



**HAINES BOROUGH TOURISM DEPARTMENT
2022 END OF SEASON VISITOR ANALYSIS**

VISITOR TOTALS FOR 2022, 2021 AND 2019:

	2022	2021	2019
Cruise Passengers¹	107,770	1,400	63,400
Cruise Crew¹	41,971	200	24,543
Fast Ferry	58,165	5,000²	52,926
Inbound Air	4,923³	7,163	9,096
Inbound AMHS Passengers	0⁴	11,358	24,163
Southbound Highway	27,524⁵	4,925	42,293
Total:	240,353	30,046	216,421

¹Assuming 100% capacity ²Estimated ³Thru July 2022 ⁴None reported yet ⁵Thru Sept 2022

REPORT

Upon initial review, it would appear that Haines had better visitor numbers in 2022 than 2019, however a further analysis of the data is needed to understand these numbers. For example, we know that general concerns and mitigations for COVID-19 still impacted all methods of travel at the beginning of 2022. In this report you will find additional information to consider when looking at visitor numbers reported for 2022.

One general note is that Inbound Air, Inbound AMHS, and Southbound Highway numbers all make no distinction between resident and non-resident travelers. This means that all of these numbers have some artificial inflation due to residents returning from work trips, vacations, doctor visits, etc. This report does not assume any numbers/percentages for this purpose, but it is a factor that should be considered.

This report will analyze the Southbound Highway, Inbound Air, and Cruise Passenger numbers for Haines. AMHS numbers have not been reported for this year, and the ferry has been analyzed by other entities over time, and is thus not included.

2022 END OF SEASON REPORT

SOUTHBOUND HIGHWAY ANALYSIS

US/Canadian border restrictions hindered road traffic through much of the year. For reference, Canada only allowed vaccinated travelers with pre-entry COVID tests prior to April 1 when they lifted the pre-test requirement, and then all restrictions were lifted on October 1, 2022. Traffic over the first 3 months of the year was down 60% over the 2002-2019 average, but June through September (peak traffic) of 2022 was 107% versus the same historic range. This would indicate that road traffic returned to historic normal, however still fell short of what we saw in 2019.

INBOUND AIR ANALYSIS

Inbound air traffic is on pace (at 97% of 2021 for the same timeframe) to match 2021 numbers. While this is only 79% of 2019 passenger traffic, the average over the last 20 years is 7,795, with a low of 4,270 (in 2020) and a high of 10,203 (in 2012). While it is obvious the pandemic had a large impact on air traffic numbers, the impact was not as great as it was for other methods. In 2020, inbound air traffic was only down 45% versus the historic average, compared to road traffic (down 81%) and AMHS (down by 82%). This would indicate that this sector is less volatile, possibly due to a higher percentage of use by residents, and trending towards historic averages.

CRUISE PASSENGERS ANALYSIS

The biggest impact on cruise traffic for 2022 was the number of calls ships made to Haines. Historically, for ships with greater than 500 passenger capacity, Haines has averaged 23.1 calls over the past 10 years. In 2022 we saw 48 such calls. 25 of which were from two Royal Caribbean ships. Because of this, cruise passenger numbers would appear to be 70% higher in 2022 versus 2019. However, we know that COVID mitigation plans, CDC requirements, and general bookings of cruise ships was much lower in 2022 than in 2019. Estimates of actual capacity of ships was much closer to 70% of the total capacity number. Another factor impacting these visitors would be the arrival time of the ship. In 2019, calls were “all-day” (in port prior to 11am), whereas 2022 had fifteen “PM” calls (ships arriving at 5pm or later). These fifteen calls accounted for 37,375 of the capacity total (35%). When ships make PM calls, it is estimated that perhaps only 40-50% of the guests disembark. If you calculate the loss of passengers from PM calls not disembarking along with the decrease from total capacity, the “equivalent” cruise passenger number would be approximately 59,750.

Another large impact to note was the rock slide in Skagway on the Railroad Dock. Haines saw an additional 11 calls from ships directly because of this (8 of capacity greater than 500 passengers). Those ships brought (at 100% capacity) an additional 15,826 passengers, or roughly 15% of the total passenger capacity for the year. While many in Haines welcomed these additional ships, it cannot be expected in the future as all cruise lines want to avoid last-minute itinerary changes, so long-term plans are already being examined.

2022 END OF SEASON REPORT

CONCLUSION

Specific to Southbound Road, Inbound Air, and Cruise Passenger visitor numbers for 2022, the year started off slow due to lingering impacts from COVID mitigations, restrictions, and traveler concerns. However, by July both Road and Air traffic had returned to historic averages. Cruise traffic was high as expected due to the increase in number of calls from both planned and unplanned ships, however ships were not sailing at full capacity. That, coupled with the PM calls, had an impact on the “equivalent” number of cruise guests. All of this points to this past summer being much closer to historic trends.

LOOKING TOWARDS 2023

With data showing that Inbound Air and Southbound Road traffic have returned to the range of historic averages, and Canada’s removal of all COVID restrictions for border crossing, I would expect 2023 to look similar if not slightly elevated compared to 2019 for independent travelers.

The 2023 cruise calendar is posted at <https://VisitHaines.com/Cruise>, and attached for reference. This calendar reflects all ships calling to Haines (not just those greater than 500 passenger capacity). Based on the information in this calendar we can expect 35 calls from larger vessels, or 99 in total. A total capacity of 82,115 is expected, however 12 calls and 30,131 of that capacity are schedule for PM calls. With cruise industry experts are expecting vessels to be much closer to 100% than the 70% capacity they were sailing at this summer, an “equivalent” number of cruise guests would be estimated around 57,000. This puts cruise in the same estimate as independent travelers – similar to 2019.

Any questions or comments can be directed to the Tourism Director, Steven Auch, at 907-766-6419 or sauch@haines.ak.us.