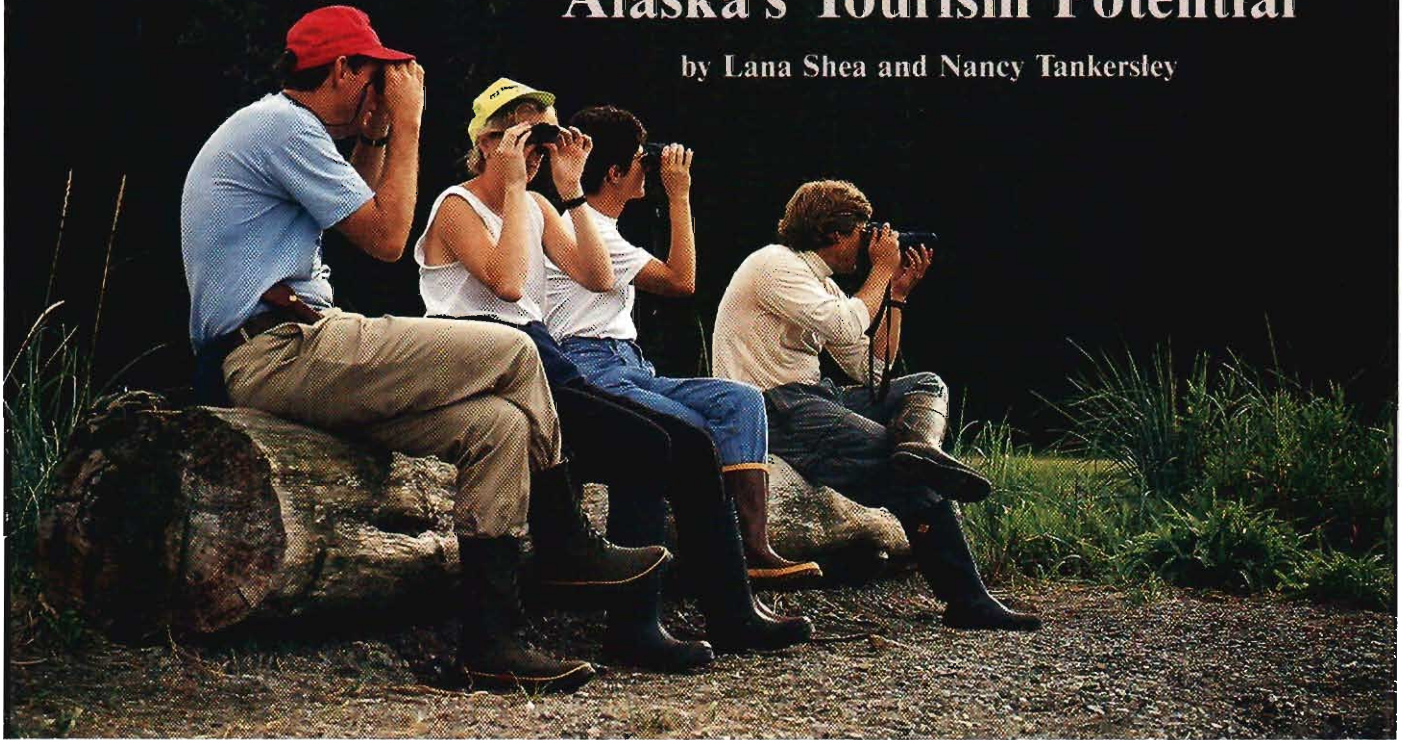


Alaska's Tourism Potential

by Lana Shea and Nancy Tankersley



John Hyde

Alaska has an abundance of wildlife that visitors hope to see including species that are uncommon or endangered elsewhere, such as the brown bear, wolf, caribou, moose, bald eagle, trumpeter swan, peregrine falcon, and common loon. Large concentrations of seabirds, waterfowl, shorebirds, whales, and sea lions provide unparalleled viewing spectacles. Western Alaska hosts many Asiatic birds that are found nowhere else in North America.

These wildlife resources are big visitor attractions. Images of wildlife and wildlife recreation have been used successfully by state tourism agencies to lure visitors to Alaska. Passengers in cruise ships along the Inside Passage have indicated that wilderness and wildlife were their principal interests. Bird watchers from around the world flock to western and southwestern Alaska to view Asiatic and Alaska birds. Opportunities for wildlife viewing are even being used to lure convention business.

In Alaska, visitor surveys in 1985 and 1989 showed that interest in wildlife viewing was growing. Wildlife viewing was the activity with the highest level of participation in every region (from 27 percent to 67 percent of visitors in 1989), with bird-watching second. In fact, more visitors participated in wildlife and bird watching than in sport fishing, hunting, hiking, flightseeing or city tours.

The number of visitors to Alaska in the summer of 1990 was approximately 585,000, with summer tourism growing at an

average of about 4 percent per year. U.S. Fish and Wildlife Service surveys indicate that wildlife viewing tourism more than doubled from 1980 to 1985. All indications are that participation is growing in North America, as well as overseas. This indicates that the potential markets for wildlife viewing tourism in Alaska are large.

Other states and Canadian provinces have recognized the value of wildlife-related tourism and are taking steps to capture more of this growing market. Alaska was identified as a prime competitor of British Columbia (B.C.) in capturing this market because of the similarity of wildlands, wildlife, and viewing opportunities. Although B.C. is more accessible to many U.S. states, Alaska was acknowledged as a more obvious destination. The B.C. report states, "If any region of North America captures imaginations, Alaska is it."

Although Alaska tourism is currently a billion dollar industry, relatively little attention has been paid to the potential worth of wildlife resources to Alaska's economy.

Limited information from southeast Alaska indicates that in 1989 there were more than 180,000 visitors who participated in wildlife viewing, and businesses that marketed wildlife viewing as an important component of their services had 146,000 clients. These clients spent \$43 million on charter boat, kayak, canoe, raft, hiking, and flightseeing trips and remote lodges. Another indication of the importance of wildlife viewing to

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the southeast tourism industry is that almost half of the non-retail businesses actively market wildlife viewing, while a quarter of them believe they are dependent on wildlife viewers.

Other states and Canada already have decided to invest in promoting wildlife watching as a way to diversify their economies with a renewable resource. Wyoming's Department of Game and Fish has teamed up with the state Travel Commission to promote wildlife viewing, designate viewing sites, and develop interpretative displays. Wyoming expects to increase the economic value of wildlife viewing from \$680 million in 1986 to \$1 billion in 1991, with an investment of \$3.5 million.

British Columbia initiated a 5-year program to increase regional economic growth by dispersing visitors into the remote areas of the province and expanding the operating seasons of hotels, restaurants, and guide/outfitters. Through the development of 51 viewing sites and more aggressive marketing, B.C. expects to increase the outdoor adventure tourism sector by \$200 million over the next five years.

Alaska has a good start in providing outstanding wildlife viewing opportunities for residents and visitors. Highlights include Denali National Park, Glacier Bay National Park, McNeil River State Game Sanctuary, and Chilkat River Bald Eagle Preserve. State game refuges near Juneau, Fairbanks, and Anchorage are popular sites as well.

In a 1979 study, cruiseship passengers in southeast were disappointed in the wildlife viewing opportunities. However, expanded backcountry travel services in the 1980s greatly improved visitor satisfaction on cruises and elsewhere. In 1989, visitors to Alaska rated their satisfaction with wildlife and bird watching as good or very good.

More of these types of areas and related services and products must be developed and promoted if Alaska is to capture its share of the growing wildlife viewing market. Demand exceeds supply in many of the existing viewing areas. Less than 10 percent of applicants for McNeil River obtain a permit to visit. Denali National Park has closed most of its road system to private vehicles to reduce crowding, and the campgrounds usually are filled to capacity throughout the summer. Even in remote settings, crowding has been documented as a problem for tour operators.

Tourism opportunities can be promoted in undeveloped areas as well as designated sites. Examples of wildlife viewing services, products and facilities that would benefit state, regional and local economies are:

1. More guided wildlife viewing trips out of towns served by state ferries, cruise ships, regular air carriers, roads, or the railroad. Local economies could be boosted by direct income to tour operators, as well as additional lodging, meals and related services. Trips should be offered in a variety of lengths and styles to accommodate various visitor preferences.

2. More wildlife viewing services in remote areas. This is an opportunity for some hunting guides and outfitters during their off-season. A tourism marketing study in Alberta in 1990 noted that the markets for wildlife viewing and hunting overlap considerably, since 90 percent of hunters are also viewers and many have families that are interested in viewing as well. The study said that guides and outfitters have good potential for providing more viewing opportunities, but may need some assistance with upgrading and marketing these services. This may be pertinent to Alaska as well.

3. Development and distribution of wildlife viewing guidebooks for local areas which may encourage visitors to spend more time (or a night) in the town. These guides could encourage an independent traveler to go on a self-guided tour along the road or trail systems or from a rented kayak, raft, canoe, sailboat or motorboat.

4. Marketing wildlife viewing opportunities in the spring, fall and winter to promote off-season travel. For example, use winter wildlife viewing opportunities in ski promotions.

5. Increased information about wildlife viewing opportunities with displays and brochures on the state ferries, railroad, airports, and other public buildings.

6. Construction of highway pullouts, trails, boardwalks and other facilities with interpretative information and good vantage points for wildlife viewing.

If Alaska is interested in sustaining growth of wildlife viewing tourism, cooperation among landowners, managers, and the private sector is critical. Protection and management of wildlife and the environment are the cornerstones of sustainability. Conflicting land uses also must be considered when developing viewing sites. Management of people is also important, such as adherence of tour operators and viewers to ethical and safe viewing practices.

In order to develop more sustainable and high quality wildlife viewing opportunities, and to increase visitor satisfaction, some recommendations from Canadian studies are pertinent, including increased research, marketing, and development of new services and facilities.

The growth of wildlife viewing tourism has exciting implications for Alaska. Wildlife is a resource that Alaskans can promote and develop into educational and unforgettable experiences for the growing legions of wildlife viewers. We look forward to partnerships between the public and private sectors to promote growth of Alaska's economy and wildlife conservation.

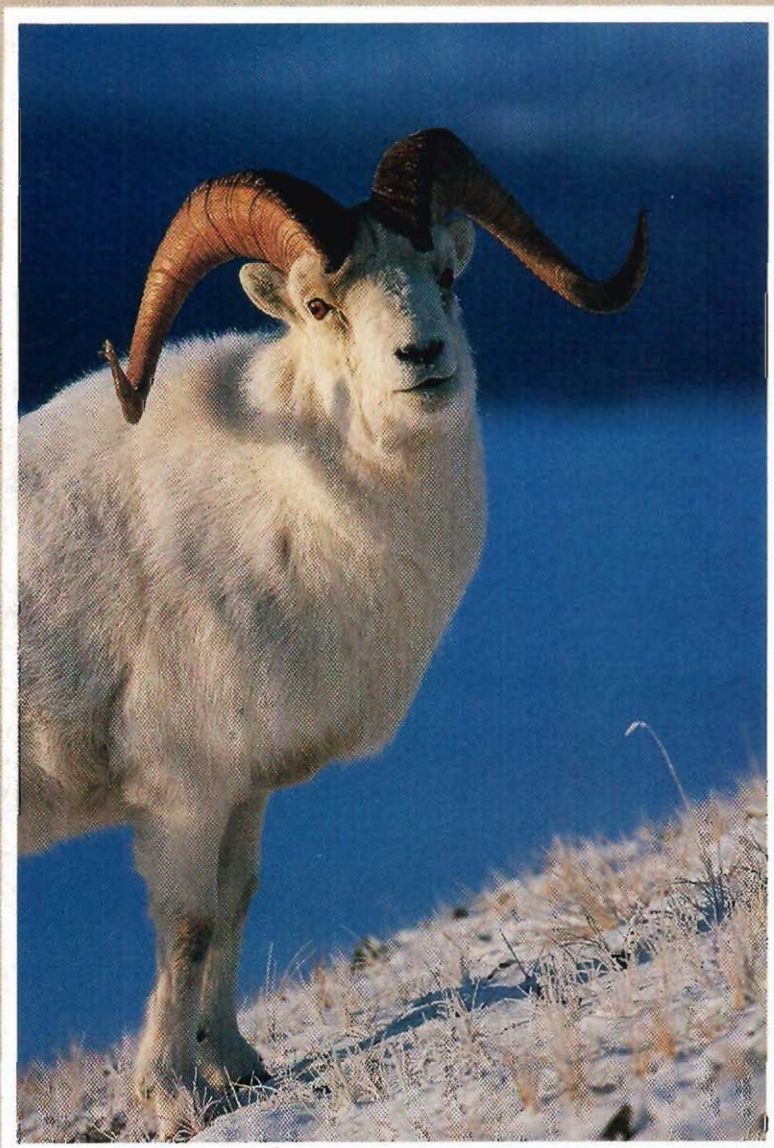
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