



2022

ANNUAL REPORT

PREPARED BY

TRAVEL JUNEAU

www.traveljuneau.com

907.586.2201

MEET THE TEAM



LIZ PERRY
JOINED DECEMBER 2012
PRESIDENT & CEO



ALICIA LEAMER
JOINED NOVEMBER 2018
OPERATIONS MANAGER



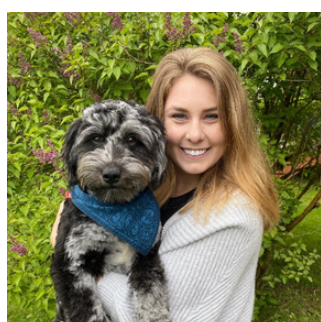
KARA TETLEY
JOINED APRIL 2014
DESTINATION MARKETING MANAGER



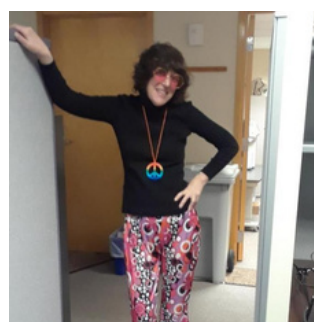
VICKI LOGAN
JOINED OCTOBER 2017
CONVENTION SALES MANAGER



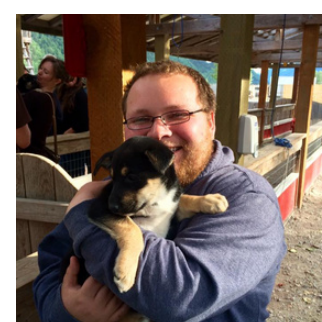
BEN RUBENSTEIN
JOINED NOVEMBER 2019
PARTNERSHIP SERVICES MANAGER



SARAH LANDEN
JOINED MARCH 2022
VISITOR SERVICES MANAGER



THERESA SULLIVAN
JOINED JUNE 2006
DIRECTOR OF FINANCE



TIM SISLO
JOINED OCTOBER 2022
VISITOR SERVICES COORDINATOR

FROM THE BOARD CHAIR

Dear Travel Juneau Partners,

On behalf of your Board of Directors and the Travel Juneau staff, it is my pleasure to present the annual report for the fiscal year 2022 and spotlight some of the organization's achievements.

By the end of FY22, an easing of travel restrictions and increased level of traveler confidence boosted the number of visitors. Partners reported a brisk pace for bookings for the end of the 2021 season and first two of 2022. By late May, because of a number of factors, most of our accommodations reported full occupancy for the last half of the season. The biggest hurdle partners continue to face remains staffing. Travel Juneau is teaming up with the Juneau Economic Development Council and Alaska Travel Industry Association for solutions in workforce development, with the understanding that the lack of staffing and staff housing will remain challenges for the near term.

I am happy to report that Travel Juneau has developed a solid working relationship with CBJ's new Tourism Manager, who also facilitated the negotiation of a new Memorandum of Agreement (MOA) with the city. This was implemented July 1 of this year, and provides a path toward an even stronger relationship with the CBJ Assembly to enable Travel Juneau to fulfill its mission.

Travel Juneau hosted an in-person Travel Fair in April, the first since 2019. An estimated 750 community members attended the Saturday event, taking advantage of locals' specials. Two new events that have terrific potential to bring more visitors to Juneau for our arts scene also received modest support: Aak'w Rock and Alaska Fashion Week. Both of these events saw growth from FY22 and anticipate growth next year and beyond.

Although it technically took place in FY23, Travel Juneau hosted the first of three IRONMAN Alaska races, and it was an immense success for the community as athletes from all over the globe marveled at Juneau's scenery and hospitality. Travel Juneau is proud to be able to bring this marquee event to our city and fund it from our operating budget. The level of promotional value with independent travelers for Juneau is incalculable. During FY22, Travel Juneau was at the forefront of planning and communications, assisting the organizers with referrals, and delivering nearly two volunteers for every athlete. I'm happy to report that IRONMAN organizers were able to source more than 85% of their vendors locally or regionally from referrals provided through Travel Juneau. As a result of our, Juneau benefited from increased sales and hotel bed tax revenue, as well as recognition on an international scale.

It appears that 2023 will be another banner year in the industry. I've been honored to serve as the Chair of Travel Juneau's board, and now hand the gavel to McHugh Pierre. Thank you again for your partnership, which supports the visitor industry in Alaska's capital city.

Richard Burns

Chair, Travel Juneau Board of Directors



BALANCE SHEET FY22

	FY22	FY21
CURRENT ASSETS	\$762,545	\$1,167,748
WEBSITE & OTHER CAPITAL ASSETS	\$7,155	\$ 22,579
TOTAL ASSETS	\$769,700	\$1,190,327
CURRENT LIABILITIES	\$321,672	\$ 520,098
NET ASSETS	\$448,028	\$ 670,229
TOTAL LIABILITIES & NET ASSETS	\$769,700	\$1,190,327

FY22 INCOME

44.38%	CBJ Hotel Bed Tax and MPFs	\$625,000
4.40%	Partner fees	\$62,001
9.80%	Ad & Event Income	\$138,016
6.28%	TBMP (pass-through)	\$88,429
1.22%	Crossing Guard Program (pass-through)	\$17,223
33.89%	COVID grant funding, incl PPP	\$477,203
-	CARES Act	\$2,000
-	Other	\$301

TOTAL INCOME

\$1,408,173

FY21 EXPENSES

29.68%	Destination Marketing	\$385,072
11.85%	Administration	\$208,203
12.04%	Visitor Information Services	\$202,441
0.00%	Crossing Guard (pass-through)	\$52,087
7.18%	Convention Sales	\$186,806
6.30%	Partnership Services	\$103,511
0.30%	TBMP (pass-through)	\$17,223
32.64%	Special projects - COVID grant programs	\$475,204

TOTAL EXPENSES

\$1,630,547

FY22 ARRIVALS

July 1, 2021 – June 30, 2022

797,152

LARGE CRUISESHIP

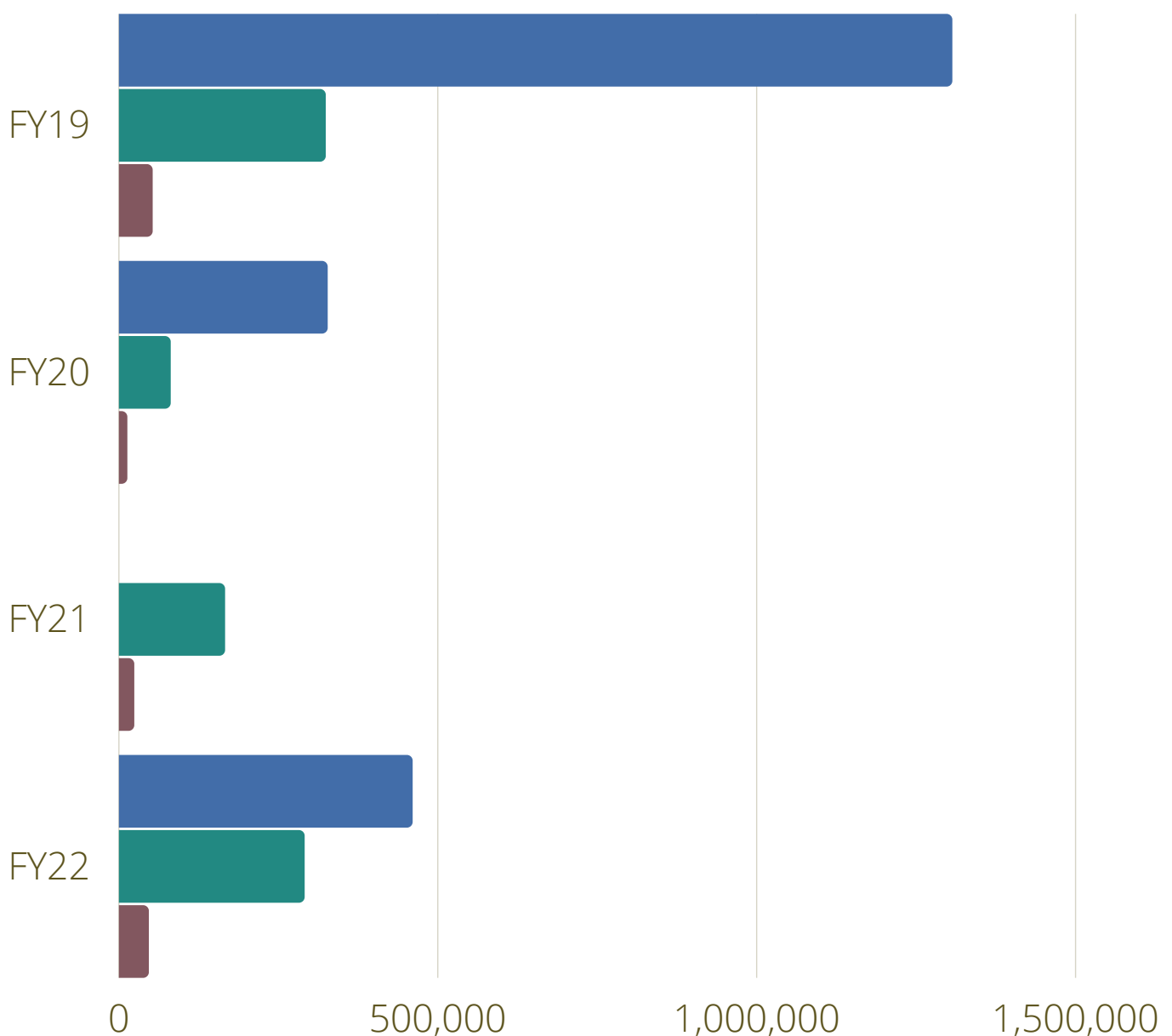
459,613

AIR ARRIVALS

290,646

ALASKA MARINE HIGHWAY

46,893





CONVENTION SALES

**\$28.15 FOR EVERY
\$1 INVESTED IN
CONVENTION SALES IN FY22**

	FY22	FUTURE MEETINGS
ROOM NIGHTS	6,986	24,862
EEI (ESTIMATED ECONOMIC IMPACT)	\$6.52M	\$19.94M

DESTINATION MARKETING

TRAVELJUNEAU.COM STATS

252K

PAGEVIEWS

201K

SESSIONS

2:14

AVG SESSION
DURATION

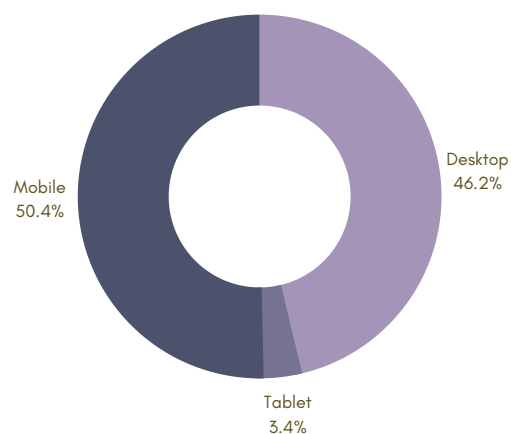
1.25

PAGES/SESSION

TOP 5 LANDING PAGES

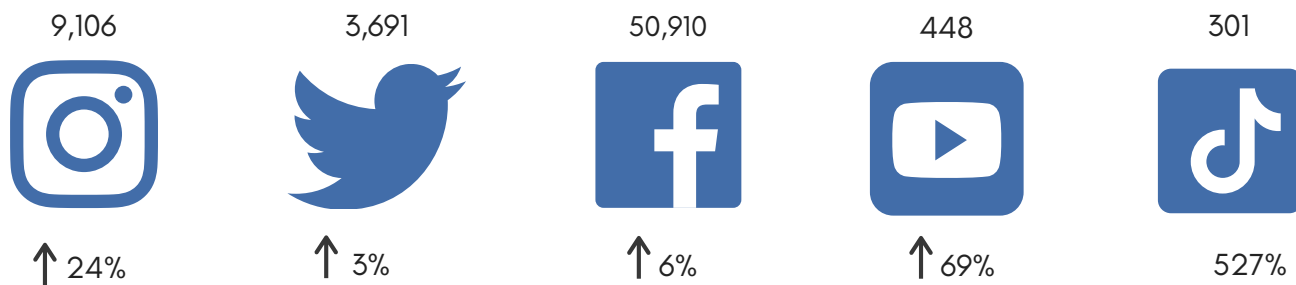
1. traveljuneau.com
2. traveljuneau.com/plan-your-trip/getting-here-and-around/travel-to-juneau-by-ferry
3. traveljuneau.com/things-to-do/glacier-sightseeing/mendenhall-glacier/
4. traveljuneau.com/things-to-do/whale-watching-wildlife-viewing
5. traveljuneau.com/events/

DEVICE





SOCIAL MEDIA FOLLOWERS



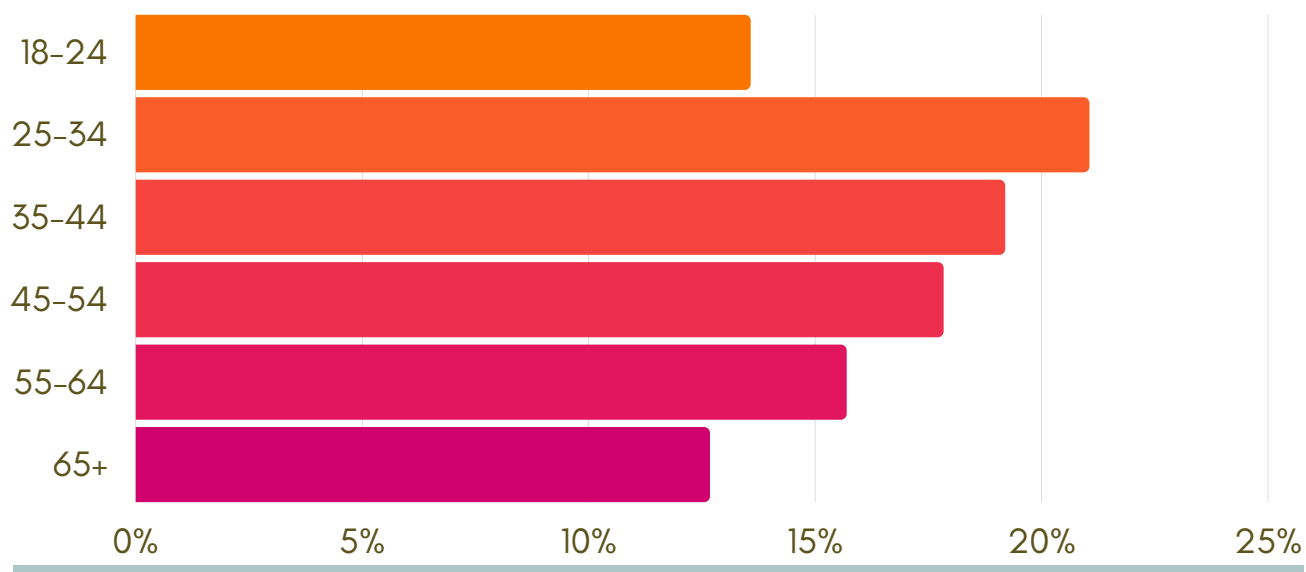
TOP 5 SEARCH TERMS

1. **TRAM**
2. **WHALE WATCHING**
3. **COVID**
4. **TRACY ARM**
5. **FISHING**

TOP 5 STATES

1. **ALASKA**
2. **CALIFORNIA**
3. **WASHINGTON**
4. **TEXAS**
5. **ILLINIOS**

AGE DEMOGRAPHICS





VISITOR SERVICES

161

VOLUNTEERS

1,632

**VOLUNTEER
HOURS**

52,283

**VISITORS
SERVED**

30,528

**GUIDES
DISTRIBUTED**

BOARD OF DIRECTORS

CHAIR

McHugh Pierre
Goldbelt, Inc

Secretary

Kirby Day
Holland America Group

Tom Sullivan

First National Bank Alaska

VICE-CHAIR

Dan Blanchard
UnCruise Adventures

Past Chair/Ex Officio

Richard Burns
ABC Superstations

CBJ Staff liaison

Alexandra (Alix) Pierce
Tourism Manager

TREASURER

John McConnochie
Cycle Alaska

Reecia Wilson
Juneau Waterfront Restaurants

Andy Kline
Alaska Seaplanes

CBJ Assembly Liaison

Greg Smith
CBJ Assembly

CURRENT ASSOCIATE PARTNERS

TIER 1



TIER 2

Alaska Litho

TIER 3

Alaska Broadcast Communications, Inc.
Alaska Electric Light & Power Company
Coeur Alaska - Kensington Mine
Cruise Lines International Assn. of Alaska
Elgee Rehfeld, LLC
First National Bank Alaska

Holland America Group - Princess Cruises
McKinley Research Group, LLC
Northrim Bank
Printing Trade Company
Royal Caribbean Group
True North Federal Credit Union

