
November 28, 2022

Juneau Tourism Survey 2022

PREPARED FOR:

Juneau Assembly



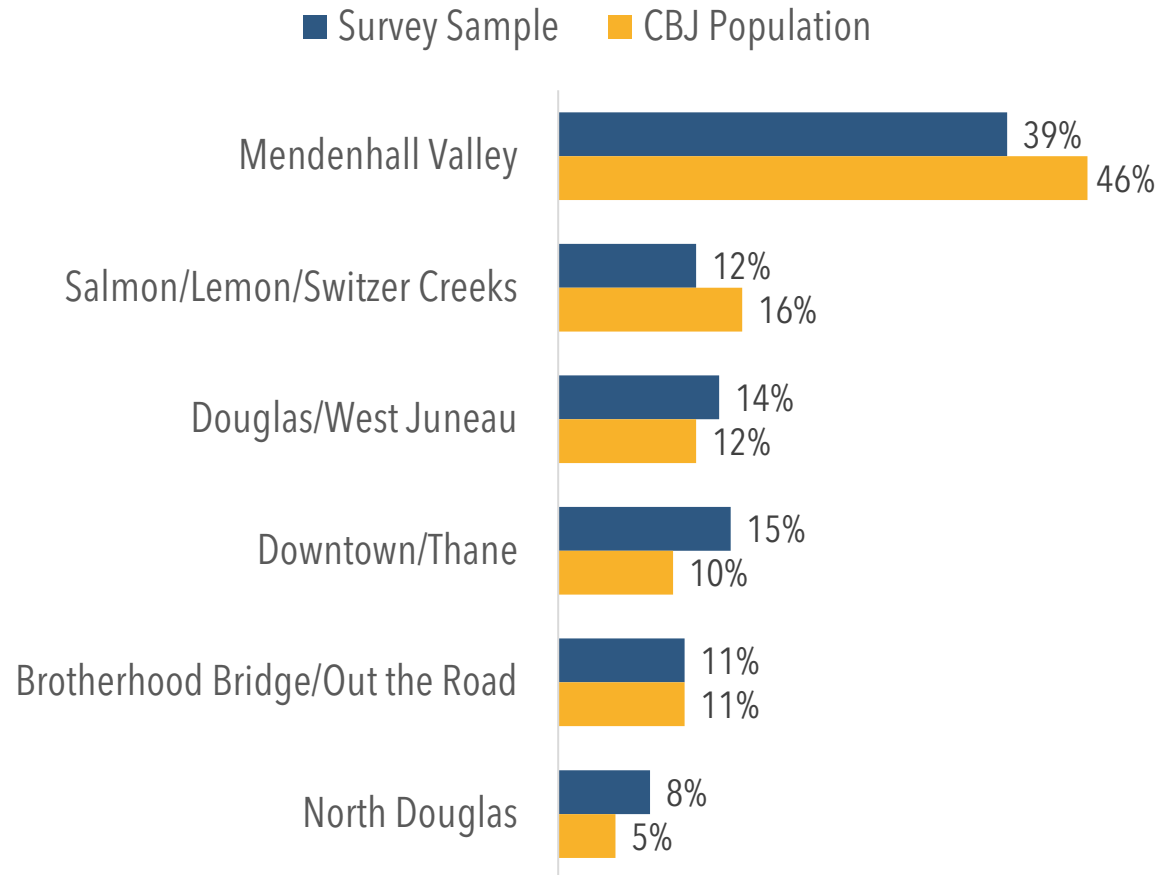
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Methodology

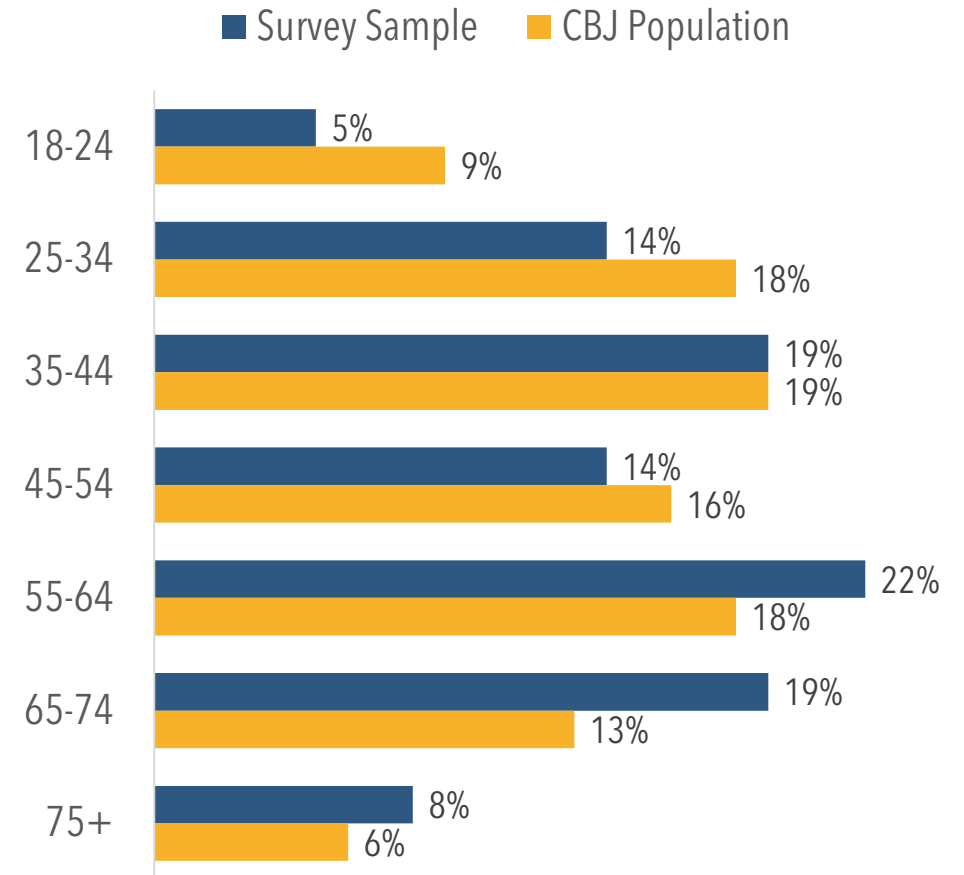
- Telephone survey of 500 randomly selected residents
- Mix of cell and landlines
- Some questions repeated from previous surveys (1995, 1998, 2002, 2006, 2021)
- Screeners: lived in Juneau in summer 2022 & over the age of 18
- Max. margin of error: $\pm 4.3\%$
- Data weighted by age and neighborhood to reflect population
- Results tested for differences between subgroups: neighborhood (live/work), age, gender, tourism employment

Survey Sample vs. Juneau Population

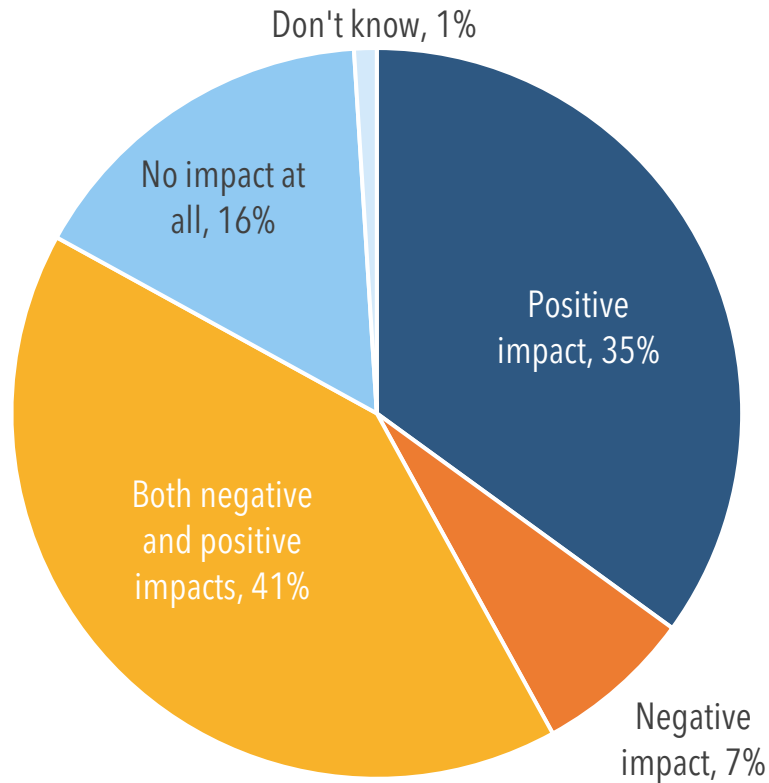
Neighborhood



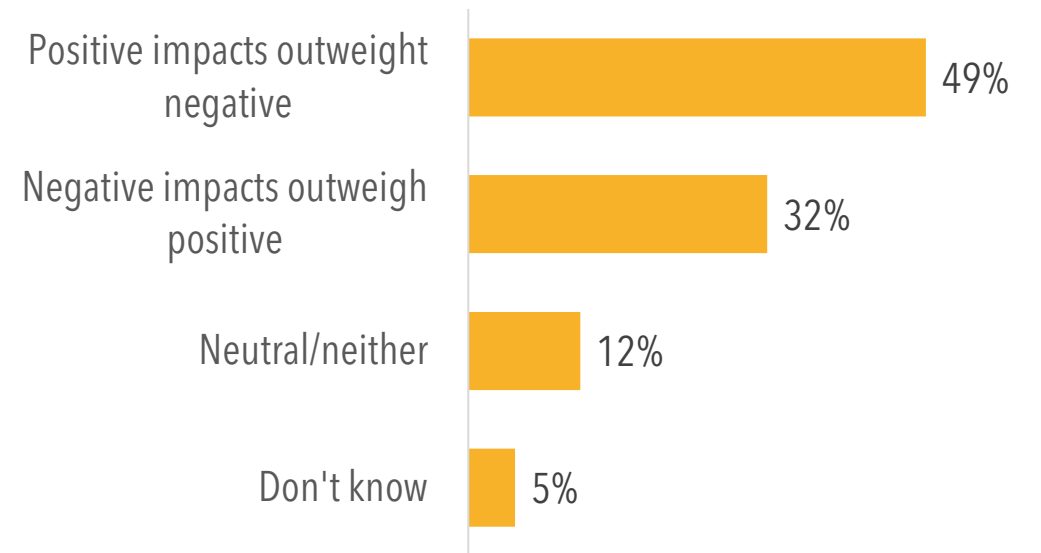
Age



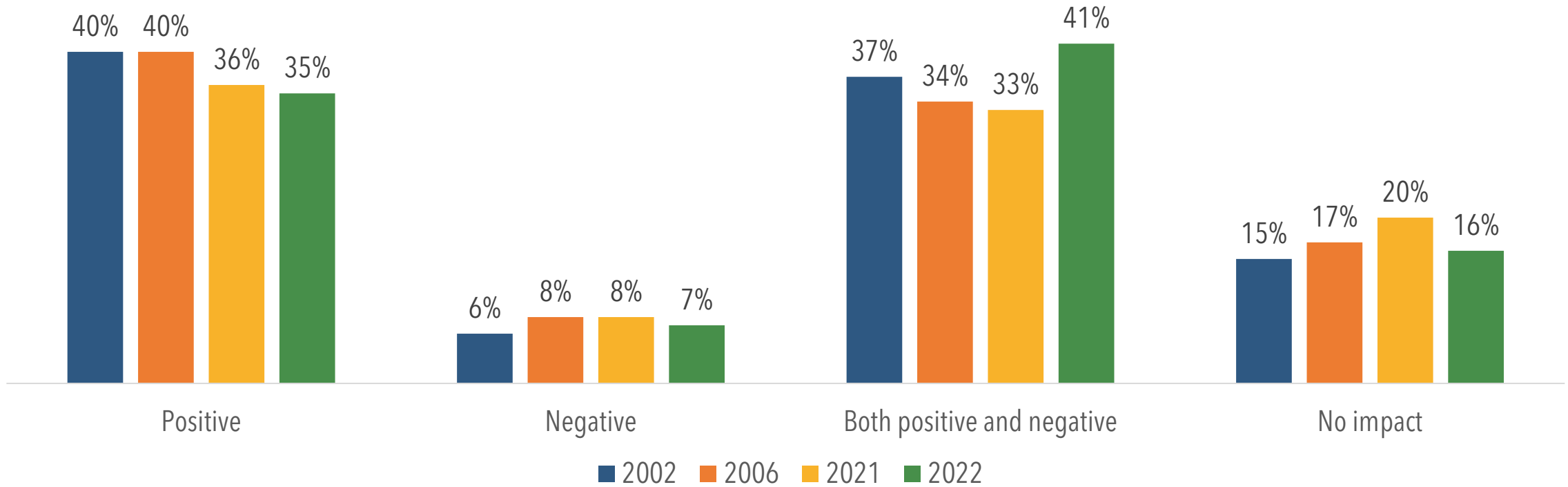
Do you feel the visitor industry has an overall positive impact, negative impact, both negative and positive impacts, or no impact at all on your household?



Among those who responded "both": Do you feel the positive impacts outweigh the negative impacts or the negative impacts outweigh the positive impacts?

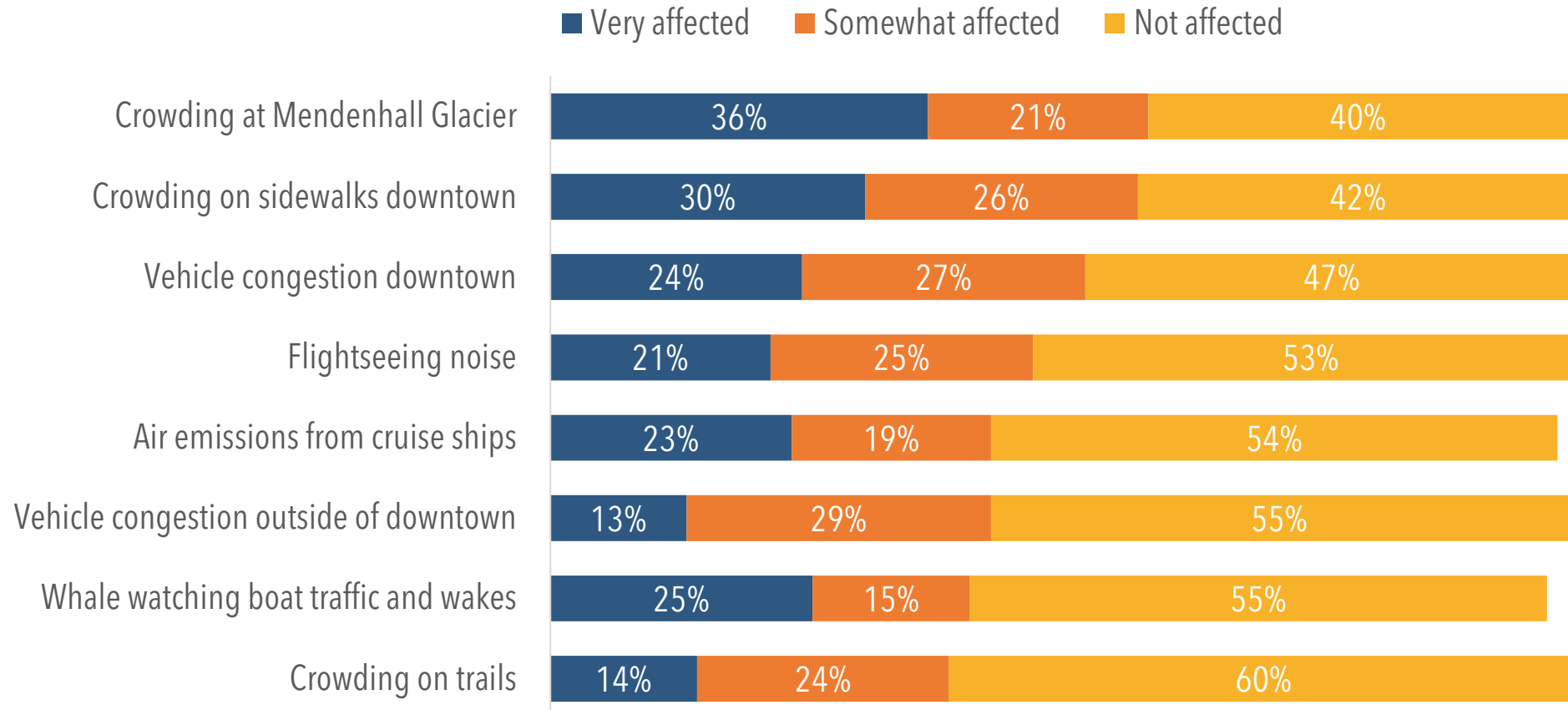


Comparison: Overall Impact of Tourism on Households, 2002, 2006, 2021, 2022



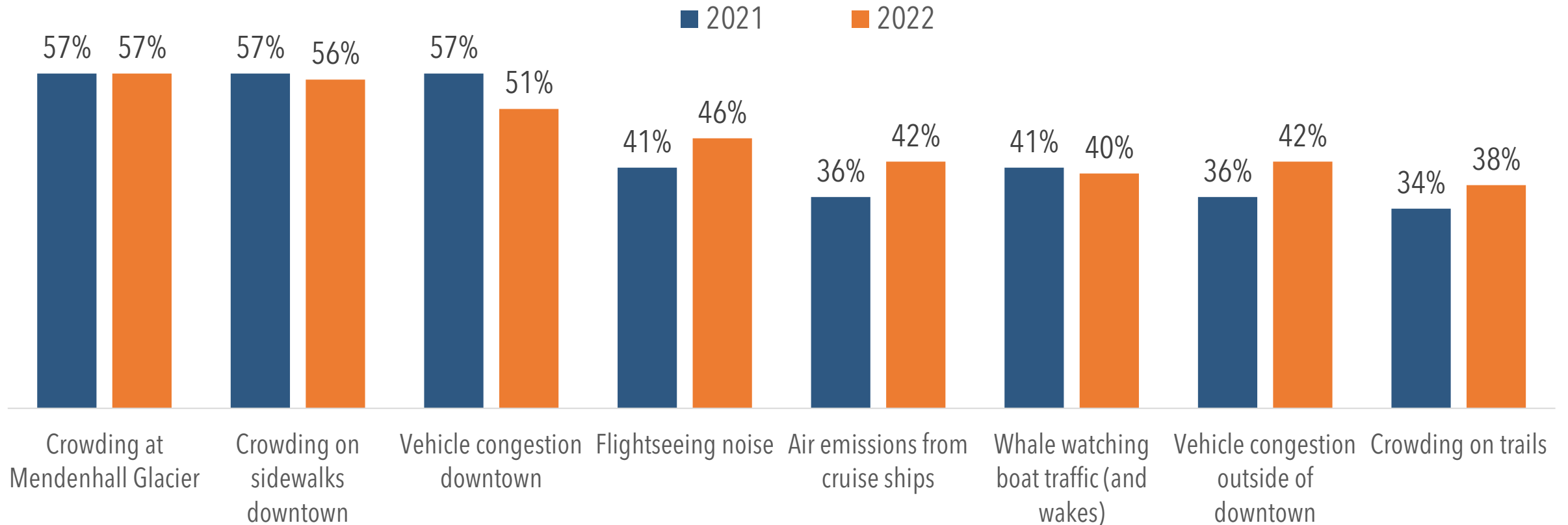
	2002	2006	2019	2022
Cruise passenger volume	741,500	951,400	1,305,700	1,150,000

For each of the following visitor-related impacts, was your household very affected, somewhat affected, or not affected in 2022?

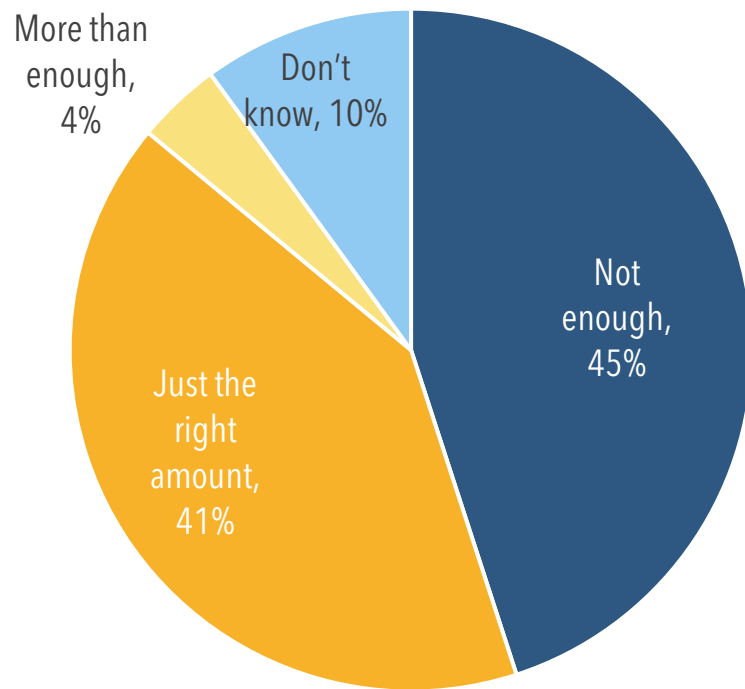


Note: Rows do not add to 100% due to don't know responses.

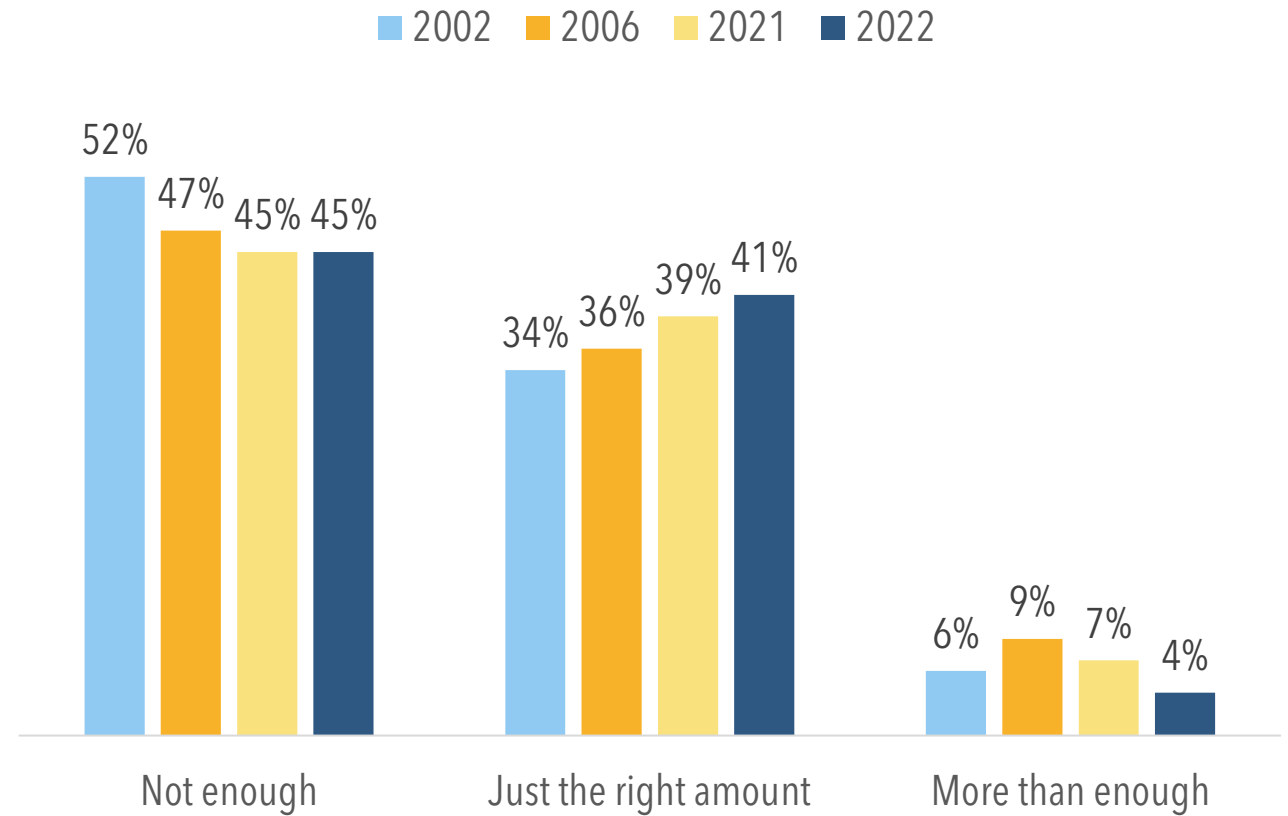
Comparison: Very + Somewhat Affected, by Category, 2021, 2022



Do you think the City and Borough of Juneau is doing more than enough, not enough, or just the right amount to manage the impacts of the visitor industry?



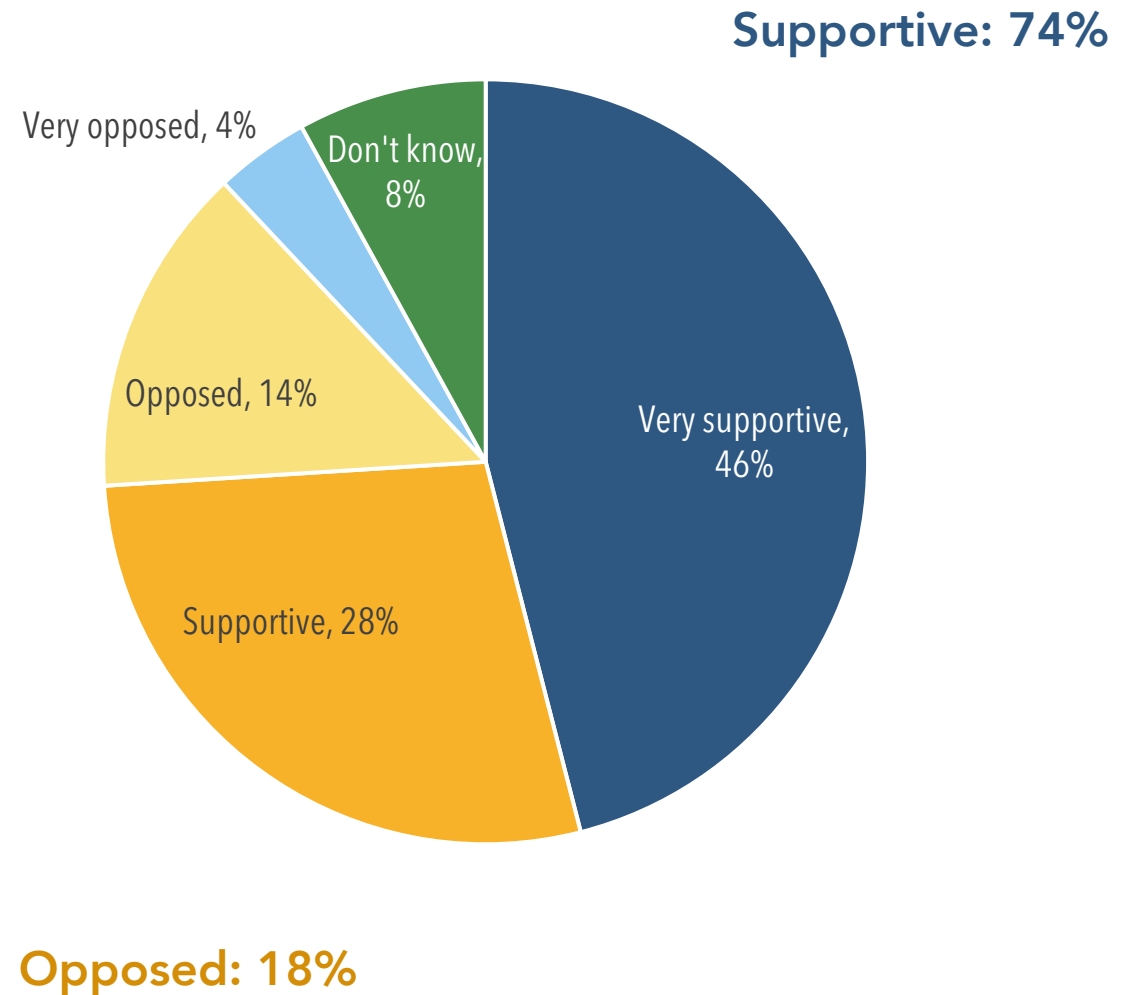
Comparison: 2002, 2006, 2021, 2022



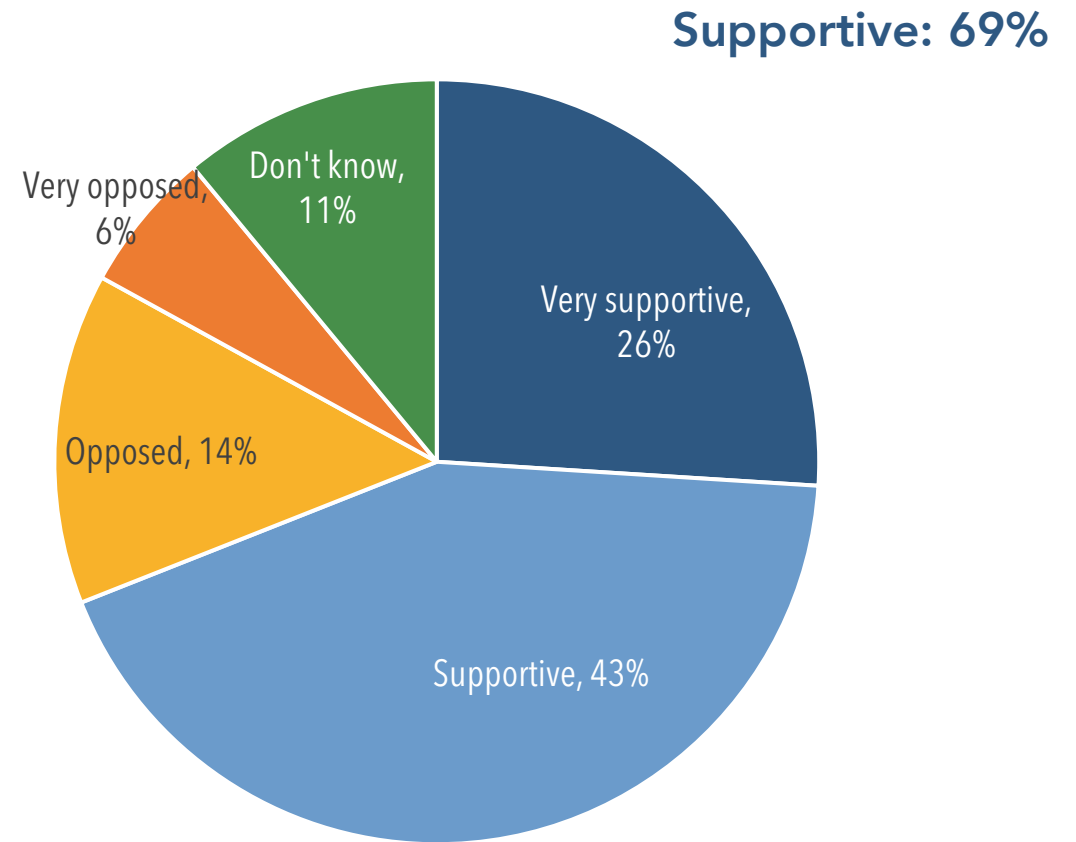
(Read before question)

Currently, the maximum number of large cruise ships that can be accommodated in Juneau's harbor at the same time is five, four docked and one at anchor.

Are you very supportive, supportive, opposed, or very opposed to CBJ working to limit the number of large cruise ships per day in Juneau's harbor to five?

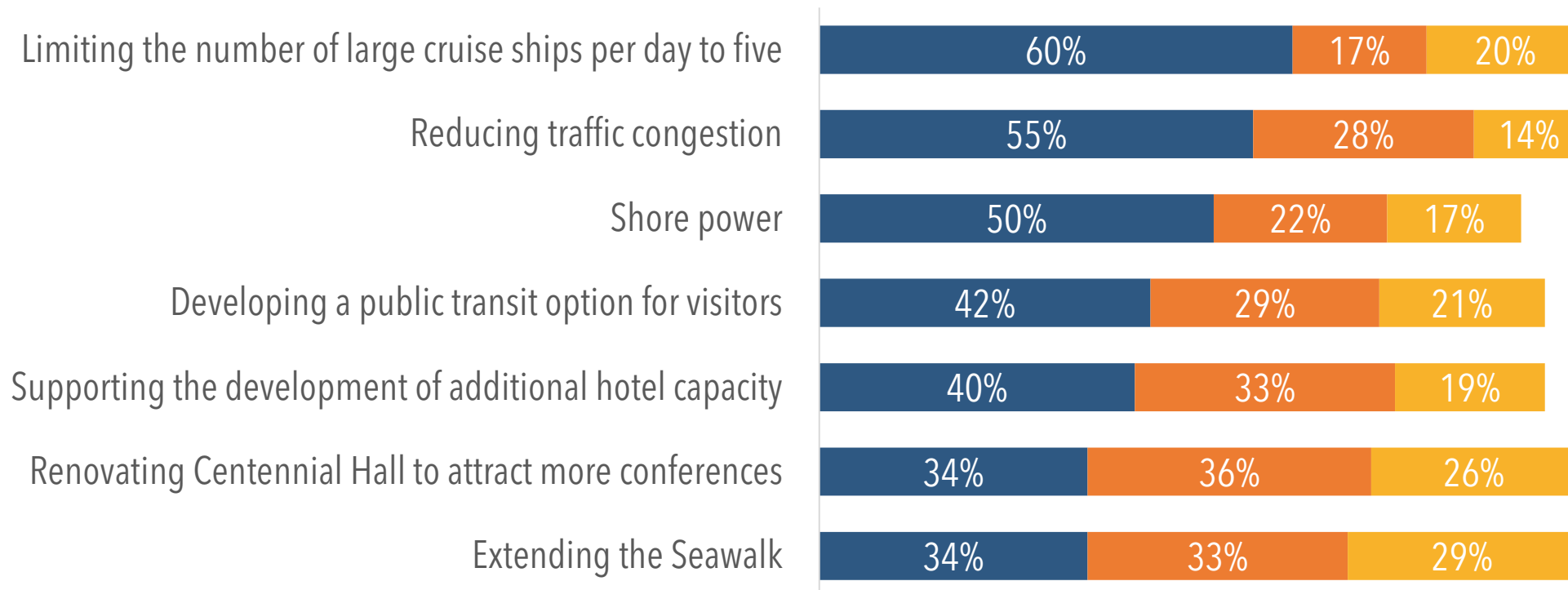


CBJ is considering developing a public transit option for visitors to access downtown and popular attractions. Would you be very supportive, supportive, opposed, or very opposed to CBJ developing this service?



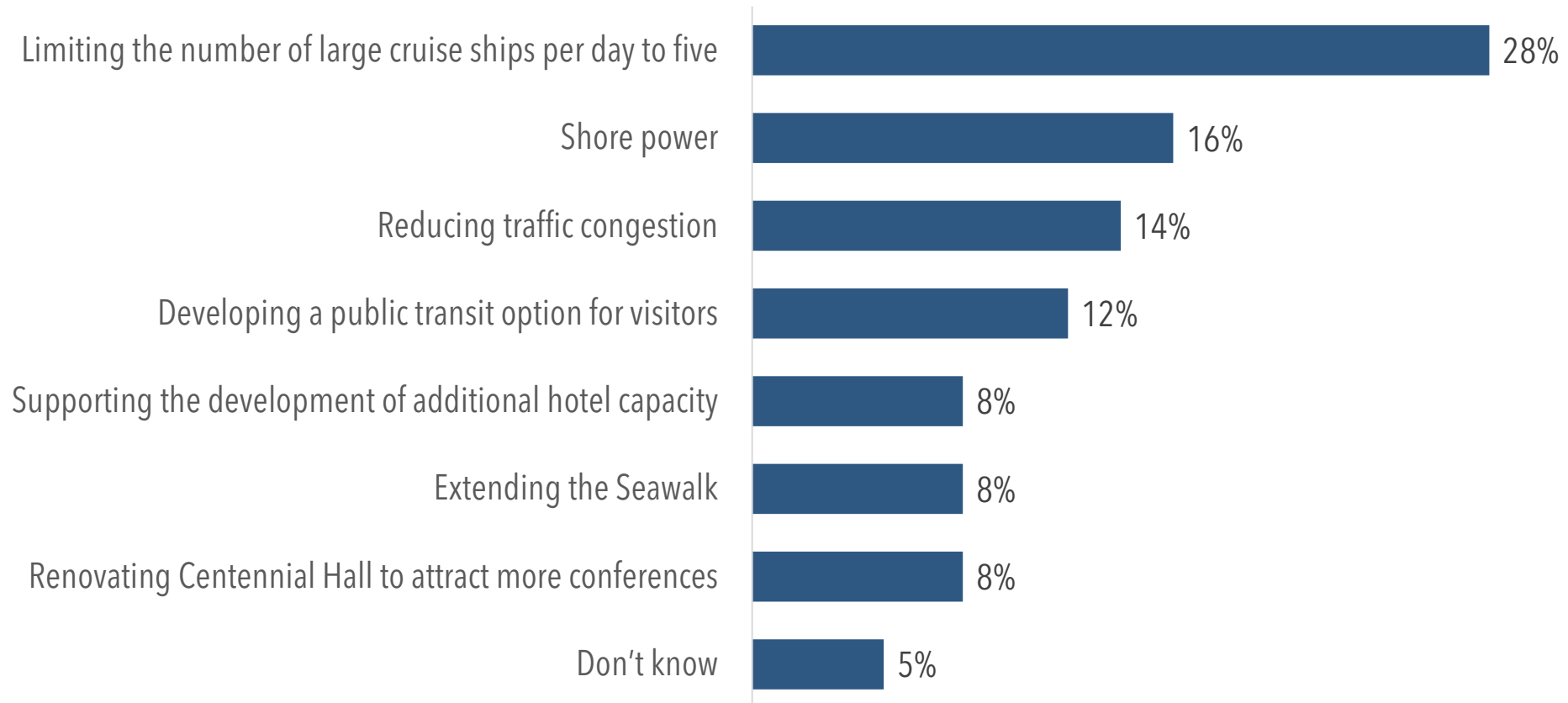
Should the CBJ Tourism Department place a high priority, medium priority, or low priority on each of the following items?

■ High priority ■ Moderate priority ■ Low priority



Note: Rows do not add to 100% due to don't know responses.

Of the priorities I just mentioned, which one do you think is MOST important?



Questions



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