



# Valdez Visitor Market Profile 2016



**Prepared for:**  
City of Valdez  
February 1, 2017

# McDowell Group

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- Multidisciplinary research and consulting firm since 1972
- 17 professional staff; offices in Anchorage and Juneau
- Tourism clients include:
  - State/Federal agencies (DCCED, AMHS, Alaska Railroad, NPS)
  - DMOs and municipalities (Anchorage, Fairbanks, Juneau, Ketchikan, Sitka, Kodiak, Haines, Valdez, Kenai, Mat-Su)
  - Native Corporations (Huna Totem, Shee Atika, Goldbelt, Ahtna, Sealaska)
  - Cruise lines (Princess, Holland America, Royal Caribbean, small cruise lines)
  - Industry associations (ATIA, CLIA-Alaska, SEATrails, sportfishing assn.)
  - Other private companies (hotels, tours, attractions)



# Presentation Outline

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- Methodology
- Visitor Volume
- Activities
- Satisfaction
- Trip Planning
- Spending
- Demographics
- Questions



# Methodology

- Total visitor surveys: 515
- Winter survey: 100
  - February-April
  - Sites: Thompson Pass pullouts, airport, online with festival participants
- Summer survey: 415
  - May-September
  - Sites: RV parks, AMHS terminal, hotels, harbor, airport
- Survey conducted at/near end of trip
- Business-only visitors screened out; cruise passengers not surveyed



# Methodology (cont'd)

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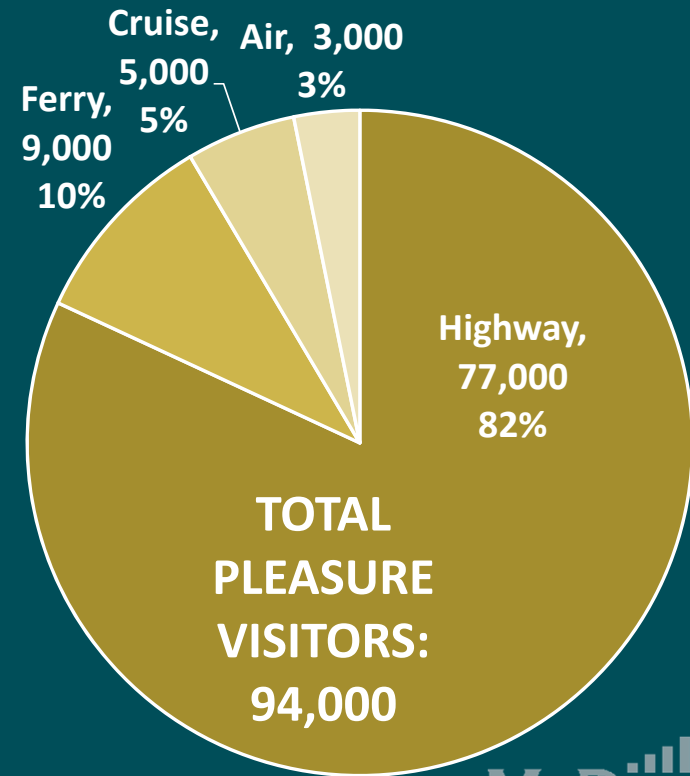
- Summer survey data presented in terms of non-Alaska residents vs. residents reflecting marketing approach
- Survey limitations
- Traffic data collection
  - AMHS passenger traffic
  - ADOTPF for highway traffic
  - Bureau of Transportation Statistics for air passenger traffic
  - Ravn Air for air passenger traffic and visitor/resident composition
  - Stan Stephens Cruises and Major Marine Tours for cruise passenger traffic
  - Princess Cruises for day tour traffic
- Interviews with Valdez hotels and RV parks

# Visitor Volume



# Visitor Volume, 2015-16

- Total pleasure-related visitor volume 2015-16 (October-September): 94,000
- Visitors counted on departure
- Cruise passengers include:
  - Day tour participants via bus/shuttle from Copper River Princess Lodge
  - Pass-through and overnight travelers arriving/ departing by catamaran and bus/shuttle



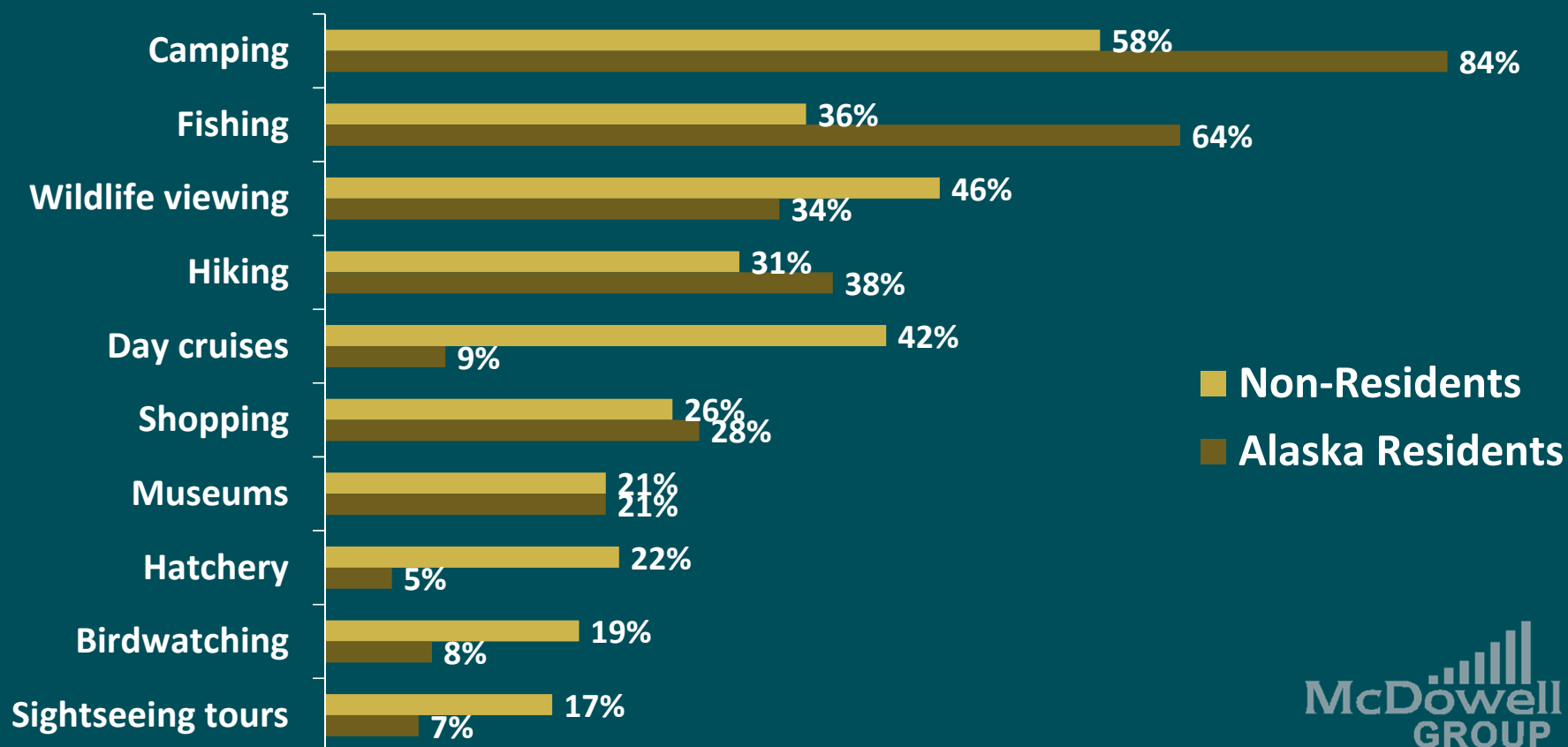
# Visitor Volume, By Mode/Season

|                        | Summer 2016   | Winter 2015-16 | Total 2015-16 | % of Total  |
|------------------------|---------------|----------------|---------------|-------------|
| Highway                | 72,000        | 5,000          | <b>77,000</b> | 82%         |
| Ferry                  | 8,000         | 1,000          | <b>9,000</b>  | 10%         |
| Cruise                 | 5,000         | 0              | <b>5,000</b>  | 5%          |
| Air                    | 1,500         | 1,500          | <b>3,000</b>  | 3%          |
| <b>Total</b>           | <b>86,500</b> | <b>7,500</b>   | <b>94,000</b> | <b>100%</b> |
| Out-of-state residents | 60,000        | 2,500          | <b>62,500</b> | 66%         |
| Alaska residents       | 26,500        | 5,000          | <b>31,500</b> | 34%         |

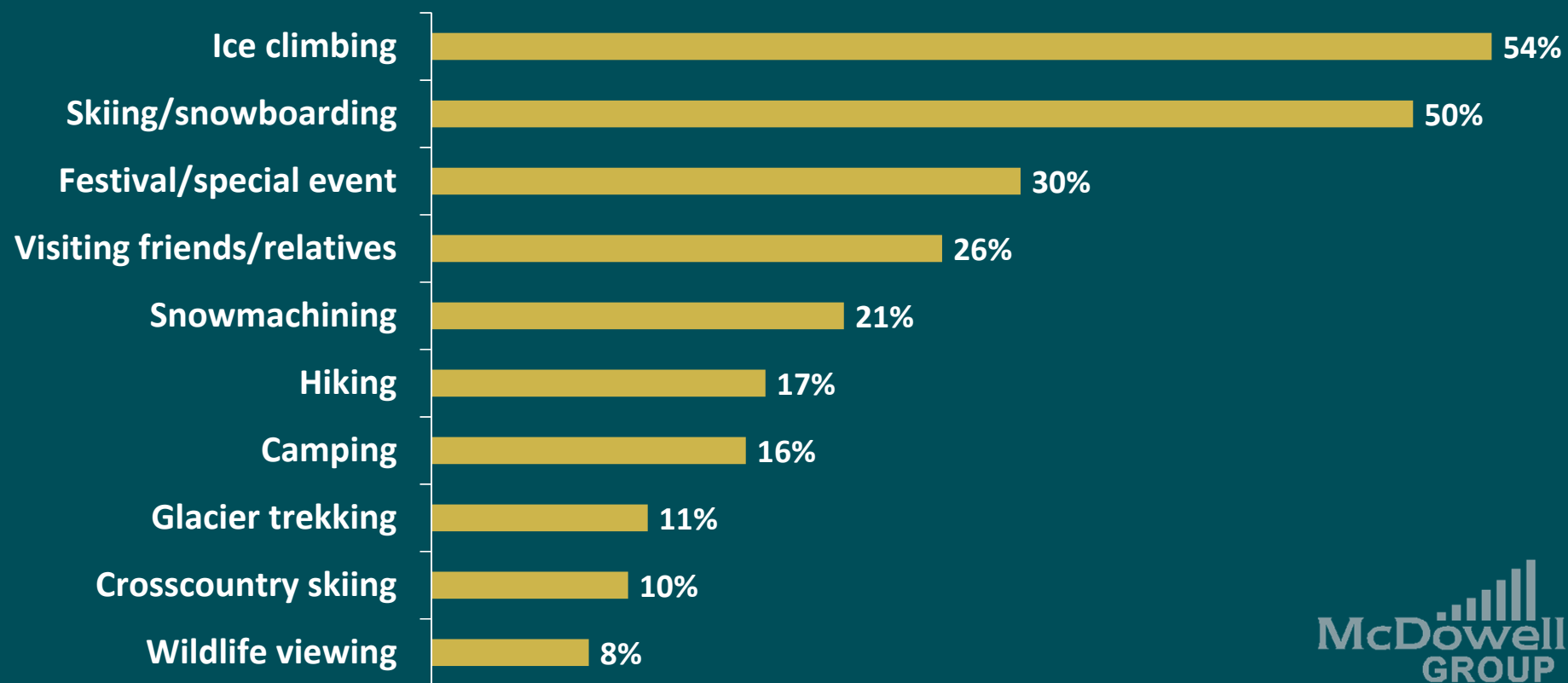
# Survey Results



# Summer Visitor Activities, Top 10

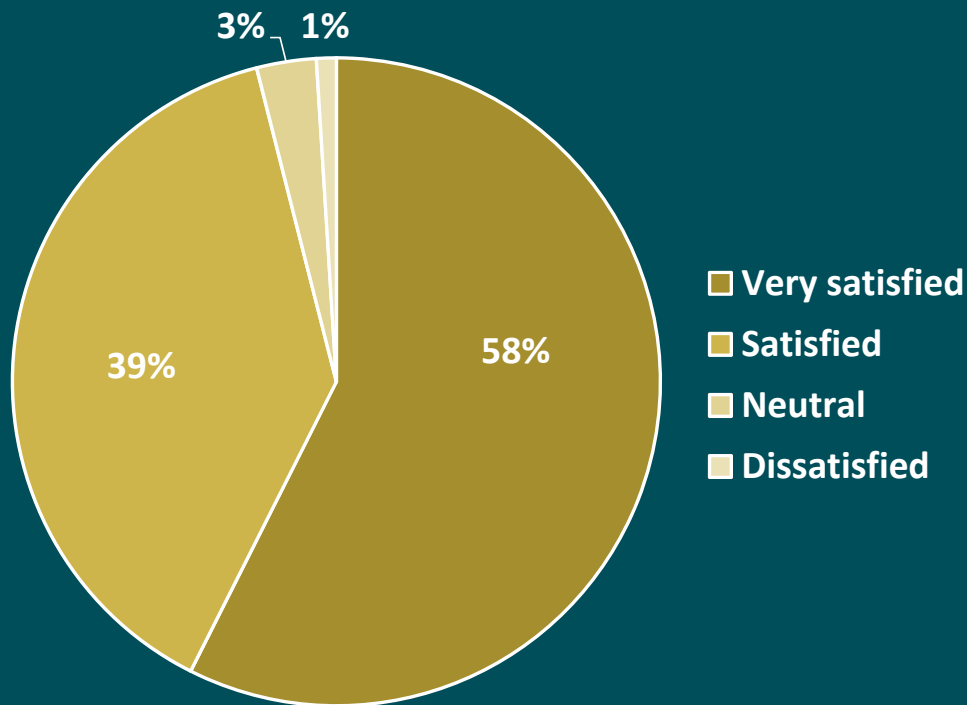


# Winter Visitor Activities, Top 10

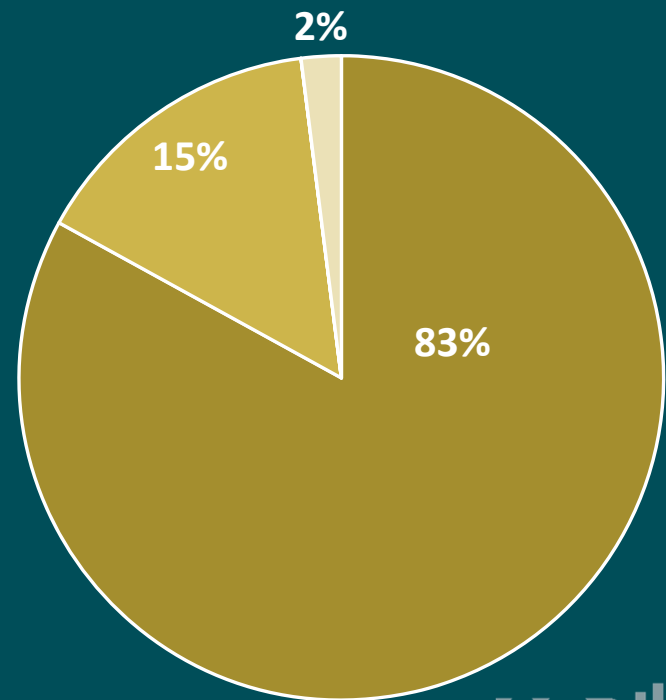


# Summer Visitor Satisfaction, Overall Valdez Experience

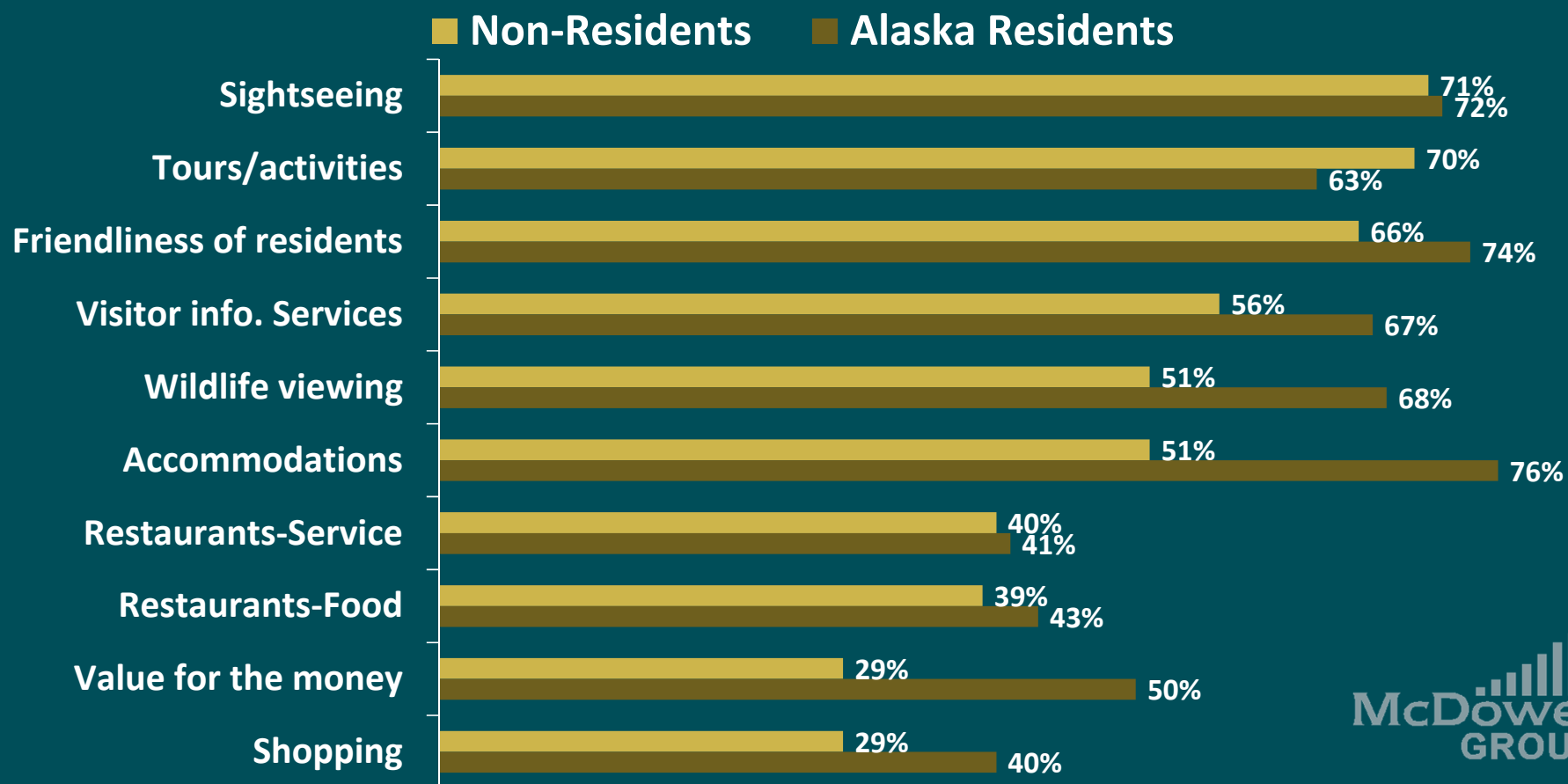
## Non-Alaska Residents



## Alaska Residents

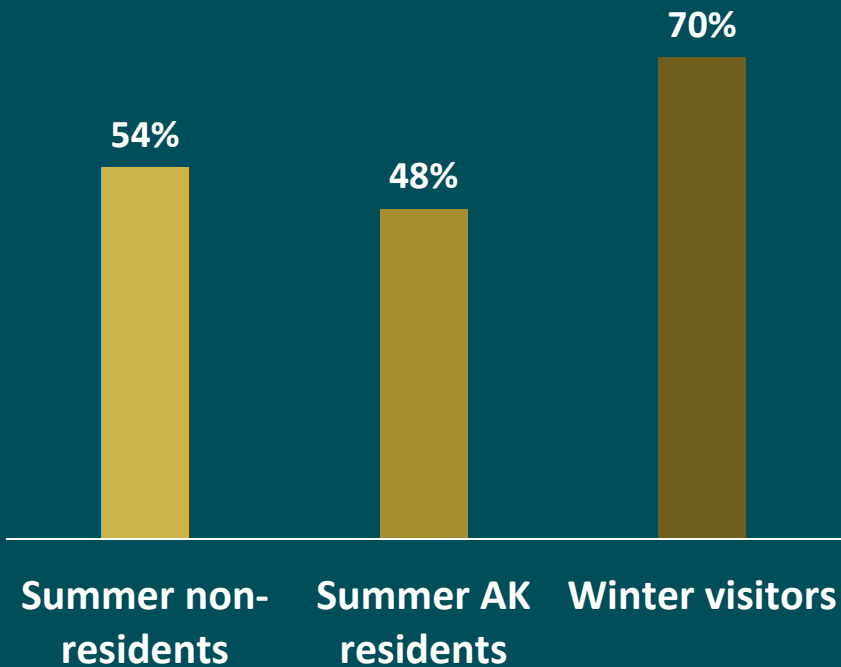


# Summer Visitor Satisfaction, % Very Satisfied



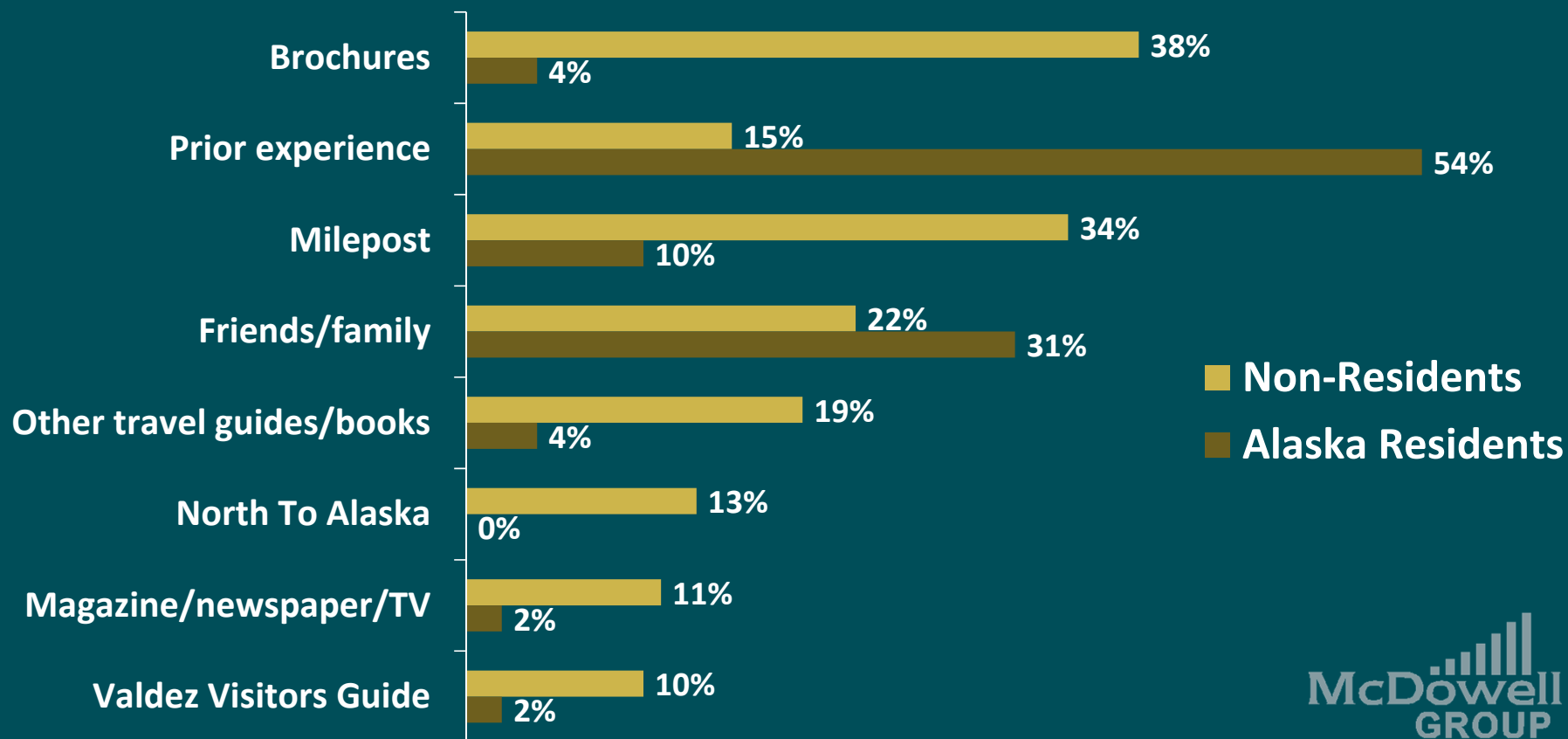
# Internet Usage

## % Used Internet to Plan Valdez Trip



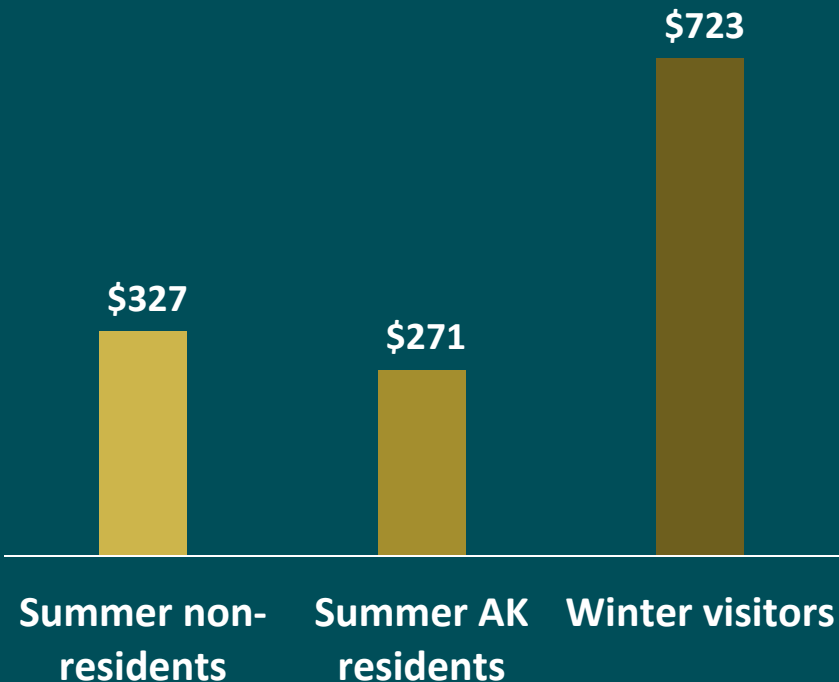
- Most commonly used sites/apps among summer visitors:
  - Google
  - ValdezAlaska.org
  - AMHS
  - TripAdvisor
  - TravelAlaska.com
- Most commonly used sites/apps among winter visitors:
  - Google
  - Facebook
  - TripAdvisor

# Summer Visitor Add'l Planning Sources (most common)



# Visitor Spending

## Average Per-Person Spending in Valdez

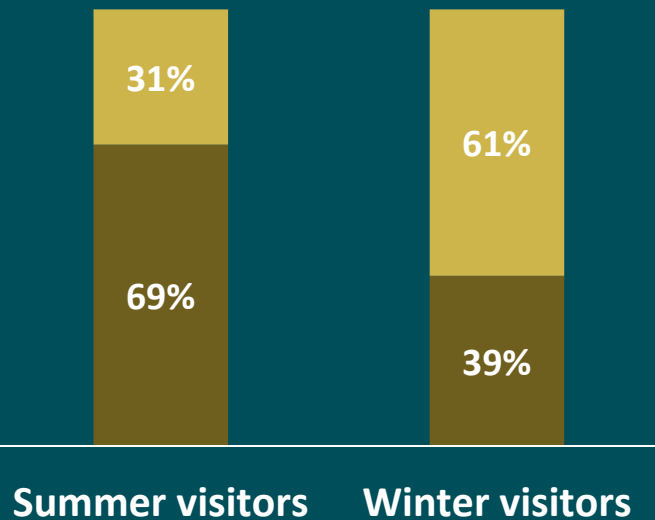


- Tours/activities
  - \$101 Non-residents
  - \$112 Alaska residents
  - \$208 Winter visitors
- Lodging
  - \$81 Non-residents
  - \$73 Alaska residents
  - \$208 Winter visitors
- Food/beverage
  - \$71 Non-residents
  - \$44 Alaska residents
  - \$214 Winter visitors

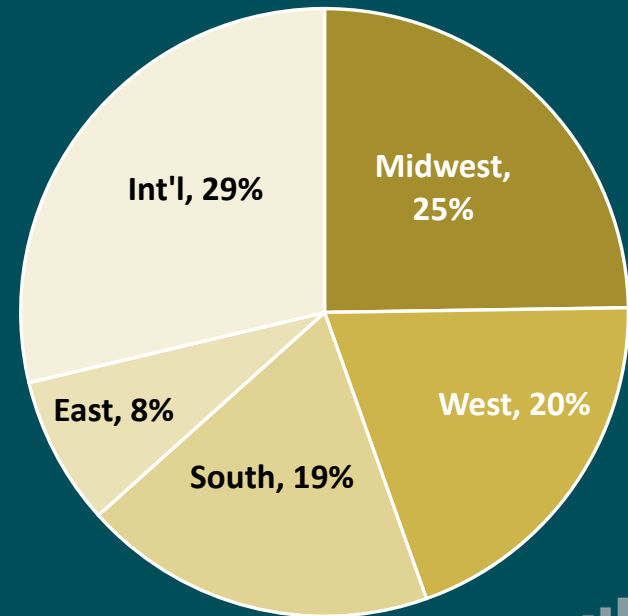
# Visitor Origin

## In-State vs. Outside

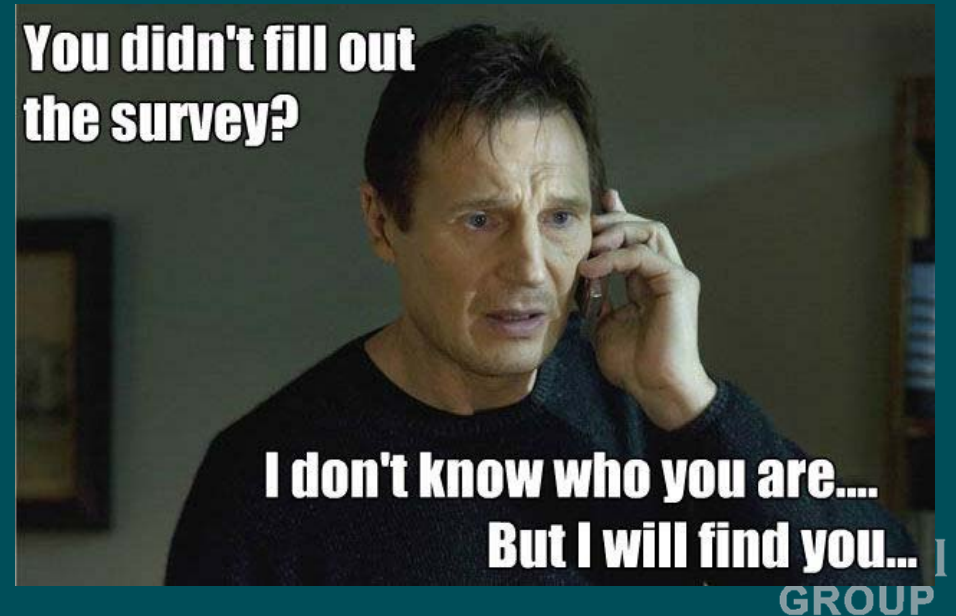
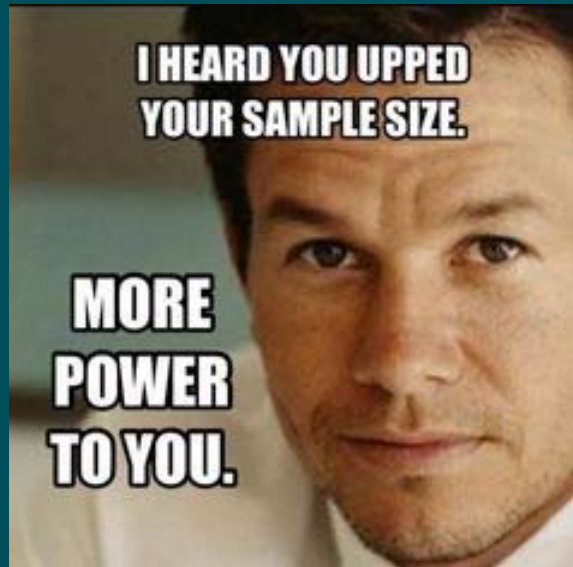
■ Outside Alaska ■ Alaska residents



## Summer Visitor Origin, Outside



# Questions





**Thank you!**

**[susan.bell@mcdowellgroup.net](mailto:susan.bell@mcdowellgroup.net)**  
**[www.mcdowellgroup.net](http://www.mcdowellgroup.net)**

