




TO: Ms. Carole Triem
Chair – Assembly Finance Committee, City & Borough of Juneau
FROM: Liz Perry 
President & CEO, Travel Juneau
DATE: April 18, 2023

Chair Triem,

On behalf of our board of directors, thank you and the Assembly Finance Committee for the opportunity to present Travel Juneau's proposed FY24 budget. Accompanying the budget and associated documents is our FY2022 Annual Report.

The FY24 budget includes our annual request of Hotel Bed Tax based upon projections from CBJ Finance. The requested grants of Marine Passenger Fees support Visitor Information Services as well as the Crossing Guard and TBMP programs. This budget reflects salary adjustments and inflation-driven cost increases.

Travel Juneau continues to rebuild momentum as the industry recovers post-pandemic. Highlights for last 12 months include:

- securing, planning, and delivering a successful IRONMAN Alaska Triathlon; this exercise generated opportunities to grow and support existing and new home-grown athletic and other events
- increased participation at consumer and industry trade shows and events
- increased website traffic – virtually worldwide
- renewed interest in Juneau as a meeting destination

McHugh Pierre, Travel Juneau board chair, will also be present and available to answer questions.

Sincerely,

Liz Perry
President & CEO
Travel Juneau