



Alaska Travel Industry Association
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2006 Non-Converters Study

You said you were interested, why haven't you visited?

Market Research for the Alaska Travel & Tourism Industry

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Non-Converters Study

ATIA Releases Results of Non-Converters Study

Study Attempts to Understand Why People Who Inquired Did Not Visit

Why haven't those that requested vacation literature visited Alaska?

The Alaska Travel Industry Association (ATIA) uses marketing research studies of this type to determine why those people that requested Alaska vacation literature did not convert into visitors, as well as what might be done to attract them to visit.

Interviews for this study were conducted with random samples of inquirers that did not visit Alaska but indicated on their Business Reply Card (BRC) when they inquired that they:

- Will go this year
- Likely but don't know when
- Likely in the next three years
- Haven't decided

Throughout the report comparisons are made among the four different non-converter segments in an attempt to determine whether there are any differences among them.

Specific objectives of the study were to: determine vacation intentions at the time of Alaska vacation literature request and the likelihood of visiting various locations around the world in the next three years, identify future plans to visit Alaska and primary reasons for not visiting Alaska, measure the level of agreement with statements people have made about taking an Alaska vacation, and to profile respondent segments.

The overall purpose of the study is to gain a better understanding of Inquirers who requested the Alaska vacation literature but did not convert into visitors.

Alaska is the destination non-converters are most likely to visit in the next three years.

Alaska is the destination non-converters are most likely to visit in the next three years. Regardless of how respondents answer the BRC, they are more likely to visit Alaska in the next 3 years than Canada, Hawaii, Europe, the Caribbean or Mexico.

Likelihood to Visit Destination in Next Three Years

(Mean score - one to seven scale)

Destination	BRC Response			
	Haven't Decided	Likely Next 3 Years	Will Go This Year	Likely, Don't Know When
Alaska	5.1	5.3	5.8	4.7
Canada	4.2	4.3	4.4	3.5
Hawaii	3.3	3.1	3.0	2.6
Europe	3.2	3.1	2.6	2.3
Caribbean	3.1	3.0	2.8	2.9
Mexico	2.8	2.9	2.8	2.2

Regardless of BRC response at the time they requested the Vacation Planner, one in three non-converters had already been to Alaska, many of which were planning to go again.

Travel Intentions at Time of Request

Travel Intentions	BRC Response			
	Haven't Decided	Likely Next 3 Years	Will Go This Year	Likely, Don't Know When
Already been, plan to go again	20%	25%	33%	15%
Already been, just wanted to see literature	10%	7%	4%	5%
Trying to decide where to go on vacation	12%	17%	22%	18%
Already decided to go to Alaska	21%	21%	25%	25%
No travel plans, just wanted literature	31%	28%	11%	33%
Don't recall receiving literature	5%	2%	4%	4%

Non-converters give a variety of reasons for not visiting Alaska.

About one in every five inquirer who does not visit in the year they inquire say the primary reason for not visiting Alaska is “another vacation planned/previous commitment/went somewhere else.” Other major reasons for not visiting are cost/lack of money, no vacation time, and health reasons.

Primary Reason for Not Visiting Alaska the same year of inquiry

Primary Reason	BRC Response			
	Haven't Decided	Likely Next 3 Years	Will Go This Year	Likely, Don't Know When
Another vacation planned	22%	17%	14%	13%
Cost/lack of money	17%	16%	15%	20%
No time/no vacation days	16%	25%	16%	25%
Health/medical reasons	14%	8%	13%	10%

When people who inquired but didn't visit Alaska were asked the primary reason why they had never visited Alaska, the most frequent response was “no reason.” Other reasons given were money and no time.

Primary Reason for Never Visiting Alaska for Vacation

Primary reason	BRC Response			
	Haven't Decided	Likely Next 3 Years	Will Go This Year	Likely, Don't Know When
No reason	26%	21%	29%	10%
Other	16%	12%	13%	11%
Money	18%	20%	11%	30%
Been there before	14%	-	-	-
No time	14%	19%	14%	27%
Health reasons	6%	6%	6%	8%
Other places to go	5%	3%	4%	5%

Non-converters perceive an Alaska vacation to require somewhat more time and considerably more money than the major vacations they normally take.

One in four people who inquire and don't convert say they would need more than two weeks for an Alaska vacation.

Perceived Number of Days Needed for an Alaska Vacation

# of days	BRC Response		
	Haven't Decided	Likely Next 3 Years	Likely, Don't Know When
1 to 7 days	24%	18%	26%
8 to 14 days	48%	49%	34%
15 days or longer	21%	24%	24%
Don't know	7%	9%	16%
Mean (in days)	15.7	17.9	16.7

Overall, about half of all non-converters don't know what an Alaska vacation would cost. The mean perceived per person cost is nearly \$3,000.

Perceived Per Person Cost of an Alaska Vacation

Cost	BRC Response		
	Haven't Decided	Likely Next 3 Years	Likely, Don't Know When
\$1,000 or less	10%	11%	9%
\$1,001 to \$2,000	18%	15%	15%
\$2,000 or more	24%	26%	22%
Don't know	46%	45%	50%
Mean (\$)	\$2,903	\$2,736	\$2,768

Non-converters perceive they would need slightly more than two weeks and just under \$3,000 for an Alaska vacation.

Non-converters average about two weeks for a major vacation.

Number of Days Normally Take for a Major Vacation

# of days	BRC Response		
	Haven't Decided	Likely Next 3 Years	Likely, Don't Know When
1 to 7 days	30%	26%	36%
8 to 14 days	40%	44%	39%
15 days or longer	22%	20%	14%
Don't know	6%	8%	10%
Mean (in days)	15.2	14.7	14.8

Non-converters normally spend less than \$2,000 per person for their major vacations.

Amount Normally Spend Per Person on Major Vacations

Cost	BRC Response		
	Haven't Decided	Likely Next 3 Years	Likely, Don't Know When
\$1,000 or less	24%	22%	30%
\$1,001 to \$2,000	23%	19%	14%
\$2,000 or more	17%	18%	10%
Don't know	33%	38%	41%
Mean (\$)	\$1,959	\$1,974	\$1,438

Non-converters normally take about two weeks and spend less than \$2,000 for their major vacations.

The majority of non-converters would be very likely to take an Alaska vacation in the next 1 to 2 years if it was within their timeframe and budget.

The majority of non-converters say they would be very likely to take an Alaska vacation in the next 1 to 2 years if they knew the vacation was within their available timeframe and budget.

Likelihood to Visit Alaska in next 1 to 2 years if Vacation is Within Their Timeframe and Budget

	BRC Response		
	Haven't Decided	Likely Next 3 Years	Likely, Don't Know When
Yes	66%	72%	71%
No	19%	17%	10%
Don't know	15%	10%	19%

The perceived length of time it takes to plan an Alaska vacation appears to be a significant barrier among non-converters.

Respondents were asked their level of agreement with seventeen statements people have made regarding an Alaska vacation, using seven-point scale where 1="Strongly Disagree" and 7="Strongly Agree". The table on the following page details how strongly respondents agree (7+6 ratings combined) with the different statements made about an Alaska vacation.

Theme	Alaska Vacation Statement	BRC Response			
		Haven't decided (6+7)	Will go this year (6+7)	Likely, don't know when (6+7)	Likely next 3 years (6+7)
Planning	You need to start planning an Alaska vacation more than three or four months before you actually go	61%	60%	54%	59%
Cost	I usually end up taking vacations that cost less than an Alaska vacation	38%	26%	49%	33%
Planning	I would be much more likely to visit Alaska if someone would make it easy by packaging the kind of vacation I want to take	37%	29%	40%	34%
Time	Two weeks is not enough time for an Alaska vacation	31%	38%	36%	28%
Cost	I would be more likely to go to Alaska if I knew exactly how much it was going to cost me	30%	30%	42%	29%
Planning	I usually start planning my vacations only three or four months before I depart	30%	31%	28%	26%
Planning	I don't know what type of Alaska vacation I want to take	26%	17%	36%	24%
Time	I need more vacation time than I have now to take an Alaska vacation	24%	23%	30%	26%
Cost	An Alaska vacation would cost about the same as a vacation to Europe	24%	22%	24%	26%
Planning	I usually take vacations that don't take as much time and effort to plan as an Alaska vacation	24%	19%	34%	21%
Travel	It is more difficult to get from place to place on an Alaska vacation than most other vacation destinations	22%	16%	19%	17%
Travel	It is more difficult to get from place to place on an Alaska vacation than most other vacation destinations	22%	16%	19%	17%
Family	Visiting friends or relatives keeps getting in the way of taking an Alaska vacation	18%	11%	13%	15%
Planning	Getting the information I need to plan my Alaska vacation would take a lot of time and effort	16%	11%	14%	13%
Cost	I can get better value for my money, right now, visiting other places than Alaska	15%	11%	9%	13%
Cost	For the same amount of money, I'd visit Europe before I'd visit Alaska	15%	6%	10%	13%
Travel	When I visit Alaska, it will be only when I can see it all	15%	17%	20%	12%
Family	I would like to go to Alaska, but my spouse (traveling companion) doesn't want to go there	10%	7%	11%	8%

Demographics

The “Likely Next 3 Years” segment has the lowest proportion with children in the household, the smallest mean household size and the highest education level:

Profile	BRC Response			
	Haven't decided	Likely next 3 years	Will go this year	Likely, don't know when
Gender:				
Male	56%	52%	65%	56%
Female	44%	48%	35%	44%
Average Household size	2.3	2.1	2.2	2.3
Marital Status: % married	76%	74%	75%	75%
Children at home:				
12 years of age or less	11%	8%	10%	10%
13 to 17 years of age	7%	5%	9%	9%
Average age	60.8	59.7	60.7	59.3
College or advanced degree	50%	56%	43%	37%
Ethnic background: % Caucasian	87%	89%	85%	95%
Average household income	\$64.4	\$67.9	\$69.9	\$59.7