

# ALASKA

TRAVEL INDUSTRY ASSOCIATION

## Alaska Summer 2022 Visitor Profile Report

Destination  Analysts





# CONTENTS

Research Overview & Methodology	3
Visitor Summary	6
Total Visitors	7
Leisure Visitors	11
VFR Visitors	15
Business Visitors	19
Cruise Visitors	23
Independent Visitors	27
Guided Group Visitors	31
Western US Visitors	35
Eastern US Visitors	39
International Visitors	43
Trip Details	47
Visitor Activities	65
Visitor Experience	73
Trip Planning & Media	79
Markets & Demographics	86
Appendix: Cruise Visitors	89
Appendix: Guided Group Visitors	97
Appendix: Visitors by Region	101

# RESEARCH OBJECTIVES

This report presents the findings of the Summer 2022 Visitor Profile study of travelers to Alaska, conducted by Destination Analysts on behalf of the Alaska Travel Industry Association. The study was conducted in three parts, with the primary objectives of:

- Developing a profile of Alaska visitors, including their psychographics, travel personas, and demographics
- Understand their travel behaviors and motivations, as well as in-destination activities and spend
- Collect data to calculate Alaska visitor volume and spending estimates by region and segment
- Gauge visitors' in-destination experience and identify what is successful, what can be added, and what can be improved

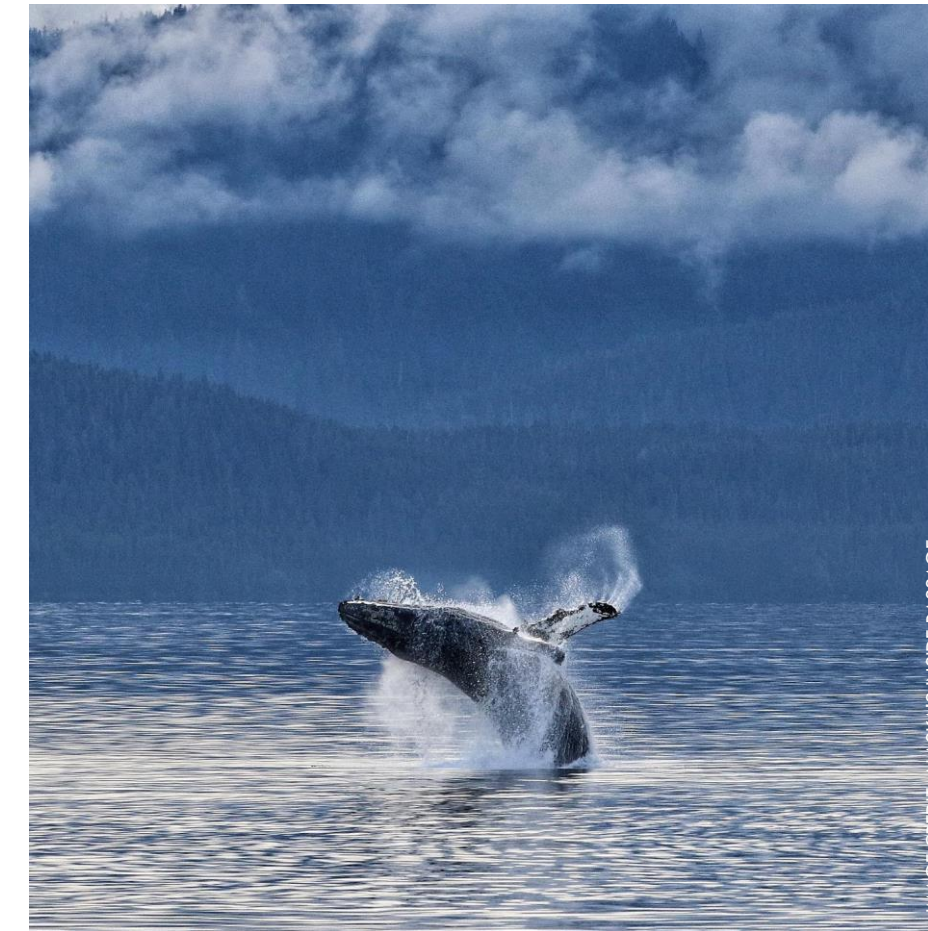


# RESEARCH METHODOLOGY

The three components of the Summer 2022 Visitor Profile study included:

1. Intercept survey of visitors to Alaska, collected monthly. Intercept sites included Anchorage, Denali, Fairbanks, Juneau, Kenai Peninsula, and Cordova.
2. Online panel survey of U.S. travelers who visited Alaska.
3. Online survey of Alaska Travel Industry Association partners' owned audiences who visited Alaska.

A total of 2,922 surveys were collected for travel between May – October 2022. This include 1,317 intercept surveys, 830 panel surveys, and 775 partner surveys. Participants were age 18+ and must have resided outside Alaska. Results were weighted by both origin and destination markets using geolocation data.



# DEFINITIONS

**Total Visitors** – All visitors who traveled to Alaska between May – October 2022.

**Domestic/U.S. Visitors** – Visitors who reside in the U.S.

**Western U.S. Visitors** – Visitors who reside in the 12 states east of the Rockies, including California, Washington, Oregon, Idaho, Nevada, Arizona, New Mexico, Colorado, Utah, Wyoming, Montana, and Hawaii.

**Eastern U.S. Visitors** – All other U.S. visitors who do not reside in the 12 western states.

**International Visitors** – Visitors who reside outside the U.S.

**Leisure Visitors** – Visitors who traveled to Alaska for leisure/personal reasons.

**Business Visitors** – Visitors who traveled to Alaska for business, convention, conference, or group meeting purposes.

**Visiting Friends and Relatives (VFR) Visitors** – Visitors who traveled to Alaska to visit friends or relatives.

**Cruise Visitors** – Visitors who arrived or departed Alaska by cruise ship.

**Guided Group Visitors** – Visitors who traveled to Alaska via a guided group tour.

**Independent Visitors** – Visitors who did not travel to Alaska via cruise ship or on a guided group tour.

# VISITOR SUMMARY



# SUMMER 2022 VISITORS *Summary*

## DEMOGRAPHICS

- **In Summer 2022, visitors to Alaska were 50 years of age on average, skewed slightly more male (53%), were likely to be married (80%), and had an average household income of over \$115,000 per year.** One third had children in their household (35%). The majority of visitors identified as White/Caucasian (86%). One in ten had accessibility needs in their travel party (14%).

## TRIP PURPOSE

- **Just over half of visitors to Alaska in Summer 2022 were cruise travelers (51%).** Less than half were independent travelers (46%) or on a guided group tour (3%).
- **Three quarters of visitors were traveling for leisure purposes (76%).** This was followed distantly by visiting friends/family (11%), for business (9%), to attend a conference/convention (1%), or for government (1%). For more than half of visitors (53%), it was their first trip to the state.
- **Among the selection factors for choosing Alaska as a travel destination, half of visitors came for the scenic beauty (53%), nature/outdoors (51%), and/or wildlife (49%).** This was followed by adventure (35%), rest/relaxation (25%), and/or bucket list trip (30%).

## TRIP DETAILS

- **On average, visitors to Alaska spent 7.9 days on land in Summer 2022.** Half of visitors stayed on a cruise ship (51%), while four in ten stayed in a hotel (41%). A much smaller percentage stayed in a resort/lodge (19%), with friends/family (13%), and/or in a vacation rental (13%).
- **Nearly two thirds of visitors to Alaska in Summer 2022 traveled with their spouse/significant other (63%).** Around one in ten were traveling with their extended family (13%), a group of friends (12%), or solo (12%). One in five brought their children under the age of 18 (16%). On average, travel parties consisted of 3.5 persons.
- **The majority of visitors to Alaska in Summer 2022 went to the Southcentral region (79%), while half visited the Inside Passage (52%) and/or Interior (46%).** Less than one quarter went to the Southwest (24%) and/or the Arctic (16%).
- **On average, visitors to Alaska spent \$259 per person per day in-destination.** Food/dining accounted for the largest share of wallet (\$57 per person per day), followed by outdoor recreation/sightseeing/entertainment (\$48), shopping (\$47), and lodging (\$46). Just over one in ten visitors pre-purchased a package prior to arrival (13%).

## SATISFACTION, RECOMMEND, & RETURN

- **Visitors to Alaska were largely satisfied with their overall trip in Summer 2022 (86%).** Satisfaction was highest for service/hospitality (86%) and lowest for value for money (72%) and lodging (64%). Eight in ten visitors (80%) said they are likely to return in the future.

# SUMMER 2022 VISITORS *Who They Are*



## Gender

Female: 47%

Male: 53%



## Average Age: 50.4

Gen Z: 3%

Millennials: 30%

Gen Xers: 26%

Boomers or older: 42%



## Household Income

\$115,396



## Marital Status

Married/partnered: 80%

Single: 12%



## Ethnicity

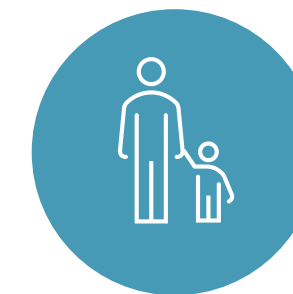
White/Caucasian: 86%

Black/African American: 4%

Asian/Pacific Islander: 4%

Hispanic/Latino: 3%

Native American/Indigenous: 2%



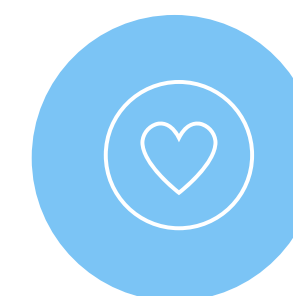
## Children in Household

Under 18: 35%



## Accessibility

Accessibility Needs in Travel Party: 14%



## Orientation

LGBTQ+: 5%



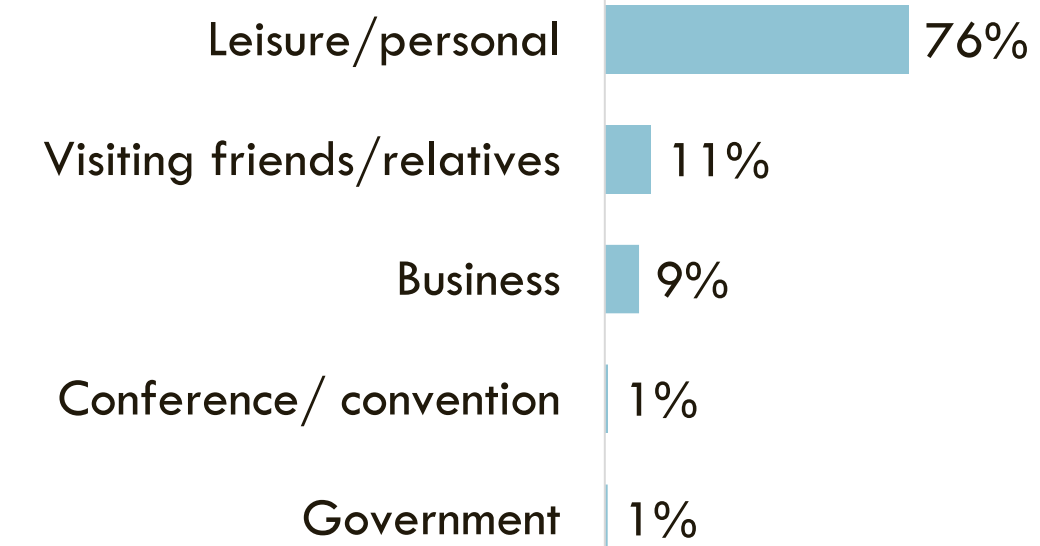
# SUMMER 2022 VISITORS *Trip Details*

## AVERAGE LENGTH OF STAY

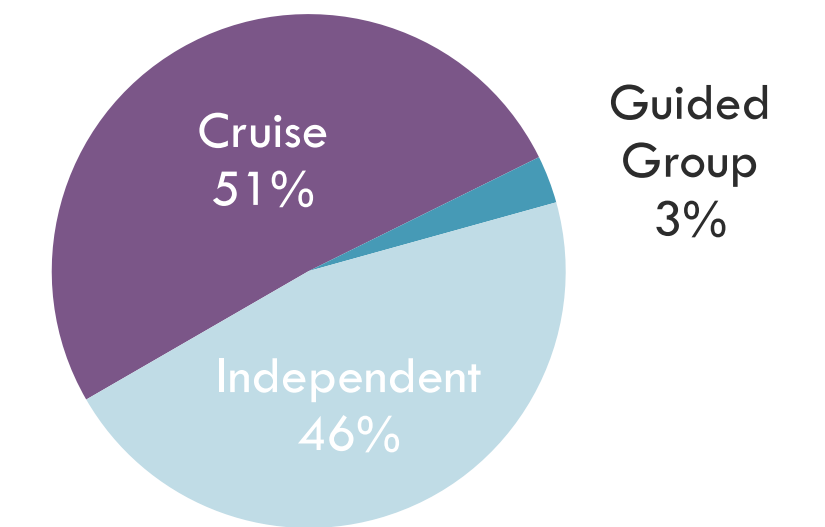
7.9

DAYS ON LAND

## PRIMARY PURPOSE



## TRAVELER TYPE



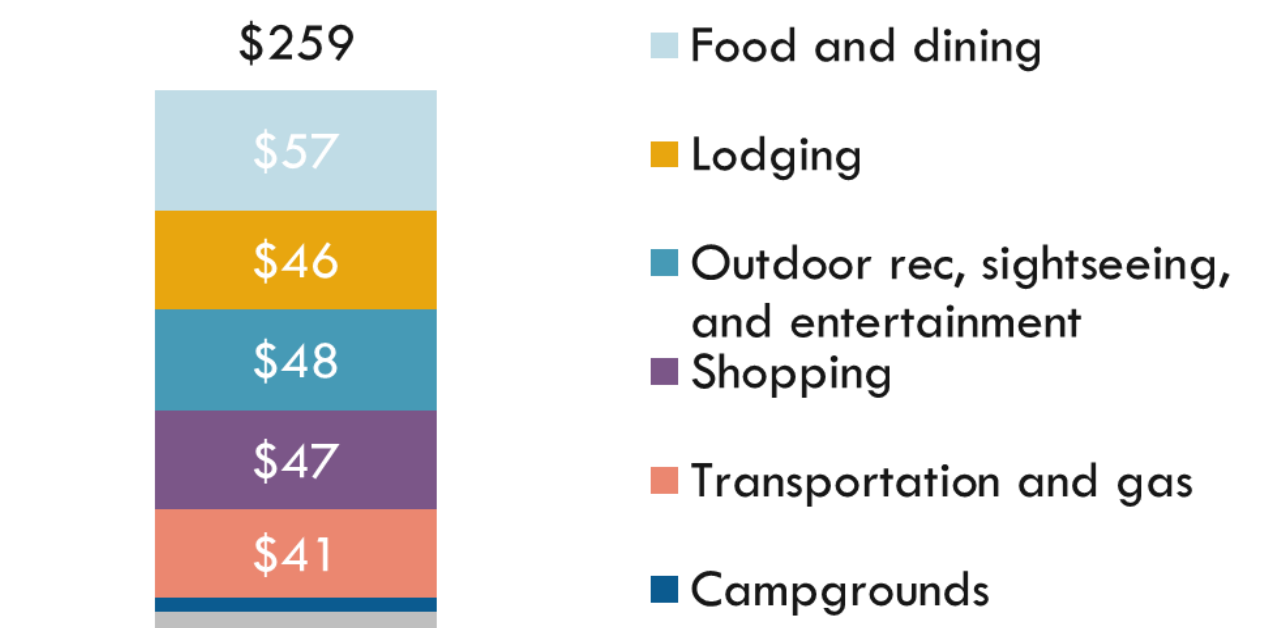
## TOP ACTIVITIES

Wildlife viewing	72%
Local cuisine	70%
Shopping	55%
Sightseeing excursions by boat	47%
Photography	45%
Breweries/distilleries	45%
Hiking	44%

## REGION VISITED

Southcentral	79%
Inside Passage	52%
Interior	46%
Southwest	24%
Arctic	16%

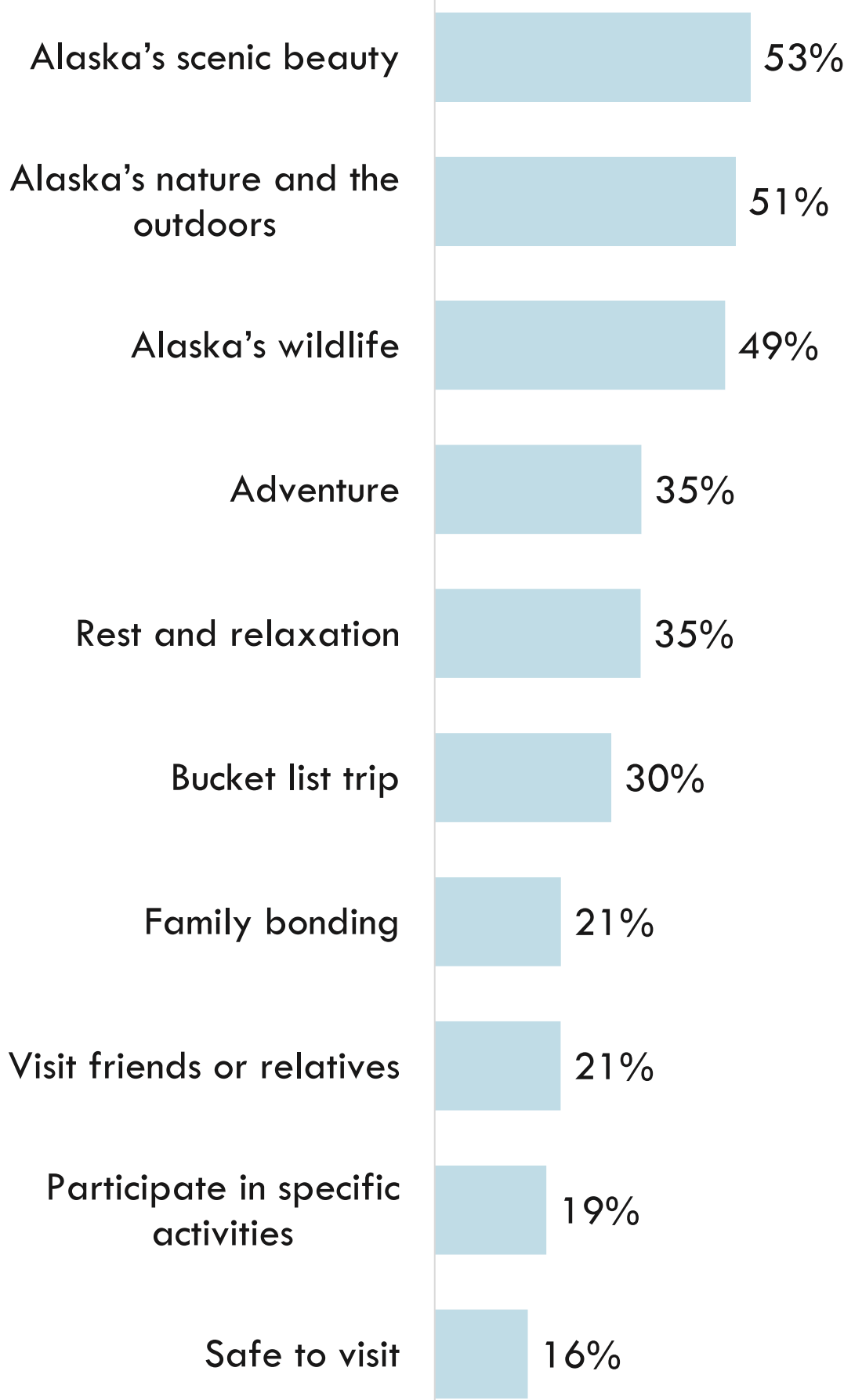
## AVERAGE DAILY SPEND PER PERSON



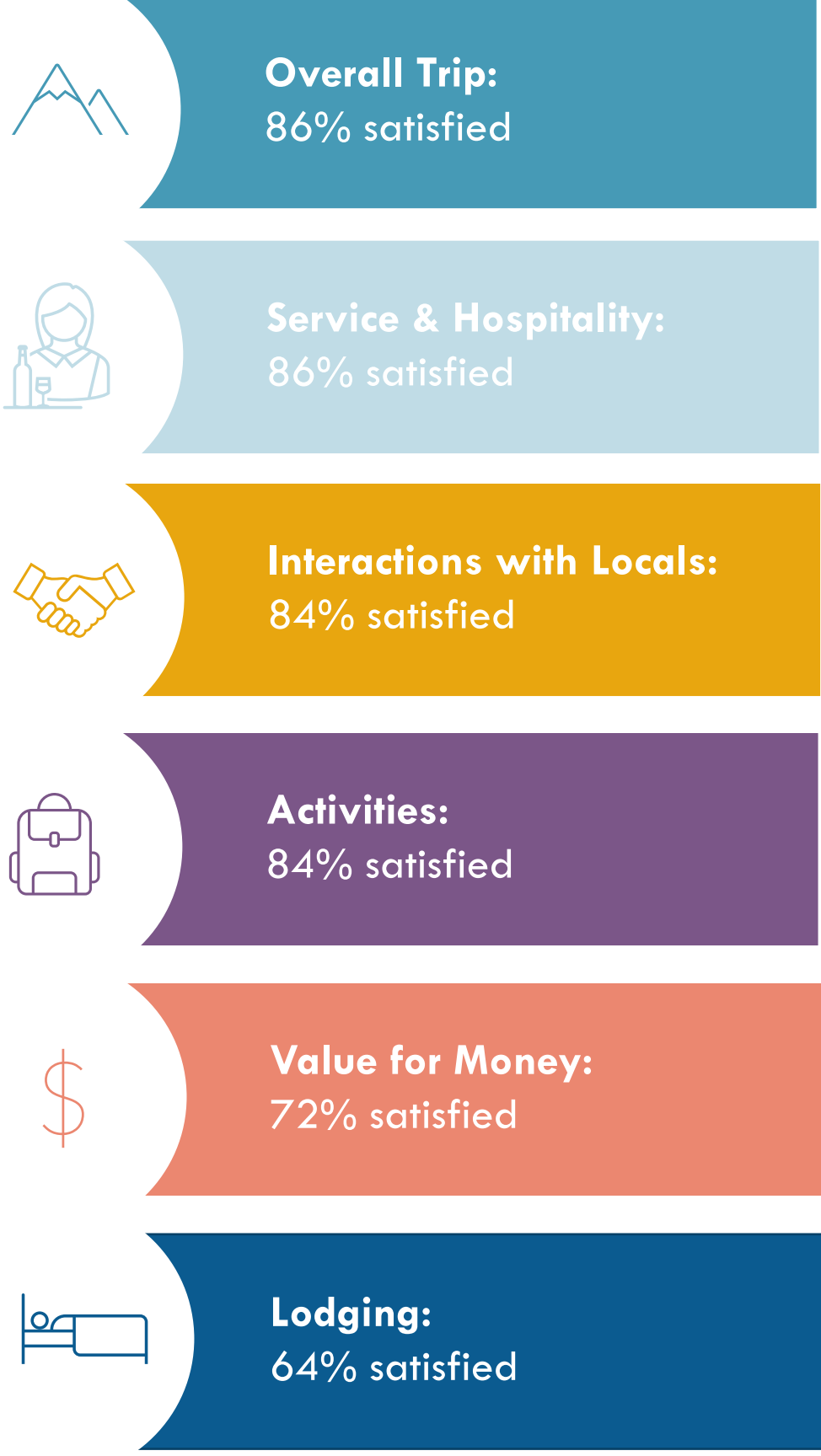
# SUMMER 2022 VISITORS *Destination Perceptions*



## SELECTION FACTORS



## SATISFACTION RATING

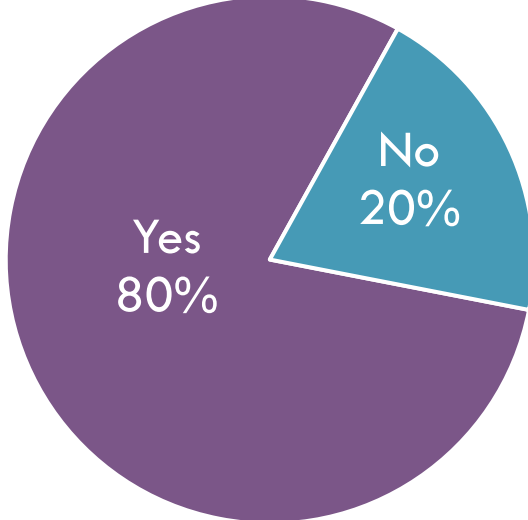


## LIKELIHOOD TO RECOMMEND



NET PROMOTER SCORE

## LIKELIHOOD TO RETURN





# LEISURE VISITORS *Summary*

## DEMOGRAPHICS

- **In Summer 2022, Leisure visitors to Alaska were 52 years of age on average, were evenly split between male and female, were likely to be married (83%), and had an average household income of over \$114,000 per year.** One third had children in their household (32%). The majority of visitors identified as White/Caucasian (88%). One in ten had accessibility needs in their travel party (14%).

## TRIP PURPOSE

- **Over half of Leisure visitors to Alaska in Summer 2022 were cruise travelers (57%).** Four in ten were independent travelers (39%), while four percent were on a guided group tour. For more than half of visitors (59%), it was their first trip to the state.
- **Among the selection factors for choosing Alaska as a travel destination, six in ten Leisure visitors came for the scenic beauty (64%), nature/outdoors (60%), and/or wildlife (57%).** This was followed by adventure (41%), rest/relaxation (39%), and/or bucket list trip (36%).

## TRIP DETAILS

- **On average, Leisure visitors to Alaska spent 7.7 days on land in Summer 2022.** More than half of Leisure visitors stayed on a cruise ship (57%), while four in ten stayed in a hotel (43%). A much smaller percentage stayed in a resort/lodge (20%) or in a vacation rental (14%).
- **Seven in ten Leisure visitors to Alaska in Summer 2022 traveled with their spouse/significant other (69%).** Around one in ten were traveling with their extended family (15%) and/or a group of friends (13%). One in five brought their children under the age of 18 (16%). On average, travel parties consisted of 3.7 persons.
- **The majority of Leisure visitors to Alaska in Summer 2022 went to the Southcentral region (78%), while half visited the Inside Passage (57%) and/or Interior (48%).** Less than one quarter went to the Southwest (25%) and/or the Arctic (16%).
- **On average, Leisure visitors to Alaska spent \$257 per person per day in-destination.** Food/dining accounted for the largest share of wallet (\$57 per person per day), followed by outdoor recreation/sightseeing/entertainment (\$49), shopping (\$48), and lodging (\$45). One fifth of Leisure visitors pre-purchased a package prior to arrival (17%).

## SATISFACTION, RECOMMEND, & RETURN

- **Leisure visitors to Alaska were mostly satisfied with their overall trip in Summer 2022 (85%).** Satisfaction was highest for service/hospitality (87%) and activities (87%), and lowest for value for money (73%) and lodging (65%). Three quarters (77%) of Leisure visitors said they are likely to return in the future.



# LEISURE VISITORS *Who They Are*



### Gender

Female: 49%  
Male: 51%



### Average Age: 52.0

Gen Z: 2%  
Millennials: 26%  
Gen Xers: 24%  
Boomers or older: 47%



### Household Income

\$114,345



### Marital Status

Married/partnered: 83%  
Single: 10%



### Ethnicity

White/Caucasian: 88%  
Black/African American: 3%  
Asian/Pacific Islander : 4%  
Hispanic/Latino: 3%  
Native American/Indigenous: 1%



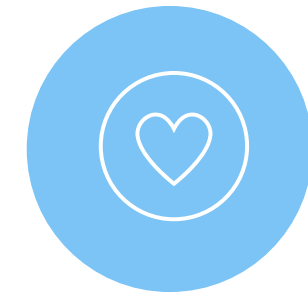
### Children in Household

Under 18: 32%



### Accessibility

Accessibility Needs in Travel Party: 14%



### Orientation

LGBTQ+: 3%



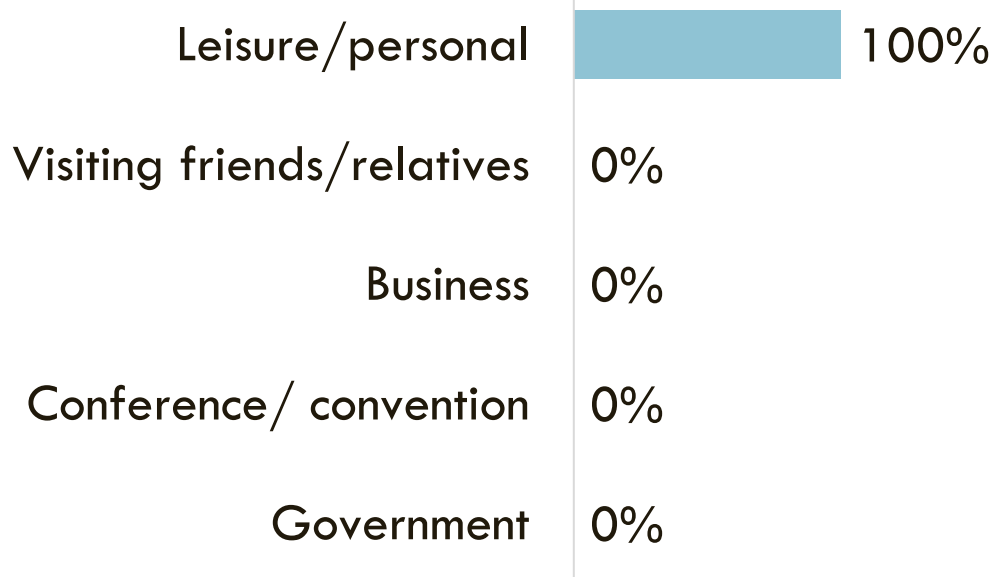
# LEISURE VISITORS *Trip Details*

## AVERAGE LENGTH OF STAY

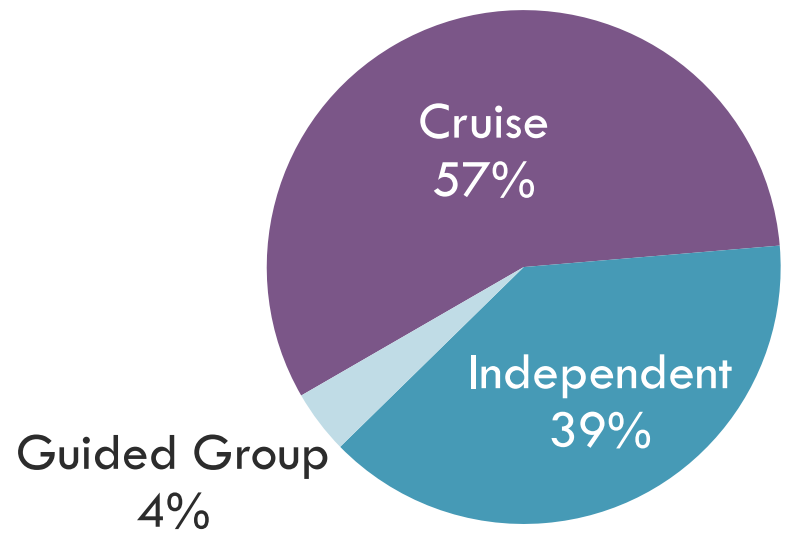
**7.7**

**DAYS ON LAND**

## PRIMARY PURPOSE



## TRAVELER TYPE



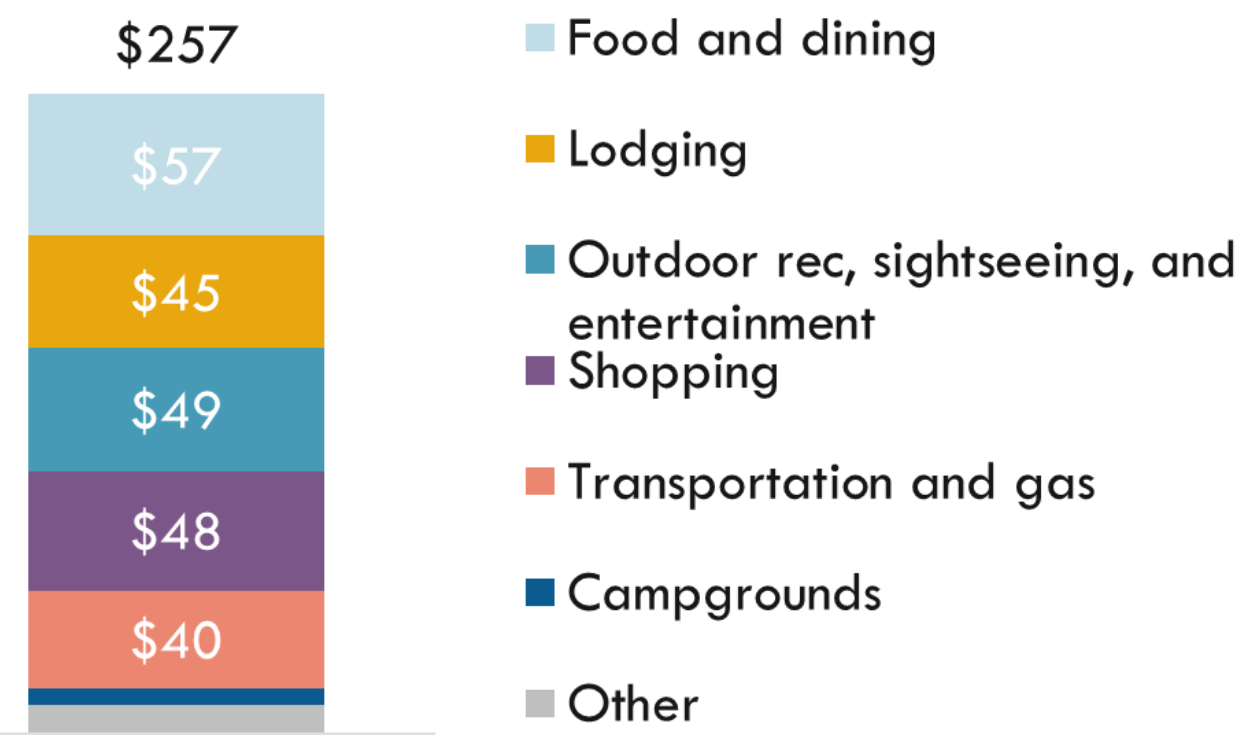
## TOP ACTIVITIES

Wildlife viewing	78%
Local cuisine	71%
Shopping	60%
Sightseeing excursions by boat	53%
Photography	48%
Hiking	47%
Breweries/distilleries	45%

## REGION VISITED

Southcentral	77%
Inside Passage	57%
Interior	48%
Southwest	25%
Arctic	16%

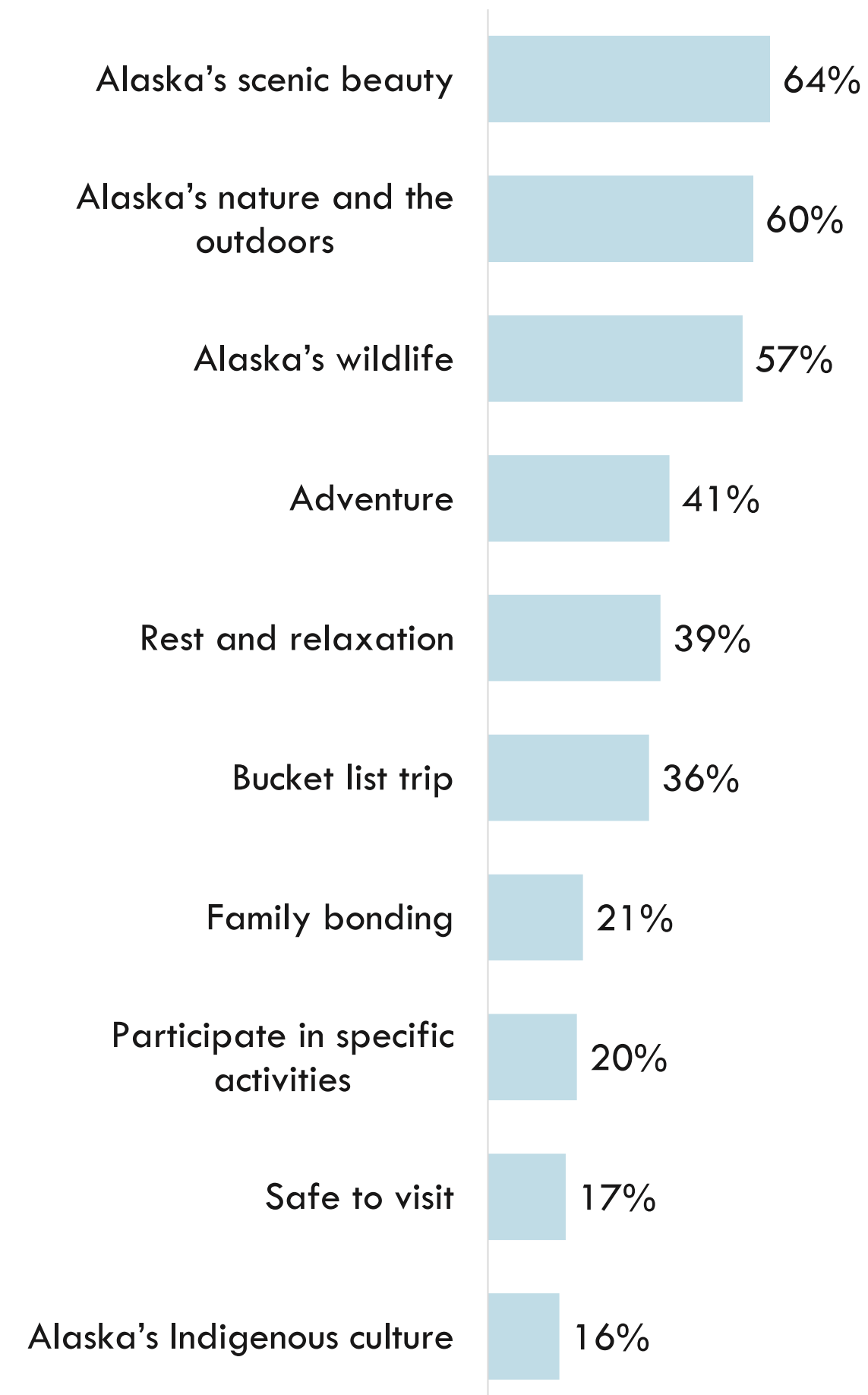
## AVERAGE DAILY SPEND PER PERSON





# LEISURE VISITORS *Destination Perceptions*

## SELECTION FACTORS



## SATISFACTION RATING

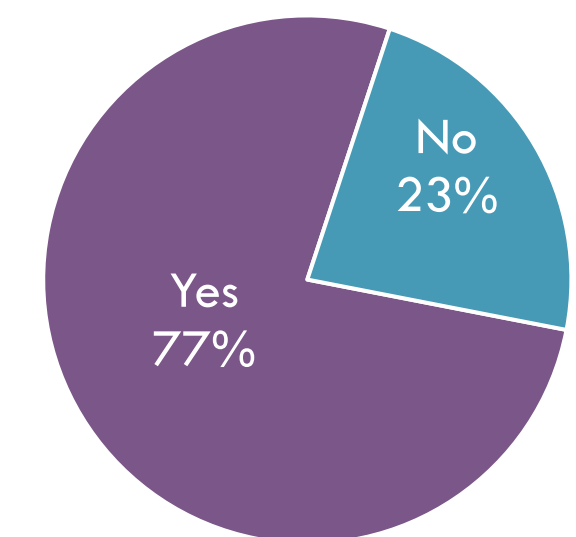


## LIKELIHOOD TO RECOMMEND

**80**

**NET PROMOTER SCORE**

## LIKELIHOOD TO RETURN



# VFR VISITORS *Summary*

## DEMOGRAPHICS

- **In Summer 2022, Visiting Friends or Relatives (VFR) visitors to Alaska were 46 years of age on average, skewed slightly more female (56%), were likely to be married (65%), and had an average household income of over \$107,000 per year.** Four in ten had children in their household (39%). The majority of visitors identified as White/Caucasian (80%), while one in ten were Black/African American (10%). One in ten had accessibility needs in their travel party (13%).

## TRIP PURPOSE

- **Three quarters of VFR visitors to Alaska in Summer 2022 were independent travelers (78%), while less than one quarter were cruise passengers (22%).** Six in ten VFR visitors (61%) had already visited the state previously.
- **Among the selection factors for choosing Alaska as a travel destination, seven in ten VFR visitors came specifically for visiting their friends/family (72%), while 39 percent were visiting for family bonding (39%).** One third were visiting for rest/relaxation purposes (32%).

## TRIP DETAILS

- **On average, VFR visitors to Alaska spent 7.3 days on land in Summer 2022.** More than half of VFR visitors stayed with their friends/family (55%), while one quarter stayed in a hotel (28%) and/or on a cruise ship (22%).
- **Half of VFR visitors to Alaska in Summer 2022 traveled with their spouse/significant other (50%), while one quarter were traveling solo (24%).** Over one in ten brought their children under the age of 18 (15%). On average, travel parties consisted of 2.5 persons.
- **The majority of VFR visitors to Alaska in Summer 2022 went to the Southcentral region (81%), while one third visited the Interior (35%) and one quarter the Inside Passage (23%).** Less than one in ten visited the Southwest (9%) and/or Arctic (3%) regions.
- **On average, VFR visitors to Alaska spent \$286 per person per day in-destination.** Transportation/gas accounted for the largest share of wallet (\$64 per person per day), followed by food/dining (\$59), outdoor recreation/sightseeing/entertainment (\$48), and shopping (\$47). Six percent of VFR visitors pre-purchased a package prior to arrival.

## SATISFACTION, RECOMMEND, & RETURN

- **VFR visitors to Alaska were mostly satisfied with their overall trip in Summer 2022 (88%).** Satisfaction was highest for interaction with locals (84%), and lowest for value for money (67%) and lodging (55%). Nine in ten (93%) of VFR visitors said they are likely to return in the future.

# VFR VISITORS *Who They Are*



## Gender

Female: 56%

Male: 44%



## Average Age: 45.7

Gen Z: 7%

Millennials: 38%

Gen Xers: 27%

Boomers or older: 29%



## Household Income

\$106,929



## Marital Status

Married/partnered: 65%

Single: 19%



## Ethnicity

White/Caucasian: 80%

Black/African American: 10%

Asian/Pacific Islander : 5%

Hispanic/Latino: 5%

Native American/Indigenous: 2%



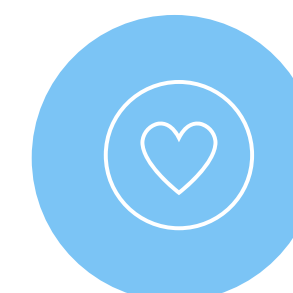
## Children in Household

Under 18: 39%



## Accessibility

Accessibility Needs in Travel Party: 13%



## Orientation

LGBTQ+: 15%



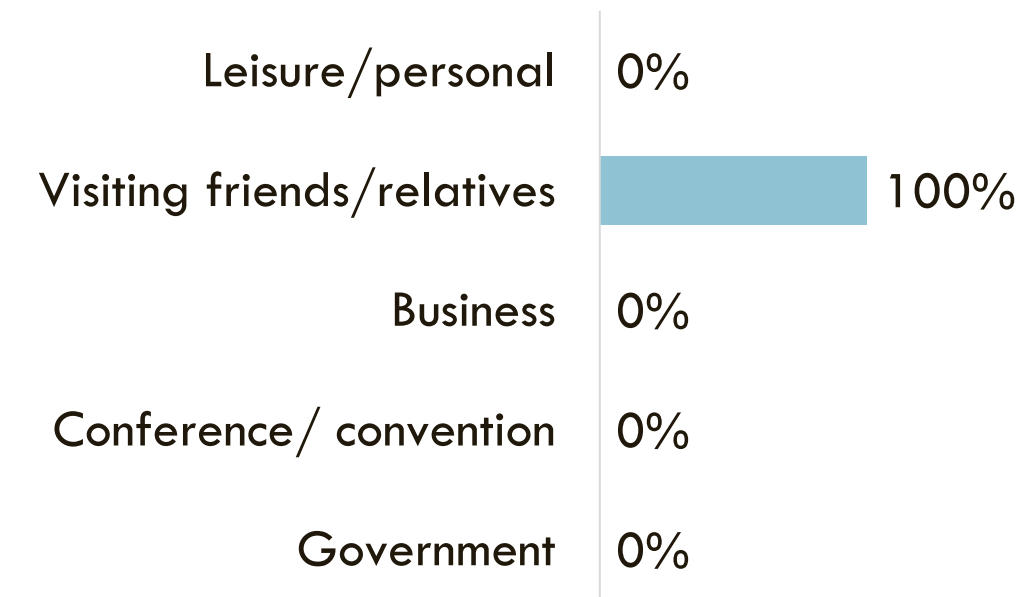
# VFR VISITORS *Trip Details*

## AVERAGE LENGTH OF STAY

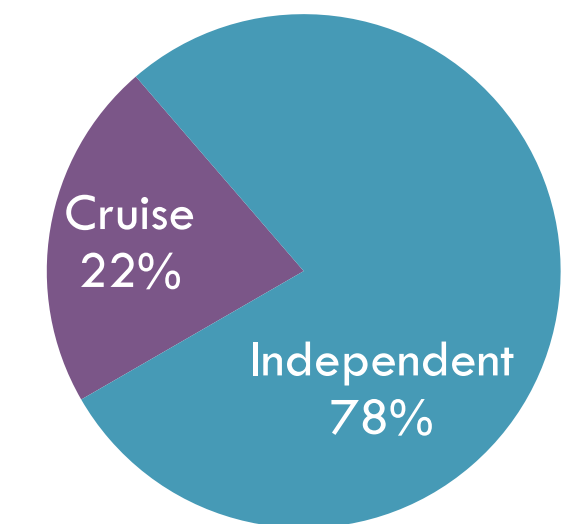
7.3

DAYS ON LAND

## PRIMARY PURPOSE



## TRAVELER TYPE



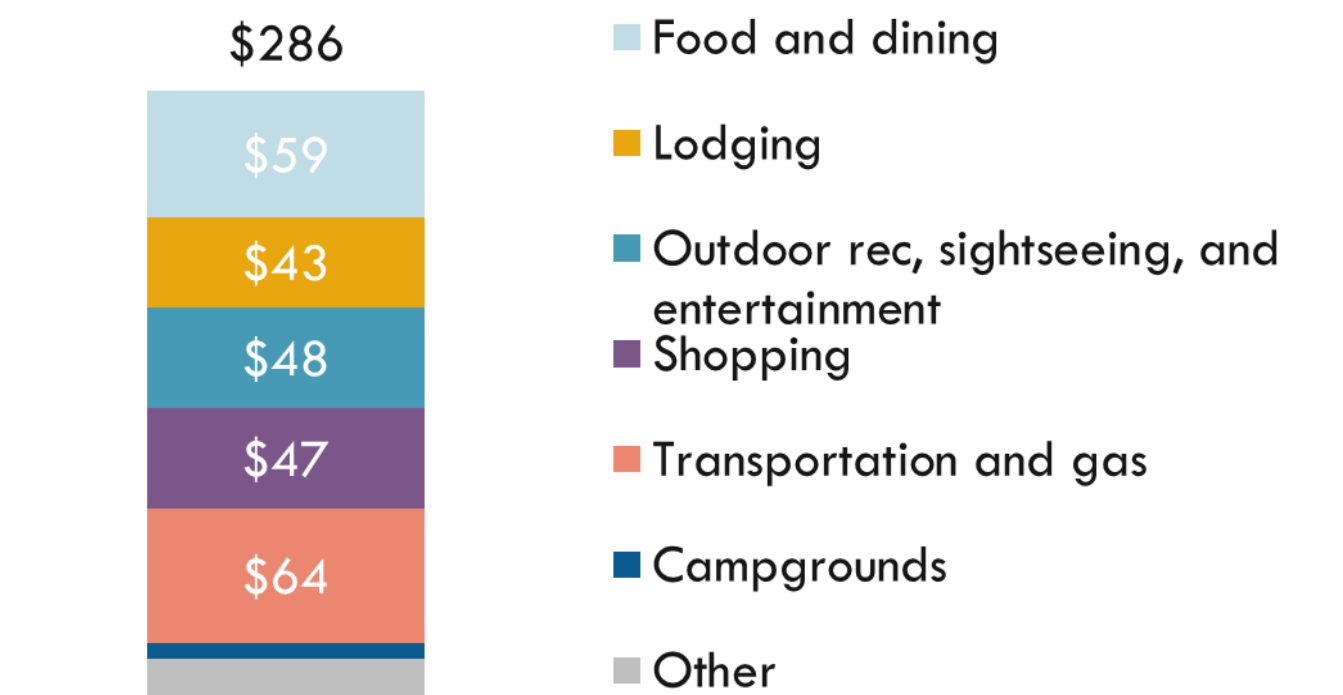
## TOP ACTIVITIES

Local cuisine	67%
Wildlife viewing	52%
Breweries/distilleries	45%
Shopping	41%
Photography	41%
Hiking	40%
Fishing	29%

## REGION VISITED

Southcentral	81%
Inside Passage	23%
Interior	35%
Southwest	9%
Arctic	3%

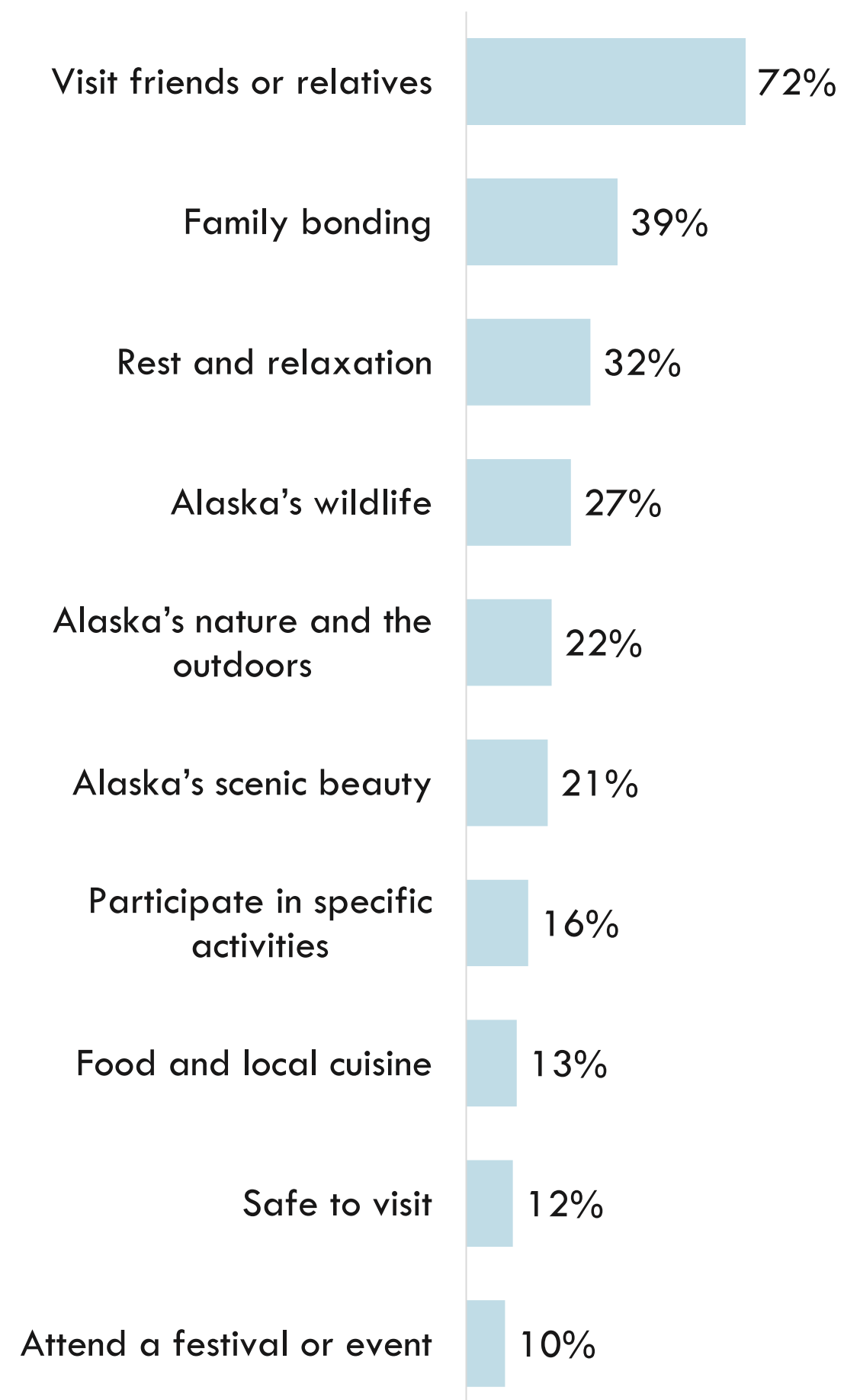
## AVERAGE DAILY SPEND PER PERSON



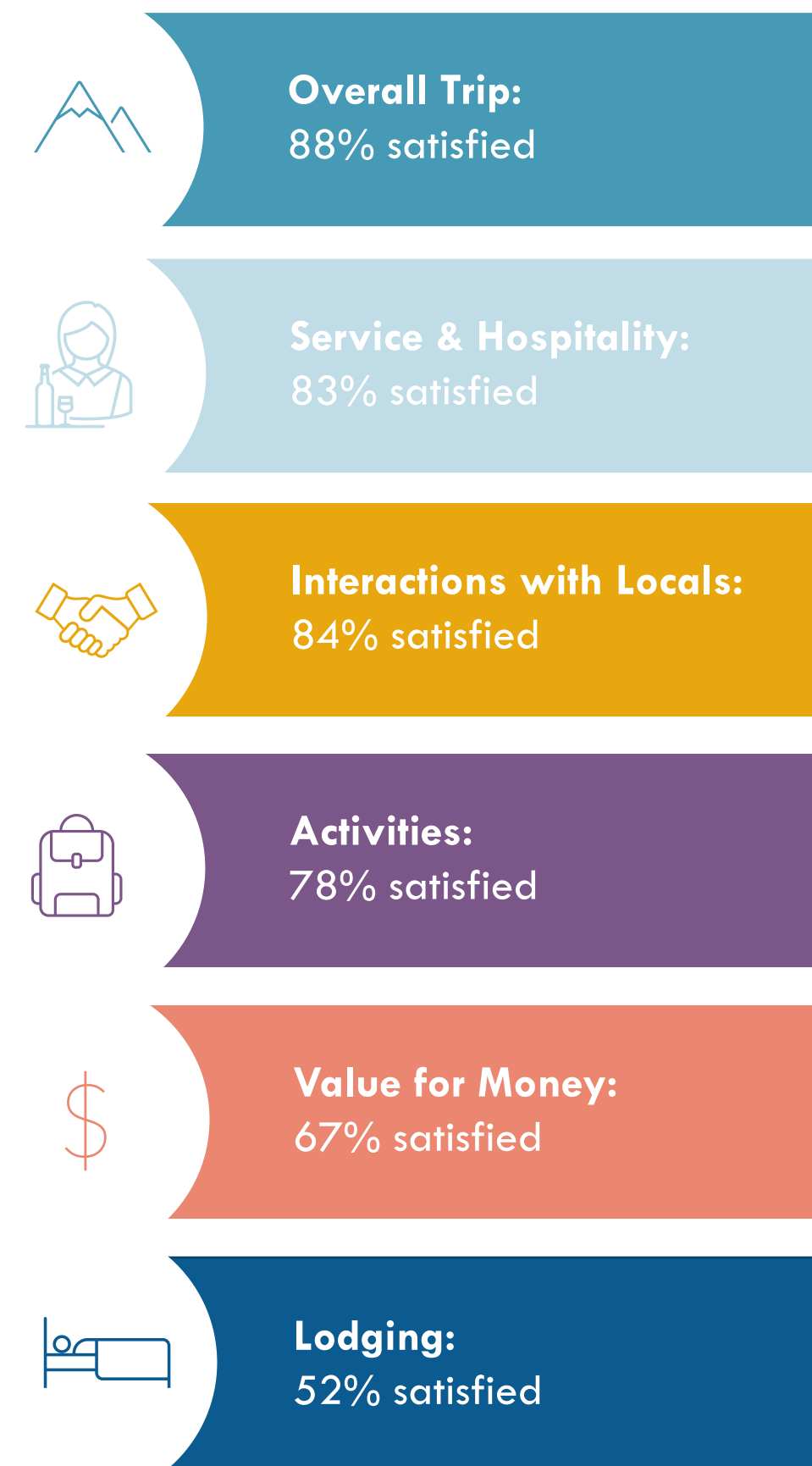
# VFR VISITORS *Destination Perceptions*



## SELECTION FACTORS



## SATISFACTION RATING

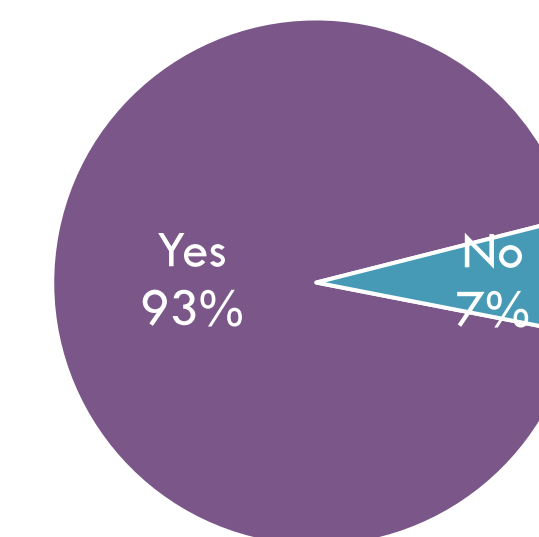


## LIKELIHOOD TO RECOMMEND

78

NET PROMOTER SCORE

## LIKELIHOOD TO RETURN



# BUSINESS VISITORS *Summary*



IMAGE CREDIT: ATTA

## DEMOGRAPHICS

- **In Summer 2022, Business/Convention visitors to Alaska were 43 years of age on average, were much more likely to be male (72%), were likely to be married (73%), and had an average household income of over \$133,000 per year.** Over half had children in their household (53%). The majority of visitors identified as White/Caucasian (85%), while one in ten were Black/African American (8%). One fifth had accessibility needs in their travel party (22%).

## TRIP PURPOSE

- **Over half of Business visitors to Alaska in Summer 2022 were independent travelers (56%), while four in ten were cruise travelers (44%).** Three quarters of Business visitors had been to the state previously (74%).
- **Among the selection factors for choosing Alaska as a travel destination, over half of Business travelers came specifically for business purposes (54%).** Less than one quarter also came for adventure (24%), nature/outdoors (21%), and/or Alaska's native culture (19%).

## TRIP DETAILS

- **On average, Business visitors to Alaska spent 9.3 days on land in Summer 2022.** Around four in ten stayed on a cruise ship (44%) and/or in a hotel (41%). This was followed distantly by backcountry lodge (15%) and/or cabin/yurt (10%).
- **Four in ten Business visitors to Alaska in Summer 2022 traveled solo (44%), while one third were traveling with their spouse/significant other (34%).** One in five brought their children under the age of 18 (20%). On average, travel parties consisted of 2.9 persons.
- **The majority of Business visitors to Alaska in Summer 2022 went to the Southcentral region (79%), while half visited the Inside Passage (49%).** Four in ten visited the Interior (41%) and/or Southwest (38%), while one third went to the Arctic (32%).
- **On average, Business visitors to Alaska spent \$228 per person per day in-destination.** Lodging accounted for the largest share of wallet (\$62 per person per day), followed by food/lodging (\$50) and outdoor recreation/sightseeing/entertainment (\$37). Less than one in ten Business visitors pre-purchased a package prior to arrival (6%).

## SATISFACTION, RECOMMEND, & RETURN

- **Business visitors to Alaska were mostly satisfied with their overall trip in Summer 2022 (84%).** Satisfaction was highest for service/hospitality (84%), and lowest for activities (73%) and lodging (69%). Nearly nine in ten (88%) of Business visitors said they are likely to return in the future.

# BUSINESS VISITORS *Who They Are*



## Gender

Female: 27%

Male: 72%



## Average Age: 43.4

Gen Z: 1%

Millennials: 47%

Gen Xers: 39%

Boomers or older: 13%



## Household Income

\$132,665



## Marital Status

Married/partnered: 73%

Single: 15%



## Ethnicity

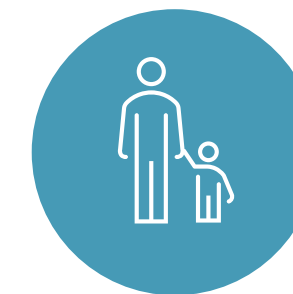
White/Caucasian: 85%

Black/African American: 8%

Asian/Pacific Islander : 3%

Hispanic/Latino: 4%

Native American/Indigenous: 2%



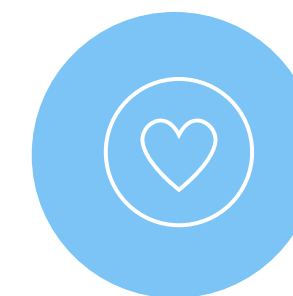
## Children in Household

Under 18: 53%



## Accessibility

Accessibility Needs in Travel Party: 22%



## Orientation

LGBTQ+: 9%

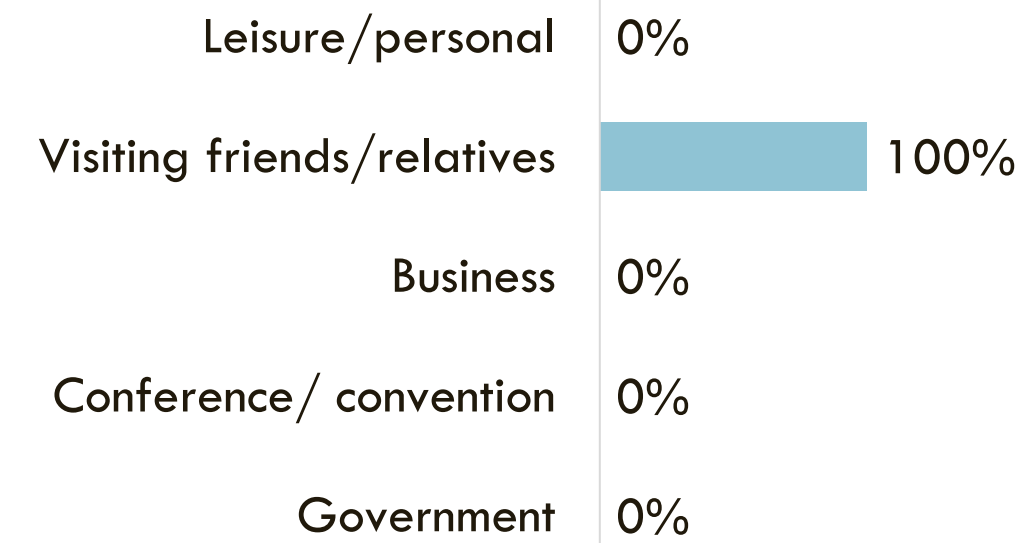
# BUSINESS VISITORS *Trip Details*

## AVERAGE LENGTH OF STAY

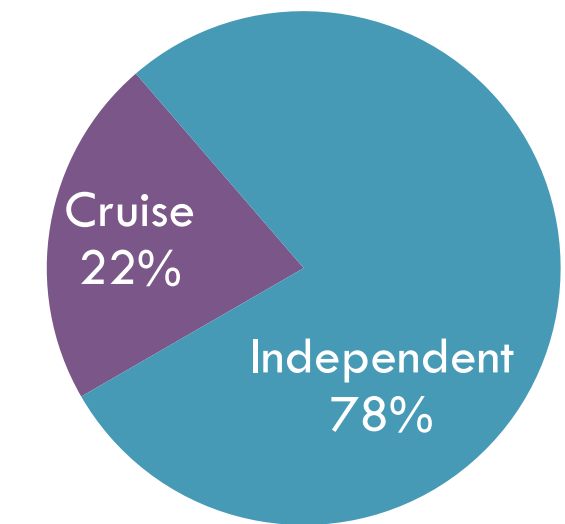
9.3

DAYS ON LAND

## PRIMARY PURPOSE



## TRAVELER TYPE



## TOP ACTIVITIES

Local cuisine	66%
Wildlife viewing	50%
Breweries/distilleries	43%
Shopping	32%
Photography	30%
Hiking	28%
Museums/galleries	28%

## REGION VISITED

Southcentral	61%
Inside Passage	22%
Interior	15%
Southwest	2%
Arctic	0%

## AVERAGE DAILY SPEND PER PERSON

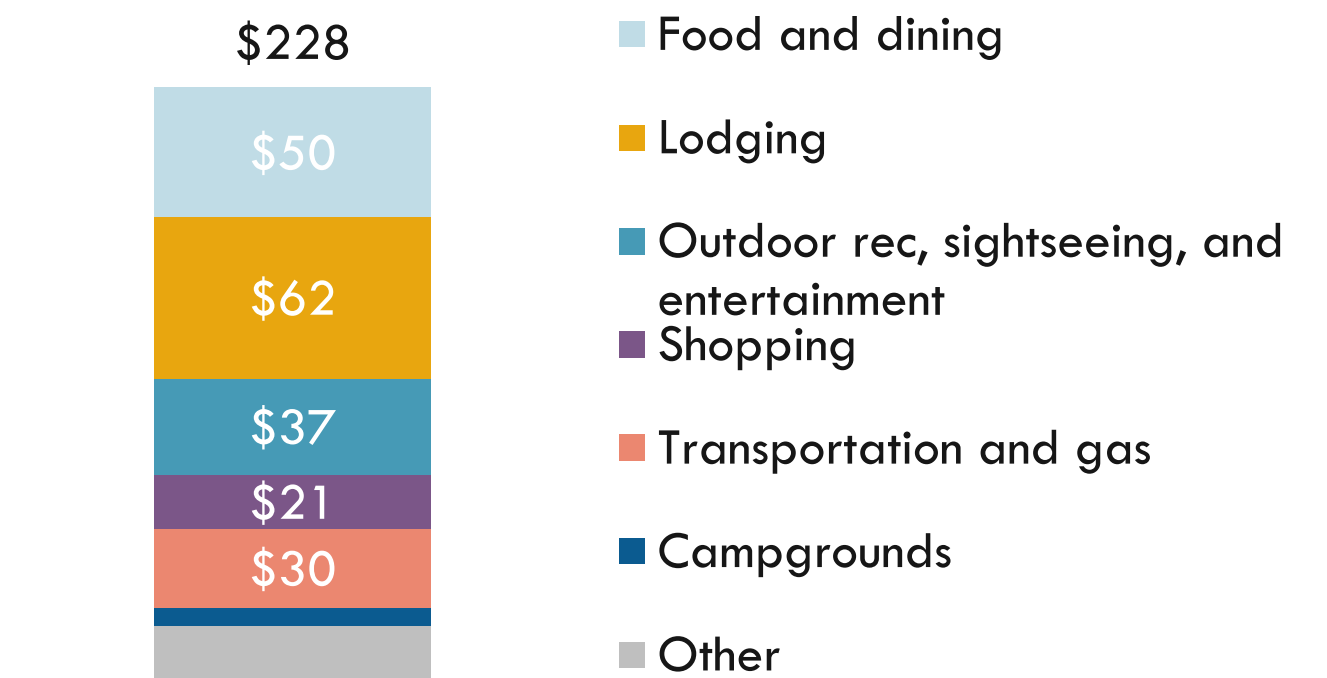


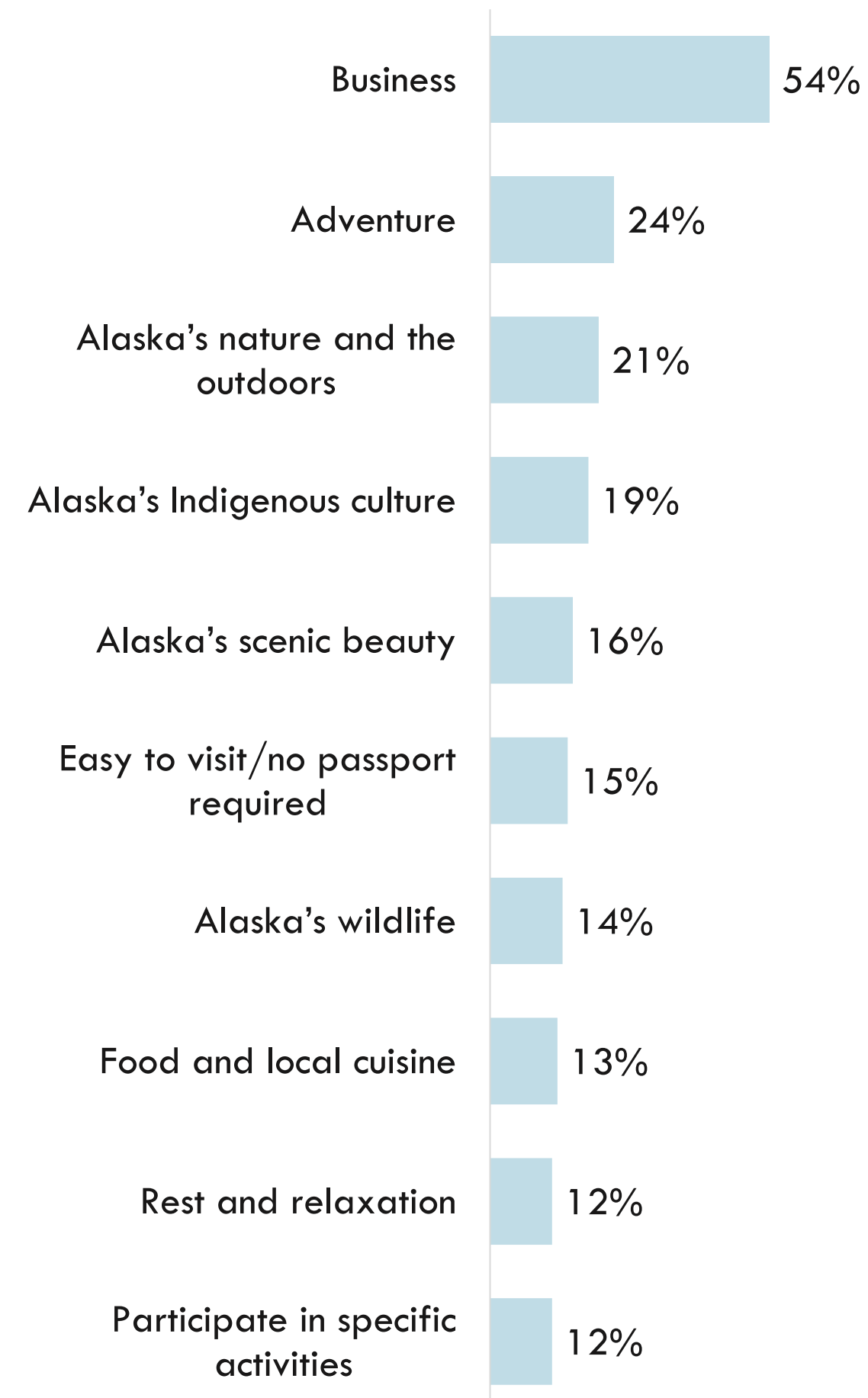
IMAGE CREDIT: ATTA

# BUSINESS VISITORS *Destination Perceptions*



IMAGE CREDIT: ATIA

## SELECTION FACTORS



## SATISFACTION RATING

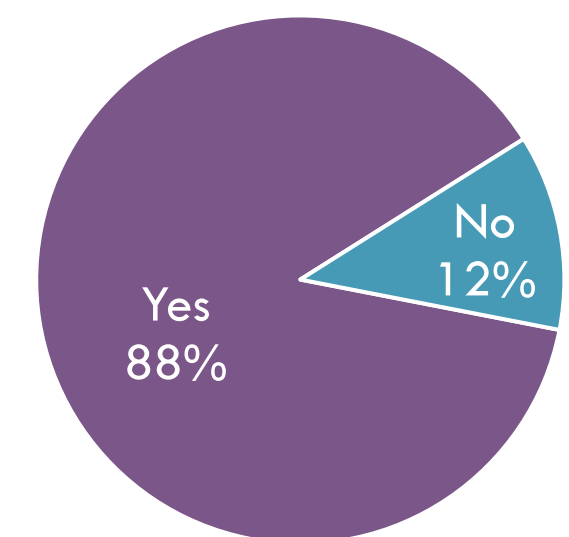


## LIKELIHOOD TO RECOMMEND

**79**

**NET PROMOTER SCORE**

## LIKELIHOOD TO RETURN



# CRUISE VISITORS *Summary*



## DEMOGRAPHICS

- **In Summer 2022, Cruise visitors to Alaska were 51 years of age on average, were slightly more likely to be male (53%), were likely to be married (87%), and had an average household income of over \$115,000 per year.** Four in ten had children in their household (44%). The majority of visitors identified as White/Caucasian (90%). One in five had accessibility needs in their travel party (20%).

## TRIP PURPOSE

- **Nearly all Cruise visitors to Alaska in Summer 2022 were traveling for leisure purposes (86%).** Less than one in ten were traveling for business (7%) or to visits friends/relatives (5%). For more than half of visitors (59%), it was their first trip to the state.
- **Among the selection factors for choosing Alaska as a travel destination, half of Cruise visitors came for the scenic beauty (50%), nature/outdoors (47%), and/or wildlife (45%).** This was followed by rest/relaxation (34%), adventure (31%), and/or bucket list trip (28%).

## TRIP DETAILS

- **On average, Cruise visitors to Alaska spent 5.8 days on land in Summer 2022.** Three quarters of Cruise visitors took an excursion on land (74%), while four in ten extended their trip pre- or post-cruise (42%). Of Cruise visitors who stayed on land, 35 percent stayed in a hotel, while 24 percent stayed in a resort/lodge.
- **Seven in ten Cruise visitors to Alaska in Summer 2022 traveled with their spouse/significant other (71%).** One fifth were traveling with their children under 18 (19%) and/or extended family (17%). On average, travel parties consisted of 4.1 persons.
- **The majority of Cruise visitors to Alaska in Summer 2022 went to the Southcentral region (80%), while three quarters visited the Inside Passage (73%).** This was followed by the Interior (51%), Southwest (37%), and/or the Arctic (26%).
- **On average, Cruise visitors to Alaska spent \$253 per person per day in-destination.** Shopping accounted for the largest share of wallet (\$62 per person per day), followed by food/dining (\$60), and outdoor recreation/sightseeing/entertainment (\$51).

## SATISFACTION, RECOMMEND, & RETURN

- **Cruise visitors to Alaska were mostly satisfied with their overall trip in Summer 2022 (83%).** Satisfaction was highest for service/hospitality (86%) and interactions with locals (85%), and lowest for value for money (77%) and lodging (71%). Three quarters (76%) of Cruise visitors said they are likely to return in the future.

# CRUISE VISITORS *Who They Are*



## Gender

Female: 47%

Male: 53%



## Average Age: 50.8

Gen Z: 1%

Millennials: 32%

Gen Xers: 26%

Boomers or older: 41%



## Household Income

\$114,966



## Marital Status

Married/partnered: 87%

Single: 7%



## Ethnicity

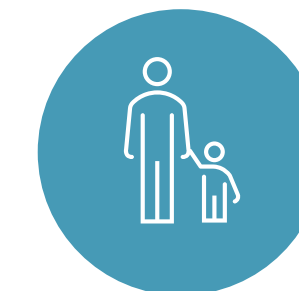
White/Caucasian: 90%

Black/African American: 3%

Asian/Pacific Islander : 2%

Hispanic/Latino: 2%

Native American/Indigenous: 1%



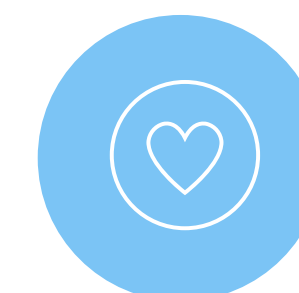
## Children in Household

Under 18: 44%



## Accessibility

Accessibility Needs in Travel Party: 20%



## Orientation

LGBTQ+: 3%



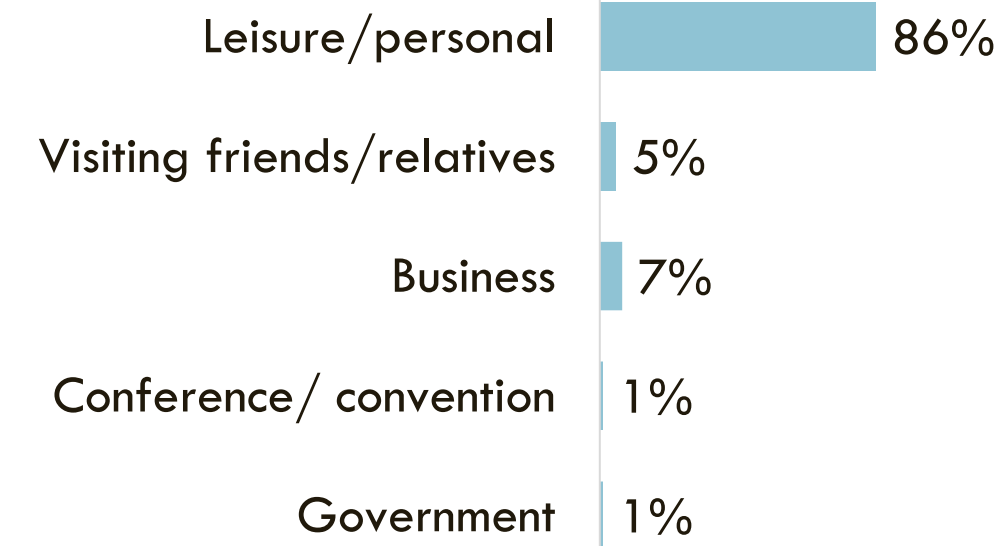
# CRUISE VISITORS *Trip Details*

## AVERAGE LENGTH OF STAY

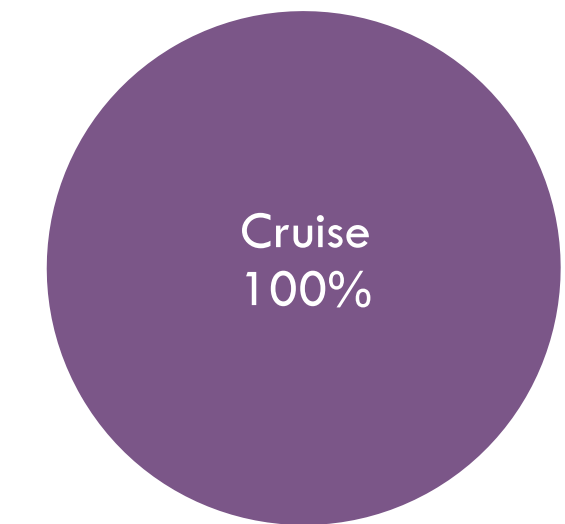
5.8

DAYS ON LAND

## PRIMARY PURPOSE



## TRAVELER TYPE



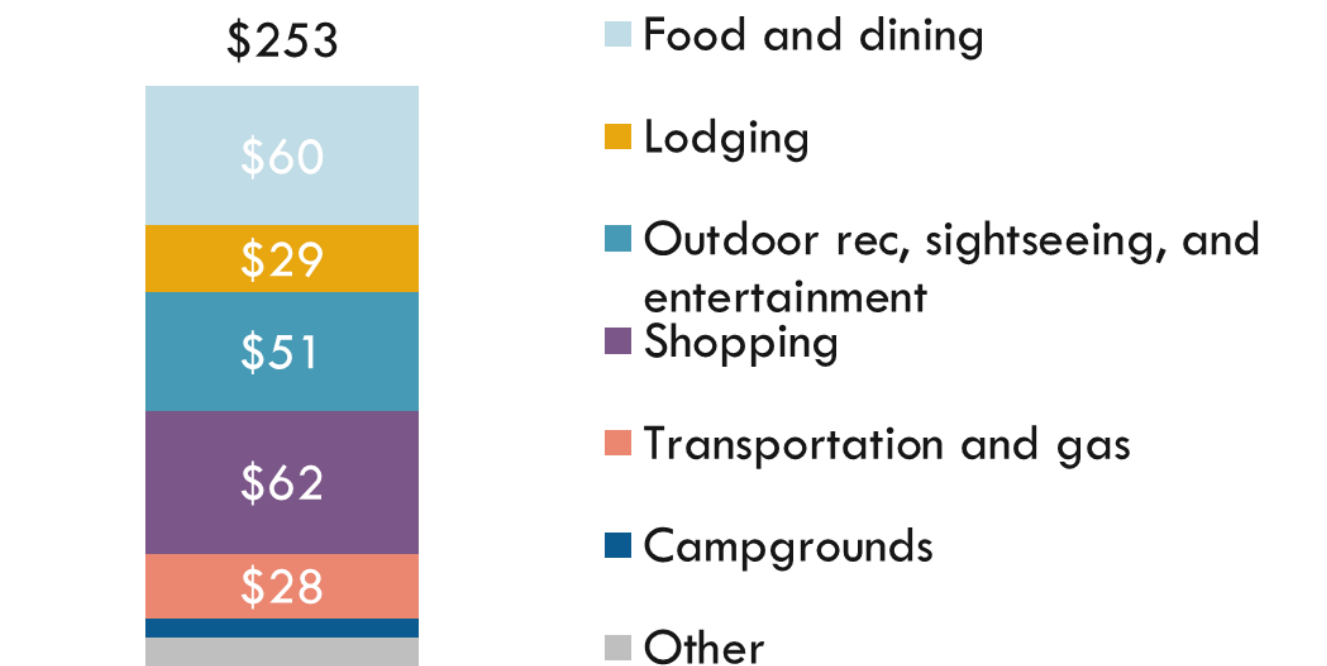
## TOP ACTIVITIES

Wildlife viewing	71%
Local cuisine	62%
Shopping	55%
Sightseeing excursions by boat	53%
Photography	43%
Breweries/distilleries	42%
Bear viewing	42%

## REGION VISITED

Southcentral	80%
Inside Passage	73%
Interior	51%
Southwest	37%
Arctic	26%

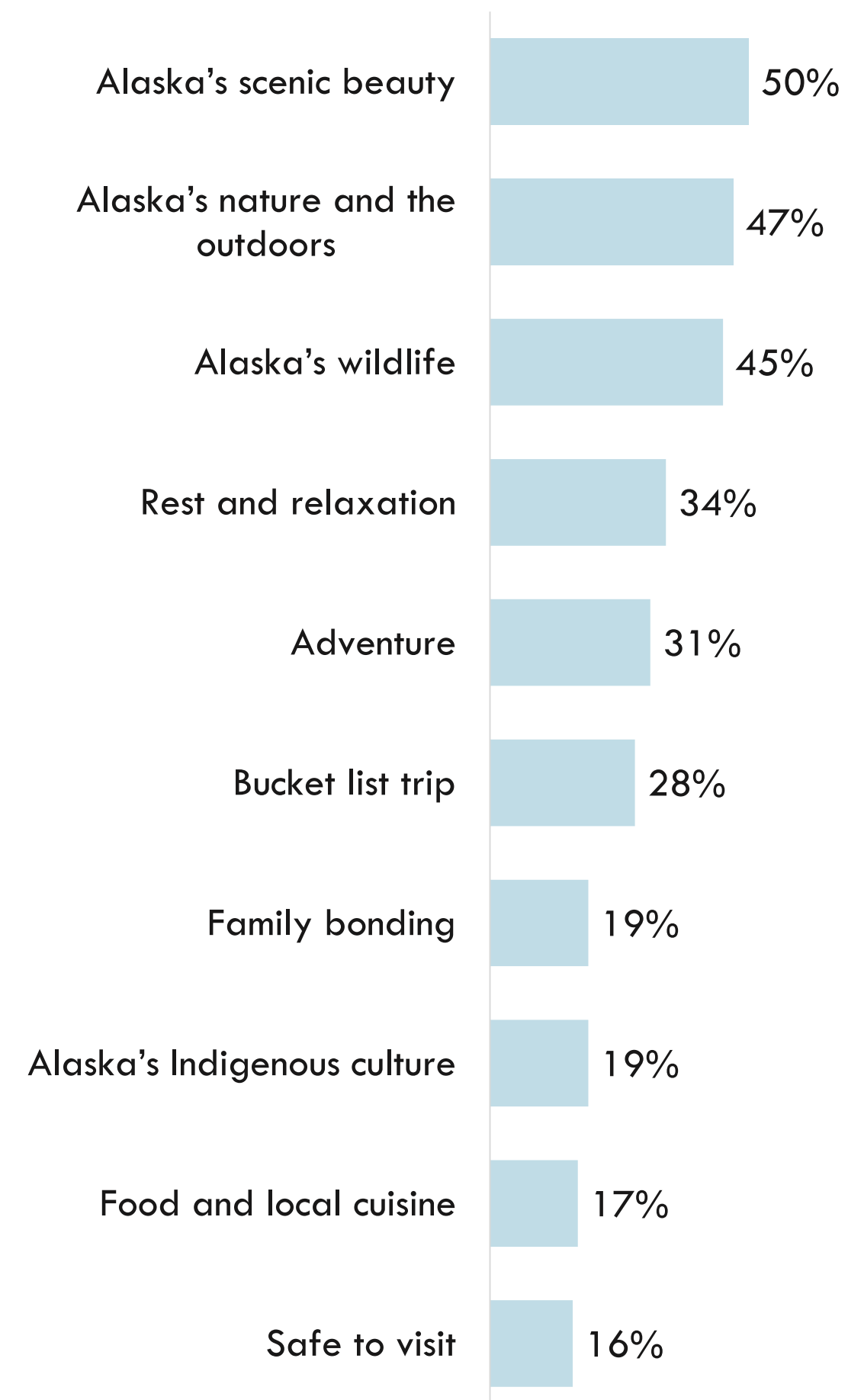
## AVERAGE DAILY SPEND PER PERSON



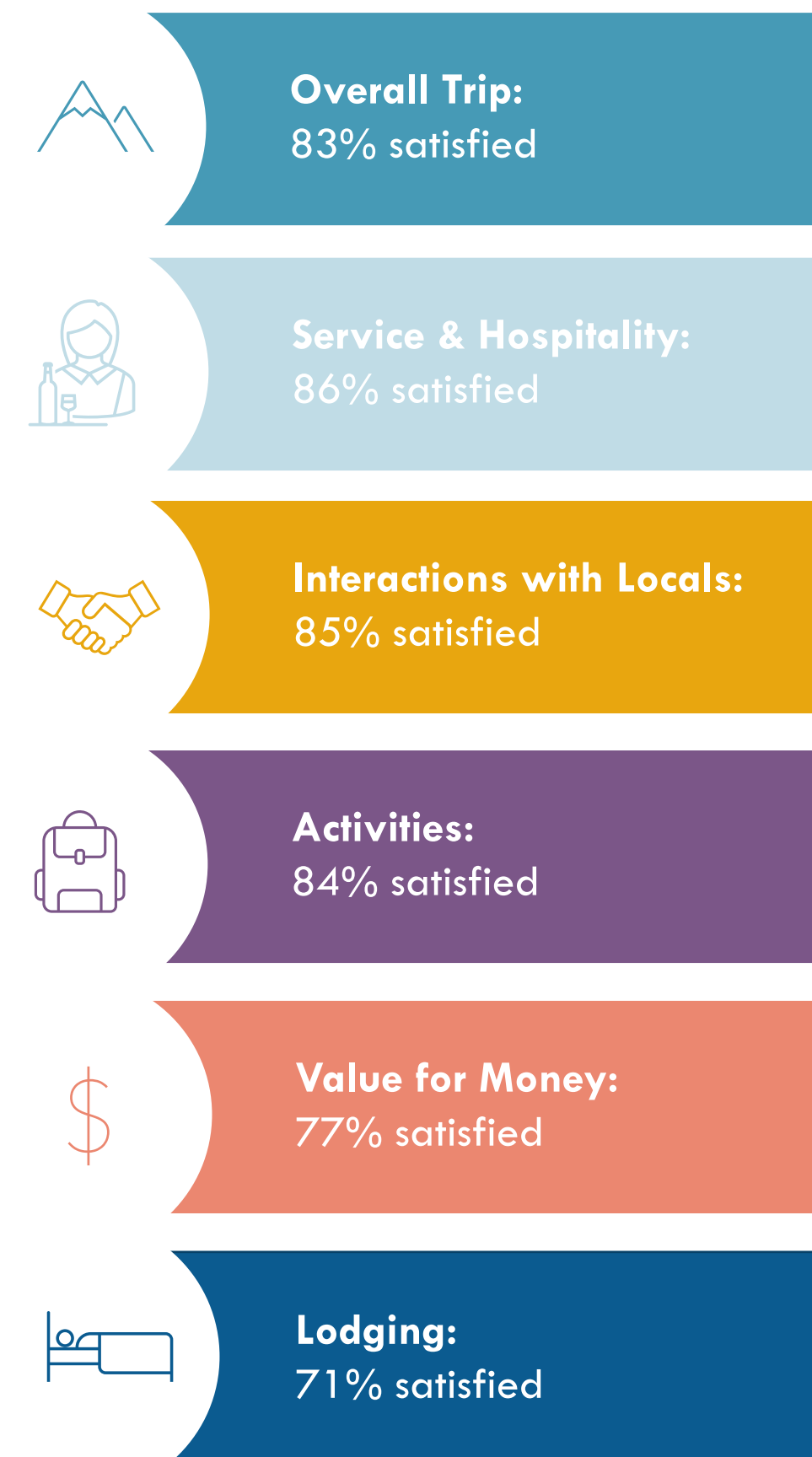
# CRUISE VISITORS *Destination Perceptions*



## SELECTION FACTORS



## SATISFACTION RATING

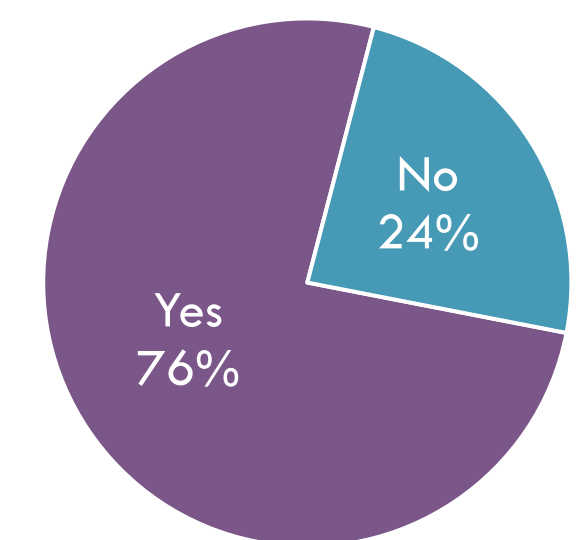


## LIKELIHOOD TO RECOMMEND

**73**

**NET PROMOTER SCORE**

## LIKELIHOOD TO RETURN



# INDEPENDENT VISITORS *Summary*

## DEMOGRAPHICS

- **In Summer 2022, Independent visitors to Alaska were 50 years of age on average, were slightly more likely to be male (53%), were likely to be married (71%), and had an average household income of over \$116,000 per year.** One quarter had children in their household (25%). The majority of visitors identified as White/Caucasian (86%). One in ten had accessibility needs in their travel party (10%).

## TRIP PURPOSE

- **Two thirds of Independent travelers were visiting for leisure purposes in Summer 2022 (64%).** A much smaller percentage were traveling to visit friends/relatives (19%), for business (11%), or a conference (1%). For half of Independent travelers (49%), it was their first visit to the state.
- **Among the selection factors for choosing Alaska as a travel destination, more than half of Independent travelers came for the scenic beauty (56%), nature/outdoors (54%), and/or wildlife (52%).** This was followed by adventure (38%) and/or rest/relaxation (36%). One in three were traveling as part of a bucket list trip or to visit friends/family (31% each).

## TRIP DETAILS

- **On average, Independent travelers to Alaska spent 10.1 days on land in Summer 2022.** Just under half stayed in a hotel (45%). A much smaller percentage stayed with friends/family (25%), in a vacation rental (22%), in a cabin/yurt (11%), or in a RV/motorhome (10%).
- **Half of Independent travelers to Alaska in Summer 2022 traveled with their spouse/significant other (54%), while one fifth were traveling solo (21%).** Around one in ten were traveling with their children under 18 (14%) and/or their friends (13%). On average, travel parties consisted of 2.8 persons.
- **The majority of Independent travelers to Alaska in Summer 2022 went to the Southcentral region (77%), while four in ten visited the Interior (39%).** This was followed distantly by the Inside Passage (28%), Southwest (10%), and Arctic (4%).
- **On average, Independent travelers to Alaska spent \$269 per person per day in-destination.** Lodging accounted for the largest share of wallet (\$70 per person per day), followed by transportation/gas (\$59), food/dining (\$54), and outdoor recreation/sightseeing/entertainment (\$43). One in ten Independent travelers pre-purchased a package prior to arrival (12%).

## SATISFACTION, RECOMMEND, & RETURN

- **Independent travelers to Alaska were largely satisfied with their overall trip in Summer 2022 (89%).** Satisfaction was highest for service/hospitality (85%), interactions with locals (83%), and activities (83%). Satisfaction was lowest with value for money (66%) and lodging (55%). Eight in ten (84%) of Independent travelers said they are likely to return in the future.

# INDEPENDENT VISITORS *Who They Are*



## Gender

Female: 47%

Male: 53%



## Average Age: 49.9

Gen Z: 4%

Millennials: 27%

Gen Xers: 27%

Boomers or older: 41%



## Household Income

\$116,195



## Marital Status

Married/partnered: 71%

Single: 16%



## Ethnicity

White/Caucasian: 86%

Black/African American: 4%

Asian/Pacific Islander : 4%

Hispanic/Latino: 4%

Native American/Indigenous: 2%



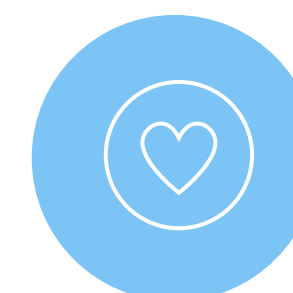
## Children in Household

Under 18: 25%



## Accessibility

Accessibility Needs in Travel Party: 10%



## Orientation

LGBTQ+: 7%

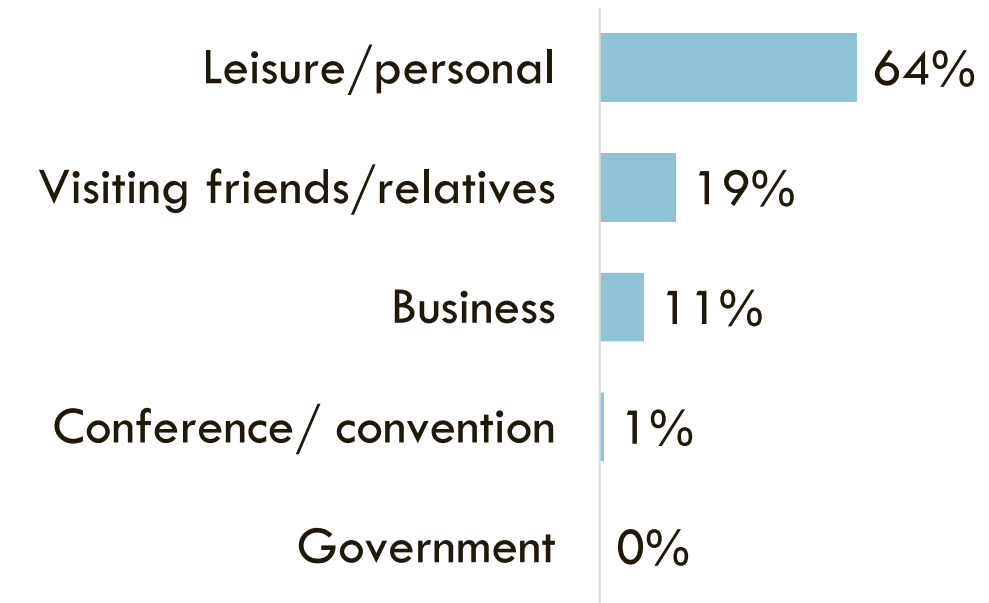
# INDEPENDENT VISITORS *Trip Details*

## AVERAGE LENGTH OF STAY

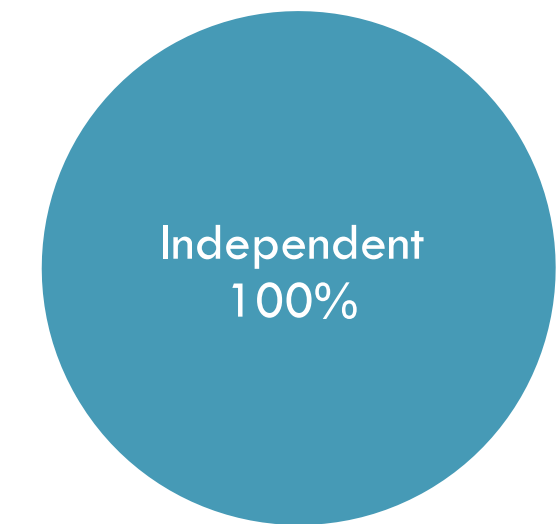
10.1

DAYS ON LAND

## PRIMARY PURPOSE



## TRAVELER TYPE



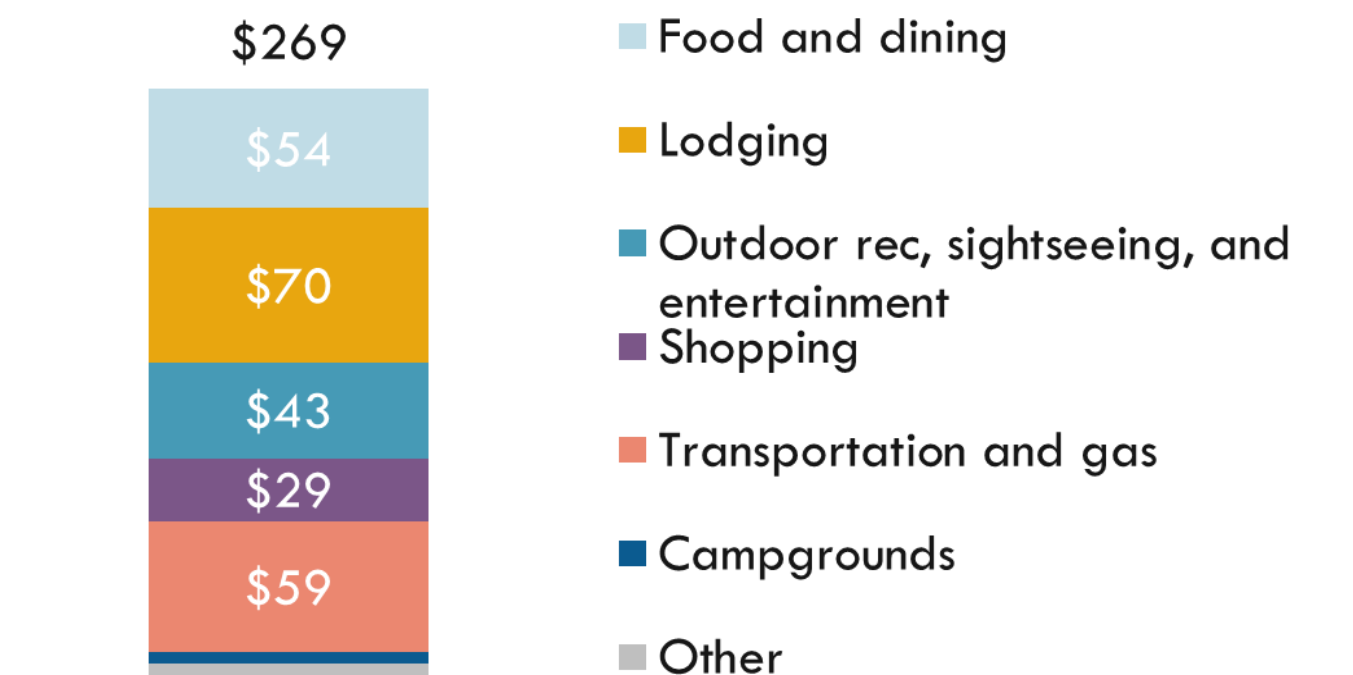
## TOP ACTIVITIES

Local cuisine	80%
Wildlife viewing	72%
Shopping	54%
Hiking (day)	54%
Breweries/distilleries	47%
Photography	45%
Museums/galleries	40%

## REGION VISITED

Southcentral	77%
Inside Passage	28%
Interior	39%
Southwest	10%
Arctic	4%

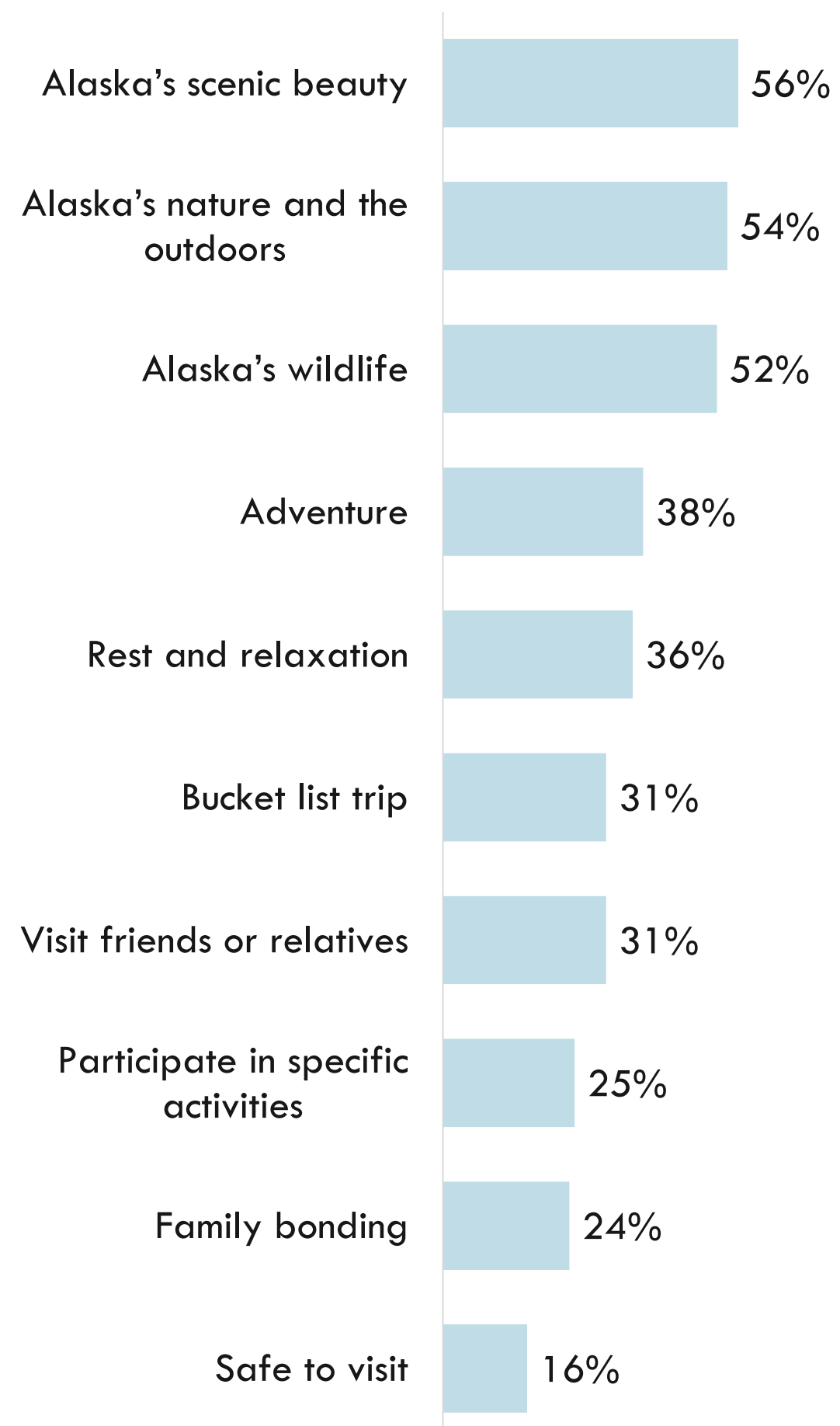
## AVERAGE DAILY SPEND PER PERSON



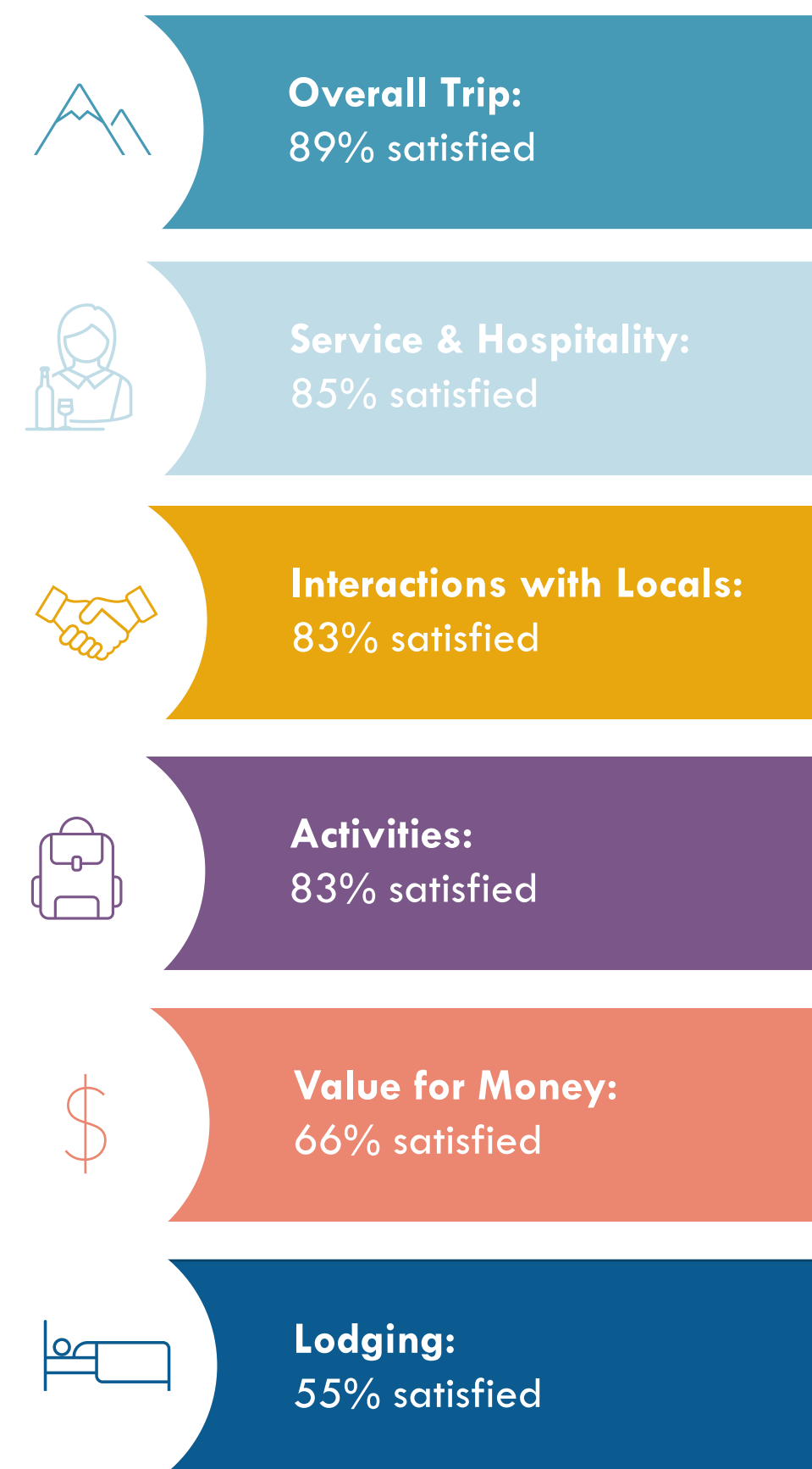
# INDEPENDENT VISITORS *Destination Perceptions*



## SELECTION FACTORS



## SATISFACTION RATING

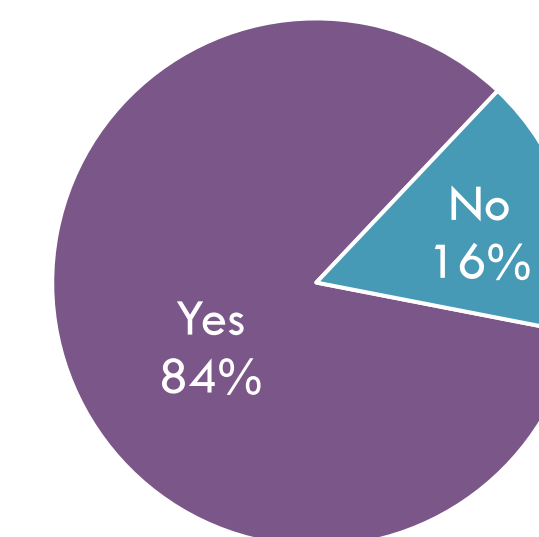


## LIKELIHOOD TO RECOMMEND

**87**

**NET PROMOTER SCORE**

## LIKELIHOOD TO RETURN



# GROUP VISITORS *Summary*

## DEMOGRAPHICS

- **In Summer 2022, Guided Group visitors to Alaska were 53 years of age on average, were slightly more likely to be female (52%), were likely to be married (80%), and had an average household income of over \$111,000 per year.** One quarter had children in their household (26%). The majority of visitors identified as White/Caucasian (91%). Less than one in ten had accessibility needs in their travel party (7%).

## TRIP PURPOSE

- **Nearly all Guided Group visitors were visiting for leisure purposes in Summer 2022 (96%).** For six in ten (59%), it was their first visit to the state.
- **Among the selection factors for choosing Alaska as a travel destination, around three quarters of Guided Group visitors came for the scenic beauty (74%), wildlife (72%), and/or the nature/outdoors (71%).** This was followed by adventure (50%) and/or a bucket list trip (42%).

## TRIP DETAILS

- **On average, Guided Group visitors to Alaska spent 9.7 days on land in Summer 2022.** Eight in ten stayed in a hotel (79%). A much smaller percentage stayed in a resort/lodge on the road system (37%) or in the backcountry (21%).
- **Two thirds of Guided Group visitors to Alaska in Summer 2022 traveled with their spouse/significant other (65%), while one fifth were traveling with friends (18%).** Just under one in five brought their children under 18 (16%). On average, travel parties consisted of 3.5 persons.
- **The majority of Guided Group visitors to Alaska in Summer 2022 went to the Southcentral region (81%), while six in ten visited the Interior (63%).** This was followed distantly by the Inside Passage (42%), Southwest (18%), and Arctic (12%).
- **On average, Guided Group visitors to Alaska spent \$245 per person per day in-destination.** Lodging accounted for the largest share of wallet (\$59 per person per day), followed by outdoor recreation/sightseeing/entertainment (\$53), and shopping (\$49). Guided Group visitors spent \$3,297 on their tour prior to arrival in the state.

## SATISFACTION, RECOMMEND, & RETURN

- **Guided Group visitors to Alaska were largely satisfied with their overall trip in Summer 2022 (89%).** Satisfaction was highest for activities (89%) and service/hospitality (86%). Satisfaction was lower with value for money (76%) and lodging (67%). Three quarters (73%) of Guided Group travelers said they are likely to return in the future.

# GROUP VISITORS *Who They Are*



IMAGE CREDIT: ATIA



### Gender

Female: 52%  
Male: 41%



### Average Age: 53.0

Gen Z: 1%  
Millennials: 26%  
Gen Xers: 23%  
Boomers or older: 50%



### Household Income

\$111,358



### Marital Status

Married/partnered: 80%  
Single: 12%



### Ethnicity

White/Caucasian: 91%  
Black/African American: 1%  
Asian/Pacific Islander : 1%  
Hispanic/Latino: 6%  
Native American/Indigenous: 1%



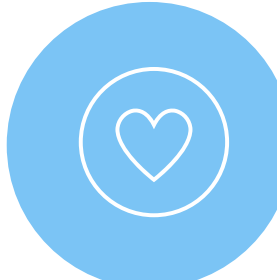
### Children in Household

Under 18: 26%



### Accessibility

Accessibility Needs in Travel Party: 7%



### Orientation

LGBTQ+: 2%



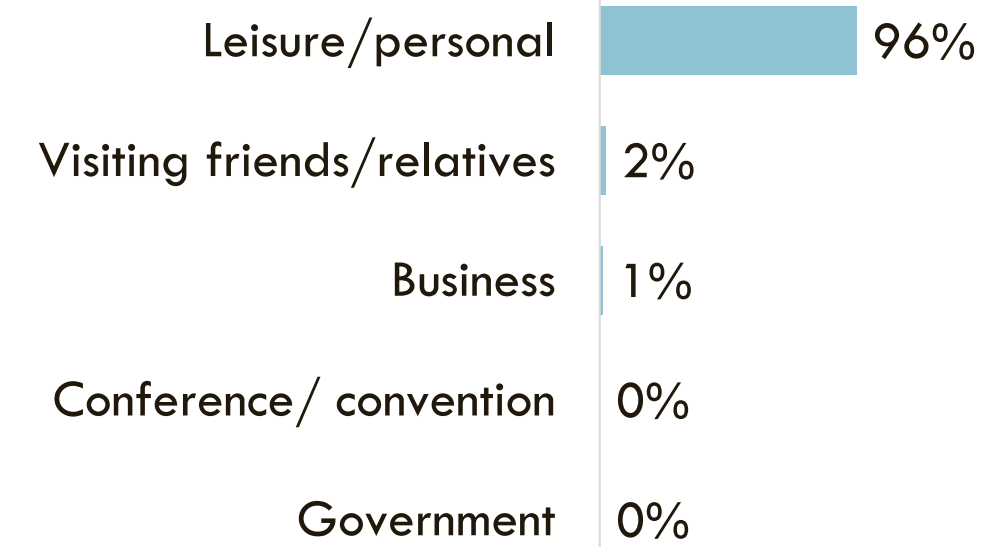
# GROUP VISITORS *Trip Details*

## AVERAGE LENGTH OF STAY

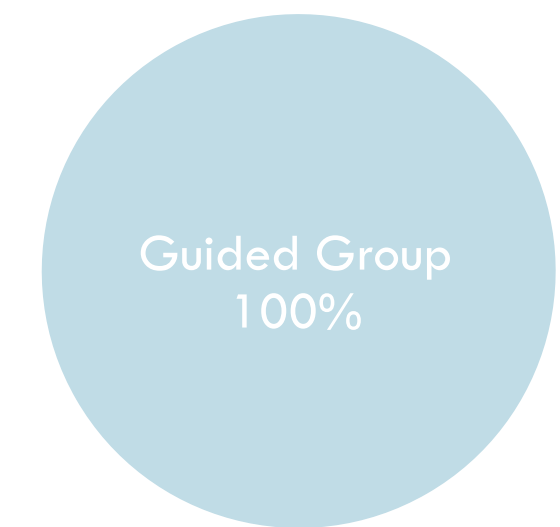
9.7

DAYS ON LAND

## PRIMARY PURPOSE



## TRAVELER TYPE



## TOP ACTIVITIES

Wildlife viewing	85%
Local cuisine	76%
Shopping	73%
Sightseeing excursions by boat	68%
Photography	66%
Bear viewing	57%
Hiking (day)	50%

## REGION VISITED

Southcentral	60%
Inside Passage	25%
Interior	15%
Southwest	1%
Arctic	0%

## AVERAGE DAILY SPEND PER PERSON

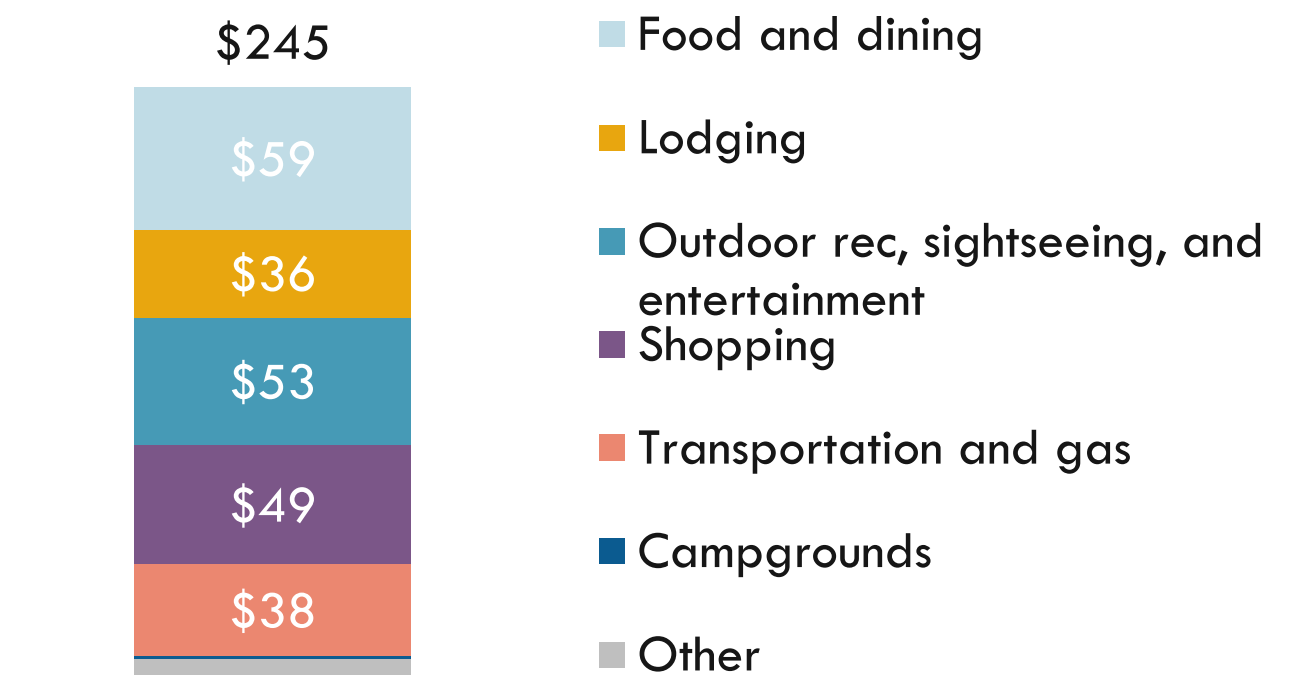


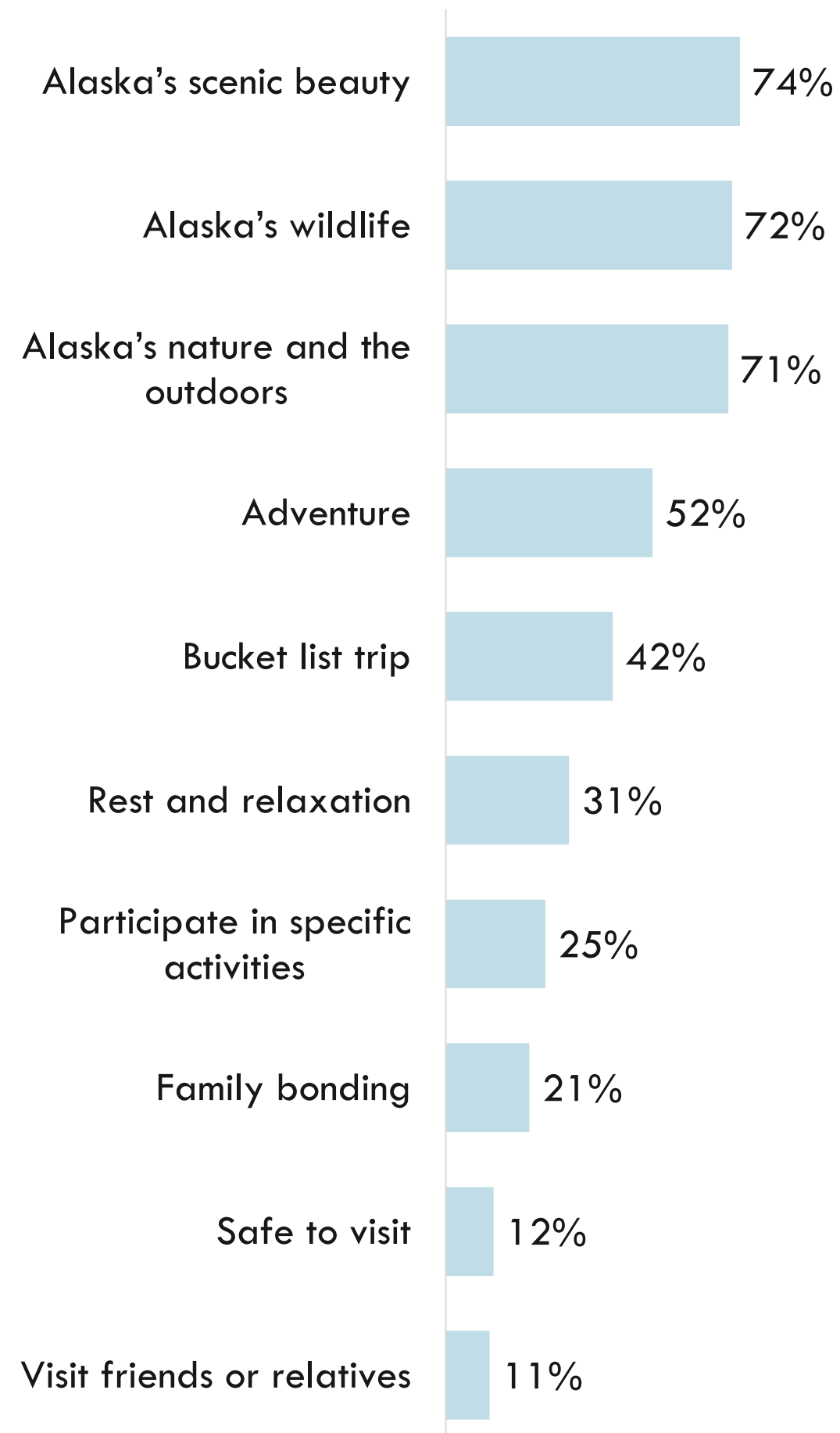
IMAGE CREDIT: ATIA

# GROUP VISITORS *Destination Perceptions*

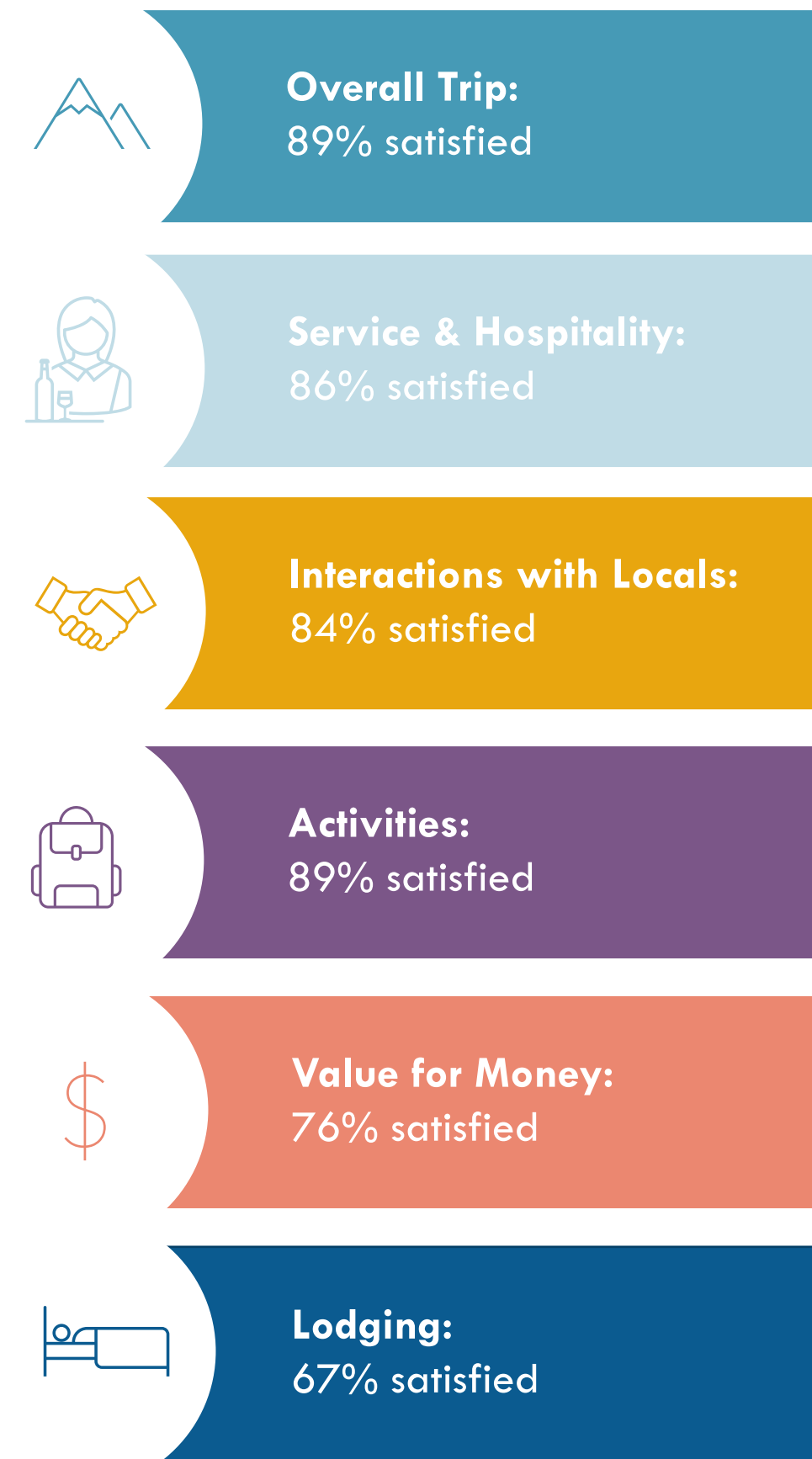


IMAGE CREDIT: ATIA

## SELECTION FACTORS



## SATISFACTION RATING

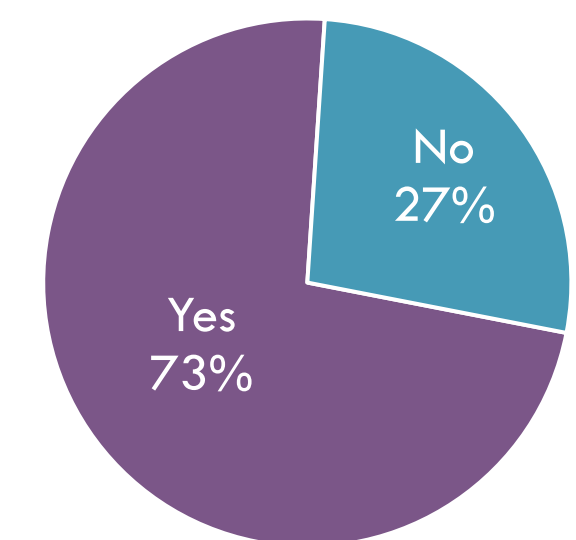


## LIKELIHOOD TO RECOMMEND

80

NET PROMOTER SCORE

## LIKELIHOOD TO RETURN



# WESTERN US VISITORS *Summary*



## DEMOGRAPHICS

- **In Summer 2022, Western US visitors to Alaska were 49 years of age on average, were slightly more likely to be male (54%), were likely to be married (77%), and had an average household income of over \$114,000 per year.** Four in ten had children in their household (41%). The majority of visitors identified as White/Caucasian (85%). One in ten had accessibility needs in their travel party (14%).

## TRIP PURPOSE

- **Three quarters of Western US visitors were visiting for leisure purposes in Summer 2022 (76%).** Around one in ten were traveling to visit friends/family (14%) or for business (8%). Western US travelers were also slightly more likely to be cruise visitors (51%), compared to Independent (46%). Six in ten (57%) had already been to the state previously.
- **Among the selection factors for choosing Alaska as a travel destination, half of Western US visitors came for the wildlife (48%), scenic beauty (47%), and/or the nature/outdoors (47%).** This was followed by rest/relaxation (38%) and/or adventure (36%).

## TRIP DETAILS

- **On average, Western US visitors to Alaska spent 7.3 days on land in Summer 2022.** Half stayed on a cruise ship (51%), while four in ten stayed in a hotel (41%). This was followed distantly by resort/lodge (16%), with friends/family (15%), and vacation rental (11%).
- **Six in ten Western US visitors to Alaska in Summer 2022 traveled with their spouse/significant other (59%), while one fifth were traveling with their extended family (17%).** Just under one in five brought their children under 18 (18%). On average, travel parties consisted of 3.7 persons.
- **The majority of Western US visitors to Alaska in Summer 2022 went to the Southcentral region (78%), while less than half visited the Inside Passage (48%) and/or Interior (41%).** This was followed distantly by the Southwest (19%) and Arctic (15%).
- **On average, Western US visitors to Alaska spent \$239 per person per day in-destination.** Food/dining accounted for the largest share of wallet (\$56 per person per day), followed by shopping (\$45), outdoor recreation/sightseeing/entertainment (\$42), transportation (\$39), and lodging (\$38). One in ten Western US visitors purchased a travel package prior to arrival in the state.

## SATISFACTION, RECOMMEND, & RETURN

- **Western US visitors to Alaska were mostly satisfied with their overall trip in Summer 2022 (83%).** Satisfaction was highest for service/hospitality (84%) and activities (83%). Satisfaction was lower with value for money (73%) and lodging (60%). Eight in ten (83%) of Western US visitors said they are likely to return in the future.

# WESTERN US VISITORS *Who They Are*



## Gender

Female: 46%

Male: 54%



**Average Age:** 48.6

Gen Z: 3%

Millennials: 34%

Gen Xers: 28%

Boomers or older: 35%



## Household Income

\$114,407



## Marital Status

Married/partnered: 77%

Single: 13%



## Ethnicity

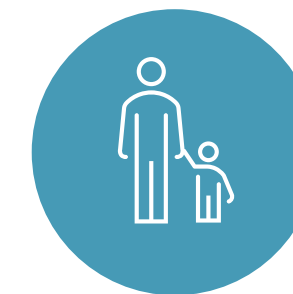
White/Caucasian: 85%

Black/African American: 4%

Asian/Pacific Islander : 6%

Hispanic/Latino: 4%

Native American/Indigenous: 1%



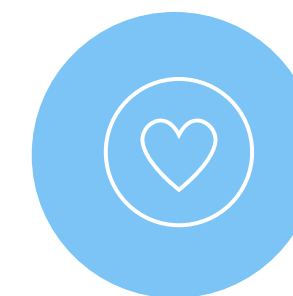
## Children in Household

Under 18: 41%



## Accessibility

Accessibility Needs in Travel Party: 14%



## Orientation

LGBTQ+: 5%

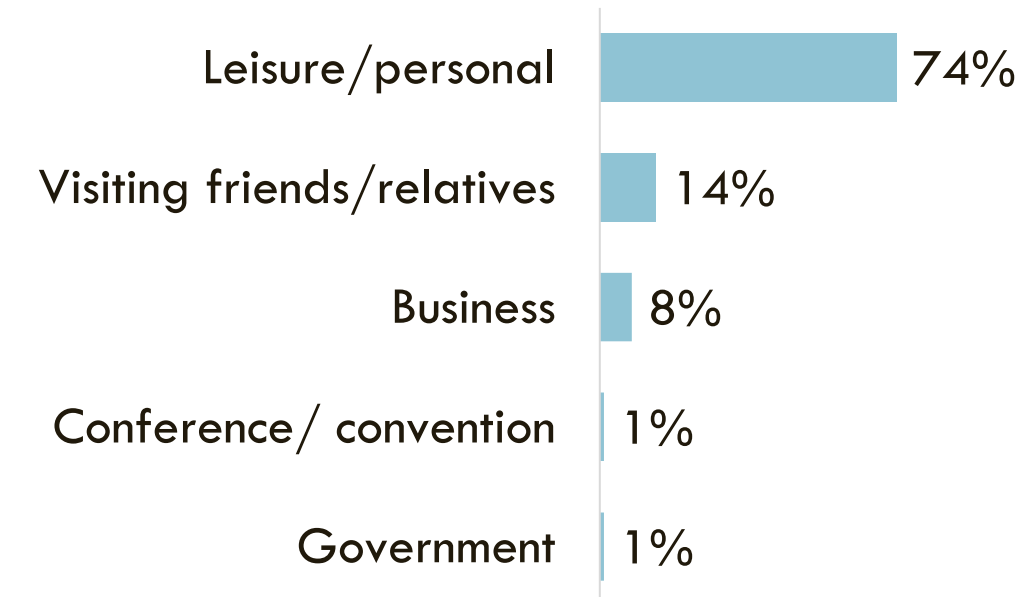
# WESTERN US VISITORS *Trip Details*

## AVERAGE LENGTH OF STAY

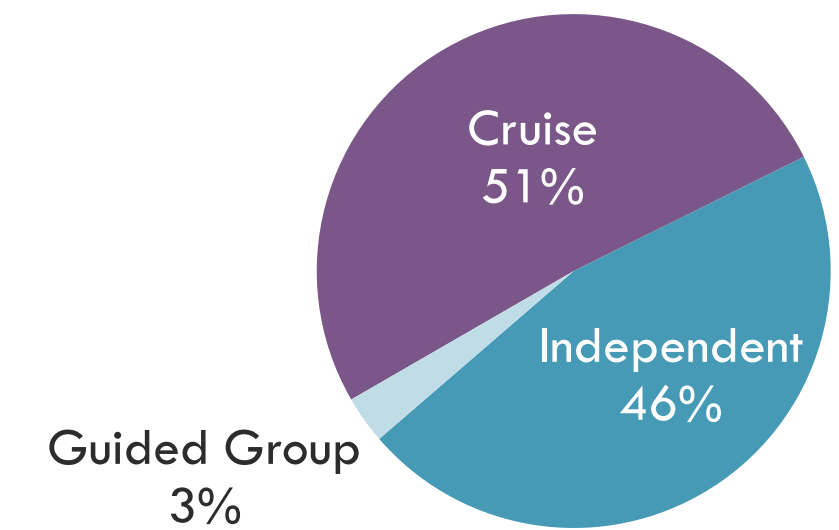
7.2

DAYS ON LAND

## PRIMARY PURPOSE



## TRAVELER TYPE



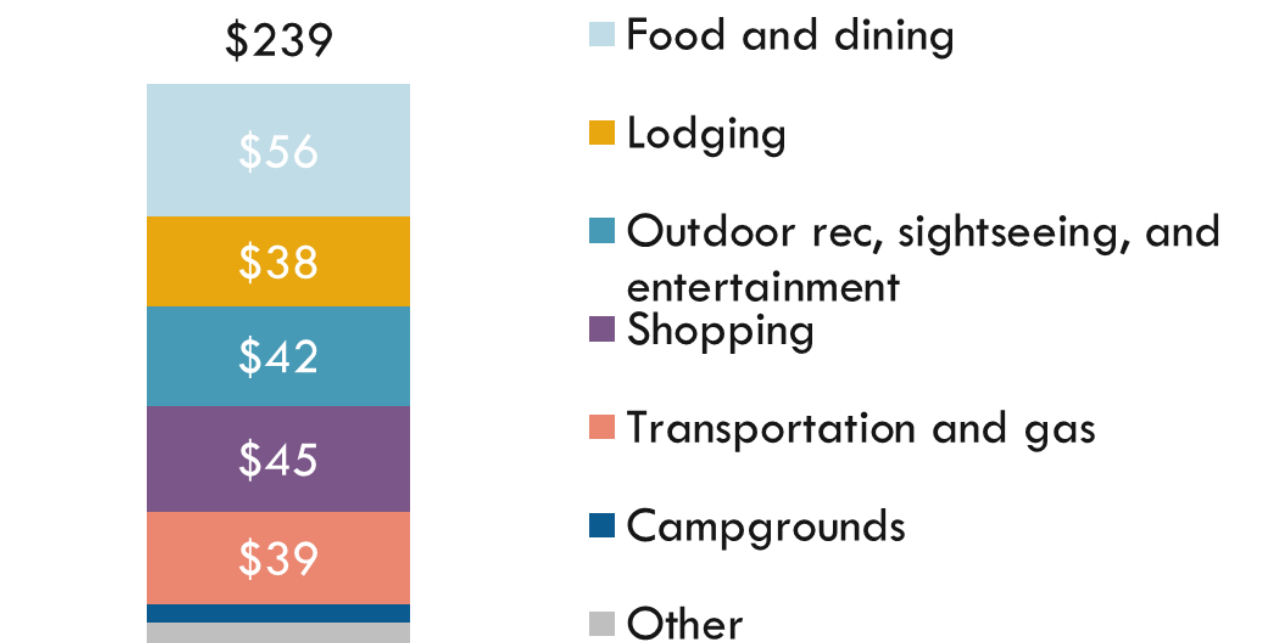
## TOP ACTIVITIES

Local cuisine	69%
Wildlife viewing	67%
Photography	50%
Shopping	49%
Breweries/distilleries	48%
Sightseeing excursions by boat	44%
Hiking	43%

## REGION VISITED

Southcentral	78%
Inside Passage	48%
Interior	41%
Southwest	19%
Arctic	15%

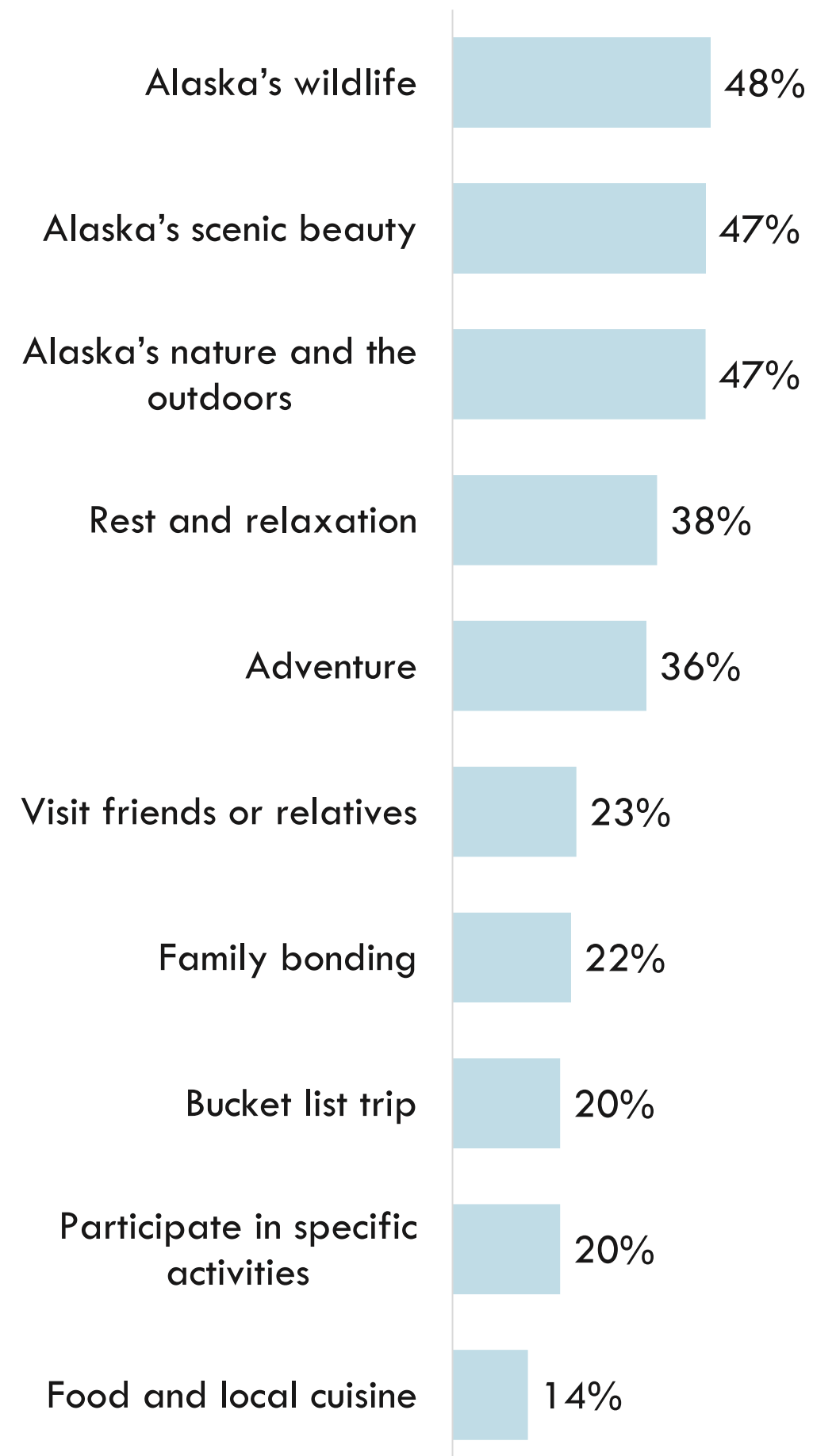
## AVERAGE DAILY SPEND PER PERSON



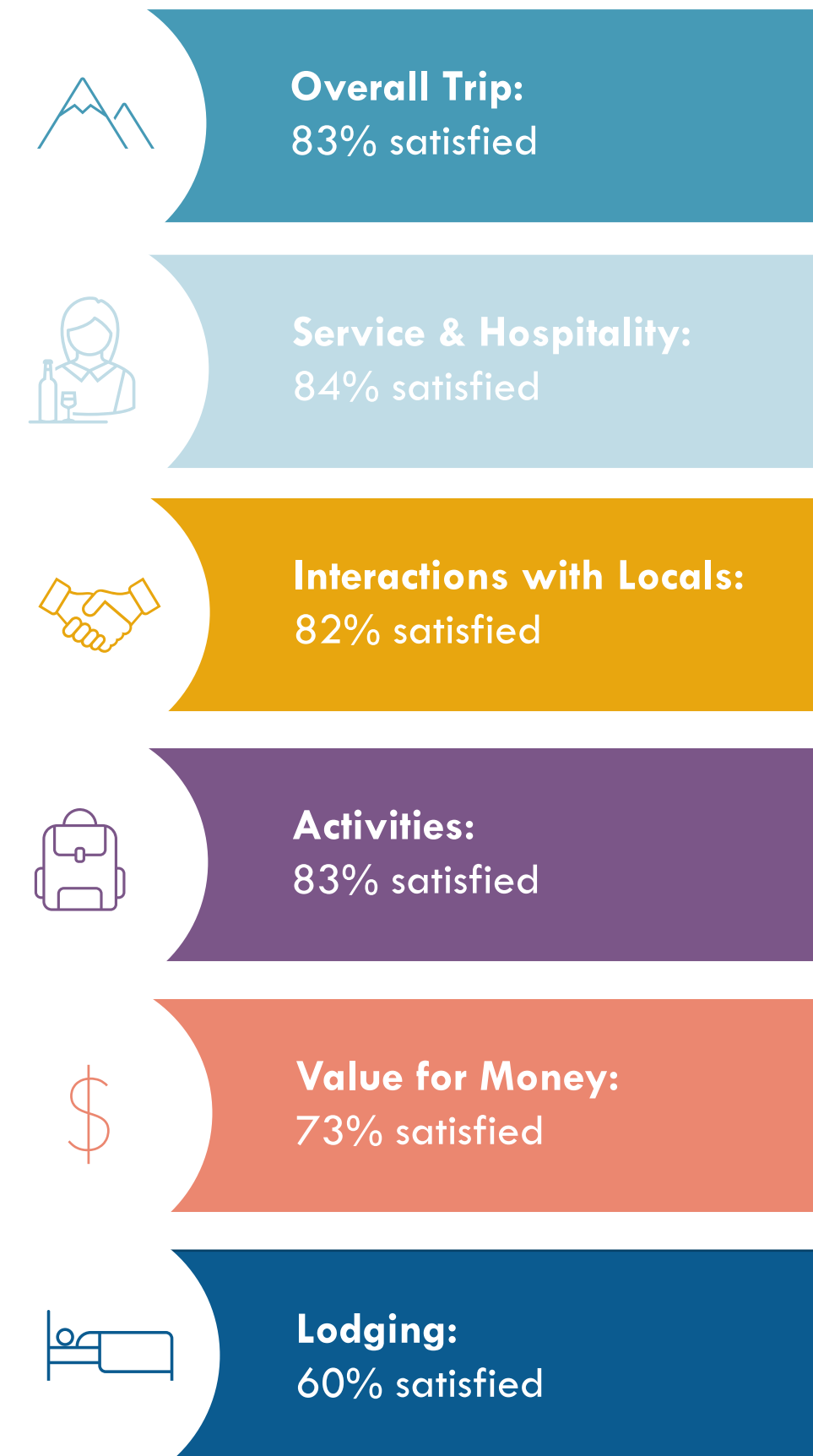
# WESTERN US VISITORS *Destination Perceptions*



## SELECTION FACTORS



## SATISFACTION RATING

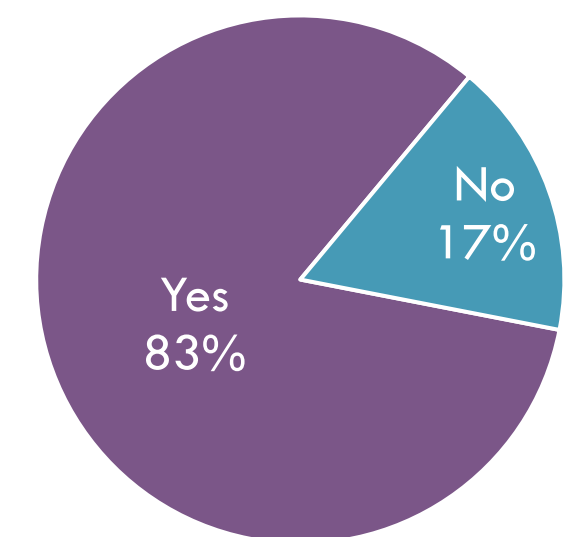


## LIKELIHOOD TO RECOMMEND

77

NET PROMOTER SCORE

## LIKELIHOOD TO RETURN



# EASTERN US VISITORS *Summary*

## DEMOGRAPHICS

- **In Summer 2022, Eastern US visitors to Alaska were 52 years of age on average, were slightly more likely to be male (52%), were likely to be married (82%), and had an average household income of over \$117,000 per year.** One third had children in their household (31%). The majority of visitors identified as White/Caucasian (88%). Over one in ten had accessibility needs in their travel party (15%).

## TRIP PURPOSE

- **Three quarters of Eastern US visitors were visiting for leisure purposes in Summer 2022 (77%).** Around one in ten were traveling to visit friends/family or for business (9% each). Eastern US travelers were also slightly more likely to be cruise visitors (51%), compared to Independent (46%). Six in ten (63%) had never been to Alaska before.
- **Among the selection factors for choosing Alaska as a travel destination, more than half of Eastern US visitors came for the scenic beauty (57%), nature/outdoors (53%), and/or wildlife (50%).** This was followed by bucket list trip (37%), adventure (34%), and/or rest/relaxation (33%).

## TRIP DETAILS

- **On average, Eastern US visitors to Alaska spent 8.3 days on land in Summer 2022.** Half stayed on a cruise ship (52%), while four in ten stayed in a hotel (41%). This was followed distantly by resort/lodge (21%) and vacation rental (15%).
- **Two thirds of Eastern US visitors to Alaska in Summer 2022 traveled with their spouse/significant other (66%).** Around one in ten were traveling with their friends (14%), extended family (10%), or solo (10%). Just under one in five brought their children under 18 (16%). On average, travel parties consisted of 3.3 persons.
- **The majority of Eastern US visitors to Alaska in Summer 2022 went to the Southcentral region (79%), while half visited the Inside Passage (54%) and/or Interior (49%).** This was followed distantly by the Southwest (29%) and Arctic (16%).
- **On average, Eastern US visitors to Alaska spent \$278 per person per day in-destination.** Food/dining accounted for the largest share of wallet (\$58 per person per day), followed by lodging (\$53), outdoor recreation/sightseeing/entertainment (\$53), and shopping (\$48). One fifth of Eastern US visitors purchased a travel package prior to arrival in the state (16%).

## SATISFACTION, RECOMMEND, & RETURN

- **Eastern US visitors to Alaska were satisfied with their overall trip in Summer 2022 (88%).** Satisfaction was highest for service/hospitality (87%), interactions with locals (85%), and activities (85%). Satisfaction was lower with value for money (72%) and lodging (67%). Eight in ten (78%) of Eastern US visitors said they are likely to return in the future.

# EASTERN US VISITORS *Who They Are*



## Gender

Female: 48%

Male: 52%



## Average Age: 51.7

Gen Z: 2%

Millennials: 26%

Gen Xers: 25%

Boomers or older: 46%



## Household Income

\$116,902



## Marital Status

Married/partnered: 82%

Single: 10%



## Ethnicity

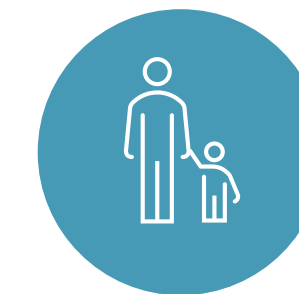
White/Caucasian: 88%

Black/African American: 4%

Asian/Pacific Islander : 2%

Hispanic/Latino: 3%

Native American/Indigenous: 2%



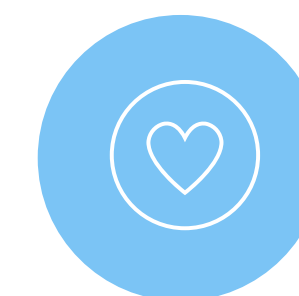
## Children in Household

Under 18: 31%



## Accessibility

Accessibility Needs in Travel Party: 15%



## Orientation

LGBTQ+: 4%



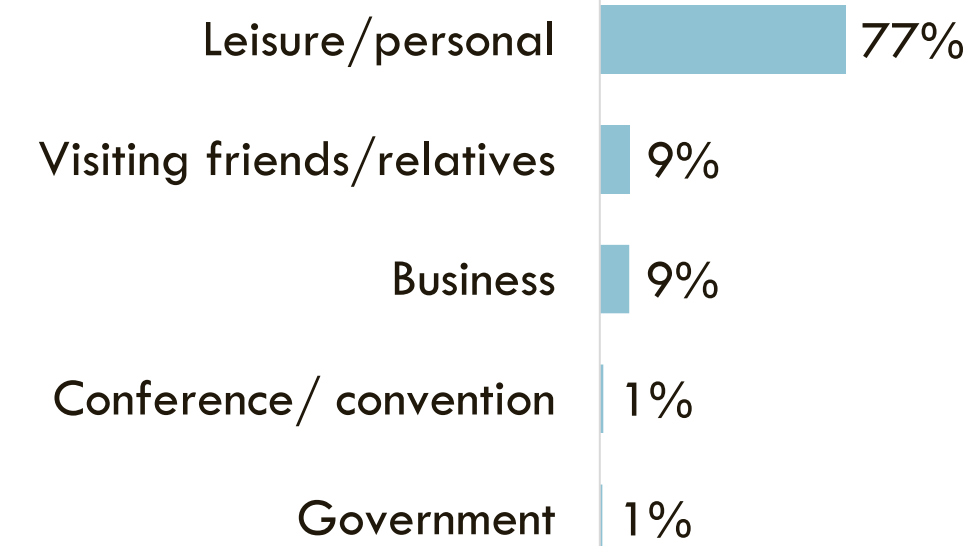
# EASTERN US VISITORS *Trip Details*

## AVERAGE LENGTH OF STAY

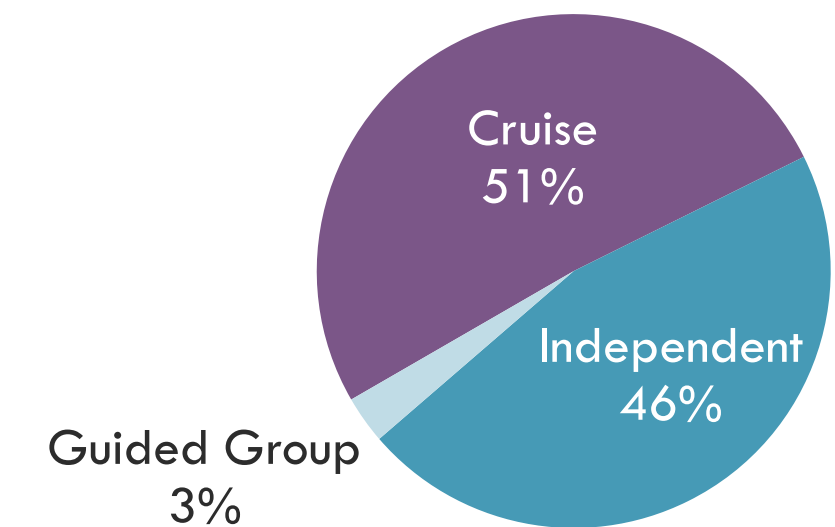
8.3

DAYS ON LAND

## PRIMARY PURPOSE



## TRAVELER TYPE



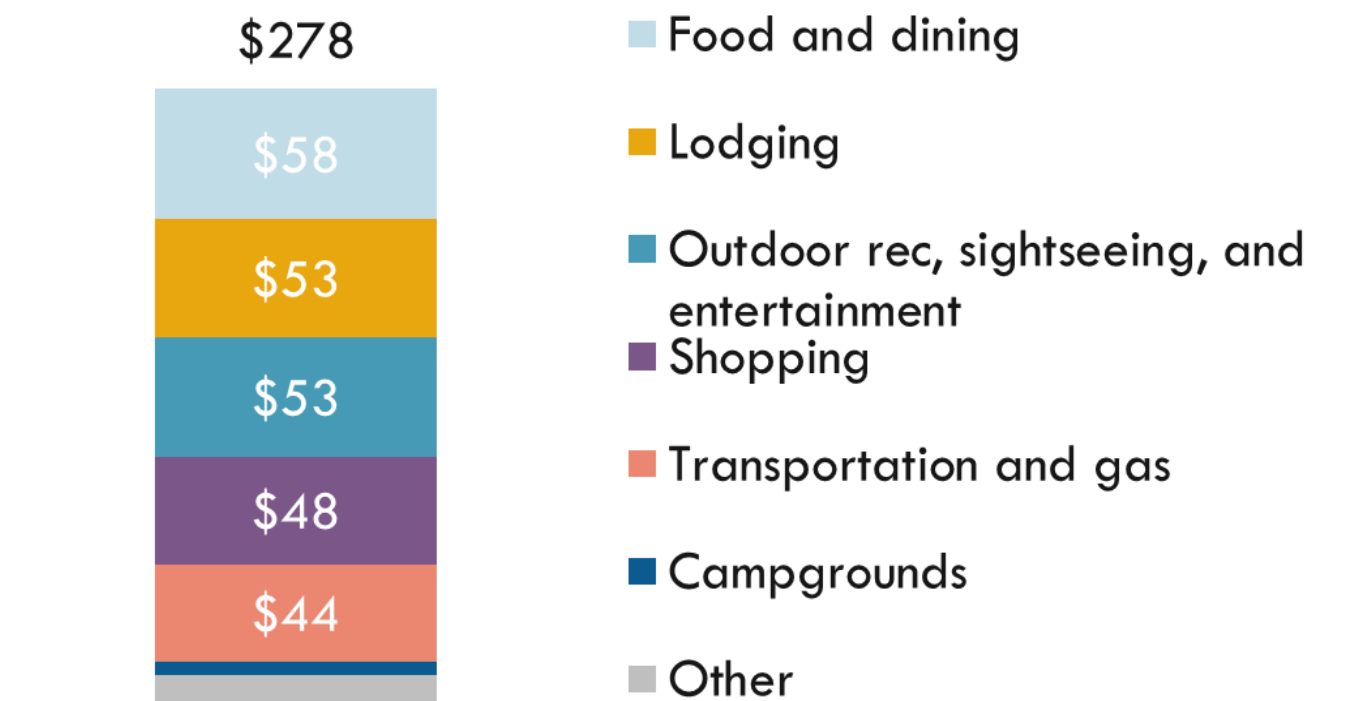
## TOP ACTIVITIES

Wildlife viewing	76%
Local cuisine	71%
Shopping	59%
Sightseeing excursions by boat	48%
Hiking	44%
Breweries/distilleries	42%
Photography	41%

## REGION VISITED

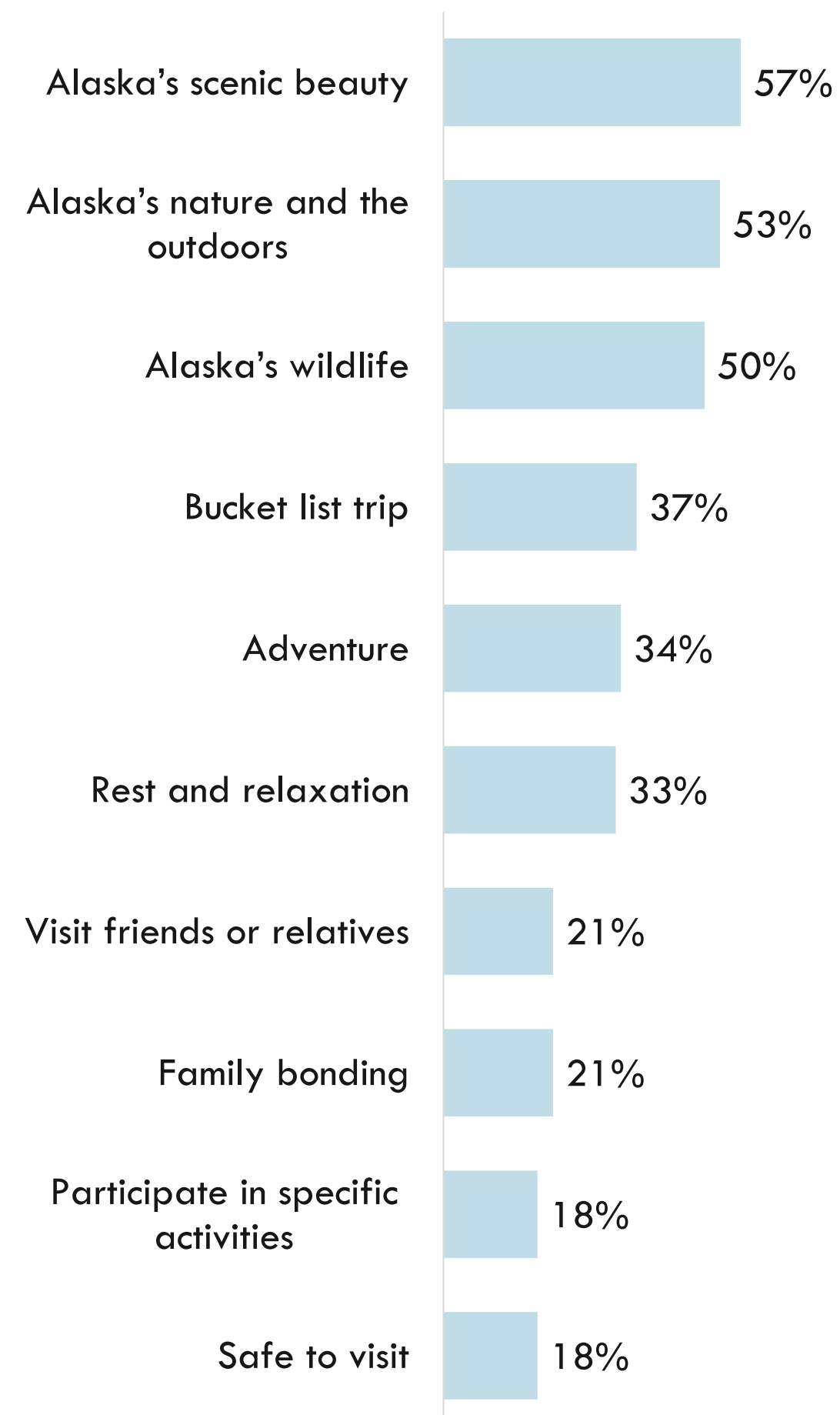
Southcentral	79%
Inside Passage	54%
Interior	49%
Southwest	29%
Arctic	16%

## AVERAGE DAILY SPEND PER PERSON



# EASTERN US VISITORS *Destination Perceptions*

## SELECTION FACTORS



## SATISFACTION RATING

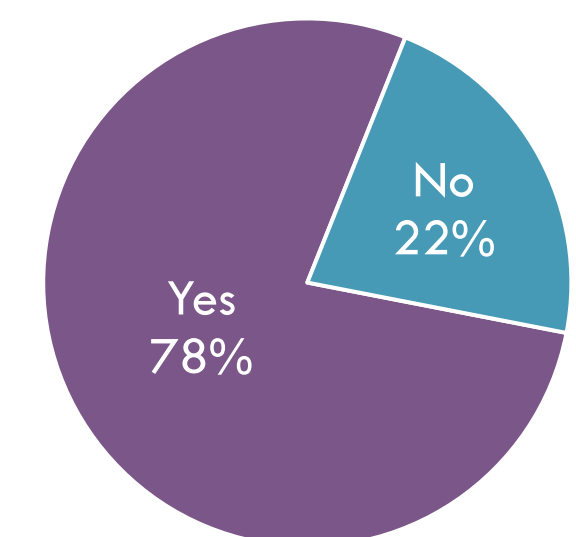


## LIKELIHOOD TO RECOMMEND

81

NET PROMOTER SCORE

## LIKELIHOOD TO RETURN



# INTERNATIONAL VISITORS *Summary*

## DEMOGRAPHICS

- **In Summer 2022, International visitors to Alaska were 53 years of age on average, were more likely to be female (58%), were likely to be married (72%), and had an average household income of over \$91,000 per year.** One fifth had children in their household (18%). The majority of visitors identified as White/Caucasian (66%), while one fifth were Asian (20%). Over one in ten had accessibility needs in their travel party (13%).

## TRIP PURPOSE

- **Nearly all International visitors were visiting for leisure purposes in Summer 2022 (91%).** International travelers were also slightly more likely to be cruise visitors (53%), compared to Independent (44%). Seven in ten (67%) had never been to Alaska before.
- **Among the selection factors for choosing Alaska as a travel destination, seven in ten International visitors came for the scenic beauty (72%) and/or nature/outdoors (72%), while 60 percent visited for the wildlife.** This was followed by adventure (47%), bucket list trip (41%), and/or rest/relaxation (37%).

## TRIP DETAILS

- **On average, International visitors to Alaska spent 10.4 days on land in Summer 2022.** Half stayed on a cruise ship (53%), while four in ten stayed in a hotel (40%). This was followed distantly by with friends/family (17%) or a resort/lodge (14%).
- **Two thirds of International visitors to Alaska in Summer 2022 traveled with their spouse/significant other (67%).** Around one in ten were traveling with their extended family (13%), solo (13%), or with their children under 18 (10%). On average, travel parties consisted of 3.1 persons.
- **The majority of International visitors to Alaska in Summer 2022 went to the Southcentral region (86%), while more than half visited the Inside Passage (62%).** This was followed distantly by the Interior (45%), Southwest (11%) and Arctic (3%).
- **On average, International visitors to Alaska spent \$205 per person per day in-destination.** Food/dining accounted for the largest share of wallet (\$51 per person per day), followed by lodging (\$47), shopping (\$38), and transportation/gas (\$38). One fifth of International visitors purchased a travel package prior to arrival in the state (16%).

## SATISFACTION, RECOMMEND, & RETURN

- **International visitors to Alaska were satisfied with their overall trip in Summer 2022 (91%).** Satisfaction was highest for service/hospitality (92%), interactions with locals (91%), and activities (88%). Satisfaction was lower with value for money (63%) and lodging (48%). Six in ten (62%) of International visitors said they are likely to return in the future.

# INTERNATIONAL VISITORS *Who They Are*



## Gender

Female: 58%

Male: 42%



## Average Age: 53.1

Gen Z: 2%

Millennials: 25%

Gen Xers: 15%

Boomers or older: 58%



## Household Income

\$90,726



## Marital Status

Married/partnered: 72%

Single: 25%



## Ethnicity

White/Caucasian: 66%

Black/African American: 1%

Asian/Pacific Islander : 20%

Hispanic/Latino: 7%

Native American/Indigenous: 1%



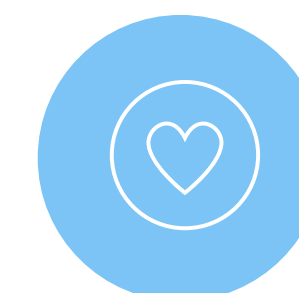
## Children in Household

Under 18: 18%



## Accessibility

Accessibility Needs in Travel Party: 13%



## Orientation

LGBTQ+: 6%

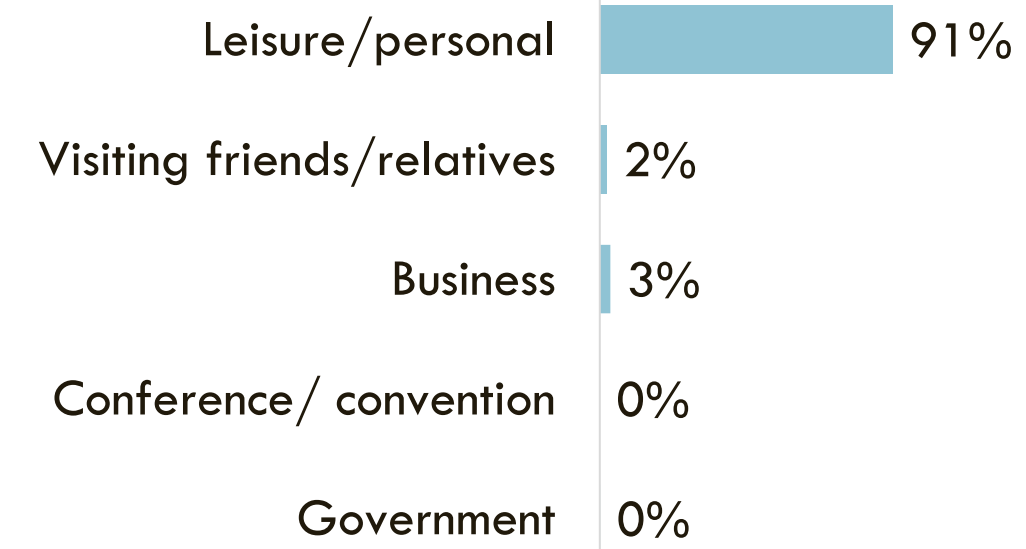
# INTERNATIONAL VISITORS *Trip Details*

## AVERAGE LENGTH OF STAY

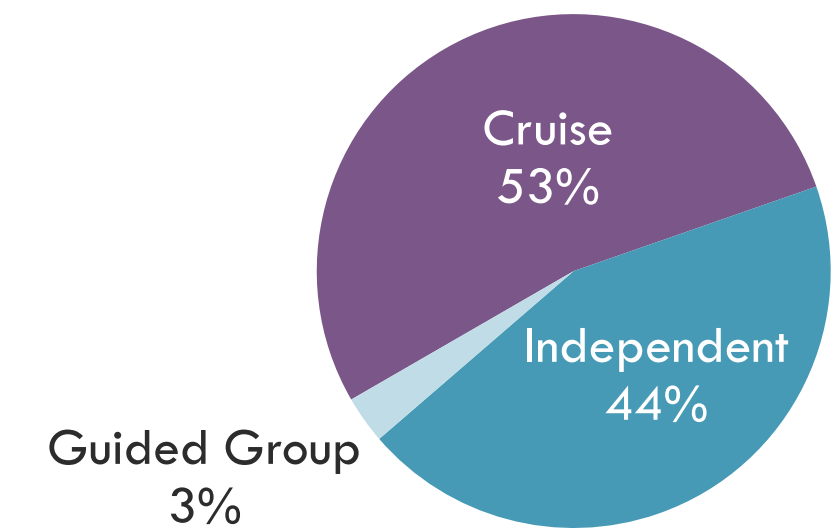
10.4

DAYS ON LAND

## PRIMARY PURPOSE



## TRAVELER TYPE



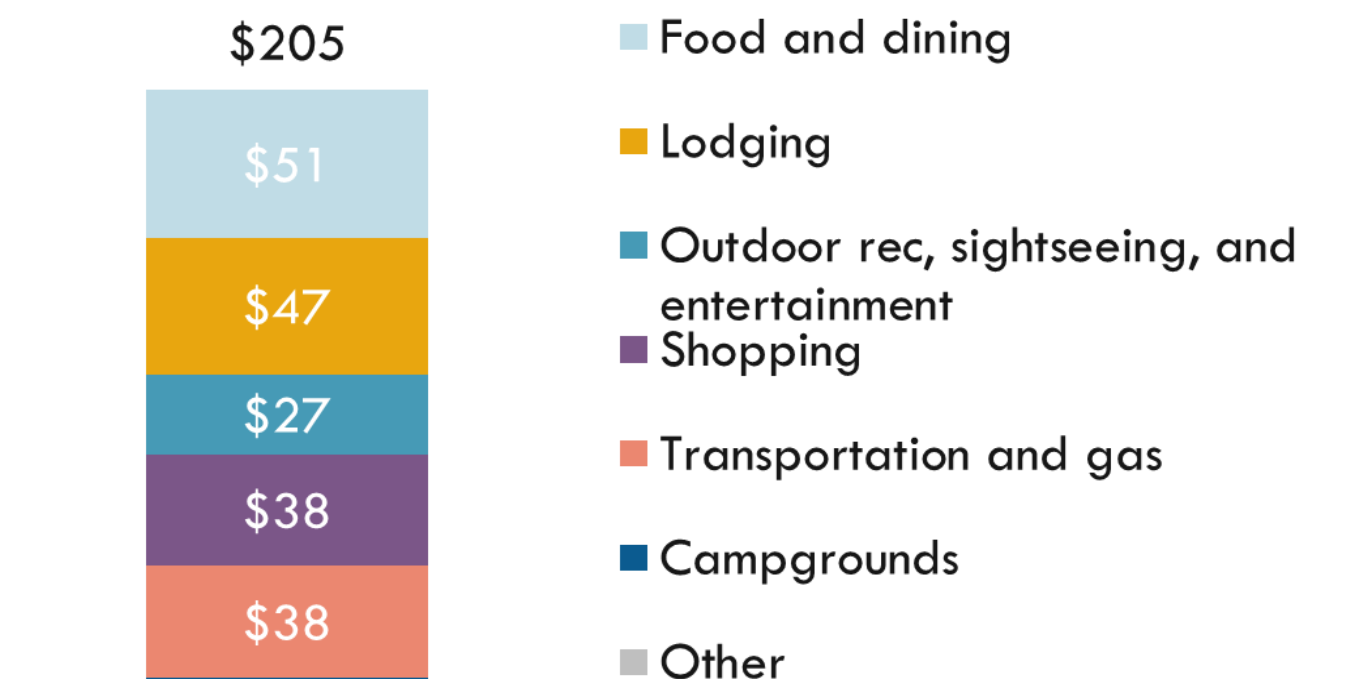
## TOP ACTIVITIES

Shopping	64%
Hiking	53%
Sightseeing excursions by boat	50%
Museums/galleries	49%
Photography	47%
Breweries/distilleries	45%
Bear viewing	44%

## REGION VISITED

Southcentral	86%
Inside Passage	62%
Interior	45%
Southwest	11%
Arctic	3%

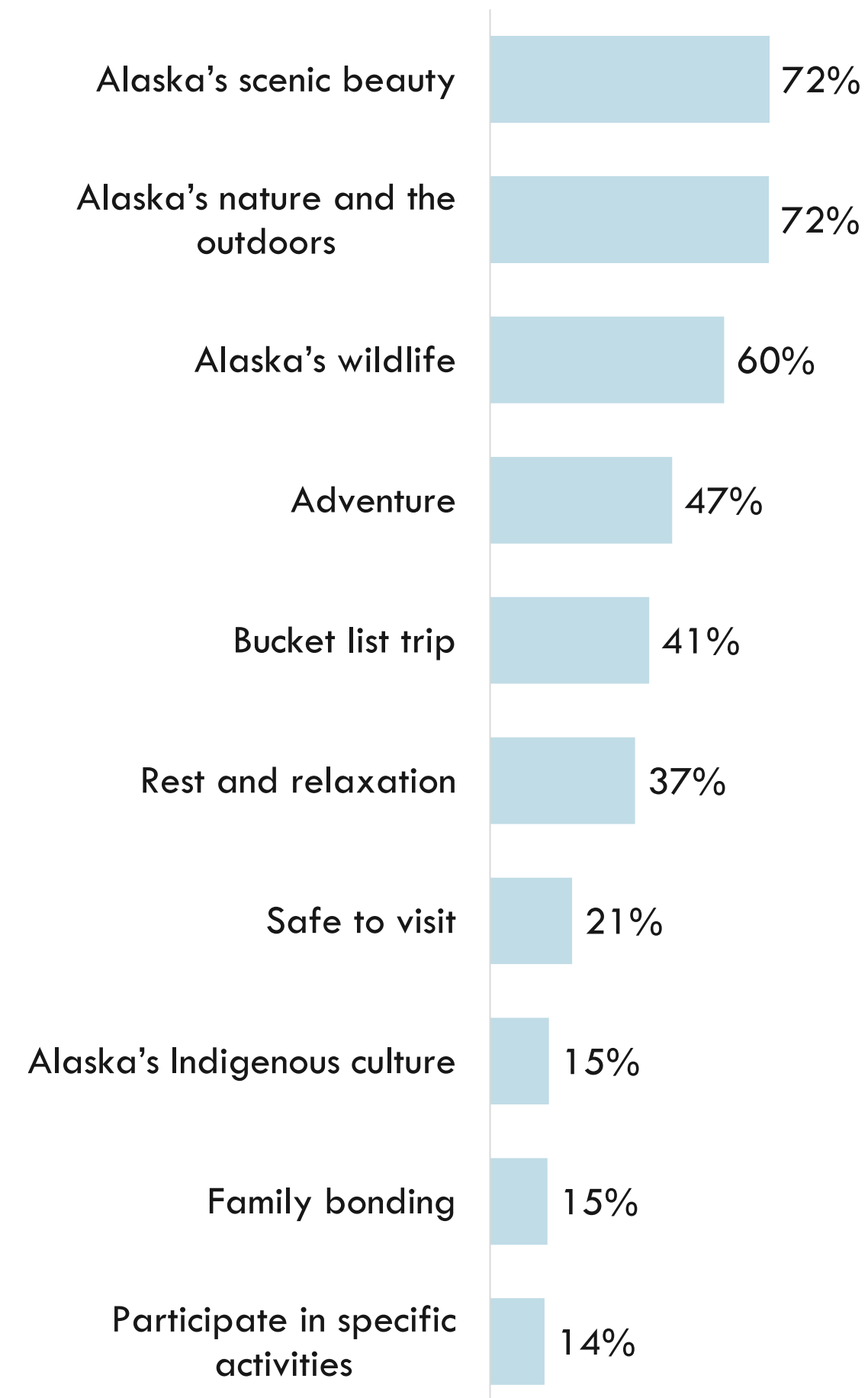
## AVERAGE DAILY SPEND PER PERSON



# INTERNATIONAL VISITORS *Destination Perceptions*



## SELECTION FACTORS



## SATISFACTION RATING

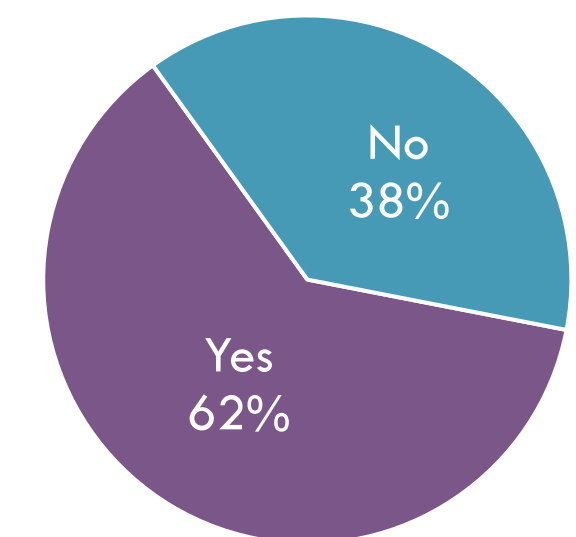


## LIKELIHOOD TO RECOMMEND

94

NET PROMOTER SCORE

## LIKELIHOOD TO RETURN



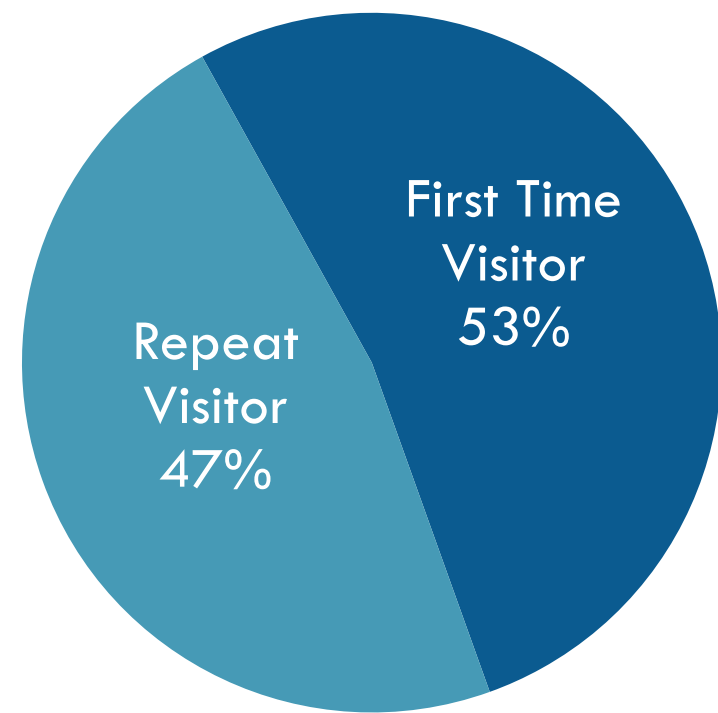
# TRIP DETAILS



# FIRST TIME VS REPEAT VISITATION

Over half of Summer 2022 arrivals were first time visitors to Alaska (52%). International (67%), Leisure (59%), Cruise (59%), and Guided Group (59%) visitors were more likely to be first timers. First time visitation was even higher among US East visitors, at 63 percent.

Figure 1: First Time vs Repeat Visitation



Detail by Segment

	Total	Trip Type			Traveler Type			Origin Region		
		Leisure	VFR	Business/Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
First Time	53%	59%	39%	26%	49%	59%	59%	43%	63%	67%
Repeat Visitor	47%	41%	61%	74%	51%	41%	41%	57%	37%	33%

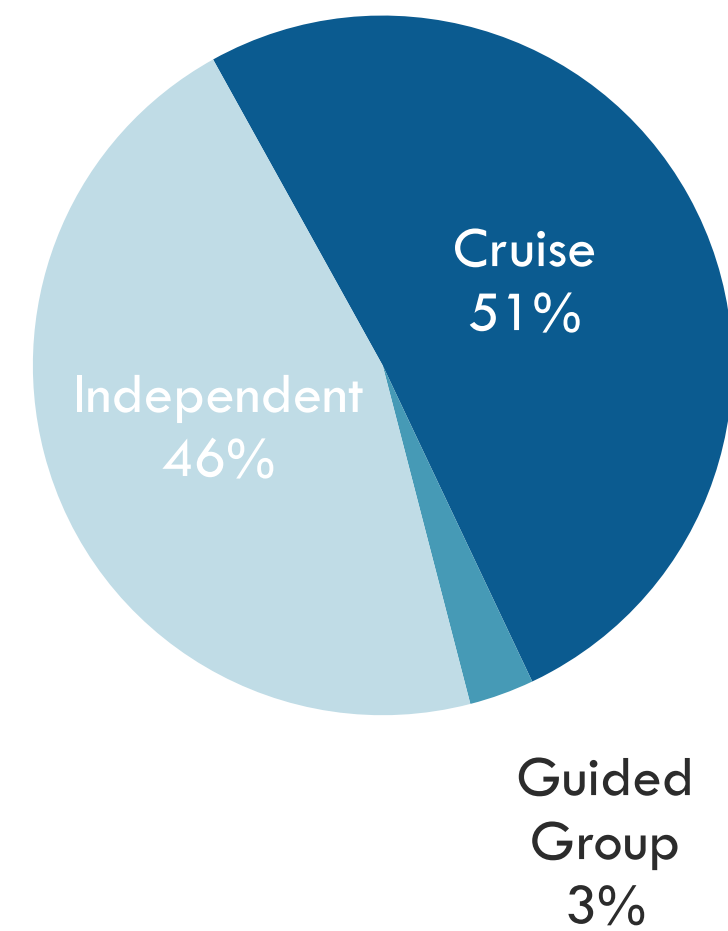
Question: Is this your first visit to Alaska as an adult (after age 18)? Base: Intercept, 1,295 respondents.



# VISITOR TYPE

Just over half of Summer 2022 visitors to Alaska traveled by cruise (51%), while 46 percent were independent and three percent were on a guided group tour. Leisure visitors were more likely to also be cruise visitors (57%), while VFR (78%) and Business/Convention (56%) visitors were more likely to be independent.

Figure 2: Visitor Type



Detail by Segment

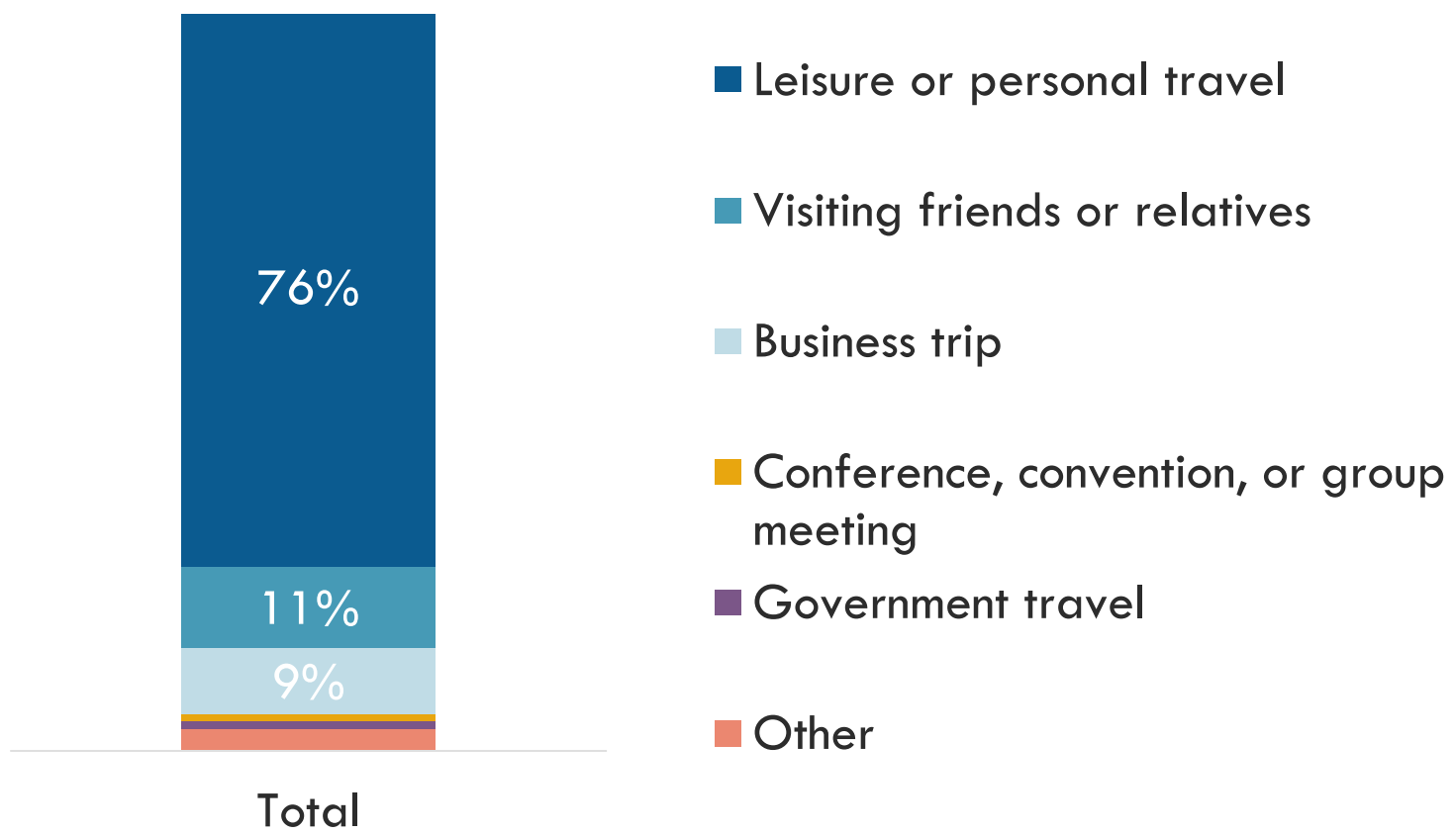
	Total	Trip Type			Origin Region		
	Total Visitors	Leisure	VFR	Business/Convention	Western US	Eastern US	International
Cruise	51%	57%	22%	44%	51%	51%	53%
Independent	46%	39%	78%	56%	46%	46%	44%
Guided Group	3%	4%	0%	0%	3%	3%	4%

Base: Total, 2,922 respondents.

# PRIMARY PURPOSE OF TRIP

The majority of Summer 2022 visitors came to Alaska for leisure or personal travel reasons (76%). This was followed distantly by visiting friends/relatives (11%), business (9%), conference/convention (1%), and government travel (1%). Guided Group (96%), International (91%), and Cruise (86%) visitors were most likely to be traveling for leisure. Independent travelers reported the highest percentage traveling to visit friends/relatives (19%).

Figure 3: Primary Purpose of Trip



Detail by Segment

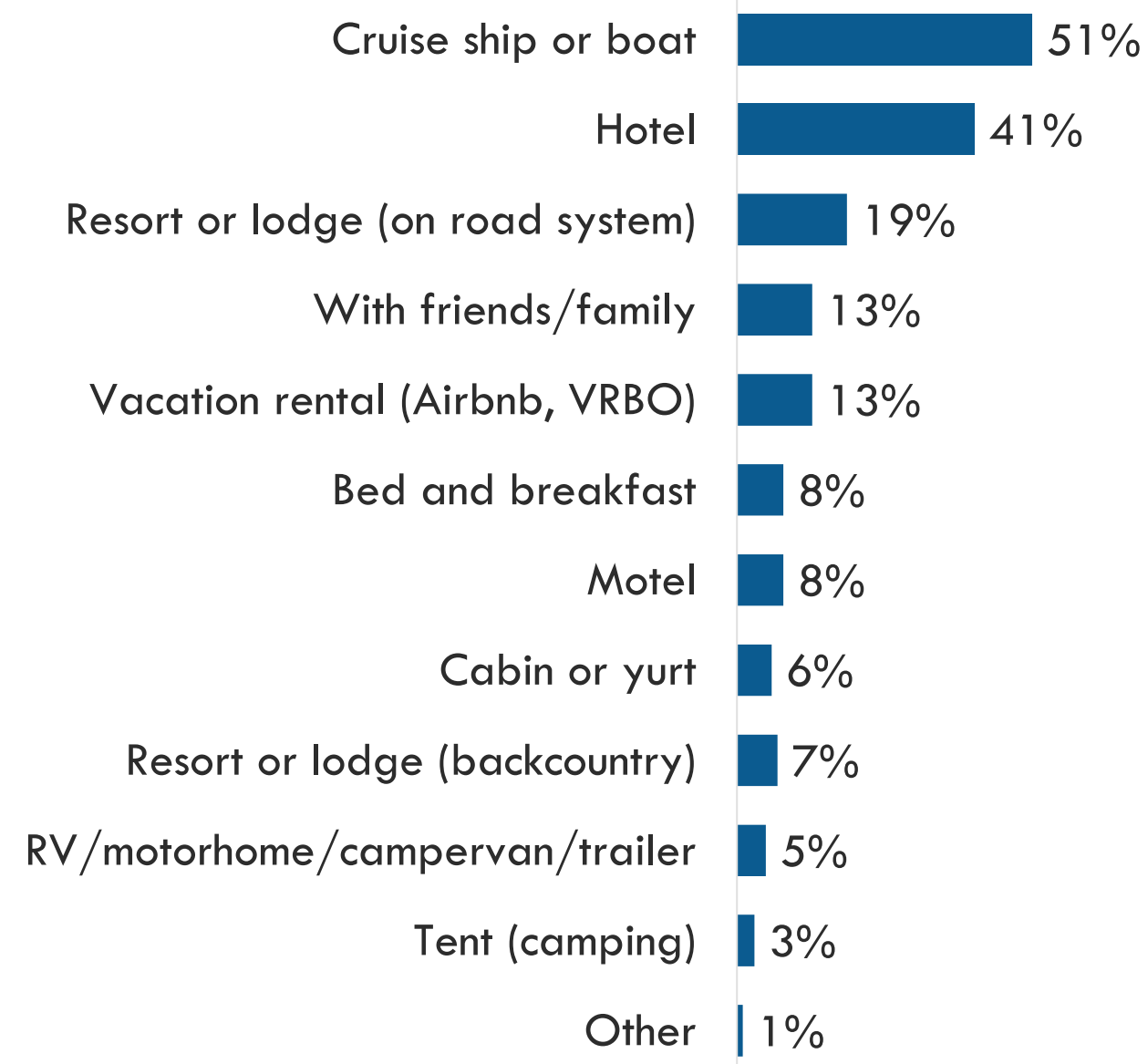
	Total	Trip Type			Traveler Type			Origin Region		
	Total Visitors	Leisure	VFR	Business/Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
Leisure or personal travel	76%	100%	0%	0%	64%	86%	96%	74%	77%	91%
Visiting friends or relatives	11%	0%	100%	0%	19%	5%	2%	14%	9%	2%
Business trip	9%	0%	0%	91%	11%	7%	1%	8%	9%	3%
Conference, convention, or group meeting	1%	0%	0%	9%	1%	1%	0%	1%	1%	3%
Government travel	1%	0%	0%	0%	0%	1%	0%	1%	1%	0%
Other	3%	0%	0%	0%	5%	0%	2%	2%	3%	0%

Question: What best describes the purpose of your trip to Alaska? Base: Total, 2,888 respondents.

# ACCOMMODATION TYPE

In Summer 2022, half of visitors to Alaska stayed on a cruise ship (41%), while 41 percent stayed in a hotel. This was followed distantly by a resort/lodge (19%), with friends/family (13%), and/or a vacation rental (13%). Leisure visitors were most likely to stay on a cruise ship (57%), while Guided Group visitors were most likely to stay in a hotel (79%). VFR visitors reported the highest percentage staying with friends/relatives (55%).

Figure 4: Accommodation Type



Detail by Segment

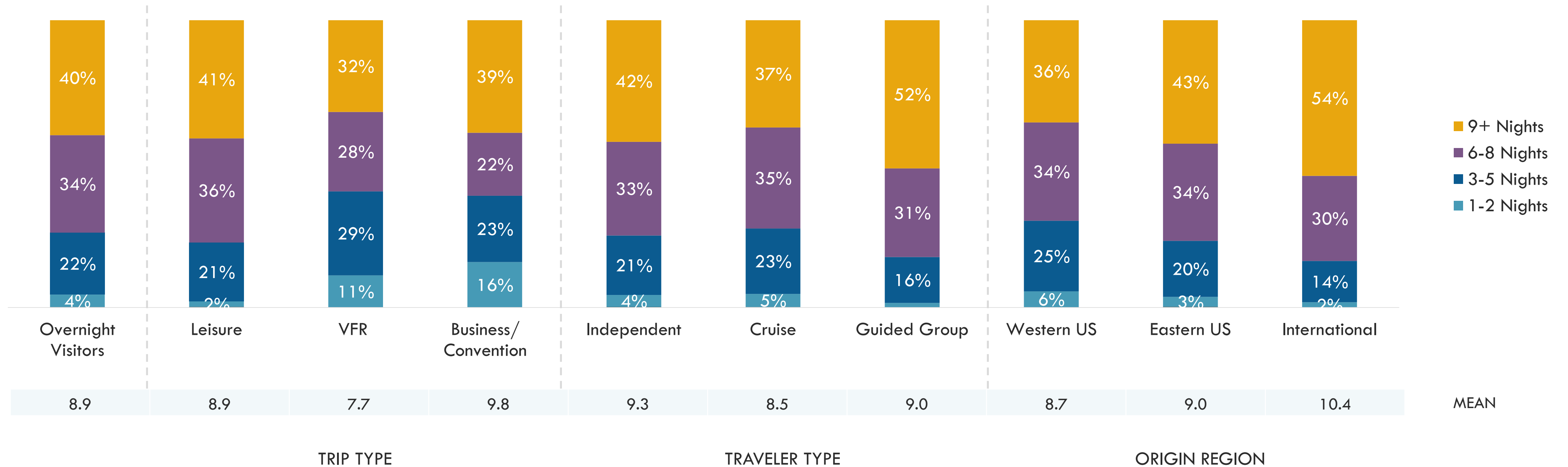
	Total	Trip Type				Traveler Type			Origin Region		
	Overnight Visitors	Leisure	VFR	Business/Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International	
Cruise ship or boat	51%	57%	22%	44%	0%	100%	0%	51%	51%	53%	
Hotel	41%	43%	28%	41%	45%	35%	79%	41%	41%	40%	
Resort or lodge(on road system)	19%	20%	14%	8%	11%	24%	37%	16%	21%	14%	
With friends/family	13%	7%	55%	5%	25%	2%	4%	15%	11%	17%	
Vacation rental(Airbnb, VRBO)	13%	14%	11%	9%	22%	6%	9%	11%	15%	10%	
Bed and breakfast	8%	8%	4%	4%	8%	7%	7%	6%	9%	10%	
Motel	8%	8%	16%	3%	7%	9%	12%	10%	7%	8%	
Cabin or yurt	6%	6%	3%	10%	11%	1%	8%	6%	6%	1%	
Resort or lodge(backcountry)	7%	7%	2%	15%	3%	10%	21%	6%	8%	4%	
RV/ motorhome/ campervan/trailer	5%	6%	2%	1%	10%	1%	5%	5%	5%	11%	
Tent (camping)	3%	3%	3%	7%	5%	1%	4%	3%	3%	5%	
Other	1%	1%	1%	0%	2%	0%	0%	1%	1%	1%	

Question: What types of lodging did you/will you stay in on this trip? Select all that apply. Base: Total, 2,922 respondents.

# LENGTH OF STAY – NIGHTS

On average, visitors to Alaska stayed 8.9 nights in Summer 2022. This was highest among International (10.4 nights), Business/Convention visitors (9.8 nights), and Independent visitors (9.3 nights). Length of stay was lowest among VFR travelers (7.7 nights).

Figure 5: Average Length of Stay – Nights

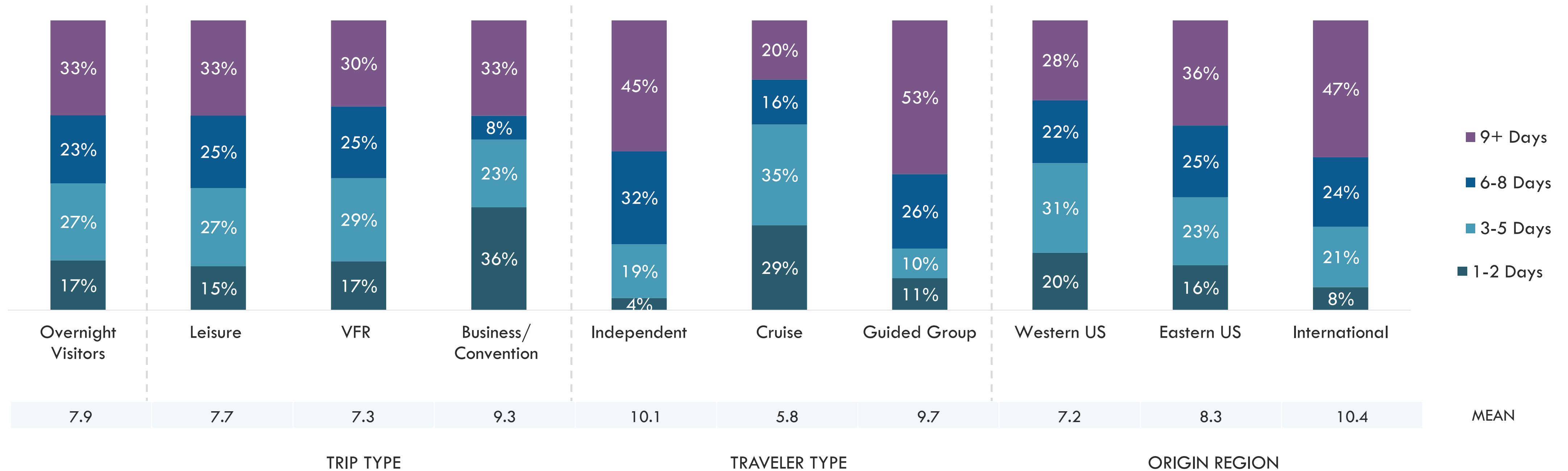


Base: Total, 2,776 respondents.

# LENGTH OF STAY – DAYS ON LAND

On average, visitors to Alaska spent 7.9 days on land in Summer 2022. This was highest among International (10.4 days), Independent visitors (10.1 days) and Business/Convention visitors (9.3 days). Days on land was lowest among cruise travelers (5.8 days).

Figure 6: Average Length of Stay – Days on Land

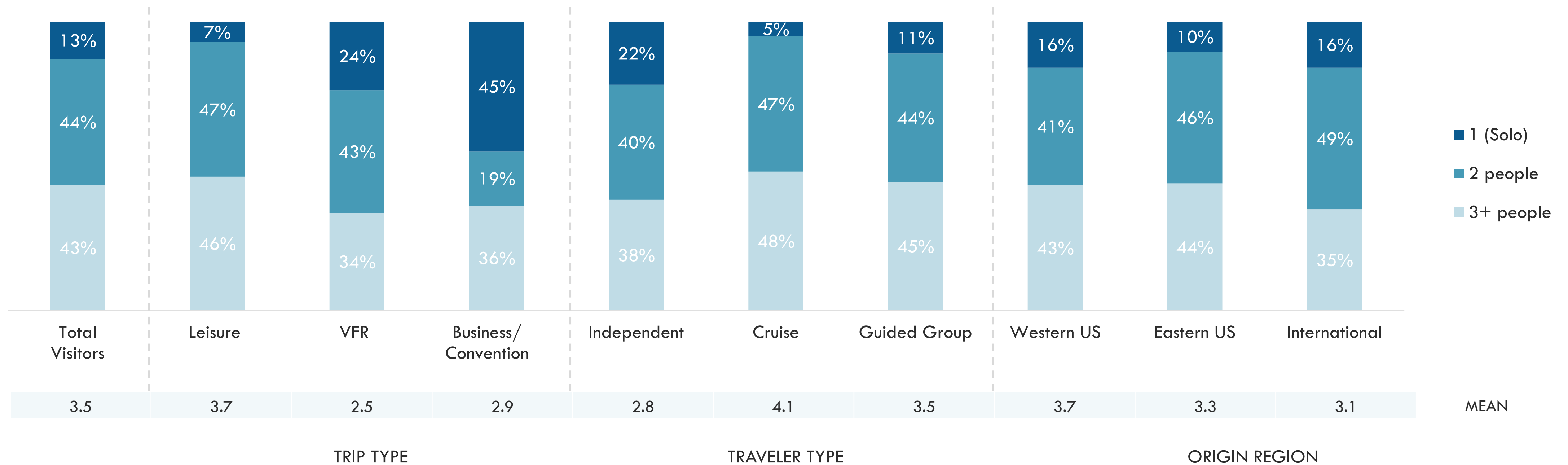


Base: Total, 2,123 respondents.

# TRAVEL PARTY SIZE

On average, visitors to Alaska traveled in groups of 3.5 people in Summer 2022. Around four in ten traveled in a pair (44%) or with three or more people (43%). Just over one in ten traveled solo (13%). Those traveling on a cruise reported the largest average party size at 4.1 persons, while those traveling for VFR reported the smallest party size at 2.5 persons.

Figure 7: Travel Party Size

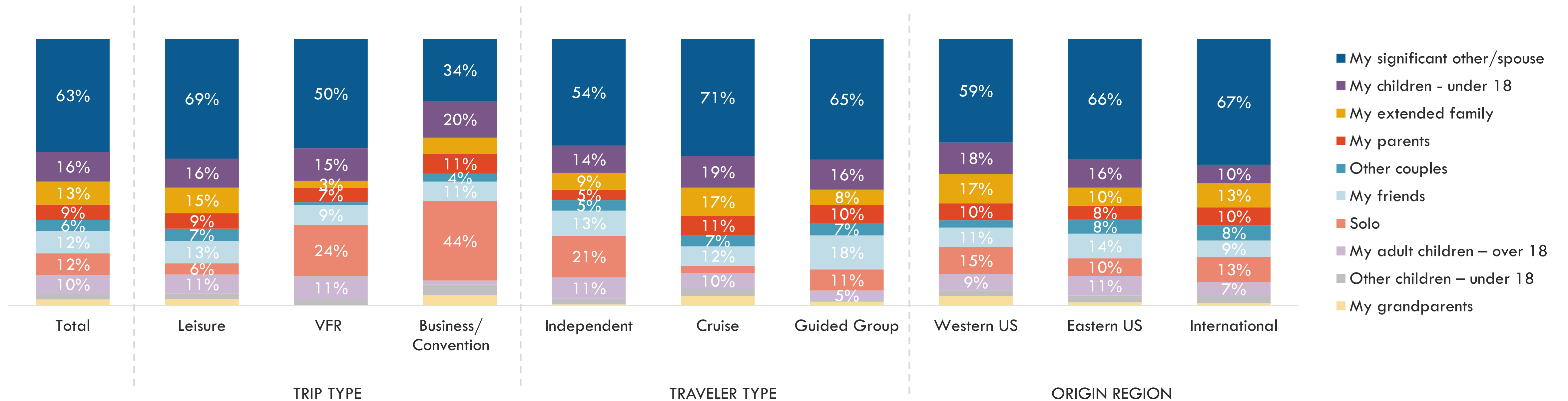


Base: Total, 2,879 respondents.

# TRAVEL PARTY COMPOSITION

Two thirds of visitors to Alaska in Summer 2022 traveled with their spouse or significant other (63%), while less than one fifth brought their children under 18 (16%). Around one in ten traveled with their extended family (13%), with their friends (13%), with their adult children (10%), and/or with their parents (9%). Cruise (71%) and Leisure (69%) were most likely to be traveling with their spouse, while Guided Group travelers reported the highest percentage traveling with friends (18%). Business/convention visitors were most likely to be traveling solo (44%).

Figure 8: Travel Party Composition

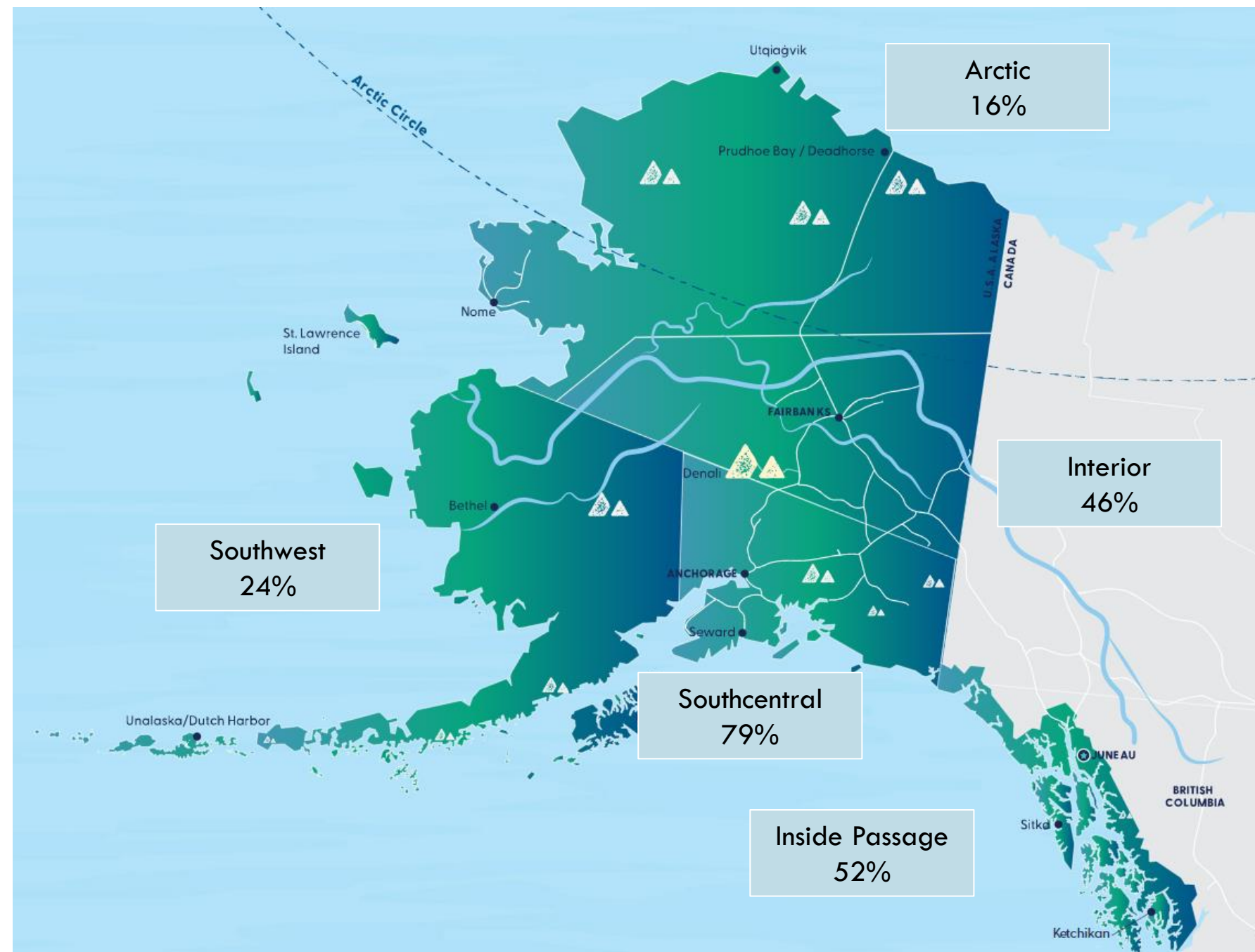


Question: Who are you traveling with you on this trip? Select all that apply. Base: Total, 2,922 respondents.

# AREAS VISITED

Nearly eight in ten visitors to Alaska visited the Southcentral region in Summer 2022 (79%), while just over half went to the Inside Passage (52%). Less than half visited the Interior (46%), Southwest (24%), or Arctic (16%). International (86%), VFR, (81%), Guided Group (81%), and Cruise (80%) reported the highest percentage of those who visited the Southcentral region. The Inside Passage was most visited by cruise travelers (73%). Guided Group reported the highest percentage to visit the Interior (63%), while Business/Convention visitors were most likely to visit the Southwest (38%) and/or Arctic (32%).

Figure 9: Area Visited



Detail by Segment

	Total	Trip Type			Traveler Type			Origin Region		
		Total Visitors	Leisure	VFR	Business/Convention	Independent	Cruise	Guided Group	Western US	Eastern US
Southcentral	79%	78%	81%	79%	77%	80%	81%	78%	79%	86%
Inside Passage	52%	57%	23%	49%	28%	73%	42%	48%	54%	62%
Interior	46%	48%	35%	41%	39%	51%	63%	41%	49%	45%
Southwest	24%	25%	9%	38%	10%	37%	18%	19%	29%	11%
Arctic	16%	16%	3%	32%	4%	26%	12%	15%	16%	3%

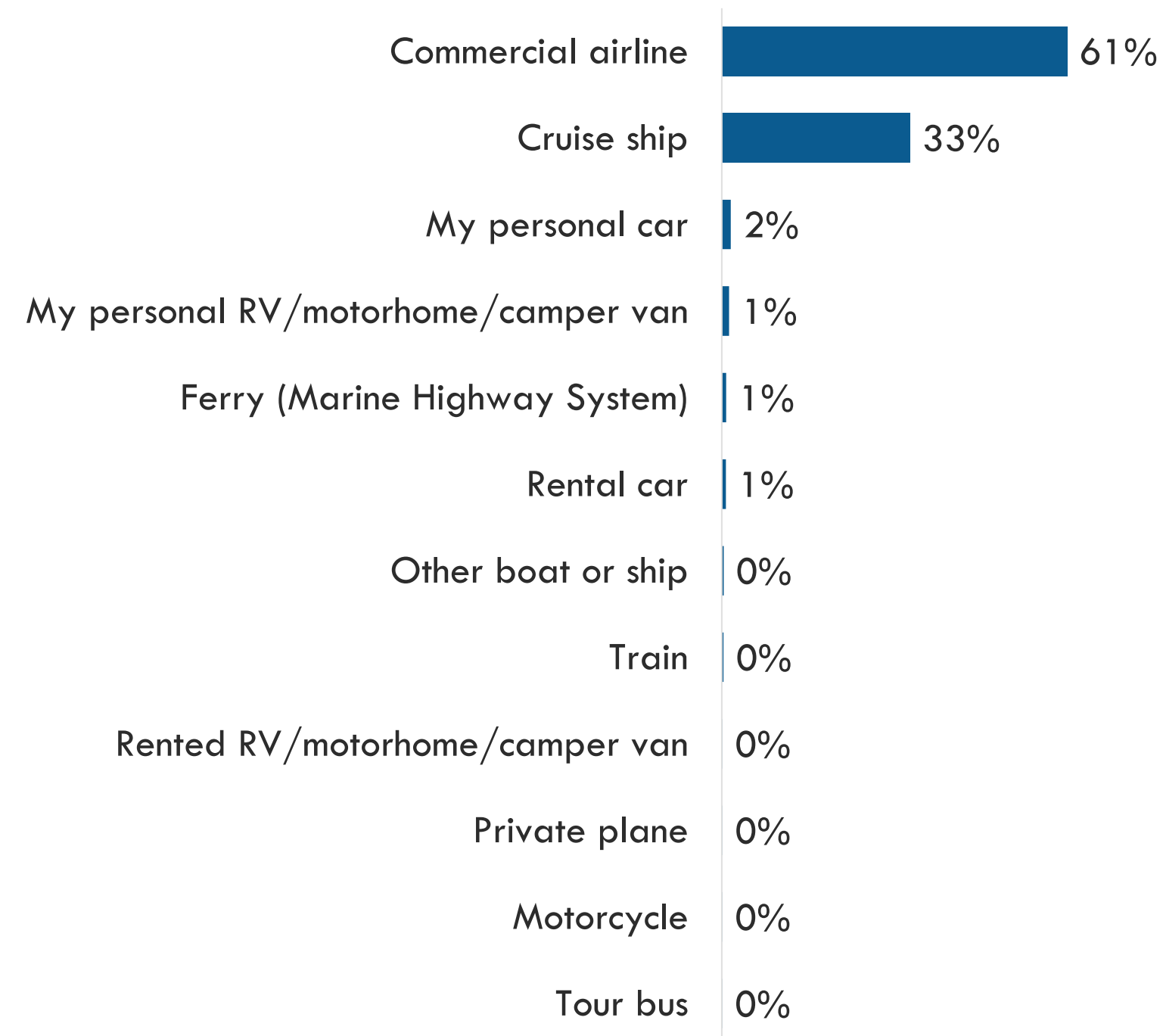
Question: How many nights did you stay/are you staying in each region on this trip? Base: Total, 2,835 respondents.



# ARRIVAL TRANSPORTATION

More than six in ten visitors to Alaska arrived by commercial air in Summer 2022 (61%), while three in ten arrived by cruise ship (33%). A small percentage arrived by personal car (2%) or personal RV/motorhome (1%). Guided Group (93%) and Independent (92%) visitors were most likely to arrive by commercial plane.

Figure 10: Arrival Transportation



Detail by Segment

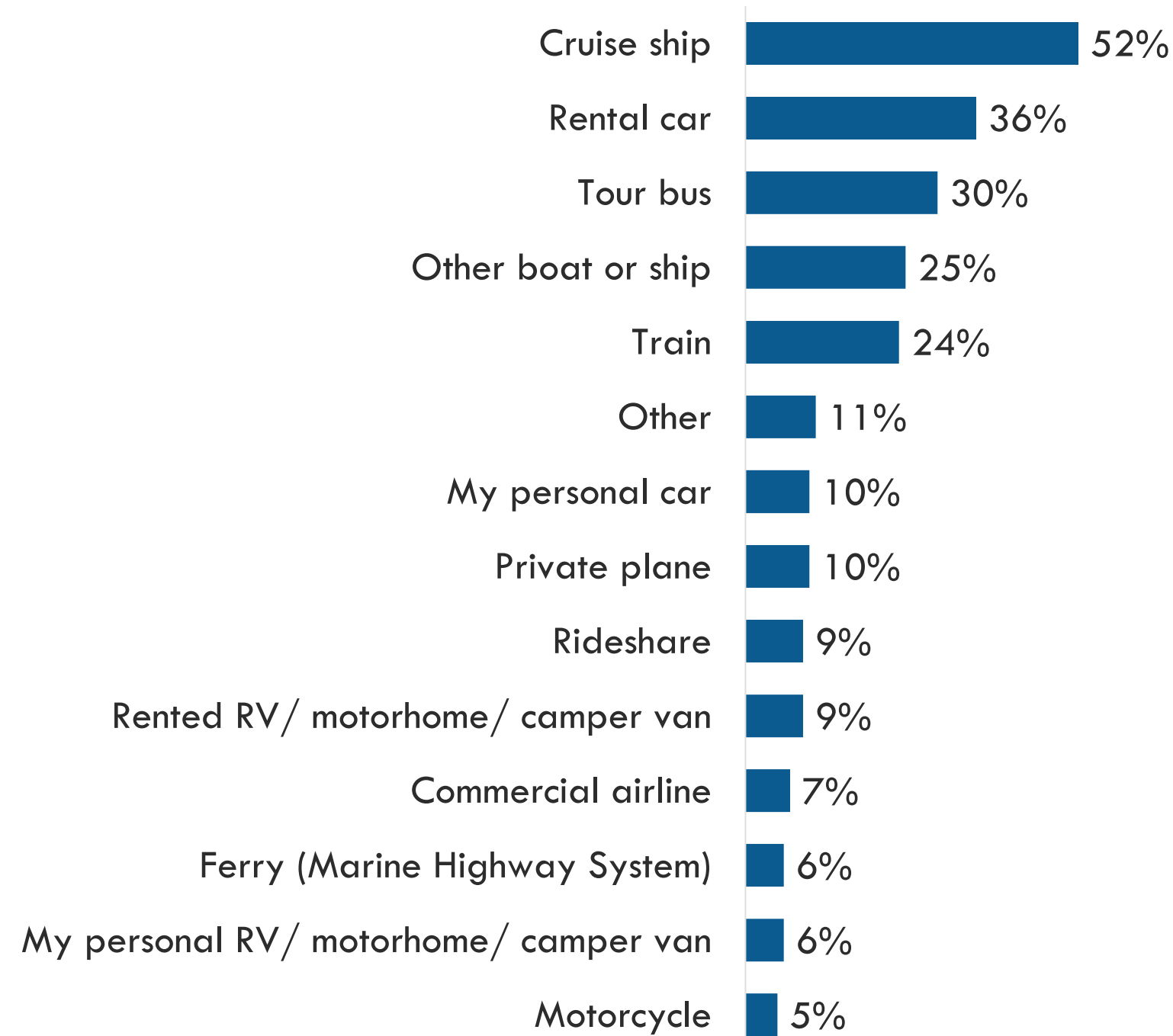
	Total	Trip Type			Traveler Type			Origin Region		
		Total Visitors	Leisure	VFR	Business/Convention	Independent	Cruise	Guided Group	Western US	Eastern US
Commercial airline	61%	56%	79%	73%	92%	32%	93%	63%	61%	34%
Cruise ship	33%	38%	16%	20%	0%	65%	0%	33%	33%	47%
My personal car	2%	2%	1%	0%	2%	1%	1%	1%	2%	6%
My personal RV/motorhome/camper van	1%	2%	0%	0%	3%	0%	2%	1%	1%	9%
Ferry (Marine Highway System)	1%	1%	0%	3%	0%	1%	0%	1%	1%	0%
Rental car	1%	1%	1%	1%	1%	0%	1%	0%	1%	2%
Other boat or ship	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Train	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%
Rented RV/motorhome/camper van	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Private plane	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Motorcycle	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tour bus	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

Question: What mode type of transportation did you use to... Base: Total, 2,922 respondents.

# IN-DESTINATION TRANSPORTATION

While in Alaska, more than half of visitors traveled around the state by cruise ship (52%). This was followed distantly by rental car (36%), tour bus (30%), other boat/ship (25%), and train (24%). When traveling within the state, Independent travelers were most likely to use a rental car (49%). Guided Group visitors were most likely to utilize non-cruise boat/ship (46%), a tour bus (44%), and/or the train (41%).

**Figure 11: Arrival Transportation**



**Detail by Segment**

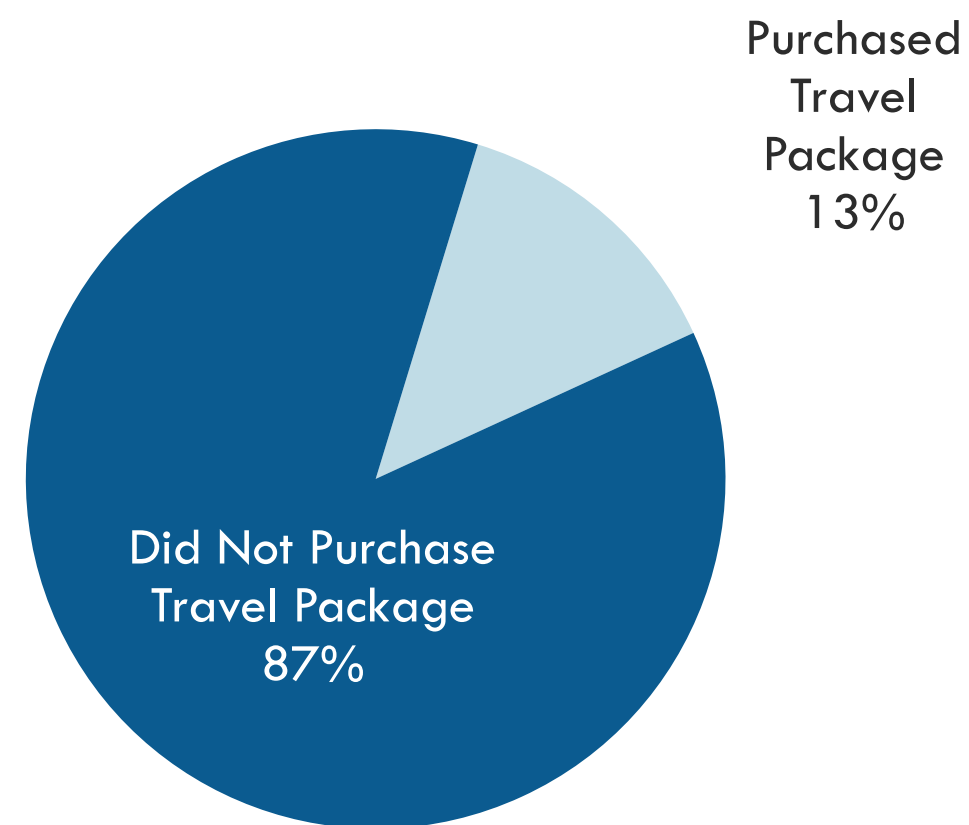
	Total	Trip Type			Traveler Type			Origin Region		
	Total Visitors	Leisure	VFR	Business/ Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
Cruise ship	52%	59%	22%	44%	3%	100%	5%	52%	52%	57%
Rental car	36%	36%	27%	38%	49%	25%	30%	32%	39%	20%
Tour bus	30%	34%	11%	21%	15%	42%	44%	25%	34%	41%
Other boat or ship	25%	28%	11%	19%	29%	20%	46%	22%	27%	28%
Train	24%	27%	10%	16%	14%	31%	41%	17%	29%	34%
Other	11%	6%	27%	29%	17%	6%	15%	13%	10%	14%
My personal car	10%	9%	17%	12%	12%	9%	6%	12%	9%	9%
Private plane	10%	10%	4%	14%	9%	9%	28%	8%	12%	7%
Rideshare	9%	8%	9%	20%	8%	10%	11%	9%	9%	11%
Rented RV/ motorhome/ camper van	9%	9%	3%	14%	6%	12%	3%	8%	10%	2%
Commercial airline	7%	7%	5%	12%	8%	7%	8%	6%	9%	2%
Ferry (Marine Highway System)	6%	6%	5%	12%	6%	7%	4%	6%	7%	7%
My personal RV/ motorhome/ camper van	6%	5%	3%	10%	5%	7%	2%	6%	6%	11%
Motorcycle	5%	3%	6%	15%	1%	8%	2%	5%	5%	2%

Question: What mode type of transportation did you use to... Base: Total, 2,922 respondents.

# TRAVEL PACKAGE

Just over one in ten visitors to Alaska purchased a travel package in Summer 2022. This was highest among Leisure (17%), International (17%), and Eastern US (16%) visitors.

Figure 12: Purchased Travel Package



Detail by Segment

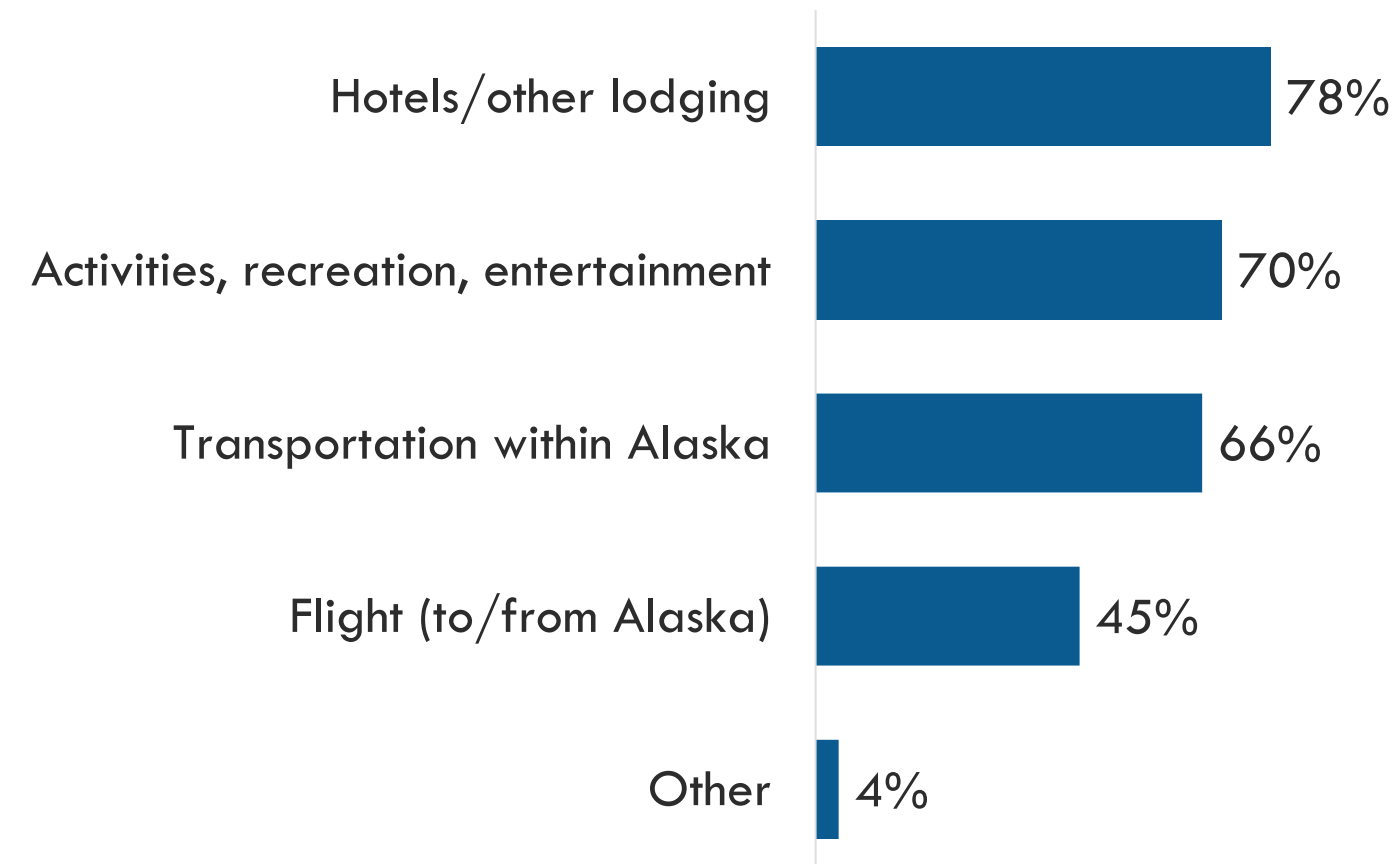
	Total	Trip Type			Origin Region		
		Leisure	VFR	Business/Convention	Western US	Eastern US	International
Purchased Travel Package	13%	17%	6%	6%	10%	16%	17%
Did Not Purchase Travel Package	87%	83%	94%	94%	90%	84%	83%

Question: Before arriving, did you purchase a package that included any combination of flight, hotel, transportation, or activities in Alaska? Base: Total, 1,354 respondents.

# TRAVEL PACKAGE ITEMS

Of those who purchased a travel package in Summer 2022, three quarters included hotels/lodging (78%), while 70 percent included activities/entertainment, and 66 percent transportation within Alaska. Four in ten included flights to/from Alaska.

Figure 13: Accommodation Type



Detail by Segment

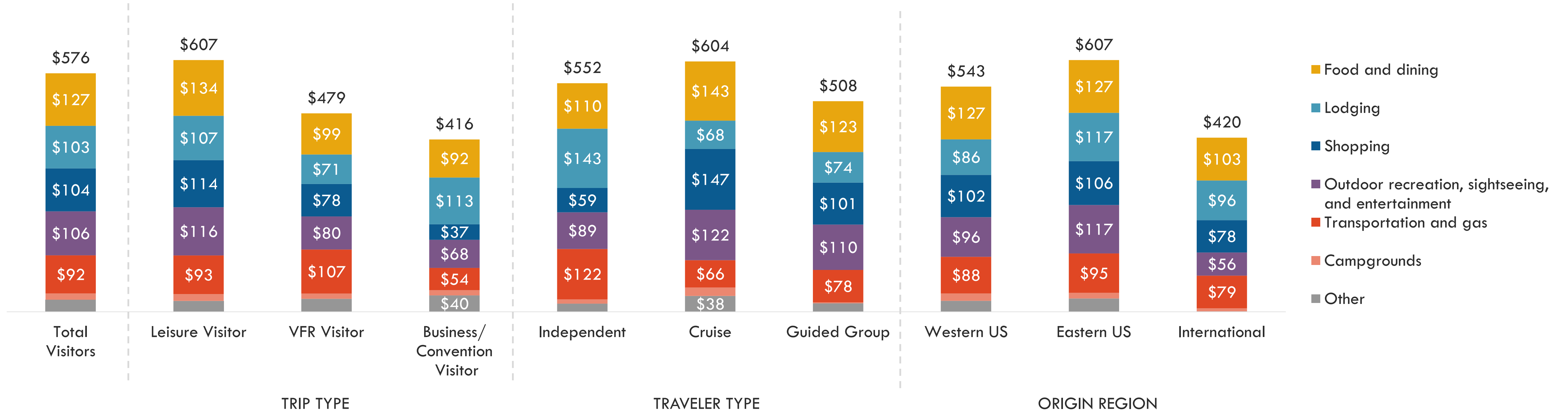
	Total	Trip Type			Origin Region		
	Total Visitors	Leisure	VFR	Business/Convention	Western US	Eastern US	International
Hotels/other lodging	78%	77%	76%	83%	76%	78%	97%
Activities, recreation, entertainment	70%	72%	38%	58%	81%	63%	89%
Transportation within Alaska	66%	66%	77%	42%	63%	67%	76%
Flight (to/from Alaska)	45%	42%	62%	57%	52%	41%	69%
Other	4%	5%	0%	0%	0%	6%	0%

Question: Which components of your travel were included in this package? Select all that apply. Base: Travel Package Purchaser, 172 respondents.

# PER PARTY PER DAY SPEND

On average, visitors to Alaska spent **\$576 per party per day in Summer 2022**. This was highest among Eastern US visitors (\$607), Leisure visitors (\$607), and Cruise visitors (\$604). Per party per day spend was lowest among Business visitors (\$416).

Figure 14: Average Daily Spend per Party

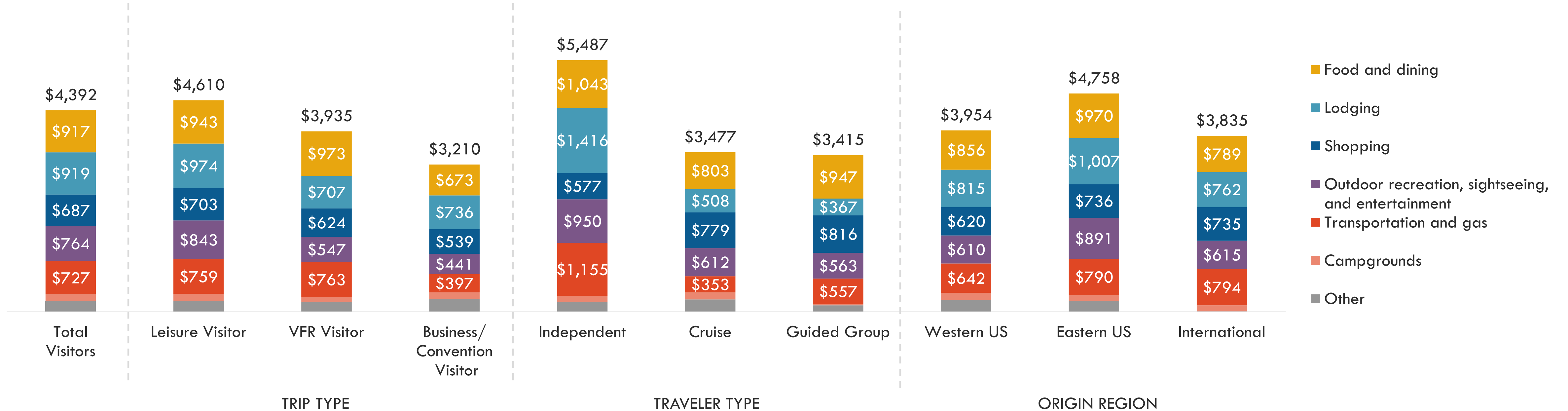


Question: PER DAY, approximately how much will you spend on each of the following? Base: Total, 2,576 respondents.

# PER PARTY PER TRIP SPEND

On average, visitors to Alaska in Summer 2022 spent **\$4,392 per party per trip**. When accounting for length of stay, per party per trip spend was highest among Independent travelers (\$5,487), followed by Eastern US visitors (\$4,758). Per party per trip spend was lowest among Business visitors (\$3,210) and Group visitors (\$3,415).

Figure 15: Average Trip Spend per Party

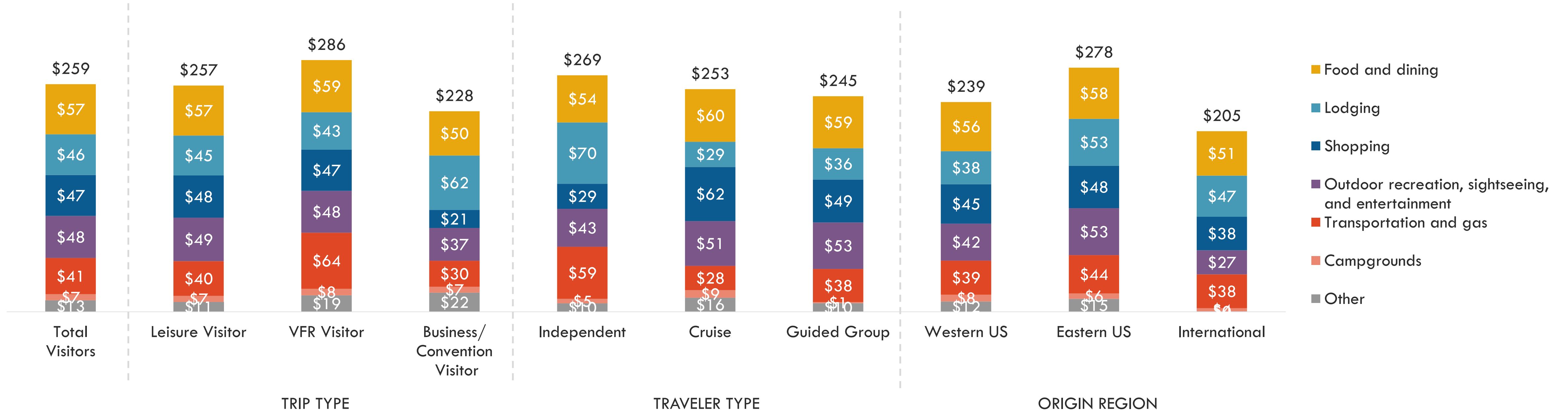


Question: PER DAY, approximately how much will you spend on each of the following? Base: Total, 2,576 respondents. Length of stay for Cruise and Group visitors is based on reported days spent on land before or after their cruise or guided group tour.

# PER PERSON PER DAY SPEND

In Summer 2022, visitors to Alaska spent an average of **\$259 per person per day in-destination**. This was highest among VFR visitors (\$286) and Eastern US visitors (\$278) and lowest among Business visitors (\$228) and International visitors (\$205).

Figure 16: Average Daily Spend per Person

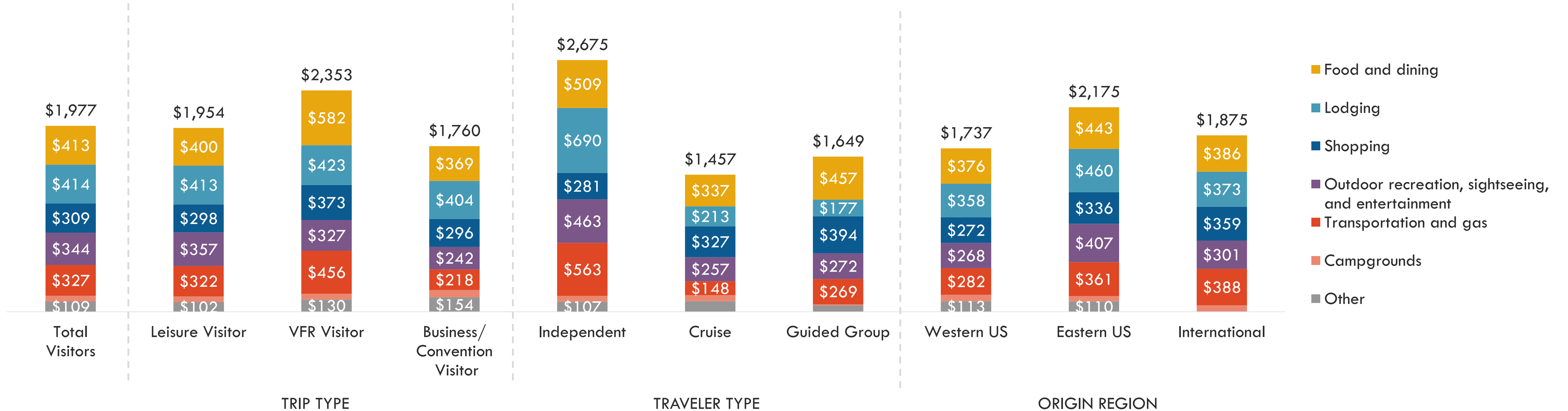


Question: PER DAY, approximately how much will you spend on each of the following? Base: Total, 2,576 respondents.

# PER PERSON PER TRIP SPEND

On average, visitors to Alaska in Summer 2022 spent \$1,977 per person per trip in-destination. This was highest among Independent visitors (\$2,675) and lowest among Cruise (\$1,457) and Group visitors (\$1,649).

Figure 17: Average Trip Spend per Person



Question: PER DAY, approximately how much will you spend on each of the following? Base: Total, 2,576 respondents. Length of stay for Cruise and Group visitors is based on reported days spent on land before or after their cruise or guided group tour.



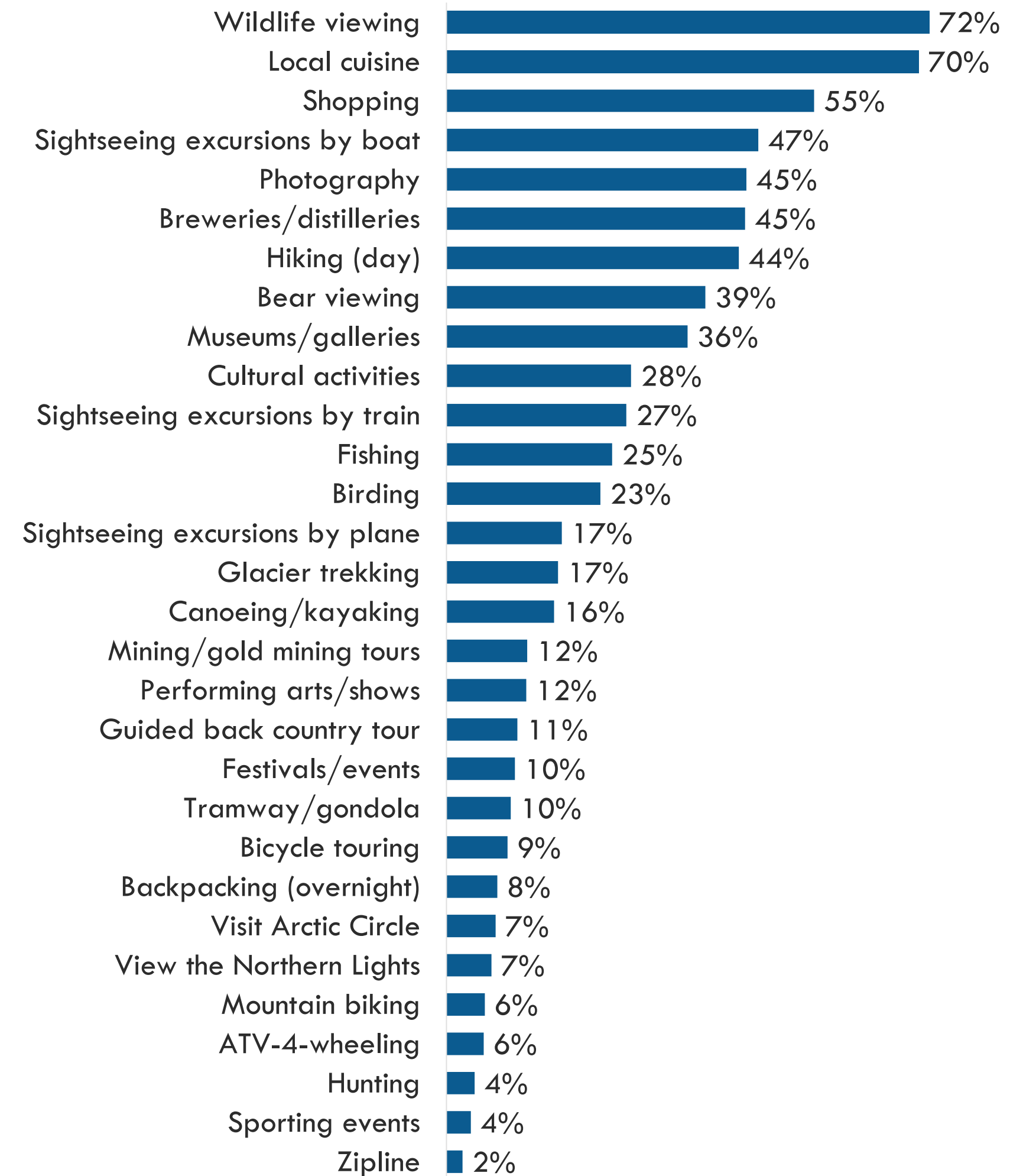
A photograph of three people in climbing gear walking on a glacier. The person on the left is wearing a red jacket, orange helmet, and orange backpack. The person in the middle is wearing a purple jacket and red helmet. The person on the right is wearing a green jacket, blue helmet, and is pointing towards the glacier. The glacier is a large, white, textured wall of ice with a body of water in the foreground.

# VISITOR ACTIVITIES

# IN-DESTINATION ACTIVITIES

While in Alaska, the most popular in-destination activities included wildlife viewing (72%) and local cuisine (70%). Around half of visitors went shopping (55%), sightseeing by boat (47%), did photography (45%), and/or went to breweries/distilleries (45%). Around four in ten went hiking (44%), bear viewing (39%), and/or went to museums/galleries (36%).

Figure 18: In-Destination Activities



Base: Total, 2,922 respondents.

# IN-DESTINATION ACTIVITIES – CONTINUED

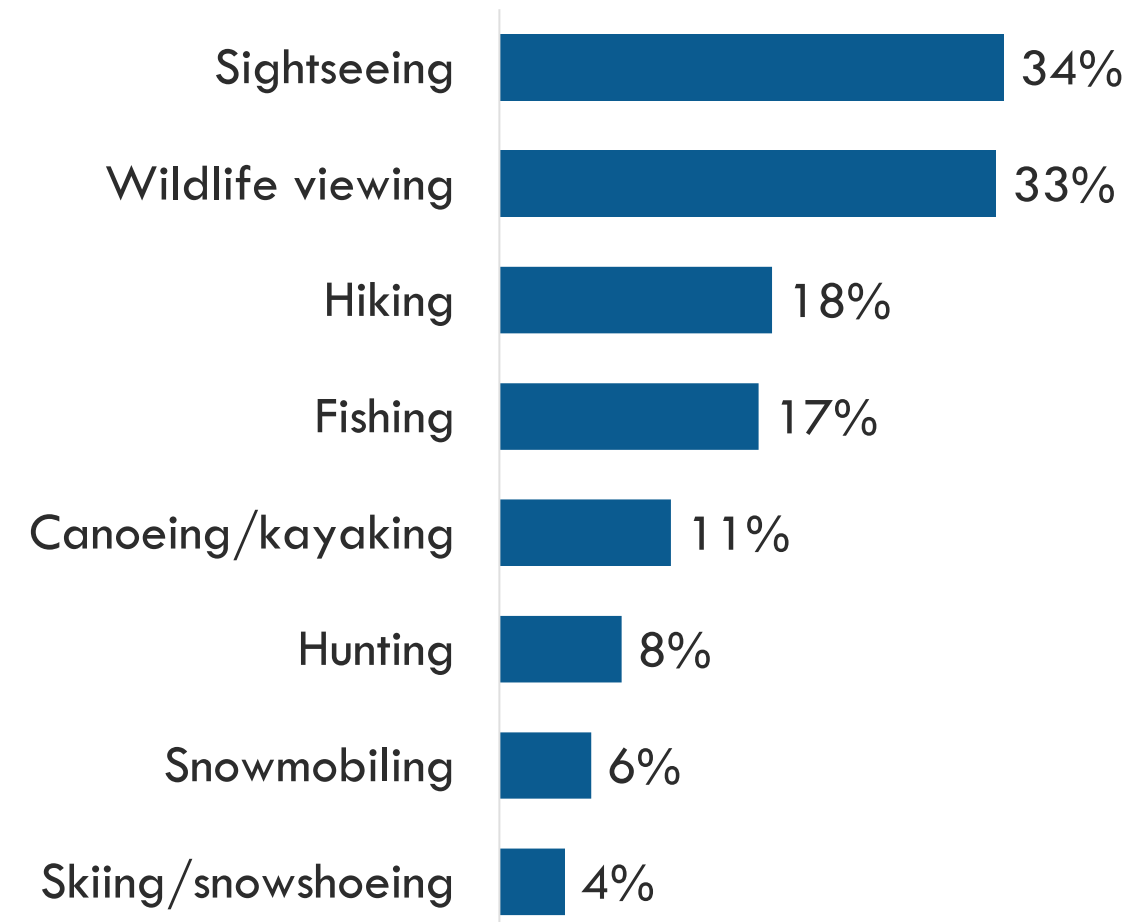
## Detail by Segment

	Total	Trip Type			Traveler Type			Origin Region		
	Total Visitors	Leisure	VFR	Business/ Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
Wildlife viewing	72%	78%	52%	50%	72%	71%	85%	67%	76%	75%
Local cuisine (salmon bake, crab feed, etc.)	70%	71%	67%	66%	80%	62%	76%	69%	71%	80%
Shopping	55%	60%	41%	32%	54%	55%	73%	49%	59%	64%
Sightseeing excursions by boat	47%	53%	24%	28%	37%	53%	68%	44%	48%	50%
Photography	45%	48%	41%	30%	45%	43%	66%	50%	41%	47%
Breweries/distilleries	45%	45%	45%	43%	47%	42%	44%	48%	42%	45%
Hiking (day)	44%	47%	40%	28%	54%	34%	50%	43%	44%	53%
Bear viewing	39%	42%	27%	22%	34%	42%	57%	39%	38%	44%
Museums/galleries	36%	39%	27%	28%	40%	31%	50%	32%	39%	49%
Cultural activities	28%	30%	24%	17%	16%	38%	30%	24%	30%	40%
Sightseeing excursions by train	27%	32%	10%	9%	16%	36%	47%	18%	33%	33%
Fishing	25%	24%	29%	26%	27%	22%	32%	29%	22%	9%
Birding	23%	24%	20%	14%	21%	24%	38%	26%	20%	28%
Sightseeing excursions by plane	17%	18%	16%	13%	13%	20%	24%	17%	18%	13%
Glacier trekking	17%	20%	7%	6%	17%	16%	21%	14%	18%	20%
Canoeing/kayaking	16%	18%	11%	11%	12%	19%	19%	22%	12%	7%
Mining/gold mining tours	12%	12%	12%	14%	6%	17%	20%	9%	14%	15%
Performing arts/shows	12%	13%	6%	17%	5%	18%	15%	12%	12%	7%
Guided back country tour	11%	13%	2%	6%	6%	14%	25%	13%	9%	15%
Festivals/events	10%	8%	19%	9%	10%	10%	10%	9%	12%	6%
Tramway/gondola	10%	11%	7%	3%	6%	13%	8%	9%	10%	13%
Bicycle touring	9%	10%	6%	6%	5%	13%	6%	10%	9%	3%
Backpacking (overnight)	8%	6%	13%	12%	3%	12%	9%	8%	8%	1%
Visit Arctic Circle	7%	9%	3%	4%	4%	11%	6%	8%	7%	2%
View the Northern Lights	7%	7%	7%	2%	7%	6%	5%	6%	7%	5%
Mountain biking	6%	5%	7%	12%	2%	9%	7%	7%	5%	0%
ATV-4-wheeling	6%	6%	5%	2%	7%	4%	6%	4%	7%	4%
Hunting	4%	4%	0%	9%	1%	7%	3%	3%	5%	1%
Sporting events	4%	3%	5%	7%	2%	5%	2%	3%	4%	0%
Zipline	2%	3%	1%	1%	1%	3%	1%	2%	3%	1%

# HIRED GUIDE

Around one third of visitors to Alaska in Summer 2022 hired a guide for sightseeing (34%) and/or wildlife viewing (33%). One in five hired a guide for hiking (18%) and/or fishing (17%).

Figure 19: Hired Guide



Detail by Segment

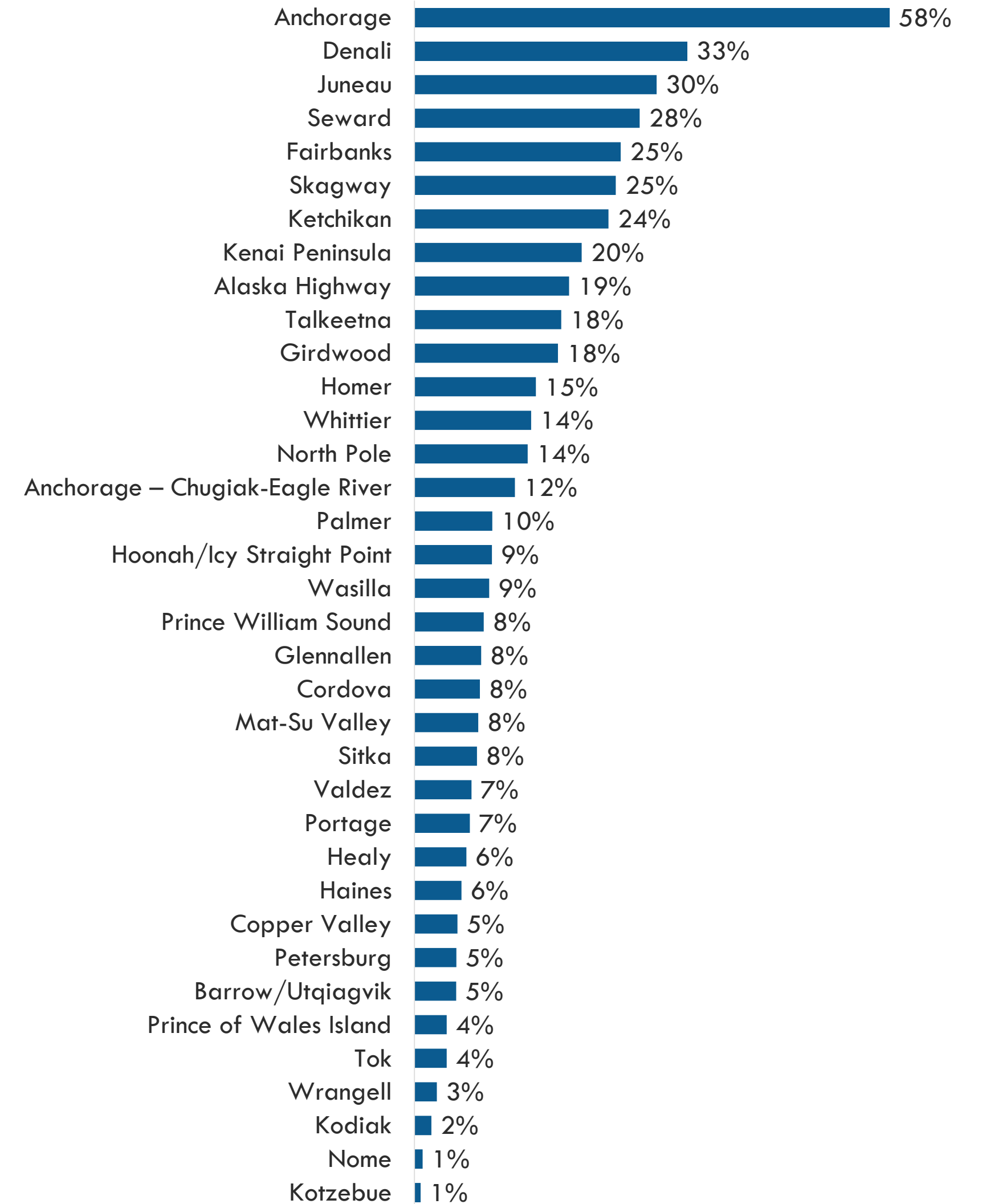
	Total	Trip Type			Traveler Type			Origin Region		
	Total Visitors	Leisure	VFR	Business/Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
Sightseeing	34%	37%	20%	18%	34%	32%	53%	34%	33%	59%
Wildlife viewing	33%	36%	21%	18%	30%	35%	47%	31%	34%	47%
Hiking	18%	18%	13%	24%	10%	24%	22%	20%	17%	11%
Fishing	17%	16%	16%	28%	22%	13%	31%	17%	18%	10%
Canoeing/kayaking	11%	12%	4%	22%	5%	16%	12%	13%	11%	4%
Hunting	8%	5%	16%	30%	1%	14%	0%	10%	7%	1%
Snowmobiling	6%	5%	2%	21%	1%	11%	5%	7%	5%	0%
Skiing/snowshoeing	4%	5%	5%	4%	1%	7%	4%	7%	3%	1%

Question: While in Alaska did you/will you hire a guide for any of the following activities on this trip? Select all that apply. Base: Total, 2,675 respondents.

# AREAS VISITED

In Summer 2022, more than half of visitors went to Anchorage (58%), while one third visited Denali (33%) and/or Juneau (30%). One quarter of visitors went to Seward (28%), Fairbanks (25%), Skagway (25%), and/or Ketchikan (24%). One fifth visited the Kenai Peninsula (20%), Talkeetna (18%), and/or Girdwood (18%).

Figure 20: Areas Visited



Question: What areas have you visited/are you planning to visit on this trip? Select all that apply. Base: Total, 2,922 respondents.

# AREAS VISITED – CONTINUED

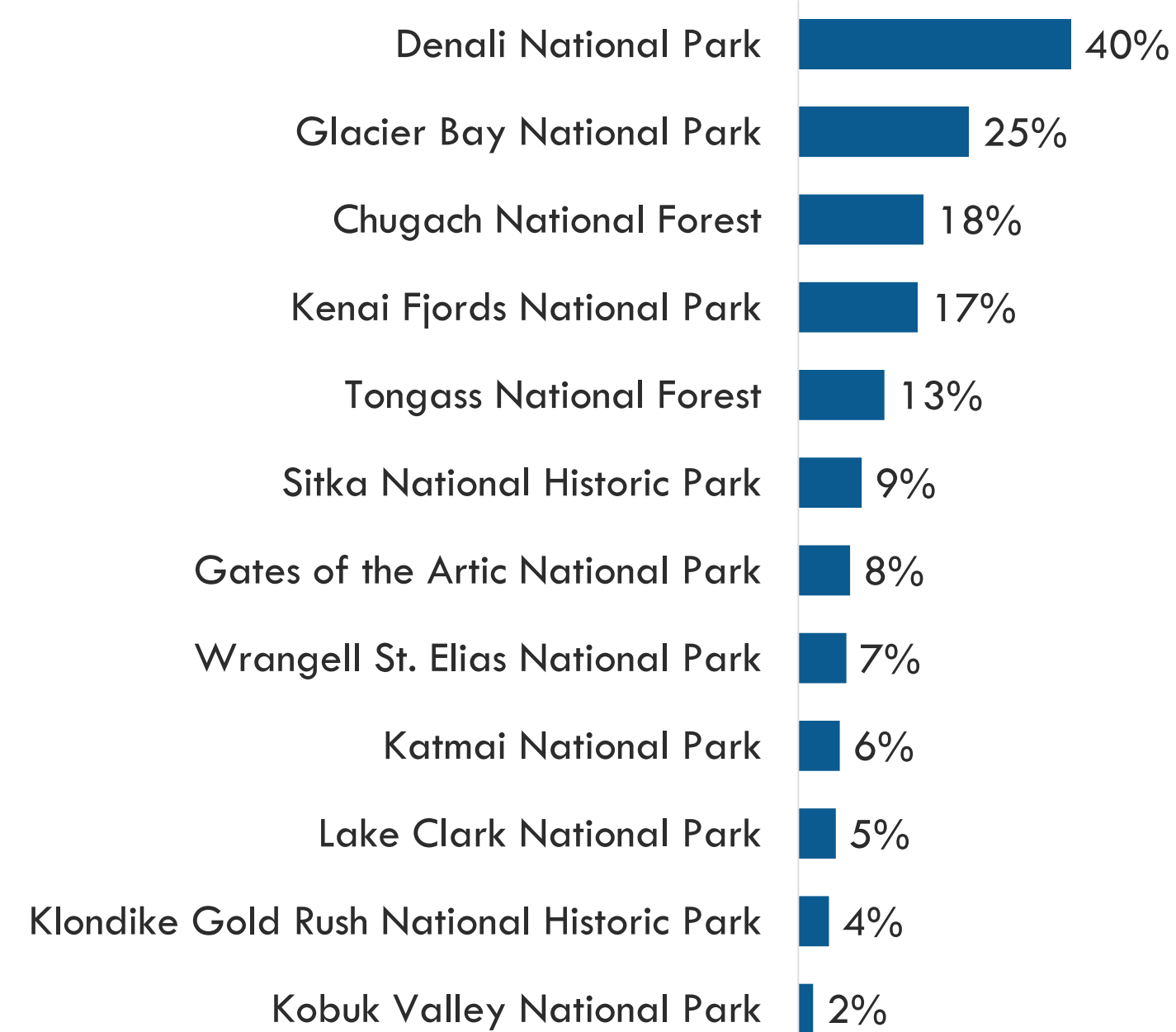
## Detail by Segment

	Total	Trip Type				Traveler Type		Origin Region		
	Total Visitors	Leisure	VFR	Business/ Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
Anchorage	58%	58%	67%	39%	78%	38%	83%	56%	59%	84%
Denali	33%	39%	15%	13%	36%	30%	57%	24%	40%	45%
Juneau	30%	35%	9%	9%	12%	46%	10%	25%	32%	46%
Seward	28%	33%	10%	5%	33%	22%	39%	25%	29%	40%
Fairbanks	25%	29%	14%	12%	27%	22%	42%	20%	28%	37%
Skagway	25%	29%	3%	13%	5%	43%	10%	20%	27%	48%
Ketchikan	24%	29%	3%	5%	7%	40%	7%	19%	26%	44%
Kenai Peninsula	20%	24%	13%	6%	29%	12%	36%	18%	22%	23%
Alaska Highway	19%	21%	13%	11%	19%	19%	19%	17%	21%	16%
Talkeetna	18%	21%	7%	6%	20%	15%	35%	12%	23%	25%
Girdwood	18%	18%	19%	10%	20%	15%	16%	16%	19%	11%
Homer	15%	17%	9%	8%	22%	9%	17%	14%	16%	12%
Whittier	14%	16%	9%	2%	15%	13%	22%	9%	18%	16%
North Pole	14%	15%	5%	15%	14%	13%	18%	12%	15%	13%
Anchorage – Chugiak-Eagle River	12%	13%	14%	10%	14%	11%	8%	10%	14%	8%
Palmer	10%	10%	10%	4%	15%	5%	9%	6%	12%	10%
Hoonah/Icy Straight Point	9%	11%	1%	8%	1%	18%	3%	8%	10%	10%
Wasilla	9%	9%	12%	5%	13%	5%	8%	6%	11%	12%
Prince William Sound	8%	9%	6%	5%	7%	9%	23%	7%	9%	5%
Glennallen	8%	8%	4%	14%	7%	9%	11%	9%	7%	12%
Cordova	8%	7%	3%	20%	4%	12%	10%	10%	7%	3%
Mat-Su Valley	8%	8%	8%	8%	10%	6%	8%	5%	10%	7%
Sitka	8%	9%	4%	7%	2%	13%	2%	6%	9%	15%
Valdez	7%	7%	7%	7%	9%	5%	19%	5%	8%	15%
Portage	7%	7%	4%	9%	6%	7%	10%	8%	6%	7%
Healy	6%	7%	3%	7%	8%	4%	7%	5%	8%	6%
Haines	6%	6%	1%	8%	4%	8%	2%	4%	7%	13%
Copper Valley	5%	5%	3%	8%	6%	5%	9%	5%	6%	7%
Petersburg	5%	4%	12%	6%	1%	9%	0%	8%	3%	1%
Barrow/Utqiagvik	5%	4%	10%	12%	1%	9%	3%	7%	4%	0%
Prince of Wales Island	4%	3%	12%	1%	2%	6%	0%	5%	4%	1%
Tok	4%	5%	1%	1%	6%	2%	4%	3%	4%	17%
Wrangell	3%	4%	0%	0%	4%	1%	8%	2%	3%	4%
Kodiak	2%	3%	0%	0%	1%	3%	1%	2%	2%	1%
Nome	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Kotzebue	1%	1%	1%	0%	0%	1%	2%	1%	1%	0%

# NATIONAL PARKS/FORESTS VISITED

Four in ten Summer 2022 visitors to Alaska went to Denali National Park (40%). This was followed distantly by Glacier Bay National Park (25%), Chugach National Forest (18%), and Kenai Fjords National Park (17%).

Figure 21: National Parks/Forests Visited



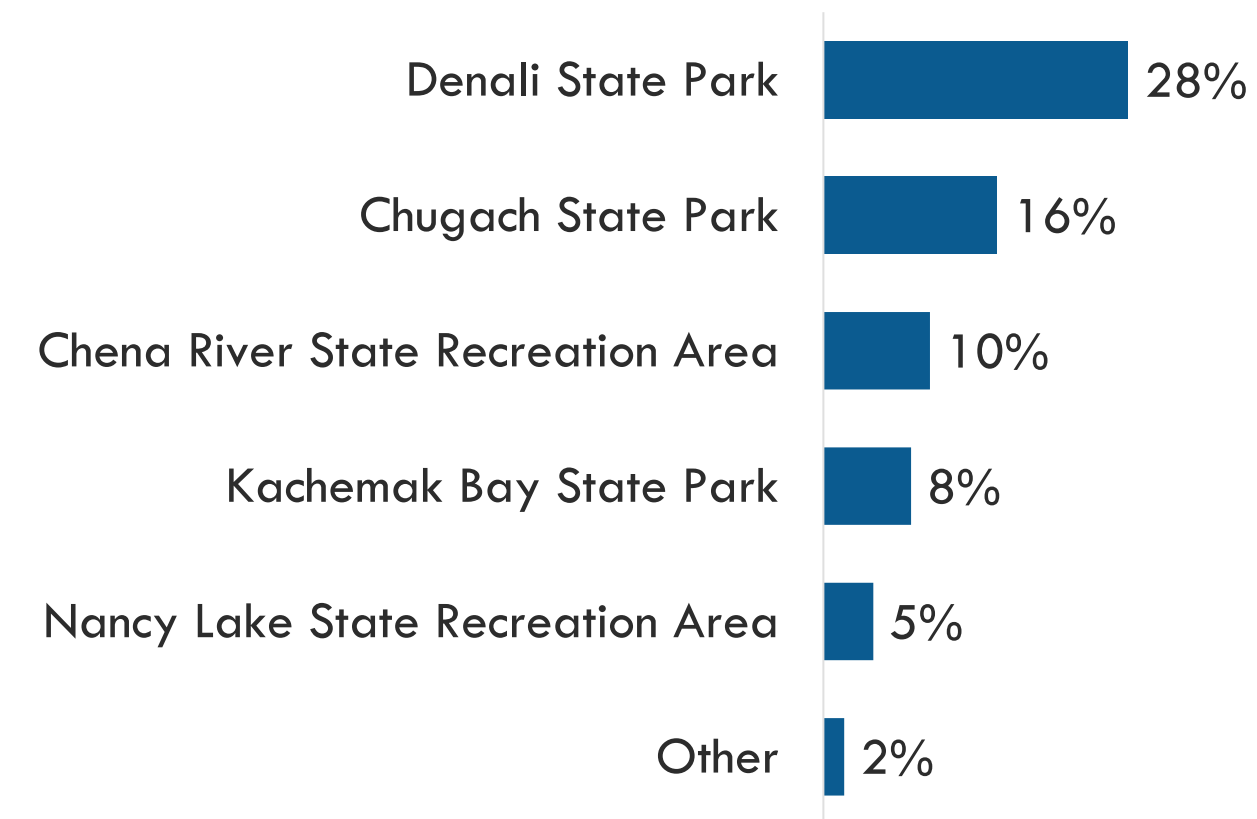
	Total	Trip Type			Traveler Type			Origin Region		
	Total Visitors	Leisure	VFR	Business/Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
Denali National Park	40%	45%	25%	21%	38%	40%	58%	33%	45%	49%
Glacier Bay National Park	25%	29%	6%	18%	10%	39%	10%	24%	25%	35%
Chugach National Forest	18%	20%	15%	9%	25%	12%	32%	16%	20%	20%
Kenai Fjords National Park	17%	20%	8%	11%	22%	12%	40%	15%	19%	12%
Tongass National Forest	13%	14%	5%	13%	5%	20%	3%	12%	13%	19%
Sitka National Historic Park	9%	9%	12%	14%	2%	16%	6%	9%	9%	7%
Gates of the Arctic National Park	8%	7%	10%	14%	2%	13%	3%	7%	8%	1%
Wrangell St. Elias National Park	7%	7%	1%	11%	7%	7%	11%	7%	7%	6%
Katmai National Park	6%	6%	1%	16%	3%	9%	7%	6%	7%	1%
Lake Clark National Park	5%	5%	6%	4%	3%	8%	2%	6%	6%	0%
Klondike Gold Rush National Historic Park	4%	5%	2%	1%	2%	7%	6%	5%	4%	2%
Kobuk Valley National Park	2%	3%	1%	1%	1%	4%	0%	1%	3%	0%

Question: What areas have you visited/are you planning to visit on this trip? Select all that apply. Base: Total, 2,922 respondents.

# STATE PARKS VISITED

One quarter of Summer 2022 visitors to Alaska went to Denali State Park (28%). This was followed distantly by Chugach State Park (16%), Chena River State Recreation Area (10%), and Kachemak Bay State Park (8%).

Figure 22: State Parks Visited



	Total	Trip Type			Traveler Type			Origin Region		
	Total Visitors	Leisure	VFR	Business/Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
Denali State Park	28%	31%	18%	25%	20%	36%	19%	24%	32%	22%
Chugach State Park	16%	16%	21%	15%	16%	16%	9%	16%	17%	8%
Chena River State Recreation Area	10%	10%	5%	12%	7%	12%	13%	7%	12%	6%
Kachemak Bay State Park	8%	8%	3%	13%	3%	13%	5%	9%	7%	1%
Nancy Lake State Recreation Area	5%	5%	2%	9%	2%	7%	3%	3%	6%	0%
Other	2%	2%	2%	0%	3%	1%	4%	2%	2%	1%

Question: What areas have you visited/are you planning to visit on this trip? Select all that apply. Base: Total, 2,922 respondents.



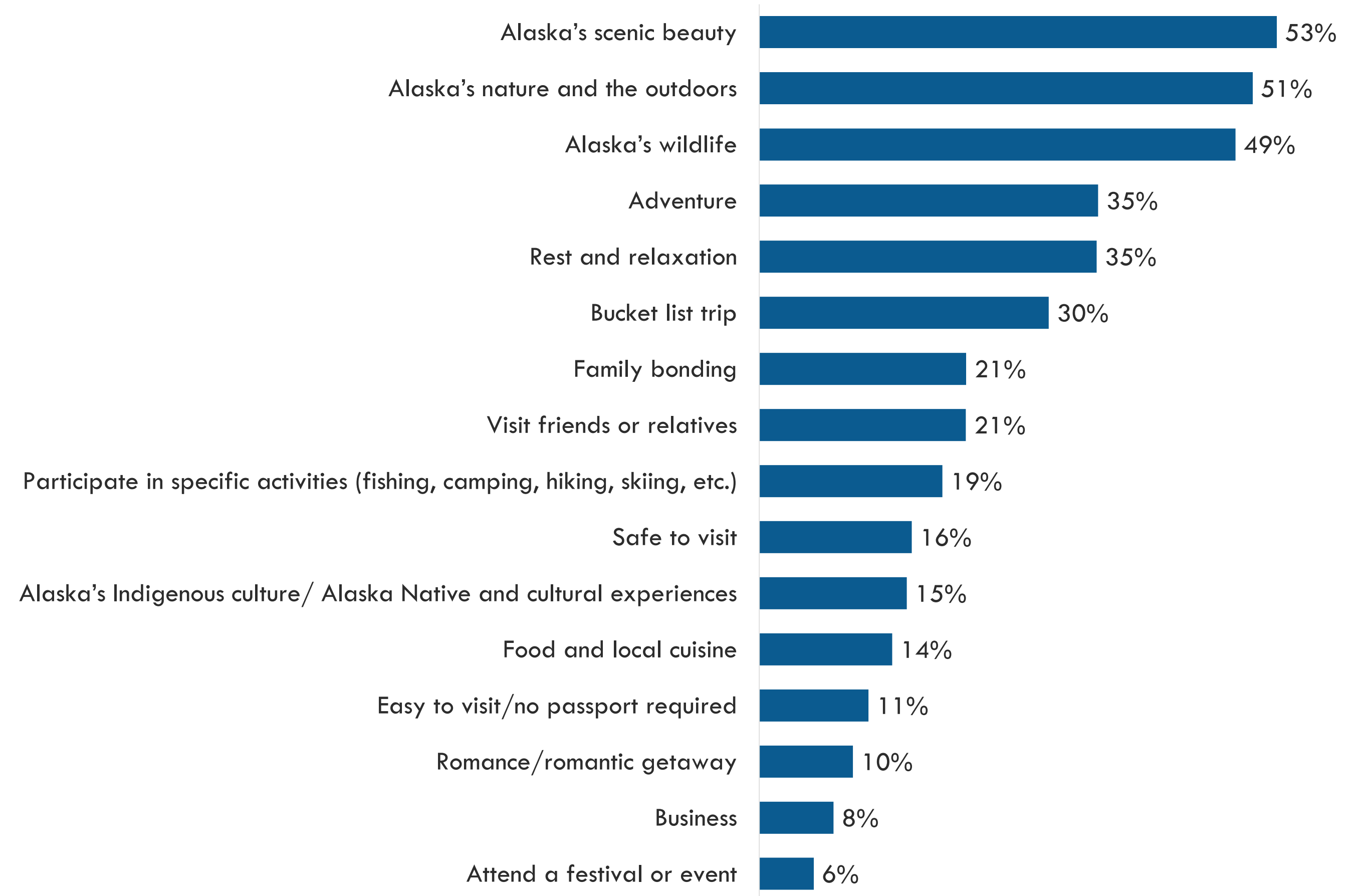
# VISITOR EXPERIENCE



# DESTINATION SELECTION FACTORS

In Summer 2022, the top motivators for visiting Alaska were the scenic beauty (53%), nature/outdoors (51%), and/or wildlife (49%). One third visited for adventure (35%) and/or rest/relaxation (35%). Three in ten were visiting as a bucket list trip (30%).

Figure 23: Destination Selection Factors



Question: What were the most important motivators for visiting Alaska on this trip? Select all that apply. Base: Total, 2,922 respondents.

# DESTINATION SELECTION FACTORS – CONTINUED

## Detail by Segment

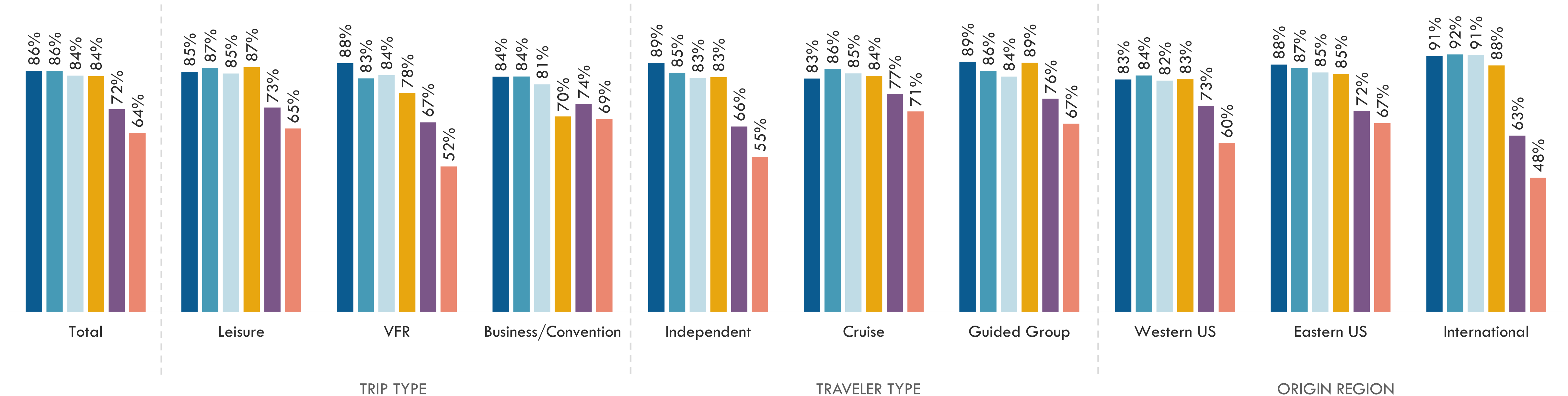
	Total	Trip Type			Traveler Type			Origin Region		
	Total Visitors	Leisure	VFR	Business/ Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
Alaska's scenic beauty	53%	64%	21%	16%	56%	50%	74%	47%	57%	72%
Alaska's nature and the outdoors	51%	60%	22%	21%	54%	47%	71%	47%	53%	72%
Alaska's wildlife	49%	57%	27%	14%	52%	45%	72%	48%	50%	60%
Adventure	35%	41%	9%	24%	38%	31%	52%	36%	34%	47%
Rest and relaxation	35%	39%	32%	12%	36%	34%	31%	38%	33%	37%
Bucket list trip	30%	36%	7%	9%	31%	28%	42%	20%	37%	41%
Family bonding	21%	21%	39%	7%	24%	19%	21%	22%	21%	15%
Visit friends or relatives	21%	15%	72%	11%	31%	13%	11%	23%	21%	7%
Participate in specific activities (fishing, camping, hiking, skiing, etc.)	19%	20%	16%	12%	25%	13%	25%	20%	18%	14%
Safe to visit	16%	17%	12%	9%	16%	16%	12%	13%	18%	21%
Alaska's Indigenous culture/ Alaska Native and cultural experiences	15%	16%	8%	19%	12%	19%	10%	12%	18%	15%
Food and local cuisine	14%	14%	13%	13%	10%	17%	9%	14%	14%	4%
Easy to visit/no passport required	11%	12%	6%	15%	10%	13%	10%	10%	13%	0%
Romance/romantic getaway	10%	11%	4%	8%	6%	13%	8%	10%	9%	10%
Business	8%	3%	1%	54%	11%	5%	1%	8%	8%	5%
Attend a festival or event	6%	4%	10%	9%	4%	7%	7%	6%	6%	0%

# SATISFACTION RATING

**Overall, visitors to Alaska in Summer 2022 were satisfied with their trip (86%).** Visitors had similarly high satisfaction with the service/hospitality in Alaska (86%), interactions with locals (84%), and activities in Alaska (84%). Seven in ten visitors were satisfied with value for money on their trip (72%), while 64 percent were satisfied with their lodging options (64%).

**Figure 24: Satisfaction Rating**

■ Your overall trip ■ Service and hospitality in Alaska ■ Interaction with locals in Alaska ■ Activities in Alaska ■ Value for money in Alaska ■ Lodging in Alaska

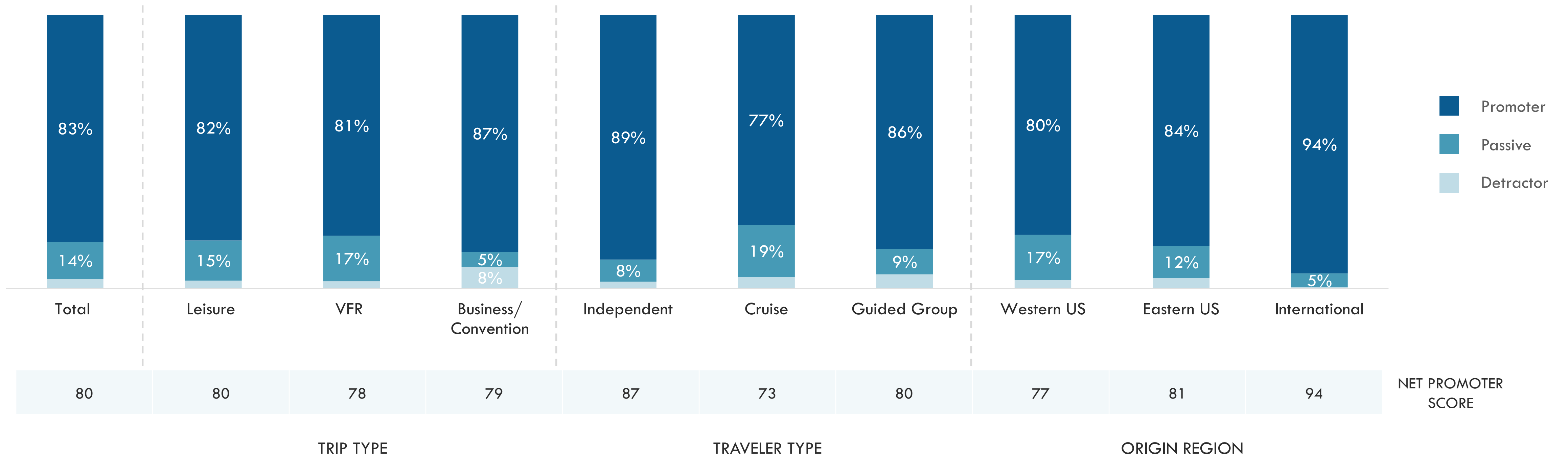


Question: How satisfied are you with... Base: Total, 2,922 respondents.

# LIKELIHOOD TO RECOMMEND

Overall, 83 percent of visitors to Alaska in Summer 2022 would recommend the state (promoters). When accounting for detractors (those who would not recommend), Alaska's overall Net Promoter Score was 80. Net Promoter Score was highest among International visitors (94) and Independent travelers (87), and lowest among Cruise travelers (73).

Figure 25: Likelihood to Recommend

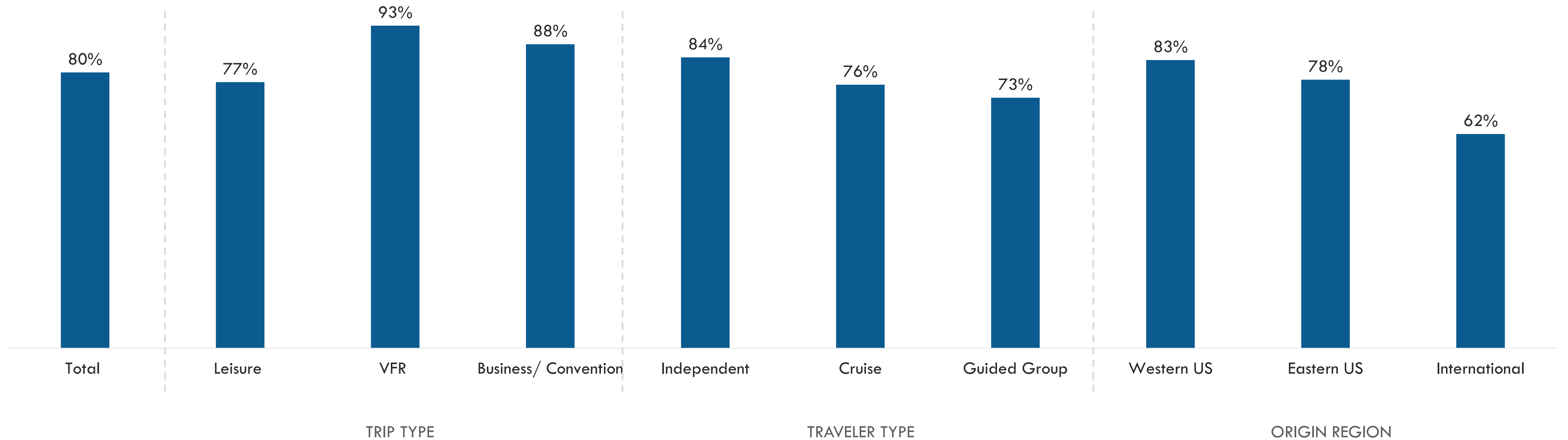


Question: How likely are you to...? Base: Total, 2,922 respondents.

# LIKELIHOOD TO RETURN

**Eight in ten Summer 2022 visitors said they are likely to return to Alaska in the future (80%).** This was highest among VFR (93%), followed by business/convention (88%). Likelihood to return was lower among Guided Group (73%) and International visitors (62%).

**Figure 26: Likelihood to Return**



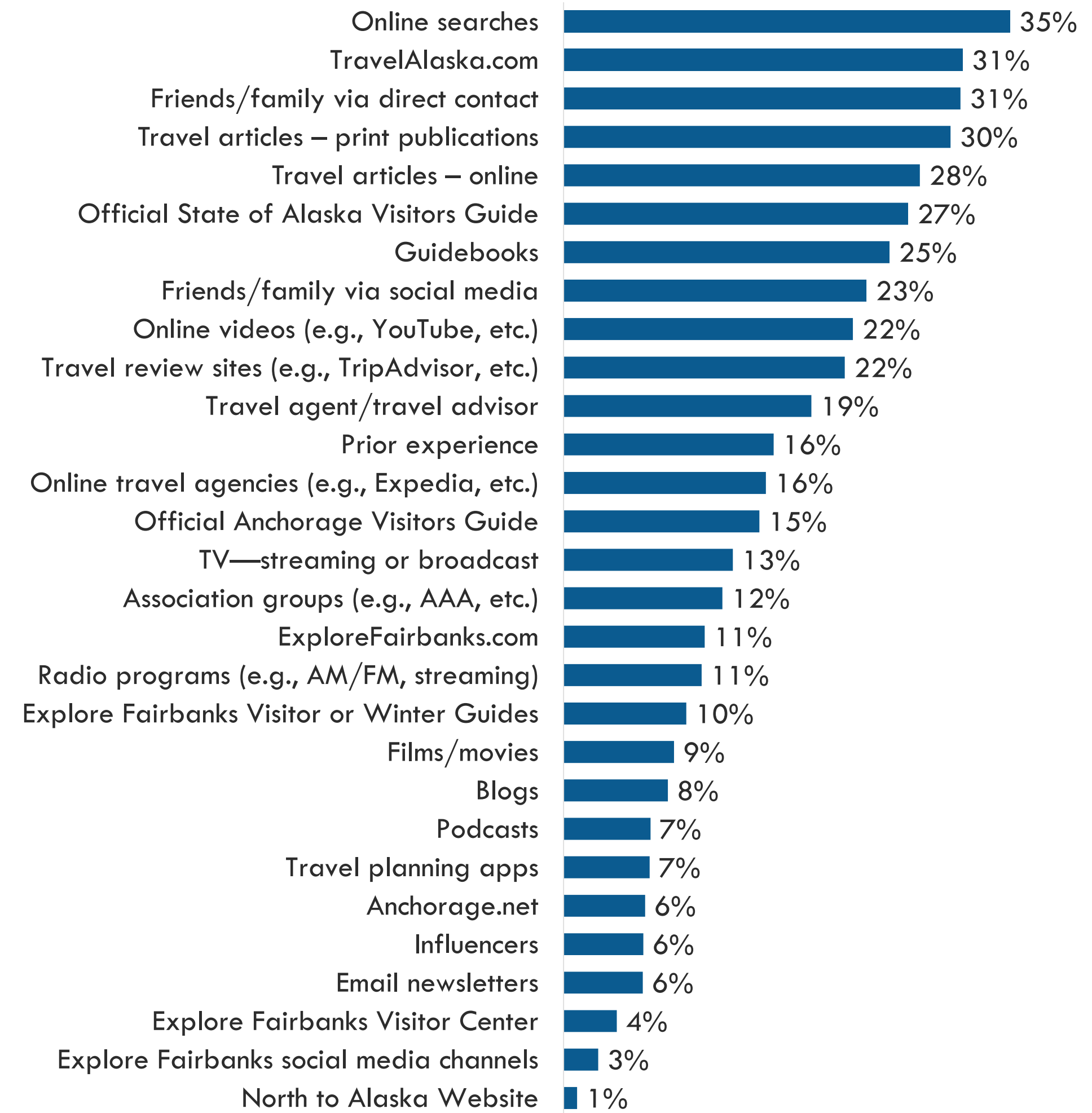
Question: How likely are you to...? Base: Total, 2,922 respondents.

# TRAVEL PLANNING & MEDIA

# TRAVEL PLANNING RESOURCES

When planning their Summer 2022 vacation, the top travel planning resources visitors used included online search (35%), TravelAlaska.com (31%), word of mouth from friends/family (31%), and travel articles (30%). Around one quarter used the official Alaska Visitors Guide (27%), guidebooks (25%), social media (22%), and/or travel review sites (22%).

Figure 27: Travel Planning Resources



Question: Which of the following sources did you use to plan your trip to Alaska? Select all that apply. Base: Total, 1,605 respondents.



# TRAVEL PLANNING RESOURCES – CONTINUED

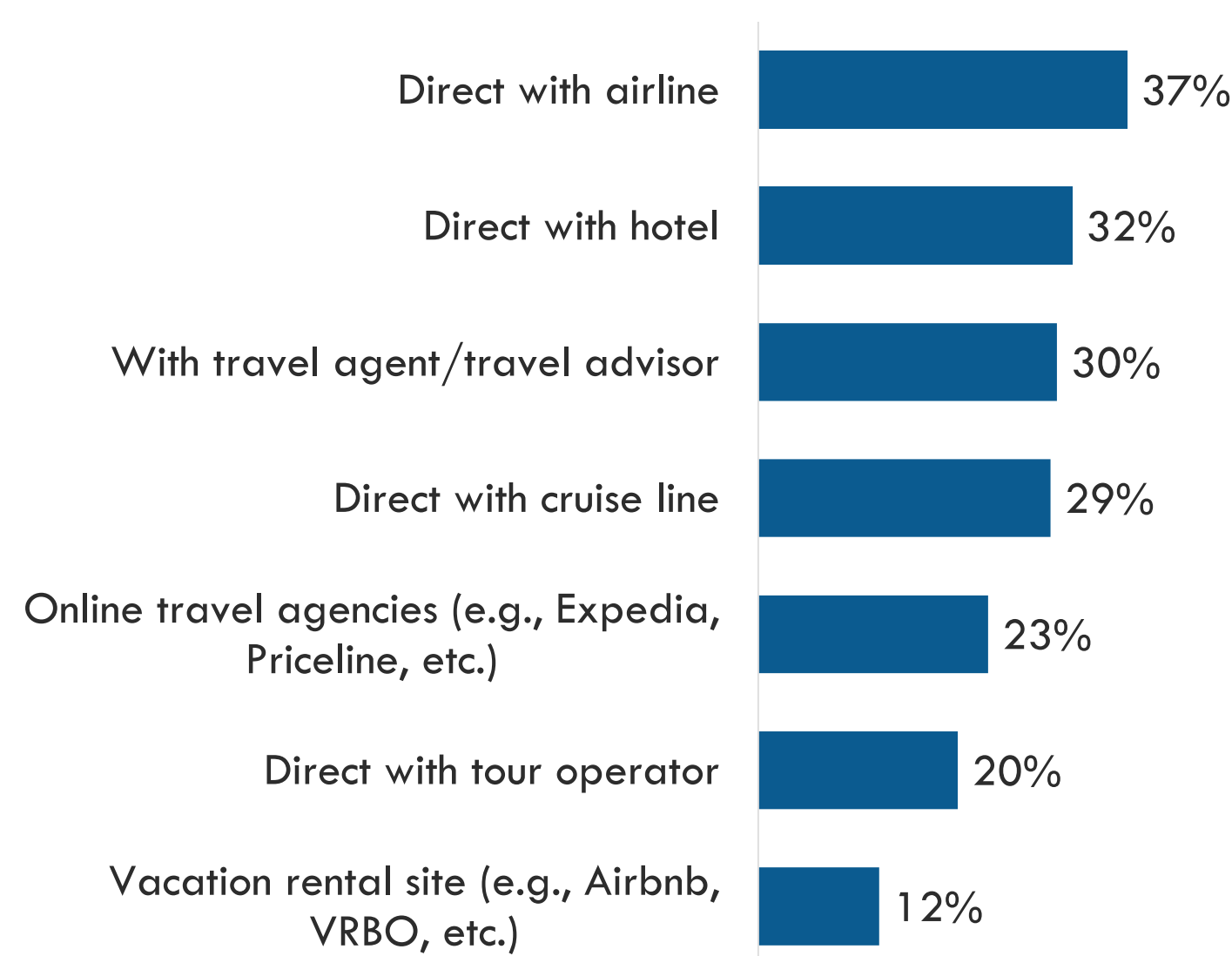
## Detail by Segment

	Total	Trip Type				Traveler Type		Origin Region		
	Total Visitors	Leisure	VFR	Business/ Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
Online searches	35%	38%	31%	15%	49%	27%	39%	27%	39%	33%
TravelAlaska.com	31%	35%	18%	9%	51%	21%	33%	24%	35%	48%
Friends/family via direct contact	31%	28%	54%	25%	44%	24%	30%	31%	30%	35%
Travel articles – print publications	30%	34%	17%	18%	35%	27%	30%	24%	33%	30%
Travel articles – online	28%	32%	12%	11%	39%	22%	32%	19%	33%	25%
Official State of Alaska Visitors Guide	27%	27%	32%	18%	41%	20%	19%	20%	30%	33%
Guidebooks	25%	29%	10%	15%	37%	19%	31%	20%	28%	35%
Friends/family via social media	23%	21%	46%	28%	15%	28%	11%	37%	16%	6%
Online videos (e.g., YouTube, etc.)	22%	20%	35%	31%	17%	25%	17%	21%	24%	13%
Travel review sites (e.g., TripAdvisor, etc.)	22%	24%	15%	10%	25%	20%	15%	22%	22%	5%
Travel agent/travel advisor	19%	21%	14%	12%	9%	24%	23%	14%	22%	3%
Prior experience	16%	17%	14%	10%	22%	13%	22%	18%	15%	11%
Online travel agencies (e.g., Expedia, etc.)	16%	15%	11%	30%	12%	18%	17%	16%	16%	4%
Official Anchorage Visitors Guide	15%	16%	4%	20%	22%	12%	12%	10%	18%	10%
TV—streaming or broadcast	13%	13%	4%	21%	5%	17%	9%	16%	12%	17%
Association groups (e.g., AAA, etc.)	12%	13%	5%	19%	10%	14%	9%	14%	11%	16%
ExploreFairbanks.com	11%	11%	8%	14%	15%	9%	17%	9%	12%	6%
Radio programs (e.g., AM/FM, streaming)	11%	10%	18%	10%	1%	16%	5%	22%	4%	0%
Explore Fairbanks Visitor or Winter Guides	10%	9%	23%	2%	11%	9%	8%	9%	10%	13%
Films/movies	9%	8%	2%	25%	4%	11%	1%	12%	6%	6%
Blogs	8%	8%	3%	17%	8%	9%	2%	7%	9%	6%
Podcasts	7%	7%	0%	11%	2%	9%	4%	5%	8%	0%
Travel planning apps	7%	7%	4%	12%	7%	7%	4%	8%	6%	1%
Anchorage.net	6%	7%	2%	4%	8%	6%	4%	4%	7%	7%
Influencers	6%	6%	7%	8%	4%	7%	8%	4%	7%	0%
Email newsletters	6%	6%	3%	8%	7%	6%	2%	4%	7%	1%
Explore Fairbanks Visitor Center	4%	4%	3%	0%	6%	3%	8%	1%	6%	6%
Explore Fairbanks social media channels	3%	3%	1%	5%	2%	3%	5%	2%	3%	6%
North to Alaska Website	1%	1%	0%	0%	1%	1%	2%	1%	1%	6%

# BOOKING SOURCES

Around one third of visitors to Alaska in Summer 2022 booked directly with their airline (37%), hotel (32%), travel agent (30%), and/or cruise line (29%). Around one in five booked through an online travel agency (23%) or with a tour operator (20%).

Figure 28: Booking Sources



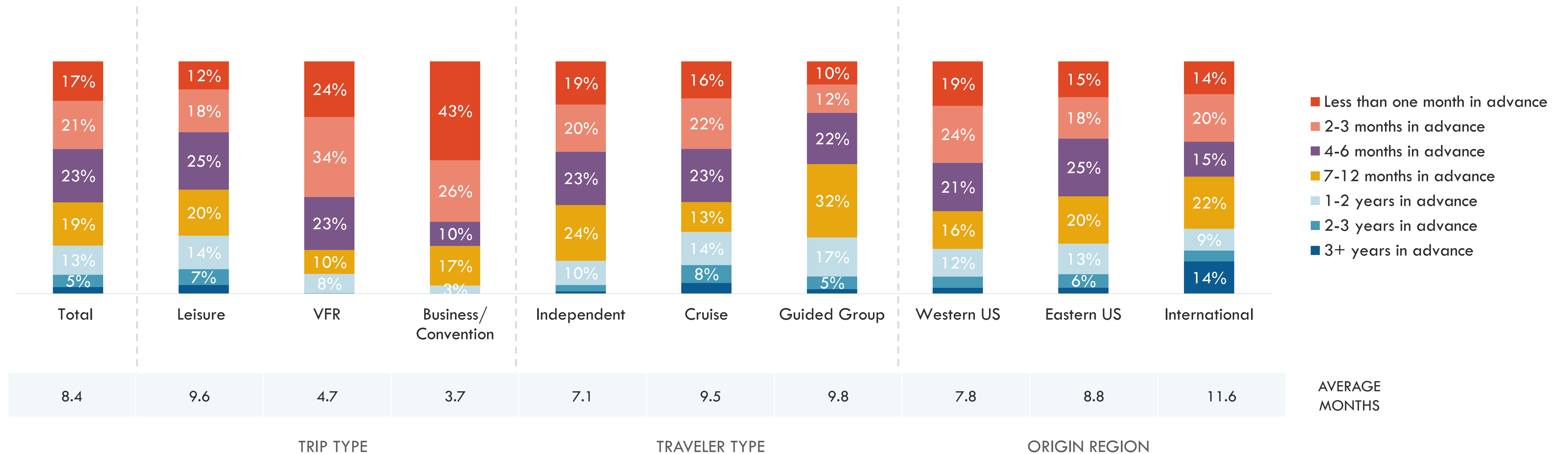
	Total	Trip Type			Traveler Type			Origin Region		
	Total	Leisure	VFR	Business/ Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
Direct with airline	37%	36%	42%	42%	61%	25%	32%	34%	39%	31%
Direct with hotel	32%	33%	24%	33%	42%	27%	27%	33%	31%	26%
With travel agent/travel advisor	30%	29%	31%	39%	11%	40%	25%	28%	31%	5%
Direct with cruise line	29%	32%	22%	21%	4%	43%	13%	32%	28%	4%
Online travel agencies (e.g., Expedia, Priceline, etc.)	23%	23%	29%	21%	26%	21%	27%	20%	25%	23%
Direct with tour operator	20%	21%	9%	27%	23%	18%	31%	21%	20%	14%
Vacation rental site (e.g., Airbnb, VRBO, etc.)	12%	13%	11%	5%	27%	5%	7%	12%	12%	30%

Question: Which of the following sources did you use to book your trip to Alaska? Select all that apply. Base: Total, 1,605 respondents.

# PLANNING WINDOW

On average, visitors to Alaska in Summer 2022 began planning their trip more than eight months in advance. The length of planning was longest for Leisure (9.6 months), Guided Group (9.8 months), and Cruise (9.5 months) visitors. The travel planning window was shortest for VFR (4.7 months) and Business/Convention (3.7 months) visitors.

Figure 29: Planning Window

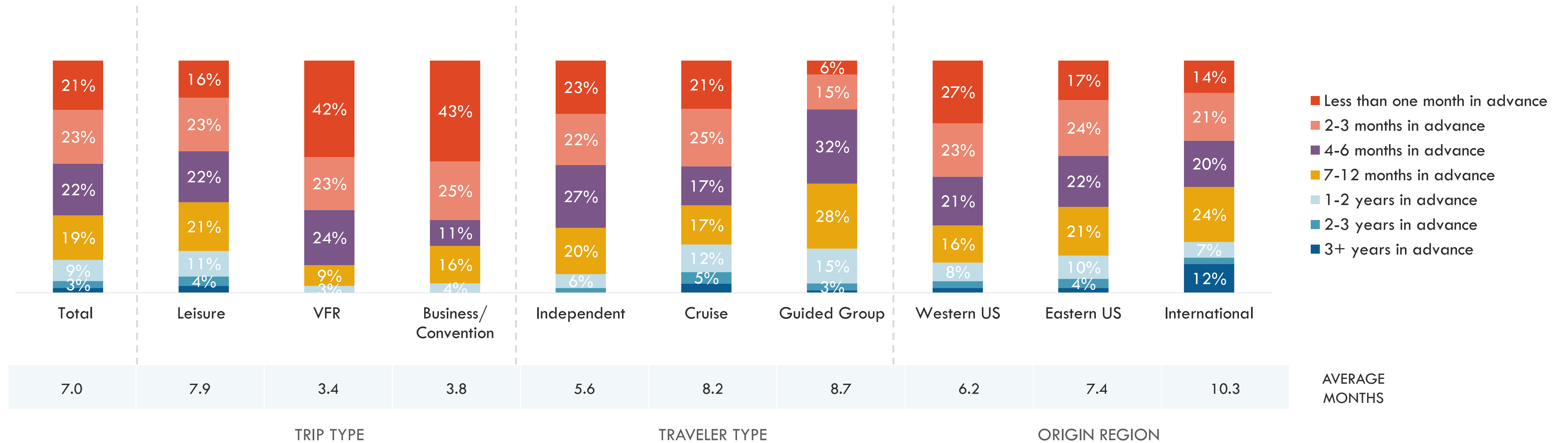


Question: How many months in advance did you begin planning and booking this trip to Alaska? Base: Total, 2,844 respondents.

# BOOKING WINDOW

On average, visitors to Alaska in Summer 2022 booked their trip seven months in advance. Guided Group (8.7 months), Cruise (8.2 months), and Leisure (7.9 months) had the longest booking window. Business/convention (3.8 months) and VFR (3.4 months) had the shortest booking window.

Figure 30: Booking Window

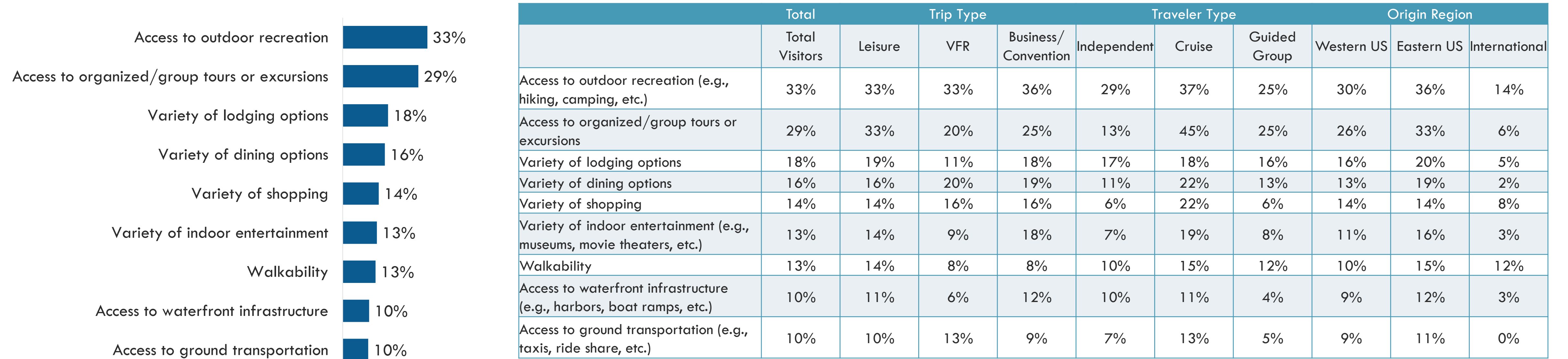


Question: How many months in advance did you begin planning and booking this trip to Alaska? Base: Total, 2,844 respondents.

# CITY/COMMUNITY SELECTION FACTORS

When choosing where to visit in Alaska, the most important consideration factors included access to outdoor recreation (33%) and access to organized tours/excursions (29%). This was followed by variety of lodging options (18%), dining options (16%), shopping (14%), and entertainment (13%). One in ten visitors prioritized walkability (13%).

**Figure 31: City/Community Selection Factors**



Question: When choosing which cities/communities to visit on this trip in Alaska, what were the top three amenities that influenced your decision on where to visit? Base: Total, 2,922 respondents.

# MARKETS & DEMOGRAPHICS



# ORIGIN COUNTRIES

Just over one in ten visitors to Alaska in Summer 2022 were international. The top origin countries included Canada (33%), the United Kingdom (13%), Germany (10%), and Australia (7%).

Figure 32: Domestic vs International Visitors

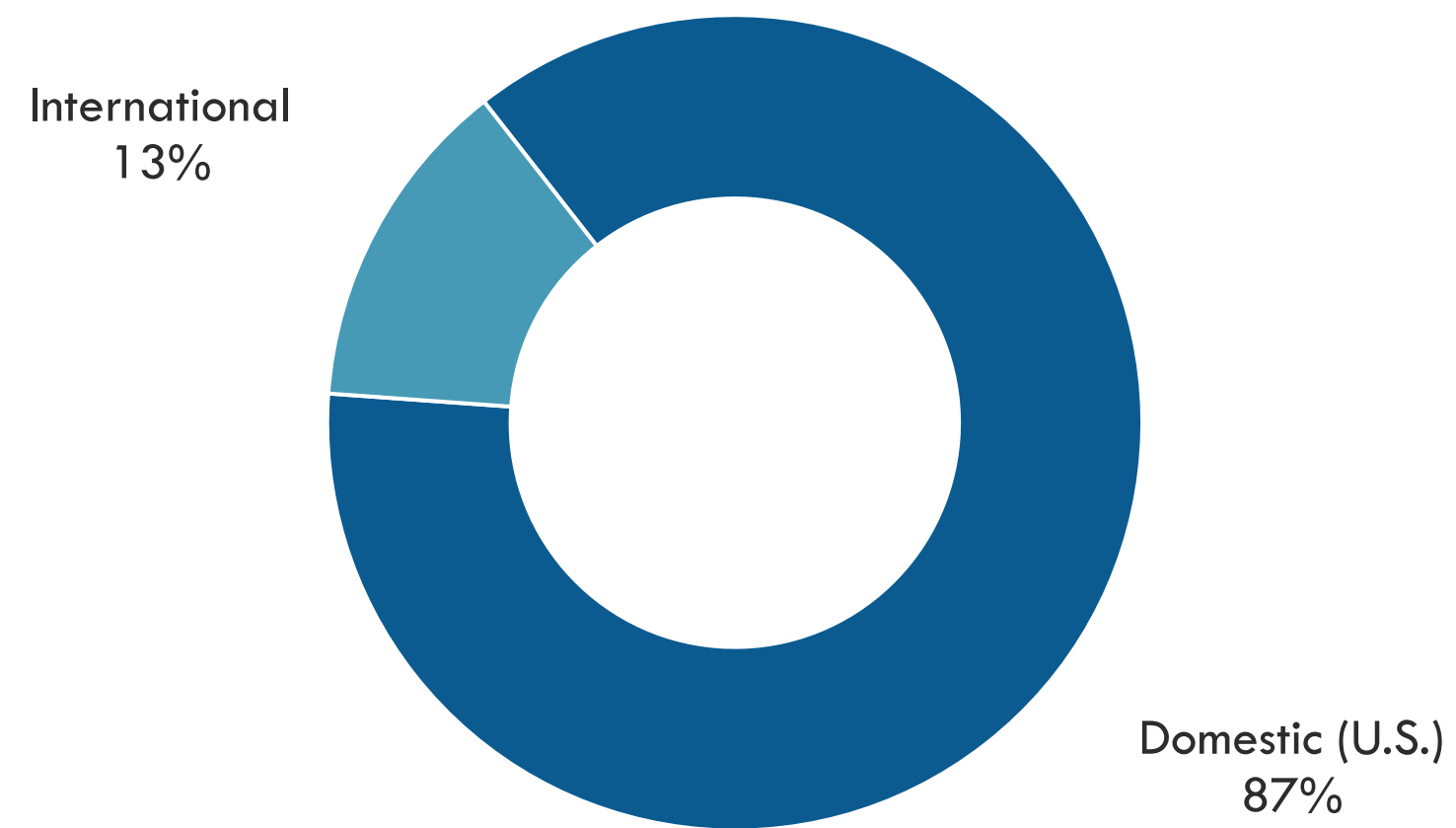
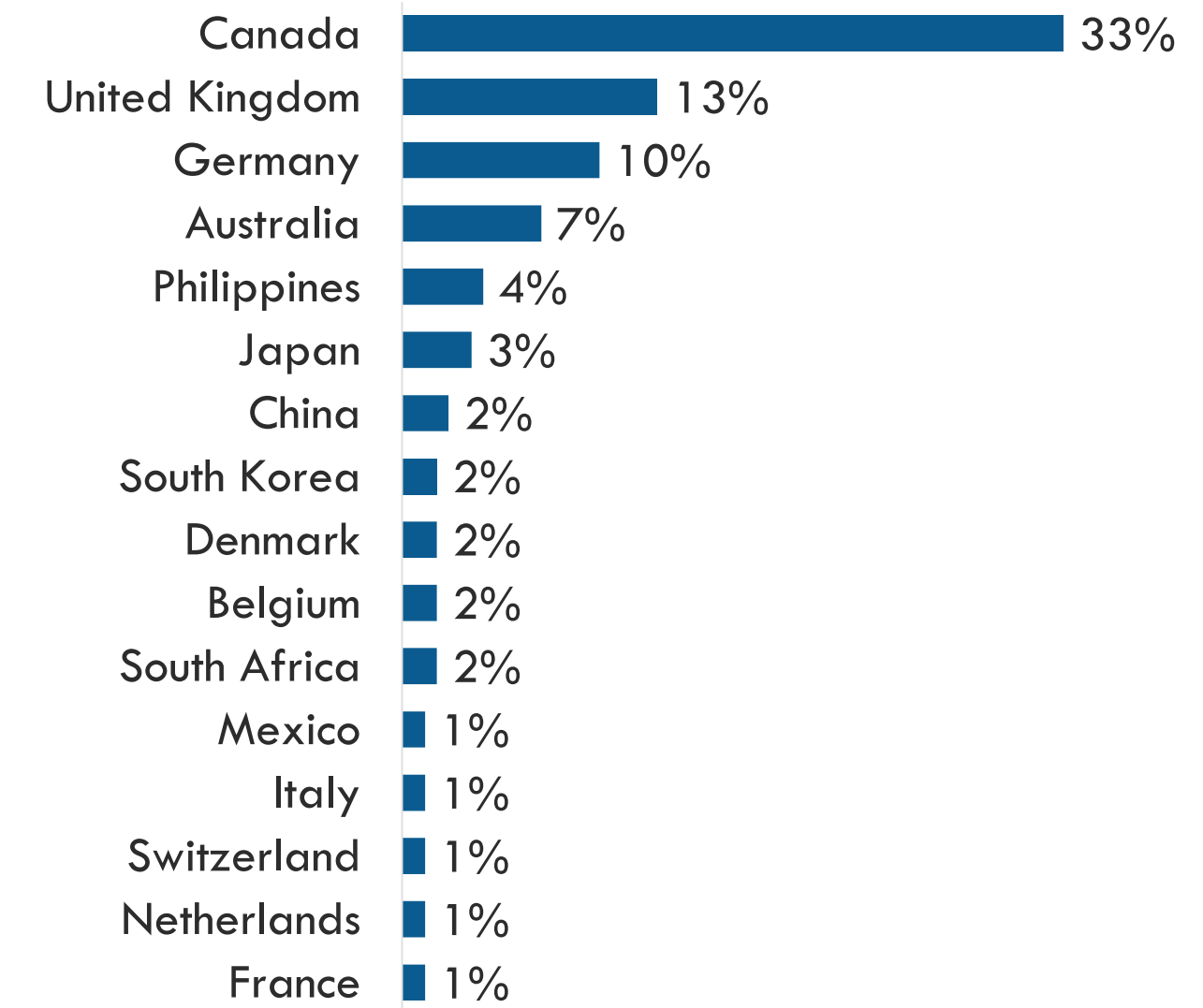


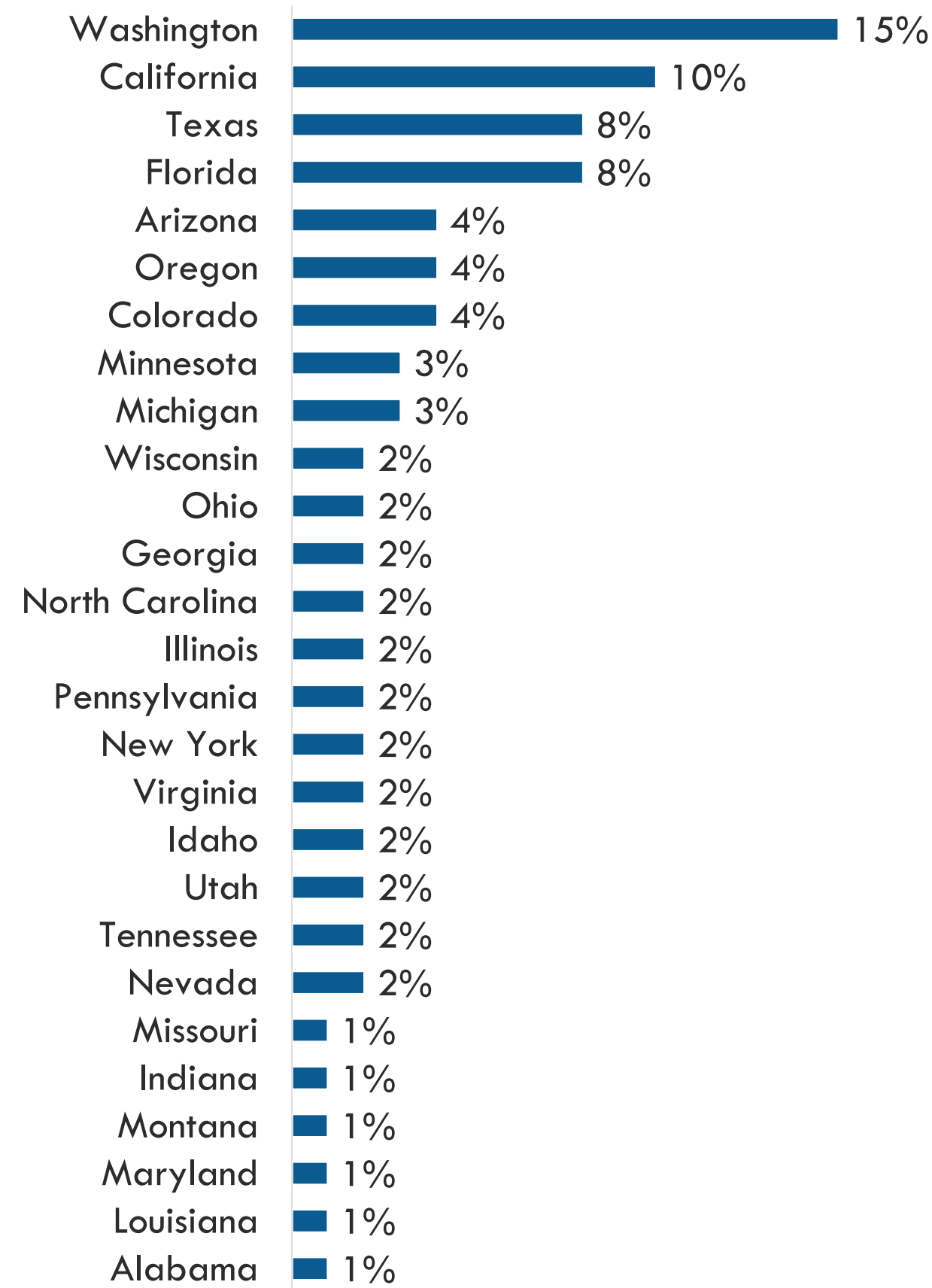
Figure 33: Top Countries of Origin



# ORIGIN STATES

Of those who visited from the domestic market in Summer 2022, the top origin states included Washington (15%), California (10%), Texas (8%), and Florida (8%).

Figure 34: Top U.S. States



Detail by Segment

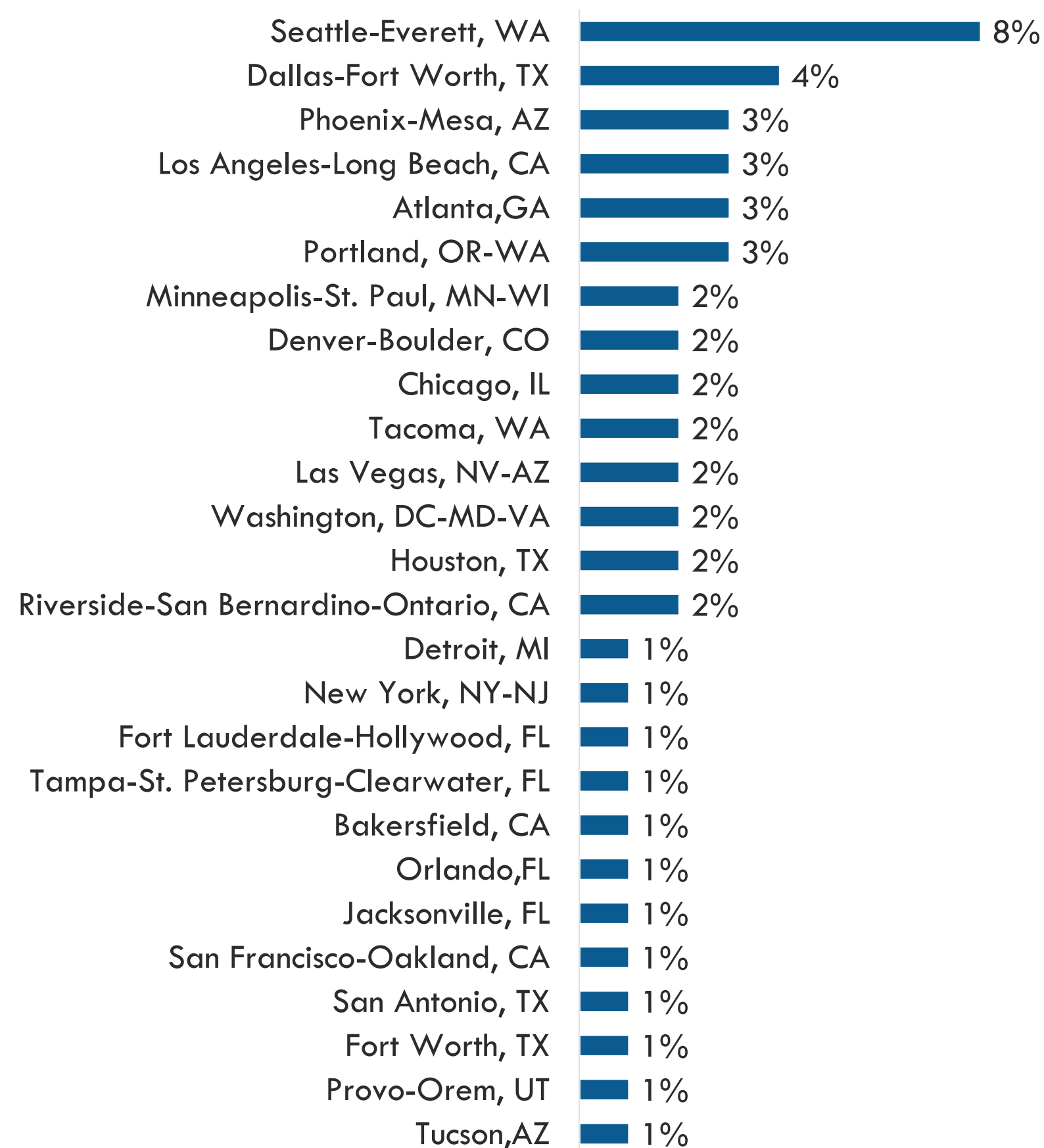
	Total	Trip Type			Traveler Type		
	U.S. Visitors	Leisure	VFR	Business/Convention	Independent	Cruise	Guided Group
Washington	15%	13%	26%	16%	14%	15%	20%
California	10%	10%	6%	12%	9%	10%	13%
Texas	8%	7%	6%	21%	8%	9%	6%
Florida	8%	9%	4%	6%	7%	9%	13%
Arizona	4%	5%	2%	3%	4%	5%	0%
Oregon	4%	4%	7%	2%	4%	4%	0%
Colorado	4%	4%	4%	4%	3%	4%	5%
Minnesota	3%	4%	2%	1%	3%	3%	3%
Michigan	3%	3%	1%	1%	2%	3%	3%
Wisconsin	2%	3%	2%	2%	2%	3%	3%
Ohio	2%	2%	4%	1%	2%	3%	3%
Georgia	2%	2%	3%	2%	3%	2%	1%
North Carolina	2%	3%	1%	1%	2%	2%	3%
Illinois	2%	2%	2%	2%	2%	3%	4%
Pennsylvania	2%	2%	3%	0%	2%	2%	1%
New York	2%	2%	4%	3%	2%	2%	3%
Virginia	2%	2%	1%	2%	2%	2%	2%
Idaho	2%	2%	1%	0%	2%	2%	1%
Utah	2%	2%	2%	0%	2%	2%	0%
Tennessee	2%	1%	2%	7%	2%	2%	2%
Nevada	2%	2%	2%	2%	1%	2%	1%
Missouri	1%	1%	1%	2%	2%	1%	2%
Indiana	1%	1%	1%	0%	2%	1%	0%
Montana	1%	1%	2%	0%	1%	1%	1%
Maryland	1%	1%	0%	2%	1%	1%	1%
Louisiana	1%	1%	0%	1%	1%	1%	0%
Alabama	1%	1%	1%	1%	1%	1%	0%



# ORIGIN MARKETS

The top domestic source markets for Summer 2022 visitors included Seattle (8%), Dallas-Fort Worth (4%), Phoenix (3%), Los Angeles (3%), Atlanta (3%), and Portland (3%).

Figure 35: Top U.S. Markets



Detail by Segment

	Total		Trip Type			Traveler Type	
	U.S. Visitors	Leisure	VFR	Business/Convention	Independent	Cruise	Guided Group
Seattle-Everett, WA	8%	7%	13%	10%	8%	8%	7%
Dallas-Fort Worth, TX	4%	3%	5%	9%	3%	5%	2%
Phoenix-Mesa, AZ	3%	4%	2%	1%	3%	4%	0%
Los Angeles-Long Beach, CA	3%	2%	3%	9%	3%	2%	5%
Atlanta, GA	3%	3%	4%	1%	3%	3%	0%
Portland, OR-WA	3%	2%	5%	2%	3%	2%	0%
Minneapolis-St. Paul, MN-WI	2%	3%	2%	1%	3%	2%	2%
Denver-Boulder, CO	2%	2%	3%	3%	2%	3%	3%
Chicago, IL	2%	2%	2%	3%	1%	3%	5%
Tacoma, WA	2%	2%	2%	1%	2%	2%	6%
Las Vegas, NV-AZ	2%	2%	1%	1%	1%	2%	1%
Washington, DC-MD-VA	2%	2%	0%	2%	1%	2%	0%
Houston, TX	2%	2%	0%	4%	1%	2%	1%
Riverside-San Bernardino-Ontario, CA	2%	2%	1%	0%	1%	2%	1%
Detroit, MI	1%	2%	1%	1%	2%	1%	1%
New York, NY-NJ	1%	1%	2%	1%	1%	2%	2%
Fort Lauderdale-Hollywood, FL	1%	2%	1%	0%	1%	2%	0%
Tampa-St. Petersburg-Clearwater, FL	1%	1%	1%	0%	1%	2%	0%
Bakersfield, CA	1%	1%	0%	0%	0%	2%	0%
Orlando, FL	1%	1%	1%	3%	0%	2%	4%
Jacksonville, FL	1%	1%	1%	0%	1%	1%	2%
San Francisco-Oakland, CA	1%	1%	0%	0%	1%	1%	5%
San Antonio, TX	1%	1%	0%	2%	1%	1%	1%
Fort Worth, TX	1%	1%	1%	3%	1%	1%	0%
Provo-Orem, UT	1%	1%	1%	0%	1%	1%	0%
Tucson, AZ	1%	1%	1%	3%	1%	1%	0%

# DEMOGRAPHICS

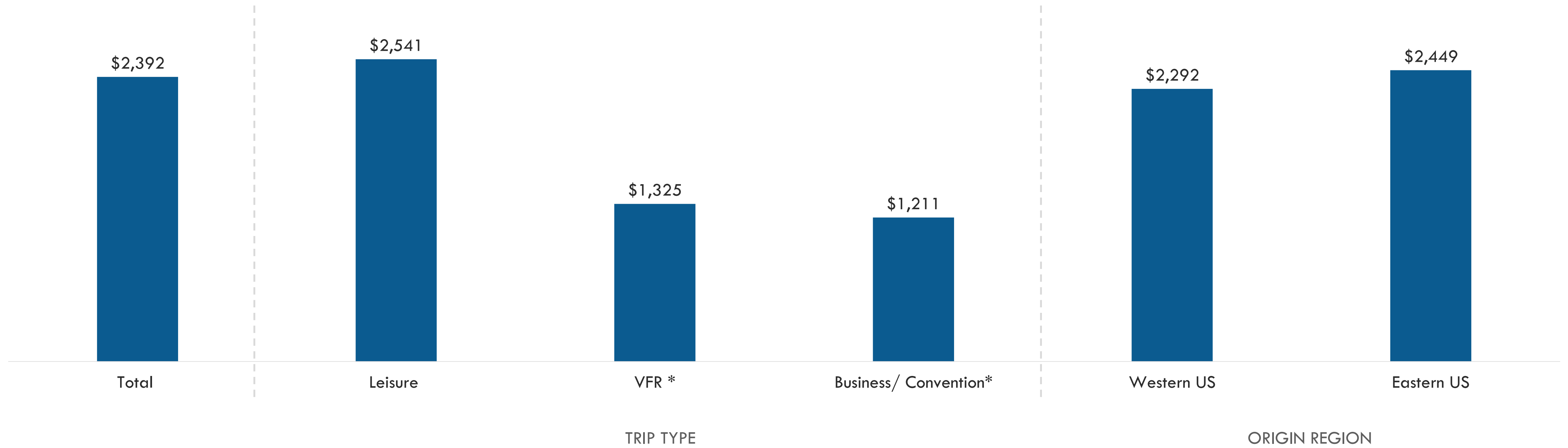
	Total	Trip Type				Traveler Type		Origin Region		
	Total Visitors	Leisure	VFR	Business/ Convention	Independent	Cruise	Guided Group	Western US	Eastern US	International
n=										
Gender										
Female	47%	49%	56%	27%	47%	47%	52%	46%	48%	58%
Male	53%	51%	44%	72%	53%	53%	48%	54%	52%	42%
Age										
Boomers or Older	42%	47%	29%	13%	41%	41%	50%	35%	46%	58%
Gen X	26%	24%	27%	39%	27%	26%	23%	28%	25%	15%
Millennial	30%	26%	38%	47%	27%	32%	26%	34%	26%	25%
Gen Z	3%	2%	7%	1%	4%	1%	1%	3%	2%	2%
Mean	50.4	52.0	45.7	43.4	49.9	50.8	53.0	48.6	51.7	53.1
Ethnicity										
White/Caucasian	86%	88%	80%	85%	82%	90%	91%	85%	88%	66%
Asian/Pacific Islander	3%	3%	5%	4%	5%	2%	6%	4%	3%	7%
Black/African American	4%	4%	5%	3%	7%	2%	1%	6%	2%	20%
Latino/Hispanic	4%	3%	10%	8%	5%	3%	1%	4%	4%	1%
Native American/Indigenous	2%	1%	4%	2%	2%	1%	1%	1%	2%	1%
Other	1%	1%	2%	1%	1%	0%	0%	1%	1%	0%
Marital Status										
Married/partnered	80%	83%	65%	72%	71%	87%	80%	77%	82%	71%
Single	12%	10%	19%	14%	16%	7%	12%	13%	10%	25%
Children in Household										
Under 18	35%	32%	39%	53%	25%	44%	26%	41%	31%	18%
Education										
College Graduate	62%	62%	51%	70%	61%	63%	58%	62%	62%	60%
Household Income										
More than \$150,000	22%	22%	16%	33%	28%	18%	17%	22%	23%	17%
\$100,000 to \$149,999	37%	36%	43%	41%	27%	45%	43%	38%	37%	25%
\$50,000 to \$99,999	32%	35%	30%	22%	35%	31%	32%	31%	33%	34%
Less than \$50,000	8%	7%	11%	4%	10%	6%	8%	8%	7%	24%
Mean	\$115,396	\$114,345	\$106,929	\$132,665	\$116,195	\$114,966	\$111,358	\$114,407	\$116,902	\$90,726
Employment										
Employed full-time	62%	58%	71%	91%	64%	62%	43%	66%	60%	48%
Retired	32%	36%	20%	6%	28%	34%	44%	27%	35%	36%
Orientation										
LGBTQ+	5%	3%	14%	9%	7%	3%	2%	5%	4%	6%
Accessibility										
Accessibility needs in travel party	14%	14%	12%	22%	9%	19%	7%	14%	14%	14%

# APPENDIX: CRUISE VISITORS



# CRUISE TICKET COST

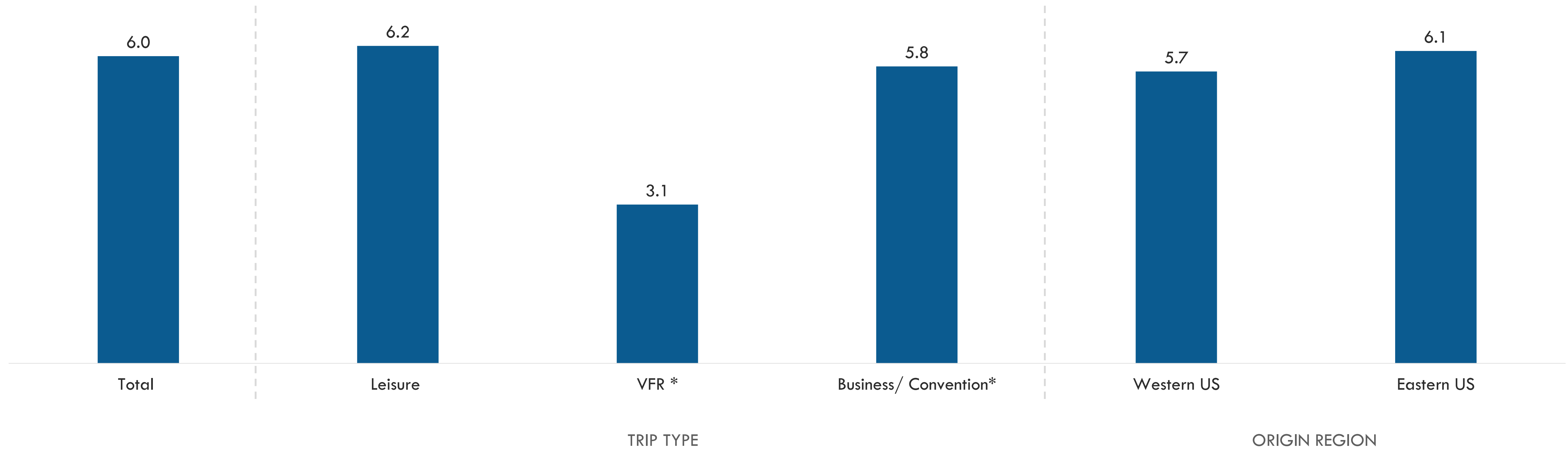
Figure 36: Cruise Cost Per Person



Question: Before arriving in Alaska, how much did you spend on cruise tickets per person? Exclude taxes and airfare. Base: Cruise visitors, 1,307 respondents. \*Small sample

# CRUISE DAYS

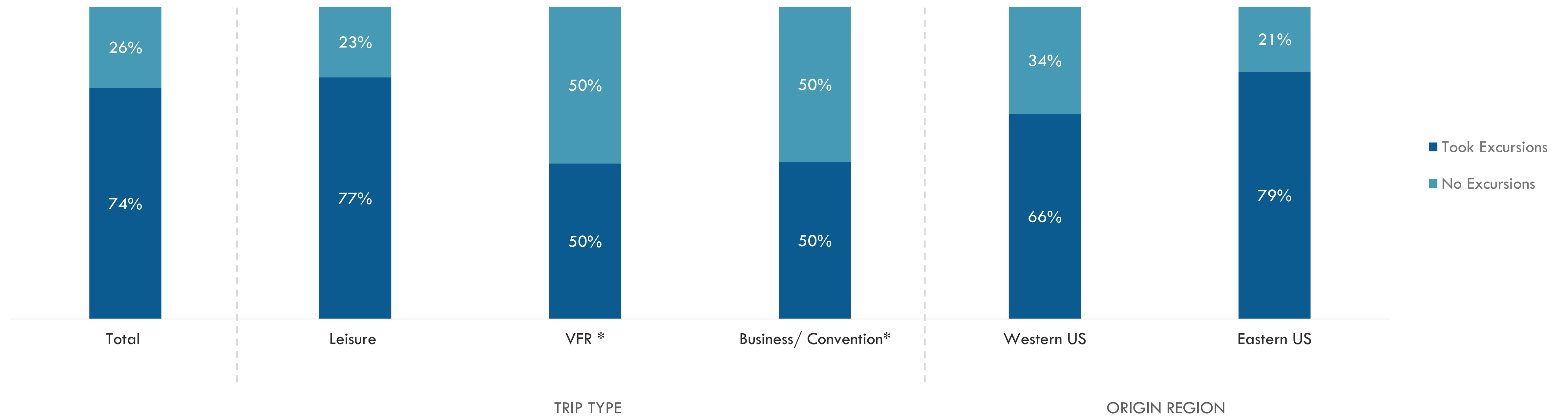
Figure 37: Cruise Days



Question: Before arriving in Alaska, how much did you spend on cruise tickets per person? Exclude taxes and airfare. Base: Cruise visitors, 1,307 respondents.

# EXCURSIONS

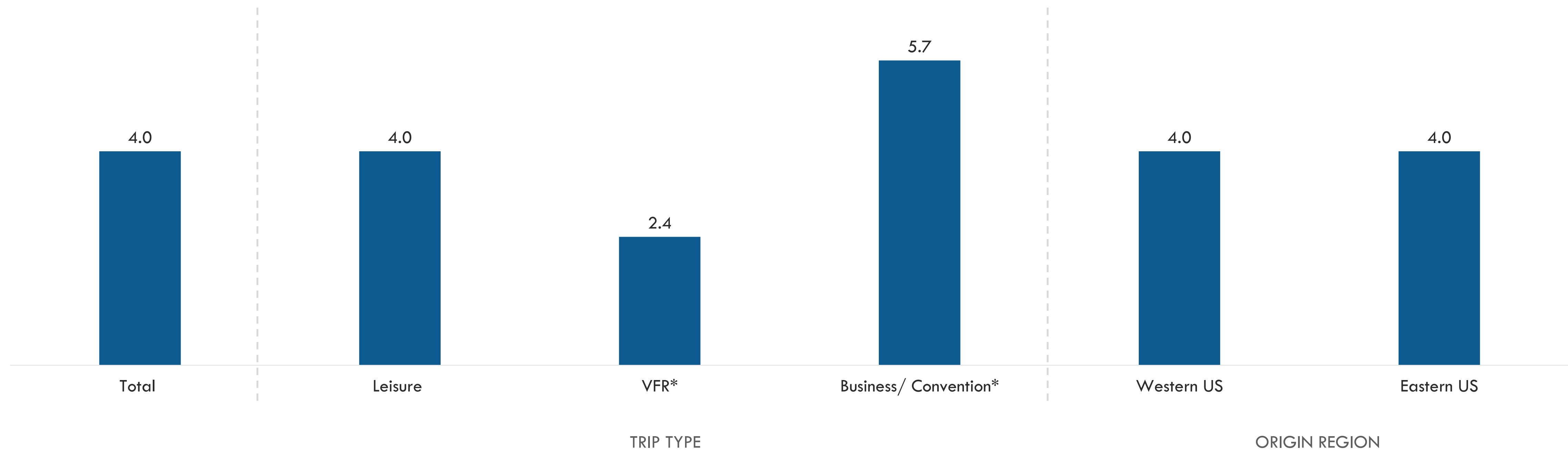
Figure 38: Excursions



Question: While on your cruise, have you gone/will you be going on shore to visit towns, villages, or attractions, or do a paid excursion? Select one. Base: Cruise visitors, 1,360 respondents.

# CRUISE SHORE DAYS

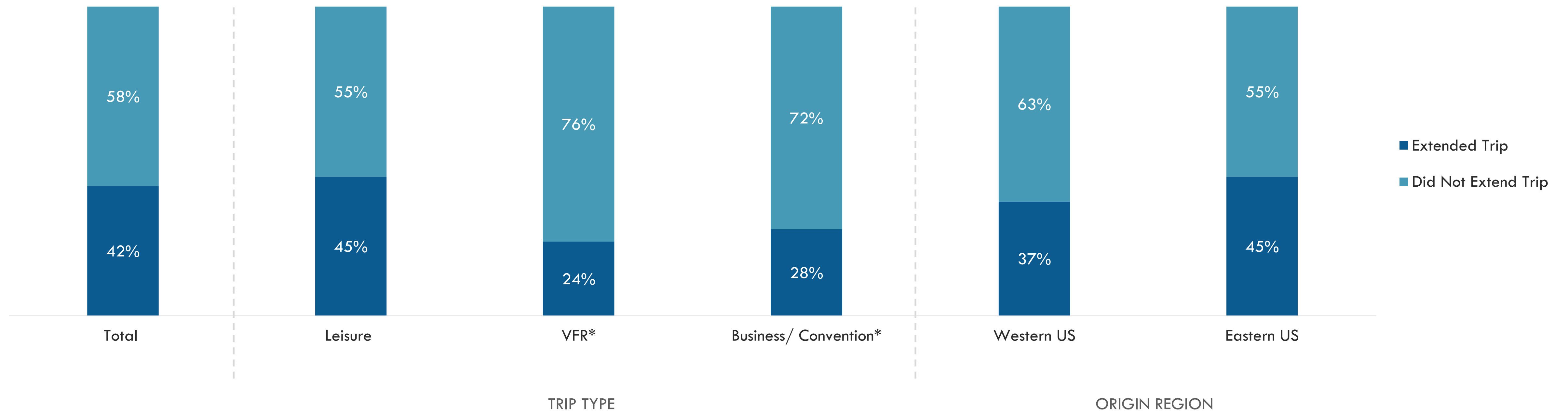
Figure 39: Cruise Shore Days



Question: Before arriving in Alaska, how much did you spend on cruise tickets per person? Exclude taxes and airfare. Base: Cruise visitors, 1,307 respondents.

# PRE/POST CRUISE STAY

Figure 40: Pre/Post Cruise Stay



Question: Will you be spending any time in Alaska before or after your cruise? Base: Cruise visitors, 1,349 respondents.

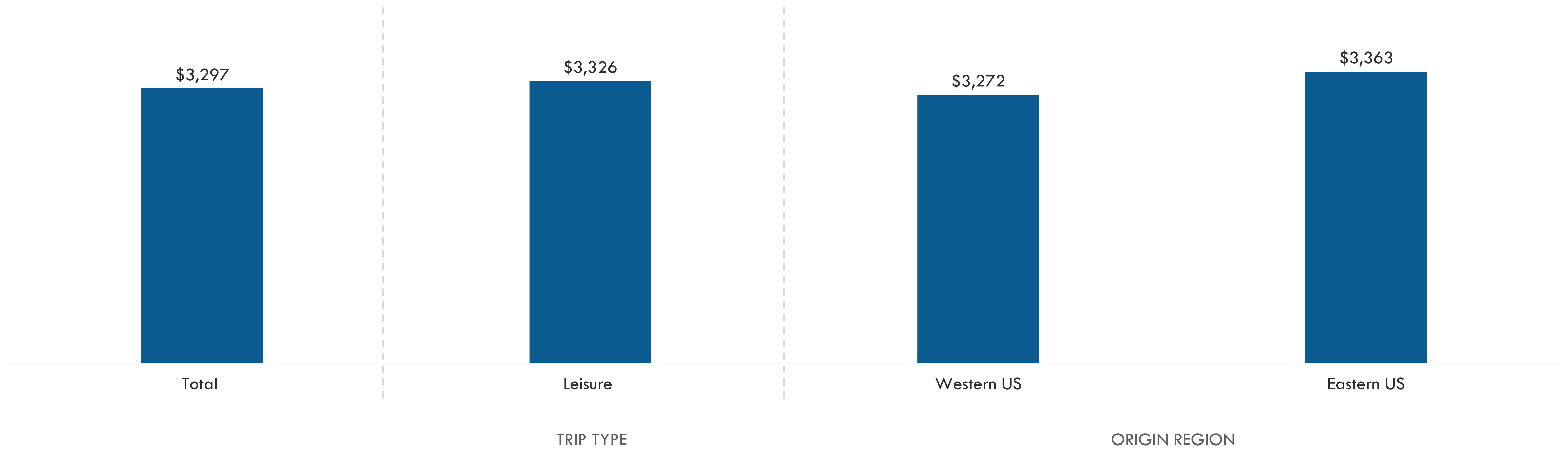


# APPENDIX: GUIDED GROUP VISITOR



# GUIDED GROUP COST

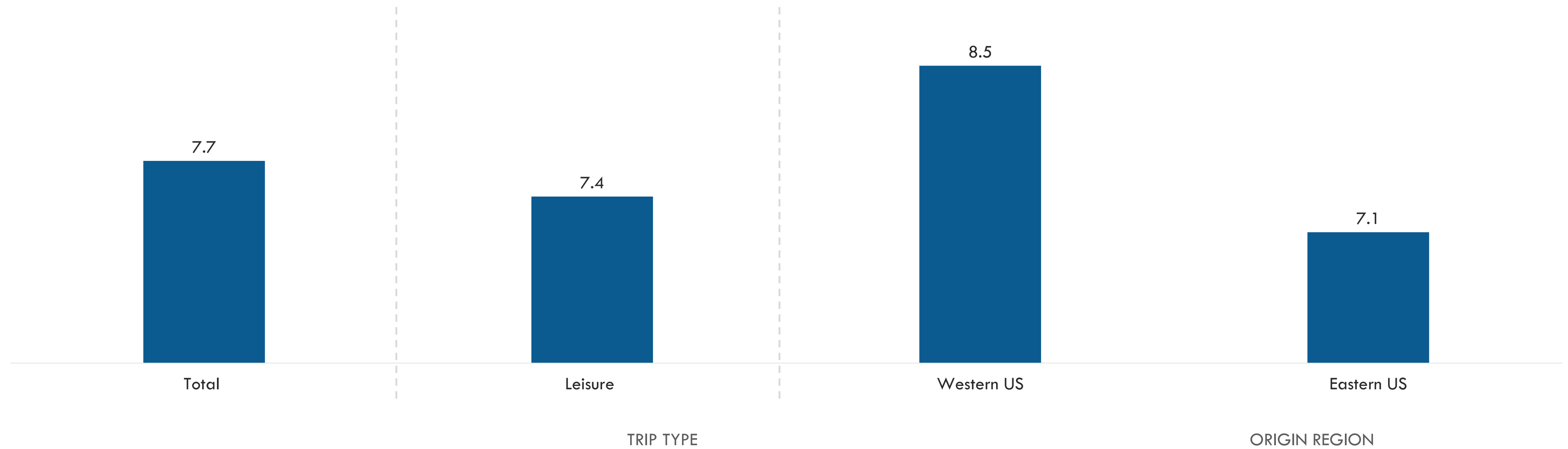
Figure 41: Guided Group Cost



Question: Before arriving in Alaska, how much did you spend on your guided group tour? Exclude taxes and airfare. Base: Guided group visitors, 151 respondents.

# GUIDED GROUP DAYS

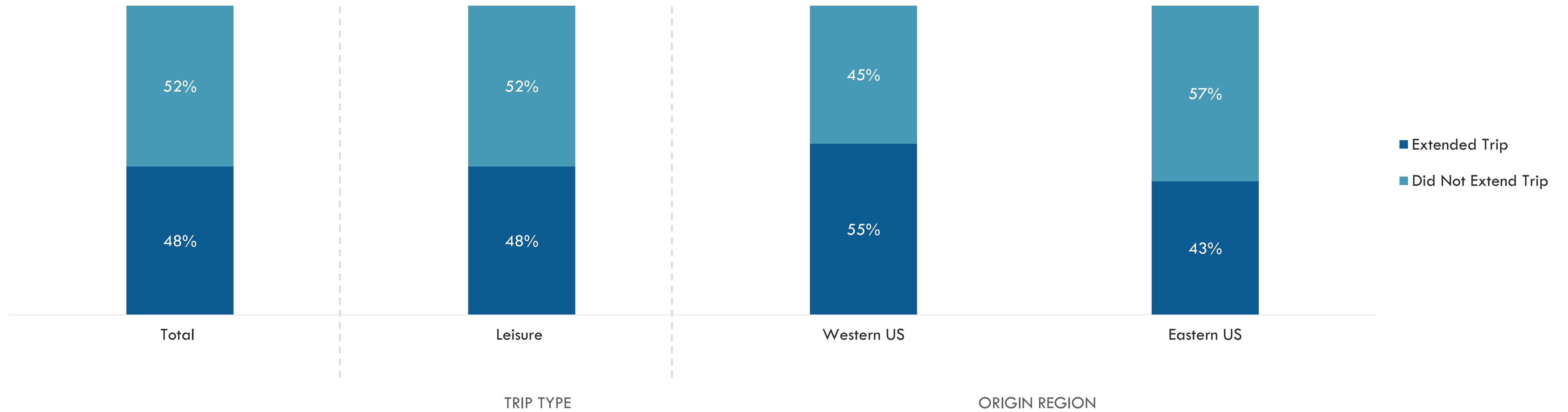
Figure 42: Guided Group Days



Question: During your guided group tour, how many total days will you spend in Alaska? Base: Guided group visitors, 170 respondents.

# PRE/POST GUIDED GROUP STAY

Figure 43: Pre/Post Guided Group Stay



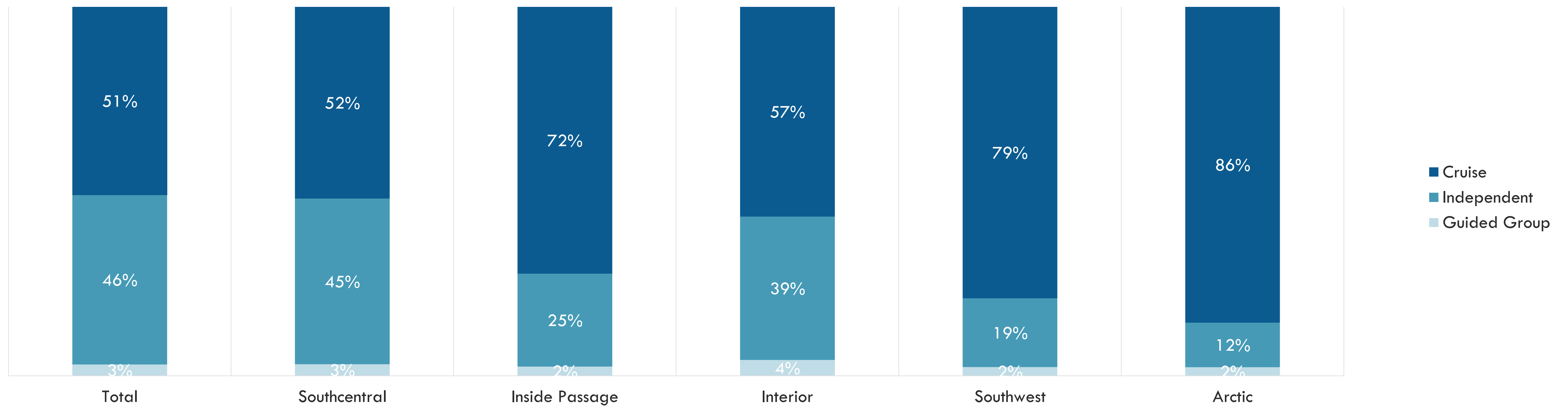
Question: Will you be spending any time in Alaska before or after your guided group tour? Base: Guided group visitors, 173 respondents.

A large brown bear is walking towards the right in a grassy field, with three smaller cubs following behind it. The bear has thick, shaggy brown fur and a black nose. The cubs are also brown and appear to be following their parent. The background is a vast, green, grassy plain.

# APPENDIX: VISITORS BY REGION

# TRAVELER TYPE BY REGION

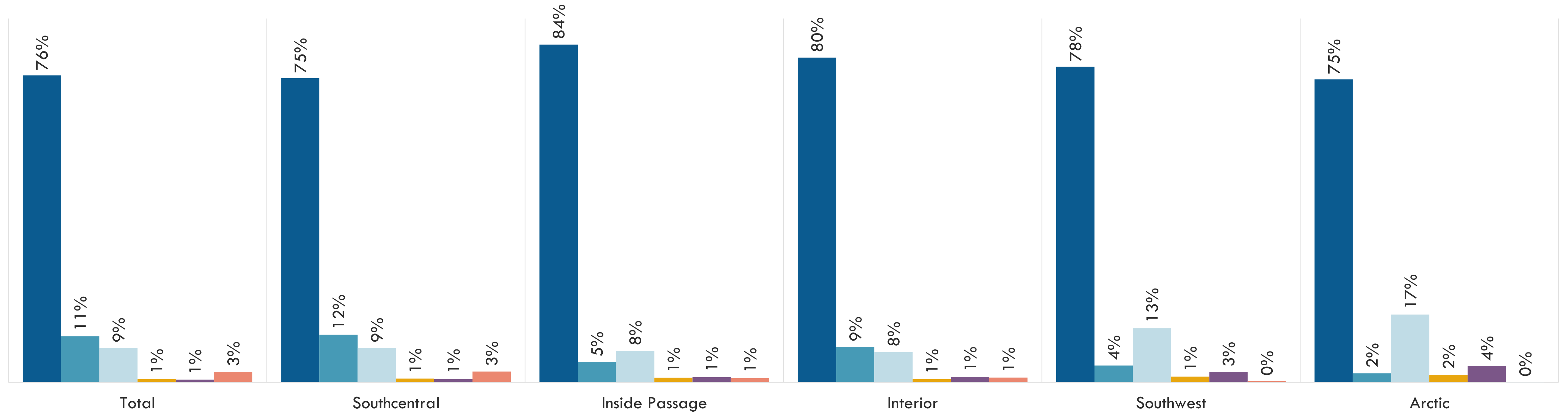
Figure 44: Traveler Type by Region Visited



# TRIP PURPOSE BY REGION

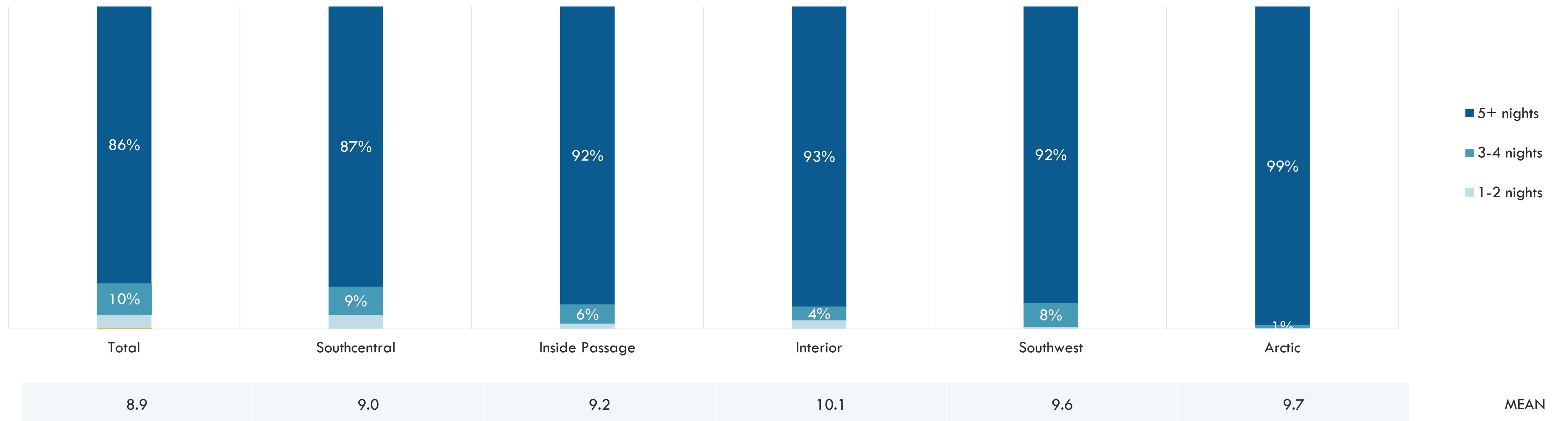
**Figure 45: Trip Purpose by Region Visited**

■ Leisure or personal travel 
 ■ Visiting friends or relatives 
 ■ Business trip 
 ■ Conference, convention, or group meeting 
 ■ Government travel 
 ■ Other



# TRIP AVERAGE LENGTH OF STAY BY REGION

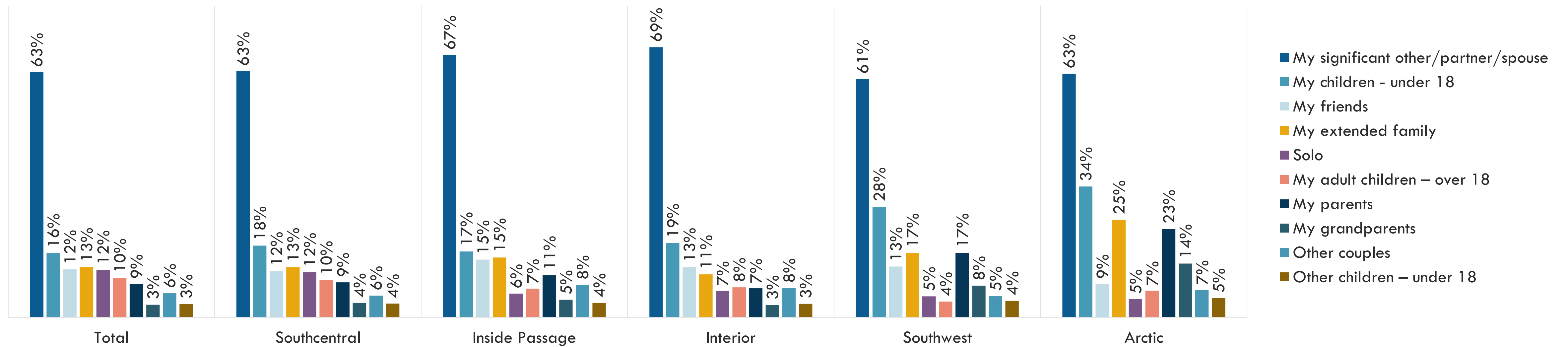
Figure 46: Trip Average Length of Stay by Region Visited (Nights)





# PARTY COMPOSITION BY REGION

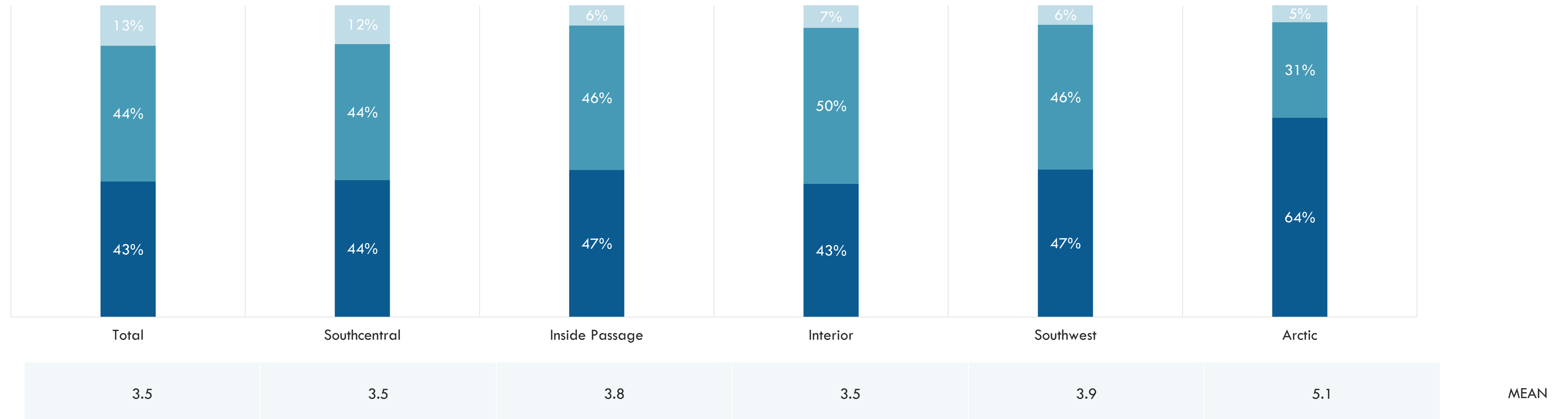
Figure 47: Party Composition by Region Visited



# AVERAGE PARTY SIZE BY REGION

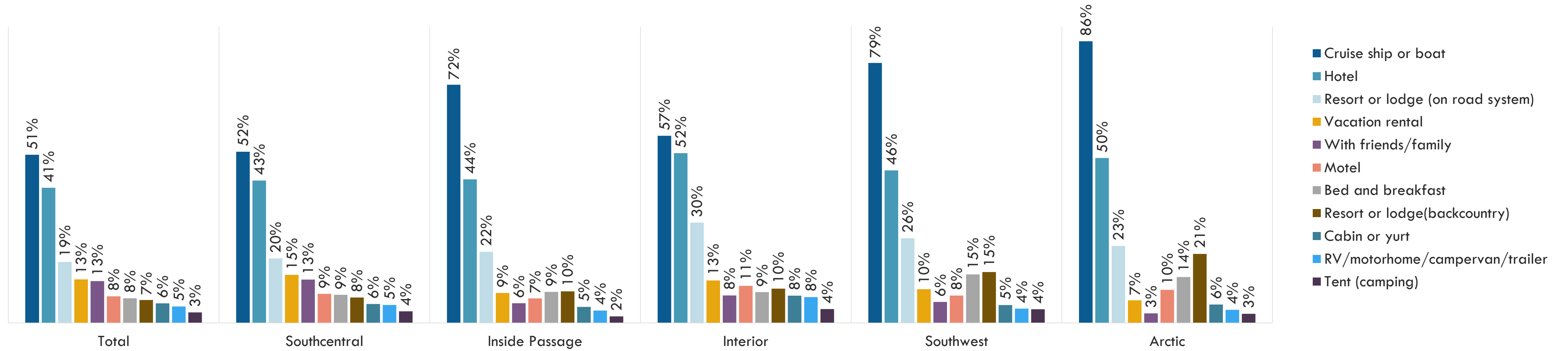
**Figure 48: Average Party Size by Region Visited**

1 solo 2 people 3 + people



# LODGING BY REGION

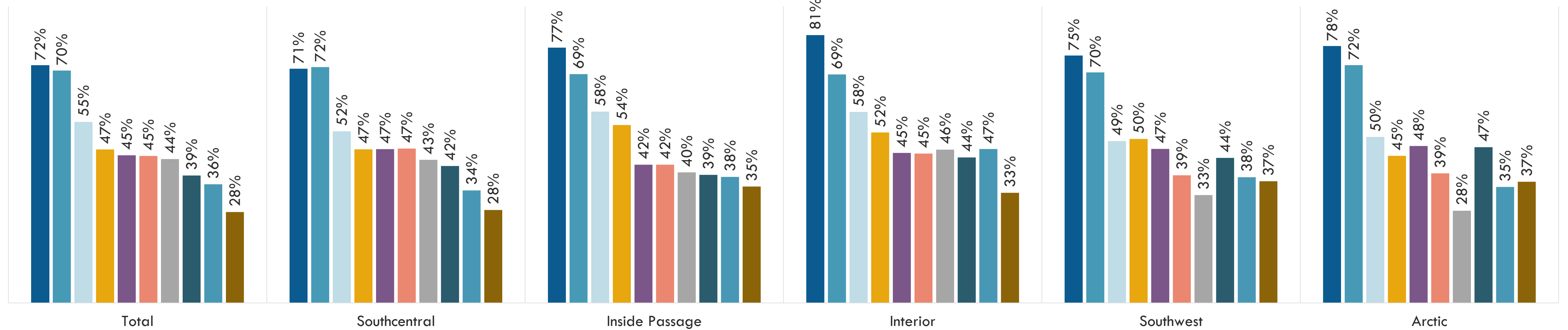
Figure 49: Lodging by Region Visited



# TOP IN-DESTINATION ACTIVITIES BY REGION

Figure 50: Top Activities by Region Visited

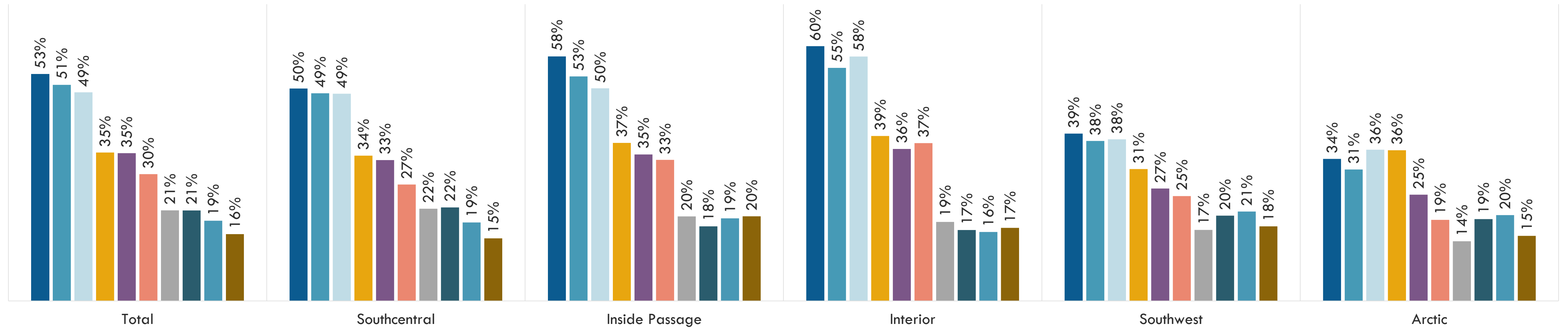
■ Wildlife viewing 
 ■ Local cuisine 
 ■ Shopping 
 ■ Sightseeing excursions by boat 
 ■ Photography 
 ■ Breweries/distilleries 
 ■ Hiking 
 ■ Bear viewing 
 ■ Museums/galleries 
 ■ Cultural activities



# TOP MOTIVATIONS BY REGION

Figure 51: Top Motivations by Region Visited

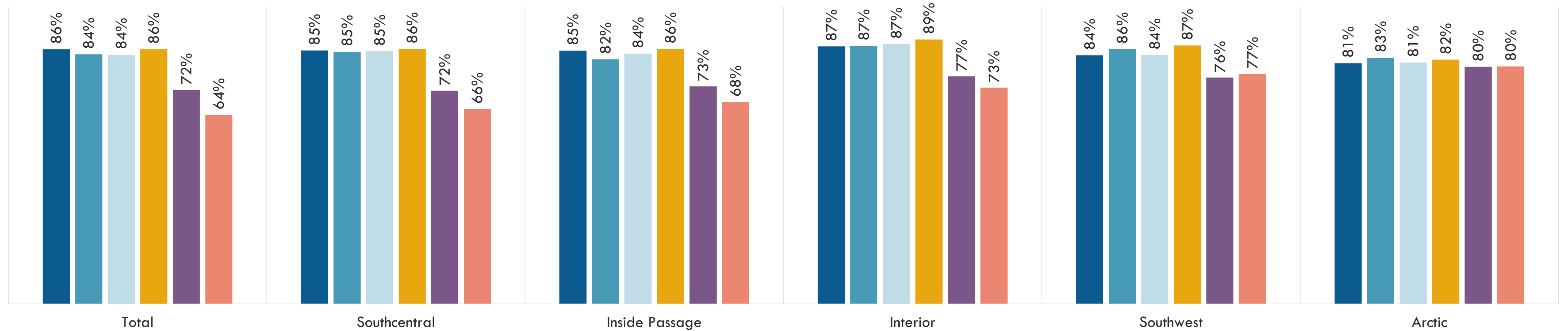
■ Alaska's scenic beauty ■ Alaska's nature and the outdoors ■ Alaska's wildlife ■ Adventure ■ Rest and relaxation ■ Bucket list trip ■ Family bonding ■ Visit friends or relatives ■ Participate in specific activities ■ Safe to visit



# SATISFACTION BY REGION

**Figure 52: Satisfaction by Region Visited**

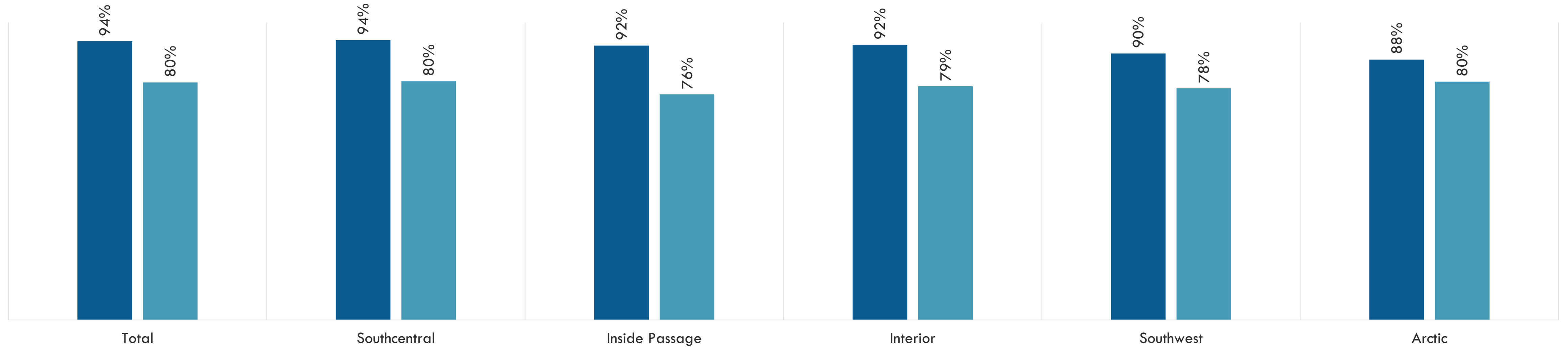
■ Service and hospitality in Alaska ■ Interaction with locals in Alaska ■ Activities in Alaska ■ Your overall trip ■ Value for money in Alaska ■ Lodging in Alaska



# LIKELIHOOD TO RETURN & RECOMMEND BY REGION

Figure 53: Likelihood to Recommend/Return by Region Visited

■ Recommend Alaska to friends/family ■ Return to Alaska in the future



# DEMOGRAPHICS BY REGION

	Region Visited					
	Total	Southcentral	Inside Passage	Interior	Southwest	Arctic
n=	2,905	1,910	1,587	1,308	845	484
Gender						
Female	47%	44%	48%	46%	35%	35%
Male	53%	56%	52%	54%	65%	65%
Age						
Boomers or Older	42%	37%	46%	46%	26%	15%
Gen X	26%	27%	24%	20%	22%	27%
Millennial	30%	33%	28%	33%	51%	56%
Gen Z	3%	3%	1%	1%	1%	2%
Mean	50.4	49.3	51.5	50.9	45.5	43.0
Ethnicity						
White/Caucasian	86%	87%	90%	89%	92%	93%
Asian/Pacific Islander	4%	4%	3%	4%	1%	1%
Black/African American	4%	4%	3%	2%	3%	4%
Latino/Hispanic	3%	3%	3%	2%	3%	3%
Native American/Indigenous	2%	2%	1%	1%	2%	1%
Other	1%	1%	0%	0%	0%	0%
Marital Status						
Married/partnered	80%	80%	85%	84%	87%	86%
Single	12%	12%	8%	8%	7%	8%
Children in Household						
Under 18	35%	40%	36%	37%	60%	70%
Education						
College Graduate	62%	61%	62%	66%	64%	62%
Household Income						
More than \$150,000	22%	21%	20%	23%	19%	23%
\$100,000 to \$149,999	37%	40%	39%	39%	48%	49%
\$50,000 to \$99,999	32%	31%	35%	31%	28%	25%
Less than \$50,000	8%	8%	7%	7%	4%	3%
Mean	\$115,396	\$115,598	\$113,713	\$117,101	\$118,776	\$121,385
Employment						
Employed full-time	62%	65%	59%	59%	76%	85%
Retired	32%	29%	35%	36%	19%	10%
Orientation						
LGBTQ+	5%	5%	3%	4%	3%	4%
Accessibility						
Accessibility needs in travel party	14%	14%	18%	17%	23%	27%