



TRAVELALASKA.COM WEBSITE RETURN ON INVESTMENT STUDY

Interim Report of Findings—October 2013

Table of Contents

SECTION 1		Visits to Alaska	31
Introduction	2	Planned Visits to Alaska	32
Research Objectives	2	Reasons for Not Visiting Alaska	33
Methodology	2	Destinations Visited instead of Alaska	34
		Month of Arrival	35
SECTION 2		Number of Trips to Alaska	36
Quick Facts	5	Reason for Alaska Visit	37
		Place of Stay	38
SECTION 3		Number of Nights in Alaska	39
Executive Summary	6	Travel Party Size	40
		Spending Per Day	41
SECTION 4		Number of Persons Covered by	
ROI Summary & Estimates	8	Spending	42
		Impact of Website on Destination	
SECTION 5		Decision	43
Graphical Presentation of Website Visitor		Importance of Website in Destination	
Intercept Survey Questions	11	Decision	44
Alaska Residence	12	Website's Influence on Length of Stay	45
How Website Visitor Learned About		How Website Influenced Length of Stay	46
TravelAlaska.com	13	Number of Website Visits	47
Type of Website Visitor	14	Travel Planning Tasks	48
Specific Website Activity	15	Other Travel Alaska Tasks	49
Point in Travel Planning Process	16	Age	50
Expected Month of Arrival	17	Employment	51
Information Sought on Website	18	Education	52
Opt-in for Follow-Up Survey	19	Household Income	53
		Ethnicity	54
SECTION 6		Marital Status	55
Graphical Presentation of Website Visitor		Gender	56
Satisfaction Survey Questions	20		
Completion of Website Visit	21	SECTION 8	
Satisfaction with TravelAlaska.com	22	Index I: Website Visitor Intercept Survey	
Statements about TravelAlaska.com	23	Questionnaire	57
Information Accessed	24		
TravelAlaska.com Tasks & Activities	25	SECTION 9	
Number of Alaska Visits	26	Index II: Website Visitor Satisfaction Survey	
Previous Website Visits	27	Questionnaire	63
Travel Experiences of Most Interest	28		
		SECTION 10	
SECTION 7		Index III: Website Visitor Follow-Up Survey	
Graphical Presentation of Website Visitor		Questionnaire	67
Follow-Up Survey Questions	29		
Alaska Residence	30		

Introduction

Research Objectives

This report presents the interim findings of a year-long study of visitors to the website, TravelAlaska.com. This research is being conducted on behalf of Dawley and Associates and the State of Alaska by Destination Analysts, Inc., with the primary objective of generating detailed Return on Investment (ROI) estimates for the state of Alaska's official tourism website.

Methodology

The interim findings presented here are based on the results of two surveys conducted specifically for this project. The fielding of these surveys commenced in December 2012 and data collection is ongoing; however the findings in this report represent data collected through September 2013. The use of this survey data in the ROI estimation methodology is explained immediately below:

1. Website ROI Estimation Methodology

As forementioned, this Website ROI research is comprised of two surveys conducted amongst persons who visited the State of Alaska's tourism website, TravelAlaska.com. These surveys¹ are interconnected, and included a Website Visitor Intercept Survey and a Website Visitor Follow-Up Survey sent after the website visitor had a chance to visit Alaska. Destination Analysts developed these survey questionnaires (Sections 8 and 10, pages 57

¹ Data presented in this report is from surveys collected from persons who visited the website between January and September 2013.

and 67), which were then implemented online. As aforementioned, data presented in this interim report represents approximately nine months of survey collection (January 2013 – September 2013). Each survey is described below:

Website Visitor Intercept Survey: A survey invitation was placed on TravelAlaska.com’s homepage which asks a random selection of visitors to take a brief survey. The survey questionnaire looks into topics such as website users’ motivations for visiting the site, how far along they are in their destination decision process, and their expected date of arrival in Alaska, as well as permission to send them a follow-up survey after they plan to travel to Alaska. Once survey respondents finished using TravelAlaska.com, they were also invited to complete a satisfaction survey about their use of the website. As an incentive to take the survey, all respondents are entered into a sweepstakes. In total, 17,430 persons completed the initial intercept survey. Of these, 13,491 went on to complete the subsequent visitor satisfaction survey.

Website Visitor Follow-up Conversion Survey: As previously stated, respondents are asked in the initial Website Visitor Intercept Survey in which month they expect to visit Alaska. At the end of the month they expected to visit, these respondents are sent an invitation to take the Website Visitor Follow-Up Survey². This survey questionnaire asks respondents about topics related to their visitation to Alaska. A sweepstakes entry was again offered as an incentive. In total, 1,460 respondents completed this survey.

The data from the two surveys is then combined for each respondent, leaving our research staff with a robust set of data from visitors. For each respondent, beginning with their initial planning interactions with the website, the research process allows for tracking actual subsequent in-market behavior. Ultimately, this research technique allows Destination Analysts to develop estimates of the proportion of users who are converted to a visit by the website and other metrics needed for developing reliable return on investment estimates for the State of Alaska.

Section 4 of this report (ROI Summary) presents a preliminary summary of the economic impact of the website to Alaska using Destination Analysts’ proprietary economic impact model for DMO websites. Data collected in the surveys (both motivational and reported direct in-market spending) were used for this analysis, with the goal of estimating the amount of visitor spending in Alaska that is directly generated by the website.

² Only survey respondents who opted-in for this follow-up survey were sent the invitation.

IMPORTANT NOTE: For this interim report, we use a hypothetical estimate of 1,000 unique visitors (less “bounces”—those who only look at one page before leaving) to the website for the calculation of ROI estimates. This provides the State of Alaska a simple basis from which to estimate the real and potential ROI of the significantly higher visitor volume that TravelAlaska.com generates.

The final report at the conclusion of this study will use actual website visitor numbers reported through TravelAlaska.com’s analytics tool.

Quick Facts:

The profile below shows a summary of fundamental findings and descriptive statistics emerging from this research. For simplicity, these data are based on a hypothetical estimate of 1,000 true, unique visitors.

Website ROI Estimates (per 1,000 unique visitors)

Total incremental trips to Alaska generated by website:	20
Average length of incremental trip to Alaska generated by the website:	8.3 days
Average daily visitor spending in Alaska for their immediate party on these incremental trips:	\$350.20
Total visitor spending in Alaska on incremental trips generated by the website:	\$57,260
Additional days spent in Alaska on visitor trips that were extended by the website's influence:	9
Total visitor spending in Alaska on trip days extended by the website:	\$3,060
Total economic impact/ROI of the website:	\$60,320
Total economic impact/ROI per unique visitor:	\$60.32

Executive Summary

Website ROI

The research suggests that TravelAlaska.com's impact to Alaska is significant. The key ROI findings from this study of TravelAlaska.com users are summarized below.

- **TravelAlaska.com is attracting a large volume of the types of website visitors who represent opportunity for the site to generate economic impact to Alaska.** In total, 69.6 percent of the website's audience is from the non-professional segment (the professional segment includes meeting planners, travel trade, media and others using the website for purposes unrelated to travel and/or individual trip planning) and represent potential leisure travelers to Alaska. Of those non-professional segment travelers who completed the Website Visitor Follow-Up Survey to date, 97.9 percent live outside Alaska.
- **There is a significant rate of visitation to Alaska by website users post use of TravelAlaska.com.** Based on the study's current findings, the estimated rate of visitation after using the website is 57.2 percent for both leisure travelers and business/convention travelers. 66.5 percent of website visitors who are potential leisure visitors to Alaska had not yet made up their mind to visit the state when they used TravelAlaska.com, representing a significant conversion potential for the site. However, only about 20 percent of those leisure travelers who had not made up their mind to visit prior to visiting the website actually visited.
- **TravelAlaska.com is influencing its audience's decision to visit Alaska at an effective rate.** In the study's findings to date, 66.3 percent of potential incremental visitors agreed the website indeed influenced their ultimate decision to take a trip to Alaska.

Of these persons, 51.4 percent assessed the site as “Important” or “Very important” to this decision when asked to rate its relative impact on their decision process.

- **The average incremental trip generated by the website lasted 8.3 days, with reported in-market spending of \$350.20 for their immediate party per day.** These averages are based on trip details reported in the Website Visitor Follow-Up Survey.
- **Using data in our ROI model and the findings on incremental visitation summarized above, the website is currently estimated to generate 20 incremental trips resulting in \$57,260 in new visitor spending in Alaska per 1,000 unique visitors to the site.** Alternatively, it’s estimated that for every unique visitor to TravelAlaska.com, \$57.26 in incremental trip spending is generated for the State of Alaska.
- **The website also inspires users to spend additional days in Alaska. Those influenced by the website to extend their Alaska trip typically lengthened their stay by 3.1 days, while spending an average of \$350.20 per day in-market.** These additional visitor days—and reported spending—can be included in the site’s overall economic impact. Using data in the ROI model and the findings on lengthened stays summarized above, the website is currently estimated to generate 9 additional visitor days and \$3,060 in additional visitor spending per 1,000 unique visitors to the site. Alternatively, for every unique visitor to the site, \$3.06 in additional visitor spending was generated for Alaska.
- **The current preliminary total estimated ROI/economic impact of the website per 1,000 unique visitors is \$60,320 (or \$60.32 per unique visitor).** The two components detailed above—spending on incremental trips and additional days in-market—will comprise the program’s ROI/economic impact as defined in this study. From another perspective, every unique visitor to the website would lead to an additional \$60.32 in incremental visitor spending in the State of Alaska.

Note: While the final report will have firmer estimates of the site’s ROI, with 857,510 true, unique visitors to the website between January 1 and September 30, 2013 (1,786,481 unique visitors, less 52 percent who bounced), it is estimated that TravelAlaska.com had \$51,275,278 in economic impact to Alaska during this period.

ROI Summary & Estimates

Return on Investment for a destination marketing organization's marketing program can best be defined as the total amount of direct visitor spending in the destination that is generated by the program. Alternatively, a DMO marketing program's ROI can be defined as the amount of visitor spending in the destination that would not have occurred in the absence of the program. In short, we want to use this research to measure how much the website brought back to the community in economic impact per dollar spent developing/maintaining the website.

The method used is detailed below, followed by the actual ROI estimates.

Calculation of Website ROI Estimates

This Website ROI study used a two-step survey process.

Step 1: A large random sample of surveys was collected from visitors entering the website. An invitation to take the survey was presented in a unique window to a random sample of visitors to the website, and the survey collected the following four key pieces of information:

1. If the website visitor was a potential visitor (versus professional)
2. The website visitor's current stage in travel planning (i.e., upon entering the website, had they already made up their mind to visit Alaska?)
3. Expected month of arrival in Alaska.

4. Contact information and opt-in for a follow -up survey

Step 2: A follow-up survey to the first survey was sent to respondents at the end of the month they expected to visit Alaska. If a respondent to the first survey did not have a date for their trip in mind, they were sent the survey invitation three months after their visit to the website.

Data collected in the first survey was then appended to responses to the second survey. By doing so, we could identify visitors who had already made up their mind to visit Alaska before visiting the website. We could also differentiate between leisure and business/conference visitors and others and measure in-market spending by visitors influenced by the website to visit or extend their stay in Alaska. The economic impact estimates derived for this interim report include all direct spending in Alaska by two types of visitors: those who took incremental trips to Alaska and those who extended the length of their trip based on information found on the website. These two visitor types are distinguished following:

1. Visitors on **incremental trips** had not fully made up their mind to visit Alaska when they came to the website and stated that the website influenced their decision to ultimately visit the state. Influence on the decision to visit is based on two follow-up survey questions (Questions 15 and 16, page 72). To be considered an incremental visitor, respondents who had not made up their mind to visit prior to arriving at the website (as stated in the intercept survey) must then state in the follow-up survey that the website helped them make their decision to visit and that it was “Important” or “Very important” to their decision to visit.
2. Website visitors who **extended their stay in Alaska** can be leisure travelers, business travelers or conventioners. Leisure travelers who did not state that the website influenced their decision to visit Alaska, and all business and convention travelers were asked a series of questions on the influence of the website on their ultimate length of stay in Alaska. Economic impact estimates for this group only include spending during reported “additional” days in market generated by the website.

The study’s key (interim) ROI findings are summarized below.

- **Incremental trips to Alaska generated by TravelAlaska.com:** For every 1,000 unique visitors to TravelAlaska.com, an estimated 20 incremental trips were generated for Alaska. An incremental trip is one in which the visitor decided to visit Alaska based on their experience with the website. These are trips to the state that would not have happened if the website did not exist, and thus any visitor spending

in Alaska on these trips can be counted as part of the website's economic impact. The average incremental trip lasted 8.3 days, with a reported in-market spending of \$350.20 per day for each visitor and their immediate party. These incremental trips are estimated to have generated \$57,260 in new visitor spending in Alaska.

- **Additional days spent in Alaska generated by the website:** A second way the TravelAlaska.com can generate economic value for Alaska is by convincing visitors to extend their stays in Alaska. The research conducted shows that for every 1,000 unique visitors to the website, 9 new visitor days were generated for the State of Alaska. Assuming that these visitors spent \$350.20 per day while in Alaska, this would result in an additional \$3,060 in incremental visitor spending in Alaska.
- **Total Estimated Economic Impact:** The two components discussed above (spending on incremental trips and additional days in-market) comprise the program's economic impact as defined in this study. It is estimated that for every 1,000 unique visitors to TravelAlaska.com, \$60,320 in economic impact will be generated for the State of Alaska. Alternatively, every unique visitor to the website would lead to an additional \$60.32 in incremental visitor spending in Alaska.

Graphical Presentation of Website Visitor Intercept Survey Questions

In this section, the findings of the Website Visitor Intercept Survey's base question set are presented in the order they were asked. A brief written analysis is included for each chart.

Please note: Data presented in this section represents the top-line data collected from all survey respondents. As data from subsamples were frequently used in the calculation of the ROI metrics presented in Sections 2, 3, and 4, the reader should use caution in making comparisons back to the ROI discussion presented earlier.

Alaska Residence

The vast majority of visitors to TravelAlaska.com, 97.9 percent, live outside the state of Alaska.

Figure 5.1: Do you currently live in Alaska?

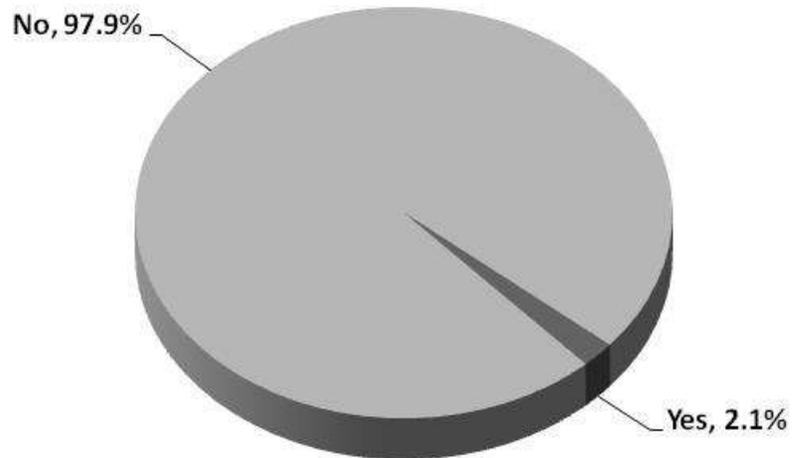


FIGURE 5.1 - Question 1: Do you currently live in Alaska? Base: All respondents. 17,430 completed surveys.

How Website Visitor Learned About TravelAlaska.com

Highlighting the necessity of search engine marketing, over one-third of TravelAlaska.com’s visitors report learning about the website through a search engine result (34.5%). Strategic partnerships and media coverage also appear to be important drivers of visitor volume to TravelAlaska.com, as 16.7 percent of website users report learning about the site through an email newsletter or promotion and 14.5 percent found the site via a link from another website (14.5%). However, a number of these website visitors come to the site to enter sweepstakes and participate in other promotions (see Figure 5.4 on page 15).

Figure 5.2: How did you learn about this website (TravelAlaska.com)?

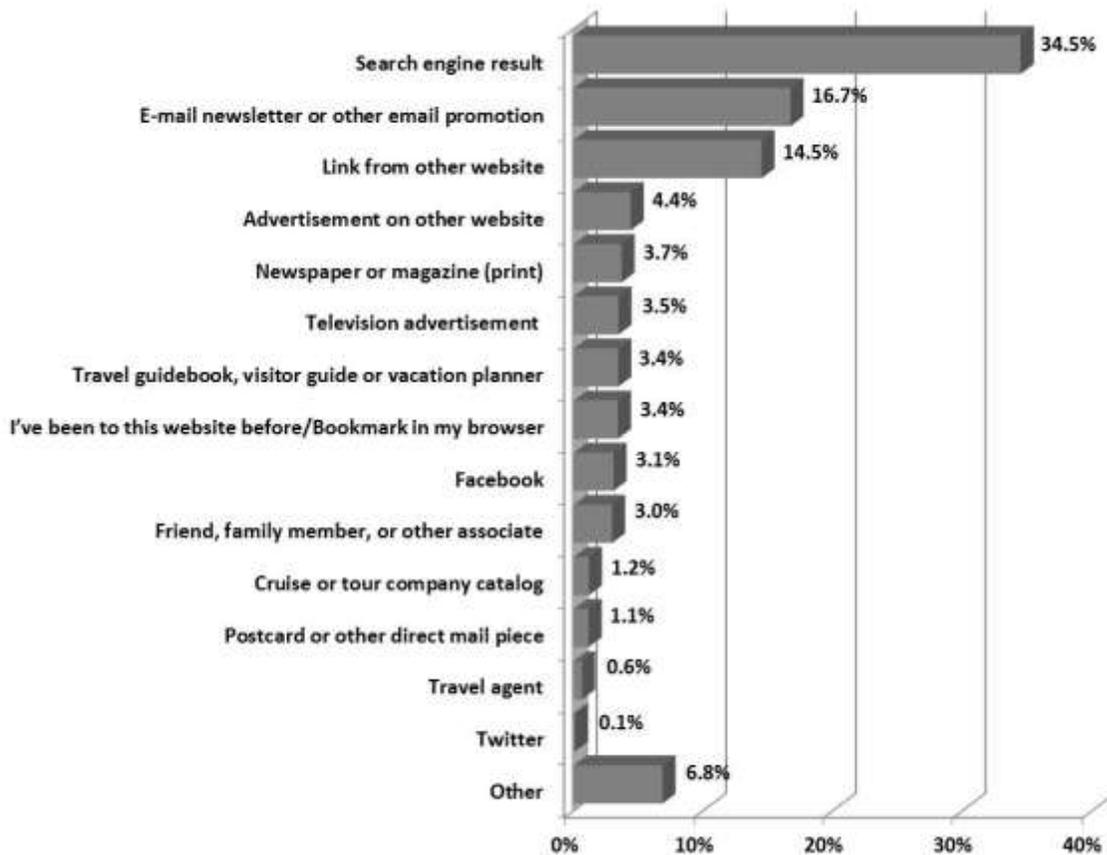


FIGURE 5.2 - Question 2: How did you learn about this website (TravelAlaska.com)? Base: All respondents. 17,431 completed surveys.

Type of Website Visitor

DMO websites serve a wide-variety of audiences, from consumers planning a visit to professional segments like meeting planners, the travel trade and media. TravelAlaska.com is no different. Nevertheless, traffic to this website is primarily composed of persons planning—or considering planning—a trip to Alaska. Figure 5.3 (below) shows that three-quarters of survey respondents visited the website primarily to gather information for a trip to Alaska (72.3%).

Figure 5.3: Which of the following best describes you? (Please only select those that apply)

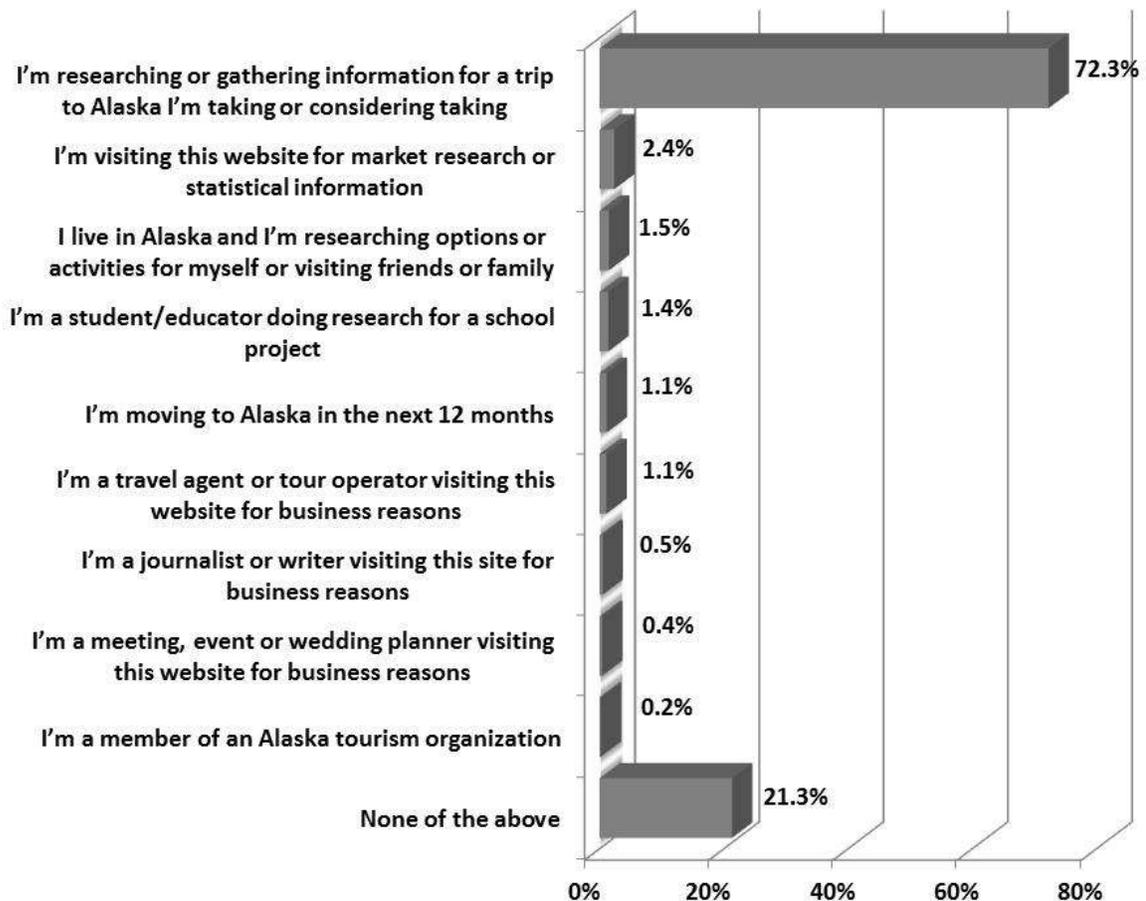


FIGURE 5.3 - Question 3: Which of the following best describes you? (Please only select those that apply) Base: All respondents. 17,431 completed surveys.

Specific Website Activity

Survey respondents who selected “None of the above” in the previous question (Figure 5.3) were asked why they visited TravelAlaska.com. 38.6 percent came to the website specifically to enter a sweepstakes and 17.9 percent came to collect MyPoints rewards.

Figure 5.4: Are you visiting this website specifically to do the following? (Select one)

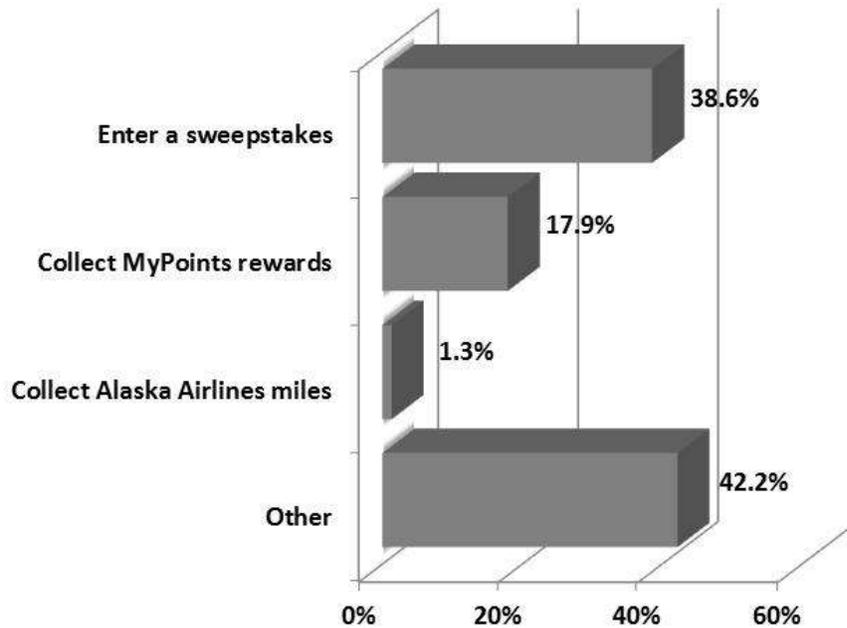


FIGURE 5.4 - Question 4: Are you visiting this website specifically to do the following? (Select one) Base: Respondents who reported “None of the above” in Question 3. 2,349 completed surveys.

Point in Travel Planning Process

The survey asked respondents who were gathering trip information how far along they were in their travel planning process. Nearly half of website visitors were interested in visiting Alaska but had not yet made travel plans (48.3%), highlighting the important potential of the website to convert its users into actual visitors to Alaska. One in three website users had already decided to visit Alaska when they arrived at their website (33.3%), and another 16.0 percent said they were just considering destinations for a trip. Thus, nearly two-thirds of website users are actually subject to influence by the site in making the ultimate decision to visit Alaska (64.3%).

Figure 5.5: Which best describes where you are in the trip planning process? (Select one)

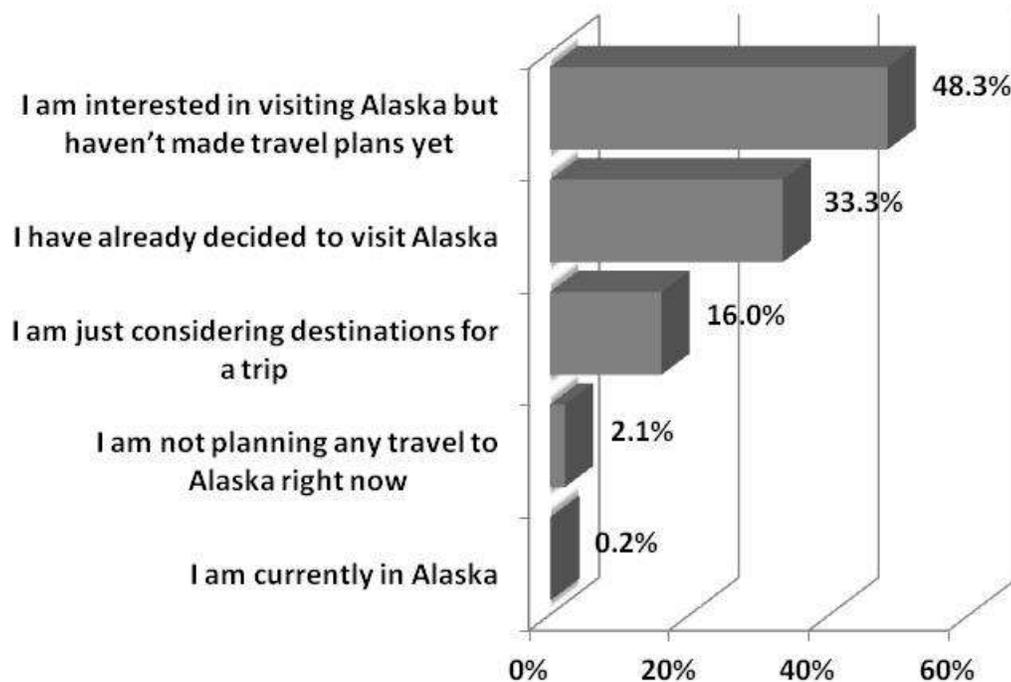


FIGURE 5.5 - Question 5: Which best describes where you are in the trip planning process? (Select one) Base: Respondents gathering information for a Alaska trip. 12,550 completed surveys.

Expected Month of Arrival

Amongst website visitors surveyed to date, there were plans to visit Alaska in all months studied. However, the summers months of June (16.5%), July (20.1%) and August (17.6%) had the highest likelihood of visitation.

Figure 5.6: In what month(s) are you most likely to arrive in Alaska? (Select all that apply)

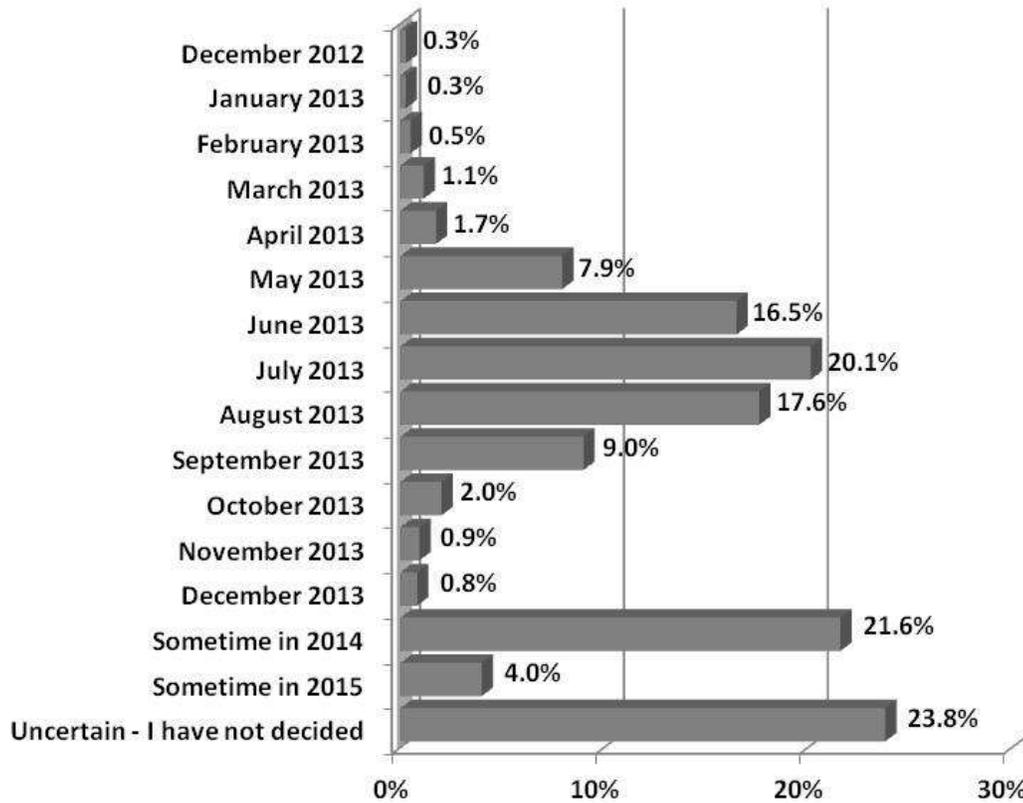


FIGURE 5.6 - Question 6: In what month(s) are you most likely to arrive in Alaska? (Select all that apply) Base: Respondents gathering information for a Alaska trip. 12,518 completed surveys.

Information Sought on Website

The survey asked respondents to report the types of information they were specifically seeking upon arriving at TravelAlaska.com. Information on things to do in Alaska was the most popular content website users desired (65.6%). Other types of information respondents hoped to access on the website include travel tips (36.9%), special offers (35.3%) and travel packages (33.7%), each reported by one-third or more of survey respondents.

Figure 5.7: Which types of information were you SPECIFICALLY LOOKING FOR when you arrived at this website? (Please select only the items that you had in mind before coming to this website.)

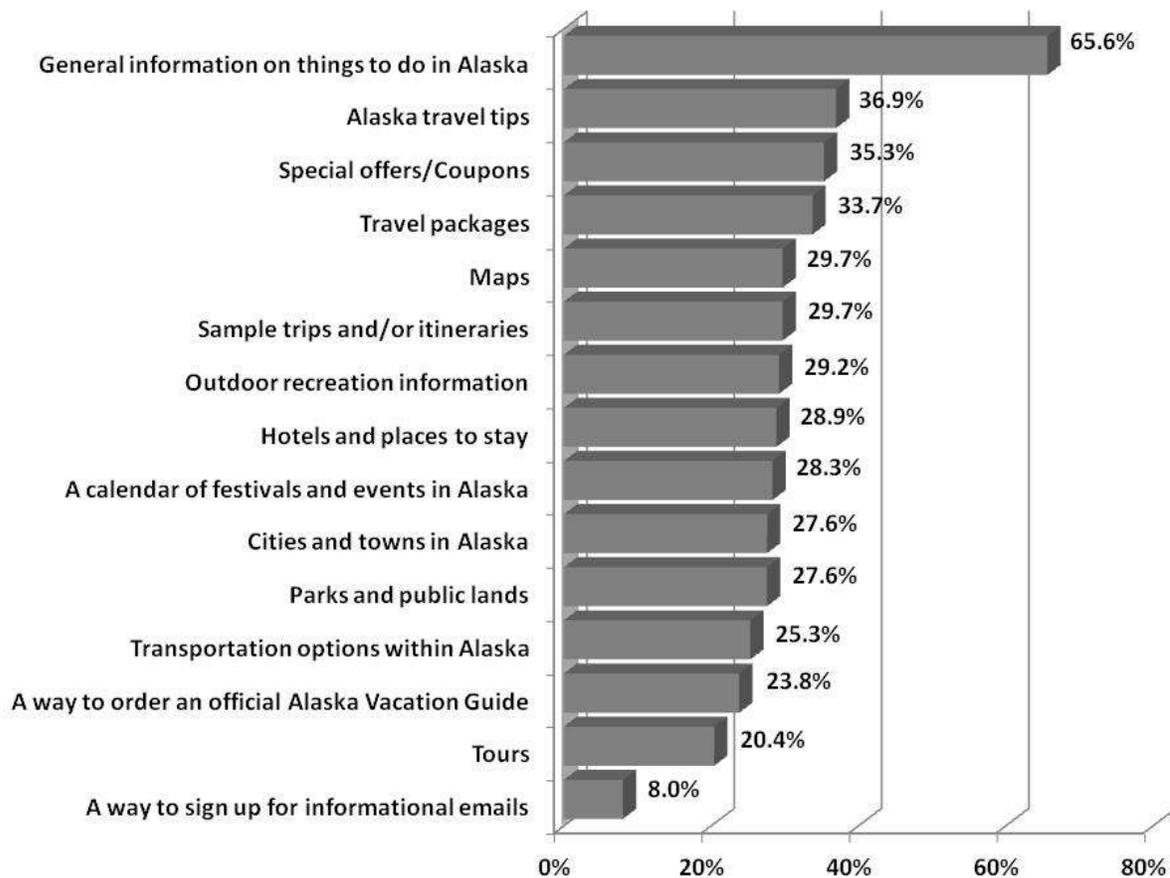


FIGURE 5.7 - Question 7: Which types of information were you SPECIFICALLY LOOKING FOR when you arrived at this website? (Please select only the items that you had in mind before coming to this website.) Base: Respondents gathering information for a Alaska trip. 17,032 completed surveys.

Opt-in for Follow-up Survey

As described earlier in this report, the information collected in the Website Visitor Intercept Survey was designed to be analyzed in conjunction with data collected in a second follow-up survey. The Website Visitor Follow-Up Survey was sent to respondents at the end of the month they were likely to visit Alaska. In order to conduct this follow-up survey, opt-in permission for e-mail communication was necessary. As Figure 5.8 (below) shows, 61.7% percent of survey respondents gave their permission to be sent a second survey via email.

Figure 5.8: May we email you a brief survey in a few months to ask about your travel experiences?

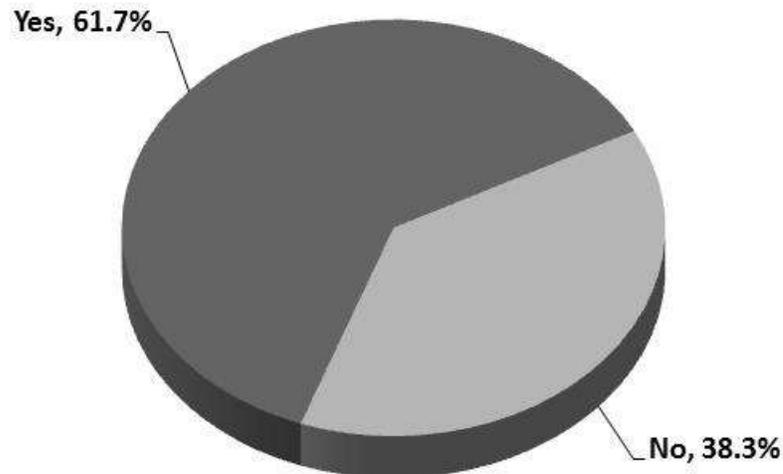


FIGURE 5.8 - Question 8: May we email you a brief survey in a few months to ask about your travel experiences? Base: Respondents gathering information for a Alaska trip. 16,729 completed surveys.

Graphical Presentation of Website Visitor Satisfaction Survey

Respondents to the Website Visitor Intercept Survey were asked to answer some final questions after they were done using TravelAlaska.com. These questions were related to their how they used the site and their overall satisfaction with their experience. In this section, the findings of the Website Visitor Satisfaction Survey's base question set are presented in the order they were asked. A brief written analysis is included for each chart.

Completion of Website Visit

The first of the Website Visitor Satisfaction Survey's questions asked respondents if they had completely finished using the website. When presented with the survey invitation, 81.4 percent of survey respondents had completed their visit to TravelAlaska.com. The charts on the following pages (22-28) report answers given only by those who had fully completed their website visit.

Figure 6.1: Have you completely finished this visit to our website?

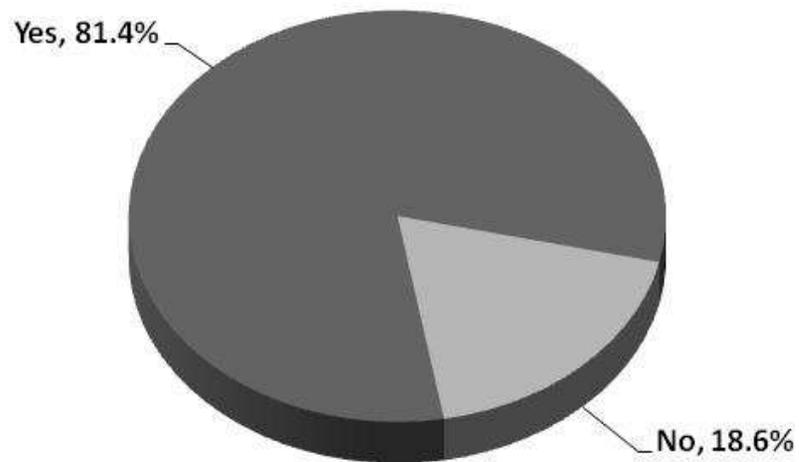


FIGURE 6.1 - Question 1: Have you completely finished this visit to our website? Base: All respondents. 13,491 completed surveys.

Satisfaction with TravelAlaska.com

Website visitors to TravelAlaska.com are highly satisfied with their website experience. About nine in ten visitors, 88.7 percent, report being “satisfied” (45.0%) or “very satisfied” (43.7%) with their experience using TravelAlaska.com.

Figure 6.2: Which best describes your overall satisfaction with your experience on our website (TravelAlaska.com)?

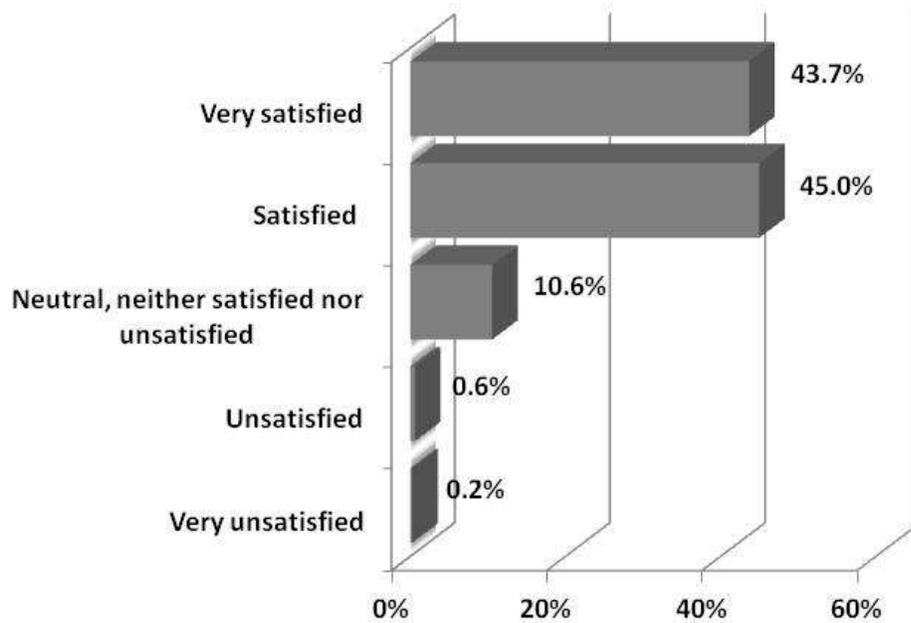


FIGURE 6.2 - Question 2: Which best describes your overall satisfaction with your experience on our website (TravelAlaska.com)? Base: All respondents. 10,815 completed surveys.

Statements about TravelAlaska.com

Presented with a list of statements about TravelAlaska.com, survey respondents were asked to select those with which they agreed or strongly agreed. Nearly two-thirds agreed or strongly agreed that they would recommend the website to others planning an Alaska trip (64.3%). 56.3 percent agreed that they revisit the website again for planning an Alaska trip.

Figure 6.3: Which of the following statements do you agree or strongly agree with? (Please only select those with which you agree or strongly agree.)

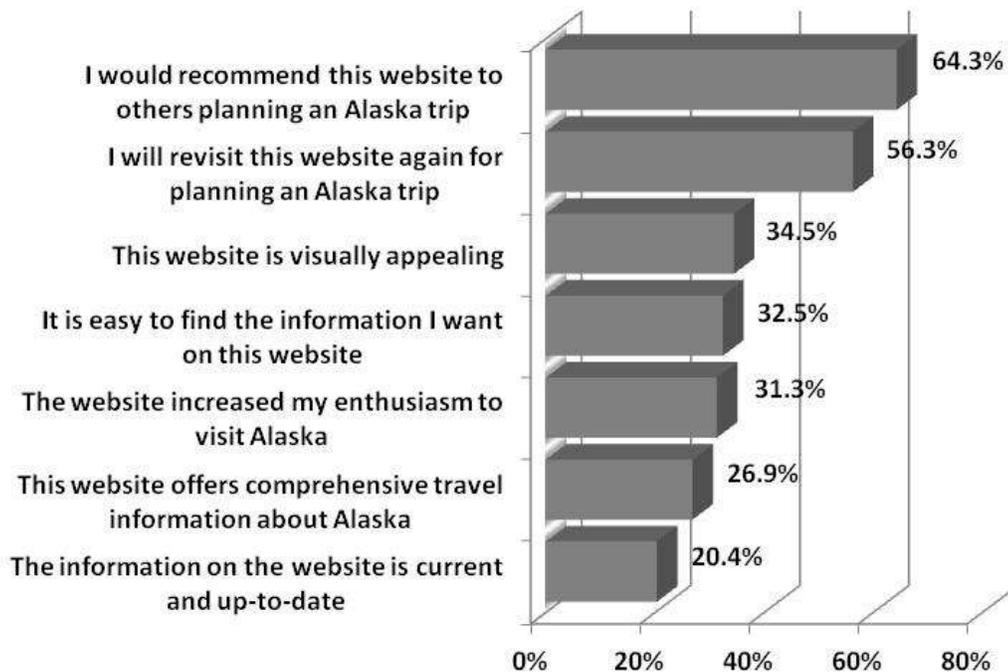


FIGURE 6.3 - Question 3: Which of the following statements do you agree or strongly agree with? (Please only select those with which you agree or strongly agree.) Base: All respondents. 10,979 completed surveys.

Information Accessed

Activities in Alaska are highly sought-after content on TravelAlaska.com. When asked which types of information they accessed on the website, over half of survey respondents looked at things to do (52.3%). Maps and places to go information (45.9%) are also important content to TravelAlaska.com users. Similar percentages of website users (about 30 percent) looked at getting to and around, places to stay and/or package tours.

Figure 6.4: Which types of information did you access on this visit to our website? (Please select only those items that you actually used on this website.)

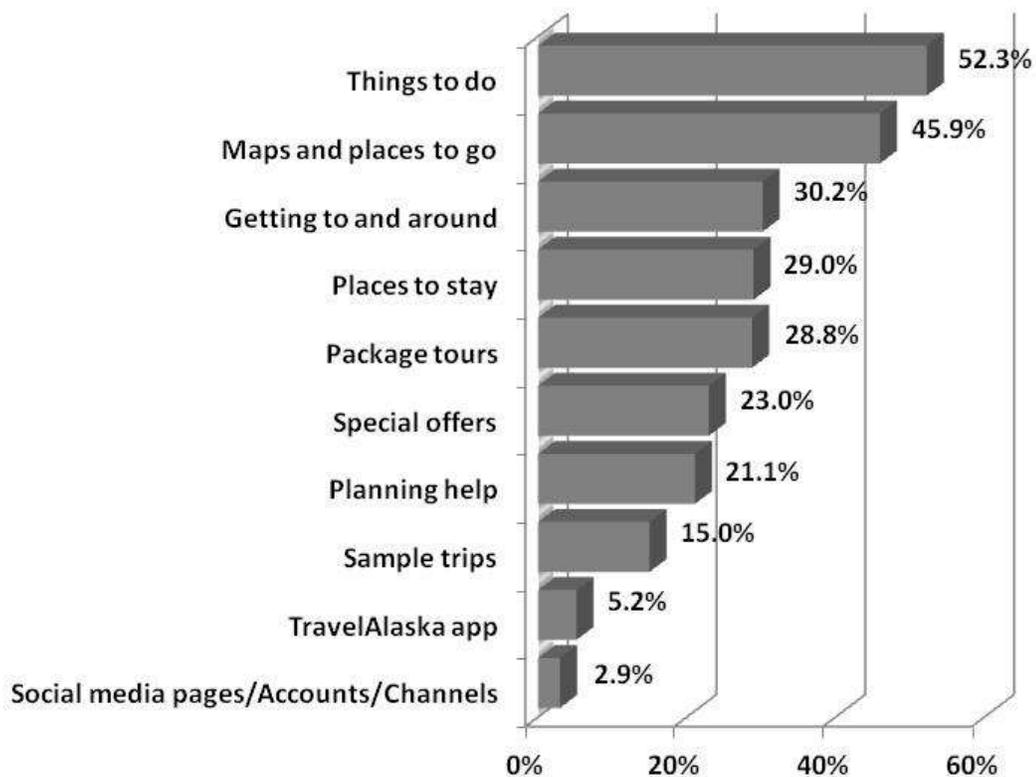


FIGURE 6.4 - Question 4: Which types of information did you access on this visit to our website? (Please select only those items that you actually used on this website.) Base: All respondents. 10,979 completed surveys.

TravelAlaska.com Tasks & Activities

Nearly 4 in 10 survey respondents requested an official Alaska Vacation Guide (37.7%) while using TravelAlaska.com. 17.6 percent signed up for the Travel Alaska email newsletter (17.6%). 15.9 percent clicked through to the website of a tour operator, lodging property, city/town or other company (15.9%).

Figure 6.5: Did you do any of the following on this visit to our website? (Please only select those which you have ALREADY completed)?



FIGURE 6.5 - Question 5: Did you do any of the following on this visit to our website? (Please only select those which you have ALREADY completed)? Base: Respondents gathering information for a Alaska trip. 10,979 completed surveys.

Number of Visits to Alaska

Over two-thirds of TravelAlaska.com users have never visited the state of Alaska (67.5%).

Figure 6.6: How many times have you visited Alaska?

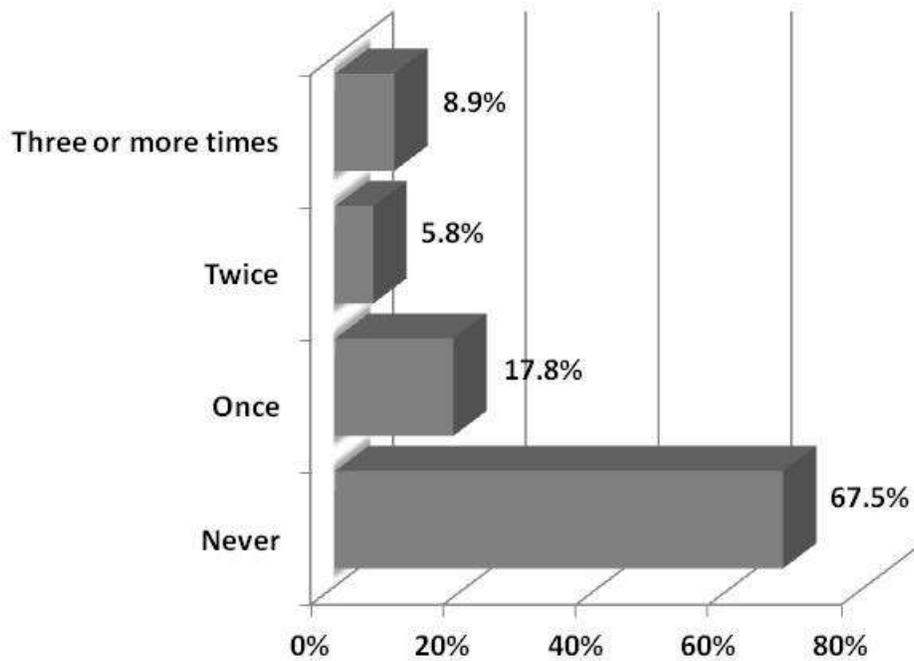


FIGURE 6.6 - Question 6: How many times have you visited Alaska? Base: Respondents gathering information for a Alaska trip. 10,725 completed surveys.

Previous Website Visits

While 27.3 percent of survey respondents had previously used TravelAlaska.com prior to their user session, approximately two-thirds are first-time visitors to the website.

Figure 6.7: Have you visited this website (TravelAlaska.com) before?

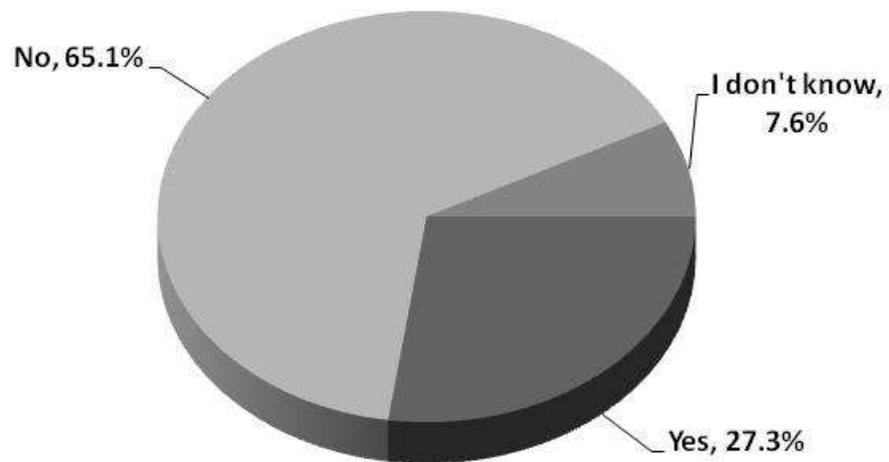


FIGURE 6.7 - Question 7: Have you visited this website (TravelAlaska.com) before? Base: Respondents gathering information for a Alaska trip. 10,698 completed surveys.

Travel Experiences of Most Interest

Figure 6.8 (below) illustrates the types of Alaska travel experiences of most interest to TravelAlaska.com users. 41.3 percent said they are interested in a self-drive (including RV) or railroad vacation they planned on their own. A statistically identical percentage said they are interested in a combination of a cruise and/or guided group tour with independently planned days (41.1%). Over on third said they are interested in a large cruise ship travel experience (35.2%).

Figure 6.8: Which of the following Alaska travel experiences are you most interested in? (Select all that apply)

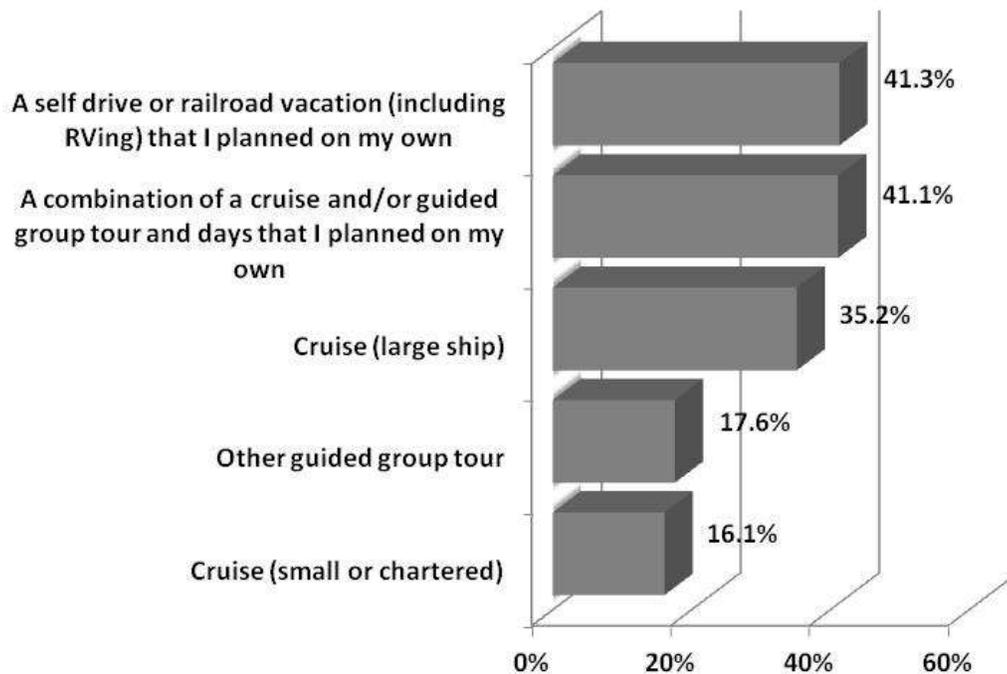


FIGURE 6.8 - Question 8: Which of the following Alaska travel experiences are you most interested in? (Select all that apply) Base: Respondents gathering information for a Alaska trip. 10,979 completed surveys.

Graphical Presentation of Website Visitor Follow-up Survey Questions (Conversion Survey)

In this section, the findings of the Website Visitor Follow-Up Survey's base question set are presented in the order they were asked. A brief written analysis is included for each chart.

Please note: Data presented in this section represents the top-line data collected from all survey respondents. As data from subsamples (not presented here) were frequently used in the calculation of the ROI metrics presented in Sections 2, 3, and 4, the reader should use caution in making comparisons back to the ROI calculation tables presented earlier.

Alaska Residence

Nearly all respondents to the Website Visitor Follow-Up Survey (99.2%) reside outside the state of Alaska, and are thus considered visitors for the purposes of this study. Spending from Alaska residents is excluded from the ROI estimates presented in sections 2-4 of this interim report.

Figure 7.1: Do you currently live in Alaska?

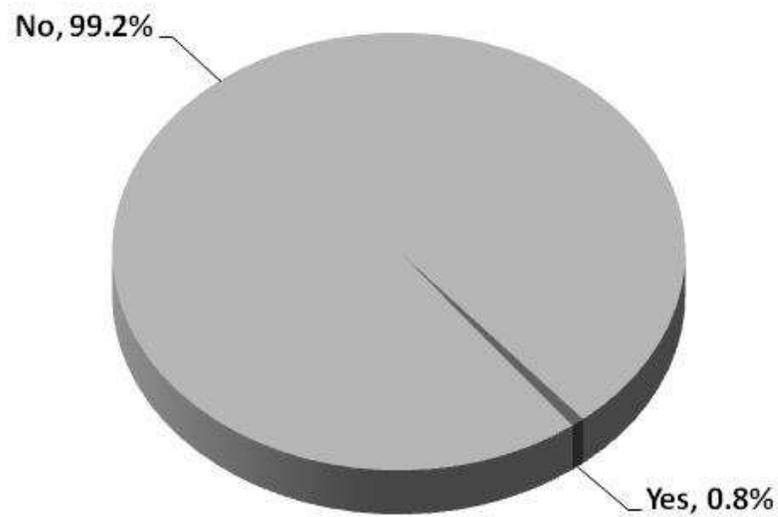


FIGURE 7.1 - Question 2: Do you currently live in Alaska? Base: All respondents. 1,460 completed surveys.

Visits to Alaska

Based on the survey data collected to date, 57.2 percent of TravelAlaska.com's users ultimately end up visiting Alaska at least once after using the website.

Figure 7.2: Since visiting our website (TravelAlaska.com), have you visited Alaska?

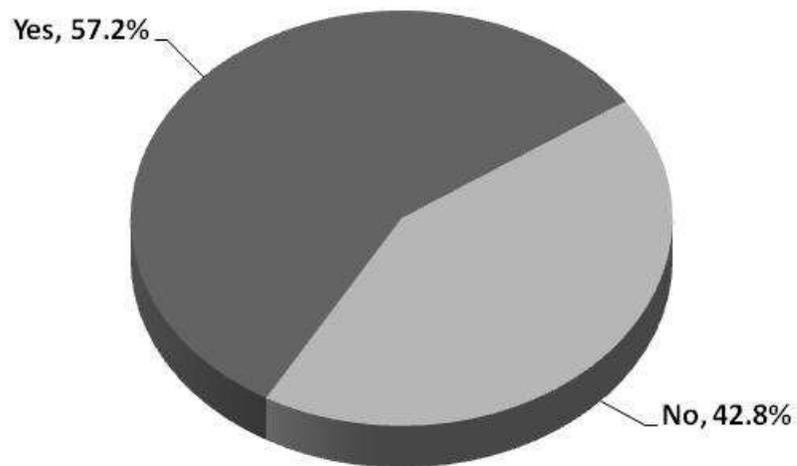


FIGURE 7.2 - Question 3: Since visiting our website (TravelAlaska.com), have you visited Alaska? Base: All respondents residing outside Alaska. 1,615 completed surveys.

Planned Visits to Alaska

Survey respondents who had not visited Alaska after using the website were asked if they nevertheless had made firm plans to visit the state. One in five respondents reported having such plans (21.2%). While having firm plans does not guarantee that an actual visit will occur, the findings in the previous question (Figure 7.2) suggest that well over half of the website's users indeed end up visiting Alaska.

Figure 7.3: Have you made any firm future travel plans for a trip to visit Alaska yet?

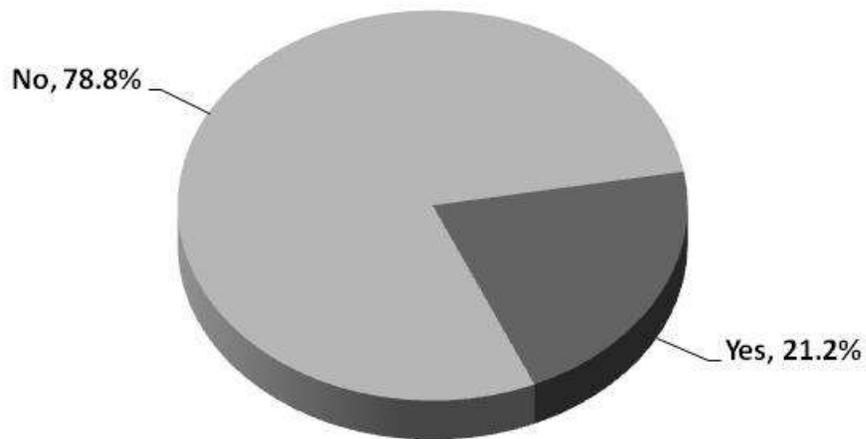


FIGURE 7.3 - Question 4: Have you made any firm future travel plans for a trip to visit Alaska yet? Base: Respondents who had not traveled to Alaska since visiting TravelAlaska.com. 692 completed surveys.

Reasons for Not Visiting Alaska

The survey probed for respondents' reasons for not visiting Alaska. As seen in Figure 7.4 below, personal financial concerns was the number one reason that website users had not visited Alaska since using TravelAlaska.com (39.2%). Other common reasons include high airfares (23.0%), few vacation days (18.2%) and being too busy at work (15.0%).

Figure 7.4: Which of the following (if any) are reasons you have not visited Alaska since coming to our website? (Select all that apply)



FIGURE 7.4 - Question 5: Which of the following (if any) are reasons you have not visited Alaska since coming to our website? (Select all that apply) Base: Respondents who had not traveled to Alaska since visiting TravelAlaska.com. 692 completed surveys.

Destinations Visited Instead of Alaska

Survey respondents who had not visited Alaska and reported that they visited another destination instead of Alaska were asked to report which destinations they visited. Due to the small sample size for this question, a chart is not available. However, Figure 7.5 presents a list of verbatim responses. Destinations with an asterisk were reported by more than one respondent.

Figure 7.5: Which destination(s) did you visit instead of Alaska?

- Africa
- Arizona*
- Black Hills, South Dakota*
- Branson
- California*
- Canadian Rockies
- Caribbean
- Colorado*
- DisneyWorld
- Egypt
- Florida*
- France*
- Germany*
- Glacier National Park*
- Gulf Shores, Alabama
- Hawaii*
- Idaho
- India*
- Indiana
- Ireland
- Italy
- Kentucky
- Lake Tahoe
- Laos
- Maine*
- Maryland*
- Montana
- New England*
- New York*
- New Zealand*
- Niagara Falls
- North Carolina
- Norway
- Oregon
- Oregon Coast
- San Francisco, California*
- Seattle, Washington
- Tanzania
- Tennessee
- Texas
- Thailand*
- The Bahamas
- Tunisia
- Utah
- Vermont
- West Virginia
- Williamsburg
- Wisconsin*

FIGURE 7.5 - Question 6: Which destination(s) did you visit instead of Alaska? Base: Respondents who visited other destinations instead of Alaska. 89 completed surveys.

Month of Arrival

A trip to Alaska is one that is planned far in advance. Those who had not yet visited Alaska but reported firm plans to visit were asked in which months they intend to visit Alaska. The largest proportion of respondents, 42.0 percent, is planning to travel to Alaska sometime in 2015. In 2013, the months of August (19.6%), September (23.9%) and October (19.6%) have the highest likelihood of visitation.

Figure 7.6: In which month(s) are you planning to visit Alaska? (Select all that apply)

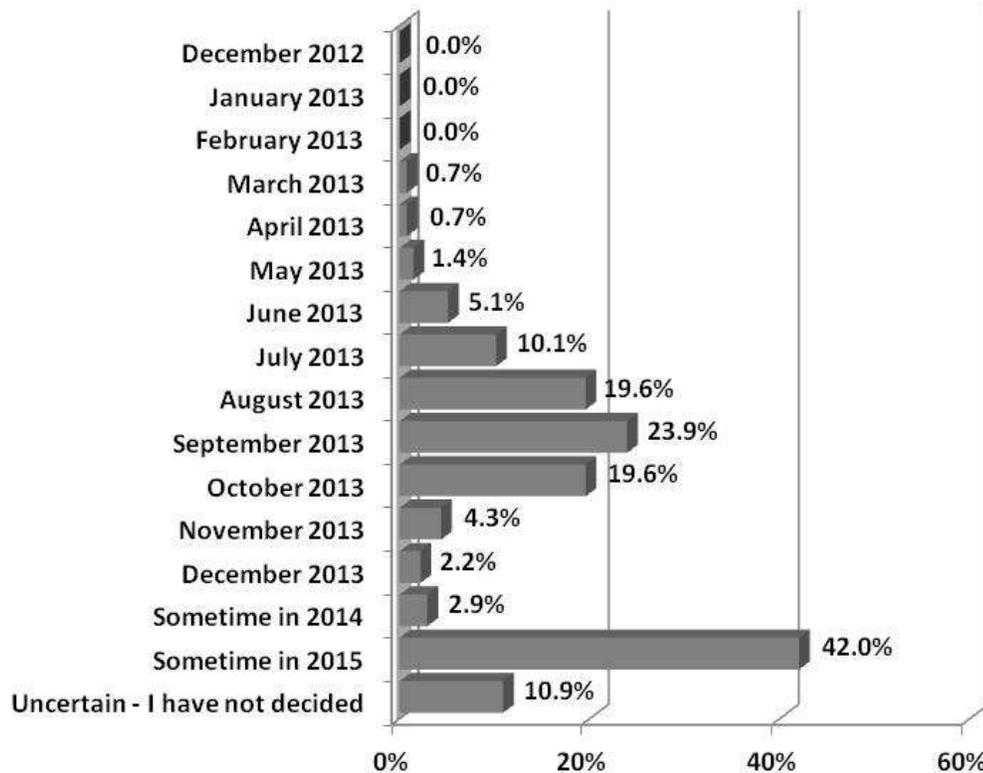


FIGURE 7.6 - Question 7: In which month(s) are you planning to visit Alaska? (Select all that apply) Base: Respondents who had not traveled to Alaska since visiting TravelAlaska.com but have firm plans to visit. 138 completed surveys.

Number of Trips to Alaska

Survey respondents who traveled to Alaska after using TravelAlaska.com were asked how many trips they made to Alaska. The vast majority visited Alaska once after using the website (94.1%). The average website user made 1.1 trips to Alaska.

Figure 7.7: Since visiting our website (TravelAlaska.com), how many trips to Alaska have you made?

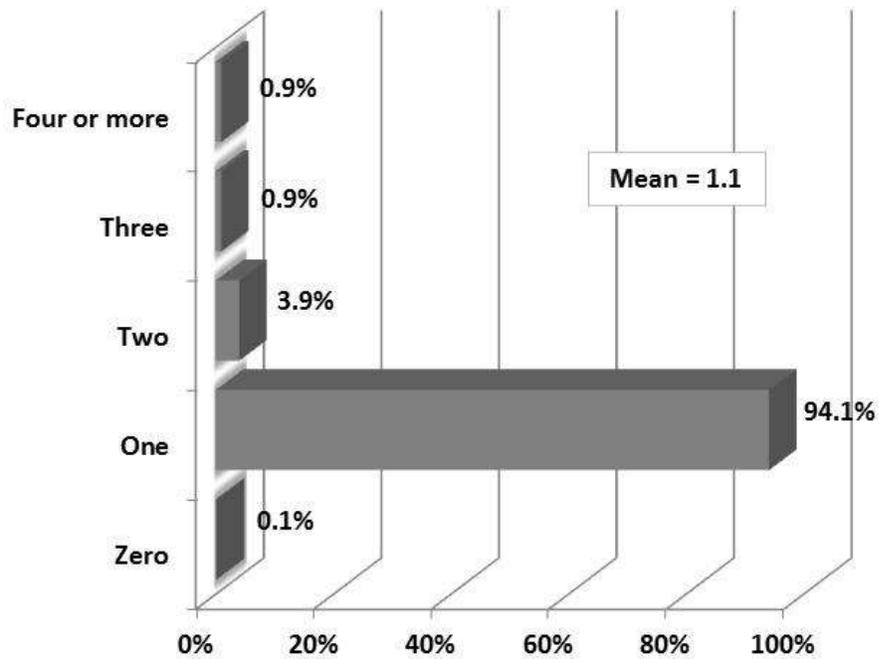


FIGURE 7.7 - Question 8: Since visiting our website (TravelAlaska.com), how many trips to Alaska have you made? Base: Respondents who traveled to Alaska after visiting TravelAlaska.com. 915 completed surveys.

Reason for Alaska Visit

Figure 7.8 (below) shows surveys respondents' reasons for taking their recent trip to Alaska. Nearly all respondents visited Alaska for leisure or personal purposes (96.2%), including 88.5 percent who came for a vacation.

Figure 7.8: Which of the following best describes the reason for your most recent trip to Alaska? (Select one)

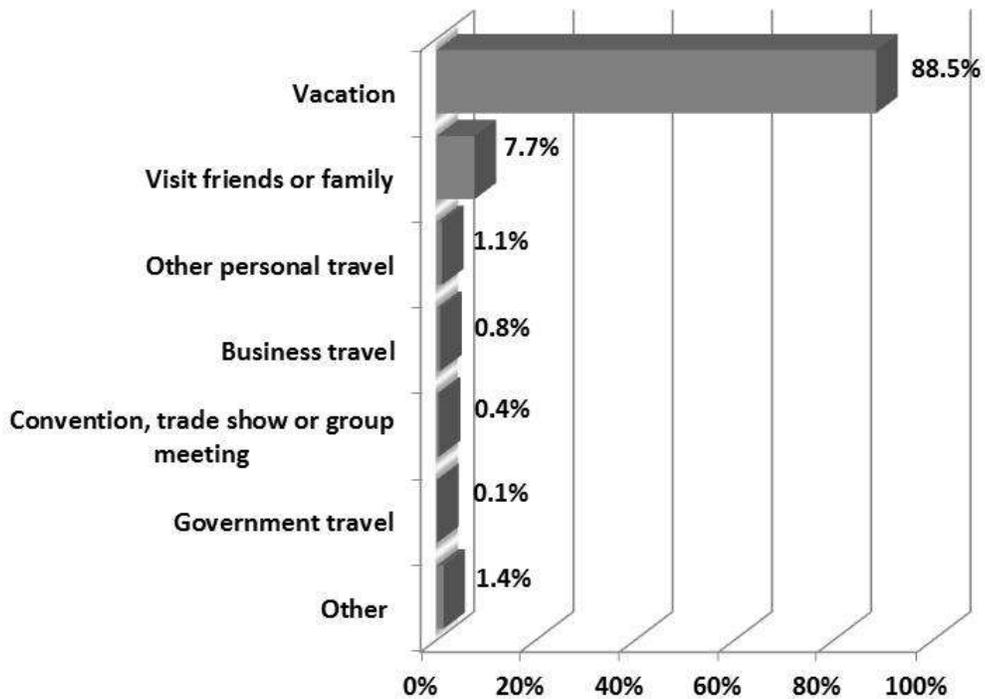


FIGURE 7.8 - Question 9: Which of the following best describes the reason for your most recent trip to Alaska? (Select one) Base: Respondents who traveled to Alaska after visiting TravelAlaska.com. 915 completed surveys.

Place of Stay

The largest proportion of TravelAlaska.com website users who visited Alaska stayed in a commercial lodging property (60.7%). This suggests the website's potential to generate incremental room nights in Alaska. 52.2 percent stayed on a cruise ship or other type of marine vessel. 12.9 percent stayed in a private residence in Alaska. 12.9 percent stayed in a private residence in Alaska. 12.9 percent stayed in a private residence in Alaska.

Figure 7.9: While on this trip, where did you stay while in Alaska? (Please select all that apply)

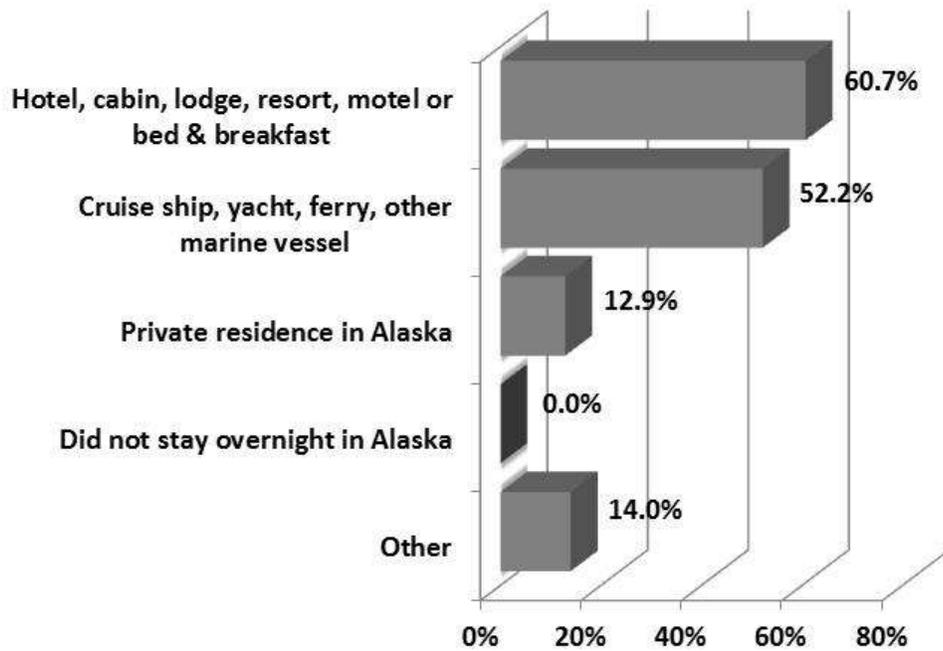


FIGURE 7.9 - Question 10: While on this trip, where did you stay while in Alaska? (Please select all that apply)Base: Respondents who traveled to Alaska after visiting TravelAlaska.com. 914 completed surveys.

Number of Nights in Alaska

A trip to Alaska tends to be several nights long. The largest proportion of survey respondents, 47.6 percent, spent between five and ten nights in Alaska during their trip. On average, those who traveled to Alaska after using the website spent 9.8 nights in Alaska.

Figure 7.10: How many total nights did you spend in Alaska on this trip?

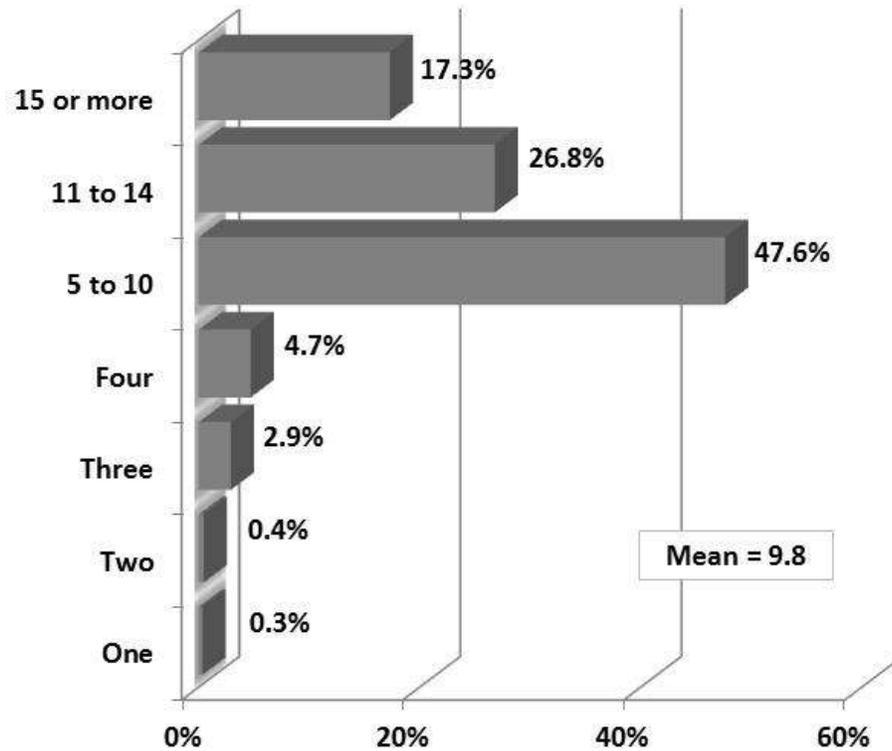


FIGURE 7.10 - Question 11: How many total nights did you spend in Alaska on this trip? Base: Respondents who traveled to Alaska after visiting TravelAlaska.com. 897 completed surveys.

Travel Party Size

The average travel party to Alaska consists of 3.9 persons.

Figure 7.11: How many people were in your travel party?

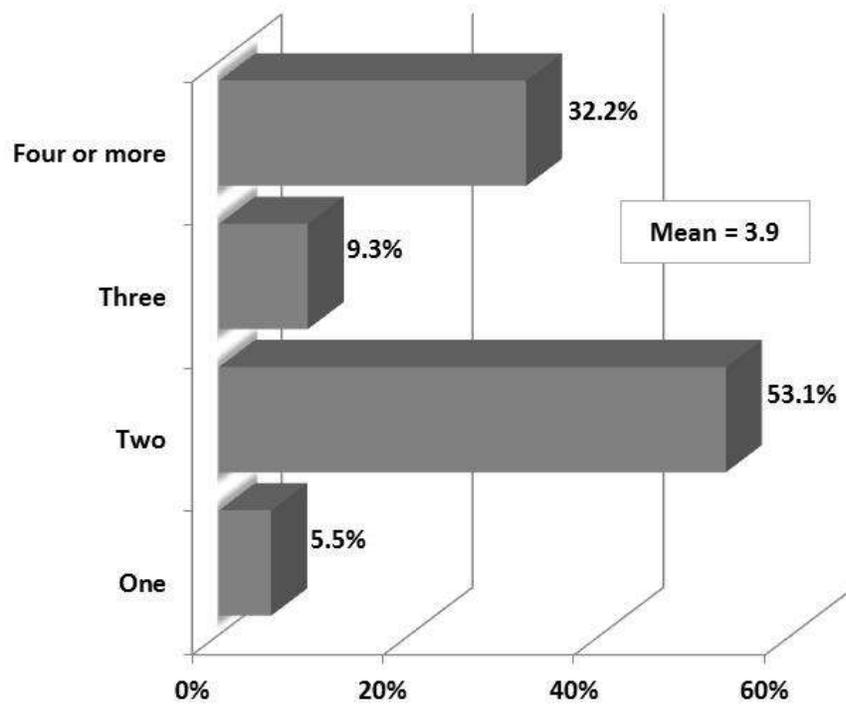


FIGURE 7.11 - Question 12: How many people were in your travel party? Base: Respondents who traveled to Alaska after visiting TravelAlaska.com. 914 completed surveys.

Spending Per Day

Figure 7.12 (below) shows the average distribution of spending in Alaska by TravelAlaska.com users who visited the state. These travelers spent an average of \$349.62 per day in the state. Lodging comprised the largest share of this spending (\$82.83), followed by entertainment and sightseeing (\$82.07) and restaurants and dining (\$77.62).

Figure 7.12: While on this trip, approximately how much IN TOTAL did you spend PER DAY while in Alaska on each of the following? (Please only INCLUDE spending inside Alaska and EXCLUDE any spending made before arriving in the area. NOTE: If you spent any nights on a cruise ship, yacht or other type of ship, please EXCLUDE your spending onboard the ship.)

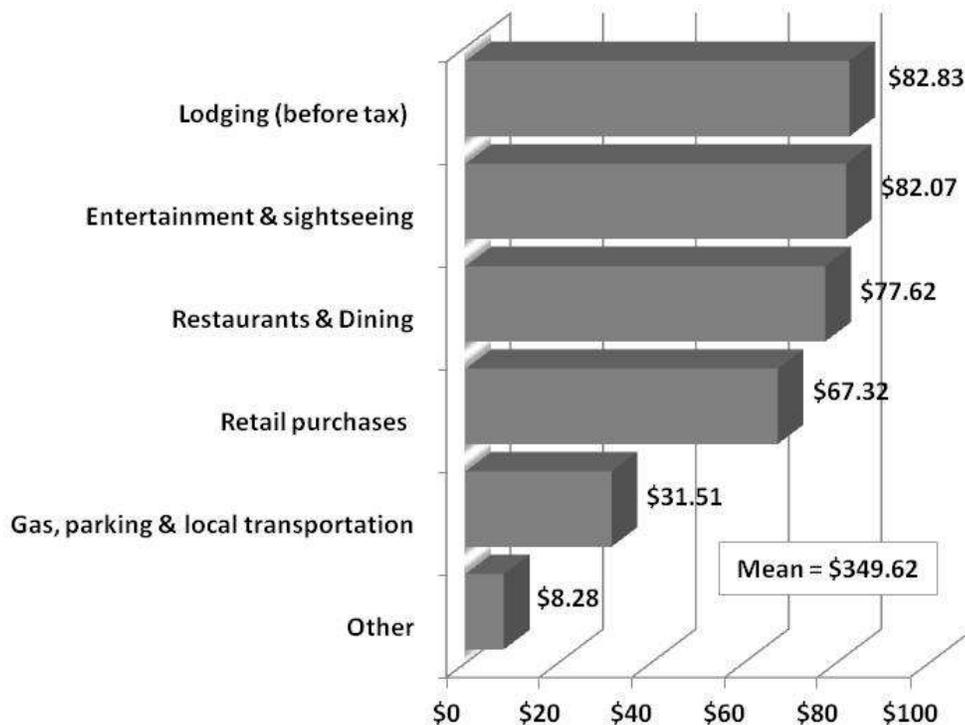


FIGURE 7.12 - Question 13: While on this trip, approximately how much IN TOTAL did you spend PER DAY while in Alaska on each of the following? (Please only INCLUDE spending inside Alaska and EXCLUDE any spending made before arriving in the area. NOTE: If you spent any nights on a cruise ship, yacht or other type of ship, please EXCLUDE your spending onboard the ship.) Base: Respondents who traveled to Alaska after visiting TravelAlaska.com. 877 completed surveys.

Number of Persons Covered by Spending

Survey respondents' reported daily trip spending in Alaska covered the travel costs of 2.4 persons on average.

Figure 7.13: How many people's travel expenses did the spending reported above cover?

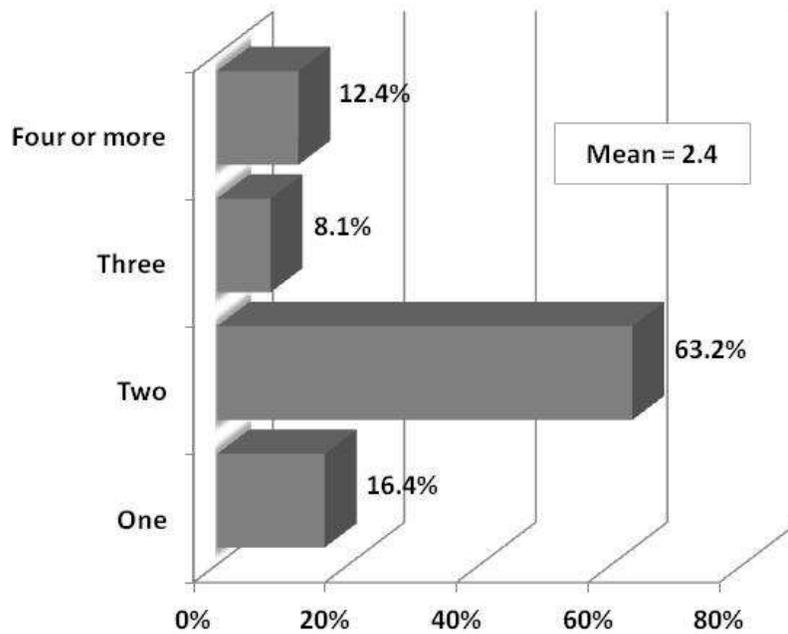


FIGURE 7.13 – Question 14: How many people's travel expenses did the spending reported above cover? Base: Respondents who traveled to Alaska after visiting TravelAlaska.com. 874 completed surveys.

Impact of Website on Destination Decision

TravelAlaska.com persuades its users to visit at an effective rate. Figure 7.14 below shows the proportion of Alaska visitors surveyed who feel that the website helped them make their decision to ultimately visit Alaska. Two-thirds of survey respondents agreed that the website indeed influenced their decision to travel to Alaska (66.3%).

Figure 7.14: Do you feel that our website (TravelAlaska.com) helped you make your decision to visit Alaska?

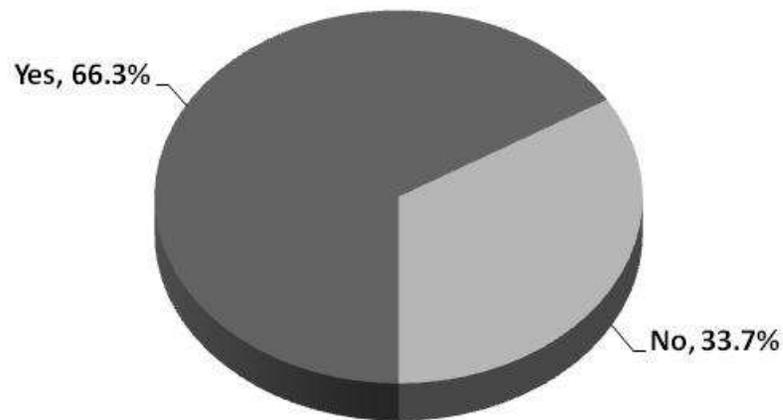


FIGURE 7.14 - Question 15: Do you feel that our website (TravelAlaska.com) helped you make your decision to visit Alaska? Base: Respondents who traveled to Alaska for leisure or personal reasons and had not yet decided to visit Alaska when they used the website. 789 completed surveys.

Importance of Website in Destination Decision

Among those who reported that the website influenced their decision to visit Alaska, approximately half of these visitors reported that the website was “Important” (36.5%) or “Very Important” (14.9%) to this decision (51.4%). This distinction is significant because it identifies those visitors on incremental trips, whose direct spending in Alaska is used in the estimates of the website’s economic impact to the state.

Figure 7.15: How important was our website (TravelAlaska.com) to you in making the decision to visit Alaska? (Select one)

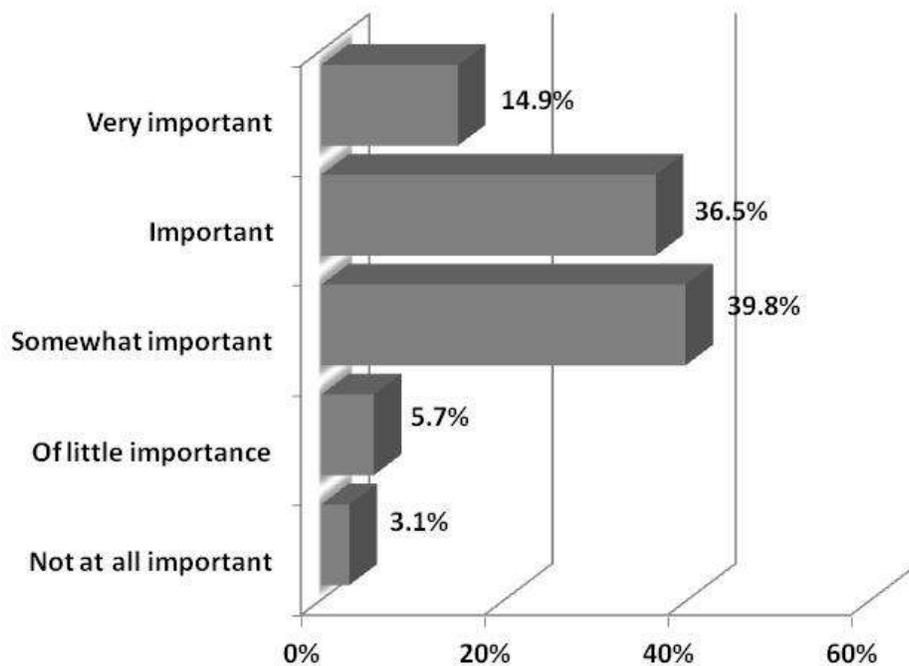


FIGURE 7.15 - Question 16: How important was our website (TravelAlaska.com) to you in making the decision to visit Alaska? (Select one) Base: Respondents who felt the website helped them make the decision to visit Alaska. 523 completed surveys.

Website's Influence on Length of Stay

Those who visited for leisure but who said the website did not help them make their decision to visit, as well as those who visited Alaska for business-related purposes, were asked if the website in any way influenced their intended length of stay in the state. The theory underlying this question set is to help distinguish another type of visitor: those who are influenced by the website's content to increase their length of stay in-market. 18.6 percent considered TravelAlaska.com to have influenced the number of days they ultimately spent in Alaska.

Figure 7.16: Do you think that the information and resources you found on our website (TravelAlaska.com) in any way influenced the number of days you spent in Alaska on this trip?

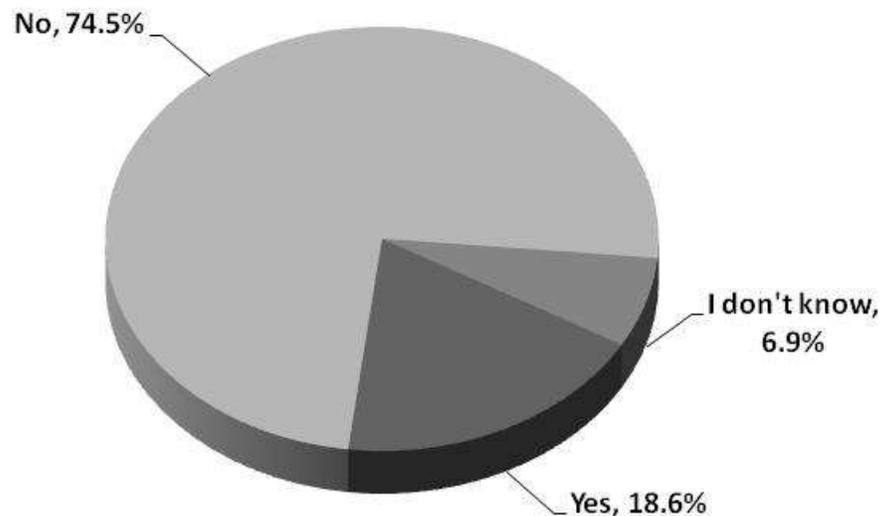


FIGURE 7.16 - Question 17: Do you think that the information and resources you found on our website (TravelAlaska.com) in any way influenced the number of days you spent in Alaska on this trip? Base: Respondents who traveled to Alaska after visiting the website for business/conference purposes or said the website did not influence their decision to visit. 392 completed surveys.

How Website Influenced Length of Stay

The website could theoretically increase or decrease the length of time a visitor spends in Alaska. The survey results suggest that the website is likely to increase a visitor's length of stay. Approximately three out of four respondents (74.3%) reported that TravelAlaska.com increased their length of stay by an average of 3.2 days. This group's economic impact estimates include direct in-market spending only during additional days in Alaska.

Figure 7.17: How did our website (TravelAlaska.com) influence the number of days you spent in Alaska on this trip? How many days did you increase the length of your stay in Alaska as a result of coming to our website?

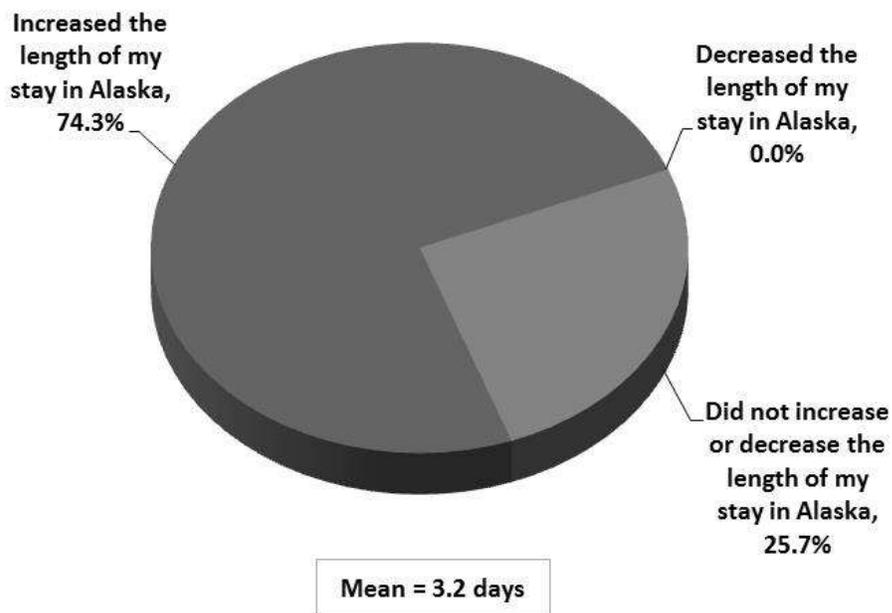


FIGURE 7.17 - Question 18-19: How did our website (TravelAlaska.com) influence the number of days you spent in Alaska on this trip? How many days did you increase the length of your stay in Alaska as a result of coming to our website? Base: Respondents who traveled to Alaska after visiting TravelAlaska.com and said the website influenced the number of days they spent in Alaska. 74 completed surveys.

Number of Website Visits

TravelAlaska.com is a website that is used multiple times to help plan an Alaska trip. Nearly half of those who traveled to Alaska used the website four or more times while planning their trip (46.5%). On average, these visitors used TravelAlaska.com 4.4 times during the travel planning process.

Figure 7.18: While planning your visit to Alaska, how many times did you visit TravelAlaska.com? (Select one)

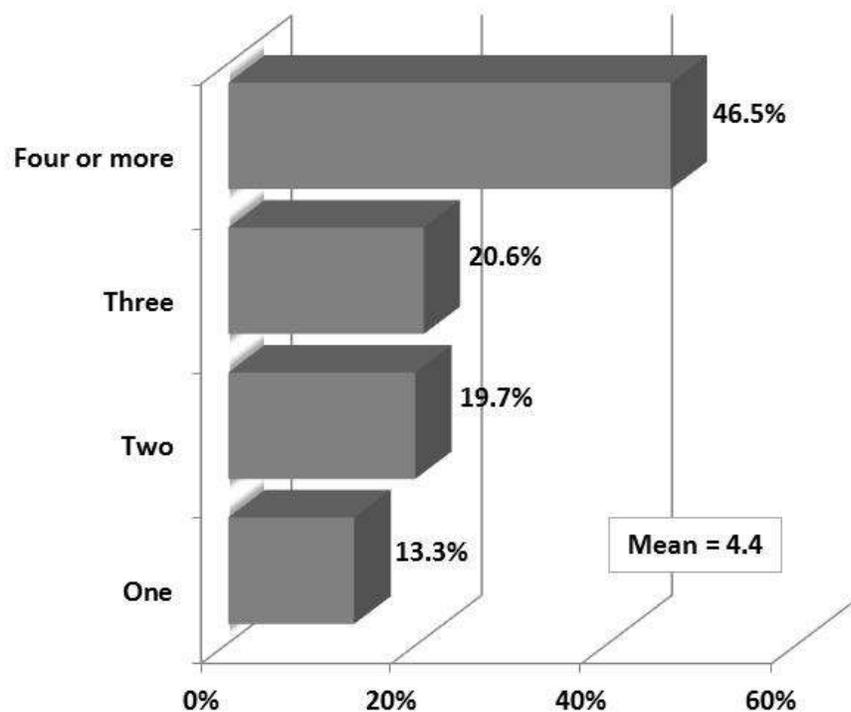


FIGURE 7.18 - Question 21: While planning your visit to Alaska, how many times did you visit TravelAlaska.com? (Select one) Base: Respondents who traveled to Alaska after visiting TravelAlaska.com. 890 completed surveys.

Travel Planning Tasks

Survey respondents were asked about specific travel planning tasks they completed based on information they found on TravelAlaska.com. In line with information accessed during their website visit (Website Visitor Satisfaction Survey, Figure 6.4), respondents used content from the website to select attractions, activities or other things to see and do (67.4%), consult maps (58.1%) and select specific destinations or travel regions to visit during their Alaska trip.

Figure 7.19: Which of these travel planning decisions or tasks did you make or complete based on information found on our website (TravelAlaska.com)? (Select all that apply)

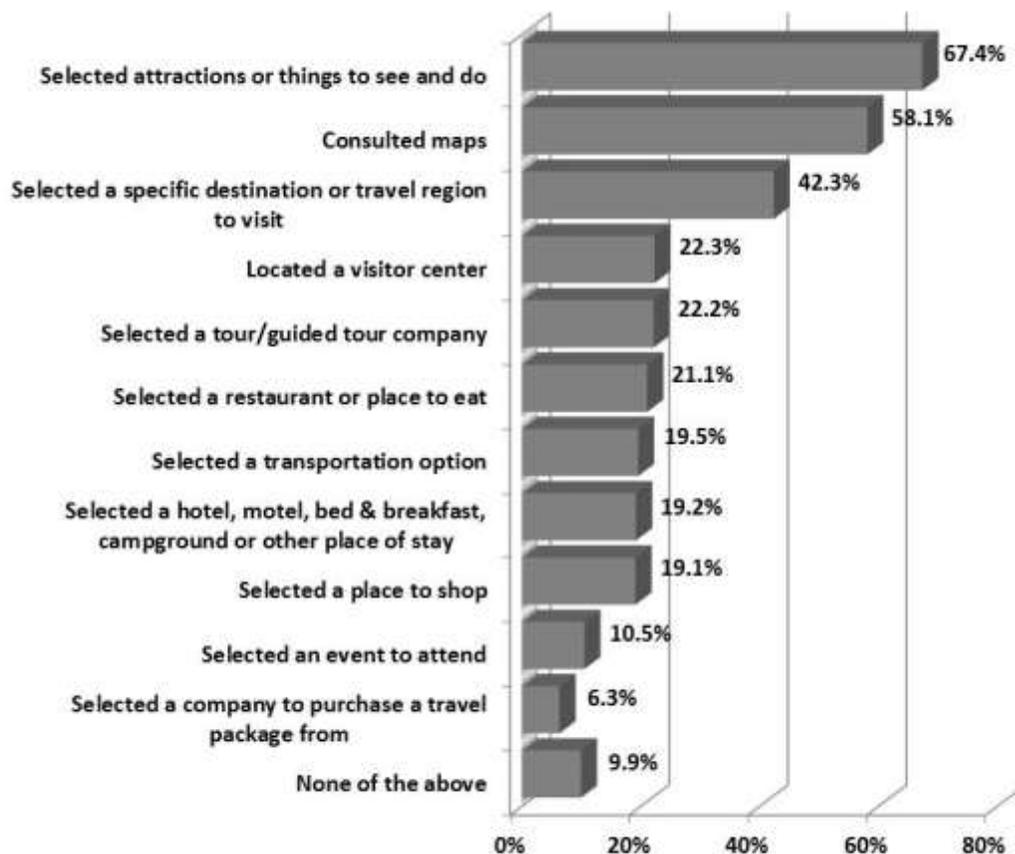


FIGURE 7.19 - Question 22: Which of these travel planning decisions or tasks did you make or complete based on information found on our website (TravelAlaska.com)? (Select all that apply) Base: Respondents who traveled to Alaska after visiting TravelAlaska.com and said the website influenced the number of days they spent in Alaska. 907 completed surveys.

Other Travel Alaska Tasks

Those who traveled to Alaska after using TravelAlaska.com were asked which other State of Alaska tourism marketing assets they accessed in addition to visiting the website. Over one third of these visitors ordered an official Alaska Vacation Guide (36.0%). Nearly as many viewed the digital version of the official Alaska Vacation Guide (29.8%) and/or signed up for the Travel Alaska email newsletter (29.2%) prior to or during their Alaska trip. One in ten visited or liked the Travel Alaska Facebook page.

Figure 7.20: In addition to visiting our website, which of the following, if any, did you do prior to—or during—your trip to Alaska? (Please select all that apply)

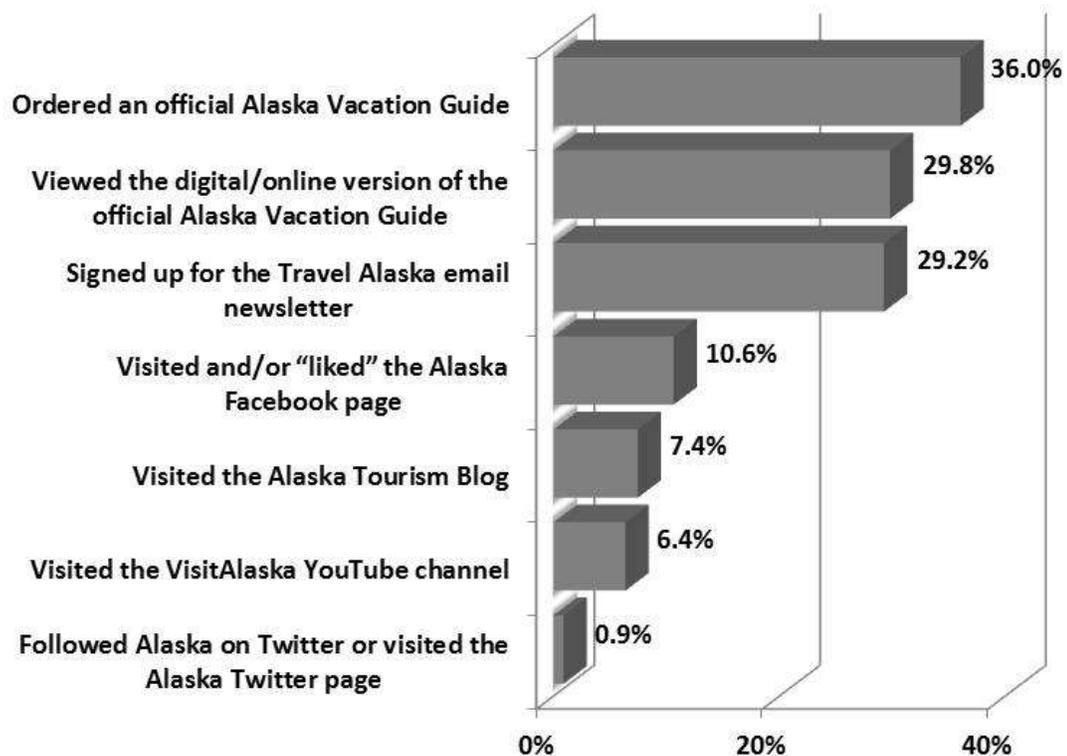


FIGURE 7.20 - Question 23: In addition to visiting our website, which of the following, if any, did you do prior to—or during—your trip to Alaska? (Please select all that apply) Base: Respondents who traveled to Alaska after visiting TravelAlaska.com and said the website influenced the number of days they spent in Alaska. 913 completed surveys.

Age

The final questions asked of respondents to the Website Visitor Follow-Up Survey focused on their demographics. The first of these demographic questions inquired about the survey respondent's age. TravelAlaska.com's users are a mature audience, with approximately 70 percent who are 55 years of age or older (69.4%). The mean age is 59.2 years.

Figure 7.21: Which best describes your age? (Select one)

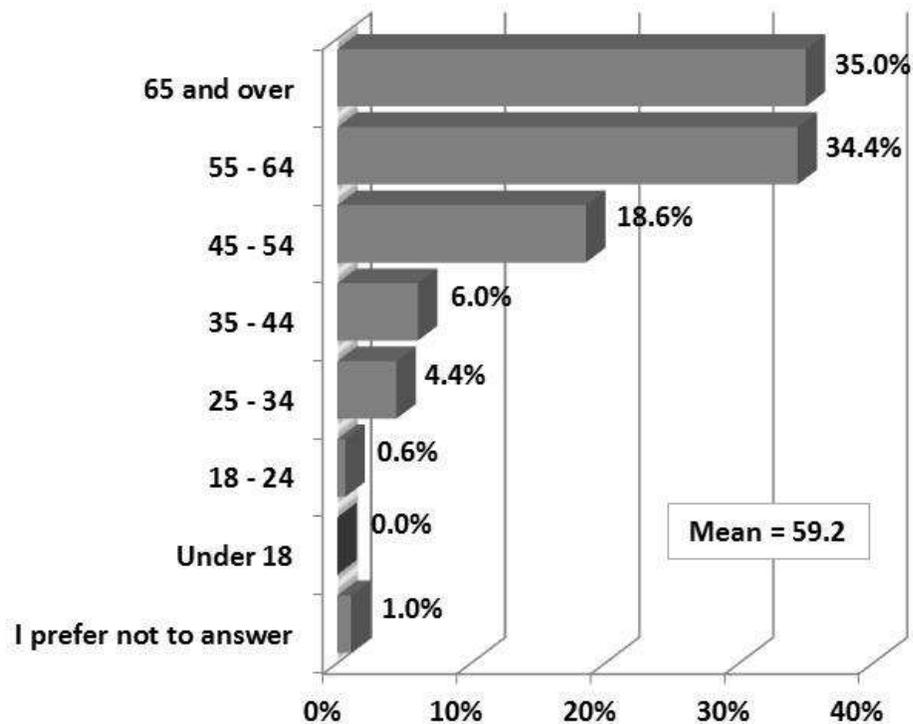


FIGURE 7.21 - Question 24: Which best describes your age? (Select one) Base: All respondents. 1,627 completed surveys.

Employment

Over half of website users are employed in some capacity, either full-time (38.7%), part-time (7.7%) or self-employed (9.2%). Given website users' mature age, 42.7 percent are retired or not currently employed.

Figure 7.21: Which best describes your current employment status? (Select one)

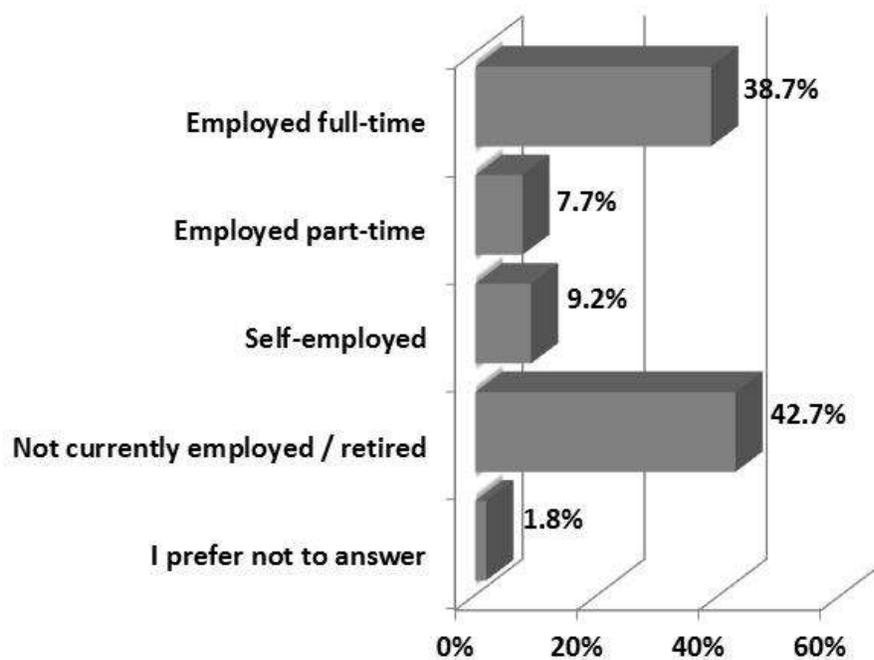


FIGURE 7.21 - Question 25: Which best describes your current employment status? (Select one) Base: All respondents. 1,627 completed surveys.

Education

TravelAlaska.com website users are an educated group. Two-thirds hold at least a bachelor's degree (65.4%), including 31.9 percent who have a graduate degree.

Figure 7.22: What is your highest level of formal education? (Select one)

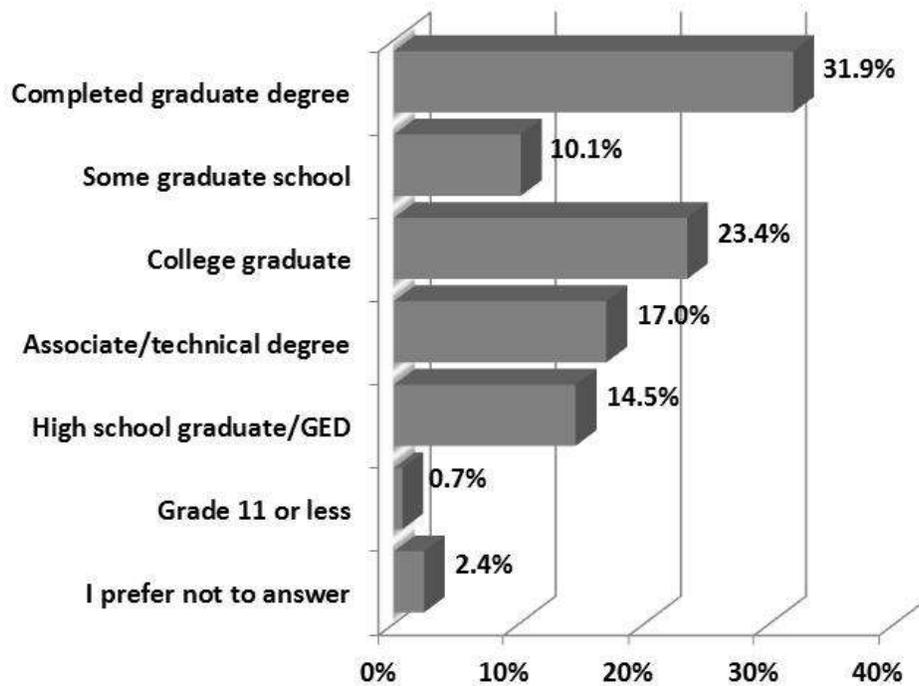


FIGURE 7.22 - Question 26: What is your highest level of formal education? (Select one) Base: All respondents. 1,627 completed surveys.

Household Income

The average annual household income reported by survey respondents is \$94,241.

Figure 7.23: Which of the following best describes the combined annual income of all members of your household? (Select one)

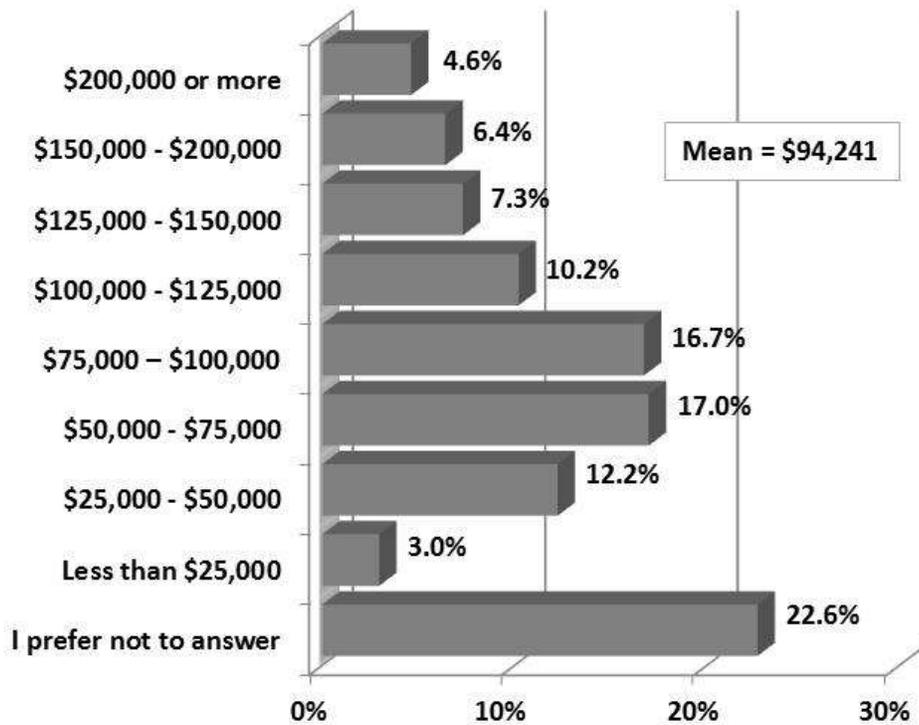


FIGURE 7.23 - Question 27: Which of the following best describes the combined annual income of all members of your household? (Select one) Base: All respondents. 1,627 completed surveys.

Ethnicity

Figure 7.24 (below) shows the responses given by survey respondents when asked to identify their ethnic background. Nine in ten identify as Caucasian (89.6%). The next largest group represented is Asian, Pacific Islander (3.2%), followed by Latino/Hispanic (2.8%).

Figure 7.24: Which best describes your ethnicity? (Select one)

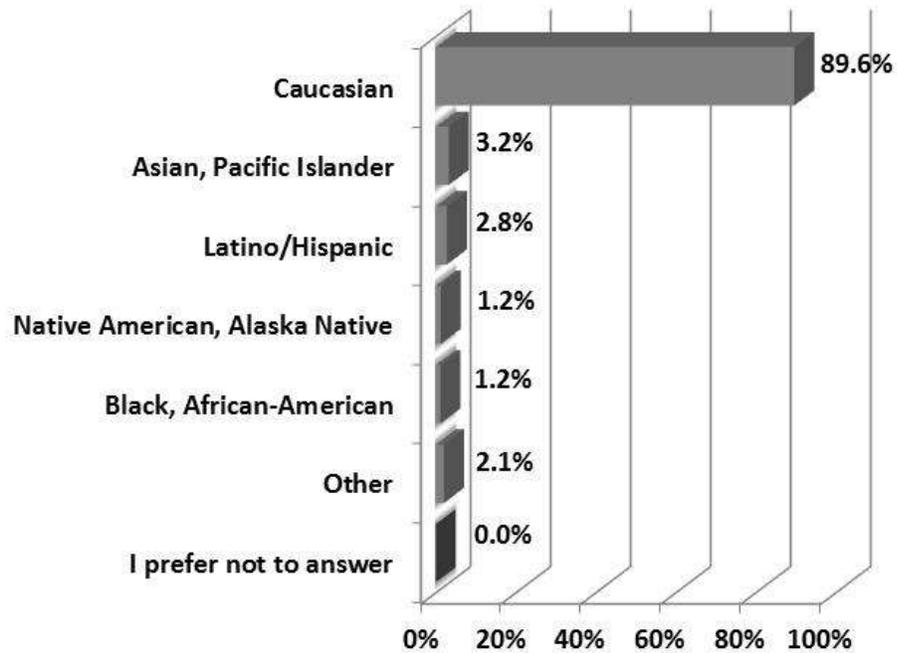


FIGURE 7.24 - Question 28: Which best describes your ethnicity? (Select one) Base: All respondents. 1,560 completed surveys.

Marital Status

The majority of website users is married or partnered (77.9%). Figure 7.25 (below) shows that 69.4 percent of survey respondents are married or partnered, with an additional 8.5 percent who are married or partnered with children under the age of 18. Only 16.9 percent is single. Overall, just 9.2 percent of website users have children under the age of 18.

Figure 7.25: Which of the following best describes your current marital status? (Select one)

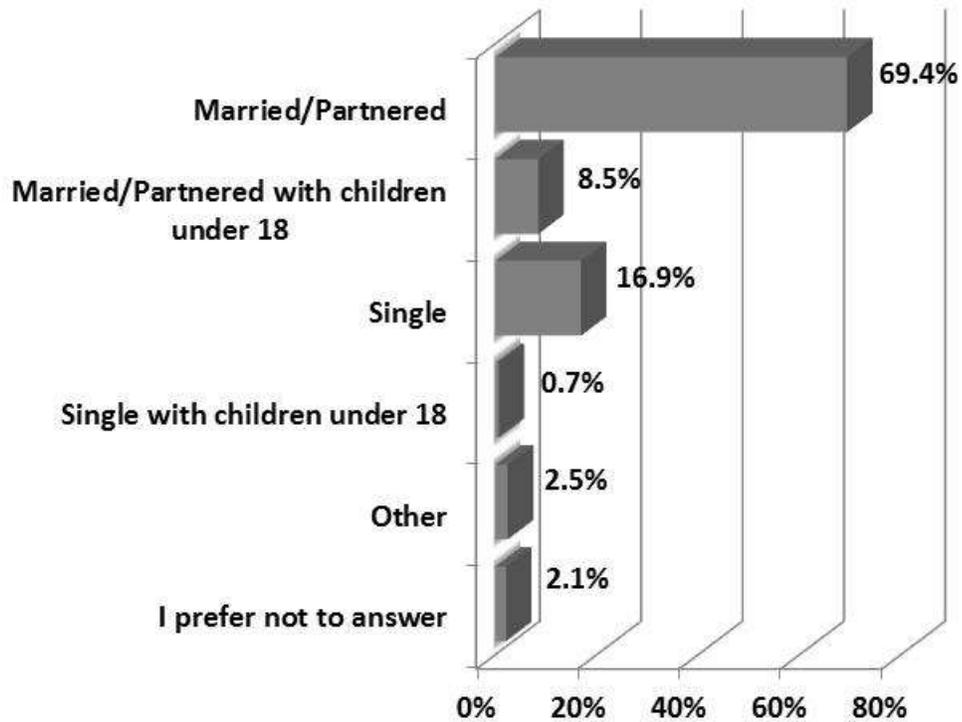


FIGURE 7.25 - Question 29: Which of the following best describes your current marital status? (Select one) Base: All respondents. 1,627 completed surveys.

Gender

The survey sample is evenly split by gender, with men comprising 49.9 percent of the survey sample and women comprising 48.9 percent.

Figure 7.26: What is your gender? (Select one)

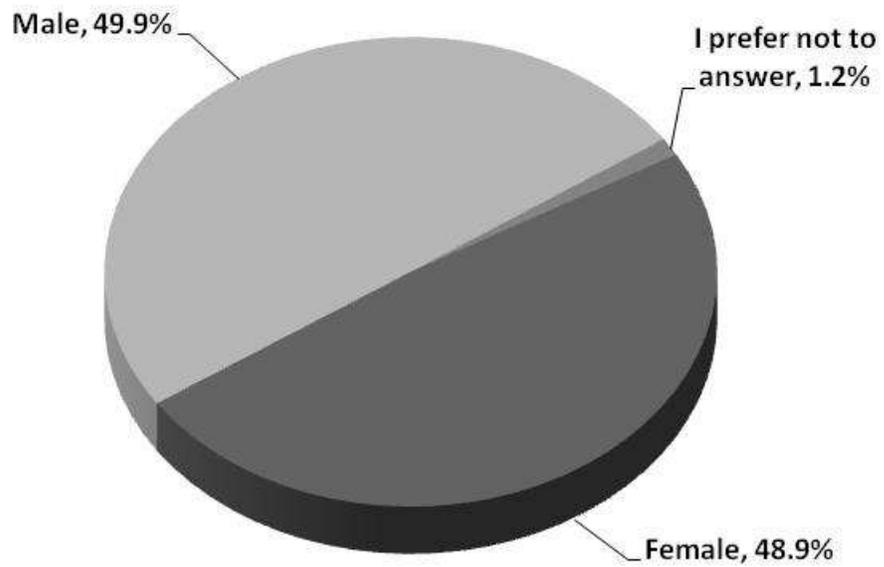


FIGURE 7.26 - Question 30: What is your gender? (Select one) Base: All respondents. 1,627 completed surveys.

Index I: Website Visitor Intercept Survey Questionnaire

TravelAlaska.com Visitor Survey

Thank you so much for answering these few, brief questions. Please complete the questions below and then click the "Next Page" button to continue. All completed surveys will be entered in our sweepstakes to win a \$500 Visa gift card or one of ten \$25 Amazon.com gift cards.

1. Do you currently live in Alaska?

- Yes
- No

2. How did you learn about this website (TravelAlaska.com)?

- Search engine result (Google, Bing, Yahoo!, etc)
- Facebook
- Twitter
- Link from other website
- Advertisement on other website
- E-mail newsletter or other email promotion
- Newspaper or magazine (print)
- Television advertisement
- Travel agent
- Cruise or tour company catalog
- Travel guidebook, visitor guide or vacation planner
- Postcard or other direct mail piece
- Friend, family member, or other associate
- I've been to this website before/Bookmark in my browser
- Other (please specify) _____

3. Which of the following best describes you? (Please only select those that apply)

- I'm researching or gathering information for a trip to Alaska I'm taking or considering taking
- I live in Alaska and I'm researching options or activities for myself or visiting friends or family
- I'm a meeting, event or wedding planner visiting this website for business reasons
- I'm a travel agent or tour operator visiting this website for business reasons
- I'm a journalist or writer visiting this site for business reasons
- I'm a student/educator doing research for a school project
- I'm visiting this website for market research or statistical information
- I'm moving to Alaska in the next 12 months
- I'm a member of an Alaska tourism organization (Convention & Visitors Bureau, Chamber of Commerce, or other tourism trade association)
- NONE OF THE ABOVE

4. Are you visiting this website specifically to do the following? (Select one)

- Enter a sweepstakes
- Collect MyPoints rewards
- Collect Alaska Airlines miles
- Other (please specify) _____

5. Which best describes where you are in the trip planning process? (Select one)

- I have already decided to visit Alaska
- I am interested in visiting Alaska but haven't made travel plans yet
- I am just considering destinations for a trip
- I am not planning any travel to Alaska right now

I am currently in Alaska

6. In what month are you likely to arrive in Alaska? (Select all that apply)

- December 2012
- January 2013
- February 2013
- March 2013
- April 2013
- May 2013
- June 2013
- July 2013
- August 2013
- September 2013
- October 2013
- November 2013
- December 2013
- Sometime in 2014
- Sometime in 2015
- Uncertain - I have not decided

7. Which types of information were you SPECIFICALLY LOOKING FOR when you arrived at this website? (Please select only those items that you had in mind before coming to this website.)

- General information on things to do in Alaska
- Hotels and places to stay

- Travel packages
- A calendar of festivals and events in Alaska
- Parks and public lands
- Outdoor recreation information (hiking, fishing, kayaking, etc.)
- Maps
- Transportation options within Alaska
- Cities and towns in Alaska
- Sample trips and/or itineraries
- Special offers/Coupons
- A way to order an official Alaska Vacation Guide
- A way to sign up for informational emails
- Alaska travel tips
- Tours

8. May we email you a very brief survey in a few months to ask about your travel experiences?

- Yes
- No

9. If YES (above), please enter your email address below. Please note that this will only be used for the purposes of sending you one follow-up survey about your travel experiences.

10. To be entered in our sweepstakes, please complete the information below. (We value your privacy. The information you provide will be used strictly for prize fulfillment and not for any other purpose)

First name: _____

Last name: _____

Zip/postal code: _____

Email address: _____

We have just a few final questions. Please click the “Submit Survey” button below to answer these last questions. You must complete the final questions to be entered in the sweepstakes.

Index II: Website Visitor Satisfaction Survey Questionnaire

TravelAlaska.com Visitor Survey - Final Questions

Thanks again for your help. Would you please answer these final questions to tell us how you used our website AFTER finishing your visit? You can minimize this window until you are done using our website, and then return to answer these last questions.

Again, please answer these questions at the end of your visit to our website.

1. Have you completely finished this visit to our website?

- Yes—Please answer the final questions below
- No—Please finish using the website and come back and answer these questions when you are done

2. Which best describes your overall satisfaction with your experience on our website (TravelAlaska.com)?

- Very satisfied
- Satisfied
- Neutral, neither satisfied nor unsatisfied
- Unsatisfied
- Very unsatisfied

3. Which of the following statements do you agree or strongly agree with? (Please only select those with which you agree or strongly agree.)

- I would recommend this website to others planning an Alaska trip
- I will revisit this website again for planning an Alaska trip
- It is easy to find the information I want on this website
- This website offers comprehensive travel information about Alaska
- This website is visually appealing
- The information on the website is current and up-to-date
- The website increased my enthusiasm to visit Alaska

4. Which types of information did you access on this visit to our website? (Please select only those items that you actually used on this website.)

- Maps and Places to Go (Regions, Cities, Parks, etc.)
- Things to Do (Adventure, Backcountry, Arts, Day Cruises, etc.)
- Places to Stay (Hotels, Cabins, etc.)
- Getting To and Around (Travel to Alaska, Travel within Alaska, etc.)
- Package Tours (Cruises, Land Tours, etc.)
- Planning Help (Travel Tips, Planning Resources, etc.)
- Special Offers
- Sample Trips
- TravelAlaska app
- Social Media Pages/Accounts/Channels

5. Did you do any of the following on this visit to our website? (Please only select those which you have ALREADY completed)?

- Request an official Alaska Vacation Guide
- Use the “My Alaska” tool—Save items of interest to an itinerary
- Click on a link to the website of a tour operator, lodging, city/town or other company
- Click on a banner advertisement
- Visit us on Facebook, Twitter or YouTube
- View the online version of the official Alaska Vacation Guide
- Watch video content
- Sign up for our email newsletter

6. How many times have you visited Alaska?

- Never
- Once
- Twice

Three or more times

7. Have you visited this website (TravelAlaska.com) before?

Yes

No

I don't know

8. Which of the following Alaska travel experiences are you most interested in? (Select all that apply)

Cruise (large ship)

Cruise (small or chartered)

Other guided group tour

A self drive or railroad vacation (including RVing) that I planned on my own

A combination of a cruise and/or guided group tour and days that I planned on my own

Thanks for your help with this survey. Please click the “Submit Survey” button below to send your responses. We will notify you if you are a winner in our sweepstakes.

Section

10

Index III: Website Visitor Follow-Up Survey Questionnaire

TravelAlaska.com Website Visitor Follow-Up Survey

Thanks so much for your help. Please complete the questions below and then click the "Next Page" button to continue.

All completed surveys will be entered in our sweepstakes to win a \$500 Visa gift card or one of ten \$25 Amazon.com gift cards.

1. For survey tracking purposes, please enter the e-mail address where you received this survey invitation:

2. Do you currently live in Alaska?

Yes

No

3. Since visiting our website (TravelAlaska.com), have you visited Alaska?

Yes

No

4. Have you made any firm future travel plans for a trip to visit Alaska yet?

Yes

No

**5. Which of the following (if any) are reasons you have not visited Alaska since coming to our website?
(Select all that apply)**

Personal financial concerns

Gasoline prices

Airfares were too high

- Hotel rates were too high
- Decided to visit other destination(s) instead of Alaska
- I was too busy at work
- Too little vacation time
- Safety concerns
- Child or parental care responsibilities
- Weather
- Did not have travel companion
- Lack of availability (at hotels, events, golf courses, etc.)
- Event cancellation
- Illness
- Alaska did not fit the travel experience I was seeking
- NONE OF THE ABOVE

6. Which destination(s) did you visit instead of Alaska?

7. In which month(s) are you planning to visit Alaska? (Select all that apply)

- December 2012
- January 2013
- February 2013

- March 2013
- April 2013
- May 2013
- June 2013
- July 2013
- August 2013
- September 2013
- October 2013
- November 2013
- December 2013
- Sometime in 2014
- Sometime in 2015
- Uncertain - I have not decided

8. Since visiting our website (TravelAlaska.com), how many trips to Alaska have you made?

_____ Trip(s)

Please tell us about the trip to Alaska you took after visiting our website. If you took more than one trip since visiting our website, please consider your most recent trip in your responses.

9. Which of the following best describes the reason for your most recent trip to Alaska? (Select one)

- Vacation
- Visit friends or family
- Other personal travel

- Convention, trade show or group meeting
- Business travel
- Government travel
- Other (please specify) _____

10. While on this trip, where did you stay while in Alaska? (Please select all that apply)

- Hotel, cabin, lodge, resort, motel or bed & breakfast
- Cruise ship, yacht, ferry, other marine vessel
- Private residence in Alaska
- Other
- Did not stay overnight in Alaska

11. How many total nights did you spend in Alaska on this trip?

_____ Nights

12. How many people were in your travel party?

13. While on this trip, approximately how much IN TOTAL did you spend PER DAY while in Alaska on each of the following? (Please only INCLUDE spending inside Alaska and EXCLUDE any spending made before arriving in the area. NOTE: If you spent any nights on a cruise ship, yacht or other type of ship, please EXCLUDE your spending onboard the ship.)

Lodging (before tax) _____

Restaurants & Dining _____

Retail purchases _____

Entertainment, sightours & sightseeing _____

Gas, parking & local transportation _____

Other _____

14. How many people's travel expenses did the spending reported above cover?

_____ Number of travelers covered by my expenditures

15. Do you feel that our website (TravelAlaska.com) helped you make your decision to visit Alaska?

- Yes
- No
- I don't know

**16. How important was our website (TravelAlaska.com) to you in making the decision to visit Alaska?
(Select one)**

- Very important
- Important
- Somewhat important
- Of little importance
- Not at all important

17. Do you think that the information and resources you found on our website (TravelAlaska.com) in any way influenced the number of days you spent in Alaska on this trip?

- Yes
- No

I don't know

18. How did our website (TravelAlaska.com) influence the number of days you spent in Alaska on this trip?

Increased the length of my stay in Alaska

Decreased the length of my stay in Alaska

Did not increase or decrease the length of my stay in Alaska

19. How many days did you increase the length of your stay in Alaska as a result of coming to our website?

_____ Additional days in Alaska

20. How many days did you decrease the length of your stay in Alaska as a result of coming to our website?

_____ Less days in Alaska

21. While planning your visit to Alaska, how many times did you visit TravelAlaska.com? (Select one)

1

2

3

4

5

6

7

8

9

- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28
- 29
- 30
- More than 30
- Uncertain

22. Which of these travel planning decisions or tasks did you make or complete based on information found on our website (TravelAlaska.com)? (Select all that apply)

- Selected a hotel, motel, bed & breakfast, campground or other place of stay
- Selected a specific destination or travel region to visit
- Selected a transportation option
- Selected a restaurant or place to eat
- Selected attractions or things to see and do
- Selected a tour/guided tour company
- Selected a company to purchase a travel package from
- Selected a place to shop
- Selected an event to attend
- Consulted map(s)
- Located a visitor center
- NONE OF THE ABOVE

23. In addition to visiting our website, which of the following, if any, did you do prior to—or during—your trip to Alaska? (Please select all that apply)

- Visited and/or “liked” the Alaska Facebook page (Facebook.com/AlaskaTravelNews)
- Followed Alaska on Twitter or visited the Alaska Twitter page (Twitter.com/AlaskaTravelNews)
- Visited the VisitAlaska YouTube channel (YouTube.com/AlaskaTIA)
- Signed up for the Travel Alaska email newsletter
- Ordered an official official Alaska Vacation Guide
- Viewed the digital/online version of the official official Alaska Vacation Guide
- Visited the Alaska Tourism Blog

The following questions will be used only to develop group profiles of those who visit Alaska.

PLEASE NOTE: All information collected in this survey will be held in the strictest confidence. It will never be shared with other parties or used for purposes other than this survey.

24. Which best describes your age? (Select one)

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 and over
- I prefer not to answer

25. Which best describes your current employment status? (Select one)

- Employed full-time
- Employed part-time
- Self-employed
- Not currently employed / retired
- I prefer not to answer

26. What is your highest level of formal education? (Select one)

- Grade 11 or less
- High school graduate/GED

- Associate/technical degree
- College graduate
- Some graduate school
- Completed graduate degree
- I prefer not to answer

27. Which of the following best describes the combined annual income of all members of your household? (Select one)

- Less than \$25,000
- \$25,000 - \$50,000
- \$50,000 - \$75,000
- \$75,000 – \$100,000
- \$100,000 - \$125,000
- \$125,000 - \$150,000
- \$150,000 - \$200,000
- \$200,000 or more
- I prefer not to answer

28. Which best describes your ethnicity? (Select one)

- Caucasian
- Black, African-American
- Asian, Pacific Islander
- Latino/Hispanic
- Native American, Alaska Native

- Other
- I prefer not to answer

29. Which of the following best describes your current marital status? (Select one)

- Single
- Single with children under 18
- Married/Partnered
- Married/Partnered with children under 18
- Other
- I prefer not to answer

30. What is your gender? (Select one)

- Female
- Male
- I prefer not to answer

31. Thanks for your help with this survey. Please complete the information below to be entered into our survey prize sweepstakes. Please note: This information will be used for prize notification only and not for any other purpose.

Full Name: _____

City: _____

State/province: _____

Address: _____

Zip/postal code: _____

E-mail address: _____

Telephone (optional): _____

Thanks so much for your help! Please click the “Submit Survey” button below to send your responses.