



# **ALASKA VISITOR VOLUME**

## **Summer 2025**

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**Prepared for:**

**Alaska Travel Industry Association**

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# Visitor Volume: Summer 2025

## Total Volume

An estimated 2.7 million out-of-state visitors traveled to Alaska between May and September 2025, 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 2025, by Transportation Market**

Transportation Market	# of Visitors	% of Total
Cruise visitors	1,777,000	66%
Air visitors	845,900	31%
Highway/ferry visitors	84,000	3%
<b>Total visitors</b>	<b>2,706,900</b>	<b>100%</b>

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

The total visitor volume of 2.7 million is essentially flat from the previous season (+0.1%). Cruise passenger volume was also about flat (-0.4%), as was air visitor volume (+0.8%). While highway/ferry visitors were up by 7.3%, the increase had little impact on total visitor volume due to the small size of the market.

**Table 2. Alaska Visitor Volume,  
Summers 2024 and 2025, by Transportation Market**

Transportation Market	Summer 2024	Summer 2025	% Change
Cruise visitors	1,785,000	1,777,000	-0.4%
Air visitors	839,600	845,900	+0.8%
Highway/ferry visitors	78,300	84,000	+7.3%
<b>Total visitors</b>	<b>2,702,900</b>	<b>2,706,900</b>	<b>+0.1%</b>

## Cruise Visitors

Three-quarters of 2025 cruise passengers (75%) were on round-trip itineraries, while the remaining 25% were on cross-gulf itineraries, sailing between Whittier or Seward and ports outside of Alaska, mostly Seattle and Vancouver. This ratio was similar to 2024 (76/24).

**Table 3. Alaska Cruise  
Passenger Volume, 2025, By Cruise Type**

Cruise Type	# Passengers	% of Total
Round-trip passengers	1,340,000	75%
Cross-gulf passengers	437,000	25%
<b>Total passengers</b>	<b>1,777,000</b>	<b>100%</b>

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

Thirteen Alaska ports received at least 10,000 cruise passengers in 2025, with the top three receiving over 1 million each (Juneau, Ketchikan, and Skagway). Traffic levels compared to 2024 varied considerably by port. Among ports with over 100,000 passengers, the largest increases were in Whittier (+23%) and Skagway (+8%); those seeing decreases included Seward (-36%) and Icy Strait Point (-7%). Klawock was the outlier with a 416% increase, reflecting about 14,000 more passengers than in 2024.

Seward and Whittier combined (representing the cross-gulf market) was down 5% in 2025.

**Table 4. Alaska Cruise Passenger Volume, 2024 and 2025, by Port (>10,000 pax)**

Port	2024	2025	% change
Juneau	1,732,000	1,719,300	-1%
Ketchikan	1,497,700	1,524,200	+2%
Skagway	1,257,000	1,358,500	+8%
Glacier Bay	702,200	696,130	-1%
Sitka	602,600	582,800	-3%
Icy Strait Point	541,200	502,100	-7%
Whittier	240,800	296,300	+23%
Seward	220,200	140,700	-36%
<i>Cross-Gulf</i>	<i>461,000</i>	<i>437,000</i>	<i>-5%</i>
Haines	87,700	59,100	-33%
Valdez	27,500	39,800	+45%
Wrangell	24,000	37,600	+57%
Kodiak	20,300	24,600	+21%
Klawock	3,400	17,500	+416%

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 2025, 73% of visitor air exits were attributable to Anchorage; 12% to Fairbanks; 7% to Juneau; 4% to Ketchikan; 2% 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 2025**

Airport	% of Total
Anchorage	73
Fairbanks	12
Juneau	7
Ketchikan	4
Sitka	2
Other	1
International	1

Sources: Airports and airlines; MRG estimates.

## Highway/Ferry Visitors

An estimated 84,000 visitors entered and/or exited Alaska via highway or ferry in summer 2025. 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 38% of all personal vehicle crossings, followed by Alaska Highway (at Beaver Creek) at 35%, Top of the World at 16%, and Haines Highway at 11%.

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 2025**

Border	% of Total
Klondike Highway	38
Alaska Highway	35
Top of the World Highway	16
Haines Highway	11

Sources: Department of Homeland Security; MRG estimates.

# Indicators

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

Bed tax revenues in summer 2025 showed declines ranging from 2% to 13%. Only Denali Borough reported an increase, at 9%. Statewide vehicle tax revenues were up by 1%, while RV rental tax revenues were down by 5%. Anchorage vehicle tax revenues were up 11% from vehicle rentals and down 4% from RV rentals. Note that changes in tax revenues can reflect changes in rates as well as volume.

The number of sportfishing/hunting licenses sold to non-residents was flat between 2024 and 2025.

According to hotel statistics provided by STR, Anchorage showed the highest occupancy in 2025 among the three largest markets at 80%, followed by Fairbanks at 74% and Juneau at 70%. Compared to summer 2024, occupancy saw no change in Juneau; it was down 2% in Anchorage and 6% in Fairbanks.

Average daily rates (ADR) were highest in Anchorage (\$291) followed by Fairbanks (\$248) and Juneau (\$235). Compared to the previous summer, ADRs were up 8% in Anchorage, up 3% in Fairbanks, and down 5% in Juneau.

**Table 7. Tax & Hotel Indicators,  
Summer 2024 vs. 2025**

Bed Tax Revenues		% Change
Denali		+9%
Sitka		-2%
Fairbanks (inc. City & Bor.)		-3%
Anchorage		-8%
Juneau		-11%
Ketchikan (City)		-13%
Vehicle Tax Revenues		% Change
Statewide (vehicle / RV)		+1% / -5%
Anchorage (vehicle / RV)		+11% / -4%
Sportfishing/Hunting Licenses		% Change
Non-resident licenses/tags		No change
Hotel Occupancy	Occupancy Rate	% Change
Anchorage	80%	-2%
Fairbanks	74%	-6%
Juneau	70%	No change
Hotel ADR	Average Daily Rate	% Change
Anchorage	\$291	+8%
Fairbanks	\$248	+3%
Juneau	\$235	-5%

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

## Long-Term Trend

Recovery from Alaska's COVID-related downturn has slowed, though summer visitor volume remains above pre-pandemic levels. The 2025 volume was about the same as in 2024 but was 22% higher than 2019 and 52% higher than a decade earlier (2015). Long-term growth has been driven by the cruise market, which has increased by 78% since 2015.

The air market grew by 20% over that same time period. The highway/ferry market saw more fluctuations, peaking in 2018; the last several years have not returned to pre-pandemic levels. (See following page for more detail.)

Figure 1. Visitor Volume to Alaska, Summers 2006-2025

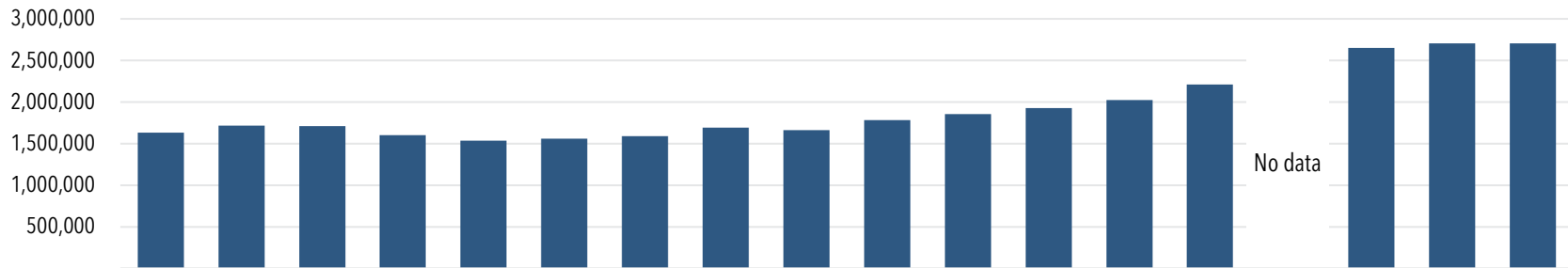
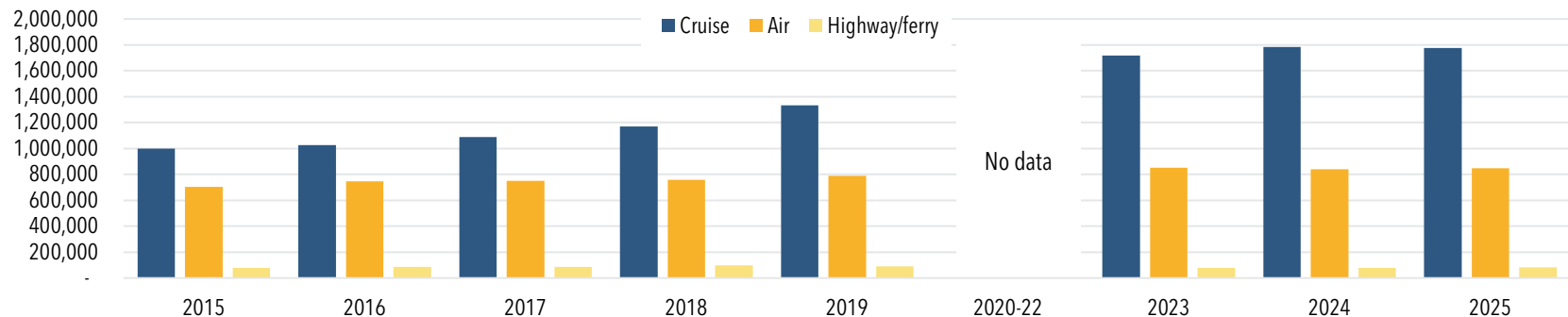


Figure 2. Visitor Volume to Alaska by Transportation Market, Summers 2015-2025



**Table 8. Visitor Volume to Alaska by Transportation Market, Summers 2015-2025**

	2015	2016	2017	2018	2019	2020-22	2023	2024	2025	% change 2015-25
Cruise	999,600	1,025,900	1,089,700	1,169,000	1,331,600		1,719,000	1,785,000	1,777,000	<b>+78%</b>
Air	703,400	747,100	750,500	760,100	790,900	No data	852,500	839,600	845,900	<b>+20%</b>
Highway/ferry	77,000	84,500	86,100	97,200	90,500		77,100	78,300	84,000	<b>+9%</b>
<b>Total</b>	<b>1,780,000</b>	<b>1,857,500</b>	<b>1,926,300</b>	<b>2,026,300</b>	<b>2,213,000</b>		<b>2,648,600</b>	<b>2,702,900</b>	<b>2,706,900</b>	<b>+52%</b>
% change YOY		+4.4%	+3.7%	+5.2%	+9.2%	n/a	+19.7%*	+2.1%	+0.1%	

\*Change from 2019



# 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 ratios<sup>1</sup> with some adjustments made for population changes in the five airport hub communities. One exception 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 2025 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.

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<sup>1</sup> 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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