

AVSP 7 – Summer 2016

**Section 12:
Summary Profiles -
Southeast Region
and Communities**

Summary Profiles: Southeast Region and Communities

This chapter profiles the Southeast visitor market and visitors to the eleven most-frequented communities in the region. Definitions for each community and sample sizes are provided in the table below.

**TABLE 12.1 Market Definition and Sample Size
Southeast Region and Communities**

Market	Definition	% of Alaska Market	Estimated Market Size	Sample Size	Maximum Margin of Error
Southeast	Visited at least one destination in the Southeast region, day and/or overnight	67%	1,212,000	3,458	±1.6%
Juneau	Visited Juneau or Douglas, day and/or overnight	61%	1,093,000	2,525	±2.0%
Ketchikan	Visited Ketchikan or Saxman, day and/or overnight	58%	998,000	2,277	±2.1%
Skagway	Visited Skagway, day and/or overnight	48%	851,000	1,908	±2.2%
Sitka	Visited Sitka, day and/or overnight	9%	158,000	496	±4.1%
Prince of Wales Island	Visited Prince of Wales Island, day and/or overnight	1%	16,000	141	±8.1%
Glacier Bay	Visited Glacier Bay, day and/or overnight	29%	506,000	895	±3.4%
Haines	Visited Haines, day and/or overnight	4%	96,000	332	±5.2%
Hoonah/Icy Strait Point	Visited Hoonah or Icy Strait Point, day and/or overnight	13%	163,000	463	±4.5%
Petersburg	Visited Petersburg, day and/or overnight	1%	14,000	105	±9.6%
Wrangell	Visited Wrangell, day and/or overnight	1%	18,000	116	±9.2%
Gustavus	Visited Gustavus, day and/or overnight	1%	16,000	111	±7.5%

There are notable differences in characteristics among the most-frequented communities in Southeast.

- Nearly all Southeast visitors were traveling for vacation/pleasure (94 percent), compared to 79 percent of all Alaska visitors. This corresponds to a much higher rate of cruise travelers in Southeast Alaska (86 percent of Southeast visitors travelled by cruise ship compared to 55 percent of Alaska visitors).
- Of Southeast non-cruise visitors who purchased a multi-day package, nearly eight in ten were fishing lodge packages.
- The average length of stay among Southeast visitors was 8.6 nights.
- While Southeast visitors are very likely to recommend Alaska (80 percent), they are less likely to intend to return to the state in the next five years and less likely to have traveled to Alaska previously (31 percent for both measures).

- Nearly half booked their travel arrangements through a travel agent, reflecting the high proportion of cruise visitors.
- Over 90 percent of visitors to Juneau, Ketchikan, Skagway, Glacier Bay, and Hoonah were cruise visitors. Sitka (82 percent) and Haines (69 percent) had slightly lower rates of cruise visitors, while Prince of Wales, Petersburg, Wrangell, and Gustavus had a much lower cruise visitor rates. Most of the differences in trip behavior and visitor characteristics among these markets relate to their proportion of cruise visitors.
- Visitors to Gustavus and Prince of Wales were much more likely to travel to and from Alaska by air (76 to 77 percent). Overall, only 11 percent of Southeast visitors traveled to and from Alaska by air.
- Visitors to Gustavus, Petersburg, and Wrangell were more likely to travel by ferry between communities on their Alaska trip (23 to 26 percent, compared to 11 percent of POW visitors, 16 percent of Haines visitors, and 1 to 3 percent of visitors to other Southeast communities).
- Wrangell visitors averaged the longest length of stay in Alaska, at 17.2 nights, followed by Petersburg, Gustavus, and Haines visitors at 13.0, 12.2, and 11.2 nights, respectively.
- Seven out of ten Prince of Wales Island visitors participated in fishing while in the community – the highest among Southeast communities. Other communities with relatively high proportion of visitors reporting fishing in the community include Gustavus (30 percent) and Petersburg (24 percent).
- Day cruises were popular activities in Juneau (31 percent of visitors to the community reported this activity), Gustavus (20 percent), and Hoonah (18 percent). Culture/history activities were especially popular in Sitka (39 percent) and Wrangell (28 percent).
- Visitors to Prince of Wales were less likely to report using travelalaska.com than visitors to other Southeast communities (7 percent, compared to 13-27 percent).
- POW visitors were far more likely to intend to return to Alaska in the next five years (79 percent), compared to 31 percent of all Southeast visitors. POW visitors were also more likely to rate their Alaska trip as a much better value for the money compared to other destinations (43 percent rated Alaska much better, compared to 17 percent of Southeast visitors).
- Roughly half or more visitors to POW, Petersburg, Sitka, Haines, and Gustavus were from the Western United States, compared to 28 to 36 percent of visitors to other Southeast communities.
- Prince of Wales, Gustavus, and Petersburg visitors reported higher average annual incomes (\$135,000, \$128,000, and \$125,000, respectively), compared to visitors to other communities and to the overall average for Southeast visitors (\$116,000).
- Southeast visitors spent an average of \$760 per person in Alaska, much lower than the statewide average of \$1,057. Among Southeast communities, Gustavus visitors reported the highest statewide spending at \$2,858, while Glacier Bay visitors spent the lowest at \$598.
- Southeast visitors spent an average of \$487 while in Southeast. In terms of spending in communities, spending was highest in Gustavus (\$946 per person) and lowest in Glacier Bay (\$13 per person).

**TABLE 12.2 - Trip Purpose and Packages
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Trip Purpose							
Vacation/pleasure	79	94	96	97	99	94	69
Visiting friends/rel.	13	4	2	2	1	3	19
Business only	5	1	1	1	<1	2	5
Business/pleasure	3	1	1	<1	<1	2	7
Purchased multi-day package (including cruise)							
Yes	64	89	94	96	96	90	46
Package type (Base: non-cruise, purchased package)							
Fishing lodge	49	79	64	87	4	91	96
Rail package	11	1	1	-	-	-	-
Wilderness lodge	10	6	12	4	24	2	-
Adventure tour	9	6	10	<1	6	2	1
Motorcoach tour	8	1	2	-	22	-	-
Rental car/RV package	6	2	<1	-	21	-	-
Hunting	2	<1	-	1	-	-	3
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Trip Purpose							
Vacation/pleasure		99	94	99	69	79	84
Visiting friends/rel.		1	4	1	13	15	14
Business only		<1	1	<1	11	-	-
Business/pleasure		<1	1	<1	8	6	2
Purchased multi-day package (including cruise)							
Yes		98	71	99	31	36	44
Package type (Base: non-cruise, purchased package)							
Fishing lodge		30	14	67	51	3	48
Rail package		1	-	-	-	-	3
Wilderness lodge		23	19	17	13	24	21
Adventure tour		19	13	-	-	58	13
Motorcoach tour		1	8	-	-	3	-
Rental car/RV package		11	13	-	-	3	-
Hunting		-	-	-	-	-	-

**TABLE 12.3 - Transportation Modes
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Transportation Market							
Cruise	55	86	93	96	96	82	13
Air	40	11	6	4	1	17	76
Highway/ferry	5	3	1	1	3	1	11
Used to Travel Between Communities							
Tour bus/van	15	18	20	20	24	8	1
Rental vehicle	14	3	3	3	3	4	4
Alaska Railroad	14	16	17	17	20	9	2
Personal vehicle	9	1	1	1	1	1	6
Air	9	6	4	3	2	6	61
Rental RV	2	<1	<1	<1	<1	<1	<1
State ferry	2	2	2	1	2	3	11
Personal RV	1	<1	<1	<1	<1	<1	1
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Transportation Market							
Cruise		97	69	98	23	22	11
Air		2	9	1	55	61	77
Highway/ferry		<1	22	<1	22	16	11
Used to Travel Between Communities							
Tour bus/van		16	16	23	14	17	10
Rental vehicle		3	5	2	9	22	18
Alaska Railroad		14	10	18	8	9	11
Personal vehicle		<1	7	<1	14	18	6
Air		2	6	2	40	33	58
Rental RV		<1	3	<1	4	12	2
State ferry		1	16	1	23	26	26
Personal RV		<1	4	-	2	1	1

**TABLE 12.4 - Length of Stay, Destinations, and Lodging Type
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Average length of stay in Alaska	9.2	8.6	8.6	8.5	8.5	8.5	9.6
Regions Visited							
Southeast	67	100	100	100	100	100	100
Southcentral	52	32	33	33	37	27	10
Interior	29	20	20	20	24	7	4
Southwest	4	1	1	1	<1	8	-
Far North	2	1	<1	<1	1	<1	-
Destinations Visited, Top 10							
Juneau	61	91	100	96	97	86	17
Ketchikan	58	87	92	100	94	82	93
Skagway	48	72	77	78	100	14	6
Anchorage	47	28	28	28	32	26	10
Glacier Bay Nat'l Park	29	43	46	48	48	38	8
Denali Nat'l Park	23	19	19	19	23	7	2
Seward	23	17	18	18	20	16	2
Fairbanks	17	12	11	11	14	3	4
Hoonah/Icy Strait Point	13	20	21	22	18	14	3
Talkeetna	11	8	8	8	9	4	2
Lodging Types Used							
Cruise ship	57	85	93	95	95	81	13
Hotel/motel	37	27	27	25	28	20	37
Lodge	15	14	13	13	14	11	37
VFR	15	4	2	2	1	5	32
Campground/RV	6	2	1	1	2	1	3
B&B	4	2	2	1	1	3	5
Vacation rental	3	1	1	1	<1	1	6
Wilderness camping	2	1	<1	<1	<1	1	3
State ferry	1	1	1	1	<1	1	10

**TABLE 12.4 - Length of Stay, Destinations and Lodging Type (cont'd)
Southeast Region and Communities (%)**

	Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Average length of stay in Alaska	8.4	11.2	9.4	13.0	17.2	12.2
Regions Visited						
Southeast	100	100	100	100	100	100
Southcentral	24	37	58	39	62	38
Interior	18	30	24	28	55	30
Southwest	<1	1	5	3	5	3
Far North	<1	3	<1	5	8	3
Destinations Visited, Top 10						
Juneau	98	80	99	83	49	88
Ketchikan	97	73	98	36	42	16
Skagway	81	73	66	25	21	14
Anchorage	20	32	51	36	58	37
Glacier Bay Nat'l Park	100	60	28	21	15	57
Denali Nat'l Park	18	25	24	26	48	26
Seward	9	25	48	6	38	16
Fairbanks	11	18	12	17	29	21
Hoonah/Icy Strait Point	13	41	100	11	6	15
Talkeetna	6	10	14	21	34	10
Lodging Types Used						
Cruise ship	97	68	98	23	22	11
Hotel/motel	18	30	40	62	63	66
Lodge	12	12	15	22	17	48
VFR	1	5	1	21	25	23
Campground/RV	1	14	1	13	29	10
B&B	1	4	1	12	19	23
Vacation rental	<1	2	1	3	1	6
Wilderness camping	<1	3	<1	7	18	10
State ferry	<1	5	<1	13	13	6

**TABLE 12.5 - Statewide Activities – Top 10
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Shopping	75	82	84	84	85	77	50
Wildlife viewing	45	38	37	36	38	45	33
Cultural activities	39	42	43	43	43	50	11
Day cruises	39	44	47	46	49	30	3
Hiking/nature walk	34	28	28	26	27	31	18
Train	32	43	46	47	57	14	1
City/sightseeing tours	31	40	42	43	45	37	2
Fishing	16	10	6	6	5	13	72
Flightseeing	13	14	15	14	15	12	<1
Tramway/gondola	13	16	17	16	16	16	-
	Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus	
Shopping	86	86	85	59	59	69	
Wildlife viewing	33	41	45	57	75	69	
Cultural activities	38	43	52	51	58	54	
Day cruises	44	43	48	33	54	50	
Hiking/nature walk	24	33	34	52	64	68	
Train	49	27	40	22	23	15	
City/sightseeing tours	43	43	51	25	18	22	
Fishing	4	17	6	39	23	43	
Flightseeing	13	10	17	12	18	16	
Tramway/gondola	18	20	20	9	9	16	

**TABLE 12.6 Activities in Community/Region
Southeast Region and Communities (%)**

	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Day cruises	38	31	9	4	10	-
Culture/History	33	13	18	12	39	3
Museums	15	8	6	5	12	-
Historical/cultural attractions	12	3	7	2	29	2
Native cultural tours/act.	12	2	9	1	9	2
Gold panning/mine tour	6	2	<1	5	-	-
City/sightseeing tours	34	19	22	16	17	1
Wildlife viewing	27	14	12	11	22	31
Birdwatching	5	3	2	2	4	4
Hiking/nature walk	23	15	7	8	17	13
Tramway/gondola	15	15	<1	<1	-	-
Flightseeing	12	6	6	2	<1	-
Shows/Alaska entertainment	11	1	11	1	1	<1
Dog sledding	8	4	<1	6	-	-
Salmon bake/crab feed	11	7	3	3	1	3
Fishing	9	2	3	<1	12	69
Unguided	3	1	1	<1	3	44
Guided	6	2	2	<1	10	29
Zipline	5	1	2	1	-	-
Kayaking/canoeing	4	2	1	1	1	3
ATV/4-wheeling	3	<1	1	2	1	<1
Rafting	2	1	<1	1	-	-
Biking	2	1	<1	1	2	-
Camping	1	<1	<1	1	<1	4
Northern lights viewing	<1	<1	<1	<1	-	-
Hot springs	<1	<1	-	-	<1	-
Hunting	<1	<1	<1	-	-	2
Other	2	<1	1	1	1	-

Note: Participation in shopping, Alaska Railroad and business were not recorded at the community/regional level.

**TABLE 12.6 Activities in Community/Region (Cont'd)
Southeast Region and Communities (%)**

	Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Day cruises	1	5	18	9	7	20
Culture/History	<1	12	12	17	28	6
Museums	<1	10	4	11	21	4
Historical/cultural attractions	<1	2	4	6	9	2
Native cultural tours/act.	<1	2	6	3	5	1
Gold panning/mine tour	-	<1	<1	1	-	1
City/sightseeing tours	<1	7	4	9	1	5
Wildlife viewing	6	17	13	28	27	45
Birdwatching	1	6	2	6	8	17
Hiking/nature walk	1	10	7	20	25	38
Tramway/gondola	-	-	1	-	-	-
Flightseeing	<1	2	-	3	4	3
Shows/Alaska entertainment	-	<1	<1	4	-	-
Dog sledding	-	-	-	-	<1	-
Salmon bake/crab feed	<1	<1	1	2	-	-
Fishing	<1	3	2	24	11	30
Unguided	<1	3	1	23	10	12
Guided	<1	1	2	2	5	19
Zipline	-	-	7	-	-	-
Kayaking/canoeing	<1	2	1	8	12	12
ATV/4-wheeling	-	1	3	-	-	-
Rafting	<1	5	<1	-	2	-
Biking	-	3	-	2	3	9
Camping	-	8	<1	6	5	5
Northern lights viewing	<1	-	-	1	3	1
Hot springs	-	-	-	-	-	-
Hunting	-	<1	-	-	-	-
Other	-	<1	<1	3	2	-

Note: Participation in shopping, Alaska Railroad and business were not recorded at the community/regional level.

**TABLE 12.7 - Satisfaction Ratings
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Satisfaction with overall Alaska experience							
Very satisfied	75	76	76	77	77	78	84
Satisfied	23	22	22	21	21	20	14
Compared to expectations							
Much higher	29	31	30	30	32	28	36
Higher	36	36	36	36	36	36	31
About as expected	32	31	31	31	30	31	31
Value for the money, compared to other destinations							
Much better	15	17	17	18	17	21	43
Better	23	25	25	26	25	29	29
About the same	45	44	45	44	45	40	26
Likelihood to recommend and return to Alaska							
Very likely to recommend Alaska	79	80	80	80	80	82	87
Very likely to return to Alaska in next five years	40	31	27	27	25	37	79
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Satisfaction with overall Alaska experience							
Very satisfied		74	69	76	76	86	87
Satisfied		23	28	22	21	13	11
Compared to expectations							
Much higher		25	16	27	33	38	36
Higher		37	36	38	38	35	41
About as expected		35	43	33	27	24	21
Value for the money, compared to other destinations							
Much better		18	11	16	24	13	17
Better		26	27	25	27	28	22
About the same		45	47	43	38	40	38
Likelihood to recommend and return to Alaska							
Very likely to recommend Alaska		77	78	80	83	86	89
Very likely to return to Alaska in next five years		26	33	27	56	41	46

**TABLE 12.8 - Previous Alaska Travel
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Been to Alaska before	40	31	29	29	27	36	77
Average # of vacation trips (base: repeaters)	4.1	3.3	2.7	2.7	2.6	3.2	8.3
Previously traveled in Alaska by cruise ship	16	19	19	20	19	25	25
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Been to Alaska before		28	34	22	53	42	44
Average # of vacation trips (base: repeaters)		2.6	5.0	3.2	4.5	4.1	6.0
Previously traveled in Alaska by cruise ship		21	20	18	14	12	11

**TABLE 12.9 - Trip Planning
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Trip Decision, by Quarter							
Before July 2015	14	17	18	18	20	15	10
July-Sept 2015	17	19	19	19	19	15	32
Oct-Dec 2015	17	20	20	20	20	23	12
Jan-Mar 2016	23	23	23	23	23	23	18
Apr-Jun 2016	20	16	15	14	14	16	21
July-Sept 2016	8	6	5	5	5	9	9
Trip Booking, by Quarter							
Before July 2015	6	8	8	9	9	7	4
July-Sept 2015	11	14	15	15	15	13	15
Oct-Dec 2015	15	18	19	19	19	20	17
Jan-Mar 2016	27	28	29	29	28	28	24
Apr-Jun 2016	29	22	21	21	20	20	25
July-Sept 2016	13	10	8	8	8	11	15
Internet and Travel Agent Usage							
Used internet	68	62	62	62	60	62	86
Booked over internet	58	50	49	49	48	51	76
Used TravelAlaska.com	18	17	18	17	18	13	7
Received Official State Vacation Planner	12	11	11	11	12	7	8
Booked through travel agent	35	48	51	52	53	40	11
Other Sources – Top 10							
Friends/family	51	49	49	50	49	43	76
Prior experience	23	18	16	17	16	20	47
Cruise line	22	33	36	36	36	33	3
Brochures	15	14	14	13	14	11	8
AAA	8	9	10	10	9	12	1
Other travel/guide book	6	6	6	5	6	5	2
Tour company	5	6	6	6	7	5	2
Magazine	5	4	4	4	4	3	1
Television	4	5	5	5	5	5	2
Milepost	4	2	1	1	2	1	3

**TABLE 12.9 - Trip Planning
Southeast Region and Communities (%)**

	Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Trip Decision, by Quarter						
Before July 2015	18	11	20	23	25	17
July-Sept 2015	16	14	21	20	11	26
Oct-Dec 2015	21	16	17	15	19	12
Jan-Mar 2016	24	20	17	20	24	23
Apr-Jun 2016	15	28	20	15	18	15
July-Sept 2016	6	10	5	8	3	8
Trip Booking, by Quarter						
Before July 2015	9	5	10	5	4	6
July-Sept 2015	13	6	19	11	10	10
Oct-Dec 2015	18	16	17	23	21	13
Jan-Mar 2016	31	18	22	20	28	30
Apr-Jun 2016	22	39	26	27	26	28
July-Sept 2016	8	17	5	14	10	13
Internet and Travel Agent Usage						
Used internet	61	67	65	85	87	79
Booked over internet	47	56	51	76	69	68
Used TravelAlaska.com	18	19	21	18	24	27
Received Official State Vacation Planner	12	11	14	15	18	21
Booked through travel agent	52	34	53	15	27	18
Other Sources – Top 10						
Friends/family	51	43	50	47	45	59
Prior experience	16	24	16	22	21	25
Cruise line	40	31	36	7	10	8
Brochures	14	24	15	18	24	23
AAA	11	15	8	10	14	7
Other travel/guide book	7	10	4	10	19	20
Tour company	5	3	5	8	6	5
Magazine	5	8	4	12	20	3
Television	5	3	6	2	4	2
Milepost	1	10	2	14	23	17

**TABLE 12.10 - Top 10 Websites/Apps Used to Plan/Book
Southeast Region and Communities (%)**

	All Visitors		Southeast		Juneau		Ketchikan		Skagway		Sitka		POW	
	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book
Airline websites	50	50	44	44	42	41	42	41	40	38	49	46	75	78
Cruise line websites	35	27	56	44	62	49	63	51	66	54	52	37	9	6
Google	28	4	27	2	28	2	27	2	29	2	26	3	9	1
Trip Advisor	23	3	26	3	28	3	27	3	27	3	30	1	3	<1
Expedia	14	10	13	8	14	8	14	8	15	8	12	6	1	1
Hotel/lodge/RV Park	11	10	9	7	9	7	9	7	8	6	15	9	12	10
Tour company websites	11	8	10	6	10	6	10	6	11	6	13	8	3	2
Car/RV rental websites	10	9	4	3	4	3	3	2	4	3	4	3	1	<1
Travelocity	7	2	8	2	9	2	9	2	8	2	12	2	3	3
Facebook	7	<1	8	<1	8	<1	8	<1	8	<1	12	<1	4	-

	Glacier Bay		Haines		Hoonah		Petersburg		Wrangell		Gustavus	
	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book
Airline websites	39	35	24	26	38	40	56	57	56	51	66	62
Cruise line websites	69	53	46	38	63	51	15	9	17	8	10	7
Google	26	1	26	3	32	1	23	6	34	5	36	5
Trip Advisor	27	4	16	2	30	3	29	5	38	10	28	9
Expedia	13	5	19	13	14	10	13	7	8	5	19	10
Hotel/lodge/RV Park	8	5	8	5	11	10	23	16	20	14	24	16
Tour company websites	11	6	10	9	12	6	15	10	15	14	20	17
Car/RV rental websites	4	3	5	4	3	2	6	6	24	23	14	12
Travelocity	9	2	3	-	7	1	5	1	11	<1	3	1
Facebook	11	1	10	<1	9	-	6	-	10	-	7	-

**TABLE 12.11 - Demographics
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Origin							
Western US	38	33	32	32	28	50	68
Southern US	21	23	24	23	24	21	9
Midwestern US	15	15	15	15	17	9	14
Eastern US	10	10	11	11	11	9	6
Canada	7	10	9	9	9	5	<1
Other International	9	10	10	10	11	6	3
Other Demographics							
Average party size	2.4	2.5	2.5	2.5	2.6	2.3	2.0
Average group size	4.2	4.8	4.9	5.0	5.3	4.0	5.9
Male/female	49/51	46/54	45/55	45/55	45/55	44/56	62/38
Average age	53.7	55.9	56.2	56.5	56.0	59.8	57.0
Children in household	23	22	22	22	21	16	19
Retired/semi-retired	44	50	50	51	50	60	50
College graduate	63	64	64	64	63	68	66
Average income	\$114,000	\$116,000	\$117,000	\$116,000	\$116,000	\$119,000	\$135,000
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Origin							
Western US		36	47	29	62	33	50
Southern US		20	14	23	8	11	18
Midwestern US		12	12	12	13	17	14
Eastern US		8	5	12	4	13	4
Canada		10	14	13	-	<1	2
Other International		14	8	10	13	26	12
Other Demographics							
Average party size		2.4	2.3	2.5	2.4	2.6	2.3
Average group size		5.2	4.1	4.4	3.6	3.1	3.1
Male/female		43/57	45/55	45/55	54/46	51/49	59/41
Average age		58.4	54.3	57.1	56.4	53.0	55.8
Children in household		16	23	25	15	11	14
Retired/semi-retired		55	49	51	59	47	43
College graduate		60	61	67	55	67	76
Average income		\$111,000	\$120,000	\$118,000	\$125,000	\$119,000	\$128,000

**TABLE 12.12 – Visitor Expenditures, Per Person
Southeast Region and Communities (\$)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Average per-person total spent in Alaska	\$1,057	\$760	\$695	\$654	\$665	\$917	\$1,724
Average per-person total spent in region/ community		487	188	159	149	353	972
Lodging		23	11	6	2	14	102
Tours/activity/ entertainment		203	95	58	98	41	26
Gifts/souvenirs/ clothing		142	53	69	38	43	18
Food/beverage		48	19	15	10	34	115
Rental cars/fuel/ transportation		11	5	3	1	5	47
Other		61	6	8	0	216	664
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Average per-person total spent in Alaska		\$598	\$966	\$806	\$2,104	\$2,177	\$2,858
Average per-person total spent in region/ community		13	111	92	280	236	946
Lodging		2	19	1	75	30	104
Tours/activity/ entertainment		5	35	57	38	44	155
Gifts/souvenirs/ clothing		1	15	26	34	26	13
Food/beverage		1	30	7	69	71	101
Rental cars/fuel/ transportation		-	7	1	14	10	110
Other		4	4	-	50	56	463