



***Visit Anchorage
AVSP 7 Market Profiles***

Prepared for:
Visit Anchorage

December 2017



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Prepared for:
Visit Anchorage

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Visit Anchorage contracted with McDowell Group to provide a series of market profiles of out-of-state visitors to Anchorage/Girdwood in summer 2016. Survey results are based on the *Alaska Visitor Statistics Program 7*, conducted by McDowell Group and commissioned by the Alaska Department of Commerce, Community, and Economic Development.

The baseline for nearly all profiles is visitors who overnights in Anchorage and/or Girdwood, whose Alaska travel purpose was vacation/pleasure or business/pleasure. Those traveling to Alaska for the purpose of visiting friends or relatives, or for business only, were excluded. There are two profiles (“missed markets”) that fall outside the baseline definition, described below.

All profiles are based on sample sizes of 97 or greater.

The profiles are organized into the following chapters. Each chapter includes the baseline profile of Anchorage/Girdwood overnights for comparative purposes.

1. Baseline and Missed Markets

- Anchorage/Girdwood overnights
- Anchorage/Girdwood day visitors (excludes overnight visitors)
- Did not visit Anchorage/Girdwood for day or overnight, but did visit one or more of the following Alaska regions: Southcentral, Interior, Southwest, Far North

2. Origin

- Anchorage/Girdwood overnights
- Visitors from Western U.S. states
- Visitors from California
- Visitors from Southern U.S. states
- Visitors from Texas
- Visitors from Midwestern U.S. states
- Visitors from Eastern U.S. states
- Visitors from Europe

3. Planning Sources

- Anchorage/Girdwood overnights
- Used AAA
- Used Expedia
- Used TripAdvisor
- Used travel agent
- Did not use travel agent

- Used State of Alaska planning sources (travelalaska.com and/or Vacation Planner)
- Did not use State of Alaska planning sources

4. Age and Gender

- Anchorage/Girdwood overnigheters
- Male travelers
- Female travelers
- Aged 18-29
- Aged 30-39
- Aged 40-49
- Aged 50-59
- Aged 60-69
- Aged 70 or older

5. Trip Type

- Anchorage/Girdwood overnigheters
- Fly/drive visitors
- Independent visitors
- Group travelers
- Cruised via Whittier
- Cruised via Seward
- Traveling with children
- Traveling child-free
- First trip to Alaska
- Repeat travelers

6. Planning Timeline

- Anchorage overnigheters
- Decided to travel to Alaska before July 2015
- Decided July-September 2015
- Decided October-December 2015
- Decided January-March 2016
- Decided April-June 2016
- Decided July-September 2016
- Booked Alaska trip July-September 2015
- Booked October-December 2015
- Booked January-March 2016
- Booked April-June 2016
- Booked July-September 2016

1. Baseline and Missed Markets

Table 1.1 - Market Definition and Sample Size
Baseline and Missed Markets

Market	Definition	% of Baseline	Estimated Market Size	Sample Size	Maximum Margin of Error
Baseline	Overnighted in Anchorage and/or Girdwood; excludes business-only and visiting friends/relatives	100%	511,000	1,973	±2.2%
Day visitors	Visited Anchorage and/or Girdwood for the day only; excludes business-only and visiting friends/relatives	n/a	139,000	436	±4.7%
Anchorage avoiders	Did not visit Anchorage or Girdwood; visited one or more of the following: Southcentral, Interior, Southwest, Far North; excludes business-only and visiting friends/relatives	n/a	92,000	429	±4.7%

Table 1.2 - Trip Purpose and Packages (%)
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Trip Purpose			
Vacation/pleasure	93	95	90
Business and pleasure	7	5	10
Purchased multi-day package (including cruise)			
Yes	58	68	57
Package type (Base: non-cruise, purchased package)			
Fishing lodge	28	*	*
Rail package	18	*	*
Wilderness lodge	14	*	*
Motorcoach tour	12	*	*
Adventure tour	12	*	*
Rental car/RV package	9	*	*
Hunting	2	*	*

*Sample size too small for analysis

Table 1.3 - Transportation Modes (%)
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Transportation Market			
Cruise	44	60	54
Air	51	35	29
Highway/ferry	5	5	17
Used to Travel Between Communities			
Alaska Railroad	37	20	33
Tour bus/van	36	40	33
Rental vehicle	32	16	12
Air	15	12	7
Personal vehicle	6	10	16
Rental RV	5	4	1
State ferry	3	1	2
Personal RV	2	2	4

Table 1.4 - Length of Stay and Lodging Type (%)
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Average length of stay in Alaska	10.8	10.8	10.2
Average length of stay in Anchorage/Girdwood	2.6	n/a	n/a
Total number of nights in Anchorage/Girdwood	1,329,000	n/a	n/a
Lodging Types Used in Anchorage/Girdwood			
Hotel/motel	83	n/a	n/a
Campground/RV	6	n/a	n/a
Friends/family	5	n/a	n/a
B&B	4	n/a	n/a
Lodge	3	n/a	n/a
Vacation rental	2	n/a	n/a
Wilderness camping	<1	n/a	n/a

Table 1.5 - Destinations (%)
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Regions Visited			
Southcentral	100	100	66
Interior	65	31	72
Southeast	50	63	60
Southwest	6	17	4
Far North	3	1	3
Destinations Visited, Top 10			
Anchorage	100	99*	n/a
Denali Nat'l Park	60	27	49
Seward	58	39	29
Juneau	45	61	56
Ketchikan	42	60	54
Skagway	42	51	50
Fairbanks	31	20	57
Talkeetna	30	11	15
Whittier	22	22	22
Girdwood	20	4	n/a
Homer	17	22	7

*Not 100 percent of day visitors visited Anchorage because they could have visited Girdwood without visiting Anchorage.

Table 1.6 - Visitor Activities in Anchorage/Girdwood – Top 10 (%)
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Museums	17	6	n/a
Hiking/nature walk	16	3	n/a
City/sightseeing tours	15	6	n/a
Wildlife viewing	14	5	n/a
Tramway/gondola	7	1	n/a
Native cultural activities	6	<1	n/a
Birdwatching	5	1	n/a
Historical/cultural attractions	4	2	n/a
Biking	3	<1	n/a
Camping	2	<1	n/a

Table 1.7 - Satisfaction Ratings (%)
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Satisfaction with overall Alaska experience			
Very satisfied	75	76	75
Satisfied	23	21	22
Compared to expectations			
Much higher	29	31	33
Higher	39	31	28
About as expected	30	34	35
Value for the money, compared to other destinations			
Much better	9	11	17
Better	19	20	24
About the same	50	50	43
Likelihood to recommend and return to Alaska			
Very likely to recommend Alaska as a vacation destination	80	83	77
Very likely to return to Alaska in the next five years	31	42	35

Table 1.8 - Previous Alaska Travel (%)
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Been to Alaska before	32	40	36
Average # of vacation trips (base: repeat travelers)	3.5	6.0	4.6
Previously traveled in Alaska by cruise ship	13	19	16

Table 1.9 - Trip Planning Timeline (%)
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Trip Decision, by Quarter			
Before July 2015	15	15	20
July-Sept 2015	17	21	18
Oct-Dec 2015	19	14	15
Jan-Mar 2016	23	20	18
Apr-Jun 2016	19	22	20
July-Sept 2016	8	8	9
Average # of months	8.3	8.2	8.1
Trip Booking, by Quarter			
Before July 2015	4	6	10
July-Sept 2015	11	14	9
Oct-Dec 2015	16	13	17
Jan-Mar 2016	29	23	19
Apr-Jun 2016	27	30	30
July-Sept 2016	13	14	16
Average # of months	5.6	5.8	5.9

Table 1.10 - Trip Planning Sources (%)
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Internet and Travel Agent Usage			
Used internet	72	70	62
Booked over internet	61	61	45
Used travelalaska.com	28	18	19
Received Official State Vacation Planner	19	14	12
Booked through travel agent	36	33	38
Other Sources – Top 10			
Friends/family	45	48	45
Brochures	23	15	16
Prior experience	19	27	17
Cruise line	16	18	17
Other travel/guide book	12	8	7
AAA	10	8	12
Milepost	8	5	8
Tour company	7	5	5
Hotel/lodge	6	6	7
Magazine	6	2	4

Table 1.11 - Top 10 Websites/Apps Used to Plan/Book
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Top 10 Websites/Apps Used to Plan			
Airline websites	49	51	37
Google	37	26	28
Trip Advisor	31	22	18
Cruise line websites	25	40	30
Car/RV rental websites	20	11	9
Tour company websites	19	14	13
Hotel/lodge/RV Park	17	11	12
Expedia	17	9	9
Hotels.com	11	2	6
Booking.com	9	4	7
Top 10 Websites/Apps Used to Book			
Airline websites	49	52	38
Cruise line websites	19	36	24
Car/RV rental websites	18	9	8
Hotel/lodge/RV park	15	8	9
Tour company websites	15	7	9
Expedia	13	9	8
Booking.com	8	3	6
Hotels.com	7	2	3
Google	6	4	7
Trip Advisor	5	3	2

Table 1.12 - Demographics
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Origin			
Western US	30	40	25
Southern US	23	18	27
Midwestern US	18	20	15
Eastern US	12	9	15
Canada	3	5	10
Other International	14	7	9
Other Demographics			
Average party size	2.4	2.4	2.3
Average group size	4.2	4.1	4.0
Male/female	51/49	54/46	55/45
Average age	54.7	57.2	57.9
Children in household	21	22	19
Retired/semi-retired	45	45	48
College graduate	69	62	61
Average income	\$119,000	\$114,000	\$117,000

Table 1.13 – Average Per-Person and Total Spending Excluding Transportation to/from Alaska
Baseline and Missed Markets

	Baseline	Day Visitors	Anchorage Avoiders
Average spending in Alaska	\$1,873	\$1,467	\$834
Average spending in Anchorage	\$511	\$88	n/a
Total spending in Anchorage	\$261m	\$12m	n/a

Notes: Anchorage spending includes Girdwood.
Total Alaska spending figures do not include transportation to enter or exit Alaska, such as airline tickets, ferry tickets, and cruise fares.
Spending in Anchorage also excludes lodging, activities, and instate transportation included in multi-day packages and cruise tour packages.

2. Origin

Note that all markets below starting with “West” are subsets of the “Baseline” market. That is, they overnighed in Anchorage and/or Girdwood, and exclude business-only travelers and those visiting friends/relatives.

Table 2.1 - Market Definition and Sample Size
Origin

Market	Definition	% of Baseline	Estimated Market Size	Sample Size	Maximum Margin of Error
Baseline	Overnighed in Anchorage and/or Girdwood; excludes business-only and visiting friends/relatives	100%	511,000	1,973	±2.2%
West	From Western U.S. states Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming	30%	154,000	527	±4.3%
California	From California	11%	54,000	187	±7.2%
South	From Southern U.S. states Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia	23%	115,000	375	±5.1%
Texas	From Texas	6%	30,000	97	±9.9%
Midwest	From Midwestern U.S. states Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin	18%	92,000	328	±5.4%
East	From Eastern U.S. states Connecticut, Delaware, Maine, Massachusetts, Maryland, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Washington, D.C	12%	63,000	196	±7.0%
Europe	From any European country	6%	32,000	330	±5.4%

Table 2.2 - Trip Purpose and Packages (%)

Origin

	Baseline	West	California	South
Trip Purpose				
Vacation/pleasure	93	88	94	94
Business and pleasure	7	12	6	6
Purchased multi-day package (including cruise)				
Yes	58	43	51	66
Package type (Base: non-cruise, purchased package)				
Fishing lodge	28	*	*	*
Rail package	18	*	*	*
Wilderness lodge	14	*	*	*
Motorcoach tour	12	*	*	*
Adventure tour	12	*	*	*
Rental car/RV package	9	*	*	*
Hunting	2	*	*	*
	Texas	Midwest	East	Europe
Trip Purpose				
Vacation/pleasure	93	94	97	97
Business and pleasure	7	6	3	3
Purchased multi-day package (including cruise)				
Yes	57	60	68	49
Package type (Base: non-cruise, purchased package)				
Fishing lodge	*	*	*	*
Rail package	*	*	*	*
Wilderness lodge	*	*	*	*
Motorcoach tour	*	*	*	*
Adventure tour	*	*	*	*
Rental car/RV package	*	*	*	*
Hunting	*	*	*	*

*Sample size too small for analysis

Table 2.3 - Transportation Modes (%)

Origin

	Baseline	West	California	South
Transportation Market				
Cruise	44	27	36	56
Air	51	67	59	40
Highway/ferry	5	6	4	4
Used to Travel Between Communities				
Alaska Railroad	37	30	34	43
Tour bus/van	36	27	35	39
Rental vehicle	32	41	38	27
Air	15	19	21	13
Personal vehicle	6	9	7	6
Rental RV	5	4	3	4
State ferry	3	5	6	2
Personal RV	2	3	2	2
	Texas	Midwest	East	Europe
Transportation Market				
Cruise	47	44	55	26
Air	49	51	43	67
Highway/ferry	4	5	2	7
Used to Travel Between Communities				
Alaska Railroad	35	39	39	19
Tour bus/van	36	39	33	24
Rental vehicle	37	31	30	42
Air	13	15	13	19
Personal vehicle	6	7	5	2
Rental RV	0	7	4	15
State ferry	4	2	1	10
Personal RV	2	2	2	1

Table 2.4 - Length of Stay and Lodging Type (%)

	Origin			
	Baseline	West	California	South
Average length of stay in Alaska	10.8	9.9	9.3	10.6
Average length of stay in Anchorage/Girdwood	2.6	2.9	2.5	2.5
Total number of nights in Anchorage/Girdwood	1,329,000	447,000	135,000	288,000
	Texas	Midwest	East	Europe
Average length of stay in Alaska	11.0	10.8	10.8	14.4
Average length of stay in Anchorage/Girdwood	3.4	2.5	2.4	2.9
Total number of nights in Anchorage/Girdwood	102,000	230,000	151,000	93,000
	Baseline	West	California	South
Lodging Types Used in Anchorage/Girdwood				
Hotel/motel	83	79	85	88
Campground/RV	6	6	5	5
Friends/family	5	9	4	3
B&B	4	6	7	3
Lodge	3	3	2	3
Vacation rental	2	2	3	2
Wilderness camping	<1	<1	-	1
	Texas	Midwest	East	Europe
Lodging Types Used in Anchorage/Girdwood				
Hotel/motel	87	82	88	80
Campground/RV	2	8	5	15
Friends/family	6	6	4	3
B&B	6	3	1	8
Lodge	1	3	2	1
Vacation rental	3	2	1	2
Wilderness camping	-	<1	<1	<1

Table 2.5 - Destinations (%)

	Origin			
	Baseline	West	California	South
Regions Visited				
Southcentral	100	100	100	100
Interior	65	55	59	65
Southeast	50	33	43	60
Southwest	6	8	8	4
Far North	3	3	2	3
Destinations Visited, Top 10				
Anchorage	100	100	99	99
Denali Nat'l Park	60	48	54	60
Seward	58	51	56	58
Juneau	45	30	41	57
Ketchikan	42	28	36	53
Skagway	42	27	38	52
Fairbanks	31	23	25	27
Talkeetna	30	26	28	31
Whittier	22	20	26	21
Girdwood	20	24	24	20
Homer	17	20	13	13
	Texas	Midwest	East	Europe
Regions Visited				
Southcentral	100	100	100	100
Interior	63	69	67	77
Southeast	52	49	59	47
Southwest	1	7	5	13
Far North	2	2	2	4
Destinations Visited, Top 10				
Anchorage	100	100	100	100
Denali Nat'l Park	56	65	65	72
Seward	45	66	69	76
Juneau	48	43	57	30
Ketchikan	47	42	53	25
Skagway	46	41	51	31
Fairbanks	25	30	26	54
Talkeetna	35	37	38	33
Whittier	26	22	22	28
Girdwood	19	20	20	22
Homer	13	21	11	29

Table 2.6 - Visitor Activities in Anchorage/Girdwood – Top 10 (%)

Origin

	Baseline	West	California	South
Museums	17	18	14	15
Hiking/nature walk	16	20	20	16
City/sightseeing tours	15	15	17	18
Wildlife viewing	14	17	15	11
Tramway/gondola	7	9	8	8
Native cultural activities	6	8	10	5
Birdwatching	5	4	6	5
Historical/cultural attractions	4	4	2	4
Biking	3	4	6	2
Camping	2	3	3	1
	Texas	Midwest	East	Europe
Museums	13	19	16	17
Hiking/nature walk	27	19	13	19
City/sightseeing tours	22	15	15	17
Wildlife viewing	10	16	10	16
Tramway/gondola	6	6	8	5
Native cultural activities	5	5	7	4
Birdwatching	6	6	6	8
Historical/cultural attractions	<1	3	3	7
Biking	3	2	3	4
Camping	<1	3	2	7

Table 2.7 - Satisfaction Ratings (%)

	Origin			
	Baseline	West	California	South
Satisfaction with overall Alaska experience				
Very satisfied	75	75	78	81
Satisfied	23	23	20	17
Compared to expectations				
Much higher	29	27	29	32
Higher	39	41	44	35
About as expected	30	29	24	31
Value for the money, compared to other destinations				
Much better	9	12	16	8
Better	19	16	16	23
About the same	50	48	46	51
Likelihood to recommend and return to Alaska				
Very likely to recommend Alaska as a vacation destination	80	81	85	85
Very likely to return to Alaska in the next five years	31	46	41	26
	Texas	Midwest	East	Europe
Satisfaction with overall Alaska experience				
Very satisfied	86	75	82	74
Satisfied	12	22	18	23
Compared to expectations				
Much higher	33	27	34	28
Higher	44	40	37	42
About as expected	23	30	27	25
Value for the money, compared to other destinations				
Much better	6	8	10	4
Better	22	22	19	12
About the same	59	47	50	44
Likelihood to recommend and return to Alaska				
Very likely to recommend Alaska as a vacation destination	90	83	86	75
Very likely to return to Alaska in the next five years	34	27	28	22

Table 2.8 - Previous Alaska Travel (%)

Origin

	Baseline	West	California	South
Been to Alaska before	32	44	38	35
Average # of vacation trips (base: repeat travelers)	3.5	4.0	*	3.3
Previously traveled in Alaska by cruise ship	13	16	17	18
	Texas	Midwest	East	Europe
Been to Alaska before	43	30	20	17
Average # of vacation trips (base: repeat travelers)	*	3.3	*	*
Previously traveled in Alaska by cruise ship	16	13	9	3

*Sample size too small for analysis

Table 2.9 - Trip Planning Timeline (%)

Origin

	Baseline	West	California	South
Trip Decision, by Quarter				
Before July 2015	15	12	15	16
July-Sept 2015	17	13	14	15
Oct-Dec 2015	19	16	13	19
Jan-Mar 2016	23	26	23	22
Apr-Jun 2016	19	24	28	19
July-Sept 2016	8	8	7	9
Average # of months	8.3	7.3	7.6	8.3
Trip Booking, by Quarter				
Before July 2015	4	3	5	4
July-Sept 2015	11	7	7	11
Oct-Dec 2015	16	15	16	17
Jan-Mar 2016	29	30	24	25
Apr-Jun 2016	27	31	34	31
July-Sept 2016	13	14	14	12
Average # of months	5.6	4.8	5.2	5.6
	Texas	Midwest	East	Europe
Trip Decision, by Quarter				
Before July 2015	13	13	19	23
July-Sept 2015	6	21	21	21
Oct-Dec 2015	28	21	15	19
Jan-Mar 2016	25	26	19	25
Apr-Jun 2016	14	14	17	5
July-Sept 2016	13	5	9	6
Average # of months	7.8	8.5	9.1	11.0
Trip Booking, by Quarter				
Before July 2015	6	4	6	9
July-Sept 2015	3	12	19	18
Oct-Dec 2015	24	19	16	19
Jan-Mar 2016	27	33	25	26
Apr-Jun 2016	25	23	19	19
July-Sept 2016	16	10	15	9
Average # of months	5.4	6.0	6.4	7.3

Table 2.10 - Trip Planning Sources (%)

Origin

	Baseline	West	California	South
Internet and Travel Agent Usage				
Used internet	72	81	77	77
Booked over internet	61	72	70	63
Used travelalaska.com	28	28	32	31
Received Official State Vacation Planner	19	14	15	23
Booked through travel agent	36	22	26	42
Other Sources – Top 10				
Friends/family	45	47	45	45
Brochures	23	22	18	23
Prior experience	19	23	20	23
Cruise line	16	10	13	26
Other travel/guide book	12	10	11	11
AAA	10	12	13	9
Milepost	8	9	7	7
Tour company	7	6	7	9
Hotel/lodge	6	7	8	5
Magazine	6	6	4	5
	Texas	Midwest	East	Europe
Internet and Travel Agent Usage				
Used internet	82	67	72	71
Booked over internet	67	56	59	59
Used travelalaska.com	34	28	29	35
Received Official State Vacation Planner	24	27	23	14
Booked through travel agent	35	40	38	43
Other Sources – Top 10				
Friends/family	41	45	47	30
Brochures	25	25	22	33
Prior experience	27	20	16	11
Cruise line	26	13	23	9
Other travel/guide book	3	14	12	29
AAA	4	12	14	2
Milepost	5	10	6	15
Tour company	12	6	8	12
Hotel/lodge	6	6	8	7
Magazine	4	8	7	13

Table 2.11 - Top 10 Websites/Apps Used to Plan/Book
Origin

	Baseline	West	California	South
Top 10 Websites/Apps Used to Plan				
Airline websites	49	58	56	52
Google	37	35	39	35
Trip Advisor	31	27	38	33
Cruise line websites	25	16	17	38
Car/RV rental websites	20	20	20	20
Tour company websites	19	18	22	17
Hotel/lodge/RV Park	17	18	20	21
Expedia	17	17	21	15
Hotels.com	11	13	14	7
Booking.com	9	7	9	3
Top 10 Websites/Apps Used to Book				
Airline websites	49	56	55	49
Cruise line websites	19	11	16	25
Car/RV rental websites	18	17	17	16
Hotel/lodge/RV park	15	17	20	18
Tour company websites	15	14	17	15
Expedia	13	13	18	12
Booking.com	8	6	8	3
Hotels.com	7	9	11	4
Google	6	9	7	4
Trip Advisor	5	6	6	5
	Texas	Midwest	East	Europe
Top 10 Websites/Apps Used to Plan				
Airline websites	56	43	38	41
Google	40	33	39	58
Trip Advisor	30	31	29	48
Cruise line websites	38	24	36	12
Car/RV rental websites	30	22	17	29
Tour company websites	10	23	23	25
Hotel/lodge/RV Park	25	15	19	14
Expedia	8	17	18	17
Hotels.com	3	13	11	10
Booking.com	4	4	5	37
Top 10 Websites/Apps Used to Book				
Airline websites	53	46	44	39
Cruise line websites	18	18	33	13
Car/RV rental websites	25	19	14	29
Hotel/lodge/RV park	24	14	17	11
Tour company websites	13	17	16	18
Expedia	7	14	14	10
Booking.com	3	5	5	24
Hotels.com	6	6	6	8
Google	3	5	3	11
Trip Advisor	5	4	6	7

Table 2.12 - Demographics
Origin

	Baseline	West	California	South
Origin				
Western US	30	100	100	-
Southern US	23	-	-	100
Midwestern US	18	-	-	-
Eastern US	12	-	-	-
Canada	3	-	-	-
Other International	14	-	-	-
Other Demographics				
Average party size	2.4	2.4	2.5	2.5
Average group size	4.2	3.9	4.7	4.4
Male/female	51/49	53/47	51/49	49/51
Average age	54.7	51.9	52.9	57.0
Children in household	21	22	20	18
Retired/semi-retired	45	41	44	49
College graduate	69	70	76	69
Average income	\$119,000	\$124,000	\$140,000	\$129,000
	Texas	Midwest	East	Europe
Origin				
Western US	-	-	-	-
Southern US	100	-	-	-
Midwestern US	-	100	-	-
Eastern US	-	-	100	-
Canada	-	-	-	-
Other International	-	-	-	100
Other Demographics				
Average party size	2.4	2.5	2.5	2.2
Average group size	3.0	4.6	4.7	3.1
Male/female	53/47	51/49	48/52	51/49
Average age	55.3	56.1	55.9	50.9
Children in household	20	22	21	15
Retired/semi-retired	45	54	46	35
College graduate	73	66	71	72
Average income	\$131,000	\$111,000	\$126,000	\$97,000

**Table 2.13 – Average Per-Person and Total Spending
Excluding Transportation to/from Alaska**

Origin

	Baseline	West	California	South
Average spending in Alaska	\$1,873	\$1,730	\$1,761	\$1,740
Average spending in Anchorage	\$511	\$494	\$516	\$519
Total spending in Anchorage	\$261m	\$76m	\$28m	\$60m
	Texas	Midwest	East	Europe
Average spending in Alaska	\$1,562	\$1,972	\$2,020	\$2,510
Average spending in Anchorage	\$546	\$473	\$556	\$707
Total spending in Anchorage	\$16m	\$43m	\$35m	\$23m

Notes: Anchorage spending includes Girdwood.

Total Alaska spending figures do not include transportation to enter or exit Alaska, such as airline tickets, ferry tickets, and cruise fares.

Spending in Anchorage also excludes lodging, activities, and instate transportation included in multi-day packages and cruise tour packages.

3. Planning Sources

Note that all markets below starting with “AAA” are subsets of the “Baseline” market. That is, they overnighted in Anchorage and/or Girdwood, and exclude business-only travelers and those visiting friends/relatives.

Table 3.1 - Market Definition and Sample Size
Planning Sources

Market	Definition	% of Baseline	Estimated Market Size	Sample Size	Maximum Margin of Error
Baseline	Overnighted in Anchorage and/or Girdwood; excludes business-only and visiting friends/relatives	100%	511,000	1,973	±2.2%
AAA	Used AAA to plan trip	12%	60,000	223	±6.6%
Expedia	Used Expedia to plan trip	13%	64,000	238	±6.3%
TripAdvisor	Used TripAdvisor to plan trip	23%	117,000	471	±4.5%
Travel agent	Booked through travel agent	36%	186,000	674	±3.8%
No agent	Did not book through travel agent	61%	313,000	1,249	±2.8%
Used SOA	Used travelalaska.com and/or received State Travel Planner	37%	189,000	761	±3.6%
No SOA	Did not use State of Alaska sources	63%	321,000	1,212	±2.8%

Table 3.2 - Trip Purpose and Packages (%)
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Trip Purpose				
Vacation/pleasure	93	98	95	94
Business and pleasure	7	2	5	6
Purchased multi-day package (including cruise)				
Yes	58	57	43	47
Package type (Base: non-cruise, purchased package)				
Fishing lodge	28	*	*	*
Rail package	18	*	*	*
Wilderness lodge	14	*	*	*
Motorcoach tour	12	*	*	*
Adventure tour	12	*	*	*
Rental car/RV package	9	*	*	*
Hunting	2	*	*	*
	Travel Agent	No Agent	Used SOA	No SOA
Trip Purpose				
Vacation/pleasure	98	90	95	92
Business and pleasure	2	10	5	8
Purchased multi-day package (including cruise)				
Yes	89	39	51	62
Package type (Base: non-cruise, purchased package)				
Fishing lodge	16	35	18	34
Rail package	26	14	23	15
Wilderness lodge	11	16	21	10
Motorcoach tour	23	6	11	13
Adventure tour	9	13	16	10
Rental car/RV package	10	8	9	8
Hunting	2	2	-	3

*Sample size too small for analysis

Table 3.3 - Transportation Modes (%)
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Transportation Market				
Cruise	44	44	30	33
Air	51	46	66	62
Highway/ferry	5	10	4	5
Used to Travel Between Communities				
Alaska Railroad	37	41	28	32
Tour bus/van	36	41	26	28
Rental vehicle	32	36	51	47
Air	15	11	19	19
Personal vehicle	6	5	9	6
Rental RV	5	8	5	8
State ferry	3	4	4	5
Personal RV	2	3	1	1
	Travel Agent	No Agent	Used SOA	No SOA
Transportation Market				
Cruise	75	25	37	48
Air	24	67	56	48
Highway/ferry	2	7	7	4
Used to Travel Between Communities				
Alaska Railroad	55	26	32	39
Tour bus/van	56	25	32	38
Rental vehicle	13	44	43	26
Air	12	18	15	15
Personal vehicle	2	9	5	7
Rental RV	2	7	8	3
State ferry	3	3	4	3
Personal RV	1	3	2	2

Table 3.4 - Length of Stay and Lodging Type (%)
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Average length of stay in Alaska	10.8	11.1	10.2	10.4
Average length of stay in Anchorage/Girdwood	2.6	2.4	2.7	2.7
Total number of nights in Anchorage/Girdwood	1,329,000	144,000	173,000	316,000
	Travel Agent	No Agent	Used SOA	No SOA
Average length of stay in Alaska	11.0	10.7	11.1	10.6
Average length of stay in Anchorage/Girdwood	1.9	3.0	2.9	2.5
Total number of nights in Anchorage/Girdwood	353,000	939,000	548,000	803,000
	Baseline	AAA	Expedia	TripAdvisor
Lodging Types Used in Anchorage/Girdwood				
Hotel/motel	83	83	82	83
Campground/RV	6	11	6	8
Friends/family	5	3	4	3
B&B	4	6	8	7
Lodge	3	2	2	3
Vacation rental	2	2	4	3
Wilderness camping	<1	1	-	<1
	Travel Agent	No Agent	Used SOA	No SOA
Lodging Types Used in Anchorage/Girdwood				
Hotel/motel	93	78	81	85
Campground/RV	2	9	10	4
Friends/family	2	8	4	7
B&B	3	5	6	3
Lodge	3	3	3	2
Vacation rental	<1	3	3	1
Wilderness camping	-	1	<1	<1

Table 3.5 - Destinations (%)
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Regions Visited				
Southcentral	100	100	100	100
Interior	65	83	61	66
Southeast	50	53	37	42
Southwest	6	4	8	8
Far North	3	2	3	2
Destinations Visited, Top 10				
Anchorage	100	100	99	100
Denali Nat'l Park	60	76	54	61
Seward	58	68	63	69
Juneau	45	46	34	37
Ketchikan	42	43	30	33
Skagway	42	42	29	33
Fairbanks	31	40	26	31
Talkeetna	30	41	34	38
Whittier	22	19	25	28
Girdwood	20	24	22	27
Homer	17	21	27	22
	Travel Agent	No Agent	Used SOA	No SOA
Regions Visited				
Southcentral	100	100	100	100
Interior	72	60	72	60
Southeast	78	33	45	53
Southwest	3	8	5	7
Far North	3	3	3	3
Destinations Visited, Top 10				
Anchorage	100	99	100	100
Denali Nat'l Park	72	53	66	56
Seward	56	58	67	52
Juneau	73	28	40	48
Ketchikan	72	25	35	47
Skagway	70	25	36	45
Fairbanks	34	29	33	30
Talkeetna	29	31	38	26
Whittier	21	22	27	18
Girdwood	12	26	27	16
Homer	8	22	24	13

Table 3.6 - Visitor Activities in Anchorage/Girdwood – Top 10 (%)
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Museums	17	26	20	23
Hiking/nature walk	16	20	23	29
City/sightseeing tours	15	23	15	16
Wildlife viewing	14	11	19	19
Tramway/gondola	7	12	6	10
Native cultural activities	6	12	6	9
Birdwatching	5	5	7	7
Historical/cultural attractions	4	7	7	5
Biking	3	2	5	6
Camping	2	4	4	3
	Travel Agent	No Agent	Used SOA	No SOA
Museums	13	20	20	15
Hiking/nature walk	9	22	20	14
City/sightseeing tours	18	14	15	16
Wildlife viewing	10	17	19	11
Tramway/gondola	6	8	9	7
Native cultural activities	5	8	9	5
Birdwatching	4	6	7	4
Historical/cultural attractions	2	4	6	2
Biking	1	4	3	3
Camping	1	4	3	2

Table 3.7 - Satisfaction Ratings (%)
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Satisfaction with overall Alaska experience				
Very satisfied	75	80	81	83
Satisfied	23	19	18	17
Compared to expectations				
Much higher	29	36	27	34
Higher	39	41	43	43
About as expected	30	20	27	22
Value for the money, compared to other destinations				
Much better	9	11	4	7
Better	19	19	23	22
About the same	50	45	45	49
Likelihood to recommend and return to Alaska				
Very likely to recommend Alaska as a vacation destination	80	85	88	89
Very likely to return to Alaska in the next five years	31	24	36	29
	Travel Agent	No Agent	Used SOA	No SOA
Satisfaction with overall Alaska experience				
Very satisfied	76	75	79	73
Satisfied	22	23	20	25
Compared to expectations				
Much higher	27	30	30	28
Higher	36	40	42	37
About as expected	35	26	26	32
Value for the money, compared to other destinations				
Much better	8	9	8	10
Better	20	18	21	17
About the same	52	49	47	52
Likelihood to recommend and return to Alaska				
Very likely to recommend Alaska as a vacation destination	82	81	86	77
Very likely to return to Alaska in the next five years	19	39	29	33

Table 3.8 - Previous Alaska Travel (%)
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Been to Alaska before	32	31	27	24
Average # of vacation trips (base: repeat travelers)	3.5	*	*	2.4
Previously traveled in Alaska by cruise ship	13	15	16	11
	Travel Agent	No Agent	Used SOA	No SOA
Been to Alaska before	23	37	25	36
Average # of vacation trips (base: repeat travelers)	2.2	4.1	3.2	3.7
Previously traveled in Alaska by cruise ship	14	13	10	15

*Sample size too small for analysis

Table 3.9 - Trip Planning Timeline (%)
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Trip Decision, by Quarter				
Before July 2015	15	18	15	19
July-Sept 2015	17	20	19	17
Oct-Dec 2015	19	23	16	14
Jan-Mar 2016	23	20	19	24
Apr-Jun 2016	19	17	23	21
July-Sept 2016	8	3	7	4
Average # of months	8.3	9.7	8.1	9.0
Trip Booking, by Quarter				
Before July 2015	4	2	5	4
July-Sept 2015	11	16	12	13
Oct-Dec 2015	16	20	15	15
Jan-Mar 2016	29	29	26	31
Apr-Jun 2016	27	26	31	30
July-Sept 2016	13	8	11	7
Average # of months	5.6	6.1	5.2	5.6
	Travel Agent	No Agent	Used SOA	No SOA
Trip Decision, by Quarter				
Before July 2015	16	14	18	13
July-Sept 2015	18	16	19	16
Oct-Dec 2015	21	18	17	20
Jan-Mar 2016	24	23	22	24
Apr-Jun 2016	15	21	19	19
July-Sept 2016	5	8	5	9
Average # of months	8.9	8.0	9.2	7.8
Trip Booking, by Quarter				
Before July 2015	7	3	4	5
July-Sept 2015	14	10	13	10
Oct-Dec 2015	17	16	18	15
Jan-Mar 2016	33	27	27	30
Apr-Jun 2016	21	31	28	26
July-Sept 2016	9	14	10	14
Average # of months	6.6	5.1	5.7	5.6

Table 3.10 - Trip Planning Sources (%)
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Internet and Travel Agent Usage				
Used internet	72	79	100	100
Booked over internet	61	69	97	90
Used travelalaska.com	28	43	59	52
Received Official State Vacation Planner	19	34	25	22
Booked through travel agent	36	39	18	24
Other Sources – Top 10				
Friends/family	45	45	49	49
Brochures	23	37	27	28
Prior experience	19	18	15	17
Cruise line	16	27	10	18
Other travel/guide book	12	24	18	17
AAA	10	85	12	13
Milepost	8	16	11	14
Tour company	7	6	7	9
Hotel/lodge	6	9	8	9
Magazine	6	18	15	17
	Travel Agent	No Agent	Used SOA	No SOA
Internet and Travel Agent Usage				
Used internet	44	91	91	62
Booked over internet	27	84	77	27
Used travelalaska.com	16	36	79	-
Received Official State Vacation Planner	18	20	51	-
Booked through travel agent	100	-	28	41
Other Sources – Top 10				
Friends/family	43	46	40	47
Brochures	20	25	33	17
Prior experience	13	23	14	22
Cruise line	25	11	17	15
Other travel/guide book	12	13	19	9
AAA	12	9	15	7
Milepost	3	11	14	5
Tour company	10	5	8	7
Hotel/lodge	4	8	10	4
Magazine	7	6	9	5

Table 3.11 - Top 10 Websites/Apps Used to Plan/Book
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Top 10 Websites/Apps Used to Plan				
Airline websites	49	51	47	53
Google	37	37	45	53
Trip Advisor	31	40	45	100
Cruise line websites	25	30	17	26
Car/RV rental websites	20	24	22	30
Tour company websites	19	27	23	28
Hotel/lodge/RV Park	17	22	13	24
Expedia	17	19	100	24
Hotels.com	11	14	16	18
Booking.com	9	6	14	15
Top 10 Websites/Apps Used to Book				
Airline websites	49	47	42	51
Cruise line websites	19	20	15	17
Car/RV rental websites	18	21	16	24
Hotel/lodge/RV park	15	17	11	19
Tour company websites	15	23	15	19
Expedia	13	12	67	15
Booking.com	8	5	12	12
Hotels.com	7	9	7	10
Google	6	5	5	8
Trip Advisor	5	4	6	15
	Travel Agent	No Agent	Used SOA	No SOA
Top 10 Websites/Apps Used to Plan				
Airline websites	37	54	48	50
Google	36	38	43	31
Trip Advisor	32	31	40	24
Cruise line websites	37	22	27	24
Car/RV rental websites	9	24	25	15
Tour company websites	21	18	26	13
Hotel/lodge/RV Park	18	18	20	15
Expedia	13	18	24	11
Hotels.com	6	13	14	9
Booking.com	7	10	11	7
Top 10 Websites/Apps Used to Book				
Airline websites	32	54	46	52
Cruise line websites	17	20	19	19
Car/RV rental websites	4	22	21	14
Hotel/lodge/RV park	12	16	17	14
Tour company websites	16	14	18	12
Expedia	11	14	16	10
Booking.com	5	8	9	6
Hotels.com	2	8	8	5
Google	3	7	6	6
Trip Advisor	2	6	5	5

Table 3.12 - Demographics
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Origin				
Western US	30	36	33	29
Southern US	23	21	21	25
Midwestern US	18	21	17	17
Eastern US	12	18	12	11
Canada	3	1	2	2
Other International	14	2	15	16
Other Demographics				
Average party size	2.4	2.4	2.5	2.6
Average group size	4.2	4.4	3.2	3.4
Male/female	51/49	48/52	50/50	49/51
Average age	54.7	58.1	50.0	49.4
Children in household	21	17	25	26
Retired/semi-retired	45	53	34	30
College graduate	69	68	75	83
Average income	\$119,000	\$110,000	\$120,000	\$119,000
	Travel Agent	No Agent	Used SOA	No SOA
Origin				
Western US	18	38	27	32
Southern US	26	21	25	21
Midwestern US	20	17	20	17
Eastern US	13	12	14	11
Canada	20	10	11	16
Other International	4	2	3	3
Other Demographics				
Average party size	2.4	2.5	2.5	2.4
Average group size	5.0	3.5	4.0	4.3
Male/female	47/53	53/47	49/51	52/48
Average age	60.0	51.7	53.9	55.2
Children in household	17	23	20	21
Retired/semi-retired	53	41	44	46
College graduate	67	72	70	69
Average income	\$114,000	\$121,000	\$117,000	\$120,000

**Table 3.13 – Average Per-Person and Total Spending
Excluding Transportation to/from Alaska**
Planning Sources

	Baseline	AAA	Expedia	TripAdvisor
Average spending in Alaska	\$1,873	\$1,727	\$1,811	\$2,052
Average spending in Anchorage	\$511	\$478	\$527	\$569
Total spending in Anchorage	\$261m	\$29m	\$34m	\$67m
	Travel Agent	No Agent	Used SOA	No SOA
Average spending in Alaska	\$1,652	\$1,996	\$1,885	\$1,865
Average spending in Anchorage	\$337	\$596	\$539	\$494
Total spending in Anchorage	\$63m	\$187m	\$102m	\$159m

Notes: Anchorage spending includes Girdwood.

Total Alaska spending figures do not include transportation to enter or exit Alaska, such as airline tickets, ferry tickets, and cruise fares.

Spending in Anchorage also excludes lodging, activities, and instate transportation included in multi-day packages and cruise tour packages.

4. Age and Gender

Note that all markets below starting with “Male” are subsets of the “Baseline” market. That is, they overnighted in Anchorage and/or Girdwood, and exclude business-only travelers and those visiting friends/relatives.

Table 4.1 - Market Definition and Sample Size
Age and Gender

Market	Definition	% of Baseline	Estimated Market Size	Sample Size	Maximum Margin of Error
Baseline	Overnighted in Anchorage and/or Girdwood; excludes business-only and visiting friends/relatives	100%	511,000	1,973	±2.2%
Male	Male respondent	50%	256,000	1060	±3.0%
Female	Female respondent	48%	247,000	881	±3.3%
18-29	18-29 years old	6%	31,000	142	±8.2%
30-39	30-39 years old	10%	52,000	208	±6.8%
40-49	40-49 years old	11%	55,000	228	±6.5%
50-59	50-59 years old	19%	98,000	381	±5.0%
60-69	60-69 years old	35%	177,000	634	±3.9%
70+	70 years or older	17%	88,000	336	±5.3%

Note: Gender percentages do not add to 100 percent because there was no gender recorded for a small number of respondents.

Table 4.2 - Trip Purpose and Packages (%)
Age and Gender

	Baseline	Male	Female	18-29	30-39
Trip Purpose					
Vacation/pleasure	93	91	95	85	82
Business and pleasure	7	9	5	15	18
Purchased multi-day package (including cruise)					
Yes	58	55	61	17	35
Package type (Base: non-cruise, purchased package)					
Fishing lodge	28	36	19	*	*
Rail package	18	20	16	*	*
Wilderness lodge	14	10	20	*	*
Motorcoach tour	12	12	13	*	*
Adventure tour	12	8	17	*	*
Rental car/RV package	9	10	7	*	*
Hunting	2	3	1	*	*
		40-49	50-59	60-69	70+
Trip Purpose					
Vacation/pleasure		83	93	97	99
Business and pleasure		17	7	3	1
Purchased multi-day package (including cruise)					
Yes		42	51	71	74
Package type (Base: non-cruise, purchased package)					
Fishing lodge		*	*	30	*
Rail package		*	*	19	*
Wilderness lodge		*	*	10	*
Motorcoach tour		*	*	11	*
Adventure tour		*	*	9	*
Rental car/RV package		*	*	9	*
Hunting		*	*	3	*

*Sample size too small for analysis

Table 4.3 - Transportation Modes (%)
Age and Gender

	Baseline	Male	Female	18-29	30-39
Transportation Market					
Cruise	44	40	49	10	22
Air	51	55	46	87	71
Highway/ferry	5	5	5	3	7
Used to Travel Between Communities					
Alaska Railroad	37	33	41	6	24
Tour bus/van	36	31	41	14	21
Rental vehicle	32	34	31	57	46
Air	15	18	13	19	15
Personal vehicle	6	6	6	9	10
Rental RV	5	5	5	6	8
State ferry	3	3	3	2	4
Personal RV	2	2	2	<1	1
		40-49	50-59	60-69	70+
Transportation Market					
Cruise		26	37	56	63
Air		71	58	39	31
Highway/ferry		3	5	5	6
Used to Travel Between Communities					
Alaska Railroad		30	34	44	45
Tour bus/van		27	31	44	48
Rental vehicle		42	37	26	17
Air		19	16	14	13
Personal vehicle		7	6	6	5
Rental RV		9	6	4	3
State ferry		2	2	5	2
Personal RV		3	3	2	3

Table 4.4 - Length of Stay and Lodging Type (%)
Age and Gender

	Baseline	Male	Female	18-29	30-39
Average length of stay in Alaska	10.8	10.9	10.7	11.8	10.0
Average length of stay in Anchorage/Girdwood	2.6	2.7	2.5	3.6	3.2
Total number of nights in Anchorage/Girdwood	1,329,000	691,000	618,000	112,000	166,000
Lodging Types Used in Anchorage/Girdwood					
Hotel/motel	83	83	84	66	81
Campground/RV	6	6	7	8	11
Friends/family	5	6	5	7	7
B&B	4	4	5	12	6
Lodge	3	2	3	4	2
Vacation rental	2	1	2	5	2
Wilderness camping	<1	<1	1	1	1
		40-49	50-59	60-69	70+
Average length of stay in Alaska		10.2	10.5	11.2	11.0
Average length of stay in Anchorage/Girdwood		2.9	2.7	2.4	2.1
Total number of nights in Anchorage/Girdwood		160,000	265,000	425,000	185,000
Lodging Types Used in Anchorage/Girdwood					
Hotel/motel		83	81	86	87
Campground/RV		8	7	5	4
Friends/family		9	7	4	3
B&B		4	2	4	2
Lodge		4	3	2	3
Vacation rental		4	2	1	1
Wilderness camping		<1	<1	<1	1

Table 4.5 - Destinations (%)
Age and Gender

	Baseline	Male	Female	18-29	30-39
Regions Visited					
Southcentral	100	100	100	100	100
Interior	65	62	66	54	55
Southeast	50	46	54	17	29
Southwest	6	8	5	10	8
Far North	3	3	3	1	4
Destinations Visited, Top 10					
Anchorage	100	100	100	99	99
Denali Nat'l Park	60	56	63	49	49
Seward	58	57	60	58	63
Juneau	45	42	49	11	25
Ketchikan	42	39	47	9	21
Skagway	42	39	46	11	22
Fairbanks	31	32	30	33	26
Talkeetna	30	32	28	22	30
Whittier	22	22	20	22	23
Girdwood	20	19	22	26	26
Homer	17	18	15	18	17
		40-49	50-59	60-69	70+
Regions Visited					
Southcentral		100	100	100	100
Interior		53	64	71	70
Southeast		31	42	62	66
Southwest		11	7	5	5
Far North		3	2	3	4
Destinations Visited, Top 10					
Anchorage		100	99	100	100
Denali Nat'l Park		48	58	66	66
Seward		59	59	57	56
Juneau		31	42	62	66
Ketchikan		28	37	56	63
Skagway		27	36	54	59
Fairbanks		21	29	36	30
Talkeetna		28	38	29	29
Whittier		28	22	19	20
Girdwood		27	22	19	12
Homer		21	21	16	11

Table 4.6 - Visitor Activities in Anchorage/Girdwood – Top 10 (%)
Age and Gender

	Baseline	Male	Female	18-29	30-39
Museums	17	17	16	13	13
Hiking/nature walk	16	19	14	32	33
City/sightseeing tours	15	17	14	7	8
Wildlife viewing	14	14	13	11	21
Tramway/gondola	7	9	6	10	10
Native cultural activities	6	6	7	5	3
Birdwatching	5	5	5	6	4
Historical/cultural attractions	4	3	4	2	3
Biking	3	3	3	11	7
Camping	2	3	2	8	5
		40-49	50-59	60-69	70+
Museums		16	14	22	13
Hiking/nature walk		20	22	10	10
City/sightseeing tours		10	18	16	21
Wildlife viewing		23	13	13	10
Tramway/gondola		12	6	7	5
Native cultural activities		5	6	7	9
Birdwatching		4	5	6	3
Historical/cultural attractions		3	3	4	3
Biking		4	3	2	1
Camping		1	3	2	1

Table 4.7 - Satisfaction Ratings (%)
Age and Gender

	Baseline	Male	Female	18-29	30-39
Satisfaction with overall Alaska experience					
Very satisfied	75	73	77	74	68
Satisfied	23	25	22	26	31
Compared to expectations					
Much higher	29	28	30	30	29
Higher	39	38	39	46	43
About as expected	30	31	30	22	28
Value for the money, compared to other destinations					
Much better	9	9	9	14	6
Better	19	20	17	19	17
About the same	50	50	50	45	49
Likelihood to recommend and return to Alaska					
Very likely to recommend Alaska as a vacation destination	80	80	81	83	75
Very likely to return to Alaska in the next five years	31	33	29	50	42
		40-49	50-59	60-69	70+
Satisfaction with overall Alaska experience					
Very satisfied		75	75	77	77
Satisfied		24	22	22	21
Compared to expectations					
Much higher		26	26	33	26
Higher		42	38	35	38
About as expected		31	32	30	32
Value for the money, compared to other destinations					
Much better		7	6	9	13
Better		15	16	21	22
About the same		56	49	52	44
Likelihood to recommend and return to Alaska					
Very likely to recommend Alaska as a vacation destination		83	82	80	82
Very likely to return to Alaska in the next five years		38	39	23	24

Table 4.8 - Previous Alaska Travel (%)
Age and Gender

	Baseline	Male	Female	18-29	30-39
Been to Alaska before	32	36	28	25	27
Average # of vacation trips (base: repeat travelers)	3.5	4.0	2.9	*	*
Previously traveled in Alaska by cruise ship	13	14	13	8	9
		40-49	50-59	60-69	70+
Been to Alaska before		25	32	33	40
Average # of vacation trips (base: repeat travelers)		*	2.8	3.6	4.4
Previously traveled in Alaska by cruise ship		10	8	14	24

Table 4.9 - Trip Planning Timeline (%)
Age and Gender

	Baseline	Male	Female	18-29	30-39
Trip Decision, by Quarter					
Before July 2015	15	13	17	10	13
July-Sept 2015	17	18	15	11	15
Oct-Dec 2015	19	16	22	13	10
Jan-Mar 2016	23	24	22	28	21
Apr-Jun 2016	19	19	18	23	30
July-Sept 2016	8	9	6	15	11
Average # of months	8.3	8.1	8.6	6.0	7.1
Trip Booking, by Quarter					
Before July 2015	4	4	5	2	1
July-Sept 2015	11	12	11	5	10
Oct-Dec 2015	16	15	17	13	8
Jan-Mar 2016	29	27	30	25	24
Apr-Jun 2016	27	28	26	35	37
July-Sept 2016	13	14	11	21	20
Average # of months	5.6	5.6	5.7	3.7	4.0
		40-49	50-59	60-69	70+
Trip Decision, by Quarter					
Before July 2015		11	15	18	13
July-Sept 2015		12	17	18	19
Oct-Dec 2015		15	14	25	22
Jan-Mar 2016		24	26	21	24
Apr-Jun 2016		31	19	12	17
July-Sept 2016		8	9	5	5
Average # of months		6.6	8.6	9.2	8.6
Trip Booking, by Quarter					
Before July 2015		3	4	6	5
July-Sept 2015		5	10	14	14
Oct-Dec 2015		11	13	21	19
Jan-Mar 2016		27	34	30	25
Apr-Jun 2016		41	26	19	27
July-Sept 2016		13	12	10	9
Average # of months		4.5	5.4	6.5	6.4

Table 4.10 - Trip Planning Sources (%)
Age and Gender

	Baseline	Male	Female	18-29	30-39
Internet and Travel Agent Usage					
Used internet	72	75	69	88	85
Booked over internet	61	65	58	80	80
Used travelalaska.com	28	27	29	33	37
Received Official State Vacation Planner	19	17	20	6	9
Booked through travel agent	36	32	41	16	19
Other Sources – Top 10					
Friends/family	45	42	48	53	49
Brochures	23	22	23	30	23
Prior experience	19	21	17	12	17
Cruise line	16	14	18	4	10
Other travel/guide book	12	11	14	17	17
AAA	10	9	11	6	6
Milepost	8	8	8	7	8
Tour company	7	8	6	3	6
Hotel/lodge	6	6	7	9	12
Magazine	6	7	5	6	6
		40-49	50-59	60-69	70+
Internet and Travel Agent Usage					
Used internet		81	84	66	61
Booked over internet		77	72	54	44
Used travelalaska.com		29	30	29	21
Received Official State Vacation Planner		17	20	24	19
Booked through travel agent		22	31	46	50
Other Sources – Top 10					
Friends/family		43	44	45	43
Brochures		22	24	21	23
Prior experience		12	21	19	25
Cruise line		9	18	19	21
Other travel/guide book		13	13	10	11
AAA		4	10	13	12
Milepost		10	10	8	6
Tour company		8	9	8	6
Hotel/lodge		6	6	6	4
Magazine		4	8	7	6

Table 4.11 - Top 10 Websites/Apps Used to Plan/Book
Age and Gender

	Baseline	Male	Female	18-29	30-39
Top 10 Websites/Apps Used to Plan					
Airline websites	49	52	46	52	45
Google	37	36	39	60	46
Trip Advisor	31	30	33	42	42
Cruise line websites	25	26	25	8	13
Car/RV rental websites	20	23	17	25	25
Tour company websites	19	19	20	13	19
Hotel/lodge/RV Park	17	17	18	25	21
Expedia	17	16	18	18	28
Hotels.com	11	8	15	16	16
Booking.com	9	11	7	12	18
Top 10 Websites/Apps Used to Book					
Airline websites	49	51	46	50	45
Cruise line websites	19	19	19	2	12
Car/RV rental websites	18	19	16	20	20
Hotel/lodge/RV park	15	15	16	18	25
Tour company websites	15	17	13	11	15
Expedia	13	12	14	15	22
Booking.com	8	9	6	8	14
Hotels.com	7	5	8	13	8
Google	6	5	7	16	12
Trip Advisor	5	6	5	9	5
		40-49	50-59	60-69	70+
Top 10 Websites/Apps Used to Plan					
Airline websites		49	53	48	48
Google		39	35	36	23
Trip Advisor		39	32	29	14
Cruise line websites		20	21	36	32
Car/RV rental websites		22	24	17	13
Tour company websites		19	19	22	18
Expedia		12	15	18	19
Hotel/lodge/RV Park		19	19	15	9
Hotels.com		14	13	10	3
Booking.com		13	9	6	4
Top 10 Websites/Apps Used to Book					
Airline websites		49	53	49	45
Cruise line websites		17	16	27	24
Car/RV rental websites		19	21	16	12
Hotel/lodge/RV park		12	13	14	16
Tour company websites		19	15	16	10
Expedia		13	13	11	9
Booking.com		10	9	4	4
Hotels.com		11	8	4	2
Google		6	7	3	3
Trip Advisor		5	7	4	3

Table 4.12 - Demographics
Age and Gender

	Baseline	Male	Female	18-29	30-39
Origin					
Western US	30	32	28	45	41
Southern US	23	22	23	10	17
Midwestern US	18	17	19	12	12
Eastern US	12	13	11	14	12
Canada	3	3	3	1	3
Other International	14	12	16	18	15
Other Demographics					
Average party size	2.4	2.4	2.4	2.8	2.7
Average group size	4.2	4.3	4.1	3.9	3.4
Male/female	51/49	61/39	40/60	55/45	53/47
Average age	54.7	54.2	55.3	30.0	35.3
Children in household	21	23	18	14	30
Retired/semi-retired	45	47	44	4	4
College graduate	69	72	68	72	84
Average income	\$119,000	\$125,000	\$111,000	\$93,000	\$117,000
		40-49	50-59	60-69	70+
Origin					
Western US		33	29	24	30
Southern US		22	24	23	28
Midwestern US		17	18	20	19
Eastern US		7	13	14	12
Canada		4	3	2	5
Other International		17	12	16	7
Other Demographics					
Average party size		2.6	2.3	2.3	2.4
Average group size		5.1	3.7	3.9	5.5
Male/female		52/48	51/49	50/50	48/52
Average age		42.1	52.4	62.5	70.0
Children in household		57	32	9	6
Retired/semi-retired		7	23	67	91
College graduate		79	68	68	62
Average income		\$131,000	\$133,000	\$118,000	\$104,000

Note: The average age among 18 to 29-year-olds is higher than the age bracket because the subgroup is based on respondent age, while the average age is based to all party members.

**Table 4.13 – Average Per-Person and Total Spending
Excluding Transportation to/from Alaska**
Age and Gender

	Baseline	Male	Female	18-29	30-39
Average spending in Alaska	\$1,873	\$2,013	\$1,710	\$1,406	\$1,730
Average spending in Anchorage	\$511	\$561	\$451	\$765	\$639
Total spending in Anchorage	\$261m	\$144m	\$111m	\$24m	\$33m
		40-49	50-59	60-69	70+
Average spending in Alaska		\$1,938	\$1,828	\$2,188	\$1,502
Average spending in Anchorage		\$689	\$511	\$473	\$338
Total spending in Anchorage		\$38m	\$50m	\$84m	\$30m

Notes: Anchorage spending includes Girdwood.

Total Alaska spending figures do not include transportation to enter or exit Alaska, such as airline tickets, ferry tickets, and cruise fares.

Spending in Anchorage also excludes lodging, activities, and instate transportation included in multi-day packages and cruise tour packages.

5. Trip Type

Note that all markets below starting with “Cruised vis Whittier” are subsets of the “Baseline” market. That is, they overnighted in Anchorage and/or Girdwood, and exclude business-only travelers and those visiting friends/relatives.

Table 5.1 - Market Definition and Sample Size
Trip Type

Market	Definition	% of Baseline	Estimated Market Size	Sample Size	Maximum Margin of Error
Baseline	Overnighted in Anchorage and/or Girdwood; excludes business-only and visiting friends/relatives	100%	511,000	1,973	±2.2%
Cruised via Whittier	Cruise passenger; visited Whittier	8%	39,000	130	±8.6%
Cruised via Seward	Cruise passenger; visited Seward	26%	134,000	389	±5.0%
Traveling with children	At least one party member under 18	9%	48,000	180	±7.3%
Traveling child-free	No party members under 18	91%	463,000	1,793	±2.3%
Fly/drive	Flew in and out of Alaska; used a rental vehicle or rental RV to travel between communities	33%	166,000	692	±3.7%
Independent	Did not purchase a multi-day package for any part of Alaska trip	40%	203,000	909	±3.2%
Group travelers	Traveling in a group of six or more	14%	73,000	256	±6.1%
First trip to Alaska	First trip to Alaska	68%	349,000	1,351	±2.7%
Repeat travelers	Visited Alaska before current trip	32%	162,000	622	±3.9%

Table 5.2- Trip Purpose and Packages (%)

Trip Type					
	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Trip Purpose					
Vacation/pleasure	93	100	100	94	93
Business and pleasure	7	-	-	6	7
Purchased multi-day package (including cruise)					
Yes	58	100	100	42	60
Package type (Base: non-cruise, purchased package)					
Fishing lodge	28	n/a	n/a	*	26
Rail package	18	n/a	n/a	*	18
Wilderness lodge	14	n/a	n/a	*	15
Motorcoach tour	12	n/a	n/a	*	13
Adventure tour	12	n/a	n/a	*	12
Rental car/RV package	9	n/a	n/a	*	9
Hunting	2	n/a	n/a	*	2
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Trip Purpose					
Vacation/pleasure	88	85	93	95	88
Business and pleasure	12	15	7	5	12
Purchased multi-day package (including cruise)					
Yes	18	-	64	62	49
Package type (Base: non-cruise, purchased package)					
Fishing lodge	29	n/a	*	15	45
Rail package	13	n/a	*	20	16
Wilderness lodge	13	n/a	*	14	14
Motorcoach tour	4	n/a	*	15	9
Adventure tour	13	n/a	*	16	7
Rental car/RV package	20	n/a	*	12	4
Hunting	1	n/a	*	1	3

*Sample size too small for analysis

Table 5.3 - Transportation Modes (%)

	Trip Type				
	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Transportation Market					
Cruise	44	100	100	29	46
Air	51	-	-	67	49
Highway/ferry	5	-	-	3	5
Used to Travel Between Communities					
Alaska Railroad	37	61	51	28	38
Tour bus/van	36	71	48	23	37
Rental vehicle	32	15	10	42	31
Air	15	6	4	15	15
Personal vehicle	6	1	<1	6	6
Rental RV	5	1	1	14	4
State ferry	3	2	<1	2	3
Personal RV	2	-	<1	3	2
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Transportation Market					
Cruise	1	-	51	51	30
Air	99	89	47	45	63
Highway/ferry	-	11	2	4	7
Used to Travel Between Communities					
Alaska Railroad	14	11	35	40	29
Tour bus/van	8	7	39	41	26
Rental vehicle	87	57	25	31	36
Air	16	15	11	13	21
Personal vehicle	1	13	4	4	11
Rental RV	14	11	6	6	4
State ferry	4	5	2	3	3
Personal RV	-	5	1	2	3

Table 5.4 - Length of Stay and Lodging Type (%)

Trip Type

	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Average length of stay in Alaska	10.8	11.4	10.8	9.9	10.9
Average length of stay in Anchorage/Girdwood	2.6	1.6	1.6	2.9	2.6
Total number of nights in Anchorage/Girdwood	1,329,000	62,000	214,000	139,000	1,204,000
Lodging Types Used in Anchorage/Girdwood					
Hotel/motel	83	81	84	85	79
Campground/RV	6	11	6	7	6
Friends/family	5	4	6	3	10
B&B	4	3	4	5	4
Lodge	3	4	2	3	1
Vacation rental	2	3	2	2	2
Wilderness camping	<1	1	<1	<1	1
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Average length of stay in Alaska	10.0	11.1	9.8	10.7	11.1
Average length of stay in Anchorage/Girdwood	3.3	3.6	2.1	2.4	2.9
Total number of nights in Anchorage/Girdwood	548,000	731,000	153,000	838,000	470,000
Lodging Types Used in Anchorage/Girdwood					
Hotel/motel	78	68	87	91	96
Campground/RV	11	15	5	1	1
Friends/family	3	11	3	1	1
B&B	9	7	1	5	1
Lodge	3	3	4	5	2
Vacation rental	4	4	3	1	1
Wilderness camping	1	1	1	-	1

Table 5.5 - Destinations (%)

Trip Type

	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Regions Visited					
Southcentral	100	100	100	100	100
Interior	65	81	59	62	65
Southeast	50	100	99	36	51
Southwest	6	0	1	6	6
Far North	3	1	1	0	3
Destinations Visited, Top 10					
Anchorage	100	100	100	100	100
Denali Nat'l Park	60	79	58	58	60
Seward	58	11	100	72	56
Juneau	45	99	98	32	46
Ketchikan	42	99	98	29	44
Skagway	42	98	89	29	43
Fairbanks	31	14	24	22	32
Talkeetna	30	37	28	37	30
Whittier	22	100	3	29	21
Girdwood	20	9	10	28	19
Homer	17	6	3	22	16
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Regions Visited					
Southcentral	100	100	100	100	100
Interior	64	61	59	71	52
Southeast	8	11	53	56	36
Southwest	7	7	7	4	12
Far North	3	4	2	2	4
Destinations Visited, Top 10					
Anchorage	99	99	99	100	99
Denali Nat'l Park	58	52	54	68	43
Seward	64	57	59	63	47
Juneau	4	4	50	51	31
Ketchikan	1	1	49	49	29
Skagway	1	4	46	49	28
Fairbanks	30	29	24	34	24
Talkeetna	37	32	31	33	24
Whittier	29	27	18	24	17
Girdwood	36	32	19	20	21
Homer	36	30	15	16	19

Table 5.6 - Visitor Activities Anchorage/Girdwood – Top 10 (%)

	Trip Type				
	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Museums	17	14	14	14	17
Hiking/nature walk	16	6	7	20	16
City/sightseeing tours	15	14	18	13	16
Wildlife viewing	14	7	7	15	14
Tramway/gondola	7	8	4	8	7
Native cultural activities	6	3	4	5	7
Birdwatching	5	6	2	5	5
Historical/cultural attractions	4	1	2	3	4
Biking	3	1	<1	4	3
Camping	2	1	<1	4	2
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Museums	24	19	10	17	16
Hiking/nature walk	29	28	9	15	19
City/sightseeing tours	15	12	13	16	14
Wildlife viewing	23	21	10	13	16
Tramway/gondola	15	11	4	8	7
Native cultural activities	10	8	3	7	5
Birdwatching	8	7	4	5	5
Historical/cultural attractions	6	5	1	4	2
Biking	6	6	2	3	3
Camping	5	6	1	2	2

Table 5.7 - Satisfaction Ratings (%)

Trip Type

	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Satisfaction with overall Alaska experience					
Very satisfied	75	80	84	75	75
Satisfied	23	17	16	25	23
Compared to expectations					
Much higher	29	24	27	31	29
Higher	39	43	38	37	39
About as expected	30	26	32	30	30
Value for the money, compared to other destinations					
Much better	9	9	11	10	9
Better	19	19	23	19	19
About the same	50	49	47	48	50
Likelihood to recommend and return to Alaska					
Very likely to recommend Alaska as a vacation destination	80	82	87	80	80
Very likely to return to Alaska in the next five years	31	16	22	37	31
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Satisfaction with overall Alaska experience					
Very satisfied	74	73	78	76	73
Satisfied	24	25	19	22	25
Compared to expectations					
Much higher	29	30	26	32	23
Higher	43	39	42	39	37
About as expected	25	28	29	27	37
Value for the money, compared to other destinations					
Much better	6	8	17	9	9
Better	17	17	20	17	23
About the same	51	50	46	51	49
Likelihood to recommend and return to Alaska					
Very likely to recommend Alaska as a vacation destination	81	80	80	80	81
Very likely to return to Alaska in the next five years	40	43	35	23	48

Table 5.8 - Previous Alaska Travel (%)

	Trip Type				
	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Been to Alaska before	32	24	23	26	32
Average # of vacation trips (base: repeat travelers)	3.5	*	*	*	3.4
Previously traveled in Alaska by cruise ship	13	14	15	12	13
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Been to Alaska before	35	39	34	-	100
Average # of vacation trips (base: repeat travelers)	4.0	4.3	*	*	3.5
Previously traveled in Alaska by cruise ship	10	11	15	n/a	41

*Sample size too small for analysis

Table 5.9 - Trip Planning Timeline (%)

	Trip Type				
	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Trip Decision, by Quarter					
Before July 2015	15	14	22	13	15
July-Sept 2015	17	21	20	19	16
Oct-Dec 2015	19	16	19	12	20
Jan-Mar 2016	23	24	17	19	24
Apr-Jun 2016	19	20	15	31	18
July-Sept 2016	8	4	6	7	8
Average # of months	8.3	9.1	9.7	7.8	8.4
Trip Booking, by Quarter					
Before July 2015	4	6	8	2	5
July-Sept 2015	11	15	23	7	12
Oct-Dec 2015	16	20	23	11	17
Jan-Mar 2016	29	26	19	27	29
Apr-Jun 2016	27	28	18	37	26
July-Sept 2016	13	6	9	17	12
Average # of months	5.6	6.6	7.4	4.5	5.7
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Trip Decision, by Quarter					
Before July 2015	10	10	16	15	14
July-Sept 2015	13	14	19	16	17
Oct-Dec 2015	17	15	20	19	18
Jan-Mar 2016	27	26	23	23	22
Apr-Jun 2016	24	25	18	19	19
July-Sept 2016	10	10	5	7	9
Average # of months	6.8	7.1	8.8	8.6	7.8
Trip Booking, by Quarter					
Before July 2015	2	1	4	5	4
July-Sept 2015	4	4	11	11	10
Oct-Dec 2015	14	11	21	16	16
Jan-Mar 2016	33	30	27	30	27
Apr-Jun 2016	33	36	26	27	28
July-Sept 2016	14	18	11	12	15
Average # of months	4.4	3.9	6.0	5.7	5.4

Table 5.10 - Trip Planning Sources (%)

Trip Type

	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Internet and Travel Agent Usage					
Used internet	72	60	65	80	72
Booked over internet	61	44	52	70	60
Used travelalaska.com	28	21	24	29	28
Received Official State Vacation Planner	19	25	19	19	19
Booked through travel agent	36	71	57	26	38
Other Sources – Top 10					
Friends/family	45	54	44	50	44
Brochures	23	16	15	20	23
Prior experience	19	11	16	12	20
Cruise line	16	37	36	13	16
Other travel/guide book	12	10	12	16	12
AAA	10	6	10	9	10
Milepost	8	2	2	11	8
Tour company	7	6	9	6	7
Hotel/lodge	6	1	5	9	6
Magazine	6	10	4	6	6
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Internet and Travel Agent Usage					
Used internet	89	86	66	70	77
Booked over internet	82	77	52	58	68
Used travelalaska.com	42	36	17	31	21
Received Official State Vacation Planner	24	20	18	20	15
Booked through travel agent	12	9	41	41	27
Other Sources – Top 10					
Friends/family	47	46	52	46	41
Brochures	32	30	21	25	19
Prior experience	21	21	20	3	53
Cruise line	2	2	18	18	12
Other travel/guide book	15	14	11	15	6
AAA	11	10	6	10	10
Milepost	14	16	5	7	10
Tour company	5	3	8	7	7
Hotel/lodge	10	9	7	6	8
Magazine	9	8	9	7	6

Table 5.11 - Top 10 Websites/Apps Used to Plan/Book
Trip Type

	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Top 10 Websites/Apps Used to Plan					
Airline websites	49	41	45	48	49
Google	37	32	37	36	37
Trip Advisor	31	20	31	38	30
Cruise line websites	25	56	64	19	26
Car/RV rental websites	20	8	7	25	19
Tour company websites	19	20	17	18	19
Hotel/lodge/RV Park	17	10	17	16	18
Expedia	17	13	16	13	18
Hotels.com	11	8	11	14	11
Booking.com	9	8	6	11	9
Top 10 Websites/Apps Used to Book					
Airline websites	49	33	45	50	49
Cruise line websites	19	39	50	14	20
Car/RV rental websites	18	10	6	24	17
Hotel/lodge/RV park	15	12	13	17	15
Tour company websites	15	10	10	16	15
Expedia	13	14	11	11	13
Booking.com	8	7	5	7	8
Hotels.com	7	4	3	9	6
Google	6	1	1	9	6
Trip Advisor	5	3	2	9	5
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Top 10 Websites/Apps Used to Plan					
Airline websites	55	52	48	46	56
Google	42	39	34	40	31
Trip Advisor	38	33	23	36	22
Cruise line websites	5	5	30	30	15
Car/RV rental websites	39	31	16	19	21
Tour company websites	21	15	21	21	17
Expedia	22	19	18	17	18
Hotel/lodge/RV Park	21	19	12	19	14
Hotels.com	13	12	14	12	9
Booking.com	13	11	6	11	6
Top 10 Websites/Apps Used to Book					
Airline websites	56	55	52	43	59
Cruise line websites	4	3	21	23	12
Car/RV rental websites	37	28	15	18	17
Hotel/lodge/RV park	20	18	16	13	20
Tour company websites	17	12	10	15	14
Expedia	17	15	9	14	10
Booking.com	11	10	4	9	5
Hotels.com	11	10	6	7	6
Google	12	10	4	6	6
Trip Advisor	8	7	6	6	3

Table 5.12 - Demographics

Trip Type

	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Origin					
Western US	30	21	17	39	29
Southern US	23	26	29	19	23
Midwestern US	18	20	21	17	18
Eastern US	12	13	19	12	12
Canada	3	5	4	2	3
Other International	14	14	10	11	14
Other Demographics					
Average party size	2.4	2.3	2.5	4.3	2.2
Average group size	4.2	4.3	5.0	5.4	4.1
Male/female	51/49	49/51	45/55	52/48	51/49
Average age	54.7	63.1	59.4	33.3	57.0
Children in household	21	14	22	76	15
Retired/semi-retired	45	65	58	20	48
College graduate	69	62	68	79	69
Average income	\$119,000	\$111,000	\$122,000	\$151,000	\$115,000
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Origin					
Western US	38	41	30	25	42
Southern US	19	18	26	22	24
Midwestern US	19	17	20	19	17
Eastern US	10	10	12	14	8
Canada	2	3	2	3	3
Other International	13	11	10	18	6
Other Demographics					
Average party size	2.6	2.5	3.5	2.5	2.4
Average group size	3.5	3.3	14.8	4.4	3.7
Male/female	54/46	54/46	52/48	48/52	56/44
Average age	48.0	48.1	53.1	53.9	56.5
Children in household	26	25	27	22	17
Retired/semi-retired	32	32	43	42	53
College graduate	73	70	71	70	69
Average income	\$120,000	\$114,000	\$128,000	\$115,000	\$126,000

**Table 5.13 – Average Per-Person and Total Spending
Excluding Transportation to/from Alaska**

Trip Type

	Baseline	Cruised via Whittier	Cruised via Seward	Traveling w/ Children	Traveling Child-Free
Average spending in Alaska	\$1,873	\$968	\$1,072	\$1,327	\$1,922
Average spending in Anchorage	\$511	\$264	\$284	\$437	\$517
Total spending in Anchorage	\$261m	\$10m	\$38m	\$21m	\$240m
	Fly/Drive	Independent	Group Travelers	First trip to Alaska	Repeat Travelers
Average spending in Alaska	\$2,260	\$1,746	\$1,571	\$1,725	\$2,176
Average spending in Anchorage	\$862	\$761	\$391	\$502	\$528
Total spending in Anchorage	\$143m	\$155m	\$29m	\$175m	\$85m

Notes: Anchorage spending includes Girdwood.

Total Alaska spending figures do not include transportation to enter or exit Alaska, such as airline tickets, ferry tickets, and cruise fares.

Spending in Anchorage also excludes lodging, activities, and instate transportation included in multi-day packages and cruise tour packages.

6. Planning Timeline

Note that all markets below starting with “Decided <Jul 2015” are subsets of the “Baseline” market. That is, they overnighted in Anchorage and/or Girdwood, and exclude business-only travelers and those visiting friends/relatives.

Table 6.1 - Market Definition and Sample Size
Planning Timeline

Market	Definition	% of Baseline	Estimated Market Size	Sample Size	Maximum Margin of Error
Baseline	Overnighted in Anchorage and/or Girdwood; excludes business-only and visiting friends/relatives	100%	511,000	1,973	±2.2%
Decided <Jul 2015	Decided to travel to Alaska ...prior to July of 2015	15%	76,000	304	5.6%
Decided Jul-Sep 2015	...between July and September 2015	17%	85,000	369	5.1%
Decided Oct-Dec 2015	...between October and December 2015	19%	97,000	349	5.2%
Decided Jan-Mar 2016	...between January and March 2016	23%	118,000	452	4.6%
Decided Apr-Jun 2016	...between April and June 2016	19%	96,000	340	5.3%
Decided Jul-Sep 2016	...between July and September 2016	8%	39,000	159	7.8%
Booked Jul-Sep 2015	Booked major travel arrangements ...between July and September 2015	11%	57,000	221	6.6%
Booked Oct-Dec 2015	...between October and December 2015	16%	82,000	337	5.3%
Booked Jan-Mar 2016	...between January and March 2016	29%	147,000	560	4.1%
Booked Apr-Jun 2016	...between April and June 2016	27%	138,000	504	4.4%
Booked Jul-Sep 2016	...between July and September 2016	13%	65,000	275	5.9%

Note: The sample size for those that booked their major travel arrangements prior to July of 2015 was too small for analysis.

Table 6.2- Trip Purpose and Packages (%)
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Trip Purpose							
Vacation/pleasure	93	97	96	96	92	88	87
Business and pleasure	7	3	4	4	8	12	13
Purchased multi-day package (including cruise)							
Yes	58	72	64	67	54	44	42
Package type (Base: non-cruise, purchased package)							
Fishing lodge	28	*	*	*	25	*	*
Rail package	18	*	*	*	24	*	*
Wilderness lodge	14	*	*	*	9	*	*
Motorcoach tour	12	*	*	*	18	*	*
Adventure tour	12	*	*	*	17	*	*
Rental car/RV package	9	*	*	*	5	*	*
Hunting	2	*	*	*	-	*	*
			TRIP BOOKING				
			Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Trip Purpose							
Vacation/pleasure			99	97	95	87	88
Business and pleasure			1	3	5	13	12
Purchased multi-day package (including cruise)							
Yes			85	72	58	43	36
Package type (Base: non-cruise, purchased package)							
Fishing lodge			*	*	29	*	*
Rail package			*	*	16	*	*
Wilderness lodge			*	*	14	*	*
Motorcoach tour			*	*	19	*	*
Adventure tour			*	*	14	*	*
Rental car/RV package			*	*	6	*	*
Hunting			*	*	-	*	*

*Sample size too small for analysis

Table 6.3 - Transportation Modes (%)
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Transportation Market							
Cruise	44	57	49	54	36	33	32
Air	51	33	45	42	60	62	65
Highway/ferry	5	10	6	4	4	5	3
Used to Travel Between Communities							
Alaska Railroad	37	41	36	51	35	27	24
Tour bus/van	36	42	35	49	35	25	23
Rental vehicle	32	26	25	29	35	40	41
Air	15	15	21	14	14	15	13
Personal vehicle	6	7	6	6	6	7	7
Rental RV	5	4	6	4	7	5	3
State ferry	3	4	5	3	3	1	3
Personal RV	2	2	5	1	2	2	1
			TRIP BOOKING				
			Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Transportation Market							
Cruise			72	56	42	30	26
Air			25	41	56	64	57
Highway/ferry			3	3	2	5	16
Used to Travel Between Communities							
Alaska Railroad			44	50	42	27	22
Tour bus/van			51	46	40	27	21
Rental vehicle			18	32	34	38	35
Air			18	16	15	16	13
Personal vehicle			4	4	5	10	9
Rental RV			3	6	7	6	3
State ferry			3	4	3	3	4
Personal RV			1	<1	1	2	9

Table 6.4 - Length of Stay and Lodging Type (%)
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Average length of stay in Alaska	10.8	12.3	12.0	11.0	10.4	9.2	10.0
Average length of stay in Anchorage/Girdwood	2.6	2.5	2.4	2.1	2.8	3.0	2.9
Total number of nights in Anchorage/Girdwood	1,329,000	190,000	204,000	204,000	330,000	288,000	113,000
Lodging Types Used in Anchorage/Girdwood							
Hotel/motel	83	87	78	89	82	82	79
Campground/RV	6	8	9	6	7	4	2
Friends/family	5	4	7	3	5	8	5
B&B	4	4	3	3	5	5	8
Lodge	3	3	2	3	3	2	4
Vacation rental	2	1	1	2	2	3	2
Wilderness camping	<1	-	<1	<1	<1	1	4
	TRIP BOOKING						Jul-Sep 2016
	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016		
Average length of stay in Alaska			11.4	11.7	11.4	10.5	9.7
Average length of stay in Anchorage/Girdwood			2.1	2.2	2.5	2.8	3.5
Total number of nights in Anchorage/Girdwood			120,000	180,000	368,000	386,000	228,000
Lodging Types Used in Anchorage/Girdwood							
Hotel/motel			89	88	86	81	68
Campground/RV			4	6	6	7	11
Friends/family			4	2	4	9	9
B&B			2	4	2	2	4
Lodge			1	2	2	3	1
Vacation rental			1	2	2	2	3
Wilderness camping			-	-	<1	<1	2

Table 6.5 - Destinations (%)
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Regions Visited							
Southcentral	100	100	100	100	100	100	100
Interior	65	62	68	75	66	59	45
Southeast	50	65	57	59	42	36	36
Southwest	6	9	12	5	4	4	7
Far North	3	4	2	4	2	3	1
Destinations Visited, Top 10							
Anchorage	100	100	100	99	100	100	100
Denali Nat'l Park	60	58	64	71	61	53	38
Seward	58	66	62	55	56	53	57
Juneau	45	59	51	55	37	33	33
Ketchikan	42	56	47	50	36	32	32
Skagway	42	53	47	52	36	31	32
Fairbanks	31	36	28	41	29	25	20
Talkeetna	30	33	37	32	32	25	17
Whittier	22	17	23	18	24	26	19
Girdwood	20	17	20	22	22	21	18
	TRIP BOOKING						
		Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016	
Regions Visited							
Southcentral		100	100	100	100	100	
Interior		67	71	69	60	56	
Southeast		77	60	47	36	37	
Southwest		7	6	6	6	5	
Far North		2	3	2	3	4	
Destinations Visited, Top 10							
Anchorage		100	98	100	100	100	
Denali Nat'l Park		64	67	65	53	49	
Seward		72	66	52	54	57	
Juneau		72	56	42	31	28	
Ketchikan		70	51	41	29	26	
Skagway		65	51	40	30	30	
Fairbanks		25	37	34	26	30	
Talkeetna		37	36	33	25	20	
Whittier		17	21	21	26	20	
Girdwood		14	22	19	25	17	

Table 6.6 - Visitor Activities in Anchorage/Girdwood – Top 10 (%)
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Museums	17	18	16	17	17	14	21
Hiking/nature walk	16	16	12	14	21	16	22
City/sightseeing tours	15	15	15	15	20	14	10
Wildlife viewing	14	17	13	12	13	15	12
Tramway/gondola	7	5	7	5	9	6	15
Native cultural activities	6	8	6	6	8	5	3
Birdwatching	5	6	7	4	3	6	4
Historical/cultural attractions	4	4	6	4	4	1	3
Biking	3	2	1	2	3	4	6
Camping	2	3	2	1	3	3	1

	TRIP BOOKING				
	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Museums	17	21	16	14	19
Hiking/nature walk	13	14	19	18	18
City/sightseeing tours	16	16	17	14	10
Wildlife viewing	18	12	13	14	13
Tramway/gondola	6	7	7	7	12
Native cultural activities	8	8	7	6	3
Birdwatching	6	4	5	5	5
Historical/cultural attractions	8	7	3	1	2
Biking	2	2	3	4	4
Camping	2	1	2	4	4

Table 6.7 - Satisfaction Ratings (%)
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Satisfaction with overall Alaska experience							
Very satisfied	75	85	81	72	77	67	66
Satisfied	23	15	18	27	21	30	31
Compared to expectations							
Much higher	29	37	29	27	26	27	30
Higher	39	38	42	42	40	32	33
About as expected	30	23	26	29	32	38	29
Value for the money, compared to other destinations							
Much better	9	13	12	7	7	7	12
Better	19	22	17	20	20	17	19
About the same	50	41	48	55	51	54	47
Likelihood to recommend and return to Alaska							
Very likely to recommend Alaska as a vacation destination	80	88	86	76	83	73	74
Very likely to return to Alaska in the next five years	31	26	28	27	28	40	48
			TRIP BOOKING				
			Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Satisfaction with overall Alaska experience							
Very satisfied			86	83	71	74	64
Satisfied			13	17	27	24	33
Compared to expectations							
Much higher			30	31	24	30	30
Higher			47	45	38	35	31
About as expected			23	20	36	32	33
Value for the money, compared to other destinations							
Much better			13	9	6	9	11
Better			22	22	18	19	17
About the same			45	49	53	50	49
Likelihood to recommend and return to Alaska							
Very likely to recommend Alaska as a vacation destination			92	86	77	79	72
Very likely to return to Alaska in the next five years			22	33	25	38	44

Table 6.8 - Previous Alaska Travel (%)
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Been to Alaska before	32	30	33	30	31	33	37
Average # of vacation trips (base: repeat travelers)	3.5	*	4.0	4.6	3.0	2.6	*
Previously traveled in Alaska by cruise ship	13	14	17	14	13	9	10
	TRIP BOOKING						
			Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Been to Alaska before			30	33	30	33	37
Average # of vacation trips (base: repeat travelers)			*	5.1	3.3	2.7	3.9
Previously traveled in Alaska by cruise ship			18	16	12	11	11

*Sample size too small for analysis

Table 6.9 - Trip Planning Timeline (%)
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Trip Decision, by Quarter							
Before July 2015	15	100	-	-	-	-	-
July-Sept 2015	17	-	100	-	-	-	-
Oct-Dec 2015	19	-	-	100	-	-	-
Jan-Mar 2016	23	-	-	-	100	-	-
Apr-Jun 2016	19	-	-	-	-	100	-
July-Sept 2016	8	-	-	-	-	-	100
Average # of months	8.3	20.6	11.6	7.6	5.5	2.3	1.0
Trip Booking, by Quarter							
Before July 2015	4	30	-	-	-	-	-
July-Sept 2015	11	24	45	-	<1	<1	-
Oct-Dec 2015	16	17	20	53	-	<1	<1
Jan-Mar 2016	29	16	18	35	72	<1	<1
Apr-Jun 2016	27	10	11	10	24	86	1
July-Sept 2016	13	4	7	2	3	13	99
Average # of months	5.6	9.8	8.3	6.1	4.6	2.0	1.0
	TRIP BOOKING						
	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016		
Trip Decision, by Quarter							
Before July 2015	-	-	32	16	8	5	4
July-Sept 2015	-	-	67	21	10	7	9
Oct-Dec 2015	-	-	-	63	23	7	2
Jan-Mar 2016	-	-	1	-	58	21	6
Apr-Jun 2016	-	-	<1	<1	<1	60	20
July-Sept 2016	-	-	-	<1	<1	<1	59
Average # of months			14.1	10.9	7.8	5.0	4.6
Trip Booking, by Quarter							
Before July 2015	-	-	-	-	-	-	-
July-Sept 2015	-	-	100	-	-	-	-
Oct-Dec 2015	-	-	-	100	-	-	-
Jan-Mar 2016	-	-	-	-	100	-	-
Apr-Jun 2016	-	-	-	-	-	100	-
July-Sept 2016	-	-	-	-	-	-	100
Average # of months			11.0	7.9	5.1	2.4	0.9

Table 6.10 - Trip Planning Sources (%)
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Internet and Travel Agent Usage							
Used internet	72	77	77	67	72	70	69
Booked over internet	61	64	66	57	59	60	59
Used travelalaska.com	28	39	30	26	25	25	21
Received Official State Vacation Planner	19	26	23	19	19	14	8
Booked through travel agent	36	39	39	41	38	29	26
Other Sources – Top 10							
Friends/family	45	38	45	50	45	45	42
Brochures	23	27	24	24	25	17	19
Prior experience	19	19	22	19	19	16	21
Cruise line	16	21	20	18	16	10	9
Other travel/guide book	12	17	15	10	11	11	11
AAA	10	11	13	13	8	8	3
Milepost	8	14	8	8	8	6	4
Tour company	7	8	9	5	9	4	7
Hotel/lodge	6	4	5	7	7	8	7
Magazine	6	7	7	4	7	7	5
	TRIP BOOKING						
	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016		
Internet and Travel Agent Usage							
Used internet	76	73	71	76	65		
Booked over internet	61	64	60	66	51		
Used travelalaska.com	32	34	27	28	22		
Received Official State Vacation Planner	25	23	19	16	12		
Booked through travel agent	46	38	41	28	25		
Other Sources – Top 10							
Friends/family	42	42	48	47	43		
Brochures	22	25	25	20	24		
Prior experience	16	21	19	17	24		
Cruise line	31	23	14	12	6		
Other travel/guide book	14	13	10	13	13		
AAA	14	13	10	9	7		
Milepost	5	8	9	6	12		
Tour company	8	8	8	6	5		
Hotel/lodge	4	5	6	8	7		
Magazine	7	6	6	6	7		

Table 6.11 - Top 10 Websites/Apps Used to Plan/Book
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Top 10 Websites/Apps Used to Plan							
Airline websites	49	41	47	47	54	53	52
Google	37	45	37	32	38	36	30
Trip Advisor	31	38	31	25	32	34	20
Cruise line websites	25	36	34	27	19	18	14
Car/RV rental websites	20	15	17	21	27	19	14
Tour company websites	19	14	23	17	25	17	13
Hotel/lodge/RV Park	17	19	13	22	17	19	14
Expedia	17	17	19	16	14	21	17
Hotels.com	11	13	12	10	8	12	14
Booking.com	9	8	8	7	11	9	12
Top 10 Websites/Apps Used to Book							
Airline websites	49	40	49	48	51	53	53
Cruise line websites	19	28	27	23	12	11	15
Car/RV rental websites	18	11	15	16	24	20	14
Hotel/lodge/RV park	15	16	10	18	18	15	13
Tour company websites	15	11	17	11	18	14	16
Expedia	13	12	14	12	10	16	12
Booking.com	8	7	6	5	10	8	11
Hotels.com	7	6	5	7	5	9	8
Google	6	2	3	7	8	8	10
Trip Advisor	5	6	5	3	5	7	1
			TRIP BOOKING				
			Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Top 10 Websites/Apps Used to Plan							
Airline websites			41	50	51	55	44
Google			43	38	38	33	35
Trip Advisor			37	29	33	33	19
Cruise line websites			50	33	21	18	13
Car/RV rental websites			10	22	26	19	16
Tour company websites			21	20	23	18	12
Expedia			15	21	19	17	13
Hotel/lodge/RV Park			18	15	16	18	18
Hotels.com			11	11	11	12	12
Booking.com			7	8	9	10	11
Top 10 Websites/Apps Used to Book							
Airline websites			42	50	49	54	47
Cruise line websites			44	25	13	11	14
Car/RV rental websites			8	17	22	18	16
Hotel/lodge/RV park			14	14	19	15	10
Tour company websites			11	14	17	15	14
Expedia			13	12	11	13	16
Booking.com			6	6	8	8	11
Hotels.com			3	7	6	9	7
Google			2	4	8	7	10
Trip Advisor			9	3	6	6	3

Table 6.12 - Demographics
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Origin							
Western US	30	25	24	25	34	39	31
Southern US	23	24	21	23	21	23	27
Midwestern US	18	15	23	20	20	13	12
Eastern US	12	16	16	9	10	11	15
Canada	3	4	3	2	2	4	3
Other International	14	17	13	21	12	9	12
Other Demographics							
Average party size	2.4	2.5	2.6	2.3	2.3	2.5	2.2
Average group size	4.2	4.3	4.2	4.1	4.4	3.8	4.6
Male/female	51/49	48/52	53/47	51/49	51/49	51/49	52/48
Average age	54.7	56.2	56.5	58.8	54.7	49.7	50.0
Children in household	21	18	21	15	20	27	23
Retired/semi-retired	45	53	53	48	45	36	33
College graduate	69	66	72	69	73	70	63
Average income	\$119,000	\$117,000	\$126,000	\$116,000	\$118,000	\$119,000	\$114,000
	TRIP BOOKING						
		Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016	
Origin							
Western US		18	28	31	35	34	
Southern US		22	24	19	26	21	
Midwestern US		19	22	20	15	14	
Eastern US		21	13	11	9	14	
Canada		6	2	1	4	5	
Other International		15	12	17	11	11	
Other Demographics							
Average party size		2.4	2.5	2.4	2.4	2.4	
Average group size		3.9	4.7	4.2	3.9	4.2	
Male/female		48/52	50/50	53/47	52/48	50/50	
Average age		58.9	58.9	55.1	51.5	50.0	
Children in household		19	17	20	25	21	
Retired/semi-retired		57	59	40	39	40	
College graduate		71	67	74	70	64	
Average income		\$121,000	\$122,000	\$120,000	\$119,000	\$109,000	

**Table 6.13 – Average Per-Person and Total Spending
Excluding Transportation to/from Alaska**
Planning Timeline

	TRIP DECISION						
	Baseline	<Jul 2015	Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Average spending in Alaska	\$1,873	\$2,357	\$2,075	\$1,783	\$1,909	\$1,385	\$1,537
Average spending in Anchorage	\$511	\$443	\$415	\$451	\$608	\$583	\$540
Total spending in Anchorage	\$261m	\$34m	\$35m	\$44m	\$72m	\$56m	\$21m
	TRIP BOOKING						
			Jul-Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016
Average spending in Alaska			\$1,871	\$2,179	\$2,022	\$1,625	\$1,645
Average spending in Anchorage			\$376	\$457	\$574	\$572	\$492
Total spending in Anchorage			\$21m	\$38m	\$84m	\$79m	\$32m

Notes: Anchorage spending includes Girdwood.

Total Alaska spending figures do not include transportation to enter or exit Alaska, such as airline tickets, ferry tickets, and cruise fares.

Spending in Anchorage also excludes lodging, activities, and instate transportation included in multi-day packages and cruise tour packages.