



Travel Juneau MOA Quarterly Performance Metrics Q1 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 meeting with Travel Juneau staff while on visits to Juneau or participating in Travel Juneau-sponsored FAMs	4	3
Monthly hotel/overnight accommodation occupancy	Ave 65% for the fiscal	86.55%*

*Includes July & August only; September average not available at report time

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	0
Travel agent and tour operator appointments held	12	0
Domestic trade shows and number of resulting leads for DM and CS	4 shows, 3 qualified leads each	0

C. Travel Juneau's website statistics

	Goal	YTD Actuals
Unique users to traveljuneau.com	170,000	72,450
Average length of time on site	2:43	2:03
Number of requests for Juneau visitor information (through VIS)	30,000	9,921

D. YTD social media engagement across all platforms

	Goal	YTD Actuals
Facebook	56,000	49,868
Instagram	9,500	10,100
YouTube	600	462
Twitter	3,800	3,725
TikTok	500	363

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

	Goal	YTD Actuals
Media Reach	1.5B	462,771,844
Advertising equivalency	\$15M	\$9.59 Million

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**