

Alaska Travel Dashboard - March 2022



EMPLOYMENT

Filled 70-80% of summer positions

Hiring managers are reporting they have hired 70-80% of employees for summer season and are having difficulty filling the remaining positions. Smaller, specialized outfits are closer to fully hired while larger ones are still struggling to fill housekeeping, kitchen staff, and other supporting roles. This will result in limited room inventory or times of operation this summer.

Source: ATIA Member Polling



AIR TRAVEL

Winter travel down about 15% from 2019

Large airports are reporting winter passenger numbers about 15% below historic figures from 2019 and 2020.

Source: Ted Stevens Anchorage Int'l Airport, Explore Fairbanks



LODGING

Occupancy rates improving for 2022

Fairbanks saw occupancy rates of 70% in 2021, compared to 72% in 2019. Anchorage is seeing higher occupancy rates this winter, up 14% from last year and 1-2% higher than 2019-20.

Source: Explore Fairbanks, Smith Travel Report



CRUISING

2019: 1.33 million visitors arrived by cruise ship

2020: 0 visitors arrived by cruise ship

2021: 175,000 visitors arrived by cruise ship

2022: 1.55 million anticipated passengers

A record 1.55 million passengers could arrive by cruise ship in summer 2022 if normal capacities are implemented on scheduled sailings.

Source: CLIA-Alaska and Rain Coast Data



TRAVEL ALASKA STATEWIDE MARKETING PROGRAM

TRAVELALASKA.COM

Launched new TravelAlaska.com website in February. 480 million visits to website in January & February 2022, up 36% from 2021.

ADVERTISING HIGHLIGHTS

- YTD Cost Per Lead: \$23, well below target of \$27
- Website: Average Pages/Session: 2.7 for paid campaign (up 13%), 109m sessions through January 2022 (on par with 2021)

PUBLIC RELATIONS HIGHLIGHTS

Through the form of media assistance, articles generated on behalf of Travel Alaska had a potential audience reach of 17,879,129 in February. Six articles generated in February.

SOCIAL MEDIA HIGHLIGHTS

- 8.3 million impressions in February across all channels
- With the addition of YouTube ads for the "Ready Together" campaign, YouTube saw a great month in February with nearly 15k more views than January.
- February Twitter audience grew by 621 users (more than twice the amount of growth compared to the previous month).
- Pinterest broke 10k followers

CULTURAL TOURISM UPDATES

New TravelAlaska.com website launched with Alaska Native cultural components:

- Homepage greetings in Alaska Native languages
- Designs inspired by Alaska Native artwork and culture
- Alaska Native lands map and land acknowledgement
- Alaska Native place names on community pages
- New page featuring Alaska Native cultural tours and experiences

Source: ATIA



Alaska's leading statewide nonprofit membership organization for the Alaska travel industry.