

# Alaska Visitor Arrivals: Fall/Winter 2003-04



**northern**  **economics inc.**

Report available at: [www.commerce.state.ak.us/oed/toubus/research.htm](http://www.commerce.state.ak.us/oed/toubus/research.htm)

*Prepared for the*  
**Department of Commerce  
Community and Economic  
Development**

**November 2004**



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**State of Alaska, Department of Commerce,  
Community, and Economic Development**

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# Contents

Section	Page
<b>Acknowledgements</b> .....	<b>iii</b>
<b>Abbreviations and Definitions</b> .....	<b>v</b>
<b>Executive Summary</b> .....	<b>1</b>
Total Arrivals.....	1
Visitor Arrivals.....	3
Arrivals by Trip Purpose .....	4
Factors Affecting Visitor Arrivals .....	4
<b>1 Introduction</b> .....	<b>1</b>
<b>2 Total Arrivals (Residents and Visitors Combined)</b> .....	<b>3</b>
<b>3 Visitor Arrivals</b> .....	<b>5</b>
Statistical Weights and Visitor Percentages .....	5
Visitor Percentages .....	5
Trends in Visitor Arrivals .....	7
Arrivals by Trip Purpose .....	9
Factors Affecting Visitor Arrivals .....	10
<b>Appendix A—Support Data</b> .....	<b>1</b>
<b>Appendix B—Arrival Statistics</b> .....	<b>1</b>

Table	Page
Table ES-1. Trends in Total Arrivals (Residents and Visitors) by Mode of Entry, for Fall/Winter 1993-1994 to Fall/Winter 2003-2004.....	ES-2
Table ES-2. Trends in Visitor Arrivals by Mode of Entry Fall/Winter 1993-1994 to Fall/Winter 2003-2004.....	ES-3
Table ES-3. Trends in Visitor Arrivals by Trip Purpose Fall/Winter 1996-1997 to Fall/Winter 2003-2004.....	ES-4
Table 1. Sources of Data for Arrival Counts Fall/Winter 2003-2004.....	2
Table 2. Trends in Total Arrivals (Residents and Visitors) by Mode of Entry, Fall/Winter 2002-2003 to Fall/Winter 2003-2004.....	3
Table 3. Number and Percent Change in Total Arrivals (Resident and Visitor Arrivals) Fall/Winter 2002-2003 and Fall/Winter 2003-2004.....	4
Table 4. Trends in Visitor Arrivals by Mode of Entry Fall/Winter 1993-1994 to Fall/Winter 2003-2004.....	7
Table 5. Number and Percent Change in Visitor Arrivals by Mode of Entry Fall/Winter 2002-2003 and Fall/Winter 2003-2004 .....	9
Table 6. Trends in Visitor Arrivals by Trip Purpose Fall/Winter 1996-1997 to Fall/Winter 2003-2004.....	10

Table A-1. Number of Passengers and Drivers in Personal Vehicle Arrivals at Border Stations by Month Fall/Winter 2003-2004 ..... A-1  
Table A-2. U. S. Customs Arrival Data by Border Crossing and by Month Fall/Winter 2003-2004. ... A-2

<b>Figure</b>	<b>Page</b>
Figure ES-1. Total Arrivals, Visitor Percentages, and Visitor Arrivals Fall/Winter 2003-2004 .....	ES-1
Figure 2. Visitor/Resident Arrival Composition Percent by Mode of Entry AVSP IV Survey, Fall/Winter 2000-2001 .....	5
Figure 3. Total Arrivals, Visitor Percentages, and Visitor Arrivals Fall Winter 2003-2004 .....	6
Figure 4. Trends in Visitor Arrivals Fall/Winter 1993-1994 to Fall/Winter 2003-2004 .....	8
Figure 5. Percent of Visitor Arrivals by Mode of Entry Fall/Winter 2003-2004 .....	9
Figure 6. Percent of Visitors Arrivals by Trip Purpose Fall/Winter 2002-03 .....	10

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- Personnel at the State of Alaska, Department of Commerce, Community, and Economic Development and Alaska Department of Transportation and Public Facilities
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- Personnel at Ted Stevens Anchorage International Airport, Fairbanks International Airport, and Juneau International Airport
- Management of Alaska Airlines
- U.S. Customs Officials—in Anchorage and at the highway border stations on the Alcan, Klondike, and Haines Highways
- Personnel of the Alaska Marine Highway System



## Abbreviations and Definitions

### Abbreviations

AMHS	Alaska Marine Highway System
AVSP	Alaska Visitors Statistics Program
DCCED	State of Alaska, Department of Commerce, Community, and Economic Development
RAS	Random Arrival Survey
SAR	Secondary Arrival Report
VFR	Visiting Friends and Relatives

### Definitions

Business Only	One of the categories based on “purpose of trip” for visitors traveling to Alaska that describes those visiting Alaska for business only reasons.
Business and Pleasure	The purpose of trip category for those traveling to Alaska for a mixture of business and pleasure reasons.
Random Arrival Survey	Survey conducted with visitors, by way of an intercept interview, as visitors first arrive in Alaska.
Secondary Arrival Report(s)	Arrival reports that are prepared in non-survey years. These reports are based on secondary arrival data and visitor counts conducted in survey years.
Total Arrivals	All arrivals to the State of Alaska—arrivals made by residents and visitors combined.
Vacation and Pleasure	The purpose of trip category to describe those visitors traveling primarily for vacation or pleasure.
Visiting Friends and Relatives	The purpose of trip category for those visitors visiting friends and relatives who live in Alaska.
Visitors	Non-residents traveling to Alaska. The major visitor categories are vacation and pleasure, visiting friends and relatives, business and pleasure, and business only.
Visitor Percentage(s)	The portion of total arrivals for a given mode of entry that are visitors
Visitor Tallies	Counts conducted by surveyors to determine the portion of people who are visitors on randomly selected ships, planes, and cars.

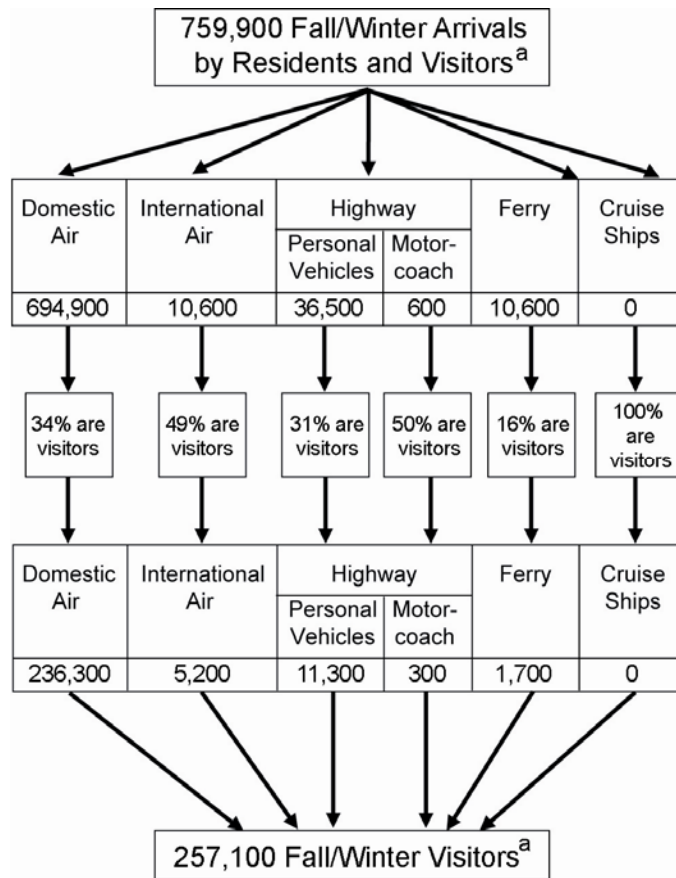


## Executive Summary

The Alaska Visitors Statistics Program (AVSP) is a significant visitor industry research project conducted by the State of Alaska providing information on the number of visitors, general demographic and other characteristics of the visitor population, visitor expenditures, activities, and opinions.

This arrival report presents Northern Economics, Inc.'s estimates of total arrivals and visitor arrivals to the State of Alaska for Fall/Winter 2003-2004 (**October 2003 through April 2004**). "Total Arrivals" include arrivals of residents and visitors combined. "Visitor Arrivals" include all non-residents traveling to Alaska. As shown in Figure ES-1, Alaska had approximately 759,900 total arrivals and was host to an estimated 257,100 visitors during Fall/Winter 2003-2004.

**Figure ES-1. Total Arrivals, Visitor Percentages, and Visitor Arrivals  
Fall/Winter 2003-2004**



<sup>a</sup> Totals include arrivals from "Other" category (drivers and passengers of commercial vehicles and pedestrians).

## Total Arrivals

Total arrival data are collected throughout the year for each mode of arrival. Data come directly from the agency responsible for monitoring a particular mode of travel or the entity that provides the service.

- Total arrivals (residents and visitors combined) increased less than two percent from 746,500 arrivals in Fall/Winter 2002-2003 to 759,900 arrivals in Fall/Winter 2003-2004. The total number of arrivals is the largest for Fall/Winter in the history of the AVSP.
- Domestic air arrivals increased slightly—approximately two percent—and reached a historic peak.
- Ferry arrivals increased 7 percent for 10,600 arrivals, but are below the peak of 10,700 reached in 1995-1996.
- Highway arrivals in personal vehicles increased by 4 percent to a new historic high of 36,500.
- International air arrivals increased approximately 5 percent from 10,100 in Fall/Winter 2002-2003 to 10,600 in Fall/Winter 2003-2004, but are still below the peak years.

**Table ES-1. Trends in Total Arrivals (Residents and Visitors)  
by Mode of Entry,  
for Fall/Winter 1993-1994 to Fall/Winter 2003-2004**

Mode	AVSP III	Secondary Arrival Reports					AVSP IV	Secondary Arrival Reports		
	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99 <sup>a</sup>	2000-01	2001-02	2002-03	2003-04
Cruise Ship	0	0	0	1,500	100	200	200	2,000 <sup>b</sup>	0	0
Domestic Air	506,200	540,400	522,300	588,000	528,400	551,900	691,500	683,400	682,900	694,900
Ferry	12,600	10,100	10,700	9,600	7,500	9,500	9,500	10,100	9,900	10,600
Highway Personal Vehicle <sup>c</sup>	29,500	31,300	31,300	30,600	36,100	32,800	34,800	34,000	35,100	36,500
Highway Motorcoach	600	500	500	500	500	900	1,300	800	800	600
International Air	7,500	9,300	12,100	10,800	9,200	11,100	9,500	6,600	10,100	10,600
Other <sup>d</sup>	21,200	25,500	34,100	26,700	26,500	20,700	7,700	8,100	7,700	6,700
<b>Total</b>	<b>577,700</b>	<b>617,100</b>	<b>612,900</b>	<b>667,700</b>	<b>608,400</b>	<b>627,200</b>	<b>754,600</b>	<b>745,100</b>	<b>746,500</b>	<b>759,900</b>

Source: Alaska Visitor Arrivals, Fall/Winter 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Fall Winter 2000-2004 (Northern Economics, Inc.).

**Notes:**

Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

<sup>a</sup> No arrival data collected for Fall/Winter 1999-2000 or Summer 2000.

<sup>b</sup> The increase in cruise arrivals in Fall/Winter 2001-2002 and subsequent decline is due to the arrival of one ship with 2,000 passengers that called at Juneau in April 2002.

<sup>c</sup> Changes in highway arrivals between Fall/Winter 1998-1999 and Fall/Winter 2000-2001 are due in part to changes in methodology. Beginning in Fall/Winter 2000-2001 highway arrivals are adjusted for double counting.

<sup>d</sup> "Other" category includes some domestic air arrivals in Fall/Winter 1993-1994 through Fall/Winter 1998-1999, but beginning with Fall/Winter 2000-2001 includes only drivers of commercial vehicles and snow machine drivers and riders. Part of increase in domestic air arrivals between Fall/Winter 1998-1999 and Fall/Winter 2000-2001 is an artifact of transfer of domestic air arrivals at smaller airports from "Other" category to "Domestic Air" in Fall/Winter 2000-2001.

## Visitor Arrivals

Arrival data are collected and estimates are made about the number of visitors to Alaska using visitor percentages derived from tallies conducted in AVSP survey years. The most recent survey effort was undertaken October 1, 2000 through September 30, 2001.

- Visitor arrivals in Fall/Winter 2003-2004 increased approximately two percent over visitor arrivals in Fall/Winter 2002-2003.
- This small increase in visitor arrivals is due to a two percent increase in domestic air arrivals, a seven percent increase in ferry arrivals, a six percent increase in international air arrivals, and a four percent increase in visitor arrivals by personal vehicles.
- Visitor arrivals by domestic air reached a historic peak of 236,300.

**Table ES-2. Trends in Visitor Arrivals  
by Mode of Entry  
Fall/Winter 1993-1994 to Fall/Winter 2003-2004**

Mode	AVSP III	Secondary Arrival Reports					AVSP IV	Secondary Arrival Reports		
	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99 <sup>a</sup>	2000-01	2001-02	2002-03	2003-04
Cruise Ship	0	0	0	1,500	100	200	200	2,000 <sup>b</sup>	0	0
Domestic Air	167,100	172,100	177,600	202,900	181,500	189,600	234,000	232,300	232,200	236,300
Ferry	4,100	3,400	3,600	3,200	2,500	3,100	1,500	1,600	1,600	1,700
Highway Personal Vehicle <sup>c</sup>	8,600	10,600	11,300	10,100	12,400	11,300	10,800	10,600	10,900	11,300
Highway Motorcoach	na	na	na	na	na	na	700	400	400	300
International Air	3,600	4,500	5,900	5,200	4,400	5,300	4,700	3,200	4,900	5,200
Other <sup>d</sup>	7,000	na	9,700	7,600	8,700	6,800	2,500	2,800	2,600	2,300
<b>Total</b>	<b>190,500</b>	<b>190,600</b>	<b>208,100</b>	<b>230,500</b>	<b>209,600</b>	<b>216,300</b>	<b>254,500</b>	<b>253,000</b>	<b>252,600</b>	<b>257,100</b>

Source: Alaska Visitor Arrivals, Fall/Winter 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Fall/Winter 2000-2004 (Northern Economics, Inc.).

### Notes:

Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

na = not available

<sup>a</sup> No arrival data collected for Fall/Winter 1999-2000 or Summer 2000.

<sup>b</sup> The increase in cruise arrivals in Fall/Winter 2001-2002 and subsequent decline is due to the arrival of one ship with 2,000 passengers that called at Juneau in April 2002.

<sup>c</sup> Changes in highway arrivals between Fall/Winter 1998-1999 and Fall/Winter 2000-2001 are due in part to changes in methodology. Highway arrivals have been adjusted for double counting beginning in Fall/Winter 2000-2001.

<sup>d</sup> "Other" category includes some domestic air arrivals in Fall/Winter 1993-1994 through Fall/Winter 1998-1999. Beginning Fall/Winter 2000-2001 includes only drivers of commercial vehicles and snow machine drivers and riders. Domestic air arrivals at smaller airports transferred from "Other" category to "Domestic Air" in Fall/Winter 2000-2001.

## Arrivals by Trip Purpose

Visitors to Alaska are categorized by five trip purposes: “Business Only,” “Business and Pleasure,” “Vacation and Pleasure,” “Visiting Friends and Relatives,” and “Other.” In the Fall/Winter season, approximately 44 percent of visitors to Alaska are traveling for “Business Only.” “Visiting Friends and Relatives” is the second largest category accounting for approximately 25 percent of visitors. These percentages are based on survey data collected as part of AVSP IV. No surveys were conducted during Fall/Winter 2003-2004.

**Table ES-3. Trends in Visitor Arrivals  
by Trip Purpose  
Fall/Winter 1996-1997 to Fall/Winter 2003-2004**

Purpose	Secondary Arrival Count Reports			AVSP IV	Secondary Arrival Count Reports		
	1996-97	1997-98	1998-99 <sup>a</sup>	2000-01	2001-02	2002-03	2003-04
Business Only	116,500	104,200	107,700	111,000	110,300	110,200	112,200
Business and Pleasure	23,900	22,000	22,700	30,000	29,800	29,800	30,300
Vacation and Pleasure	33,700	31,100	31,500	45,000	44,700	44,700	45,500
Visiting Friends and Relatives	51,000	47,300	49,200	64,000	64,000	63,500	64,600
Other <sup>b</sup>	5,400	5,000	5,200	4,500	4,300	4,400	4,500
<b>Total</b>	<b>230,500</b>	<b>209,600</b>	<b>216,300</b>	<b>254,500</b>	<b>253,000</b>	<b>252,600</b>	<b>257,100</b>

Source: Alaska Visitor Arrivals, Fall/Winter 1996-1999 (McDowell Group); Alaska Visitor Arrivals, Fall/Winter 2000-2004 (Northern Economics, Inc.).

### Notes:

Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

<sup>a</sup> No arrival data collected in 1999-2000.

<sup>b</sup> “Other” category for 1996-1999 included arrivals at minor points of entry and seasonal workers. “Other” category for 2000-2004 includes drivers and passengers of commercial vehicles and pedestrians

## Factors Affecting Visitor Arrivals

Hotel capacity in Alaska has increased dramatically. Anchorage room capacity has increased almost 30 percent since 1997. Half of the new hotels in Alaska have been built in Anchorage. Another four new hotels broke ground in late 2003 adding another 447 rooms. Four new hotels have been built in Fairbanks adding almost 500 rooms. An “ice hotel” built near Fairbanks, drew international attention to Alaska.

It appears from the modest increase in total and visitor arrivals in the Fall/Winter season that the rebounding national economy may have resulted in fewer economic constraints for business travelers—the bulk of arrivals in Alaska in the Fall/Winter season.

Although international air arrivals are also up, international arrivals faced increased and often times confusing security arrangements and requirements.

In April 2004, “The Big White” starring Robin Williams was filmed in Skagway. The movie was originally scheduled to be filmed in Winnipeg but a lack of snow forced the crew to change location.

Filming took place at the White Pass summit about 15 miles from town. The crew of 80 to 90 stayed Skagway and commuted each day to the summit.

Animal rights activists threatened to boycott Alaska tourism opportunities when the Alaska Board of Game proposed and approved an aerial wolf-control program. Despite the threats, the State of Alaska did not anticipate the boycott to have a significant impact on visitation.

According to the Travel Industry Association, the annual Travel Business Status Survey of its members showed that most of the industry has recovered from the terrorist attacks of September 11, 2001, the recession, with its subsequent weak recovery, and other global events. More than two-thirds of firms responding to the survey indicated their business has bounced back to levels equal to pre-9/11 business.



# 1 Introduction

The Alaska Visitors Statistics Program (AVSP) is a significant visitor industry research project conducted by the State of Alaska that began in 1985. The AVSP is nationally recognized as one of the most sophisticated tourism surveys in the nation. The AVSP provides the State of Alaska and the visitor industry with important, useful data on visitors to Alaska. These data include information on the number of visitors, general demographic and other characteristics of the visitor population, and information on visitor expenditures, activities, and opinions. The most recent AVSP, AVSP IV, was carried out October 1, 2000 through September 30, 2001. Previous AVSP studies were conducted in 1985-1986, 1989-1990, and 1993-1994. Changes and improvements in methodology have been made with each AVSP and explanations of these changes and the methodology used can be found in all AVSP IV reports.<sup>1</sup>

Total arrival data are collected throughout the season for each mode of arrival. Data come directly from the agency responsible for monitoring a particular mode of travel or the entity that provides the service. For example, the U.S. Customs Service monitors all vehicles and people that cross the border into Alaska on highways, and the Alaska Marine Highway System (AMHS) keeps track of the passengers on AMHS ferries.

Total arrival data can be collected annually for each mode of arrival, but visitor percentages can only be estimated and updated in AVSP survey years from the tallies and surveys conducted as part of the study effort. In between AVSP survey years, arrival data are collected and estimates are made about visitors to Alaska using visitor percentages derived in AVSP survey years. The arrival data are presented based on secondary data. Each report covers one season:

- Fall/Winter Season—October 1 through April 30
- Summer Season—May 1 through September 30

This arrival report covers **October 2003 through April 2004**. The report begins with a brief introduction to the AVSP and a discussion of the methodology used to prepare arrival reports based on secondary data. The second section presents trends in total arrivals, which include residents and visitors. The third section presents arrival trends for visitors to Alaska. Visitors include all non-residents traveling to Alaska. Visitors are counted at their first point of entry into the state unless otherwise noted. In the fourth section, full year arrival numbers are presented.

Table 1 summarizes the sources of data for arrival counts. Once total arrivals by modes have been estimated, weighted percentages of visitors derived from tallies in AVSP IV are used to estimate the number of visitors by mode of arrival and by purpose of trip.

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<sup>1</sup> *Alaska Visitor Arrivals Fall/Winter 2000-01, Alaska Visitor Expenditures and Opinions Fall/Winter 2000-01, Alaska Visitor Arrivals Summer 2001, and Alaska Visitor Expenditures and Opinions Summer 2001* available at <http://www.commerce.state.ak.us/oed/toubus/research.htm>.

**Table 1. Sources of Data for Arrival Counts  
Fall/Winter 2003-2004**

<b>Mode of Arrival</b>	<b>Source of Data for Arrival Counts</b>
Domestic Air	
Airlines with interstate and intrastate service	Airlines
Airlines without intrastate service	Airports (deplanement data for each airline)
Ferry	Alaska Marine Highway System
Highway	U.S Customs and Immigration Office, Anchorage Area Port Senior Inspector and border stations
International Air	Airports (deplanement data for each airline)

## 2 Total Arrivals (Residents and Visitors Combined)

Table 2 show trends in total arrivals including residents and visitors by mode of entry for Fall/Winter 1993-1994 through Fall/Winter 2003-2004. Total arrivals of 759,900 surpassed the previous record of 754,600 in 2000-2001.

**Table 2. Trends in Total Arrivals (Residents and Visitors)  
by Mode of Entry,  
Fall/Winter 2002-2003 to Fall/Winter 2003-2004**

Mode	AVSP III	Secondary Arrival Reports					AVSP IV	Secondary Arrival Reports		
	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99 <sup>a</sup>	2000-01	2001-02	2002-03	2003-04
Cruise Ship	na	na	na	1,500	100	200	200	2,000 <sup>b</sup>	0	0
Domestic Air	506,200	540,400	522,300	588,000	528,400	551,900	691,500	683,400	682,900	694,900
Ferry	12,600	10,100	10,700	9,600	7,500	9,500	9,500	10,100	9,900	10,600
Highway Personal Vehicle <sup>c</sup>	29,500	31,300	31,300	30,600	36,100	32,800	34,800	34,000	35,100	36,500
Highway Motorcoach	600	500	500	500	500	900	1,300	800	800	600
International Air	7,500	9,300	12,100	10,800	9,200	11,100	9,500	6,600	10,100	10,600
Other <sup>d</sup>	21,200	25,500	34,100	26,700	26,500	20,700	7,700	8,100	7,700	6,700
<b>Total</b>	<b>577,700</b>	<b>617,100</b>	<b>612,900</b>	<b>667,700</b>	<b>608,400</b>	<b>627,200</b>	<b>754,600</b>	<b>745,100</b>	<b>746,500</b>	<b>759,900</b>

Source: Alaska Visitor Arrivals, Fall/Winter 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Fall Winter 2001-2004 (Northern Economics, Inc.).

**Notes:**

Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

<sup>a</sup> No arrival data collected in 1999-2000.

<sup>b</sup> The increase in cruise arrivals in 2001-2002 and subsequent decline is due to one ship with 2,000 passengers that called at Juneau in April 2002.

<sup>c</sup> Changes in highway arrivals between 1999 and 2001 are due in part to changes in methodology. Highway arrivals have been adjusted for double counting beginning in 2001.

<sup>d</sup> "Other" category includes some domestic air arrivals in 1995-1999, but for 2001 through 2004 includes only drivers of commercial vehicles and snow machine drivers and riders. Part of increase in domestic air arrivals between 1999 and 2001 is an artifact of transfer of domestic air arrivals at smaller airports from "Other" category to "Domestic Air" in 2001.

Table 3 shows the number and percent of change in total arrivals for visitors and residents combined between Fall/Winter 2002-2003 and Fall/Winter 2003-2004. Of note, is the 2 percent increase in domestic air arrivals—an increase of 12,000 travelers and the 7 percent in ferry arrivals, 4 percent increase in personal vehicle arrivals, and the 5 percent increase in international air arrivals.

**Table 3. Number and Percent Change in Total Arrivals (Resident and Visitor Arrivals)  
Fall/Winter 2002-2003 and Fall/Winter 2003-2004**

<b>Entry Mode</b>	<b>Fall/Winter 2002-03</b>	<b>Fall/Winter 2003-04</b>	<b>Number Change</b>	<b>Percent Change</b>
Cruise Ship	0	0	0	0
Domestic Air	682,900	694,900	12,000	2
Ferry	9,900	10,600	700	7
Highway—Personal Vehicle	35,100	36,500	1,400	4
Highway—Motorcoach	800	600	-200	-25
International Air	10,100	10,600	500	5
Other	7,700	6,700	-1,000	-15
<b>Total</b>	<b>746,500</b>	<b>759,900</b>	<b>13,400</b>	<b>2</b>

**Notes:**

Numbers rounded to the nearest 100.

Column and row totals may not be equal due to rounding.

### 3 Visitor Arrivals

#### Statistical Weights and Visitor Percentages

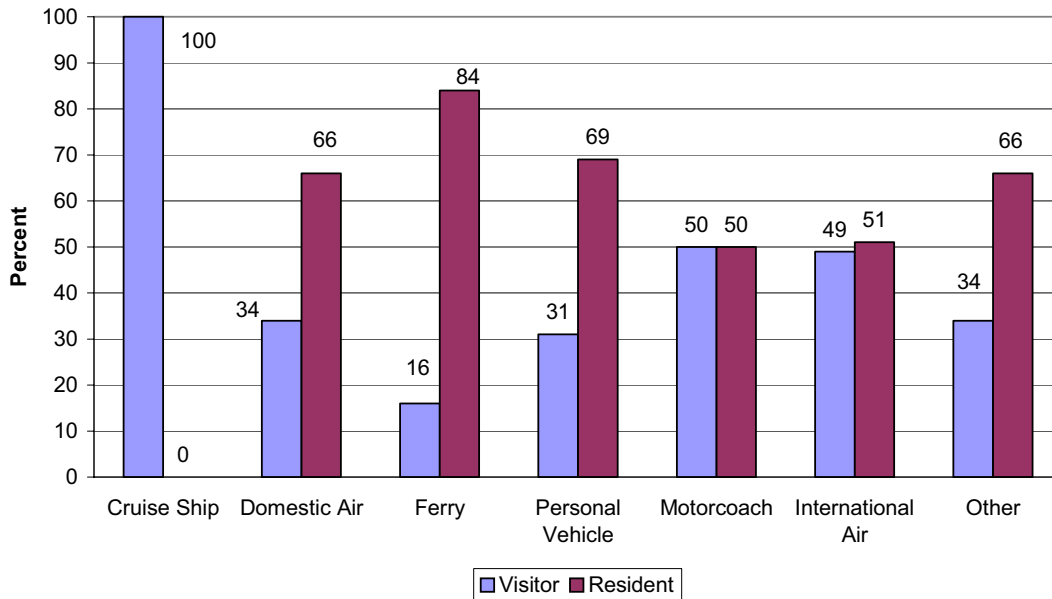
Visitor arrivals are based on tallies conducted by surveyors at all AVSP survey locations during Fall/Winter 2000-2001 and Summer 2001. When conducting tallies, surveyors ask travelers at the border stations, as they deplane, as they disembark a ship, and in certain locations where they embark, whether they are a resident of Alaska returning home or a visitor to the state. These tallies are then weighted to reflect the amount of sampling conducted in each location, the total number of arrivals at the different points of entry, the number of people traveling by different modes, and other factors.

Statistical weights are calculated for each mode of arrival based on the number of tallies conducted, the relative number of people traveling by that mode at different times of the season, and other factors. Additional information about the methodology can be found in the AVSP IV reports.

#### Visitor Percentages

Figure 1 shows the ratios between residents and visitors by mode of entry as determined in AVSP IV. The visitor percentages derived from the survey and tallies conducted as part of AVSP IV are used to estimate the number of visitors in Fall/Winter 2003-2004.

**Figure 1. Visitor/Resident Arrival Composition  
Percent by Mode of Entry  
AVSP IV Survey, Fall/Winter 2000-2001**

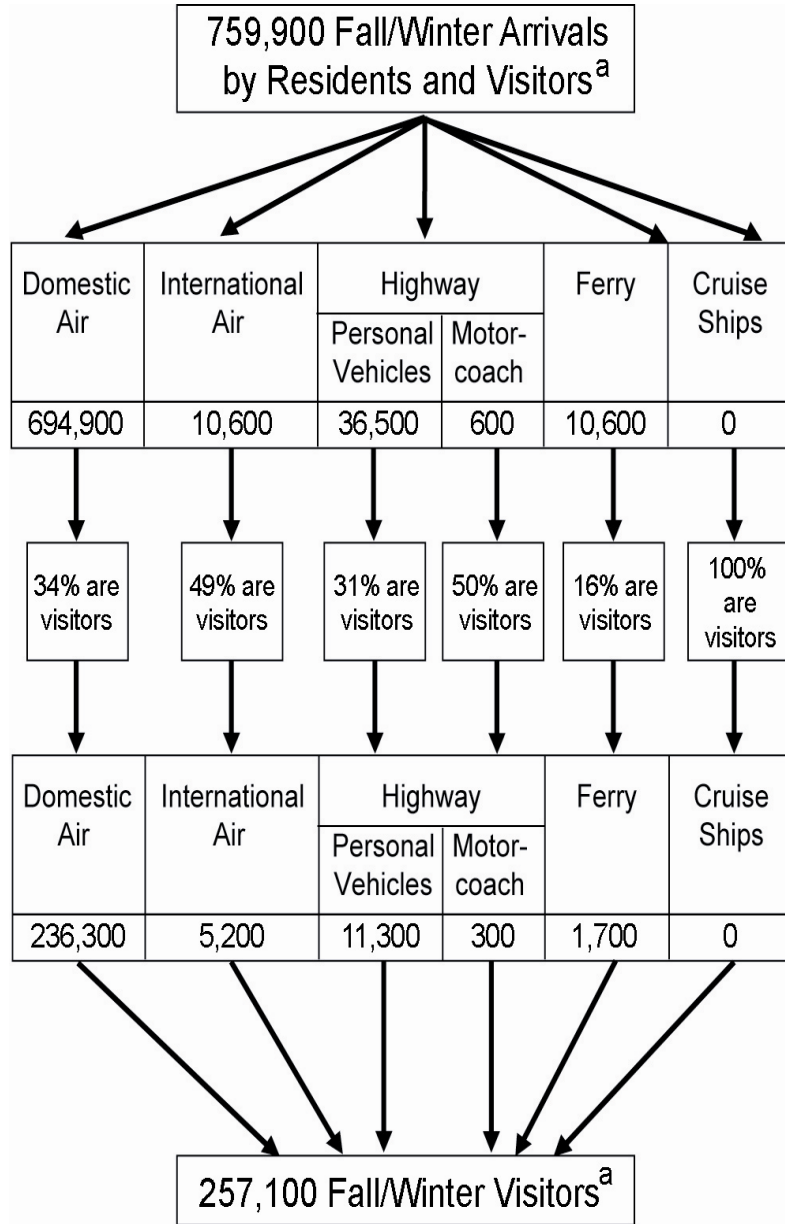


Source: Surveys conducted in Fall/Winter 2000-2001 as part of AVSP IV.

Note: "Other" not a sampled mode of arrival.

Figure 2 shows the process used for estimating visitor arrivals for Fall/Winter 2003-2004 from total arrival data and the visitor percentages derived as part of the Fall/Winter 2000-2001 AVSP IV study.

**Figure 2. Total Arrivals, Visitor Percentages, and Visitor Arrivals  
Fall Winter 2003-2004**



<sup>a</sup> Totals include arrivals from "Other" category (drivers and passengers of commercial vehicles and pedestrians).

## Trends in Visitor Arrivals

Table 4 shows trends in visitor arrivals by mode of arrival for Fall/Winter 1993-1994 through Fall/Winter 2003-2004 and Figure 3 shows the same information in graph form. Visitor arrivals in Fall/Winter 2003-2004 reached a new peak of 257,100, surpassing the previous high of 254,500 in Fall/Winter 2000-2001. Domestic air arrivals accounted for about 92 percent of all visitor arrivals in Fall/Winter 2003-2004 and most of the increase since the previous peak in 2000-2001.

**Table 4. Trends in Visitor Arrivals  
by Mode of Entry  
Fall/Winter 1993-1994 to Fall/Winter 2003-2004**

Mode	AVSP III	Secondary Arrival Reports					AVSP IV	Secondary Arrival Reports		
	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99 <sup>a</sup>	2000-01	2001-02	2002-03	2003-04
Cruise Ship	0	0	0	1,500	100	200	200	2,000 <sup>b</sup>	0	0
Domestic Air	167,100	172,100	177,600	202,900	181,500	189,600	234,000	232,300	232,200	236,300
Ferry	4,100	3,400	3,600	3,200	2,500	3,100	1,500	1,600	1,600	1,700
Highway Personal Vehicle <sup>c</sup>	8,600	10,600	11,300	10,100	12,400	11,300	10,800	10,600	10,900	11,300
Highway Motorcoach	na	na	na	na	na	na	700	400	400	300
International Air	3,600	4,500	5,900	5,200	4,400	5,300	4,700	3,200	4,900	5,200
Other <sup>d</sup>	7,000	na	9,700	7,600	8,700	6,800	2,500	2,800	2,600	2,300
<b>Total</b>	<b>190,500</b>	<b>190,600</b>	<b>208,100</b>	<b>230,500</b>	<b>209,600</b>	<b>216,300</b>	<b>254,500</b>	<b>253,000</b>	<b>252,600</b>	<b>257,100</b>

Source: Alaska Visitor Arrivals, Fall/Winter 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Fall/Winter 2000-2004 (Northern Economics, Inc.).

### Notes:

Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding.

na = not available.

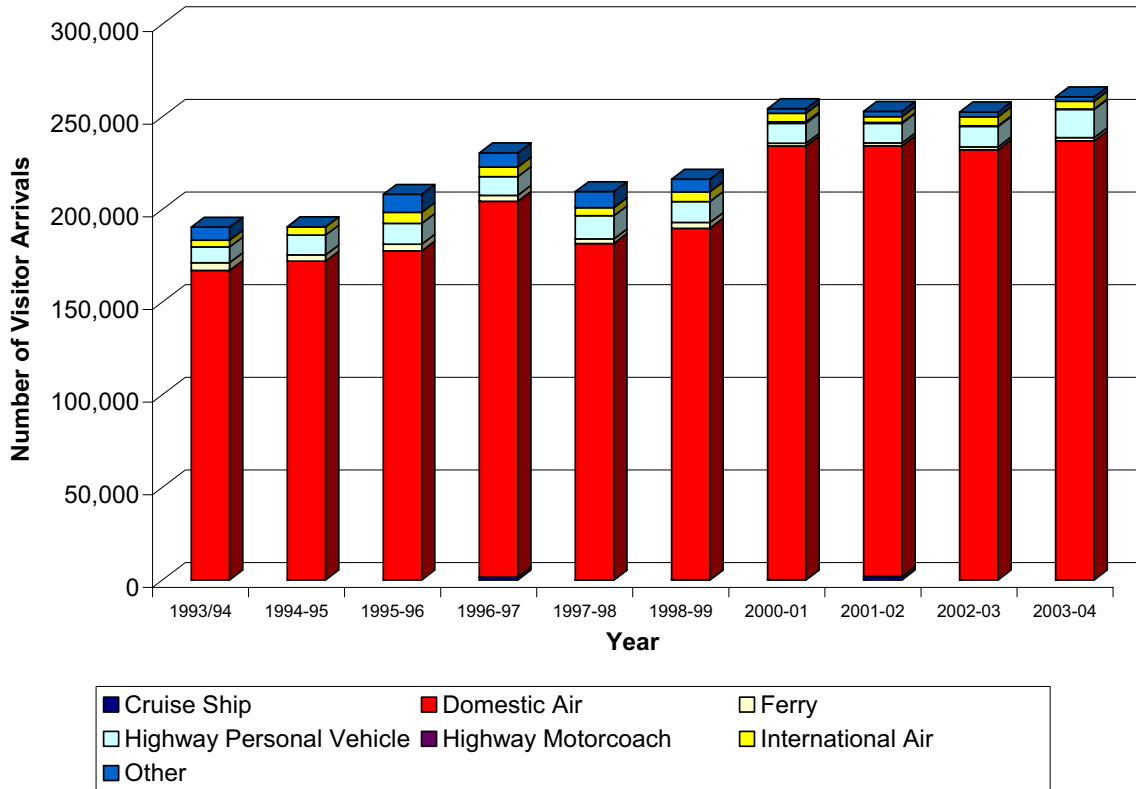
<sup>a</sup> No arrival data collected in 1999-2000.

<sup>b</sup> The increase in cruise arrivals in 2001-2002 and subsequent apparent drop is due to one ship with 2,000 passengers that called at Juneau in April 2002.

<sup>c</sup> Changes in highway arrivals between 1999 and 2001 are due in part to changes in methodology. Highway arrivals have been adjusted for double counting beginning in 2001.

<sup>d</sup> "Other" category includes some domestic air arrivals in 1995-1999, but for 2001 through 2004 includes only drivers of commercial vehicles and snow machine drivers and riders. Part of increase in domestic air arrivals between 1999 and 2001 is an artifact of transfer of domestic air arrivals at smaller airports from "Other" category to "Domestic Air" in 2001.

**Figure 3. Trends in Visitor Arrivals  
Fall/Winter 1993-1994 to Fall/Winter 2003-2004**



Source: Alaska Visitor Arrivals, Fall/Winter, 1993-1999 (McDowell Group); Alaska Visitor Arrivals, Fall/Winter, 2000-2004 (Northern Economics, Inc.).

Table 5 shows the number and percent increase or decrease in visitor arrivals by mode of entry between Fall/Winter 2002-2003 and Fall/Winter 2003-2004. Visitor arrivals for Fall/Winter 2003-2004 increased by almost two percent over Fall/Winter 2002-2003.

**Table 5. Number and Percent Change in Visitor Arrivals  
by Mode of Entry  
Fall/Winter 2002-2003 and Fall/Winter 2003-2004**

Entry Mode	Fall/Winter 2002-2003	Fall/Winter 2003-2004	Percent Change	Number Change
Cruise Ship	0	0	0	0
Domestic Air	232,200	236,300	2	4,100
Ferry	1,600	1,700	6	100
Highway—Personal Vehicle	10,900	11,300	4	400
Highway--Motorcoach	400	300	-25	-100
International Air	4,900	5,200	6	300
Other	2,600	2,300	-12	-300
<b>Total</b>	<b>252,600</b>	<b>257,100</b>	<b>2</b>	<b>4,500</b>

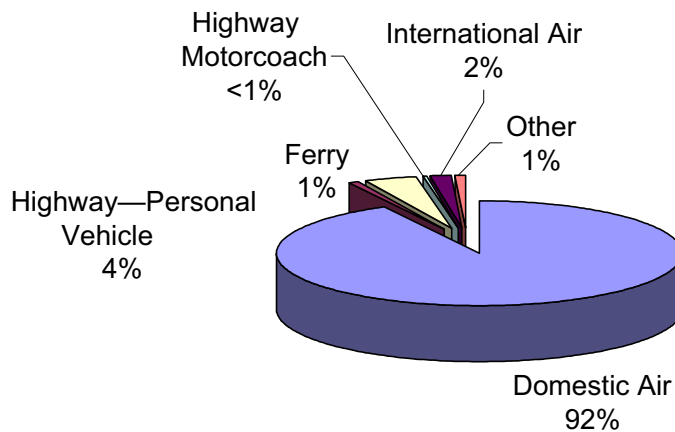
**Notes:**

Numbers rounded to the nearest 100.

Column and row totals may not be equal due to rounding.

Figure 4 shows percent of visitor arrivals by mode of arrival Fall/Winter 2003-2004. Approximately 92 percent of visitor arrivals in the Fall/Winter season were by domestic air, in contrast to the summer season when the majority of visitor arrivals are via cruise ships.

**Figure 4. Percent of Visitor Arrivals  
by Mode of Entry  
Fall/Winter 2003-2004**

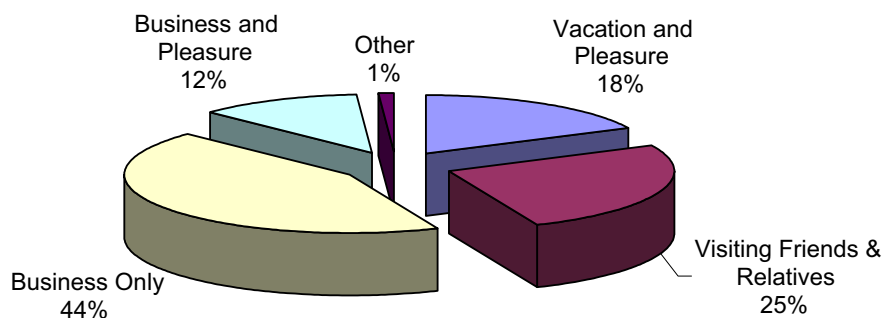


**Arrivals by Trip Purpose**

Figure 5 shows the percent of Fall/Winter 2003-2004 visitor arrivals by trip purpose as determined in AVSP IV. According to the survey information collected in AVSP IV, “Business Only” travel accounts

for approximately 44 percent of all visitors in the Fall/Winter season. The “Business and Pleasure” category accounts for another 12 percent of visitor arrivals. “Visiting Friends and Relatives” accounts for approximately 25 percent of visitor arrivals in the Fall/Winter season, followed by “Vacation and Pleasure” visitors at 18 percent. Table 6 presents trends in visitor arrivals by trip purpose for Fall/Winter 1996-97 through 2003-2004.

**Figure 5. Percent of Visitors Arrivals by Trip Purpose  
Fall/Winter 2002-03**



**Table 6. Trends in Visitor Arrivals by Trip Purpose  
Fall/Winter 1996-1997 to Fall/Winter 2003-2004**

Purpose	Secondary Arrival Count Reports			AVSP IV	Secondary Arrival Count Reports		
	1996-97	1997-98	1998-99 <sup>a</sup>	2000-01	2001-02	2002-03	2003-04
Business Only	116,500	104,200	107,700	111,000	110,300	110,200	112,200
Business and Pleasure	23,900	22,000	22,700	30,000	29,800	29,800	30,300
Vacation and Pleasure	33,700	31,100	31,500	45,000	44,700	44,700	45,500
Visiting Friends and Relatives	51,000	47,300	49,200	64,000	64,000	63,500	64,600
Other <sup>b</sup>	5,400	5,000	5,200	4,500	4,300	4,400	4,500
<b>Total</b>	<b>230,500</b>	<b>209,600</b>	<b>216,300</b>	<b>254,500</b>	<b>253,000</b>	<b>252,600</b>	<b>257,100</b>

Source: Alaska Visitor Arrivals, Fall/Winter 1996-1999 (McDowell Group); Alaska Visitor Arrivals, Fall/Winter 2000-2004 (Northern Economics, Inc.).

**Notes:**

Numbers rounded to the nearest 100. Column and row totals may not be equal due to rounding

<sup>a</sup> No arrival data collected in 1999-2000.

<sup>b</sup> “Other” category for 1996-1999 included arrivals at minor points of entry and seasonal workers. “Other” category for 2000-2004 includes drivers and passengers of commercial vehicles and pedestrians.

**Factors Affecting Visitor Arrivals**

Hotel capacity in Alaska has increased dramatically. Anchorage room capacity has increased almost 30 percent since 1997. Half of the new hotels in Alaska have been built in Anchorage. Another four new hotels broke ground in late 2003 adding another 447 rooms. Four new hotels have been built in

Fairbanks adding almost 500 rooms. An “ice hotel” built near Fairbanks, drew international attention to Alaska.

It appears from the modest increase in total and visitor arrivals in the Fall/Winter season that the rebounding national economy may have resulted in fewer economic constraints for business travelers—the bulk of arrivals in Alaska in the Fall/Winter season.

Although international air arrivals are also up, international arrivals faced increased and often times confusing security arrangements and requirements.

In April 2004, “The Big White” starring Robin Williams was filmed in Skagway. The movie was originally scheduled to be filmed in Winnipeg but a lack of snow forced the crew to change location. Filming took place at the White Pass summit about 15 miles from town. The crew of 80 to 90 stayed Skagway and commuted each day to the summit.

Animal rights activists threatened to boycott Alaska tourism opportunities when the Alaska Board of Game proposed and approved an aerial wolf-control program. Despite the threats, the State of Alaska did not anticipate the boycott to have a significant impact on visitation.

According to the Travel Industry Association, the annual Travel Business Status Survey of its members showed that most of the industry has recovered from the terrorist attacks of September 11, 2001, the recession, with its subsequent weak recovery, and other global events. More than two-thirds of firms responding to the survey indicated their business has bounced back to levels equal to pre-9/11 business.



## Appendix A—Support Data

Table 1 shows the number of personal vehicle arrivals at the Alcan, Poker Creek, Haines, and Skagway border stations by month, comparing arrivals in Fall/Winter 2003-2004 with the Fall/Winter 2002-2003. In contrast to the information on highway arrivals presented in the body of this report, these counts are adjusted for double counting. Table A-2 contains a compilation of the data as received from U.S. Customs in Anchorage. These numbers are useful if the reader wants to know how many individuals cross at a particular border each month.

**Table A-1. Number of Passengers and Drivers in  
Personal Vehicle Arrivals at Border Stations by Month  
Fall/Winter 2003-2004**

Border Station	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
<b>Alcan</b>								
2002-03	3,401	2,321	1,977	2,284	2,153	2,595	5,214	19,945
2003-04	4,184	2,950	1,953	2,247	2,110	2,986	5,109	21,539
<b>Poker Creek</b>								
2002-03	0	0	0	0	338	386	0	724
2003-04	0	0	0	0	213	366	0	579
<b>Haines</b>								
2002-03	3,397	1,574	1,360	1,405	1,105	1,593	2,237	12,671
2003-04	3,326	1,476	1,236	1,127	1,064	1,337	2,298	11,864
<b>Skagway</b>								
2002-03	2,359	1,616	1,433	1,116	1,511	2,678	4,177	14,890
2003-04	2,403	1,248	1,259	1,041	1,597	1,185	6,288	15,021
<b>Total</b>								
2002-03	9,157	5,511	4,770	4,805	5,107	7,252	11,628	48,230
2003-04	9,913	5,674	4,448	4,415	4,984	5,874	13,695	49,003

Source: U.S. Customs, Anchorage office.

**Table A-2. U. S. Customs Arrival Data  
by Border Crossing and by Month  
Fall/Winter 2003-2004.**

<b>Border Crossing</b>	<b>Commercial Vehicle</b>	<b>Bus</b>	<b>Private Vehicle</b>	<b>Pedestrian</b>
<b>Alcan (Tok/Beaver Creek)</b>				
October	715	21	4,184	1
November	799	31	2,950	0
December	647	59	1,953	0
January	658	25	2,247	0
February	762	153	2,110	0
March	736	38	2,986	1
April	867	28	5,109	1
<b>Total</b>	<b>5,184</b>	<b>355</b>	<b>21,539</b>	<b>3</b>
<b>Dalton Cache (Haines)</b>				
October	71	9	3,326	29
November	50	40	1,476	31
December	61	15	1,236	32
January	38	3	1,127	24
February	43	1	1,064	23
March	54	0	1,337	9
April	70	25	2,298	25
<b>Total</b>	<b>387</b>	<b>93</b>	<b>11,864</b>	<b>173</b>
<b>Poker Creek (Taylor Hwy)</b>				
October	0	0	0	0
November	0	0	0	0
December	0	0	0	0
January	0	0	0	0
February	0	0	213	0
March	0	0	366	0
April	0	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>579</b>	<b>0</b>
<b>Skagway (Klondike Hwy)</b>				
October	145	7	2,403	0
November	97	2	1,248	0
December	107	11	1,259	0
January	139	2	1,041	0
February	103	10	1,597	0
March	168	73	1,185	0
April	165	95	6,288	0
<b>Total</b>	<b>924</b>	<b>200</b>	<b>15,021</b>	<b>0</b>
<b>Grand Total</b>	<b>6,495</b>	<b>648</b>	<b>49,003</b>	<b>176</b>

Source: U.S. Customs, Anchorage office.

## Appendix B—Arrival Statistics

The accuracy of visitor arrival statistics depends on the number of people counted in the tallies, the portion that was visitors, and the total number of arrivals for the mode. (The accuracy of estimates of visitor arrivals does not depend on the number of random arrival surveys conducted.)

Table B-1 shows the margins of error for the estimate of visitor arrivals for the season, and for the season for each mode where tallies were conducted.

**Table B-1. Margins of Error for Visitor Arrival Estimates  
Fall/Winter 2000-01**

Mode	Number of People Counted in Tallies	Visitor Percent	Total Arrivals	Estimate of Visitor Arrivals	Implied Margin of Error Percent
All	35,393	34	745,400	251,100	+/- 1
Domestic Air	29,438	34	691,500	234,000	+/- 1
International Air	800	49	9,600	4,700	+/- 3.6
Highway—Personal Vehicles	1,300	31	34,800	10,800	+/- 4.1
Ferry	3,855	16	9,500	1,600	+/- 3.5

This table shows that the sample plan resulted in very reliable estimates of visitor arrivals, overall and by mode.

It is important to note that estimates of visitors that arrive by a particular mode and who are traveling for a particular purpose, or who are a particular traveler type will have larger margins of error. These larger margins are due to the effects of splitting the data in multiple ways and the resulting small samples.