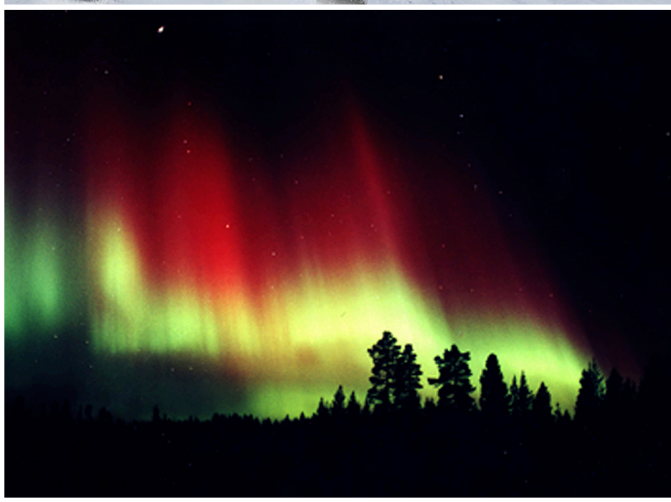
ALASKA

Visitor Statistics Program

Alaska Visitor Volume and Profile

Fall/Winter 2006-07



Conducted by

McDowell GROUP

In association with:

DataPath Sysems

Davis, Hibbitts & Midghall, Inc.

State of Alaska

Department of Commerce,
Community and Economic Development

A L A S K A

Visitor Statistics Program

Alaska Visitor Volume and Profile

Fall/Winter 2006-07

Conducted by

McDowell GROUP

In association with:

DataPath Sysems

Davis, Hibbitts & Midghall, Inc.

State of Alaska

Department of Commerce,

Community and Economic Development

November 2007

Table of Contents

Executive Summary 1

Introduction 11

AVSP Overview 11
Changes for AVSP V 13

Visitor Volume 17

Introduction 17
Visitor Volume, Fall/Winter 2006-07 18
Visitor Volume Trends 22
Visitor Volume, Regions and Communities 23

Visitor Profile 24

Introduction 24
Trip Purpose and Packages 25
Modes of Transportation 26
Length of Stay, Destinations & Lodging 27
Activities 32
Satisfaction Ratings 34
Previous Alaska Travel 39
Trip Planning 40
Demographics 44
Expenditures 48

Visitor Trends 51

Introduction 51
Trip Purpose and Transportation 52
Length of Stay and Regions Visited 53
Satisfaction Ratings 54
Trip Planning 56
Demographics 58
Expenditures 60

Summary Profiles **62**

Introduction 62
Summary Profile: Destinations 63
Summary Profile: US Regions 76
Summary Profile: International 82
Summary Profile: Highway/Ferry & Package 88

Methodology **95**

Visitor Volume 95
Visitor Survey 98