

The  
Alaska Visitors Statistics  
Program

# **Cooperative Research**

**Alaska Department of Community and Economic Development**

**Alaska Tourism Industry Association**

**USDA Forest Service**

**US Fish and Wildlife Service**

**Bureau of Land Management**

**National Park Service**

**Alaska Department of Fish and Game**

**Alaska State Parks**

**Alaska Department of Transportation**

**Alaska Wilderness Recreation and Tourism Association**

**Alaska Conservation Foundation**

**Alaska Village Initiatives**

**Convention and Visitors Bureaus of Alaska**

# Alaska **V**isitor **S**tatistics **P**rogram or **AVSP**

1. **R**andom **A**rrival **S**urvey or **RAS**
2. **V**isitor **E**xpenditure **S**urvey or **VES**
3. **V**isitor **O**pinion **S**urvey or **VOS**

# Random Arrival Survey or RAS

**Gathered Information as Visitors Arrived in Alaska**

1. How visitors arrived in Alaska
2. What visitors planned to do in Alaska
3. Visitor demographics

# Visitor Expenditure Survey or VES

**Gathered Information as Visitors Traveled in Alaska**

1. What visitors purchased in Alaska
2. Where visitors spent money in Alaska
3. How much money visitors spent in Alaska

# Visitor Opinion Survey or VOS

**Gathered Information after Visitors Return Home from Alaska**

1. Where visitors went in Alaska
2. What visitors did in Alaska
3. Visitors' opinions about Alaska

# Alaska Visitor Statistics Program

Phase I: 1986

Phase II: 1990

Phase III: 1994

Phase IV: 2001

# **AVSP Phases I, II, and III**

No link between VES and VOS

No definition of economic unit

No consideration of natural resources

No opportunities for supplemental research

# AVSP Phase IV

VES and VOS linked

Economic unit defined as the traveling party

Design input from natural resource interests

Supplemental research modules

# AVSP Phase IV

October 2000 through September 2001

Overall response rate of 24%

Our analysis based on 760 returned surveys

and  
Rural Tourism

Opportunities for Economic

Research Funded By

**Alaska Village Initiatives**

With the Support from

**Alaska Department of Community  
and Economic Development**

# Culture and Small Community Research Module Added Questions to the Visitor Opinion Survey

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- Purpose: To provide villages with information for tourism development
- Funding: Alaska Village Initiatives

# **Culture and Small Community Research Module Added Questions to the Visitor Opinion Survey**

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## **Questions focused on visitors'**

- Interest in Alaska Native Culture and Arts
- Interest in Small Rural Communities in Alaska
- Barriers to Travel to Remote Areas
- Willingness to Pay to Visit Small Rural Communities

# **Culture and Small Community Research Module Added Questions to the Visitor Opinion Survey**

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## **Questions focused on visitors'**

- Interest in Alaska Native Culture and Arts

# *Interest in Alaska Native Culture and Arts*

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*If you were to plan another visit to Alaska, how interested do you think you would be in:*

Visiting a museum or cultural center to view exhibits and demonstrations about traditional Alaska Native ways of life?

- **Very Interested** **40%**
- **Somewhat Interested** **37%**
- **Total Interested** **77%**

# *Interest in Alaska Native Culture and Arts*

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*If you were to plan another visit to Alaska, how interested do you think you would be in:*

Fishing with an Alaska Native Guide?

- **Very Interested** 27%
- **Somewhat Interested** 22%
- **Total Interested** 49%

# *Interest in Alaska Native Culture and Arts*

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*If you were to plan another visit to Alaska, how interested do you think you would be in:*

Going with an Alaska Native guide to view wildlife and learn about Native names and uses for local plants and animals?

- **Very Interested** **38%**
- **Somewhat Interested** **34%**
- **Total Interested** **72%**

# *Interest in Alaska Native Culture and Arts*

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*If you were to plan another visit to Alaska, how interested do you think you would be in:*

Learning about and doing (if you want to) traditional Alaska Native crafts like beadwork, basket making, and skin sewing?

- **Very Interested** **20%**
- **Somewhat Interested** **27%**
- **Total Interested** **47%**

# *Interest in Alaska Native Culture and Arts*

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*If you were to plan another visit to Alaska, how interested do you think you would be in:*

Learning about and doing (if you want to) traditional Alaska Native dancing, singing, story telling, folklore?

- **Very Interested** 16%
- **Somewhat Interested** 25%
- **Total Interested** 41%

# *Interest in Alaska Native Culture and Arts*

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*If you were to plan another visit to Alaska, how interested do you think you would be in:*

Learning about and doing (if you want to) traditional Alaska Native village activities like cutting and smoking salmon and berry picking?

- **Very Interested** 16%
- **Somewhat Interested** 32%
- **Total Interested** 48%

# *Interest in Alaska Native Culture and Arts*

## *Comparison of Activities*

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<b>Visiting museums/cultural center</b>	<b>77%</b>
<b>Wildlife viewing with a Native Guide</b>	<b>72%</b>
<b>Fishing with a Native Guide</b>	<b>49%</b>
<b>Learning Native village activities (berry picking)</b>	<b>48%</b>
<b>Learning Native crafts</b>	<b>47%</b>
<b>Learning Native dances, songs, stories</b>	<b>41%</b>

# *Interest in Alaska Native Culture and Arts*

**During my Alaska trip I...**

**% YES**

- 
- **Shopped for Alaska arts and crafts** **78%**
  - **Sought items with the “Made in Alaska” label** **66%**
  - **Shopped specifically for Alaska Native arts and crafts** **47%**
  - **Sought items with the Alaska Native “Silver Hands” label** **16%**
  - **Was aware that the “Silver Hands” label meant that the item was made in Alaska by Alaska Natives** **24%**

# **Culture and Small Community Research Module Added Questions to the Visitor Opinion Survey**

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## **Questions focused on visitors'**

- ✓ Interest in Alaska Native Culture and Arts
- Interest in Small Rural Communities in Alaska

## *Interest in Small Rural Communities in Alaska*

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*If you were to plan another visit to Alaska, how interested do you think you would be in visiting a small Alaska community or village for:*

Outdoor recreation activities like hiking, rafting, camping, mountain biking, etc.?

- **Very Interested** **33%**
- **Somewhat Interested** **24%**
- **Total Interested** **57%**

## *Interest in Small Rural Communities in Alaska*

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*If you were to plan another visit to Alaska, how interested do you think you would be in visiting a small Alaska community or village for:*

Fishing, wildlife viewing, bird watching, hunting, looking at wild flowers, or other nature activities?

- **Very Interested** **51%**
- **Somewhat Interested** **25%**
- **Total Interested** **76%**

## *Interest in Small Rural Communities in Alaska*

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*If you were to plan another visit to Alaska, how interested do you think you would be in visiting a small Alaska community or village to:*

Be with local residents to learn about local history and ways of life?

- **Very Interested** **36%**
- **Somewhat Interested** **40%**
- **Total Interested** **76%**

# *Interest in Small Rural Communities in Alaska*

## *Comparison of Activities*

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Fishing, wildlife viewing, bird watching, hunting, looking at wild flowers, or other nature activities	<b>76%</b>
Be with local residents to learn about local history and ways of life?	<b>76%</b>
Outdoor recreation activities like hiking, rafting, camping, mountain biking, etc.?	<b>57%</b>

## *Interest in Small Rural Communities in Alaska*

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*Suppose you were to plan another trip to Alaska some time in the future.*

Would you consider visiting a small Alaska community or village as part of the trip?

- **Yes** **85%**
- **No** **15%**

# **Culture and Small Community Research Module Added Questions to the Visitor Opinion Survey**

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## **Questions focused on visitors'**

- ✓ Interest in Alaska Native Culture and Arts
- ✓ Interest in Small Rural Communities in Alaska
- Barriers to Travel to Remote Areas

## *Barriers to Travel in Remote Areas*

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*While some small communities and villages are easily accessible, others may require using forms of transportation that are unfamiliar to some people.*

## *Barriers to Travel in Remote Areas*

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How would having to use a **small airplane** affect your decision to visit a small Alaska community or village *if you were to plan another trip to Alaska?*

- It would make me **MORE INTERESTED** 27%
- It would **NOT AFFECT** my decision 49%
- It would **CONCERN** me, but **NOT PREVENT** me 17%
- Total that would **NOT BE PREVENTED** 93%

## *Barriers to Travel in Remote Areas*

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How would having to use a **small boat** affect your decision to visit a small Alaska community or village *if you were to plan another trip to Alaska?*

- It would make me **MORE INTERESTED** 28%
- It would **NOT AFFECT** my decision 38%
- It would **CONCERN** me, but **NOT PREVENT** me 23%
- Total that would **NOT BE PREVENTED** 89%

## *Barriers to Travel in Remote Areas*

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How would having to use an **off-road vehicle** affect your decision to visit a small Alaska community or village *if you were to plan another trip to Alaska?*

- It would make me **MORE INTERESTED** **28%**
- It would **NOT AFFECT** my decision **48%**
- It would **CONCERN** me, but **NOT PREVENT** me **16%**
- Total that would **NOT BE PREVENTED** **92%**

## *Barriers to Travel in Remote Areas*

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*Suppose you were to plan another trip to Alaska some time in the future.*

Would you consider visiting a small Alaska community or village as part of the trip?

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	<b>Concerned</b>	<b>Prevented</b>
<b>Of the 85% who said Yes</b>	<b>26%</b>	<b>18%</b>

# Culture and Small Community Research Module Added Questions to the Visitor Opinion Survey

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## Questions focused on visitors'

- ✓ Interest in Alaska Native Culture and Arts
- ✓ Interest in Small Rural Communities in Alaska
- ✓ Barriers to Travel to Remote Areas
- Willingness to Pay to Visit Small Rural Communities

# Defining Culture and Small Community Groups or Market Segments Based on

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Used Cluster Analysis to Create Groups Based on

- Interest in Alaska Native Culture and Arts
- Interest in Small Rural Communities in Alaska
- Barriers to Travel to Remote Areas

# Culture and Small Community Groups or Market Segments Based on

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- **General Interest in Native culture..... Culture**
- **Interest in Fishing with Native guide.....Fishing**
- **Shopping for Native Arts and Crafts.....Shopping**
- **No Travel Barriers.....Travel**

## *Culture and Small Community Groups or Market Segments*

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Our presentation divides visitors into 3 groups:

<b>1. Non Target Group</b>	<b>51%</b>	<b>743,223</b>
<b>2. Target Culture/Fish</b>	<b>32%</b>	<b>464,879</b>
<b>3. Target Culture/Shop</b>	<b>17%</b>	<b>249,198</b>
<b>Total Visitors</b>	<b>100%</b>	<b>1,457,300</b>

## *Culture and Small Community Groups or Market Segments*

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**Are these groups real?**

What evidence do we have that these groups represent distinct market segments?

## *Culture and Small Community Groups or Market Segments*

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Is there a difference between the groups' stated  
*willingness to pay for travel to villages?*

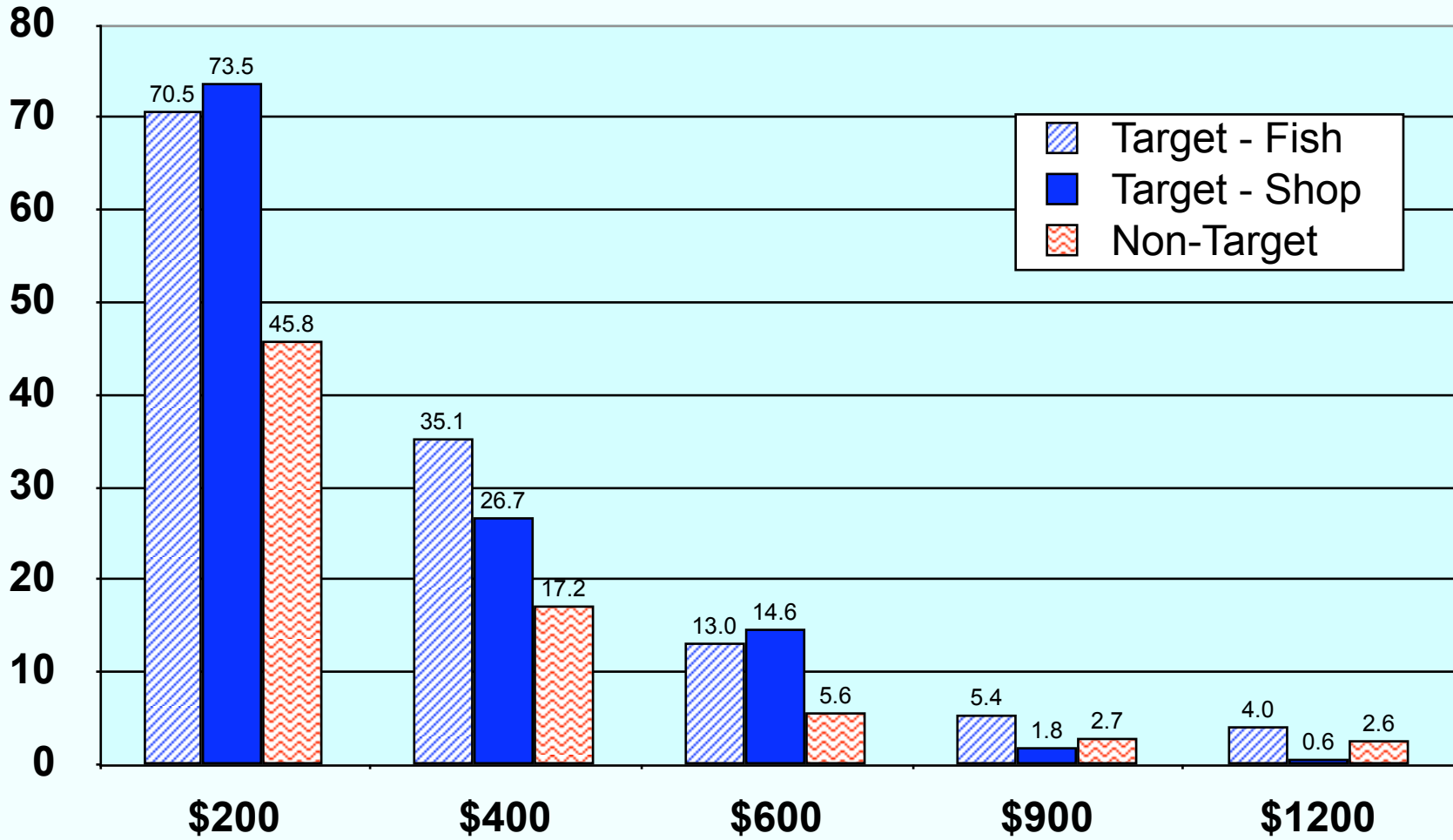
## *Willingness to Pay for Travel to Villages*

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*If you were planning another trip to Alaska, how likely do you think you would be to include a trip to a small Alaska village if the cost per person for that part of your Alaska trip were each of the following amounts?*

# *Very Likely* to Pay for Travel to Villages

<b>Amount</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish</b>	<b>Shop</b>
<b>\$200</b>	<b>46%</b>	<b>71%</b>	<b>74%</b>
<b>\$400</b>	<b>17%</b>	<b>35%</b>	<b>27%</b>
<b>\$600</b>	<b>6%</b>	<b>13%</b>	<b>15%</b>
<b>\$900</b>	<b>3%</b>	<b>5%</b>	<b>2%</b>
<b>\$1,200</b>	<b>3%</b>	<b>4%</b>	<b>1%</b>



## *Culture and Small Community Groups or Market Segments*

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Is there a difference between the groups' reported  
*expenditures during their Alaska trip?*

# *Expenditures during Alaska Trip*

<b>Items</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish</b>	<b>Shop</b>
<b>Made in AK Arts/Crafts</b>	<b>\$39</b>	<b>\$50</b>	<b>\$146</b>
<b>Other Gifts/Souvenirs</b>	<b>\$170</b>	<b>\$147</b>	<b>\$210</b>

# *Expenditures during Alaska Trip*

<b>Item</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish</b>	<b>Shop</b>
<b>Rec./Entertainment</b>	<b>\$192</b>	<b>\$319</b>	<b>\$290</b>
<b>Package Tours</b>	<b>\$94</b>	<b>\$220</b>	<b>\$125</b>
<b>Transportation</b>	<b>\$161</b>	<b>\$293</b>	<b>\$165</b>

# *Expenditures during Alaska Trip*

<b>Item</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish</b>	<b>Shop</b>
<b>Lodging</b>	<b>\$445</b>	<b>\$546</b>	<b>\$357</b>
<b>Food</b>	<b>\$228</b>	<b>\$230</b>	<b>\$230</b>

# *Expenditures during Alaska Trip*

	<b>Non Target</b>	<b><u>Cultural Target</u> Fish</b>	<b>Shop</b>
<b>Total in-State \$ Spent</b>	<b>\$1,409</b>	<b>\$1,902</b>	<b>\$1,604</b>
<b>Daily Group \$ Spent</b>	<b>\$153</b>	<b>\$184</b>	<b>\$161</b>
<b>Daily Individ. \$ Spent</b>	<b>\$80</b>	<b>\$100</b>	<b>\$89</b>

# *Total In-State Expenditures*

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<b>Non Target Group</b>	<b>\$826 million</b>
<b>Target Culture/Fish</b>	<b>\$697 million</b>
<b>Target Culture/Shop</b>	<b>\$316 million</b>
<b>Total Visitors</b>	<b>\$1,839 million</b>

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*Culture and Small Community  
Groups or Market Segments*

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***These Market Segments are Real!***

## *Culture and Small Community Target Segments*

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- *Are more willing to pay for travel to rural areas*
- *Spend more money on*
  - *Made in Alaska Products*
  - *Tour Packages*
  - *In-State Transportation*
  - *Recreation and Entertainment*
- *Spend more money in total in state.*

## *Culture and Small Community Market Segments*

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Target Groups are based on interest in Native culture and small communities.

How can you market to the target groups?

*Do they differ demographically?*

# *Market Segment Demographics*

<b>Characteristic</b>	<b>Non Target</b>	<b><u>Cultural Target</u></b>	
<b>Average Age</b>	<b>55</b>	<b>56</b>	<b>52</b>
<b>Gender (% Female)</b>	<b>56%</b>	<b>55%</b>	<b>66%</b>
<b>Employment (% FT)</b>	<b>48%</b>	<b>45%</b>	<b>70%</b>

# *Household Income*

## **% of Those Who Responded**

	<b>Non</b>	<b><u>Cultural Target</u></b>	
<b>Fish Shop</b>	<b>Target</b>		
<b>Less than \$100,000</b>	<b>77%</b>	<b>78%</b>	<b>68%</b>
<b>\$100,000 or greater</b>	<b>23%</b>	<b>22%</b>	<b>32%</b>

# *Education*

	<b>Non</b>	<b><u>Cultural Target</u></b>	
<b>Fish Shop</b>	<b>Target</b>		
<b>College graduate</b>	<b>20%</b>	<b>18%</b>	<b>15%</b>
<b>Post graduate</b>	<b>36%</b>	<b>30%</b>	<b>51%</b>
<b>Total College +</b>	<b>56%</b>	<b>48%</b>	<b>65%</b>

## *Culture and Small Community Market Segments*

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Do groups differ demographically?

**Target Culture/Fish** differ very little from the non target group.

**Target Culture/Shop** are more likely to be female, slightly younger, employed full time, earn over \$100,000, and a college graduate.

## *Culture and Small Community Market Segments*

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Target Groups are based on interest in Native culture and small communities.

How can you market to the target groups?

*How did their Alaska trips differ?*

# *Alaska Trip Characteristics*

## *Purpose of Trip*

<b>Characteristic</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish</b>	<b>Shop</b>
<b>Business only</b>	<b>11%</b>	<b>9%</b>	<b>6%</b>
<b>Business &amp; pleasure</b>	<b>4%</b>	<b>6%</b>	<b>10%</b>
<b>Vacation &amp; pleasure</b>	<b>78%</b>	<b>76%</b>	<b>77%</b>
<b>Visit friends &amp; relatives</b>	<b>7%</b>	<b>9%</b>	<b>7%</b>

# *Alaska Trip Characteristics*

## *Mode of Transportation*

<b>Mode</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish</b>	<b>Shop</b>
<b>Domestic Air</b>	<b>57%</b>	<b>55%</b>	<b>54%</b>
<b>International Air</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>
<b>Ferry</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>
<b>Cruise Ship</b>	<b>34%</b>	<b>34%</b>	<b>40%</b>
<b>Highway</b>	<b>6%</b>	<b>7%</b>	<b>5%</b>

# *Alaska Trip Characteristics*

## *Type of Traveler*

<b>Characteristic</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish Shop</b>	
<b>Independent</b>	<b>27%</b>	<b>30%</b>	<b>15%</b>
<b>Package/Inde-Package</b>	<b>74%</b>	<b>69%</b>	<b>85%</b>

# *Alaska Trip Planning*

## *Use of a Travel Agent*

**Non  
Target**

**Cultural Target  
Fish Shop**

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**Yes**

**63%**

**60%**

**80%**

# *Alaska Trip Planning*

## *When Travel Plans Were Made*

<b>Characteristic</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish Shop</b>
<b>1 to 2 years</b>	<b>5%</b>	<b>3% 3%</b>
<b>7 to 11 months</b>	<b>17%</b>	<b>19% 24%</b>
<b>5 to 6 months</b>	<b>20%</b>	<b>15% 33%</b>
<b>3 to 4 months</b>	<b>21%</b>	<b>17% 15%</b>
<b>1 to 2 months</b>	<b>22%</b>	<b>28% 15%</b>
<b>Less than one month</b>	<b>16%</b>	<b>17% 10%</b>

# *Alaska Trip Characteristics*

## *Regions Visited within Alaska*

<b>Region</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish</b>	<b>Shop</b>
<b>Interior/Northern</b>	<b>60%</b>	<b>64%</b>	<b>55%</b>
<b>Southeast</b>	<b>75%</b>	<b>75%</b>	<b>84%</b>
<b>Southcentral</b>	<b>61%</b>	<b>57%</b>	<b>67%</b>
<b>Southwest</b>	<b>17%</b>	<b>12%</b>	<b>6%</b>
<b>Denali</b>	<b>41%</b>	<b>37%</b>	<b>41%</b>

# Alaska Trip Characteristics

## Type of Traveler

<b>Characteristic</b>	<b>Non Target</b>	<b><u>Cultural Target</u></b>	<b>Fish Shop</b>
<b>Been to Alaska Before</b>	<b>39%</b>	<b>41%</b>	<b>29%</b>
<b>Plan to Buy Day Tours</b>	<b>46%</b>	<b>44%</b>	<b>48%</b>
<b>Alaska Trip &gt; 2 Weeks</b>	<b>12%</b>	<b>15%</b>	<b>21%</b>

# Very Likely to Visit Alaska Within 5 Years

Type of trip	Non Target	<u>Cultural Target</u> Fish	Shop
Business	11%	23%	22%
Vacation/Pleasure	34%	52%	37%
Either	45%	75%	59%

## *Culture and Small Community Market Segments*

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How do their Alaska trips differ?

**Cultural Target Fishermen** are more likely to return to Alaska within 5 years.

**Cultural Target Shoppers** are more likely to use a travel agent, make trip plans earlier, purchase a travel package, and are less likely to have been to Alaska before.

# Culture and Small Community Groups or Market Segments

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Conclusions about group differences

**Cultural Target Fishermen** are difficult to distinguish by demographics or trip characteristics.

**Cultural Target Shoppers** are a little more distinctive and may potentially be reached through travel agents that cater to well educated, employed, women.

# *Culture and Small Community Market Segments*

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Conclusions about group differences

*We need to dig beyond demographics and trip characteristics to identify how to target market segments.*

## *Culture and Small Community Market Segments*

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Need to focus on group interests.

- Compare questions used to define groups.

# *Interest in Alaska Native Culture and Arts*

## *Comparison of Activities -- Everyone*

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<b>Visiting museums/cultural center</b>	<b>77%</b>
<b>Wildlife viewing with a Native Guide</b>	<b>72%</b>
<b>Fishing with a Native Guide</b>	<b>49%</b>
<b>Learning Native village activities (berry picking)</b>	<b>48%</b>
<b>Learning Native crafts</b>	<b>47%</b>
<b>Learning Native dances, songs, stories</b>	<b>41%</b>

*Interest in Alaska Native Culture and Arts  
Comparison of Activities – by Market Segments*

<b>Activity</b>	<b>Non</b>	<b><u>Cultural Target</u></b>	
	<b>Target</b>	<b>Fish</b>	<b>Shop</b>
<b>Visiting museums</b>	<b>65%</b>	<b>91%</b>	<b>91%</b>
<b>Wildlife viewing</b>	<b>54%</b>	<b>91%</b>	<b>87%</b>
<b>Fishing</b>	<b>38%</b>	<b>100%</b>	<b>0%</b>
<b>Village activities</b>	<b>30%</b>	<b>70%</b>	<b>62%</b>
<b>Native crafts</b>	<b>31%</b>	<b>60%</b>	<b>71%</b>
<b>Native folklore</b>	<b>30%</b>	<b>56%</b>	<b>50%</b>

*Interest in Small Rural Communities in Alaska  
Comparison of Activities -- Everyone*

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<b>Fishing, wildlife viewing, bird watching, hunting, looking at wild flowers, or other nature activities</b>	<b>76%</b>
<b>Be with local residents to learn about local history and ways of life?</b>	<b>76%</b>
<b>Outdoor recreation activities like hiking, rafting, camping, mountain biking, etc.?</b>	<b>57%</b>

*Interest in Alaska Native Culture and Arts  
Comparison of Activities – by Market Segments*

<b>Activity</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish</b>	<b>Shop</b>
<b>Nature Activities</b>	<b>66%</b>	<b>88%</b>	<b>85%</b>
<b>History/Way of Life</b>	<b>60%</b>	<b>90%</b>	<b>90%</b>
<b>Outdoor Recreation</b>	<b>46%</b>	<b>65%</b>	<b>67%</b>

## *Culture and Small Community Market Segments*

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Need to focus on group interests.

- ✓ Compare questions used to define groups.
- Compare other questions in Visitor Opinion Survey.

*Importance of Opportunities  
in Planning Alaska Trip --by Market Segments  
% Responding that Opportunity was Very Important*

<b>Opportunity</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish Shop</b>	
<b>Seeing natural scenery</b>	<b>81%</b>	<b>86%</b>	<b>86%</b>
<b>Seeing/visiting wilderness</b>	<b>51%</b>	<b>77%</b>	<b>74%</b>
<b>Experiencing solitude</b>	<b>25%</b>	<b>37%</b>	<b>27%</b>

*Importance of Opportunities  
in Planning Alaska Trip --by Market Segments  
% Responding that Opportunity was Very Important*

<b>Opportunity</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish</b>	<b>Shop</b>
<b>Viewing wildlife</b>	<b>52%</b>	<b>72%</b>	<b>75%</b>
<b>Fishing</b>	<b>11%</b>	<b>33%</b>	<b>3%</b>

*Importance of Opportunities  
in Planning Alaska Trip --by Market Segments  
% Responding that Opportunity was Very Important*

<b>Opportunity</b>	<b>Non Target</b>	<b><u>Cultural Target</u> Fish Shop</b>	
<b>Learning Alaska History</b>	<b>16%</b>	<b>52%</b>	<b>45%</b>
<b>Learning Native Culture</b>	<b>14%</b>	<b>50%</b>	<b>47%</b>
<b>Meeting Local People</b>	<b>14%</b>	<b>40%</b>	<b>36%</b>

*Importance of Opportunities  
in Planning Alaska Trip --by Market Segments  
% Responding that Opportunity was Very Important*

<b>Opportunity</b>	<b>Non Target</b>	<b><u>Cultural Target</u></b>	
		<b>Fish</b>	<b>Shop</b>
<b>Shopping for arts/crafts</b>	<b>14%</b>	<b>27%</b>	<b>37%</b>
<b>Quality food and drink</b>	<b>25%</b>	<b>30%</b>	<b>32%</b>
<b>Luxurious accommodations</b>	<b>8%</b>	<b>11%</b>	<b>7%</b>

*Importance of Opportunities  
in Planning Alaska Trip --by Market Segments  
Opportunities of Primary Interest to Both Groups*

<b>Opportunity</b>	<b><u>Cultural Target</u></b>	
	<b>Fish</b>	<b>Shop</b>
<b>Seeing natural scenery</b>	<b>86%</b>	<b>86%</b>
<b>Seeing/visiting wilderness</b>	<b>77%</b>	<b>74%</b>
<b>Viewing wildlife</b>	<b>72%</b>	<b>75%</b>
<b>Learning Alaska history</b>	<b>52%</b>	<b>45%</b>
<b>Learning Native culture</b>	<b>50%</b>	<b>47%</b>

# **Alaska Native Culture and Rural Tourism**

What have we learned about  
**Opportunities for Economic Development?**

## *Native Culture and Small Community Market Segments Are:*

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- **BIG** – nearly  $\frac{1}{2}$  of current visitors
- **Economically Important** – contribute more \$\$ in state per person per trip than other visitors

# *Native Culture and Small Community Market Segments Are:*

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- Distinguished by **INTERESTS**
  - not demographics
  - not type of traveler
- Centered on **TWO COMBINED** interests

**NATURE/WILDLIFE**

**NATIVE CULTURE**

# *Native Culture and Small Community Market Segments*

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## *What can you do to target these Market Segments?*

2. Develop **COMBINATION TOUR PACKAGES** that include both Nature/Wildlife and Native Culture.
3. Develop **PARTNERSHIPS** with existing Nature/Wildlife Tour businesses.
4. Focus products on opportunities for **EXPERIENCE** rather than high-end accommodations.
5. Address **TRANSPORTATION CONCERNS** in advertising/literature

# *Native Culture and Small Community Market Segments*

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*What can you do to target these Market Segments?*

**FOCUS ADVERTISING** on target groups

Example – travel agents connected to university alumni associations or nature/wildlife travel

**LEARN MORE** about target groups

New research on existing customers

# *Contact Information*

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