

MAT-SU CONVENTION & VISITORS BUREAU

2020 MAT-SU VALLEY TRAVELER RESEARCH

PRESENTATION OF FINDINGS

November 2020

Destination  Analysts

RESEARCH OVERVIEW & OBJECTIVES

- Identify and profile high value travelers for Alaska and the Mat-Su Valley
- **Gauge what the Mat-Su Valley summer visitor season may potentially look like next year and**
- Gather data to support the DMOs future branding efforts

RESEARCH METHODOLOGY

An **online survey methodology** was employed and distributed to a nationally representative sample of American travelers via global trusted sample provider, Dynata/Research Now/Survey Sampling International.

- Reside in the U.S.
- Age 18-80
- Taken one or more overnight leisure trips in the past 2 years
- Anticipates taking at least 1 overnight leisure trip in the NEXT 12 Months
- Finds the idea of taking a leisure trip to Alaska as “Neutral,” “Appealing” or “Very appealing”

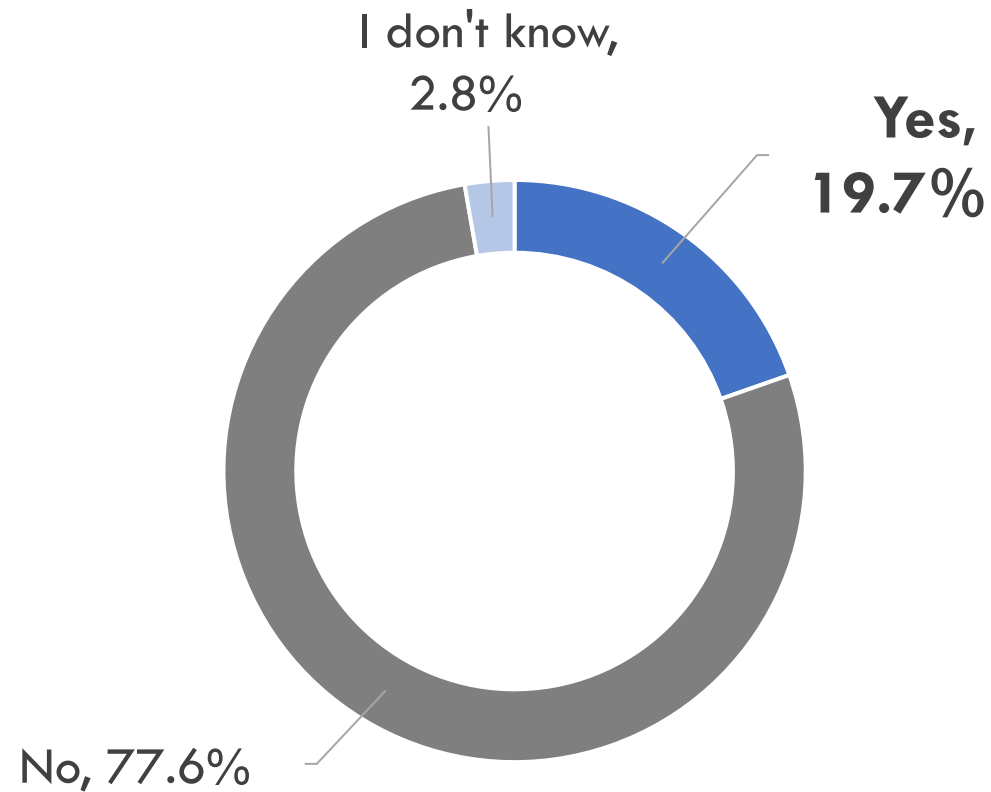
Total Sample Size: N=2,000



THE MAT-SU VALLEY DESTINATION BRAND

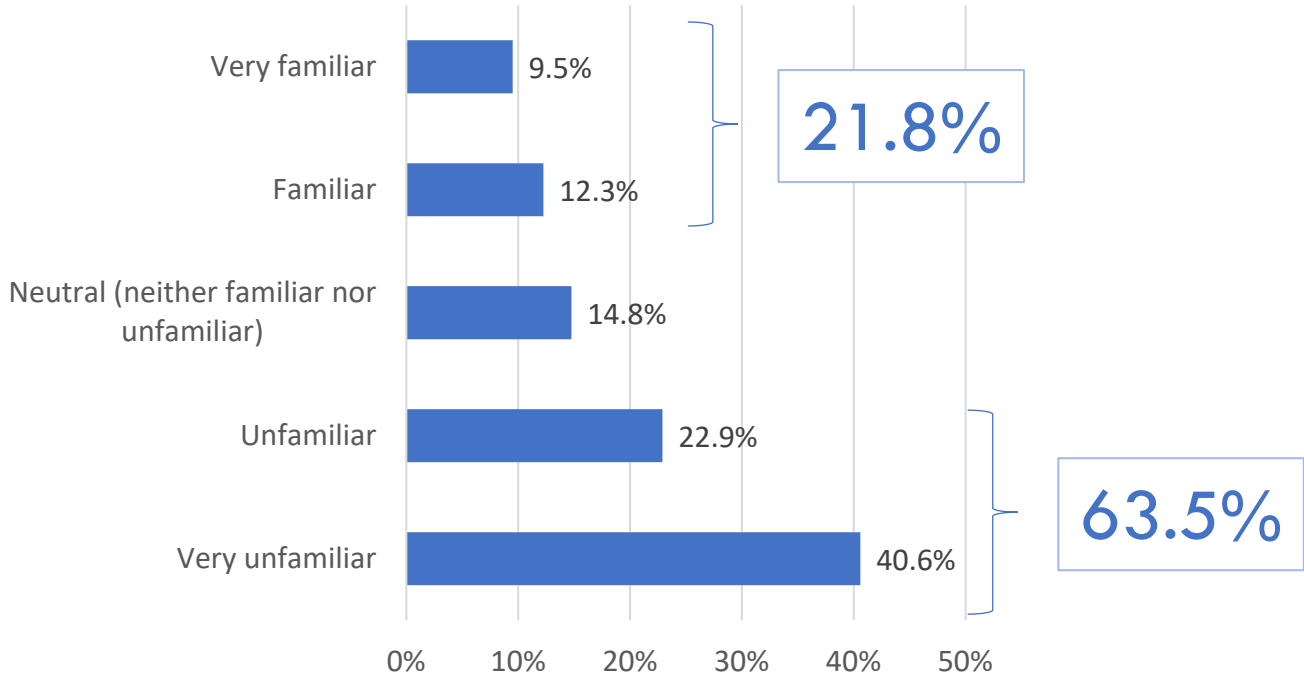
AWARENESS OF THE MAT-SU VALLEY

Prior to this survey, have you heard of Mat-Su Valley before?

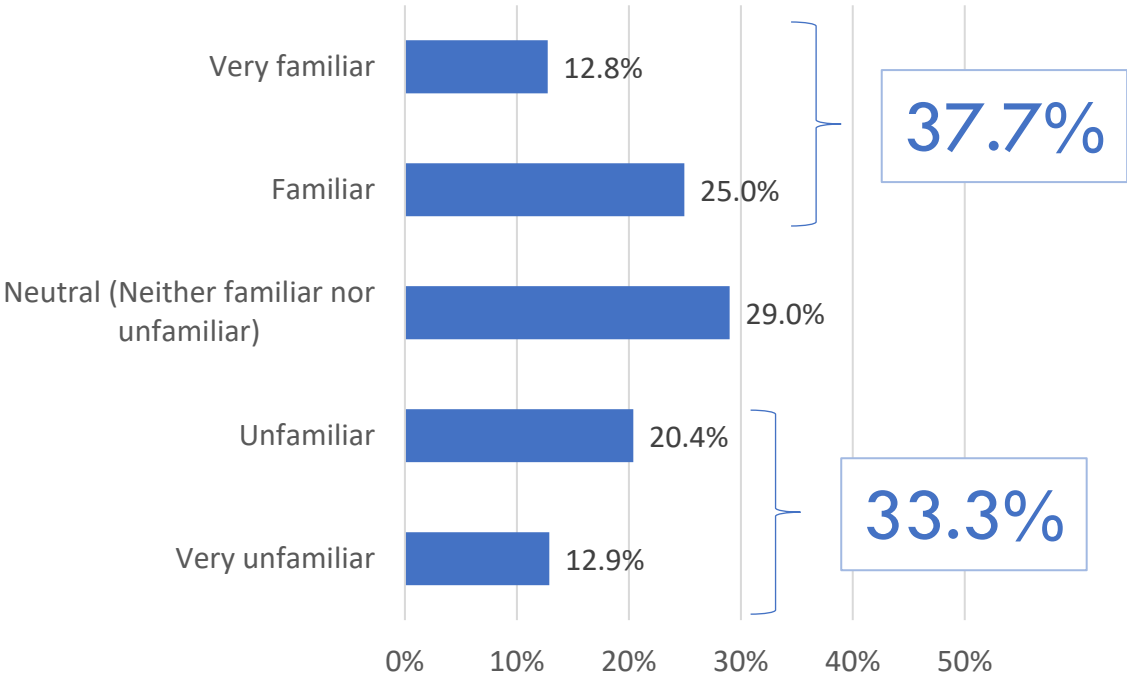


FAMILIARITY WITH ALASKA & THE MAT-SU VALLEY

How familiar are you with the Mat-Su Valley?

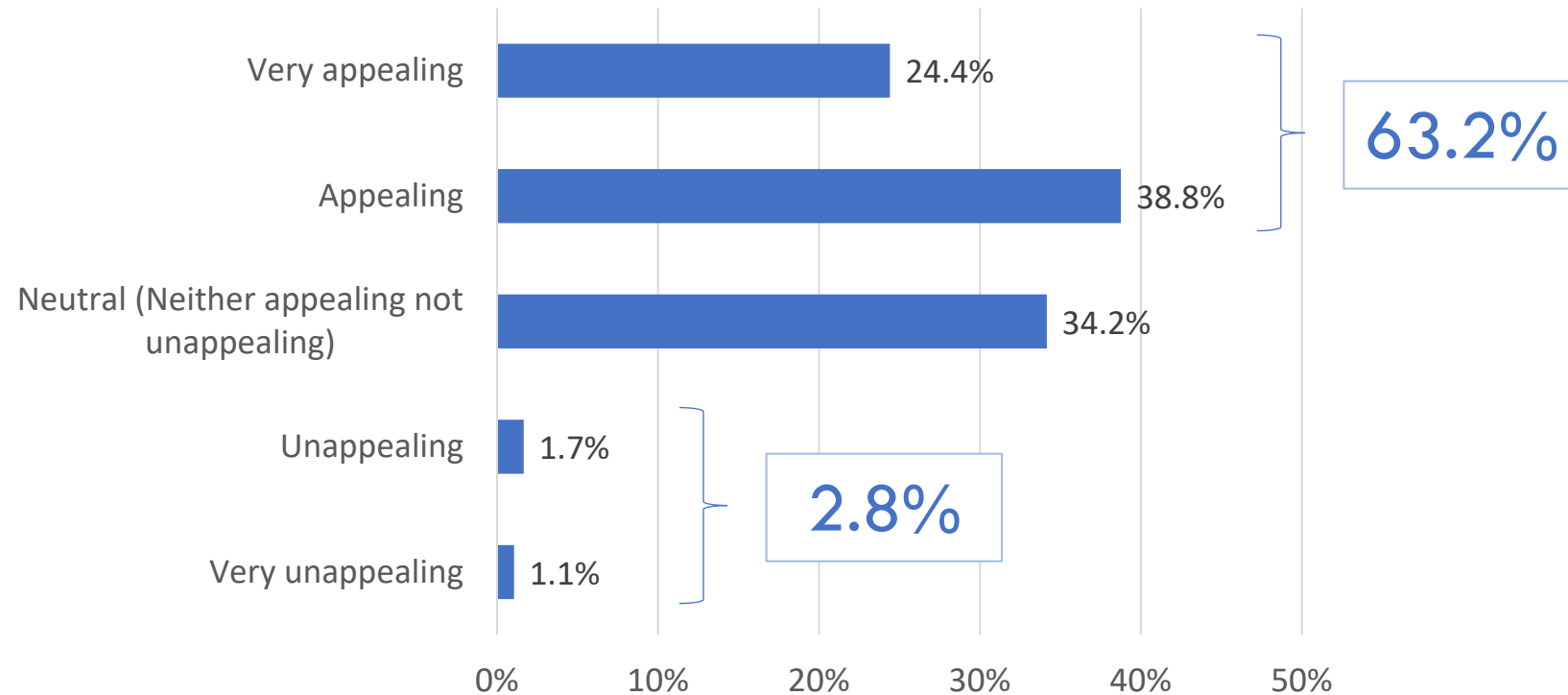


How familiar are you with Alaska as a travel destination?



APPEAL OF THE MAT-SU VALLEY

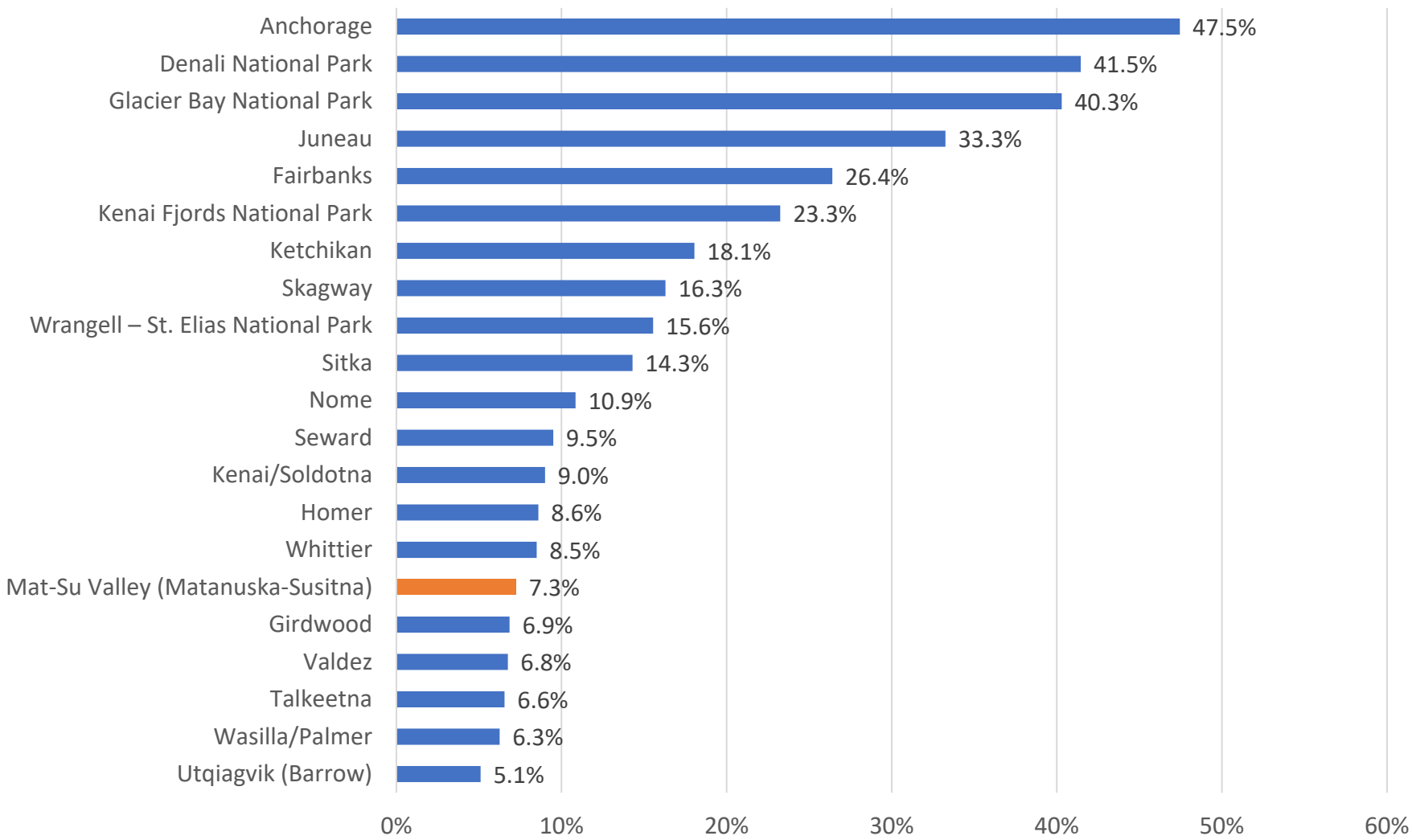
Based on what you currently know, how appealing do you find Mat-Su Valley as a place to visit for leisure?



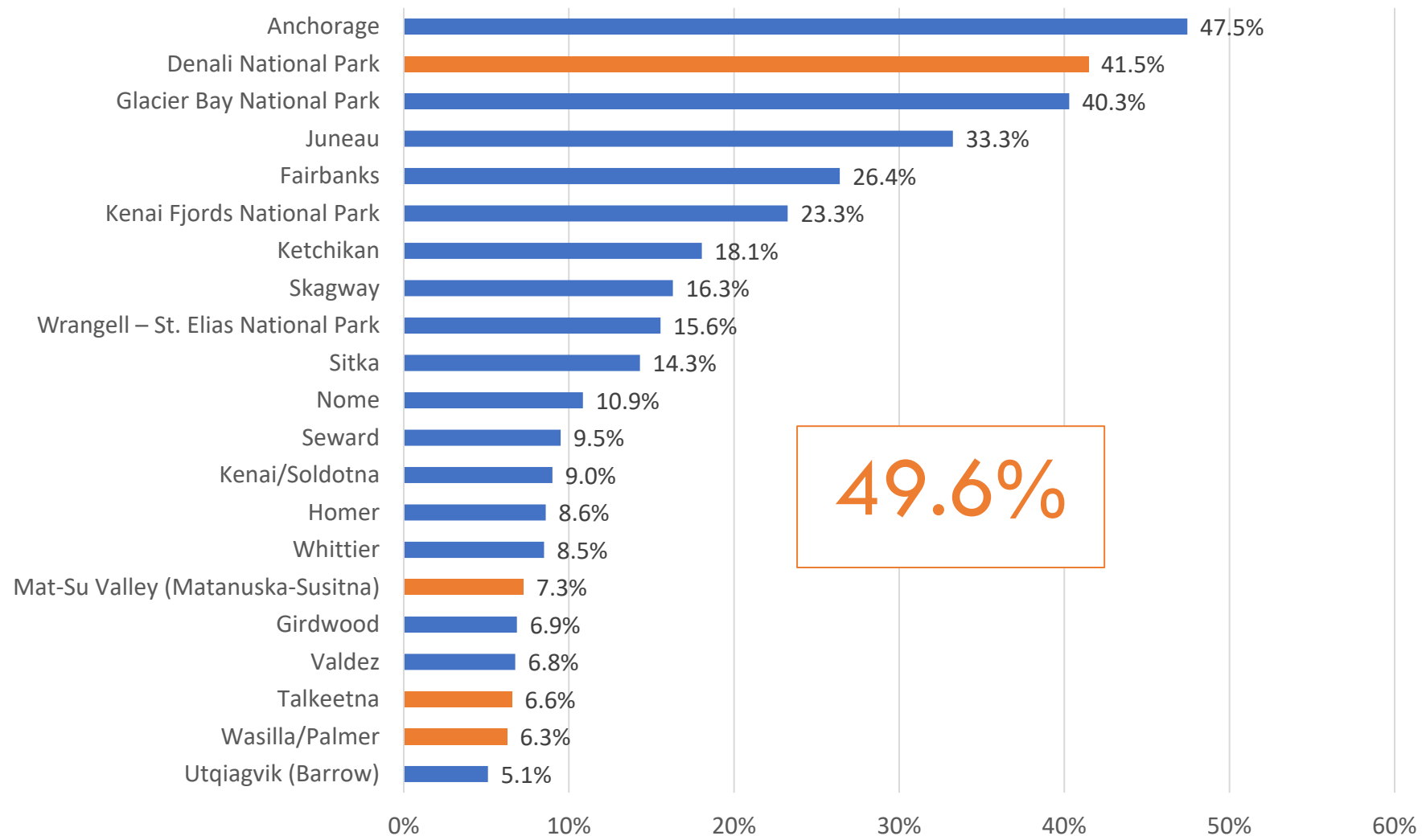
ONE WORD TO DESCRIBE MAT-SU VALLEY



DESIRED ALASKA DESTINATIONS (NEXT 2 YEARS)



DESIRED ALASKA DESTINATIONS (NEXT 2 YEARS)



REASONS FOR WANTING TO VISIT MAT-SU VALLEY

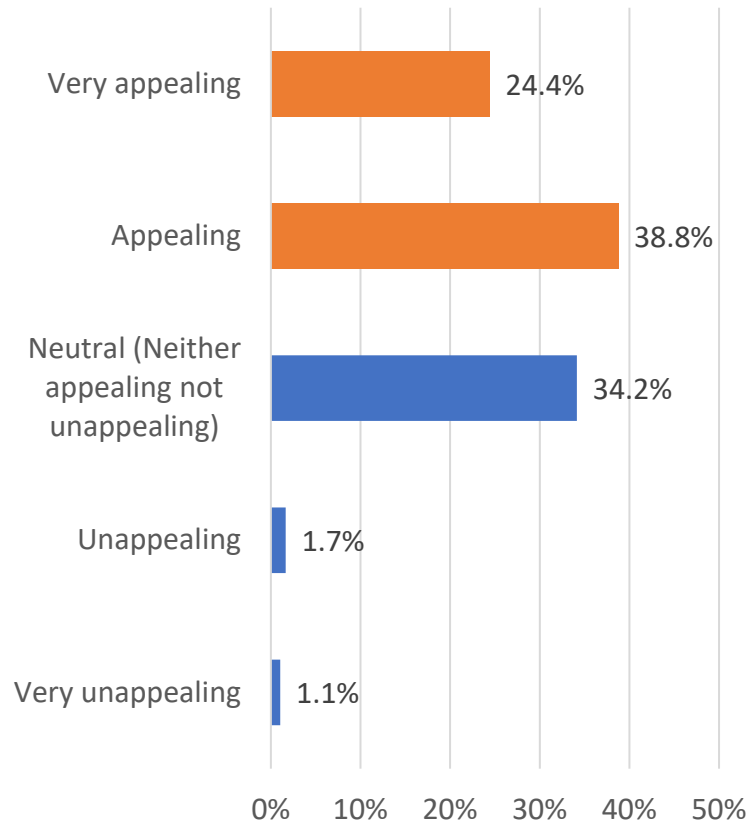
WINTER WONDERLAND/WINTER SPORTS
IT HAS ADVENTURE APPEAL
CONNECT WITH NATURE & WILDLIFE
I'M INTRIGUED/CURIOUS
GREAT NEW EXPERIENCE
TO ENJOY THE BEAUTIFUL SCENERY
GREAT PLACE TO BE
WANT TO RETURN TO SEE MORE
WANT TO EXPERIENCE THE AREA/ALASKA
SO MUCH TO DO AND SEE
SAW IT ON TV
HISTORICAL APPEAL
PEACEFUL & CALM
LOOKS LIKE A FUN PLACE TO VISIT
I WANT TO EXPLORE
CENTRALLY LOCATED
CLOSE TO DENALI



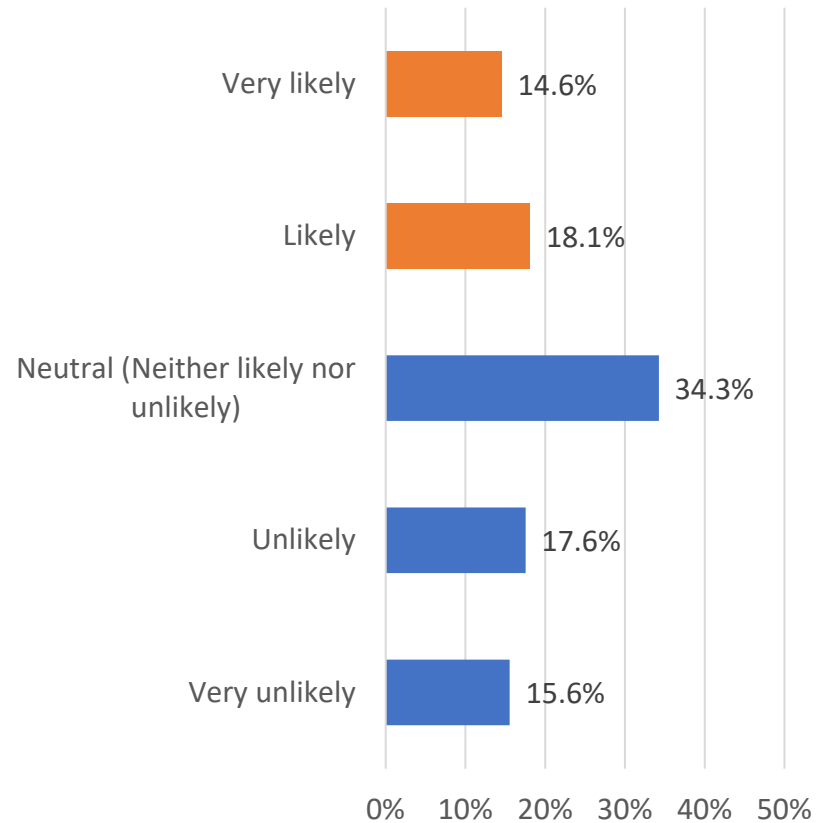
PROFILE OF THE HIGH POTENTIAL SUMMER VISITOR TO THE MAT-SU VALLEY

IDENTIFYING THE HIGH POTENTIAL SUMMER VISITOR

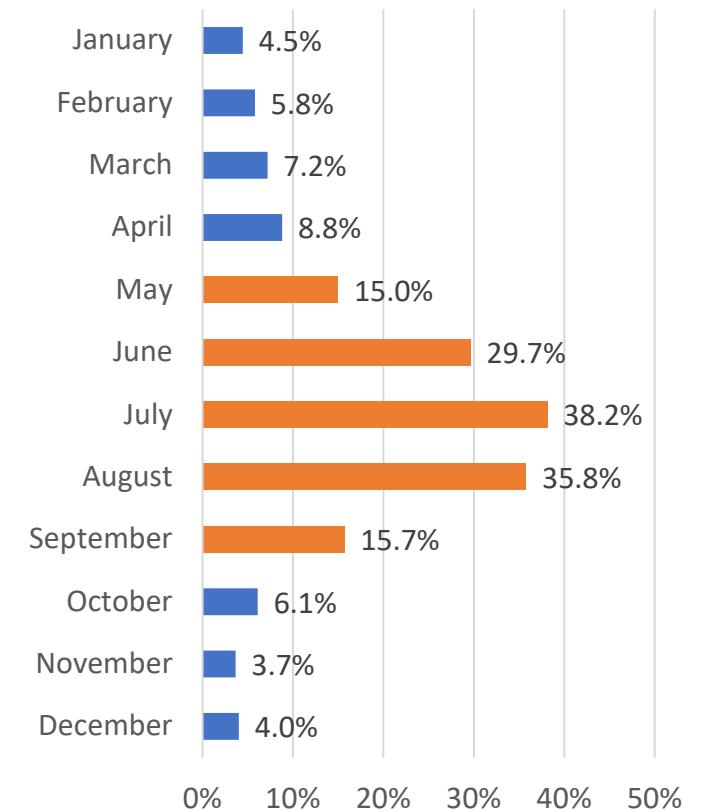
Appeal of Mat-Su



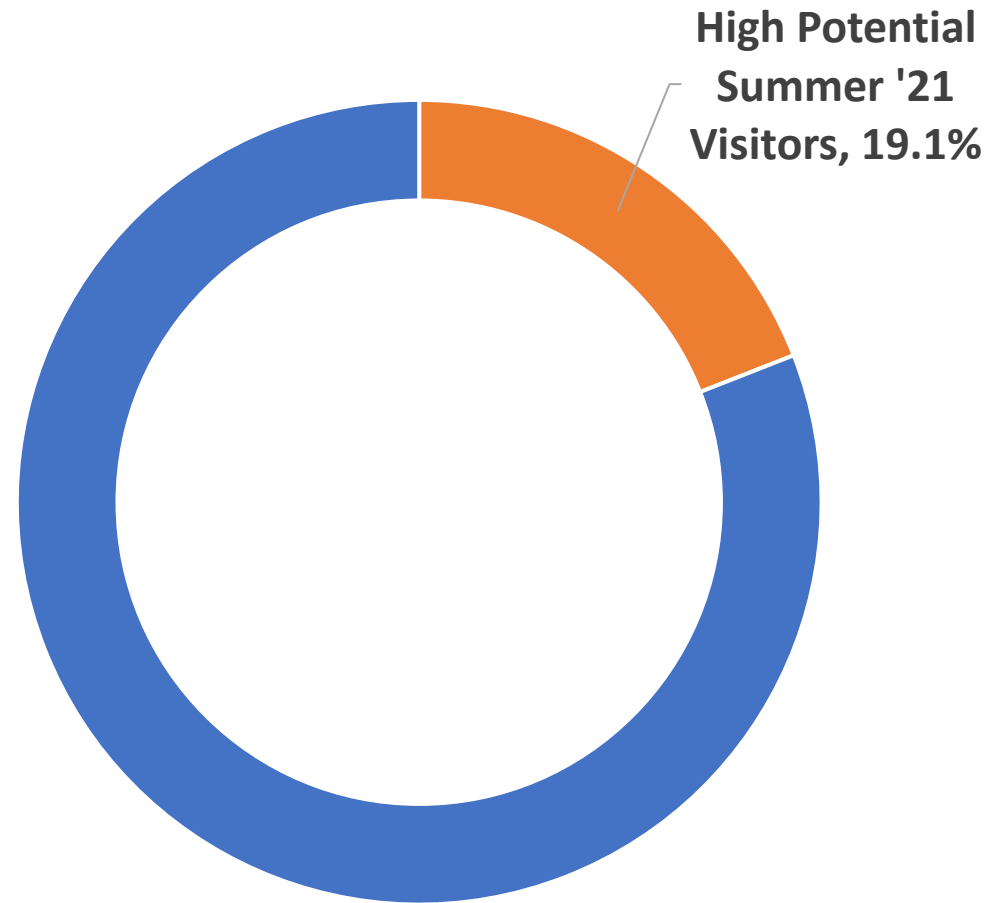
Likelihood to Visit Mat-Su in 2021



Likely Month of Visit to Mat-Su



IDENTIFYING THE HIGH POTENTIAL SUMMER VISITOR



PROFILE OF THE HIGH POTENTIAL SUMMER VISITOR TO MAT-SU

Overnight Leisure Trips Taken (Past 2 Years)



Total
(All Travelers)



High Potential Summer
Travelers

Anticipated Overnight Trips in NEXT 12 Months

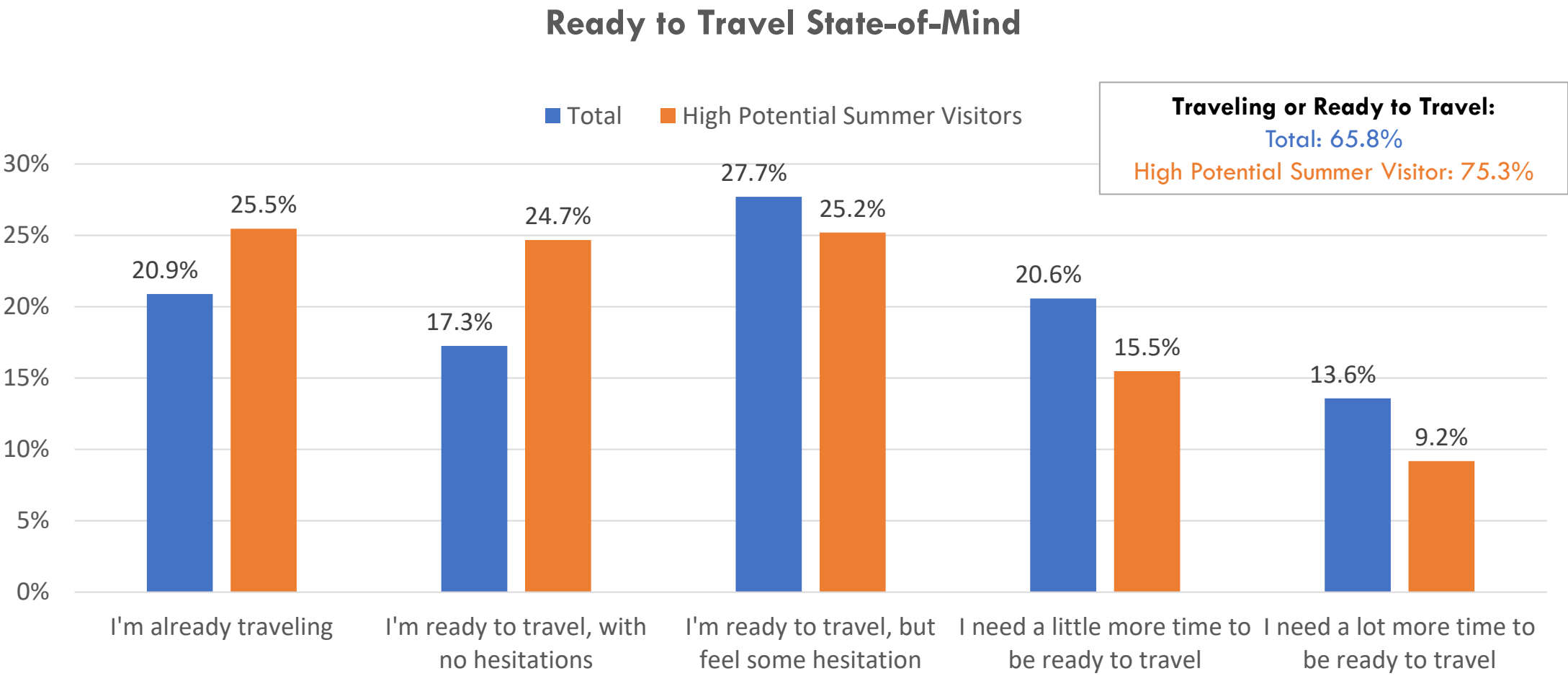


Total
(All Travelers)



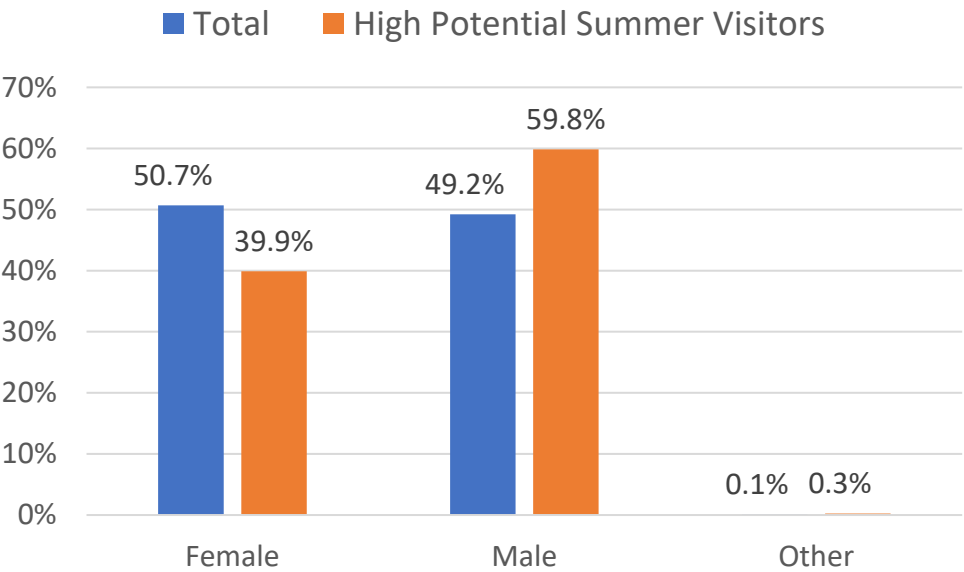
High Potential Summer
Travelers

PROFILE OF THE HIGH POTENTIAL SUMMER VISITOR TO MAT-SU

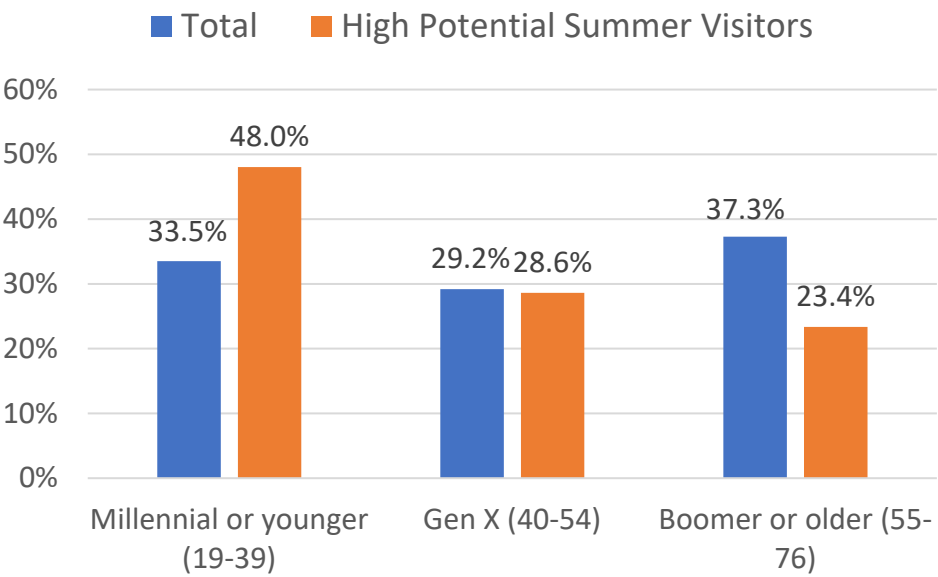


PROFILE OF THE HIGH POTENTIAL SUMMER VISITOR TO MAT-SU

Gender



Generation

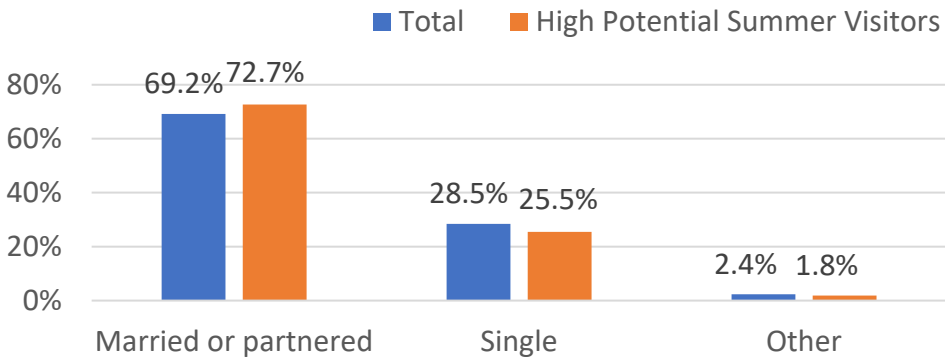


PROFILE OF THE HIGH POTENTIAL SUMMER VISITOR TO MAT-SU

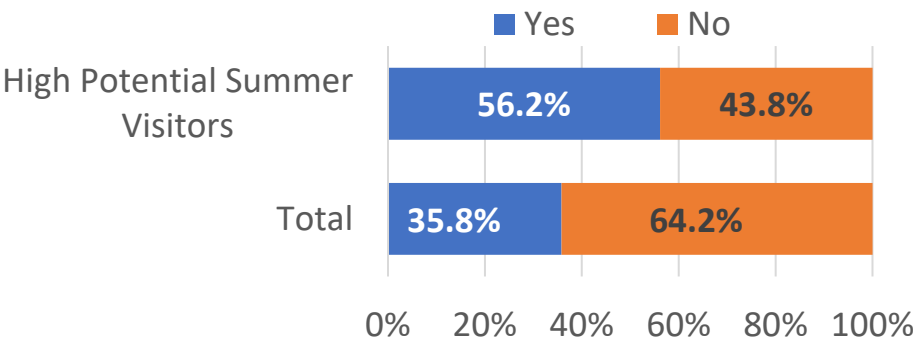
Annual HHI



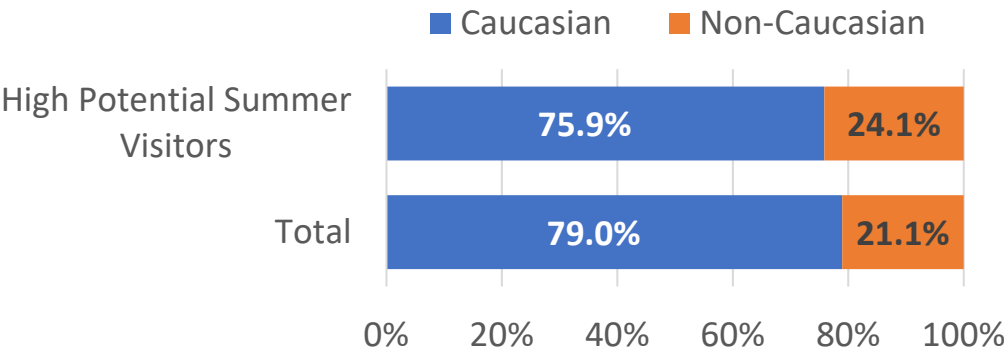
Marital Status



Children Under 18 in Household

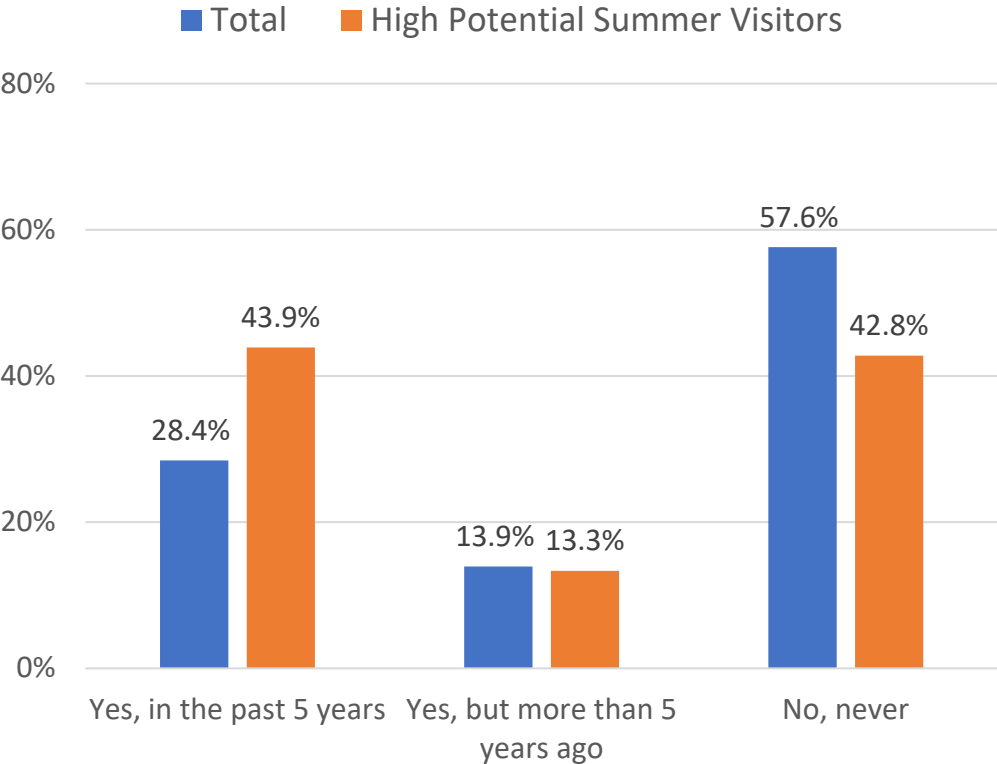


Ethnicity

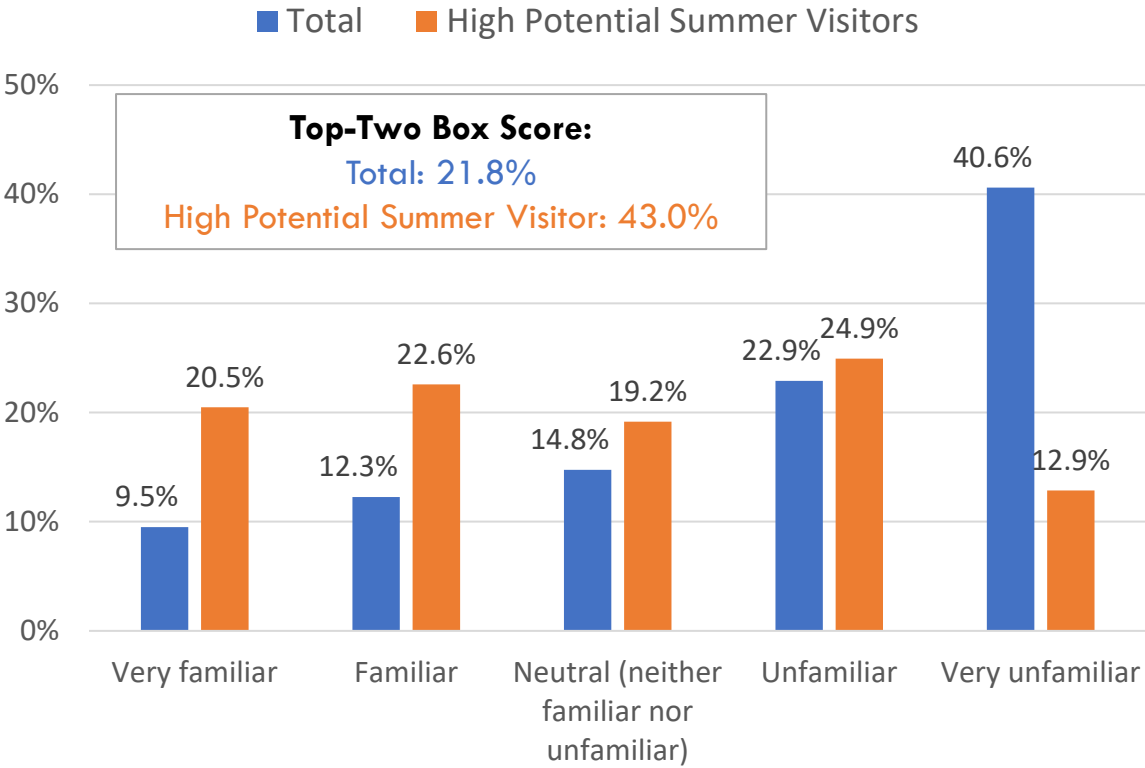


PROFILE OF THE HIGH POTENTIAL SUMMER VISITOR TO MAT-SU

Past Visitation to The Mat-Su Valley



Familiarity with The Mat-Su Valley

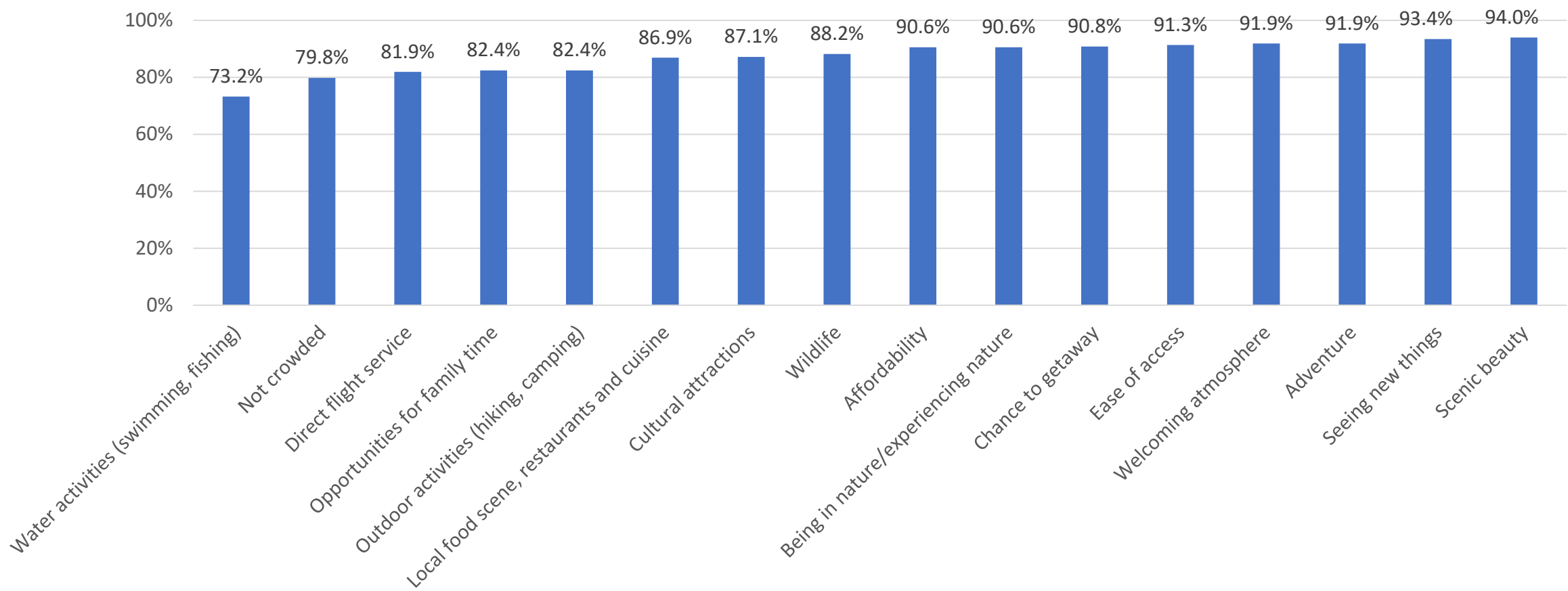


INSPIRING VISITATION TO THE MAT-SU VALLEY, SUMMER 2021



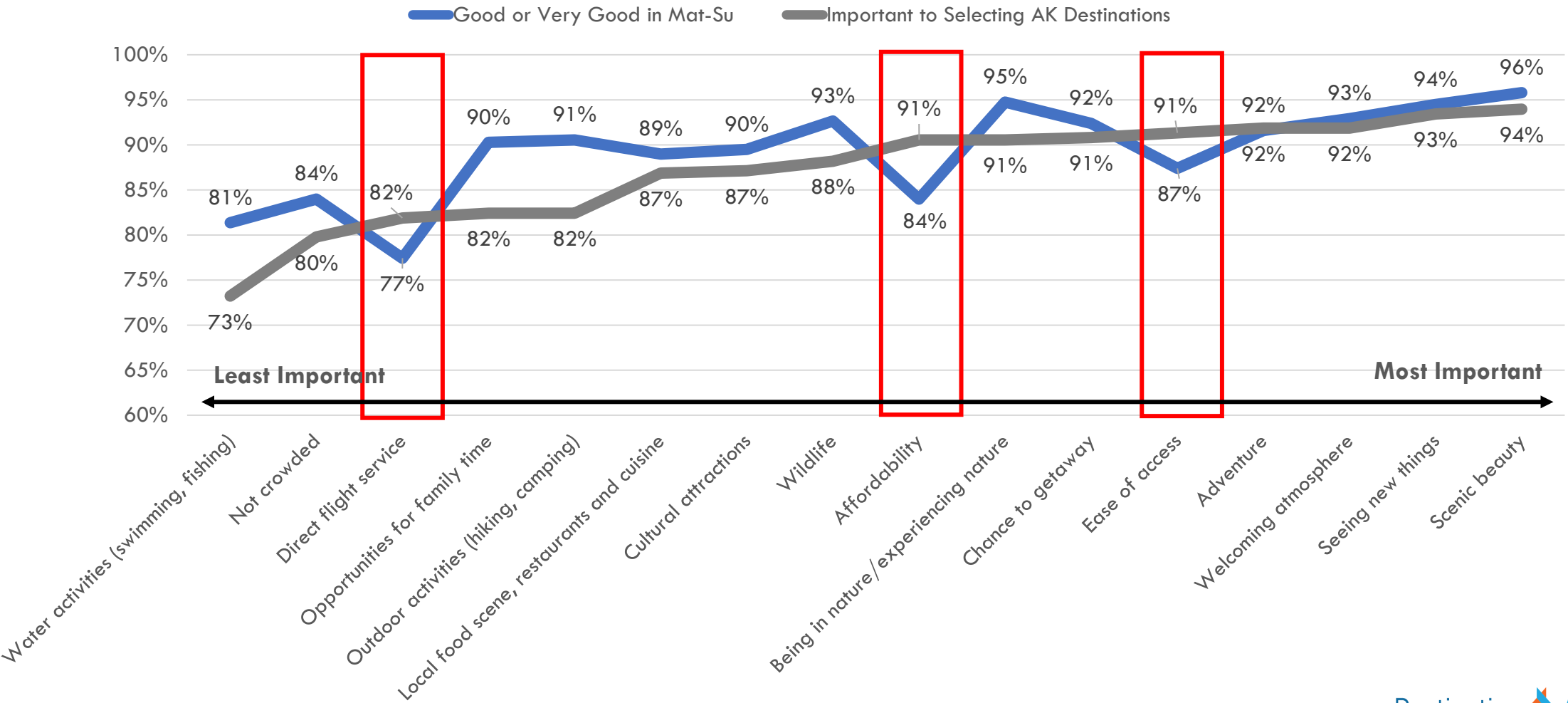
INSPIRING VISITATION TO MAT-SU

Importance of Destination Attributes to Selecting Alaska Destinations to Visit
(Top 2 Box: % Rating Each as “Important” or “Very Important” to the Destination Decision Process)



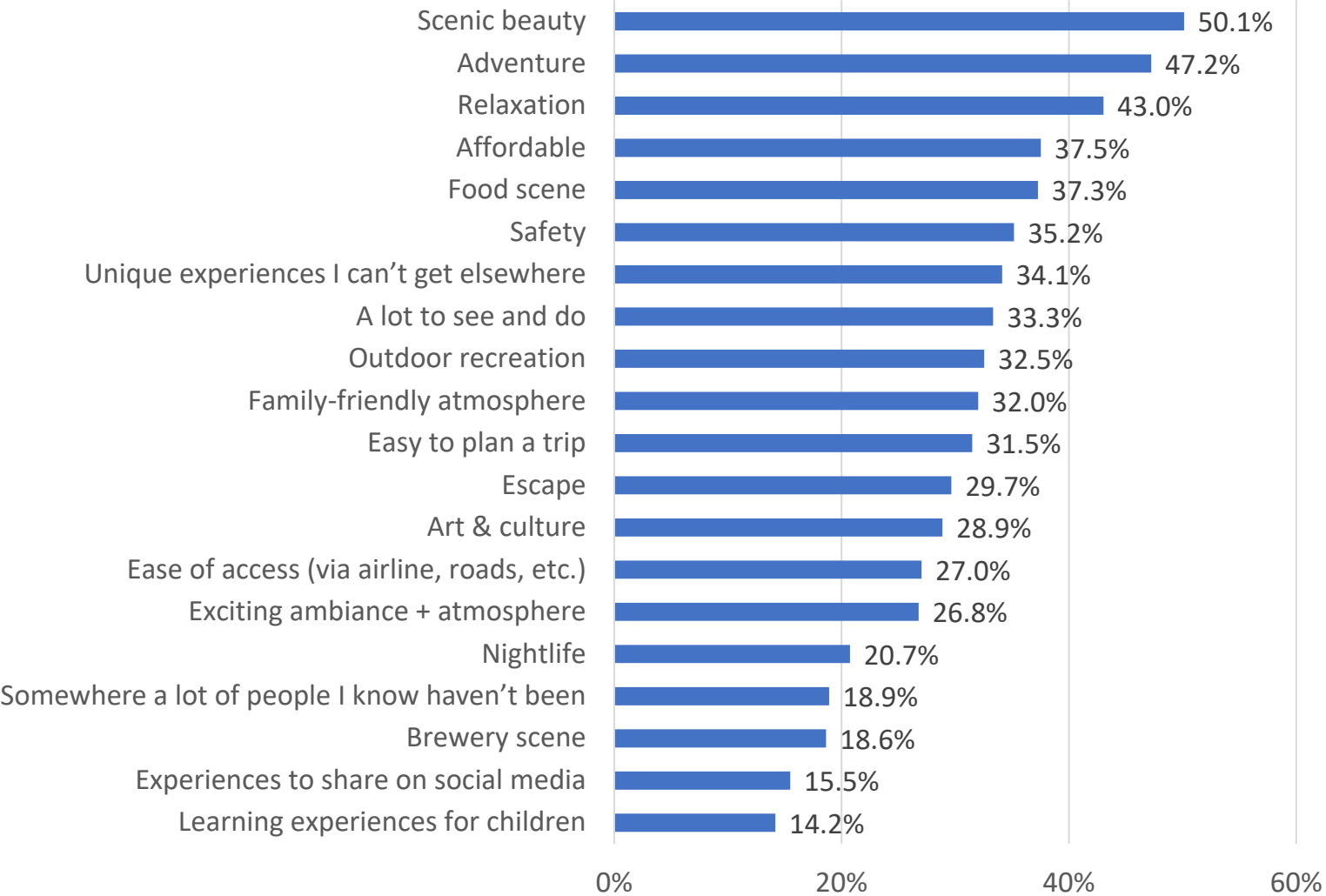
INSPIRING VISITATION TO MAT-SU

Importance of Destination Attributes to Selecting Alaska Destinations to Visit vs. Mat-Su Valley Rating



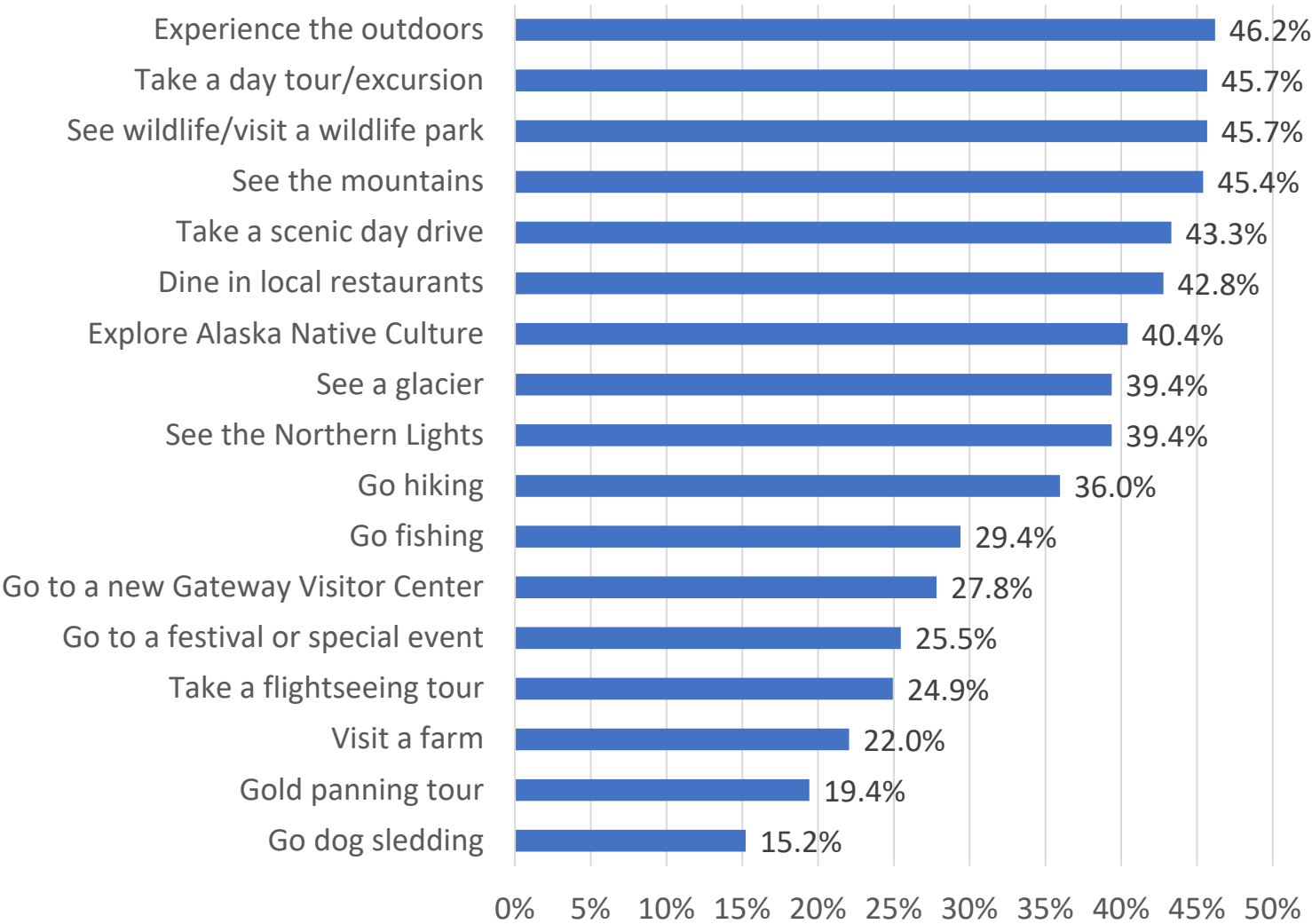


DESIRED MAT-SU EXPERIENCES



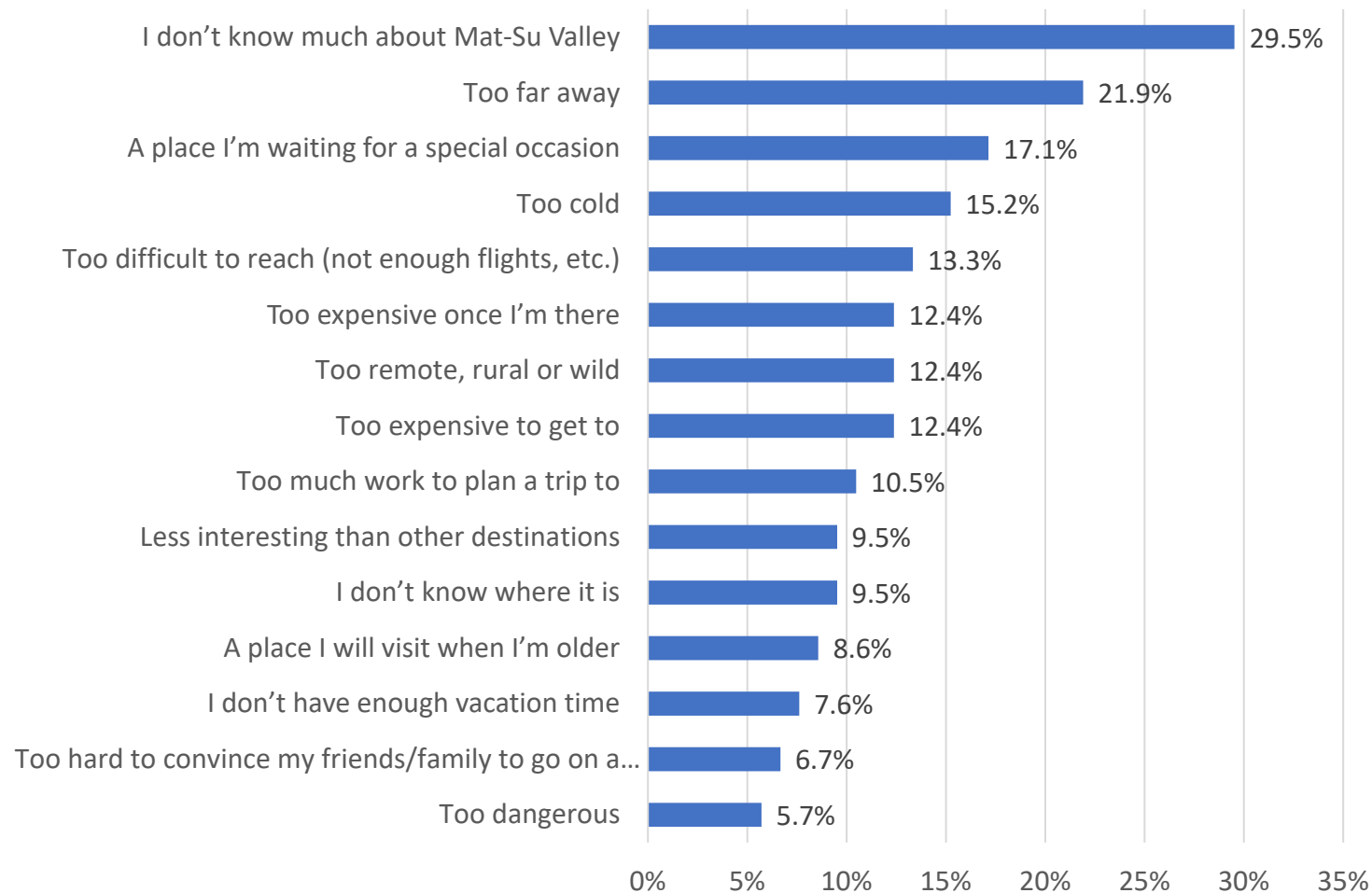


DESIRED MAT-SU ACTIVITIES





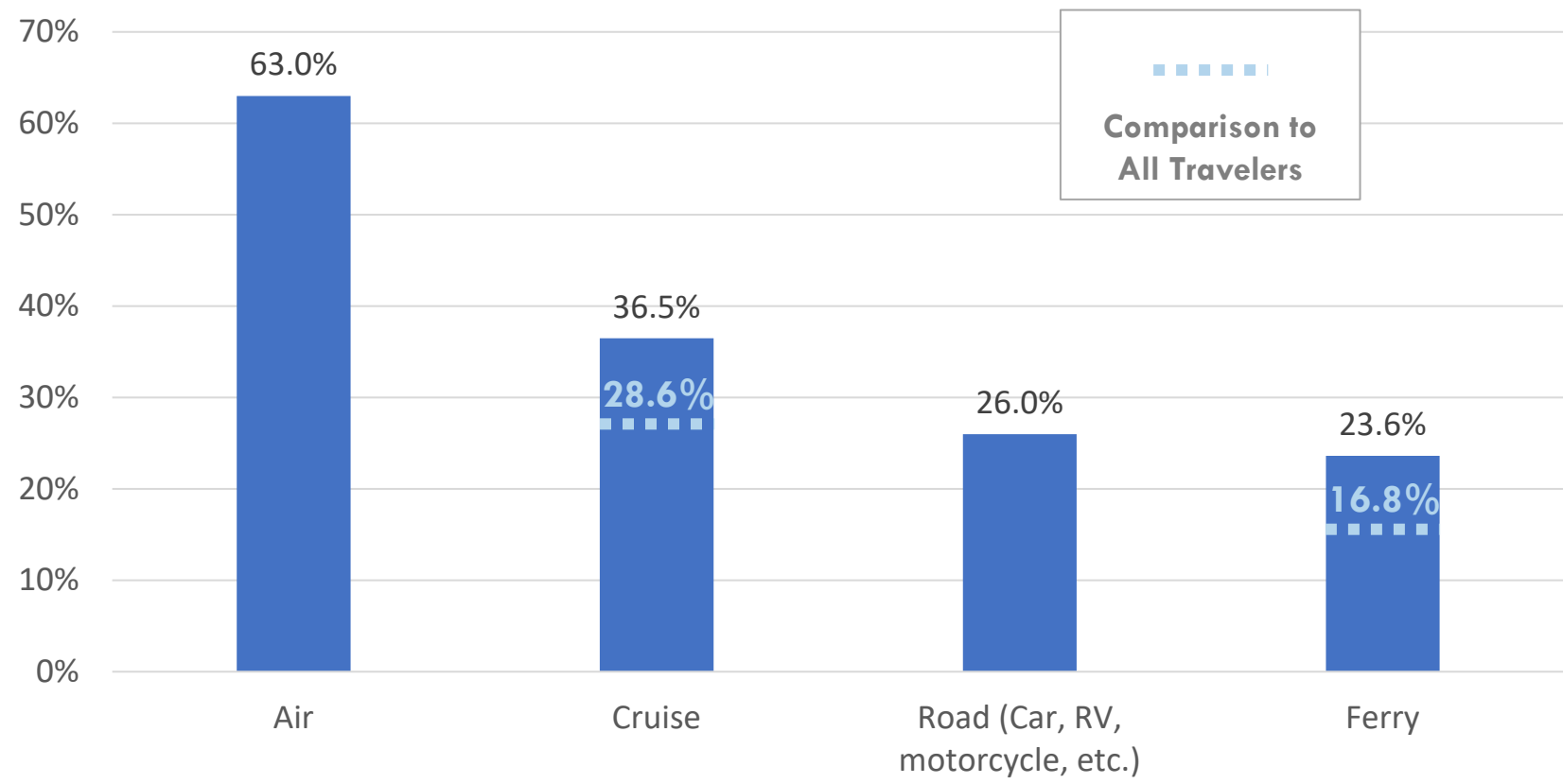
DETERRENTS TO VISITING MAT-SU



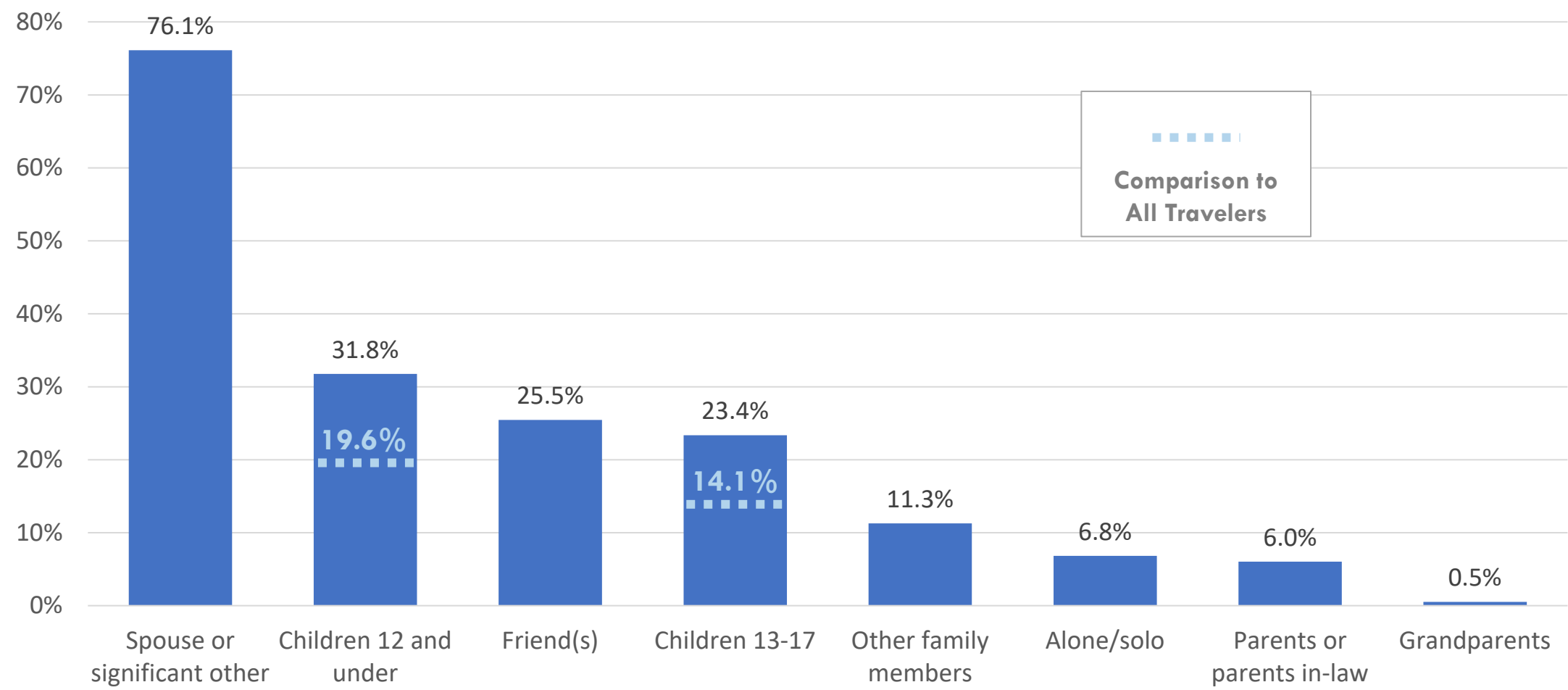


SUMMER 2021 VISITOR TRIP PROFILE

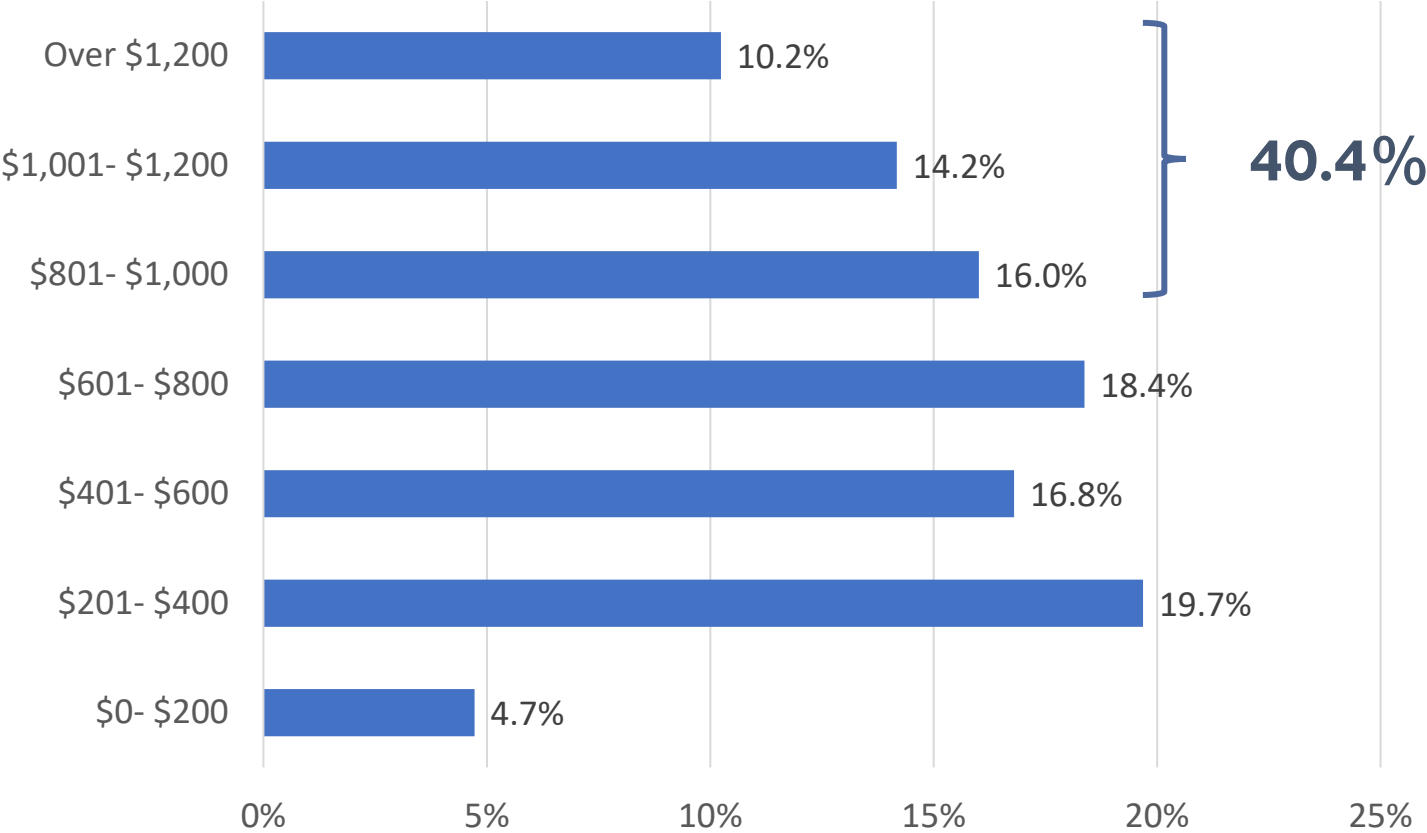
METHOD OF ARRIVAL TO MAT-SU



TRAVEL PARTY COMPOSITION



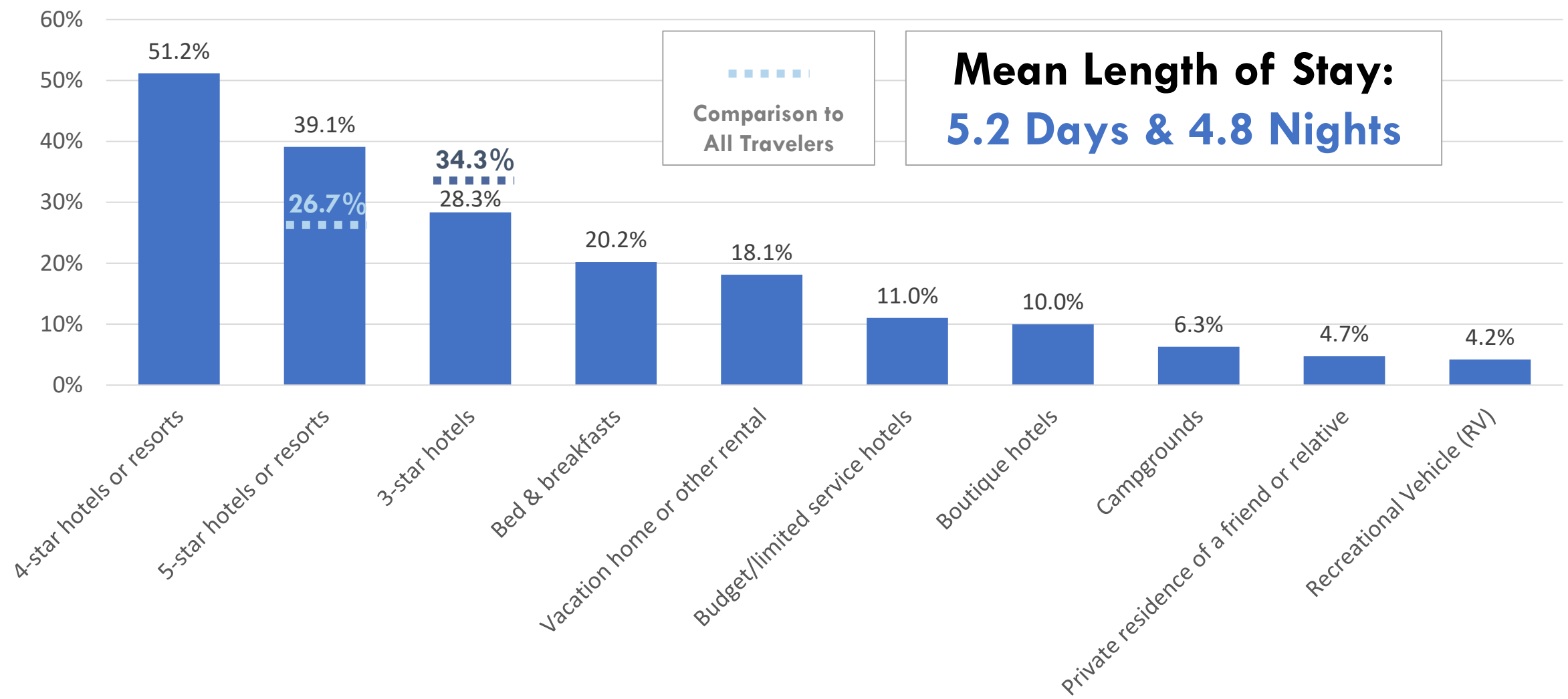
ANTICIPATED DAILY SPENDING IN-MARKET



**Summer '21 Visitor
Mean Per Day
Spend: \$704**

**All Travelers
Mean Per Day
Spend: \$551**

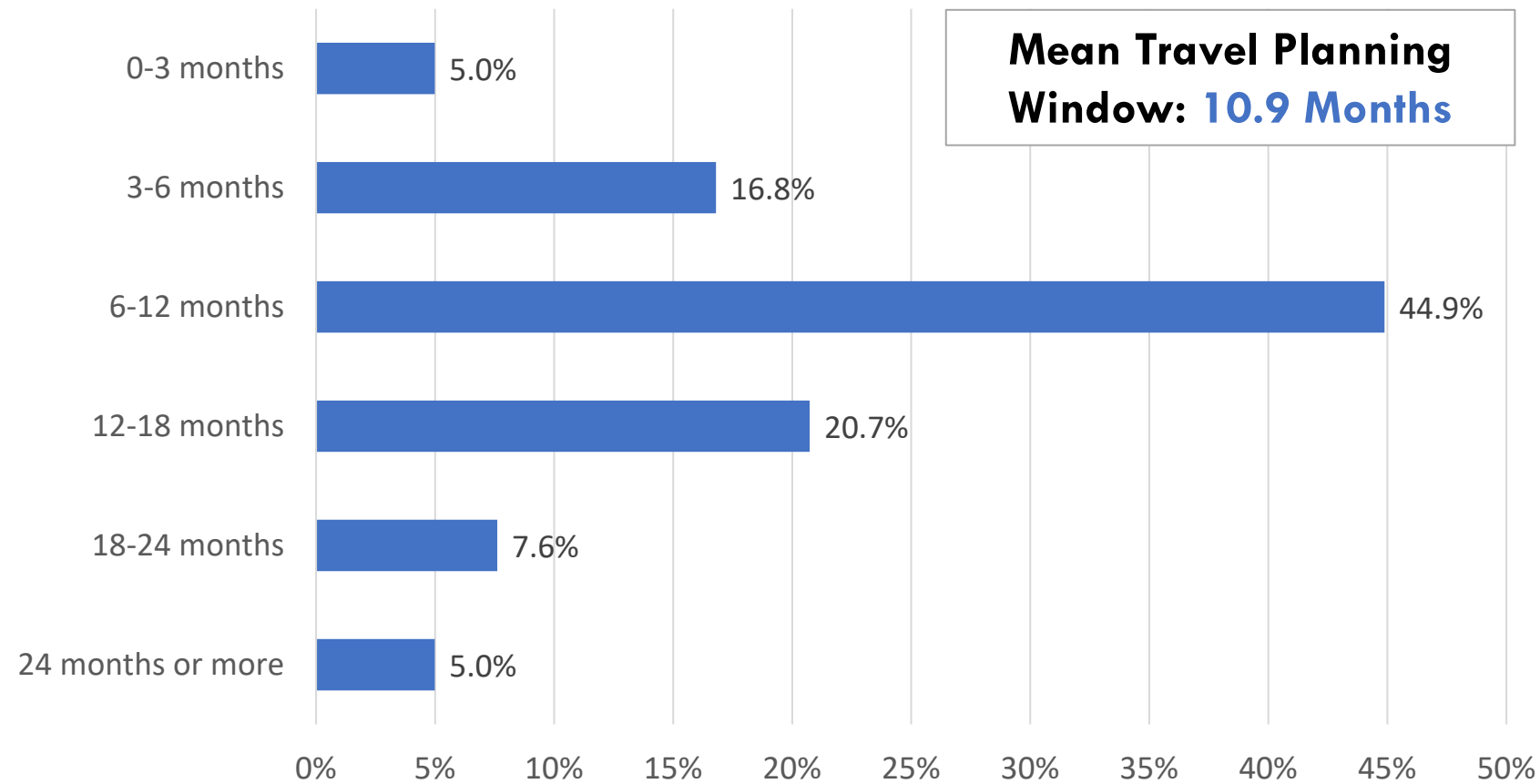
PLACE OF STAY + LENGTH OF STAY IN MAT-SU



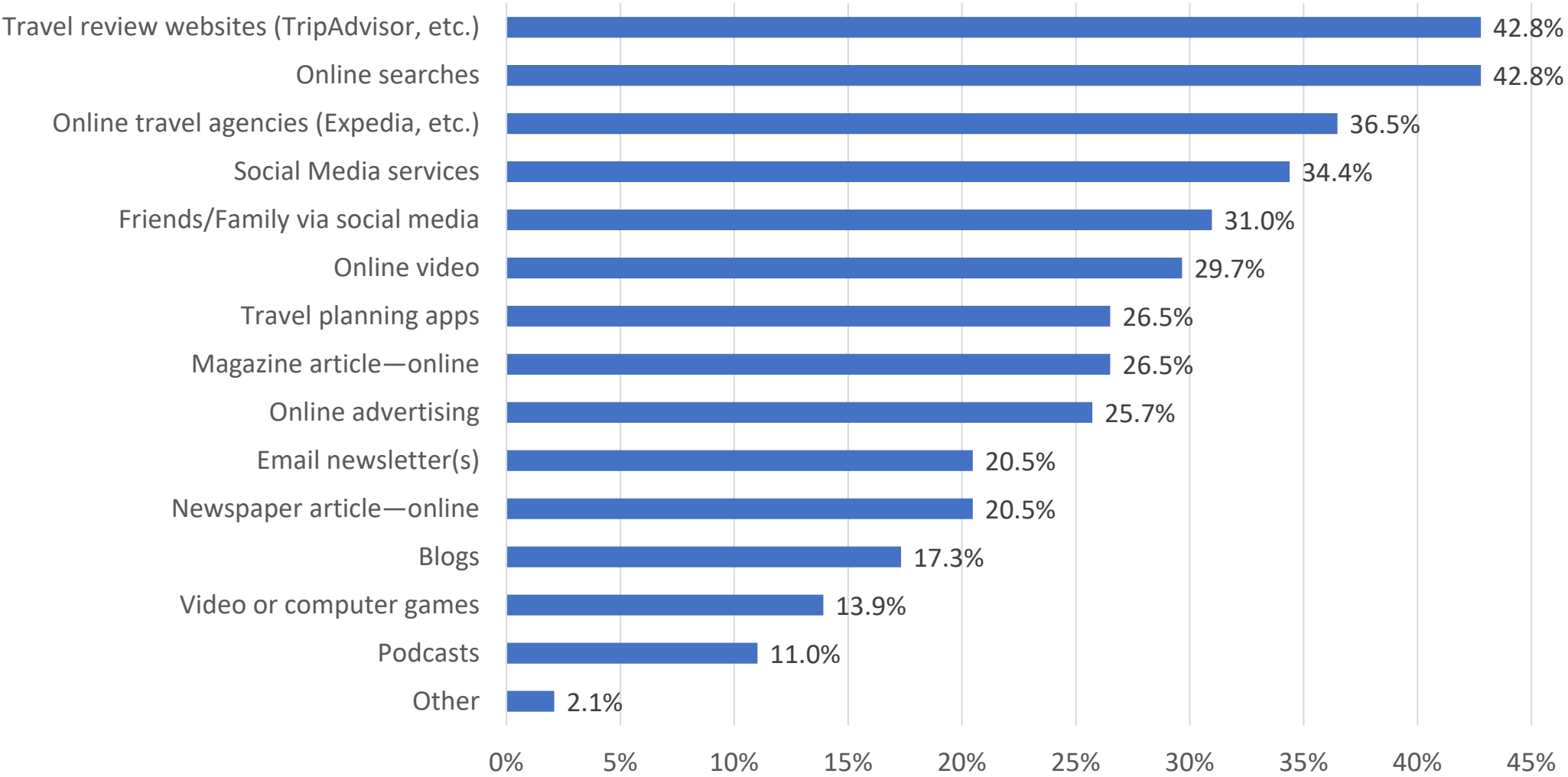


REACHING POTENTIAL SUMMER 2021 VISITORS

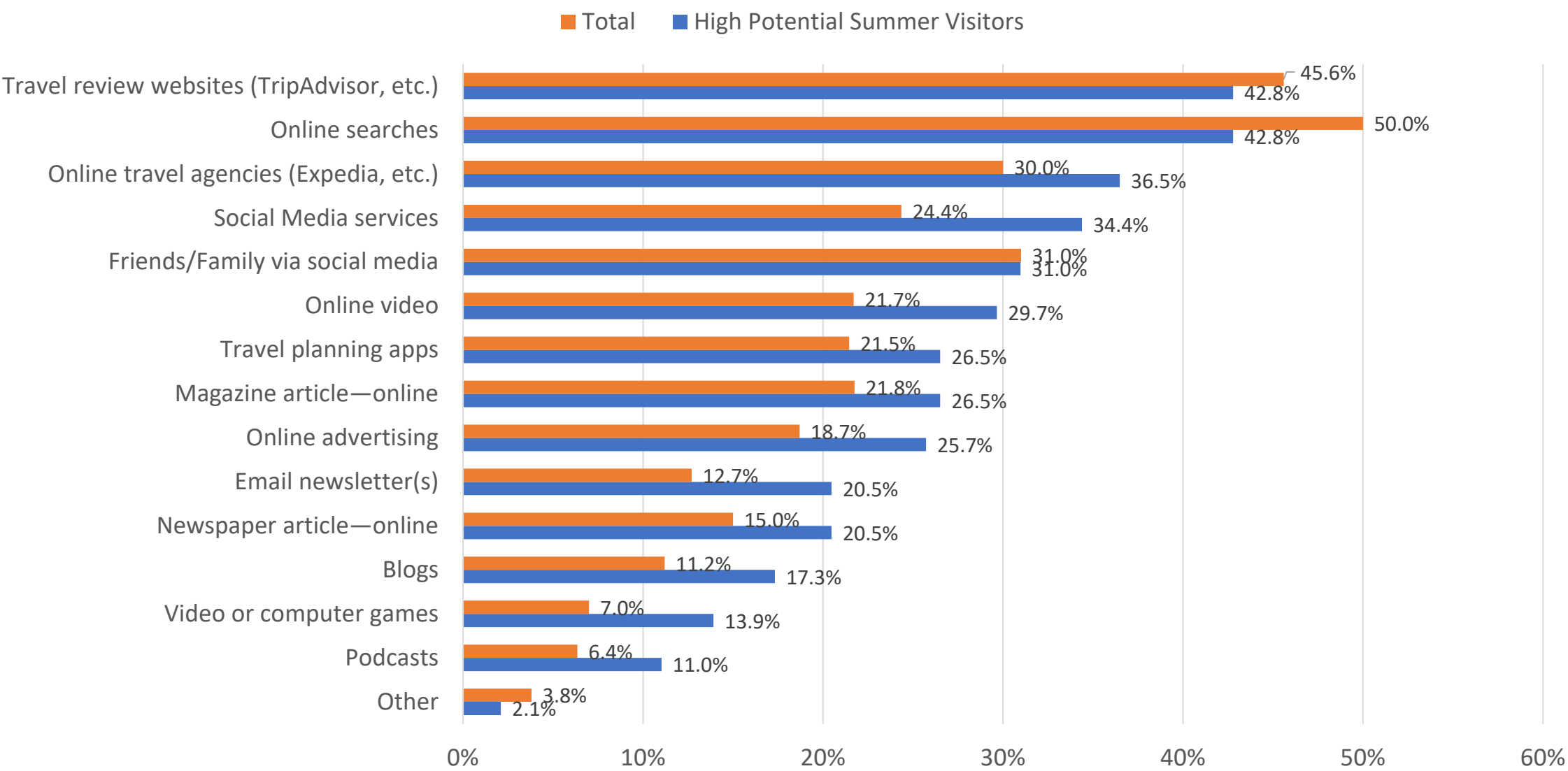
TRAVEL PLANNING WINDOW FOR MAT-SU TRIP



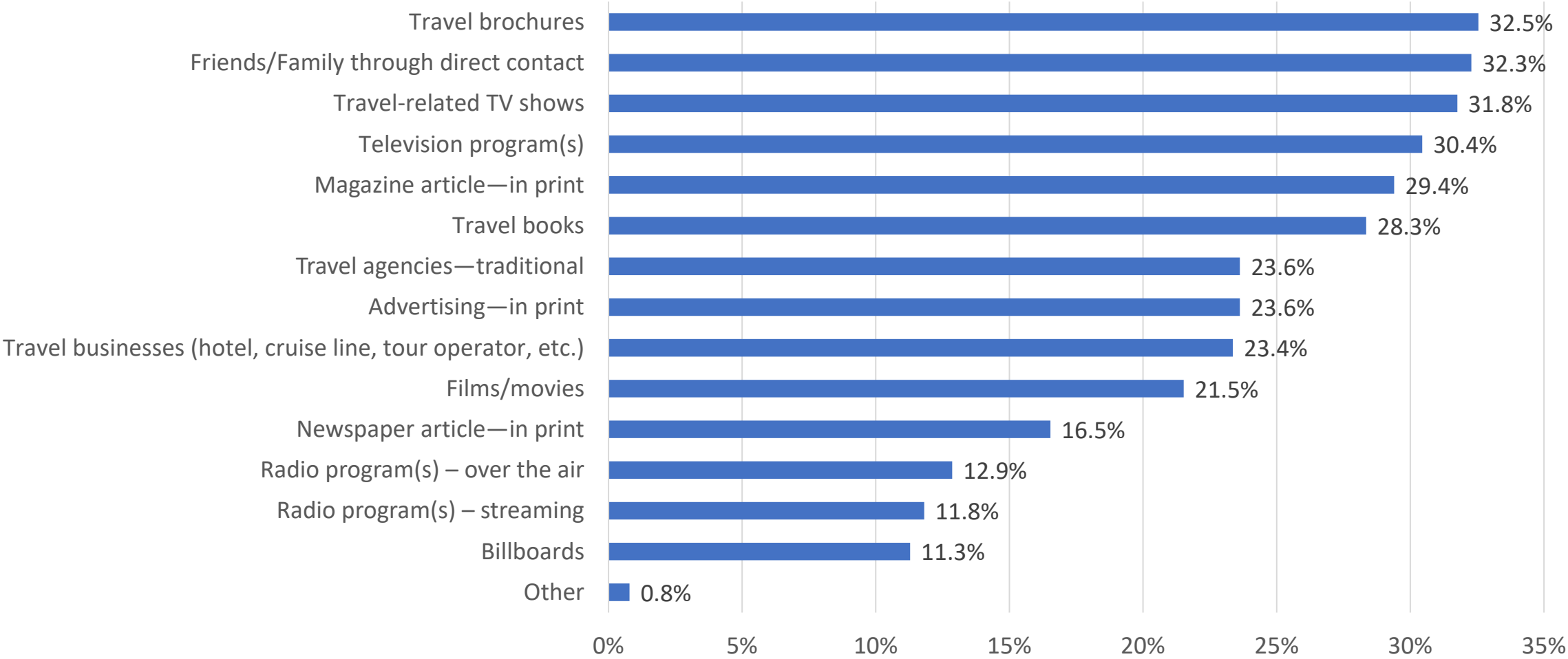
SOURCES OF DESTINATION INSPIRATION: DIGITAL CHANNELS



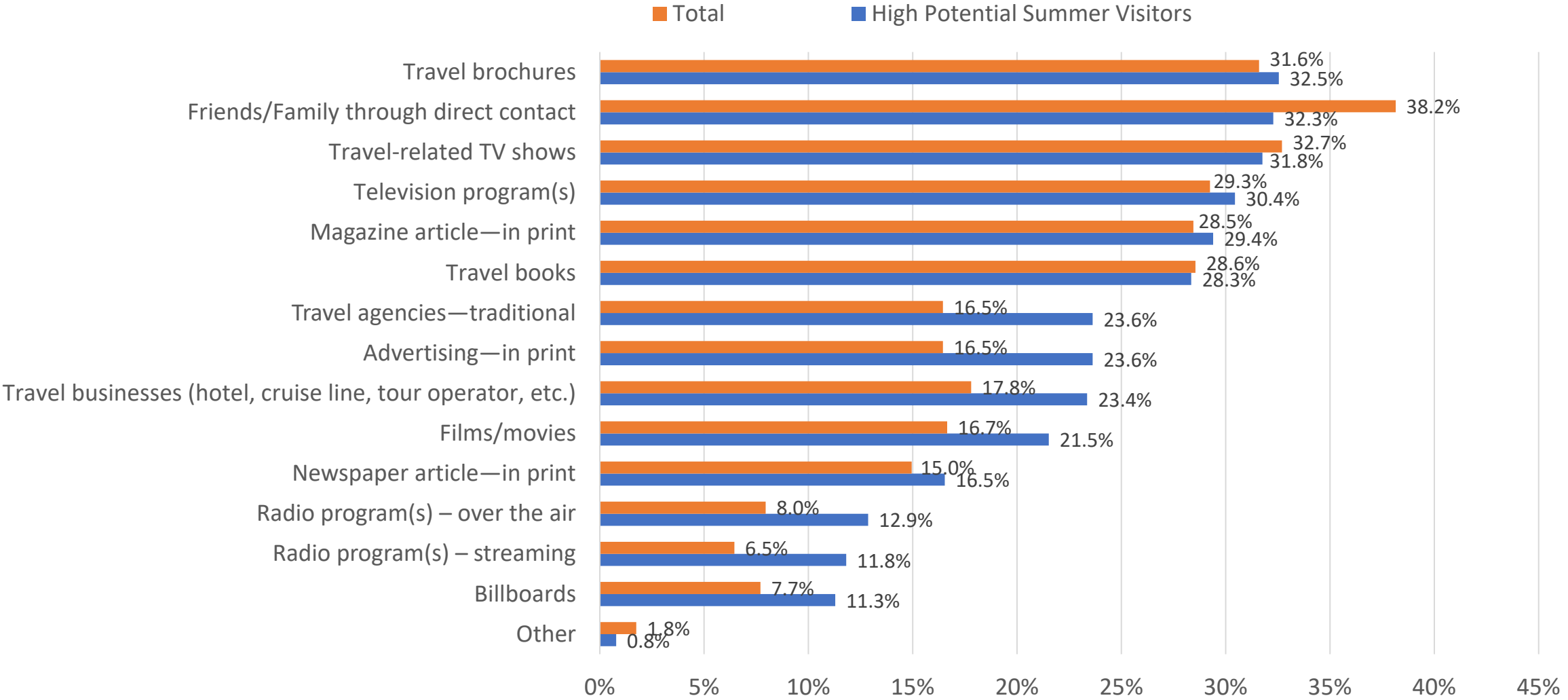
SOURCES OF DESTINATION INSPIRATION: DIGITAL CHANNELS



SOURCES OF DESTINATION INSPIRATION: NON-DIGITAL CHANNELS



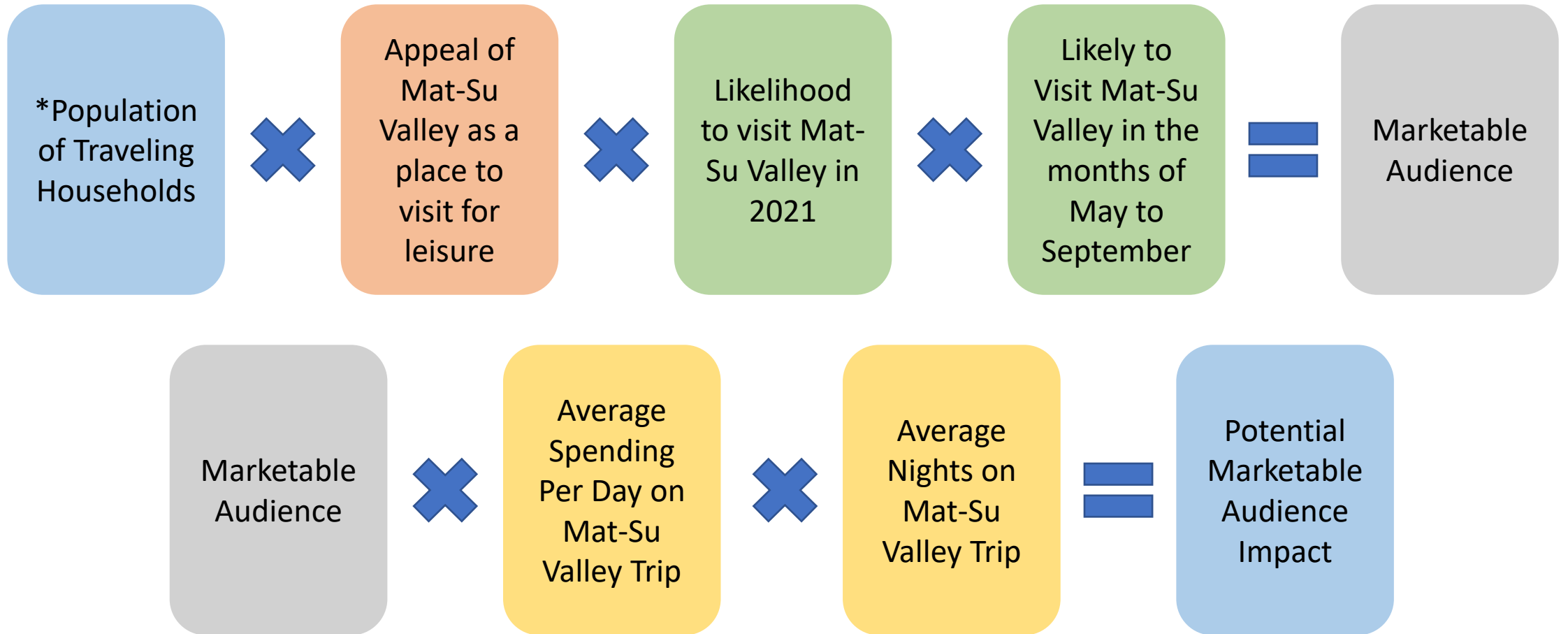
SOURCES OF DESTINATION INSPIRATION: NON-DIGITAL CHANNELS



A reindeer with large, dark antlers is standing in a lush green field. In the background, there are snow-capped mountains under a blue sky with scattered white clouds. The scene is bright and sunny.

PRIORITIZING MARKETS FOR SUMMER 2021 VISITATION

PRIORITIZING U.S. MARKETS



PRIORITIZING U.S. MARKETS (continued)

MSA	*Traveling household	Mat-Su Valley is "Very appealing" for leisure visit	"Very likely" to visit Mat-Su Valley in 2021	Likely to visit Mat-Su in Summer Months of May to September	Marketable audience	Average Spending per day on Mat-Su Valley Trip	Average Nights on Mat-Su Valley Trip	Spending per trip	Market Prioritization
Dallas-Fort Worth, TX	2,204,455	46.7%	36.7%	66.7%	251,471	\$734	4.1	\$3,009	\$756,571,180
New York	5,518,422	29.9%	25.2%	72.1%	299,794	\$617	4.0	\$2,491	\$746,689,544
Los Angeles-Long Beach, CA	4,684,043	26.1%	26.1%	67.4%	214,818	\$567	4.2	\$2,372	\$509,456,162
Washington, DC-MD-VA	1,873,571	32.4%	29.4%	61.8%	110,115	\$630	4.6	\$2,871	\$316,167,430
Philadelphia, PA-NJ	2,238,645	27.1%	14.6%	85.4%	75,524	\$586	4.2	\$2,465	\$186,199,551
Atlanta, GA	1,764,988	32.4%	17.6%	67.6%	68,167	\$577	4.0	\$2,291	\$156,141,673
Chicago, IL	2,569,676	21.3%	9.3%	84.0%	42,979	\$548	3.6	\$1,982	\$85,169,687
Detroit, MI	1,282,197	20.9%	7.0%	81.4%	15,240	\$568	3.9	\$2,192	\$33,407,551
Boston, MA	1,877,570	11.1%	5.6%	91.7%	10,624	\$589	4.1	\$2,390	\$25,391,211
Phoenix-Mesa, AZ	1,509,987	19.5%	4.9%	87.8%	12,620	\$430	3.8	\$1,624	\$20,499,351
San Francisco-Oakland, CA	1,731,922	13.5%	5.4%	75.7%	9,574	\$619	3.1	\$1,925	\$18,429,136
Minneapolis-St. Paul, MN-WI	1,305,669	13.9%	5.6%	86.1%	8,675	\$470	3.5	\$1,645	\$14,268,010