# 2014-2020阿拉斯加朱诺市小型邮轮基础设施的数据

参考：Juneau Small Cruise Ship Infrastructure Master Plan 2020

**2019年朱诺小型邮轮市场概况**

| 船公司 | 船名 | 乘客容量 | 船员容量 | 朱诺停靠次数 | 总乘客数 | 停靠港口 |
| --- | --- | --- | --- | --- | --- | --- |
| Uncruise | Safari Endeavor | 86 | 34 | 10 | 1211 | Seadrome |
| Uncruise | SS Legacy | 86 | 35 | 18 | 940 | Seadrome |
| Uncruise | Wilderness Discoverer | 76 | 26 | 10 | 999 | Seadrome |
| Uncruise | Wilderness Explorer | 76 | 26 | 13 | 1121 | Seadrome |
| Uncruise | Wilderness Adventurer | 60 | 25 | 24 | 1235 | Seadrome |
| Uncruise | Safari Quest | 22 | 10 | 5 | 59 | Seadrome |
| Alaskan Dream | Alaskan Dream | 40 | 18 | 16 | 555 | Allen Marine |
| Alaskan Dream | Chichagof Dream | 76 | 30 | 18 | 843 | Allen Marine |
| Alaskan Dream | Admiralty Dream | 54 | 21 | 18 | 838 | Allen Marine |
| Alaskan Dream | Baranof Dream | 49 | 21 | 16 | 648 | Allen Marine |
| Alaskan Dream | Misty Fjord | 10 | 5 | 18 | 130 | Allen Marine |
| Lindblad | Sea Bird | 62 | 22 | 6 | 680 | CT (inside) |
| Lindblad | Sea Lion | 62 | 22 | 7 | 807 | CT (inside) |
| Lindblad | Quest | 100 | 49 | 7 | 1309 | IVF |
| Lindblad | Venture | 100 | 49 | 8 | 1536 | IVF |
| Windstar | Star Legend | 210 | 164 | 11 | 2168 | Anchor/AJ/AS |
| Windstar | Star Breeze (2020) | 312 | 190 | 9 | n/a | Anchor/AJ/AS |
| The Boat Company | Mist Cove | 24 | 13 | 16 | 434 | IVF |
| The Boat Company | Liseron | 20 | 12 | 16 | 320 | IVF |
| Ponant | Le Soleal | 264 | 139 | 6 | 620 | AJ\* |
| American Cruise Line | American Constellation | 170 | 26 | 13 | 1444 | DW |
| Fantasy Cruises | Island Spirit | 32 | 10 | 16 | 512 | IVF |
| **总计** |  |  |  | 272 | 18400 |  |

*注：CT - Cruise Ship Terminal；IVF - Intermediate Vessel Float；DW - Delta Western at Auke Bay；AJ - AJ Dock；AS - Alaska Steamship；n/a - 不适用*

**2014-2019年朱诺小型邮轮市场客流量**

| 年份 | Uncruise | Alaskan Dream | Lindblad | Windstar | The Boat Company | Ponant | Fantasy Cruises | American Cruise Line | **总计** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2014 | 8164 | 2159 | 2119 | 2045 | 704 | 249 | 336 | 744 | 14640 |
| 2015 | 6088 | 2236 | 2032 | 2168 | 704 | 336 | 336 | 557 | 13266 |
| 2016 | 5589 | 2935 | 1920 | 2800 | 686 | 249 | n/a | 1100 | 13114 |
| 2017 | 5798 | 3150 | 1947 | n/a | 678 | 1313 | n/a | 810 | 12876 |
| 2018 | 6214 | 3172 | 3055 | n/a | 581 | 600 | 608 | 1831 | 17614 |
| 2019 | 5565 | 3014 | 4332 | 2800 | 754 | 620 | 364 | 1444 | 18409 |
| 2020 | 5800 | 3000 | 4500 | 2800 | 800 | 600 | n/a | 1700 | 19400 |

*注：n/a - 不适用或未提供数据*

Intermediate Vessel Float泊位容量分析（2017-2019）\*\*

| 年份 | 5月平均超出容量（LF） | 6月平均超出容量（LF） | 7月平均超出容量（LF） | 8月平均超出容量（LF） | 9月平均超出容量（LF） | **总超出容量天数** |
| --- | --- | --- | --- | --- | --- | --- |
| 2017 | 0 | 134 | 157 | 104 | 0 | 31 |
| 2018 | 175 | 66 | 237 | 224 | 44 | 60 |
| 2019 | 0 | 193 | 201 | 275 | 0 | 51 |

*注：LF - 线性英尺*

2019年小型邮轮乘客、船员以及邮轮公司消费估算\*\*

| 项目 | 人数 | 每人消费额 | **总消费额** |
| --- | --- | --- | --- |
| 登船/离船乘客 | 16000 | 575 | 9200000 |
| 日游客 | 3000 | 162 | 500000 |
| 船员 | 770 | 400 | 300000 |
| 邮轮公司 | n/a | n/a | 3000000 |
| **总计** |  |  | 13000000 |

**2020年夏季某一周小型邮轮泊位需求样本**

| 周几 | 到达时间 | 离开时间 | 船名 | 停靠位置 |
| --- | --- | --- | --- | --- |
| 周日 | 6-7am | 5-6pm | Safari Endeavor | Seadrome |
| 周日 | 6-7am | 5-6pm | Venture | IVF |
| 周日 | 6-7am | 5-6pm | Sea Lion | IVF |
| 周日 | 6-7am | 5-6pm | Mist Cove | IVF |
| 周一 | 无 | 无 | 无 | 无 |
| 周二 | 8pm-午夜 | 3pm-午夜 | American Constellation | IVF |
| 周三 | 午夜-3pm | 午夜-3pm | American Constellation | IVF |
| 周三 | 12pm-9pm | 12pm-9pm | Star Breeze | Anchor/AJ/AS |
| 周四 | 无 | 无 | 无 | 无 |
| 周五 | 6-7am | 5-6pm | SS Legacy | Seadrome |
| 周六 | 12pm-9pm | 12pm-9pm | Wilderness Discoverer | Seadrome |
| 周六 | 12pm-9pm | 12pm-9pm | Wilderness Adventurer | Seadrome |
| 周六 | 10am-午夜 | 10am-午夜 | Mist Cove | IVF |

**2020年小型邮轮抵达和离开朱诺的时间表（部分）**

| 船名 | 到达日期 | 到达时间 | 离开时间 | 停靠位置 |
| --- | --- | --- | --- | --- |
| Safari Endeavor | 5/24, 6/7, 6/21, 7/5, 7/19, 8/2, 8/16, 8/23, 9/6, 9/13 | 6-7am | 5-6pm | Seadrome |
| SS Legacy | 5/8, 5/15, 5/22, 5/29, 6/5, 6/12, 6/19, 6/26, 7/3, 7/10, 7/17, 7/24, 7/31, 8/7, 8/14 | 6-7am | 5-6pm | Seadrome |
| Wilderness Discoverer | 5/2, 5/16, 5/30, 6/13, 6/27, 7/11, 7/25, 8/8, 8/22, 9/5 | 6-7am | 5-6pm | Seadrome |
| Wilderness Explorer | 4/25, 5/9, 5/23, 6/6, 6/20, 7/4, 7/18, 8/1, 8/15, 8/29, 9/12, 9/19 | 6-7am | 5-6pm | Seadrome |
| Wilderness Adventurer | 4/11, 4/18, 4/25, 5/2, 5/9, 5/16, 5/23, 5/30, 6/6, 6/13, 6/20, 6/27, 7/4, 7/11, 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, 8/29, 9/5, 9/12, 9/19, 9/26 | 6-7am | 5-6pm | Seadrome |
| Safari Quest | 5/29, 6/5, 6/12, 6/19, 6/26, 7/3, 7/10, 7/17, 7/24, 7/31, 8/7, 8/14, 8/21, 8/28 | 6-7am | 5-6pm | Seadrome |
| Sea Bird | 5/22, 7/31 | 6am | 11pm | CT (inside) |
| Sea Lion | 5/21, 7/30 | 6am | 11pm | CT (inside) |
| Quest | 5/30, 6/13, 6/27, 7/11, 7/25, 8/3, 8/22 | 6am | 11pm | IVF |
| Venture | 5/24, 6/7, 6/21, 7/5, 7/19, 8/2, 8/16, 8/30, 9/13 | 6am | 11pm | IVF |
| Star Breeze | 5/21, 6/3, 6/13, 6/24, 7/5, 7/15, 7/27, 8/8, 8/18 | 12pm-9pm | 8am-10pm | Anchor/AJ/AS |
| Mist Cove | 5/9-10, 5/23-24, 6/6-7, 6/20-21, 7/11-12, 7/25-26, 8/8-9, 8/22-23, 9/5-6, 9/19-20 | 10am | 3pm | IVF |
| Liseron | 5/2-3, 5/16-17, 5/30-31, 6/13-14, 6/27-28, 7/18-19, 8/1-2, 8/15-16, 8/29-30, 9/12-13 | 10am | 3pm | IVF |
| Le Soleal | 7/22, 8/5, 8/19, 9/2 | 6-9am | 6pm | AJ |
| American Constellation | 6/15-16, 6/25-26, 7/5-6, 7/15-16, 7/22-23, 7/29-30, 8/5, 8/11-12, 8/18-19, 8/25-26, 9/1-2 | 6am/8pm | 3pm | DW |

**2019/2020年朱诺小型邮轮尺寸**

| 船公司 | 船名 | 排水量（吨） | 船长（英尺） | 船宽（英尺） | 吃水深度（英尺） | 桅杆高度（英尺） |
| --- | --- | --- | --- | --- | --- | --- |
| Uncruise | Safari Endeavor | n/a | 217 | 40 | 8.5 | 最大72 |
| Uncruise | SS Legacy | n/a | 192 | 40 | 9.3 | 最大72 |
| Uncruise | Wilderness Discoverer | n/a | 176 | 39 | 7 |  |

# 2016年阿拉斯加朱诺市夏季游客数据

参考：Juneau Visitor Profile and Economic Impact Study 2016

### 1. **游客数量**

| 数据类型 | 数据内容 |
| --- | --- |
| 总游客数量 | 1,093,000（2016年5月至9月） |
| 游客分布 | Cruise: 93% (1,015,000) Air: 6% (61,000) Highway/Ferry: 2% (17,000) |
| 年度游客数量 | 1,110,000（全年） |

### 2. **游客停留时间**

| 数据类型 | 数据内容 |
| --- | --- |
| 在阿拉斯加的平均停留时间 | 8.6晚 |
| 在朱诺的平均停留时间 | 4.2晚 |
| 不同交通方式的停留时间 | Cruise: 8.4晚 Air: 10.4晚 Highway/Ferry: 15.9晚 |

### 3. **游客消费**

| 数据类型 | 数据内容 |
| --- | --- |
| 每人每次旅行平均消费 | $188 |
| 不同交通方式的平均消费 | Cruise: $162、 Air: $630 Highway/Ferry: $281 Juneau Only: $800 |
| 主要消费类别 | Lodging: $11 Tours/activities/entertainment: $95 Gifts/souvenirs/clothing: $53 Food/beverage: $19 Transportation: $5 Other: $6 |

### 4. **经济影响**

| 数据类型 | 数据内容 |
| --- | --- |
| 直接支出 | $238 million |
| 经济产出 | 总经济产出：$319 million（占朱诺总经济产出的10%） |
| 就业机会 | 直接就业：2,150个岗位 总就业：2,800个岗位（包括间接和诱导就业） |
| 劳动收入 | 直接劳动收入：$77 million 总劳动收入：$109 million |

### 5. **市政税收贡献**

| 数据类型 | 数据内容 |
| --- | --- |
| 总市政税收 | $13.5 million |
| 销售税 | $10.4 million |
| 住宿税 | $0.9 million |
| 财产税 | $2.2 million |

### 6. **游客满意度**

| 数据类型 | 数据内容 |
| --- | --- |
| 满意度 | 非常满意：76% 满意：22% 中立：2% 不满意：<1% |
| 与预期相比 | 远超预期：30% 超出预期：36% 符合预期：31% 低于预期：2% 远低于预期：<1% |
| 推荐意愿 | 非常可能：80% 可能：18% 不太可能：1% 非常不可能：<1% |

### 7. **游客来源**

| 数据类型 | 数据内容 |
| --- | --- |
| 国内游客比例 | 81% |
| 国际游客比例 | 19% |
| 主要来源地区 | Western US: 32% Southern US: 24% Midwest: 15% East: 11% Canada: 9% Other International: 10% |

### 8. **游客年龄和性别**

| 数据类型 | 数据内容 |
| --- | --- |
| 平均年龄 | 56.2岁 |
| 年龄分布 | Under 18: 10% 18-24: 3% 25-34: 6% 35-44: 9% 45-54: 14% 55-64: 25% 65+: 33% |
| 性别分布 | 男性：45% 女性：55% |

### 9. **游客住宿类型**

| 数据类型 | 数据内容 |
| --- | --- |
| 最常见的住宿类型 | Hotel/motel: 60% Private home: 20% Bed and breakfast: 9% Lodge: 3% Vacation rental: 3% Campground/RV: 3% Wilderness camping: 2% Other: 6% |

### 10. **游客活动**

| 数据类型 | 数据内容 |
| --- | --- |
| 最受欢迎的活动 | Day cruises: 31% City/sightseeing tours: 19% Hiking/nature walks: 15% Tramway/gondola: 15% Wildlife viewing: 14% Museums: 8% |

# 2023年阿拉斯加朱诺邮轮产业数据

参考：CBJ-Cruise-Impacts-2023-Report

1. **游客数量**

| 数据类别 | 数据内容 |
| --- | --- |
| 总邮轮乘客数 | 1,670,000 |
| 机组人员数量 | 36,000 |

1. **旅游收入**

| 数据类别 | 数据内容 |
| --- | --- |
| 总直接支出 | $375 million |
| 乘客支出 | $320 million |
| 邮轮公司支出 | $39 million |
| 机组人员支出 | $16 million |
| 旅游和活动支出 | $152 million |
| 零售支出 | $144 million |
| 餐饮和酒吧支出 | $31 million |
| 政府支出 | $22 million |
| 交通支出 | $14 million |
| 其他支出 | $12 million |

1. **当地基础设施能力**

| 数据类别 | 数据内容 |
| --- | --- |
| 港口开发费 | $4.917 million |
| 港口维护费 | $1.378 million |
| 锅炉水费 | $126,000 |
| 市政收入总计 | $22.284 million |

1. **当前旅游政策有效性**

| 数据类别 | 数据内容 |
| --- | --- |
| 总就业人数 | 3,850 |
| 直接就业人数 | 3,150 |
| 间接就业人数 | 700 |
| 总劳动收入 | $196 million |
| 销售税收入 | $17.7 million |
| 酒店/汽车旅馆税 | $600,000 |

1. 市政收入

| 数据类别 | 数据内容 |
| --- | --- |
| 海运乘客费（Marine Passenger Fees） | $8,234,000 |
| 商业客船税（Commercial Passenger Vessel Tax Revenue） | $5,680,000 |
| 港口开发费（Port Development Fees） | $4,917,000 |
| 港口维护费（Port Maintenance Fees） | $1,378,000 |
| 大型邮轮停泊费（Large Cruise Ship Dockage Fees） | $950,000 |
| 乘客雇佣许可费（Passenger For Hire Permits） | $457,000 |
| 水岸销售摊位许可费（Waterfront Sales Vendor Booth Permits） | $270,000 |
| 饮用水费（Potable Water Fees） | $126,000 |
| 市中心装卸区许可费（Downtown Loading Zone Permits） | $118,000 |
| 船舶过驳费（Vessel Lightering Fees） | $103,000 |
| 斯塔特码头装卸区许可费（Statter Harbor Loading Zone Permits） | $30,000 |
| 小型邮轮停泊费（Small Cruise Ship Dockage Fees） | $21,000 |
| **总计** | **$22,284,000** |

# 阿拉斯加朱诺关于游客对邮轮的需求和体验数据

参考：Juneau Cruise Passenger Survey 2023

**1. 乘客参与的付费旅游项目**

| 项目 | 参与比例 |
| --- | --- |
| Goldbelt Tram | 20% |
| Day Cruise (Whale Watching, Photography) | 18% |
| Bus Tour to Glacier | 18% |
| Salmon Bake | 10% |
| Helicopter Tour (Inc. Trekking, Dogsledding, Airboat) | 5% |
| Glacier Gardens | 4% |
| Summer Dogsled Camp | 2% |
| Floatplane Tour (Inc. Fly-Fishing) | 2% |
| Food/Distillery/Brewery Tour | 2% |
| Taxi Tour | 2% |
| Gold Panning/Mine Tour | 2% |
| Other | <1% |
| Did Not Purchase a Paid Tour | 30% |

**2. 乘客访问的主要景点**

| 景点 | 访问比例 |
| --- | --- |
| Mendenhall Glacier | 26% |
| Whale Statue | 12% |
| Totem Pole Trail | 9% |
| Alaska State Capitol Building | 7% |
| Governor’s Mansion | 5% |
| Hatchery | 5% |
| Alaska State Museum | 4% |
| Juneau-Douglas City Museum | 3% |
| Sealaska Heritage Arts Campus | 3% |
| St. Nicholas Russian Orthodox Church | 2% |
| Walter Soboleff Building | 2% |
| None | 53% |

**3. 乘客的其他活动**

| 活动 | 参与比例 |
| --- | --- |
| Shopping | 67% |
| Restaurants/Bars | 33% |
| Hiking | 23% |
| Wildlife Viewing/Birdwatching | 9% |
| Rode a Public Bus | 3% |
| Other | 1% |

**4. 乘客在Juneau的平均消费**

| 类别 | 平均每人消费 |
| --- | --- |
| Tours and Activities | $129 |
| Gifts, Souvenirs, and Clothing | $84 |
| Food and Beverage | $17 |
| Transportation | $2 |
| **Total Per-Person Average** | **$232** |

**5. 乘客对Juneau的整体满意度**

| 满意度 | 比例 |
| --- | --- |
| Very Satisfied | 70% |
| Satisfied | 28% |
| Dissatisfied | 2% |
| Very Dissatisfied | <1% |

**6. 乘客对不同方面的满意度**

| 项目 | 非常满意 | 满意 | 不满意 |
| --- | --- | --- | --- |
| Tours and Activities | 79% | 19% | 2% |
| Community Friendliness | 75% | 24% | 1% |
| Cleanliness | 73% | 27% | <1% |
| Walkability | 71% | 28% | 1% |
| Restaurants and Bars | 62% | 35% | 3% |
| Accessibility for Visitors with Mobility Issues | 62% | 35% | 3% |
| Information for Visitors | 65% | 31% | 4% |
| Transportation Options | 60% | 36% | 4% |
| Signage | 57% | 39% | 4% |
| Shopping | 43% | 51% | 6% |

**7. 乘客对Juneau拥挤程度的描述**

| 拥挤程度 | 比例 |
| --- | --- |
| Very Crowded | 12% |
| Somewhat Crowded | 44% |
| Not Very Crowded | 30% |
| Not at All Crowded | 13% |
| Don’t Know | 1% |

**8. 乘客的地理来源**

| 地区 | 比例 |
| --- | --- |
| Southern U.S. | 28% |
| Western U.S. | 26% |
| Midwest | 18% |
| East | 13% |
| International | 14% |
| **加拿大** | **9%** |
| **澳大利亚** | **2%** |
| **英国** | **2%** |

1. **乘客的团体规模**

| 团体规模 | 比例 |
| --- | --- |
| 1人 | 9% |
| 2人 | 61% |
| 3人 | 8% |
| 4人 | 12% |
| 5人 | 3% |
| 6人及以上 | 7% |
| **平均团体规模** | **2.8人** |

**10. 乘客的年龄分布**

| 年龄段 | 比例 |
| --- | --- |
| <25岁 | 5% |
| 25-34岁 | 4% |
| 35-44岁 | 10% |
| 45-54岁 | 18% |
| 55-64岁 | 30% |
| 65-74岁 | 26% |
| 75岁及以上 | 8% |
| **平均年龄** | **55岁** |

**11. 乘客的性别分布**

| 性别 | 比例 |
| --- | --- |
| Male | 46% |
| Female | 53% |
| Other | 1% |

**12. 乘客的家庭收入**

| 收入范围 | 比例 |
| --- | --- |
| Less than $25,000 | <1% |
| 50,000 | 6% |
| 75,000 | 8% |
| 100,000 | 13% |
| 125,000 | 13% |
| 150,000 | 13% |
| 200,000 | 12% |
| More than $200,000 | 17% |
| Declined to Answer | 18% |
| **平均家庭收入** | **$139,000** |