





Travel Juneau is a Destination Marketing Organization (DMO).
Destination marketing is a community shared value that supports economic and other benefits to our hometown.



Mission:

To market Juneau to conventions,
groups, and independent travelers.



Destination Marketing – promotes the destination brand to put & keep it top of mind

Focus on outward-facing campaigns in strategic markets



Challenges + opportunities

- Cancelled meetings & events
- Travelers' needs for COVID info
- Traveler & industry partner concern & confusion with mandates, protocols





Challenges + opportunities

Addressing concerns

- Juneau Cares campaign for visitors & locals – funded through CBJ
- Alaska Travel Industry Assn work on protocols templates
- State grant funding to roll out statewide & national campaigns promoting Juneau as a COVID-conscious destination

Edit

LOCAL BUSINESS?

CLOSE X

FIND OUT HOW TO PARTICIPATE IN JUNEAU CARES

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RESTARTING JUNEAU'S TOURISM INDUSTRY RESPONSIBLY

CURRENT CITYWIDE SAFETY AND MITIGATION MEASURES

updated 2/7/22

Level 1 Minimal	Level 2 Moderate	Level 3 High (modified) (CURRENT)	Level 4 Very High	
 <p>MASKS/FACE COVERINGS</p> <p>All individuals, regardless of vaccination status, must wear masks over their nose and mouth in indoor public settings and in public outdoor areas where 6-ft of distance cannot be maintained.</p>	 <p>SOCIAL DISTANCING</p> <p>6-ft of distance must be maintained.</p>	 <p>GATHERINGS</p> <p>INDOORS: Gatherings should be limited to 50 people, masks required; No size limit if everyone is fully vaccinated.</p> <p>OUTDOORS: Gatherings with 6-ft physical distancing.</p>	 <p>RESTAURANTS/BARS</p> <p>Restaurants No capacity limit. 6-ft physical distancing between parties is recommended.</p> <p>Bars not to exceed 50% indoor capacity.</p>	 <p>PERSONAL SVCS/GYMS</p> <p>PERSONAL SERVICES: By appointment only, waiting areas must not exceed 50% capacity.</p> <p>GYMS: Limit 50% capacity. Indoor classes for fully vaccinated only.</p>

PLEASE EVALUATE ALL RISK METRICS AND MITIGATION MEASURES

Resources for Alaska Tourism Businesses

Updates, Information, & Resources for Alaska's tourism industry related to the COVID-19 Pandemic



#ReadyTogetherAlaska

As a business owner, you're not alone in keeping your business afloat in a pandemic. It is our hope that The Ready Together campaign unifies Alaska's travel industry and provides the resources needed to navigate – and thrive – in the evolving challenges of the COVID-19 pandemic.

Ready Together is our industry's pledge, as business owners, residents, and visitors in each other's communities, that we are unified in operating safely and preparedly for COVID-19 in Alaska. When we all embrace this sentiment, we show our visitors that we're prepared to operate safely so that they can enjoy the best of Alaska too.

ATIA Resources – sample protocols

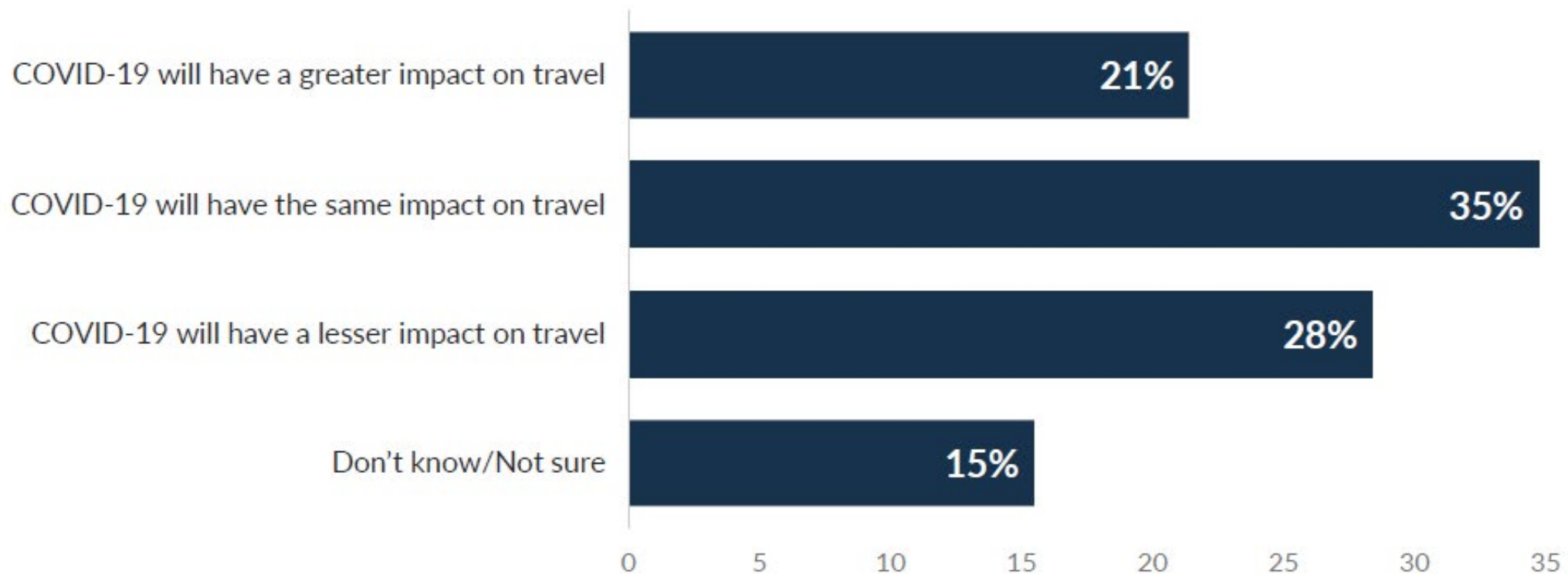


2021 Season

- Higher than expected lodging occupancy rates; ranged between 65-100%
- Remote lodges booked solid early in season
- Operators busy
- Over 11,000 visitors served at the CST

IMPACT ON TRAVEL PLANS

Thinking about your travel plans in the late Spring and Summer, how do you think COVID-19 will be impacting travel in the US?



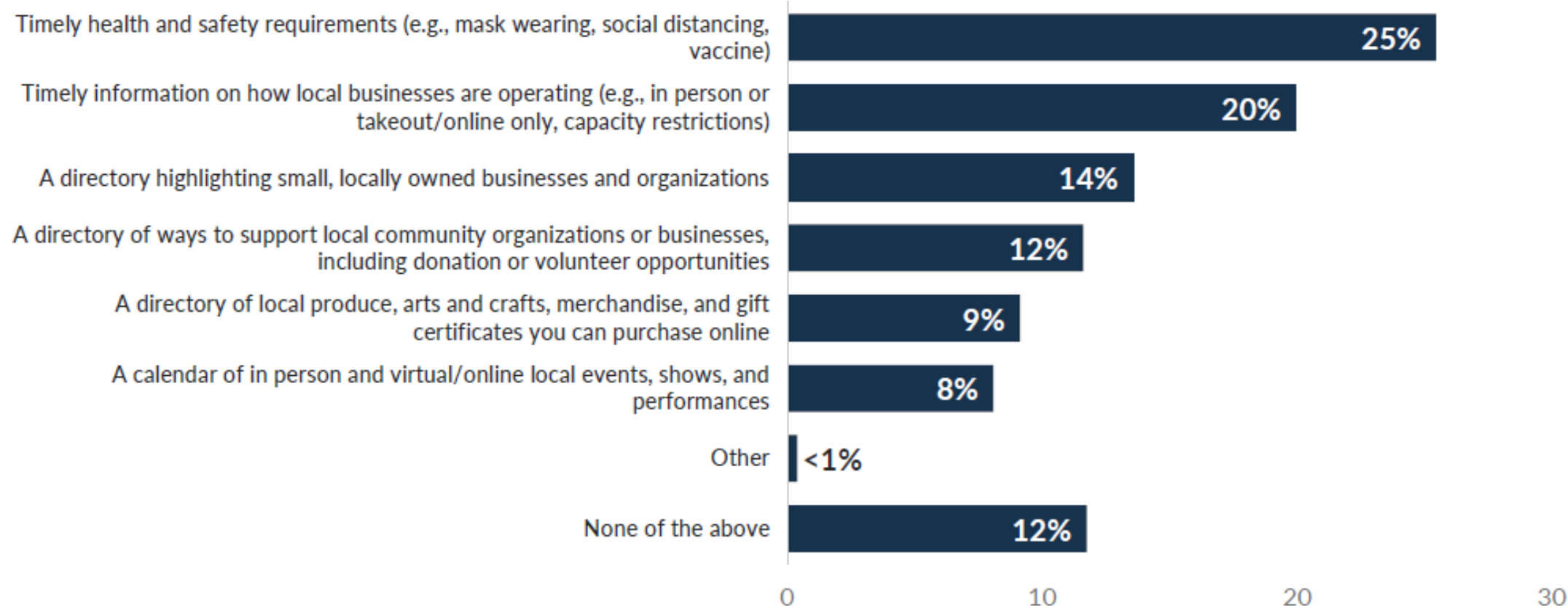


2022 Season

- Lodging occupancy is expected to range high
- Meeting planners are cautiously re-engaging
- Staffing is expected to remain an issue, as does staff housing
- Traveler expectations of service remain high

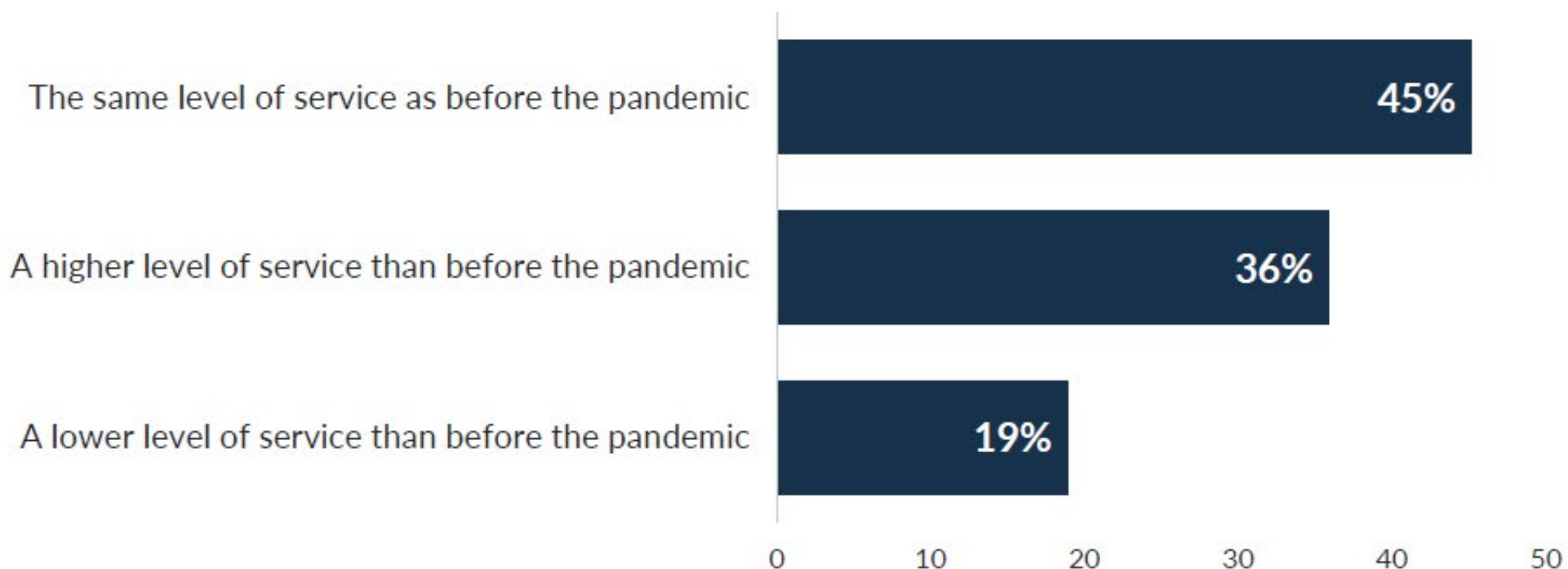
IMPACT ON TRAVEL PLANS

Which of the following services or information would be most useful to help you support local businesses and organizations over the next 6 months?



IMPACT ON TRAVEL PLANS

When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?





RACE DATE – SUNDAY, AUGUST 7, 2022



Thank you

www.TravelJuneau.com