

The State of SITKA's Economy 2025

SEDA

Rain Coast
Data

September 18, 2025

2024

compared to 2023

Note: Alaska Department of Labor is amazing!

Jobs +3%

+178

2023-2024

Wages +1%

+ \$4

million

2023-2024

2024 Sitka Alaska Employment & Earnings

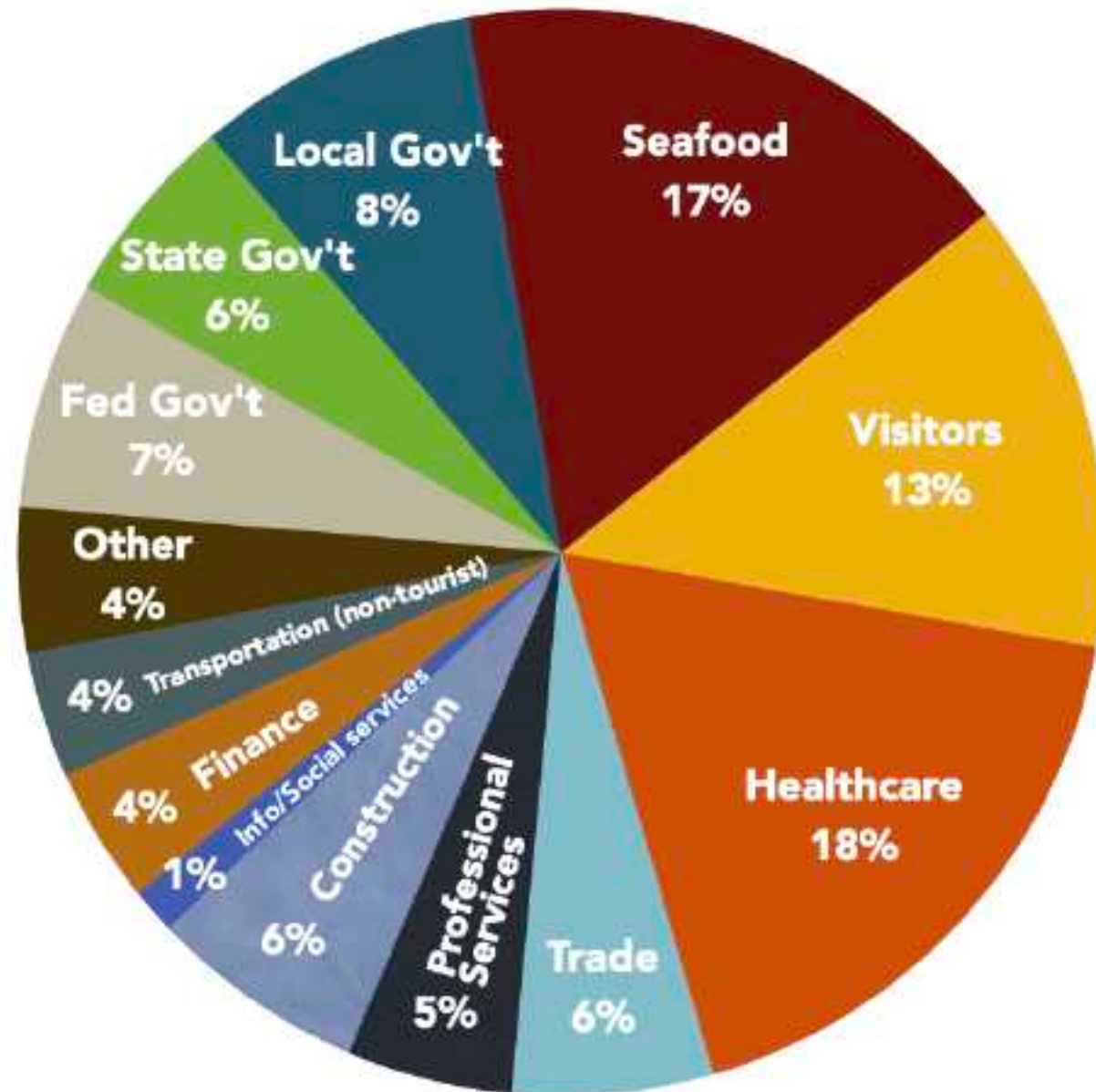
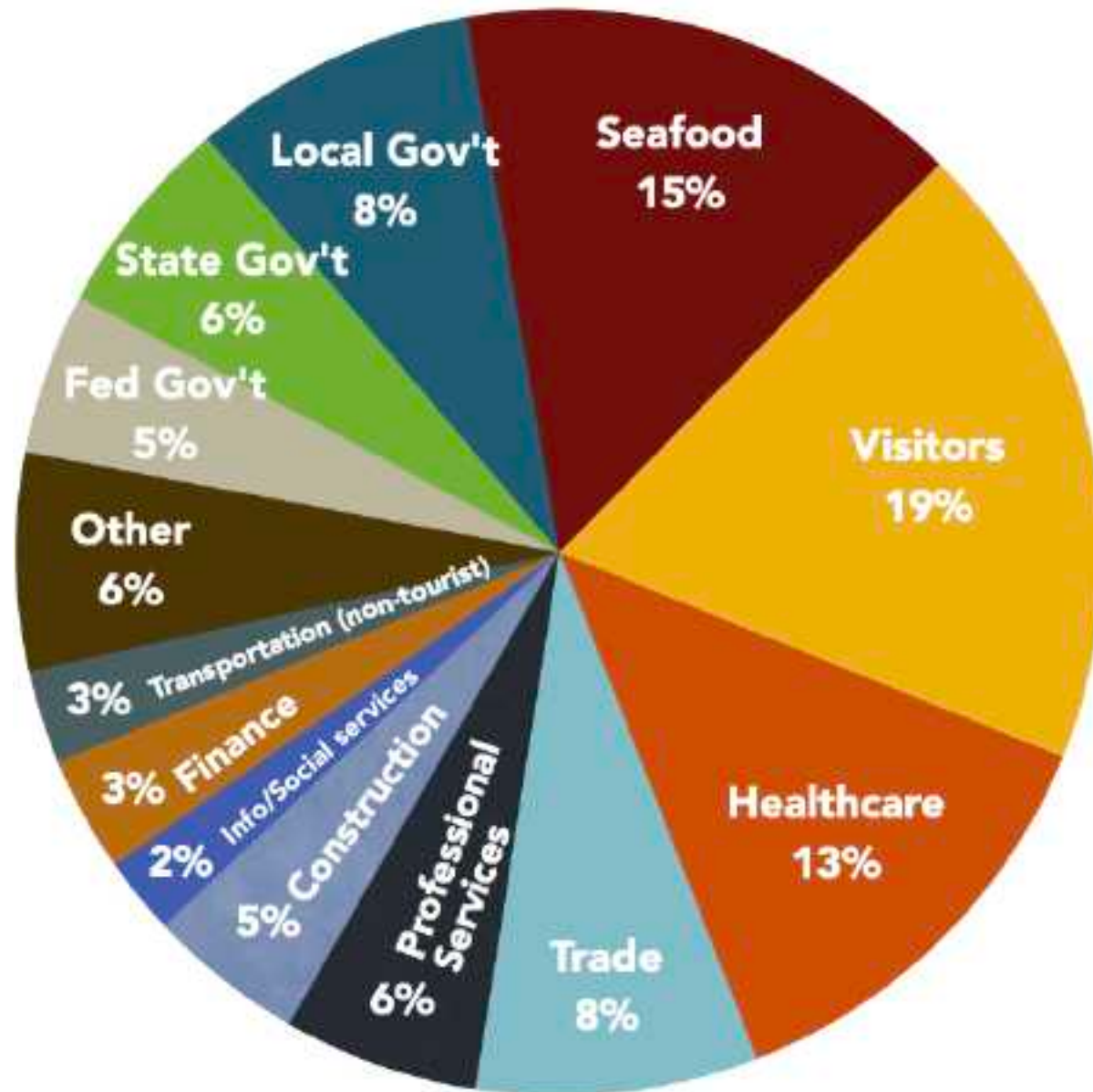
	EMPLOYMENT RELATED EARNINGS			EMPLOYMENT NUMBERS			
	Wages (2024)	Self-Employment Earnings (est.)	Total Earnings	Annual Average Employment (2024)	Self-Employed (est.)	Total Employment	Change 2023 to 2024
Government (includes Coast Guard)	\$64,258,289	\$15,385,000	\$79,643,289	986	181	1,167	-2%
Visitor Industry	43,865,951	\$7,534,967	\$51,400,918	941	198	1,138	27%
Seafood Industry	\$27,491,861	\$37,409,473	\$64,901,334	433	479	912	-7%
Health Care Industry (private only)	\$65,536,462	\$1,791,000	\$67,327,462	746	36	782	2%
Construction Industry	\$20,271,225	\$4,318,000	\$24,589,225	194	88	282	0%
Trade: Retail and Wholesale	\$17,060,673	\$5,730,000	\$22,790,673	441	67	508	-3%
Professional and Business Services	\$9,262,822	\$9,545,000	\$18,807,822	171	181	352	1%
Financial Activities	\$5,143,964	\$10,336,000	\$15,479,964	102	105	207	11%
Social Services, Information	\$4,535,793	\$654,000	\$5,189,793	114	26	140	1%
Transportation (other, non tourism)	\$8,956,739	\$5,336,000	\$14,292,739	142	27	169	-4%
Other	\$11,215,095	\$5,186,000	\$16,401,095	283	109	392	5%
Total	\$277,598,874	\$103,225,440	\$380,824,314	4,552	1,497	6,050	3%

2 Sectors down: Coast Guard, Seafood

The Whole **Sitka Alaska Economy** 2024

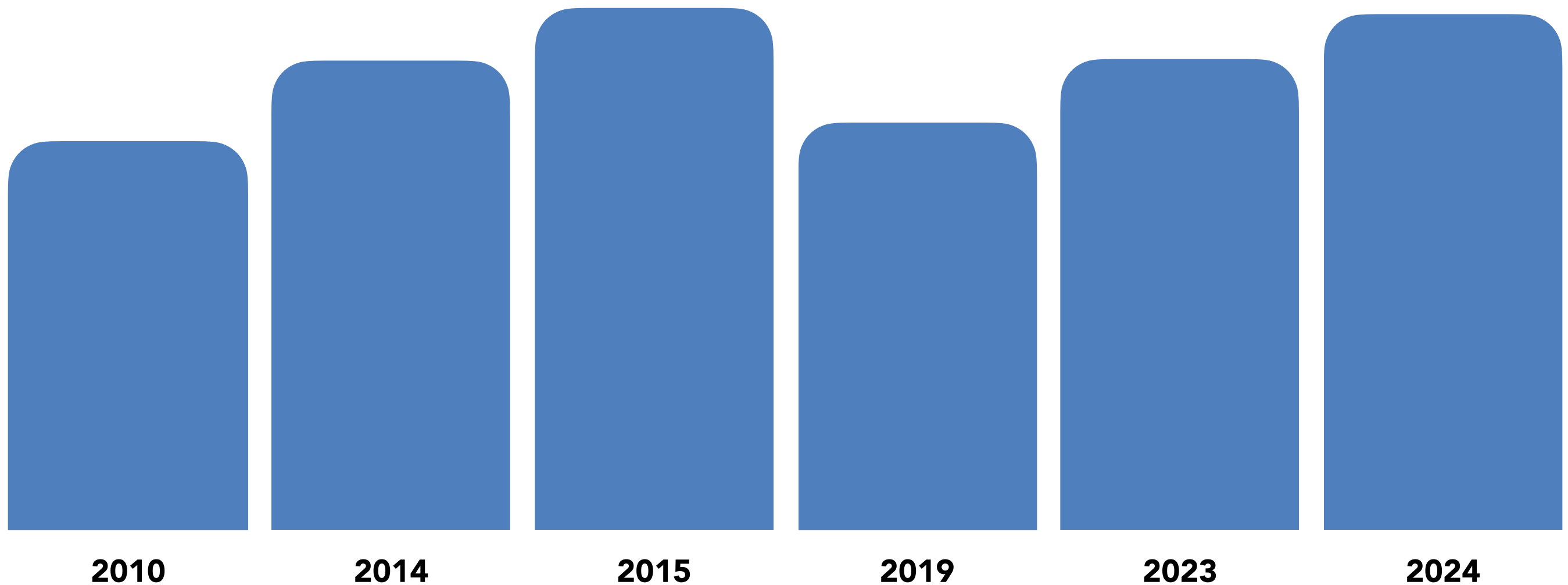
6,050 Jobs (8,400 WORKERS)
UP 178 JOBS IN 2024 +3%

\$381 Million Earnings
UP \$4 MILLION +1% 2023-2024



Sitka Economics: Jobs

Change in Sitka Jobs 2010-2024



BUSINESS CLIMATE

Sectors

in Sitka

Workers

45

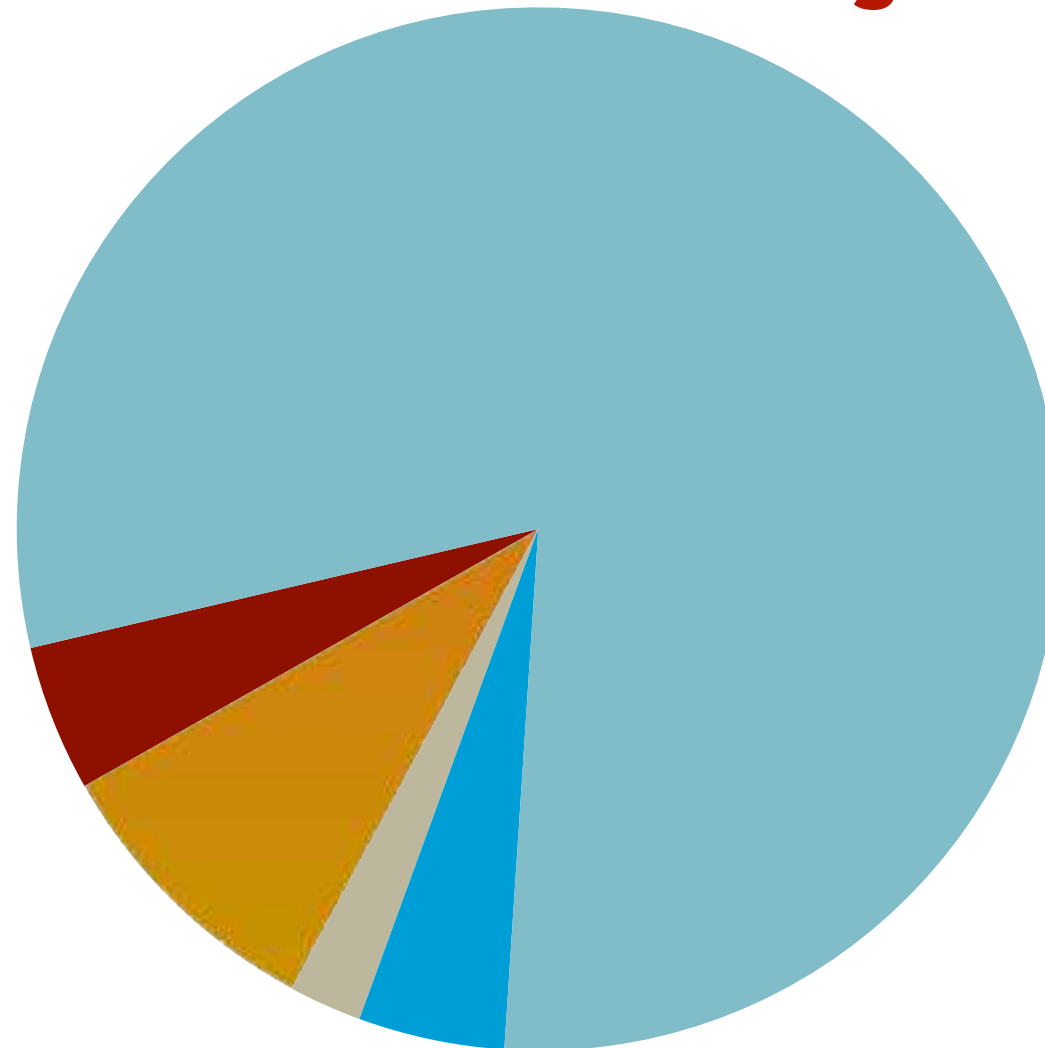
Businesses

Great Sitka Business Climate

Sitka Alaska: How do you view the overall business climate **right now**?

85% Positive / **14% Negative**

85% have a positive view of the Sitka business climate, making it **the highest rated business climate** in the region.



45
Business
Leaders

Sitka has the highest rated business climate in the region

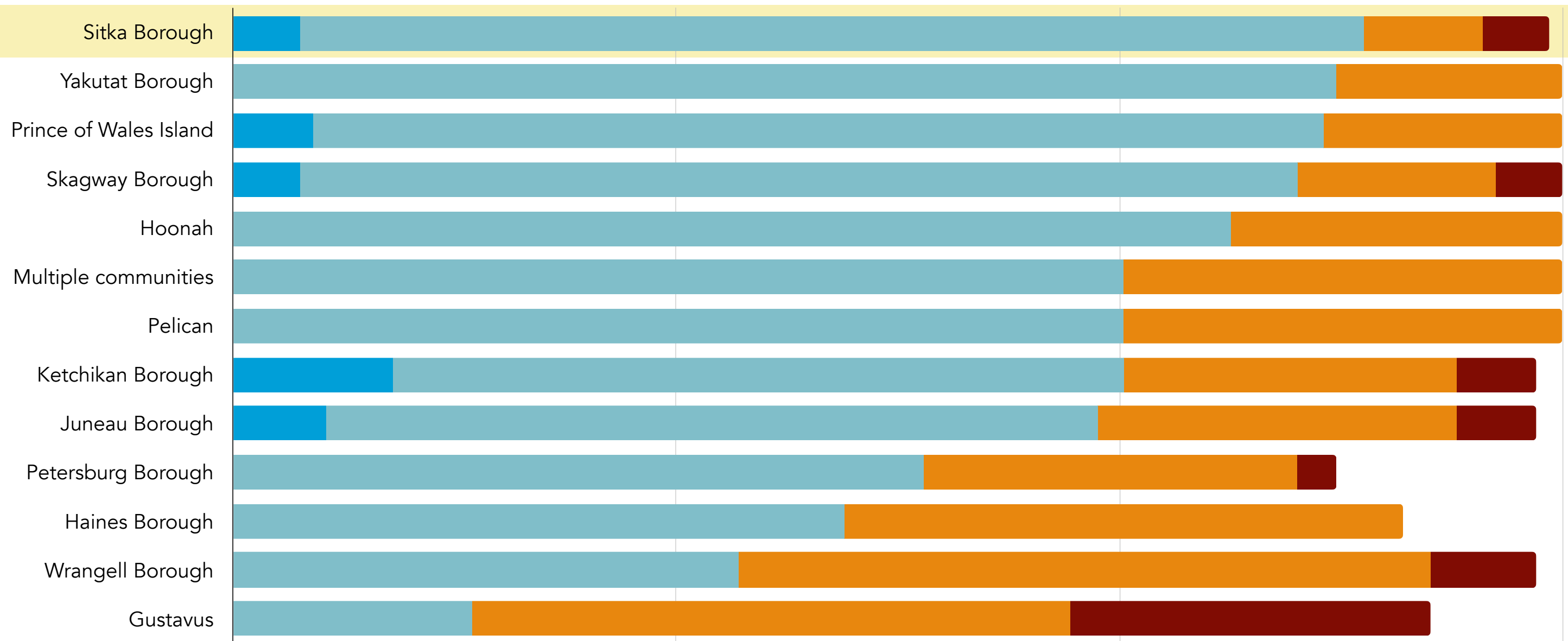
2025: How do you view the overall business climate right now?

Very Good

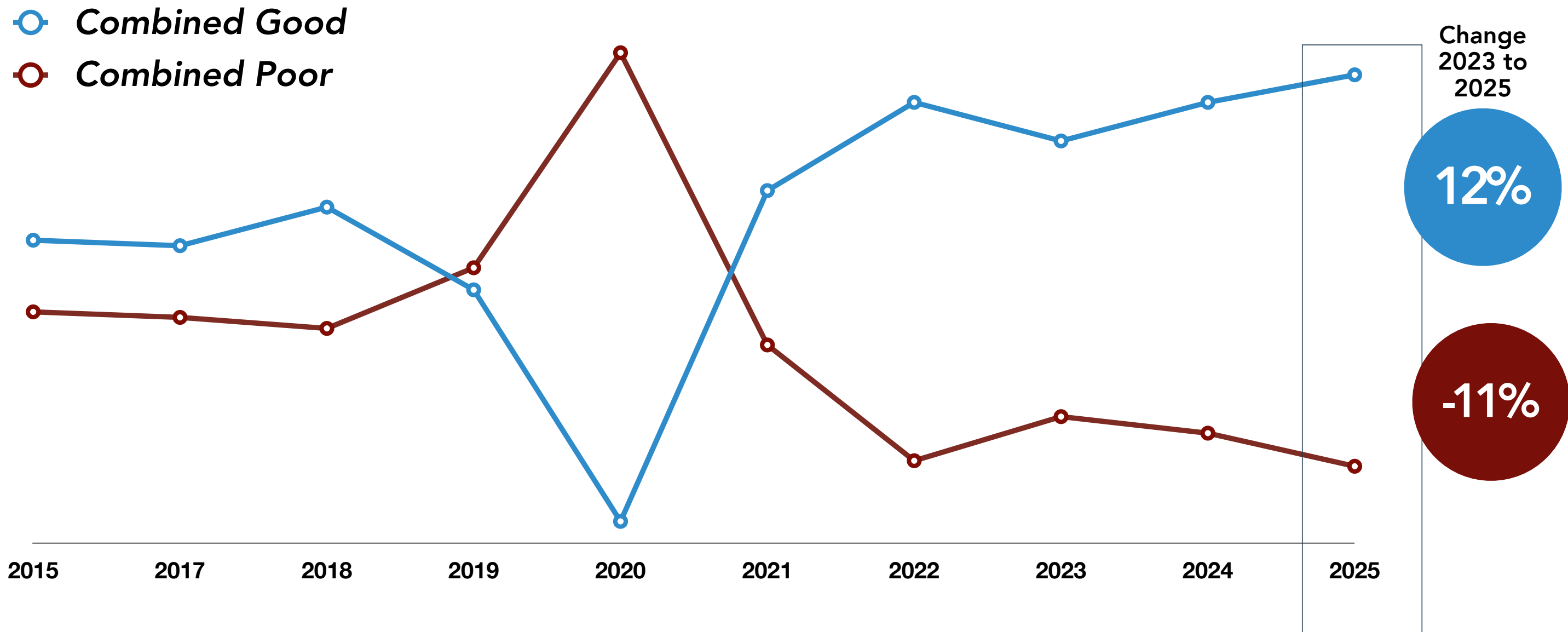
Good

Poor

Very Poor

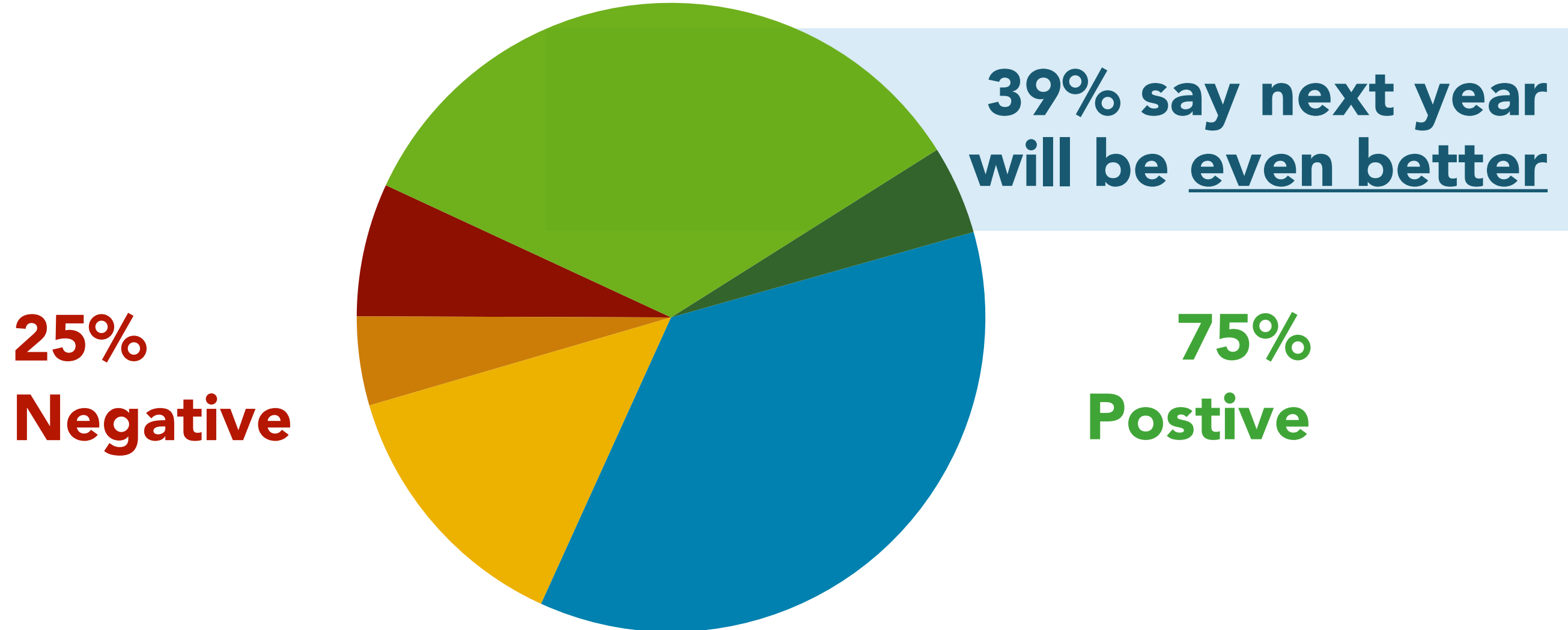


And Best Ever



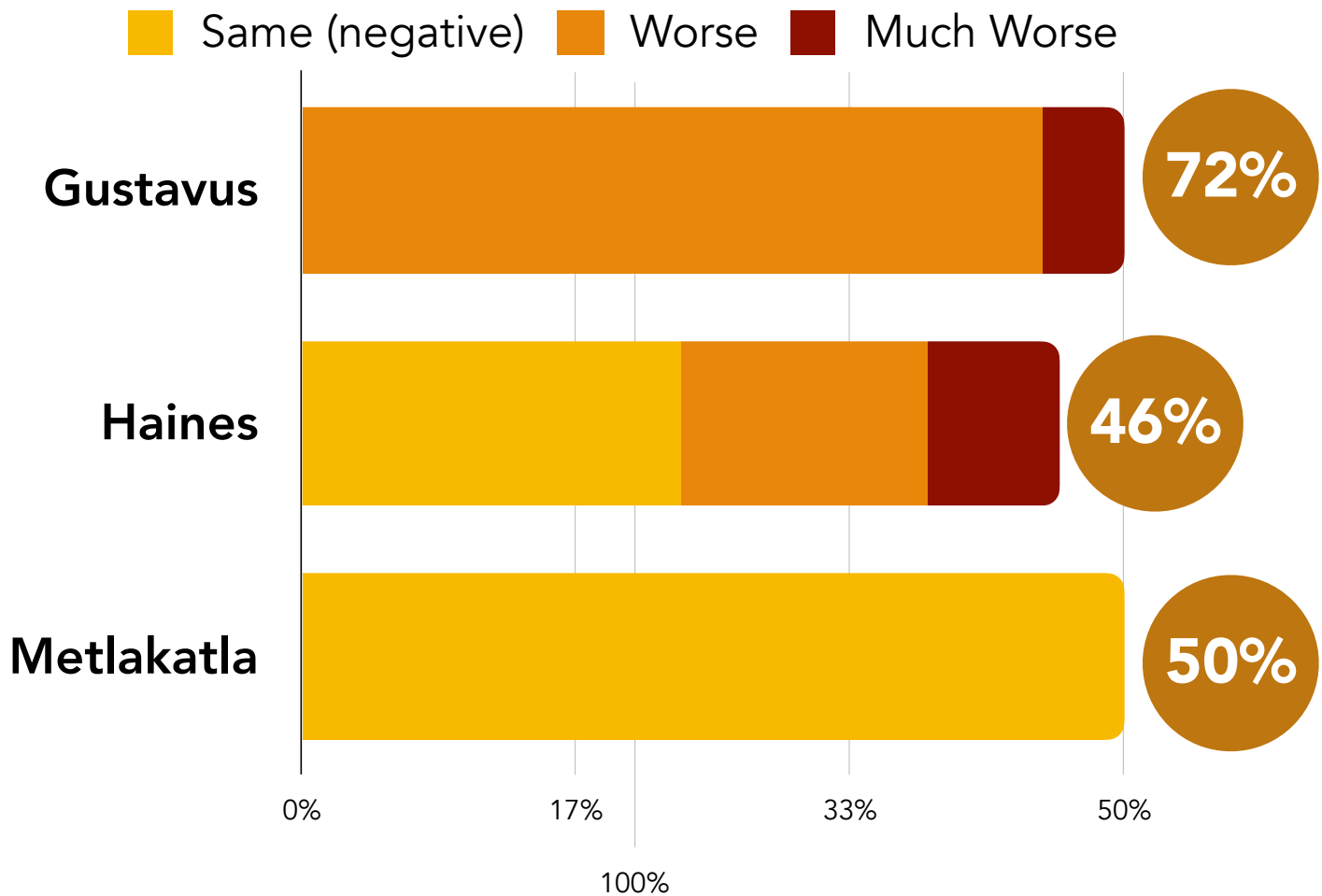
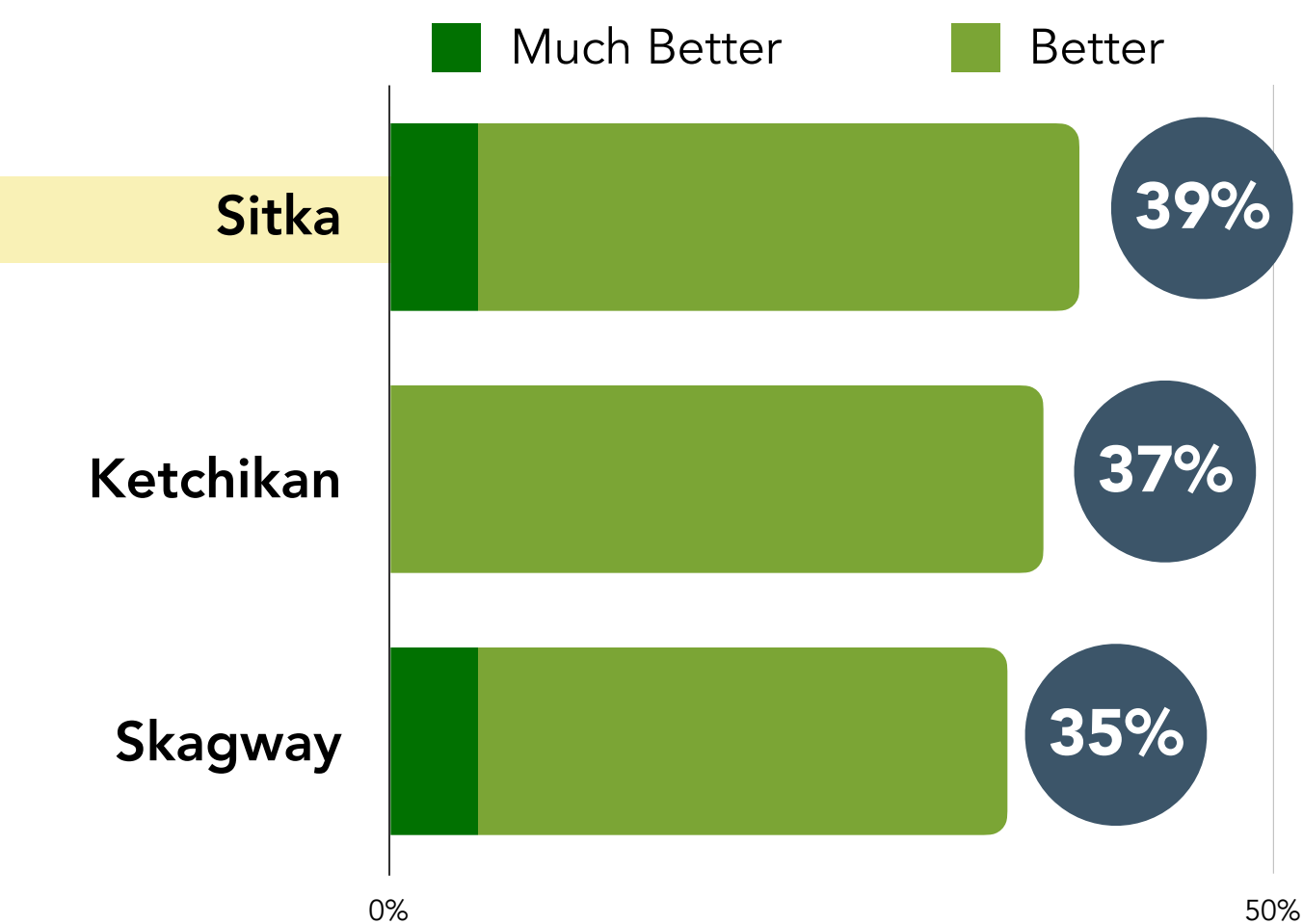
The Sitka Outlook is also Good

Sitka: What is the economic outlook for your business or industry?

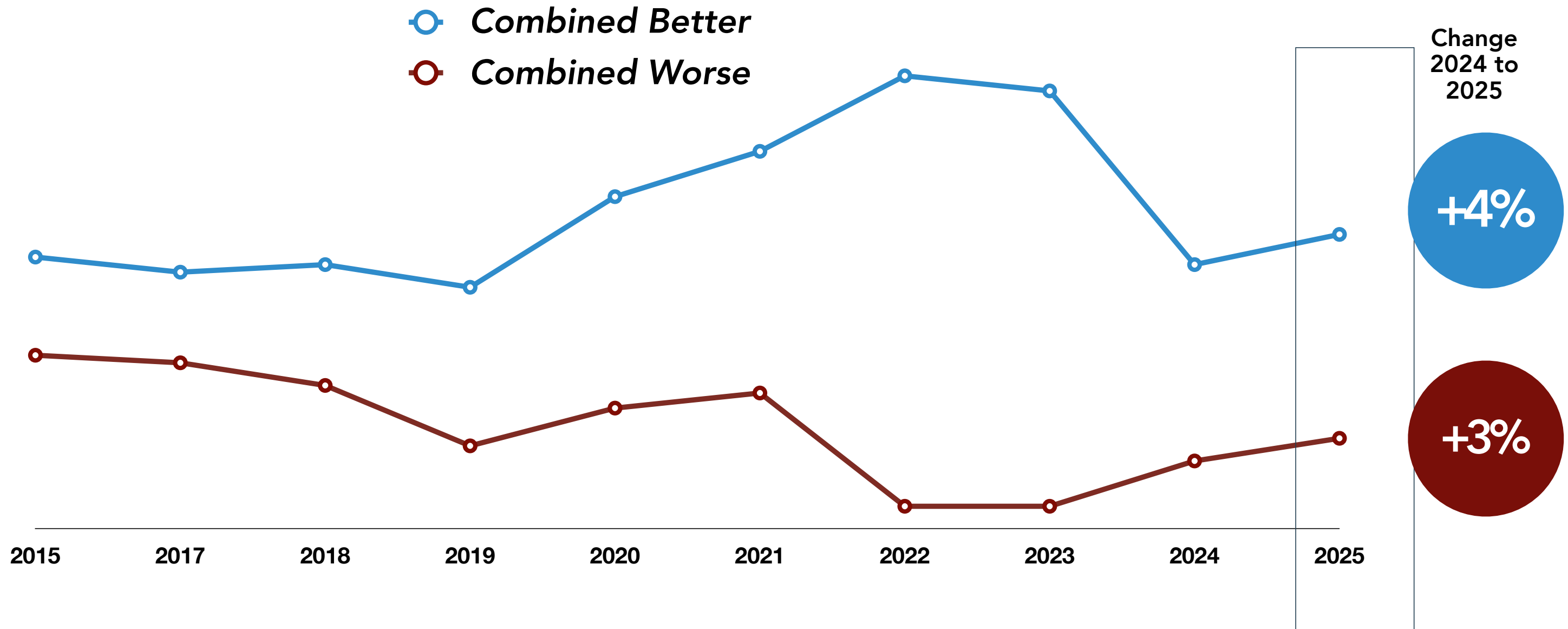


Sitka has the most optimistic outlook in the region

2025: What is the economic outlook for your business or industry?



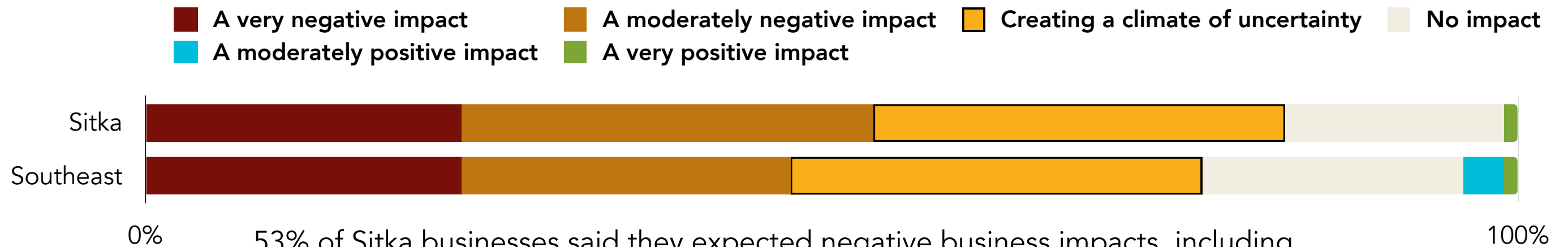
Up from 2024



Southeast Economic **Federal Impacts**

How do you expect federal changes to impact your business over the next few months?

53% Negative / 2% Positive



53% of Sitka businesses said they expected negative business impacts, including 23% who expect the impacts to be very negative.

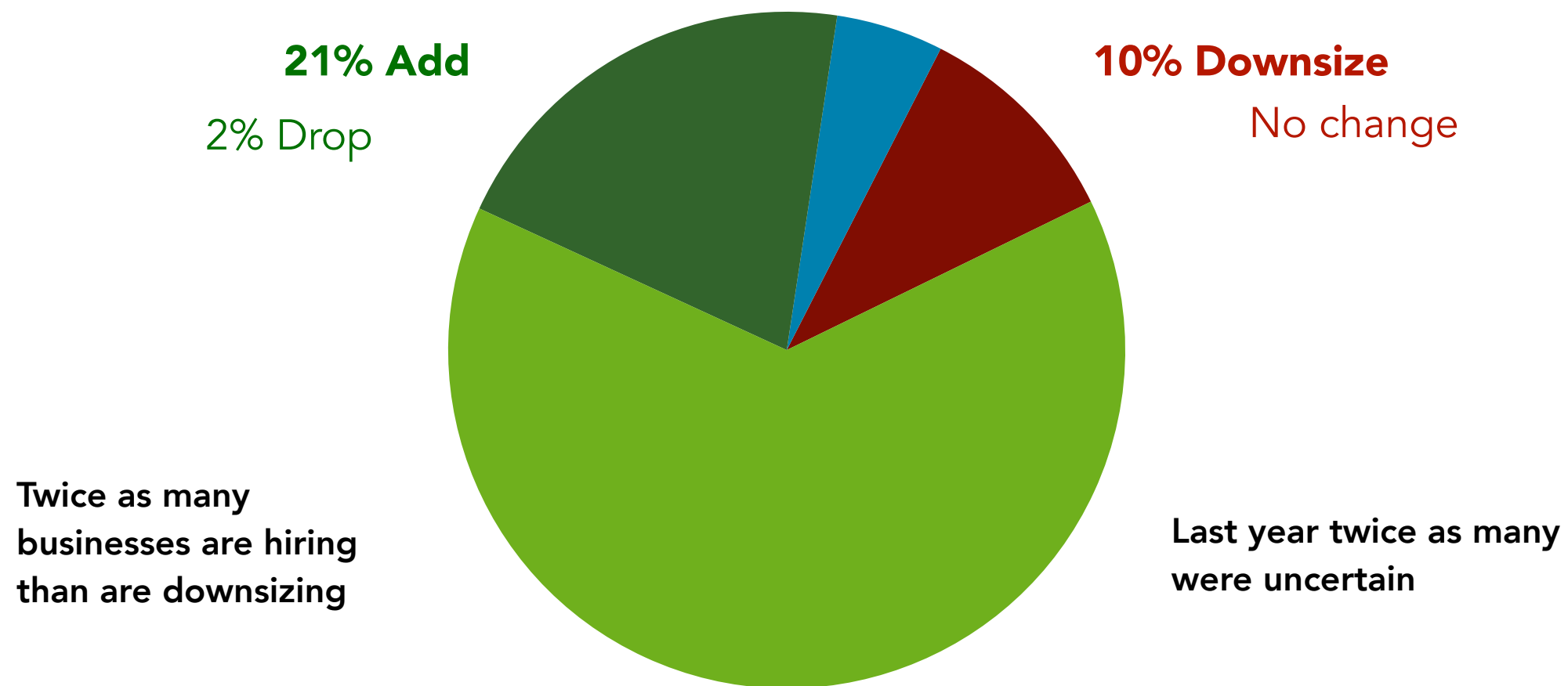
47% of Southeast Alaska businesses said they expected negative business impacts, including 23% who expect the impacts to be very negative.

Sitka Jobs Projections 2025/2026

Over the next 12 months, do you expect your organization to add jobs, maintain jobs, reduce jobs, or are you unsure?

(For those business with staff)

Sitka Jobs Outlook



Best Quality of Life in Southeast Alaska

■ Southeast Quality of Life

7.4
SE Quality of Life

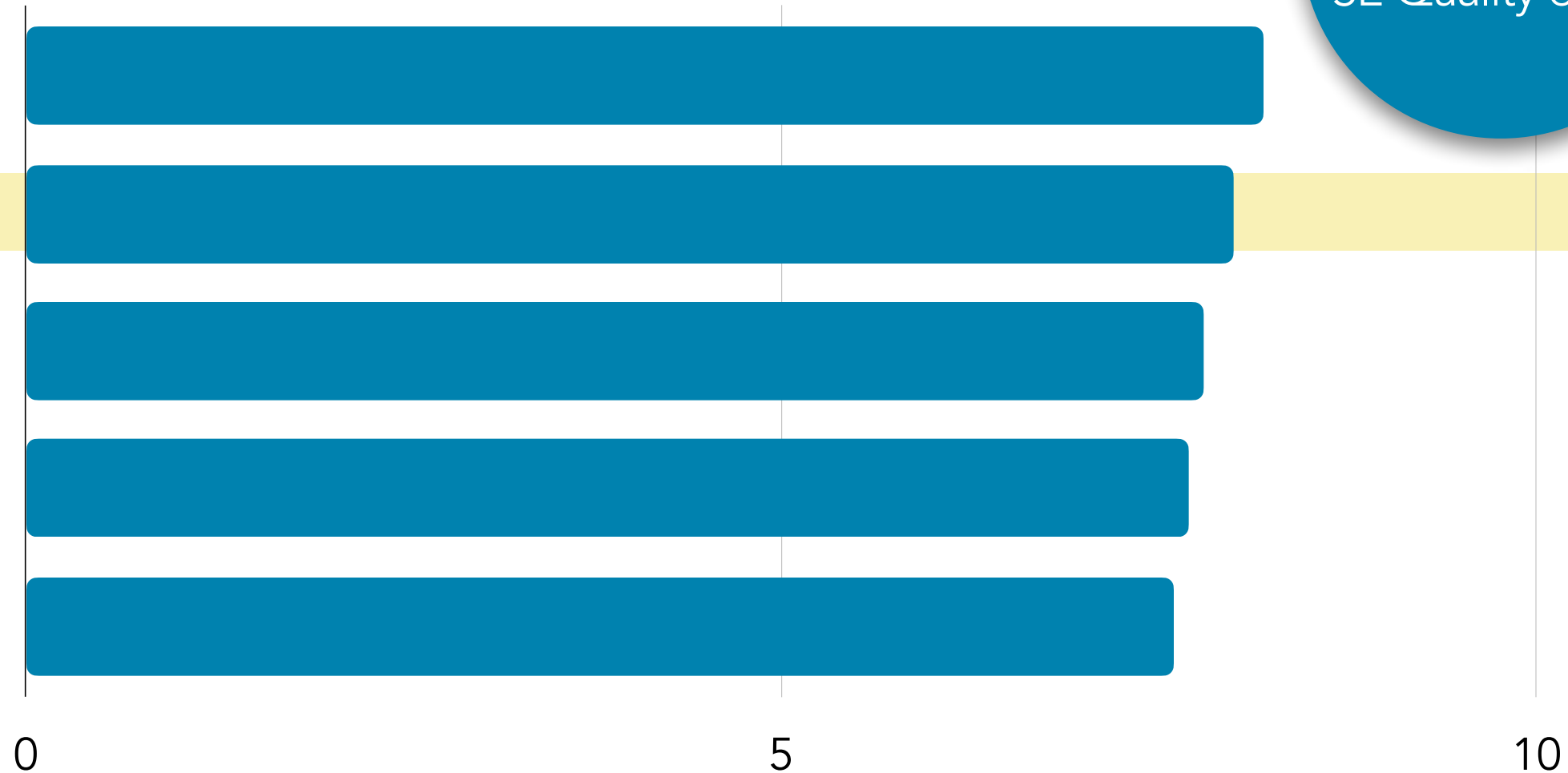
#1 Gustavus

#2 Sitka

#3 Yakutat

#4 Skagway

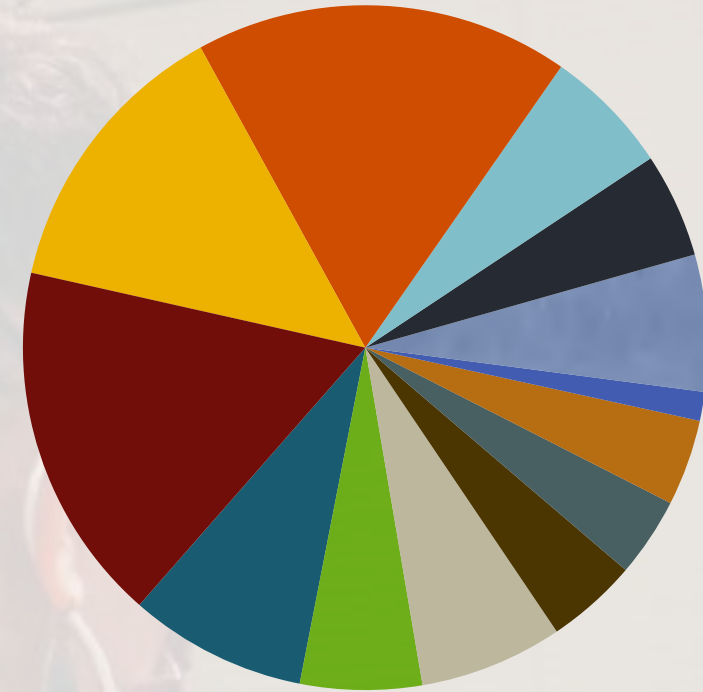
#5 Petersburg



HEALTHCARE



Jobs = 780



Earnings = \$67 million

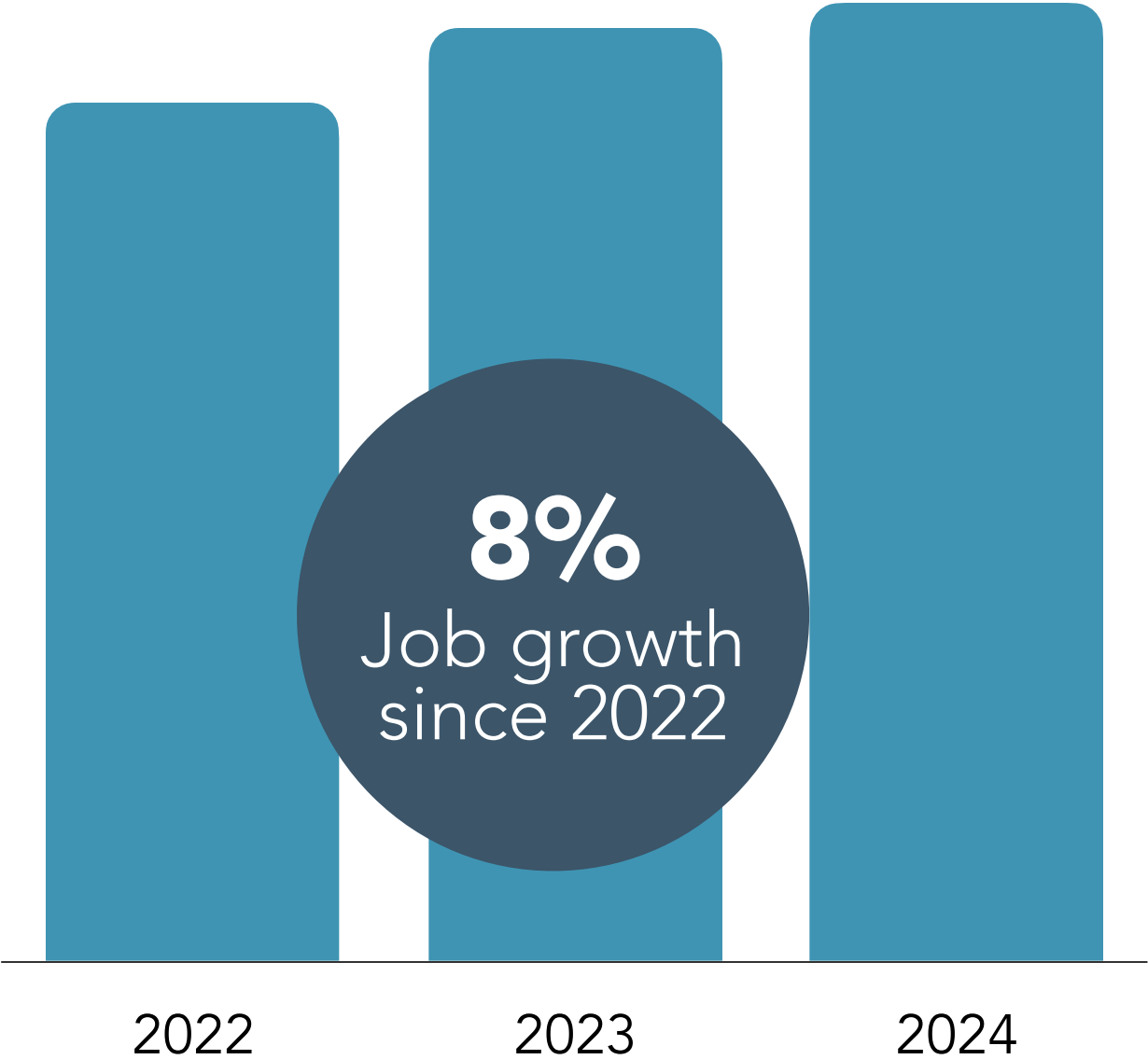
HEALTHCARE = #1

HEALTHCARE

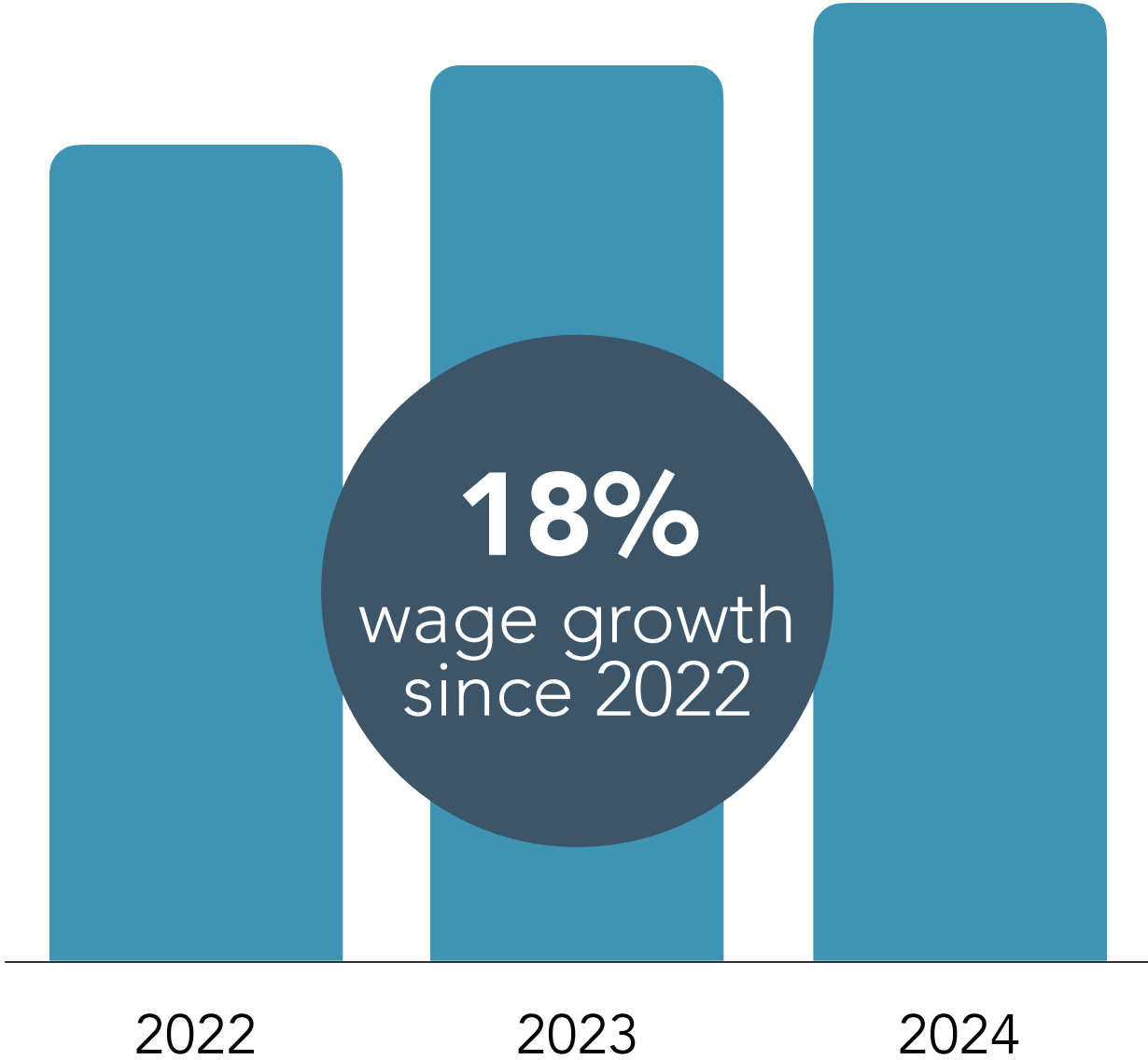
2023-2024

UP 15 JOBS, 2%
WAGES UP \$4.5 MILLION BY 7%

Sitka Healthcare Jobs



Sitka Healthcare Wages in Millions



SEARHC

CONSTRUCTION

**\$410 million Edgecumbe
Medical Center 2021-2025
Built 40 housing units**

Welcome
Patient
and Visitor
2 Hour Parking
LONG TERM PARKING
NEAR EXHIBIT HALL

Mt. Edgecumbe & SEARHC
Medical Center
227 Tongass Drive





CONSTRUCTION
Jobs = 280

= #6

Earnings = \$25 million



UP 1 JOB IN 2024
WAGES DOWN BY -\$3 MILLION

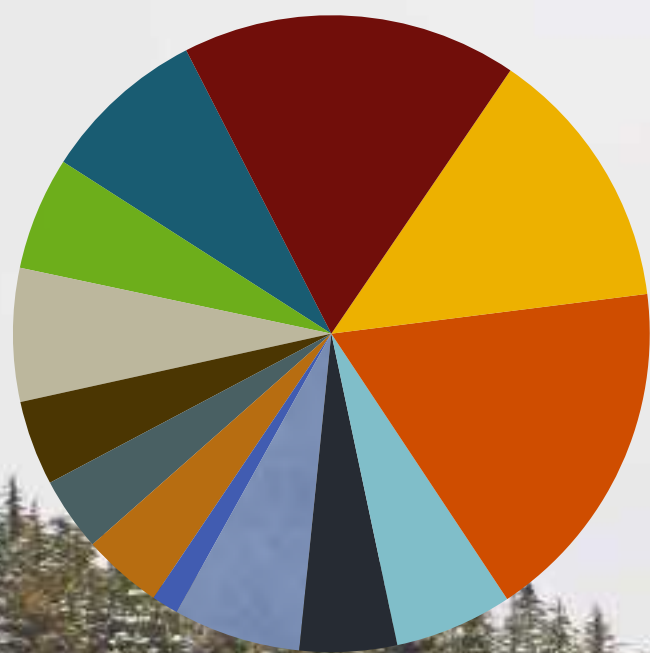
CONSTRUCTION

Construction

"Our materials and supply prices have increased substantially because of the trade war. Our customers are re-thinking their investments for construction projects. The funds from government to invest in infrastructure and community assets are uncertain."



SEAFOOD



Jobs = 900



Earnings = \$64 million

Seafood

2023-2024

DOWN 71 JOBS, -7%

**EARNINGS DOWN 29%
BY \$26 MILLION**

#2 sector in Sitka



SEAFOOD

Total **POUNDS** 29 MILLION

Total **VALUE** \$37 MILLION

Resident Fishermen Only

2024

- Inflation Adjusted
- Value to Fishermen (millions)
- Whole Pounds (millions)



2024 CATCH COMPARED TO 2023

Catch in value, Port of Sitka

Dungeness
Shrimp
Sockeye
Coho
Chinook
Sablefish
Chum
Pink



Even years are low pink years

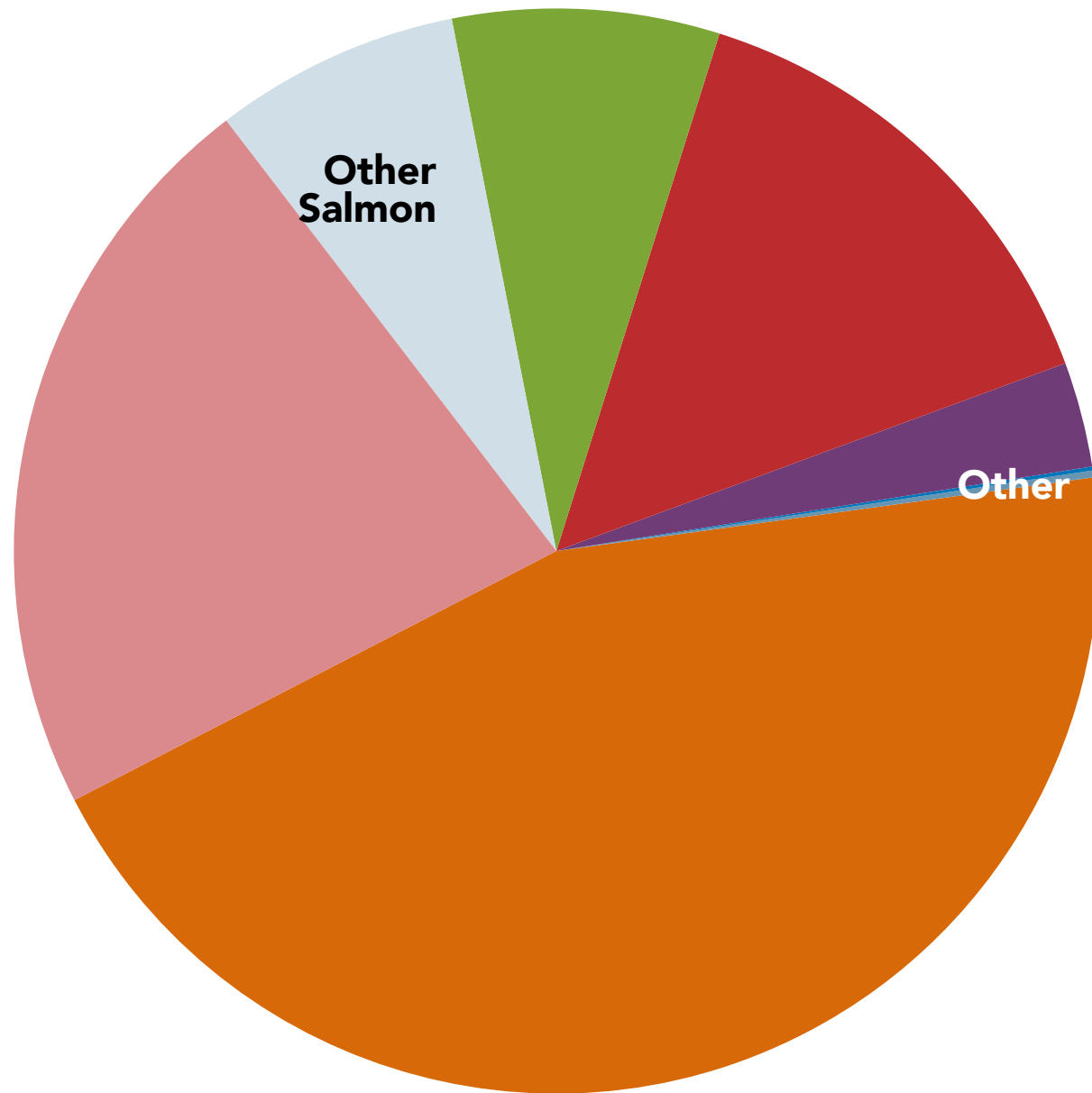
-\$16m

**Decreased Catch
Value in Millions**

-30%

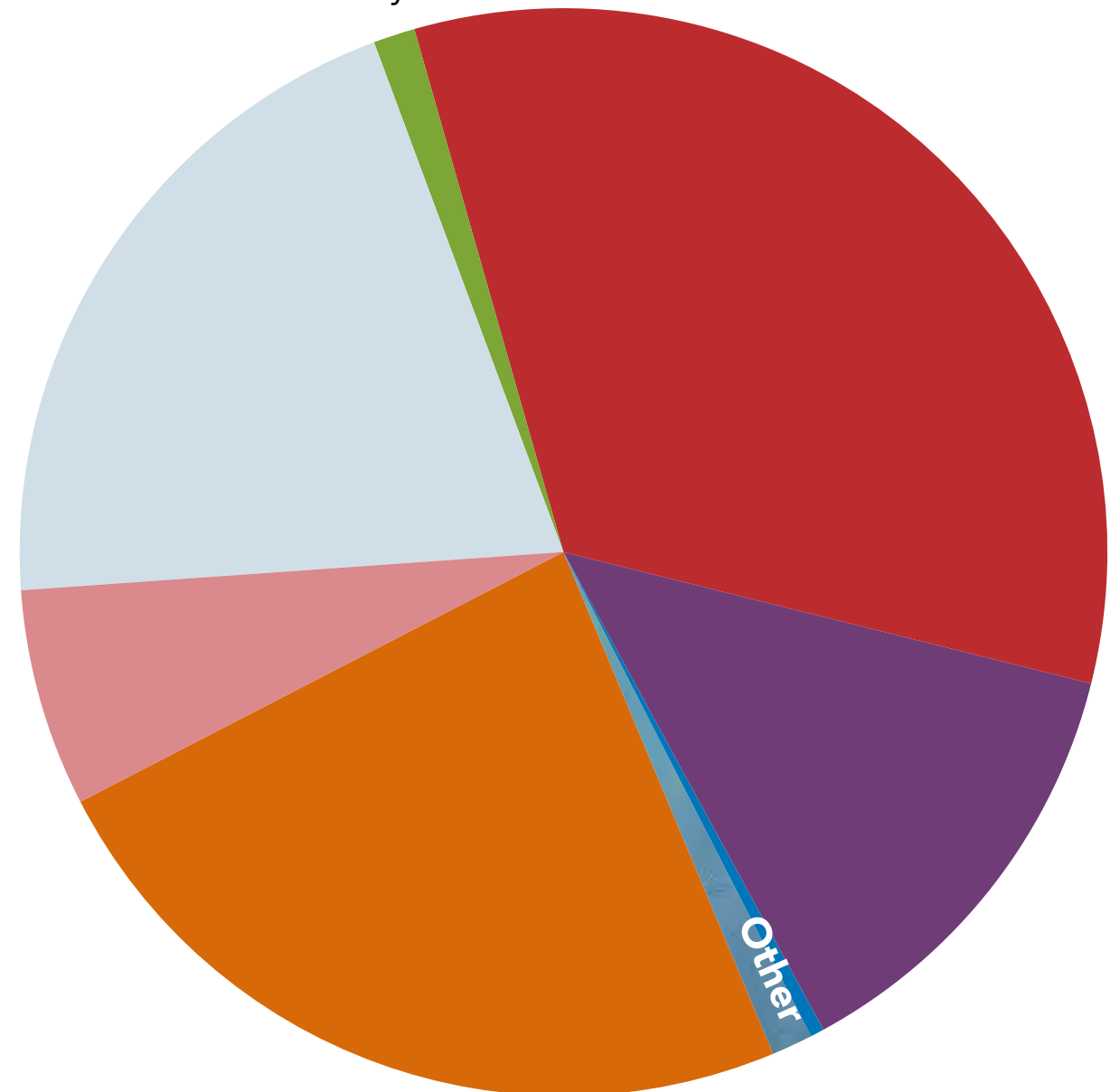
SEAFOOD LANDED IN **PORT OF SITKA** BY SPECIES, 2024

Whole **POUNDS** 29 MILLION



CFEC **VALUE** \$37 MILLION

Commercial Fisheries Entry Commission





**Sitka Value Added
Processing 2023-2024**
Pounds processed = 56 million
-29%

\$105 **Value of Seafood
Processed in Millions**
-37%

Down from \$241 million in 2022

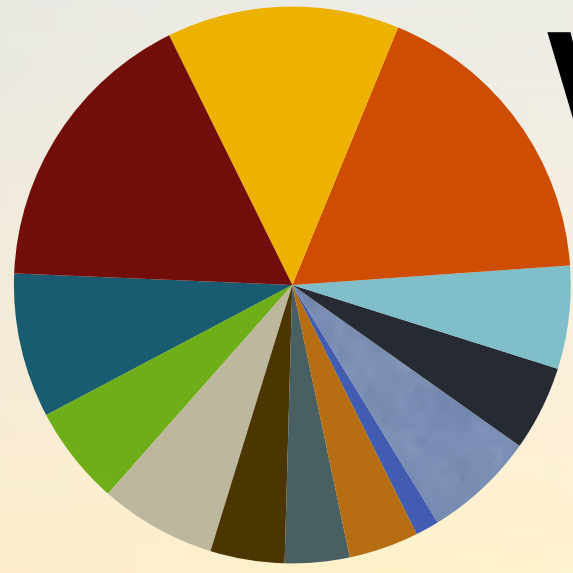
Seafood Outlook 2025

"Fishing in general is looking up. It depends on the effects of the Tariffs."

"The demand for high quality value added seafood is increasing, especially in the domestic markets. Our direct to consumer business is on a steady increase of demand."

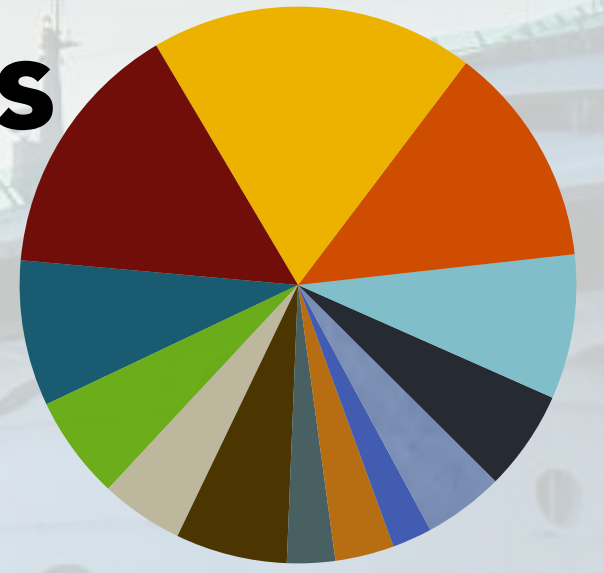


TOURISM



Wages

Jobs



Jobs = 1,140

annualized

Earnings = \$51 million

TOURISM = #3 (wages)
#1 in jobs

UP 27% JOBS, +240
WAGES UP BY 22% +\$9.4 MILLION
TOURISM



Tourism

"I am worried about all these ballot measures trying to stop cruise ships and their guests from coming to Southeast Alaska."

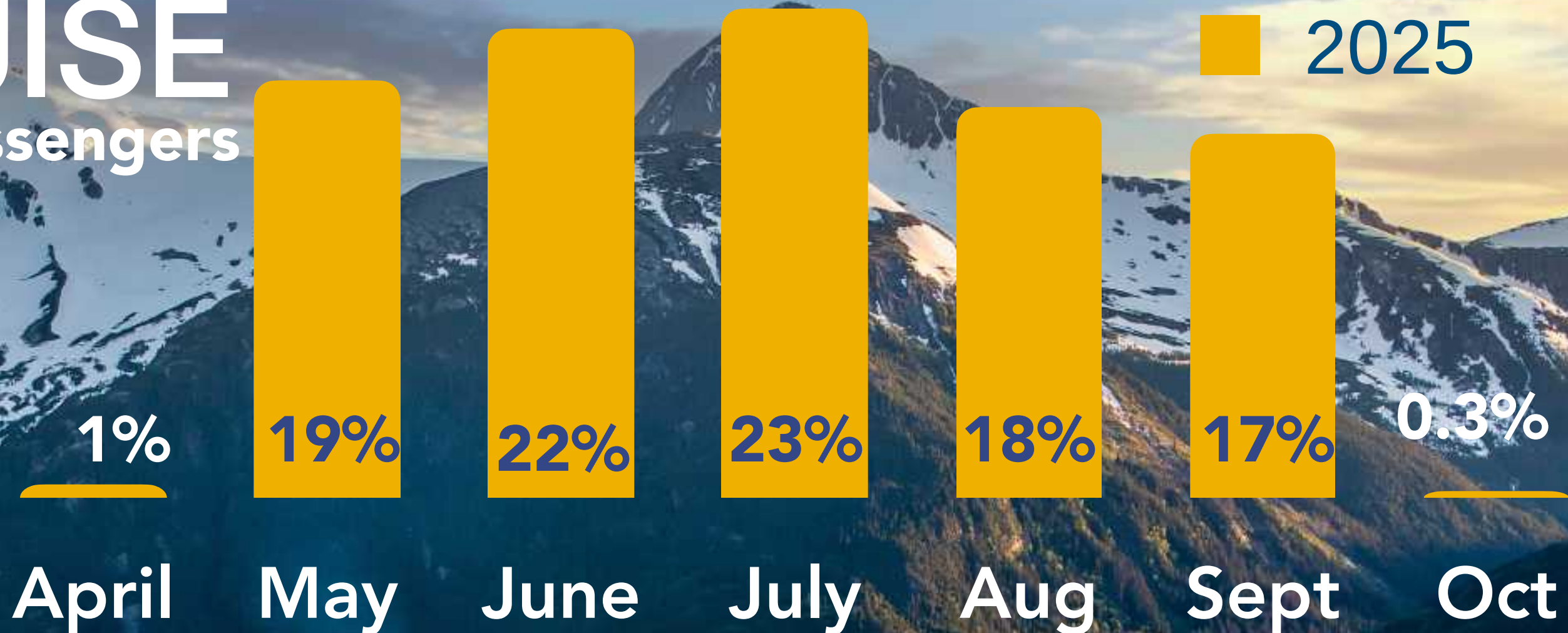
CRUISE

One-third of regional pax come to Sitka



CRUISE

Sitka Passengers



First Ship 2024 - April 8th
Last Ship 2024 - October 21th

First Ship 2026 - April 26th
Last Ship 2026 - September 30th

40 days shorter

Cruise Passenger Spending in Sitka 2024: "back of napkin"

Assuming
\$166 per passenger

Sitka cruise passengers 602,600

Local spending =

\$100 Million
Annually

McKinley Research

Tourist spending per person per day in Sitka 2016

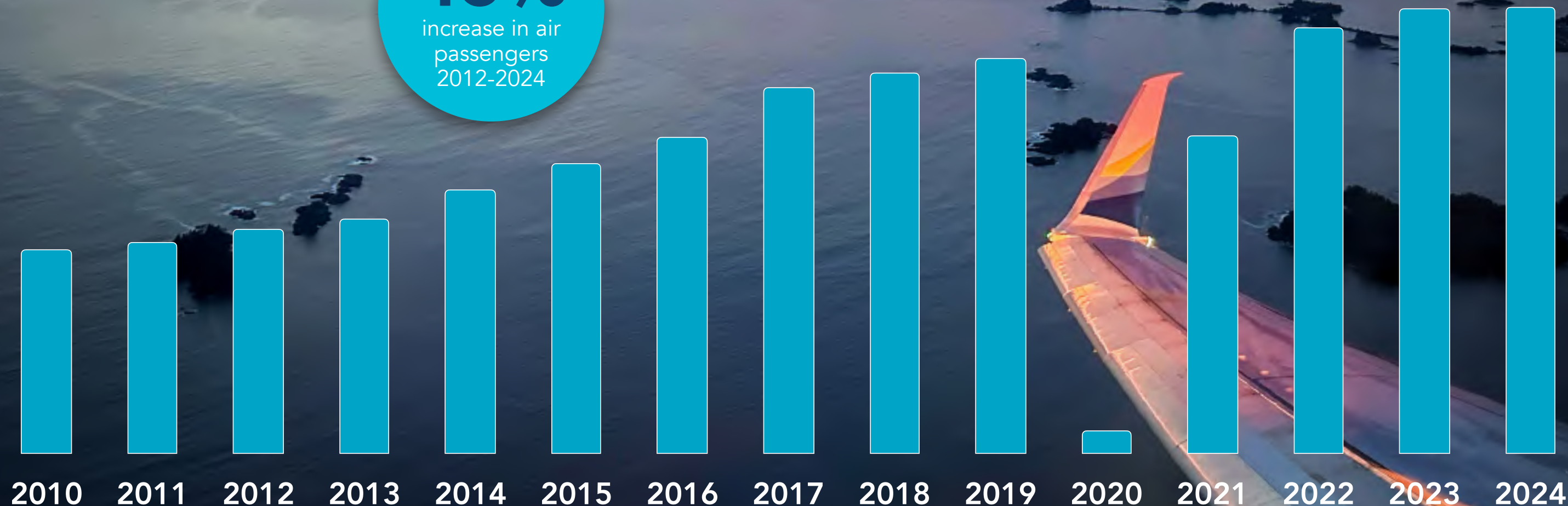
Arriving Sitka Air 96,300 Passengers

New record

Surpassed 2023
levels by 0.4%

46%

increase in air
passengers
2012-2024



Sitka Arriving Passengers



AMHS



GOVERNMENT

GOVERNMENT

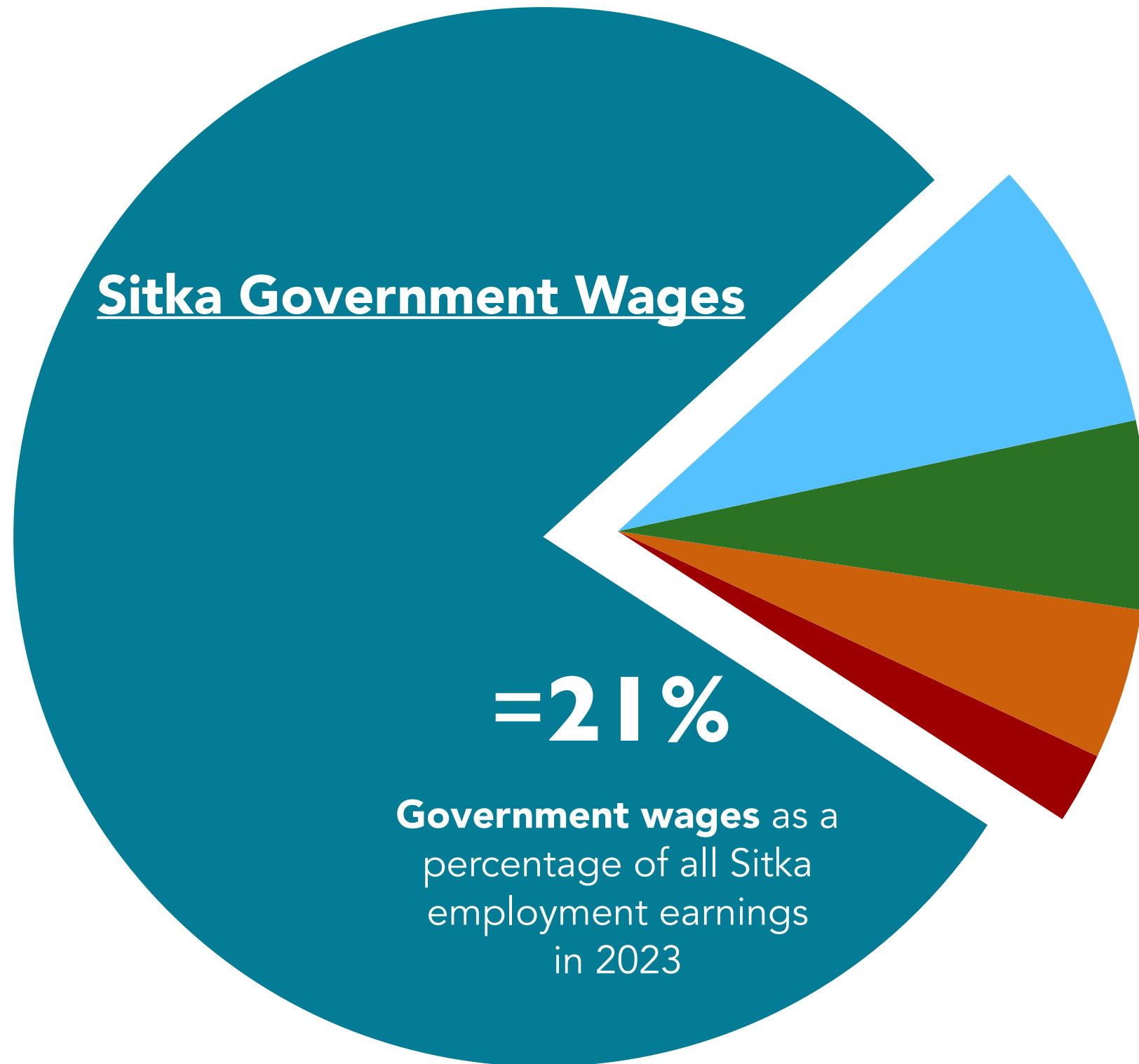


Jobs =

1,170

Earnings =

\$80 million



Sitka Government Jobs 2024

Local 512 Jobs **-3**

State 364 Jobs **+7**

US Coast Guard 200 Jobs **-38**

Other Federal 91 Jobs **+5**

=19%

Government jobs as a percentage of all Sitka jobs in 2024

GOVERNMENT

**DOWN 29 JOBS
WAGES FLAT**



COAST GUARD

ACTIVE DUTY
DOWN 38 POSITIONS
IN 2024
-17%

Active duty decrease primarily due to changes in junior personnel airstation staffing and personnel shortages. Numbers are recovering and back to around 200.

\$17 million

Coast Guard Activity Duty + Civilian Estimates

Sitka Active Duty (Only) US Coast Guard Personnel, 2010-2024

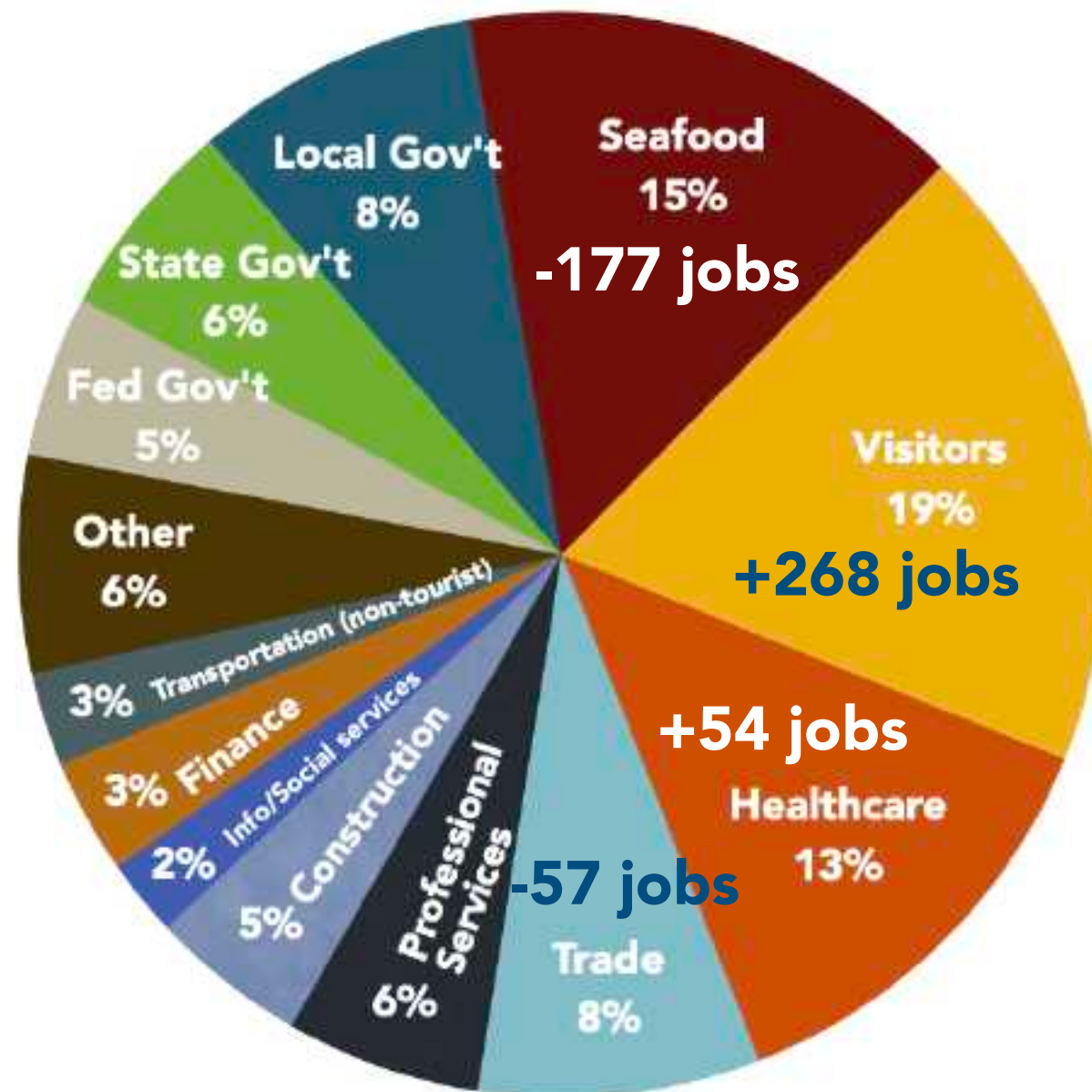


Photo credit: USCG

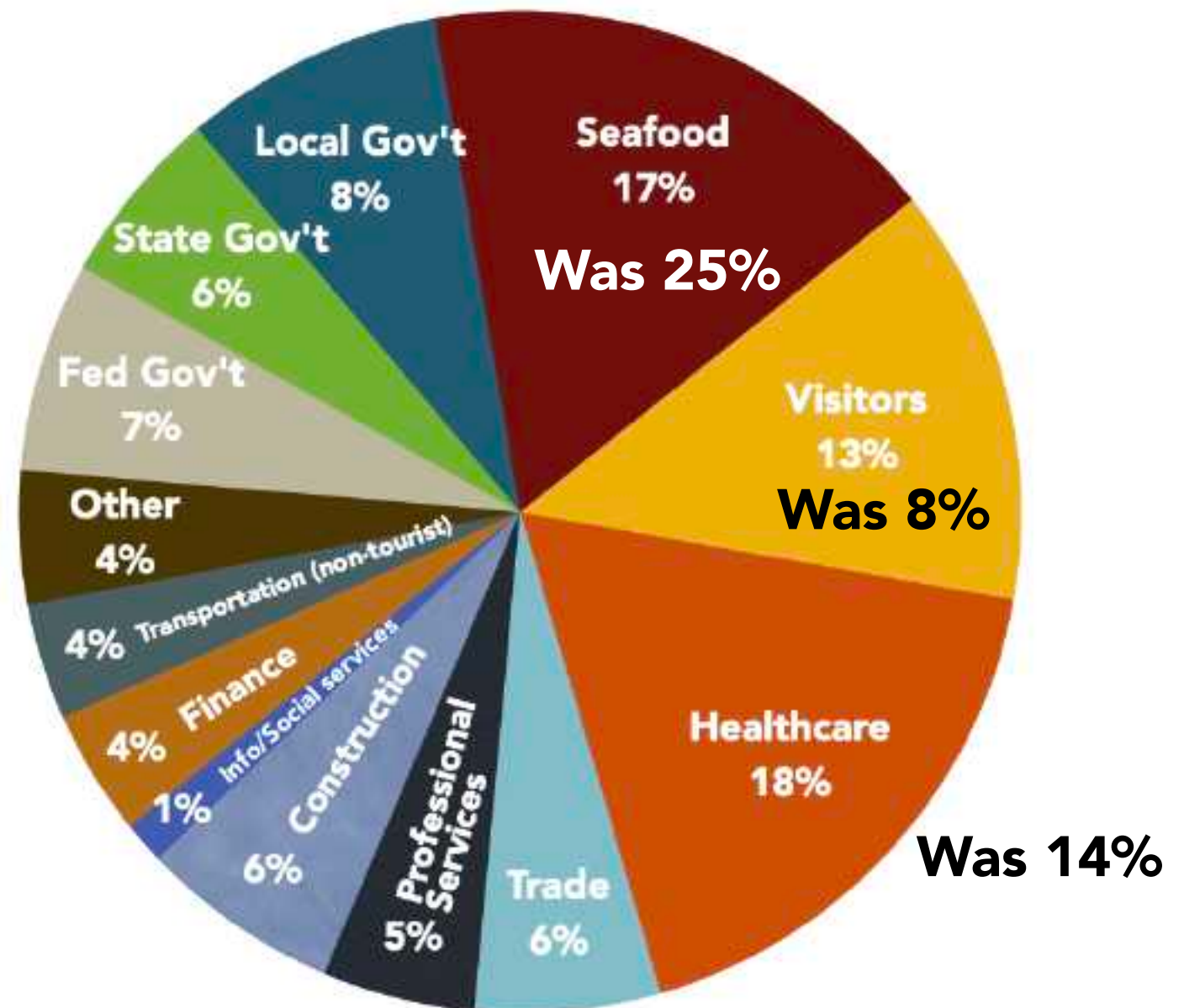
The Sitka Alaska Economy 2024

Compared
to 2019

Jobs



Wages



DEMOGRAPHICS



POPULATION

Down 140 in 2024

Population
declining twice
the rate of
region

POPULATION DOWN 950 2014 TO 2024, -10.5%

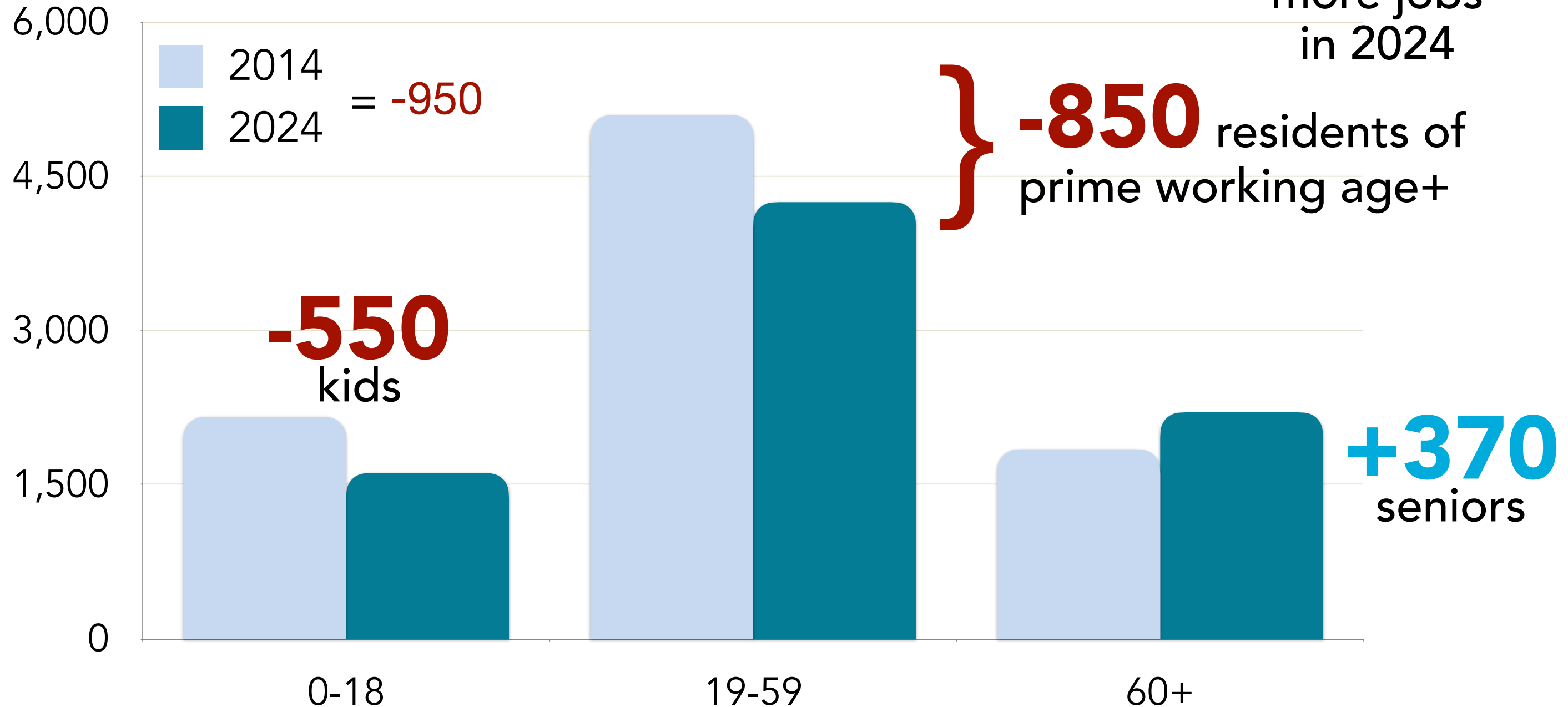
Lower
in
1987

Photo credit: SFAC

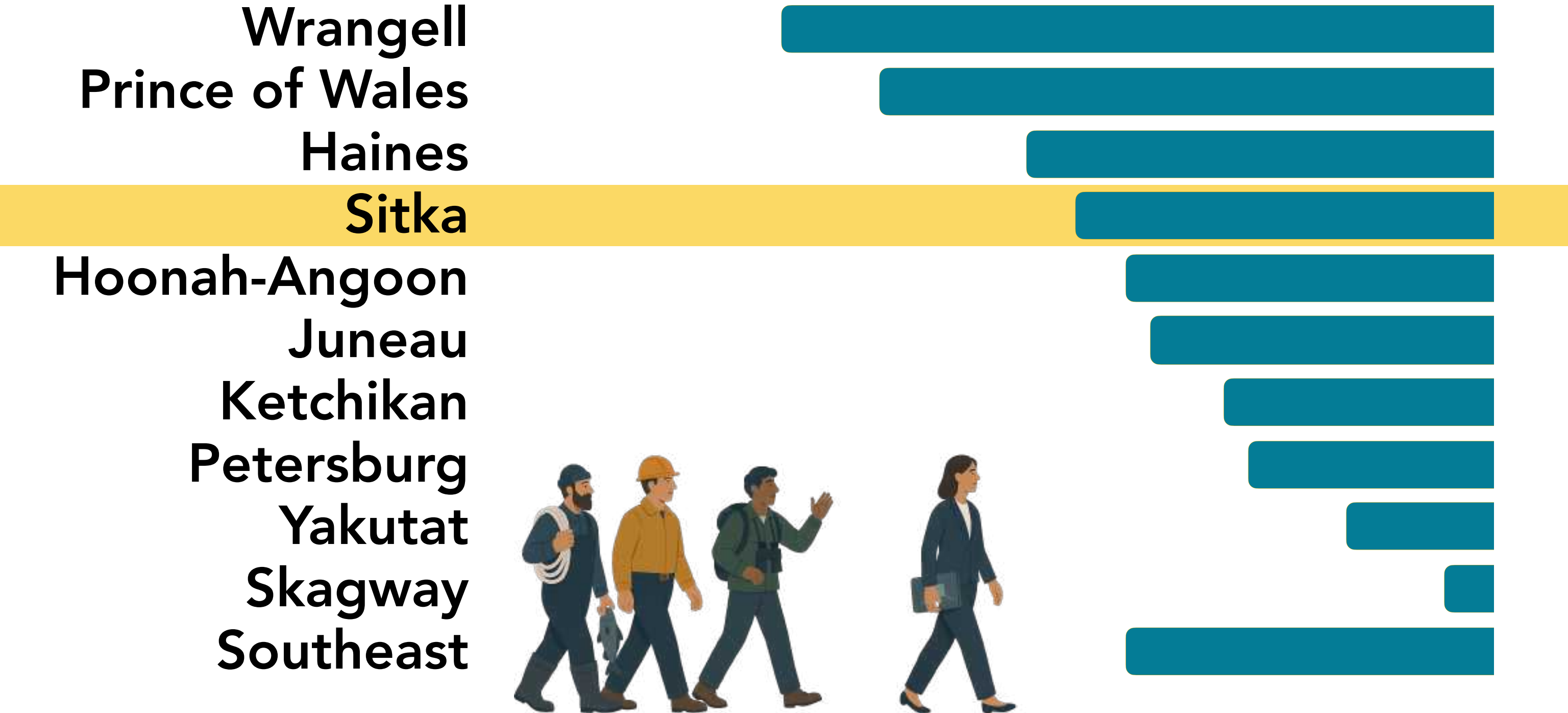
Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year
1980	1987	1990	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	

Sitka's Workforce Challenge

Sitka Population by Age, 2014-2024



2024 WORKING AGE VERSUS 2014



“There is limited workforce to pull from and anyone that will work for us requires too high of a pay that we cannot afford.”

Sitka Retail Business Leader

Sitka Worker Retention & Turnover Factors

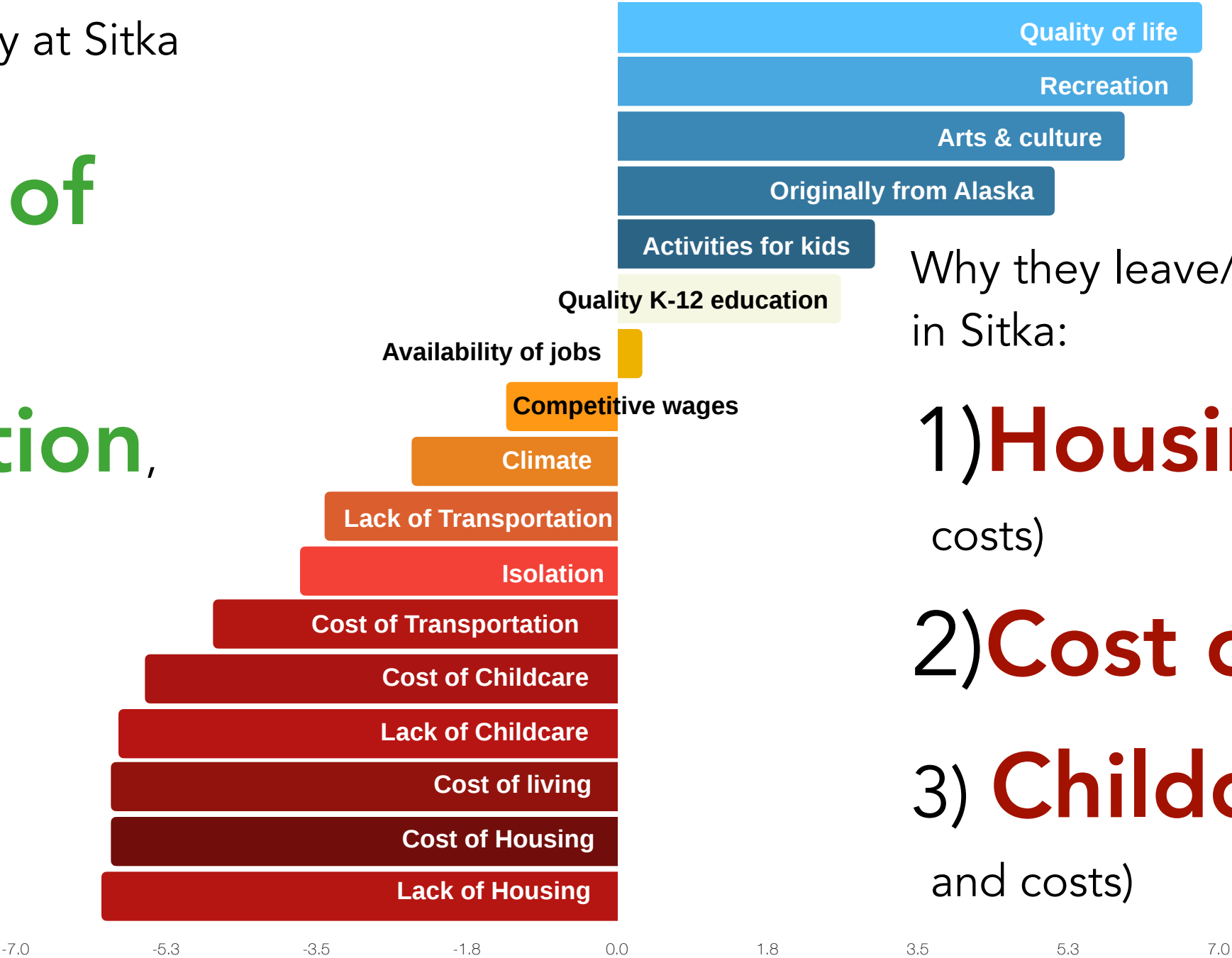
Sitka business leaders were asked to rank the significance of factors that result in hiring and long term retention, or in staff turnover or not taking the job. This is an overall ranking of their responses.

Why they come/stay at Sitka
Jobs:

1) **Quality of Life,**

2) **Recreation,**
and

3) **Arts & Culture.**



Why they leave/don't take jobs
in Sitka:

1) **Housing** (lack of and costs)

2) **Cost of Living**

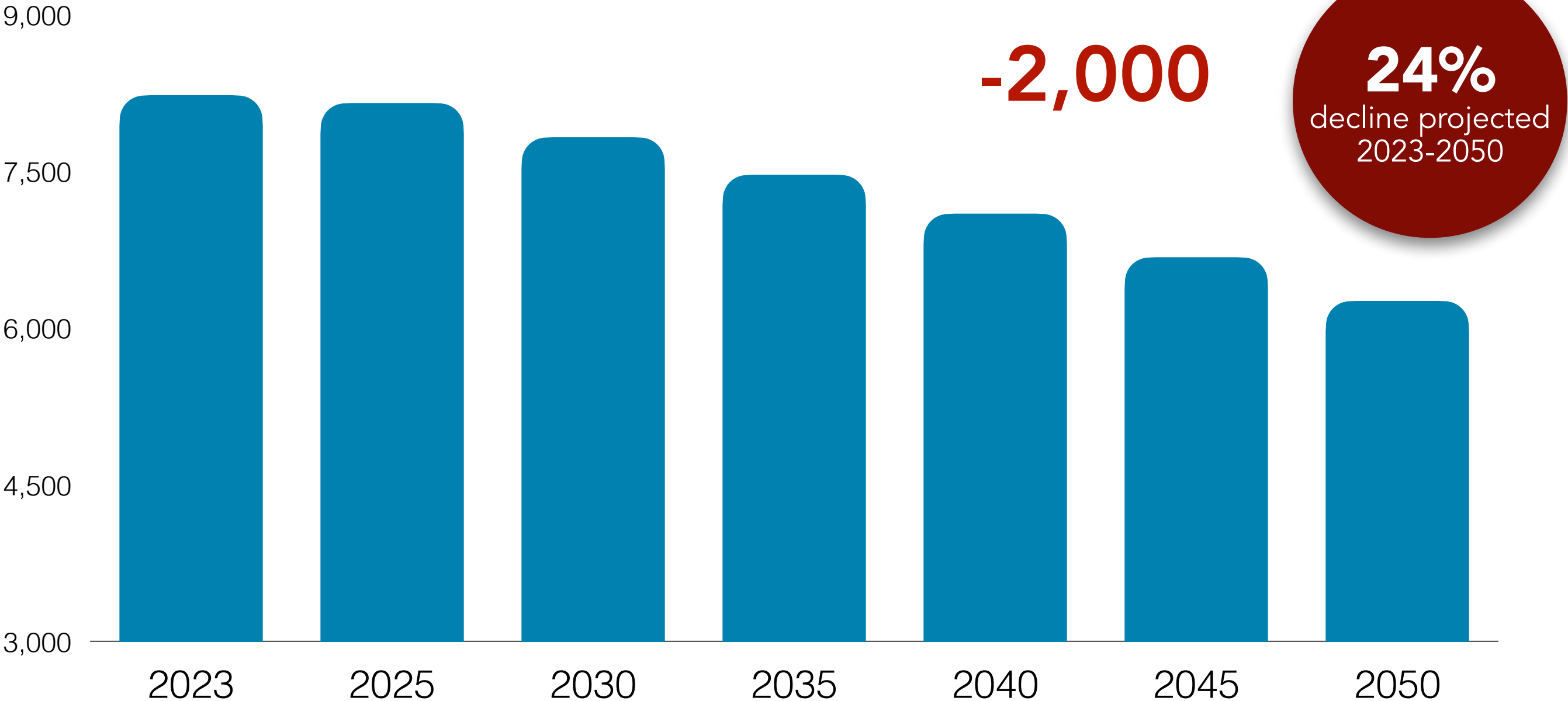
3) **Childcare** (lack of and costs)

Sitka Worker Retention & Turnover Factors

Sitka business leaders were asked to rank the significance of factors that result in hiring and long term retention, or in staff turnover or not taking the job. This is an overall ranking of their responses.

Sitka Alaska Workforce Attraction, Retention & Turnover					
Element	Significant factor resulting in long-term staff retention (or taking job)	Factor resulting in long-term staff retention (or taking job)	Factor resulting in staff leaving (or not taking job)	Significant factor resulting in staff leaving (or not taking job)	Not a factor
Housing availability (or lack of)	15%	0%	32%	54%	0%
Cost of housing	12%	5%	29%	54%	0%
Cost of living	10%	5%	34%	49%	2%
Childcare availability (or lack thereof)	13%	3%	33%	50%	3%
Cost of childcare	10%	3%	43%	40%	5%
Cost of transportation	3%	10%	40%	30%	18%
Isolation	3%	16%	53%	18%	11%
Availability of transportation (or lack thereof)	5%	5%	55%	11%	24%
Climate & weather	5%	18%	50%	10%	18%
Competitive wages (or lack thereof)	11%	24%	39%	13%	13%
Availability of jobs (or lack thereof)	21%	18%	26%	11%	24%
Quality of K-12 education	21%	38%	10%	5%	26%
Activities for kids	25%	33%	18%	0%	25%
Originally from Alaska	41%	33%	10%	0%	15%
Arts and cultural opportunities	33%	58%	3%	0%	8%
Recreational opportunities	51%	36%	3%	0%	10%
Overall quality of life	49%	41%	2%	0%	7%

Sitka Alaska Population Projections 2023 to 2050



“If Sitka were a community in Southeast Alaska where young families could buy a home, we would be flooded with them. It’s not about jobs, it’s about housing.”

Randy Hughey, Sitka Community Land Trust

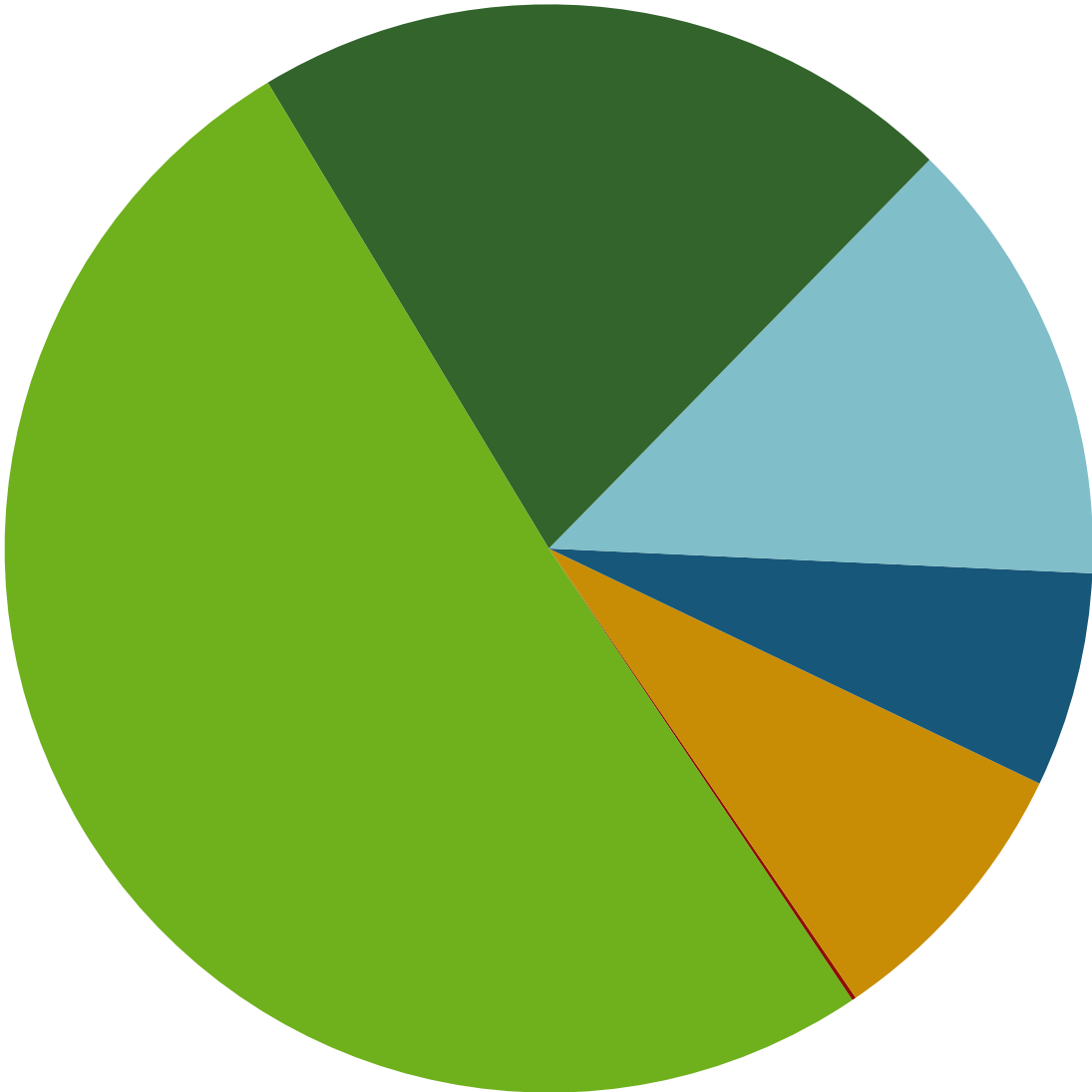
“We agree that housing is a crisis, but we need to act like it.”



HOUSING

Some indicators headed in right direction in housing data

Sitka Housing

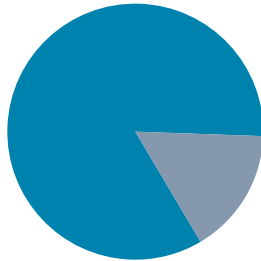


Housing stock by type

In Sitka, half of housing units are single family homes. This is just lower than the state as a whole, which is 63% single family home. The most usual aspect of housing in Sitka is the very high percentage of mobile homes that make up the overall housing stock. Statewide just 4.6% of all housing stock is made up of mobile homes. In Southeast that figure is slightly higher at 6.3%.

Housing Units = 4,167

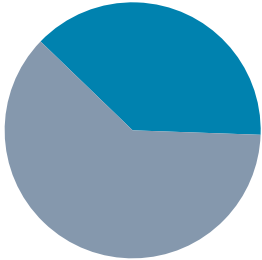
Occupied
= 3,503



Occupied Housing

In Sitka there are 664 vacant housing units, or 16% of total housing units. The state as a whole has a vacant housing rate of 19%. Coastal Alaska is also 19%. Vacant housing units is measured in April and includes homes that are used in the summer-only.

Renters
= 1,343



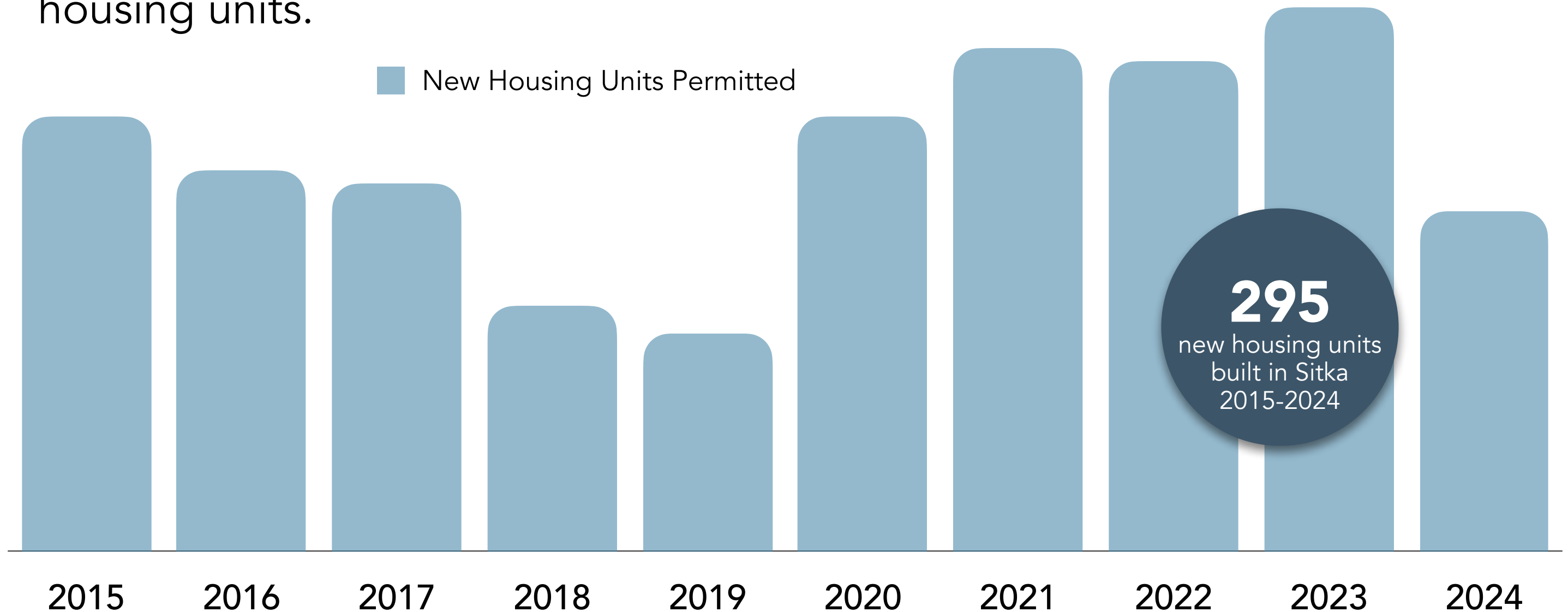
Housing Tenure

Of the occupied housing units in Sitka, 38% are renter occupied, while 62% are homeowner occupied. Typically, the occupied housing tenure ratio is 1/3rd rentals and 2/3rds homeowners, so Sitka has slightly more rentals.

Housing is Being Built in Sitka

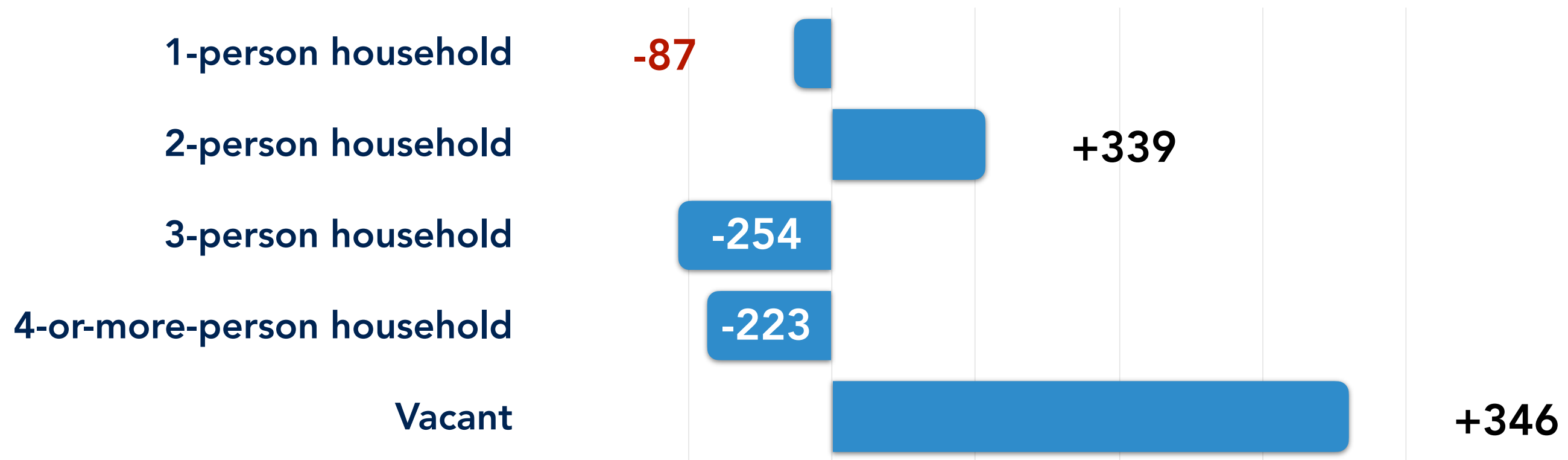
In the last 10 years, 295 new housing units have been built in Sitka. Representing 8% of Sitka's occupied housing units.

Population
down **10%**



THE DECLINE OF THE FAMILY HOUSEHOLD

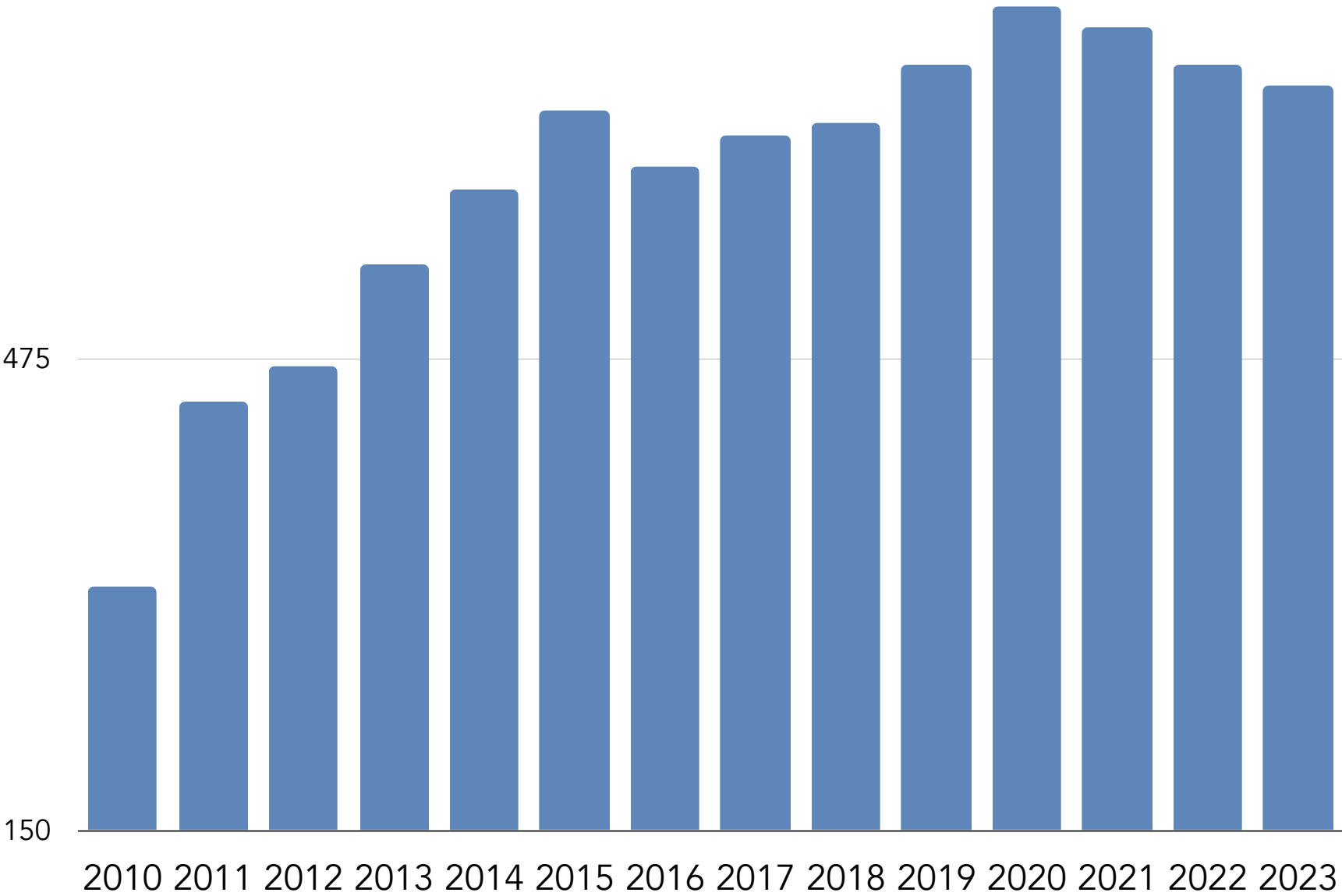
2010-2023



S2501 OCCUPANCY CHARACTERISTICS
B25004 Vacancy Status

As fewer people live together, it **reduces the available housing stock** for young families, workers, and others—even as the number of housing units grows.

Sitka Vacant Housing

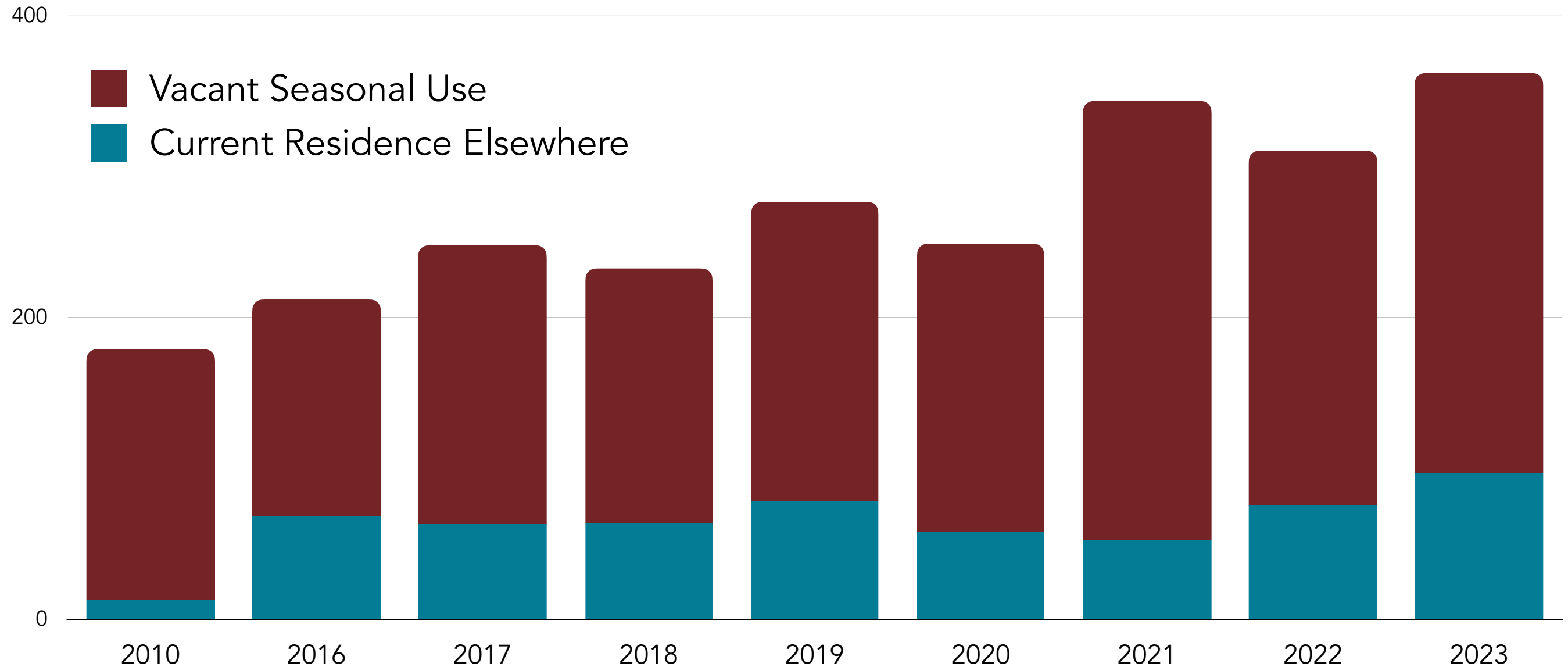


Source; US Census, ACS

All Vacancies 2023

For seasonal, recreational use	265
Current resident elsewhere	97
For migrant workers	43
For rent	72
Rented, not occupied	25
For sale only	13
Sold, not occupied	5
Other vacant	144
Total Vacant	664

Sitka Vacant Housing: 2nd Homes, Seasonal Use (Potential Snowbirds)

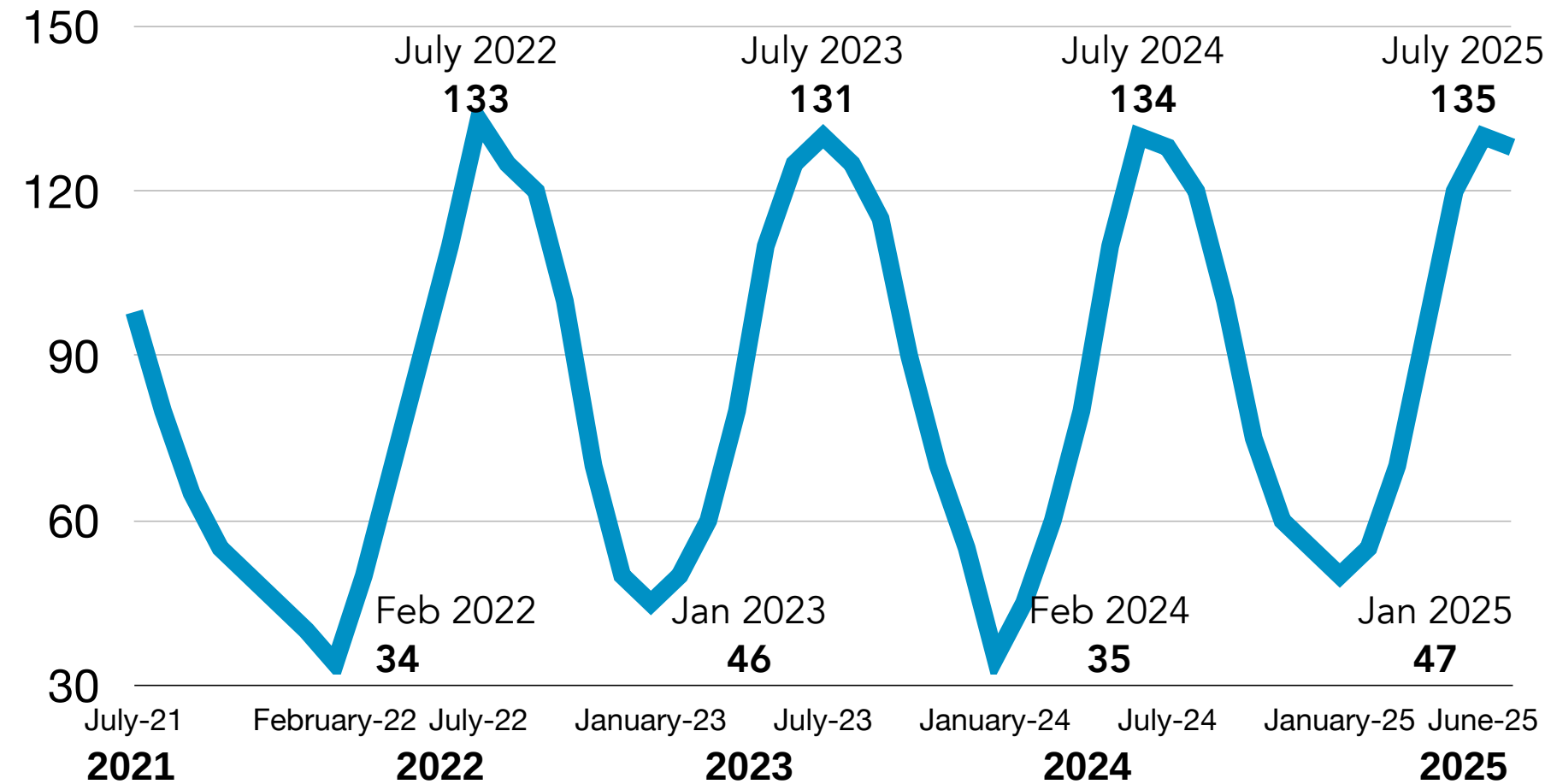


Source; US Census, ACS B25005: Current residence elsewhere; B25005: All other vacant

+183

Short-Term Rentals in Sitka Not Growing (and not the problem)

Short Term Rental Units Booked (AirBNB, VRBO etc.)



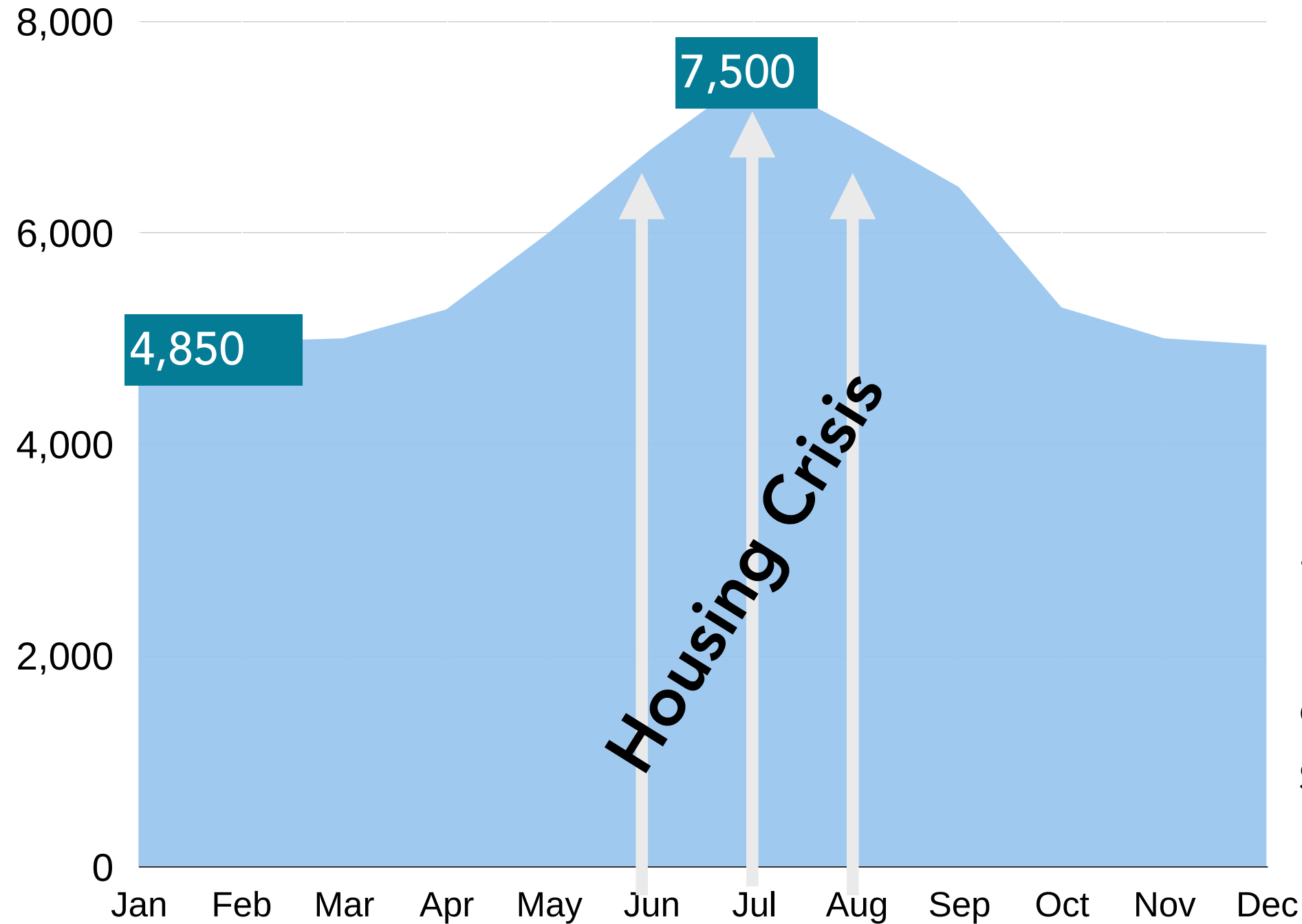
Active Listings = 135



A total of 135 Sitka units or rooms are currently registered with either Airbnb or VRBO. The majority (89%) of these short-term housing listings offered availability on a seasonal basis only (available for a few days to six months of the year only). **Just 15 of Sitka listings were available all or most of the year** (more than 270 days). Assuming the listings that offer an “entire home” are also counted among Sitka’s overall rental market, this means that approximately 1% of the Sitka rental housing stock is being diverted to short-term rentals year-round **14** year-round, entire home short-term rental units, across **1,343** total Sitka rental units.

Total 270 days+ & entire home = **14**

Sitka Workforce by Month, 2024



=2,650
More peak summer
workers than low
winter workers

i.e. up to 2,650 more
people need some type
of housing in the
summer

Sitka’s Rental Vacancy Rates are Similar to Alaska Averages

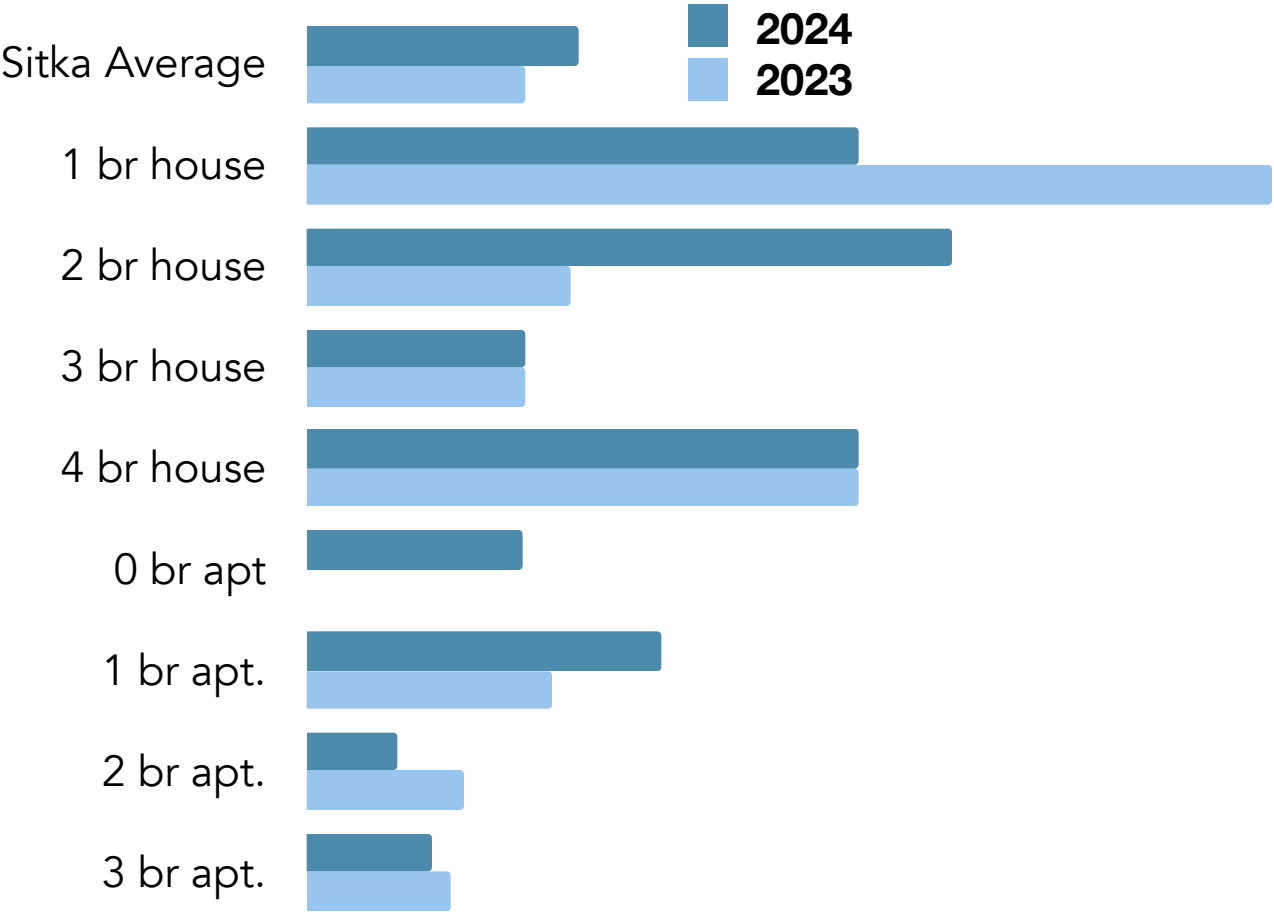
Sitka’s overall rental vacancy rate was 7.1%, while the statewide vacancy rate was 6.7%. Sitka’s vacancy rate remain higher than Anchorage, Juneau, Mat-Su, Valdez and Wrangell-Petersburg. Because the survey is conducted each year in March, the high demand summer rental season is excluded from the vacancy rate analysis.

Sitka Rental Vacancy Rates 2024 Compared

Survey Area	Vacancy Rate 2023	Vacancy Rate 2024
City and Borough of Sitka	5.7%	7.1%
Municipality of Anchorage	4.1%	2.3%
Fairbanks North Star Borough	10.7%	12%
City and Borough of Juneau	4.0%	3.9%
Ketchikan Gateway Borough	5.3%	10.2%
Matanuska-Susitna Borough	3.5%	3.5%
Valdez-Cordova Census Area	7.9%	3.8%
Wrangell-Petersburg	2.9%	3.8%
State Average	5.9%	6.7%

Source; Alaska Department of Labor and Workforce Development, Research and Analysis Section, Alaska Rental Market Survey

Sitka Rental Vacancy Rate, March 2023 & 2024



Source; Alaska Department of Labor and Workforce Development, Research and Analysis Section, Alaska Rental Market Survey

Rent in Sitka is Equal to Alaska Averages

Sitka’s adjusted rental rates are nearly identical to the Alaska overall median rent. In 2024, Sitka’s median adjusted rent was \$1,478, equal to the statewide median adjusted rent of \$1,477. The median adjusted rent in Sitka increased by 8% since 2023, compared to an average increase of 7% across rental rates in Alaska.

Sitka Rental Costs Compared

Survey Area	Median adjusted rent 2023	Median adjusted rent 2024	Change 2023-2024
City and Borough of Sitka	\$1,364	\$1,478	8%
Municipality of Anchorage	\$1,404	\$1,531	9%
Fairbanks North Star Borough	\$1,426	\$1,503	5%
City and Borough of Juneau	\$1,420	\$1,495	5%
Ketchikan Gateway Borough	\$1,262	\$1,417	12%
Matanuska-Susitna Borough	\$1,297	\$1,354	4%
Valdez-Cordova Census Area	\$1,265	\$1,375	9%
Wrangell-Petersburg	\$1,033	\$1,128	9%
State Average	\$1,381	\$1,477	7%

Source; Alaska Department of Labor and Workforce Development, Research and Analysis Section, Alaska Rental Market Survey

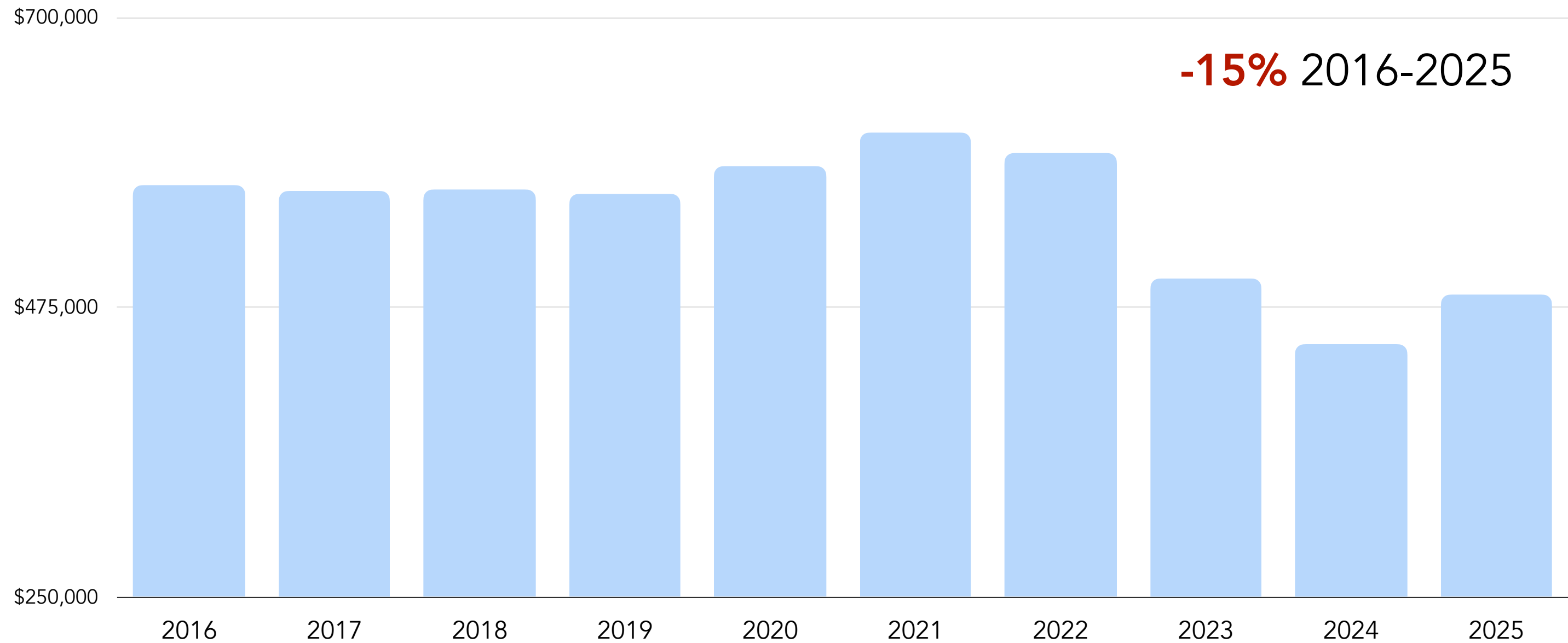
Sitka’s median rent

\$1,478

in 2024 was = to Alaska’s

Market Rate Values: Adjusted for inflation

Sitka Single-Family Home Average Value, 2016-2025

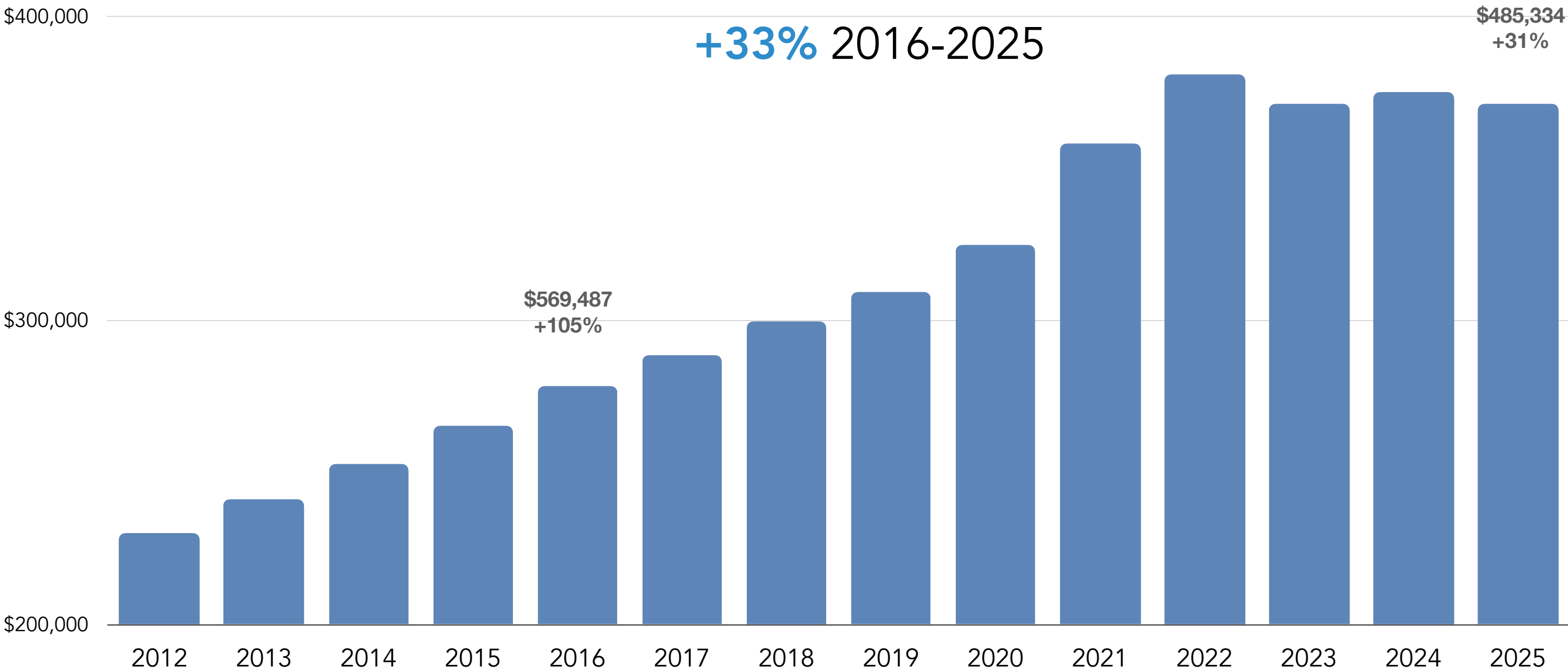


Source; Zillow, Sitka single-family resident analysis

Market Rate Values USA

Adjusted for inflation

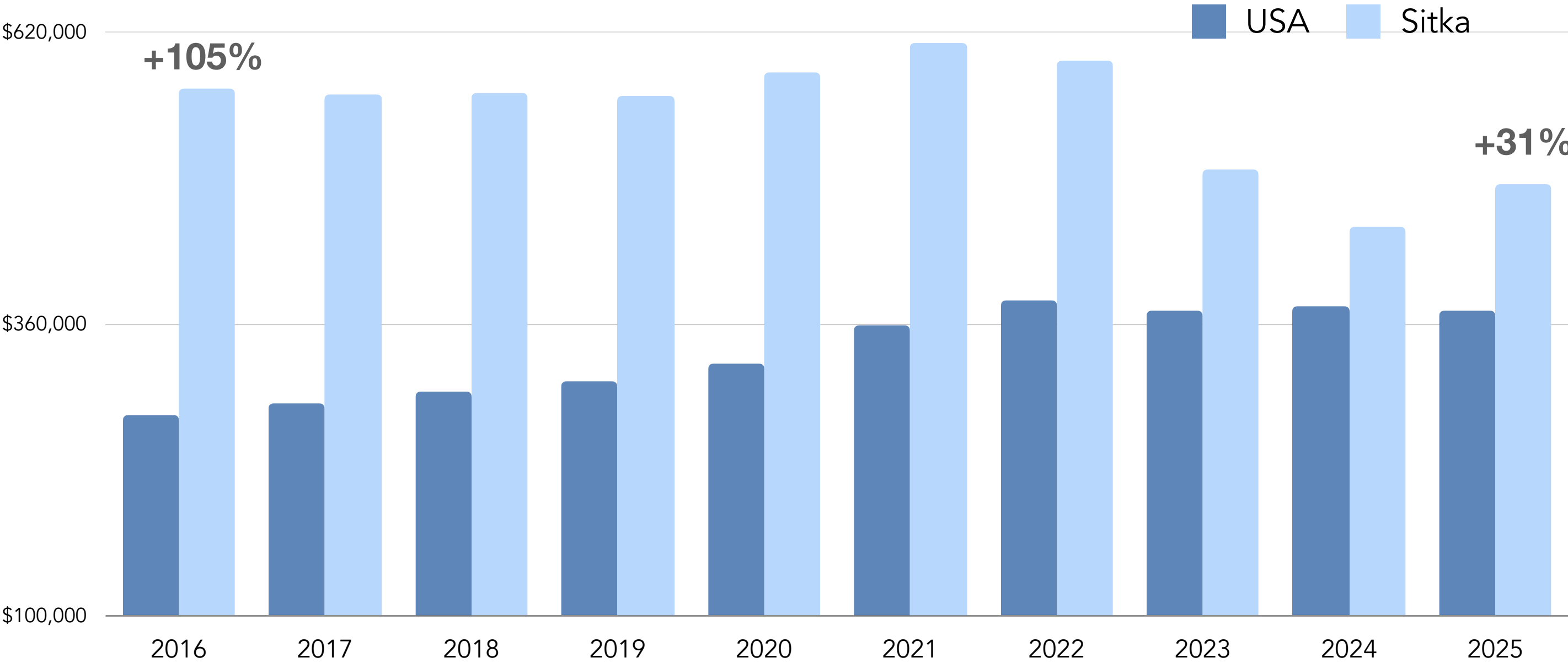
US Single-Family Home Average Value, 2016-2024



Source; Zillow, Sitka single-family resident analysis

Market Rate Values Adjusted for inflation

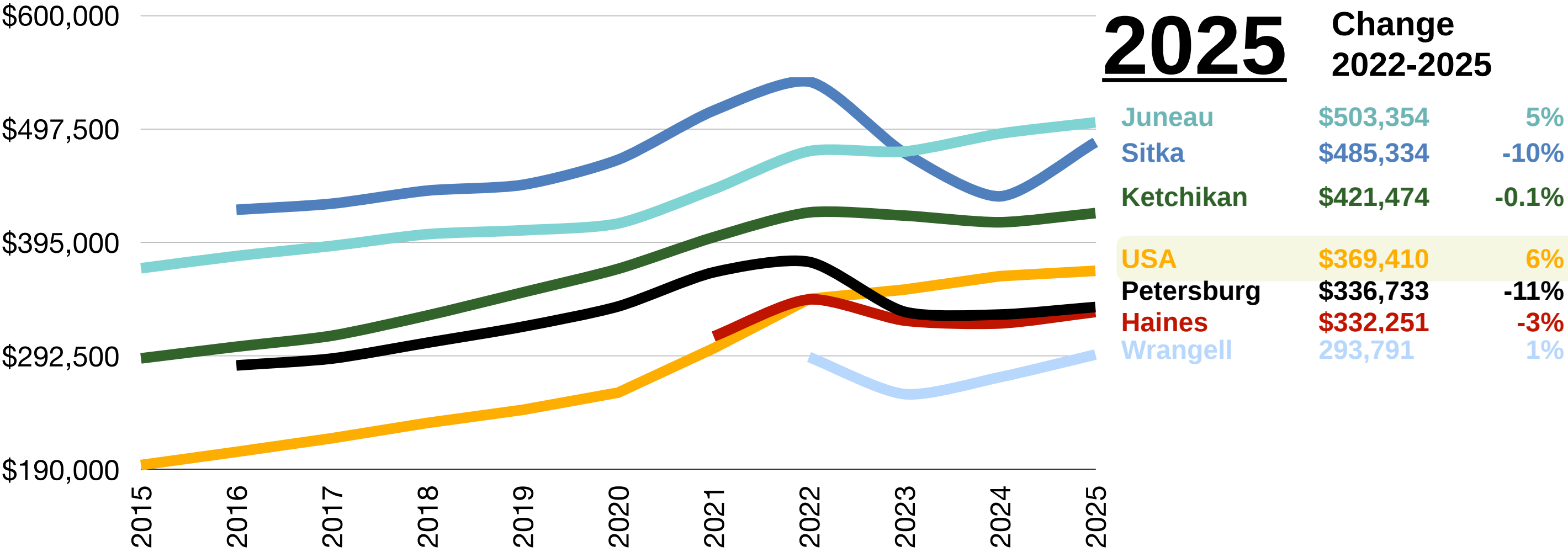
US and Sitka Single-Family Home Average Value, 2016-2024



Source; Zillow, Sitka single-family resident analysis

AVERAGE VALUE SINGLE-FAMILY HOME

Not adjusted for inflation



Top 11 Stories of the Sitka Economy 2024

- 1) Seafood catch and processing values at significant lows in 2024
- 2) Population is at its lowest since 1987, and falling rapidly
- 3) Available workforce is way down
- 4) Summer housing crisis (but not a winter one)
- 5) US Coast Guard active duty down (but back up in 2025)

Top 11 Stories of the Sitka Economy 2024

- 1) Strong overall 2024 economy
- 2) The best business climates in region, the best ever in Sitka, and the most optimism of any community looking forward
- 3) Jobs and wages were up, jobs 19 away from record high
- 4) Healthcare #1 economic sector and strong, also fueling construction sector
- 5) Tourism is thriving, record cruise and air passengers
- 6) Housing continues to be at crisis level, but some indicators are improving

QUESTIONS?



September 18, 2025

Rain Coast
Data

