



Southeast Conference Visitor Industry Committee Notes

Thursday April 18th, 2019

Call to Order and Introductions by Chair KC Hostetler @ 2 PM

Meeting Attendees: Aurora Agee, Bobbie Meszaros, Brian Holst, Carol Fraser, Carol Rushmore, Eva Bornstein, Heather Holt, Holly Johnson, KC Hostetler, Kirby Day, Liz Perry, Meilani Schijvens, Mike Tibbles, Patty Mackey, Rachel Roy, Sherry Aitken, Mickey Richardson, Sarah Lowell and Jessica Bovitz.

Tourism Best Management Practices: Kirby Day, Holland America Group
TBMP Guidelines are being reviewed. The TBMP is a living document that is updated annually and can be found here: <https://drive.google.com/file/d/1MMtI4LLFpL8NshJls-Hyp7vQqHJsJZTb/view>.

This model has been used nationally and internationally and has a goal is to make Juneau a great place to live and to visit while continuing to address impacts as they arise.

JEDC Visitor Products Cluster Working Group: Eva Bornstein, JEDC
VPC Working Group has new co-chairs. The working group been established as an advocacy group for Forest Services issues and has developed a working relationship with local Forest Service representatives.

On Tuesday April 23rd, there will be a community forum in Juneau hosted by JEDC and TBMP from 5 – 6:30 PM at the Elizabeth Peratrovich Hall.

McDowell Juneau Visitor Survey Update: Liz Perry, Travel Juneau
Air traffic and ferry traffic visitor survey: Independent visitors only. 56% of those who arrived by air for vacation; 25% - to visit friends relatives.
Air visitors are more likely to stay downtown, while ferry visitors likely to stay in valley. Average 4.3 night stay for air visitors and 4.6 nights for ferry visitors.
Top activity was the Mendenhall Glacier. It is averaged that air passengers are making reservations to Juneau 6 months prior to trip. Visitors rely on locals, maps and lodging staff for directions and activities. 97% of visitors were happy with Juneau.

Southeast Conference Regional Business Climate Survey: Meilani Schijvens, Rain Coast Data

Over 300 business leaders in in 18 Southeast communities had responded to survey, 68 of those responding ere in the tourism business. Survey results will be released next week.

<https://www.surveymonkey.com/r/SE2019Economy>

Cultural Tourism Growth: Bobbie Meszaros, Sealaska Heritage Institute
SHI is working through education outreach strategies to discuss the importance of Alaska Native arts and culture.

They have the resources to tell a high-level regional story, and hope that communities can use those resources to build and tell their own stories. The mission is to educate visitors before they arrive, so they know how to interpret what they see when the get there (see brochure link). <https://www.sealaskaheritage.org/sites/default/files/Brochure.pdf>

There will be a forum in May to help train Juneau tour guides. There is also a new exhibit on display in the Sealaska Heritage Institute building and new museum practices being used there to help guide visitors.

ATIA Policy and Planning Committee Update: Patti Mackey, CEO, Ketchikan Visitors Bureau, & Committee Chair

The Policy and Planning Committee looks at mitigating industry impacts such as regulations and manages issues in need of ATIA statement. The committee recently created a Tongass National Forest working group and are looking for additional Southeast Alaskan representation. Please let Patti know if you would like to join. ATIA is hosting their first public land manager's forum in Anchorage on April 30th. They are bringing industry together with land managers in what should be an annual event. Please contact ATIA for more information.

Early bird registration for ATIA conference is open right now (until June 15th). ATIA Annual Conference will be held on October 8-11, 2019 in Juneau. Topic: Alaska's Cruise Industry.

Cruise Industry Update: John Binkley, President, CLIAA

To sustain the industry, the CLIAA is focusing on people and communities. They plan to meet annually with the CBJ to discuss upcoming seasons, and would like to do so in each of the communities they serve.

This year there will be 8 new ships – most will replace other ships, but entirely new:

Hurtigruten Hybrid ship <https://www.hurtigruten.com/our-ships/ms-roald-amundsen/>

Ovation of the Seas <https://www.royalcaribbean.com/cruise-ships/ovation-of-the-seas>

Wrangell will see a 44% increase in cruise visitors with Sitka up 41.7% this year. Juneau will see an additional 175K in visitors this coming season.

It will be a great year. Looking forward to working with communities.

Updates from members – None

Other New Business – None

10. Good of the Order

- Next meeting of the Visitor Industry Committee will be Thursday, September 5 at 2pm.
- Annual Southeast Conference in Sitka, September 18-20, 2019

Adjourn 3 PM