
Section VI: Summary Profiles

Introduction

This section presents results of the visitor survey broken into four “Summary Profiles,” representing 19 different sub-groups. Results for each profile have been consolidated into nine tables, each table reflecting a chapter in the *Visitor Profile* section.

The following table shows how the Summary Profiles and their respective sub-groups are presented. Sub-groups and their definitions were determined in consultation with the State of Alaska and the Alaska Travel Industry Association.

Selected Summary Profiles

Profile	Sub-Groups
Destination	Anchorage, Fairbanks, Juneau, Ketchikan, Palmer/Wasilla, Sitka, Girdwood, Seward, Kenai/Soldotna, Southwest, Far North
US Regions	Western US, Midwest US, Southern US, Eastern US
International	Canada, Other International
Highway/Ferry and Package	Highway/ferry, package

Summary Profile: Destinations

Visitors to the nine communities with sample sizes over 50, plus visitors to the Southwest and Far North regions, are profiled in this chapter. Definitions for each destination and sample sizes are provided in the table below.

Market Definition and Sample Size: Destinations

Market	Definition	Sample Size	Maximum Margin of Error
Anchorage	Visited Anchorage or Eagle River, day and/or overnight	562	±4.1%
Fairbanks	Visited Fairbanks or North Pole, day and/or overnight	382	5.0
Juneau	Visited Juneau or Douglas, day and/or overnight	239	6.3
Ketchikan	Visited Ketchikan, day and/or overnight	161	7.7
Palmer/Wasilla	Visited Palmer or Wasilla, day and/or overnight	107	9.5
Sitka	Visited Sitka, day and/or overnight	80	10.9
Girdwood	Visited Girdwood, day and/or overnight	74	11.4
Seward	Visited Seward, day and/or overnight	70	11.7
Kenai/Soldotna	Visited Kenai or Soldotna, day and/or overnight	59	12.8
Southwest	Visited any community in the Southwest region, day and/or overnight	54	13.3
Far North	Visited any community in the Far North region, day and/or overnight	41	15.3

There were many important differences between visitors to various communities.

- Seward and Girdwood attracted the largest percentages of vacation/pleasure visitors, while Palmer/Wasilla and Kenai/Soldotna attracted the largest percentages of VFRs. Juneau, Southwest, and Far North attracted higher percentages of business travelers.
- Palmer/Wasilla and Fairbanks visitors often used rental vehicles to travel within the state. Not surprisingly, Juneau and Fairbanks visitors were much more likely to travel by air.
- Southwest visitors reported the longest average trip length (14.8 nights), followed closely by Far North (14.7 nights) and Ketchikan (11.9 nights). Girdwood and Seward visitors reported the shortest average trip length at 7.6 nights.
- While Anchorage visitors tended to stay only in the Southcentral region, visitors to other regions often visited Southcentral as well: 50 percent of Interior visitors, 32 percent of Juneau visitors, 69 percent of Southwest visitors, and 68 percent of Far North visitors.

- Juneau and Fairbanks visitors were more likely than other visitors to stay in hotels/motels. Palmer/Wasilla and Ketchikan visitors were more likely to stay in private homes.
- Corresponding to trip purpose figures, Ketchikan and Palmer/Wasilla visitors were more likely to participate in visiting friends and family, and Juneau residents were more likely to do business. Sitka visitors reported high rates of hiking and visiting museums, while Fairbanks visitors reported high rates of Northern Lights viewing.
- Activity data is also presented at the community level, for those communities with large enough sample sizes. Results closely match statewide activity data.
- When asked how their trip compared to expectations, visitors to Seward, Southwest and Far North gave the highest ratings. When asked about the value for the money, visitors to Girdwood and Kenai/Soldotna gave the highest ratings.
- When asked to rate their overall trip, Sitka visitors gave the most “very satisfied” ratings, followed by Fairbanks and Kenai/Soldotna. Lower numbers of “very satisfied” ratings were given by visitors to Southwest and Juneau.
- Seward and Far North visitors were the most likely to say they would recommend Alaska to others, followed by Girdwood visitors.
- Ketchikan visitors were the most likely to be repeat visitors to Alaska, followed by Juneau and Sitka. Seward and Fairbanks attracted higher rates of first-time Alaska visitors.
- When asked how they had traveled to Alaska on their previous trip, Seward visitors were the most likely to have traveled via cruise ship, followed by Girdwood and Kenai/Soldotna visitors.
- Southwest visitors reported the longest average lead time for making the decision to travel to Alaska, followed by Palmer/Wasilla visitors. Girdwood visitors reported the longest average lead time for booking their Alaska travel, followed by Palmer/Wasilla visitors. The shortest average lead time for booking was reported by Ketchikan visitors.
- Sitka and Ketchikan had the highest proportions of visitors from the Western US, while Girdwood and Seward had the lowest. Girdwood drew more often from the South and Midwest.
- The destinations drawing higher percentages of international (besides Canada) visitors were Fairbanks and Southwest. Drawing more often from Canada were Juneau, Girdwood, and Far North.
- Ketchikan, Southwest and Far North drew the highest proportions of male travelers, while Palmer, Sitka and Seward drew the lowest.
- The highest average income was among Far North visitors, at \$135,000. They are followed by Southwest visitors at \$116,000. Lower average incomes were reported by Palmer/Wasilla and Sitka visitors.
- Statewide expenditures and expenditures in communities are reported for six communities with large enough sample sizes for analysis. Visitors to Fairbanks reported the highest average statewide spending, at \$931 per person, per trip. They also reported the highest community spending, at \$597 per person spent in Fairbanks.

Trip Purpose & Packages Destinations

	All Visitors	Anchorage	Fairbanks	Juneau	Ketchikan	Palmer/ Wasilla
Trip Purpose						
Visiting friends/rel.	42%	41%	33%	27%	42%	56%
Business only	39	42	45	52	32	26
Vacation/pleasure	12	10	15	10	15	15
Business/pleasure	7	7	6	11	10	3
Purchased multi-day package						
Yes	4%	4%	7%	3%	5%	2%

	Sitka	Girdwood	Seward	Kenai/ Soldotna	Southwest	Far North
Trip Purpose						
Visiting friends/rel.	35%	45%	43%	47%	30%	27%
Business only	41	23	21	34	56	54
Vacation/pleasure	13	22	26	12	8	5
Business/pleasure	11	11	10	7	6	13
Purchased multi-day package						
Yes	11%	11%	11%	1%	7%	9%

Transportation Modes Destinations

	All Visitors	Anchorage	Fairbanks	Juneau	Ketchikan	Palmer/ Wasilla
Mode of Entry into Alaska						
Air	96%	97%	98%	92%	90%	95%
Highway	4	2	2	4	1	4
Ferry	1	<1	<1	4	9	1
Mode of Exit from Alaska						
Air	97%	99%	97%	93%	86%	99%
Highway	3	1	3	3	-	<1
Ferry	1	<1	<1	4	14	1
Used to Travel Between Communities¹						
Personal vehicle	21%	20%	18%	10%	3%	47%
Rental vehicle	18	21	27	9	5	41
Air	19	17	32	34	22	6
State ferry	2	<1	<1	16	11	1
Motorcoach/bus	1	1	5	<1	<1	2
Personal RV	1	1	<1	<1	-	2
Train	1	1	3	<1	<1	2
Rental RV	<1	<1	1	<1	-	-
None of the above	42	41	23	45	64	7
Don't know/refused	1	<1	1	2	1	<1
	Sitka	Girdwood	Seward	Kenai/ Soldotna	Southwest	Far North
Mode of Entry into Alaska						
Air	94%	97%	95%	90%	99%	100%
Highway	2	3	5	9	<1	-
Ferry	4	-	<1	<1	<1	-
Mode of Exit from Alaska						
Air	92%	99%	99%	99%	100%	100%
Highway	-	<1	1	1	-	-
Ferry	8	<1	1	1	<1	<1
Used to Travel Between Communities¹						
Personal vehicle	6%	*	*	*	*	*
Rental vehicle	5	*	*	*	*	*
Air	38	*	*	*	*	*
State ferry	12	*	*	*	*	*
Motorcoach/bus	1	*	*	*	*	*
Personal RV	-	*	*	*	*	*
Train	-	*	*	*	*	*
Rental RV	-	*	*	*	*	*
None of the above	49	*	*	*	*	*
Don't know/refused	3	*	*	*	*	*

¹ These responses are based to intercept respondents only.

* Sample size too small for analysis.

Length of Stay, Destinations & Lodging Type Destinations

	All Visitors	Anchorage	Fairbanks	Juneau	Ketchikan	Palmer/ Wasilla
Average length of stay in Alaska	8.8 nights	8.2 nights	8.8 nights	11.9 nights	8.8 nights	10.4 nights
Regions Visited						
Southcentral	76%	100%	50%	32%	21%	100%
Interior	28	21	100	17	14	25
Southeast	12	4	5	100	100	7
Southwest	7	6	5	6	9	<1
Far North	5	4	5	6	8	1
Destinations Visited, Top 10						
Anchorage	72%	100%	50%	31%	21%	88%
Fairbanks	22	16	100	14	13	12
Palmer/Wasilla	14	17	8	11	1	100
Girdwood/Alyeska	11	14	5	5	10	16
Kenai/Soldotna	7	9	7	3	3	12
Seward	7	10	5	8	6	12
Juneau	6	3	4	100	22	5
Portage	5	6	1	<1	-	12
Ketchikan	4	1	2	15	100	<1
Denali	4	4	6	4	2	8
Lodging Types Used						
Hotel/motel	57%	62%	69%	73%	54%	46%
Private home	44	43	34	36	49	59
Lodge	3	3	4	4	6	4
B&B	2	2	3	9	10	3
Wilderness camping	1	1	1	3	6	1
State/national campground	1	<1	-	<1	1	2
Commercial campground	<1	<1	<1	<1	1	<1
Other	9	8	10	11	10	6

Length of Stay, Destinations & Lodging Type (cont'd)

Destinations

	Sitka	Girdwood	Seward	Kenai/ Soldotna	Southwest	Far North
Average length of stay in Alaska	8.4 nights	7.6 nights	7.6 nights	9.5 nights	14.8 nights	14.7 nights
Regions Visited						
Southcentral	29%	100%	100%	100%	69%	68%
Interior	18	18	26	34	19	32
Southeast	100	6	8	6	7	8
Southwest	14	2	5	3	100	13
Far North	18	8	2	1	9	100
Destinations Visited, Top 10						
Anchorage	29%	97%	98%	88%	69%	68%
Fairbanks	18	10	15	20	17	25
Palmer/Wasilla	5	21	24	23	<1	3
Girdwood/Alyeska	9	100	36	35	3	18
Kenai/Soldotna	5	24	36	100	4	1
Seward	10	25	100	36	6	4
Juneau	41	3	7	3	6	8
Portage	-	24	22	27	-	-
Ketchikan	30	4	3	2	6	7
Denali	3	6	15	15	1	1
Lodging Types Used						
Hotel/motel	62%	64%	61%	63%	66%	65%
Private home	46	45	43	41	38	46
Lodge	4	2	5	4	1	5
B&B	11	2	7	3	11	4
Wilderness camping	11	2	3	<1	8	4
State/national campground	1	-	<1	4	3	-
Commercial campground	-	-	2	2	-	-
Other	14	11	7	13	33	39

**Statewide Activities – Top 10¹
Destinations**

	All Visitors	Anchorage	Fairbanks	Juneau	Ketchikan	Palmer/ Wasilla
Visiting friends/family	49%	47%	46%	39%	61%	59%
Shopping	48	49	49	50	53	51
Business	44	49	41	61	42	30
Wildlife viewing	19	18	23	20	21	25
Hiking/nature walk	10	8	10	20	25	6
Museums	9	7	15	10	10	5
Northern Lights viewing	7	3	25	6	-	6
City/sightseeing tour	6	4	12	16	4	6
Historical/cultural attractions	6	5	5	10	6	8
Snow skiing/boarding	5	6	4	8	5	3

	Sitka	Girdwood	Seward	Kenai/ Soldotna	Southwest	Far North
Visiting friends/family	35%	*	*	*	*	*
Shopping	37	*	*	*	*	*
Business	35	*	*	*	*	*
Wildlife viewing	25	*	*	*	*	*
Hiking/nature walk	36	*	*	*	*	*
Museums	22	*	*	*	*	*
Northern Lights viewing	2	*	*	*	*	*
City/sightseeing tour	14	*	*	*	*	*
Historical/cultural attractions	25	*	*	*	*	*
Snow skiing/boarding	4	*	*	*	*	*

¹ Based to intercept respondents only.

* Sample size too small for analysis.

Activities in Communities¹

	Anchorage	Fairbanks	Juneau	Ketchikan	Palmer/ Wasilla	Sitka
Visiting friends/relatives	37%	41%	29%	41%	43%	24%
Wildlife viewing	10	13	8	9	8	21
Cultural activities	9	15	10	13	5	28
Museums	5	13	6	7	-	19
Historical/cultural attractions	4	4	5	-	3	20
Native cultural tours/act.	3	-	1	9	-	-
Gold panning/ mine tour	-	-	-	-	2	-
Hiking/nature walk	6	5	12	12	-	28
City/sightseeing tours	3	10	13	-	2	13
Snow skiing/boarding	2	3	4	-	-	-
Fishing	1	1		3	-	7
Northern Lights viewing	1	19	2	-	2	-
Snowmobiling	1	3	-	-	5	-
Dog sledding	1	6	-	-	-	-
Shows/Alaska entertainment	1	1	-	-	-	5
Camping	<1	-	-	-	-	-
Flightseeing	-	2	1	-	-	-
Tramway/gondola	-	-	3	-	-	-
Day cruises	-	-	-	-	-	11
Other	1	13	2	-	2	-

¹ Based to intercept respondents only.

Notes: Activity participation is provided only for those communities with sample sizes of 50 or more. Participation in shopping, Alaska Railroad and business were not recorded at the community/regional level.

Satisfaction Ratings Destinations

	All Visitors		Anchorage		Fairbanks		Juneau		Ketchikan		Palmer/ Wasilla	
Compared to expectations												
Much higher	17%		16%		15%		10%		15%		15%	
Higher	27		28		32		44		23		23	
About as expected	54		55		49		43		59		62	
Value for the money, compared to other destinations												
Much better	15%		15%		14%		19%		2%		15%	
Better	21		22		27		22		27		22	
About the same	51		51		48		44		55		46	
Percent "very satisfied" and average (Scale: 1 = very dissatisfied, 5 = very satisfied)												
Overall exper. in Alaska	58%	4.5	57%	4.5	62%	4.6	52%	4.5	62%	4.6	64%	4.6
Accommodations	55	4.5	54	4.5	50	4.4	41	4.3	41	4.3	63	4.6
Restaurants	44	4.3	46	4.3	36	4.2	29	4.1	31	4.1	57	4.4
Shopping	33	4.1	35	4.2	25	3.9	30	4.0	24	3.9	42	4.3
Visitor info. services	40	4.1	39	4.1	37	4.1	33	4.2	45	4.3	64	4.5
Sightseeing	56	4.5	55	4.5	52	4.4	70	4.7	70	4.7	69	4.7
Tours and activities	45	4.2	44	4.2	36	4.1	45	4.3	59	4.5	71	4.5
Wildlife viewing	47	4.2	47	4.3	38	4.0	53	4.4	50	4.3	54	4.4
Transportation within Alaska	36	4.2	36	4.2	36	4.1	30	4.0	38	4.1	45	4.4
Friendliness of residents	67	4.6	68	4.6	67	4.6	59	4.5	63	4.6	70	4.7
Value for the money	33	4.0	34	4.1	31	3.9	30	4.0	21	3.9	43	4.2
Very likely to recommend Alaska	73%		72%		71%		72%		73%		79%	
Very likely to return to Alaska in next five years	79%		79%		77%		71%		84%		84%	
	Sitka		Girdwood		Seward		Kenai/ Soldotna		Southwest		Far North	
Compared to expectations												
Much higher	17%		22%		36%		19%		23%		28%	
Higher	37		41		31		42		4		26	
About as expected	36		36		30		37		71		43	
Value for the money, compared to other destinations												
Much better	16%		22%		18%		25%		14%		-%	
Better	18		15		16		20		36		18	
About the same	58		54		57		41		29		69	
Percent "very satisfied" and average (Scale: 1 = very dissatisfied, 5 = very satisfied)												
Overall exper. in Alaska	68%	4.7	64%	4.6	66%	4.7	66%	4.7	46%	4.4	58%	4.5
Accommodations	34	4.3	57	4.5	57	4.5	57	4.4	39	4.3	34	4.2
Restaurants	17	4.0	42	4.3	34	4.3	45	4.3	33	4.1	25	4.0
Shopping	15	3.6	39	4.2	41	4.2	41	4.2	13	3.7	30	3.7
Visitor info. services	56	4.2	45	4.3	44	4.2	40	4.2	34	4.0	56	4.4
Sightseeing	74	4.7	59	4.6	56	4.5	54	4.5	55	4.3	74	4.7
Tours and activities	46	4.4	44	4.3	36	4.1	36	4.1	36	4.1	53	4.5
Wildlife viewing	65	4.6	37	4.1	42	4.2	49	4.2	75	4.6	54	4.4
Transportation within Alaska	28	4.1	42	4.4	54	4.5	46	4.3	31	3.9	39	4.2
Friendliness of residents	65	4.6	75	4.7	69	4.6	67	4.6	71	4.6	68	4.7
Value for the money	26	3.9	36	4.2	48	4.3	33	4.1	26	3.9	23	3.9
Very likely to recommend Alaska	74%		78%		81%		76%		69%		81%	
Very likely to return to Alaska in next five years	80%		84%		62%		84%		82%		87%	

**Previous Alaska Travel
Destinations**

	All Visitors	Anchorage	Fairbanks	Juneau	Ketchikan	Palmer/ Wasilla
Been to Alaska before for vacation	75%	74%	65%	80%	83%	79%
Average # of vacation trips (base: repeaters)	6.1	5.7	4.0	5.5	9.0	5.9
Previous mode of transportation used to enter/exit Alaska						
Air	92%	94%	95%	85%	85%	90%
Cruise	4	5	5	2	3	10
Highway	4	2	2	6	2	2
Ferry	1	<1	1	5	12	<1
	Sitka	Girdwood	Seward	Kenai/ Soldotna	Southwest	Far North
Been to Alaska before for vacation	80%	71%	52%	76%	77%	79%
Average # of vacation trips (base: repeaters)	6.2	6.5	3.7	5.1	5.0	5.9
Previous mode of transportation used to enter/exit Alaska						
Air	94%	86%	74%	84%	98%	95%
Cruise	2	16	22	12	5	-
Highway	2	-	6	4	<1	-
Ferry	7	-	-	<1	1	-

Trip Planning Destinations

	All Visitors	Anchorage	Fairbanks	Juneau	Ketchikan	Palmer/ Wasilla
Ave. # of months, trip decision	2.6	2.6	2.6	3.3	2.6	3.3
Ave. # of months, trip booking	1.6	1.5	1.5	1.4	1.3	2.0
Used Internet ¹	67%	68%	67%	64%	67%	64%
Booked over Internet ¹	57	58	54	54	60	60
Booked through travel agent ¹	21	20	34	24	17	25
Other Sources – Top 5¹						
Prior experience	64%	65%	48%	67%	80%	71%
Friends/family	47	45	43	40	44	55
Brochures	5	5	6	7	3	4
Travel guide/book	5	5	6	8	4	7
Television	5	4	6	5	6	7
	Sitka	Girdwood	Seward	Kenai/ Soldotna	Southwest	Far North
Ave. # of months, trip decision	2.9	2.4	3.2	2.6	3.9	2.9
Ave. # of months, trip booking	1.7	2.1	1.7	1.7	1.9	1.9
Used Internet ¹	70%	*	*	*	*	*
Booked over Internet ¹	63	*	*	*	*	*
Booked through travel agent ¹	13	*	*	*	*	*
Other Sources – Top 5¹						
Prior experience	51%	*	*	*	*	*
Friends/family	40	*	*	*	*	*
Brochures	5	*	*	*	*	*
Travel guide/book	3	*	*	*	*	*
Television	4	*	*	*	*	*

¹ Based to intercept respondents only.

* Sample size too small for analysis.

Demographics Destinations

	All Visitors	Anchorage	Fairbanks	Juneau	Ketchikan	Palmer/ Wasilla
Origin						
Western US	57%	58%	53%	70%	78%	59%
Southern US	18	18	18	13	9	15
Midwestern US	10	10	9	5	3	13
Eastern US	6	6	8	4	4	6
Canada	4	2	2	6	4	3
Other International	4	4	8	2	1	2
Other Demographics						
Average party size ¹	1.5	1.4	1.6	1.5	1.5	1.5
Male/female	56/44	56/44	58/42	58/42	61/39	49/51
Average age	44.7	45.1	43.3	45.7	45.4	44.7
Children in household	33%	32%	39%	40%	32%	30%
Retired/semi-retired	20	19	16	22	20	24
College graduate	59	62	62	59	49	46
Average income	\$103,000	\$107,000	\$102,000	\$105,000	\$102,000	\$88,000
	Sitka	Girdwood	Seward	Kenai/ Soldotna	Southwest	Far North
Origin						
Western US	85%	43%	43%	53%	64%	45%
Southern US	6	29	19	20	16	35
Midwestern US	1	14	11	15	9	7
Eastern US	3	6	20	10	3	5
Canada	3	6	2	1	3	6
Other International	2	2	5	1	6	2
Other Demographics						
Average party size ¹	1.5	*	*	*	*	*
Male/female	51/49	57/43	51/49	54/46	66/34	68/32
Average age	46.0	43.4	45.8	43.0	44.7	48.7
Children in household	41%	37%	30%	26%	42%	37%
Retired/semi-retired	26	11	15	16	11	26
College graduate	57	67	55	51	69	64
Average income	\$87,000	\$108,000	\$101,000	\$94,000	\$115,000	\$135,000

¹ Based to intercept respondents only.

* Sample size too small for analysis.

Visitor Expenditures, Per Person¹
Destinations

	Anchorage	Fairbanks	Juneau	Ketchikan	Palmer/ Wasilla	Sitka
Ave. in-state expend.	\$779	\$931	\$776	\$723	\$783	\$691
Expend. in location	608	597	414	381	171	484
Lodging	215	194	143	97	34	153
Tours/activity/ entertainment	22	20	16	5	20	54
Gifts/souvenirs/ clothing	110	98	59	47	31	75
Food/beverage	162	121	122	123	65	121
Rental cars/fuel/ transportation	91	115	60	64	18	32
Other	8	49	14	45	3	49

¹ Based on intercept respondents only.

Notes: Expenditure data is provided only for those communities with sample sizes of 50 or more. Excludes transportation to/from Alaska. "Other" includes multi-day packages attributable to one community, usually sport-fishing lodge packages.

Summary Profile: US Regions

The US market is profiled by region in this chapter: West, Midwest, South, and East. Definitions for each of the regions and sample sizes are provided in the table below.

Market Definition and Sample Size
US Regions

Market	Definition	Sample Size	Maximum Margin of Error
Western US	From Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, or Wyoming	696	±3.7%
Southern US	From Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, or Virginia	87	10.5
Midwest US	From Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, or Wisconsin	175	7.4
Eastern US	From Connecticut, Delaware, Maine, Massachusetts, Maryland, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Washington, D.C, or West Virginia	64	12.2

Visitors from the four US regions differed from each other, and the overall market, in the following ways.

- Midwestern visitors were much more likely than other visitors to be traveling for vacation/pleasure, at 21 percent (compared to 12 percent of all visitors). Western and Eastern visitors were the least likely to be vacation/pleasure visitors, at 7 and 8 percent, respectively.
- Southern visitors were twice as likely as either Midwestern or Southern visitors to be traveling for business only. Eastern visitors were the most likely to be VFRs.
- Only 1 percent of Western visitors purchased a travel package. This compares to 2 percent of South, 4 percent of East, and 11 percent of Midwest visitors.
- The average length of stay was longer among Southern visitors at 11.2 nights (compared to 8.8 nights among the entire market).
- Destinations within Alaska were fairly consistent among the different US markets, with a few exceptions. Western visitors were twice as likely to visit the Southeast region. Eastern visitors were more likely to visit Fairbanks and Seward. Southern visitors were more likely to visit Girdwood and Portage.
- In terms of activities, visitors from the Midwest and East regions frequently mentioned visiting friends and family, while Southern and Western visitors were more likely to conduct business. Wildlife viewing and hiking were more popular among Eastern visitors.

- Midwestern visitors gave the highest ratings for their trip compared to expectations, followed by East, South, and West. That order changes for overall trip ratings, where Southern visitors gave the highest ratings, followed by East, Midwest, and West.
- Southern and Eastern visitors were the most likely to say they would recommend Alaska to others.
- Western visitors reported the highest rate of repeat travel to Alaska at 83 percent. They were followed by East (70 percent), South (65 percent), and Midwest (61 percent). Midwestern repeat travelers were the most likely to have traveled to Alaska previously via cruise ship (14 percent), followed by Eastern visitors (11 percent).
- Midwestern visitors reported the longest average lead times for their trip decision (3.2 months) and trip booking (2.2 months). Western visitors reported the shortest average lead times (2.4 for deciding and 1.3 months for booking).
- Eastern visitors were most likely to use the Internet to plan their trip, and were also most likely to book portions of their trip online. Southern visitors were least likely to use the Internet. Midwestern visitors were most likely to use a travel agent.
- Eastern visitors had the widest male/female ratio at 64/36, followed by Southern visitors at 62/38.
- The highest average incomes were reported by Southern visitors at \$111,000, followed by Western visitors at \$103,000, Eastern visitors at \$99,000, and Midwestern visitors at \$93,000.

Trip Purpose & Packages

US Regions

	All Visitors	Western US	Southern US	Midwest US	Eastern US
Trip Purpose					
Visiting friends/rel.	42%	44%	33%	48%	55%
Business only	39	42	51	22	26
Vacation/pleasure	12	7	8	21	10
Business/pleasure	7	6	8	9	9
Purchased multi-day package					
Yes	4%	1%	2%	11%	4%

Transportation Modes

US Regions

	All Visitors	Western US	Southern US	Midwest US	Eastern US
Mode of Entry into Alaska					
Air	96%	98%	98%	95%	96%
Highway	4	2	1	5	1
Ferry	1	<1	1	<1	1
Mode of Exit from Alaska					
Air	97%	99%	99%	98%	99%
Highway	3	<1	1	1	1
Ferry	1	1	<1	1	1
Used to Travel Between Communities¹					
Personal vehicle	21%	19%	16%	35%	30%
Rental vehicle	18	19	24	7	9
Air	19	18	23	17	40
State ferry	2	2	<1	<1	2
Motorcoach/bus	1	<1	1	-	<1
Personal RV	1	1	-	3	-
Train	1	<1	2	<1	-
Rental RV	<1	<1	1	-	-
None of the above	42	44	40	43	29
Don't know/refused	1	1	-	-	5

¹ Based to intercept respondents only.

Length of Stay, Destinations & Lodging Type

US Regions

	All Visitors	Western US	Southern US	Midwest US	Eastern US
Average length of stay in Alaska	8.8 nights	8.1 nights	11.2 nights	8.7 nights	9.6 nights
Regions Visited					
Southcentral	76%	78%	77%	78%	74%
Interior	28	24	30	33	34
Southeast	12	14	7	6	7
Southwest	7	7	6	6	3
Far North	5	4	9	3	3
Destinations Visited, Top 10					
Anchorage	72%	74%	72%	76%	68%
Fairbanks	22	21	22	20	30
Palmer/Wasilla	14	15	12	19	12
Girdwood/Alyeska	11	8	18	15	9
Kenai/Soldotna	7	7	9	11	11
Seward	7	6	8	9	24
Juneau	6	8	5	3	4
Portage	5	4	5	6	10
Ketchikan	4	6	2	1	2
Denali	4	2	6	12	3
Lodging Types Used					
Hotel/motel	57%	54%	66%	50%	53%
Private home	44	46	35	57	56
Lodge	3	2	4	7	3
B&B	2	3	1	2	2
Wilderness camping	1	1	-	2	-
State/nat'l campground	1	<1	1	3	<1
Comm. campground	<1	<1	-	-	<1
Other	9	8	16	5	9

Activities – Top 10¹

US Regions

	All Visitors	Western US	Southern US	Midwest US	Eastern US
Visiting friends/family	49%	53%	41%	61%	56%
Shopping	48	47	43	45	55
Business	44	45	58	31	43
Wildlife viewing	19	18	18	14	29
Hiking/nature walk	10	11	7	11	23
Museums	9	7	8	10	11
Northern Lights	7	4	9	1	11
City/sightseeing tour	6	4	6	3	10
Hist./cult. attractions	6	4	8	5	15
Snow skiing/boarding	5	5	6	4	1

¹ Based to intercept respondents only.

Satisfaction Ratings

US Regions

	All Visitors	Western US	Southern US	Midwest US	Eastern US
Compared to expectations					
Much higher	17%	12%	18%	28%	25%
Higher	27	25	32	25	33
About as expected	54	61	49	47	42
Value for the money, compared to other destinations					
Much better	15%	10%	21%	29%	17%
Better	21	25	19	12	14
About the same	51	54	49	44	58
Percent "very satisfied" and average (Scale: 1 = very dissatisfied, 5 = very satisfied)					
Overall experience in Alaska	58% 4.5	54% 4.5	66% 4.6	55% 4.6	62% 4.6
Accommodations	55 4.5	53 4.4	58 4.5	50 4.4	71 4.7
Restaurants	44 4.3	45 4.3	49 4.3	41 4.3	41 4.3
Shopping	33 4.1	31 4.1	37 4.2	35 4.2	31 4.2
Visitor information services	40 4.1	40 4.1	42 4.4	49 4.3	31 3.8
Sightseeing	56 4.5	55 4.4	64 4.6	48 4.4	51 4.5
Tours and activities	45 4.2	45 4.2	54 4.3	46 4.1	32 4.1
Wildlife viewing	47 4.2	45 4.3	54 4.3	38 4.2	48 4.0
Transportation within Alaska	36 4.2	33 4.1	40 4.2	42 4.2	38 4.2
Friendliness of residents	67 4.6	65 4.6	74 4.7	71 4.7	67 4.6
Value for the money	33 4.0	32 4.0	38 4.1	39 4.2	37 4.2
Very likely to recommend Alaska as a vacation destination	73%	71%	79%	71%	77%
Very likely to return to Alaska in the next five years	79%	83%	79%	68%	63%

Previous Alaska Travel

US Regions

	All Visitors	Western US	Southern US	Midwest US	Eastern US
Been to Alaska before for vacation	75%	83%	65%	61%	70%
Average # of vacation trips (base: repeaters)	6.1	6.7	3.9	5.0	6.1
Previous mode of transportation used to enter/exit Alaska					
Air	92%	96%	89%	93%	86%
Cruise	4	2	7	14	11
Highway	4	2	1	3	<1
Ferry	1	1	1	<1	1

Trip Planning US Regions

	All Visitors	Western US	Southern US	Midwest US	Eastern US
Ave. # of months, trip decision	2.6	2.4	2.6	3.2	2.8
Ave. # of months, trip booking	1.6	1.3	1.5	2.2	1.8
Used Internet ¹	67%	70%	59%	73%	79%
Booked over Internet ¹	57	62	47	60	69
Booked through travel agent ¹	21	15	24	36	21
Other Sources – Top 5¹					
Prior experience	64%	74%	57%	47%	70%
Friends/family	47	48	41	60	55
Brochures	5	4	7	5	5
Travel guide/book	5	3	5	5	5
Television	5	5	5	5	5

¹ Based to intercept respondents only.

Demographics US Regions

	All Visitors	Western US	Southern US	Midwest US	Eastern US
Average party size ¹	1.5	1.4	1.5	1.5	1.4
Male/female	56/44	52/48	62/38	55/45	64/36
Average age	44.7	44.8	44.4	47.3	44.4
Children in household	33%	35%	34%	28%	29%
Retired/semi-retired	20	19	24	29	14
College graduate	59	58	62	57	62
Average income	\$103,000	\$103,000	\$110.,000	\$93,000	\$99,000

¹ Based to intercept respondents only.

Summary Profile: International

The International market is profiled this chapter, divided into Canada and Other International. Sample sizes are provided in the table below.

Market Definition and Sample Size International

Market	Definition	Sample Size	Maximum Margin of Error
Canada	From Canada	103	±9.6%
Other International	From international countries other than Canada	146	8.1

International visitors differed from the overall visitor market in several important ways.

- International visitors were much more likely to be traveling for vacation/pleasure: 40 percent of Canadians and 47 percent of other international visitors, compared to 12 percent of the overall fall/winter market. They were much less likely to be VFRs or traveling for business only.
- Canadians were more likely to be traveling for business and pleasure: 12 percent, compared to 7 percent of the overall market and 2 percent of other international visitors.
- About half of Canadians entered and/or exited Alaska by highway. This compares to 3 to 4 percent of all visitors, and 5 to 6 percent of other international visitors. Canadians were also much more likely to travel around the state via personal vehicle.
- Canadians stayed an average of 8.0 nights in Alaska, shorter than the 8.8 night average among all fall/winter visitors. Other international visitors stayed slightly longer, at 9.1 nights on average.
- Canadians showed very different travel patterns in comparison to the overall market. They were much less likely to visit Southcentral (51 percent versus 76 percent) and much more likely to visit Southeast (37 percent versus 12 percent).
- Other international visitors were much more likely than the overall market to visit the Interior (50 percent versus 28 percent). They were much less likely to visit Southeast (5 percent versus 12 percent).
- Both Canadians and other international visitors were more likely than the overall market to use hotels/motels, and less likely to stay in private homes.
- Other international visitors participated in most activities at much higher rates than other visitors: shopping (67 versus 48 percent), wildlife viewing (39 versus 19 percent), visiting museums (30 versus 9 percent), Northern Lights viewing (35 versus 7 percent), city/sightseeing tours (25 versus 6 percent), and snow skiing/boarding (13 versus 5 percent). They participated in business and visiting friends and family at lower rates.

- Canadians' activities tended to resemble the overall market, although they were less likely to visit friends/family or conduct business, and more likely to go skiing/boarding.
- When asked how their trip compared to expectations, other international visitors gave more positive ratings (26 percent "much higher," compared to 17 percent for the overall market). They also gave more positive ratings for value-for-the-money (24 versus 15 percent "much better"). However, these same visitors gave lower-than-average ratings for several satisfaction categories: accommodations, restaurants, shopping, and sightseeing.
- Canadian visitors gave similar ratings to their overall trip as the overall market: 57 percent very satisfied, compared to 58 percent among all fall/winter visitors. They gave lower-than-average ratings for accommodations and restaurants, and higher-than-average ratings for visitor information, tours and activities, and friendliness of residents.
- Canadian visitors were very likely to have been to Alaska before, at 85 percent. This compares to 75 percent of the overall market. Other international visitors were much less likely to have visited Alaska, at 27 percent.
- Canadians tended to have short lead times for trip planning, like the overall market. Other international visitors reported longer average lead times: 4.4 months for the trip decision and 3.0 months for trip booking (compared to 2.6 months and 1.6 months among all fall/winter visitors).
- Canadians used the Internet to plan their trip less often than the overall market (47 versus 67 percent), likely due to their tendency to travel by highway rather than fly. Other international visitors were only slightly less likely to use the Internet (62 versus 67 percent) but booked online much less often (37 versus 57 percent). They were far more likely to book through a travel agent (52 percent versus 21 percent of all visitors).
- Both Canadians and other international visitors reported larger average party sizes than the overall market. They also reported slightly more males.
- Canadians reported a lower average income than the overall market (\$86,000 versus \$103,000) while other international visitors reported a slightly higher average (\$106,000).

Trip Purpose and Packages International

	All Visitors	Canada	Other Int'l
Trip Purpose			
Visiting friends/rel.	42%	27%	26%
Business only	39	20	25
Vacation/pleasure	12	40	47
Business/pleasure	7	12	2
Purchased multi-day package			
Yes	4%	7%	27%

Transportation Modes International

	All Visitors	Canada	Other Int'l
Mode of Entry into Alaska			
Air	96%	50%	94%
Highway	4	46	5
Ferry	1	3	<1
Mode of Exit from Alaska			
Air	97%	50%	93%
Highway	3	46	6
Ferry	1	3	1
Used to Travel Between Communities¹			
Personal vehicle	21%	33%	10%
Rental vehicle	18	8	22
Air	19	12	13
State ferry	2	9	2
Motorcoach/bus	1	-	18
Personal RV	1	2	-
Train	1	-	3
Rental RV	<1	1	-
None of the above	42	38	36
Don't know/refused	1	-	2

¹ Based to intercept respondents only.

Length of Stay, Destinations & Lodging Type International

	All Visitors	Canada	Other Int'l
Average length of stay in Alaska	8.8 nights	8.0 nights	9.1 nights
Regions Visited			
Southcentral	76%	51%	66%
Interior	28	23	50
Southeast	12	37	5
Southwest	7	4	9
Far North	5	7	3
Destinations Visited, Top 10			
Anchorage	72%	37%	66%
Fairbanks	22	13	45
Palmer/Wasilla	14	12	6
Girdwood/Alyeska	11	17	6
Kenai/Soldotna	7	2	2
Seward	7	3	9
Juneau	6	10	3
Portage	5	4	5
Ketchikan	4	5	1
Denali	4	1	6
Lodging Types Used			
Hotel/motel	57%	72%	79%
Private home	44	17	23
Lodge	3	4	12
B&B	2	3	1
Wilderness camping	1	4	1
State/national campground	1	-	-
Commercial campground	<1	5	-
Other	9	15	5

Visitor Activities – Top 10¹ International

	All Visitors	Canada	Other Int'l
Visiting friends/family	49%	24%	29%
Shopping	48	49	67
Business	44	33	21
Wildlife viewing	19	19	39
Hiking/nature walk	10	9	6
Museums	9	6	30
Northern Lights viewing	7	10	35
City/sightseeing tour	6	2	25
Historical/cultural attractions	6	3	4
Snow skiing/boarding	5	12	13

¹ Based to intercept respondents only.

Satisfaction Ratings International

	All Visitors		Canada		Other Int'l	
Compared to expectations						
Much higher	17%		14%		26%	
Higher	27		35		26	
About as expected	54		42		31	
Value for the money, compared to other destinations						
Much better	15%		1%		24%	
Better	21		29		16	
About the same	51		55		41	
Percent "very satisfied" and average (Scale: 1 = very dissatisfied, 5 = very satisfied)						
Overall experience in Alaska	58%	4.5	57%	4.5	60%	4.5
Accommodations	55	4.5	32	4.1	51	4.4
Restaurants	44	4.3	21	4.1	30	4.0
Shopping	33	4.1	34	4.1	30	3.7
Visitor information services	40	4.1	49	4.3	40	4.1
Sightseeing	56	4.5	59	4.4	44	4.3
Tours and activities	45	4.2	51	4.4	48	4.2
Wildlife viewing	47	4.2	40	4.2	53	4.2
Transportation within Alaska	36	4.2	21	4.0	35	4.0
Friendliness of residents	67	4.6	71	4.7	64	4.6
Value for the money	33	4.0	13	3.8	29	3.8
Very likely to recommend Alaska as a vacation destination	73%		67%		73%	
Very likely to return to Alaska in the next five years	79%		83%		50%	

Previous Alaska Travel International

	All Visitors		Canada		Other Int'l	
Been to Alaska before for vacation	75%		85%		27%	
Average # of vacation trips (base: repeat travelers)	6.4		8.7		5.0	
Previous mode of transportation used to enter/exit Alaska						
Air	92%		46%		96%	
Cruise	4		5		-	
Highway	4		56		2	
Ferry	1		3		-	

Trip Planning International

	All Visitors	Canada	Other Int'l
Ave. # of months, trip decision	2.6	2.5	4.4
Ave. # of months, trip booking	1.6	1.5	3.0
Used Internet ¹	67%	47%	62%
Booked over Internet ¹	57	28	37
Booked through travel agent ¹	21	10	52
Other Sources – Top 5¹			
Prior experience	64%	52%	17%
Friends/family	47	30	48
Brochures	5	2	13
Travel guide/book	5	7	17
Television	5	6	7

¹ Based to intercept respondents only.

Demographics International

	All Visitors	Canada	Other Int'l
Average party size ¹	1.5	2.0	1.9
Male/female	56/44	60/40	61/39
Average age	44.7	42.1	43.3
Children in household	33%	32%	30%
Retired/semi-retired	20	6	17
College graduate	59	48	72
Average income	\$103,000	\$86,000	\$106,000

¹ Based to intercept respondents only.

Summary Profile: Highway/Ferry & Package

This chapter profiles two separate markets: the highway/ferry market (visitors who entered or exited Alaska by highway or ferry) and the package market (visitors who purchased a multi-day travel package). Sample sizes are provided in the table below.

Market Definition and Sample Size Highway/Ferry and Package

Market	Definition	Sample Size	Maximum Margin of Error
Highway/ Ferry	Entered or exited Alaska via highway or ferry	163	±7.6%
Package	Purchased a multi-day travel package	95	10.0

The highway/ferry market differed from the overall Alaska market in numerous ways.

- Highway/ferry travelers were much more likely to be visiting Alaska for vacation/pleasure purposes (41 percent, compared to 12 percent of the overall market). They were also more likely to be combining business and pleasure (13 versus 7 percent). They were less likely to be traveling for business only (12 versus 39 percent), and to be VFRs (33 versus 42 percent).
- Highway/ferry travelers travel within Alaska predominantly by personal vehicle and ferry.
- The highway/ferry market reported an average length of stay of 10.6 nights. This compares to 8.8 nights among the entire fall/winter market.
- Highway/ferry visitors were much less likely than the average visitor to visit Southcentral (47 versus 76 percent), and much more likely to visit Southeast (45 versus 12 percent). They were also more likely to visit the Interior (38 versus 28 percent).
- Highway/ferry visitors participated in several activities at higher rates than other visitors: wildlife viewing, hiking/nature walk, Northern Lights viewing, and city/sightseeing tours. They were less likely to visit friends or family and conduct business.
- The highway/ferry market gave more “very satisfied” ratings to their overall trip experience when compared to the overall market (67 versus 58 percent). They rated transportation within Alaska lower.
- Highway/ferry visitors were very only slightly less likely to have been to Alaska before compared to the average visitor (67 versus 75 percent). However, those that had been reported more frequent trips: 9.6 previous trips, compared to 6.4 for the overall market.
- The average lead time for deciding to visit Alaska was 3.4 months among highway/ferry visitors – higher than that average of 2.6 among the entire market. However, booking lead times were shorter: 1.2 months on average, compared to 1.6 months among all visitors.

- Highway/ferry visitors were much less likely to use the Internet to plan their trip: 44 percent, compared to 67 percent of all visitors. They were also less likely to use a travel agent.
- Highway/ferry visitors were most commonly from Canada, at 40 percent. This compares to just 4 percent of the overall market.
- The average party size of highway/ferry visitors was 2.0, higher than the 1.5 average of all visitors. They were more likely to be male (64 compared to 56 percent) and reported lower average ages (40 versus 45 years). They reported lower levels of educational achievement, and lower average incomes.

Package visitors differed from the overall fall/winter market in the following ways.

- The vast majority of package visitors (75 percent) were traveling for vacation/pleasure purposes, with small minorities traveling for business only (5 percent), business/pleasure (8 percent), or VFR purposes (12 percent). In contrast, the most common trip purposes among the overall market were VFR (42 percent) and business only (39 percent).
- Package travelers almost never used vehicles to travel around the state; instead, they traveled by air (37 percent) and motorcoach (30 percent). This compares to 19 and 1 percent of the overall market, respectively.
- The package market spent an average of 5.8 nights in Alaska, lower than the overall average of 8.8 nights.
- Package visitors traveled to the Interior, the Southwest, and the Far North at higher rates than the overall market, and to Southeast at lower rates.
- The package market was much more likely to stay in hotels/motels (88 versus 57 percent) and lodges (31 versus 3 percent). They were less likely to stay in private homes (16 versus 44 percent).
- Package visitors reported significantly higher rates of participation in most activities when compared to the overall market: shopping (77 versus 48 percent), wildlife viewing (32 versus 19 percent), visiting museums (36 versus 9 percent), Northern Lights viewing (38 versus 7 percent), city/sightseeing tour (25 versus 6 percent), historical/cultural attractions (24 versus 6 percent), and snow skiing/boarding (16 versus 5 percent). They were less likely to visit friends or family and conduct business.
- Compared to all fall/winter visitors, package visitors gave higher compared-to-expectation ratings, but lower overall experience ratings. They gave much lower ratings in the restaurants and accommodations categories. They were also less likely to say they would recommend Alaska to others.
- Package visitors were less than half as likely to have been to Alaska before.
- Package visitors reported much longer trip planning timelines when compared to the overall market: an average 5.3 months for the trip decision (compared to 2.6 months), and 4.2 months for booking (compared to 1.6 months).

- Compared to all fall/winter visitors, package visitors were more likely to use the Internet for research (83 versus 67 percent). However, they were less likely to book online (44 versus 57 percent). Instead, they tended to book through travel agents (75 percent, compared to 21 percent of all visitors).
- Package visitors most commonly listed international countries other than Canada as their place of origin (27 percent). This compares to just 4 percent of the overall market. They were also much more likely to hail from the Midwest (25 versus 10 percent). They were much less likely to come from the West (19 versus 57 percent).
- Package visitors reported larger-than-average party sizes (2.1 people, compared to 1.5 people). They were more likely to have graduated from college (72 versus 59 percent) and reported a higher average income (\$109,000 versus \$103,000).

Trip Purpose and Packages Highway/Ferry & Package

	All Visitors	Highway/Ferry	Package
Trip Purpose			
Visiting friends/rel.	42%	33%	12%
Business only	39	12	5
Vacation/pleasure	12	41	75
Business/pleasure	7	13	8
Purchased multi-day package			
Yes	4%	1%	100%

* Sample size too small for analysis.

Transportation Modes Highway/Ferry & Package

	All Visitors	Highway/Ferry	Package
Mode of Entry into Alaska			
Air	96%	11%	99%
Highway	4	76	1
Ferry	1	13	<1
Mode of Exit from Alaska			
Air	97%	31%	99%
Highway	3	55	1
Ferry	1	15	<1
Used to Travel Between Communities¹			
Personal vehicle	21%	52%	1%
Rental vehicle	18	5	1
Air	19	5	37
State ferry	2	16	1
Motorcoach/bus	1	2	30
Personal RV	1	5	-
Train	1	<1	11
Rental RV	<1	1	-
None of the above	42	22	24
Don't know/refused	1	1	2

¹ These responses are based to intercept respondents only.

Length of Stay, Destinations & Lodging Type Highway/Ferry & Package

	All Visitors	Highway/Ferry	Package
Average length of stay in Alaska	8.8 nights	10.6 nights	5.8 nights
Regions Visited			
Southcentral	76%	47%	74%
Interior	28	38	44
Southeast	12	45	5
Southwest	7	1	11
Far North	5	<1	9
Destinations Visited, Top 10			
Anchorage	72%	41%	69%
Fairbanks	22	15	37
Palmer/Wasilla	14	16	6
Girdwood/Alyeska	11	7	27
Kenai/Soldotna	7	15	2
Seward	7	8	19
Juneau	6	13	5
Portage	5	6	8
Ketchikan	4	13	4
Denali	4	6	7
Lodging Types Used			
Hotel/motel	57%	58%	88%
Private home	44	49	16
Lodge	3	8	31
B&B	2	4	4
Wilderness camping	1	8	5
State/national campground	1	1	-
Commercial campground	<1	8	-
Other	9	9	10

Visitor Activities – Top 10¹ Highway/Ferry & Package

	All Visitors	Highway/Ferry	Package
Visiting friends/family	49%	39%	4%
Shopping	48	49	77
Business	44	19	8
Wildlife viewing	19	26	32
Hiking/nature walk	10	15	13
Museums	9	8	36
Northern Lights viewing	7	10	38
City/sightseeing tour	6	13	25
Historical/cultural attractions	6	8	24
Snow skiing/boarding	5	3	16

¹ Based to intercept respondents only.

Satisfaction Ratings Highway/Ferry & Package

	All Visitors	Highway/Ferry	Package			
Compared to expectations						
Much higher	17%	15%	25%			
Higher	27	44	28			
About as expected	54	37	36			
Value for the money, compared to other destinations						
Much better	15%	11%	22%			
Better	21	21	21			
About the same	51	49	46			
Percent "very satisfied" and average (Scale: 1 = very dissatisfied, 5 = very satisfied)						
Overall experience in Alaska	58%	4.5	67%	4.6	51%	4.4
Accommodations	55	4.5	51	4.3	42	4.4
Restaurants	44	4.3	41	4.3	17	3.9
Shopping	33	4.1	33	4.1	17	3.7
Visitor information services	40	4.1	40	4.2	47	4.2
Sightseeing	56	4.5	52	4.4	59	4.5
Tours and activities	45	4.2	55	4.4	45	4.1
Wildlife viewing	47	4.2	51	4.4	47	4.3
Transportation within Alaska	36	4.2	18	3.9	43	4.3
Friendliness of residents	67	4.6	63	4.6	77	4.8
Value for the money	33	4.0	27	3.9	31	4.0
Very likely to recommend Alaska as a vacation destination	73%		71%		58%	
Very likely to return to Alaska in the next five years	79%		80%		54%	

Previous Alaska Travel Highway/Ferry & Package

	All Visitors	Highway/Ferry	Package
Been to Alaska before for vacation	75%	67%	33%
Average # of vacation trips (base: repeat travelers)	6.4	9.6	4.4
Previous mode of transportation used to enter/exit Alaska			
Air	92%	28%	98%
Cruise	4	1	7
Highway	4	60	2
Ferry	1	8	-

Trip Planning Highway/Ferry & Package

	All Visitors	Highway/Ferry	Package
Ave. # of months, trip decision	2.6	3.4	5.3
Ave. # of months, trip booking	1.6	1.2	4.2
Used Internet ¹	67%	44%	83%
Booked over Internet ¹	57	36	44
Booked through travel agent ¹	21	8	75
Other Sources – Top 5¹			
Prior experience	64%	34%	28%
Friends/family	47	45	16
Brochures	5	8	6
Travel guide/book	5	8	18
Television	5	2	4

¹ Based to intercept respondents only.

Demographics Highway/Ferry & Package

	All Visitors	Highway/Ferry	Package
Origin			
Western US	57%	27%	19%
Southern US	18	11	9
Midwestern US	10	12	25
Eastern US	6	3	6
Canada	4	40	6
Other International	4	6	27
Other Demographics			
Average party size ¹	1.5	2.0	2.1
Male/female	56/44	64/36	60/40
Average age	44.7	39.5	43.5
Children in household	33%	30%	32%
Retired/semi-retired	20	26	18
College graduate	59	38	72
Average income	\$103,000	\$66,000	\$109,000

¹ Based to intercept respondents only.