

The State of SITKA's Economy 2026

SEDA

Photography:
Caitlin Blaisdell
Photography

September 16, 2026

**Rain Coast
Data**



2025

compared to 2024

Photography:
Caitlin Blaisdell
Photography

"I believe Sitka's business prospects are somewhat better than those of the entire Southeast Alaska Region."

Sitka Maritime Business Leader



Jobs +3%

+150

Photography:
Caitlin Blaisdell
Photography

2024-2025



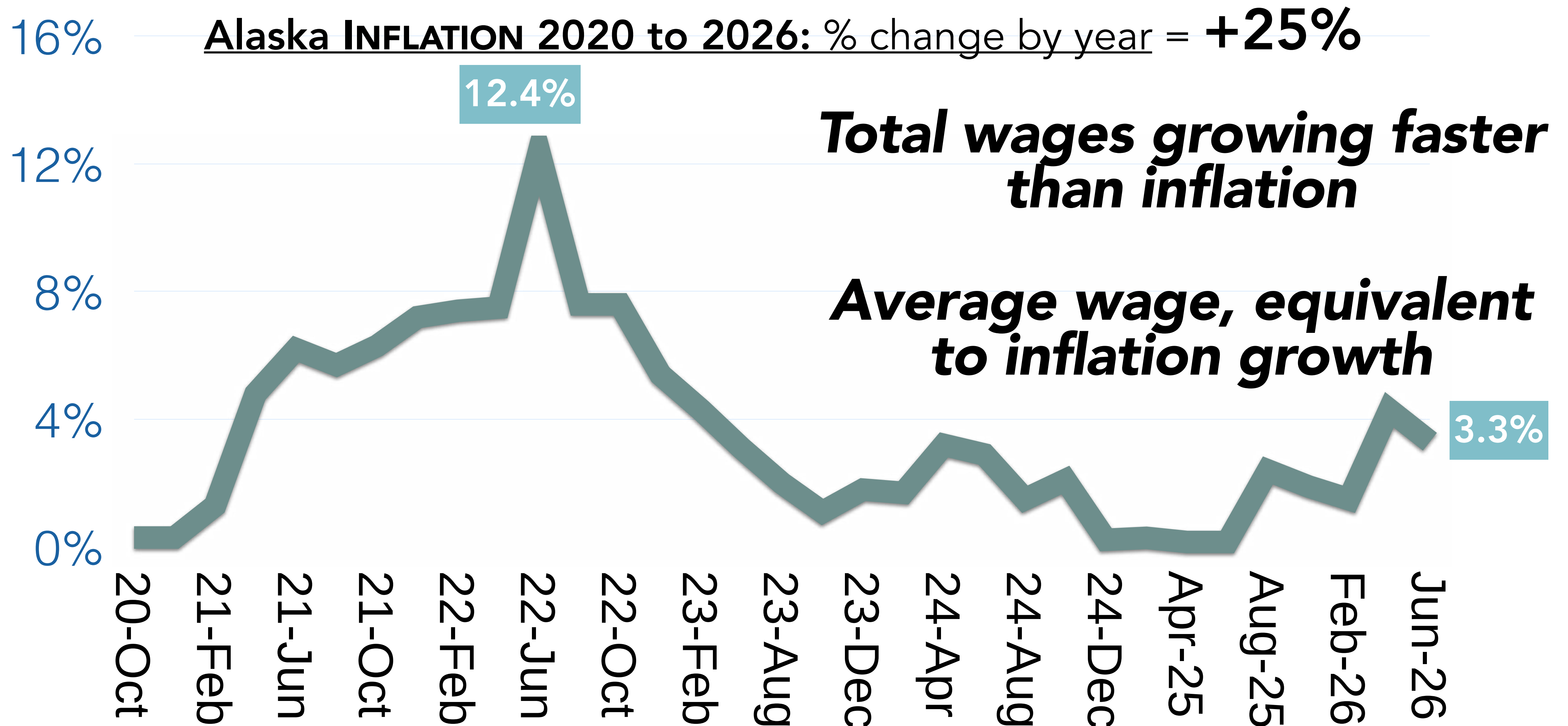
Wages + 10%

+ \$37

million
2024-2025

Photography:
Caitlin Blaisdell
Photography

Inflation is Growing



Average wage 2019

\$48,384

Average wage 2025

\$67,573

Inflation-only \$57,514

2025 Sitka Alaska Employment & Earnings

	EMPLOYMENT RELATED EARNINGS			EMPLOYMENT NUMBERS			
	Wages (2025)	Self-Employment/ Active duty	Total Earnings	Annual Average Employment (2025)	Self-Employed/ Active Duty	Total Employment	Change 2024 to 2025
Government (includes Coast Guard)	\$63,123,512	\$16,915,000	\$80,038,512	893	199	1,092	0%
Seafood Industry	\$30,763,751	\$44,971,929	\$75,735,680	453	502	955	5%
Health Care Industry	\$71,821,817	\$2,112,259	\$73,934,076	751	35	786	1%
Visitor Industry	45,459,438	\$7,808,684	\$53,268,122	955	201	1,156	2%
Construction Industry	\$26,207,335	\$5,792,054	\$31,999,389	229	104	333	18%
Trade: Retail and Wholesale	\$16,900,279	\$5,983,036	\$22,883,315	429	65	494	-3%
Professional and Business Services	\$9,233,059	\$10,208,332	\$19,441,391	157	181	338	-4%
Financial Activities	\$5,864,038	\$11,410,804	\$17,274,842	104	105	209	1%
Social Services, Information	\$4,917,290	\$710,560	\$5,627,850	118	25	143	2%
Transportation (other, non tourism)	\$9,023,783	\$5,916,200	\$14,939,983	134	28	162	-4%
Other	\$13,481,062	\$5,600,880	\$19,081,942	306	156	462	18%
Total	\$296,795,364	\$117,429,738	\$414,225,102	4,529	1,601	6,130	3%

8 sectors up 6 sectors down: Federal gov, state gov, local gov, trade, biz services, and transportation

2025 Sitka Alaska Employment & Earnings

	Change in millions	% change
Construction Industry	\$7.4 million	30%
Seafood Industry	\$10.8 million	17%
Health Care Industry	\$6.6 million	10%
Government (includes Coast Guard)	\$4.3 million	5.7%
Visitor Industry	\$1.9 million	3.6%
Financial Activities	\$1.8 million	12%
Other	\$4.5 million	
Total	\$37.3 million	10%

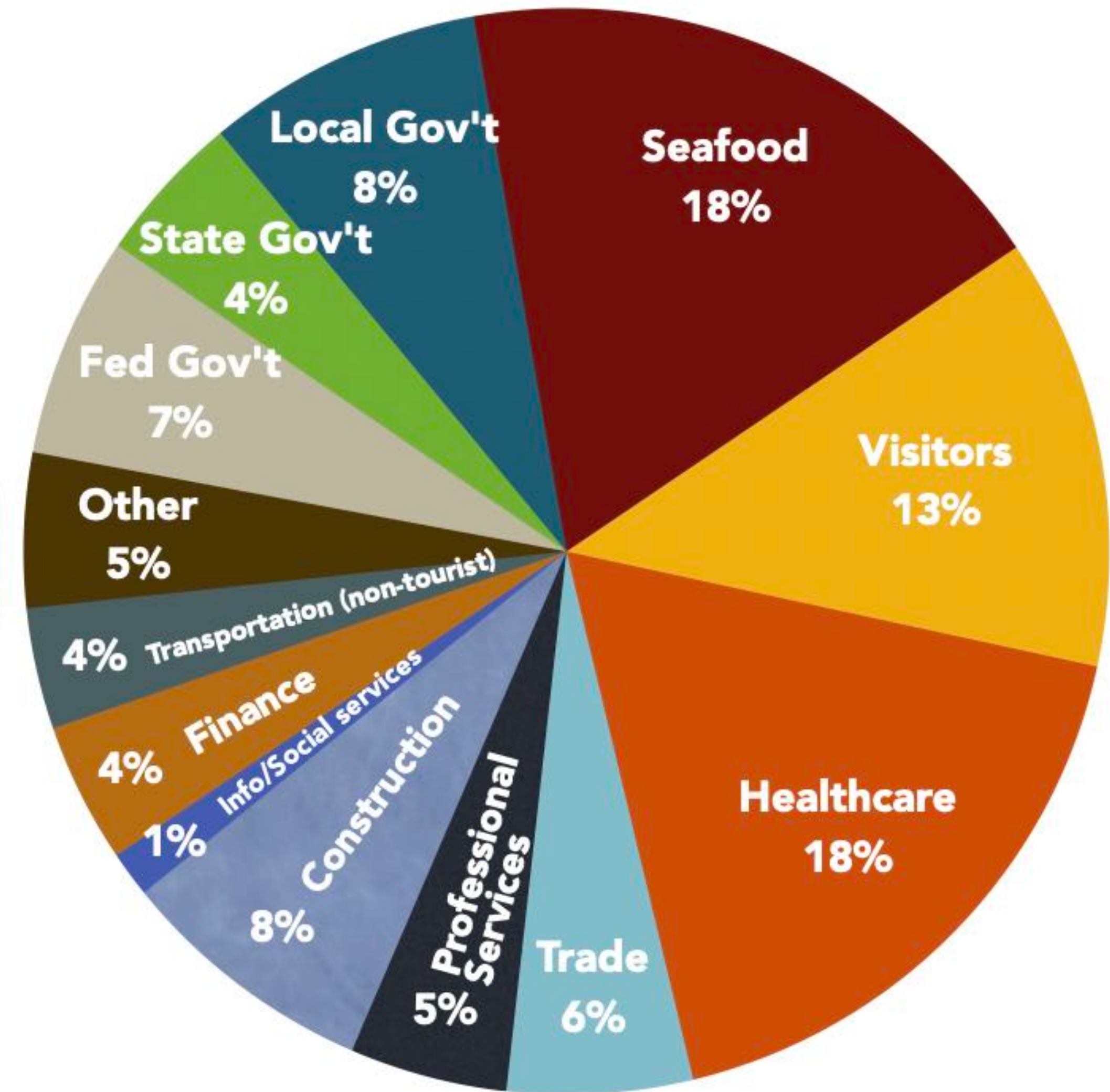
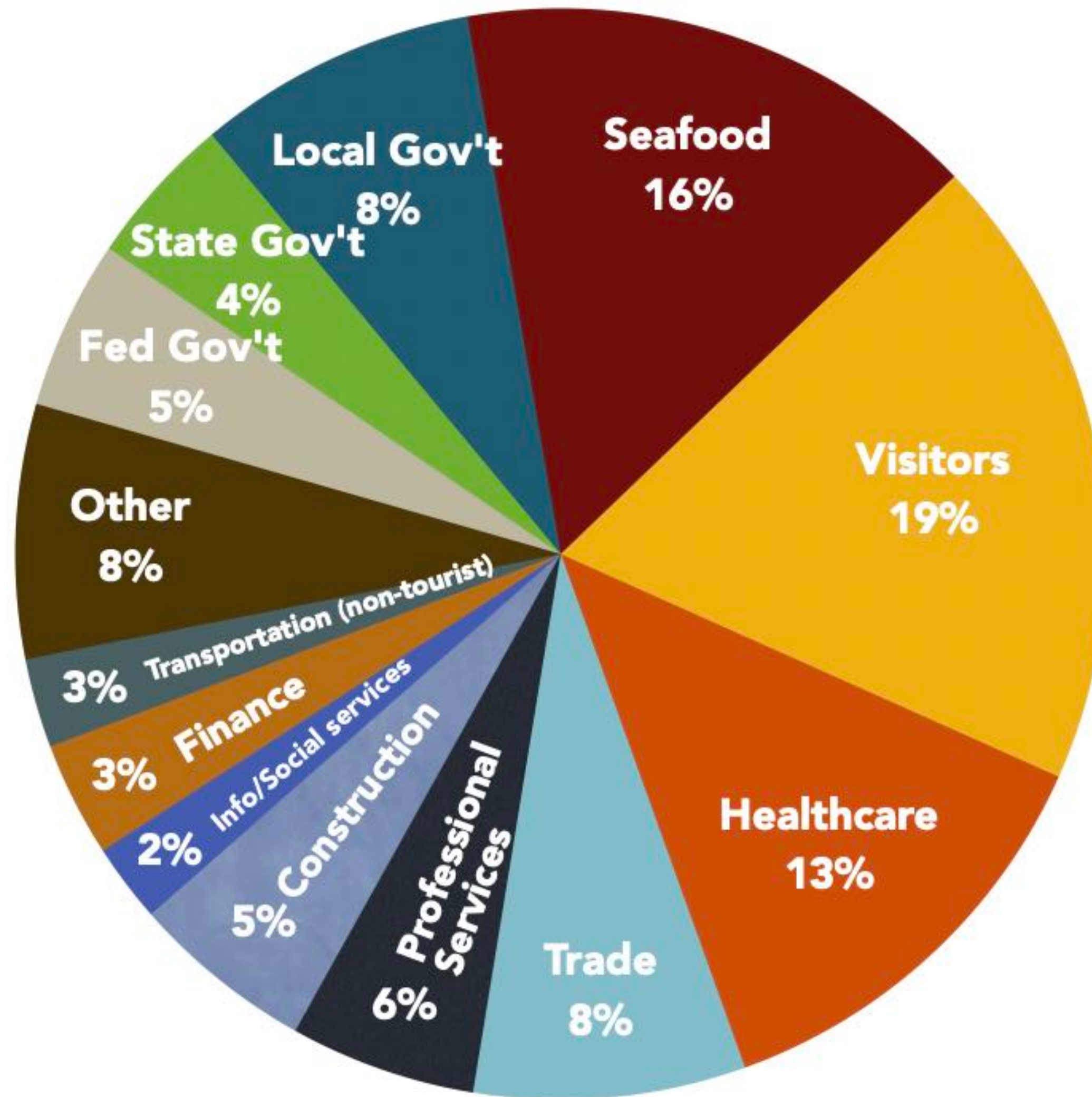
The Whole **Sitka Alaska Economy** 2025

6,130 Jobs (8,400 WORKERS)

UP 150 JOBS IN 2025 +3%

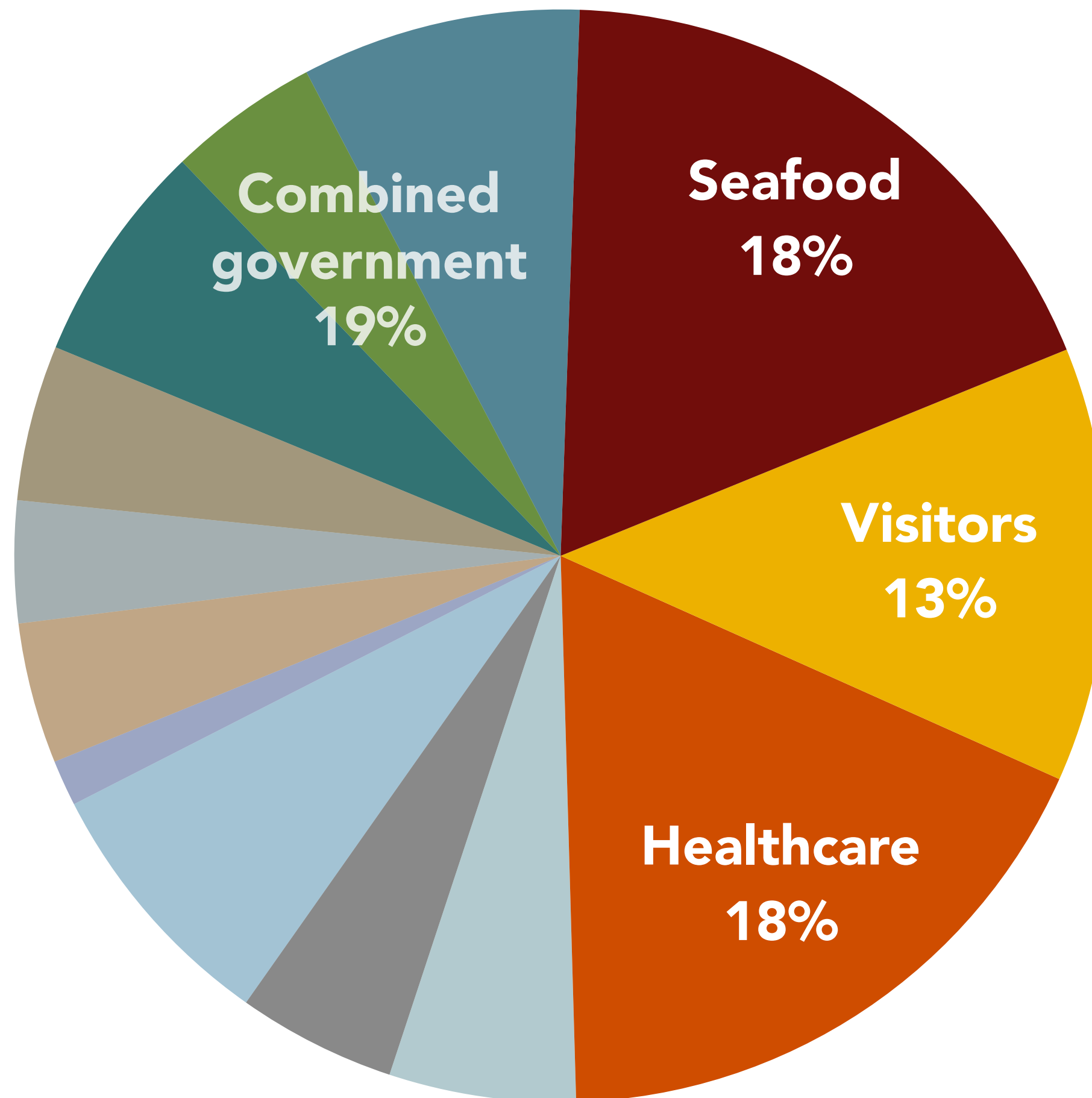
\$414 Million Earnings

UP \$37 MILLION +10% 2024-2025



The Whole **Sitka Alaska Economy** 2025

\$414 Million Earnings



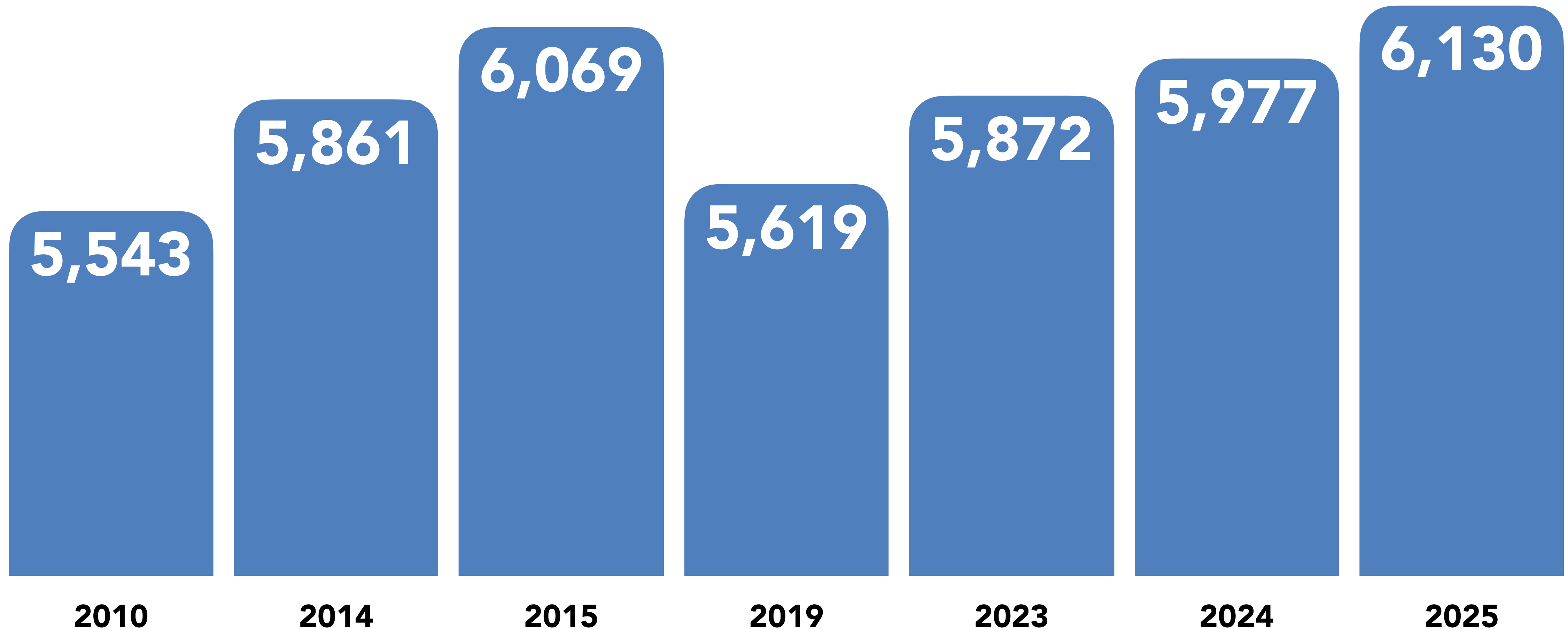
**Seafood, healthcare,
and tourism =
\$202 million
49%**

**Peak Jobs
Ever?**

Sitka Economics: Jobs

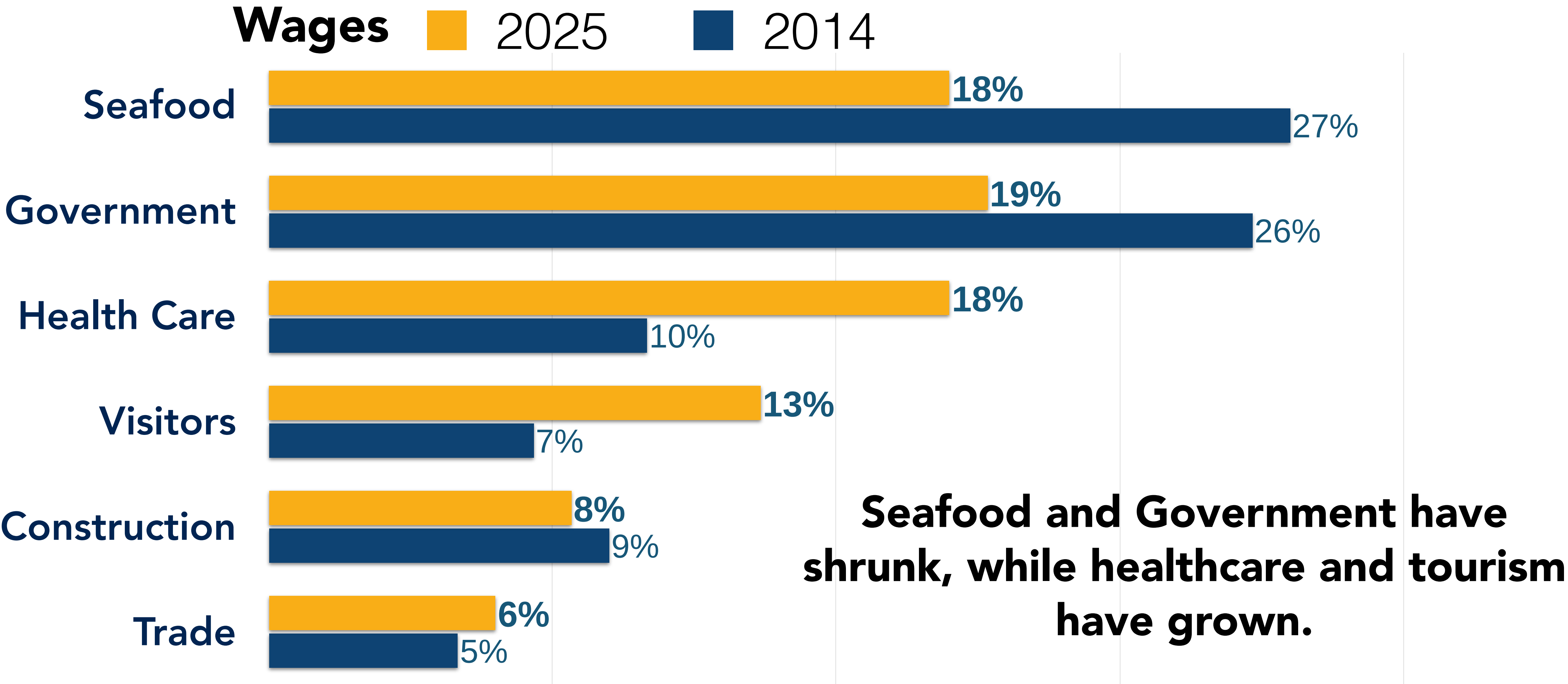
Change in Sitka Jobs

★ +61



2025 Sitka Sectors as a % of All Earnings, Compared to Sitka 2015

Change in Overall Wages 2014-2025: +\$88 million

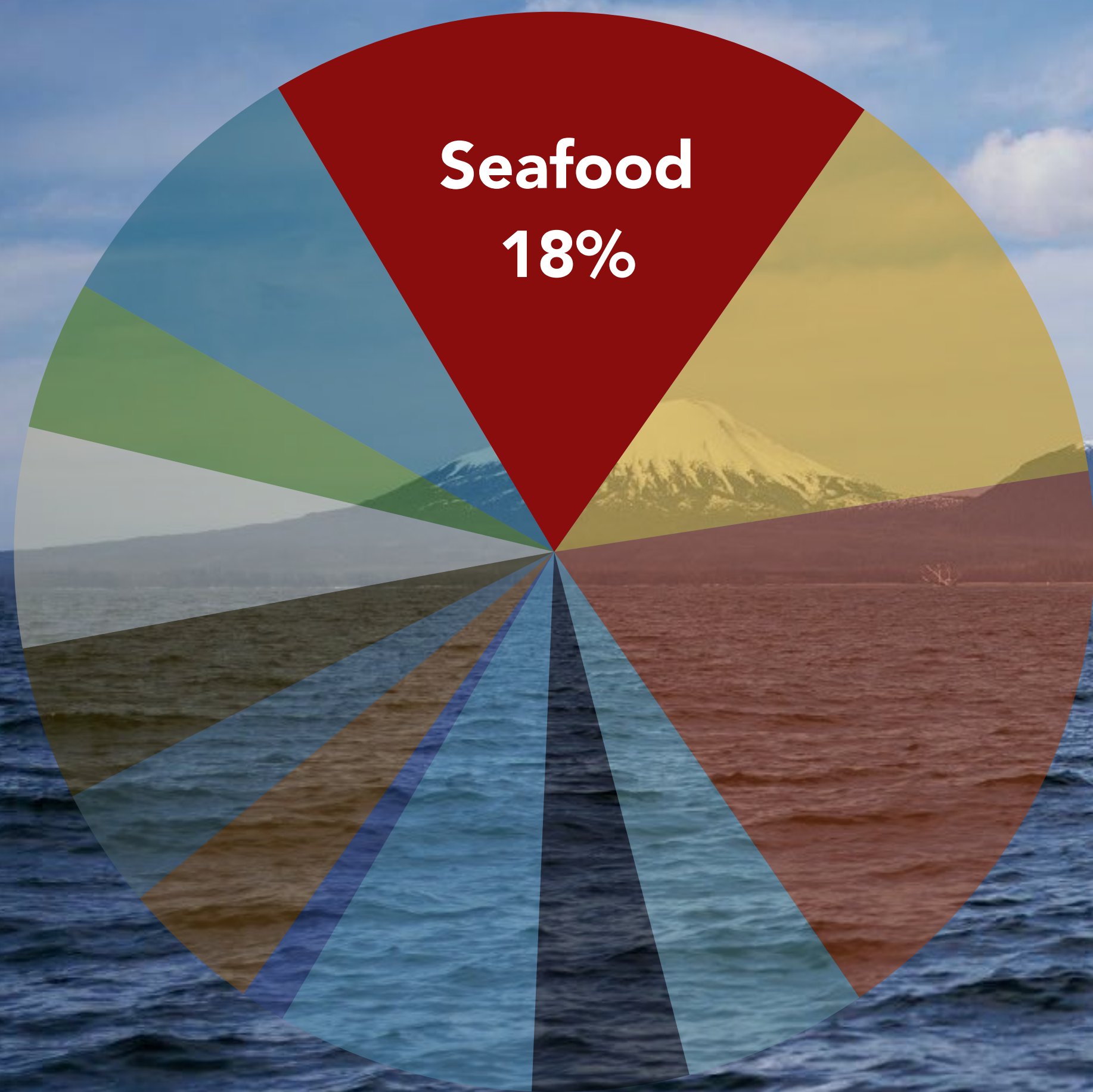


SEAFOOD #1

(Again)



Photography:
Caitlin Blaisdell
Photography



Jobs = 955

Earnings = \$76 million

Seafood



2024-2025

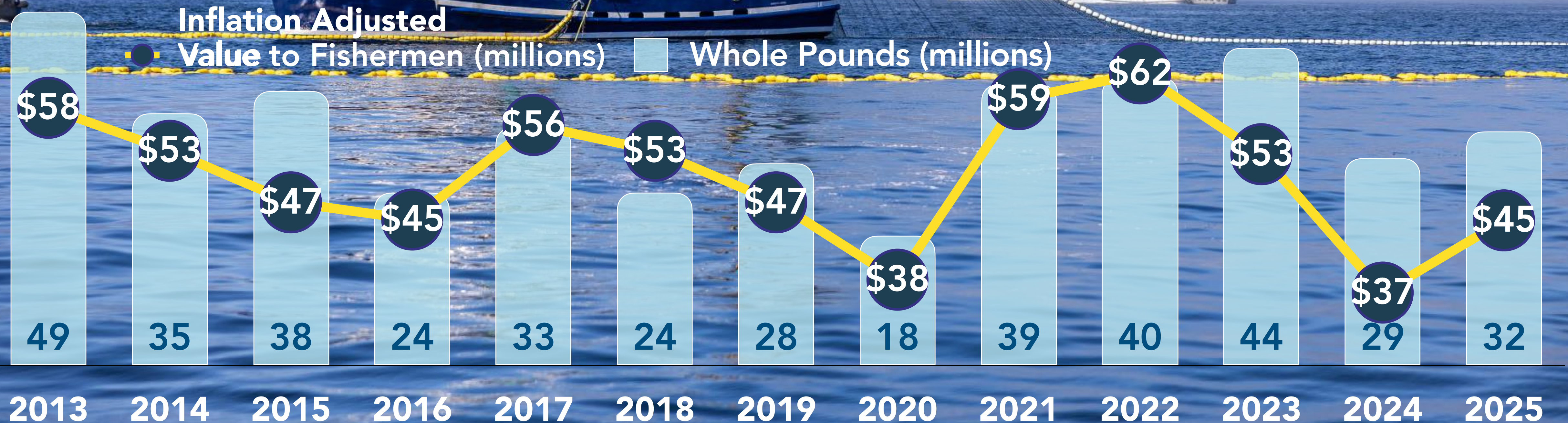
**JOBS UP 43, +5%
EARNINGS UP 17%
BY \$11 MILLION**

SEAFOOD

Total **POUNDS** 32 MILLION
Total **VALUE** \$45 MILLION

Resident Fishermen Only

2025



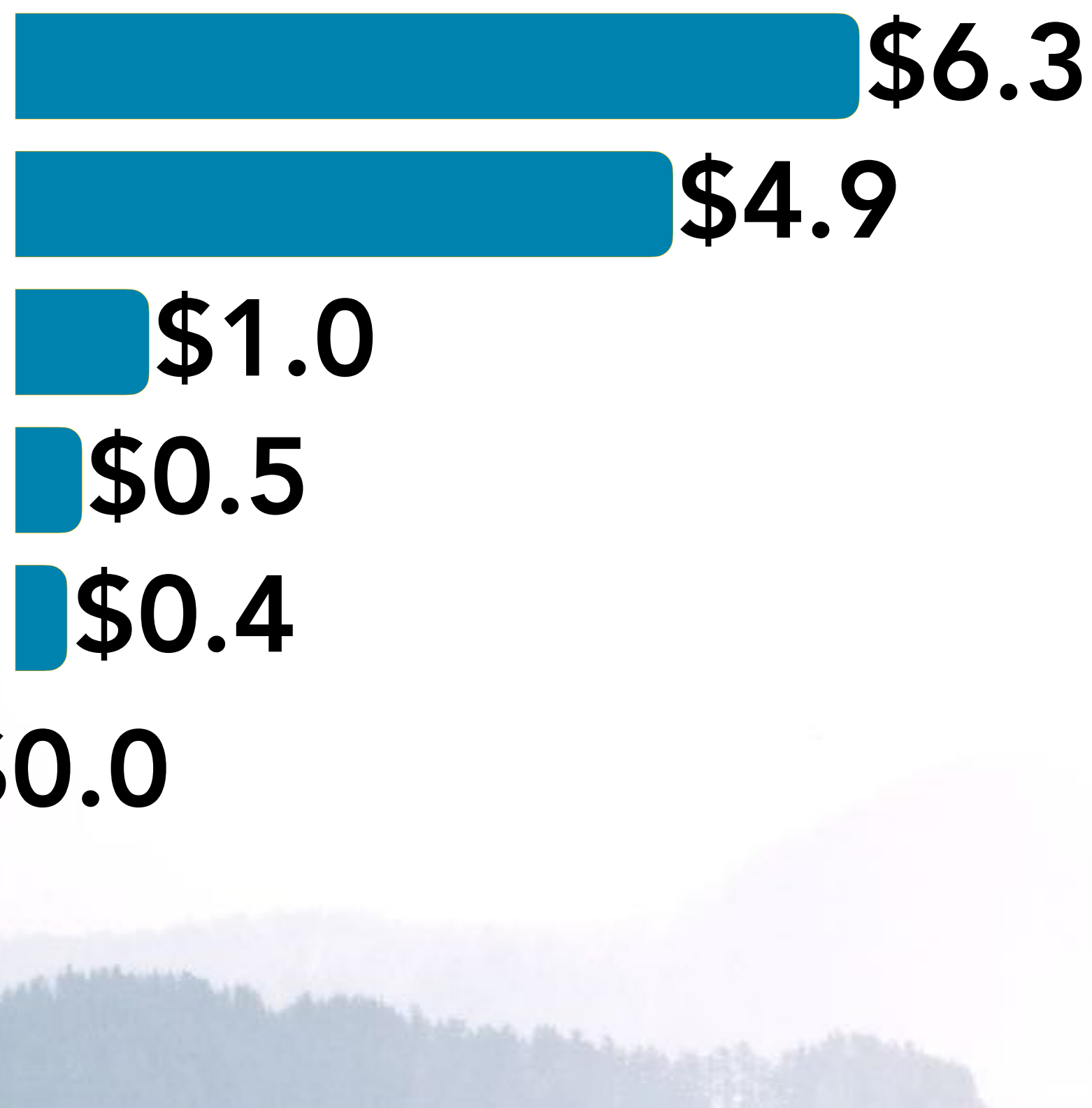
Harvest value **\$10 million** below -18% the inflation-adjusted odd year avg
Harvest volume **6 million** pounds -15% below odd year average

2025 CATCH COMPARED TO 2024

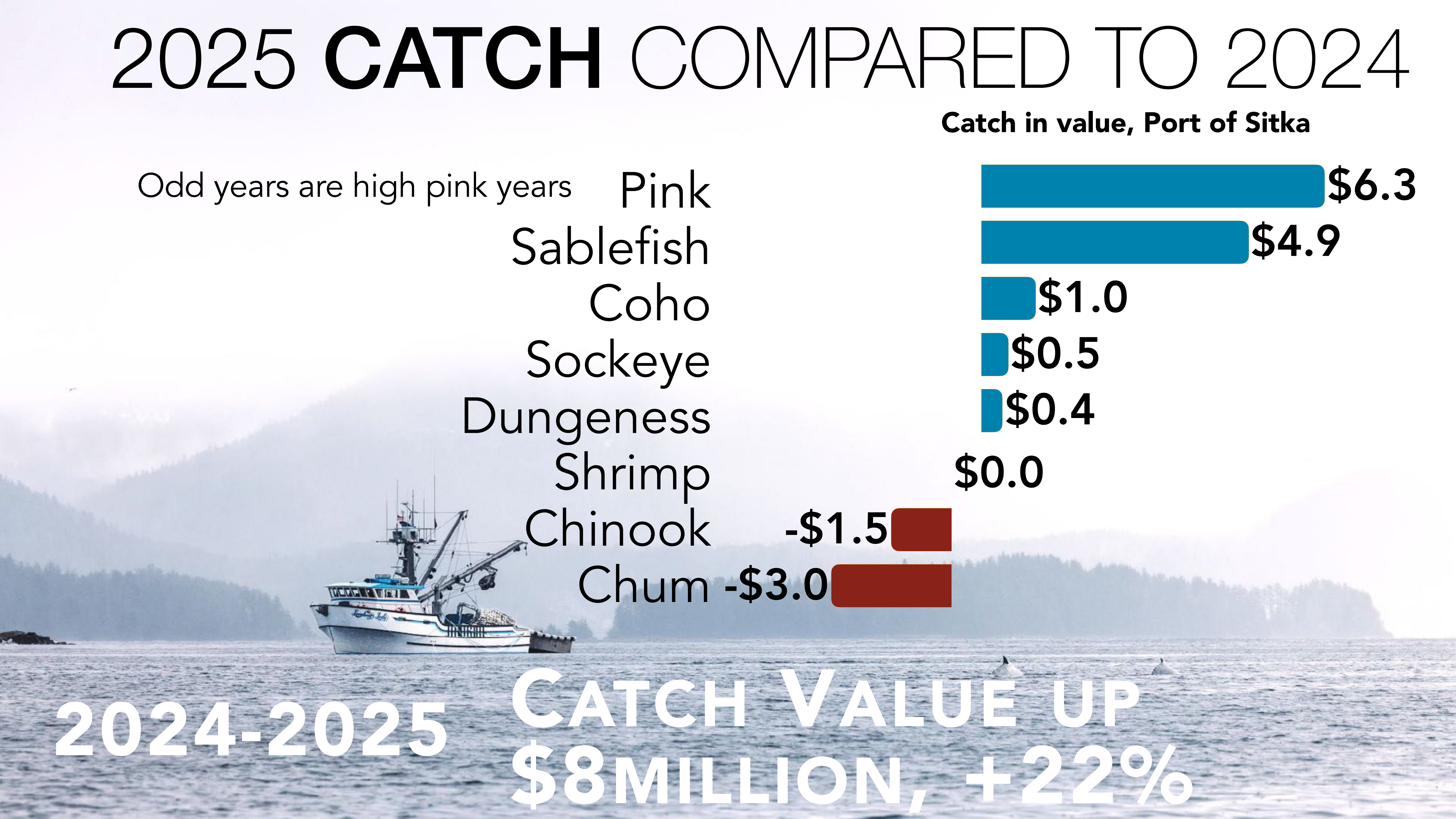
Catch in value, Port of Sitka

Odd years are high pink years Pink

- Sablefish
- Coho
- Sockeye
- Dungeness
- Shrimp
- Chinook
- Chum



2024-2025 CATCH VALUE UP
\$8MILLION, +22%



SEAFOOD LANDED IN PORT OF SITKA BY SPECIES, 2025

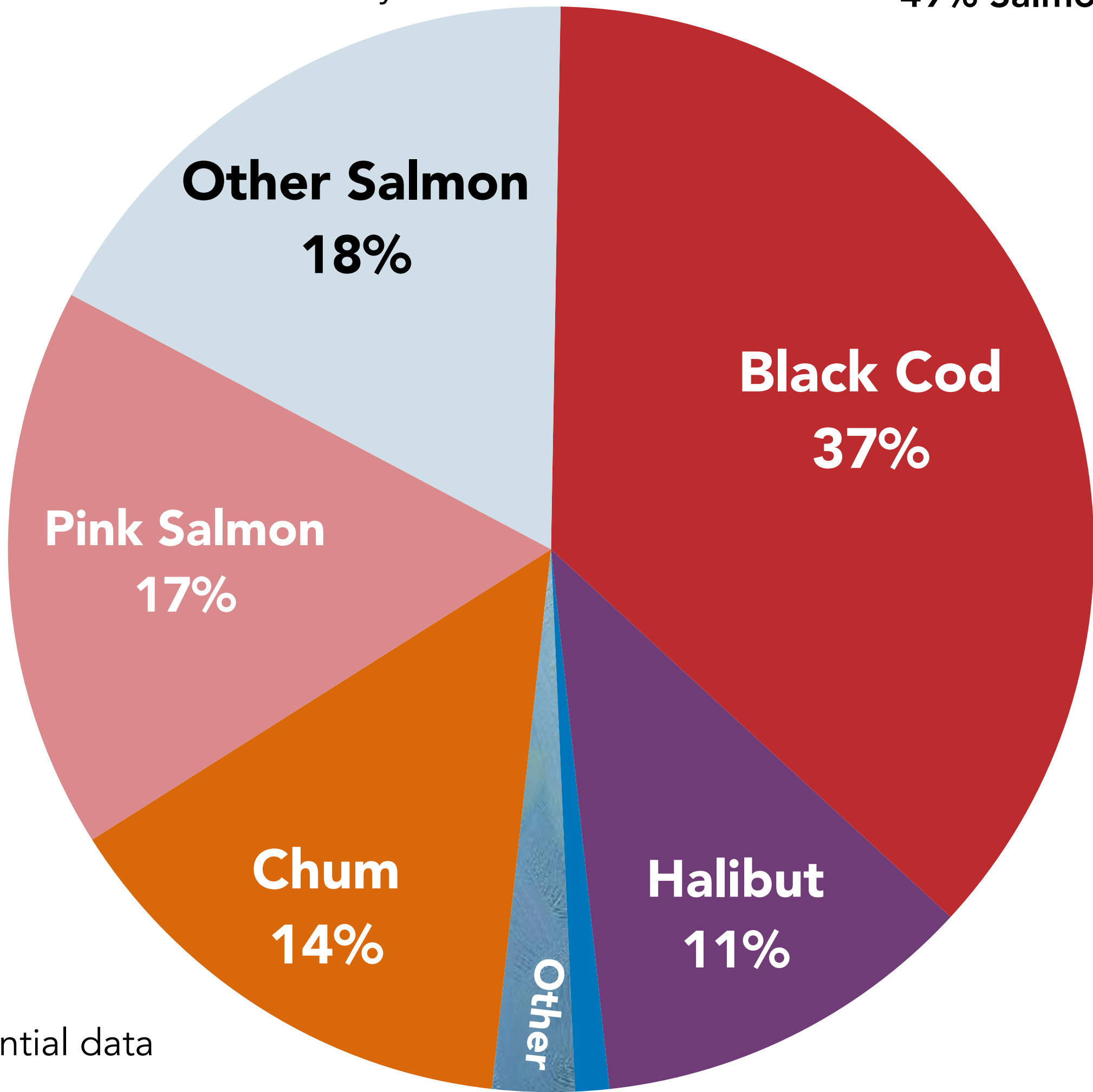
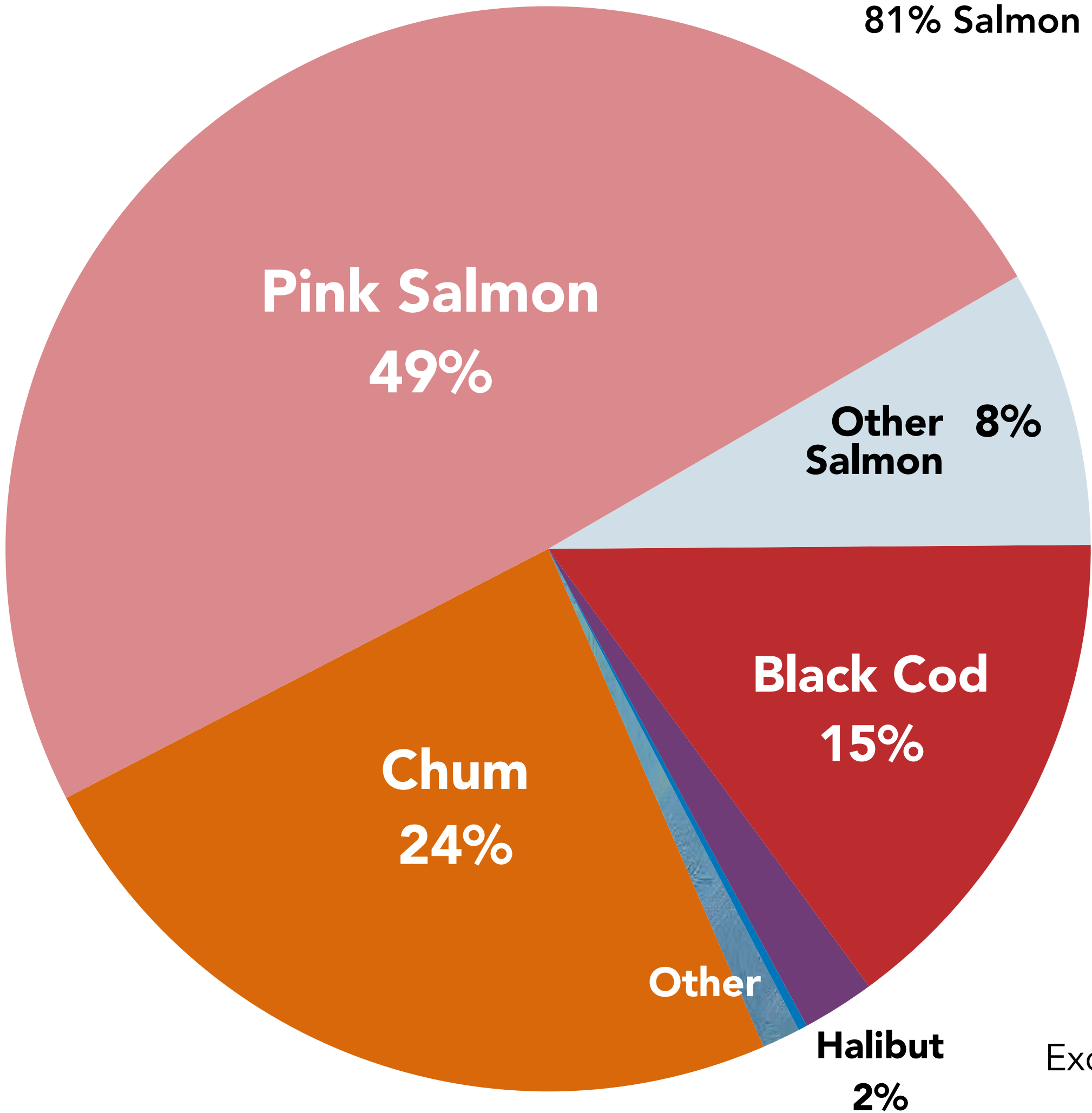
Whole **POUNDS** 32 MILLION

CFEC VALUE \$45 MILLION

Commercial Fisheries Entry Commission

81% Salmon

49% Salmon



Excludes confidential data

Value of Seafood Processed in Millions

10 year average \$150 million

● Inflation Adjusted Value in millions
□ Pounds in millions

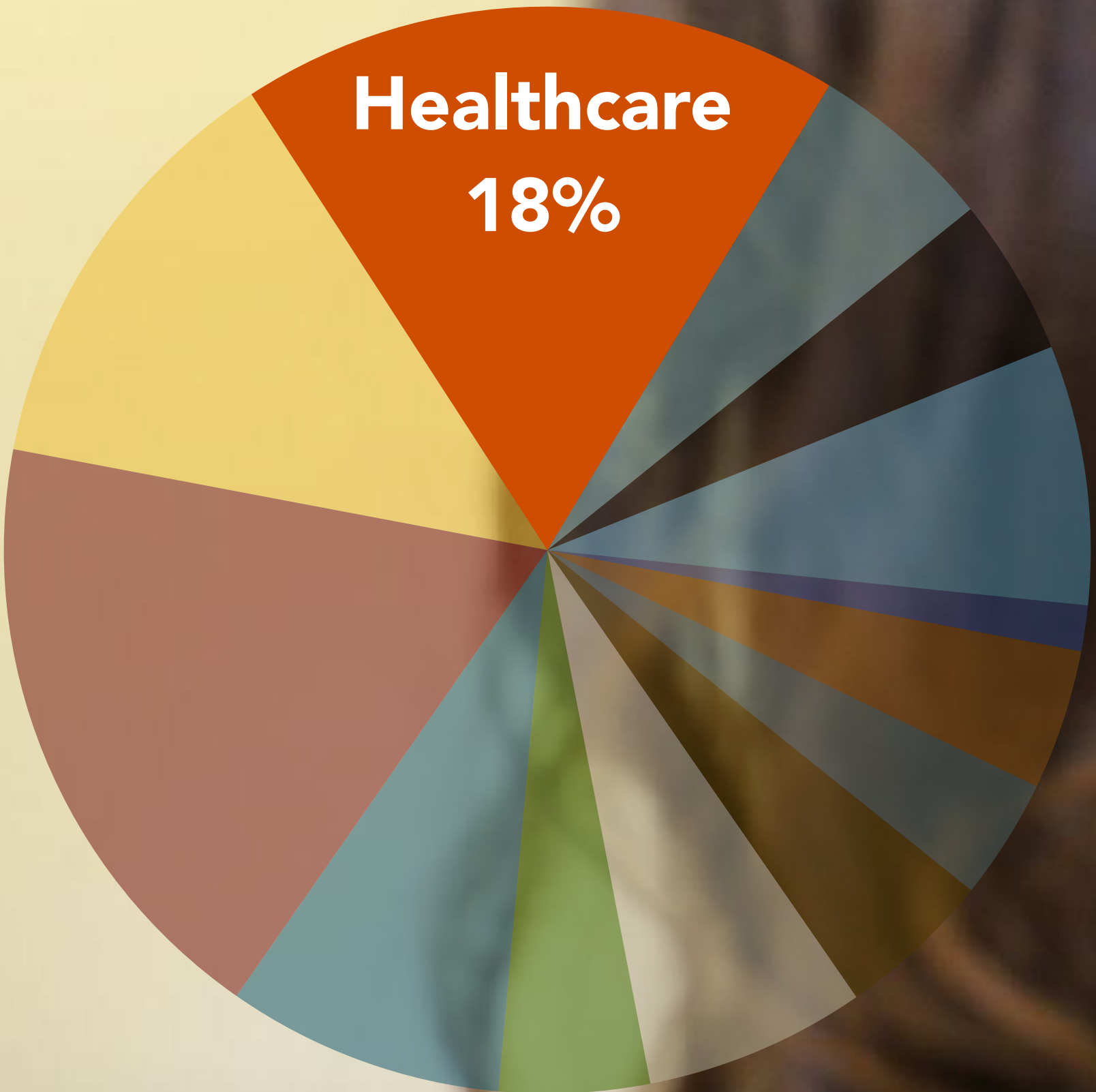
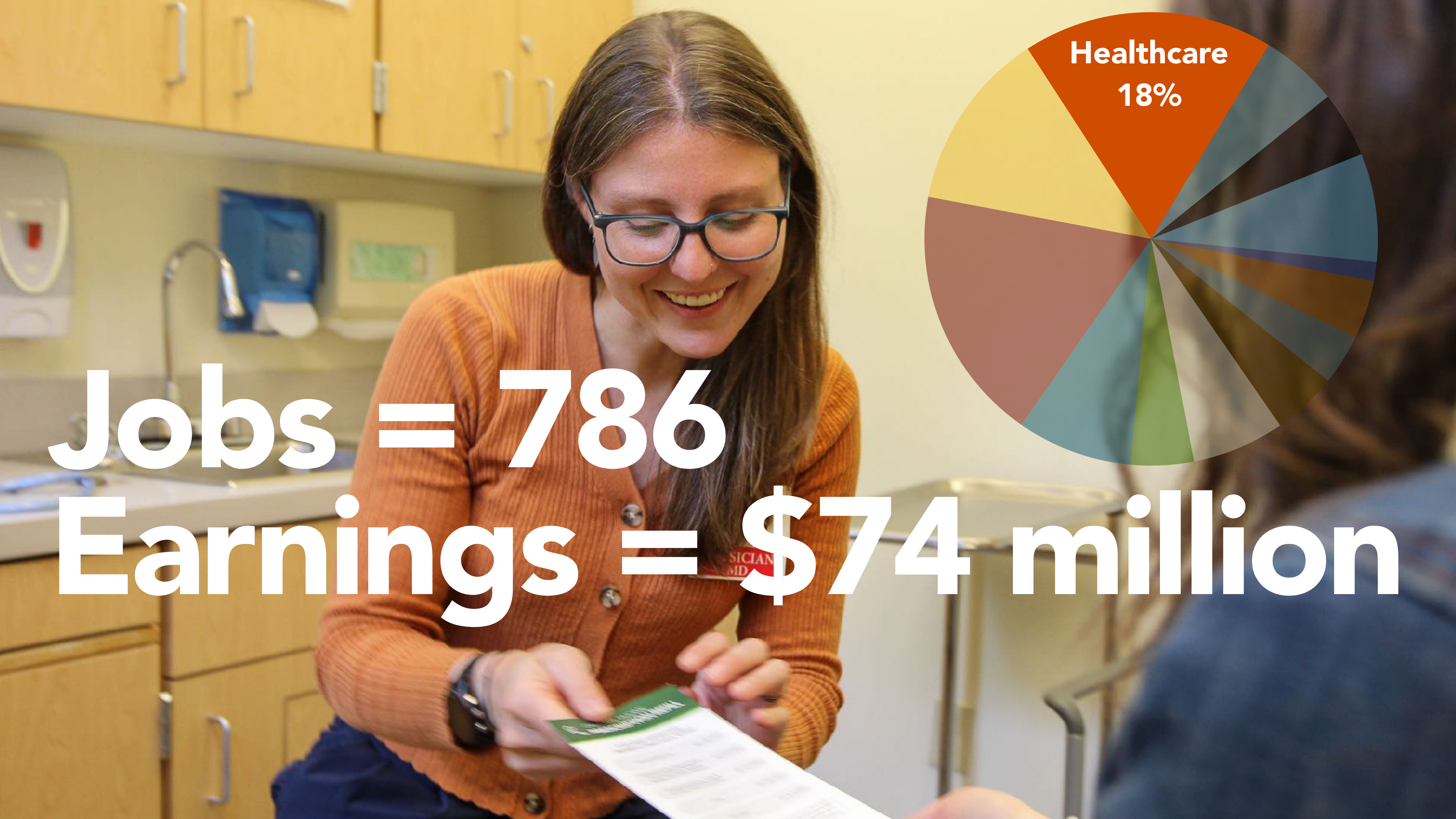


Seafood Outlook 2026

*“The main concerns are around the **cost of operation**. Prices for operating businesses have increased and the **price of fish is very volatile**. It's increasingly harder to navigate the **regulatory world** with a constant barrage of threats from agencies to create laws many commercial fishing vessels cannot realistically adapt to. Also there are threats from extreme conservationist NGO's legally trying to shut down chinook salmon harvest. **Trade wars** and **tariffs** haven't helped our markets and **processors keep consolidating** which lowers competition for the product and drives down prices. Losing working water front spaces to tourism is a real threat. The Sitka Haul out recently opened and vessels in Sitka were able to haul their boats locally for the first time in 4 years.”*

HEALTHCARE #2





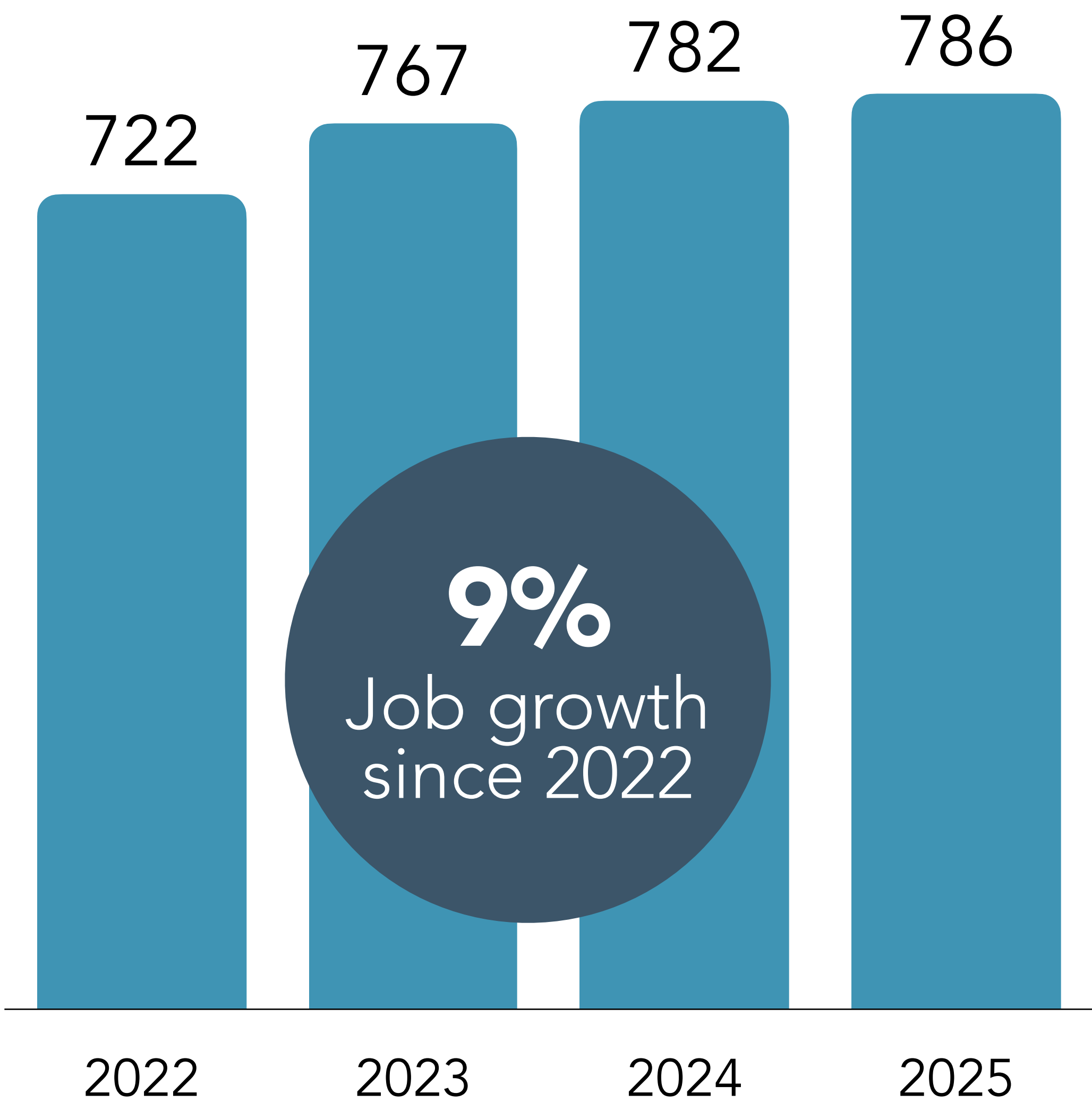
Jobs = 786
Earnings = \$74 million

HEALTHCARE

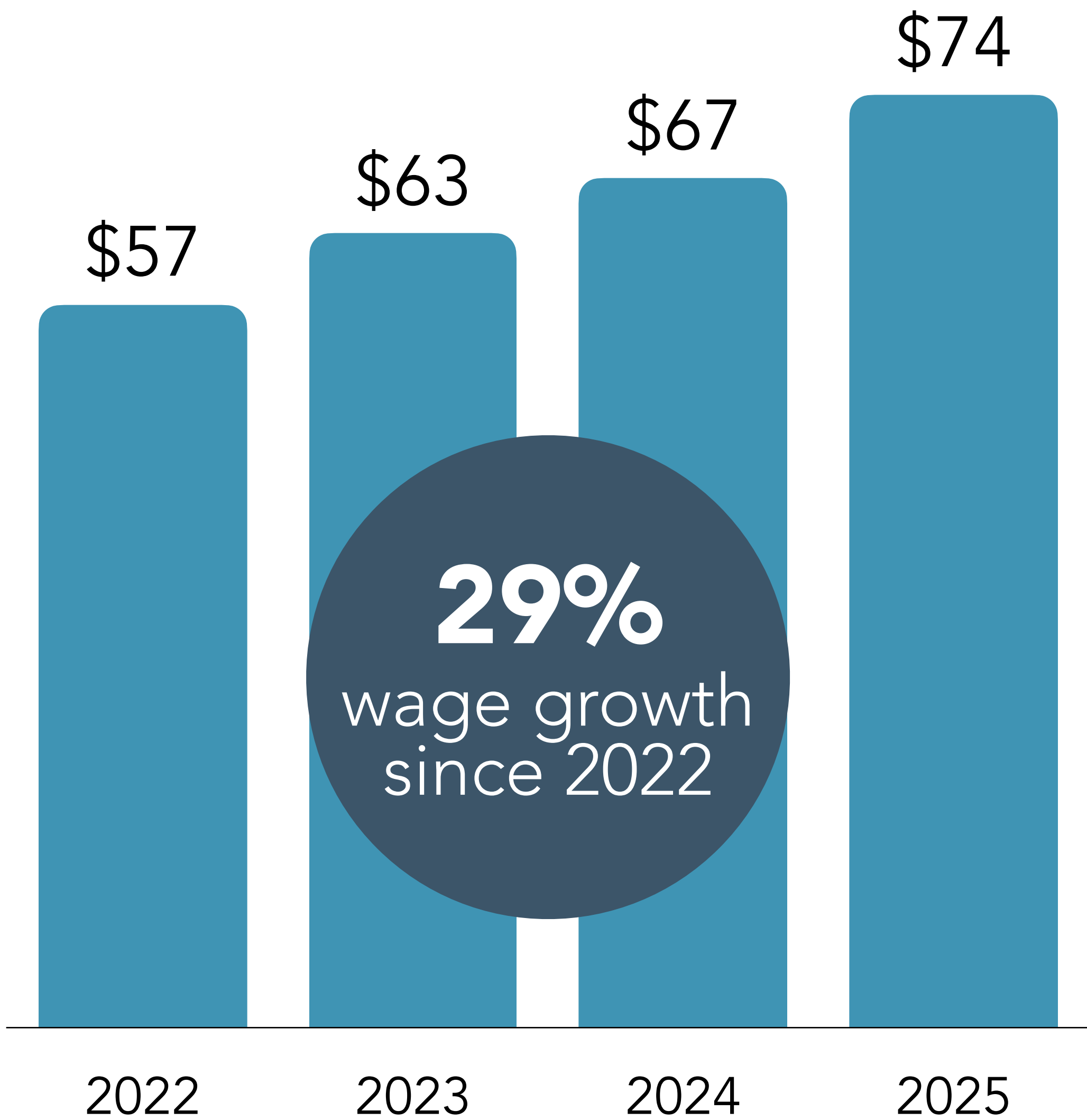
2024-2025

UP 4 JOBS, 0.5%
WAGES UP \$6.6 MILLION BY 10%

Sitka Healthcare Jobs



Sitka Healthcare Wages in Millions





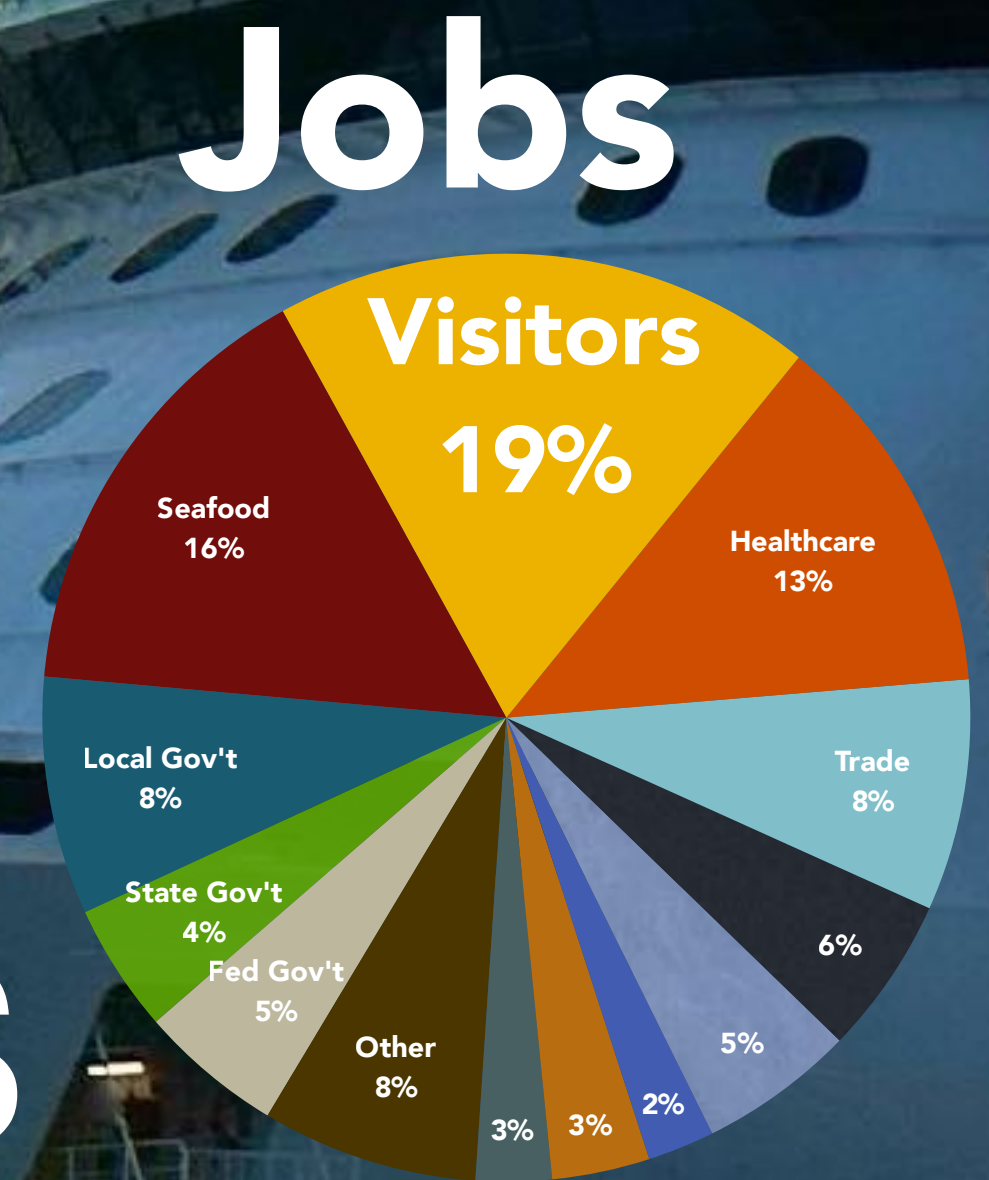
**SEARHC opened a \$300 million hospital in Sitka
And was awarded an additional Joint Venture Construction
Program opportunity from Indian Health Service to develop
and construct a replacement Long-Term Care facility**



TOURISM #3



#3 in wages



#1 in jobs

Jobs = 1,156 annualized

Earnings = \$53 million

TOURISM

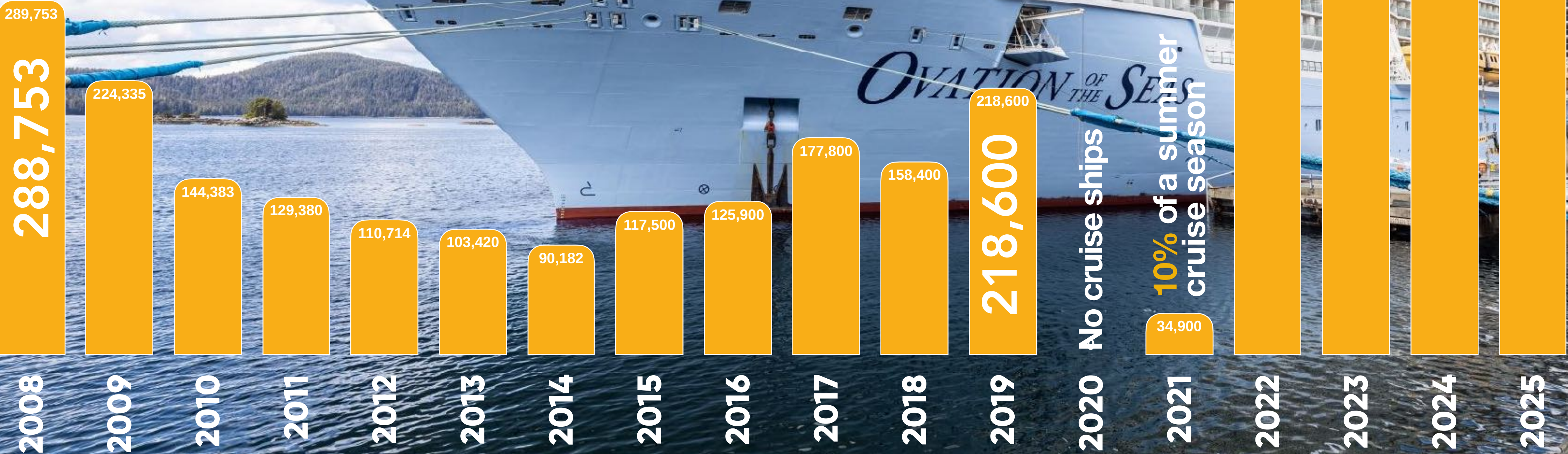
UP 2% JOBS, +17
WAGES UP BY 4% +\$2 MILLION





CRUISE SITKA

One-third of regional pax come to Sitka



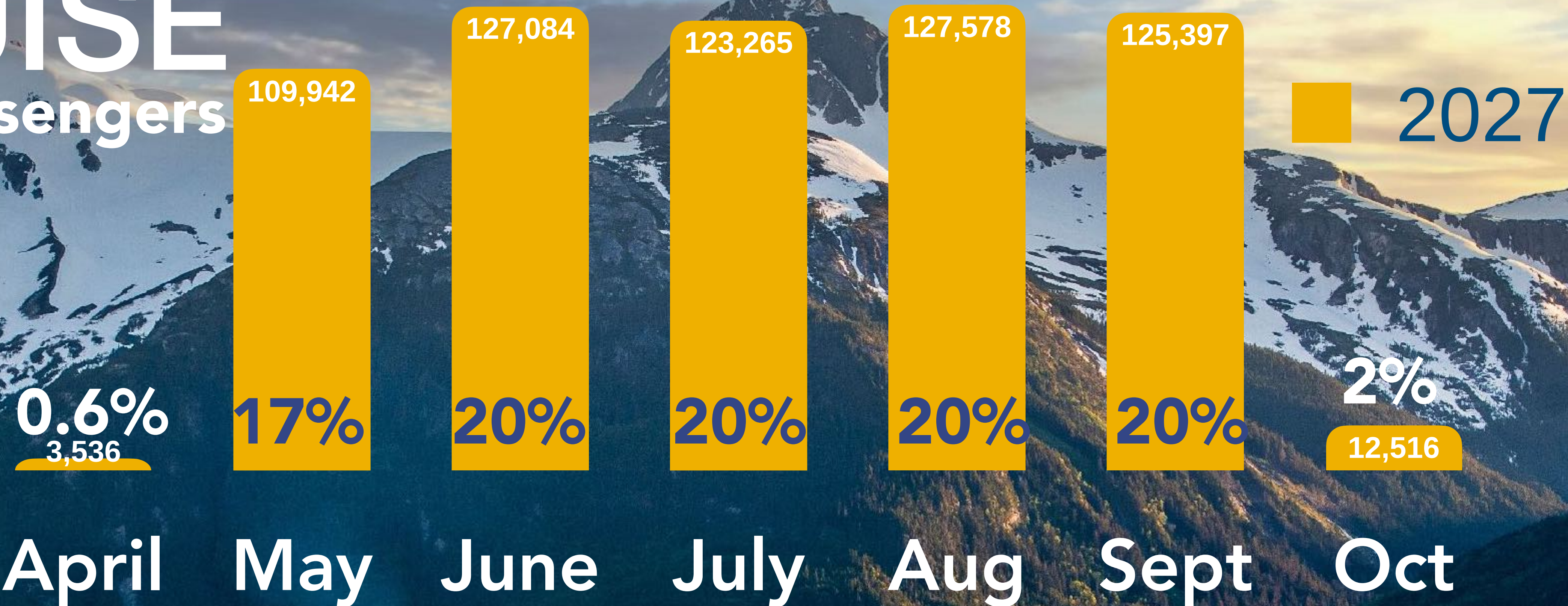
CRUISE SITKA

One-third of regional pax come to Sitka



CRUISE

Sitka Passengers



First Ship 2027 - April 27th
Last Ship 2027 - October 11th

Cruise Passenger Spending in Sitka

Assuming
\$136 per passenger

Sitka cruise passengers 610,000

Local spending =

\$84 Million

In 2026

**Cruise Port
Profile: Sitka**
Understanding Cruise Activity &
Economic Impacts in Sitka

Prepared by:



Prepared for:



Cruise Passenger Spending in Sitka

Total Cruise Tourist Spending

Cruise Spending by Visitors by Category	
Total estimated summer tourist spending	\$84 million
Excursions and Transportation	\$40.6 million
Visitor Retail Spending	\$26.5 million
Food, Beverages	\$11.7 million
Other	\$4.9 million

\$84 Million

Cruise Passenger Spending in Sitka

Total Cruise Tourist Spending

\$84 Million

=\$5 Million sales tax

Sitka Arriving Passengers



24%
decrease in AMHS
service
2024-2025

91%
decrease in AMHS
service
2012-2025

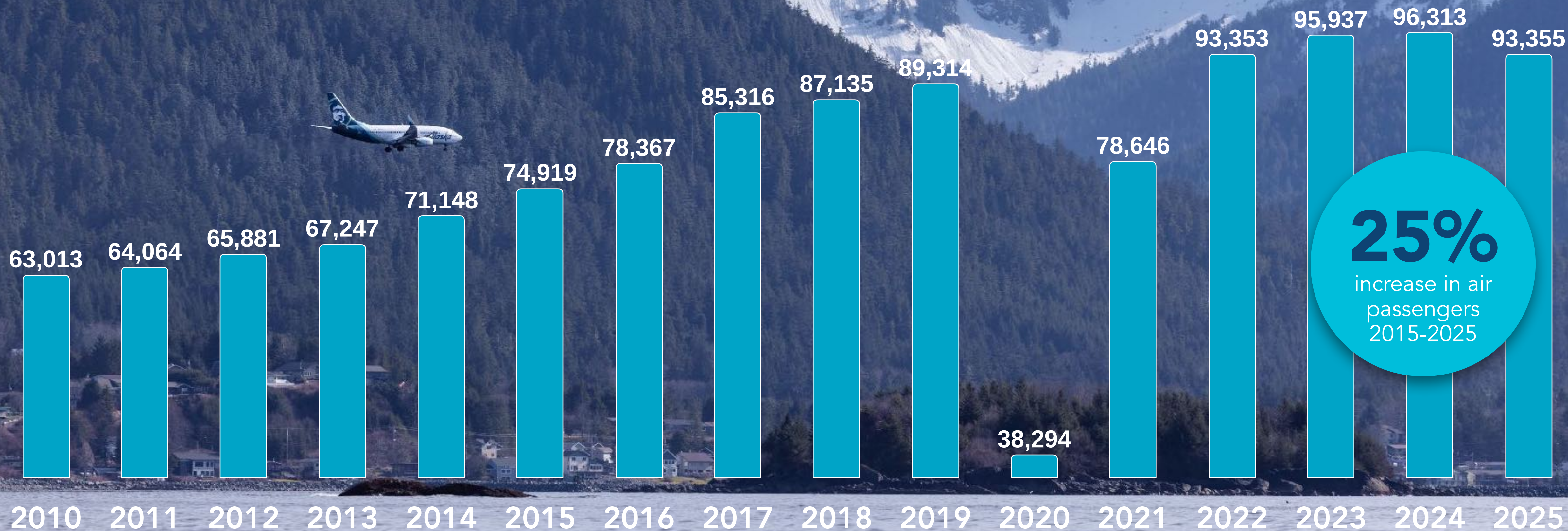
AMHS



Arriving Sitka Air Passengers

93,355

3% passenger
decline 2025



Tourism

“The rising costs are making it difficult to see growth even when revenues are growing year over year. The increase of inflation, tariffs and shipping (fuel) costs are outpacing revenue. The opportunities for our sector are partnerships with larger tourism companies who can invest in infrastructure locally. There is opportunity to create more visitor experiences and generate more revenue during the summer season.”

GOVERNMENT



Jobs = 1,092
Earnings = \$80 million

GOVERNMENT

DOWN 2 JOBS
WAGES +6% +\$4 MILLION

CAUTION: STEEP

Sitka Government Wages

= 19%

Government wages as a
percentage of all Sitka
employment earnings
in 2025

Local
8%

State
4%

Coast Guard
4%

Other Federal
3%

Sitka Government Jobs 2025

Local 509 Jobs **-3**

State 275 Jobs **-16**

US Coast Guard 199 Jobs **+18**

Other Federal 109 Jobs **-3**

= 18%

Government jobs as a
percentage of all Sitka jobs
in 2025

COAST GUARD

ACTIVE DUTY
UP 18 POSITIONS
IN 2025
+10%

\$17 million
Coast Guard Activity Duty

Sitka Active Duty (Only) US Coast Guard Personnel, 2010-2025



Source: Alaska Department of Labor, and personal communications with the USCG.



CONSTRUCTION

Jobs = 333 +18%

= #5

**Earnings = \$32 million
+30%**

CONSTRUCTION

The background image shows a large-scale construction project. A multi-story building's steel framework is visible, with several workers on elevated platforms. Two large cranes, one orange and one blue, are positioned near the structure. The sky is blue with scattered white clouds. The overall scene is one of active construction.

UP 51 JOBS IN 2025

WAGES UP BY \$7 MILLION

- **\$50 million new airport terminal**
- **\$8.2 million** new city **boatyard**
- **\$300 million** new **Mt. Edgecumbe Medical Center** for SEARHC
- opening of 12 units Sitka Homeless Coalition
- 18 other housing units

Construction

“The airport improvements as well as the new dock for the Coast Guard cutter will continue the impact of the construction after SEARHC finishes the new hospital.”

DEMOGRAPHICS

Population up in 2025!

2024 = 8,022

2025 = 8,032

10
New
Residents



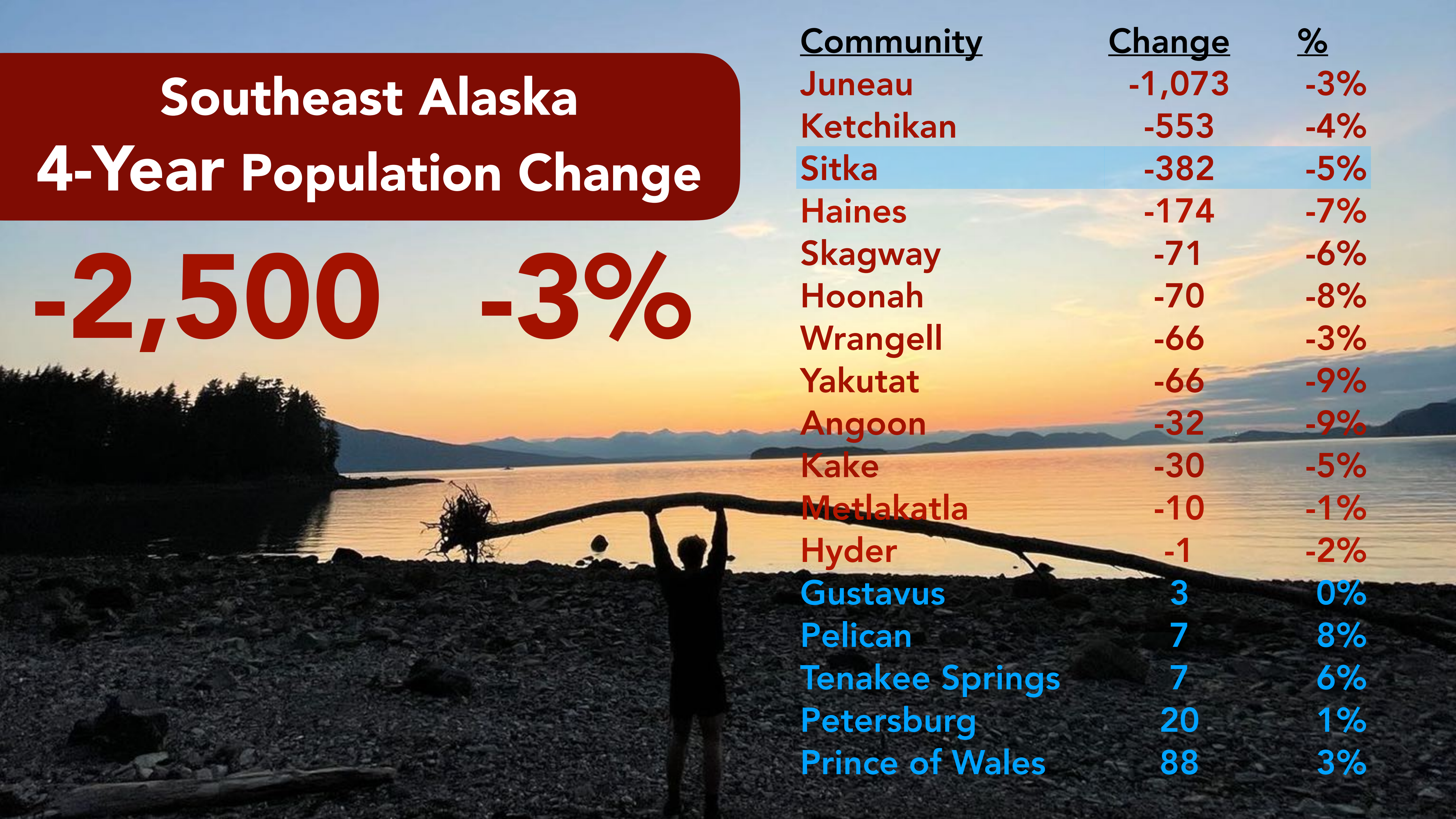
POPULATION

3rd increase in a
dozen years

8,032



Photo credit: SFAC



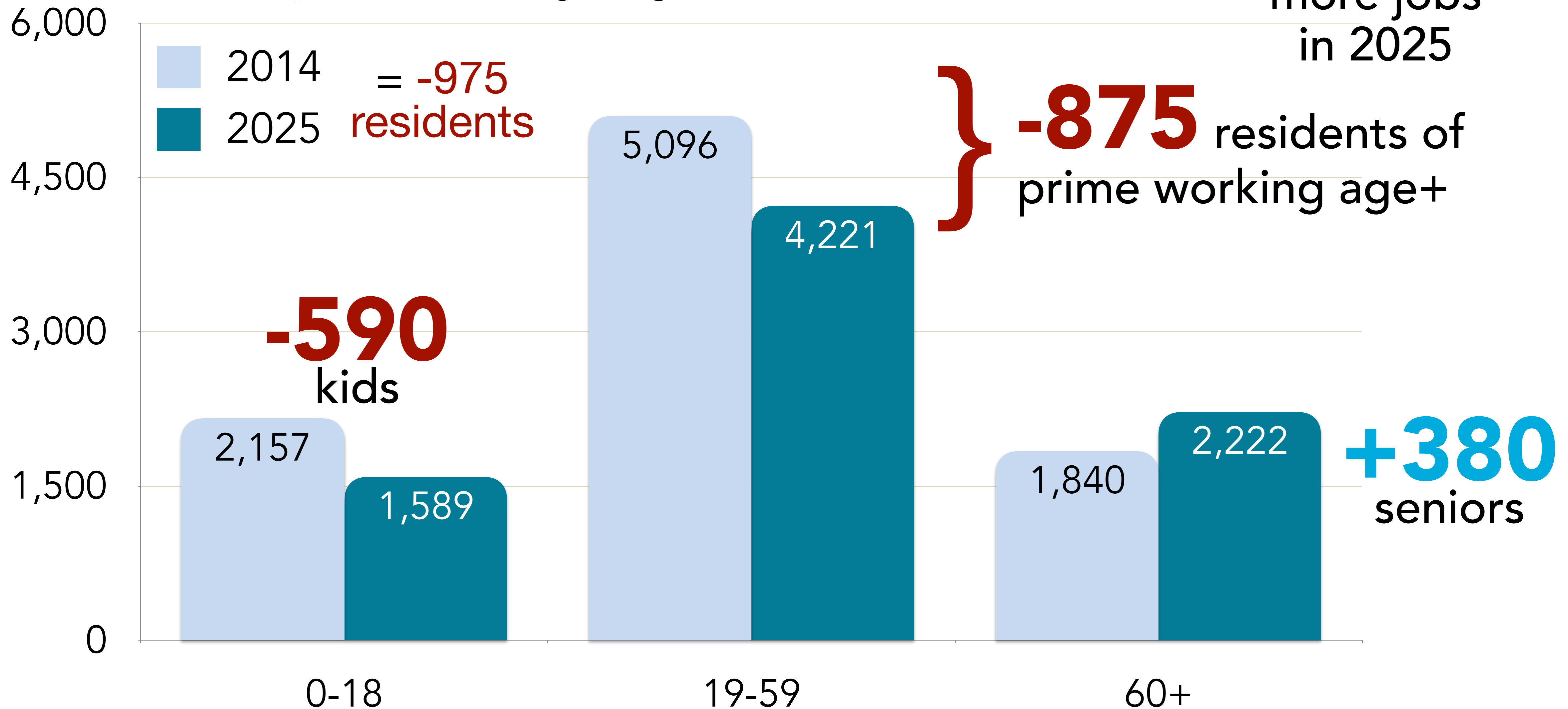
Southeast Alaska 4-Year Population Change

-2,500 -3%

<u>Community</u>	<u>Change</u>	<u>%</u>
Juneau	-1,073	-3%
Ketchikan	-553	-4%
Sitka	-382	-5%
Haines	-174	-7%
Skagway	-71	-6%
Hoonah	-70	-8%
Wrangell	-66	-3%
Yakutat	-66	-9%
Angoon	-32	-9%
Kake	-30	-5%
Metlakatla	-10	-1%
Hyder	-1	-2%
Gustavus	3	0%
Pelican	7	8%
Tenakee Springs	7	6%
Petersburg	20	1%
Prince of Wales	88	3%

Sitka's Workforce Challenge

Sitka Population by Age, 2014-2025

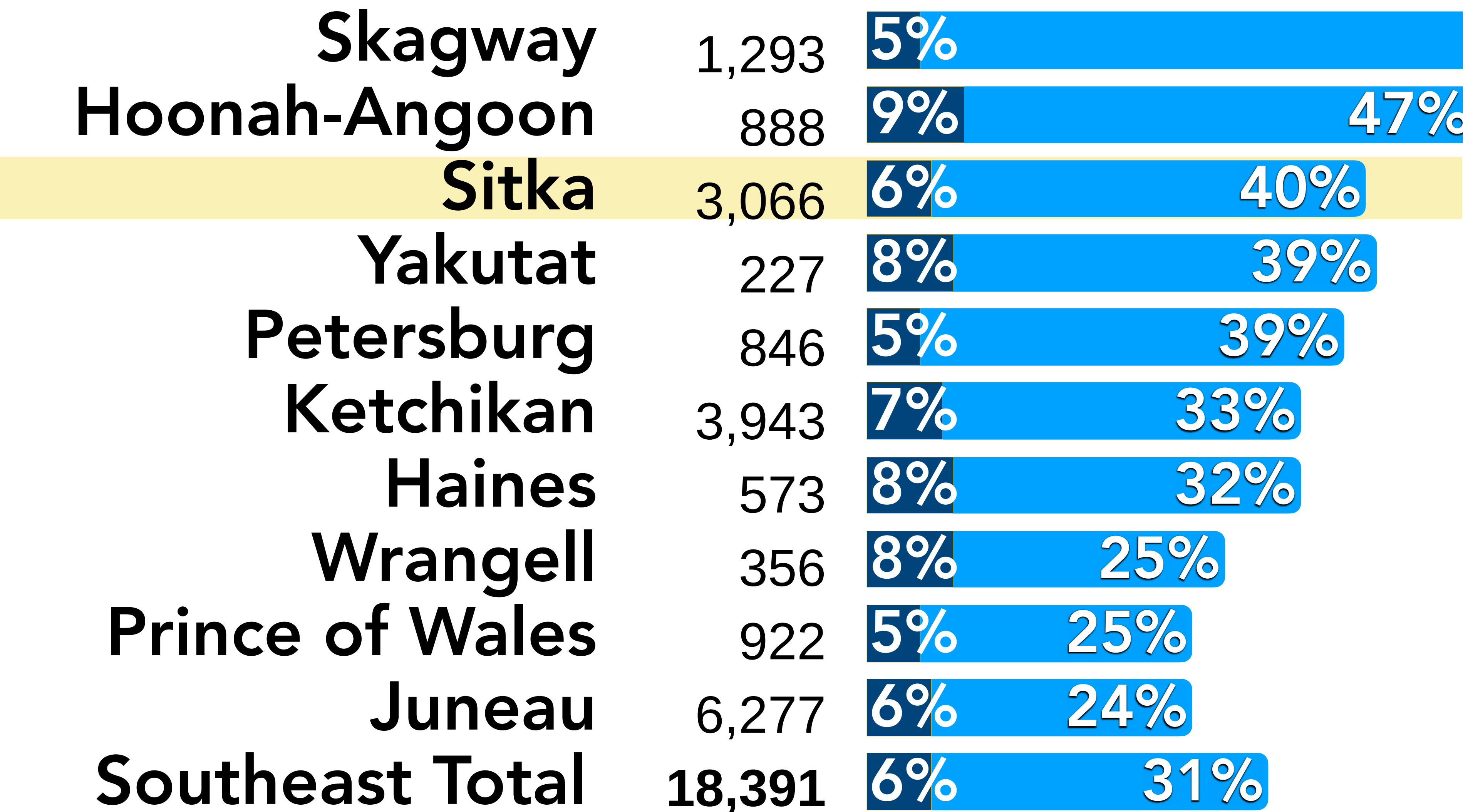


“There is limited workforce to pull from and anyone that will work for us requires too high of a pay that we cannot afford.”

Sitka Retail Business Leader

2024 NON RESIDENTS

% Nonlocal residents (Non-local Alaskans) % Non AK Residents



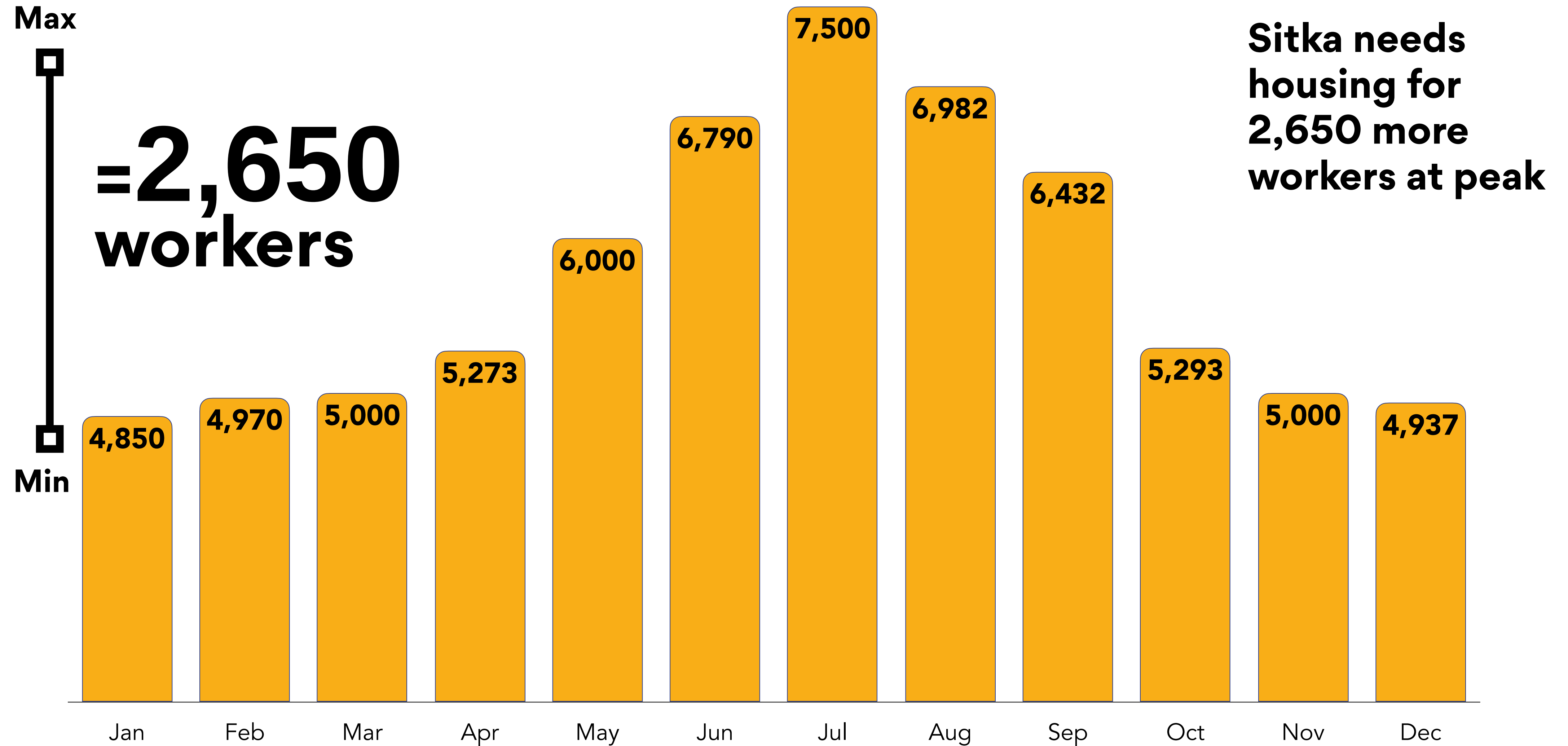
2,660
Non AK
Residents in
Workforce

\$68
Million
non-res wages
16% of \$414,225,102

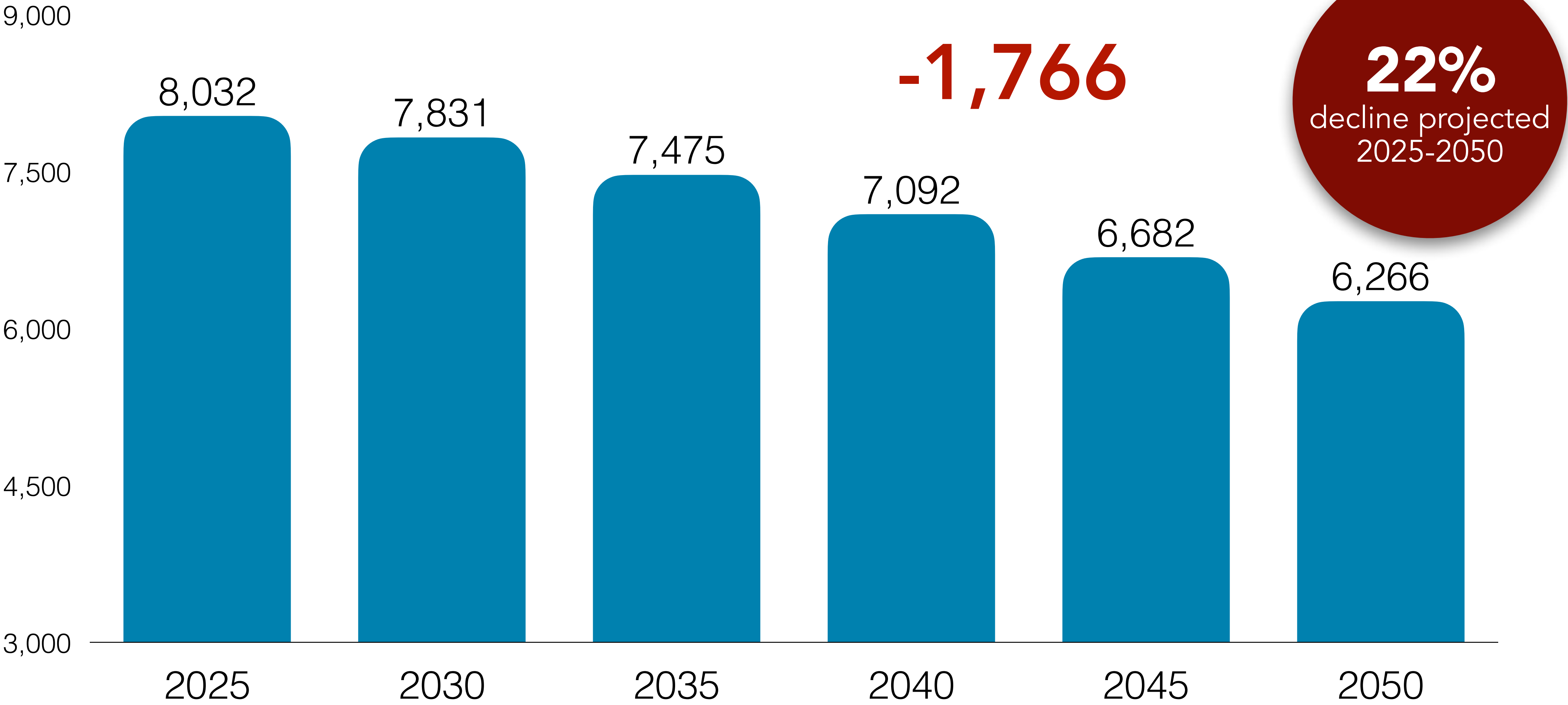
23% seafood
processing

Non-resident includes new residents not yet eligible for the PFD

Southeast Workforce by Month, 2025



Sitka Alaska Population Projections 2025 to 2050





BUSINESS CLIMATE

17
Sectors

in Sitka

1,500
Workers

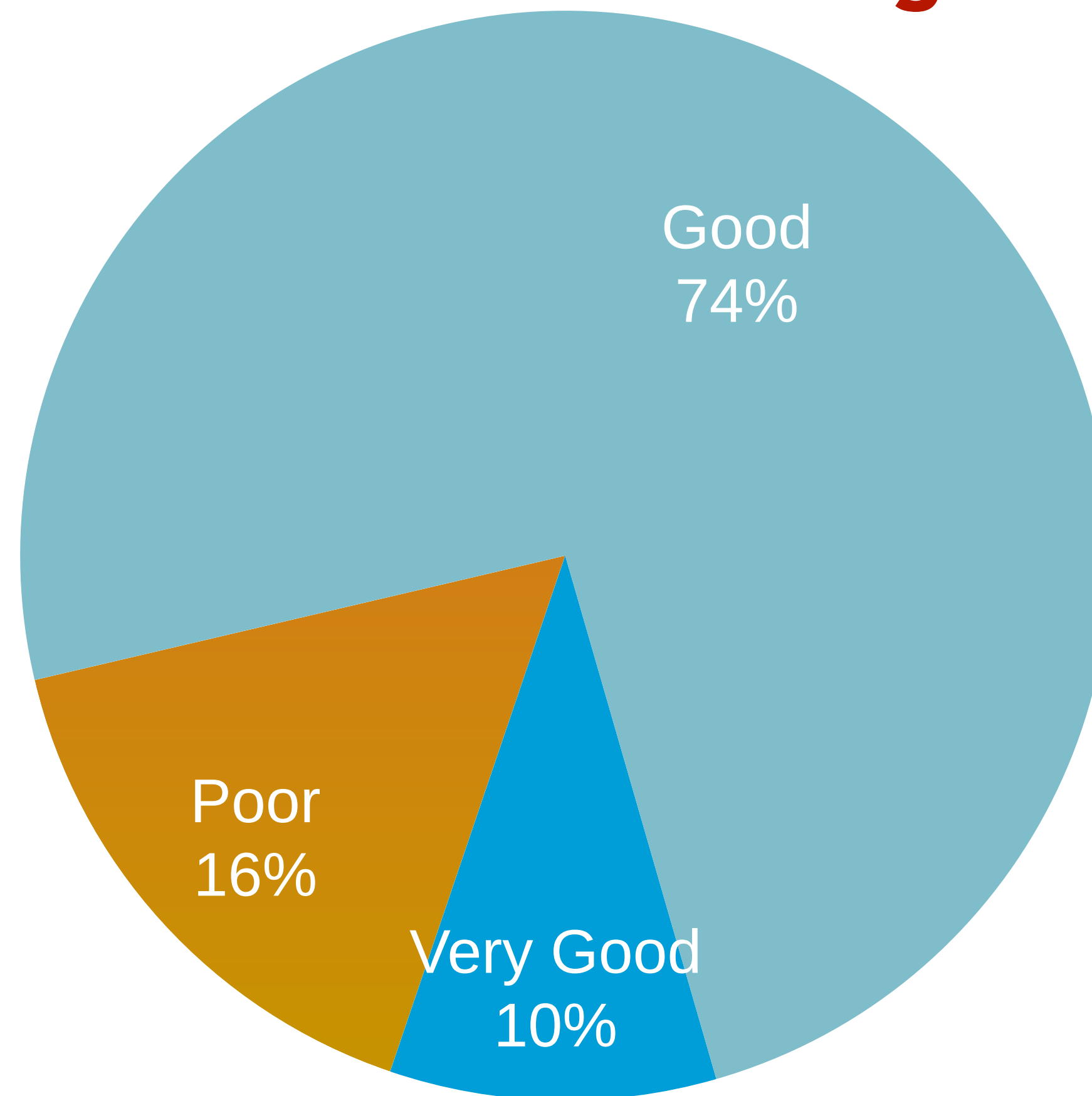
40
Businesses

Sitka Business Climate

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

84% Positive / **16% Negative**

84% have a positive view of the Sitka business climate, making it one of **the highest rated business climates** in the region.

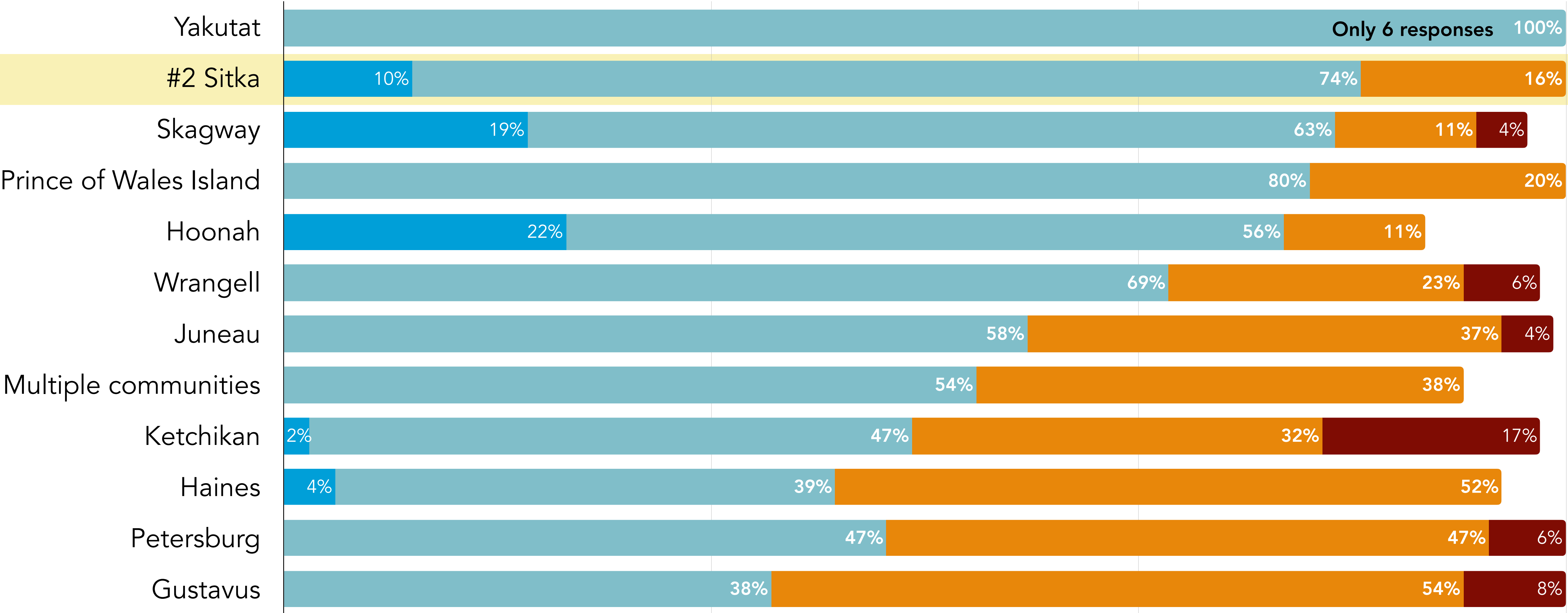


40
Business
Leaders

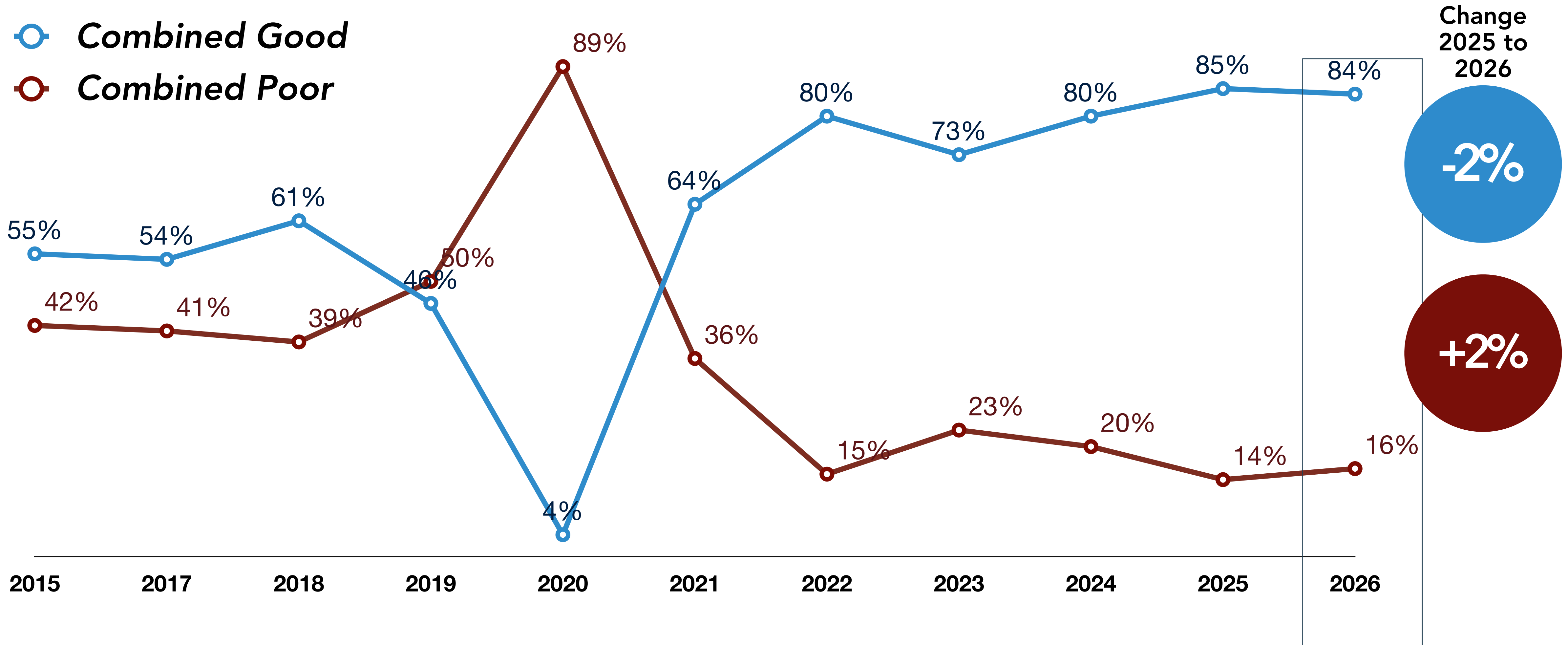
Sitka has the 2nd highest rated business climate in the region

2026: How do you view the overall business climate right now?

Very Good Good Poor Very Poor

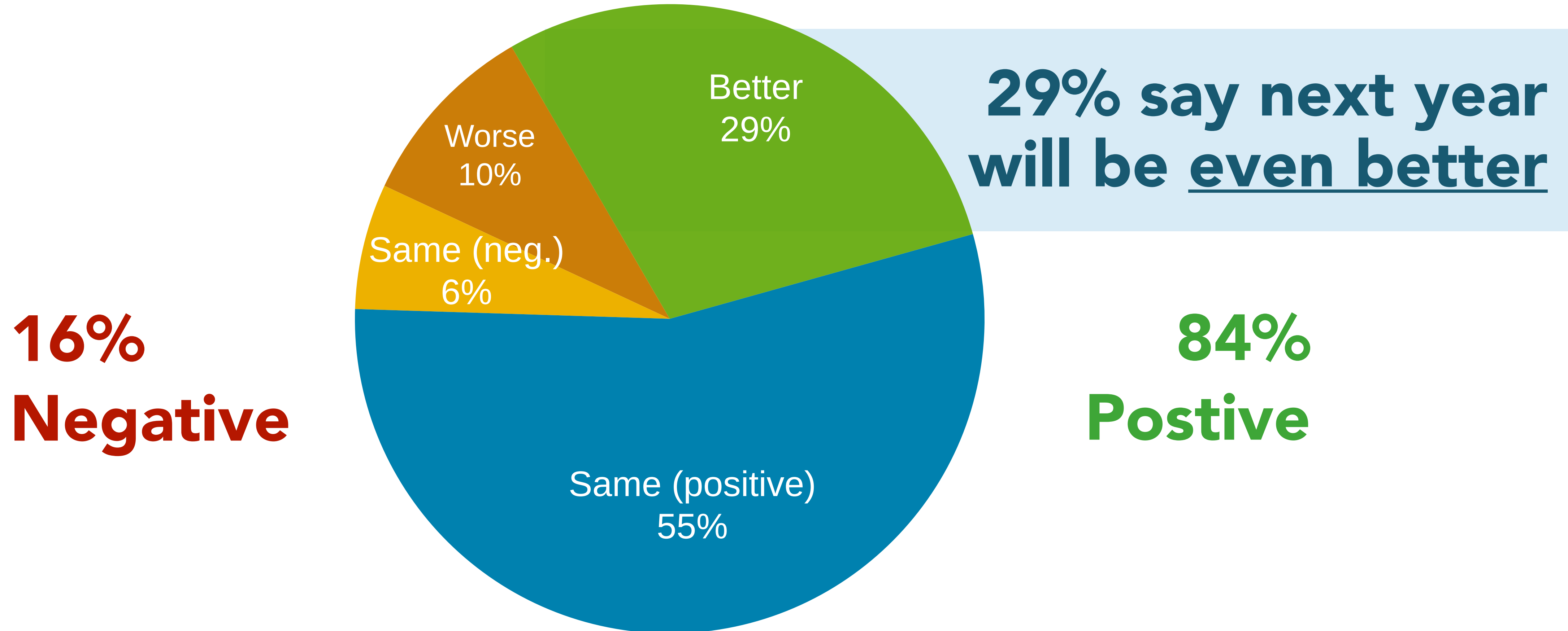


And 2nd Best Ever



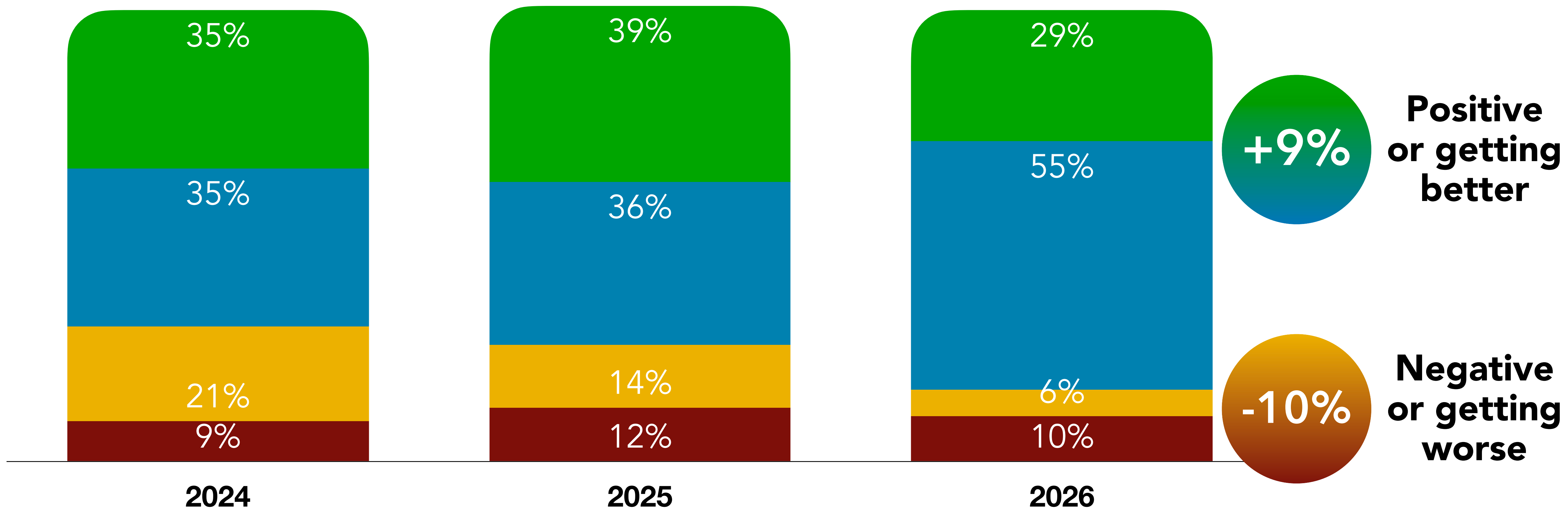
The Sitka Outlook is also Good

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



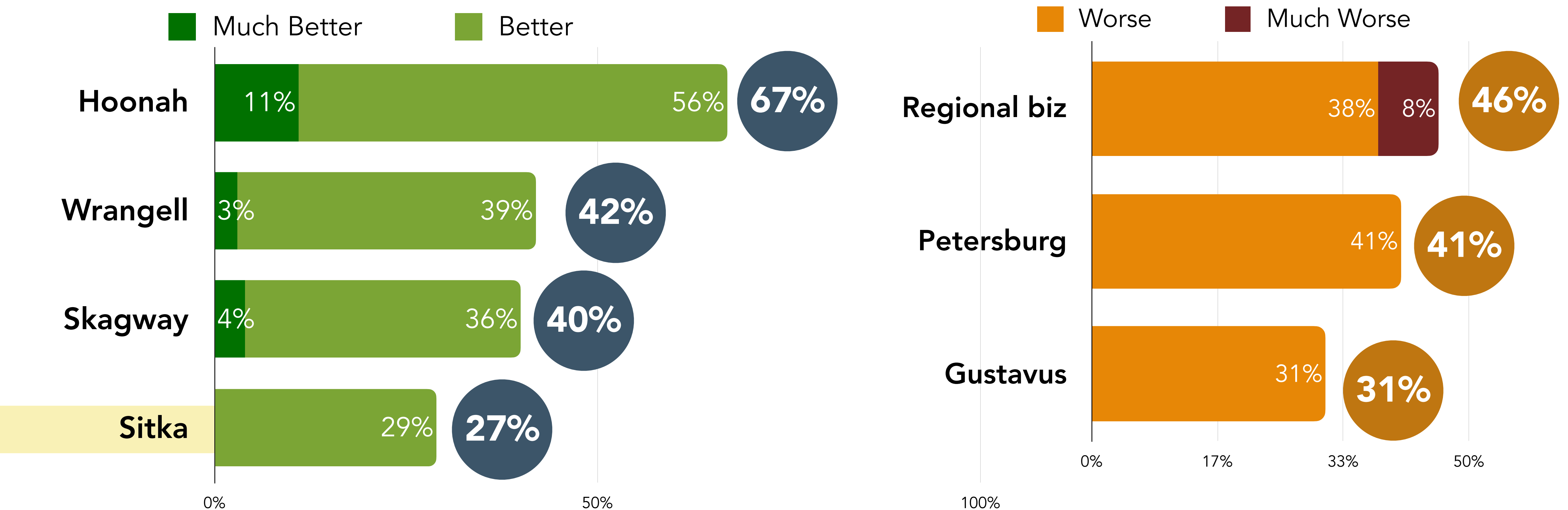
And Improving

■ *Combined Worse* ■ *Same Negative* ■ *Same Positive* ■ *Combined Better*



Sitka has the 4th most optimistic outlook in the region

2026: What is the economic outlook for your business or industry?

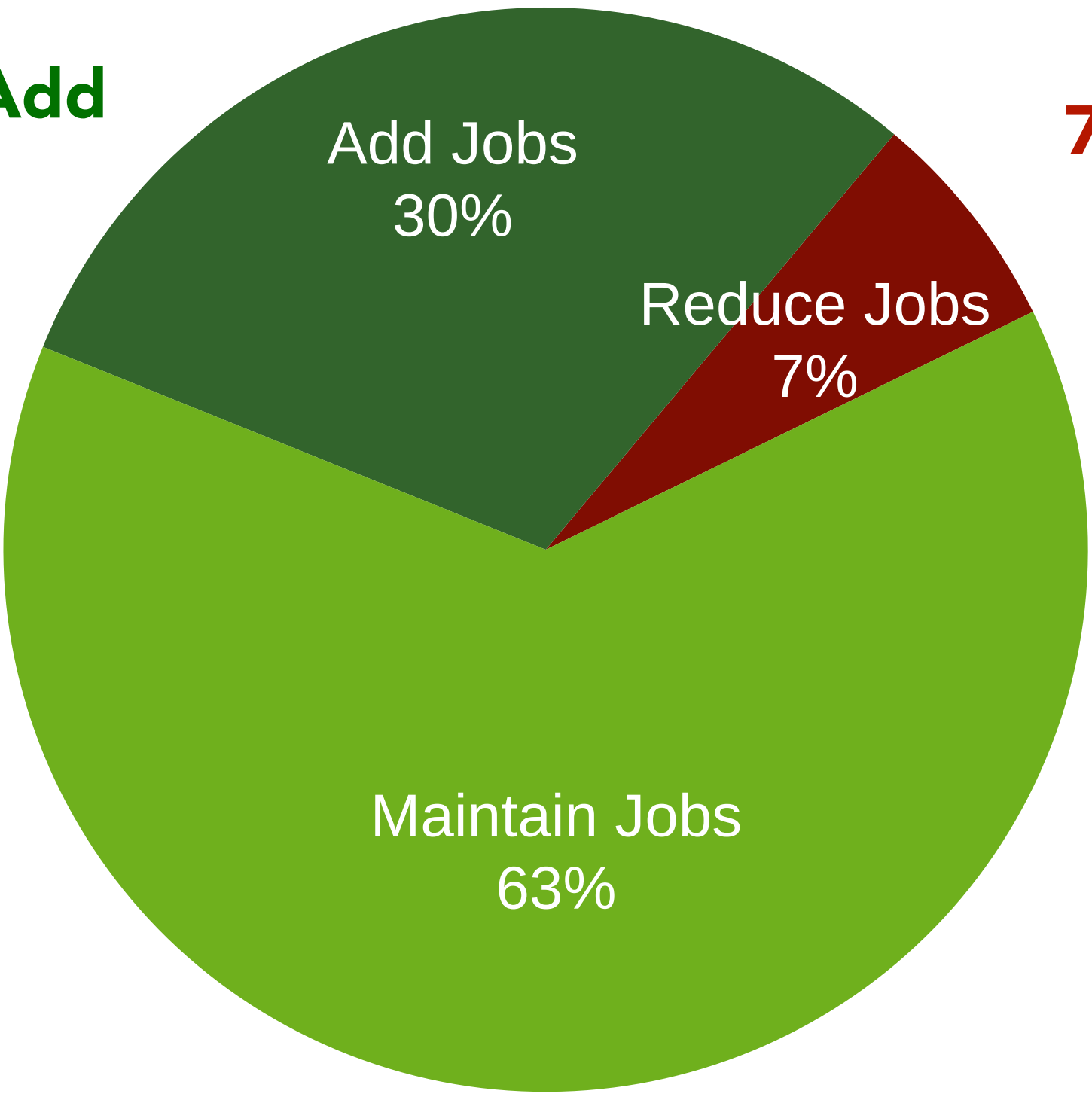


Sitka Jobs Projections 2026/2027

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

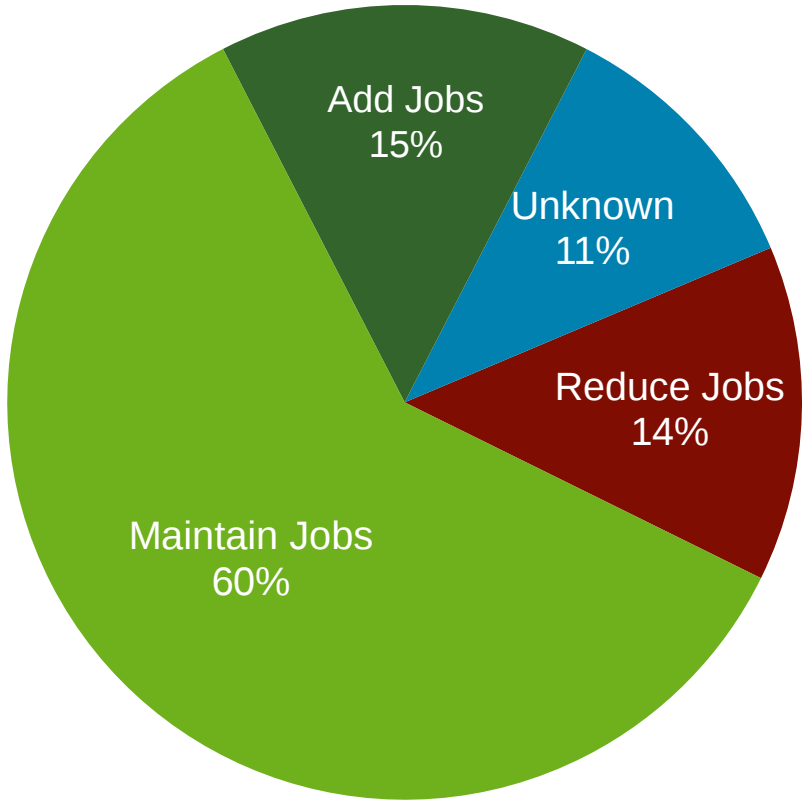
30% Add



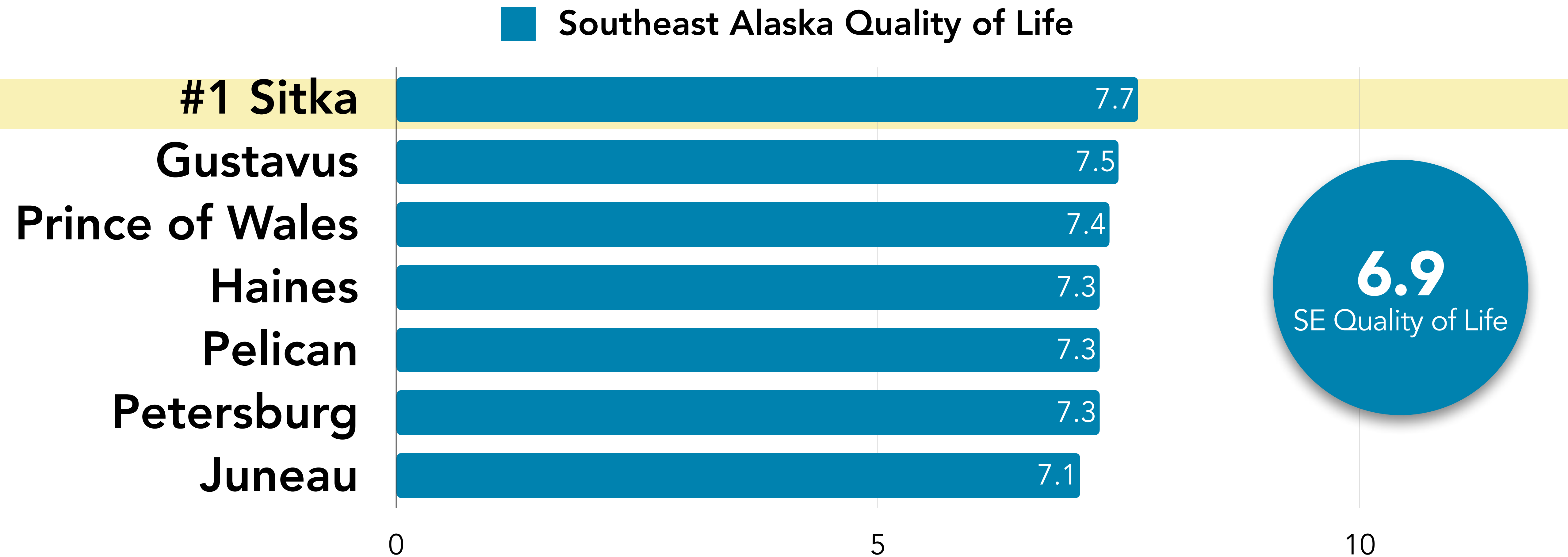
7% Downsize

More than four times as many businesses are hiring than are downsizing

Southeast = 15% hiring, 14% downsizing



Best Quality of Life in Southeast Alaska



"Our community is small enough that the quality of the life is very high. We are in a safe community, we have easy commutes to work, our children have good opportunities in our schools and extra-curricular activities; however the rising costs of everything takes away from that advantage."

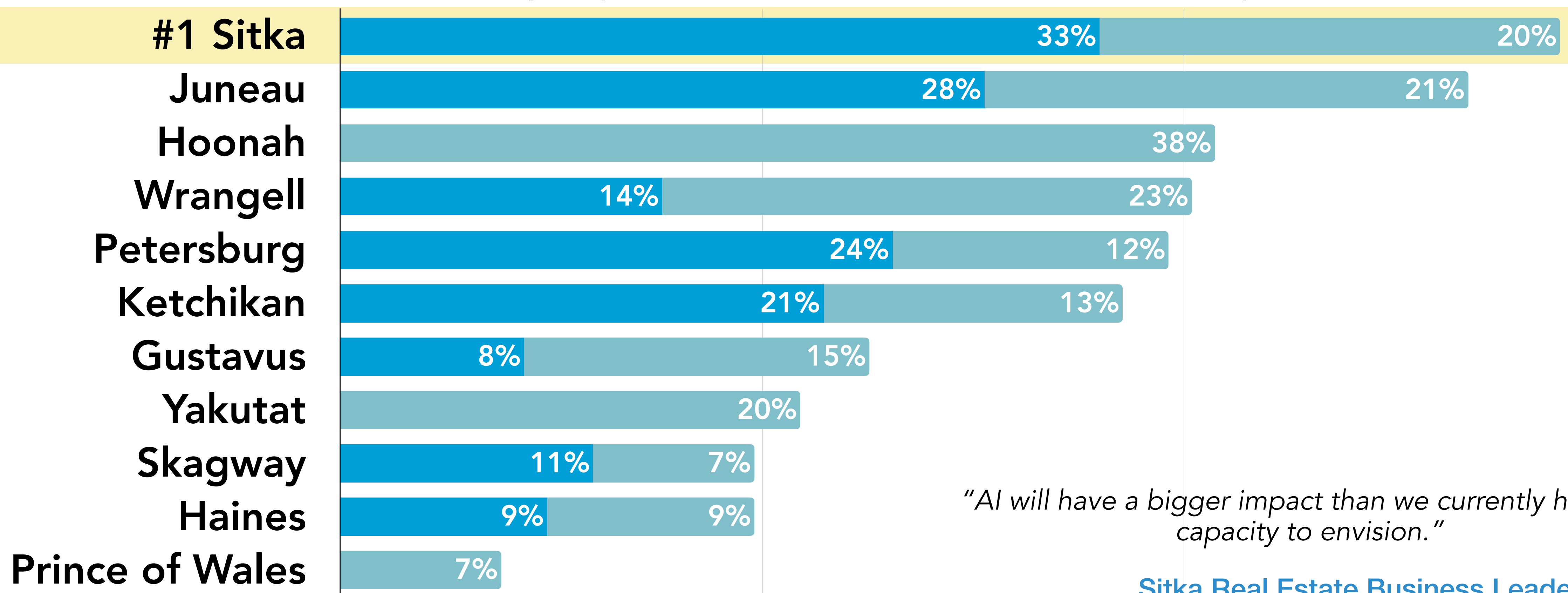
Sitka Business Leader

Sitka = #1 Southeast Economic Artificial Intelligence User

Does your business currently use artificial intelligence (AI) tools in its operations?

Yes, regularly

Yes, occasionally



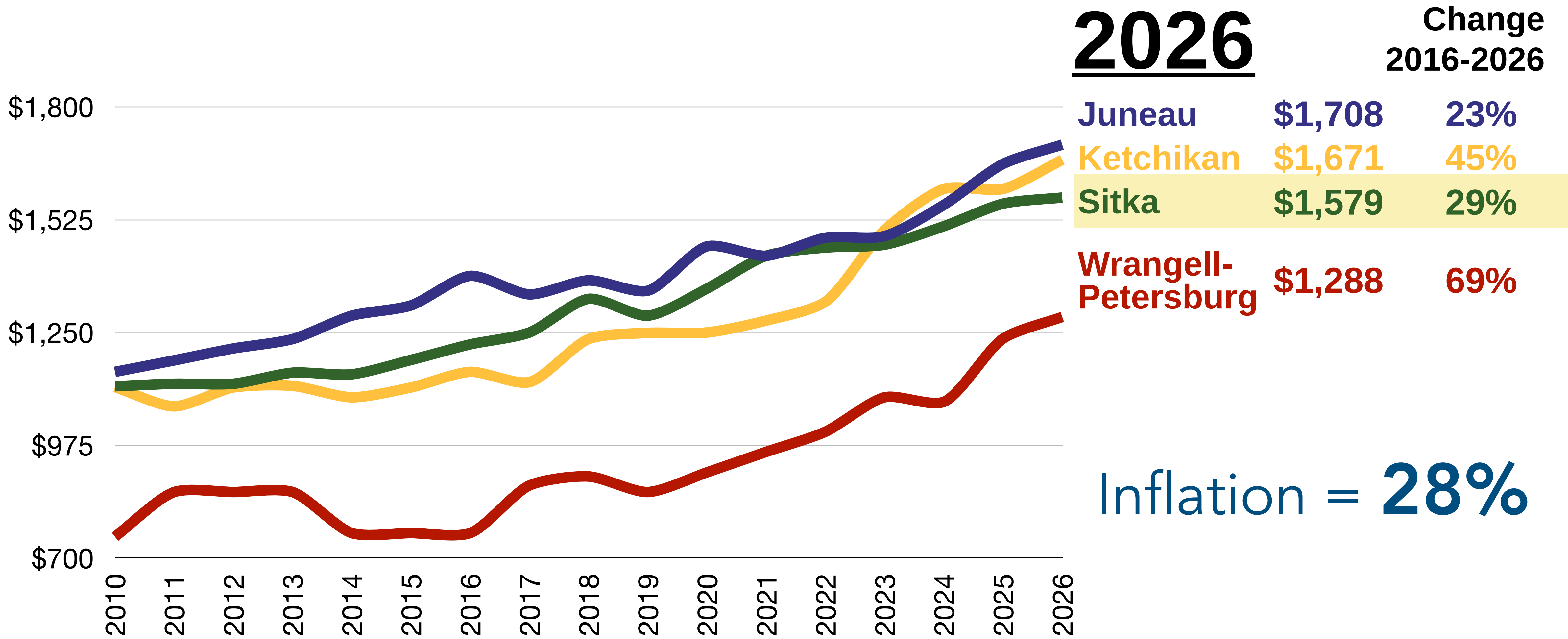
"AI will have a bigger impact than we currently have the capacity to envision."

Sitka Real Estate Business Leader



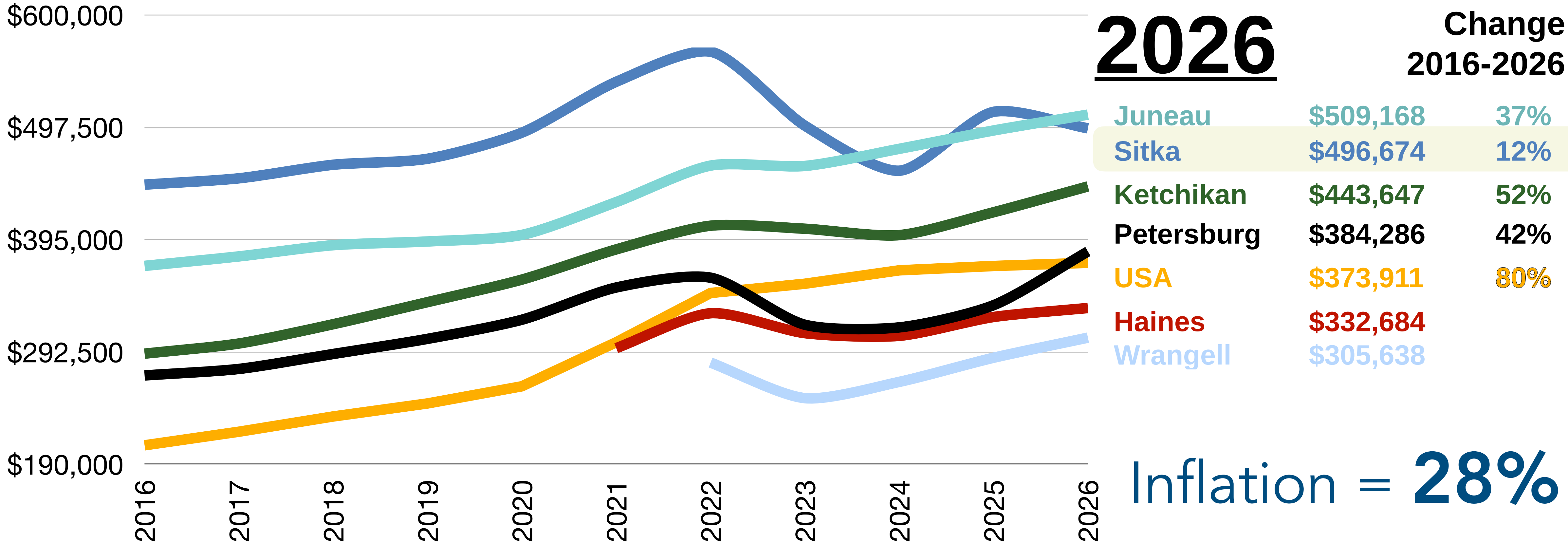
HOUSING

AVERAGE RENT FOR 2-BED APARTMENTS



AVERAGE VALUE SINGLE-FAMILY HOME

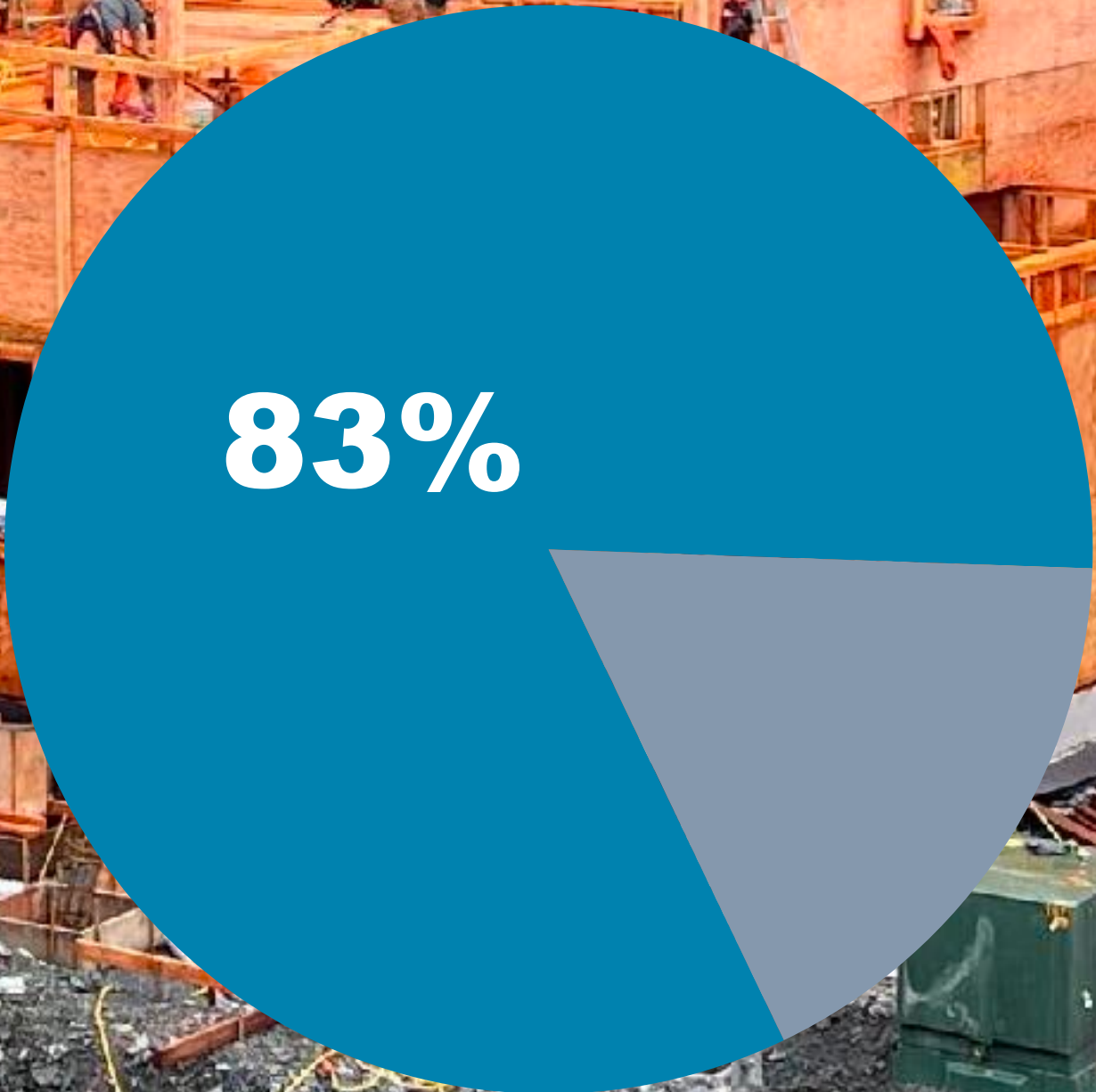
Not adjusted for inflation



According to Zillow, Sitka housing prices are near the highest, but are increasing the slowest

Sitka Housing

Housing Units = 4,161
Occupied = 3,440



83%

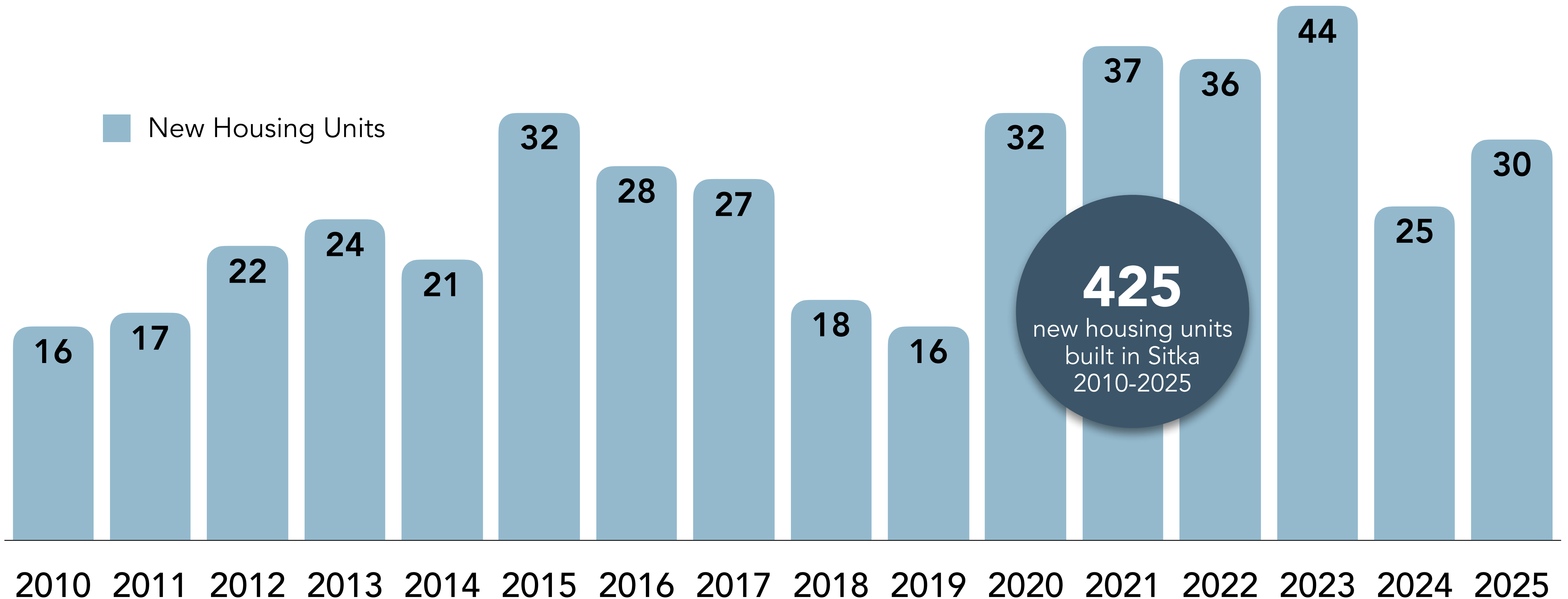
Occupied Housing

- In Sitka there are 721 vacant housing units, or 17% of total housing units.
- Sitka vacancy WAS 8% in 2010.
- The state as a whole has a vacant housing rate of 17%.
- Southeast Alaska is also 17%.
- Juneau is currently 8%.

Housing is Being Built in Sitka

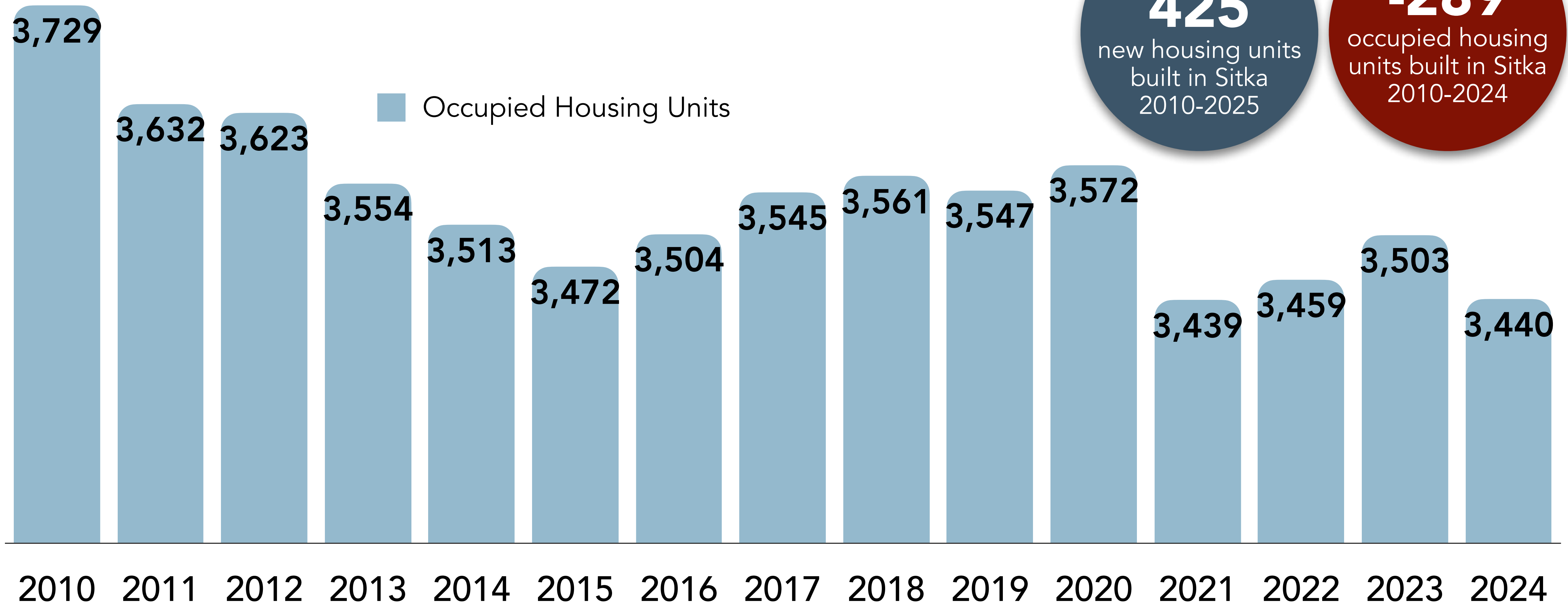
In the last 15 years, 425 new housing units have been built in Sitka. Representing 10% of Sitka's housing units.

Population
down **10%**

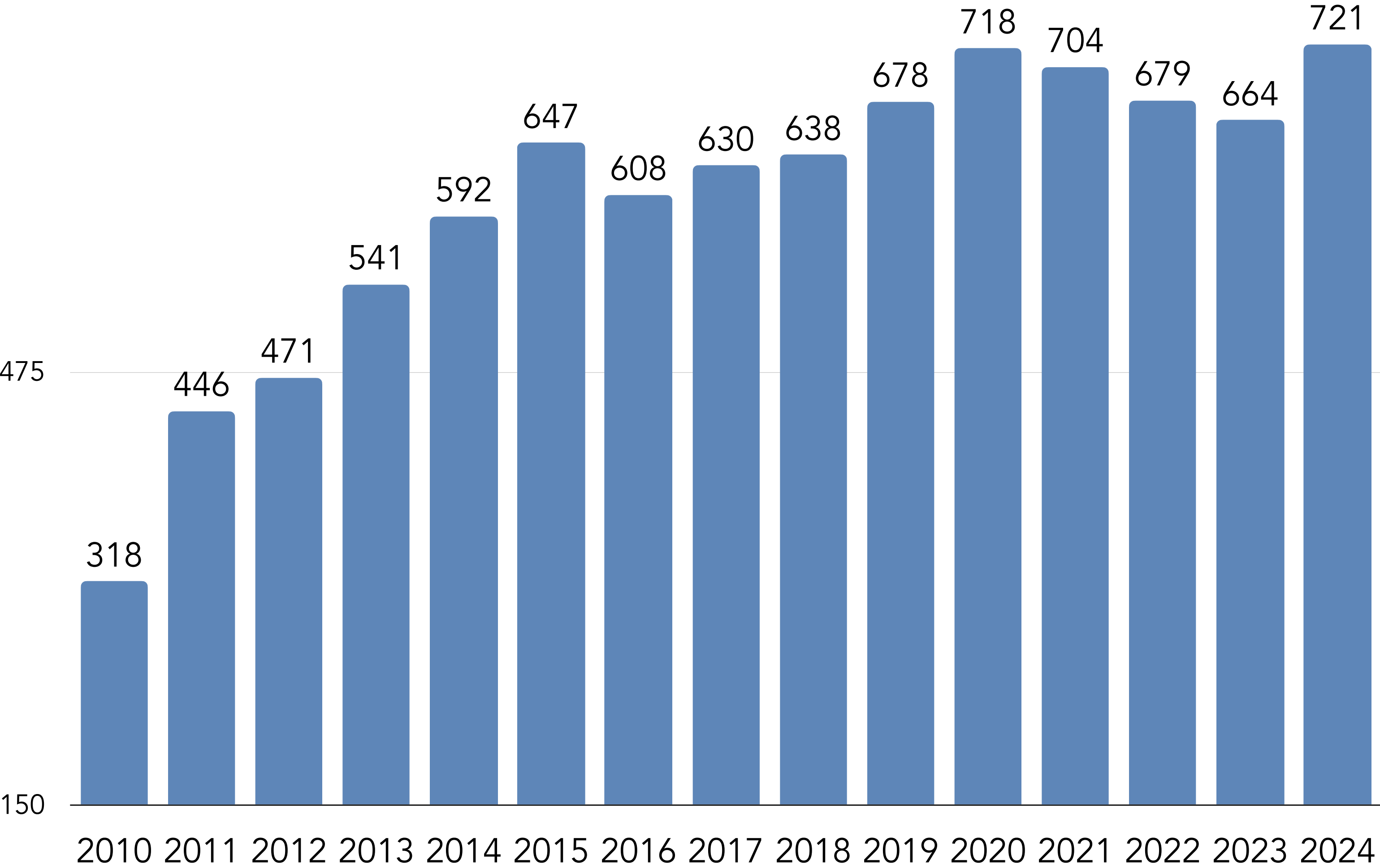


But Occupied Housing is Declining

Since 2010, the number of occupied housing units has declined by nearly 300 units.



Sitka Vacant Housing 2010-2024



Source; US Census, ACS

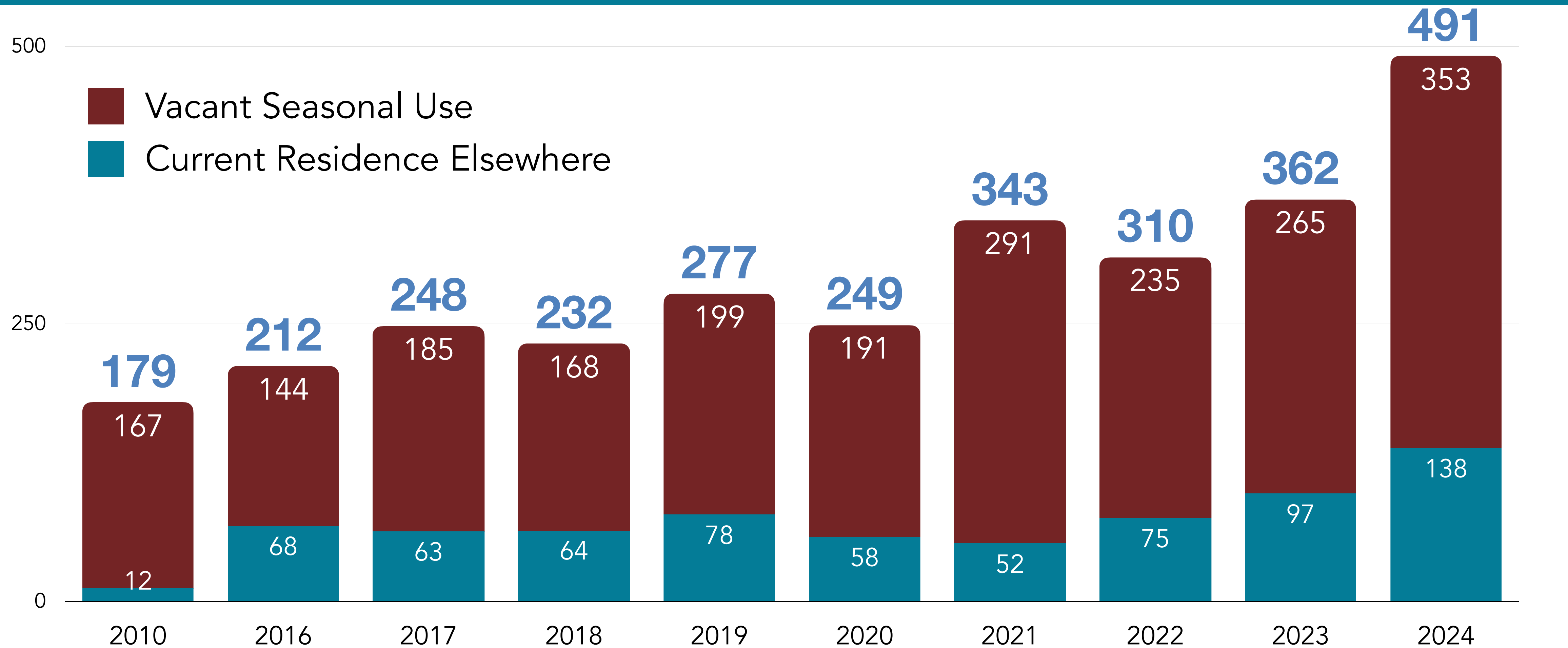
All Vacancies 2024

For seasonal, recreational use	353
Current resident elsewhere	97
For migrant workers	43
For rent	42
Rented, not occupied	26
For sale only	11
Sold, not occupied	12
Other vacant	96
Total Vacant	721

+127%

+403

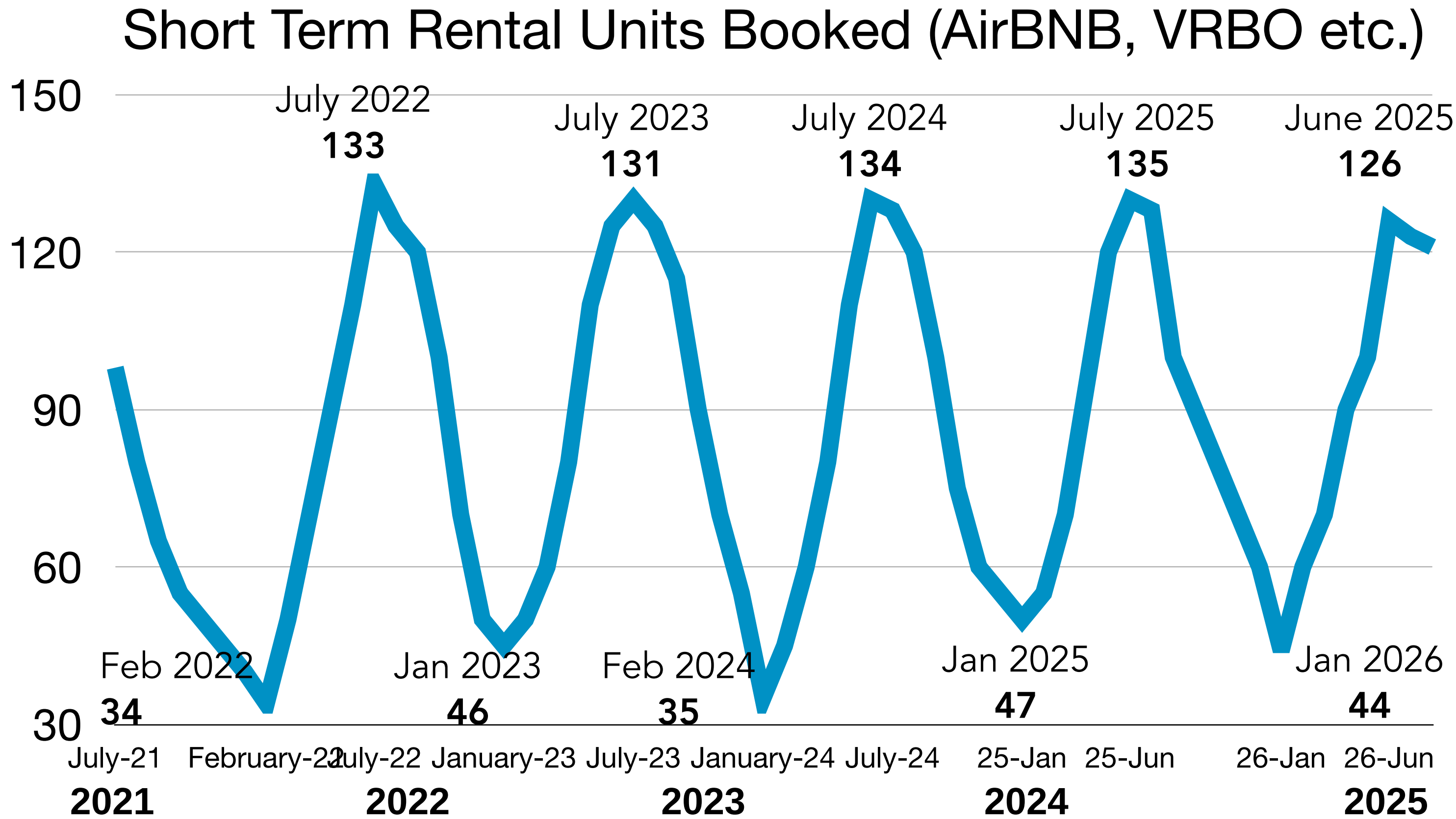
Sitka Vacant Housing: 2nd Homes, Seasonal Use (Potential Snowbirds)



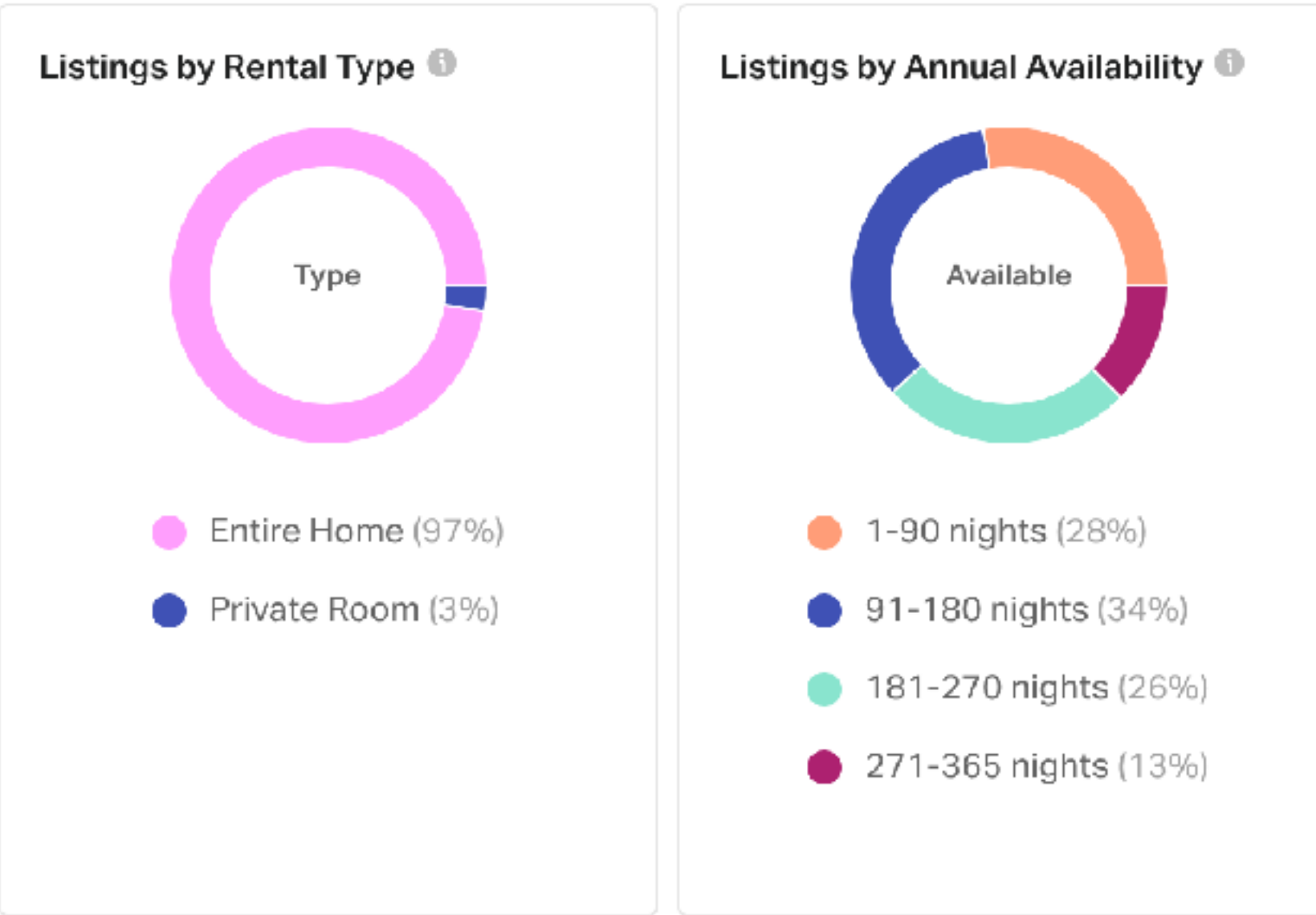
Source; US Census, ACS B25005: Current residence elsewhere; B25005: All other vacant

+174% **+312**

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



Active Listings = 121 **-5%**



A total of 121 Sitka units or rooms are currently registered with either Airbnb or VRBO. The majority (88%) 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 **15** year-round, entire home short-term rental units, across **1,317** total Sitka rental units.

Total 270 days+ & entire home = **15**

43%
performance score

Business Leader

*“Overall outlook: cautiously optimistic if we address **workforce, housing, transportation reliability, infrastructure, and cost pressures with practical regional solutions.**”*

MY TOP 10 TAKEAWAYS



Sitka's Changing Economy: Growth & Growing Pains

- 6) **Healthcare and tourism are reshaping the economy.** Healthcare's share of local earnings nearly doubled since 2014. Major SEARHC investments support year-round jobs and services.
- 7) **Cruise, air and ferry passenger counts down.** Tourism's share of local earnings also nearly doubled since 2014. Estimated 2026 cruise passenger spending is \$84 million.
- 8) **Seafood rebounded in 2025,** but remains about 15% below average. Seafood values are up in 2026.
- 9) **Housing use is changing.** Sitka added 425 homes in the last 15 years, yet occupied housing declined by nearly 300 units, making it harder for workers and families to stay in or move to Sitka.
- 10) **Economic growth is drawing on a smaller resident workforce.** Sitka has fewer residents of prime working age, despite having more jobs, creating significant workforce challenges.

Sitka's economy is growing

- 1) **Record job numbers**, with 61 more jobs than 2015, making it a great place for job seekers.
- 2) **Wages are increasing at a faster rate than inflation.** Great for workers, tough on business owners competing for workers and managing rising costs.
- 3) **Population is up, by 10 people.** The 3rd increase in a dozen years, a small but exciting gain.
- 4) **Sitka received the region's highest quality-of-life rating.** Quality of life is a major economic asset for attracting and retaining residents.
- 5) **Sitka leads the region in business climate confidence.** And the economic outlook is up by 10%, reflecting greater optimism about what's ahead among Sitka's business leaders.

QUESTIONS?

