

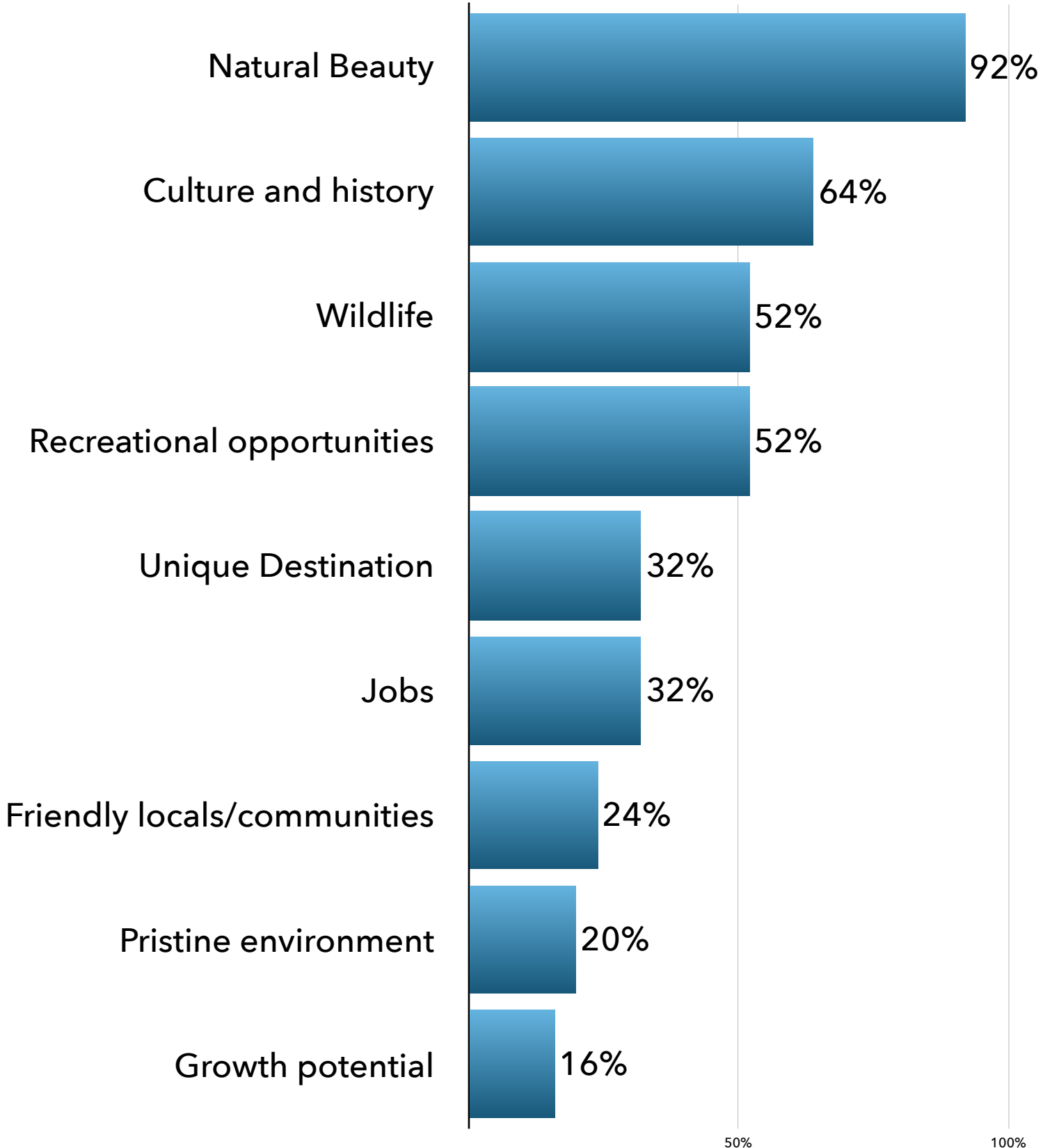


# Southeast Tourism SWOT

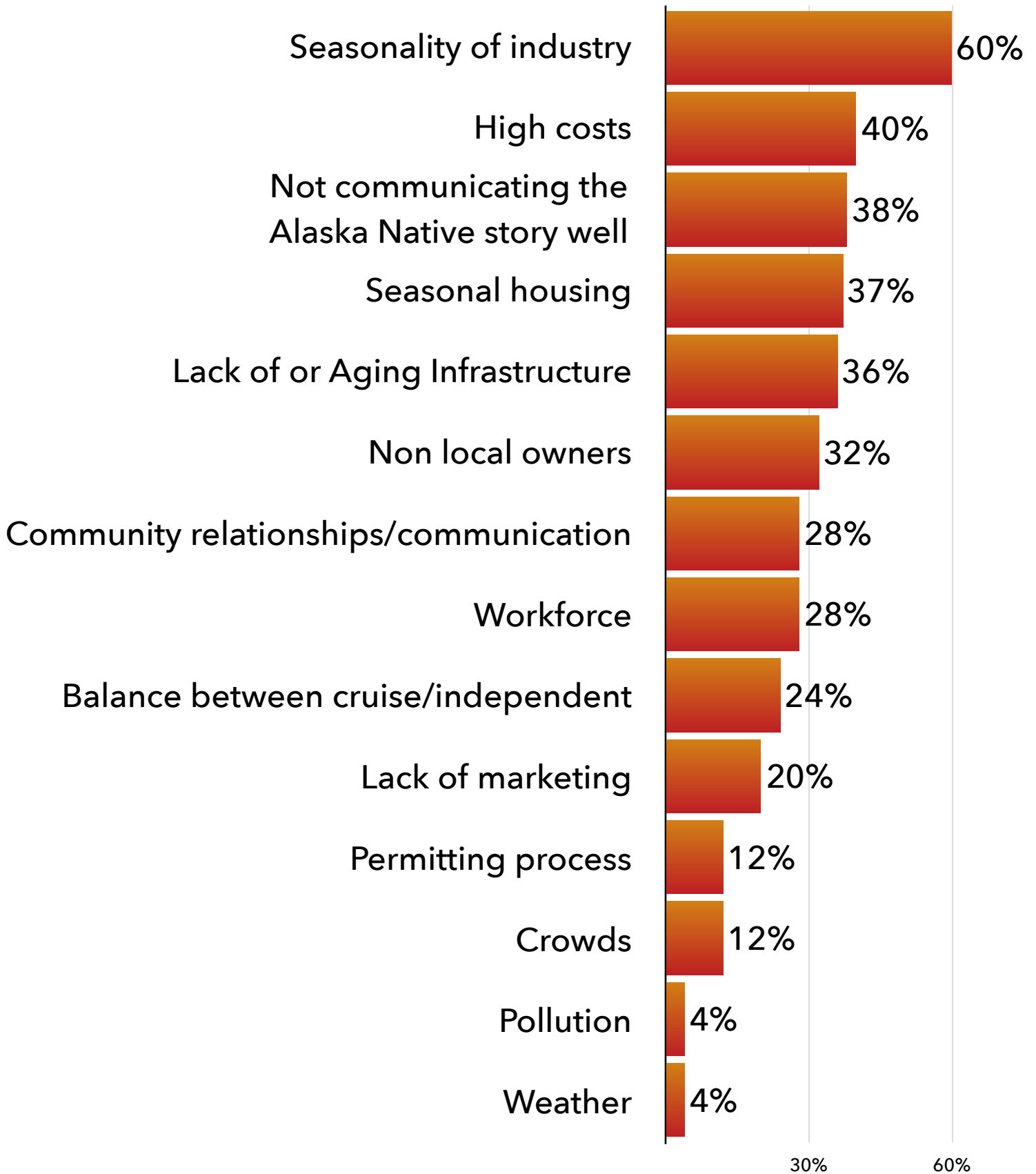
## **SOUTHEAST TOURISM SWOT SUMMARY**

The Southeast Alaska Tourism SWOT analysis was conducted by 45 members of the Southeast Conference Visitor Industry Committee in a series of meetings on February 4th, April 1st, and June 4th 2020. Participants were asked to develop key elements, and then prioritize by individually choosing the top three items that they felt were most representative of regional strengths, weaknesses, opportunities, and threats. The results of this exercise are presented on the following pages.

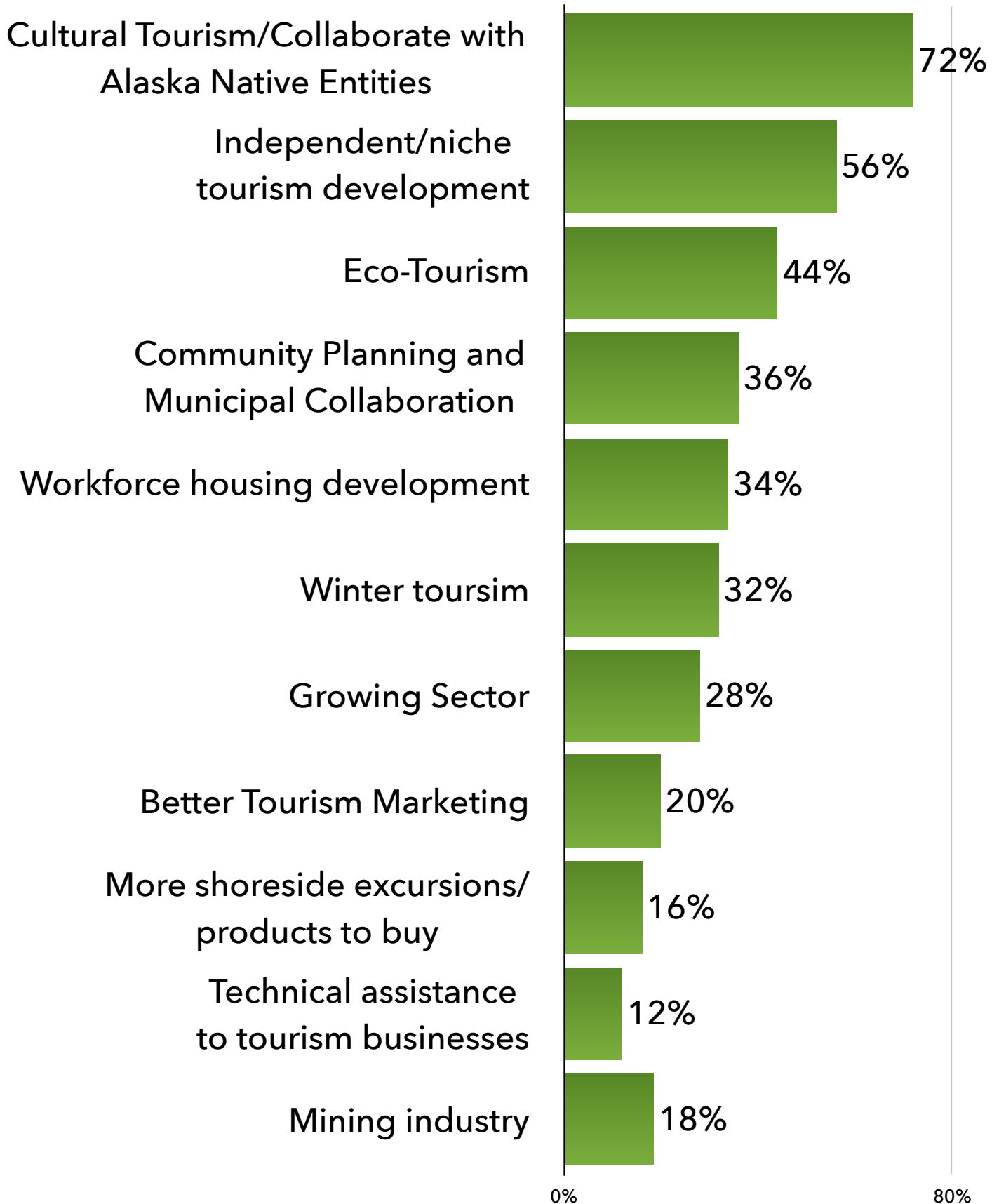
# Tourism Strengths



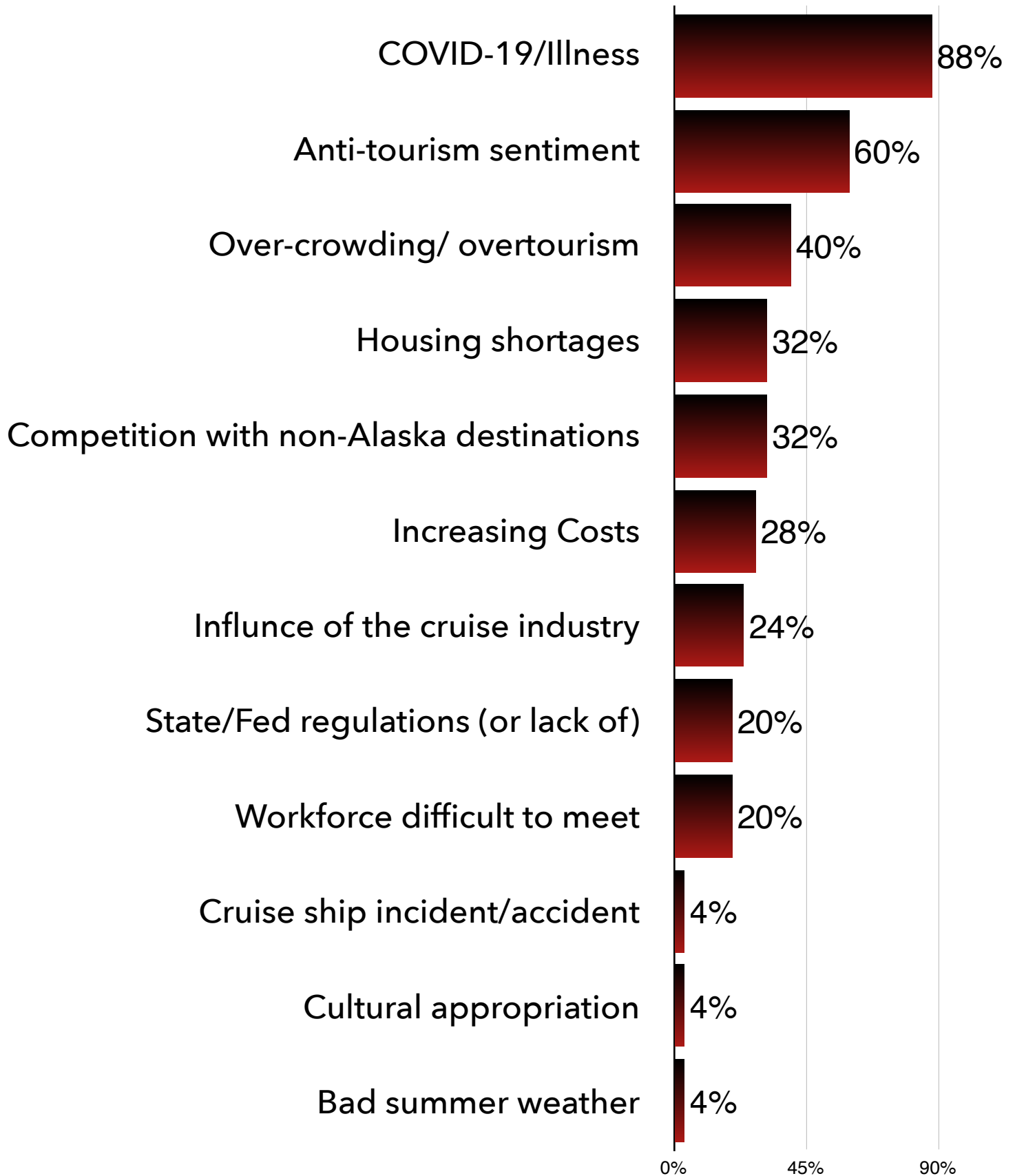
# Tourism Weaknesses



# Tourism Opportunities



# Tourism Threats





# Tourism Initiatives

Southeast Conference

Mid-Session Summit 2021

## Introduction

The Southeast Alaska Tourism initiatives were developed by members of the Southeast Conference Tourism Industry Committee in a series of meetings in 2020.

**They have been prioritized in the order presented.**

# Overview of Tourism Committee Initiatives



1. Market Southeast Alaska to Attract More Visitor Spending and Opportunities



2. Grow Cultural and Arts Tourism Opportunities



3. Increase Access to Public Lands and Expand Southeast Alaska Trail Network



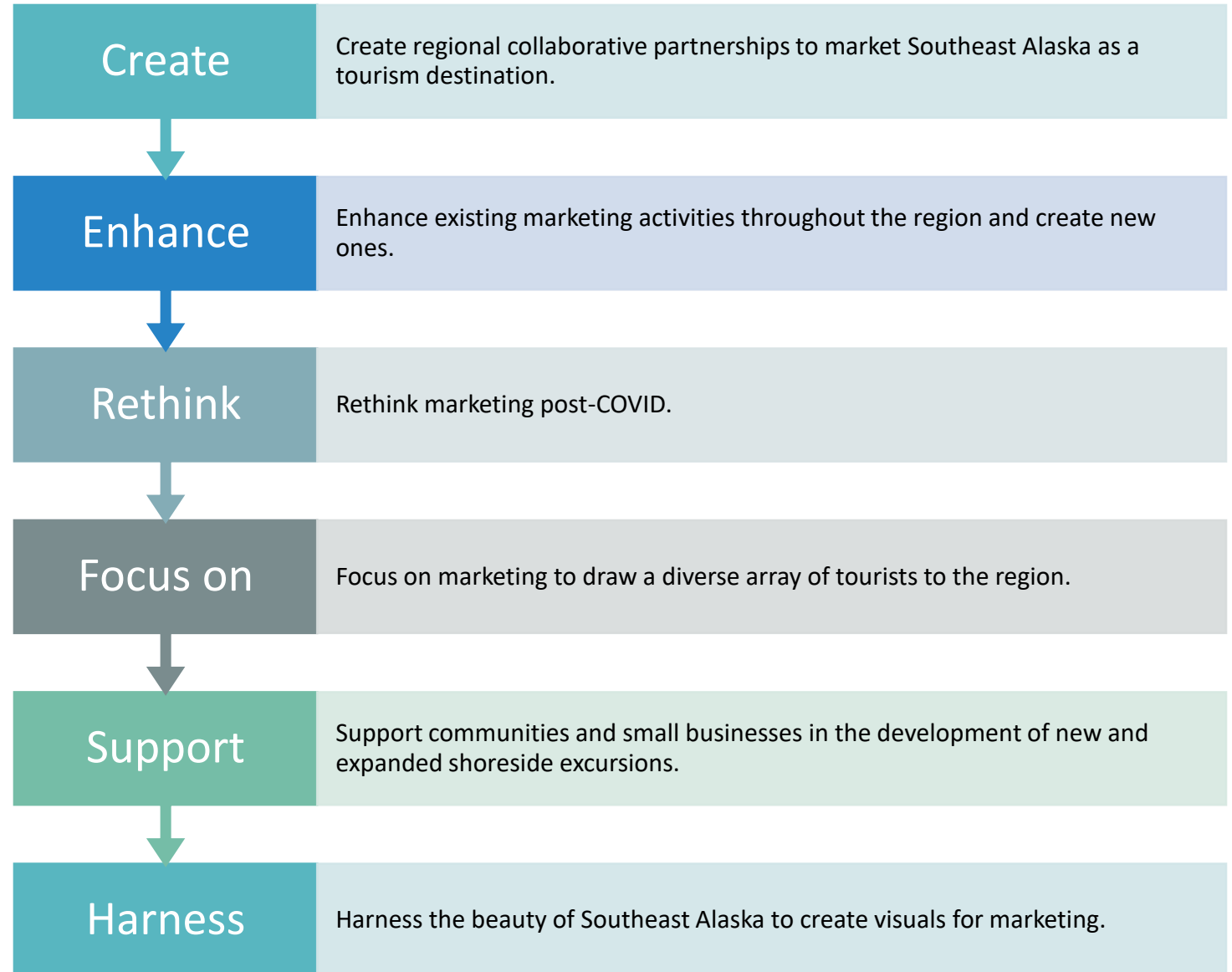
4. Increase Yacht and Small Cruise Ship Visitation



5. Educate the Public on the Role of Tourism in the SE Alaska Economy

1

# Market Southeast Alaska to Attract More Visitor Spending and Opportunities



2

## Grow Cultural and Arts Tourism Opportunities

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- In the 2020 the top tourism opportunity for the region in the Southeast Alaska tourism SWOT was identified as cultural tourism.
- Southeast Alaska has a rich and vibrant Alaska Native culture that traces its roots back 10,000 years with art forms that evolved with each region developing distinct features.

*Elizabeth Peratrovich was featured in a Google Doodle, seen below, on Dec. 30, 2020. The Tlingit civil rights activist was illustrated by Sitka-based Tlingit artist, Michaela Goode, for the tech company.*



# Grow Cultural and Arts Tourism Opportunities

2

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Support efforts to grow Indigenous and Cultural Heritage Tourism.

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Incorporate Alaska Native culture, indigenous art, and history into tourism products. Continue to leverage cultural tourism as a strength.

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Support the efforts of communities, tribes, and Alaska Native organizations to create new cultural tourism products.

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Connect the many entities working in this area and support cross-regional collaboration.

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Innovate and create world class cultural tourism models.

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Continue to integrate Alaska Native signage, language, arts, history, and name places into communities.

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Support integration of Alaska Native guides into tourism experience and consult with Tribes and Indigenous and Cultural Heritage Tourism leadership on appropriate cultural and cross-cultural messaging.

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# 3

## Increase Access to Public Lands and Expand Southeast Alaska Trail Network

Work	Provide	Increase	Increase	Encourage	Develop or improve
Work to change how federal land access and permitting works in Southeast Alaska.	Provide more access to recreational opportunities and expand access to recreation by supporting and growing the region's non-motorized trail systems.	Increase guided access to public lands by increasing the number of permits available, providing more outfitter guide days, and developing new wildlife viewing options on federal lands.	Increase flexibility of permits (permits can be hard to obtain and are non-transferrable, making it difficult to provide the certainty needed to develop business plans).	Encourage private/ public partnership to help construct and maintain trails, seawalks, cabins and other recreation opportunities.	Develop or improve infrastructure to support multi-day outings for individual travelers by supporting cabins or campsites in conjunction with trails, canoe, and kayak routes.

4

# Increase Yacht and Small Cruise Ship Visitation



Support increased growth small cruise ship and yacht visitation in the region.



Advocate for funding for visitor and transportation related infrastructure.



Support needed infrastructure development to accommodate additional vessels and the services those vessels need.



Develop long term infrastructure plans to grow and support small vessel tourism sector.

# 5

## Educate the Public on the Role of Tourism in the SE Alaska Economy

**The visitor industry was the top provider of jobs in pre-pandemic times and was on track to be the top provider of wages in the region as well.**

- Support an outreach program to clearly communicate the value of the visitor industry to Southeast Alaska.
- Promote the importance and effectiveness of Juneau's Tourism Best Management Practices (TBMP) program which other destinations and tourism providers across the region have begun adopting in order to ensure our communities are great places to live and to visit.
- Share the success story which is the Southeast Alaska visitor industry and work to address misinformation regarding the impacts of tourism.
- Develop a focused public relations effort led by visitor industry businesses.