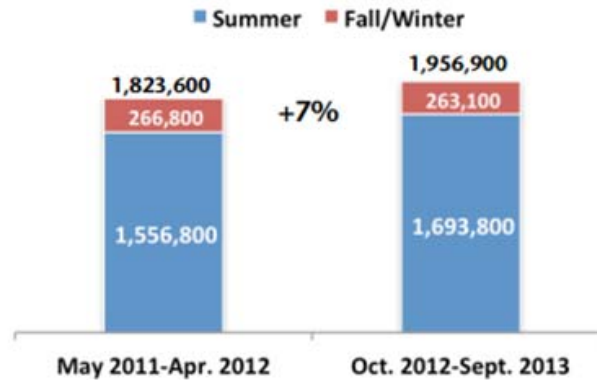


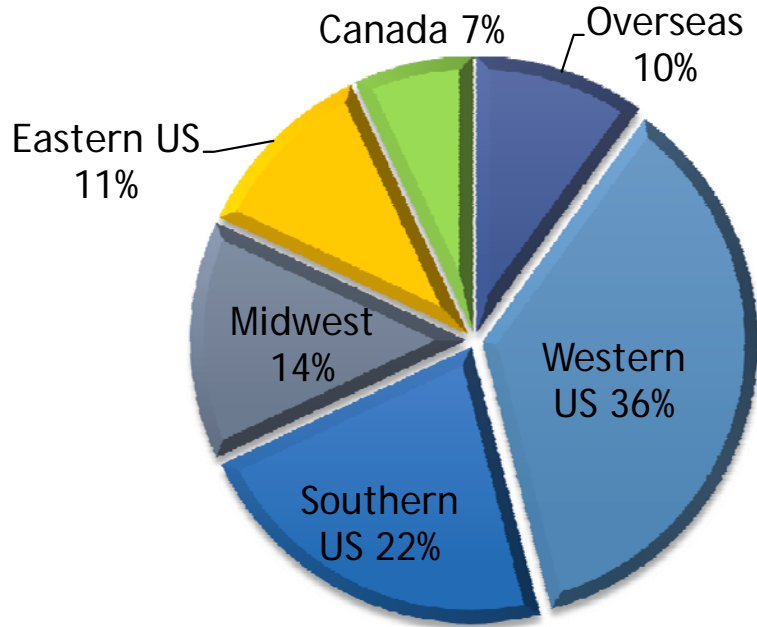
# Overview of Japanese Visitors to Alaska

Jillian Simpson, Director of Membership & Tourism Policy  
Alaska Travel Industry Association

# Alaska Visitors



# Alaska Visitor Origin



## Top states

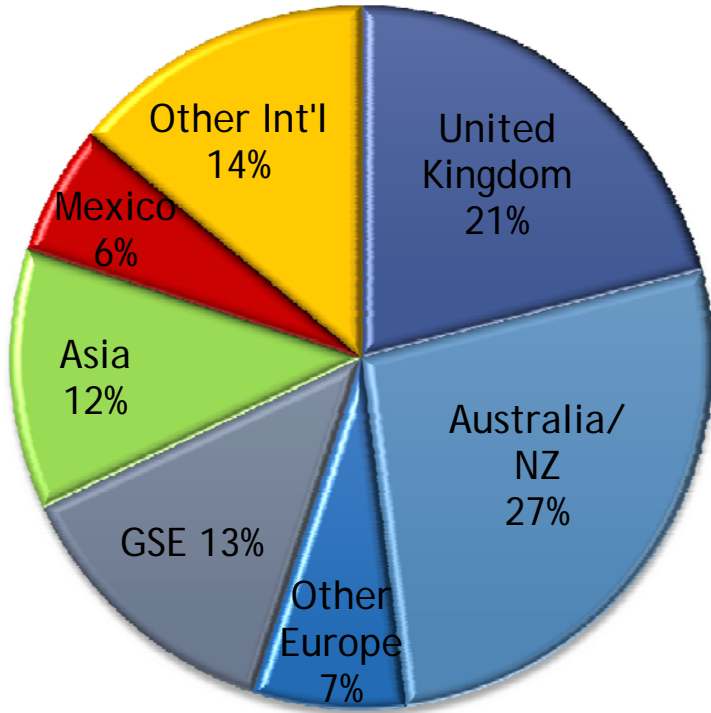
- California: 12%
- Washington: 9%
- Texas: 6%
- Florida: 4%

## Changes since 2006:

- Overseas: 1% increase
- US: 2% decrease
- Canada: 1% increase
- Western US: 3% decrease
- Southern US: 3% increase



# International Visitor Origin



|                |        |
|----------------|--------|
| United Kingdom | 33,000 |
| Australia/NZ   | 42,000 |
| Other Europe   | 11,000 |
| GSE            | 20,000 |
| Asia           | 18,000 |
| Mexico         | 8,000  |
| Other Int'l    | 22,000 |

# International Winter Visitors

- ▶ 40% of International visitors are from Japan
- ▶ Fairbanks is the most popular destination
  - ▶ 2/3 of all international visitors
  - ▶ 100% of Japanese visitors



# Transportation Mode

## ▶ Japanese Visitors

- ▶ 23% cruise
- ▶ **76%** arrive by air
- ▶ 1% highway/ferry

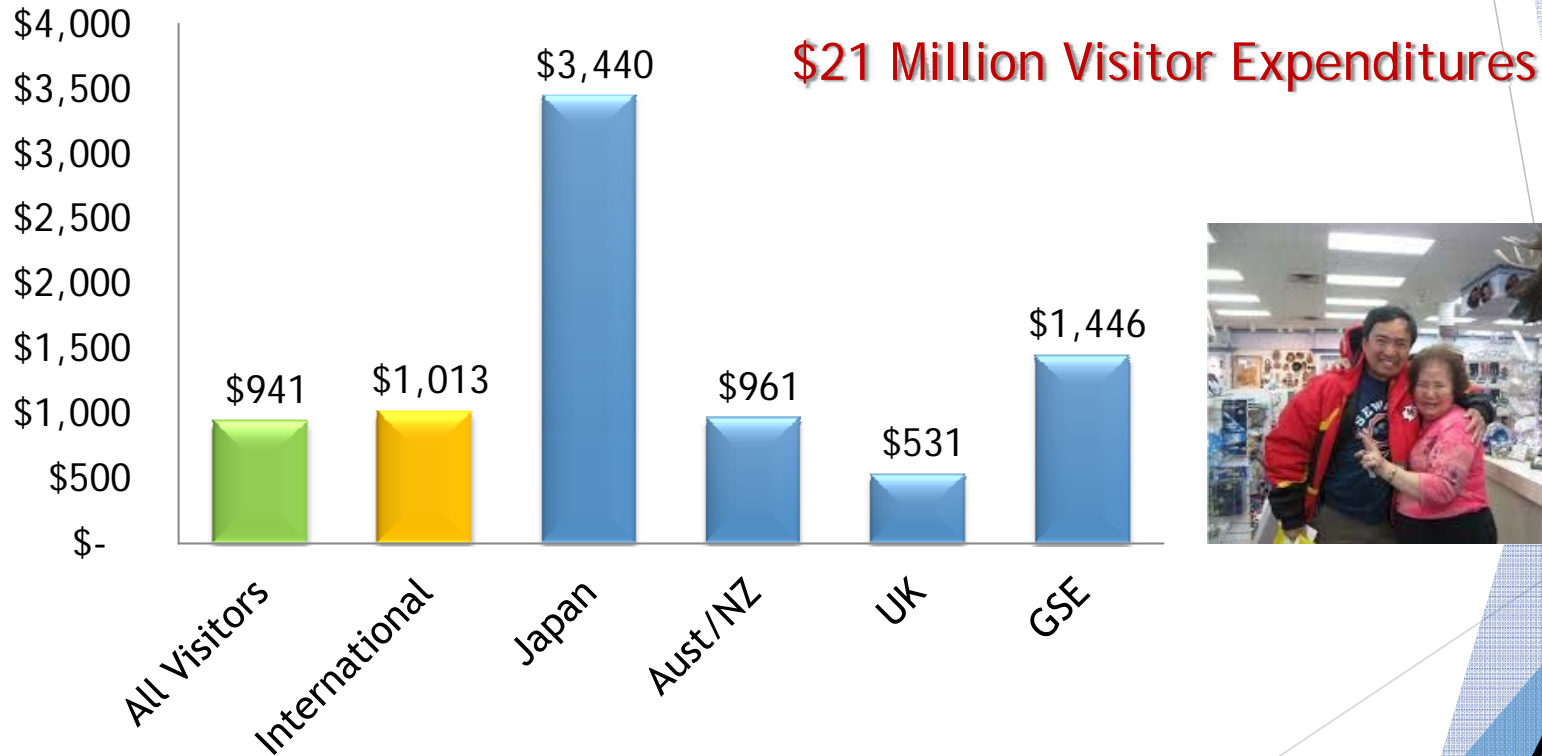
## ▶ All Visitors

- ▶ 51% cruise
- ▶ **45%** air
- ▶ 4% highway ferry





# Average Per Person Spending



# Top Activities

- ▶ Shopping
- ▶ Flightseeing
- ▶ Alaska Railroad
- ▶ Northern Lights Viewing





# State of Alaska Marketing Activities

- ▶ Representation Office
- ▶ Trade Relations, Familiarization Tours
- ▶ Public Relations- Media
- ▶ Travel Planner
- ▶ Alaska-Japan.com
- ▶ Annual Sales Mission



Thank you!

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