# Alaska Visitor Expenditures and Opinions, Fall/Winter 2000-01

*Prepared for the*

## State of Alaska, Department of Community & Economic Development

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*Prepared by*


Northern Economics Inc.

880 H STREET, SUITE 210
ANCHORAGE, ALASKA 99501
(907) 274-5600 FAX (907) 274-5601
e-mail: norecon@norecon.com
www.northerneconomics.com

*In association with*

**NuStats International, Inc.**

**Klugherz & Associates**


**Report available at: http://www.dced.state.ak.us/cbd/toubus**

**PROFESSIONAL CONSULTING SERVICES IN APPLIED ECONOMIC ANALYSIS**

**President & Principal Economist: Patrick Burden**
**Economists: Leah Cuyno, Ph.D., Fred Wallace, Ph.D.**
**Socioeconomic Analyst: Don Schug, Ph.D.**
**Office Manager: Stephanie Cabaniss**

**Senior Economists: Marcus L. Hartley; Hart Hodges, Ph.D.**
**Policy Analyst: Nancy Mundy, Ph.D.**
**Analyst: Michael Fisher**
**Document Processor: Terri McCoy**

880 H STREET, SUITE 210, ANCHORAGE, ALASKA 99501
TEL. 907.274.5600 FAX 907.274.5601
E-mail: norecon@norecon.com Internet: www.northerneconomics.com

NORTHERN ECONOMICS INC.

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# Abbreviations and Definitions

## Abbreviations

| | |
|---|---|
| AMHS | Alaska Marine Highway System |
| ATIA | Alaska Travel Industry Association |
| AVSP | Alaska Visitors Statistics Program |
| B.C. | British Columbia, Canada |
| DCED | State of Alaska, Department of Community and Economic Development |
| RAS | Random Arrival Survey |
| VES | Visitor Expenditure Survey |
| VFR | Visiting Friends and Relatives |
| VOS | Visitor Opinion Survey |

## Definitions[1]

| | |
|---|---|
| Business Only | One of the categories of visitors traveling to Alaska: those visiting Alaska for business only reasons |
| Business/Pleasure | One of the categories of visitors traveling to Alaska: those visiting Alaska for both business and pleasure |
| Inference | Making general conclusions based on statistical data |
| In-State Expenditures | Expenditures made in the state of Alaska; such expenditures include the cost of ferry travel, but not other forms of travel to Alaska |
| Margin of Error | The region surrounding an estimate that is believed to include the true value (for example, if you have an estimate that a group of ten people spent an average of $8 each and that estimate is said to have a margin of error of +/- 1 percent, then the real average expenditure is believed to be between $7.92 and $8.08) |
| Median | A value in an ordered set of values below and above which there is an equal number of values (or the arithmetic mean of the two middle numbers if there is no one middle number) |
| Secondary Arrival Report(s) | Arrival reports that are prepared in non-survey years. Data in these reports are based on visitor counts conducted in survey years. |
| Total Arrivals | Arrivals in Alaska by residents and visitors combined |

[1] Some of the definitions were prepared with reference to *Webster's New Collegiate Dictionary*

| | |
|---|---|
| Traveling Party | That group of people traveling as a single group – based on shared expenses, not just itinerary |
| Vacation/Pleasure | One of the categories of visitors traveling to Alaska: those visiting Alaska for vacation and pleasure reasons |
| VFR | One of the categories of visitors traveling to Alaska: those visiting friends and relatives who live in Alaska |
| Visitors | Non-residents traveling to Alaska; does not include seasonal workers. The major visitor categories are vacation and pleasure, visiting friends and relatives, business and pleasure, and business only. |

# Executive Summary

The Alaska Visitors Statistics Program (AVSP) is a significant visitor industry research project conducted periodically by the State of Alaska. The AVSP provides the state and the visitor industry with critical data on the visitors that travel to Alaska. These data include information on the number of visitors, general demographic and other characteristics of the visitor population, as well as information on visitor expenditures, activities, and opinions.

This report presents information on the expenditures and opinions of visitors that arrived in Alaska in the Fall/Winter season of 2000-01. The report includes information on total expenditures, expenditures by category, expenditures by individual visitor and traveling party, expenditures made in different regions, opinions about the visit (overall, in terms of value for the money, and compared to expectations), and many other items. Data are organized to show the expenditures and opinions of visitors arriving by different modes and traveling for different purposes (such as Vacation/Pleasure, Business Only, and Visiting Friends and Relatives). The report also includes "cross-tabulations" to show at the same time the expenditures and opinions for the average visitor. This last feature is new to this report as visitors participating in prior AVSP studies received either the expenditure survey or the opinion survey (not both as they did in 2000-01).

## Survey Changes

The AVSP that began on October 1, 2000 is the fourth such effort. Previous AVSP studies were conducted in 1985-86, 1989-90, and 1993-94. Changes and improvements have been made with each AVSP.

The most notable change from AVSP III to AVSP IV was a change in the way visitors were asked to record their expenditures. In AVSP III, each survey respondent was asked to record his or her out-of-pocket expenditures. This approach made the analysis of expenditures difficult since it was never clear exactly what was or was not included in those expenditures. The economic unit was not clearly defined. In some cases, the respondent may have been the primary payer for a family or other traveling group, while in other cases the respondent may have been relying on another individual to cover most expenses. This uncertainty causes a variety of problems, including the possibility that survey results will not provide an accurate picture of visitor expenditures. The methodology used in AVSP III could cause an estimate of expenditures to be low. In AVSP IV, each survey respondent was asked to record all in-state expenditures for his or her traveling party. The economic unit in AVSP IV was defined as the traveling party. In Fall/Winter 2000-01, the size of traveling parties ranged from 1 to 35 with an average size of 1.3 individuals.

Other changes for AVSP IV included, among other items:

- Additional survey locations and techniques
- Single survey population (all participants given both the Visitor Expenditure Survey (VES) and the Visitor Opinion Survey (VOS)
- Publicly available data
- Improved alignment with public agency data

These changes and other improvements are described in detail in the report.

## Major Findings

Total spending by visitors in Fall/Winter increased from $87.4 million in 1993-94 to $326.8 million in 2000-01.

Other major findings include:

- Most visitors spent $100 or less per person per night in each expenditure category
- Vacation/Pleasure visitors spent more in total than visitors traveling for other reasons
- Visitor opinions regarding Alaska are positive and similar to opinions documented in 1993-1994.

### Expenditure Data

Table 1 shows the average and median expenditure levels per party and per person.

**Table 1. In-State Expenditures – All Visitors**
**Fall/Winter 2000-**

| Description of Expenditures | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Expenditures per party per trip | 1,562 | 514 |
| Expenditures per person per trip | 1,284 | 400 |
| Expenditures per person per night | 137 | 26 |

Notes:

Average = total divided by number of observations.

Median = middle observation.

Average and median statistics are provided because spending in any given category cannot be fully characterized with a single statistic. A few "big spenders" can have a significant influence on average expenditures so median values can present a different picture of expenditures for a specified expenditure category than the average expenditure. Median expenditures may also provide additional information useful for business planning purposes.[2]

Table 2 shows the distribution of expenditures made by visitors, by expenditures per person per night.

[2] Average = Total divided by number of observations. Based on our understanding of the approach used in AVSP III, responses that did not have an entry for an expenditure category are noted as missing values. Appendix F provides an example of the effect of assuming zeroes for missing expenditure data. Calculation of average expenditures by categories includes extreme values. The previous AVSP reports set a threshold for eliminating extreme values but documentation for the thresholds is not available.

**Table 2. Distribution of Expenditures Per Person Per Night by Category and Dollar Amount Fall/Winter 2000-01**

| Expenditure Level | Percent of Expenditures, by Category and Dollar Amount | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Lodging | Food & Drink | Transp. | Rec. | Alaska Native Arts and Crafts[a] | Other Gifts | Clothing | Personal | Other |
| 1 - $100 | 94 | 98 | 98 | 99 | 99 | 100 | 100 | 100 | 100 |
| $101 - $200 | 5 | 2 | 1 | 1 | 0 | <1 | 0 | 0 | 0 |
| $201 - $300 | 1 | <1 | <1 | 0 | 0 | 0 | 0 | 0 | 0 |
| $301 - $400 | 0 | 0 | <1 | 0 | 0 | 0 | 0 | 0 | 0 |
| $401- $500 | <1 | 0 | <1 | 0 | 0 | 0 | 0 | 0 | 0 |
| $501 - $1,000 | 0 | 0 | <1 | 0 | 0 | <1 | 0 | 0 | 0 |
| $1,001 and above | <1 | <1 | 0 | <1 | 1 | 0 | 0 | 0 | 0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Note: Percentages may not add to 100 due to rounding.

[a] This term represents a category of expenditures defined as arts and crafts made by Alaska natives. This category was intended to refer specifically to items given the "Silver Hand" designation, meaning hand crafted in Alaska by an Alaska Eskimo, Aleut, or Indian craftsperson or artist and made wholly or in significant part of natural materials. Approximately 1,500 artists are signed up with the Silver Hand Program. However, it is likely that other "native-style" crafts, made in Alaska by Alaska natives.

Table 3 presents average and median responses for expenditure per person per night, by expenditure category while Figure 1 shows the distribution of average visitor expenditures per person per night.

**Table 3. In-State Expenditures Per Person Per Night, by Expenditure Category Fall/Winter 2000-01**

| Expenditure Category | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Lodging | 41 | 26 |
| Food and Beverage | 19 | 10 |
| Transportation | 17 | 4 |
| Recreation | 10 | 2 |
| Alaska Native Arts and Crafts | 27 | 3 |
| Gifts/Souvenirs | 9 | 3 |
| Clothing | 5 | 2 |
| Personal | 3 | 1 |
| Other | 5 | 1 |

Notes:

Average = total divided by number of observations.

Median = middle observation. Median expenditures by category will rarely sum to the median total expenditure.

**Figure 1. Distribution of Average Expenditures Per Person Per Night Fall/Winter 2000-01**

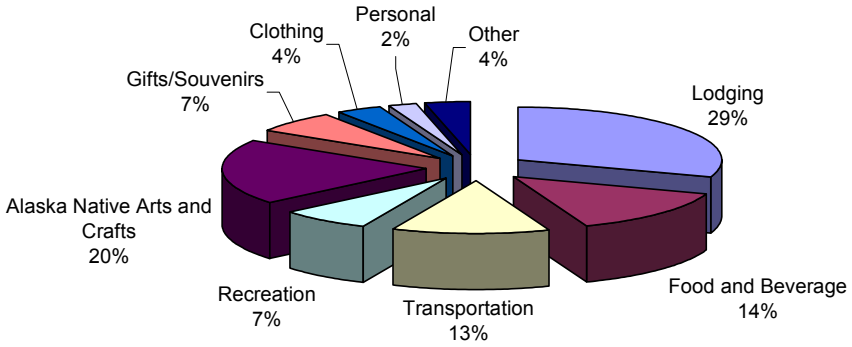



Table 4 and Table 5 show average and median expenditures per person per night, by mode of entry and by trip purpose, respectively.

**Table 4. In-State Expenditures Per Person Per Night, by Mode of Entry Fall/Winter 2000-01**

| Mode of Entry | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Domestic Air | 146 | 26 |
| International Air[a] | 52 | 54 |
| Ferry | 68 | 32 |
| Highway | 52 | 21 |

Notes:

The expense of traveling to or from Alaska is not captured in the VES or covered in this report, except for ferry travel. Fares on the Alaska Marine Highway System are counted as an in-state expenditure. The cost of airline tickets, gas used on the way to Alaska, and similar expenses are not included.

[a] Expenditure data for International Air visitors is based on the return of 5 VES.

**Table 5. In-State Expenditures Per Person Per Night, by Trip Purpose Fall/Winter 2000-01**

| Trip Purpose | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Business Only | 125 | 33 |
| Business/Pleasure | 110 | 16 |
| Vacation/Pleasure | 174 | 66 |
| Visit Friends and Relatives | 135 | 8 |

Additional data are provided in the report on expenditures made per person per night, expenditures per party per trip, and expenditures per person per trip. Table 6 shows total spending by visitors, by trip purpose.

**Table 6. Total In-State Expenditures, by Trip Purpose**
**Fall/Winter 2000-01**

| Trip Purpose | Total Expenditures (million $) |
|---|---|
| Business Only | 67.7 |
| Business/Pleasure | 34.5 |
| Vacation/Pleasure | 151.0 |
| Visit Friends and Relatives | 73.6 |
| Total | 326.8 |

## Opinion Data

Table 7 provides a comparison for 1993-94 and 2000-01 of the trip ratings, including responses to questions regarding the overall rating of the Alaska trip, value for the money, and compared to expectations. It should be noted that it is unknown if the rating differences between AVSP III (1993) and AVSP IV (2001) are statistically different because the 1993 data are not available to conduct tests that would determine if the differences are statistically significant.

**Table 7. Average Alaska Trip Ratings – by Visitor/Trip Characteristic**
**All Visitors – Fall/Winter 1992-93 and 2000-01**
**(1 = Poor and 7 = Excellent on a 1 to 7 scale)**

| | Overall Alaska Trip Rating | | Value for Money | | Compared to Expectations | |
|---|---|---|---|---|---|---|
| **Visitor/Trip Characteristic** | **1993-94** | **2000-01** | **1993-94** | **2000-01** | **1993-94** | **2000-01** |
| **Overall** | 5.7 | 5.8 | 4.9 | 5.0 | 5.4 | 5.6 |
| **Trip Purpose** | | | | | | |
| Business Only | 5.5 | 5.7 | 4.7 | 4.8 | 5.2 | 5.4 |
| Business/Pleasure | 5.9 | 5.9 | 5.1 | 5.7 | 5.6 | 6.2 |
| Vacation/Pleasure | 6.1 | 5.9 | 5.3 | 5.0 | 5.6 | 5.7 |
| VFR | 6.1 | 5.8 | 5.2 | 4.8 | 5.7 | 5.6 |
| **Mode of Entry** | | | | | | |
| Domestic Air | 5.7 | 5.8 | 4.9 | 5.0 | 5.4 | 5.6 |
| International Air[a] | 5.5 | 5.0 | 4.9 | 5.5 | 5.3 | 6.5 |
| Highway | 5.6 | 5.8 | 5.2 | 4.5 | 5.4 | 5.2 |
| Ferry | 5.9 | 6.1 | 5.3 | 5.0 | 5.6 | 5.8 |
| **Travel Type** | | | | | | |
| Independent | 5.7 | 5.7 | 4.9 | 4.9 | 5.4 | 5.5 |
| Inde-package | 5.7 | 6.2 | 5.6 | 5.5 | 5.3 | 6.1 |
| Package | 6.0 | 6.0 | 5.3 | 5.0 | 5.8 | 5.9 |
| **Region Visited** | | | | | | |
| Denali / McKinley | 6.0 | 5.9 | 5.0 | 5.1 | 6.7 | 5.7 |
| Interior | 5.6 | 5.8 | 4.9 | 4.8 | 5.3 | 5.5 |
| Southeast | 5.7 | 5.7 | 4.9 | 5.0 | 5.2 | 5.6 |
| Southcentral | 5.7 | 5.9 | 4.9 | 5.1 | 5.4 | 5.7 |
| Southwest | 6.3 | 5.6 | 5.1 | 5.0 | 5.7 | 5.4 |
| **Origin** | | | | | | |
| United States | na | 5.8 | na | 5.0 | na | 5.7 |
| Canada | na | 6.0 | na | 4.9 | na | 5.4 |
| Overseas | na | 5.0 | na | 4.0 | na | 5.0 |

Source: 1993 data are taken from *Alaska Visitor Statistics Program III, Patterns, Opinions and Planning Fall/Winter 1993-94* prepared for the Alaska Division of Tourism, Department of Commerce & Economic Development, by McDowell Group. Data for 2001 collected for AVSP IV.

Note: na = not available.

[a] Opinion data for International Air visitors is based on the return of five VES.

Additional detail on opinions is provided in the report, along with information on regions visited, some trends in response to opinion questions, and information on how opinions and expenditures were related.

# Prologue: The Alaska Visitors Statistics Program IV

The Alaska Visitors Statistics Program (AVSP) is a significant visitor industry research project conducted periodically by the State of Alaska. The AVSP provides the state and the visitor industry with critical data on the visitors that travel to Alaska. These data include information on the number of visitors, general demographic and other characteristics of the visitor population, as well as information on visitor expenditures, activities, and opinions.

The AVSP is managed by the State of Alaska, Division of Community and Business Development (formerly Division of Tourism)[3]. Northern Economics, Inc., NuStats International, and Klugherz and Associates assisted the State for the AVSP in 2000-01 (AVSP IV). This consultant team includes the leading economic consulting firm in Alaska, an internationally recognized survey research firm, and the project manager for AVSP II and AVSP III.

## AVSP Elements and Tasks

The AVSP includes several different data collection tasks and three surveys, as well as data analysis and report preparation. The three surveys include an initial intercept survey (the random arrival survey or RAS), an expenditure diary carried by survey respondents during their stay in Alaska (the visitor expenditure survey or VES), and a follow-up opinion survey that participants completed once they have returned home from their trip (the visitor opinion survey or VOS). This report provides the results of the VES and the VOS. This is the first AVSP where the expenditure and opinion reports have been combined into a single report.

Table 8 identifies the various elements of the AVSP, including data collection tasks, surveys, and final reports.

[3] The Division of Community and Business Development is within the Department of Community and Economic Development

**Table 8. AVSP IV – Project Components**

| Component | Description |
|---|---|
| **Tallies** | |
| Total Arrival Counts – Residents and Visitors Combined | To determine accurately the total number of people (residents and visitors combined) arriving in Alaska by each mode of travel for the study period. |
| Visitor Tallies | Collection of data on the number of visitors arriving in Alaska by each mode of travel for the study period. |
| **Surveys** | |
| Random Arrival Survey (RAS) | Personal intercept interview with visitors at their first point of entry to Alaska. |
| Visitor Expenditure Survey (VES) | Expenditure diary distributed to all visitors that complete the RAS; 14 or 28 day diary completed by visitors during their stay. |
| Visitor Opinion Survey (VOS) | Opinion survey mailed to all visitors that complete the RAS; mailed to visitors after they return home. |
| **Reports** | |
| Alaska Visitor Arrivals and Profile | Summary and analysis of total arrival and visitor arrival data, as well as general profile of visitor population based on data collected with the RAS. |
| Alaska Visitor Expenditures and Opinions [a] | Summary and analysis of visitor expenditure data (information on expenditures by visitor type, expenditure category, and region) and of visitor opinion data (information on trip planning, expectations, and opinions). |

[a] This is the first time the expenditure and opinion reports have been combined into a single report. They have been combined in AVSP IV to take advantage of the improved data collection process and provide a richer dataset.

## Surveys

Surveys are conducted with visitors arriving by all primary modes of travel, and data collection lasts for 12 months, with the fieldwork divided into two distinct seasons. Visitors are surveyed at their first point of entry to Alaska, which in some cases, is a selected point of departure as visitors embark on their trip to Alaska. More detail on arrival mode, data collection seasons, and survey locations follows.

### Modes of Arrival

- Cruise ship[4]
- Domestic air
- Ferry (Alaska Marine Highway System)
- Highway (passenger vehicles)
- International air

Other modes of travel are possible and are considered in collection of total arrival data. Other modes include arrival by motorcoach, commercial vehicle, private boat, and snowmobile.

[4] Visitor arrivals on cruise ships during the Fall/Winter season are typically too low to warrant surveys. In addition, no tallies are conducted for passengers on cruise ships—all passengers on cruise ships are assumed to be visitors.

## Seasons

Data collection for the AVSP lasts a full calendar year. However, the year is divided into two distinct seasons:

- Fall/Winter Season – October 1, 2000 through April 30, 2001
- Summer Season – May 1, 2001 through September 30, 2001

A complete set of reports (as shown in Table 8) is prepared for both the Fall/Winter and Summer seasons. Spring is not mentioned in the title of either the Fall/Winter or Summer seasons because some of the spring months fall in the Fall/Winter season and some in the Summer season.

Northern Economics, Inc., collected arrival count data with assistance from numerous airlines, the Alaska Marine Highway System, U.S. Customs, and other organizations. Professionally trained surveyors located in Anchorage, Fairbanks, Tok, Haines, and Skagway, Alaska, as well as Prince Rupert, B.C., Bellingham, WA, and Seattle, WA collected survey data and conducted the tallies to determine the number of residents and visitors arriving in Alaska by each mode of travel. Surveyors in all locations used Palm Pilot computers programmed with the Random Arrival Survey (RAS). Visitors mailed completed diaries and opinion surveys back to NuStats International, Inc. NuStats prepared the overall sampling plan for the survey effort, provided toll free numbers so that visitors participating in the AVSP could find assistance when needed, and completed all data coding and data entry tasks. Surveyors downloaded their survey data to NuStats on a weekly basis to facilitate monitoring and data entry.

## Survey Locations

Visitors that participated in the AVSP in the past were always interviewed at their first point of entry to the State. For example, visitors arriving by air were interviewed at the airport where they deplaned, visitors arriving by cruise ship were interviewed at the first port of call in the State, and visitors arriving by ferry were interviewed on-board as they traveled to Ketchikan. Visitors participating in AVSP IV, however, where interviewed at points of arrival *or* selected points of departure as they were embarking on their trip to Alaska. The following paragraphs offer additional detail on the strategy of interviewing passengers as they embarked on their trip to Alaska.

In previous years when the State conducted the AVSP, visitors arriving in Alaska by domestic air carriers were intercepted in the jetways as they deplaned. However, new Federal Aviation Administration regulations made it impossible for the same approach to be used in AVSP IV. In addition, the "turn time" for aircraft is much shorter than it was in the past and the incidence of air traffic delays and cancelled flights are much higher. These changes make it much more difficult to interview visitors as they arrive by air than it was in the past because there is less time in which to conduct the interviews and a higher rate of rejection on the part of air travelers.

To adjust for these changes in air travel and airport regulations, the consultant team placed a survey team in Seattle. The surveyors in Seattle were able to interview passengers as they waited to board their flight to Alaska, giving the surveyors more time to explain the project and allowing visitors to participate in the project at a more convenient time.[5] During the Fall/Winter season,

[5] It is unlikely that surveying in gate areas will be permitted in the future—especially after the terrorism attacks on the Pentagon and World Trade Center on September 11, 2001. Even prior to September 11, 2001, Port Authority personnel in Seattle said many airports were considering policies to prohibit surveying in the gate areas. As a result, survey research projects such as the AVSP will become more difficult to conduct in the future.

many flights to Alaska originate in Seattle. Alaska Airlines is the dominant air carrier to Alaska, with several flights each day originating in Seattle. In addition, Alaska Airlines has partnership arrangements with other airlines, such as Northwest, and passengers on those other airlines are routed to Seattle during the "off season" where they board an Alaska Airlines flight. Passengers on flights that originated in cities other than Seattle were interviewed at their first point of arrival in Alaska. Surveys were conducted in Seattle primarily with passengers traveling on Alaska Airlines, United, and Northwest flights.

The consultant team also identified efficiencies with surveying ferry passengers and cruise passengers at the ports of departure, where passengers are waiting to board their vessel bound for Alaska. Surveyors were located in Bellingham, WA and Prince Rupert, B.C. (the two ports used by the Alaska Marine Highway System that are outside Alaska) to interview visitors traveling to Alaska by ferry and in Vancouver, B.C. and Seattle, WA to interview visitors traveling by cruise ship. Most of the cruise ships that serve Alaska homeport in Vancouver, B.C. One ship homeports in Seattle, WA. The new cruise ships used in the Alaska market are larger and have more gangways than in the past, allowing passengers to disembark quickly. These changes make it more difficult to intercept an adequate number of visitors in a courteous manner. The consultant team determined that these same visitors could be interviewed in a more relaxed manner at the port of departure.

Cruise arrivals are monitored in Fall/Winter, but no interviews are conducted with visitors arriving by cruise ship. The decision not to interview arriving cruise visitors was based on several factors—including the fact that no such surveys were conducted in the past. The number of visitors arriving by this mode in Fall/Winter does not justify the effort and expense needed to conduct the interviews. It is assumed that all cruise passengers are visitors to the State and the survey effort for these visitors is reserved for Summer.

Table 9 shows where surveys were conducted for different points of entry and modes considered in AVSP for Fall/Winter 2000-01.

**Table 9. AVSP IV Survey Points**
**Fall/Winter 2000-01**

| Mode and Point of Entry Considered | Survey Locations |
|---|---|
| **Cruise Ship** | |
| Various ports | No surveys in Fall/Winter (too few sailings) |
| **Domestic Air** | |
| Anchorage | Anchorage, AK and Seattle, WA |
| Fairbanks | Fairbanks, AK and Seattle, WA |
| Juneau | Seattle, WA [a] |
| Ketchikan | Seattle, WA [a] |
| Sitka | Seattle, WA [a] |
| Other | Seattle, WA [a] |
| **Ferry** | |
| Ketchikan | Bellingham, WA and Prince Rupert, B.C. (ports of departure) |
| **Highway** | |
| Beaver Creek/Tok | U.S. Customs Station on Alaska Highway |
| Haines | U.S. Customs Station on Haines Highway (Dalton Cache Station) |
| Skagway | U.S. Customs Station on Klondike Highway |
| Poker Creek | No surveys in Fall/Winter (highway closed) |
| **International Air** | |
| Anchorage | Anchorage, AK |
| Fairbanks | Fairbanks, AK |

a During the Fall/Winter season, flights to Juneau, Ketchikan, and Sitka from outside Alaska originate in Seattle. In addition, some flights to Anchorage and Fairbanks also originate in Seattle. As a result, surveyors located in Seattle can interview air passengers while those passengers wait at their departure gates (which is more convenient for the passengers than if they are interrupted while deplaning or collecting baggage). Flights to Juneau and Fairbanks in Fall/Winter are possible on Air North from Whitehorse in Yukon, B.C. Passenger data from Air North are included in the total arrival figures.

## Scope of Study

This section explains the scope of study for the visitor expenditure survey (VES), the visitor opinion survey (VOS), and this *Alaska Visitor Expenditure and Opinions* report. A similar section that explains the scope of the random arrival survey (RAS) and corresponding reports is provided in the respective reports.

The primary purpose of the VES is to collect information on the expenditures made by visitors to Alaska. Expenditure information is collected for primary categories such as lodging, in-state travel, and food and beverages. In addition, selected smaller categories are included so that data are available for expenditures on items such as gifts. To collect this information, visitors carry an expenditure diary during their trip and return it to the AVSP contractor at the end of their visit.

The primary purpose of the VOS is to collect information on the opinions of visitors to Alaska and this information is collected immediately after the trip ends. When visitors are interviewed upon arrival to Alaska, they inform the surveyors about the duration of their trip so that the AVSP contractor knows when and where to send the opinion surveys. The VOS includes questions about the overall value of the trip to Alaska, value for the money, and comparison with expectations and other trips. In addition, the VOS includes questions about where visitors found

information on Alaska, how they planned their trips, and what they thought of the different activities in Alaska.

All VES and VOS data are coded and matched with the RAS data for the same visitors. For example, the expenditure and opinion data collected with the VES and VOS, respectively, can be matched with the RAS data provided by the same traveling party. The resulting "cross tabs" show how expenditures and opinions vary by visitor type or region, as well as how a particular visitor's expenditures fluctuate with changes in opinions.

Despite the significant level of effort and amount of data collected, the scope of the data collection and analysis efforts are limited. First, data are collected with the intent of making estimates of expenditures and opinions of visitors to Alaska – where a visitor should be thought of as an average visitor to Alaska in general. Data are not collected in a manner that would give accurate information on the expenditures or opinions of visitors to specific communities or visitors from a particular location.

Expenditure and opinion data in this report are shown for visitors by mode of arrival, purpose of visit, and region of Alaska visited. It is important to note that every division of the data increases the confidence interval (in some sense adds uncertainty) to the results. For example, the sample plan is designed to give accurate estimates of the expenditures made by visitors to Alaska. The margin of error around such estimates in this report is +/- 3.4 percent, with a confidence level of 90 percent. The margin of error around the estimates grows when the estimate is for expenditures made by visitors arriving by a particular mode or, more obviously, when the estimate is for expenditures made by visitors arriving by a particular mode and traveling for a particular purpose. The margin of error increases with each division of the data because the estimates are based on smaller and smaller portions of the sample. Depending on the number of times the overall sample is split and how it is split, the margins of error can be large.[6]

## Changes in AVSP IV

The State of Alaska conducted the first AVSP in 1985, with subsequent studies in 1989-90 and 1993-94. The current version, AVSP IV, builds on the work conducted in the past. Many elements of the surveys and the survey process were the same as in previous AVSPs to ensure compatibility of data. The survey seasons are the same and many of the questions in the different surveys have been repeated. Still, changes in the visitor population and in the tour and travel industry required that the AVSP evolve over time. In addition, some survey techniques used in previous AVSPs were no longer appropriate and some were not even allowed.

One of the most important changes with AVSP IV was the change in the manner in which visitors recorded expenditures made in Alaska. This change required that the economic unit being surveyed be clearly defined and clear instructions for recording expenditures be given to visitors. This change is described in the following paragraphs.

### Clearly Defined Economic Unit and Recording Instructions

A fundamental issue that must be addressed when collecting expenditure data is determining exactly what expenses should be recorded and who should record them.

[6] While it is tempting to want to use AVSP data to analyze something like how visitors from a particular country behave while in Alaska, what they spend, or what they like and dislike about Alaska; such temptations should be resisted. The AVSP is not designed to provide accurate statistics about small subsets of the visitor population.

When planning for AVSP IV, the consultant team noted that there are many ways for visitors to record expenditures, such as keeping track of just their out-of-pocket expenditures; identifying the cost of their activities regardless of who pays the bill; and monitoring all expenses made by the traveling party. The consultant team reviewed the strengths and weaknesses of each approach, based on experience with similar research projects and reports in the literature on survey research. The team noted that keeping track of out-of-pocket expenditures would give an accurate picture of visitor expenditures only if there was equal chance that the primary payer and non-primary payer would complete the diary.

The team conducted a pretest of the surveys in August 2000 in part to determine whether the same approach should be used in AVSP IV as was used in previous AVSPs to collect expenditure data. To evaluate the different ways of collecting expenditure data, the team used three different versions of the VES in the pretest and compared the findings. One version of the survey asked the visitor to monitor out-of-pocket expenditures only, one asked the visitor to keep track of all incurred expenses – whether paid directly or by someone else, and one asked the visitor to keep track of all expenditures incurred by his or her traveling party.

The pretest revealed that asking visitors to record their individual or group expenses gave similar estimates of expenditures, while asking them to record only their out-of-pocket expenditures gave a significantly lower estimate. However, when asked, many visitors said it was difficult to determine the cost of their activities when they were not the ones' paying or to separate out their own costs when they paid for several people at once. The consultant team concluded the best information could be collected by asking visitors to record the expenditures for their entire traveling parties. These data could be used to show expenditures by parties and/or individuals (using data on the number of individuals in each traveling party) and would be compatible with other census type survey databases where data is collected on households and similar groups.

In previous AVSPs, visitors were asked to record their out-of-pocket expenditures. However, based on the pretest and reports in the literature on survey research, the State of Alaska concluded that participants in AVSP should be asked to record the expenditures made by their traveling party. This change makes it difficult to compare data from previous AVSPs and AVSP IV, but the improvements justify the change.

Other changes from previous AVSPs include the following:

**Larger sample size**. The core AVSP sample for the full year was increased from 5,000 to 5,300. An additional 500 surveys dedicated to visitors traveling to rural areas were also added to the Summer season, for a total sample of 5,800 surveys for AVSP IV. In addition, each completed survey in AVSP IV is for a traveling party. In previous AVSP, data were collected on individuals only. Collecting data on traveling parties increases significantly the amount of information collected (more is known about more visitors).

**Visitor Expenditure and Visitor Opinion Surveys given to all participants**. All visitors participating in AVSP IV received a VES and VOS. In previous AVSP projects, half the participants received a VES and half received a VOS. The approach was changed in AVSP IV to permit analysis of expenditure and opinion data from the same visitor population. In Fall/Winter 2000-01, 1,949 random arrival surveys were conducted and 323 visitor expenditure surveys and 267 visitor opinion surveys were returned to the contractor. The average size of the traveling party was 1.37.

**A single *Expenditure and Opinion Report***. AVSP IV is the first year that the expenditure and opinion data are presented in a single report. In previous years, the expenditure data was presented in one report and the opinion data in a separate report. The expenditure data and opinion data were kept separate in the past because different visitors (different subsets of the

visitor population) completed the different surveys. In AVSP IV, the same individuals were asked to complete both of these surveys. As a result, the expenditure and opinion data are directly connected and it is possible to make numerous cross-references about expenditures and opinions. Such cross-references invite a single report.

**Additional survey locations.** In addition to the survey locations used in AVSP III, Sitka was added to the list of locations for air arrivals, and Haines was added to the list of locations for highway arrivals.

**Modified survey approach.** For AVSP IV, surveyors were located at selected points of departure as well as at the traditional points of arrival. In this case, a point of departure is defined as a point where a visitor embarks on their trip to Alaska (as opposed to departing Alaska).

**Revised surveys**. The State of Alaska, Department of Community and Business Development organized a steering committee with representatives from various state and federal agencies, as well as industry, to review and recommend changes to the three surveys used in AVSP IV.

**New technology**. Intercept surveys in AVSP IV were conducted on hand held Palm Pilot computers, with a program containing the RAS. Surveyors downloaded the data on a weekly basis to facilitate monitoring and data entry. No problems were encountered with the Palm Pilots due to weather or cold.

**Web accessible data**. Data collected during AVSP IV will be made available on the web by the State of Alaska, Department of Community and Economic Development. In previous AVSP studies, data were maintained in a proprietary database (not publicly available).

## The Value of AVSP Expenditure Data

Finally, the importance or value of the AVSP expenditure data cannot be overstated. While many states must rely on modified national data, Alaska has the AVSP. The AVSP allows individuals and businesses in the travel industry to know clearly what visitors spend, with detailed information on expenditures made in different categories. These data permit more accurate planning and can be used to support a variety of projects such as an economic impact analysis for visitor spending in Alaska.

Additional information on the survey methodology is provided in the following section (the Introduction) and in Appendix A (Methodology and Response Rates).

# 1 Introduction

This report summarizes a portion of the work conducted for the fourth Alaska Visitors Statistics Program (AVSP IV) and is the primary source of information on the expenditures and opinions of visitors to Alaska in Fall/Winter 2000-01. Information for the report comes from 323 returned expenditure diaries and 267 returned opinion surveys. All 1,949 visitors that completed the random arrival survey (RAS) agreed to complete the diary and opinion survey. Unfortunately, many of these people did not return the surveys.

Some of the steps taken in AVSP IV to ensure that survey response rates were as high as possible included:

- Providing incentives for completing surveys – incentives included entering respondents' names in a drawing for significant prizes and a cash gift ($2)
- Explaining to participants the importance of the data to the State of Alaska
- Follow up or reminder phone calls, emails, and post cards
- Interviews with visitors who completed the RAS but not the VES and VOS (to learn why visitors were not completing surveys and to make possible adjustments)
- Reviews with surveyors to discuss techniques

These steps and other items related to response rates are discussed in Appendix A – Methodology and Response Rates. Included in the appendix is a diagram that shows the general downward trend in response rates for surveys like the ones used in the AVSP.

## 1.1 Statistical Weighting

All data collected with the RAS, VES, and VOS have been properly weighted. Survey data like the data collected for AVSP must be weighted in order to produce unbiased estimates of the target population (in this case, visitors to Alaska). Weighting is necessary because the resultant sample almost always fails to match precisely the "universe" or population in terms of its representation. This occurs for AVSP as a natural consequence of the research design. The research design called for oversampling (also know as disproportionate stratified sampling) by mode and season. Such oversampling permits the development of valid subclass estimates (for example, estimates of visitor characteristics by mode of arrival or visitor type) at the cost of losing representation for the overall Alaska visitor population. Weights permit the generation of both subclass and overall estimates of Alaska visitors. Additional information on weighting is provided in Appendix D.

## 1.2 Margins of Error

This report contains numerous statistics, such as estimates of the amount spent by visitors on lodging or Alaska Native Arts and Crafts. These statistics are the best possible estimates of the actual true values—the amount visitors really do spend on lodging or other items. However, a variety of factors may cause each statistic or estimate to differ from the relevant true value for the visitor population and inferences must be made with caution.

The accuracy of statistics based on any survey data depends on a variety of factors. Those factors include, but are not limited to, the size of the sample relative to the overall population, the structure of the individual questions, and the manner in which the data are collected. To address

the inherent uncertainty, estimates are said to be within a certain range—or margin of error—around the true value.

In principle, the margin of error should be calculated separately for each statistic that is presented in a report or table. The reason the margin of error should be calculated separately for each statistic is that each statistic depends on a specific set of factors. For example, the percentage of the visitor population with expenditures on lodging may not be the same as the percentage with expenditures for food or other items. As a result, the margin of error may be different for the estimate of how much visitors spend on lodging compared to the estimate of how much visitors spend on food and drink or other items.

When a large number of statistics are generated -- such as those in this report -- it is often useful to report generalized margins of error for the reader/analyst. In general, the margin of error for statistics in this report are +/- 2 to 3 percent at the 90 percent confidence level and +/- 4 to 5 percent at the 95 percent confidence level. Statistics for smaller subsets of the visitor population have a higher margin of error than do statistics for the visitor population as a whole. For example, estimates of expenditures made by visitors that arrive by a particular mode of entry in Fall/Winter can have margins of error exceeding +/- 15.0 percent (at the 90 percent confidence level), while estimates of expenditures made by visitors in general have a margin of error of +/- 2 to 3 percent (also at the 90 percent confidence level). Additional information on margins of error is provided in Appendix B—Margins of Error.

## 1.3 Extreme Values

Expenditures by visitors in Alaska vary significantly from one visitor to the next. For example, some visitors accurately report $0 to $25 per night for lodging because they stay with friends or in a hostel. Other visitors may accurately report $1,000 per night for lodging because they stay in a highly rated remote lodge. As a result, statistics that show average expenditures can be heavily influenced by the number of very high or very low expenditures. As a result, any statistics that show average expenditures can be heavily influenced by the number of very high or very low expenditures, different levels of spending by visitors in parties of different sizes, and trips of different lengths. Therefore, average and median statistics are provided because spending in any given category cannot be fully characterized with a single statistic.[7]

## 1.4 Report Organization

Section 2 and Section 3 present expenditure data and opinion data, respectively, for visitors traveling to Alaska in Fall/Winter 2000-01. Section 2 includes subsections that show expenditures by traveling party and expenditures by individuals. Section 3 shows trends in expenditures, though trends must be viewed with care. Section 4 discusses the regions visited. Section 5 presents visitor opinions and Section 6 shows trends in opinions. The last major section shows the relationship between visitor expenditures and opinions regarding trips to Alaska. As noted above, this section is new to the AVSP reports because this is the first time that each traveling party was asked to complete both the expenditure diary and the opinion survey. Visitors that participated in the AVSP in previous years were asked to complete one or the other – so expenditure and opinion data could not be combined as it is in Section 7 below. Copies of the expenditure diary, and the opinion survey used to collect the information are provided in Appendix C—Survey

[7] Calculation of average expenditures by categories includes extreme values. The previous AVSP reports set a threshold for eliminating extreme values but documentation for the thresholds is not available.

Instruments. Appendix D describes the weighting methodology and SPSS procedures. Appendix E shows the results of different approaches for handling blank entries in the expenditure diary.

# 2 Visitor Expenditures in Fall/Winter 2000-01

This section provides an overview of expenditures by visitors in Fall/Winter 2000-01. Information on total expenditures, expenditures made by traveling parties, and expenditures by individual visitors are covered in different subsections.

Information in this section is based on information from 323 returned expenditure diaries. For reference, there were 431 returned expenditure diaries in Fall/Winter 1993-94. More than twice as many people were asked in Fall/Winter 2000-01 to complete the VES compared to Fall/Winter 1993-94, and more incentives were used to get visitors to return a completed questionnaire. Still, the number of VES returned was smaller. This decrease in survey response rates over time has been noted in other studies as well (See Appendix A).

Estimates in this report have been weighted to account for the portion of visitors that arrive by each mode. In the reports for the summer season, data are weighted to account for the portion of visitors that arrive by each mode and the month of arrival.

As in previous years, the focus is on in-state expenditures. The expense of traveling to Alaska is not captured in the VES or covered in this report, except for ferry. The cost of traveling to Alaska on the Alaska Marine Highway System is counted as an in-state expenditure. The cost of airline tickets, gas used on the way to Alaska, and similar expenses are not included.

Expenses paid by visitors for fishing charters, flightseeing tours, and other activities prior to coming to Alaska may be included in the estimates of in-state expenditures. Whether or not such expenditures are included depends on whether the visitor decided to report them. The VES included questions about prepaid tours, but did not cover all possible prepaid expenditures. For example, a business traveler could prepay for a room before making his or her trip to Alaska. The VES did not explicitly ask for the visitor to record that expenditure. [8]

The consultant team contacted visitors that participated in the AVSP to verify responses and cross-check all surveys to make sure entries were consistent for any given traveling party. All entries were maintained – no data points were considered outliers and deleted. The only exception to this rule was a small number of entries under lodging. Several parties entered $1.00 for total lodging expenditures. These entries were not included in the calculation of average, median, and mode responses.

## 2.1 Total In-State Expenditures

Total spending by visitors in Fall/Winter increased from approximately $87.4 million in 1993-94 to almost $327 million in Fall/Winter 2000-01. This would suggest an annual rate of growth of about 18 percent. Neither inflation nor the increase in visitor arrivals since 1993-94, nor the two combined explain the increase in visitor expenditures from 1993-94 to 2000-01. The average annual increase in visitor arrivals was roughly 4 percent from Fall/Winter 1993-94 to Fall/Winter 2000-01 and inflation was closer to 3 percent per year. As a result, there is a substantial annual increase to be explained. While it is possible that visitors spent more in real terms – after accounting for inflation – in 2000-01 than in 1993-94 because of the growth in the number of in-state tours, more businesses that cater to visitors, and other changes in the visitor industry, it is

[8] It is a very complicated task to determine what portion of expenditures made by visitors outside the State of Alaska, but related to their trips to Alaska, might be relevant to the economy in Alaska. It is beyond the scope of the AVSP to estimate the magnitude of such expenditures.

hard to imagine that they spent substantially more each year. Some of that increase may be due to the change in methodology from AVSP III to AVSP IV. As noted in this report, the methodology for collecting expenditure data was revised because the previous methodology was believed to yield low estimates. Differences in weighting could also account for differences but detailed information is not available on the weighting procedures used in AVSP III to be able to compare the procedures.

Table 10 shows total expenditures made by visitors in Fall/Winter 1993-94 and/Winter 2000-01, by expenditure category. Expenditures on food and beverage include all expenditures made for food and beverages at restaurants, bars, grocery stores, and convenience stores. The transportation category includes expenditures made for ground, in-state air, and ferry travel within Alaska. The recreation category includes package tours, as well as activities such as taking a sled dog trip, going to Fur Rendezvous, or going to the theater. Expenses for Alaska Native arts and crafts are shown as a separate category to assist future planning activities in tourism and cultural resources. This category was intended to refer specifically to items given the "Silver Hand" designation, meaning hand crafted in Alaska by an Alaska Eskimo, Aleut or Indian craftsperson, or artist and made wholly or in significant part of natural materials. Approximately 1,500 artists are signed up with the Silver Hand Program. However, it is likely that other "native style" crafts, made in Alaska, by Alaska natives or non natives, may have been included in the responses of travelers who were unaware of the distinctions. Other gifts/souvenirs include souvenir clothing.

**Table 10. Total In-State Expenditures, by Expenditure Category All Visitors Fall/Winter 2000-01**

| | ($) Million | |
|---|---|---|
| **Expenditure Category** | **1993-94** | **2000-01** |
| Lodging | 31.0 | 83.5 |
| Food and Beverage | 20.5 | 44.1 |
| Transportation | 15.8 | 36.6 |
| Recreation | 1.9 | 27.7 |
| Alaska Native Arts and Crafts | [a] | 69.0 |
| Other Gifts/Souvenirs | 6.6 | 20.4 |
| Clothing | 2.1 | 15.2 |
| Personal | 3.8 | 7.8 |
| Other | 5.6[b] | 22.5 |
| **Total** | **87.4** | **326.8** |

Source: 1993-94 numbers are taken from *Alaska Visitor Expenditures, Fall/Winter 1993-94* prepared for the Alaska Division of Tourism, Department of Community & Economic Development by the McDowell Group. Data for Fall/Winter 2000-01 collected for AVSP IV.

[a] Not a separate category in AVSP III.

[b] 1993-94 expenditures for business expenses, undistributed expenses and in-state tour profit overhead have been placed in an "Other" category.

The following tables show total expenditures by visitors' stated trip purpose and expenditure category. Expenditures are not shown by subcategory (e.g., expenditures on food/drink at grocery stores versus restaurants) to ensure that all statistics have a similar degree of accuracy.[9]

**Table 11. Total In-State Expenditures by Expenditure Category and Visitor Type Fall/Winter 2000-01**

| Expenditure Category | Expenditures by Visitor Type ($ Millions) | | | |
|---|---|---|---|---|
| | Business Only | Business/Pleasure | Vacation/Pleasure | VFR |
| Lodging | 20.4 | 13.8 | 36.7 | 13.2 |
| Food and Beverage | 9.22 | 5.1 | 24.4 | 9.1 |
| Transportation | 11.5 | 4.0 | 17.8 | 3.1 |
| Recreation | 2.5 | 2.4 | 23.0 | 2.2 |
| Alaska Native Arts and Crafts | 5.0 | 2.5 | 20.6 | 32.9 |
| Other Gifts/Souvenirs | 5.6 | 3.2 | 8.6 | 3.8 |
| Clothing | 2.9 | 0.9 | 7.4 | 4.0 |
| Personal | 2.6 | 0.6 | 2.6 | 1.7 |
| Other | 8.1 | 2.1 | 9.9 | 3.5 |
| **Total** | **67.7** | **34.5** | **151.0** | **38.4** |

Note:

VFR are persons visiting friends and relatives.

## 2.2 Expenditures Made by Traveling Parties

The tables in this subsection show in-state expenditures made by traveling parties to Alaska in Fall/Winter 2000-01. As mentioned, the consultant team interviewed approximately 1,950 visitors during the Fall/Winter season, with each individual agreeing to carry a diary (log) to keep track of the expenditures made by everyone in his or her party. As a result, total expenditures made by traveling parties provide the foundation for all other measures of expenditures, such as expenditures per person per trip or per person per night. (For reference, there were approximately 1.3 people in each traveling party in Fall/Winter 2000-01 and the median length of stay was 5 days.)

Average and mode statistics are provided to give the reader a chance to use the data in different ways and to help the reader understand the data. For example, Table 12 shows that median expenditures per party per trip ($514) were lower than the average ($1,562). These numbers show that half of the parties spent less than $514 per trip and half spent more than that. There were enough "big spenders" to push the average well above this middle level.

[9] Accuracy differs for estimates of expenditures on different types of transportation or other subcategory because the number of visitors giving information on such expenditures varies significantly across subcategories.

**Table 12. In-State Expenditures Per Party Per Trip**
**Fall/Winter 2000-01**

| Average ($) | Median ($) |
|---|---|
| 1,562 | 514 |

Table 13 shows the distribution of expenditures within each expenditure category. This information gives the reader a clearer picture of whether the money spent within a given category was in small dollar amounts or large dollar amounts.

**Table 13. Distribution of In-State Expenditures by Traveling Parties Per Trip, by Category and Dollar Amount**
**Fall/Winter 2000-01**

| | Percent of Expenditures, by Category and Dollar Amount | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Expenditure Level | Lodging | Food & Drink | Transp. | Rec. | Alaska Native Arts and Crafts | Other Gifts | Clothing | Personal | Other |
| $1 - $100 | 16 | 37 | 57 | 77 | 67 | 64 | 75 | 91 | 77 |
| $101 - $200 | 19 | 28 | 18 | 11 | 16 | 23 | 17 | 6 | 11 |
| $201 - $300 | 25 | 9 | 11 | 3 | 7 | 6 | 4 | 0 | 6 |
| $301 - $400 | 10 | 10 | 4 | 4 | 6 | 4 | 0 | 1 | 0 |
| $401- $500 | 7 | 4 | 5 | <1 | 1 | 1 | 2 | 2 | 0 |
| $501 - $1,000 | 16 | 9 | 4 | 1 | 0 | 3 | 1 | 0 | 4 |
| $1,001 and above | 6 | 2 | 3 | 3 | 3 | <1 | 0 | 0 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Note: Percentages may not sum to 100 due to rounding.

Table 14 presents the same data in a different format. This table shows average and median responses for expenditures, by expenditure category.

**Table 14. In-State Expenditures Per Party Per Trip, by Expenditure Category**
**Fall/Winter 2000-01**

| Expenditure Category | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Lodging | 406 | 241 |
| Food and Beverage | 224 | 143 |
| Transportation | 175 | 80 |
| Recreation | 134 | 30 |
| Alaska Native Arts and Crafts | 290 | 50 |
| Gifts/Souvenirs | 110 | 63 |
| Clothing | 80 | 57 |
| Personal | 38 | 13 |
| Other | 104 | 29 |

The following set of tables show the same information – expenditures overall and by expenditure category, but with divisions to show this information by mode of entry, trip purpose, and place of origin. (When looking at tables that show expenditures by mode of entry, it may be important to recall that expenditures made to AMHS are included. Similar expenditures – such as the cost of an airline ticket – are not included in other categories.)

**Table 15. In-State Expenditures Per Party Per Trip, by Mode of Entry**
**Fall/Winter 2000-01**

| Mode of Entry | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Domestic Air | 1,563 | 520 |
| International Air[a] | 1,440 | 1,500 |
| Ferry | 1,840 | 568 |
| Highway | 1,302 | 213 |

[a] Expenditure data for International Air visitors is based on the return of 5 VES.

The expense of traveling to Alaska is not captured in the VES or covered in this report, except for ferry travel. The cost of traveling to Alaska on the Alaska Marine Highway System is counted as an in-state expenditure. The cost of airline tickets, gas used on the way to Alaska, and similar expenses are not included.

**Table 16. Median In-State Expenditures Per Party Per Trip**
**by Expenditure Category and Mode of Entry**
**Fall/Winter 2000-01**

| Expenditure Category | Median Expenditures by Mode of Entry ($) | | | |
|---|---|---|---|---|
| | Domestic Air | International Air[a] | Ferry | Highway |
| Lodging | 244 | 465 | 204 | 149 |
| Food and Beverage | 144 | 100 | 185 | 78 |
| Transportation | 80 | 10 | 200 | 99 |
| Recreation | 29 | 431 | 40 | 180 |
| Alaska Native Arts & Crafts | 44 | 0 | 59 | 140 |
| Other Gifts/Souvenirs | 66 | 60 | 33 | 45 |
| Clothing | 50 | 65 | 23 | 126 |
| Personal | 13 | 31 | 22 | 10 |
| Other | 30 | 75 | 18 | 16 |

[a] Expenditure data for International Air visitors is based on the return of only 5 VES.

### Table 17. Total In-State Expenditures Per Party Per Trip, by Mode of Entry Fall/Winter 2000-01

| Level of Expenditure | Percent of Expenditures, by Mode of Entry and Dollar Amount | | | |
|---|---|---|---|---|
| | Domestic Air | International Air[a] | Ferry | Highway |
| $1 - $500 | 49 | 40 | 43 | 67 |
| $500 - $1,000 | 25 | 0 | 21 | 19 |
| $1,001 - $2,000 | 18 | 60 | 14 | 75 |
| $2,001 - $3,000 | 5 | 0 | 14 | 4 |
| $3,001 and above | 3 | 0 | 7 | 4 |
| Total | 100 | 100 | 100 | 100 |

Note: Totals may not sum to 100 because of rounding.

[a] Expenditure data for International Air visitors is based on the return of 5 VES.

### Table 18. In-State Expenditures Per Party Per Trip, by Trip Purpose Fall/Winter 2000-01

| Trip Purpose | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Business Only | 1,151 | 448 |
| Business/Pleasure | 1,111 | 640 |
| Vacation/Pleasure | 2,057 | 721 |
| VFR | 1,551 | 384 |

### Table 19. Median In-State Expenditures Per Party Per Trip by Expenditure Category and Trip Purpose Fall/Winter 2000-01

| Expenditure Category | Business Only | Business/Pleasure | Vacation/Pleasure | VFR |
|---|---|---|---|---|
| Lodging | 238 | 400 | 251 | 121 |
| Food and Beverage | 108 | 171 | 220 | 156 |
| Transportation | 100 | 117 | 84 | 36 |
| Recreation | 22 | 10 | 50 | 37 |
| Alaska Native Arts & Crafts | 65 | 50 | 69 | 40 |
| Other Gifts/Souvenirs | 47 | 60 | 78 | 44 |
| Clothing | 50 | 29 | 67 | 58 |
| Personal | 8 | 14 | 14 | 18 |
| Other | 22 | 66 | 20 | 49 |

**Table 20. Total In-State Expenditures Per Party Per Trip, by Trip Purpose Fall/Winter 2000-01**

| Level of Expenditure | Percent of Expenditures, by Trip Purpose and Dollar Amount | | | |
|---|---|---|---|---|
| | Business Only | Business and Pleasure | Vacation and Pleasure | Visiting Friends and Relatives |
| $1 - $500 | 56 | 41 | 31 | 65 |
| $501 - $1,000 | 19 | 40 | 31 | 15 |
| $1,001 - $2,000 | 19 | 12 | 23 | 16 |
| $2,001 - $3,000 | 5 | 7 | 9 | <1 |
| $3,001 and above | 1 | <1 | 6 | 4 |
| Total | 100 | 100 | 100 | 100 |

Note: Totals may not sum to 100 because of rounding.

**Table 21. In-State Expenditures Per Party Per Trip, by Place of Origin Fall/Winter 2000-01**

| Place of Origin | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| United States | 1,579 | 514 |
| Canada | 1,412 | 430 |
| Other Countries [a] | 1,392 | 802 |

[a] Results for Other Countries are based on 25 VES responses.

Expenditures are not shown for mode use (combining mode of entry and mode of exit) due to the limitations of making reasonable estimates with small samples. Most visitors in Fall/Winter arrive and depart by domestic air. In Fall/Winter, very few visitors arrive by one mode and depart by another mode, which leaves very small samples for certain mode combinations.

Similarly, data are not shown for expenditures by visitor type AND purpose of trip (expenditures are shown by visitor type and, separately, by purpose of trip). The process of sorting the data once by visitor type and further dividing each type by purpose of trip results in problems with small samples. (See Appendix B.)

## 2.3 Expenditures Made by Individual Visitors

This part of the report is divided into two subsections, one to show expenditures per person per trip and one to show expenditures per person per night. All figures have been weighted to account for the fact that each traveling party has a unique set of expenditures, parties differ in size, and parties length of stay in Alaska. All figures have been rounded to the nearest dollar.

The sequence of tables in the following two subsections is the same as the sequence provided above (the tables that show expenditures per party per trip).

### 2.3.1 Expenditures Per Person Per Trip

Table 22 shows average and median expenditures per person per trip. The difference in the average and median values shows the influences of large expenditures that may be made by a

relatively small number of visitors. Table 23 shows the distribution of expenditures made by visitors, with expenditures shown per person per trip.

**Table 22. In-State Expenditures Per Person Per Trip**
**Fall/Winter 2000-01**

| Average ($) | Median ($) |
|---|---|
| 1,284 | 400 |

**Table 23. Distribution of Expenditures by Person Per Trip by Category and Dollar Amount**
**Fall/Winter 2000-01**

| Expenditure Level | Percent of Expenditures, by Category and Dollar Amount | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Lodging | Food & Drink | Transp. | Rec. | Alaska Native Arts & Crafts | Other Gifts | Clothing | Personal | Other |
| $1 - $100 | 25 | 47 | 63 | 83 | 75 | 77 | 85 | 93 | 80 |
| $101 - $200 | 21 | 28 | 15 | 11 | 11 | 16 | 11 | 4 | 10 |
| $201 - $300 | 21 | 10 | 10 | 1 | 7 | 1 | 1 | 1 | 4 |
| $301 - $400 | 11 | 6 | 3 | <1 | 4 | 2 | 0 | 1 | 2 |
| $401- $500 | 7 | 2 | 3 | <1 | 0 | 1 | 1 | 1 | 0 |
| $501 - $1,000 | 11 | 6 | 4 | 2 | <1 | 2 | 1 | 0 | 2 |
| $1,001 and above | 5 | 1 | 2 | 2 | 3 | <1 | 0 | 0 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Note: Totals may not sum to 100 due to rounding.

The following set of tables shows expenditures per person per trip, by expenditure category, mode of entry, trip purpose, and place of origin. The order of the tables is the same as in the preceding subsection.

### Table 24. In-State Expenditures Per Person Per Trip, by Expenditure Category Fall/Winter 2000-01

| Expenditure Category | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Lodging | 328 | 208 |
| Food and Beverage | 173 | 116 |
| Transportation | 144 | 50 |
| Recreation | 109 | 22 |
| Alaska Native Arts and Crafts | 271 | 35 |
| Gifts/Souvenirs | 80 | 43 |
| Clothing | 60 | 31 |
| Personal | 30 | 9 |
| Other | 88 | 20 |

### Table 25. In-State Expenditures Per Person Per Trip, by Mode of Entry Fall/Winter 2000-01

| Mode of Entry | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Domestic Air | 1,301 | 410 |
| International Air[a] | 1,097 | 634 |
| Ferry | 1,000 | 368 |
| Highway | 752 | 136 |

[a] Expenditure data for International Air visitors is based on the return of 5 VES.

The expense of traveling to Alaska is not captured in the VES or covered in this report, except for ferry travel. The cost of traveling to Alaska on the Alaska Marine Highway System is counted as an in-state expenditure. The cost of airline tickets, gas used on the way to Alaska, and similar expenses are not included.

### Table 26. Median In-State Expenditures Per Person Per Trip by Expenditure Category and Mode of Entry Fall/Winter 2000-01

| Expenditure Category | Domestic Air | International Air[a] | Ferry | Highway |
|---|---|---|---|---|
| Lodging | 234 | 401 | 175 | 63 |
| Food and Beverage | 120 | 100 | 112 | 39 |
| Transportation | 51 | 10 | 122 | 42 |
| Recreation | 22 | 327 | 22 | 45 |
| Alaska Native Arts & Crafts | 35 | 0 | 29 | 70 |
| Other Gifts/Souvenirs | 43 | 60 | 20 | 22 |
| Clothing | 30 | 65 | 21 | 63 |
| Personal | 9 | 31 | 11 | 5 |
| Other | 20 | 75 | 13 | 6 |

[a] Expenditure data for International Air visitors is based on the return of only 5 VES.

### Table 27. Total In-State Expenditures Per Person Per Trip, by Mode of Entry Fall/Winter 2000-01

| Level of Expenditure | Percent of Expenditures, by Mode of Entry and Dollar Amount | | | |
|---|---|---|---|---|
| | Domestic Air | International Air[a] | Ferry | Highway |
| $1 - $500 | 59 | 40 | 61 | 85 |
| $500 - $1,000 | 21 | 20 | 16 | 7 |
| $1,001 - $2,000 | 14 | 40 | 16 | 0 |
| $2,001 - $3,000 | 3 | 0 | 3 | 7 |
| $3,001 and above | 3 | 0 | 5 | 0 |
| Total | 100 | 100 | 100 | 100 |

Note: Totals may not sum due to rounding.

[a] Expenditure data for International Air visitors is based on the return of only 5 VES.

### Table 28. In-State Expenditures Per Person Per Trip, by Trip Purpose Fall/Winter 2000-01

| Trip Purpose | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Business Only | 1,071 | 433 |
| Business/Pleasure | 778 | 445 |
| Vacation/Pleasure | 1,564 | 569 |
| VFR | 1,308 | 316 |

### Table 29. Median In-State Expenditures Per Person Per Trip by Expenditure Category and Trip Purpose Fall/Winter 2000-01

| Expenditure Category | Business Only ($) | Business/Pleasure ($) | Vacation/Pleasure ($) | VFR ($) |
|---|---|---|---|---|
| Lodging | 237 | 278 | 208 | 73 |
| Food and Beverage | 100 | 118 | 123 | 107 |
| Transportation | 97 | 60 | 75 | 29 |
| Recreation | 20 | 7 | 45 | 33 |
| Alaska Native Arts & Crafts | 40 | 50 | 48 | 22 |
| Other Gifts/Souvenirs | 40 | 45 | 57 | 34 |
| Clothing | 40 | 7 | 40 | 30 |
| Personal | 8 | 7 | 9 | 12 |
| Other | 22 | 66 | 15 | 20 |

**Table 30. Total In-State Expenditures Per Person Per Trip, by Trip Purpose**
**Fall/Winter 2000-01**

| Level of Expenditure | Percent of Expenditures, by Trip Purpose and Dollar Amount | | | |
|---|---|---|---|---|
| | Business Only | Business and Pleasure | Vacation and Pleasure | Visiting Friends and Relatives |
| $1 - $500 | 57 | 58 | 47 | 78 |
| $500 - $1,000 | 22 | 30 | 23 | 10 |
| $1,001 - $2,000 | 16 | 12 | 18 | 76 |
| $2,001 - $3,000 | 3 | 0 | 6 | 0 |
| $3,001 and above | 1 | <1 | 5 | 4 |
| Total | 100 | 100 | 100 | 100 |

Note: Totals may not sum due to rounding.

**Table 31. In-State Expenditures Per Person Per Trip, by Place of Origin**
**Fall/Winter 2000-01**

| Place of Origin | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| United States | 1,297 | 396 |
| Canada | 1,230 | 284 |
| Other Countries [a] | 1,075 | 512 |

[a] Expenditure data for visitors from other countries is based on 25 VES responses.

### 2.3.2 Expenditures Per Person Per Night

Table 32 shows average and median expenditures per person per night. Figures have been rounded to the nearest dollar. Table 33 shows the distribution of expenditures made per person per night.

**Table 32. In-State Expenditures Per Person Per Night**
**Fall/Winter 2000-01**

| Average ($) | Median ($) |
|---|---|
| 137 | 26 |

**Table 33. Distribution of Expenditures Per Person Per Night by Expenditure Category and Dollar Amount Fall/Winter 2000-01**

| Expenditure Level | Percent of Expenditures, by Category and Dollar Amount | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Lodging | Food & Drink | Transp. | Rec. | Alaska Native Arts and Crafts | Other Gifts | Clothing | Personal | Other |
| $1 - $100 | 94 | 98 | 98 | 99 | 99 | 100 | 100 | 100 | 100 |
| $101 - $200 | 5 | 2 | 1 | 1 | 0 | <1 | 0 | 0 | 0 |
| $201 - $300 | 1 | <1 | <1 | 0 | 0 | 0 | 0 | 0 | 0 |
| $301 - $400 | 0 | 0 | <1 | 0 | 0 | 0 | 0 | 0 | 0 |
| $401- $500 | <1 | 0 | <1 | 0 | 0 | 0 | 0 | 0 | 0 |
| $501 - $1,000 | 0 | 0 | <1 | 0 | 0 | <1 | 0 | 0 | 0 |
| $1,001 and above | <1 | <1 | 0 | <1 | 1 | 0 | 0 | 0 | 0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Note: Totals may not sum to 100 due to rounding.

The following set of tables shows expenditures per person per night by category, mode of entry, trip purpose, and place of origin. The order of the tables is the same as in preceding subsections.

**Table 34. In-State Expenditures Per Person Per Night, by Expenditure Category Fall/Winter 2000-01**

| Expenditure Category | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Lodging | 41 | 26 |
| Food and Beverage | 19 | 10 |
| Transportation | 17 | 4 |
| Recreation | 10 | 2 |
| Alaska Native Arts and Crafts | 27 | 3 |
| Gifts/Souvenirs | 9 | 3 |
| Clothing | 5 | 2 |
| Personal | 3 | 1 |
| Other | 5 | 1 |

### Table 35. In-State Expenditures Per Person Per Night, by Mode of Entry Fall/Winter 2000-01

| Mode of Entry | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Domestic Air | 146 | 26 |
| International Air[a] | 52 | 54 |
| Ferry | 68 | 32 |
| Highway | 52 | 21 |

Note: The expense of traveling to Alaska is not captured in the VES or covered in this report, except for ferry travel. The cost of traveling to Alaska on the Alaska Marine Highway System is counted as an in-state expenditure. The cost of airline tickets, gas used on the way to Alaska, and similar expenses are not included.

[a] Expenditure data for International Air visitors is based on the return of only 5 VES.

### Table 36. Median In-State Expenditures Per Person Per Night, by Expenditure Category and Mode of Entry Fall/Winter 2000-01

| | Domestic Air ($) | International Air[a] ($) | Ferry ($) | Highway ($) |
|---|---|---|---|---|
| Lodging | 30 | 23 | 5 | 1 |
| Food and Beverage | 11 | 3 | 11 | 2 |
| Transportation | 4 | <1 | 7 | 5 |
| Recreation | 2 | 20 | 1 | 4 |
| Alaska Native Arts & Crafts | 3 | 0 | <1 | 3 |
| Other Gifts/Souvenirs | 3 | 2 | 1 | 5 |
| Clothing | 2 | 2 | <1 | 3 |
| Personal | 1 | 1 | 1 | 1 |
| Other | 1 | 3 | 1 | <1 |

[a] Expenditure data for International Air visitors is based on the return of 5 VES.

### Table 37. Total In-State Expenditures Per Person Per Night, by Mode of Entry Fall/Winter 2000-01

| Level of Expenditure | Percent of Expenditures, by Mode of Entry and Dollar Amount | | | |
|---|---|---|---|---|
| | Domestic Air | International Air[a] | Ferry | Highway |
| $1 - $500 | 100 | 100 | 100 | 100 |
| $500 - $1,000 | <1 | 0 | <1 | 0 |
| $1,001 - $2,000 | 0 | 0 | <1 | 0 |
| $2,001 - $3,000 | <1 | 0 | 0 | 0 |
| $3,001 and above | <1 | 0 | 0 | 0 |
| Total | 100 | 100 | 100 | 100 |

Notes: The expense of traveling to Alaska is not captured in the VES or covered in this report, except for ferry travel. The cost of traveling to Alaska on the Alaska Marine Highway System is counted as an in-state expenditure. The cost of airline tickets, gas used on the way to Alaska, and similar expenses are not included.

Totals may not sum to 100 due to rounding.

[a] Expenditure data for International Air visitors is based on the return of only 5 VES.

### Table 38. In-State Expenditures Per Person Per Night, by Trip Purpose Fall/Winter 2000-01

| Trip Purpose | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| Business Only | 125 | 33 |
| Business/Pleasure | 110 | 16 |
| Vacation/Pleasure | 174 | 66 |
| Visiting Friends & Relatives | 135 | 8 |

### Table 39. Median In-State Expenditures Per Person Per Night by Expenditure Category and Trip Purpose Fall/Winter 2000-01

| Expenditure Category | Business Only ($) | Business/Pleasure ($) | Vacation/Pleasure ($) | VFR ($) |
|---|---|---|---|---|
| Lodging | 31 | 66 | 23 | 11 |
| Food and Beverage | 14 | 2 | 18 | 6 |
| Transportation | 2 | 6 | 5 | 3 |
| Recreation | 2 | <1 | 4 | 2 |
| Alaska Native Arts & Crafts | 5 | <1 | 3 | 2 |
| Other Gifts/Souvenirs | 6 | 1 | 5 | 2 |
| Clothing | 4 | <1 | 5 | 3 |
| Personal | 1 | <1 | 1 | <1 |
| Other | <1 | 3 | 1 | 1 |

### Table 40. Total In-State Expenditures Per Person Per Night, by Trip Purpose
### Fall/Winter 2000-01

| Level of Expenditure | Percent of Expenditures, by Trip Purpose and Dollar Amount | | | |
|---|---|---|---|---|
| | Business Only | Business and Pleasure | Vacation and Pleasure | Visiting Friends and Relatives |
| $1 - $500 | 100 | 100 | 100 | 100 |
| $500 - $1,000 | <1 | 0 | 0 | 0 |
| $1,001 - $2,000 | <1 | 0 | 0 | 0 |
| $2,001 - $3,000 | 0 | 0 | 0 | <1 |
| $3,001 and above | 0 | 0 | <1 | 0 |
| Total | 100 | 100 | 100 | 100 |

Note: Totals may not sum to 100 because of rounding.

### Table 41. In-State Expenditures Per Person Per Night, by Place of Origin
### Fall/Winter 2000-01

| Place of Origin | Average Expenditures ($) | Median Expenditures ($) |
|---|---|---|
| United States | 146 | 28 |
| Canada | 108 | 34 |
| Other Countries | 103 | 54 |

Note: Results for Other Countries are based on 25 VES responses.

# 3 Trends in Expenditures

It should be noted again that one of the changes from AVSP III to AVSP IV was a change in the instructions to visitors regarding how to record expenses. In the past, visitors were told to track their out-of-pocket expenditures. However, a variety of concerns with this approach led the consultant team to recommend that visitors record all expenditures made by their respective traveling party. Expenditures per person could then be calculated based on the group size.

The change in methodology means that expenditure data from 1993-94 and earlier is not fully compatible with data collected in 2000-01. It should be noted, however, that a record of out-of-pocket expenditures may or may not give a reliable estimate of what visitors actually spend. The decision was made to improve the data collection process rather than to continue with the previous method. Reasons for the change are explained in more detail in the Prologue to this report – in the subsection on changes to the AVSP.

Perhaps the most striking difference between expenditures estimated in Fall/Winter 1993-94 and Fall/Winter 2000-01 is the difference in total in-state expenditures by visitors for the season. The report, *Alaska Visitor Expenditures, Fall/Winter 1993-94*, offers an estimate of $87.4 million for total in-state expenditures by visitors. In comparison, Table 10 above gives an estimate of almost $326.8 million for Fall/Winter 2000-01. Figures in both years included direct expenditures made in Alaska by visitors, as well as expenditures for in-state tours and excursions, some of which were prepaid, and expenditures on travel to Alaska on the Alaska Marine Highway System – but not other modes.

The increase in total in-state spending by visitors suggests an average annual growth in visitor expenditures in Fall/Winter of approximately 18 percent. However, the average annual growth rate of visitor spending per night is only about 7 percent. Since average party size and trip length appear similar between the two survey years, it is uncertain what factors result in the large increase in total expenditures. The average annual increase in visitor arrivals was roughly 4 percent from Fall/Winter 1993-94 to Fall/Winter 2000-01. Inflation was closer to 3 percent per year. As a result, there is still an increase in total expenditures of more than 10 percent a year that needs to be explained.

One possible explanation is that the previous method for recording expenditures yielded low estimates. As noted in other parts of the report, this result was anticipated during the planning stages of AVSP IV and the methodology was revised.

It is also possible that differences in weighting are responsible for differences in estimates of total expenditures. This explanation deserves consideration because per party and per trip estimates in AVSP III and AVSP IV are quite similar. Unfortunately, no detailed information is available on the methodology used to weight previous response data.

Table 42 provides a comparison of visitor expenditures per person per trip and per person per night for 1993-94 and 2000-01. Due to the possibility that the real increase in expenditures is due to the change in methodology, additional comparisons between expenditures in 1993-94 and 2000-01 are not warranted.

## Table 42. Trends in In-State Expenditures Per Person Per Trip Fall/Winter 1993-94 and Fall/Winter 2000-01

| Description | Fall/Winter 1993-94 | Fall/Winter 2000-01 |
|---|---|---|
| **Expenditures Per Party** | | |
| Average Expenditures Per Party Per Trip | 676 | 1,562 |
| **Expenditures Per Person** | | |
| Average Expenditures Per Visitor Per Trip | 476 | 1,284 |
| Average Expenditures Per Visitor Per Night | 83 | 137 |

# 4 Regions Visited

The VOS included a section where visitors were asked to indicate the region or regions of Alaska they visited. The VOS included a map and list of communities in the different regions to help visitors with the questions. Despite this guidance, responses to questions about regions visited suggest that visitors may not have understood the question perfectly. For example, 50 percent of the Fall/Winter visitors indicated that they visited the Interior/Northern region. This percentage or rate of visitation seems high compared to the percent of visitors who arrived first in the Interior/Northern region. Arrival data show that roughly 10 percent of the Fall/Winter visitors had the Interior/Northern region as their first point of entry, including domestic and international air in Fairbanks and highway at Beaver Creek/Tok. The difference between 50 percent and 10 percent would have to be made up by in-state travel by visitors. While there is little data on in-state travel by visitors, it is hard to imagine that 80,000 visitors went from, say, Anchorage to Fairbanks during the Fall/Winter season. Visitors traveling to watch the Iditarod account for a portion of that and Japanese visitors total less than 10,000.

Concerns aside regarding the precision with which visitors answered questions about the different regions in Alaska – the following tables and figures summarize the responses.

Table 43 shows the total percentage of visitors that said they went to a particular region, whether they went to the region exclusively or other regions as well.

**Table 43. Regions Visited – All Visitors**
**Fall/Winter 1993-94 and 2000-01**

| | Percent | |
|---|---|---|
| **Regions Visited** | **1993-94** | **2000-01** |
| Denali/McKinley | 6 | 27 |
| Interior/Northern | 25 | 50 |
| Southeast | 16 | 47 |
| Southcentral | 80 | 52 |
| Southwest | 8 | 19 |

Source: 1993-94 data are taken from *Alaska Visitor Statistics Program III, Patterns, Opinions and Planning Fall/Winter 1993-94* prepared for the Alaska Division of Tourism, Department of Commerce & Economic Development, by McDowell Group. Data for 2000-01 collected for AVSP IV.

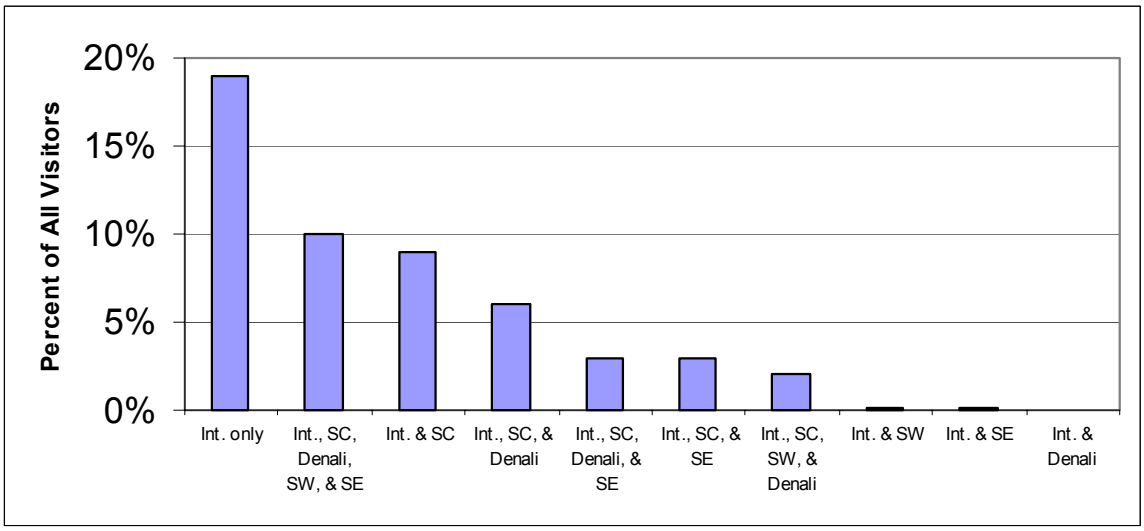
Table 44 shows all the combinations of regions that visitors identified in Fall/Winter 2000-01. Figure 2 shows the same information, but just for the subset of region combinations that include the Interior/Northern region. Variations of Figure 2 could be constructed to show the combinations that include other regions. The focus here is on the Interior/Northern regions simply because it was identified by visitors as the most visited region in Fall/Winter 2000-01.[10]

[10] It is possible the visitors to Alaska, who are unfamiliar with the distinctions of Southeast vs. Southcentral vs. Southwest and other regions view the major Southcentral and Interior/Northern region of Alaska as the Interior/Northern region.

**Table 44. Combinations of Regions Visited – All Visitors**
**Fall/Winter 2000-01**

| Regions Visited | Percent |
|---|---|
| Southeast, Southcentral, Southwest, Interior, & Denali | 11 |
| Southeast, Southcentral, & Southwest | 11 |
| Southeast & Southcentral | 22 |
| Southeast & Denali | 15 |
| Southeast only | 24 |
| Southcentral only | 12 |
| Southwest only | 2 |
| Interior/Northern only | 14 |
| Southeast, Southwest, Interior, & Denali | 11 |
| Southeast, Southcentral, Interior, & Denali | 14 |
| Southeast, Southcentral, & Interior | 17 |
| Southeast, Southcentral, & Denali | 15 |
| Southcentral, Southwest, Interior, & Denali | 13 |
| Southcentral, Southwest, & Interior | 13 |
| Southcentral, Interior, & Denali | 20 |
| Southcentral, Southwest, & Denali | 13 |
| Southcentral & Interior | 32 |
| Southcentral, Southwest, Interior, & Denali | 13 |
| Southeast & Interior | 19 |
| Southwest & Interior | 15 |
| Southwest & Southcentral | 15 |

**Figure 2. Combinations of Regions with Interior/Northern Region – All Visitors**
**Fall/Winter 2000-01**



# 5 Visitor Opinions and Trends in Fall/Winter 2000-01

This section of the report provides a summary of the information collected with the VOS in Fall/Winter 2000-01 and makes some comparisons with 1993-94. The information in this section is based on 267 returned VOS. In comparison, there were 425 VOS collected in Fall/Winter 1993-94. More than twice as many people were asked in Fall/Winter 2000-01 to complete the VOS compared to Fall/Winter 1993-94, and more incentives were used to get visitors to return a completed questionnaire. Still, the number of VOS returned was smaller. The response rate is comparable to other cruise-related surveys conducted in recent years (See Appendix A). The tables in this section are ordered in the same manner as the questions were on the VOS.

## 5.1 Overall Visitor Experience

The first section of the VOS asked a series of questions about the overall visitor experience. Visitors were asked to rate various aspects of their experiences in terms of value and expectations on a seven-point scale.

Average and median responses are given for each category in the value for money section of the VOS and the expectations section. In these cases, information is not provided for different subsets of the visitor population due to small sample sizes. For example, value for money comparisons are not given for accommodations or sightseeing/attractions for visitors that arrive by different modes or who are traveling for different purposes. Not all visitors provided information on accommodations or sightseeing/attractions, because those categories were not relevant for all visitors. The effective sample is too small to support meaningful statistics when the data set is simultaneously sorted to focus on subparts of questions, where not all visitors respond to the subparts, and a subset of the visitor population.[11]

### 5.1.1 Comparison of Overall Alaska Trip Ratings, Value for Money, and Expectations

Table 45 provides a summary of trip ratings given by visitors in Fall/Winter 1993-94 and Fall/Winter 2000-01 comparing their overall Alaska trip rating with value for money and their expectations.

[11] The margins of error around such statistics would be more than +/- 10 percent even at the 90 percent level. Including the statistics in the report could give a false sense of accuracy.

**Table 45. Average Alaska Trip Ratings – by Visitor/Trip Characteristic**
**All Visitors – Fall/Winter 2000-01**
**(1 to 7 scale with 1= Poor and 7 = Excellent)**

| | Overall Alaska Trip Rating | | Value for Money | | Compared to Expectations | |
|---|---|---|---|---|---|---|
| **Visitor/Trip Characteristic** | **1993-94** | **2000-01** | **1993-94** | **2000-01** | **1993-94** | **2000-01** |
| **Overall** | 5.7 | 5.8 | 4.9 | 5.0 | 5.4 | 5.6 |
| **Trip Purpose** | | | | | | |
| Business Only | 5.5 | 5.7 | 4.7 | 4.8 | 5.2 | 5.4 |
| Business/Pleasure | 5.9 | 5.9 | 5.1 | 5.7 | 5.6 | 6.2 |
| Vacation/Pleasure | 6.1 | 5.9 | 5.3 | 5.0 | 5.6 | 5.7 |
| VFR | 6.1 | 5.8 | 5.2 | 4.8 | 5.7 | 5.6 |
| **Mode of Entry** | | | | | | |
| Domestic Air | 5.7 | 5.8 | 4.9 | 5.0 | 5.4 | 5.6 |
| International Air[a] | 5.5 | 5.0 | 4.9 | 5.5 | 5.3 | 6.5 |
| Highway | 5.6 | 5.8 | 5.2 | 4.5 | 5.4 | 5.2 |
| Ferry | 5.9 | 6.1 | 5.3 | 5.0 | 5.6 | 5.8 |
| **Travel Type** | | | | | | |
| Independent | 5.7 | 5.7 | 4.9 | 4.9 | 5.4 | 5.5 |
| Inde-package | 5.7 | 6.2 | 5.6 | 5.5 | 5.3 | 6.1 |
| Package | 6.0 | 6.0 | 5.3 | 5.0 | 5.8 | 5.9 |
| **Region Visited** | | | | | | |
| Denali / McKinley | 6.0 | 5.9 | 5.0 | 5.1 | 6.7 | 5.7 |
| Interior | 5.6 | 5.8 | 4.9 | 4.8 | 5.3 | 5.5 |
| Southeast | 5.7 | 5.7 | 4.9 | 5.0 | 5.2 | 5.6 |
| Southcentral | 5.7 | 5.9 | 4.9 | 5.1 | 5.4 | 5.7 |
| Southwest | 6.3 | 5.6 | 5.1 | 5.0 | 5.7 | 5.4 |
| **Origin** | | | | | | |
| United States | na | 5.8 | na | 5.0 | Na | 5.6 |
| Canada | na | 6.0 | na | 4.9 | Na | 5.4 |
| Overseas | na | 5.0 | na | 4.0 | Na | 5.0 |

Source: 1993-94 data are taken from *Alaska Visitor Statistics Program III, Patterns, Opinions and Planning Fall/Winter 1993-94* prepared for the Alaska Division of Tourism, Department of Commerce & Economic Development, by McDowell Group. Data for 2000-01 collected for AVSP IV.

[a] Opinion data for International Air visitors is based on the return of only 3 VOS.

The following tables provide more detail about responses to major questions in the VOS, such as value for money and expectations. Not all visitors provided information by categories because those categories may not have been relevant for all visitors. When the number of completed VOS surveys is simultaneously sorted to focus on subparts of questions, where not all visitors respond

to the subparts, and a subset of the visitor population, the effective sample may be too small to support meaningful statistics.[12] As a result, caution should be used in interpreting these results.

Table 46 summarizes how visitors responded to the question, "In terms of value for the money, how does Alaska compare with other vacation destinations you've visited in the past 5 years?" Respondents were asked to provide a rating from 1 to 7 where 7 = better and 1 = worse. Table 46 shows the percentage of respondents for each value category.

**Table 46.Value for the Money Comparisons – All Visitors**
**Fall/Winter 2000-01**
**(1 = worse; 7 = better)**

| Value Category | Rating | | | | | | |
|---|---|---|---|---|---|---|---|
| | Worse | | | | | | Better |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | Percent of Responses | | | | | | |
| Overall | 1.1 | <1 | 9.9 | 19.0 | 37.4 | 21.1 | 10.8 |
| Accommodations | <1 | 1.9 | 11.6 | 27.8 | 29.5 | 14.9 | 13.8 |
| Transportation to Alaska | 3.6 | 6.6 | 9.6 | 20.0 | 20.5 | 23.2 | 16.6 |
| Transportation from Alaska | 4.8 | 5.8 | 10.3 | 21.9 | 21.1 | 22.6 | 13.6 |
| Transportation within Alaska | 2.6 | 3.2 | 8.8 | 25.1 | 23.4 | 21.9 | 15.1 |
| Sightseeing / Attractions | 0 | 3.5 | 4.4 | 12.4 | 17.8 | 32.8 | 29.2 |
| Tourist Activities | <1 | 2.0 | 6.1 | 24.8 | 26.2 | 27.9 | 12.8 |
| Food and Restaurants | 1.0 | 4.4 | 7.3 | 23.3 | 27.0 | 26.8 | 10.2 |
| Friendliness/Helpfulness | 0 | <1 | 1.0 | 10.0 | 15.4 | 37.2 | 35.9 |

Table 47 provides a summary of how visitors rated different elements of their trip compared to what they expected. Visitors were asked to give a low score if their experience was below what they expected and a high score if their experience was better than what they expected. Table 47 shows the percentage of respondents for each value category.

[12] The margins of error around such statistics would be more than +/- 10% even at the 90 percent level. Including the statistics in the report could give a false sense of accuracy.

**Table 47. Expectation Summary – All Visitors**
**Fall/Winter 2000-01**
**(1 = below; 7 = above)**

| Value Category | Rating | | | | | | |
|---|---|---|---|---|---|---|---|
| | Worse | | | | | | Better |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | Percent of Responses | | | | | | |
| Overall | <1 | <1 | 2.0 | 13.5 | 27.7 | 32.7 | 23.5 |
| Accommodations | 0 | 1.2 | 8.1 | 24.6 | 29.2 | 22.5 | 14.5 |
| Transportation to Alaska | 3.7 | 3.9 | 3.9 | 29.9 | 18.7 | 22.4 | 17.6 |
| Transportation from Alaska | 3.7 | 5.0 | 6.0 | 28.1 | 19.4 | 21.7 | 16.1 |
| Transportation within Alaska | 1.4 | 2.6 | 3.6 | 32.5 | 20.0 | 23.5 | 16.4 |
| Sightseeing / Attractions | <1 | 2.9 | 3.5 | 16.6 | 16.5 | 32.0 | 27.6 |
| Tourist Activities | 1.4 | 3.0 | 3.9 | 21.6 | 24.2 | 29.8 | 15.9 |
| Food and Restaurants | <1 | 5.1 | 6.3 | 27.6 | 23.7 | 23.2 | 14.1 |
| Friendliness/Helpfulness | 0 | 2.1 | 1.1 | 11.3 | 18.6 | 32.1 | 34.8 |

Note: Rows may not sum to 100 due to rounding.

### 5.1.2 Likelihood of Recommending Alaska as a Vacation Destination and Likelihood of a Return Visit

Visitors were asked how likely they were to recommend Alaska as a vacation place to their friends, relatives, and business associates and how likely they were to visit Alaska again during the next five years. Respondents rated their likeliness to return to Alaska or to recommend Alaska on a scale of 1 to 7 with 1 being "very unlikely" and 7 being "very likely." Responses are presented by mode of arrival and by purpose of trip).

Approximately 61 percent of "All Visitors" responded that they were "very likely" to recommend Alaska as a vacation place to their friends, relatives, and business associates. Responses by mode of arrival ranged from a high of 78 percent of respondents arriving by ferry to a low of 56.5 percent of highway arrivals (Table 48). In terms of purpose of trip, approximately 75 percent of Vacation and Pleasure visitors responded that they are "very likely" to recommend Alaska while the response for Business Only visitors was 48 percent (Table 49).

**Table 48. Likelihood of Recommending Alaska as a Vacation Destination by Mode of Arrival Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| Response | Domestic Air | International Air[a] | Ferry | Highway | All Visitors |
| 1 Very Unlikely | <1 | 0 | 0 | 0 | <1 |
| 2 | <1 | 0 | 2.0 | 4.3 | <1 |
| 3 | 0 | 0 | 0 | 0 | 0 |
| 4 | 4.7 | 33.3 | 4.0 | 8.7 | 5.3 |
| 5 | 15.2 | 0 | 2.0 | 0 | 14.2 |
| 6 | 16.2 | 0 | 12.0 | 30.4 | 16.6 |
| 7 Very Likely | 60.7 | 66.7 | 78.0 | 56.5 | 60.7 |
| Don't Know/ Refused | 2.1 | 0 | 2.0 | 0 | 2.0 |
| Total | 100 | 100 | 100 | 100 | 100 |

[a] Opinion, patterns, and planning data for International Air visitors is based on the return of only 3 VOS.

**Table 49. Likelihood of Recommending Alaska as a Vacation Destination by Purpose of Trip Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| Response | Business Only= | Business and Pleasure | Vacation and Pleasure | Visiting Friends and Relatives | All Visitors |
| 1 Very Unlikely | 1.2 | 0 | 0 | 0 | <1 |
| 2 | 0 | 3.1 | 1.1 | 0 | <1 |
| 3 | 0 | 0 | 0 | 0 | 0 |
| 4 | 6.2 | 4.4 | 6.2 | 3.8 | 5.3 |
| 5 | 18.6 | 9.3 | 13.1 | 11.4 | 14.2 |
| 6 | 23.2 | 8.6 | 8.4 | 17.2 | 16.8 |
| 7 Very Likely | 48.3 | 74.6 | 66.1 | 67.5 | 60.7 |
| Don't Know/ Refused | 2.5 | 0 | 5.2 | 0 | 2.0 |
| Total | 100 | 100 | 100 | 100 | 100 |

The VOS included a question asking how likely visitors were to visit Alaska again in the next five years for vacation or pleasure. Almost 52 percent of all visitors replied that they were "very likely" to visit Alaska again in the next 5 years. Approximately 51 percent of domestic air responded that they were "very likely" to visit again in the next 5 years, along with 67 percent of international air arrivals, 64 percent of ferry arrivals, and 57 percent of highway arrivals (Table 50). By purpose of trip, responses ranged from a low approximately 37 percent of Business Only travelers to a high of 65 percent for Vacation and Pleasure arrivals (Table 51).

**Table 50. Likelihood of Visiting Alaska Again for Vacation by Mode of Arrival Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| Response | Domestic Air | International Air[a] | Ferry | Highway | All Visitors |
| 1 - Very Unlikely | 5.8 | 0 | 2.0 | 4.3 | 5.6 |
| 2 | 4.2 | 0 | 0 | 4.3 | 4.1 |
| 3 | 2.6 | 0 | 2.0 | 0 | 2.5 |
| 4 | 6.3 | 0 | 2.0 | 4.3 | 6.1 |
| 5 | 11.5 | 0 | 14.0 | 4.3 | 11.1 |
| 6 | 11.0 | 0 | 8.0 | 21.7 | 11.3 |
| 7- Very Likely | 51.3 | 66.7 | 64.0 | 56.5 | 51.8 |
| Don't Know/ Refused | 7.3 | 33.3 | 8.0 | 4.3 | 7.6 |
| Total | 100 | 100 | 100 | 100 | 100 |

[a] Opinion, patterns, and planning data for International Air visitors is based on the return of only 3 VOS.

**Table 51. Likelihood of Visiting Alaska Again for Vacation by Purpose of Trip Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| Response | Business Only | Business and Pleasure | Vacation and Pleasure | Visiting Friends and Relatives | All Visitors |
| 1 - Very Unlikely | 7.4 | 3.1 | 6.3 | 3.8 | 5.6 |
| 2 | 5.0 | 6.2 | 1.0 | 3.8 | 4.1 |
| 3 | 5.0 | 0 | <1 | 1.9 | 2.5 |
| 4 | 3.7 | 9.3 | 3.7 | 9.5 | 6.1 |
| 5 | 21.0 | 10.6 | 5.6 | 0 | 11.1 |
| 6 | 13.6 | 6.6 | 12.6 | 9.6 | 11.3 |
| 7- Very Likely | 36.9 | 53.6 | 65.4 | 63.9 | 51.8 |
| Don't Know/ Refused | 7.4 | 10.6 | 5.4 | 7.6 | 7.6 |
| Total | 100 | 100 | 100 | 100 | 100 |

## 5.2 The Decision to Visit Alaska

This section of the VOS included questions about what prompted the decision to visit Alaska this year, the role of the media, and the source of information that was most influential in making the decision to visit Alaska.

### 5.2.1 What Prompted the Decision to Visit Alaska This Year

Visitors were asked an open ended question "What prompted you to actually decide to visit Alaska this year?" Visitors selected Alaska as a vacation designation for a wide variety of reasons ranging from attendance at the Left Coast Crime Convention to the response "It was time." The qualitative answers to this question cannot be easily quantified, but many of the answers can be grouped into categories and those categories can be ranked (Table 52).

A couple of categories stand out about the others—over 30 percent of the respondents replied that they were visiting Alaska this year on business. Another 30 percent responded that they were visiting Alaska to see family and friends. The next largest category is a loose grouping of approximately 9 percent of respondents who attributed their visit to Alaska this year with statements like "the time was right," "we have always wanted to go," or "wanted to see Alaska."

**Table 52. Visiting Alaska This Year Top Reasons – All Visitors**
**Fall/Winter 2000-01**

| |
|---|
| 1. Business |
| 2. Visiting family and friends |
| 3. Always wanted to see Alaska |
| 4. Making a return visit |
| 5. Wanted to see the Aurora |
| 6. Fishing or hunting |
| 7. Attend a special event |

### 5.2.2 Visiting Alaska Versus Other Destinations

Visitors were asked what other vacation destinations they had considered and why they chose Alaska over another destination. The top three other destinations considered were destinations in the Continental U.S. followed by destinations in Europe and then Canada.

The reasons given for choosing Alaska over other trip destinations varied considerably including reasons such as desire to see Northern Lights, "wanted to see something new," "closer to where I live," and "decided to travel in North America."

Two category of responses stand out:

1. Desire to travel with friends and family or visit friends and/or family.
2. Business or the opportunity to combine business and pleasure.

### 5.2.3 Information Sources that Influenced Your Decision

Questions were included on the VOS on recall of advertisements and sources of information.

#### 5.2.3.1 Recall of Advertisements

The VOS included questions about whether or not visitors recalled seeing or hearing any advertising for Alaska during the previous 12 months, and if so where. Approximately 66 percent of all respondents answered yes to this question (Table 53 and Table 54). Responses by mode of arrival ranged from a low of approximately 33 percent of International Air arrivals to a high of 87 percent of Highway arrivals. In terms of purpose of trip, responses ranged from a low of

approximately 62 percent of Business Only visitors to a high of approximately 73 percent of Vacation and Pleasure visitors.

**Table 53. Recall of Alaska Advertising by Mode of Arrival**
**Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| Response | Domestic Air | International Air[a] | Ferry | Highway | All Visitors |
| Yes | 65.4 | 33.3 | 70.0 | 87.0 | 65.9 |
| No | 26.7 | 66.7 | 20.0 | 8.7 | 26.5 |
| Don't Know/ Refused | 7.8 | 0 | 10.0 | 4.3 | 7.6 |
| Total | 100 | 100 | 100 | 100 | 100 |

[a] Opinion, patterns, and planning data for International Air visitors is based on the return of only 3 VOS.

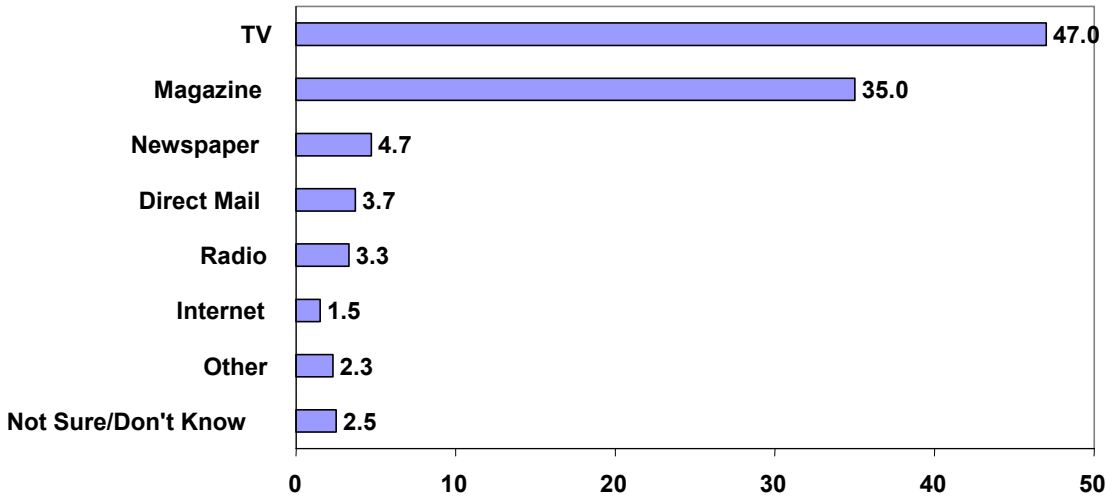
**Table 54. Recall of Alaska Advertising by Purpose of Trip**
**Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| Response | Business Only | Business and Pleasure | Vacation and Pleasure | Visiting Friends and Relatives | All Visitors |
| Yes | 61.6 | 66.2 | 72.5 | 67.6 | 65.9 |
| No | 28.5 | 33.8 | 21.0 | 22.8 | 26.5 |
| Don't Know/ Refused | 9.9 | 0 | 6.5 | 9.5 | 7.6 |
| Total | 100 | 100 | 100 | 100 | 100 |

### 5.2.3.2 Sources of Information

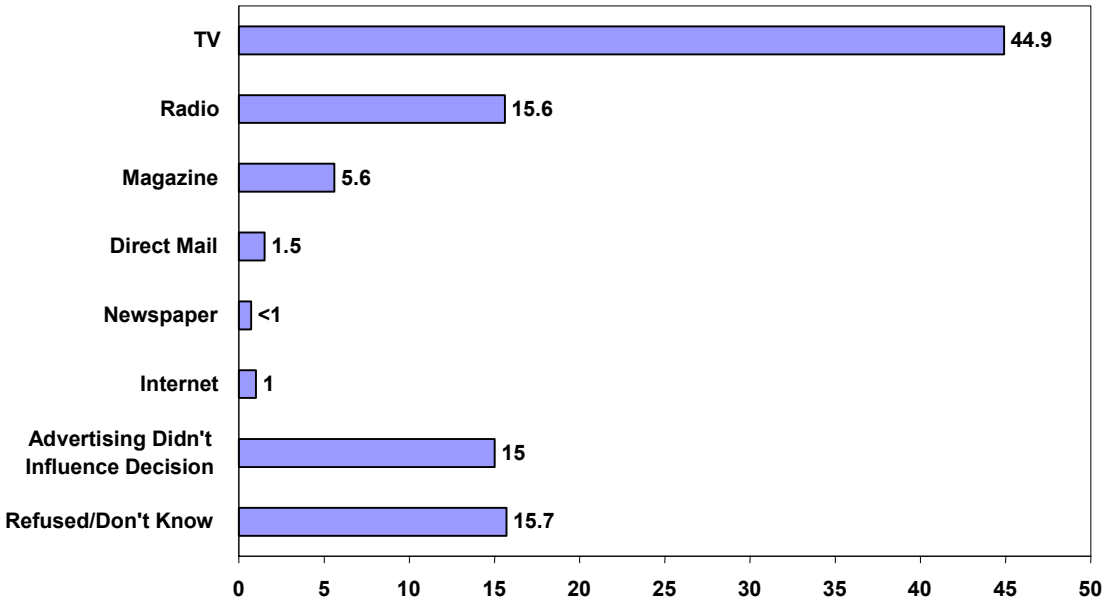
Visitors were also asked where they saw or heard advertising for Alaska (Figure 3). Of those respondents who reported seeing and/or hearing advertisements, 47 percent reported seeing television advertisements. Another 35 percent reported seeing magazine advertisements of articles on Alaska. Approximately 4 percent recalled receiving direct mail. Almost 5 percent recalled newspapers as an advertising source. Less than 2 percent recalled advertising on the Internet as a source of information.

**Figure 3. Advertising Sources—All Visitors**
**Fall/Winter 2000-01**




Visitors were asked which media source was most influential in making their decision to go to Alaska. Of those who recalled advertising, TV was the ONE most influential advertising source accounting for approximately 45 percent of the responses (Figure 4). However, 15 percent of the respondents acknowledged that advertising had no influence on the decision to visit Alaska.

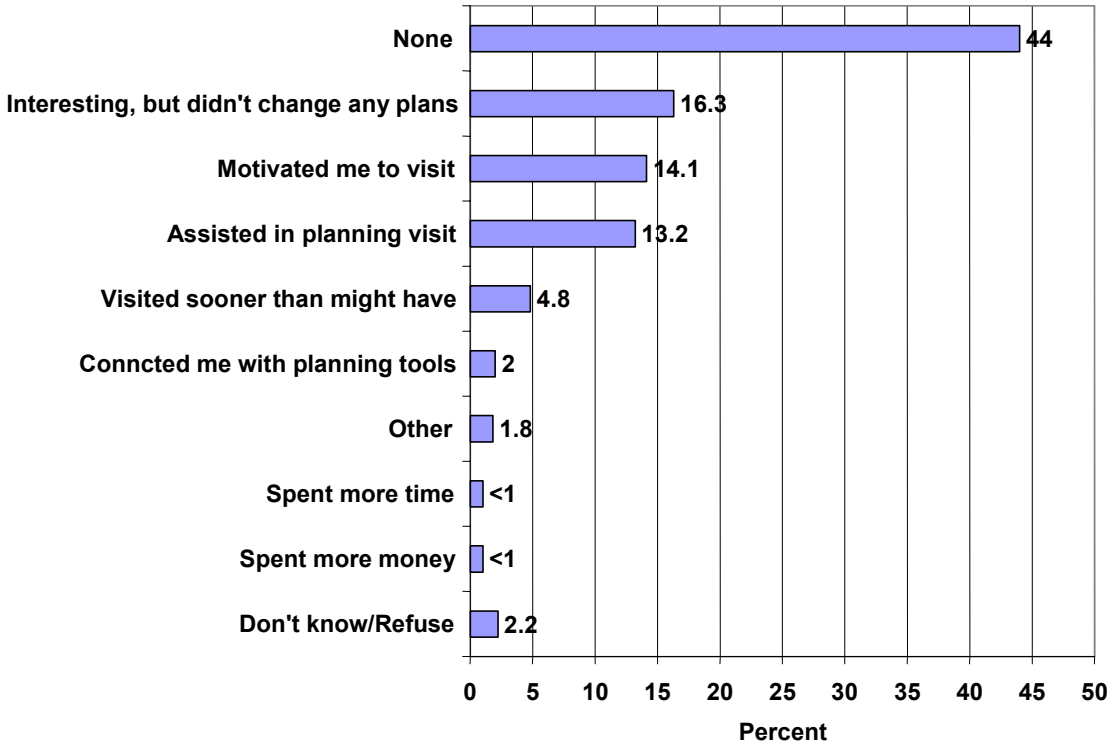
**Figure 4. ONE Most Influential Advertising Source—All Visitors**
**Fall/Winter 2000-01**




Visitors were also asked about the role of advertising in making their decision to go to Alaska. Of those respondents who recalled advertising, 44 percent reported that advertising had no role in their decision to visit Alaska (Figure 5). Just over 16 percent acknowledged that the advertising

was interesting but did not influence their decision. Approximately 13 percent responded that advertising assisted them in planning and almost 5 percent responded that they visited sooner than they might have.

**Figure 5. Role of Advertising in Decision to Visit Alaska – All Visitors Fall/Winter 2000-01**




## 5.3 Planning a Trip to Alaska

The VOS contained several questions about planning a trip to Alaska related to timing decisions, travel agents, use of frequent flyer miles, and information sources used for plans and arrangements including the use and influence of the Internet.

### 5.3.1 Planning and Travel Arrangement Timelines

Visitors were asked how long before their trip they decided what season and year they would make their trip. Lead time for "All Visitors" in Fall/Winter 2000-01 ranged from a low of 1 percent for those who decided to make their trip more than 2 years in advance to a high of 24 percent who decided 3 to 4 months in advance (Table 55). Almost 23 percent made their decision less than one month in advance.

Domestic Air travel visitors typically made their decision when to visit Alaska 3 to 4 months in advance of their trip (Table 55). However, 23 percent made their decision less than a month in advance. By purpose of trip, the largest portion of Business Only visitors made their decision to visit Alaska less than one month in advance of their trip (Table 56). Only 146 percent of Vacation

and Pleasure visitors and 24 of Visit Friends and Relatives made a similar decision less than a month in advance.

**Table 55. Alaska Trip Planning Timeline by Mode of Arrival**
**Fall/Winter 2000-01**

| Length of Time | Percent | | | | |
|---|---|---|---|---|---|
| | Domestic Air | International Air [a] | Ferry | Highway | All Visitors |
| Less than 1 month | 22.5 | 0 | 12.0 | 34.8 | 22.7 |
| 1 to 2 months | 21.5 | 33.3 | 22.0 | 13.0 | 21.3 |
| 3 to 4 months | 24.1 | 33.3 | 30.0 | 26.1 | 24.3 |
| 5 to 6 months | 12.6 | 33.3 | 10.0 | 8.7 | 12.7 |
| 7 to 11 months | 6.8 | 0 | 12.0 | 8.7 | 6.8 |
| 1 year to 2 years | 6.3 | 0 | 8.0 | 4.3 | 6.1 |
| More than 2 years | 1.0 | 0 | 2.0 | 0 | 1.0 |
| Don't Know/ Refused | 5.2 | 0 | 4.0 | 4.3 | 5.1 |
| Total | 100 | 100 | 100 | 100 | 100 |

[a] Opinion, patterns, and planning data for International Air visitors is based on the return of only 3 VOS.

**Table 56. Alaska Trip Planning Timeline by Purpose of Trip**
**Fall/Winter 2000-01**

| Length of Time | Percent | | | | |
|---|---|---|---|---|---|
| | Business Only | Business and Pleasure | Vacation and Pleasure | Visit Friends and Relatives | All Visitors |
| Less than 1 month | 31.4 | 9.7 | 13.6 | 23.6 | 22.7 |
| 1 to 2 months | 20.3 | 36.8 | 10.7 | 21.0 | 21.3 |
| 3 to 4 months | 23.5 | 28.5 | 19.4 | 26.6 | 24.3 |
| 5 to 6 months | 6.2 | 15.6 | 20.2 | 15.3 | 12.7 |
| 7 to 11 months | 9.9 | 3.1 | 7.5 | 3.8 | 6.8 |
| 1 year to 2 years | 3.7 | 3.1 | 19.6 | 1.9 | 6.1 |
| More than 2 years | 0 | 3.1 | 2.7 | 0 | 1.0 |
| Don't Know/ Refused | 5.0 | 0 | 6.3 | 7.6 | 5.1 |
| Total | 100 | 100 | 100 | 100 | 100 |

By mode of arrival (Table 57), approximately 39 percent of Domestic Air arrivals made their travel arrangements less than one month in advance of their trip with an additional 36 percent making their arrangements 1 to 2 months in advance. In contrast, approximately 61 percent of Highway arrivals made their travel arrangements less than one month in advance along with 28 percent of Ferry arrivals.

By purpose of trip (Table 58) 53 percent of Business Only visitors made their travel arrangements less than 1 month before their trip, while only 23 percent of Vacation and Pleasure visitors made their reservations in that time frame. Approximately 29 percent of Vacation and Pleasure visitors made their travel arrangements 1 to 2 months in advance, 19 percent 3 to 4 months in advance, and 13 percent 5 to 6 months.

**Table 57. Travel Arrangements Timeline by Mode of Arrival Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| Length of Time | Domestic Air | International Air [a] | Ferry | Highway | All Visitors |
| Less than 1 month | 39.3 | 33.3 | 28.0 | 60.9 | 40.0 |
| 1 to 2 months | 36.1 | 66.7 | 40.0 | 21.7 | 36.0 |
| 3 to 4 months | 13.6 | 0 | 18.0 | 4.3 | 13.1 |
| 5 to 6 months | 4.7 | 0 | 6.0 | 8.7 | 4.8 |
| 7 to 11 months | 4.7 | 0 | 4.0 | 0 | 4.4 |
| Don't Know/ Refused | 1.6 | 0 | 4.0 | 4.3 | 1.7 |
| Total | 100 | | 100 | 100 | 100 |

[a] Opinion, patterns, and planning data for International Air visitors is based on the return of only 3 VOS.

**Table 58. Travel Arrangements Timeline by Purpose of Trip Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| Length of Time | Business Only | Business and Pleasure | Vacation and Pleasure | Visit Friends and Relatives | All Visitors |
| Less than 1 month | 53.0 | 32.7 | 22.9 | 37.1 | 40.0 |
| 1 to 2 months | 32.2 | 47.4 | 28.8 | 39.9 | 36.0 |
| 3 to 4 months | 8.7 | 13.6 | 18.9 | 15.2 | 13.1 |
| 5 to 6 months | 1.2 | 6.2 | 12.6 | 3.8 | 4.8 |
| 7 to 11 months | 3.7 | 0 | 10.6 | 3.8 | 4.4 |
| Don't Know/ Refused | 1.2 | 0 | 6.2 | <1 | 1.7 |
| Total | 100 | 100 | 100 | 100 | 100 |

### 5.3.2 Use of Travel Agents

Approximately 36 percent of "All Visitors" used a travel agent to assist in planning or arranging their trip. By mode of arrival (Table 59), 38 percent of Domestic Air arrivals used the services of a travel agent and 20 percent of Ferry arrivals, while only 4 percent of Highway visitors used the services of a travel agent

By trip purpose (Table 60), use of a travel agent ranges from a low of 19 percent for Vacation and Pleasure travelers to a high of approximately 45 percent for Business Only visitors.

**Table 59. Use of Travel Agent by Mode of Arrival Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| Response | Domestic Air | International Air[a] | Ferry | Highway | All Visitors |
| Yes | 37.7 | 33.3 | 20.0 | 4.3 | 36.1 |
| No | 61.3 | 66.7 | 78.0 | 95.7 | 62.9 |
| Don't Know Refused | 1.0 | 0 | 2.0 | 0 | 1.0 |
| Total | 100 | 100 | 100 | 100 | 100 |

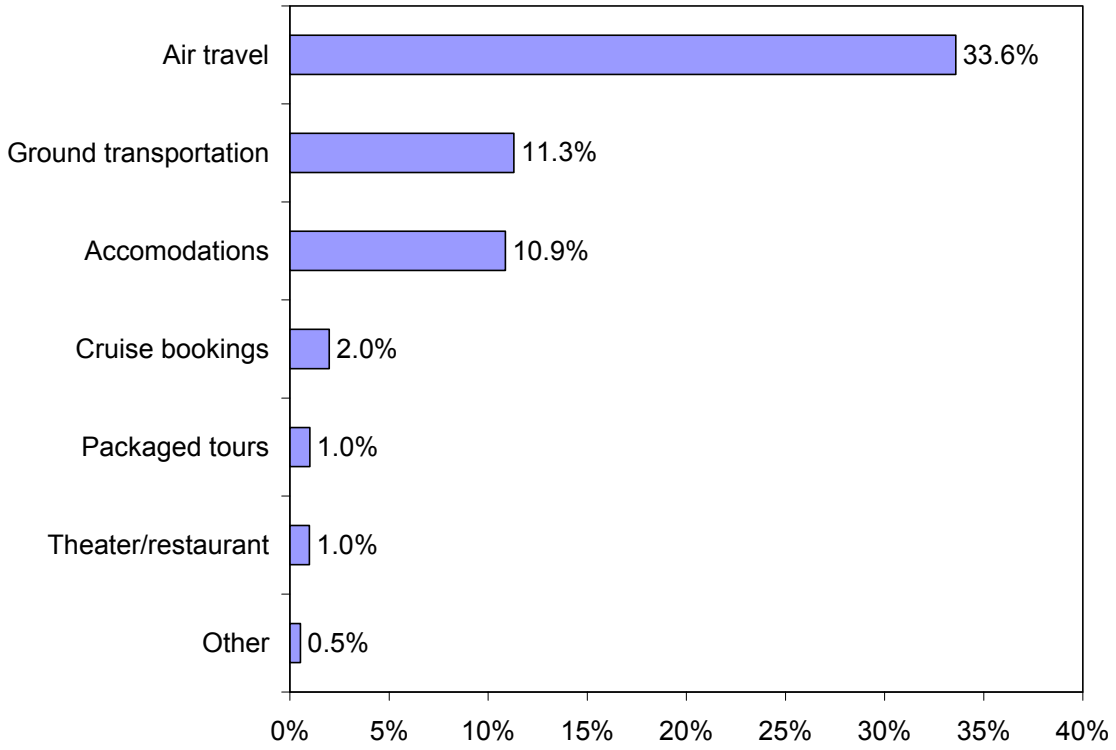
[a] Opinion, patterns, and planning data for International Air visitors is based on the return of only 3 VOS.

**Table 60. Use of Travel Agent Use of Travel Agent by Purpose of Trip Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| Response | Business Only | Business and Pleasure | Vacation and Pleasure | Visit Friends and Relatives | All Visitors |
| Yes | 44.6 | 32.3 | 18.7 | 38.0 | 36.1 |
| No | 55.4 | 67.7 | 76.0 | 61.9 | 62.9 |
| Don't Know/ Refused | 0 | 0 | 5.2 | <1 | 1.0 |
| Total | 100 | 100 | 100 | 100 | 100 |

Visitors used travel agents for making a variety of arrangements including air travel, train or bus ticketing, ground transportation, accommodations/lodging, packaged tours, cruise bookings, and theater or restaurant ideas or reservations. Respondents were asked to check any that applied. Approximately 34 percent of the respondents who reported use of a travel agent used the services of a travel agency to book their air travel. Just over 11 percent used a travel agent to arrange their ground transportation and almost 11 percent had a travel agent arrange for their accommodations.

**Figure 6. Type of Arrangements Made by Travel Agents**
**Fall/Winter 2000-01**




### 5.3.3 Frequent Flier Mileage

The use of frequent flier miles can be a source of significant savings for travelers to Alaska. Over 38 percent of "All Visitors" arriving by air reported use of frequent flier miles by a member of the traveling party. Approximately 41 percent of all Domestic Air arrival respondents reported use of frequent flier miles by a member of their traveling party (Table 61). Reported use by trip purpose, ranged from a low of 33 percent for Business Only visitors to a high of 46 percent for Vacation and Pleasure visitors (Table 62).

**Table 61. Use of Frequent Flier Miles by Traveling Party Members by Mode of Arrival**
**Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| | Domestic Air | International Air [a] | Ferry | Highway | All Visitors |
| Used Frequent Flier Mileage | 40.8 | 0 | 12.0 | 4.3 | 38.5 |
| Did Not Use Frequent Flier Mileage | 55.0 | 100.0 | 70.0 | 60.9 | 56.0 |
| Don't Know/Refused | 4.2 | 0 | 18.0 | 34.8 | 5.5 |
| Total | 100 | 100 | 100 | 100 | 100 |

[a] Opinion, patterns, and planning data for International Air visitors is based on the return of only 3 VOS.

**Table 62. Use of Frequent Flier Miles by Traveling Party Members by Purpose of Trip Fall/Winter 2000-01**

| | Percent | | | | |
|---|---|---|---|---|---|
| | Business Only | Business and Pleasure | Vacation and Pleasure | Visit Friends and Relatives | All Visitors |
| Used Frequent Flier Mileage | 33.4 | 37.5 | 45.8 | 41.8 | 38.5 |
| Did Not Use Frequent Flier Mileage | 64.1 | 49.7 | 43.7 | 56.2 | 56.0 |
| Don't Know/Refused | 2.5 | 12.8 | 10.6 | 2.0 | 5.5 |
| Total | 100 | 100 | 100 | 100 | 100 |

### 5.3.4 Trip Information Sources

Several questions on the VOS were devoted to determining what information sources visitors used for planning and arranging their Alaska trip and whether these sources were in planning the trip and/or during the trip (Table 63 and Table 64). The respondents who reported using a particular source were asked to rate the usefulness of the source. Table 63 and Table 64 report the percent of respondents who rated that source "very helpful" and the percent of individuals who identified the source as the "single most important source."

## Table 63. Trip Planning Sources by Mode of Arrival
## Fall/Winter 2000-01

| | Percent | | | | |
|---|---|---|---|---|---|
| | Domestic Air | International Air [a] | Ferry | Highway | All Visitors |
| **State of Alaska Official Vacation (Planner) Travel Guide** | | | | | |
| Used in planning trip | 18.6 | 33.3 | 23.9 | 37.5 | 19.7 |
| Used during trip | 10.3 | 0 | 19.6 | 25.0 | 10.8 |
| % who rated it very helpful | 66.7 | 100.0 | 66.7 | 57.1 | 66.8 |
| Single most important source | 2.9 | 0 | 5.9 | 14.3 | 3.6 |
| **Tourism North Highway/Ferry planner** | | | | | |
| Used in planning trip | 6.2 | 0 | 56.5 | 18.8 | 7.0 |
| Used during trip | 3.4 | 0 | 21.7 | 0 | 3.4 |
| % who rated it very helpful | 50.0 | 0 | 76.0 | 0 | 48.2 |
| Single most important source | 9.1 | 0 | 13.8 | 33.3 | 11.5 |
| **Travel books** | | | | | |
| Used in planning trip | 21.4 | 33.3 | 37.0 | 31.3 | 22.1 |
| Used during trip | 15.9 | 33.3 | 23.9 | 18.8 | 16.4 |
| % who rated it very helpful | 62.5 | 100.0 | 69.2 | 50.0 | 64.0 |
| Single most important source | 20.0 | 0 | 9.5 | 16.7 | 18.9 |
| **Friends or relatives** | | | | | |
| Used in planning trip | 53.8 | 33.3 | 37.0 | 37.5 | 52.7 |
| Used during trip | 28.3 | 66.7 | 13.0 | 6.3 | 28.0 |
| % who rated it very helpful | 79.4 | 0 | 57.1 | 60.0 | 76.5 |
| Single most important source | 38.1 | 100.0 | 35.3 | 16.7 | 38.9 |
| **Tour company, cruise line, airline** | | | | | |
| Used in planning trip | 6.9 | 33.3 | 8.7 | 0 | 7.1 |
| Used during trip | 2.1 | 33.3 | 0 | 0 | 2.5 |
| % who rated it very helpful | 44.4 | 0 | 66.7 | 0 | 44.6 |
| Single most important source | 16.7 | 100.0 | 50.0 | 0 | 23.0 |
| **Unsolicited brochures received in mail** | | | | | |
| Used in planning trip | 2.8 | 0 | 4.3 | 18.8 | 3.3 |
| Used during trip | 1.4 | 0 | 2.2 | 0 | 1.3 |
| % who rated it very helpful | 40.0 | 0 | 0 | 50.0 | 40.9 |
| Single most important source | 0 | 0 | 0 | 0 | 0 |
| **Magazine advertising** | | | | | |
| Used in planning trip | 9.0 | 0 | 4.3 | 6.3 | 8.7 |
| Used during trip | 3.4 | 0 | 2.2 | 0 | 3.2 |
| % who rated it very helpful | 63.6 | 0 | 0 | 0 | 63.3 |
| Single most important source | 13.3 | 0 | 0 | 0 | 12.9 |
| **Magazine articles** | | | | | |
| Used in planning trip | 9.7 | 0 | 15.2 | 6.3 | 9.4 |

| | Percent | | | | |
|---|---|---|---|---|---|
| | Domestic Air | International Air [a] | Ferry | Highway | All Visitors |
| Used during trip | 2.8 | 0 | 6.5 | 0 | 2.6 |
| % who rated it very helpful | 38.5 | 0 | 42.9 | 0 | 38.5 |
| Single most important source | 6.3 | 0 | 0 | 0 | 6.0 |
| **Newspaper advertising** | | | | | |
| Used in planning trip | 4.8 | 33.3 | 4.3 | 0 | 5.2 |
| Used during trip | 2.1 | 0 | 2.2 | 6.3 | 2.2 |
| % who rated it very helpful | 50.0 | 0 | 100.0 | 0 | 41.4 |
| Single most important source | 0 | 0 | 66.7 | 0 | <1 |
| **Newspaper travel articles** | | | | | |
| Used in planning trip | 4.8 | 0 | 8.7 | 12.5 | 5.1 |
| Used during trip | <1 | 0 | 2.2 | 0 | <1 |
| % who rated it very helpful | 20.0 | 0 | 0 | 0 | 18.5 |
| Single most important source | 14.3 | 0 | 0 | 50.0 | 17.5 |
| **Alaska Milepost magazine** | | | | | |
| Used in planning trip | 8.3 | 0 | 21.7 | 25.0 | 8.9 |
| Used during trip | 4.8 | 0 | 13.0 | 6.3 | 4.9 |
| % who rated it very helpful | 75.0 | 0 | 62.5 | 100.0 | 75.5 |
| Single most important source | 35.7 | 0 | 16.7 | 0 | 31.9 |
| **Television or travel shows** | | | | | |
| Used in planning trip | 4.1 | 33.3 | 2.2 | 25.0 | 5.5 |
| Used during trip | 0 | 0 | 0 | 0 | 0 |
| % who rated it very helpful | 50.0 | 100.0 | 0 | 100.0 | 69.4 |
| Single most important source | 0 | 0 | 0 | 0 | 0 |
| **No information sources used** | **24.1** | **0** | **8.0** | **30.4** | **23.9** |

[a] Opinion, patterns, and planning data for International Air visitors is based on the return of only 3 VOS.

## Table 64. Trip Planning Sources by Purpose of Trip
## Fall/Winter 2000-01

| | Percent | | | | |
|---|---|---|---|---|---|
| | Business Only | Business and Pleasure | Vacation and Pleasure | Visit Friends and Relatives | All Visitors |
| **State of Alaska Official Vacation (Planner) Travel Guide** | | | | | |
| Used in planning trip | 20.2 | 28.3 | 28.3 | 8.9 | 19.7 |
| Used during trip | 11.7 | 4.2 | 14.0 | 11.0 | 10.8 |
| % who rated it very helpful | 64.6 | 50.2 | 76.8 | 71.6 | 66.8 |
| Single most important source | 7.0 | 0 | 3.8. | 0 | 3.6 |
| **Tourism North Highway/Ferry planner** | | | | | |
| Used in planning trip | 8.1 | 14.3 | 2.4 | 4.8 | 7.0 |
| Used during trip | 3.7 | 8.3 | <1 | 2.4 | 3.4 |
| % who rated it very helpful | 45.7 | 1.5 | 71.4 | 98.4 | 48.2 |
| Single most important source | 31.3 | 0 | 6.8 | 1.6 | 11.5 |
| **Travel books** | | | | | |
| Used in planning trip | 23.9 | 28.2 | 27.5 | 13.2 | 22.1 |
| Used during trip | 14.8 | 29.3 | 14.1 | 13.0 | 16.4 |
| % who rate it very helpful | 60.0 | 57.3 | 71.3 | 69.8 | 64.0 |
| Single most important source | 28.7 | 34.5 | <1 | 9.0 | 18.9 |
| **Friends or relatives** | | | | | |
| Used in planning trip | 43.0 | 59.0 | 32.7 | 73.8 | 52.7 |
| Used during trip | 22.1 | 29.2 | 17.9 | 41.0 | 28.0 |
| % who rated it very helpful | 65.5 | 69.7 | 98.6 | 80.3 | 76.5 |
| Single most important source | 34.1 | 26.4 | 34.9 | 48.4 | 38.9 |
| **Tour company, cruise line, airline** | | | | | |
| Used in planning trip | 12.9 | 4.2 | 6.8 | 2.1 | 7.1 |
| Used during trip | 1.8 | 4.2 | 3.3 | 2.1 | 2.5 |
| % who rate it very helpful | 40.0 | 0 | 98.7 | 100.0 | 44.6 |
| Single most important source | 14.3 | 0 | 34.2 | 97.3 | 23.0 |
| **Unsolicited brochures received in mail** | | | | | |
| Used in planning trip | 3.7 | 5.7 | 2.6 | 2.2 | 3.3 |
| Used during trip | 3.7 | 0 | <1 | 0 | 1.3 |
| % who rate it very helpful | 33.3 | 27.3 | 0 | 100.0 | 40.9 |
| Single most important source | 0 | 0 | 0 | 0 | 0 |
| **Magazine advertising** | | | | | |
| Used in planning trip | 9.2 | 16.7 | 11.1 | 2.3 | 8.7 |
| Used during trip | 7.4 | 0 | 3.4 | 0 | 3.2 |
| % who rate it very helpful | 80.0 | 33.3 | 98.7 | 0 | 63.3 |
| Single most important source | 28.6 | 0 | 0 | 0 | 12.9 |
| **Magazine articles** | | | | | |
| Used in planning trip | 9.2 | 22.4 | 10.3 | 2.3 | 9.4 |

| | Percent | | | | |
|---|---|---|---|---|---|
| | Business Only | Business and Pleasure | Vacation and Pleasure | Visit Friends and Relatives | All Visitors |
| Used during trip | 5.5 | 0 | <1 | 2.2 | 2.6 |
| % who rate it very helpful | 33.3 | 33.3 | 50.0 | 49.4 | 38.5 |
| Single most important source | 16.7 | 0 | 0 | 0 | 6.0 |
| **Newspaper advertising** | | | | | |
| Used in planning trip | 5.5 | 4.2 | 6.5 | 4.4 | 5.2 |
| Used during trip | 5.5 | 0 | 1.3 | 0 | 2.2 |
| % who rate it very helpful | 50.0 | 0 | 3.8 | 100.0 | 41.4 |
| Single most important source | 0 | 0 | 1.1 | 1.3 | <1 |
| **Newspaper travel articles** | | | | | |
| Used in planning trip | 5.5 | 9.9 | 8.0 | <1 | 5.1 |
| Used during trip | 1.8 | 0 | 0 | <1 | <1 |
| % who rate it very helpful | 33.3 | 0 | 0 | 0 | 18.5 |
| Single most important source | 33.3 | 0 | 15.5 | 0 | 17.5 |
| **Alaska Milepost magazine** | | | | | |
| Used in planning trip | 5.5 | 16.7 | 18.6 | 2.4 | 8.9 |
| Used during trip | 3.7 | 4.2 | 8.1 | 4.5 | 4.9 |
| % who rate it very helpful | 66.7 | 50.0 | 98.5 | 98.7 | 75.5 |
| Single most important source | 0 | 25.0 | 45.6 | 46.9 | 31.9 |
| **Television or travel shows** | | | | | |
| Used in planning trip | 5.5 | 9.9 | 6.8 | 2.2 | 5.5 |
| Used during trip | 0 | 0 | 0 | 0 | 0 |
| % who rate it very helpful | 0 | 27.3 | 100.0 | 97.5 | 69.4 |
| Single most important source | 0 | 0 | 0 | 0 | 0 |
| **No information sources used** | **2.3** | **10.0** | **0** | **<1** | **2.7** |

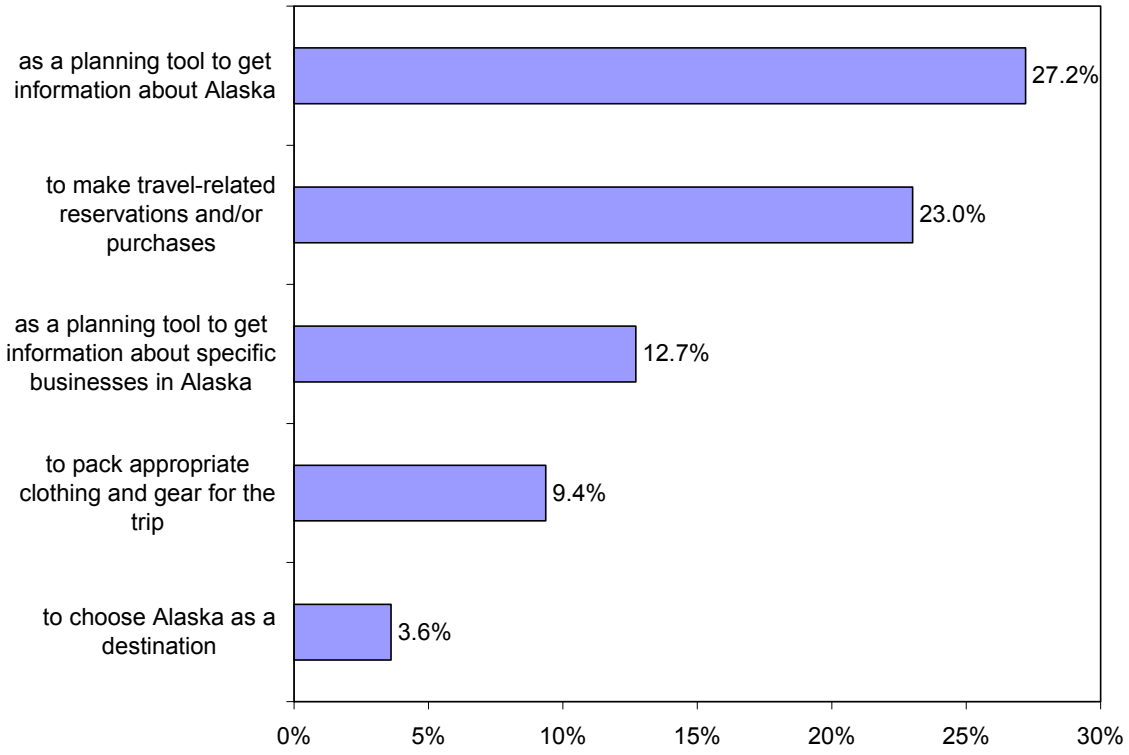
Internet usage has increased dramatically since AVSP III was conducted in 1993-1994. AVSP IV included questions on the use of the Internet as a trip planning resource. Approximately 22 percent of respondents reported using the Internet for planning purposes and/or making arrangements for their visit to Alaska. This increased use of the Internet is reflected in how visitors obtained information for planning trips and in how they made travel reservations. One of the survey questions asked "If you used the Internet, did you use it …."

- To choose Alaska as a destination
- As a planning tool to get information about Alaska
- As a planning tool to get information about specific businesses in Alaska
- To make travel-related reservations and/or purchases
- To pack appropriate clothing and gear for the trip

Respondents could check more than one response. The Internet was used for planning and making travel arrangements (Figure 7). Approximately 27 percent of those individuals who

reported use of the Internet used it as a planning tool to get information about Alaska. Twenty-three percent of Internet users made travel related reservations and/or purchases. Almost 13 percent used the Internet as a planning to get information about specific businesses in Alaska. Less than 4 percent of Internet users used the Internet to choose Alaska as a destination.

**Figure 7. Reasons for Using the Internet**
**Fall/Winter 2000-01**




Respondents were also asked if using the Internet influenced the length of their stay and the amount of money they spent. They were given three choices for each question as they appear in Figure 8 and Figure 9. Use of the Internet does not appear to have significantly influenced either the length of stay or the amount of money spent in Alaska.

**Figure 8. Influence of the Internet on Length of Stay**
**Fall/Winter 2000-01**

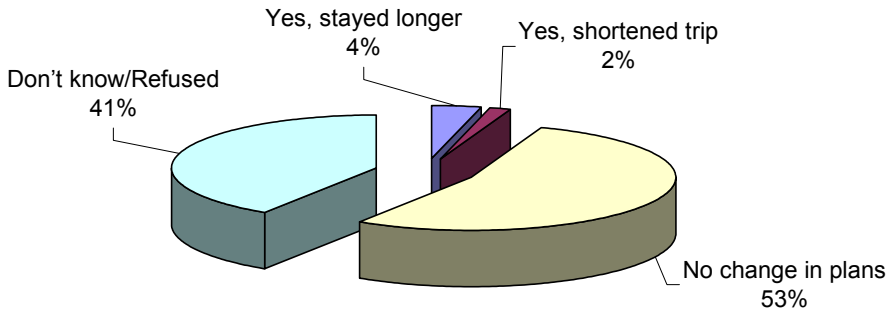
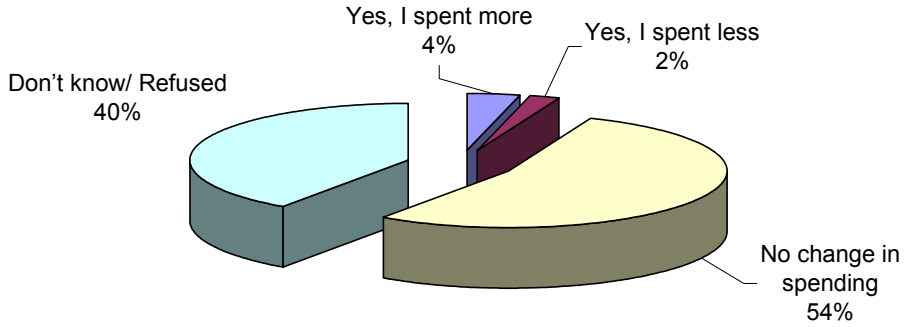



**Figure 9. Influence of the Internet on Amount of Money Spent**
**Fall/Winter 2000-01**




## 5.4 Stay in Alaska

The VOS contained questions about misconceptions about Alaska and the differences in what visitors expected to do in Alaska and what they actually did. As an example of expected and unexpected activities, it is possible that a visitor expected to go on a halibut charter while in Alaska, but decided not to after learning that charters do not depart from Anchorage or that the excursion would take more time than expected. Or perhaps a visitor decided to take a flightseeing trip that he or she did not know was an option before seeing a local advertisement.

### 5.4.1 Misconceptions

Visitors to the State of Alaska in Fall/Winter 2000-01 reported numerous misconceptions about the State of Alaska. They were asked an open-ended question "What was the biggest misconception you had about Alaska that was cleared up by your visit?" Almost a third of the respondents reported that they had no misconceptions about Alaska. Sample responses include:

- None we can think of.
- None. Everything was great.
- None. This was my third visit to Alaska.

Many of the responses were only one or two-word answers, such as "weather," "cold," "temperature," and "polar," making it difficult to ascertain the intent of the comment. Approximately a third of the responses can be categorized as misconceptions about weather. About half of the responses about weather described the weather as being better than expected. Typical responses included:

- It was warmer than I thought.
- It was way too cold.
- Not all that cold.
- Thought it would be much colder than it was.

Examples follow of the kinds of comments that are more difficult to categorize.

- I thought that Alaska was covered by snow.
- More the "Last Frontier" than I had expected.
- I believed in April the tours in each place would be operating. They were not.

### 5.4.2 Planned and Unplanned Activities

The value of feedback from visitors to open-ended questions about what they had planned to do that they did not do or what they did in Alaska that they had not planned to do is somewhat limited because of the small number and wide variety of the responses. Approximately 32 percent of the respondents replied that they had planned an activity that was not accomplished (Table 65). The activities reported are too varied to readily categorize. However, most of the responses fall into two general categories, either places that were not visited or activities that were not undertaken. Places not visited included Prudhoe Bay, Juneau, Skagway, City of North Pole, and Denali Park among others. Activities included fishing and hunting, seeing the aurora, dog sledding, hiking, skiing, or activities that could not be undertaken because "many places had not opened for visitors."

**Table 65. Planned Activity That Was Not Accomplished**
**Fall/Winter 2000-01**

| Response | Percent of Visitors |
|---|---|
| Yes | 31.5 |
| No | 63.7 |
| Don't Know/Refused | 4.8 |
| Total | 100 |

The reasons given for not being able to complete a planned activity included factors related to time or timing, weather, or personal reasons such as ill health, or some combination of these factors. Examples include:

- Time and constraint

- No time/not available
- The weather on the day we planned to go
- Weather, rain, and ferry schedule.
- Misleading advertising by the lodge I stayed at – the mountains blocked the view.
- Baby was sick.

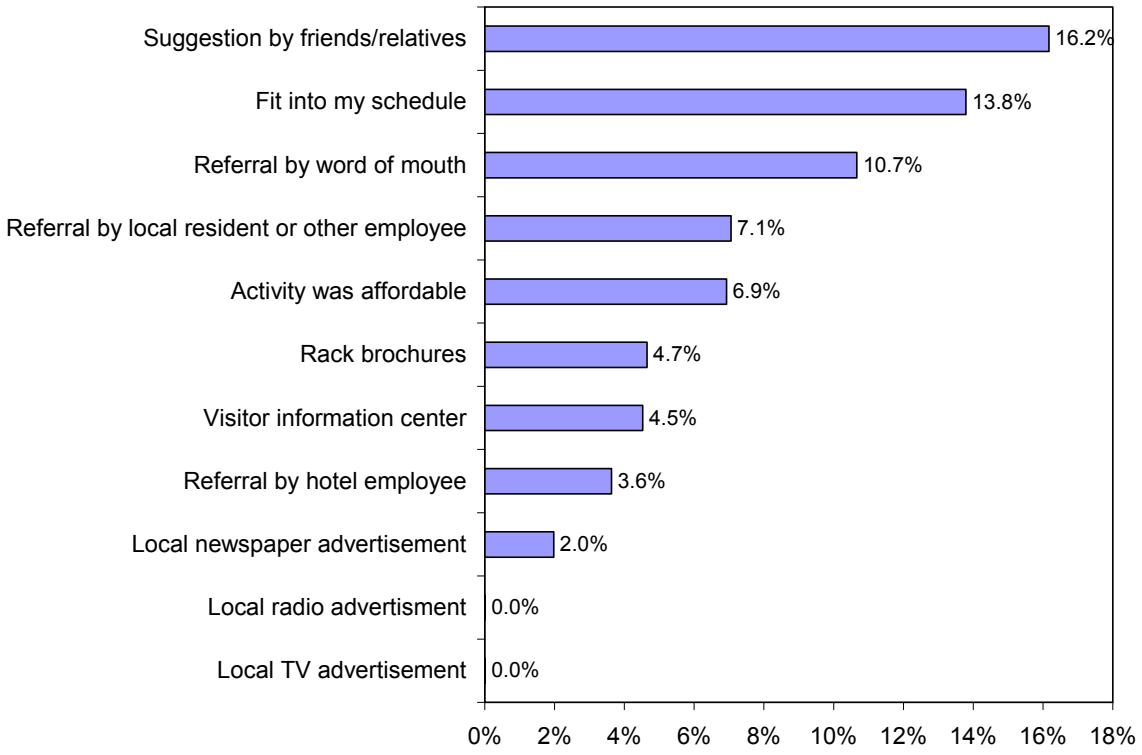
Almost the same percentage of respondents that reported a planned activity that was not accomplished reported that they engaged in an activity that they had not planned on ahead of time (Table 66). The responses fall into two similar general categories related to visit or activities. Places visited that were unplanned included visiting glaciers, Dutch Harbor, North Pole, local attractions, and Talkeetna. Activities included hiking, skiing, flight seeing, picking wild berries, salmon fishing, and sleigh ride in Chena Hot Springs.

**Table 66. Unplanned Activity That Was Accomplished**
**Fall/Winter 2000-01**

| Response | Percent of Visitors |
|---|---|
| Yes | 31.4 |
| No | 62.5 |
| Don't Know/Refused | 6.1 |
| Total | 100 |

Visitors were asked to check off as many factors as applied that influenced them to do this unplanned activity (Figure 10). Of the factors listed in Figure 10, respondents reported that "suggestions by friends and families" (16.2) percent was the most influential factor in undertaking an unplanned activity "followed by activities that fit into visitors schedules (13.8 percent).

**Figure 10. Influences on Unplanned Activities**
**Fall/Winter 2000-01**




## 5.5 Past and Future Travel

There were several questions in the VOS regarding visitors past and future travel. Respondents made an average of 3.97 trips outside of the Continental U.S. within the past five years (excluding their recent Alaska trip). This average is to 4.08 trips during the past 5 years for those respondents that reported one or more prior trips.

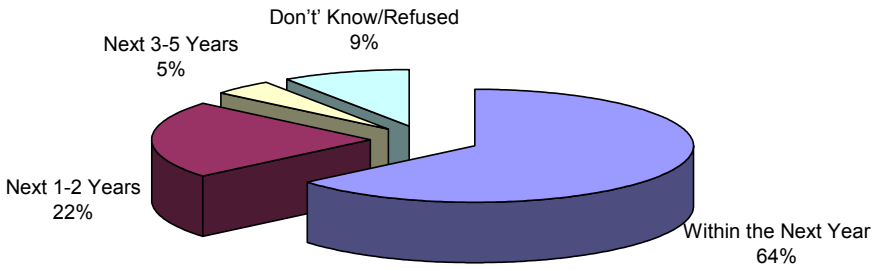
Table 67 compares prior trip destinations to potential destinations in the future. It is of note that the category containing Alaska or destinations in Alaska ranked as the top place a respondent would MOST LIKE to go to next and the next to the top place they will PROBABLY go next even though they have already visited Alaska at least once.

**Table 67. Travel History and Future Preference of Alaska Visitors Fall/Winter 2000-01**

| Top 5 Places People went in Previous 5 Years | Top 5 Places People would MOST LIKE to Go Next | Top 5 Places People Will PROBABLY Go Next |
|---|---|---|
| Europe | Alaska | Destinations in Continental U.S |
| Mexico | Europe | Alaska |
| Canada | Australia/New Zealand | Europe |
| Hawaii | Hawaii | Mexico |
| Alaska | Mexico | Hawaii |

More than half of "All Visitors" (64 percent) expect to take their next vacation within the next year. Another 22.1 expect to take their vacation within the next 1 to 2 years. Five percent plan a vacation in the next 3 to 5 years, and approximately 9 percent do not know.

**Figure 11. Time Frame for Next Vacation Fall/Winter 2000-01**




The percent of respondents who plan to take their next vacation within the next year ranges from a low of 54 percent for Vacation and Pleasure visitors to a high of 75 percent for Business and Pleasure Visitors (Table 69).

**Table 68. Time Frame for Next Vacation by Mode of Arrival Fall/Winter 2000-01**

| Time Frame | Percent | | | | |
|---|---|---|---|---|---|
| | Domestic Air | International Air [a] | Ferry | Highway | All Visitors |
| Within the Next Year | 63.9 | 66.7 | 72.0 | 60.9 | 63.8 |
| Next 1-2 Years | 22.5 | 0 | 14.0 | 21.7 | 22.1 |
| Next 3-5 Years | 4.2 | 33.3 | 0 | 4.3 | 4.6 |
| Don't' Know/Refused | 9.4 | 0 | 14.0 | 13.0 | 9.4 |
| Total | 100 | 100 | 100 | 100 | 100 |

[a] Opinion, patterns, and planning data for International Air visitors is based on the return of only 3 VOS.

**Table 69. Time Frame for Next Vacation by Purpose of Trip Fall/Winter 2000-01**

| Time Frame | Percent | | | | |
|---|---|---|---|---|---|
| | Business Only | Business and Pleasure | Vacation and Pleasure | Visiting Friends and Relatives | All Visitors |
| Within the Next Year | 69.8 | 74.6 | 53.8 | 55.4 | 63.8 |
| Next 1-2 Years | 18.6 | 18.0 | 26.8 | 26.7 | 22.1 |
| Next 3-5 Years | 2.5 | 6.2 | 6.1 | 5.7 | 4.6 |
| Don't' know/Refused | 9.2 | 1.3 | 13.3 | 12.2 | 9.4 |
| Total | 100 | 100 | 100 | 100 | 100 |

The VOS also asked visitors "If you were to take another trip to Alaska, what places would you choose to visit? They were asked to check off all that applied of 26 choices along with an open-ended choice for an "other" listing (Figure 12). Next, they were asked which of those places would be their top pick for their next trip to Alaska. Approximately 40 percent of the respondents replied that they would like to visit Mt. McKinley/Denali on their next visit. Mt. McKinley/Denali was also identified as the number one place people would like to go to on their next trip to Alaska (Table 70).

**Figure 12. Potential Destinations for Next Trip to Alaska**
**Fall/Winter 2000-01**

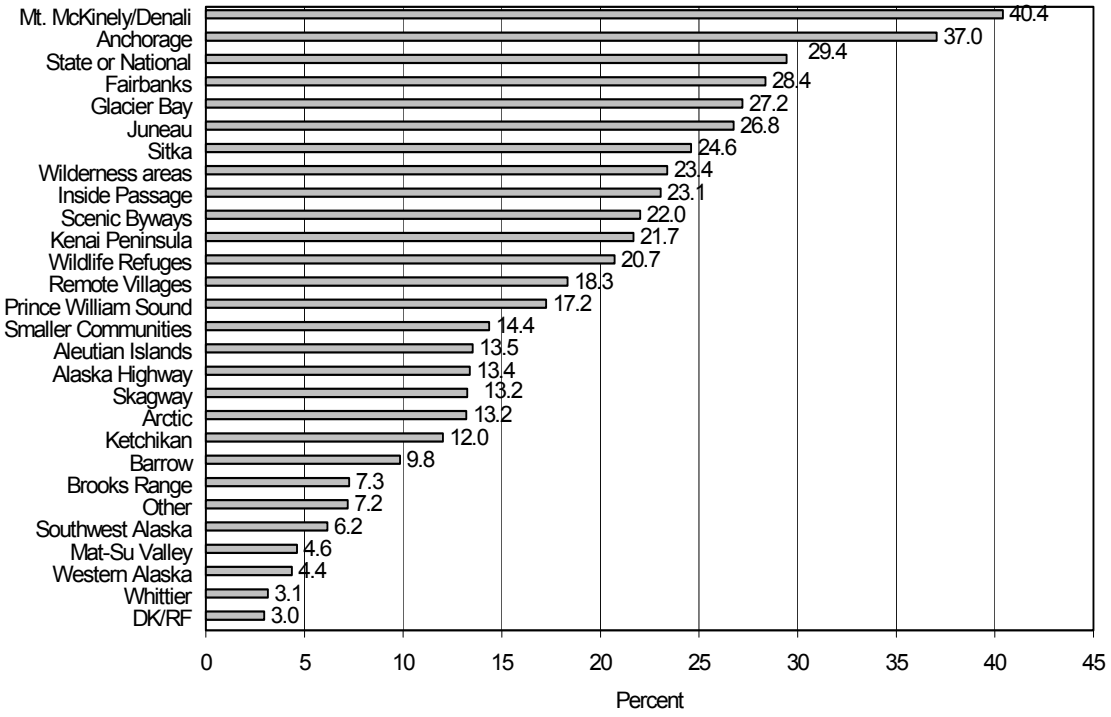



**Table 70. Top 10 Destinations for Next Trip to Alaska**
**Fall/Winter 2000-01**

| Destination | Percent of Respondents |
|---|---|
| Mt. McKinley/Denali National Park | 14.8 |
| Anchorage | 8.4 |
| Sitka | 5.6 |
| Inside Passage | 5.1 |
| Fairbanks | 5.1 |
| Glacier Bay | 4.7 |
| Kenai Peninsula | 4.6 |
| Wilderness Areas | 3.5 |
| Wildlife Refuges | 2.7 |
| Prince William Sound | 2.5 |

# 6 Trends in Opinions

A summary of responses to opinion questions is given for visitors traveling to Alaska in Summer 1989, 1993, and 2001. The summer season was lengthened for AVSP III (1993) and new survey locations added. No adjustments have been made to the data in the table to account for this difference. Data for 1989 and 1993 are based on survey responses from June through September. Data for 1993 were adjusted so as to be compatible with data from 1989. Data for 2001 are based on survey responses from May through September and also include new locations as discussed previously.

Table 71, Table 72, and Table 73 provide a comparison of visitor opinions from AVSP II, III, and IV.

**Table 71. Overall Alaska Trip Ratings – by Visitor/Trip Characteristic**
**All Visitors – Fall Winter 2000-01**
**(1 to 7 scale with 1= Poor and 7 = Excellent)**

| Visitor/Trip Characteristic | 1989 | 1993 | 2001 |
|---|---|---|---|
| **Overall** | **5.8** | **5.7** | **5.8** |
| **Trip Purpose** | | | |
| Business Only | 5.7 | 5.5 | 5.7 |
| Business/Pleasure | 5.6 | 5.9 | 5.9 |
| Vacation/Pleasure | 6.1 | 6.1 | 5.9 |
| VFR | 6.2 | 6.1 | 5.8 |
| **Mode of Entry** | | | |
| Domestic Air[a] | 5.8 | 5.7 | 5.8 |
| International Air [a] | 5.8 | 5.5 | 5.0 |
| Highway | 5.8 | 5.6 | 5.8 |
| Ferry | 6.5 | 5.9 | 6.1 |
| **Travel Type** | | | |
| Independent | 6.0 | 5.7 | 5.7 |
| Inde-package | 5.8 | 5.7 | 6.2 |
| Package | 6.7 | 6.0 | 6.0 |
| **Region Visited** | | | |
| Denali / McKinley | 6.7 | 6.0 | 5.9 |
| Interior | 5.7 | 5.6 | 5.8 |
| Southeast | 5.8 | 5.7 | 5.7 |
| Southcentral | 5.8 | 5.7 | 5.9 |
| Southwest | 5.8 | 6.3 | 5.5 |
| **Origin** | | | |
| United States | | | 5.8 |
| Canada | | | 6.0 |
| Overseas | | | 5.0 |

Source: Data for 1989 and 1993 are from *Alaska Visitor Patterns, Opinions and Planning Summer 1993* prepared for the Alaska Division of Tourism, Department of Community & Economic Development by the McDowell Group; data for Fall/Winter 2000-01 collected for AVSP IV.

[a] Opinion data for International Air visitors is based on the return of only 3 VOS.

**Table 72. Value for Money – by Visitor/Trip Characteristic**
**All Visitors – Fall/Winter 2000-01**
**(1 to 7 scale with 1= Poor and 7 = Excellent)**

| Visitor/Trip Characteristic | 1989 | 1993 | 2001 |
|---|---|---|---|
| **Overall** | **5.1** | **4.9** | **5.0** |
| **Trip Purpose** | | | |
| Business Only | - | 4.7 | 4.8 |
| Business/Pleasure | 4.7 | 5.1 | 5.7 |
| Vacation/Pleasure | 5.3 | 5.3 | 5.0 |
| VFR | 5.2 | 5.2 | 4.8 |
| **Mode of Entry** | | | |
| Domestic Air | 5.0 | 4.9 | 5.0 |
| International Air[a] | 5.4 | 4.9 | 5.5 |
| Highway | 4.7 | 5.2 | 4.5 |
| Ferry | 5.5 | 5.3 | 5.0 |
| **Travel Type** | | | |
| Independent | 5.0 | 4.9 | 4.9 |
| Inde-package | 5.7 | 5.6 | 5.5 |
| Package | 6.3 | 5.3 | 5.0 |
| **Region Visited** | | | |
| Denali / McKinley | 5.7 | 5.0 | 5.1 |
| Interior | 4.9 | 4.9 | 4.8 |
| Southeast | 5.0 | 4.9 | 5.0 |
| Southcentral | 5.1 | 4.9 | 5.1 |
| Southwest | 3.7[b] | 5.1 | 5.0 |
| **Origin** | | | |
| United States | | | 5.0 |
| Canada | | | 4.9 |
| Overseas | | | 4.0 |

Source: Data for 1989 and 1993 are from *Alaska Visitor Patterns, Opinions and Planning Summer 1993* prepared for the Alaska Division of Tourism, Department of Community & Economic Development by the McDowell Group; data for Fall/Winter 2000-01 collected for AVSP IV.

Notes:

[a] Opinion, patterns, and planning data for International Air visitors is based on the return of only 3 VOS.

[b] Note from *Alaska Visitor Patterns, Opinions and Planning Summer 1993.* Caution: Small sample size.

**Table 73. Compared to Expectations – by Visitor/Trip Characteristic**
**All Visitors – Fall/Winter 2000-01**
**(1 to 7 scale with 1= Poor and 7 = Excellent)**

| Visitor/Trip Characteristic | 1989 | 1993 | 2001 |
|---|---|---|---|
| **Overall** | **5.6** | **5.4** | **5.6** |
| **Trip Purpose** | | | |
| Business Only | - | 5.2 | 5.4 |
| Business/Pleasure | 5.2 | 5.6 | 6.2 |
| Vacation/Pleasure | 5.6 | 5.6 | 5.7 |
| VFR | 5.9 | 5.7 | 5.6 |
| **Mode of Entry** | | | |
| Domestic Air | 5.7 | 5.4 | 5.6 |
| International Air [a] | 5.2 | 5.3 | 6.5 |
| Highway | 5.3 | 5.4 | 5.2 |
| Ferry | 5.3 | 5.6 | 5.8 |
| **Travel Type** | | | |
| Independent | 5.6 | 5.4 | 5.5 |
| Inde-package | 6.0 | 5.3 | 6.1 |
| Package | 6.4 | 5.8 | 5.9 |
| **Region Visited** | | | |
| Denali / McKinley | 6.2 | 6.7 | 5.7 |
| Interior | 5.5 | 5.3 | 5.5 |
| Southeast | 5.6 | 5.2 | 5.6 |
| Southcentral | 5.6 | 5.4 | 5.7 |
| Southwest | 4.3 | 5.7 | 5.4 |
| **Origin** | | | |
| United States | - | - | 5.6 |
| Canada | - | - | 5.4 |
| Overseas | - | - | 5.0 |

Source: Data for 1989 and 1993 are from *Alaska Visitor Patterns, Opinions and Planning Summer 1993* prepared for the State of Alaska Department of Community & Economic Development by the McDowell Group; data for Fall/Winter 2000-01 collected for AVSP IV.

[a] Opinion, patterns, and planning data for International Air visitors is based on the return of only 3 VOS.

# 7 Relationship of Expenditures and Opinions

Table 74 summarizes the relationship between expenditures and opinions (overall trip satisfaction) for visitors in Fall/Winter 2000-01.

**Table 74. Expenditures Per Person Per Trip and Level of Satisfaction with Trip Fall/Winter 2000-01**

| | Dollars, by Level of Satisfaction With Trip (1 = Poor; 7 = Excellent) | | | | | | |
|---|---|---|---|---|---|---|---|
| **Expenditures** | **1 or 2** | **3** | **4** | **5** | **6** | **7** | **Don't Know** |
| **Average Expenditures ($)** | [a] | 718 | 638 | 1,183 | 1,084 | 999 | 214 |
| **Median Expenditures ($)** | [a] | 101 | 349 | 476 | 448 | 455 | 214 |

[a] No respondent that answered a 1 or 2 for level of satisfaction completed an expenditure diary.

For reference, the average expenditure per person per trip was $1,284 and the median expenditure level per person per trip was $400. The average response for level of satisfaction with trip was 5.8.

Table 74 shows that average expenditures do not increase steadily with the level of satisfaction. It also shows that median expenditures are higher for those visitors who are more satisfied (rating of 5 or higher) with their trip, compared to visitors with lower levels of satisfaction.

# Appendix A – Methodology and Response Rates

## Methodology

The sample plan and survey methodology used in AVSP IV were based on the methodology used in previous AVSPs. Many similarities were needed to ensure compatibility of data. In short, visitors were selected at random as they disembarked a plane or ship at their first point of arrival in Alaska. In some cases, visitors in AVSP IV were interviewed as they boarded their plane or ship to travel to Alaska. Conducting interviews at selected ports of departure (for the trip to Alaska) as opposed to conducting interviews only at points of arrival did not have any effect on the quality of the data collected.

The number of interviews conducted and expenditure diaries distributed at each survey location was based on a stratified, disproportionate sampling plan. The strata corresponded to the different modes of arrival for visitors and the plan was disproportionate because it was necessary to over sample visitors arriving by certain modes. In particular, it was necessary to conduct a disproportionate number of surveys with visitors arriving by ferry and international air to be able to provide estimates about arrivals, expenditures, and opinions of visitors arriving by those modes. The true portion of visitors arriving by those modes is so small that a proportionate sample of those visitors would have been too small to support estimates.

Previous AVSP reports explain that every "nth" passenger was selected as people disembarked a plane or every "nth" vehicle was selected at a highway border crossing. This process worked in earlier years because visitors were much more likely to participate in the AVSP and because of the level of control over visitors. For example, visitors arriving in Alaska in 1993-94 could see AVSP surveyors in the jetways at airports and at the bottom of the single gangways leading from ships. In 2000-01, surveyors were not allowed in the jetways (due to new Federal Aviation Administration regulations) and there were multiple gangways from many ships. As a result, surveyors in 2000-01 would approach every "nth" person or vehicle, but had to be ready to pick the next available person or vehicle following a refusal.

Previous AVSP reports also explain that planes and ships were selected on a statistical basis and passengers on those planes and ships surveyed at random. The high refusal rates encountered in 2000-01 required that surveyors be ready to conduct interviews on alternative flights. That is, the sample plan could not be as prescriptive as it was in 1993-94 or other years. For example, if a surveyor tried to pick every seventh visitor disembarking a particular flight, there was a very good chance that the surveyor would have no one to interview. The surveyor might have four or five refusals in a row on a flight with a relatively small number of visitors and then struggle to conduct any interviews at all with visitors on that flight. As a result, the surveyors had to be ready to deviate from the plan to interview each "nth" visitor and had to have alternative flights to target.

In the case of visitors traveling by ferry and cruise ship, surveyors did not have problems with refusal rates. Surveyors conducted interviews with visitors in waiting areas while the visitors waited to board their vessels. Surveyors approached people at random and asked about their residency status and willingness to participate in the AVSP. The consultant team monitored the age, gender, and other characteristics of those completing the RAS to ensure that surveyors did not have a tendency to select a particular type of person.

In the case of air travel, intercepting arriving visitors in the gate areas and conducting interviews with visitors at selected departure gate areas created the possibility that certain types of travelers would not be selected as frequently as other types. In particular, business travelers that arrive late

to board a plane and who pass very quickly through the arrival gate areas might be less likely to participate in the AVSP (compared to other types of travelers and compared to previous AVSPs). This problem could not be avoided given the fact that surveyors had to wait in the gate areas.

Additional information on the methodology used in AVSP IV, including where surveyors were located, is provided in the Prologue above. Information on incentives and related items are discussed in the following section.

## Response Rates

The response rates in AVSP, as low as they were in comparison to previous AVSP, were in line with industry standards and could have been predicted based on trends in response rates. Many survey research firms currently report response rates in the 10 percent to 20 percent range for non-panel surveys that take more than 5 or 10 minutes to complete. The following text provides more detail on the response rates for AVSP IV and provides enough information to place those response rates in the proper context.

In the pretest study for AVSP IV, 91 percent of the individuals approached were willing to be interviewed. Surveyors did not track the number of visitors that refused to participate during the data collection phase of AVSP IV, but most of the surveyors recalled that at least 10 percent of the people they approached refused to be interviewed. The refusal rate was much higher for domestic and international air travelers and lower for visitors arriving by other modes. In comparison, approximately 96 percent of the visitor approached for interviews in AVSP III (1993-94) agreed to participate.

Approximately 16.6 percent of the VES and 13.7 percent of the VOS that were distributed in Fall/Winter 2000-01 were completed and returned. This response rate is consistent with industry findings. The Council for Marketing and Opinion Research (CMOR) website shows that response rates for non-panel mail surveys that take 10 minutes or more to complete typically range from 10-20 percent. (Non-panel data is data that comes from respondents who were not recruited to participate in a study. AVSP data is non-panel data because visitors did not agree prior to being interviewed to participate in the survey process.)

Table 75 shows the number of RAS in-person surveys conducted, and the numbers of VESs and VOSs returned by mode of arrival. Table 76 shows the number of surveys by trip purpose.

**Table 75. Number of RAS, VES, and VOS Returned by Mode of Arrival**
**Fall/Winter 2000-01**

| | Type of Survey | | |
|---|---|---|---|
| Mode | RAS | VES | VOS |
| Domestic Air | 1,633 | 215 | 191 |
| International Air | 52 | 5 | 3 |
| Ferry | 195 | 76 | 50 |
| Highway | 69 | 27 | 23 |
| Total | 1,949 | 323 | 267 |

**Table 76. Number of RAS, VES, and VOS Returned by Trip Purpose Fall/Winter 2000-01**

| | Type of Survey | | |
|---|---|---|---|
| Mode | RAS | VES | VOS |
| Business Only | 793 | 99 | 83 |
| Business and Pleasure | 236 | 40 | 43 |
| Visit Friends and Relatives | 509 | 71 | 68 |
| Vacation and Pleasure | 410 | 113 | 73 |
| Unknown | 1 | 0 | 0 |
| Total | 1,949 | 323 | 267 |

Even though the response rates are consistent with what other survey research firms are seeing, the consultant team had expected to get higher rates. Every step was taken to ensure the highest possible response rates given the objectives of the project. Still, response rates were well below anticipated levels. The consultant team had expected response rates close to 65 percent. (Response rates for the VES and VOS were just over 50 percent in 1993-94.) The lower than expected rates appear to be part of a clear trend in the industry and result of survey saturation for the public. This trend is illustrated in Figure 13 below.

During the initial interview with AVSP participants, surveyors explained to each participate that every time the participant completed a survey, his or her name would be entered into a drawing for a Caribbean cruise, trip to Alaska, and other prizes. The surveyors explained the favorable odds to the participants in this drawing (better than 1 in 5,000) and explained the importance of the surveys to the State of Alaska. In addition, surveyors distributed a letter of appreciation from the Director of the Division of Tourism and a complimentary calculator. Of course, each participant also received the expenditure diary with a self-addressed, stamped return envelope.

The consultant team tracked the date at which each RAS was completed to determine when the VES should be returned and when the VOS should be mailed. Each respondent was contacted if the VES or VOS was not returned in a timely manner. Contact could be by phone, mail, or email, depending on the information received from the respondent during the RAS. To give as much assistance as possible, the consultant team used all contact methods possible – with some respondents receiving a reminder call, follow-up post card, and email message.

Part of the way through AVSP IV, the consultant team and State of Alaska Department of Community and Economic Development decided to add an extra incentive to ensure the highest possible response rate. The last of the VOS mailed to Fall/Winter visitors and most of the VOS mailed to Summer visitors included a $2 bill with a reminder thank you letter. The letter reminded respondents of the importance of their participation in the AVSP.

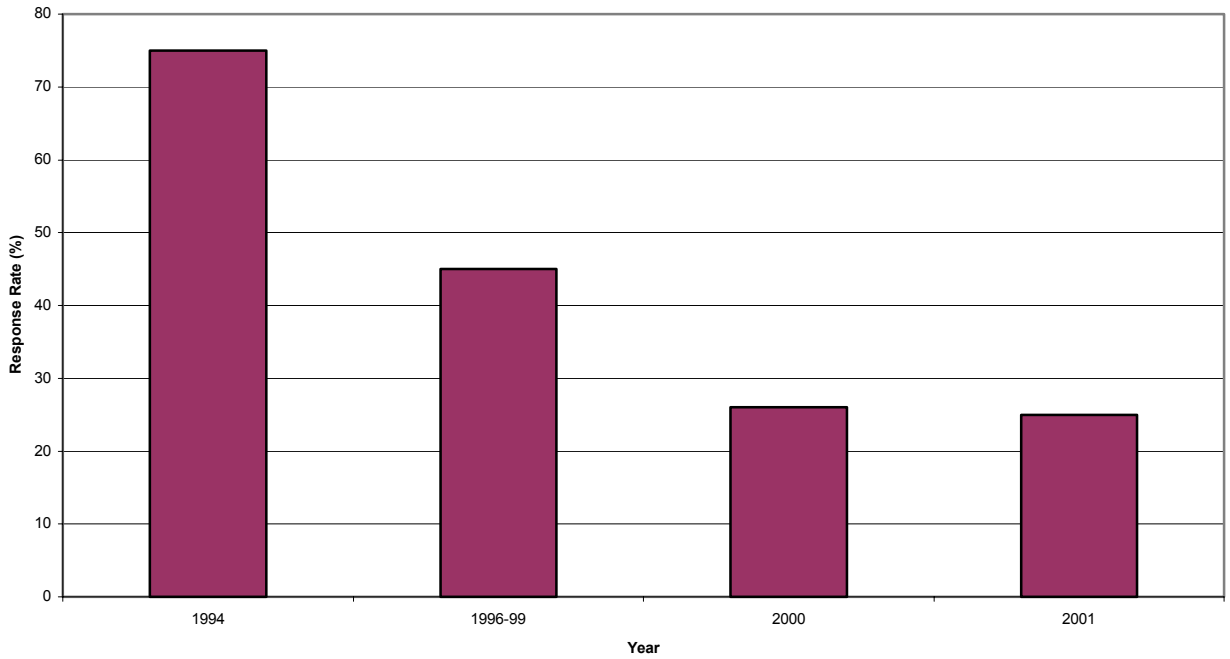
## Declining Response Rates Over Time

Data from AVSP III and similar work conducted for Tourism British Columbia and other organizations provide a clear picture of declining response rates. For example, response rates for visitors traveling to Alaska and British Columbia by cruise ship have fallen steadily in recent years. The project manager for AVSP III noted that more than 70 percent of the cruise passengers given an expenditure diary in AVSP III (summer 1993) returned a completed diary. That same individual conducted similar surveys for the cruise industry in British Columbia and Alaska from 1995 through 1997 and noted that the response rate for similar surveys fell to roughly 50 percent.

A survey done for the Northwest Cruise ship Association in Hawaii in 2000 had a response rate of approximately 26 percent. In comparison, cruise visitors to Alaska in 2001 that were interviewed as part of the AVSP also returned approximately 26 percent of the expenditure diaries that were distributed.

Figure 13 shows the declining trend in response rates for surveys with passengers on cruise ship from 1993 to 2001.

**Figure 13. Declining Response Rates with Cruise Visitors**




The contractor for AVSP I through AVSP III reported response rates in the range of 50-70 percent for the surveys conducted from 1985 through 1994, with response rates falling over time. (On page 3 of the report *Alaska Visitor Arrivals, Fall/Winter 1993-94*, the author states that response rates in 1993-94 were, "slightly less than in previous years.") It may be important to note that the same contractor conducted a survey for the Fairbanks Convention and Visitors Bureau in 2000, where the survey was similar to the VOS. In that case, the contractor mailed the survey to visitors to Alaska that had left their names with the Fairbanks Convention and Visitors Bureau. Even with a sample of visitors willing to leave their names for follow-up contact, the response rate was approximately 23 percent – much lower than what that contractor had seen in previous years and more consistent with the response rates seen in AVSP IV.

## Data Checks

The consultant team contacted (by phone) a random sample of visitors who had completed the RAS, but who had not completed the VES or VOS. These verification interviews were intended to help the team learn why visitors were not completing the VES or VOS and to confirm that the surveyors had given the proper instructions and explained the incentives to the visitors they interviewed. Visitors revealed consistently that they had been given all instructions and acknowledged that they told the surveyors they would complete the surveys. The visitors said they

just decided not to do the surveys. No one cited problems with survey design or length except to say they did not want to take the time to complete "any" survey.

Technicians at NuStats International also conducted over 55 logic checks on the data to verify the accuracy of data in the RAS, VES, and VOS data sets and to ensure that the data for a given visitor or traveling party were accurate across all three data sets.

# Appendix B—Margins of Error

As the margins of error around different statistics vary with the relative sample size (and other factors), the margins of error must be different for statistics that relate to the different modes of arrival, or other divisions of the data. For example, the margin of error for statistics of expenditures made by visitors arriving by domestic air is +/- 3.4 percent at the 90 percent confidence level. The margin of error is higher if the statistic is for expenditures made by visitors that arrive by domestic air *and* are traveling for a particular purpose, or who visit a particular part of the state. Statistics related to very small segments of the visitor population can have very large margins of error.

The following tables summarize the margins of error for certain expenditure and opinion statistics given in this report. (As noted, the margins of error in these tables are consistent with the true margins of error for statistics provided in previous AVSP reports.[13])

**Table 77. Margins of Error for Expenditures by Mode of Arrival, Fall/Winter 2000-01**

| Segment of Visitor Population and Purpose of Statistic | Margin of Error at 90 Percent Confidence Level | Margin of Error at 95 Percent Confidence Level |
|---|---|---|
| **Expenditures for All Visitors** | **+/- 2.6 percent** | **+/- 5.1 percent** |
| **Expenditures, by Mode of Entry** | | |
| Domestic Air | +/- 3.4 percent | +/- 6.7 percent |
| Highway - Private vehicles | +/- 4.3 percent | +/- 8.4 percent |
| Highway - Motorcoach | No sample | No sample |
| International Air | Small sample problems – margin of error more than +/- 15 percent | Small sample problems – margin of error more than +/- 15 percent |
| Ferry | +/- 5.1 percent | +/- 10.0 percent |
| Cruise | +/- 4.9 percent | +/- 9.6 percent |

**Table 78. Margins of Error for Expenditures by Trip Purpose, Fall/Winter 2000-01**

| Segment of Visitor Population and Purpose of Statistic | Margin of Error at 90 Percent Confidence Level | Margin of Error at 95 Percent Confidence Level |
|---|---|---|
| **Expenditures for All Visitors** | **+/- 2.6 percent** | **+/- 5.1 percent** |
| **Expenditures, by Trip Purpose** | | |
| Business Only | +/-5.1 percent | +/- 9.9percent |
| Business and Pleasure | +/- 7.8 percent | Small sample problems – margin of error more than +/- 15 percent |
| Vacation and Pleasure | +/- 4.7 percent | +/- 9.2 percent |
| Visiting Friends and Relatives | +/- 5.9 percent | +/- 11.6 percent |

[13] Margins of error presented in previous reports ignored factors such as the influence of sorting the data multiple times or the influence of non-response.

**Table 79. Margins of Error for Opinion Data by Mode of Arrival, Fall/Winter 2000-01**

| Segment of Visitor Population and Purpose of Statistic | Margin of Error at 90 Percent Confidence Level | Margin of Error at 95 Percent Confidence Level |
|---|---|---|
| **Opinions for All Visitors** | **+/- 2.2 percent** | **+/- 4.3 percent** |
| **Opinions, by Mode of Entry** | | |
| Domestic Air | +/- 2.5 percent | +/- 4.9 percent |
| Highway - Private vehicles | +/- 5.0 percent | +/- 9.8 percent |
| Highway - Motorcoach | No sample | No sample |
| International Air | Small sample problems – margin of error more than +/- 15 percent | Small sample problems – margin of error more than +/- 15 percent |
| Ferry | +/- 5.7 percent | +/- 11.2 percent |
| Cruise | +/- 4.4 percent | +/- 8.6percent |

**Table 80. Margins of Error for Opinions by Trip Purpose, Fall/Winter 2000-01**

| Segment of Visitor Population and Purpose of Statistic | Margin of Error at 90 Percent Confidence Level | Margin of Error at 95 Percent Confidence Level |
|---|---|---|
| **Opinions for All Visitors** | **+/- 2.2 percent** | **+/- 4.3 percent** |
| **Opinions by Trip Purpose** | | |
| Business Only | +/-5.5 percent | +/- 10.8 percent |
| Business and Pleasure | +/- 7.6 percent | +/- 14.9 percent |
| Vacation and Pleasure | +/- 5.9 percent | +/- 11.5 percent |
| Visiting Friends and Relatives | +/- 6.1 percent | +/- 11.9 percent |

The figures in these tables illustrate again that statistics for the visitor population as a whole are quite accurate. However, care should be taken when looking at statistics for subgroups of the visitor population.

# Appendix C—Survey Instruments

# Thank You!

We appreciate your participation in this important study and hope you will be back to visit Alaska again soon!

Please mail-back your completed diary in the postage paid envelope.

*Return to:*

NuStats Research and Consulting
801 E. William Cannon, Suite 115
Austin, Texas 78745

*14-day final-11/00*

**Questions? Call our toll-free visitor hotline at: 888-687-8287**

# Alaska Visitor Expenditure Diary

**This is a diary of daily expenses while in Alaska.**

The information will help us improve the quality of travel experiences within "The Last Frontier."

It is important that you record exact amounts of all out-of-pocket expenses *(in US dollars)* for your entire traveling party, including tips and taxes.

***Do not*** include expenses while in Canada, unless they are part of a pre-paid trip package price.

If traveling to or from Alaska by ferry, record all expenses incurred while on the ferry such as the cost of travel, a stateroom, food, or souvenirs.

*The State of Alaska guarantees that your name will not be associated with any information that you provide.*

*All information will be reported at group statistical levels.*

**Thank you . . . for helping make Alaska a better place to visit!**

**This diary is to be filled out by:**

| First name | Last name | # of travelers |
|---|---|---|
| | | |

*14-day final-11/00*

**Questions? Call our toll-free visitor hotline at: 888-687-8287**

# Important Instructions

**The expenses recorded in this diary cover your entire traveling party.**

For example, when you record a meal expense, it should include the cost of the meal for each member of your traveling party, plus taxes and tip. If your traveling party splits up, make sure that all people keep track of their expenses for the day. ALL EXPENSES FOR ALL MEMBERS of the traveling party should be recorded in the diary each day.

If someone temporarily joins your traveling party, such as a friend who lives in Alaska, record any expenses you pay for that friend. For example, if you treat the friend to dinner, add the cost of your friend's dinner to the total cost of your traveling party's food/drink expenditures. However, if the friend treats one or more members of the traveling party to dinner, do not record that amount since the traveling party did not actually pay for that expense.

**A traveling party is persons traveling together who share all expenses such as transportation, meals and lodging.**

For example, if you traveled to Alaska with another couple BUT are not sharing all out-of-pocket expenses, you would be TWO independent traveling parties.

## One Day and Multiple Day Activity Packages:

Please record any activity packages you bought - such as flight seeing, boat cruises, fishing charters, city tours, cultural entertainment, arctic tours, and wilderness/adventure trips, etc.

List the trips only if they included transportation and were not purchased "at the door."

If the package(s) did not include transportation or was bought "at the door," please record under the "Recreation/Entertainment" heading on the Daily Expense pages.



# Need Additional Space? *Cont.*

**10. Multiple Day Activity Packages Bought**

| *Purchase date* | *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

**11. One Day Activity Packages Bought**

| *Purchase date* | *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

# Need Additional Space?

| Record any items that don't fit on a daily diary page (be sure to record the date) | | | | | Business Expense? |
|---|---|---|---|---|---|
| *Category* | *Date* | *Place/Item/Type/Activity* | *Price* | *City/Town/Site* | |
| *8. Personal* | *7/12/00* | *Phone card* | *$10.00* | *Skagway* | ❑ Yes ☑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |
| | | | | | ❑ Yes ❑ No |



# Important Instructions *Cont.*

## Sites, Attractions, and Activities:

For each day, please tell us where you went and what you did. Be as specific as you can, like wildlife watching at the Kenai Wildlife Refuge, picnicking at Chugach State Park or swimming at Chena Hot Springs, etc.

## Highlights and Detractors:

For each day, space is available to record things you consider to be highlights of your trip and things that detracted from the enjoyment of your trip.

Highlights might include something you saw, somewhere you went, particularly good service you received, etc. Detractors might include an activity that turned out badly, poor service, confusing directions, or unfavorable conditions at a site. Use the "Notes" section for any additional information you would like to provide.

**Questions? Call our toll-free visitor hotline at: 888-687-8287**

# Questions Begin Here

1. Date of arrival in Alaska _____ / 2000

2. Date of departure in Alaska _____ / 2000

3. Are you . . . 1❑ Male 2❑ Female

4. Are you . . . 1❑ 18 - 24 3❑ 45 - 64 2❑ 25 - 44 4❑ Over age 65

5. Do you pay the expenses for your traveling party . . .
   1❑ Most of the time 2❑ Some of the time 3❑ Rarely or never

6. How much is the cost of transportation ***to and from*** Alaska for your entire traveling party?

   Round Trip: **$** _____

   **OR if cost is different each way ↓**

   To Alaska: **$** _____ From Alaska: **$** _____

   4❑ Someone else paid for the transportation, don't know the cost

7. How many people are included in the price?
   # _____ adults # _____ children

8. How did you ***arrive*** in the State of Alaska?
   1❑ Domestic Air 3❑ Highway 5❑ Cruise
   2❑ International Air 4❑ Alaska State Ferry 7❑ Other: *(specify)* _____

9. How will you ***leave*** the State of Alaska?
   1❑ Domestic Air 3❑ Highway 5❑ Cruise
   2❑ International Air 4❑ Alaska State Ferry 7❑ Other: *(specify)* _____

10. Are you on a package ***(one price paid in advance)*** for any of your transportation, lodging or activities within Alaska? (For example, a cruise, fishing trip, tour or wilderness/adventure trip)
    1❑ Yes ➔ Go to Next Page 2❑ No ➔ Begin Day 1



# Day 14 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

**7. Clothing: (excluding souvenir clothes)**

| *Item* | *Price* | *City/Town/Site* | Business Expense? |
|---|---|---|---|
| | | | ❑ Yes ❑ No |

**8. Personal: (phone, stamps, postcards, film, etc.)**

| *Item* | *Price* | *City/Town/Site* | Business Expense? |
|---|---|---|---|
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

**9. Other:**

| *Item* | *Price* | *City/Town/Site* | Business Expense? |
|---|---|---|---|
| | | | ❑ Yes ❑ No |

**10. Multiple Day Activity Packages Bought**

| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |

**11. One Day Activity Packages Bought**

| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

**What, *if anything*, today would you consider a highlight of your trip?**

**Did anything detract from your enjoyment of the day?**

**NOTES:**

# Day 14

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

**Continue on next page** ↗

*Need more space? Go to the pages at the end of the diary.*



# Prepaid Trip Package #1

**11.** What is the name of the trip package purchased in advance of your trip to Alaska and the number of traveling days included?

(For example, Princess Alaska Inside Passage Cruise, 7 days, Glacier Bay Deluxe Helicopter tour, 2 days, White Pass Summit excursion, 1 day)

***Name of Trip Package:*** _____ ***# Days:*** _____

**12.** How many people were included in the price?

# _____ adults # _____ children

**13.** What was the price per person? $ _____ adult $ _____ child

**14.** What type(s) of transportation ***to and from*** Alaska was included?

1❑ None 2❑ Air 3❑ Cruise Ship 4❑ Rental Car 5❑ Motorcoach 6❑ Rental RV 7❑ Alaska State Ferry

**15.** What type(s) of transportation ***within*** Alaska was included?

1❑ None 2❑ Air 3❑ Cruise Ship 4❑ Rental Car 5❑ Motorcoach 6❑ Rental RV 7❑ Boat 8❑ Alaska State Ferry 9❑ Self-Propelled (bicycle, kayak)

**16.** What type(s) of lodging was included?

1❑ None 2❑ Hotel/Motel 3❑ Resort/Lodge 4❑ Cruise Ship 5❑ Alaska State Ferry 6❑ Wilderness/Adventure 7❑ RV/Car Campground 8❑ Bed & Breakfast

**17.** Was ground transportation included (between the hotel and airport, cruise ship dock or ferry dock, etc.)?

1❑ Yes 2❑ No

**18.** Were any other items included in the trip package price?

1❑ Yes (Please specify) ↓ 2❑ No

_____

_____

**19.** Do you have any other packages ***(one price paid in advance)*** for any of your transportation, lodging or activities within Alaska?

1❑ Yes ➔ Go to Next Page 2❑ No ➔ Begin Day 1

# Prepaid Trip Package #2

**20.** What is the name of the trip package purchased in advance of your trip to Alaska and the number of traveling days included?

(For example, Princess Alaska Inside Passage Cruise, 7 days, Glacier Bay Deluxe Helicopter tour, 2 days, White Pass Summit excursion, 1 day)

***Name of Trip Package:*** _____ ***# Days:*** _____

**21.** How many people were included in the price?

# _____ adults # _____ children

**22.** What was the price per person? $ _____ adult $ _____ child

**23.** What type(s) of transportation ***to and from*** Alaska was included?

1❑ None 2❑ Air 3❑ Cruise Ship 4❑ Rental Car 5❑ Motorcoach 6❑ Rental RV 7❑ Alaska State Ferry

**24.** What type(s) of transportation ***within*** Alaska was included?

1❑ None 2❑ Air 3❑ Cruise Ship 4❑ Rental Car 5❑ Motorcoach 6❑ Rental RV 7❑ Boat 8❑ Alaska State Ferry 9❑ Self-Propelled (bicycle, kayak)

**25.** What type(s) of lodging was included?

1❑ None 2❑ Hotel/Motel 3❑ Resort/Lodge 4❑ Cruise Ship 5❑ Alaska State Ferry 6❑ Wilderness/Adventure 7❑ RV/Car Campground 8❑ Bed & Breakfast

**26.** Was ground transportation included (between the hotel and airport, cruise ship dock or ferry dock, etc.)?

1❑ Yes 2❑ No

**27.** Were any other items included in the trip package price?

1❑ Yes (Please specify) ↓ 2❑ No

_____

_____

**28.** Do you have any other packages ***(one price paid in advance)*** for any of your transportation, lodging or activities within Alaska?

1❑ Yes ➔ Go to Next Page 2❑ No ➔ Begin Day 1



# Day 13 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

**7. Clothing: (excluding souvenir clothes)**

| *Item* | *Price* | *City/Town/Site* | **Business Expense?** |
|---|---|---|---|
| | | | ❑ Yes ❑ No |

**8. Personal: (phone, stamps, postcards, film, etc.)**

| *Item* | *Price* | *City/Town/Site* | **Business Expense?** |
|---|---|---|---|
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

**9. Other:**

| *Item* | *Price* | *City/Town/Site* | **Business Expense?** |
|---|---|---|---|
| | | | ❑ Yes ❑ No |

**10. Multiple Day Activity Packages Bought**

| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |

**11. One Day Activity Packages Bought**

| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

_____

_____

**What, *if anything*, today would you consider a highlight of your trip?**

_____

_____

**Did anything detract from your enjoyment of the day?**

_____

_____

**NOTES:**

_____

_____

# Day 13

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

**Continue on next page** ↗

*Need more space? Go to the pages at the end of the diary.*



# Prepaid Trip Package #3

**29.** What is the name of the trip package purchased in advance of your trip to Alaska and the number of traveling days included?

(For example, Princess Alaska Inside Passage Cruise, 7 days, Glacier Bay Deluxe Helicopter tour, 2 days, White Pass Summit excursion, 1 day)

***Name of Trip Package:*** _____ ***# Days:*** _____

**30.** How many people were included in the price?

# _____ adults # _____ children

**31.** What was the price per person? $ _____ adult $ _____ child

**32.** What type(s) of transportation ***to and from*** Alaska was included?

1❑ None 2❑ Air 3❑ Cruise Ship 4❑ Rental Car 5❑ Motorcoach 6❑ Rental RV 7❑ Alaska State Ferry

**33.** What type(s) of transportation ***within*** Alaska was included?

1❑ None 2❑ Air 3❑ Cruise Ship 4❑ Rental Car 5❑ Motorcoach 6❑ Rental RV 7❑ Boat 8❑ Alaska State Ferry 9❑ Self-Propelled (bicycle, kayak)

**34.** What type(s) of lodging was included?

1❑ None 2❑ Hotel/Motel 3❑ Resort/Lodge 4❑ Cruise Ship 5❑ Alaska State Ferry 6❑ Wilderness/Adventure 7❑ RV/Car Campground 8❑ Bed & Breakfast

**35.** Was ground transportation included (between the hotel and airport, cruise ship dock or ferry dock, etc.)?

1❑ Yes 2❑ No

**36.** Were any other items included in the trip package price?

1❑ Yes (Please specify) ↓ 2❑ No ➔ Begin Day 1

_____

_____

**Begin Day 1** ↗

# Example Day

**Date:** 7/10/00 *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| Skagway Westmark Inn | $143.84 | Skagway | ❑ Yes ☑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| Breakfast at a restaurant | $15.75 | Haines | ❑ Yes ☑ No |
| Picnic Lunch | $25.20 | Haines | ❑ Yes ☑ No |
| Coffee and candy bar | $5.50 | Ferry | ❑ Yes ☑ No |
| Cocktails | $16.00 | Skagway | ❑ Yes ☑ No |
| Groceries | $23.32 | Skagway | ❑ Yes ☑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| Rental car | $71.40 | Haines | ❑ Yes ☑ No |
| Ferry | $50.40 | Haines | ❑ Yes ☑ No |
| Gas | $18.25 | Skagway | ❑ Yes ☑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| Chilkat Valley Guided Hike | $120.00 | Haines | ❑ Yes ☑ No |
| White Pass Summit Excursion | $156.00 | Skagway | ❑ Yes ☑ No |
| Salmon bake | $70.00 | Skagway | ❑ Yes ☑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| Totem pole | $45.00 | Skagway | ❑ Yes ☑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| 2 T-shirts | $31.90 | Skagway | ❑ Yes ☑ No |
| Ulu Knife | $29.95 | Skagway | ❑ Yes ☑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

**Continue on next page** ↗

*Need more space? Go to the pages at the end of the diary.*



# Day 12 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

**What, *if anything*, today would you consider a highlight of your trip?**

**Did anything detract from your enjoyment of the day?**

**NOTES:**

# Day 12

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

**Continue on next page** ↗

*Need more space? Go to the pages at the end of the diary.*



# Example Day *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| *Jacket* | *$160.65* | *Skagway* | ❑ Yes ☑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| *Film* | *$5.27* | *Haines* | ❑ Yes ☑ No |
| *Postcards* | *$3.43* | *Haines* | ❑ Yes ☑ No |
| *Stamps* | *$1.65* | *Haines* | ❑ Yes ☑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| *Received fax* | *$5.50* | *Skagway* | ☑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| *Glacier Bay Tour* | *Skagway* | *Glacier Bay* | *$1278.00* | *2* | *7/12-7/13* |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| *Temsco Helicopter* | *Skagway* | *Inside passage* | *$126.00* | *2* | *7/11* |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

*Birdwatching at Chilkat Eagle Preserve, hiking at White Pass Summit, and shopping in Skagway.*

**What, *if anything*, today would you consider a highlight of your trip?**

*Watching the eagles at the Chilkat Eagle Preserve.*
*The scenery along White Pass.*

**Did anything detract from your enjoyment of the day?**

*No one told me to bring binoculars on the wildlife tour.*
*Grumpy person working at Eagle Preserve visitors center.*

**NOTES:**

# Day 1

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

**Continue on next page** ↗

*Need more space? Go to the pages at the end of the diary.*



# Day 11 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

_____

_____

**What, *if anything*, today would you consider a highlight of your trip?**

_____

_____

**Did anything detract from your enjoyment of the day?**

_____

_____

**NOTES:**

_____

_____

# Day 11

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

**Continue on next page** ↗

*Need more space? Go to the pages at the end of the diary.*



# Day 1 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

_____

_____

**What, *if anything*, today would you consider a highlight of your trip?**

_____

_____

**Did anything detract from your enjoyment of the day?**

_____

_____

**NOTES:**

_____

_____

# Day 2

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

**Continue on next page** ↗

*Need more space? Go to the pages at the end of the diary.*



# Day 10 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

_____

_____

**What, *if anything*, today would you consider a highlight of your trip?**

_____

_____

**Did anything detract from your enjoyment of the day?**

_____

_____

**NOTES:**

_____

_____

# Day 10

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

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*Need more space? Go to the pages at the end of the diary.*



# Day 2 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

**What, *if anything*, today would you consider a highlight of your trip?**

**Did anything detract from your enjoyment of the day?**

**NOTES:**

# Day 3

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

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*Need more space? Go to the pages at the end of the diary.*



# Day 9 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

_____

_____

**What, *if anything*, today would you consider a highlight of your trip?**

_____

_____

**Did anything detract from your enjoyment of the day?**

_____

_____

**NOTES:**

_____

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# Day 9

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

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*Need more space? Go to the pages at the end of the diary.*



# Day 3 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

**What, *if anything*, today would you consider a highlight of your trip?**

**Did anything detract from your enjoyment of the day?**

**NOTES:**

# Day 4

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

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*Need more space? Go to the pages at the end of the diary.*



# Day 8 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

_____

_____

**What, *if anything*, today would you consider a highlight of your trip?**

_____

_____

**Did anything detract from your enjoyment of the day?**

_____

_____

**NOTES:**

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# Day 8

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

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*Need more space? Go to the pages at the end of the diary.*



# Day 4 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

**What, *if anything*, today would you consider a highlight of your trip?**

**Did anything detract from your enjoyment of the day?**

**NOTES:**

# Day 5

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

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*Need more space? Go to the pages at the end of the diary.*



# Day 7 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

_____

_____

**What, *if anything*, today would you consider a highlight of your trip?**

_____

_____

**Did anything detract from your enjoyment of the day?**

_____

_____

**NOTES:**

_____

_____

# Day 7

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

**Continue on next page** ↗

*Need more space? Go to the pages at the end of the diary.*



# Day 5 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

**What, *if anything*, today would you consider a highlight of your trip?**

**Did anything detract from your enjoyment of the day?**

**NOTES:**

# Day 6

**Date:** _____ *Record all trip expenses paid by everyone in your traveling party.*

| 1. Lodging: (hotel, resort, B&B, campground, etc.) | | | Business Expense? |
|---|---|---|---|
| *Place* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 2. Food/Drink: (meals, snacks, drinks, groceries) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 3. Transport: (taxi, bus, train, car, RV, ferry, gas, car repair) | | | Business Expense? |
|---|---|---|---|
| *Type* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 4. Recreation/Entertainment:(tours, fees, licenses, supplies, etc.) | | | Business Expense? |
|---|---|---|---|
| *Activity/Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 5. Made in Alaska Native Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 6. Other Gifts, Souvenirs, Arts & Crafts: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

**Continue on next page ↗**

*Need more space? Go to the pages at the end of the diary.*



# Day 6 *Cont.*

*Not sure if you should include an expense? Record it anyway - be sure to indicate the location.*

| 7. Clothing: (excluding souvenir clothes) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 8. Personal: (phone, stamps, postcards, film, etc.) | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |
| | | | ❑ Yes ❑ No |

| 9. Other: | | | Business Expense? |
|---|---|---|---|
| *Item* | *Price* | *City/Town/Site* | |
| | | | ❑ Yes ❑ No |

| 10. Multiple Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity dates* |
| | | | | | |
| | | | | | |

| 11. One Day Activity Packages Bought | | | | | |
|---|---|---|---|---|---|
| *Package name* | *City/Town/Site where purchased* | *Activity location* | *Total price* | *# of people* | *Activity date* |
| | | | | | |
| | | | | | |

**What sites/attractions did you visit today? Activities?**

**What, *if anything*, today would you consider a highlight of your trip?**

**Did anything detract from your enjoyment of the day?**

**NOTES:**

# Alaska Visitor Opinion Survey

Thank you for participating in our Expenditure Survey when you visited Alaska recently. Would you help us now by spending a few minutes to make Alaska a better place to visit? Your completion of this questionnaire is voluntary and confidential. Your responses will be used only for statistical purposes and will help us improve Alaska's facilities, services, attractions, and transportation.

Please complete this survey and return it to us within 10 days of receipt. We have included a postage paid envelope for your convenience. If you have any questions about completing this survey, please call our toll-free visitor hotline at 1-888-687-8287. Upon return of this questionnaire, you will automatically be entered in a drawing to win a 7-day Caribbean cruise for two, Alaska ski vacation or lodge vacation for two including airfare, Alaska Wildland Adventure Package for two and other prizes. Less than 5,000 people are participating in this study, so your chances of winning a prize are very high.

## A. Your Overall Experience

**1. In terms of *value for the money*, how does Alaska *compare* with other vacation destinations you've visited in the past 5 years?** *(use the scale below where 7 is Better and 1 is Worse)*

| Value for the Money | Better ← | | | | | | → Worse | Don't Know |
|---|---|---|---|---|---|---|---|---|
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |
| a. Overall | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. Accommodations | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. Transportation: | | | | | | | | |
| to Alaska | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| from Alaska | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| within Alaska | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| d. Sightseeing/Attractions | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| e. Tourist Activities | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| f. Food and Restaurants | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| g. Friendliness/Helpfulness | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**2. How well did your trip to Alaska live up to *what you expected* from an Alaska vacation?** *(use the scale below where 7 is Exceeded and 1 is Below your expectations)*

| Expectations | Exceeded ← | | | | | | → Below | Don't Know |
|---|---|---|---|---|---|---|---|---|
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |
| a. Overall | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. Accommodations | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. Transportation: | | | | | | | | |
| to Alaska | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| from Alaska | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| within Alaska | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| d. Sightseeing/Attractions | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| e. Tourist Activities | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| f. Food and Restaurants | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| g. Friendliness/Helpfulness | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| h. Scenic beauty, wildlife | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**3. Overall, how would you rate your most recent Alaska trip experience?**

| | Excellent ← | | | | | | → Poor | Don't Know |
|---|---|---|---|---|---|---|---|---|
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |
| Overall trip experience | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

# Alaska Visitor Opinion Survey

**4. Please rate your overall trip, value for the money and how your trip compared to what you expected.**

***Rate only the regions you visited.***

**Southeast region:** *(Ketchikan, Wrangell, Petersburg, Sitka, Juneau, Glacier Bay, Haines, Skagway, or other nearby wilderness areas or small communities that may not be mentioned here.)*

Excellent ← → Poor

| Did not visit this region ❑ | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Don't Know 0 |
|---|---|---|---|---|---|---|---|---|---|
| | a. Overall trip | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| | b. Value for money | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| | c. Compared to what you expected | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**Southcentral region:** *(Anchorage, Glenallen, Palmer, Wasilla, Valdez, Cordova, Whittier, Seward, Kenai, Soldotna, Homer, or other nearby wilderness areas or small communities that may not be mentioned here.)*

Excellent ← → Poor

| Did not visit this region ❑ | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Don't Know 0 |
|---|---|---|---|---|---|---|---|---|---|
| | a. Overall trip | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| | b. Value for money | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| | c. Compared to what you expected | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**Southwest region:** *(Kodiak, Katmai, Iliamna, King Salmon, Aleutians, Pribilofs, Bethel, Dillingham, Alaska Peninsula, Bristol Bay Area, Kodiak Island Area, Lake Clark/Lake Iliamna Area, McNeil river, or other nearby wilderness areas or small communities that may not be mentioned here.)*

Excellent ← → Poor

| Did not visit this region ❑ | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Don't Know 0 |
|---|---|---|---|---|---|---|---|---|---|
| | a. Overall trip | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| | b. Value for money | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| | c. Compared to what you expected | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**Denali Park/Mt. McKinley region:** *(Outside park, inside park , back country inside park, Healy, or other nearby wilderness areas or small communities that may not be mentioned here.)*

Excellent ← → Poor

| Did not visit this region ❑ | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Don't Know 0 |
|---|---|---|---|---|---|---|---|---|---|
| | a. Overall trip | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| | b. Value for money | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| | c. Compared to what you expected | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**Interior/Northern region:** *(Fairbanks, Tok, Kotzebue, Nome, Barrow, Prudhoe Bay, or other nearby wilderness areas or small communities that may not be mentioned here.)*

Excellent ← → Poor

| Did not visit this region ❑ | | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Don't Know 0 |
|---|---|---|---|---|---|---|---|---|---|
| | a. Overall trip | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| | b. Value for money | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| | c. Compared to what you expected | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**5. How likely are you to recommend Alaska as a vacation place to your friends, relatives, and business associates?**

| | Very Likely ← | | | | | | → Very Unlikely | Don't Know |
|---|---|---|---|---|---|---|---|---|
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |
| Recommend Alaska | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**6. How likely are you to visit Alaska again in the next 5 years for vacation or for business?**

| | Very Likely ← | | | | | | → Very Unlikely | Don't Know |
|---|---|---|---|---|---|---|---|---|
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |
| a. Vacation | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. Business | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

## B. Your Decision to Visit Alaska

**1. What prompted you to actually decide to visit Alaska this year?**

_____

**2. What other destinations, if any, did you consider this vacation year before deciding on Alaska?**

1❑ None ➔ SKIP TO Q.4

2❑ The following: a. _____ b. _____ c. _____ ➓

**3. Why did you choose Alaska for this trip rather than another destination?**

_____

**4. Do you recall seeing or hearing any advertising for Alaska in the past 12 months?**

1❑ Yes ➓ 2❑ No ➔ SKIP TO Q.8 8❑ Don't know ➔ SKIP TO Q.8

**5. If yes, where did you see or hear the advertising for Alaska?** *(check all that apply)*

1❑ TV 3❑ Magazine 5❑ Newspaper 7❑ Other

2❑ Radio 4❑ Direct Mail 6❑ Internet 8❑ Not sure / Don't know

**6. Of the above, which ONE was most influential in making your decision to go to Alaska?**

_____

**7. What role did advertising or articles in the media have in influencing <u>your decision to visit</u> Alaska?** *(check all that apply)*

1❑ Motivated me to visit

2❑ Assisted in planning visit

3❑ Visited sooner than might have otherwise

4❑ Interesting, but didn't change any of my plans

5❑ Spent more time in Alaska

6❑ Spent more money in Alaska

7❑ Connected me with planning tools

8❑ None

97❑ Other: *(specify)* _____

**8. What information did you need that you couldn't find or was difficult to find?**

_____

## C. Planning your Trip

**1. How long before the trip did you decide what season and year you would make this trip?**

1❑ Less than 1 month 3❑ 3 to 4 months 5❑ 7 to 11 months 7❑ More than 2 years
2❑ 1 to 2 months 4❑ 5 to 6 months 6❑ 1 year to 2 years 8❑ Don't know

**2. How long before the trip did you make your travel arrangements?**

1❑ Less than 1 month 3❑ 3 to 4 months 5❑ 7 to 11 months 7❑ More than 2 years
2❑ 1 to 2 months 4❑ 5 to 6 months 6❑ 1 year to 2 years 8❑ Don't know

**3. Did you use a travel agent to assist you in planning or arranging your trip?**

1❑ Yes ➔ 2❑ No ➔ SKIP TO Q.6

**4. Did you visit the travel agent . . .**

1❑ In-person 2❑ Online (Internet) 3❑ By mail 4❑ By telephone

**5. What arrangements were made by your travel agent?** *(check all that apply)*

1❑ Air travel arrangements
2❑ Train or bus ticketing
3❑ Ground transportation *(i.e., rental cars, shuttles, RV)*
4❑ Theater or restaurant ideas or reservations
5❑ Accommodations/lodging
6❑ Packaged tours
7❑ Cruise bookings
97❑ Other: *(specify)* _____

**6. If you entered and/or left Alaska by air, did anyone in your party use frequent flyer mileage?**

1❑ Yes ➔ 2❑ No ➔ SKIP TO Q.9

**7. What mileage program was used?** _____

**8. How many in your party used it?** _____ #

**9. Which information sources, if any, did you use in planning or arranging your Alaska vacation?**

| Information Source | Used to Plan Trip? | Used during Trip? | How Helpful? Very Helpful | Somewhat Helpful | Not Helpful | Single Most Important Source |
|---|---|---|---|---|---|---|
| a. State of Alaska Official Vacation (Planner) Travel Guide | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| b. Tourism North Highway/Ferry planner | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| c. Travel books | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| d. Friends or relatives | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| e. Tour company, cruise line, airline | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| f. Unsolicited brochures received in mail | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| g. Magazine advertising | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| h. Magazine articles | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| i. Newspaper advertising | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| j. Newspaper travel articles | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| k. The Internet: *(specify sites)* | | | | | | |
| *www.* _____ | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| *www.* _____ | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| *www.* _____ | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| l. Alaska Milepost magazine | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| m. Television or travel shows | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| n. Other: *(specify)* _____ | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |

o. ❑ No information sources used

**10. If you used the Internet, did you use it . . .**

1❑ to choose Alaska as a destination
2❑ as a planning tool to get information about Alaska
3❑ as a planning tool to get information about specific businesses in Alaska
4❑ to make travel-related reservations and/or purchases
5❑ to pack appropriate clothing and gear for the trip

**11. In question 10, which ONE was the most important reason you used the Internet?**

_____

**12. Did using the Internet influence your length of stay in Alaska?**

1❑ Yes, I stayed longer 2❑ Yes, I shortened my trip 3❑ No change in my plans

**13. Did using the Internet influence the amount of money you spent in Alaska?**

1❑ Yes, I spent more 2❑ Yes, I spent less 3❑ No change in my spending

**14. Which information sources, if any, did you use to locate and participate in activities on <u>public lands</u> in Alaska?**

| Information Source | Used to Plan Trip? | Used during Trip? | How Helpful? | | | Single Most Important Source |
|---|---|---|---|---|---|---|
| | ↓ | ↓ | *Very Helpful* | *Somewhat Helpful* | *Not Helpful* | ↓ |
| a. Alaska Public Lands Information Centers in Tok, Anchorage, Fairbanks or Ketchikan | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| b. Community information centers | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| c. Visitor centers located in parks, refuges, or forests | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| d. Internet web sites for national or state parks, refuges, or forests | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| e. Pamphlets and brochures from state and/or federal agency offices | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| f. Commercial books or travel guides | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| g. Other: *(specify)*_____ | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |
| h. ❑ No information sources used | ❑ | ❑ | 3❑ | 2❑ | 1❑ | ❑ |

## D. Your Stay in Alaska

**1. What was the biggest misconception you had about Alaska that was cleared up by your visit?**

_____

**2. Was there anything you <u>planned to do</u> in Alaska that you <u>did not do</u>?**

1❑ Yes ↓ 2❑ No ➔ SKIP TO Q.5

**3. If yes, what was the activity?**

_____

**4. What prevented you from doing the activity?**

_____

**5. Did you do anything in Alaska that you had not planned to do?**

1❑ Yes ➔ 2❑ No ➔ SKIP TO SECTION E, Q.1 BELOW

**6. If yes, what was the activity?**

_____

**7. What influenced you to do this unplanned activity?** *(check all that apply)*

1❑ Visitor information center
2❑ Suggestion by friends/relatives
3❑ Rack brochures
4❑ Fit into my schedule
5❑ Local TV advertisement
6❑ Local radio advertisement
7❑ Local newspaper advertisement
8❑ Activity was affordable
9❑ Referral by word of mouth
10❑ Referral by hotel employee
11❑ Referral by local resident or other employee
97❑ Other: *(specify)* _____

_____

**8. In question 7, which ONE source was the most influential?**

_____

## E. Your Past and Future Travel

**1. Excluding your recent Alaska trip, how many vacations outside the continental US have you taken in the last 5 years?**

_____ #  2❑ None ➔ SKIP TO Q.3

**2. Where and when did you go?**

| Location | Month/year traveled |
|---|---|
| | |
| | |
| | |
| | |
| | |

**3. What ONE destination would you MOST LIKE to visit for your next vacation?**

_____

**4. What ONE destination would you PROBABLY visit for your next vacation?**

_____

**5. When do you plan to take that next vacation?**

1❑ Within the next year
2❑ Next 1 – 2 years
3❑ 3 – 5 years
4❑ 5 – 10 years
5❑ More than 10 years from now
8❑ Don't know

**6. If you were to take <u>another trip to Alaska</u>, what places would you choose to visit?**
*(check all that apply)*

1❑ Alaska Highway
2❑ Anchorage
3❑ Arctic *(Nome/Kotzebue)*
4❑ Barrow
5❑ Fairbanks
6❑ Glacier Bay
7❑ Inside Passage
8❑ Juneau
9❑ Kenai Peninsula
10❑ Mat-Su Valley
11❑ Ketchikan
12❑ Mt. McKinley/Denali
13❑ Whittier
14❑ Prince William Sound
15❑ Skagway
16❑ Sitka
17❑ Southwest Alaska
18❑ Brooks Range
19❑ Aleutian Islands
20❑ Western Alaska
21❑ Remote villages
22❑ Smaller communities
23❑ Wilderness areas
24❑ Wildlife Refuges
25❑ State or National Parks
26❑ Scenic byways
97❑ Other: *(Specify)* _____
_____

**7. Of the above, which ONE would you most like to visit?**

_____

## F. Alaska Culture and Small Communities

**1. One part of life in Alaska, in which some people have expressed interest, is Alaska Native Culture. "Alaska Native" means the native peoples of Alaska, and includes Eskimos, Aleuts, and Tlingits, among others. One could have a variety of experiences related to Alaska Native culture.**

**For each one of the following, please tell us how interested you think you would be in such an experience <u>if you were to plan another visit to Alaska</u>. There is also a place for you to write in some other experience you might like to have related to Alaska Native culture.**
*(check one box for each experience)*

| | Very Interested | Somewhat Interested | Neutral | Not Interested | Don't Know |
|---|---|---|---|---|---|
| | 4 | 3 | 2 | 1 | 0 |
| a. Visiting a museum or cultural center to view exhibits and demonstrations about traditional Alaska Native ways of life. | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. Fishing with an Alaska Native guide. | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. Going with an Alaska Native guide to view wildlife and learn about Native names and uses for local plants and animals. | ❑ | ❑ | ❑ | ❑ | ❑ |
| d. Learning about and doing (if you want to) traditional Alaska Native crafts like beadwork, basket making, and skin sewing. | ❑ | ❑ | ❑ | ❑ | ❑ |
| e. Learning about and doing (if you want to) traditional Alaska Native dancing, singing, story telling, folklore | ❑ | ❑ | ❑ | ❑ | ❑ |
| f. Learning about and doing (if you want to) traditional Alaska Native village activities like cutting and smoking salmon or berry picking. | ❑ | ❑ | ❑ | ❑ | ❑ |
| g. Other: *(specify)* _____ | ❑ | ❑ | ❑ | ❑ | ❑ |

**2. During my Alaska trip I . . .**

| | | | |
|---|---|---|---|
| a. | Shopped for Alaska arts and crafts. | 1❑ Yes | 2❑ No |
| b. | Sought out items with the "Made in Alaska" label. | 1❑ Yes | 2❑ No |
| c. | Shopped specifically for Alaska Native arts and crafts. | 1❑ Yes | 2❑ No |
| d. | Sought out items with the Alaska Native "Silver Hands" label. | 1❑ Yes | 2❑ No |
| e. | Was aware that the "Silver Hands" label meant that the item was made in Alaska by Alaska Natives. | 1❑ Yes | 2❑ No |

**3. Much of Alaska is very rural, made up of small communities and villages surrounded by wild and undeveloped country. Below are several activities and experiences one could have during a visit to a small Alaska community or village. For each one, please tell us how interested you think you would be in such an experience <u>if you were to plan another visit to Alaska</u>.**
*(check one box for each activity)*

| | | Very Interested | Somewhat Interested | Neutral | Not Interested | Don't Know |
|---|---|---|---|---|---|---|
| | | 4 | 3 | 2 | 1 | 0 |
| a. | Outdoor recreation activities like hiking, rafting, camping, mountain biking, etc. | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. | Fishing, wildlife viewing, birdwatching, hunting, looking at wild flowers, or other nature activities. | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. | Being with local residents to learn about local history and ways of life. | ❑ | ❑ | ❑ | ❑ | ❑ |

**4. Suppose you were <u>to plan another trip to Alaska</u> some time in the future. Would you consider visiting a small Alaska community or village as part of that trip?**

1❑ Yes ➔ 2❑ No ➔Why not? _____

If No, SKIP TO SECTION G

**5. While some small communities and villages are easily accessible, others may require using forms of transportation that are unfamiliar to some people. How would having to use each of the transportation types listed below affect your decision to visit a small Alaska community or village?** *(check one box for each transportation type)*

4 = It would make me MORE INTERESTED in visiting a small Alaska community or village.

3 = It would NOT AFFECT my decision to visit.

2 = It would concern me, but would NOT PREVENT me from visiting.

1 = It would PREVENT me from visiting.

0 = Don't know or NO OPINION.

| | | More Interested | Not Affect | Not Prevent | Prevent | No Opinion |
|---|---|---|---|---|---|---|
| | | 4 | 3 | 2 | 1 | 0 |
| a. | Small airplane | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. | Small boat | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. | Off-road vehicle | ❑ | ❑ | ❑ | ❑ | ❑ |

**6. If you were to plan another trip to Alaska, what would you most like to do or see in a visit to a small Alaska community or village? It could be an activity listed in the questions above, or something else.**

_____

_____

**The cost to visit small Alaska communities or villages varies a great deal depending on where you go, what you do, whether you use a guide/outfitter, etc.**
**For example a:**

- 2-day/1-night travel and lodging package from Anchorage to the Kenai National Wildlife Refuge might cost $250 per person.
- 2-day/1-night travel and lodging package from Anchorage to Dutch Harbor and the Aleutian Islands might cost $1,100 per person.
- 2-day/1-night travel and lodging package from Anchorage to McGrath in Interior Western Alaska might cost $600 per person.
- 2-day/1-night stay at a deluxe wilderness lodge could cost $1,800 per person or more.

**7. Suppose a 2-day/1-night trip to a small Alaska community or village were available on which you could do or see the activity you listed in question 6. <u>If you were planning another trip to Alaska</u>, how likely do you think you would be to include a trip to a small Alaska community or village if the cost per person (including transportation methods that you feel comfortable using, food, lodging, and activities) for that part of your Alaska trip were each of the following amounts?**
*(check one box for each cost)*

| How Cost Per Person Affects Likelihood to Visit | Very Likely | Somewhat Likely | Somewhat Unlikely | Very Unlikely | No Opinion |
|---|---|---|---|---|---|
| | 4 | 3 | 2 | 1 | 0 |
| a. $200 | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. $400 | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. $600 | ❑ | ❑ | ❑ | ❑ | ❑ |
| d. $900 | ❑ | ❑ | ❑ | ❑ | ❑ |
| e. $1,200 | ❑ | ❑ | ❑ | ❑ | ❑ |

## G. Public Lands in Alaska

**1. People have different ideas about how public lands *(national forests, for example)* and tourism on public lands should be managed. Please tell us how much you agree or disagree with each of the following statements. The best answer is the one that most closely describes what you think.**

| Ideas about Public Lands | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | No Opinion |
|---|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 | 0 |
| a. Public land in Alaska should be managed primarily to provide an ongoing supply of timber and minerals for jobs and goods for people. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. Those who live near public land should have the most say in how it is managed. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. All commercial cutting of old growth timber on public lands in Alaska should be stopped. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| d. Clearcutting is an acceptable way to harvest timber. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| e. More importance should be placed on keeping public lands healthy than on helping people use them in ways they want. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| f. Most logging roads should be kept open because they improve access to public land for residents and visitors. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| g. New roads should be built in roadless areas to make logging and other activities possible. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| h. We should preserve wildlife and natural areas on public lands only if the economy still benefits. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| i. Public lands should be managed more for recreation than for their natural health. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| j. There should be more areas where hunting is not allowed so people can watch wildlife. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| k. I get less satisfaction from recreational activities conducted on public lands if I have to pay a fee to use the area. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| l. Too much tourism will spoil Alaska communities and cultures. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| m. I am not concerned about too much tourism hurting public lands, waters, and wildlife. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| n. There should be no limit on the number of commercial tours that use public lands. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| o. There should be areas of public lands where commercially guided tours are not allowed. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**2. Please tell us how much you agree or disagree with each of the following statements about conditions you might have encountered during your visit to Alaska.**
*(check one box for each statement)*

| Conditions Encountered in Alaska | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | No Opinion |
|---|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 | 0 |
| a. Generally speaking, the areas I visited in Alaska were more developed than I would have liked. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. Generally speaking, I did not encounter more people than I would have liked in remote areas of Alaska. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. There was too much water traffic (boats, large ships, barges, jet skis, etc.) in places I visited in Alaska. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| d. The noise level of air traffic (planes, helicopters) did not detract from the enjoyment of my visit to Alaska. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**3. Looking back on your visit to Alaska, would you have liked to have seen more or less of each of the following on the public land areas you saw or visited.** *(check one box for each item)*

| Liked to have seen more or less of . . . | A Lot More | Somewhat More | Same Amount | Somewhat Less | A Lot Less | No Opinion |
|---|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 | 0 |
| a. Trails for hiking or horseback riding | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. Trails for All Terrain Vehicles | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. Roads in forested areas. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| d. Picnic sites/tables | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| e. Visitor centers | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| f. Campgrounds | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| g. Signs and information displays | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| h. Bathrooms | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| i. Dedicated wildlife viewing areas | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| j. Cabins | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| k. Boat moorings and docks | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| l. Informational programs/staff | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| m. Other facilities: *(Specify)* _____ | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**4. How important were each of the following opportunities in *planning your visit* to Alaska?**
*(check one box for each opportunity)*

| Importance of Opportunities | Very Important | Somewhat Important | Not Important | Don't Know |
|---|---|---|---|---|
| | 3 | 2 | 1 | 0 |
| a. Seeing or visiting wilderness | ❑ | ❑ | ❑ | ❑ |
| b. Seeing natural scenery (glaciers, fiords, icebergs, mountains) | ❑ | ❑ | ❑ | ❑ |
| c. Experiencing solitude | ❑ | ❑ | ❑ | ❑ |
| d. Viewing birds, wildlife, and marine mammals | ❑ | ❑ | ❑ | ❑ |
| e. Fishing | ❑ | ❑ | ❑ | ❑ |
| f. Learning about Alaska history | ❑ | ❑ | ❑ | ❑ |
| g. Learning about Alaska Native culture | ❑ | ❑ | ❑ | ❑ |
| h. Shopping for arts, crafts, and gifts | ❑ | ❑ | ❑ | ❑ |
| i. Meeting local people | ❑ | ❑ | ❑ | ❑ |
| j. Enjoying quality food and drink | ❑ | ❑ | ❑ | ❑ |
| k. Staying in luxurious accommodations | ❑ | ❑ | ❑ | ❑ |
| l. Entertainment (music, dance, shows) | ❑ | ❑ | ❑ | ❑ |
| m. Having outdoor adventures | ❑ | ❑ | ❑ | ❑ |
| n. Spending time with friends or family | ❑ | ❑ | ❑ | ❑ |

**5. Thinking back on your visit to Alaska, how satisfied were you with your opportunities to . . .**
*(check one box for each opportunity)*

| Satisfaction with Opportunities | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Did Not Experience |
|---|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 | 0 |
| a. See or visit wilderness | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. See natural scenery (glaciers, fiords, icebergs, mountains) | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. Experience solitude | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| d. View birds, wildlife, and marine mammals | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| e. Fish | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| f. Learn about Alaska history | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| g. Learn about Alaska Native culture | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| h. Shop for arts, crafts, and gifts | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| i. Meet local people | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| j. Enjoy quality food and drink | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| k. Stay in luxurious accommodations | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| l. Entertainment (music, dance, shows) | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| m. Have outdoor adventures | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| n. Spend time with friends or family | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**6. Please tell us how much you agree or disagree with the following statements about your vacations or recreational trips.** *(check one box for each statement)*

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | No Opinion |
|---|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 | 0 |
| a. I enjoy going on guided tours. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. I often camp on vacations. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. The most important part of a vacation is meeting new people. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| d. I take time to enjoy nature on vacation. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| e. I always have a well-defined route and maps before leaving on a trip. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| f. I travel to enjoy time with my family. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| g. I enjoy vacations that are physically challenging. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**7. Since returning from my visit to Alaska . . .** *(check one box for each statement)*

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | No Opinion |
|---|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 | 0 |
| a. My overall appreciation for nature has increased. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. I have increased my visits to natural areas closer to home. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. I have tried to learn more about nature and natural areas. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| d. I have tried to learn more about Alaska. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**8. What is the ONE most vivid memory or lasting image from your trip to Alaska?**

_____

_____

## H. Alaska Wilderness and Wildlife

**People come to Alaska for many reasons. One of those reasons is the many acres of wild lands and waters. Millions of acres in Alaska are managed as federally designated "Wilderness Areas." Other areas, while not specifically designated as "Wilderness Areas," are very wild. The next few questions ask about your impressions of these wilderness places and what they represent to you. The first three questions focus on federally designated "Wilderness Areas," while the others focus on wilderness and wildlife in general.**

**1. How important was the presence of federally designated "Wilderness Areas" to your decision to visit Alaska?**

1❑ I did not know about federally designated "Wilderness Areas," and they were not important to my decision
2❑ I did know about federally designated "Wilderness Areas," but they were not important to my decision
3❑ Somewhat important, but not a major factor
4❑ Important, but only one of several important factors
5❑ Very important, one of the 2 or 3 most important factors
6❑ The most important factor

**2. Did you *visit or travel* to view public lands or waters protected as federally designated "Wilderness Areas" during this trip to Alaska?**

1❑ Yes 2❑ I think so 3❑ No ➔ SKIP TO Q.4 4❑ I don't know ➔ SKIP TO Q.4

**3. If yes, or you think so, please list some of those areas you visited or viewed that you know (or think) are protected as "Wilderness Areas."**

_____

_____

**Questions 4-10 refer to "Wilderness" in general, not just federally designated "Wilderness Areas."**

**4. How important was the wilderness character of Alaska <u>in making your decision to visit</u> Alaska?** *(check one box)*

1❑ The most important factor
2❑ Very important, one of the 2 or 3 most important factors
3❑ Important, but only one of several important factors
4❑ Somewhat important, but not a major factor
5❑ Not at all important

**5. How important was the possibility of seeing or spending time in wilderness places <u>in making your trip plans</u> (itinerary, schedule, travel route, etc.)?** *(check one box)*

1❑ The most important factor
2❑ Very important, one of the 2 or 3 most important factors
3❑ Important, but only one of several important factors
4❑ Somewhat important, but not a major factor
5❑ Not at all important

**6. Did the behavior of any people (besides those traveling with you) or the presence of any activities interfere with your enjoyment of Alaska's wilderness qualities in any way?**

1❑ Yes ➔ 2❑ No ➔ SKIP TO Q.8

**7. If yes, describe the people or activity that interfered, and if a behavior detracted from the quality of your visit, please describe that behavior.**

_____

**8. Please tell us how much you agree or disagree with each of the following statements. These statements focus on wilderness in general, not just federally designated "Wilderness Areas."** *(check one box for each statement)*

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | No Opinion |
|---|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 | 0 |
| a. I benefit more from visiting or viewing wilderness than other recreation places. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| b. I find that a lot of my life is organized around wilderness use. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| c. One of the major reasons I now live where I do is that it has opportunities for visiting or viewing wilderness. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| d. I feel like wilderness is a part of me. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| e. I seldom take time to visit wilderness places. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| f. I do not think the wilderness character of Alaska is important to protect. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| g. The opportunity to visit or see wilderness would be important to my decision to visit Alaska in the future. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| h. Use of some more popular wilderness areas in Alaska should be rationed (by issuing a limited number of permits or some other way) if needed to . . . | | | | | | |
| protect the natural environment. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| protect opportunities for visitors to be alone, away from crowds. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| protect natural animal populations. | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**9. How did the wildlife viewing experiences you had in Alaska compare to your expectations before the trip?** *(check one box)*

1❑ Exceeded my expectations
2❑ About what I expected
3❑ Below my expectations
4❑ I had no expectations

**10. What were the most influential sources in developing your expectations/image of wildlife viewing in Alaska <u>before this trip</u>?** *(check no more than 3)*

1❑ Stories by friends or family members
2❑ Stories by acquaintances/people I don't know well
3❑ Promotional literature requested prior to the trip
4❑ Previous trips to Alaska
5❑ Movies about Alaska
6❑ Books about Alaska
7❑ Magazine/newspaper articles about Alaska
8❑ Television programs about Alaska
9❑ Television advertisements
10❑ Information obtained on the Internet
97❑ Other: *(specify)* _____

## I. About Yourself

**1. To help us classify your answers, are you . . .**

1❑ Single *(including separated, divorced, widowed)* 2❑ Married or living with a partner

**2. How many children under 18 live in your household?** _____ #

**3. Please check the highest level of formal schooling you have completed:**

1❑ Grade 11 or less
2❑ High school graduate
3❑ 1 - 3 years of college
4❑ Completed associate or technical degree
5❑ Graduated from college
6❑ Attended or completed post-graduate studies
8❑ Don't know

**4. What 3 publications do you read most frequently?**

1. _____ 2. _____ 3. _____

**5. What 3 television programs do you watch most frequently?**

1. _____ 2. _____ 3. _____

**Thank you for your participation, you have generously helped make Alaska a better place to visit. We sincerely hope you will visit the 49th state again soon!**

**Please use this space and/or the back cover for any comments you would like to make about this survey or your visit to Alaska. Thanks again!**

# Appendix D—Weighting Methodology and SPSS Procedures

The data set for AVSP IV will be available on the Internet for interested parties to conduct further analysis if desired. The dataset will be provided as a text file, and as an SPSS (Statistical Program for the Social Sciences) file. This section provides information on the weighting methodology and the analytical procedures to aid those interested in replicating the results presented in this report, or in conducting additional analysis that that can be compared to these results.

The AVSP IV program featured three surveys for visitors to the state:

- The Random Arrival Survey (RAS) captured information about the traveling parties entering the state, and collected information on the number of people in the group, their ages, how long they intended to stay in Alaska, and other demographic information. Traveling parties answered the questions when they arrived in Alaska.
- The Visitor Expenditure Survey (VES) captured information about the purchases travelers made while staying in Alaska. Travelers returned the VES after they finished their Alaska vacation.
- The Visitor Opinion Survey (VOS) captured information about individuals' expectations and opinions of their Alaska trip. Travelers returned the VOS after they finished their Alaska vacation.

This appendix discusses the information contained in the VES and VOS surveys in terms of how to access it and use it. The data is stored in an SPSS format, and primary analysis was carried out using SPSS Base software. The information has been weighted so that information about the general population of visitors may be extrapolated from the available survey information. The first section of this appendix discusses the weighting methodology of the data. Information on using SPSS with the AVSP data, including sample Syntax, follows the weighting section. Procedures for the VOS and VES are presented in Appendix D in the Fall/Winter and Summer expenditures and opinion reports.

## Data Weighting Methodology

The data collected in the three surveys for AVSP are sample data. Information was recorded by the mode of arrival into the state and the reported trip purpose, but the surveys can only provide information about the sample of the visitors to the state. By applying different weights, the survey information can be made to represent all of the visitors to Alaska. This section describes the process by which the weights were developed, and discusses how those weights are applied to the data.

The weights used with AVSP data are based on actual visitor arrival numbers for Alaska. The data were collected using a stratified random sampling design. Since the total number of visitors is available, it is an easy process to determine the weights necessary to expand the number of surveyed visitors into the total number of visitors of that type. The process used to calculate weights is to divide the total population count of visitors by the sample count of parties. In other words, the total population count of visitors is distributed evenly over all sample parties. The calculations are done separately for summer and winter. For winter, the weights are calculated separately for each of the five modes of entry. For summer, the weights are calculated separately for each of 25 strata, or combinations of mode of entry and month of arrival. The only exception is for International Air, for which sample observations were only available for three of the five

months. In this case, all International Air surveys are counted as one weighting class. This results in a total of 21 summer strata.

Using this design, the weights are calculated by the following formula:

$$w_{hj} = \frac{N_h}{n_h},$$

where $N_h$ denotes the population counts for each of the 26 strata ($h$ denotes the stratum). The denominator for these weights, the sample count $n_h$, is obtained by summing the numbers of observations in the data set for each of the 30 strata. The user can obtain these sample counts for each of the month-mode combinations for Summer, and the five mode combinations for Winter. The sample weights can then be computed using the above formula.

Table D-81 and Table D-82 show the total arrival numbers, number of parties surveyed, and the weights for both the winter and summer VOS and VES surveys. Where applicable, further steps are taken to adjust the weights by the number of people in the party. This assumes the number of visitors per party found in the sample is identical to what is expected with the population of visitors.

## Table D-81. Total Arrival Counts and Data Weights for Visitor Opinion Survey

| Season | Mode of Arrival | Month | Population | Parties Surveyed | Data Weight |
|---|---|---|---|---|---|
| Summer | Domestic Air | May | 67,930 | 37 | 1,835.95 |
| Summer | Domestic Air | June | 131,697 | 88 | 1,496.56 |
| Summer | Domestic Air | July | 163,671 | 84 | 1,948.46 |
| Summer | Domestic Air | August | 156,750 | 120 | 1,306.25 |
| Summer | Domestic Air | September | 52,866 | 59 | 896.03 |
| **Summer** | **Domestic Air** | **Total** | **572,914** | **388** | |
| Summer | International Air | May | 1,461 | 2 | 804.26 |
| Summer | International Air | June | 4,117 | 12 | 804.26 |
| Summer | International Air | July | 4,442 | 5 | 804.26 |
| Summer | International Air | August | 4,257 | 0 | |
| Summer | International Air | September | 1,004 | 0 | |
| **Summer** | **International Air** | **Total** | **15,281** | **19** | |
| Summer | Ferry | May | 1,585 | 21 | 75.48 |
| Summer | Ferry | June | 5,135 | 31 | 165.65 |
| Summer | Ferry | July | 5,083 | 5 | 1,016.60 |
| Summer | Ferry | August | 4,470 | 16 | 279.38 |
| Summer | Ferry | September | 935 | 4 | 233.75 |
| **Summer** | **Ferry** | **Total** | **17,208** | **77** | |
| Summer | Cruise | May | 107,000 | 32 | 3,343.75 |
| Summer | Cruise | June | 123,000 | 37 | 3,324.32 |
| Summer | Cruise | July | 138,000 | 23 | 6,000.00 |
| Summer | Cruise | August | 130,000 | 30 | 4,333.33 |
| Summer | Cruise | September | 12,000 | 9 | 1,333.33 |
| **Summer** | **Cruise** | **Total** | **510,000** | **131** | |
| Summer | Highway | May | 9,859 | 12 | 821.58 |
| Summer | Highway | June | 30,198 | 23 | 1,312.96 |
| Summer | Highway | July | 39,600 | 40 | 990.00 |
| Summer | Highway | August | 30,724 | 17 | 1,807.29 |
| Summer | Highway | September | 8,585 | 7 | 1,226.43 |
| **Summer** | **Highway** | **Total** | **118,966** | **99** | |
| | **Summer Total** | | **1,234,369** | **714** | |
| Winter | Domestic Air | All | 234,000 | 191 | 1,225.13 |
| Winter | International Air | All | 3,500 | 3 | 1,166.67 |
| Winter | Ferry | All | 1,600 | 50 | 32.00 |
| Winter | Highway | All | 10,600 | 23 | 460.87 |
| | **Winter Total** | | **249,700** | **267** | |

Note: Due to the small number of samples, the weights for International Air arrivals during the summer are based on all arrivals, similar to what was done for the winter weights.

## Table D-82. Total Arrival Counts and Data Weights for Visitor Expenditure Survey

| Season | Mode of Arrival | Month | Population | Parties Surveyed | Data Weight |
|---|---|---|---|---|---|
| Summer | Domestic Air | May | 67,930 | 11 | 6,175.45 |
| Summer | Domestic Air | June | 131,697 | 48 | 2,743.69 |
| Summer | Domestic Air | July | 163,671 | 39 | 4,196.69 |
| Summer | Domestic Air | August | 156,750 | 67 | 2,339.55 |
| Summer | Domestic Air | September | 52,866 | 32 | 1,652.06 |
| **Summer** | **Domestic Air** | **Total** | **572,914** | **197** | |
| Summer | International Air | May | 1,461 | 0 | |
| Summer | International Air | June | 4,117 | 6 | 1,175.46 |
| Summer | International Air | July | 4,442 | 7 | 1,175.46 |
| Summer | International Air | August | 4,257 | 0 | |
| Summer | International Air | September | 1,004 | 0 | |
| **Summer** | **International Air** | **Total** | **15,281** | **13** | |
| Summer | Ferry | May | 1,585 | 35 | 45.29 |
| Summer | Ferry | June | 5,135 | 33 | 155.61 |
| Summer | Ferry | July | 5,083 | 6 | 847.17 |
| Summer | Ferry | August | 4,470 | 16 | 279.38 |
| Summer | Ferry | September | 935 | 6 | 155.83 |
| **Summer** | **Ferry** | **Total** | **17,208** | **96** | |
| Summer | Cruise | May | 107,000 | 21 | 5,095.24 |
| Summer | Cruise | June | 123,000 | 31 | 3,967.74 |
| Summer | Cruise | July | 138,000 | 23 | 6,000.00 |
| Summer | Cruise | August | 130,000 | 22 | 5,909.09 |
| Summer | Cruise | September | 12,000 | 7 | 1,714.29 |
| **Summer** | **Cruise** | **Total** | **510,000** | **104** | |
| Summer | Highway | May | 9,859 | 20 | 492.95 |
| Summer | Highway | June | 30,198 | 26 | 1,161.46 |
| Summer | Highway | July | 39,600 | 53 | 747.17 |
| Summer | Highway | August | 30,724 | 24 | 1,280.17 |
| Summer | Highway | September | 8,585 | 14 | 613.21 |
| **Summer** | **Highway** | **Total** | **118,966** | **137** | |
| | **Summer Total** | | **1,234,369** | **547** | |
| Winter | Domestic Air | All | 234,000 | 215 | 1,088.37 |
| Winter | International Air | All | 3,500 | 5 | 700.00 |
| Winter | Ferry | All | 1,600 | 76 | 21.05 |
| Winter | Highway | All | 10,600 | 27 | 392.59 |
| | **Winter Total** | | **249,700** | **323** | |

Using the weights generated above, the user can calculate the sample total and means using the formula,

$$\hat{t} = \sum_{h=1}^{H} \sum_{j \in S_h} w_{hj} y_{hj} \ .$$

The response variable is denoted by $y_{hj}$. This denotes the observation $j$ in stratum $h$. This variable is multiplied by the corresponding stratum weight calculated above. For example, an observation collected in August for domestic air is multiplied by the weight developed for the August and domestic air stratum. Each observation in the data set is weighted. This weighted variable is then summed over the sample ($S_h$) for each stratum, and then summed over all strata (this corresponds to the two sums in the formula).

The estimate of the population mean is then,

$$\overline{y} = \frac{\sum_{h=1}^{H} \sum_{j \in S_h} w_{hj} y_{hj}}{\sum_{h=1}^{H} \sum_{j \in S_h} w_{hj}} .$$

The total is just divided by the population size.

The variables of interest can be generated using the above formula and then compared with the tables of final results.

## SPSS Analysis Procedures

NuStats International conducted the data analysis involved in the AVSP study using SAS statistical software. However, this appendix discusses the procedures used in analyzing the data with SPSS Base software, with is a commonly-available statistical software package. An understanding of SPSS is therefore vital for working with the AVSP data. This section discusses the procedures necessary to work with the SPSS data.

The general procedure for using SPSS with the AVSP data is as follows:

- **Apply weights, if required.** Most of the analysis work presented in this report requires that the data be weighted so that results apply to the entire population and in the correct proportion of visitor types. To apply weights, simply navigate to the Data menu, select Weight Cases, and instruct SPSS to weight cases by the weighting variable. The weighting variable is located near the end of the variable list, and is named either *wt* or the data set name followed by *wgt* (such as *veswgt* or *voswgt*). If you do not see the weight variable, look at the "Variable View" to find a variable labeled as some sort of weight. Weights are not always required; using unweighted data can show the number of respondents to specific variables. For working with the raw expenditure diary dataset, it is best to start by adding the weights found in the aggregated, as discussed later in this appendix.
- **Select case, if required.** Many types of analysis require that only some cases be selected. When using data sets that contain all survey responses, the user must first filter by the phase (2=Fall/Winter, 3=Summer) so that the analysis focuses on a specific season. Other common filters are on mode of arrival (TMODE) and trip purpose (TPURP). In the expenditure component of the AVSP study, results were calculated without including zeroes in order to create results that are consistent with the previous AVSP study. In other words, expenditure categories with no entries are treated as missing values. Therefore, cases with expenditures of zero in a particular category must be filtered or deleted to perform the analyses.
- **Run the analysis.** A variety of analysis tools are used. The three primary analysis tools are Frequencies, Crosstabs, and Compare Means. Frequencies are used to find basic statistics on variables, as well as to find ordinal responses, such as Trip Length (LEGTH). Crosstabs analyze

two variables simultaneously, such as looking at Trip Length categories by Mode of Arrival. Compare Means allows the user to calculate statistics on a variable that has been separated into categories, such as the average Party Size by Trip Purpose (PARTY by TPURP).

Most of the VOS procedures are basic and should be very familiar to experienced SPSS users. Most of the data is available in a single variable, allowing for use of the three basic analysis types shown above. However, some variables are best treated as multiple response variables. Users experienced with SPSS will note that SPSS allows these variables to be grouped together under the Analyze/Multiple Responses menu, which greatly reduces the time required for analysis. An example of this is the TRIPM variable, for which there are 26 variables available for respondents to enter the places they would like to visit during their next Alaska trip.

Working with the VES data requires some additional steps. The raw data from the expenditure diary is presented with each case representing one purchase. Aggregating the data to expenditures by party and expenditure category expedites the process of developing the tables in the reports. However, the method used for aggregation will determine the ease with which the report's numbers can be reproduced. NuStats International aggregated the data so that it represented the expenditure per person per trip, by dividing expenditure numbers by the number of people in each party. Adjustments were then made to convert the results to per party per trip and per person per night.

The VES and VOS data should be weighted by their weighting variables before use. This will ensure that the data add to the proper totals and be representative of the visitor population. The only exception to always weighting the data is when the user simply wants to get a survey count, in which case the objective is to count the unweighted number of reponses.

Since the datasets contain both Fall/Winter and Summer data, filtering is required. For most analysis, the filter only needs to be set for PHASE=2 (for Fall/Winter) or PHASE=3 (for Summer). Additional variables may be filtered, such as by mode of entry or trip purpose, but most of the analysis by mode or purpose is done using cross-tabulations.

The three basic statistical tools mentioned earlier in this section should suffice for all of the VOS analysis, and provide a good start for the VES analysis. Almost all of the VOS variables can be analyzed separately, with the exception of a few Multiple Response variables. For these variables, the Analyze/Multiple Reponses… menu should suffice.

The following two sections provide specific examples of how to use the VES and VOS data sets. Where needed, Syntax is provided to make the analysis easier.

## VOS-Specific Procedures

Most of the VOS analysis should be straightforward. Users familiar with analyzing single variables and Multiple Response variables in SPSS should have no difficulty in replicating the report's results.

All of the analysis requires that responses be weighted, with the exception of developing survey counts. The weighting variable is either *voswgt* or *wt*. Applying the weight will allow SPSS to provide estimates for the entire visitor population, and in the appropriate proportions.

Since the VOS provides both Fall/Winter and Summer data, filtering is required. For most analysis, the filter only needs to be set for PHASE=2 (for Fall/Winter) or PHASE=3 (for Summer). Additional variables may be filtered, such as by mode of entry or trip purpose, but most of the analysis by mode or purpose is done using crosstabulations.

The three basic statistical tools mentioned earlier in this appendix should suffice for all of the VOS analysis. Almost all of the variables can be analyzed separately. The VOS data does contain a number of Multiple Response variables (TRIPM, INET, MONY, LIVE, etc.) for which the Analyze/Multiple Reponses… menu should suffice.

## VES-Specific Procedures

The VES provides the most complicated data set for the AVSP IV study. For those parties participating in the VES, expenditures were recorded into different categories, one item at a time. In order to work with the data, several adjustments are required to aggregate the information to the desired level of analysis. NuStats International used information aggregated to the party level, by expenditure category, for all of the analysis. This discussion assumes that the aggregation has been done before taking the steps discussed here.

### Adding Weights to the Expenditure Diary

When using the expenditure diary, it works best to read in the VES weights directly from the Summer and Fall/Winter aggregated datasets. First, the user must create a new data file from the aggregated datasets that contains the sample numbers and their weights. This is accomplished using the Data/Aggregate… menu item to calculate the mean *veswgt*, broken by the sample number. The Syntax to do this is as follows:

```
AGGREGATE
  /OUTFILE=*
  /BREAK=sampn
  /veswgt_1 = MEAN(veswgt).
```

The resulting dataset can then be saved for use with the expenditure diary. To read the weights into the expenditure diary, load the expenditure diary into SPSS and run the following syntax with the appropriate weights file inserted:

```
MATCH FILES /FILE=*
 /TABLE='[Data File with Weights]'
 /BY sampn.
EXECUTE.
```

### Developing and Using Per Person Per Trip Data

For this analysis, the expenditure data had been aggregated from the expenditure diary to data for each expenditure category, per person of each party. To accomplish this, use the Data/Aggregate… menu item, and be sure to include the party number (ISAMP), expenditure category (EXPCAT), and weighting variable (VESWGT) as break variables. For this analysis, the study phase (PHASE) was also used a break variable so that data for each season were stored in separate files. After the aggregation, expenditures must then be adjusted downward to account for the number of travelers in each group. Specifically, you must divide the total party expenditure by the number of visitors in the party. This is because the VES weights inflate each party to a given number of visitors so it is imperative to attach this weight to a visitor-level variable.

### Calculating Total In-State Expenditures

With the expenditure data properly aggregated (by sample number and expenditure category) and weighted (using the VES weight), the user can then calculate the total expenditures by category for Summer and Fall/Winter, which are found in Table 10. To perform this calculation, the user must take several steps. First, calculate the mean expenditure by category for each season, being sure to use weighted data and to filter out any zero values. Second, add up the mean expenditure in each category to arrive add the total. Finally, multiply the mean expenditures by the number of persons in the party. The results will match those shown in Table 10.

### Developing Per Party Per Trip Data

Sections of the expenditure report were based on party-level expenditures for the entire trip. To calculate party-level data, you should use the party's total expenditure for a specific expense category. An analysis may then be run as needed.

Variable naming may differ slightly between data sets, so it is important to read documentation or recalculate variables to ensure that the variable being used is correct. The one exception to this procedure comes up when calculating the overall expenditures for all visitors to the state. Instead of multiplying expenditures by the number of travelers in the party before the analysis, that adjustment should be applied after the analysis. For example, to calculate the total expenditures for all visitors, first the user must calculate the total expenditures per person per trip, and then multiply by the average number of travelers per party. Looking at Table 1 in the Executive Summary, it can be verified that the difference between the per party per trip and per person per trip data is equal to the average number of travelers per party. For Summer, the average is approximately 1.79, and for Fall/Winter, it is about 1.20.

In different tables, the average number of travelers per party may differ because of the way the data is being divided. For instance, within each mode of arrival, the average party size will differ, just as it will differ by the country of residence of the party members.

### Developing Per Person Per Night Data

The third way in which expenditure data is presented is per person per night. To do these calculations, an entirely new data set must be created from the trip expenditures. NuStats International developed nightly expenditure data from the aggregated per person per trip data.

The procedure used to develop nightly data is as follows. First, each case in the dataset has a trip length variable (TRPLEN) that specifies the number of data represented by the expenditure diary entries. In the nightly data set, each case is repeated a number of times equal to the number of nights the original case represents. Second, once the data set has been developed, the expenditures (by expenditure category or overall for the person) are divided by the number of trip days. Analysis then proceeds normally with the new data set.

As an example, if a party spent five days in Alaska and spent $100 in a certain expenditure category, the new data set would contain five cases for that party and expenditure category, each with $20 per night. The Syntax to do this in SPSS is:

```
LOOP cnt=1 TO TRPLEN.
+ XSAVE OUTFILE='c:\avspdata.sav' /KEEP=ALL.
END LOOP.
EXECUTE.
```

```
GET FILE='c:\avspdata.sav' .
COMPUTE varId=$CASENUM.
```

After running this Syntax on the per person per trip dataset, a new dataset will be located at c:\avspdata.sav, and that file will be loaded into memory. The final line of Syntax simply provides a running count of the number of cases. The highest value the *varId* variable holds will be equal to the total number of nights of expenditure data contained in the dataset.

### Notes About Specific Tables

After the user understands the three levels of detail used in the expenditure report, most of the calculations used to create the tables should be straightforward. However, different table layouts require slightly different procedures. This section discusses the procedures used for different table types.

**Most Per Party Per Trip Tables (Tables 1, 12, 14, 15, 16, 18, 19, 21).** For all tables that contain information for each trip purpose, mode of entry, country of residence, or other grouping variable, the per person per trip numbers must be multiplied by the average party size to get per party per trip numbers. This applies to most of the per party per trip variables. Tables not listed at the start of this paragraph either do not require this adjustment to be made, or rely on an adjustment made before making calculations.

**Expenditure Levels by Expenditure Category (Tables 2, 13, 23, 33).** These tables show the amount spent on the different expenditure categories, where the expenditure amounts are represented by levels. Parties or persons recording no expenditures in a given category are omitted, since including zeroes would skew the distributions. For this reason, the lowest expenditure level starts at $1, although technically any positive expenditure (one cent and up) is included. To develop these tables, simply group the expenditures into the specified categories, and create a crosstabulation that shows the percent of responses within each column. Example Syntax for creating Table 2, for use with the per person per night dataset, is shown here:

```
COMPUTE BYCATNGT=BYSAMPCA/PRTLEN.
EXECUTE.

STRING CATNIGHT (A20).

RECODE
  BYCATNGT
  (Lowest thru 100='$0 - $100') (100 thru 200='$100 - $200') (200 thru
  300='$200 - $300') (300 thru 400='$300 - $400') (400 thru 500='$400 -
'+
 ' $500') (500 thru 1000='$500 - $1,000') (1000 thru Highest='$1,001
and'+
 ' above') INTO CATNIGHT .
EXECUTE.

CROSSTABS
```

```
  /TABLES=CATNIGHT BY EXPCAT
  /FORMAT= AVALUE TABLES
  /CELLS= COLUMN.
```

**Expenditures by Category (Tables 3, 14, 24, 34).** These tables show the average and median expenditures for each expenditure category. In some tables, all expenditures equal to zero are omitted in calculating the median, so be sure to read the notes to each table.

Example Syntax is shown here for Table 14 using the average number of travelers per party during the Summer:

```
COMPUTE PRTSMPCA = BYSAMPCA*1.788487427.
EXECUTE.

COMMENT The first table provides means and medians with zeroes
included.
MEANS
  TABLES=PRTSMPCA BY EXPCAT
  /CELLS MEAN MEDIAN.

USE ALL.
COMPUTE filter_$=(BYSAMPCA>0).
VARIABLE LABEL filter_$ 'BYSAMPCA>0 (FILTER)'.
VALUE LABELS filter_$  0 'Not Selected' 1 'Selected'.
FORMAT filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.

COMMENT The second table provides medians with zeroes omitted.
MEANS
  TABLES=PRTSMPCA BY EXPCAT
  /CELLS MEDIAN.
```

**Median Expenditures by Expenditure Category for Trip Purpose or Mode of Entry Categories (Tables 16, 19, 26, 29, 36, 36).** These tables show the median expenditure for each expenditure category for parties or persons that specified a given trip purpose or mode of entry. These tables must be calculated one column at a time, by filtering by expenditure amount (omit zero entries) and purpose or mode. The Compare Means/Means… function in SPSS can then be used to construct each column individually. The medians found by the analysis per person per trip must be multiplied by the average party size to get per party per trip data.

**Expenditure Levels by Mode of Arrival or Trip Purpose (Tables 17, 20, 27, 30, 37, 40).** These tables should be straightforward to calculate. An example of the Syntax for these tables is shown here for Table 27:

```
FILTER OFF.
```

```
USE ALL.
EXECUTE.

STRING SUMGRP (A20).

RECODE
  SUM
  (Lowest thru 500='$0 - $500') (500 thru 1000='$500 - $1000') (1000
thru
  2000='$1,000 - $2,000') (2000 thru 3000='$2,000 - $3,000') (3000 thru
  Highest='$3,000 and above') INTO SUMGRP.
VARIABLE LABELS SUMGRP 'Groups for total expenditures'.
EXECUTE.
CROSSTABS
  /TABLES=SUMGRP BY TMODE
  /FORMAT= AVALUE TABLES
  /CELLS= COLUMN.
```

# Appendix E—Examples of Imputing Zeroes for 1

Visitors completing the expenditure diary often did not indicate expenditures for one or more categories; no entry was made in the category. In keeping with the approach used in the AVSP III, and based on advice from Professor Virginia Lesser of the Oregon State University Survey Research Center, missing or blank responses are noted as missing values for this report. However, it is possible that at least some of the respondents left the category blank as a surrogate for zero instead of filling in a zero for the category. If the missing values are assumed to be zeroes, the effect is to lower the average, median, and total expenditures. The following tables compare some of the information presented in the report for Table 1 and Table 10 with the results of imputing zeroes for the missing values.

**In-State Expenditures – All Visitors**
**Winter 2001**

| Description of Expenditures | Average Expenditures ($) |
|---|---|
| Blank Entries as Missing Values | |
| Expenditures per party per trip | 1,562 |
| Expenditures per person per trip | 1,284 |
| Expenditures per person per night | 137 |
| Blank Entries as Zeroes | |
| Expenditures per party per trip | 885 |
| Expenditures per person per trip | 715 |
| Expenditures per person per night | 73 |

**Total In-State Expenditures, by Expenditure Category All Visitors**
**Winter 2001**

| | $ Million | |
|---|---|---|
| Expenditure Category | Blank Entries as Zeroes | Blank Entries as Missing Values |
| Lodging | 54.4 | 83.5 |
| Food and Beverage | 24.1 | 44.1 |
| Transportation | 21.4 | 36.6 |
| Recreation | 4.5 | 27.7 |
| Alaska Native Arts and Crafts | 4.9 | 69.0 |
| Other Gifts/Souvenirs | 54.4 | 20.4 |
| Clothing | 24.1 | 15.2 |
| Personal | 21.4 | 7.8 |
| Other | 4.5 | 22.5 |
| **Total** | **178.6** | **326.8** |