



***Economic Impacts of Juneau
Conventions and Meetings***

Prepared for:
Travel Juneau

November 2018



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Prepared for:
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Table of Contents

- Summary of Findings..... 1**
 - Direct Spending 1
 - Economic Impacts 2
 - Satisfaction with Juneau 2
- Introduction and Methodology 3**
 - Introduction 3
 - Methodology..... 3
- Economic Impacts 7**
 - Direct Spending..... 7
 - Economic Impacts 9
- Satisfaction Ratings and Recommendations..... 10**
 - Attendee Satisfaction 10
 - Organization/Event Planner Comments 11
 - Recommendations 11
- Appendix A: Convention Attendee Characteristics 13**
- Appendix B: Survey Instrument..... 16**

Summary of Findings

A key component of Travel Juneau marketing activities is attracting and supporting meeting-related groups that visit Juneau. The purpose of this study is to highlight the economic importance of conventions and meetings to the Juneau economy. The study presents spending data for attendees and meeting organizers from October 2017 through September 2018, as well as total economic output (multiplier effects) and estimated employment from meeting-related spending. The study also provides Travel Juneau and the business community with attendee and organizer opinions regarding their Juneau experience. The primary sources of information for the study were a survey of 263 convention attendees/exhibitors from 17 conventions, and interviews with 11 convention organizers. Following are key findings from the study.

Direct Spending

According to survey results, meeting/convention attendees spent an average of \$1,270 per attendee per event while in Juneau. With an average stay of 3.9 nights, this equates to average direct spending of \$326 per day, per attendee. Meeting/convention organizations reported spending an average of \$450 per attendee per event. Based on an average event duration of 3.4 days, organizations spent \$132 per attendee, per day.

Applying these averages to the total 12-month convention market results in total direct spending (attendees and organizations combined) of \$2.70 million, with \$1.96 million attributable to attendee spending, and \$690,000 attributable to organization spending.

Spending by attendees and organizations was distributed through a wide variety of sectors. The largest spending category was lodging at \$1.0 million (attendee and organization spending combined), followed by food/beverage (\$659,000), retail (\$196,000), tours/activities/entertainment (\$182,000), local transportation (\$157,000), facility rental (\$116,000), services/equipment rental (\$104,000), and other (\$205,000).

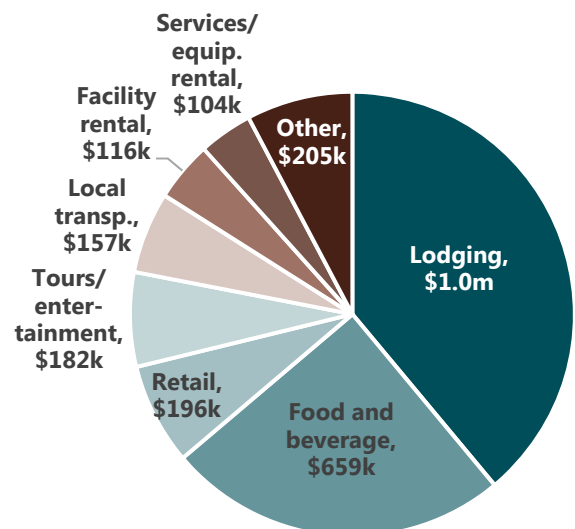
Total direct spending by attendees and organizations of \$2.7 million generated an estimated \$113,000 in CBJ sales tax and \$62,000 in bed taxes.

Juneau Convention/Meeting Direct Spending, 2017-2018

| Spending | |
|--|-----------------------|
| Spending by attendees | |
| Average spending per event, per attendee | \$1,270 |
| Per day | \$326 |
| Total spending | \$1.96 million |
| Spending by organizations | |
| Average spending per event, per attendee | \$450 |
| Per day | \$132 |
| Total spending | \$690,000 |
| Total direct spending | \$2.70 million |

Distribution of Direct Convention/Meeting Spending, 2017-18

Attendees and Organizations Combined



Economic Impacts

The total \$2.7 million spent on conventions and meetings in Juneau directly supported 28 jobs, \$815,000 in labor income, and \$2.3 million in local economic output. Including direct, indirect, and induced impacts (multiplier effects), this spending supported 34 jobs, \$1.1 million in labor income, and total economic output of \$3.2 million.

Juneau Convention/Meeting Economic Impacts, 2017-2018

| | Direct Impacts | Total Impacts |
|--------------|----------------|---------------|
| Employment | 28 jobs | 34 jobs |
| Labor income | \$815,000 | \$1,115,000 |
| Output | \$2,285,000 | \$3,240,000 |

Source: McDowell Group estimates using IMPLAN economic modeling software.

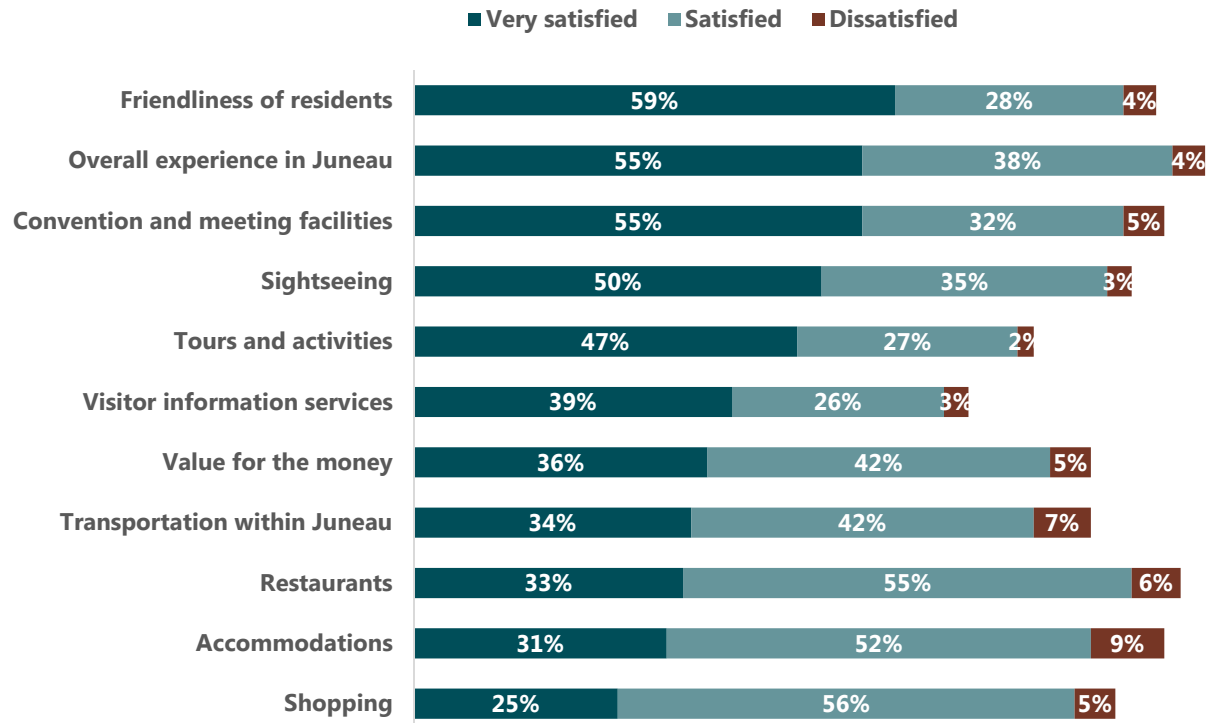
Satisfaction with Juneau

Convention/meeting attendees were generally satisfied with all aspects of their Juneau experience, with fewer than 10 percent dissatisfied with any one category. The categories with the highest satisfaction ratings were friendliness of residents (59 percent very satisfied), overall experience in Juneau (55 percent), convention and meeting facilities (55 percent), and sightseeing (50 percent). The lowest-rated aspects were shopping (25 percent) and accommodations (31 percent).

Nearly all attendees (94 to 95 percent) said they would recommend Juneau as a convention/meeting destination and as a vacation destination.

Attendee Satisfaction with Juneau Experience

Excluding "don't know" responses; Dissatisfied and Very Dissatisfied combined



Note: Rows do not add to 100 percent due to "don't know" and "does not apply" responses.

Introduction and Methodology

Introduction

Attracting conventions, meetings, and other events is a top priority for Travel Juneau, as these visitors contribute significantly to the local economy. Most of these events occur during the fall, winter, and spring, giving a much-needed boost in the off-season when local businesses typically experience lower sales. . The purpose of this study is to provide Travel Juneau with information regarding total economic impacts that accrue to the community from these types of events. The study also provides insights regarding visitors' satisfaction with Juneau as a meeting destination that will help improve the experience and ability to attract future delegates.

Travel Juneau's convention and meeting marketing and service efforts are particularly important in attracting larger conventions and conferences where competition among communities within Alaska, and outside the state, is fierce. Along with Juneau, destination marketing organizations (DMOs) in Anchorage, Fairbanks, and Ketchikan, and other Alaskan communities dedicate significant financial resources and staff to promoting their communities in the meeting/convention market.

Travel Juneau's convention and meeting services include:

Custom lead, bid, and referrals – Complimentary RFP services, including assistance with RFP preparation, facility and accommodations referrals and rates, consultation and referrals for activities and off-site venues, and much more. Travel Juneau staff will prepare and present customized bid presentations to assist event planners.

Group organizer site inspections – Includes walk-through of facilities, accommodations, and activities as well as a tour of the community. For larger groups, Travel Juneau can also arrange tastings for potential caterers.

Promotion and attendance building – Welcome signs throughout Juneau, digital images and links for event meeting/registration website, suggested activities and more. Travel Juneau may also attend the organizations event the year prior to generate "Juneau buzz" and encourage attendance at the Juneau event.

Assistance with information and activities – Travel Juneau can provide attendees with downtown walking tour maps, dining guides, and referrals for off-site and spouse/guest activities. They can also arrange for a Juneau information table during registration and help organizers plan pre- and post-convention excursions and itineraries.

Methodology

Attendee Surveys

From October 2017 through September 2018, McDowell Group surveyed attendees at a variety of events ranging from conventions to small meetings. Travel Juneau provided a list of meetings they attracted and/or serviced.

To encourage participation in the study, respondents were entered in to a drawing to win a \$250 Amazon.com gift card. Response rates varied from 2 percent to 73 percent per event, with an average response rate of 33 percent. Convention attendees who lived in Juneau were screened from participating in the survey as the study’s focus was on spending by out-of-town visitors. The survey covered topics relating to satisfaction with Juneau amenities, accommodation use and location, party size, and spending. A copy of the survey instrument can be found in Appendix C.

Eight large conferences and conventions and nine smaller conferences and meetings were surveyed, for a total of 17 events. McDowell Group distributed self-administered surveys to attendees and exhibitors. Surveys were distributed near the end of each event to capture spending information and attendee opinions regarding their entire trip. A total of 263 surveys were completed including 243 attendees, 6 exhibitors, and 14 exhibitors that were also attendees. To account for differences in response rates and accurately capture attendee characteristics, expenditures, and opinions, survey responses were statistically weighted in proportion to convention attendance. The results were then expanded to reflect the total population of 1,546 attendees for all Juneau events tracked by Travel Juneau. This methodology assumes that the delegates surveyed at the conventions and meetings were representative of the total population of attendees.

**Conference Attendees, Surveyed and
Estimated Total, 2017-2018**

| | Count |
|-------------------------------------|--------------|
| Surveyed attendees | 263 |
| Estimated total 2017-2018 attendees | 1,546 |

ATTENDEE SPENDING

Average expenditures per attendee are modeled from survey data. Average attendee expenditures were applied to an estimated total number of 1,546 attendees (including attendees at events not surveyed). Spending is presented by event totals and per day. Note that all references to “attendee” spending refer to attendee and associated party spending. The spending data reported in this study does not include travel costs to or from Juneau due to the complex nature of allocating a portion of travel costs directly to Juneau.

(See table next page)

**Convention, Conference and Meeting Attendance, Completed Surveys, Response Rate, and Weighting,
October 2017 through September 2018**

| | Date | Total Attendees | Completed Surveys | Response Rate | Weighting |
|---|-----------------|-----------------|-------------------|---------------|-----------|
| Conventions and Large Conferences | | | | | |
| Alaska Optometric Association Conference | Feb. 7-11 | 106 | 46 | 43% | 13% |
| AML Winter Legislative Conference | Feb. 20-22 | 95 | 24 | 25% | 12% |
| JEDC Innovation Summit | Feb 20-22 | 92 | 2 | 2% | 12% |
| Fire Chiefs Leadership Summit | Feb 5-9 | 75 | 25 | 33% | 10% |
| Alaska Robotics Mini-Con 2018 | April 20-24 | 60 | 5 | 8% | 8% |
| NOAA Hydrographic Services Meeting | Aug. 28-30 | 50 | 26 | 52% | 6% |
| Knights of Columbus Annual Conference | April 27-29 | 50 | 15 | 30% | 6% |
| Southeast Conference Mid-Session Summit | Feb. 13-14 | 45 | 14 | 31% | 6% |
| Smaller Conferences and Meetings | | | | | |
| AEYC/JSPC Conference | March 15-17 | 35 | 6 | 17% | 4% |
| Nlets Board of Directors Meeting | May 1-4 | 30 | 16 | 53% | 4% |
| Association of School Boards Conference | June 20-24 | 30 | 22 | 73% | 4% |
| Arctic FROST Meeting | Sept. 21-23 | 28 | 16 | 57% | 4% |
| Toastmasters Annual Conference | Sept. 30-Oct. 2 | 25 | 16 | 64% | 3% |
| Coast Alaska Board Meeting | Sept. 21-23 | 20 | 9 | 45% | 3% |
| SEAL Trust Annual Retreat | April 25-27 | 17 | 12 | 71% | 2% |
| DHSS 2018 Chart Training | June 18-22 | 15 | 8 | 53% | 2% |
| American Primrose Society | May 4-6 | 15 | 1 | 7% | 2% |
| Conventions, conferences and meetings combined | | 788 | 263 | 33% | |

Note: Total attendees includes exhibitors. Total attendee counts were provided by individual convention and meeting organizers.

Organizer Interviews

Interviews were conducted with event planners and organizers to measure organizational spending in support of conventions and meetings. After each event, organizers were asked to provide detailed budget information, ranging from convention facility rental costs to food service and equipment rental, in addition to comments regarding their group's experience in Juneau. Eleven of the 17 organizers (65 percent) provided expenditure data and comments. A model was developed to conservatively estimate organizational spending for non-responding organizations based on group size and type of event.

ORGANIZATIONAL SPENDING

Average organizational spending in Juneau was calculated based on per event, per attendee averages. Spending averages were developed from surveys gathered from event organizers adjusted for event size and applied to all events for the period.

Total Spending

Direct attendee spending per event was combined with average per attendee per event spending by organizations to derive total estimated expenditures per events. Total attendee spending was multiplied by the total number of attendees for all events (1,546) to estimate total spending by category and total event related direct spending.

Economic Impacts

The indirect and induced impacts of direct spending by visiting attendees and organizations were estimated using IMPLAN, a widely-used model for measuring the multiplier effects of direct spending. Analysis of multiplier effects resulted in estimates of the total economic output and employment related to conventions and meetings in Juneau.

Direct Spending

Attendee Spending

Juneau convention and meeting attendees spend money on lodging, food and beverage, retail shopping, tours, activities, entertainment, local transportation, and other items. On average, attendees spent \$1,270 per event while in Juneau. With an average stay of 3.9 nights, this equates to average direct spending of \$326 per day, per attendee.

On average, attendees spent \$566 on lodging during their stay in Juneau, nearly half (45 percent) of attendee total spending per event. The next largest expenditure category was food and beverage (\$236), followed by retail shopping (\$127), tours/activities/entertainment (\$118), and local transportation (\$94). Attendees reported unspecified "other" spending of \$129 on average. (See table, below.)

Organizational Spending

Organizations spend money on facility rental, food and beverages, accommodations, equipment rental, services such as printing, florists, local transportation, and other items in support of their event. On average, organizations spent a total of \$450 per attendee per event. Based on an average event duration of 3.4 days, organizations spent \$132 per attendee, per day.

On average, organizations spent \$190 for food and beverage per attendee, per event. The next largest expenditure category was for lodging (\$102), followed by facility rental (\$75), services and equipment (\$67), local transportation (\$8), and other unspecified spending of (\$4). Organizational expenditures are in addition to attendee spending.

Estimated Attendee and Organizational Spending per Event and per Day, by Category

| Spending Category | Attendee Spending | | Organizational Spending (per attendee) | |
|----------------------------------|--------------------|------------------|--|------------------|
| | Spending Per Event | Spending Per Day | Spending Per Event | Spending Per Day |
| Lodging | \$566 | \$145 | \$102 | \$30 |
| Food and beverage | \$236 | \$61 | \$190 | \$56 |
| Retail shopping | \$127 | \$33 | - | - |
| Tours, activities, entertainment | \$118 | \$30 | - | - |
| Local transportation | \$94 | \$24 | \$8 | \$2 |
| Facility rental | - | - | \$75 | \$22 |
| Services and equipment rental | - | - | \$67 | \$20 |
| Other | \$129 | \$33 | \$4 | \$1 |
| Average Spending | \$1,270 | \$326 | \$450 | \$132 |

Note: Attendee spending per day is derived by dividing event spending by category by attendee average length of stay of 3.9 nights. Organizational spending per attendee, per event, is divided by 3.4 event days to derive organizational spending per day, per attendee. Spending occurred between October 2017 and September 2017. Figures have been rounded.

Total Direct Spending by Category

When combined attendee and organizational spending per event is expanded to the total number of attendees for 2017-2018 events (1,546), total direct spending is estimated at \$2.7 million. Lodging was the highest spending category at slightly more than \$1 million, accounting for 39 percent of total spending. The next highest spending category was food and beverage at \$659,000, followed by shopping (\$196,000), tours and activities (\$182,000), local transportation (\$157,000), facility rent (\$116,000), and services and equipment (\$104,000). Unspecified other spending totaled \$205,000.

Estimated Total Attendee and Organizational Spending, by Category

| Spending Category | Attendee Spending Per Event | Organization Spending Per Event per Attendee | Total Spending Per Attendee Per Event | Total Spending by Category | % of Total Spending |
|----------------------------------|-----------------------------|--|---------------------------------------|----------------------------|---------------------|
| Lodging | \$566 | \$102 | \$668 | \$1,033,000 | 39% |
| Food and beverage | \$236 | \$190 | \$426 | \$659,000 | 25% |
| Retail shopping | \$127 | - | \$127 | \$196,000 | 7% |
| Tours, activities, entertainment | \$118 | - | \$118 | \$182,000 | 7% |
| Local transportation | \$94 | \$8 | \$102 | \$157,000 | 6% |
| Facility rent | - | \$75 | \$75 | \$116,000 | 4% |
| Services and equipment rental | - | \$67 | \$67 | \$104,000 | 4% |
| Other | \$129 | \$4 | \$133 | \$205,000 | 8% |
| Average Spending | \$1,270 | \$450 | \$1,720 | \$2,652,000 | 100% |

Total spending per attendee, per event, is derived by multiplying combined attendee and organizational spending per attendee, by a total of 1,546 attendees. Figures have been rounded.

Economic Impacts

Attendee and organizational direct spending create multiplier effects that fall into two categories:

- **Indirect impacts:** includes spending by businesses that provide goods and services to conventions and meetings. For example, hotels and restaurants that host meeting attendees and organizers in turn pay for utilities, office supplies, laundry, and other goods and services from local vendors. This spending with other vendors creates additional jobs and income in the community.
- **Induced impacts** occur when those directly employed in businesses that provide goods and services to conventions and meetings or those indirectly employed by industry support businesses spend their wages in the economy.

The total \$2.7 million spent on conventions and meetings in Juneau directly supported 28 jobs and \$815,000 in labor income. Including direct, indirect, and induced impacts (multiplier effects), this spending supported 34 jobs, resulting in \$1.1 million in labor income and total spending of \$3.6 million.

Convention-Related Economic Impacts in Juneau, 2017-2018

| Impact Level | Employment | Labor Income | Spending |
|----------------------|------------|--------------------|--------------------|
| Direct | 28 | \$815,000 | \$2,652,000 |
| Indirect and Induced | 6 | \$300,000 | \$955,000 |
| Total | 34 | \$1,115,000 | \$3,607,000 |

Source: McDowell Group estimates using IMPLAN economic modeling software.

CBJ Sales and Bed Tax Revenue

The City and Borough of Juneau also derives economic benefits directly from conventions and meetings through a 7 percent bed tax and a 5 percent sales tax. The majority of spending by Juneau attendees and organizations is taxable. An estimated 15 percent of total spending by attendees and organizations is tax exempt. An estimated \$2.3 million in taxable sales generated an estimated \$113,000 in CBJ sales tax. Total attendee and organizational estimated taxable spending for accommodations of \$880,000 million generated \$62,000 in bed taxes. (CBJ bed tax revenue is allocated at a ratio of 57 percent to support Travel Juneau and 43 percent to support Centennial Hall.)

Estimated CBJ Tax Collection, Conventions and Meetings, 2017-2018

| | Convention Direct Spending | Tax Revenue |
|---------------------------------------|----------------------------|------------------|
| All spending (5% tax rate) | \$2,300,000 | \$113,000 |
| Accommodations spending (7% tax rate) | \$880,000 | \$62,000 |
| Total CBJ tax collection | | \$175,000 |

Note: includes only events marketed or serviced by Travel Juneau.

Satisfaction Ratings and Recommendations

Attendee Satisfaction

Event attendees were asked to rate their satisfaction with various aspects of their Juneau experience. Respondents were generally satisfied: roughly three-quarters or more of attendees were satisfied or very satisfied with all but one category, and nearly all (93 percent) were either satisfied or very satisfied with their overall Juneau experience.

Categories with the highest *very* satisfied ratings included friendliness of residents (59 percent), overall Juneau experience (55 percent), convention and meeting facilities (55 percent), and sightseeing (50 percent). Categories with the lowest very satisfied ratings included restaurants (33 percent), accommodations (31 percent), and shopping (25 percent).

Visitor information services had the lowest net satisfaction rate of 64 percent and the highest number of neutral responses; however, only 3 percent were dissatisfied.

Attendee Satisfaction (%)

Base: Rated each category; "did not use" excluded

| | Very Satisfied | Satisfied | Net Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Net Dissatisfied | Mean |
|-----------------------------------|----------------|-----------|---------------|---------|--------------|-------------------|------------------|------|
| Overall experience in Juneau | 55 | 38 | 93 | 3 | 1 | 3 | 4 | 4.4 |
| Convention and meeting facilities | 55 | 32 | 88 | 7 | 2 | 3 | 5 | 4.4 |
| Restaurants | 33 | 55 | 88 | 6 | 3 | 3 | 6 | 4.1 |
| Friendliness of residents | 59 | 28 | 87 | 10 | 1 | 2 | 4 | 4.4 |
| Accommodations | 31 | 52 | 84 | 8 | 6 | 2 | 9 | 4.1 |
| Sightseeing | 50 | 35 | 84 | 13 | 1 | 2 | 3 | 4.3 |
| Shopping | 25 | 56 | 80 | 14 | 3 | 3 | 5 | 4.0 |
| Value for the money | 36 | 42 | 78 | 17 | 3 | 2 | 5 | 4.1 |
| Transportation within Juneau | 34 | 42 | 76 | 17 | 4 | 2 | 7 | 4.0 |
| Tours and activities | 47 | 27 | 73 | 24 | 0 | 2 | 2 | 4.2 |
| Visitor information services | 39 | 26 | 64 | 33 | 1 | 2 | 3 | 4.0 |

Note: Data has been rebased to those that used each category. The table is sorted from highest net satisfaction to lowest. Percentages have been rounded.

Attendee Comments

Approximately 100 comments were provided by attendees regarding their Juneau experience when asked "Do you have any recommendations to improve Juneau as a meeting and convention destination?" In general, the greatest level of concern was expressed with local transportation options, such as transfers between the airport and downtown, taxi service, and parking. Also mentioned was cleanliness of the streets and the lack of snow and ice removal along sidewalks. There were a number of remarks regarding hotels, restaurants, and shopping, particularly in terms of service levels, hours of operation, and a general lack of options. Some attendees

mentioned a desire for additional visitor information, particularly walking tour maps. Attendees also provided comments regarding their positive experience with Juneau.

Recommending Juneau as a Destination

Attendees were asked if they would recommend Juneau as a future convention or vacation destination. Nearly all attendees (94-95 percent) reported that they would recommend Juneau as a destination for either a convention or a vacation.

| | Yes | No |
|------------------------|-----|----|
| Convention destination | 94 | 6 |
| Vacation destination | 95 | 5 |

Organization/Event Planner Comments

In general, nearly all the organizations expressed satisfaction with the community of Juneau, the people, scenery, and activities. Three groups reported issues, some significant, with hotel service, catering, and Centennial Hall services. Several organizers mentioned a lack of meeting space, size of meeting spaces, and the high cost of meeting space and catering in the community.

Of the 11 planners that provided comments on their Juneau experience, all but one reported that they were pleased with Travel Juneau's service and they would use Travel Juneau's services for future meetings in Juneau. One planner for a national organization was very disappointed with their group's Juneau experience and said they would not return to the community.

Recommendations

The recommendations below reflect feedback from attendees and organizers, as well as the project team's familiarity with this market.

- Study findings should be shared with Travel Juneau staff and board, marketing partners, City and Borough of Juneau, and organizations such as Juneau Arts & Humanities Council and Downtown Business Association.
- To continue attracting this market, Juneau needs to be competitive on multiple fronts including travel time and cost, conference facility size and amenities, and the quality and cost of local services.
 - Because Juneau's geography impacts travel time and cost, the community should work towards exceptional ratings for meeting facilities and local services. Lower ratings were given by attendees for shopping, accommodations, dining, and transportation and meeting organizers reported service issues with hotels, catering, and Centennial Hall. Travel Juneau should engage with community partners and CBJ to address these issues and increase the overall quality of convention and meeting visitors.

- Providing registration support and onsite visitor information can help address attendee and organizer questions and issues, thereby bolstering positive visitor perceptions regarding the community.
- Conference and meeting organizers should be engaged early in the planning process to ensure seamless and timely assistance during the planning and implementation phases.
 - Help planners build enthusiasm for Juneau events through use of Travel-Juneau videos, images, and social media.
 - Capture meeting planner feedback through post-event interviews and surveys. Follow-up on any service issues and reinforce appreciation for their selection of Juneau.
 - Meeting planner turnover may necessitate repeated outreach.
- Juneau’s meeting facilities need to keep pace with competitive facility upgrades and evolving needs for power, Internet bandwidth, and audio-visual capabilities.
 - Anchorage hotel properties continue to expand, with many options available to planners for hosting smaller meetings and conferences in a single property.
 - Sitka recently made a significant upgrade to the size, professional appearance, and audio-visual capabilities at Harrigan Centennial Hall.
 - Completed in 2015, the Cordova Center offers meeting, retreat, and theater spaces.
 - The long-held vision of upgrading conference facilities in the Soldotna area is also gaining momentum.
- Maintain meeting-related leads and local support through ongoing communication with marketing partners and the business community.
 - Recognize local meeting champions and examples of exceptional customer service.
 - Promote economic benefits of the market, especially those events held outside of summer months.
 - Maintain close coordination with Centennial Hall management and municipal leadership regarding facility operations, customer service, and physical condition.

Appendix A: Convention Attendee Characteristics

The following information regarding Juneau event attendees is based on 263 attendees that responded to the Travel Juneau survey, weighted by event size.

Repeat Visitors

Two-thirds of convention and meeting attendees surveyed (67 percent) said they had visited Juneau before; with one-third reporting that they were visiting for their first time. These numbers varied depending on the event.

| Repeat Travel to Juneau | |
|-------------------------|------------|
| | % of Total |
| Been to Juneau before | 67 |
| First time to Juneau | 33 |

Party Size

The average party size of Juneau convention and meeting attendees was 1.4 people. Nearly three-quarters of attendees (73 percent) had traveled to Juneau by themselves. One-quarter traveled with one additional guest who was not associated with the convention, and 3 percent traveled with three or more guests.

| Party Size | |
|------------------------|------------|
| | % of Total |
| 1 | 73 |
| 2 | 25 |
| 3 | 1 |
| 4+ | 2 |
| Avg. Party Size | 1.4 |

Length of Stay

On average, convention and meeting attendees spent 3.4 nights in Juneau directly associated with their event and 0.5 nights not associated with their event, for a total of 3.9 nights.

Nearly three-quarters of attendees (72 percent) did not spend an additional night before or after their event. (Among those that did spend additional nights, the average was 1.8 nights.)

Attendees staying with friends or family were the most likely to spend additional nights and stay longer on average, with 61 percent of those who stayed with friends or relatives spending an additional 2.1 nights.

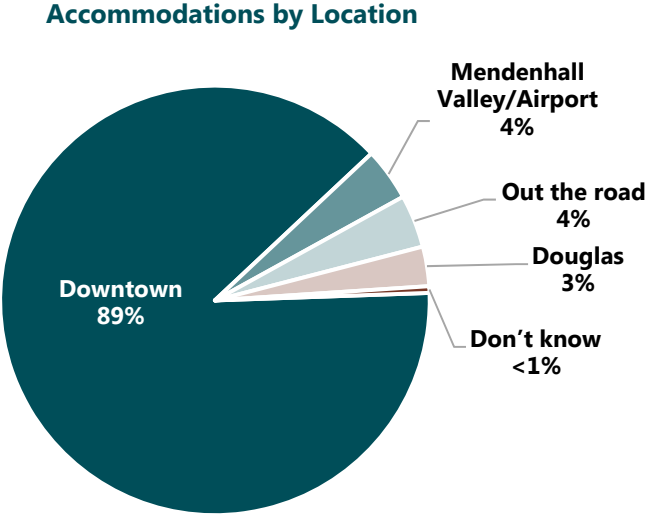
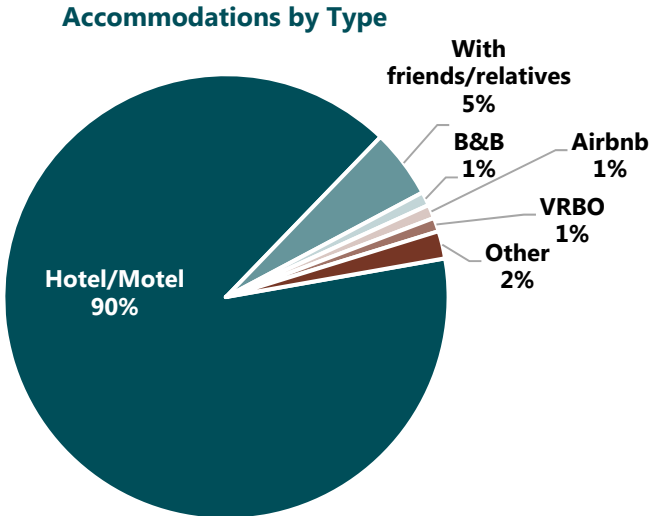
Nights Spent in Juneau (%)

| | Associated with Event | Additional nights | Total Nights |
|-------------------------|------------------------------|--------------------------|---------------------|
| 0 nights | - | 72 | - |
| 1 night | 4 | 16 | 2 |
| 2 nights | 17 | 4 | 16 |
| 3 nights | 38 | 6 | 26 |
| 4 nights | 27 | 2 | 30 |
| 5 nights | 11 | - | 14 |
| 6+ nights | 4 | - | 12 |
| Average # nights | 3.4 nights | 0.5 nights | 3.9 nights |

Accommodations

The majority of attendees (90 percent) reported staying in hotels and motels while in Juneau. An additional 5 percent of respondents said they stayed with friends or relatives, and 4 percent stayed in either a bed and breakfast, Airbnb, or VRBO. The remaining 2 percent of respondents said they stayed in some other type of accommodation such as on a boat, camping, or a hostel while in Juneau.

Most convention attendees (89 percent) stayed in downtown Juneau, while 4 percent stayed in the Mendenhall Valley and 4 percent out the road. The remaining 4 percent stayed in Douglas. Of those staying in a hotel/motel or bed and breakfast, nearly all of them (95 percent and 100 percent, respectively) stayed in establishments in downtown Juneau.



Appendix B: Survey Instrument

[Convention Name] 2018 Juneau Visitor Survey

Please help Travel Juneau improve future conferences and events by answering the following questions. Participants will be entered into a drawing for a \$250 Amazon.com gift card.

1. **Are you a conference:** Attendee Exhibitor Both
2. **How many people are in your travel party?** (Include spouse, guests, or children who accompanied you to Juneau for the conference; do not include business associates.)
in party _____
3. **Please estimate the total amount you and the members of your travel party spent or will spend on each of the following categories while in Juneau.** (Do not include transportation to and from Juneau or your conference registration.)

| Lodging | Tours Activities Entertainment | Gifts Souvenirs Clothing | Food Beverage | Rental Cars, Taxis, Buses, Fuel | Other |
|---------|--------------------------------------|--------------------------------|------------------|---------------------------------------|-------|
| \$ | \$ | \$ | \$ | \$ | \$ |

9. **Please rate your satisfaction with your Juneau experience.** (Circle your answer.)

| | Very Satisfied | Satisfied | Neither/ Neutral | Dissatisfied | Very Dissatisfied | Did not use |
|--------------------------------------|----------------|-----------|---------------------|--------------|-------------------|-------------|
| a. Your overall experience in Juneau | 1 | 2 | 3 | 4 | 5 | 6 |
| b. Convention and meeting facilities | 1 | 2 | 3 | 4 | 5 | 6 |
| c. Accommodations | 1 | 2 | 3 | 4 | 5 | 6 |
| d. Restaurants | 1 | 2 | 3 | 4 | 5 | 6 |
| e. Shopping | 1 | 2 | 3 | 4 | 5 | 6 |
| f. Visitor information services | 1 | 2 | 3 | 4 | 5 | 6 |
| g. Sightseeing | 1 | 2 | 3 | 4 | 5 | 6 |
| h. Tours and activities | 1 | 2 | 3 | 4 | 5 | 6 |
| i. Transportation within Juneau | 1 | 2 | 3 | 4 | 5 | 6 |
| j. Friendliness of residents | 1 | 2 | 3 | 4 | 5 | 6 |
| k. Value for the money | 1 | 2 | 3 | 4 | 5 | 6 |

4. **How many nights did you stay in Juneau associated with the conference?**
of nights _____
- 4a. **Did you spend any additional nights in Juneau not associated with the conference?**
of nights _____
5. **Where did you and your party stay while in Juneau?** (Check all that apply.)
 Hotel/motel Airbnb With friends/relatives
 B&B VBRO Other: _____
6. **Where were your accommodations located?**
 Downtown Mendenhall Valley/airport Don't know
 Douglas Out the road north of the Mendenhall Valley
7. **Is this your first trip to Juneau?** **7a. Do you live in Alaska?**
 Yes No Yes No
8. **Would you...**
 - a. **Recommend Juneau as a meeting and convention destination?**
 Yes No
 - b. **Recommend Juneau as a vacation destination?**
 Yes No

[Convention Name] 2018 Juneau Visitor Survey

All survey participants are eligible for a drawing to be held at the close of this survey project in 2018. The grand prize will be a **\$250 Amazon.com gift card.**

Name: _____

Address: _____

City _____ State _____ Zip _____

Phone: _____

10. Do you have any recommendations to improve Juneau as a meeting and convention destination?

Please drop your completed survey in the box at the registration table.

Thank you very much for your participation!