



STATE OF ALASKA  
DEPARTMENT OF  
**COMMERCE**  
COMMUNITY AND  
ECONOMIC DEVELOPMENT

Office of the Commissioner

*Sarah Palin, Governor*  
*Emil Notti, Commissioner*

**DEPARTMENT OF COMMERCE, COMMUNITY AND ECONOMIC DEVELOPMENT**

FOR IMMEDIATE RELEASE

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**Summer 2006 Visitor Data Released**

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An estimated 1.63 million out-of-state visitors traveled to Alaska between May and September 2006, spending more than \$1.5 billion on lodging, tours, retail and other out-of-pocket purchases according to the newly released Alaska Visitor Statistics Program [AVSP] Summer 2006 report.

The AVSP research is a statewide program periodically commissioned by the State Department of Commerce, Community, and Economic Development (Commerce) to collect information from visitors about their spending habits while traveling in Alaska as well as to find out where they visited, the activities they enjoyed and whether they arrived by cruise ship or on their own.

"The results document how widely tourism serves the entire state, contributing to the economies of dozens of communities", said Caryl McConkie, manager of the State's tourism development programs.

The AVSP project team was led by McDowell Group, a research and consulting firm, and was assisted by Davis, Hibbitts, & Midghall and DataPath Systems.

"We collected information from nearly 6,000 visitors, giving AVSP the unprecedented ability to provide extensive detail at the community level," said Susan Bell, McDowell Group partner and project manager. "You can easily find detailed information on visitors to 24 individual communities, including many small communities that have little access to visitor research. The report also includes profiles of several high-interest markets including sportfishing, adventure travelers, B & B guests, participants in Native cultural tours and activities, repeat visitors, and cruise passengers that spend time in Alaska on their own."

The AVSP report is available online at [www.dced.state.ak.us/oed/toubus/home.cfm](http://www.dced.state.ak.us/oed/toubus/home.cfm) along with information about other Department of Commerce, Community, and Economic Development tourism programs. In addition to the AVSP, Commerce's tourism programs include the Alaska tourism marketing contract, *AlaskaHost* customer service training program, Developing Alaska Rural Tourism, Tourism Business Mentorship Program, the Tok Public Lands Information Center and the Alaska Film Program. A second AVSP report, analyzing the 2006-07 Fall/winter market, will be available online later this year.

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