



TO: Christine Woll  
Chair, CBJ Assembly Finance Committee

FROM: Liz Perry  
President & CEO, Travel Juneau

DATE: January 24, 2025

RE: Update from Travel Juneau to the Assembly Finance Committee

Chair Woll and Assembly Finance Committee,

On behalf of the Travel Juneau Board of Directors, I am pleased to present the following highlights of Travel Juneau's work over the last 12 months, and provide a window to our future efforts

The organization finished FY24 well, with more conventions and meetings returning to Juneau and inbound fully independent traveler (FIT) and meeting attendee numbers trending up. Highlights for the previous fiscal and the next several months:

- Travel Juneau secured over \$4.5M in estimated economic impact (EEI) for FY24; for FY25, TJ secured over \$3M in EEI. Additionally, Events and Groups Sales has over \$6.7M in secured and potential EEI in the pipeline into 2027. Hotel prices and facility sizes are challenges in a competitive sales environment.
- Travel Juneau provided event support and sponsored ads which boosted registration for the **2024 Aukeman Tri** by 50%, almost all of whom traveled for the event. The Aukeman Tri board has set a goal of 200 athletes for their 2025 and subsequent events. TJ is currently running ads similar the one below in targeted online magazines and is working on social posts to amplify those ads. We have access to images from the 2024 race to use for future promotion and are working with local board on the event's needs to grow and maintain it.



- Travel Juneau is reaching out to other local organizations to explore potential support of their events in terms of growing the number of out-of-town participants/attendees.

- The Alaska Travel Industry Association (ATIA) convened October 22-24 with approximately 625 registrations; TJ is awaiting attendee survey results regarding their Juneau experiences.
- In collaboration with Mary Goddard and MidnightRun LLC, Travel Juneau has sponsored and released a series of cultural heritage videos focusing on Indigenous arts. A press release has already garnered interest from media, and we have an opportunity for wider viewership. Additionally, TJ has the rights to the B-roll and images for other promotional purposes. The videos are available on the Travel Juneau YouTube Channel:

**Kootéeyaa Deiyí (totem pole trail):** <https://youtu.be/x9Nopdctgvk?si=6aPTet815ES67wtX>

**Four Core Values of Alaska Native Culture:**

<https://youtu.be/uOO2DfBofVA?si=VvydPB1Oo6ORmnRi>

**Alaska Native Artist Series: Sam – Jeweler & Metal Artist:**

<https://youtu.be/Pl1Kycm7wSE?si=t5LI5n7hDo9u8DgX>

**Alaska Native Artist Series: Levi – Ravenstail Weaver:**

<https://youtu.be/bWGcUd4j5jc?si=dZ4SxxzbqUvcTlwV>

**Alaska Native Artist Series: Lee – Multi-disciplinary Artist:**

[https://youtu.be/L4gMa6G9cdk?si=UD61wrK6W\\_De7xF](https://youtu.be/L4gMa6G9cdk?si=UD61wrK6W_De7xF)

**Alaska Native Artist Series: Jill – Beader:** <https://youtu.be/BUmTrsmQUtA?si=IVP-wJRN-ilk1T1b>

The 2025 print planner has arrived and a searchable PDF is on the Travel Juneau site at <https://www.traveljuneau.com/discover-juneau/request-a-travel-guide/virtual/>. This year, we're testing a separate, lower cost print guide for visitors and meeting attendees.

- Destination Marketing will host familiarization tours (FAMs) for German-speaking tour operators and agents in May, in collaboration with ATIA.
- We are hosting a celebrity chef event and broadcast premiere in May – details available soon.
- During FY24, Visitor Information Services (VIS) assisted nearly 152K visitors at the three sites, distributed nearly 50K walking maps, and provided 2073 volunteer services hours. VIS is collaborating with the Port of Juneau regarding some improvements to the kiosk and site at the Cruise Ship Terminal.

#### TBMP/Crossing Guards

- This year and into the 2025 season, the TBMP administrator has and will continue to put considerable effort into local outreach to help ensure all residents know about the program. TBMP was represented at the annual Travel Fair, Maritime Festival, and radio programs.
- Interest in the program continues to grow from other communities in and outside of Alaska.
- Bringing program into Travel Juneau has made it more efficient and provides better data collection. A custom module inside TJ's database was developed specifically for capturing concerns, data, and creating reports for stakeholders. Travel Juneau used support hours to build out the module and microsite.
- An RFP has been issued for the Crossing Guard program for FY26 and we expect proposals within the next 3 weeks. The new contract would go into effect July 1, 2025.

Additional information is available in our third quarter report to the CBJ Grants Administrator, and I'm available to answer questions the committee may have.

Thank you for your continued support of Travel Juneau's mission to market the capital city to independent travelers, groups, and meetings/conventions.