

# Navigating Tourism in Southeast Alaska

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Matt Mackey, President & CEO  
Ketchikan Visitors Bureau  
Southeast Alaska Tourism Council



# Tourism is Good for Southeast Alaska

Employment? Up

Workforce Earnings? Up

Number of visitors? Up

- Cruise Up
- Air Up
- Ferry not so much...

Most visited region in the state? That would be us!

Municipal Revenues- sales tax, occupancy tax, moorage fees, property tax on businesses and homes, passenger fees, port fees, airport facility taxes...

# What Visitors are Saying about Alaska

75% very satisfied /23% satisfied

65% exceeded their expectations/32% expectations met

Value compared to other destinations 45% same/38% better

99% would recommend Alaska to family/friends

60% likely to return

Future activities they would like to participate in?

- Fishing 22%
- Wildlife viewing 10%
- Visit friends/family 9%
- See Denali/Northern Lights 8%

40% were repeat visitors - up by 10% over 2006

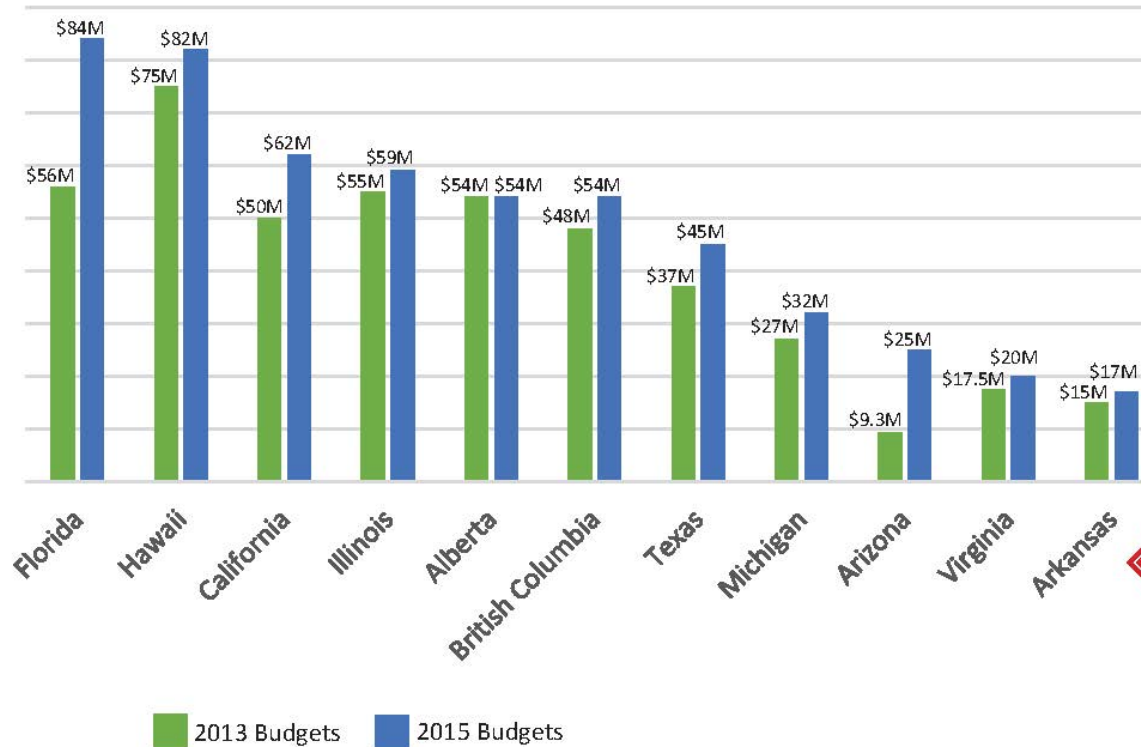
- Average number of trips for repeat visitors- 4

# Tourism is Good for Alaska



Sources: Economic Impact of Alaska's Visitor Industry (2013-2014 Update) and Alaska Visitor Statistics Program VI Interim Visitor Volume Report (Summer 2015).

## Where Do We Stand



Sources: US Travel Association Survey of State Tourism Office Budgets 2014-2015, Destination BC and Travel

An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger base is submerged. The text is overlaid on the image, with the top part on the tip and the bottom part on the submerged base.

## **TRAVEL & TOURISM INDUSTRY**

Lodging, restaurants, entertainment,  
transportation, retail

### **TRAVEL & TOURISM ECONOMY**

Printing/Publishing, concrete,  
utilities, financial services,  
furnishing & equipment  
suppliers, foods, security,  
administration, ship building,  
beverage supply, iron/steel,  
aircraft manufacturing, wood,  
mining, chemicals, textiles,  
oil/gas suppliers, plastics,  
sanitation services, metal  
products, computers, resort  
development, wholesalers, rental  
car manufacturing, laundry  
services.



## Status of State Tourism Marketing Program FY18 5.3 Million

4 million in capital budget for FY2018  
combined with Industry paid programs

- Web site
- Targeted online advertising
- Social media #travelalaska
- Public Relations- Travel Writers
- SeaTrade and other industry trade shows
- A printed vacation planner returns

**2017 Alaska State Legislature Operating Budget- HB256Z**

	Appropriation Allocations	General Items	Other Funds	Other Funds
June 30, 2016, of receipts collected under AS 08.01.065(a), (c) and (f)-(i).				
ent of the legislature that the Department of Commerce, Community and Economic				
nt set license fees approximately equal to the cost of regulation per AS				
). Further, it is the intent of the legislature that the Department of Commerce,				
and Economic Development annually submit, by November 1st, a six year report				
ature in a template developed by Legislative Finance Division. The report is to				
least the following information for each licensing board: revenues from license				
es from other sources; expenditures by line item, including separate reporting for				
e costs, administrative costs, departmental and other cost allocation plans; number				
; carryforward balance; and potential license fee changes based on statistical				
ons, Business and	12,374,000			
onal Licensing				
<b>Development</b>		<b>1,594,400</b>	<b>1,111,200</b>	<b>483,200</b>
Development	1,594,400			
<b>Marketing &amp; Development</b>		<b>4,528,900</b>	<b>4,528,900</b>	
ent of the Legislature that the Tourism Marketing Board develop a plan to phase				
on unrestricted general funds for marketing, moving towards a self-sustaining				
unded by industry to be implemented in the FY18 budget and present the plan to the				
Senate Finance Committees by November 1, 2016.				
Marketing	4,528,900			
s		5,277,100	5,247,500	29,600
ts	5,277,100			
<b>Operations</b>		<b>7,357,200</b>	<b>7,098,400</b>	<b>258,800</b>
t appropriated by this appropriation includes up to \$1,000,000 of the unexpended				
ated balance on June 30, 2016, of the Department of Commerce, Community, and				
Development, Division of Insurance, program receipts from license fees and				
Operations	7,357,200			
<b>Id Marijuana Control Office</b>		<b>3,511,900</b>	<b>3,488,200</b>	<b>23,700</b>
t appropriated by this appropriation includes the unexpended and unobligated				

# Tourism Improvement District Legislation

- Draft Bill in the works
- Challenges to creating bill as industry wants it
  - Board to be elected from payers
- Education effort
  - Bill enables the concept 2017-2018
  - Who pays and how much yet to be determined
  - Election to implement 2018-2019
  - IF PASSED – 6 year sunset and opportunity to vote to continue



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## Inside Passage

A network of sheltered waterways and seaside communities that travelers have used for centuries. The usually calm passage weaves through mountains, snow-capped mountains, glacier-fed fjords, and coastal communities, all within America's largest national park. Planes land outside cedar B&Bs, fishing boats pull up to the shore, and cruise ships ease into ports lined with historic buildings.

Centuries ago by Alaska's Native people, the culture is very much alive today. Hand-carved totem poles, Gold Rush-era buildings and the historic towns that came north to the Inside Passage, chasing the dream. The economy was built on logging, mining and fishing, and the beauty, waterways and wildlife that fuels the region today.

A beautiful place on Earth. You will fall in love with it. Find out for yourself. Journey north to Alaska's Inside Passage.



# Southeast Alaska Tourism Council

The purpose of SATC is to efficiently and effectively promote Southeast Alaska as a premier visitor destination, bringing about significant awareness of the region's diverse experiences and stimulating visitor growth.

# SATC-Regional cooperative marketing

Members represent convention and visitors bureaus and/or government organizations of Alaska's Inside Passage.

Full marketing partners (\$5,000.00/year) include:

Alaska Marine Highway System	Haines	Juneau	
Ketchikan	Sitka	Skagway	Wrangell

Associate marketing partner (\$600.00/year):

Gustavus

Advertising opportunities on [www.alaskasinsidepassage.com](http://www.alaskasinsidepassage.com)



# Southeast Alaska Tourism Council Board

Danielle Doyle

Carolann Wooten

Patti Mackey

Sherry Aitken

Cody Jennings

Liz Perry

Carol Rushmore  
Visitors

Elizabeth Arnett

Alaska Marine Highway System

Haines Convention & Visitors  
Bureau

Ketchikan Visitors Bureau

Sitka Chamber of Commerce

Skagway Convention & Visitors  
Bureau

Travel Juneau

Wrangell Convention  
Bureau

SATC Executive Director



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## Alaska's Inside Passage

A network of sheltered waterways and seaside communities that travelers have used for centuries. The usually calm passage weaves through fjords, snow-capped mountains, glacier-fed rivers, and coastal communities, all within America's largest state. Private planes land outside cedar B&Bs, fishing boats pull up to the shore, and cruise ships ease into ports lined with historic buildings.

Centuries ago by Alaska's Native people, the Inside Passage is very much alive today. Hand-carved totem poles, Gold Rush-era buildings and the historic Klondike Trail led travelers to the Inside Passage, chasing fortune. The economy was built on logging, mining and fishing, and today it's tourism, waterways and wildlife that fuels the region.

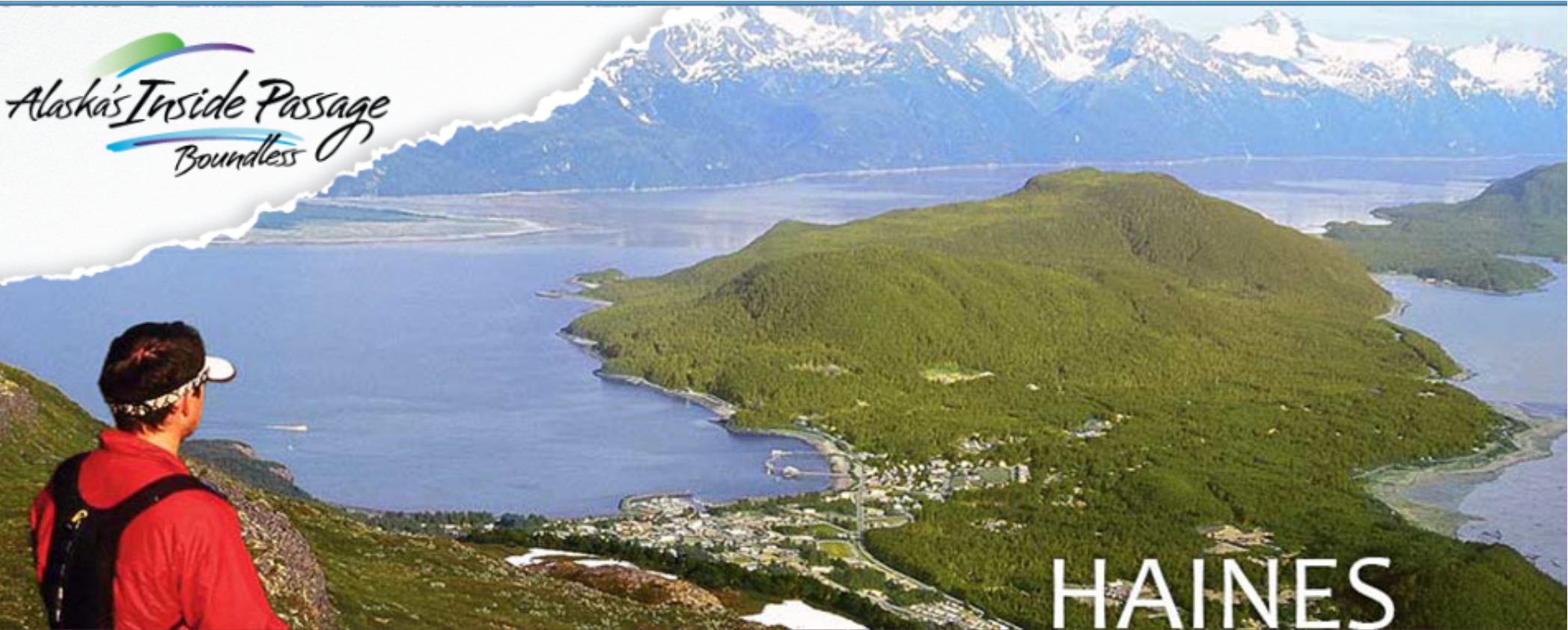
A beautiful place on Earth. You will fall in love with it. Find out for yourself. Journey north to Alaska's Inside Passage.



# Southeast Alaska Tourism Council

- Adopted tagline: Alaska's Inside Passage Boundless
- Focus on:
  - Adventure Travelers
  - Wildlife Viewers
  - Cultural Visitors
  - Sport fishers
- Reach our target audience through Website, Social Media, and Public Relations activities

Alaska's Inside Passage  
Boundless



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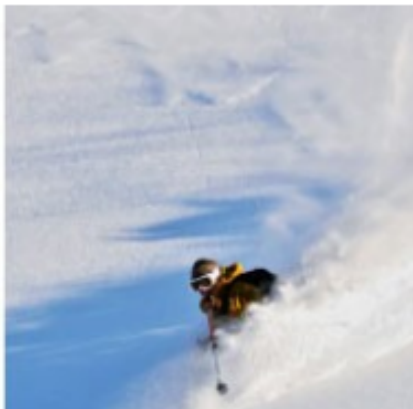
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## Welcome To Haines

Known as “The Adventure Capital of Alaska,” Haines is situated in one of the earth’s most picturesque settings: on the shores of the longest fjord in North America. Rich in Tlingit culture and scenic history, Haines offers

ALASKA SEAPLANES

SCHEDULED &  
CHARTER FLIGHTS  
FLOATPLANES & WHEELPLANES



SCHEDULED YEAR-ROUND  
SERVICE



Southeast Alaska is filled with a variety of charming coastal towns and villages that are rich in historical and cultural significance. These small communities can be reached by the Alaska Marine Highway System (AMHS) or local commuter air services. Adventurous travelers who enjoy exploring places often overlooked by others will find kindred spirits living in the heart of Alaska's Inside Passage.

### Gustavus



Home to only 450 people, the tiny town of Gustavus is the "Gateway to Glacier Bay National Park." Enjoy a wide range of adventure opportunities in the area, such as kayaking among floating icebergs, legendary fishing, whale watching, bear sighting and golf. Various dining and lodging options are available.




[Visit Website](#)



**FLY  
LIKE AN  
EAGLE,  
LAND  
ON THE  
INSIDE**



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### Getting Around

The Alaska Marine Highway System (AMHS) is a 3,500-mile water "highway" from Bellingham, WA, through Alaska's Inside Passage and on to Alaska's Aleutian Chain. The state-run ferry system connects coastal Alaska towns, not otherwise connected to the road system, to provide reliable, economical, year-round transportation service to 33 Alaska ports as well as Bellingham and Prince Rupert, BC.

The AMHS is a vital part of Alaska's transportation system and a route so special, it has been designated a **National Scenic Byway**, and earned the title of an "All-American Road" by the Federal Highway Administration.

The ferry is the preferred method of transportation for anyone traveling through Southeast Alaska with a vehicle and can transport large vehicles such as motorhomes. Hands down, the ferry is the most relaxing, beautiful way to experience the Inside Passage.

For more information, go to [ferryalaska.com](http://ferryalaska.com)

# Alaskasinsidepassage.com

## performance measures

- Site visits up 68% over 2016 total
- Bounce rate has decreased 12%
- Page views increased 50%
- Average time on site has increased :15 over 2016
- visitor guide orders up 60% increase over 2016



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# 2020 Visitor Industry Strategies

- Market SE to attract more visitors
- Improve access to public lands
- Increase flexibility in permit usage
- Increase yacht and small cruise ship visitation
- Advocate for funding for recreation infrastructure
- Grow cultural and arts tourism

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