

ALASKA VISITOR VOLUME

Summer 2024 & Winter 2024-25



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Visitor Volume: Summer 2024

Total Volume

An estimated 2.7 million out-of-state visitors traveled to Alaska between May and September 2024, 66% of whom were cruise visitors, 31% were air visitors, and 3% were highway/ferry visitors.

Cruise visitors include any visitor that overnighted on a cruise ship within Alaska. Air visitors flew both in and out of Alaska, and exclude cruise passengers. Highway/ferry visitors entered and/or exited the state via highway or ferry.

**Table 1. Alaska Visitor Volume,
Summer 2024, by Transportation Market**

Transportation Market	# of Visitors	% of Total
Cruise visitors	1,785,000	66%
Air visitors	839,600	31%
Highway/ferry visitors	78,300	3%
Total visitors	2,702,900	100%

Note: Cruise passengers traveling in the "winter" months of April and October are included.

The total visitor volume of 2,702,900 represents a 2.1% increase from summer 2023. The increase is largely attributable to a 3.8% growth in cruise passenger volume. Air visitors were down by 1.5%, while highway/ferry visitors were up by 1.6%. The share of cruise passengers out of all visitors grew from 65% in 2023 to 66% in 2024.

**Table 2. Alaska Visitor Volume,
Summers 2023 and 2024, by Transportation Market**

Transportation Market	Summer 2023	Summer 2024	% Change
Cruise visitors	1,719,000	1,785,000	+3.8%
Air visitors	852,500	839,600	-1.5%
Highway/ferry visitors	77,100	78,300	+1.6%
Total visitors	2,648,600	2,702,900	+2.1%

Cruise Visitors

Three-quarters of 2024 cruise passengers (74%) were on round-trip itineraries, while the remaining 26% were on cross-gulf itineraries, sailing between Whittier or Seward and ports outside of Alaska, mostly Seattle and Vancouver. This ratio was similar to 2023 (76/24).

**Table 3. Alaska Cruise
Passenger Volume, 2024, By Cruise Type**

Cruise Type	# Passengers	% of Total
Round-trip passengers	1,324,000	74%
Cross-gulf passengers	461,000	26%
Total passengers	1,785,000	100%

Sources: Cruise Line Agencies of Alaska and non-CLAA lines.

Twelve Alaska ports received at least 10,000 cruise passengers in 2024, with the top three receiving over 1 million each (Juneau, Ketchikan, and Skagway). The top five ports each experienced modest (2% to 5%) growth in 2024 with the exception of Ketchikan, which was flat. Ports with fewer passengers tend to see more fluctuations in traffic, most pronounced in Dutch Harbor (+79%), Kodiak (+61%), Valdez (-39%), and Wrangell (-27%).

Table 4. Alaska Cruise Passenger Volume, 2023 and 2024, by Port (>10,000 pax)

Port	2023	2024	% change
Juneau	1,669,500	1,732,000	+3.7%
Ketchikan	1,497,200	1,497,700	0.0%
Skagway	1,195,100	1,257,000	+5.2%
Glacier Bay	677,100	702,200	+3.7%
Sitka	588,400	602,600	+2.4%
Icy Strait Point	484,200	541,200	+11.8%
Whittier	223,500	240,800	+7.7%
Seward	191,500	220,200	+15.0%
Haines	73,200	87,700	+19.8%
Valdez	44,900	27,500	-38.8%
Wrangell	23,000	16,900	-26.5%
Kodiak	12,600	20,300	+61.1%
Dutch Harbor	7,600	13,600	+78.9%

Sources: Cruise Line Agencies of Alaska and non-CLAA lines.

Air Visitors

Air visitor volume is largely based on passenger enplanements for flights exiting the state. Air exits are measured in terms of five major airports, an “other airports” category, and international. In summer 2024, 72% of visitor air exits were attributable to Anchorage; 11% to Fairbanks; 7% to Juneau; 4% to Ketchikan; 3% to Sitka, and 1% to other. (These exits include some cruise passengers.) Visitor exits via international flights represented 1% of total air exits.

Note that “visitor exits” are not equivalent to the “air visitor market,” which is adjusted to account for cruise passengers exiting via air as well as highway/ferry visitors who exit the state via air.

Table 5. Air Visitor Exits Share by Airport, Summer 2024

Airport	% of Total
Anchorage	72
Fairbanks	11
Juneau	7
Ketchikan	4
Sitka	3
Other	2
International	1

Sources: Airports and airlines; MRG estimates.

Highway/Ferry Visitors

An estimated 78,300 visitors entered and/or exited Alaska via highway or ferry in summer 2024. The main component of highway/ferry visitors are highway travelers in personal vehicles. The Klondike Highway (outside of Skagway) is the most common border crossing for these travelers, representing 43% of all personal vehicle crossings, followed by Alaska Highway (at Beaver Creek) at 36%, Haines Highway at 14%, and Top of the World at 7%.

Ferry passengers represented only 4% of highway/ferry visitor exits (and 0.1% of statewide visitor exits).

Table 6. Highway Personal Vehicle Crossings Share by Border, Summer 2024

Border	% of Total
Klondike Highway	43
Alaska Highway	36
Haines Highway	14
Top of the World Highway	7

Sources: Department of Homeland Security; MRG estimates.

Winter 2024-25

An estimated 376,300 visitors traveled to Alaska between October 2024 and April 2025, with nearly all (97%) exiting the state via air.

Table 7. Alaska Visitor Volume, Winter 2024-25

Exit Mode	# of Visitors	% of Total
Air visitors	365,400	97%
Highway/ferry visitors	10,900	3%
Total visitors	376,300	100%

Note: Cruise passengers traveling in the “winter” months of April and October are excluded.

Winter visitor volume decreased an estimated 5.5% between 2023-24 and 2024-25. Air visitors decreased by 5.7%, while highway/ferry visitors increased by 3.8%.

Table 8. Alaska Visitor Volume, Winters 2023-24 and 2024-25, by Exit Mode

Exit Mode	Winter 2023-24	Winter 2024-25	% Change
Air visitors	387,500	365,400	-5.7%
Highway/ferry visitors	10,500	10,900	+3.8%
Total visitors	398,000	376,300	-5.5%

Visitor Volume: Full Year 2024-25

An estimated 3.08 million visitors traveled to Alaska during the 12-month period of May 2024 and April 2025. Nearly nine out of ten visitors (88%) arrived in the summer months, while 12% arrived in the winter months.

**Table 9. Alaska Visitor Volume,
Full Year 2024-25, by Season**

Season	# of Visitors	% of Total
Summer 2024 visitors	2,702,900	88%
Winter 2024-25 visitors	376,300	12%
Total 2024-25 visitors	3,079,200	100%

Note: Cruise passengers traveling in the “winter” months of April and October are included in the summer total.

Over half of annual travelers (58%) were cruise ship passengers, while 39% were air visitors, and 3% were highway/ferry visitors. The share represented by cruise ship passengers increased slightly from the last 12-month period (from 56% to 58%).

**Table 10. Full Year Visitor Volume,
by Transportation Market, 2024-25**

Transportation Market	# of Visitors	% of Total
Cruise visitors	1,785,000	58%
Air visitors	1,205,000	39%
Highway/ferry visitors	89,200	3%
Total visitors	3,079,200	100%

Comparing the 12-month periods of 2023-24 and 2024-25, visitor volume increased slightly (by 1.1%) in 2024-25. Cruise visitor volume increased by 3.8%, and highway/ferry visitor volume increased by 1.8%, while air visitor volume fell by 2.8%.

**Table 11. Alaska Visitor Volume,
Full Year 2023-24 and 2024-25**

Transportation Market	2023-24	2024-25	% Change
Cruise visitors	1,719,000	1,785,000	+3.8%
Air visitors	1,240,000	1,205,000	-2.8%
Highway/ferry visitors	87,600	89,200	+1.8%
Total visitors	3,046,600	3,079,200	+1.1%

Indicators

The following indicators help illustrate how the most recent summer season fared compared to the previous year in terms of tax revenues, fishing/hunting license sales, and hotel statistics.

Summer 2024

Bed tax revenues in summer 2024 were up in all cities except Ketchikan, with increases ranging between 5% and 13%. Ketchikan saw a modest 1% decrease over the same time period. Anchorage vehicle tax revenues were down by 5%, while RV rental tax revenues were down by just 1%. Meanwhile, state vehicle tax revenues were up: +5% from vehicle rentals and +7% from RV rentals. Note that changes in tax revenues can reflect changes in rates as well as volume.

Non-resident sportfishing/hunting license sales were up less than 1%. (While this reflects full year and not summer-only sales, nearly all non-resident license sales occur in the summer months.)

According to hotel statistics provided by STR, Anchorage showed the highest occupancy in 2023 among the three largest markets at 81%, followed by Fairbanks at 79% and Juneau at 70%. Compared to summer 2023, occupancy was down by between -2% and -7% in all three reporting communities.

Average daily rates (ADR) were highest in Anchorage (\$269) followed by Juneau (\$248) and Fairbanks (\$241). Compared to the previous summer, ADRs were up by between 8% and 10% in the three communities.

**Table 12. Tax and Hotel Indicators,
Summers 2023 vs. 2024**

Bed Tax Revenues		% Change
Fairbanks (inc. City & Bor.)		+13%
Denali		+11%
Sitka		+6%
Anchorage		+5%
Juneau		+5%
Ketchikan (City)		-1%
Vehicle Tax Revenues		% Change
Statewide (vehicle / RV)		+5% / +7%
Anchorage (vehicle / RV)		-5% / -1%
Sportfishing/Hunting Licenses		% Change
Total sales to non-residents		+<1%
Hotel Occupancy	Occupancy Rate	% Change
Anchorage	81%	-4%
Fairbanks	79%	-2%
Juneau	70%	-7%
Hotel ADR	Average Daily Rate	% Change
Anchorage	\$269	+8%
Juneau	\$248	+9%
Fairbanks	\$241	+10%

Sources: Municipality of Anchorage, Explore Fairbanks, Alaska Department of Revenue, City and Borough of Juneau, City of Ketchikan, City and Borough of Sitka, Denali Borough, Alaska Department of Fish & Game, STR.

Note: Not all hotel properties participate in STR reporting

Winter 2024-25

Comparing winter 2023-24 to 2024-25, bed tax revenues increased in four out of five municipalities where data was available. The change was largest in Fairbanks (+17%) followed by the City of Ketchikan (+15%) and Anchorage (+14%). Only Sitka showed a decrease (-8%).

Vehicle tax revenues decreased by 5% statewide and by 15% in Anchorage.

Hotel occupancy reached 60% in Anchorage, 57% in Fairbanks, and 48% in Juneau. Compared to the previous winter season, Anchorage's occupancy rate was about flat; Fairbanks' was down by 2.7%; and Juneau's fell by 9.4%. Average Daily Rates were highest in Anchorage (\$160) followed by Fairbanks (\$152) and Juneau (\$149); these rates were up in all three communities from the previous winter.

**Table 13. Tax and Hotel Indicators,
Winters 2023-24 vs. 2024-25**

Bed Tax Revenues		
		% Change
Anchorage		+14%
Fairbanks		+17%
Juneau		+4%
Sitka		-8%
Ketchikan (City)		+15%
Vehicle Tax Revenues		
		% Change
Statewide		-5%
Anchorage		-15%
Hotel Occupancy		
	Occupancy Rate	% Change
Anchorage	60%	+0.2%
Fairbanks	57%	-2.7%
Juneau	48%	-9.4%
Hotel ADR		
	Average Daily Rate	% Change
Anchorage	\$160	+6.1%
Fairbanks	\$152	+6.2%
Juneau	\$149	+1.4%

Sources: Municipality of Anchorage, Explore Fairbanks, City and Borough of Juneau, City of Ketchikan, City and Borough of Sitka, STR.
Notes:

Not all hotel properties participate in STR reporting.
Fairbanks' actual bed tax revenues increased by 31% in winter 2024-25; however, that increase reflects corrected payments from past years, which were removed for purposes of comparison.

Long-Term Trend

Winter travel to Alaska has been increasing over the long-term, with total visitors at 250,000 in 2006-07, growing to nearly 400,000 in 2022-23 and 2023-24, before dipping slightly in the last season.

Full-year visitor volume has likewise seen long-term growth, growing from 1.88 million in 2006-07 to 3.08 million in 2024-25. Note that these figures reflect the May through April time period.

Figure 1. Visitor Volume to Alaska, Winters 2006-2024

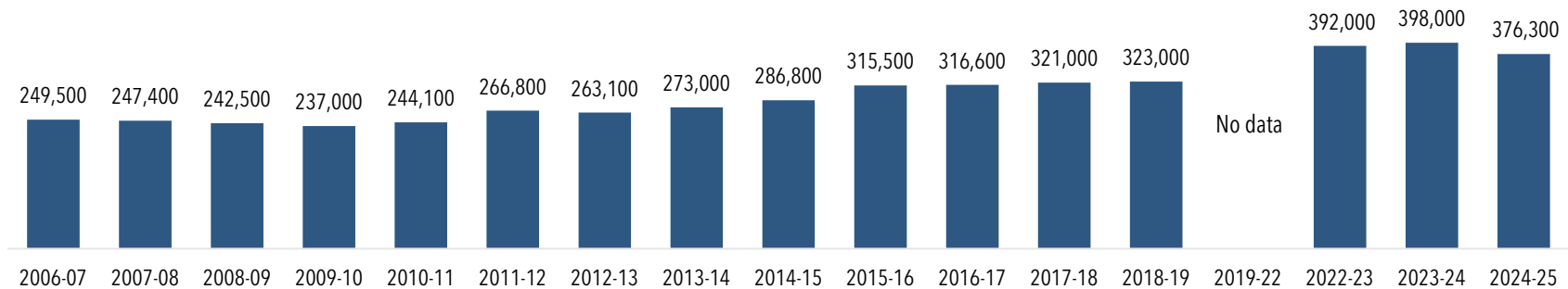
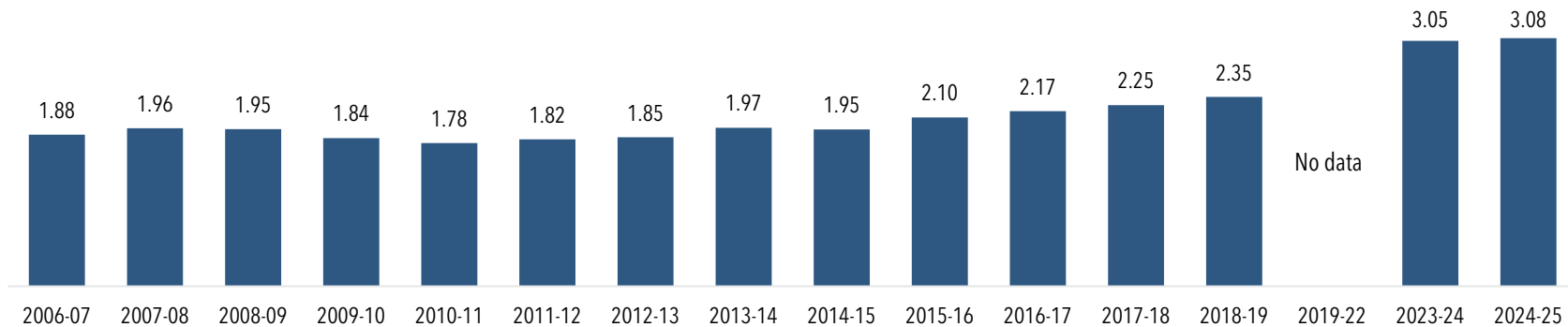


Figure 2. Visitor Volume to Alaska, Full-Year, 2006-2024 (Millions)



Methodology

The study team collected traffic data for Alaska's major "points of exits", by month and location:

- **AIR:** Enplaning passengers at five major airports (ANC, FAI, JNU, KTN, SIT) who were on outbound flights i.e., flights exiting the state. A fifth "other airports" category covered passengers flying out of smaller airports where outbound flights occur (WRG, PTB, YAK, CDV).
- **CRUISE:** Cruise passengers counted both in total and as passengers exiting the state (sailing southbound, both on round-trip and cross-gulf itineraries).
- **FERRY:** Ferry passengers disembarking at Bellingham.
- **HIGHWAY:** Highway travelers crossing the border into the U.S. from Canada at four border stations. For purposes of this visitor volume estimates, "entries" into Alaska are assumed to be equivalent to "exits." Bus passenger crossings at the Skagway border are adjusted to reflect the large number of cruise passengers that cross the border on shore excursions.

A visitor "ratio" was applied to each of the above exit modes and locations to arrive at the visitor volume. Ratios are largely based on 2019 ratios¹ with some adjustments made for population changes in the five airport hub communities. One exception for summer 2024 and winter 2024-25 was Anchorage air exiters. A new survey

of Wi-Fi users at the Anchorage Airport, conducted by MRG for Visit Anchorage, allowed for ratios to be updated to reflect new survey results. (Respondents who were exiting Alaska that day provided their origin.)

The highway ratio reflects "last exit" visitors, who are not planning to re-enter Alaska. AMHS provided 2024-25 data on residency of passengers disembarking at Bellingham, allowing for up-to-date ratios.

Visitor volume by exit mode was adjusted for "transportation market" in the following ways:

- **AIR:** Cruise passengers exiting the state via air were removed, as were visitors who entered via highway or ferry but exited by air.
- **CRUISE:** The cruise total includes all visitors who traveled by cruise ship in Alaska, whether they were on a round-trip cruise; cross-gulf cruise (flying one way and cruising one-way); or an in-state cruise (small cruise ships starting and ending their cruise in Alaska, whose passengers fly both in and out of the state). Note that all cruise passengers are included in the "summer" total, even though a small percentage travel in April or October.
- **HIGHWAY/FERRY:** Highway/ferry exits were combined, then adjusted upwards slightly to account for travelers who enter the state by highway or ferry, then exit by air.

¹ 2019 ratios were mostly based on 2016 ratios which resulted from nearly 50,000 "tallies" conducted at airports and on the highway. Some adjustments are made to

reflect the changing number of cross-gulf cruise passengers flying out of the Anchorage and Fairbanks airports.

Sources

CRUISE VISITORS

- Cruise Line Agencies of Alaska (CLAA)
- Non-CLAA lines (UnCruise, Alaskan Dream, American Cruise Line)

AIR VISITORS

- Alaska Department of Transportation and Public Facilities (DOT&PF) for Anchorage and Fairbanks enplanements
- Alaska Air for outbound enplanements by airport
- Delta Air for Ketchikan and Sitka enplanements
- Juneau Airport for Delta enplanements

HIGHWAY/FERRY VISITORS

- Alaska Marine Highway System
- U.S. Customs and Border Protection

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