

# Data Driven

Alaskan Marketing for Businesses



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# Summary



The Big Three. Oil. Federal Funding. Tourism. Most of [Alaska's \\$49 billion economy](#) is wrapped in one of those three things.

We focus on the outdoor adventure market, largely comprised of the tourist industry which brought in [2.4 billion dollars](#) of revenue and 2.1 million visitors into Alaska in **2014**. Tourism accounts for about **10%** of Alaska's work force.

It's a huge industry, and one that we can all appreciate because most of those people come to appreciate the natural beauty of Alaska.

Having the right data on this market is critical for most businesses to be successful, and plan for the **right kind of awesome experiences** for their customers.

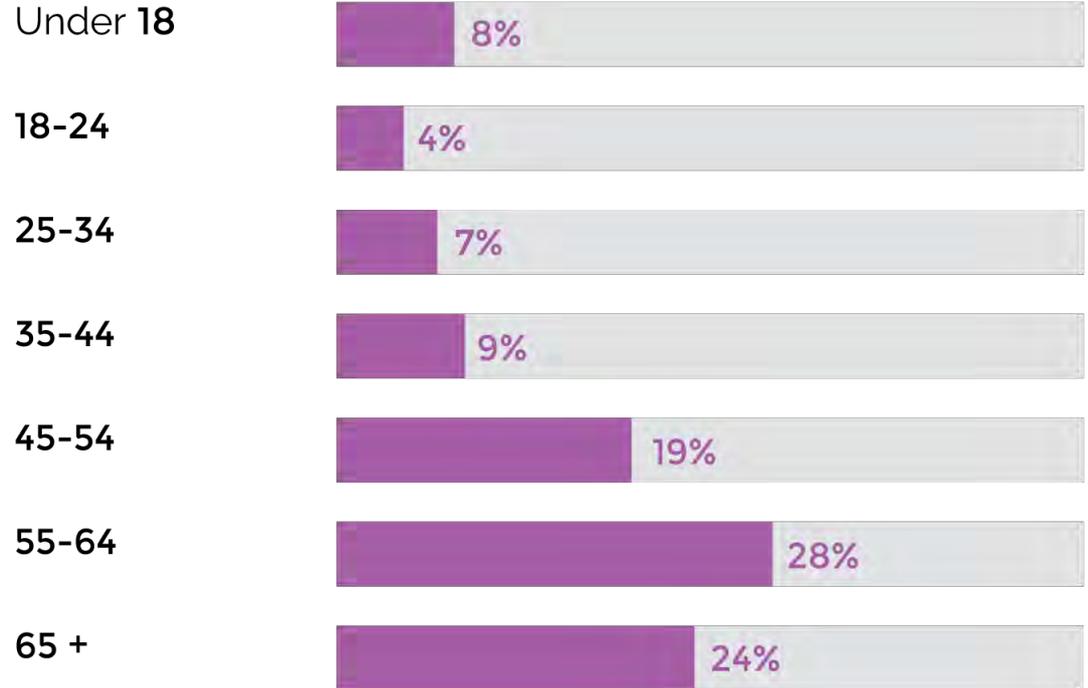
# Age

The average (mean) age of visitors to Alaska is just over **50** years old.

That being said, almost **75%** of all tourists who come to Alaska are **45** years or older. And considering that the **8%** of under **18** are inevitably traveling with parents and/or grandparents, we can reasonably assume close to **8** out of **10** Alaskan visitors is in or apart of the **45+** group.

This information is extremely valuable because different ages look for different values is digital content, and thus knowing your clients' age demographic informs the style of information that you present – see next page.

## Alaska Visitor Age Ranges



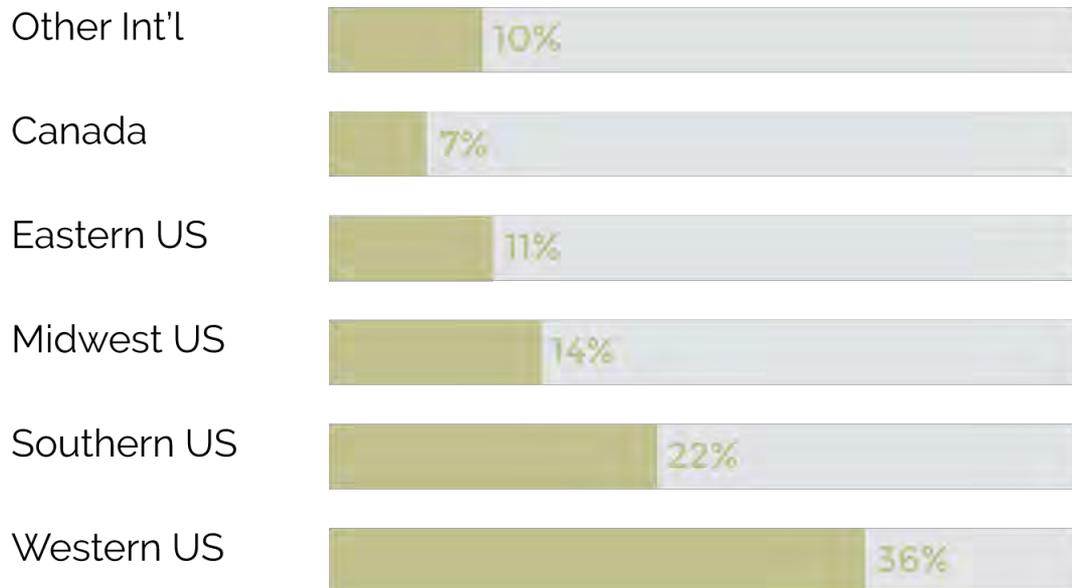
# Origin

Visitors come to Alaska from all over. The prevalence of Western and Southern visitors is due to the high volume of travelers by cruise (about **50%** of tourists travel by cruise).

However, in [2016 Crystal Cruises](#) will begin offering northwest passage cruise routes from the East Coast to Alaska.

It's also important to note that just under **2** out of **3** visitors are new to Alaska.

## Alaska Visitor Origin



# Type

**Chauffeured groups** are most interested in learning something new but in a controlled, familiar, group setting. They will probably be traveling in a group, and may be found on a boat whale watching or wildlife viewing, or on a guided tour to various historical spots.

**Social Butterflies** are similar to Groupers, but they value fun and social activities more than learning. You might see them on a guided walk in [Alaskan] National park, on a photo tour to a nearby glacier.

**Culture vultures** are interested in learning about local culture, and having experiences on an emotional level. You might find them on a kayak tour or a group fishing trekking excursion.

**The lone wolf** appreciates unique, "once in a lifetime" time experiences, such as heli-skiing or big game hunting.

**The adrenaline junky** is similar like the lone wolf, but wants excitement without any expectations. They might enjoy long trekking excursions, multi day remote camping with a private guide, and so on.

## Alaska Visitor Stay

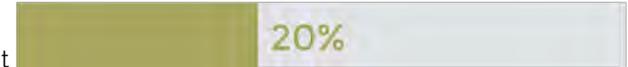
**Chauffered Groupers**  
Groups, familiarity, learning



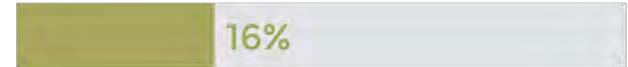
**Social Butterflies**  
Mental health, social, fun



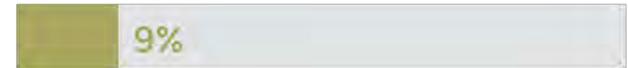
**Culture Vultures**  
Cultural experiences, learning, sentiment



**Lone Wolf**  
Adventure, unique experiences, original



**Adrenaline Junky**  
Solitude, excitement, no expectations



# When

This probably comes as no surprise to outdoor adventure guides, lodge owners, and forth, but of the **2** million visitors to Alaska (**3** year average), an average of **1.7** million come during the summer time.

For one obvious reason: commerce data tells us that for **91%** of visitors wild life/nature was one of the primary reasons for coming to Alaska.

Hence the influx of summertime visitors. Fall/winter time is almost exclusively skiing tourism.

## When Visit Alaska

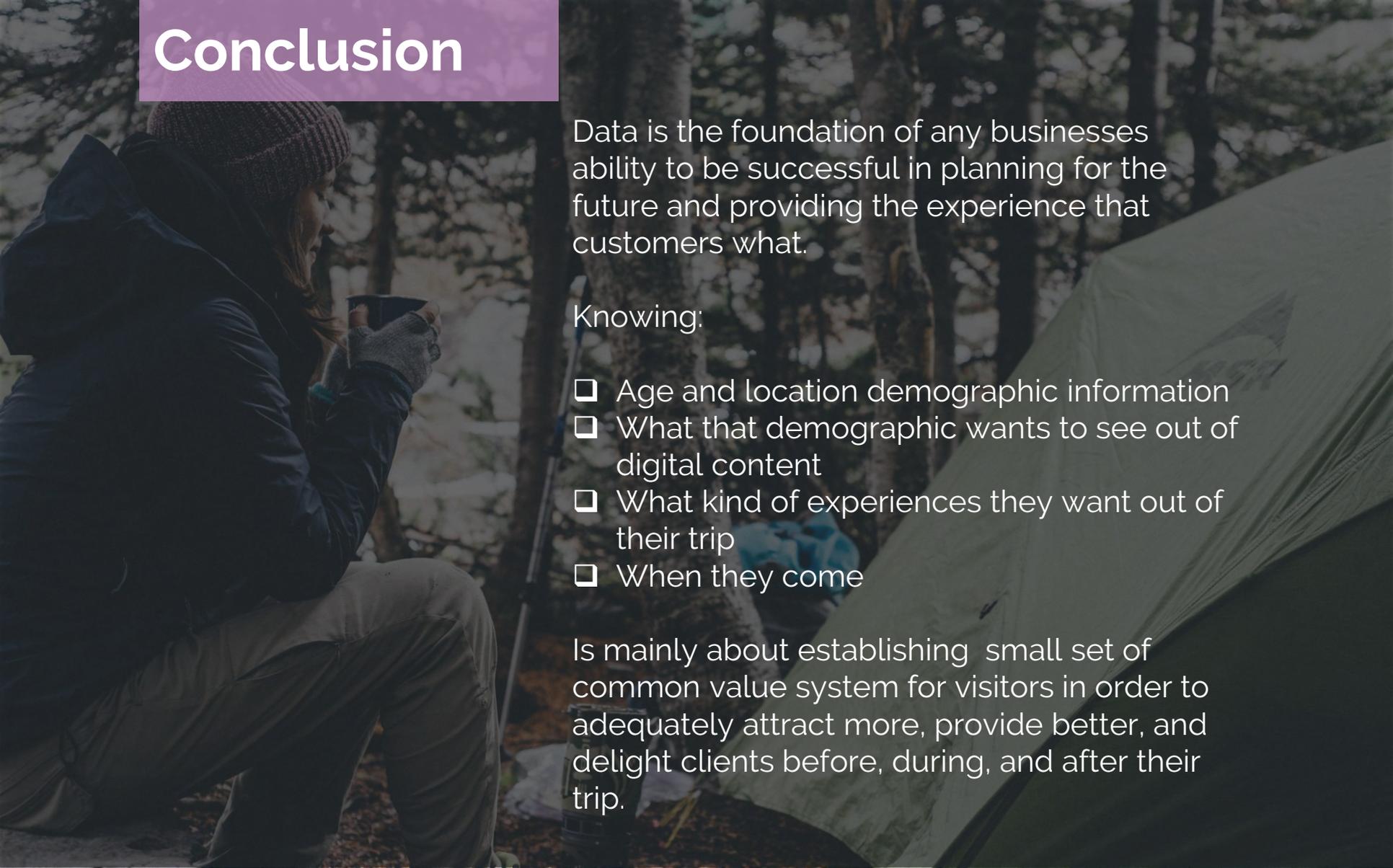


# Stay

## For every 1,000 unique visitors to the site:

- **20** incremental trips to Alaska are generated by the website
- **9** visitor trips are extended based on the website's influence
- Average length of incremental trip was **8.3** days
- Economic impact/ROI of the website is roughly **\$60.32** per unique visitors

# Conclusion

A person wearing a dark jacket, a knit beanie, and gloves is sitting on the ground in a wooded area, holding a small cup and drinking. The background shows trees and a tent, suggesting a camping or outdoor setting. The overall tone is dark and moody.

Data is the foundation of any businesses ability to be successful in planning for the future and providing the experience that customers want.

Knowing:

- Age and location demographic information
- What that demographic wants to see out of digital content
- What kind of experiences they want out of their trip
- When they come

Is mainly about establishing a small set of common value systems for visitors in order to adequately attract more, provide better, and delight clients before, during, and after their trip.

# About Us

NorthWest Data Solutions (NWDS) is based in Anchorage, Alaska. Our mission is to help businesses succeed in the ever-changing internet environment. NWDS was founded in **2003** and designed around creating marketing that people love.



**Get your Assessment with an Internet Marketing Specialist.**