



Homer Chamber of Commerce Economic & Tourism Statistics

The following is a summary of economic and tourism statistics and information affecting our local chamber members and community. Information was gathered from the Homer Chamber of Commerce Visitor Center & Website, Homer Chamber Business Members, and other local, state and national resources. Members can use this information to help direct their own marketing plans.

Summary from Chamber Members *54 members responding to outreach survey.*

of re-sponses

How did you business do during the 2009 summer?

- 9 Down 5-15%
- 10 Down 20-30%
- 5 Down 40-50%

of re-sponses

Other comments regarding how your business did in the 2009 summer:

- 22 Visitors: More local Alaskans
- 18 Shopping: More visitors thinking before purchasing, looking for quality and Alaskan made items
- 5 Visitors: More foreigners / coming earlier in summer than normal
- 4 Visitors: More return customers

Walk-In Visitors to the Homer Visitor Center

	May	June	July	Aug	Sept	TOTAL
2005		2,406	3,701	2,545	Not Done.	8,652
2006	1,759	2,769	3,998	2,817	1,098	12,441
2007	1,674	2,588	3,511	3,150	975	11,898
2008	1,621	2,406	3,475	2,931	782	11,215
2009	1,264	1,838	2,705	2,067	676	8,550

2009 Top 10 USA Visitors by State 2009

	TOTAL
Alaska	200
California	166
Florida	110
Texas	106
Minnesota	101
Washington	73
Colorado	71
Michigan	58
Wisconsin	56
Arizona	46

*Tracks only those
visitors signing the
Guest Book
May - September.*

2009 Top 10 Foreign Visitors by Country

	TOTAL
Canada	149
Germany	92
Switzerland	53
Neth./Holland	51
Spain	30
Australia	24
France	20
Austria	17
Israel	16
England/UK	14

2009 Visitor Inquiries & Requests for Homer Visitor Guides by Location & Sources

Top 10 Inquiries by Country

	Total
USA	5,506
Canada	96
Germany	21
Netherlands	18
Australia	15
United Kingdom	12
France	11
Italy	9
Belgium	8
Switzerland	8

Top 10 Inquiries by State

	Total
California	550
Texas	380
Florida	334
Alaska	288
Minnesota	236
Colorado	223
Michigan	204
Washington	198
Wisconsin	194
New York	193

Top 10 Inquiries for Specific Area *From Chamber Website only*

	Total
Bear Viewing	1,445
Wildlife/EcoTours	1,399
Fishing	1,382
Lodging	1,372
Flightseeing	865
Kayaking	786
Camping	683
Rental Car	627
RealEstate	183
Rentals	178

From All Sources

	2008	2009
Jan	828	629
Feb	1,148	829
Mar	1,136	1119
Apr	1,058	695
May	933	567
Jun	653	745
Jul	662	527
Aug	485	488
Sep	543	296
Oct	336	343
Nov	873	722
Dec	344	273
Total	8,999	7,233

From Homer Visitor Center

	2008	2009
Jan	58	44
Feb	67	78
Mar	75	58
Apr	60	44
May	41	28
Jun	28	35
Jul	22	33
Aug	22	21
Sep	32	20
Oct	16	19
Nov	25	21
Dec	7	32
Total	453	433

From Chamber Website

	2008	2009
Jan	448	342
Feb	575	382
Mar	600	617
Apr	518	389
May	557	376
Jun	437	483
Jul	422	359
Aug	354	313
Sep	376	196
Oct	227	221
Nov	259	278
Dec	155	162
Total	4,928	4,118

From ATIA*

	2008	2009
Jan	110	95
Feb	203	248
Mar	124	246
Apr	240	146
May	161	41
Jun	50	81
Jul	67	16
Aug	12	44
Sep	13	17
Oct	8	21
Nov	468	294
Dec	139	3
Total	1,595	1,252

From KPTMC or KPOVG or KCVB*

	2008	2009
Jan	190	148
Feb	268	119
Mar	313	198
Apr	221	113
May	149	117
Jun	127	139
Jul	142	104
Aug	93	100
Sep	110	58
Oct	77	80
Nov	113	129
Dec	39	76
Total	1,842	1,381

Relocation Packet Requests from Chamber Website & Visitor Center

	2008	2009		2008	2009
Jan	36	53	Jul	428	364
Feb	87	95	Aug	516	415
Mar	145	170	Sep	655	468
Apr	196	214	Oct	718	512
May	235	250	Nov	776	556
Jun	336	301	Dec	822	579
			Total	4,950	3,977

* **KCVB**=Kenai Convention & Visitors Bureau
KPOVG = Kenai Peninsula Online Visitor Guide
KPTMC= Kenai Peninsula Tourism & Marketing Council
ATIA = Alaska Tourism Industry Association

2009 Homer Chamber Website Statistics

Year: 2009	Unique Visitors	Number of Visits	Pages Viewed		2010 To Date	Unique Visitors	Number of Visits	Pages Viewed
Jan	7,297	12,034	148,580		Jan	7,507	10,997	141,185
Feb	7,032	11,637	148,293		Feb			
Mar	9,831	16,346	185,385		Mar			
Apr	8,737	14,035	178,027		Apr			
May	9,058	14,829	190,855		May			
Jun	9,766	15,835	219,709		Jun			
Jul	9,862	15,234	211,552		Jul			
Aug	7,750	12,445	164,194		Aug			
Sep	6,276	10,034	118,432		Sep			
Oct	5,824	9,517	108,521		Oct			
Nov	5,024	7,383	88,243		Nov			
Dec	5,218	7,528	90,064		Dec			
total for year	91,675	146,857	1,851,855		total for year	7,507	10,997	141,185

Top 10 Countries

Year: 2009	Pages Viewed	Hits	2010 to date	Pages Viewed	Hits
USA *	96,569	304,688	USA *	9,046	28,899
Netherlands	7,431	15,718	Canada	829	2,204
Germany	6,658	15,324	Australia	630	1,866
Canada	5,648	18,517	Switzerland	563	1,576
Australia	3,424	13,054	Netherlands	384	1,387
Switzerland	2,480	7,828	Germany	375	1,179
Italy	2,421	7,994	Italy	295	1,193
United Kingdom	1,999	5,598	India	291	476
Japan	1,667	4,469	Greece	277	332
Hong Kong	1,632	1,674	Denmark	245	870

USA* divided up by:			USA* divided up by:		
USA Educational	19,775	63,737	USA Educational	1,755	5,521
USA Non profits	20,049	63,904	USA Non profits	1,705	5,387
USA Military	17,554	48,537	USA Military	1,463	4,250
USA Government	25,898	82,666	USA Government	2,214	7,745
USA Other	13,293	45,844	USA Other	1,909	5,996

Top 10 Pages Visited within the website

Year: 2009	Pages Viewed	2010 to date	Pages Viewed
Home page	115,767	Home page	10,095
Accommodations	28,913	Accommodations	2,046
Visit Homer	20,031	Visitors Guide	1,743
Visitors Guide	18,541	Visit Homer	1,617
Recreation / Adventure	14,106	Relocation	1,250
Relocation	13,948	Recreation/Adventure	1,148
Business Directory	12,672	Fishing	1,089
About Homer	12,601	About Homer	1,071
Fishing	12,531	Business Directory	1,043
Events	11,362	Events	1,010

Top 10 "Connect to site from" (i.e.: how they found the HCOC website)

Year: 2009			2010 to date		
Pages Viewed	%		Pages Viewed	%	
Google	52,692	74.9%	Google	5,108	80.2%
Yahoo	9,158	13.0%	Yahoo	791	12.4%
unknown	3,777	5.3%	Google Images	125	1.9%
MSN	20,589	2.9%	Unknown	123	1.9%
AOL	1,006	1.4%	AOL	85	1.3%
Google Images	570	0.8%	Ask Jeeves	61	0.9%
Ask Jeeves	398	0.5%	Dogpile	29	0.4%
Dogpile	211	0.3%	Excite	7	0.1%
Earth Link	88	0.1%	Alta Vista	7	0.1%
Alta Vista	52	0.01%	Meta Crawler	5	0.01%

Top 10 Entry / Exit Pages							
Year: 2009	Entry	Year: 2009	Exit	2010 to date	Entry	2010 to date	Exit
Home page	89,854	Home page	12,769	Home page	7,290	Home page	1,182
Shorebird	4,835	Shorebird	1,063	Shorebird	403	Winter King	173
Accommodations	2,355	Winter King	992	Accommodations	304	Shorebird	119
Winter King	1,339	Visitor Guide	682	Visitor Guide	183	Relocate	93
Visitor Guide	1,254	Relocate	638	Winter King	171	Fishing	82
Fishing	998	Accommodations	611	Fishing	158	Accommodations	78
Events	994	Cabins / Cottages	587	Events	137	Visitor Guide	70
Cabins / Cottages	910	Visit Homer	451	Clean Up Day	90	AK Cruise Tour Summary	50
Board of Directors	851	Events	404	Cabins / Cottages	89	Events	44
Relocate	747	Hotels/Motels/Inns	394	Relocate	72	Visit Homer	42

Website Terms Defined

Unique visitor: counts individual people who visit a website, but does not count anyone more than once in a 12 hour period.

Number of visits: counts individual people who visit a website, and does count multiple visits.

Average Times a unique visitor returns to your website (do on own): If you divide visits by visitors, you will generate a number that represents the average number of times a unique visitor returns to your website. That number will always be greater than 1. example: Visits = 1,000 Unique Visitors = 677 Average visits/visitor = 1000/677 = 1.4999

Pages: counts total number of page views for all pages and for all visits.

Entry: those pages visited FIRST during a visit to the website.

Exit: those pages visited LAST during a visit to the website.

Entry and Exit are important because a visitor may not enter our website from the home page.

Likewise, he or she may quit visiting our website from any page (typically that which provides them the information they need).

Hits: counts total number of files, pages, photos, and other assets displayed for all visits. For example, a web page with 5 images, 2 videos, and text will create 8 hits (5 + 2 + 1) at once for each visit. If one person visits the page 10 times, the traffic will report 1 unique visitor, 10 visits, and 80 hits. Websites used to have "hit counters," which were very inaccurate as a means to count actual visitors.

To learn more about website terms, go to <http://www.freecpanels.com/awstats.php>

Economic & Tourism Statistics

International Tourism: Office of Travel & Tourism Industries

Visitor statistics for 2009. International Arrivals were down 6% in 2009 as compared to 2008. However, the amount of international travelers coming to the US rose 1% in both October and November of 2009 as compared to Oct/Nov of 2008. International visitors spent \$111.2 billion during Jan-Nov 2009, down 15% as compared to 2008. Top Tourist generating countries for 2009 were Canada (down 6%), Mexico (down 5%), United Kingdom (down 15%), Japan (down 12%), Germany (down 6%) and France (down 3%) and Brazil (up 15%). The Top 5 overseas world regions visiting the U.S. in 2009 were: Western Europe (down 11%), Eastern Europe (down 1%), Asia (down 10%), South America (up 7%), Central America (down 3%). The amount of visitation to the U.S. for Pleasure Travel was down an average of 7% from most countries except Brazil (up 25%), Argentina (up 19%), Switzerland (up 8%) Venezuela (up 4%), and France (up .7%) Highlights: Visitation from Canada has been slowly increasing since November 2009. Office predicts a 3% increase in international travel during 2010 as compared to 2009. Source and for more information: <http://tinet.ita.doc.gov>

Alaska: Alaska Economic Trends

State produced magazine with economic information for Alaska. Topics vary by month and include areas such as: industry forecasts, unemployment, employment growth, cost of living and more. Index of topics by month provided. <http://labor.alaska.gov/trends/>

Alaska Office of Tourism Development

Tourism statistics and research on visitor profiles, economic impact, arrivals, marketing, and more. <http://commerce.state.ak.us/oed/toubus/research.htm> Alaska Visitor Statistics Program Summer 2008
Visitor to Alaska, cruise ship passengers, mode of travel to Alaska, purpose of trip, spending, and more. Source: http://commerce.state.ak.us/oed/toubus/pub/AVSP_2008.pdf

Alaska State Chamber <http://www.alaskachamber.com>

Anchorage tourism leaders optimistic about 2010

Source: Juneau Empire, Feb. 2, 2010 http://www.juneauempire.com/stories/020110/sta_557504782.shtml
By Margaret Bauman, Alaska Journal of Commerce. ANCHORAGE - Visitor industry officials, still reeling from an unusually sparse tourist season in 2009, aren't smiling broadly yet, but there's an air of optimism sparked by a forecast from the U.S. Travel Association's marketing outlook forum. The association says declines in travel are bottoming out, meaning that 2010 will be marginally better than last year, giving some in the tourism industry a sense of optimism that consumer confidence is back, said Deb Hickok, president and chief executive officer of the Fairbanks Convention and Visitors Bureau. On the other hand, others are predicting the tourism market in Alaska will be down further, she said. Still, some members of the Anchorage Convention and Visitors Bureau are already indicating they are selling summer business at a better pace than this time last year, ACVB President Julie Saupe said in her mid-January annual report to the community. The big unknown for Southcentral Alaska is how much of an increase in independent travel the industry can muster to fill the gap left from some 100,000 fewer cruise ship travelers.

Alaska Travel Industry Association

http://www.alaskatia.org/adobe/annual_reports/09_Annual_Report.pdf
Exceeded their goal for inquires in 2009 by 17% generating 590,140 request for Alaska Travel information. They noticed a dramatic increase in consumer interest in Alaska for 2009, due to former Gov. Palin's elevated status during the presidential campaign. Marketing included the Alaska State Planner guide, television ads in Alaska, Travel Channel, and cable news programs. Travelaaska.com website received 1.5 million visitors, 15% increase over 2008. Funded The Alaskan Value Campaign "Hottest Deals in the coolest State" designed to attract consumers through travel packages.

Kenai Peninsula Borough & Homer Statistics

Population estimates for 2008 show the Kenai Peninsula population at 52,990 persons, a 1.1% increase for the year. Homer's population estimate updated 5/20/09: 2008 = 5,390, 2007 = 5,502, 2006 = 5,454, 2005 = 5,394, 2004 = 5,350 (annual change -2%). The 2008 median age is estimated at 33.5 years for Alaska and 39.2 years for the KPB. Comparing the KPB with Alaska's largest boroughs, the KPB has the oldest population. KPB's largest age demographic is the 45-54 years group (2000= 8,739, 2008 = 9,443 est., 8% increase) Largest increase in age demographic area: 85years + (200 = 211, 2008 = 524, 148% increase). The second largest age increase area: 60-64 years (2000 = 1,667, 2008 = 3,177, 90% increase). The largest decrease in age demographic area: 35-44 years (2000 = 8,739, 2008 = 6,716, 26% decrease). Largest average income area: \$50,000-74,000 (24% in 2000). Second largest average income area: \$35,000-49,000 (15%). Largest Education area: HS diploma (31%). Second largest Education area: no degree (30%). Third largest Education area: Bachelor degree (13%)

More statistics by industry and community for KPB for property, employment, sales, and more on the KPB website. Source: KPB website. <http://www.borough.kenai.ak.us> . You can download the 2007 data from the "Publications" section on their website or call the office to order a hard copy. 2007 data includes visitor stats. Economic Analysis Department, Michelle Blackwell
mblackwell@borough.kenai.ak.us, 800-478-4441 x 2336

Local and Statewide Marketing Opportunities

Homer Chamber Networking & Marketing Opportunities

The Homer Chamber provides many networking and marketing opportunities for members. Please visit our Membership page on our website: www.homer.alaska.org for more information on mixers, website advertising, Check Local-Buy Local program, mailing lists, newsletter inserts and more. The Networking & Marketing Opportunities section also provides information on local low cost marketing ideas.

FM/AM Commercial Radio: Contact Tim White kwavefm@xyz.net

Free public service announcements and "Straight Talk" (talk about upcoming events on radio show). Fee-based advertising on commercial radio. 4 stations: K-wave-FM, Kpen-FM, K-Bay-FM and Kgtl-AM serving the entire Kenai Peninsula, Kodiak, and Delta Junction-Fort Greeley.

KBBI Public Radio: Contact Jonathan Coke jonathan@kbbi.org

Offer free public service announcements such as the community calendar and "Slacktide" (opportunity for non profits to advertise an upcoming event on the show.) Fee-based advertising/marketing in the form of "underwriting" which can be inexpensive and heard by a large audience. Winter is a good time to underwrite for name recognition with local community. Public radio marketing creates "positive impressions" not purchase opportunities (which are created more with commercial radio advertising).

Homer News: Contact Josh Tobin Joshua.tobin@homernews.com

Offer free public service announcements in Town Crier, Events Calendar, Business Briefs. Fee-based newspaper and online advertising opportunities.

Homer Tribune: Contact Jane Pascall ads@homertribune.com

Offer free public service announcements in Around Town, Events Calendar, and Business information. Fee-based newspaper and online advertising opportunities.

Buy Alaska <http://www.buyalaska.com/> Listing on the website is FREE

BUY ALASKA encourages in-state purchases of goods and services. The program provides direct assistance through the BUYER-SELLER network which matches Alaska's buyers with sellers statewide, and provides free in-state sourcing for buyers and sales referrals to suppliers.