



VISIT ANCHORAGE
ANCHORAGE 2014 OFFICIAL VISITOR GUIDE STUDY

March 2015

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Objectives

This report presents the findings of a user study of the 2014 Official Guide to Anchorage. This research was conducted on behalf of Visit Anchorage by Destination Analysts, Inc. It is a continuation of study done of the 2013 Official Guide to Anchorage, which was part of the Western Association of Convention & Visitors Bureau (WACVB) Foundation-sponsored 2013 DMO Visitors Guide user & Conversion Study. The primary objectives of this research were to:

- Understand the usage and effectiveness of Anchorage's Official Visitors Guide
- Develop a profile of travelers who use the Anchorage Official Visitors Guide
- Estimate the economic impact and Return on Investment (ROI) the Official Visitors Guide brought to the City of Anchorage

A secondary goal of this research was to provide Visit Anchorage comparability measures to findings from the Anchorage 2013 Official Visitors Guide Study.

Methodology

This research employed an online survey methodology to collect data from visitors guide requestors. Destination Analysts, in close consultation with Visit Anchorage, developed a questionnaire to address the study's core objectives.

In addition, Visit Anchorage included the following questions to their online visitor guide request form:

- 1) "Where are you in the process of deciding to travel to Anchorage?"
- 2) "In which month are you likely to arrive in Anchorage?"

This allowed Destination Analysts to identify those that had already made the decision to visit Anchorage (and who would therefore be excluded from the estimates of the incremental trips generated by the guide) as well as send the survey after the visitors guide requestor's intended travel month.

Throughout 2014, at the end of each quarter, Visit Anchorage sent Destination Analysts a list of visitor guide requestors who ordered the 2014 Official Guide to Anchorage during the previous quarter, including their answers to these two questions. Guide requestors who indicated that they would arrive in Anchorage during the months of the previous quarter were emailed an invitation to take the online survey approximately two weeks after the end of that quarter. The survey invitations were sent four times: April 2014, July 2014, October 2014 and January 2015.

A sweepstakes to win one of several prizes was offered as an incentive to complete the survey. In total, 3,280 fully completed surveys to the Anchorage 2014 Official Visitors Guide Survey were collected.

Snapshot of Key Findings

The profile below shows a summary of fundamental findings and descriptive statistics emerging from this research.

Key Survey Statistics

“Satisfied” or “Very Satisfied” with Anchorage Official Visitors Guide:	96.3%
Took a Trip to Anchorage after Receiving Visitors Guide:	65.7%
Average Spending Per Day in Anchorage on Trip:	\$396.63
Had Not Already Decided to Visit Anchorage When Received Visitors Guide:	16.6%
Visitors Guide Helped Make Decision to Visit Anchorage (Percent of undecided travelers):	82.7%
Visitors Guide was “Important” or “Very Important” to Decision to Visit Anchorage (Percent of those who said guide influenced their decision):	64.1%
Visitors Guide Influenced Length of Stay in Anchorage (Percent of those who already decided to visit Anchorage):	28.0%
Visitors Guide Increased Length of Stay in Anchorage (Percent of those whose trip length was influenced by guide):	72.0%
Top Travel Planning Tasks and/or Decisions Made with Visitors Guide:	
Selected Attractions:	70.5%
Consulted Maps:	58.8%
Selected a Restaurant:	51.1%
Used (printed) Visitors Guide During Trip:	74.7%

Visitors Guide ROI Estimates

Trips to Anchorage Generated by Visitors Guide (i.e. incremental trips): 989 trips

Average Visitor Spending Per Day on these Incremental Trips: \$398

Total Visitor Spending on Incremental Trips to Anchorage: \$1,219,227

Days spent in Anchorage on Trips Extended by Visitors Guide: 2,212 days

Total Visitor Spending on Trips Extended by Visitors Guide: \$879,465

Total Economic Impact/ROI of Visitors Guide: \$2,098,692

Economic Impact/ROI per Visitors Guide Distributed: \$71.92

Conversion Analysis

Economic impact for a destination marketing organization’s marketing program can best be defined as the total amount of direct visitor spending in the destination that is generated by the program. Alternatively, a DMO marketing program’s economic impact can be defined as the amount of visitor spending in the destination that would not have occurred in the absence of the program. In short, one goal of this research was to measure how much the Anchorage Official Visitors Guide brought back to the City of Anchorage in economic impact, which can later be measured against the amount of money spent producing and distributing the guide to determine ROI.

The economic impact estimation method used is detailed below, immediately followed by the actual economic impact estimates.

CALCULATION OF VISITORS GUIDE ECONOMIC IMPACT ESTIMATES

This survey collected information critical to calculating economic impact, such as actual visitation to Anchorage after ordering the Visitors Guide, whether those that did visit Anchorage had already made up their mind to visit the city—and how long they would stay—when requesting the Visitors Guide, as well as detailed information on their trip purpose and in-market spending behavior. Such data allowed us to differentiate between leisure and business/conference visitors and others and measure in-market spending by visitors influenced by the Visitors Guide to visit or extend their stay in Anchorage.

The economic impact estimates derived for this report include all direct spending in Anchorage by two types of visitors: those who took incremental trips to Anchorage and those who extended the length of their trip based on information found in the Visitors Guide. These two visitor types are distinguished following:

1. Visitors on **incremental trips** had not fully made up their mind to visit Anchorage when they ordered the Visitors Guide and stated that the Visitors Guide influenced their decision to ultimately visit the city. To be considered an incremental visitor, respondents who had not made up their mind to visit prior to ordering the Visitors Guide must then state in a subsequent survey response that the Visitors Guide helped them make their decision to visit and that the guide was “Important” or “Very important” to their decision to visit.

2. Visitors who **extended their stay in Anchorage** can be leisure travelers, business travelers or convention/group meeting attendees. Leisure travelers who did not state that the Visitors Guide influenced their decision to visit Anchorage and all business and convention travelers were asked a series of questions on the influence of the Visitors Guide on their length of their stay in the city. Economic impact estimates for this group only include spending during reported “additional” days in-market generated by the Visitors Guide.

KEY ECONOMIC IMPACT FINDINGS: ANCHORAGE 2014 OFFICIAL VISITORS GUIDE

The key findings on the economic impact of the 2014 Official Guide to Anchorage are summarized below.

- **Incremental trips to Anchorage generated by the 2014 Official Guide to Anchorage:** For the 29,181 persons receiving the Anchorage 2014 Official Visitors Guide through direct order, an estimated 989 incremental trips were generated for the City of Anchorage. The average incremental trip lasted 3.1 days, with a reported in-market spending of \$398 per day. In total, the incremental trips generated by the Visitors Guide resulted in approximately \$1,219,227 in new visitor spending in Anchorage, or approximately \$42 of the total economic impact per distributed guide.
- **Incremental spending on trips extended as a result of the 2014 Official Guide to Anchorage:** Visitors Guides can also encourage longer stays in a destination and thus increase the visitor spending the city realizes. It is estimated that an additional 2,212 incremental trips days were generated by the 2014 Official Visitors Guide from visitors who lengthened their initial intended stay in Anchorage. In total, the incremental trips generated by the guide resulted in approximately \$879,465 in new visitor spending in Anchorage, or approximately \$30 of the economic impact per distributed guide.

- Total Estimated Economic Impact:** The two components discussed above (spending on incremental trips and additional days in market) comprise the program’s economic impact as defined in this study. It is estimated that as a result of the direct order distribution of the 2014 Official Guide to Anchorage, \$2,098,692 in direct visitor spending was generated for the City of Anchorage. Alternatively, given the 29,181 Visitors Guides distributed during the year, the programs overall economic impact is estimated to have been \$71.92 per guide.

2014 VERSUS 2013 COMPARISON MATRIX

The table below compares key ROI metrics between the two years of study.

Visitors Guide ROI Estimates	2013	2014
Trips to Anchorage Generated by Visitors Guide (i.e. incremental trips):	601 trips	989 trips
Average Visitor Spending Per Day on these Incremental Trips:	\$369	\$398
Total Visitor Spending on Incremental Trips to Anchorage:	\$651,641	\$1,219,227
Days spent in Anchorage on Trips Extended by Visitors Guide:	1,165 days	2,212 days
Total Visitor Spending on Trips Extended by Visitors Guide:	\$429,712	\$879,465
Total Economic Impact/ROI of Visitors Guide:	\$1,081,353	\$2,098,692
Economic Impact/ROI per Visitors Guide Distributed:	\$66.00	\$71.92

Graphical Presentation of Survey Questions

In this section, we present the findings of the survey's base questions in the order they were asked. This section includes the non-demographic questions—those related to respondent opinions and behaviors. A brief written analysis is included for each chart. Questions related to the survey sample's demographics are presented in Section 5.

Recall of Receipt of Visitors Guide

Approximately nine in ten survey respondents recalled receiving their 2014 Official Guide to Anchorage in the mail (86.5%). The 13.5 percent of survey respondents who had not or did not recall receiving the guide were skipped to the demographic questions of the survey questionnaire.

Figure 4.1: Do you recall receiving a copy of the 2014 Official Guide to Anchorage (shown above) in the mail?

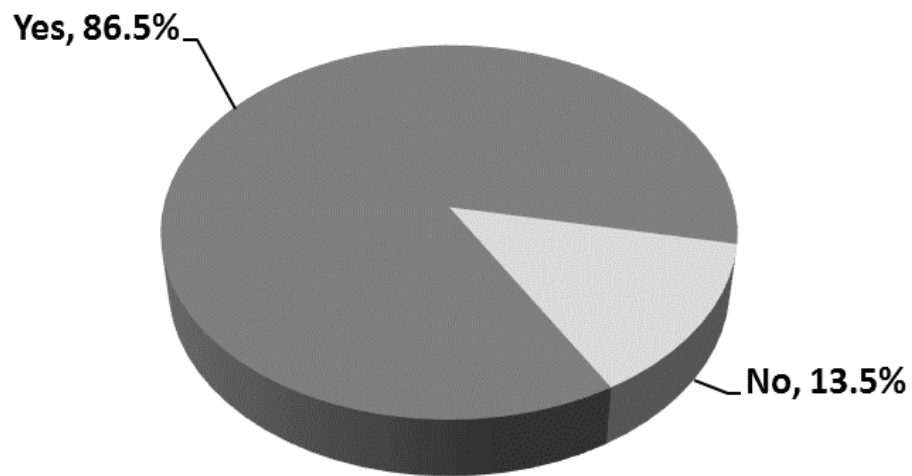


FIGURE 4.1 - Question 2: Do you recall receiving a copy of the 2014 Official Guide to Anchorage (shown above) in the mail? 3,280 completed surveys.

Read Visitors Guide

Survey respondents who recalled receipt of the 2014 Official Guide to Anchorage were asked if they read or looked through it. Nearly all (98.2%) of this group did in fact read or look through the 2014 Official Guide to Anchorage. Those that both recalled receipt of the Visitors Guide and read or looked through it are hereafter referred to as “Visitors Guide users.”

Figure 4.2: Did you read (or look through) the 2014 Official Guide to Anchorage that was sent to you?

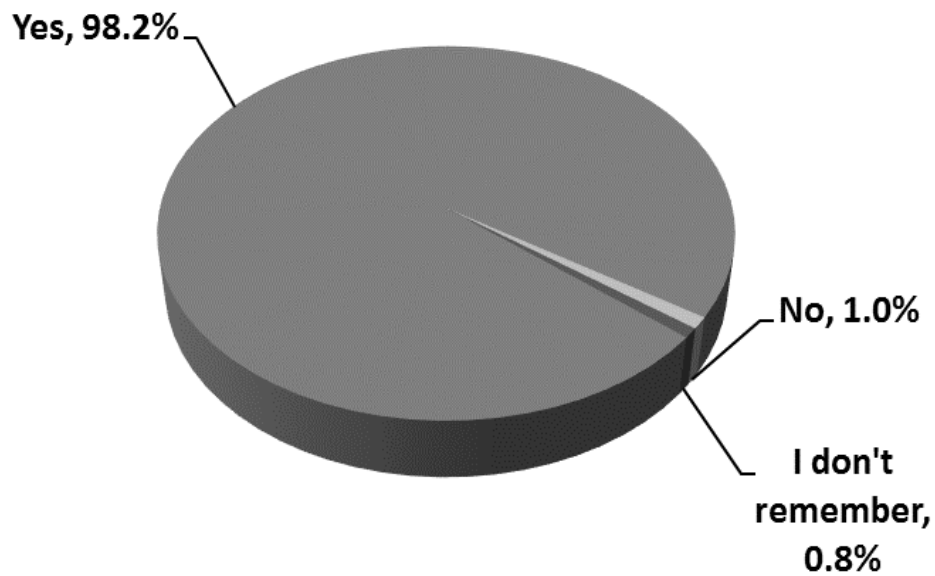


FIGURE 4.2 - Question 3: Did you read (or look through) the 2014 Official Guide to Anchorage that was sent to you? 2,839 completed surveys.

How Guide Recipient Initially Learned About Visitors Guide

Survey respondents were then asked how they initially learned about the Official Guide to Anchorage. About four in ten respondents reported learning about the guide from the Visit Anchorage website (38.1%). Highlighting the significance of search engines in driving visitor guide requests, three in ten learned about the guide through a search engine result or advertisement (28.7%). 8.1 percent said they learned about the Official Guide to Anchorage from the State of Alaska tourism website or other regional tourism website. 8.1 percent said they learned about the Official Guide to Anchorage from the State of Alaska tourism website or other regional tourism website.

Figure 4.3: How did you initially learn about our Official Guide to Anchorage? (Select one)

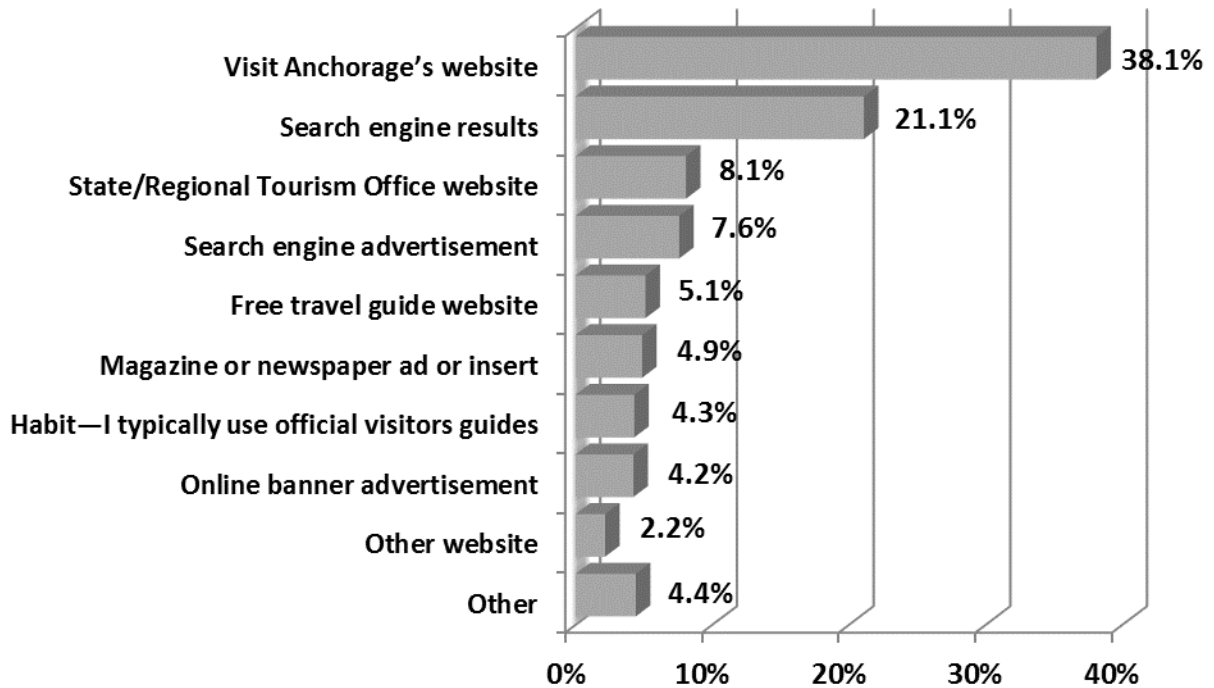


FIGURE 4.3 - Question 4: How did you initially learn about our Official Guide to Anchorage? (Select one). 3,280 completed surveys.

Reasons for Ordering Visitors Guide

The study was used to look into motivations for ordering the Official Guide to Anchorage. When survey respondents were asked their reason(s) for ordering the guide, the top responses were “Review information about traveling to Anchorage and/or learn more about Anchorage overall” (48.0%), “To plan and book a vacation to Anchorage” (47.1%), “To have a Visitors Guide to take with me on my trip” (36.2%) and “To review listings of accommodations, attractions, restaurants and other businesses in Anchorage.” However, nearly three in ten (28.5%) said they ordered it specifically for “trip inspiration—(to) get ideas for why I might want to take a trip to Anchorage.”

Figure 4.4: Which of the following describes your reason(s) for ordering the Official Guide to Anchorage? (Select all that apply)

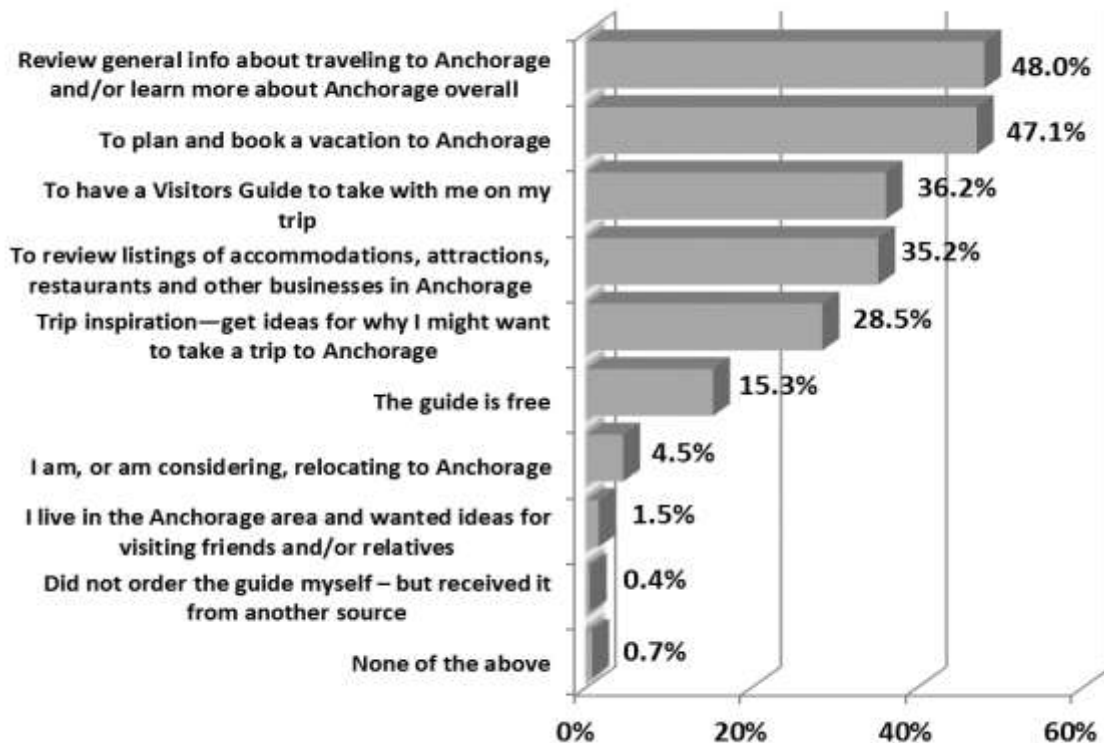


FIGURE 4.4 - Question 5: Which of the following describes your reason(s) for ordering Official Guide to Anchorage? (Select all that apply) 3,280 completed surveys.

Information Types Sought After

Visitors Guide users were asked which specific types of information they were seeking when ordering the Official Guide to Anchorage. Information on attractions (75.9%), travel tips (65.9%) and maps (62.9%) were the most sought after information in the guide with two-thirds or more of respondents specifically looking for this information. Nearly half of survey respondents reported ordering the guide to look up information on accommodations (49.0%) and tours (47.2%).

Figure 4.5: Which types of information were you specifically seeking when you ordered the Official Guide to Anchorage? (Select all that apply)

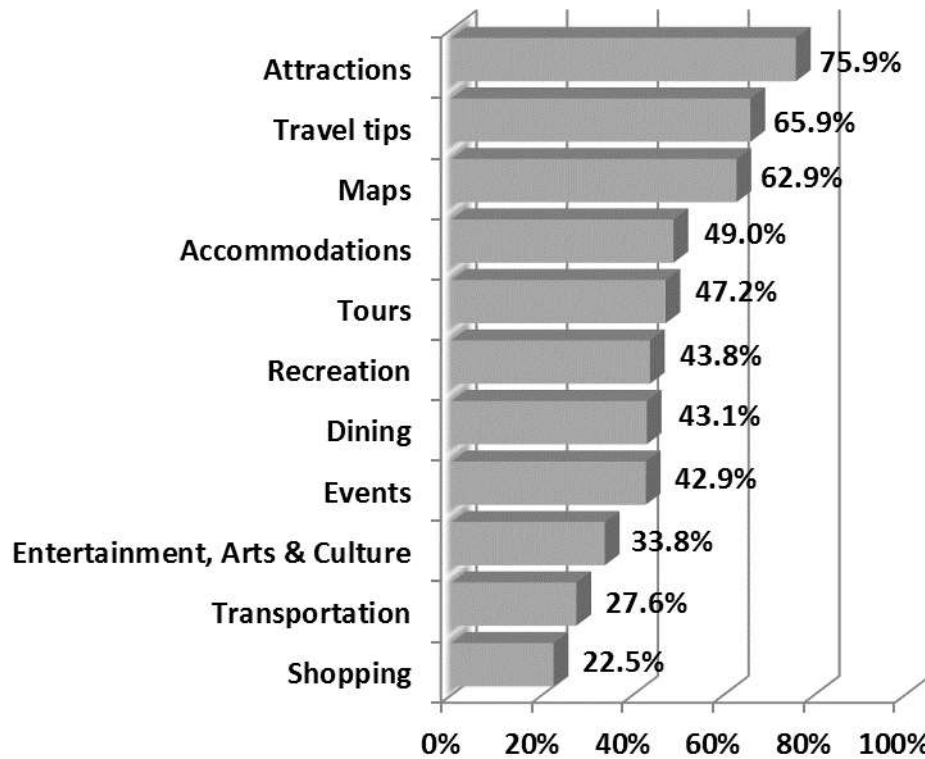


FIGURE 4.5 - Question 6: Which types of information were you specifically seeking when you ordered the Official Guide to Anchorage? (Select all that apply) 3,280 completed surveys.

Content Reviewed

Given the general motivations for ordering the guide, “Attractions (69.2%),” “Maps (65.7%)” and “Travel Tips (63.6%)” were the most popular content accessed by Visitors Guide users. In addition, the “Articles and features” section of the guide were read by more than half of Visitors Guide users (53.2%).

Figure 4.6: Which types of content and other information contained in the Official Guide to Anchorage did you read or review?

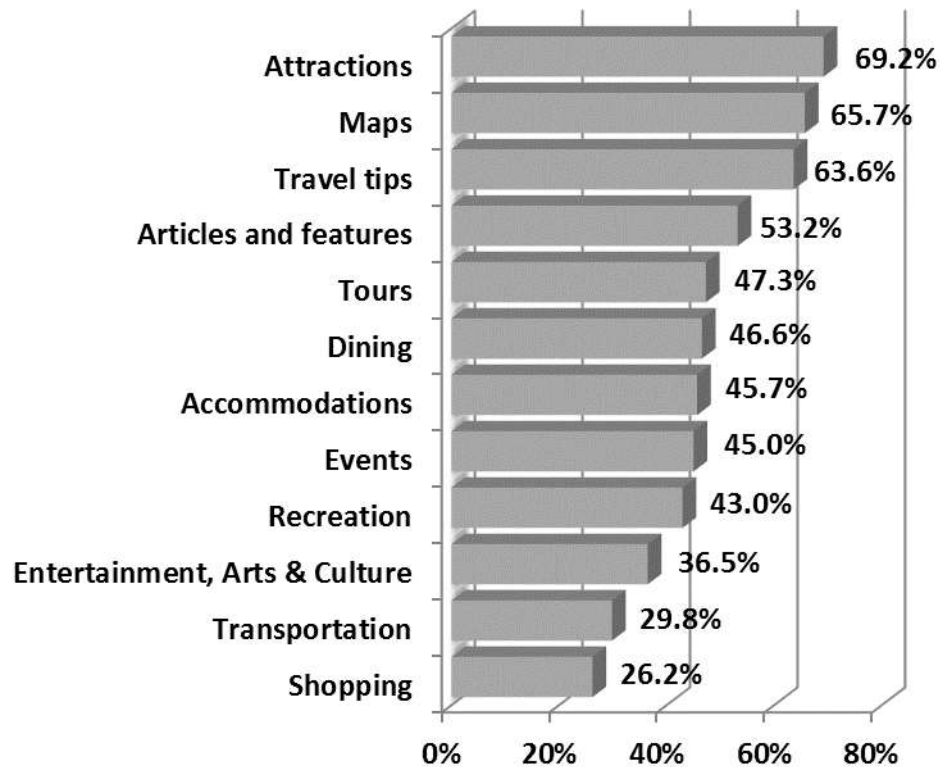


FIGURE 4.6 - Question 7: Which types of content and other information contained in the Official Guide to Anchorage did you read or review? 2,784 completed surveys.

Evaluation of Visitors Guide’s Design and Layout

The research tested agreement with several statements about the design, layout and presentation of the 2014 Official Guide to Anchorage (shown in Figure 4.7 below). Over three-fourths of users (78.0%) agreed that “The guide has lots of information.” There was also significant agreement that the guide is “attractive” (70.8%) and “information contained in the guide is relevant and useful to planning a trip to Anchorage” (64.6%). There was little agreement with negative-themed statements about the guide, such as it having “too much advertising” (4.5%) and a “cluttered presentation” (2.7%).

Figure 4.7: Which of the following statements do you agree or strongly agree with to describe the design, layout and presentation of Official Guide to Anchorage? (Select all that apply)

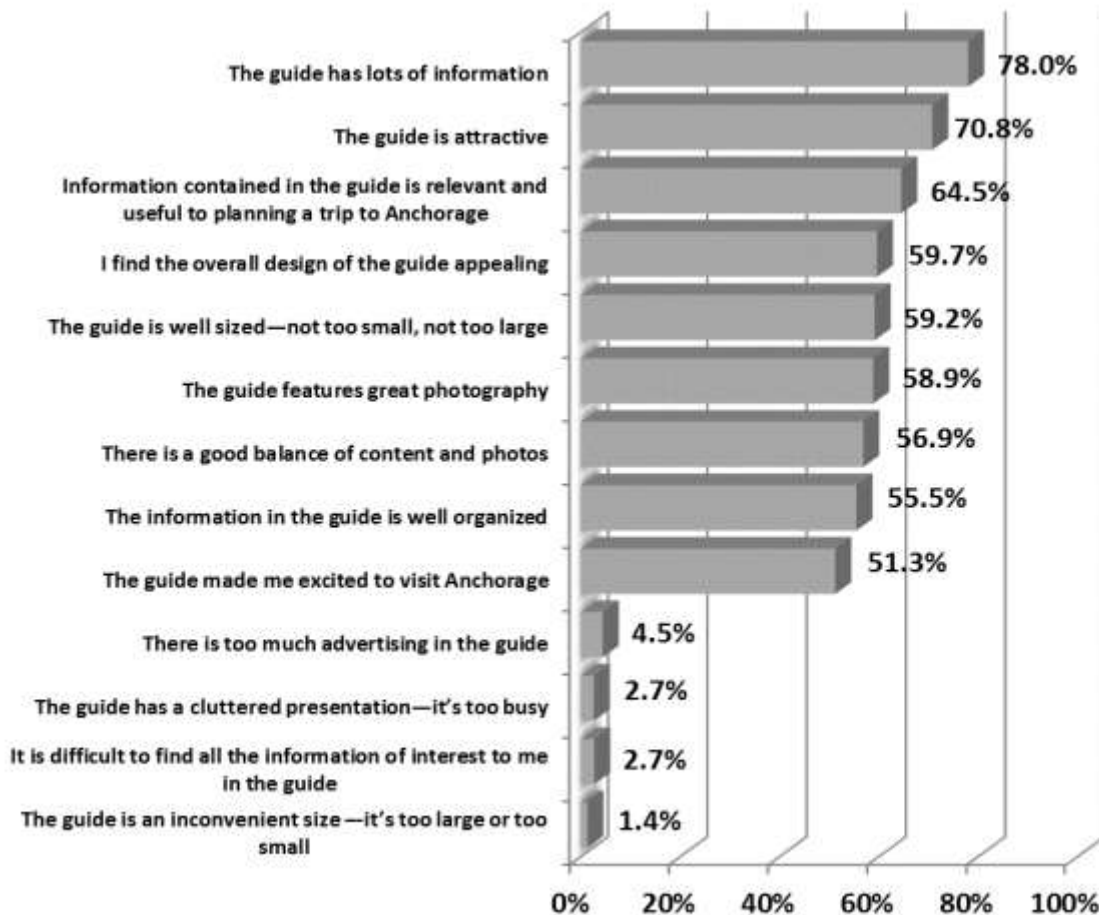


FIGURE 4.7 - Question 8: Which of the following statements do you agree or strongly agree with to describe the design, layout and presentation of the Official Guide to Anchorage? (Select all that apply) 2,784 completed surveys.

Anchorage Residence

The vast majority of Visitors Guide users reside outside the city of Anchorage (97.8%). This is significant to the economic impact estimates derived from this research, as only spending from those who reside outside Anchorage is considered.

Figure 4.8: Do you currently live in Anchorage?

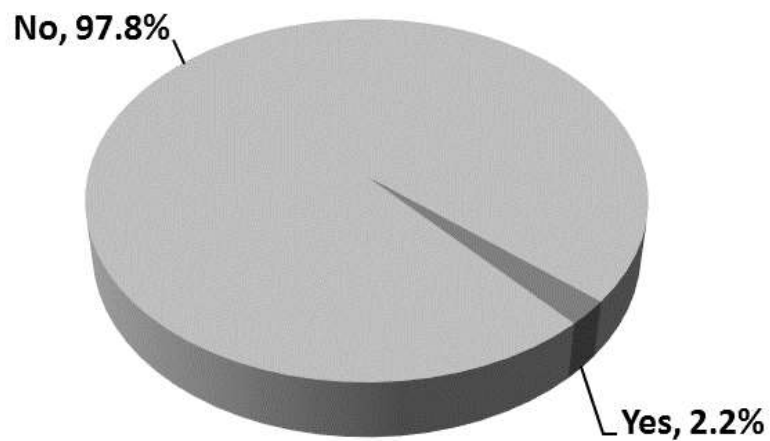


FIGURE 4.8 - Question 9: Do you currently live in Anchorage? 2,783 completed surveys.

Trips to Anchorage after Receiving Visitors Guide

60.2 percent of non-local Visitors Guide users took at least one trip to Anchorage after receiving the Official Guide to Anchorage. The mean number of trips taken to Anchorage after receiving the guide is 1.2.

Figure 4.9: Since receiving your Official Guide to Anchorage, how many trips to Anchorage have you made?

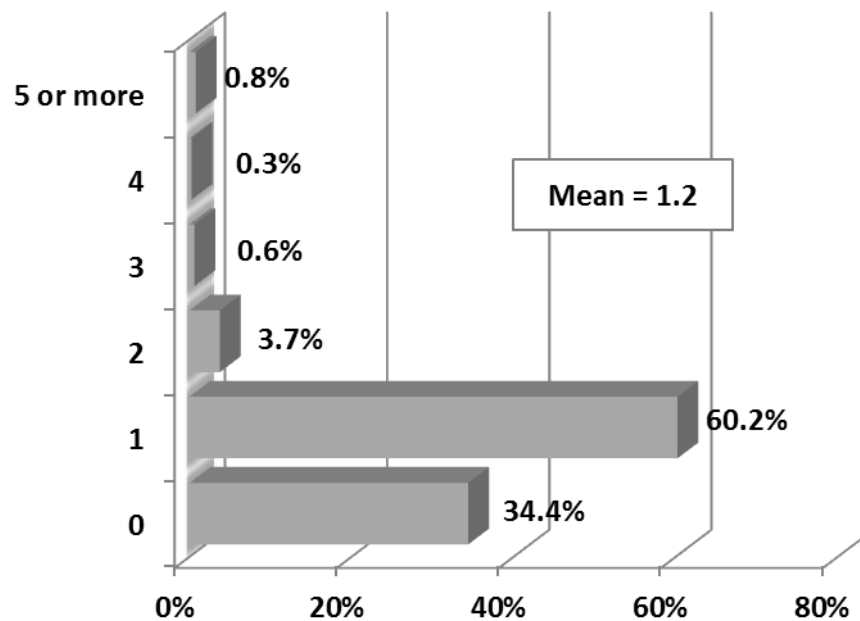


FIGURE 4.9- Question 10: Since receiving your Official Guide to Anchorage, how many trips to Anchorage have you made? 2,722 completed surveys.

Future Travel Plans to Anchorage

To gauge future travel intentions, Visitors Guide users who had not taken a trip to or within Anchorage since receiving the guide were asked if they had firm plans to visit. 14.7 percent of this group indeed had plans to travel to Anchorage. While firm plans does not guarantee that a visit will occur, it is another indicator that the strong majority of Visitor Guide requestors end up traveling to Anchorage.

Figure 4.10: Have you made any firm travel plans for a trip to Anchorage yet?

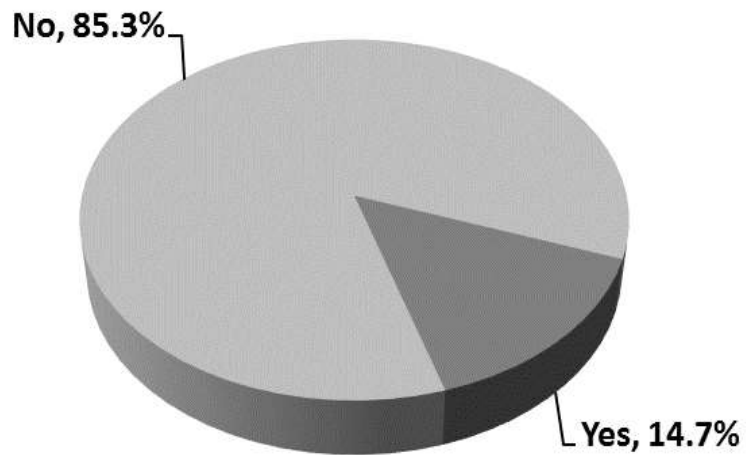


FIGURE 4.10 - Question 11: Have you made any firm travel plans for a trip to Anchorage yet? 936 completed surveys.

Date of Future Planned Travel to Anchorage

Visitors Guide users who had not yet made a trip to Anchorage but reported having firm plans to travel were asked when they planned to visit. 62.3 percent intended to travel to Anchorage in 2015.

Figure 4.11: When do you plan to visit Anchorage?

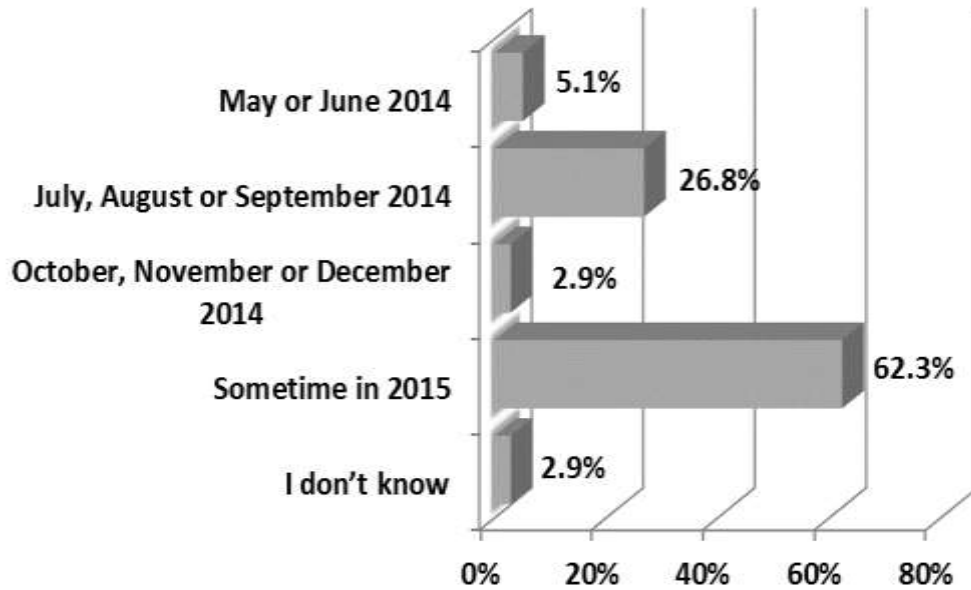


FIGURE 4.11 - Question 12: When do you plan to visit Anchorage? 138 completed surveys.

Type of Trip to Anchorage

Those that took a trip to Anchorage after receiving the Visitors Guide were asked a series of questions about their most recent trip to the city. The first of these asked the survey respondent to characterize the primary reason for this trip. As expected, leisure is far and away the primary trip driver amongst visitor guide users, with 77.4 percent who characterized their most recent trip as a vacation.

Figure 4.12: Which of the following best describes the reason for your most recent trip to Anchorage? (Select one)

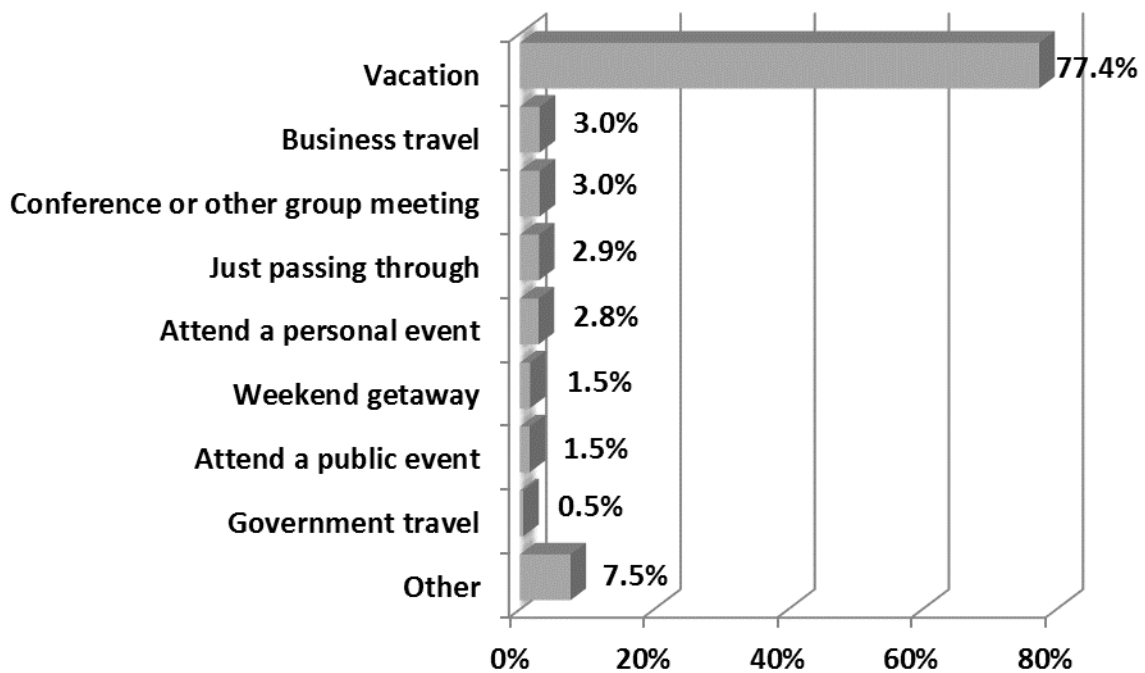


FIGURE 4.12 - Question 13: Which of the following best describes the reason for your most recent trip to Anchorage? (Select one) 1,789 completed surveys.

Place of Stay in Anchorage

Anchorage Visitors Guide users generate roomnights in Anchorage. Of those who traveled in Anchorage after receiving their 2014 Official Guide to Anchorage, 70.0 percent stayed in commercial lodging, such as a hotel or motel, in Anchorage during their trip. 13.6 percent stayed in commercial lodging outside of Anchorage. VFRs represented 13.1 percent of these visitors.

Figure 4.13: While on this trip, where did you stay while in Anchorage? (Select all that apply)

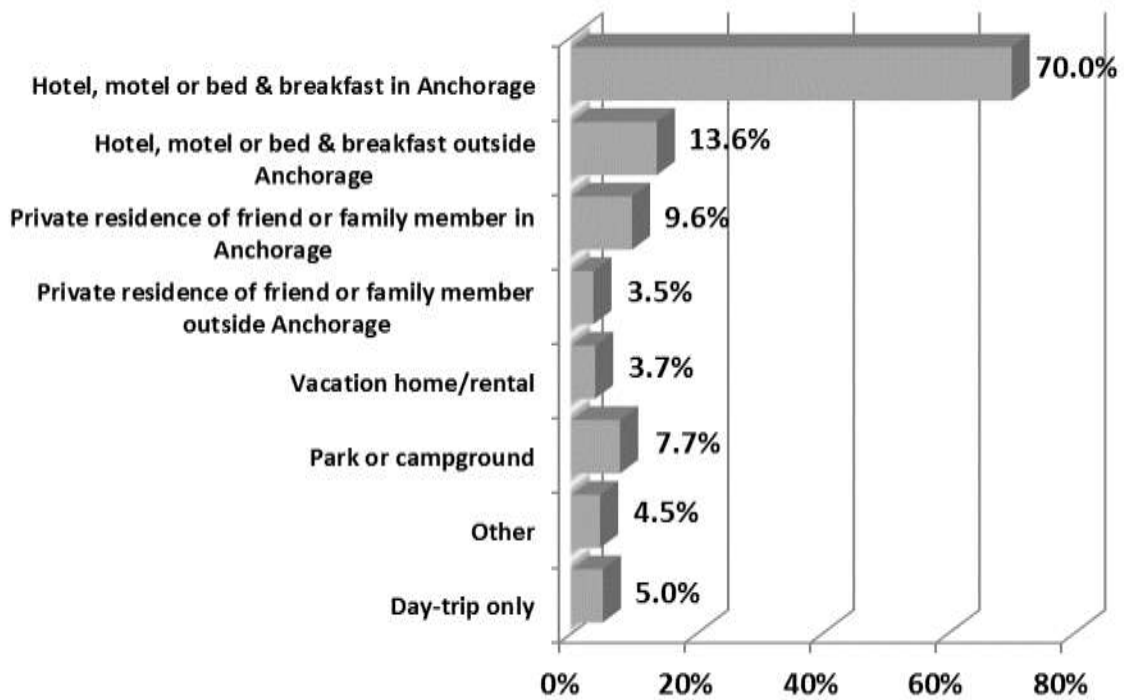


FIGURE 4.13 - Question 14: While on this trip, where did you stay while in Anchorage? (Select all that apply) 1,792 completed surveys.

Total Days Spent in Anchorage

Visitors Guide users who visited Anchorage after receiving the guide were asked how many total days they spent in Anchorage. Given the large proportion of Visitors Guide users who characterized their trip to Anchorage after receiving the guide as a “vacation,” about half spent four or more days in the city (49.3%). The typical trip to Anchorage was 4.6 days.

Figure 4.14: How many total days and nights did you spend in Anchorage on this trip?

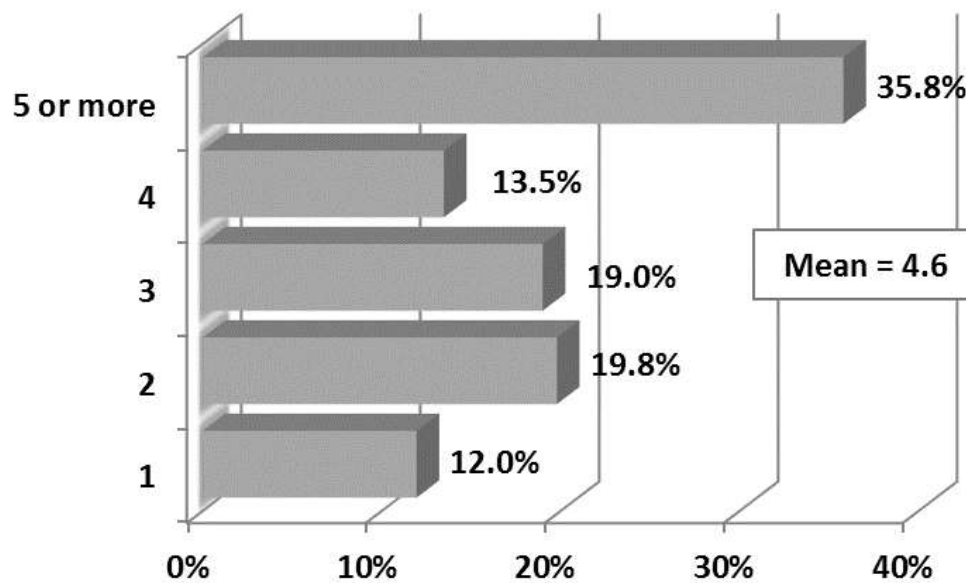


FIGURE 4.14 - Question 15: How many total days and nights did you spend in Anchorage on this trip? 1,774 completed surveys.

Total Nights Spent in Anchorage

On average, Visitors Guide users who traveled to Anchorage spent 4.1 nights in the city.

Figure 4.15: How many total days and nights did you spend in Anchorage on this trip?

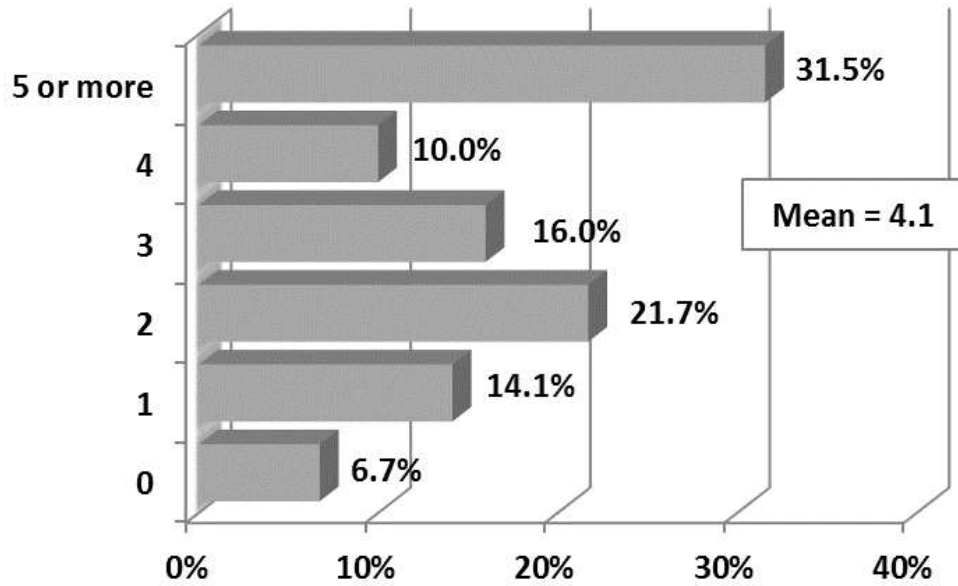


FIGURE 4.15 - Question 15: How many total days and nights did you spend in Anchorage on this trip? 1,785 completed surveys.

Travel Party Size

The average Visitors Guide user's travel party was comprised of 3.4 persons, primarily adults. 13.7 percent of Visitors Guide users who visited Anchorage after receipt of the guide traveled with children under 18.

Figure 4.16: How many people were in your immediate travel party, including yourself? Please enter a numeric value in the fields below.

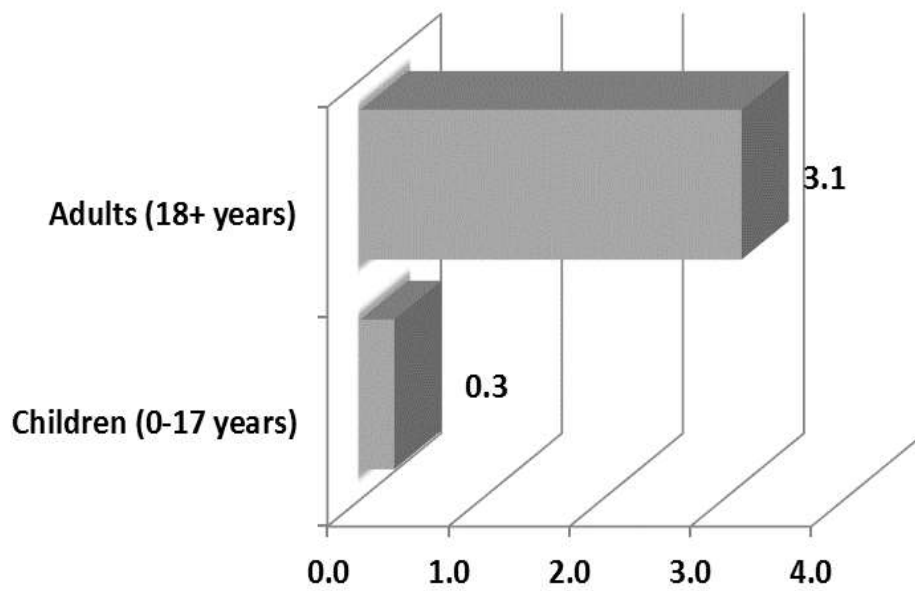


FIGURE 4.16 - Question 16: How many people were in your immediate travel party, including yourself? Please enter a numeric value in the fields below. 1,787 completed surveys.

Daily Spending in Anchorage

Visitors Guide users who traveled to Anchorage post-receipt of the guide were asked to report the total amounts they spent on trip-related items and services in Anchorage. The average travel group spent \$396.63 in Anchorage each day. Considering the significant percentage of travelers who stayed in commercial lodging during their Anchorage visit, the largest share of this spending was on lodging (\$141.88), followed by restaurants (\$88.19) and retail (\$63.93). This reported spending covered 2.3 people on average. Thus, the per person daily spending for Visitors Guide users who travel to Anchorage is estimated to be \$170.73.

Figure 4.17: While on this trip, approximately how much IN TOTAL did you spend PER DAY on each of the following while in Anchorage? (Please only INCLUDE spending inside Anchorage and EXCLUDE any spending made before arriving in Anchorage. Please enter numeric values in the fields below.)

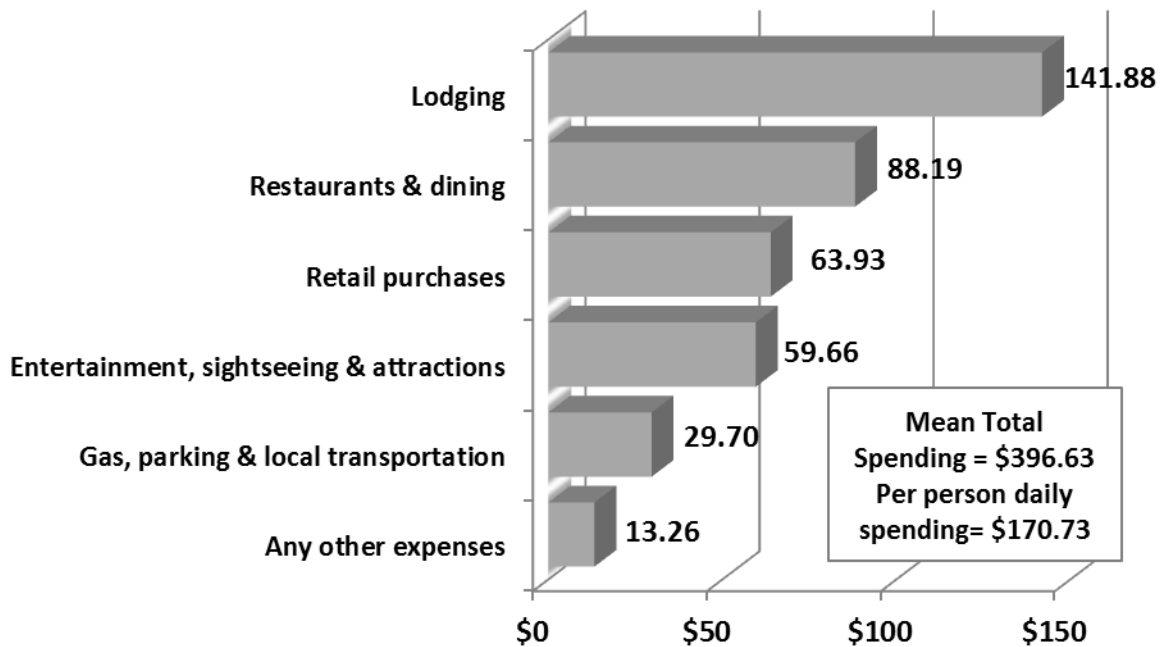


FIGURE 4.17 - Question 17: While on this trip, approximately how much IN TOTAL did you spend PER DAY on each of the following while in Anchorage? (Please only INCLUDE spending inside Anchorage and EXCLUDE any spending made before arriving in Anchorage. Please enter numeric values in the fields below.) 1,786 completed surveys.

Point in Travel Planning Process

Visitors Guide users who traveled to Anchorage for leisure after receiving the guide were asked which point in the destination decision process they were in when they received the guide. Although the majority of Visitors Guide users traveled to Anchorage after receiving the guide had already made up their mind to take a trip to Anchorage (83.4%), 16.6 percent were still undecided about taking a trip to Anchorage when they received the guide, and therefore subject to influence by the guide in making the ultimate decision to visit the city.

Figure 4.19: When you received the Official Guide to Anchorage, where were you in the process of deciding to travel? Please select the one option that best describes where you were in your travel decision.

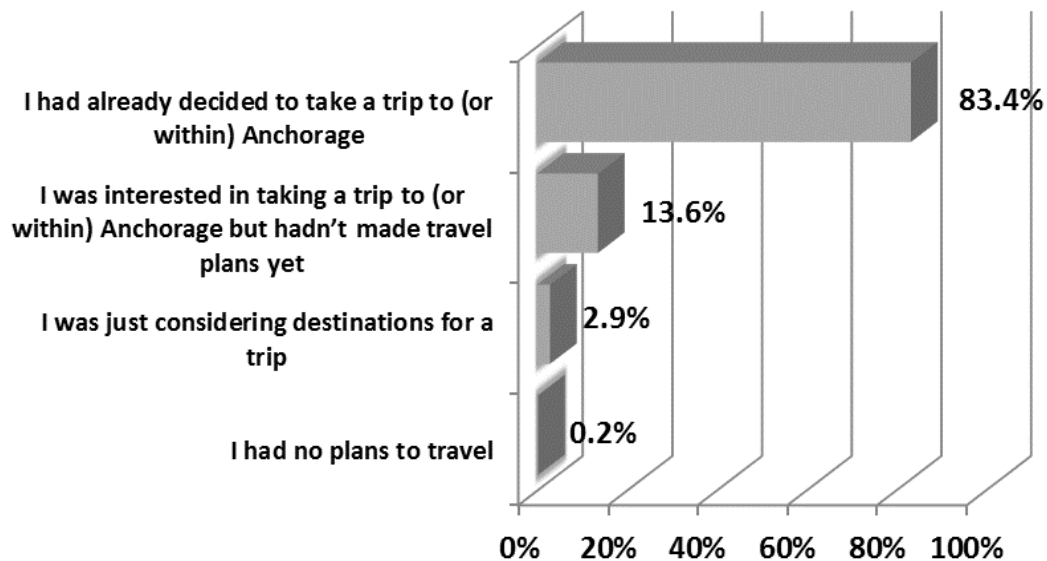


FIGURE 4.19 - Question 19: When you received the Official Guide to Anchorage, where were you in the process of deciding to travel? Please select the one option that best describes where you were in your travel decision. 1,785 completed surveys.

Impact of Visitors Guide on Destination Decision

Those who did not already have plans to travel to Anchorage when they received the Visitors Guide were asked if the guide ultimately helped them make the decision to visit Anchorage. 82.7 percent of these Visitors Guide users reported that the guide indeed helped them make the decision to visit Anchorage.

Figure 4.20: Do you feel that the Official Guide to Anchorage helped you make your decision to visit Anchorage?

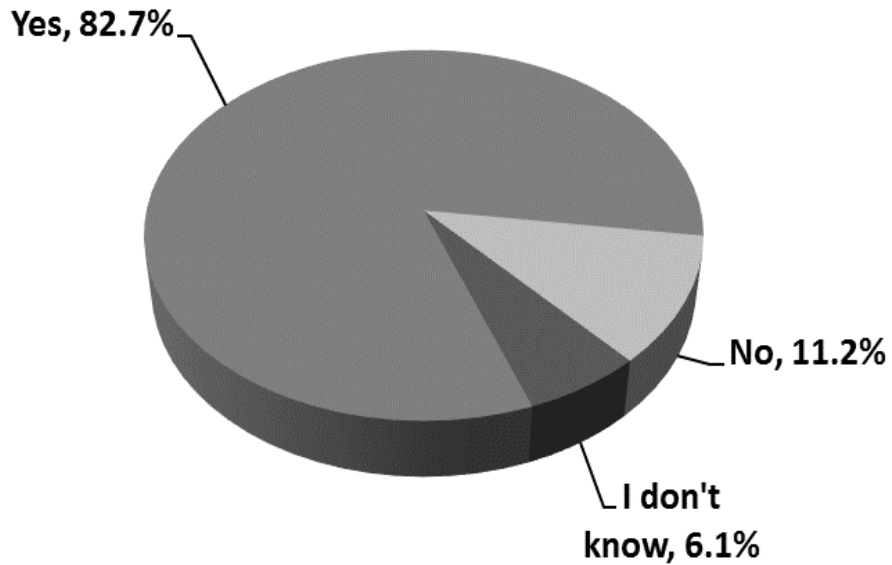


FIGURE 4.20 - Question 20: Do you feel that the Official Guide to Anchorage helped you make your decision to visit Anchorage? 278 completed surveys.

Importance of Visitors Guide to Destination Decision

Those who felt that the Anchorage Official Visitors Guide ultimately helped them make the decision to visit Anchorage were asked to use a 5-point scale to rate the relative importance of the guide to this decision. In total, 64.1 percent of Anchorage Visitors Guide users who said the guide helped them make their decision to visit the city considered the guide to be "Important" (42.0%) or "Very important" (22.1%) to their destination decision.

Figure 4.21: How important was the Official Guide to Anchorage to you in making the decision to visit Anchorage? (Select one)

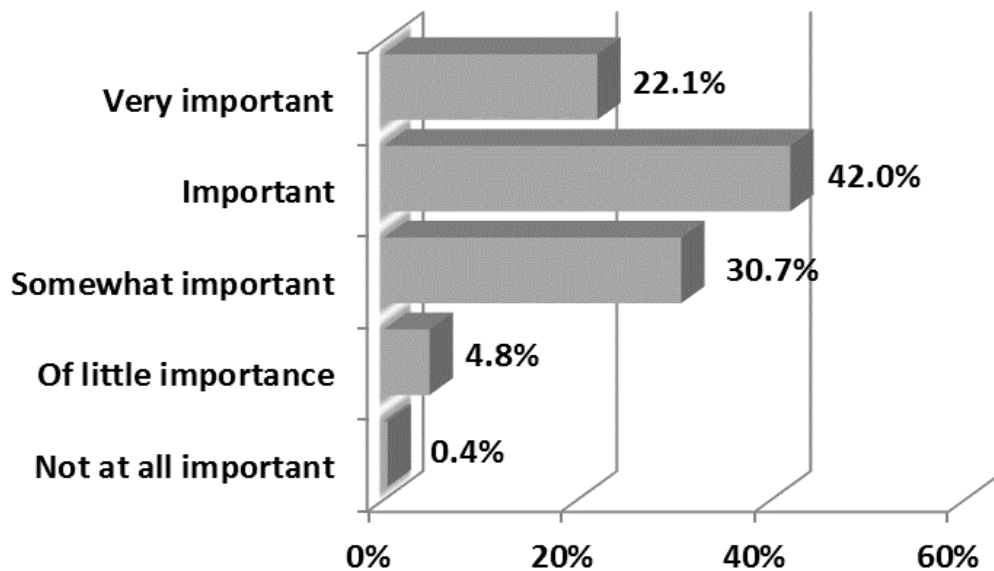


FIGURE 4.21 - Question 21: How important was the Official Guide to Anchorage to you in making the decision to visit Anchorage? (Select one) 231 completed surveys.

Influence of Visitors Guide on Length of Stay

Visitors Guide users who had already decided to visit Anchorage for leisure upon receipt of the guide and all business/group meetings travelers were asked if the guide in any way influenced the number of days they ultimately spent in Anchorage on their trip. 28.0 percent reported that the guide indeed influenced the number of days they spent in Anchorage.

Figure 4.22: Do you feel that the Official Guide to Anchorage in any way influenced the number of days you spent in Anchorage on this trip?

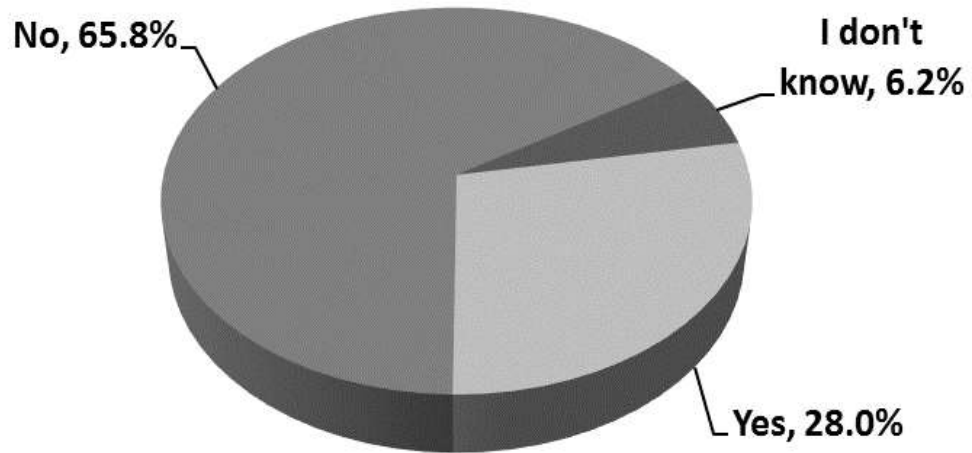


FIGURE 4.22 - Questions 22: Do you feel that the Official Guide to Anchorage in any way influenced the number of days you spent in Anchorage on this trip? 1,556 completed surveys.

How Visitors Guide Influenced Length of Stay

Of those that said the guide influenced the number of trip days spent in Anchorage, nearly three quarters reported increasing their length of stay in the city based on their experience with the guide (72.0%). On average, this group extended their intended trip length by 2.1 days.

Figure 4.23: How did the Official Guide to Anchorage influence the number of days you spent in Anchorage on this trip? (Select one)

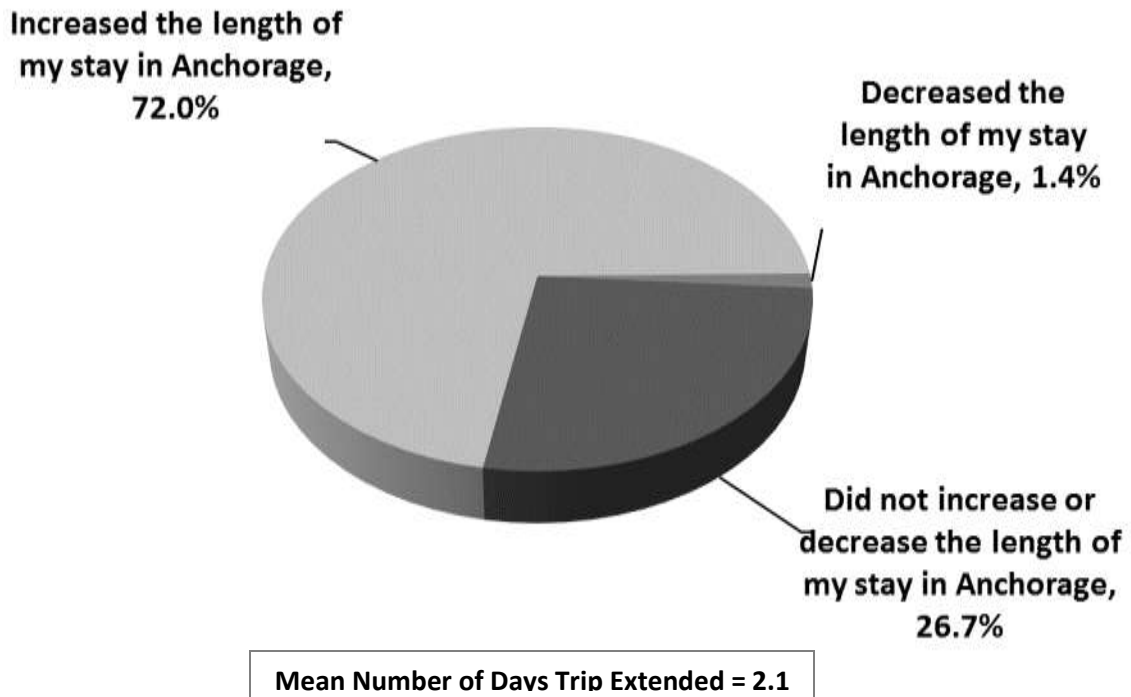


FIGURE 4.23 - Question 23 & 24: How did the Official Guide to Anchorage influence the number of days you spent in Anchorage on this trip? (Select one) How many days did you increase the length of your stay in Anchorage as a result of using the Official Guide to Anchorage? 439 completed surveys.

Travel Decisions Based on Visitors Guide

Visitors Guide users who traveled to Anchorage post-receipt of the guide were asked which travel planning tasks they accomplished or travel decisions they made based on information they found in the guide. In close alignment with the most popular content accessed in the guide, the most common use of the 2014 Official Guide to Anchorage was to select attractions (70.5%), followed by consulting maps (58.8%) and selecting restaurants (51.1%). About one-third used it to select somewhere to shop (31.9%). Approximately one in five said they used the guide to select a tour company (23.3%) and/or to select a hotel (21.6%).

Figure 4.24: Which of these travel planning decisions or tasks did you make or complete based on information from the Official Guide to Anchorage? (Select all that apply)

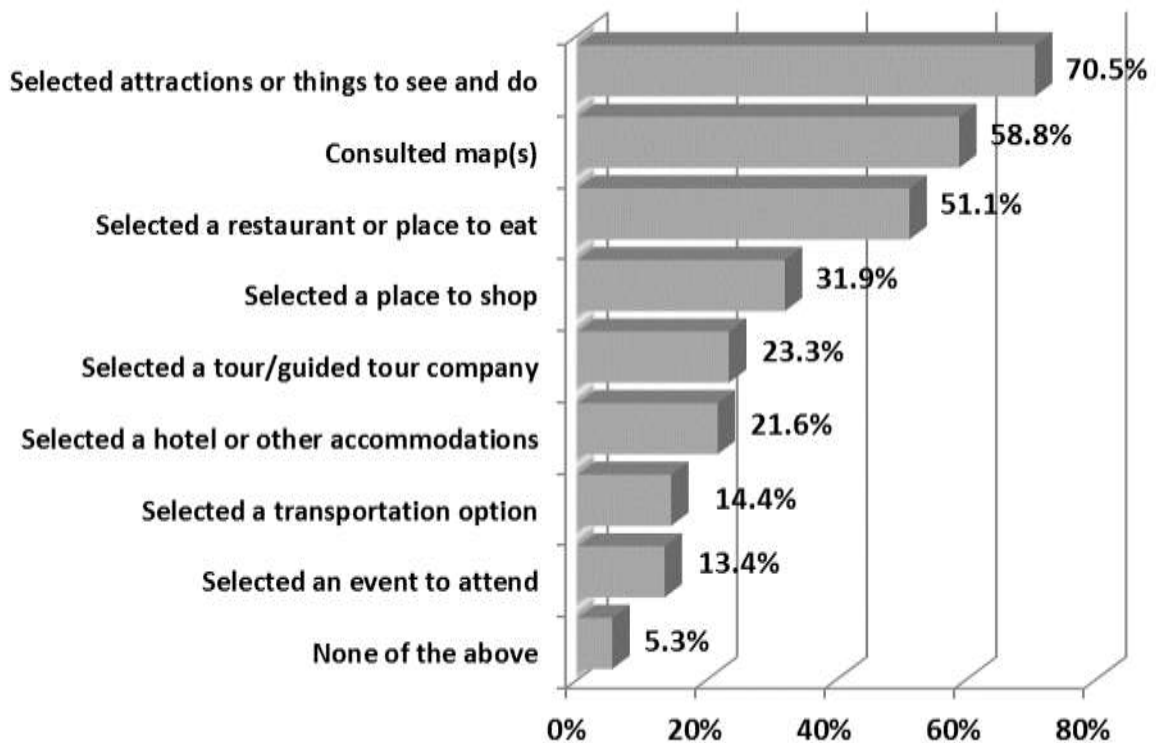


FIGURE 4.24 - Question 25: Which of these travel planning decisions or tasks did you make or complete based on information from the Official Guide to Anchorage? (Select all that apply) 1,785 completed surveys.

Helpfulness of Visitors Guide Content

Visitors Guide users who traveled to Anchorage were asked to rate how helpful the articles, advertisements and business listings contained in the guide were to planning their Anchorage trip. The chart below shows the proportion of Visitors Guide users who considered each type of guide content to be "Helpful" or "Very helpful" for trip planning. The guide's articles were considered the most helpful overall, although 62.4 percent rated the guide's advertisements as helpful to their trip planning, as well.

Figure 4.26: How helpful were each of the following types of Official Guide to Anchorage content in assisting you to plan your trip in Anchorage? Please use the scale from "Very unhelpful" to "Very helpful" below.

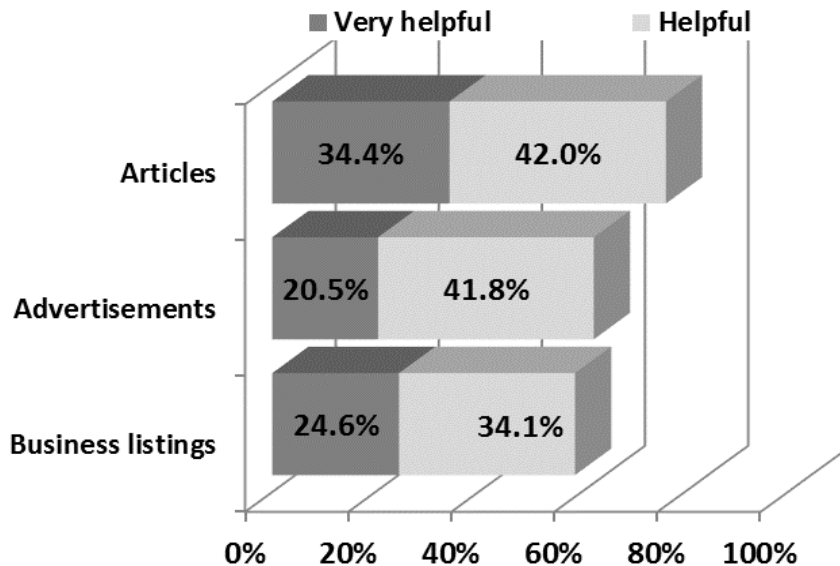


FIGURE 4.26 - Question 26: How helpful were each of the following types of Official Guide to Anchorage content in assisting you to plan your trip in Anchorage? Please use the scale from "Very unhelpful" to "Very helpful" below. 1,785 completed surveys.

Travel Planning Resources Used Before Arriving

Visitors Guide users who traveled to Anchorage were presented with a list of resources and asked to identify those which they used to help plan their trip before arrival and which they used while in-market. In addition to using the printed (82.5%) and digital (25.4%) 2014 Official Guide to Anchorage, these travelers also typically used the official Anchorage tourism website, Anchorage.net (36.6%), online maps (33.7%) and printed maps (33.3%) to plan their trip prior to arriving in Anchorage. One in four of this group reported using Visit Anchorage’s email newsletter to plan their trip (24.9%).

Figure 4.27: Which of the following resources did you use to plan your Anchorage trip, BEFORE ARRIVING in Anchorage? (Select all that apply)

	Total
2014 Official Guide to Anchorage—printed copy	82.5%
Anchorage.net	36.6%
Online maps (i.e., Google Maps, Mapquest)	33.7%
Printed maps	33.3%
2014 Official Guide to Anchorage—digital version	25.4%
Email newsletter from Visit Anchorage	24.9%
Opinions of friends, colleagues, or relatives	24.1%
Anchorage Visitor Information Center	22.0%
User-generated travel reviews of hotels	16.9%
Online travel agency (Travelocity, etc.)	15.4%
Travel agent	14.8%
User-generated travel reviews of Anchorage	13.4%
Commercial guidebook (i.e., Fodor's, etc.)	13.3%
Other travel-related e-mail newsletter	12.8%
User-generated reviews of restaurants or travel activities	12.4%
Travel itinerary, blog or journal posted by another traveler	11.7%
Mobile app (for SmartPhone/tablet)	7.5%
Travel or lifestyle magazine	6.7%
Direct mail piece	6.3%
Travel related programming on TV	4.3%
Anchorage Facebook page (Facebook.com/VisitAnchorageAK)	4.1%
Newspaper travel section	3.0%
Other online video	2.9%
Anchorage YouTube channel (YouTube.com/VisitAnchorageAlaska)	2.7%
Other Facebook content	2.0%
Anchorage tweets on Twitter (Twitter.com/VisitAnchorage)	0.3%
Other Twitter content	0.2%
Travel related radio program	0.2%

FIGURE 4.27 - Question 27: Which of the following resources did you use to plan your Anchorage trip, BEFORE ARRIVING in Anchorage? (Select all that apply) 1,785 completed surveys.

Travel Planning Resources Used After Arriving

In terms of the resources used for trip planning purposes while in Anchorage, Visitors Guide users again most commonly consulted the printed 2014 Official Guide to Anchorage (74.7%). Printed maps (41.5%) and the Visitor Information Center (32.5%) were also common resources accessed. Nearly one-fifth turned to online maps (18.6%) and word-of-mouth (16.0%) to help plan their trip while in-market.

Figure 4.28: Which of the following resources did you use for trip planning, WHILE IN Anchorage? (Select all that apply)

	Total
2014 Official Guide to Anchorage—printed copy	74.7%
Printed maps	41.5%
Anchorage Visitor Information Center	32.5%
Online maps (i.e., Google Maps, Mapquest)	18.6%
Opinions of friends, colleagues, or relatives	16.0%
Commercial guidebook (i.e. Fodor's, etc.)	9.5%
Anchorage.net	9.0%
Mobile app (for Smart Phone and/or tablet)	8.4%
Travel agent	6.8%
User-generated reviews of restaurants or travel activities	6.6%
2014 Official Guide to Anchorage—digital version	5.9%
User-generated travel reviews of Anchorage	4.8%
Travel or lifestyle magazine	4.8%
User-generated travel reviews of hotels	3.9%
Newspaper travel section	3.5%
Travel itinerary, blog or journal posted by another traveler	3.2%
Travel related programming on TV	3.1%
Email newsletter from Visit Anchorage	3.0%
Online travel agency (Travelocity, Expedia, Hotels.com, Kayak, etc.)	2.5%
Other travel-related e-mail newsletter	2.0%
Direct mail piece	1.7%
Other online video	1.0%
Other Facebook content	1.0%
Anchorage Facebook page (Facebook.com/VisitAnchorageAK)	0.9%
Anchorage YouTube channel (YouTube.com/VisitAnchorageAlaska)	0.4%
Travel related radio program	0.2%
Anchorage tweets on Twitter (Twitter.com/VisitAnchorage)	0.1%
Other Twitter content	0.1%

FIGURE 4.28 - Question 28: Which of the following resources did you use for trip planning, WHILE IN Anchorage? (Select all that apply) 1,785 completed surveys.

Satisfaction with Visitors Guide

Visitors Guide users were asked to rate their overall satisfaction with the 2014 Official Guide to Anchorage using a 5-point scale from "Very unsatisfied" to "Very satisfied." The 2014 guide provided a tremendous degree of satisfaction amongst its readership. In total, 96.0 percent of Visitors Guide users who visited Anchorage after receiving the guide were "Satisfied" (33.7%) or "Very satisfied" (62.4%) with the guide.

Figure 4.29: In general, how satisfied are you with the Official Guide to Anchorage?

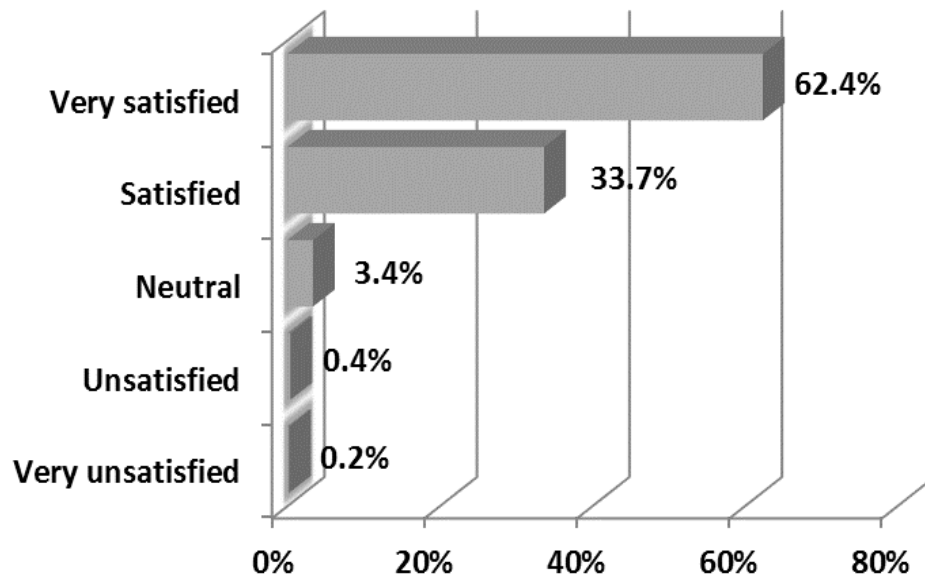


FIGURE 4.29 - Question 29: In general, how satisfied are you with the Official Guide to Anchorage? 1,785 completed surveys.

Important Information Regarding Maps

Visitors Guide users were asked which information they felt was most important to find on the map of the 2014 Official Guide to Anchorage. The most sought-after information on the map were locations of top sights and attractions (47.3%), proximity of Anchorage to other Alaska destinations (42.9%), suggested day tours/itineraries (36.2%) and downtown Anchorage walking information (35.8%), each reported by one-third or more of survey respondents. Driving info was generally not seen as relatively important to be included on the map.

Figure 4.30: Which information was most important for you to find on the map in the Official Guide to Anchorage? Please rank the top three most important types of information.

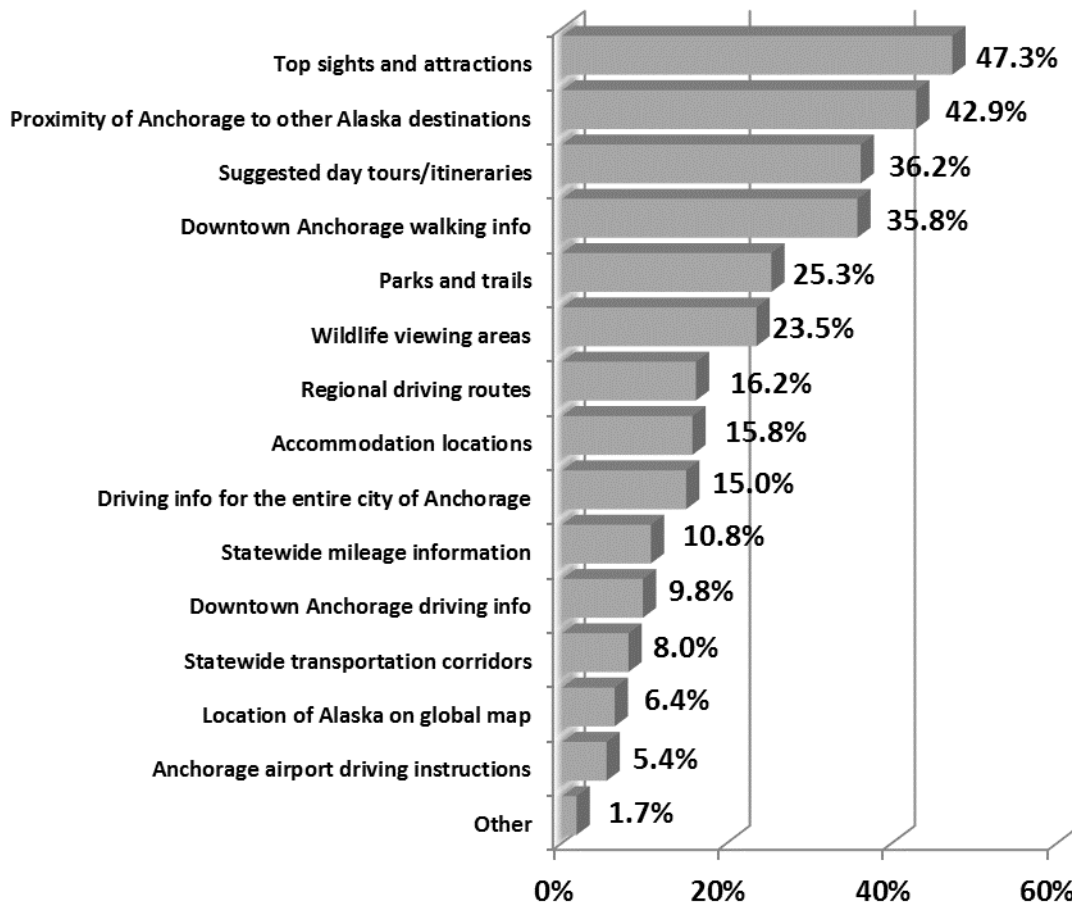


FIGURE 4.30 - Question 30: Which information was most important for you to find on the map in the Official Guide to Anchorage? Please rank the top three most important types of information. 1,432 completed surveys.

Use of Digital Version of Guide

Visitors Guide users were then asked to select which statements described their use of the digital version of the Official Guide to Anchorage. Although 39.8 percent of users said they were “aware of the digital version of the guide,” over forty percent of respondents said they “prefer to use a printed guide” (42.5%). 31.9 percent reported *not* using the digital version of the guide compared to 25.9 percent of respondents who said they did.

Figure 4.31: Which of the following statements describes your use of the digital version of the Official Guide to Anchorage? (Select all that apply)

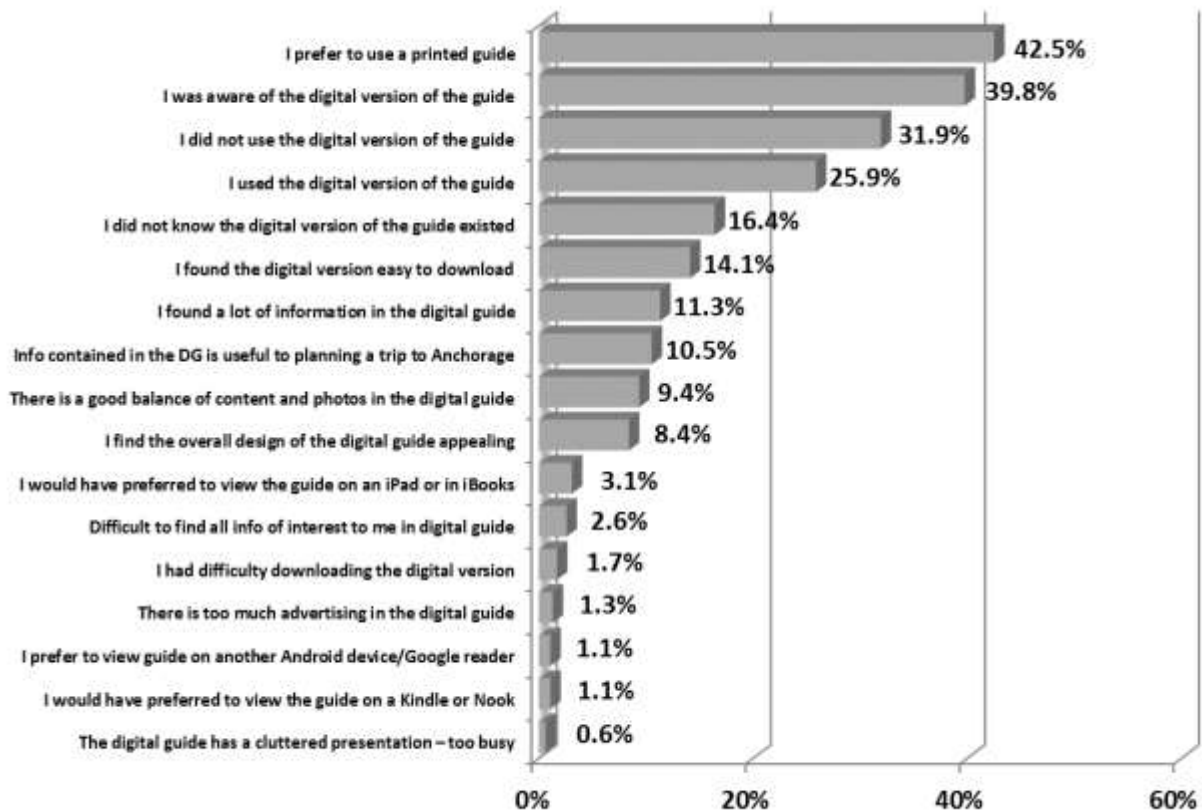


FIGURE 4.31 - Question 31: Which of the following statements describes your use of the digital version of the Official Guide to Anchorage? (Select all that apply) 1,785 completed surveys.

User Comments and Suggestions

In an open-ended question, Visitors Guide users were asked to provide comments and feedback about the Official Guide to Anchorage. Figure 4.32 (below) shows the most common responses from survey respondents. Over half of users said the guide was good/helpful (52.1%). A very small percentage of respondents offered improvement suggestions such as more information about restaurants, hotels and history (6.4%), more information about transportation and parking options (1.5%) and map improvements (1.2%).

Figure 4.32: If you have any other comments or suggestions about our Official Guide to Anchorage, we welcome you to write them in the field below.

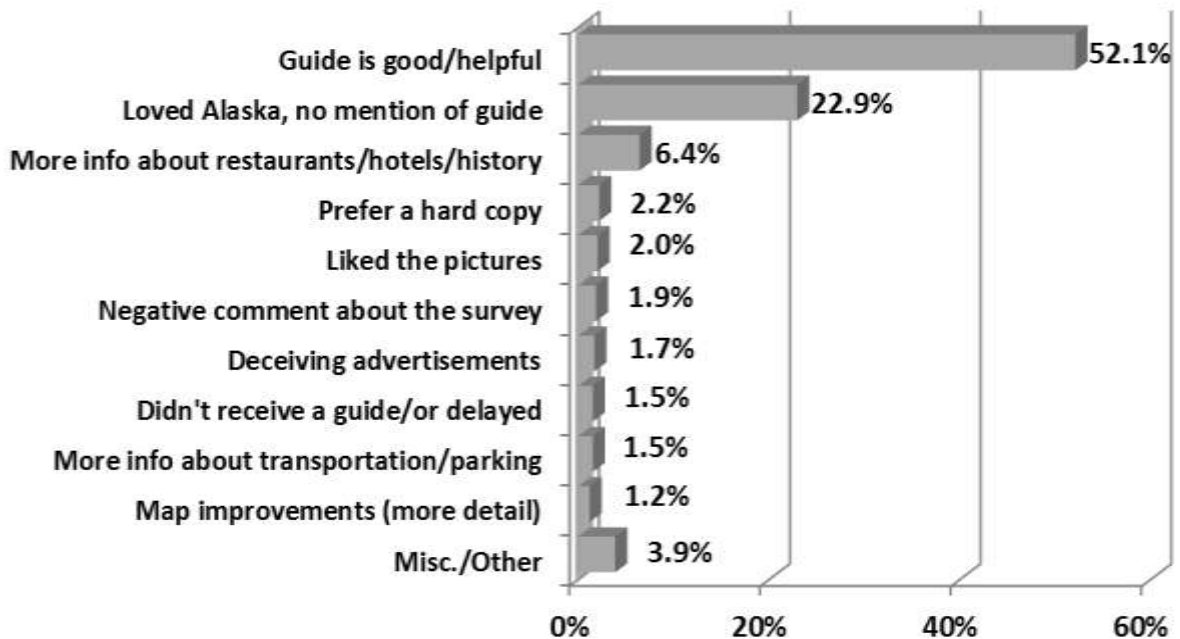


FIGURE 4.32 - Question 32: If you have any other comments or suggestions about our Official Guide to Anchorage, we welcome you to write them in the field below. 593 completed surveys.

Sample Demographics

In this section, a demographic profile of survey respondents is presented.

Age

The mean age of Anchorage Visitor Guide requestors is estimated to be 54.4 years.

Figure 5.1: Which best describes your age? (Select one)

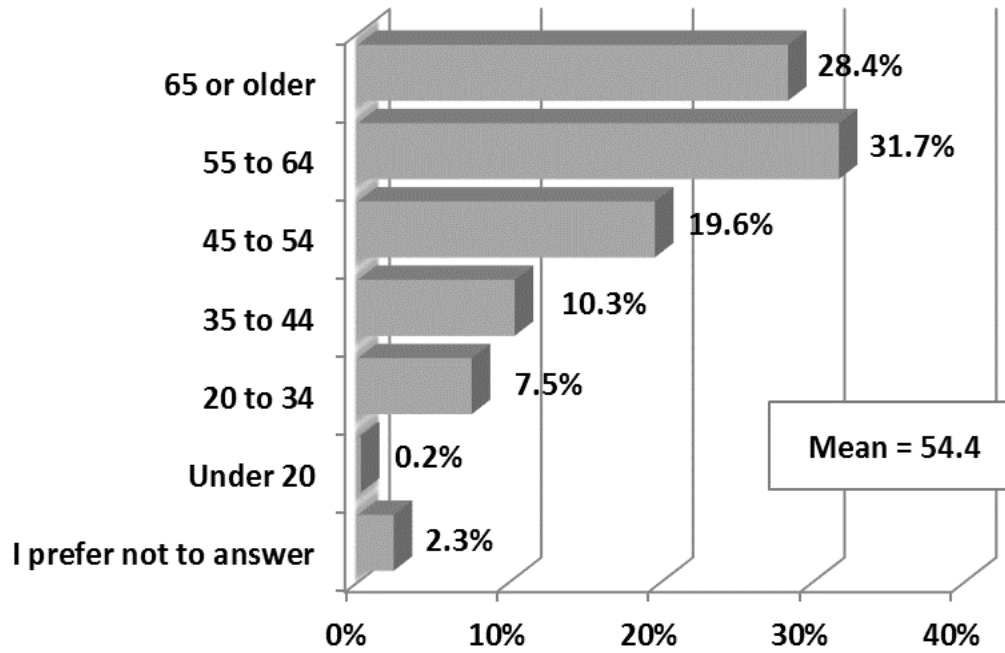


FIGURE 5.1 - Question 33: Which best describes your age? (Select one) 3,280 completed surveys.

Annual Household Income

The average household income of guide requestors is estimated to be \$92,599.

Figure 5.2: Which of the following best describes the combined annual income of all members of your household? (Select one)

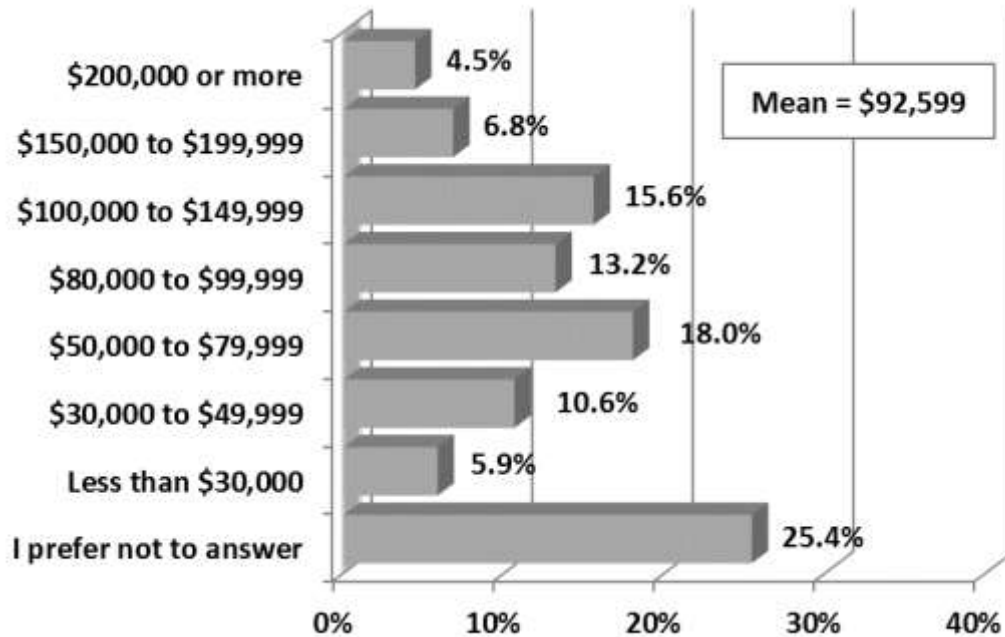


FIGURE 5.2 - Question 34: Which of the following best describes the combined annual income of all members of your household? (Select one) Base: All respondents. 3,093 completed surveys. 3,280 completed surveys.

Ethnicity

Anchorage Official Visitors Guide requestors are predominantly Caucasian (80.5%).

Figure 5.3: Which best describes your ethnicity? (Select one)

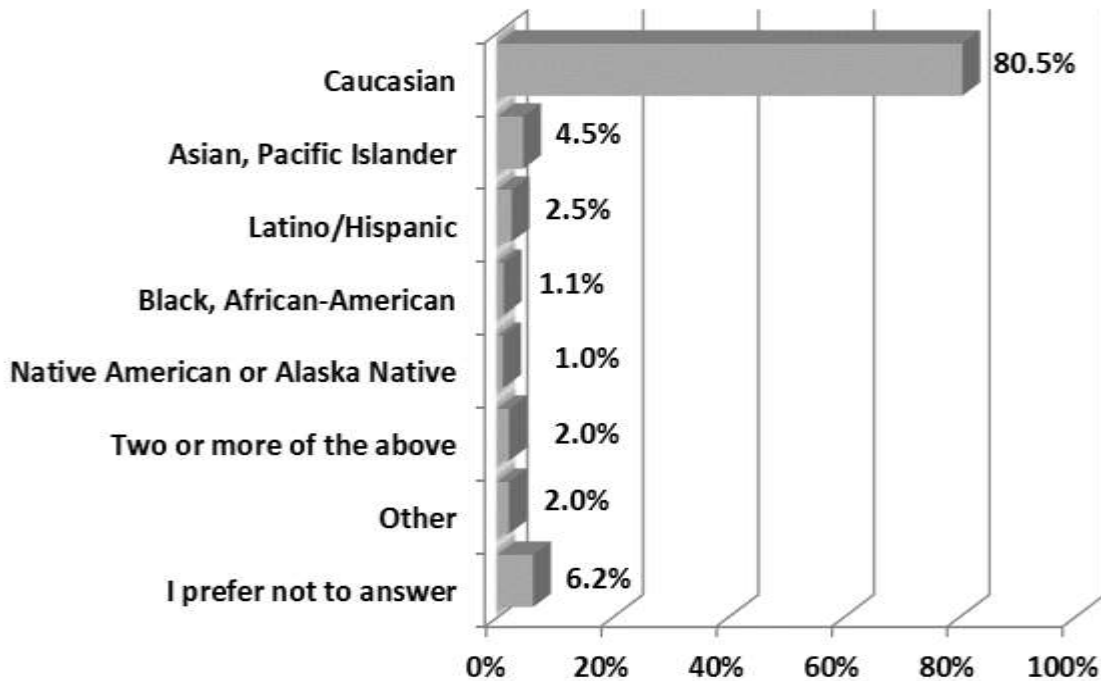


FIGURE 5.3 - Question 35: Which best describes your ethnicity? (Select one) Base: All respondents. 3,093 completed surveys. 3,280 completed surveys.

Marital Status

Guide requestors are most likely to be married or partnered. Nearly three-quarters are married or in a domestic partnership (72.5%). 10 percent have children under age 18.

Figure 5.4: Which of the following best describes your current marital status? (Select one)

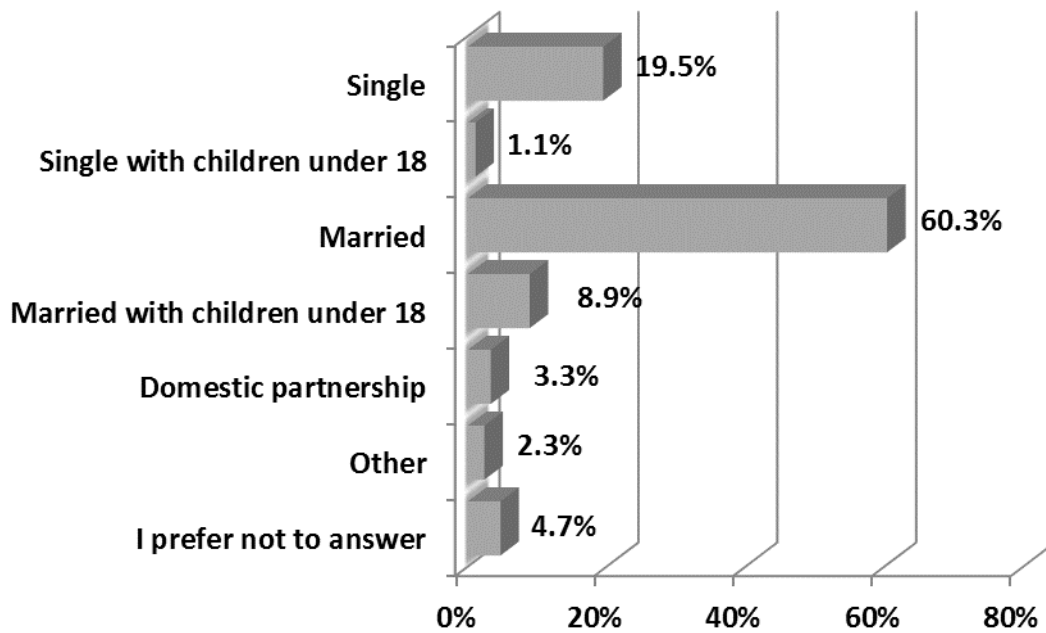


FIGURE 5.4 – Question 36: Which of the following best describes your current marital status? (Select one) Base: All respondents. 3,280 completed surveys.

Gender

Survey respondents skew female (54.4%).

Figure 5.5: What is your gender?

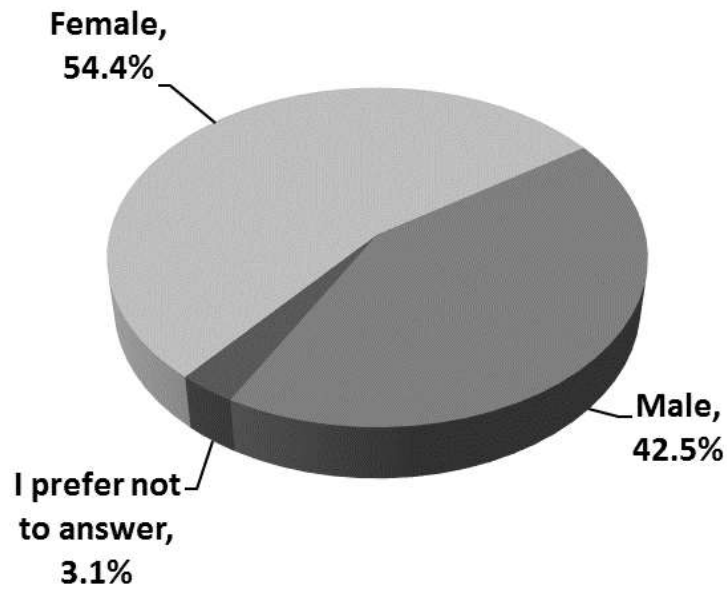


FIGURE 5.5 - Question 37: What is your gender? Base: All respondents. 3,280 completed surveys.

Psychographic Profile

Visitors Guide requestors were presented a list of statements about travel attitudes and behaviors, and then asked to rate how well each statement describes them using a five-point scale in which “1” represents “Does not describe me at all” and “5” represents “Describes me completely.” The chart below shows the percentage of respondents who selected “4” or “5” for each statement. Guide requestors are most apt to prefer places in which they can enjoy the great outdoors (83.2%). They also prefer historically interesting places (67.3%). The opportunity to spend time with family while traveling was also important to respondents (59.8%).

Figure 5.6: How well do each of the following statements describe you? Please use the scale below where “1” represents “Does not describe me at all” and “5” represents “Describes me completely” to rate how well each statement describes you.

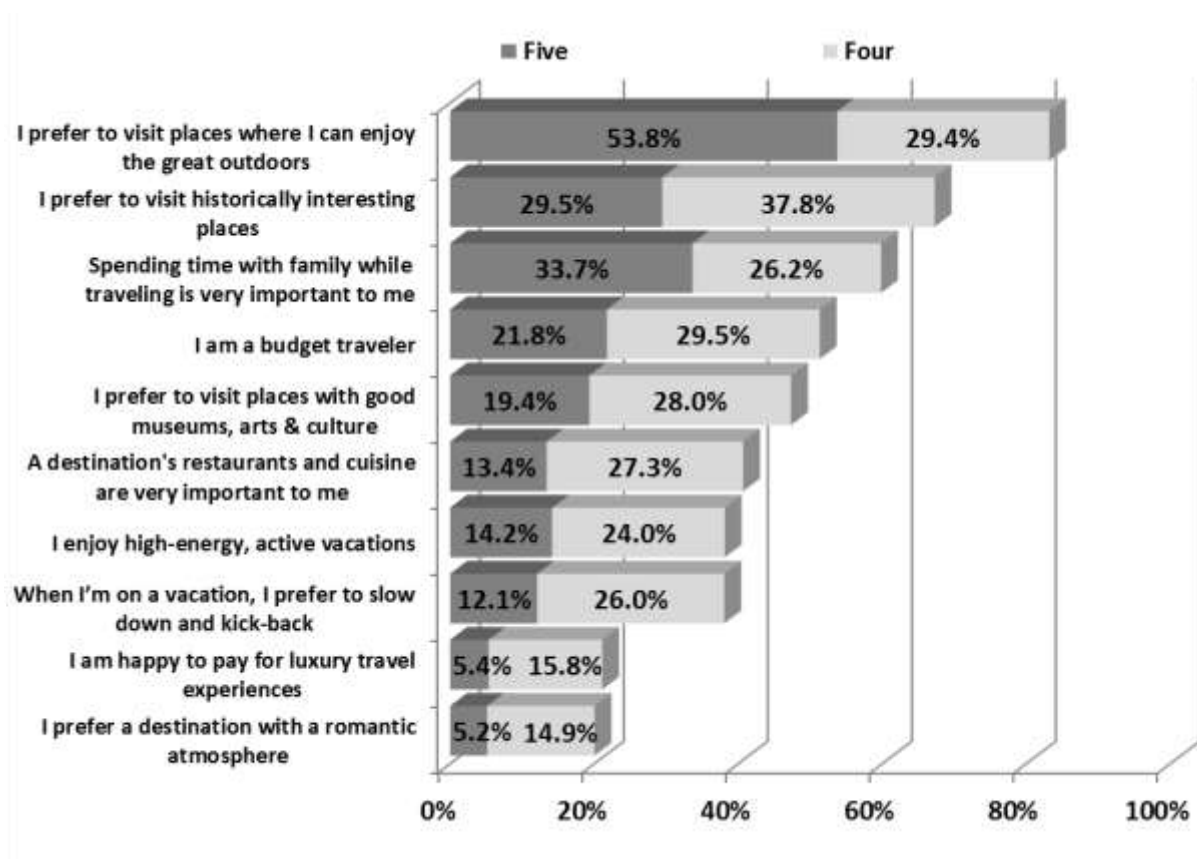


FIGURE 5.6 – Question 38: How well do each of the following statements describe you? Please use the scale below where “1” represents “Does not describe me at all” and “5” represents “Describes me completely” to rate how well each statement describes you. 3,280 completed surveys.

Index I: Survey Questionnaire

The complete survey questionnaire is presented below.

2014 Official Guide to Anchorage Survey

1. For survey tracking purposes, please enter the email address where you received this survey invitation.

Email Address: _____

2. Do you recall receiving a copy of the 2014 Official Guide to Anchorage (shown above) in the mail?

- Yes
- No

3. Did you read (or look through) the 2014 Official Guide to Anchorage that was sent to you?

- Yes
- No
- I don't remember

4. How did you initially learn about our Official Guide to Anchorage? (Select one)

- Online banner advertisement
- Search engine advertisement (ad on search results from Google, Bing, etc.)
- Search engine results (Google, Bing, etc.)
- Free travel guide website
- Visit Anchorage's website (VisitAnchorage.net)
- State/Province/Regional Tourism Office website
- Other website
- Magazine or newspaper advertisement or insert
- Habit—I typically order/use official visitors guides
- Other

5. Which of the following describes your reason(s) for ordering the Official Guide to Anchorage? (Select all that apply)

- Review general information about traveling to Anchorage and/or learn more about Anchorage overall
- Trip inspiration—get ideas for why I might want to take a trip to Anchorage
- To plan and book a vacation to Anchorage
- To review listings of accommodations, attractions, restaurants and other businesses in Anchorage
- To have a Visitors Guide to take with me on my trip
- I live in the Anchorage area and wanted ideas for visiting friends and/or relatives
- I am, or am considering, relocating to Anchorage
- The guide is free
- Did not order the guide myself – but received it from another source
- None of the above

6. Which types of information were you specifically seeking when you ordered the Official Guide to Anchorage? (Select all that apply)

- Events
- Dining
- Accommodations
- Travel tips
- Maps
- Shopping

- Recreation
- Attractions
- Entertainment, Arts & Culture
- Transportation
- Tours

7. Which types of content and other information contained in the Official Guide to Anchorage did you read or review?

To aid your recall, you may review the guide and its contents [here](#).

- Articles and features
- Events
- Dining
- Accommodations
- Travel tips
- Maps
- Shopping
- Recreation
- Attractions
- Entertainment, Arts & Culture
- Transportation
- Tours

8. Which of the following statements do you agree or strongly agree with to describe the design, layout and presentation of the Official Guide to Anchorage? (Select all that apply)

- The guide is attractive
- I find the overall design of the guide appealing
- The guide has lots of information
- The guide features great photography
- There is a good balance of content and photos
- The information in the guide is well organized
- The guide is well sized—not too small, not too large
- The guide made me excited to visit Anchorage
- Information contained in the guide is relevant and useful to planning a trip to Anchorage
- The guide has a cluttered presentation—it's too busy
- There is too much advertising in the guide
- It is difficult to find all the information of interest to me in the guide
- The guide is an inconvenient size —it's too large or too small

9. Do you currently live in Anchorage?

- Yes
- No

10. Since receiving your Official Guide to Anchorage, how many trips to Anchorage have you made?

Trip(s) to Anchorage: _____

11. Have you made any firm travel plans for a trip to Anchorage yet?

- Yes
- No

12. **When do you plan to visit Anchorage?**

- May or June 2014
- July, August or September 2014
- October, November or December 2014
- Sometime in 2015
- I don't know

The next several questions will ask about your trip to Anchorage after receiving the Official Guide to Anchorage.

Note: If you have taken more than one trip to Anchorage since receiving the Official Guide to Anchorage, please tell us about your most recent trip in the questions that follow.

13. **Which of the following best describes the reason for your most recent trip to Anchorage?**

(Select one)

- Vacation
- Weekend getaway
- Attend a public event (fair/festival, sporting event, concert)
- Attend a personal event, reunion or wedding
- Conference, trade show or other group meeting
- Business travel
- Government travel
- Just passing through
- Other _____

14. **While on this trip, where did you stay while in Anchorage (Select all that apply)**

- Hotel, motel or bed & breakfast in Anchorage
- Hotel, motel or bed & breakfast outside Anchorage
- Private residence of friend or family member in Anchorage
- Private residence of friend or family member outside Anchorage
- Vacation home/rental
- Park or campground
- Other
- Day-trip only—Did not stay overnight in Anchorage

15. **How many total days and nights did you spend in Anchorage on this trip?**

Days in Anchorage _____

Nights in Anchorage _____

16. **How many people were in your immediate travel party, including yourself? Please enter a numeric value in the fields below.**

Adults (18+ years old): _____

Children (17 years old or younger): _____

17. **While on this trip, approximately how much IN TOTAL did you spend PER DAY on each of the following while in Anchorage? (Please only INCLUDE spending inside Anchorage and EXCLUDE any spending made before arriving in Anchorage. Please enter numeric values in each of the fields below.)**

Lodging (before tax, per day) _____
Restaurants & dining (per day) _____
Retail purchases (per day) _____
Entertainment, sightseeing & attractions (per day) _____
Gas, parking & local transportation (per day) _____
Any other expenses (per day) _____

18. How many people's travel expenses did this travel spending cover?

Travelers covered by my expenditures _____

19. When you received the Official Guide to Anchorage, where were you in the process of deciding to travel? Please select the one option that best describes where you were in your travel decision.

- I had already decided to take a trip to (or within) Anchorage
- I was interested in taking a trip to (or within) Anchorage but hadn't made travel plans yet
- I was just considering destinations for a trip
- I had no plans to travel

20. Do you feel that the Official Guide to Anchorage helped you make your decision to visit Anchorage?

- Yes
- No
- I don't know

21. How important was the Official Guide to Anchorage to you in making the decision to visit Anchorage? (Select one)

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

22. Do you feel that the Official Guide to Anchorage in any way influenced the number of days you spent in Anchorage on this trip?

- Yes
- No
- I don't know

23. How did the Official Guide to Anchorage influence the number of days you spent in Anchorage on this trip? (Select one)

- Increased the length of my stay in Anchorage
- Decreased the length of my stay in Anchorage
- Did not increase or decrease the length of my stay in Anchorage

24. How many days did you increase the length of your stay in Anchorage as a result of using the Official Guide to Anchorage?

Additional days in Anchorage _____

25. Which of these travel planning decisions or tasks did you make or complete based on information from the Official Guide to Anchorage? (Select all that apply)

- Selected a hotel or other accommodations
- Selected a transportation option
- Selected a restaurant or place to eat
- Selected attractions or things to see and do
- Selected a tour/guided tour company
- Selected a place to shop
- Selected an event to attend
- Consulted map(s)
- None of the above

26. How helpful were each of the following types of Official Guide to Anchorage content in assisting you to plan your trip in Anchorage? Please use the scale from “Very unhelpful” to “Very helpful” below.

	Very Unhelpful	Unhelpful	Neutral—Neither Helpful nor Unhelpful	Helpful	Very Helpful	I don’t know/Not Applicable
Business listings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Articles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Which of the following resources did you use to plan your Anchorage trip, **BEFORE ARRIVING** in Anchorage? (Select all that apply)

- 2014 Official Guide to Anchorage—printed copy
- 2014 Official Guide to Anchorage—digital version
- Email newsletter from Visit Anchorage
- Other travel-related e-mail newsletter
- Anchorage.net, the official Anchorage tourism website
- Anchorage Facebook page (Facebook.com/VisitAnchorageAK)
- Other Facebook content
- Anchorage tweets on Twitter (Twitter.com/VisitAnchorage)
- Other Twitter content
- Travel itinerary, blog or journal posted by another traveler
- Anchorage YouTube channel (YouTube.com/VisitAnchorageAlaska)
- Other online video
- Online travel agency (Travelocity, Expedia, Hotels.com, Kayak, etc.)
- User-generated travel reviews of hotels from other travelers
- User-generated travel reviews of Anchorage from other travelers
- User-generated travel reviews of restaurants or travel activities/things to do
- Online maps (i.e., Google Maps, Yahoo Maps, Mapquest)
- Printed maps
- Mobile app (for SmartPhone and/or tablet)
- Travel or lifestyle magazine
- Newspaper travel section
- Travel related radio program
- Commercial guidebook (i.e. Fodor’s, Lonely Planet, etc.)
- Travel related programming on TV
- Opinions of friends, colleagues, or relatives

- Travel agent
- Anchorage Visitor Information Center
- Direct mail piece

28. Which of the following resources did you use for trip planning, WHILE IN Anchorage? (Select all that apply)

- 2014 Official Guide to Anchorage—printed copy
- 2014 Official Guide to Anchorage—digital version
- Email newsletter from Visit Anchorage
- Other travel-related e-mail newsletter
- Anchorage.net, the official Anchorage tourism website
- Anchorage Facebook page (Facebook.com/VisitAnchorageAK)
- Other Facebook content
- Anchorage tweets on Twitter (Twitter.com/VisitAnchorage)
- Other Twitter content
- Travel itinerary, blog or journal posted by another traveler
- Anchorage YouTube channel (YouTube.com/VisitAnchorageAlaska)
- Other online video
- Online travel agency (Travelocity, Expedia, Hotels.com, Kayak, etc.)
- User-generated travel reviews of hotels from other travelers
- User-generated travel reviews of Anchorage from other travelers
- User-generated travel reviews of restaurants or travel activities/things to do
- Online maps (i.e., Google Maps, Yahoo Maps, Mapquest)
- Printed maps
- Mobile app (for SmartPhone and/or tablet)
- Travel or lifestyle magazine
- Newspaper travel section
- Travel related radio program
- Commercial guidebook (i.e. Fodor's, Lonely Planet, etc.)
- Travel related programming on TV
- Opinions of friends, colleagues, or relatives
- Travel agent
- Anchorage Visitor Information Center
- Direct mail piece

29. In general, how satisfied are you with the Official Guide to Anchorage?

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

30. Which information was most important for you to find on the map in the Official Guide to Anchorage? Please rank the top three most important types of information.

Please drag from the list on the left to the right in order to rank the top three most important types of information.

	Location of Alaska on global map
--	----------------------------------

	Proximity of Anchorage to other Alaska destinations
	Statewide transportation corridors
	Statewide mileage information
	Regional driving routes
	Suggested day tours/itineraries
	Parks and trails
	Wildlife viewing areas
	Top sights and attractions
	Accommodation locations
	Driving information for the entire city of Anchorage
	Downtown Anchorage walking information
	Downtown Anchorage driving information
	Anchorage airport driving instructions
	Other

31. Which of the following statements describes your use of the digital version of the Official Guide to Anchorage? (Select all that apply)

- I was aware of the digital version of the guide
- I did not know the digital version of the guide existed
- I used the digital version of the guide
- I did not use the digital version of the guide
- I prefer to use a printed guide
- I found the digital version easy to download
- I had difficulty downloading the digital version
- I would have preferred to view the guide on an iPad or in iBooks
- I would have preferred to view the guide on a Kindle or Nook
- I would have preferred to view the guide on another Android device/Google reader
- I find the overall design of the digital guide appealing
- I found a lot of information in the digital guide
- There is a good balance of content and photos in the digital guide
- Information contained in the digital guide is relevant and useful to planning a trip to Anchorage
- The digital guide has a cluttered presentation – too busy
- There is too much advertising in the digital guide
- It's difficult to find all the information of interest to me in the digital guide

32. If you have any other comments or suggestions about our Official Guide to Anchorage, we welcome you to write them in the field below.

The following questions will be used only to develop group profiles to better understand who orders our Official Guide to Anchorage. No personally identifying information is requested and responses will only be aggregated with others and kept completely confidential.

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

- Under 20
- 20 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older
- I prefer not to answer

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

- Less than \$30,000
- \$30,000 to \$49,999
- \$50,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- I prefer not to answer

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

- Caucasian
- Black, African-American
- Asian, Pacific Islander
- Latino/Hispanic
- Native American or Alaska Native
- Other
- Two or more of the above
- I prefer not to answer

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

- Single
- Single with children under 18
- Married
- Married with children under 18
- Domestic partnership
- Other
- I prefer not to answer

37. What is your gender? (Select one)

- Female
- Male
- I prefer not to answer

38. How well do each of the following statements describe you? Please use the scale below where “1” represents “Does not describe me at all” and “5” represents “Describes me completely” to rate how well each statement describes you.

	1 (Does not describe me at all)	2	3	4	5 (Describes me completely)
I prefer to visit places with good museums, arts & culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to visit historically interesting places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to visit places where I can enjoy the great outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy high-energy, active vacations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I’m on a vacation, I prefer to slow down and kick-back	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer a destination with a romantic atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am happy to pay for luxury travel experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am a budget traveler	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A destination's restaurants and cuisine are very important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spending time with family while traveling is very important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39. **Optional: Please fill in the fields below to be entered into the prize drawing.**

Full Name: _____
 Address: _____
 City: _____
 State/Province: _____
 Zip/Postal code: _____
 Country: _____
 Email (for prize notification only): _____
 Telephone (for prize notification only): _____

Thank you again for your help with this survey. Please click the "Submit Survey" button below to submit your responses. You will then be redirected to our website, Anchorage.net.