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
The Whole Southeast Alaska Economy

In 2018, Southeast Alaska gained 380 year-round equivalent jobs and $17 million in workforce earnings over 2017. Approximately a quarter (26.1%) of regional workers are non-residents.

**Annual Average Jobs**
45,642 Jobs

**Up 2 Jobs in 2018 +0%**

**Employment Earnings**
$2.3 Billion Workforce Earnings

**Up $86 Million +4%**

- **Visitor Industry**: 18%
- **Seafood**: 8%
- **Non-Gov’t Health Care**: 6%
- **Trade**: 10%
- **Government**: 34%
- **Other**: 6%
- **Professional Services**: 5%
- **Financial Activities**: 4%
- **Construction**: 5%
- **Mining**: 4%
- **Social Services**: 3%
- **Transport**: 4%
- **Info, Timber, Warehousing, Utilities**: 2%
Original projection for 2020 (from 2019)

1. Visitor Industry
   Tourism was to be top regional wage provider

2. Local Government

3. Health Care

4. State Government

5. Seafood
   $75,000,000
   $125,000,000
   $175,000,000
   $225,000,000
   $275,000,000

6. Federal Government

2020 Outlook
Southeast Tourism Projections 2020

Estimated Regional Visitor Industry Projections for 2020

- **43** Cruise Ships in Southeast
- **606** Cruise Ship Voyages
- **1.44** Million Cruise Passengers
- **$793** Million in Tourist Spending

**2020**

- **65%** Increase in cruise passengers from 2010

Tourist Arrivals in Southeast by Mode
- Air: 90%
- Cruise: 8%
- Ferry/Road: 2%
Tourism SWOT Analysis
The Southeast Alaska Tourism SWOT analysis was conducted by the Southeast Conference Tourism Committee on February 4th, 2020.
Southeast Alaska SWOT Tourism

**Strengths**
- Natural Beauty: 76%
- Unique Destination: 52%
- Jobs: 45%
- Growing: 43%

**Weaknesses**
- Community relationships/communication: 67%
- Infrastructure: 48%
- Seasonality of industry: 38%
- Seasonal housing: 27%

**Opportunities**
- Cultural Tourism/Collaborate with Alaska Native Entities: 43%
- Community Collaboration and Planning: 33%
- Independent/niche tourism development: 31%
- Better Tourism Marketing: 29%

**Threats**
- COVID-19/Illness: 89%
- Anti-tourism sentiment: 35%
- State/Fed regulations (or lack of): 33%
- Increasing Costs: 30%
Tourism Strengths

- Natural Beauty: 76%
- Unique Destination: 52%
- Jobs: 45%
- Growth potential: 43%
- Culture and history: 38%
- Friendly locals/communities: 33%
- Wildlife: 19%
- Recreational opportunities: 18%
- Infrastructure: 14%
Tourism Weaknesses

- Community relationships/communication: 67%
- Infrastructure: 48%
- Seasonality of industry: 38%
- Seasonal housing: 27%
- High costs: 25%
- Not telling AK Native story well: 22%
- Permitting process: 19%
- Balance between cruise/independent: 18%
- Not enough shore excursions: 13%
- Workforce: 11%
- Non local owners: 10%
- Marketing: 10%
- Crowds: 8%
- Pollution: 7%
- Weather: 5%
Tourism Opportunities

- Cultural Tourism/Collaborate with Alaska Native Entities: 43%
- Community Collaboration and Planning: 33%
- Independent/niche tourism development: 31%
- Better Tourism Marketing: 29%
- More shoreside excursions/products to buy: 26%
- Winter tourism: 25%
- Technical assistance to tourism businesses: 24%
- Growing Sector: 24%
- Eco-Tourism: 14%
- Workforce housing development: 5%
Tourism Threats

- COVID-19/Illness: 89%
- Anti-tourism sentiment: 35%
- State/Fed regulations (or lack of): 33%
- Increasing Costs: 30%
- Power of cruise industry: 24%
- Cruise ship incident/accident: 19%
- Over-crowding/ tourism: 15%
- Jobs harder to fill: 14%
- Local activity that reduces attractiveness: 14%
- Housing shortages: 10%
- Greed: 10%
- Cultural appropriation: 5%
- Bad summer weather: 5%
- Competition with non-Alaska destinations: 5%
Southeast Alaska COVID-19
Business Impacts Survey: Tourism

Southeast Alaska business leaders were asked how COVID-19 is impacting their businesses. Surveying took place between March 20th and 25th. Responding tourism employers have already laid off 43% of their total workforce due to the COVID-19 virus, with an average of 6 layoffs per organization. Half of tourism businesses expect to cut more staff shortly. More than half of tourism respondents are at risk of closing permanently.

Southeast Tourism Businesses Responding

Ketchikan 29
Juneau 19
Skagway 18
Sitka 10
Haines 9
Wrangell 8
Prince of Wales Island 3
Petersburg 3
Pelican 2
Hoonah 2
Other communities 4

Total Businesses Responding = 107
Representing 856 current tourism workers
Respondents laid off 642 staff already
(or put into workers into unpaid status)

Note: Updated to include food and beverage businesses
Avg. current workers per org. = 8 (19 in peak)
Avg. workers laid off so far per business = -6
Do you expect to make employment cuts in the future due to COVID-19? Yes = 50%
Maybe = 33%
Have you experienced any disruption in business due to COVID-19?

- Yes - We are currently not operating: 54%
- Yes - But we are still operating: 43%
- No: 3%

Has your supply chain been disrupted?
Yes = 81%
Is your business at risk of closing permanently because of impact caused by COVID-19?

- Yes - Significant risk: 36%
- Yes - Moderate risk: 18%
- Uncertain: 36%
- No - Not at risk: 10%
Please estimate the percent revenue decline to your business due to COVID-19 in the last 30 days (compared to same period in 2019)?

= -63%

How much do you project your revenues will change in the first half of 2020 compared to 2019?

- Increase: 2%
- No change: 0%
- Decrease: 12%
- Decrease significantly: 86%
If you are at risk of closing, how many weeks of the current situation do you think you will be able to survive?  = 14 weeks avg.

- Two or less: 10%
- Three to four: 21%
- Five to seven: 5%
- Eight to ten: 24%
- 12 to 18: 21%
- 19 to 51: 10%
- 52+: 10%
Rate your level of concern about how COVID-19 will continue to impact your business:

- Maximum concern: 80%
- Significant concern: 19%
- Moderate concern: 1%
The Southeast Alaska Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis was developed by more than 200 Southeast Conference members, including business, municipal, and tribal leaders from across the region in February 2020.
Summary of Southeast Alaska SWOT:
Top responses

**Strengths**
- Beauty and Recreation Opportunities: 50%
- Tourism Sector: 41%
- Seafood Industry: 38%
- Rich Alaska Native Culture and Heritage: 37%
- People and Southeast Alaskan Spirit: 36%
- Great place to raise kids/families: 34%

**Weaknesses**
- Ferry transportation decline: 59%
- Cost of living and doing business: 42%
- Transportation Costs: 34%
- Housing: Not enough/Too Expensive: 32%
- Aging or lack of infrastructure: 26%
- Dependence on State oil economy: 22%

**Opportunities**
- Strengthen ferry connectivity: 50%
- Mariculture development: 43%
- Seafood products development: 31%
- Cultural tourism development: 28%
- Renewable energy: 23%
- Improve infrastructure: 22%

**Threats**
- Reduction/loss of Ferry Service: 54%
- Fisheries decline: 34%
- Poor leadership/decision making: 34%
- Cost of living: 33%
- Climate Change/Global Warming: 29%
- Capitol move/capital creep: 28%
Southeast Strengths

- Beauty and Recreation Opportunities: 50%
- Tourism Sector: 41%
- Seafood Industry: 38%
- Rich Alaska Native Culture and Heritage: 37%
- People and Southeast Alaskan Spirit: 36%
- Great place to raise kids/families: 34%
- Wildlife: 30%
- Clean Water: 28%
- Access to Natural Resources: 22%
- Mining: 20%
Southeast Weaknesses

- Ferry transportation decline: 59%
- Cost of living and doing business: 42%
- Transportation Costs: 34%
- Housing: Not enough/Too Expensive: 32%
- Aging or lack of infrastructure: 26%
- Dependence on State oil economy: 22%
- Energy Costs: 20%
- Lack of road connectivity: 20%
- Lack of jobs that can support household: 18%
- Seasonal jobs instead of year-round: 17%
- Lack of childcare: 15%
Southeast Opportunities

- Ferry connectivity strengthened: 50%
- Mariculture development: 43%
- Seafood products development: 31%
- Cultural tourism development: 28%
- Renewable energy: 23%
- Improve infrastructure: 22%
- Housing development: 21%
- Maritime industry growth: 21%
- Diversify the Economy: 21%
- Grow food & harvest plants: 20%
- Mining industry: 18%
Southeast Threats

- Loss/Further Reduction of Ferry Service: 54%
- Fisheries decline: 34%
- Poor leadership/decision making: 34%
- Cost of living: 33%
- Climate Change/Global Warming: 29%
- Capitol move/capital creep: 28%
- State jobs/budget cuts: 23%
- Declining/aging population/loss of youth: 18%
- Radical outside groups/lawsuits: 18%
- Housing related: 15%