




DATE: April 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 03/31/02023 (Rev)

Ms. Hughes-Skandijs and Mr. Bleidorn,

This memo outlines our marketing work over the 3rd quarter. Financial and metrics information through March are attached. Event & Group Sales Pipeline and Definite/Assisted Business are current as of today.

Event & Groups Sales is seeing an uptick in interest from meeting and event planners, and is now working into 2026. By the end of FY2023, Juneau will see 27 events with an estimated economic impact of \$9.3M secured by Travel Juneau. Centennial Hall renovations have impacted our work, but we have over \$17.9M of business currently secured or in the pipeline as leads. The attached report shows business currently in our pipeline. Heather Collins has joined the team as the Event & Group Sales Manager, taking over from Vicki Logan who retired in December. Ms. Collins and I are evaluating several trade shows which have been consistent sources of meeting leads.

Destination Marketing is finishing its trade show season, having participated at the following events:

During Q3, Destination Marketing attended Travel & Adventure Shows in both Chicago and New York, attended a travel advisor training in Detroit with other destinations and tour operators throughout the state, and met with 20 members of the international travel trade and media at GoWest Summit in Anchorage. After GoWest we invited 6 international travel advisors to join us in Juneau for 2 nights and we introduced them to our winter tourism scene. Other Destination Marketing highlights:

- Hosted travel advisor from Denmark, Hanne Toft
- Teamed with Eaglecrest, UnCruise Adventures and Alaska Powder Descents in hosting renowned ski photographer Tony Harrington for one week.
- Served as a panelist at the Heritage and Cultural Tourism Conference in Sitka
- Attending Cruise360 with two TJ partner businesses

Travel Juneau is happy to announce a co-branded campaign with Alaskan Brewing Company in conjunction with a product introduction to the Lower 48. The promotion will include a trip giveaway for 2024 and includes air fare, lodging, and a number of excursions provided by Travel Juneau partners. Both organizations anticipate that the campaign, running May-September, will be seen by approximately 3.9 million people.

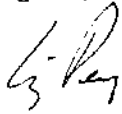
We continue our collaboration with Eaglecrest, hosting ski media and rolling out seasonal promotions aimed at skiers in the Pacific Northwest.

TravelJuneau.com saw over 62,000 users this quarter and had close to 160,000 page views. Since the beginning of the fiscal, the site has had nearly 178,000 users. Call and email volume is up as are requests for the visitor guide. More than 18,000 print guides have been distributed to visitors, media, and travel agents since January 1.

Travel Juneau will host the annual Travel Fair on Saturday, April 22, 2023 at the JACC. This is our free community event where partners offer locals discounts and giveaways; this year, Travel Juneau is collaborating with the JAHC and their open air market.

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

Regards,

A handwritten signature in black ink, appearing to read 'Liz Perry'.

Liz Perry
President & CEO
Travel Juneau