



DISCOVER VALDEZ VOUCHER DATA

AUGUST 2021

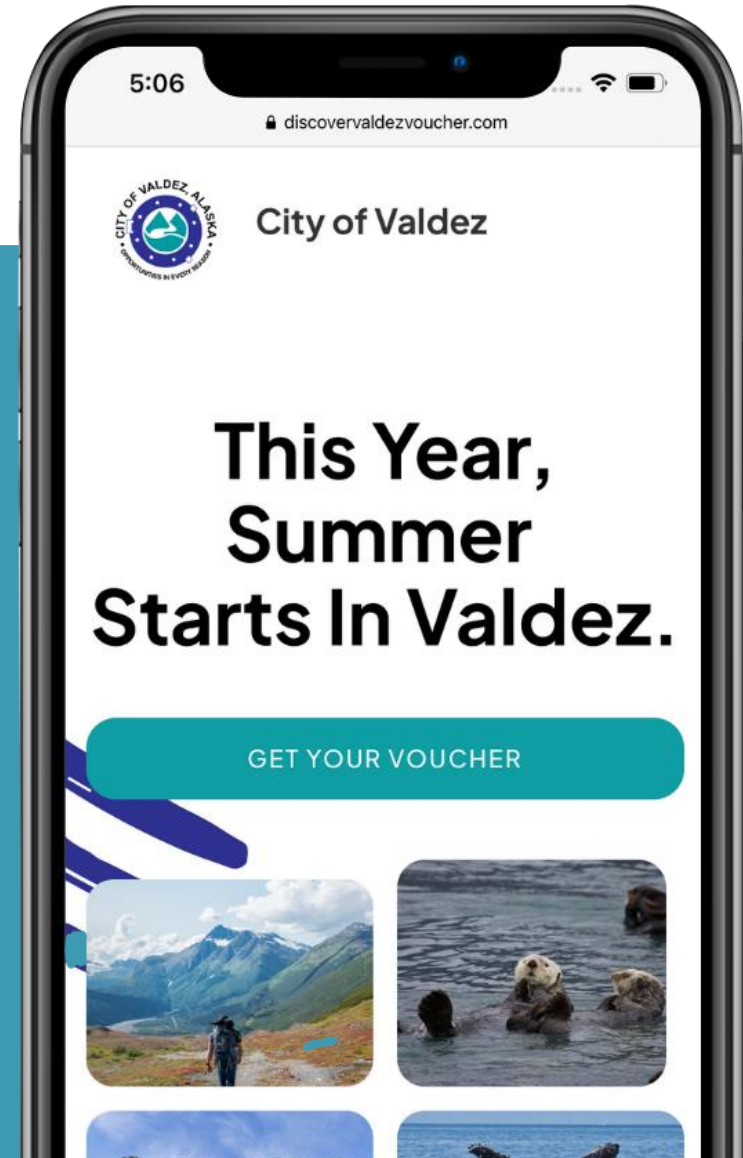
Survey results management & data collection provided by

THOMPSON  CO

EXECUTIVE SUMMARY

As of August 2021:

- Total vouchers claimed: 6,000
- Total vouchers redeemed: 2,270
- Total amount redeemed: \$113,750
- Total survey responses: 633
- Top Interest in Valdez: Glacier & wildlife viewing
- Top businesses where vouchers have been redeemed:
 1. Prospector Outfitters
 2. The Fat Mermaid
 3. Mike's Palace



WHO CLAIMED A VOUCHER?

- **Total vouchers claimed:** 6,000
- **Vouchers claimed by Alaska residents:** 458*
- **Vouchers claimed by out of state visitors:** 173*
- According to survey responses, visitors from out of state are located in: Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Israel, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, New Mexico, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Texas, Utah, Vermont, Washington, Washington D.C. and Wisconsin

For most visitors who claimed a voucher and completed the survey, this is not their first time visiting Valdez.

- **First visit to Valdez:** 208*
- **Not the first visit to Valdez:** 425*

(*Numbers are based on survey responses)

Get your \$50 voucher and start planning.

Get Your \$50 Voucher

Sign up to get a free voucher to redeem at participating local Valdez businesses.

First Name

Last Name

Email Address

☐ I would like to receive additional travel information from the City of Valdez and the Valdez Convention and Visitors Bureau

Get My Coupon!

*Vouchers are limited to one per person

*No cash back. If your purchase is less than \$50 total, you forfeit the remainder of your \$50 voucher.

*Voucher cannot be used on alcohol or cannabis or firearms.

*Vouchers will be accepted May 15 - Sept. 30, 2021

*In order to redeem your voucher, you must present a signed, printed copy to the participating business at the time of purchase. Please also be prepared to provide the vendor with a photo ID.

HOW LONG ARE VISITORS STAYING IN VALDEZ?

Day Trip
20

One night
49

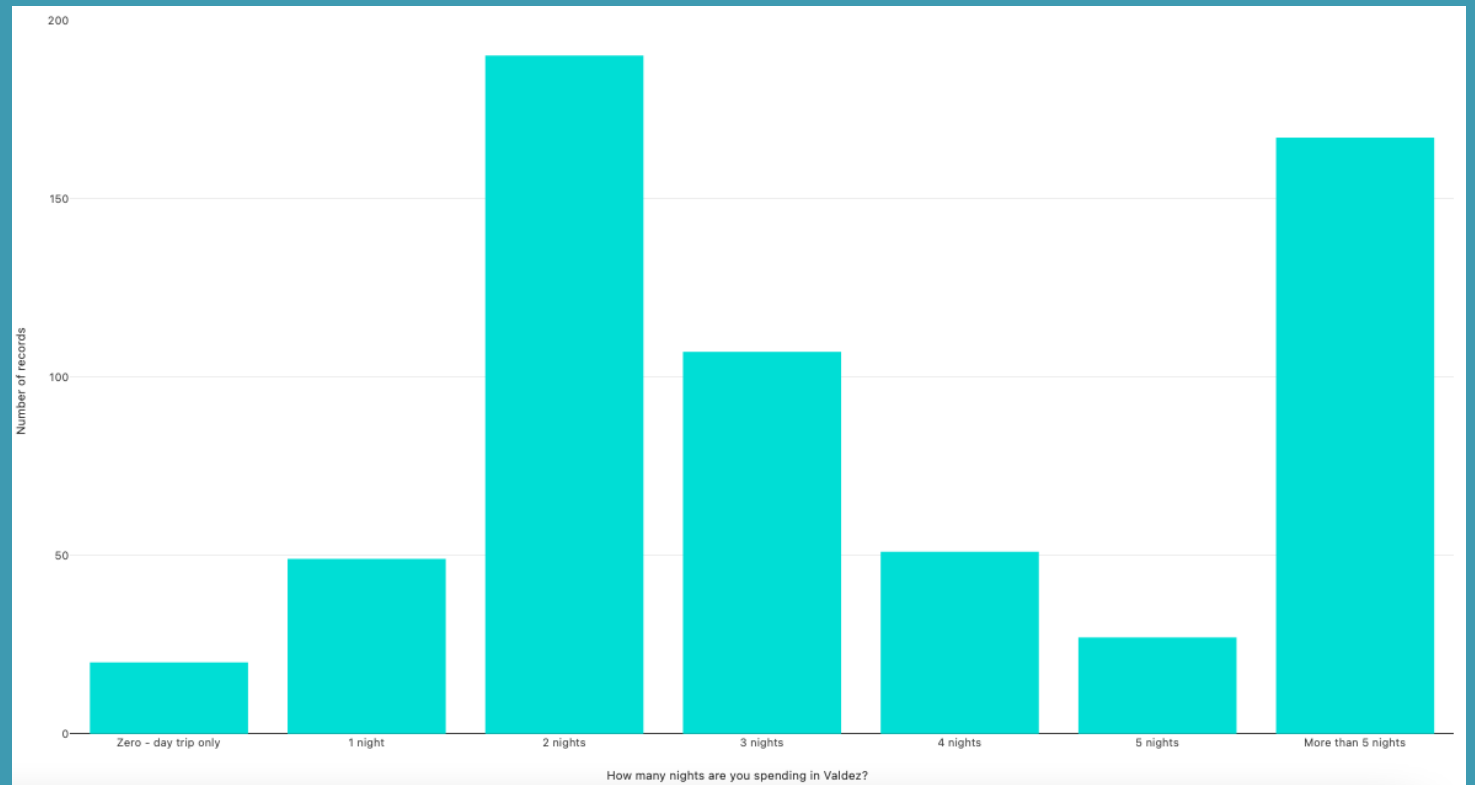
Two nights
190

Three nights
107

Four nights
51

Five nights
27

6+ nights
167



(All above data is based on survey responses)

WHAT ARE VISITORS' TOP INTERESTS IN VALDEZ?

INSTATE VISITORS

Fishing (231)

Glacier and Wildlife Viewing (197)

Hiking (179)

Camping (143)

History (102)

Outdoor Sports (89)

Other (63)

"Other" areas of interest:

- Visiting for the STOL event
- Visiting for the Last Frontier Theatre Conference
- Eating local food
- Shopping at local stores
- Relaxing
- Seeing a different part of Alaska
- Wedding
- Photography

OUT OF STATE VISITORS

Glacier and Wildlife Viewing (114)

Hiking (66)

Fishing (61)

History (53)

Outdoor Sports (25)

Camping (22)

Other (22)



**All above data is based on survey responses*

**Those who completed a survey were able to choose multiple interests. Top interest totals are based on the number of people who included that specific interest in their overall response.*

WHERE ARE VOUCHERS BEING REDEEMED?

SHOPPING: 1,064 vouchers redeemed

RESTAURANTS: 760 vouchers redeemed

ADVENTURE & TOURS: 383 vouchers redeemed

HOTELS & RV PARKS: 66 vouchers redeemed

- TOP BUSINESSES:**
- 1. Prospector Outfitters (850 vouchers)
 - 2. The Fat Mermaid (308 vouchers)
 - 3. Mike's Palace (167 vouchers)

Out of the 633 people that have completed a survey, 356 have redeemed their voucher.

- TOP BUSINESSES FOR INSTATE*:**
- 1. Prospector Outfitters (92 vouchers)
 - 2. The Fat Mermaid (39 vouchers)
 - 3. Mike's Palace (23 vouchers)

- TOP BUSINESSES FOR OUT OF STATE*:**
- 1. Prospector Outfitters (26 vouchers)
 - 2. The Fat Mermaid (21 vouchers)
 - 3. Mike's Palace (10 vouchers)

(*Instate and out of state top businesses data is based on survey responses)

