



STATE OF ALASKA
DEPARTMENT OF
COMMERCE
COMMUNITY AND
ECONOMIC DEVELOPMENT

Office of the Commissioner

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Fall/Winter 2006-07 Visitor Data Released

(Juneau, AK) An estimated 250,000 out-of-state visitors traveled to Alaska between October 2006 and April 2007, spending \$190 million on lodging, tours, retail and other out-of-pocket purchases, according to the newly released Alaska Visitor Statistics Program (AVSP) Fall/Winter report.

Combining the results of the Summer 2006 and Fall/Winter 2006-07 study periods, the volume of out-of-state visitors to Alaska for the 12-month period was 1.9 million visitors. Of this total, just over half (51 percent) were cruise ship passengers, 44 percent were air visitors, and 5 percent were highway/ferry visitors.

Most winter visitors come for business or to visit friends and relatives, so it is not surprising that business and visiting friends and relatives were among the top three activities (along with shopping). The next most popular activities were wildlife viewing, hiking, museums and viewing the northern lights. The Vacation/Pleasure visitors who make up 12 percent of the winter market are most likely to be involved in these activities.

"We are particularly excited that this generation of AVSP provides so much information at the state, regional, and community level," said Caryl McConkie, manager of the State's tourism development programs. "It is important to understand visitors' instate travel patterns, expenditures, trip planning methods, and satisfaction ratings. This data will be used by the Alaska Travel Industry Association, community marketers and planners, and private businesses to enhance visitors' experience and Alaska's economy."

The AVSP research is a statewide program periodically commissioned by the State Department of Commerce, Community, and Economic Development. The AVSP V project team was led by McDowell Group, an Alaska research and consulting firm, and was assisted by Davis, Hibbits, & Midghall and DataPath Systems.

"The Fall/Winter report includes profiles of the statewide market in total as well as the three major trip purpose categories of vacation/pleasure, visiting friends and relatives, and business," said Susan Bell, McDowell Group partner and AVSP project manager. "Additionally, the report includes market trend information and 19 special profiles including visitors to the most-frequently visited communities and profiles segmented by visitors' origin."

The AVSP report is available online at 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. The Summer 2006 AVSP report is also available online.

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