AVSP 7 – Summer 2016

Section 5: Visitor Profile - Destinations and Activities

McDowell GROUP

Destinations

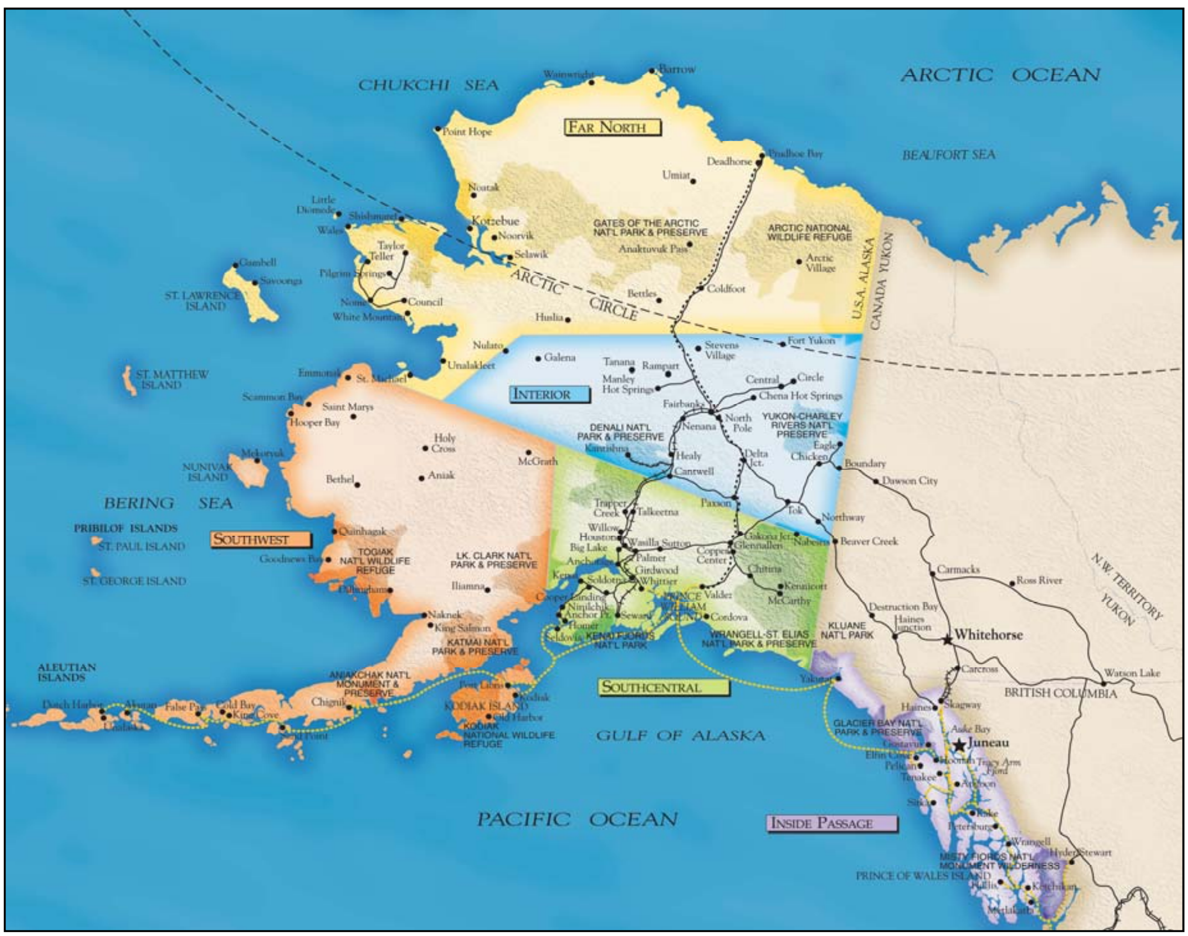
The following pages show the regions and communities visited by Alaska visitors, including overall visitation (day or overnight), overnight visitation, and the average number of nights spent in each location (based to those who overnighted in each location). The following map, also used in Alaska's statewide marketing programs, shows how the regions are defined. The Inside Passage region is referred to as Southeast for this report.

Survey results for visitors to specific regions and communities are provided in *Sections 11-14*.

There were several improvements to the way destination data was captured in AVSP 7:

- Nine locations were added to the survey instrument: Chicken, Coldfoot, Copper Center, Cordova, Delta Junction, Gustavus, Healy, Kotzebue, and Other Kenai Peninsula (which included Cooper Landing, Hope, Ninilchik, Sterling, and any other Kenai Peninsula communities). These additions were based on results from the 2011 survey. Additionally, a separate code was added in the data processing phase for "Other Mat-Su" due to the frequency of visitation.
- Over 150 locations that fell into the "other" category in 2006 and 2011 were captured in regional data, allowing for more precise regional visitation estimates.

Alaska Regional Map

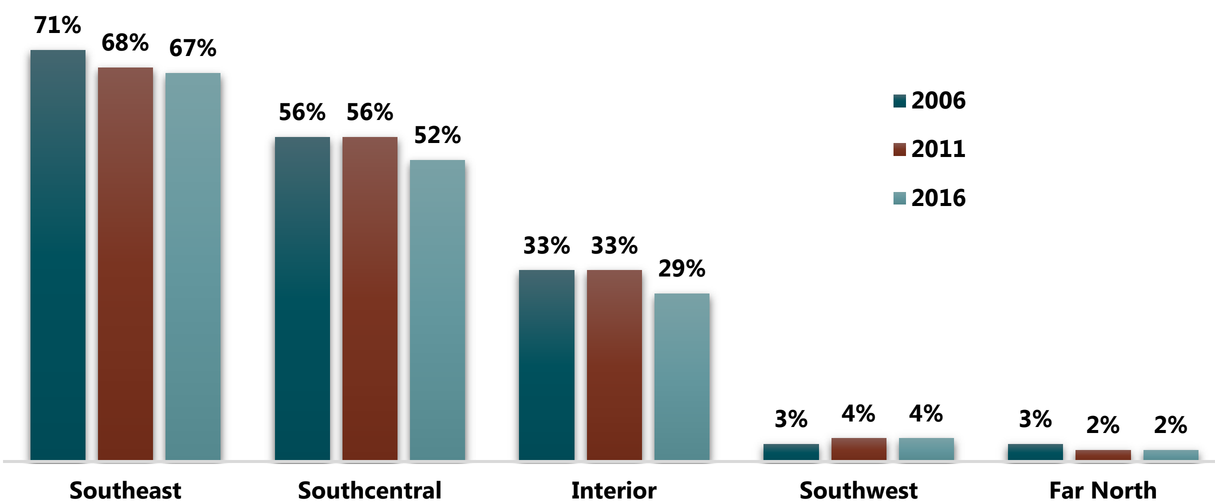


Regions Visited

The following charts shows regions visited, with day and overnight visits combined. Regional visitation rates by transportation market is provided along with community visitation in Table 5.1.

- Southeast is the most-visited region, capturing 67 percent of the market, followed by Southcentral (52 percent), Interior (29 percent), Southwest (4 percent), and Far North (2 percent).
- Regional visitation rates for the overall market have changed only slightly over the last decade.
    - Southeast's visitation rate dropped from 71 percent in 2006 to 68 percent in 2011, then to 67 percent in 2016.
    - Southcentral's visitation rate fell from 56 percent in 2006 and 2011 to 52 percent in 2016.
    - The Interior's visitation rate likewise fell, from 33 percent in 2006 and 2011 to 29 percent in 2016.
    - Southwest visitation stayed at 4 percent for both 2011 and 2016, while Far North visitation stayed at 2 percent.
- Changes by transportation market were more pronounced, and are discussed in the following section.

CHART 5.1 - Regions Visited (Day or Overnight)
All Visitors, 2006, 2011, and 2016



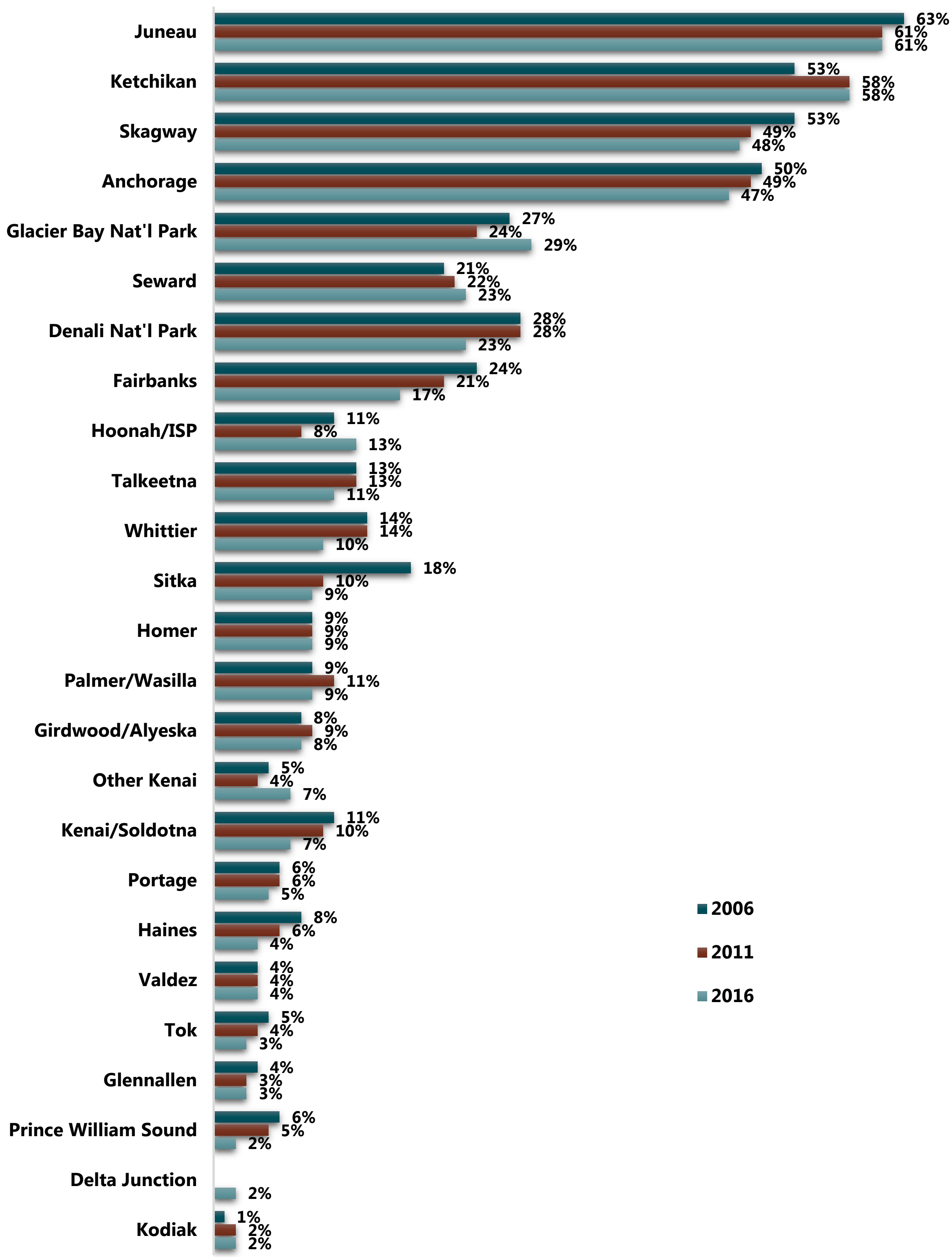
Destinations Visited

The chart on the following page shows the top 25 Alaska destinations visited, based to all visitors, with day and overnight visits combined.

- The top 10 destinations visited (day or overnight) in 2016 include: Juneau (61 percent), Ketchikan (58 percent), Skagway (48 percent), Anchorage (47 percent), Glacier Bay National Park (29 percent), Seward (23 percent), Denali National Park (23 percent), Fairbanks (17 percent), Hoonah/Icy Strait Point (13 percent), and Talkeetna (11 percent).
- Visitation rates changed between 2011 and 2016 for several communities. Changes of 3 percent or more occurred for the following communities.
    - Glacier Bay National Park increased from 24 to 29 percent.
    - Denali National Park fell from 28 to 23 percent.
    - Fairbanks fell from 21 to 17 percent.
    - Hoonah/Icy Strait Point increased from 8 to 13 percent.
    - Whittier fell from 14 to 10 percent.
    - Other Kenai increased from 4 to 7 percent.
    - Kenai/Soldotna fell from 10 to 7 percent.

  These changes are better understood in terms of transportation market, discussed on the following pages.
- Communities not included in the chart on the following page are: Healy (visited by 2 percent); Petersburg Gustavus, Coldfoot, Nome, Wrangell, Chicken, and Copper Center (each visited by 1 percent); and Nome, Cordova, and Kotzebue (each visited by less than 1 percent).
    - Overall visitation to each of the communities either was not measured in previous years, or did not change by more than 1 percent. These communities are included in the table showing results by transportation market.

CHART 5.2 – Top 25 Destinations Visited (Day or Overnight)
All Visitors, 2006, 2011, and 2016



Transportation Market

AIR VISITORS

- In terms of regions, air visitors were most likely to visit Southcentral at 78 percent, followed by Interior at 37 percent, Southeast at 19 percent, Southwest at 9 percent, and Far North at 3 percent.
- Southcentral visitation has remained fairly consistent in air visitation rates over the last decade, from 79 percent in 2006, to 80 percent in 2011, to 78 percent in 2016.
- Most Southcentral communities showed a small downturn in air visitation rates between 2011 and 2016. For example, the rate of air visitors traveling to the Kenai Peninsula went from 45 to 44 percent; and Palmer/Wasilla went from 21 to 19 percent. (Visitor volume estimates will reflect community visitation rates and growth in the overall air market.)
    - The more dramatic decrease for Kenai/Soldotna (from 22 to 15 percent) is at least in part attributable to the addition of the "other Kenai Peninsula" code on the survey in 2016. Those visiting "Other Kenai" destinations increased from 9 to 15 percent.
    - The large downturn in the percentage of people visiting "other Southcentral" (from 19 to 5 percent) is largely attributable to the increase in the number of coded destinations: Other Kenai Peninsula, Other Mat-Su, and Cordova.
- Southeast visitation dropped slightly from 20 to 19 percent.
    - However, Juneau visitation increased from 8 to 10 percent. Contributing to growth is Delta Air's recent reinstatement of service in the region.
    - Glacier Bay National Park decreased from 5 to 2 percent. This drop is likely in part attributable to the addition of "Gustavus" to the survey; Gustavus drew 2 percent of all air visitors.
- Interior visitation by air visitors was fairly consistent at 37 percent 2006, 36 percent in 2011, and 37 percent in 2016.
    - Likewise, visitation to Denali National Park was steady at 26 percent in 2006, 25 percent in 2011, and 26 percent in 2016. Fairbanks visitation showed only small changes, from 22 percent in 2006, to 20 percent in 2011, to 21 percent in 2016.
    - Healy, Delta Junction, Copper Center, and Chicken were new destinations coded in 2016, capturing 4 percent, 3 percent, 2 percent, and 1 percent of the air market, respectively. These added codes help explain the decrease in "Other Interior" visitation, from 7 percent in 2011 to 3 percent in 2016.
- Southwest visitation by air visitors increased from 7 percent in 2011 to 9 percent in 2016.
- Far North visitation remained at 3 percent. Nome visitation remained at 1 percent. New (coded) communities Coldfoot and Kotzebue captured 1 percent and <1 percent of the air market, respectively.

CRUISE MARKET

- Cruise visitors were most likely to visit Southeast (100 percent), followed by Southcentral (34 percent), and Interior (21 percent). Just 1 percent visited Southwest and less than 1 percent visited the Far North.

- Cruise visitation to ports closely reflected CLAA data. For example, 99 percent of cruise passengers reported visiting Juneau, compared to 99 percent of CLAA passengers. Other port comparisons include: Skagway at 81 percent AVSP vs. 80 percent CLAA; Glacier Bay at 48 percent for both sources; Seward at 18 percent AVSP vs. 17 percent CLAA, and Sitka at 13 percent AVSP vs. 12 percent CLAA.
    - A larger difference is apparent for Icy Strait Point: 22 percent of passengers reported visiting, versus 16 percent in CLAA data. Passengers may be reporting transiting Icy Strait via cruise ships and tour vessels, as it is a popular site for whale watching.
    - Ketchikan was slightly overreported at 97 percent, compared to 92 percent in CLAA data, partially attributable to Ketchikan being the survey site for nearly all visitors exiting Alaska via cruise ship.
    - Whittier was underreported at 8 percent, compared to 13 percent in CLAA data. Some passengers who embarked or disembarked their ship may not have been aware of the community name or spent too little time in port to consider it a "visited" destination.
- Cruise passenger visitation to Southeast communities has shifted somewhat over the last decade, reflecting ship itinerary changes. Most changes were within 1 to 3 percent.
    - The increase in Glacier Bay visitation (from 37 to 49 percent) is due to visitation being underreported in the 2011 survey from a narrow interpretation of "visitation" by some field staff. Consistent training and fielding in 2016 resulted in AVSP 7 data corresponding with CLAA data.
- Cruise passenger visitation to the Interior dropped from 30 to 21 percent between 2011 and 2016, reflecting lower visitation to Denali (from 29 to 20 percent) and Fairbanks (from 21 to 12 percent). There are several factors influencing this decline.
    - Fewer cross-gulf itineraries in relation to round-trip itineraries limits opportunities for land tours or traveling to the Interior independently.
    - Cruise lines have introduced more variety in land tour itineraries, including some packages that do not include Fairbanks.
- Cruise passenger visitation to Southwest shifted from 2 percent in 2011 to 1 percent in 2016, while Far North visitation fell very slightly from 1 percent to less than 1 percent.

Highway/Ferry Market

- Highway/ferry visitors were most likely to visit Interior (67 percent), followed by Southcentral (56 percent), and Southeast (49 percent). Six percent visited the Far North, and 1 percent visited Southwest.
- Highway/ferry visitors showed more dramatic changes than the other two transportation markets, with most of the change attributable to the downturn in the ferry market, and upturn in the highway market.
    - Southeast visitation fell from 62 and 63 percent in 2006 and 2011 to 49 percent in 2016. Visitation to various communities in Southeast fell similarly between 2011 and 2016: from 41 to 30 percent in Skagway; from 19 to 9 percent in Juneau; and from 17 to 10 percent in Ketchikan.
    - Interior visitation by highway/ferry visitors increased from 58 to 67 percent.

TABLE 5.2 - Destinations Visited (Day or Overnight)
By Transportation Market, 2006, 2011, and 2016 (%)

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Southcentral	**79**	**80**	**78**	**42**	**41**	**34**	**69**	**53**	**56**
Anchorage	73	74	74	37	35	29	59	41	46
Kenai Peninsula	45	45	44	15	19	20	48	36	37
Seward	32	31	31	14	17	18	37	27	25
Kenai/Soldotna	22	22	15	3	2	<1	29	20	12
Homer	20	18	17	2	3	2	33	23	22
Other Kenai Peninsula*	11	9	15	1	<1	1	12	12	17
Palmer/Wasilla	18	21	19	1	3	1	35	23	24
Girdwood/Alyeska	18	19	17	3	3	2	13	8	10
Talkeetna	15	15	16	11	12	8	17	10	15
Whittier	14	13	13	14	16	8	18	13	8
Portage	13	12	11	2	2	1	11	8	7
Valdez	7	6	7	1	1	1	29	18	19
Prince William Sound	7	6	4	6	4	1	12	3	1
Other Mat-Su*	n/a	n/a	2	n/a	n/a	<1	n/a	n/a	3
Cordova*	n/a	n/a	1	n/a	n/a	<1	n/a	n/a	<1
Other Southcentral	7	19	5	3	2	1	8	17	8
Southeast	**21**	**20**	**19**	**99**	**99**	**100**	**62**	**63**	**49**
Juneau	9	8	10	96	97	99	21	19	9
Ketchikan	7	5	6	81	93	97	19	17	10
Sitka	6	4	4	25	15	13	9	5	3
Glacier Bay National Park	4	5	2	40	37	49	9	3	2
Prince of Wales Island	2	2	2	<1	<1	<1	2	2	2
Gustavus*	n/a	n/a	2	n/a	n/a	<1	n/a	n/a	2
Skagway	2	2	1	81	79	81	40	41	30
Petersburg	2	1	1	1	<1	<1	10	4	3
Haines	1	1	1	9	8	5	27	24	20
Hoonah/Icy Strait Point	1	<1	<1	17	14	22	2	1	1
Wrangell	2	1	1	1	1	<1	10	5	2
Other Southeast	3	2	2	8	3	<1	3	2	2
Interior	**37**	**36**	**37**	**27**	**30**	**21**	**71**	**58**	**67**
Denali National Park	26	25	26	27	29	20	46	31	31
Fairbanks	22	20	21	22	21	12	50	34	38
Glennallen	7	6	4	<1	<1	<1	31	19	20
Healy*	n/a	n/a	4	n/a	n/a	<1	n/a	n/a	8
Delta Junction*	n/a	n/a	3	n/a	n/a	<1	n/a	n/a	15
Copper Center*	n/a	n/a	2	n/a	n/a	1	n/a	n/a	4
Tok	2	2	1	2	3	<1	56	44	47
Chicken*	n/a	n/a	1	n/a	n/a	<1	n/a	n/a	15
Other Interior	6	7	3	1	1	<1	21	18	9
Southwest	**8**	**7**	**9**	**1**	**2**	**1**	**2**	**3**	**1**
Kodiak	3	3	4	<1	1	1	<1	1	1
Other Southwest	6	4	6	<1	<1	<1	2	2	1
Far North	**5**	**3**	**3**	**1**	**1**	**<1**	**7**	**5**	**6**
Coldfoot*	n/a	n/a	1	n/a	n/a	<1	n/a	n/a	5
Nome	1	1	1	<1	<1	<1	1	-	-
Kotzebue*	n/a	n/a	<1	n/a	n/a	<1	n/a	n/a	-
Other Far North	4	3	2	1	1	<1	6	5	3

*Visitation to these additional locations was captured in 2016.

Overnight Destinations

The following charts and table show where visitors overnighted. The major factor affecting overnight versus overall visitation is the cruise market: cruise passengers rarely overnight in port communities, leading to big differences between overall and overnight visitation for that market – and consequently, for the overall market.

- While Southeast was the most commonly visited region in terms of overall visitation (67 percent), only 10 percent of visitors overnighted there. Other regions' rates of overall and overnight visitation are much closer.
  - Southcentral has an overall rate of visitation of 52 percent, and an overnight visitation rate of 44 percent.
  - Interior has an overall rate of 29 percent, compared to 27 percent overnighting.
  - Southwest's overall rate of 4 percent is higher than the overnight rate of 3 percent. The difference is likely attributable to cruise ship calls at Kodiak and Dutch Harbor, and day tours out of the Southcentral region featuring flightseeing and bear viewing.
  - The Far North's overnight visitation rate of 1 percent is lower than their overall rate of 2 percent, likely related to day tours to the Arctic Circle, often operated out of the Interior region.
- The chart on the following page shows overnight destination rates, for communities with a visitation rate of more than 1 percent. Communities with overnight rates of 1 percent or less are included in the Transportation Market table.
- Differences in overnight visitation over the last decade are linked to overall visitation, discussed previously.

CHART 5.3 – Regions Visited, Overnight
All Visitors, 2006, 2011, and 2016

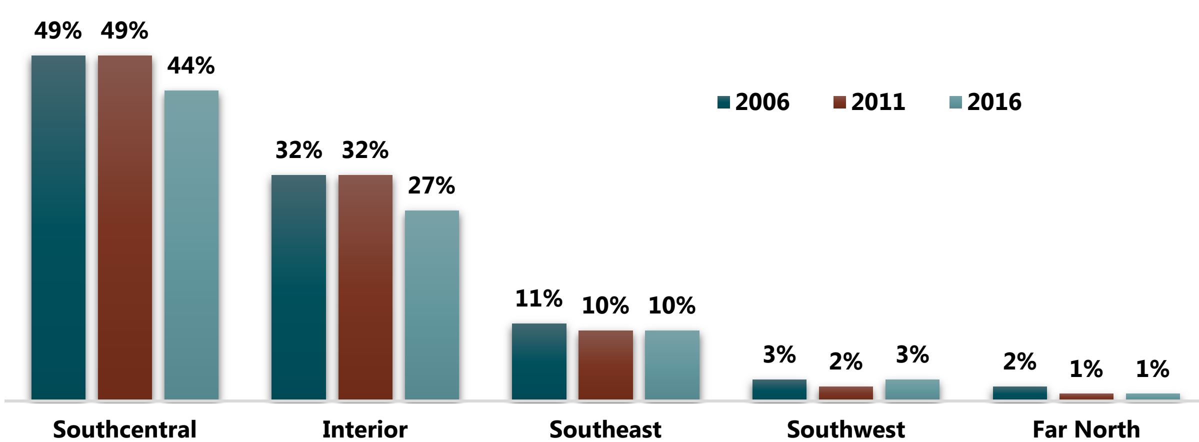
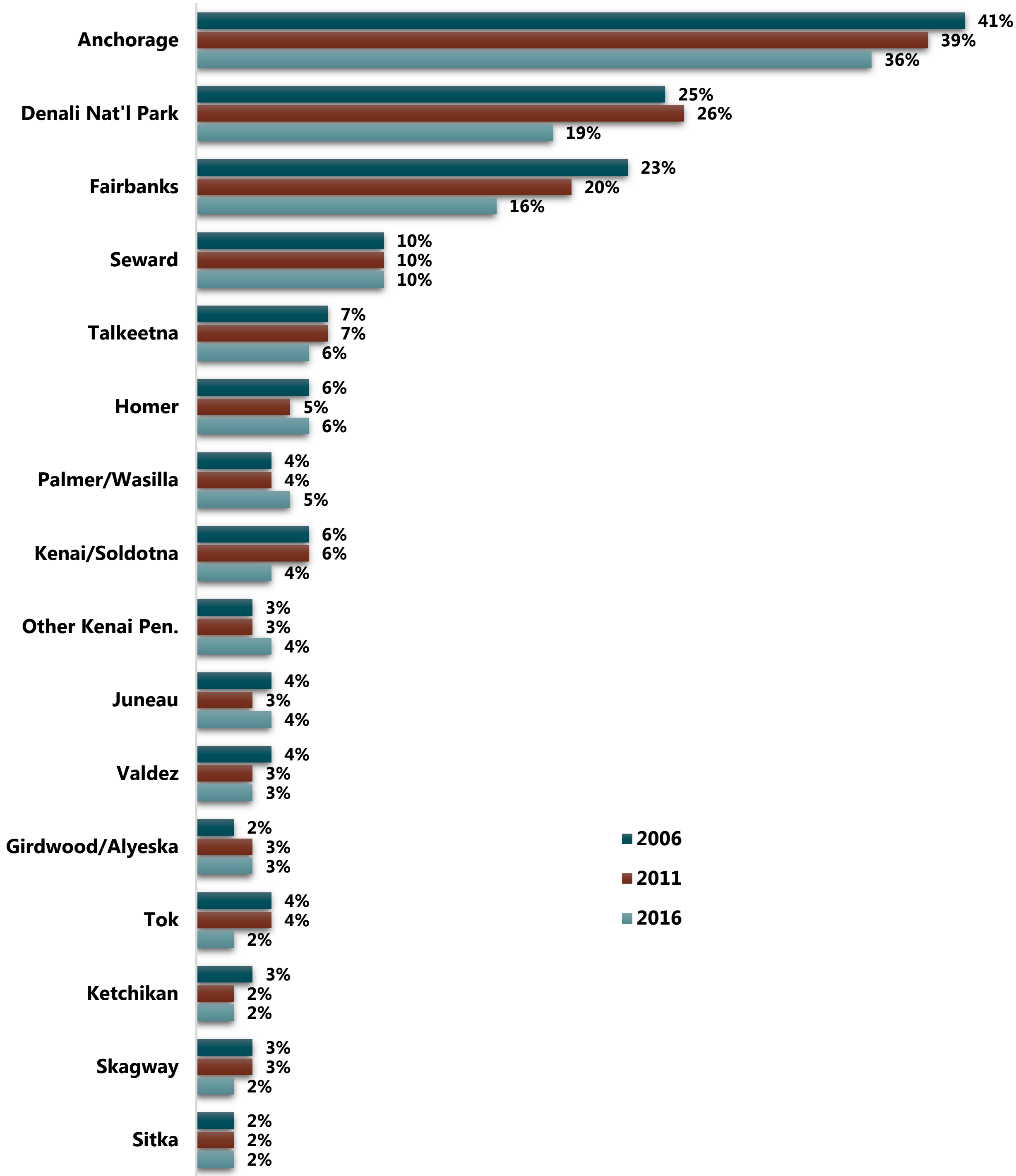


CHART 5.4 – Top Overnight Destinations
All Visitors, 2006, 2011, and 2016



Note: Excludes communities with overnight visitation rates of 1 percent or less. These are included in the table on the following page.

TABLE 5.4 - Overnight Destinations
By Transportation Market, 2006, 2011, and 2016 (%)

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Southcentral	**76**	**77**	**74**	**32**	**30**	**23**	**73**	**55**	**54**
Anchorage	62	61	59	28	26	21	57	39	36
Kenai Peninsula	36	35	35	5	5	3	46	36	34
Seward	19	18	20	4	4	3	28	22	19
Kenai/Soldotna	13	13	8	1	<1	<1	26	16	9
Homer	13	11	12	1	<1	<1	23	17	17
Other Kenai Peninsula	7	5	9	<1	<1	<1	9	11	15
Palmer/Wasilla	7	8	9	<1	1	1	21	18	17
Talkeetna	7	6	8	7	5	5	9	7	10
Valdez	6	6	6	<1	<1	<1	28	17	17
Girdwood/Alyeska	4	5	6	2	1	1	3	3	3
Whittier	1	2	1	1	1	<1	5	4	3
Other Mat-Su*	n/a	n/a	1	n/a	n/a	<1	n/a	n/a	2
Portage	1	1	1	<1	<1	<1	4	4	5
Cordova*	n/a	n/a	1	n/a	n/a	<1	n/a	n/a	<1
Prince William Sound	1	1	1	1	<1	-	3	1	1
Other Southcentral	5	13	5	<1	1	1	7	16	6
Interior	**32**	**32**	**33**	**28**	**30**	**20**	**71**	**58**	**61**
Fairbanks	20	18	19	23	21	12	49	32	35
Denali National Park	20	19	18	27	30	20	41	28	25
Healy*	n/a	n/a	3	n/a	n/a	<1	n/a	n/a	4
Glennallen	3	2	1	<1	<1	<1	18	14	11
Copper Center*	n/a	n/a	1	n/a	n/a	1	n/a	n/a	3
Tok	1	2	1	2	2	<1	44	39	36
Delta Junction*	n/a	n/a	1	n/a	n/a	<1	n/a	n/a	7
Chicken*	n/a	n/a	<1	n/a	n/a	-	n/a	n/a	7
Other Interior	3	5	1	<1	<1	<1	15	12	6
Southeast	**19**	**17**	**18**	**3**	**2**	**2**	**50**	**56**	**37**
Juneau	7	7	8	2	<1	1	15	14	6
Skagway	1	1	1	2	1	1	26	34	20
Ketchikan	6	4	4	1	<1	1	7	8	6
Sitka	5	4	4	<1	<1	<1	4	4	2
Haines	1	1	1	<1	-	<1	20	20	16
Prince of Wales Island	2	2	2	<1	-	-	2	2	2
Gustavus*	n/a	n/a	1	n/a	n/a	<1	n/a	n/a	1
Petersburg	1	1	1	<1	<1	<1	3	2	1
Glacier Bay National Park	2	1	1	-	<1	<1	2	1	1
Wrangell	1	1	1	-	<1	-	3	1	1
Hoonah/Icy Strait Point	<1	<1	<1	-	<1	-	1	<1	<1
Other Southeast	2	2	1	<1	<1	-	2	1	1
Southwest	**7**	**6**	**9**	**<1**	**<1**	**<1**	**2**	**2**	**1**
Kodiak	3	3	3	<1	<1	<1	<1	1	1
Other Southwest	5	3	6	<1	<1	<1	2	1	<1
Far North	**4**	**3**	**2**	**<1**	**1**	**<1**	**4**	**3**	**4**
Nome	1	<1	<1	<1	<1	<1	<1	-	-
Coldfoot*	n/a	n/a	<1	n/a	n/a	<1	n/a	n/a	3
Kotzebue*	n/a	n/a	<1	n/a	n/a	<1	n/a	n/a	-
Other Far North	3	2	2	<1	1	-	4	3	3

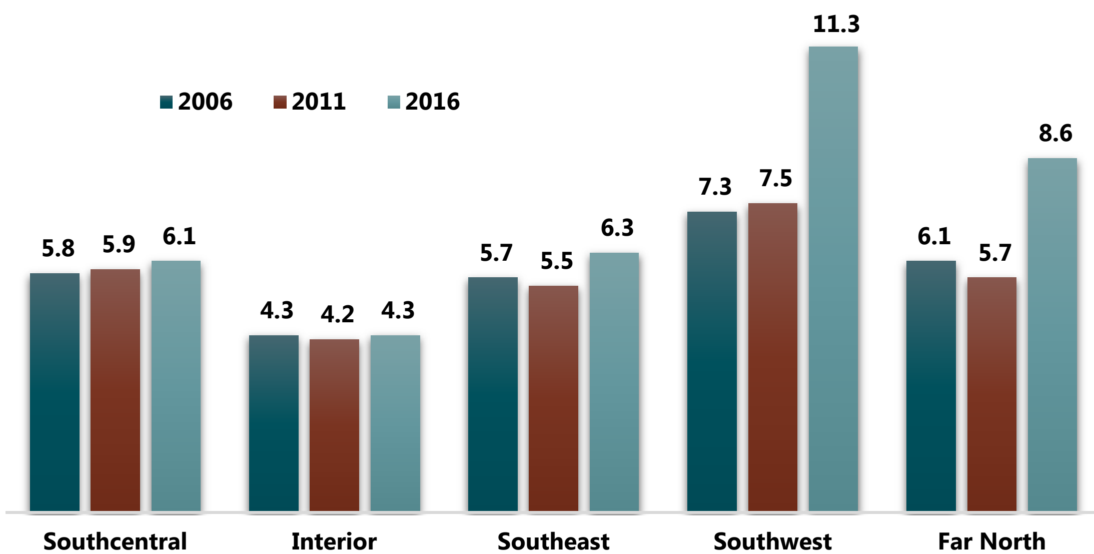
*Visitation to these additional locations was captured in 2016.

Length of Stay by Location

The chart below shows the average number of nights stayed in each region, based on those who overnighted in each location. For example, air visitors who spent at least one night in Southcentral reported spending an average of 7.4 nights in the region. The table on the following page shows average number of nights for each destination, by transportation market. Communities not included in the table did meet the minimum sample size of 50 for any of the three transportation markets.

- The more remote regions of Southwest and Far North showed the highest average number of nights at 11.3 and 8.6 nights, respectively. (The smaller samples of these regions make results more variable from year to year.) They were followed by Southeast (6.3 nights), Southcentral (6.1 nights), and Interior (4.3 nights).
- Average length of stay increased in each region between 2011 and 2016. The larger increases occurred in Southwest (from 7.5 to 11.3 nights) and Far North (from 5.7 to 8.6 nights).

CHART 5.5 - Average Number of Nights By Region, All Visitors, 2006, 2011, and 2016
(Base: Those who overnighted in each region)



Transportation Market

- By region, air visitors reported longer average length of stay for Southwest (11.5 nights) and Far North (10.5 nights) when compared to other regions (7.4 nights in Southcentral, 7.4 nights in Southeast, and 5.2 nights in the Interior.
- Between 2011 and 2016, air visitors' average length of stay dropped slightly in the Interior (from 5.5 to 5.2 nights), while increasing for Southeast (from 6.2 to 7.4 nights), Southwest (from 7.8 to 11.5 nights), and Far North (from 6.7 to 10.5 nights). The average for Southcentral was about the same (7.6 and 7.4 nights).

- Cruise visitors' average length of stay was slightly higher for the Interior at 3.1 nights, compared to 2.1 nights in Southcentral and 2.4 nights in Southeast. (The cruise passengers who overnighted in Southeast were most likely to be small-ship passengers, or on land tours starting or ending in Skagway.)
- Cruise visitors' average length of stay in Southcentral changed little, from 2.2 nights in 2006 and 2011 to 2.1 nights in 2016. The Interior average dropped from 3.3 to 3.1 between 2011 and 2016, while the Southeast average increased from 1.7 to 2.2.
- Highway/ferry visitors spent much more time in Southcentral (average of 11.7 nights) in comparison with the Interior (5.3 nights) and Southeast (5.1 nights). Between 2011 and 2016, the average for Southcentral dropped slightly, from 12.1 to 11.7 nights; it also dropped slightly for Southeast (from 5.3 to 5.1 nights). Interior increased from 5.1 to 5.3 nights.

TABLE 5.5 - Average Number of Nights By Transportation Market, 2006, 2011, and 2016 (Base: Those who overnighted in each destination)

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Southcentral	**7.4**	**7.6**	**7.4**	**2.2**	**2.2**	**2.1**	**14.6**	**12.1**	**11.7**
Anchorage	4.3	4.5	4.3	1.6	1.6	1.5	5.6	4.3	3.8
Kenai Peninsula	5.1	6.0	4.8	2.3	2.3	1.8	10.5	6.7	8.8
Seward	2.2	2.3	2.3	1.6	1.5	1.4	4.0	3.2	3.2
Homer	3.2	3.2	3.2	*	*	*	4.2	2.9	*
Kenai/Soldotna	5.0	6.0	5.3	*	*	*	7.5	6.7	*
Other Kenai Peninsula	n/a	n/a	4.6	n/a	n/a	*	n/a	n/a	*
Talkeetna	2.1	2.2	2.1	1.1	1.3	1.3	*	*	*
Palmer/Wasilla	5.5	6.3	5.1	*	*	*	4.9	3.1	*
Valdez	2.7	2.6	2.7	*	*	*	3.8	4.3	*
Girdwood/Alyeska	2.2	2.5	2.3	*	1.4	*	*	*	*
Interior	**5.2**	**5.5**	**5.2**	**3.2**	**3.3**	**3.1**	**7.1**	**5.1**	**5.3**
Denali National Park	2.5	2.5	2.5	1.9	2.1	2.0	2.4	2.6	2.7
Fairbanks	4.2	5.4	4.9	1.7	1.7	1.8	5.5	3.6	3.1
Tok	1.9	2.8	*	*	1.0	*	1.7	1.5	1.7
Healy	n/a	n/a	3.2	n/a	n/a	*	n/a	n/a	*
Southeast	**6.2**	**6.2**	**7.4**	**4.1**	**1.7**	**2.4**	**5.3**	**5.3**	**5.1**
Juneau	4.0	4.4	5.0	2.1	1.7	*	3.1	3.3	*
Skagway	2.3	2.9	*	*	*	*	2.3	2.1	1.9
Ketchikan	4.2	4.0	6.4	*	*	*	5.2	4.5	*
Sitka	4.6	4.8	5.5	*	*	*	3.0	*	*
Southwest	**7.5**	**7.8**	**11.5**	*****	*****	*****	*****	*****	*****
Kodiak	7.1	8.3	10.8	*	*	*	*	*	*
Other Southwest	n/a	n/a	11.1	n/a	n/a	*	n/a	n/a	*
Far North	**7.1**	**6.7**	**10.5**	*****	*****	*****	*****	*****	*****

Note: Averages are reported for sample sizes of 50 or greater. " * " indicates a sample under 50.

Activities

Visitors were shown a list of activities and asked which they participated in while in Alaska. A few changes were made to the survey instrument: hot springs was added as a new code; crab feed was added to the salmon bake activity; and visiting friends/family was removed, as that activity is adequately captured in the trip purpose question. The results to this question based to all visitors are presented in tabular (rather than chart) format due to the large number of activities, as well as multiple subgroupings

Results to this question were based only to intercept respondents, rather than combined online and intercept, as most other survey results are shown. Participation rates for certain activities differed somewhat between intercept and online respondents. These activities tended to be those that benefited from a surveyor's guidance, such as city/sightseeing tours. Previous AVSP results have likewise been modified from previous reports in order to ensure comparability of data.

- The most common activities were shopping (75 percent), wildlife viewing (45 percent), day cruises (39 percent), hiking/nature walk (34 percent), city/sightseeing tours (31 percent), museums (22 percent), and White Pass/Yukon Route train (22 percent).
- Participation rates decreased for some activities. The more pronounced decreases included the following:
  - Wildlife viewing fell from 56 percent in 2006, to 48 percent in 2011, to 45 percent in 2016.
  - City/sightseeing tours fell from 44 percent in 2006, to 35 percent in 2011, to 31 percent in 2016.
  - Gold panning/mine tour fell from 15 percent in 2006, to 12 percent in 2011, to 9 percent in 2016.
  - Fishing fell from 20 percent in 2006, to 19 percent in 2011, to 16 percent in 2016.
  - Birdwatching fell from 19 percent in 2006, to 11 percent in 2011, to 9 percent in 2016.
- There were a few increases in participation rates.
  - Shopping grew from 71 percent in 2006, to 72 percent in 2011, to 75 percent in 2016.
  - Day cruises grew from 36 percent in 2011 to 39 percent in 2016.
  - Hiking/nature walk grew from 28 percent in 2011 to 34 percent in 2016.
  - Dogsledding grew from 7 percent in 2006, to 8 percent in 2011, to 11 percent in 2016.
  - Tramway/gondola grew from 10 percent in 2011 to 13 percent in 2016.

Profiles of visitors who participated in guided fishing, unguided fishing, cultural activities, and Native cultural tours/activities are provided in Section 15.

TABLE 5.6 - Activity Participation
All Visitors, 2006, 2011, and 2016 (%)
Base: Intercept Respondents

	ALL VISITORS		
	2006	2011	2016
Shopping	71	72	75
Wildlife viewing	56	48	45
Birdwatching	19	11	9
Cultural activities	49	40	39
Museums	28	23	22
Historical/cultural attractions	18	15	15
Native cultural tours/ activities	20	11	12
Gold panning/mine tour	15	12	9
Day cruises	40	36	39
Hiking/nature walk	30	28	34
Train	38	36	32
White Pass/Yukon Route	27	25	22
Alaska Railroad	16	18	14
City/sightseeing tours	44	35	31
Fishing	20	19	16
Guided fishing	13	11	10
Unguided fishing	8	10	8
Flightseeing	15	15	13
Tramway/gondola	12	10	13
Dog sledding/kennel tour*	7	8	11
Shows/Alaska entertainment	10	8	10
Salmon bake/crab feed*	12	7	10
Business	8	7	7
Kayaking/canoeing	5	5	5
Camping	7	7	5
ATV/4-wheeling/ORV/Jeep*	n/a	4	5
Zipline	n/a	4	4
Rafting	5	5	3
Biking	3	3	3
Hot springs*	n/a	n/a	2
Northern Lights viewing	1	1	2
Hunting	1	1	1
Other	7	5	1

*Changes from the 2011 list of activities include the additional activity of hot springs; crab feed added to salmon bake; ORV and Jeep added to ATV/4-wheeling; and kennel tour added to dog sledding.

Transportation Market

Activity participation rates varied widely by transportation market.

- Air visitors were most likely to participate in shopping, wildlife viewing, hiking/nature walk, cultural activities, and fishing.
- Activity participation rates among air visitors have not changed very much over the last decade, although a few trends are notable:
    - Wildlife viewing grew from 53 percent in 2011 to 59 percent in 2016. Birdwatching (a component of wildlife viewing) increased from 11 to 14 percent).
    - Hiking/nature walk grew from 39 percent in 2011 to 46 percent in 2016.
    - Fishing participation dropped from 39 to 34 percent between 2011 and 2016, corresponding with a 4 percent drop in unguided fishing (from 23 to 19 percent).
- Cruise visitors were most likely to participate in shopping, train, day cruises, city/sightseeing tours, cultural activities, and wildlife viewing.
- Activity participation rates among cruise visitors changed in a number of categories:
    - Shopping grew from 77 percent in 2006, to 80 percent in 2011, to 85 percent in 2016.
    - Wildlife viewing rates dropped from 57 percent in 2006, to 46 percent in 2011, to 37 percent in 2016.
    - Hiking/nature walk rates grew from 20 percent in 2011 to 26 percent in 2016.
    - City/sightseeing tour participation dropped from 60 percent in 2006, to 48 percent in 2011, to 44 percent in 2016.
    - White Pass/Yukon Route railway participation dropped from 41 percent in 2011 to 36 percent in 2016.
    - Alaska Railroad participation dropped from 25 percent in 2011 to 17 percent in 2016.
    - Tramway/gondola participation increased from 13 percent in 2011 to 17 percent in 2016.
    - Gold panning/mine tour dropped from 16 percent in 2011 to 12 percent in 2016.
    - Shows/Alaska entertainment participation grew from 10 percent in 2011 to 14 percent in 2016.
    - Salmon bake/crab feed participation grew from 10 percent in 2011 to 14 percent in 2016. (The "crab feed" category was added in 2016.)
    - Dog sledding participation grew from 10 percent in 2011 to 14 percent in 2016.
- Highway/ferry visitors were mostly likely to participate in shopping, wildlife viewing, hiking/nature walk, cultural activities, fishing, and camping.
- Compared to the air and cruise markets, activity participation rates among highway/ferry visitors showed fewer changes.
    - The biggest change was in camping, which fell from 52 to 28 percent between 2011 and 2016.
    - The cultural activity rate fell from 51 percent in 2006, to 44 percent in 2011, to 36 percent in 2016.

TABLE 5.7 - Activity Participation
By Transportation Market, 2006, 2011, and 2016 (%)
Base: Intercept Respondents

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Shopping	61	61	59	77	80	85	60	64	63
Wildlife viewing	54	53	59	57	46	37	47	42	42
Birdwatching	20	11	14	18	6	6	14	11	12
Hiking/nature walk	38	39	46	25	20	26	38	34	37
Cultural activities	38	34	33	55	43	44	51	44	36
Museums	28	25	23	27	22	22	44	31	25
Historical/cultural attractions	14	13	12	21	15	17	15	19	15
Native cultural tours/ activities	11	8	7	26	13	16	8	10	4
Gold panning/mine tour	7	5	5	20	16	12	11	10	8
Fishing	38	39	34	8	6	4	36	26	29
Guided fishing	22	19	19	8	6	4	17	11	13
Unguided fishing	20	23	19	<1	1	<1	26	18	19
Day cruises	28	25	28	47	44	47	33	29	25
Business	23	19	18	<1	1	<1	5	5	2
City/sightseeing tours	18	15	13	60	48	44	25	13	15
Flightseeing	9	10	12	18	18	15	8	9	9
Train	10	10	9	56	54	48	11	10	9
Alaska Railroad	9	10	9	21	25	17	5	3	4
White Pass/Yukon Route	1	1	1	43	41	36	7	8	7
Camping	13	12	9	1	<1	<1	46	52	28
Dog sledding	5	5	8	9	10	14	2	2	3
Tramway/gondola	5	5	7	16	13	17	4	5	4
Kayaking/canoeing	4	6	6	5	4	5	3	4	3
ATV/4-wheeling	n/a	4	5	n/a	4	5	n/a	1	4
Biking	3	4	5	2	3	2	3	3	5
Rafting	5	4	4	5	6	3	2	3	2
Shows/Alaska entertainment	8	5	4	12	10	14	8	5	4
Salmon bake/crab feed*	5	4	4	17	10	14	7	3	4
Hot springs	n/a	n/a	4	n/a	n/a	<1	n/a	n/a	6
Northern Lights viewing	2	2	2	1	1	1	1	1	3
Hunting	1	2	2	-	<1	<1	1	1	-
Zipline	n/a	<1	1	n/a	7	6	n/a	1	1
Other	7	7	3	8	4	<1	1	7	1

*Changes from the 2011 list of activities include the additional activity of hot springs; crab feed added to salmon bake; ORV and Jeep added to ATV/4-wheeling; and kennel tour added to dog sledding.