



2023

ANNUAL

REPORT

PREPARED BY

TRAVEL JUNEAU

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



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

Why is Travel Juneau important to you?

Travel Juneau is the marketing entity that represents Juneau as a destination for all activities. It focuses on persuading fully independent travelers (FIT) and groups to Juneau for business, conventions, and leisure. Your membership and support help demonstrate the many ways visitors accomplish their goals in Juneau, whether through business or pleasure.

The strategic goals of Travel Juneau have never been clearer: Significantly increase FIT and business travel to Juneau, especially during periods with lower hotel occupancy levels. We know when tourists visit in the summer, and we know when legislative activity happens in the winter, but how do we encourage people to visit Juneau for a weekend in February? Weekend travel in the summer is an easy decision, how do we encourage weekday visits to Juneau in July?

Improvements to Centennial Hall and improvements at Eaglecrest are critical to making these goals become reality. Hotel and lodging availability is important, too.

Consistent marketing of our unique cultural experiences and adventure activities, only 2 hours by air from Seattle, is a sure way to reach our goal and consistently add visitors to Juneau year-over-year.

I look forward to collaborating 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.

Thank you for your partnership, for a great 2023, and I look forward to a prosperous 2024.

Sincerely,



McHugh Pierre

Board Chair

BALANCE SHEET

FY23

	FY23	FY22
CURRENT ASSETS	\$1,104,291	\$762,545
WEBSITE & OTHER CAPITAL ASSETS	-0-	\$7,155
TOTAL ASSETS	\$1,104,291	\$769,700
CURRENT LIABILITIES	\$570,560	\$321,672
NET ASSETS	\$533,731	\$448,028
TOTAL LIABILITIES & NET ASSETS	\$1,104,291	\$769,700

FY23 INCOME

73.1%	CBJ Hotel Bed Tax and MPFs	\$1,170,236
4.2%	Partner fees	\$67,767
9.6%	Ad & Event Income	\$153,285
1.6%	TBMP (pass-through)	\$25,178
10.0%	Crossing Guard Program (pass-through)	\$161,311
1.5%	Other	\$22,041

TOTAL INCOME

\$1,599,818

FY23 EXPENSES

33.7%	Destination Marketing	\$510,460
18.3%	Administration	\$276,619
15.2%	Visitor Information Services	\$230,739
10%	Crossing Guard (pass-through)	\$151,305
12.6%	Convention Sales	\$191,597
8.5%	Partnership Services	\$128,985
1.7%	TBMP (pass-through)	\$25,178

TOTAL EXPENSES

\$1,514,883

2023 SEASON ARRIVALS

2,066,142

LARGE CRUIESHIP

1,653,000

SMALL CRUIESHIP

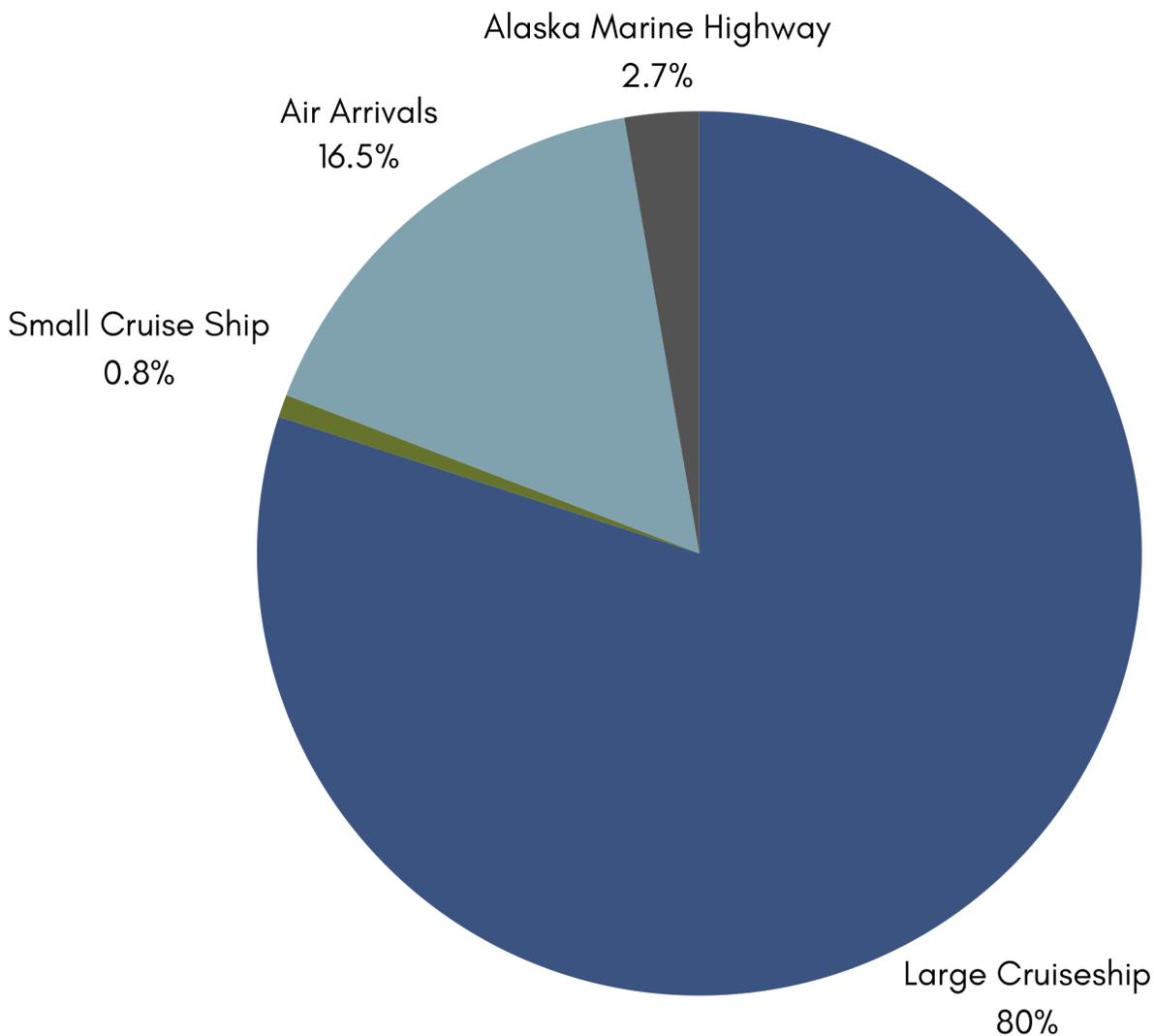
17,000

AIR ARRIVALS

339,947

ALASKA MARINE HIGHWAY

56,195





CONVENTION SALES

**\$30.55 FOR EVERY
\$1 INVESTED IN
CONVENTION SALES IN FY23**

	FY23	FUTURE MEETINGS
ROOM NIGHTS	12,281	19,760
EEI (ESTIMATED ECONOMIC IMPACT)	\$9.4M	\$9.8M

DESTINATION MARKETING

TRAVELJUNEAU.COM STATS

667K

PAGEVIEWS

360K

SESSIONS

1:30

AVG SESSION
DURATION

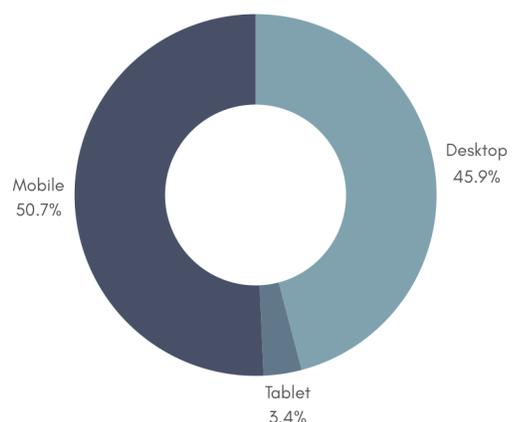
2.8

PAGES/SESSION

TOP 5 LANDING PAGES

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

DEVICE



SOCIAL MEDIA FOLLOWERS



TOP 5 SEARCH TERMS

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

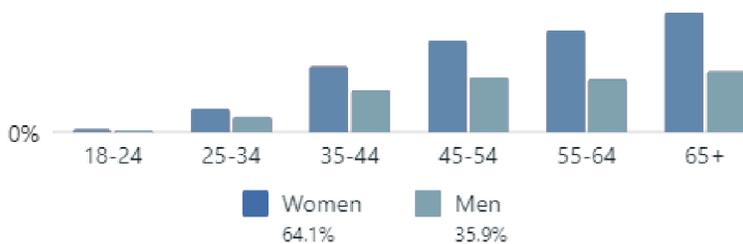
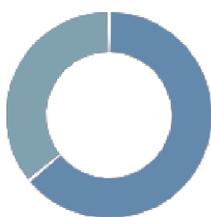
TOP 5 STATES

1. WASHINGTON
2. ALASKA
3. CALIFORNIA
4. ILLINOIS
5. NEW YORK

AGE DEMOGRAPHICS

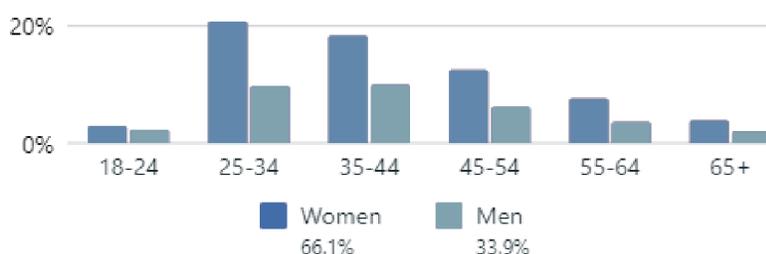
Facebook

Followers
50,686



Instagram

Followers
12,296



VISITOR SERVICES

71

VOLUNTEERS

2,163

**VOLUNTEER
HOURS**

160,950

**VISITORS
SERVED**

33,844

**GUIDES
DISTRIBUTED**

BOARD OF DIRECTORS

CHAIR

McHugh Pierre
Goldbelt, Inc

SECRETARY

Kirby Day
Holland America Group

Skye Stekoll
Forbidden Peak Brewery

VICE-CHAIR

Dan Blanchard
UnCruise Adventures

MEMBERS

Andy Kline
Alaska Seaplanes

CBJ STAFF LIAISON

Alexandra (Alix) Pierce
Tourism Manager

TREASURER

Tom Sullivan
First National Bank Alaska

Will Race
Cedar Group

CBJ ASSEMBLY LIAISON

Greg Smith
CBJ Assembly

Serene Hutchinson
Juneau Tours & Whale Watch

Kristen Strom
Eaglecrest Ski Area

CURRENT ASSOCIATE PARTNERS

TIER 1



TIER 2

Alaska Litho
First National Bank Alaska

TIER 3

Alaska Broadcast Communications, Inc.
Alaska Electric Light & Power Company
Coeur Alaska - Kensington Mine
Cruise Lines International Assn. of Alaska
Elgee Rehfeld, LLC
Holland America Group - Princess Cruises

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

TRAVEL JUNEAU.COM

