THE STATE of ALASKA
GOVERNOR MIKE DUNLEAVY

Department of Commerce, Community, and Economic Development

Alcohol and Marijuana Control Office

550 West 7th Avenue, Suite 1600
Anchorage, AK 99501
Main: 907.269.0350

MEMORANDUM

TO: Alcoholic Beverage Control Board

DATE: November 03, 2026

FROM: Shawn Kowalski, Licensing Examiner II

RE: Seasonal Restaurant or Eating Place Tourism License in City of Seward

This is an application for a Seasonal Restaurant or Eating Place Tourism License ("SREPTL") by The Garage Seward, LLC DBA The Garage, City of Seward.

Under AS 04.09.360, one of the criteria to qualify for a SREPTL is that the city has a population of 40,000 or less and receives more than 4,000 visitors a year. The City of Seward has a resident population of about 2,224, and, according to the data (Alaska Travel Industry Association) receives more than 4,000 visitors a year.

Seward received approximately 140,700 cruise ship visitors in 2025. Following the formula under 3 AAC 305.310 to determine number of potentially available SREPTL:
Equation: Visitor Count / 182 = x / 1,500 visitors per visitor day
Visitor Counts:

-140,700 Cruise Ship passengers

- **The Math:**
140,700 / 182 = 773.076923 / 1,500 = 0.515 rounds up to 1 available.

If the board accepts the applicant's data, the board is accepting it as reliable sources (3 AAC 305.910), and the board will use the annual visitor count to every application of this type, in Seward, during the calendar year.

In addition to the visitor data. The board should review the application as it does any other restaurant or eating place license and the applicant's tourism statement – encouragement of tourism is one of the criteria to meet for this type of license.

If this application for SREPTL licensure is approved, it would be the first SREPTL in Seward.

Seward currently has two (2) resident population capped restaurant or eating place licenses with 0 remaining.

AS 04.09.360. Seasonal restaurant or eating place tourism license. (a) A seasonal restaurant or eating place tourism license authorizes a restaurant or eating place to

(1) sell brewed beverages and wine for consumption only on the licensed premises for a period not to exceed six months in each calendar year; and

(2) allow a person

(A) under 21 years of age access as provided in (f) of this section to the licensed premises; and

(B) to enter or remain on the licensed premises to consume food or

nonalcoholic beverages as authorized under AS 04.16.010(c)(5).

(b) The biennial seasonal restaurant or eating place tourism license fee is $1,250

(c) The board may issue or renew a license under this section only if

(1) the board determines that

(A) the licensed premises is a bona fide restaurant as defined in AS 04.21.080(b);

(B) there is supervision on the premises adequate to reasonably ensure that a person under 21 years of age will not obtain alcoholic beverages, except as provided under AS 04.16.049(d); and

(C) it is unlikely that persons under 21 years of age not employed on the premises will enter and remain on the licensed premises for purposes other than dining; and

(2) the sale and service of food and alcoholic beverages and any other business conducted on the licensed premises of the restaurant or eating place is under the sole control of the licensee.

(d) The board may issue a license under this section only in a municipality or established village that

(1) has a population of 40,000 or less; and

(2) receives more than 4,000 visitors a year, as determined by the board in regulation.

(e) The board may issue a license or approve an application for the transfer of ownership of a license under this section if it appears that issuance or transfer will encourage the tourism trade.

(f) The board may authorize the holder of a seasonal restaurant or eating place tourism license

(1) to allow a person who is at least 16 years of age but under 21 years of age to enter and remain on the licensed premises for dining only;

(2) to allow a person who is under 16 years of age to enter and remain on the licensed premises for dining only if

(A) the person is accompanied by a person who is 21 years of age or older; and

(B) the parent or guardian of the person consents to the person being on the licensed premises; and

(3) subject to AS 04.16.049, to employ or permit the employment of a person who is at least 16 years of age but under 21 years of age on the licensed premises if the employer provides adequate supervision to ensure that an employee who is 16 or 17 years of age does not obtain alcoholic beverages.

(g) The holder of a seasonal restaurant or eating place tourism license shall ensure that gross receipts from the sale of food for consumption on the licensed premises are not less than the total of the gross receipts from the sale of alcoholic beverages for consumption on the licensed premises in each calendar year. At the time the holder submits an application for renewal of the license, the holder shall submit a statement to the board certifying that the holder has met the requirement under this subsection for the designated period of the license under AS 04.11.680. The board may renew a seasonal restaurant or eating place tourism license only if the licensee provides evidence satisfactory to the board that, during the designated period of the license under AS 04.11.680, the gross receipts from the sale of food for consumption on the licensed premises were not less than the total of the gross receipts from the sale of alcoholic beverages for consumption on the licensed premises.

(h) The board shall adopt a regulation establishing a formula to limit the number of seasonal restaurant or eating place tourism licenses.

(i) The holder of a seasonal restaurant or eating place tourism license may provide entertainment on or adjacent to the licensed premises only between the hours of 10:00 a.m. and 11:00 p.m. unless additional hours are approved by the director upon the written request of the licensee for a specific occasion. The director may not grant approval for additional hours of entertainment on or adjacent to the licensed premises of an individual licensee more than three times in a calendar year. In this subsection, “entertainment” includes dancing, karaoke, live performances, or similar activities, but does not include recorded or broadcast performances without live

participation.
(j) Except as provided under AS 04.09.620, 04.09.640, and AS 04.16.120(c), the holder of a seasonal restaurant or eating place tourism license commits the offense of failure to comply with the terms of a seasonal restaurant or eating place tourism license if the person sells brewed beverages or wine in violation of (a) of this section, engages in activity not authorized by the board under (f) of this section, or fails to comply with the requirements of (f), (g), or (i) of this section.
(k) Failure to comply with the terms of a seasonal restaurant or eating place tourism license is a violation.

3 AAC 305.305. Seasonal restaurant or eating place tourism license. (a) Subject to the limitations of licenses as set out under 3 AAC 305.900, the board may approve an application for a seasonal restaurant or eating place tourism license under AS 04.09.360. The board may approve an application for the transfer of ownership of a seasonal restaurant or eating place tourism license to a person who files a license application under AS 04.11.260, if the applicant's licensed premises qualify as a bona fide restaurant or eating place under the sole control of the applicant and is

(1) located in a municipality or established village that has a population of 40,000 or less; and

(2) receives more than 4,000 visitors a year as determined under 3 AAC 305.910.

(b) The holder of a seasonal restaurant or eating place tourism license may provide entertainment as set out and identified in AS 04.09.360.

3 AAC 305.310. Determining available seasonal restaurant or eating place tourism licenses. (a) The board will not issue seasonal restaurant or eating place tourism licenses in municipalities or established villages that qualify for this license type if the issuance results in more than one seasonal restaurant or eating place tourism license per 1,500 visitors per visitor day.
(b) Visitor count or fraction of visitor per visitor day is calculated by dividing the total annual visitor count as set out under 3 AAC 305.910 by 182.
(c) The board may further limit the available seasonal restaurant or eating place tourism licenses upon application if the number of restaurant and eating place licenses issued under AS 04.09.210 exceed the restaurant and eating place licenses permissible under AS 04.11.400(a), or as public interest requires.

3 AAC 305.910. Determining visitor population. (a) For the purposes of determining whether a municipality or established village receives more than 4,000 visitors a year, the board may rely on visitor statistics generated annually by a reliable government, trade association, nonprofit, or commercial source presented by
(1) the municipality or established village;
(2) an applicant that would qualify for a seasonal restaurant or eating place tourism license; or
(3) an applicant for a transfer of ownership of a seasonal restaurant or eating place tourism license.
(b) The board will apply the same annual visitor count to every application filed under AS 04.11.260 for a seasonal restaurant or eating place tourism license in a specific qualifying municipality or established village during each calendar year. The board may reconsider that visitor count and how it calculates that visitor count each calendar year.

Document reference ID : 7924

Licensing Application Summary

Application ID:	7924
Applicant Name:	The Garage Seward Llc
License Type applied for:	Seasonal REPL Tourism License (SRTL) (AS 04.09.360)
Application Status:	In Review
Application Submitted On:	11/03/2026 10:53 AM AKST

Entity Information

Business Structure:	Limited liability company
FEIN/SSN Number:	[redacted]
Member Managed or Manager Managed:	Member Managed
Alaska Entity Number (CBPL):	10335591
Alaska Entity Formed Date:	10/13/2025
Home State:	AK

Entity Contact Information

Name	Phone	Email	Relation
Stephanie Higgins	806-640-4519	shiggins0511@gmail.com	Designated Licensee

Mailing Address:	PO Box 2781, Seward, AK, 99664, USA

Tell Us About You

Authority Type:	I am authorized user by the designated licensee with binding authority
Legal First Name:	Stephanie
Legal Last Name:	Higgins
Email Address:	shiggins0511@gmail.com
Phone Number:	806-640-4519

Additional Authorized Users

Legal Name	Relation with Applicant
John Higgins	Designated Licensee

Registered Agent Information

Name	Stephanie Higgins
Agent's Phone Number	806-640-4519
Agent's Email	shiggins0511@gmail.com
Address	PO Box 2781, Seward, AK, 99664, USA
The registered agent is either an individual resident of the state or a domestic corporation authorized to transact business in the state and whose business office is the same as the registered office?	Yes

Ownership / Principal Party Details

Principal Parent Entity	Principal Party	Role	%Ownership
The Garage Seward Llc	John Higgins	Manager, Member	50
The Garage Seward Llc	Stephanie Higgins	Manager, Member	50

Premises Address

Address:	801 3rd Ave, Seward, AK, 99664, USA
Does the proposed site include a valid street address?	Yes

Basic Business information

Business/Trade Name:	The Garage
What is your primary business at this location?	Restaurant

Premises Contact Details

Contact Person Name	Stephanie Higgins
Business Phone Number	806-640-4510
Email Address	shiggins0511@gmail.com

Local Government and Community Council Details

City/Municipality	Seward
Borough	Kenai Peninsula Borough

Property Ownership

Do you, the applicant, own the land, building, and/or warehouse at this proposed licensed location?

Yes

Property Utilization Status

An Existing Facility

Property Ownership Deed

Warranty Deed.pdf

Premises Diagram

Will the license or permit embrace the entire premises address?

Yes

Premises Diagram

- Premises Diagram.pdf

Security Plan

- Security Plan.pdf

Seasonal Information

Are you conducting seasonal business?	Yes
Please Provide your six-month operating period	05/01 - 10/31

Operation Period Details

Will operate seasonally from May - September each year, and may extend into October if the opportunity is there.

Restaurant Detail

Dining after standard closing hours: AS 04.16.010(c)	No
Dining by persons 16 – 20 years of age: AS 04.16.049(a)(2)	Yes
Dining by persons under the age of 16 years, accompanied by a person over the age of 21: AS 04.16.049(a)(3)	Yes
Employment for any persons under 21 years of age: AS 04.16.049(c)	Yes

List where within the premises minors are anticipated to have access in the course of either dining or employment. (Example: Minors will only be allowed in the dining area. OR Minors will only be employed and present in the Kitchen.)

Minors will be employed and present in the kitchen/food prep area and dishwashing station. Minors dining at the establishment will not have access to any areas where alcohol is served or stored.

Describe the policies, practices and procedures that will be in place to ensure that minors do not gain access to alcohol while dining or employed at your premises.

Alcohol will be kept in the serving area with no access to non-employees. An owner or manager will be on premises at all times to monitor employee access to alcohol. Alcohol will be served to persons over 21 years of age after a valid ID is verified by employees. Alcohol will be stored inside the facility, which the public does not have access to, therefore minors will not be able to access alcohol on the premises.

Is an owner, manager, or assistant manager who is 21 years of age or older always present on the premises during business hours?	Yes

Food Service Permit

Is your license located in Municipality of Anchorage?	No
Do you have Approved food service permit for this premises?	No
Copy of the current food service permit for this premises OR the plan review approval.	Plan Review application.pdf

Entertainment & Service

Are any forms of entertainment offered or available within the licensed business or within the proposed licensed premises?	Yes

Describe the entertainment offered or available and the hours in which the entertainment may occur:

On occasion, there will be live music performances.

Food and beverage service offered or anticipated is:	Counter Service

Restaurant Declaration

Please upload the finalized or expected Food and Alcohol Menu.	Draft Menu 2026.pdf

There are tables or counters at my establishment for consuming food in a dining area on the premises. I have included with this form a menu, or an expected menu, listing the meals to be offered to patrons.

This menu includes entrées that are regularly sold and prepared by the licensee at the licensed premises.

I certify that the license for which I am requesting desigation is either a Beverage Dispensary, Beverage Dispensary Tourism, Club, Sporting Activity or Event License, Outdoor Recreation Lodge, Golf Course, Destination Resort, OR Restaurant or Eating Place, Seasonal REPL Tourism License.

Hours Of Operation

Sunday	11:00 AM - 08:00 PM
Monday	11:00 AM - 08:00 PM
Tuesday	11:00 AM - 08:00 PM
Wednesday	11:00 AM - 08:00 PM
Thursday	11:00 AM - 08:00 PM
Friday	11:00 AM - 08:00 PM
Saturday	11:00 AM - 08:00 PM

Other Licenses Involvement

Does any representative or owner named in this application have any direct or indirect financial interest in any other alcoholic beverage business that does business in or is licensed in Alaska?

Yes

Description

Firebrand LLC dba Firebrand BBQ; restaurant/eating establishment; License No. 5872

Tourism Statement

Explain how issuance of a alcoholic beverage license at your establishment has/will encourage tourism.

Our restaurant will draw tourists as the only dedicated fish & chips restaurant in town, and adding beer & wine to the menu will encourage people to come in and relax with a good meal and a good drink.

Documentation establishing visitor counts in the municipality or established village in which the license will be located.

Cruise Ship numbers 2025 vs 2026.pdf
Alaska Visitor Volume Summer & Full Year 2025-26 FINAL (1).pdf

Individual Certification and Financial Interest

I hereby certify that no person other than a proposed licensee listed on the liquor license application has a direct or indirect financial interest, as defined in AS 04.11.450(f) in the business for which a liquor license is being applied for.

I hereby certify that any ownership change shall be reported to the board as required under AS 04.11.040, AS 04.11.045, AS 04.11.050, and AS 04.11.055.

Attestations

I certify that all proposed licensees (as defined in AS 04.11.260) and affiliates have been listed on this application.

I certify that I understand that providing a false statement on this form or any other form provided by AMCO is grounds for rejection or denial of this application or revocation of any license issued.

I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check the identification of a patron will complete an approved alcohol server education course, if required by AS 04.21.025, and, while selling or serving alcoholic beverages, will carry or have available to show a current course card or a photocopy of the card certifying completion of approved alcohol server education course, if required by 3 AAC 305.700.

I agree to provide all information required by the Alcoholic Beverage Control Board in support of this application.

I hereby certify that I am the person herein named and subscribing to this application and that I have read the complete application, and I know the full content thereof. I declare that all of the information contained herein, and evidence or other documents submitted are true and correct. I understand that any falsification or misrepresentation of any item or response in this application, or any attachment, or documents to support this application, is sufficient grounds for denying or revoking a license/permit. I further understand that it is a Class A misdemeanor under Alaska Statute 11.56.210 to falsify an application and commit the crime of unsworn falsification.

I certify that all proposed licensees have been listed with Division of Corporation, Business, and Professional Licensing.

I certify that I and any individual identified in the business entity ownership section of this application, has or will read AS 04 and its implementing regulations.

I certify I have provided a menu of a variety of types of food appropriate for meals that are prepared on the licensed premises.

I certify that non-employees under 21 years of age will not enter and remain on the licensed premises except for the purposes of dining only.

I certify that the sale and service of food and alcoholic beverages and any other business on the licensed premises is under the sole control of the licensee.

I certify the licensed premises is a bona fide restaurant as defined in AS 04.21.080(b).

I certify there is supervision on the licensed premises adequate to reasonably ensure that a person under 21 years of age will not gain access to alcoholic beverages.

I certify I understand that failure to comply with the terms of the Seasonal REPL – Tourism license is a violation.

I certify I understand that with each renewal application, I must provide a statement (Form AB-33) that the gross receipts from the sale of food for consumption on the licensed premises are not less than the total of the gross receipts from the sale of alcoholic beverages for consumption on the licensed premises in each calendar year.

I certify that any provided entertainment will be in compliance with AS 04.09.360, which states: The holder of a seasonal restaurant or eating place tourism license may provide entertainment on or adjacent to the licensed premises only between the hours of 10:00 a.m. and 11:00 p.m. unless additional hours are approved by the director upon the written request of the licensee for a specific occasion. The director may not grant approval for additional hours of entertainment on or adjacent to the licensed premises of an individual licensee more than three times in a calendar year. In this subsection, “entertainment” includes dancing, karaoke, live per or similar activities, but does not include recorded or broadcast performances without live participation.

I certify that I have provided a written statement attached to this application that explains how the establishment will encourage tourism and meets the requirements under AS 04.09.360, 3 AAC 305.305,305.310, 305.900 and 305.910.

I certify that I have provided appropriate documentation to establish visitor counts in the municipality or an established village in which the license will be located.

I certify that I understand the ABC Board will limit the availability of Seasonal REPL Tourism licenses as described at 3 AAC 305.310.

I certify that the licensed premises are located in a municipality or an established village has a population of 40,000 or less and receives more than 4,000 visitors a year as determined under 3 AAC 305.910.

Signature

This application was digitally signed by : Stephanie Higgins on 06/30/2026 12:21 PM AKDT

Documents

#	File Name	Type	Added On
1	Warranty Deed.pdf	License property ownership document	06/30/2026 12:04 PM AKDT
2	Premises Diagram.pdf	License Location Diagram Document	06/30/2026 12:05 PM AKDT
3	Security Plan.pdf	License Location Diagram Security Plan Document	06/30/2026 12:05 PM AKDT
4	Plan Review application.pdf	LicenseRestaurantDetailFoodServicePermitDocument	06/30/2026 12:13 PM AKDT
5	Draft Menu 2026.pdf	LicenseRestaurantDeclarationFoodAlcoMenuDocument	06/30/2026 12:15 PM AKDT
6	Cruise Ship numbers 2025 vs 2026.pdf	Visitors Count Document	06/30/2026 12:19 PM AKDT
7	Alaska Visitor Volume Summer & Full Year 2025-26 FINAL (1).pdf	Visitors Count Document	11/03/2026 10:53 AM AKST

801 3rd Ave



801 3rd Ave

Directions | Save | Nearby | Send to phone | Share

801 3rd Ave, Seward, AK 99664

Suggest an edit on 801 3rd Ave

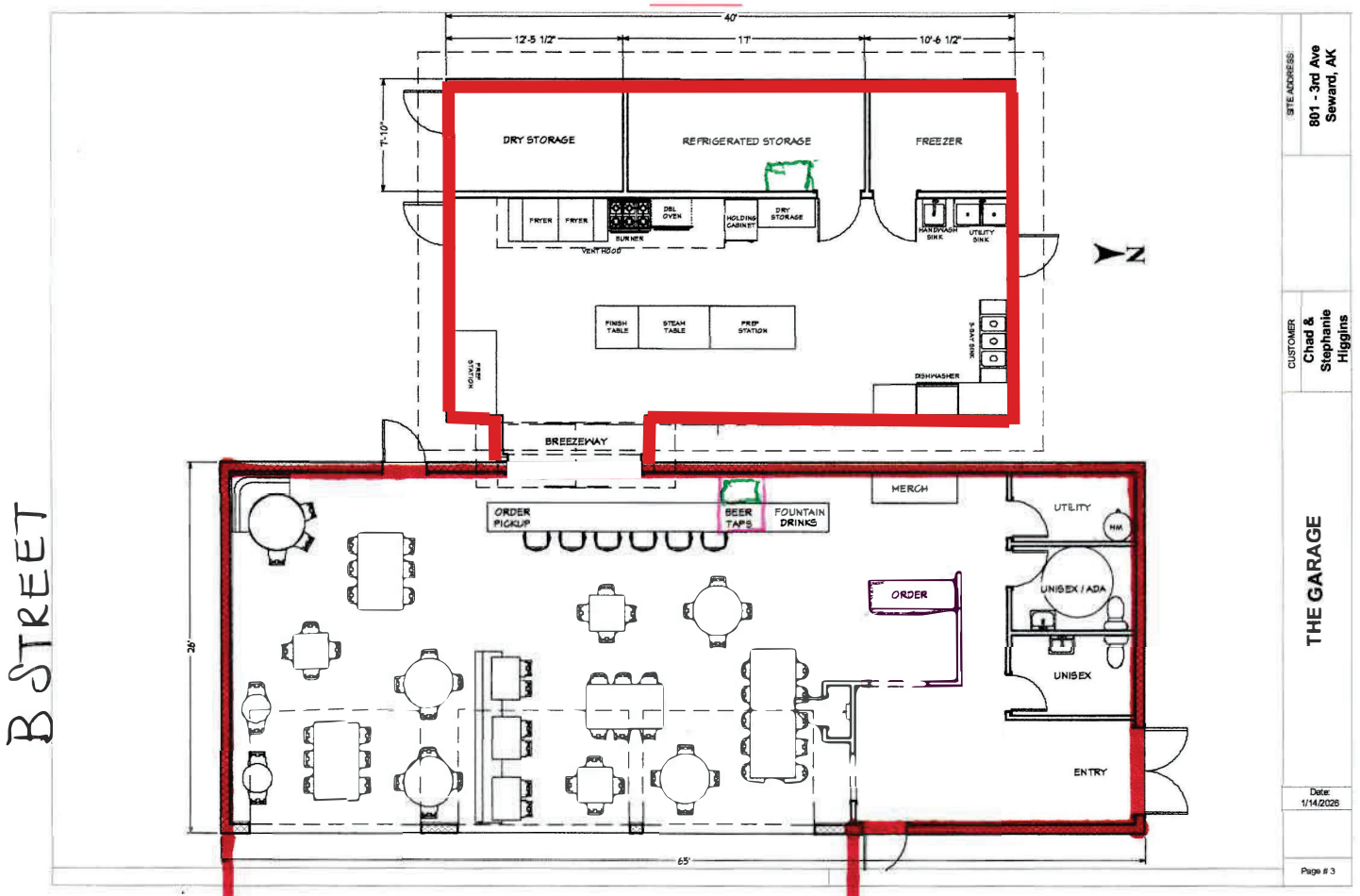
Add a missing place

Add your business

Photos



You're seeing a limited view of Google Maps.
See more


40'
12'-5 1/2"
11'
10'-6 1/2"
7'-10"
DRY STORAGE
REFRIGERATED STORAGE
FREEZER
FRYER
FRYER
DBL OVEN
HOLDING CABINET
DRY STORAGE
HANDWASH SINK
UTILITY SINK
VENTHOOD
BURNER
FINISH TABLE
STEAM TABLE
PREP STATION
SINK
DISHWASHER
HOLDING
PREP STATION
BREEZEWAY
ORDER PICKUP
BEER TAPS
FOUNTAIN DRINKS
MERCH
UTILITY
HW
UNISEX / ADA
ORDER
UNISEX
ENTRY
26'
65'
N
B STREET
THIRD AVE
SITE ADDRESS
801 - 3rd Ave
Seward, AK
CUSTOMER
Chad &
Stephanie
Higgins
THE GARAGE
Date:
1/14/2026
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SECURITY PLAN

1. All surplus alcohol will be stored in a locked walk-in cooler located on the premises. The walk-in cooler will be locked at all times unless it is being accessed by authorized employees to restock supplies.

2. All alcohol available for immediate sale will be stored in the serving area in a glass front cooler, accessible only to employees, and locked in the premises at the close of business.

3. Employees will be trained in TAP protocol and will be required to check identification of all persons seeking to purchased alcohol.

4. Consumption of alcohol will be limited to the indoor eating area and the outdoor patio area that is surrounded by a 4 foot fenced barrier. Signs stating “No Alcohol Beyond this Point” will be posted at the entrance/exit points (there will be 5 entrance/exit locations).

5. An owner and/or manager will be on the premises at all times to monitor all parties consuming alcohol on the premises.

MENU

FISH & CHIPS

Served with house made fries & tartar sauce

Halibut:

2 Pieces: $_____
3 Pieces: $_____

Rockfish:

2 Pieces: $_____
3 Pieces: $_____

Cod:

2 Pieces: $_____
3 Pieces: $_____

SIDES

Fries: $_____
Macaroni & Cheese: $_____
Seasoned Whipped Sweet Potatoes: $_____
Cole Slaw: $_____
Garden Salad: $_____

NON-ALCOHOLIC DRINKS

Soda
Iced Tea
Water

CRAB BOIL

Kodiak tanner crab, reindeer sausage, corn on the cobb, and new potatoes boiled with seafood seasonings and served family style

SERVES 2: $_____
SERVES 4: $_____
SERVES 6: $_____

BEER & WINE

Stoney Creek Brew House - $7.00
Blueberry Hef
Tiehacker IPA
Hard Seltzer

Wine by the Glass - $8.00
Chardonnay
Pinot Grigio
Cabernet Sauvignon
Merlot

***CONSUMER ADVISORY:**
Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase risk of foodborne illness, especially if you have certain medical conditions.







ALASKA VISITOR VOLUME

Summer 2025

February 2026

Prepared for:

Alaska Travel Industry Association

McKINLEY RESEARCH
GROUP, LLC

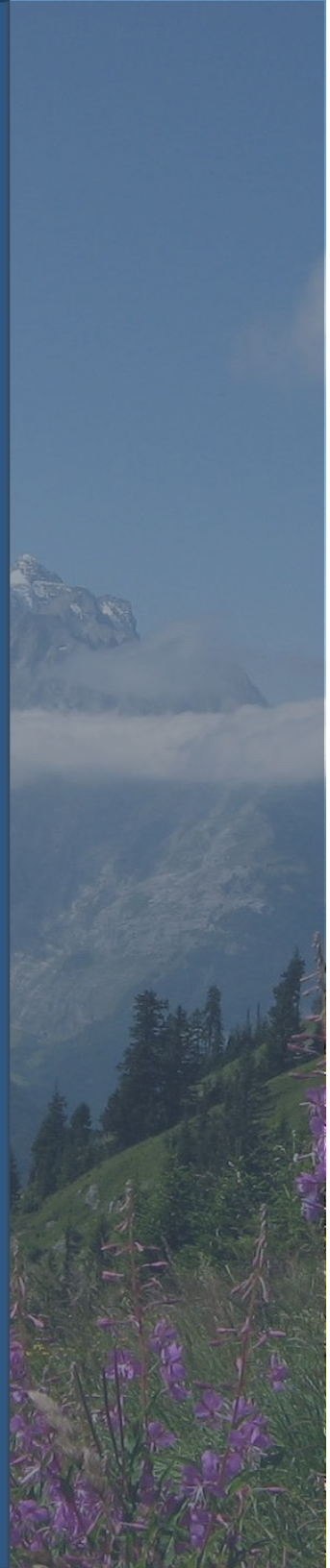


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Visitor Volume: Summer 2025

Total Volume

An estimated 2.7 million out-of-state visitors traveled to Alaska between May and September 2025, 66% of whom were cruise visitors, 31% were air visitors, and 3% were highway/ferry visitors.

Cruise visitors include any visitor that overnighted on a cruise ship within Alaska. Air visitors flew both in and out of Alaska and exclude cruise passengers. Highway/ferry visitors entered and/or exited the state via highway or ferry.

Table 1. Alaska Visitor Volume, Summer 2025, by Transportation Market

Transportation Market	# of Visitors	% of Total
Cruise visitors	1,777,000	66%
Air visitors	845,900	31%
Highway/ferry visitors	84,000	3%
Total visitors	**2,706,900**	**100%**

Note: Cruise passengers traveling in the "winter" months of April and October are included.

The total visitor volume of 2.7 million is essentially flat from the previous season (+0.1%). Cruise passenger volume was also about flat (-0.4%), as was air visitor volume (+0.8%). While highway/ferry visitors were up by 7.3%, the increase had little impact on total visitor volume due to the small size of the market.

Table 2. Alaska Visitor Volume, Summers 2024 and 2025, by Transportation Market

Transportation Market	Summer 2024	Summer 2025	% Change
Cruise visitors	1,785,000	1,777,000	-0.4%
Air visitors	839,600	845,900	+0.8%
Highway/ferry visitors	78,300	84,000	+7.3%
Total visitors	**2,702,900**	**2,706,900**	**+0.1%**

Cruise Visitors

Three-quarters of 2025 cruise passengers (75%) were on round-trip itineraries, while the remaining 25% were on cross-gulf itineraries, sailing between Whittier or Seward and ports outside of Alaska, mostly Seattle and Vancouver. This ratio was similar to 2024 (76/24).

Table 3. Alaska Cruise Passenger Volume, 2025, By Cruise Type

Cruise Type	# Passengers	% of Total
Round-trip passengers	1,340,000	75%
Cross-gulf passengers	437,000	25%
Total passengers	**1,777,000**	**100%**

Sources: Cruise Line Agencies of Alaska and non-CLAA lines.

Thirteen Alaska ports received at least 10,000 cruise passengers in 2025, with the top three receiving over 1 million each (Juneau, Ketchikan, and Skagway). Traffic levels compared to 2024 varied considerably by port. Among ports with over 100,000 passengers, the largest increases were in Whittier (+23%) and Skagway (+8%); those seeing decreases included Seward (-36%) and Icy Strait Point (-7%). Klawock was the outlier with a 416% increase, reflecting about 14,000 more passengers than in 2024.

Seward and Whittier combined (representing the cross-gulf market) was down 5% in 2025.

Table 4. Alaska Cruise Passenger Volume, 2024 and 2025, by Port (>10,000 pax)

Port	2024	2025	% change
Juneau	1,732,000	1,719,300	-1%
Ketchikan	1,497,700	1,524,200	+2%
Skagway	1,257,000	1,358,500	+8%
Glacier Bay	702,200	696,130	-1%
Sitka	602,600	582,800	-3%
Icy Strait Point	541,200	502,100	-7%
Whittier	240,800	296,300	+23%
Seward	220,200	140,700	-36%
Cross-Gulf	*461,000*	*437,000*	*-5%*
Haines	87,700	59,100	-33%
Valdez	27,500	39,800	+45%
Wrangell	24,000	37,600	+57%
Kodiak	20,300	24,600	+21%
Klawock	3,400	17,500	+416%

Sources: Cruise Line Agencies of Alaska and non-CLAA lines.

Air Visitors

Air visitor volume is largely based on passenger enplanements for flights exiting the state. Air exits are measured in terms of five major airports, an "other airports" category, and international. In summer 2025, 73% of visitor air exits were attributable to Anchorage; 12% to Fairbanks; 7% to Juneau; 4% to Ketchikan; 2% to Sitka, and 1% to other. (These exits include some cruise passengers.) Visitor exits via international flights represented 1% of total air exits.

Note that "visitor exits" are not equivalent to the "air visitor market," which is adjusted to account for cruise passengers exiting via air as well as highway/ferry visitors who exit the state via air.

Table 5. Air Visitor Exits Share by Airport, Summer 2025

Airport	% of Total
Anchorage	73
Fairbanks	12
Juneau	7
Ketchikan	4
Sitka	2
Other	1
International	1

Sources: Airports and airlines; MRG estimates.

Highway/Ferry Visitors

An estimated 84,000 visitors entered and/or exited Alaska via highway or ferry in summer 2025. The main component of highway/ferry visitors are highway travelers in personal vehicles. The Klondike Highway (outside of Skagway) is the most common border crossing for these travelers, representing 38% of all personal vehicle crossings, followed by Alaska Highway (at Beaver Creek) at 35%, Top of the World at 16%, and Haines Highway at 11%.

Ferry passengers represented only 4% of highway/ferry visitor exits (and 0.1% of statewide visitor exits).

Table 6. Highway Personal Vehicle Crossings Share by Border, Summer 2025

Border	% of Total
Klondike Highway	38
Alaska Highway	35
Top of the World Highway	16
Haines Highway	11

Sources: Department of Homeland Security; MRG estimates.

Indicators

The following indicators help illustrate how the most recent summer season went compared to the previous year in terms of tax revenues, fishing/hunting license sales, and hotel statistics.

Bed tax revenues in summer 2025 showed declines ranging from 2% to 13%. Only Denali Borough reported an increase, at 9%. Statewide vehicle tax revenues were up by 1%, while RV rental tax revenues were down by 5%. Anchorage vehicle tax revenues were up 11% from vehicle rentals and down 4% from RV rentals. Note that changes in tax revenues can reflect changes in rates as well as volume.

The number of sportfishing/hunting licenses sold to non-residents was flat between 2024 and 2025.

According to hotel statistics provided by STR, Anchorage showed the highest occupancy in 2025 among the three largest markets at 80%, followed by Fairbanks at 74% and Juneau at 70%. Compared to summer 2024, occupancy saw no change in Juneau; it was down 2% in Anchorage and 6% in Fairbanks.

Average daily rates (ADR) were highest in Anchorage ($291) followed by Fairbanks ($248) and Juneau ($235). Compared to the previous summer, ADRs were up 8% in Anchorage, up 3% in Fairbanks, and down 5% in Juneau.

Table 7. Tax & Hotel Indicators, Summer 2024 vs. 2025

Bed Tax Revenues		**% Change**
Denali		+9%
Sitka		-2%
Fairbanks (inc. City & Bor.)		-3%
Anchorage		-8%
Juneau		-11%
Ketchikan (City)		-13%
Vehicle Tax Revenues		**% Change**
Statewide (vehicle / RV)		+1% / -5%
Anchorage (vehicle / RV)		+11% / -4%
Sportfishing/Hunting Licenses		**% Change**
Non-resident licenses/tags		No change
Hotel Occupancy	**Occupancy Rate**	**% Change**
Anchorage	80%	-2%
Fairbanks	74%	-6%
Juneau	70%	No change
Hotel ADR	**Average Daily Rate**	**% Change**
Anchorage	$291	+8%
Fairbanks	$248	+3%
Juneau	$235	-5%

Sources: Municipality of Anchorage, Explore Fairbanks, Alaska Department of Revenue, City and Borough of Juneau, City of Ketchikan, City and Borough of Sitka, Denali Borough, Alaska Department of Fish & Game, STR.
Note: Not all hotel properties participate in STR reporting

Long-Term Trend

Recovery from Alaska's COVID-related downturn has slowed, though summer visitor volume remains above pre-pandemic levels. The 2025 volume was about the same as in 2024 but was 22% higher than 2019 and 52% higher than a decade earlier (2015). Long-term growth has been driven by the cruise market, which has increased by 78% since 2015.

The air market grew by 20% over that same time period. The highway/ferry market saw more fluctuations, peaking in 2018; the last several years have not returned to pre-pandemic levels. (See following page for more detail.)

Figure 1. Visitor Volume to Alaska, Summers 2006-2025

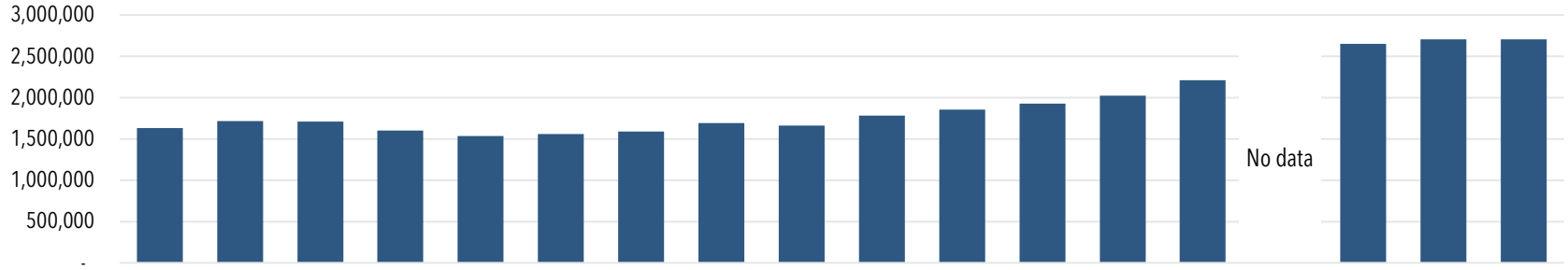


Figure 2. Visitor Volume to Alaska by Transportation Market, Summers 2015-2025

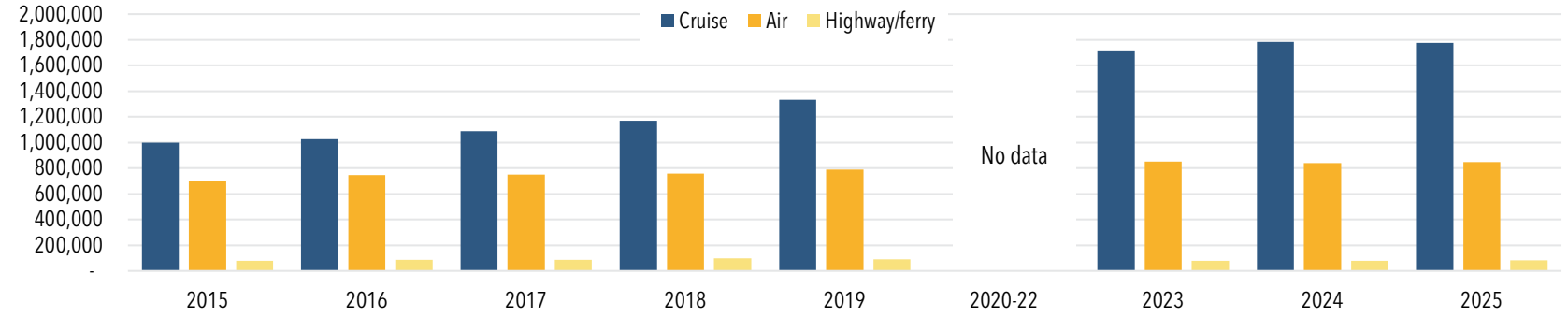


Table 8. Visitor Volume to Alaska by Transportation Market, Summers 2015-2025

	2015	2016	2017	2018	2019	2020-22	2023	2024	2025	% change 2015-25
Cruise	999,600	1,025,900	1,089,700	1,169,000	1,331,600		1,719,000	1,785,000	1,777,000	**+78%**
Air	703,400	747,100	750,500	760,100	790,900	No data	852,500	839,600	845,900	**+20%**
Highway/ferry	77,000	84,500	86,100	97,200	90,500		77,100	78,300	84,000	**+9%**
Total	**1,780,000**	**1,857,500**	**1,926,300**	**2,026,300**	**2,213,000**		**2,648,600**	**2,702,900**	**2,706,900**	**+52%**
% change YOY		+4.4%	+3.7%	+5.2%	+9.2%	n/a	+19.7%*	+2.1%	+0.1%	

*Change from 2019

Methodology

The study team collected traffic data for Alaska's major "points of exits", by month and location:

- **AIR:** Enplaning passengers at five major airports (ANC, FAI, JNU, KTN, SIT) who were on outbound flights i.e., flights exiting the state. A fifth "other airports" category covered passengers flying out of smaller airports where outbound flights occur (WRG, PTB, YAK, CDV).
- **CRUISE:** Cruise passengers counted both in total and as passengers exiting the state (sailing southbound, both on round-trip and cross-gulf itineraries).
- **FERRY:** Ferry passengers disembarking at Bellingham.
- **HIGHWAY:** Highway travelers crossing the border into the U.S. from Canada at four border stations. For purposes of this visitor volume estimates, "entries" into Alaska are assumed to be equivalent to "exits." Bus passenger crossings at the Skagway border are adjusted to reflect the large number of cruise passengers that cross the border on shore excursions.

A visitor "ratio" was applied to each of the above exit modes and locations to arrive at the visitor volume. Ratios are largely based on 2019 ratios[1] with some adjustments made for population changes in the five airport hub communities. One exception was Anchorage air exiters. A new survey of Wi-Fi users at the Anchorage Airport, conducted by MRG for Visit Anchorage, allowed for ratios to be updated to reflect new survey results. (Respondents who were exiting Alaska that day provided their origin.)

The highway ratio reflects "last exit" visitors, who are not planning to re-enter Alaska. AMHS provided 2025 data on residency of passengers disembarking at Bellingham, allowing for up-to-date ratios.

Visitor volume by exit mode was adjusted for "transportation market" in the following ways:

- **AIR:** Cruise passengers exiting the state via air were removed, as were visitors who entered via highway or ferry but exited by air.
- **CRUISE:** The cruise total includes all visitors who traveled by cruise ship in Alaska, whether they were on a round-trip cruise; cross-gulf cruise (flying one way and cruising one-way); or an in-state cruise (small cruise ships starting and ending their cruise in Alaska, whose passengers fly both in and out of the state). Note that all cruise passengers are included in the "summer" total, even though a small percentage travel in April or October.
- **HIGHWAY/FERRY:** Highway/ferry exits were combined, then adjusted upwards slightly to account for travelers who enter the state by highway or ferry, then exit by air.

[1] 2019 ratios were mostly based on 2016 ratios which resulted from nearly 50,000 "tallies" conducted at airports and on the highway. Some adjustments are made to reflect the changing number of cross-gulf cruise passengers flying out of the Anchorage and Fairbanks airports.

Sources

CRUISE VISITORS

- Cruise Line Agencies of Alaska (CLAA)
- Non-CLAA lines (UnCruise, Alaskan Dream, American Cruise Line)

AIR VISITORS

- Alaska Department of Transportation and Public Facilities (DOT&PF) for Anchorage and Fairbanks enplanements
- Alaska Air for outbound enplanements by airport
- Delta Air for Ketchikan and Sitka enplanements
- Juneau Airport for Delta enplanements

HIGHWAY/FERRY VISITORS

- Alaska Marine Highway System
- U.S. Customs and Border Protection

McKINLEY RESEARCH GROUP, LLC

3800 Centerpoint Drive, Suite 1100 • Anchorage, AK 99503
801 West 10th Street, Suite 100B • Juneau, AK 99801

info@mckinleyresearch.com • mckinleyresearch.com • (907) 274-3200