

**Alaska Travel Industry Association - Alaska Visitor
Statistics Program Research and Other Tourism Research
and Marketing**

**FY2017 Request: \$0
Reference No: 48902**

AP/AL: Appropriation **Project Type:** Economic Assistance
Category: Development **Recipient:** Alaska Travel Industry Association
Location: Statewide **House District:** Statewide (HD 1-40)
Impact House District: Statewide (HD 1-40) **Contact:** Catherine Reardon
Estimated Project Dates: 06/30/2016 - 06/30/2020 **Contact Phone:** (907)465-2506

Brief Summary and Statement of Need:

The Alaska Visitor Statistics Program (AVSP) is a four-year research cycle that begins with a detailed baseline survey of visitors to Alaska as they exit the state. The project provides the Alaska Travel Industry Association with the funding required to continue the study. 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.

Funding:	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	Total
1108 Stat Desig	\$1,364,802						\$1,364,802
Total:	\$1,364,802	\$0	\$0	\$0	\$0	\$0	\$1,364,802

<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	0
Totals:	0	0

Prior Funding History / Additional Information:

Project Description/Justification:

The study allows state government, the tourism industry, 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 Alaska Tourism Marketing Board in developing its tourism marketing program

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The AVSP was funded in 1985-86, 1989-90, 1993-94, 2000-01, 2005-06, and 2011-12. This project will ensure that data collection is comparable and that prior investments in this research continue to be relevant.