Timeline: Where are we in process?

- SWOT & Committee
- Economic Analysis
- Goals & Objectives
- Action Plan Review
- Resiliency
- Priority Objectives
- Draft Plan

You Are Here

April 2020

March 2021
Tourism SWOT Analysis

Feb. 4th tourism SWOT analysis
**Strengths**

- Natural Beauty: 16
- Unique Destination: 11
- Jobs: 9
- Growth potential: 9
- Culture and history: 8
- Friendly locals/communities: 7
- Wildlife: 4
- Recreational opportunities: 3
- Infrastructure: 3
Weaknesses

- Community relationships/communication: 14
- Infrastructure: 10
- Seasonality of industry: 8
- High costs: 4
- Seasonal housing: 4
- Permitting process: 4
- Not telling AK Native story well: 4
- Balance between cruise/independent: 3
- Pollution: 3
- Marketing: 2
- Crowds: 2
- Not enough shore excursions: 2
- Workforce: 2
- Non local owners: 2
- Weather: 1
Opportunities

- Cultural Tourism/Collaborate with Alaska Native Entities: 9
- Community Collaboration and Planning: 7
- Independent/niche tourism development: 6
- Better Tourism Marketing: 6
- Growing Sector: 5
- More shoreside excursions/products to buy: 5
- Winter tourism: 5
- Technical assistance to tourism businesses: 5
- Eco-Tourism: 3
- Workforce housing development: 1
Threats

- Anti-tourism sentiment: 7
- State/Fed regulations (or lack of): 7
- Over-crowding/ tourism: 6
- Increasing Costs: 6
- Power of cruise industry: 5
- Cruise ship incident/accident: 4
- Jobs harder to fill: 3
- Local activity that reduces attractiveness: 3
- Housing shortages: 2
- Greed: 2
- COVID-19/Illness: 2
- Cultural appropriation: 1
- Bad summer weather: 1
- Competition with non-Alaska destinations: 1
Southeast Alaska SWOT Tourism

**Strengths**

- Natural Beauty: 16
- Unique Destination: 11
- Jobs: 9
- Growth potential: 9
- Culture and history: 8

**Weaknesses**

- Community communication: 14
- Infrastructure: 10
- Seasonality of industry: 8
- High costs: 4
- Not telling AK Native story well: 4

**Opportunities**

- Cultural Tourism: 9
- Community Collaboration: 7
- Niche tourism development: 6
- Better Tourism Marketing: 6

**Threats**

- Anti-tourism sentiment: 7
- State/Fed regulations (or lack of): 7
- Over-crowding/ tourism: 6
- Increasing Costs: 6