



# FY2024 ANNUAL REPORT

PREPARED BY

**TRAVEL JUNEAU**

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[www.traveljuneau.com](http://www.traveljuneau.com)

907.586.2201



# MEET THE TEAM



**LIZ PERRY**  
JOINED DECEMBER 2012  
PRESIDENT & CEO



**KRISTI SWITZER**  
JOINED JULY 2023  
DESTINATION MARKETING  
MANAGER



**HEATHER COLLINS**  
JOINED FEBRUARY 2023  
EVENT & GROUP SALES  
MANAGER



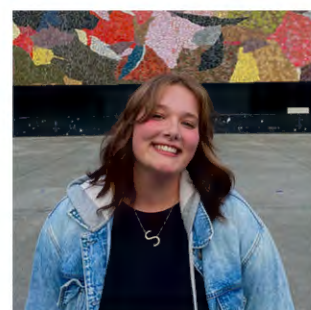
**TAMMIE HANSON**  
JOINED NOVEMBER 2023  
PARTNERSHIP SERVICES MANAGER



**TIMOTHY SISLO**  
JOINED OCTOBER 2022  
VISITOR SERVICES  
MANAGER



**LAURA JIM**  
JOINED NOVEMBER 2024  
OPERATIONS MANAGER



**SYDNEY RICHER**  
JOINED JANUARY 2025  
VISITOR SERVICES  
COORDINATOR





# FROM THE BOARD CHAIR

Thank you for your commitment to quality destination marketing for our community. Travel Juneau continues to be relevant in the marketplace, delivering results that benefit our hometown in many ways.

This past year, Travel Juneau secured more than \$4.5M in estimated economic impact through meetings, conferences, and conventions. In October, we hosted the Alaska Travel Industry Association's 630 attendees at their annual convention, bringing close to \$1M in direct and indirect spending across the city. Our sales efforts remain focused on securing business in the shoulder seasons and smaller meetings during the busy summer months.

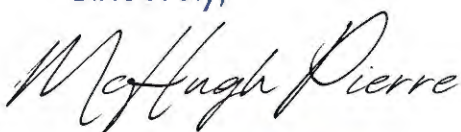
Travel Juneau also assisted Aukeman Triathlon in securing an additional 50 athletes toward their long-term goal of 200 total participants. We provided cash and promotional support which directly impacted registration.

We're also very proud of our collaboration with Mary Goddard and MidnightRun LLC on the production and distribution of 6 videos showcasing the new Kootéeyaa Deiyí (totem trail) and 4 Alaska Native artists. Our goal is to help inspire and educate those who wish to learn more about Juneau's rich Alaska Native culture.

Research has shown that destinations require consistent and regular marketing to capture their share of travelers. Your partnership not only helps support this important work, but provides you with leveraged advertising and opportunities for exposure to all of Juneau's visitors. I look forward to working with you to make our community grow, continue to provide career and business opportunities to our residents, and protect the visitor industry, a pillar of our economy.

Thanks again for being a Travel Juneau partner – here's to a healthy and prosperous 2025.

Sincerely,



**McHugh Pierre**

Board Chair



# BALANCE SHEET

## FY24

	FY24	FY23
<b>CURRENT ASSETS</b>	<b>\$1,527,986</b>	<b>\$1,104,291</b>
<b>WEBSITE &amp; OTHER CAPITAL ASSETS</b>	<b>-0-</b>	<b>-0-</b>
<b>TOTAL ASSETS</b>	<b>\$1,527,986</b>	<b>\$1,104,291</b>
<b>CURRENT LIABILITIES</b>	<b>\$604,032</b>	<b>\$570,560</b>
<b>NET ASSETS</b>	<b>\$923,954</b>	<b>\$533,731</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,527,986</b>	<b>\$1,104,291</b>



## FY24 INCOME

58.7%	<b>CBJ Hotel Bed Tax and MPFs</b>	<b>\$1,365,180</b>
3.01%	<b>Partner fees</b>	<b>\$70,183</b>
6.3%	<b>Ad &amp; Event Income</b>	<b>\$145,593</b>
1.6%	<b>TBMP (pass-through)</b>	<b>\$36,587</b>
29.5%	<b>Crossing Guard Program (pass-through)</b>	<b>\$684,783</b>
0.97%	<b>Other</b>	<b>\$22,557</b>

**TOTAL INCOME**

**\$2,324,883**

## FY24 EXPENSES

24%	<b>Destination Marketing</b>	<b>\$465,058</b>
10.9%	<b>Administration</b>	<b>\$210,507</b>
13.7%	<b>Visitor Information Services</b>	<b>\$265,546</b>
34.4%	<b>Crossing Guard (pass-through)</b>	<b>\$665,524</b>
8.3%	<b>Convention Sales</b>	<b>\$161,599</b>
5.9%	<b>Partnership Services</b>	<b>\$113,300</b>
1.9%	<b>TBMP (pass-through)</b>	<b>\$36,587</b>
0.9%	<b>Special Project (IMAK Research)</b>	<b>\$17,500</b>

**TOTAL EXPENSES**

**\$1,935,621**

FY24 ARRIVALS

2,119,450

**CRUISE SHIP**

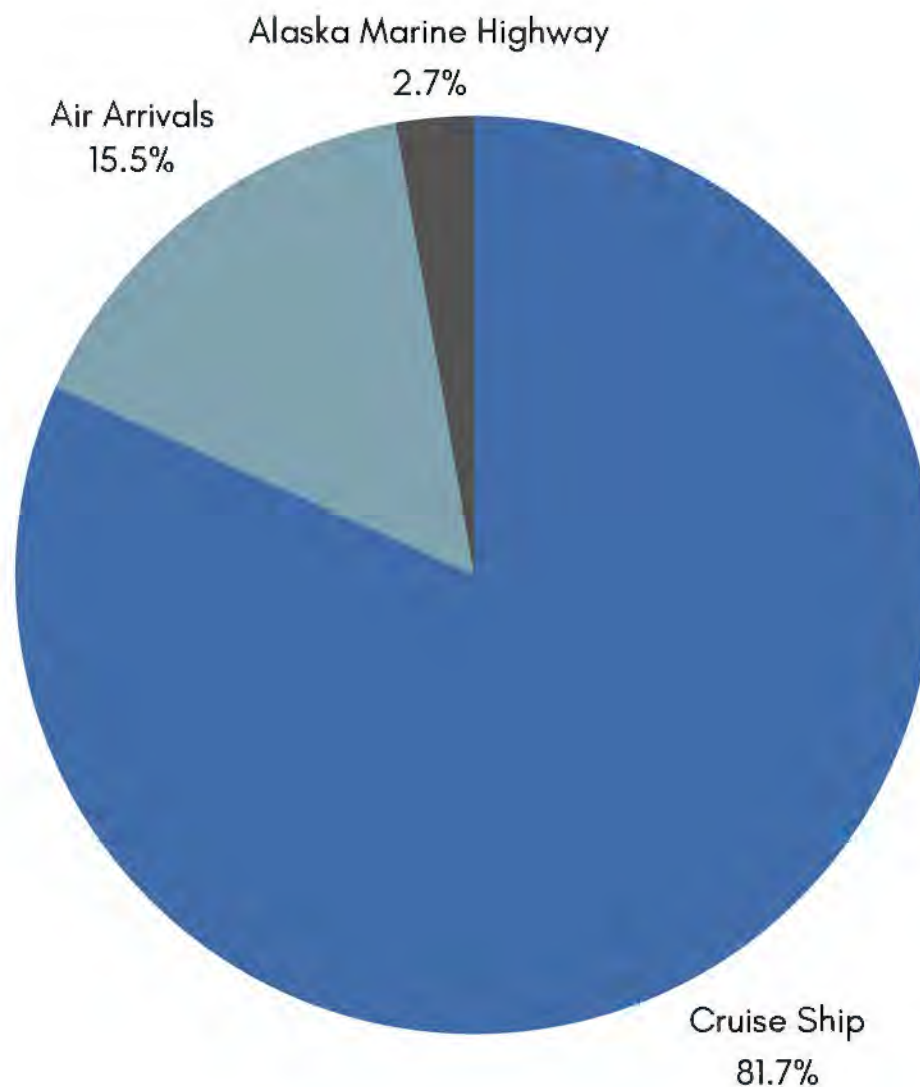
**1,732,000**

**AIR ARRIVALS**

**329,295**

**ALASKA MARINE HIGHWAY**

**58,155**





# EVENT AND GROUP SALES

**\$13.07 FOR EVERY  
\$1 INVESTED IN  
CONVENTION SALES IN FY24**

	<b>FY24</b>	<b>FUTURE MEETINGS</b>
<b>ROOM NIGHTS</b>	8,647	18,295
<b>EEI (ESTIMATED ECONOMIC IMPACT)</b>	\$3.4M	\$6.9M



# DESTINATION MARKETING

## TRAVELJUNEAU.COM STATS

464K

PAGEVIEWS

159K

SESSIONS

1:38

AVG SESSION  
DURATION

2.8

PAGES/SESSION

### TOP 5 LANDING PAGES

1. [traveljuneau.com](#)
2. [/things-to-do/glacier-sightseeing/mendenhall-glacier/](#)
3. [/plan-your-trip/getting-here-and-around/travel-to-juneau-by-ferry/](#)
4. [/plan-your-trip/maps-and-travel-tools/cruiseship-calendar/](#)
5. [/things-to-do/top-attractions/downtown-street-tour/](#)

### PRINT & DIGITAL MEDIA

1. New York Times
2. AFAR Magazine
3. Passport Magazine
4. Northwest Travel & Life
5. Group Leader
6. American Bus Association
7. Explore Magazine
8. Travel Age West
9. Backpack
10. Travel Weekly



## SOCIAL MEDIA FOLLOWERS

13,017



↑ 14%

51,133



↑ 2.13%

705



↑ 28.88%

1,033



↑ 100.43%

### TOP 5 SEARCH TERMS

1. JUNEAU ALASKA
2. JUNEAU
3. MENDENHALL GLACIER
4. JUNEAU, ALASKA
5. CAPITAL OF ALASKA

### TOP 5 US METRO TRAVEL AREAS

1. SEATTLE
2. JUNEAU
3. ANCHORAGE
4. LOS ANGELES
5. CHICAGO

## TOP PERFORMING KEY EVENTS

1. PARTNER PROFILE PAGE VIEW
2. PARTNER WEBSITE REFERRALS
3. GET A GUIDE
4. EVENTS CALENDAR

# VISITOR SERVICES

76

**VOLUNTEERS**

2,092

**VOLUNTEER  
HOURS**

151,689

**VISITORS  
SERVED**

41,439

**GUIDES  
DISTRIBUTED**



# BOARD OF DIRECTORS

## CHAIR

McHugh Pierre  
Goldbelt, Inc

## VICE-CHAIR

Dan Blanchard  
UnCruise Adventures

## TREASURER/SECRETARY

Tom Sullivan  
First National Bank Alaska

## DIRECTORS

Andy Kline  
Alaska Seaplanes

Will Race  
Cedar Group

Serene Hutchinson  
Juneau Tours & Whale Watch

Kristen Strom  
Eaglecrest Ski Area

Skye Stekoll  
Forbidden Peak Brewery

## CBJ STAFF LIAISON

Alexandra (Alix) Pierce  
Tourism Manager

## CBJ ASSEMBLY LIAISON

Paul Kelly  
CBJ Assembly

# CURRENT ASSOCIATE PARTNERS

## TIER 1



## TIER 2

Alaska Litho  
First National Bank Alaska

## TIER 3

Alaska Electric Light & Power Company  
Cedar Group  
Coeur Alaska - Kensington Mine  
Cruise Lines International Assn. of Alaska  
Holland America Group - Princess Cruises  
Local First Media

McKinley Research Group, LLC  
Northrim Bank  
Printing Trade Company  
Royal Caribbean Group  
True North Federal Credit Union



