

Cruise visitors benefit Alaska

Alaska's cruise ships delivered 1,015,300 visitors to the great land in 2007, some 60 percent of all visitors to the state.

Forty percent of cruise visitors cross the Gulf of Alaska to either begin or end their Alaska vacation, a 23 percent increase over the past five years. These passengers cruise one way and fly one way, entering or leaving from the ports of Seward and Whittier via Anchorage.

The cruise ships inject \$1.35 billion into the Alaska economy each year. Cruise passenger spending accounts for half the economic stimulation, followed by cruise line purchases and wages. The industry generates an estimated \$121 million for state and local governments. An estimated \$72 million of that goes to the state and the remaining \$48 million is distributed to local governments.

Southeast Alaska receives about 30 percent of expenditures, followed by Southcentral Alaska with 28 percent and Interior/Other at 21 percent. The balance is spread throughout the state.

The industry directly or indirectly supports 14,500 jobs in Alaska.

Ninety percent of cruise visitors purchase a shore excursion, with the most popular ones being city/sightseeing, rail tours, wildlife viewing and cultural activities. Seventy-seven percent purchase items from Alaska stores.

Twenty-two percent participate in a packaged land tour, with the most popular destinations being Fairbanks, Denali and Anchorage.

The industry annually contributes \$2.3 million to 222 non-profit organizations.

Source: "Economic Impacts of the Cruise Industry in Alaska, 2007." The McDowell Group, Inc

The visitor industry: A growing part of Alaska's economy

40,000 full-time equivalent annual jobs

13.7 percent of Alaska employment

78 percent Alaska hire

1.15 billion in Alaska wages and benefits

1.63 million visitors in 2006