




TO: Wade Bryson
Chair, CBJ Lands, Housing & Economic Development Committee

FROM: Liz Perry 
President & CEO, Travel Juneau

DATE: March 17, 2025

RE: Update from Travel Juneau

Chair Bryson and Lands, Housing, & Economic Development Committee,

On behalf of the Travel Juneau Board of Directors, I am pleased to present the following highlights of Travel Juneau's efforts in FY24 and provide a window to our future efforts. Accompanying this memo is a PDF of our FY24 annual report.

The organization finished the fiscal well, with more conventions and meetings returning to Juneau, and inbound fully independent traveler (FIT) and meeting attendee numbers trending up. Highlights for the previous fiscal and the next several months:

- Travel Juneau is excited to announce our collaboration and sponsorship with celebrity chef, TV host, and cookbook author Pati Jinich with her new PBS series, *Pati Jinich Explores Panamericana*, premiering in May, 2025. Ms. Jinich is host of the long-running PBS show, *Pati's Mexican Table*, the recipient of a James Beard Award for her documentary work, and is the author of four cookbooks. Ms. Jinich and her family will be in Juneau May 30-June 1 to participate in a watch party and public book signing.
- To date, Travel Juneau has secured meetings delivering more than \$3.5M in estimated economic impact (EEI) for FY25. Additionally, Events and Groups Sales has over \$7.15M YTD in secured and potential EEI in the pipeline into 2027. Hotel prices and facility sizes remain challenges in a highly competitive sales environment.
- As reported to the Assembly Finance Committee in January, Travel Juneau provided event support and sponsored ads which boosted registration for the **2024 Aukeman Tri** by 50%, almost all of whom traveled for the event. The Aukeman Tri board has set a goal of 200 athletes for their 2025 and subsequent events. TJ is currently running ads similar the one below in targeted online magazines and is working on social posts to amplify those ads. Aukeman Tri reports that registrations for the 2025 event are outpacing those from this time last year.



- Travel Juneau is reaching out to other local organizations to explore potential support of their events in terms of growing the number of out-of-town participants/attendees. We are currently in discussions to assist with and promote a new food festival for the city with a kick-off event in September, 2025. Details are pending.
- The Alaska Travel Industry Association (ATIA) convened October 22-24 with approximately 625 registrations; it appears that a large portion of attendees stayed in local STRs. Survey results indicate meeting capacity concerns with Centennial Hall; ATIA staff and attendees noted a high level of service from Centennial Hall staff.
- In collaboration with Mary Goddard and MidnightRun LLC, Travel Juneau has sponsored and released a series of cultural heritage videos focusing on Indigenous arts. A press release has already garnered interest from media, and we have an opportunity for wider viewership. Additionally, TJ has the rights to the B-roll and images for other promotional purposes. The videos are available on the Travel Juneau YouTube Channel:

Kootéeyaa Deiyí (totem pole trail): <https://youtu.be/x9Nopdctgvk?si=6aPTet815ES67wtX>

Four Core Values of Alaska Native Culture:

<https://youtu.be/uOO2DfBofVA?si=VvydPB1Oo6ORmnRi>

Alaska Native Artist Series: Sam – Jeweler & Metal Artist:

<https://youtu.be/Pl1Kycm7wSE?si=t5LI5n7hDo9u8DgX>

Alaska Native Artist Series: Levi – Ravenstail Weaver:

<https://youtu.be/bWGCud4i5jc?si=dZ4SxxzbqUvcTlwV>

Alaska Native Artist Series: Lee – Multi-disciplinary Artist:

https://youtu.be/L4gMa6G9cdk?si=UD61wrK6W_De7xF

Alaska Native Artist Series: Jill – Beader: <https://youtu.be/BUmTrsmQUtA?si=IVP-wJRN-ilk1T1b>

- The 2025 print planner has arrived and a searchable PDF is on the Travel Juneau site at <https://www.traveljuneau.com/discover-juneau/request-a-travel-guide/virtual/>. This year, we're testing a separate, lower cost print guide for visitors and meeting attendees. I have provided a copy of each for members of the committee.
- The annual Travel Fair is April 19 at the Juneau Arts & Culture Center from 11AM – 3PM. The event runs concurrently with JAHc's first Fresh Air Market of the season and a TJ volunteer training, and is free to the public. The community is invited to attend and meet some of our partners, take advantage of locals discounts, and register to win Alaska Airlines tickets. occurs that day, and TJ volunteers will a major training.
- Destination Marketing will host familiarization tours (FAMs) for German-speaking tour operators and agents in May, in collaboration with ATIA.

- March 5-7, Event & Group Sales (EGS) hosted a 2.5-day FAM for a regional association that is very interested in bringing meetings and trainings to Juneau as part of their portfolio of meeting destinations. Additional meeting planner FAMs will take place in May.
- During FY24, Visitor Information Services (VIS) assisted nearly 152K visitors at the three sites, distributed nearly 50K walking maps, and provided 2073 volunteer services hours. VIS is collaborating with the Port of Juneau regarding some improvements to the kiosk and site at the Cruise Ship Terminal.

TBMP/Crossing Guards

- This year and into the 2025 season, the TBMP administrator has and will continue to put considerable effort into local outreach to help ensure all residents know about the program.
- TBMP was represented at the annual Travel Fair, Maritime Festival, and radio programs.
- Interest in the program continues to grow from other communities in and outside of Alaska.
- Bringing program into Travel Juneau has made it more efficient and provides better data collection. A custom module inside TJ's database was developed specifically for capturing concerns, data, and creating reports for stakeholders. Travel Juneau used support hours to build out the module and microsite.
- Proposals have been received for the RFP issued for the FY26 Crossing Guard program. The TBMP administrator anticipates making the award by March 14, with the new contract effective July 1, 2025.

Travel Juneau is also tracking the status of the Mendenhall Glacier Visitor Center and Recreation Area with regard to the recent federal spending cuts, and is in communication with the Tourism Manager's office and staff at the local USFS office.

Additional information is available in our third quarter report to the CBJ Grants Administrator, and I'm available to answer questions the committee may have.

Thank you for your continued support of Travel Juneau's mission to market the capital city to independent travelers, groups, and meetings/conventions.