

PROMOTE MULTI-COMMUNITY AND REGIONAL VISITOR PACKAGES



Community Economic
Development Strategy
CEDS



2011 Five Year CEDS Regional Project - Action Initiative

Title or Name of the Project:

Promote Multi-Community and regional visitor packages

Motivation:

There needs to be a one-stop place for information for the independent tourist to figure out how to design a multi-community itinerary for the region. This initiative will promote more multi- community, regional itineraries through better marketing and promotion of these opportunities.

Multi-regional itineraries for the independent travelers need to be better developed and promoted in the region. Definition of independent traveler includes anyone that uses the Marine Highway, small airlines, Alaska Airlines or Inner-Island Ferry Authority including local residents. There is a need to facilitate multiday itineraries-coordinated across communities.

Objective:

This initiative is aimed at how best to facilitate the independent tourist in designing their own multi-community tour using the ferry or small air carrier. Market & promote multi-community packages. Increase visitors to multiple communities.

Obstacles:

1. Smaller cluster necessary Northern Southeast and Southern Southeast
2. One year lead on Alaska Marine Highway System schedule changes
3. There are consolidators but they don't target the independent traveler
4. Expense of travel between communities
5. Time commitment to learn, schedule and book-traveler investment
6. Commissions on package coordination service-not what we are pushing
7. Lack of online connectivity between various resources to facilitate coordination by independent traveler

Outcomes/ Results:

Southeast Alaska Tourism Council-Survey of customers/online survey

Leadership:

Melanie Lesh, Gustavus Visitor Assoc, Gustavus City Council



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Michael Neussl, Deputy Commissioner for Marine Operations, ADOTPF
Linda Kadrlík, Adventures Afloat
Linda Kruger, Research Social Scientist, PNW Research Station, USFS
Lorene Palmer, Juneau, VCB/SATC
Sharon Gaipman, Consultant

Action Plan and Implantation:

1. Coordinate with Alaska Marine Highway System RE: events and multi-stop pass initiative.
Key People: Mike Neussl
Resources Needed: DOT? PK
Timeline: completed
2. Pull together past Southeast multi-community inventories, itineraries and events with the Southeast Tourism Council. Recognize all transportation alternatives (jet, air, ferry...)
Update Juneau Economic Development Center Calendar of Events and all known other sources of multi community calendars
Key People: Linda Kruger, Mike Neussl (list)
Resources Needed: Alaska Marine Highway System Feedback received
Timeline: on-going
3. Liaison with Southeast tourism council on ongoing branding efforts
Key People: Lorene Palmer and Melanie Lesh
Resources Needed: Time
Timeline: on-going
4. Investigate developing links to area websites that promote visitor packages. Links to website/info/community i.e. Alaska Airlines free stopover in Juneau.
Key People: Melanie Lesh
Resources needed: Grid (linked to Southeast Tourism Council)
Timeline: on-going
5. Private marketing consultant for Southeast. Involve for additional background and advice.
Hold interim meetings to discuss long term approach
Key People: Sharon Gaipman
Resources Needed: Funding to hire consultant
Timeline: on-going



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6. Find out what independent traveler questions come in to RSVT center and what info is being put out by them.
Key People: Mike Neussl, Alaska Airlines
Resources Needed: Funds for information gathering
Timeline: on-going
7. AMHS membership on Southeast Tourism Council (Southeast Tourism Council-all community representatives, Southeast ferry representative, Parks & Rec representative)
Legislative lobbying, advocate/ market

What does it Promote:

Performance Measures:

These are not meant to be the only performance measures for the CEDS. Most Planning organizations developing a CEDS will benefit from developing additional quantitative and qualitative measures that will allow them to evaluate progress toward achieving the goals identified as important in their regions

Funding: