We’ve Come A Long Way
A big decline in cruise ship visitors is certain

ADOL, Economic Trends, Jan 2010

As difficult as it can be to forecast economic change with any accuracy, there’s little doubt that 2010 will be another challenging year for the tourism industry. Several cruise ships have been moved out of the Alaska market and the number of cruise visitors is expected to drop by about 15 percent from preliminary 2009 numbers of slightly less than 1 million.

CRUISE NEWS

Alaska businesses feel the pinch of fewer cruise passengers

August 1, 2010 at 1:00 am

Alaska is expected to see a 15 percent decline in passengers this cruise season.

Despite recent news that a boost in independent-visitor traffic is helping offset the negative economic impact of fewer cruise ship passengers this year, the Alaska tourism industry is struggling. We will have 140,000 fewer cruise visitors this year, which equates to a loss of $150 million in direct and indirect spending and 5,000 Alaska jobs. Based on industry announcements, it is estimated that Alaska will see 125,000 fewer passengers in 2011.

The trend continues in 2010, the state will return to visitor levels last seen in 2004 after years of growth in the tourism industry, Peck said. “We need to work collectively to reverse this trend,” he said.

“A big decline in cruise ship visitors is certain”

ALASKA ECONOMIC TRENDS

By Casey Kelly February 11, 2010

The Oosterdam was one of the last ships of the 2013 cruise season. (Photo by Heather Bryant/KTOO) A big decline in cruise ship visitors is certain ADOL, Economic Trends, Jan 2010 As difficult as it can be to forecast economic change with any accuracy, there’s little doubt that 2010 will be another challenging year for the tourism industry. Several cruise ships have been moved out of the Alaska market and the number of cruise visitors is expected to drop by about 15 percent from preliminary 2009 numbers of slightly less than 1 million.

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Alaska cruises are most booked US vacations, survey finds

Alaska cruises jumped to the top spot from last year’s fifth place to become the most booked domestic vacation for 2018, according to findings from Travel Leaders Group’s 2018 Travel Trends Survey.

Orlando was bumped down a notch to second place. Las Vegas, Maui and New York City rounded out the Top 5.

Internationally, Caribbean cruises and Cancun, Mexico, respectively, maintained their top two spots, while European river cruises edged up one place to third. Mediterranean cruises and Punta Cana, Dominican Republic, were fourth and fifth, respectively.

Top up and coming destinations include Iceland, New Zealand, Thailand, Vietnam and Croatia. Additionally, of the respondents who book travel to the Caribbean, 45.6% said their 2018 bookings to the Caribbean are about even with last year; while 13.3% said their bookings to the Caribbean are higher. When it comes to Caribbean cruises, 71% said these bookings are either higher than or equal to last year’s bookings.

It's important to note that interest in the Caribbean, whether it’s a cruise or land-based travel, remains high, said Travel Leaders Group CEO Nihan Chacko. Cruising overall, whether it’s to the Caribbean, a European river cruise or a cruise in the Mediterranean, is a popular vacation pick for Americans due to the multiple destinations one can visit, along with the tremendous value and convenience cruises offer.

Alaska cruises have been among the top 10 domestic trips booked by Travel Leaders Group travel advisors over the last several years, but this is the first year they've reached the No. 1 spot in the annual Travel Trends Survey. According to Cruise Lines International Association, 1,089,700 passengers cruised in Alaska last year, and that number is expected to grow to 1,568,300 passengers in 2019.
MEETING OUR GOAL OF WORKING TO MAKE COMMUNITIES A GREAT PLACE TO LIVE AND VISIT

Contributing to local economies

- Over 8,000 jobs (annualized)
- Nearly $800 million in passenger spending
- $82.9 million in municipal revenues
By RASHAH MCCHESNEY
THE ASSOCIATED PRESS

JUNEAU — A life-sized whale statue has Juneau in hot water after a cruise ship association alleged it’s a symbol of the Alaska city’s misuse of millions in fees paid by visitors.

The Cruise Lines International Association and its Alaska affiliate filed a lawsuit against the City and Borough of Juneau on Tuesday in federal court in Anchorage. They’re challenging the legality of so-called head tax fees paid by cruise passengers who visit the state’s picturesque capital.

Cruise ships collect the fees and pass them on to the city. Juneau gets a $5 entry fee per cruise ship passenger in addition to a per-passenger port development fee of $3.

The association estimates it has given Juneau more than $35 million in entry fees in the past four years.
WORKING TOGETHER TO SOLVE CHALLENGES

• Reached agreement on Passenger Fees
  • Industry supporting local services
    ▪ Crossing Guards, Police/Fire
  • Industry supporting infrastructure
    ▪ Archipelago Development
    ▪ Statter Harbor

• Millions for local projects
  • $170 million distributed to local communities
  • $123 million in direct legislative grants
  • $293 million in total cruise ship taxes supporting local projects
SEVERAL MILESTONES ACHIEVED

1 Millionth Cruise Visitor

Juneau 2016

Ketchikan 2017
SKAGWAY GREETED 1 MILLION PASSENGERS FOR THE FIRST TIME EVER THIS YEAR
GOING FORWARD

• Alaska’s visitor industry is very strong
• What community will hit a million passengers next – Sitka? Icy Strait Point? Seward?
• Industry is committed to maintain strong partnerships with local communities
• CLIA Alaska team is very accessible and positioned well to represent industry going forward
• I’m looking forward to spending even more time in SE Alaska