



Travel Juneau MOA Quarterly Performance Metrics Q3 FY23

A. Number of YTD of the following persons visiting Juneau:

	Goal	YTD Actuals
Meeting planners participating in Travel Juneau-sponsored FAMs	2	0
Number of organizations who have sent one or more persons to scout and assess Juneau's suitability as a destination for their events or conventions	2	0
Tour and cruise operators participating in Travel Juneau-sponsored FAMs	3	0
Number of travel writers & influencers meeting with Travel Juneau staff while on visits to Juneau or participating in Travel Juneau-sponsored FAMs	4	9
Monthly hotel/overnight accommodation occupancy	Ave 65% for the fiscal	67.9%*

*Running 12 months; does not include March 2023

FAMS for planners and many tour operators/agents typically takes place in the last 2 quarters of the fiscal year.

B. Number YTD of trade shows attended by Travel Juneau's staff and number of resulting as follows:

	Goal	YTD Actuals
International trade shows and number of resulting DM leads	1	2 Conferences 50 leads
Travel agent and tour operator appointments held	12	7

Domestic trade shows and number of resulting leads for DM and CS	4 shows, 3 qualified leads each	4 shows, 28 media leads 338 Travel Trade leads for DM
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C. Travel Juneau's website statistics

	Goal	YTD Actuals
Users to traveljuneau.com	170,000	174,819
The average session duration	2:43	2:06
Number of requests for Juneau visitor information (through VIS)	30,000	18,072*

*Total requests for the print guide; number is driven by website visits and other means

D. YTD social media engagement across all platforms

	Goal	YTD Actuals
Facebook	56,000	50,000
Instagram	9,500	11,014
YouTube	600	529
Twitter	3,800	3,655
TikTok	500	477

E. YTD media reach and Advertising Equivalency (earned media)

	Goal	YTD Actuals
Media Reach	1.5B	482.5M
Advertising equivalency	\$15M	\$12M

- F. Confirmed bookings and estimated economic impact (EEI) for all meetings, conventions, conferences, and similar events secured through Travel Juneau marketing efforts for FY23 and each of the next three fiscal years – **See attached PDF of Definites & Assists.**
- G. All pending and confirmed Travel Juneau-secured business in the pipeline and the total pending and confirmed EEI – **See attached PDF Pipeline report.**