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## Press Release

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### **New Visitor Data Released**

(Juneau, AK) – An estimated 1,823,600 out-of-state visitors traveled to Alaska between May 2011 and April 2012, an increase of three percent over the previous year and the first increase in four years, according to the newly released Alaska Visitor Statistics Program (AVSP) report.

"The turning point in visitation is significant, given several consecutive years of decline," said Susan Bell, Commissioner of the Department of Commerce, Community, and Economic Development (DCCED). "The AVSP data provides an important foundation for state marketing and planning efforts," said Bell. "It is also used widely by communities and private businesses throughout Alaska."

The newly released Fall/Winter 2011-12 report also shows that visitors spent approximately \$1.76 billion in Alaska, not including transportation costs to and from Alaska.

The AVSP research is a statewide program commissioned by DCCED to collect information from visitors about their Alaska experience, in-state spending, and trip-planning process. Market research helps communities and businesses better target their marketing efforts and investments.

The Fall/Winter 2011-12 and the Summer 2012 AVSP reports are available online at: <http://commerce.alaska.gov/ded/dev/toubus/research.htm> along with information about other Division of Economic Development programs.

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