



DATE: August 18, 2023

TO: Alicia Hughes-Skandijs, Chair
Dan Bleidorn, Staff
CBJ Lands, Housing, and Economic Development Committee

FROM: Liz Perry
Travel Juneau

RE: Update to LHED for quarter ended 06/30/2023

Ms. Hughes-Skandijs and Mr. Bleidorn,

This memo highlights our marketing work over the 4th quarter and into the 1st quarter of FY24.

Event & Groups Sales continues to see an uptick in interest from meeting and event planners. By the close of the 4th quarter, Juneau had benefitted from 29 events, secured by Travel Juneau, with an estimated economic impact of \$9.38M (includes IRONMAN Alaska from August 2023). Centennial Hall renovations have impacted our work, but we closed out the fiscal with more than \$20M in business secured or in the pipeline for conversion. The attached report shows business currently in our pipeline. The EGS Manager and I are contracting for this fiscal's trade shows, which will focus on Juneau as a small-market and niche meetings destination.

Destination Marketing is finishing its media and operator familiarization (FAM) season and is contracting for upcoming trade shows.

During Q4, Destination Marketing attended Cruise360, meeting with travel agents who sell to independent travelers, as well as media.

Media hosted during Q4:

Terry Sheely & Jim Goerg, freelance and contracted fishing writers
Kate Armstrong
Dana Rebmann
Jason Leppert
Paula Franklin

Additionally, during Q4, we contracted with NatGeo UK for a series of online articles and advertising to run this fall. Ads will redirect to the Travel Juneau website and we will be able to vet and/or correct articles before publication.


The Alaskan Brewing Company/Travel Juneau co-branded campaign will end in early September. As of August 15, almost 13,000 individuals entries have been received through the Travel Juneau microsite. The winner will be drawn mid-September for the May 2024 trip.

During the 4th quarter of FY23, TravelJuneau.com engaged more than 103K users and had close to 294K page views. Over the entire fiscal year, the site had over 300K users. Call and email inquiries continue to be robust, and more than 50,000 print guides were distributed to visitors, media, and travel agents during FY23. A note on metrics: Google Analytics has been replaced by the new GA4, which qualifies website users/visits more stringently and may reduce the numbers on reporting. This is a function of the system monitoring use on the site and weeding out users who show no additional activity like scrolling or accessing other pages.

Looking ahead to FY24, both Destination Marketing and Events & Group Sales are contracting for the upcoming trade show season. So far, Travel Juneau has committed to 14 shows, many of which include a sponsorship, allowing staff to make presentations to groups of planners, operators, and travel agents. Travel Juneau is again collaborating with Eaglecrest, with plans to host pro-skiers and ski videographers next season. We have access to images and videography from last season's collaboration with skier/photographer Tony Harrington for advertising and social media, signing the contract for those assets in May.

Thank you for your continued support of Travel Juneau's work for our community. Please contact me if you have questions or comments.

Regards,

A handwritten signature in black ink, appearing to read 'Liz Perry', with a stylized, cursive script.

Liz Perry
President & CEO
Travel Juneau