

Alaska Visitors Statistics Program**FY2006 Request: \$750,000**
Reference No: 40078**AP/AL:** Appropriation
Category: Development**Project Type:** Planning**Location:** Statewide**Contact:** Caryl McConkie**House District:** Statewide (HD 1-40)**Contact Phone:** (907)465-5478**Estimated Project Dates:** 07/01/2005 - 06/30/2010**Brief Summary and Statement of Need:**

Continuation of the Alaska Visitors Statistics Program (AVSP). This Program continues the comprehensive collection and presentation of information on Alaska's visitors. This program contributes to the Department's mission of promoting a healthy economy by assisting the visitor industry in marketing Alaska.

Funding:	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	Total
Gen Fund	\$750,000						\$750,000
Total:	\$750,000	\$0	\$0	\$0	\$0	\$0	\$750,000

<input type="checkbox"/> State Match Required	<input checked="" type="checkbox"/> One-Time Project	<input type="checkbox"/> Phased - new	<input type="checkbox"/> Phased - underway	<input type="checkbox"/> On-Going
0% = Minimum State Match % Required		<input type="checkbox"/> Amendment	<input type="checkbox"/> Mental Health Bill	

Operating & Maintenance Costs:

	<u>Amount</u>	<u>Staff</u>
Project Development:	0	0
Ongoing Operating:	0	0
One-Time Startup:	0	
Totals:	0	0

Additional Information / Prior Funding History:

Refer to the funding matrix in the detailed description.

Project Description/Justification:

In accordance with AS 44.33.120(b)(9) the Department will again conduct a comprehensive study, referred to as the Alaska Visitor Statistics Program (AVSP), of Alaska's visitors. In the initial year of the AVSP, an in-depth survey of both summer and fall/winter Alaskan visitors is completed. The information is then presented in four reports: (1) Summer Arrivals and Profile, (2) Summer Expenditures and Opinions, (3) Fall/Winter Arrivals and Profile, and (4) Winter Expenditures and Opinions.

In the second, third, and fourth years of the AVSP, the methodologies and ratios resulting from the initial year of the AVSP are then applied to visitor arrival counts (number of visitors per mode of transportation) and subsequent Arrival Reports are presented for each year's Summer and Fall/Winter visitor seasons.

The AVSP provides comprehensive demographics, characteristics of, expenditure patterns, and opinions of the people traveling to Alaska. The information is used by numerous individuals and entities such as: (1) state and federal entities in determining the need and impact of visitor infrastructure and facilities, (2) private organizations and individuals interested in investing in visitor attractions and services, (3) private and government entities analyzing the effect of the visitor industry on state land and other natural resources, and (4) the State's Qualified Trade Association in developing its tourism marketing campaign. Using the information provided by the AVSP, entities are able to channel their development and marketing efforts in a much more productive fashion.

The AVSP has been recognized as one of the more sophisticated studies done anywhere in the United States. The first in-depth survey of Alaska visitors was completed on the 1985-1986 summer visitor season and repeated in 1989-1990 and 1993-1994. In the years in-depth surveys were not completed, Arrival Reports were completed. The AVSP has

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evolved over the years into a comprehensive four year study and is reflected in the most recent AVSP which provides: (1) in-depth information on the 2000-2001 fall/winter and 2001 summer, (2) arrival information on the 2001-2002 fall/winter and 2002 summer, and (3) fall/winter 2002-2003 and summer 2003. The fall/winter 2003-2004 and summer 2004 information is currently being compiled and is due December of 2004.

This capital appropriation would allow the fifth AVSP to begin with an in-depth survey of Alaska's visitors in the summer 2006 and fall/winter 2006-2007 with Arrival Reports through fall/winter 2009-2010.

Funding History

Year	Amount	Legislation
FY 1998	150,000	SLA 97 Ch 100 Page 41 Line34