Section 13:
Summary Profiles - Interior Region and Communities

McDowell Group
Summary Profile: Interior Region and Communities

In this chapter, visitors to Interior Alaska and the eight most-visited communities in the region are profiled. Definitions for each community and sample sizes are provided in the table below.

<table>
<thead>
<tr>
<th>Market</th>
<th>Definition</th>
<th>% of Alaska Market</th>
<th>Estimated Market Size</th>
<th>Sample Size</th>
<th>Maximum Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior</td>
<td>Visited at least one destination in the Interior region, day and/or overnight</td>
<td>29%</td>
<td>543,000</td>
<td>2,400</td>
<td>±2.0%</td>
</tr>
<tr>
<td>Denali</td>
<td>Visited Denali National Park, day and/or overnight</td>
<td>23%</td>
<td>428,000</td>
<td>1,813</td>
<td>±2.4%</td>
</tr>
<tr>
<td>Fairbanks</td>
<td>Visited Fairbanks, day and/or overnight</td>
<td>17%</td>
<td>320,000</td>
<td>1,587</td>
<td>±2.5%</td>
</tr>
<tr>
<td>Tok</td>
<td>Visited Tok, day and/or overnight</td>
<td>3%</td>
<td>51,000</td>
<td>315</td>
<td>±4.9%</td>
</tr>
<tr>
<td>Glennallen</td>
<td>Visited Glennallen, day and/or overnight</td>
<td>3%</td>
<td>47,000</td>
<td>271</td>
<td>±6.8%</td>
</tr>
<tr>
<td>Delta Junction</td>
<td>Visited Delta Junction, day and/or overnight</td>
<td>2%</td>
<td>38,000</td>
<td>223</td>
<td>±6.9%</td>
</tr>
<tr>
<td>Healy</td>
<td>Visited Healy, day and/or overnight</td>
<td>2%</td>
<td>43,000</td>
<td>213</td>
<td>±9.1%</td>
</tr>
<tr>
<td>Copper Center</td>
<td>Visited Copper Center, day and/or overnight</td>
<td>1%</td>
<td>26,000</td>
<td>130</td>
<td>±5.2%</td>
</tr>
<tr>
<td>Chicken</td>
<td>Visited Chicken, day and/or overnight</td>
<td>1%</td>
<td>18,000</td>
<td>130</td>
<td>±8.9%</td>
</tr>
</tbody>
</table>

Visitors to Interior Alaska differed in several ways.

- Interior visitors were more likely to travel to Alaska by air (49 percent) than travel by cruise ship. Eleven percent travelled to Alaska by highway or ferry, roughly double the overall average for Alaska visitors.
- Cruise visitors made up half of visitors to Denali and sizable portions of Fairbanks and Copper Center visitors (41 and 28 percent, respectively).
- The average length of stay in Alaska for Interior visitors was 11.7 nights. Nearly all also visited the Southcentral region (88 percent) during their stay. Three-quarters stayed at a hotel/motel.
- Interior Alaska visitors that purchased a multi-day, non-cruise package were most likely to have purchased a rail package (27 percent). Only 4 percent purchased a fishing lodge package.
- Four in ten Interior visitors reported traveling between communities by train and/or by tour bus.
- Visitors to remote, eastern Interior communities were much more likely to travel to Alaska by highway/ferry, including roughly three quarters of visitors to Tok and Chicken and a third of visitors to Glennallen and Delta Junction. These visitors were also less likely to plan their trips well ahead of time and more likely travel between communities by personal RV and stay in campgrounds.
- Visitors to Delta Junction were especially likely to travel for the purpose of visiting friends/family, and over half of visitors to the community said they were very likely to return to Alaska in the next five years.
Popular activities reported by visitors to Interior Alaska include wildlife viewing (61 percent), culture/history activities (33 percent), hiking/nature walk (29 percent), and city/sightseeing tours (35 percent).

The most popular activities in Fairbanks were museums (26 percent), gold panning/mine tour, historical/cultural attractions (21 percent), and day cruises (20 percent).

Interior visitors spent an average of $1,474 while in Alaska, much higher than the average among all visitors ($1,057). Healy visitors reported the highest average statewide spending at $2,044, while Chicken visitors spent the least at $1,330.

Interior visitors spent an average of $441 while in the region. The highest reported spending by community was in Fairbanks, where visitors reported spending an average of $391 while in the community.

### TABLE 13.2 - Trip Purpose and Packages
#### Interior Region and Communities (%)

<table>
<thead>
<tr>
<th>Trip Purpose</th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/pleasure</td>
<td>79</td>
<td>79</td>
<td>90</td>
<td>74</td>
<td>78</td>
</tr>
<tr>
<td>Visiting friends/rel.</td>
<td>13</td>
<td>14</td>
<td>8</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>Business only</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Business/pleasure</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td><strong>Purchased multi-day package</strong> (including cruise)</td>
<td><strong>Yes</strong></td>
<td>64</td>
<td>49</td>
<td>60</td>
<td>49</td>
</tr>
<tr>
<td><strong>Package type</strong> (Base: non-cruise, purchased package)</td>
<td>Fishing lodge package</td>
<td>49</td>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Rail package</td>
<td>11</td>
<td>27</td>
<td>30</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>Wilderness lodge</td>
<td>10</td>
<td>18</td>
<td>19</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Adventure tour</td>
<td>9</td>
<td>16</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Motorcoach tour</td>
<td>8</td>
<td>18</td>
<td>18</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Rental car/RV package</td>
<td>6</td>
<td>12</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>Hunting</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

#### Glennallen Delta Junction Healy Copper Center Chicken

<table>
<thead>
<tr>
<th>Trip Purpose</th>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/pleasure</td>
<td>78</td>
<td>63</td>
<td>81</td>
<td>85</td>
<td>87</td>
</tr>
<tr>
<td>Visiting friends/rel.</td>
<td>16</td>
<td>26</td>
<td>14</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>Business only</td>
<td>2</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Business/pleasure</td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td><strong>Purchased multi-day package</strong> (including cruise)</td>
<td><strong>Yes</strong></td>
<td>13</td>
<td>12</td>
<td>18</td>
<td>37</td>
</tr>
<tr>
<td><strong>Package type</strong> (Base: non-cruise, purchased package)</td>
<td>Fishing lodge package</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Wilderness lodge</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Rail package</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Adventure tour</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Motorcoach tour</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Rental car/RV package</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Hunting</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

*Sample size too small for analysis.
### TABLE 13.3 - Transportation Modes
Interior Region and Communities (%)

<table>
<thead>
<tr>
<th></th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transportation Market</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cruise</td>
<td>55</td>
<td>41</td>
<td>51</td>
<td>41</td>
<td>3</td>
</tr>
<tr>
<td>Air</td>
<td>40</td>
<td>49</td>
<td>43</td>
<td>49</td>
<td>19</td>
</tr>
<tr>
<td>Highway/ferry</td>
<td>5</td>
<td>11</td>
<td>6</td>
<td>11</td>
<td>78</td>
</tr>
<tr>
<td><strong>Used to Travel Between Communities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tour bus or van</td>
<td>15</td>
<td>38</td>
<td>47</td>
<td>39</td>
<td>5</td>
</tr>
<tr>
<td>Rental vehicle</td>
<td>14</td>
<td>27</td>
<td>27</td>
<td>24</td>
<td>14</td>
</tr>
<tr>
<td>Alaska Railroad</td>
<td>14</td>
<td>40</td>
<td>49</td>
<td>41</td>
<td>4</td>
</tr>
<tr>
<td>Air</td>
<td>9</td>
<td>14</td>
<td>9</td>
<td>13</td>
<td>42</td>
</tr>
<tr>
<td>Personal vehicle</td>
<td>9</td>
<td>11</td>
<td>10</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>Rental RV</td>
<td>2</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>State ferry</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>Personal RV</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>24</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transportation Market</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cruise</td>
<td>5</td>
<td>3</td>
<td>11</td>
<td>28</td>
<td>2</td>
</tr>
<tr>
<td>Air</td>
<td>58</td>
<td>62</td>
<td>73</td>
<td>59</td>
<td>28</td>
</tr>
<tr>
<td>Highway/ferry</td>
<td>37</td>
<td>36</td>
<td>16</td>
<td>13</td>
<td>70</td>
</tr>
<tr>
<td><strong>Used to Travel Between Communities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tour bus or van</td>
<td>8</td>
<td>7</td>
<td>16</td>
<td>29</td>
<td>4</td>
</tr>
<tr>
<td>Rental vehicle</td>
<td>29</td>
<td>36</td>
<td>55</td>
<td>33</td>
<td>19</td>
</tr>
<tr>
<td>Alaska Railroad</td>
<td>10</td>
<td>8</td>
<td>18</td>
<td>26</td>
<td>5</td>
</tr>
<tr>
<td>Air</td>
<td>32</td>
<td>37</td>
<td>21</td>
<td>16</td>
<td>33</td>
</tr>
<tr>
<td>Personal vehicle</td>
<td>9</td>
<td>8</td>
<td>11</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Rental RV</td>
<td>16</td>
<td>10</td>
<td>8</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td>State ferry</td>
<td>8</td>
<td>10</td>
<td>8</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Personal RV</td>
<td>16</td>
<td>11</td>
<td>6</td>
<td>5</td>
<td>21</td>
</tr>
</tbody>
</table>
TABLE 13.4 - Length of Stay, Destinations and Lodging Type
Interior Region and Communities (%)

<table>
<thead>
<tr>
<th></th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regions Visited</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southeast</td>
<td>67</td>
<td>47</td>
<td>57</td>
<td>47</td>
<td>32</td>
</tr>
<tr>
<td>Southcentral</td>
<td>52</td>
<td>88</td>
<td>95</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Interior</td>
<td>29</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Southwest</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Far North</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td><strong>Destinations Visited, Top 10</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Juneau</td>
<td>61</td>
<td>42</td>
<td>51</td>
<td>41</td>
<td>7</td>
</tr>
<tr>
<td>Ketchikan</td>
<td>58</td>
<td>39</td>
<td>49</td>
<td>39</td>
<td>8</td>
</tr>
<tr>
<td>Skagway</td>
<td>48</td>
<td>40</td>
<td>49</td>
<td>41</td>
<td>21</td>
</tr>
<tr>
<td>Anchorage</td>
<td>47</td>
<td>80</td>
<td>87</td>
<td>70</td>
<td>72</td>
</tr>
<tr>
<td>Glacier Bay Nat’l Park</td>
<td>29</td>
<td>18</td>
<td>22</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>Seward</td>
<td>23</td>
<td>45</td>
<td>52</td>
<td>37</td>
<td>38</td>
</tr>
<tr>
<td>Denali Nat’l Park</td>
<td>23</td>
<td>79</td>
<td>100</td>
<td>74</td>
<td>52</td>
</tr>
<tr>
<td>Fairbanks</td>
<td>17</td>
<td>57</td>
<td>54</td>
<td>100</td>
<td>63</td>
</tr>
<tr>
<td>Hoonah/Icy Strait Point</td>
<td>13</td>
<td>11</td>
<td>14</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Talkeetna</td>
<td>11</td>
<td>32</td>
<td>39</td>
<td>26</td>
<td>24</td>
</tr>
<tr>
<td><strong>Lodging Types Used</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cruise ship</td>
<td>57</td>
<td>40</td>
<td>49</td>
<td>40</td>
<td>3</td>
</tr>
<tr>
<td>Hotel/motel</td>
<td>37</td>
<td>74</td>
<td>79</td>
<td>72</td>
<td>42</td>
</tr>
<tr>
<td>Lodge</td>
<td>15</td>
<td>36</td>
<td>44</td>
<td>36</td>
<td>10</td>
</tr>
<tr>
<td>B&amp;B</td>
<td>4</td>
<td>8</td>
<td>8</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Vacation rental</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Friends/family</td>
<td>15</td>
<td>16</td>
<td>10</td>
<td>18</td>
<td>21</td>
</tr>
<tr>
<td>Campground/RV</td>
<td>6</td>
<td>14</td>
<td>14</td>
<td>13</td>
<td>53</td>
</tr>
<tr>
<td>Wilderness camping</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>13</td>
</tr>
<tr>
<td>State ferry</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
</tbody>
</table>
### TABLE 13.4 - Length of Stay, Destinations and Lodging Type (cont’d)
#### Interior Region and Communities (%)

<table>
<thead>
<tr>
<th>Region Visited</th>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southeast</td>
<td>25</td>
<td>23</td>
<td>23</td>
<td>45</td>
<td>39</td>
</tr>
<tr>
<td>Southcentral</td>
<td>97</td>
<td>80</td>
<td>88</td>
<td>99</td>
<td>68</td>
</tr>
<tr>
<td>Interior</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Southwest</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Far North</td>
<td>5</td>
<td>7</td>
<td>3</td>
<td>6</td>
<td>9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Destinations Visited, Top 10</th>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juneau</td>
<td>11</td>
<td>9</td>
<td>15</td>
<td>31</td>
<td>7</td>
</tr>
<tr>
<td>Ketchikan</td>
<td>8</td>
<td>7</td>
<td>12</td>
<td>29</td>
<td>3</td>
</tr>
<tr>
<td>Skagway</td>
<td>10</td>
<td>10</td>
<td>14</td>
<td>31</td>
<td>25</td>
</tr>
<tr>
<td>Anchorage</td>
<td>87</td>
<td>72</td>
<td>84</td>
<td>95</td>
<td>62</td>
</tr>
<tr>
<td>Glacier Bay Nat’l Park</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>21</td>
<td>5</td>
</tr>
<tr>
<td>Seward</td>
<td>54</td>
<td>37</td>
<td>55</td>
<td>45</td>
<td>38</td>
</tr>
<tr>
<td>Denali Nat’l Park</td>
<td>60</td>
<td>62</td>
<td>87</td>
<td>79</td>
<td>45</td>
</tr>
<tr>
<td>Fairbanks</td>
<td>59</td>
<td>90</td>
<td>59</td>
<td>50</td>
<td>56</td>
</tr>
<tr>
<td>Hoonah/Icy Strait Point</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Talkeetna</td>
<td>38</td>
<td>35</td>
<td>55</td>
<td>52</td>
<td>16</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lodging Types Used</th>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cruise ship</td>
<td>5</td>
<td>3</td>
<td>11</td>
<td>27</td>
<td>2</td>
</tr>
<tr>
<td>Hotel/motel</td>
<td>55</td>
<td>57</td>
<td>72</td>
<td>71</td>
<td>36</td>
</tr>
<tr>
<td>Lodge</td>
<td>17</td>
<td>17</td>
<td>23</td>
<td>35</td>
<td>7</td>
</tr>
<tr>
<td>B&amp;B</td>
<td>14</td>
<td>7</td>
<td>24</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>Vacation rental</td>
<td>6</td>
<td>3</td>
<td>10</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Friends/family</td>
<td>27</td>
<td>35</td>
<td>22</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Campground/RV</td>
<td>48</td>
<td>36</td>
<td>20</td>
<td>33</td>
<td>58</td>
</tr>
<tr>
<td>Wilderness camping</td>
<td>12</td>
<td>8</td>
<td>7</td>
<td>4</td>
<td>22</td>
</tr>
<tr>
<td>State ferry</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>
### TABLE 13.5 - Statewide Activities – Top 10
Interior Region and Communities (%)

<table>
<thead>
<tr>
<th>Activity</th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>75</td>
<td>72</td>
<td>77</td>
<td>71</td>
<td>69</td>
</tr>
<tr>
<td>Wildlife viewing</td>
<td>45</td>
<td>73</td>
<td>81</td>
<td>68</td>
<td>47</td>
</tr>
<tr>
<td>Cultural activities</td>
<td>39</td>
<td>58</td>
<td>63</td>
<td>65</td>
<td>41</td>
</tr>
<tr>
<td>Day cruises</td>
<td>39</td>
<td>53</td>
<td>62</td>
<td>53</td>
<td>26</td>
</tr>
<tr>
<td>Hiking/nature walk</td>
<td>34</td>
<td>48</td>
<td>51</td>
<td>44</td>
<td>40</td>
</tr>
<tr>
<td>Train</td>
<td>32</td>
<td>47</td>
<td>57</td>
<td>47</td>
<td>14</td>
</tr>
<tr>
<td>City/sightseeing tours</td>
<td>31</td>
<td>35</td>
<td>42</td>
<td>34</td>
<td>21</td>
</tr>
<tr>
<td>Fishing</td>
<td>16</td>
<td>15</td>
<td>14</td>
<td>13</td>
<td>26</td>
</tr>
<tr>
<td>Flightseeing</td>
<td>13</td>
<td>19</td>
<td>23</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>Tramway/gondola</td>
<td>13</td>
<td>14</td>
<td>16</td>
<td>11</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>70</td>
<td>69</td>
<td>77</td>
<td>71</td>
<td>66</td>
</tr>
<tr>
<td>Wildlife viewing</td>
<td>69</td>
<td>64</td>
<td>79</td>
<td>71</td>
<td>54</td>
</tr>
<tr>
<td>Cultural activities</td>
<td>60</td>
<td>53</td>
<td>64</td>
<td>65</td>
<td>56</td>
</tr>
<tr>
<td>Day cruises</td>
<td>42</td>
<td>32</td>
<td>48</td>
<td>48</td>
<td>30</td>
</tr>
<tr>
<td>Hiking/nature walk</td>
<td>58</td>
<td>53</td>
<td>69</td>
<td>66</td>
<td>46</td>
</tr>
<tr>
<td>Train</td>
<td>14</td>
<td>15</td>
<td>25</td>
<td>31</td>
<td>14</td>
</tr>
<tr>
<td>City/sightseeing tours</td>
<td>21</td>
<td>16</td>
<td>33</td>
<td>36</td>
<td>20</td>
</tr>
<tr>
<td>Fishing</td>
<td>30</td>
<td>19</td>
<td>17</td>
<td>19</td>
<td>15</td>
</tr>
<tr>
<td>Flightseeing</td>
<td>15</td>
<td>10</td>
<td>25</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Tramway/gondola</td>
<td>13</td>
<td>4</td>
<td>16</td>
<td>21</td>
<td>1</td>
</tr>
</tbody>
</table>
TABLE 13.6 Activities in Community/Region
Interior Region and Communities (%)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
<th>Glennallen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wildlife viewing</td>
<td>61</td>
<td>71</td>
<td>14</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Birdwatching</td>
<td>9</td>
<td>9</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Culture/History</td>
<td>33</td>
<td>11</td>
<td>49</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Museums</td>
<td>17</td>
<td>6</td>
<td>26</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Historical/cultural attractions</td>
<td>17</td>
<td>6</td>
<td>21</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Native cultural tours/act.</td>
<td>6</td>
<td>2</td>
<td>8</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Gold panning/mine tour</td>
<td>15</td>
<td>2</td>
<td>22</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Day cruises</td>
<td>14</td>
<td>4</td>
<td>20</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Hiking/nature walk</td>
<td>29</td>
<td>30</td>
<td>12</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>City/sightseeing tours</td>
<td>18</td>
<td>16</td>
<td>14</td>
<td>1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Dog sledding</td>
<td>12</td>
<td>12</td>
<td>5</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Flightseeing</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Fishing</td>
<td>2</td>
<td>&lt;1</td>
<td>2</td>
<td>&lt;1</td>
<td>3</td>
</tr>
<tr>
<td>Unguided</td>
<td>2</td>
<td>&lt;1</td>
<td>1</td>
<td>&lt;1</td>
<td>3</td>
</tr>
<tr>
<td>Guided</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Tramway/gondola</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Salmon bake/crab feed</td>
<td>5</td>
<td>1</td>
<td>7</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Shows/Alaska entertainment</td>
<td>6</td>
<td>6</td>
<td>3</td>
<td>&lt;1</td>
<td>-</td>
</tr>
<tr>
<td>Camping</td>
<td>7</td>
<td>6</td>
<td>4</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>Rafting</td>
<td>4</td>
<td>4</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>-</td>
</tr>
<tr>
<td>ATV/4-wheeling</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Kayaking/canoeing</td>
<td>1</td>
<td>&lt;1</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Hot springs</td>
<td>6</td>
<td>-</td>
<td>10</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Biking</td>
<td>1</td>
<td>&lt;1</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Zipline</td>
<td>1</td>
<td>1</td>
<td>&lt;1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Northern lights viewing</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Hunting</td>
<td>1</td>
<td>-</td>
<td>&lt;1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>&lt;1</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Note: Participation in shopping, Alaska Railroad and business were not recorded at the community/regional level.
<table>
<thead>
<tr>
<th>Activity/Attraction</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wildlife viewing</td>
<td>14</td>
<td>14</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Birdwatching</td>
<td>4</td>
<td>6</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Culture/History</td>
<td>1</td>
<td>5</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Museums</td>
<td>-</td>
<td>3</td>
<td>2</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Historical/cultural attractions</td>
<td>1</td>
<td>2</td>
<td>&lt;1</td>
<td>1</td>
</tr>
<tr>
<td>Native cultural tours/act.</td>
<td>-</td>
<td>-</td>
<td>&lt;1</td>
<td>-</td>
</tr>
<tr>
<td>Gold panning/mine tour</td>
<td>&lt;1</td>
<td>-</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Day cruises</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Hiking/nature walk</td>
<td>11</td>
<td>10</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>City/sightseeing tours</td>
<td>2</td>
<td>&lt;1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Dog sledding</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Flightseeing</td>
<td>&lt;1</td>
<td>2</td>
<td>&lt;1</td>
<td>-</td>
</tr>
<tr>
<td>Fishing</td>
<td>6</td>
<td>&lt;1</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Unguided</td>
<td>5</td>
<td>&lt;1</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Guided</td>
<td>1</td>
<td>-</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Tramway/gondola</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Salmon bake/crab feed</td>
<td>&lt;1</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Shows/Alaska entertainment</td>
<td>&lt;1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Camping</td>
<td>10</td>
<td>5</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Rafting</td>
<td>-</td>
<td>1</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td>ATV/4-wheeling</td>
<td>2</td>
<td>6</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Kayaking/canoeing</td>
<td>1</td>
<td>&lt;1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Hot springs</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Biking</td>
<td>1</td>
<td>&lt;1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Zipline</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Northern lights viewing</td>
<td>&lt;1</td>
<td>1</td>
<td>-</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Hunting</td>
<td>-</td>
<td>&lt;1</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>&lt;1</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Note: Participation in shopping, Alaska Railroad and business were not recorded at the community/regional level.
### TABLE 13.7 - Satisfaction Ratings
**Interior Region and Communities (%)**

<table>
<thead>
<tr>
<th>Satisfaction with overall Alaska experience</th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>75</td>
<td>75</td>
<td>76</td>
<td>73</td>
<td>69</td>
</tr>
<tr>
<td>Satisfied</td>
<td>23</td>
<td>23</td>
<td>23</td>
<td>25</td>
<td>25</td>
</tr>
</tbody>
</table>

**Compared to expectations**

<table>
<thead>
<tr>
<th>Compared to expectations</th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much higher</td>
<td>29</td>
<td>29</td>
<td>31</td>
<td>30</td>
<td>32</td>
</tr>
<tr>
<td>Higher</td>
<td>36</td>
<td>35</td>
<td>36</td>
<td>33</td>
<td>25</td>
</tr>
<tr>
<td>About as expected</td>
<td>32</td>
<td>33</td>
<td>30</td>
<td>34</td>
<td>39</td>
</tr>
</tbody>
</table>

**Value for the money, compared to other destinations**

<table>
<thead>
<tr>
<th>Value for the money, compared to other destinations</th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much better</td>
<td>15</td>
<td>10</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Better</td>
<td>23</td>
<td>18</td>
<td>18</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td>About the same</td>
<td>45</td>
<td>49</td>
<td>48</td>
<td>50</td>
<td>47</td>
</tr>
</tbody>
</table>

**Percent “very satisfied” and average** (Scale: 1 = very dissatisfied, 5 = very satisfied)

<table>
<thead>
<tr>
<th>Percent “very satisfied” and average</th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely to recommend Alaska</td>
<td>79</td>
<td>79</td>
<td>80</td>
<td>77</td>
<td>78</td>
</tr>
<tr>
<td>Very likely to return Alaska in next five years</td>
<td>40</td>
<td>33</td>
<td>25</td>
<td>35</td>
<td>45</td>
</tr>
</tbody>
</table>

### TABLE 13.8 - Previous Alaska Travel
**Interior Region and Communities (%)**

<table>
<thead>
<tr>
<th>Been to Alaska</th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>34</td>
<td>26</td>
<td>36</td>
<td>51</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average # of vacation trips (base: repeaters)</th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>3.6</td>
<td>2.7</td>
<td>3.2</td>
<td>5.5</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Previously traveled in Alaska by cruise ship</th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>12</td>
<td>13</td>
<td>13</td>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>

### TABLE 13.8 - Previous Alaska Travel
**Glennallen, Delta Junction, Healy, Copper Center, Chicken (%)**

<table>
<thead>
<tr>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Been to Alaska</td>
<td>48</td>
<td>50</td>
<td>33</td>
<td>40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average # of vacation trips (base: repeaters)</th>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.2</td>
<td>3.2</td>
<td>3.9</td>
<td>4.8</td>
<td>3.1</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Previously traveled in Alaska by cruise ship</th>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>11</td>
<td>12</td>
<td>20</td>
<td>13</td>
<td></td>
</tr>
</tbody>
</table>
### TABLE 13.9 - Trip Planning
#### Interior Region and Communities (%)

<table>
<thead>
<tr>
<th></th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trip Decision, by Quarter</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Before July 2015</td>
<td>14</td>
<td>15</td>
<td>17</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>July-Sept 2015</td>
<td>17</td>
<td>16</td>
<td>18</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>Oct-Dec 2015</td>
<td>17</td>
<td>18</td>
<td>21</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>Jan-Mar 2016</td>
<td>23</td>
<td>23</td>
<td>23</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td>Apr-Jun 2016</td>
<td>20</td>
<td>20</td>
<td>17</td>
<td>19</td>
<td>24</td>
</tr>
<tr>
<td>July-Sept 2016</td>
<td>8</td>
<td>7</td>
<td>5</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td><strong>Trip Booking, by Quarter</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Before July 2015</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>July-Sept 2015</td>
<td>11</td>
<td>10</td>
<td>12</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Oct-Dec 2015</td>
<td>15</td>
<td>15</td>
<td>18</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>Jan-Mar 2016</td>
<td>27</td>
<td>27</td>
<td>29</td>
<td>27</td>
<td>11</td>
</tr>
<tr>
<td>Apr-Jun 2016</td>
<td>29</td>
<td>29</td>
<td>25</td>
<td>28</td>
<td>39</td>
</tr>
<tr>
<td>July-Sept 2016</td>
<td>13</td>
<td>14</td>
<td>10</td>
<td>15</td>
<td>37</td>
</tr>
<tr>
<td><strong>Internet including apps and Travel Agent Usage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Used internet</td>
<td>68</td>
<td>71</td>
<td>70</td>
<td>71</td>
<td>64</td>
</tr>
<tr>
<td>Booked over internet</td>
<td>58</td>
<td>59</td>
<td>58</td>
<td>57</td>
<td>40</td>
</tr>
<tr>
<td>Used TravelAlaska.com</td>
<td>18</td>
<td>26</td>
<td>28</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Received Official State Vacation Planner</td>
<td>12</td>
<td>20</td>
<td>22</td>
<td>18</td>
<td>21</td>
</tr>
<tr>
<td>Booked through travel agent</td>
<td>35</td>
<td>34</td>
<td>41</td>
<td>35</td>
<td>12</td>
</tr>
<tr>
<td><strong>Other Sources – Top 10</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends/family/co-workers</td>
<td>51</td>
<td>48</td>
<td>48</td>
<td>48</td>
<td>34</td>
</tr>
<tr>
<td>Prior experience</td>
<td>23</td>
<td>19</td>
<td>15</td>
<td>19</td>
<td>28</td>
</tr>
<tr>
<td>Cruise line</td>
<td>22</td>
<td>13</td>
<td>17</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>Brochures</td>
<td>15</td>
<td>22</td>
<td>23</td>
<td>23</td>
<td>29</td>
</tr>
<tr>
<td>AAA</td>
<td>8</td>
<td>12</td>
<td>13</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Other travel guide/book</td>
<td>6</td>
<td>12</td>
<td>13</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Tour company</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Magazine</td>
<td>5</td>
<td>7</td>
<td>8</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Television</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Milepost</td>
<td>4</td>
<td>11</td>
<td>10</td>
<td>11</td>
<td>44</td>
</tr>
</tbody>
</table>
### Table 13.9 - Trip Planning (Cont’d)
#### Interior Region and Communities (%)

<table>
<thead>
<tr>
<th></th>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trip Decision, by Quarter</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Before July 2015</td>
<td>19</td>
<td>20</td>
<td>17</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>July-Sept 2015</td>
<td>14</td>
<td>13</td>
<td>17</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>Oct-Dec 2015</td>
<td>19</td>
<td>16</td>
<td>22</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>Jan-Mar 2016</td>
<td>23</td>
<td>18</td>
<td>19</td>
<td>29</td>
<td>25</td>
</tr>
<tr>
<td>Apr-Jun 2016</td>
<td>17</td>
<td>23</td>
<td>17</td>
<td>14</td>
<td>19</td>
</tr>
<tr>
<td>July-Sept 2016</td>
<td>8</td>
<td>10</td>
<td>7</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td><strong>Trip Booking, by Quarter</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Before July 2015</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>July-Sept 2015</td>
<td>5</td>
<td>4</td>
<td>6</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Oct-Dec 2015</td>
<td>12</td>
<td>13</td>
<td>16</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>Jan-Mar 2016</td>
<td>24</td>
<td>17</td>
<td>31</td>
<td>33</td>
<td>11</td>
</tr>
<tr>
<td>Apr-Jun 2016</td>
<td>36</td>
<td>37</td>
<td>28</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td>July-Sept 2016</td>
<td>21</td>
<td>28</td>
<td>17</td>
<td>16</td>
<td>45</td>
</tr>
<tr>
<td><strong>Internet including apps and Travel Agent Usage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Used internet</td>
<td>79</td>
<td>73</td>
<td>86</td>
<td>89</td>
<td>64</td>
</tr>
<tr>
<td>Booked over internet</td>
<td>61</td>
<td>56</td>
<td>75</td>
<td>71</td>
<td>38</td>
</tr>
<tr>
<td>Used TravelAlaska.com</td>
<td>28</td>
<td>29</td>
<td>42</td>
<td>25</td>
<td>31</td>
</tr>
<tr>
<td>Received Official State Vacation Planner</td>
<td>28</td>
<td>26</td>
<td>30</td>
<td>35</td>
<td>17</td>
</tr>
<tr>
<td>Booked through travel agent</td>
<td>12</td>
<td>15</td>
<td>13</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td><strong>Other Sources – Top 10</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends/family/co-workers</td>
<td>45</td>
<td>50</td>
<td>54</td>
<td>40</td>
<td>32</td>
</tr>
<tr>
<td>Prior experience</td>
<td>31</td>
<td>26</td>
<td>20</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>Cruise line</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Brochures</td>
<td>34</td>
<td>33</td>
<td>30</td>
<td>33</td>
<td>31</td>
</tr>
<tr>
<td>AAA</td>
<td>17</td>
<td>15</td>
<td>15</td>
<td>24</td>
<td>11</td>
</tr>
<tr>
<td>Other travel guide/book</td>
<td>16</td>
<td>16</td>
<td>18</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td>Tour company</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Magazine</td>
<td>12</td>
<td>16</td>
<td>10</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Television</td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Milepost</td>
<td>40</td>
<td>32</td>
<td>28</td>
<td>32</td>
<td>38</td>
</tr>
</tbody>
</table>
### TABLE 13.10 - Top 10 Websites/Apps Used to Plan/Book
Interior Region and Communities (%)

<table>
<thead>
<tr>
<th></th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Plan Book</td>
<td>Plan Book</td>
<td>Plan Book</td>
<td>Plan Book</td>
<td>Plan Book</td>
</tr>
<tr>
<td>Airline websites</td>
<td>50 50</td>
<td>49 47</td>
<td>47 44</td>
<td>47 45</td>
<td>28 26</td>
</tr>
<tr>
<td>Cruise line websites</td>
<td>35 27</td>
<td>25 18</td>
<td>30 22</td>
<td>25 18</td>
<td>3 1</td>
</tr>
<tr>
<td>Google</td>
<td>28 4</td>
<td>34 5</td>
<td>38 6</td>
<td>34 4</td>
<td>41 10</td>
</tr>
<tr>
<td>Trip Advisor</td>
<td>23 3</td>
<td>26 4</td>
<td>29 5</td>
<td>25 4</td>
<td>23 5</td>
</tr>
<tr>
<td>Expedia</td>
<td>14 10</td>
<td>16 12</td>
<td>16 13</td>
<td>14 11</td>
<td>15 11</td>
</tr>
<tr>
<td>Hotel/lodge/RV Park</td>
<td>11 10</td>
<td>15 12</td>
<td>15 11</td>
<td>13 10</td>
<td>21 12</td>
</tr>
<tr>
<td>Tour company websites</td>
<td>11 8</td>
<td>17 13</td>
<td>20 15</td>
<td>14 10</td>
<td>12 8</td>
</tr>
<tr>
<td>Car/RV rental websites</td>
<td>10 9</td>
<td>18 17</td>
<td>19 17</td>
<td>16 13</td>
<td>13 12</td>
</tr>
<tr>
<td>Travelocity</td>
<td>7 2</td>
<td>6 3</td>
<td>6 3</td>
<td>6 3</td>
<td>3 1</td>
</tr>
<tr>
<td>Facebook</td>
<td>7 &lt;1</td>
<td>5 &lt;1</td>
<td>6 &lt;1</td>
<td>6 &lt;1</td>
<td>7 &lt;1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan Book</td>
<td>Plan Book</td>
<td>Plan Book</td>
<td>Plan Book</td>
<td>Plan Book</td>
</tr>
<tr>
<td>Airline websites</td>
<td>48 46</td>
<td>51 48</td>
<td>49 48</td>
<td>58 48</td>
</tr>
<tr>
<td>Cruise line websites</td>
<td>7 5</td>
<td>4 5</td>
<td>12 6</td>
<td>17 10</td>
</tr>
<tr>
<td>Google</td>
<td>38 7</td>
<td>44 8</td>
<td>49 11</td>
<td>33 8</td>
</tr>
<tr>
<td>Trip Advisor</td>
<td>32 6</td>
<td>31 2</td>
<td>41 8</td>
<td>35 9</td>
</tr>
<tr>
<td>Expedia</td>
<td>16 9</td>
<td>21 14</td>
<td>20 17</td>
<td>16 17</td>
</tr>
<tr>
<td>Hotel/lodge/RV Park</td>
<td>18 12</td>
<td>15 12</td>
<td>25 16</td>
<td>20 21</td>
</tr>
<tr>
<td>Tour company websites</td>
<td>17 14</td>
<td>12 12</td>
<td>19 15</td>
<td>23 21</td>
</tr>
<tr>
<td>Car/RV rental websites</td>
<td>22 19</td>
<td>30 21</td>
<td>28 25</td>
<td>32 28</td>
</tr>
<tr>
<td>Travelocity</td>
<td>9 3</td>
<td>6 2</td>
<td>7 4</td>
<td>12 3</td>
</tr>
<tr>
<td>Facebook</td>
<td>6 &lt;1</td>
<td>12 1</td>
<td>11 &lt;1</td>
<td>5</td>
</tr>
</tbody>
</table>

AVSP 7 – Section 13: Summary Profiles – Interior Region and Communities

McDowell Group • Page 13-12
## TABLE 13.11 - Demographics
### Interior Region and Communities (%)

<table>
<thead>
<tr>
<th>Origin</th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western US</td>
<td>38</td>
<td>30</td>
<td>26</td>
<td>30</td>
<td>36</td>
</tr>
<tr>
<td>Southern US</td>
<td>21</td>
<td>23</td>
<td>24</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td>Midwestern US</td>
<td>15</td>
<td>19</td>
<td>20</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>Eastern US</td>
<td>10</td>
<td>12</td>
<td>13</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Canada</td>
<td>7</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>Other International</td>
<td>9</td>
<td>12</td>
<td>14</td>
<td>16</td>
<td>12</td>
</tr>
</tbody>
</table>

### Other Demographics

<table>
<thead>
<tr>
<th>Origin</th>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western US</td>
<td>30</td>
<td>32</td>
<td>37</td>
<td>29</td>
<td>32</td>
</tr>
<tr>
<td>Southern US</td>
<td>21</td>
<td>19</td>
<td>18</td>
<td>28</td>
<td>7</td>
</tr>
<tr>
<td>Midwestern US</td>
<td>15</td>
<td>18</td>
<td>20</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Eastern US</td>
<td>10</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Canada</td>
<td>5</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>25</td>
</tr>
<tr>
<td>Other International</td>
<td>18</td>
<td>13</td>
<td>11</td>
<td>11</td>
<td>21</td>
</tr>
</tbody>
</table>

### Average Income

- **Glennallen**: $114,000<br>
- **Delta Junction**: $109,000<br>
- **Healy**: $111,000<br>
- **Copper Center**: $107,000<br>
- **Chicken**: $93,000
### TABLE 13.12 – Visitor Expenditures, Per Person
*Interior Region and Communities*

<table>
<thead>
<tr>
<th></th>
<th>All Visitors</th>
<th>Interior</th>
<th>Denali</th>
<th>Fairbanks</th>
<th>Tok</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average per-person total spent in Alaska</td>
<td>$1,057</td>
<td>$1,474</td>
<td>$1,575</td>
<td>$1,495</td>
<td>$1,401</td>
</tr>
<tr>
<td>Average per-person total spent in region/community</td>
<td>441</td>
<td>244</td>
<td>391</td>
<td>119</td>
<td></td>
</tr>
<tr>
<td>Lodging</td>
<td>146</td>
<td>74</td>
<td>141</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>Tours/activity/entertainment</td>
<td>78</td>
<td>83</td>
<td>36</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Gifts/souvenirs/clothing</td>
<td>44</td>
<td>26</td>
<td>39</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Food/beverage</td>
<td>103</td>
<td>49</td>
<td>99</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Rental cars/fuel/transportation</td>
<td>52</td>
<td>6</td>
<td>66</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>18</td>
<td>6</td>
<td>10</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Glennallen</th>
<th>Delta Junction</th>
<th>Healy</th>
<th>Copper Center</th>
<th>Chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average per-person total spent in Alaska</td>
<td>$1,785</td>
<td>$1,563</td>
<td>$2,044</td>
<td>$1,526</td>
<td>$1,330</td>
</tr>
<tr>
<td>Average per-person total spent in region/community</td>
<td>66</td>
<td>62</td>
<td>282</td>
<td>107</td>
<td>50</td>
</tr>
<tr>
<td>Lodging</td>
<td>21</td>
<td>6</td>
<td>94</td>
<td>27</td>
<td>5</td>
</tr>
<tr>
<td>Tours/activity/entertainment</td>
<td>-</td>
<td>9</td>
<td>31</td>
<td>23</td>
<td>7</td>
</tr>
<tr>
<td>Gifts/souvenirs/clothing</td>
<td>3</td>
<td>6</td>
<td>10</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>Food/beverage</td>
<td>15</td>
<td>28</td>
<td>47</td>
<td>27</td>
<td>12</td>
</tr>
<tr>
<td>Rental cars/fuel/transportation</td>
<td>17</td>
<td>13</td>
<td>11</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>-</td>
<td>89</td>
<td>11</td>
<td>-</td>
</tr>
</tbody>
</table>