

• MISSION STATEMENT •

"To market Juneau to conventions, groups, and travelers."

- adopted October 2017



• JUNEAU STORIES •

Generated over

\$10.6 Million

in combined on-air and online media advertising equivalency

&

624.7 Million

in potential combined on-air and online audience

with roughly **30** media assists

DID YOU KNOW...

Independent visitors and meeting attendees brought in over

\$1.5M

in hotel bed tax

Up **7.1%**
over FY2018

Travel Juneau had the **largest volunteer corps** of any destination marketing organization (DMO) in the U.S.

The visitor industry accounts for

13%

of Juneau's total employment &

\$83.4M

in earnings for Juneau residents

Source: Juneau & Southeast Alaska Economic Indicators - Juneau Economic Development Council, 2019

• FY2019 BOARD OF DIRECTORS •

JOHN MCCONNOCHIE
CHAIR
CYCLE ALASKA

RICHARD BURNS
VICE CHAIR
ABC SUPERSTATIONS

CARL RAMSETH
TREASURER
ALASKA SEAPLANES

JILL RAMIEL
SECRETARY
SILVERBOW INN

STEVE HAMILTON
PAST CHAIR
WESTMARK BARANOF
HOTEL

LIZ BARLOW
ABOVE AND BEYOND
ALASKA

KC HOSTETLER
ALASKA AIRLINES

VALERIE KELTON
KNIGHTLY TOURS

SARAH LOWELL
COASTAL HELICOPTERS

GEORGE SCHAAF
CBJ STAFF LIAISON

CAROLE TRIEM
CBJ ASSEMBLY LIAISON

• CURRENT STAFF •

LIZ PERRY
PRESIDENT/CEO

THERESA SULLIVAN
DIRECTOR OF FINANCE

KARA TETLEY
DESTINATION MARKETING MANAGER

BEN RUBENSTEIN
DESTINATION MARKETING COORDINATOR

VICKI LOGAN
CONVENTION SALES MANAGER

COLLEEN EVANCO
PARTNERSHIP SERVICES MANAGER

ALICIA LEAMER
VISITOR SERVICES MANAGER

MARISSA KUHN
VISITOR SERVICES COORDINATOR

ASSOCIATE PARTNERS

Alaska
AIRLINES

ALASKA BROADCAST COMMUNICATIONS, INC
ALASKA ELECTRIC LIGHT & POWER COMPANY
ALASKA - KENSINGTON MINE
BARTLETT REGIONAL HOSPITAL
CRUISE LINE AGENCIES OF ALASKA
CRUISE LINES INT. ASSN OF ALASKA
ELGEE REHFELD, LLC

1 FIRST BANK
MEMBER FDIC

FIRST NATIONAL BANK ALASKA
MCDOWELL GROUP, INC
NORTHIM BANK
PRINTING TRADE COMPANY
SOUTHEAST URGENT CARE, INC
TRUE NORTH FEDERAL CREDIT UNION
UNIVERSITY OF ALASKA SOUTHEAST

ANNUAL REPORT 2019



• LETTER FROM THE CHAIR •

Dear Travel Juneau Partners,

It is my honor to serve you this year as Chair of Travel Juneau’s Board – a Board that has a tremendous depth and breadth of experience not just in the visitor industry but at the highest leadership levels. We lean on this experience to achieve our goals and address the challenges facing the organization. On behalf of your Board of Directors and the Travel Juneau staff, it is my pleasure to present the annual report for fiscal year 2019.

This year, Travel Juneau undertook new programs aimed at keeping us top of mind among the traveling public and keeping our community informed about our work.

Beginning in the 3rd quarter, we rolled out a community relations plan that included a radio campaign and short videos showcasing locals talking about the value of the visitor industry to themselves, their organizations, or businesses. The initiative focuses on the value the visitor industry delivers and shows how most local businesses benefit from the visitors industry. Making this connection is vitally important. Travel Juneau extends a sincere thank you to Tom Sullivan of First National Bank Alaska, Saralyn Tabachnick of AWARE, Travis McCain of Alaska Litho, and MariRay Gonzales-Willis for assisting us with this important project.

Our increased outreach included presentations at the Greater Juneau Chamber of Commerce and the Rotary Clubs to highlight our work for our community, promote conventions, and describe our relationship with Tourism Best Management Practices (TBMP). Travel Juneau continues to partner with TBMP to manage the Crossing Guard program, helping to keep pedestrians safe and traffic flowing.

We continued our Bring It Home marketing initiative, which rewards locals who assist us bringing conventions to the city and offers meeting incentives. The program is only two years old, but we are greatly encouraged by local response. Overall, Convention Sales attracted approximately \$1.6M in conventions and meetings business for the city.

Our Destination Marketing Department saw significant increases in online metrics, including a 17% increase in website engagement and 5% average increase across all social media platforms. This past year, we generated \$10.61M in ad equivalency from attracting and hosting more than 30 travel writers, video production, and other media. We also promoted Eaglecrest in the Seattle Region and are excited about a new product we are developing for next winter – stay tuned for details!

Once again, the annual Travel Fair saw record attendance: more than 1,300 locals dropped in to meet our partners and benefit from locals’ discounts. Visitor Services had the highest attendance ever at their annual Tours and Attractions Training. Our 170 volunteers went on to provide more than 5,100 hours assisting more than 194,000 visitors, up more than 5% from the 2018 season.

During the 2019 season, Juneau saw 1,305,700 cruise passengers. Plane arrivals were down slightly, as were ferry arrivals. However, hotel bed tax receipts continue to climb, up 7% from FY18, as do sales tax revenues, up 2% from FY18. The CBJ Finance Director recently reported that the visitor industry currently accounts for about 18% of the city’s total sales tax revenue.

Travel Juneau is committed to collaborating with the community to keep our home a great place to live, work, and play, and to help drive economic opportunity for our partners. Thank you for your partnership.

Richard Burns
Current Chair – Travel Juneau Board of Directors

• FY19 INCOME •

69.7%	\$ 995,600	CBJ Hotel Bed Tax & MPFs
15.7%	\$ 224,203	Crossing Guard (pass-through)
5.3%	\$ 75,532	Partner Fees
7.5%	\$ 107,813	Ad/Event Income
1.2%	\$ 16,884	TBMP (pass-through)
0.6%	\$ 8,928	Other
	\$1,428,960	TOTAL INCOME

• FY19 EXPENSES •

24.6%	\$ 356,769	Destination Marketing
20.7%	\$ 300,267	Administration
14.7%	\$ 213,809	Visitor Information Services
14.9%	\$ 217,078	Crossing Guard (pass-through)
14.9%	\$ 216,711	Convention Sales
9%	\$ 131,699	Partnership Services
1.1%	\$ 16,435	TBMP (pass-through)
	\$1,452,768	TOTAL EXPENSES

BALANCE SHEET

	2019	2018
Current Assets	\$692,809	\$629,157
Website & Other	\$ 53,429	\$ 72,013
Capital Assets		
TOTAL ASSETS	\$746,238	\$701,170
Current Liabilities	\$204,467	\$136,075
Net Assets	\$541,771	\$565,095
TOTAL LIABILITIES & NET ASSETS	\$746,238	\$701,170

• DEPARTMENTS •

DESTINATION MARKETING

CONVENTION SALES

VISITOR SERVICES

PARTNERSHIP SERVICES

CRUISE SHIP
PASSENGER
ARRIVALS

1,305,700

May - Sept. 2019

AIR
ARRIVALS

324,078

in FY19

AMHS
ARRIVALS

52,934

in FY19

TRAVEL JUNEAU IMPACTS IN FY19



SOCIAL MEDIA FOLLOWERS IN FY19

3,455



↑ 5%

44,789



↑ 3%

4,550



↑ 29%

MEETINGS
IN FY19

2,732

FUTURE
MEETINGS

13,409

ROOM
NIGHTS

ESTIMATED
ECONOMIC
IMPACT

\$1.68 Million

\$10.94 Million

Meetings ROI: \$6.22 for every \$1 invested.

DISTRIBUTED

26,283

printed visitor
guides

SERVED

194,640

visitors arriving
in Juneau

MANAGED

5,183

volunteer hours
between 176
volunteers

225

partners in FY19

89%

retention rate