

Alaska Visitors Statistics Program

FY2011 Request: \$500,000

Reference No: 48902

AP/AL: Appropriation
Category: Development

Project Type: Research / Studies / Planning

Location: Statewide
House District: Statewide (HD 1-40)

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Estimated Project Dates: 07/01/2010 - 06/30/2014

Brief Summary and Statement of Need:

Full funding for the Alaska Visitors Statistics Program (AVSP) report and partial funding for the Tourism Economic Impact Study. The AVSP and the Tourism Economic Impact Study contribute to the department's mission of promoting economic growth by providing comprehensive information that can be used to evaluate the impact of the tourism industry in Alaska.

Funding:	<u>FY2011</u>	<u>FY2012</u>	<u>FY2013</u>	<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>	<u>Total</u>
Gen Fund	\$500,000						\$500,000
Total:	\$500,000	\$0	\$0	\$0	\$0	\$0	\$500,000

<input type="checkbox"/> State Match Required	<input type="checkbox"/> One-Time Project	<input checked="" 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	0
Totals:	0	0

Additional Information / Prior Funding History:

The AVSP was funded in 1985-86, 1989-90, 1993-94, 2000-01, and 2005-06, including: FY05 - \$750,000 GF, SLA 05 Ch 3, Pg 3, Ln 20
 FY00 - \$630,000 via RPL from elimination of the Alaska Visitor's Association

The Tourism Economic Impact study was funded in 1991, 1998, 1999, 2002, and 2007 including: FY98 -\$150,000 SLA 97 CH 100, Pg 41, Ln 34

Project Description/Justification:

This request will provide four years of funding to implement the sixth AVSP and partial funding for a Tourism Economic Impact Study.

This request includes funding for both projects so that the economic impact analysis can be started as soon as the baseline visitor volume and expenditure data is available.

The AVSP is a four-year research program that begins with a detailed baseline survey of visitors to Alaska as they exit the state. It provides comprehensive information on visitor opinions, characteristics, and expenditure patterns at a statewide, regional and community level. Following the baseline research, the project includes three years of visitor volume updates by summer and fall/winter seasons, trip purpose and all modes of travel.

The baseline data is necessary to conduct a Tourism Economic Impact Study which elected officials at the state and local level use to evaluate the strength and importance of the visitor industry to Alaska residents. This study estimates the economic impact of the out of state visitor industry in terms of jobs, payroll, taxes and proprietor income.

Both studies allow state government, the qualified trade association, regional marketing organizations, and individuals to develop marketing plans, strategic plans and business plans. The data is used to focus investments in the areas of marketing and product development that will meet visitor needs and enhance Alaska as a tourist destination. Data users include:

- state, federal and regional entities to determine the need for and impact of visitor infrastructure and facilities, strategic planning and where to focus investment
- private organizations and individuals interested in investing in visitor attractions and services
- private and government entities to analyze the effect of the visitor industry on state land and other natural resources
- the State's qualified trade association in developing its tourism marketing program