

# Alaska Travel Industry Association 2024 Brand Health Assessment



## ABOUT LONGWOODS INTERNATIONAL

**Established in 1978** as a market research consultancy, Longwoods International is a premier market research firm that is a respected leader within the travel and tourism industry. With headquarters in Columbus, Ohio and Toronto, Ontario, and with offices in Illinois, Indiana, Michigan, New York, and Tennessee, Longwoods **conducts strategic market research** for public- and private-sector clients throughout North America, Europe and the Pacific Rim.

**Longwoods is known for a multitude of destination marketing services, most notably:**

- ➔ **Overnight and day visitor profiles**, including visitor volumes and expenditures, through **Travel USA®**, the largest American domestic travel study, begun in 1990.
- ➔ **Destination advertising awareness, return-on-investment of advertising campaigns**, and **measuring the impact of advertising on a destination's image** across a wide range of leisure travel attributes.
- ➔ **"Halo Effect"** of tourism advertising on a destination's image for broader economic development objectives.
- ➔ **Resident sentiment research**, which investigates both practical and emerging concerns among residents in a destination regarding tourism, including topics such as economic development, perceived environmental impacts, overtourism, and residents' quality of life.
- ➔ **Custom qualitative and quantitative research**

Soundly grounded in scientific principles, our research methodologies have been **peer-reviewed**, intensely scrutinized by legislators and the media, and critically evaluated by academics and economists. Our **scientific integrity has been recognized** with numerous Best Practice awards, as well as invitations for speaking engagements across North America.

With the acquisition of Clarity of Place, Longwoods now also offers cutting-edge approaches to help destinations **evaluate the alignment of the needs of visitors with those of residents**, the community capacity for destination growth, the health of their brand, and their ability to remain competitive.

Survey fielded in **10 target markets** and received **1000 qualified respondents**.

Qualified respondents are **adult travelers\*** and members of major online consumer research panel.

Sample drawn to be **representative and proportionate to sample DMAs, age, and gender**.

Data were weighted on **key demographic variables** (geography, age, sex, household income, household size) prior to analysis to ensure that results are representative of and projectable to the traveler population in specific markets.

Fieldwork was conducted in May 2025. Median survey length was 15 minutes. For a sample of this size, **the confidence level is + / -3, 19 times out of 20**

## Sample Markets + Respondent Distribution

### Current Markets

Los Angeles (155)

New York (180)

Dallas-Fort Worth (70)

Tampa-Saint Petersburg (Sarasota) (50)

Minneapolis-Saint Paul (45)

### Additional Markets

Seattle-Tacoma (80)

San Francisco-Oakland-San Jose (100)

Chicago (135)

Phoenix (Prescott) (80)

Houston (105)

# “HALO EFFECT” ON ECONOMIC DEVELOPMENT

# WHAT IS THE "HALO EFFECT"?

## THE "HALO EFFECT"

Research has long demonstrated that tourism advertising and the visitation it inspires have a **positive impact on consumers' image** of destinations as a place for leisure travel and recreation.

Applying the psychological concept of the **"halo effect"** to tourism promotion advertising, Longwoods set out to determine if gains in image for Alaska from its tourism advertising would extend beyond the appeal as a place to visit. Could it be that **economic objectives could also be achieved**, such as viewing Alaska more favorably as a place to live, work, start a business, attend college, purchase a vacation home and retire?

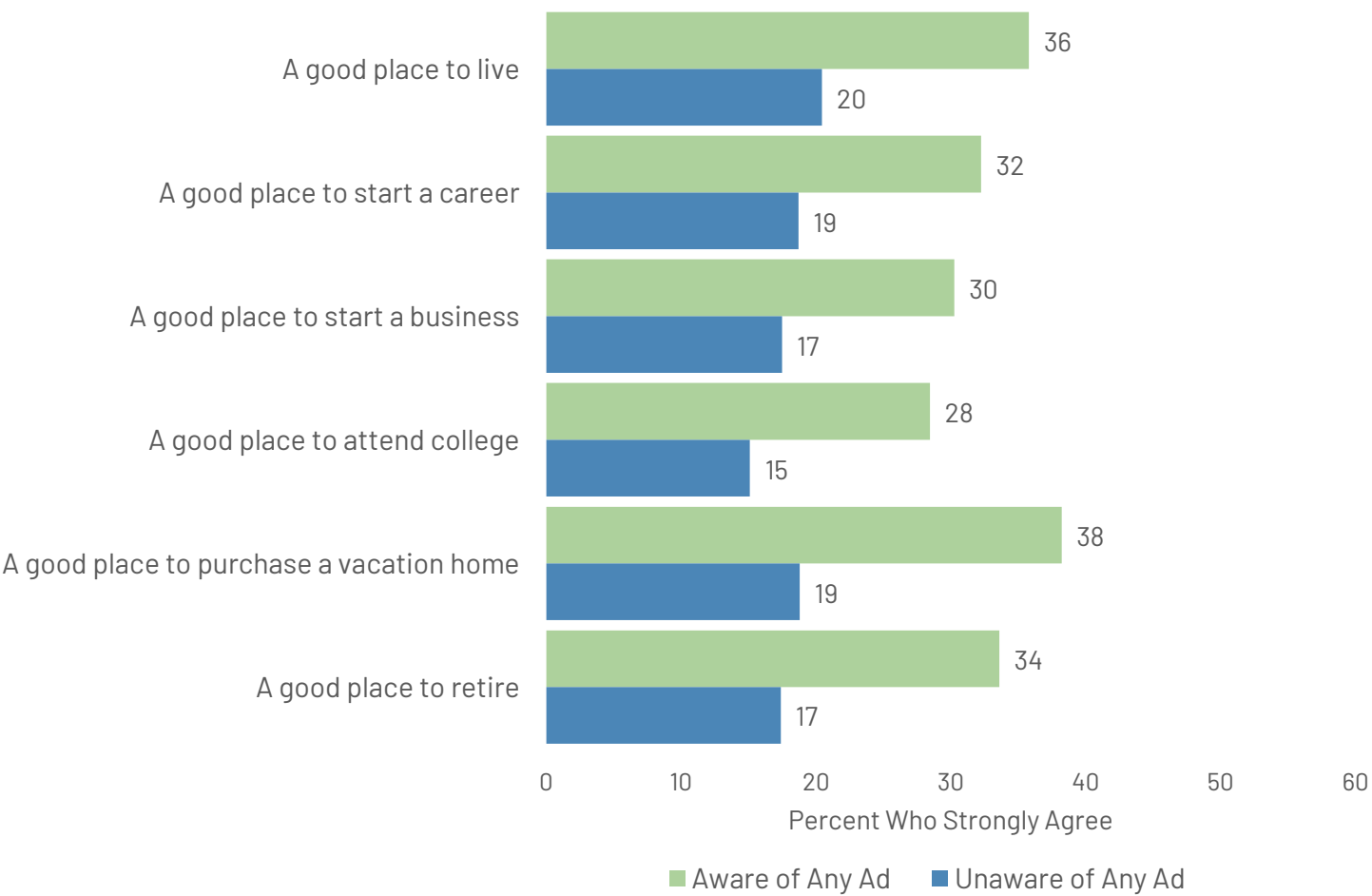


# IMPACT OF *TOURISM AD AWARENESS* ON ECONOMIC DEVELOPMENT

In the first Halo Effect data analysis, Longwoods compared the percentage of target market travelers aware of Alaska’s advertising, who strongly agreed with each of the economic development variables, to travelers that were unaware of the campaign.

In every case, ATIA’s tourism advertising significantly improved the image of Alaska among target market travelers for a wide range of economic development objectives.

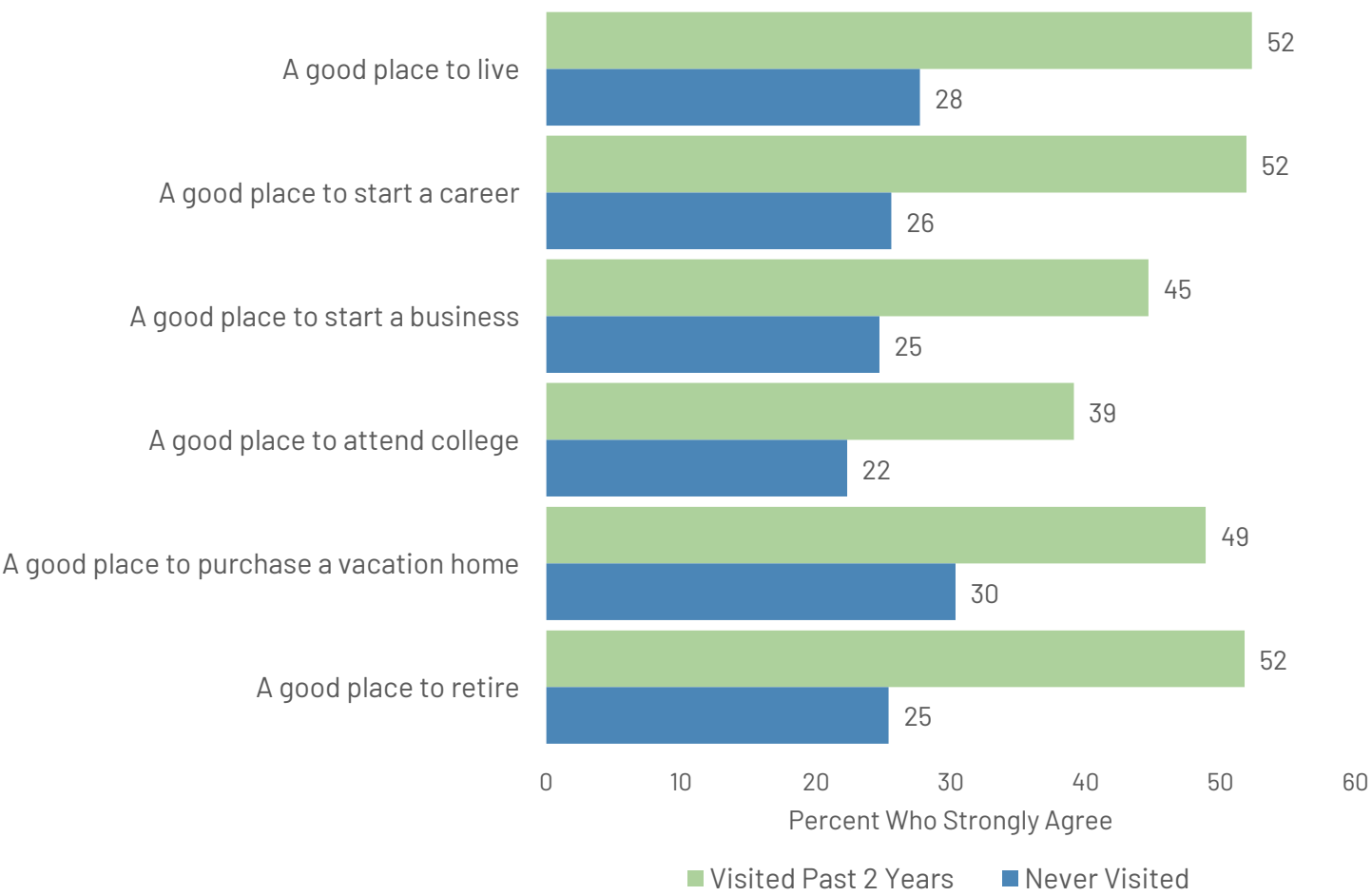
Those who saw the advertising rated Alaska higher on all the economic development indicators.



# IMPACT OF VISITATION ON ECONOMIC DEVELOPMENT

Next, Longwoods compared the percentage of target market travelers who have visited the state within the last two years to those who have never visited.

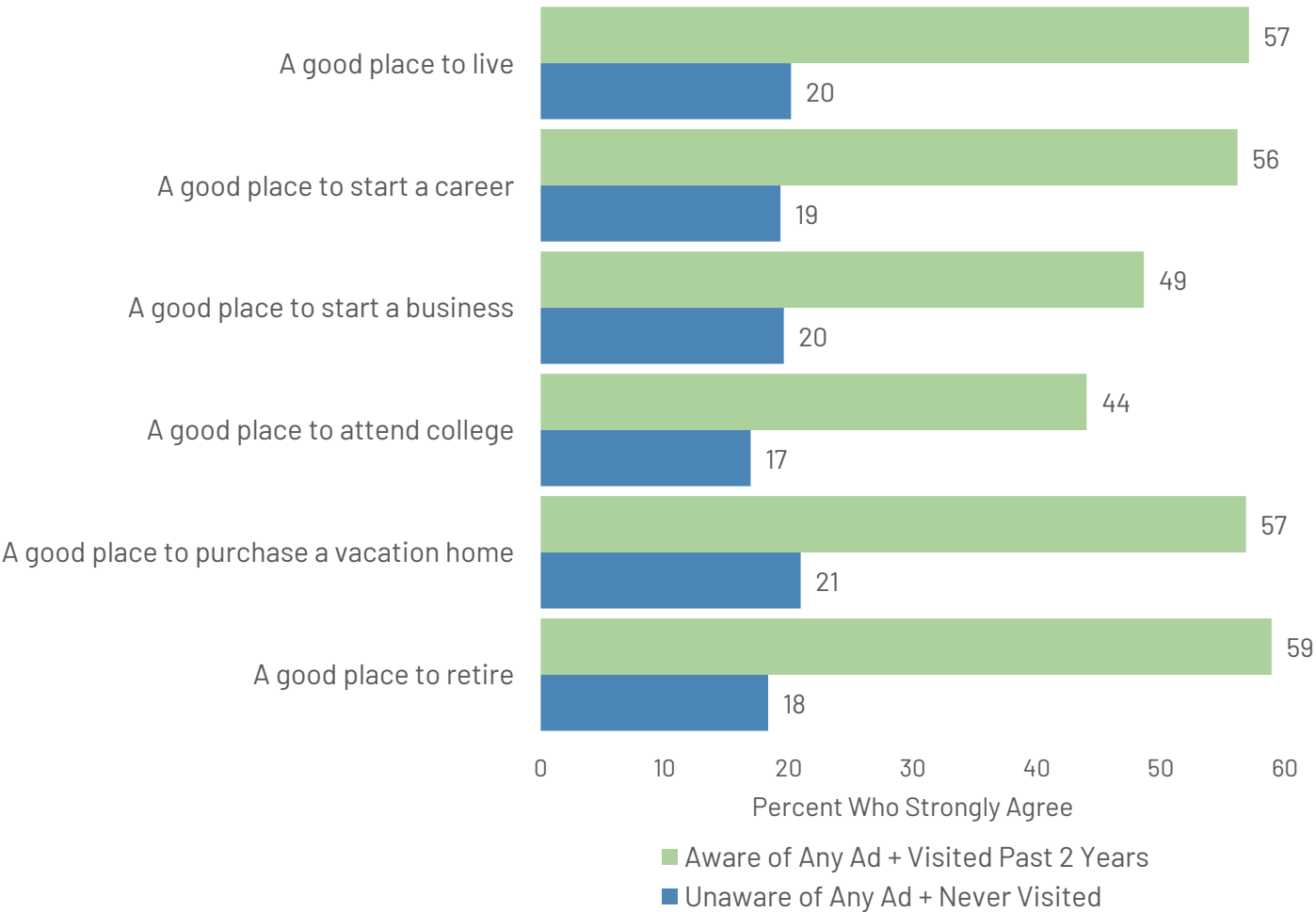
Target market travelers who visited Alaska recently also consistently rated the state higher than those who have never visited.



# IMPACT OF AWARENESS + VISITATION ON ECONOMIC DEVELOPMENT

In the final Halo analysis, Longwoods compared the strongly agree results of target market travelers who were both aware of ATIA’s advertising and have visited Alaska in the past 2 years to those who were unaware of the campaign and have never visited.

For each economic development objective, the most dramatic improvement in image was among those target market travelers who were both exposed to the advertising campaign message and who also visited Alaska.





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