

2023 Mid-Year Visitor Industry Report

(Unless indicated otherwise, all the below is through the month of June)

Hotel/Motel Occupancy Rates and Average Daily Rates



Hotel/motel occupancy rates dropped slightly from 2022, with rates at 69% compared to 70%. Despite the small decrease, our occupancy rates are outperforming our identified competitive markets, to include Anchorage. Average daily rates (ADR) continued to increase as they did in 2022, with a year-to-date ADR of \$171 compared to \$154, an increase of 11%. The higher ADRs are also reflected in the increases to borough-wide bed tax revenues, which, through the month of May, have increased by 14% over 2022 (\$2,564,628 compared to \$2,249,313).

Source: Smith Travel Report. Not all Fairbanks area hotels reflected in the data

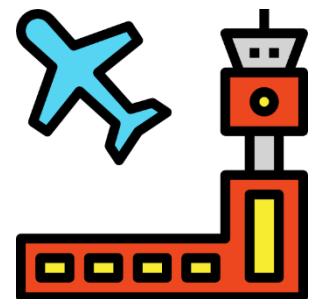
Short-Term Rental Occupancy Rates and Average Daily Rates

Occupancy rates for short-term rentals were flat year-over-year at 83%. Like hotels, May was the strongest month for occupancy rates with 90% compared to 80%. ADRs also increased with a year-to-date of \$162 compared to \$153, an increase of 5%. Most significant is the growth in supply, with total listings year-to-date of 4,659 compared to 3,512, an increase of 33%.

Source: Key Data, contains Airbnb and VRBO

Fairbanks International Airport Arrivals and Departures

With some data still to be reported for the month of June, combined arrivals and departures at the Fairbanks International Airport were up 3% year over year, with 481,736 in 2023 compared to 469,363 in 2022. Numbers are reflective of main carriers only and do not include East Ramp airport numbers. This summer saw the return of United Airline's daily Chicago service, Delta Air Lines' daily Minneapolis service, Condor's weekly service to Frankfurt, as well as additional service to Seattle with both Alaska Airlines and Delta Air Lines.



Source: Fairbanks International Airport

Alcan Border Crossings



Highway travel saw a dramatic increase, with the Alcan border reporting 43,316 passenger crossings, an increase of 80% over the 2022 number of 24,030. This year is the first time the Poker Creek/Top of the World border has opened since 2019, with a total passenger crossing of 4,892 compared to the 2019 number of 6,616.

Source: Customs and Border Patrol (CBP)

Morris Thompson Cultural and Visitors Center (MTCVC)

Visitation at MTCVC grew significantly over 2022, with a year-to-date visitor count of 50,790 compared to 41,118, an increase of 24%.

Domestic Visitor Profile

Out of a sample size of 46,000 qualified arrivals*, 62% of year-to-date visitors were from the Lower 48, with Washington being the number one state (22%) followed by California (8%), Texas (7%), Oregon (6%) and Florida (5%). Of the total sample size, 92% were overnight trips and the average length of stay was 4.1 days.

**Qualified arrival are visitors that met the following criteria: (1) Stayed in the destination longer than four hours and less than two weeks (2) Traveled greater than 200 miles (3) Registered more than 2 "pings" on their mobile device*

Source: Madden Voyage



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