

Southeast Alaska 2030 SWOT Analysis

Southeast Conference's Comprehensive
Economic Development Strengths,
Weaknesses, Opportunities, Threats



**SOUTHEAST
CONFERENCE**

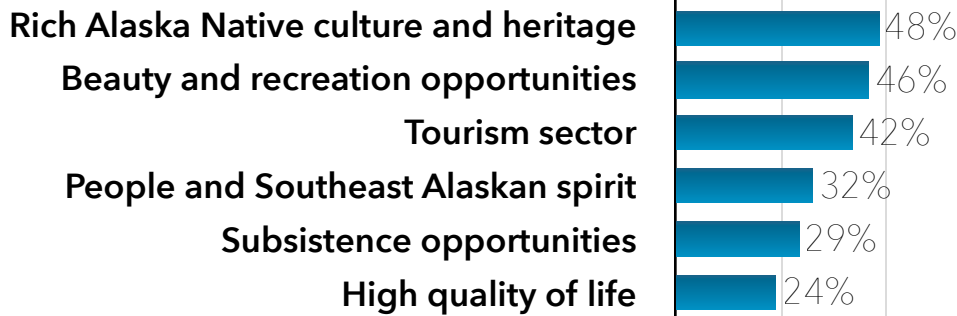
January 2025

Prepared by
Rain Coast Data

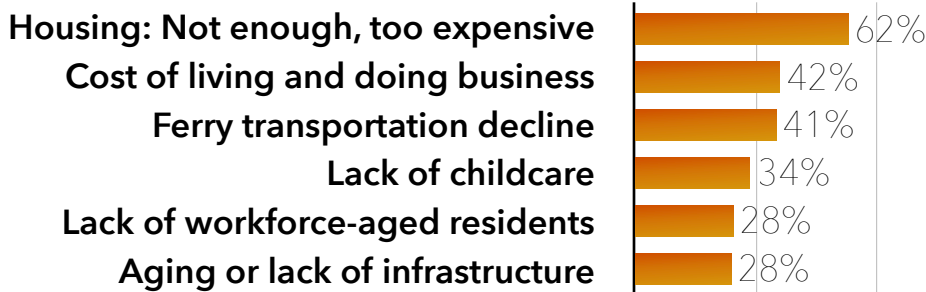


Southeast Alaska's Strengths, Weaknesses, Opportunities, Threats

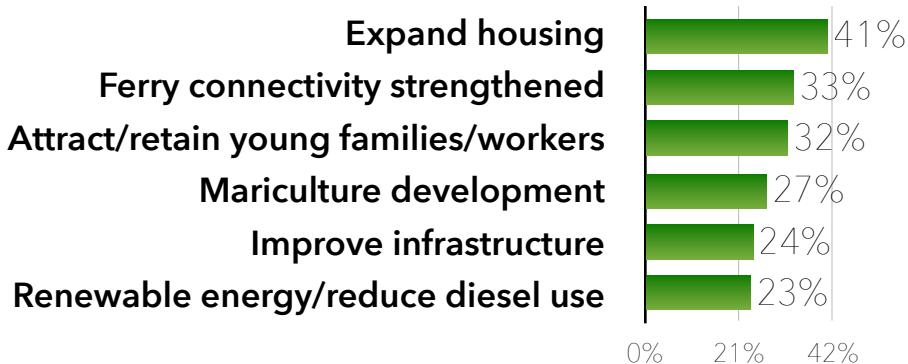
ECONOMIC STRENGTHS



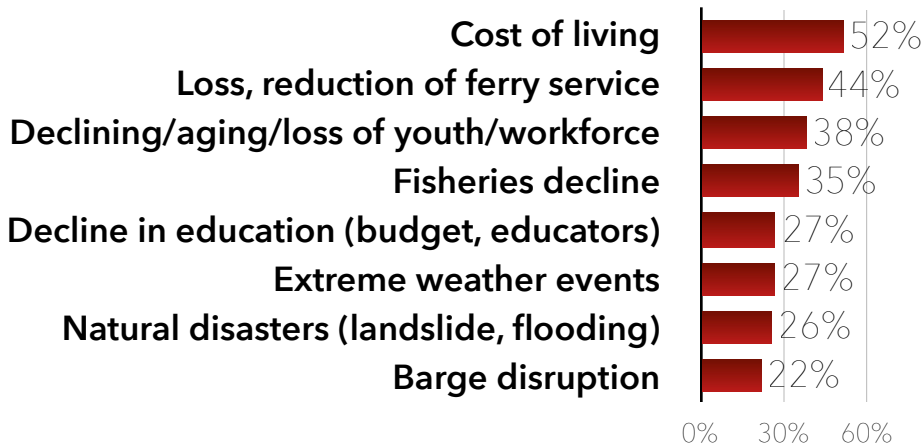
ECONOMIC WEAKNESSES



ECONOMIC OPPORTUNITIES



ECONOMIC THREATS



2030 ECONOMIC PLAN DEVELOPMENT

Approximately 400 regional leaders participated in the overall or sector-specific strengths, weaknesses, opportunities, and threats analysis and prioritization.

Seafood

- Top Strength: **High-quality product**
- Top Weakness: **High costs**
- Top Opportunity: **Increase value-added processing**
- Top Threat: **Low seafood prices**

Visitor Industry

- Top Strength: **Natural beauty of region**
- Top Weakness: **Limited seasonal housing**
- Top Opportunity: **Workforce housing development**
- Top Threat: **Housing shortages**

Transportation

- Top Strength: **Connecting communities**
- Top Weakness: **Lack of qualified workforce**
- Top Opportunity: **Improve ferry service**
- Top Threat: **Demise of AMHS**

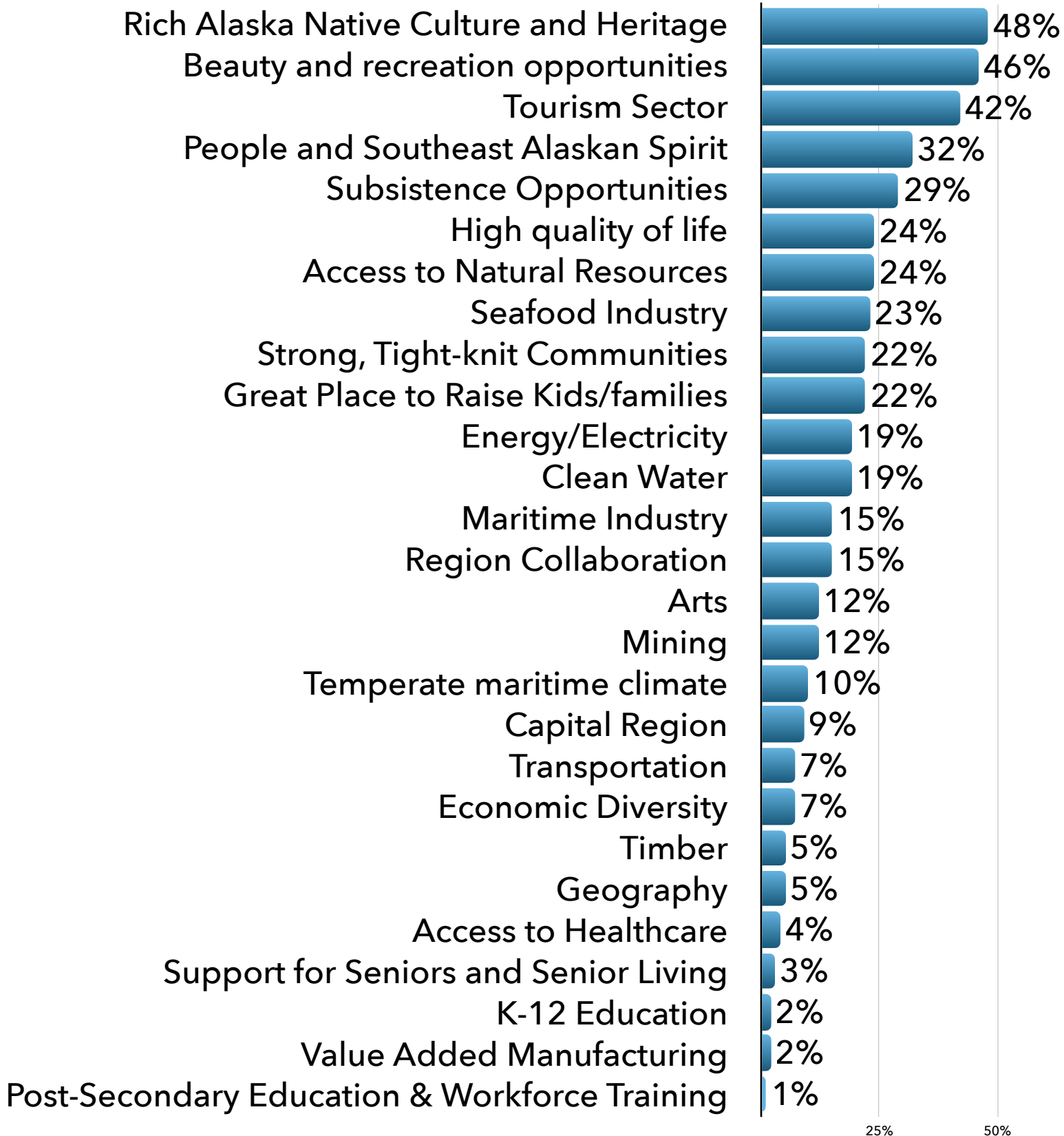
Energy

- Top Strength: **Abundant hydropower**
- Top Weakness: **High costs of infrastructure**
- Top Opportunity: **Heat pump installation**
- Top Threat: **Inadequate workforce**

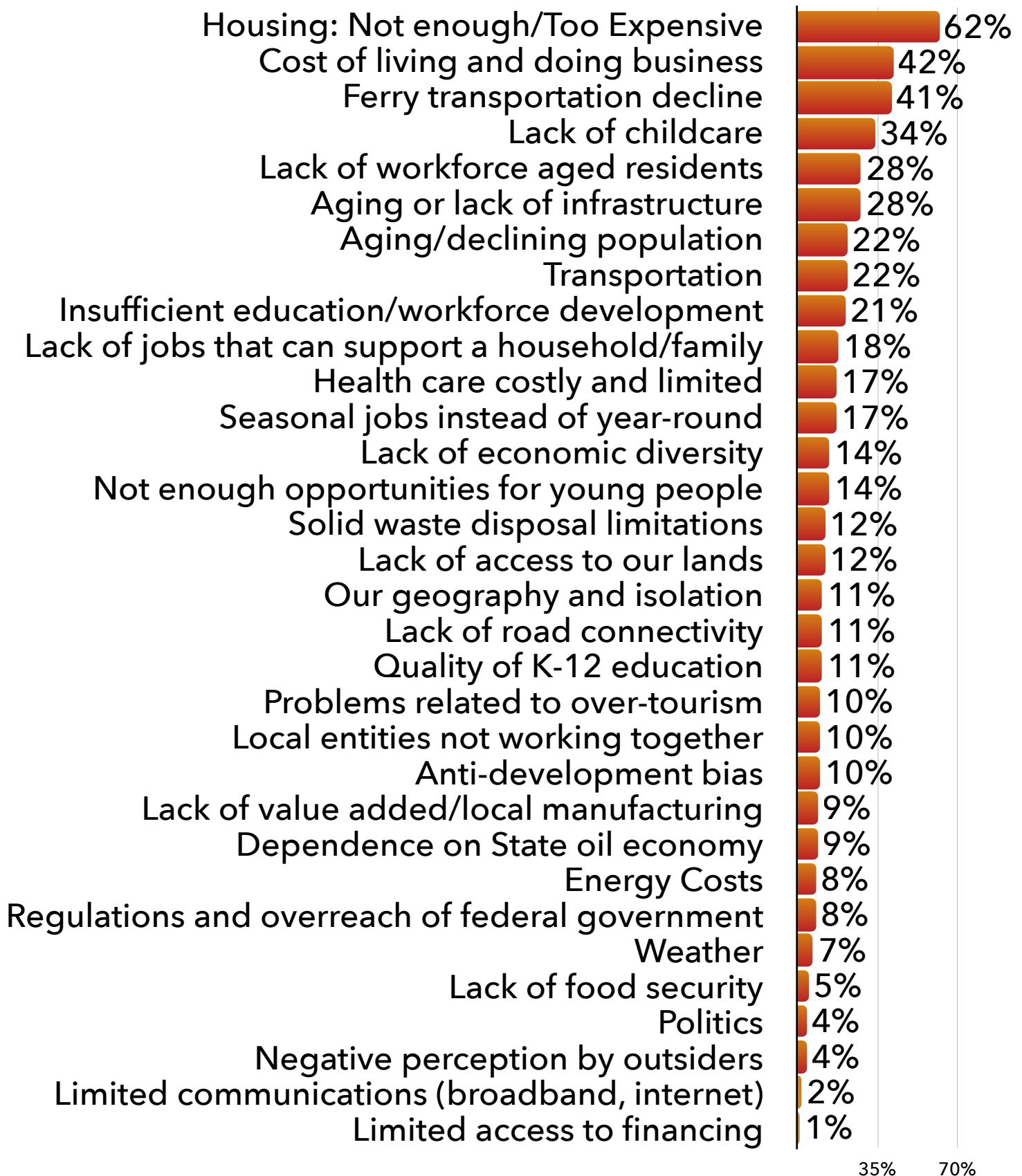
Mining

- Top Strength: **Provides high-paying jobs**
- Top Weakness: **Extreme opposition by environmental groups**
- Top Opportunity: **Explore and develop new mineral deposits and expand existing mines**
- Top Threat: **Anti-mine advocacy**

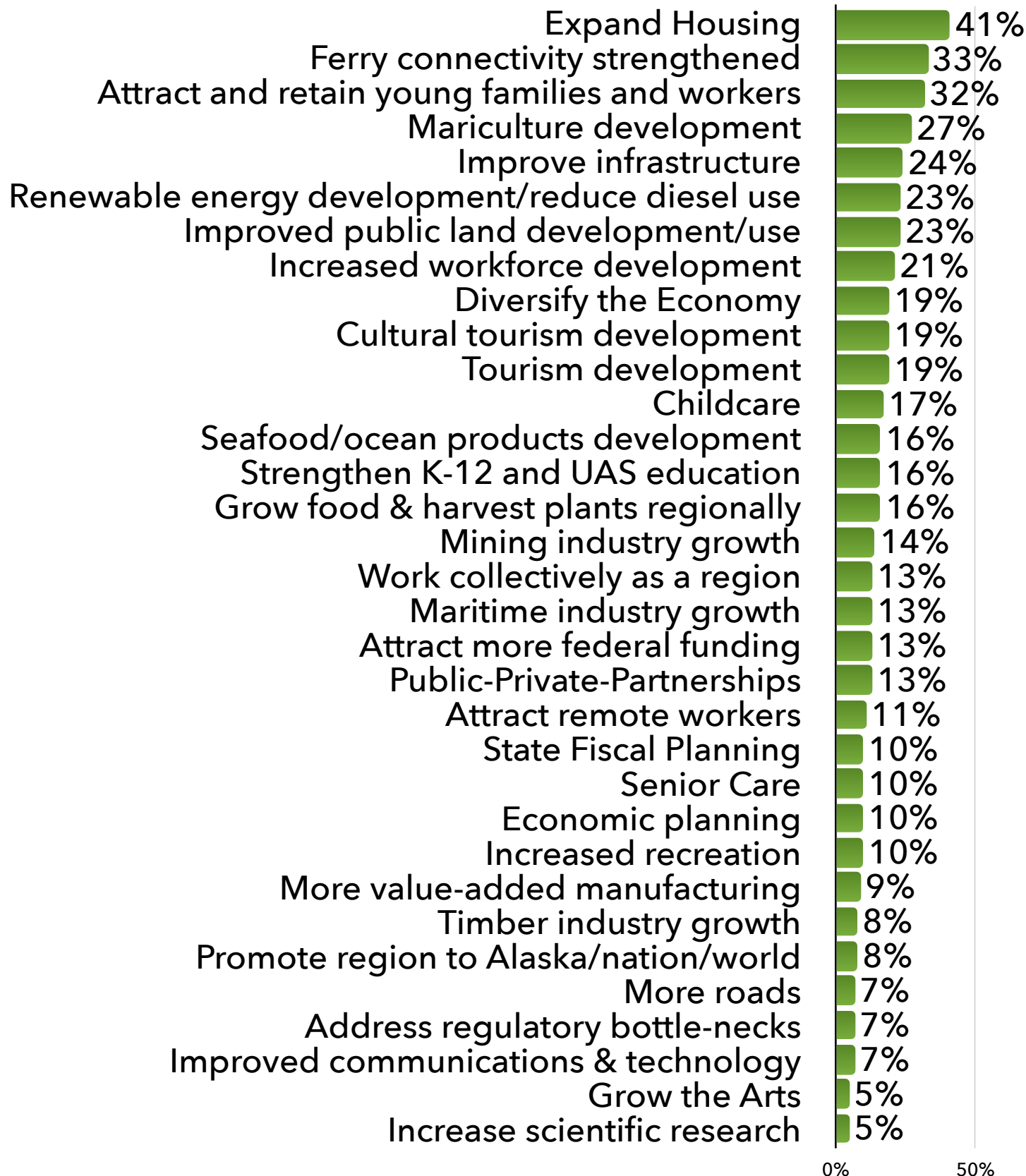
Regional Strengths



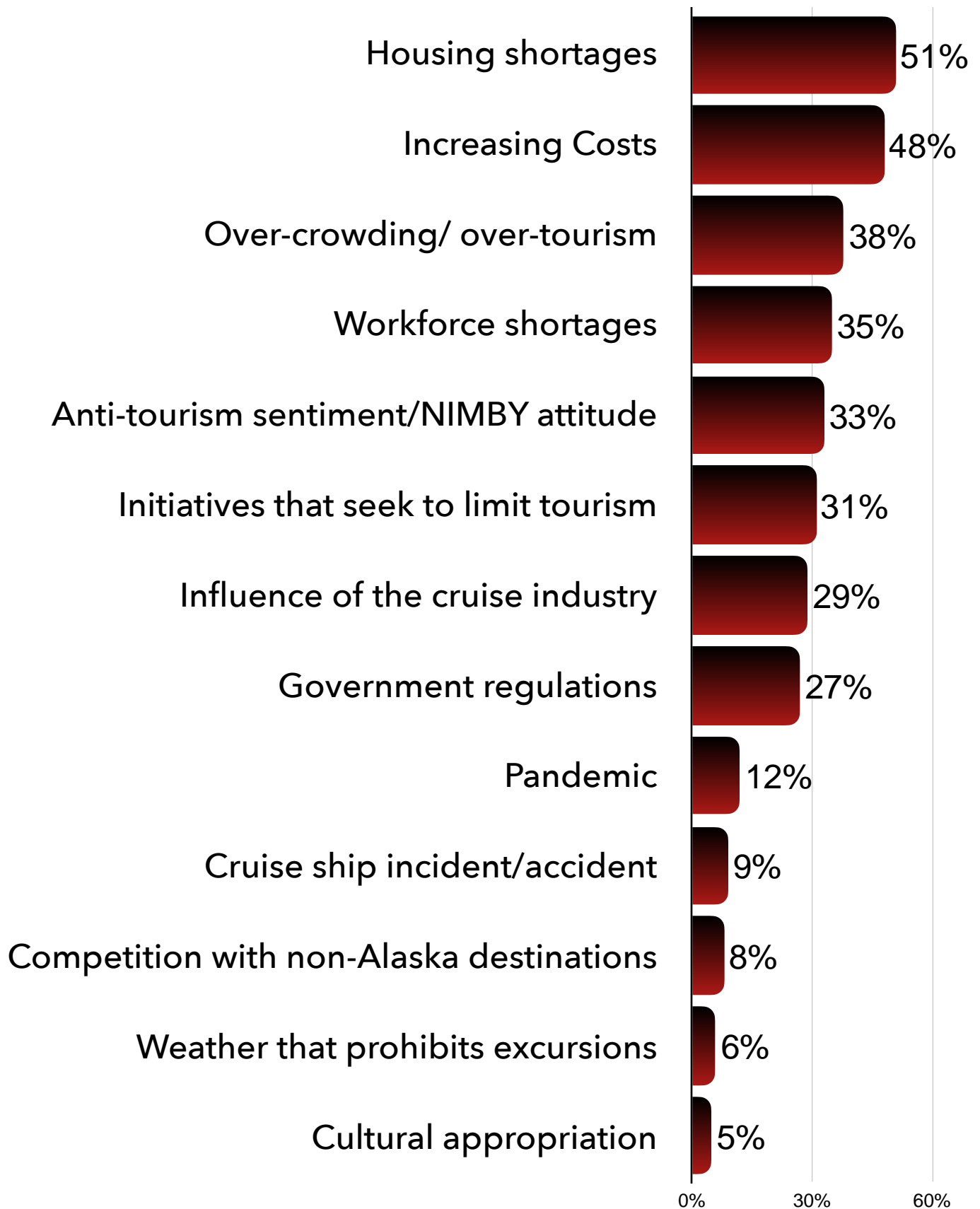
Regional Weaknesses



Regional Opportunities



Regional Threats



Detailed Industry Strengths, Weaknesses, Opportunities, and Threats (SWOT)

Nearly 200 business leaders and Southeast Conference members were asked to participate in sector-specific SWOTs within the Southeast Conference committee areas. A SWOT analysis is an in-depth analysis of strengths, weaknesses, opportunities, and threats. These SWOT analyses identify the region's sector-specific competitive advantages and obstacles. The sectors that received their own SWOTs in 2024 include seafood, energy, transportation, tourism, and mining.



A large white cruise ship with multiple decks is sailing through a body of water filled with small ice floes. In the background, there are rugged mountains with patches of snow and glaciers. The sky is overcast with grey clouds.

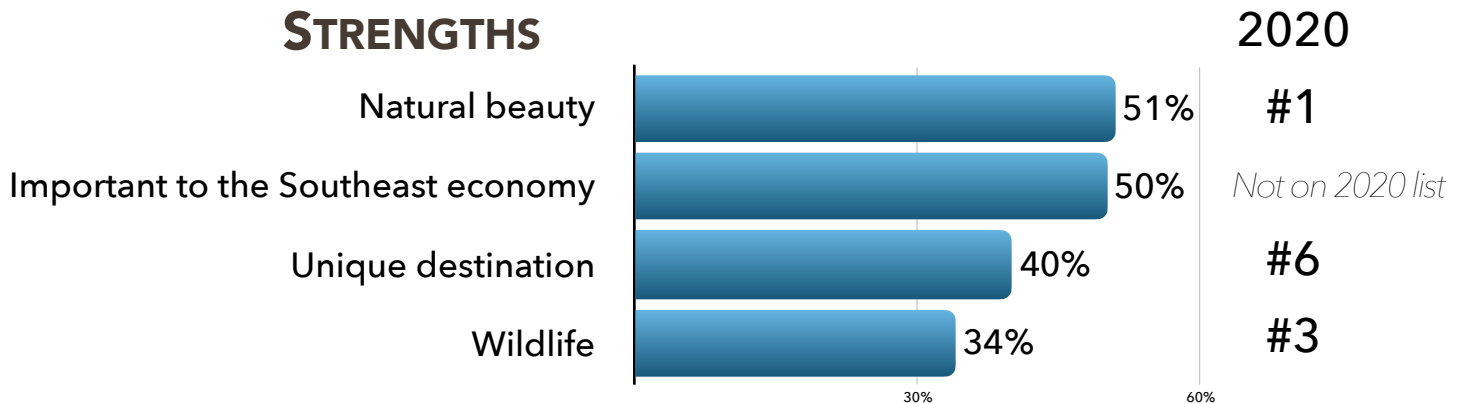
Southeast Tourism SWOT

SOUTHEAST TOURISM SWOT SUMMARY

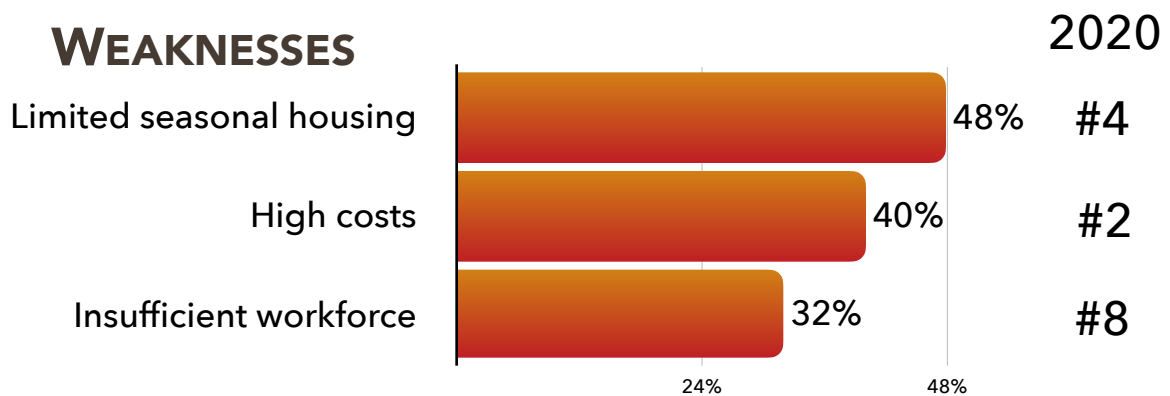
The Southeast Alaska Tourism SWOT analysis was conducted by 129 tourism business leaders and members of the Southeast Conference Visitor Industry Committee in the spring of 2024. Participants were asked to prioritize by choosing the top 2-4 items that they felt were most representative of regional visitor sector's strengths, weaknesses, opportunities, and threats. The results of this exercise are presented on the following pages.

Tourism SWOT 2024

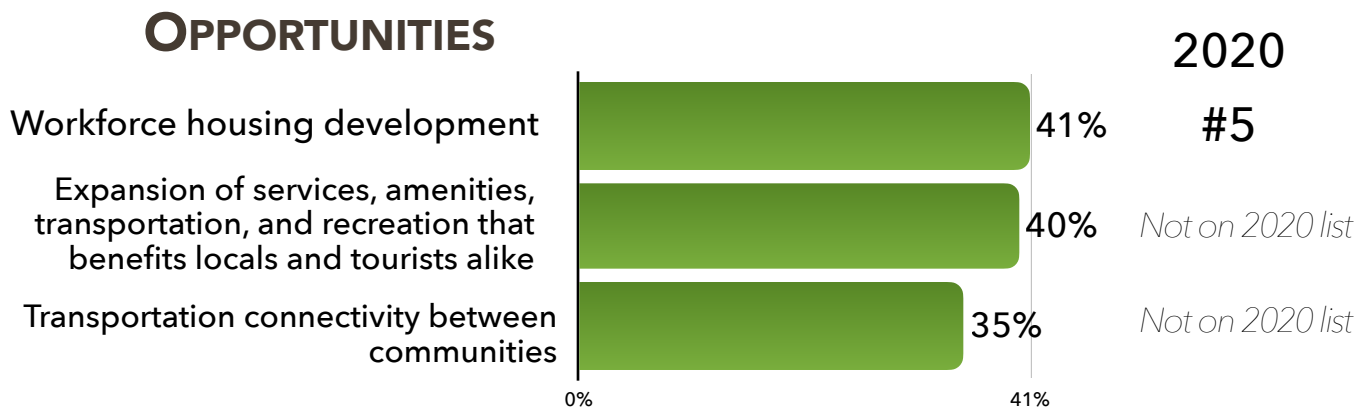
STRENGTHS



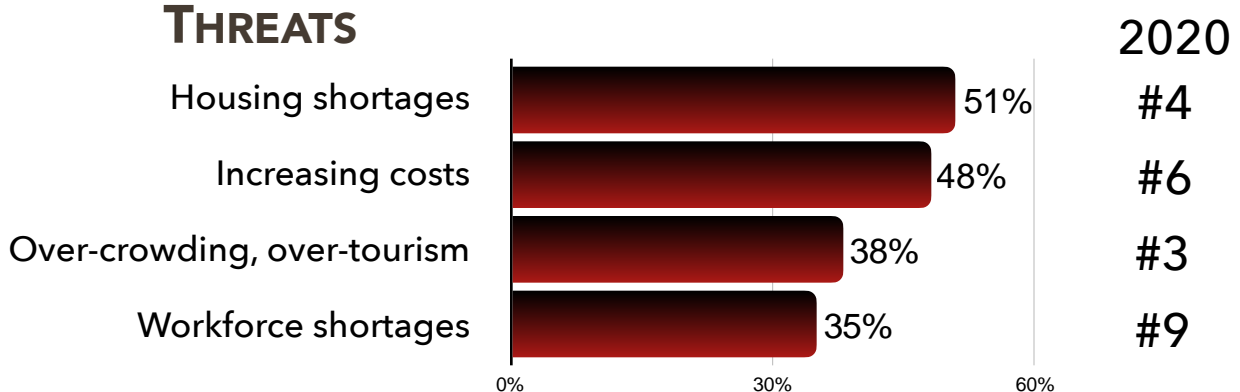
WEAKNESSES



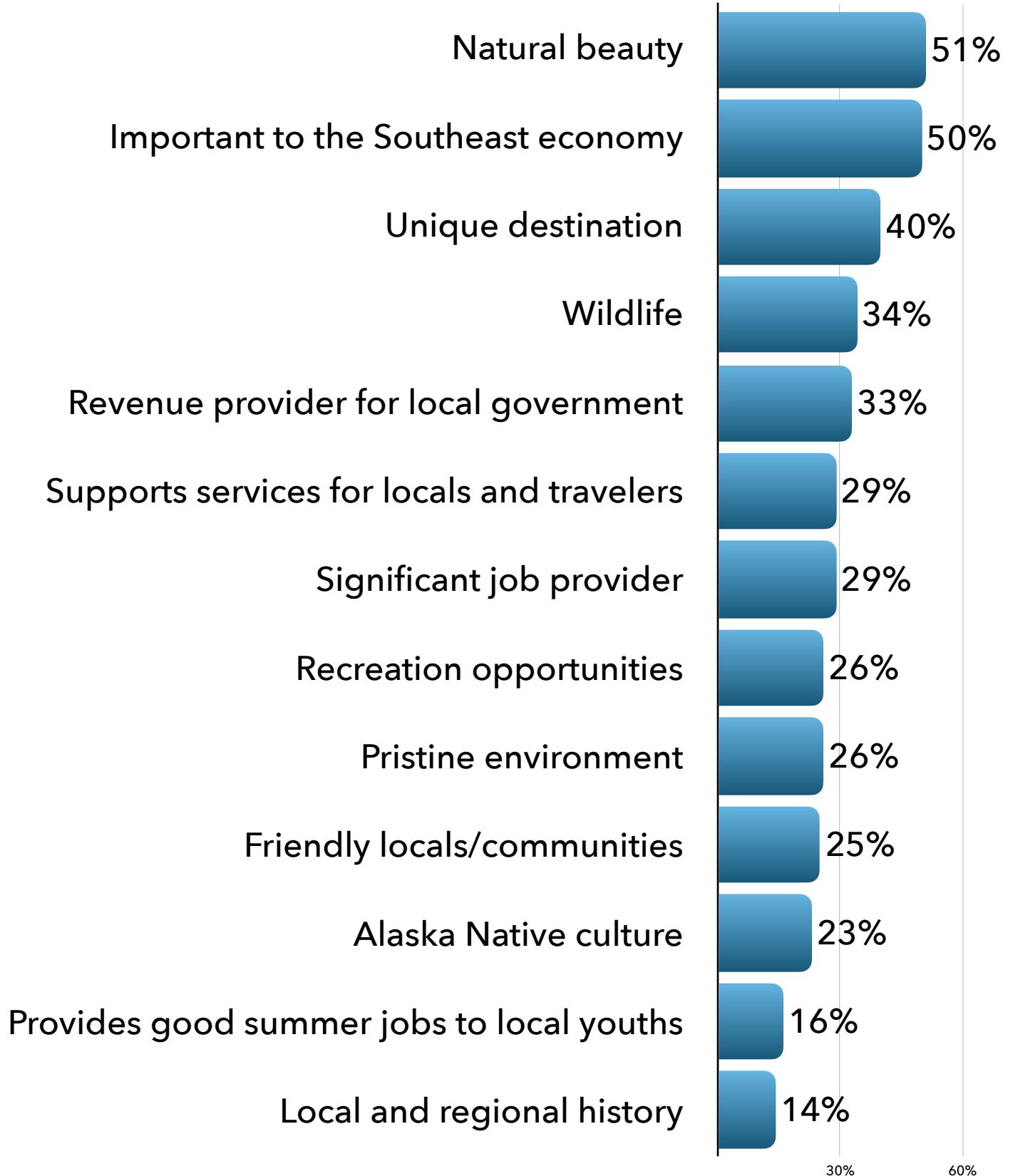
OPPORTUNITIES



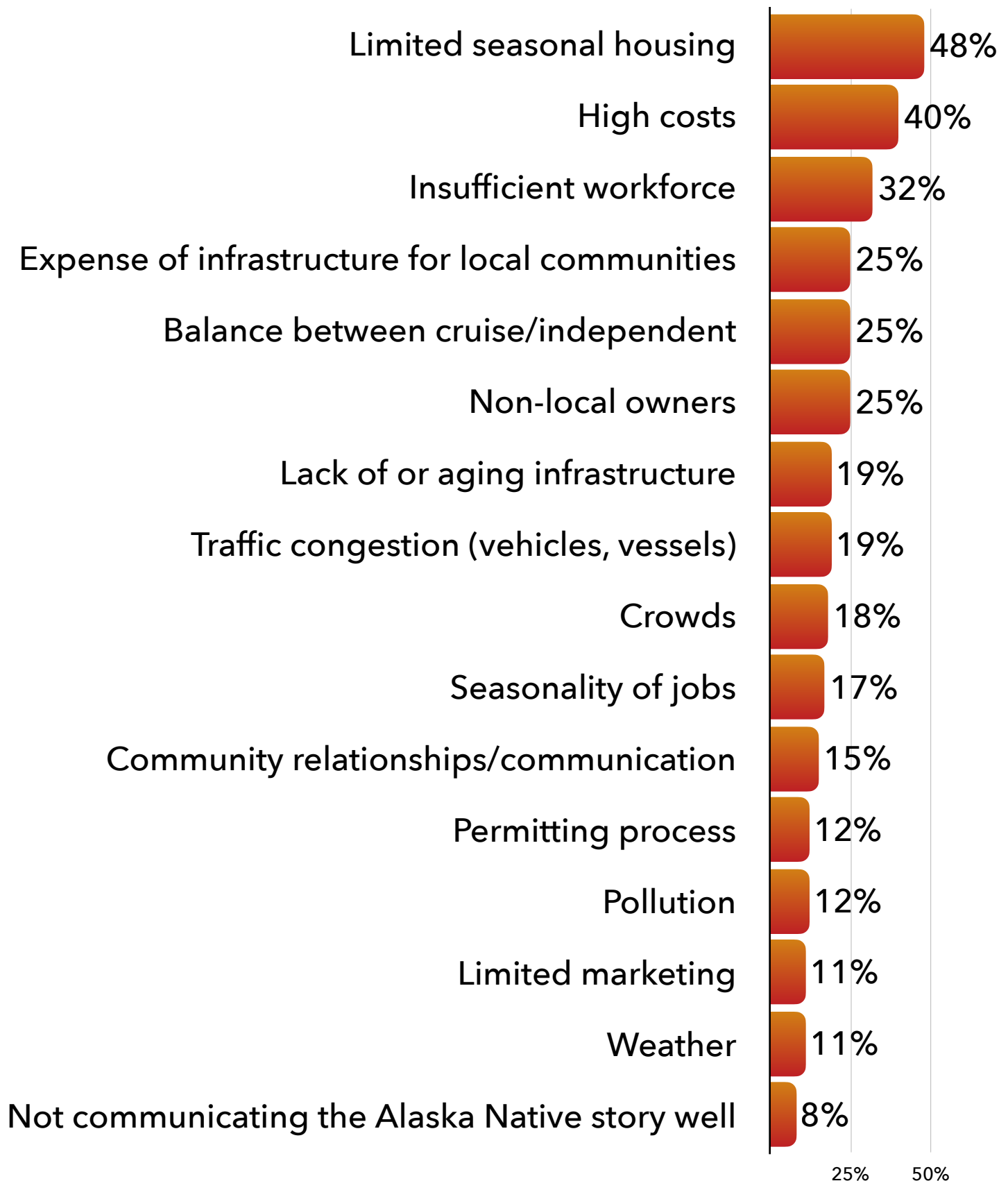
THREATS



Tourism Strengths



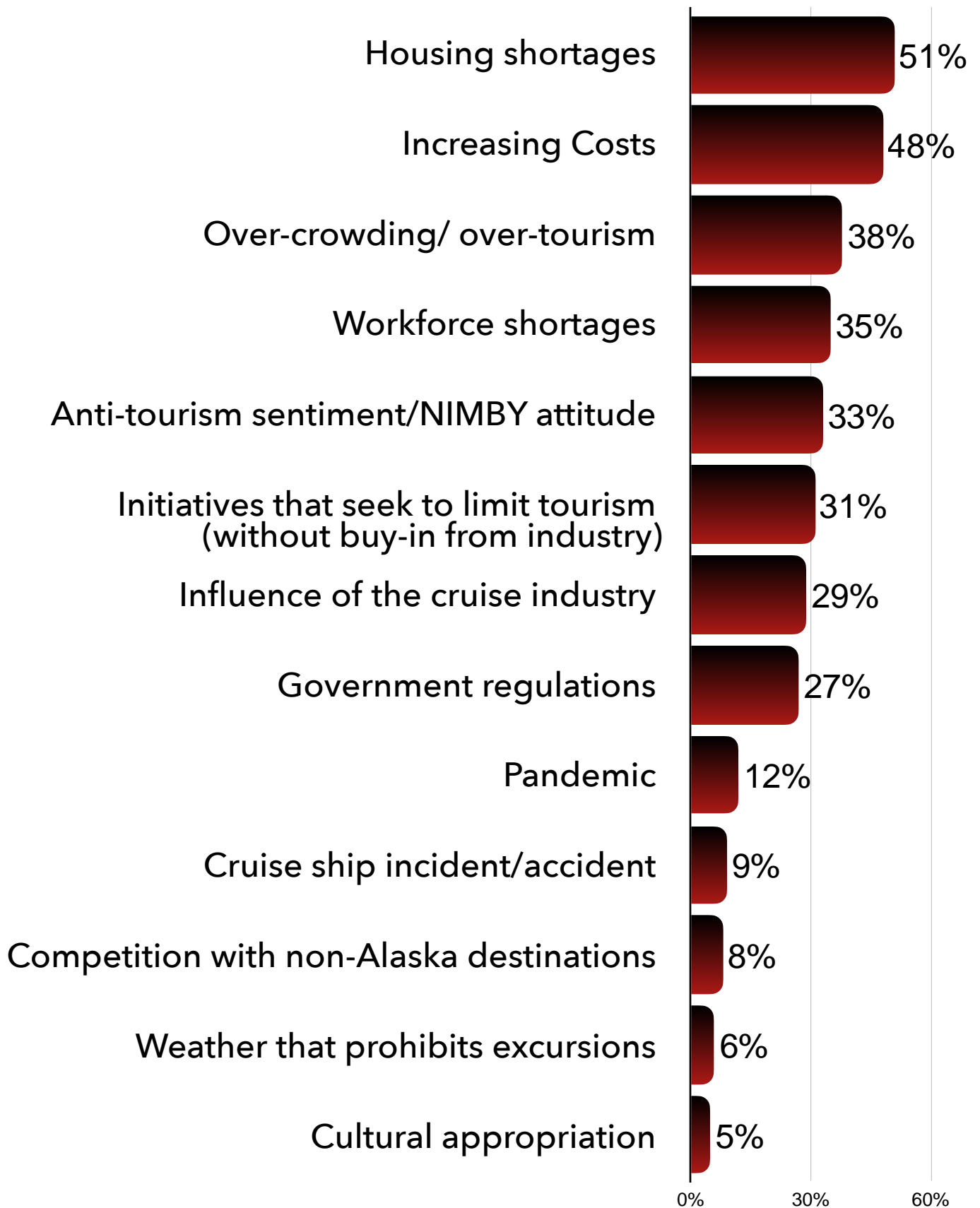
Tourism Weaknesses



Tourism Opportunities



Tourism Threats



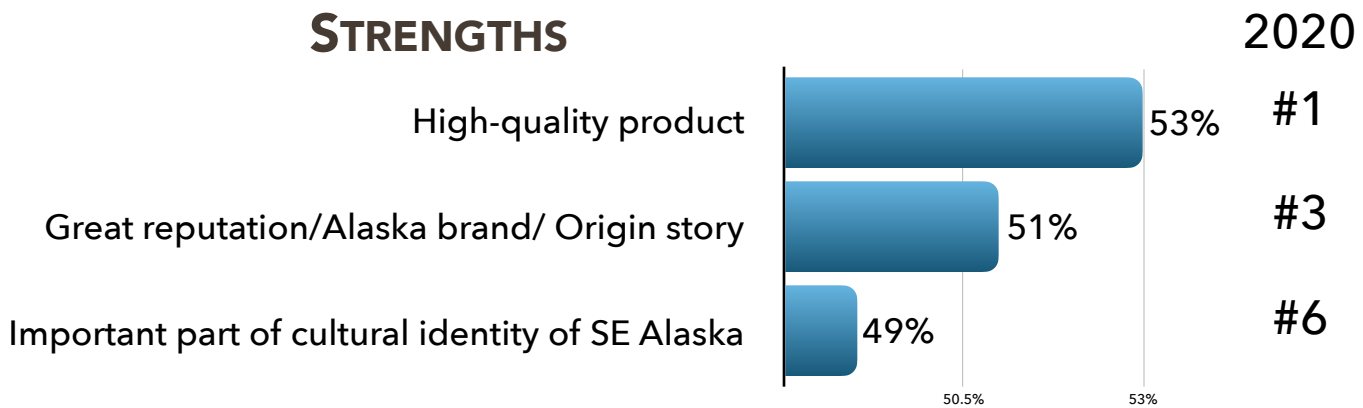
Southeast Seafood SWOT

SOUTHEAST SEAFOOD SWOT SUMMARY

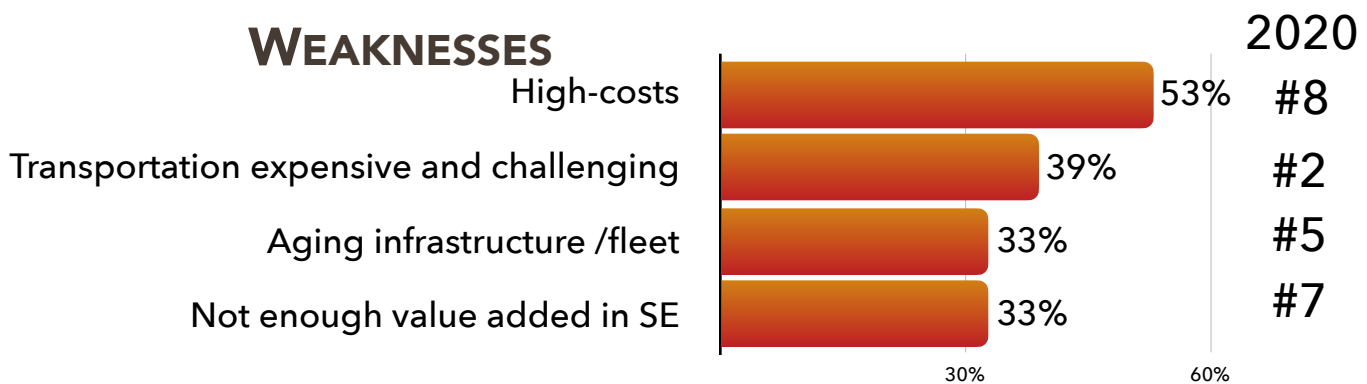
The Southeast Alaska Seafood SWOT analysis was conducted by 51 seafood business leaders and members of the Southeast Conference Seafood and Maritime Industry Committee in the spring of 2024. Participants were asked to prioritize by choosing the top 2-4 items that they felt were most representative of regional seafood strengths, weaknesses, opportunities, and threats. The results of this exercise are presented on the following pages.

Seafood SWOT 2024

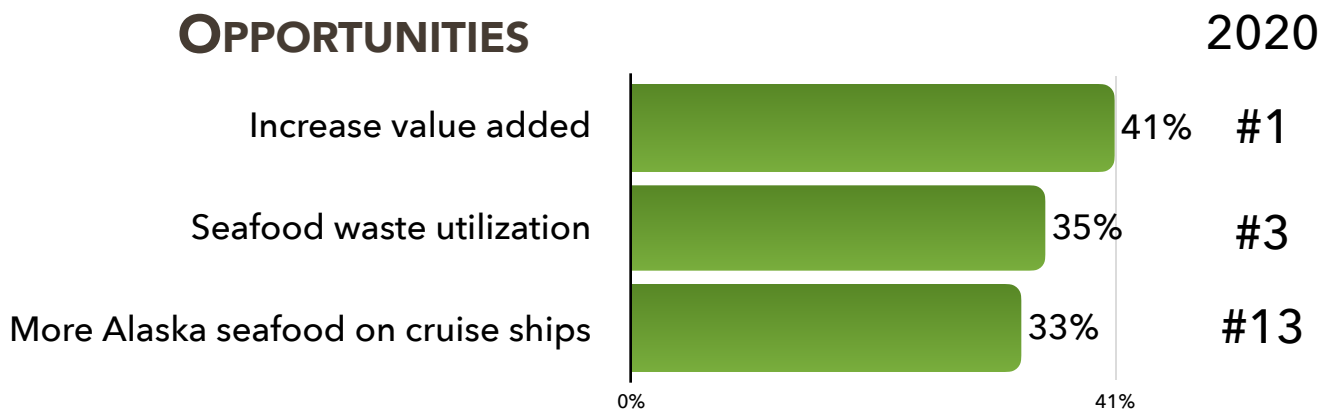
STRENGTHS



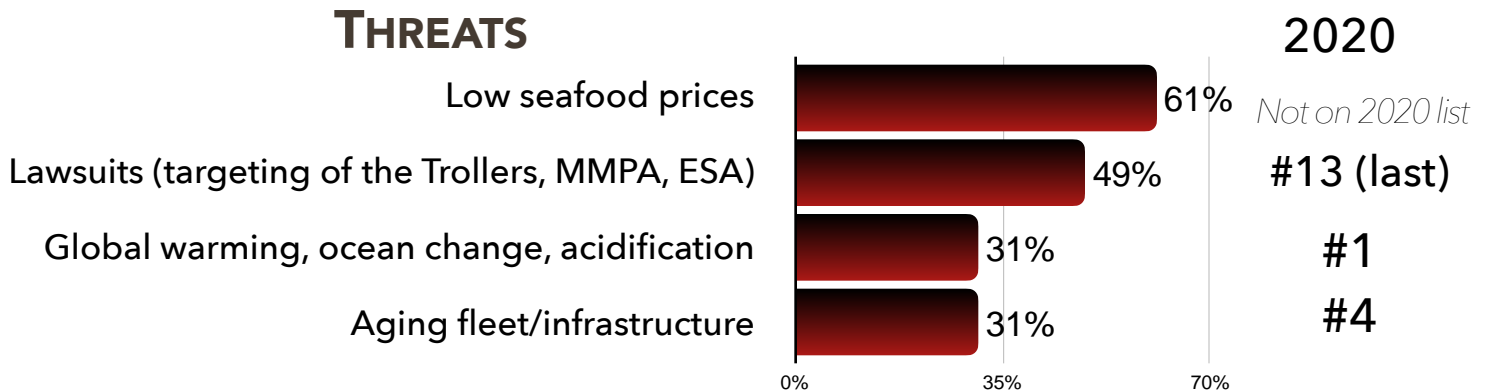
WEAKNESSES



OPPORTUNITIES



THREATS



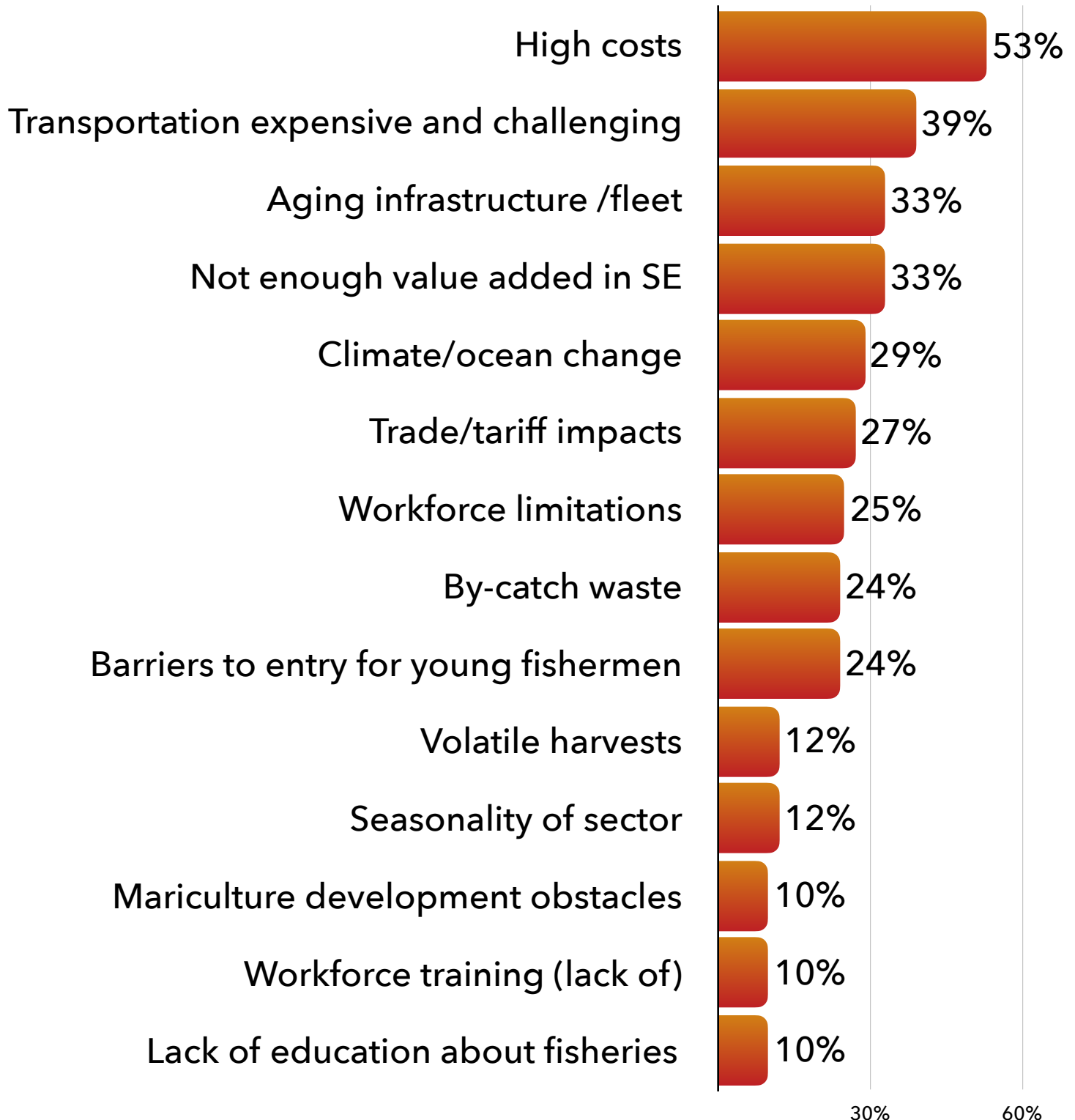
Seafood Strengths

What does the seafood sector in Southeast Alaska do well?
What unique resources does it draw on? What are the benefits the seafood industry provides to the Southeast Alaska region? What is the Southeast Alaska seafood sector "known for"?

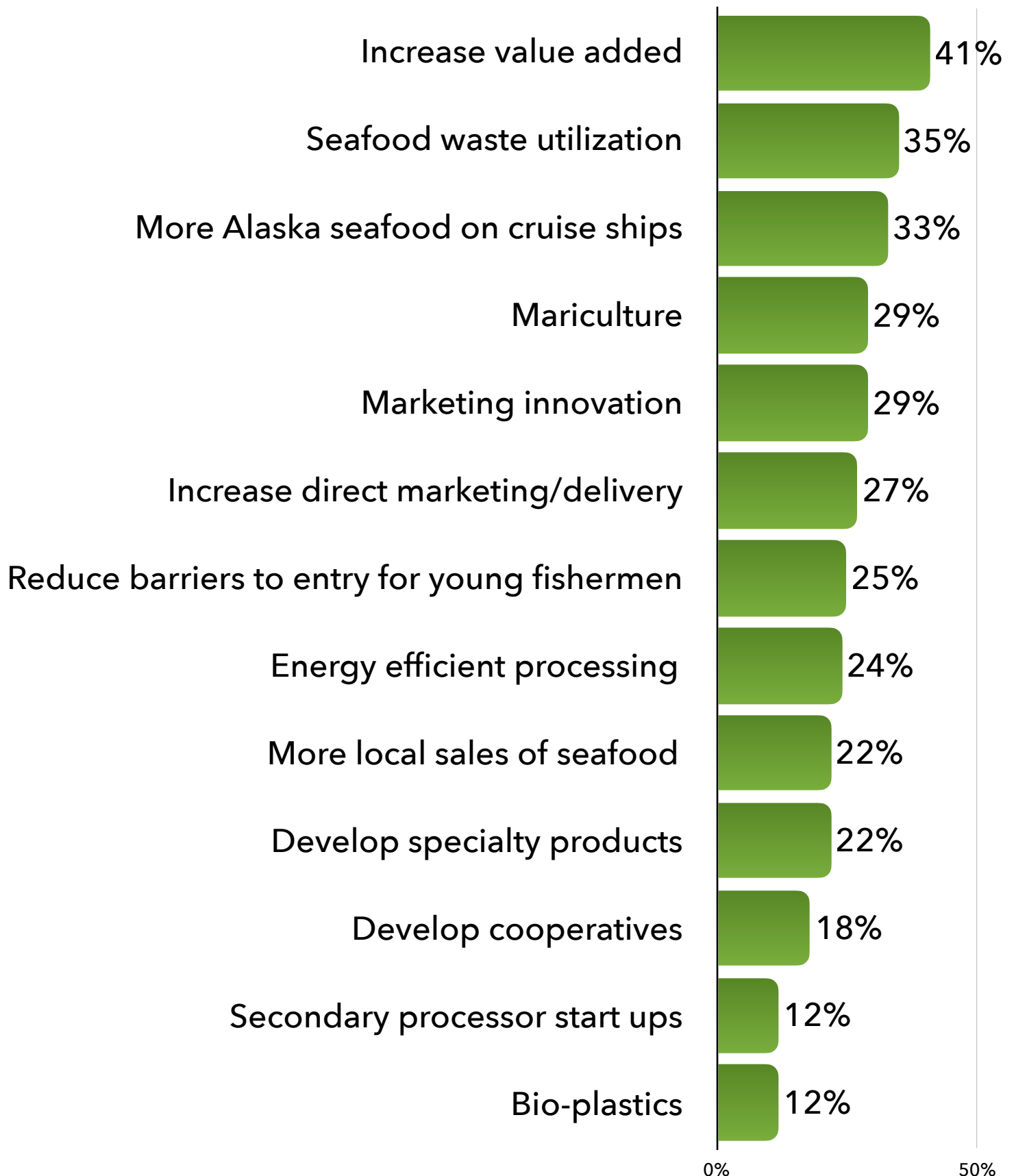


Seafood Weaknesses

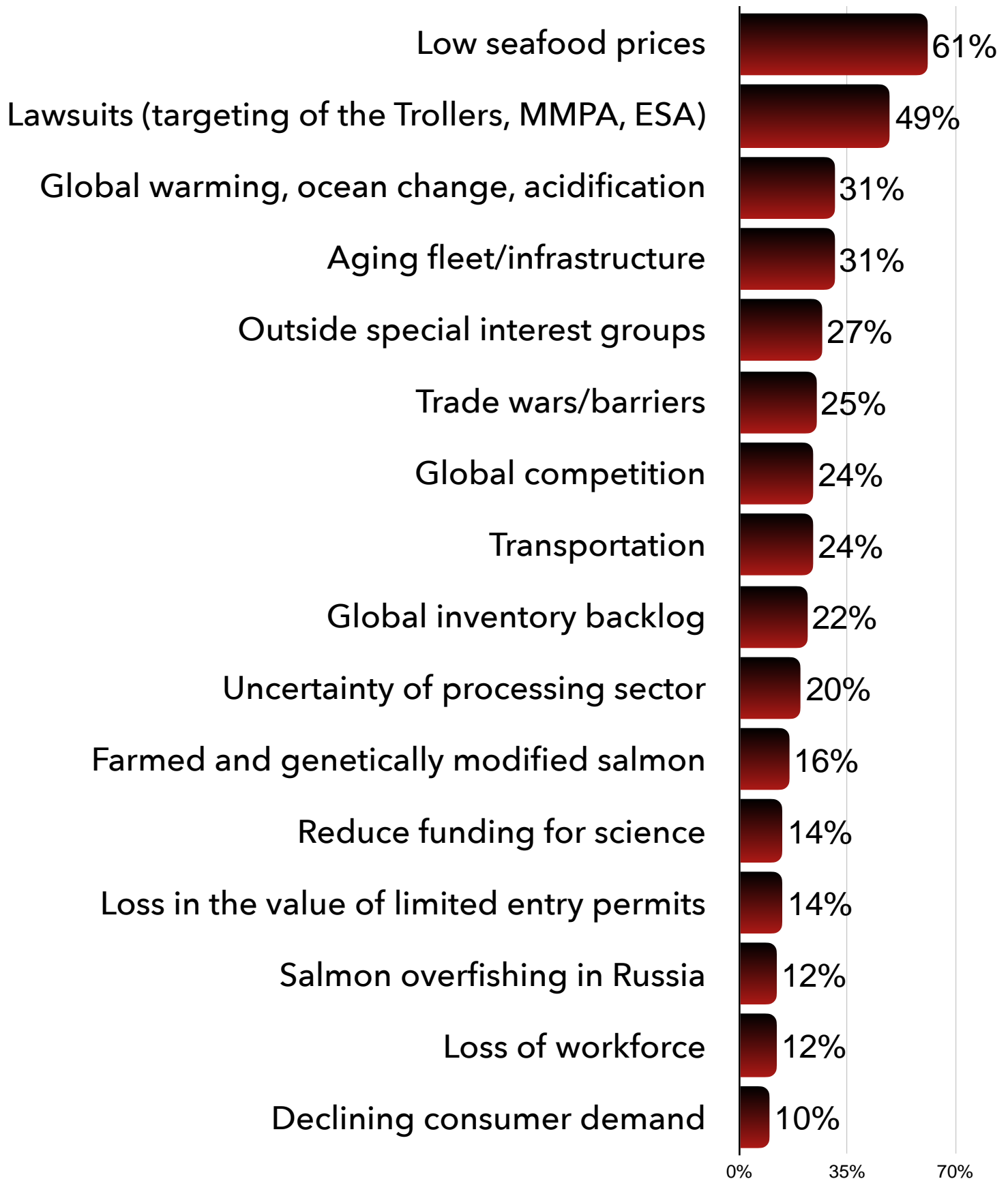
What are the known challenges of regional seafood? What could the Southeast Alaska seafood sector improve? Where does the seafood sector have fewer resources than it needs? Pick 2-4



Seafood Opportunities



Seafood Threats



Southeast Transportation SWOT

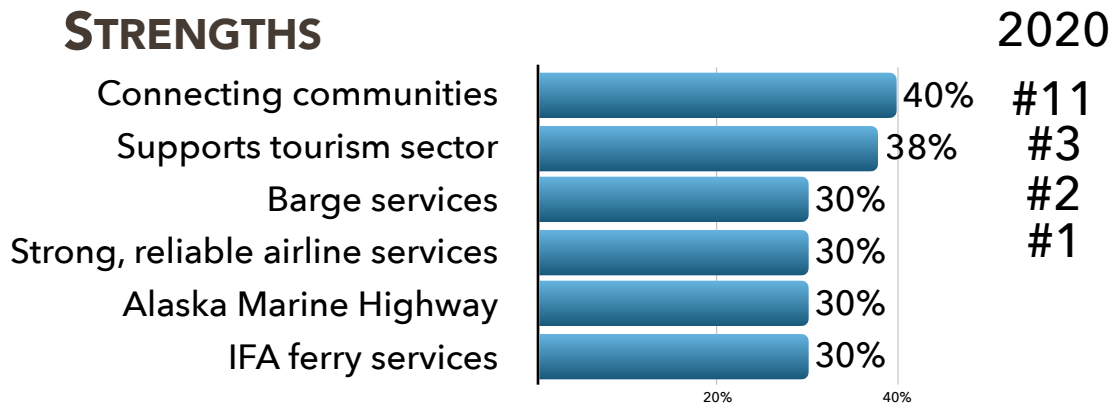


SOUTHEAST TRANSPORTATION SWOT SUMMARY

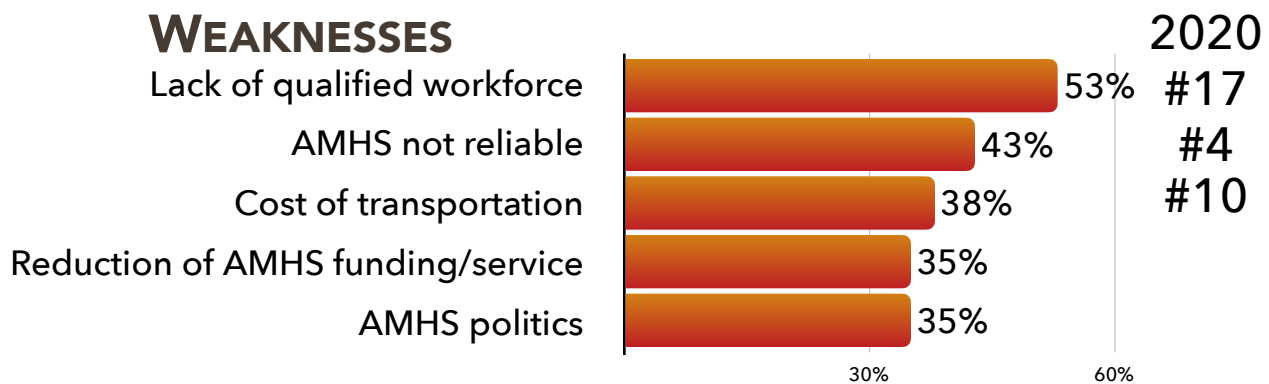
The Southeast Alaska Transportation SWOT analysis was conducted by 24 transportation business leaders and members of the Southeast Conference Transportation Industry Committee in spring 2024. Participants were asked to prioritize by choosing the top 2-4 items that they felt were most representative of regional transportation strengths, weaknesses, opportunities, and threats. The results of this exercise are presented on the following pages.

Transportation SWOT 2024

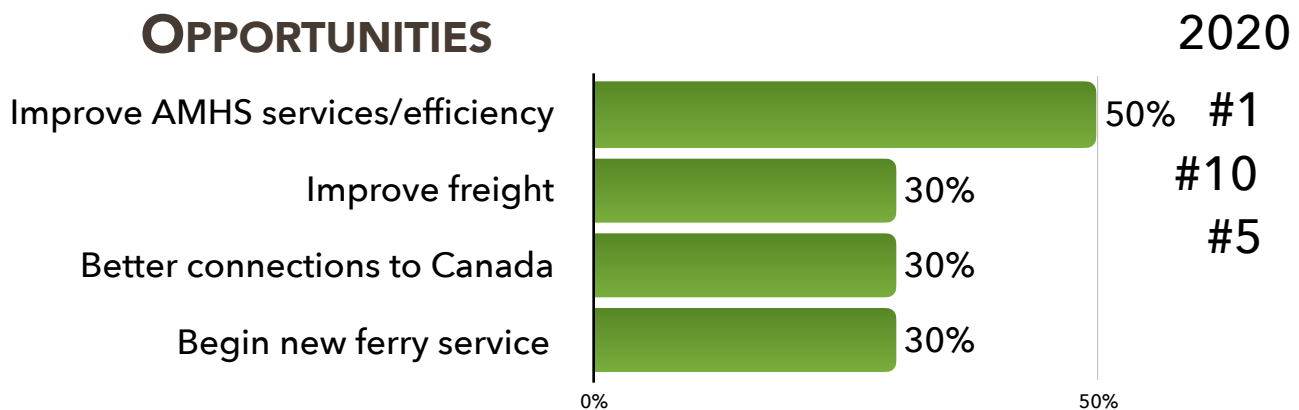
STRENGTHS



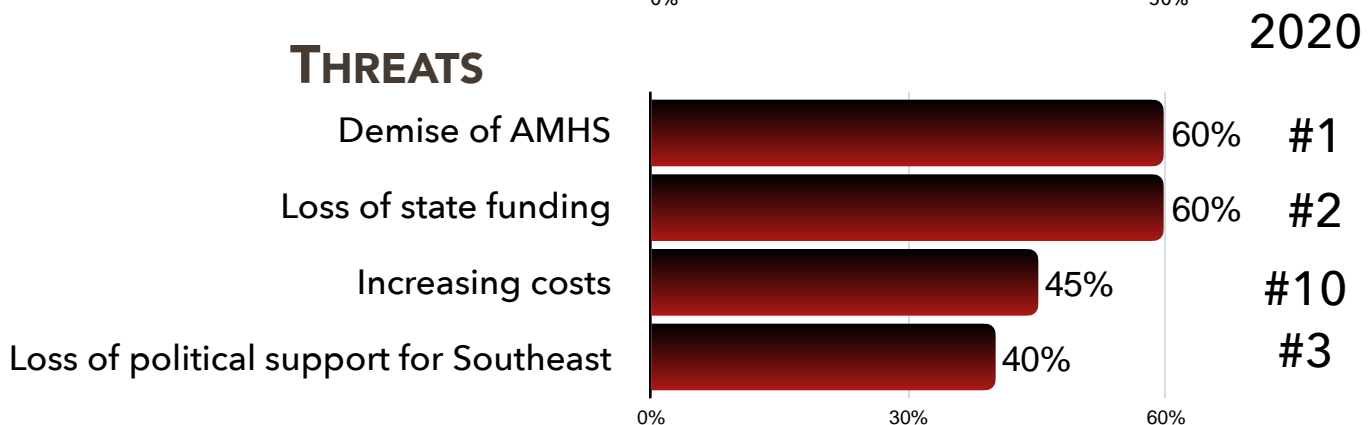
WEAKNESSES



OPPORTUNITIES

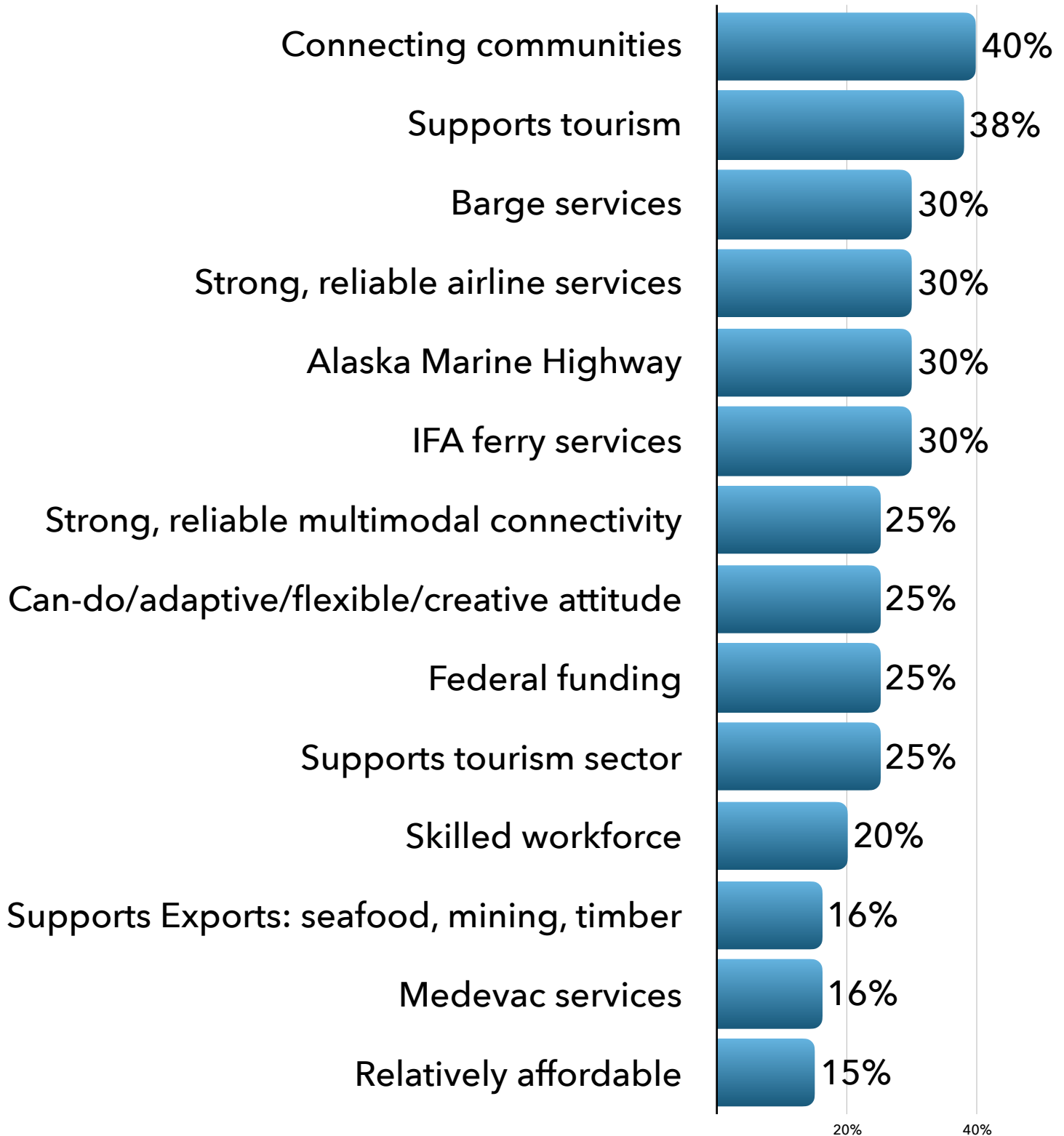


THREATS



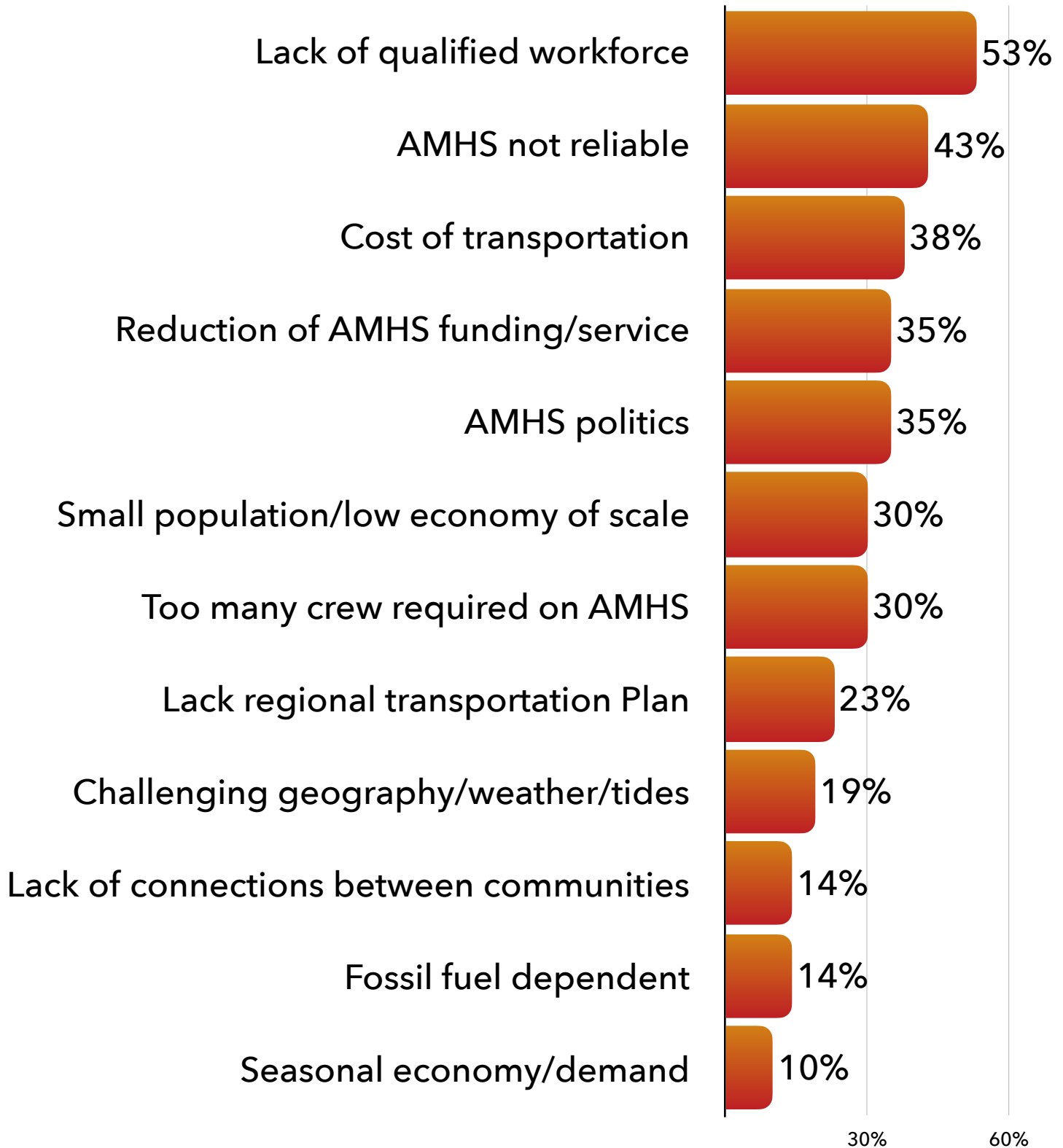
Transportation Strengths 2024

What does the Transportation sector in Southeast Alaska do well?
What unique resources does it draw on? What are the benefits the Transportation industry provides to the Southeast Alaska region? What is the Southeast Alaska Transportation sector "known for"?



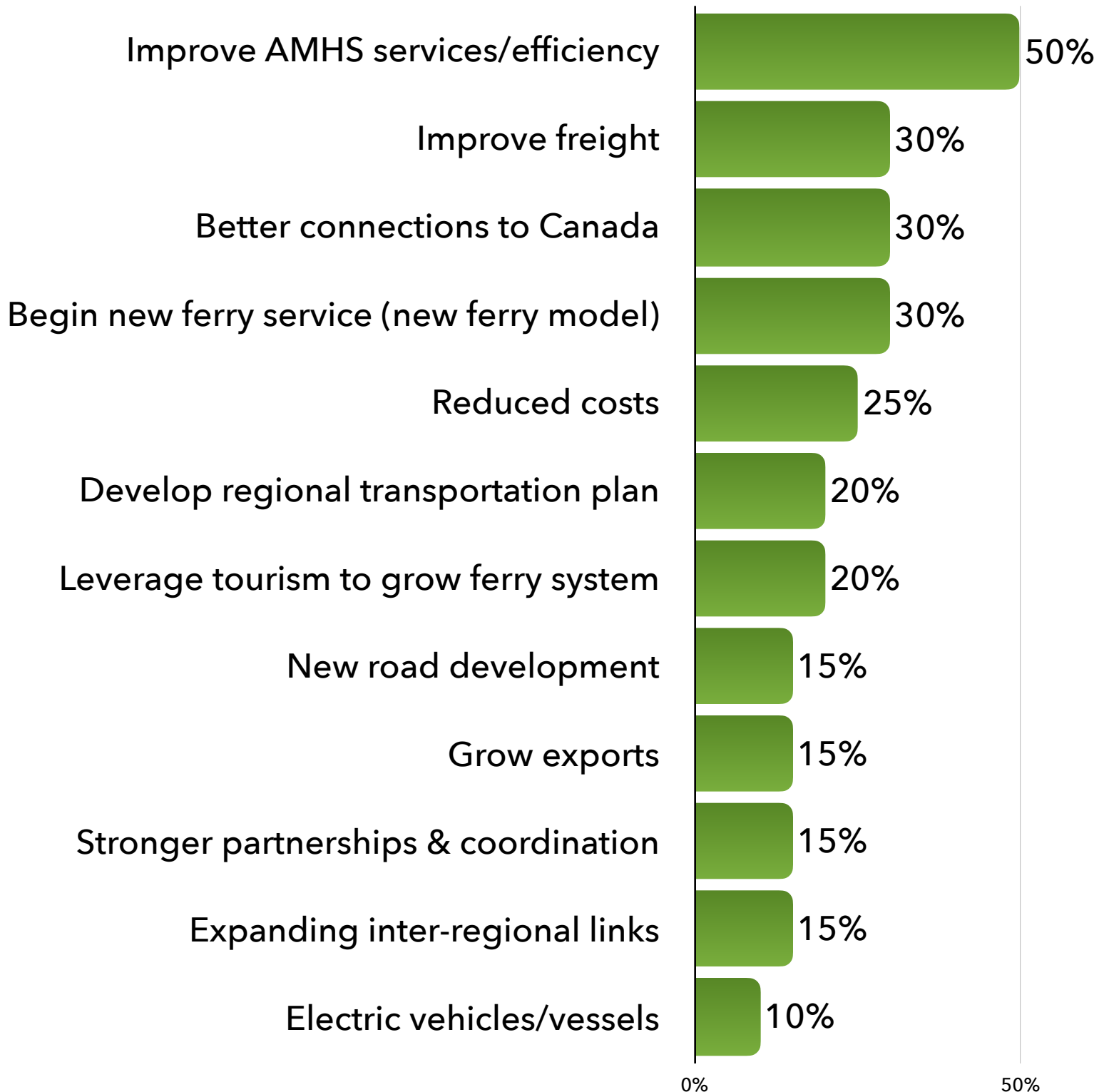
Transportation Weaknesses

What could the Southeast Alaska Transportation sector improve?
Where does the Transportation sector have fewer resources than it needs?
What are the known challenges of regional Transportation? Pick 2-4



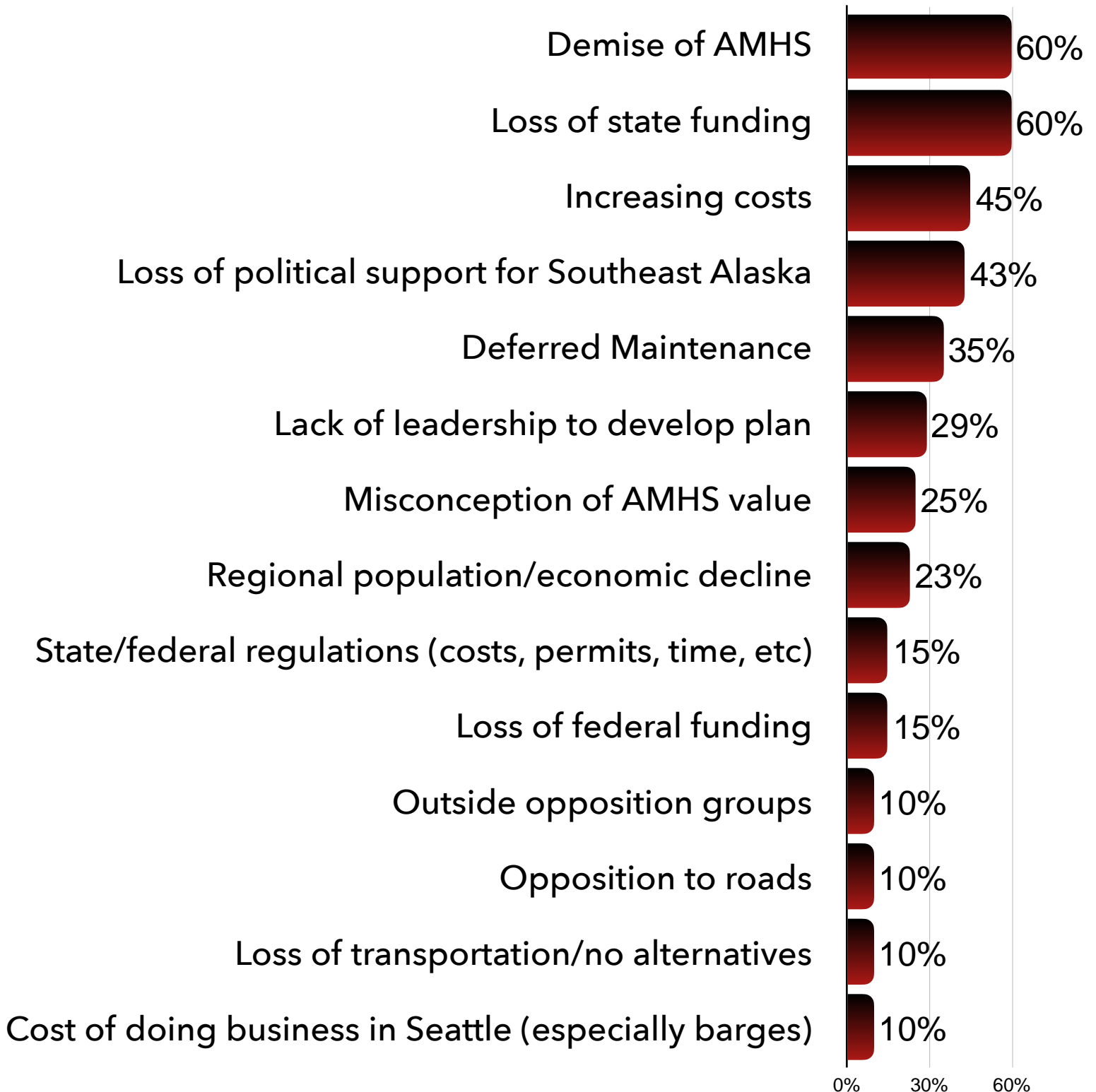
Transportation Opportunities

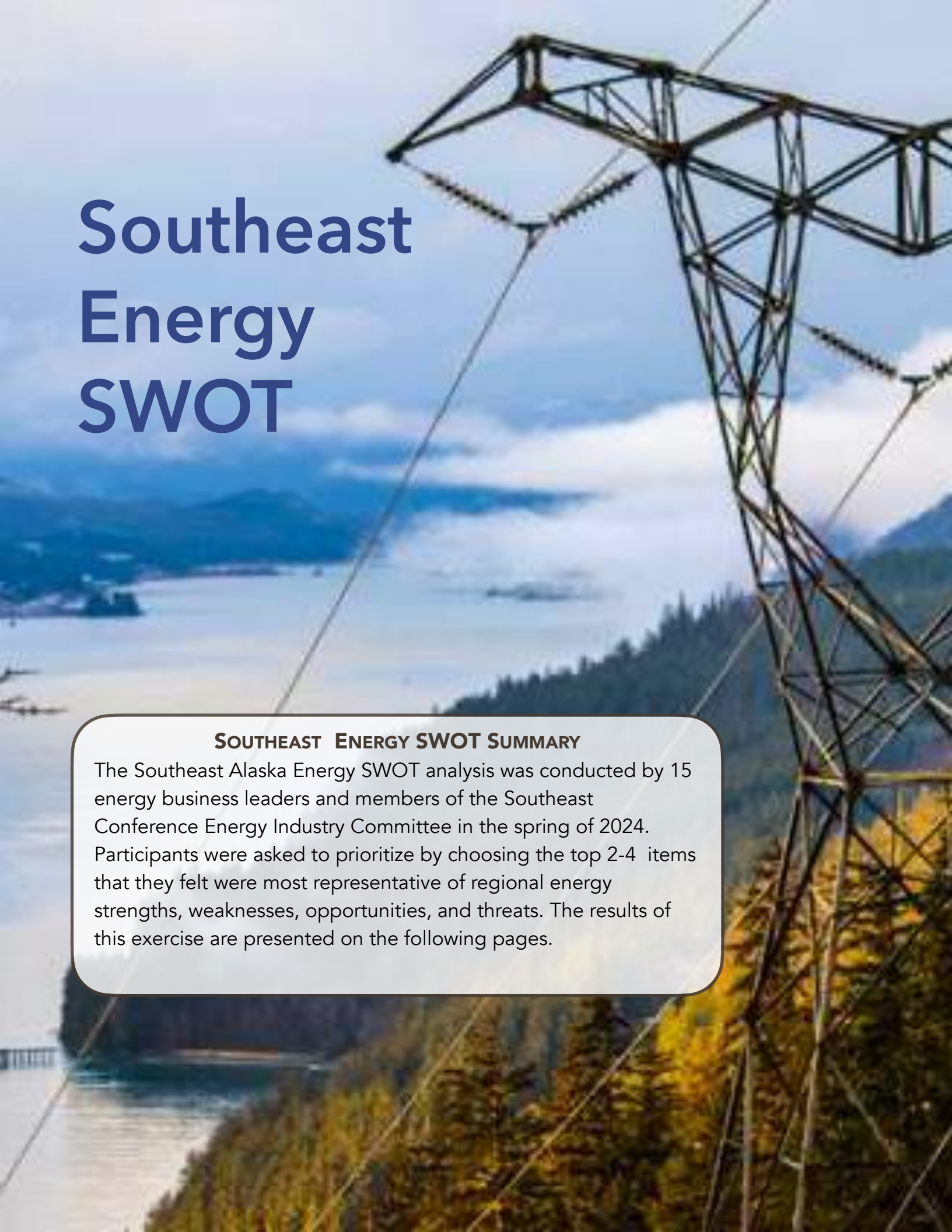
What opportunities are open to the regional Transportation industry? What trends could the regional Transportation sector take advantage of? How can the Transportation sector in Southeast Alaska turn its strengths into opportunities? Pick 2-4



Transportation Threats

What threats (from outside the region or the sector) could harm the region's Transportation sector? What outside obstacles does the Transportation sector face? What threats does Transportation's weaknesses expose it to? Pick 2-4





Southeast Energy SWOT

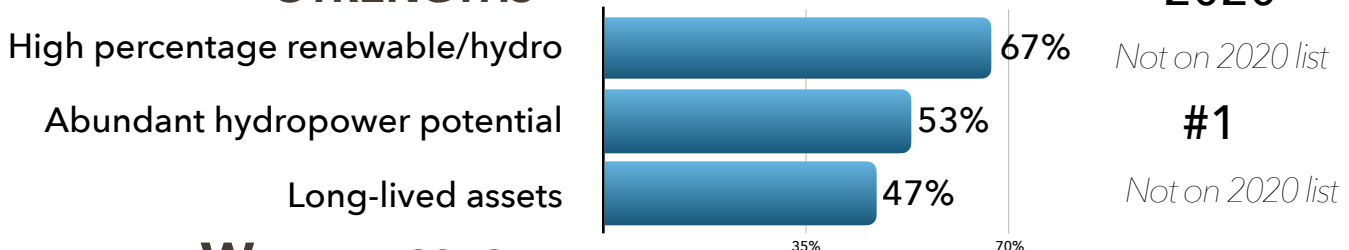
SOUTHEAST ENERGY SWOT SUMMARY

The Southeast Alaska Energy SWOT analysis was conducted by 15 energy business leaders and members of the Southeast Conference Energy Industry Committee in the spring of 2024. Participants were asked to prioritize by choosing the top 2-4 items that they felt were most representative of regional energy strengths, weaknesses, opportunities, and threats. The results of this exercise are presented on the following pages.

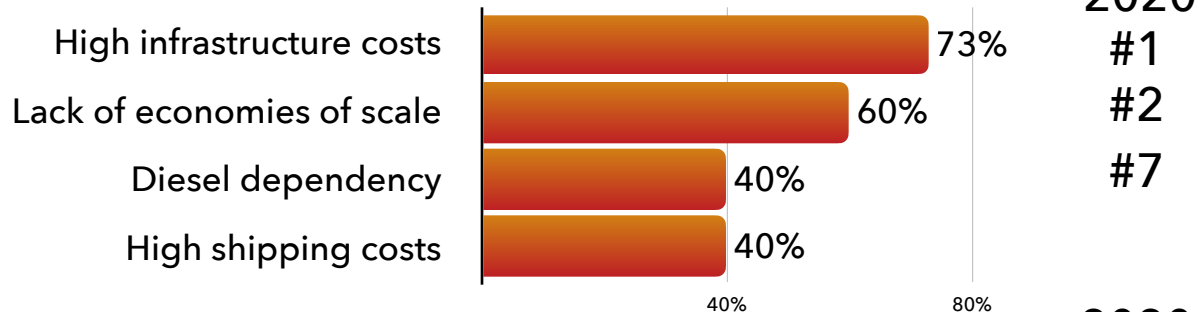
Energy Industry Strengths, Weaknesses, Opportunities, and Threats (SWOT)

Energy SWOT 2024

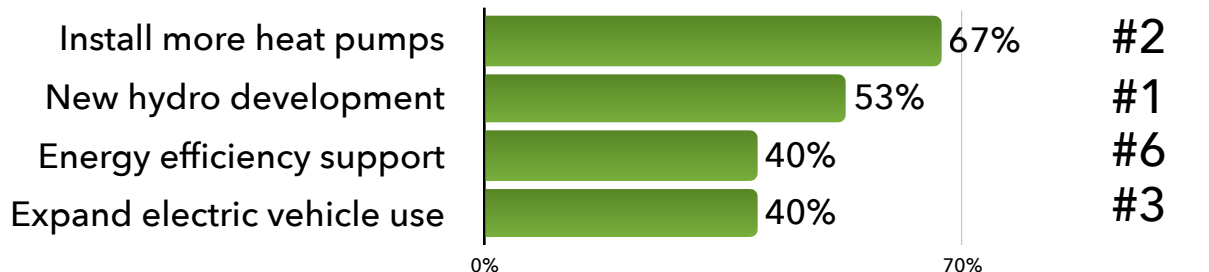
STRENGTHS



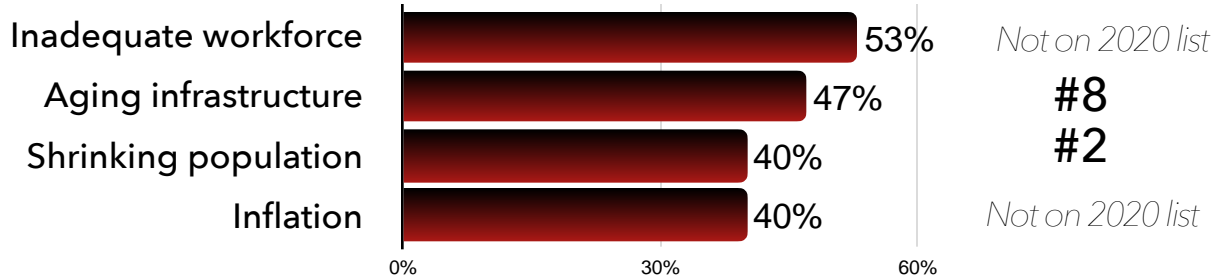
WEAKNESSES



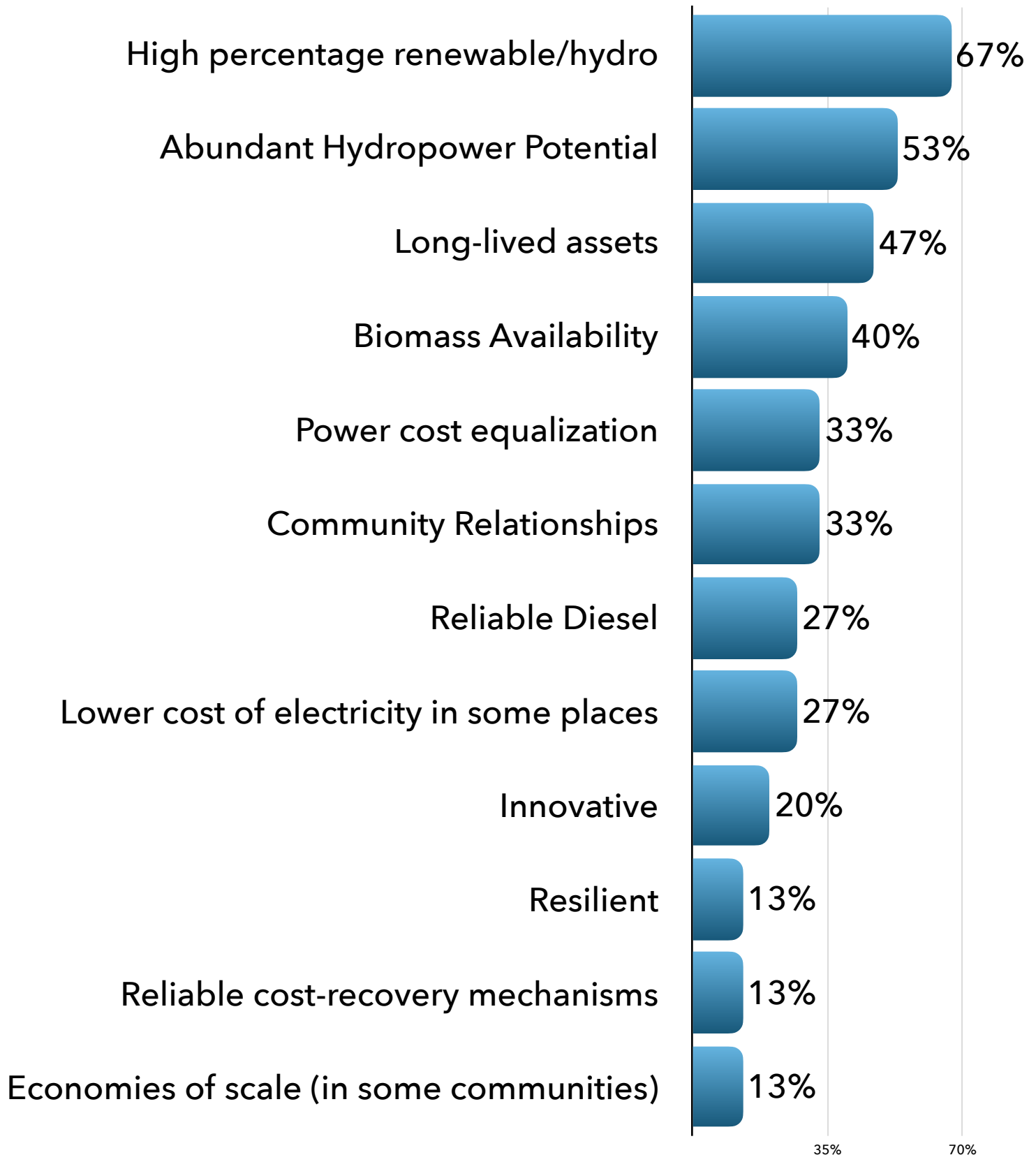
OPPORTUNITIES



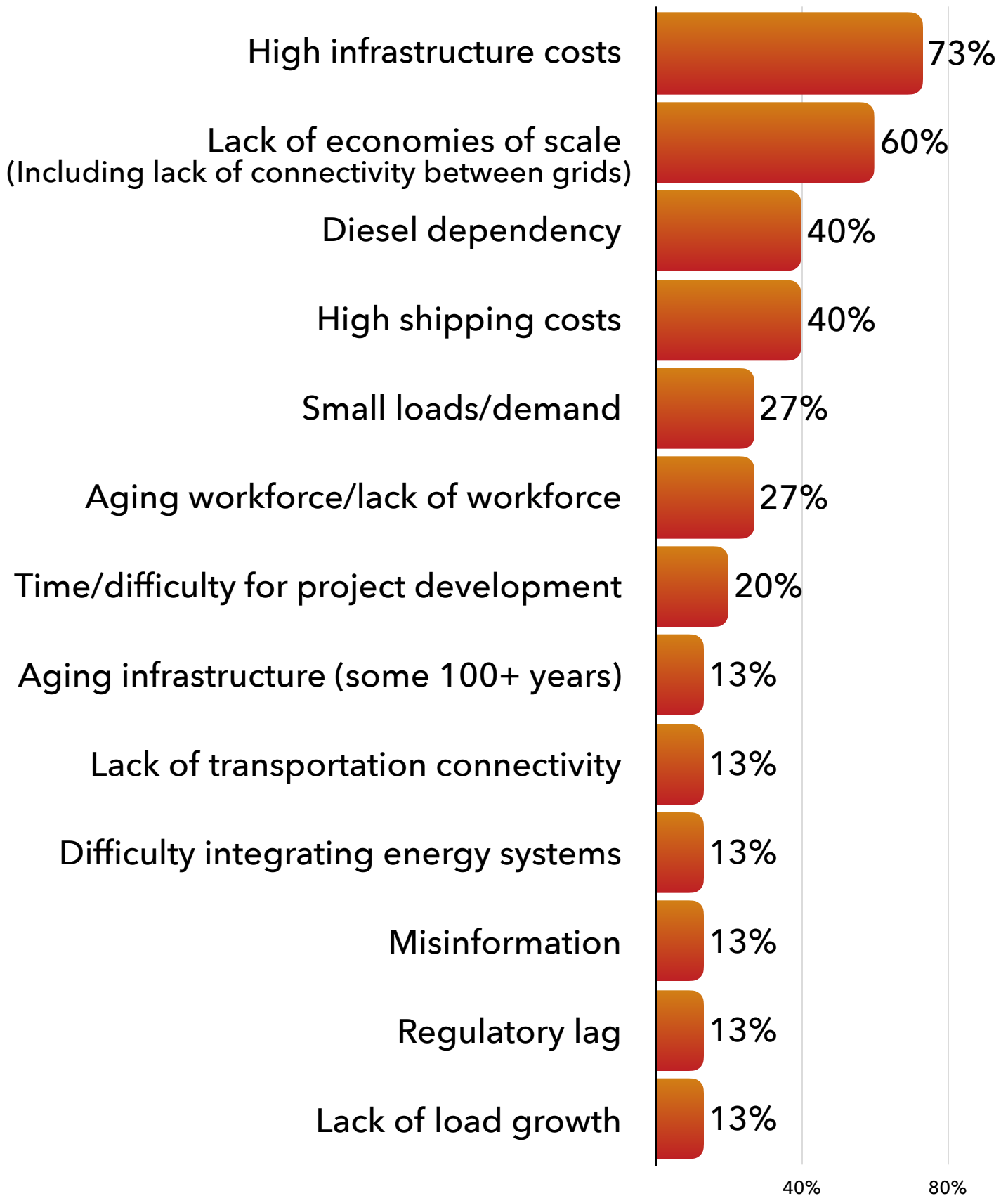
THREATS



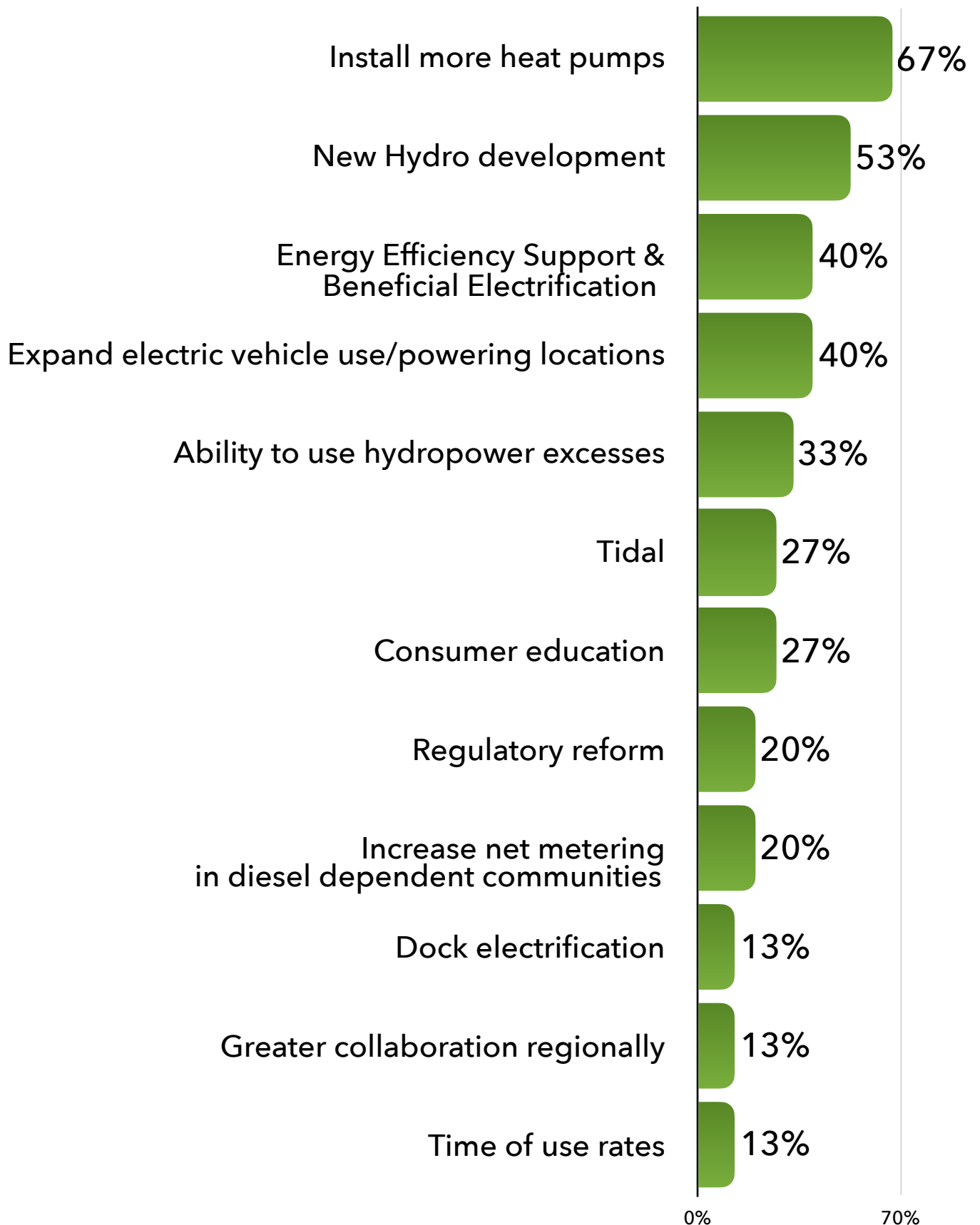
Energy Strengths



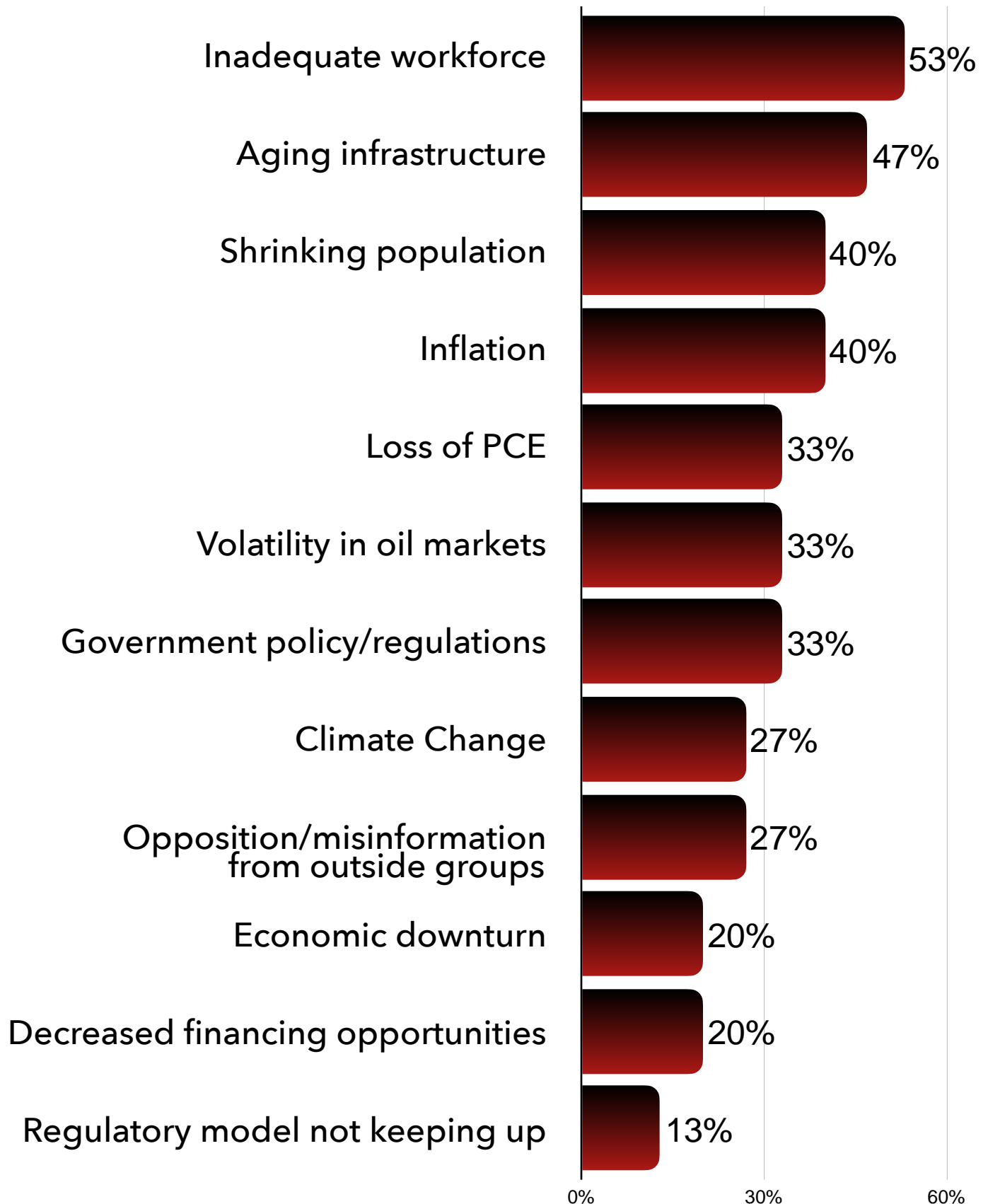
Energy Weaknesses



Energy Opportunities



Energy Threats



A smiling woman wearing an orange hard hat with a logo, blue-tinted safety glasses, a blue jacket, and a red safety vest with reflective yellow-green stripes. She is holding a wooden-handled hammer over her shoulder. The background shows a rugged mountain range with patches of snow under a clear blue sky.

Southeast Mining SWOT

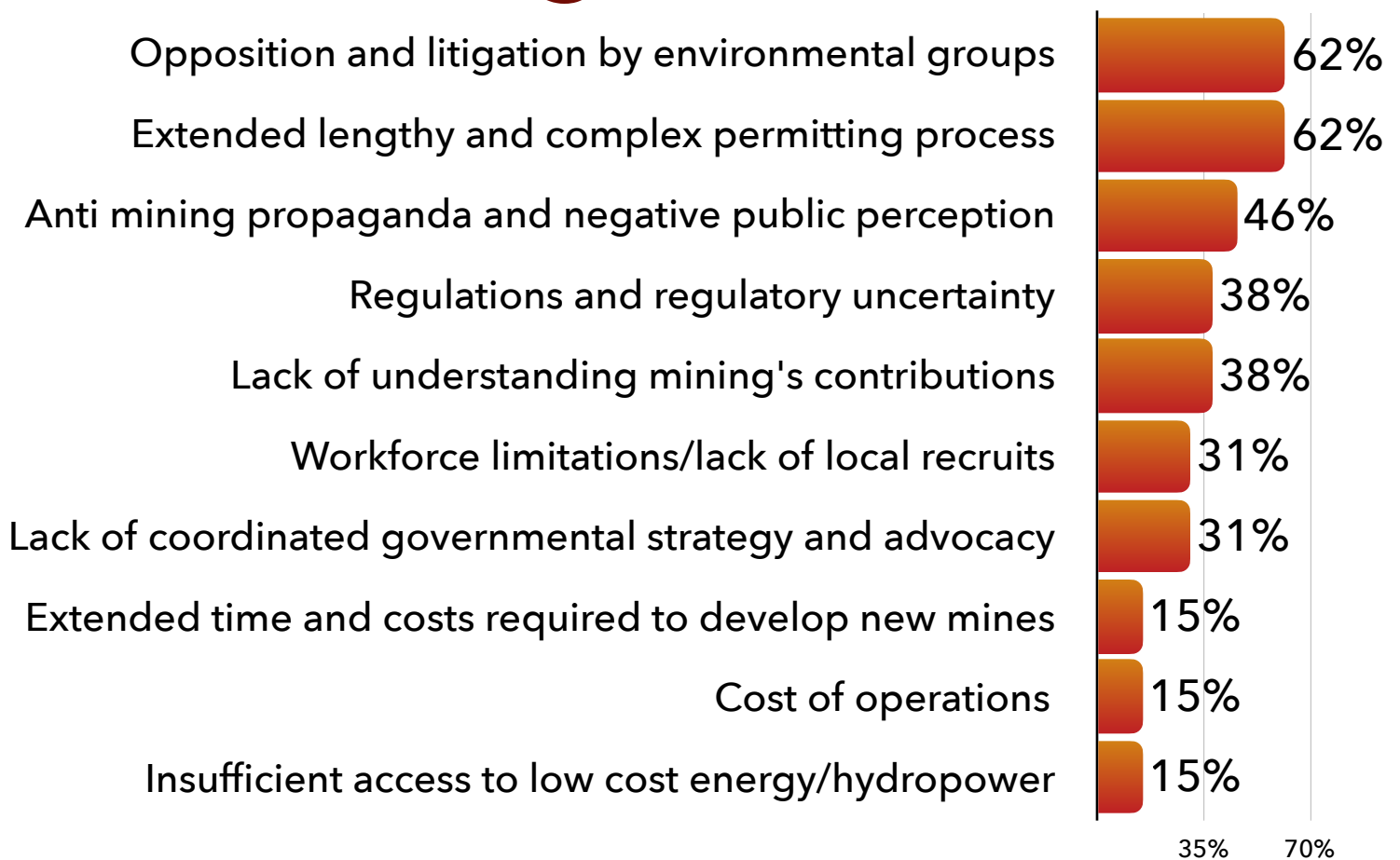
SOUTHEAST MINING SWOT SUMMARY

The Southeast Alaska mining SWOT analysis was conducted by 13 mining business leaders in the spring of 2024. Participants were asked to prioritize by choosing the top 2-4 items that they felt were most representative of regional mining strengths, weaknesses, opportunities, and threats. The results of this exercise are presented on the following pages.

Mining Strengths



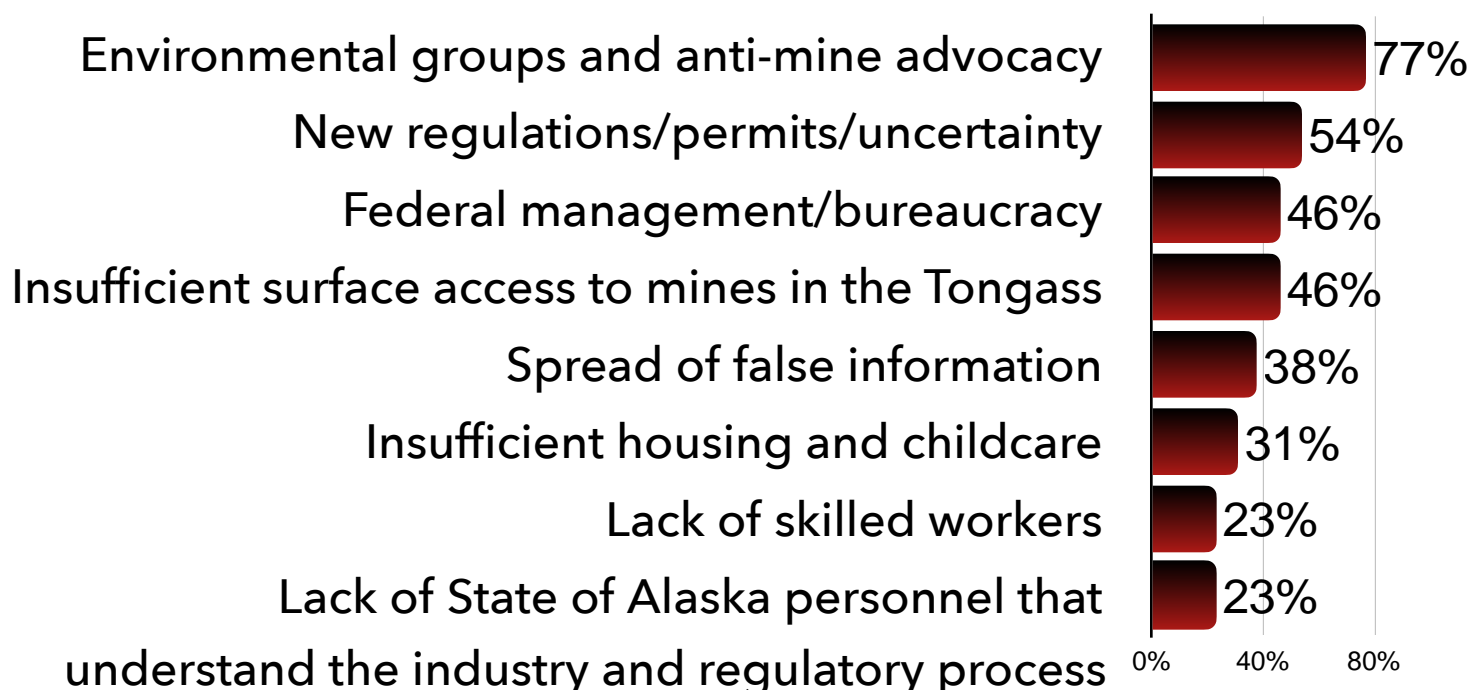
Mining Weaknesses



Mining Opportunities



Mining Threats



Creating A Vibrant Business Climate: How important is it to focus on these factors over the next five years?

Southeast Alaska business leaders were asked to rank the importance of focusing on 11 key element necessary for creating a vibrant business climate. This is a weighted ranking of their responses.

