

## 2023 Year-End Visitor Industry Report

### Hotel/Motel Occupancy Rates and Average Daily Rates



Hotel/motel occupancy rates closed out at 69% for 2023, a slight decrease from the 2022 figure of 71%. Only the months of May (5%) and August (3%) posted increases over the same time period in 2022. August was the higher performing month at 89%. Fairbanks occupancy rates performed better than four of our five identified competitive markets. Average daily rates (ADR) increased by 9% at \$184 compared to 2022's figure of \$168. The month of August had the highest ADR of the year at \$252 while January was the lowest at \$126.

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

### Short-Term Rental Occupancy Rates and Average Daily Rates

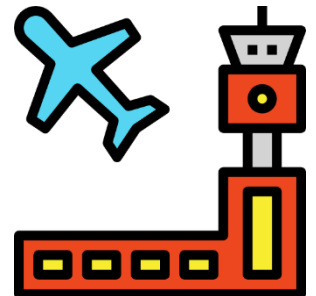
Occupancy rates for short-term rentals were down by -4% over 2022 with a rate of 45%. ADRs were essentially flat at \$170. More significant is the growth in supply, with total listings for 2023 at 10,528, an increase of 34% over 2022.

*Source: Key Data, contains Airbnb and VRBO*

### Fairbanks International Airport (FAI) Arrivals and Departures

Combined arrivals and departures at FAI increased by 6% over 2022, with 1,063,015 compared to 1,008,092. In comparison to 2019, there was a decrease of 4%. August had the highest number of the year with 125,323 total passengers while the month of September outperformed 2019 by 3% with 93,831 compared to 90,521, the highest number for September on record. Winter months (Jan-April/Oct-Dec) totaled 535,613, 2% higher than the summer months (May-September) of 527,402.

*Source: Fairbanks International Airport*



## Alcan Border Crossings



Highway travel saw a significant increase of 97,628 passenger crossings at the Alcan border, 36% over 2022 and -15% under the 2019 number of 114,168. The month of July reported the highest passenger count of 22,0062, even surpassing the July 2019 number of 20,572.

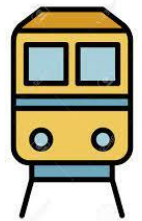
Source: Customs and Border Patrol (CBP)

## Morris Thompson Cultural and Visitors Center (MTCVC)

Visitation at MTCVC grew significantly over 2022, with a year-end total of 118,946, 20% more than the 2022 total of 98,912. August reported the busiest month with 19,311 total visitors. The year-end total was a decrease of 27% of the 2019 number of 163,613; note that in 2019 the center was open two additional hours daily during the summer months.

## Alaska Railroad (AKRR)

AKRR saw an increase of 5% combined arrival and departure passenger numbers at the Fairbanks depot, with 42,440 compared to 40,572 in 2022 and an increase of 19% over the 2019 number of 35,720. August was the highest month with a total of 9,395 total passengers.



## Domestic Visitor Profile



Out of a sample size of 92,197 qualified arrivals\*, 61% of visitors in 2023 were from the Lower 48, with Washington being the number one state at 14%, Texas and California tied at 5%, Oregon at 4%, Florida at 3%, followed by Arizona, Georgia, Colorado and Illinois, all tied at 2%. Of the total sample size, 91% were overnight trips and the average length of stay was four days.

Comparing winter to summer, sample size of qualified arrivals for the winter (Jan-April/Oct-Dec) was 50,674 versus 41,523 for summer (May-September). Winter qualified arrivals more frequently stayed more than four days while summer arrivals were less than three 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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