
2015 Alaska Travel Intentions

(as of 12/12/14)

Prepared For:

State of Alaska
DCCED
550 West 7th Avenue
Suite 1770
Anchorage, AK 99501

Prepared By:

GMA Research Corp.
325 118th Avenue SE
Suite 104
Bellevue, WA 98005

Purpose

- Determine the expected conversion rate of 2015 inquirers requesting Alaska information converting to Alaska visitors in 2015 as of 12/12/14.
- Show change in expected travel intentions to previous years:
 - 2014 as of 12/12/2013
 - 2013 as of 12/1/2012
 - 2012 as of 11/22/2011
- Determine the likelihood of changing plans regarding visiting Alaska in 2015 if the Economy improves, stays the same, gets worse.
- Determine the number who had/had not made reservations, travel arrangements and/or finalized their travel plans at the time of the survey, and when they would be made if none made at the time of the survey.
- Determine primary reason for not visiting Alaska in 2015.

Methodology

Definitions

- All Inquirers: Current and Past Year Inquirers requesting Alaska information combined and weighted to reflect All Inquirers.
- Current Year Inquirers: Respondents inquiring about a 2015 Alaska vacation in the FY 2015 program.
- Past Year Inquirers: Respondents that initially inquired about a 2014 Alaska vacation and re-qualified by inquiring about a 2015 vacation.
- Random sample of n=300 current year and n=300 past year inquirers.
- Interviewing conducted 12/12/2014

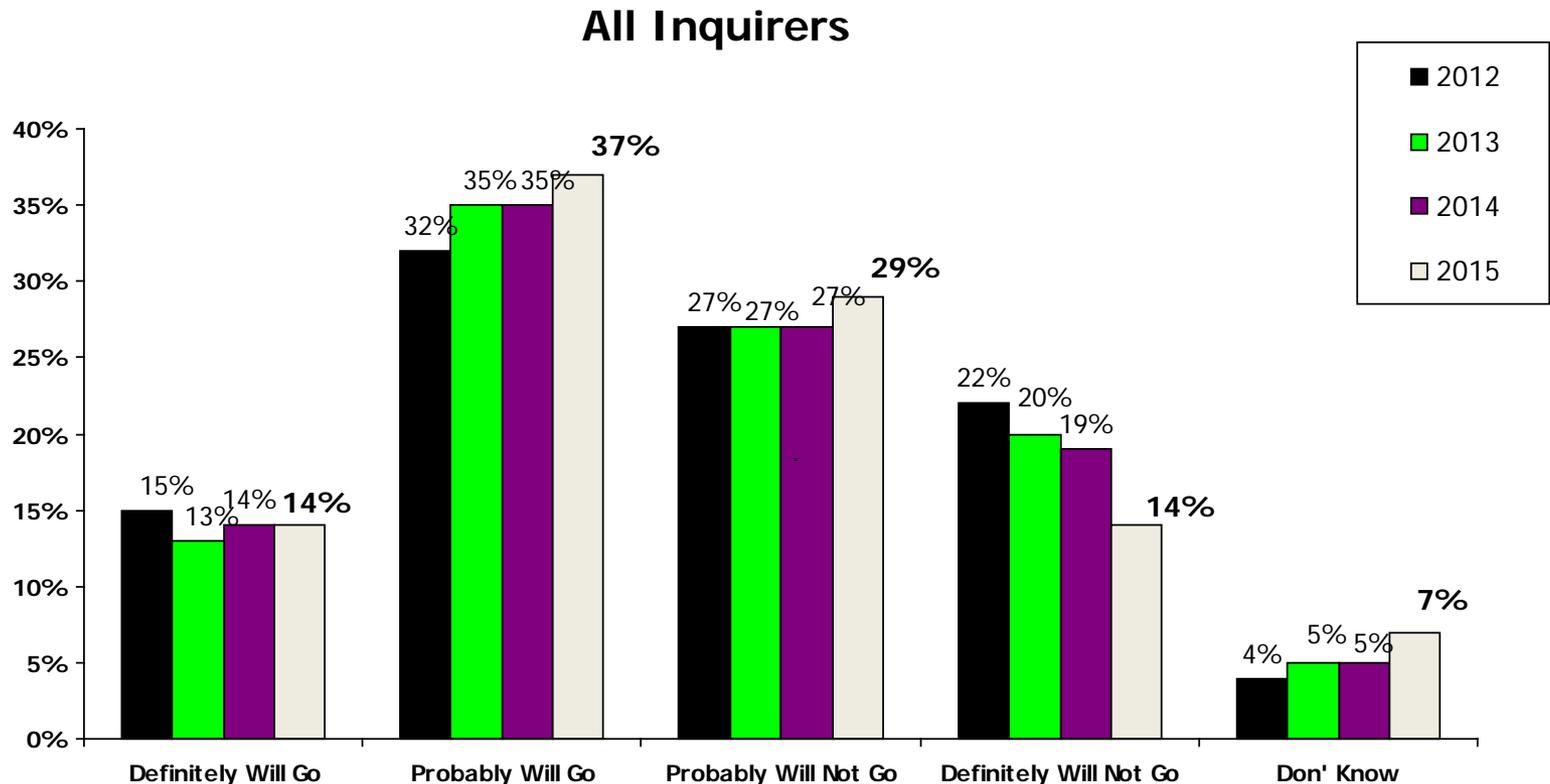
Reader Note

- The results of this study only reflect the travel intentions of those people responding to the State of Alaska program, and therefore are not necessarily representative of the intentions of all visitors to Alaska.
- The projected conversion rate is calculated by multiplying the percent who say they “definitely will go” by 70%, and the percent who say they “probably will go” by 10%.

Travel Intentions

	2012	2013	2014	2015
All inquirers saying they will definitely visit Alaska in 2015	15%	13%	15%	14%
All inquirers saying they will probably visit Alaska in 2015	32%	35%	35%	37%
Projected conversion rate	13.7%	12.6%	14.0%	14.0%

Which of the following best describes your plans for visiting Alaska for vacation purposes in 2015?



Percent “Not at all likely” to change plans due to changes in the economy for those who *“Definitely will go.”*

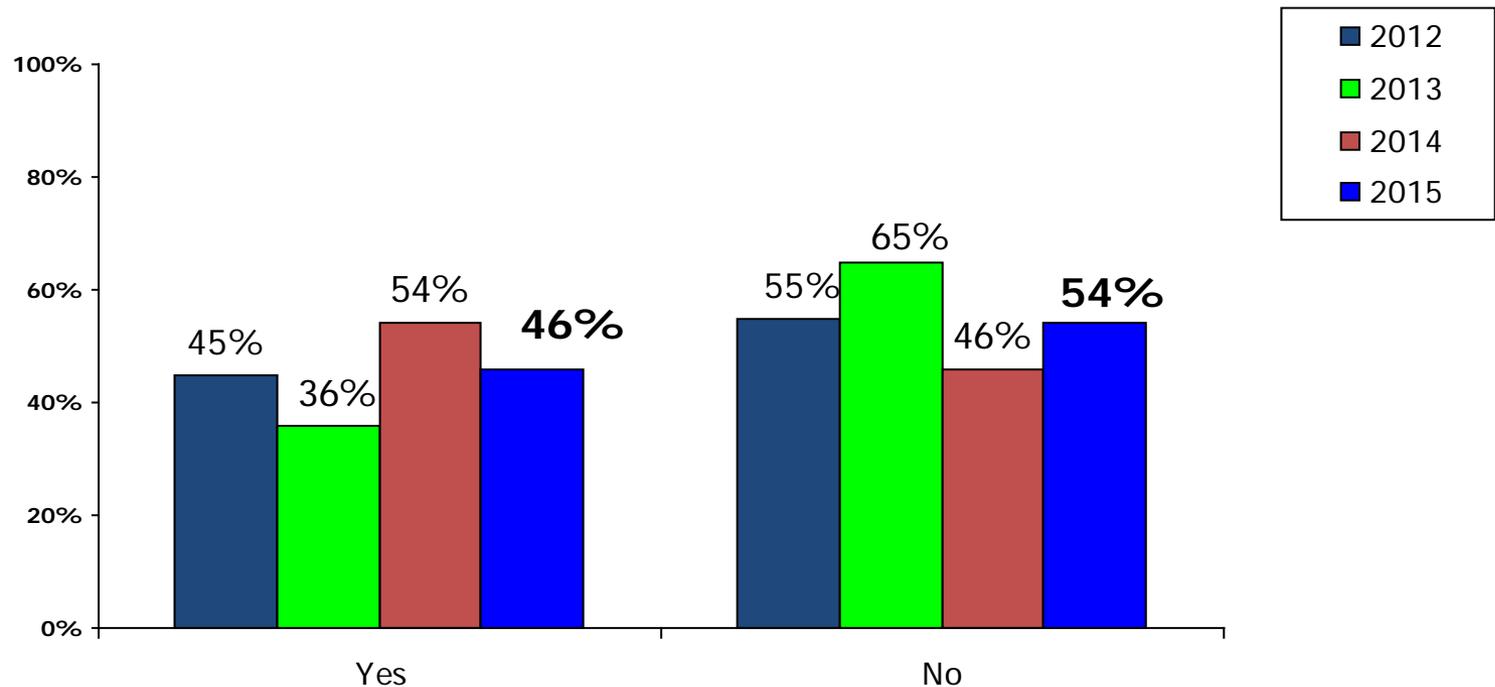
	2012	2013	2014	2015
If economy Improves	64%	75%	79%	58%
If economy stays same	66%	69%	82%	65%
If economy gets worse	67%	70%	78%	68%

Percent “Not at all likely” to change plans due to changes in the economy for those who *“Probably will go.”*

	2012	2013	2014	2015
If economy Improves	23%	29%	45%	26%
If economy stays same	26%	35%	45%	33%
If economy gets worse	29%	34%	40%	34%

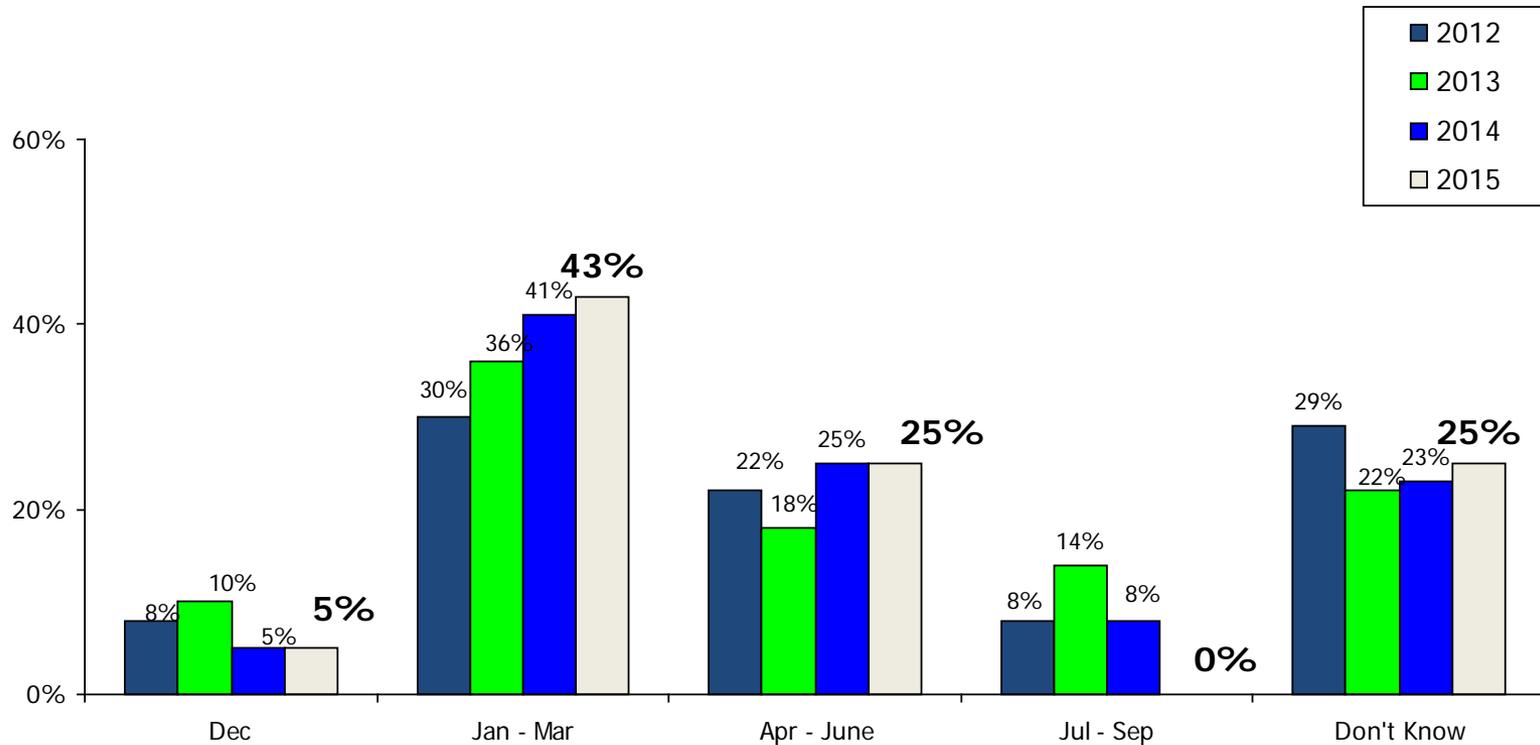
Have you already made reservations, travel arrangements and/or finalized your plans for your Alaska vacation?

(Base: All Inquirers who Definitely will go in 2015)



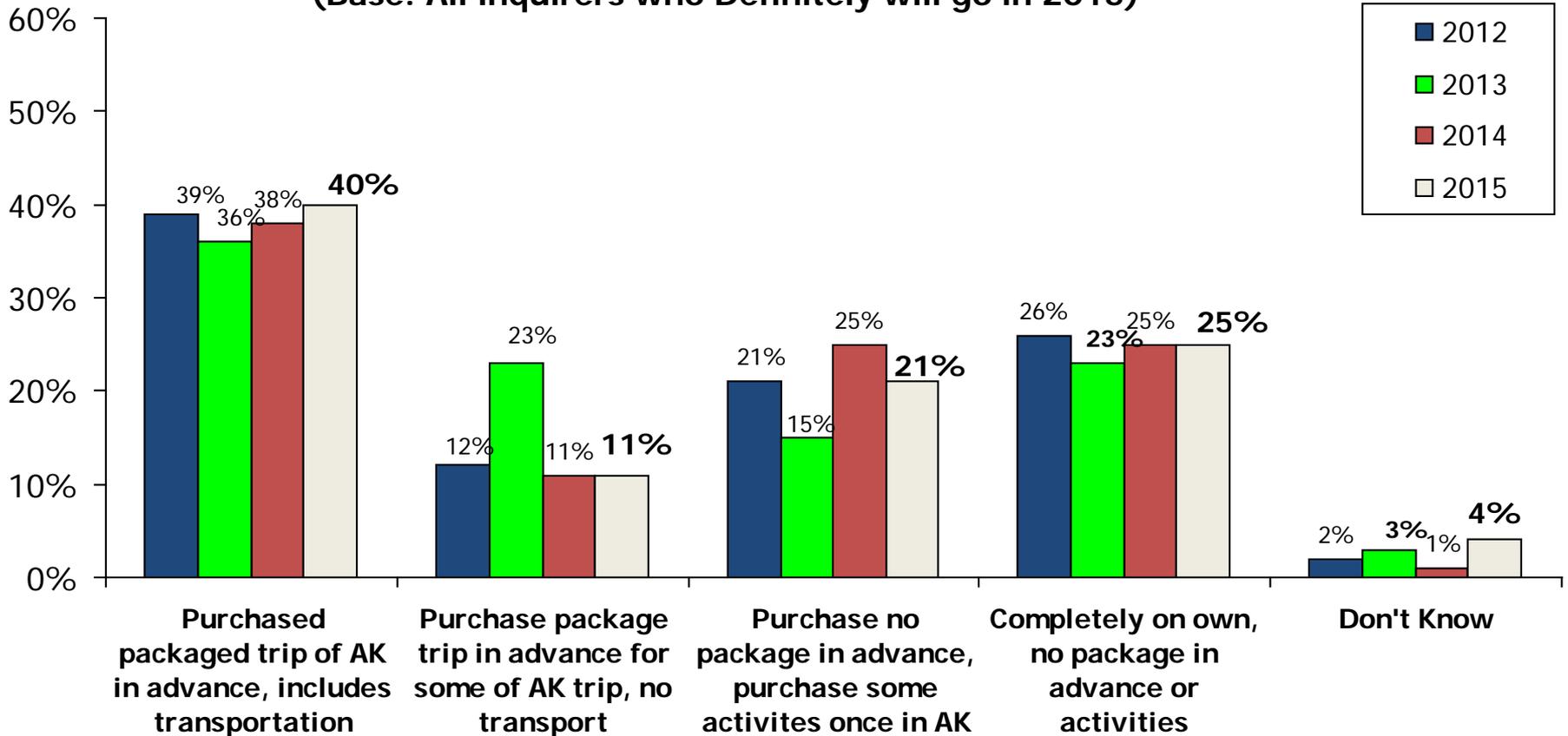
When do you plan to make your reservations, travel arrangements, and/or finalize plans for your Alaska vacation?

(Base: All Inquirers who Definitely will go in 2015 but have not made Reservations)



Which type of vacation best describes the kind of vacation you will most likely take to Alaska?

(Base: All inquirers who Definitely will go in 2015)



What's needed before they will make reservations?

(Base: Inquirers who Definitely/Probably will go in 2015 and have not yet made reservations)

	Definitely will go				Probably will go			
	2012	2013	2014	2015	2012	2013	2014	2015
More information/Research	10%	10%	19%	30%	15%	9%	8%	23%
Pick Date/When to go	12%	12%	16%	18%	7%	10%	7%	9%
Good Deal/Good Price	16%	4%	6%	2%	7%	7%	8%	6%
Money	10%	14%	9%	14%	24%	14%	21%	13%
Time	10%	8%	3%	16%	15%	16%	22%	20%
Friends/Group to go with	0%	0%	6%	5%	3%	9%	5%	4%
Other	27%	26%	13%	11%	14%	23%	9%	9%
Don't know	10%	24%	25%	7%	13%	14%	10%	5%