



# We've Come A Long Way

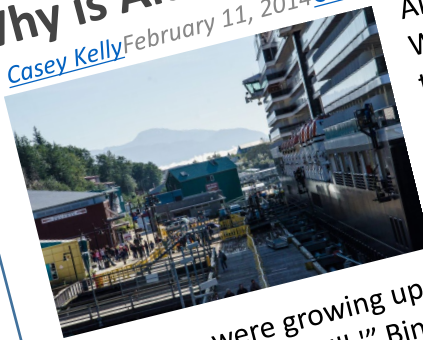
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# Why is Alaska losing market share in the global cruise industry?

By Casey Kelly February 11, 2014 CBJA



The Oosterdam was one of the last ships of the 2013 cruise season. (Photo by Heather Bryant/KTOO)

Alaska's share of the global cruise industry is on the decline. While the number of passengers to visit the state last year was nearly back to the level before the Great Recession, other cruise destinations continue to attract more ships.

Long before he was a Republican state lawmaker and candidate for governor, John Binkley [worked on his family's riverboat in Fairbanks](#), doing tours for visitors to Alaska's Interior.

"When we were growing up in our family business, my father used to always tell us that, 'If you're coasting, you're going downhill,'" Binkley told the Juneau Assembly Committee of the Whole.

President of [Cruise Lines International Association of Alaska](#), formerly the Alaska Cruise Industry, and O... state has been coasting when it comes to attracting tourists. ... industry, and O... mented, what we've had here in Alaska in terms of...



8/21/2009

## State tourism on downward slide

By MARY PEMBERTON  
Associated Press Writer

ANCHORAGE - Alaska's tourism industry is flat and now on a downward slide that will only get worse next year with 150,000 fewer cruise ship passengers visiting the state.

A panel of experts attending a tourism summit on Thursday at the Dena'ina Civic and Convention Center in Anchorage said the outlook is not good.

"Next year won't be worse. It threatens to be much worse," said moderator John Tracy.

By the end of 2009, Alaska is seeing fewer visitors, said Alaska Travel Industry Association President Ron Peck. In 2008, he said, 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.

Peck said the tourism industry employs... industries in the state...

## ALASKA ECONOMIC TRENDS

### 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.

Last year's redeployment of three ships to other parts of the world greatly impacted the entire state. Alaska 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.

On June 14, Ron Peck with the Alaska Travel Industry Association said the number of independent travelers is up from 2009, but only slightly. Even with the increase, this year's numbers are nowhere near where they were 2008.

Initial data from the Alaska Department of Revenue show roughly 20 percent fewer passengers visited Alaska in May of this year than in May 2009. The overall decline in passengers for the summer cruise season is expected to be 15 percent.

"There are days that you just drive through town and wonder where everyone went," Peck said.

Peck runs the Bed and Breakfast Association of Alaska and is also a proprietor of All Seasons Bed and Breakfast in Anchorage.

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## Alaska cruises are most booked US vacations, survey finds



Travel Leaders Group's travel advisers frequently recommend Alaska as a not-to-be-missed travel experience. Here, a Princess Cruises ship in Glacier Bay (Photo: Princess Cruises)

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 the 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, 71.7% said these bookings are either higher than or equal to last year's bookings.

'It is important to note that interest in the Caribbean, whether it is a cruise or land-based travel, remains high,' said Travel Leaders Group CEO Ninan 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 advisers over the last several years, but this is the first year they have 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 projected to grow another 7% to 1,165,500 passengers in 2019.

**Cruise Industry**  
Number 1 in Industry Reporting  
2019 ANNUAL REPORT  
2019 EXECUTIVE GUIDE  
Quarterly Magazine  
11 - 13 September 2019  
Hamburg  
December 06, 2018

### Norwegian to Build Pier at Icy Strait Point in Alaska

ings today announced a partnership with the Huna Totem Corporation to... in Icy Strait Point in Alaska. Completed for the summer 2020 Alaska cruise season and will be built to... the Line's Breakaway Plus-class ships, the company said. Norwegian Cruise Line Holdings' brands with preferential berthing rights in the... the Company to increase its calls to Icy Strait Point. Seven Seas Mariner, Norwegian Jewel and Norwegian Joy are... ore cruise passengers with access to Icy Strait's newly upgraded... amenities, including the world's largest ZipRider zip line, brown bear... hing excursions, local cultural dances accompanied by oral... em Corporation to construct a new pier at Icy Strait's newly upgraded... he wildly popular Alaska market and... natural beauty and exciting... vice president of...

### Carnival Corp. Invests in Alaska With White Pass & Yukon Rail Buy

by Adam Leposa | Jun 7, 2018 9:58am

Carnival Corporation just made a big investment in Alaska travel... Princess Alaska Tours, the cruise company has entered into a partnership... White Pass & Yukon Route rail division of TWC Enterprises... retail operations in Skagway, Alaska. The transaction is scheduled... customary closing conditions, Carnival Corp. said. Holland America Princess Alaska Tours has also executed... Survey Point Holdings, Inc, an Alaskan company based... White Pass Scenic Railway and the associated retail operations... review and approval. Carnival Corp. says that the agreements will allow it... the newest generation of cruise ships, among other... WP&YR's day-to-day terminal operations and customer...

# 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



# JUNEAU EMPIRE

## Cruise ship group: Statue plans are misuse of fees

Posted: April 13, 2016 - 10:00am | Updated: April 14, 2016 - 12:02am



### Michael Penn | Juneau Empire

In this March 2016 photo, work begins on the new park near the Douglas Bridge that will become the home to the life-size bronze sculpture of a breaching humpback whale. Part of the project funding comes from head taxes. 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 Alaska's picturesque capital.

By RASHAH MCCHESENEY

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 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.



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# 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 GREETES 1 MILLION PASSENGERS FOR THE FIRST TIME EVER THIS YEAR

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# 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

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