

A photograph of a dense forest with tall, thin trees. Sunlight is streaming through the canopy, creating a bright, hazy effect with visible lens flare. The text is overlaid on this image.

# 2023 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



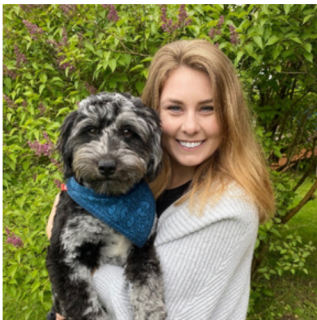
**KRISTI SWITZER**  
JOINED JULY 2023  
DESTINATION MARKETING  
MANAGER



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



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



**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?

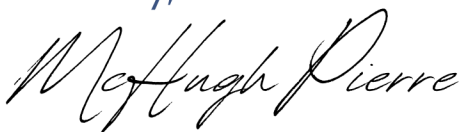
Improvements to Centennial Hall and improvements at Eaglecrest are critical to making these goals become reality. Hotel and lodging availability is important, too.

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
<b>CURRENT ASSETS</b>	<b>\$1,104,291</b>	<b>\$762,545</b>
<b>WEBSITE &amp; OTHER CAPITAL ASSETS</b>	<b>-0-</b>	<b>\$7,155</b>
<b>TOTAL ASSETS</b>	<b>\$1,104,291</b>	<b>\$769,700</b>
<b>CURRENT LIABILITIES</b>	<b>\$570,560</b>	<b>\$321,672</b>
<b>NET ASSETS</b>	<b>\$533,731</b>	<b>\$448,028</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,104,291</b>	<b>\$769,700</b>



# FY23 INCOME

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

**TOTAL INCOME**

**\$1,599,818**

# FY23 EXPENSES

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

**TOTAL EXPENSES**

**\$1,514,883**

2023 SEASON ARRIVALS

2,066,142

**LARGE CRUIESHIP**

**1,653,000**

**SMALL CRUIESHIP**

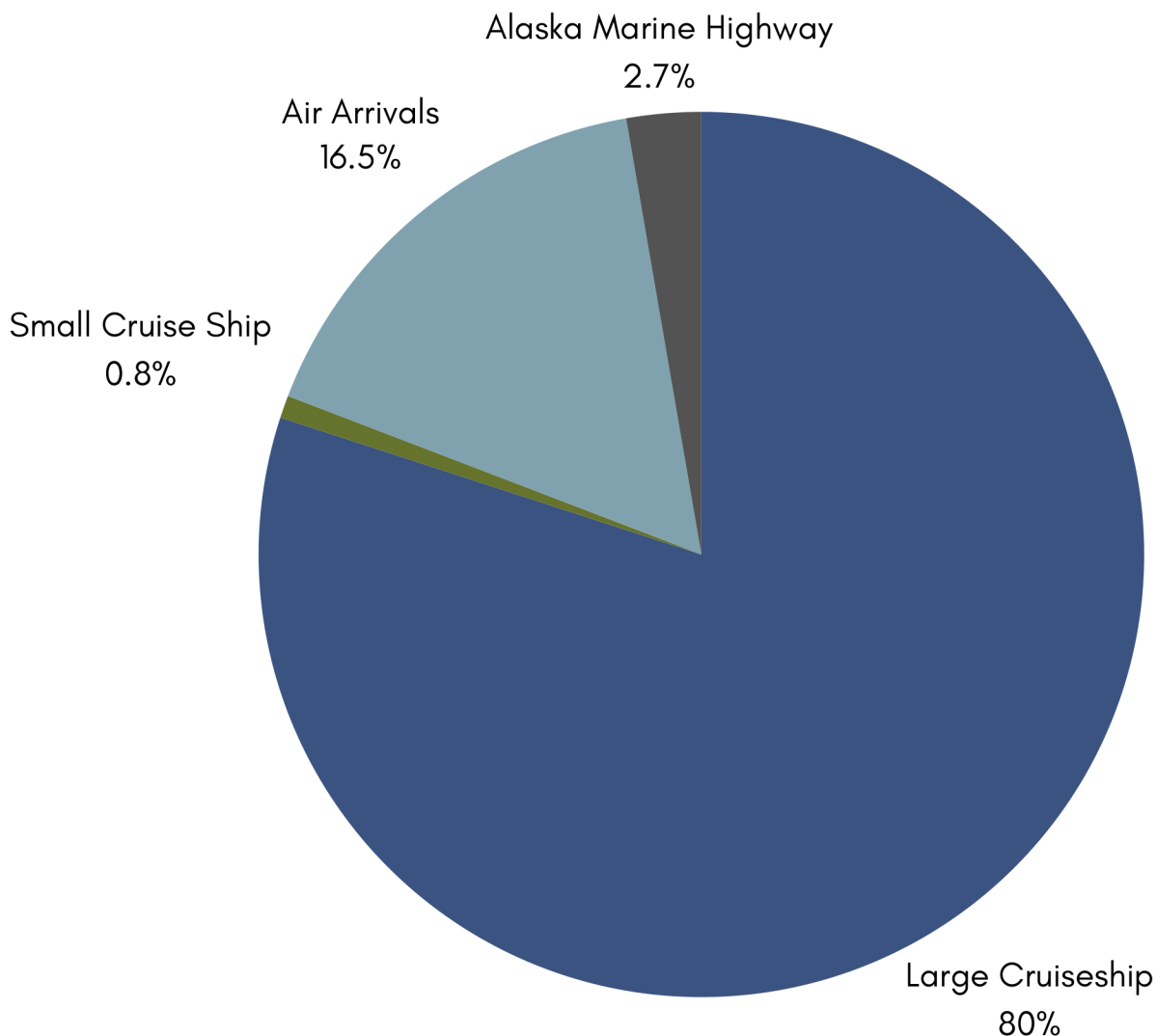
**17,000**

**AIR ARRIVALS**

**339,947**

**ALASKA MARINE HIGHWAY**

**56,195**







# CONVENTION SALES

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

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

# DESTINATION MARKETING

## TRAVELJUNEAU.COM STATS

667K

PAGEVIEWS

360K

SESSIONS

1:30

AVG SESSION  
DURATION

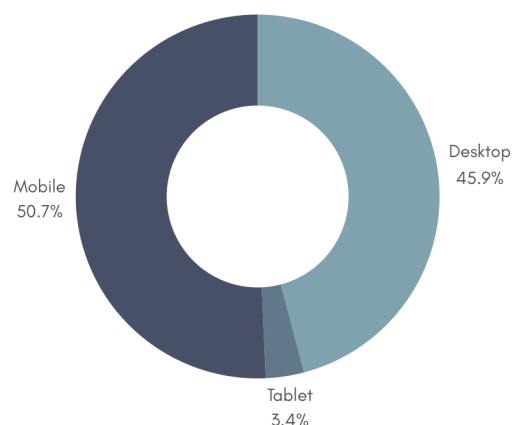
2.8

PAGES/SESSION

## TOP 5 LANDING PAGES

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

## DEVICE





## SOCIAL MEDIA FOLLOWERS

11,370



↑ 24%

50,067



↓ 1.65%

547



↑ 22%

498



↑ 65%

### TOP 5 SEARCH TERMS

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

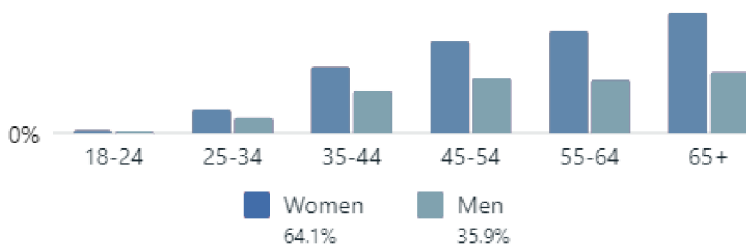
### TOP 5 STATES

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

## AGE DEMOGRAPHICS

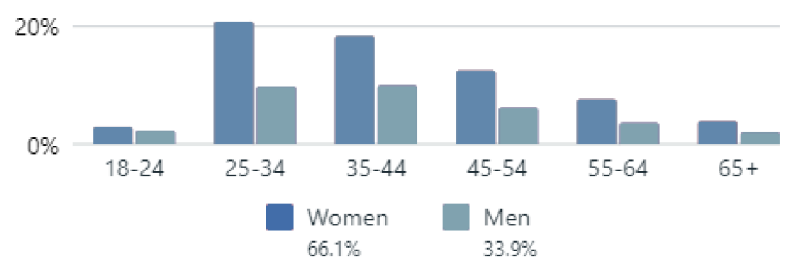
### Facebook

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

Serene Hutchinson  
Juneau Tours & Whale Watch

## **CBJ ASSEMBLY LIAISON**

Greg Smith  
CBJ Assembly

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

