%	6%	10%	6%
North Carolina	2%	3%	6%	1%	6%
Arizona	6%	6%	6%	6%	6%
Michigan	8%	6%	3%	5%	5%
Pennsylvania	6%	8%	5%	9%	4%
Minnesota	7%	5%	2%	3%	4%
Wisconsin	4%	5%	3%	5%	3%
Ohio	5%	2%	3%	3%	3%
Missouri	3%	2%	1%	1%	2%
New York	3%	5%	2%	5%	2%
Iowa	2%	2%	2%	4%	2%
Tennessee	3%	2%	3%	5%	2%
Virginia	2%	3%	3%	3%	2%
Georgia	2%	0%	2%	0%	2%
Indiana	3%	2%	1%	4%	2%
Oregon	1%	1%	0%	0%	1%
Illinois	1%	2%	1%	1%	1%
Colorado	2%	1%	1%	3%	1%
Utah	0%	2%	1%	0%	1%
Idaho	1%	0%	1%	0%	1%
Alabama	0%	0%	0%	0%	0%
Kansas	0%	0%	0%	0%	0%
New Mexico	0%	0%	0%	0%	0%
Louisiana	0%	0%	0%	0%	0%

V. Delayed Effectiveness

A. Second and Third Year Converters

To provide an indication of the delayed effectiveness of the 2011 and 2012 North to Alaska travel guide requestors who did not visit in 2011 or 2012 were interviewed again in 2013.

Conversion Rate

- Non-visitors from 2011 converted to visitors in 2013 at a rate of 3.3 percent. Non-visitors from 2012 converted to visitors in 2013 at a rate of 4.0 percent
- This brings the three year conversion rate to 14.9 percent

Three Year Conversion Rate

• 2013 Respondents converting in 2013	7.6%
• 2012 Respondents converting in 2013	4.0%
• 2011 Respondents converting in 2013	<u>3.3%</u>
• Three year conversion rate	14.9%

VI. Key Marketing Recommendations

Continue the Direct Response Campaign

The program overall was more efficient in 2013 compared to 2012 and continues to be a very cost effective way to reach potential visitors, generating a good conversion rate and return on investment.

Many visitors drive to B.C. only

Only half those that drive to B.C. also visit Alaska, Alberta, or the Yukon.

Continue Sending the North to Alaska Guide – it Influences Many Travel Decisions

Seventy-one percent of those who received the North to Alaska guide indicate it influenced the selection of communities to visit, 49 percent indicate it increased the length of their trip, 54 percent indicate it influenced their decision to drive to Canada and Alaska, and 75 percent indicate it influenced their selection of driving routes or travel itinerary.

Continue Driving Potential Visitors to the North to Alaska Website – it also Influences Many Travel Decisions

Sixty-seven percent of those who visited the North to Alaska website indicate it influenced the selection of communities to visit, 46 percent indicate it increased the length of their trip, 45 percent indicate it influenced their decision to drive to Canada and Alaska, and 68 percent indicate it influenced their selection of driving routes or travel itinerary.

Continue Driving Potential Visitors To the Partner Websites – They are Purchasing from Companies found on the Partner Sites.

- Sixty-nine percent of those who visited northtoalaska.com also visited travelalaska.com and spent an average of \$1,257 from companies they found there.
- Twenty-five percent of those who visited northtoalaska.com also visited travelalberta.com and spent an average of \$1,100 from companies they found there.
- Twenty-nine percent of those who visited northtoalaska.com also visited hellobc.com and spent an average of \$875 from companies they found there, and 34 percent of those who visited northtoalaska.com also visited travelyukon.com and spent an average of \$1,000 from companies they found there.

Continue Marketing Efforts Directed at Past Year Inquirers – Almost as Many Convert in the Second and third year as Convert in the First Year.

The conversion rate of those that convert in the same year as they inquire is 7.6%. Another 4.0 percent convert in the year after they inquire, and another 3.3 percent convert in the second year after they inquire. Continuing marketing efforts directed at those who inquired in previous years will help ensure the programs true measure of effectiveness and efficiency.

The Repeat Market is Significant - Marketing Efforts Should Encourage Repeat Visitation.

Nearly half (44%) of all visitors that drove through Canada to Alaska for vacation are repeat visitors. Consider including a section in the North to Alaska Guide, and the North to Alaska newsletter, that encourages repeat visitation.

Ensure Marketing Efforts Speak to the “Self-Contained” Market as Well as the Market Traveling with No Living Space.

Sixty-six percent of all visitors that drove through Canada to Alaska traveled in a “self-contained” vehicle – motorhome, car, truck or van pulling a trailer, or truck camper. 32 percent traveled in a vehicle with no living space – car, truck or van with no living space included or a motorcycle. Marketing efforts must speak to both markets.

Ensure Marketing Efforts Make Private and Government Campground Information Easy to Find and Use.

Seventy-two percent of all visitors that drove through Canada to Alaska (regardless of transportation type - self-contained vehicle or not) stayed in private and/or government campgrounds. Marketing efforts must ensure campground information is easy to find and use.

Continue Monitoring Online Communities and Social Networks.

Among visitors that drove through Canada to Alaska, frequent use of online communities and social networks is relatively low.

- Twenty-eight percent say they visit Facebook three or more times a week, but the next most frequent site visited is mentioned by only 11% (YouTube).
- Additionally, only 6 percent of those who visited any online community or social network said the website had any influence on their decision to drive, length of stay, selection of itinerary or route they took, or the communities they visited.

Additional research can clearly determine the level of engagement and impact resulting from efforts in this media.

VII. Methodology

Overall Design

The research consists of telephone interviews among literature requestors/travel guide recipients from each of the six sources. In order to allow comparisons of conversion rates of individual publications and lists, GMA Research (GMA) uses a quota sampling technique. Specifically, separate random samples of requestors are drawn for each publication/source list included in the research.

Sample Definition

The study includes requestors who do not recall receiving the publication as well as those who do recall it. Inability to recall receiving the publication is likely to be a function of the time elapsed between receipt of the publication and the interview, rather than failure to receive it at all. In some cases, inability to recall can also reflect a lower level of interest in taking a vacation to the travel destination. Therefore, failure to include people who don't recall in the sample may result in an overestimation of conversion rates and cost efficiencies.

Publications and Lists Studied

- All Other Direct Responses
- All Other Sources
- RVIA Email
- Cabela's RV
- React2Media
- Prospectiv-PreQual Co Reg
- 2nd Year Converters
- 3rd Year Converters

Interviewing Method

All surveying was conducted using CRT interviewing from GMA's central location in Bellevue, Washington. Random selections within inquiry/travel guide recipient lists using the nth listing technique were employed to ensure a complete representation of each list. If the respondent was not available on the initial attempt, a callback time was scheduled and callbacks were made. A total of three callbacks were made in an attempt to reach each respondent.

Sample

Overall, the research consists of up to 300 interviews for each of the ten sources, for a total of 1,800 completed interviews.

List Size and Content

GMA was provided with separate computer lists for each source, which included name and mailing address for a random sampling of inquirers. Phone numbers were provided when available. GMA obtained the balance of telephone numbers for potential respondents as necessary.

Sample Size

Telephone samples sufficient to produce a total n=1,800 completed interviews from all 2012/2013 sources tested.

Statistical Reliability

The overall sample size of 300 (source tested) will produce a sampling error range of ± 5.8 percentage points. This means that if the sample results indicate 50 percent of the respondents recall the publication, the results will not vary from the true percentage by more than ± 5.8 percentage points in 95 out of 100 replications of the study.

At the overall sample size of 1,800, there is a sampling error of ± 1.6 percentage points at the 95 percent confidence level.

Interview Length

The average length of all interviews was 10 minutes.

Interviewing Time and Dates

All interviewing was conducted in December 2013 in the evening hours during weekdays and during daytime hours on weekends.

Data Analysis – Weighting

All data gathered were weighted in relation to the number of responses generated by each source.

VIII. Questionnaire

2013 NORTH TO ALASKA CONVERSION STUDY

Final Questionnaire (10/29/13)

INTRODUCTION: Hello, this is Mr./Ms. _____ with GMA Research Corporation, a marketing and opinion research company. We are conducting a follow-up study on people who requested information on driving through Canada to Alaska and would like to include your opinions. 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 How many driving vacations have you taken 1000 miles or more from home in the past 5 years?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5 or more
- 6 None
- 7 Don't know/refused

Q2 In late 2012 or early 2013, you received a travel guide **called** North to Alaska. The travel guide contained four driving routes through Canada and into Alaska. At the time you received this vacation literature had you...

(READ LIST -- RECORD ONE MENTION ONLY)

- 1 Already been to Alaska and were planning to go again
- 2 Already been to Canada and were planning to go again
- 3 Already been to Alaska and/or Canada and just wanted to see the literature
- 4 Already decided to go to Alaska but not Canada
- 5 Already decided to go to Canada but not Alaska
- 6 Already decided to go to Alaska and Canada
- 7 Trying to decide where to go on vacation
- 8 Just wanted to see the literature and had no travel plans
- 9 **(DON'T READ)** Don't recall receiving the vacation literature
- 0 **(DON'T READ)** Don't know **(PROBE WITH: "Which one best describes?")**

Q3 Which, if any, of the following did you visit in 2013?

(READ LIST -- RECORD MULTIPLE MENTIONS)

- 1 Alaska
- 2 Alberta
- 3 British Columbia
- 4 Yukon
- 5 **(Don't Read)** None
- 6 **(Don't Read)** Don't know
- 7 **(Don't Read)** Refused

(IF RESPONDENT MENTIONS ALASKA, ALBERTA, BRITISH COLUMBIA OR YUKON IN Q3, SKIP TO Q7)

(IF RESPONDENT SAYS "NONE" IN Q3, CONTINUE HERE.)

Q4 When are you likely to take a driving vacation to Alaska?

(READ LIST)

- 1 2014
- 2 2015
- 3 Likely, but don't know when
- 4 Not likely
- 5 **(DON'T READ)** Other **(SPECIFY)**
- 6 **(DON'T READ)** Refused

Q5 What would you consider your primary reason for not taking a driving vacation through Canada and into Alaska in 2013?

(DON'T READ LIST-DON'T PROBE, MULTIPLE RESPONSES OK)

- 1 Gas/Fuel prices
- 2 Have already done that
- 3 Health problem-All mentions
- 4 Other commitments
- 5 Passport required/Don't have passport
- 6 Planning to go later
- 7 Time/No time
- 8 Too expensive
- 9 Too far to drive
- 10 Too late in the year
- 11 Took a cruise instead
- 12 Wasn't our destination
- 13 Went somewhere else
- 14 Other **(SPECIFY)**
- 15 Don't know
- 16 Refused

Q6 What other reasons have kept you from driving to Alaska for vacation purposes in 2013?

(DON'T READ LIST-DON'T PROBE, MULTIPLE RESPONSES OK)

- 1 Gas/Fuel prices
- 2 Have already done that
- 3 Health problem-All mentions
- 4 Other commitments
- 5 Passport required/Don't have passport
- 6 Planning to go later
- 7 Time/No time
- 8 Too expensive
- 9 Too far to drive
- 10 Too late in the year
- 11 Took a cruise instead
- 12 Wasn't our destination
- 13 Went somewhere else
- 14 Other **(SPECIFY)**
- 15 Don't know
- 16 Refused

(NON-CONVERTORS "NONE" IN Q3 SKIP TO Q79)

Q7 Did the North to Alaska travel guide influence any of your following travel decisions? **(READ LIST. RECORD MULTIPLE MENTIONS)**

The decision to drive to Canada and Alaska

- 1 Yes
- 2 No

Selection of driving routes or travel itinerary

- 1 Yes
- 2 No

Selection of communities to visit

- 1 Yes
- 2 No

Increased the length of your trip in order to see/do everything

- 1 Yes
- 2 No

Q8 As a result of receiving the North to Alaska travel guide did you visit the North to Alaska website? Northtoalaska.com

- 1 Yes
- 2 No

Q9 **(If "YES" in Q8)** Did the website NorthtoAlaska.com influence any of your following travel decisions? **(READ LIST. RECORD MULTIPLE MENTIONS)**

The decision to drive to Canada and Alaska

- 1 Yes
- 2 No

Selection of driving routes or travel itinerary

- 1 Yes
- 2 No

Selection of communities to visit

- 1 Yes
- 2 No

Increased the length of your trip in order to see/do everything

- 1 Yes
- 2 No

(ALBERTA VISITORS ONLY)

READ: "FIRST, I'D LIKE TO ASK YOU A FEW QUESTIONS JUST ABOUT THE ALBERTA PORTION OF YOUR TRIP."

Q10 How influential was the North to Alaska travel guide in your decision to visit Alberta? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision".

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q11 Was the trip you took to Alberta primarily for business, pleasure, visiting friends or relatives, or for personal reasons (student, family matters, etc.)?

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

- 1 Primarily for business
- 2 Primarily for pleasure
- 3 Primarily for visiting friends/relatives
- 4 Primarily for personal reasons (student, family matters, etc.)
- 5 Don't know
- 6 Refused

Q12 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** How influential was Northtoalaska.com website in your decision to visit Alberta? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision"

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

- Q13 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** Did you visit the Alberta website at Travelalberta.com as a result of visiting the North to Alaska website?
- 1-Yes
 - 2_No
 - 3-Don't know
 - 4-Refused
- Q14 **(IF Q13 = YES)** Did you purchase any services from any of the Alberta businesses or organizations that you found on the travel Alberta website?
- 1-Yes
 - 2-No
 - 3-Don't know
 - 4-Refused
- Q15 **(IF Q14=YES)** Approximately, how much did you spend on services from the Alberta businesses or organizations you contacted?
- Q16 How many days did you spend in Alberta?
- Q17 How many people, including yourself, were in your immediate party? By immediate, I mean the number of people included in your party's trip expenses, which may not be the total number of people traveling in your group.
- Q18 What would you say was the approximate total your party spent just in Alberta?
- Q16 What cities or specific destination in Alberta did you visit?
- Q19 **(IF VISITED ALBERTA AND NOT ALASKA ASK)** Why did you choose to stop in Alberta and not go all the way to Alaska? **(RECORD VERBATIM RESPONSE).**

(BRITISH COLUMBIA VISITORS ONLY)

READ: "FIRST/NOW, I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT THE BRITISH COLUMBIA PORTION OF YOUR TRIP."

Q20 How influential was the North to Alaska travel guide in your decision to visit British Columbia? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision".

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q21 Was the trip you took to British Columbia primarily for business, pleasure, visiting friends or relatives, or for personal reasons (student, family matters, etc.)?

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

- 1 Primarily for business
- 2 Primarily for pleasure
- 3 Primarily for visiting friends/relatives
- 4 Primarily for personal reasons (student, family matters, etc.)
- 5 Don't know
- 6 Refused

Q22 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** How influential was Northtoalaska.com website in your decision to visit British Columbia? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision"

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

- Q23 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** Did you visit the British Columbia website at Hellobc.com as a result of visiting the North to Alaska website?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
- Q24 **(If Q23 = YES)** Did you purchase any services from any of the British Columbia businesses or organizations that you found on the Hello BC website?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
- Q25 **(If Q24=YES)** Approximately, how much did you spend on services from the British Columbia businesses or organizations you contacted?
- Q26 How many days did you spend in British Columbia?
- Q27 How many people, including yourself, were in your immediate party? By immediate, I mean the number of people included in your party's trip expenses, which may not be the total number of people traveling in your group.
- Q28 What would you say was the approximate total your party spent just in British Columbia?
- Q29 What cities or specific destinations in British Columbia did you visit?
- Q30 **(IF VISITED BC AND NOT ALASKA ASK)** Why did you choose to stop in British Columbia and not go all the way to Alaska? **(RECORD VERBATIM RESPONSE).**

(YUKON VISITORS ONLY)

READ: "FIRST/NOW, I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT THE YUKON PORTION OF YOUR TRIP."

Q31 Prior to your most recent visit, how many times have you visited the Yukon?

(DO NOT READ LIST-RECORD SINGLE MENTION ONLY)

- 1 1 time
- 2 2 times
- 3 3 times
- 4 4 times
- 5 5 times
- 6 6 or more times
- 7 Don't know
- 8 Refused

Q32 How influential was the North to Alaska travel guide in your decision to visit the Yukon? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision".

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q33 Was the trip you took to the Yukon primarily for business, pleasure, visiting friends or relatives, or for personal reasons (student, family matters, etc.)?

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

- 1 Primarily for business
- 2 Primarily for pleasure
- 3 Primarily for visiting friends/relatives
- 4 Primarily for personal reasons (student, family matters, etc.)
- 5 Don't know
- 6 Refused

- Q34 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** How influential was Northtoalaska.com website in your decision to visit the Yukon? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”
- 1 No influence at all
 - 2
 - 3
 - 6
 - 7 Directly influenced your decision
 - 8 Don't know
 - 9 Refused
- Q35 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** Did you visit The Yukon website at TravelYukon.com as a result of visiting the North to Alaska website?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
- Q36 **(If Q35 = YES)** Did you purchase any services from any of the Yukon businesses or organizations that you found on the Travel Yukon website?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
- Q37 **(If Q36 = YES)** Approximately, how much did you spend on services from the Yukon businesses or organizations you contacted?
- Q38 How many days did you spend in the Yukon?
- Q39 How many people, including yourself, were in your immediate party? By immediate, I mean the number of people included in your party's trip expenses, which may not be the total number of people traveling in your group.
- Q40 What would you say was the approximate total your party spent just in the Yukon?
- Q41 What cities or specific destinations in the Yukon did you visit?
- Q42 **(IF VISITED YUKON AND NOT ALASKA ASK)** Why did you choose to stop in the Yukon and not go all the way to Alaska? **(RECORD VERBATIM RESPONSE).**

ALASKA VISITORS**READ: "NOW I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT YOUR ENTIRE TRIP"**

Q43 Which of the following best describes your vacation? **(READ ENTIRE LIST BEFORE ACCEPTING A RESPONSE--RECORD ONE MENTION ONLY)**

- 1 Driving vacation from Lower 48 states through Canada and into Alaska.
- 2 Driving vacation with portions of the trip on the Alaska Marine Highway.
- 3 Driving vacation with portions of the trip on the BC Ferry.
- 4 Fly to Alaska then drive once inside Alaska.
- 5 Fly to Alberta, Yukon or British Columbia then drive once inside Canada and Alaska.
- 6 Cruise-only or cruise-plus land tour.
- 7 Flew up and took cruise
- 8 Took the train
- 9 **(DON'T READ) Other (SPECIFY)**
- 10 **(DON'T READ) Don't know**

Q43.1 **(IF Q43 = 2 or 3) In which community did you first board the ferry? (DO NOT READ LIST--RECORD ONE MENTION ONLY)**

- | | | | |
|----|-------------|----|------------------------------|
| 1 | Bella Bella | 13 | Prince Rupert |
| 2 | Bellingham | 14 | Sitka |
| 3 | Cordova | 15 | Tofino |
| 4 | Haines | 16 | Tsawwassen |
| 5 | Homer | 17 | Valdez |
| 6 | Juneau | 18 | Vancouver |
| 7 | Ketchikan | 19 | Victoria |
| 8 | Klemtu | 20 | Whittier |
| 9 | Kodiak | 21 | Wrangell |
| 10 | Nanaimo | 22 | Yakutat |
| 11 | Petersburg | 23 | Other (Specify) _____ |
| 12 | Port Hardy | 24 | Don't know/Refused |

Q44 **(If Q43=4) Did you also visit Canada at any point after you were in Alaska?**

- 1 Yes
- 2 No

Q45 **(If Q44=YES) Which areas of Canada did you visit? (RECORD VERBATIM RESPONSE)**

Q46 **(If Q43 = 4, 6, 7, 8, 9 or 10)** What was the main reason you did not take a driving vacation through Canada and into Alaska? **(RECORD VERBATIM RESPONSE THEN SKIP TO Q71)**

Q47 **(If Q43 = 1, 2, 3 or 5)** What was the main reason you decided on a driving vacation through Canada and into Alaska? **(RECORD VERBATIM RESPONSE)**

Q48 **(If Q43 = 1, 2, 3 or 5)** Which of the following was the main type of transportation you used?

(READ LIST -- RECORD ONE MENTION ONLY)

- 1 Car, truck or van with no living space included
- 2 Motorhome
- 3 Campervan
- 4 Truck Camper
- 5 Car, truck or van pulling a trailer with living space included
- 6 Motorcycle
- 7 Other (specify)
- 8 Don't know **(PROBE)**

Q49 Do you own, lease or did you rent the (response from Q48)

- 1 Own
- 2 Lease
- 3 Rent
- 4 Other (Specify)

Q50 I'm going to read you a list of accommodations people might use while taking a driving vacation through Canada and into Alaska. Which, if any, of the following did you use during your trip?

(READ LIST -- RECORD MULTIPLE MENTIONS)

- 1 Stayed in a provincial, state or federal campground
- 2 Stayed in a private campground
- 3 Stayed in a hotel/motel
- 4 Stayed in a Bed and Breakfast
- 5 Stayed in a wilderness lodge/resort cabin
- 6 Stayed with a friend or relative
- 7 Stayed in a Walmart or similar parking lot
- 8 **(DON'T READ) Other (SPECIFY)**
- 9 **(DON'T READ) None**
- 10 **(DON'T READ) Don't know**
- 11 **(DON'T READ) Refused**

- Q51 What was the total number of nights you were on your trip?
(ENTER EXACT NUMBER)
- Q52 From the "X" nights on your driving trip, approximately how many nights did you stay (response for Q50). **(ENTER EXACT NUMBER)**
- Q53 Now thinking just about the Alaska portion of your trip, was the trip you took to Alaska primarily for business, pleasure, visiting friends or relatives, or for personal reasons (student, family matters, etc.)?

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

- 1 Primarily for business
 - 2 Primarily for pleasure
 - 3 Primarily for visiting friends/relatives
 - 4 Primarily for personal reasons (student, family matters, etc.)
 - 5 Don't know
 - 6 Refused
- Q54 **(IF Q53 =1 OR 2)** Did you visit friends or relatives at all during your trip in Alaska?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
- Q55 **(If Q53=3 or Q54 = 1)** Were any of the friends or relatives you were visiting associated with the military?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused

Q56 **(If Q54=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 your vacation in Alaska?

- 1 Not at all important
- 2
- 3
- 4
- 5
- 6
- 7 Very important
- 8 Don't know
- 9 Refused

Q57 How influential was the North to Alaska travel guide in your decision to visit Alaska? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”.

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q58 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** How influential was the Northtoalaska.com website in your decision to visit Alaska? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”.

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q59 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** Did you visit the Alaska website at Travelalaska.com as a result of visiting the North to Alaska website?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

Q60 **(If Q59 = YES)** Did you purchase any services from any of the Alaska businesses or organizations that you found on the travel Alaska website?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

Q61 **(If Q60=YES)** Approximately, how much did you spend on services from the Alaska businesses or organizations you contacted?

Q62 During what month did you make your reservations for your vacation through Canada and into Alaska?

(DO NOT READ LIST--RECORD SINGLE MENTION)

- 1 October 2012 or before
- 2 November 2012
- 3 December 2012
- 4 January 2013
- 5 February 2013
- 6 March 2013
- 7 April 2013
- 8 May 2013
- 9 June 2013
- 10 July 2013
- 11 August 2013
- 12 September 2013
- 13 Didn't make any reservations
- 14 Don't know/refused

Q 63 For what aspects of your vacation did you make reservations?

(DO NOT READ LIST- RECORD MULTIPLE RESPONSES)

- 1 Accommodations/Hotel
- 2 Tours
- 3 Airfare
- 4 Car rental
- 5 RV rental
- 6 **(DON'T READ) Other (SPECIFY) _____**
- 7 Don't know/refused

Q64 And during which month(s) of 2013 did you take your vacation through Canada and into Alaska?

(DO NOT READ LIST--RECORD MULTIPLE MENTIONS)

- 1 January 2013
- 2 February 2013
- 3 March 2013
- 4 April 2013
- 5 May 2013
- 6 June 2013
- 7 July 2013
- 8 August 2013
- 9 September 2013
- 10 October 2013
- 11 November 2013
- 13 December 2013
- 13 Don't know **(PROBE)**
- 14 Refused

Q65 What was the total number of days you were on your trip? **(RECORD EXACT NUMBER)**

Q66 What cities or specific destinations in Alaska did you visit?

Q67 How many days did you spend in Alaska?

Q68 When visiting 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.

Q69 When visiting Alaska, including yourself, 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 not be the total number of people traveling in your group.

Q70 What would you say was the approximate total your party spent just in Alaska?

Q71 Starting when you crossed the Canadian Border from the lower 48 until you returned to the lower 48 states, what would you say was the approximate total cost of your immediate party's visit through Canada and into Alaska?

Q72 What non-Internet sources, if any, did you refer to in planning or arranging your trip through Canada and into Alaska? **(DO NOT READ LIST—PROBE WITH ‘ANYTHING ELSE’--RECORD MULTIPLE MENTIONS)**

- 1 AAA/Travel Agent
- 2 Books/Travel Books
- 3 Brochure/Wrote or called company for brochure
- 4 Brochure/Wrote or called tourism office for brochure
- 5 Consumer Shows
- 6 Cruise Line advertising brochure
- 7 Friends or relatives
- 8 Good Sam
- 9 Magazine advertising
- 10 Magazine articles
- 11 Maps
- 12 The Milepost
- 13 Movies/DVD's
- 14 Newspaper advertising
- 15 Newspaper articles
- 16 Official Alaska State Planner
- 17 Products and services reviews
- 18 Reality TV Shows
- 19 Specialty trip planner
- 20 Television or travels shows
- 21 Travel books
- 22 Wrote to Cities
- 23 **(DON'T READ) Other (SPECIFY)_____**
- 24 **(DON'T READ) None**
- 25 **(DON'T READ) Don't know/refused**

Q73 What other Internet sources did you refer to in planning or arranging your trip through Canada and into Alaska? **(DO NOT READ LIST—PROBE WITH ‘ANYTHING ELSE’--RECORD MULTIPLE MENTIONS)**

- 1 City Search
- 2 Cruise Critic
- 3 Cruise Line Website
- 4 Destination websites (cities, states, counties)
- 5 Downloadable apps for smartphone/tablet
- 6 Expedia
- 7 Facebook
- 8 Four Square
- 9 Instagram
- 10 Internet
- 11 Kayak
- 12 LinkedIn
- 13 Online travel forums such as Fodor’s or Frommer’s
- 14 Orbitz
- 15 Pinterest
- 16 Priceline
- 17 Travel Blogs
- 18 Travel trip journals
- 19 Travelocity
- 20 Trip Advisor
- 21 Trip It
- 22 Twitter
- 23 Yelp
- 24 Youtube
- 25 **(DON'T READ)** Other **(SPECIFY)** _____
- 26 **(DON'T READ)** None
- 27 **(DON'T READ)** Don’t know/refused

Q74 I am going to read you a list of activities people can do during a trip through Canada and into Alaska. On your trip through Canada to Alaska, and 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)

- 1 Arts/culture/history
- 2 Backpacking or hiking
- 3 Bicycling
- 4 Birdwatching
- 5 Business
- 6 Camped in tent
- 7 Car rental
- 8 Cross County (Nordic) Skiing
- 9 Day cruises
- 10 Dog mushing
- 11 Festival & events
- 12 Fishing
- 13 Flightseeing
- 14 Glacier viewing
- 15 Gold panning/mine tour
- 16 Hiking/nature walks
- 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

Q75 **(If Q2 = 1)** 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)

- 1 2 times
- 2 3 times
- 3 4 times
- 4 5 times
- 5 6 or more times
- 6 Don't know
- 7 Refused

Q76 **(If Q75 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 MENTION ONLY)

- 1 Driving vacation from Lower 48 states through Canada and into Alaska.
- 2 Driving vacation with portions of the trip on the Alaska Marine Highway.
- 3 Driving vacation with portions of the trip on the BC Ferry.
- 4 Fly to Alaska then drive once inside Alaska.
- 5 Fly to Alberta, Yukon or British Columbia then drive once inside Canada and Alaska.
- 6 Cruise-only or cruise-plus land tour.
- 7 Flew up and took cruise
- 8 Took the train
- 9 **(DON'T READ) Other (SPECIFY)**
- 10 **(DON'T READ) Don't know**

Q77 Which, if any, of the following online community social networks or websites do you visit 3 or more times a week? **(READ LIST- RECORD MULTIPLE MENTIONS)**

- 1 Facebook
- 2 YouTube
- 3 LinkedIn
- 4 Twitter
- 5 Trip Advisor
- 6 Cruise Critic
- 7 Trip It
- 8 Online travel forums such as Fodor's or Frommer's
- 9 Travel blog's

- 10 Flickr
- 11 Four Square
- 12 Pinterest
- 13 **(DON'T READ) Other (SPECIFY)**
- 14 **(DON'T READ) None**

Q77.1 **(IF Q77 = 1)** Which of the following Facebook pages do you visit 3 or more times a week? **(Read list. Record multiple mentions).**

- 1 Your own Facebook page
- 2 A destination Facebook page
- 3 A business Facebook page
- 4 **(Don't read) Other (Specify)**
- 5 **(Don't read) None**

Q78 Did your participation in any of these online community social networks or websites influence any of your following travel decisions? (Read List. Record Multiple Mentions)

The decision to drive to Canada and Alaska

- 1 Yes
- 2 No

Selection of driving routes or travel itinerary

- 1 Yes
- 2 No

Selection of communities to visit

- 1 Yes
- 2 No

Increased the length of my trip in order to see/do everything

- 1 Yes
- 2 No

Q79 **(NOT A QUESTION--INTERVIEWER ENTER GENDER OF RESPONDENT)**

- 1 Male
- 2 Female

Q80 What is your marital status? **(READ ENTIRE LIST BEFORE ACCEPTING A RESPONSE--RECORD ONE MENTION ONLY)**

- 1 Married
- 2 Living together, not married
- 3 Single (never married)
- 4 Divorced or separated
- 5 Widowed\ **(DO NOT READ)** Refused

Q81 Do you have any children under 18 years of age residing in your household?

- 1 Yes
- 2 No
- 3 Refused

Q82 Which of the following best describes your employment status?

(READ LIST--RECORD ONE MENTION ONLY)

- 1 Employed full-time
- 2 Employed part-time
- 3 Retired
- 4 Homemaker
- 5 Student
- 6 Unemployed
- 7 Disabled
- 8 **(DO NOT READ)** Other **(SPECIFY)**
- 9 **(DO NOT READ)** Refused

Q83 Please tell me which of the following categories best describes your age—**(READ LIST--RECORD ONE MENTION)**

- 1 Under 25
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65 or older
- 7 **(DO NOT READ)** Refused

- Q84 How many people, including yourself, live in your household?
- 1 One
 - 2 Two
 - 3 Three
 - 4 Four
 - 5 Five
 - 6 Six
 - 7 Seven
 - 8 Eight
 - 9 Nine or more
 - 10 **(DO NOT READ)** Refused
- Q85 What was the last grade in school you have had the opportunity to complete?
- 1 High School graduate or less (grade 12 and under)
 - 2 Some college business or technical school
 - 3 College degree
 - 4 Advanced degree
 - 5 **(DO NOT READ)** Refused
- Q86 Which of the following best describes your cultural or ethnic background?
- 1 Caucasian
 - 2 African America
 - 3 Hispanic
 - 4 Cuban
 - 5 Native American Indian
 - 6 South American
 - 7 Asian
 - 8 Something else **(SPECIFY)**
 - 9 **(DO NOT READ)** Refused
- Q87 Do you own an RV?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused

Q88 Which of the following best describes your household's total combined annual income? **(READ LIST--RECORD ONE MENTION)**

- 1 Less than \$20,000
- 2 \$20,000 to \$34,999
- 3 \$35,000 to \$49,999
- 4 \$50,000 to \$74,999
- 5 \$75,000 to \$99,999
- 6 \$100,000 or more
- 7 **(DO NOT READ) Don't know (PROBE: "PLEASE GIVE US YOUR BEST ESTIMATE")**
- 8 **(DO NOT READ) Refused**

Q89 For verification purposes only, may I have your first name only please?

Q90 And just to verify, did I dial.....

Q91 **(Not a question)** Capture zip/postal code from file