



STATE OF ALASKA
DEPARTMENT OF
COMMERCE
COMMUNITY AND
ECONOMIC DEVELOPMENT

Office of the Commissioner

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FOR IMMEDIATE RELEASE

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Summer 2007 Visitor Volume Estimate Released

(Juneau, AK) An estimated 1.7 million out-of-state visitors traveled to Alaska between May and Summer 2007, according to the newly released Alaska Visitor Statistics Program (AVSP) Visitor Volume report. "Alaska experienced more than 5 percent growth in visitation over last summer," said Caryl McConkie, manager of the State's tourism development programs. "The largest growth areas were in cruise and air exits, which increased 9.2 percent and 1.9 percent respectively.

"Highway visit exits revealed mixed travel patterns, with increased visitor exits on the Top of the World Highway and Alcan Highway, while visitor exits on the Haines and Klondike Highway declined. Visitor exits via ferry also fell, mirroring the decline in southern highway traffic. Ferry visitor volumes were affected by the mid-August breakdown of the M/V Columbia and subsequent reduction in part calls to Bellingham for the remainder of the summer.

The Visitor Volume Estimates are developed for the Summer and Fall/Winter periods for three consecutive years after the year-long AVSP survey project. The secondary research allows the State of Alaska and the travel industry the ability to track visitor trends in air, highway, ferry, and cruise transportation sectors.

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 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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