



Alaska Travel Industry Association
2600 Cordova Street, Suite 201
Anchorage, Alaska 99503

2007 Alaska Resident In-State Pleasure Travel Study

Defining the Alaska Resident In-State Pleasure Travel Market

Market Research for the Alaska Travel & Tourism Industry

Prepared by:

GMA Research Corporation
Mountain Pacific Building
11808 Northup Way, Suite 270
Bellevue, Washington 98005
425.827.1251

ATIA Releases Results of Resident In-State Travel Study

What are the in-state pleasure travel habits of Alaska residents?

In an effort to promote resident in-state pleasure travel, the Alaska Travel Industry Association (ATIA) has initiated a new marketing research study to gain a better understanding of the resident in-state pleasure travel market. The objectives of the study were to identify the size of the current Alaska resident in-state pleasure travel market, as well as to profile the market in terms of where they are going for their in-state pleasure trips, how many trips they are taking, when they are traveling, and what they are doing. Additionally, define the target audience in terms of demographics and media and promotional vehicles.

During the month of July, 2007, a total of 1,100 computer assisted telephone interviews were conducted with random samples of respondents that met the following criteria:

- Male or female, resident of Alaska, over 21 and makes or shares in the decision where to travel; and
- In the past year made at least one day trip 50 miles or more from home, where the purpose of the trip was pleasure or visiting friends or relatives, or at least one “out of town” overnight trip of any distance from home but stayed within the State of Alaska, and the purpose of the trip was for pleasure, business plus pleasure, medical plus pleasure, or visiting friends or relatives.

The ATIA has initiated a new study to gain a better understanding of the Alaska resident in-state pleasure travel market

In an effort to identify any potential geographic differences, the state was broken down into nine geographic regions. The following table defines the regions by county and sample size:

Region	Counties Represented	Sample
Interior	North Slope Borough, NW Arctic Borough, Yukon-Koyukuk Census Area, Nome Census Area, Wade Hampton Census Area	100
Southwest	Dillingham Census Area, Bethel Census Area, Aleutians East Borough, Aleutians West Census Area, Bristol Bay Borough, Lake and Peninsula Borough, Kodiak Island Borough	100
Anchorage	Anchorage Municipality	300
Mat-Su	Matanuska-Susitna Borough	100
Kenai	Kenai Peninsula Borough	100
Fairbanks	Fairbanks North Star Borough	100
Interior Highways	Valdez-Cordova Census Area, Denali Borough, Southeast Fairbanks Census Borough	100
Urban Southeast	Juneau City and Borough, Ketchikan Gateway Borough, Sitka City and Borough	100
Rural Southeast	Haines Borough, Prince of Wales-Outer Ketchikan Census Area, Skagway-Hoonah Angoon Census Area, Wrangell-Petersburg Census Area, Yakutat City and Borough	100

Statewide

Day Trips:

Among the Alaska residents that qualified for the study, three in five (62%) statewide residents took at least one day trip in the past year where they traveled 50 miles or more from their home but stayed within the State of Alaska, and the purpose of the trip was for pleasure or visiting friends or relatives.

The more urban regions such as Kenai Peninsula (87%), Anchorage (85%) and Mat-Su (84%) had significantly higher proportions of residents that took day trips in the past year. About two-thirds of Interior Highways (67%) and Fairbanks (64%) residents also took at least one day trip. Residents in the Urban Southeast (19%) were significantly less likely to have taken a day trip in the past year.

Residents from the Interior Highways region averaged the most number of day trips in the past year (16.4), while residents from the Southwest region averaged the fewest (5.0).

The following table illustrates the proportion of residents in each region that took a qualifying day trip, as well as the mean number of day trips taken in the past year:

Day Trips Taken in the Past Year by Region

Statewide	Kenai	Anch	Mat-Su	Int Hwy	Fairb	Interior	Rural SE	SW	Urban SE
62%	87%	85%	84%	67%	64%	40%	34%	29%	19%
10.9	12.6	9.3	14.3	16.4	8.1	10.0	11.5	5.0	8.8

Statewide, the top-mentioned day trip destinations in the past year are Seward (25%), Anchorage (23%), Homer (18%), Kenai/Kenai Peninsula (14%), Fairbanks (13%), Wasilla (11%), Girdwood (11%), Talkeetna (10%) and Soldotna (10%).

Two in five statewide residents say the purpose of their day trips was to visit either friends (21%) or family (19%), followed by fishing (30%), shopping (26%), sightseeing (24%), fun/pleasure (21%), other outdoor activities (20%), dining out (12%), road trip (11%) and movie/festival/fair (11%). Overall, the vast majority of statewide residents participated in various outdoor activities on their day trips.

For those statewide residents that took at least one day trip in the past year, the mean party size was 3.1, and the most popular months of travel were during the summer months of 2006: June (57%), July (63%), August (59%) and September (43%). All other months ranged between 30% and 35%.

Statewide, the majority of residents have either traveled to the destination before (49%) or use word of mouth (38%), or friends or relatives (36%) as information sources to plan their day trips. Other top-mentioned information sources were the Internet/websites (22%), local area visitors' guides or brochures (15%) and other travelers (13%).

Half (51%) of statewide residents say there is no destination that they haven't been to but would like to visit on a future day trip. All specific destinations were mentioned by 4% or less of statewide residents.

Overnight Trips:

Statewide, the vast majority (88%) of residents took at least one overnight trip within the state of Alaska in the past year. An overnight trip is defined as an out of town overnight trip of any distance

from home but within the State of Alaska and the purpose of the trip was for pleasure, business plus pleasure, medical reasons plus pleasure or visiting friends or relatives.

Residents in the more urban regions of Anchorage (81%) and Mat-Su (78%) were significantly less likely to have taken a qualifying overnight trip. Statewide, residents averaged just over six (6.3) overnight trips in the past year. Residents in the Interior Highways, Anchorage, and Mat-Su regions averaged eight or more overnight trips in the past year, while the Urban Southeast, Southwest, Rural Southeast and Fairbanks regions took significantly fewer overnight trips.

The following table illustrates the proportion of residents in each region that took a qualifying overnight trip, as well as the mean number of overnight trips taken in the past year:

Overnight Trips Taken in the Past Year by Region

Statewide	Int Hwy	Rural SE	SW	Fairb	Urban SE	Interior	Kenai	Anch	Mat-Su
88%	95%	95%	94%	94%	93%	91%	88%	81%	78%
6.3	8.1	4.8	4.5	4.9	4.3	5.3	6.6	8.0	8.1

Among statewide residents, Anchorage (43%) is by far the top destination for overnight trips, followed by Fairbanks (18%), Homer (15%), Seward (14%), Juneau (9%), Kenai (8%), Valdez (8%) and Wasilla (5%).

Half of all statewide residents say the purpose of their overnight trips was to visit family (28%) or friends (22%), followed by fun/pleasure (24%), shopping (22%), fishing (21%), and business (17%), sightseeing (15%), medical purposes (13%) and other outdoor activities (9%). Nearly half of statewide residents participated in various outdoor activities during their overnight trips.

Of those statewide residents that took at least one overnight trip in the past year, the mean party size is just under three people (2.9). The majority of statewide residents used a private vehicle (61%) as the primary mode of transportation for their overnight trips; while one in three (35%) traveled by airplane. Residents in the Interior, Urban SE, Southwest and Rural SE were significantly less likely than the other five regions to travel by private vehicle and more likely to travel by airplane. Residents in the Urban and Rural SE regions were significantly more likely to travel by ferry.

The primary lodging types for the vast majority of statewide residents' overnight trips were motel/hotel (55%) or friends or family (40%). Others stayed in a tent in a campground (11%), a motorhome/camper in a campground (10%), a cabin (8%), a motorhome/camper not in a campground (6%), camped out (5%), bed and breakfast (4%) boat (4%) or other lodging (11%). The most popular months for overnight trips were the summer months of June (40%), July (44%) and August (42%) of 2006.

Statewide residents have either traveled to the destination before (43%) or use friends or relatives (32%), word of mouth (30%), the Internet/websites (27%) or other travelers (11%) as resources to plan their overnight trips. All other sources were used by less than 10% of statewide residents.

Fairbanks (15%) and Juneau (14%) are the top-mentioned destinations that Alaska residents statewide haven't been to but would like to visit on a future overnight trip. Other mentions include Kodiak (12%), Nome (12%), Barrow (10%), Skagway (10%) and Whittier (10%). About one in six (16%) statewide residents say there is no destination that they haven't been to but would like to visit on a future overnight trip.

Barriers and Obstacles to More Travel Within Alaska:

More money (22%), more time (22%) and cheaper prices (cheaper gas prices – 12%, cheaper air fare – 7%, cheaper in general – 5%) are the primary factors that would motivate statewide residents to take more trips within Alaska. One in eight (12%) say there is nothing that would motivate them to take more trips within the state.

The major obstacles prohibiting more travel in Alaska for statewide residents are time (20%), cost of travel/too expensive (19%), money/finances (17%), price of gas (10%), job/work (8%), road conditions/lack of roads (6%), weather (4%), distance (3%) and other factors (20%). One in eight (12%) say there are no major obstacles to more travel in Alaska.

Interior Region

Day Trips:

Two in five (40%) Interior residents took at least one day trip in the past year, significantly lower than the statewide average of 62%.

Of those that took a day trip, the mean number of day trips in the past year for Interior residents was 10.0, slightly lower than the statewide average of 10.9. The mean party size overall is 3.3.

Fairbanks (28%) and Anchorage (23%) are the top-mentioned day trip destinations for Interior residents, followed by Kotzebue (15%), Nome (13%) and Bethel (8%).

Visiting friends (33%) or family (28%) was the purpose for three in five day trips taken by Interior residents, followed by shopping (40%), fun/pleasure (25%), fishing (20%), hunting (15%), other outdoor activities (13%), dining out (10%) and movie/festival/fair (10%).

Interior residents took the majority of their day trips in the months of June (58%), July (50%), August (48%) and September (48%) of 2006.

The majority of Interior residents have either traveled to the destination before (45%) or use word of mouth (30%), friends or relatives (23%), other travelers (13%) or the Internet (13%) as information sources to plan their day trips.

Two-thirds (66%) of Interior residents say there is no day trip destination they haven't been to but would like to visit in the future. All specific destinations were mentioned by 6% or less of qualified respondents.

Overnight Trips:

Nine in ten (91%) Interior residents took at least one overnight trip in the past year, slightly higher than the statewide average of 88%.

Of those that took an overnight trip, the mean number of overnight trips in the past year for Interior residents was 5.3, lower than the statewide mean of 6.3. The overall mean party size is 2.6.

For Interior residents, over half of the overnight trips were to Anchorage (56%) and about one-third were to Fairbanks (34%). Other top destinations were Nome (14%), Kotzebue (7%) and Bethel (6%).

The purpose of overnight trips for the vast majority of Interior residents was to visit family (44%) or friends (39%). Other top mentions are medical purposes (31%), shopping (28%), fun/pleasure (26%), and business (22%).

Three-quarters of Interior residents used an airplane flight (77%) as the primary mode of transportation for their overnight trips. Less than one in five used a private car or truck (17%).

The vast majority of Interior residents either stayed with friends or family (61%) or in a motel/hotel (56%) during their overnight trips.

Interior residents traveled on a variety of different months for their overnight trips in the past year, with March 2007 (33%), August 2006 (32%), December 2006 (32%), and May 2007 (30%) getting the highest proportion of travel.

The majority of Interior residents have either traveled to the destination before (34%) or used friends or relatives (26%), word of mouth (20%), the Internet/websites (18%) or other travelers (7%) as information sources to plan their overnight trips.

Barrow (21%) and Juneau (18%) are the top-mentioned overnight trip destinations Interior residents haven't been to but would like to visit in the future. Other top mentions include Skagway (15%), Fairbanks (12%), Kodiak (10%) and Homer (10%).

Southwest Region

Day Trips:

Only three in ten (29%) Southwest residents took at least one day trip in the past year, significantly lower than the statewide average of 62%.

Of those that took a day trip, the mean number of day trips in the past year for Southwest residents was 5.0, significantly lower than the statewide mean of 10.9. The mean party size is 3.3.

Anchorage (31%) Bethel (21%) and Dillingham (14%) are the top-mentioned day trip destinations for Southwest residents.

Nearly two in five Southwest residents say the purpose of their day trips was to visit friends (21%) or family (17%), followed by shopping (28%), other outdoor activities (21%) sightseeing (17%), fishing (10%), hunting (10%) and movie/festival/fair (10%).

Two in five Southwest residents use friends or relatives (41%) as an information source to plan their day trips. About the same proportion has traveled to the destination before (38%), and one-quarter used word of mouth (24%). The Internet/websites (14%) and other travelers (10%) were other resources used by Southwest residents.

About half (49%) of Southwest residents say there is no destination that they haven't been to but would like to visit on a future day trip. Anchorage (10%) is the top mentioned destination and all others are 5% or less.

Overnight Trips:

Almost all (94%) Southwest residents took at least one overnight trip in the past year, somewhat higher than the statewide average of 88%.

Of those that took an overnight trip, the mean number of overnight trips in the past year for Southwest residents is 4.5, lower than the statewide mean of 6.3. The mean party size is 2.7.

Anchorage (76%) is by far the top overnight trip destination among Southwest residents, followed by Fairbanks (11%), Juneau (10%), Kodiak (9%), Bethel (6%) and Seward (6%).

The top-mentioned overnight trip purpose for Southwest residents is visiting family (23%) or friends (13%), followed by medical purposes (31%), shopping (28%), fun/pleasure (21%), business (19%), other outdoor activities (15%), sightseeing (11%) and dining out (11%).

The primary transportation mode on overnight trips for most Southwest residents was by air (81%). One in five was by private vehicle (20%).

The vast majority of Southwest residents stayed either in a motel/hotel (62%) or with friends or family (51%) as the primary lodging on their overnight trips.

About one in three Southwest residents took their overnight trips in December 2006 (35%) or April 2007 (34%).

The majority of Southwest residents have either traveled to the destination before (38%) or use friends or relatives (30%), the Internet/websites (29%) or word of mouth (18%) as information sources to plan their overnight trips.

Fairbanks (23%) and Juneau (19%) are the top-mentioned destinations Southwest residents haven't been to but would like to visit in the future. Other top mentions include Skagway (12%), Nome (11%), Ketchikan (9%), Barrow (8%), Denali/Denali Park (8%), Whittier (7%) and Homer (6%).

Anchorage Region

Day Trips:

The majority (85%) of Anchorage region residents took at least one day trip in the past year, significantly higher than the statewide average of 62%.

Of those that took a day trip, the mean number of day trips in the past year for Anchorage residents is 9.3, somewhat lower than the statewide mean of 10.9.

The top-mentioned day trip destinations among Anchorage region residents are Seward (45%), Homer (23%), Wasilla (23%), Kenai/Kenai Peninsula (21%), Girdwood (21%), Talkeetna (17%), Whittier (15%), Palmer (14%), Soldotna (13%) and Fairbanks (10%).

Anchorage residents averaged six day trips to Wasilla in the past year, and the overall mean party size for the Anchorage region day trips is 3.3.

One-third of Anchorage residents say fishing (34%) was the purpose of their day trips. Two in five visited friends (23%) or family (18%), and one in four said sightseeing (26%) or fun/pleasure (24%) was the purpose. Other top-mentions include other outdoor activities (19%), road trip (18%), skiing (12%), dining out (11%) and movie/festival/fair (10%).

The vast majority of Anchorage residents participated in various outdoor activities during their day trips in addition to those previously mentioned, such as camping (9%), boating (8%), hiking (8%), snowmobiling (5%), and hunting (3%).

Anchorage residents took the majority of their day trips during the summer months of June (58%), July (69%) and August (63%) of 2006.

The majority of Anchorage residents have either traveled to the destination before (45%), or use word of mouth (37%) or friends and relatives (36%) as information sources to plan their day trips.

The Internet (23%) and local area visitors' guides or brochures (16%) were also used to plan day trips.

Two in five (40%) Anchorage residents say there is no destination that they haven't been to but would like to visit on a future day trip. Seward (9%) is the top-mentioned destination, followed by Homer (6%), Fairbanks (5%), Valdez (5%), Whittier (5%) and Talkeetna (5%).

Overnight Trips:

Eight in ten (81%) Anchorage residents took at least one overnight trip in the past year, significantly lower than most other regions and the statewide average (88%).

Of those that took an overnight trip, the mean number of overnight trips in the past year for Anchorage residents is 8.0, higher than the statewide mean of 6.3. The mean party size is 3.3.

About one-third of Anchorage residents traveled to either Seward (33%) or Homer (31%) for overnight trips in the past year, followed by Fairbanks (19%) and Kenai (18%).

One-third of Anchorage residents say the purpose for their overnight trips was fishing (34%), and two in five visited friends (20%) or family (19%). Other top-mentioned overnight trip purposes are fun/pleasure (21%), camping (18%) and sightseeing (17%). About three-quarters of Anchorage residents participated in various outdoor activities during their overnight trips.

The majority of Anchorage residents used a private car or truck (82%) as the primary form of transportation on their overnight trips, followed by airplane (17%) and motorhome/camper (15%).

Anchorage residents used a variety of lodging types for their overnight trips. Motel/hotel was used by two in five (41%) residents as their primary type of overnight lodging, followed by relative/friends' house (29%), motorhome/camper in a campground (23%), a tent in a campground (22%), a cabin (16%) and motorhome/camper not in a campground (12%).

Anchorage residents took the majority of overnight trips during the summer months of June (54%), July (65%) and August (50%) of 2006.

The majority of Anchorage residents have either traveled to the destination before (42%) or use friends or relatives (34%) or word of mouth (33%) as information sources to plan their overnight trips. One in four used the Internet (22%).

Fairbanks (17%), Juneau (16%), Whittier (15%) and Kodiak (13%) are the top-mentioned overnight destinations Anchorage residents haven't been to but would like to visit in the future. Other mentions include Nome (10%), Denali/Denali Park (10%), Skagway (9%) and Homer (7%). One in six (16%) say none.

Mat-Su Region

Day Trips:

The majority (84%) of Mat-Su residents took at least one day trip in the past year, significantly higher than the statewide average of 62%.

Of those that took a day trip, the mean number of day trips in the past year for Mat-Su residents is 14.3, significantly higher than the statewide mean of 10.9. The overall mean party size for day trips among Mat-Su region residents is 3.2.

Anchorage (46%) is the top-mentioned day trip destination among Mat-Su residents, who averaged 15.8 day trips to Anchorage in the past year, followed by Talkeetna (26%) and Seward (24%). Other top mentions include Kenai/Kenai Peninsula (18%), Girdwood (14%), Homer (13%) and Denali/Denali Park (13%).

About two in five Mat-Su residents mention fishing (40%) and sightseeing (36%) as the purpose of their day trips, followed by visiting family (17%) or friends (15%), shopping (25%) and other outdoor activities (23%). Other day trip purposes include movie/festival/fair (18%), dining out (17%), fun/pleasure (15%) and road trip (10%).

Mat-Su residents took the majority of their day trips during the summer months of June (70%), July (70%) and August (61%) of 2006.

The majority of Mat-Su residents have either traveled to the destination before (55%) or use friends or relatives (46%), word of mouth (46%) or the Internet/websites (30%) as information sources to plan their day trips. Other information sources include local area visitors' guide or brochures (21%), printed ad in a newspaper or magazine (21%), other travelers (20%), commercial guidebook (11%) and US Forest Service ranger station (11%).

About half (49%) of Mat-Su residents say there is no destination that they haven't been to but would like to visit on a future day trip. Top-mentioned destinations include Fairbanks (7%) and Talkeetna (7%).

Overnight Trips:

Just over three-quarters (78%) of Mat-Su residents took at least one overnight trip in the past year, the lowest proportion of all regions and significantly lower than the statewide average (88%).

Of those that took an overnight trip, the mean number of trips in the past year for Mat-Su residents is 8.1, higher than the statewide mean of 6.3. The overall mean party size for Mat-Su region overnight trips is 3.5.

Seward (31%) and Homer (26%) are the top-mentioned overnight trip destinations among Mat-Su residents, followed by Fairbanks (22%), Anchorage (19%) and Kenai (15%).

Nearly two in five Mat-Su residents say fishing (38%) or visiting family (26%) or friends (12%) was the purpose of their day trips, followed by sightseeing (24%) and fun/pleasure (19%).

Nearly all Mat-Su residents used a private car or truck (92%) as the primary form of transportation on their overnight trips.

Mat-Su residents used a variety of lodging types for their overnight trips. About half stayed in a motel/hotel (47%) and one-third with friends or relatives (32%), followed by a tent in a campground (19%), motorhome/camper in a campground (17%) and motorhome/camper not in a campground (14%).

The majority of Mat-Su residents took their overnight trips during the summer months June (51%), July (58%) and August (47%) of 2006.

The majority of Mat-Su residents have either traveled to the destination before (46%) or use word of mouth (44%) as information sources to plan their overnight trips, followed by friends/relatives (35%), the Internet (32%) and other travelers (19%).

Fairbanks (21%) and Juneau (21%) are the top-mentioned overnight destinations Mat-Su residents haven't been to but would like to visit in the future, followed by Nome (16%), Homer (16%), Kodiak (15%), Cordova (11%), and Denali/Denali Park (10%).

Kenai Region

Day Trips:

The vast majority (87%) of Kenai residents took at least one day trip in the past year, significantly higher than the statewide average of 62%, and the highest proportion of the nine regions measured.

Of those that took a day trip, the mean number of day trips in the past year for Kenai residents is 12.6, significantly higher than the statewide average of 10.9. The overall mean party size is 3.0.

Anchorage (63%) and Homer (54%) are the top-mentioned day trip destinations for Kenai residents, followed by Seward (32%) and Soldotna (26%).

Six in ten Kenai residents say that shopping (60%) was the purpose of their day trips, followed by visiting friends (22%) or family (20%), sightseeing (32%), fishing (28%), other outdoor activities (21%), fun/pleasure (20%), participate/attend sports events (16%), dining out (11%) and movie/festival/fair (10%).

Kenai residents took most of their day trips during the summer months of June (61%), July (64%) and August (67%) of 2006.

The majority of Kenai residents have either traveled to the destination before (59%) or use friends or relatives (34%), word of mouth (34%) or the Internet/websites (20%) as information sources to plan their day trips. Other top-mentioned information sources include local area visitors' guide or brochures (13%), other travelers (13%), printed ad in a newspaper or magazine (10%), visitor information center at the destination (10%) and US Forest Service ranger station (10%).

Half (50%) of Kenai residents say there is no destination that they haven't been to but would like to visit on a future day trip. Top-mentioned destinations are Whittier (9%), Seward (8%) and Seldovia (8%).

Overnight Trips:

The vast majority (88%) of Kenai residents took at least one overnight trip in the past year, the same proportion as the statewide average of 88%.

Of those that took an overnight trip, the mean number of overnight trips in the past year for Kenai residents is 6.6, slightly higher than the statewide mean of 6.3. The overall mean party size for Kenai region overnight trips is 2.8.

Anchorage (84%) is by far the top-mentioned destination for overnight trips among Kenai residents, followed by Homer (30%), Wasilla (13%), Seward (11%) and Fairbanks (10%).

Visiting family (33%) or friends (24%) and shopping (49%) are the top-mentioned overnight trip purposes for Kenai residents. Other overnight trip purposes include business (20%), fun/pleasure (17%), sightseeing (15%), medical (14%), fishing (11%) and dining out (11%).

Nearly all Kenai residents used a private car or truck (90%) as the primary transportation mode on their overnight trips.

The vast majority of Kenai residents stayed either in a motel/hotel (65%) or with friends or family (48%) on their overnight trips.

Kenai residents took a slight majority of their overnight trips during the summer months of June (42%), July (45%) and August (56%) of 2006.

The majority of Kenai residents have either traveled to the destination before (45%) or use friends or relatives (40%), word of mouth (30%) or the Internet (23%) as information sources to plan their overnight trips.

Fairbanks (25%) is the top-mentioned overnight destination Kenai residents haven't been to but would like to visit in the future, followed by Kodiak (18%), Denali/Denali Park (14%), Juneau (12%), Nome (10%) and Whittier (9%).

Fairbanks Region

Day Trips:

Nearly two-thirds (64%) of Fairbanks residents took at least one day trip in the past year, about the same as the statewide average of 62%.

Of those that took a day trip, the mean number of day trips in the past year for Fairbanks residents is 8.1, considerably lower than the statewide average of 10.9. The overall mean party size is 3.3.

Delta/Delta Junction (33%) is the top-mentioned day trip destination for Fairbanks residents, averaging 5.4 day trips. Other top-mentioned day trip destinations are Denali/Denali Park (28%), Anchorage (25%) and Chena (25%).

Fairbanks residents mention a variety of activities as the purpose of their day trips, with other outdoor activities (28%), visiting family (16%) or friends (11%), fishing (25%), fun/pleasure (23%), sightseeing (19%) and road trip (13%) mentioned most often.

Fairbanks residents took the majority of their day trips during the summer months of June (53%), July (59%) and August (47%) of 2006.

The majority of Fairbanks residents have either traveled to the destination before (45%), or use word of mouth (42%), friends or relatives (31%), the Internet/websites (22%) and local area visitors' guide or brochures (17%) as information sources to plan their day trips.

Half (51%) of Fairbanks residents say there is no destination that they haven't been to but would like to visit on a future day trip. Top-mentioned destinations are Juneau (7%), Chena (6%), Valdez (5%) and Denali/Denali Park (5%).

Overnight Trips:

Nearly all (94%) Fairbanks residents took at least one overnight trip in the past year, significantly higher than the statewide average of 88%.

Of those that took an overnight trip, the mean number of overnight trips in the past year for Fairbanks residents is 4.9, lower than the statewide mean of 6.3. The overall mean party size is 3.2.

By far the majority of overnight trips among Fairbanks residents were to Anchorage (72%), followed by Valdez (27%), Wasilla (10%), Homer (7%), Seward (6%) and Denali Park (6%).

Fishing (35%) and visiting family (22%) or friends (11%) are the top-mentioned overnight trip purposes for Fairbanks residents, followed by fun/pleasure (23%), shopping (18%), business (13%) and sightseeing (13%).

The vast majority of Fairbanks residents used a private car or truck (87%) as the primary transportation mode for their overnight trips, followed by airplane/flight (19%) and motorhome/camper (9%).

The vast majority of Fairbanks residents stayed either in a motel/hotel (60%) or with friends or family (27%) on their overnight trips. Other primary types of overnight lodging include a tent in a campground (15%) and cabin (12%).

Fairbanks residents took most of their overnight trips during the summer months of June (40%), July (52%) and August (41%) of 2006.

Fairbanks residents have either traveled to the destination before (36%) or use word of mouth (32%), friends or relatives (28%) or the Internet (27%) as information sources to plan their overnight trips.

Juneau (24%) is the top-mentioned overnight destination Fairbanks residents haven't been to but would like to visit in the future, followed by Whittier (15%), Homer (15%), Barrow (14%), Sitka (12%) and Kodiak (10%).

Interior Highways Region

Day Trips:

Two-thirds (67%) of Interior Highways residents took at least one day trip in the past year, slightly higher than the statewide average of 62%.

Of those that took a day trip, the mean number of day trips in the past year for Interior Highways residents is 16.4, the highest of any region and significantly higher than the statewide average of 10.9. Overall mean party size is 2.9.

Fairbanks (63%) is by far the top-mentioned day trip destination for Interior Highways residents, followed by Anchorage (16%), Valdez (16%), Chitna (13%) and Glenallen (12%).

Over half (55%) of Interior Highways residents mention shopping as the purpose of their day trips, and just under half were visiting friends (27%) or family (19%). Other top mentions include fishing (30%), dining out (24%), fun/pleasure (16%), other outdoor activities (16%), movie/festival/fair (16%) and sightseeing (13%).

Interior Highways residents took a slightly higher proportion of their day trips during the summer months of June (72%), July (75%) and August (72%) of 2006.

The majority of Interior Highways residents have either traveled to the destination before (55%), or use word of mouth (39%), friends or relatives (36%) or the Internet/websites (22%) as information sources to plan their day trips. Other information sources used include visitor information center at the destination (15%), local area visitors' guide or brochures (13%), printed ad in a newspaper or magazine (13%), commercial guidebook (12%) and other travelers (12%).

Two-thirds (66%) of Interior Highways residents say there is no destination that they haven't been to but would like to visit on a future day trip. All specific destinations are mentioned by 4% or less of qualified respondents.

Overnight Trips:

Nearly all (95%) Interior Hwy residents took at least one overnight trip in the past year, significantly higher than the statewide average of 88%.

Of those that took an overnight trip, the mean number of overnight trips in the past year for Interior Highways residents is 8.1, significantly higher than the statewide mean of 6.3. The mean party size is 2.8.

Anchorage (69%), Fairbanks (46%) and Valdez (20%) are the top-mentioned destinations among Interior Highways residents.

Visiting family (31%) or friends (28%) and shopping (40%) are the top-mentioned overnight trip purposes for Interior Highways residents, followed by fun/pleasure (26%), fishing (20%), participate/attend sports events (17%) and movie/festival/fair (17%).

Compared to other regions, a significantly lower proportion of Interior Highways residents participated in outdoor activities during their overnight trips.

The majority of Interior Highways residents used a private car or truck (84%) as the primary mode of transportation for their overnight trips, followed by airplane/flight (19%).

The vast majority of Interior Highways residents stayed either in a motel/ hotel (71%) or with friends or family (44%) on their overnight trips.

Interior Highways residents traveled on a variety of different months for their overnight trips in the past year. March 2007 had the highest proportion of travel (53%).

Interior Highways residents have either traveled to the destination before (54%) or use word of mouth (32%), friends or relatives (28%), the Internet/websites (21%), printed ad in a newspaper or magazine (13%) or other travelers (13%) as information sources to plan their overnight trips.

Skagway (16%), Kodiak (15%), Nome (14%), Homer (11%), Juneau (10%) and Denali/Denali Park (10%) are the top-mentioned overnight destinations Interior Highways residents haven't been to but would like to visit in the future.

Urban Southeast Region

Day Trips:

Only one in five (19%) Urban Southeast residents took at least one day trip in the past year, the lowest proportion of all regions measured.

Of those that took a day trip, the mean number of day trips in the past year for Urban Southeast residents is 8.8, much lower than the statewide average of 10.9. The overall mean party size is 2.4.

Anchorage (21%) and Gustavus (21%) are the top-mentioned day trip destination for Urban Southeast residents, followed by Haines (16%) and Skagway (16%).

Two in five (42%) Urban Southeast residents mention other outdoor activities as the purpose of their day trips, followed by fun/pleasure (26%), visiting family (11%) or friends (11%), sightseeing (21%), fishing (16%) and shopping (11%).

The month with the highest proportion of day trips among Urban Southeast residents was May of 2007 (37%).

The majority of Urban Southeast residents have either traveled to the destination before (42%) or use word of mouth (37%) as information sources to plan their day trips. Other resources used include other travelers (21%), the Internet/websites (21%), local area visitors' guide or brochures (11%) and friends or relatives (11%).

About half (52%) of Urban Southeast residents say there is no destination that they haven't been to but would like to visit on a future day trip. Sitka (14%) and Gustavus (8%) received the most mentions.

Overnight Trips:

Nearly all (93%) Urban SE residents took at least one overnight trip in the past year, significantly higher than the statewide average of 88%.

Of those that took an overnight trip, the mean number of overnight trips in the past year for Urban Southeast residents is 4.3, significantly lower than the statewide mean of 6.3. The mean party size is 2.5.

Anchorage (48%) is by far the top-mentioned destination for overnight trips among Urban Southeast residents, followed by Sitka (16%), Haines (15%), Juneau (12%), Fairbanks (11%) and Skagway (11%).

Visiting family (33%) or friends (22%) and fun/pleasure (38%) are the top-mentioned overnight trip purposes for Urban Southeast residents. Urban Southeast residents had the highest proportion that conducted some business (34%) while on their overnight trips. Other overnight trip purposes include sightseeing (20%), other outdoor activities (17%) and fishing (15%).

The majority of Urban Southeast residents traveled by airplane (63%) and one in four traveled by ferry (27%) on their overnight trips. A lower proportion traveled by private car or truck (17%) or boat (13%).

The vast majority of Urban Southeast residents stayed either in a motel/hotel (48%) or with friends or family (43%) on their overnight trips.

Urban Southeast residents took a slightly higher proportion of their overnight trips during the summer months of June (39%), July (30%) and August (46%) of 2006.

The majority of Urban Southeast residents have either traveled to the destination before (53%) or used the Internet (47%) as information sources to plan their overnight trips. The proportion that used the Internet to plan their trip is significantly higher than all other regions. Other resources include friends/relatives (34%), word of mouth (30%), other travelers (16%), local area visitors' guide or brochures (12%), information at a hotel/resort/restaurant (11%) and US Forest Service ranger station (11%).

Northern destinations Nome (19%) and Barrow (19%) are the top-mentioned overnight destinations Urban Southeast residents haven't been to but would like to visit in the future.

Rural Southeast Region

Day Trips:

Only one-third (34%) of Rural Southeast residents took at least one day trip in the past year, significantly lower than most other regions.

Of those that took a day trip, the mean number of day trips in the past year for Rural Southeast residents is 11.5, slightly higher than the statewide average of 10.9. The mean party size is 2.7.

Ketchikan (44%) and Juneau (32%) are the top-mentioned day trip destinations for Rural Southeast residents. Other top day trip destinations include Skagway (12%), Coffman Cove (12%) and Thorn Bay (12%).

About half of Rural Southeast residents mention shopping (53%) or visiting family (26%) or friends (24%) as the purpose of their day trips. One in five (21%) mention fishing, followed by sightseeing (18%), other outdoor activities (18%), movie/festival/fair (18%), dining out (15%) and fun/pleasure (15%).

Rural Southeast residents took most of their day trips during the summer months of June (47%), July (44%) and August (50%) of 2006; as well as May 2007(47%).

The majority of Rural SE residents have either traveled to the destination before (53%) or use word of mouth (44%) as resources to plan their day trips. Other information sources used include friends/relatives (38%), other travelers (29%), the Internet/websites (18%), local area visitors' guide or brochures (15%) and printed ad in a newspaper or magazine (15%).

The majority (62%) of Rural SE residents say there is no destination that they haven't been to but would like to visit on a future day trip. Wrangell (6%) and Sitka (5%) are mentioned most often.

Overnight Trips:

Nearly all (95%) Rural Southeast residents took at least one overnight trip in the past year, significantly higher than the statewide average of 88%.

Of those that took an overnight trip, the mean number of overnight trips in the past year for Rural Southeast residents is 4.8, significantly lower than the statewide mean of 6.3. The mean party size is 2.4.

The top-mentioned destination for overnight trips among Rural Southeast residents is Juneau (57%), followed by Ketchikan (34%), Anchorage (26%) and Sitka (20%).

Visiting family (38%) or friends (29%), shopping (43%) and medical/doctor (33%) are the top-mentioned overnight trip purposes for Rural Southeast residents. Other purposes include fun/pleasure (24%), business (23%), dining out (20%) and sightseeing (12%).

The primary transportation mode for overnight trips among Rural Southeast residents was by ferry (49%), airplane (45%), private car or truck (26%) or boat (9%). Compared to other regions, the Rural Southeast had the highest proportion that traveled by ferry.

The vast majority of Rural SE residents stayed either in a motel/hotel (64%) or with friends or family (45%) on their overnight trips.

Rural Southeast residents traveled during a variety of months for their overnight trips; with significant travel during the winter months of 2006. May 2007 (42%) had the highest proportion of overnight travel.

The majority of Rural Southeast residents have either traveled to the destination before (48%) or used friends or relatives (33%), word of mouth (33%) or the Internet (32%) as information sources to plan their overnight trips.

Northern destinations such as Fairbanks (19%), Nome (14%) and Barrow (12%) are mentioned most by Rural SE residents as destinations they haven't been to but would like to visit on a future overnight trip.

Demographics

Key Demographics Summary

	State-wide	Interior	SW	Anch	Mat-Su	Kenai	Fairb	Int Hwy	Urban SE	Rural SE
Age (mean in years)	48.7	47.6	46.0	48.0	48.2	52.0	44.7	50.7	49.5	52.5
Education (College graduate or more)	37%	20%	30%	46%	36%	32%	34%	38%	54%	30%
Household Size (mean # people)	2.9	3.6	3.2	2.9	2.7	3.0	3.0	2.9	2.5	2.6
Children in HH	47%	64%	51%	49%	43%	38%	49%	48%	38%	37%
Employed adults	91%	97%	90%	94%	92%	84%	88%	89%	93%	92%
Caucasian	79%	33%	65%	86%	86%	91%	83%	87%	87%	82%
HH Income (mean in thousands)	\$76.5	\$57.3	\$69.5	\$82.4	\$81.2	\$77.5	\$71.8	\$72.3	\$95.0	\$69.1
Alaska Residency (mean in years)	27.4	38.0	29.9	24.2	25.0	27.0	23.7	26.3	29.4	29.6

- The Rural Southeast (52.5) and Kenai (52.0) regions have the highest mean age; Fairbanks the lowest (44.7).

-
- The Urban Southeast and Anchorage regions have the highest education levels; Interior the lowest.
 - The Interior (3.6) and Southwest (3.2) regions have the highest mean household size; Urban Southeast (2.5) and Rural Southeast (2.6) the lowest.
 - The Interior (64%) region has the highest proportion with children in the household; Rural Southeast (37%), Urban Southeast (38%) and Kenai (38%) the lowest.
 - The Interior region has the highest proportion of employed adults; Kenai the lowest. The Urban Southeast region has the highest proportion of households with two or more employed adults (67%).
 - The Interior (33%) and Southwest (65%) regions have the lowest proportion of Caucasians.
 - The Urban Southeast (95.0) and Anchorage (82.4) regions have the highest mean income; Interior (57.3) the lowest.
 - The Interior (38.0) has by far the highest mean residency; Fairbanks (23.7) and Anchorage (24.2) the lowest.