



Alaska Travel Industry Association
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2007 Alaska Travel Intentions Study

Can We Expect You?

Market Research for the Alaska Travel & Tourism Industry

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ATIA Releases Results of Travel Intentions Study

Study Measures Likelihood of Inquirers Converting to Visitors in 2007

Will those that inquired about an Alaska vacation actually visit in 2007?

The Alaska Travel Industry Association (ATIA) uses marketing research studies of this type to determine as early as possible the likelihood of inquirers converting to Alaska visitors. The study was initiated post-9/11 when travel fears gripped the country and the ATIA wanted to gain a better understanding of the impact of those fears on travel to Alaska. As those fears subsequently subsided over time, the study served as an early indicator of whether the market is changing or not. By measuring the expected conversion rate, the industry has a more current sense of whether any changes need to be made to the strategies for the coming year.

Interviews for this study were conducted with a random sample of 300 current year inquirers, those that inquired about a 2007 Alaska vacation in the FY 2007 program, and 300 past year inquirers, those that initially inquired about a 2006 Alaska vacation and re-qualified by inquiring about a 2007 vacation. The interviewing was conducted in December of 2006.

The Travel Intentions Study was initiated after 9/11 to determine if travel fears were having an impact on travel to Alaska

Nearly 20% of Inquirers Intend to Visit Alaska in 2007

For 2007, about one in five (18%) of all inquirers through December 2006 indicated they are definitely going to Alaska in 2007. Half of all inquirers (52%) say they are likely (definitely/probably will go) to go to Alaska in 2007. This compares to about one-third (35%) who told us the same thing when the study was done in the previous year.

Approximately one in six (15%) indicated they definitely will NOT go to Alaska in 2007, compared to about one in three (34%) of 2006 Inquirers.

Intentions to Visit Alaska in ...		Definitely Will Go	Probably Will Go	Probably Will Not Go	Definitely Will Not Go
2007	2007 Inquirers through 12/2006	18%	34%	27%	15%
2006	2007 Inquirers through 12/2005	20%	15%	26%	34%

The overall projected conversion rate for 2007 as of December 2006, is 15.3%, compared to 15.5% in 2006. The actual conversion rate for 2006 was 16.1%. The projected conversion rate is calculated by multiplying the number who say they definitely will go by .70, and the number who say the probably will go by .10.

In December 2006, the projected number of Alaska visitors for 2007 is 202,390

Most Inquirers Intend to Purchase Prepaid Package

Two of every five (39%) who indicate they definitely will go in 2007 indicate they will purchase a packaged trip to Alaska in advance for their entire trip. Another one in three (32%) indicate they will travel completely on their own, with no package in advance or activities purchased while in Alaska. One in five (17%) will purchase a package in advance for some of their trip but make other arrangements while in Alaska. One in ten (12%) will travel on their own without purchasing a package trip but will purchase some activities while in Alaska.

Type of Vacation 2007		Package Trip in Advance	Package no Transport	Purchase Some In AK	Completely on Own
Definitely Will Go	2007 Inquirers through 12/2006	39%	17%	12%	32%

As of December, Majority of Inquirers Have NOT Made Reservations

As of December 2006, three in five (62%) Inquirers who will definitely travel to Alaska in 2007 say they have NOT made any travel reservations or arrangements. Among 2006 Inquirers as of December 2005 who say they definitely will travel to Alaska in 2006, about half (51%) said they had NOT made reservations for their 2006 Alaska vacation.

Intentions to visit Alaska			Made Reservations/Finalized Plans	
			Yes	No
2007	Definitely Will Go to Alaska	2007 Inquirers through 12/2006	38%	62%
2006	Definitely Will Go to Alaska	2006 Inquirers through 12/2005	49%	51%

Among those who definitely will go in 2007 but have not yet made reservations as of December 2006, one in five (18%) say they plan on making their travel arrangements in December 2006, and two in five plan on making their reservations between January and March of 2007 (38%), or between April and June of 2007 (17%). One of every four (26%) are unsure indicating they don't know when they will make their reservations and/or finalize their travel plans.

Need More Information / Waiting for a Good Deal

Of those that definitely/probably will go in 2007 but have NOT made reservations, more information, money, time and need to pick a date are the top-mentioned things they need most in order to finalize their plans.

One thing need most to make reservations	Current Year Inquirers	Past Year Inquirers
More information/research	19%	17%
Pick a date/when to go	13%	10%
Money	10%	12%
Time/time to go/time off work	8%	14%
Waiting for friends/group to go with	3%	5%
Don't know	25%	12%

About one-third of Inquirers that definitely/probably will NOT go to Alaska in 2007 say money/free trip/good deal is what needs to happen before they would consider visiting Alaska in 2007. One-third of Current Inquirers say there is “nothing” that would need to happen.

What need to happen to consider visiting Alaska in 2007	Current Inquirers	Past Inquirers
Money/free trip/good buy/deal	33%	35%
Have other plans	5%	6%
Health/surgery	4%	9%
Time	3%	6%
Nothing	34%	21%

Other Vacation Destinations

Most of the Current (28%) and Past Year (42%) Inquirers, who indicate they will NOT be visiting Alaska in 2007, plan on vacationing in other Continental U.S. locations instead.

Other Vacation Destinations	Current Inquirers	Past Inquirers
Other continental US location	28%	42%
Europe	5%	4%
Hawaii	5%	1%
Canada	2%	3%
Mexico	2%	1%
Other	11%	8%
No where	27%	23%
Don't know	20%	10%

Maybe the following year?

2007 Inquirers who say they definitely will NOT go in 2007 are asked if they will go to Alaska in 2008. One in ten (9%) say they definitely will go in 2008. The same 2006 inquirers were asked if they would go in 2007, and one in ten (9%) said they definitely would go in 2007.

Intentions to Visit Alaska the following year		Definitely Will Go	Probably Will Go	Probably Will Not	Definitely Will Not	Don't know
2007 Inquirers	Visit in 2008?	9%	41%	28%	8%	14%
2006 Inquirers	Visit in 2007?	9%	41%	27%	12%	11%

Demographics

The largest difference between 2006 and 2007 Inquirers is the average age:

Profile	Current Year Inquirers		Past Year Inquirers	
	2007	2006	2007	2006
Average Age	59.4	64.9	65.7	60.7
Married	71%	73%	71%	71%
Average Income	\$70,300	\$73,300	\$74,100	\$75,100