



TRAVEL
JUNEAU



Overview of the 2025 season:

- Cool, wet start to the season was challenging
- Visitors appeared happy to be in Alaska
- Many partners experienced lower revenues in 2025



Preview of the 2026 season

Nationally, high demand for travel among US residents:

- 61% have a trip planned more than 3 months in advance
- 52% plan to spend about the same for travel as last year
- 31% plan to spend MORE on travel this year

Source: Longwoods International ATS Wave 103



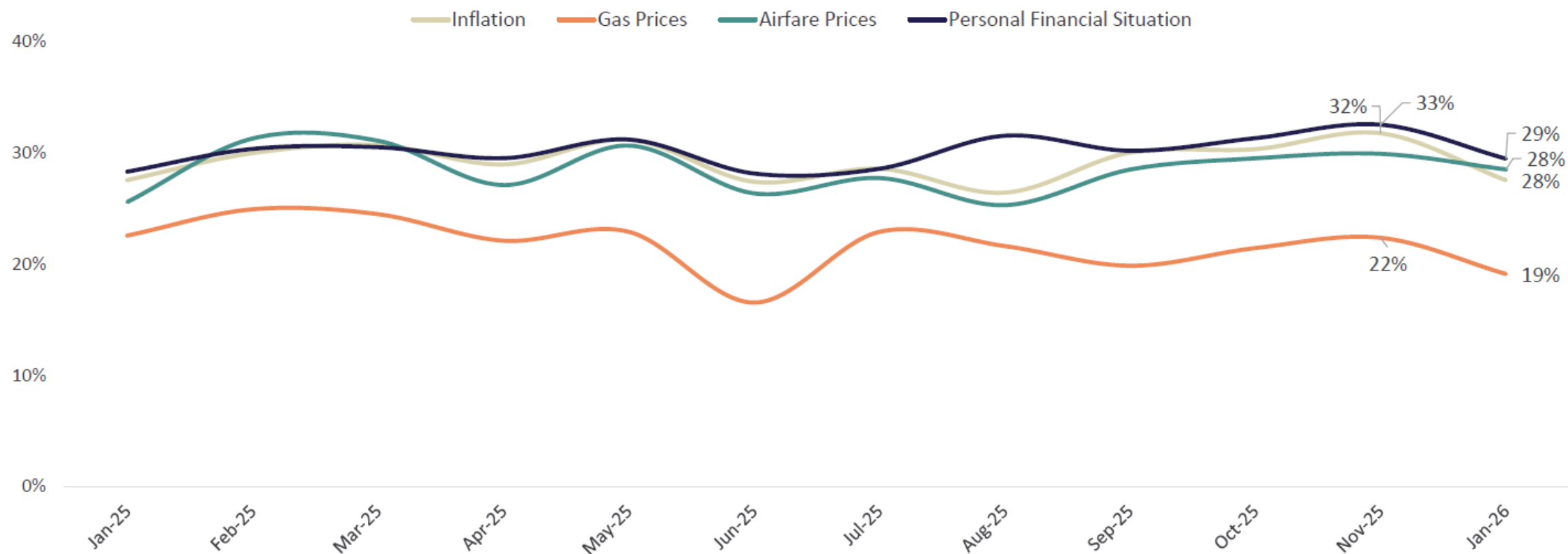
Preview of the 2026 season - trends:

- Luxe travel is having a moment
- Microvacations – quick trips to long-haul destinations
- Wellness and retreats – walking on the wild side
- Athleisure tourism – travel to train and compete
- Culinary/food tourism is still strong

Gas Prices, Inflation and Personal Financial Concerns Impacting Travel Plans Down from November 2025

Concerns Impacting Your Travel Decisions in the Next Six Months

The chart shows the percentage of respondents who rated each factor as "Greatly impact" their travel plans (a 5 on a 1–5 scale) over the period from January 2025 to 2026.





Thank you

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