

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**

## **Executive Summary**

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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 2012 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
- RV Book and Directory
- Cabela's RV
- Target Source
- Smithsonian
- Prospectiv-r
- 2<sup>nd</sup> Year Converters

The second-year conversion of 2011 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 2012 analysis (e.g. matrix, associated graphs/charts) since they are not a component of the measurement of the effectiveness of the 2012 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);
- To 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 5.7 percent, the same as 2011.

**Conversion Rate of Recipients Who Drove Through Canada into Alaska  
2008-2012**

Year	2008	2009	2010	2011	2012
Conversion Rate	8.0%	8.0%	6.7%	5.7%	<b>5.7%</b>

- Recipients who visited Alaska (all modes of travel) converted at a rate of 12.0 percent, Alberta (all modes of travel) 6.7 percent, British Columbia (all modes of travel) 10.8 percent and Yukon (all modes of travel) 5.8 percent.
- Those who visited Alaska and/or any Canadian province converted at a rate of 17.3 percent.

**Conversion Rates by Source and by Jurisdiction  
2012**

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=71</i>	<i>N=154</i>	<i>N=89</i>	<i>N=153</i>	<i>N=77</i>	<i>N=244</i>
All Other Sources	14.9%	25.3%	16.7%	22.6%	16.7%	33.1%
All Other Direct Responses	3.3	9.7	4.3	8.0	2.7	14.3
Cabela's RV	1.20	6.4	2.8	5.6	1.2	12.0
Target Source	2.0	6.3	3.0	6.0	3.3	11.0
Smithsonian	0.5	4.0	2.5	9.5	1.5	11.9
RV Book and Directory	7.5	9.7	.7	10.4	6.0	14.2
Prospectiv-r	0.7	0.7	0.7	2.9	0.0	4.3
<b>Total</b>	<b>5.7</b>	<b>12.0</b>	<b>6.7</b>	<b>10.8</b>	<b>5.8</b>	<b>17.3</b>

### ***Conversion Rates by Travel Intent at Time Received North to Alaska***

- One in three (30 percent) recipients had already decided to go to Alaska and Canada at the time they received the travel guide (up from 2011, 25 percent). Another one in four (23 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 2011 (20 percent).
- One in six had already been to Canada and were planning to go again (16 percent, up from 13 percent in 2011). One in seven (14 percent) just wanted to see the literature and had no travel plans (less than 2011, 16 percent). One in seven (14 percent) were trying to decide where to go on vacation (up from 9 percent in 2011). One in ten had already been to Canada and/or Alaska and just wanted to see the literature (10 percent, down from 13 percent in 2011).
- Less than one in ten recipients don't recall receiving the literature (5 percent, down from 6 percent in 2011), had already decided to go to Alaska but not Canada (6 percent, up from 4 percent in 2011), or had already decided to go to Canada but not Alaska (2 percent).

#### **Travel Intent of All Inquirers 2008-2012**

<b>Travel Intent</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Already decided to go to Alaska and Canada	19%	21%	25%	25%	<b>30%</b>
Already been to Alaska and were planning to go again	27	20	22	20	<b>23</b>
Already been to Canada and were planning to go again	10	14	14	13	<b>16</b>
Just wanted to see the literature and had no travel plans	15	13	16	16	<b>14</b>
Trying to decide where to go on vacation	12	12	12	9	<b>14</b>
Already been to Canada and/or Alaska and just wanted to see the literature	6	7	10	13	<b>10</b>
Don't recall receiving the vacation literature	9	7	5	6	<b>5</b>
Already decided to go to Alaska but not Canada	NA	NA	3	4	<b>6</b>
Already decided to go to Canada but not Alaska	NA	1	2	2	<b>2</b>

### ***Response Rates***

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

- The response rate for the 2012 program was 11.23 percent, up from 2011 (10.83 percent).

#### **Travel Guide Response Rate 2007-2012**

<b>Year</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Response Rate	17.46%	15.51%	17.63%	16.52%	10.83%	<b>11.23%</b>

### Cost per Inquiry

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

- The overall cost per inquiry in 2012 was \$4.92, higher than 2011 (\$4.25).

#### Cost per Inquiry 2007-2012

Year	2007	2008	2009	2010	2011	2012
Inquiry Cost	\$3.69	\$4.39	\$4.33	\$3.85	\$4.25	<b>\$4.92</b>

### Number of Visitor Parties Generated by Sources Tested

- In 2012, a total of 4,305 visitor parties who drove through Canada into Alaska were generated by all sources tested, lower than 2011 with 4,574.
- A total of 9,119 visitor parties visited Alaska (all modes of transportation), 5,089 visited Alberta (all modes), 8,165 visited British Columbia (all modes) and 4,407 visited Yukon (all modes). A total of 13,160 visitor parties visited Alaska and/or a Canadian province.

#### Number of Parties Generated by Jurisdiction 2007-2012

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
<b>2012</b>	<b>4,305</b>	<b>9,119</b>	<b>5,089</b>	<b>8,165</b>	<b>4,407</b>	<b>13,160</b>
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	—	—	—	—	—
2007	5,093	—	—	—	—	—

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 \$86.78, an increase from 2011 (\$75.25).
- The cost per conversion (per party) for those who visited Alaska (all modes) was \$40.97, up from \$34.88 in 2011, Alberta (all modes) \$73.41 up from \$62.36 in 2011, British Columbia (all modes) \$45.76 up from \$37.73, and Yukon (all modes) \$84.77 up from \$63.30 in 2011.
- The cost per conversion (per party) for those who visited Alaska and/or a Canadian province was \$28.39, up from \$23.85 in 2011.

**Cost per Conversion per Party by Jurisdiction  
2007-2012**

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
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	—	—	—	—	—
2007	65.49	—	—	—	—	—

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 in 2012 was 2.3 people per party, slightly higher than in 2011.

**Average Party Size  
2007-2012**

Year	2007	2008	2009	2010	2011	2012
Party Size	2.3	2.3	2.3	2.3	2.1	2.3

- The number of people generated by all sources who drove through Canada and into Alaska was 10,052, an increase from 9,473 in 2011.

**Number of People Generated by All Sources  
2007-2012**

Year	Number of People Who Drove though Canada into Alaska
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 \$37.17, up significantly from \$36.34 in 2011.

**Per Person Cost per Conversion, All Sources  
2007-2012**

Year	2007	2008	2009	2010	2011	2012
Cost per Conversion	\$28.76	\$23.60	\$23.51	\$24.58	\$36.34	<b>37.17</b>

**Trip Expenditures**

- The average 2012 trip expenditure per party was \$7,105 for all the sources tested, up slightly from \$6,749 in 2011.
- In 2012, total per person expenditure was \$3,043, down from \$3,259 in 2011.

**Average Trip Expenditures per Party  
2005-2012**

Year	Average Expenditures per Party	Average Expenditures per Person
<b>2012</b>	<b>\$7,105</b>	<b>\$3,043</b>
2011	6,749	3,259
2010	6,988	2,985
2009	5,343	2,328
2008	5,537	2,370
2007	3,639	1,598
2006	4,216	1,924
2005	4,177	1,855

**Return on Investment per Person (with Transportation)**

- In 2012, the overall return on investment (per person) generated by all the sources tested is \$81.87, down from \$89.69 in 2011.

**Per Person Return on Investment (with Transportation)  
2007-2012**

Year	2007	2008	2009	2010	2011	2012
Return on Investment	\$55.57	\$100.42	\$99.01	\$121.45	\$89.69	<b>\$81.87</b>

### ***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 Summary by Jurisdiction 2012**

<b>Source</b>	<b>Drove Through CAN &amp; AK #1</b>	<b>Alaska Convert All Modes #2</b>	<b>Alberta Convert All Modes #3</b>	<b>B.C. Convert All Modes #4</b>	<b>Yukon Convert All Modes #5</b>	<b>Total Visit AK or CAN #6</b>
<i>Sample</i>	<i>N=71</i>	<i>N=154</i>	<i>N=89</i>	<i>N=153</i>	<i>N=77</i>	<i>N=244</i>
Conversion Rate	5.7%	12.0%	6.7%	10.8%	5.8%	17.3%
Number of Parties	4,306	9,119	5,089	8,165	4,407	13,160
Cost per Conversion per Party	\$86.78	\$40.97	\$73.41	\$45.76	\$84.77	\$28.39
Average Party Size	2.3	2.4	2.3	2.4	2.4	2.4
Number of People	10,052	22,048	11,657	19,197	10,521	31,244
Cost per Conversion per Person	\$37.17	\$16.94	\$32.05	\$19.46	\$35.51	\$11.96
Average Expenditure per Party	\$7,105	\$3,828	\$768	\$1,445	\$807	\$3,965
Total Party Expenditure	\$30,585,362	\$34,909,907	\$3,906,257	\$11,795,683	\$3,556,885	\$52,174,943
Per Person Expenditure	\$3,043	\$1,583	\$335	\$614	\$338	\$1,670
Return on Investment	\$81.87	\$93.45	\$10.46	\$31.58	\$9.62	\$139.66

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

### *Driving Vacations in Past Five Years*

- Two of every five (39 percent) of 2012 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, a decrease from 55 percent in 2011.

### *Influence of North to Alaska Travel Guide*

- Two of every five (42 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. Six in ten (57 percent) said it did not influence their decision to drive to Canada and Alaska.
- Four of every five (79 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 (20 percent) said it did not influence their selection of driving routes or travel itinerary.
- Three of four (73 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 four (26 percent) said it did not influence their selection of communities to visit.
- Two of every five (41 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 58 percent said it did not increase the length of their trip.

### *Visiting the North to Alaska Website*

- In 2012, over half (59 percent) of all Alaska visitors who drove through Canada and into Alaska visited the North to Alaska website. Among other jurisdictions, 56 percent of Alberta visitors (all modes), 53 percent of B.C. visitors (all modes), and 58 percent of Yukon visitors (all modes) visited the North to Alaska website.

### *Influence of North to Alaska Website*

- Two in five (39 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website influenced their decision to drive to Canada and Alaska. Three in five (61 percent) visitors said the website did not influence their decision to drive to Canada and Alaska.
- More than two in three (70 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 three (30 percent) said the website did not influence their driving routes or travel itinerary.
- Almost two in three (62 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 three (38 percent) said the website did not influence their selection of communities to visit.

- Two of every five (41 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. Three of every five (58 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 six in ten (58 percent) also visited TravelAlaska.com, one in three (30 percent) visited TravelAlberta.com, one in four (22 percent) visited HelloBC.com, and one in three (32 percent) visited TravelYukon.com.
- Of those who visited a TravelAlaska.com website, half (49 percent) purchased a service from a company listed on TravelAlaska.com. One in three (32 percent) purchased a service from a company listed on TravelAlberta.com, two in five (41 percent) purchased a service from a company listed on HelloBC.com, and half (48 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 \$2,081 per website visitor who purchased a service from the website. Visitors to TravelAlberta.com spent a mean average of \$697, HelloBC.com visitors spent a mean average of \$1,271, and TravelYukon.com visitors spent \$1,043.

### ***Destination of Alaskan/Canadian Trip (Unweighted)***

- Among all 2012 recipients of the North to Alaska travel guide, one in ten visited Alaska (12 percent) and/or British Columbia (11 percent), 7 percent visited Alberta, and 6 percent visited the Yukon. More than four in five recipients (83 percent) did not visit any of these locations in 2012.

**Destination of Alaskan/Canadian Trip  
2007-2012**

<b>Trip Destination</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Alaska	10%	15%	12%	11%	10%	<b>12%</b>
Alberta	5	7	6	7	6	<b>7</b>
British Columbia	11	13	13	11	10	<b>11</b>
Yukon	5	6	8	6	5	<b>6</b>
None of the Above	84	78	81	83	84	<b>83</b>

### ***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 (74 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 (22 percent) said they took a driving vacation with portions on the Alaska Marine Highway.
- One-half (46 percent) of those who visited Alaska (all modes) or Alaska and/or Canada (all modes) described their vacation as a driving vacation from the lower 48 state through Canada and into Alaska. Another one in ten (13 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 (68 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 (16 percent) said they used portions of the Alaska Marine Highway.
- Three of every five (60 percent) of those who visited British Columbia described their trip as a driving vacation from the lower 48, another one in six (17 percent) said they drove using portions of the Alaska Marine Highway.
- Two in three (62 percent) of those who visited the Yukon described their vacation as a driving vacation from the lower 48, another one in five (19 percent) said it was a driving vacation with portions on the Alaska Marine Highway.

**Vacation Type by Jurisdiction — All Alaska Visitors  
2012**

<b>Vacation Type</b>	<b>Drove Through CAN &amp; AK #1</b>	<b>Alaska Convert All Modes #2</b>	<b>Alberta Convert All Modes #3</b>	<b>B.C. Convert All Modes #4</b>	<b>Yukon Convert All Modes #5</b>	<b>Total Visit AK or CAN #6</b>
<i>Sample</i>	<i>N=309</i>	<i>N=498</i>	<i>N=330</i>	<i>N=455</i>	<i>N=306</i>	<i>N=659</i>
Driving Vacation from lower 48 through Canada and into Alaska	74%	46%	68%	60%	62%	46%
Driving Vacation with Portions on Alaska Marine Highway	22	14	16	17	19	14
Cruise-only or Cruise-plus Land Tour	0	9	1	8	4	9
Fly to Alaska then Drive Once inside Alaska	0	13	1	1	0	13
Flew Up and Took a Cruise	0	3	0	2	1	3
Driving Vacation with Portions on the BC Ferry	3	2	2	2	1	2
Fly to Alberta, Yukon or BC, then Drive Once inside Canada and Alaska	1	1	0	0	1	1
Took the Train	0	0	0	0	0	0
Other	0	13	11	11	11	13

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

- Among 2012 visitors who flew to Alaska then drove once in Alaska, one in seven (13 percent) visited Canada or the Yukon at some point, down from 16 percent in 2011.

***Community First Board Ferry***

- Among 2012 visitors who took the ferry, over half (56 percent) boarded in Haines (33 percent) or Bellingham (23 percent).

***Transportation Mode (Drive Only Alaska Visitors)***

- Among visitors who drove through Canada and into Alaska, approximately one in four either traveled using a car, truck or van with no living space included (29 percent), a motorhome (27 percent), or a car, truck or van pulling a trailer with living space included (25 percent).
- One in ten (9 percent) drove through Canada and into Alaska using a truck camper.

**Transportation Mode by Jurisdiction — Drive Only Alaska Visitors  
2012**

Transportation Mode	Alaska (Drive Only)	Albert (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=309</i>	<i>N=330</i>	<i>N=455</i>	<i>N=306</i>
Car, Truck or Van with No Living Space Included	29%	26%	24%	24%
Motorhome	27	26	28	28
Car, Truck or Van Pulling a Trailer with Living Space Included	25	26	24	24
Truck Camper	9	8	9	9
Motorcycle	7	8	8	8
Campervan	3	4	4	4
Other	0	0	0	0

***Accommodation Type (Drive Only Alaska Visitors)***

- Two of three (67 percent) visitors who drove through Canada and into Alaska stayed in a private campground during their trip.
- Another six in ten (62 percent) stayed in a provincial, state or federal campground. More than two of five (42 percent) stayed in a hotel/motel.
- One in four stayed in a Walmart or similar parking lot (24 percent), and one in six stayed with a friend or relative (16 percent).

- One in seven (12 percent) stayed in a wilderness lodge/resort cabin, and less than one in ten (8 percent) stayed at a bed and breakfast.

**Accommodation Type by Jurisdiction — Drive Only Alaska Visitors  
2012**

Accommodation Type	Alaska (Drive Only)	Alberta (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=309</i>	<i>N=330</i>	<i>N=455</i>	<i>N=306</i>
Stayed in a Private Campground	67%	58%	60%	64%
Stayed in a Provincial, State or Federal Campground	62	54	46	61
Stayed in a Hotel/Motel	42	32	29	37
Stayed in a Walmart or Similar Parking Lot	24	21	17	23
Stayed with a Friend or Relative	16	14	11	14
Stayed in a Wilderness Lodge/Resort Cabin	12	8	8	11
Stayed in a Bed and Breakfast	8	7	6	8
Other	3	3	2	2

***Nights Spent in Accommodations (Drive Only Alaska Visitors)***

- Of visitors who drove through Canada and into Alaska, those who stayed in private campgrounds stayed the longest with an average of 22.4 nights.
- Those who stayed in a provincial, state or federal campground stayed an average of 14.3 nights, in a hotel/motel (14.1 nights), with friends or relatives (7.4 nights), in a Walmart or similar parking lot (7.1 nights), and in a bed and breakfast (3.8 nights).
- Those who stayed in a wilderness lodge or resort cabin spent the least amount of nights (3.0 nights).
- Thirteen percent stayed in other accommodations.

**Number of Nights Spent in Accommodations by Jurisdiction — Drive Only Alaska Visitors  
2012**

Accommodation Type	Alaska (Drive Only)	Alberta (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=309</i>	<i>N=330</i>	<i>N=455</i>	<i>N=306</i>
Nights Stayed in a Private Campground	22.4	24.3	23.4	23.3
Nights Stayed in a Provincial, State or Federal Campground	14.3	15.1	14.8	15.2
Nights Stayed in a Hotel/Motel	14.1	14.5	14.7	15.1
Nights Stayed with a Friend or Relative	7.4	6.4	7.7	6.8
Nights Stayed in a Walmart or Similar Parking Lot	7.1	7.9	7.2	7.2
Nights Stayed in a Bed and Breakfast	3.8	3.9	4.1	3.5
Nights Stayed in a Wilderness Lodge/Resort Cabin	3.0	3.1	2.7	3.2
Nights Stayed in Other	13.0	16.0	16.0	16.0

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

- Nearly all traveling in a car/truck with no living space stayed in a hotel/motel (89 percent).
- Those traveling in a motorhome, campervan, truck camper or car/truck with living space mainly stayed in campgrounds (between 71 percent and 91 percent).

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

- Two of every three visitors that stayed at a campground (private or state) drove a motorhome (70 percent) or car/truck with living space (64 percent).
- Three of five visitors that stayed at a hotel/motel drove a car/truck with no living space (61 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 (60 percent and 59 percent respectively).
- Nearly half (44 percent) of all those overnighing at a Walmart drove a motorhome.

***Trip Reservations (Drive Only Alaska Visitors)***

- Two of every five (40 percent) of those who took a driving vacation to Alaska in 2012 did not make any type of reservations for their trip, compared to 48 percent in 2011, and 63 percent in 2010.
- Visitors were most likely to make reservations during the months of May and June (19 percent), or July and August (17 percent).

***Aspect of Reservations (Drive Only Alaska Visitors)***

- Of those who made reservations in 2012, half (52 percent) made reservations for accommodations, down from 57 percent in 2011.
- Another one in three (32 percent) made a reservation for a tour, which is up significantly from 22 percent in 2011.
- One in ten (12 percent) made a reservation for an airfare/flight or a car rental (9 percent).

***Month of Alaska Vacation (Drive Only Alaska Visitors)***

- In 2012, vacations to Alaska through Canada were primarily during the months of July (61 percent), June (52 percent), and August (43 percent). The same is true for prior years.

**Month of Vacation — Drive Only Alaska Visitors  
2008-2012**

Month	2008	2009	2010	2011	2012
<i>Sample</i>	<i>N=300</i>	<i>N=247</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>
March	0%	0%	1%	0%	<b>2%</b>
April	3	1	4	2	<b>3</b>
May	22	22	27	22	<b>22</b>
June	51	61	61	61	<b>52</b>
July	60	64	69	66	<b>61</b>
August	40	44	56	51	<b>43</b>
September	19	27	14	18	<b>16</b>
October	3	4	1	2	<b>1</b>
Don't Know	1	0	1	2	<b>1</b>

***Trip Purpose (Drive Only Alaska Visitors)***

- Overall, the vast majority (90 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.
- Among those who traveled primarily for business or pleasure, one in four (26 percent) visited friends or relatives while in Alaska, down from 46 percent in 2011.

***Group/Party Size (Drive Only Alaska Visitors)***

- Overall, the average group size of those driving through Canada and into Alaska was 3.1 people, down from 3.7 people in 2011.
- The average party size in 2012 was 2.3, up from 2.1 in 2011.

***Travel Expenditures in Individual Jurisdictions (Drive Only Alaska Visitors)***

- Overall, the average amount spent per party during their stay just in Alaska was \$4,199. The average amount spent while just visiting Alberta was \$936, and the average amount spent while just visiting British Columbia was \$1,284. The average amount spent while just visiting the Yukon was \$928.
- Overall, the average total amount spent per party starting from when they crossed the Canadian border (including transportation costs) was \$6,026 in 2012, a 16 percent decrease from \$7,207 in 2011.

***Non-Internet Information Sources (Drive Only Alaska Visitors)***

- On an unaided basis, two in every three (69 percent) visitors said they used the *Milepost* (an increase from 40 percent in 2011).
- Other top-mentioned sources included maps (50 percent), books/travel books (43 percent), brochures from companies (22 percent), AAA/travel agent (20 percent), and friends or relatives (18 percent).
- All other sources were mentioned by less than 5 percent of visitors.

***Internet Information Sources (Drive Only Alaska Visitors)***

- Overall, one third (30 percent) indicated they did not use the internet when planning or arranging their trip.
- The top-mentioned internet sources included destination websites (31 percent), city search (20 percent), and Trip Advisor (9 percent).

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

- Among 2012 Alberta visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Banff (49 percent, up from 36 percent in 2011), Lake Louise (44 percent, up from 21 percent), Jasper (41 percent, up from 28 percent in 2011), and Calgary (33 percent, down from 40 percent in 2010).

### British Columbia

- Among 2012 British Columbia visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Dawson Creek (42 percent, up from 12 percent in 2011) and Prince George (31 percent, up from 13 percent in 2011).

### Yukon

- Among 2012 Yukon visitors (all modes of transportation), the most frequently visited cities and specific destinations were Whitehorse/the Capitol (81 percent, up from 57 in 2011), Dawson City (56 percent, up from 32 percent in 2011), and Watson Lake (62 percent, up from 23 percent in 2011).

### Alaska

- Among Alaska visitors who drove through Canada and into Alaska, the most frequently visited cities and specific destinations were: Anchorage (77 percent), Fairbanks (73 percent), Homer (46 percent), Seward (50 percent), Tok (58 percent), Denali (59 percent), and Kenai Peninsula (45 percent).

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

- The average length of the entire trip was 43.5 days in 2012, down significantly from 49.4 days in 2011 and 56.5 days in 2010.
- The average length of stay in Alberta in 2012 was 4.6 days, down from 6.3 days in 2011.
- The average length of stay in British Columbia in 2012 was 6.3 days, the same as 2011.
- The average length of stay in the Yukon in 2012 was 5.3 days, down from 5.7 days in 2011.
- The average length of stay in Alaska in 2012 was 21.7 days, down from 29.8 days in 2011.

### ***Length of Stay in Various Accommodations (Drive Only Visitors)***

- The accommodation used most often was private campground with an average of 22.4 nights. Provincial/state/federal campgrounds were used an average of 14.3 nights and hotels/motels were used an average of 14.3 nights. Travelers stayed at wilderness lodge/resort cabins the least, with an average of 3.0 nights.

### ***Activities Participated In (Drive Only Alaska Visitors)***

- Overall, the most frequently mentioned activities visitors participated in while in Alaska in 2012 include (mentioned by 60 percent or more): wildlife viewing (72 percent), glacier viewing (72 percent), arts/culture/history (65 percent), museums (65 percent), historical/cultural attraction (61 percent), and shopping (60 percent).

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

- Two in five (40 percent) current visitors to Alaska have visited before, an increase from 2011 (38 percent). Of those, 35 percent have been to Alaska a total of two times, and another 24 percent have visited Alaska three times. One in seven (14 percent) have visited the state six or more times for vacation purposes. Among 2012 repeat visitors to Alaska, travelers have been to Alaska an average of 4.5 times, up from 4.2 times in 2011.
- Of those visitors who visited Alaska prior to 2012, 31 percent stated their first trip to Alaska was best described as “flew to Alaska then drove once inside Alaska.” This number was up significantly from 13 percent in 2011.
- One in four visitors (27 percent) took a cruise/cruise tour compared to 24 percent in 2011.
- One in five (17 percent) visitors who visited Alaska prior to 2012 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 down significantly from 39 percent in 2011.
- 12 percent took a driving vacation with portions of the trip on the Alaska Marine Highway, down from 16 percent in 2011.

**Reasons for Not Taking a Driving Vacation in 2012**

- The most frequently mentioned reason was “time/no time” (57 percent), followed by “too far to drive” (12 percent), took a cruise instead” (9 percent), “car/vehicle issues” (5 percent), “planning to go later” (3 percent), “gas/fuel prices” (3 percent), “have already done that” (3 percent), and “wasn’t our destination” (2 percent). All other responses were 1 percent or less.

**Reasons for Not Taking a Driving Vacation  
2012**

Reason	Percent
<i>Sample</i>	<i>N=254</i>
Time/No Time	57%
Too Far to Drive	12
Took a Cruise Instead	9
Car/Vehicle Issues	5
Planning to Go Later	3
Gas/Fuel Prices	3
Have Already Done That	3
Wasn’t Our Destination	2
Other	6

### C. Online Communities and Social Networks

- More than one in four (28 percent) visitors who drove through Canada and into Alaska visited Facebook three or more times per week. Few (6 percent or less) said they visit other sites frequently. More than half (56 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 fifteen (6 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 (94 percent) said the communities and social networks did not influence their decision to drive to Canada and Alaska.
- 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 driving routes or travel itinerary. Four of every five (83 percent) said the websites did not influence their selection of driving routes or travel itinerary.
- One in seven (14 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. Nearly nine in ten (86 percent) said the websites did not influence their selection of communities to visit.
- One in ten (11 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 (89 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 of every five (39 percent) of those who stopped in Alberta and did not go all the way to Alaska did so because they took “a different route/visited other places”.
- One in three (31 percent) said the reason was “time/no time”.

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

- One in three (31 percent) of those who stopped in British Columbia and did not continue to Alaska did so due to “time/no time”.

- One in three (30 percent) mentioned “different route/visited other places”. One in ten (13 percent) “live in or have friends in BC/Canada,” and one in twenty (6 percent) cited “money/no money”.
- Only 1 percent said it was due to “gas/fuel”.

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

- One in every three (33 percent) of those who stopped in the Yukon and did not continue to Alaska did so because they said they took a “different rout/visited other places”.
- One in six (17 percent) said “time/no time” or “money/no money” was the main reason they stopped in the Yukon.

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

The following details the demographic profile of respondents in the 2012 North to Alaska Conversion Study:

- 65 percent male, 35 percent female;
- 85 percent are married;
- 95 percent do not have children under 18 at home;
- 63 percent are retired;
- 18 percent work full-time;
- Average age is 67.0 years;
- Average total annual household income is \$71,600;
- Average household size is 2.1;
- 28 percent have a college degree; 24 percent advanced degree;
- 58 percent own an RV;
- 92 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 Year Converters

To provide an indication of the delayed effectiveness of previous year's North to Alaska travel guides, requestors who did not visit in 2011 were interviewed again in 2012 to see if they visited in 2012. The purpose was to determine a 2<sup>nd</sup> year conversion rate.

### *Conversion Rate of the Fiscal Year 2011 Program*

- Non-visitors from 2011 converted to visitors in 2012 at a rate of 4.3 percent.
- This brings the total number of visitors generated by all 2011 sources to 18,073 with a two year conversion rate of 9.44 percent.

#### Second Year Conversion Rate 2011

2011 Program	Parties/Visitors	Conversion Rate
Percent Converted in Same Year as Inquiry (2011)		5.7%
Percent Converted in First Year After Inquiry (2012)		4.3%
Total Visitor Parties Generated by Inquiries	7,858	
Total Visitors Generated	18,073	
<b>2<sup>nd</sup> Year Conversion Rate</b>		<b>9.4%</b>