

ALASKA VISITOR VOLUME

Summer 2025 &
Winter 2025-26

July 2026

Prepared for:



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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%
Total visitors	2,706,900	100%

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%
Total visitors	2,702,900	2,706,900	+0.1%

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%
Total passengers	1,777,000	100%

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). The top five ports experienced variable growth in 2025 with Sitka down 3% and Skagway up 8%. Ports with fewer passengers tend to see more fluctuations in traffic, most pronounced in Wrangell (+83%), Valdez (+45%), Haines (-33%), and Seward (-36%). Klawock was the outlier up over 400%, the result of about 15 more port calls (14,000 passengers) than 2024

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%
Haines	87,700	59,100	-33%
Valdez	27,500	39,800	+45%
Wrangell	16,900	31,000	+83%
Kodiak	20,300	24,600	+21%
Klawock	3,392	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.

Winter 2025-26

An estimated 399,600 visitors traveled to Alaska between October 2025 and April 2026, with nearly all (97%) exiting the state via air.

Table 7. Alaska Visitor Volume, Winter 2025-26

Exit Mode	# of Visitors	% of Total
Air visitors	389,500	97%
Highway/ferry visitors	10,100	3%
Total visitors	399,600	100%

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

Winter visitor volume increased 6.2% between 2024-25 and 2025-26. Air visitors were up by 6.6%, while highway/ferry visitors decreased by 7.3%.

Note that increases in both air and overall volume follow a dip in the previous winter season, when air dropped by 5.7% and overall volume by 5.4%. Comparing 2025-26 to 2023-24 (two winters ago) results in increases of just 0.5% for air and 0.4% for total volume.

Table 8. Alaska Visitor Volume, Winters 2024-25 and 2025-26, by Exit Mode

Exit Mode	Winter 2024-25	Winter 2025-26	% Change
Air visitors	365,400	389,500	+6.6%
Highway/ferry visitors	10,900	10,100	-7.3%
Total visitors	376,300	399,600	+6.2%

Visitor Volume: Full Year 2025-26

An estimated 3.1 million visitors traveled to Alaska during the 12-month period of May 2025 and April 2026. Nearly nine out of ten visitors (87%) arrived in the summer months, while 13% arrived in the winter months.

**Table 9. Alaska Visitor Volume,
Full Year 2025-26, by Season**

Season	# of Visitors	% of Total
Summer 2025 visitors	2,706,900	87%
Winter 2025-26 visitors	399,600	13%
Total 2025-26 visitors	3,106,500	100%

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

Over half of annual travelers (57%) were cruise ship passengers, while 40% were air visitors, and 3% were highway/ferry visitors. The share represented by cruise ship passengers decreased slightly from the last 12-month period (from 58% to 57%).

**Table 10. Full Year Visitor Volume,
by Transportation Market, 2025-26**

Transportation Market	# of Visitors	% of Total
Cruise visitors	1,777,000	57%
Air visitors	1,235,400	40%
Highway/ferry visitors	94,100	3%
Total visitors	3,106,500	100%

Comparing the 12-month periods of 2024-25 and 2025-26, visitor volume increased slightly (by 0.9%) in 2025-26. Highway/ferry visitor volume increased by 5.5%, and air volume increased by 2.5%, while cruise visitor volume fell slightly, down 0.4%.

**Table 11. Alaska Visitor Volume,
Full Year 2024-25 and 2025-26**

Transportation Market	2024-25	2025-26	% Change
Cruise visitors	1,785,000	1,777,000	-0.4%
Air visitors	1,205,000	1,235,400	+2.5%
Highway/ferry visitors	89,200	94,100	+5.5%
Total visitors	3,079,200	3,106,500	+0.9%

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 2025

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 (\$293) followed by Fairbanks (\$248) and Juneau (\$235). Compared to the previous summer, ADRs were up 9% in Anchorage, up 3% in Fairbanks, and down 5% in Juneau.

**Table 12. Tax and Hotel Indicators,
Summers 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
Total sales to non-residents		No change
Hotel Occupancy	Occupancy Rate	% Change
Anchorage	80%	-2%
Fairbanks	74%	-6%
Juneau	70%	No change
Hotel ADR	Average Daily Rate	% Change
Anchorage	\$293	+9%
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

Winter 2025-26

Comparing winter 2024-25 to 2025-26, bed tax revenues increased in three municipalities where data was available. The change was largest in the City of Ketchikan (+27%), followed by Juneau (+19%), then Anchorage (+2%). Sitka remained flat and Fairbanks showed a decrease of 3%.

Vehicle tax revenues increased by 2% statewide and decreased by 6% in Anchorage.

For winter 2025-26, Anchorage hotels remained at 60% occupancy when compared to winter 2024-25, Fairbanks hotel occupancy increased to 60%, and Juneau hotel occupancy increased to 51%. Average Daily Rates were highest in Anchorage (\$169) followed by Juneau (\$162), and Fairbanks (\$149); these rates were up in Anchorage and Juneau, and down in Fairbanks from the previous winter.

**Table 13. Tax and Hotel Indicators,
Winters 2024-25 vs. 2025-26**

Bed Tax Revenues		
		% Change
Ketchikan (City)		+27%
Juneau		+19%
Anchorage		+2%
Sitka		No change
Fairbanks ¹		-3%
Vehicle Tax Revenues		
		% Change
Statewide		+2%
Anchorage		-6%
Hotel Occupancy		
	Occupancy Rate	% Change
Anchorage	60%	No change
Fairbanks	60%	+5%
Juneau	51%	+7%
Hotel ADR		
	Average Daily Rate	% Change
Anchorage	\$169	+5%
Juneau	\$162	+9%
Fairbanks	\$149	-2%

¹The downturn in Fairbanks' revenue is due in part to one property paying for multiple years the previous period (2024-25).
Sources: Municipality of Anchorage, Explore Fairbanks, City and Borough of Juneau, City of Ketchikan, City and Borough of Sitka, STR, State of Alaska
Not all hotel properties participate in STR reporting.

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, then rebounding in 2025-26 after dipping slightly in 2024-25.

Full-year visitor volume has likewise seen long-term growth, growing from 1.88 million in 2006-07 to 3.11 million in 2025-26. Note that these figures reflect the May through April time period.

Figure 1. Visitor Volume to Alaska, Winters 2006-2026

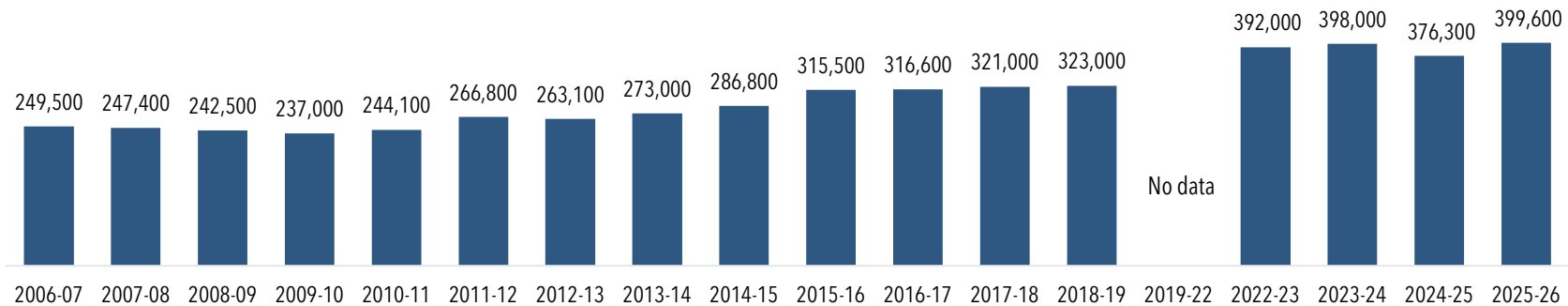
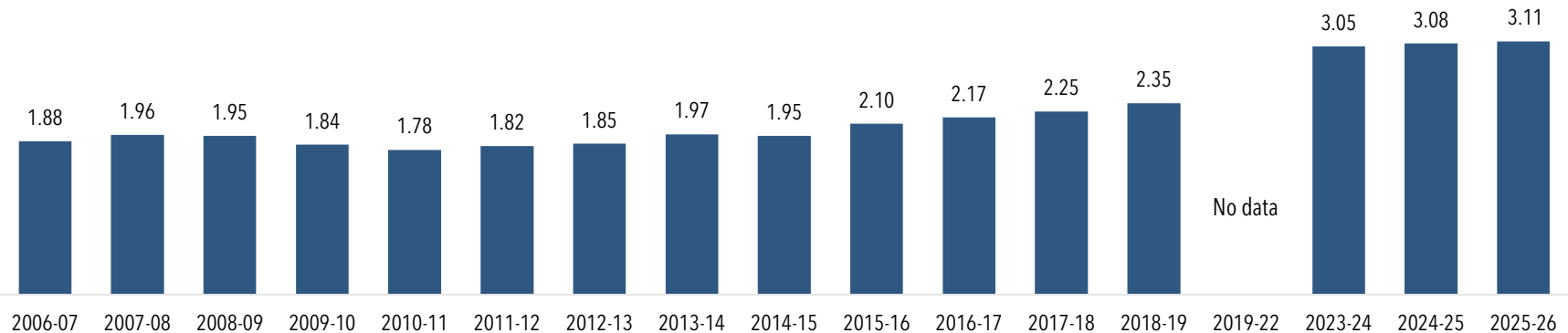


Figure 2. Visitor Volume to Alaska, Full-Year, 2006-2026 (Millions)



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