

Travel and Visitor Industry

Photo Credit: Michael Penn/Juneau Empire



Employment and Wages

In 2010, there were 5,095 annual average employees in the regional tourism industry, with an associated payroll of \$128 million. This represents an employment decrease of two percent from 2009. While tourism is not a commonly defined sector, if the visitor products industry is defined to incorporate the categories below, it would be the largest **private** sector regional employer **in term of employees**, accounting for 14% of all regional employment, and 9% of all regional wages.⁴

Travel and Visitor Sector, Southeast Alaska, 2010

	NAICS	Units	Total Wages	Avg. Annual Employment 2010	Avg. Annual Employment 2009	Change 2009-2010
Air transportation	481	39	\$27,098,151	720	716	1%
Scenic and sightseeing transportation	487	87	\$24,055,301	683	727	-6%
Support activities for transportation	488	29	\$10,692,886	215	207	4%
Travel Agencies	561510	6	\$451,414	13	16	-18%
Leisure and Hospitality	1026	388	\$65,675,927	3,464	3,558	-3%
Visitors Industry Total		549	\$127,973,679	5,095	5,223	-2%

⁴ Government pays 35% of all Southeast wages. Seafood is the largest private sector employer in terms of wages.

Visitors and Travelers

In 2010, 1.26 million passengers disembarked in Juneau by airplane, cruise ship, or ferry. This represents an 8.9 percent decrease in total passenger disembarkations over the previous year (123,000 fewer passengers). This decline is solely due to an increase in cruise travelers. Juneau saw 20,000 more air and ferry passengers in Juneau in 2010 over 2009; while cruise passengers traffic dropped by 143,000 visitors.

Juneau Cruise, Air, and Ferry Traffic 2009-2010

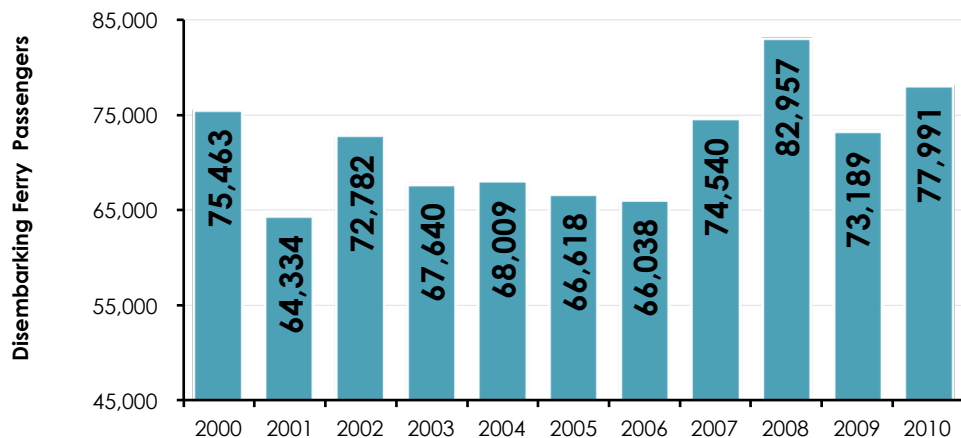
	Ferry	AK Air	Other Air	Cruise	Total
2010	77,991	267,765	36,121	875,593	1,257,470
2009	73,189	257,719	30,751	1,018,700	1,380,359
Change 2009-10	↑6.6%	↑3.9%	↑17.5%	↓-14.0%	↓-8.9%

Source: Ferry traffic is disembarking passengers in Juneau from the Alaska Marine Highway System. Alaska Airlines deplanements are obtained from Juneau International Airport. Cruise line traffic obtained from Cruise Line Agencies of Alaska. Other airline arrivals is from the US Bureau of Transportation Statistics.

Ferry Passengers

In 2010, 77,991 ferry passengers disembarked in Juneau. This represents a 6.6 percent increase over 2009 (4,802 passengers).

Disembarking Ferry Passengers in Juneau, 2000-2010



Airline Passengers

The number of passengers disembarking in Juneau using Alaska Airlines increased in 2010. Alaska Airlines passenger deplanements were up four percent, an increase of more than 10,000 passengers compared to 2009. In the first half of 2011, Alaska Airlines passenger deplanements were up 7.7 percent compared to

the first half of 2009. Total passenger airline arrivals were up five percent in 2010 from the previous year. In 2010, according to the Bureau of Transportation Statistics, 303,886 air passengers landed in Juneau, 15,000 more than the year before. In 2010, 43% of all airline passengers (131,083) arrived in Juneau directly from Seattle; while one third of passengers (31%) came from elsewhere in Southeast.

Air Passenger Arrivals to Juneau in 2010 by Top Cities of Origin

Origin City	2010 Passengers	Passenger Change 2009-2010
Seattle, WA	131,083	1%
Anchorage, AK	74,259	6%
Sitka, AK	21,776	6%
Ketchikan, AK	16,741	6%
Petersburg, AK	10,667	1%
Hoonah, AK	10,259	62%
Gustavus, AK	9,130	201%
Haines, AK	7,349	41%
Skagway, AK	6,472	20%
Yakutat, AK	4,025	2%
Wrangell, AK	3,406	-9%
Grand Total	303,886	8%

Source: Bureau of Transportation Statistics. The data does not include most charter flights, and is direct link only.

Juneau's smaller airline services experienced some major changes in recent years. After 19 years of small air taxi charter service, Air Excursions started scheduled service December 2009 from Juneau to Gustavus, Hoonah, Haines, Skagway, and Kake. In 2007, Skagway Air Service closed down after 43 years of service. After 52 years in Haines, L.A.B. Flying Service was shut down in 2008 and did not reopen.

Air Passenger Arrivals to Juneau in 2010, by Carrier (not including charter service)

Carrier Name	2010	Change 2009-2010
Alaska Airlines Inc.	267,765	4%
Wings Of Alaska	22,666	17%
Air Excursions LLC	10,013	>+100%
Alaska Seaplane Service	3,366	3%
Other	76	-7%
Grand Total	303,886	8%

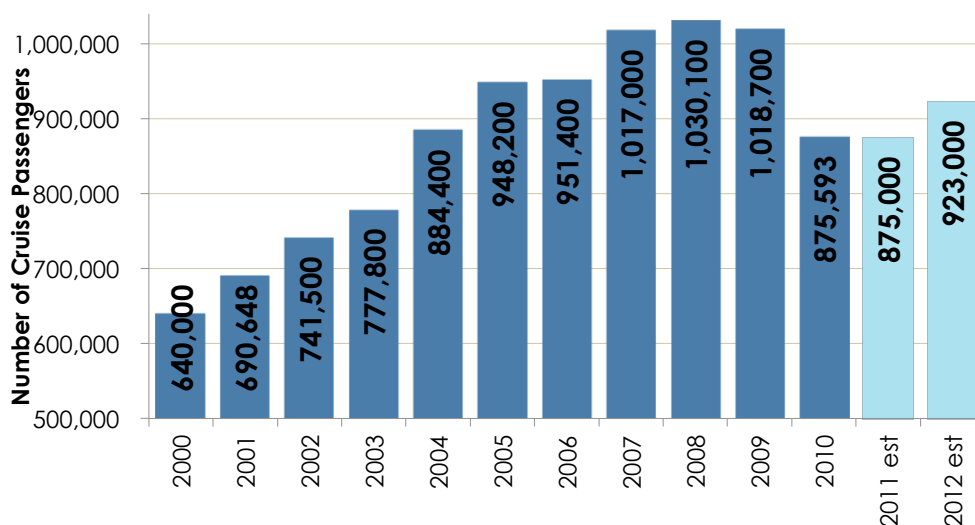
Source: Bureau of Transportation Statistics. <http://www.transtats.bts.gov/>

Cruise Ship Traffic



In 2010, Juneau and Southeast Alaska were visited by 875,600 cruise ship tourists, a 14-percent decrease over 2009, and an 18-percent decrease over 2008. A slight additional decrease is expected in 2011 before rebounding again (by 5.5%) in 2012. The peak cruise visitor day in 2011 was September 6th, with 16,578 passengers aboard six vessels.

Southeast Alaska Cruise Passengers 2000-2011



Source: McDowell Group, Cruise Line Agencies of Alaska. Estimates by Juneau Convention and Visitors Bureau on July 28, 2011 via KiNY.

The number of cruise ship visitors to the region doubled between 1997 and 2007, when more than a million passengers visited the region. However, in response to

the global recession and the Alaska cruise ship head tax the cruise industry decreased the number of ships and ship sailings to Southeast Alaska.

Bus Ridership

In 2010, Juneau residents and visitors took 1.22 million trips on the local Capital Transit bus system. This represents a one percent increase over 2009 ridership, and a 20 percent increase over 2002, when ridership was 1.01 million bus trips.

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