Alaska Visitor Expenditures and Opinions, Summer 2001

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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]

Alaska Native Arts and Crafts	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 or non natives, may have been included in the responses of travelers who were unaware of these distinctions.
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)

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

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.
All Visitors Arrivals	Arrivals in Alaska by residents and visitors combined
Traveling Party	That group of people traveling as a single group – based on shared expenses, not just a shared itinerary.
Vacation/Pleasure	One of the categories of visitors traveling to Alaska: those visiting Alaska for vacation/pleasure reasons
Visiting Friends & Relatives	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 visitors 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 summer season of 2001. 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, Business and Pleasure, and Visiting Friends and Relatives. The report 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 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 may have caused 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 was defined to be the traveling party. In Summer 2001, the average size of a traveling party was 1.8 individuals.

Other changes for AVSP IV include, 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 in-state spending by visitors in Summer increased from $598 million in 1993 to just over $1.5 billion in 2001. Neither inflation nor the increase in visitor arrivals since 1993, or the two combined, explain the increase in visitor expenditures from 1993 to 2001. With the growth in the number of in-state tours, more businesses that cater to visitors, and other changes in the visitor industry, it is almost certain that the typical visitor spent more in real terms (after adjusting for inflation) in 2001 than in 1993. Still, it would take a sustained increase in real spending of roughly 4.5 percent per year (above and beyond three percent annual inflation) to explain the difference in total spending from 1993 to 2001. Some of that increase is likely 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.[2]

Other major findings include:

- Most visitors spent less than $100 per person per night in each expenditure category
- Vacation/Pleasure visitors accounted for the majority of total spending.
- Visitor opinions regarding Alaska were positive and similar to opinions documented in 1993-1994.

Expenditure Data

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

Table 1. In-State Expenditures – All Visitors
Summer 2001

Description of Expenditures	Average Expenditures ($)	Median Expenditures ($)
Expenditures per party per trip	2,210	760
Expenditures per person per trip	1,258	380
Expenditures per person per night	125	44

Notes:

Average = Total divided by number of observations.[3]

Median = middle observation.

Average and median statistics are provided because spending in any given category cannot be fully characterized with a single statistic. For example, a few "big spenders" can have a significant influence on average expenditures so median values give a different perspective of expenditures made by the "typical visitor." Not every visitor buys a piece of ivory or stays at a remote fishing

[2] It is also possible that differences in the way data were weighted in 1993-94 and 2000-01 could account for some of the difference in "All Visitors" visitor spending. Unfortunately, data are not readily available to show how expenditure data from individuals were weighted and added together to arrive at the estimate for "All Visitors" visitor spending in 1993-94. This issue could be explored at a later date.

[3] Based on our understanding of the approach used in AVSP III, respondents that did not have an entry for an expenditure category are noted as missing values. Appendix F provides examples of the effect of imputing zeroes for non-responses in the expenditure data.

lodge. Median values may give a different perspective of expenditures for a specified expenditure category than the average expenditure. Median expenditures may also provide a different basis for business planning purposes. Many merchants may not see enough different types of visitors, high and low spenders, for the average expenditure level to be meaningful. In contrast, a merchant could expect to see a visitor paying the "median" expenditures. [4]

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

Table 2. Distribution of Expenditures Per Person Per Night by Category and Dollar Amount Summer 2001

	Percent of Expenditures, by Category and Dollar Amount								
Expenditure Level	Lodging	Food & Drink	Transp.	Rec.	Alaska Native Arts and Crafts[a]	Other Gifts	Clothing	Personal	Other
$1 - $100	96	99	99	99	98	99	99	100	99
$101 - $200	1	1	1	1	2	1	1	0	1
$201 - $300	<1	<1	<1	0	0	<1	<1	0	0
$301 - $400	2	0	0	<1	0	<1	0	0	0
$401- $500	0	0	<1	0	0	0	0	0	0
$501 - $1,000	<1	0	<1	0	0	0	0	0	<1
$1,001 and above	<1	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	100

Notes:

Percentages may not sum 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 or non natives, may have been included in the responses of travelers who were unaware of the distinctions.

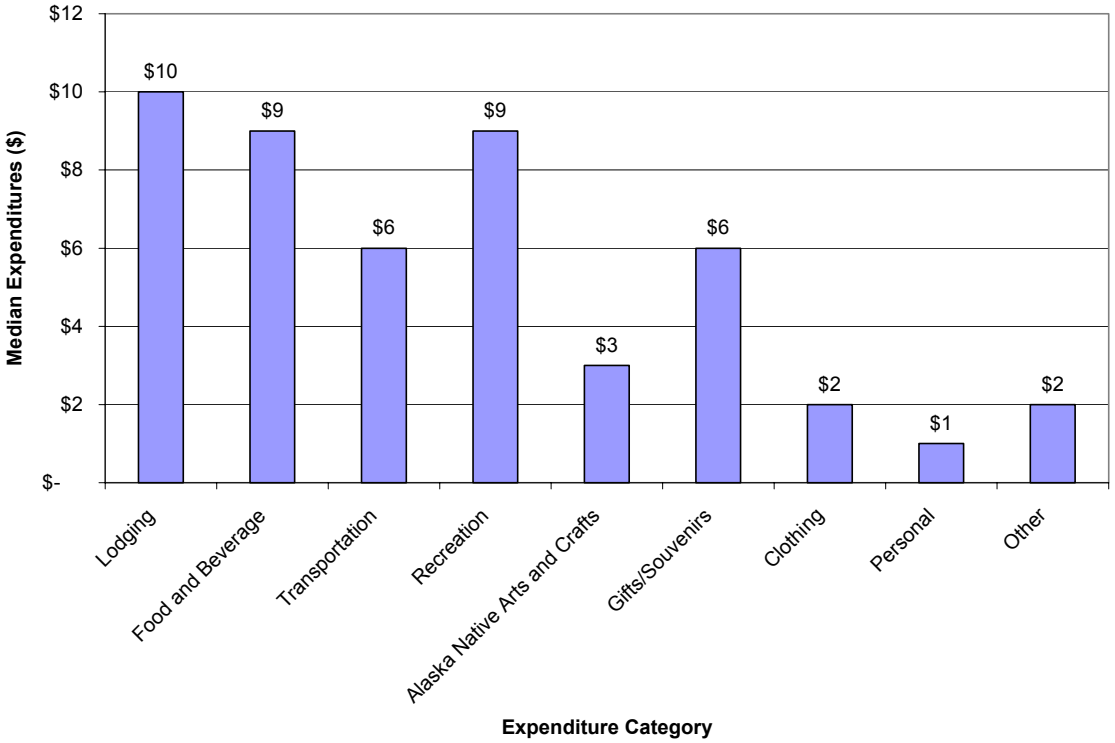
Table 3 shows average and median expenditures per person per night, by major expenditure category. Figure 1 shows the median expenditure per person per night.

[4] 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 3. In-State Expenditures Per Person Per Night by Expenditure Category Summer 2001

Expenditure Category	Average Expenditures ($)	Median Expenditures ($)
Lodging	39	10
Food and Beverage	13	9
Transportation	17	6
Recreation	19	9
Alaska Native Arts and Crafts	10	3
Gifts/Souvenirs	13	6
Clothing	6	2
Personal	3	1
Other	6	2

Figure 1. Median Expenditures Per Person Per Night Summer 2001 ($)



Notes: Median expenditures by category will rarely sum to the total median expenditure.

The expense of traveling to Alaska is not captured in the Visitor Expenditure Survey (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 4 and Table 5 show the average and median expenditures per person per night, by mode of entry and trip purpose, respectively.

Table 4. In-State Expenditures Per Person Per Night, by Mode of Arrival
Summer 2001

Mode of Entry	Average Expenditures ($)	Median Expenditures ($)
Domestic Air	159	49
International Air [a]	197	41
Ferry	83	65
Cruise	89	33
Highway	84	49

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

[a] Expenditure data for International Air visitors is based on the return of 13 VES.

Table 5. In-State Expenditures Per Person Per Night, by Trip Purpose
Summer 2001

Trip Purpose	Average Expenditures ($)	Median Expenditures ($)
Business Only[a]	126	5
Business/Pleasure	213	55
Vacation/Pleasure	119	45
Visiting Friends & Relatives	109	58

Notes:

[a] Expenditure data for Business Only visitors is based on the return of 13 VES.

Additional data are provided in the report on expenditures made per person per night, and the same information is provided in other forms to show expenditures per party, per trip, and per person per trip. Table 6 shows total in-state expenditures by trip purpose for Summer 2001.

Table 6. Total In-State Expenditures, by Trip Purpose
Summer 2001

Trip Purpose	Total Expenditures (million $)
Business Only[a]	24.5
Business/Pleasure	94.5
Vacation/Pleasure	1,319.7
Visiting Friends & Relatives	73.8
Total	**1,512.6**

[a] Expenditure data for Business Only visitors is based on the return of 13 VES.

Opinion Data

Table 7 provides a summary of the trip ratings for 1993 and 2001, 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 – Summer 2001
(1 to 7 scale with 1 = Poor and 7 = Excellent)

Visitor/Trip Characteristic	Overall Alaska Trip Rating		Value for Money		Compared to Expectations	
	1993	2001	1993	2001	1993	2001
Overall	**6.1**	**6.3**	**5.3**	**5.4**	**5.7**	**6.0**
Trip Purpose						
Business Only	5.3	5.9	4.7	4.6	5.0	5.2
Business/Pleasure	5.8	6.0	5.1	4.9	5.4	5.7
Vacation/Pleasure	6.2	6.3	5.4	5.4	5.9	6.0
VFR	6.3	6.1	5.2	5.1	6.0	5.9
Mode of Entry						
Domestic Air	6.0	6.2	5.1	5.3	5.6	5.9
International Air [a]	6.2	6.1	5.0	5.4	5.7	5.8
Cruise	6.3	6.4	5.9	5.7	6.0	6.2
Highway	6.0	6.1	5.0	4.8	5.5	5.8
Ferry	6.2	5.7	5.1	5.1	5.8	5.4
Travel Type						
Independent	5.9	6.1	5.0	5.1	5.6	5.8
Inde-package [b]	6.2	6.1	5.1	5.2	5.7	5.7
Package	6.2	6.4	5.7	5.6	5.9	6.2
Region Visited						
Denali / McKinley	6.2	6.1	5.3	5.3	5.8	5.9
Interior	6.0	6.2	5.2	5.3	5.7	5.9
Southeast	6.2	6.3	5.5	5.5	5.9	6.1
Southcentral	6.0	6.2	5.2	5.4	5.7	6.0
Southwest	6.2	6.0	5.1	5.1	5.6	5.7
Origin						
United States	6.1	6.3	5.3	5.5	5.8	6.0
Canada	5.9	6.0	5.3	4.9	5.6	5.7
Overseas	6.3	6.5	5.3	5.6	5.8	6.3

Source: 1993 data from *Alaska Visitor Patterns, Opinions and Planning, Summer 1993* prepared for the Alaska Division of Tourism, Department of Commerce & Economic Development by the McDowell Group; data for Summer 2001 collected for AVSP IV.

[a] Opinion data for International Air visitors is based on the return of 19 VOS.

[b] Inde-package visitors are those who plan to purchase some items of their trip themselves, but who also plan to purchase a commercially available tour or other packaged/marketed activity.

Additional detail on opinions is provided in the report, along with information on regions visited, trends in responses to opinion questions, and tables to show 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 visitors 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, Department of Community & Economic Development, Division of Community and Business Development (formerly Division of Tourism). Northern Economics, Inc., NuStats International, and Klugherz and Associates assisted the State with the AVSP in 2000-01 (AVSP IV). This consultant team included 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 complete once they have returned home from their trip (the visitor opinion survey or VOS). Separate reports summarize and explain the results of the three surveys. This report provides the results of the VES and the VOS for Summer 2001). This is the first time expenditure and opinions 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.

Table 8. AVSP – 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).

Note:

[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[5]
- Domestic air
- Ferry (Alaska Marine Highway System)
- Highway (passenger vehicles)
- International air

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

[5] 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 for 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 9) 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 fall in the Summer season.

Northern Economics, Inc., collected the 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 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 provide 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.[6] During the Fall/Winter season,

[6] It is unlikely that surveying in gate areas will be permitted in the future – especially after 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 where they board an Alaska Airlines flight. During the Summer season, there are more flights to Alaska that originate in other cities (not Seattle). 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 homeported in Seattle, WA during the 2001 survey year. 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 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 arrival data from Cruise Line Agencies of Alaska and several cruise companies are monitored to ensure accurate assessment of such arrivals. However, interviews with cruise passengers were conducted at the port of departure – either Vancouver, B.C. or Seattle, WA. All cruise passengers are assumed to be visitors. As such, no tallies were conducted at the cruise terminals. This assumption has been made in all prior AVSPs.[7]

Table 9 shows where surveys were conducted for the different points of entry and modes considered in AVSP for Summer 2001.

[7] The assumption is that a tally would not yield a more accurate estimate of the visitor percentage on this mode. For example, a tally could have been conducted and that tally might have showed that 98 percent (or something similar) of the passengers were visitors. If that tally had a margin of error of +/- 3 percent, it would not be statistically different from the simple assumption that 100 percent of the passengers were visitors. Conducting the tally in this case is not a good use of AVSP funds.

Table 9. AVSP IV Survey Points
Summer 2001

Mode and Point of Entry Considered	Actual Survey Locations
Cruise Ship	
Various ports	Vancouver, B.C. and Seattle, WA
Domestic Air	
Anchorage	Anchorage, AK and Seattle, WA
Fairbanks	Fairbanks, AK and Seattle, WA
Juneau	Juneau, AK and Seattle, WA [a]
Ketchikan	Ketchikan, AK and 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	Roadside at Tok, AK
International Air	
Anchorage	Anchorage, AK
Fairbanks	Fairbanks, AK
Juneau	Juneau, AK

Note:

[a] Many 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 interviewed air passengers while those passengers waited at their departure gates, which was more convenient for the passengers than if they were interrupted while deplaning or collecting baggage.

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 Expenditures 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, food and beverages, and gifts. In addition, selected smaller categories are included so that data are available for expenditures on items such as Alaska Native Arts and Crafts. 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, where the 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 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 can be matched with the RAS data provided by the same traveling party. The resulting "cross tabs" can 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 even region of Alaska visited. It is important to note that every division of the data increases the confidence interval (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 +/- 2.6 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 <u>and</u> traveling for a particular purpose. The reason the margin of error increases with each division of the data is 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.[8]

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 AVSP were no longer appropriate and some were not even allowed.

One of the most important changes with AVSP IV was to change 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.

[8] While it is tempting to want to use AVSP data to analyze questions like how visitors from a particular country behave while in Alaska, what they spend, or what they like and dislike about Alaska, such attempts 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 in previous AVSPs to collect expenditure data. To evaluate 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. 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 that 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 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). In Summer 2001, 3,722 Random Arrival Surveys were conducted. In Summer 2001, the average size of a traveling party was 1.8 individuals.

Visitor Expenditure and Visitor Opinion Surveys given to all participants. All visitors participating in AVSP IV receive 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.

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 extreme weather.

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 in Alaska to know clearly what visitors spend, with detailed information on expenditures made in different categories. Especially with the changes made to AVSP IV, 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 Summer 2001. Information for the report comes from 547 expenditure diaries and 714 opinion surveys. All 3,722 visitors that completed the random arrival survey (RAS) in Summer 2001 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 visitor expenditure survey (VES) and visitor opinion survey (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 (the target population with all AVSPs has been the total visitor population – all 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, because 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 is +/-2.6 percent at the 90 percent confidence level and +/-5.1 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 Summer can have margins of error greater than +/- 10 percent (at the 90 percent confidence level), while estimates of expenditures made by visitors in general have a margin of error of +/- 2.6 percent (also at the 90 percent confidence level). Additional information on margins of error is provided in Appendix B—Margins of Error.

The margins of error for statistics in this report are similar to the true margins of error for statistics found in previous reports.

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 highly rated remote lodging. 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.[9]

1.4 Report Organization

Section 2 and Section 3 present expenditure data and opinion data, respectively, for visitors traveling to Alaska in Summer 2001. 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. Section 7 shows the relationship between visitor expenditures and opinions regarding their trip 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

[9] 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.

not be combined as in Section 7 below. Section 8 provides a summary of expenditures and opinions of visitors traveling to rural areas. Copies of the random arrival survey, expenditure diary, and opinion survey used to collect the information are provided in Appendix C—Survey Instruments. Appendix D describes the weighting methodology and SPSS procedures. Appendix E compares the results of different approaches for handling blank entries in the expenditure diary.

2 Visitor Expenditures in Summer 2001

This section provides an overview of expenditures by visitors in Summer 2001. 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 547 completed expenditure diaries. For reference, there were 1,297 returned expenditure diaries in Summer 1993. More than twice as many people were asked in Summer 2001 to complete the VES (and those people said they would complete the diaries) compared to Summer 1993, 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 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.

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 prior to making his or her trip to Alaska. The VES did not explicitly ask for the visitor to record that expenditure. [10]

The consultant team contacted visitors that participated in the AVSP to verify responses and cross-checked 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.

2.1 Total In-State Expenditures

Total in-state spending by visitors in Summer increased from approximately $598 million in 1993 to more than $1.5 billion in 2001. Neither inflation, nor the increase in visitor arrivals since 1993, nor the two combined, explain the increase in visitor expenditures from 1993 to 2001. With the growth in the number of in-state tours, more businesses that cater to visitors, and other changes in the visitor industry, it is almost certain that the typical visitor spent more in real terms (after adjusting for inflation) in 2001 than in 1993. Still, it would take a sustained increase in real spending of roughly 4.5 percent per year (above and beyond 3 percent annual inflation) to explain the difference in total spending from 1993 to 2001. Some of that increase is likely 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.

[10] 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.

Table 10 and Figure 2 show total expenditures made by visitors in Summer 1993 and 2001, 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 on the Alaska Marine Highway System. The recreation category includes package tours, as well as activities such as taking a guided fishing trip 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 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 or non-natives, may have been included in the responses of travelers who were unaware of the distinctions. The "Other Gifts/Souvenirs" category includes souvenir clothing.

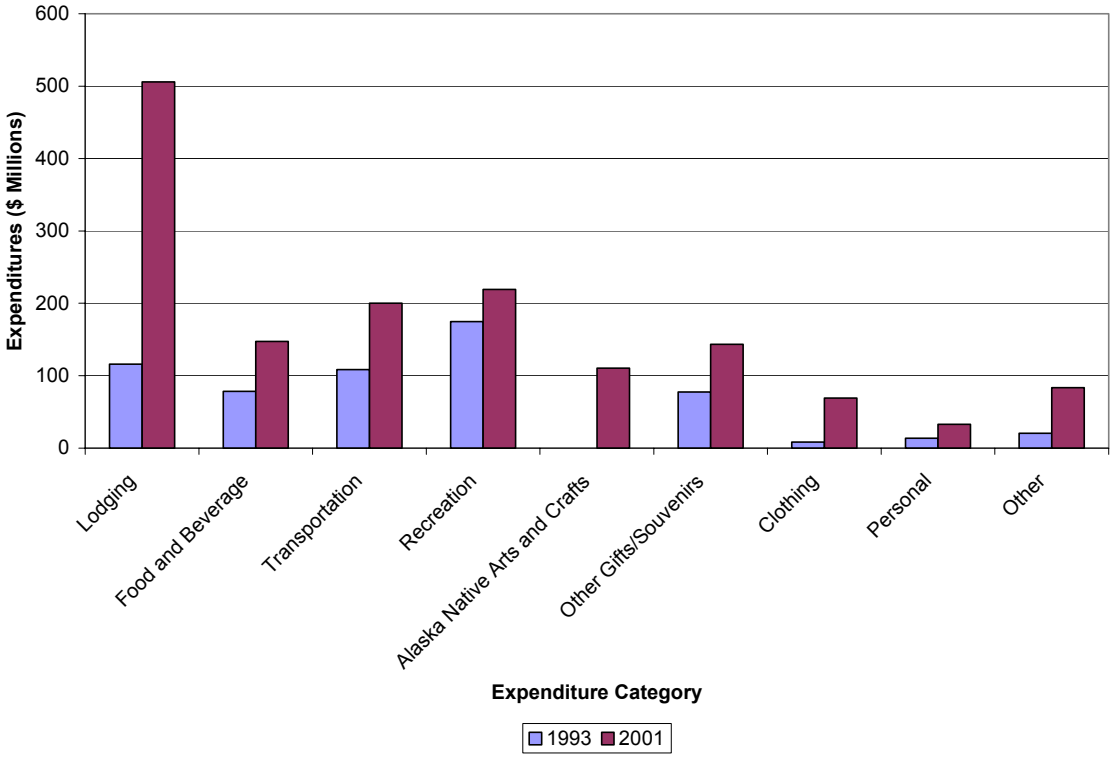
Table 10. Total In-State Expenditures, by Expenditure Category All Visitors
Summer 1993 – Summer 2001

	$ Million	
Expenditure Category	**1993[a]**	**2001**
Lodging	116.1	505.9
Food and Beverage	78.5	147.5
Transportation	108.5	200.2
Recreation	174.9	219.1
Alaska Native Arts and Crafts	na	110.5
Other Gifts/Souvenirs	77.5	143.5
Clothing	8.4	69.3
Personal	13.6	32.9
Other	20.4	83.5
Total	**597.9**	**1,512.6**

Source: 1993 numbers are taken from *Alaska Visitor Statistics Program, Alaska Visitor Expenditures Summer 1993*. Prepared for the Alaska Division of Tourism, Department of Commerce & Economic Development, by McDowell Group; data for Summer 2001 collected for AVSP IV.

Note: 1993 total expenditures do not always add up to the total due to rounding. 1993 expenditures for business expenses, undistributed expenses and in-state tour profit overhead have been placed in an "Other" category.

Figure 2. Total In-State Expenditures by Expenditure Category for All Visitors Summer 1993 – Summer 2001



Source: 1993 numbers are taken from *Alaska Visitor Statistics Program, Alaska Visitor Expenditures Summer 1993*. Prepared for the Alaska Division of Tourism, Department of Commerce & Economic Development, by McDowell Group; data for Summer 2001 collected for AVSP IV.

Table 11 shows 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.[11]

Data in the following tables provided a summary of reported data, weighted to account for the different number of visitors that travel for a given purpose. It is important to note that reported expenditures could differ from actual expenditures for a variety of reasons. For example, visitors could prepay for items such as lodging and forget to report it in their expenditure diary.

[11] 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 11. Total In-State Expenditures, by Expenditure Category and Visitor Type Summer 2001

Expenditure Category	Expenditures ($ Million) by Visitor Type			
	Business Only[a]	Business/Pleasure	Vacation/Pleasure	VFR[b]
Lodging	10.3	41.2	408.8	15.1
Food and Beverage	2.9	7.5	127.9	16.0
Transportation	2.4	5.4	190.8	10.2
Recreation	1.5	19.8	193.5	10.3
Alaska Native Arts and Crafts	1.2	2.6	104.8	5.3
Other Gifts/Souvenirs	0.4	3.4	138.1	4.6
Clothing	0.4	4.4	64.2	1.4
Personal	0.1	4.6	25.4	2.4
Other	5.5	5.5	66.3	8.6
Total	24.5	94.5	1,319.7	73.8

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

[a] Expenditure data for Business Only visitors is based on the return of 13 VES.

[b] 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 Summer 2001. As mentioned, the consultant team interviewed 3,722 visitors during the summer season, with each individual agreeing to carry a diary (or 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, the median value for the length of trip was 7 days.

The average and median are given in the following tables to allow the reader 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 ($760) were lower than the average ($2,210). These numbers show that half of the parties spent less than $760 per trip and half spent more than that. There were enough "big spenders" to push the average well above the median level.

Table 12. In-State Expenditures Per Party Per Trip Summer 2001

Average ($)	Median ($)
2,210	760

Notes:

Average = Total divided by number of observations.

Median = middle observation.

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

Table 13. Distribution of Expenditures by Traveling Parties Per Trip, by Category and Dollar Amount Summer 2001

	Percent of Parties for a Given Expenditure Type, by Dollar Amount								
Expenditure Level	Lodging	Food & Drink	Transp.	Rec.	Alaska Native Arts and Crafts	Other Gifts	Clothing	Personal	Other
$1 - $100	20	42	49	35	59	45	77	88	72
$101 - $200	16	20	19	13	23	20	16	5	15
$201 - $300	16	9	8	9	6	15	2	4	2
$301 - $400	11	11	5	11	6	8	2	1	5
$401- $500	8	5	5	9	1	4	<1	1	3
$501- $1,000	14	10	10	18	1	6	1	1	1
$1,001 and above	16	2	4	5	4	3	2	0	3
Total	100	100	100	100	100	100	100	100	100

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

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

Table 14. In-State Expenditures Per Party Per Trip, by Expenditure Category Summer 2001

Expenditure Category	Average Expenditures ($)	Median Expenditures ($)
Lodging	645	294
Food and Beverage	217	135
Transportation	315	109
Recreation	335	229
Alaska Native Arts and Crafts	191	70
Gifts/Souvenirs	230	117
Clothing	98	40
Personal	49	17
Other	130	40

Notes:

The sum of median expenditures will rarely sum to the total median expenditure.

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 the tables that show expenditures by mode of entry, it is important to note that expenditure information for International Air visitors is based on the return of 13 Visitor Expenditure Diaries. When looking at the tables that show expenditures by purpose of trip, it is also important to note that the expenditure information for Business Only visitors is based on the return of 13 VES. It also 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. In terms of trip purpose, Median expenditures made by Visiting Friends and Relatives for lodging, food and beverage, and transportation are considerably higher than for other trip purposes contrary to what one might expect. This may be due to the prepaid expenditures made by cruise ship visitors and others, who make up a large portion of the Vacation and Pleasure category.

Table 15. In-State Expenditures Per Party Per Trip, by Mode of Entry
Summer 2001

Mode of Entry	Average Expenditures ($)	Median Expenditures ($)
Domestic Air	2,381	905
International Air [a]	2,723	1,294
Ferry	2,858	1,998
Cruise Ship	1,532	531
Highway	2,471	1,014

Notes:[a] Expenditure data for International Air visitors is based on the return of 13 VES.

Table 16. Median In-State Expenditures Per Party Per Trip
by Mode of Entry and Expenditure Category
Summer 2001

Expenditure Category	Median Expenditures by Mode of Entry ($)				
	Domestic Air	International Air[a]	Ferry	Cruise	Highway
Lodging	350	1,153	518	215	216
Food and Beverage	206	276	395	41	197
Transportation	90	211	461	55	255
Recreation	154	235	214	309	188
Alaska Native Arts & Crafts	90	155	91	52	65
Other Gifts/Souvenirs	94	140	184	141	115
Clothing	49	45	76	35	42
Personal	17	35	41	14	31
Other	79	24	32	21	29
Other	0	0	5	0	2

Notes:

The sum of median expenditures will rarely sum to the total median expenditure.

[a] Expenditure data for International Air visitors is based on the return of 13 VES.

Table 17. Total In-State Expenditures Per Party Per Trip, by Mode of Entry Summer 2001

Expenditure Level	Percent of Parties at Given Expenditure Level, by Mode of Entry				
	Domestic Air	International Air[a]	Ferry	Cruise	Highway
$1 - $500	33	23	8	49	37
$500 - $1,000	22	15	15	28	12
$1,001 - $2,000	24	31	27	17	25
$2,001 - $3,000	12	8	25	1	10
$3,001 and above	8	23	24	4	16
Total	100	100	100	100	100

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

[a] Expenditure data for International Air visitors is based on the return of 13 VES.

Table 18. In-State Expenditures Per Party Per Trip, by Trip Purpose Summer 2001

Trip Purpose	Average Expenditures ($)	Median Expenditures ($)
Business Only[a]	1,704	568
Business/Pleasure	3,088	844
Vacation/Pleasure	2,175	742
VFR	1,877	1,288

[a] Expenditure data for Business Only visitors is based on the return of 13 VES.

Table 19. Median In-State Expenditures Per Party Per Trip by Expenditure Category and Trip Purpose Summer 2001

Expenditure Category	Median Expenditures by Trip Purpose ($)			
	Business Only	Business/Pleasure	Vacation/Pleasure	VFR
Lodging	410	417	254	455
Food and Beverage	136	239	126	433
Transportation	138	120	90	183
Recreation	60	84	235	151
Alaska Native Arts & Crafts	90	70	65	18
Other Gifts/Souvenirs	46	76	124	90
Clothing	48	39	42	19
Personal	8	63	15	13
Other	325	150	36	44

Notes:

The sum of median expenditures will rarely sum to the total median expenditure.

[a] Expenditure data for Business Only visitors is based on the return of 13 VES.

Table 20. Total In-State Expenditures Per Party Per Trip, by Trip Purpose
Summer 2001

	Percent of Expenditures, by Trip Purpose and Dollar Amount			
Expenditure Level	Business Only[a]	Business/ Pleasure	Vacation/ Pleasure	VFR
$1 - $500	45	35	40	18
$500 - $1,000	24	17	24	22
$1,001 - $2,000	22	20	21	34
$2,001 - $3,000	8	0	7	27
$3,001 and above	0	28	7	0
Total	100	100	100	100

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

[a] Expenditure data for Business Only visitors is based on the return of 13 VES

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Table 21. In-State Expenditures Per Party Per Trip, by Place of Origin
Summer 2001

Place of Origin	Average Expenditures ($)	Median Expenditures ($)
United States	2,367	821
Canada	1,227	418
Other Countries	1,857	540

Note:

Results for Other Countries are based on 30 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. A substantial number of visitors arrive by air and depart by cruise, and vice versa. However, only a small number of survey respondents were in this combined cruise-air group.

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 samples too small to report reliable data.

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 properly weighted to account for the fact that each traveling party has a unique set of expenditures, parties differ in size, and parties stay in Alaska for different periods of time. All figures have been rounded to the nearest dollar.

The sequence of tables in each of 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 the average and median expenditures per person per trip. The difference in the average and median values may reflect the influence of the large individual expenditures.

Table 22. In-State Expenditures Per Person Per Trip
Summer 2001

Average ($)	Median ($)
1,258	380

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

Table 23. Distribution of Expenditures by Person Per Trip, by Category and Dollar Amount
Summer 2001

	Percent of Parties, by Category and Dollar Amount								
Expenditure Level	Lodging	Food & Drink	Transp.	Rec.	Alaska Native Arts and Crafts	Other Gifts	Clothing	Personal	Other
$1 - $100	36	60	66	48	81	69	89	94	86
$101 - $200	23	22	16	21	12	17	8	3	6
$201 - $300	12	7	6	12	2	6	<1	1	2
$301 - $400	7	5	3	7	2	4	<1	1	2
$401- $500	6	2	2	6	<1	2	<1	1	2
$501- $1,000	11	4	5	5	4	2	1	0	3
$1,001 and above	6	<1	1	1	<1	1	1	0	0
Total	100	100	100	100	100	100	100	100	100

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

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

A pattern to note in Table 24 is that in several of the categories, average values are greater than median values. This pattern suggests that average expenditures are influenced by the number of very high expenditures.

Table 24. In-State Expenditures Per Person Per Trip, by Expenditure Category Summer 2001

Expenditure Category	Average Expenditures ($)	Median Expenditures ($)
Lodging	**421**	**150**
Food and Beverage	123	**70**
Transportation	166	**55**
Recreation	182	**113**
Alaska Native Arts and Crafts	92	**33**
Gifts/Souvenirs	119	**58**
Clothing	58	**20**
Personal	27	**8**
Other	69	**21**

Note: The sum of median expenditures will rarely sum to the total median expenditure.

Table 25. In-State Expenditures Per Person Per Trip, by Mode of Entry Summer 2001

Mode of Entry	Average Expenditures ($)	Median Expenditures ($)
Domestic Air	1,509	492
International Air [a]	1,351	594
Ferry	1,275	966
Cruise Ship	785	267
Highway	1,176	497

Notes:

The expense of traveling to Alaska is not captured in the VES or covered in this report, except for ferry travel which 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 13 VES.

Table 26. Median In-State Expenditures Per Person Per Trip by Expenditure Category and Mode of Entry Summer 2001

Expenditure Category	Median Expenditures by Mode of Entry ($)				
	Domestic Air	International Air[a]	Ferry	Cruise	Highway
Lodging	203	551	217	108	96
Food and Beverage	120	121	161	21	94
Transportation	56	155	174	36	122
Recreation	88	93	111	155	83
Alaska Native Arts & Crafts	48	41	35	20	29
Other Gifts/Souvenirs	52	30	73	71	58
Clothing	26	21	41	15	21
Personal	9	17	13	6	16
Other	42	12	15	11	12

Note: The sum of median expenditures will rarely sum to the total median expenditure.

[a] Expenditure data for International Air visitors is based on the return of 13 VES.

Table 27. Total In-State Expenditures Per Person Per Trip, by Mode of Entry Summer 2001

Expenditure Level	Percent of Parties at Given Expenditure Level, by Mode of Entry				
	Domestic Air	International Air[a]	Ferry	Cruise	Highway
$1 - $500	51	38	23	75	51
$500 - $1,000	27	31	30	20	25
$1,001 - $2,000	14	15	36	2	18
$2,001 - $3,000	4	15	7	2	4
$3,001 and above	3	0	3	0	3
Total	100	100	100	100	100

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

[a] Expenditure data for International Air visitors is based on the return of 13 VES.

Table 28. In-State Expenditures Per Person Per Trip, by Trip Purpose
Summer 2001

Trip Purpose	Average Expenditures ($)	Median Expenditures ($)
Business Only[a]	1,162	492
Business/Pleasure	2,713	548
Vacation/Pleasure	1,171	363
VFR	1,249	722

[a] Expenditure data for Business Only visitors is based on the return of 13 VES.

Table 29. Median In-State Expenditures Per Person Per Trip by Expenditure Category and Trip Purpose
Summer 2001

Expenditure Category	Median Expenditures by Trip Purpose ($)			
	Business Only	Business/Pleasure	Vacation/Pleasure	VFR
Lodging	294	209	135	165
Food and Beverage	135	170	64	217
Transportation	83	120	45	112
Recreation	60	84	114	76
Alaska Native Arts & Crafts	30	70	32	15
Other Gifts/Souvenirs	15	55	61	35
Clothing	24	39	20	19
Personal	8	50	8	12
Other	325	150	18	22

Note: The sum of median expenditures will rarely sum to the total median expenditure.

[a] Expenditure data for Business Only visitors is based on the return of 13 VES.

Table 30. Total In-State Expenditures Per Person Per Trip, by Trip Purpose
Summer 2001

Expenditure Level	Percent of Expenditures, by Trip Purpose and Dollar Amount			
	Business Only[a]	Business/ Pleasure	Vacation/ Pleasure	VFR
$1 - $500	52	49	62	46
$500 - $1,000	37	14	24	18
$1,001 - $2,000	11	9	10	23
$2,001 - $3,000	0	2	3	13
$3,001 and above	0	25	1	0
Total	100	100	100	100

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

[a] Expenditure data for Business Only visitors is based on the return of 13 VES.

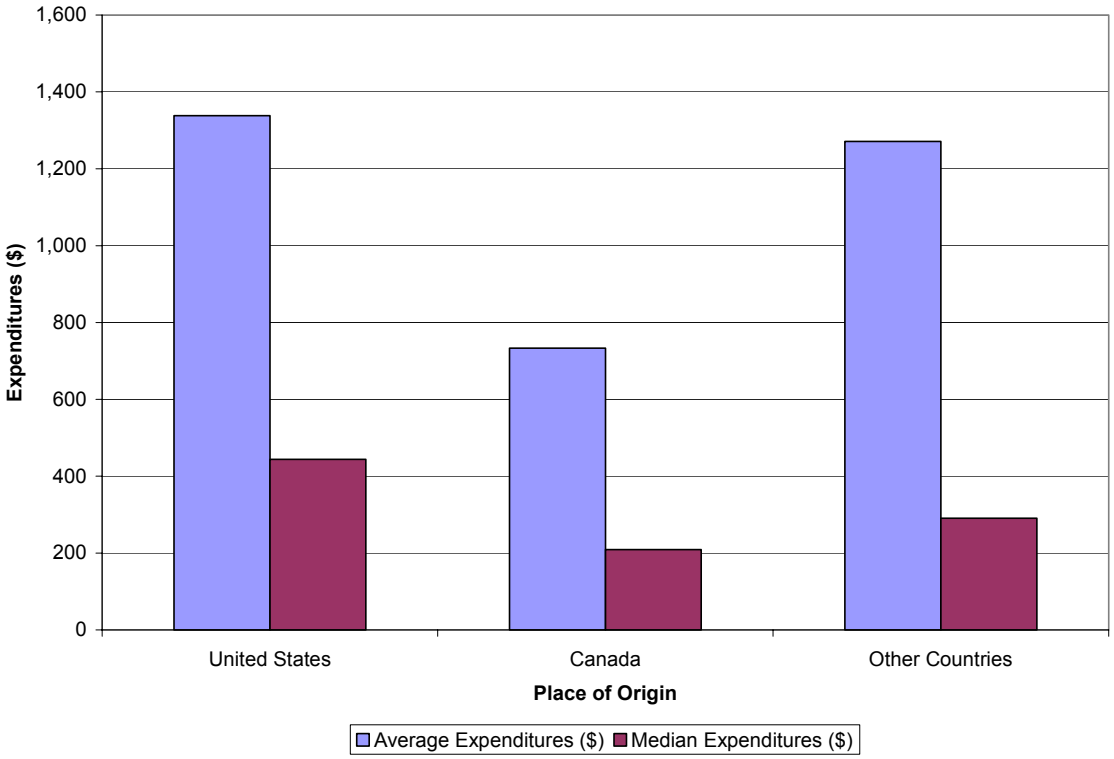
Table 31. In-State Expenditures Per Person Per Trip, by Place of Origin Summer 2001

Place of Origin	Average Expenditures ($)	Median Expenditures ($)
United States	1,338	444
Canada	733	209
Other Countries	1,271	291

Note: The data for visitors from other countries is based on 30 VES responses.

Figure 3 graphically portrays in-state expenditures per person per trip by place of origin.

Figure 3. In-State Expenditures Per Person Per Trip, by Place of Origin Summer 2001



2.3.2 Expenditures Per Person Per Night

Table 32 shows the average and median expenditures. The difference in the average and median values may reflect the influence of large individual expenditures. The median value gives a different perspective of what the typical visitor spends.

Table 32. In-State Expenditures Per Person Per Night
Summer 2001

Average ($)	Median ($)
125	44

Table 33 shows the distribution of expenditures made per person per night.

Table 33. Distribution of Expenditures Per Person Per Night, by Category and Dollar Amount
Summer 2001

	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	96	99	99	99	98	99	99	100	99
$101 - $200	1	1	1	1	2	1	1	0	1
$201 - $300	<1	<1	<1	0	0	<1	<1	0	0
$301 - $400	2	0	0	<1	0	<1	0	0	0
$401- $500	0	0	<1	0	0	0	0	0	0
$501 - $1,000	<1	0	<1	0	0	0	0	0	<1
$1,001 and above	<1	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	100

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

ollar figures in Table 34 are based on all expenditures made for a given category and expenditure level. They do not show the expenditures made by a typical individual.

The following tables show 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 the preceding two subsections.

Table 34. In-State Expenditures Per Person Per Night by Expenditure Category
Summer 2001

Expenditure Category	Average Expenditure ($)	Median Expenditure ($)
Lodging	39	10
Food and Beverage	13	9
Transportation	17	6
Recreation	19	9
Alaska Native Arts and Crafts	10	3
Gifts/Souvenirs	13	6
Clothing	6	2
Personal	3	1
Other	6	2

Note: The sum of median expenditures will rarely sum to the total median expenditure.

Table 35. In-State Expenditures Per Person Per Night by Mode of Entry Summer 2001

Mode of Entry	Average Expenditures ($)	Median Expenditures ($)
Domestic Air	159	49
International Air[a]	197	41
Ferry	83	65
Cruise	89	33
Highway	84	49

Note: The expense of traveling to Alaska is not captured in the VES or covered in this report, except for ferry travel, which 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 13 VES.

Table 36. Median In-State Expenditures Per Person Per Night by Expenditure Category and Mode of Entry Summer 2001

Expenditure Category	Median Expenditures by Mode of Entry ($)				
	Domestic Air	International Air[a]	Ferry	Cruise	Highway
Lodging	17	30	10	7	7
Food and Beverage	11	15	14	3	10
Transportation	5	14	13	3	9
Recreation	8	8	5	16	6
Alaska Native Arts & Crafts	5	6	3	2	2
Other Gifts/Souvenirs	5	6	6	9	5
Clothing	2	4	1	2	1
Personal	1	2	1	1	1
Other	5	1	1	1	1

Note: The sum of median expenditures will rarely sum to the total median expenditure.

[a] Expenditure data for International Air visitors is based on the return of 13 VES.

Table 37. Total In-State Expenditures Per Person Per Night by Mode of Entry Summer 2001

Expenditure Level	Percent of Expenditures at Given Expenditure Level, by Mode of Entry				
	Domestic Air	International Air [a]	Ferry	Cruise	Highway
$1 - $500	99	97	100	100	98
$500 - $1,000	1	3	0	0	0
$1,001 - $2,000	<1	0	0	0	2
$2,001 - $3,000	0	0	0	0	0
$3,001 and above	<1	0	0	0	0
Total	100	100	100	100	100

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

[a] Expenditure data for International Air visitors is based on the return of 13 VES.

Table 38. In-State Expenditures Per Person Per Night by Trip Purpose Summer 2001

Trip Purpose	Average Expenditures ($)	Median Expenditures ($)
Business Only[a]	126	5
Business/Pleasure	213	55
Vacation/Pleasure	119	45
VFR	109	58

[a] Expenditure data for Business Only visitors is based on the return of 13 VES.

Table 39. Median In-State Expenditures Per Person Per Night by Expenditure Category and Trip Purpose Summer 2001

Expenditure Category	Median Expenditures by Trip Purpose ($)			
	Business Only	Business/Pleasure	Vacation/Pleasure	VFR
Lodging	18	46	10	10
Food and Beverage	0	17	9	17
Transportation	8	10	5	13
Recreation	5	4	10	5
Alaska Native Arts & Crafts	3	5	3	2
Other Gifts/Souvenirs	1	5	7	2
Clothing	0	3	2	1
Personal	0	5	1	1
Other	5	6	1	3

Note: The sum of median expenditures will rarely sum to the total median expenditure.

[a] Expenditure data for Business Only visitors is based on the return of 13 VES.

Table 40. Total In-State Expenditures Per Person Per Night by Trip Purpose Summer 2001

Expenditure Level	Percent Expenditures, by Trip Purpose and Dollar Amount			
	Business Only[a]	Business/Pleasure	Vacation/Pleasure	VFR
$1 - $500	99	100	99	100
$500 - $1,000	<1	<1	<1	0
$1,001 - $2,000	1	0	<1	0
$2,001 - $3,000	0	0	<1	<1
$3,001 and above	0	0	<1	0
Total	100	100	100	100

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

[a] Expenditure data for Business Only visitors is based on the return of 13 VES.

Table 41. In-State Expenditures Per Person Per Night by Place of Origin Summer 2001

Place of Origin	Average Expenditures ($)	Median Expenditures ($)
United States	129	45
Canada	101	31
Other Countries	115	58

Note: Results for Other Countries are based on 30 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 AVSP III and earlier is not fully compatible with data collected in AVSP IV. Data for both AVSP III and AVSP IV 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.

Table 42 provides a comparison of average visitor expenditures per party per trip, per person per trip, and per person per night from 1993 to 2001. As noted in other parts of this report, average expenditures per visitor can be influenced by large individual expenditures.[12]

Table 42. Trends in In-State Expenditures Per Party Per Trip and Per Visitor Per Trip and Per Night Summer 1993 and 2001

Description	Summer 1993 ($)	Summer 2001 ($)
Expenditures Per Party		
Average Expenditures Per Party Per Trip	1,479	2,210
Expenditures Per Person		
Average Expenditures Per Visitor Per Trip	714	1,258
Average Expenditures Per Visitor Per Night	81	125

Source: 1993 information from *Alaska Visitor Expenditures, Summer 1993* prepared for the Alaska Division of Tourism, Department of Community & Economic Development by the McDowell Group; data for Summer 2001 collected for AVSP IV.

[12] AVSP III reportedly did not include some extreme values in calculating average expenditures.

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. Even with this guidance, it is likely that some visitors did not complete this section of the survey accurately. For example, some visitors indicated that they went to Denali and to Southeast Alaska, but did not visit any other region in Alaska. While it is physically possible to visit only Denali and Southeast, it is more likely that visitors who said they visited these two regions simply did not acknowledge that they went to another region. They may have passed through Southcentral, but may not have recorded that they visited that region because it was not a destination area for them.

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
Summer 1993 and 2001

	Percent of Visitors	
Regions Visited	**1993**	**2001**
Denali/McKinley	36	43
Interior/Northern	35	39
Southcentral	68	62
Southeast	60	84
Southwest	6	17

Source: 1993 data 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 Summer 2001 collected for AVSP IV.

The fact that 84 percent of the visitors said they went to Southeast Alaska is consistent with the following:

- A relatively large percentage of visitors go only to Southeast via cruise ship from Vancouver, Seattle, or San Francisco
- Visitors that begin their cruise in Alaska also visit Southeast
- Non-cruise visitors also visit Southeast to see cities, to kayak in Glacier Bay, etc.
- Reflects the increase in the cruise industry

Table 44 shows all the combinations of regions visited, as identified by visitors in Summer 2001.

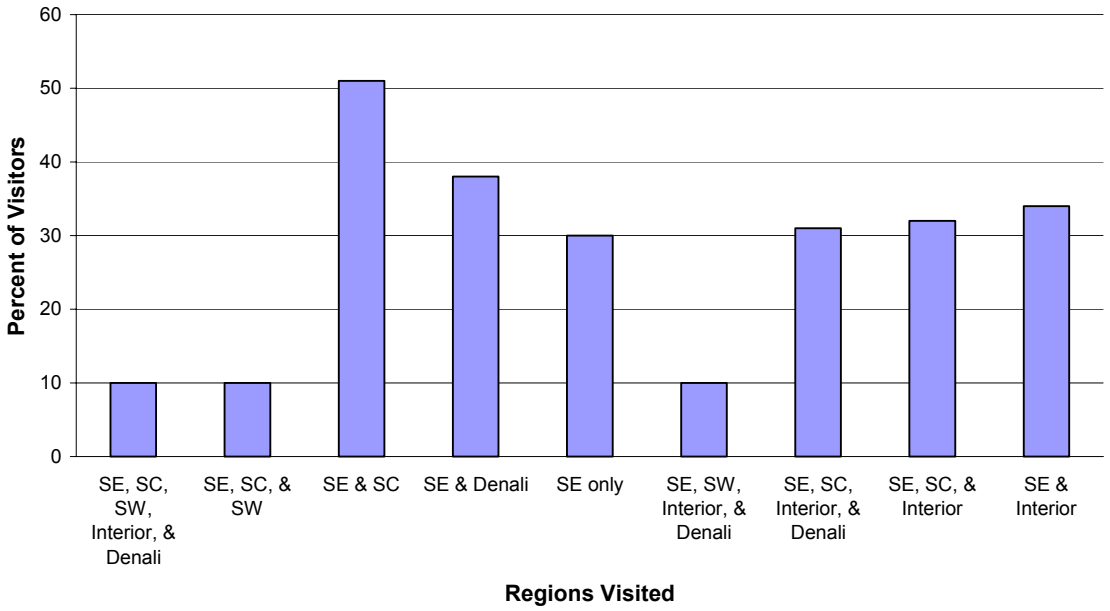
Table 44. Combinations of Regions Visited – All Visitors Summer 2001

Regions Visited	Percent of Visitors
Southeast, Southcentral, Southwest, Interior, & Denali	10
Southeast, Southcentral, & Southwest	10
Southeast & Southcentral	51
Southeast & Denali [a]	38
Southeast only	30
Southcentral only	4
Southwest only	3
Interior/Northern only	1
Southeast, Southwest, Interior, & Denali	10
Southeast, Southcentral, Interior, & Denali	31
Southeast, Southcentral, & Interior	32
Southeast, Southcentral, & Denali	36
Southcentral, Southwest, Interior, & Denali	10
Southcentral, Southwest, & Interior	11
Southcentral, Interior, & Denali	34
Southcentral, Southwest, & Denali	11
Southcentral & Interior	36
Southcentral, Southwest, Interior, & Denali	10
Southeast & Interior	34
Southwest & Interior	11
Southwest & Southcentral	13

[a] It is hard to imagine that visitors did not pass through other regions while visiting Southeast and Denali (though it is physically possible). Nonetheless, a portion of visitors said they visited only these two regions.

Figure 4 shows the same information, but just for the subset of region combinations that include the Southeast region. Variations of Figure 4 could be constructed to show the combinations that include other regions. The focus here is on the Southeast region, simply because it was identified by visitors as the most visited region in Summer 2001.

Figure 4. Combinations of Regions with Southeast Region – All Visitors Summer 2001



5 Visitor Opinions in Summer 2001

This section of the report provides a summary of the information collected with the VOS in Summer 2001. The information in this section is based on 714 returned VOS. In comparison, there were 1,434 VOS returned in Summer 1993. More than twice as many people were asked to complete the survey—and agreed to complete the survey—in Summer 2001 compared to Summer 1993, and more incentives were used to get visitors to return a completed questionnaire. Still, the number of VOS returned was smaller. The tables in this section are ordered in the same manner as the questions were on the VOS. The opinion information presented for International Air visitors is based on 19 returned visitor opinion surveys.

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.

Not all visitors provided information on all of the question subparts for value for the money comparisons (For example, not everyone had transportation within Alaska or stayed at commercial accommodations.), or expectations comparisons so the effective sample is small and the results should be viewed as general perceptions, not precise indicators of visitor opinions.

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 Summer 1993 and Summer 2001 comparing their overall Alaska trip rating with value for money, and their expectations.

Table 45. Average Alaska Trip Ratings – by Visitor/Trip Characteristic
All Visitors – Summer 1993 and 2001
(1 to 7 scale with 1 = Poor and 7 = Excellent)

Visitor/Trip Characteristic	Overall Alaska Trip Rating		Value for Money		Compared to Expectations	
	1993	2001	1993	2001	1993	2001
Overall	**6.1**	**6.3**	**5.3**	**5.4**	**5.7**	**6.0**
Trip Purpose						
Business Only	5.3	5.9	4.7	4.6	5.0	5.2
Business/Pleasure	5.8	6.0	5.1	4.9	5.4	5.7
Vacation/Pleasure	6.2	6.3	5.4	5.4	5.9	6.0
VFR	6.3	6.1	5.2	5.1	6.0	5.9
Mode of Entry						
Domestic Air	6.0	6.2	5.1	5.3	5.6	5.9
International Air [a]	6.2	6.1	5.0	5.4	5.7	5.8
Cruise	6.3	6.4	5.9	5.7	6.0	6.2
Highway	6.0	6.1	5.0	4.8	5.5	5.8
Ferry	6.2	5.7	5.1	5.1	5.8	5.4
Travel Type						
Independent	5.9	6.1	5.0	5.1	5.6	5.8
Inde-package	6.2	6.1	5.1	5.2	5.7	5.7
Package	6.2	6.4	5.7	5.6	5.9	6.2
Region Visited						
Denali / McKinley	6.2	6.1	5.3	5.3	5.8	5.9
Interior	6.0	6.2	5.2	5.3	5.7	5.9
Southeast	6.2	6.3	5.5	5.5	5.9	6.1
Southcentral	6.0	6.2	5.2	5.4	5.7	6.0
Southwest	6.2	6.0	5.1	5.1	5.6	5.7
Origin						
United States	6.1	6.3	5.3	5.5	5.8	6.0
Canada	5.9	6.0	5.3	4.9	5.6	5.7
Overseas	6.3	6.5	5.3	5.6	5.8	6.3

Source: 1993 data from *Alaska Visitor Patterns, Opinions and Planning, Summer 1993* prepared for the Alaska Division of Tourism, Department of Commerce & Economic Development by the McDowell Group; data for Summer 2001 collected for AVSP IV.

[a] Expenditure data for International Air visitors is based on the return of 19 VOS.

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. Value for the Money Comparisons – All Visitors
Summer 2001
(1 to 7 scale with 1 = Poor and 7 = Excellent)

Value Category	Rating						
	Worse						Better
	1	2	3	4	5	6	7
	Percent of Responses						
Overall	<1	1.1	3.5	16.3	28.7	30.4	19.6
Accommodations	<1	1.8	7.3	19.0	22.7	28.4	20.4
Transportation to Alaska	<1	1.4	4.5	18.5	20.7	28.3	26.0
Transportation from Alaska	1.3	3.6	4.5	17.1	21.1	28.9	23.4
Transportation within Alaska	1.5	1.4	5.3	15.3	21.8	30.3	24.4
Sightseeing / Attractions	<1	<1	1.9	9.8	15.4	30.6	41.7
Tourist Activities	0	1.6	3.2	9.7	21.9	34.7	28.8
Food and Restaurants	<1	3.7	8.7	17.3	27.5	26.0	16.6
Friendliness/Helpfulness	0	<1	<1	4.5	12.4	35.5	46.2

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. Expectation Summary – All Visitors
Summer 2001
(1 to 7 scale with 1= Worse and 7 = Better)

Value Category	Rating						
	Worse						Better
	1	2	3	4	5	6	7
	Percent of Responses						
Overall	<1	1.3	1.6	6.4	16.9	33.2	40.4
Accommodations	<1	1.3	3.8	14.8	23.1	34.0	22.8
Transportation to Alaska	<1	2.2	2.8	19.5	20.3	28.9	25.7
Transportation from Alaska	2.1	3.7	2.8	17.6	20.3	30.0	23.6
Transportation within Alaska	1.0	1.3	2.7	16.8	19.9	33.6	24.8
Sightseeing / Attractions	<1	1.0	2.1	6.3	17.3	33.6	39.6
Tourist Activities	<1	1.1	2.7	11.7	19.4	34.1	30.5
Food and Restaurants	1.2	2.2	5.5	18.2	24.6	31.0	17.3
Friendliness/Helpfulness	0	0	1.1	5.9	13.7	36.0	43.3

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 (Table 48 and Table 49).

Approximately 72 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 about 79 percent of respondents arriving by cruise ship to a low of around 58 percent of International Air arrivals (Table 48). In terms of purpose of trip, approximately 73 percent of Vacation and Pleasure visitors responded that they are "very likely" to recommend Alaska while the response for Business Only visitors was 53 percent.

Table 48. Likelihood of Recommending Alaska as a Vacation Destination by Mode of Arrival Summer 2001

	Percent					
Response	Cruise Ship	Domestic Air	International Air [a]	Ferry	Highway	All Visitors
1 Very Unlikely	0	1.0	5.3	0	0	0.5
2	0	0.5	0	0	1.5	0.4
3	0	1.5	5.3	8.7	1.7	1.0
4	3.3	3.8	0	0.9	1.9	3.3
5	2.6	7.5	10.5	4.2	8.9	5.6
6	12.6	19.4	21.1	22.2	11.8	15.9
7 Very Likely	79.4	65.0	57.9	61.1	73.2	71.6
Don't Know/ Refused	2.0	1.4	0	3.0	1.1	1.6
Total	100	100	100	100	100	100

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

[a] Opinion data for International Air visitors is based on the return of 19 VOS.

Table 49. Likelihood of Recommending Alaska as a Vacation Destination by Purpose of Trip Summer 2001

	Percent				
Response	Business and Pleasure	Business Only	Vacation and Pleasure	Visiting Friends and Relatives	All Visitors
1 Very Unlikely	0	0	0.6	0	0.5
2	4.1	0	0.2	0	0.4
3	5.0	9.8	0.5	6.4	1.0
4	0	8.5	3.3	5.1	3.3
5	3.0	6.5	5.7	6.3	5.6
6	24.8	22.7	15.4	14.1	15.9
7 Very Likely	60.1	52.6	72.7	65.3	71.6
Don't Know/ Refused	3.0	0	1.6	2.9	1.6
Total	100	100	100	100	100

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

The VOS included a question asking how likely visitors were to visit Alaska again in the next five years for vacation or pleasure. Thirty-one percent of all visitors replied that they were "very likely" to visit Alaska again in the next five years. Approximately 32 percent of Cruise Ship visitors responded that they were "very likely" to visit again in the next 5 years, along with 29 percent of Domestic Air arrivals, 37 percent of International Air arrivals, 41 percent of Ferry arrivals, and 34 percent of Highway arrivals (Table 50). Approximately 6 percent of the respondents who arrived by Cruise Ship reported that they are "very unlikely" to return to Alaska again in the next 5 years, along with 10 percent of Vacation and Pleasure visitors and 14 percent of Visiting Friends and Relatives.

Table 50. Likelihood of Visiting Alaska Again for Vacation by Mode of Arrival Summer 2001

	Percent					
Response	Cruise Ship	Domestic Air	International Air [a]	Ferry	Highway	All Visitors
1 - Very Unlikely	6.3	12.5	5.3	8.8	9.1	9.5
2	6.8	5.7	5.3	10.3	3.3	6.0
3	5.9	4.4	0	3.8	6.0	5.1
4	9.7	10.4	10.5	13.3	12.2	10.3
5	13.0	10.2	21.1	7.2	14.3	11.9
6	12.1	15.0	10.5	8.7	12.2	13.4
7- Very Likely	32.2	29.0	36.8	40.6	33.5	31.0
Don't Know/ Refused	13.9	12.7	10.5	7.3	9.5	12.8
Total	100	100	100	100	100	100

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

[a] Opinion data for International Air visitors is based on the return of 19 VOS.

Table 51. Likelihood of Visiting Alaska Again for Vacation by Purpose of Trip Summer 2001

	Percent				
Response	Business and Pleasure	Business Only	Vacation and Pleasure	Visiting Friends and Relatives	All Visitors
1 - Very Unlikely	0	6.5	9.8	14.1	9.5
2	8.0	5.3	6.1	0	6.0
3	5.0	0	5.4	0	5.1
4	12.6	13.8	10.2	7.3	10.3
5	15.3	9.6	11.8	10.5	11.9
6	13.4	8.5	13.8	1.4	13.4
7- Very Likely	37.4	38.3	30.0	51.1	31.0
Don't Know/ Refused	8.3	18.0	12.7	15.6	12.8
Total	100	100	100	100	100

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

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 an invitation to the Valdez play-writing convention, desire to visit all 50 states, commission of the U.S. Coast Guard Cutter Spar, to the purchase of a new truck. While the qualitative answers to this question cannot be easily quantified, many of the answers can be grouped into categories and those categories can be ranked.[13] One category stands out above all the others. This category includes responses describing the decision to visit Alaska as the fulfillment of a "life-long dream" or "have always wanted to go." The next largest category was composed of people who decided to visit Alaska because their friends and/or their relatives were planning to visit Alaska or because they had friends and/or relatives in Alaska.

Table 52. Visiting Alaska This Year Top Reasons – All Visitors
Summer 2001

1. Fulfillment of a life-long dream
2. Desire to go with friends and/or relatives who were planning to visit
3. Visiting friends and relatives who live in Alaska
4. Scenic beauty, wilderness, and wildlife
5. Recommendations from friends and family members
6. Fishing and hunting
7. Desire to make a repeat visit
8. Celebration of birthday, anniversary, or reunion
9. Business

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 Europe, Canada, and Hawaii. Europe appears to be Alaska's major competitor as a potential vacation designation (Table 53).

Table 53. Other Destinations Considered – All Visitors
Summer 2001

1. Europe
2. Canada
3. Hawaii

The reasons given for choosing Alaska over other trip destinations varied considerably including such items as cooler weather, safety issues, fulfillment of a life-long dream, and timing issues. Two category of responses stand out:

[13] Given the subjective nature of the grouping and categorization no attempt is made to provide percentages of responses by category.

1. Desire to travel with friends and family or basing decision on recommendations of friends and/or family.
2. Price considerations – good value

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 69 percent of all visitors answered yes to this question (Table 54 and Table 55). Responses by mode of arrival ranged from a low of approximately 63 percent of International Air arrivals to a high of almost 81 percent of Ferry arrivals. In terms of purpose of trip, responses ranged from a low of approximately 50 percent of Business and Pleasure visitors to a high of 70 percent of Vacation and Pleasure visitors.

Table 54. Recall of Alaska Advertising by Mode of Arrival
Summer 2001

	Percent					
Response	Cruise Ship	Domestic Air	International Air [a]	Ferry	Highway	All Visitors
Yes	71.0	65.2	63.2	80.5	75.3	68.8
No	25.1	23.7	26.3	13.8	16.8	23.5
Don't Know/ Refused	3.9	11.1	10.5	5.7	7.9	7.7
Total	100	100	100	100	100	100

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

[a] Opinion data for International Air visitors is based on the return of 19 VOS.

Table 55. Recall of Alaska Advertising by Purpose of Trip
Summer 2001

	Percent				
Response	Business and Pleasure	Business Only	Vacation and Pleasure	Visiting Friends and Relatives	All Visitors
Yes	49.7	56.6	70.0	63.1	68.8
No	29.2	37.8	22.9	25.7	23.5
Don't Know/ Refused	21.1	5.6	7.2	11.2	7.7
Total	100	100	100	100	100

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

5.2.3.2 Sources of Information

Visitors were also asked where they saw or heard advertising for Alaska. Figure 5 shows the sources of information reported by visitors.

Figure 5. Advertising Sources—All Visitors Summer 2001

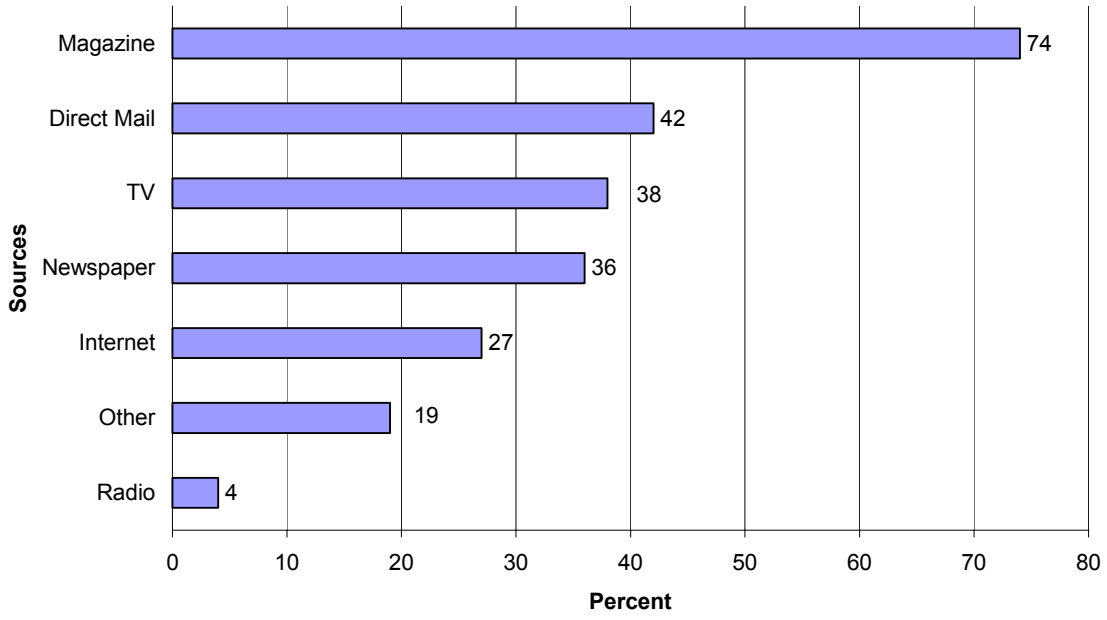
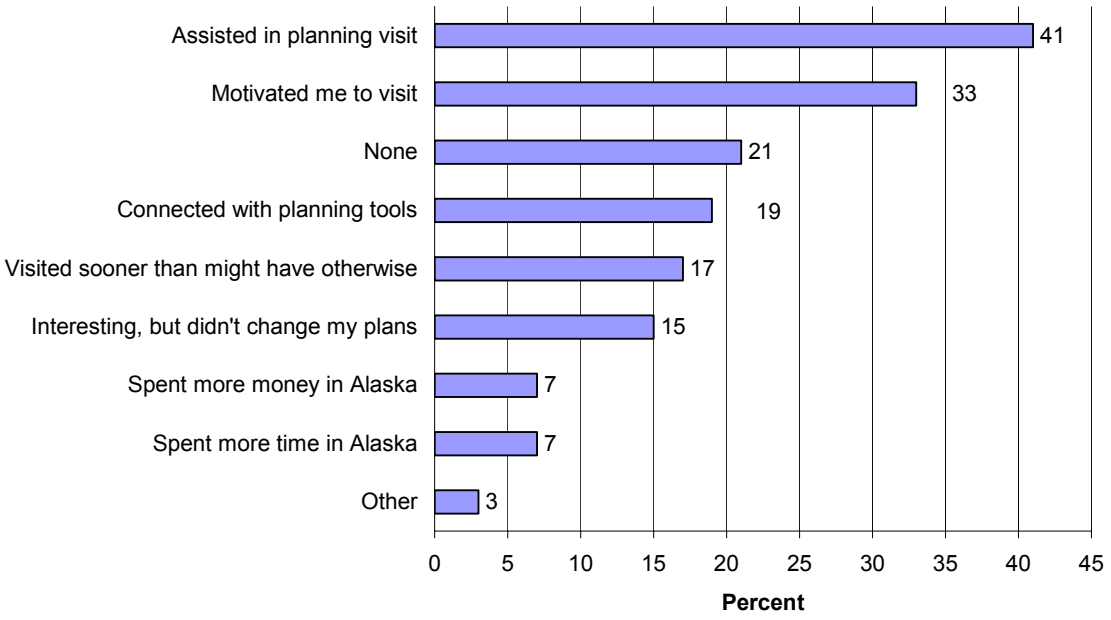


Figure 6 shows how visitors used advertising in making their decision to go to Alaska.

Figure 6. Role of Advertising in Decision to Visit Alaska by Purpose of Trip Summer 2001



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 (Figure 7). According to AVSP III, in 1993, the average Alaska visitor decided to visit Alaska about 7 months in advance. Lead time for "All Visitors" in Summer 2001 ranged from a low of 4 percent for those who decided to make their trip more than 2 years in advance to a high of almost 28 percent who decided 7 to 11 months in advance. Eight percent made their decision 1 to 2 months in advance, 12 percent 3 to 4 months in advance, approximately 21 percent 5 to 6 months in advance, and almost 18 percent 1 to 2 years in advance.

Figure 7. Alaska Trip Planning Timeline – All Visitors Summer 2001

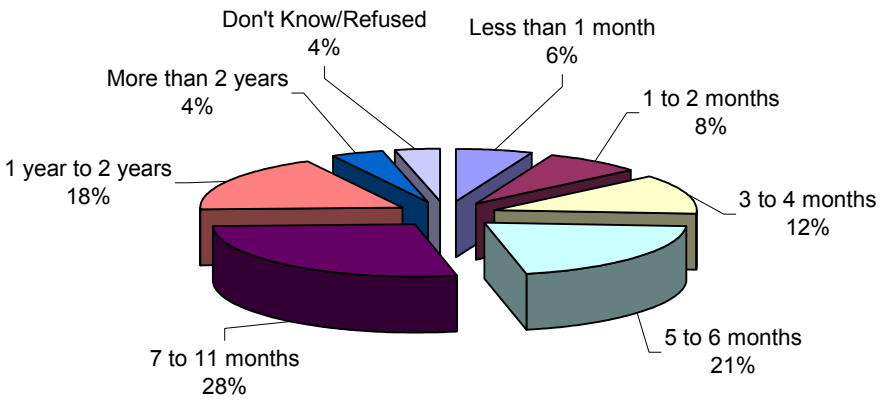


Table 56 shows the trip planning timeline by mode of arrival and Table 57 shows the timeline by purpose of trip. The largest portion of Business and Pleasure travelers made their decision to travel to Alaska one to two years in advance. The largest portion of Business Only visitors made their decision 3 to 4 months in advance. The largest portion of Vacation and Pleasure visitors made their decision to go to Alaska 7 to 11 months in advance. The largest portion of the Visit Friends and Relatives visitors made their decision 5 to 6 months in advance.

Table 56. Alaska Trip Planning Timeline by Mode of Arrival
Summer 2001

	Percent					
Length of Time	Cruise Ship	Domestic Air	International Air [a]	Ferry	Highway	All Visitors
Less than 1 month	3.5	5.4	21.1	3.5	18.4	6.0
1 to 2 months	7.4	8.7	10.5	2.8	7.5	8.0
3 to 4 months	12.0	13.4	5.3	6.2	7.7	12.0
5 to 6 months	20.3	21.9	26.3	29.9	13.2	20.5
7 to 11 months	31.9	27.1	21.1	27.9	15.5	27.9
1 year to 2 years	18.0	16.1	10.5	25.0	24.9	17.8
More than 2 years	1.5	4.7	5.3	3.9	11.1	4.0
Don't Know/Refused	5.6	2.7	0.0	0.9	1.8	3.7
Total	100	100	100	100	100	100

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

[a] Opinion data for International Air visitors is based on the return of 19 VOS.

Table 57. Alaska Trip Planning Timeline by Purpose of Trip
Summer 2001

	Percent				
Length of Time	Business and Pleasure	Business Only	Vacation and Pleasure	Visit Friends and Relatives	All Visitors
Less than 1 month	6.4	21.9	5.3	16.8	6.0
1 to 2 months	12.3	5.3	7.7	13.9	8.0
3 to 4 months	16.0	25.4	11.6	11.7	12.0
5 to 6 months	26.8	15.2	20.4	21.6	20.5
7 to 11 months	9.5	0	29.6	15.7	27.9
1 year to 2 years	29.0	5.3	17.7	16.2	17.8
More than 2 years	0	14.7	4.0	0	4.0
Don't Know/ Refused	0	12.2	3.6	4.2	3.7
Total	100	100	100	100	100

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

Figure 8 shows how far in advance visitors made their travel arrangements once they had made the decision to visit Alaska. As mentioned previously, the largest portion (28 percent) of "All Visitors" made their decision to visit Alaska 7 to 11 months in advance. In contrast, 24 percent of the respondents made their travel arrangements 7 to 11 months in advance while another 24 percent made their arrangements 5 to 6 months in advance. Less than one percent of "All Visitors" made their travel arrangements more than two years in advance and four percent one year in advance. Around eight percent made their travel arrangement less than one month before their trip.

Figure 8. Travel Arrangements Timeline—All Visitors Summer 2001

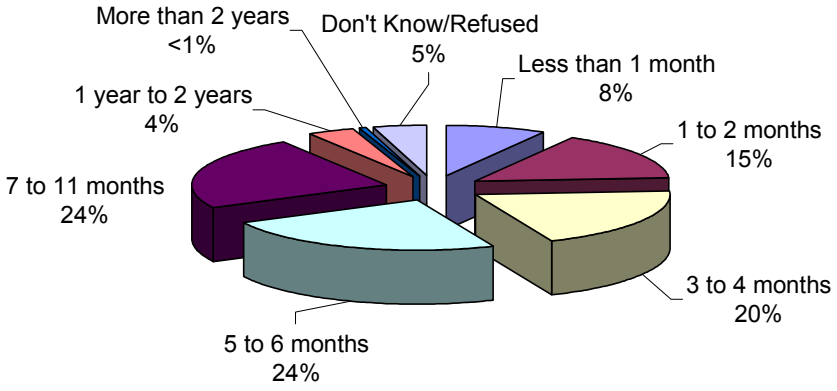


Table 58 shows when travel arrangements were made by mode of arrival and Table 59 shows the timing of travel arrangements by trip purpose.

Table 58. Travel Arrangements Timeline by Mode of Arrival Summer 2001

	Percent					
Length of Time	Cruise Ship	Domestic Air	International Air [a]	Ferry	Highway	All Visitors
Less than 1 month	2.8	6.2	21.1	8.4	38.9	8.2
1 to 2 months	12.1	17.3	36.8	11.9	15.1	15.1
3 to 4 months	17.3	23.6	0	21.8	17.5	20.1
5 to 6 months	30.0	20.5	26.3	40.5	11.1	23.9
7 to 11 months	27.3	24.7	15.8	14.0	7.1	23.8
1 year to 2 years	4.9	3.7	0	0.4	2.8	4.0
More than 2 years	0.8	0.2	0	0	0	0.5
Don't Know/ Refused	4.8	3.8	0	2.9	7.5	4.5
Total	100	100	100	100	100	100

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

[a] Opinion data for International Air visitors is based on the return of 19 VOS.

Table 59. Travel Arrangements Timeline by Purpose of Trip Summer 2001

	Percent				
Length of Time	Business and Pleasure	Business Only	Vacation and Pleasure	Visit Friends and Relatives	All Visitors
Less than 1 month	12.5	21.9	7.5	14.8	8.2
1 to 2 months	26.6	44.5	13.6	26.5	15.1
3 to 4 months	32.1	16.2	19.8	17.6	20.1
5 to 6 months	11.3	10.6	24.8	19.4	23.9
7 to 11 months	12.9	0	25.2	10.1	23.8
1 year to 2 years	0	0	4.2	7.4	4.0
More than 2 years	0	0	0.5	0	0.5
Don't Know/ Refused	4.5	6.9	4.4	4.2	4.5
Total	100	100	100	100	100

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

5.3.2 Use of Travel Agents

Approximately 68 percent of "All Visitors" used a travel agent to assist in planning or arranging all or part of their trip (Table 60 and Table 61). This percentage is the same percentage as reported in AVSP III for use of a travel agent in 1993. By mode of arrival, around 82 percent of Cruise Ship arrivals used the services of a travel agent while only 6 percent of Highway visitors used the services of a travel agent. Almost 74 percent of International Air arrivals and about 11 percent of Ferry travelers reported use of a travel agent.

By trip purpose, use of a travel agent ranges from a low of around 37 percent of visitors Visiting Friends and Relatives to a high of a 70 percent for Vacation and Pleasure visitors. Around 46 percent of Business and Pleasure visitors and 42 percent of Business only visitors reported using a travel agent.

Table 60. Use of Travel Agent by Mode of Arrival Summer 2001

	Percent					
	Cruise Ship	Domestic Air	International Air [a]	Ferry	Highway	All Visitors
Yes	82.2	69.9	73.7	11.2	6.2	68.1
No	15.6	26.8	26.3	87.9	93.8	29.5
Don't Know/ Refused	2.2	3.4	0	0.9	0	2.5
Total	100	100	100	100	100	100

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

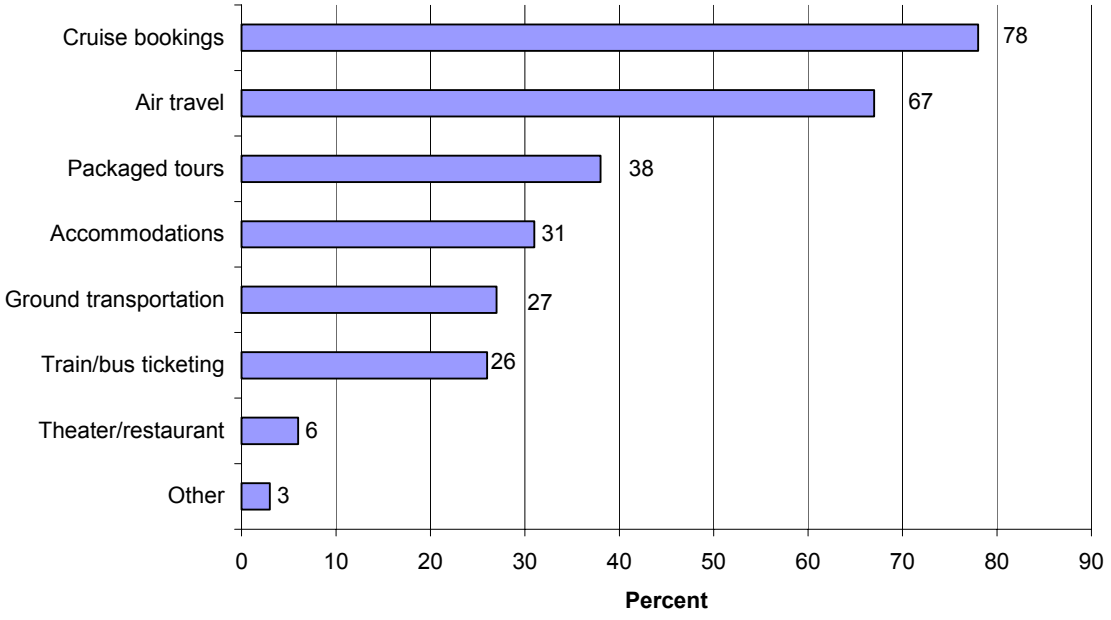
[a] Opinion data for International Air visitors is based on the return of 19 VOS.

Table 61. Use of Travel Agent by Purpose of Trip
Summer 2001

	Percent				
	Business and Pleasure	Business Only	Vacation and Pleasure	Visit Friends and Relatives	All Visitors
Yes	46.1	41.9	70.4	36.6	68.1
No	53.9	58.1	27.1	54.4	29.5
Don't Know/ Refused	0	0	2.4	9.0	2.5
Total	100	100	100	100	100

Visitors used travel agents for making a wide 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. Figure 9 shows the types of travel arrangements made for visitors by travel agents. Respondents were asked to check all uses that applied. Just over 78 percent of the respondents who reported use of a travel agent used the services of a travel agency to book their cruise. Almost 67 percent made their air travel arrangements through a travel agent and approximately 31 percent purchased packaged tours through an agent.

Figure 9. Type of Arrangements Made by Travel Agents
Summer 2001



5.3.3 Frequent Flier Mileage

The use of frequent flier miles can be a source of significant savings for travelers to Alaska. The survey asked whether a member of the traveling party used frequent flier miles. Just over 20 percent of "All Visitors" responded that a member of their party used frequent flier miles. Table

62 shows the use of frequent flier miles by mode and arrival and Table 63 shows the use of frequent flier miles by trip purpose. Approximately 21 percent of all visitors used frequent flier miles.

Table 62. Use of Frequent Flier Miles by Mode of Arrival
Summer 2001

	Percent					
	Cruise Ship	Domestic Air	International Air [a]	Ferry	Highway	All Visitors
Used Frequent Flier Mileage	12.0	31.6	10.5	3.4	7.1	20.5
Did Not Use Frequent Flier Mileage	75.8	63.8	89.5	75.5	67.7	69.6
Don't Know/Refused	12.2	4.6	0	21.1	25.2	9.9
Total	100	100	100	100	100	100

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

[a] Opinion data for International Air visitors is based on the return of 19 VOS.

Table 63. Use of Frequent Flier Miles by Purpose of Trip
Summer 2001

	Percent				
	Business and Pleasure	Business Only	Vacation and Pleasure	Visit Friends and Relatives	All Visitors
Used Frequent Flier Mileage	34.2	40.5	19.0	35.8	20.5
Did Not Use Frequent Flier Mileage	61.7	59.5	71.0	41.8	69.6
Don't Know/Refused	4.1	0	10.0	22.5	9.9
Total	100	100	100	100	100

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

5.3.4 Trip Information Sources

Several questions on the VOS were devoted to determining which information sources visitors used for planning and arranging their Alaska vacation and whether these sources were used in planning the trip and/or also used during the trip (Table 64 and Table 65). The respondents who reported using a particular source were asked to rate the usefulness of the source. Table 64 and Table 65 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 64. Trip Planning Sources by Mode of Arrival Summer 2001

	Percent					
	Cruise Ship	Domestic Air	International Air [a]	Ferry	Highway	All Visitors
State of Alaska Official Vacation (Planner) Travel Guide						
Used in planning trip	12.6	19.2	23.5	50.0	39.5	18.7
Used during trip	12.9	13.1	17.6	29.4	26.9	14.6
% who rated it very helpful	74.6	55.1	50.0	69.1	52.1	61.6
Single most important source	15.6	11.5	25.0	19.9	21.0	14.8
Tourism North Highway/Ferry Planner						
Used in planning trip	2.8	3.8	0	54.6	25.6	6.1
Used during trip	0.7	3.5	0	23.4	22.1	4.2
% who rated it very helpful	43.9	47.3	0	72.4	66.1	57.2
Single most important source	19.6	8.7	0	15.6	9.2	11.5
Travel books						
Used in planning trip	41.8	32.2	52.9	39.3	46.2	38.0
Used during trip	23.7	18.6	23.5	26.4	33.6	22.4
% who rated it very helpful	48.7	63.8	62.5	60.1	60.4	55.9
Single most important source	11.1	16.7	10.0	22.0	26.8	15.1
Friends or relatives						
Used in planning trip	41.1	46.5	58.8	41.1	38.6	43.5
Used during trip	3.6	15.4	17.6	19.3	5.9	9.5
% who rated it very helpful	68.9	71.6	70.0	75.2	53.7	69.1
Single most important source	11.8	26.3	36.4	21.4	12.9	19.4
Tour company, cruise line, airline						
Used in planning trip	74.0	52.5	29.4	6.6	7.3	56.6
Used during trip	27.1	23.8	5.9	2.1	7.3	23.1
% who rated it very helpful	73.8	78.4	40.0	64.0	70.2	75.4
Single most important source	27.5	29.3	20.0	18.8	27.9	28.2
Unsolicited brochures received in mail						
Used in planning trip	5.5	9.7	11.8	5.7	3.9	7.3
Used during trip	0.7	1.0	0	3.3	0.9	0.9
% who rated it very helpful	43.4	32.5	0	9.4	0	33.4
Single most important source	0	5.4	0	0	0	3.1
Magazine advertising						
Used in planning trip	8.4	8.5	17.6	12.5	12.6	9.0
Used during trip	2.0	2.2	11.8	0	1.7	2.2
% who rated it very helpful	8.1	38.1	25.0	13.0	23.7	22.0
Single most important source	7.0	3.7	0	0	0	4.4

	Percent					
	Cruise Ship	Domestic Air	International Air [a]	Ferry	Highway	All Visitors
Magazine articles						
Used in planning trip	13.7	11.9	17.6	16.9	16.2	13.2
Used during trip	0.7	2.4	5.9	2.1	4.2	1.9
% who rated it very helpful	29.7	29.6	25.0	37.3	29.2	29.6
Single most important source	0	0	50.0	0	8.9	2.1
Newspaper advertising						
Used in planning trip	5.1	4.2	17.6	0	6.1	4.9
Used during trip	0.7	1.3	0	1.6	5.4	1.4
% who rated it very helpful	0	12.4	0	100	0	4.6
Single most important source	0	0	0	0	0	0
Newspaper travel articles						
Used in planning trip	7.3	5.3	29.4	3.0	11.7	7.0
Used during trip	0.9	1.1	0	0	0	0.9
% who rated it very helpful	39.0	52.4	0	68.7	10.6	36.1
Single most important source	10.8	5.2	20.0	0	14.7	9.9
Alaska Milepost magazine						
Used in planning trip	2.6	4.3	5.9	53.1	60.7	9.6
Used during trip	1.6	4.5	0	40.6	51.1	8.1
% who rated it very helpful	31.7	55.7	100.0	80.7	83.5	71.0
Single most important source	19.6	14.3	0	31.0	54.4	37.7
Television or travel shows						
Used in planning trip	10.8	9.3	23.5	15.9	11.8	10.5
Used during trip	0.7	0.6	0	2.6	0	0.6
% who rated it very helpful	49.6	36.0	0	4.9	35.1	41.0
Single most important source	0	4.2	0	0	0	1.6
No information sources used	**5.2**	**4.9**	**6.3**	**8.4**	**2.9**	**4.9**

[a] Opinion data for International Air visitors is based on the return of 19 VOS.

Table 65. Trip Planning Sources by Purpose of Trip Summer 2001

	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	15.2	16.1	19.1	13.5	18.7
Used during trip	11.1	14.7	14.6	18.9	14.6
% who rated it very helpful	33.1	50.2	63.5	29.7	61.6
Single most important source	0	11.0	14.7	36.4	14.8
Tourism North Highway/Ferry planner					
Used in planning trip	8.1	19.0	5.6	6.7	6.1
Used during trip	0	15.4	4.0	2.4	4.3
% who rated it very helpful	3.9	68.0	57.8	38.9	57.2
Single most important source	0	17.6	10.9	23.0	11.5
Travel books					
Used in planning trip	22.1	40.3	38.7	23.2	38.0
Used during trip	6.9	28.7	22.9	6.8	22.4
% who rate it very helpful	100.0	70.2	55.0	53.7	55.9
Single most important source	29.9	37.3	14.1	13.4	15.1
Friends or relatives					
Used in planning trip	38.4	43.4	42.7	73.3	43.5
Used during trip	19.4	31.0	7.7	36.3	9.5
% who rated it very helpful	61.7	79.3	68.2	88.0	69.1
Single most important source	60.2	42.9	17.2	30.2	19.4
Tour company, cruise line, airline					
Used in planning trip	0	16.0	61.0	0	56.6
Used during trip	0	7.3	24.5	11.9	23.1
% who rate it very helpful	0	21.3	76.0	0	75.4
Single most important source	0	0	28.4	43.4	28.2
Unsolicited brochures received in mail					
Used in planning trip	3.4	4.0	7.7	0	7.3
Used during trip	0	3.4	0.8	0	0.9
% who rate it very helpful	0	84.8	32.5	0	33.4
Single most important source	0	0	3.2	0	3.1
Magazine advertising					
Used in planning trip	3.4	11.9	9.1	9.0	9.0
Used during trip	3.4	8.2	2.0	0	2.2
% who rate it very helpful	0	42.7	21.4	0	22.0
Single most important source	0	30.5	3.0	0	4.4

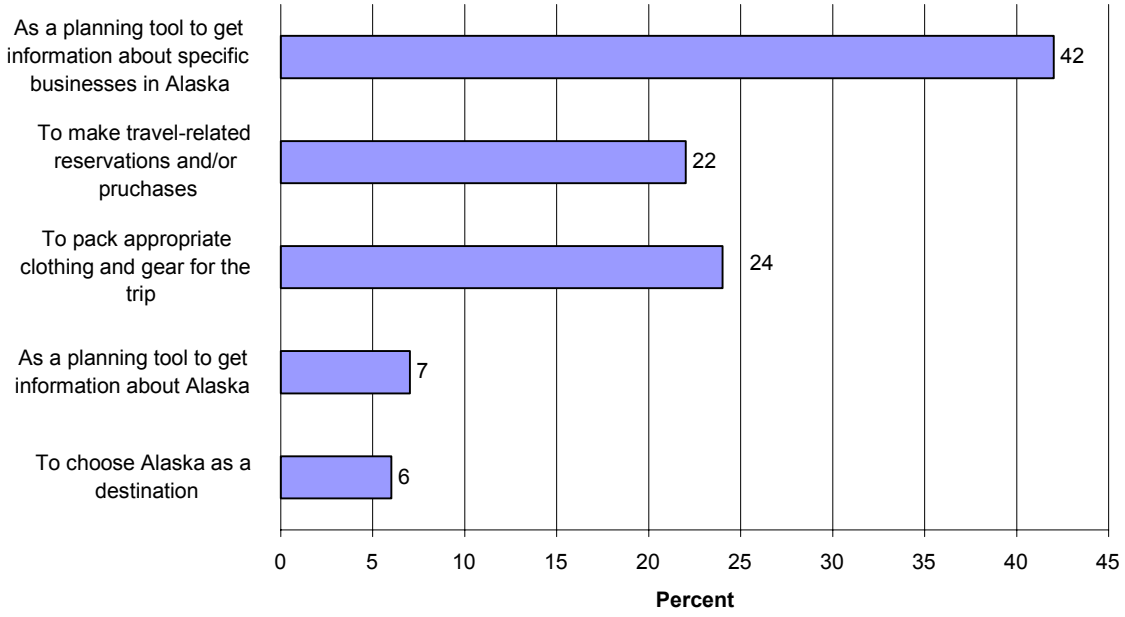
	Percent				
	Business Only	Business and Pleasure	Vacation and Pleasure	Visit Friends and Relatives	All Visitors
Magazine articles					
Used in planning trip	0.3	20.9	13.5	6.1	13.2
Used during trip	3.4	13.8	1.4	1.0	1.9
% who rate it very helpful	0	24.3	30.0	100	29.6
Single most important source	0	0	2.3	0	2.1
Newspaper advertising					
Used in planning trip	3.4	3.4	5.1	0	4.9
Used during trip	0	3.4	1.4	0	1.4
% who rate it very helpful	0	0	4.8	0	4.6
Single most important source	0	0	0	0	0
Newspaper travel articles					
Used in planning trip	3.4	0	7.6	0	7.0
Used during trip	0	4.8	0.7	0	0.9
% who rate it very helpful	0	0	36.1	0	36.1
Single most important source	0	0	10.2	0	9.9
Alaska Milepost magazine					
Used in planning trip	5.5	4.0	9.5	23.8	9.6
Used during trip	5.5	3.4	8.2	11.5	8.1
% who rate it very helpful	100.0	84.9	70.3	75.3	71.0
Single most important source	0	0	38.9	31.2	37.7
Television or travel shows					
Used in planning trip	3.4	10.7	10.9	0.6	10.5
Used during trip	0	0	0.6	0	0.6
% who rate it very helpful	0	0	42.3	0	41.0
Single most important source	0	0	1.7	0	1.6
No information sources used	**7.5**	**3.3**	**4.9**	**5.4**	**4.9**

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 20 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. Respondents' reasons for using the Internet are listed in Figure 10.

Figure 10. Reasons for Using the Internet
Summer 2001



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 11 and Figure 12. 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 11. Influence of the Internet on Length of Stay—All Visitors
Summer 2001

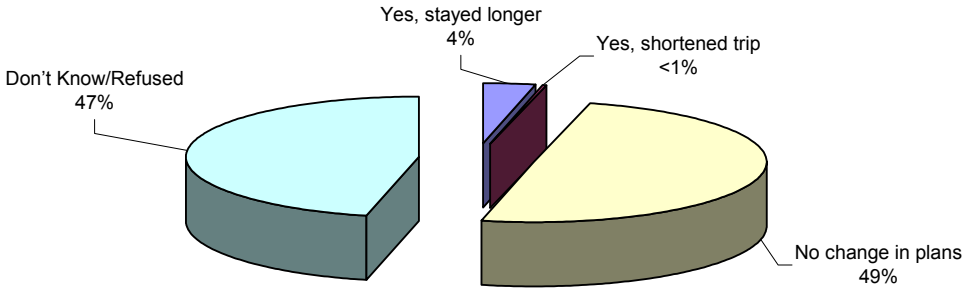
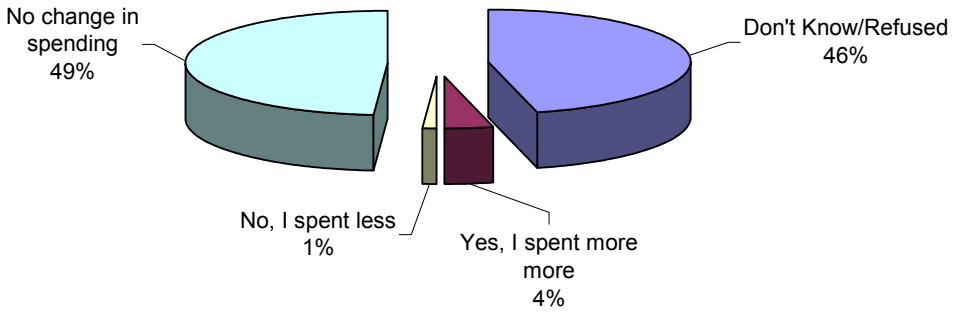


Figure 12. Influence of the Internet on Amount Spent – All Visitors Summer 2001



5.4 Stay in Alaska

The VOS contains questions regarding misconceptions about Alaska and the differences in what visitors expected to do while visiting Alaska and what they actually did. For example, a visitor might have expected to go on a halibut charter while in Alaska, but decided not to go 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 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?" Many of the responses were only one-word answers, such as "weather," "roads," "temperature," and "size," making it difficult to ascertain the intent of the comment. Over a third of the responses can be categorized as misconceptions about weather. Only a few responses described the weather as being worse than expected. Typical responses included:

- Weather better than expected
- Thought it was going to be freezing cold
- It rained more than we thought

The second largest category of responses related to the size of the state and the vast distances, followed by responses about road conditions, and the success of wildlife-viewing opportunities. Responses about wildlife viewing fell into two similar sized categories—those who saw more wildlife than expected and those who saw less wildlife than expected. Typical responses included:

- The size of Alaska
- Size and beauty
- So much bigger than I thought
- The road conditions/much better than anticipated
- That many places were isolated

- Wildlife abundant for us to see
- Moose/bear were everywhere
- Thought we would see more wildlife

5.4.2 Planned and Unplanned Activities

Approximately 35 percent of the respondents replied that they had planned an activity that was not accomplished (Table 66). The activities reported covered a wide range including travel to different parts of the state, viewing more wildlife, river rafting, and kayaking. However, when the open-ended responses are grouped into general categories, the major category that stands out includes various fishing related activities. The second largest category involves visiting, hiking, or flightseeing at Mt. McKinley/Denali.

Table 66. Planned Activity That Was Not Accomplished
Summer 2001

Response	Percent of Visitors
Yes	35.2
No	61.3
Don't Know / Refused to Answer	3.4
Total	100

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

The reasons given for not being able to complete a planned activity included factors related to time, cost, weather, or some combination of these factors. Some visitors noted reasons such as "cruise ship did not stop frequently enough" or "did not make reservations early enough." Still, the overwhelming reason for not doing a planned activity was something related to weather, cost, or time.

Approximately 30 percent of the respondents reported that they engaged in an activity that they had not planned on ahead of time (Table 67).

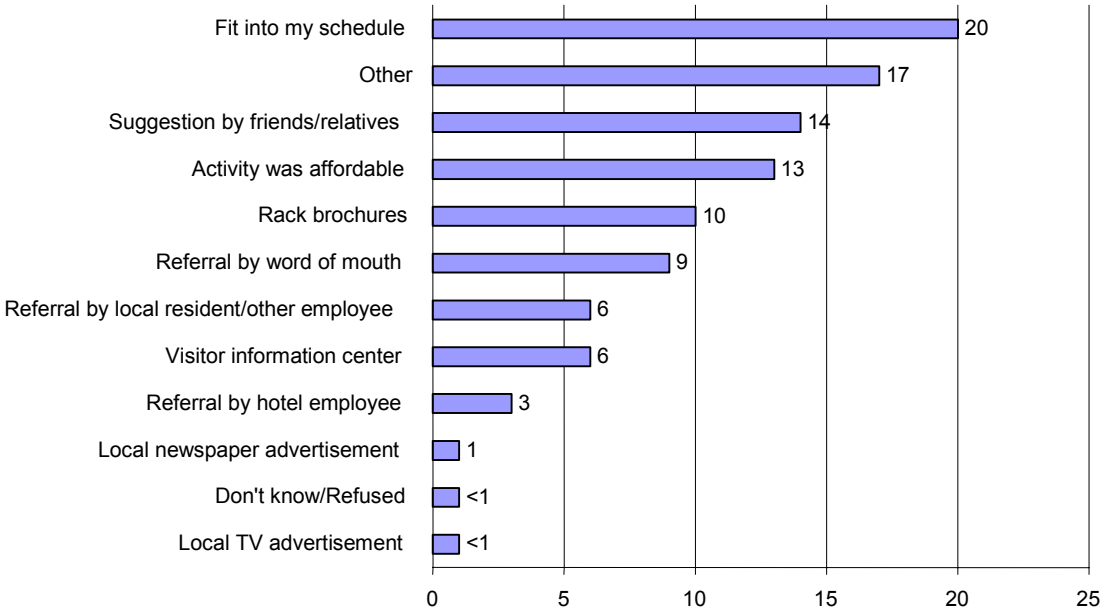
Table 67. Unplanned Activity That Was Accomplished
Summer 2001

Response	Percent of Visitors
Yes	30.1
No	63.2
Don't Know / Refused to Answer	6.6

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

Figure 13 shows the reported influences on unplanned activities. The value of feedback from visitors to open-ended questions about what they did in Alaska that they had not planned to do is somewhat limited. While some visitors noted going on a hike or fishing trip—or even the chance to fly on a "cargo plane" to a remote village—other visitors noted things like "staying at the hotel with a sick child." The most frequent answer was "fit into my schedule."

Figure 13. Influences on Unplanned Activities
Summer 2001



5.5 Past and Future Travel

There were several questions in the VOS regarding visitors' past and future travel. Respondents made an average of 3.4 trips outside of the Continental U.S. within the past five years. Table 68 compares prior trip destinations to potential destinations in the future. It is of note that Alaska was ranked as the top place a respondent will PROBABLY go to next even though they had already visited Alaska at least once.

Table 68. Travel History and Future Preference of Alaska Visitors Summer 2001

Top 15 Places People went in Previous 5 Years	Top 15 Places People would MOST LIKE to Go Next	Top 15 Places People Will PROBABLY Go Next
Europe	Europe	Alaska
Canada	Alaska	Europe
Mexico	Hawaii	Hawaii
United Kingdom	Australia	Mexico
Hawaii	United Kingdom	Canada
Caribbean	Canada	Caribbean
Alaska	Caribbean	United Kingdom
Bahamas	Mexico	Arizona
Australia/New Zealand	Central America	Australia/New Zealand
Central America	Mediterranean	Florida
South America	New England	California
S.E. Asia	Northeast U.S.	Colorado
Costa Rica	South America	South America
Africa	Arizona	New York
China	Australia/New Zealand	Panama

Figure 14 shows the time frame for taking the next vacation for "All Visitors." The majority (54 percent) of all visitors plan to take their vacation within the next years. Table 69 shows the time for taking the next vacation by mode of arrival and Table 70 shows the time frame by trip purpose.

Figure 14. Time Frame for Next Vacation – All Visitors Summer 2001

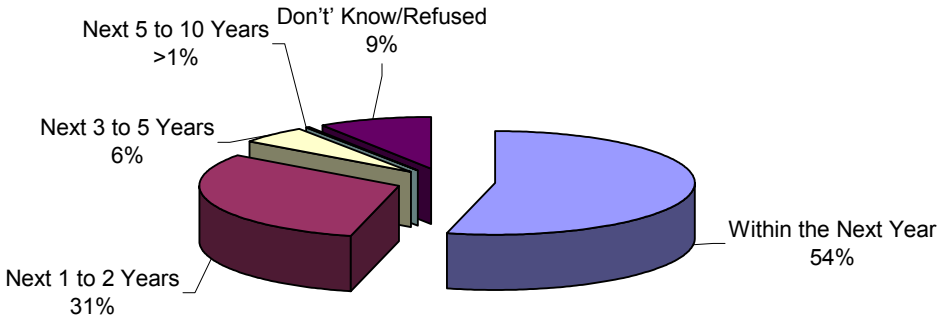


Table 69. Time Frame for Next Vacation by Mode of Arrival Summer 2001

	Percent					
Time Frame	Cruise Ship	Domestic Air	International Air [a]	Ferry	Highway	All Visitors
Within the Next Year	50.7	56.7	68.4	50.3	52.3	53.8
Next 1 to 2 Years	34.8	27.5	26.3	32.9	34.3	31.2
Next 3 to 5 Years	7.4	4.1	0	8.8	4.6	5.5
Next 5 to 10 Years	0	0.3	0	0	0	0.2
Don't Know/Refused	7.2	11.5	5.3	8.0	8.8	9.3
Total	100	100	100	100	100	100

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

[a] Opinion data for International Air visitors is based on the return of 19 VOS.

Table 70. Time Frame for Next Vacation by Purpose of Trip Summer 2001

	Percent				
Time Frame	Business Only	Business and Pleasure	Vacation and Pleasure	Visiting Friends and Relatives	All Visitors
Within the Next Year	58.1	75.1	52.6	62.9	53.8
Next 1to 2 Years	19.0	20.1	32.0	31.5	31.2
Next 3 to 5 Years	0	0	6.0	0.5	5.5
Next 5 to 10 Years	0	4.5	0	0	0.2
Don't' Know/Refused	22.8	0.4	9.4	5.1	9.3
Total	100	100	100	100	100

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

The VOS also asked visitors "If you were to take another trip to Alaska, what places would you choose to visit?" Figure 15 shows potential destinations for a next trip to Alaska.

Figure 15. Potential Destinations for Next Trip to Alaska
Summer 2001

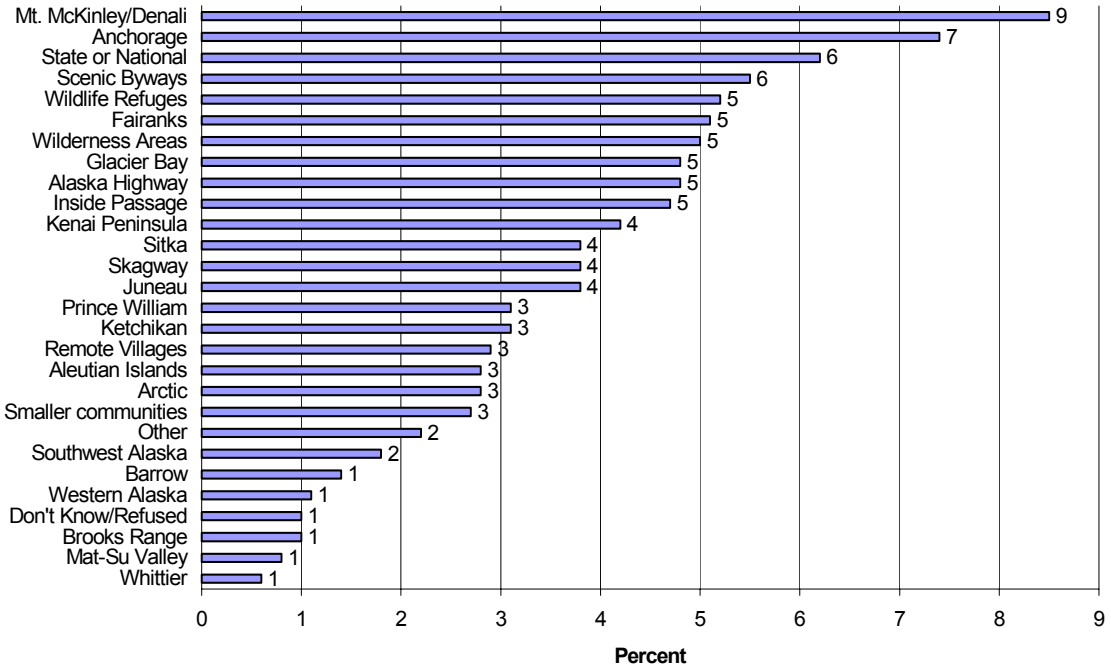


Table 71 shows destinations for a next trip to Alaska in response to question about which **ONE** would you like to visit on your next trip to Alaska.

Table 71. Top 10 Destinations for Next Trip to Alaska
Summer 2001

Destination	Percent of Respondents
Mt. McKinley/Denali National Park	6.4
Kenai Peninsula	5.7
Anchorage	3.8
Inside Passage	3.6
Alaska Highway	3.2
Wildlife Refuges	3.1
Glacier Bay	2.8
Aleutian Islands	2.7
Arctic/Arctic (Nome/Kotzebue)	2.6
Wilderness Areas	2.6

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 has lengthened, and new survey locations have been 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.

Table 72, Table 73, and Table 74 provide a comparison of visitor opinions from AVSP II, III, and IV.

Table 72. Overall Alaska Trip Ratings, by Visitor/Trip Characteristic
All Visitors – Summer
(1 to 7 scale with 1 = Poor and 7 = Excellent)

Visitor/Trip Characteristic	1989	1993	2001
Overall	**6.3**	**6.1**	**6.3**
Trip Purpose			
Business Only	5.9	5.2	5.9
Business/Pleasure	6.3	5.9	6.0
Vacation/Pleasure	6.3	6.2	6.3
VFR	6.2	6.3	6.1
Mode of Entry			
Domestic Air	6.3	6.0	6.2
International Air [a]	6.2	5.9	6.1
Cruise	6.4	6.3	6.4
Highway	6.1	6.0	6.1
Ferry	6.3	6.3	5.7
Travel Type			
Independent	6.0	5.9	6.1
Inde-package	6.4	6.2	6.1
Package	6.4	6.2	6.4
Region Visited			
Denali / McKinley	6.3	6.2	6.1
Interior	6.3	6.0	6.2
Southeast	6.3	6.2	6.3
Southcentral	6.2	6.0	6.2
Southwest	6.2	6.2	6.0
Origin			
United States			6.3
Canada			6.0
Overseas			6.5

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 Summer 2001 collected for AVSP IV.

[a] Opinion data for International Air visitors is based on the return of 19 VOS.

Table 73. Value for Money, by Visitor/Trip Characteristic
All Visitors – Summer
(1 to 7 scale with 1 = Poor and 7 = Excellent)

Visitor/Trip Characteristic	1989	1993	2001
Overall	**5.5**	**5.3**	**5.4**
Trip Purpose			
Business Only	5.5	4.7	4.6
Business/Pleasure	5.3	5.0	4.9
Vacation/Pleasure	5.5	5.4	5.4
VFR	5.3	5.2	5.1
Mode of Entry			
Domestic Air	5.4	5.1	5.3
International Air [a]	5.4	4.8	5.4
Cruise	5.8	5.8	5.7
Highway	5.1	5.1	4.8
Ferry	5.2	5.1	5.1
Travel Type			
Independent	5.2	5.0	5.1
Inde-package	5.1	5.1	5.2
Package	5.8	5.7	5.6
Region Visited			
Denali / McKinley	5.3	5.3	5.3
Interior	5.3	5.2	5.3
Southeast	5.7	5.5	5.5
Southcentral	5.3	5.2	5.4
Southwest	5.5	5.1	5.1
Origin			
United States			5.5
Canada			4.9
Overseas			5.6

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 Summer 2001 collected for AVSP IV.

[a] Opinion data for International Air visitors is based on the return of 19 VOS.

Table 74. Compared to Expectations, by Visitor/Trip Characteristic
All Visitors – Summer
(1 to 7 scale with 1 = Poor and 7 = Excellent)

Visitor/Trip Characteristic	1989	1993	2001
Overall	**5.8**	**5.9**	**6.0**
Trip Purpose			
Business Only	6.7	5.0	5.2
Business/Pleasure	5.7	5.4	5.7
Vacation/Pleasure	5.9	5.8	6.0
VFR	5.8	6.0	5.9
Mode of Entry			
Domestic Air	5.9	5.7	5.9
International Air [a]	5.7	5.5	5.8
Cruise	6.2	6.0	6.2
Highway	5.5	5.5	5.8
Ferry	5.8	5.9	5.4
Travel Type			
Independent	5.7	5.6	5.8
Inde-package	5.8	5.7	5.7
Package	6.1	5.9	6.2
Region Visited			
Denali / McKinley	5.9	5.8	5.9
Interior	5.8	5.7	5.9
Southeast	6.1	5.9	6.1
Southcentral	5.8	5.7	6.0
Southwest	5.4	5.8	5.7
Origin			
United States			6.0
Canada			5.7
Overseas			6.23

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 Summer 2001 collected for AVSP IV.

[a] Opinion data for International Air visitors is based on the return of 13 VOS.

7 Relationship of Expenditures and Opinions

Figure 16 and Table 75 summarize the relationship between expenditures and opinions (overall trip satisfaction) for visitors in Summer 2001. Figure 16 and Table 75 show that average expenditures do not increase steadily with the level of satisfaction. It also shows that median expenditures are not necessarily higher for those visitors who are most satisfied with their trip. In fact, expenditures are highest for those visitors with relatively low levels of satisfaction.

Figure 16. Expenditures Per Person Per Trip and Level of Satisfaction with Trip Summer 2001

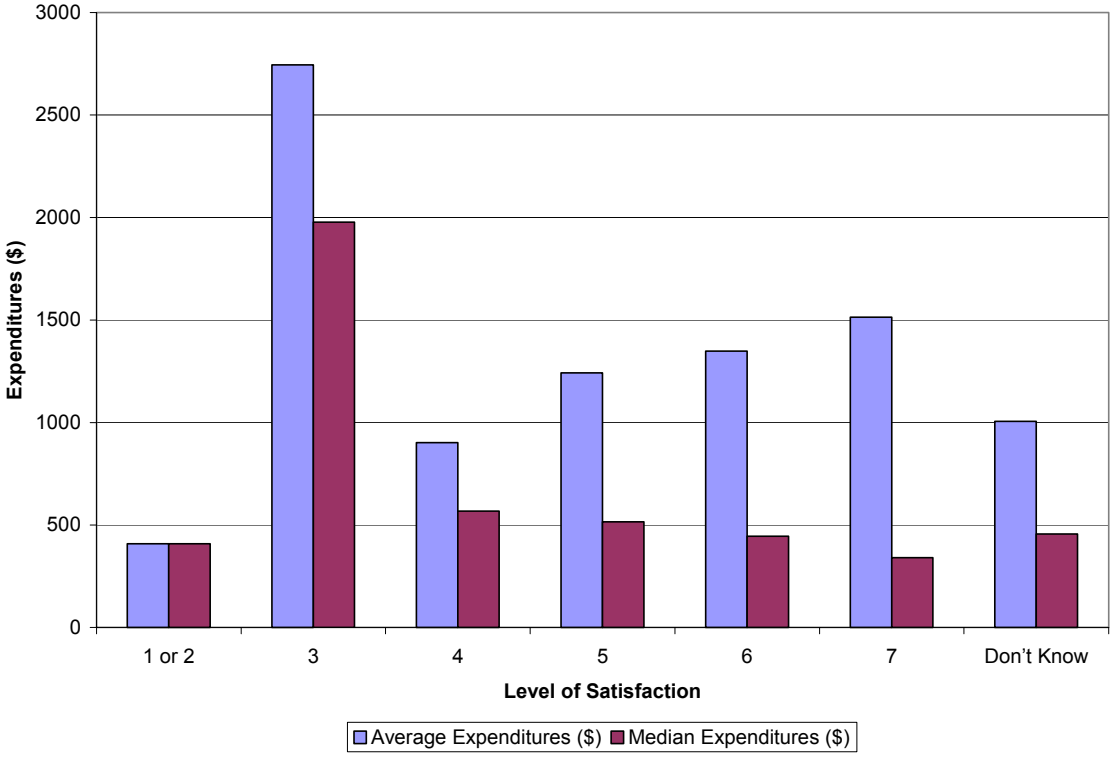


Table 75. Expenditures Per Person Per Trip and Level of Satisfaction with Trip Summer 2001

Expenditures	Dollars, by Level of Satisfaction With Trip (1 = Poor; 7 = Excellent)						
	1 or 2	3	4	5	6	7	Don't Know
Average Expenditures ($)	409	2,745	902	1,242	1,348	1,513	1,006
Median Expenditures ($)	409	1,978	568	516	445	340	456

8 Rural Sample

In AVSP IV, the State of Alaska, Department of Community and Economic Development asked the contractor to conduct 500 Random Arrival Survey (RAS) interviews with visitors traveling to rural Alaska. These interviews were conducted from May through September at points of departure to rural areas. The sample also included visitors intercepted at conventional AVSP survey locations who revealed on the RAS that they were planning to travel to the relevant rural areas. The rural sample plan called for 175 interviews in Anchorage, 75 in Fairbanks, 75 in Ketchikan, and 75 in Juneau. Six hundred forty-four rural RAS were completed.

Table 76. Extra Survey Locations for Rural Sample Summer 2001

Destination / Target Areas	Extra Survey Locations
King Salmon, Dillingham, Bethel, Kotzebue, Nome, Kodiak, and Barrow	Anchorage – Ted Stevens Anchorage International Airport, Lake Hood, and Merrill Field
Barrow and smaller communities in the Northern/Interior regions	Fairbanks
Glacier Bay, as well as communities and lodges in rural Southeast Alaska	Juneau Airport and float plane docks; Ketchikan float plane docks

Visitor expenditures and opinions are not shown by region visited for two important reasons. First, the range of expenditures in most expenditures categories and the range of responses to most opinion questions are too broad to yield meaningful differences for groups that travel to different regions within the state. Second, the sample size is too small for some regions to show with any confidence what expenditures or opinions were for visitors who traveled to those regions.

The first issue – one of large variance – does not depend on sample size. For example, for most expenditure categories, visitors traveling to all regions reported expenditures that ranged from $0 per person per trip to $1,000 or more per person per trip. As a result, the average expenditures made by visitors to one region do not differ from the average expenditures made by visitors to another region. The numbers may appear to differ, but they are not really different. (The averages are actually estimates of averages. In some sense – due to the large variances – the estimates are not precise. The lack of precision makes it impossible to say that any two averages are really different.)

The second issue is simply a matter of sample size and confidence. The confidence levels around most any estimate increases when the sample size decreases. If the expenditure and opinion samples are sorted by region, some of the resulting samples are so small that the resulting confidence intervals are +/- 10 percent or more. Two numbers, such as average expenditures on lodging, could appear to be different. But if the confidence intervals are, say, +/- 10 percent for each figure, they might not be different at all.

Rather than show expenditure and opinion data by region and give a false impression about how visitor behavior may differ from one region to the next, Table 77, Table 78, and Table 79 provide a summary of expenditures made by visitors traveling to rural areas in Summer 2001. Median expenditures for visitors as a whole group are included in the tables for comparison purposes. Not surprisingly, median expenditures by visitors traveling to rural areas are slightly higher than for the visitor population as a whole except for the recreation expenditure category.

Extreme values are included in all calculations of expenditures. It is not uncommon in the survey data to find expenditures of $1,000 per person per night for lodging, or $0 per person per night for lodging (there are multiple responses at both those levels). Such extreme values are plausible, so they are included in calculations.

Table 77. In-State Expenditures by Rural Visitors, Expenditures Per Party Per Trip – All Visitors Summer 2001

	Visitors as a Whole	Rural Visitors	
Expenditure Category	Median Expenditures ($)	Median Expenditures ($)	Average Expenditures ($)
Lodging	294	415	1,065
Food and Beverage	135	200	285
Transportation	109	127	292
Recreation	229	154	308
Alaska Native Arts and Crafts	70	112	190
Gifts/Souvenirs	117	80	168
Clothing	40	50	131
Personal	17	20	64
Other	40	79	287

Table 78. In-State Expenditures by Rural Visitors, Expenditures Per Person Per Trip Summer 2001

	Visitors as a Whole	Rural Visitors	
Expenditure Category	Median Expenditures ($)	Median Expenditures ($)	Average Expenditures ($)
Lodging	150	231	823
Food and Beverage	70	113	159
Transportation	55	71	161
Recreation	113	103	153
Alaska Native Arts and Crafts	33	55	109
Gifts/Souvenirs	58	44	84
Clothing	20	20	75
Personal	8	7	35
Other	21	47	140

Table 79. In-State Expenditures by Rural Visitors, Expenditures Per Person Per Night Summer 2001

	Visitors as a Whole	Rural Visitors	
Expenditure Category	Median Expenditures ($)	Median Expenditures ($)	Average Expenditures ($)
Lodging	10	19	88
Food and Beverage	9	14	20
Transportation	6	8	19
Recreation	9	9	18
Alaska Native Arts and Crafts	3	7	14
Gifts/Souvenirs	6	4	11
Clothing	2	2	8
Personal	1	1	4
Other	2	6	15

Notes:

na = no duplicate responses

Table 80 shows the overall level of satisfaction, value for the money (overall), and expectations (overall) for rural visitors and for the entire visitor population in Summer 2001.

Table 80. Summary of Opinions – Rural Visitors and All Visitors Summer 2001

	Average Responses	
Category	Rural Visitors	All Visitors
Overall Level of Satisfaction	6.1	6.3
Value for the Money – Overall	5.2	5.4
Expectations – Overall	5.9	6.0

Table 81 shows visitor opinions about the relative value for the money for their trips as a whole and for different elements of their trips. Respondents were asked to rate different elements of their trip on a scale of 1 to 7. A score of 1 revealed dissatisfaction with the value for the money and a score of 7 revealed the highest possible level of satisfaction.

Table 81. Value for the Money Comparisons – Rural Visitors
Summer 2001
(1 = worse; 7 = better)

Value Category	Average Response
Overall	5.2
Accommodations	5.0
Transportation To Alaska	5.2
Transportation From Alaska	5.1
Transportation Within Alaska	5.0
Sightseeing / Attractions	5.8
Tourist Activities	5.5
Food and Restaurants	4.9
Friendliness / Helpfulness	6.1

Table 82 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 82. Expectation Summary –Rural Visitors
Summer 2001
(1 = below; 7 = above)

Expectations Category	Average Response
Overall	5.9
Accommodations	5.3
Transportation To Alaska	5.2
Transportation From Alaska	5.2
Transportation Within Alaska	5.2
Sightseeing / Attractions	5.9
Tourist Activities	5.6
Food and Restaurants	5.2
Friendliness / Helpfulness	6.1

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 14.7 percent of the VES and 19.2 percent of the VOS that were distributed in Summer 2001 were completed and returned. This response rate is consistent with industry findings. The Council for Marketing and Opinion Research (CMOR website cmor.org accessed March 2002) 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 A-1 shows the number of RAS in-person surveys conducted, and the numbers of VESs and VOSs returned by mode of arrival and Table A-2 presents the same information by purpose of trip.

Table A-1. Number of RAS, VES, and VOS Returned by Mode of Arrival Summer 2001

	Type of Survey		
Mode	RAS	VES	VOS
Domestic Air	2,532	197	388
Cruise Ship	721	104	131
International Air	68	13	19
Ferry	182	96	77
Highway	219	137	99
Total	3,722	547	714

Table A-2. Number of RAS, VES, and VOS Returned by Purpose of Trip Summer 2001

	Type of Survey		
Purpose	RAS	VES	VOS
Business Only	868	13	22
Business and Pleasure	253	21	30
Vacation and Pleasure	2,242	486	631
Visiting Friends and Relatives	359	27	27
Total	3,722	547	714

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 A- 1 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.

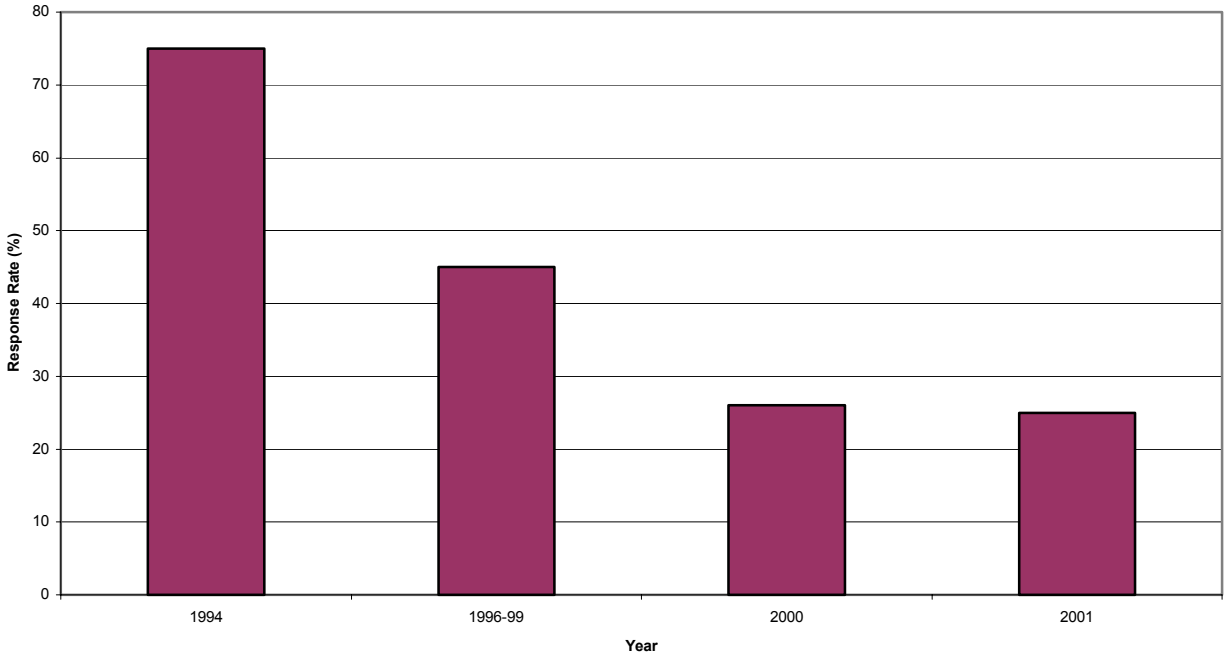
Declining Response Rates Over Time

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.

Table A-1 shows the declining trend in response rates for surveys with passengers on cruise ship from 1993 to 2001.

Figure A- 1. 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.

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.

Data Checks

Technicians at NuStats International 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.

A formal third-party review of the analyses of the random arrival surveys, the expenditure diaries, and the opinion surveys was conducted by Virginia Lesser, Ph.D., Director, Survey Research Center, Oregon State University, 44 Kidder Hall, Corvallis, Oregon 97331.

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 +/- 3.6 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.[14]

Table B- 1. Margins of Error for Expenditures by Mode of Arrival, Summer 2001

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	**+/- 2.1 percent**	**+/- 4.2 percent**
Expenditures, by Mode of Entry		
Domestic Air	+/- 3.6 percent	+/- 7.0 percent
Highway - Private vehicles	+/- 4.3 percent	+/- 8.4 percent
Highway - Motorcoach	No sample	No sample
International Air	+/- 13.9 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 B- 2. Margins of Error for Expenditures by Trip Purpose, Summer 2001

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	**+/- 2.1 percent**	**+/- 4.2 percent**
Expenditures, by Trip Purpose		
Business Only	+/-13.9 percent	Small sample problems – margin of error more than +/- 15 percent
Business and Pleasure	+/- 10.9 percent	Small sample problems – margin of error more than +/- 15 percent
Vacation and Pleasure	+/- 2.3 percent	+/- 4.4 percent
Visiting Friends and Relatives	+/- 9.6 percent	Small sample problems – margin of error more than +/- 15 percent

[14] 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 B- 3. Margins of Error for Opinion Data by Mode of Arrival, Summer 2001

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	**+/- 1.9 percent**	**+/- 3.7percent**
Opinions, by Mode of Entry		
Domestic Air	+/- 2.5 percent	+/- 5.0 percent
Highway - Private vehicles	+/- 5.0 percent	+/- 9.8 percent
Highway – Motorcoach	No sample	No sample
International Air	+/- 11.5 percent	Small sample problems – margin of error more than +/- 15 percent
Ferry	+/- 5.7 percent	+/- 11.2 percent
Cruise	+/- 4.4 percent	+/- 8.6 percent

Table B- 4. Margins of Error for Opinion Data by Trip Purpose, Summer 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	**+/- 1.9 percent**	**+/- 3.7percent**
Opinions, by Trip Purpose		
Business Only	+/-10.7 percent	Small sample problems – margin of error more than +/- 15 percent
Business and Pleasure	+/- 9.1 percent	Small sample problems – margin of error more than +/- 15 percent
Vacation and Pleasure	+/- 2.0 percent	+/- 3.9 percent
Visiting Friends and Relatives	+/- 9.0 percent	Small sample problems – margin of error more than +/- 15 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

Continue on next page ↗

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

Continue on next page ↗

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:

_____

_____

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

Continue on next page ↗

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

Continue on next page ↗

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:

_____

_____

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

Continue on next page ↗

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

Continue on next page ↗

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-83 and Table D-84 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-83. 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-84. 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 responses.

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 Missing Data

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
Summer 2001

Description of Expenditures	Average Expenditures ($)
Blank Entries as Missing Values	
Expenditures per party per trip	2,210
Expenditures per person per trip	1,258
Expenditures per person per night	125
Blank Entries as Zeroes	
Expenditures per party per trip	1,177
Expenditures per person per trip	656
Expenditures per person per night	73

Total In-State Expenditures, by Expenditure Category All Visitors
Summer 2001

	$ Million	
Expenditure Category	**Blank Entries as Zeroes**	**Blank Entries as Missing Values**
Lodging	170.6	505.9
Food and Beverage	131.2	147.5
Transportation	107.8	200.2
Recreation	147.5	219.1
Alaska Native Arts and Crafts	54.3	110.5
Other Gifts/Souvenirs	119.6	143.5
Clothing	29.6	69.3
Personal	20.3	32.9
Other	29.0	83.5
Total	**809.9**	**1,512.6**